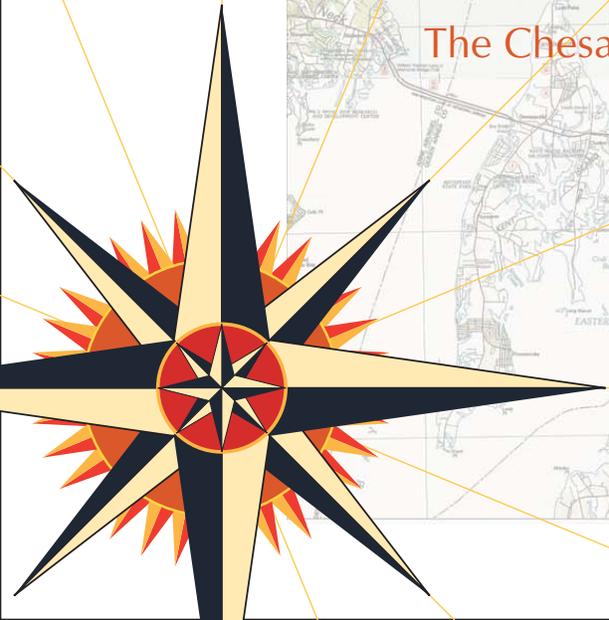


Chesapeake Country National Scenic Byway Interpretive Plan

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The Chesapeake Country National Scenic Byway Alliance

John Milner Associates, Inc.



CHESAPEAKE COUNTRY
NATIONAL SCENIC BYWAY

Interpretive Plan

Prepared for
The Chesapeake Country National Scenic Byway Alliance
Cecil, Kent, and Queen Anne's Counties, Maryland

Prepared by
John Milner Associates, Inc.
West Chester, Pennsylvania

June 2005



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Interpretive Plan**

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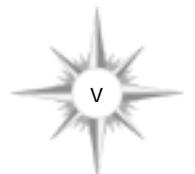
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CHAPTER 1 • INTRODUCTION

As the region's traditional Main Street and farm-to-market road, the Chesapeake Country National Scenic Byway travels through one of the last unspoiled landscapes in the Mid-Atlantic Region and provides a direct link between the Upper Eastern Shore's most unique and special places—its working waterfronts, historic towns, century-old farms and pristine natural areas.

*2002 Guide to the Chesapeake
Country Scenic Byway*

Few places portray the intimate connections between land and water better than Maryland's Eastern Shore. Borne of ecological richness, prehistoric habitation, and three hundred years of historical development, the region regales with stories and lore, people and places in a dynamic interplay with each influencing and guiding the other. And most remarkable of all: evidence of this history is found across the region. The stories are here—present in the landscape; seen in the wetlands, wharves, fields, homes, shops, and churches—but they are not so apparent. These stories need to be revealed for those who pass through these lands and along these waterways. The development of interpretation for the region can meet this need by providing the framework, methods, and media to tell the stories.



Present in the landscape of the Upper Eastern Shore is a network of historic and scenic roadways, linking the region's towns and villages and providing access to the rich agricultural landscape and many waterways for residents and visitors. Several of these roadways have been organized into the Chesapeake Country National Scenic Byway.

CHESAPEAKE COUNTRY NATIONAL SCENIC BYWAY

The Chesapeake Country National Scenic Byway was officially designated in June 2002, following years of planning, study, and public discussion. Created to celebrate life on Maryland's Eastern Shore, the Byway links many of the region's most unique resources and provides travelers with opportunities to enjoy and learn about the area's rich history and culture.



The Chesapeake Country National Scenic Byway extends from Kent Island at the Chesapeake Bay Bridge north to Chesapeake City on the Chesapeake and Delaware Canal. It travels through three counties, Queen Anne's, Kent, and Cecil Counties, and links the major towns of Centreville, Chestertown, and Cecilton as well as a number of smaller historic communities. The Byway showcases one of the last truly special landscapes in the Mid-Atlantic Region, tying together its working

agricultural landscapes, waterfronts, historic town centers, recreational sites, and pristine natural areas.

Beginning on Kent Island, the Byway follows Route 18 east and north through Queen Anne's County. At Centreville, the Byway picks up Route 213 and travels north through Starkey Corner, Church Hill, and Kings Town toward Chestertown in Kent County. At Chestertown, a spur of the Byway heads west and south along Routes 20 and 445 to Rock Hall and the Eastern Neck National Wildlife Refuge. Meanwhile, the main course of the Byway continues north through Kennedyville, Locust Grove, and Galena to Georgetown on the Sassafras River. North of the river, the Byway enters Cecil County and travels through Fredericktown, Cecilton, and Cayots Corner, ending at Chesapeake City and the Chesapeake and Delaware Canal.

The Byway was formed through creation of the Chesapeake Country Scenic Byway Alliance, led by representatives from the planning, tourism, and economic development offices of Cecil, Kent, and Queen Anne's Counties. Seeing the need to recognize, preserve, and enhance the character of the key scenic roadways



of the Upper Eastern Shore, the Alliance applied for and received recognition for the corridor as a Maryland state scenic byway.

Designation as a state scenic byway provided access to funding support for the preparation of the *Chesapeake Country Scenic Byway Corridor Management Plan* (Mary Means & Associates Inc., 2001). The plan identifies the Byway's special characteristics and features and serves as a guide for its preservation and enhancement. Preparation of the *Corridor Management Plan* also allowed the Alliance to apply for recognition and designation as a national scenic byway. National scenic byway designation recognized the Byway significance as one the most interesting, unique, and historically significant roadways in the country. As such, the Byway warrants special consideration and treatment and is eligible for special funding support for byway enhancements through the Federal Highway Administration. Designation as a state and national scenic byway improves the Alliance's ability to compete for grants, supports local efforts to strengthen heritage and eco-tourism industries, raises public awareness for Byway preservation, and encourages county and municipal offices to consider preservation and enhancement issues when undertaking planning, zoning, and land use activities.

The *Chesapeake Country Scenic Byway Corridor Management Plan* identified the intrinsic qualities that make the Byway special and outlined a variety of strategies, policies, and potential projects that will help preserve and enhance these qualities. *The Corridor Management Plan* addressed issues such as:

- Interpreting the resources and landscapes along the Byway;
- Finding and following the routes;
- Improving access to places and resources;
- Conserving rural lands;
- Preserving historic sites and districts;
- Improving town centers, gateways, and entries;
- Managing commercial signs and outdoor advertising;
- Implementing context-sensitive roadway design principles;
- Traffic calming;
- Integrating multiple modes of travel; and
- Improving traffic safety.

The *Corridor Management Plan* proposed considering the Byway as a gateway to the region, using interpretation of the Byway as a way to strengthen regional identity and improve the local capacity to interpret and celebrate the unique history and culture of the Byway communities. The plan proposed creating an interpretive framework for the Byway that will make the Byway experience accessible, compelling, and coherent for residents and visitors alike. In preparing an interpretive framework, the plan proposed that themes be identified focusing



on the ideas and stories that connect people with the history and significance of the place. These themes will provide the structure through which coordinated interpretation by the Byway and the region can be initiated at many diverse sites. The plan discussed the need to establish the Byway's "brand" identity. It proposed expanding and coordinating existing interpretive programs including the preparation of maps, guides, and itineraries; audio tapes; interpretive installations and exhibits; and use of local guides. The *Chesapeake Country Scenic Byway Corridor Management Plan* provided a foundation and point of departure for undertaking preparation of this Interpretive Plan for the Byway. The Interpretive Plan supports the goals of the *Corridor Management Plan* and is one step toward its implementation.

STORIES OF THE CHESAPEAKE HERITAGE AREA



The Stories of the Chesapeake Heritage Area is a Maryland state heritage area that was certified in the spring of 2005 after three years of planning work. The Heritage Area encompasses 1,200 square miles on Maryland's Eastern Shore and includes four counties: Kent, Queen Anne's, Talbot, and Caroline Counties. Approximately four fifths of the Chesapeake Country National Scenic Byway is within the Heritage Area.

The Stories of the Chesapeake Heritage Area brings together public, private, and non-profit organizations throughout the region in a coordinated effort to promote and guide investment in the region's natural and cultural heritage for both economic and quality-of-life benefits. The management plan for the Heritage Area outlines strategies and programs that link investment in heritage resources with the region's significant tourism industry. The plan is in-

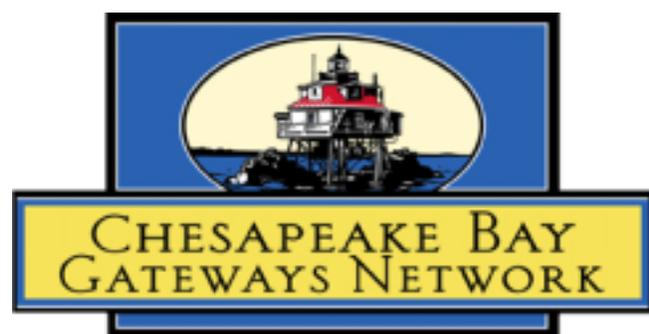
tended to bring new emphasis upon existing stewardship efforts, strengthening the character and attraction of the region's special places, attractive communities, and opportunities for outdoor recreation.

Among the goals of the Heritage Area are (1) to tell the story of the Chesapeake on the Eastern Shore; (2) protect the beauty and heritage of the region; (3) enhance economic vitality and improve quality of life for residents; (4) craft an enriching experience for visitors; and (5) create partnerships among a broad range of stakeholders to work toward sustaining the Heritage Area's character. Interpretation plays a key role in telling the story of the Heritage Area, revealing the subtle ways that the natural world has influenced the region's history, including both agricultural and maritime heritage.

The Chesapeake Country National Scenic Byway runs through two of the Heritage Area's counties, covering some of the most beautiful of the region's rural countryside and passing through some of the most attractive and interesting communities. In preparing this Interpretive Plan for the Byway, there was a specific intent to closely coordinate with the goals, objectives, and initiatives of the Stories of the Chesapeake Heritage Area. In a sense, the interpretation of the Byway is viewed as an implementation project of the Heritage Area. Consequently, the themes and stories used for the proposed interpretation along the Byway are those outlined in the Heritage Area's Management Plan. The selection of sites for interpretation and the interpretive installations proposed at those sites are intended to enhance the quality of life of residents by telling the stories of the communities in a colorful and high-quality way and to enhance the visitor experience by engaging visitors in the life of the community.

CHESAPEAKE BAY GATEWAYS NETWORK

The Chesapeake Bay Gateways Network is a partnership of over 120 parks, wildlife refuges, museums, historic communities, and trails in the Chesapeake Bay watershed with the goal of orienting visitors to the resources and attractions within the watershed. Maryland's Eastern Shore is a key region within the Gateways Network, and both the Chesapeake Country National Scenic Byway and Stories of the Chesapeake Heritage Area can be important participants in the Gateways program.





Managed by the National Park Service, the Gateways program has created an interpretive framework that focuses upon the key themes associated with the Bay's significance and is applicable throughout the watershed. Historically significant communities and sites are invited to participate in the program through an application process that outlines how the communities and sites relate to the Gateway's themes. Successful applicants are eligible for matching-grant funding for implementation of enhancement of their sites. Technical assistance for various kinds of supporting projects is also available through the National Park Service. Promotional, interpretive, and wayfinding materials are prepared for the Gateways Network and provide an important source of public visibility for participating communities and sites.

On the Upper Eastern Shore, the Chesapeake Exploration Center in Kent Narrows has been designated as a Regional Visitor Information Center for the Gateways Network. Terra-pin Park, the Cross Island Trail, and

the Chesapeake Bay Environmental Center in Queen Anne's County have been designated as Gateways Sites, as have the Eastern Neck National Wildlife Refuge, Schooner Sultana, Geddes-Piper House, and Turner's Creek Park & Sassafras Natural Resources Management Area, which can be found in Kent County.

The interpretive framework of the Chesapeake Bay Gateways Network provides a broad umbrella for interpretation at a Bay-wide scale. The interpretive framework of the Stories of the Chesapeake Heritage Area is closely coordinated with that of the Gateways Network, but provides richer detail and context with respect to the Upper Eastern Shore. Both the Stories of the Chesapeake Heritage Area and the Chesapeake Country National Scenic Byway are committed to the implementation and enhancement of the Gateways system.

THE PLANNING PROCESS

To develop this Interpretive Plan, the Alliance created a steering committee comprised of members of the planning, tourism, and economic development offices of Cecil, Kent, and Queen Anne's Counties. This steering committee retained the services of John Milner Associates, Inc. (JMA), an architecture, landscape architecture, archeology, and planning firm with expertise in interpretive planning for heritage areas and scenic byways. JMA met with the Alliance in the fall of 2003 and conducted several field surveys of the Byway and its communities. JMA consulted with key organizations and sites along the Byway regarding the project and their interpretive interests.

During the winter of 2004, JMA reviewed background information, interviewed key partners and stakeholders, and began to outline the vision and goals for the project. Through a review of existing interpretive exhibits that are in use along the Byway and through research into the types of exhibits that have been developed for other heritage-related sites and corridors, an outline of potential projects and types of exhibits that might be used along the Byway was developed. In consultation with the steering committee, JMA identified potential sites for interpretive exhibits, concentrating upon locations within historic communities as well as existing recreational and interpretive sites.

Using the available background information and working within the context of the interpretive frameworks for the Stories of the Chesapeake Heritage Area and the Chesapeake Bay Gateways Network, themes and interpretive storylines were identified for each potential interpretive site. A meeting was held in March 2004 to present this information and solicit feedback and input from the steering committee and local citizens. Following this meeting, JMA continued interviews and research and began to develop a draft of the Interpretive Plan. The draft was reviewed by the steering committee in the winter of 2005 and finalized by JMA in the spring of 2005. It is hoped that this *Interpretive Plan* will provide the basis for obtaining funding and implementing interpretive exhibits in the communities and sites identified in the plan.

VISION AND GOALS FOR INTERPRETING THE BYWAY

The following interpretive vision and goals have been prepared for this Interpretive Plan to provide guidance in the development of interpretation at identified sites.



INTERPRETIVE VISION

The Chesapeake Country Scenic Byway links significant towns, villages, communities, landscapes, and waterways in the northern reaches of the Eastern Shore. The development of coordinated interpretation along the Byway will connect people with places and the present with the past. It will foster collaboration and coordination among existing interpretive venues, augmenting their interpretive presentation for the benefit of visitors, residents, and the communities and organizations along the Byway.

CHESAPEAKE COUNTRY NATIONAL SCENIC BYWAY GOALS

The following six goals for the Byway are listed in the Vision, Goals, & Strategies Chapter of *The Chesapeake Country Scenic Byway Corridor Management Plan*:

- Promote a safe and pleasant experience for all users of the Byway.
- Expand opportunities for people to experience and learn about the qualities that make Chesapeake Country a truly special place—its historic towns and villages, working landscapes, and connections to the rivers and Bay.
- Support projects and initiatives that help strengthen local economies while sustaining traditional economic pursuits—agricultural and fishery-related industries—and protecting the high quality of life of Byway communities.
- Support efforts to conserve and protect the Byway's most important natural, cultural, and historic resources.



Interpretive exhibits have been installed in Terrapin Park to provide visitors with an understanding of where they are and what they are seeing.

- Encourage public and private investment that improves the visual quality of the roadside environment.



- Encourage regional cooperation, stewardship, and economic development through Byway-related partnerships.

INTERPRETIVE GOALS

The following interpretive goals have been developed specifically for this *Interpretive Plan* in support of the goals for the Byway as a whole:

Goal #1: Meet the goals for the Chesapeake Country National Scenic Byway and the Stories of the Chesapeake Heritage Area

- Help fulfill the general goals and the interpretive goals of the *Corridor Management Plan* for the Byway and the Management Plan for the Heritage Area.
- Coordinate interpretive projects with other Byway and Heritage Area projects and initiatives.
- Help develop momentum for future Byway and community enhancements.
- Work to coordinate funding for projects from among the available funding sources.



Though the water comes to mind when people think of the Eastern Shore, most of the byway passes by fertile agricultural fields.

Goal #2: Reveal the heritage of the region to Byway travelers

- Make the heritage of the region more apparent in the landscape.
- Foster appreciation for the history and significance of the Byway communities.
- Employ a variety of interpretive viewpoints and perspectives, giving voice to the variety of people of the past.



Goal #3: Create a lively and engaging experience

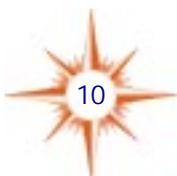
- Design an appealing interpretative program to interpret the history and significance of the Byway's communities, landscapes, and waterways.
- Develop an integrated interpretive experience from community to community and site to site that encourages further exploration.
- Design interpretive materials to be accessible to a diverse audience.
- Design new interpretive features to be sympathetic to the character of each site.

Goal #4: Support the goals of each community and site to present their stories

- Work with community representatives to meet their goals for presenting their heritage in a compelling and engaging manner.
- Work with museums and other interpretive venues to help them meet their goals for interpretation.

ORGANIZATION OF THE INTERPRETIVE PLAN

This *Chesapeake Country National Scenic Byway Interpretive Plan* is organized into six chapters. Chapter One, Introduction, provides the background for the project and outlines its vision and goals. Chapter Two, Overview of Byway Communities, briefly outlines the organization, character, and significance of the Byway's communities within the landscape of the Upper Eastern Shore. Chapter Three, Thematic Structure, presents interpretive themes for Byway exhibits based upon the interpretive themes of the Stories of the Chesapeake Heritage Area and Chesapeake Bay Gateways Network. Interpretive content at each site should illustrate these overarching themes using local stories and context. Chapter Four, Byway Interpretive Tools, presents a system of exhibit types that are proposed for use throughout the Byway to provide coordinated interpretation. Chapter Five, Interpretive Presentation, suggests locations for exhibits in communities and sites along the Byway. For each location, exhibit types are recommended along with applicable stories and themes. Potential development at each site is outlined. Chapter Six, Implementation, reviews costs, funding sources, and a process for implementing interpretation along the Byway.





CHAPTER 2 • BYWAY COMMUNITIES

As mentioned in the previous chapter, the Chesapeake Country National Scenic Byway extends from Kent Island at the Chesapeake Bay Bridge north to Chesapeake City on the Chesapeake and Delaware Canal. Traveling through Queen Anne's, Kent, and Cecil Counties, the Byway showcases the range of representative landscapes, communities, and resources within the region. The character and experience of the Byway is the character and experience of the Upper Eastern Shore.

The Chesapeake Country National Scenic Byway follows a series of historic inland roads established in the eighteenth and early-nineteenth centuries. These roads tend to favor the high ground, traveling roughly north/south and crossing the Upper Eastern Shore's major inland rivers at historic crossing points. The route links a series of port towns located at these crossing points with a number of historic, inland crossroad communities associated with the region's agricultural and railroad history. Two of the Byway's communities are county seats. Today, the Byway's roads continue to serve as major north/south regional arteries. However, their character has been largely preserved by the establishment of Route 301 to the east as the primary route for major through-traffic linking Wilmington and the Bay Bridge.



The *Corridor Management Plan* for the Byway has identified a destination hierarchy that organizes the Byway's communities and sites into a three-tiered system based upon their capacity to accommodate increases in activity and desire to attract investment. The recommendations for the development of interpretive exhibits along the Byway outlined in Chapters 4 and 5 of this Interpretive Plan are based in part upon the hierarchy presented in the *Corridor Management Plan*.

This chapter presents recommendations for a wayside exhibit system for consideration by Byway communities. In addition to these or similar exhibits, it is hoped that communities will consider implementing other types of interpretive ideas outlined in Chapter 4. The set of interpretive ideas to be implemented in each community will be entirely up to that community to decide. It is expected that overall implementation will be consistent with the *Corridor Management Plan's* destination hierarchy.

BYWAY LANDSCAPES

The cultural landscape of the Upper Eastern Shore was assessed in a study titled *Maryland's Eastern Shore, Stories of the Chesapeake Heritage Area Cultural Landscape & Scenic Resource Assessment* (John Milner Associates, Inc., January 2004). The Upper Eastern Shore is comprised of four physiographic landscape regions, each of which has a distinctive character defined largely by soil type, topography, vegetation, and land use. The Chesapeake Country National Scenic Byway passes through portions of all four of the Upper Eastern Shore's physiographic regions and character areas.

Islands

Islands are isolated land masses completely surrounded by water. On the Upper Eastern Shore, islands are found along the western edge of the region bordering the Chesapeake Bay. In general, the Bay's islands are relatively flat with substantial areas of tidal marches. Landscape character on these islands varies according to its location, ownership, and accessibility.

The Byway connects with two vastly different Chesapeake Bay islands. Kent Island, at the Byway's southwestern end, is heavily developed with residential, commercial, industrial, and recreational uses. In large part, this development is due to the island's location at the eastern end of the Chesapeake Bay Bridge and dates from the bridge's construction in the mid-twentieth century. Kent Island's pre-bridge history can be experienced in Stevensville, the southwestern terminus of the Byway, and is related to agriculture, steamboats, and railroads.



Eastern Neck Island is located at the far end of the Rock Hall spur of the Byway. In contrast to Kent Island, Eastern Neck Island is highly preserved and owned in its entirety by the federal government as a National Wildlife Refuge. Though its interior is used for agriculture with small fields of corn and soybeans, the island is largely marsh and woodland and is an important species habitat. Eastern Neck Island is characteristic of a bay island only modestly touched by man.

Maritime Lowlands

Maritime lowlands are similar to islands in being generally flat with large areas of tidal marshes, but they are extensions of the mainland bordering the Bay. The Chesapeake Bay has an irregular and highly undulating coastline created by its many tidal creeks and rivers. Marine terraces or bluffs are found just inland and bordering this coastline. The Bay's lowlands tend to be fairly isolated extensions of land, divided by the many creeks. Often, these extensions have only a single road access to their interior areas, where any road is present at all.

In addition to the tidal marshes, agricultural fields are also found in the lowlands, sometimes fragmented and generally increasing in area above the bluffs. Water-front residential development with private docks and small marinas occur along some of the broad creeks.

The Byway crosses through two areas of maritime lowlands, one east of Kent Island and the other north of Eastern Neck Island. In Queen Anne's County, from Queenstown north to the Chester River at Chestertown, the Byway skirts the edge of the lowlands associated with the lower Chester River and its tributaries, providing easy access to them. Queenstown, Grasonville, and Rock Hall are communities located within the lowlands and are excellent locations for interpretation of their landscapes, culture, and history.

Maritime Highlands

Maritime highlands are found along the upper reaches of the region's rivers. While the rivers follow the low-lying topography, they are bordered by higher bluffs into which small tributaries cut perpendicular to the rivers, creating a rolling topography. Farming occurs along the tops of the rolling bluffs, divided by the woods of the steep ravines created by the tributaries. Considerable recreational development is found here, with residences, docks, parks, and marinas. Historic towns along the rivers provided ports that were major commercial and industrial centers on the Upper Eastern Shore.



