

Final Report

FY 2006 Task 10.20

Accomack-Northampton Planning District Commission

***Virginia Seaside Heritage Program  
Interpretive Kiosks  
&  
“Plant ES Natives” Campaign Multi-Media***

June 30, 2009



These interpretive kiosks were funded wholly by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant # NA06NOS4190241 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.

## Virginia Seaside Heritage Program Interpretive Kiosks

To highlight the Seaside's unique resources and ongoing efforts of the Virginia Seaside Heritage Program (VSHP) partnership to restore, manage and protect these resources, informational and interpretive signage have been strategically placed at Chincoteague Island Nature Trail, Wachapreague Harbor, Willis Wharf, Oyster Harbor, and the Northampton County Boat Ramp (which is encircled by the Eastern Shore of Virginia National Wildlife Refuge). These sites were chosen by the VSHP partners based on a number of factors - most importantly their vicinity to ecologically significant and sensitive resources and VSHP sponsored projects. The sites are all high traffic areas and provide an excellent opportunity to educate many visitors. Finally, by selecting these locations for the kiosks, we were able to space out the interpretive signage along the Seaside between the southern tip and Chincoteague. Additional kiosks are planned as funding permits. (See kiosk locations on map below.)



The kiosk at each location includes two common interpretive panels. Panel one highlights the economic value of the seaside and its resources. Panel two highlights the ecological value of the seaside and its resources. An image of these panels can be found on pages 2 and 3. Panel three focuses more specifically on the natural resources and research/restoration/management projects occurring in the more immediate surrounding area. All three panels identify and encourage simple stewardship actions.

Graphic design of the interpretive panels was completed by Virginia CZM staff, with input and review by VSHP partners. ANPDC staff worked with the Accomack and Northampton counties and the localities on the placement on the kiosks and submission of the required 306A documentation.

The kiosks in Chincoteague, Willis Wharf, Oyster and at the Northampton County Boat Ramp are 3-sided, 40.5" X 48.5" aluminum structures built to National Park Service standards and guaranteed to withstand the harsher elements of the marine environment. The structures are streamlined and less intrusive than a larger wooden roofed structure. The existing two-sided kiosk at Wachapreague was modified slightly to mount interpretive panels one and two. Due to a Northampton County sign permit requirement (a requirement initially unknown to ANPDC staff), the kiosks in Willis Wharf, Oyster and at the county ramp were slightly modified after delivery, necessitating the order of additional posts (FY08 Task 41). Accomack County did not require a permit to install the kiosks as designed.

All five interpretive kiosks are described in more detail on page 5.



# Virginia's Seaside Ecologically Unique...

Virginia's Seaside is home to the longest expanse of coastal wilderness remaining on the eastern seaboard of the United States.

It includes the most pristine chain of barrier islands along the Atlantic Coast.

It boasts tens of thousands of acres of salt marshes, tidal mudflats, shallow bays, maritime forests and open water.

The Seaside is the most important bird area along the Atlantic Coast of North America and supports the highest diversity and density of birds of conservation concern in Virginia.

Imagine losing such a place! Preserving the Seaside's natural heritage presents unique conservation challenges. But progress is being made and you can help!

**Virginia Seaside Heritage Partners:**  
 Department of Conservation and Recreation  
 Department of Environmental Quality  
 Department of Game and Inland Fisheries  
 Marine Resources Commission  
 Virginia Museum of Natural History  
 Accomack-Norfolk Planning District Commission  
 Accomack County  
 Town of Chincoteague  
 Town of Wachapreague  
 Northampton County  
 Village of Oyster  
 Village of Wills Wharf  
 National Oceanic and Atmospheric Administration  
 Chincoteague National Wildlife Refuge  
 Eastern Shore of Virginia National Wildlife Refuge  
 The Nature Conservancy - Virginia Chapter  
 Southeast Expeditions  
 College of William and Mary  
 Virginia Institute of Marine Science  
 Center for Conservation Biology  
 University of Virginia  
 Virginia Commonwealth University  
 Eastern Shorekeeper



**Oyster Reefs**  
 Seaside oyster reefs provide important habitat for small fish and foraging areas for Oystercatchers, birds with long, sharp bills. Spat (baby oysters) settle on oyster shell placed on the footprint of former natural reefs. To protect oysters, these restored reefs are designated sanctuaries and are closed to harvesting. A 2008 survey showed 3.2 billion oysters on the Seaside compared to an estimate of 1.8 billion in the Virginia portion of Chesapeake Bay.  
 Photo: Restored Seaside oyster reef. TNC

**Native Vegetation**  
 Seaside marshes are being invaded by a non-native grass called *Phragmites australis*, or common reed. It grows in dense stands crowding out native marsh plants on which many shorebirds rely. *Phragmites* has been mapped along the entire Seaside, and is being removed from valuable marshes.  
 Photo: *Phragmites* patch in background. DCR

