

The Battle Road Scenic Byway: Road to Revolutions

Arlington • Lexington • Lincoln • Concord
www.battleroadscenicbyway.org

OPEN HOUSE



Welcome to the Battle Road Scenic Byway Open House!

In the atrium area, please visit the following stations to learn more about the *Battle Road Scenic Byway Corridor Management Plan*. Battle Road Scenic Byway Working Group members will be at each station to tell you more about the project and to make sure we receive your feedback!

- ★ **Project overview and intrinsic resources management:** Learn about the benefits of the Battle Road Scenic Byway and strategies for protecting and promoting its myriad historic, cultural, recreational, natural, and scenic resources.
- ★ **Transportation management:** Learn about strategies for improving safety and mobility along the Byway, including ideas for improving bicycle and pedestrian access.
- ★ **Land use management:** Learn about strategies for improving visual continuity along the Byway and ideas for encouraging preservation of Byway resources.
- ★ **Tourism and Byway promotion:** Learn about strategies for improving the visitor experience and promoting the Byway.
- ★ **Implementation strategies:** Learn about the proposed Battle Road Scenic Byway Task Force and next steps for implementing the *Battle Road Scenic Byway Corridor Management Plan*.

In addition to these stations, we are offering two presentations in each auditorium at the Minute Man Visitor Center:

- ★ **Google Earth Virtual Tour:** Fly over the Byway to see its resources and attractions! This presentation will be played on a continuous loop.
- ★ **Road to Revolution:** Watch this multimedia presentation by the Minute Man National Historical Park to learn more about the events on April 19, 1775 along Battle Road. This presentation will be offered every 30 minutes.

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Your input is requested!

Today, you will have an opportunity to provide the Battle Road Scenic Byway with your feedback. Please make sure to fill out a feedback form, which you should receive when signing in, as well as offer your comments to Working Group members while visiting each station!

After this meeting, please visit www.battleroadscenicbyway.org to look at draft chapters of the corridor management plan. We are accepting comments until April 15, 2011. Please email your comments to mbewtra@mapc.org, or mail them to: Attn: Manisha Bewtra, Metropolitan Area Planning Council, 60 Temple Place, Boston, MA 02111. Comments must be received by April 15 in order to be considered.

Battle Road Scenic Byway Corridor Management Plan

Top Eleven Recommendations

1. Establish a Battle Road Scenic Byway management entity.
2. Seek designation of additional sections to become part of the Battle Road Scenic Byway.
3. Seek federal designation of the Byway as a National Scenic Byway or All-American Road.
4. Develop a Battle Road Scenic Byway logo and branding scheme that will be used in Byway print and online materials as well as along the corridor itself.
5. Create a Battle Road Scenic Byway website and use the Internet and social media to promote the Byway.
6. Ensure local regulations and development decisions that affect the Battle Road Scenic Byway corridor and its environs protect and enhance the intrinsic qualities of the Byway.
7. Develop landscaping guidelines to buffer or screen land uses that do not contribute to the intrinsic qualities of the Byway.
8. Ensure existing Byway resources are in good repair.
9. Follow context-sensitive roadway design guidelines to preserve the intrinsic qualities of the Byway, provide access to bicyclists and pedestrians, and improve safety and mobility along the roadway.
10. Work with the tourism and hospitality industry to promote the Byway.
11. Develop facilities that will enhance the Byway visitor experience.