

## Green Infrastructure

The heritage area's "green infrastructure" encompasses its network of interconnected forests, waterways, meadows, wetlands, and other natural areas (figure 5.3). This green infrastructure helps support the heritage area's native plant and animal species, maintain natural ecological processes, sustain air and water resources, and contribute to the health and quality of life for residents and visitors. MD DNR has mapped "green infrastructure" throughout the state (MD 2003); building on this effort, Howard County has implemented a *Green Infrastructure Network Plan* (Howard County 2012a) designed to further define, protect, and enhance a green infrastructure network that includes and links the county's most ecologically significant natural areas. Figure 5.3 depicts green infrastructure in Howard County as mapped by the county's plan (Howard County 2012a), whereas green infrastructure in Baltimore County is based upon findings of the statewide analysis (MD 2003).

The basic building blocks of the green infrastructure network are hubs and corridors.

- **Hubs** are large, unbroken blocks of forest and wetland habitat that support unique and rare forest communities, unmodified wetlands, rare or sensitive species locations, biologically important rivers and streams, and existing conservation lands managed for natural values.
- **Corridors** are habitat highways that allow for the movement of animals, plant seeds, water, and other important natural processes between hubs. Many species depend on corridors to meet their migratory needs, particularly as habitat requirements shift due to feeding or breeding lifecycle stages or environmental changes, such as those resulting from global climate change.

The basic criteria for mapping hubs are:

- interior forests of at least 250 acres in Baltimore County and 50 acres in Howard County, each with a 300-foot buffer
- wetlands of at least 100 acres in Baltimore County and 25 acres in Howard County, each with a 100-foot buffer
- county and state parkland and open space that contains interior forest and wetland resources
- forest, parkland, and open space adjacent to interior forest and wetland resources

Within the heritage area there are four hubs along the Patapsco River and its tributaries, encompassing approximately 6,250 acres (40% of the heritage area). One hub extends from Daniels to above Oella, one extends from below Ellicott City to I-95, one is a small hub along the Patapsco River between I-95 and US 1, and one extends along the Patapsco River south of US 1. Corridors within the heritage area connect the four hubs, encompassing approximately 400 acres (3% of the heritage area).

## Fish

Bass, channel catfish, white perch, smallmouth bass, largemouth bass, bluegill, dace, minnows, shiners, darters, and American eel are most commonly found in the Patapsco River and many of its tributaries. The river is also stocked with trout during certain seasons. The Maryland Biological Stream Survey

(MBSS) sampled fish populations in the lower North Branch Patapsco River watershed in 1995, 1996, and 2000 (Maryland 2005a). The MBSS assessments focused on the condition and diversity of the fish community. Sites on Deep Run and its tributaries and Rockburn Branch were ranked as good or fair. One site on Tiber Branch also ranked as fair.

Anadromous fish spawning has been documented in two locations: on the main stem downstream of Rockburn Branch and in Deep Run (Maryland 2005). These fish species require fresh nontidal waters for spawning but live most of their lives in higher salinity water, such as the Chesapeake Bay. Herring, white perch and yellow perch have been documented in the Patapsco River as far upstream as the Rockburn Branch area (Maryland 2005). Spawning has also been documented in Deep Run about one mile upstream from its confluence with the Patapsco River (Maryland 2005). Fish ladders are located at Bloede Dam and Daniels Dam.

## **Wildlife**

Forest blocks composing the green infrastructure hubs within the heritage area, largely within Patapsco Valley State Park, provide habitat for diverse mammals and forest interior dwelling birds. Within Patapsco Valley State Park, there are confirmed sightings of twenty-three different species of mammals, sixteen probable or unconfirmed sightings of mammal species, and thirteen possible mammal species. Included in the confirmed sightings are a cougar and bears. Coyotes have also moved back into the park in recent years.

The area in and around Patapsco Valley State Park has been designated an important bird area (IBA) by the National Audubon Society. An IBA is a site that supports significant populations of birds considered vulnerable. Within Patapsco Valley State Park there are eighty-five confirmed sightings of different bird species, thirteen bird species that are unconfirmed sightings, and fourteen bird species that can possibly be found within the park. Among the confirmed sightings of bird species are bald eagle, great blue heron, and various forest interior dwelling birds.

## **5.4 Recreation Resources**

### **Patapsco Valley State Park**

Patapsco Valley State Park extends along 32 miles of the Patapsco River, encompassing 16,043 acres and nine recreational areas. Approximately 14.7 miles (46%) and 5,346 acres (33%) are within the heritage area.

#### **Developed Day-Use Areas**

Four of the park's five developed day-use areas are within the heritage area (table 5.9). Recreational opportunities include hiking, fishing, camping, canoeing, horseback riding, and bike riding, as well as picnicking for individuals or large groups in the park's many picnic shelters.



**Table 5.9 Patapsco Valley State Park – Recreation Opportunities at Day-Use Areas**

<b>Daniels Area (partially developed)</b>	
<b>Entrance Location</b>	from Daniels Road (Howard County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- soft launch boat access</li> <li>- parking</li> </ul>
<b>Trails</b>	<ul style="list-style-type: none"> <li>- Thru Trail</li> <li>- Old Main Line Trail</li> <li>- numerous unnamed trails</li> </ul>
<b>Things to Do</b>	<ul style="list-style-type: none"> <li>- hiking</li> <li>- biking – Biking is permitted on all trails in the area.</li> <li>- boating – There is a soft launch for paddlers.</li> <li>- fishing – The river is accessible from the Old Main Line Trail and the Thru Trail.</li> <li>- swimming – Unguarded swimming and tubing are permitted all along the river, except where posted as closed.</li> <li>- overlook – An unnamed trail provides access to the Daniels Mill overlook.</li> </ul>
<b>Hollofield Area</b>	
<b>Entrance Location</b>	from Route 40 (Baltimore National Pike) (Howard County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- visitor contact facility (at park headquarters)</li> <li>- 10 shelters (reservations required)</li> <li>- picnic tables</li> <li>- playground (fully accessible)</li> <li>- family campground (73 campsites, some with electric hook-ups, some handicapped accessible, all with a picnic table and fire ring) (open first Friday in April and closes last full weekend in October)</li> <li>- restrooms</li> <li>- parking</li> </ul>
<b>Trails</b>	<ul style="list-style-type: none"> <li>- Old Ranger Trail (1.5-mile loop trail)</li> <li>- Peaceful Pond Trail (0.1 mile)</li> <li>- Union Dam Trail (0.3 mile)</li> <li>- River Ridge Trail (0.2 mile)</li> <li>- Campground Connector Trail</li> </ul>
<b>Things to Do</b>	<ul style="list-style-type: none"> <li>- picnicking (at shelters and individual picnic tables)</li> <li>- camping</li> <li>- hiking</li> <li>- biking – Biking is permitted on most trails in the area.</li> <li>- fishing – The river is accessible from Union Dam Trail and River Ridge Trail. Fishermen may also access the river where Old Frederick Road crosses the river. A dirt parking area adjacent to the bridge and railroad tracks provides parking for fishermen wishing to use the area.</li> <li>- swimming – Unguarded swimming and tubing are permitted all along the river, except where posted as closed.</li> <li>- overlook – The area provides a sweeping view of the Patapsco Valley.</li> </ul>
<b>Admin Facilities</b>	<ul style="list-style-type: none"> <li>- park headquarters</li> <li>- park maintenance complex</li> </ul>
<b>Pickall Area (seasonal weekend operation, May through September)</b>	
<b>Entrance Location</b>	from Johnnycake Road (Baltimore County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- 11 shelters (large, suitable for corporate picnics, family reunions, and other large gatherings) (reservations req)</li> <li>- playgrounds</li> <li>- basketball court</li> <li>- sand volleyball court</li> <li>- restrooms</li> <li>- parking</li> </ul>

**Table 5.9 Patapsco Valley State Park – Recreation Opportunities at Day-Use Areas**

<b>Pickall Area (seasonal weekend operation, May through September) (continued)</b>	
<b>Trails</b>	- trail along area picnic area perimeter (unmaintained)
<b>Things to Do</b>	- picnicking (at shelters) - outdoor play - hiking - biking – Biking is permitted on all trails in the area.
<b>Hilton Area</b>	
<b>Entrance Location</b>	from Hilton Avenue (Catonsville)
<b>Amenities</b>	- visitor contact station - 6 shelters (reservations required) (available year round) - picnic tables - recycled tire playground (2 acres, for children age 5 to 12) - nature center (meeting point for park interpretive programs) - family campground (12 tent camping sites, no electricity) (6 single room camper cabins) (playground) - youth group campground (4 group tent camping sites) - restrooms - parking
<b>Trails</b>	- Forest Glen Trail (0.6 mile) (foot trail only) - Kid's Nature Trail - Santee Trail (2.4 miles) - Pigs Run Trail (0.2 mile) (foot trail only) - Charcoal Trail (0.7 mile) - Saw Mill Branch Trail (0.9 mile) (partly foot trail only) - Buzzards Rock Trail (partly foot trail only) - Grist Mill Trail (2.5 miles)
<b>Things to Do</b>	- picnicking - camping - hiking - biking – Biking is permitted on most trails in the area. - fishing – The river is accessible from the Grist Mill. - swimming – Unguarded swimming and tubing are permitted all along the river, except where posted as closed. - overlooks – The Grist Mill Trail provides several overlooks of the Patapsco River. The Sawmill Branch-Buzzard's Rock Loop Trail provides excellent views of the river and Bloede Dam.
<b>Glen Artney Area</b>	
<b>Entrance Location</b>	from Glen Artney Road and River Road via the Avalon park entrance (via South Street off US 1 in Saint Denis, Baltimore County)
<b>Amenities</b>	- 8 shelters (reservations required) - Lost Lake picnic area (fully accessible for fishing and picnicking) - restrooms - parking
<b>Trails</b>	- Vineyard Springs Trail - Soapstone Trail - Bull Run Trail - Santee Trail (2.4 miles) - Grist Mill Trail (2.5 miles)



**Table 5.9 Patapsco Valley State Park – Recreation Opportunities at Day-Use Areas**

<b>Glen Artney Area (continued)</b>	
<b>Things to Do</b>	<ul style="list-style-type: none"> <li>- picnicking (at shelters and individual picnic tables)</li> <li>- hiking</li> <li>- biking – Biking is permitted on most trails in the area.</li> <li>- fishing – The river is accessible from the Grist Mill. Fishing is permitted in Lost Lake.</li> <li>- swimming – Unguarded swimming and tubing are permitted all along the river, except where posted as closed.</li> <li>- overlooks – The Grist Mill Trail provides several overlooks of the Patapsco River.</li> </ul>
<b>Orange Grove Area</b>	
<b>Entrance Location</b>	from River Road via the Avalon park entrance(via South Street off US 1 in Saint Denis, Baltimore County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- 2 shelters (reservations required)</li> <li>- picnic tables</li> <li>- restrooms</li> <li>- parking</li> </ul>
<b>Trails</b>	<ul style="list-style-type: none"> <li>- Ridge Trail</li> <li>- Cascade Trail</li> <li>- Morning Choice Trail</li> <li>- Valley View Trail (partly foot trail only)</li> <li>- Old Track Loop Trail</li> </ul>
<b>Things to Do</b>	<ul style="list-style-type: none"> <li>- picnicking (at shelters and individual picnic tables)</li> <li>- hiking</li> <li>- biking – Biking is permitted on most trails in the area. The Cascade Trail is popular for experienced to advanced mountain biking.</li> <li>- fishing – The river is accessible from River Road.</li> <li>- swimming – Unguarded swimming and tubing are permitted all along the river, except where posted as closed.</li> <li>- overlooks – The Cascade Trail and Ridge Trail provides several overlooks of the Patapsco River.</li> </ul>
<b>Avalon Area</b>	
<b>Entrance Location</b>	from River Road via the Avalon park entrance(via South Street off US 1 in Saint Denis, Baltimore County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- 1 shelter (reservations required)</li> <li>- picnic tables</li> <li>- soft launch boat access</li> <li>- restrooms</li> <li>- parking</li> </ul>
<b>Trails</b>	<ul style="list-style-type: none"> <li>- Rockburn Branch Loop Trail</li> <li>- Morning Choice Trail</li> <li>- Ridge Trail</li> <li>- Valley View Trail (foot trail only)</li> </ul>
<b>Things to Do</b>	<ul style="list-style-type: none"> <li>- picnicking (at the shelter and individual picnic tables)</li> <li>- hiking</li> <li>- biking – Biking is permitted on most trails in the area.</li> <li>- fishing – The river is accessible from River Road.</li> <li>- swimming – Unguarded swimming and tubing are permitted all along the river, except where posted as closed.</li> <li>- overlooks – The Valley View Trail provides several overlooks of the Patapsco River and the Patapsco River Valley.</li> </ul>



### **Grist Mill Trail**

A major attraction within the park, in addition to the developed day-use areas, is the Grist Mill Trail, a paved multi-purpose trail extending for 2.5 miles from Ilchester Road to Lost Lake in Patapsco Valley State Park. The trail runs alongside the Patapsco River on its east side in Baltimore County. It offers scenic views of flowing water, rapids, and rocks, as well as opportunities to see numerous historic mill sites. Other places to visit along the trail are Lost Lake, the Swinging Bridge, Bloede Dam, and the footbridge at Ilchester Road. The trail is handicapped accessible, offering all types of visitors an opportunity to use it. Paralleling the paved trail is a 3-foot wide gravel horse path. Trail access is from Ilchester Road, the Orange Grove Area, and Lost Lake in the Avalon Area. Parking demand frequently exceeds capacity year-round on weekends at Ilchester Road and during summer months in the Orange Grove area and at Lost Lake.

### **Mill Race Trail and Rock Haven Trail**

Another popular trail within the park, located outside of the developed day-use areas, is the Mill Race Trail. The Mill Race Trail is a mile-long dirt footpath along the levee from Union Dam towards Oella, on the Baltimore County side of the Patapsco River across from the Hollofield developed area. The trail follows the longest mill race in the country. Public access to the Mill Race Trail is via a loop incorporating a sustainable trail on the upstream end with a steep spur trail on the downstream end from the Rock Haven Trail, a 0.5-mile trail that follows an abandoned section of the old Rock Haven Road.

## **Baltimore County and Howard County Parks**

Several county parks in the heritage area offer residents and visitors opportunities for a wide variety of recreation activities (table 5.10). Primary among these are Benjamin Banneker Historical Park and Museum (138 acres) in Baltimore County and Rockburn Branch Park (415 acres) in Howard County.

### **Patapsco Heritage Trail**

The Patapsco Heritage Trail is an on/off road trail that connects Ellicott City/Catonsville to the BWI Trail. From Ellicott City the on-road section of the trail follows Frederick Road to Ilchester where it enters Patapsco Valley State Park. Through the state park it follows the Grist Mill Trail. South of the state park, it follows an existing bike route on backcountry roads to the BWI Trail. From the BWI Trail connections are possible to Annapolis, to the East Coast Greenway (running from Calais, ME, to the Florida Keys), and to the American Discovery Trail (running from Lewes, DE, to Point Reyes, CA).

### **Catonsville Area Rail Trails**

Catonsville Rails to Trails, Inc. is working with Baltimore County and MD DOT to provide an interconnected network of rail trails and bike lanes that will ultimately link the Gwynns Falls Trail (which



# Patapsco Heritage Area Management Plan

Figure 5.4

## Recreation Resources

### Parks

- Patapsco Valley State Park
- County Parks and Recreation Centers
- Golf Course (Private)

### Public Trails and Trailheads

- Grist Mill Trail
- Trolley Line #9 Trail
- #8 Streetcar Path
- Other Trails (trails in Patapsco Valley State Park in Baltimore county not shown)

### Trailheads

### Public Campgrounds

- Tent, RV, and Cabin Camping
- Tent and RV Camping
- Youth Group Camping

### Picnic Areas

- Picnic Area

### Scenic River Overlooks and Settings

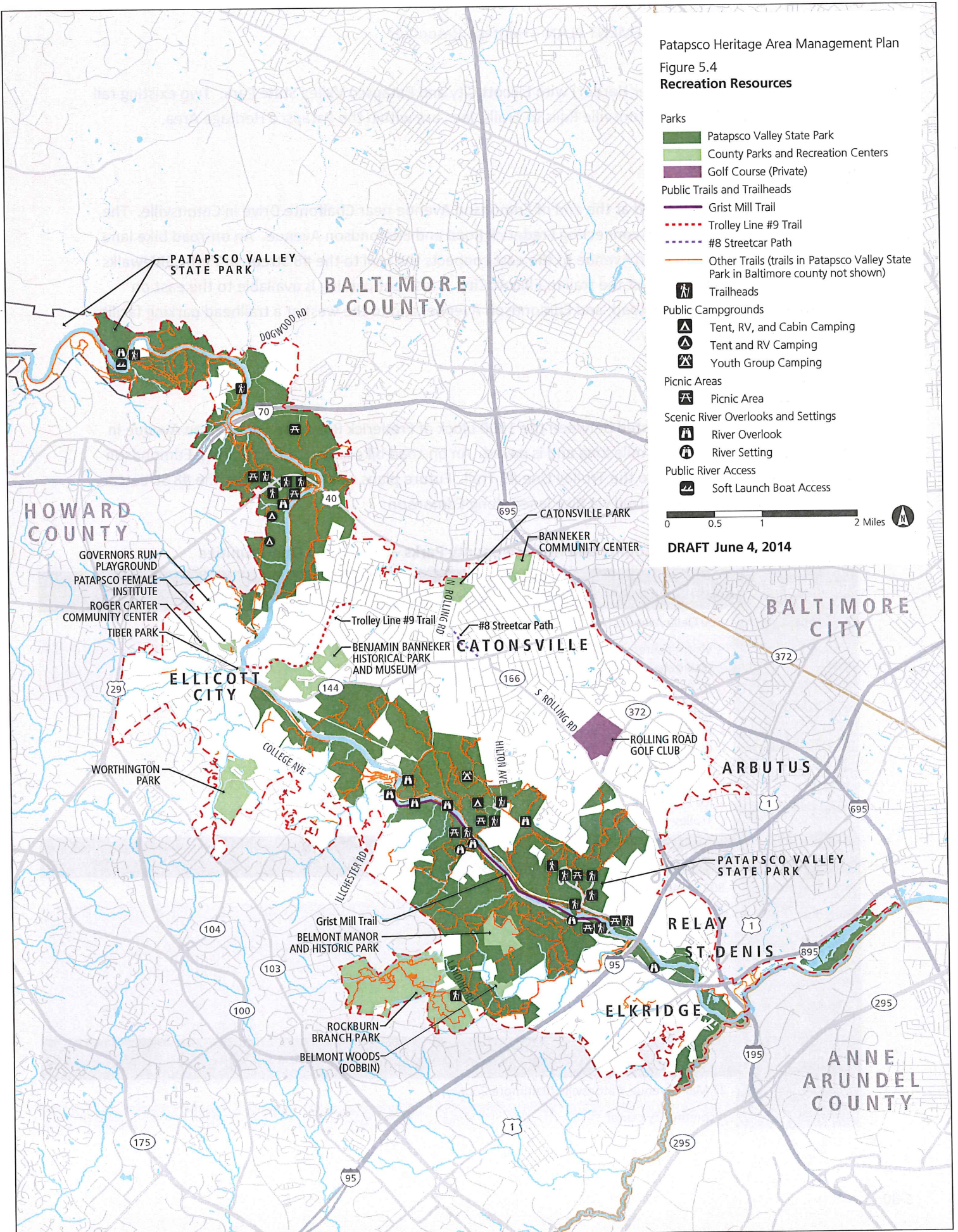
- River Overlook
- River Setting

### Public River Access

- Soft Launch Boat Access



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begins at the Baltimore Inner Harbor) with Ellicott City and Patapsco Valley State Park. Two existing rail trail links, maintained by Catonsville Rails to Trails, Inc., are within the Patapsco Heritage Area.

### **Trolley Line #9 Trail**

The #9 Trolley Trail is located at the end of Edmonson Avenue near Chalfonte Drive in Catonsville. The trail is a paved 1.5-mile trail connecting Frederick Road and Edmondson Avenue. An on-road bike lane (1.4 miles) along Edmondson Avenue to the east connects the trail to the #8 Streetcar Path. Sidewalks (0.2-mile) to the west connect the trail to Ellicott City. On-street parking is available to the east on Chalfonte Drive, Stonewall Road, and Edmondson Avenue, and to the west at a trailhead parking facility on Oella Drive in Ellicott City.

### **#8 Streetcar Path**

The #8 Streetcar Path is located between the 1600 block of Frederick Road and Edmondson Avenue in Catonsville. The path is 0.4 mile long and is paved. An on-road bike lane (1.4 miles) along Edmondson Avenue connects the path to the Trolley Line #9 Trail. Future plans call for connecting the #8 Streetcar Path to 1) the Gwynns Falls Trail via bike lanes along Edmonson

**Table 5.10 Baltimore County and Howard County Parks – Recreation Opportunities**

<b>Benjamin Banneker Historical Park and Museum (138 acres)</b>	
<b>Entrance Location</b>	300 Oella Avenue, Oella (Baltimore County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- visitor center and museum</li> <li>- picnic shelter</li> <li>- picnic area</li> </ul>
<b>Trails (6 miles)</b>	<ul style="list-style-type: none"> <li>- Ridge Trail</li> <li>- Power Line Trail</li> <li>- Outer Loop Trail</li> <li>- Heritage Loop</li> <li>- Main Nature Trail</li> <li>- Ice Pond Trail</li> <li>- Trolley Line #9 Trail</li> </ul>
<b>Catonsville Community Park</b>	
<b>Entrance Location</b>	501 North Rolling Road, Catonsville (Baltimore County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- picnic area</li> <li>- playground</li> <li>- tennis courts</li> <li>- sand volleyball courts</li> <li>- ball fields</li> <li>- restrooms</li> <li>- trails</li> </ul>
<b>Banneker Community Center</b>	
<b>Entrance Location</b>	27 Main Avenue, Catonsville (Baltimore County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- community center</li> </ul>



**Table 5.10 Baltimore County and Howard County Parks – Recreation Opportunities**

	<ul style="list-style-type: none"> <li>- picnic area</li> <li>- playground</li> <li>- ball fields</li> <li>- restrooms</li> </ul>		
<b>Belmont Manor and Historic Park (86 acres)</b>			
<b>Entrance Location</b>	6555 Belmont Woods Road, Elkridge (Howard County)		
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- manor house (available for rent for meetings and special events)</li> <li>- other facilities under development</li> </ul>		
<b>Trails</b>	- trails under development		
<b>Patapsco Female Institute</b>			
<b>Entrance Location</b>	3655 Church Road, Ellicott City (Howard County)		
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- natural area</li> <li>- pavilion</li> <li>- picnic tables</li> <li>- portable toilet</li> </ul>		
<b>Tiber Park</b>			
<b>Entrance Location</b>	8061 Main Street, Ellicott City (Howard County)		
<b>Amenities</b>	- benches		
<b>Rockburn Branch Park (415 acres)</b>			
<b>Entrance Location</b>	West Area – 6105 Rockburn Branch Park Road, Elkridge (Howard County) East Area – 5400 Landing Road, Elkridge (Howard County)		
<b>Amenities</b>	<table> <tr> <td> <b>West Area</b> <ul style="list-style-type: none"> <li>- 1 multipurpose field</li> <li>- 2 micro fields</li> <li>- 4 tennis courts (lighted)</li> <li>- 6 ball fields (2 lighted)</li> <li>- 18-hole disc golf course</li> <li>- 2 basketball courts (lighted)</li> <li>- benches</li> <li>- playground</li> <li>- natural areas</li> <li>- pavilion</li> <li>- restrooms</li> <li>- portable toilets</li> <li>- parking</li> <li>- horse trailer parking</li> <li>- park office</li> </ul> </td><td> <b>East Area</b> <ul style="list-style-type: none"> <li>- 2 multipurpose synthetic turf fields</li> <li>- 4 ball fields (2 lighted)</li> <li>- benches</li> <li>- bike skills park</li> <li>- playground</li> <li>- natural areas</li> <li>- picnic tables and grills</li> <li>- drinking fountains</li> <li>- restrooms</li> <li>- parking</li> </ul> </td></tr> </table>	<b>West Area</b> <ul style="list-style-type: none"> <li>- 1 multipurpose field</li> <li>- 2 micro fields</li> <li>- 4 tennis courts (lighted)</li> <li>- 6 ball fields (2 lighted)</li> <li>- 18-hole disc golf course</li> <li>- 2 basketball courts (lighted)</li> <li>- benches</li> <li>- playground</li> <li>- natural areas</li> <li>- pavilion</li> <li>- restrooms</li> <li>- portable toilets</li> <li>- parking</li> <li>- horse trailer parking</li> <li>- park office</li> </ul>	<b>East Area</b> <ul style="list-style-type: none"> <li>- 2 multipurpose synthetic turf fields</li> <li>- 4 ball fields (2 lighted)</li> <li>- benches</li> <li>- bike skills park</li> <li>- playground</li> <li>- natural areas</li> <li>- picnic tables and grills</li> <li>- drinking fountains</li> <li>- restrooms</li> <li>- parking</li> </ul>
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<b>Trails</b>	<ul style="list-style-type: none"> <li>- natural trails (6.6 miles)</li> <li>- paved pathway (1.85 miles)</li> </ul>		
<b>Roger Carter Community Center (46,000 square feet)</b>			
<b>Entrance Location</b>	3000 Milltowne Drive, Ellicott City (Howard County)		
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- swimming and diving pool</li> <li>- basketball and volleyball courts</li> <li>- classrooms</li> </ul>		

**Table 5.10 Baltimore County and Howard County Parks – Recreation Opportunities**

	<ul style="list-style-type: none"> <li>- fitness and exercise rooms</li> <li>- climbing wall</li> <li>- restrooms/locker rooms</li> <li>- parking</li> </ul>
<b>Worthington Dog Park</b>	
<b>Entrance Location</b>	8170 Hillsborough Road, Ellicott City (Howard County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- off-lease large dog area</li> <li>- off-lease small/timid dog area</li> <li>- fenced areas (for rent and dog training)</li> <li>- benches</li> <li>- restroom</li> <li>- parking</li> </ul>
<b>Governor's Run Playground</b>	
<b>Entrance Location</b>	3348 Governor Howard Drive, Ellicott City (Howard County)
<b>Amenities</b>	<ul style="list-style-type: none"> <li>- playground</li> </ul>

Avenue, and 2) to the Catonsville Short Line Trail (in east Catonsville) via bike lanes along Frederick Road. Parking is available at the intersection of Edmonson and Dutton Avenue and throughout the Catonsville Junction business district at several small public parking areas.