The Byway crosses the maritime highlands in two locations, the Chester River at Chestertown and the Sassafras River at Georgetown/Fredericktown. Both locations are historic port towns. Their roles as commercial centers and river crossings are part of their interpretive interest. Turner's Creek, located on the Sassafras River, is an excellent location for interpretation of the maritime highlands landscape and its historic commerce.

Interior Farmlands

Much of the Chesapeake Country Scenic Byway crosses through the vast interior farmlands of the Upper Eastern Shore. From Queenstown to Chestertown, Chestertown to Georgetown/Fredericktown, and Fredericktown to Chesapeake City, the broad, productive agricultural character of this landscape district is evident.

The topography of the interior farmlands is generally flat, with large farms with large contiguous fields of corn and soybeans. Dairy and horse farms are also present. Small patches of woodlands are found along the small and widely spaced drainage ways.



The Byway connects working waterfronts with agricultural fields and colonial-era towns with modern marinas.

While the agricultural fields and open vistas characterize the landscape, a number of cross-road communities, railroad towns, and commercial centers are dispersed throughout the region. Most of these communities are quite small, but some, like Centreville, are large and have substantial historic cores. A good deal of roadside commercial development is found here along the Byway, especially near the towns. Most suburban resi-

dential development is clustered around the larger communities. Byway interpretation within the interior farmlands focuses on its agricultural heritage, transportation networks, and roles of its dispersed communities.

BYWAY DESTINATIONS

Larger communities along the Chesapeake Country National Scenic Byway have been designated as Destinations and Discovery Stops in the Byway's *Corridor Management Plan*. Destinations are locations that can serve as gateways to the Byway. They are places where orientation information is provided to visitors and where Byway-wide interpretative themes can be introduced. Most of the Byway Destinations are larger towns with visitor services, including restaurants, lodging, and shops. Appropriate economic development is welcomed here, and visitors can be expected to spend time and money. Chesapeake City, Chestertown, Rock Hall/Eastern Neck Island, and Kent Narrows have been designated as Byway Destinations in the *Corridor Management Plan*.

Chesapeake City

Chesapeake City is the Byway's northern gateway on the Chesapeake and Delaware Canal. It has a charming historic core and welcomes visitors. Pell Park at the town's harbor is a magnet for visitors and residents. This *Interpretive Plan* proposes a fairly substantial investment in orientation and interpretive facilities in Chesapeake City in the form of a gateway kiosk, wayside exhibits, and mural. Additional interpretive initiatives are recommended based upon the menu of ideas presented in Chapter 4, depending upon community interests.

Chestertown

Chestertown is the county seat of Kent County. Located on the Chester River, the town was an important port city and a commercial center within the region. Chestertown is laid out on a grid oriented toward its waterfront, with the courthouse on high ground, and a regional road system radiating out from the town center. A long, picturesque drawbridge spans the Chester River. Downtown there is a mix of services, offices, government uses, entertainment, and churches. Historic neighborhoods border it. Many of the town's structures are historic and have been well cared for. Washington University is adjacent to downtown, and suburban shopping centers are located to the north.

Substantial interpretive development is proposed for Chestertown. An orientation exhibit, similar to a gateway kiosk, is proposed for its visitor center, and exhibits are recommended for various locations, taking advantage of the town's charming parks. Existing interpretive sites and Chestertown's shops and historic character provide a fulfilling visitor experience. Additional exhibits and other initiatives from the ideas outlined in Chapter 4 could be implemented.



Rock Hall/Eastern Neck Island

Rock Hall has a large natural harbor and is a center for working boats. A marina serves recreational boaters as well. The town's small commercial core is not directly adjacent to the harbor, but is linked to it through its modest residential neighborhoods. Rock Hall is significant as a historic waterman's town. The *Interpretive Plan* recommends interpretive development in the harbor area, and suggests construction of a wayside overlook with exhibits.

Eastern Neck Island is significant for its natural areas and Bay-related habitats and is a key visitor destination within the region. To a large extent, the beauty of the island's woodlands, fields, and tidal marshes speaks for itself and doesn't require interpretation. As a National Wildlife Refuge, interpretive facilities and programs are primarily the responsibility of the U.S. Fish and Wildlife Service. In addition to their interpretive programming, however, two Byway wayside exhibits have been recommended for the island.

Kent Narrows

Kent Narrows is a highly developed area at the western end of the Chesapeake Bay Bridge. Working waterfront, marinas, condominiums, commercial areas, restaurants, and tourist facilities are mixed along both sides of the busy, limited-access roadway. The Chesapeake Exploration Center serves as a regional gateway and visitor center. Its interpretive exhibits, both within the Center and at other outdoor locations, provide high-quality interpretation for the Byway. The *Interpretive Plan* proposes to support these exhibits with an orientation kiosk outside of the Center and a wayside overlook at a key exhibit site.

BYWAY DISCOVERY STOPS

The Byway's Discovery Stops are small towns and villages where visitors can stop and learn about the history and culture of the corridor and region. They are attractive places characteristic of the Upper Eastern Shore where many of its historic and cultural resources can be found. The communities that have been designated as Discovery Stops generally have modest-level visitor services and facilities. However, these include a number of interesting shops and restaurants, and the communities would probably welcome appropriate additional investment. Georgetown/Fredericktown, Galena, Kennedyville, Centreville, Queenstown, and Stevensville have been designated as Discovery Stops.



Georgetown and Fredericktown are historic port towns located on the Sassafras River. Today they serve a recreation-oriented economy with marinas, several appealing restaurants, and residences. A wayside overlook and exhibits have been recommended.

Galena and Kennedyville are small crossroads communities in the interior farmlands region. Galena is known for its antique shops, and Kennedyville is notable as a historic railroad town. Interpretive exhibits have been recommended for both communities. Additional interpretive facilities might also be implemented in the towns based upon the menu of ideas presented in Chapter 4. Appealing interpretive facilities might encourage appropriate investment in their historic buildings and landscapes.

Centreville and Queenstown are located in Queen Anne's County. Both have pleasing historic downtown cores. Centreville is the county seat, and its handsome courthouse is located on a green at the center of its town grid. Centreville has a mix of offices, services, churches, and other uses. Many of its historic buildings have been rehabilitated. Queenstown was founded in 1700 as a port town. It served as the county seat in the eighteenth century and has retained its colonial charm.

A number of exhibits have been proposed in Centreville to supplement its existing interpretive resources. Queenstown's location within the maritime lowlands offers the opportunity to interpret the tidal marshes on its recently constructed boardwalk.

Stevensville is located at the western terminus of the Byway on Kent Island. Largely bypassed by the Bay Bridge highway, it has retained its small-town charm and has an active group involved in its preservation. Though not designated as a Byway Destination, an orientation kiosk has been recommended for Stevensville because it is at the end of the Byway and because it has a location that is appropriate for it. Exhibits and other initiatives are recommended as well.

HERITAGE SITES AND SIDETRACKS

Heritage Sites and Sidetracks are locations where the region's history and culture can be interpreted but are without visitor services or infrastructure. Heritage Sites may include a wide range of kinds of places, such as small communities, museums or interpretive sites, individual buildings, parks, archeological sites, natural features, or special landscapes. Sidetracks are similar to Heritage Sites but are located a short distance off of the Byway.



The Interpretive Plan proposes that eight Heritage Sites and one Sidetrack be interpreted during the initial phases of Byway implementation. The eight Heritage Sites include:

- Bohemia River Landing, where a new water-access project could be enhanced with a wayside overlook and exhibits;
- Cecilton, a small crossroads community;
- Shrewsbury Church, a handsome structure where the region's religious story can be told;
- Urieville Lake, a park and site of a historic mill;
- St. Paul's Church, north of Rock Hall;
- Church Hill, where a historic mill site is located;
- Starkey Corner, site of a historic African-American school; and
- Grasonville, which began as an African-American community, served Bay-related industries, and is associated with adjacent natural habitats within the maritime lowlands.

The proposed Sidetrack is Turner's Creek, a historic park and natural area of the maritime highlands along the Sassafras River. Other potential sites are identified in the *Corridor Management Plan* and could also receive interpretive exhibits if desired.





CHAPTER 3 • THEMATIC STRUCTURE

Interpretive themes are the central concepts or ideas that are important about an interpretive subject and give it significance. Interpretation along the Chesapeake Country National Scenic Byway should be organized using one of the Byway's interpretive themes and should convey the concept or idea presented in the theme using the local subjects or stories as an example. Visitors who see the Byway's interpretive exhibits should come away with an understanding of the concepts presented in the themes. This chapter presents the themes to be used in interpretation along the Chesapeake Country National Scenic Byway. Chapter 5, Interpretive Presentation, outlines which themes should be presented at selected sites along the Byway and recommends subjects or storylines that might be used to present those themes.

As discussed in Chapter 1, the development of interpretation for the Chesapeake Country National Scenic Byway is one of three overlapping educational and interpretive initiatives within the region. These three overlapping initiatives include the Byway, the Stories of the Chesapeake Heritage Area, and the Chesapeake Bay Gateways Network.

The thematic structure to be used for interpretation of the Byway should be based upon the themes that have been developed for the Heritage Area and the



Gateways Network. The Stories of the Chesapeake Heritage Area has developed a thematic structure for interpretation that consists of a central story, six singular regional stories, and three heritage area-wide supporting stories. These storylines provide an effective and comprehensive structure for developing interpretation throughout the Heritage Area, including along the Byway.

The Heritage Area themes or storylines are very closely connected to the thematic structure that has been developed for the Chesapeake Bay Gateways Network. As outlined in Chapter 1, many sites and organizations across the region are participating in the Gateways program, including several sites along the Byway. One of the goals for Byway interpretation is to coordinate closely with both of these regional initiatives. Their themes are therefore proposed for use along the Byway. The Heritage Area's themes, which are more detailed and specific to the region, are of particular significance and relevance to the Byway. Below, the thematic structures of the Heritage Area and Gateways Network are outlined.

STORIES OF THE CHESAPEAKE HERITAGE AREA THEMES

The following interpretive themes, presented as storylines, are quoted from Chapter 3, *Telling the Stories of the Chesapeake in the Stories of the Chesapeake Heritage Area Management Plan*. It is proposed that these interpretive themes be used as the basis for interpretation of the Chesapeake Country National Scenic Byway. For additional background, coordination, and context, those preparing interpretation for the Byway should refer directly to the *Management Plan*.

CENTRAL STORY: LIVING WITH AN ESTUARY – AN INSEPARABLE INFLUENCE

Story Statement

Life here is inseparable from the Chesapeake Bay—as estuary and as watershed. This is true today as it has been historically.

This primary theme presented in the Heritage Area's Central Story is the introductory context and overarching idea for all interpretation within the Heritage Area. It should also be the central coordinating idea used for interpretation of the Byway. The Central Story recognizes that all life and all places on the Upper Eastern Shore exist first and foremost in relation to the estuary and the Chesapeake Bay, that the Bay and the estuary permeate every other theme and story.



The Central Story promotes exploration of the innumerable ways that communities, sites, people, and events on the Upper Eastern Shore relate to the Bay and its tributaries. As stated in the Management Plan,

It suggests that the estuary's influence is omnipresent. From the time of its formation through the thousands of intervening years, the estuary shaped life, determining the kinds of plants and animals that thrive and migrate along its shores and tributaries. It illustrates how the estuary continues to influence the rhythms of life in both obvious and subtle ways. This story also places humans into the estuary equation, exploring the long history of human settlement and use.

This Central Story and its many facets will create a strong link between all interpretive sites and presentations along the Byway.

SIX SINGULAR REGIONAL STORIES

Supporting the Central Story outlined above are six sub-themes that present aspects of the Central Story in more detail. Called Singular Regional Stories, the first two of these sub-themes explore the natural side of the story (Changes in the Land) and the human side of the story (Peopling the Land), respectively. The following four Singular Regional Stories feature the significance of Colonial history, religion, work, and transportation within the region.

Story 1: Changes in the Land

Story Statement

The Chesapeake Bay is a dynamic natural system with humans as an integral part.



Emmanuel Episcopal Church, in Chestertown, is one of many churches that played important roles in shaping the heritage of the Eastern Shore.



Story 2: Peopling the Land: Change and Continuity

Story Statement

Residents here, past and present, have selectively embraced change in response to the particular resources and geography of Chesapeake Bay, and in the process, have themselves changed this place.

Story 3: Colony and Nation-building

Story Statement

This region both participated in and contributed to processes and events central to the growth and continued prosperity of colonial Maryland. With time, the region also contributed to the broader patterns of nation-building.

Story 4: Food for the Soul – Religion and Belief

Story Statement

The history of the Stories of the Chesapeake Heritage Area is closely interwoven with the story of religious toleration and denominational development spanning the 17th to the 20th centuries. The religious heritage here in turn is linked in powerful ways to Abolition and the Underground Railroad.

Story 5: Working the Land and Water

Story Statement

The fertile lands, rich waters, and gentle climate of this region supported successive populations whose wealth grew as they learned to exploit these resources. Today's economy and unique Chesapeake Bay cultures still rely on a foundation built from natural resources, and resonate also to influences well beyond the Bay.

Story 6: Destination Eastern Shore! Travel and Transportation Past and Present

Story Statement

If this is a landscape whose destiny is determined by the Chesapeake Bay, it is also a landscape shaped by the history of transportation and the ever-greater access afforded by a succession of travel modes.

HERITAGE AREA-WIDE SUPPORTING STORIES

In addition to the six sub-themes or stories outlined above, three significant additional sub-themes have been identified by the Stories of the Chesapeake



Heritage Area. These three sub-themes recognize the unique and characteristic role of art, architecture, cultural landscape, and recreation within the region.

Supporting Story A, *Inspired by the Bay*, focuses upon the art and cultural expression of the people of the region. Supporting Story B, *Building by the Bay*, focuses on the built and landscaped environment, from the prehistoric occupation by American Indians to the settlement patterns, communities, architecture, and agriculture of the region's historic period. Supporting Story C, *Recreation and Renewal by the Bay*, recognizes the changing forms of recreation and conservation on the Eastern Shore, their significance and their meaning.



This skipjack at the Chesapeake Exploration Center has been preserved for use as an interpretive exhibit along with accompanying waysides.

The six Singular Regional Stories outlined previously should be revealed primarily through interpretation of tangible examples in the culture, communities, and landscape of the Heritage Area and the Byway. The three Supporting Stories outlined below should be woven through the interpretation that is created. On occasion, they may be the subject of interpretation on their own.

Supporting Story A: *Inspired by the Bay – Cultural and Artistic Expression*

Story Statement

Cultural and artistic expression, historic and contemporary, not only enriches the fabric of life in the Stories of the Chesapeake Heritage Area, it also illuminates the variety of influences, human and natural, that shaped local societies. This story focuses on the many examples of artistic and creative expression that are sown into the fabric of life on the Eastern Shore. As varied as the area's residents, the region's cultural expression ranges from fine art and photography to literature and poetry to traditional arts and crafts.

Supporting Story B: Building by the Bay – Architecture and Landscapes

Story Statement

Landscapes and architecture throughout the Stories of the Chesapeake Heritage Area not only reflect the influence of the Chesapeake Bay estuary, they reveal the area's origins and patterns of human settlement, illustrate its history of adaptation, and reflect its creative and artistic expression.

Supporting Story C: Recreation and Renewal by the Bay

Story Statement

Forms of recreation abound in the Story of the Chesapeake Heritage Area, attracted by the abundant water access and even more abundant wildlife. The changing forms and conditions of this recreation illuminate an important dimension of life within the region.

CHESAPEAKE BAY GATEWAYS NETWORK

The Chesapeake Bay Gateways Network uses a thematic structure for organizing interpretation among the Gateways sites throughout the watershed. Participation in the network includes a commitment for independent sites and organizations to adopt the structure in developing new interpretation, thereby helping to create a context for the Bay region that aids storytelling at the local level. This is an appropriate model for the Byway *Interpretive Plan* as well.

The themes of the Stories of the Chesapeake Heritage Area, presented above, are based upon the themes of the Gateways Network but are developed in additional detail, relating the Gateways themes specifically to the Upper Eastern Shore. It is recommended that the Heritage Area themes be used in developing interpretation for the Byway. Nonetheless, it is helpful to also be familiar with the Gateways themes, which are presented below. Sites that are formal participants in the Gateways Network must use the Gateways themes as the basis for site interpretation.

The Gateways Network thematic structure is comprised of Overarching Themes and Principal Themes. This hierarchical approach helps to provide an increasing level of focus to help Gateways sites in their efforts to organize their interpretation. The Overarching Themes are the central concepts that the interpretation of participating sites should convey. They are broad ideas that have been determined to be necessary for conveying and understanding life in the Chesapeake Bay region. The Principal Themes focus on core components of the Bay sto-



ries—the major story lines—that give the Chesapeake Bay its uniqueness and individual character. Unlike the Overarching Themes, the Principal Themes may not be applicable at each site. The Overarching Themes and Principal Themes are presented below with the primary theme statement for each quoted from the *Chesapeake Bay Gateways Network Framework*, June 2000.

Overarching Themes

Interconnectedness

The essence of the Chesapeake Bay story is found in the dynamic interconnectedness of water, place, nature and people over time. To fully appreciate and understand the Bay, each of these fundamental ingredients must be taken into account and viewed in relationship to the others.

Interdependence

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

Over a period of 13,000 years, the Bay has been a vital source of food, place of habitat and means of transportation, communication, economic development and recreation. Tiny settlements have grown into large port cities, rivers and streams have been navigated and dammed, forests cleared, and marine life intensively harvested. People have depended on the Bay's resources. Now, as we continue to rely upon the Bay, its future sustainability is intimately tied to our day-to-day decisions and our actions towards restoration and conservation.

Knowledge and Mystery

Although one of the most studied bodies of water in the world, the Chesapeake Bay retains a spirit of mystery and unpredictability.

Human beings have observed, surveyed, mapped, examined and investigated the Chesapeake Bay. It has inspired art, literature, poetry and song. In some instances, our explorations have been part of an effort to profit from the Bay's vast natural resources. In other cases, our inquiries were undertaken because of deep-seated appreciation for the Bay and concern for its well-being. Despite the huge stores of information gathered, the Bay continues to surprise, awe, inspire and mystify. Although well known, it remains an enigma, constantly attracting us to its waters, inspiring art, literature, poetry and song.



Principal Themes

The Living, Natural Bay

A complex interaction of water, land, climate, geological formations and topographic features creates a unique ecosystem that supports the Bay's remarkable diversity and abundance.

Peoples of the Bay

From early settlement to today, the natural environment of the Bay and the diverse population it attracted gave shape to distinctive traditions.

Settlement of the Bay

The Chesapeake Bay and its tributaries have attracted settlement by humans throughout time, resulting in patterns that shape the region's landscape and reflect the nation's history.



Recreational watercrafts are important to the economy of the Upper Eastern Shore.

An Economic Resource: Commerce, Productivity and Transportation

The rich, natural abundance of the Bay has been a powerful incentive for commercial development, influencing the region's economy, transportation, and productivity.

Military and Naval Presence on the Bay

Because of its vast waters and strategic locations, the Bay has long played a critical role in the military and naval history of the United States.

The Bay as a Source of Recreation and Renewal

Abundant opportunities for a broad range of leisure-time activities, involving sport, education, culture and stewardship, spring from the vast resources and exquisite landscapes of the Chesapeake Bay.

Environmental Stewardship and Sustainability of the Bay

The Bay and its living resources are suffering from the cumulative effects of human use and exploitation. But, new environmental attitudes, policies and behaviors offer hope for the Bay's renewal and sustainability.





CHAPTER 4 • BYWAY INTERPRETIVE TOOLS

This chapter outlines a system of potential interpretive tools that could be used along the Chesapeake Country National Scenic Byway. These tools are organized into two groups, “A System of Interpretive Exhibits” and “Byway-wide Interpretive Tools.” The proposed system of interpretive exhibits presents ideas for exhibits that are site specific. Chapter 5, Interpretive Presentation, recommends places where these interpretive exhibits might be installed. The Byway-wide Interpretive Tools are ideas for supporting interpretive materials and presentations that would be made available to travelers all along the Byway. They would direct visitors to, and interpretively link with, the site-specific exhibits.

The System of Interpretive Exhibits and other ideas proposed for the Byway are intended to be low key and intimate in scale. They are intended to blend into the landscape of the Byway and its communities and to be thoroughly in character with them. The Upper Eastern Shore is a place of breathtaking landscapes and small, neat, friendly communities: a classic American experience. Byway interpretive presentations should be frequent in number, but they should speak softly. They should be a series of small surprises that gently enhance the experience and remind visitors where they are. The interpretation should be well designed and well conceived but need not be costly to implement or maintain. It should be delightful and fun.



Chapter 6 outlines a process for implementation of this *Interpretive Plan*. Much of the interpretation that will be installed will be dependent upon local community interest and initiative. It is hoped that the interpretive ideas presented here will help stimulate the community interest.

A SYSTEM OF INTERPRETIVE EXHIBITS

This Interpretive Plan for the Chesapeake Country National Scenic Byway is centered on the installation of a system of interrelated interpretive exhibits that is proposed for installation in Byway communities. As mentioned above, it is intended that the exhibits be low key and that they blend into the existing landscape. These exhibits should first and foremost enhance the quality-of-life and communal experience of local residents. If they are of interest and appeal to local residents, they will be of interest and appeal to visitors as well.

A wayside exhibit system, outlined below, is the core of the proposed interpretive presentation. Chapter 5, Interpretive Presentation, recommends where these exhibits might be installed and what they might include. Supporting this system of wayside presentations are ideas for heritage-inspired playground structures, community murals, public art, embedded interpretive items, and coordinated museum interpretation.

High-quality design, graphics, and craftsmanship, along with well-conceived interpretive content, are very important to the success of the Byway interpretive system. The quality of the presentation, both physically and intellectually, says more about the people and communities of the Upper Eastern Shore than the actual interpretive content itself. Careful and thoughtful implementation of the interpretive ideas presented below is therefore critical. Interpretive content should be based clearly upon the interpretive themes outlined in Chapter 3. Thematic and interpretive linkages between the exhibits and presentations at different sites are important and will help convey a sense of quality and thoughtfulness.

WAYSIDE EXHIBIT SYSTEM

Wayside exhibits are graphic interpretive panels mounted on sign carriers and installed outdoors. Waysides are the workhorses of most outdoor interpretive presentations. The National Park Service has developed standards for wayside sign carriers that are sturdy, professional in appearance, and relatively economical. They are also familiar to visitors to interpretive sites and give interpretive presentations a professional appearance. Some sites, however, develop their own customized designs for wayside sign carriers. While generally more costly, waysides



of customized and high-quality design can give a site a distinctive and memorable character.

