



New Jersey Pinelands Commission

PRESS RELEASE

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For Immediate Release:

Pine Barrens Byway Designated as a National Scenic Byway

NEW LISBON, N.J. – The Pine Barrens Byway has been designated as a National Scenic Byway, the U.S. Department of Transportation announced today.

The New Jersey Pinelands Commission is overseeing the administration of the 130-mile byway route, and it prepared the successful application to obtain the National Scenic Byway designation in June 2020.

"We are thrilled to learn of this designation, which will place a spotlight on the byway and the beauty of the Pinelands," said Nancy Wittenberg, Executive Director of the Pinelands Commission. "The National Scenic Byway Designation bestows prestige and national and international recognition to the area, and it enhances efforts to preserve the Pinelands by increasing awareness and encouraging the stewardship of the region's resources. The national designation could also provide an economic boost to local Pinelands communities through increased tourism and federal funding for projects that promote the Byway."

A total of 63 nomination applications were submitted to the Federal Highways Administration in 2020, and 49 byways in 28 states were successful in receiving designations, including 34 National Scenic Byways and 15 All-American Roads, according to the U.S. Department of Transportation (U.S. DOT). The U.S. DOT took into account evidence of intrinsic quality(s), a demonstration of national or regional significance, the overall visitors' experience, and a demonstration of long-term sustainability.

All newly designated byways will be featured in a commemorative 2021 National Scenic Byways Program Designations Booklet, and will also be added to the [America's Byways website](#), according to the U.S. DOT.

The Pine Barrens Byway traverses roadways in Atlantic, Burlington, Cape May, Cumberland and Ocean counties, offering a diverse route punctuated by picturesque parks, serene rivers and quaint towns. It is one of eight state-designated scenic byways in New Jersey, and it meanders through Bass River Township, Corbin City, Dennis Township, Egg Harbor City, Estell Manor City, Galloway Township, Hamilton Township, Little Egg Harbor Township, Maurice River Township,

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Mullica Township, Port Republic City, Tuckerton Borough, Upper Township, Washington Township (Burlington County), Weymouth Township and Woodbine Borough.

As part of the application to the Federal Highways Administration, the Commission secured letters of support from Citizens United to Protect Maurice River and its Tributaries, the Edwin B. Forsythe National Wildlife Refuge, the Jacques Cousteau National Estuarine Research Reserve, New Jersey Conservation Foundation, Pinelands Municipal Council, South Jersey Chamber of Commerce, Tuckerton Seaport and Baymen's Museum and the U.S. Biosphere Network (National Park Service, Department of the Interior).

In addition to submitting the application to obtain the National Scenic Byway designation, the Commission and the New Jersey Department of Transportation (NJDOT) have taken several steps to raise awareness and increase usage of the Byway.

In October 2020, the Pinelands Commission created a [new interactive tool](#) that the public can use to plan their excursions on the Byway. In early December, the Commission created and printed 650 copies of a 2021 Pine Barrens Byway-themed wall calendar that features 38 photos of various locations along the Byway route. The calendars were distributed to the [public free of charge at three locations in the Pinelands](#). Additionally, a [new Pine Barrens Byway web page](#) has been developed and launched by consultants that were hired by the NJDOT, and new Pine Barrens Byway brochures will be printed in the coming months.

ATTENTION REPORTERS/EDITORS: High-resolution digital photos of the Pine Barrens Byway can be obtained by contacting Paul Leakan at Info@pinelands.nj.gov.



Above: Signage directs travelers along the 130-mile route of the Pine Barrens Byway, which features stunning sights such as this field of blueberry bushes transforming into vibrant hues of crimson in autumn.

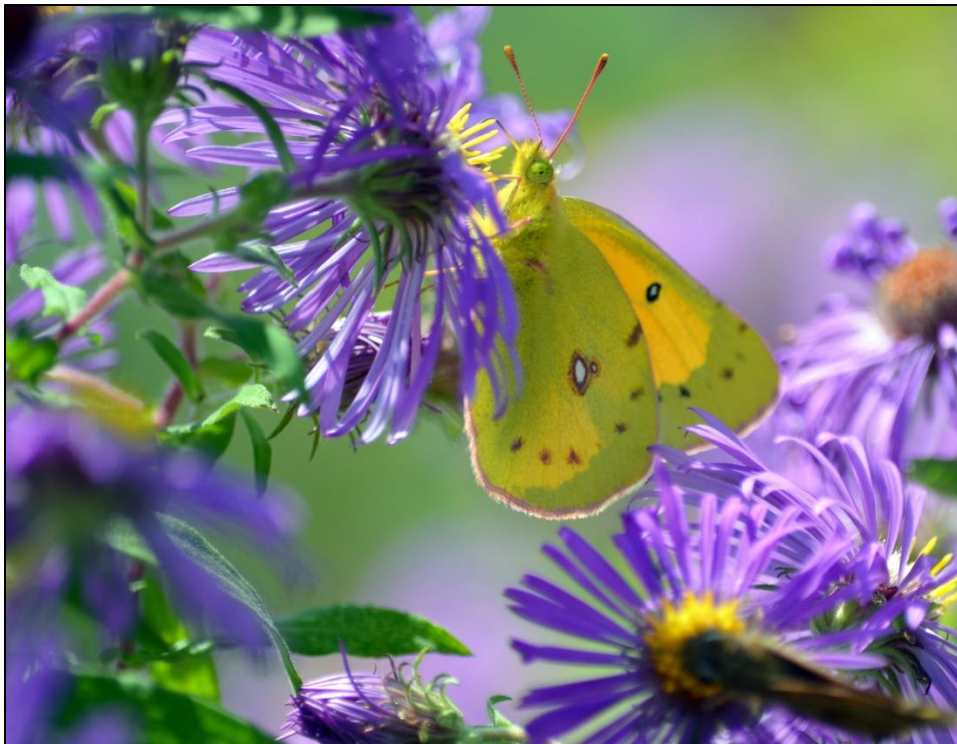
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Above: Built in 1939, the lighthouse at Lake Lenape Park East in Mays Landing is an iconic landmark located on the Pine Barrens Byway.



Above: Visitors on the Pine Barrens Byway can see an abundance of butterflies at the Edwin B. Forsythe National Wildlife Refuge.

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Above: Travelers on the Pine Barrens Byway can stop to hike miles of trails located along the byway route, including this one at the historic Batsto Village.

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