### **Rolling Road Golf Club (private)**

Rolling Road Golf Club, originally established as the Catonsville Country Club, has been long standing recreation resource for the Catonsville community. The original clubhouse was built on the property in 1828 – then the Glenn James Estate. The club's championship 18-hole golf course was designed by Willie Park, Jr. and constructed in 1921. Other facilities include a pool and dining room. The club is available for rent for weddings and special events to members and non-members.

## **Recreation Experiences**

### **Hiking**

The heritage area contains a well-developed network of hiking trails offering residents and visitors a wide variety of hiking experiences. Trail opportunities are summarized in the above descriptions of the Patapsco Valley State Park day-use areas, Rockburn Branch Park, Benjamin Banneker Park, and the Catonsville Area Rail Trails.

### **Biking and Mountain Biking**

Bikes are permitted on most trails in Patapsco Valley State Park, Benjamin Banneker Historical Park and Museum, and Rockburn Branch Park, as well as on the Catonsville Area Rail Trails. Mountain biking is

particularly popular in the Rockburn Branch Park and the nearby sections of Patapsco Valley State Park in Howard County. A bike skills park is available at Rockburn Branch Park.

### **Horseback Riding**

Extensive horseback trail riding opportunities exist on trails within Patapsco Valley State Park. In general horses are permitted on park trails except for those designated “foot trail only” (which occur largely in the Glen Artney section of the park). The popular Grist Mill Trail has a horse path alongside the paved path. Additional horseback riding opportunities are available at Howard County’s Rockburn Branch Park.

### **Camping**

Camping opportunities within the heritage area are offered at the Hollofield Area and the Hilton Area in Patapsco Valley State Park. A family campground with 73 campsites offering a combination of tent and RV sites is available at Hollofield. At Hilton, a smaller family campground offers 12 tent only campsites, six cabins, and four youth group camping sites.

### **Boating**

The Patapsco River provides a variety of non-motorized boating opportunities. Canoes and kayaks are frequently used along many river stretches during normal flows. A soft boat launch for canoes and kayaks is located at Daniels and at Avalon. Visitors frequently launch boats from informal launching spots along the riverbank in the Orange Grove and Avalon sections of the park.

### **Swimming and Tubing**

Visitors swim and tube in many sections of the Patapsco River. Popular areas where visitors access the river include the Hollofield, Orange Grove, and Avalon Areas. Other swimming spots occur along trails that closely parallel the river.

### **Fishing**

There are a variety of fishing opportunities within the heritage area. The Patapsco River is stocked with trout during certain seasons and access to the river for fishermen is possible from roads and trails within the park (table 5.9). Bass and other fish are found in the river. At Lost Lake in the Glen Artney day-use area, visitors with disabilities can have a fully accessible fishing experience as can seniors and young children. Fishing opportunities are also offered at Howard County’s Rockburn Branch Park.

### **Hunting**

There is a variety of small game animals and birds, as well as a large deer population within the heritage area. Most of the hunting opportunities are in Patapsco Valley State Park where hunting is permitted in certain areas. There are very limited opportunities to hunt on private land.



## **Rock Climbing**

There are several areas within Patapsco Valley State Park where granite quarries and rock outcroppings provide opportunities for rock climbing. There is a well-known climbing area at Ilchester Rocks, just upstream of the Bloede Dam in the Orange Grove area of the park.

## **5.5 Heritage Places to Visit**

### **Popular Places to Visit**

#### **Historic Ellicott City**

Ellicott City, nestled in a narrow valley along the Patapsco River, is a very popular destination among area residents and visitors, attracted by the historic town's restaurants, antique shops, eclectic boutique shops, coffee shops, a tea room, wine stores, bed and breakfast inns, and numerous historic sites. Founded in 1772 by the Ellicott Brothers, the city was historically one of the largest milling and manufacturing towns in the country, harnessing the power of the Patapsco River as its power source and drawing upon the resources of the surrounding rural countryside. For over a century, the community remained the center of activity for the industrial enterprises that grew up along the Patapsco River from Elkridge to Marriottsville. The community thrived as a residence for workers, an important train depot on the metropolitan branch of the B&O Railroad, a stopping point along the Old National Road (Main Street), and as the county seat of Howard County. Today, Ellicott City features a carefully preserved downtown district with an outstanding array of historic buildings built of native granite. Ellicott City has been ranked four times among the "20 Best Places to Live in the United States" by *Money Magazine* and *CNNMoney.com*.

Howard County's Welcome Center and the Heritage Orientation Center are located on Main Street in Ellicott City. Popular places to visit include: B&O Railroad Station Museum: Ellicott Station, Historic National Road, Thomas Isaac Log Cabin, Ellicott City Firehouse Museum, Howard County Historical Society Museum, Whipps Garden Cemetery, Ellicott City Colored School, and Patapsco Female Institute Historic Park.

#### **Patapsco Valley State Park**

Patapsco Valley State Park is one of Maryland's most heavily visited state parks, enjoyed by area residents and visitors to the region. The wooded stream valley offers an oasis within the adjoining suburban countryside, encompassing over 16,000 acres along the Patapsco River, stretching from Anne Arundel County (near Baltimore) to above Sykesville along the South Branch and to Liberty Reservoir along the North Branch. Recreation opportunities include hiking, fishing, camping, canoeing, horseback riding, mountain biking, and picnicking. Visitors are oriented to the park at the Avalon Visitor Center, Hollofield Park Headquarters, and several visitor contact stations in more remote areas of the park. The



# Patapsco Heritage Area Management Plan

Figure 5.5

## Heritage Places to Visit

- Visitor Centers
- National Register Historic Districts
- State-Designated and County-Designated Historic Districts
- ▲ Historic Sites/Museums Open to the Public
- Other Historic Sites Open to the Public
- + Patapsco Valley State Park

### Scenic Byways

- Historic National Road All-America Road
- + Historic National Road Interpretive Panels

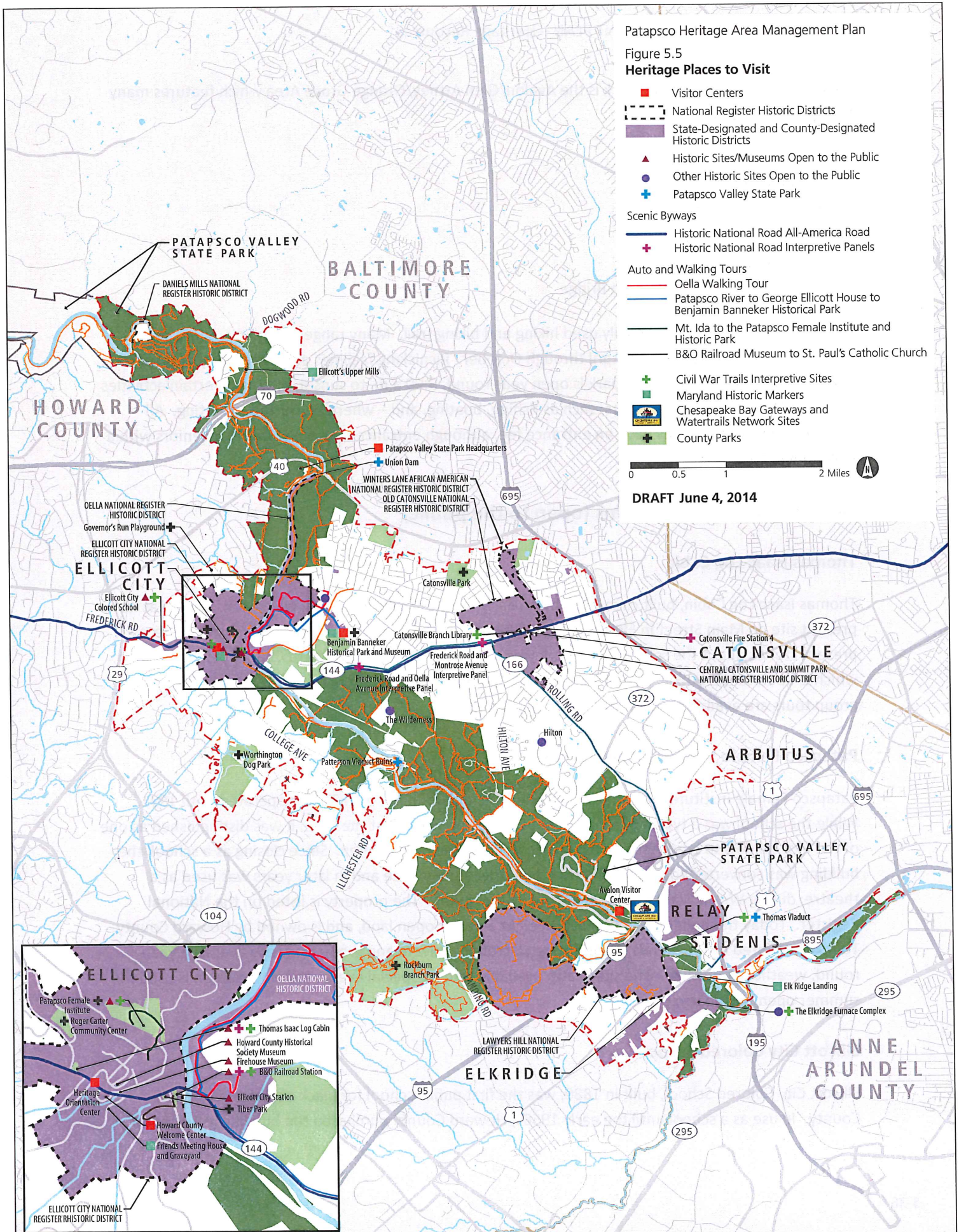
### Auto and Walking Tours

- Oella Walking Tour
- Patapsco River to George Ellicott House to Benjamin Banneker Historical Park
- Mt. Ida to the Patapsco Female Institute and Historic Park
- B&O Railroad Museum to St. Paul's Catholic Church

- + Civil War Trails Interpretive Sites
- Maryland Historic Markers
- CHESAPEAKE BAY Chesapeake Bay Gateways and Watertrails Network Sites
- + County Parks

0 0.5 1 2 Miles

DRAFT June 4, 2014





most popular area within the park is the Avalon/Glen Artney/Orange Grove Area which features many historic sites including:

- Thomas Viaduct
- Bloede Dam
- Swinging Bridge
- Lost Lake
- Cascade Falls
- Old Gun Road Stone Arch Bridge

The Grist Mill Trail is a very heavily used hiking and biking trail. Many ranger programs, tours, and special events are offered from April through October. Picnicking facilities are particularly popular for a variety of large gatherings. The park is open year-round, 9:00 a.m. to sunset, although certain activities are permitted outside those hours, such as fishing, boating, and – where permitted – hunting. All developed visitor use areas have an entrance fee, although entrance fees are waived for seniors with a Golden Age Pass.

### **Historic Sites and Museums (open to the public)**

#### **Thomas Isaac Log Cabin**

Thomas Isaac Log Cabin, built circa 1780 by an early settler of Ellicott's Mills, was reconstructed at its present site on Main Street in Ellicott City in 1988. Interpretive displays and living history programs present stories about the settlement and development of the region. Howard County owns the cabin, which is open to the public, free of charge on weekend afternoons, April to December. Private and group tours are available year-round, weather permitting.

#### **Patapsco Female Institute Historic Park**

Patapsco Female Institute is a former girls' board school, founded in 1837 and operated until 1891. While the school was a typical finishing school for young women at the time, it was distinguished as one of the first schools to emphasize teaching academic subjects to women. Since closing as a school, the building was converted to a hotel and then to a private residence and in later years was used as a theatre; during World War I it was converted to a hospital. The property is listed on the National Register. Today the building is a ruin set on eight acres of open land, and is owned by Howard County. Tours are offered on weekends, April through October. Private and group tours are available year-round, weather permitting. The site is also available to host special events and on occasion is used for summer open-air theatre productions.

#### **Ellicott City Colored School**

Ellicott City Colored School, built in 1880, was the first public school for black children in Howard County. In use as a school until the early 1950s, Howard County purchased the building in 1995 and



restored it using public and private funding. The building now houses a genealogical resource center and a museum chronicling the history of African Americans in Howard County. Changing exhibits and seminars highlight the contributions by blacks to the history of the region. The museum is open to the public on Saturday and Sunday, free of charge, from April to October.

### **B&O Railroad Museum: Ellicott City Railroad Station**

The Ellicott City Station is the oldest surviving railroad station in America and was the original terminus of the first 13 miles of commercial railroad in the country stretching from Baltimore to Ellicott Mills. The station museum showcases the people who built and operated America's first railroad, tells stories of soldiers and citizens during the Civil War, and highlights the technology that transformed America's transportation system from roads to rails. The site features the Main Depot building built in 1831, the freight house built in 1885, a replica of the first horse-drawn passenger rail car, and 1927 "I-5" caboose. The station museum has one of the most acclaimed HO scale model railroads in the country showing the original 13 miles of rail track. Living historians tell the story of the development of the B&O Railroad and its impact on Ellicott City between 1827 and 1868. Programs at the station are tied to related places to visit in the Baltimore City National Heritage Area, including the B&O Railroad Museum and the Mount Clare Museum House. The station is on the National Register and is a national historic landmark. The museum is open to the public year round from Wednesday to Sunday, for an entrance fee.

### **Firehouse Museum**

Located in Howard County's first firehouse, the Firehouse Museum displays a wide array of fire apparatus, model toys, and exhibits telling the story of Howard County's Volunteer Fire Department. Volunteers constructed the firehouse in 1889. Beginning in 1923 the building served as a meeting hall, county office space, and library reading room. Today it is a museum open to the public on Saturday and Sunday afternoons, April through December. Private and group tours are available year-round, weather permitting.

### **Benjamin Banneker Historical Park and Museum**

Benjamin Banneker Historical Park and Museum is a 142-acre park near Oella that is owned and operated by Baltimore County. The site is the former homestead of the Banneker family. The primary focus of the park is the museum/visitor center, highlighting the contributions of Benjamin Banneker, the first African American man of science. The museum features a collection of Banneker's works, an extensive historical archive, a natural history collection, media presentations, storytellers, a gift shop, meeting room, patio garden, colonial log cabin reproduction, and demonstration orchard. The park offers a variety of recreation opportunities including picnicking facilities and six miles of trails (including the paved #9 Trolley Trail which connects the park to Ellicott City). Historic and environmental education programs are offered for groups and visitors of all ages. The museum is open free of charge Tuesday through Saturday and the park is open daily sunrise to sunset.

### **Howard County Historical Society Museum**

The Howard County Historical Society Museum in Ellicott City houses objects that tell the stories of Howard County's history. The museum's major collections focus on the Ellicott Family, Patapsco Female Institute, textiles, local agricultural implements, objects of everyday life, furniture, militaria, and boy and girl scouts. Themed exhibits of artifacts from the museum's collections are regularly on display. The museum is open to the public free of charge on Friday and Saturday afternoons.

### **Belmont Manor and Historic Park**

Belmont Manor and Historic Park is an 86-acre property that has been associated with important people and families in Howard County from the late 17<sup>th</sup> century to the 20<sup>th</sup> century. The manor house – Belmont House (ca 1738) – is one of the finest homes in the Colonial Georgian architectural style in Maryland, and one of the oldest colonial buildings remaining in Howard County. The property is listed individually on the National Register and is included as a contributing resource to the Lawyers Hill National Historic District. Belmont was purchased by Howard County in 2012 to ensure its stewardship and to provide a venue for executive retreats, corporate training, weddings, company picnics, and other special events. Tours are available by appointment. Groups can rent specific rooms in the Manor and Carriage House or choose among several packages that can include the house, formal gardens, picnic area, and grounds. April through October, the tented formal garden can accommodate up to 500 people. Special arrangements can be made for weekend packages. The county plans to establish a schedule for public access to explore the grounds and visit the manor house. The county also intends to enter into a partnership with a local environmental organization to provide nature based programs on site.

### **Other Historic Sites (occasionally open to the public)**

#### **Elkridge Furnace Complex**

The Elkridge Furnace Complex is a historic iron works located on approximately 16 acres at Elkridge. Six buildings remain from the iron furnace which operated from the 18<sup>th</sup> century into the 1860s, including a large 2½-story federal/Greek revival house constructed about 1835 as the residence of the furnace owner, a frame dwelling of approximately the same date which probably accommodated a manager or clerk, a 2½-story company store and hotel or dormitory for furnace workers, two 19<sup>th</sup> century outbuildings, possible slave quarters, and a mid-19<sup>th</sup> century brick duplex workers' dwelling. The complex is listed on the National Register, determined significant for the architectural character of some of its buildings and for its association with the iron industry in 19<sup>th</sup> century Maryland. Today the main house is operated as the Elkridge Furnace Inn, a popular restaurant and banquet facility.

#### **Whipps Garden Cemetery**

The one-acre Whipps Garden Cemetery on St. John's Lane in Ellicott City is a small cemetery where the Whipps, a well-known farmer and merchant family of Howard County in the 19<sup>th</sup> century, were buried.

The Friends of the Whipps Cemetery and Memorial Gardens, Inc. owns the cemetery and the Howard County Master Gardeners maintain it. The master gardeners plant and maintain heritage and native species typical of those grown in Maryland gardens of the 1800s in a variety of different settings, interspersed by pathways, benches, and family tombstones. The cemetery provides a showcase for local history and culture in the style of the famous garden cemeteries of the 19<sup>th</sup> century.

### **The Wilderness**

The Wilderness is a historic house sitting on a wooded 17.6-acre property, west of Catonsville. Built in 1799, and enlarged in 1899, the Wilderness is listed on the National Register, determined significant for its architecture, as an example of a large country house embodying the distinctive characteristics of the turn-of-the-20<sup>th</sup> century eclecticism in its combination of elements of the Queen Anne and Colonial Revival styles. It is also a notable landmark in its isolated, undeveloped setting in southwestern Baltimore County. Today, Wilderness is operated as a bed and breakfast offering overnight accommodations to visitors.

### **Mt. Gilboa Chapel**

Mt. Gilboa is a historic African Methodist Episcopal Church located just north of Oella. Built about 1859 by free African Americans, the small stone church measures 28 feet by 42 feet. The church is listed on the National Register, determined significant as an example of stone churches built by free blacks in the mid-19<sup>th</sup> century. The church is a replacement of an earlier log chapel on the site. It is likely that Benjamin Banneker, who is buried in the church graveyard, attended services in the log chapel. In the church's yard, is an obelisk commemorating Banneker, erected by the Maryland and Bicentennial Commission and the State Commission on Afro American History and Culture.

### **Hilton**

Hilton is a historic house located at The Community College of Baltimore in Catonsville (CCBC). It is an early 20<sup>th</sup>-century Georgian Revival-style mansion created from a stone farmhouse built about 1825 overlooking the Patapsco River valley. The reconstruction was designed by Baltimore architect Edward Palmer in 1917. The home is listed on the National Register, determined significant as representative of early 20<sup>th</sup> century taste; it was constructed from the best available materials, all specified in detail in its original construction documents and most still identifiable today. The home currently houses the CCBC Center for Global Education.

## **National Register Historic Districts**

### **Ellicott City Historic District**

Ellicott City Historic District encompasses the historic center of Ellicott City along Main Street, as well as older adjoining neighborhoods. The city is an extremely well preserved 19<sup>th</sup> century mill town whose architecture has remained largely in-tact and unaltered. Many opportunities for visitors to explore the



city are possible at shops, restaurants, museums, and parks (see preceding discussion of Ellicott City and descriptions of specific places to visit).

### **Ellicott's Mills Historic District**

Ellicott's Mills Historic District is located on the east bank of the Patapsco River opposite Ellicott City. Within the district are several historic buildings including the George Ellicott House (relocated across Frederick Road from its original location), the site of Ellicott's lower mills (now occupied by the Wilkins-Rogers Company flour mill), a 19<sup>th</sup> century tavern, 19<sup>th</sup> century workers housing, and an 1860 villa. Historic National Road (Frederick Road) runs through the district. The district is significant from its history as the center of the industrial operations begun by the Ellicott family in the 18<sup>th</sup> century and as the site of continuous industry from that time to the present. It offers a broad range of opportunities for interpreting the history and industrial development of the Ellicott family. None of the sites are open to the public as places to visit, although some are commercial establishments open for business to the public. Visitors can explore the district by parking at the #9 Trolley Trailhead on Oella Avenue and walking along the sidewalk. A small riverfront park at the corner of Oella Avenue and Frederick Road offers visitors an opportunity to view the Patapsco River, many of the district's historic structures, and the lower Main Street entry to Ellicott City.

### **Catonsville Area (Old Catonsville, Winters Lane, Central Catonsville and Bloede Park Historic Districts)**

Old Catonsville is a residential area between Frederick Road and Edmonson Avenue, planned and developed in the mid- to late-19<sup>th</sup> century when trolley service was extended west from Baltimore. The area is architecturally significant for embodying the distinctive characteristics of its type and period, illustrating the evolution and development of a community from summer homes to year-round suburban living in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.

Central Catonsville and Bloede Park Historic District is a residential area between Frederick Road and Rolling Road. Most of the district consists of the Bloede Park development. The earliest and largest residence is The Bloede, built in the 1850s as a summer house. The area is significant generally for the same reasons as the Old Catonsville Historic District

Winters Lane is an African-American residential community which developed between 1867 and the mid-1940s between Frederick Road and Baltimore National Pike. It is composed mainly of single-family residences that are largely vernacular in design and workmanship, reflecting the working-class status of the residents. The community is significant because it exemplifies a cohesive African-American neighborhood that began to develop immediately following the Civil War with the settlement of former slaves. It is the largest and most in-tact mid-19<sup>th</sup> century African American neighborhood in Baltimore County.

Residences throughout Catonsville's three historic districts are privately owned, are not open to the public, and can be viewed only from public roads.

### **Oella Historic District**

Oella, founded in 1808 by the Union Manufacturing Company, was one of the earliest and most extensive cotton factories in the United States, using water-powered looms. The Oella Historic District includes the Dickey Factory (built in 1918 at the site of the original textile mills developed by the Union Manufacturing Company in 1808) and the surrounding village where millworkers lived in the 19<sup>th</sup> century. Most of the worker housing has been rehabilitated and is occupied as single family homes. The Dickey Factory has been rehabilitated for adaptive reuse as apartments, which are fully occupied. A walking tour offers visitors an opportunity to walk along Oella and Westchester Avenues and learn about the village's history (see below). None of the historic buildings are open to the public.

### **Daniels Historic District**

Daniels is the site of a 19<sup>th</sup> century industrial village that once included a mill complex, stores, a railroad station, mill workers' housing, and a church. Today, all that remains is a complex of seven early industrial structures, several 20<sup>th</sup> century concrete block and brick structures, and Gary Memorial United Methodist Church and cemetery. Much of the Daniels town site is now part of Patapsco Valley State Park and is accessible to the public. The church continues to have an active congregation. The mill complex is privately owned and closed to the public.

### **Lawyers Hill Historic District**

The Lawyers Hill area near Elkridge originally developed in the 19<sup>th</sup> century as a summer community and early commuter suburb for prominent Baltimoreans. During the 1840s as railroad service improved, Lawyers Hill residents began commuting to Baltimore on a daily and weekly basis, establishing the community as an early railroad commuter suburb. Today, Lawyers Hill has a distinctive collection of residences, encompassing a broad array of architectural styles ranging from 1738 Georgian Colonial to 1941 Georgian Revival. Included within the historic district is Belmont Manor and Historic Park (see below). Exclusive of Belmont Manor, the homes in Lawyers Hill are privately owned, are not accessible to the public, and can be viewed only from public roads.

## **Scenic Byways**

### **Historic National Road**

Historic National Road was the nation's first federally-funded interstate highway. Opening westward expansion, it became a transportation corridor for the movement of goods and people. The road extends more than 700 miles from Baltimore City to East St. Louis. Visitors experience 200 years of history as they visit classic inns, tollhouses, and other places to visit along the route. Frederick Road (MD 144) composes the section of the Historic National Road in the Catonsville to Ellicott City area, traversing the Patapsco Heritage Area from east to west.



Four milestones marking the National Road remain within the heritage area:

- Milestone 7 – located 0.3 miles east of its original position and is now on the grounds of the Baltimore County Catonsville Branch Library (N 39 16.225, W 076 44.370)
- Milestone 9 – located on lengthy downhill heading west away from Catonsville toward Ellicott City; marker relocated here when Frederick Road near Nine Mile Road was straightened (N 39 15.777, W 076 46.874)
- Milestone 10 –located next to staircase on Ellicott City side of railroad bridge, across street from B&O Station (N 39 16.067, W 076 47.676)
- Mile Marker 11 – located west of Rogers Avenue (N 39 16.184, W 076 48.734)

Five interpretive panels tell the National Road’s local stories:

- Catonsville. A Turnpike Town – A plan for Catonsville laid out an emerging Baltimore suburb.
- Catonsville. From Stage Coaches to Horseless Carriages – Imagine riding through Catonsville on a swaying trolley car.
- Oella. Conquering the Nine Mile Hill – The Ellicott Brothers constructed a new road to Baltimore for a shorter trip to get flour to market.
- Ellicott City. Road versus Rails: The Rivalry Begins – Steam engines entered the Patapsco River Valley in 1831.
- Ellicott City. Ellicott’s Mills: On the Road to Prosperity – The founders of the flour milling town created the Frederick Turnpike.

## **Auto and Walking Tours**

### **Historic Walking Tours of Ellicott City**

Visit Howard County offers several walking tours of Ellicott City, each beginning at the Howard County Welcome Center:

- “Ye Haunted History of Olde Ellicott City Ghost Tours” – Tours are offered on Friday and Saturday nights, from April through November. Private tours for groups of 15 or more can be arranged at other times. Tickets are \$13 for adults and \$11 for children and seniors.
- “Dare to Taste the Spirits of Ellicott City” – Tours for groups of four or more are offered on the second Thursday of each month. Participants must be at least 21-years-old. Tickets are \$20/person and \$18 for senior citizens and military personnel.
- “Historic Walking Tours of Ellicott City” – A one-hour walking tour along Main Street is offered on the second Saturday afternoon of each month, April through November. Tickets are \$14 for adults and \$11 for children and seniors. Special tours can also be arranged for school groups at a cost of \$5 per student.