**Bird Diversity**  
 During the spring and summer, Piping Plover, Wilson's Plover, American Oystercatcher, Gull-billed Tern, Least Tern, Black Skimmer and other rare birds nest and raise their young on Seaside beaches. These birds are very sensitive to human disturbance and predation by foxes and raccoons. Efforts to protect this habitat through control of predators and education of visitors have helped the birds increase their numbers.  
 Photo: Royal Terns on nest with chick. DCR

**Seagrass Beds**  
 Seagrass beds provide critical habitat to many aquatic species. Seagrass was nearly wiped out on the Seaside in the early 1930's due to disease and massive storms. Today, thousands of tiny eelgrass seeds, broadcast into shallow waters, have sown big results. Not only are the restored beds thriving, they are spreading naturally. By 2008, 190 acres planted spread to 1400 acres. This success is unmatched in the world.  
 Photo: Seagrass shoot with seed. Virginia CZM Program

## You Can Help!



- Start an Oyster Garden and help improve water quality.



- Plant native vegetation to provide habitat for migratory songbirds.



- Use native plants to control erosion - install a "Living Shoreline," rather than a bulkhead or riprap.



- Control the spread of the invasive reed *Phragmites* on your property.



- Respect barrier island visitation policies and keep a safe distance from beach nesting birds.

# ...Economically Valuable

*Over the Centuries,* many have sought the riches of the Seaside. Native Americans hunted and fished here. Blackbeard and his pirates prowled these shores. British colonists settled here.

*By the 1800's,* this barrier island lagoon system was a mecca for hunting, fishing, and recreating. Finfish and shellfish harvests provided income to thousands of Virginians.

*In the 1900's, this changed.*

Over-harvesting, disease, destructive storms and loss of habitat contributed to a significant decline in economically valuable natural resources and threatened the future of the Seaside.

*Today, hope is revived*

for a promising future. The Seaside's natural resources are responding to restoration and preservation efforts, and new markets for ecotourism and aquaculture are growing.



## You Can Help!



- Be an ecotourist. Learn about the Seaside with a Certified Ecotour Guide.



- Buy seafood harvested or grown locally, and support watermen and aquaculture on the Seaside.



- Support water quality standards that protect the Seaside's waterways, aquaculture industry, and marine habitats.



- Buy sustainably grown local produce from farmers applying Best Management Practices to protect water quality.



- Attend local public events, like the Birding and Wildlife Festival, that celebrate the value of the Shore's natural resources.

For more information visit: [www.deq.virginia.gov/coastal/](http://www.deq.virginia.gov/coastal/)

## Chincoteague – Island Nature Trail

A recent expansion to the Chincoteague Island Nature Trail, located on 75 acres of preserved open space, one of the last remaining tracts of undeveloped natural area within the city's limits, is expected to attract an increasing number of visitors. The third panel at this sight highlights the importance of native plants, provides a photo and description of the native plants visible along the trail and encourages residential landowners to participate in the "Plant ES Natives" campaign and buy native when they visit their local garden center. (Under this grant, a "Plant ES Natives" campaign native plant demonstration landscape has been installed around the sign.)



To support the Town's efforts to remove *Phragmites*, the panel also explains how destructive this invasive non-native is to the coastal environment and steps the landowners can take to help control its spread.

# Town of Chincoteague Explore the Seaside...



## Paddle through a coastal wilderness on the Seaside Water Trail

The Seaside Water Trail is a series of 35 day-use paddling routes that beckons beginning to experienced paddlers.

The trail runs between Chincoteague Island and the Eastern Shore of Virginia National Wildlife Refuge at Cape Charles.

For route descriptions and maps visit [www.deq.virginia.gov/coastal/seasidewatertrail](http://www.deq.virginia.gov/coastal/seasidewatertrail)



Floating docks are available for kayakers at public docks along the seaside, including East Side Landing in Chincoteague (photo above). Docks are also accessible at Quinby Harbor, Wachspregue Harbor and in Willis Wharf.

The Seaside's tidal creeks, bays, marshes, and barrier islands offer both astounding beauty and ecological value. Walking, biking and kayaking are some of the best ways to explore and experience these natural treasures not accessible by car.



## Welcome to the Island Nature Trail!

Located on 75 acres of preserved open space, the Town of Chincoteague's Island Nature Trail offers walkers and bicyclists a view of the natural splendor of the Seaside.

Look for these Eastern Shore native plants along the trail:



### Groundsel Tree

(*Desmodium illinoense*)  
Also known as "saltbush", the Groundsel Tree provides cover and nesting habitat for various species of birds. Bees and small butterflies use the abundant nectar from the male flowers, which in turn attract songbirds to forage on the insects.



