



Number Six

Charles Street Byway Management Plan

Protecting and Promoting the Unique Qualities of the Charles Street Corridor

Enhancing the Visitor Experience

Of the fourteen requirements for corridor management plans that must be met for a scenic road to be designated as a National Scenic Byway, four are specific to enhancing the visitor experience along the Byway:

- A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities
- A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience
- A narrative describing how the National Scenic Byway will be positioned for marketing
- A description of plans to interpret the significant resources of the scenic byway

Management strategies aimed at enhancing the visitor experience along the Byway include both wayfinding and interpretation. There are a number of pedestrian oriented wayfinding projects already taking place along the downtown sections of the Byway. Existing walking tours are already being offered that incorporate portions of Charles Street and help tell the story of its development.

Additional walking tours directly related to the theme – urban innovation on the shores of the Chesapeake – need to be further developed. Wayfinding signs need help visitors find visitor facilities

Marketing the Byway should take advantage of Charles Street’s multi-



modal access to a wide range of regionally significant historic sites organized around a specific theme.

Preliminary Strategies

It is vitally important to the success of the Byway that visitors can easily find the Byway and the points of interest and features that help to tell the Byway’s story in a cohesive way. The attached table identifies a preliminary list of visitor experience strategies designed to make it easier to find and learn about the resources found along the Byway. The following key projects are included in the strategies:

- 1) Make it easier to find the byway in South Baltimore–
 - From I-95 to Key Highway to Fort Avenue into South Baltimore
 - From the Inner Harbor Visitor Center to Cross Street Market via Light Street
 - From the Baltimore-Washington Parkway and Russell Street to the Cross Street Market via West Hamburg Street

- 2) Make it easier to find the Byway from I-695 in Baltimore County and improve the overall quality of the experience of the northern section of the Byway
 - Direct Byway visitors from the Baltimore Beltway to a new visitor information kiosk – the location of which is still to be determined (see previous discussion of enhancement strategies and requiring coordination with the Charles Street Interchange/Beltway Widening project
 - Direct visitors from the visitor information kiosk to key sites along North Charles (Lutherville, Sheppard Pratt, and others)

- 3) Develop new visitor information kiosks or ensure that existing visitor centers have Byway specific information at key connection points along the byway:
 - Cross Street Market in South Baltimore
 - the Inner Harbor (existing visitor center)
 - Downtown (Charles Center)
 - Mt. Vernon Place
 - Penn Station
 - Johns Hopkins / Baltimore Museum of Art
 - the North Charles Gateway

- 4) Develop a series of themed walking tours/itineraries to expand existing offerings along Charles Street originating at locations noted above. The following itineraries are recommended and further described in the attached list of strategies:
 - Innovations in Housing: The Row House
 - Charles Street’s Architectural Icons
 - Charles Street’s Houses of Worship
 - Innovations in Education and Philanthropy

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