A system of wayside exhibits is proposed to be installed in communities and at sites along the Byway and will serve as the primary means of presenting interpretation to travelers. Six types of exhibits or signage are proposed as outlined below. These six types of exhibits should be of consistent and high-quality design. Graphic panels should have a consistent layout and appearance from site to site. The graphic identity of the Byway should be clearly evident in their design. Sign carriers should be of consistent design and construction, a family of sign types from which potential interpretive sites may choose. At a minimum, National Park Service design standards should be used for sign carriers. Some degree of customized, high-quality design for the family of Byway sign carriers would, however, be preferable.

The Chesapeake Country National Scenic Byway should closely coordinate its graphic identity with the graphic identity of the Stories of the Chesapeake Heritage Area, including the design of its wayside exhibit system. While they need not be identical to those at other sites within the Heritage Area, they should be similar and should work well together. The simplest approach would be for the two initiatives to use the same designs for their exhibit and signage systems.

The wayside exhibit system for the Byway is proposed to include the following six components:

1. **Gateway Kiosks** – Gateway Kiosks are proposed for installation at the beginning, end, and other key locations along the Byway that might be considered gateways or entry points. Gateway Kiosks will provide travelers with information about the Byway as a whole and about the particular community in which they are located. The Kiosks are intended to help travelers navigate the Byway and become informed about its opportunities, attractions, and amenities.



Custom-designed, upright exhibits have been installed at the Chesapeake Exploration Center, setting a high standard for new interpretive exhibits. The proposed Gateway Kiosks may be similar in size.



“Low-profile” waysides, such as this exhibit in Terrapin Park, are commonly used. Using a variety of exhibit types (kiosk-type, standard, and small exhibits) helps accommodate the specific needs of a variety of sites.

Gateway Kiosks will be placed as focal points in locations where people already tend to gather. They will draw attention and will present information that encourages people to explore the Byway. Kiosks are proposed to consist of a collection of two or more exhibit panels, possibly mounted on a single structure, though the size, shape, and design of the Kiosks may be flexible to accommodate the individual conditions of each site. The design of Kiosk structures could be colorful, fanciful, and fun.

In addition to information about the Byway as a whole, the Kiosk exhibit panels should include information about the Stories of the Chesapeake Heritage Area and about the local community, including maps, information on interpretive sites, and information on local amenities, which could help sponsor the installations. While Byway-wide information will be consistent, other content will vary from community to community. A community bulletin board may be installed at the option of the local community.

2. Wayside Overlooks – A Wayside Over-

look is a small landscaped area where visitors may stop, pause, enjoy a view, and engage with interpretive media. They are proposed for primary interpretive locations that lend themselves to installations similar to a small public park. The design of Wayside Overlooks should be customized to their specific locations, but they should be comprised of similar, identifiable components from site to site.

An Overlook is envisioned as being a small area of brick pavers, semi-circular in area, oriented toward a particular view. A nicely designed railing with up to three interpretive wayside exhibits would be installed along the semi-circular side. The wayside exhibits may be freestanding or may be incorporated into the railing design. A bench or benches should be available, and native vegetation appropriate to the location should be planted around the area. A mast or flag-like structure of interesting design is proposed to be installed adjacent to the site to give it vertical presence, a festive appearance, and to attract the attention of travelers in motion.

- 3. Wayside Exhibits** – As mentioned above, Wayside Exhibits are graphic interpretive panels mounted on sign carriers. While standard National Park Service wayside carriers would be acceptable, it would be preferable to have custom-designed carriers. In any case, the design of wayside sign carriers should be consistent with the design of the family of exhibits proposed here. Design should be coordinated with the Stories of the Chesapeake Heritage Area.

Wayside Exhibits will be installed at Wayside Overlooks, mentioned above, as well as at other locations as freestanding exhibits. Three standard sizes should be developed and may be used alone or in combination depending upon the site. Wayside Exhibits should be installed in each community along the Byway to both augment interpretation offered at existing interpretive sites and to provide new opportunities for interpretation. A consistent, linked, and interrelated presentation should be evident along the entire Byway route. Wayfinding Signs, discussed below, should be used to direct travelers to the exhibit sites.

- 4. Temporary Exhibits** – Temporary Exhibits are proposed for installation along the Byway for three general purposes. First, temporary exhibits can be developed for specific Byway themes or storylines and then installed on a rotating basis at successive locations along the Byway that have a relationship to that storyline. Second, temporary exhibits may be developed for events. Third, temporary exhibits may be used for special locations of interest where the duration of the installation must be limited, such as in schools or other public buildings.

The advantages of Temporary Exhibits include their potentially lower cost, their flexibility, the opportunity to reach out to audiences by taking the exhibits to them, and the chance to identify unique opportunities and unusual locations for contact with residents and visitors. Temporary Exhibits may be installed in schools, churches, town halls, shopping areas, service establishments, interpretive sites to augment existing interpretation, and in relation to special events.

It is proposed that a standard Temporary Exhibit be created for the Byway as a whole, incorporating Byway orientation and thematic information similar to the content presented at Gateway Kiosks. This standardized exhibit would be particularly appropriate for special events throughout the Byway. It is recommended that additional Temporary Exhibits be considered on a thematic basis, presenting Byway-wide content on the themes outlined in Chapter 3.



- 5. Wayfinding Signs** – Wayfinding Signs are proposed to help direct travelers to the locations where interpretive exhibits have been installed. The Wayfinding Signs should be simple, unobtrusive signs with the Byway logo, a directional arrow, and distance information. Maryland's Civil War Trails program may be considered an appropriate model. Wayfinding Signs may be placed with the Byway identification signs provided by the State Highway Administration and may also be freestanding.

For isolated sites along the Byway, signs should be placed along the road a mile from the site in both directions to let visitors know they are approaching a Byway interpretive site. Additional signs should be located at the entrance to the site to show travelers where to turn off. Byway logo signs may be used in association with existing site identification signs to identify sites where interpretive exhibits are located or sites that are otherwise participating in the Byway interpretive program. For interpretive sites within communities, Wayfinding Signs should be located near the entrance to the community and at strategic locations along roads, directing visitors to the interpretive sites.

- 6. Community Signs** – Some communities along the Byway have attractive entrance signs. Communities that do not currently have appropriate entrance signs should be offered attractive signs of distinctive Byway design. Over time, it would be desirable that all of the Byway communities have entrance signs of similar identity, color, and design.

HERITAGE-RELATED PLAYGROUND STRUCTURES

Custom-designed playground structures with heritage-related themes are proposed for installation in public parks throughout the Byway. The proposed playground structures will be designed and constructed to provide interactive opportunities for children to experience and learn about aspects of their region's heritage. The structures must be safe and secure and meet national design standards and guidelines for playground equipment.

The playground structures should be sturdy, fanciful, and fun. They should include artistic representations of the objects and structures characteristic of life within the region, such as various types of ships, wharfs, buoys, lighthouses, tractors, harvesters, barns, and historic building features. Working replicas of historical equipment such as oyster tongs or the rigging for skipjack masts would allow children to have fun with objects that remind them of their heritage.



MURAL PROGRAM

Murals with heritage-related themes may be installed at appropriate locations in Byway communities, enlisting the talents and contributions of local artists and residents. Byway murals should showcase the artistic and cultural expression of the region noted in the discussion of the “Inspired by the Bay” interpretive theme in Chapter 3.

In Rock Hall, two excellent murals, “Legends of the Rock” and “Doin’ the Arts,” were created with the involvement of local elementary school students. Another approach is to obtain a grant to develop a Byway mural program with the involvement of professional artists. The grant program would identify potential sites, solicit community involvement, and develop desired mural content through a public-input process. Local professional artists would be hired to design and implement the murals. The mural program would be coordinated with and perhaps guided and implemented by local arts groups, such as the Kent Island Federation of Artists.



The “Legends of the Rock” mural in Rock Hall epitomizes the goals for the mural program: using public art and a public-input process to raise awareness about the area’s history.

PUBLIC ART PROGRAM

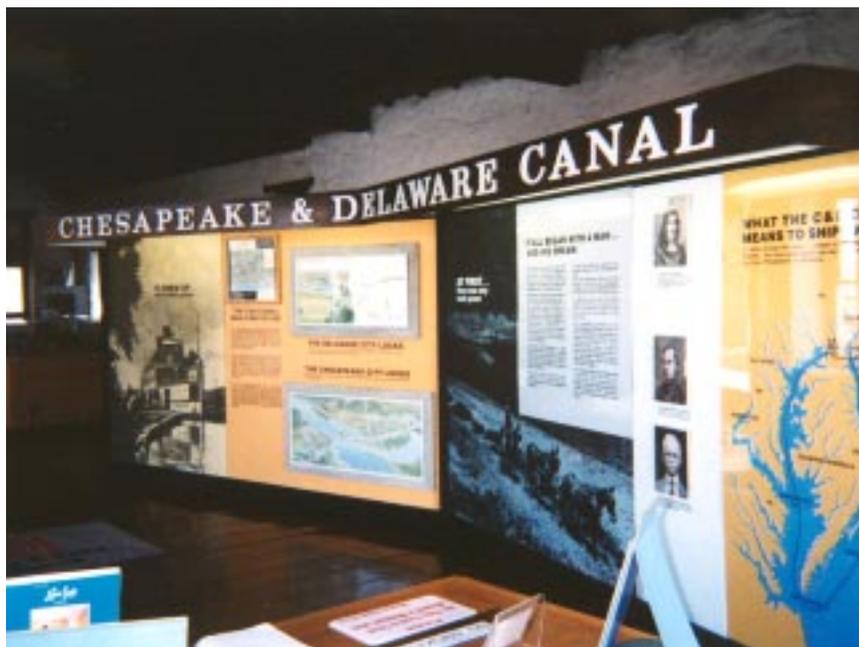
In addition to the mural program outlined above, a public art program is proposed in which local artists are encouraged to create various kinds of artwork inspired by the heritage of local communities and the Byway region. Of particular interest are outdoor sculptures and other types of outdoor installations that can be enjoyed by the general public. Additionally, however, the Byway program could support regional painters, writers, and the performing arts.

The waterman sculpture in Kent Narrows is an excellent example of the type of outdoor artwork that can be created at locations along the Byway. An example

of performance art is the historical play/performance planned for the Church Hill Theatre as part of the celebrations for the 300th anniversary of the founding of Queen Anne's County. Many other opportunities exist and may be supported through the Byway initiative and specific types of grant programs that should be investigated.

EMBEDDED INTERPRETIVE ELEMENTS AND HERITAGE-INSPIRED DESIGN

It is proposed that new construction throughout the Byway feature embedded interpretive elements that highlight or are inspired in their design by the heritage of the region. Public projects should incorporate heritage-inspired elements as a part of their design program. Private commercial and institutional projects could be encouraged to incorporate heritage-related design elements through a Byway grant program.



Large-scale museum exhibits provide an abundance of interpretation in a controlled setting. Such exhibits, like these in the C&D Canal Museum, can be expensive, but effective.

Embedded interpretive elements should be installed to enhance residents' and visitors' interpretive experiences of specific places. Design elements may take a variety of forms, such as bronze plaques and medallions, decorative railings, interpretive paving, found objects, and benches or other street furnishings in the form of regionally inspired objects such as wharf pilings or bales of tobacco.

An example of an embedded interpretive element might include the installation of bas-relief bronze panels mounted in the paved pedestrian area at the foot of High Street in Chestertown. The panels might depict the historic water-

terfront of Chestertown at different scales. At one scale, a panel might show the historic Chestertown waterfront with its wharves, custom house, shipyards, houses, landings, factories, and other features. At another scale, the panel might show a regional view of Chestertown, the Bay, Annapolis, Washington, and Philadelphia, with a focus on the primary water- and land-based transportation routes. Many creative possibilities exist for embedded interpretive elements in projects throughout the region.

COORDINATED MUSEUM INTERPRETATION

The Byway features a variety of existing museums and interpretive venues, most of which are operated by small, independent non-profit organizations that are often dependent upon volunteers. The low-key presentations at these sites and their friendly, intimate, and personal character are the Upper Eastern Shore at its best.

Most of these sites could benefit from programs that enhance existing exhibits, assist in the development of new exhibits, offer advanced training for staff and volunteers, and facilitate greater levels of collaboration with other interpretive sites. The Byway, in collaboration with the Heritage Area, should develop a program that supports interpretation at these sites and integrates their interpretation into the Byway and Heritage Area themes. Interpretation should coordinate and specifically link to other nearby interpretive sites within the community. Cooperating sites could participate in Byway grant applications; be included in brochures, maps, and marketing materials; and could feature the Byway logo out front.

BYWAY-WIDE INTERPRETIVE TOOLS

In addition to site-specific exhibits, Byway-wide interpretive tools are necessary for presentation of the Byway to residents and visitors. At its most basic, Byway-wide interpretive tools should include a Byway web page, Byway brochure, and Byway map. Additional initiatives are possible as well, such as audio guides, videos, living-history presentations, and others.

CHESAPEAKE FACES

Many of the suggested interpretive tools and projects outlined below have been developed with the potential to employ a set of fictional characters, “Chesapeake Faces,” to deliver narrative-oriented interpretation and to serve as interpretative vehicles to convey the variety of Chesapeake Country stories. Each suggested character represents a different time period and cultural group, and could present narratives in a variety of forms and media that relate to his or her historical context. These characters could be used to present audio guides, orientation videos, living-history presentations, and other kinds of interpretative material. A host of potential characters could be created. The following list of characters is suggested as a starting point for further development should the idea be employed:



- Annamaria, a 16-year-old plantation-owner's daughter from 1748, talks about life on a colonial plantation, the privileges and responsibilities, the roles of children, and the roles awaiting her as a woman.
- Charles, a 22-year-old son of a local shipyard manager from 1813, is considering joining the militia and talks about his perceptions of the world from the middle-class perspective, looking at shipping, commerce, the trades available to men, and the war with Britain.
- Gabe, a 40-year-old freedman farmer from 1870, talks about the roles of free and enslaved African Americans in the 1800s. He also talks about the changes in agriculture resulting from the railroad, the opening of the Midwest, and other influences.
- Marge, a 35-year-old cannery worker from 1905, talks about her perceptions of the changing roles of women at the turn of the century and the canning industry: the interconnectedness of canning, agriculture, seafood, and shipping.
- Ruark, a 59-year-old waterman from 1950, presents life on the water from the heyday of sail-powered dredging to his present time, discussing the lore and mythology of the Bay and its tributaries. He also discusses the building of the Bay Bridge.

BROCHURES

A general brochure for the Chesapeake Country National Scenic Byway should be prepared and be made available at tourism and interpretive sites throughout the region. The brochure should feature the Byway's graphic identity, coordinated with the design of the wayside exhibit system, and should also coordinate closely with the Stories of the Chesapeake Heritage Area. The brochure should include an introduction, brief presentation of Byway interpretive themes, generalized map, and ways to find more information on opportunities, interpretive sites, communities, and visitor amenities.

As the Byway develops, more detailed sets of interpretive brochures may be prepared and made available to visitors. Sets of brochures may be organized by:

- place (community, interpretive sites, natural areas, recreational opportunities, etc.)
- storylines (themes and sub-themes as outlined in Chapter 3 and coordinated with the Heritage Area)
- type of physical resource (landscapes, waterways, mills, churches, homes, agricultural structures, modes of transportation, etc.)



WEBSITES

The web page for the Byway included on the National Scenic Byways website, Byways.org, should be enhanced with interpretative information about specific sites and with links to the websites of local and regional organizations. One option is to include a hot-linked map of the Byway on the web page where visitors can click to see information on individual communities and sites. The web page should definitely be hot-linked to the Stories of the Chesapeake Heritage Area website.

It is recommended that the Heritage Area website serve as the home page for the Byway online in lieu of creating a separate website. The Byway should develop its own presentation to be on or closely linked with the Stories of the Chesapeake Heritage Area website, including information on the Cecil County portion of the Byway. The graphic identity of the Byway's web page should be identical to the Byway's brochure and exhibit graphics. It should coordinate closely with the Heritage Area's identity. As outlined above for the National Scenic Byway website, the Byway's page should feature maps; interpretive information; and information on communities, interpretive sites, visitor amenities, tourism, and contact information.

BYWAY MAPS

A generalized map of the Byway should be prepared for use in the brochure, kiosks, signage, and the websites. As noted elsewhere, the map should feature the graphic identify of the Byway in its design.

In addition, it is recommended that a more detailed fold-out map of the Byway region be prepared as a separate interpretive presentation. The Byway map should be considerably larger than the brochure and should have considerably more detail. It should be accurate and should portray the character of the landscape in its graphic layout and design. Inset maps should be provided for each participating Byway community.



Linking exhibits with a brochure and map allows travelers to explore their own course and learn at their pace. These interpretive materials were developed by the Historic Site Consortium of Queen Anne's County.

While the maps may be featured on one side of the fold-out with illustrations and general information, the other side should present the Byway's interpretive themes and storylines. Opportunities for exploration should be presented. Recreational and interpretive sites should be listed, briefly described, and located on the maps. The availability and types of visitor amenities should be listed by community, though there should be no advertisements. The maps prepared for Maryland's Civil War Trails might be consulted as one model for the proposed Byway map.

WAYFARER GUIDES AND HISTORIES

Guidebooks, histories, oral histories, and other historical and interpretive materials should be identified and/or developed to help residents and visitors learn about the communities, sites, landscapes, culture, ecosystems, wildlife, and waterways along the Byway in more detail. These materials may be in the form of booklets, a series of booklets, histories, guidebooks, compact disks, and audio cassettes. Many may not be specific to the Byway but may be the best information available for the Bay and the estuary as a whole.

An inventory of existing historical and interpretive materials should be prepared and compared to the interpretive themes for the Byway and Heritage Area. Alignments, conflicts, and gaps should be identified. Existing available materials should be made available at bookstores and interpretive sites. A phased, long-term program for the development of coordinated historical guides, books, and other forms of information should be organized in collaboration with historical societies, universities, and interpretive sites. Grant funding should be sought, targeted to specific opportunities.

GUIDED AUDIO TOURS

As the Byway develops, and in close coordination with the Heritage Area, it is recommended that consideration be given to the development of audio tapes or compact disks about the Byway. Audio tapes and CDs could be used in automobiles or in hand-held tape or CD players to provide guided automobile tours of the Byway. Between interpretive stops, travelers would listen to prepared narratives relating to the landscape through which they are driving and to the sites they are approaching. Narration may be presented by the "Chesapeake Faces" characters mentioned above. Upon reaching a site, the narrative would enhance the existing interpretation presented in on-site exhibits.

Hand-held tape or CD players could be rented and returned (with a credit card deposit) at designated sites along the Byway. The tapes or CDs would be for sale and kept by the visitor. Similar audio tours could be presented for walking tours



of individual communities. In collaboration with the Heritage Area and Gateways Network, it may be possible at some point to develop an electronic program for in-vehicle GPS navigational systems that identify routes and sites and provide interpretive content.

LIVING-HISTORY PRESENTATIONS

Living-history presentations are proposed for the Byway, featuring the series of “Chesapeake Faces” characters discussed above. The presentations could take place at existing historic sites during summer months, at festivals and special events, and as special programming for schools and organizations.

The living-history presentations would be performed by an organized group of local amateur and professional actors, perhaps under the organization and direction of a historical society or local theater group. Presentations might include a series of individual and group skits with the actors performing historical stories and narratives. Alternatively, there might be demonstrations of crafts, daily life, and events with actors interacting with their audiences. The costumed characters could be used to provide guided tours of communities and sites.

VIDEO DOCUMENTARIES

A video documentary or series of documentary shorts could be developed using historical narratives about life in the communities, landscapes, and waterways along the Byway. The documentary might consist of recordings of the “Chesapeake Faces” characters delivering their narratives, inter-cut with historic images and contemporary views of historic places and artifacts. The documentary could be shown on local television, in schools, at historical societies, and at interpretive sites. The documentaries could be available for purchase on DVD and could also be available on the internet. Presentation of the documentaries at summer festivals and special events is another possibility.

REPRODUCTIONS OF CULTURAL ARTIFACTS

In coordination with the Heritage Area, it is proposed that cultural artifacts and objects be reproduced for visitors and residents to purchase. Cultural artifacts might include:

- reprints of historic postcards of places along the Byway,
- historic posters relating to Byway-related movies, plays, people, events, auctions, and advertisements,
- reproductions of historic, regional artwork,
- models of historic boats, and
- reproductions of historic items that were locally produced and available, such as early National Bohemia Beer cans.





CHAPTER 5 • INTERPRETIVE PRESENTATION

Proposals for interpretation at communities and sites along the Byway are outlined in this chapter. These proposals have been developed based upon a review of the history and significance of each potential site, field investigations, and informal discussions with local representatives. The interpretive proposals for each site have not been formally presented to or approved by the communities or organizations responsible for the proposed sites. The purpose of this Interpretive Plan, and specifically of this chapter, Interpretive Presentation, is to outline a viable, coordinated approach to interpretation of the Byway for review with prospective partners. Upon review, input, and the consideration of refinements to the interpretive proposals for individual sites by potential partners, it is hoped that the *Interpretive Plan* proposals can be used as a basis for the further organization, fund raising, and phased implementation of Byway interpretation.

The interpretive presentation outlined in this chapter is based almost entirely upon implementation of the Wayside Exhibit System discussed in Chapter 4. This Wayside Exhibit System includes a kiosk, three sizes of wayside signage, a landscaped wayside overlook, wayfinding signage, and the potential for temporary exhibits. The system is intended to be simple, low key, and flexible. At some sites it can be as simple as a single freestanding interpretive sign. At another it could be a series of exhibits with landscaping, public art, and site amenities. Additional enhancements are possible.



In addition to being interesting, a plan that is reasonably priced and capable of being implemented without unnecessary complication is necessary. Byway interpretation is not expected in-and-of-itself to attract visitors to the region. Rather, the interpretation proposed here is intended to simply and unobtrusively enhance a visitor's experience by highlighting aspects of the region's heritage.

This chapter proposes the installation of interpretive wayside exhibits at twenty sites along the Byway. Most of the proposed sites are within existing communities. Some of those that are not within communities are county parks, state or federal wildlife areas, or isolated places of interest, such as a historic church. Where interpretive sites are proposed within communities, it is hoped that residents, business owners, and municipal officials will take interest in and use Byway interpretation as a means of helping to revitalize and enhance downtown areas.

For each proposed Byway interpretive site, this chapter outlines the site's historical background, existing available interpretive facilities, proposed Byway interpretive exhibits, and supporting information. The historical background information assembled for each site presented below was gathered from existing available publications and websites. No original research or information verification was undertaken, and the relative amount of information prepared for each site tends to reflect the current level of research that is readily available for that site. The need for additional research to accurately understand each site and to support interpretation is clearly evident, and potential lines of research are outlined below. In general, a good deal of information is necessary on the daily lives of past residents throughout the corridor.