### **Ellicott City Auto Tours**

Historic Ellicott City, Inc. offers four auto tours that take visitors to different landmark locations in Ellicott City. The tours are available for download from its website as mobile phone apps powered by Google Maps. The four tours include:

- from St. John's Episcopal Church to MacAlpine to Temora Manor
- from Patapsco River to the George Ellicott House to Benjamin Banneker Historical Park
- from Mt. Ida to the Patapsco Female Institute and Historic Park
- from Ellicott Station to St. Paul's Catholic Church

### **Oella Walking Tour**

The Oella Walking Tour is about two miles in length, from the intersection of Oella Avenue and Frederick Road to Benjamin Banneker Historical Park and Museum. A map and guide helps visitors follow the route and offers information on 31 sites of historic interest along the way. Parking is available. Most of the sites are easily visible from Oella Avenue, making it possible to also take the tour by car.

### **Patapsco Valley State Park Tours and Programs**

Patapsco Valley State Park offers visitors a variety of ranger-led tours and programs. History orientations and programs can be arranged for a fee through the Avalon Visitor Center from April through October.

### **Civil War Trails**

The Civil War Trails program invites visitors to explore both well-known and less-familiar sites associated with the Civil War in Maryland, Washington, D.C., Virginia, West Virginia, Tennessee, and North Carolina. Together, more than 1,000 places tell the story through interpretive panels. Seven interpretive panels tell the Civil War stories within the heritage area, located at the Catonsville Library, Thomas Viaduct, Elkridge Furnace Inn, Ellicott City Colored School, Patapsco Female Institute, Thomas Isaac Log Cabin, and Ellicott Station.

### **Chesapeake Audubon Society Field Trips**

The Chesapeake Audubon Society offers frequent field trips with a variety of themes in and around Patapsco Valley State Park and the Patapsco Important Bird Area.

### **Group Tours**

Visit Howard County assists groups with developing group tours, providing research, coordinating rate proposals, organizing familiarization tours, providing step-on guide referrals, and offering suggestions for other group activities. A popular group tour is "Rails, Tales and Tastings" that takes groups from the B&O Railroad Museum in Baltimore to Ellicott Station via National Road.



## **5.6 Visitor Services and Infrastructure**

### **Visitor Orientation**

#### **Howard County Welcome Center**

The Howard County Welcome Center is located in the former Ellicott City U.S. Post Office on Main Street. Since opening in the renovated building, approximately 30,000 people have stopped in annually to research Howard County places to visit, and discover where to eat, stay, shop, and enjoy recreation opportunities through informational brochures. Visitors learn about the Patapsco Valley from the Patapsco Heritage Greenway's interpretive panels which are on display at the Welcome Center. A variety of books on local and regional history are available for purchase and bi-monthly "infotainment" events are offered to inform and entertain visitors and residents. The Welcome Center is open daily all year, including most holidays.

#### **Howard County "On-the-Go Welcome Center Tent"**

The "On-the-Go Welcome Center Tent" provides on-site visitor information in a tradeshow booth setting at signature events in Howard County, such as fairs, festivals, and tradeshows. Visit Howard County partners, including heritage area places to visit and other sites and businesses, are invited to participate under the tent by hosting a booth with exhibits, publications, and/or demonstrations.

#### **I-95 Maryland Welcome Center and Rest Area**

The I-95 Maryland Welcome Center and Rest Area near Savage (at I-95 North/MD Route 216 and I-95 South/MD Route 216) offers limited complimentary window display space to Visit Howard County partners. This enables partners in the heritage area to make their brochures available to the public traveling through the area. Displays run two months at a time and are complimentary.

#### **Visit Baltimore Visitor Center**

The Baltimore Visitor Center – operated by Visit Baltimore – is located at 401 Light Street on the west shore of the Inner Harbor. It opened in May 2004 and offers a variety of information resources and services designed to help visitors plan their visit to Baltimore. Visitors can purchase tickets for museums, tours, and harbor cruises, pick up brochures, make reservations for dining and lodging, and learn about the city's history, arts, neighborhoods, and shopping. It is open seven days a week from March 15 through November 15 and closed Mondays and Tuesdays during the remainder of the year. In FY 2011 and FY 2012 approximately 300,000 people stopped at the visitor center for information and orientation to the city (Visit Baltimore 2012).



# Patapsco Heritage Area Management Plan

Figure 5.6

## Visitor Services and Visitor Infrastructure

- Visitor Center/Orientation
- P Visitor Parking Areas
- Conference and Meeting Facilities
- Farmers' Markets
- Neighborhood Downtown Shopping

### Scenic Byways

- ..... Historic National Road (All-American Road)

### Walking Tours

- Oella Walking Tour
- Patapsco River to George Ellicott House to Benjamin Banneker Historical Park
- Mt. Ida to the Patapsco Female Institute and Historic Park
- B&O Railroad Museum to St. Paul's Catholic Church

### Trails

- Land Trails (existing)

### Bicycle Facilities

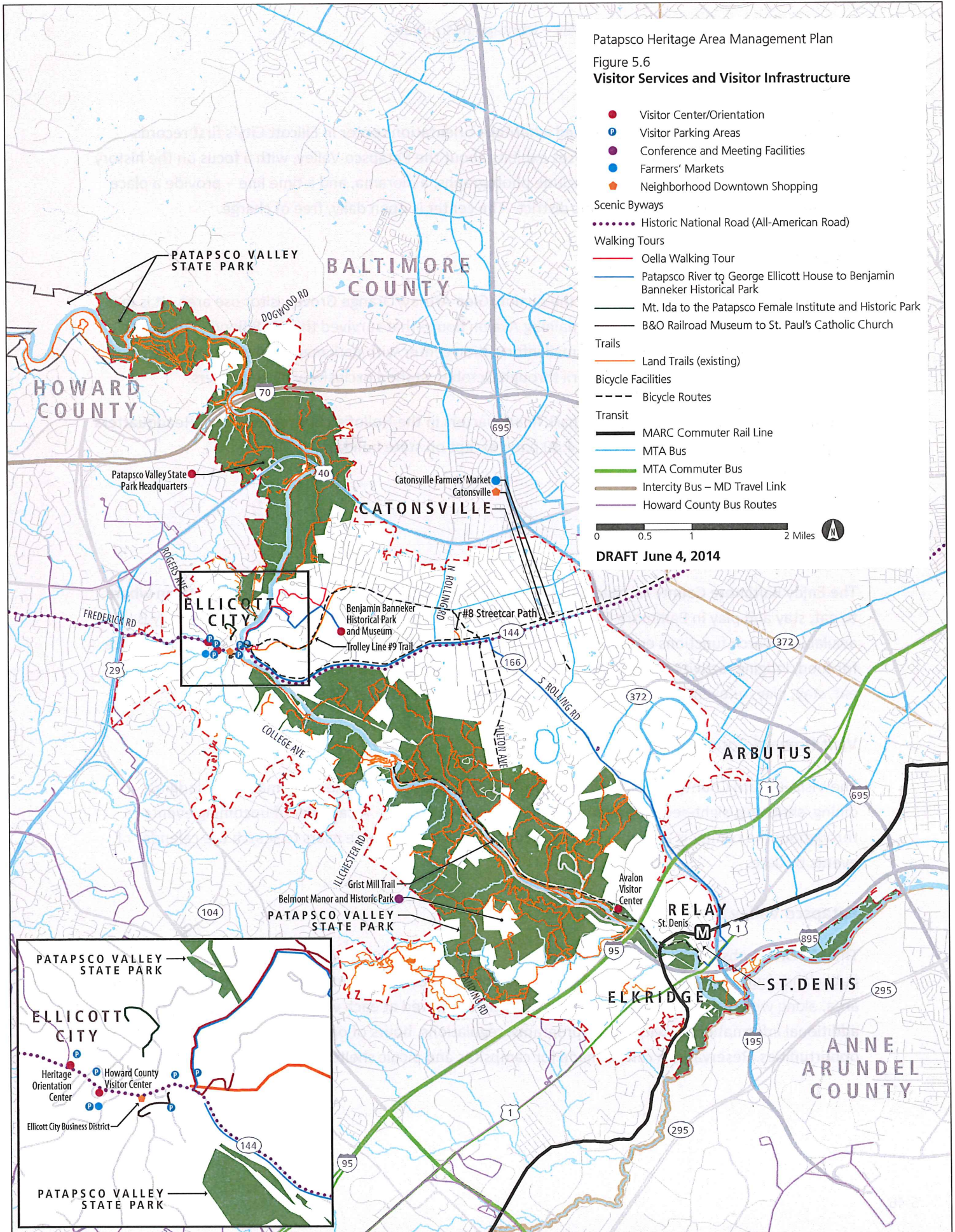
- Bicycle Routes

### Transit

- MARC Commuter Rail Line
- MTA Bus
- MTA Commuter Bus
- Intercity Bus – MD Travel Link
- Howard County Bus Routes



DRAFT June 4, 2014





### **Heritage Orientation Center**

In 1998, Historic Ellicott City, Inc. opened a heritage orientation center in Ellicott City's first records building. The small stone building houses exhibits about the Patapsco Valley, with a focus on the history of Ellicott City. The displays – which include photographs, a diorama, and a time line – provide a place to begin a tour of Ellicott City's historic district. The center is open daily, free of charge.

### **Patapsco Valley State Park**

The Avalon Visitor Center is located in the Avalon/Glen Artney/Orange Grove visitor use area. It is in a 185-year-old stone house, the only remaining Avalon house that survived the 1868 flood. The visitor center has exhibits on park history, a small information center with park maps and drinks for sale. It is open on weekend afternoons from April through October, staffed exclusively by volunteers.

Visitor information is also available at park headquarters in the Hollofield visitor use area. Headquarters is open Monday to Friday 8:30 a.m. to 4:30 p.m., except on state holidays.

## **Wayfinding**

### **Enjoy Baltimore County Website**

The Enjoy Baltimore County website ([www.enjoybaltimorecounty.com](http://www.enjoybaltimorecounty.com)) provides information on where to eat, stay and play in Baltimore County. A calendar of upcoming events throughout the county is available. Search functions enable website users to search opportunities based on personal preference for food, lodging, activities, and events. An itinerary building function enables website users to select eat, stay, play, or events items from various menus and build a travel itinerary.

### **Visit Howard County Website**

The Visit Howard County website ([www.visithowardcounty.com](http://www.visithowardcounty.com)) provides information on lodging, dining, shopping, sight-seeing, and discovering in Howard County. A calendar of upcoming events throughout the county is available. A search function enables website users to search the calendar of events by date.

### **Patapsco Valley State Park Website**

The MD DNR website provides a link to Patapsco Valley State Park ([www.dnr.stat.md.us/publiclands/central/Patapsco.asp](http://www.dnr.stat.md.us/publiclands/central/Patapsco.asp)). Maps can be downloaded for the entire park and for each visitor use area, along with descriptions of the visitor experiences offered at each visitor use area. Links provide additional information on park alerts, programs, regulations, hours of operation, and volunteer opportunities. Reservations can be made for campsites and picnic shelters.

### **Visit Maryland Website**

The Visit Maryland website ([www.visitmaryland.org](http://www.visitmaryland.org)) provides information on places to see, things to do, places to stay, and places to eat throughout the state. A calendar of upcoming events is available. Search functions enable website users to search opportunities based on personal preference for what they like to see and do, and the types of places where they prefer to stay and eat. An itinerary building function enables users to select places to go and things to do from various menus and to build a travel itinerary.

### **Patapsco Heritage Trail Map**

The Patapsco Heritage Trail extends from the BWI Trail at MD 170 to Ellicott City. A map produced by the Patapsco Heritage Greenway with assistance from UMBC provides hikers and bikers information on the trail route and conditions (PHG 2012b). Maps are available at the Howard County Welcome Center and at partner sites throughout the heritage area.

### **Patapsco Valley State Park Maps and Guides**

Numerous maps and guides are available to assist visitors with wayfinding in Patapsco Valley State Park. Each major visitor use area has a map showing the park boundary, other protected lands, contour intervals, park roads, gates, trails, contact stations, parking, restrooms, campgrounds ranger stations, scenic overlooks, picnic facilities, playgrounds, and soft launch boat access sites. Maps are available on the park's website, at entrance gates, at visitor contact stations, and at the Howard County Welcome Center.

### **Official Howard County Welcome Guide**

Each year Visit Howard County makes available approximately 100,000 copies of the free *Official Howard County Welcome Guide* in hotel rooms, business parks, Howard County libraries, and the Merriweather Post Pavilion.

### **Baltimore County Visitor Guide**

A free annual *Baltimore County Visitor Guide*, produced by Enjoy Baltimore County, provides information on local events, the arts, places to visit, recreation, shopping, restaurants, and accommodations of interest to visitors, event planners, and residents.

## **Accommodations**

Baltimore County and Howard County compare well to state, regional, and national trends in hotel performance. In 2012 the total hotel inventory rose by 1.1% in Baltimore County and 0.4% in Howard County to an aggregate of 9,529 rooms available for guests at the end of the year (Smith Travel Research, in MD 2013b). Rooms under construction and planned new hotel development will continue



to add inventory in the next few years. Room rates are similar in the two counties but well below those of the state, the region, and the nation. Occupancy rates are also similar but slightly higher than those of the state, the region, and the nation. In 2013 there was a general reduction in room demand in each county, the state, and the region (Smith Travel Research, in MD 2013b); this trend began earlier in Howard County which showed a 2.1% reduction in room revenue in 2012.

Very limited lodging is available within the heritage area, offered only at small bed and breakfast inns in Ellicott City and Catonsville. Hotels located nearby, but outside the heritage area, are in Columbia and Woodlawn, and in the US Route 1 and US Route 40 corridors.

## **Meeting and Special Event Support Facilities**

### **Belmont Manor and Historic Park**

Belmont Manor and Historic Park is an 68-acre property purchased by Howard County in 2012 to ensure its stewardship and to provide a venue for executive retreats, corporate training, weddings, company picnics, and other special events (see Historic Sites and Museums (open to the public)). Groups can rent specific rooms in the Manor and Carriage House or choose among several packages that can include the house, formal gardens, picnic area, and grounds. April through October, the tented formal garden can accommodate up to 500 people. Special arrangements can be made for weekend packages.

## **Farmers Markets**

### **Howard County Farmers' Market**

The Miller Branch of the Howard County Library hosts the Howard County Farmers' Market on Wednesday afternoons, May through November.

### **Catonsville Farmers' Market**

The Bloomsburg Community Center hosts the Catonsville Farmers' Market on Wednesday mornings, May through November.

### **Ellicott City Farmers' Market**

Ellicott City has a farmers' market on Parking Lot D, year-round, on the second Sunday of the month.

## **Tour Operators**

Two full-service transportation companies serve the Howard County and southern Baltimore County area, including Eyre Bus, Tour & Travel, Ltd. and Star Spangled Tours.

## **Accessibility and Transportation**

### **Regional Highway, Rail, and Air Access**

Interstates 95, 70, and 695 provide regional access to the local road network serving the communities of Elkridge, Ellicott City, and Catonsville, and Patapsco Valley State Park. Maryland Area Regional Commuter (MARC) trains offer convenient and affordable rail travel between Baltimore (Camden Station) and Washington, DC (Union Station) on the MARC Camden Line; an intermediate stop at St. Denis is located within the heritage area. Baltimore-Washington International Thurgood Marshall Airport (BWI) is within 15 minutes of the heritage area.

### **Bus Access**

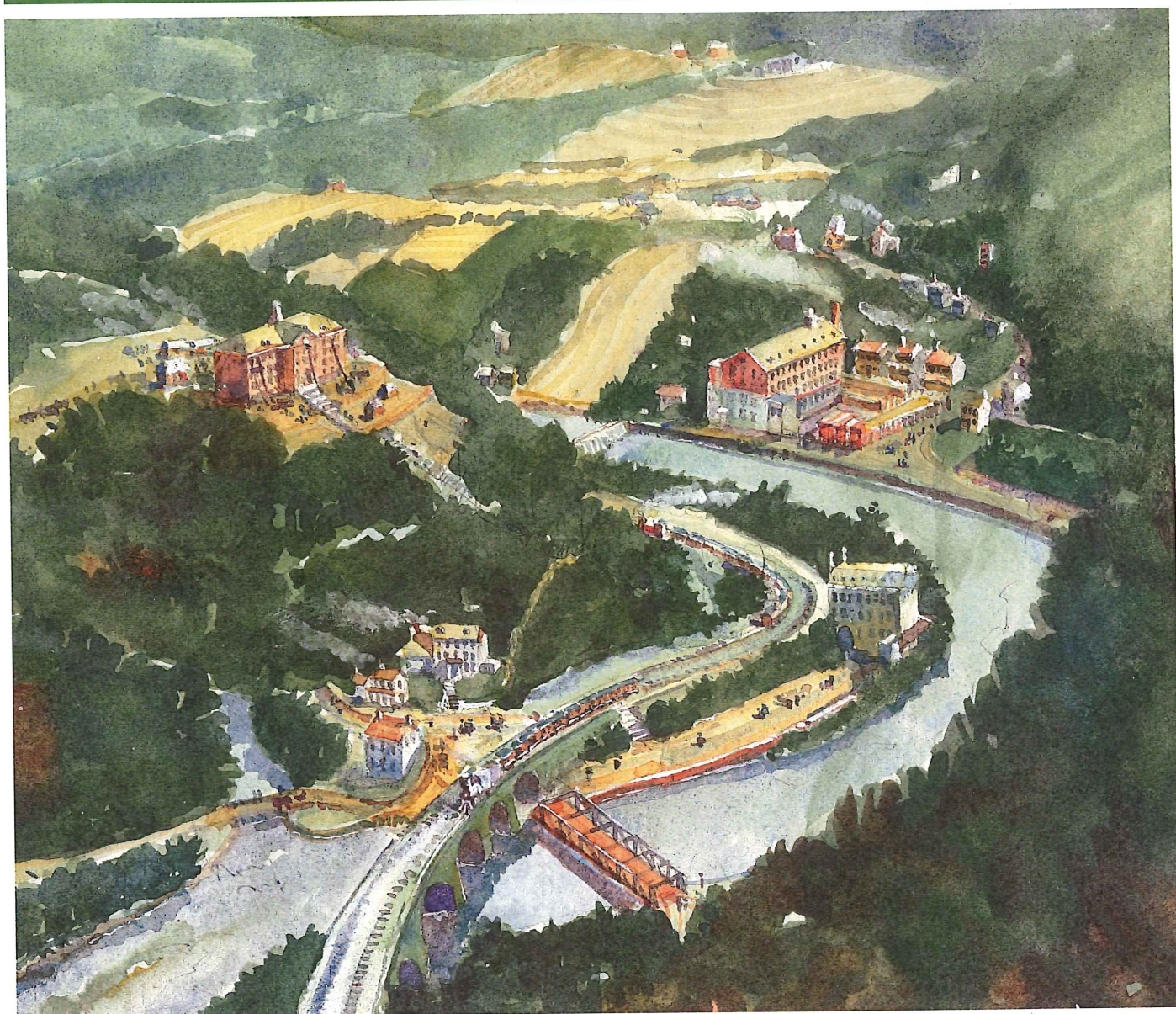
Maryland Transit Administration (MTA) operates regional and local bus service in Howard County and Baltimore County, providing limited access to portions of the heritage area. Bus service in the US 1 corridor connects to Downtown Baltimore and to Downtown Washington (with transfers). An express bus runs between Columbia and Downtown Baltimore, with a stop near the heritage area at Catonsville Park. A network of local buses serves the Catonsville community, including UMBC and CCBC, connecting at Catonsville Park to the express bus route to Downtown Baltimore, and connecting with the MARC St. Denis Station and bus service in the US 1 corridor. Local buses do not serve Historic Ellicott City or portions of the heritage area in Howard County and do not provide visitor access to Patapsco Valley State Park.



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# 6 Heritage Tourism and Marketing

6.1	Types of Heritage Area Travelers.....	6-1
6.2	Travel Industry Trends .....	6-3
6.3	Economic Benefits of Tourism .....	6-8
6.4	Patapsco Heritage Area Tourism Markets .....	6-11
6.5	Heritage Area Tourism Partners .....	6-13





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## 6. Heritage Tourism and Marketing

The National Trust for Historic Preservation defines heritage tourism as traveling to experience the places and activities that authentically represent the stories and people of the past and present. Heritage tourism activities include visiting the following types of places:

- historic sites, structures, landmarks, districts, and communities
- natural and scenic areas
- parks and recreation facilities
- cultural events, festivals, and fairs
- art galleries, theaters, and museums
- ethnic communities and neighborhoods

Heritage tourism offers many benefits. In addition to creating new jobs, new business, and higher property values, well-managed tourism improves the quality of life and builds community pride (NTHP 2008). Visitors to historic sites and cultural attractions generally stay longer and spend more money than other kinds of tourists.

In the Patapsco Heritage Area, visitors can have a diverse set of heritage tourism experiences as they visit historic places, explore remote parklands, go to the theatre, visit art galleries, and eat, shop, and stay in historic communities (see section \_\_ Heritage Attractions). On a network of scenic roads and trails visitors can explore the valley and its heritage communities, stopping at attractions where the heritage area's stories are told through exhibits, tours, living history demonstrations, interpretive programs, and special events. Cultural experiences are offered at theatres and art galleries at local colleges, art centers, public libraries, and other facilities. Patapsco Valley State Park – a wooded oasis that forms the spine of the heritage area – offers many different recreation and learning experiences. An extensive network of trails attracts area residents and visitors from throughout the region who hike and bike the park's trails, winding amidst the sites of former mills and mill towns that are the legacy of the valley's industrial history. Several visitor centers and contact facilities provide information on things to do and places to stay that assist visitors with planning their trip to the heritage area. Enjoy Baltimore County and Visit Howard County also offer orientation and trip planning functions on their websites, as do Patapsco Valley State Park and several other heritage sites.

### 6.1 Types of Heritage Area Travelers

#### Cultural and Heritage Travelers

The cultural and heritage traveler is a large, affluent market. It is generally a subset of the leisure traveler group, although business travelers often extend stays in a region for purposes of a cultural or heritage experience as a leisure visitor. Research conducted in 2009 indicates that 78 percent of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.1 million adults annually (USCHT 2009). With cultural and heritage travelers spending an average of \$994



per trip, they contribute more than \$192 billion annually to the U.S. economy (USCHT 2009). Cultural and heritage travelers as a whole are more frequent travelers, reporting an average of 5.01 leisure trips in the past 12 months versus 3.98 leisure trips by non-cultural and non-heritage travelers (USCHT 2009). In general cultural and heritage travelers are slightly older, more educated, and have higher household incomes (USCHT 2009). More than half of travelers agree that they prefer their leisure to be educational and nearly half spend money on cultural and heritage activities (USCHT 2009). They are also likely to travel further to get the experiences they seek.

Cultural and heritage activities identified by travelers include: visiting historic sites (66 percent); attending historical re-enactments (64 percent); visiting art museums/galleries (54 percent); attending an art/craft fair or festival (45 percent); attending a professional dance performance (44 percent); visiting a state or national park (41 percent); shopping in museum stores (32 percent); and exploring urban neighborhoods (30 percent) (USCHT 2009). The vast majority of these travelers (65 percent) say they seek travel experiences where the “destination, its buildings and surroundings have retained their historic character” (USCHT 2009).

### **Group Tour Travelers**

Group bus tours organized and conducted by special interest groups and professional tour operators are an important audience for heritage sites and heritage neighborhoods. Enjoy Baltimore County, Visit Howard County, the Maryland Office of Tourism Development, and other partners in the heritage area market directly to tour operators. Marketing occurs through conventions, familiarization tours, and direct marketing. Special interest groups who visit major attractions include educators, alumni organizations, social/historical groups, and religious groups. Some groups are self-organized, but many are run by professional tour operators. Visitors participating in group tours tend to be older. With the passing of the World War II generation group, touring will likely trail off, as the baby boomer and subsequent generations tend to prefer independent travel.

Tour operators will only go to places that sell. Attractions that wish to draw group tours must have the level of quality and interest that appeals to those who participate in them. Attractions that wish to host group tours must also have capacity to accommodate buses or be within walking distance of parking facilities that can accommodate buses.

### **Niche Tour Travelers**

A niche tourism market is a specific market segment, usually with a self-defined product, that can be tailored to meet the interests of the traveler. Niche markets can generate large numbers of travelers and help to diversify the tourism economy and reduce its typically seasonal nature.

## International Travelers

International travelers are a significant audience for the heritage area because of the large number of visitors from outside the United States who visit Washington, D.C. A visit to the Patapsco can be conveniently added to a trip to the nation's capital or to Baltimore. Many international travelers also travel by train, bus, or car through the heritage area on I-95 while traveling between the nation's capital and New York City. International travelers are generally intelligent and sophisticated people who seek authentic experiences. They expect a world-class experience and will quickly perceive shortcomings. International travelers are more likely to explore out of the way places if they are of sufficient character and interest. The Maryland Office of Tourism Development (MOTD) has identified the primary international target markets as the United Kingdom and Germany; and the secondary markets as Belgium, The Netherlands, Nordic countries, France, Ireland, Latin America and China, MOTD and Visit Baltimore work cooperatively with Capital Region USA (CRUSA), the destination marketing organization that works to increase travel to Washington, D.C. Maryland's byways are currently being marketed in the CRUSA guide in both English and German versions and on the CRUSA website in German, Spanish, French and Portuguese.

## Virtual Travelers

Virtual tourism occurs over the Internet without physically traveling to a location. Helping virtual tourists experience a place such as a heritage area are technologies like Google's Street View and related Web 2.0 technologies. Google's Street View lets users tour a city from a pedestrian standpoint, virtually taking a walk through city neighborhoods. Visitors tour a city on Street View, and at specific points, watch a short user-created video of individual sites. Companies are emerging that can offer clients – such as heritage areas – professional services to “virtualize” their brand. In the future, heritage area partners could consider development of virtual tours for their websites.