### Trumpet Creeper

(*Coccoloba reticulata*)

The flowers of the Trumpet Creeper, a native vine, are very valuable to the Ruby-throated Hummingbird. Take care you do not touch the flower as it can cause mild skin irritation in some people.



### Loblolly Pine

(*Pinus taeda*)

Loblolly Pine is the most common tree along the trail. Large loblolly pine trees are habitat and a favorite resting place for many migratory birds, such as the Pine Warbler, and Brown-headed Nuthatch, and a year-round home for Red-bellied Woodpecker.



### Pine Ivy

(*Toxicaria radicans*)

Pine Ivy berries are an important food source for migratory birds and are part of the Eastern Shore ecosystem. Remember, don't touch!

# ... Preserve its Beauty!



## Plant Eastern Shore Natives!

Eastern Shore native trees, shrubs, flowers and grasses help preserve the diversity, beauty and function of the Shore's unique ecosystem.

Eastern Shore natives offer lovely foliage and colorful flowers. And, they're easier to care for! Eastern Shore native plants grow beautifully here in their native environment.

Look for the "Plant ES Natives" tag in Accomack and Northampton garden centers!

## Help Control Phragmites!

Phragmites is a very invasive non-native!  

- Crowds out native plants by forming large, single-species stands
- Reduces the amount and diversity of food sources available to wildlife.
- Increases the risk and intensity of wildfire.
- Obstructs views at waterfront properties.
- Blocks drainage and irrigation ditches and clogs drain fields.
- Slows water movement and increases mosquito breeding activity.



### Help Stop the Invasion!

- Prevent expansion of Phragmites through early detection and control of new stands.
- Plant native vegetation as part of any project requiring soil disturbance.
- Clean soil and vegetation fragments from mowing equipment or other vehicles before moving from a site infested with Phragmites.

Contact the Department of Conservation and Recreation Eastern Shore Office to learn more - (757) 787-5576.



## Willis Wharf

Willis Wharf is site of a new wildlife observation platform funded under the VHSP (FY05 task 9.2). The new kiosk is situated in front of the structure. Willis Wharf has long history as a working waterfront. The third panel on this kiosk illustrates that history and the efforts the Village has been taking to protect this heritage and its natural resources as a leader in the Eastern Shore aquaculture industry. The platform and the kiosk are surrounded by a new native plant demonstration landscape and the panel highlights the "Plant ES Natives" campaign.



# Village of Willis Wharf

## ...A Working Waterfront



Photo: Northampton Aquaculture  
Aerial view of Willis Wharf taken in May 2007. The Wildlife Observation Platform was constructed in spring 2008.

Today, the Village of Willis Wharf is still at the forefront of some very innovative thinking when it comes to ecology and economy.



Photo: Northampton Aquaculture  
Whimbrels breed in Alaska and Canada and overwinter in Central and South America. They rely on Virginia's seaside marshes and lagoons as a feeding stop on their long migrations.

and rural atmosphere as well as protect the shellfish that remain an important part of its economy.

More recently, the Village has focused on ecotourism and providing greater public access to the seaside's unique natural splendors. The Village knows that protecting its historic and natural assets will help ensure a promising future.



Surrounding The wildlife observation platform is an Eastern Shore native plant demonstration landscape. Our native trees, shrubs, flowers and grasses not only offer lovely foliage and colorful flowers, but also provide food and shelter for wildlife. Here in Willis Wharf these plants will help keep nutrients and runoff out of Parting Creek. Clean, unpolluted water is critical to healthy shellfish.

Help increase native vegetation on the Eastern Shore! Look for the "Plant ES Natives" tag in Accomack and Northampton garden centers.

Willis Wharf earned its nickname, "Clam Town", centuries ago. This seaside village was a major deepwater port during the 18th and 19th centuries for working watermen bringing in their clam, scallop and oyster harvests. In the 1960s, the Village's strong economic ties to the water continued as Willis Wharf became a hot spot for pioneering work in shellfish farming.



Photo: Northampton Aquaculture  
Unloading a morning's catch at Walker's Fish House in Willis Wharf. The family now owns Cherrystone Aquaculture.



Photo: Northampton Aquaculture  
After shucking, oyster shells were returned to Seaside reefs to replenish the public oyster grounds. Photo from 1960s.



Willis Wharf is home to several shellfish aquaculture companies: Cherrystone Aqua Farms, J.C. Walker Brothers Seafood and Terry Brothers, Inc. Shellfish farming is now a \$50 million per year industry on Virginia's Eastern Shore.



Holding a future harvest in hand, a local shellfish aquaculturist illustrates the growth rate of clams. Below the dime are 4 month old seed clams. The clams in the middle are 14 months old and the largest clams are 3 years old.

This state-of-the-art wildlife observation platform, is constructed of recycled plastic lumber and provides public access to one of the most panoramic views on the Seaside. A great variety of shorebirds favor the vast wetlands that extend beyond the deck. Look for Ruddy Turnstones, Whimbrels, Marbled Godwits and Black Skimmers.

