



March 19, 2013

David J. Mohler, Chairman  
Boston Metropolitan Planning Organization  
10 Park Plaza, Suite 2150  
Boston, MA 02116

Re: FFY 2013 Transportation Improvement Program Amendment  
Essex Coastal Scenic Byway Wayfinding Signage System

Dear Mr. Mohler:

On behalf of the Essex National Heritage Commission, I am writing to request that the Essex Coastal Scenic Byway Wayfinding Signage System be programmed into the proposed draft Amendment Four to the FFY 2013 element of the FFYs 2013-2016 Transportation Improvement Program. The project qualifies for TIP programming under Section 1C, Federal Aid Non-Target Projects.

As announced by the Federal Highway Administration (FHWA) on August 17, 2011, Essex Heritage was awarded competitive grant funding by the FHWA through its National Scenic Byway Discretionary Grant Program. Non-federal matching funds are to be provided by the Massachusetts Department of Transportation. MassDOT and FHWA have approved the project scope of work and budget, and the Department and Essex Heritage are currently reviewing a draft contract.

The Essex Coastal Scenic Byway Wayfinding Signage System project entails the planning, fabrication, and installation of directional signage along the entire 85-mile route of the state-designated Essex Coastal Scenic Byway. The goal of the project is to enhance the visitor experience by ensuring the safe and efficient passage of all byway travelers through the provision of a comprehensive directional signage system that is informative, functional and accessible.

A high priority recommendation of the byway's federally funded corridor management plan (March 2011), the signage system will further establish the transportation route's brand identity. The signs are a key component of the visitor readiness package that will support future designation of the route as a National Scenic Byway.

The Essex Coastal Scenic Byway is a partnership initiative of Essex National Heritage Commission, the congressionally designated, nonprofit steward of the Essex National Heritage Area. The byway's 13 communities and numerous stakeholders are working together to leverage its heritage, business and human resources to generate economic and quality of life benefits for the region.

Thank you for your assistance in facilitating this amendment. Please feel free to contact Bill Steelman of my staff at (978) 740-0444 with any questions regarding the project.

Sincerely,

A handwritten signature in black ink, appearing to read "Annie C. Harris".

Annie C. Harris  
Executive Director

cc: Sean Pfalzer, CTPS  
Bill Palmer, MassDOT OTP