## 6.2 Travel Industry Trends

### United States Travel

Despite the economic downturn in 2009, travel nationwide grew annually from 2009 through 2013. For the next few years – through 2016 – the United States Travel Association (USTA) has forecasted modest visitation growth for domestic and international travel overall. Following is an overview of recent U.S. travel trends and forecasts (USTA 2013):

- National domestic travel volume grew slightly in 2013, with local domestic U.S. visitor volume, as measured in person-trips, growing 1.2 percent from 2012. Forecasts indicate modest visitation growth for domestic travel through 2016: 1.7 percent in 2014, 1.8 in 2015, and 1.5 in 2016.
- In general, while the growth rate is more moderate than in previous years, leisure travel remains at an all-time high and is an indicator of rising consumer confidence. In 2013 leisure travel



represented more than 78 percent of all person-trips, with overnight and day-trips evenly split at 50 percent each. Forecasts indicate modest visitation growth for leisure travel through 2016: 1.9 percent in 2014, 2.0 percent in 2015, and 1.8 percent in 2016.

- Recovery in the business travel market continues to lag that of leisure travel. Government travel remains the industry's greatest challenge due to federal budget cuts which have grounded most U.S. government employees. Business travel is forecasted to grow modestly through 2016: 1.0 percent in 2014, 1.2 percent in 2015, and 0.7 percent in 2016.
- The size and importance of the international travel market continues to grow. According to the USTA, approximately 69.6 million international visitors travelled to the U.S. in 2013. Overseas arrivals totaled 31.0 million, up 4.0 percent compared to 2012. Forecasts indicate that total international visitors to the U.S. will grow at a rate of 5.4% in 2014, 5.7% in 2015, and 4.1% in 2016.

## Maryland Travel

- In 2012 Maryland hosted an estimated 35.4 million domestic visitors<sup>1</sup>, up 2.9 percent from 2011 compared to a 1 percent increase in domestic person-trips in the United States. Eighty (80) percent, or more than 28 million, were leisure visitors, and the remaining 20 percent, or nearly 7 million, were business travelers. Overnight and day trips were roughly split similarly, with more than 17 million each in 2012. (MD 2013)
- Maryland realized more growth than any state in the region, both overall and in the leisure segment. Maryland's net travel volume has grown by 30 percent since 2007, with growth in all sectors: business, leisure, day, and overnight. This is significantly greater than the 9.2 percent growth nationwide and in other mid-Atlantic states during the same period. Maryland has increased market share 19.1 percent since 2007, outperforming national and regional trends. (MD 2013)
- The top ten tourism activities in Maryland are similar to the U.S. overall, with dining, shopping, entertainment, sightseeing, and nightlife ranked in the top five. Visiting a historic site ranked 5th in Maryland (up from 8<sup>th</sup> in 2010) and 6th nationally. (MD 2013)
- Baltimore is the top tourist destination in the state, capturing 31 percent of visits. Visitors to Baltimore were primarily from Washington, D.C. (29%), Philadelphia (13%), and Baltimore (14%). (MD 2013)
- Visitor volume in the state's central region – including Anne Arundel, Baltimore City, Baltimore County, Carroll, Harford, and Howard Counties – accounted for almost half (46.8%) of the statewide visitor volume in 2012.

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<sup>1</sup> D.K. Shifflet defines a visitor as either someone visiting overnight or someone who travels 50 miles or more from their home outside of their daily activity.

**Table 6.1 Maryland and U.S. Total Visitor Volume Estimates (person-trips in millions)**

	Maryland			United States		
	2012	2011	2010	2012	2011	2010
Total	35.37	34.37	32.17	2,182.95	2,160.30	2,021.86
Business	6.73	7.52	7.36	447.70	433.88	429.52
Leisure	28.64	26.85	24.81	1,735.26	1,726.42	1,592.34
Day Trip	17.54	17.38	16.06	1,098.34	1,097.03	1,019.65
Overnight	17.83	16.98	16.11	1,080.61	1,063.26	1,002.21

Source: D.K. Shifflet & Associates 2013.

**Table 6.2 Percent Change in Person-Trip Volume – 2007 to 2012**

	US	MD	DC	DE	PA	VA	WV
Total	9.2%	30.0%	11.4%	3.6%	12.3%	5.6%	10.1%
Business	(11.0%)	1.7%	4.9%	(35.8%)	(18.2%)	(17.0%)	22.0%
Leisure	16.0%	39.1%	16.0%	16.2%	20.4%	14.1%	7.8%
Overnight	8.8%	26.3%	29.0%	(20.2%)	15.0%	(3.9%)	5.9%
Day Trip	9.6%	34.0%	3.1%	39.7%	9.2%	14.4%	16.9%

Source: D.K. Shifflet & Associates 2013

**Table 6.3 Top Ten Tourism Activities per Stay, 2012**

Maryland		United States	
culinary/dining	30%	shopping	29%
shopping	23%	culinary/dining	29%
beach/waterfront	22%	beach/waterfront	14%
nightlife	12%	touring/sightseeing	12%
historic sites	12%	nightlife	10%
touring/sightseeing	11%	historic sites	10%
parks (national/state)	8%	parks (national/state)	10%
museum, art exhibits	8%	gambling	8%
movies	7%	museum, art exhibits	8%
holiday celebration	6%	movies	7%

Source: D.K. Shifflet & Associates 2012, based on domestic trips to Maryland and U.S.



## Baltimore County Travel

In 2012 approximately 5.2 million people visited Baltimore County including business and leisure travelers (Tourism Economics 2013). The economic recession in 2008 and 2009 resulted in a sharp decline in visitor volume, followed by recovery in the tourism industry in 2010 and 2011. Overall, since 2008 visitor volume has increased by 12.1 percent, a rate considerably lower than the 26 percent increase experienced statewide. Approximately 58% of visitors are day visitors. Business travelers compose the majority of the 32% of visitors who stay overnight in the county, although many overnight stays are leisure visitors who are visiting Baltimore.

**Table 6.4 Baltimore County Visitors**

Year	Visitors (thousands)			Growth Rate
	Overnight	Day	Total	
2012	2,173.8	3,000.5	5,174.3	4.3%
2011	2,054.4	2,906.7	4,961.1	7.9%
2010	1,808.4	2,788.9	4,597.3	7.2%
2009	1,608.0	2,682.1	4,290.1	-7.1%
2008	1,904.7	2,711.6	4,616.3	

Source: *Tourism Economics 2013*

## Howard County Travel

In 2012 approximately 2.5 million people visited Howard County including business and leisure travelers. Since 2008, visitor volume has increased by almost 24.4 percent, a rate slightly lower than the 26 percent increase experienced statewide. Approximately 60% of visitors are day visitors. Business travelers compose the majority of the 40% of visitors who stay overnight in the county, although many overnight stays are leisure visitors traveling on I-95 between Baltimore and Washington, D.C.

**Table 6.5 Howard County Visitors**

Year	Visitors (thousands)			Growth Rate
	Overnight	Day	Total	
2012	1,004.9	1,484.9	2,489.8	4.4%
2011	953.3	1,431.0	2,384.3	5.5%
2010	884.9	1,374.7	2,259.6	6.6%
2009	806.2	1,313.6	2,119.8	5.9%
2008	786.1	1,214.9	2,001.0	

Source: *Tourism Economics 2013*

## Patapsco Valley State Park Visitation

Approximately 730,000 people visit Patapsco Valley State Park annually (4-year average for 2010 through 2013) (MD 2013). The majority of visitors are day use visitors (96.2%); approximately 3.8% are overnight visitors who camp (3.6%) or stay in cabins (0.2%) (MD 2013).

On a statewide basis, most visitors are Marylanders (71% of day visitors and 51 percent of overnight visitors). Day visitors are likely to be repeat customers and overnight visitors are more than 2.5 times as likely to be on their first trip. In general, day visitors are not likely to have stayed overnight in a state park and typically are returning home on the day they visit a state park. Many day-use visitors (44%) know about a state park already because of a previous visit or previous knowledge. Another 32 percent of day users visit a state park because of a personal recommendation. The majority of park visits are with family; nearly half of day visitors and 63% of overnight visitors come with children. In central Maryland state parks, the median size per group for day visitors is two. Most day visitors arrive by automobile (90%); bicycling ranks as the second most popular mode of arrival (5.1%). (MD 2011)

**Table 6.6 Top Ten MD State Park Activities per Stay, 2010**

Day-Use Visitors		Overnight Visitors	
hiking/walking	56.4%	hiking/walking	75.7%
general relaxation	37.2%	general relaxation	67.1%
swimming	36.5%	swimming	63.2%
sightseeing	28.3%	picnic/cookout	58.8%
picnic/cookout	27.7%	sightseeing	43.1%
photography	24.0%	photography	39.0%
sunbathing	20.7%	sunbathing	28.8%
playground	16.5%	birding/wildlife view	26.6%
birding/wildlife view	15.4%	playground	25.9%
pleasure driving	14.6%	pleasure driving	24.9%

Source: MD 2011



### **6.3 Economic Benefits of Tourism**

In many forms of tourism, especially heritage tourism, visitor dollars tend to be captured through visitor services, such as accommodations, dining, transportation, and retail. Admission fees at attractions and sites often do not cover maintenance costs, but the auxiliary activities of visitors –shopping, eating, sleeping over, and the like – generate economic benefit for various organizations in the tourism system. At the same time, excellent heritage and cultural tourism offerings are part of a package for business and resident recruitment and retention – key aspects of quality of life and therefore valuable to the economic stability of a region.

#### **United States – Tourism Economic Benefits**

##### **Visitor Spending**

Including international visitors, total travel spending in 2012 in the United States amounted to more than \$855.4 billion (USTA 2013). Americans spent \$726.9 billion on domestic travel, meeting expectations for modest growth in the sector, and representing an increase of 4.4% from 2011. Forecasts indicate modest growth for domestic travel spending through 2016: 3.7% in 2013, 4.7% in 2014, 4.6% in 2015, and 4.7% in 2016.

International visitors spent a record-breaking \$128.6 billion on U.S. travel and tourism related goods and services in 2012, up 10.7 percent from 2011. Forecasts indicate that total international visitor spending in the U.S. will grow at a rate of 9.4% in 2013, 7.6% in 2014, 5.7% in 2015, and 6.0% in 2016.

#### **Maryland – Tourism Economic Benefits**

##### **Visitor Spending**

Maryland tourists and travelers spent \$14.9 billion on travel expenses in 2012. Local transportation, food and beverage, and lodging each represent about 20% of tourism industry sales. Retail closely follows, representing 15 percent of direct industry sales. Total spending increased 4.5 percent over 2011. Visitor spending has grown by more than four percent for three straight years – and expanded more than 17 percent since the 2009 recession. (MD 2013b)

##### **Jobs and Payroll**

Tourism is the 10<sup>th</sup> largest private sector employer in Maryland, supporting 135,741 direct full-time equivalency jobs in 2012 in leisure and hospitality, retail, transportation, and other sectors impacted by visitor spending. For these employees, tourism jobs provided \$4.5 billion in wages and salaries in 2012. (MD 2013b)

### **Revenue Generation**

In 2012 visitor spending in Maryland generated more than \$2 billion in state and local taxes, including income taxes from the wages of industry employees, sales taxes for tourism goods and services, hotel occupancy taxes, and other corporate taxes. (MD 2013b)

## **Baltimore County – Tourism Economic Benefits**

### **Visitor Spending**

Baltimore County tourists and travelers spent \$1,107.5 million on travel expenses in 2012. Local transportation represented about 29 percent of tourism industry sales. Food and beverage followed closely, representing 23 percent of industry sales. Total spending increased by more than 6 percent over 2011. Visitor spending has grown each year since the recession – showing a sharp annual rise of 10.5% in 2011 – but recovering with moderate 9.8% overall growth since 2008.

### **Jobs and Payroll**

Tourism supported approximately 20,200 direct and indirect jobs, generating \$758.7 million dollars in wages and salaries. This represented 5.6% of Baltimore County's employment and 4.2% of Baltimore County's labor income. Tourism employment and labor income represented 9.8% of Maryland's tourism employment and 9.5% of Maryland's tourism labor income.

### **Revenue Generation**

In 2012 visitor spending in Baltimore County generated more than \$178.2 million in state and local taxes, including income taxes from the wages of industry employees, sales taxes for tourism goods and services, hotel occupancy taxes, and other corporate taxes.

## **Howard County – Tourism Economic Benefits**

### **Visitor Spending**

Howard County tourists and travelers spent \$585.5 million on travel expenses in 2012. Food and beverage represented about 25 percent of tourism industry sales. Local transportation followed closely, representing 23 percent of industry sales. Total spending increased by more than 4 percent over 2011. Visitor spending has grown each year since the recession – showing a sharp annual rise of 15.8% in 2011 – but recovering with moderate 13.9% overall growth since 2008.

### **Jobs and Payroll**

Tourism supported approximately 10,300 direct and indirect jobs, generating \$330.2 million dollars in wages and salaries. This represented 6.5% of Howard County's employment and 3.5% of Howard



County's labor income. Tourism employment and labor income represented 5.0% of Maryland's tourism employment and 4.1% of Maryland's tourism labor income.

### Revenue Generation

In 2012 visitor spending in Howard County generated more than \$178.2 million in state and local taxes, including income taxes from the wages of industry employees, sales taxes for tourism goods and services, hotel occupancy taxes, and other corporate taxes.

**Table 6.7 Economic Impact of Tourism (2012)**

	Baltimore Co	Howard Co
Total Tourism Industry Sales (millions)	\$1,107.5	\$548.5
Tourism Employment	20,171	10,295
Tourism Labor Income (millions)	\$758.7	\$330.2
Total Tourism Tax Receipts* (millions)	\$178.2	\$86.6

\* including state, local, and hotel taxes

Source: *Tourism Economics 2013*

**Table 6.8 Tourism Industry Sales (2012)**

	Baltimore Co	Howard Co
Transportation	29%	23%
Food and Beverage	23%	25%
Retail	20%	20%
Lodging	12%	17%
Recreation	15%	15%
Second Home	1%	0%

Source: *Tourism Economics 2013*

## Maryland State Parks – Economic Benefits

### Visitor Spending

In 2010, visitors to the eight state parks in central Maryland directly spent approximately \$74.3 million during their trips, producing a total economic impact of approximately \$86.9 million annually, including indirect and induced spending of more than \$83 million. Visitors spent approximately 72% of this money within a 20-minute drive of the parks. Approximately 80% of the local impact is attributed to day visitors. Day visitors spent on average \$26.94 per trip, of which 47% was for transportation, 34% for grocery store food and drinks, 18% was for restaurants, and 1% was for retail. Overnight visitors spent an average \$147.20 per trip, of which 28% was for transportation, 33% for grocery store food and drinks, 28% was for restaurants, 4% was for retail, 6% was for camp supplies, and less than 1% was each for attractions and other. (MD 2011)

### Jobs

Visitor spending at state parks in central Maryland in 2010 supported more than 1,230 full-time jobs, of which 944 jobs were within a 20-minute drive of the parks (MD 2011).

### Revenue Generation

Statewide visits to state parks in 2010 generated \$39 million in state income and retail taxes and \$4.8 million in county taxes, exclusive of the impacts created by state park employees and amusement taxes. For every \$1 the state invested in state park funding in 2010, \$1.04 was generated in state taxes (not including taxes generated by money spent in the parks) and \$29.27 was generated in economic activity. (MD 2011)

## 6.4 Patapsco Heritage Area Tourism Markets

### Primary Tourism Market

The primary market area for the Patapsco Heritage Greenway encompasses the zip code areas in Howard County and southwest Baltimore County. Since several of these districts spillover county lines, the primary market area also includes portions of Carroll, Frederick, Montgomery, and Anne Arundel Counties. The area's 2010 population was 751,918. The most densely populated communities within the primary market area are Columbia and the neighborhoods in the I-695 corridor adjoining Baltimore City.

The primary area is 54 percent White, 33 percent Black, 8 percent Asian, and only 5 percent American Indian or Other. The minority population is largely concentrated in Baltimore County and in the I-95 corridor in southeast Howard County.



Children under the age of 14 compose close to 19.7 percent of its population. School-aged children (ages 5-14) account for 13.6 percent of the population, and are largely concentrated in the eastern, more urban areas, especially in Columbia and in the I-695 corridor.

### **Secondary Tourism Market**

The Patapsco Heritage Greenway's secondary market area is defined as counties in the Baltimore/Washington area, and along the I-95 corridor between Baltimore and New York. This area includes the central portion of Maryland, the District of Columbia, portions of Northern Virginia and Southeastern Pennsylvania, Northern Delaware, most of New Jersey, New York City, and three suburban counties in New York State. Although not a huge geographic area, the secondary market is very densely settled, with a 2010 population of over 30.9 million.

The secondary area is less racially diverse than the primary area. It is 58.2 percent White, 21.8 percent Black, 9.0 percent Asian, and 11 percent American Indian or Other. It also has a significant Hispanic population, at 17.5 percent of the total.

Nearly six million children (18.9% of total) under the age of 14 reside in the secondary market area. Approximately 36 percent of its population is aged between 25 and 49, including 11.2 million people. About 3.8 million residents are over the age of 65, presenting a large retiree market.

### **Tertiary Tourism Market**

The tertiary market area includes the balance of Maryland, Delaware, New Jersey, and Virginia, all of West Virginia and Connecticut, Southern and Eastern Pennsylvania, Southeastern New York State, and a portion of Northeastern Ohio. Although this area encompasses several large cities such as Pittsburgh, Richmond, and Cleveland, it is largely rural in character, and thus sparsely populated. This is evident from the fact that its 2010 population of 28.2 million was less than that of the secondary area, despite the fact that its geographic size is much larger.

The tertiary market is the least ethnically diverse of the three areas, as almost 23 million people (81.6%) in the tertiary market are White. Only 11.3 percent is Black, 2.3 percent is Asian, and the remaining 4.8 percent is American Indian or Other.

Not surprisingly, children compose a smaller share of total population, as only 18.2 percent of the area's population is under 14 years old. At the other end of the age scale, the tertiary area has a large population over the age of 65, with over four million residents (15.1 percent) of the area's residents falling into this category.

## 6.5 Heritage Area Tourism Partners

### Baltimore County Office of Tourism and Promotion (Enjoy Baltimore County)

The Baltimore County Office of Tourism and Promotion serves as a guide for attractions, lodging and things to do and see in Baltimore County. Its website ([www.enjoybaltimorecounty.com](http://www.enjoybaltimorecounty.com)) provides information on where to eat, play, and stay in Baltimore County, as well as a calendar of events and a trip planning function that enables visitors planning a trip to build an itinerary. Entities registered with the department can promote their business, attraction, event, hotel, or restaurant on the website. A free annual visitor guide provides information on local events, the arts, attractions, recreation, shopping, restaurants, and accommodations of interest to visitors, event planners, and residents. Funding is provided largely by the state of Maryland, supplemented by a small annual grant from Baltimore County.

### Howard County Office of Tourism and Promotion (Visit Howard County)

The Howard County Office of Tourism and Promotion (HCTP) is a membership-based non-profit organization that serves as the official destination marketing organization for Howard County. Its mission is to increase, develop, and promote tourism in Howard County by featuring the county's unique location, sites, services, products, and people. HCTP works consistently to move Howard County forward both as a Mid-Atlantic weekend destination and a convenient "2-4-1" home base for experiencing both Washington D.C. and Baltimore. HCTP also advocates for the tourism industry through public education and working with elected officials to create a greater awareness and appreciation for the contribution that tourism makes to the community via job creation and tax receipts. HCPT staff provides public relations and sales and marketing assistance to members, designed to extend business marketing reach in regional and local markets and to assist with business in-house promotional efforts. Howard County Government largely provides operational funds for the organization; partnership dues provide supplemental funding.

HCPT provides information to residents, the traveling public, tour operators, and event planners on places to go and things to do in Howard County. The award-winning Visit Howard County website ([www.visithowardcounty.com](http://www.visithowardcounty.com)) offers on-line information on lodging, dining, shopping, sight-seeing, attractions, events, and travel packages; the website receives approximately 10,000 unique visits monthly. The Howard County Welcome Center on Main Street in Ellicott City has welcomed 30,000 visitors annually since opening in late 2011. The "On-the-Go Welcome Center Tent" provides on-site visitor information at signature county events. The I-95 Maryland Welcome Center offers limited complimentary window display space to HCPT partners. Each year approximately 100,000 copies of the free *Official Howard County Welcome Guide* are available in hotel rooms, business parks, Howard County libraries, and the Merriweather Post Pavilion.

HCPT Opportunities for HCPT members include cooperative media buying and regional partnerships, industry trade shows, presentations from industry experts, displays in visitor centers, special seasonal

marketing campaigns, group sales promotions, and networking opportunities at an annual tourism meeting, bi-monthly group sales breakfast clubs, and quarterly partner mixers.

### Visit Baltimore

Visit Baltimore (formerly the Baltimore Area Convention and Visitors Association) is a membership-based non-profit organization that serves as the official destination development and marketing organization for the greater Baltimore region. Its mission is to generate economic benefits for Baltimore City by attracting convention, group, and leisure visitors and to work to provide a positive experience for all guests. Its vision is for all stakeholders to support the local tourism industry because they understand how the economic benefits generated – jobs and taxes – improve their quality of life. Stakeholders include government, citizens, and member organizations. Member organizations are lodging, dining, arts, attractions, shopping, transportation, associations, and government agencies.

Visit Baltimore provides information to the traveling public and event planners on agencies, associations, accommodations, attractions, events, nightlife, recreation, restaurants, retail, sporting activities, and transportation to business, leisure, group, and convention travelers. Through the Visit Baltimore website ([www.Baltimore.org](http://www.Baltimore.org)) more than one million people a year view virtual tours and request assistance and printed information such as visitor guides, facilities guides, maps, and/or group tour planning guides. Visit Baltimore's visitor center at the Inner Harbor attracts more than 400,000 travelers each year, where visitors pick up brochures, learn about promotions and events and sites to see, and purchase tickets to attractions. The *Official Guide*, published twice a year by Visit Baltimore, is a magazine-style guide for leisure travelers and convention attendees. The *Visit Baltimore Meeting and Event Planning Guide* is distributed to 5,000 meeting professionals, group tour operators and reunion planners; it features information needed to plan a convention, meeting, tradeshow, or event in the city and identifies available resources from Visit Baltimore's members.

### Baltimore Tourism Association

The Baltimore Tourism Association (BTA) is a voluntary, non-profit coalition of tourism industry professionals from businesses located in the Baltimore metropolitan area and surrounding regions focused on promoting group travel. BTA helps its members increase their group business through education, outreach, and targeted regional promotions, as well as by fostering productive relationships between its members through networking opportunities. Members include a cross section of tourism professionals including attractions, restaurants, accommodations, theater, entertainment, destination management, tours, cruises, and transportation.

### Maryland Tourism Council

The Maryland Tourism Council (MTC) is the only statewide membership organization representing all segments of the hospitality and tourism industry. Its mission is to connect, educate, and represent Maryland's tourism industry to create the most productive statewide tourism climate possible. MTC



represents and unites varied segments of tour and travel, bringing together the entire industry to enhance business growth and to promote the development of Maryland tourism. Members from all segments of the industry work together to promote business, participate in professional development activities, and enhance the economic impact of tourism for the benefit of all Maryland residents. MTC emphasizes government affairs, business growth, professional development, and alliances with other tourism organizations, the business community, and state and local governments.

### **Maryland Office of Tourism Development**

A division of the Maryland Department of Business and Economic Development, the Maryland Office of Tourism Development (MOTD) promotes Maryland's attractions for the entire state. MOTD's mission is to increase tourism expenditures to the state by: promoting Maryland's attractions, accommodations and visitor services; providing resident and out-of-state visitors with information and services to ensure a positive trip experience; and positioning Maryland as a competitive tourism destination worldwide, in order to deliver revenue benefits for the state and its citizens.

### **Destination DC**

Destination DC serves as the lead organization to successfully manage and market Washington, DC as a premier global convention, tourism and special events destination, with a special emphasis on the arts, cultural and historical communities. Destination DC is a private, non-profit corporation with a membership of 850 businesses and organizations that support the DC travel and tourism sector. By developing and executing centralized and cohesive sales and marketing strategies, Destination DC generates economic development for the city through tourism and meetings. A contracting arm of Events DC, the organization is funded by a percentage of DC's hotel occupancy tax, along with membership dues and co-operative marketing fees.

### **Capital Region USA**

Capital Region USA (CRUSA) is the official regional destination marketing organization promoting Washington, DC, Virginia and Maryland internationally, in partnership with Destination DC, the Virginia Tourism Corporation, the Maryland Office of Tourism Development and the Metropolitan Washington Airports Authority. CRUSA's mission is to achieve more overseas travelers staying longer and spending more money through the leveraging of public and private investments to promote a regional travel experience that supports customer buying habits. Its target markets are the United Kingdom, Germany, Brazil, France, and China.

