North Country Scenic Byway
Corridor Management Plan

December 2012

This plan was prepared for the New York State Scenic Advisory Board by the Adirondack North Country Association in partnership with Fuller Communications. Project funding was provided by the New York State Department of Transportation’s New York State Byways Program through the Federal Highway Administration and Transportation Equity Act for the 21st Century.

Original designation of this Byway in 1992 was Military Trail Scenic Byway

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North Country Scenic Byway
Corridor Management Plan

December 2012
# North Country Scenic Byway
## CORRIDOR MANAGEMENT PLAN

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North Country Scenic Byway

INTRODUCTION

In April 2003, the Adirondack North Country Association (ANCA) contracted with the New York State Department of Transportation to develop a Corridor Management Plan (CMP) for the 84-mile Military Trail Scenic Byway. The roadway was made part of the New York State Byway System in 1992. The Byway designation was assigned prior to the federal requirement that Byway routes have Corridor Management Plans in place to qualify for Scenic Byway and Enhancement funding. This CMP was prepared to specify the actions, practices and administrative strategies necessary to maintain the corridor for the future and to establish eligibility for new granting opportunities.

Created at the grassroots level, two significant outcomes of meetings and outreach to Byway stakeholders are the recommendations to change the name of the byway from Military Trail Scenic Byway to North Country Scenic Byway, and to extend the existing route terminus at Massena to Canton via Potsdam. Details of these recommendations are in the Overview section.

The North Country Scenic Byway Corridor Management Plan provides a blueprint of process and product to effectuate community planning, growth, and development. It also showcases the various Byway communities in Clinton, Franklin, and St. Lawrence Counties. You are encouraged to read through this comprehensive planning document and reference it often to take full advantage of the benefits that accompany the prestigious Scenic Byway community label.

The plan includes a thorough discussion of issues and opportunities for Economic and Community Development, Recreation, Stewardship, Transportation/Safety/Community Design, Signage and Interpretation, along with Marketing and Promotions. Regional and local perspectives have been integrated into planning strategies and project recommendations that will serve the entire Byway area.

This CMP’s action plan details how to promote tourism, work cooperatively on Transportation improvements, and support economic development in the towns, villages, and hamlets along the touring route. From an economic standpoint, scenic byways through town centers bring revenue to communities that are dependent on tourism dollars by encouraging visitor spending that supports business owners, attractions, and event planners. Locales without dedicated tourism and/or advertising budgets will gain new visibility as the marketing recommendations are implemented. The focus for the North Country Scenic Byway is on promoting three significant aspects of the Byway – the rural agrarian nature and the varied and distinctive water resources of the Byway that have shaped and continue to shape Byway communities, and the cultural heritage and recreation tourism opportunities along the Byway created by those put forth in the plan.
The plan builds on the significant planning efforts already undertaken by byway communities that include activities for tourism related economic development and community revitalization. The plan also offers a foundation for partnership efforts and future cooperative initiatives in community development, drawing upon the newly established, broad community of Byway stakeholders named within. A list of potential funding sources for proposed projects is included. Whether their focus is to take advantage of the many opportunities identified by stakeholders for “Main Street” and local waterfront improvements, better signage, preservation of significant resources, or recreational access, the plan has been designed so that communities have the option to implement their own local projects or join in regional collaborations to accomplish byway improvements.

The plan will help Scenic Byway communities advance proposed infrastructure improvements by using their official byway designation. Towns, villages, and hamlets submitting Transportation Enhancement Program and other grant applications that support this CMP’s goals are more competitive. Grant project applications are considered to have greater impact based on the merit of their regional connection in serving an expanded market of byway travelers.

The document provides a starting point for cross regional collaborations and community improvements. The stakeholders who contributed to the development of this planning tool include: business owners of restaurants/lodgings/local products and tourist services, Chambers of Commerce, civic groups, tourism representatives, local government agencies, municipal officials, planning offices, members of the Akwasasne Territory St. Regis Mohawk Community, and environmental groups.

The plan for the North Country Scenic Byway furthers ANCA’s commitment to support economically viable communities and an improved rural quality of life. We invite you to share the CMP with others who may have an interest in this important planning effort.

As this Corridor Management Plan was nearing completion, in 2011 New York State Governor Andrew Cuomo implemented a new strategic, consolidated approach to state funding for projects. The North Country Regional Economic Development Council’s vision, priority projects, and goals for the Adirondack North Country are very much consistent with the vision and goals presented in this plan.

Every effort has been made to ensure the accuracy of the information contained within at the time the Corridor Management Plan was developed. The Adirondack North Country Association and Fuller Communications, regret, but are not liable for damages arising from, any errors, omissions, or outdated information.

*Photographs courtesy Fuller Communications unless otherwise noted.*
North Country Scenic Byway

OVERVIEW

The North Country Scenic Byway Corridor Management Plan (CMP) was prepared by the Adirondack North Country Association (ANCA) in partnership with Fuller Communications. ANCA initiated this Scenic Byway Corridor Management Plan at the request of the New York State Department of Transportation, in order to create a planning document that addresses the future of this existing State Scenic Byway presently known as the Military Trail.

The route of the North Country Scenic Byway received official designation as a Scenic Byway 1992 under the leadership of Senator John B. Scheffer when New York State established its State Scenic Byway Program. In 1984, a New York State Highway Law declared that this touring route of scenic places would be known officially as the Military Trail. The next section provides a detailed rationale for a renaming the Byway, as well as extending the original Scenic Byway corridor from Rouses Point to Massena to continue from its currently legislated terminus in Massena on to Canton.

The North Country Scenic Byway Corridor Management Plan identifies and describes the Byway corridor and its resources. It outlines the public participation process used in creating the document and contains strategies presented by the Byway communities that support the realization of regional and local visions and the accomplishment of plan goals.

The document details plans for economic development that promote tourism while preserving the Byway’s natural, historical, cultural, and recreational resources and maintaining the route’s distinctive qualities and character. It also describes how to maintain and enhance the Byway and proposes numerous ideas for regional and local projects—including transportation improvements, ways to coordinate Byway planning and actions with the many recently developed community plans for economic development and revitalization and Local Waterfront Revitalization Plans (LWRP), as well as recommendations for future implementation.

RATIONALE FOR CHANGING BYWAY NAME FROM MILITARY TRAIL SCENIC BYWAY TO NORTH COUNTRY SCENIC BYWAY

As currently defined in its legislation, New York State’s Military Trail Scenic Byway runs 86.5 miles west from Rouses Point, at the intersection of NY State Route 9B and US Highway 11, to Malone at the intersection of US 11 and NYS Route 37, then northwest to Massena ending at the intersection of NY State Routes 420 and 37.

In this Corridor Management Plan directional descriptions will be given from east to west in
Keeping with historical practices. The directionality builds on precedents dating from the earliest days of travel along what was called the Chateaugay Trail -- what is today US Highway 11 through to Malone. The settlers of the northern counties and towns along the New York border with Canada followed that trail and grew the communities that define this Byway. Today the Rouses Point terminus is the gateway for the large volume of travelers, from New England and Canadians from southwest Quebec province, who are going west and then south into the heart of the Adirondack North Country region.

From the start of the plan development and during all community outreach meetings, in addition to the information about local attractions, history, and events of probable interest to travelers, questions and discussions centered around two primary issues: 1) the name Military Trail Scenic Byway, and; 2) an extension of the route to include Potsdam and Canton.

Regarding the name, most community stakeholders remembered that during the War of 1812, there were many military installations and skirmishes along the route; in addition during the years after World War II, many New England National Guard units used the route to move personnel and materiel to annual training sessions at Camp, now Fort Drum. With rare exception today, that tradition is past and there are few remaining vestiges of military installations along the Byway route. The Akwesasne Mohawk community that straddles NY 37, in particular found the Military Trail name contrary to the spirit of their community and the many initiatives underway to project a more positive community identity.

There is also an historical route designated as the Military Turnpike that starts in Plattsburgh and runs through Hopkinton, neither community on the Scenic Byway routing; much confusion is possible with the Military Trail name, especially since 911 uses addresses with the Military Turnpike designation. For these reasons it is recommended that the name be changed to North Country Scenic Byway.

The new name is in keeping with today’s common usage and description of the geographic area along New York State’s border with Canada. The recently constituted regional economic development council uses the North Country label. All participants in community outreach meetings unanimously support the new name, as well as did additional stakeholders who were surveyed using an Internet survey tool called Survey Monkey.
RATIONAL FOR EXTENDING BYWAY ROUTE FROM MASSENA TO CANTON

The recommendation to extend the Byway route was proposed by Fuller Communications and discussed with stakeholders in all outreach meetings. The Villages of Potsdam and Canton in St. Lawrence County are significant economic engines of the North Country. Potsdam is home to two major universities, Clarkson University and State University of New York Potsdam and is a regional retail center; Canton, a scant 12 miles away, is the County seat of government and home to St. Lawrence University and State University of New York Canton. Outreach participants agreed it makes a lot of sense to ensure that these important economic and education centers, with their rich and diverse attractions for travelers, are a part of the North Country Scenic Byway. (See Map 1 of Existing and Proposed Byway Route)

The recommended 35-mile extension starts at the current western terminus at the intersection of NYS Routes 420 and 37 in the Village of Massena. It continues west along NYS 37 for 1.5 miles to the intersection with NYS 56 where it goes south for 21.5 miles to the intersection with US 11 in Potsdam and southwest for 12 miles along US 11 into Canton, with the new terminus at the intersection of US 11 with NYS 68.

Three other compelling reasons for this extension are the integration of regional planning initiatives which include:

1) The proposed new route on NYS 56 parallels the Raquette River to Potsdam; this river has seen the development of a Blueway Plan, and having the Scenic Byway adds synergy to this innovative concept. The addition of the two communities of Potsdam and Canton, a community on the Grasse River, also supports the proposed theme of the Byway, bountiful north flow waters. The Grasse is the sixth major north flow watershed traversed by this Byway.

2) The new western terminus of the North Country Scenic Byway would intersect
with the proposed Maple Traditions Trail in Canton, making the entire Adirondack North Country Scenic Byway system seamlessly interconnected. In 2009, Curt Pianlto from America’s Byways stated that New York State offers travelers an ease of access to move through the different byway routes which is unique to our state. The connectivity of the North Country and Maple Traditions Byways in Canton will support this tourism asset.

3) The North Country Regional Economic Development Council’s Strategic Plan notes, “… the border is a gateway for Canadian tourism, with 19 million Canadian visitors within a half day’s drive and that it is critical to capitalize on our proximity to the border.” The route extension will offer expanded touring options that appeal to neighboring Canadian visitors upon entering the North Country region.
North Country Scenic Byway
VISION STATEMENT
The North Country Scenic Byway in 2020

The North Country Scenic Byway is a safe, easy-to-travel essentially 121.5-mile route that takes visitors from Rouses Point to Canton across the open fields and river valleys of the northernmost section of New York State. The visitors’ end-to-end Byway tour includes unspoiled sweeping vistas of Lake Champlain on the east, the Adirondack Foothills to the south, and the expansive St. Lawrence River Valley and southwestern Quebec and southeastern Ontario to the north, in Canada.

Pedestrians, cyclists, and motorists enjoy traditional downtowns, historically the social and cultural focal points of these close-knit communities. Along the section of the route that passes through the Akwesasne St. Regis Mohawk territory, visitors are encouraged to respectfully appreciate and celebrate the community’s rich history and vibrant heritage traditions.

Historic village and town centers, and well-maintained local waterfronts play key roles in residents’ and visitors’ cultural, recreational, and social life. These North Country Scenic Byway communities serve as important gateways to the popular Adirondack Park region. Community events and a variety of lodging and dining options enrich the Byway traveler’s journey and contribute to the economic vitality of these communities.

The North Country Scenic Byway offers many opportunities for visitors to understand the critical roles the Byway’s six major north flow waterways and the St. Lawrence River, and Lake Champlain played in the settlement of the region, and the roles these environmentally-protected waters play today in the region’s sustainable tourism, agricultural, and energy economies. Along the way, travelers easily access local food and agritourism experiences created by the region’s robust agriculture on revitalized, as well as long-established, farmlands.

Visitor Centers, user-friendly access points, interpretive and way-finding signage, and state-of-the-art e-tourism resources, made possible by the region’s universal access to broadband technology, make it easy for travelers to enjoy a wide variety of outstanding four-season recreational and cultural activities.

The North Country Scenic Byway is a key component of the closely integrated network of distinct world-class scenic, cultural, and recreational offerings of all the scenic Byways (including the Lakes to Locks Passage and the Great Lakes Seaway Trail) in the Adirondack North Country that help make the region a destination of choice for entrepreneurs, new residents, and visitors from around the world.
THEME STATEMENT

*Boundless Horizons, Bountiful North Flow Waters*

The North Country Scenic Byway offers boundless horizons and bountiful north flow waters, creating intimate connections with the natural world.

A gentle landscape of farm fields and pastures blends with the almost endless skyline of New York State’s northernmost east-west travel route.

From Lake Champlain the route opens to views of the Adirondack foothills to the south and vistas of the expansive St. Lawrence River Valley and the border with Canada, in places less than a mile to the north.

The bountiful water banner celebrates the historic importance of the six major waterways the Byway traverses, as well as its proximity to Lake Champlain and the St. Lawrence River, that today offer recreation and relaxation.

People-friendly towns and villages, four-season heritage events, the Akwesasne Mohawk Reservation, and a premiere regional traditional arts center proudly demonstrate how the waters and lands inspire the folkways, customs, and rich Byway community cultures.

Sunrises and sunsets are ever changing and breathtaking; the Milky Way and Northern Lights dazzle in night skies just as they have for millions of years. Reflections of the area’s Mohawk people, New England settlers, French/English Canadians, and heritage of the Adirondacks are equally evident along this boundless horizon.
DISTINCT ATTRIBUTES, SIGNIFICANT ADVANTAGES AND OPPORTUNITIES FOR THE NORTH COUNTY SCENIC BYWAY

The following is an overview of distinct attributes, significant advantages, and opportunities to build on that were identified by stakeholders at project meetings. The ideas served as the starting point in the development of this Corridor Management Plan.

In many cases they reflect opportunities identified earlier by stakeholders, as goals in community revitalization strategies and Local Waterfront Revitalization Plans (LWRPS), Blueway Plans, Cultural Tourism Strategies, in ANCA’s Tourism Market Assessment, and in the North Country Regional Economic Development Strategy.

Details of the opportunities these advantages create are included in the Economic Development; Tourism Development, Marketing and Promotion; Recreation, Transportation and Safety; and Signage and Interpretation sections of this CMP.

SENSE OF PLACE ATTRIBUTES/ADVANTAGES

In every session, stakeholders in Byway communities, including those in the extension from Massena to Canton, agreed that there is a definite Sense of Place value to the North Country Scenic Byway Corridor, and that that this Sense of Place has distinct advantages for tourism-related economic and community development. The National Trust for Historic Preservation defines Sense of Place as: “Those things that add up to a feeling that a community is a special place, distinct from anywhere else.”

Highlights of the distinct Sense of Place attributes of the North Country Scenic identified by stakeholders are:

**Waterways** – Lake Champlain and the St. Lawrence River are significant, well-established, globally recognized tourism destinations. Every major North Country Byway community was settled because of location on at least one river or major body of water. The waterways provide a very wide range of four-season water related, and water enhanced activities.

**Working Landscape** – Amazing open sky scenic panoramas roll out to the north to Canada and south to the foothills of the Adirondacks. Rural open vistas to East and West on Route 56 from Massena to Potsdam on recommended extension. Consistent patterns of small to moderate...
scale farming, open countryside, and distinctly defined hamlets, villages and towns along entire length of the Byway.

“Real” towns, villages, and hamlets—Fairly well preserved traditional Main Street cores and neighborhoods include Victorian heritage architecture, stately historic public buildings and churches using native materials. Actively used parks, pedestrian activities, coffee shops, few chain establishments, still centers of trade—libraries, post offices, banks; self contained—urban sprawl limited to a few communities. Pockets of well-established arts and cultural activities.

The “Invisible Border”—Because of the Byway’s proximity to Canada, the frequent flow of people, goods, and services across the international border enriches Byway communities. Many families have long historic as well as present connections to the British English and French Canadian traditions and cultures. Canadians actively participate in events and attractions and enjoy the Byway’s recreation resources.

Gateway Location—The North Country Scenic Byway has numerous significant connections to important routes/gateway locations, making it a key link to the interconnection of the entire Adirondack North Country Region. Links/gateways include:

- Vermont
- U.S. Interstate Route 87
- Lakes to Locks Passage
- Adirondack Trail Scenic Byway
- Adirondack Park and Mountains
- Canadian border crossings
- Great Lakes Seaway Trail
- Maple Traditions Scenic Byway (proposed 2012)
- Proximity to Fort Drum and Plattsburgh
- Thousand Islands Region

Educational Riches —The North Country Scenic Byway educational resources include the North Country Community College in Malone, SUNY Potsdam and Clarkson in Potsdam, and SUNY Canton and St. Lawrence University in Canton, each with its own distinct identity. These educational resources bring opportunities to their communities that far exceed a typical small community’s intercultural experiences. Benefits of educational resources:

- Attract substantial numbers of travelers from North America and internationally as students, family
members, and faculty

- Program opportunities to draw Road Scholar (formerly Elderhostel) and Youth Program visitors
- Many cultural events to be enjoyed by residents and visitors
- Research capabilities – possible resource location for re-launch of Center for Tourism Studies to meet great need for baseline and ongoing tourism impact statistics in order to create baselines and measure success, specific to New York’s northern most counties

**Distinct Four-Season Climate**—Residents’ tightly woven connections with the weather impacts every aspect of daily living. The power of the weather is a continuing source of conversation and it influences lifestyle choices (types of clothing, work habits, planting and harvesting seasons, transportation planning); agriculture, including dairy, apples, and maple, long winters, significant snowfall (60” to 70”); vast and varied resources for four-season recreation: boating, fishing, cycling, hunting, cross country skiing, snowshoeing, and ice skating and many other seasonal activities.

**Genuine People to People Connections**—Visitors participating in ANCA’s 2009 Scenic Byway Market Trend Assessment commented on the friendliness of residents of the Adirondack North Country Region. Stakeholders helping develop ideas for the North Country CMP noted that since the days of the earliest settlers in the region, ‘neighbors working with neighbors’ has been a tradition, sometimes for survival, and often for person-to-person socializing in highly rural areas. Visitors feel welcome when participating in the numerous year round community events that include church and civic sponsored maple breakfasts and chicken pie suppers, harvest festivals, seasonal festivities including community Christmas events and Dairy Princess Pageants, and numerous arts and crafts festivals throughout the year. Farmers, crafts people, and shop owners at farm stands, farmers markets, antique shops, and distinctive small shops in Byway communities and rural sections of the Byway.
are proud to talk with visitors about what they produce, and give tips on things not to be missed in their communities. In coffee shops, diners, and family restaurants locals gather to catch up on the latest news, share family stories and, always – commiserate about the weather!

**Sharing the Spirit**—The Akwesasne Territory St. Regis Mohawk Community is located on the North Country Scenic Byway between Fort Covington and Massena, and straddles the border of U.S. and Canada. The community has developed a partner-based tourism strategy, “Sharing the Spirit”, a commitment to a successful balance between the opportunities and risks tourism presents for their distinct, time-honored culture. Sharing the Spirit ensures that visitors are provided with opportunities to experience Akwesasne in a positive manner that respects the community’s cultural heritage and environment. These experiences include enjoying exhibits of ethnographic objects and historic documents, attending cultural events open to the public including Pow Wows, and sports events such as lacrosse. Craft shows feature some of the hundreds of artisans, including basket makers, bead workers, painters, clothing makers, pottery makers, and quilters who continue traditional crafts using traditional materials and methods.
**INTRINSIC QUALITIES**

Intrinsic qualities are considered representative, unique, irreplaceable, or distinctly characteristic of the Byway’s corridor. Stakeholders identified specific regional highlights, as well as shared intrinsic qualities, of the North Country Scenic Byway.

**Natural:** Those features in the visual environment that are in a relatively undisturbed state.

- The authentic agrarian “working landscape” that includes small to very large farmsteads with distinctive crops and livestock; large tracts of open fields
- The presence of Amish and Mennonites, the numerous farmers markets and farm stands on the Byway route
- Junctures with numerous river valleys, including the Great Chazy, the Chateaugay, the Salmon, the St. Regis, the Raquette, the Grasse
- Junctures with major bodies of water including Lake Champlain and the St. Lawrence Seaway
- Gateway to the Adirondack Park
- Ability to easily access key towns in the Adirondack Mountain region
- Central location to ports of entry
- Exposure to birds and wildlife (Malone’s Canada and snow geese, habitats along and near open waters) wild turkeys, deer, and moose
- Easy rolling terrain, very open nature, good shoulders, and light traffic of most of the route, which makes it for easy, driving and cycling

**Historic:** Encompassing legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past.

- Well preserved Victorian architecture in the towns and villages
- Dichotomy of ‘neighborhood’ areas within towns (Lake Shore Drive and Canada Street in Rouses Point; Elm Street and Pearl Street in Malone)
- Similarity of downtown/Main Street sizes, types of businesses, parks, configurations (Some community centers are in need of streetscape and aesthetic improvements)
- Fort Montgomery
- National Register Historic Districts
- Railroads and railroad stations
- War of 1812 military sites
- Civil War and other military re-enactments
- Dams
- Hydropower sites
- Old mills
- Historic public buildings
- Historic churches
- Historic cemeteries
- Small historical museums
• Prohibition
• Underground Railroad

**Cultural:** Evidence and expressions of the customs and traditions of distinct groups of people.
- Local special events, harvest and heritage festivals, food related activities
- Franklin County Fair
- Farm stands
- Farmers Markets
- Almanzo Wilder Homestead
- Malone House of History
- Silas Wright Museum
- “International” exposure to Canadians
- Numerous museums, arts festivals, Open Studio events
- Traditional Arts in Upstate New York headquarters
- St. Regis Mohawk Native American culture, tribal ceremonies, traditional crafts
- Antiquing
- Performing arts, entertainment
- Amish homesteads

**Recreation (many, four season, varied, and significant features!)** Activities directly associated with, and dependent upon, the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive, as well as some ‘accessible’ recreational experiences.
- Water-based and water enhanced recreation: boating, fishing (trout, bass, carp, muskellunge, ice fishing, national and international tournaments), hunting; wildlife viewing
- Camping
- Biking & motorcycling
- Golf
- Community and campuses recreation paths and parks
- Cross country skiing and snowshoeing
- Snowmobiling
- Robert Moses State Park
- Raquette River Blueway

**Scenic:** Heightened visual experiences are sustained by views of natural and manmade elements of the scenic Byway corridor. Landscape characteristics are strikingly distinct and offer a pleasing and most memorable visual experience.
- Rouses Point Waterfront Gazebo Park
- Lake Champlain and scenic vista across lake to Vermont’s Green Mountains
- Scenic vistas to Canada and Adirondack Foothills
• Cloud formations and weather patterns
• Sunrises and sunsets, rainbows viewable in unpolluted skies
• Nighttime skies: constellations, Milky Way, meteor showers, Northern Lights
• Open fields and farmlands
• Rivers
• Herds of dairy and beef cattle and sheep
• Altona, Ellenburg, and Chateaugay Wind Farms
• St. Lawrence Seaway Locks/Robert Moses-Robert Saunders Power Dam
• Village downtown districts

Archeological: Characteristics of the scenic Byway corridor that are visible, physical evidence of historic or prehistoric human life or activities and are capable of being inventoried and interpreted.
• Dewey’s Tavern in Champlain
• Museum collection in Akwesasne
• Numerous historic cemeteries with graves of early settlers and soldiers from the region
NORTH COUNTRY SCENIC BYWAY CORRIDOR MANAGEMENT PLAN GOALS OVERVIEW

Goals in the Implementation Plan for the North Country Scenic Byway that will enable North Country Scenic Byway businesses and communities to take advantage of the opportunities are identified in each of the Plan Sections, with details in the Implementation Sections of the Goals' Objectives, and Actions. The Goals are:

A. Economic and Community Development Goals
   
   **Goal 1:** Maintain or improve the working landscape to ensure “sense of place” values and theme statement, ‘boundless horizons’

   **Goal 2:** Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to remain viable through new tourism-related initiatives, expanded markets, and increased visitor and resident spending

   **Goal 3:** Enhance the scenic, cultural heritage, and historic and recreational experiences and character of the waterways, watersheds, and associated wetlands of the Byway and of Byway communities to support the distinct quality of life and desirability of place created by these, and the theme statement “Bountiful North Flow Waters”

   **Goal 4:** Support the comprehensive Community Development and Revitalization, LWRP, Cultural Heritage, and Blueway plans developed by North Country Scenic Byway communities

   **Goal 5:** Support the vision and detailed tourism related strategies of the North Country Regional Economic Development Council

   **Goal 6:** Develop strategies to create or enhance opportunities for cross-border tourism

   **Goal 7:** Develop strategies to create or enhance opportunities created by the Byway’s connections to significant routes; proximity to Fort Drum and Plattsburgh

   **Goal 8:** Strengthen and diversify the regional economy by increasing and supporting opportunities for communities, local businesses, producers, and support organizations to grow through expanded cultural heritage and history-related activities and offerings

   **Goal 9:** Develop resources to maximize visitors’ customer satisfaction and support business activities that enhance visitors’ and residents’ experiences by addressing gaps in goods and services

   **Goal 10:** Support and promote the economic stimulus benefits of the tourism industry based on reliable, measurable, timely economic data
B. Tourism Marketing, Interpretation and Promotion

Goal 1: Ensure the name North Country Scenic Byway and the extended Byway route represent the actual intrinsic qualities of the Byway and the Byway theme statement identified by stakeholders during the public participation process.

Goal 2: Design new North Country Scenic Byway logo; ensure printed and on-line materials are consistent and show new name, logo, theme and the full route.

Goal 3: Work with communities to develop a North Country Scenic Byway Marketing and Interpretation Plan.

Goal 4: Support existing and proposed tourism initiatives, as well as community development and transportation recommendations for improvements identified in North Country Scenic Byway communities’ economic development strategies and plans, cultural tourism strategies, Complete Streets, and Local Waterfront Revitalization and Blueway Plans, North Country Regional Economic Development Strategy.

Goal 5: Promote and encourage tourism communication and collaboration between communities along the North Country Scenic Byway, as well as with other NYS Adirondack North County Scenic Byways connecting the Adirondack North Country, including Lakes to Locks Passage All American Road, Great Lakes Seaway Trail National Scenic Byway, Mohawk Towpath National Scenic Byway, Erie Canalway National Heritage Corridor to strengthen and coordinate regional marketing and promotion initiatives; include interaction with neighboring communities in provinces of Quebec and Ontario Canada.

Goal 6: Provide quality visitor experiences and develop strategies to improve the traveler’s experiences that encourage repeat visitation, longer stays, and four-season and shoulder season visitation.

Goal 7: Ensure tourism stakeholders maximize visitor hospitality satisfaction for Byway travelers.

Goal 8: Improve the availability of, and access to, basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination, using traditional print, the internet, and social media marketing outlets; develop appropriate French versions of materials.

C. Recreation

Goal 1: Create additional recreation opportunities that extend visitor stays and encourage repeat visits to the region.