### Seaside Water Trail



#### Paddle through a coastal wilderness

A series of 35 day-use paddling routes, this trail beckons beginning and experienced paddlers.

The trail runs between Chincoteague Island and the Eastern Shore of Virginia National Wildlife Refuge at Cape Charles.

You can enter the trail right here in Willis Wharf! A floating dock is available at the pier.



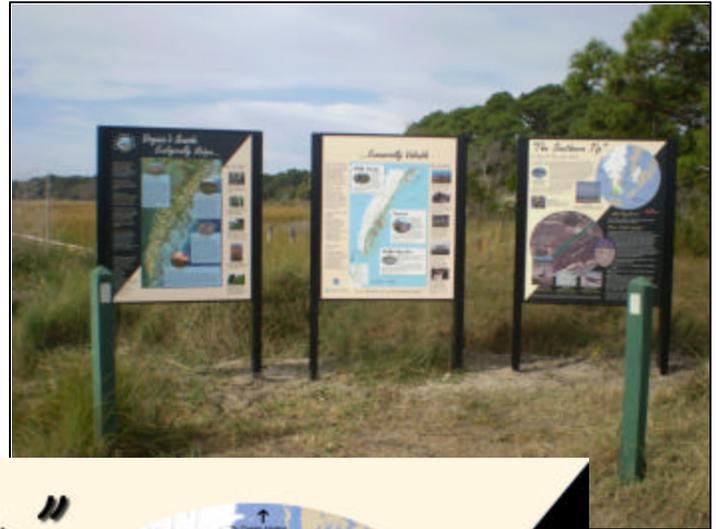
Plan your trip today!

For route descriptions and maps visit [www.deq.virginia.gov/coastal/seasidewatertrail](http://www.deq.virginia.gov/coastal/seasidewatertrail)



## Wise Point Kayak Access - Northampton County

Wise Point in Northampton County is a favorite kayak launch site and, bordered by the refuge, a great opportunity to educate kayakers about the sensitive seaside resources they will encounter in this largely protected area. The third panel on this kiosk focuses on the importance of the Southern Tip as a hemispherically important bird migration route and breeding and foraging area. The panel outlines the ownership of the barrier islands and other conserved natural areas on the Seaside of the Southern Tip and provides a general set of rules that kayakers should follow when visiting the area to help protect sensitive beach and marsh-nesting birds and habitat, illustrating how easy it would be to mistakenly tread upon nest, eggs and chicks.



# "The Southern Tip"

## A Special Place for Birds...

The 'Southern Tip' of Virginia's Eastern Shore on the lower Delmarva Peninsula is a hemispherically important area on the Atlantic coast for songbirds, raptors and shorebirds. Millions of birds funnel through the area as they migrate thousands of miles between breeding and wintering grounds. The Southern Tip is a unique coastal wilderness of creeks, bays, beaches, marshes and mudflats - critical breeding and foraging habitat for many birds. Protecting the area's significant ecological value has been a priority for



**Willet**  
(*Numenius phaeopus*)  
**Feather fact:** The curve of the Willet's bill nicely matches the shape of killer crab burrows.

partners in the Seaside Heritage Program and the Southern Tip Partnership MOU, who have conserved over 24,000 acres of land.



**Prothonotary Warbler**  
(*Protonotaria citrea*)  
**Feather fact:** Prothonotary warblers are usually found in swampy areas but migrate through the Southern Tip on their way to Costa Rica, Panama and Colombia.



**Royal Tern**  
(*Sterna maxima*)  
**Feather fact:** Royal tern pairs typically lay only one egg - chicks gather together in a large mobile group (crèche) but their parents can still pick them out of the crowd.



**Brown Pelican**  
(*Peucetia occidentalis*)  
**Feather fact:** Brown pelicans incubate their eggs with their feet.



**Piping Plover**  
(*Charadrius melodus*)  
**Feather fact:** If eggs or chicks are threatened, the adult may pretend to have a broken wing to lure the predator away.



**American Oystercatcher**  
(*Haematopus pallasi*)  
**Feather fact:** These chicks will grow up to become expert oyster crushers.

## ...And Kayakers!

One of the best ways to explore and enjoy the natural beauty of the seaside is by kayak.

## Please 'Paddle Lightly'!

The barrier islands are owned by public and private agencies and some are closed (e.g. Fisherman, Parramore, Little Cobb and Ship Shoal islands) or have seasonal restrictions (e.g. Wreck, Smith and Myrtle Islands) to protect beach nesting birds. Beach and marsh-nesting birds will fly off their nests if disturbed, exposing eggs to intense heat and predators. An exposed egg can be cooked by the sun in 3 minutes. Please call the landowners on the map for use policy information before your trip and follow the general rules below:

Respect all posted bird nesting areas. Do not enter nesting colonies.