### **Brand USA**

Brand USA plays a unique role as the nation's first cooperative destination marketing organization. Its mission is to encourage increased international visitation to the United States and to grow America's share of the global travel market. Brand USA focuses on delivering programs and platforms that

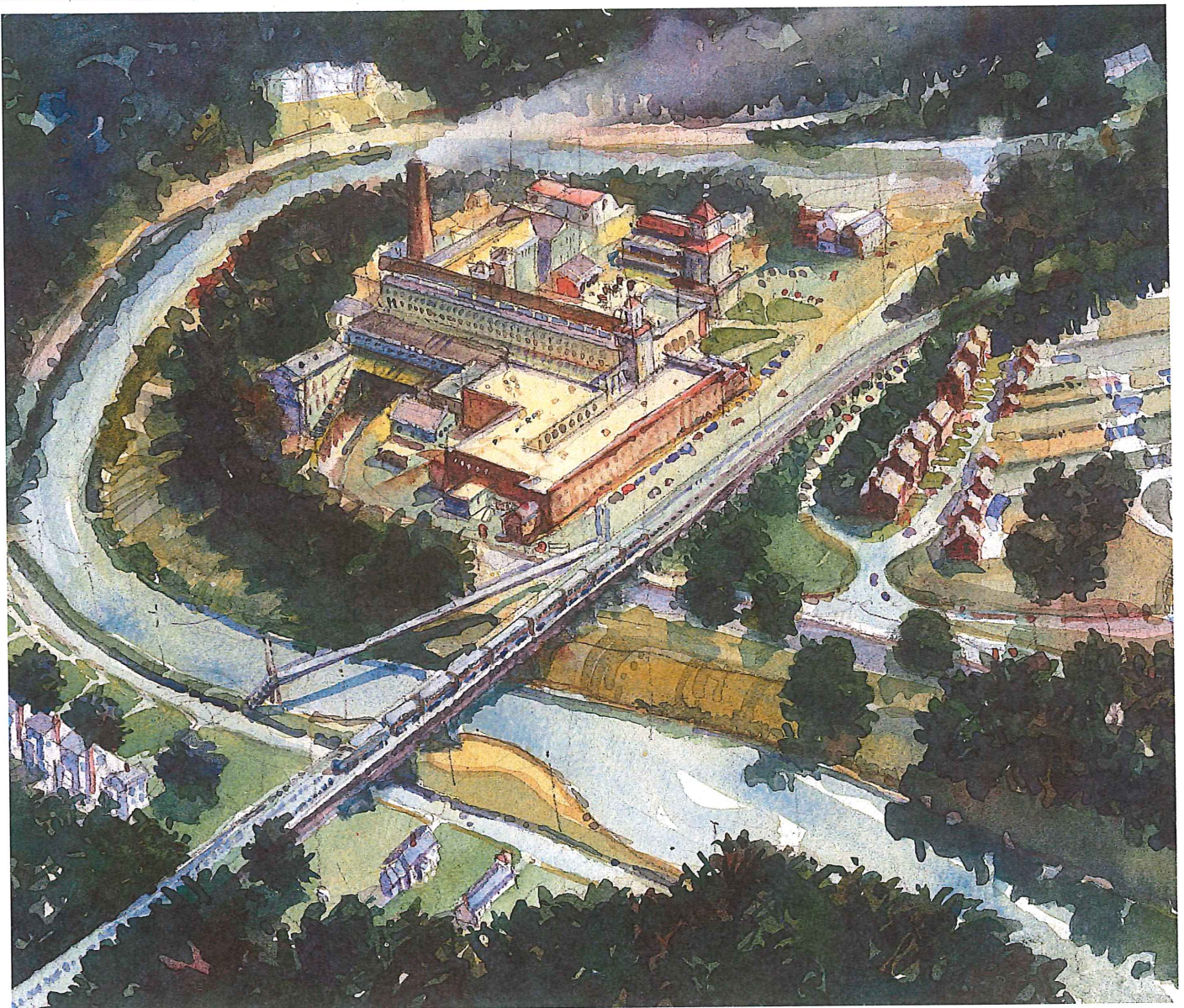
## PATAPSCO HERITAGE AREA MANAGEMENT PLAN – Heritage Tourism and Marketing

increase awareness and enhance the image of the United States among worldwide travelers in order to influence intent to travel to the United States and, most importantly, to increase visitation and spending.



# 7 Community Planning Context

7.1	Land Use Recommendations of Local Plans .....	7-1
7.2	Resource Conservation—Historic Preservation...	7-9
7.3	Resource Conservation—Local Land Preservation, Recreation and Park .....	7-14
7.4	Resource Conservation—Green Infrastructure ...	7-17
7.5	Resource Conservation—Scenic Resources.....	7-18
7.6	Patapsco Valley State Park.....	7-20





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## 7. Community Planning Context

### 7.1 Land Use Recommendations of Local Plans

#### Baltimore County

*Master Plan 2020* (Baltimore County 2010) is the guiding document that directs where and how future development in Baltimore County will occur through 2020. The plan builds on the successful concepts and strategies of previous plans and introduces a new framework of sustainability focused on fostering a healthy environment, vibrant communities, and economic vitality. Following is a summary of the planning framework elements specifically related to growth and economic development within the Patapsco Heritage Area. Other planning framework elements that are particularly relevant to the heritage area are addressed in sections 7.2 through 7.5 below.

#### Proposed Land Use – Patapsco Heritage Area

The Patapsco Heritage Area is located largely within Baltimore County's Urban Area (figure 7.1). The Urban Area encompasses land within the county's Urban Rural Demarcation Line (URDL). The Urban Area coincides with the Priority Funding Area (PFA) where Baltimore County proposes to concentrate use of state funds to support growth. Land within the heritage area that is outside the URDL is within Baltimore County's Rural Area and is within Patapsco Valley State Park or is undeveloped land that adjoins or is surrounded by Patapsco Valley State Park.

Baltimore County's Proposed Land Use Map provides general recommendations for land use within the heritage area based on the policies in *Master Plan 2020*. The map is conceptual and general, and is intended to reflect land use patterns and support the land use objectives of *Master Plan 2020*, rather than identify land use of individual properties or parcels. Five land use categories – ranging from the most natural to the most urban – occur within the Patapsco Heritage Area (figure 7.1):

- **T-2 (Rural Zone)** consists of sparsely settled lands in an open or cultivated state. These include woodlands, agricultural lands, and grasslands. Typical buildings may include farmhouses and agricultural buildings.
- **T-2 R (Rural Residential Zone)** consists of large lot single-family detached housing. Plantings are informal. All setbacks are generally 50+ feet. Lots are deep to accommodate a larger backyard. Density varies between 2 to 5 acres per dwelling.
- **T-3 (Sub-Urban Zone)** includes low-density residential areas, adjacent to higher zones that contain mixed use. Home occupations and outbuildings may be allowed.
- Landscaping is naturalistic and setbacks are relatively deep. Blocks may be large and the roads irregular to accommodate natural conditions.
- **T-4 (General Urban Zone)** is characterized by mixed-use, but is primarily residential urban fabric. It may have a wide range of building types including single-family detached and attached



Patapsco Heritage Area Management Plan

Figure 7.1

**County Comprehensive Plans -  
Future Land Use Recommendations**

Howard County Designated Place Types

- Growth and Revitalization
- Established Community
- Planning Area Boundary

Source: PlanHoward 2030

Baltimore County Future Land Uses

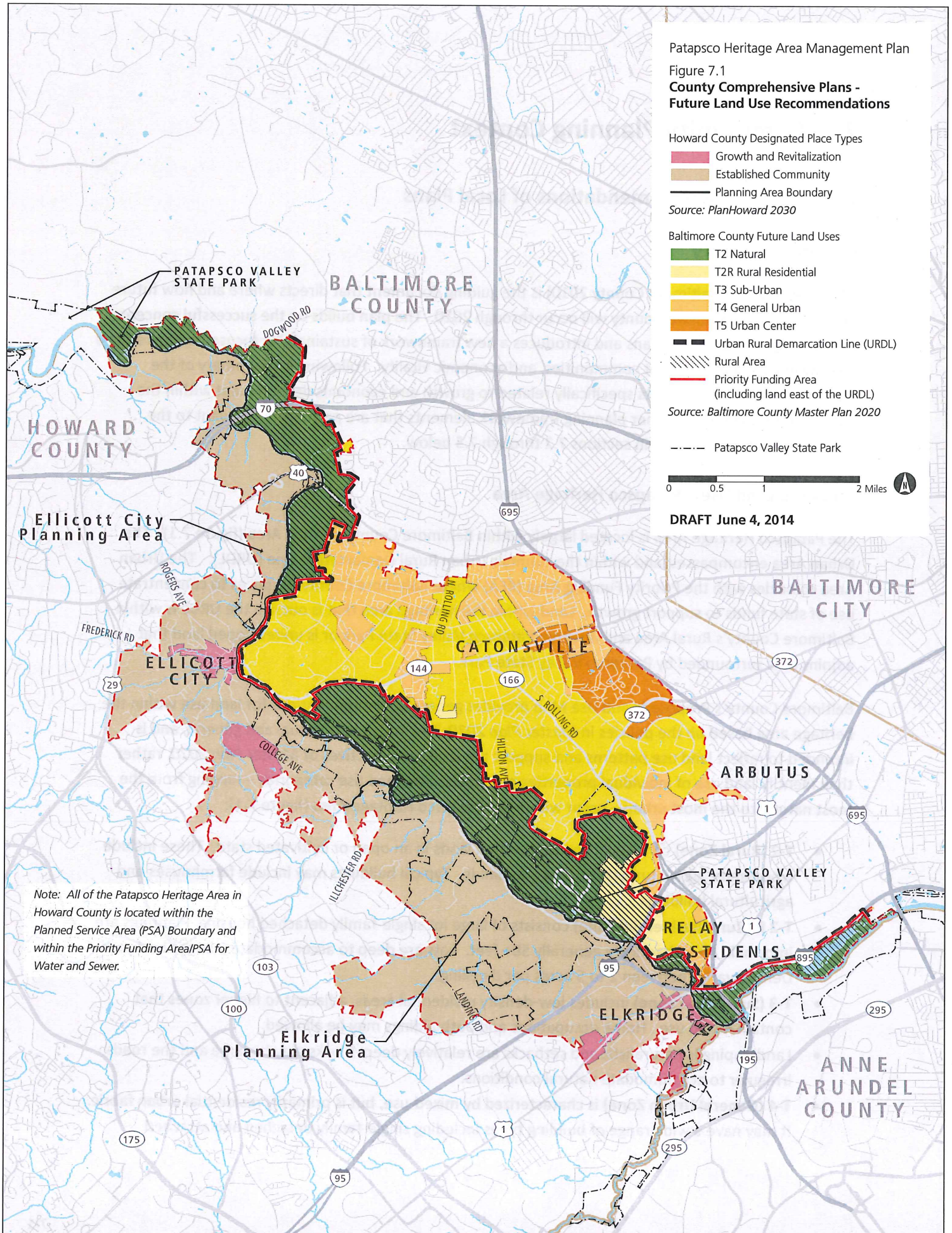
- T2 Natural
- T2R Rural Residential
- T3 Sub-Urban
- T4 General Urban
- T5 Urban Center
- Urban Rural Demarcation Line (URDL)
- Rural Area
- Priority Funding Area (including land east of the URDL)

Source: Baltimore County Master Plan 2020

Patapsco Valley State Park



**DRAFT June 4, 2014**





Patapsco Heritage Area Management Plan  
 Figure 7.2  
**Zoning**

- Residential
- Business
- Office
- Industrial/Manufacturing
- Resource Conservation
- Agriculture

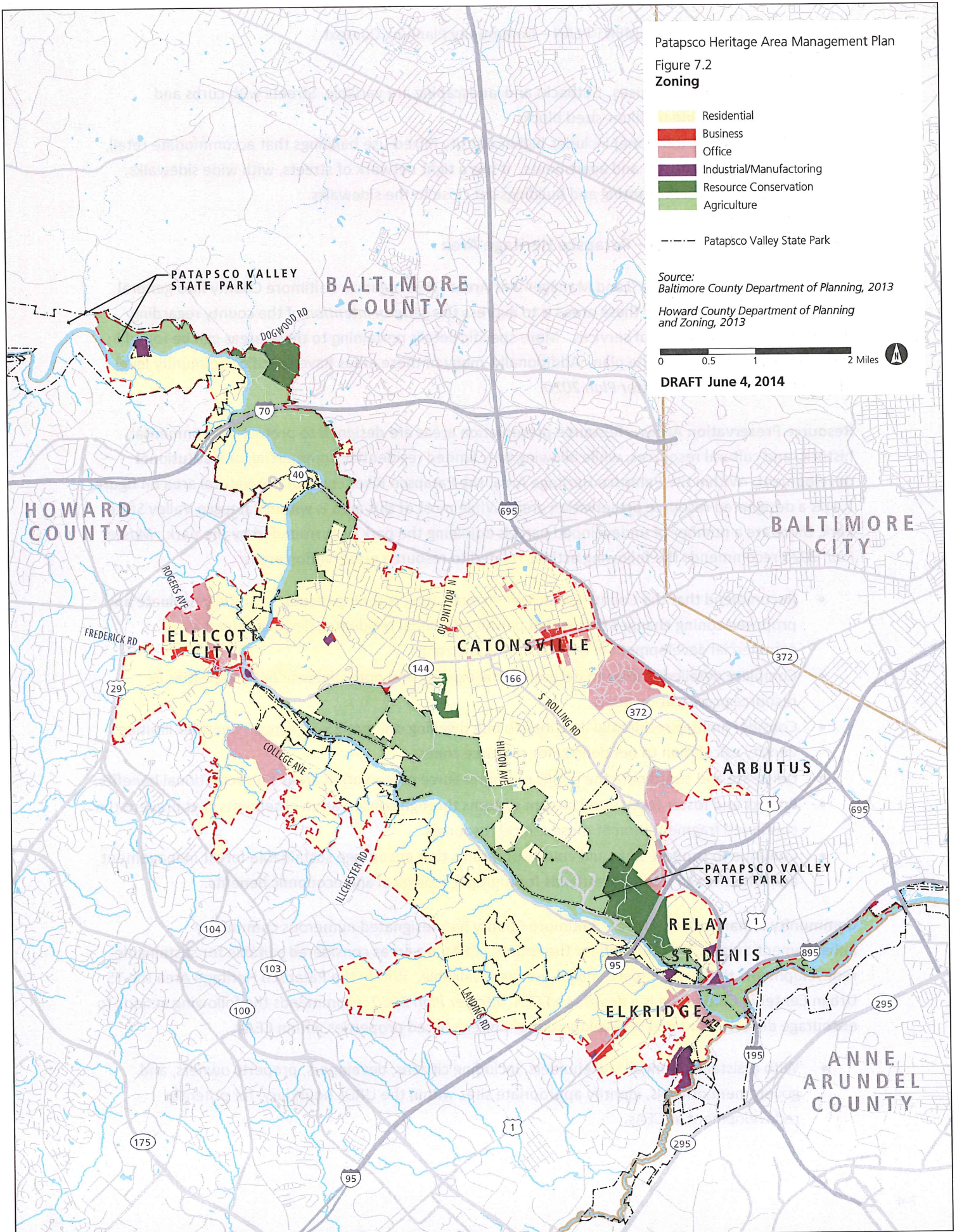
--- Patapsco Valley State Park

Source:  
 Baltimore County Department of Planning, 2013

Howard County Department of Planning  
 and Zoning, 2013

0 0.5 1 2 Miles 

**DRAFT June 4, 2014**





houses, and townhouses. Setbacks and landscaping are variable. Streets with curbs and sidewalks define medium-sized blocks.

- **T-5 (Urban Center Zone)** includes higher density mixed-use buildings that accommodate retail, offices, townhouses, and apartments. It has a tight network of streets, with wide sidewalks, steady street tree planting and buildings set close to the sidewalks.

### **Land Management Areas – Patapsco Heritage Area**

*Master Plan 2020* designates “Land Management Areas” that organize Baltimore County into general policy areas. The purpose of these areas is to express the *general intention* of the county regarding development and provision of services. More specific details pertaining to these areas can be found in their respective sections of the plan. Additionally, many of these areas have specific community level plans adopted as part of *Master Plan 2020*.

**Resource Preservation Areas** – Resource preservation areas are designed to protect environmental, historic, and cultural resources, while allowing only limited residential, commercial, or institutional development. Within the Patapsco Heritage Area, the Patapsco River corridor (T2 Natural area on figure 7.1) is a designated resource preservation area. While most of this area is within Patapsco Valley State Park, there are a number of undeveloped parcels adjoining the park or surrounded by the park. *Master Plan 2020* recommends the following actions related to resource preservation areas:

- Recommend that the County Council when evaluating rezoning requests carefully evaluate any proposed zoning changes that would permit additional residential density or increased commercial development in the R.C.6, 7, and 8 zones.
- Complete detailed studies to determine the existing and potential residential densities in resource preservation areas.
- Consider limiting residential densities to one dwelling unit per 25-50 acres. Consider limiting density calculation to net density for resource zones.
- Delineate and coordinate the public use of resource preservation areas for recreational benefits.
- Protect and foster forests and stream systems through conservation easements that prevent the continued fragmentation of these critical resources.
- Continue to support state and county programs that encourage sustainable forest management and initiatives to retain forestlands for multiple ecological and economic benefits.

**Community Enhancement Areas** – Baltimore County has designated numerous community enhancement areas (CEAs) throughout the county. CEAs are areas considered suitable for sustainable redevelopments that are compact, mixed-use, and walkable. Within the Patapsco Heritage Area the T5 Urban Center in Catonsville is a designated CEA. *Master Plan 2020* recommends the following actions to encourage development and redevelopment of under-utilized properties within CEAs:

- With assistance from all stakeholders, including citizens, developers, property owners, and government officials, identify appropriate sites within the URDL boundary, for potential redevelopment as CEAs.

- Examine the selected areas for adequate infrastructure, existing and proposed open/civic spaces, public transportation options, environmental constraints and any other challenges.
- Prioritize sites for greatest potential for success, with possible Transit Oriented Development (TOD) projects having the highest priority.
- Investigate all possible incentives that would encourage/facilitate redevelopment of under-utilized commercial properties.
- Develop specialized overlay zones that represent community consensus. Involve all stakeholders in the planning process with tools such as an Urban Design Assistance Team (UDAT) or a public planning charrette process.
- Encourage quality, sustainable design, with great emphasis on walkability, connectivity, and improvement of the quality of stormwater runoff.
- Review all subsequent plans and building permits for compliance with the approved development proposal.
- Examine the development plan and permit review procedures for methods to expedite the approval process.
- Create a new mixed-use zone intended to accommodate residential, employment, office and retail uses in the same development and/or structure, and apply the new zone to areas designated as CEAs.
- Develop standards to assure the provision of appropriate and adequate open spaces that meet the needs of new residents.
- Work with private lenders and investors to make sufficient financing available for redevelopment projects. Funding for the development entity's activities could consist of public and private funds, including loan deposit funds made available by local and regional lenders.
- Consider offering Tax Increment Financing (TIFs), Payment in Lieu of Taxes (PILOTs), and other tax incentives to reduce the private sector costs of redevelopment that promotes a public purpose.

**Community Conservation Areas.** Community conservation areas (CCAs) encompass Baltimore County's more densely populated, established communities. Within the heritage area, all land in Baltimore County – exclusive of the Catonsville CEA (T5 Urban Center) and the Resource Preservation Area (T2 Natural area) – is designated a CCA. Preserving CCAs is a fundamental component of the county's critical effort to effectively maintain, strengthen, and manage its built environment. In the future, the county's community conservation strategy will include actions in the areas of sustainable housing, homeownership, workforce housing, and green housing.

### **Sustainable Communities – Patapsco Heritage Area (Baltimore County)**

Much of the heritage area in Baltimore County is located within the Catonsville Sustainable Community. Sustainable communities are designated by the state of Maryland and are place-based community revitalization designations offering a comprehensive package of resources. To participate, municipal and county governments are asked to identify local areas in need of revitalization and create a comprehensive revitalization strategy or "action plan" guiding investment in accordance with the



principles of sustainability. The Catonsville Sustainable Community was amongst the first designated sustainable community in Maryland.

The Sustainable Community Action Plan aims to increase economic, transportation and housing choices, and improve environmental quality and health outcomes, among other locally identified goals. Sustainable community designation encourages interagency and cross-governmental collaboration, aligning state and local resources to address the needs of Maryland communities. The Sustainable Communities Program builds on current federal and state initiatives.

The U.S. Department of Housing and Urban Development, in conjunction with the Department of Transportation and the Environmental Protection Agency, has committed to an unprecedented level of coordination to advance six livability principles, including supporting existing communities. Governor O'Malley's "Smart, Green and Growing" initiative also prioritizes concentrating growth in existing communities, as one means of promoting more sustainable development in Maryland. Sustainable Communities supports more economically viable, environmentally responsible, and equitable places to live.

## Howard County

*PlanHoward 2030* (Howard County 2013c) is Howard County's current adopted general plan that provides the framework for decision making related to development, land preservation, changing demographic and employment trends, neighborhood sustainability, capital projects, county services, and other key issues. The plan is organized into three major parts to address the three key aspects of sustainability – environment, economy, and community quality of life. Following is a summary of the planning framework elements specifically related to managing growth and fostering economic development within the Patapsco Heritage Area. Other planning framework elements that are particularly relevant to the heritage area are addressed in sections 7.2 through 7.5 below.

### Designated Places – Patapsco Heritage Area

The Patapsco Heritage Area is located within Howard County's Priority Funding Area (PFA) (figure 7.1). The PFA encompasses the easternmost 40 percent of the county where Howard County proposes to concentrate use of state funds to support growth. Land within the PFA is assigned to one of two focused target areas for future growth: Targeted Growth and Revitalization Areas or Established Communities. The entire PFA is within the county's Planned Service Area (PSA) for both public water and sewerage.

**Targeted Growth and Revitalization Areas.** Targeted Growth and Revitalization Areas are areas where current policies, zoning, and other regulations, as well as policies suggested in *PlanHoward 2030* seek to focus most future county growth. Within the Patapsco Heritage Area, there are three areas that are designated as Targeted Growth and Revitalization Areas:

- Ellicott City
- College Avenue/Taylor Manor area (east of Ellicott City)
- Elkridge (three areas near one another in the Elkridge area)

*Plan Howard 2030* (Howard County 2013c) notes the following about Targeted Growth and Revitalization Areas:

- Based on land availability and current zoning, the county projects that by 2030 one-third of all new homes in Howard County will be single-family detached and two-thirds will be townhouses or apartments. These are typically more affordable housing products and will help accommodate diverse housing needs. All of these product types will be located in the PFA and most within the Targeted Growth and Revitalization areas.
- Targeted Growth and Revitalization Areas offer opportunities to create more compact, complete communities at densities that can support a mix of uses and transportation options. Higher density, mixed-use development is critical to accommodating future growth that minimizes impacts on the environment, existing communities, and the Rural West. New, complete communities should be designed to ensure that they:
  - exhibit housing, jobs, and service diversity
  - have streets and buildings that are well integrated and of a human-scale design
  - are walkable, bikeable, and have access to good transit service
  - support shared parking
  - contain vibrant public spaces and activity-filled destinations as well as access to green space and natural areas
  - minimize adverse impacts and restore degraded environment features
  - meet green building standards including use of renewable energy
  - are compatible with neighboring uses
- Within the Targeted Growth and Revitalization Areas there should be opportunities for more detailed planning for the development of transit-supportive densities and land uses, as well as pedestrian and bicycle connectivity.
- Targeted Growth and Revitalization Areas are more likely to need expanded public facilities and developers of new projects are expected to either construct or contribute to facility capacity
- Targeted Growth and Revitalization Areas are places where existing community patterns are expected to experience more change.

**Established Communities.** Established communities are areas that consist of already established residential and commercial areas in the eastern portion of the county where limited growth is expected, primary through residential infill development. Within the Patapsco Heritage Area, all of the land within Howard County outside of the Targeted Growth and Revitalization Areas is designated in *PlanHoward 2030* (Howard County 2012c) as Established Communities.



*Plan Howard 2030* (Howard County 2013c) notes the following about Established Communities:

- Established Communities predominately consist of existing single-family neighborhoods or business areas to be respected with limited infill and enhancement.
- Established Communities where enhancements will primarily focus on maintaining infrastructure and creating more complete communities.
- While these areas are collectively much larger than the collective targeted growth and revitalization areas, Established Communities have much less growth capacity.
- Within Existing Communities, facility maintenance and renovation would be the focus. The addition of sidewalks, stormwater management, or new open space could be beneficial in areas where these were not required under previous regulations. Since the county's Rural West area will experience only limited growth, maintenance of existing facilities is a priority. Budget constraints will require a balanced approach to making funding decisions that support both growth and the enhancement of existing communities while continuing to maintain and renovate older, existing infrastructure and facilities.

### **Route 1 Corridor Redevelopment Area**

The southern portion of the heritage area encompasses a 1.5-mile section of the Route 1 Corridor in ElkrIDGE, the oldest section of the Route 1 Corridor in Howard County. The Route 1 Corridor, most of which is south of the heritage area, is home to 30 percent of Howard County's jobs, making it a vital economic asset. The corridor holds competitive advantages for attracting investment in office development which, when it happens, will increase jobs and generate additional opportunities for commercial and residential development. Some of this redevelopment is anticipated within the Route 1 corridor that is within the Patapsco Heritage Area. The *Route 1 Corridor Revitalization Study Phase 2 Report* (Howard County 2002) identifies specific Community Activity Centers in ElkrIDGE within the heritage area where redevelopment should be facilitated.

To maximize opportunities for redevelopment and achieve the desired vision for the Route 1 Corridor, *PlanHoward 2030* (Howard County 2013c) recommends employing strategies to offset the inherent drawbacks associated with redevelopment. These strategies should be aimed at facilitating new development and redevelopment projects that catalyze economic growth, protect existing employment areas, and enhance existing communities:

- **Economic Growth.** Focus incentives on opportunity sites within the Route 1 Corridor and on key industry market sectors with strong growth potential in Howard County.
- **Beneficial Projects.** Adopt a tiered incentive program that provides benefits commensurate with the proposed project's potential benefit to the county.
- **Nodes.** Develop plans for key opportunity areas that allow for significant future intensification, while maximizing current and intermediate development potential and protecting industrially zoned land.
- **Land Assembly.** Encourage land assembly to prevent piecemeal redevelopment and facilitate projects that are integral to the county's long-term development strategy.

- **Partnering.** Evaluate specific scenarios where the county might benefit from engaging in public/private development partnerships, including opportunities for nonprofits.
- **Transportation.** Promote, plan, and protect bicycle, pedestrian, and transit access in the Route 1 Corridor.

## 7.2 Resource Conservation – Historic Preservation

### Baltimore County Historic Preservation Program

#### Ongoing Historic Preservation Program Elements

**Baltimore County Historic Properties Inventory.** Baltimore County maintains an Inventory of Historic Properties with more than 3,000 properties located throughout the county. Listing imposes no restrictions on what property owners may do with a property. Approximately 5 percent of the listed properties are within the Patapsco Heritage Area (see section 5.1).

**Baltimore County Landmarks Preservation Commission.** The Baltimore County Landmarks Preservation Commission (LPC) approves the inclusion of historic properties along with their historic environmental setting (HES) (see below) on the Preliminary Landmarks List and the formation of county historic districts. The LPC also approves exterior alterations affecting any structures on the Preliminary or Final Baltimore County Landmarks List and all developments including exterior alterations, within county historic districts.

**Baltimore County Landmarks List.** The Landmarks List was created to preserve structures that have historical, architectural, archeological, or cultural merit deemed significant to Baltimore County's heritage. Landmark structures include a Historic Environmental Setting (HES) where they have an associated property or lot or portion thereof which is historically, architecturally, archeologically, or culturally connected to its historic significance. Properties are first placed on the *Baltimore County Preliminary Landmarks List* by vote of the Baltimore County Landmarks Preservation Commission. If approved by the Baltimore County Council, the properties along with their historic environmental setting (HES) are then included on the *Baltimore County Final Landmarks List* (Baltimore County 2013a). Baltimore County has identified 25 landmarks within the Patapsco Heritage Area (see section 5.1).