Goal 2: Enhance and promote existing recreation experiences.
D. Signage and Interpretation Goals

**Goal 1:** Coordinate the development of a distinctive logo for the NCSB route signage that reflects the theme “Boundless horizons and bountiful north flow waters”

**Goal 2:** Enhance residents and visitors’ understanding, awareness and appreciation of Byway resources through education and interpretation of Byway assets, and intrinsic qualities

**Goal 3:** Develop regional interpretive programming that engages visitors and improves their understanding and enjoyment of local historical, cultural and natural resources

**Goal 4:** Offer the Byway patrons a quality experience of the region’s recreational resources through education and interpretation highlighting the unique character of the corridor

**Goal 5:** Attract and direct visitors through appropriate signage to Byway resources, including using the new route name (North Country Scenic Byway) to unify the region and to promote the entire Byway as a destination, encouraging visitation, and exploration of all locales

**Goal 6:** Promote Byway recreational assets through the design and installation of appropriate signs or resource markers at all major historic, recreational and educational sites, including bike, cross-country, road and mountain biking trails and the use of interpretive brochures, the web, kiosks, and trail maps showing resource locations

E. Transportation, Safety, and Community Design

**Goal 1:** Encourage the continuing involvement by the three County Transportation Safety Boards that are active along this corridor

**Goal 2:** Maintain the recently improved transportation infrastructure all along the proposed Byway route by incorporating community design considerations and providing capacity for economic development projects identified in the numerous local community development plans

**Goal 3:** Enhance and maintain the working relationship between NYS DOT District 7 engineering and planning personnel and the leadership of the St. Regis Mohawk Tribe (SRMT)

**Goal 4:** Provide safe pull offs for travelers to take in the expansive panoramas looking towards Canada that are evident along the route, in particular in Franklin County, and south to the northern foothills of the Adirondacks

**Goal 5:** Encourage the establishment of an inventory of location and condition of the numerous bridges and culverts along the Byway corridor, with specific attention to their ability to accommodate the increasing extremes of precipitation events that are a consequence of climate change
Goal 6: Promote and increase linkages for the use of, and access to multimodal forms of transportation and connect access points to the transportation hubs that are closest to the Byway

Goal 7: Promote the outstanding opportunities for a safe and enjoyable Byway touring experience for all Byway users, including cyclists, paddlers, fishermen, and pedestrians, as a means for exploring the Byway

Goal 8: Increase awareness of and use in Byway communities of the varied recreation opportunities afforded travelers by the six north flow river systems traversed by the Corridor

Goal 9: Provide for streetscape and pedestrian safety improvements in Byway communities using a Complete Streets approach to planned improvements as funding permits

F. Stewardship

Goal 1: Promote and protect water quality in the six north flow river systems transected by the North Country Scenic Byway by reducing, eliminating, and preventing water pollution

Goal 2: Work with the State and local organizations to identify and mitigate or prevent the introduction of aquatic and terrestrial invasive species

Goal 3: Support regional initiatives to improve the environment to preserve and maintain the quality of the Byway experience

Goal 4: Preserve scenery, environment, and character in order to safeguard the intrinsic beauty of the landscape that makes the Byway region a desirable travel destination

Goal 5: Encourage the improvement of roadside aesthetics and implementation of community street improvement projects

Goal 6: Work with the NYS PRISM organizations in Clinton, Franklin and St. Lawrence counties to enhance awareness in County and Town highway organizations on using monitoring, management, and education activities to address the problem of invasive awareness of how they can unknowingly become transporters of invasive plants and insects as they travel from place to place exploring the Byway

Goal 7: Restore and rehabilitate significant historic structures. Work with local and county governments and economic developers to help rehabilitate or replace the aging buildings in Town and Village centers that the NCSB goes through, including the SRMT territory

Goal 8: Encourage training and other awareness terrestrial and aquatic plants along the Corridor right of way. This includes raising visitor programs that cultivate future stewards from the local population of young people

Goal 9: Educate visitors about stewardship responsibilities along the trail, including stewardship of the “irreplaceable”

Goal 10: Encourage and support local projects that secure the future of the NCSB’s historic, cultural, natural, and recreational resources
North Country Scenic Byway
THE NEW YORK STATE SCENIC BYWAYS PROGRAM BENEFITS AND DEFINITION

Benefits of Effective Byway Planning

The New York State Scenic Byways Program was created in 1992 by the State Legislature. The program is administered by the Department of Transportation and is guided and implemented by the Scenic Advisory Board. Today the program recognizes an extensive system of over 2,400 miles of roadways that offer exceptional driving experiences throughout the state. The Byways have the potential to positively impact the cities, towns and villages located along the routes. Language found in the December 16, 1998 amendment to the Highway Law describes the merits of the federally funded Byway program as follows:

“Many benefits may accrue to communities through which scenic Byways pass including: increased economic benefits through promotion of tourism, improved traveler and community services, broadened appreciation of the State’s historic and natural resources and support for managing and maintaining these resources, improved management of resources to accommodate visitors, more careful stewardship of the Byway corridor, appropriate signs, incorporation of design features in keeping with the attributes of a scenic Byway and grants to develop the scenic Byway.”

The New York State guide to Corridor Management Plans states that the program encourages both economic development and resource conservation, acknowledging that each of these aspects of a Byway must be fostered to ensure the success of the other.

Definition of a Scenic Byway

A public road, street, highway, or freeway and its corridor recognized through legislation or some other official declaration as a unique resource worth preserving by virtue of its intrinsic qualities. (Federal Highway Administration)

A Scenic Byway is a road corridor that is of regionally outstanding scenic, natural, recreational, cultural, historic or archaeological significance. These corridors offer an alternative travel route to our major highways and daily travel patterns, while telling a story about New York State’s heritage, recreational activities or beauty. In addition, a scenic Byway corridor is managed to protect this outstanding character and to encourage economic development through tourism and recreation. (New York State Scenic Byway Nomination Handbook).
North Country Scenic Byway Corridor Management Plan

PROJECT MANAGEMENT STRUCTURE

New York State
Department of Transportation

Adirondack North Country Association
Administration & Coordination

Project Facilitator
Fuller Communications

North Country Scenic Byway
Advisors
Community Representatives & Stakeholders
Byway planners invited representatives of more than 70 organizations, and individuals to Local Advisors meetings and also sent periodic updates on the Corridor Management Plan via e-mail. See Attachment for the names of these organizations and individuals.

See Regional and Local Support section of this CMP for names of municipalities, historical societies, and community organizations that contributed to the development of the Plan.

The following individuals provided significant guidance, recommendations, information, contacts, and other key contributions throughout the development of the Corridor Management Plan:

- Geri Favreau, Rouses Point Events Committee
- Melissa McManus, Economic Development Planner, Rouses Point
- Carol Nedeau, Historian, Town of Mooers
- Ruthann LaBombard, Historian, Town of Ellenburg
- Jane Werley Smallman, Historian, Franklin County
- Lindsay Tarbell, Planner, Office of Economic Development, St. Regis Mohawk Tribe
- Sue Ellen Herne, Historian, Cultural Coordinator, St. Regis Mohawk Tribe
- Michael Gleason, Executive Director, Massena Chamber of Commerce
- Fred Hanss, Executive Director Potsdam Office of Planning and Economic Development
- Jim Murphy, Economic Development Specialist, Potsdam Office of Planning and Economic Development
- Linda McQuinn, Director of Economic Development, Town of Canton
- Jill Breit, Executive Director, The TAUNY Center
- Varick Chittenden, The TAUNY Center Project Director, Canton
North Country Scenic Byway
PUBLIC PARTICIPATION & OUTREACH
MEETING DATES & LOCATIONS

To ensure that the North Country Scenic Byway CMP would include input from a wide range of interests along the Byway route, an extensive contact list was developed with input from ANCA, Fuller Communications, and key municipal, county, and St Regis Mohawk community officials familiar with local stakeholders to ensure a broad reach of potential community representatives. Government officials, civic groups, business owners, tourism officials, environmental groups, and residents were invited to participate in the development of the plan and were encouraged to provide ideas and concepts to help shape the goals and objectives, as well as the specific implementation strategies outlined in the CMP. Fuller Communications and ANCA staff also provided periodic updates at town and village board meetings and community events.

After a complete list of stakeholders was developed, meeting notices were distributed via mass mailings, email notices, and news releases were distributed, inviting any interested parties to participate in the development of the CMP. Subsequent meeting notices were sent directly to Local Advisors via postal and email. They also received periodic updates on the Corridor Management Plan via email.

As has been noted in other sections of this Corridor Management Plan, broad numbers of stakeholders in the communities on the Byway route had already spent enormous time and effort creating and beginning to implement strategic economic and community development and local waterfront revitalization plans, with specific topics relevant to tourism. The related goals and action items in these plans are of the types typically covered in the public participation of the development of a Corridor Management Plan. Stakeholders referred extensively to these documents, and provided Fuller Communications with access to these plans.

From the beginning of the CMP planning process stakeholders along the designated North Country Scenic Byway route agreed that the name did not reflect the intrinsic qualities of the Byway. It was also clear that to ensure the best visitor experience of the North Country intrinsic qualities, and tell the whole story of the interconnections of North Country rural and community interconnections, the route should be extended to Potsdam and Canton. Based on North Country Scenic Byway Advisors’ discussions and public input sessions, stakeholders decided to officially pursue the choice of a new name, and extension of the existing Byway route. Stakeholders felt strongly that the

An example of community efforts achieving outcomes similar to the goals and action plans of the CMP process:
In 2012, the Village of Potsdam secured a grant of $346,000 through the NYSDOS Local Waterfront Revitalization Program. The funds will be used to develop white water parks in Potsdam and Canton, and in the hamlet of Colton. Funding was secured to hire an engineer to assess the feasibility of developing whitewater parks in Potsdam and Canton, and to secure an economic feasibility study for the three community parks, and a brand and joint marketing plan. The idea for the whitewater parks was a result of broad community involvement in the development of LWRPs.
North Country Scenic Byway’s story was incomplete if it left out the extension from Massena to Canton that provides a vital connection with and access to essential North Country thematic and intrinsic resources.

With a focus on extending the existing route, stakeholder lists had to be expanded and further developed to ensure that the new areas to be addressed in the CMP (namely from Massena to Potsdam and then to Canton) were included in all visioning and project discussions. Given the large geographic area that the North Country Scenic Byway covers, and the importance of ensuring across-the-board-representation at the planning discussions, many meetings were held in different locations and at varying times, for the convenience of the participants.

At the beginning sessions, participants were given an overview of the Scenic Byway Program and background information on the official designation of the existing Military Trail route as a Scenic Byway. They were advised of the benefits of having a CMP in place and were informed about how they could use the CMP as an economic development tool in their communities. Open work sessions were held in Byway communities along the route and meeting summaries and minutes were distributed to community stakeholders to keep them informed of the project evolution. Assignments were given to North Country Scenic Byway Advisors who attended these meetings in order to collect information and determine opinions regarding theme and visions and LAC members were encouraged to contact the project facilitators via electronic mail for their convenience.

At each of the first meetings in, the advisors were asked to participate in an “Issues/Opportunities” exercise. Participants were asked to brainstorm first about what issues surround the Byway and its communities, and second about what opportunities exist to address these issues. At this meeting, participants also discussed their vision for the North Country Scenic Byway and what they hoped could be achieved as a result of the Corridor Management Planning process.

The CMP for the North Country Scenic Byway reflects the outcome of the planning discussions that took place along the existing route from Rouses Point to Massena, as well as the proposed extension of the route from Massena to Canton. Community stakeholders participated at all levels of the planning process and were engaged in group activities meant to gather important information. The final CMP reflects the interests from all parties who elected to contribute to the process.

Once ideas and feedback had been provided by stakeholders for a new name for the Byway, the theme and vision statements, and the proposed road segments for the route extension, a contact group of 100 names of key community leaders was selected by Fuller Communication with guidance from ANCA. These stakeholders were invited to participate in an online Survey Monkey Survey on these topics in July 2011. Of the 100
invitations sent, 31 stakeholders completed the survey, considered to be an average response rate for on-line surveys.

Several historians, as well as representatives of the St. Regis Mohawk Tribe, also directly supported the change from Military Trail Scenic Byway to North Country Scenic Byway, noting that the focus on military experiences did not appropriately represent the significant visitor experience on the Byway.

Economic and community development officials, civic representatives, and Byway stakeholders in communities on the recommended extension from Massena to Canton enthusiastically supported the extension. Stakeholders on the original route agreed the extension would enhance the value of the North Country experience for Byways visitors as well as regional residents, by enabling broader connections to those additional North Country communities.

The information gathered during the evolution of the plan for the North Country Scenic Byway, including the name change and route extension, were presented to the North Country Scenic Byway Advisors and workshop participants via regular e-mails reports.

All public input has been integrated to create the final CMP for the North Country Scenic Byway for the entire existing and proposed route from Rouses Point to Canton.

**MEETING DATES & LOCATIONS**

September 2, 2010—Malone: Malone Chamber of Commerce
September 20, 2010—Rouses Point: Clinton County North Country Scenic Byway Advisors
September 22, 2010—Malone: Franklin County North Country Scenic Byway Advisors
September 27, 2010—Massena: St. Lawrence County North Country Scenic Byway Advisors (Massena was original western terminus of Byway)
November 1, 2010—Akwesasne Tribal Economic Development Council
November 6, 2010—Madrid: St. Lawrence County Historical Society Annual Meeting
December 15, 2010—Malone: Franklin County/Malone Complete Streets Working Group
January 6, 2011—Akwesasne: CKON Radio Interview
January 10, 2011—Canton: Canton Rotary; Canton Town and Village Boards
January 15, 2011—Akwesasne: Public Workshop
January 20, 2011—Canton: St. Lawrence County North Country Scenic Byway Advisors, Raquette River Blueway Committee (to include Advisors in communities on Byway extension to Canton)
North Country Scenic Byway
REGIONAL AND LOCAL SUPPORT

As is noted throughout this CMP, representatives of numerous municipalities, historical societies, and community organizations contributed to the development of the plan. These include:

- Village of Rouses Point Mayor
- Village of Rouses Point Economic Development Planner
- Rouses Point Historian
- Rouses Point Events Committee
- North Country Chamber of Commerce
- Clinton County Historical Society
- Town of Plattsburgh Historian
- Town of Mooers Historian
- Town of Ellenburg Historian
- Town of Ellenburg Supervisor
- Town of Chateaugay Supervisor
- Town of Malone Supervisor
- Village of Malone Mayor
- Franklin County Historian
- Franklin County Traffic Safety Board
- Adirondack Farmers Market
- Akwesasne Economic Development Department
- SRMT Environmental Department
- Akwesasne Museum
- Massena Chamber of Commerce
- Village of Norwood Mayor
- Potsdam Office of Planning and Economic Development
- Village of Potsdam, Mayor
- Town of Canton Town Supervisor and Town Board
- Village/Town of Canton Office of Economic Development
- Town / Village of Canton Rotary Club
St. Lawrence County Chamber of Commerce
St. Lawrence County Arts Council
St. Lawrence County Historian
St. Lawrence County Planning Department
St. Lawrence County Traffic Safety Board
Traditional Arts of the Upstate New York (TAUNY)
Raquette River Blueway Corridor
Sustainable Living Project
Lakes to Locks Passage
Great Lakes Seaway Trail

Fuller Communications apologizes for any omissions to this list.

Throughout the CMP process, local stakeholders expressed their support for renaming the Scenic Byway as the North Country Scenic Byway, and for extending the route from Massena to Potsdam and Canton. This was expressed at the stakeholder meetings held in the Byway communities, during informal discussions with stakeholders, in e-mails specific to the topic, and in responses to the Survey Monkey on-line survey.
North Country Scenic Byway
OFFICIAL ROUTE INCLUDING MASSENA-CANTON EXTENSION

Distance Segments
Total Length: 121.5 miles

Original Legislated Route Rouses Point – Massena 86.5 miles

Starting point (eastern terminus): Begin at the intersections of US Route 11 and NYS Route 9B in Rouses Point

Proceed west on US Route 11 for 4 miles through the Town of Champlain’s overpass intersection with Interstate Route 87

Continue west on US Route 11 and travel 7 miles to the Village of Mooers

Continue west on US Route 11 and travel 3 miles to the Hamlet of Mooers Forks

Continue west on US Route 11 and travel 10 miles to the Hamlet of Ellenburg Depot

Continue west on US Route 11 and travel 2 miles to the Hamlet of Ellenburg (Corners)

Continue west on US Route 11 and travel 14 miles to Village of Chateaugay

Continue southwest on US Route 11 for 14 miles to the Village of Malone. US Route 11 becomes Main Street

Continue on Main Street (US Route 11) for 1.5 miles to intersection with NYS Route 37

Turn right (north) on NYS Route 37, continue northwest on NYS Route 37 and travel 14 miles to Village of Fort Covington

Continue west on NYS Route 37 and travel 8 miles to Hogansburg/Akwesasne Mohawk Reservation (Hogansburg)

Continue west on NYS Route 37 9 miles to Massena intersection with NYS Route 420 (Main Street). (This is the western terminus of the existing byway.)
Byway Extension Massena - Canton 35 miles

At intersection of NYS Route 37 and NYS Route 420 continue west 1.5 miles to intersection of NYS Route 37 and NYS Route 56

At Intersection of NYS Route 37 and NYS Route 56 turn right (south) and continue southwest 7.5 miles on NYS Route 56 to Hamlet of Raymondville

Continue south on NYS Route 56 5 miles to Hamlet of Norfolk

Continue south on NYS Route 56 4 miles to Village of Norwood

Continue south on NYS Route 56 5 miles to Village of Potsdam to Intersection Of NYS Route 56 (Market Street) with US Route 11 (Sandstone Drive/Maple Street)

Continue southwest on US Route 11 12 miles to the Intersection of NYS Route 68 in Village of Canton

End at intersection of US Route 11 and NYS Route 68 (Connection to Maple Traditions Scenic Byway)

North Country Scenic Byway Connections to other Scenic Byways

Intersects with the Lakes to Locks Passage All American Road at the junction of US Route 11 and NYS Route 9B in the Village of Rouses Point

Intersects with the Adirondack Trail Scenic Byway at the junction of US Route 11, NYS Route 37, and NYS Route 30 in the Village of Malone

Parallels the Great Lakes Seaway Trail National Scenic Byway 5.3 miles beginning at the intersection of NYS Route 131 and NYS Route 37 in Rooseveltown as per previous NYS legislation

Connects to the proposed Maple Traditions Scenic Byway at the intersection of US Route 11 and NYS Route 68 in Canton
Clinton County

Town of Champlain—US 9B, US 11, Interstate 87
  Village of Rouses Point—NYS 9B, US 11
  Village of Champlain—US 11
Town of Mooers—US 11
  Village of Mooers—US 11
  Hamlet of Mooers Forks--US 11
Town of Altona—US 11
Town of Ellenburg—US 11, NYS 190 (Military Turnpike)
  Hamlet of Ellenburg Depot -- US 11
  Hamlet of Ellenburg—US 11, NYS 190 (Military Turnpike)
Town of Clinton—US 11

Franklin County

Town of Chateaugay—US 11
  Village of Chateaugay US 11, NYS 374
Town of Burke—US 11
  Hamlet of Burke Center US11
Town of Malone -- US 11
  Village of Malone – US 11, NYS 30, NYS 37
Town of Westville – NYS 37
  Hamlet of Westville Center -- NYS 37
  Hamlet of Westville – NYS 37
Town of Fort Covington—NYS 37
  Village of Fort Covington—NYS 37
North Country Scenic Byway
COUNTIES, TOWNS, VILLAGES, HAMLETS (continued)

St. Regis Mohawk Reservation

Akwesasne Mohawk Reservation—NYS 37
   Hamlet of Hogansburg—NY 37

St. Lawrence County

Town of Massena—N Y 37, NYS 56, NYS 310, NYS 420, County Rt. 310
   Hamlet of Rooseveltown – NYS 37
   Village of Massena – NYS 37, NYS 56
Town of Louisville—NYS 56
Town of Norfolk—NYS 56
   Hamlet of Raymondville – NYS 56
Town of Potsdam—NYS 56
   Hamlet of Norfolk—N Y 56
   Village of Norwood -- NYS 56
   Village of Potsdam -- NYS 56, US 11
Town of Canton -- US 11, NYS 68
   Village of Canton -- US 11, NYS 68
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<th>County</th>
<th>Address Type</th>
<th>Contact Information</th>
<th>Visitor Information</th>
<th>Site Type</th>
<th>Affiliation</th>
<th>Notes</th>
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<td>1</td>
<td>Trinity Episcopal Church</td>
<td>315-386-2871 Adequate</td>
<td>Potsdam</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>2</td>
<td>Historic Silas Wright House</td>
<td>315-386-8133 Adequate</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>3</td>
<td>Village of Potsdam Offices, Library, Museum</td>
<td>315-265-7480 Adequate</td>
<td>Potsdam</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
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<td>Canton is county seat of St. Lawrence County</td>
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<td>Hamilton Street</td>
<td>101 Village Park Historic District</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
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<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>5</td>
<td>St. Lawrence University</td>
<td>1 West Main St. (US 11)</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
</tr>
<tr>
<td>6</td>
<td>Co-location of Village of Potsdam Offices, Library, Museum</td>
<td>2 Park Street Potsdam 13676 Village of Potsdam 44.669362 -74.982714 Village of Potsdam</td>
<td>Potsdam</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
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<td>Canton is county seat of St. Lawrence County</td>
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<td>St. Lawrence County Public Safety Building</td>
<td>315-386-4000 Adequate</td>
<td>Potsdam</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>Clarkson University</td>
<td>315-268-6400 Adequate</td>
<td>Potsdam</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>9</td>
<td>US Park</td>
<td>113 SUNY Canton Recreational Historic/Cultural Grasse River Heritage Area Development Corporation 315-386-4289 Adequate</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
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<td>Canton is county seat of St. Lawrence County</td>
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<td>10</td>
<td>North Park</td>
<td>111 Bend in the River Park and Pavilion Recreational</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
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<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>11</td>
<td>Maple Traditions Scenic Byway Byway Intersection</td>
<td>116 Remington Trail Recreational Historic/Cultural</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
<td></td>
<td></td>
<td>Listed on National Register of Historic Places</td>
<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<td>12</td>
<td>End of Lincoln Street adjacent to Canton Pavilion</td>
<td>115 Maple Traditions Scenic Byway Byway Intersection</td>
<td>Canton</td>
<td>St. Lawrence</td>
<td>Historic</td>
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<td>Historic/Cultural</td>
<td>Canton is county seat of St. Lawrence County</td>
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<tr>
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<td>Susan C. Lyman Historical Museum</td>
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<td>Potsdam</td>
<td>St. Lawrence</td>
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<td>St. Lawrence</td>
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<td>Canton is county seat of St. Lawrence County</td>
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North Country Scenic Byway
SPECIAL TOURISM SITES, ATTRACTIONS, SERVICES, EVENTS

Resource tables elsewhere in this CMP identified public and non-profit resources along the Byway corridor. This section includes information on privately owned attractions and services, as well as a selection of special events. The communities along the North Country Scenic Byway offer diverse local foods and food products, arts and crafts items made by locals, lodging choices, services, attractions, and events that serve the needs and interests of travelers. A separate Sites, Attractions, and Services Typology follows this section listing a broad array of goods, services, lodging, and shopping opportunities available along the travel route.

Local Foods and Food Products
Farmers produce abundant fresh vegetables and fruits, home made baked goods, jams, jellies and sauces, and specialty items including honey, maple syrup, and meats and cheeses on the rich agricultural lands along the North Country Scenic Byway. Numerous roadside farm stands along the route complement community Farmer’s Markets.

The annual “Maple Festival” Weekends in March have become an important family oriented North Country tradition. Maple producers in each of the Byway counties open their production facilities to the public. Wineries, including several featuring fruits other than grapes, such as cider products made from the abundant apples grown in the region, are increasing along the North Country Scenic Byway route.

In Chateaugay, the Agrimark Farm and Cheese Store, located next to the McCadam Cheese Company, features this company’s award winning traditional North Country cheeses, including well aged cheddars, using milk produced by local farmers. St. Lawrence Chocolates in Potsdam proudly offers high quality confections distinctively named to promote the regional identity of the St. Lawrence River Valley.

Arts and Crafts
North Country Scenic Byway crafts people and artisans create one-of-a kind products using time-honored traditions and techniques. Byway travelers will find arts and crafts in private stores and galleries, shops in the artist homes, at local markets in communities including Rouses Point, Malone, Akwesasne, Potsdam, Norwood, and Canton. Visitors can also meet...
the artists at community events including arts festivals, open studio tours, and holiday festivals.

At Farmers Markets crafts people in the North Country offer hand-spun wool, woven goods, fiber products, baskets, woodcarvings, and other artwork inspired by local materials and the natural world of the Byway corridor.

The Akwesasne Cultural Center includes a museum shop that specializes in authentic Mohawk black ash and sweetgrass basketry. Recent additions to the shop are cornhusk dolls. In Potsdam, the St. Lawrence Council for the Arts has a gift shop with distinctive work by local artisans; the Folkstore at TAUNY (Traditional Arts of Upstate New York) in Canton features authentic, handmade products from more than a hundred individuals and families throughout the region.

Other Shopping
In town centers Byway visitors will find numerous locally owned shops that offer clothing, gifts, and specialty items.

Antiques Shops and Consignment Shops
Given the long settlement history of North Country Scenic Byway communities, antique shops are abundant and range from well-organized venues to tiny ramshackle places that may hold hidden Antiques-Road-Show treasures. In many Byway towns multiple vendors share a common space, selling wide varieties of goods including jewelry, vintage clothing, and gift items.

National Chains
In Malone, Massena, Potsdam, and Canton Byway travelers can find a variety of national-brand stores including grocery stores, hardware stores, pharmacies, dollar stores, and home improvement stores. The Town of Massena has a shopping mall with national anchor retail stores and an ice skating rink. In the village more traditional shops offer gifts and specialty items.

Chambers of Commerce in each community, listed at the end of this section, can provide details.

Lodging and Accommodations
Information on the locations and rates of the variety of bed and breakfast establishments,
motels, hotels, cabins, rentals, and private RV and tent campgrounds can also be found on Chambers of Commerce and regional tourism websites, at the end of this section. Lodging in Malone, Massena, Potsdam, and Canton include national chains as well as privately owned offerings. The St. Regis Mohawk Reservation has a large chain motel, collocated with the Akwesasne Mohawk casino, with plans to develop more accommodations and guest amenities.

In some of the smaller communities along the Byway, the availability of lodging and accommodations is limited. Byway planners can benefit by assessing needs and adding and upgrading offerings to better serve travelers.

Dining
Selections of restaurants, cafes, coffee shops, and diners vary from community to community. Malone, Akwesasne, Massena, Potsdam, and Canton offer the most choices for visitors. Small family owned diners are found all along the Byway route. Many gas stations include quick stop convenience facilities that offer locally prepared light meals. In some communities hours of operation are limited; byways planners should encourage establishments to be available to meet travelers timing needs. Among the highlights of memorable dining experiences along the Adirondack North Country Scenic Byway are the many seasonal community events such as maple breakfasts, chicken barbeques and chicken pie suppers, spaghetti dinners, fish fries, and harvest dinners. Travelers can enjoy plentiful, lovingly produced, and proudly prepared meals at very reasonable prices, and meet friendly local residents.

North Country folks love their summer splurges of ice cream. Look for distinctive folk-art ice-cream-cone-shaped signs to find small shops and service stations for soft serve and hand-dipped flavors. In many North Country Scenic Byway communities visitors will see Stewarts Shop. Stewarts, with locations throughout New York State, is famous for its homemade ice cream, coffee, food to go, gas, and grocery basics.
Along the Byway there are a few eateries that visitors have been enjoying for years. Malone has several family-owned restaurants. Seasonal Bokies Drive-In, known for its bright 1950s pink décor, menu, and music, serves regional favorites including Glaziers Hot Dogs, famous for their day-glow red casings, and fries with gravy. The Akwesasne Mohawk Casino on the St. Regis Mohawk Reservation has a variety of dining choices. At the Bears Den Family Restaurant, part of the Bear’s Den Trading Post group, patrons can choose traditional Mohawk specialties based on the “three sisters” combination of corn, squash, and beans, as well as standard American favorites. The on-site gift shop features items created by local craftspeople. Visitors will be surprised to discover murals of landscapes and animals created by local tribal artists in some eateries. The Blackbird Café on Main Street in Canton features regional cuisine and seasonal local products.

In the multi-cultural college/university environments of Potsdam and Canton dining selections in those communities are numerous and represent a number of international cuisines, as well as those that offer locally raised foods.

The 1844 House on the Byway as visitors enter Potsdam is open for elegant dinners featuring local products, and Maxfields on Market Street (US Route 11) offers casual dining with a deck overlooking the Grasse River, is a college-town favorite.

The following Typology Section shows the number of eateries found in the various communities. Additional information is available from local and regional tourist offices and Chambers of Commerce.

**Entertainment**

Although there are few movie theater complexes in communities along the North Country Scenic Byway, there is no shortage of places and performances to enjoy. Visitors will find great entertainment – at extremely reasonable prices, if not free, by attending presentations by amateur and professional local artists and groups, often in distinctive historic buildings. Several communities have refurbished arenas and old theaters, bringing them back to their original grandeur. Churches and school auditoriums are also popular venues for events. The arena in Rouses Point hosts numerous events, in all seasons. In Chateaugay, in the newly renovated theater in the town hall, concerts are presented with well-known North Country and Canadian performers; occasionally family oriented movies are featured. Ellenburg Center has also renovated the theater in the Town Hall. Between Massena and Norfolk, a drive-in theater, open in the summer, and one of only two drive-ins north of Syracuse, still offers first run movies ‘under the stars.’

*North Country Scenic Byway Corridor Management Plan 012 Special Tourism Site, Attractions*
At Byway colleges and universities the variety of performances is endless. The world-acclaimed Crane School of Music at SUNY Potsdam offers a wide range of entertainment that is free and open to the public. Seasonal concerts are not to be missed.

Outdoor stages at community events and fairs, such as the annual Franklin County Fair in Malone, also feature wide ranges of performances, including local amateur groups as well as nationally-acclaimed country and western performers.

In late winter, in several byway communities visitors can enjoy annual performances by members of local Skating Clubs. If they are in the area in the spring, they should check the events calendars of local high schools, all of which present excellent Broadway or off-Broadway shows each year. These performances are long-time sources of family and community pride, as relatives and neighbors show their appreciation for student cast members who have spent months and months rehearsing.

Freely-distributed weekly community newspapers, and web sites also will have complete listings. Chambers of Commerce are listed at the end of this section of the CMP.

Sports and Recreation
The climate, geography, and traditions of the North Country Scenic Byway present special opportunities for active four-season recreation, as well as spectator sports. See Recreation section of this CMP for details.