The northern gateway of the Byway is the bridge over the C&D Canal, a dramatic entrance to a dramatic landscape.

ical background, existing available interpretive facilities, proposed Byway interpretive exhibits, and supporting information. The historical background information assembled for each site presented below was gathered from existing available publications and websites. No original research or information verification was undertaken, and the relative amount of information prepared for each site tends to reflect the current level of research that is readily available for that site. The need for additional research to accurately understand each site and to support interpretation is clearly evi-

dent, and potential lines of research are outlined below. In general, a good deal of information is necessary on the daily lives of past residents throughout the corridor.

The interpretation to be presented at Byway sites should be based upon the themes of the Stories of the Chesapeake Heritage Area, discussed in Chapter 3. Relevant themes for interpretation at each site have been listed below along with the suggested focus for the interpretation on each exhibit panel. Relevant themes from the Chesapeake Bay Gateways Network have also been listed. The information on interpretive focus outlined below for each exhibit is detailed enough to provide guidance, but is general enough to allow for flexibility in the approach to the development of interpretive content.

PUBLIC ART AND HERITAGE-INSPIRED DESIGN

Chapter 4, Potential Interpretive Tools, outlines not only a proposed Wayside Exhibit System, upon which the recommendations in this chapter are based, but also a variety of other means of presenting interpretation. These range from the design of heritage-inspired playground structures to living-history presentations.

These potential interpretive tools should be considered a menu of ideas that may be used in developing a coordinated program of Byway interpretation over time. Some ideas may have interested constituencies and may be easy to implement. Others may be more difficult. In any case, these interpretive tools should be considered enhancements to the basic system of interpretive wayside exhibits recommended below.

Of particular importance and interest is the idea of creating public art in support of Byway interpretation. A few specific ideas for public art (playground equipment, murals, and medallions) have been included in the recommendations for exhibits presented below. The Byway's interpretive program, however, should aggressively encourage the incorporation of public art into as many of the exhibit installations as possible. This is especially true within existing communities. Forms of public art can be as simple as incorporating found objects in the exhibit landscape or designing a bench out of maritime components. Public art in a community context is more expressive and evokes a greater sense of quality than the simple installation of wayside signage.

Similarly, the interpretive program should also emphasize the need for appropriate landscaping. Most of the recommendations for interpretive sites listed below include a recommendation for appropriate landscaping to provide context and character for the exhibits. Wherever possible, this landscaping should include the use of native deciduous canopy trees. In all cases, landscaping that is installed should evoke the ecology and plant communities of the Bay and the particular site in which it is located.



WAYSIDE EXHIBITS FOR BYWAY SITES

1. CHESAPEAKE CITY

Historical Background

The settlement that would eventually become Chesapeake City was first known as Bohemia Village and was located at the crossing of the Back Creek branch of the Elk River on the road from Head of Elk to Fredericktown. On October 17, 1829, the Chesapeake & Delaware Canal was opened to traffic. Hand-dug, the 14-mile canal connected Back Creek and St. George's Creek across the low ridge of the Delmarva Peninsula. At this time, there were only two buildings in the village, a tavern and a lock house for collecting tolls. The village grew in response to the needs of the canal operations and commerce. In 1839, town leaders changed the name to Chesapeake City in anticipation of future growth, and in 1849 when the population reached 400 the town was incorporated.

Located at the locks, Chesapeake City continued to grow until 1927 when the canal was lowered to sea level and the locks were removed, obviating the need for ships to stop in town. Though the dredging aided ship traffic, this improvement, together with the construction of a lift bridge and the realignment of

Main Street, hurt the town. Chesapeake City began to languish, especially with the construction of the existing high-level bridge in 1949 that dominated yet effectively bypassed the town. The town was hit again in the 1960s when the canal was widened and deepened, necessitating the demolition of 39 houses along the waterfront.

In the late 1900s, Chesapeake City began to turn around as it began a new life as a tourist destination. Its collection of historic buildings and canopy trees overlooking



In Chesapeake City, the bridge has a dramatic presence and reminds visitors of the scale of the canal and the ships that use it.

the canal proved to be a draw for visitors. Supported by its designation as a National Register Historic District, most of the historic core of the town has been preserved and rehabilitated. Today, Chesapeake City is a visitor destination that is known as the only town in Maryland that is situated on a working commercial canal, offering unique inland views of ocean-going vessels.



The C&D Canal Museum, housed in the historic pump house for the canal, is wedded a historic resource with modern interpretation.

Existing Facilities

The C&D Canal Museum is a significant attraction on the edge of the town with self-guided exhibits and models presenting the history and operation of the Chesapeake and Delaware Canal. The museum is housed in part of the former pump facility for the canal and is maintained by the U.S. Army Corps of Engineers, which also maintains the canal.

The annual “Canal Day” is a major event in Chesapeake City and involves the entire town. Many streets are closed to traffic to accommodate the influx of visitors. Summer Music in the Park presents a series of canal-side concerts in Pell Gardens in the heart of the historic town. Other community events are also held in the park, which serves as a natural gathering space within the historic district.

The Hersch Mini Museum presents an extensive collection of clothing irons dating from the 1850s to the 1900s in addition to other historic household items. The museum operates from the basement of Sterling Hersch’s house and is open by appointment and during special events.

Chesapeake City is a major stop for pleasure craft using the inner coastal waterway, which stretches along the entire East Coast. The town is considering initiating a pedestrian ferry between the north and south shores of the canal to facilitate movement by visitors.



The Pell Gardens kiosk serves a community purpose. This use will continue with a new interpretive kiosk.

The South Chesapeake City walking tour includes a brochure with information on a self-guided tour of the historic businesses and residences of the historic district.

Proposed Interpretive Exhibits

Kiosk: A Gateway Kiosk is proposed for installation in Pell Gardens to replace the existing kiosk located north of the band shell. The kiosk is proposed to consist of three panels mounted in a triangular configuration. One panel will have Byway-wide orientation information and two panels will include community-related interpretation. A bulletin board for posting notices and information about town events may also be incorporated into the kiosk.

Limited new landscaping is proposed to enhance the site of the kiosk. Because the location is in Pell Gardens, the new landscaping must be closely coordinated with the existing park landscaping. No new benches or other site furnishings are needed.

Exhibit 1: A Wayside Exhibit is proposed to be mounted on a new railing at the George Street Overlook. This new railing would replace the existing railing of pressure-treated wood with one of creative design incorporating interpretive elements that suggest the heritage of the town, possibly making use of canal lock components.

Exhibit 2: A small Wayside Exhibit is proposed for installation at another outdoor location, yet to be selected, near the center of town, perhaps near the Chesapeake City Town Hall.

Mural: A mural is proposed for Chesapeake City in a location that is yet to be identified. The voluntary offering of a location for the mural would be determined through discussions within the community. The selected location for the mural should be easily accessible and visible in town.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Kiosk, Panel 1: The first panel will have Byway-wide orientation information, including a Byway map, the locations of interpretive exhibits, and an introduction to Byway themes.

Kiosk, Panel 2: Interpretation should focus on the history and significance of Chesapeake City, looking at the people who were drawn to the community, what their lives were like, and how the population changed over time.

Kiosk, Panel 3: Interpretation should focus on the services and support provided to the traffic along the canal and along the road from Elkton to Warwick, which crossed in Chesapeake City. The interpretation should discuss the hotels, shops, storehouses, liveries, taverns, boatwright shops, and other features of the town. Through this discussion, the connection between the town to the traffic on the canal and the road would be made.



The Green Street overlook provides a great opportunity to interpret the canal in the heart of town.

Exhibit 1: Interpretation should present the need for the construction of the canal and outline the changes to it over time. A series of images can be used to depict the rivers before the canal was constructed, the alignment of the first canal, and the current, widened and lowered canal. This interpretation should be coordinated with that offered in the C&D Canal Museum to avoid overlap and fill any gaps in the story of the canal.

Exhibit 2: Interpretation might present a brief discussion on the town hall and/or other buildings in town, their architecture and significance, and the changing role of municipal authority over time.

Mural: The mural should depict a subject related to the building of the canal or life in Chesapeake City.

Additional Research Needed

More research should be conducted into the experience of the workers who constructed the canal, the people who settled in Chesapeake City (where did they come from and who were the people who constructed the stores, hotels, houses, and restaurants in town?), and the daily lives of residents alongside the canal.



This image of Augustine Herrman was included on his historic map.

Site Maintenance

Ongoing maintenance of the exhibits, mural, and landscaping would be the responsibility of Chesapeake City or a designee of the town, such as a local civic group.

2. BOHEMIA RIVER LANDING

Historical Background

Augustine Herrman came to Maryland in 1660 to draw an accurate map of the colony for Lord Baltimore in exchange for ownership of land on the Eastern Shore. Following more than a decade of work using the surveying methods and instruments of his time, the map was published in 1673 and was the most accurate map of the Chesapeake Bay coastline yet made. Lord Baltimore awarded him 5,000

acres of land in southern Cecil County, north of what came to be known as the Bohemia River. Herrman named his new property “Bohemia Manor,” after the country of his birth. Throughout his life, Herrman continued to expand his holdings, and he bequeathed 25,000 acres of land to his son, Casparius, when he died.



The Bohemia River Landing is a popular spot for water access. Enhancing the site with new walkways, retaining walls, landscaping, and interpretive exhibits is likely to create a popular local destination.

Existing Facilities

A historical marker, entitled “Bohemia Manor,” is located along Route 213 north of the Bohemia River near the current Bohemia Farm. The marker acknowledges Herrman and the history of the plantation.

The Horse Country Tour provides a guided tour for visitors and residents to the horse farms of southern Cecil County. Guides and brochures provide interpretation.

Proposed Interpretive Exhibits

Wayside Overlook: The three exhibits are proposed to be installed in a Wayside Overlook at the site of a new water access area being constructed adjacent to the bridge crossing the Bohemia River. The new water access is located on the south side of the Byway and includes a new access road, parking area, path to the water’s edge, water access ramp, picnic table, and landscaping. The Wayside Overlook proposed here would be sited at the location of the proposed picnic table and would be adapted to the character of the site.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 3: Colony and Nation-building*
- *Story 1: Changes in the Land*
- *Supporting Story C: Recreation and Renewal by the Bay*



Chesapeake Bay Gateways Network

- *Settlement of the Bay*
- *The Living, Natural Bay*
- *Environmental Stewardship and Sustainability of the Bay*

Proposed Interpretive Focus

Exhibit 1: Interpretation should provide a brief overview of Augustine Herrman's story, including the methods and instruments he used to map the colony, perhaps providing a comparison with contemporary cartographic techniques and technologies.

Exhibit 2: Interpretation should provide an overview of the history of map-making in the Chesapeake Bay region and the use of such maps for settlement and trade. Of particular focus would be the expansion of knowledge about the Bay region during the seventeenth and eighteenth centuries. Images might include reproductions of Herrman's map and other historic maps.

Exhibit 3: Interpretation should be provided on the ecology of the upper tributaries of the Bay and on local conservation efforts. A particular focus should be on the efforts to balance recreation and conservation.

Additional Research Needed

More research should be conducted into the seventeenth-century equipment and the surveying and field work methods employed by Herrman. Information on local ecology and on local conservation efforts should be readily available and need only be compiled.

Site Maintenance

Ongoing maintenance of the exhibits would be the responsibility of Cecil County or a designee of the county, such as a local friends group.

3. CECILTON

Historical Background

Like a number of the earliest towns designated for settlement in Maryland, the first town with a name similar to Cecilton was never settled. Cecil Town was intended to be constructed at Town Point on the north side of the confluence of the Bohemia and Elk Rivers. Though it was platted out at Broxen's Point, nothing was constructed.



The current town of Cecilton, located south of the Bohemia River, owes its existence to Augustine Herrman. Herrman made several attempts to establish a town named for his friend Cecilius Calvert in lower Cecil County, but he was not successful. Several generations later, a descendant again took up the task and founded Cecilton, which was incorporated in 1864. Though originally named Savinton, the town developed as a crossroads community, located near the center of Sassafras Neck at the intersection of what would become Routes 213 and 282. Like many communities along the Byway, the crossroads provided a convenient location for service-oriented enterprises supporting the local agricultural area. Previously, most towns on the Eastern Shore had been founded at ports or water crossings. The region's interior road system was eclipsed as a transportation network in the late 1800s with the construction of the railroad. Towns located on the rail line flourished, but bypassed towns like Cecilton did not.

Today, Cecilton is a quiet residential community supported by agriculture and summer residents. The town is surrounded by active farmland, much of which has been placed in agricultural preservation programs, ensuring that the area will maintain its rural character. The center of town is West Main Street, where the Town Hall, local banks, post office, small shops, and boat retailers are located.



The architecture of the Cecilton Town Hall epitomizes the small-town charm of the crossroads villages along the byway.

Existing Facilities

Mount Harmon Plantation, an early-eighteenth-century plantation house, is located in the vicinity. Brochures and historical markers provide limited interpretation of the significance of the property.

St. Francis Xavier Church is one of the oldest Catholic churches in the country. Kitty Knight is buried in the graveyard. A historical marker acknowledging this history, entitled "St. Francis Xavier Church," is located at the intersection of Route 213 and Bohemia Church Road.



Cecilton Park is a popular public gathering place and a great location to install heritage-related playground equipment.

Proposed Interpretive Exhibits

Exhibit: A small Wayside Exhibit is proposed for installation either in front of or inside the Cecilton Town Hall.

Heritage-related playground equipment is proposed for installation in Cecilton Park.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 5: Working the Land and Water*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Exhibit: Interpretation should provide a brief overview of the historical development and significance of Cecilton as a market village and cross-roads community in an agricultural area, a role that continues today.

Additional Research Needed

More research should be conducted into how the town developed, identifying what specific forces and influences shaped the town and the identity of the townspeople.

Site Maintenance

Ongoing maintenance of the exhibit and the playground equipment would be the responsibility of Cecilton or a designee of the town.

4. GEORGETOWN AND FREDERICKTOWN

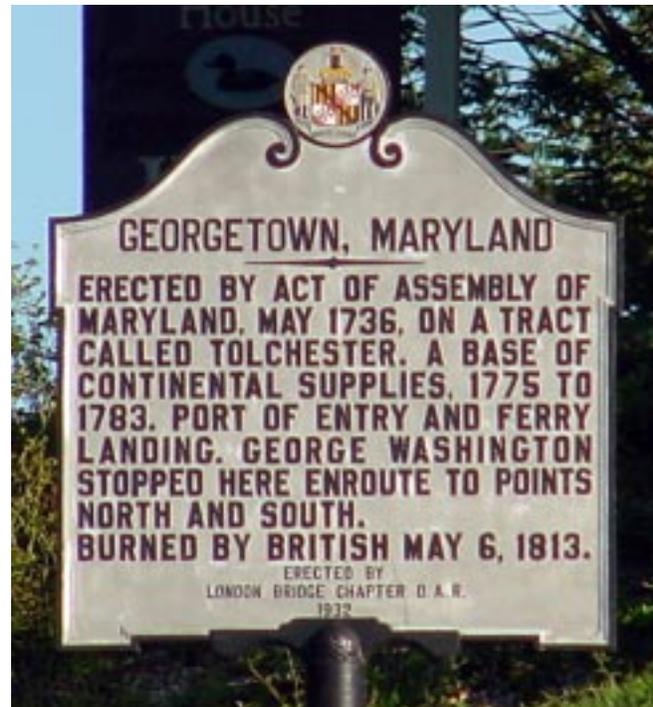
Historical Background

Fredericktown was created by an act of Assembly in 1736 with 60 lots ordered on a grid that spread across thirty acres on the bank and high ground north of the Sassafras River. The town grew slowly and was known to have included two ordinaries, grist mill, bakery, and two or three dwellings. The town may have been the county seat. Sometime around 1747, a tobacco inspection station was constructed in town to monitor the quality of products before being exported to Europe. As local tobacco cultivation diminished, so did the town.

Georgetown was established in response to a petition from the inhabitants at Ferry Point, on the south bank of the Sassafras River. The General Assembly passed an act founding the town in 1737. It grew in tandem with Fredericktown with both sides benefiting from the ferry crossing. Each also held competing grain markets. Georgetown grew as a mercantile center for the surrounding area, shipping out wheat and corn. Steamboats landing in Georgetown connected farmers and merchants in northern Kent County and southern Cecil County with consumers and manufactories in Baltimore and Philadelphia.

On May 5, 1813, a party of British marines and artillerymen under Admiral Cockburn's command arrived in the Sassafras harbor as part of their search in the upper Bay region for military and agricultural stores. From under cover along the riverbanks, local militiamen led a surprise attack on the advancing soldiers. The British counterattacked, drove the militia away from the harbor, and in retaliation began to burn nearly every building in the two towns.

Though some of the details are not known, the local story holds that the men were setting fire to a house inhabited by an elderly woman that was near Katherine Knight's house. Resulting from either the entreaties by Ms. Knight or a satisfaction that their work was sufficiently done, the soldiers left the house without burning it.



Building on existing historical markers, new interpretive exhibits will be able to place historical information in modern contexts, linking past and present.

By the end of the 1800s, the towns had rebounded from the devastation and were known for their lumber and grain markets. In the 1910s, the first concrete and macadam road was constructed across the river, providing a somewhat permanent connection between the towns. After World War II, active industry of any sort had largely stopped, but marinas begin to be constructed to accommodate the growing number of pleasure craft owned by people from around the region and new settlers to the area from out of state.

Existing Facilities

A historical marker at the Kitty Knight House provides limited interpretation of her story. A panel inside the building provides additional information on the house and her legacy. An outdoor sculpture, “River Spirit,” stands on the boardwalk of the marina at the Granary restaurant in Fredericktown. The sculpture depicts a man with an oar and a Chesapeake Bay Retriever.



The artistic traditions of the Eastern Shore are a wonderful asset to direct towards interpretation. The “River Spirit” carving is a great example.

Proposed Interpretive Exhibits

Wayside Overlook: Two exhibits are proposed for installation in a Wayside Overlook located in the vicinity of the Georgetown Yacht Basin and facing downstream (northwest) toward the harbor and the marinas. (A preferable location might be the area adjacent to the parking lots to the north of the Harbor View clubhouse. Special approval from the yacht club will be needed for this installation.)

Landscaping should be installed to enhance the site of the overlook, helping to frame it and setting it apart from the open parking areas. Low-maintenance native species with a maximum height of less than four feet are recommended. Benches may also be installed to provide byway travelers with an opportunity to sit and view the harbor.

Heritage-related playground equipment is recommended for installation in Toal Park south of Georgetown to supplement the existing ball fields and picnic tables.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 3: Colony and Nation-building*
- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *An Economic Resource: Commerce, Productivity and Transportation*
- *Military and Naval Presence on the Bay*

Proposed Interpretive Focus

Exhibit 1: Interpretation should include a brief overview of the historical development and significance of Georgetown and Fredericktown as waterfront villages. The focus should be on the state of the towns at the time of the War of 1812. Kitty Knight should be mentioned, but should not be the primary focus on the interpretation. The panel might include an artist's rendering of how the harbor looked as the British entered in 1813 from the vantage point of the location of the panel location.

Exhibit 2: Interpretation should focus on the steamboat era and the area's role as an important landing location. This panel might include an artist's rendering of the harbor with steamboats entering the harbor.



The wayside overlook will have this view of the harbor, allowing travelers to understand the layout of the land and water, placing the interpretation into a visual context.



Installing interpretation will enhance the experience of visitors to Galena who currently come for the many antique stores.

Additional Research Needed

Additional research should be conducted to uncover more information on the history of the waterfront communities, especially concerning the residents of the towns, their experiences, roles, and character.

Site Maintenance

Ongoing maintenance of the exhibits and landscaping would be the responsibility of Kent County or a designee of the county. The yacht club may be willing to take responsibility for the site in partnership with the county.

5. GALENA

Historical Background

In part, the early history of Galena is characterized in its many names, reflecting its position as a crossroads community, its connection to the nearby harbor of Georgetown, the tavern of a prominent resident, and the local, but short-lived, silver-mining industry. In 1745, the only building at the intersection of the two wagon roads was a dwelling with space for a tailor shop. By the 1760s, the village was known as Georgetown Crossroads, in reference to its connection with the port to the north. Responding to the opening of a tavern by William Downs, the village was known by 1763 as Downs Cross Roads.

In the early 1800s, a silver mine was opened near the town and operated for several years before the British began operations in the northern Chesapeake during the War of 1812. Fearing that the British would take the mine, it was closed in 1813. Though the silver operation lasted only a brief time, the memory persisted and the town's name was changed again to Galena, which is the type of silver—also known as horn silver—that was extracted from the mine. This name became permanent when the town, population 375, incorporated in 1858.

In 1893, a fire razed a large portion of the town, reportedly starting in the home of Frank H. Ruth, Kent County's only poet laureate. Throughout the nineteenth and twentieth centuries, the town continued in its role as a crossroads community for the surrounding agricultural area. Today, Galena is known for antique shops, an auction house, small restaurants, Amish farmers' market, bakery, dogwood trees, and firehouse, famous for its all-you-can-eat breakfasts.

Existing Facilities

A historical marker entitled "Down's Crossroads" stands at the crossroads and presents a brief overview of the historical development of the town as reflected in changes in the town's name.

Proposed Interpretive Exhibits

Exhibit: A Wayside Exhibit is proposed to be installed adjacent to the "Down's Crossroads" historical marker in the grass-covered area between the parking lot for Corner Curio Gifts and the curb. The exhibit should face northward toward the collection of commercial buildings on the east side of Route 213.

Though additional landscaping would be useful to help enhance the site, the location on an intersection may pose sight-line problems for motorists. Any landscaping that is installed in this location should be limited to ground cover and small shrub species of no greater than two feet in height. No site furnishings are recommended in order to limit potential encroachment on the parking area for the antique shop.



The exhibit will be installed adjacent to the historical marker. Enhanced with landscaping, the corner will be a good spot to stop and learn about the historical development of Galena.

Mural: A mural is proposed for a building that has yet to be selected. A community-input process should be undertaken to select a location, artist, and content for a proposed mural and to help coordinate its implementation.

Heritage-related playground equipment is proposed for installation at the new Galena Town Park.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Settlement of the Bay*

Proposed Interpretive Focus

Exhibit: Interpretation should provide an overview of the historical development and significance of Galena as a crossroads community within an agricultural area. Particular attention should be given to the role of taverns and other components of a crossroads community in the 1700s and 1800s: market, liveries, blacksmiths, shops, and other historically appropriate structures. The exhibit might include an artist's rendering of a historical view from the crossroads from the vantage point of the exhibit.

Mural: A mural depicting a conjectural view of the village and William Downs' tavern during the late 1700s and early 1800s is proposed.