Designation as a county landmark means that any exterior modification or addition, as well as any excavation, building, or demolition permit, is subject to approval by the LPC. Treatment guidance includes the county's *Historic Design Guidelines, Basic Principles of Historic Preservation* (Baltimore County 1991) and the *Secretary of the Interior's Standards for the Treatment of Historic Properties* (US DOI 1998).

**Baltimore County Historic Districts.** Baltimore County has designated 17 county historic districts, of which four are within the Patapsco Heritage Area (see section 5.1). Within a designated county historic, county law specifies that any excavation, construction, alteration, reconstruction, moving, demolition,



removal or erection of any building, fence, wall or other new structure of any kind, requires a historic permit from the county. In addition, the LPC's authority within a county historic district includes the site surrounding and adjoining individual structures, which may be important in maintaining the sense of historic character. New developments within a historic district are also subject to LPC approval, which ensures compatible infill development.

**Baltimore County Historic Tax Credits.** Baltimore County offers one type of property tax credit for rehabilitation expenditures on historic resources that is available for residential or commercial properties

- For residential properties, a historic tax credit for qualified expenses provides a tax credit equal to 20 percent of the cost of eligible work. This type of tax credit may be applied to projects costing \$1,000 or more.
- For commercial properties, a historic tax credit for qualified expenses amounts to the difference between the assessed value before the rehabilitation work began and the increase in assessment attributable to the rehabilitation work. In order to generate a reassessment, the work has to be significant – generally in excess of \$50,000. The credit may not however, exceed the actual amount of the tax levied on the property in any tax year.

Eligible properties include:

- Properties that are on the *Designated Final Landmarks List* (Baltimore County 2013a)
- Properties that are individually listed on the National Register of Historic Places
- Properties that are “contributing” properties (as defined by Baltimore County) located within a National Historic District or within one of the 17 Baltimore County historic districts.

### ***Baltimore County Master Plan 2020 Historic Preservation Policies and Implementing Actions***

*Master Plan 2020* (Baltimore County 2010) recognizes the achievements made in preserving Baltimore County's historic resources and outlines other measures that could be undertaken to strengthen historic preservation in Baltimore County. Implementing actions include:

- Promote historic preservation through improved education.
  - Provide information about preservation issues so the public can make informed decisions about historic resources.
  - Develop programs to educate the public about the economic, environmental, and cultural benefits of historic preservation.
  - Make pertinent information available on the Baltimore County web site along with links to additional sources and studies.

- Preserve historic structures and their settings.
- Continue to utilize nomination to the landmarks list as a means to safeguard historic buildings.
  - Encourage and facilitate use of the County's historic property rehabilitation tax credit program.
- Preserve and protect cultural resources.
  - Incorporate a list of cultural resources in community plans and explore the best methods to preserve them.
  - Continue to work cooperatively with the Department of Public Works, the Office of Community Conservation and the communities to support improvements to preserve and enhance Historic African-American Communities.
- Increase awareness about the importance of archeological resources.
  - Educate the public and other agencies about the importance of archeological resources.
- Coordinate historic preservation with the County's rural strategy.
  - Encourage owners of rural historic resources to place their property on the Landmarks List – particularly properties that are important to the agricultural history of Baltimore County and which are located along scenic routes.
  - Continue to protect designated "view sheds" of historic resources , either by limiting new development within view of the historic resource, or by buffering new development from the view of such resources.

## Howard County Historic Preservation Program

### Ongoing Historic Preservation Program Elements

**Howard County Historic Sites Inventory.** Howard County maintains a Historic Sites Inventory of 945 architecturally and historically significant properties located throughout the county. Properties listed on the inventory are eligible for historic tax credits. Any property listed on the inventory that proposes a subdivision or site development plan must present the plan to the Historic Preservation Commission for advisory comments. Approximately one-third of the listed properties are within the Patapsco Heritage Area (see section 5.1).

**Howard County Historic Preservation Commission.** Since 1973, the Howard County Historic District Preservation Commission (HPC) has played an important role in historic preservation in the county. The HPC's primary responsibility is in preserving the historic character of the Ellicott City and Lawyer's Hill local historic districts. The HPC also has a countywide role in promoting historic preservation, approving tax incentives for improvements to eligible, privately owned historic buildings, and advising county agencies on the treatment of county-owned historic properties.



**Ellicott City and Lawyer’s Hill Historic Districts.** The two locally designated historic districts subject to the HPC’s authority are Ellicott City and Lawyer’s Hill, both of which are within the Patapsco Heritage Area. The HPC must review all proposals for construction, demolition, or exterior alterations of properties in the historic districts. Published design guidelines (Howard County 1998 and 1995) describe the architectural and landscape elements that reflect each district’s history, and suggest guidelines for rehabilitation and new construction that will best preserve its historic character. The guidelines provide a framework for the HPC’s review of applications and help property owners plan their projects and prepare applications for the commission. Exterior changes to non-historic buildings are subject to the same review requirements as other historic buildings, although improvements to non-historic buildings must only be compatible with the district’s general historic character and need not look “historic.”

**Ellicott City Façade Improvement Program.** The Ellicott City Façade Improvement Program (FIP) is a program administered by the Howard County Department of Planning and Zoning to aid property and business owners in the repair and restoration of commercial buildings within the Ellicott City Historic District. All FIP applications must first be reviewed and approved by the HPC. Planning and Zoning staff administering the FIP review applications concurrently with the HPC for a certificate of approval. The program provides up to \$10,000 in matching funds for façade repair and restoration. Building and business owners can apply for up to 50% of the cost of their project. Funds are available on a “first-come first-served” basis.

**Howard County Local Property Tax Incentives.** Howard County offers two types of local property tax incentives for work that restores or preserves an eligible historic property:

- A historic tax credit for qualified expenses provides a tax credit equal to 25 percent of the cost of eligible work. This type of tax credit may be applied to projects costing \$500 or more.
- A historic tax credit for increase in assessed value abates the increase in property tax that would result from increased assessed value due to the restoration work done, as determined by the Maryland State Departments of Assessments and Taxation. This tax credit may be applied to project costing \$5,000 or more, and are granted annually for ten years after the work is completed.

Tax incentives may be applied to eligible historic sites throughout the county as well as to properties in local historic districts. The HPC must review an application submitted by the property owner before any work is performed and make certain findings. Eligible properties include:

- A structure that is listed on or determined eligible for the Howard County Historic Sites Inventory and is designated by the HPC as historically significant.
- An existing principal structure located within a historic district which the HPC determines to be of historic or architectural significance, or to be architecturally compatible with the historic structures in the district.
- A cemetery, at least 50 years old, not operated as a business, and which is listed on the Howard County Cemetery Inventory.

**Howard County Cemetery Inventory and Howard County Cemetery Preservation Advisory Board.**

Howard County maintains an inventory of more than 200 burial ground sites throughout the county. The Cemetery Preservation Advisory Board is responsible for oversight of the inventory, and for preservation of historic burial grounds through various means, including education, projects, and initiatives, as well as creation of laws, regulations and procedures that would be considered by the Howard County Council and the County Executive for implementation.

***PlanHoward 2030* – Historic Preservation Policies and Implementing Actions**

*PlanHoward 2030* (Howard County 2013c) recognizes the achievements made in preserving Howard County's historic resources and outlines other measures that could be undertaken to strengthen historic preservation in Howard County. Implementing actions include:

- **Historic Tax Credits.** Promote greater use of County historic tax credits for properties in local historic districts or listed on the Historic Sites Inventory.
- **Programs and Laws.** Strengthen historic preservation programs and laws both to prevent demolition and incentivize restoration and adaptive reuse.
- **Historic Sites Inventory.** Continue to update the Historic Sites Inventory.
- **Grants.** Apply for Maryland Historical Trust grants for documentation of archeological resources, museum collections, and oral histories.
- **Potential New Districts.** Work with property owners regarding the merits of establishing new historic districts, where owners have expressed interest.
- **Main Street Program.** Explore establishing a Main Street program for Ellicott City.
- **Historic Preservation Strategic Plan.** Work with historic preservation advocates and other stakeholder groups and create an historic preservation plan to broaden awareness of our heritage and encourage renovation and reuse of historic resources.
- **Public Awareness.** Increase public awareness of historic preservation by expanding and promoting educational opportunities for residents to learn about the County's history and historic sites.
- **Cemeteries.** Undertake outreach to historic cemetery owners regarding best practices for maintenance, restoration, and historic tax credit.
- **Historic Ellicott City.** Promote, plan, and protect safe pedestrian access in the retail section of Historic Ellicott City.

**Historic Preservation Strategic Plan.** The Howard County DPZ is currently collaborating with Historic Preservation Advocates – a local citizen group – to develop a historic preservation plan, as recommended in *PlanHoward 2030*, for consideration by County Council and the County Executive for implementation. The plan is currently proposed for adoption by the Howard County Council as Council Resolution 11-2014.

The plan's purpose is to provide guidance and direction for the current and future preservation of Howard County's non-renewable historic and cultural resources, as well as to ensure the county's future

plans for growth will protect historic resources in a coordinated, recognized and measured manner (Howard County 2013a). The historic preservation plan advocates for the preservation of historical and cultural resources by continued identification, documentation, evaluation, and protection (Howard County 2013a). Historic preservation policies and strategies are also designed to encourage public appreciation for local history and to enhance stewardship by all owners of historic resources. Proposed actions seek to accomplish the following nine goals (Howard County 2013a):

- Preserve the cultural, historical, and archeological resources of Howard County.
- Create a new Historic Preservation Commission (HPC) to become the steward of the Howard County Historic Preservation Plan.
- Strengthen laws and regulations to ensure adequate protection of historic resources, districts, sites, roads, landscapes, and archeological resources.
- Continually evaluate and identify historical, cultural, and archeological resources.
- Develop, promote, and maintain financial resources to further historic preservation.
- Increase public education and outreach.
- Enhance protection of cemeteries.
- Support historic neighborhoods and commercial area revitalization.
- Promote heritage tourism.

### **7.3 Resource Conservation – Local Land Preservation, Recreation and Parks**

Maryland's Program Open Space, as most recently amended, requires the 23 counties and Baltimore City, to submit Local Preservation, Parks, and Recreation Plans every five years. The local plans provide the basis for the statewide plan which will provide a framework for the state to implement an integrated and coordinated approach to the provision of recreation lands and facilities as well as the protection of natural resources and agriculture.

#### **Baltimore County 2012 Land Preservation, Parks and Recreation Plan**

##### **Recreation Parks and Open Space**

Baltimore County's priorities for addressing its most significant parkland and recreation facilities needs for 2012 through 2022 and beyond are outlined in its *Land Preservation, Recreation and Parks Plan* (Baltimore County 2012a). Within the heritage area there is one major priority for parkland and recreation facilities. The plan identifies land acquisition and facility development for a large scale indoor and outdoor recreation facilities (+35 acres) to be potentially implemented as part of redevelopment of the Spring Grove Hospital Complex in Catonsville.

##### **Agricultural Land Preservation**

Baltimore County will continue to refine and rely on the agricultural land preservation efforts that have been a key component of rural growth management in the county for over 40 years. The county has set



a goal of protecting by the year 2022 a total of 80,000 acres of agricultural and natural resource lands through conservation easements and other similar legal instruments. Implementation actions relevant to the few remaining rural and natural lands within the heritage area that are not yet in public ownership in Baltimore County (figure 7.1) include:

- Continue to seek and encourage the donation and sale of easements through the various land preservation programs.
- Conduct landowner outreach and public education to increase awareness of these conservation programs and garner interest in land protection.
- Identify and preserve parcels large enough to support normal agricultural and forestry activities.
- Fairly compensate farmers for loss of development rights.
- Work with state and local partners to monitor and steward existing conservation easements to ensure compliance with agreements to protect the County's investments in agricultural land preservation.
- Continue to seek adequate funding to acquire easements on at least 2500 acres per year.

Other agricultural land preservation actions in *Master Plan 2020* (Baltimore County 2010) do not apply to the heritage area because it does not include any Agricultural Priority Preservation Areas or Rural Legacy Areas.

### **Natural Resource Conservation**

**Greenways.** Baltimore County has designated greenways that are envisioned to provide networks of open space and parklands which are utilized for preservation, recreation, or both (Baltimore County 2010 and 2012a). In the upstream portion of the heritage area, recreational greenways are designated along Brice Run, Bens Run, and Dogwood Run. In the Catonsville area, a recreational greenway is designated along Cooper Branch/Trolley Line #9 Trail, which includes a connection through Catonsville to an environmental greenway designated along Soapstone Branch. The principal mechanism for protection of designated greenways is through regulatory efforts by the Department of Recreation and Parks and the Department of Environmental Protection and Sustainability (EPS). The Department of Recreation and Parks seeks to create a broader spectrum of both recreational and environmental greenways through requirements for easements and reservations during the development plan process. EPS seeks to establish easements through its Forest Buffer and State Forest Conservation Programs that require easements on streams and Forest Conservation Program as part of receiving approval for development plans.

**Other Natural Resource Conservation Initiatives.** Other important initiatives upon which Baltimore County will continue to rely to help conserve natural resources are: actions to protect, restore, and manage forest resources; actions to protect plant and animal habitats; actions to protect, restore, and manage watersheds; implementation of an education and citizen participation program; and actions to restore rivers and streams.

## Howard County 2012 Land Preservation, Recreation and Parks Plan

### Recreation Parks and Open Space

Howard County's priorities for addressing its most significant parkland and recreation facilities needs for 2013 through 2028 are outlined in its *Land Preservation, Recreation and Parks Plan* (Howard County 2012b). Two projects are identified within the Patapsco Heritage Area. At the Patapsco Female Institute identified improvements include construction of a restroom, lighting, fencing, shelter, roads, parking, and landscaping; these improvements are estimated to occur in the short-range (2013-2017). At Rockburn Branch Park identified improvements include restoration of the farmhouse and construction of an enclosed sports facility, sports fields, playgrounds, picnic areas, parking and court games on Parcel M, lighting replacement on Phase I and installation of synthetic turf on Field #15; these improvements are estimated to be spread over the short-range (2013-2017) and the mid-range (2018-2023).

### Protection of Environmentally Sensitive Lands

Howard County will continue to rely on environmental easements and county zoning and subdivision regulations to protect environmentally sensitive lands. In Howard County, 6 percent of the heritage area is currently protected through environmental easements.

### Natural Resource Conservation

**Greenways.** Howard County has designated several recreational greenways that are envisioned to include multi-purpose trails that are accessible to the public because they are publicly owned or through easements (Howard County 2012b). One greenway is within the Patapsco Heritage Area. The Patapsco Regional Greenway is a partially established, multi-jurisdictional greenway along the Patapsco River. Patapsco Valley State Park forms the greenway spine. Within the heritage area the park includes 5,346 acres of protected land along the river in Baltimore and Howard Counties. On the Howard County side of the river the greenway is continuous, with the exception of three areas: Daniels, Ellicott City, and Elkridge. On the Baltimore County side of the river the greenway is continuous with the exception of five areas: Oella, the Frederick Road area near Ellicott City, Avalon, Relay, and below Elkridge.

**Greenway Expansion Areas.** A greenway expansion area is also designated along the Patapsco River within the heritage area (Howard County 2012b). This is an area that Howard County hopes to preserve in the future in cooperation with the state and Baltimore County. In addition to preserving the environmental amenities along the corridor, the purpose is to use the greenway infill lands to connect lands already preserved. For that reason, the expansion area corresponds with the existing gaps in Patapsco Valley State Park along the Patapsco River in Howard County.

**Other Natural Resource Conservation Initiatives.** Other important initiatives upon which Howard County will continue to rely to help conserve natural resources are subdivision regulations (such as buffer requirements and prohibition of development on steep slopes and within floodplains), watershed

planning, stormwater management requirements in new developments, and forest cover requirements of the Howard County Forest Conservation Act (Howard County 2012b).

## **7.4 Resource Conservation – Green Infrastructure**

### **Baltimore County Green Infrastructure**

Baltimore County's program to protect its green infrastructure includes greenway elements, a recreational acquisition element, and a greenprint element. Occurrences of the first two of these elements within the Patapsco Heritage Greenway and the mechanisms to protect them are summarized above in section 7.3. The third green infrastructure element – the greenprint element – has been identified through the state's green print mapping process (MD DNR 2000).

Several green infrastructure components are recommended for the Baltimore County portion of the Patapsco Heritage Area (see section 5.3 and figure 5.3). A total of approximately 3,613 acres within the heritage area in Baltimore County are recommended as green infrastructure, including 3,260 acres in hubs and 353 acres in corridors – encompassing 39 percent of the heritage area in Baltimore County. Of this recommended green infrastructure, approximately 2648 acres (73%) have already been protected through fee simple acquisition and are included within Patapsco Valley State Park or Baltimore County parks. The principal mechanisms identified by Baltimore County for protecting the remaining recommended green infrastructure are either fee simple acquisition, purchase of easements, or forest banks on properties that contain forest resources.

### **Howard County Green Infrastructure**

Howard County's *Green Infrastructure Network Plan* (Howard County 2012b) is designed to define, protect, and enhance a green infrastructure network that includes and links the most ecologically significant natural areas in Howard County. The recommended green infrastructure network builds upon the framework provided through the state's green print mapping program (Maryland 2000). The expressed purpose of the county's green infrastructure plan is to enable planners to consider important natural resources when preparing other county plans, making decisions about zoning and development proposals, acquiring land for parks and public facilities, and obtaining easements (Howard County 2012b).

Several green infrastructure components are recommended for the Howard County portion of the Patapsco Heritage Area (see section 5.3 and figure 5.3). A total of approximately 3,189 acres within the heritage area in Howard County are recommended as green infrastructure, including 2,991 acres in hubs and 198 acres in corridors – encompassing 48 percent of the heritage area in Howard County. Of this recommended green infrastructure, approximately 2607 acres (82%) have already been protected through fee simple acquisition and are included within Patapsco Valley State Park or Howard County parks. An additional 85 acres (3%) have been protected by environmental easements.



The principal mechanisms identified by Howard County to protect and enhance the network include stewardship, financial incentives, regulatory protection, easement, and acquisition. The county's implementation priorities are:

- Short-Term (2 to 3 years)
  - Integrate the Green Infrastructure Network Plan into county planning efforts, including the development review process, watershed management planning, the capital improvement program, and park and open space acquisition planning.
  - Set priorities for easement and land acquisition; use existing programs to begin acquisitions.
  - Develop management plans for each hub and corridor; include confirmation of the viability and location of potential corridors.
  - Use existing and new outreach programs to encourage and aide stewardship.
  - Develop protocols to monitor changes in the network.
- Mid-Term (3 to 5 years)
  - Establish a new easement/land acquisition program.
  - Amend development regulations and design standards to increase protection of sensitive resources.
  - Institute financial incentives such as a property tax credit or cost share program for more costly best management practice on private property.
  - Update the network map on a regular basis and prepare an indicators report.
- Long-Term (5 or more years)
  - Review and update management plans on a regular basis.
  - Conduct periodic reviews of regulations and programs for any needed adjustments to ensure protection and enhancement of the network.

## 7.5 Resource Conservation – Scenic Resources

### Baltimore County Scenic Resources

*Master Plan 2020* (Baltimore County 2010) recognizes the county's efforts to protect its scenic resources, beginning in 1991 when the county adopted a set of development guidelines to protect scenic corridors and views. Scenic routes identified by the county and the State Highway Administration that are within the Patapsco Heritage Area include Historic National Road (a national scenic byway and All American Road) and various roads in the Oella, Catonsville, and Daniels areas. *Master Plan 2020* (Baltimore County 2010) outlines additional measures that could be undertaken to strengthen protection of scenic resources. Those relevant to the Patapsco Heritage Area include:

**POLICY:** Preserve scenic corridors and views through proper zoning and coordination with federal and state governments.

**Related Actions:**

- Coordinate scenic resource management practices with the national and state Scenic Byways Programs.
- Evaluate proposed improvements to state and county roads and bridges regarding their impact on scenic resources in compliance with the adopted *Rural Roads Standards*. Where public safety allows, the narrow and/or winding character of roads is part of the scenic experience and ought to be preserved.
- Assess proposed development impacts on scenic resources.
- Clarify language regarding scenic corridors and views protection and make it consistent amongst the Master Plan, Comprehensive Manual of Development Policies, Baltimore County Zoning Regulations, Baltimore County Code, and SHA Context Sensitive Solutions for work on scenic byways.
- Establish criteria for identifying significant views and geocode them on maps.
- Apply a systematic methodology for evaluation of scenic routes and preservation techniques. Update scenic resources map in accordance with the most recently adopted state scenic byways.
- For properties along scenic routes or within scenic viewsheds, variances, amendments, and special exceptions should be granted sparingly.

## Howard County Scenic Resources

### ***PlanHoward 2030* – Scenic Road Policies and Implementing Actions**

*PlanHoward 2030* (Howard County 2013c) recognizes the county's efforts to protect the character of its scenic roads, beginning in 1994 with adoption of the Scenic Roads Act. The Act ensures that "new development abutting a scenic road is designed to minimize impacts on scenic views from the road." In 1994, an inventory of roads was conducted for designation by the Act. While most scenic roads are in the Rural West portion of the county, many are in the Patapsco Heritage area, found in and near the historic communities of ElkrIDGE and Ellicott City and in the College Road/Landing Road corridors that connect the two communities. *PlanHoward 2030* (Howard County 2013c) outlines additional measures that could be undertaken to strengthen protection of scenic roads including:

- **Survey Update.** Conduct a survey of the roads currently on the scenic roads inventory to evaluate whether the roads still qualify for scenic road status.
- **Regulations Update.** Determine if amendments to the County Code and/or Design Manual could further enhance protections for scenic roads.

## **7.6 Patapsco Valley State Park**

The current 5,346 acres of the Patapsco Valley State Park located within the heritage area are governed by the land use designations of the MD DNR as set forth in the *Code of Maryland Regulations 08.07.06.02*. In accordance with these general provisions, the park area classifications, uses, and development activities are determined by the current Patapsco Valley State Park Master Plan and subsequent and more detailed plans for individual areas. The planning staffs of MD DNR's Land Acquisition and Planning Group and Integrated Policy and Review Unit are involved in all long-range planning, management, and development projects within the park. The Maryland Park Service oversees the implementation of these activities.



# 8 Heritage Area Management Actions

8.1 Introduction .....	8-1
8.2 Stewardship .....	8-3
8.3 Interpretation .....	8-14
8.4 Heritage Tourism .....	8-22
8.5 Heritage Recreation .....	8-30



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## 8. Heritage Area Management Actions

### 8.1 Introduction

Through the management planning process, the Patapsco Heritage Greenway, Inc. (PHG) has developed a management framework that will guide its actions over the next ten years. The management actions that PHG will implement as the heritage area's management entity – in collaboration with its heritage partners – will collectively seek to accomplish PHG's mission and the vision for the Patapsco Heritage Area.

Management actions fall into five categories, corresponding to PHG's five goals:

- Stewardship Actions describe how PHG will strengthen public appreciation and stewardship of the heritage area's historic, cultural, archeological, and natural resources.
- Interpretation Actions describe how PHG will foster a unified image and understanding of the Patapsco's stories through coordinated interpretive messaging and materials by PHG and its partners.
- Heritage Tourism Actions describe how PHG will collaborate with its heritage partners to increase tourism by enhancing visibility, growing audiences, and offering a quality experience.
- Heritage Recreation Actions describe how PHG will collaborate with its heritage partners to enhance opportunities for residents and visitors to appreciate the valley's heritage while enjoying a variety of quality recreation experiences.
- Organizational Management Actions describe how PHG, as the heritage area's local management entity, will govern itself, operate sustainably, collaborate with partners, and interface with the Maryland Heritage Areas Authority.

The following management plan sections 1.2 through 1.5 present the stewardship, interpretation, heritage tourism, and heritage recreation management actions, respectively. Organizational management actions appear below in section 2.0 within the context of PHG's business plan. The business plan also presents an implementation strategy for high priority management actions to be implemented in FY 15, FY16, and FY17. Appendix C includes an implementation strategy for lower priority management actions, to be implemented in the mid-term (4 to 5 years) or long-term (6 to 10 years)



**Table 8.1 PatapSCO Heritage Area Management Actions – Summary**

Stewardship	Interpretation	Heritage Tourism	Heritage Recreation
<b>1.1 Public Appreciation of Heritage Resources</b> <ul style="list-style-type: none"> <li>disseminating information</li> <li>educational programs and events</li> <li>advocacy</li> </ul>	<b>2.1 Interpretive Planning</b> <ul style="list-style-type: none"> <li>comprehensive interpretive plan</li> <li>annual implementation plan</li> <li>Interpretation database</li> </ul>	<b>3.1 Visibility and Audiences</b> <ul style="list-style-type: none"> <li>heritage area identity and branding</li> <li>communications</li> <li>using technology to build visibility and grow audiences</li> <li>marketing</li> <li>partnering with destination marketing organizations</li> <li>tourism product investment and advocacy</li> </ul>	<b>4.1 Public Parks</b> <ul style="list-style-type: none"> <li>telling stories and offering experiences in existing parks</li> <li>telling stories and offering experiences in new parks and open spaces</li> </ul>
<b>1.2 Historic Preservation</b> <ul style="list-style-type: none"> <li>resource identification</li> <li>historic preservation</li> <li>technical assistance to partners</li> <li>financial assistance to partners</li> </ul>	<b>2.2 Presentation of the Valley's Stories</b> <ul style="list-style-type: none"> <li>collaboration among partners to tell the stories</li> <li>heritage site connections</li> <li>technical assistance to partners</li> <li>financial assistance to partners</li> </ul>	<b>3.2 Orientation and Wayfinding</b> <ul style="list-style-type: none"> <li>visitor centers and other visitor facilities</li> <li>orientation exhibits</li> <li>signage guidelines and priorities</li> </ul>	<b>4.2 Trails</b> <ul style="list-style-type: none"> <li>linking heritage area experiences</li> <li>adequate parking to accommodate visitors</li> </ul>
<b>1.3 Cultural Resource Preservation</b> <ul style="list-style-type: none"> <li>resource identification</li> <li>cultural resource preservation</li> <li>technical assistance to partners</li> <li>financial assistance to partners</li> </ul>	<b>2.3 Interpretive Messaging</b> <ul style="list-style-type: none"> <li>website and social media interpretation</li> <li>interpretive media, exhibits, and interpretive panels</li> </ul>	<b>3.3 Heritage Communities</b> <ul style="list-style-type: none"> <li>working with heritage communities</li> <li>working with businesses</li> <li>training</li> <li>financial assistance to partners</li> </ul>	
<b>1.4 Archeological Resources Conservation and Stewardship</b> <ul style="list-style-type: none"> <li>resource identification</li> <li>archeological resource conservation</li> <li>collection management</li> <li>financial assistance to partners</li> </ul>	<b>2.4 Programs and Events</b> <ul style="list-style-type: none"> <li>travel itineraries and tours</li> <li>heritage events</li> <li>special initiatives</li> </ul>		
<b>1.5 Natural Resource Protection and Conservation</b> <ul style="list-style-type: none"> <li>resource identification</li> <li>natural resource protection and conservation</li> <li>technical assistance to partners</li> <li>financial assistance to partners</li> </ul>	<b>2.5 Education</b> <ul style="list-style-type: none"> <li>public education program</li> </ul>		
	<b>2.6 Research</b> <ul style="list-style-type: none"> <li>support for research by local historians and historical societies</li> </ul>		

## 8.2 Stewardship

### Stewardship Goal

Promote and facilitate stewardship of heritage resources to support interpretation and appreciation of the history of the Patapsco Valley, protect the natural environment, enhance the quality of life for residents, ensure a high quality visitor experience, and foster environmental awareness.