Given the abundant water resources along the Byway, in addition to the public access sites listed in the Resource Inventory and Map, there are many privately owned businesses that help Byway visitors personally experience them. These include marinas for docking, and equipment rentals and sales for all types of boating and fishing on some of the best waters in the Northeast. The waterways and wetlands of the North Country Scenic Byway offer a

Community events, like the annual Skate Club Show in Malone, offer great entertainment opportunities for Byway visitors.

Sailing is one of many popular water-based activities on Lake Champlain, the “Sixth Great Lake,” from marinas in Rouses Point
special array of on- and off-water recreational opportunities, including paddling and boating, fishing, hunting, and wildlife and scenic viewing. There are also numerous privately owned RV camping sites.

Businesses offer rentals and sale of boats, kayaks, canoes, bikes, and other outdoor sporting goods and gear, making it easy for visitors to take part in recreational activities, even if they have not brought their own equipment.

Byway corridor universities and colleges offer a wide array of venues for recreation and host college as well as high school games and tournaments that make great spectator sports. These ice rinks often host some of the top college hockey teams from around the North East. Several community rinks feature annual presentations by figure skating clubs.

**Lacrosse**

The Mohawk people have played the game of lacrosse for several hundred years and it remains an important sport, as well as having important spiritual aspects. Lacrosse has been popular throughout the North Country for many years, and is now becoming a fast growing sport at the youth and intercollegiate levels. Byway visitors can observe lacrosse games in Akwesasne, at community high schools, and the colleges and universities.

**Golf Courses**

Several Golf Courses along the North Country Scenic Byway corridor are open to the public

- North Country Golf Club, Rouses Point
- Malone Robert Trent Jones, Malone
- Fox Hill Golf and Country Club, Massena
- Massena Country Club, Massena
- St. Lawrence University Golf and Country Club, Canton
- Partridge Run Golf and Country Club, Canton

**Winter Sports**

Ice-skating is a favorite winter pastime in the North Country Scenic Byway corridor. Indoor arenas and ice-rinks in many communities and at college locations provide numerous places for the public skating. Some favorite spots along the Byway are natural bodies of water like frozen ponds and lake surfaces for pick up games of ‘pond hockey.’ Along the route in schoolyards and back yards, travelers will see homemade rinks. The St. Lawrence Centre in Massena, a traditional shopping centre.

*Hockey is a popular winter sport in Byway communities*

*Image by Christopher Lenny, courtesy Clarkson University, Potsdam*
mall, features a premier year-round family-friendly ice skating and entertainment facility open to the public.

Byway visitors should contact Chambers of Commerce listed at the end of this section for details on community and privately owned recreation resources.

**Sustainable Energy**

Geographic features of this Byway make it especially well suited for a variety of forms of sustainable energy, creating opportunities for visitors to experience them directly. Strong prevailing winds and large areas of open spaces in the Altona, Ellenburg, and Chateaugay areas are ideal locations to ‘harvest’ the energy of the wind. Beginning just west of Rouses Point, as visitors travel along the Byway from time to time they will catch glimpses of more than 300 wind towers, each approximately the height of 40 storey buildings. As they proceed along the Byway route they will get closer and closer to the wind towers, until the Byway takes them directly through the middle of these “wind farms.” Chateaugay also has a biomass plant and hydropower plants upstream from the Village. At the New York Power Authority Hawkins Point Visitor Center in Massena, through interactive displays, visitors can learn how electricity is generated. The Center’s deck overlooks the Robert Moses Power Dam, and allows for panoramic views of the St. Lawrence. The Raquette River between Potsdam and Massena has several historic hydro-electric generating facilities.

Based in Canton, the Sustainable Living Project offers classes, workshops, and events dedicated to inspiring, teaching, and enabling people, including visitors to the region, to become more self-reliant, and for communities to become more self-sustaining and energy independent. www.sustainablelivingproject.net

While these sustainable facilities exist, there are opportunities for regional organizations or the private sector to make them easier to experience and understand, by organizing them in a printed and/or online map and guide, and by offering organized tours or special events that bring the experiences together.

**Highlights of Special Events**

The communities of the North Country Scenic Byway host a variety of unique and special
annual events that highlight Byway themes. This is just a small sampling. Contact County and local Chambers of Commerce, “locally grown” foods organizations, and regional arts and crafts organizations listed at the end of this section, for more special events and specific dates.

**Regional**

- Maple Festival Weekends – open sugar bush operations, horse-drawn wagon tours of woodlots, pancake breakfasts
- Fourth of July Celebrations – traditional all-American celebrations, parades, barbeques, fireworks
- Raquette River Awareness Week Potsdam and Akwesasne – last weekend of July—celebration of the 170-mile Raquette River, the longest north flowing River in NY State
- Harvest Festivals – food, family fun, crafts to celebrate the season’s bounty
- Christmas Celebrations – competitions for best shop and business decorations, best home decoration displays
- Winter Festivals—ice sculpture competitions, sled dog races, horse drawn carriage events

**Clinton County**

While these events take place near the city of Plattsburgh on Lake Champlain, about 15 to 20 miles south of the villages of Rouses Point and Champlain, Byway visitors can join residents of Byway communities who enjoy these significant recreation and history-related events.

- Plattsburgh - Mayors Cup Regatta and Festival—July: known as “the” sailing tradition of Lake Champlain for more than 35 years, the Regatta attracts skilled sailors from the US and Canada. The 4-day festival also includes live music featuring nationally known groups, fireworks, and a Parade of Lights competition open to boats of all sizes and types.
- Rouses Point and Plattsburgh area – September: Battle of Plattsburg/War of 1812 Commemoration

**Franklin County**

- Malone—Franklin County Fair—August: more than 160 years of traditional rural agricultural focus; grandstand events, midway
- Burke—Almanzo Wilder Homestead—September: annual Harvest Festival & Civil War Living History Encampment
- The Greater Malone Chamber of Commerce—year round: numerous community events including 4th of July Parade, Harvest Festival, Santa Comes to Town

*Wilderness Homestead re-enactments, Burke*
**Akwesasne Mohawk Territory**
- Hogansburg—Ironworkers Festival—July: ironworkers from the entire east coast show off the skills of their trade and compete for prizes
- Akwesasne Territory—International Pow Wow—September: two day event on the shores of the St. Lawrence River featuring Native artisans, drummers, and dancers from First Nations across the U.S. and Canada

**St. Lawrence County**
- Potsdam—Summer Festival—July: sidewalk sales, antique and classic car show, craft show, concerts, street performers, parade in conjunction with SUNY Potsdam and Clarkson University
- Norwood—Village Green Concert Series—summer long: a community tradition since 1974
- Massena—Civil War Reenactment Weekend: Union and Confederate reenactors at Robert Moses State Park, Massena
- Canton Remington Arts Festival—September: a celebration of the life and works of artist Frederic Remington, who was born in Canton. Art show in Canton Village Park, children’s time, carriage and wagon rides, walking tours of Historic Canton, farmer’s market, 5K run, chicken barbecue, and live entertainment

Byway planners will direct inquiries about commercial enterprises and specific events to the following information centers. See *Tourism Development, Marketing, and Promotion* for a more detailed listing of resources.

**RESOURCES**

**Regional**

**Adirondack Regional Tourism Council**
- Phone: 518-846-8016
- Toll Free: 800-487-6867
- Email: info@adirondacks.org
- Website: www.visitadirondacks.com

**Adirondack Coast Visitors Bureau**
- Phone: 877-242-6752
- Email info@goadirondack.com
- Web: http://goadirondack.com
Clinton County
North Country Chamber of Commerce
Phone: 518-563-1000
Email: chamber@northcountrychamber.com
Website: http://www.northcountrychamber.com

Franklin County
Franklin County Tourism
Phone: 1-800-709-4895 / 518-483-9470
Email: info@adirondacklakes.org
Website: http://www.adirondacklakes.com

Malone Chamber of Commerce
Phone: 518-483-3760
Email: director@visitmalone.com
Website: http://www.visitmalone.com

Akwesasne St. Regis Mohawk Territory
Saint Regis Mohawk Tribe Office of Economic Development
Phone: 518-358-2272
Email: lindsay.tarbell@srmt-nsn.gov
Website: http://www.srmt-nsn.gov

St. Lawrence County
St. Lawrence County Chamber of Commerce
Phone: 315-386-4000 or 877-228-7810
Email: info@slccoc.org
Web: http://www.northcountryguide.com

Greater Massena Chamber of Commerce
Phone: 315 769-3525
Email: mailto:chamber@massenachamber.com
Website: http://www.massenachamber.com

Potsdam Chamber of Commerce
Phone: 315- 265-5540
Email: Potsdam@slic.com
Website: www.potsdamchamber.com
**Canton New York Chamber of Commerce**  
Phone: 315-386-8255  
Email: cantoncc@northnet.org  
Website: [http://www.cantonnychamber.org](http://www.cantonnychamber.org)

**LOCALLY GROWN PRODUCTS**

Byway planners will direct inquiries about where to find current information on locally grown products, farmers markets and farm stands, and agritourism events to these resources. Hours of operation and availability of products change with the seasons.

**Adirondack Harvest**  
Website: [www.adirondackharvest.com](http://www.adirondackharvest.com)

**GardenShare**  
Website: [www.gardenshare.org](http://www.gardenshare.org)

**LOCAL ARTS AND CRAFTS PRODUCTS**

Byway planners will direct inquiries about where to find local artisans and crafts people, their products and related events to these resources:

**North Country Cultural Center for the Art**  
Phone: 518-563-1604  
Website: [http://plattsburgharts.org/](http://plattsburgharts.org/)

**Akwesasne Museum and Cultural Center**  
Phone: 518-358-224  
Website: [http://akwesasnculturalcenter.org/](http://akwesasnculturalcenter.org/)

**St. Lawrence Council for the Arts**  
Phone: 315-265-6860  
Website: [http://slcartscouncil.org](http://slcartscouncil.org)

**Arts Council for the Northern Adirondacks**  
Phone: 518-962-8778  
Website: [http://www.artsnorth.org](http://www.artsnorth.org)

**Traditional Arts of Upstate New York (TAUNY)**  
Phone: 315-386-4289  
Website: [http://tauny.or](http://tauny.or)
North Country Scenic Byway
TYPOLOGIES

In the spreadsheets on the following pages are the areas of Clinton, Franklin, and St. Lawrence Counties, and the St. Regis Mohawk Reservation.

Spreadsheets are not numbered as individual pages within the Corridor Management Plan.
## Akwesasne Typology 45a

### The Arts/Cultural Heritage
- Art Galleries, Studios, Museums: F/AYR
- Theatres & Performance Spaces: F/SEA
- Heritage Sites/Museums: F/AYR
- Historic Neighborhoods

### Outdoor Recreation:
- ATV/Snowmobile Trails: F/SEA
- Boat/Canoe/Kayak Rental/Shops: F/SEA
- Guide Services/Nature Trails: F/SEA
- Marinas: M/SEA
- X-Cty Ski/Snowshoeing Centers
- Golf Courses & Driving Ranges
- Tennis Courts
- Ice Skating: F/SEA
- Fishing Access: M/AYR
- Playground: F/AYR
- Bike Path: F/SEA
- Public Swimming
- Public Park: F/AYR

### Special Attractions:
- Wildlife viewing/hiking trails: F/SEA
- Amish Farm Stands: F/SEA
- Airport
- Orchards: F/SEA
- Farm Tours/Farmer’s Markets: F/SEA
- Vineyards
- Factory Tours
- College/University Campus: F/AYR

### Special Annual Events:
- County Fairs
- Harvest Festivals: F/SEA
- First Nights
- Foliage Festivals
- Fireworks: F/SEA
- 4th of July Celebrations
- Winter Festivals/Holiday Events: F/SEA

### Lodging:
- Rustic Camping

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**Plan Key:** Number of Facilities: M=Many (4+)  F=Few (1-3)  None (0) - leave blank
Seasonality: AYR (all year round)  or  SEA (seasonal)
### Akwesasne Typology 45a

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<td>Upscale Premier Resorts</td>
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**PlanKey:** Number of Facilities: M=Many (4+)  F= Few (1-3)  None (0) - leave blank  
**Seasonality:** AYR (all year round) or SEA (seasonal)
### AKWESASNE Community

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<td>Emergency Medical Care</td>
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<td>Churches: List denominations</td>
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<td>Synagogues</td>
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<td>Other: List Denomination (Jehovah Witness, Interdenominational)</td>
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<td>Restrooms - Gas stations, restaurants, &amp; convenience stores accommodate paying customers.</td>
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<td>Chamber of Commerce</td>
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# CLINTON COUNTY TYPOLOGY

Special tourism sites, services, and events typology, generally within 1/4 mile of route

<table>
<thead>
<tr>
<th>CLINTON County Communities</th>
<th>ROUSES POINT</th>
<th>CHAMPLAIN</th>
<th>MODERS</th>
<th>MODES FORKS</th>
<th>ELENBURG DEPOT</th>
<th>ELENBURG</th>
<th>Churbusco</th>
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</table>

**CODES**
- M (Many) = 4 or more
- F (few) = 1 to 3
- Blank = no facility available
- Seasonality: AYR (all year round) or SEA (seasonal)

## The Arts/Cultural Heritage
- Art Galleries, Studios, Museums: Soon, F/SEA
- Theatres & Performance Spaces (Inc. Schools): F/AYR, F/AYR, F/AYR
- Heritage Sites/Museums: F/AYR, F/AYR

## Outdoor Recreation:
- ATV/Snowmobile Trails: F/SEA, F/SEA, F/SEA
- Boat/Canoe/Kayak Rental/Shops: M/AYR, F/SEA
- Guide Services/Nature Trails: F/SEA
- Marinas: M/SEA, F/SEA, F/SEA
- X-Cty Ski/Snowshoeing Centers: F/SEA
- Golf Courses & Driving Ranges: F/SEA
- Tennis Courts (Inc. Schools): F/SEA, F/SEA, F/SEA, F/SEA, F/SEA
- Ice Skating/Hockey: F/SEA
- Fishing Access (Lake & Rivers): F/AYR, F/AYR, F/A, F/SEA, F/SEA, F/SEA
- Playground: F/AYR, F/AYR, F/AYR, F/AYR
- Bike Path: F/Coming
- Public Swimming: F/SEA, F/SEA
- Public Park: F/AYR, F/AYR, F/AYR, F/AYR

## Special Attractions:
- Wildlife viewing/hiking trails: F/SEA
- Amish Farm Stands/non-Amish Farm Stand: F/SEA
- Airport: F/SEA
- Orchards: F/SEA
- Farm Tours/Farmer’s Markets: F/SEA
- Vineyards: F/SEA, F/SEA, F/SEA
- Factory Tours: F/SEA
- College/University Campus: F/SEA

## Special Annual Events:
- County Fairs/Field Days: F/SEA, F/SEA, F/SEA, F/SEA
- Harvest Festivals: F/SEA, F/SEA, F/SEA

---

**Key:**
- Number of Facilities: M=Many (4+) F=Few (1-3) None (0) - leave blank
- Seasonality: AYR (all year round) or SEA (seasonal)
## Clinton County Typology

### Special Tourism Sites, Services, and Events Typology, Generally Within 1/4 Mile of Route

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<tr>
<th>Clinton County Communities</th>
<th>Rouses Point</th>
<th>Champlain</th>
<th>Mooers</th>
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<th>Ellenburg Depot</th>
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<td>F/AYR*</td>
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</table>

**Key:**
- Number of Facilities: M = Many (4+)  F = Few (1-3)  None (0) - leave blank
- Seasonality: AYR (all year round) or SEA (seasonal)
### North Country Scenic Byway Corridor Management Plan

#### CLINTON COUNTY TYPOLOGY

Special tourism sites, services, and events typology, generally within 1/4 mile of route

<table>
<thead>
<tr>
<th>CLINTON County Communities</th>
<th>HOUSES POINT</th>
<th>CHAMPLAIN</th>
<th>MOODERS</th>
<th>MOODERS FORKS</th>
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<td>Traveler Gas/Auto/Bicycle Services:</td>
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<td>Visitor Information Kiosk</td>
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<tr>
<td>Restrooms - Gas stations, restaurants, &amp; convenience stores accommodate paying customers.</td>
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<td>Basketball Court (Outside)</td>
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<td>Baseball/Softball Program (Youth Commission)</td>
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<tr>
<td>Soccer (Youth Commission)</td>
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<td>Liquor &amp; Wine Store</td>
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</tbody>
</table>

Key: Number of Facilities:  M=Many (4+)  F= Few (1-3)  None (0) - leave blank
Seasonality: AYR (all year round) or SEA (seasonal)

North Country Scenic Byway CMP

Clinton County Typology 45b
<table>
<thead>
<tr>
<th>Codes M (Many) = 4 or more F (few) = 1 to 3 Blank = no facility available Seasonality AYR = available all year SEA = Seasonal</th>
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<tbody>
<tr>
<td><strong>The Arts/Cultural Heritage</strong></td>
</tr>
<tr>
<td>Art Galleries, Studios, Museums</td>
</tr>
<tr>
<td>Theatres &amp; Performance Spaces</td>
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<tr>
<td>Heritage Sites/Museums</td>
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<tr>
<td>Historic Neighborhoods</td>
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<tr>
<td><strong>Outdoor Recreation:</strong></td>
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<tr>
<td>ATV/Snowmobile Trails</td>
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<td>Banks/ATM’S</td>
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<td>M/AYR</td>
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<td>Restrooms -Gas stations, restaurants, &amp; convenience stores accommodate paying customers.</td>
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<td>Chamber of Commerce</td>
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**CODES**
- **M (Many) = 4 or more**
- **F (few) = 1 to 3**
- **Blank = no facility available**

**Seasonality**
- **AYR = available all year**
- **SEA = Seasonal**

### The Arts/Cultural Heritage
- **Art Galleries, Studios, Museums**: F / AYR
- **Theatres & Performance Spaces**: F/Ayr
- **Heritage Sites/Museums**: F / AYR
- **Historic Neighborhoods**: F/Ayr

### Outdoor Recreation:
- **ATV/Snowmobile Trails**: F/SEA
- **Boat/Canoe/Kayak Rental/Shops**: F / SEA
- **Guide Services/Nature Trails**: F / AYR
- **Marinas**: F / SEA
- **X-Cty Ski/Snowshoeing Centers**: F / SEA
- **Golf Courses & Driving Ranges**: F / SEA
- **Tennis Courts**: F / SEA
- **Ice Skating**: M / AYR
- **Fishing Access**: M / AYR
- **Playground**: F / AYR
- **Bike Path**: F / SEA
- **Public Swimming**: F / SEA
- **Public Park**: F / AYR

### Special Attractions:
- **Wildlife viewing/hiking trails**: F / AYR
- **Amish Farm Stands**: F/SEA

---

*North Country Scenic Byway CMP Key: Number of Facilities:  M=Many (4+)  F=Few (1-3)  None (0) - leave blank  Seasonality: AYR (all year round) or SEA (seasonal)*
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**St. Lawrence County Typology**

Special tourism sites, services, and events typology, generally within 1/4 mile of route

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<td>F/AYR</td>
<td>F/AYR</td>
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</table>

**Special Annual Events:**

- County Fairs
- Harvest Festivals: F/SEA
- First Nights
- Foliage Festivals
- Fireworks: F/SEA
- 4th of July Celebrations: F/SEA, M/SEA, F/SEA
- Winter Festivals/Holiday Events: F/SEA, F/SEA, M/SEA

**Lodging:**

- Rustic Camping: F/SEA
- RV Camping: F/SEA
- B&B's: F/AYR, M/AYR, M/AYR
- Rental Cottages: M/SEA
- Upscale Premier Resorts
- Rustic Cabins
- Modest Motels/Hotels: F/AYR
- Moderate to Upscale Independent: F/AYR
- Moderate to Upscale Chains: F/AYR

**Food:**

- Standard Restaurant Fare: M/AYR, F/AYR, F/AYR, M/AYR, F/AYR
# North Country Scenic Byway CMP

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**Shopping:**

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**Traveler Gas/Auto/Bicycle Services:**

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### North Country Scenic Byway CMP Key:
- **M** = Many (4+)
- **F** = Few (1-3)
- **None** (0) - leave blank
- **Seasonality:**
  - **AYR** (all year round)
  - **SEA** (seasonal)
**North Country Scenic Byway**

**REGIONAL AND LOCAL HISTORIES**

*With Highlights of Living Legacies of History and Heritage in North Country Scenic Byway Communities*

This section provides overviews of the history of the North Country Scenic Byway region and the Byway communities located in Clinton, Franklin, and St. Lawrence Counties. It also provides a short narrative for each community on the Byway route and offers some significant reasons travelers will want to stop and explore.

In New York State, the term “Town” often refers to a Township, which may include several hamlets, villages, and cities. Towns and villages in the North Country Scenic Byway Corridor Management Plan are addressed in the order they would be experienced by a traveler starting in Rouses Point and heading west and northwest to Massena, then on the proposed extended route southwest to Potsdam and Canton.

At the end of this section a listing of contact information for county and tribal historians is included. Their websites, links, and suggested additional resources provide more significant details about the rich history of the region and the roles it played in the development of the new nation and the success of the Empire State.

**REGIONAL HISTORIC OVERVIEW**

More than 400 million years ago, the Lake Champlain Basin was a shallow tropical sea. During the Pleistocene era that began about three million years ago, and continued to about 12,000 years ago, glaciers up to a mile thick covered the region. As the glaciers moved across the landscape they followed existing valleys. As they moved, beneath the ice sheet, they dragged boulders and rocks that scoured the land. Byway visitors will see remnants of this glacial activity in enormous boulders scattered throughout the area, as well as the many rock wall fences that were created by farmers clearing the land, who then used the stones to mark their property lines.

Two major North American water bodies, Lake Champlain and the St. Lawrence River have played significant roles in the history of the North Country Scenic Byway region and communities because of their strategic locations and transportation capacities. The water-dominated geographies of the Lake Champlain Valley and the St. Lawrence River Valley were core to the exploration of the region and to patterns of territorial claims and conflicts between the French, British, Indians, and the colonists of the emerging union that was to become the United States of America.

These bodies of water, as well as the Great Chazy, the Chateaugay, the Salmon, the St, Regis, the Raquette, and the Grasse Rivers that meander along and traverse the Byway corridor lands and communities were crucial to the settlement and commercial
development of Byway hamlets and villages and New York as it became venerated as the Empire State.

In addition to the waterways, the region’s border with Canada is also geographically and historically significant. The proximity to Canada was a key factor in conflicts between the French, British, Indians, and US Colonies. Easy access to Canada was crucial to the Underground Railroad Movement, as well as the illicit activities and transport of alcoholic beverages that took place during the Prohibition Era.

The earliest human presence by Native Americans who hunted, fished, and trapped in the region, explorations by Europeans, conflicts between the French and the British from the mid 1600s to the mid 1700s, the Revolutionary War and War of 1812 were all major factors in the history of the corridor of the North Country Scenic Byway. (Many soldiers from the North Country also participated in the Civil War, and today several communities have annual reenactments.) Pioneers, mainly from Quebec and the New England states, who settled here, counted on mastering the natural resources as their mainstays. They farmed the expansive lands, hewed the abundant timber in the forests, and mined and processed the rich ore deposits in the area. Slowly small villages began to grow as centers of commerce and to meet community social and religious needs.

In the 19th century, with the arrival of numerous railroads, markets expanded and the region’s resources and goods were sold throughout the Northeast, resulting in prosperous families and communities. Exports included wire, horseshoes, and nails made from the iron in the rich ore deposits. The logging industry produced potash in the early days, and later significant quantities of pulp and paper. Agricultural products included quality butter and cheese shipped on newly invented refrigerator cars using ice harvested locally, as well as potatoes, maple syrup, and apples. For a brief time, eels and frogs from the Lake Champlain area were famous in New York and Boston eateries. In the early to mid 20th century the dairy industry became dominant, sustaining many farm families and the farmsteads so prevalent along the Byway corridor. In the 1950s and 1960s, the railway lines that provided ready access to markets for the agricultural products of the region were abandoned, and prosperity declined. While there are still many small family farms that are well maintained and productive, as they travel the North Country Scenic Byway visitors will also see impoverished farms and farms that have been abandoned with fields allowed to go fallow, or return to woodlands.

Fortunately, in many places along the route these abandoned or less than productive farms are slowly being revitalized by families who are expanding traditional operations to include more variety and seasonality of crops, and by “New Farmers,” – often young professionals and active retirees who are choosing to relocate to the North Country region to live rural, more sustainable, life-styles.
Military Tract and Macomb Purchase

The histories and relationships of North Country Scenic Byway counties and townships are tied together by their location in two huge acreages of adjoining land, the Military Tract and Macomb’s Purchase.

In 1786, the Legislature of the State of New York delineated an area in northern New York called the Military Tract -- about 750,000 acres of land in what are today’s Clinton, Franklin and Essex counties. The purpose of the Tract was to make 500 to 1500 acres available to each qualified New York soldier who had participated in the Revolutionary War. When few soldiers made claims, the land was sold to speculators at about nine cents per acre.

Macomb’s Purchase, encompassing the transfer of nearly four million acres of land, was one of the largest transactions in New York State history. The tract included much of Northern New York along the St. Lawrence River and eastern Lake Ontario, including the Thousand Islands. In 1791, Alexander Macomb, a merchant in the fur trade who had become wealthy during the American Revolution, bought the acreage from New York State for roughly eight cents an acre. The great lands were divided into ten large townships. From this purchase the deeds were derived for all the parcels included the Northern New York Counties of Lewis, Jefferson, St. Lawrence and Franklin, as well as portions of adjacent Herkimer and Oswego Counties. Today, even after more than 200 years, many parcel descriptions in current deeds throughout the North Country still refer to “Macomb's Purchase.”

Among the special attributes of communities on the North Country Scenic Byway are the living legacies of their long, rich histories and proud heritage. Some examples of these are presented in this section; additional manifestations are covered in the Byway Description – Visitor’s Experience section, and the Special Tourism Sites, Attractions, Services and Events section.

For the locations and relationships of these counties, communities, and the US and NYS route numbers on the North Country Scenic Byway see The North Country Scenic Byway Map.

CLINTON COUNTY

Clinton County is in the north-easternmost corner of New York State. For thousands of years, the region was a hunting area for both Iroquois and Algonquin tribes. The County, named after the governor George Clinton, defined its borders in 1788, and was the first county to be created in Northern New York. Because of Clinton County’s northern border with Canada and its location on Lake Champlain, pivotal events took place here that were key in the formation of the United States.

After the British defeated the French in the French and Indian War, and Canada was ceded to Britain, French Canadians and Nova Scotians remained estranged from Britain. When
hostilities that led to the American Revolution began, many of them living near the border migrated into Northern Clinton County and became soldiers for the American side. After the war, in 1787, fulfilling a promise of land grants for settlement, New York state created the Canadian Nova Scotia Refugee Tract, giving each Canadian soldier, according to his rank, 80-acre and 160-acre plots of land either along Kings Bay on Lake Champlain, or in the Towns of Champlain, Mooers, and Chazy. In the decades that followed that legacy continued to grow; according to the 1855 New York state census, thirty-percent of Clinton County residents had Canadian origins. French Canadian names, notable in historic gravesites, are still carried by many of today’s families living along the Byway corridor.

Northern Clinton County was also a key location during the War of 1812. In September 1814, fifteen thousand British regulars invaded northern New York from Canada along Lake Champlain. Their intent was to reach New York City and divide the young American nation in two. The success of the American troops in the Battle of Plattsburgh, just south of Rouses Point, ended the final invasion of the northern states. The decisive battle helped result in the treaty ending the conflict between the British and the Americans for control of the territory of the United States. The Battle of Plattsburgh is commemorated each year with re-enactments on land and on Lake Champlain, encampments, parades, and old-tavern and musical performances. While many events take place in the Town of Plattsburgh, North Country Scenic Byway communities are also actively involved.

In northern Clinton County’s earliest history, Lake Champlain was the major transportation corridor. At the end of the 18th century rough roads into the interior began to be built, connecting the area’s farmers and foresters with St. Lawrence County to the west. Beginning in the mid 1800s, railroads became key transportation corridors. The Northern Railroad, later the Ogdensburg and Lake Champlain, and then the Rutland Railroad, linked the City of Ogdensburg on the St. Lawrence River with Rouses Point with connections to Boston. In the late nineteenth century, because of the railroads most of the products of northern Clinton County, including large quantities of apples and butter, could be sold in the markets of Eastern New England.

The Clinton County Historical Association brings history alive when it sponsors tours of communities in the North Country Scenic Byway corridor.

Because of its role in the history of North America, its significance as a distinct cultural landscape, its rich natural habitat, and its scenic beauty, it has been suggested that the Lake Champlain Region is worthy of being recognized as a United Nations Educational Scientific and Cultural Organization (UNESCO) World Heritage Site.

Town of Champlain

The Town of Champlain was named after explorer Samuel de Champlain. Champlain became a township in 1788, second in the county after Plattsburgh to the south, and included the Byway Towns of Mooers and Chateaugay. In 1789, Pliny Moore, the first
settler, came into the area from the southern part of New York State to survey and clear land on the Great Chazy River that had been granted to him as a Revolutionary War soldier. Starting around 1800, hundreds of settlers came from Connecticut, Massachusetts, Vermont, and central New York to settle on the wilderness lands that they had bought from original patent holders.