Avoid the berm, dunes, washovers, and backside mudflats.

Leave your dogs at home. They may step on nests and chase birds.

Remain below the last high tide line to avoid disturbing chicks or damaging eggs. Tread carefully or you may accidentally step on well-camouflaged nests.

Be aware of birds calling loudly from the beach or over your head. They are letting you know that you are too close to a nest or hidden chicks.

Eastern Shore of Virginia National Wildlife Refuge - (757) 331-2760  
The Nature Conservancy Virginia Coast Reserve - (757) 442-3049  
Virginia Department of Conservation and Recreation - (757) 787-5576  
Virginia Department of Game and Inland Fisheries - (757) 787-5911

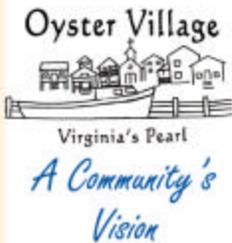
Please report color-banded birds to the Refuge Headquarters at 757-331-2760, or by e-mail to: h5nc\_stormer@fws.gov. Report stranded sea turtles and marine mammals to the Virginia Aquaculture Stranding Response Team at 757-437-8159.

# Oyster

Oyster Harbor is site of a very a popular boat ramp. Panel 3 of the triangular kiosk at this site highlights the Village of Oyster's Community Visioning Plan to preserve its historic waterfront. The panel also highlights Virginia Seaside Heritage Program oyster and eelgrass bed restoration efforts just off-shore, emphasizing the critical habitat benefit of these sites in the Seaside ecosystem.



## Village of Oyster "Pearl" of the Seaside



In 2004, the citizens of oyster, working in partnership with the Virginia Coastal Zone Management Program and the Citizen's for a Better Eastern Shore, developed the "Oyster Community Vision", a blueprint of changes to the village that are compatible with the village's values, history and character. This vision gives the residents a common sense of purpose and a plan to preserve and enhance a place they share with visitors like you.

Oyster will be a small historic seaside village that retains its safe, quiet and inviting village character and works cooperatively as a community to:

Preserve the Village's traditional continuity with its historic maritime culture and lifestyle.

Maintain and enhance the quality of the natural resources around the Village as fundamental to the daily quality of life of its residents and as the basis for a compatible local economy.

Support the needs of the commercial and recreational users of its waterfront without compromising the primarily residential character and rural village way of life of the Village.

Allow for gradual and controlled change and improvement over time while preserving its traditional village character and surrounding open space.

**Oyster began in 1737 as a private port for Littleton Eyres's Broad Creek Plantation.**

With the expansion of the seaside oyster industry and the coming of the railroad in 1884, Oyster grew into a small community of watermen who lived their lives according to the tides. In the late 1890s Hog Island residents relocated their homes to Oyster after a series of hurricanes put the community under water.

At one time, the waterfront was a busy seafood hub. A Victorian-era hotel even overlooked the harbor and off shore barrier islands.

Today, Oyster is a peaceful village with fewer than 100 residents. Traditional water-related industries still maintain a toehold on the harbor, and Oyster is a very popular launch site for recreational fishermen and kayakers.

Oyster and the surrounding area have also been site of numerous conservation efforts by the Virginia Seaside Heritage Program partnership.



Oyster beds, like those restored by Virginia's Seaside Heritage partners in Cobb Bay, Winck Island, Brockenbury and Running Channel, are critical to a healthy Seaside ecosystem. These are posted sanctuary reefs closed to harvesting (photo right).



Oyster reefs are habitat to fish and many other animals and help filter algae, allowing sunlight to filter through to eelgrass.

Shells to rebuild the beds are purchased when available from local shucking houses. Spatfall has been high on these restored reefs (photo left - spat, baby oysters, settled in shell.)



**American Oystercatcher (Haematopus pallasi)**  
Watch your step! Help protect beach-nesting bird nests by staying posted channels and riles. With your help the oysters above will grow-up to become expert oyster shuckers.

Just off-shore of Oyster in Cobb and South Bays, eelgrass beds are once again thriving. These beds are critical Seaside habitat. Baby crabs, clams, sea snails, fish, worms, and sea horses live, hide and feed in eelgrass, which is also an important source of oxygen for fish, crabs and shellfish.



The thousands of tiny seeds in the container above were sustainably collected from productive grass shoots. The seeds are then broadcast in areas in need of restoration. Just like the tale of Johnny Appleseed, this technique is reaping phenomenal results.

## ... Preserve its Beauty! Help Control Phragmites!



- Phragmites is a very invasive non-native!
- Grows out native plants by forming large, single-species stands.
  - Reduces the amount and diversity of food so areas available to wildlife.
  - Increases the risk and intensity of wildfire.
  - Obscures views of waterfront properties.
  - Blocks drainage and irrigation ditches and clogs drain fields.
  - Slows water movement and increases mosquito breeding activity.