Stewardship management actions within the heritage area will encourage preservation and adaptive re-use of historic buildings, conservation of natural areas important to the Patapsco's character and environment, and the continuity and authenticity of cultural arts, heritage attractions, and traditions indigenous to the Patapsco. Patapsco Heritage Greenway, Inc. (PHG), as the heritage area's management entity, will coordinate these efforts working with its heritage partners. Its collaborative efforts will focus on increasing public appreciation of the Patapsco's heritage resources and the needs and benefits of preserving those resources, promoting and facilitating preservation of the historic resources that are fundamental or otherwise important to the heritage area, promoting and facilitating protection of cultural resources important to sustaining the heritage area's regional identity, and promoting and facilitating conservation of archeological resources and natural resources.

### Public Appreciation of Heritage Resources

By disseminating information, supporting educational programs and events, and advocacy, PHG will increase public appreciation of heritage resources. Information on heritage resources will be available on a new Patapsco Heritage Area (PVHA) website, in social media, and through print publications. Key stewardship issues will be identified by working with local preservation and conservation organizations, and communicated to heritage partners, residents, and visitors through educational workshops, programs, and events. PHG will support advocacy for heritage resource stewardship by participating in advocacy days, actively engaging local officials to provide insight and commentary on stewardship issues, encouraging local grantmakers to fund resource stewardship projects, and by engaging in county and state planning processes to ensure that measures to strengthen stewardship of heritage resources are included in all public plans.

### Historic Preservation

Historic preservation management actions will focus on identification and documentation of historic resources, various historic preservation activities, and providing technical and financial assistance to partners. PHG will assemble a heritage area library documenting the heritage area's historic resources and their significance, and will promote efforts by its partners to assess the eligibility of resources for listing on local and state historic site inventories, as well as on the *National Register of Historic Places*. Historic preservation efforts will focus on supporting activities and initiatives of partners to preserve historic resources, collaborating with local governments and communities to encourage designation of additional landmarks and historic districts within the heritage area, promoting preservation of historic



resources through appropriate treatment, and supporting efforts by partners to protect cemeteries. Of particular interest will be collaborating with Patapsco Valley State Park (PVSP) (MD DNR) and the Friends of PVSP to identify historic resources within the park that are in need of treatment and to explore and implement options for providing treatment. PHG will also serve as a resource for partners regarding where to find guidance to address historic preservation issues and will promote successful applications for historic preservation grants.

### **Cultural Resource Protection**

Cultural resource protection management actions will focus on identification of cultural resources, various cultural resource preservation activities, and providing technical and financial assistance to partners. PHG will assemble a heritage area library documenting the heritage area's known cultural resources and support an effort by heritage area partners to prepare a full inventory of cultural resources that are important to sustaining the heritage area's regional identity. Cultural resource preservation efforts will focus on promoting and celebrating the cultural resources that authentically convey the Patapsco's heritage and on facilitating projects that preserve and enhance cultural resources. PHG will also serve as a resource for partners regarding where to find guidance to address cultural resource preservation issues and will promote successful applications for cultural resource preservation grants.

### **Archeological Resource Conservation and Stewardship**

Archeological resource conservation and stewardship management actions will focus on identification of archeological resources, various archeological resource conservation activities, management of archeological collections, and providing technical and financial assistance to partners. PHG will assemble a heritage area library of existing studies documenting the heritage area's archeological resources and their significance and will work with scholars to expand understanding of archeological resources. Archeological resource conservation activities will focus on promoting public appreciation of archeological resources and facilitating projects that conserve archeological resources and provide needed protection. Of particular interest will be collaborating with PVSP (MD DNR) and the Friends of PVSP to identify archeological resources within the park that are in need of treatment and or protection and to explore and implement options for providing treatment. PHG will also serve as a resource for partners regarding where to find guidance regarding conservation of archeological resources and will promote successful applications for archeological resource conservation grants.

### **Natural Resource Protection and Conservation**

Natural resource protection and conservation management actions will focus on promoting natural resource identification, various natural resource protection and conservation activities, and providing technical and financial assistance to partners. PHG will continue to develop an inventory of the heritage area's natural resources and resource protection and conservation initiatives, seeking to stay abreast of ongoing research regarding the health and condition of the heritage area's natural resources. Natural resource protection and conservation activities and initiatives will focus on supporting partner activities



to protect and conserve natural resources, continuing PHG's natural resource conservation programs and environmental education programs focused on water quality management and forest management in the Patapsco River watershed, supporting new projects that conserve natural resources, and collaborating with Partners for Open Space to support its mission. Of particular interest will be collaborating with PVSP (MD DNR) and the Friends of PVSP to identify natural resource management issues in the park and to explore and implement options for addressing those issues. PHG will also focus on working with partners to permanently protect lands of conservation interest, particularly lands that can be added to existing parks for which public access is possible. PHG will also serve as a resource for partners regarding where to find guidance regarding natural resource and conservation initiatives and will promote successful applications for natural resource conservation grants.

## **Stewardship Management Objectives and Actions**

### **Objective 1.1 Public Appreciation of Heritage Resources**

Increase public appreciation of the valley's heritage resources and the needs and benefits of preserving historic, cultural, archeological, and natural resources.

#### **1.1.1 Disseminating Information**

**Provide information on heritage resources on the PVHA website, in social media, and through print publications.**

- Action 1.1.1a Create a PVHA digital library including plans, studies, historic research, and spatial data relevant to stewardship of heritage resources; provide links to the digital library on the PVHA website.
- Action 1.1.1b Document past, ongoing, and planned historic preservation and natural resource management programs and special projects within the heritage area; use the PVHA website to publicize programs and projects to the public; include links to heritage partner websites for additional information.
- Action 1.1.1c Make available on the PVHA website a searchable database of heritage resources that provides the site name, street address, resource type, designations, fundamental/other important resources status, relationship to the interpretive framework, ownership, use, and access to the public; maintain accompanying GIS shape files (with metadata) documenting the location of heritage resources.

#### **1.1.2 Educational Programs and Events**

**Work with local preservation and conservation organizations to identify and communicate key stewardship issues to heritage partners, residents, and visitors.**

- Action 1.1.2a Develop and implement a program to educate the public about the environmental, cultural, and economic benefits of historic preservation. (also see action 1.1.3)

- Action 1.1.2b Educate the public about preservation and conservation issues so that they can make informed decisions about stewardship of heritage area resources.

**Host or co-host educational workshops, programs, and events related to historic and cultural preservation and natural resource conservation best practices.**

- Action 1.1.2c Work with Preservation Maryland on its annual preservation and revitalization conference; promote hosting the conference at a location within the heritage area.

### **1.1.3 Advocacy**

**Enhance public awareness of the economic benefits of historic preservation and heritage tourism.**

- Action 1.1.3a Provide links on the PVHA website to special studies relevant to the economic benefits of historic preservation; consider developing and printing an informational brochure for distribution at visitor centers and heritage partner sites. (also see 1.1.2a)

**Support advocacy for heritage resource stewardship at the national, state, and local levels.**

- Action 1.1.3b Participate in advocacy days coordinated by historic preservation organizations.
- Action 1.1.3c Participate in advocacy days coordinated by conservation and natural resource management organizations.
- Action 1.1.3d Actively engage elected officials in Baltimore County and Howard County to provide insight and commentary on stewardship issues within the heritage area.
- Action 1.1.3e Encourage local grantmakers to fund resource stewardship projects.
- Action 1.1.3f Encourage nomination of historic sites to the Endangered Maryland and the National Historic Trust's List of the Most Endangered Historic Places when appropriate.

**Engage in county and state planning processes to ensure that measures to strengthen stewardship of heritage resources are included in all public plans.**

- Action 1.1.3g Develop a network of contacts within Baltimore County and Howard County departments and at Patapsco Valley State Park (PVSP) (MD DNR) engaged in planning studies and management activities affecting heritage area resources; establish routine communications for purposes of staying informed on relevant activities.
- Action 1.1.3h Engage as an active stakeholder in planning efforts and special studies affecting heritage resources, when deemed appropriate.

## **Objective 1.2 Historic Preservation**

Promote and facilitate preservation of the historic resources that are fundamental or otherwise important to the heritage area.

### **1.2.1 Historic Resource Identification and Documentation**

**Continue to identify and document the heritage area's historic resources.**

- Action 1.2.1a Assemble a heritage area library of site survey forms for historic resources listed in the Howard County Historic Sites Inventory, Baltimore County Historic Sites Inventory, Maryland Inventory of Historic Properties, and National Register of Historic Places.
- Action 1.2.1b Identify additional sites that are potentially eligible for the Howard County Historic Sites Inventory and the Baltimore County Historic Sites Inventory; support or pursue completing research and documentation required to submit eligibility applications.
- Action 1.2.1c Identify additional sites that are potentially eligible for listing on the *National Register of Historic Places*; support or pursue completing research and documentation required to submit eligibility applications.
- Action 1.2.1d Periodically update the heritage area's GIS database, including shapefiles and accompanying metadata identifying historic resources within the heritage area.
- Action 1.2.1e Review historic properties within the heritage area to identify those which contribute to the significance of the heritage area.

### **1.2.2 Historic Preservation Activities**

**Support activities and initiatives of partners to preserve historic resources.**

- Action 1.2.2a Identify emerging historic preservation initiatives and identify ways in which PHG could support ongoing activities and emerging initiatives; each year focus on collaboration with one identified partner.
- Action 1.2.2b Identify historic preservation issues and communicate key issues to heritage partners.

**Collaborate with Baltimore County, Howard County, and local communities to encourage designation of additional local landmarks and historic districts within the heritage area.**

- Action 1.2.2c Support community organizations and stakeholders endeavoring to initiate the process of local historic district designation.

**Promote preservation of historic resources through maintenance and/or stabilization, rehabilitation, restoration, or adaptive reuse.**



- Action 1.2.d Support strengthening local historic preservation programs, laws, and regulations to incentivize stabilization, rehabilitation, restoration, or adaptive reuse of historic structures.
- Action 1.2.2e Collaborate with Patapsco Valley State Park (PVSP) (MD DNR) and the Friends of PVSP to identify historic resources within the park that are in need of treatment; work with MD DNR and the Friends of PVSP to develop treatment plans and to explore funding options. Include high priority projects for which PHG can provide support in annual work plans or in the five-year plan. (also see action 4.1.1a)

**Support efforts by heritage partners to protect cemeteries.**

- Action 1.2.2f Identify historic cemeteries within the heritage area; undertake outreach to historic cemetery owners for maintenance, restoration, and tax credit incentives.

**1.2.3 Technical Assistance to Partners**

**Serve as a resource for heritage partners and owners of historic resources, connecting them to others who can provide guidance with respect to historic preservation issues and opportunities.**

- Action 1.2.3a Provide contact information on the PVHA website for technical assistance from state and local agencies and historic preservation organizations to address historic resource preservation issues and identifying preservation opportunities.
- Action 1.2.3b Encourage partners interested in undertaking historic resource preservation projects to attend training offered through the MHHA program.

**1.2.4 Financial Assistance to Partners**

**Promote applications for historic preservation grants.**

- Action 1.2.4a Communicate availability of historic preservation grant opportunities.
- Action 1.2.4b Continue to provide technical assistance and grant application instruction to grantseekers.

**Objective 1.3 Cultural Resource Preservation**

Promote and facilitate preservation of cultural resources that are important to sustaining the heritage area's regional identity.

**1.3.1 Cultural Resource Identification**

**Continue to develop an inventory of the heritage area's cultural resources, defined by MHAA as encompassing cultural landscapes, historical records, social institutions, expressive cultures, religious beliefs and practices, folklife music, the arts, artifacts, and spiritual places.**

Action 1.3.1a On the PVHA website provide information on the heritage area's cultural resources.

Action 1.3.1b Determine potential support for preparing a full inventory of cultural resources that are important to sustaining the heritage area's regional identity; explore funding options and complete the inventory when possible.

### **1.3.2 Cultural Resource Preservation Actions**

**Promote and celebrate the sites, services, and events that authentically convey the heritage of the Patapsco Valley.**

Action 1.3.2a Incorporate procedures within the PHG communications plan regarding providing information on cultural resource sites, services, and events.

**Facilitate projects that preserve and enhance cultural resources.**

Action 1.3.2b Identify priority cultural resource preservation projects; work with partners/owners of identified resources to explore funding options for priority projects. Include high priority projects in annual work plans or in the five-year plan.

### **1.3.3 Technical Assistance to Partners**

**Serve as a resource for cultural resource partners, connecting them to others who can provide guidance with respect to cultural resource preservation issues and opportunities.**

Action 1.3.3a Provide contact information on the PVHA website for technical assistance from state and local agencies and other organizations to address cultural resource preservation issues and identify preservation opportunities.

Action 1.3.3b Encourage partners interested in undertaking cultural resource preservation projects to attend training offered through the MHHA program.

### **1.3.4 Financial Assistance to Partners**

**Promote applications for cultural resource preservation grants.**

Action 1.3.4a Communicate availability of cultural resource preservation grant opportunities.

Action 1.3.4b Continue to provide technical assistance and grant application instruction to grantseekers.

### **Objective 1.4 Archeological Resource Conservation and Stewardship**

Promote and facilitate conservation of the heritage area's archeological resources.

#### **1.4.1 Archeological Resource Identification**

**Develop an archeological resource database for the heritage area including information about historic and prehistoric archeological resources.**

Action 1.4.1a Collect archeological resource studies completed for sites within the heritage area; focus on studies completed for NEPA and Section 106 compliance as a primary source of information; maintain a digital library of archeological resource studies; develop an annotated bibliography.

Action 1.4.1b Identify and collaborate with scholars to expand understanding of archeological resources and relevant research, with priority given to the Patapsco Valley gorge.

Action 1.4.1c Create and periodically update a GIS database including shapefiles and accompanying metadata identifying locations within the heritage area which have been subject to archeological resource studies.

#### **1.4.2 Archeological Resource Conservation Activities**

**Promote public appreciation of the heritage area's archeological resources.**

Action 1.4.2a Explore the feasibility of developing a public archeology program; seek funding for the program and implement.

Action 1.4.2b Work with public agencies engaged in NEPA and Section 106 compliance activities to include mitigation measures for projects affecting archeological resources that promote public appreciation of local archeology.

**Facilitate projects that conserve archeological resources and provide needed protection.**

Action 1.4.2c Support strengthening local archeological resource conservation programs, laws, and regulations to incentivize conservation and that require protection of archeological resources (or suitable mitigation of adverse effects) during the land development process.

Action 1.4.2d Collaborate with Patapsco Valley State Park (PVSP) (MD DNR) and the Friends of PVSP to identify archeological resources within the park that are in need of treatment and/or protection; work with MD DNR and the Friends to explore options for site research, treatment, and interpretation, and to explore funding options. Include high priority projects for which PHG can provide support in annual work plans or in the five-year plan. (also see action 4.1.1a)



### **1.4.3 Management of Archeological Collections**

**Collaborate with heritage partners regarding management of archeological collections.**

- Action 1.4.3a Inventory sites within the heritage area with archeological collections.
- Action 1.4.3b Collaborate with heritage partners to identify curation needs for the heritage area's archeological collections; work with partners with collections to explore options for developing and funding implementation of a collections management plan. Include high priority projects in annual work plans or in the five-year plan.

### **1.4.4 Technical Assistance to Partners**

**Serve as a resource for heritage partners, connecting them to others who can provide guidance regarding conservation of archeological resources.**

- Action 1.4.4a Provide contact information on the PVHA website for technical assistance from state and local agencies and other organizations to address archeological resource conservation issues and identify conservation opportunities.
- Action 1.4.4b Encourage partners interested in undertaking archeological resource conservation projects to attend training offered through the MHHA program.

### **1.4.5 Financial Assistance to Partners**

**Promote applications for archeological resource conservation grants.**

- Action 1.4.5a Communicate availability of archeological resource conservation grant opportunities.
- Action 1.4.5b Continue to provide technical assistance and grant application instruction to grantseekers.

## **Objective 1.5 Natural Resource Protection and Conservation**

Promote and facilitate conservation of the heritage area's natural resources.

### **1.5.1 Natural Resource Identification**

**Continue to develop an inventory of the heritage area's natural resources and resource protection and conservation initiatives,**

- Action 1.5.1a Stay abreast of ongoing research regarding the health and condition of the heritage area's natural resources; update the digital library of natural resource studies pertinent to the heritage area.
- Action 1.5.1b Periodically update the heritage area's GIS database including shapefiles and accompanying metadata regarding natural resources within the heritage area.

### **1.5.2 Natural Resource Protection and Conservation Activities and Initiatives**

#### **Support activities and initiatives of partners to protect and conserve natural resources.**

- Action 1.5.2a Identify emerging natural resource protection and conservation initiatives and identify ways in which PHG could support ongoing activities and emerging initiatives. Each year focus on collaboration with one identified partner.
- Action 1.5.2b Identify natural resource issues and communicate key issues to partners and stakeholders.
- Action 1.5.2c Continue to participate in ongoing watershed planning efforts.
- Action 1.5.2d Advocate for additional watershed planning, monitoring, and funding for watershed improvement.

#### **Continue PHG natural resource conservation programs and environmental education programs focused on water quality management and forest management in the Patapsco River watershed.**

- Action 1.5.2e Continue to administer programs to educate residents and visitors regarding water quality issues in the Patapsco River, such as supervision of fieldwork by volunteers to perform stream watches, complete stream cleanups, perform storm drain stenciling, and complete other related water quality management tasks.
- Action 1.5.2f Continue to host periodic events to educate residents and visitors regarding forest management issues, such as supervision of tree plantings and tree maintenance by volunteers at selected sites within the heritage area.
- Action 1.5.2g Continue to host periodic events to educate residents and visitors regarding invasive species issues, such as supervision of fieldwork by volunteers to remove selected invasive species from sites within the heritage area.
- Action 1.5.2h Continue to provide a variety of learning programs focused on natural resource conservation issues in the heritage area.

#### **Support new projects that conserve natural resources.**

- Action 1.5.2i Collaborate with Patapsco Valley State Park (PVSP) (MD DNR) and the Friends of PVSP to identify natural resource management issues in the park and to explore options for addressing those issues; work with MD DNR and the Friends of PVSP to develop management strategies to address issues and to explore funding options. Include high priority projects in annual work plans or in the five-year plan. (also see action 4.1.1a)
- Action 1.5.2j Promote implementation of the statewide forest management plan within the heritage area and environs; explore funding options; facilitate development and implementation of the plan.

- Action 1.5.2k Seek ways to permanently protect lands identified as of conservation interest in existing plans; explore funding options; work with partners to acquire conservation easements or lands in fee; devise long-term ownership/stewardship strategies for protected lands; where possible seek to permit public access to protected lands. (also see action 4.4.1e)

**Collaborate with Partners for Open Space to support its mission to secure, save, and protect Maryland's land conservation program.**

- Action 1.5.2l Respond to Program Open Space (POS) Action Alerts by forwarding information to individuals and organizations on the PHG mailing list.
- Action 1.5.2m Attend POS seminars and training opportunities (extend invitations to PHG members).
- Action 1.5.2n Stay informed and report back to POS regarding Baltimore County, Howard County, and Maryland Department of Natural Resources initiatives of potential interest to POS.

**1.5.3 Technical Assistance to Partners**

**Serve as a resource for heritage partners, connecting them to others who can provide guidance regarding natural resource conservation initiatives.**

- Action 1.5.3a Provide contact information on the PVHA website for technical assistance from state and local agencies and conservation organizations to address natural resource stewardship issues and identify stewardship opportunities.
- Action 1.5.3b Encourage partners interested in undertaking natural resource conservation projects to attend training offered through the MHHA program.

**1.5.4 Financial Assistance to Partners**

**Promote applications for natural resource conservation grants.**

- Action 1.5.4a Communicate availability of natural resource conservation grant opportunities.
- Action 1.5.4b Continue to provide technical assistance and grant application instruction to grantseekers.



## 8.3 Interpretation

### Interpretation Goal

Provide heritage experiences for visitors focused on interpreting the Patapsco Valley vital importance in Maryland's industrial revolution and its role in Maryland's evolving resource stewardship ethic.

In its role as the management entity for the heritage area, the Patapsco Heritage Greenway (PHG) will lead collaborative efforts to provide a heritage experience for visitors focused on interpreting the Patapsco Valley as a cradle of Maryland's industrial revolution, inviting engagement by residents and visitors, and raising the Patapsco's profile as a place of state and national significance. Collaborations will focus on comprehensive interpretive planning, fostering a unified presentation of the Patapsco's stories, conveying the stories through a variety of interpretive media, programming, and events, using the Patapsco's heritage resources to teach American history, and enhancing interpretive efforts through scholarly research.

### Interpretive Planning

Essential to the success of the heritage area will be a comprehensive interpretive plan (CIP) that provides a framework for the heritage area partners to tell the Patapsco's stories. Immediately following certification of the heritage area, PHG will lead a collaborative effort with its partners to prepare the CIP to guide interpretive and educational programming. Each year following adoption of the CIP, PHG will prepare an annual implementation plan that outlines what PHG and its partners will seek to accomplish in the following twelve months, consistent with the CIP's long-range goals and objectives. To support the interpretive planning effort, PHG will maintain an interpretive database to facilitate interpretive planning and development and delivery of interpretive programs.

### Presentation of the Valley's Stories

PHG will collaborate with its partners to ensure that the Patapsco's stories are presented in a unified fashion that supports public understanding of the Patapsco as a place of state and national significance. PHG will communicate the interpretive framework described in the CIP to its partners through presentations, written materials, and periodic interpretive planning workshops. Grant applications will be encouraged that request support for actions that are consistent with the interpretive framework, propose collaborations by heritage partners, and support directing visitors to one another's sites. Technical assistance from PHG will help partners with developing interpretive plans, media, and programs. PHG will also assist partners with obtaining grants from MHAA by fostering and encouraging competitive grant applications and by possibly creating a grant program for interpretive planning that strengthens connections to the heritage area's interpretive framework.

### **Interpretive Messaging**

Interpretive messaging and materials will seek to consistently convey the Patapsco's stories. A new Patapsco Heritage Area website and social media will provide an overview of the heritage area and orient visitors to its sites and stories. A new map and guide will help residents and visitors understand the heritage area's significance, resources, and stories. PHG will develop and maintain a set of interpretive media, exhibits, and interpretive panels (waysides) that provide interpretive content on the heritage area, introduce themes, provide historic context, and link to detailed interpretative at partner sites.

### **Programs and Events**

Visitor experiences and interpretive programming will assist residents and visitors with understanding the heritage area's significance and stories. PHG will develop thematic travel itineraries, tours, and supporting multi-media linking heritage interpretive sites and the heritage area's gateway communities. Special events throughout the heritage area, hosted or supported by PHG – at both public and private sites – will expand public appreciation of the heritage area. Special initiatives will focus upon supporting efforts to enhance appreciation of heritage communities, providing visitor experiences and interpretive programming in Patapsco Valley State Park and in county parks, continuation of PHG's oral history program, enhanced visibility of the African American experience in the Patapsco Valley, and interpretative programming for scenic byways and national historic trails.

### **Education**

Collaborations facilitated by PHG will use the Patapsco's cultural heritage resources to teach American history and use its natural resources to foster environmental awareness to residents and visitors of all ages. PHG will continue to sponsor history lectures for the public, and identify ways for local schools and educational institutions to meet educational goals through programs based in the heritage area.

### **Research**

PHG will encourage scholarly research regarding the Patapsco's history to broaden the scope of subjects available for interpretation. Research will emphasize further understanding of the significance of the Patapsco as an icon of an emerging region and nation, as a center for innovation, and as an early model of resource restoration, stewardship, and regional planning. PHG will identify needed research, explore funding opportunities, and provide grants for needed research.

## **Interpretation Management Objectives and Actions**

### **Objective 2.1 Interpretive Planning**

Implement an interpretive planning process that provides a framework for telling the heritage area's story. Involve the public on an on-going basis, including subject-matter experts to incorporate new scholarship, and heritage partners and stakeholders as important participants.

#### **2.1.1 Comprehensive Interpretive Plan**

**Provide guidance for development of the desired future interpretive program in the heritage area.**

Action 2.1.1a Develop and implement a PVHA comprehensive interpretive plan (CIP) that provides a 5- to 10-year vision for the heritage area's interpretive and educational program.

#### **2.1.2 Annual Implementation Plan**

**Provide an annual working blueprint describing what interpretive services will be offered to heritage area residents and visitors.**

Action 2.1.2a Develop and implement an annual implementation plan (AIP), charting short-range actions which will achieve the long-range vision for the heritage area's interpretive and education program.

#### **2.1.3 Interpretive Database**

**Maintain an interpretive database to facilitate interpretive planning and implementation.**

Action 2.1.3a Identify and assemble plans, documents, and inventories needed to support interpretive planning.