Because of its strategic location on the border with Canada, the Town was on the front lines for the French and Indian War, Revolutionary War, and the War of 1812. Men from Champlain participated in the Civil War. In 1799 the Town of Chateaugay was partitioned off and in 1804, Mooers became its own town.

**Village of Rouses Point**

The eastern gateway for the North Country Scenic Byway is the Village of Rouses Point, in the most northeastern corner of New York State. With a population of about 2,300, Rouses Point is known as the Northern Gateway to New York State and the Champlain Valley.

Canadian settler Jacques Rouse founded the village in 1783. At one time, Rouses Point had the northernmost ferry crossing to Vermont. In the 19th and early 20th century Rouses Point was an important commercial transportation center, with as many as five railroads, and lake steamers. In the heyday of the railroad, the passenger and freight depots of the Ogdensburg Railroad were among the largest structures in the State of New York. A railroad trestle a mile long with a floating 300-foot long draw bridge that opened and shut by steam crossed the lake to Vermont. The village was the northernmost stop on the Lake Champlain Barge Canal, the waterway link that made it possible for boats to move from Montreal to New York City and to connect with Buffalo via the Erie Canal. The Delaware and Hudson Railroad was crucial to the development of Rouses Point. The roundhouse and roundtable can be seen on Chapman Street. The Railroad Station on Pratt Street, the last of its kind on this railway system, is being restored.

Historic Fort Montgomery is clearly visible when crossing the bridge into, or coming from Vermont. Ruins are all that is left of the strategically critical 19th century fort. Named for the Revolutionary War hero General Richard Montgomery, the privately owned Fort is still an impressive attraction with an interesting history. In the 1812-era, construction of a fort, known as “Fort Blunder” had already begun when it was discovered that the land was actually in Canadian territory. Construction stopped. The Webster-Ashburn Treaty, signed by the United States and Britain in 1842, resolved several border issues. One of them included moving the international border at Rouses Point about a mile north. Construction

*Historic Rouses Point is the eastern gateway to the North Country Scenic Byway*
of Fort Montgomery, on the same site as the first fort, now in U.S. territory, began. Groups committed to Rouses Point community revitalization envision the development of the area around Fort Montgomery for recreational use, including a pathway that would link to the Village. The Rouses Point Historical Society offers occasional tours.

Today, with a population of approximately 2,300, the village is a compact, attractive, active waterfront community. Rouses Point is making the most of its stunning views to the east across Lake Champlain to the Green Mountains in Vermont, and the vistas south along the shoreline to the High Peaks of the Adirondack Mountains with parks and waterfront amenities and access. The proximity of the international border with Canada and the Province of Quebec, just yards from downtown Rouses Point, continues to be important in the community’s economy and helps create a rich social and cultural milieu. From Rouses Point, the northernmost U.S. Bridge connects New York State to the State of Vermont across Lake Champlain.

The Dodge Memorial Library on Lake Street is a fine example of the many buildings in Rouses Point featuring late Victorian and early 20th century Italianate architecture. Visitors are encouraged to enjoy events and programs sponsored by the library.

http://www.rousespointny.com/the-village/historical-society.html

The present day Sportsmans Pier on Montgomery Street is documented to have been a final stop on the Champlain Line of the Underground Railroad.

**Village of Champlain**

The Village of Champlain, with a population of about 1,100, is located just off Route 11, about 4 miles west of Rouses Point, and just south of the Canadian border. The north flowing Great Chazy River runs through the heart of the village.

The village, founded in 1788, has a rich history shaped by several wars, the proximity to the Canadian border, and the French ancestry of many residents. The Great Chazy River made it an inviting location for early settlers on the northern frontier, and later provided access for a boatyard and hydropower for important industries in the community. In the early days, Champlain was primarily an agricultural community with other supporting industries. The village was the site of much action during the War of 1812. In the mid 1800s the village thrived with the Champlain Academy, two foundries, one of them manufacturing wheels, a linen factory, a
planing mill, a carriage factory, several stores and one of the country’s first ski manufacturers. It was an important station on the Ogdensburg Rail Road, carrying large amounts of lumber east. Until it closed in 1985, the Sheridan Iron Works employed generations of men who made machinery for bookbinding.

The Samuel de Champlain History Center, located in a stately restored 1880’s bank building above the Great Chazy River, has an excellent collection of local maps, pictures, books and artifacts, and books about Samuel de Champlain. It also has the largest collection of books in New York State about Franco-Americans. Oak Street, a main thoroughfare lined with stately trees, has a number of elegant old homes. Many of Champlain’s early settlers and important citizens are buried in secluded, historic Glenwood Cemetery.

Just outside the village the Frog Farm dam recalls the 1930s when frogs raised here were sent to restaurants all over the United States and in Montreal.

Dewey’s Tavern, situated at the corner of Route 276 and Prospect Hill Road, roughly halfway between the villages of Champlain and Rouses Point, is one of Clinton County’s most historic houses. Built by one of Champlain’s original settlers, it was occupied during the War of 1812 by both American and British troops, and may have been a last stop on the Underground Railroad for fugitive slaves on their way to freedom Canada.

**Town of Mooers and Villages of Mooers and Mooers Forks**

The Town of Mooers, a rural community lying along the U.S.-Canadian border, was formed from the Canada and Nova Scotia Refugee Tract, which was land set apart and given in small parcels by the state government to refugees from Canada and Nova Scotia, who had taken part in the Revolutionary War on the side of the Colonies.

The Town of Mooers was settled in 1796 when Joshua and Ichabod Bosworth settled in the area east of the Great Chazy River in what was to become the Village of Mooers. By 1800 several families had arrived and these early settlers cleared land for homes, sawmills and gristmills. The town government was formed in 1804 when Mooers separated from the town of Champlain. It was named in honor of Major General Benjamin Mooers who had fought in the American Revolution and later in the War of 1812. At one time he owned a large tract of land in the area that became Mooers -- (in the Canadian and Nova Scotia Refugee Tract) but he never lived here. The town celebrated its 200th anniversary in 2004.

Hamlets in the Town of Mooers include Mooers Forks, once called Centerville, and Mooers. These are small close-knit communities where the community groups and churches play major roles in the secular and religious life of the residents, including a number of festivals, civic activities, and year round community food events.

In the 1850's Mooers saw a large economic growth spurt with the advent of the Mooers Junction. People and goods could move more rapidly with the Rutland and Delaware and
Hudson Railroad lines intersecting at Mooers. But with the demise of the railroads due to the auto industry, so went the economic demise of the town. The village was incorporated in 1899 and officially dissolved in 1995.

Farming was once thriving in the Town of Mooers but now only a few small farms exist. A few local families continue maple-sugaring operations in late winter and early spring.

*Thanks to Mooers Historian Carol Nedeau*

**Town of Ellenburg**

The Town of Ellenburg was formed from Mooers in 1830. In 1845, part of the town was used to make the Town of Clinton. The Great Chazy River flows through the central and northeast portions of the town in an easterly direction.

Ellenburg was a remote, difficult to access area of Clinton County. The first inhabitants came and cleared some land in and around the Ellenburg area. They built log homes and soon their log homes were replaced by small frame houses. Roads were made and stores, mills, and churches were constructed.

**Hamlets of Ellenburg Depot, Ellenburg, and Ellenburg Center**

In the Town of Ellenburg, there are three hamlets: Ellenburg Depot, Ellenburg, and Ellenburg Center. Ellenburg Depot and Ellenburg are directly on Scenic Byway Route 11 and Ellenburg Center, just off NY Route 11 on County Route 5 about four to the southwest.

The first settler, Abner Pomeroy, came from Vermont in 1803 and located near Ellenburg Corners. In 1812 Aaron Brodwell and Lewis Ransom came. David S. Daniels and Amos Aldridge settled near the railroad crossing. William Lawrence of Chazy built a sawmill at this point. John and Harriet Murray were among the first settlers in Township #5. Harriet and her brother had inherited acreage in the area and she decided to give parcels away containing 50 acres of land to anyone who would settle in the area. Ten settlers came, and to show their appreciation, they named the town Ellen after the daughter of one of the early settler families. Thus the Town of Ellenburg was named. The original name was spelled Ellenburgh and now it is spelled Ellenburg. The ten settlers were: Dr. Benjamin
and Louisa Hinds, Joseph Sevey, Pardon Daily, Marshall Perry, W. Jennings Jr., Mr. French, Eli Hesseltine, Israel Carpenter, Edward Carpenter. In 1824 John R. Murray built the first sawmill on the south side of the Great Chazy River. Six years later in 1830 he built a gristmill next to the sawmill. Raymond B. Holt would operate these mills.

Many of these names are still in the community and those that aren’t can be found in the many historic cemeteries in the area. Farming is still an enterprise in Ellenburg and some of the homes from the past, including one room schools, can still be seen. The refurbished Town of Ellenburg Town Hall and Theater have a lot to offer visitors. Members of the community are very proud of their ancestors and all they passed on to us.

Thanks to Historian of Town of Ellenburg Ruthann LaBombard

During the cold war, Ellenburg was home to two of twelve Atlas intercontinental ballistic missile silos in position for the Strategic Missile Squadron that was based out of the Plattsburgh Air Force Base.

FRANKLIN COUNTY

Franklin County was created in 1808 from Clinton County, when travel from the western outreaches to Plattsburgh to conduct legal business became too great a burden. The eastern section of Franklin County was once connected with Clinton County, as part of the Old Military Tract. The remaining section of the County was in Macomb’s Purchase. Because early settlement was mainly in the northern part of the Franklin County, Malone was designated the county seat. The largest period of growth in the county was between 1820 and 1830, when the population nearly tripled. Access to waterpower from the Chateaugay and Salmon Rivers was key to the settlement of Franklin County communities on the North Country Scenic Byway corridor.

The earliest industry in the county was the production of potash, created by cutting trees, burning them, leaching the ashes, and boiling the lye until it was dry. Making potash was a way to dispose of the large amount of timber created when the settlers were clearing land for farms, roads, and homesteads. Potash was used for fertilizer, bleaching textiles, making glass, and making different forms of soap. Once roads were carved into the great forest lands, logging became a profitable industry. Great tracts of trees were cleared; the logs were hauled to rivers and floated out of the wilderness. Other early industries included agriculture, especially the raising of hops (mainly used to brew beer) and potatoes, mills, and iron ore mining.

Town of Chateaugay

The Town of Chateaugay, established in 1799 as a French settlement, was created as a town in Clinton County from Plattsburgh and Champlain on March 15, 1799, and at first included only four townships of the old Military Tract. The name was spelled "Chateuaga" in the act
of incorporation. In 1801 the boundaries were extended by act of the State Legislature to include all of the territory now comprising Constable, Fort Covington and Bombay and the northern parts of Malone, Bangor and Moira. In 1808 the townships in Clinton County were separated. Chateaugay was reduced from a huge territory to barely more than half a township -- now one of the smallest towns in Franklin County.

Chateaugay has been an economic crossroads in northern Franklin County for most of its history. The Chateaugay River was developed to exploit its waterpower potential that supported grist and lumber mills and tanneries. Abundant quality water and soils nurtured agricultural development. Sustainable energy continues to play a role in the economy of Chateaugay. The most recent sustainable energy investment is in the development of the wind energy potential of the region, with 71 wind turbines towers managed by Noble Environmental Power.

Today, the town is mainly agricultural, with dairy a key focus. In recent years there has been increasing diversification of traditional agricultural practices that includes sheep and alpaca farming, a fish hatchery, and specialty lumber forests.

**Village of Chateaugay**

The Village of Chateaugay was incorporated in 1868. The community included good church buildings, handsome residences, and numerous shops and services that served residents’ needs. Town center buildings were substantial two and three story brick structures. A few miles south of the village, beginning in the early 1800s, lodges and hotels on Upper and Lower Chateaugay lakes became favorite summer resort destinations of sportsmen, including Arthur Fitzwilliam Tate, described as “America’s greatest sporting artist.”

The Chateaugay Town Hall, built in 1910, has recently been significantly refurbished, returning it to its former distinctive architecture. The theater in the Town Hall, with a seating capacity of more than four hundred, has been completely renovated. Nearby, the site of a former gas station became the location of the new public library, built with private donations. These projects are examples of ways longstanding social and cultural traditions continue to be valued by residents of North Country Scenic Byway communities.
The dairy industry is still important in the community. Award winning, internationally recognized McCadam Cheese, a division of Agrimark and Cabot Creamery, is produced in the village.

In Burke, between Chateaugay and Malone, The Wilder Homestead is the boyhood home of Almanzo Wilder, husband of Laura Ingalls Wilder, author of the *Little House on the Prairie* series. The site includes the original post and beam constructed farmhouse dating from the early 1840s. The grounds and special events commemorating the early history of settlement in the region draw visitors from all over the world. Several farm stands in the area, including some owned by Amish residents, offer a variety of locally grown products and crafts.

An interesting web site that chronicles the history of Franklin County through oral and digital presentations is [http://www.reynoldstonnewyork.org](http://www.reynoldstonnewyork.org)

**Town of Malone**

The Town of Malone, formed in 1805, was named for Edmund Malone, an Irish Shakespearean critic and friend of prominent lawyer Richard Harrison. Harrison purchased the tract of land that would become Malone and promoted its settlement.

Originally, the Town had a land area of more than three-quarters of a million acres. Today the same land area is divided into Franklin County’s nineteen townships. Each of these townships, excluding Bellmont, Burke, Chateaugay and Franklin, were formed directly or indirectly from Malone. The first settlers in Malone arriving in the area were John and Nathan Wood, in 1802. Other settlers followed, many from the State of Vermont. When Franklin County was established in March of 1808 from Clinton County, Malone became the County Seat.

The Salmon River, which rises from the southeast in the foothills of the Adirondacks, enters
the Town at its Southeastern Corner and courses through the entire length of the Town, running through almost the exact center of the Village.

The War of 1812 was instrumental in the extensive road development that took place in and around Malone in the early 1800’s. After the war, stagecoach service connected Malone with the towns of Plattsburgh to the east and Ogdensburg to the west, as well as communities along the route.

By 1813 Malone was home to bark, grain, and sawmills powered by the waters of the Salmon River. With its strategic Salmon River Valley location Malone became known as an industry and transportation hub for northern New York. Shortly after President Monroe’s visit in 1817 transportation improvements were made to the Malone-Plattsburgh Road.

In 1850, with the completion the Ogdensburg and Champlain Railroad, the forerunner to the Penn Central Railroad, the North Country had a more adequate transportation system. The railroad’s headquarters and principal car shops were located in Malone, attracting many workers to the town. The railroad also provided a means to transport dairy products. Creameries sprang up, and butter and cheese became the County’s largest farm exports. The New York Central Railroad, running from New York City through Malone to Montreal further positioned the town as a marketing hub.

Legend has it that Malone has been known as “The Star of the North” since 1802.

**Village of Malone**

As of 1853 Malone had organized as a Village, built a railroad bridge across the Salmon River, and a quarry for Potsdam sandstone had been established as a business center outside of its numerous mills. Six churches thrived in the town.

In 1870, the Village of Malone was the point of origin for an attempted invasion of Canada by an Irish Patriot group called the Fenian Brotherhood. The Fenians, Irish immigrants who supported an Ireland free of British rule, planned to start an Irish Republic in exile that would be used as a bargaining chip to free Ireland. The Fenians actually invaded Canada from Malone but were repelled by the Canadians who had been forewarned by the U. S. Secret Service. The Fenian raids are credited as the impetus for Canada’s first considerations toward their own sovereignty as a nation. Legend has it that...
Malone has been known as “The Star of the North” since 1802.

The Franklin House of History, home of the Franklin County Historical and Museum Society, is an 1863 Tuscan-style house open to the public. With period rooms, furnishings from the home of William Almon Wheeler (Vice President of the U.S. from 1877-81 and Malone native) a country store and library. The House of History is a good placed to learn about the town and village’s past, including the invasion of the British during the War of 1812, and the era as a thriving center of industry and transportation.

For nearly a century, beginning around the late 1890’s, Malone’s Ballard Mill employed many area residents. The mill was famous for its Malone Hunting Pants, heavyweight wool garments designed especially for warmth for guides, farmers, railroad workers, lumberers, and other who worked outside in the extreme Adirondack winters. The last major project of the mill was producing uniforms for the US 1980 Winter Olympic team. The Woolrich Company has since obtained all the rights to the name Malone and to make the pants available in washable wool. Today, the mill building, on the banks of the Salmon River, is the Malone Campus of North Country Community College.

The First Congregational Church, one of many striking places of worship in town, is a documented historic site on the State of New York’s Underground Railroad Heritage Trail. Anti-slavery meetings were held there and it is believed fugitive slaves were secreted in the basement.

The annual Franklin County Fair, a quintessential family-oriented agricultural fair, has been held annually at the expansive fairgrounds and buildings on Route 11 just as you enter Malone from east, for more than 160 years. In the children’s story Farmer Boy, Laura Ingalls Wilder, author of The Little House on the Prairie series, chronicles her husband Almanzo’s family’s trips to these same fairgrounds.

Town and Village of Fort Covington

Fort Covington was erected as a town from the Town of Constable in February 28, 1817. Fort Covington is one of the oldest towns in Franklin County. The Salmon River flows northwestward through the northern and eastern part of the town toward the border with Canada.

Unlike most of the other Franklin County towns along the Scenic Byway route, which were peopled largely New England, Fort Covington’s earliest settlers were from Canada, and were of French
extraction, with some sprinkling of English and Scots. The town was named in honor of
General Leonard Covington, who was mortally wounded in 1813 at the battle of Chrystler's
Farm in Ontario, considered to be the encounter that ‘saved Canada’ in the War of 1812.
The town would have been called simply Covington except that a town so named already
existed in the western part of the State so "Fort" was prefixed. Fort Covington saw much
action during the War of 1812.

Many types of mills, powered by the Salmon River, produced goods, including starch,
woolen fabric, milled woodwork, supported the community. In the mid 1800s Fort
Covington had larger populations than Malone, and was considered a more economically
and socially vibrant community. Today the Hamlet of Fort Covington is a small community,
with a few small commercial businesses.

ST. REGIS MOHAWK TERRITORY – AKWESASNE

The North Country Scenic Byway Route includes a section on NYS Route 37 that traverses
the St. Regis Mohawk Territory of Akwesasne, situated on the international border between
Canada and the United States.

The Mohawks who settled and occupied Akwesasne are descendants of the Iroquoian
people who have always lived along the St. Lawrence River and the Great Lakes Basin. In
fact, archaeological evidence indicates settlement patterns at Akwesasne dating to the
recession of the glacier around 8,000 years ago. Ancient campsites were used as hunting,
fishing and gathering sites, and continued to be used throughout the Mohawk’s wide
settlement pattern, which included the Mohawk Valley of New York State. The earliest
Christian records indicate a Mohawk settlement
dating to 1746, when Jesuit priests from
Montreal traveled upriver with a group of
Mohawk people and together formed the
present day site of Akwesasne. In 1753, a
church was built and that site still is present
today as the St. Regis Mission, named in honor
of Saint Francis Regis.

The historical name of Akwesasne referred to
the rapids of the St. Lawrence and the pounding
of the grouse (partridge) on logs during mating
season, hence the term Akwesasne: Land where
the Partridge drums. The river, known by the
Mohawks as "Kaniataratowanenneh," which
means big river, provides the people of Akwesasne with abundant resources from the
depths of its cool bottom to its shallow marshes. The mouths of the Grasse, Raquette, St.
Regis and Salmon rivers represented spawning grounds and provided cyclical harvests of

Abundant North Flow Waters, including the St.
Lawrence River, have long provided resources for
the St. Regis Mohawks of Akwesasne.
salmon, bass, sturgeon, walleye, northern pike, white fish, eel, and perch. The confluence of the four rivers provided an ecosystem that propagated basket making and pottery materials, and many varieties of fruit and nut bearing trees pertaining to the culture. The fertile river valley sprouted vegetables, fruits and nuts that supplemented a healthy diet of fish and wild game. The valley was also replete with birch and maple trees that were used to make containers and produced annual spring flows of sap. Strips of cedar bark were used for medicinal purposes. In between, the lowlands flourished with sweet grass and numerous varieties of medicinal plants indigenous to the area. Although hunting, fishing and trapping continued to be an important part of the economy and culture of the Mohawks of Akwesasne, agricultural and sweet grass basket making became increasingly important activities as the Mohawks were confined to the borders of the community and as their hunting areas were increasingly diminished.

The Mohawk Nation Council of Chiefs remains to this day, the only council in Akwesasne which recognizes and utilizes a traditional form of government led by clan mothers, faith keepers, and chiefs who are guided by the principles found in the oral tradition of the Haudenosaunee, including the Great Law of Peace, through a system of consensus, clan (extended family) titles and matrilineal governance.

Used with permission from Akwesasne Task on the Environment About Akwesasne https://sites.google.com/site/atfeonline/about-akwesasne

ST. LAWRENCE COUNTY

St. Lawrence County, situated along the southern shore of the St. Lawrence River, is the largest county in New York State. All of St. Lawrence County is within the Saint Lawrence Watershed, at the border of New York State and Canada. Significant north flowing tributaries in the county are the Oswegatchie, Raquette, Saint Regis, and Grasse Rivers, the last three which are crossed by, or meander along, the North Country Scenic Byway.

The area was used as hunting grounds by the Algonquin and Iroquois Indians and was the scene of some of the first French explorations. Generally across the region, both the French and English were eager to secure the help of Native Americans for several reasons. Indigenous groups provided security for the non-natives’ newly acquired lands. They were also adept at trapping and hunting, which contributed to the then profitable fur trade. Throughout this time the English maintained an alliance with the powerful Iroquois Confederacy.

St. Lawrence County was formed March 3, 1802. It was originally part of Clinton County, with the county seat in Plattsburgh. However, resident concerns over the distance and danger of traveling to Plattsburgh led to the formation of the new county.
St. Lawrence County also has the longest frontage on the St. Lawrence Seaway, the world’s longest deep draft inland waterway giving access to 15 U.S. and Canadian Ports. Opening June 26, 1959, the extensive system of canals and locks continues to be of vital geographic and economic importance to the Great Lakes system, connecting the lakes to the Atlantic Ocean. Because of the Seaway, ocean-going vessels can pass all the way to Lake Superior.

**Town and Village of Massena**

Massena, with a population of about 11,000 is in St. Lawrence County, just across the border from Franklin County and the Saint Regis Mohawk Territory. More than 9,000 years ago, the region was used extensively by Native Americans for hunting, fishing and gathering, and as part of trading networks that included regional minerals.

Massena was established in 1792 when Anable Faucher leased land from Canadian Indians who had received it as part of a treaty. Named for Napoleon Bonaparte’s General André Massena, the first settlers came to the area from Vermont. During the 1800’s, Massena became a health retreat for people who came to partake of the medicinal benefits in the mineral springs along the Raquette River. These sulphur springs provided a booming economy for the place known as Massena Springs, N.Y. Grand homes and hotels opened to accommodate the many people who came to "use The Massena Waters." The therapeutic waters were bottled and shipped far and wide. The Springs were the community’s primary industry until the beginning of the 20th century when industry harvested the area’s plentiful low cost hydro power. The Massena Museum has period rooms and collections and events open to the public to share Massena’s rich history.

Massena claimed the International Rapids on the St. Lawrence River for many generations and historical photographs show skilled riverboat captains navigating their cargo vessels through the treacherous waters. When the St. Lawrence Seaway was built in 1959, the Rapids were flooded for power generation and a series of “locks” were put in place to allow ships to transit the waterway easily. Massena houses the first set of U.S. locks to be traversed by vessels traveling from the Atlantic Ocean to the Great Lakes. With the completion of the Seaway, the ALCOA plant in Massena, recognized as the oldest continuously operating aluminum production and fabricating facility in the Western Hemisphere, was greatly expanded, bring millions of dollars and thousands of jobs to the North Country.
The Visitor Center at the Eisenhower Lock provides tourists and ship watchers with an observation deck where they can view commercial vessels and cruise ships from around the world as they transit the lock. Approximately 3,000 ships, from all seven continents, transit the St. Lawrence Seaway annually. They carry a wide variety of cargoes, including: grains, iron ore, coal, steel, wind turbines and wood products. The Center is open May through the first week in September.

The Robert Moses State Park offers a dramatic view of ocean going cargo ships passing through the Eisenhower and Snell Locks. A boat launch, picnic areas, and campsites are available as well as a visitors’ center.

Town of Norfolk

The Town of Norfolk is a small town between the Towns of Massena and Potsdam on the North Country Scenic Byway. It was settled in the early 1800s. The Raquette River traverses the town, and powered mills, including four paper mills. A portion of the Village of Norwood is in the Town of Norfolk.

Village of Norwood

The Village of Norwood began as the village of Potsdam Junction. Norwood began in the early 1800s with the arrival of New England farmers, and with the coming of the railroads in the 1850s and became a railroad center and industrial village surrounded by many prosperous farms. In the 1880s, residents wanted their own name identity. Legend has it that a local minister suggested the name, Norwood, based on a recently published book. He pointed out that it was an easy name to write because there were no T's to cross or I's to dot and no letter went above or below the line. The proposal was promptly adopted.

The coming of railroads in the 1850s brought people, industry and prosperity. The Watertown-Potsdam Railroad added to the industrial potential of the community by providing another means of transporting goods to the city markets. The
Northern Railroad was the innovator of refrigerator cars - they carried butter in specially built cars - the famous "icebox on wheels butter train." The railroads employed many local men and as the railroad junction expanded, the employment increased.

With the formation of the Racquetteville Water Company and the building of the dam, mills sprang up like magic along both sides of the river. Some of the industries that flourished for a time in the village were the sawmills, a broom handle factory, a flour mill, the Norwood Lumber Co., a marble works, a casket factory, and creamery and butter factories. Norwood was a busy and prosperous community in 1902; a census had listed 1734 inhabitants, telephone service was rapidly becoming a reality and electricity was lighting the streets and school. This pattern of living continued into the first quarter of this century when the increased use of the automobile spelled doom for the railroads and other factors lead to the closing of the mills.

The community is proud of its long tradition of enjoying music. The Volunteer Fire Department Band of Norwood (more familiar to many as the Norwood Brass Firemen) continues its long tradition as a community band. Dating back to the late nineteenth century, the band flourished until World War II. An all-volunteer brass band composed primarily of volunteer firemen was founded in 1945. The band has played in front of numerous audiences ever since. Visitors and local residents have enjoyed the free outdoor Norwood Village Green Concert Series since 1974. Performers include national and international music award winners, as well as local student musicians.

The Susan C. Lyman Historical Museum on Main Street chronicles Norwood’s rich history.

**Town of Potsdam**

The Town of Potsdam, part of Macomb’s Purchase, was founded in 1803, after David Clarkson and his brother-in-law purchased a large part of the Township of Potsdam. The Clarkson family was to become prominent and influential in the Town.

Within a year, settlers moved to the area. The north-flowing Raquette River, the second longest River in New York State after the Hudson, was a key factor in the settlement of the Town. The river, which rises deep in the Adirondack Mountains to the south, provided both transportation and power for the logging industry. As the land in the neighboring areas was cleared for farming, a lot of Adirondack timber was floated down the river to sawmills in Potsdam. In 1846, New York State classified the Raquette River as a public highway for the benefit of downstream lumber mills.

A sawmill was in operation and a gristmill was erected at the falls on the west side of Fall Island on the Raquette River. The next hundred years saw growth and prosperity in the Village, with sandstone, lumber and paper industries, two colleges and an active downtown business district.
Construction of the Niagara Mohawk power projects in the 1950s significantly altered the nature of the river corridor, as waterfalls and rapids were dried up or covered up and new lakes created behind the power dams.

The town name is especially well known by geologists, architects, and stonemasons. Potsdam Sandstone is a vast deposit of the oldest sedimentary rock in the region. Ebenezer Emmons, of the Geological Survey of New York, named it in 1838 for exposures along the Raquette River south of Potsdam. Historic public buildings, churches, and elegant homes constructed of this strong dense material with its pinkish red color can be seen throughout North Country Scenic Byway communities. Potsdam Sandstone was also used in construction throughout New York State, including Columbia College in New York City and at All Saints Cathedral in Albany. One of the most famous buildings incorporating Potsdam Sandstone is the Library of Parliament in Ottawa, Ontario.

**Village of Potsdam**

The Village of Potsdam was founded in 1803 by Benjamin Raymond, a land surveyor for the Clarkson family of New York City who were majority owners of the 40 mile-square Town of Potsdam. Within a year, settlers moved to the Town to plant farms in the wilderness, a sawmill was in operation and a grist mill was erected at the falls on the west side of Fall Island on the Raquette River. The next hundred years saw growth and prosperity in the Village, with sandstone, lumber and paper industries, two colleges and an active downtown business district. Serving for nearly two centuries as the county's "cultural and educational center," Potsdam is home to Clarkson University, SUNY Potsdam, with the world-renowned Crane School of Music.