### Help Stop the Invasion!

- Prevent expansion of Phragmites through early detection and control of new stands.
- Plant native vegetation as part of any project requiring soil disturbance.
- Clean soil and vegetation fragments from mowing equipment or other vehicles before moving from a site infested with Phragmites.

Contact the Department of Conservation and Recreation to learn more - (757) 767-5676.



## Wachapreague

Wachapreague Harbor was already the site of a kiosk constructed by the Virginia CZM Program in August 1995 (FY93 task 66) and therefore presented an opportunity to utilize an existing structure for the interpretive panels. Space was available only for panels one and two on this kiosk.



## Plant ES Native Campaign Multi-Media Components

Remaining funds in this grant were subcontracted to the Eastern Shore Soil and Water Conservation District for printing and production of multi-media products and installation of demonstration sites for the "Plant ES Natives Campaign" (pre-campaign research and campaign design is being funded through FY '07 Task 10.07 and graphic design of campaign materials is being funded under FY08 Task 1.03). An overview of the campaign is attached.

### Radio Ads – Media Buy

In spring 2009 a series of radio ads (see link below) encouraged Eastern Shore residents to buy native when they visited their local garden centers - highlighting the beauty, ecological and economic benefits of the shore's native plants. These radio ads were part of a multi-media package of a new social marketing campaign – "Plant ES Natives" initiated and coordinated by the Virginia Coastal Zone Management Program. Virginia CZM staff worked with a multi-partner Eastern Shore Plant Natives Team to develop the campaign with the singular goal of increasing the use of plants native to Accomack and Northampton counties. Between April 1 and May 30, 2009, 333 ads ran in rotation on Wednesdays, Thursdays, Fridays and Saturdays on WESR 103.3 "The Shore". Each ad urges listeners to look for the Eastern Shore native plant tag on (their) next visit to an Accomack or Northampton garden center. This grant funded the media buy.

### "Shore Talk" Interview – Media Buy

An interview about the campaign was conducted on the "Show Talk" on Monday, April 20 with members of the "Plant ES Natives" Campaign Planning Team. The ads and the interview can be heard at <http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html> This grant funded the media buy.

### Decal

An oval static cling decal, displaying the campaign logo, slogan and website, was printed (5,000 pieces) under this task (design was funded under FY 08 Task 1.03) and is being widely distributed to help market the campaign.



### Plant ES Natives Community Leader Lapel Pins

A campaign logo lapel pin was printed (250 oval enamel pins) under this grant ((design was funded under FY 08 Task 1.03) and is being distributed to 'community leaders', members of leadership groups, e.g. Master Gardeners and Naturalists, to recognize their commitment to the campaign and identify them as leaders and teachers in the community. These leaders are currently carrying the campaign message out into the community and sharing their knowledge about native plants. Instituting a 'community leader' program as part of the campaign will help more firmly establish and build on the 7% base of community leaders needed to establish a social norm for planting ES native.



### Native Plant Provider Banner

A "Native Plants Sold Here" banner (8' X 2' 7") was printed ((design was funded under FY 08 Task 1.03) and provided to Eastern Shore garden centers to acknowledge them as native plant providers and campaign partners. Banners were delivered in a package of materials - including plant tags, decals, and reference binders with a plant list and native plant fact sheets - to Maplewood (photo right), Bloomers, Hortco, Sunnyside, Garden Art and Sunnyside garden centers. A banner is also displayed during campaign exhibits on the shore.



## Native Plant Demonstration Sites

Under this subcontract, native plant demonstration landscapes were installed on the Seaside at the Chincoteague Nature Trail and Park, the Willis Wharf Observation Platform, and at the Eastern Shore National Wildlife Refuge. The Willis Wharf native plant demonstration landscape served as a backdrop for the launch of the "Plant ES Natives" campaign on April 24, 2009. Master Naturalists assisted in preparing the Willis Wharf site for planting. The Town of Chincoteague plans to highlight the native plant demonstration site (and the new interpretive kiosk) during a dedication of the Island Nature Trail this summer. Work on this demonstration site and the signage resulted in increased interest and efforts by the Town to combat *Phragmites*. The grant also enabled completion of a butterfly garden in the front of the visitor's center at the Eastern Shore of Virginia Wildlife Refuge. Plants used at each site were those highlighted on the "Plant ES Natives" native plant list. Local landscapers and vendors provided the plants and landscaping services. Design plans and plant list for each of these sites is below. Permanent native plant landscape demonstration site signs and identification markers for each plant are under production and will be funded under a separate grant.