Additional Research Needed

Additional research will be needed to identify the operators of the market, liveries, blacksmiths, and other shops; and, if possible, to uncover any particular stories about those people and their lives. Information will be gathered to accurately characterize local types of shops and taverns.

Site Maintenance

Ongoing maintenance of the exhibit, mural, and playground equipment will be the responsibility of the town of Galena, or a designee of the town, such as a local civic group.



6. SHREWSBURY TOWNE AND SHREWSBURY CHURCH

Historical Background

Shrewsbury Towne is a good example of a town created by politics instead of need. In an interest to settle the colony of Maryland quickly, the General Assembly authorized the establishment of many towns around the Chesapeake Bay irrespective of the needs of commerce, transportation, natural advantage, or municipal equity that sparked the establishment of most towns on the Eastern Shore. Shrewsbury Towne was authorized by the General Assembly in 1706 and 1707. In response, a small collection of houses and structures was built, but in the following decades it became apparent that a town would not grow in this

location, and residents petitioned for the establishment of a town at Ferry Point farther upstream. That town became Georgetown in 1737, and Shrewsbury Towne faded from the landscape. Little evidence of the town remains on Shrewsbury Neck, which is now the site of Kentmore Park.

Shrewsbury Church appears to have begun as a frame church built in the late 1600s, extensively repaired in 1701, and then enlarged in 1721. This early building was replaced with a brick structure in the late 1700s, and it in turn was then replaced by a smaller brick structure in 1834. The 1834 church was remodeled with Gothic Revival treatments in 1890, resulting in the appearance of the present building.

The role of the church in the local community changed from the colonial period through the early 1800s, the late 1800s, and up to the present. Shrewsbury Church is significant for its architecture, which embodies the evolution of a typical Episcopal parish church on Maryland's rural Eastern Shore through the nineteenth century. Existing interpretive signs acknowledge this history and significance.



The grounds of Shrewsbury Church present a pleasant respite along the byway.

Proposed Interpretive Exhibits

Exhibit: A Wayside Exhibit is proposed for installation in the vicinity of the church. Preferable locations include adjacent to the entrance walk to the church or the walk to the parish building. Landscaping is recommended to frame the exhibit, but it should be limited to avoid encroaching upon the existing landscaping of the site. The exhibit should be installed in a location and manner that is unobtrusive to the experience of the place by parishioners. The final location will be determined by the church administration.

Wayfinding Signs should be installed on Route 213 at the intersection with Shrewsbury Church Road, directing travelers to the church and the interpretive exhibit.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 4: Food for the Soul – Religion and Belief*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Settlement of the Bay*

Proposed Interpretive Focus

Exhibit: Interpretation will focus on the historical development of the church, focusing on its evolving role within its community, starting with the first frame church and the community of Shrewsbury Towne and proceeding on to the present.

Additional Research Needed

More information is needed on the creation and demise of Shrewsbury Towne, the historical development of the parish, and the changing role of the church within the parish.

Site Maintenance

Ongoing maintenance of the exhibit and landscaping would be the responsibility of Shrewsbury Parish, with support from Kent County.

7. TURNER'S CREEK

Historical Background

Turner's Creek and the surrounding area are known to have been inhabited by the Tockwogh Indians, who met Captain John Smith when he sailed up the



Chesapeake Bay in early August 1608. Francis Child received a grant of the land in 1671, calling it Child's Harbour. The area appears on the Augustine Herrman's map as "Turnys" and later became a "port of entry" and a "port of export" for east coast and transatlantic shipping.

John Lathim later acquired the property, which had a ship-building establishment, tannery, store, and several houses. In 1827, the property went into the Weathered family through a marriage to Lathim's granddaughter. It was continually owned by the Weathereds and by the Barroll family until it was acquired by Huntingfield Corporation in 1969. The area was acquired as a county park in 1972, with support through private contributions and grants from the state and federal governments.



The granary stands as a waterfront testament to the heritage of this significant site. Its rehabilitation will return it to prominence.

Existing Facilities

The 147-acre Turner's Creek Park is a county park with recreational facilities, including a pier and picnic pavilion, plus several historic structures including the following:

- The Granary, the last remaining pre-Civil War granary along the rivers of the Chesapeake, is located on the Turner's Creek pier. Plans are being developed to rehabilitate the structure for educational and interpretive programming uses.
- The Latham House, which was built circa 1700, has been adapted for use as a comfort and restroom facility.
- Knock's Folly house is located nearby and is a state-owned property. The house is part of the state curatorship program and serves as a private residence.
- A historic log fort adjacent to Knock's Folly was converted into a house in the eighteenth century. Unfortunately, the old fort building burned in 1977 during restoration. However, a reproduction has subsequently been rebuilt. Gun ports and bullet holes were clearly visible before the fire.



The Lathim House provides bathroom facilities and will be a central component of the redevelopment plans for Turner's Creek.

The Kent County Farm Museum interprets the history of Kent County primarily through the implements and equipment of agriculture and seafood. The heritage of agricultural and rural life is the primary focus. The museum has developed plans to expand its offerings around Turner's Creek.

Turner's Creek and Sassafras Natural Resource Management Area features 1,000 acres of farmland, woodlands, beach, tidal ponds, and marshlands along the Sassafras River. The public landing, recreational facilities, and picnic pavilion mentioned above are

located in the management area. Interpretive signs provide information on the natural habitats of the area.

Proposed Interpretive Exhibits

Exhibit 1: A Wayside Exhibit is proposed for the vicinity of the Granary, possibly set into the paving directly below the current, badly deteriorated interpretive panel that is mounted on the south elevation of the building. The installation of the exhibit will be coordinated with the plans for the rehabilitation of the Granary. No landscaping or site furnishings are recommended at this time, though site enhancements may be included as part of the rehabilitation plans.

Exhibit 2: A Wayside Exhibit on prehistory is proposed to be installed in the vicinity of the existing picnic pavilion oriented toward the east, upstream. New landscaping should be installed to enhance the location of the exhibit. Plantings should include low-maintenance native species. Preference should be given to plant species that have a decorative quality and are known to have associations with American Indians of the Eastern Shore.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 2: Peopling the Land – Change and Continuity*
- *Story 5: Working the Land and Water*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*
- *An Economic Resource: Commerce, Productivity and Transportation*

Potential Interpretive Focus

Exhibit 1: Interpretation will focus on the historical use of the Granary and the wharf and will complement existing and planned interpretation at the Kent County Farm Museum.

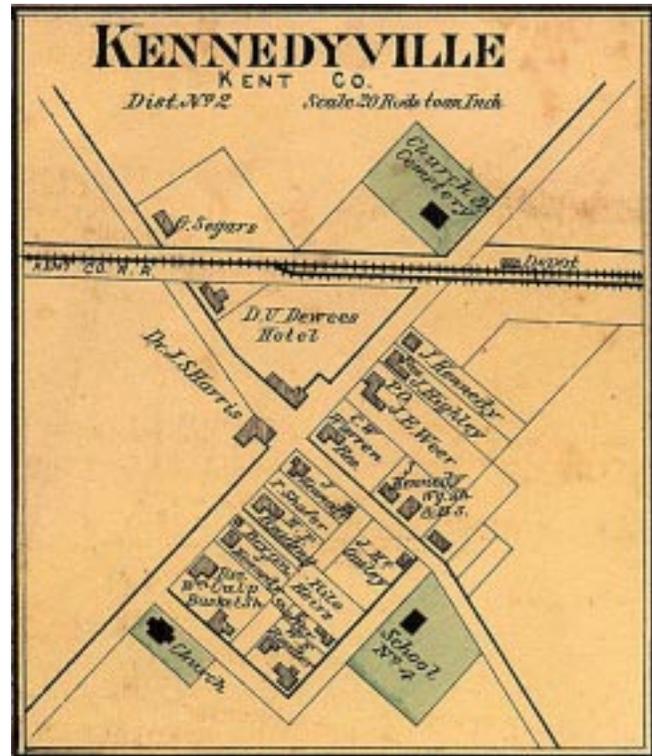
Exhibit 2: Interpretation should focus on the prehistorical Tochwoh village that was located on Shrewsbury Neck.

Additional Research Needed

More research should be conducted into the historical development and use of the Granary and landing area and the habitation by the Tochwohgs and their influence on the landscape.

Site Maintenance

Ongoing maintenance of the exhibits and landscaping should be the responsibility of Kent County, the Kent County Farm Museum, or another local designee.



Historic maps provide a unique window into the past, showing how things have changed or, in the case of Kennedyville, how much things have stayed the same.

8. KENNEDYVILLE

Historical Background

Kennedyville benefited from a double-crossroads of sorts. Not only is it located at the intersection of the road to Chestertown and the road to Turner’s Creek, but in the 1860s construction began on the Queen Anne’s and Kent County Railroad that linked Eastern Shore towns with the Delaware Railroad and on to the national network of rails and ports. The line in Kent County connected



The grounds of the Kennedyville Co-op present a working historic landscape worthy of interpretation.

Chestertown through Kennedyville to Massey and to points farther east and north. Kennedyville developed a depot community, shipping agricultural products out and manufactured goods, especially farm equipment, in. The Kennedyville Co-op continues to perform this function at the center of town with freight trains passing through town.

Proposed Interpretive Exhibits

Wayside Overlook: A Wayside Overlook is proposed for installation in the Kent Co-op parking lot with two interpretive exhibits.

An ideal location for the overlook is near the existing road sign. The Wayside Overlook enclosure will help define the protected area for Byway travelers. Permission for this use is required from the Co-op.

A backup site is the southeast corner of the church property across the road and tracks from the Co-op parking area. In this location, the Overlook would be oriented facing the Co-op. Permission from the church would have to be sought for the use of this site.

It is recommended that the design of the Wayside Overlook for Kennedyville have a railroad theme, drawing artistic elements from railroad components: rails, wheels, ties, and others. Landscaping is recommended, especially for the Co-op site. The need for site enhancements in this location is very high, particularly canopy trees, as the site is somewhat stark. Native species that provide shade and help enclose and protect the Overlook are recommended.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 5: Working the Land and Water*
- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*

Chesapeake Bay Gateways Network

- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Exhibit 1: Interpretation should present the historical development and significance of Kennedyville as a railroad community and the construction of the railroad through Kent County.

Exhibit 2: Interpretation should also focus on the Kennedyville Co-op and the role of agribusiness and shipping in the historical development of central Kent County. One approach to conveying the shipping story is to include a list of the types and the values of goods, machinery, and products that were shipped through Kennedyville during different decades.

Additional Research Needed

More research should be conducted into the construction and use of the railroad, the historical development of the town, and any stories that relate to the Co-op.

Site Maintenance

Ongoing maintenance of the exhibits and landscaping should be the responsibility of Kent County in partnership with the Co-op and/or church.



9. URIEVILLE LAKE

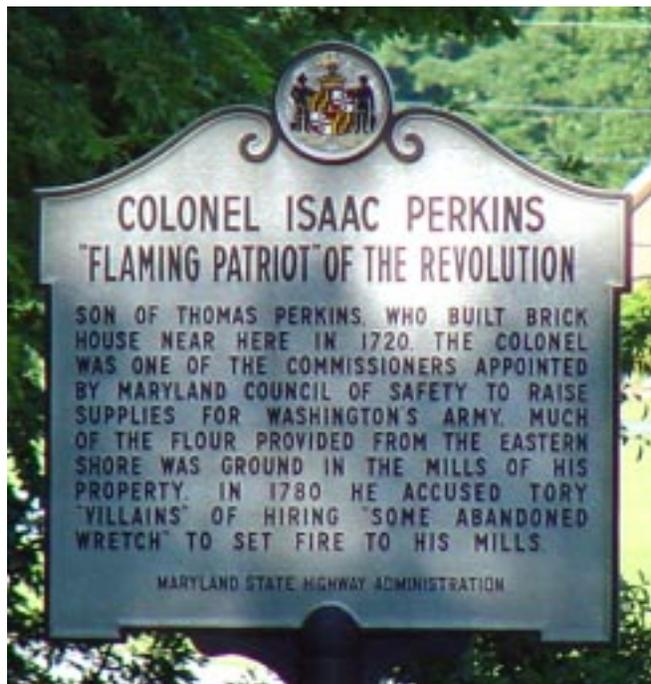
Historical Background

A mill pond was constructed prior to the Revolutionary War on the site of the current Urieville Lake. The head race traveled from the pond south along Morgan Creek to a mill complex south of the current alignment of the Byway, Route 213. The miller's house survives as do the foundations of the mill.

Urieville Lake is a great example of how a site can appear to have one story to tell: the story of a modern fishing area. Looking below the surface, patterns of use emerge that connect this place with the milling traditions, providing new understandings of the land and its past inhabitants.



The current concrete dam and earthen dike were constructed in 1955. The earthworks were specifically constructed to function as a base for the roadway. The dam at Urieville Lake is the designated dividing line between tidal and non-tidal waters in Morgan Creek of the Chester River. Three unnamed tributaries empty into the lake which flows into Morgan Creek, a tributary to the Chester River.



The nearby historical marker tells one component of the milling story. New interpretation can help fill out the story, present more of its breadth and depth.

Existing Facilities

The Maryland Department of Natural Resources, Fisheries Service, Freshwater Fisheries Division, owns and manages the lake as a public angling facility. A parking and picnic area is located on the north side of Route 213.

A historical marker for Colonel Isaac Perkins stands along the roadway adjacent to the picnic area.

The owner of the mill site has been undertaking research into the history of the mill and intends to develop the property as a visitor attraction. This background information, plus any additional research that is needed, can be used for the development of interpretation for this site.

Proposed Interpretive Exhibits

Exhibits 1 & 2: The two Wayside Exhibits are proposed to be installed in the park. Additional construction such as a Wayside Overlook is not necessary because the location of the proposed exhibits in the vicinity of the picnic area is already protected and enclosed by the mature canopy trees there.

Exhibit 1 should be oriented toward the lake, with the potential site plan in the panel oriented toward the same cardinal direction. Exhibit 2 should be oriented toward the southeast in the direction of the site of the mill complex. Limited new landscaping may be installed to further enhance the location of the exhibits. No new site furnishings are recommended.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 5: Working the Land and Water*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Exhibit 1: Interpretation should focus on the history and significance of the mill and describe what a day was like in the life of a miller and his family. A site plan of the area may be included to identify the locations of the mill, pond, races, houses, and other important structures and features. An alternative option is to include an artist's rendering of the site as it may have looked on a busy day, showing the turning wheel, people pulling their wagons up to the mill, and the miller's family attending to other activities. Interpretation might be undertaken in collaboration with the owner of the mill property if a walking trail to the mill ruins can be created.



Exhibit 2: Interpretation should focus on the story of milling in Kent County, looking at the roles that mills played in their communities. The panel might have a map showing the locations of mills in the county at the height of milling.

The colonial heritage of Chestertown is a significant source of pride for residents and a significant draw for visitors.

Additional Research Needed

More research should be conducted into the historical development of the mill complex and what it produced. Research is also needed to identify the role of the mill in the surrounding area and the historical roles of milling in Kent County.

Site Maintenance

Ongoing maintenance of the exhibits and landscaping would be the responsibility of the Maryland Department of Natural Resources in partnership with Kent County.

10. CHESTERTOWN

Historical Background

In 1706, “New Town on Chester” was founded as the official Port of Entry for Kent County and as the new county seat, removing such distinction from New Yarmouth. A courthouse was built on the high ground, and a wharf was built on

the banks of the Chester River, establishing the foothold of what would become a prominent colonial port.



The visitor center in Chestertown provides a new opportunity to supply travelers with basic information about the Byway and the landscapes and waterways by which it passes.

Reflecting distaste for British attempts to solidify control of the colonies and mirroring events in Boston, on May 3, 1774, a cadre of local citizens boarded the brigantine Geddes, which was lying at anchor in the harbor, and tossed its cargo of tea overboard in protest against the British tea tax. Today, the Chestertown Tea Party is celebrated as an annual festival.

Much of the wealth in Chestertown that is visible in the town's stately homes was generated through trade in grain and timber that were exported in great quantities. The name of “the town known as Chester” was not officially established until after the Revolutionary War. In 1782, Washington College was founded, making it the oldest chartered college in the state

and the tenth-oldest college in the country. George Washington was a member of its original Board of Visitors and Governors and allowed his name to be given to the college.

Throughout the 1800s, Chestertown grew modestly as a prominent center in the upper Bay region for justice, commerce, shipbuilding, religion, and trade. By 1880, the Queen Anne's and Kent County Railroad reached Chestertown, connecting its port with ports in Dover and other east coast cities. This connection did not fuel a great expansion in the town, but it helped keep it prosperous into the twentieth century.

Today, Chestertown has the second largest number of eighteenth- and nineteenth-century buildings in the state. Only Annapolis has more extant colonial- and federal-period homes restored and serving as residences. The historic district has the rare distinction of being listed as a National Historic Landmark. In town, this history is presented and interpreted in a variety of ways.

Existing Facilities

The Geddes-Piper House, the museum of the Historical Society of Kent County, is a designated Gateway Site of the Chesapeake Bay Gateways Network. The federal-period townhouse is a museum with three floors furnished with period pieces and a library with local and regional historical reference materials. The Historical Society sponsors events during the year, including an annual Black History Month speaker and the Spring Lecture series.

The schooner Sultana is one of two mobile Chesapeake Bay Gateways. Built to the eighteenth-century specifications of the historic Sultana, the modern vessel is a floating classroom providing first-hand, on-board educational programming on colonial maritime history and the ecology of the Chesapeake and Delaware Bays.

Emmanuel Episcopal Church, built between 1767 and 1772, is the site of the decision in 1780 to break from the Anglican Church, forming the Protestant Episcopal Church. The church supports an active congregation and is open for limited visitation.

Washington College, founded in 1782, is one of the oldest liberal arts colleges in the country. The grounds are open for visitation, and interpretive signs, historical markers, and maps provide information on the history and significance of the college.



Historical markers, monuments, and statues provide interpretation and commemoration for specific historical events and individuals that have had impacts on the town, including the events of the Civil War and other wars since.



The public space at the foot of High Street presents a great opportunity to install interpretive exhibits.

The Kent County Driving Tour is a 110-mile, self-guided tour of historic communities and sites throughout the county, starting in Chestertown. A walking tour with a brochure keyed to markers on historic buildings has been created for Chestertown. The brochure provides information on twenty-four historic buildings.

Proposed Interpretive Exhibits

Visitor Center: An exhibit with information proposed for Gateway Kiosks is proposed for installation within the visitor center. Its specific location, size, and content should be determined in collaboration with the town of Chestertown.

Exhibit 1: Foot of High Street – A Wayside Exhibit is proposed to be installed at the edge of the open paved area at the foot of High Street, oriented toward the river. The Wayside would be low to avoid blocking views of the river. Additional landscaping is proposed to enhance existing vegetation and to frame the exhibit. No additional site furnishings are recommended.

Medallion: Foot of High Street – A bronze medallion is proposed for installation in the paving area at the foot of High Street near the roadway or possibly in the center of the circular area of paving.

Exhibit 2: Fountain Park – A Wayside Exhibit is proposed to be installed along the periphery of the park, preferably adjacent to the south entrance walkway. The Wayside would be unobtrusive and sized appropri-

ately to complement the context. Additional landscaping is recommended to frame the exhibit. No additional site furnishings are recommended. (A kiosk has been proposed for Fountain Park and is to be discussed with the local Garden Club. If one is installed, it is suggested that consideration be given to a Byway-designed kiosk.)

Exhibit 3: Courthouse – A small Wayside Exhibit is proposed to be installed at the western entrance gate to the courthouse. The Wayside should be freestanding and unobtrusive and may be installed near the iron fence. Permission must be sought from the Clerk of Court or other appropriate authority. No additional landscaping is recommended.



Wilmer Park is a place for recreation and relaxation and is the best spot to watch Washington College rowing and sailing. Interpretation of the history of Scott's Point can enrich the experience of this place.

Exhibit 4: Scott's Point – A Wayside Exhibit is proposed to be installed in Wilmer Park and might be located either near the northeastern entrance from the parking area or adjacent to the Lilia Hynson Pavilion. Input and permission must be sought from the Town of Chestertown. New landscaping of native species may be installed to enhance the site of the exhibit.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 3: Colony and Nation-building*
- *Story 4: Food for the Soul – Religion and Belief*
- *Story 5: Working the Land and Water*
- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*



- *Supporting Story A: Inspired by the Bay – Cultural and Artistic Expression*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*
- *Settlement of the Bay*
- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Visitor Center: Information orientating visitors to the Byway should be presented along with introductory thematic material and interpretation of Chestertown.



Like Shrewsbury Church, the grounds of St. Paul's Church provide a quiet respite, in contrast to the personalities of some buried in the church yard, such as Tallula Bankhead.

Exhibit 1: Interpretation should provide an overview of the historical development and significance of Chestertown as a principal port of the Eastern Shore. The focus should be on the activities of the wharf, shipping routes, and the goods shipped through the port. The interpretation might be augmented with an artist's rendering of the bustling waterfront of the 1800s.

Medallion: A map, rendered in a bas-relief bronze medallion, might depict the features of the historic waterfront and show how the waterfront was connected through the Bay to other eastern ports and to Europe.

front and show how the waterfront was connected through the Bay to other eastern ports and to Europe.

Exhibit 2: Interpretation should provide an overview of the role of the town as a market center, looking at how the square has been used for markets, events, and other public functions over the centuries.

Exhibit 3: Interpretation should focus on the role of Chestertown as the center of county government and county parishes. Of particular attention for each story will be the different roles of the people of Chestertown of diverse backgrounds.

Exhibit 4: Interpretation should focus on the African-American community of Chestertown that developed in the Scott's Point area, examining the occupations, social structures, and contributions made to the larger community.

Additional Research Needed

More research is needed to go beyond the main points of information that are known about the historical development of Chestertown and delving into the daily experience of town life: court days, days when a large ship arrives from Britain, market days, and others.

Site Maintenance

The Kent County Tourism Board and town of Chestertown would be responsible for exhibits in the visitor center. Maintenance of Exhibits 1, 2, and 4 and their landscaping would be the responsibility of the town of Chestertown. The county court would be responsible for Exhibit 3.

11. ST. PAUL'S CHURCH

Historical Background

St. Paul's Parish is one of the thirty Anglican parishes established in Maryland in 1692 after William and Mary's ascension to the English throne. The first church was a 40-by-24-foot frame building erected in 1695-1696. By 1711, work began on the current brick structure to replace the previous one.

St. Paul's Church is the earliest religious structure in Kent County and, with the possible exception of Old Trinity in Dorchester County, the earliest surviving Anglican Church on the Eastern Shore of Maryland. An addition was built in the 1740s to provide space for new pews. In 1824, this addition was removed because the congregation had dwindled, and the church had fallen into disrepair. In the 1940s, the church was renovated and the lake was restored. A historical marker on the property acknowledges the historical significance of the church and parish.