The Potsdam Public Museum was founded in 1939 to house an extensive collection of English pottery was given to the village by Frank and Harriet Burnap. The basement of the library building, Elm and Park Streets, was remodeled to house the collection, and the Museum opened in 1940. Many historical items have been given to the Museum, including glass, china, furniture, costumes, farm and household tools, and much material relating to the history of Potsdam, St.

*Village of Potsdam.*
Lawrence County and the area. The museum has an extensive collection relating to the significant involvement of volunteers and communities from Clinton, Franklin, and St. Lawrence counties in the Civil War. Today, the Museum is an active cultural and educational community agency, with a full program of rotating exhibits, and research assistance. The Museum’s web site is [http://www.potsdammuseum.org](http://www.potsdammuseum.org).

In 1979, Market Street in Potsdam, N.Y. from Main Street to Depot Street was placed on the National Register of Historic Places. These two blocks are the original Village business districts, dating from the 1820s to the 1930s. The buildings illustrate a variety of 19th and 20th century architecture, and the development of the use of Potsdam sandstone in construction.

**Town of Canton**

The Town of Canton, established in 1801, includes the Village of Canton on the North Country Scenic Byway. The town’s name was designated by New York State land commissioners at a meeting in New York City in 1787 and is believed to be in honor of Canton, China and related to the Colonial trade routes that were opened to the Orient.

The Town encompasses farms, meadows, woodlands and expanses of open spaces. It is located eighteen miles from the Canadian border in the broad St. Lawrence River plain, with the Adirondacks just to the east.

**Village of Canton**

The Village of Canton has been one of the most significant communities in St. Lawrence County since it became the county seat in 1830. Approximately 19 miles of the Grasse River is located in the Town and Village of Canton. Canton used the abundant waterpower of the Grasse River, to support its development as a north-country industrial center in the early to mid-nineteenth century. It became the county seat of St. Lawrence County in 1830.

Canton’s rich history is well preserved in its large inventory of historically and architecturally notable public buildings, churches, banks, homes and properties both in the Town and Village. The Canton Historic District includes the Village Park Historic District, Willow Island and Falls Island, and all other property on Main Street, East Main Street, West Main Street, Park Place, Park Street, Court Street, Hodskin Street, and Riverside Drive. A sizable collection of National Register properties is located in Canton. This collection of distinguished sites is noteworthy for a rural community.

One of the showcases for Canton history is the Grasse River Heritage Trail, located on Coakley Island and Falls Island in downtown Canton. This park includes interpretive signs detailing the history of the Grasse River. The trail begins at the historic King Iron Bowstring Bridge, which was originally built in the 1870s and fully restored in 2007. This bridge
connects Coakley Island to the 4.4 acre Falls Island, which was the heart of the manufacturing district in 19th century Canton. The dense settlement of downtown Canton, still prevalent in the village today, is attributed to the location of gristmills and saw mills established on both sides of the river, as well as other industries such as the workshop of J. Henry Rushton. Rushton was considered one of the premier canoe makers in the United States. During the late 1800's, his boats, canoes, and paddles were used extensively on Adirondack lakes and streams, and were on display at world's fairs and expos. Rushton’s wood-canvas canoes are still very much treasured, and used, by paddlers devoted to traditional crafts.

The Village is home to St. Lawrence University, established in 1856, and State University of New York (SUNY) Canton. Among notable and historic citizens are renowned sculptor-artist Frederic Remington and former New York Governor Silas Wright. The St. Lawrence County Historical Association and Museum are located in the Silas Wright home. The gift shop features local interest books, historic building models, as well as hand-blown glass ornaments.

Another showcase of North Country living history is the newly renovated TAUNY center at 53 Main Street. TAUNY (The Traditional Arts in Upstate New York) is dedicated to helping people understand and appreciate the folk traditions and local culture of the past and present in New York State’s North Country. TAUNY staff work with artists and professionals from across the North Country to develop and present programs that showcase the distinct identity of the region. Programs are held at TAUNY’s center in Canton and at other venues in Northern New York. The gallery features changing exhibits and the North County Folkstore features authentic locally crafted items of all types from Amish baskets to quilts, honey, candy, maple syrup, candles, carvings books and special recordings. http://www.TAUNY.org

Historic Silas Wright House in Canton is home to the St. Lawrence County Historical Association and Museum.

Displays, activities and events at TAUNY (Traditional Arts of Upstate New York), on Main Street in Canton, link the areas rich past folk culture heritage with the present.
North Country Scenic Byway

County/Tribal Historians on the Byway

These historians, their museums, and websites offer connections to the many additional special and diverse museums and historical societies in North Country Scenic Byway communities and have many printed and catalogued resources.

Clinton County

Anastasia Pratt, Historian
Clinton County Government Center
137 Margaret St., Suite 105
Plattsburgh, NY 12903
Phone: 518-565-4749
Email: pratta@co.clinton.ny.us
Website: www.clintoncountygov.com/departments/historian/historianhomepage.html

Franklin Country

Jennifer Robert, Historian
Franklin County Historical Museum and Society
P.O. Box 388
51 Milwaukee Street
Malone, NY 12953-0388
Phone: 518-483-2750
Email: director@history.org
Website: www.franklinhistory.org

St. Regis Mohawk Tribe

Arnold Printup, Tribal Historic Preservation
St. Regis Mohawk Tribe
412 State Route 37
Akwesasne, N.Y. 13655
Phone: 518-358.2272 ext. 164
Email: arnold.printup@srmt-nsn.gov
Website: http://www.srmt-nsn.gov/

St. Lawrence County

Trent Trulock, Historian
The St Lawrence County Historical Association
3 East Main Street,
Canton, NY 13617
Phone: 315-386-8133
Email: go to contact form on website
Website: [http://www.slcha.org/](http://www.slcha.org/)

For connections to **additional historical contacts**, historical sites, museums, and resources go to:

- Adirondack Coast Cultural Alliance [http://www.adkcoastcultural.org/index.html](http://www.adkcoastcultural.org/index.html)
- Lakes to Locks Passage All American Road [http://www.lakestolocks.com](http://www.lakestolocks.com)
- Great Lake Seaway Trail National Scenic Byway [http://www.seawaytrail.com](http://www.seawaytrail.com)
North Country Scenic Byway
THE VISITOR’S EXPERIENCE

Starting around Mother’s Day in May when the many lilacs are in bloom, and ending in late October, visitors to this Byway will find chicken dinners, barbecues, parades and, community garage sales as opportunities to meet the colorful and interesting people who call this area home and make it such a great place to live and visit.

Boundless horizons, and bountiful waters are an integral part of the attractions of this Byway. The easternmost portion of route runs along the escarpment that separates the northern foothills of the Adirondack Mountains and the St. Lawrence River. There are several locales with long and inspiring vistas into Canada, which is never more than 15 miles away. The western section starting mid-route in Malone descends gradually to the St. Lawrence.

Rouses Point, in the northeast corner of Clinton County in Northern New York State at the outlet of Lake Champlain, is the eastern terminus of this Scenic Byway that runs west along US Route 11, through Malone, NY and then northwest along NYS Route 37 to NYS Route 56, then south along the recommended extension of this Byway to Potsdam to rejoin US Route 11 going south and ending in Canton, NY near the Grasse River. This 121.5 mile Byway offers some of the easiest and most spectacular driving along any of the scenic byways in the State.

Rouses Point has historically been a gateway community at the intersection of water, rail, and, highway routes between Canada and the United States, and between Vermont, northern New England and Northern New York State. The Village is at the intersection of this east-west New York State Scenic Byway and the north-south Lakes to Locks All American Road, part of the National Scenic Byways network. All visitors appreciate the Village’s

Boundless Horizons north to Canada and the St. Lawrence River and south to the Adirondack Foothills highlight visitors’ experiences along the North Country Scenic Byway. This view of a farm off US11 near Chateaugay includes the St. Lawrence River and Canada on the far horizon.

Bountiful North Flow Waters of the North Country Scenic Byway include Lake Champlain. From Rouses Point, the High Peaks of the Adirondack Mountains can be seen on the far horizon to the south.
charming downtown with its classical architecture, peaceful lakefront park, and lively Main Street that is home to a variety of stores, specialty shops and interesting restaurants. Today the Village is home to several marinas providing services to boaters from Quebec, Canada and residents of Vermont and New York State.

Leaving Rouses Point, you begin a gradual climb in elevation from around 95 feet above sea level. All around are open fields of working farms. Looking west and south from the Village you can see the majesty of the foothills and distant high peaks of the Adirondack Mountains. This changing vista pops up frequently as you head west.

Known in the earliest days as the Chateaugay Trail, today’s Byway traverses six major northern flow rivers: the Great Chazy, the Chateaugay, the Salmon, the St. Regis, the Raquette, and the Grasse. Settlement patterns on the Byway center around locales where these rivers and smaller streams begin the drop down into the St. Lawrence River plain; waterpower, navigable waterways, and the commercial interests that depended on them, coupled with excellent soils, and abundant forests were the primary engines of early economic growth. Agriculture remains today the dominant primary economic engine along the Byway.

The next village center is Champlain, about a half mile north of US Route 11. Located on the Great Chazy River, this community has a long history as a transshipment and border location with Canada for north-south commerce. Warehousing facilities and one of the busiest customs and truck crossings in the northern United States dominate community activities today. Like Rouses Point, both communities were the sites of major conflicts during the French and Indian War, the American Revolutionary War, and the War of 1812. The Byway crosses west over Interstate 87 at Champlain.

Continuing west, the Byway parallels the Great Chazy River. The stretch of the Byway between Champlain and the next village of Mooers is relatively flat and wide open. The Village of Mooers is in transition like many of the communities along the route. Growth in the City and Town of Plattsburgh just a few miles to the south is beginning to drive new residential and commercial activity. The annual Labor Day parade is a big event, draws thousands of spectators and is sponsored by the volunteer firefighters of this and surrounding communities. Continuing Mooers’ long tradition of local entrepreneurship, located within the old village limits are several businesses that serve the agricultural including farm machinery and supply stores. There are also a barber shop, two convenience stores, and a restaurant. Civic buildings include the US Post Office, the fire station, the Town Office.

On many holidays, visitors to the Scenic Byway will enjoy long-celebrated North Country traditions, like this Labor Day parade in Mooers.
complex, the senior citizens center, the elementary school, and three churches.

Mooers Forks, three miles to the west on US Route 11, has a unique claim to fame. St. Ann’s Church, the Roman Catholic Parish in this small community has produced eight priests, including a Bishop. Many of the social and community events are centered around and organized by parishioners. Here you will see the Adirondack Pine Furniture Company, a flower shop, a grocery store, the Post Office, two auto garages.

Rolling countryside, fast moving water in the Great Chazy, and vistas of boundless horizons are highlights of the stretch of road leading to Ellenburg Depot, the next stop, another of the communities on the byway route that were also an important rail stop for passengers and freight. The Rutland and Ogdensburg Railroad right of way, abandoned in the mid 1960s can still be seen, even as the rails have been removed.

All along this portion of the Byway, travelers looking for radio stations are likely to find many broadcasts that originate in Canada, with some of them in French. The border with Canada is quite close along the length of the Byway. The proximity to Canada has been, and remains today, a rich intersection of culture and food. Many families living in the small villages and towns along the byway trace their ancestry to original settlers of the region who married Canadians of French or Irish descent.

Leaving Ellenburg Depot, looking southwest, you can see more closely dozens of wind turbines on the hillsides. These machines harness ever-present prevailing northwest winds. Landowners and local communities benefit from royalty and tax payments from these investments.

The next center is Ellenburg Corners. As you enter from the east, cemeteries on both sides of the highway are the resting place for many early settlers. Historic St. Edmunds Catholic Church here has some of the most beautiful stained glass windows in northern New York. Continuing west there is a small increase in elevation. Traveling along the next few miles brings vistas of farmsteads and fields edged by woodlands. An interesting three-mile detour to the north on Looby Road towards Churubusco climbs to the highest point on a former rail line. The hamlet has a beautiful stone church. Getting back on US 11, you will see close up and in detail the 40-story wind towers that are now a major physical feature of the area.

The Town of Chateaugay, established in 1799, was the first town in Franklin County. It is located just a few miles west of the boundary line with Clinton County. The Town is the
main job center in northeast Franklin County and the Village of Chateaugay is the home of the McCadam Cheese factory, an important farmer-coop owned manufacturer of award winning New York State cheddar. Just before reaching the Village of Chateaugay, on the right is the road to a New York State Fish Hatchery, interesting to visit. Moving west and looking off to the north is one of several places where the vista into Canada is wide open. On a clear day it is possible to see the foothills of the Laurentian Mountains, 90 miles away. Lake St. Francis, an impoundment of the St. Lawrence River is also visible.

In the Village of Chateaugay, you will see an intact village that is slowly recovering from too many years of neglect. In the village center at the intersection of US 11 and NYS 374 if you turn south you will see the signs for the small factory store near the cheese factory that is a good place to sample and buy some of the tastiest cheddar made.

Just west and south of the Village the potential of 120-foot High Falls continues to provide energy for commercial enterprises. Visitors can get to the falls following signs after crossing the bridge over the Chateaugay River. The river below the falls is known throughout the Northeastern United States as one of the premier trout spawning streams. Catch and release fishing is encouraged.

Continuing west, you’ll find other locales with vistas into Canada, especially from Thayer’s Corners through the Town of Burke near the highway garage complex. Notice the diversity of farming; mixed with dairy farms are specialty hay farms for the horse racing industry in downstate New York and the Mid-Atlantic States. You will see sheep, horses, llamas, alpacas, and different breeds of dairy cows and beef cattle sharing pastures.

Malone is your next major village. The Byway broken into two parts, with an approximate midpoint in Malone, offers a leisurely exploration today of what was the northernmost migration trail from New England for settlers seeking more land following the Revolutionary War against the British. Just before entering the village proper is a road leading to the Wilder Farmstead, the boyhood home of Almanzo Wilder of the Little House on the Prairie series of stories about early America. The attraction recently celebrated its sesquicentennial and receives visitors from around the world.

Malone is the seat of county government and the site of the annual Franklin County Fair in August. It is at the intersection of the Adirondack Trail and the North Country Scenic Byways. The Village has the largest number of Victorian era homes in the North Country. Take a ride or stroll around the side streets to see many grand “painted ladies”. The route crosses over the Salmon River right in downtown. Turning south towards Duane Street, just after going over the bridge, will take you to Rotary Lake where in early
Spring and late Fall, thousands of Canada and Snow geese stop on their semi annual flights north and south; an awesome spectacle of nature. Returning into the Village to get on US 11, looking south down into the river you can see the penstock pipe that feeds a hydro generator. The nearby Horton Mill is a remnant of a major industrial enterprise.

Restaurants and motels are many in Malone, a handy stopover point. Be sure to also visit the Franklin County Historical Museum with its genealogy information center to track many if not all north-country families. The local cemetery is the resting place of Malone native William A. Wheeler, US Vice-President during the administration of President Rutherford B. Hayes in the late 1870s.

Overnight accommodations are also found in Akwesasne, Massena, Potsdam, and Canton, and there is a small motel in Ellenburg Corners. Travelers should explore the locally owned eateries to be found in every village along the route. If you haven’t tried poutine (French fries with cheese curds, smothered in brown gravy), you should. At numerous farm stands, including those of Amish settlers in the area, stop to enjoy fresh in-season fruits, vegetables, and baked goods proudly offered by the owners.

In Malone, at the intersection of US 11 and NYS 37 the Byway turns to the right and goes northwest. Just a bit further down the road you can see a huge vista looking down into the St. Lawrence River valley and across to Canada. The route goes into Westville. Located along the banks of the Salmon River, the community is surrounded by rich farmland.

The next community, Fort Covington, is also located on the Salmon River. An important rail line crosses into Canada through this Village. The international border is just outside the northern edge of the village. Like many border communities the village shares services like fire prevention with its sister community in Canada. Interesting home architecture and splendid churches should not be missed.

Just west of the Village of Fort Covington the vista looking south is of rolling farm uplands and the northern foothills of the Adirondack Mountains. The easy turns and straightaways, typical of the entire Byway route, make this an easy drive.

Just after leaving Fort Covington, the Byway enters the Mohawk territory of Akwesasne, situated on the international border between Canada and the United States. The North Country Scenic Byway is one of the few Byways in New York State that travels through a First People’s reservation.
Coming into the St. Regis Mohawk Community of Akwesasne, Hogansburg marks the commercial development of the St. Regis Mohawk Tribe. Gas stations, cigarette vendors, and convenience stores dot the roadside. The Byway passes numerous small family-owned businesses, restaurants and a modern casino and hotel that provide good paying jobs for residents on the reservation and hundreds of other North Country residents in Franklin and St. Lawrence counties. The Library and Cultural Center, an educational resource center for more than thirty years is a good place to learn about Iroquois culture, history, and the talents of local artists. The Akwesasne Museum features exhibits on the continuing cultural heritage of the Akwesasne Mohawk people. Visitors should be mindful and respectful of the Akwesasne heritage and cultural environment. (See Tribal Lands Visitor Guidelines in the following section.)

Leaving the reservation, the route crosses over the St. Regis River and passes by a former automotive parts factory and the giant Alcoa aluminum plant. Sited near the Robert Moses-Robert H. Saunders Power Dam, this is one of the world’s leading aluminum production facilities.

The next community on the Byway is Massena. In the Massena area, sometimes considered the gateway to the “Fourth Coast” Great Lakes region of the United States, visitors can watch ocean going vessels from around the world navigate the St. Lawrence Seaway. At the eastern gateway into Massena turn north in front of the Seaway Mall to head to Robert Moses State Park and the Hawkins Point Visitor Center on Barnhart Island. Before reaching the park, from May to Labor Day, the Seaway Visitors' Center at the Eisenhower Lock provides tourists and ship watchers with an observation deck where they can view commercial vessels and cruise ships from around the world as they transit the lock, a change of 38 feet. Approximately 3,000 ships, from all seven continents, transit the St. Lawrence Seaway annually. They carry a wide variety of cargoes, including grains, iron ore, coal, steel stone, steel slabs, and project cargo.
Located partly on the mainland and partly on Barnhart Island the park is accessible by a tunnel under the Eisenhower Lock. A multitude of year round recreational opportunities can be enjoyed at the park’s nature center and trails. The Hawkins Point Visitor Center, operated by the New York Power Authority, has a wealth of information and many exciting hands-on exhibits on energy, electricity, history, and the environment. The audiovisual terrain map charts the course of the mighty St. Lawrence River from Ogdensburg to Massena.

Returning to NYS 37, you continue west to the intersection with NYS 56. Turn left to go south. This Byway segment features more rolling country, and boundless horizons. It also parallels the Raquette River, a river with the most impoundments east of the Mississippi River. Just before crossing the river in Raymondville, in the Town of Louisville, a golf course beckons. The communities of Norfolk, Norwood, and Unionville are sites of dams that harnessed the power of river for industrial concerns that have moved away. Electricity is still generated at these facilities. An innovative concept initiative by residents all along the Raquette is the development of a Blueway, a route for paddlers that provides historical perspective and a recreation experience for all ages.

The Town and Village of Potsdam are next on the Byway. The Raquette River runs through the heart of the community that is home to Clarkson University and the State University of New York, Potsdam. The Village downtown is a very special place, encompassing one of the last remaining Victorian-style, pedestrian-friendly streetscapes in northern New York. Visitors to the unique niche “mom and pop” businesses will remark that shopping in downtown Potsdam is like taking a step back in time. Potsdam’s success in maintaining its downtown core is the result of efforts and investments to repair and preserve the historic structures on the banks of the Raquette River.

In Potsdam, follow US 11 south to the Town and Village of Canton. The western terminus of the Byway is located at the intersection of US 11 and NYS 68, just past the bridge over the Grasse River that flows through the center of the Village. The
community is home to St. Lawrence University and the State University of New York, Canton. A village green is the site of a weekly farmers’ market, and seasonal craft fairs. Across from the village green is the Silas Wright House, the home of the St. Lawrence Historical Society and an important store of the rich history of this seat of County Government.

The County building complex is a showcase of the Potsdam red sandstone that is also a feature of public and private buildings in both communities.

In the heart of the Village is a unique enterprise, Traditional Arts of Upstate New York (TAUNY) that features a changing display of tactile and textile arts of local artisans; the historical perspective offered by TAUNY’s offerings make for an interesting visit. It is also the site of a visitor’s center that highlights the folk culture and local traditions of the North Country Scenic Byway, as well as the Maple Traditions Scenic Byway that also travels through Canton.

*Changing exhibits at the Visitors Center at Traditional Arts of Upstate New York (TAUNY) in Canton chronicle the rich folk traditions of the Adirondack North Country*

*Historic public buildings in Canton, the County Seat of St. Lawrence County, are good places for Byway visitors to see examples of architecture using of locally mined Potsdam Sandstone that is used in buildings throughout North America, including the Parliament Buildings in Ottawa Canada*
North Country Scenic Byway
THE VISITOR’S EXPERIENCE

The Foundations of Haudenosaunee Culture

The Mohawk community of Akwesasne is a member of the Six Nations Iroquois Confederacy, the Haudenosaunee. This information is provided to give Byway planners and visitors a brief cultural context to Akwesasne beliefs that are reflected in Saint Regis Mohawk Tribe community lifestyle, the arts, and cultural events.

The Haudenosaunee Creation Story, the Thanksgiving Address, the Great Law of Peace, the Two Row Wampum, and the Code of Handsome Lake are the foundations of Haudenosaunee culture. Each represents a unique way of thinking, being, seeing, and a protocol that is grounded in the environment and in a respect for all living things. The turtle, which symbolically represents the formation of the earth among the Haudenosaunee, is one of many species of life that holds certain responsibilities to the natural world. Humans, as one species, have a responsibility to be the voice for those who cannot talk our language - those of the natural environment of fish, birds, grasses, trees, etc, as well as those unborn - for the natural world and to ensure the cycles of creation continue for all future generations. This sacred trust is evident in the measured ways in which our people used the natural resources around them, ensuring that only what was needed was taken so that a species of plant, fish, or wild game would be able to regenerate and flourish in subsequent years and for future generations. That respect for life is a large part of the Thanksgiving Address which provides us the opportunity to greet, honor, and thank all species of creation so that we, as humans, may survive.

Text used with permission from Mohawk and Haudenosaunee Culture, Akwesasne Task Force on the Environment website: https://sites.google.com/site/atfeonline/home/haudenosaunee

Traditional sweetgrass and ash baskets, some with intricate designs such as strawberries, are authentic crafts offered by Akwesasne artisans in shops along the Byway.

Visitors to the Byway can meet Akwesasne artists who keep traditional crafts, such as ceremonial beadwork, a vibrant part of the community’s heritage.
Tribal Lands Visitor Guidelines: Respecting the Akwesasne Cultural Heritage and Environment

This section is provided for parties involved in planning and implementing projects for the North Country Scenic Byway and also for visitors, to help guide appropriate actions. This will enable them to experience Akwesasne in a positive manner that respects the Akwesasne cultural heritage and environment.

The St. Regis Mohawk Community is home to living Native American cultures and people. When visiting this community, behave as if you are a guest in someone’s home and abide by the recommended visitor etiquette:

- Visitors are welcome at businesses in Akwesasne. At gas stations an attendant will pump your gas for you. You will find shops that sell cigarettes, quilt and craft supplies, and gifts, as well as institutions such as the library and cultural centers. Many events are open to the public, such as the PowWow and Ronathahon:ni’s Friendship Days.
- Drive slowly in tribal communities, watch for children and animals.
- Limit your questions about religion and culture, as some subject matter is not for public knowledge.
- Do not disturb or remove plants, rocks, artifacts or animals.
- Contact tribal offices or visitor centers to determine if dances and events are open to the public.
- Help keep tribal lands clean and please don’t litter. Place refuse in trashcans or take it with you.
- Do not bring, alcohol, drugs or firearms into tribal communities.
North Country Scenic Byway
THE VISITOR’S EXPERIENCE

The View at the Top of the State

Observations on What Makes the North Country Way of Life Special
by Varick A. Chittenden, a North Country native, and the founding director of Traditional Arts in Upstate New York [TAUNY]

Among the most rewarding and memorable aspects of visitors’ experiences of a Scenic Byway are the direct connections they make with the people who live and work in the Byway Corridor. The following essay by Varick Chittenden is provided to give Byway planners and implementers a special sense of what visitors might look for and learn if they “asked a local.”

If you’re headed to New Orleans, you can start at Rouses Point. From Lake Champlain to Lake Ponchartrain, it’s about 1600 miles on historic US Route 11. To get there from here, you will first travel through New York’s “North Country,” an auspicious beginning.

Scholars, politicians, even local residents disagree about the region’s boundaries. Some say it’s the fourteen counties north of the Mohawk River or about one-third of the whole state. Others insist it’s only a few northernmost counties, and the Adirondacks are a world apart. But county and town lines, as well as the blue line that designates the forever-wild Adirondack Park, are results of political decisions—often made by outsiders to satisfy political or economic interests—that may have little to do with the local way of life. However, no one questions the claim to the name in communities immediately adjacent to the Canadian border, where small businesses, organizations and even government agencies describe themselves as North Woods, North Star, Tru-North, Borderline and, most commonly, North Country.

What is this place we call “the North Country” and what makes it special? First of all the term is not exclusively a New York State idea. It’s shared by people from Maine to Washington state. But in New York state, it’s often perceived in relation to life in “New York,” assumed by the rest of the world as urban, wealthy, and hip. Early historical maps simply designated our region as “wild country.” Landscape plays (and has always played) a dominant role in the lives of both visitors and residents. The beauty of nature abounds. The open sky—brilliant blue on a summer day, and star-studded on a clear winter night—is beyond description. The rich spring greens in May and June and the spectacular colors of autumn leaves are cherished by locals. Woods and water are our greatest natural assets. Lakes, ponds, streams, and rivers are scattered over the entire landscape. Wooded areas—from dense mountainous forests to farm woodlots and village parks and streets—are lush and ever changing.

To those who have passed through once or twice—or maybe never been here at all—the
North Country may seem a little off-putting, often summed up tersely as “beautiful but cold!” Locals joke that we have four seasons—almost winter, winter, still winter, and road construction! No matter how one defines it, life in our region is remote from urban centers (our closest cities are Syracuse, Albany, Montreal and Ottawa, a foreign capital!) and people are often remote from each other (some kids ride an hour each way to school). While the region thrived a century ago—with growing industries, bustling small towns, and an energetic workforce—it has been slowly declining since. The poverty and unemployment rates are high, the population is aging, and young people leave, usually reluctantly, for greener pastures. The population of most northern New York counties has remained pretty constant for the last hundred years.

So, who does live here? There are descendants of New England farmers—particularly Vermonters—who first settled in the very early nineteenth century and of French Canadians who arrived a few decades later to work in the lumber woods or related industries. With the arrival of railroads and factories, the Irish and Italians, as well as other Europeans, found work here and some families have stayed. Today, it’s dairy farmers, woodsmen, factory workers, public employees (education, health care, and government jobs are big), independent business operators, and retirees who call the North Country home. It’s also where young professionals have come to start their careers, fallen in love with the place, and stayed. And where people, seeking relief from conformity and city life, come back to the land to make a life that’s simple and rewarding, sometimes even becoming community leaders.

What is it then that makes the North Country such a special way of life? Ironically, the conditions that make it seem challenging for some bring out the best in others. Beginning with the first settlers, those who succeeded here took pride in their independent thinking, self-reliance, resilience, and resourcefulness. Many who have followed, natives and transplants, have shown the same spirit. We treasure more elbow room and a slower pace than our city cousins have. We take great joy in living near the Adirondacks, Lake Champlain, the St. Lawrence River and the Thousand Islands. We’re proud of our history, love the outdoors in all seasons, and take life along an international border for granted. It’s usually evident in the little things of daily life, so I invite observant travelers to keep looking and listening as you visit.

From Rouses Point to Canton, the Scenic Byway route—with Malone, Akwesasne, Massena and Potsdam along the way—is 121.5 miles of true North Country, with more than half that distance traveling along U.S. Route 11.* While for most of its great length, U.S. Route 11 runs north to south, right here it is east to west, starting with a view to the east of the Green Mountains of Vermont and ending in the agriculturally-rich St. Lawrence Valley. As you go, you’ll cross several powerful rivers—the Great Chazy, the Chateaugay, the Salmon, the St. Regis, the Raquette, and the Grasse (most flowing north from the High Peaks of the Adirondack Mountains to the St. Lawrence River).

*US Route 11 directly connects the villages of Rouses Point and Canton. The North Country Scenic Byway corridor leaves US 11 in Malone at NY Route 37, travels northwest for about 37 miles to Massena, from Massena continues on NY 56 20 miles to Potsdam, where it again connects with US11, terminating in Canton.

Inserted by Byway planners for clarification.
To many visitors along this route, life may seem small scale. There are herds of black and white Holsteins and soft-brown and white Guernseys on family dairy farms, with small barns and outbuildings and modest farmhouses. The hamlets and villages may boast a traffic light or two; most do not. You can sometimes travel miles without seeing many other travelers; when you do, don’t be surprised if they wave. Since this is the major route along this corridor, there’s plenty of truck traffic, night and day; long freight trains from and to Canadian cities pass through several times a day, causing drivers one of the few delays along the way. And the only commercial air service along the way is at Massena International Airport, with direct flights three times a day to Albany!