### *Chincoteague Island Nature Trail Shady Native Plant Demonstration Site*



**Before Planting**



**After Planting**





*Willis Wharf Shoreline Native Plant Demonstration Site*



**Before Planting**



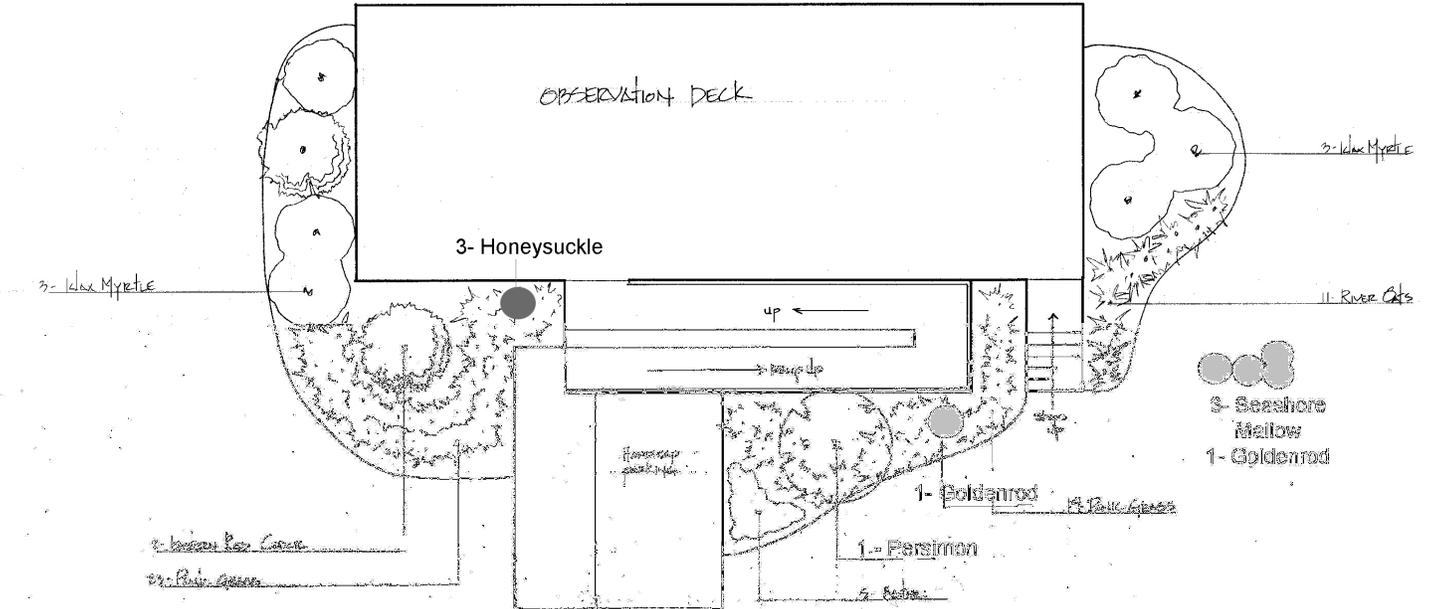
**After Planting** (photo bottom right - Persimmon behind the kiosk sign is now in bloom)

**Willis Wharf Demo Native Plants**

- Morella (Myrica) cerifera* - Southern Wax Myrtle
- Juniperus virginiana* - Eastern Red Cedar
- Panicum amarum* - Coastal Panic Grass
- Symphotrichum* - New York Aster
- Diospyros* - Persimmon
- Lonicera sempervirens* - Coral or Trumpet Honeysuckle
- Kosteletskyia virginica* - Seashore Mallow
- Solidago sempervirens* - Seaside Goldenrod
- Chasmanthium latifolium* - Sea Oats

**Also added to demo site:**

- Mulch
- Fabric cloth
- Edging





**APPLESSEED  
NURSERIES**  
ESTABLISHED 1978

Willis Wharf 2012  
Native Landscapes, Inc.

## Southern Tip Pollinator Garden Native Plant Demonstration Site

The Eastern Shore of Virginia Wildlife Refuge began establishing a 75 ft in diameter butterfly garden demonstration in front of the Visitor Center however did not have sufficient funds to complete installation of all the plants in the original plans for the garden. Funding from this grant enabled the Refuge to purchase a wide variety of Eastern Shore (highlighted in bold) and Virginia native plants to make this demonstration site truly an example of how beautiful and diverse a native landscape can be and will help landowners learn to recognize many species. During research for the “Plant ES Natives” campaign, 82% of landowners responding to a written survey say they landscape to feed birds/butterflies.