Proposed Interpretive Exhibits

Exhibit: A Wayside Exhibit is proposed to be installed adjacent to the parking lot near the entrance walk to St. Paul's Church. Permission and collaboration on the installation will be needed from the parish authority. No additional landscaping or site furnishings are recommended.



Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 4: Food for the Soul – Religion and Belief*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*

Proposed Interpretive Focus

Exhibit: Interpretation should focus on the historical development and significance of St. Paul's Church and the evolving role of religion in the cultural life of the county from the colonial period to present.



The Rock Hall Museum is housed in the former elementary school.

Additional Research Needed

More research should be conducted into the changing roles of the church in the parish and the Anglican and Episcopal churches, generally, in the county.

Site Maintenance

Ongoing maintenance of the exhibits and landscaping would be the responsibility of the St. Paul's Parish with support from Kent County.

12. ROCK HALL

Historical Background

Originally known as Rock Hall Crossroads, this port town was first an important tobacco shipping center and later a primary fishing and crabbing center on the Chesapeake Bay. The official date for the establishment of Rock Hall Crossroads is 1707, but some of the houses date to earlier settlement.

When water routes provided the most popular and safest mode of travel, Rock Hall was an important port for packet boats bringing people up the Bay from the south and across from the Western Shore. At the end of the 1700s, the ferries from Rock Hall to ports on the western shore provided the link for a Post Road that ran from New York to the Carolinas. It was especially used for traffic between Washington and Philadelphia. George Washington, James Madison, and Thomas Jefferson often traveled this route. The first news of the Revolutionary War victory at Yorktown was carried through Rock Hall to the Continental Congress, then meeting at Philadelphia. Tench Tilghman rode through Kent County spreading the news.

In the 1800s, the harbor became a popular steamboat landing with ferries connecting the town to Annapolis and other communities, establishing a period of growth for Rock Hall. The town experienced a building boom about 1889, and there is a persistent legend that timbers washed down from the Johnstown Flood were used for a number of houses built by a local family of carpenters, the Judefinds.

For more than 300 years, Rock Hall residents earned their livings from the Chesapeake Bay. Today, much of the commercial fishing business has been sharply reduced, and is being replaced with recreational watercraft, fishermen, and tourists.

Existing Facilities

The Rock Hall Museum, founded by local educator Robert J. Johnson in 1976, began as a private museum and was later donated to the town of Rock Hall by his widow. The institution operates two exhibit rooms in the Municipal Building on South Main

Street. The museum interprets the Rock Hall community, its economy and traditions, and the culture and implements of local agriculture and water-related industries. The collection consists mainly of donated items and includes historical artifacts, models, photographs, memorabilia, arrowheads, and much more.



Rock Hall benefits from several interpretive venues, including the Waterman Museum, located on the waterfront north of town.



The Rock Hall Trolley Company provides a fun way to get around town and learn about its heritage.

The Waterman's Museum, located on the north side of town, provides interpretation on the culture, lore, and lifestyles of watermen, focusing on the experience of oystering, crabbing, and fishing. A reproduction waterman's shanty is on display as are carved decoys, historical photographs, and boats. Interpretive signs and brochures help tell the story.

Tolchester Beach Revisited is a new interpretive venue located in the town center of Rock Hall. Focusing on Tolchester Beach, the popular amusement park that was located to the north of Rock

Hall, the facility presents photographs, artifacts, and memorabilia from the heyday of the park.

Chesapeake Farms is a 3,300-acre agricultural research facility located outside of Rock Hall. New practices are being developed that balance wildlife and ecosystem management with agriculture that is economically viable, socially beneficial, and environmentally sound. Self-guided tours of the property are available as are interpretive exhibits.

The Rock Hall Trolley Company gives guided tours of the town and marinas using a trolley-shaped bus.

Proposed Interpretive Exhibits

Wayside Overlook: Three exhibits are proposed to be installed in a Wayside Overlook in the Bayside Landing Park adjacent to the octagonal building with a view to the harbor. The layout and configuration of the Overlook will complement any county plans to enhance the area. The design of the Overlook should include nautical elements to complement the character of the site. New landscaping of water-tolerant, low-maintenance native species should be planted to enhance and enclose the Overlook. A bench is also proposed for the

Overlook to provide travelers with an opportunity to rest and view the harbor and the Bay Bridge in the distance.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 5: Working the Land and Water*
- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*

Chesapeake Bay Gateways Network

- *The Living, Natural Bay*
- *An Economic Resource: Commerce, Productivity and Transportation*
- *The Bay as a Source of Recreation and Renewal*

Proposed Interpretive Focus

Proposed new interpretation should complement that provided by the Rock Hall Museum, Waterman's Museum, and Tolchester Beach Revisited Musuem.

Exhibit 1: Interpretation should focus on the historical development and significance of Rock Hall as a waterman community, identifying the roles of the watermen and their families in the community of Rock Hall.

Exhibit 2: Interpretation should focus the town and harbor as a transportation hub, steamboat landing, and shipping port for seafood and agricultural products. Connections between Rock Hall, the Bay, and the world should be presented.

Exhibit 3: Interpretation should focus on the ecology of the harbor and seafood extraction.



Bayside Landing was purchased by the county to provide a place for watermen to work and for the public to have access to the water. Interpretive exhibits can be installed here with a view of the harbor.

Additional Research Needed

Research should be conducted into the people of Rock Hall, looking at their experiences, occupations, civic and social organizations, and recreational pursuits.

Site Maintenance

Ongoing maintenance of the exhibits, landscaping, and site furnishings would be the responsibility of Kent County, or a local designee.

13. EASTERN NECK ISLAND



Though not large, Eastern Neck Island is an ecological and historical treasure trove.

Historical Background

During the last ice age ten thousand years ago, Eastern Neck Island was not an island, but a low promontory on the edge of the wide, forested valley of the Susquehanna River. As sea levels slowly rose, the shorelines receded, drowning the river valley and creating the Chesapeake Bay. By 4,000 years ago, Woodland-Period Indians fished and gathered shellfish from the brackish waters of the Bay. By A.D. 1300, the Woodland peoples were cultivating crops and using the island as a seasonal foraging area, leaving behind middens that were piled with oyster shells, pottery pieces, stone tools, and arrowheads. In 1608, Captain John Smith made contact with the Ozinie

Indians, who were related to the Algonquin-speaking Nanticokes.

From 1658 to 1680, Colonel Joseph Wickes and Thomas Hynson were in the process of acquiring all of Eastern Neck Island. Wickes built his home, "Wickliffe," and made his living by raising and shipping tobacco and other crops, and by ship building. In 1675, the settlement of "New Yarmouth" was established as the first county seat of Kent County, located just north of Eastern Neck

Island at Gum Point. In 1696, the county seat was moved to the fast-growing port of Chestertown, a more centralized location in the county.

Having acquired all of the property interests from Hynson's heirs, the island was owned by the Wickes family until 1902. A small fishing village with an oyster-shucking plant was located at Bogle's Wharf. The Chester River Steamboat Company operated a wharf nearby with service to Baltimore and other ports. Starting in the 1920s, portions of the island were sold for use as hunting retreats.

One of the hunting lodges, built in 1930, remains and has been proposed for rehabilitation as a new visitor center for the wildlife refuge.

In the 1950s, a developer bought a large tract and subdivided it into 293 small lots for a housing development. The U.S. Fish and Wildlife Service, responding to concerns over the development expressed by the local community, acquired the entire island between 1962 and 1967 to preserve its valuable wildlife habitat.

The Eastern Neck National Wildlife Refuge is a 2,285-acre refuge featuring a number of different types of Chesapeake Bay habitats, including 1,000 acres of tidal marsh, 600 acres of upland forest, and 600 acres of croplands managed for wildlife and as a demonstration of Bay-friendly agricultural techniques. The refuge serves as an important migration stopover and wintering area for thousands of waterfowl representing over two dozen species.

Existing Facilities

The Eastern Neck National Wildlife Refuge comprises the island habitat areas, which is traversed by nearly six miles of roads and trails that are open to visitors most of the year. Four wildlife trails and a handicap-accessible boardwalk and observation tower are also available. Facilities on the island include a Bay observation deck, butterfly garden, refuge office, and a bookstore.



The Refuge Office occupies the only house built as part of a halted development project that would have destroyed much of the ecological value of the island.

Within the refuge, Kent County operates the Ingleside Recreation Area and Bogle's Wharf landing. The Ingleside Recreation Area, on the northwest side of the refuge, has facilities for crabbing and car-top boat launching from April 1 to September 30. Bogle's Wharf, located on the east side of the refuge, is a public landing.



The monument and historical marker provide limited information about past human activities on the island. New interpretation can bring this rich history to light.

Proposed Interpretive Exhibits

Exhibit 1: A Wayside Exhibit is proposed to be installed in the vicinity of the proposed visitor center or in another mutually acceptable location that complements the outdoor interpretation that has already been planned. Collaboration must be sought from the U.S. Fish and Wildlife Service. If new landscaping is needed, it should be designed to complement the natural area with appropriate species and design.

Exhibit 2: A Wayside Exhibit is proposed to be installed at the Wickliffe site, complementing or replacing the existing historical marker. The existing monument structure will remain. New landscaping may be installed to enhance the setting of the Wayside, but the species selected should require very limited maintenance.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 1: Changes in the Land*
- *Story 3: Colony and Nation-building*

Chesapeake Bay Gateways Network

- *The Living, Natural Bay*
- *Settlement of the Bay*
- *Environmental Stewardship and Sustainability of the Bay*

Proposed Interpretive Focus

Interpretation will be designed to complement existing and planned interpretation.

Exhibit 1: Interpretation should present an overview of the prehistorical habitation of the island from the Woodland period to the contact period, and how activities on the island by native groups were coordinated with other groups on the mainland.



Exhibit 2: Interpretation should focus on settlement by the Wickes family and others, and the changes in the use of the island up to the present. Maps of the island showing the different uses and configurations of settlement might provide a useful illustration.

The church on the hill is the most visible, but not the only, progenitor of the town's historical development. The mill was located just down the hill.

Additional Research Needed

More research should be conducted to allow for a characterization of the early human habitation of the island and the early period of colonial settlement.

Site Maintenance

Ongoing maintenance of the exhibits and landscaping would be the responsibility of the U.S. Fish and Wildlife Service in collaboration with Kent County.

14. CHURCH HILL

Historical Background

The history of Church Hill can be read in its buildings: its mill, church, shops, and houses. The original mill was built in 1698 to take advantage of the falling waters there and to help support nearby settlement. Though the mill longer stands, it is the site of one of the earliest documented water mills on the central Eastern Shore and continued to operate up to World War II.





A discrete, new interpretive exhibit has been installed at the entrance to the church grounds. A new exhibit for the mill will help fill in the story.

St. Luke's Church, located on the hill, may have been built (c. 1732) with bricks that were shipped from Britain and unloaded at a wharf near the mill at a time when the creek was still navigable. The former Town Hall was formerly a store, a butcher's shop, and a private residence. A portion of the town's elementary school was originally a high school built in 1916. Though the community began forming in the late 1600s, it was not incorporated until 1876. Today, Church Hill is a bedroom community with only a few remaining businesses.



The mill site appears to be an empty lot. Below the surface lie the foundations and an important untold story.

Existing Facilities

St. Luke's Episcopal Church continues to operate, and the structure and grounds are open to the public. An interpretive sign, provided by the Historic Site Consortium of Queen's County, and a historical marker have been installed near the entrance walk to the church.

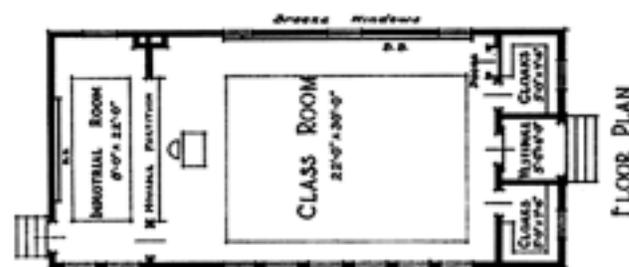
The Church Hill Theatre is a local landmark. Built as a movie theater, the rehabilitated building is used as a live-performance venue for dramatic arts. Productions often include historical content.

Proposed Interpretive Exhibits

Exhibit: A Wayside Exhibit is proposed to be installed in the vicinity of the foundations of the mill near the creek. Landscaping of low-maintenance, native species may be installed to enhance and frame the Wayside. Additional landscaping may be needed to screen the industrial facility adjacent to the mill site. Construction of a pull-off area for parking will be required where a bench should be installed.



The story of the Starkey Corner schoolhouse can be vividly told through the surviving documents, such as the plans below, and the memories of former students.



ONE-TEACHER
COMMUNITY SCHOOL PLAN NO I-A
TO FACE NORTH OR SOUTH ONLY

Image from
<http://www.rosenwaldplans.org/SchoolPlans/OneTeacherNS-R/OneTeacher.htm>



Heritage-related playground equipment is proposed for installation in Church Hill park.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 5: Working the Land and Water*
- *Supporting Story A: Inspired by the Bay – Cultural and Artistic Expression*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*
- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Exhibit: Interpretation should provide an overview of the historical development and significance of Church Hill, focusing on the shared roles of the mill and the church in the development of the town. Interpretation at the mill site should balance the existing interpretation of the church that is provided in the small exhibit at the entrance to the church grounds, but both installations should be promoted by the Byway.

Additional Research Needed

More research is needed on the history of the mill and its role as a catalyst for the development of the town.

Site Maintenance

Ongoing maintenance of the exhibit and landscaping will be the responsibility of the town of Church Hill or Kent County.

15. STARKEY CORNER

Historical Background

The schoolhouse in Starkey Corner is one of several thousand schools built with the help of the Rosenwald Foundation. From the 1910s into the early 1930s, Chicago philanthropist Julius Rosenwald, CEO of Sears, Roebuck and Company, created the Rosenwald Foundation to provide challenge grants to encourage African-American communities to invest in the education of their children. The Foundation provided seed money to be matched by the local communities and provided building plans for schools that were simple and inexpensive to build. Starting in 1924, S.L. Smith, the director of the Foundation, prepared designs for schools with from one to seven teachers.



The Starkey Corner school was built according to the Smith's Community School Plan No. 1A for one teacher. These designs were for buildings that were oriented toward the north or south to take advantage of natural light. The school operated up until the mid-1900s, and many residents in the area attended it.

Proposed Interpretive Exhibits

Exhibit: A Wayside Exhibit is proposed for installation in conjunction with the rehabilitation of the historic schoolhouse. The installation is dependent upon collaboration with the owner. The installation of the Wayside could be used to help raise awareness of the schoolhouse and support redevelopment plans. If necessary, the Wayside could be moved when the property is redeveloped, which would likely include landscaping, walkways, a new access drive, and a parking area. Until that time, the Wayside might be located near the west entrance to the building. The exhibit might be enhanced with limited, low-maintenance landscaping.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 2: Peopling the Land – Change and Continuity*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*

Proposed Interpretive Focus

Exhibit: Interpretation should focus on the contributions of African Americans to the heritage of the Eastern Shore. These contributions should be presented through an examination of the changing roles and influence of education on the daily lives of African Americans, covering the change from when (and for what stated purposes) education was prohibited, to when (and for what stated purposes) educational institutions were segregated, and to the present form of integration. Key figures in the history of the school should be identified.

Additional Research Needed

More research should be conducted into the local effort to raise the funds, apply to the program, and construct the school. Research should also be conducted into the changing roles of the school in the local community.

Site Maintenance

Ongoing maintenance of the exhibit and landscaping would be the responsibility of Queen Anne's County or a local designee.



16. CENTREVILLE

Historical Background

In 1782, an Act of the Assembly authorized the removal of the county seat from Queenstown to a more central part of the county with water access, called “Centre Ville.” Construction began on the courthouse in 1792, and it is the only courthouse in Maryland which has been in continuous use since its construction. A church was suggested to be located in Centreville for St. Paul’s Parish in 1831, and the cornerstone was laid in 1834. The old Chester Church was torn down and some of the timbers and bricks were used in the new building.



The Queen Anne's County Courthouse stands at the center of town, a living monument to its history.

In 1796, another Act of the Assembly provided for the building of a market, helping to establish the town as a trading as well as judicial center. Cultural institutions began to be constructed starting with the Academy in 1803 and another school the next year.

Thomas C. Earle had a general store in 1804, while James Nicholson and George Atwood opened a grocery store the same year. The primary school system was established in 1826. The first bank was erected in 1876 and another bank opened on Lawyers Row in 1884. The first bank remains the Centreville National Bank, and the second, the Queen Anne’s Bank, is now the Town Office. In 1893, the Male Academy (now a bed and breakfast on North Commerce Street) was absorbed into the school system.

Today, the tree-lined streets include houses dating from the 1700s to the Victorian era. The buildings of the commercial core surrounding the courthouse green were constructed primarily in the 1800s.

Existing Facilities

Significant historic resources that are open to the public include Wright's Chance and the Tucker House, which are both operated by the Queen Anne's County Historical Society. The historic courthouse is still in use and is open to the public. Plans are being developed to rehabilitate the Old Kennard High School, the surviving African-American school, possibly for use as a cultural arts center. A walking tour has been developed through town providing information on twenty-four historic buildings.



Wright's Chance is owned and interpreted by the Queen Anne's County Historical Society, which is supported by the Historic Sites Consortium.

Located south of town on Route 18, the Queen Anne's County Museum of Eastern Shore Life is dedicated to collecting, preserving, and interpreting historical artifacts, focusing primarily on rural items, agricultural implements, and equipment. The facility is located within the compound for the 4-H Club.

Proposed Interpretive Exhibits

Medallion: A bas-relief bronze medallion is proposed to be installed in the sidewalk in the front of the Centreville Town Hall, preferably as part of planned streetscape improvements.

Exhibits 1 & 2: Two Wayside Exhibits are proposed for installation along the sidewalk in front of the Queen Anne's County Public Library. Exhibit 1 is proposed to be standard size, and Exhibit 2 is proposed to be smaller. The placement should be unobtrusive. Appropriate landscaping using native species is recommended to enhance the setting of the Waysides.

Exhibit 3: A Wayside Exhibit is proposed to be installed near the entrance to the marsh boardwalk at the Corsica River waterfront. The Wayside should face the Captains Houses. An alternative location might be on the waterfront off of Front Street. If this second location is selected, directions should otherwise be given to the location of the

Captains' Houses. New landscaping is recommended in either location to frame and enhance the setting of the Wayside.

Exhibit 4: A Wayside Exhibit is proposed to be installed near the west elevation of the Kennard School. Like the Starkey Corner schoolhouse, the installation of the Wayside should be planned to help support interest in the rehabilitation of the school. Appropriate landscaping should be installed to frame and enhance the Wayside.



The Queen Anne's County Public Library is a gathering place for county residents and is a great location for installing interpretation about the Byway.

Heritage-related playground equipment is proposed to be installed in the Route 18 Park.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 2: Peopling the Land – Change and Continuity*
- *Story 3: Colony and Nation-building*
- *Story 5: Working the Land and Water*
- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*
- *Settlement of the Bay*
- *An Economic Resource: Commerce, Productivity and Transportation*

Proposed Interpretive Focus

Medallion: The proposed medallion should provide a quick understanding of the historical significance of the town, conveying its role in the historical development of the county. The medallion might include a depiction of the original town plat of Centreville inset in a map showing the centrality of the town in transportation and shipping routes in and around the county.



Exhibit 1: Interpretation should provide a brief overview on the historical development of Centreville and Queen Anne's County.

Exhibit 2: Orientation information about the Byway, including a map and general information that sketches out the topics of interpretation found at the interpretive sites, will be provided. The information should be similar to that presented at Gateway Kiosks. (Installation of a Gateway Kiosk would probably be too large for this site.)

Exhibit 3: Interpretation should focus on the town's maritime heritage with a focus on the Captains' Houses specifically and Centreville Landing generally. Particular attention should be given to the colorful captains and other maritime characters.



The Captains' Houses stand as sentinels to their own history. The entrance to the boardwalk is located to the right of the houses in the image above.



The Kennard School is in great need of rehabilitation. Installation interpretation will help raise awareness and help ensure the longevity of this important structure.

Exhibit 4: Interpretation should focus on the significance of the Kennard School and the local African-American community. The interpretation should complement that which would be provided at the Starkey Corner schoolhouse in discussing the African-American community through the lens of educational systems. Historic photos of the school, including class photos, might be included.

Additional Research Needed

More research should be conducted into maritime connections for the town, identifying the character of the harbor and the influence of the port on the identity of town culture. More research is also needed on the historical development of the Kennard School and its role in the African-American community.

Site Maintenance

For the medallion and Exhibits 1, 2, and 4, Queen Anne's County or a local designee should be responsible for ongoing maintenance. For Exhibit 3, the town of Centreville should be responsible for ongoing maintenance in collaboration with the county.



The courthouse is well interpreted with two interpretive exhibits, developed by two different organizations.

17. QUEENSTOWN

Historical Background

In 1707, the village of Queen Anne Town was founded, taking the name of the reigning English monarch. The town served as the county seat through most of the 1700s, until settlement inland to the west necessitated the removal of the seat to a more central location. In addition to the courthouse, a prison, whipping post, pillory, and Gallops Field were located in the town.

Queenstown was founded at a natural harbor that allowed the town to develop into a small shipping port that served the surrounding plantations. The port use continued after the removal of the court functions. The former courthouse



The boardwalk affords good views of the tidal marsh beyond.

building has been used as a house, warehouse, drug store, grocery store, restaurant, beer parlor, post office, and antique shop. These changes reflect the changes in the town's stature.

Queenstown was the only town in Queen Anne's County to be attacked by the British during the War of 1812. The attack occurred in August 1813 at the "Bowlingly" estate when a band of Queenstown men skirmished with approaching British soldiers, confusing them into firing upon their own lines. Though a minor engagement, this skirmish, known as the battle of Slippery Hill, allowed the local militia to escape east to Centreville where reinforcements awaited.

In 1820, Queenstown was almost totally destroyed by fire. In the early to mid-1850s, Queenstown became a stop for steamboats that carried goods and passengers up and down the Chester River and to and from Baltimore.

Today, only the courthouse remains from the town's judicial past. Recreation and tourism are the dominant uses in the area, but agriculture and seafood harvesting still contribute to the local economy.

Existing Facility

The Colonial Courthouse has been restored to its eighteen-century appearance and furnished with appropriate reproductions. It now serves as an interpretive site that is open to the public through much of the summer. Local volunteers

with support from the Historic Site Consortium operate interpretive programs. A small interpretive plaque developed by the Consortium stands on the fence, providing additional interpretation about the courthouse. A new Civil War Trails marker and exhibit have been installed adjacent to the small exhibit.

