



ESSEX NATIONAL  
HERITAGE AREA

**FOR IMMEDIATE RELEASE**

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**SCENIC BYWAY PUBLIC FORUMS ANNOUNCED**

***Essex Heritage seeks public input on regional cultural tourism initiative***

**For Immediate Release (Salem, MA)** ... Essex Heritage (The Essex National Heritage Commission), a regional advocate for the quality of life on the North Shore, announces that public forums will be held in the 13 coastal communities which host the Essex Heritage Scenic Byway. The public and business communities are invited to participate and learn about the development of the 85-mile, state-designated scenic coastal route that stretches from Lynn, through Cape Ann to Newburyport. Beginning in late October, the forums will be scheduled throughout the fall.

The first public meeting will be held in Lynn, on Thursday, October 21 from 6:30 to 8:30 in Lynn City Hall, Room 302. All community forums will begin at 6:30 with an informal open house during which community members can look at maps and related materials. A presentation of the overall byway concept and key strategic recommendations for its implementation will begin at 7:00 and be followed by public participation.

In addition to the October 21 meeting in Lynn, other currently scheduled public forums include:

- Wednesday, November 10      Rockport      Rockport Public Library, Brenner Room
- Thursday, November 18      Gloucester      Gloucester City Hall, Kyrouz Auditorium
- Tuesday, November 30      Salem      Salem City Hall Annex, 3<sup>rd</sup> Floor
- Wednesday, December 8      Swampscott      Swampscott High School, Room B129


- Thursday, December 16                      Beverly              Beverly Public Library, Sohler Room
- Monday, January 31, 2011              Marblehead              Abbot Public Library

“The forums will give the public an opportunity to hear how the emergent Essex Heritage Scenic Byway can offer the best possible traveler experience while enhancing the quality of life for residents along its 85-mile coastal route”, said Annie Harris, Essex Heritage Executive Director. “These public meetings will introduce the byway’s primary attributes and present recommendations for its long-term preservation and promotion” she added.

Launched in June 2009 and on-schedule for completion by March 2011, the planning initiative for the Essex Heritage Scenic Byway engages grass-roots representatives from the 13 Essex County communities through which the byway passes. Anchored at each end by the gateway cities of Lynn and Newburyport, the byway travels through Swampscott, Marblehead, Salem, Beverly, Manchester-by-the-Sea, Gloucester, Rockport, Essex, Ipswich, Rowley and Newbury. The byway follows portions of Routes 1A, 129, 114, 127, 127A, and 133 as well as local roads in Marblehead, Gloucester, Newbury and Newburyport.

Essex Heritage received grant funding from the federal National Scenic Byways Program and the Massachusetts Department of Transportation (MassDOT) to create a corridor management plan for the byway. Taintor & Associates, a Newburyport-based planning, policy, and development firm is leading preparation of the plan that will identify strategies for preserving, enhancing, and promoting the byway’s scenic, cultural, historic, recreational and natural qualities.

For more information about the Essex Heritage Scenic Byway, please visit the Essex Heritage website at: [www.essexheritage.org/scenicbyways](http://www.essexheritage.org/scenicbyways)

 <p>ESSEX NATIONAL HERITAGE AREA</p>	<p>About the Essex National Heritage Area and Essex Heritage</p> <p>Designated by the US Congress in recognition of the important role that this region played in American history and its significant heritage sites still remaining, the Essex National Heritage Area is comprised of the 34 communities of Essex County, MA. Essex Heritage is a non profit agency that manages the Heritage Area, and works in collaboration with the National Park Service to promote public/private partnerships, and develop programs that enhance, preserve and encourage regional awareness of the Area’s unique historic, cultural and natural resources.</p> <p>For more information, visit Essex Heritage at <a href="http://www.essexheritage.org">www.essexheritage.org</a> or call (978) 740-0444.</p>
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