### **Objective 2.2 Presentation of the Patapsco Valley's Stories**

Lead collaborative efforts to present the stories of the Patapsco Valley's contributions to national history in ways that invite engagement and raise the valley's profile as a place of state and national significance.

#### **2.2.1 Collaboration among Partners to Tell the Stories**

**Communicate the heritage area's interpretive framework to partners.**

Action 2.2.1a Meet with heritage partners and stakeholders to present the PVHA comprehensive interpretive plan; make digital and hard copies of the plan available to partners.

Action 2.2.1b Develop and distribute a poster that summarizes and illustrates the heritage area's interpretive framework.



Action 2.2.1c Periodically conduct an interpretive planning workshop with partners.

**Actively support interpretive planning that helps to achieve the vision for the heritage area's interpretive and educational program.**

Action 2.2.1d Identify heritage partners interested in developing (or updating) an interpretive plan; work with those identified to secure funding for plan development.

**Actively support development and enhancement of interpretive media and programming by heritage partners in coordination with the heritage area's interpretive framework.**

Action 2.2.1e Encourage grant applications from heritage partners requesting support for interpretive media, programs, events, and research that are consistent with the heritage area's interpretive framework.

### **2.2.2 Heritage Site Connections**

**Encourage collaboration among heritage area interpretive sites in presenting PVHA interpretive themes through shared programs and events and by directing visitors to one another's sites.**

Action 2.2.2a Encourage grant applications from heritage partners requesting support for joint interpretive programs and events that are consistent with the heritage area's interpretive framework.

Action 2.2.2b Working with heritage partners, develop visitor experience passes with incentives for visitors to go to multiple heritage area sites.

### **2.2.3 Technical Assistance to Partners**

**Provide technical assistance to heritage partners with development of interpretive plans, interpretive media, and interpretive programming.**

Action 2.2.3a Orient heritage partners regarding the MHAA's technical assistance program.

Action 2.2.3b Encourage heritage partners to subscribe to PVHA digital communications and to connect with the heritage area via social media to receive information on PVHA-affiliated grant opportunities.

Action 2.2.3c Invite interpretation experts to present at PVHA's periodic interpretive planning workshop.

Action 2.2.3d Provide interpretive media and research publications developed by PVHA, the National Park Service, and others, to heritage partners.

### **1.2.3 Financial Assistance to Partners**

**Foster and encourage competitive grant applications to MHAA.**

- Action 2.2.4a Communicate to partners that PVHA will consider interpretive planning and programming grants that are consistent with the heritage area interpretive framework as more competitive when ranking grant applications for submission to MHAA.
- Action 2.2.4b Explore creating a grant program for interpretive planning that would encourage heritage partners to prepare (or update) interpretive plans that strengthen connections to the heritage area's interpretive framework.

### **Objective 2.3 Interpretive Messaging**

Convey the Patapsco Valley's stories through a variety of interpretive media.

#### **2.3.1 Website and Social Media Interpretation**

**Include interpretive presentations on the new PVHA website.**

- Action 2.3.1a On the PVHA website, present a comprehensive overview of the heritage area's purpose, historic significance, and thematic framework for interpretation.
- Action 2.3.1b On the PVHA website, orient visitors to the heritage area by providing pre-visit information on interpretive sites to visitors and residents wishing to explore the heritage area.

**Use social media and multi-media formats to convey the heritage area's purpose, national significance, and thematic framework for interpretation.**

- Action 2.3.1c Develop a series of brief videos that orient residents and visitors to the heritage area; distribute the videos through a dedicated PVHA YouTube channel.
- Action 2.3.1d Develop a series of brief videos that use the interpretive framework to provide information on PVHA and its resources; distribute the videos through a dedicated PVHA YouTube channel.
- Action 2.3.1e Working in cooperation with heritage partners, develop and implement a public history campaign that uses mobile technology to tell the heritage area's stories and to relay information to residents and visitors about the heritage area's events and programs.

#### **2.3.2 Interpretive Media, Exhibits, and Interpretive Panels (Waysides)**

**Maintain a set of PVHA interpretive media, exhibits, and interpretive panels (waysides) that: provide interpretive content on the heritage area as a whole; introduce heritage area themes; provide historical context; link to detailed interpretation at heritage area partner sites; and, and relate closely to the interpretive content on the heritage area website.**

- Action 2.3.2a Develop and distribute a new map and guide that helps residents and visitors understand the heritage area's significance and major stories, and orients people to available heritage experiences.
- Action 2.3.2b Assess the performance of existing interpretive media, exhibits, and interpretive panels (waysides) with respect to the comprehensive interpretive plan, taking into consideration consistency with the interpretive framework, presentation, and condition; develop a plan, as appropriate, to update, modify, and/or expand media and exhibits.

## **Objective 2.4 Programs and Events**

Provide visitor experiences and interpretive programming that assist residents and visitors with understanding the heritage area's significance and stories within the context of its interpretive framework.

### **2.4.1 Travel Itineraries and Tours**

**Develop thematic travel itineraries, thematic tours, and supporting multi-media that link heritage interpretive sites and the heritage area's gateway communities.**

- Action 2.4.1a Develop a series of travel itineraries linking multiple heritage resources to key interpretive themes of the heritage area.
- Action 2.4.1b Make the itineraries available in downloadable online format, suitable for both in-person use and "virtual visitors."
- Action 2.4.1c Explore ways in which users of the PVHA website could create custom itineraries based on themes, location, and interest; implement custom itineraries, if feasible.
- Action 2.4.1d Support heritage partners to enhance their existing tours and to develop new heritage tours.

### **2.4.2 Heritage Events**

**Expand public appreciation of the heritage area by hosting special events that celebrate heritage resource sites.**

- Action 2.4.2a Host a semi-annual (every two years) PVHA event at a heritage resource site within the heritage area.

**Support local festivals and events that tie to the heritage area's interpretive framework.**

- Action 2.4.2b Identify local festivals and events that could easily tie to the heritage area's interpretive framework; work with identified festival organizers to use the PVHA interpretive themes in their marketing information and in their programming.
- Action 2.4.2c Support public festivals and events in heritage communities.



**Collaborate with Howard County, Baltimore County, and Patapsco Valley State Park (MD DNR) to support events involving publicly-owned heritage resource sites.**

Action 2.4.2d Identify which publicly-owned heritage resource sites are visitor-ready.

Action 2.4.2e Encourage groups to hold programs and events at visitor-ready sites.

**2.4.3 Special Initiatives**

**Enhance appreciation and understanding of heritage communities.**

Action 2.4.3a Support heritage partners with efforts to reconstruct and interpret an 18<sup>th</sup> century mill within one of PVHA's heritage communities.

**Collaborate with Patapsco Valley State Park (MD DNR) to provide visitor experiences and interpretive programming that assists park visitors with understanding the park's history and natural resources.**

Action 2.4.3b Involve Patapsco Valley State Park (PVSP) (MD DNR) in developing the heritage area's comprehensive interpretive plan, including identification of stories to be told at the park and needed interpretive media and programs. (also see action 4.1.1a)

Action 2.4.3c Provide assistance with development of interpretive media and implementation of interpretive programs in Patapsco Valley State Park (PVSP) (MD DNR), as identified in the comprehensive interpretive plan.

Action 2.4.3d Collaborate with Patapsco Valley State Park (PVSP) (MD DNR) and CSX to develop a viewing platform for the Thomas Viaduct.

**Support development of interpretive media and programming tied to the heritage area interpretive framework in county parks.**

Action 2.4.3e Involve Howard and Baltimore County Departments of Recreation and Parks in developing the heritage area's comprehensive interpretive plan, including identification of stories to be told at parks and needed interpretive media and programs.

Action 2.4.3f Provide assistance with development of interpretive media and implementation of interpretive programs in county parks, as identified in the comprehensive interpretive plan.

**Continue support for PHG's oral history program.**

Action 2.4.3g Seek funding to host additional events to share with local communities the stories and portraits of the Library of Congress Local Legacy Project; host events.

**Support enhanced visibility of and accessibility to the African American experience in the Patapsco Valley.**

Action 2.4.3h Encourage partners to develop interpretive media and programs that tell the stories of African Americans in the Patapsco Valley.

**Support implementation of interpretive programming for scenic byways and national historic trails.**

Action 2.4.3i Collaborate with Maryland's Historic National Road to explore opportunities to support (e.g., interpretation, marketing, and communications) for the section of the National Road within the heritage area; implement projects.

Action 2.4.3j Explore opportunities for collaborating with the NPS Chesapeake Bay Office and its trail partners in the development of the Captain John Smith Chesapeake National Historic Trail along or near the Patapsco River in the Elkridge area; implement projects.

Action 2.4.3k Explore opportunities for designating a connecting trail to the Captain John Smith Chesapeake National Historic Trail through the Patapsco Valley.

**Objective 1.5 Education**

Promote teaching American history to residents and visitors of all ages using the Patapsco Valley's cultural heritage resources.

**2.5.1 Public Education Program**

**Provide opportunities for the general public to hear PVHA's stories and to learn about its heritage resources and their stewardship needs.**

Action 2.5.1a Continue to sponsor periodic history lectures for the general public.

**Conduct outreach to the Howard County Public School System, Baltimore County Public Schools, and state education agencies to identify opportunities for educational programs for residents of all ages that foster appreciation of the Patapsco Valley's history.**

Action 2.5.1b Identify ways to meet educational goals through programs based within the PVHA; explore funding options; implement programs.

**Support activities and programs that connect public school students with PVHA's heritage resources and their stewardship needs.**

Action 2.5.1c Explore development of a bus fund for public school students to provide transportation to heritage area sites where educational programs are offered by heritage partners.

### **Objective 2.6 Research**

Broaden the scope of subjects available for interpretation and generally enhance the heritage area's interpretive effort through data collection and new historic research.

#### **2.6.1 General**

**Encourage research by local historians and historical societies regarding the Patapsco Valley's history as it relates to the heritage area's statewide significant context and potential nationally significant context. Emphasize research related to: the valley as an icon of an emerging region and nation; the valley as a center for innovation; and, the valley as an early model of resource restoration, stewardship, and regional planning.**

Action 2.6.1a Identify research needed to further document the heritage area's history; explore funding; provide grants for needed research.

## **8.4 Heritage Tourism**

### **Heritage Tourism Goal**

Increase the economic benefits of heritage tourism in the Patapsco Valley.

Enhancing the overall appeal and enjoyment of the Patapsco's history, culture, natural environment, and scenic beauty will result in overall economic benefits of heritage tourism to the Patapsco Valley. To attract residents and visitors, the Patapsco Heritage Greenway (PHG) will coordinate efforts to build the Patapsco's visibility and to grow audiences. To help residents and visitors understand what the heritage area has to offer and how to find those experiences, PHG will work with partners to provide consistent orientation and wayfinding via signage, printed materials, web-based information, and social media. Together, PHG and its partners will also collaborate to provide services and experiences in heritage communities that will attract visitors and residents, encouraging them to spend time in the area. Through these efforts, the economic benefits of heritage tourism in the Patapsco Valley will increase by creating opportunities for small business development in heritage communities, job growth, and a stronger tax base.

### **Visibility and Audiences**

A major focus of PHG will be to market the heritage area as a destination that showcases the Patapsco's significant historical, cultural, and natural resources. PHG will develop and implement an identity and branding plan that will establish a consistent message as to what the heritage area is and what it has to offer. Technology will be used to build visibility and grow audiences, including development of a new website dedicated exclusively to the heritage area, incorporating the new branding and identity, and providing links to the websites of heritage area partners and tourism-related businesses. Marketing efforts will focus on working with partners, particularly Enjoy Baltimore County and Visit Howard



County, to develop baseline market information and to assess the needs and interests of visitors, as well as to develop a comprehensive marketing plan that will promote the heritage area as a destination and that uses interpretive themes as a basis for marketing messages. Working with Enjoy Baltimore County and Visit Howard County, PHG will support efforts to maximize existing and new public and private financial investment in the heritage area's tourism product; this will be accomplished in part by providing information on the economic and quality of life benefits associated with investments in tourism products. Finally, to build visibility PHG will collaborate with partners to implement mutually beneficial strategies for cooperative advertising, ad placements, and promotional tactics that promote visitation to the heritage area as a whole.

### **Orientation and Wayfinding**

Visitor orientation and wayfinding in the heritage area is now provided using a variety of media by heritage partners. PHG will collaborate with its partners to build on what is currently available, seeking to develop a heritage area orientation and wayfinding network composed of visitor centers, other visitor facilities, orientation exhibits, and signage that provides consistent messaging and branding. The Howard County Welcome Center will continue to serve as the primary visitor orientation center for the heritage area. Other visitor centers at heritage partner sites will distribute to the public appropriate heritage area interpretive materials and guides. PHG will provide training to heritage area partner staff and volunteers on what the heritage area is and how visitors and residents can best experience it. Efforts by partners to support other visitor centers will be supported by PHG. A major PHG focus will be to collaborate with heritage partners to design and implement signage throughout the heritage area that is consistent with its identity and brand.

### **Heritage Communities**

PHG will generally promote development of enhanced visitor services that support positive experiences for visitors structured around the heritage area's interpretive framework. PHG will develop a heritage communities program to promote offering a high level of quality in visitor information centers, wayfinding signage, and lodging, restaurants, and retail services. A new heritage ambassadors program will train volunteers and workers in tourism-related businesses so that they can inform residents and visitors about what the heritage area has to offer. PHG will support revitalization of heritage communities by supporting economic revitalization strategies and infrastructure improvements that are consistent with the heritage area's management goals, including for example Main Street designation for the heritage area's historic communities. In a number of ways PHG will provide assistance to local businesses that serve the heritage tourism market, such as by encouraging businesses to take advantage of MHAA loans and by implementing a program that provides a venue for businesses to market themselves to the cultural heritage traveler. Training will be offered to partners and businesses to facilitate heritage tourism product development and to enhance the visitor experience, for instance, through creation of a network of certified heritage area tour guides. PHG will also encourage heritage partners to apply for MHAA grants, emphasizing grant applications for projects that will make heritage attractions, interpretive sites, and communities more visitor-ready.

## **Heritage Tourism Management Objectives and Actions**

### **Objective 3.1 Visibility and Audiences**

Attract residents and visitors to experience the Patapsco Valley's heritage by marketing the heritage area as a destination that showcases its unique and significant historical, cultural, and natural resources.

#### **3.1.1 Heritage Area Identity and Branding**

**Implement an integrated approach to establishing a consistent PVHA identity and branding, and establish guidelines for evaluating and updating brand identity.**

Action 3.1.1a Create and implement a PVHA identity and branding plan, applying recommendations to all program materials, website, marketing materials and published materials.

Action 3.1.1b Develop guidelines for use of the heritage area identity and branding by heritage partners, including logo, tagline, and other branding elements; distribute the logo, tagline and branding elements to heritage partners with incentives for their participation.

#### **3.1.2 Communications**

**Reach out to heritage partners, stakeholders, residents and visitors using a variety of media and techniques, broadening the scope of communications as programs grow.**

Action 3.1.2a Complete and implement an annual communications plan that addresses the following:

- upcoming communications opportunities
- audiences
- messages and desired outcomes for each audience
- activities (priorities, timing considerations, resources needed for the website, social media and evolving digital technologies, print media, promotions, events, annual report, and materials to support the heritage area's development plan)
- media outreach (reaching audiences through media releases, editorial board meetings, familiarization tours, press conferences, invitations to events, special previews, etc.)

**Support efforts by heritage partners to develop a common calendar of events that is revised consistently and accurately on a seasonal basis that offers visitors useful information and offers a venue for comprehensively marketing the heritage area.**

Action 3.1.2b Encourage partners to submit their events and programs to PHG and destination marketing organizations.

- Action 3.1.2c Work with Visit Howard County and Enjoy Baltimore County to draw the events and programs within the heritage area into a heritage area calendar of events hosted on the heritage area's website.

### **3.1.3 Using Technology to Build Visibility and Grow Audiences**

#### **Use the internet to reach visitors and to enhance the visitor experience.**

- Action 3.1.3a Create a new website dedicated exclusively to the heritage area, incorporating PVHA's identity and branding messages.
- Action 3.1.3b Include on the heritage area website a section that provides a general thematic overview, visitor itineraries, links to the Visit Howard County and Enjoy Baltimore County websites, and a link to the Maryland Office of Tourism Development website.
- Action 3.1.3c Include on the heritage area website an interactive, GIS-based visitor experience map showcasing heritage area cultural heritage attractions and interpretive sites.
- Action 3.1.3d Include the heritage area calendar of events (see action 3.1.2c) on the heritage area website.
- Action 3.1.3e Encourage heritage partners to communicate availability of information on the PVHA website through links on partner websites and in other partner digital media.

#### **Action 3.1.3f Improve visibility of the heritage area through search engine optimization.**

#### **Develop and monitor content for travel-support websites focused on heritage travel, automobile travel, and local reviews.**

- Action 3.1.3g Assign a staff member, volunteer, or intern the responsibility of monitoring travel websites and reviews; respond to negative reviews.
- Action 3.1.3h Create a web-based travel guide.

#### **Promote use of web-based video technology to promote the heritage area.**

- Action 3.1.3i Develop a series of brief videos that use the interpretive framework to provide information on PVHA and its resources; distribute the videos through the PVHA website and a dedicated PVHA YouTube channel.

#### **Encourage heritage partners to include a heritage area website link on their websites.**

- Action 3.1.3j Encourage heritage partners to include a link to the heritage area's website on their website.



**Encourage tourism-related businesses to include a heritage area website link on their websites.**

- Action 3.1.3k Encourage tourism-related businesses to include a link to the heritage area website on their website.

**3.1.4 Marketing**

**Work with heritage partners to perform market studies to ascertain baseline information and determine needs and interests of Patapsco Valley visitors and potential visitors.**

- Action 3.1.4a Work with destination tourism marketing organizations to include research elements in their regular research protocols in order to inform heritage area marketing decisions.
- Action 3.1.4b Work with heritage partners, Patapsco Valley State Park (PVSP) (MD DNR), Visit Howard County, Enjoy Baltimore County, and heritage partners to develop a baseline of attendance at key heritage area sites and attractions.
- Action 3.1.4c Require and/or incentivize heritage partners to track attendance and visitation and to identify whether visitors made their travel decisions based upon the heritage area.

**Develop a comprehensive marketing plan that markets the heritage area as a destination and that uses interpretive themes as the basis for marketing messages.**

- Action 3.1.4d Complete a marketing plan for the heritage area; implement recommended actions.
- Action 3.1.4e Use travel itineraries and tours (see actions 2.4.1a, b, c, d) to promote thematic touring in Baltimore.

**3.1.5 Partnering with Destination Marketing Organizations**

**Enhance awareness of and travel to the heritage area by residents and visitors through a strong partnership with Visit Howard County and Enjoy Baltimore County.**

- Action 3.1.5a Provide Visit Howard County and Enjoy Baltimore County with messaging and interpretive materials that allow them to easily fold heritage area marketing into their regular work.
- Action 3.1.5b Seek advice and guidance from Visit Howard County and Enjoy Baltimore County on PVHA's annual work plan and incorporate their recommendations; share PVHA's annual work plans and annual reports reciprocally with Visit Howard County and Enjoy Baltimore County.
- Action 3.1.5c Collaborate with Visit Howard County and Enjoy Baltimore County during development of their annual marketing plans to ensure that plans submitted for

funding to the Maryland Office of Tourism Development address how the heritage area will be marketed.

### **3.1.6 Tourism Product Investment and Advocacy**

**Coordinate efforts to maximize existing and new public and private financial investment in the area's heritage tourism product.**

Action 3.1.6a Serve as the champion for heritage partners' grant applications by working with partners to strengthen their applications and by providing support letters.

Action 3.1.6b Encourage local foundations and corporations to provide support and investment in the Patapsco Valley's heritage tourism product.

**Advise elected officials, policy makers, heritage and cultural institutions, civic leaders, and the general public on the economic and quality of life benefits associated with investment in the Patapsco Valley's tourism product.**

Action 3.1.6c Determine how to track economic impact via investments made in the Patapsco Valley's tourism product; track economic impact; track economic impact.

Action 3.1.6d Include economic impact information in the heritage area's annual report and share that report broadly.

### **3.1.7 Promotion**

**Encourage heritage partners to combine resources to promote visitation to the heritage area as a whole.**

Action 3.1.7a Collaborate with partners to develop and implement annual, mutually beneficial strategies for cooperative advertising, ad placement in individual visitor guides, and other promotional tactics to gain recognition and market share for the heritage area.

## **Objective 3.2 Orientation and Wayfinding**

Guide visitors and residents as they explore the heritage area using orientation, wayfinding, and interpretive media that provide consistent messaging and branding.

### **3.2.1 Visitor Centers and Other Visitor Facilities**

**Enhance the visitor experience by offering opportunities for heritage area orientation, interpretation, and education at visitor centers and other facilities within the heritage area.**

Action 3.2.1a Continue to collaborate with Visit Howard County to have the Howard County Welcome Center serve as the primary visitor orientation center for the heritage area.

- Action 3.2.1b Explore options for additional visitor centers in Catonsville and Elkridge; seek funding for the development of additional visitor centers and implement.
- Action 3.2.1c Provide the Howard County Welcome Center and other existing visitor centers at heritage area partner sites with appropriate heritage area interpretive materials and guides for distribution to the public.
- Action 3.2.1d Provide training to heritage area partner staff and volunteers on what the heritage area is and how visitors and residents can best experience it.
- Action 3.2.1e Support efforts to establish additional visitor centers.
- Action 3.2.1f Explore opportunities to promote the heritage area and its heritage resources with an exhibit or kiosk installation at Baltimore-Washington International Thurgood Marshall Airport (BWI).

### **3.2.2 Orientation Exhibits**

**Collaborate with heritage partners to make available orientation exhibits at visitor centers and heritage area partner sites that are consistent with its identity and brand.**

- Action 3.2.2a Identify priority locations where orientation exhibits would be most beneficial; design, fabricate, and install orientation exhibits for priority locations.

### **3.2.3 Signage Guidelines and Priorities**

**Collaborate with heritage partners to design and implement heritage area signage that is consistent with its identity and brand.**

- Action 3.2.3a Inventory orientation and wayfinding signage within the heritage area and identify issues related to sign proliferation, clarity, and other relevant considerations.
- Action 3.2.3b Develop heritage area orientation and wayfinding signage guidelines.
- Action 3.2.3c Establish priorities for orientation and wayfinding signage installation.
- Action 3.2.3d Obtain funding to design, fabricate, and install priority orientation and wayfinding signage.

## **Objective 3.3 Heritage Communities**

Enhance visitor services throughout the heritage area that support positive experiences for visitors structured around the interpretive framework.

### **3.3.1 Working with Heritage Communities**

**Develop a heritage communities program to promote offering a high level of quality in visitor information centers, wayfinding signage, and lodging, restaurants, and retail services.**



- Action 3.3.1a Develop a toolkit that heritage communities can use to partner with the heritage area, Visit Howard County, and Enjoy Baltimore County in order to promote their programs and activities.
- Action 3.3.1b Explore the idea of training “heritage ambassadors” as a means of connecting heritage communities with the heritage area, residents, and visitors.
- Action 3.3.1c Publicize heritage communities to visitors and residents by featuring them in interpretive, marketing, and promotional materials, and on the heritage area website.

**Support revitalization of heritage communities.**

- Action 3.3.1d Support economic revitalization strategies and infrastructure improvements within heritage communities that strengthen downtown centers, stabilize neighborhoods, enhance streetscape and community character, enhance natural resources, and provide recreation opportunities.
- Action 3.3.1e Support Main Street designation for the heritage area’s historic communities.

**3.3.2 Working with Businesses**

**Provide assistance to businesses that serve the heritage tourism market.**

- Action 3.3.2a Develop and implement a program that provides a venue for businesses to market themselves to the cultural heritage traveler; in partnership with Visit Howard County and Visit Baltimore, designate the program as the heritage area’s official quality stamp of approval for providing unique Patapsco Valley experiences for travelers and residents.
- Action 3.3.2b Through the heritage area’s website, encourage heritage tourism businesses to take advantage of Maryland Heritage Area Authority loans for capital projects and business development.
- Action 3.3.2c Consider creating a PVHA product line with businesses and local partners; seek advice and guidance and potentially partner with Maryland Traditions on the effort.
- Action 3.3.2d Extend the “heritage ambassadors” program (see action 3.3.1b) to businesses in order to encourage visitor-serving businesses to positively represent the heritage area.

**3.3.3 Training**

**Facilitate heritage tourism product development and enhancement of the visitor experience through training workshops.**

Action 3.3.3a Assess heritage area partner training needs and identify what form of training or technical assistance will be most helpful; identify other organizations that may already provide these forms of training.

**Offer training for heritage area tour guides, including certification and continuing education programs.**

Action 3.3.3b Provide a certification program for heritage area tour guides that includes incentives for their participation as well as ongoing opportunities for re-certification and additional training.

#### **3.3.4 Financial Assistance to Partners**

**Foster and encourage competitive grant applications to MHAA.**

Action 3.3.4a Communicate to heritage partners that PHG will consider projects that make heritage attractions, heritage interpretive sites, and heritage communities more visitor-ready and visitor-friendly as more competitive when ranking those applications for submission to MHAA.

## **8.5 Heritage Recreation**

### **Heritage Recreation Goal**

Offer residents and visitors opportunities to explore and learn about the heritage area through a variety of quality recreation experiences.

Residents and visitors to the heritage area will have opportunities to learn about the Patapsco's history while enjoying a variety of recreation experiences. The Patapsco Heritage Greenway (PHG) will support efforts led by its heritage partners to make these quality recreation experiences available, providing technical assistance, facilitating applications for grant funding, and nurturing public support for proposed investments in park management, preservation of open space, and development of recreation experiences of the type and intensity suitable for the valley and that respect its significant ecological resources.

### **Public Parks**

Baltimore and Howard County and Maryland DNR maintain an extensive network of public parks within the heritage area that offer a wide variety of recreation experiences in different settings, ranging from active recreation facilities to passive nature-based experiences on trails in remote areas of Patapsco Valley State Park. PHG will generally work with management entities for the parks to enhance opportunities for quality heritage recreation experiences. A major effort will focus on supporting efforts by MD DNR to complete and implement a new management plan for Patapsco Valley State Park.