Proposed Interpretive Exhibits

Exhibit: A Wayside Exhibit is proposed to be mounted on the boardwalk overlooking Little Queenstown Creek on the railing near the central entrance. No additional landscaping is recommended for this site.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 1: Changes in the Land*
- *Story 3: Colony and Nation-building*

Chesapeake Bay Gateways and Water Trails Network

- *The Living, Natural Bay*
- *Environmental Stewardship and Sustainability of the Bay*

Proposed Interpretive Focus

Exhibit: Interpretation should focus on the ecology of the local tidal marshes and complement existing interpretation at the courthouse by discussing the natural advantages of the inlet for shipping.

Additional Research Needed

Information on tidal-marsh ecology is readily available and should be compiled for the development of interpretation. Information should also be gathered related to local conservation efforts.

Site Maintenance

Though the boardwalk was built by the State Highway Administration, the Wayside should be maintained by the town with help from the county.

18. GRASONVILLE

Historical Background

Grasonville, previously known as Winchester, formed as a small African-American settlement in the 1870s. It grew to have ten stores, three sawmills, and other industries, with an estimated population of 1,000. A portion of the early inhab-



itants were watermen and canner workers working along Jackson's Creek and Kent Narrows. Bryan United Methodist Church may be the oldest extant congregation in the county. The original congregation was made up of free blacks, watermen, and slaves.

The name for the unincorporated settlement honors William Grason (1786–1868), the twenty-eighth governor of Maryland. Some of the residents continue to work in seafood-related occupations, but the connection is not as strong as it once was due largely to the gradual decline in the local seafood industry. Most of the shops and industries have also closed. Today, the village consists of houses, a former general store, and a couple of churches.

Existing Facilities

The Chesapeake Bay Environmental Center, operated by the Wildfowl Trust of North America, is a 500-acre preserve including several distinct habitats. Miles of trails traverse the wetland and woodland areas, radiating from the research and education facility that promotes wildfowl and natural habitat conservation and education. Observation blinds, towers, and boardwalks provide close access to habitat areas for visitors.

Proposed Interpretive Exhibits

Exhibit: A small Wayside Exhibit is proposed for installation near the entrance to the Grasonville Fire and EMS building. Landscaping may be installed to enhance



The fire station stands at the heart of the community of Grasonville.



The Watermen's Monument is a great artistic evocation of the lives of those who worked the local waters.

the setting of the exhibit. The Wayside should be created in partnership with the fire company.

The Byway should partner with Chesapeake Bay Environmental Center, which has its own educational and interpretive offerings. Joint exhibits could be created.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 1: Changes in the Land*
- *Story 2: Peopling the Land – Change and Continuity*

Chesapeake Bay Gateways Network

- *Peoples of the Bay*

Proposed Interpretive Focus

Exhibit: Interpretation at the Fire and EMS building should provide an overview of the community, looking at the role of the local seafood industry and other occupations. Particular attention should be given to the lives and social structures of the community residents. Connections should be made to other African-American sites along the Byway.



The Chesapeake Exploration Center includes some of the best interpretive exhibits of life on the Eastern Shore that are found along the Byway.

Additional Research Needed

More research should be conducted into the historical development of Grasonville and the roles and daily lives of its residents.

Site Maintenance

The proposed Wayside should be maintained by the fire company in partnership with the county.

19. KENT NARROWS

Historical Background

For much of the last half of

the 1800s and first half of the 1900s, Kent Narrows bustled with commercial seafood processing plants, packing houses, and active wharves. The narrows were a center of the seafood industry on the Eastern Shore. The role of seafood has changed in the local economy, with packing houses closing and restaurants and condominiums being constructed. The wharves have been replaced with marinas, and pleasure craft have all but replaced workboats.



Existing Facilities

The Chesapeake Exploration Center, located in Kent Narrows, is a Chesapeake Bay Gateways Network Regional

Information Center, serving as the primary visitor center for the region within the Gateways Network and providing information about the other Network sites in the region.

Interpretive exhibits will be installed on the railroad abutment overlooking Kent Narrows. A wayside overlook will provide an appropriate frame for these exhibits.

Chesapeake Exploration Center staff members assist visitors with directions, information on attractions and amenities, and other visitor services. Housed in the facility is an interactive exhibit, “Our Chesapeake Legacy.” Providing interpretation on the natural environment of the Bay and how that environment helped shape the area’s cultural history over time, the exhibit also explores the cultural responses in the region to the opportunities and challenges presented by its natural resources. Nature tourism programs are administered by the Center that give visitors opportunities to experience the Chesapeake Bay and engage in outdoor environmental learning, such as birding and archeological investigations focusing on the Bay’s early residents.

Queen Anne’s County, with the help of the Historic Site Consortium of Queen Anne’s County, has begun to install four wayside exhibits in the vicinity of the narrows, providing interpretation on the narrows and its historical use, development, and legacy.

Proposed Interpretive Exhibits

Kiosk: A Gateway Kiosk is proposed for installation near the entrance to the Chesapeake Exploration Center to provide information to travelers when the center is not open.

Wayside Overlook: Plans are currently underway to install Wayside Overlooks at the Kent Narrows railroad bridge abutment on the Kent Island side of the narrows. It is proposed that this site be enhanced through construction of a Wayside Overlook to establish a protected and enclosed area for the exhibit.

The design of the Overlook should reflect the maritime aspects of the site.



Stevensville is a colorful town at the center of Kent Island.

Proposed Interpretive Focus

Kiosk: Orientation and wayfinding information should be provided for Byway travelers. The Gateway Kiosk will complement other information provided on the Byway inside the Chesapeake Exploration Center. Additional information to be provided on the Kiosk should be developed in cooperation with the Center.

Site Maintenance

The proposed Gateway Kiosk and Wayside Overlook would be maintained by the Chesapeake Environmental Center.

20. KENT ISLAND AND STEVENSVILLE

Historical Background

In August 1631, William Claiborne established a trading outpost on Kent Island that became the first English settlement in Maryland, and the third permanent English settlement in North America. Houses and farms developed and extended out from Claiborne's establishment, populating the island. Though it started and remained as a seat of influence and commerce, settlement farther east

into what would become Kent and Queen Anne's Counties drew attention away from the island. Because of the protected harbors of the narrows, shipping and seafood industries flourished over time, but not to a degree that waterfront towns were established.

Stevensville developed after the 1850 sale of two farms owned by James and Charles Stevens and became a small commercial and religious center for the agricultural community on the island. Between the mid- and late 1800s, Love Point became an established steamboat landing, receiving steamers from Baltimore. Stevensville was located in the center of the steamboat trade system that connected the Western and Eastern Shores, and by 1877, the town had grown to include almost thirty structures, including houses, churches, stores, a doctor's office, a post office, an Odd Fellows' Hall, and a hotel.



Terrapin Park is a popular recreation destination at the southern end of the byway.

When the railroad line was constructed in 1902, tying into the steamboat system, a network of transportation was established from Baltimore, across the Bay, and across the Delmarva Peninsula. This network continued to help Stevensville, which, by 1909, had two schools, four doctors, a blacksmith, and sawmill. Goods were shipped to larger markets throughout the northeast, and passengers traveled across to ocean-side resorts. Decades later, the system began to lose its importance, resulting in a halting of passenger rail service in 1938 and freight service in 1948.

Today, Stevensville is a well-preserved historic community that retains much of its early-1900s appearance. The island has evolved into a bedroom community for the Washington, D.C. metropolitan area, with a strip of commercial enterprises running along Route 50.

Existing Facilities

Terrapin Park, located on Kent Island north of the terminus of the Chesapeake



Bay Bridge, is a 276-acre county park with more than 4,000 feet of shoreline and 73 acres of wetlands. Two observation blinds located at the border of the tidal ponds offer views of local wildlife, including herons, ospreys, swans, turtles, bullfrogs, and a variety of songbirds. Nature trails pass through meadows, wetlands, tidal ponds, and woodlands to the sandy beach at the Bay shoreline. A small picnic area is located at the site of an old homestead. Brochures and maps provide interpretation.

The Cross Island Trail, a 6-mile paved biking and walking route, traverses Kent Island from the Bay, through the historic district of Stevensville, past significant wetlands to the Chesapeake Exploration Center and the Kent Narrows Waterfront Village District. A brochure is available that provides trail information and limited interpretation.



The new county park will occupy this area near the heart of Stevensville.

In Stevensville, the Kent Island Heritage Society maintains the Cray House, Train Depot, and the Stevensville Post Office interpretive sites, with their headquarters located in the post office. The Trust is also planning to rehabilitate the Kerin House as an additional interpretive site.

The county is currently planning to construct a new park to the north of the center of Stevensville. A self-guided driving tour has been developed that is keyed to numbered signs on buildings throughout the historic district. Historical markers located around town and to the south acknowledge local history, including William Claiborne's role in the initial settlement.

Proposed Interpretive Exhibits

Kiosk: A Gateway Kiosk is proposed to be installed in the new park to be constructed adjacent to the intersection of Love Point Road and Cockey Lane. New landscaping for the Kiosk will be installed to complement other landscaping planned for the park.

Heritage-related playground equipment is proposed for installation in the new park provided the installation is considered appropriate by residents.

Applicable Themes

Stories of the Chesapeake Heritage Area

- *Story 1: Changes in the Land*
- *Story 5: Working the Land and Water*
- *Story 6: Destination Eastern Shore! Travel and Transportation Past and Present*
- *Supporting Story B: Building by the Bay – Architecture and Landscapes*

Chesapeake Bay Gateways Network

- *Settlement of the Bay*
- *An Economic Resource: Commerce, Productivity and Transportation*
- *The Bay as a Source of Recreation and Renewal*

Proposed Interpretive Focus

Kiosk: A Gateway Kiosk is proposed to provide orientation information to Byway travelers. The Kiosk will have introductory information on Byway themes with emphasis on themes related to Stevensville. The Kiosk will be coordinated with the Kiosk located at the Chesapeake Exploration Center. The Gateway Kiosk would include a map of the Byway and information about the types of interpretive sites found along it.

Interpretation on the Kiosk should provide an overview of the historical significance of Kent Island and the role of Stevensville in the island's development, noting the influence of the steamboat and railroad network.

Additional Research Needed

Research should be conducted into the historical development of the island, charting settlement and use of the island from 1631 to the present. Additional research should be conducted into the daily lives of Stevensville residents and their interactions with other islanders.

Site Maintenance

The proposed Gateway Kiosk should be maintained by the Kent Island Historical Trust in collaboration with the county.





CHAPTER 6 • IMPLEMENTATION

BYWAY ALLIANCE

The Chesapeake Country National Scenic Byway is managed by a coalition of partners that has formed the Chesapeake Country Scenic Byway Alliance. The Byway Alliance is led by representatives of the planning, tourism, and economic development offices of Cecil, Kent, and Queen Anne's Counties, who have served as the steering committee for the preparation of this *Interpretive Plan*.

It is expected that the Byway Alliance will take the lead in the implementation of interpretation for the Byway as well. Additional partners should be involved in the overall planning for Byway interpretation and must be involved in the implementation process for the interpretive projects on a case-by-case basis. The Alliance will work to identify, contact, and coordinate Byway partners.

Key partners will include (1) the communities in which interpretive exhibits are proposed, (2) owners of properties for which projects are proposed, (3) interpretive sites, historical societies, and other interested organizations in the vicinity of proposed projects, (4) organizations with particular interests and expertise, such as arts organizations in relation to a public art program and performing arts organizations in relation to living-history programs, (5) Eastern Shore Heritage, Inc.,

which is the management entity for the Stories of the Chesapeake Heritage Area, and (6) Gateway sites along the Byway and the National Park Service, which manages the Chesapeake Bay Gateways Network.

IMPLEMENTATION PROCESS

Following the completion of this Interpretive Plan, it is recommended that a process of review and consultation be undertaken with communities and sites along the Byway. A steering committee for implementation of Byway interpretation should be identified, which could include not only the current active Alliance partners, but other partners as well, not only to broaden participation but also to help distribute the work load.

It is recommended that a series of meetings be held to review the *Interpretive Plan* and to receive comments, particularly about recommendations for individual sites. Based upon this input, projects to be included in an initial phase of implementation should be selected. Prospective partners in the implementation at each site should be identified and should be asked to submit letters of commitment and support to the Alliance. Public meetings should be held to present the selected phase one implementation projects.

Potential funding sources should be identified for the project as a whole or for individual projects as appropriate. Grant schedules and submission requirements should be researched and coordinated. Processes for Byway and/or community designation as Gateways of the Chesapeake Bay Gateways Network and as Target Investment Zones of the Stories of the Chesapeake Heritage Area should be outlined and implemented as appropriate.

A work plan for implementation of phase one projects should be developed and should be included in grant submissions. This work plan is proposed primarily for implementation of the wayside exhibit system but may also include other potential interpretive components. The implementation of public art and murals in Byway communities are of particular interest. The work process should include:

1. Selection of a multi-disciplinary design team;
2. Review meetings with partners for each site;
3. Conceptual design of phase one projects;
4. Revised cost estimates for each project;
5. Public review of the conceptual designs;
6. Partner and Alliance approval of the conceptual designs;
7. Preparation of construction documents for the exhibits;



8. Bidding;
9. Selection of contractors, which may be by project, type of projects or groups of projects; and
10. Fabrication and installation of exhibits.

During the design and construction process, a steering committee comprised of local partners should be created for each project site and coordinated by the Alliance. Other types of projects, other than the wayside exhibit system, may require vastly different processes than that outlined above, such as the process required for implementation of a living-history program. These other types of potential projects should be undertaken on a separate but related track.

POTENTIAL FUNDING SOURCES

Funding for the implementation of interpretive exhibits along the Byway may be obtained from a variety of potential sources. Most likely, a combination of funding sources will be necessary. Most available grant programs require matching from other funding sources in order to demonstrate support for the proposed project and to leverage local investment. Byway Alliance members are familiar with most of the funding sources available for interpretation of the Byway, as some Alliance members have provided support for many other types of local and regional projects that have used these or similar funding sources. Available funding sources include:

NATIONAL SCENIC BYWAYS PROGRAM

Through the Transportation Equity Act for the 21st Century (TEA-21) or its reauthorizing replacement law, which is described in greater detail below, funding is provided for the National Scenic Byways Program that provides technical and financial support for designated byways. Scenic byway grants require a 20 percent match that will come from state, local, public, or private funds and in-kind donations. Grant applications will be evaluated on how the project will achieve the following:

- Byway travelers must benefit from the proposed project through an improvement in the quality and continuity of their experience—an essential component for attracting more visitors or enticing them to stay longer.
- The byway's story will be interpreted to improve the quality of the visitor experience.



- The byway organization's capacity to help implement the corridor management plan will be strengthened.
- Multi-year priorities will be established for improving the byway, the broader corridor, and the intrinsic qualities for the visitor.
- Coordination among state, local, and private entities for byway enhancements will be fostered.
- Alternative sources of funding will be sought, allowing scenic byway funds to leverage additional funding for greater benefit.

The legislation creating the National Scenic Byways Program established the categories of activities that are eligible for funding. The grant applications for byway projects should be developed to demonstrate how the project fits within these categories. Even though some of these types of activities are not directly related to interpretation, the full list is provided as a reference. It is possible that interpretive projects could be implemented as a part of a larger project undertaken for other purposes. For more information, consult the document *National Scenic Byways Program Guidance for FY 2005 Grant Applications*.

State Scenic Byway Programs

Grant funds can be used to support the planning, design, and development of a state scenic byway program. Program funds, however, may not be used for the ongoing administrative or operating expenses of a state scenic byway program.

Corridor Management Plan

Grant funds can be used to develop and implement a corridor management plan to maintain the scenic, historical, recreational, cultural, natural, and archeological characteristics of a byway corridor while providing for accommodation of increased tourism and development of related amenities. The Byway corridor management plan was completed in 2001 and is a basis for recommendations included in this *Interpretive Plan*.

Safety Improvements

Grant funds can be used for safety improvements to a state or national scenic byway to the extent that the improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the highway as a result of the designation as a state or national scenic byway. Funds may also be used for safety improvements on the scenic byway or a road providing direct and immediate access from the scenic byway to an interpretive site or other resource directly related to the byway or its intrinsic qualities. Funds may not be used,



however, to perform highway maintenance or correct preexisting deficiencies or deficiencies arising from the normal use of the highway.

Byway Facilities

Grant funds may be used for the construction of a facility or improvement for pedestrians and bicyclists, such as a rest area, turnout, highway shoulder improvement, passing lane, scenic overlook, or interpretive facility. The purpose of such a facility or improvement should be to increase the quality of the byway visitor's experience by informing the byway traveler of the significance of the byway or fulfilling multi-modal recommendations of the byway's corridor management plan.

Access to Recreation

Grant funds may be used for an improvement to a scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation, by providing direct access from the byway to a recreational area directly related to the byway or its intrinsic qualities. The improvements should increase the quality of the byway visitor's experience by providing access for vehicles or visitors who otherwise would not be able to access the recreational area or by fulfilling multi-modal recommendations of the byway's corridor management plan.

Resource Protection

Grant funds can be used for enhancing, protecting, or preserving the scenic, historical, recreational, cultural, natural, and archeological resources in an area adjacent to a scenic byway. The purpose of such efforts should be to increase the quality of the byway visitor's experience by enhancing the intrinsic qualities that form the byway's story. Eligible projects include rehabilitation and repair of character-defining historic features and purchasing, rehabilitating, or improving a building that will be owned or operated by a government entity or a nonprofit entity; or acquiring land for a government entity or a nonprofit entity.

Interpretive Information

Grant funds can be used for the development and implementation of an interpretive plan, including tourist or interpretive information directly related to the byway or its intrinsic qualities. Funds may also be used to develop and provide information on the state's total network of scenic byways, a specific byway's intrinsic qualities, and related byway amenities. Products can include written, video, or audio materials, though they may not be sold.

Marketing

Grant funds may be used to develop marketing programs and information for the entire byway, including marketing plans on the state's total network of scenic



byways, or a particular scenic byway. Funds may not be used, however, for ongoing administrative or operating expenses of a scenic byway marketing program.

FEDERAL TRANSPORTATION ENHANCEMENT FUNDS

The Transportation Equity Act for the 21st Century (TEA-21) was enacted June 9, 1998, as Public Law 105-178, authorizing the federal surface transportation programs for highways, highway safety, and transit for the six-year period 1998–2003. The TEA-21 Restoration Act, enacted July 22, 1998, provided technical corrections to the original law. TEA-21 builds on the initiatives established in the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). A new bill extending these programs is currently pending in Congress and is expected to be passed by summer of 2005.

Many significant programs have been created or enhanced under these transportation bills, including, but not limited to, the National Scenic Byways Program; safety programs for drivers, vehicles, and infrastructure; highway construction programs; transit programs; rail programs; congestion and pollution mitigation programs; programs for bicycle and pedestrian trails; and transportation enhancements. Transportation enhancement funding has provided a substantial amount of support for community projects that enhance the character of places. Such projects have included a wide range of historic preservation, restoration, rehabilitation, interpretation, trail, and recreational projects. Transportation enhancement could be an important source of funding for the implementation of Byway interpretive projects.

In addition to the National Scenic Byway Program, the Formula Grant Program for Other Than Urbanized Areas is a potential source for funding within the transportation bill. The Formula Grant Program for Other than Urbanized Areas provides funding for transit enhancement projects such as historic preservation, landscaping, public art, pedestrian access, bicycle access, and enhanced access for persons with disabilities. The funds are apportioned to each state based on the size of its non-urbanized population. Funding may be used for capital, operating, state administration, and project administration expenses. The state of Maryland then creates its own program using the available funds, establishing grants guidelines and processes. Information on the Maryland transportation enhancements grant program related to the pending 2005 transportation bill should be explored once the federal legislation is passed.



CHESAPEAKE BAY GATEWAYS NETWORK

The Chesapeake Bay Gateways Networks offers a grant program managed and funded by the National Park Service. The grant program provides matching grants to designated Gateways for high-quality interpretation, access, or conservation and restoration projects. The purpose of the grant program is to enhance the public's ability to learn about the Bay's stories and significance, explore its natural and cultural resources, and become involved in its stewardship. In order to become eligible for the grant program, the Chesapeake Country Scenic Byway would have to apply for designation as a Gateway site.

In 2004, \$1,419,175 was awarded to designated Gateways through the grant program. Grants ranged in size from \$5,000 to \$150,000. A one-to-one match of the grant amount is required. The match may be provided through in-kind contributions of services or materials, cash, or revenue sources dedicated to the specific project.

Among the types of projects encouraged are eligible projects along waterways, trails, byways, and other connecting routes. These types of trail and byway projects are encouraged because the routes are considered significant Chesapeake experiences. Qualified projects should enable visitors to: (1) access the routes and plan and safely carry out trips along them; (2) experience the stories along the route and learn how they relate to the Chesapeake Bay; and (3) have an opportunity to understand the importance of – and if possible be involved in – conserving Chesapeake's resources.

Three categories of trail and byway projects are eligible for funding:

Projects for interpreting the route, telling the Chesapeake story, including:

- Wayside exhibits and signage,
- Audio productions, such as audio tour tapes,
- Development of live interpretive programs,
- Interpretive brochures and guides;

Projects for accessing a site, helping people get to and use Bay-related resources, including:

- Low-impact improvements that make Bay-related resources more accessible,
- Adding or enhancing water access points,
- Maps or guides that help people use the route, such as a water trail map/guide;



Projects for conserving or restoring key resources, including:

- Developing restoration projects for high-priority habitats along trails,
- Restoring and conserving Bay-related cultural or historic resources that are central to depicting a Gateway's connection to the Chesapeake for the public,
- And in either of the above cases, developing new, lasting programs to involve volunteers, including visitors, in restoration and conservation work at sites.

Proposals receiving priority within the grant program for trails and byways are projects with innovative and substantive interpretation conveying the route's themes and drawing clear relationships to the Chesapeake Bay, projects with links with other Gateways, projects making a route substantially more useable by the public, and projects building ongoing volunteer involvement.

STORIES OF THE CHESAPEAKE HERITAGE AREA

The Stories of the Chesapeake Heritage Area Management Plan identifies the Chesapeake Country National Scenic Byway as a Proposed Target Investment Zone Route within the Heritage Area. Target Investment Zones within designated state heritage areas are eligible for Maryland Heritage Areas Authority grants of up to 50% of projects involving property acquisition, development, preservation, and restoration. The maximum grant award is \$100,000, which may be phased. Designated communities along the Byway within the Heritage Area could use the Target Investment Zone grant program to implement interpretive projects either as stand-alone projects or as part of another larger community project. Other benefits, not directly related to this *Interpretive Plan*, are available to Target Investment Zones as well.