If it’s lots of fast food choices and a strip of recognizable franchises you’re looking for, you may want a different route. Small shops—usually of the mom-and-pop variety—prevail. There’s a convenience store for gas and the basics or a diner with home cooking every few miles. If you’re shopping, look for some local favorites. There’s Champlain Valley apples from the largest McIntosh orchards in the world, McCadam sharp cheddar cheese (whose history goes back to when cheese factories were as common as one room schoolhouses in the North Country), and Glazier hot dogs, the bright red frank with a crispy natural casing. If you stop for lunch, “michigans”—a very local version of the decorated hot dog with a savory meat sauce—and Quebec-inspired poutine—a stack of french fries, melted cheese curds and brown gravy—are authentic local choices. And signs for home businesses are everywhere along the route—farm stands, beauty shops, used car dealers, taxidermists, maple producers, and crafts shops are a few. To make a decent living, people in the area have long needed a second income, so the entrepreneurs among us set up shop.

An awareness of the climate and weather is ever present. Woodpiles and snow fences dot the landscape, some all year long; piles of sand and salt rise and fall around highway department garages with the seasons. Roadside markers for snowmobile trails and pickup trucks with snow plows are common sights. Nearly every community of any size sponsors some kind of winter carnival or cabin fever festival from January to March. Cemeteries have holding vaults for burials awaiting a spring thaw. And in this land where Lake Placid is an international destination for winter sports, residents have always enjoyed outdoor winter activities—hiking, snowshoeing, skiing, and skating (snowmobiling is more recent). But ice hockey rules. From Midgets to Seniors, there’s a league for nearly everyone, male and female alike. Between Rouses Point and Canton, there are fourteen regulation size hockey arenas, to say nothing of countless backyard rinks and frozen ponds. The rivalry between St. Lawrence University and Clarkson University teams and fans for local bragging rights on and off the ice is legendary.

Summer is short and people cherish it. Lawn care and gardening, barbecues, going to camp, boating (in Lake Champlain sailing yachts to Rushton wooden canoes), fishing, festivals, reunions, and fairs consume people’s lives from Memorial Day to Labor Day. It’s hard to get much business done here in August.

Like the icons of American literature a century ago, small towns are the centerpieces of
North Country life. While many still have local businesses scattered about, classic
downtown streetscapes—including general stores, drug stores, hardware stores, and
numerous tradesmen that once thrived have gradually disappeared. Simple country
churches for several Protestant denominations and Catholic parishes have survived.
And, while the old gathering places—like barber shops, Masonic or Odd Fellows lodges,
and taverns are harder to find, nearly every community has a veterans’ post and a fire
hall. Today, fire and rescue squads are often the backbone of community-minded
efforts to help neighbors in need. Church suppers, chicken barbecues, pancake
breakfasts, chicken and biscuit dinners, and harvest suppers are commonplace for
fundraisers and socializing.

The larger villages along the way have their own identities. Historically, Malone has
been an agricultural town, the home of the Franklin County Fair and truck farms for
potatoes, broccoli and spinach. Massena is an industrial center, where Alcoa operates
the oldest aluminum smelting and fabricating plant in the world. Since the early
twentieth century and the arrival of immigrant laborers, it has been the most ethnically
diverse community in our region. Potsdam and Canton are college towns. Here you can
find interesting restaurants, specialty grocery stores, pubs, bookstores, and cultural
activities like no other in the North Country.

An interest in history is important in the North Country. Most communities have their
own little historical societies and museums, where you can find anything from early
handmade craftsmen’s tools to diaries and records that are a genealogist’s dream. It
may be a secret to the rest of the world, but towns along this route were important to
some major historical events and movements, beginning with skirmishes in the War of
1812, to secret hideaways for the Underground Railroad, rum running across the border
during Prohibition, major US Army maneuvers for World War II, and the building of the
St. Lawrence Seaway in the 1950s, said by some to be one of the world’s greatest
engineering achievements.

Historic markers along the trail identify sites as diverse as the winter of 1814 quarters
for the American army in Fort Covington, the Lost Dauphin Cottage in Hogansburg
(home of Eleazer Williams, an Episcopal clergyman and “Missionary to Indians/Reputed
to be the son of Louis XVI”), and the birthplace of William P. Rogers in Norfolk, Secretary
of State in the Nixon years. En route you can also find the final resting places for some
celebrated Americans. To name a few: in Malone, there’s Orville Gibson, a luthier and
founder of the guitar company that bears his name today, and William Wheeler, a
politician and one of our least known Vice Presidents (for Benjamin Harrison, from 1877
to 1881); in Potsdam, for Julia Crane, a pioneer in music education and founder of the
Crane School of Music at SUNY Potsdam; and in Canton, for Frederic Remington, a
native son who became the great illustrator of the American West.

Most residents of these North Country counties take living along an international border
in stride. Travel back and forth over bridge or land crossings is ordinary. Now and in the
past, Canadian life has influenced people on this side of the border: local fiddlers were
fans of Canadian stars they first heard on their radios in the 1930s; the first television broadcasts we received in black and white were from Ottawa and Montreal; and weekend getaways for shopping, dining and entertainment are still a bonus for many. For most of this route, you’re within a stone’s throw of the boundary line. At Rouses Point, some traffic signs are in French; going west you’ll see directional signs for typical villages like St. Chrysostome in Quebec, just three miles distant, where over ninety percent of the population speaks only French. Don’t be surprised if you get more French than English language stations as you tune your car radio. Outside Massena, you can cross to Cornwall in English-speaking Ontario, a small city that’s a bustling mix of heavy industry and commerce. And, while you’re here (on both sides of the river), listen for the local dialect: “Your mother-in-law is out and about, eh?”

Along this route, too, is the rare opportunity to travel through the St. Regis Mohawk Nation–Akwesasne or “The Land Where the Partridge Drums.” This is sovereign Native American territory, and you’ll be frequently reminded by the hand-painted murals that proclaim both Mohawk identity and independence. Along the way, you can find the busy casino and bingo palace and plenty of places to buy cigarettes and gas, without state sales tax. You should also look for traditional Mohawk culture–lacrosse games at the arena, corn soup and fry bread at local eateries, beadwork and the elegant sweetgrass baskets for which local women have made themselves famous at the tribe’s cultural center and gift shop.

If you’re not in a big hurry, a trip across the top of New York State in any season of the year is time well spent. There’s a lot more here than wild country. Along the way you can catch glimpses of picturesque mountains as old as time itself and sculptural windmills in a scene like futuristic fiction; of grand Victorian mansions from our Golden Age and hardscrabble farmsteads of our struggling present. The North Country is not so much a place as a way of life. We may be off the beaten track, but most of us like it that way. Enjoy it while you’re here.

Varick A. Chittenden is a resident of Canton, a folklorist, the founding director of Traditional Arts in Upstate New York [TAUNY], and Professor Emeritus of Humanities at SUNY Canton. ©Varick A. Chittenden, 2011
ECONOMIC AND COMMUNITY DEVELOPMENT

New York State Scenic Byway Program Funding History

For over fifty years the New York State Department of Transportation has supported tourism development involving scenic highways and auto trails in the Adirondack North Country region. Since 1992, there have been Federal dollars invested through the New York State Department of Transportation’s Scenic Byway Program specifically to promote tourism, improve traveler and community services, and establish facilities that encourage local visitation and spending.

Currently, National Scenic Byway program funding is provided through the Federal Highway Administration of the United State Department of Transportation. Scenic Byway programs show a steady record of supporting economic and community development with ongoing funding for projects along Byway routes.

Over the years, New York State has benefited from its Department of Transportation’s successful history of securing and distributing grant funding. From 1992 to 2011, the New York State Scenic Byway Program has received a total of $21,246,167.00 in Federal dollars from the Federal Highway Administration benefiting Byway communities throughout the State.

Economic Benefits of the New York State Scenic Byway Program

Effectively developing and promoting the North Country Scenic Byway experience has great potential to stimulate greater economic activity in the region. The Federal Highway Administration’s March 2004 press release described economic benefits. “Studies suggest that Byway designations increase the number of visitors to rural communities by up to 20 percent, resulting in billions more dollars and tens-of-thousand of jobs nationwide. Those same studies have found that the typical visitor spends between $100 and $200 per trip.” Individual cities, towns and villages participating in Corridor Management Planning are poised to capitalize on the visitor attraction potential of the Byway route as a ribbon of interconnected destinations.

The North Country Scenic Byway – The Time is Right for the Economic Opportunities and Benefits of Tourism

Two projects, the 2011 North Country Regional Economic Development Council’s Strategy, and the Adirondack North Country Association’s (ANCA) 2009 Tourism Market Trend Assessment, highlight the economic and community revitalization benefits and
opportunities of the Scenic Byway program for communities along the North Country Scenic Byway.

According to the North Country Regional Economic Development Council’s 2011 Strategy:

The tourism industry [in the Adirondack North Country Region], with its potential market to more than 120 million prospective visitors within one day’s drive, can be the catalyst to drive economic development in the North Country to add world-class hospitality venues and greater demand for services and amenities. The development of tourism infrastructure (lodging, retail, restaurants, recreation, arts and culture) can transform the region by driving community development, which enhances quality of life, attracts more visitors and residents, and serves as leverage for attracting private investment....

Many North Country communities have historic Main Streets, water access and recreational opportunities that will be lost forever if they are not revitalized soon. Tourism offers a way to save the things that make our communities authentic places to visit, live and to grow new business. Tourism has the potential to regrow our communities and contribute to New York State’s renaissance.

For details on tourism-related strategies in the North Country Regional Economic Development Council’s 2011 Strategy and subsequent updates, go to http://nyworks.ny.gov/content/north-country. Effectively developing and promoting the experiences of the North Country Scenic Byway, and developing needed resources has great potential to capitalize on this assessment by the North Country Regional Economic Development Council to stimulate greater tourism-related economic activity in the region, as well as add or enhance community resources that can be enjoyed by residents as well as visitors.

The main goal of ANCA’s 2009 Scenic Byways Market Trend Assessment was to identify visitation trends that have the greatest potential for future success of regional Scenic Byway tourism and maximize return on marketing project investments for ANCA, the Scenic Byway communities, and for the many businesses serving travelers within those communities. Through this one-of-a-kind, open-ended, qualitative survey process, stakeholders now understand reasons these representative visitors have come to the region for the first time, and perhaps more importantly, what brings them back year after year. The survey revealed what they consider most memorable about their Adirondack North Country Scenic Byways experiences, and what they would tell friends and family about the best parts of their visits. Equally important, visitors provided recommendations for ways to improve their Scenic Byways experiences, how they use the Internet and web sites for travel planning, and their level of awareness of Scenic Byways designations and programs. The Market Trend Assessment which allows ANCA to better serve the byway users was funded by a grant from the New York State Scenic Byways Program as supported by the Federal Highway Administration and the...
When rating the activities most important to their overall experience and enjoyment, respondents said that driving through the area, and enjoying the scenery, views of lakes, forests, and mountains were the most important activities while traveling in the Adirondack North Country region, and the reasons they have memorable visits.

Source: ANCA 2009 Tourism Market Trend Assessment

Special Tourism Opportunities for the North Country Scenic Byway: Agritourism, Cultural and Heritage Travel, and Outdoor Recreation

Several tourism trends growing and emerging at the time this Corridor Management Plan is being developed (2011-2012) have definite potential to maximize the economic and community development benefits of the Scenic Byway program for tourism along the North Country Scenic Byway, to effectively convey the Byway theme, and support the vision. These include agritourism, cultural heritage tourism, active and passive recreation, and an emerging sector, geotourism, which in essence, is a perspective on tourism that combines the first three. All of these interconnected tourism sectors, present significant opportunities to support the theme and the vision of the North Country Scenic Byway, benefit communities and business owners along the Byway economically, and provide additional resources for area residents. At the same time, initiatives related to these activities are:

Agritourism provides opportunities for travelers to have direct experiences with farmers and their families, and with typical activities on farms and/or relating to agriculture. Agritourism includes farm visits, “haycations” bed and breakfast stays and camping, farm demonstrations, harvest festivals, school group tours, hayrides, pick-your-own crop harvests, campgrounds, and crop mazes.
Agricultural tourism allows farm operators to increase income through a variety of service initiatives. It also expands markets for businesses selling locally grown and locally produced goods including fresh foods, valued-added food products such as cheese, jams, and sauces, and offerings such as fiber-based supplies and handcrafted items, as well as a host of other products and services. Agricultural producers also have opportunities for increasing direct wholesaling to tourism related entities, such as selling to restaurants and resorts, and offering products at community events. Agritourism also extends seasonal tourism opportunities, such as those related to planting and lambing in the spring, harvesting and food preservation in the fall, and maple syrup production in the winter.

**Cultural and Heritage Travel** is directed toward experiencing the arts, heritage, and special character of a place that authentically represent the stories and people of the past and present. According to a recent study by the Travel Industry Association of America, people who engage in historic and cultural activities spend more, do more, and stay longer than other types of U.S. travelers.

Cultural resources generate economic vitality for communities through tourism, sales of arts and crafts, and participation in cultural attractions. Programs based on these resources also restore, revitalize, and strengthen communities and neighborhoods, serving as models for redevelopment and cultural renewal. They create vibrant public spaces that improve quality of life for residents, enhance perceptions of communities and the region, and increase business and tax revenues.

*The U.S. Cultural & Heritage Tourism Marketing Council (USCHT) in partnership with the U.S. Department of Commerce/Office of Travel and Tourism Industries conducted the first segmentation study of U.S. cultural travelers. The Cultural & Heritage Traveler Study was conducted by Mandala Research in 2009 among U.S. domestic travelers. The study identifies the broad range of cultural and heritage travel in the United States, profiles the various segments of cultural travelers, and provides insight into their economic value to travel companies and destinations. The study confirmed the cultural and heritage traveler is a large, affluent market.*

*Source: A White Paper on The Cultural & Heritage Traveler Study, Rosemary McCormick*
Purchases of goods and items that were locally produced ("Nothing made in China") and had specific relevance to the Adirondack North Country region were most memorable. Source: ANCA 2009 Tourism Market Trend Assessment

In many tourism surveys, shopping is ranked as one of the top five most important activities. There are tremendous business development opportunities in Byway communities for the producers of distinctive quality, locally created and produced goods, especially those using local materials, and for greater selections of shops and restaurants that offer them.

Akwesasne Cultural Tourism Strategy

One of the greatest intrinsic aspects of the North Country Scenic Byway is that a section of the Byway, NYS Route 37, traverses the Mohawk Territory of the Akwesasne.

The “Sharing the Spirit” strategic plan document was created by a group of Akwesasro:non (people of Akwesasne) to address the topic of cultural tourism in Akwesasne. Representatives from Akwesasne’s cultural and economic development organizations, including representation from the three governing councils, and students of the cultural tourism course at Iohahí:io (a continuing education center) convened on a regular basis to draft the strategy. Several community-based projects are listed, including: establishment of a welcome center; construction of a new library, museum and archives facility; design and construction of an eco-resort; design and construction of an Art Park; partnership with the Eisenhower Locks Visitors Center; development of promotional materials for cultural tourism; beautification and revitalization of Route 37; and enhancement of Ronathahonni Cultural Center. The projects are focused on building upon the strengths of the culture and principles that guide the Mohawk people, creating opportunities to increase knowledge and understanding within the community and awareness and respect in the surrounding communities.

Akwesasne has a wealth of artisans who would benefit from the development of a strong market for art and crafts in this area. Basketry is the traditional art that the community is most well known for. The Akwesasne Museum features basketry in its exhibits and is one of the main sales outlets for basketry that is open to the public along Route 37 in Akwesasne. A new facility to house the museum is one of the projects of the strategic plan. The traditional arts of the Akwesasne Mohawk people have continued to survive and thrive due to their

A new Visitors’ Center is a key objective of the Akwesasne "Share the Spirit Cultural Heritage Tourism Strategy." Image courtesy St. Regis Mohawk Tribe
After the importance of scenery and views, the next most important general category visitors identified related to outdoor activities: recreation (gentle activities), wildlife viewing, and adventure (more challenging activities).

Source: ANCA 2009 Tourism Market Trend Assessment

All of these initiatives will enhance the character of the Byway on its route through Akwesasne, as well as bring many benefits to Byway travelers, other communities on the Byway, as well as the Akwesasrò:non.

Outdoor Recreation, including Active, Passive, and Accessible, is a key area of tourism development where North Country Scenic Byway communities should focus resource development, with special consideration for cross community collaboration.

The jobs, tax revenues, and businesses created by the Active Outdoor Recreation Economy are crucial for rural communities, like those on the North Country Scenic Byway, that rely on recreation tourism to enjoy a sustained quality of life.

According to the United States Department of Agriculture, rural tourism and recreational development:

- Spikes employment growth rates
- Buoys earnings and income levels
- Lowers local poverty rates
- Shepherds improvements in local educational attainment and health

Mining, logging, oil and gas, and agriculture are the traditional backbone of many rural economies. Today, the sustainable Active Outdoor Recreation Economy has joined that list, as communities seek to create a balanced and stable base for long-term economic and community development.
The boundless horizons and bountiful north flow waters of the North Country Scenic Byway offer phenomenal opportunities for a wide range of distinct outdoor recreation activities. Among the most promising are nature-based tourism activities including wildlife and bird watching. See Recreation section of this CMP for details.

**Geotourism** is tourism that sustains or enhances the geographical character of a place being visited — its environment, culture, aesthetics, heritage, and well being of its residents. According to a study presented in 2003 by the Travel Industry Association of America (TIA) and *National Geographic Traveler*, American travelers are choosing more rural and out-of-the-way destinations, focusing in part on cultural, historic, and natural resources. 55.1 million Americans are considered geotourists. These tourists have distinct preferences for culturally and socially related travel. They share an intellectual curiosity as reflected in their well-above average tendencies to participate in a number of educationally and culturally oriented activities in their local communities. The Lakes to Locks Passage All American Road, which intersects with the North Country Scenic Byway in Rouses Point, is currently working on a Geotourism Project with the National Geographic Society.

Geotourism activities are ideal areas of focus that are consistent with the theme and vision of the North Country Scenic Byway, while offering the greatest incentives to sustain and enhance the Byway’s intrinsic values. Geotourism’s standard of “sense of place” should be a guiding principle for all considerations for placement and positioning of infrastructure developments along all sections of the North Country Scenic Byway, especially in those areas which are not within boundaries of communities that have developed plans.


**ADVANTAGES AND OPPORTUNITIES FOR ECONOMIC DEVELOPMENT ON THE NORTH COUNTRY SCENIC BYWAY**

The communities and stakeholders of the North Country Scenic Byway have unmatched opportunities to capitalize on the visitor attraction potential of interconnected destinations and authentic experiences along the Byway route.
The Byway’s theme: Boundless Horizons, Bountiful North Flow Waters, developed based on outcomes of meetings and communications with community stakeholders, has significant potential to increase visitor spending in the Byway communities, based on current and projected tourism trends and several of the findings in ANCA’s 2008-2009 Scenic Byway Market Trend Assessment.

The combination of three key areas of advantages—without comparison in any of the other Scenic Byways in New York State—make these opportunities possible. These advantages span the spectrum of the North Country Scenic Byway’s intrinsic Geographic, Cultural/Heritage, and Historic factors that have the potential to grow tourism-based community and economic development.

North Country Scenic Byway Advantage -- Extensive Economic Development and Revitalization Planning by North Country Scenic Byway Communities that will Enhance Visitor Experiences

In addition to the intrinsic values, a distinct advantage for counties and communities along the North Country Scenic Byway is the degree to which most of these communities have already undertaken extensive and comprehensive grassroots strategic planning processes for economic development and community revitalization. Because of their strategic waterfront locations, they have also taken advantage of the New York Department of State Division of Coastal Resources Local Waterfront Revitalization Planning (LWRP) Grants. Stakeholders along the Raquette River have also made significant commitments to the future of the second longest river in New York State, after the Hudson. The strategic plans, LWRPs and the Raquette River Blueway Plan identify specific needs and goals for sustainable tourism development that will bring economic benefits, as well as enhance community resources for the people who live there. Several communities have developed Complete Streets Plans; others will be adhering to these initiatives in response to the recently enacted NYS Complete Streets

Community members in the Chateaugay area worked together for months to create Foothills 2020, a long-range plan for economic, social, and cultural revitalization. North Country Scenic Byway Economic Development Goals reflect this and other Byway communities’ strategic imperatives.

Visitors identified driving through an area to enjoy the scenery and views as the most important activity to their overall experience and the reasons they had memorable experiences. Next in importance were outdoor activities—especially gentle recreation and wildlife viewing.

Source: ANCA 2009 Tourism Market Trend Assessment
legislation. Complete Streets principles and goals are detailed in the Transportation/Safety/Community Design section of this Corridor Management Plan. Note: The strategic plans, LWRPs, and Blueway Plan are listed in the chapter on Related Programs, Projects, Plans and Studies, with information on how to access them.

One of the Visions of The North Country Region Economic Development Council’s 2011 Regional Strategy is to “Activate Tourism as a driver to diversifying North Country economies.” The strategy also recognizes the importance of the Scenic Byway program.

47 Percent of New York’s Scenic Byways are in the North Country.

As a result of the region’s scenic beauty, 10 of the State’s 22 designated scenic byways are located in the North Country, more than any other region in the State. These Scenic Byways are promoted to attract tourists, and they are successful: the Great Lakes Seaway Trail reported almost 2,600 persons visited their Discovery Center in Sackets Harbor during 2010, while the Adirondack North Country Association’s Scenic Byways web site averages over 3,000 visitors per month.

But, as important as tourism is to local economies, Scenic Byways provide communities with important tools to plan for the management and development of their assets and resources; such planning has benefits for local residents and businesses, as well as for visitors. NYS DOT reports the State received over $21 million in federal funds for such Corridor Management Plans In the North Country Byways planning efforts have been extensive.

This North Country Scenic Byway Corridor Management Plan supports and strengthens these existing plans, and will help communities and stakeholders plan for, and develop, resources lacking or under represented (See Sites/Attractions and Service Typology), leading to new and expanded businesses. The CMP will also help support initiatives for cross-Byway collaborative planning for events, interpretive signage, marketing strategies and materials, and infrastructure enhancements.

Announcements of the renaming of the Scenic Byway from Military Trail to North Country Scenic Byway, and the extension of the Byway route from Massena to Canton will create special opportunities for public relations and media coverage of the Byway and the Scenic Byway program, as will the development and launch of the new logo to be created to represent the theme and vision of the North Country Scenic Byway.

In community meetings, Byway stakeholders identified many specific advantages of the intrinsic qualities of the Byway route, and opportunities these advantages offer. Many of these opportunities are addressed in detail in local plans.
Several North Country Scenic Byway communities noted the need for additional lodging choices for visitors. Byway stakeholders may have opportunities to extend the tourism season by identifying ways to attract and keep visitors during shoulder seasons. Stakeholders should commit to consistent superior customer service and to providing quality and value in return for dollars spent by visitors. These actions will maximize the return on investment of investments in lodging, retail, restaurants, recreation, arts, and culture.

Although there were very few complaints registered by the respondents, disappointments expressed include: some venues were closed after Labor Day; high prices in some locations; lack of nightlife in others; the weather.

Source: ANCA 2009 Tourism Market Trend Assessment

OPPORTUNITIES FOR ECONOMIC DEVELOPMENT ON THE NORTH COUNTRY SCENIC BYWAY

1. Geographic Opportunities – these are expansions of the advantages identified in the Overview section of the North Country Scenic Byway Corridor Management Plan, with suggestions for potential actions stakeholders may want to pursue for planning and funding.

   a. The Working Landscape – Amazing open sky scenic panoramas north to Canada and south to the foothills of the Adirondacks frame the route. Rural open vistas to East and West on NYS Route 56 from Massena to Potsdam on the recommended extension fill the horizon. Consistent patterns of small to moderate scale sustainable farming, open countryside, and distinctly defined hamlets, villages, and towns dot the entire length of Byway. Within these villages and hamlets, as well as in rural areas, numerous distinctive homes with “kitchen gardens,” flowerbeds, fruit trees, and often, a few small farm animals enhance the drive. Sustainable agriculture is now the focus of several groups, including the Northern New York Agriculture Development Program, and the three county Cornell Cooperative Extensions. Sustainable agriculture uses traditional techniques that fit well with barns and other historic farm structure, and ensures continuation of the working landscape – one of the key intrinsic qualities of the Byway with opportunities for agritourism, and locally produced foods, and dining experiences at restaurants that feature local foods. The North Country Scenic Byway also offers many opportunities for visitors and residents to learn about, and see in action a variety of resources for sustainable and renewable energy.

   • Opportunities to promote authentic peaceful, relaxing lifestyles, “the way things used to be”
   • Opportunities for farmers to develop and offer a multitude of agritourism experiences to augment their core businesses
   • Opportunities for farmers, food producers, and businesses that support food producers (farm supply stores, farm equipment sales and service businesses, graphic artists for packaging designs and marketing materials, transportation
providers, for example) to sell value-added foods both in and out of the region.

- Opportunities for communities to develop more harvest festivals, community food events, farm stands to increase opportunities for sales of locally produced food.

- Opportunities to promote technologies that make the most of the limited growing season in the Adirondack North Country—High Hoop Tunnels, controlled environment agriculture, extension of availability of foods from local gardens – greater use of root crops, food preservation and educate tourists about these practices.

- Opportunities for communities to encourage and promote sustainable/renewable energy, including the Wind Farms in the Ellenburg/Chateaugay area, the Robert Moses Power Dam in Massena, and the hydroelectric facilities along the Raquette River, as well as the numerous homes along rural section of the Byway with woodpiles for heating with wood, or supplementing other fuel supplies, biomass, solar. Facilities with events and demonstrations include NNY Agricultural Research Farms, Cornell Cooperative Extension St. Lawrence County Learning Farm and Education Center at Canton/SUNY, Canton Ag Program; the Sustainable Living Project in Canton.

Note: Tourists’ reactions to Wind Farms, such as those on the Byway route in the Altona, Ellenburg and Chateaugay area, are sometimes positive, and sometimes negative. Since the wind towers are significant features on this portion of the Byway research needs to be done to determine how to best present wind farms as part of the Byway experience and its working landscape.

b. The Waterways – Lake Champlain and the St. Lawrence River are significant, well-established globally recognized tourism destinations. Every major North Country Scenic Byway community is located on at least one river or major body of water, and the Byway route crosses over and runs alongside these rivers and waterways. Waterways-related economic and community development planning should focus on improving and preserving the natural intrinsic characteristics and water quality of these waterways. They should include active stewardship programs to prevent/mitigate the effects of invasive species to secure the future of these valuable resources.

- Opportunities for development of additional community resources and services for special water based, and water enhanced cultural and recreational activities, events, suggested tours, marketing, and support materials.