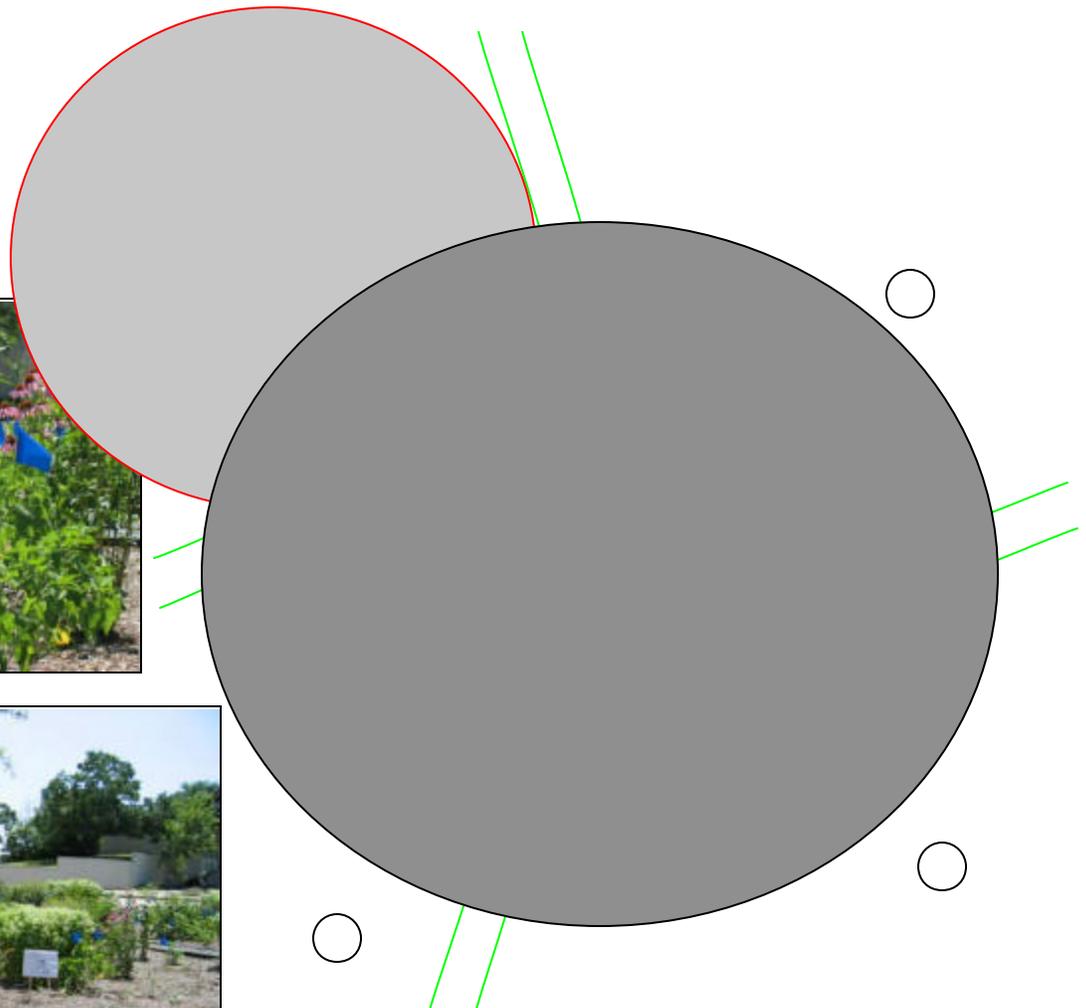
### Native Plants

- Asimina triloba* – Pawpaw (1)
- Chelone glabra* - White Turtlehead (24)
- Kosteletzkya virginica* - Seashore Mallow (36)
- Pycnanthemum tenuifolium* - Narrow Leaved Mountain Mint (12)
- Vernonia noveboracensis* - New York Ironweed (12)
- Solidago rugosa*** – Wrinkleleaf Goldenrod (12)
- Ruellia humilis* – Wild Petunia (24)
- Phlox divaricata* – Woodland Phlox (24)
- Hibiscus moscheutos*** – Rose Mallow (4)
- Lobelia siphilitica* – Great Blue Lobelia (12)
- Lobelia cardinalis***– Cardinal Flower (12)
- Liatris spicata* – Blazing Star (24)

- Helianthus angustifolius***–Narrow-leaved Sunflower (4)
- Echinacea purpurea* – Purple Coneflower (12)
- Conoclinium coelestinum*** – Mistflower (24)
- Baptisia australis***– Wild Blue Indigo (4)
- Aster novi-belgii*** - New York Aster (12)
- Aster novae-angliae* – New England Aster (12)
- Asclepias tuberosa*** – Butterfly Weed (24)
- Solidago sempervirens*** – Seaside Goldenrod (36)
- Symphotrichum ericoides* – White Heath Aster (12)
- Silphium perfoliatum* – Indian Cup Plant (4)
- Verbena hastata* – Blue Vervain (5)
- Monarda fistulosa*** - Bergamot(12)

### Also added to demo site:

- Mulch
- Stone dust for pathway



Green – walking path

○ - Willow Oak (nurse trees)

○ - Larger shrubs and forbs

○ - Smaller forbs and ground cover