Target Investment Zones within the Heritage Area will be named from an existing list of Proposed Target Investment Zones. In Kent County, Georgetown, Galena, Kennedyville, Turner's Creek, Chestertown, and Rock Hall have been designated as Proposed Target Investment Zones. In Queen Anne's County, Church Hill, Centreville, Queenstown, Kent Narrows, and Stevensville are eligible communities. Eastern Neck National Wildlife Refuge has also been designated a Proposed Target Investment Zone along the Byway.

Communities not already identified as Proposed Target Investment Zones must apply for this preliminary status and will be assessed using ten criteria. Among these are the potential to support proposed regional interpretive framework and system, the ability to leverage private investment to produce measurable tourism benefits, the ability to leverage private investment to promote measurable his-



toric preservation benefits, the ability to attract other public and private funds, and the backing of county and municipal officials.

A number of potential projects have been identified for communities that have been listed as Proposed Target Investment Zones. The Byway Alliance and individual partners should review the list of potential projects identified for Byway communities to identify projects that might be able to implement interpretation consistent with the recommendations of this *Interpretive Plan*. The Alliance should consult with the communities about the status of the proposed projects and whether it would be possible to incorporate interpretation within them. The Alliance and its community partners should also identify their own new projects that might be able to use available Target Investment Zone funding. Interested communities should coordinate with Eastern Shore Heritage, Inc. regarding the Target Investment Zone and grant application processes.

COUNTY GOVERNMENT

Queen Anne's, Kent, and Cecil Counties have been strong supporters of the Byway program and have provided the leadership necessary for both designation of the Byway and the development of this *Interpretive Plan*. It is anticipated that county involvement and support will be essential to the implementation of interpretive exhibit projects along the Byway as well. County participation and approval will be required for many of the potential funding sources for the project. In some cases, the involvement of county staff in the project can be used as a source of matching funds for grant programs. Counties may also be able to contribute funds directly to project implementation or be able to include interpretive projects in larger ongoing public infrastructure projects.

LOCAL COMMUNITIES

Communities along the Byway where exhibits are to be installed should contribute to project funding if possible, particularly the larger communities. In many cases, these communities will be expected to take responsibility for and to maintain the exhibits and their associated landscapes. As discussed above, Byway communities will be critical partners in the implementation of most interpretive projects.

FOUNDATIONS

Another potential source of funding support could come from foundations located within the region. These might include philanthropic organizations associated with major corporations, community foundations, private charitable foun-



dations, and others. The availability of local foundation support has not been researched for this *Interpretive Plan*. Local non-profit organizations and the Stories of the Chesapeake Heritage Area, however, will be aware of them. Any interest in submitting grant applications to local foundations should be coordinated with these entities in order to avoid conflicts. Each potential grant program should be researched to determine how applicable their programs are to the Byway initiatives, and specific qualifying Byway projects should be identified. The schedules of grant rounds for each applicable foundation should be obtained for scheduling the preparation of grant applications.

PRIVATE PARTNERS

Private entities such as non-profit organizations and businesses should be partners in the implementation of interpretive projects whenever possible. They also may be a source of additional funding. Sites that host interpretive exhibits will be asked to take responsibility for their on going maintenance, which should be set out in a memorandum of agreement with the Alliance. The Maryland Civil War Trails program has a process wherein host sites fund implementation of exhibits in addition to taking responsibility for maintenance. This program should be reviewed to see if it could be applicable to sites along the Byway.

Residents along the Byway may also be willing to donate funds, time, services, or materials in support of Byway enhancement projects. Many local volunteers have been and will continue to be involved in Byway and community projects. With recruitment and publicity, public participation should be encouraged as projects are implemented.

ORDER-OF-MAGNITUDE COSTS

The tables below provide information on the estimated costs of the projects recommended in Chapter 5 for each of the proposed interpretive sites. This order-of-magnitude cost estimate is provided for planning purposes and to support potential grant applications and other funding requests. More detailed cost estimates should be prepared as projects are developed and more detailed design information is available. A five-percent escalation should be used for the cost estimates when being projected beyond 2005.



WAYSIDE EXHIBIT SYSTEM

The order-of-magnitude costs estimated for the wayside exhibit system include anticipated costs for the development of content, graphic layout, fabrication, delivery, and installation. Table 1 provides an estimated cost breakdown for each exhibit and sign type recommended as part of the Byway's wayside exhibit system. Table 2 provides a breakdown of costs for different levels of proposed site development associated with exhibit recommendations. Table 3 provides a summary of estimated costs for each proposed site and a total for the entire proposed Byway wayside exhibit presentation. These costs do not include the potential costs for other forms of interpretation recommended in this *Interpretive Plan*, except for several murals and medallions as noted in Table 3. Estimated costs for other forms of interpretation are discussed separately below.

These estimated costs are presented for planning purposes only. Assumptions have been made with respect to the level of landscaping to be installed at each site. More-detailed cost estimates will be necessary as exhibit proposals for each site are refined and conceptual designs for exhibits and associated site development are prepared.

Table 1 - Estimated Costs for Each Exhibit Type

	Content Development	Graphic Layout	Fabrication Delivery Installation	Installation	Total
Kiosk	\$2,500	\$1,200	\$8,000	\$1,200	\$12,900
Wayside Exhibit	\$1,200	\$500	\$2,500	\$500	\$4,700
Small Wayside Exhibit	\$800	\$300	\$1,600	\$500	\$3,200
Temporary Exhibit	\$2,500	\$1,200	\$2,500	\$0	\$6,200
Wayfinding Signs (four signs)		\$200	\$1,400	\$400	\$2,000
Community Signs		\$500	\$1,200	\$800	\$2,500

Table 2 - Estimated Costs for Site Development

	Design	Construction/ Installation	Total
Wayside Overlook	\$5,000	\$12,500	\$17,500
Planting, Level 3	\$650	\$2,900	\$3,550
Planting, Level 2	\$400	\$1,400	\$1,800
Planting, Level 1	\$200	\$800	\$1,000
Furnishings (benches, etc.)	\$0	\$2,500	\$2,500



Table 3 - Potential Costs for Each Site

Sites	Wayside Overlook	Kiosk	Waysides	Furnishings	Landscaping	Mural or Medallion	Subtotal
Chesapeake City		\$12,900.00	\$7,900.00		\$1,000.00	\$9,000.00	\$30,800.00
Bohemia River Landing	\$17,500.00		\$14,100.00				\$31,600.00
Cecilton			\$4,700.00		\$1,000.00		\$5,700.00
Georgetown and Fredericktown	\$17,500.00		\$9,400.00	\$2,500.00	\$3,550.00		\$32,950.00
Galena			\$4,700.00		\$1,000.00	\$9,000.00	\$14,700.00
Shrewsbury Church			\$4,700.00		\$1,000.00		\$5,700.00
Turner's Creek			\$9,400.00		\$1,800.00		\$11,200.00
Kennedyville	\$17,500.00		\$9,400.00		\$3,550.00		\$30,450.00
Urieville Lake			\$9,400.00		\$1,000.00		\$10,400.00
Chestertown			\$30,200.00		\$3,000.00	\$3,000.00	\$36,200.00
St. Paul's Church			\$4,700.00				\$4,700.00
Rock Hall	\$17,500.00		\$14,100.00	\$2,500.00	\$3,550.00		\$37,650.00
Eastern Neck Island			\$9,400.00		\$2,000.00		\$11,400.00
Church Hill			\$4,700.00	\$2,500.00	\$3,550.00	\$3,000.00	\$13,750.00
Starkey Corner			\$4,700.00		\$1,000.00		\$5,700.00
Centreville			\$18,800.00		\$4,000.00		\$22,800.00
Queenstown			\$4,700.00				\$4,700.00
Grasonville			\$3,200.00		\$1,000.00		\$4,200.00
Kent Narrows	\$17,500.00	\$12,900.00					\$30,400.00
Kent Island & Stevensville		\$12,900.00			\$1,800.00		\$14,700.00
Subtotal	\$87,500	\$38,700	\$168,200	\$7,500	\$33,800	\$24,000	
Total for Byway							\$359,700

Note: Table 3 does not include estimated costs for wayfinding signs for each site.

COMMUNITY SIGNS

Existing communities along the Byway should be surveyed to see if there is interest in participating in a community signage program. Given the limited number of communities, a community signage program for the Byway would probably be an initiative of moderate total cost. Community signs can be expected to cost approximately \$2,500 per sign, including \$500 for design, \$1,200 for fabrication, and \$800 for installation. Actual cost will depend entirely upon the type of sign selected and its design.

The sign type and graphic format for community signs should be consistent throughout the Byway. A design and review process involving the interested communities should be established using a regional designer and sign fabricator. The implementation process would probably be independent of the process for other components of the wayside exhibit system. Costs should be firmed up during the design process based upon the complexity of the selected sign type. Quality is important.



HERITAGE-RELATED PLAYGROUND STRUCTURES

The potential cost of heritage-related playground structures will depend upon the complexity of the selected design. An initial budget of \$40,000 per installation is recommended, including design, fabrication, and installation. This figure should then be adjusted as programs and potential designs are considered. It is possible that different installations could be of the same design. Different designs for different communities would be preferable, however.

Playground structures have been recommended for six locations, including Cecilton Park, Galena Town Park, Toal Park, Church Hill Park, Route 18 Park, and Terrapin Nature Park. Communities and organizations associated with these parks should be surveyed for interest in the idea. Those who are interested should form a steering committee to seek funding sources for the project. An initial grant to fund programming, conceptual design, and cost estimates for playground equipment for the participating sites should be obtained to support a larger funding application for construction documents and implementation.

MURAL PROGRAM

Mural programs have been visible and highly successful community initiatives. The Lincoln Highway Heritage Corridor in Pennsylvania has recently implemented a mural program that created eleven murals in communities along its length. The cost of individual murals varied from \$6,000 to \$15,000, though most were in the \$8,000 to \$9,000 range.

Byway communities should be canvassed for interest in the mural idea. Murals have been specifically recommended for two communities in the *Interpretive Plan*, Chesapeake City and Galena. Additional murals should be considered for installation by other communities.

The process for implementing a mural should involve a steering committee from the community in which the mural will be implemented. The steering committee should help develop ideas for the mural content, approve its design, and oversee its installation. Agreements between the building owner and community should be signed that requires the mural to be kept and maintained for at least ten years. Documents and processes related to the implementation of murals have been developed by the Lincoln Highway Heritage Corridor, who would probably be willing to let them serve as a model for the Byway.



PUBLIC ART PROGRAM

The implementation of outdoor public art in communities along the Byway is strongly recommended as a central component of the Byway's interpretive plan. Public art would be appropriate in association with every exhibit recommended for the Byway's wayside exhibit system. It would be particularly beneficial in public parks and plazas and for isolated sites in smaller communities, where the artwork would provide needed context and presence for wayside signage.

The cost of public art can vary widely depending upon the context and the idea. It is recommended, however, that a minimum budget of \$12,000 to \$15,000 per installation be established as a point of departure. The process of implementing public art should be similar to that for murals. The involvement of a local steering committee is important in obtaining local interest and commitment.

EMBEDDED INTERPRETIVE ELEMENTS

Embedded interpretive elements are recommended as a part of new community construction projects. Pending community construction projects along the Byway should be reviewed to identify projects that might be able to incorporate interpretive items. Projects identified for Target Investment Zones along the Byway should be of particular interest as high-priority sites for embedded elements. In most cases, the cost of embedded elements would be incorporated into existing project budgets.

COORDINATED MUSEUM INTERPRETATION

The coordination of interpretation between interpretive sites along the Byway potentially involves both exhibits and interpretation given by guides. A committee with representatives from interested sites and local historians should be formed to explore how interpretation can be coordinated, particularly between sites with similar themes and subjects. The sites should coordinate with other exhibits in their communities as well as with each other, as appropriate. It is recommended that a memorandum be created by the committee outlining its ideas and recommendations.

Based upon the memorandum, an implementation strategy can be developed. With respect to exhibits, grants applications could be prepared to fund new interior or exterior exhibits that coordinate with Byway themes and the presentations at other sites. With respect to guided tours, revised scripts should be prepared by the sites coordinating presentations.



Sites that become partners with the Byway should be included on Byway maps and brochures and in Byway promotional materials. They may also benefit from inclusion in the wayfinding signage program associated with the Byway's way-side exhibit system. At their option, sites may be encouraged to feature Byway logos on or near their site identification signs. The logos would identify the sites as part of the Byway system.

BROCHURE

A Chesapeake County National Scenic Byway Brochure should be developed. It is recommended that the brochure be a full-color, six-panel folding brochure with a generalized Byway map, information, and introduction of interpretive themes. Fifteen thousand copies of a Byway brochure would cost approximately \$4,000, including \$1,500 for design and \$2,500 for printing. The brochure should feature the Byway's graphic identity. A significant number of additional copies could be obtained for a relatively modest additional cost. The brochure should be produced under the management of the Alliance and if possible should be updated and reprinted annually.

WEBSITE

As discussed in Chapter 4, a new for the Byway on the National Scenic Byway website is recommended along with a page on the Stories of the Chesapeake Heritage Area website. Approximately \$5,000 should be budgeted for the new web pages, though the cost could be significantly less depending upon how complex it is. Creation of a full website would cost approximately \$10,000 to \$12,000. Creation of the web pages should be managed by the Alliance with input from partners. It should feature the Byway graphic identity and should coordinate with the graphic identity of the Stories of the Chesapeake Heritage Area.

BYWAY MAPS

The Byway map is proposed to be a fold-out map that would be approximately 24 inches by 24 inches when opened, six panels wide by three panels high. One side would have a high-quality map with supporting information and the other side would have interpretive content and images. \$15,000 to \$18,000 should be budgeted for its design and printing. Like the brochure, production of the map should be managed by the Alliance.



WAYFARER GUIDES AND HISTORIES

Field guides and histories are recommended for the Byway as a whole and for individual communities and sites as appropriate. Approximately \$60,000 should be budgeted for a field guide, including \$15,000 for graphic design, \$25,000 for writing, and \$20,000 for printing. The estimated cost should be adjusted as information is gathered and decisions are made.

A subcommittee should be created to explore the possibility of creating field guides and/or histories. Examples that have been created for other areas should be collected and assessed. The committee should create a proposal for the publication(s) including subject, intended audience, size, design guidelines, production, printing specifications, and method of sale or distribution. Once approved by the Alliance, the proposal should be used as the basis for a grant application for funding. The publication(s) should be closely coordinated with the Stories of the Chesapeake Heritage Area and may be undertaken as a joint endeavor.

GUIDED AUTO TOURS

Auto tours using narratives, commentary, and period music on compact disks are a means of providing an enhanced and memorable experience of the Byway. Creating a high-quality auto tour is a labor-intensive endeavor. An engaging, professional presentation is essential to the success of the product. In developing the CD, a balance should be sought between academic history and artistic presentation. The interpretation should be factual, but there is no need to present it in a dry manner. The CD should be interesting and a pleasure to listen to whether you are in the car or not. Beware of the tendency to overly dramatize or sensationalize the subjects.

Auto tours can cost between \$25,000 and \$65,000 for 1,000 copies of a single 90-minute tour. \$25,000 pays for a semi-professional presentation with a considerable amount of in-kind contribution of talent and technical services. \$65,000 funds a slick production with fully-compensated talent, illustrated guidebook, quality graphic design, and merchandizing services. Neither amount includes the considerable amount of staff time required to manage the project.

Generally, the initial investment in a quality auto tour is so high that the cost cannot be totally recouped through sales. It must be subsidized; the tours do not tend to fly off the shelf. Nonetheless, it is a worthwhile product for the region. Examples produced for other locations should be reviewed, and discussions should be initiated with professional production houses in order to learn more about the



process and to weigh options. Such a project should be undertaken by the Alliance in partnership with the Stories of the Chesapeake Heritage Area. Funding should include an ample allowance for staff time.

LIVING-HISTORY PRESENTATIONS

Living history presentations are an important way of presenting the region's heritage to visitors and residents. A variety of types of programming can be undertaken, as outlined in Chapter 4. It is recommended that a relationship be structured with a local performing arts group. At a minimum, the performing arts group could provide a small cast of players who would be available for informal contact with people at special events. From that base, a variety of types of demonstrations, skits, and even plays could be developed. Funding should be sought through humanities grants. Like the Chesapeake Faces suggested in Chapter 4, each character should have a history and a character that can be presented and conveyed through improvisation or scripted events.

VIDEO DOCUMENTARY

Like auto tours, video productions are labor intensive and expensive to produce. Similar to the tours, a budget of \$25,000 to \$65,000 should be considered. A good deal more could be spent for a longer and more extensive production. At the lower end, the video could simply be images and music conveying its message through a general impression of the medium. At the higher end, a professional narrative could be introduced along with historical and current images conveying the Byway's themes and principal stories.

REPRODUCTIONS OF CULTURAL ARTIFACTS

In collaboration with the Stories of the Chesapeake Heritage Area, the Byway should explore the creation of reproductions of cultural artifacts. The reproduction of a series of historical postcards has been a successful and low-cost endeavor for many areas. In addition, local producers can be sought to recreate historical items such as pottery, glassware, artwork, clothing, tools, metalwork, and other objects. Costs will vary based upon the endeavor.

PHASING

It will probably be necessary to implement a wayside exhibit system similar to that recommended in Chapter 5 in phases. Phasing will allow flexibility, as some



sites will take longer to develop than others. Phase one of any implementation should as complete a presentation as possible so that the Byway can be marketed as an experience. It should not be marketed until there is some sense of completeness and a distinct level of quality. The Byway cannot afford to disappoint visitors; the word will get around. On the other hand, word-of-mouth communication of a positive experience will enhance the region's reputation and encourage visitation.

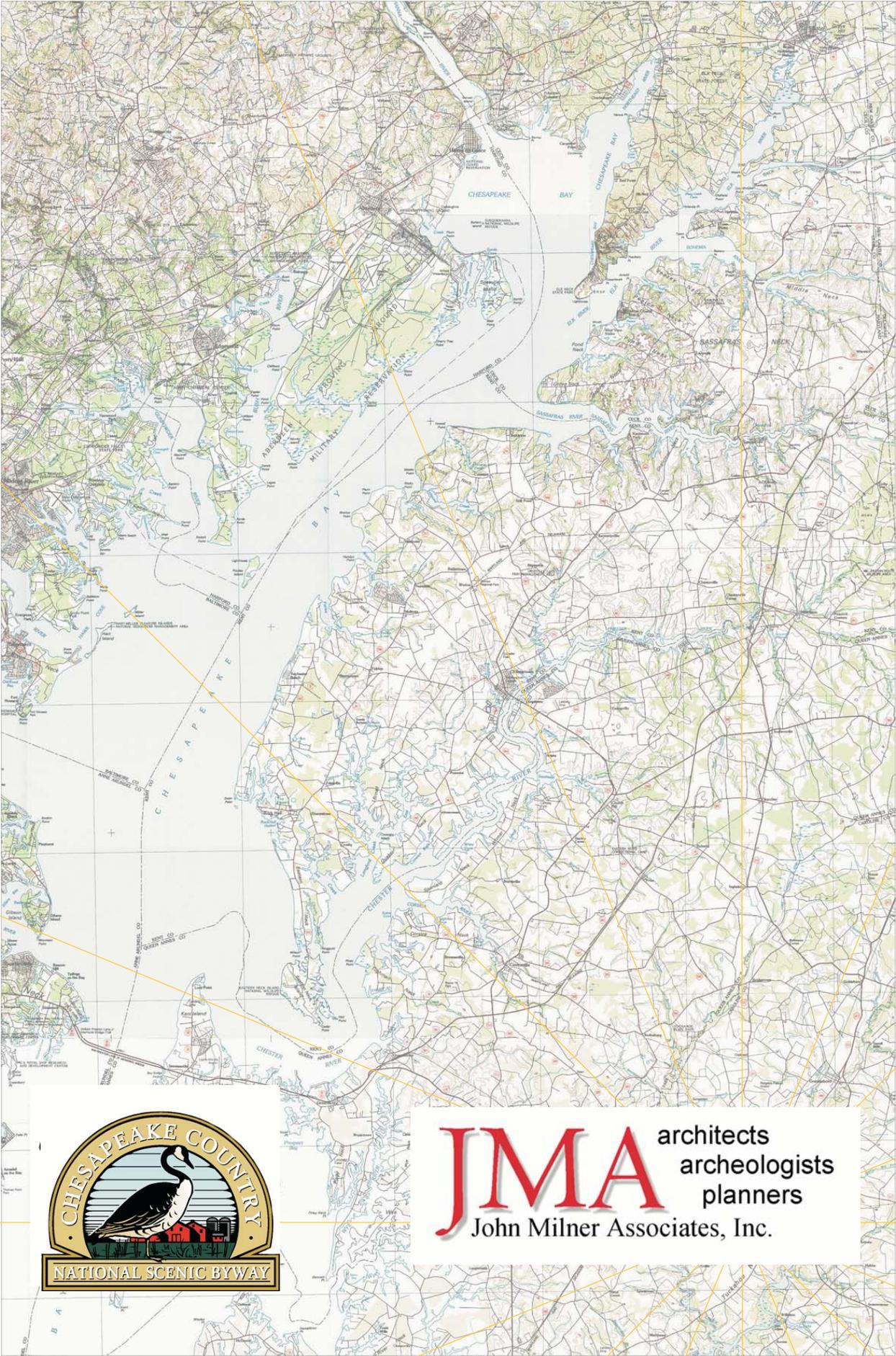
Phase one should include ready-to-go projects, easily implemented projects, and exhibits incorporated into other projects that are in the works. Phase two will fill out the presentation, creating a substantial presence and filling in the gaps. Phase three will constitute a full build-out, bringing on sites that are more difficult to develop. Existing sites can be further enhanced during any phase. Over time, it will be necessary to rethink, revise, and refresh exhibits so that they keep up with interests, developments, and capabilities within the community.

Table 4 outlines suggested phasing for consideration based upon a current assessment of existing sites.

Table 4 - Costs Per Phase

Sites	Phase 1	Phase 2	Phase 3
Chesapeake City		\$30,800	
Bohemia River Landing	\$31,600		
Cecilton		\$5,700	
Georgetown and Fredericktown			\$32,950
Galena		\$14,700	
Shrewsbury Church		\$5,700	
Turner's Creek		\$11,200	
Kennedyville			\$30,450
Urieville Lake		\$10,400	
Chestertown		\$36,200	
St. Paul's Church			\$4,700
Rock Hall	\$37,650		
Eastern Neck Island		\$11,400	
Church Hill			\$10,750
Starkey Corner	\$5,700		
Centreville	\$25,800		
Queenstown			\$4,700
Grasonville		\$4,200	
Kent Narrows	\$30,400		
Kent Island & Stevensville		\$14,700	
Subtotal Per Phase	\$131,150	\$145,000	\$83,550





JMA architects
archeologists
planners
John Milner Associates, Inc.