- Opportunities for development of additional businesses that offer, and services that support, four season recreation, including wildlife viewing (See Recreation).
• Opportunities for Community Development through implementation of Local Waterfront Revitalization Plans and Raquette River Blueway Plan
• Opportunities for infrastructure improvements to bridges

c. The Proximity to Canadian neighbors in Quebec and Ontario and major Canadian population centers of Ottawa and Montreal and to several well-managed border crossings:
  • Opportunities to increase visitation of Canadian tourists who represent the largest percentage of non U.S. visitors in the region
  • Opportunities to promote the Byway corridor as the Northern Gateway to the Adirondack Region
  • Opportunities to develop services and programs that will attract the many international visitors that come to Canada
  • Opportunities presented through the Byway region’s connection with the Québec-New York Corridor, the Northern Forest Center and Atlantic Canada’s Atlantica initiative to develop the region as a unique bi-national tourism destination
  • Opportunities to develop French interpretive and directional signage, and promotional and educational materials
  • Opportunities for Byway communities to develop cross border events
  • Opportunities to increase visitation from Canadian travelers and international travelers who use Canada as North American Gateway to access area
  • Opportunities for communities on both sides of the border to collaborate on cultural/heritage and recreational activities, building on already established connections

d. The Byway’s connections to significant routes:
  • Opportunities for all Adirondack North Country Byway communities to collaborate region wide
  • Opportunities to ensure appropriately distributed and conveniently available services (location, hours, seasonality) for travelers are available on Byways throughout the Adirondack North Country—Example: Eastern gateway in Rouses Point begins close to bridge to Vermont creating potential to ‘lure’ travelers in Vermont to come over to North Country Scenic Byway
  • Opportunities for North Country Scenic Byway communities and businesses to develop vacation “packages” with themes similar to those in Vermont to attract visitors who are from or come to Vermont, and to capitalize on Vermont’s well established reputation as a world class tourism destination
  • North Country Byway segments include easily accessible Northernmost east–west travel route across Northern New York

e. Byway’s proximity to Fort Drum and Plattsburgh with major population and business growth projected in these two areas of Northern New York:
• Opportunities to create new and expanded ‘close to home’ family oriented tourism services, events, and attractions for demographics of new residents in these growing population centers

2. Cultural Heritage Opportunities
   a. Villages and towns along the Byway that were created, grew, then prospered from the early 1800s through the Victorian era to post WWII, and are experiencing comebacks
   • Opportunities to revitalize and promote today’s ‘Main Street’ atmospheres, traditional neighborhoods, historic buildings
   • Opportunities to interpret historic importance of Byway water resources in communities, impact on settlement, early industry and community development
   • Opportunities for communities on the Byway to promote their distinct personalities and character, as well as collaborate with other communities to create themed events, tours, etc
   • Opportunities to showcase local artisans and crafts people, musicians, performers, etc. and new and historic restored cultural venues (museums, performing arts centers, etc.
   • Opportunities to promote Underground Railroad-related sites and events
   b. Route traverses Akwesasne St. Regis Mohawk Territory
   • Opportunity for Saint Regis Mohawk community to develop additional, diverse businesses and services to meet travelers needs, that will benefit community members
   • Opportunities for travelers to comfortably and respectfully experience authentic Native American culture, traditions and history.
   • Opportunities for implementation of “Sharing the Spirit -- Akwesasne Cultural Strategy” a comprehensive plan with specific recommendations for economic development and community revitalization that will be enhanced by Byway designation
   c. Connection to colleges and universities are in place on Byway route
   • Opportunities to expand visitation and repeat visitation to the Byway and Byway communities to parents and family members, academic visitors from regional, national, and international venues for North Country Community College Malone Campus, Clarkson University, SUNY Potsdam, St. Lawrence University and SUNY Canton
   d. Pockets of well established arts, artisans, galleries and cultural activities and community commitments to the arts
   • Opportunities for increased arts and cultural activities through collaboration between major Byway communities for events and theme based activities that will attract more visitors, and provide choices for local residents
   • Scenic Byways program enables smaller communities to link to and benefit from larger communities initiatives
• Opportunities for more artisans to sell more products and develop larger customer bases

e. Residents making the most of North Country seasons
• Opportunities for communities to collaborate and co-promote the many distinctive seasonal community events: harvest festivals, Christmas-related, winter carnivals, “mud-season” alternative activities

3. Historic Opportunities
a. Region’s long and diverse geologic and geographic history
• Opportunities for interpretation, events, programs, materials focusing on the Byway region’s distinctive landscapes, patterns of pioneer settlement, and development of early industries, building materials and architecture

b. The region’s presence of the first humans beginning as many as 11,000 years ago
• Opportunities for interpretation and to promote the essential nature-based sustainable knowledge and skills that are part of North Country culture (ex: maple sugaring, farming, basket making, snowshoeing, fishing and hunting)

c. The European exploration of the region beginning some 400 years ago
• Opportunities for living history experiences of cultures of settlement and conflicts to control the region

d. The region’s strategic and human roles in military conflicts that shaped the nationhood of the United States
• Opportunities for interpretation of strategic venues and participation of residents of North Country Scenic Byway community residents in the French and Indian War, the American Revolution, the War of 1812, and the Civil War

e. Legacies of early settlers from New England who came to clear the forests and begin to farm the land
• Opportunities for interpretation of early forestry, farming methods, equipment, products, importance of water resources
• Opportunities for events showcasing early farming lifestyles, methods, products

4. Opportunities to Improve Customer/Traveler Satisfaction
Infrastructure enhancements seriously needed, or extremely desirable, for the North Country Scenic Byway will help enhance visitor satisfaction with their experiences while exploring the Byway.

a. North Country Scenic Byway Visitor Welcome Centers and Community Gateways
• Opportunities to develop a Welcome Center in Canton, building on Traditional Arts in Upstate New York’s (TAUNY’s) well-established presence and recognition for excellence, that will serve the North Country Scenic Byway, as well as all interconnected NYS DOT Adirondack North Country Scenic Byways, to encourage longer stays and repeat visitation to the region.
• Opportunity to support Gateway Center in Rouses Point with connection to New York State welcome center in Beekmantown on Lakes to Locks Passage
• Opportunities to develop Community Gateways to inform visitors of offerings and special intrinsic qualities of the community they are entering

b. Scenic Pull Offs in ‘wow’ spots along rural sections of Byway
• Opportunities for kiosks and interpretive signage that inform travelers about points of interest, recreational, cultural heritage, and historic offerings and visitor services in all segments of the Byway

c. Additional Visitor Facilities
• Opportunities to create Rest Areas, with restroom facilities and picnic areas, and to co-locate public facilities in privately owned businesses

d. Universal access to high-speed Internet
• Opportunity to ensure travelers have access to the web, and that tourism stakeholders are able to utilize, the best information in the most user-friendly formats available

e. Increases in tourism-related goods and services to address gaps
• Opportunities for expanded and new business offerings needed by travelers, including additional lodging and dining facilities, and extended seasons of existing businesses

A Critical Need for the Success of Scenic Byway Tourism in the Adirondack North Country Region – Reliable, Measurable, Timely Economic Data

Beginning in the 1990s, The Northern New York Travel and Tourism Research Center, based at State University of New York (SUNY) Potsdam, created statistical tourism “profiles” for each of the ten counties in northern New York. These profiles used several potential indicator categories of information to provide users with a statistical view of the tourism industry in each county and its effects on the local economy. The last survey was conducted in 2006. Unfortunately, The Northern New York Travel and Tourism Research Center no longer exists, and no other institution is conducting this type of regional research.

Tourism research is key to maintaining the competitiveness of a region’s tourism economy, and to better responding to byway travelers’ interests. A critical aspect of the economic impacts of tourism on economies is the ability to have baseline data that can then be used to track trends, and measure results of activities that enable tourism planners and developers to make informed decisions about future actions. Research-based tourism data, rather than anecdotal reports, is critical to successfully demonstrate the economic value of tourism and the Scenic Byway Program to Byway corridor residents, public officials, and others who may question its value and impact to communities.

The northern regions of Clinton, Franklin, and St. Lawrence counties, located on North Country Scenic Byway corridor, for the most part share common geographic features. These are dramatically different from the more southern parts of these counties, and therefore have significantly different offerings for tourists, and therefore tourism
economies. For example, contrast the rural, agrarian nature of Franklin County towns like Chateaugay, Malone, and Fort Covington with the long-established, historic “Adirondack Mountains” tourism centers of Saranac Lake, Lake Placid, and Tupper Lake, where recreational tourism has been a key economic driver for more than a century. For this reason, there is a great need for tourism research that captures region–specific data and examines trends in both the northern and southern sections of these counties, as well as the North Country and Adirondack North Country Scenic Byways in general.

An important recommended first step will be funding for a feasibility study conducted by one of the institutions of higher learning to determine the most effective way to achieve this goal.
ECONOMIC AND COMMUNITY DEVELOPMENT GOALS OF THE NORTH COUNTRY SCENIC BYWAY

Stakeholders participating in the creation of this Corridor Management Plan for the North Country Scenic Byway have identified ten priority goals for Economic and Community Development. The goals listed below are presented in the Implementation Plan, Section 23, with expanded and more specific action items; suggested partners/stakeholders are named. The Implementation Plan details recommendations for action that will enable North Country Scenic Byway businesses, communities, and other interested partners to take advantage of the opportunities made possible through designation as a New York State Scenic Byway.

Goal 1: Maintain or improve the working landscape to ensure “sense of place” values and theme statement, ‘boundless horizons’

Goal 2: Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to remain viable through new tourism-related initiatives, expanded markets, and increased visitor and resident spending

Goal 3: Enhance the scenic, cultural heritage, and historic and recreational experiences and character of the waterways, watersheds, and associated wetlands of the Byway and of Byway communities to support the distinct quality of life and desirability of place created by these, and the theme statement “Bountiful North Flow Waters”

Goal 4: Support the comprehensive Community Development and Revitalization, LWRP, Cultural Heritage, and Blueway plans developed by North Country Scenic Byway communities

Goal 5: Support the vision and detailed tourism related strategies of the North Country Regional Economic Development Council

Goal 6: Develop strategies to create or enhance opportunities for cross-border tourism

Goal 7: Develop strategies to create or enhance opportunities created by the Byway’s connections to significant routes; proximity to Fort Drum and Plattsburgh

Goal 8: Strengthen and diversify the regional economy by increasing and supporting opportunities for communities, local businesses, producers, and support organizations to grow through expanded cultural heritage and history-related activities and offerings

Goal 9: Develop resources to maximize visitors’ customer satisfaction and support business activities that enhance visitors’ and residents’ experiences by addressing gaps in goods and services

Goal 10: Support and promote the economic stimulus benefits of the tourism industry based on reliable, measurable, timely economic data
Community, Economic Development, and Agriculture Development Agencies

*Note: For tourism related businesses refer also to the agency listing in the “Tourism Development” section.*

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From the 2011 North Country Regional Economic Development Council Strategic Plan

Tourism:
The tourism industry, with its potential market to more than 120 million prospective visitors within one day’s drive, can be the catalyst to drive economic development in the North Country to add world-class hospitality venues and greater demand for services and amenities. The development of tourism infrastructure (lodging, retail, restaurants, recreation, arts and culture) can transform the region by driving community development, which enhances quality of life, attracts more visitors and residents, and serves as leverage for attracting private investment. Providing more and higher quality lodging, in particular, could quadruple individual visitor spending. Because the visitor’s dollar multiplies throughout the region, tourism as an industry is an instant revenue generator. The jobs created in this sector are financially sustainable and contribute measurable value to state and local coffers through sales, use and property taxes. The region has a history of hospitality and several successful tourism hubs in place and exceptional four-season outdoor recreational opportunities are poised to leverage private investment in lodging, restaurant, attraction and other types of tourism related venues. Further, a variety of both motorized and human powered recreation and legendary hunting and fishing opportunities are available. There is proven pent-up market demand for higher-quality tourism products and our existing destination draws: Lake Champlain, the Adirondacks, the 1000 Islands, Tug Hill and the St. Lawrence Seaway can be leverage to increase visitation to lesser known attractions. Appropriately placed lodging would enable overnight stays, which would multiply day trip spending by a factor of four.

The North Country has vast open spaces and the largest “dark sky” in the northeast U.S. that offer a unique opportunity to draw astronomers and nature lovers to the region. The region contains historic sites that were pivotal in American History and is teeming with varied arts and cultural experiences. Many North Country communities have historic Main Streets, water access and recreational opportunities that will be lost forever if they are not revitalized soon. Tourism offers a way to save the things that make our communities authentic places to visit, live and to grow new business. Tourism has the potential to regrow our communities and contribute to New York State’s renaissance.

For the complete 2011 North Country Regional Economic Development Council Strategic Plan, including goals for tourism, go to: http://regionalcouncils.ny.gov/content/north-country
The development of a Scenic Byway trail is principally intended to define the future of the route, consider it intrinsic qualities, and provide a level of protection for the significant resources that draw visitors to the Byway area. Additionally, developers of this plan opted to place a strong emphasis on drafting recommendations to improve local economies as well as promote tourism development, and gain market visibility for Byway communities. Many communities along the Byway route offer unique and interesting traveling experiences, but would not stand out on their own as major destinations. Through cooperative planning, communities along the route can market themselves as a destination where travelers can come to experience the North Country Scenic Byway in its many forms. As much of the Byway is rural in nature, with low-density population and development, many local economies rely on the tourism industry to provide activity and raise visitor awareness of their communities.

A productive reciprocal relationship for byway visitors and locals will be supported with the implementation of plan goals. Travelers seek pleasurable experiences in vibrant communities and community residents along with Byway resource managers depend on tourism dollars to maintain and improve desirability of place.

Visitors surveyed said more promotional pieces, better signage, more historic markers and interpretive signage, improved web sites, better and more accessible maps, and information (about the Adirondack Park) in general would improve their understanding and enjoyment of the region.

Source: ANCA 2009 Tourism Market Trend Assessment

The viability of the Byway’s special places depends on steady and increased visitation. Sound strategic planning for the promotion, interpretation and marketing of the North Country Scenic Byway to first, effectively brand the experience, and then to introduce the route to travelers should receive priority attention by Byway leaders. This course of action will support a level of tourism spending to provide for the upkeep of cultural, recreational, and historical sites and the creation of new and expanded visitor programs and offerings.

Likewise, the visitors’ dollars stimulate growth in hospitality services, retail sales on “Main Streets”, and the production and packaging of popular, locally produced foods and crafts. For example, “Sharing the Spirit, an Akwesasne Cultural Tourism Strategy” will ensure that visitors are provided with opportunities to experience Akwesasne in a positive manner that respects their cultural heritage and environment and will promote and enhance the skills and talents of the community’s artisans, increase economic development by creating jobs, help youth better understand their rich history. Visitors will have a resource for authentic locally made crafts. See Economic Development section of this CMP for details of “Sharing the Spirit.”
The desire to capitalize on Byway promotion serves as an incentive for communities to preserve and enhance their historical, cultural, and recreational resources. Better stewardship of these resources increases the community’s appeal to tourists and new, entrepreneurial residents. Corridor-wide identification with the Byway’s themes encourages regional cooperation in planning and promotions.

Because local budgets for tourism promotion are so limited, access to funds through the Scenic Byways program and other sources can support timely, frequent tourism marketing and promotion activities for specific communities, Byway regions, as well as the total Byway experience. Securing adequate funding is necessary to realize the Tourism Development, Marketing, and Promotion goals at the end of this section. In the Implementation Plan each goal includes detailed recommendations for local and regional projects that will guide Byway outreach efforts, improve visitor understanding and awareness of Byway offerings, and increase the appeal of byway places and events.

**Critical First Steps: Renaming the Byway, Creating the Appropriate New Logo**

Following State legislation to officially rename this route as the North Country Scenic Byway, the adoption of a fitting logo is essential to effectively brand this Scenic Byway. It is critical that an appropriate logo is developed to reflect the new Byway name and theme. Within a one-year time frame following legislative approval, all State of New York online materials should be updated to reflect the new name, Byway themes and extended route. Within a three-year time frame, all existing print material with the Military Trail Scenic Byway logo and route designation should be changed to reflect the new name, Byway themes, and extended route.

Once the regulatory agencies give the approval to pursue a new logo, local implementers will ultimately have to follow the logo process provided in the new state sign manual. There may be additional procedures necessary to follow to re-legislate new artwork. Local implementers, in conjunction with ANCA, will need to consider the scope of the work and ways to share the workload associated with a new design and the approval process. Gathering input and consensus on a new design, and ultimately on developing a new design, will involve commitment by a core group of involved Byway representatives from the North Country Scenic Byway communities. Sources of funding for the creation of a new design must be identified.

**Fostering Collaborative Planning for Effective Marketing and Promotion**

The renaming of the North Country Scenic Byway and its route extension to Canton has facilitated and encouraged increased participation in corridor planning among Byway communities. Furthermore, developing a new logo that will be used by all Byway communities will provide a framework for a more cohesive marketing effort. Highlighting the unique resources of each community that reflect the Byway theme will enable communities to work together to bring tourists to the entire area, rather than competing
with each other for visitors. Existing Local Waterfront Plans and Blueway Plans contain specific recommendations to improve tourism, which will be supported through this collaboration thus supporting the realization of goals for the byway as well as related plans.

Funding needs to be secured to establish a Byway marketing team (chambers of commerce, TPAs, ANCA and other stakeholders), under the guidance of a designated paid consultant responsible for fostering regular communication and collaboration between Byway communities. E-communications and a website will help encourage a regional perspective among Byway communities and businesses, as well as making them aware of opportunities to build on the brand collectively, as well as individually. This involvement will motivate stakeholders to become more engaged in securing the success of this plan and the Byway itself.

**Maximizing Quality Visitor Experiences to Encourage Visitation, Longer Stays, Repeat Visits**

Authentic, memorable venues, events, and experiences that reflect the Byway themes are at the core of attracting new visitors and ensuring longer stays, and repeat visitation. Addressing gaps in goods and service, identified in the Economic Development Section are also important.

A number of factors affect the overall quality of the visitor experience. These include the availability of basic information on lodging, attractions, and services; the ability to navigate the Byway and find its resources; comfort and safety; the impact of inclement weather; and the ability to participate in activities unique to their particular interests. Unique positive experiences foster repeat and extended visitor stays, as well as in word-of-mouth promotion that brings new visitors.

Byway stakeholders should assess the availability of tourist information along the route and prepare a list of suggested improvements that will enable travelers to readily locate tourist information centers and kiosk locations, should they require information or directions.

While visitors may be drawn to the Byway through the image and promise portrayed through its marketing and promotion, it is up to Byway stakeholders to enhance the actual visitor experiences to meet travelers’ expectations. We cannot assume that Byway travelers will find the right combination of experiences on their own. By packaging and promoting resources and attractions in theme-based brochures (both print and web-based), we can penetrate specific market niches and improve the odds that visitors will connect with what they seek.

There are many events that could be further promoted and expanded along the Byway that tie into the themes of the boundless horizons and bountiful north flow waters of the North Country Scenic Byway. The three Byway counties and their communities all offer event calendars, both printed and on-line. Developing and coordinating a comprehensive Byway-
wide four seasons events calendar of these key events could improve joint advertising of events and support planning of additional new cross Byway events. The benefit of successful special events is not only the influx of visitors associated with the event itself, but especially in the extra publicity that helps to bring more attention to the existence of the Byway and its various year-round offerings. The “Special Sites, Attractions, and Services” section of this CMP identifies a number of existing theme-related events.

Theme-based packages are another strategy for reaching a broad range of specific market niches and encouraging both new and repeat visitation. A visitor may travel to the region for one reason, and then learn of another opportunity during a different season of the year that motivates them to return.

Cross promotion of Byway experiences and events is also a valuable and effective way to increase visitation. Surveys of visitors in one season to determine their interest in activities in other seasons could provide information to help develop more effective maps, brochures, and events. For example, canoeists and kayakers may also enjoy cross-country skiing, so a brochure or web site could highlight both those resources. Cross promotion of activities based on shared interests is another option. People who enjoy cultural events may also enjoy harvest festivals and local food events.

Specialized guides for fishing, paddling, hiking, and other activities are also possible. A rainy day guide could direct travelers to alternative activities that may alleviate the disappointment they might otherwise experience if outdoor plans are thwarted. A “Byway Buffet” guide could direct travelers to outlets for purchasing local food products and to dining establishments featuring regional foods. Local efforts could also build on ANCA’s “Arts, Crafts, and Foods of the Adirondack North Country Region” brochure—featuring local artisans and products. Local arts groups such as the Council on Arts for Clinton County, the FootHills Arts Society and St. Lawrence County Arts Council offer changing exhibitions of local artists’ works and hands-on classes that could also be promoted as events of interest to tourists.

**Ensuring Universal Availability of High Speed Internet, and Access to Online Information**

As more and more travelers conduct online research and use mobile devices while planning, as well as during their travels, it is essential that visitors to the North Country Scenic Byway are able to access information through these channels with comprehensive cell phone coverage.

Improving access to trip planning information will encourage more people to travel the Byway and will help to improve their actual visitor experience. With more and more people using the internet to assess their vacation options, plan their trips, and book their reservations, it is important to make sure that they can readily find information on package experiences offered by the North Country Scenic Byway. They need to be able to easily link to chambers of commerce and tourism offices to locate lodging and other services they may
require during their travels. Chambers of commerce and tourism agencies must develop the website and traveler “apps” capacity to provide centralized information on Byway resources, attractions, services and events.

It is also important that high-speed connectivity is available at every point along the Byway route. Universal access will enable tourism providers to effectively market their services, particularly through social media and digital “apps,” and enable travelers to easily identify resources.

Cell phone coverage in more remote areas of the Byway must be maintained for travelers who need to reach emergency responders or connect with the Internet to find information and services from any point along the route.

**Improving Traveler Hospitality Satisfaction Through Best Practices**

The experiences visitors can enjoy in a destination, the effectiveness of the destination’s marketing, and the ease with which travelers are able to access information while planning and during their visit are obvious factors in successful tourism development. A final area of focus that has critical implications for the success of tourism is ensuring that frontline Byway stakeholders are educated and trained in best practices that improve the Byway experiences for visitors.

Throughout the development of this Corridor Management Plan it became clear that in many places tourism and community stakeholders, as well as some employees in travel related businesses (gas stations, for example) have limited knowledge of the vast assortment of resources available in their own communities. To an even greater extent, knowledge of resources in neighboring communities and across the Byway route is limited. Enthusiastic front line staff who are able to provide helpful, courteous and knowledgeable information positively impact visitors’ lengths of stay and repeat visitation, and foster ‘word of mouth’ promotion, noted as one of the most effective, and least costly forms of advertising.

Comfort stations and rest areas should be available and strategically located for traveler convenience. When traveling long stretches of a rural Byway, access to comfort facilities can affect how much time a visitor will take to enjoy the more isolated Byway resources and if they will stop to shop local stores and farm stands. Private establishments may gain more sales by offering public restroom facilities in their business. For example, a shop in the Midwestern United States has a “Public Restroom” sign on its downtown storefront. People have to meander past the stores goods on their way to the restroom in the back of the store. The restroom itself is decorated with art and craft items produced by local artisans, with a note that these items are available in the store. “Visitors” frequently purchase something on their way back out of the shop. See also *Economic Development: Customer Satisfaction Opportunities* of this CMP.
Among the outcomes of the successful implementation of the North Country Scenic Byway Corridor Management Plan will be an increase in the number of Byway visitors from Canada, as well as visitors from numerous countries who have distinct cultural needs and expectations. It will be important that these visitors feel welcome and comfortable in Byway communities and at Byway events and venues. A study to determine likely areas of sensitivity, followed by workshops and shared electronic communications of best practices, will be important to ensure the best experiences for these visitors, and for Byway community stakeholders.

**International Byway Visitors: Inviting Canadian Connections**

Throughout the development of the Corridor Management Plan, stakeholders in all Byway communities also identified the distinctive opportunities of the Byway and Byway communities that are created by the route’s historic connections and proximity to the provinces of Quebec and Ontario in Canada.

From the eastern gateway of the North Country Scenic Byway in Rouses Point to the Fort Covington area, the State of New York shares a border with the Canadian province of Quebec. The Plattsburgh-North Country Chamber of Commerce has been extremely active in providing a regional leadership role in developing effective working relationships in what has been defined as the “Quebec New York Corridor Agreement: Collaborative Relationship with Quebec.” The agreement includes a focus on cooperative tourism development:

“The transportation facilities, natural assets, and unique communities which help to define the Quebec-New York Corridor and give it its special character also present exciting opportunities for the shared development and promotion of tourism as another leg of our Corridor’s economic growth and quality of life. It is a goal of the Quebec-New York Corridor to develop our region as a unique bi-national tourism destination. To this end, we will facilitate sharing and partnership among key tourism interests throughout our Corridor.”

From Rouses Point to Massena, villages and towns are within yards or just a few miles from the International border. Several border crossings in the North Country Scenic Byway Corridor, including those at Rouses Point, Champlain, Trout River (north of Malone), Fort Covington, and Massena, make it easy for visitors from Canada to enter the United States and access the North Country Scenic Byway communities, attractions, and events. These crossings are also significant gateways for thousands of Canadian travelers on their way to other parts of New York State, and in fact, destinations as far south as Florida. With well-planned strategies, North Country Scenic Byway communities can take advantage of these ‘drive through’ travelers and turn them into ‘stop and stay’ visitors.

The Mohawk Territory of Akwesasne is situated on the international border between Canada and the United States and the borders of Quebec, Ontario, and New York State. The Seaway International Bridge across the St. Lawrence River, between Hogansburg and
Massena, links Cornwall, Ontario and Massena. Both the Great Lakes Seaway Trail National Scenic Byway to the west and the Lakes to Locks Passage All American Road in the eastern region of the Byway feature cross-border special events and activities.

New initiatives to attract Canadian visitors will help ensure the success of the North Country Scenic Byway as a destination. In addition to attracting Canadian visitors, these border crossings create great opportunities for the North Country Scenic Byway to attract the many international visitors who come to Canada through the Montreal and Toronto Ports of Entry, and to take advantage of the significant international tourism marketing and promotion undertaken by Canada and the provinces of Quebec and Ontario.

Experienced translators, who understand the nuances of French Canadian grammar and word usages for effective tourism marketing, should be engaged in order to develop effective marketing materials that will appeal to French-speaking Canadian travelers.

**Added Bonus: Enjoying “Our Own Back Yard”**

As North Country Scenic Byway stakeholders met to contribute ideas for tourism development, marketing, and promotion, they consistently shared the realization that local residents are among the most promising ‘target markets’ for all the attractions, events, cultural heritage, and recreational offerings on the Byway. They agreed that there is tremendous potential in encouraging people to become “visitors in their own back yards” to enjoy the intrinsic qualities of the North Country Scenic Byway in their own and near-by communities.

**Tourism Development, Marketing, and Promotion Goals of the North Country Scenic Byway**

Stakeholders participating in the creation of this Corridor Management Plan for the North Country Scenic Byway have identified eight priority goals for Tourism Development, Marketing and Promotion. The goals listed below are presented in the Implementation Plan, Section 23, with expanded and more specific action items; suggested partners/stakeholders are named. The Implementation Plan details recommendations for action that will enable North Country Scenic Byway businesses, communities, and other interested partners to take advantage of the opportunities made possible through designation as a New York State Scenic Byway.

**Goal 1:** Ensure the name North Country Scenic Byway and the extended Byway route represent the actual intrinsic qualities of the Byway and the Byway theme statement identified by stakeholders during the public participation process

**Goal 2:** Design new North Country Scenic Byway logo; ensure printed and on-line materials are consistent and show new name, logo, theme and the full route
**Goal 3:** Work with communities to develop a North Country Scenic Byway Marketing and Interpretation Plan

**Goal 4:** Support existing and proposed tourism initiatives, as well as community development and transportation recommendations for improvements identified in North Country Scenic Byway communities’ economic development strategies and plans, cultural tourism strategies, Complete Streets, and Local Waterfront Revitalization and Blueway Plans, North Country Regional Economic Development Strategy

**Goal 5:** Promote and encourage tourism communication and collaboration between communities along the North Country Scenic Byway, as well as with other NYS Adirondack North County Scenic Byways connecting the Adirondack North Country, including Lakes to Locks Passage All American Road, Great Lakes Seaway Trail National Scenic Byway, Mohawk Towpath National Scenic Byway, Erie Canalway National Heritage Corridor to strengthen and coordinate regional marketing and promotion initiatives; include interaction with neighboring communities in provinces of Quebec and Ontario Canada

**Goal 6:** Provide quality visitor experiences and develop strategies to improve the traveler’s experiences that encourage repeat visitation, longer stays, and four-season and shoulder season visitation

**Goal 7:** Ensure tourism stakeholders maximize visitor hospitality satisfaction for Byway travelers

**Goal 8:** Improve the availability of, and access to, basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination, using traditional print, the internet, and social media marketing outlets; develop appropriate French versions of materials
Organizations Serving Tourism Interests in the North Country Scenic Byway Communities

**STATE**

**Empire State Development**
I Love New York Tourism Industry Resources
http://thebeat.iloveny.com/industry/

**New York State Department of Agriculture and Markets**
Pride of New York Program
10B Airline Drive
Albany, NY 12235
Phone: 800-554-4501
Email: prideofny@agriculture.ny.gov
Website: http://www.prideofny.com

**New York State Office of Parks, Recreation and Historic Preservation**
(Thousand Islands Region)
45165 NYS Route 12
Alexandria Bay, NY 13607
Phone: 315-482-2593
Website: nysparks.com/regions/thousand-islands

**REGIONAL**

**North Country Regional Economic Development Council**
Plattsburgh Office
401 West Bay Plaza
Plattsburgh, NY 12901
Phone: 518-561-5642
Email: nys-northcountry@empire.state.ny.us
Website: http://regionalcouncils.ny.gov/content/north-country

**Adirondack North Country Association (ANCA)**
67 Main Street Suite 201
Saranac Lake, NY 12983
Phone: 518-891-6200
Email: anca@adirondack.org
Websites:
www.adirondack.org
www.adirondackscenicbyways.org
http://www.bikethebyways.org
Adirondack Regional Tourism Council
Phone: 518-597-3588
Email: http://visitadirondacks.com/contact-us.html
Website: http://visitadirondacks.com/

North Country Chamber of Commerce
(Serving Clinton and Franklin Counties)
7061 Route 9
P.O. Box 310
Plattsburgh, New York 12901
Phone: 518-563-1000
Email: chamber@northcountrychamber.com
Website: http://www.northcountrychamber.com

Adirondack Coast Cultural Alliance http://www.adkcoastcultural.org

COUNTIES

Clinton County

Plattsburgh-North Country Chamber of Commerce
(Serving Clinton and Franklin Counties)
7061 Route 9
P.O. Box 310
Plattsburgh, New York 12901
Phone: 518-563-1000
Email: chamber@northcountrychamber.com
Website: http://www.northcountrychamber.com

North Country Cultural Center for the Arts
23 Brinkerhoff Street
Plattsburgh, NY 12901
Phone: 518-563-1604
Email: info@plattsburgharts.org
Website: http://plattsburgharts.org

Franklin County

Franklin County Tourism
10 Elm Street Suite 2
Malone, NY 12953
Phone: 800-709-4895 / 518-483-9470
Email: info@adirondacklakes.org
Website: [http://www.adirondacklakes.com](http://www.adirondacklakes.com)

Greater Malone Chamber of Commerce
497 East Main Street
Malone, New York 12953
Phone: 518-483-3760
Email: director@visitmalone.com
Website: [http://www.visitmalone.com](http://www.visitmalone.com)

FOOTHILLS ARTSociety
213 West Main Street
Malone, NY 12953
Phone: 518-483-4102
Email: mailto:mailtoinformation@foothillsartsociety.com
Website: [www.foothillsartsociety.com](http://www.foothillsartsociety.com)

St. Regis Mohawk/Akwesasne Reservation

Saint Regis Mohawk Tribe Economic Development
Lindsay M. Tarbell, Planner,
St. Regis Mohawk Tribe
412 State Route 37
Akwesasne, NY 13655
Phone: 518-358-2272 ext.168
Email: lindsay.tarbell@srmt-nsn.gov
Website: [www.srmt-nsn.gov](http://www.srmt-nsn.gov)

Akwesasne Cultural Center and Museum
Sue Ellen Herne, Program Coordinator
321 State Route 37
Akwesasne, NY 13655
Phone: 518-358-2240
Website: [http://akwesasne-culturalcenter.org](http://akwesasne-culturalcenter.org)

St. Lawrence County

St. Lawrence County Chamber of Commerce
101 Main Street
Canton, NY 13617-1248
Phone: 877-228-7810
Email: apower@stlawrencecountychamber.org
Website: [http://www.northcountryguide.com](http://www.northcountryguide.com)
Greater Massena Chamber of Commerce
50 Main Street
Massena, NY 13662
Phone: 315-769-3525
Email: mailto:chamber@massenachamber.com
Website: http://www.massenachamber.com

Potsdam Chamber of Commerce
24 Market Street
Potsdam, NY, 13676
Phone: 315-274-9000
Email: potsdam@slic.com
Website: http://www.potsdamchamber.com

Canton Chamber of Commerce
PO Box 369
Canton Municipal Building
Canton, NY 13617
Phone: 315-386-8255
Email: cantoncc@northnet.org
Website: http://www.cantonnychamber.org

St. Lawrence County Arts Council
51 Market Street
Potsdam, NY 13676
Phone: 315-265-6860
Email: arts@slcartscouncil.org
Website: www.slcartscouncil.org
North Country Scenic Byway
RECREATION

Introduction

Because of its diverse geographic features, the North Country Scenic Byway provides an exceptional variety of recreational opportunities. This section provides an overview of current four-season recreational resources, followed by a discussion of the recreation goals from the implementation plan.

Overview of existing recreation opportunities

The North Country Scenic Byway is a rich venue for both active and passive outdoor recreation. The Byway route generally traverses open fields, and is characterized by gradual changes in elevations – the Boundless Horizons. The Byway’s distinct and diverse water resources -- Bountiful North Flow Waters provide abundant choices for water-based and water-enhanced recreation, in all seasons. Experiences vary from the “Sixth Great Lake” boating and fishing activity on Lake Champlain to the mighty waters of the St. Lawrence River, to the more private boating and fishing experiences on the rivers and the many wetlands with accompanying birding opportunities that border and intersect the Byway. Towns and villages offer in-community and on-campus parks and trails for year round recreation and relaxation.

Wildlife watchers, birders, hunters and cross country skiers enjoy the gentle terrain of the corridor’s many open fields and adjacent wooded areas.

Winters along the North Country Scenic Byway Corridor can be long, snowy and cold, but generally not quite as frigid as those on Scenic Byways in other areas of Northern New York, so visitors and residents can enjoy a variety of activities on snow and ice.

Active recreation opportunities include:
- Sailing, canoeing and kayaking, motor boating
- Bicycling
- Small and large game hunting
- Fishing
- Swimming
- Golf
- Hiking
- Geocaching
- Skiing, snowshoeing, ice skating, hockey, and dog sledding
- Snowmobiling
- Ice Fishing
Passive recreation activities include:
- Birding and wildlife viewing
- Walking
- Camping
- Picnicking
- Photography

A complete listing of the North Country Scenic Byway’s outdoor activity sites that will appeal to recreationists is included in the Map Resource Key (see “Recreation” category entries).

**Economic Benefits of Recreation**
Recreation not only adds to the range of attractions and experiences for Byway visitors and enhances the quality of life for residents, it is also brings important economic benefits. As has been noted in the Economic Development Section, according to the United States Department of Agriculture, for rural areas such as that of the North Country Scenic Byway, recreation increases earnings and income levels, lowers local poverty, has positive impacts on unemployment rates, and helps improve local educational attainment and health.

**Recreation Related Projects in Development in Byway Communities**
As has been noted in other sections of this Corridor Management Plan, Byway communities completed comprehensive grass roots strategic planning and developed detailed strategies, including goals and action items, before this Corridor Management Process began. These plans include specific recommendations for recreational improvements that will support the byway traveler’s outdoor experiences.

The communities of Rouses Point, Chateaugay, Malone, Potsdam and Canton have completed comprehensive Economic Development Strategies and Plans and, in several cases, Local Waterfront Revitalization Plans. These plans include extensive, detailed assessments of existing conditions, needs for upgrades and enhancements, and specific opportunities for future development of recreational resources. These plans include numerous goals related to recreation in the communities, including improved and enhanced facilities and transportation initiatives for pedestrians and bicyclists, and additional access to, and availability of, water resources. For that reason the Goals and Action Items presented in this CMP are consistent with the goals and action items in

*Potsdam’s Recreation Path along the Raquette River provides multi-season opportunities.*
those strategies. In addition to these plans, the Raquette River Corridor Strategy for Revitalization also includes sections detailing opportunities for recreation in Byway communities located on the river from Potsdam to Akwesasne.

The Raquette River Blueway is a major project that will bring recreation-related benefits to many communities on the North Country Scenic Byway route. The 170 mile long Raquette River, second longest river in New York State after the Hudson, has its headwaters near Blue Mountain Lake on the Adirondack Trail and Central Adirondack Trail Scenic Byways. As one of the North Country Scenic Byway’s north flowing waters, in St. Lawrence County, the Raquette passes through The Village of Potsdam, the Town of Potsdam, the Town of Norfolk, the Village of Norwood, the Town of Massena, and the Village of Massena, and includes lands within the Akwesasne-St. Regis Mohawk Reservation. The Raquette River corridor offers rich, diverse outdoor experiences for both water-based and water-enhanced recreation for the most adventuresome paddlers to visitors who enjoy a quiet waterside sojourn. The river corridor covers thousands of acres of wetland and river habitats of scenic beauty, and rich four-season offerings of plant, animal and bird wildlife. An exciting aspect of the Raquette River Corridor Project is that it demonstrates the benefits of several communities working together collaboratively with long-term strategic commitment to

- Increase opportunities for public access, water-based recreation, and tourism;
- Protect sensitive waterfront resources;
- Revitalize villages, hamlets and main streets;
- Protect historic resources and enhance opportunities for heritage tourism;
- Protect water quality;
- Develop a sustainable tourism-based economy.

Information on how to access these LWRPs and the Raquette River Blueway Corridor plans is at the end of this section of the CMP.

**Accessible Recreation Activities**

While opportunities for people with disabilities to enjoy the outdoors along the Byway are limited, there currently are several places that are handicap accessible. Increasing opportunities for accessible recreation will help Byway communities enhance existing resources, as well as create additional resources that will extend visitor stays and/or encourage repeat visits to the region.

In Rouses Point the waterfront gazebo and scenic pier is accessible for fabulous views of the village’s shoreline and marina, and the Green Mountains in Vermont and the Adirondack Mountains in New York. On the Byway corridor in Malone, on Lower Park Street an accessible platform for fishing on the Salmon River is maintained by Franklin County. The Malone Memorial Recreation Park on County Route 25 offers picnic areas and wildlife watching. The main building and one trail of the Robert Moses State Park in
Massena offers accessible cabins and sites for tents, trailers, campers and RVs; some recreation programs are wheelchair accessible. Heritage Park in Canton has handicap accessible trails. The colleges and universities in Malone, Potsdam, and Canton also have accessible pathways through their beautiful campuses.

As is the case with the visions and plans for economic development and tourism in specific comprehensive community development strategies and LWRPs, recommendations for increasing the availability of venues for accessible recreation are included.

A list of accessible land and water sites on state forest property may be found on the New York State Department of Environmental Conservation (NYSDEC) website at www.dec.ny.gov. Detailed local information and special permits are available for Clinton and Franklin counties through the NYSDEC Region 5 Headquarters in Raybrook (518) 897-1200 and from St. Lawrence County Region 6 headquarters office in Watertown at 315-785-2239. A Region 6 sub-office is also located at 6739 US Highway 11 in Potsdam and can be reached at 315-265-3090.

**Canoeing, Kayaking, Sailing, and Motor Boating**

As conveyed as part of the Byway theme, *Boundless north flow waters*, resources for water-related and water-enhanced recreation on the North Country Scenic Byway Corridor are plentiful and varied, offering experiences that appeal to all types of boaters from novice paddlers to the most seasoned sailors.

Lake Champlain, 120 miles long, is accessible from Rouses Point. With magnificent views of the Adirondack Mountains in New York and the Green Mountains in Vermont, the lake is known as a world class boating destination. Lake access is available via a public boat launch on Montgomery Street while private marinas in Rouses Point also provide moorings and services for boaters. In Massena, the Robert Moses State Park has sites for a variety of boats to access the St. Lawrence River.

Handicapped access and a boat launch are found at Norwood Pond. Norwood Pond is a popular place for recreation on the Raquette River and can be quite busy.

Between Norwood and Potsdam, paddlers can enjoy sections of the Raquette River, portaging around the dams on marked trails. Water is low certain times of the year. The Raquette River dam in Potsdam backs up the river nearly two miles and is a great place for a quick paddle or fishing. A Canoe launch is in Ives Park, behind the Clarkson Inn, 1 Main Street, and there is a public parking area next to the Inn’s parking. As the time of
the writing of this CMP, the Village of Potsdam had just secured a grant through the NYSDOS Local Waterfront Revitalization Program to renovate Ives Park and develop a new farmers market pavilion and Gateway Visitor Center adjacent to the park.

In Canton paddlers can put in at the Raquette River boat launch on Route 68 just outside the Village and paddle the full day tip of about 12 miles to the dam in Madrid, New York. For those interested in competitive canoe races the St. Lawrence Valley Paddlers offer two of the State’s premier races: Canton Canoe Weekend: Rushton Memorial Race, commemorating famed North Country boat builder J. Henry Rushton, is held the first weekend in May; and the Remington II Canoe Race held the first weekend in September.

**Fishing**
The waters of the North Country Scenic Byway, including Lake Champlain, the streams and rivers that traverse the Byway, and the St. Lawrence River, offer diverse world-class fishing experiences from the quiet enjoyment of personal encounters to the excitement of amateur and pro competitions. Details on fishing on the North Country Scenic Byway can be found at [http://www.dec.ny.gov/outdoor/fishing.html](http://www.dec.ny.gov/outdoor/fishing.html). Chambers of Commerce sites have information on boat charter and guide services available on Lake Champlain and the St. Lawrence River.

Lake Champlain and the streams along the Byway’s waters in Clinton and Franklin County provide diverse open water fishing experiences from early Spring to late Fall. Trout season starts on the streams in early April and moves to the lakes and ponds as ice-out progresses through April and May. May also sees the opening of the walleye and pike seasons. Summer brings the start of bass season and excellent fishing for largemouth and smallmouth bass. There are also many opportunities to catch pan fish such as perch and sunfish throughout the year, including ice fishing in the winter for hardy anglers.

More details on types of fish, seasons, access and boat put in location for Clinton and Franklin county waters, New York State Department of Environmental Conservation DEC Region 5 can be found at [http://www.dec.ny.gov/outdoor/28244.html](http://www.dec.ny.gov/outdoor/28244.html)

In St. Lawrence County, with a wide variety of species and numerous tournaments, there are many opportunities to catch fish as well as win prizes. St. Lawrence County communities are co-promoting themselves as the “The World’s Fishing Capital.” The St. Lawrence River is known world wide for record setting carp; catches can range up to 40+ pounds. St. Lawrence County’s fishing dedicated web site is [http://www.fishcap.net](http://www.fishcap.net)

**Fishing Note:** When fishing on the St. Regis Mohawk Territory, all New York State
Fishing regulations now apply. The Tribe recently adopted the State's regulations for an interim period, until specific regulations for tribal lands can be worked out. These regulations apply to all non-tribal members seeking to fish in Akwesasne's waters. They do not limit the inherent right of tribal members to fish on the reservation so long as their activities are consistent with applicable tribal law.

**Hunting**

Hunting was essential to the survival of early inhabitants in the region, and remains a respected and important tradition in the North Country. Visitors may enjoy hunting on state forest lands, as well as private sites with landowners’ permission. Game species include deer, turkeys, rabbits, coyote, and various waterfowl, using shotguns, rifles, muzzle loader and black powder, and bow. Private guide services are available. Hunting license information including seasons, eligibility, residency requirements, minimum age, responsibilities, fees and how to get a license are available from the New York State Department of Environmental Conservation.


**Bicycling**

With the open vistas, broad shoulders and gentle terrain of this touring route, cycling enthusiasts will enjoy a unique perspective of the landscape and its communities. Travelers may choose from a number of the designated bike-touring loops identified by local cyclists to more closely experience local history, the environment, or small-town atmosphere of the region’s communities. In contrast to the more challenging biking terrain on other Adirondack North Country Scenic Byways, families with children and bikers seeking a gentle tour will enjoy this Byway experience.

Several communities on the Byway feature annual bicycle events that draw participants from around the U.S. and Canada. The Adirondack North Country Association (ANCA) offers a comprehensive “Biking the Byways” website which has become a valuable resource for cyclists and mountain bikers. Byway planners and stakeholder groups should familiarize themselves with ANCA’s [http://www.bikethebyways.org](http://www.bikethebyways.org) to better informed about regional bicycling and mountain biking opportunities.

Research on potential benefits of creating accessible off road biking trails near the Byway corridor should be addressed by local communities and opportunities for planning community linkages and connecting routes needs to be studied.

Additional resources such as maps with suggested tour routes, pull-offs with interpretive signage, wayfinding and directional signage, and comfort facilities are needed to enhance biking experiences along the North Country Scenic Byway.
Birding
The North Country Scenic Byway crosses the flyway for many migratory species and great Boreal species habitats are nestled along the corridor. With so many wide-open fields and flat-water resources, the area is a birder’s dream. In the autumn, farmland cornfields are favorite feeding grounds for huge flocks of Canada and Snow Geese, which makes for quite an impressive experience. Many flocks converge on the surface of Rotary Lake in the Malone Recreation Park. Birders come from around the Northeast to enjoy the special sights – and sounds. of The Massena-Hawkins Point Visitors Center, located across from the Robert Moses Power Dam, is also great area to view waterfowl, numerous species of migratory birds; wading, shore and songbirds, raptors including bald eagles and osprey. This is also a significant wintering area for waterfowl and bald eagles. Birding presents a great opportunity for development of interpretive resources, and coordinated promotional events throughout North Country Scenic Byway communities.

The 4,000-acre Wilson Hill Wildlife Management Area on St. Lawrence River is accessed from Route 131 off Route 37 just south of Massena. It’s an open water wetland adjacent to the St. Lawrence River. Approximately 1,800 acres of large open pools of water are bordered by cattail, shrub swamp, forest, and meadows. Its location in the shallow wetlands of the St. Lawrence River makes it ideal for nesting provides habitat for ducks and geese. Up to 15 to 20 waterfowl species can be observed during Spring and Fall migrations. Wading birds, shore birds, songbirds and raptors, including bald eagles and osprey, also frequent this wildlife refuge.

Wildlife Viewing and Nature Interpretation
Because of the rural nature of long sections of the Byway, wildlife is often seen in the fields and farmlands and on roadsides. Species include deer, foxes, rabbits, skunks, turkeys, and occasionally moose. During certain seasons, and times of the day, drivers need to be alert to the hazards of deer and flocks of turkeys suddenly entering the roadway. There are several special areas for wildlife viewing and nature interpretation on the Byway as noted in the Resource Key.

In the Town of Champlain, Kings Bay Wildlife Management Area, is about one mile south of the intersection of Routes 9B and Route 11, the eastern gateway of the North Country Scenic Byway. The 683-acre area is on the western shore of the northernmost reach of Lake Champlain. A half-mile trail goes through a mature forest of maple, beech and ash. Visitors may see red foxes, whitetail deer, raccoons, and squirrels. Marsh areas are home to muskrat, and mink as well as a variety of waterfowl. The Nature Center at Robert Moses State Park in Massena is a great starting point to
begin to explore the park’s abundant water and land wildlife habitats.

Increasing the amount of interpretive signage, maps and guides, and online resources will help Byway visitors better discover the wildlife experience.

**Walking and Hiking**
Communities along the North Country Scenic Byway have walking paths through parks, and suggested routes through well-preserved historic neighborhoods. North Country Community College in Malone, SUNY Potsdam and Clarkson University in Potsdam, and SUNY Canton and St. Lawrence University in Canton have trails that are open to the public. Many communities have identified creating and improving waterside recreational paths as goals of their Local Waterfront Revitalization Plans.

In Malone you can see some of the village’s most remarkable “Painted Ladies” Victorian mansions following the self-guided walking “Architecture Tour Map.” In Robert Moses State Park on Barnhart Island near Massena, trails lead to overlook of the St. Lawrence River, picnic and collecting areas.

The community of Canton offers many different, interconnected paths and trails for casual walking and relaxing. The Heritage Trail Project is designed to enhance the cultural, aesthetic, historic, and environmental aspects of the western end of Canton’s downtown historic district. A map showing trail locations is available in the village. The Remington Recreation Trail surrounds the Partridge Run Golf & Country Club. This paved fitness trail is designed for residents and visitors to enjoy in all seasons.

**Swimming**
There are a number of public beaches in the North Country Scenic Byway corridor where travelers can enjoy a swim. These include:

- Memorial Recreation Park at Rotary Lake in Malone
- Robert Moses State Park on the St. Lawrence River near Massena
- Massena Town Beach on the St. Lawrence River
- Norwood Beach Park in the Village of Norwood
- Taylor Park Community Beach in Canton

**Volkssporting**
Volkssporting is a non-competitive way of promoting well being and good health through a four-season fitness sport and recreation program. Clubs sponsor events throughout the year and turn hiking, biking, swimming, and skiing into social activities. North Country Scenic Byway communities can build on the opportunities created by The Great Lakes Seaway Trail’s active Volkssporting Association. In Volkssporting, which began in Europe, all people have an opportunity to engage in healthy activities that encourage fitness. Volkssporting includes non-motorized, non-competitive activities such as walking, bicycling, swimming, cross-country skiing, and snowshoeing. The
concept fits perfectly with the many “gentle recreation” opportunities of the North Country Scenic Byway.

Geocaching
Thanks to initiatives of the GeoTrail on the neighboring Great Lakes Seaway Trail, geocaching is becoming popular in St. Lawrence County, and has potential for all communities along the North Country Scenic Byway to attract visitors and area residents. Geocaching is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices. Geocachers locate hidden containers, called geocaches, outdoors and then share experiences online. People of all age groups who have a strong sense of community and support for the environment enjoy Geocaching.

Winter Activities
Winter can be long in communities along many sections of the North Country Scenic Byway lasting up to five or six months. Residents make the most of winter conditions through a variety of cold-weather-only-recreation activities, and visitors are encouraged to enjoy sports like hockey and dog sledding as spectators or try new sports. Locals are happy to share their knowledge with visitors.

Ice fishing
Ice fishing is a sport of particular distinction on the North Country Scenic Byway. Ice fishing locations abound in waters on the North Country Scenic Byway, from small ponds to Lake Champlain and sections of St. Lawrence River. In some locations, groups of ice fishermen traditionally arrange their temporary fishing shanties in village-like formations. The variety of fish species and places to fish can keep the most avid ice fisherman busy all winter. Ice fishing requires special equipment, skills, and safety awareness. The New York State Department of Environmental Conservation has extensive information about ice fishing at http://www.dec.ny.gov/outdoor/7733.html.

Snowmobiling
Other Winter Sports

Northern New Yorkers have found many ways to enjoy the region’s long, snowy but not extremely cold, winters. Many communities have indoor, and in some cases, outdoor ice skating rinks. Some days, winter conditions allow for perfect ice-skating and ice boating on frozen ponds, sections of rivers, and Lake Champlain. Town parks, college and university campuses, golf courses, and local sportsmen’s organizations have trails for cross-country skiing and snowshoeing on terrain that is gentle and rolling. Just south of the Byway route in Malone, in the Adirondack Foothills, a downhill family ski center known as Titus Mountain has served for decades as an important community resource for affordable winter recreation. Robert Moses State Park on the St. Lawrence River in Massena has 10 miles of marked self-guiding trails, guided snow shoe hikes, and offers cross-country skis and snowshoes for rent. The park also hosts sled dog races that draw North Country participants as well as those from Canada and several states. Many communities celebrate winter in a variety of seasonal festivals and special events that include winter recreation activities. Promoting these activities is a good way to increase winter visitation.

Making the Most of the Recreation Potential of the North Country Scenic Byway

Local officials and recreation groups should look for opportunities to expand four season recreation activities and create additional opportunities such as new riverfront trails and canoe/kayak river access points. Combined cross-seasonal promotions, such as Spring, Summer, and Fall paddling and Winter cross-country skiing could also increase visitation. Planning efforts underway in several communities along the Byway are producing new project ideas. Networking between neighboring communities for planned improvements will support the growth of more desirable recreation offerings along the route. It is also important that there is additional and/or extended seasonal access to lodging, dining facilities and visitor services.

As previously described, the North Country Scenic Byway offers a great variety of recreation experiences, especially ‘gentle recreation’ activities that may be appealing to families with young children, and people seeking moderate to active options. Improvements are needed to recreational infrastructure such as parking, put-in/access sites, information kiosks, and comfort facilities near water access points for boaters, paddlers and fishermen. Website links and theme-based brochures (bicycling, fishing, paddling, etc.) can draw greater attention to niche activities that appeal to different interests. The St. Lawrence County Fishcap website www.fishcap.net is an excellent example of a comprehensive resource that makes it easy for fishermen to plan and enjoy all types of fishing activities in the county. Ideally, similar information could be developed for Franklin and Clinton counties, and combined with St. Lawrence to encourage use of resources, and support of related businesses all along the Byway. A “highlights of paddling” the Byway brochure of suggested paddle locations, excursions and routes with maps that include descriptions of communities on the Byway and
explanations of interesting natural history could encourage longer visits from paddlers.

The Whitewater Parks project in Potsdam and Canton, funded through the North Country Regional Economic Council Consolidated Funding Application process in 2011, is a great example of the benefits of regional cooperation.

For details of local and regional initiatives that include planning for enhanced opportunities for recreation see Related Programs, Projects, Plans, Studies, and Reports.

RECREATION GOALS OF THE NORTH COUNTRY SCENIC BYWAY

Stakeholders participating in the creation of this Corridor Management Plan for the North Country Scenic Byway have identified two priority goals for Recreation. The goals listed below are presented in the Implementation Plan, Section 23, with expanded and more specific action items; suggested partners/stakeholders are named. The Implementation Plan details recommendations for action that will enable North Country Scenic Byway businesses, communities, and other interested partners to take advantage of the recreation opportunities made possible through designation as a New York State Scenic Byway.

**Goal 1: Create additional recreation opportunities that extend visitor stays and encourage repeat visits to the region**
**Goal 2: Enhance and promote existing recreation experiences**
RECREATION CONTACTS

New York State Department of Environmental Conservation –
District 5 – Clinton and Franklin Counties
Ray Brook Headquarters
P.O. Box 296
1115 State Route 86
Ray Brook, NY 12977-0296
Phone: 518- 897-1200
http://www.dec.ny.gov/about/631.html

New York State Department of Environmental Conservation
District 6 – St. Lawrence County
Dulles State Office Building
317 Washington St.
Watertown, NY 13601
Phone: 315-785-2239
http://www.dec.ny.gov/about/613.html

I Love New York
Official New York State Tourism Site
http://www.iloveny.com/Home.aspx
Tourism Industry Resources
http://thebeat.iloveny.com/industry/

New York State Office of Parks, Recreation, and Historic Preservation
Thousand Islands Region
45165 NYS Route 12
Alexandria Bay, NY 13607
Phone: 315- 482-2593
http://www.nysparks.com/regions/thousand-islands

Adirondack Regional Tourism Council
http://visitadirondacks.com/

Adirondack North Country Association (ANCA)
67 Main Street   Suite 201
Saranac Lake, NY  12983
(518) 891-6200
www.adirondack.org
www.adirondackscenicbyways.org
http://www.bikethebyways.org
Plattsburgh-North Country Chamber of Commerce  
(Serving Clinton and Franklin Counties)  
7061 Route 9 P.O. Box 310  
Plattsburgh, New York 12901  
Phone: 518-563-1000  
Email: chamber@northcountrychamber.com  
Website: http://www.northcountrychamber.com

St. Lawrence County Chamber of Commerce  
101 Main Street  
Canton, NY 13617-1248  
Phone: 877-228-7810  
Email: apower@stlawrencecountychamber.org  
Website: http://www.northcountryguide.com  
The Chamber offers The Map for All Seasons, a comprehensive guide to county resources:  
http://www.co.st-lawrence.ny.us/Departments/Planning/MapforAllSeasons

Fish Cap  
c/o of St. Lawrence County Chamber of Commerce  
Email: info@fishcap.net  
Website: www.fishcap.net
North Country Scenic Byway
SIGNAGE & INTERPRETATION

Introduction

An effective signage program is key to ensuring a positive experience for Byway travelers. Signage along the Byway route is governed by an extensive set of rules and regulations with federal and state origins. The lead agency governing signage along official state scenic Byways in New York State is the New York State Department of Transportation. Local zoning laws must also be considered. Signage regulations fall into four categories:

1. Official Signs provided by New York State Department of Transportation (DOT)
2. Official Signs provided and permitted by DOT
3. Official Signs permitted by DOT, including Tourist Oriented Directional Signage (also known as TODS) – provided by businesses or contributing resource/attraction owner
4. Non-Official Signs provided by communities are placed outside the State right-of-way near municipal boundaries to identify Byway communities. The signs must be approved by DOT and are subject to local review and approval.

Within these categories, an entire “family” of sign types exists. Interpreting existing signage language and regulations has been difficult for the professional transportation planners, as well as the layperson volunteer. The New York State Department of Transportation State Scenic Byways Signage Manual will be used as the guiding document to assure that Byway signage meets traffic safety codes and all other applicable signage regulations. Additionally, the Adirondack North Country Association’s new design standards Guide to Interpretive Signage Along North Country Byways should be consulted to insure that the North Country Scenic Byway route will place effective signage and avoid the tendency to over-sign travel and touring routes.

*Introductory workshops on the Byway signage manuals should be planned for local highway departments, community planners, and other Byway stakeholders as a first step in pursuing the goals below.* Encouraging the use of the manual will guide project implementers in the proper design, construction, permitting, and installation of signs along the corridor. Byway communities will need guidance on interpreting the new signage manual, locating funding for signage opportunities, and establishing contacts with capable administrators to lead community signage efforts as they move into the development, placement, and installation of desired signs. With the ever-changing leadership in Byway communities, arrangements for ongoing signage education should be made.
There are number of initiatives that will enhance the experiences of visitors to the North Country Scenic Byway.

**Conduct a comprehensive signage assessment.**

During CMP development, it became evident that a comprehensive signage assessment is needed corridor wide. It is strongly recommended that funding be secured to address the adequacy and legality of existing signage and interpretation in place including:

- Complete inventory of all existing signs with name of responsible party
- Gather steward ownership contact information, including full resource name and significance
- Notation of locations with lack of signage and locations needing improved signage

**Enhance wayfinding and strengthen Byway identity through an effective directional signage program.**

Wayfinding signage provides direction and peace of mind as visitors travel along the Byway route and as they venture off the main route to access various services, attractions, and recreational opportunities. Since Byway users will include pedestrians, bicyclists, recreational vehicle users, and motorists, it is important that wayfinding signage be developed that will accommodate each of these groups. It is important to consider the needs of each of these groups when developing signage plans. In addition, Byway communities along the entire route must coordinate with one another to ensure that wayfinding signage is consistent and cohesive. With a number of intersecting Byway routes, the Raquette River Blueway Trail, and various recreational trail networks, a comprehensive signage strategy will be critical in order to avoid a “clutter of signs,” which ultimately confuse and disrupt the travel experience. Standardized, common sense criteria, such as the following, should be applied to all interpretation and signage activities along the North Country Scenic Byway:

- Simple
- Well designed
- Easy to read (given the speed of motorists) (MUTC compliant)
- Interesting to read (for interpretive signage)
- Well timed

*Signage at the Scenic Byway's eastern gateway in Rouses Point may be confusing to travelers.*
An appropriate **logo** enhances the Byway’s identity and helps travelers to quickly recognize directional signage as they navigate along the Byway route. Byway stakeholders felt that the logo currently being used does not effectively communicate the Byway’s theme and resources to the traveling motorists. Stakeholders have suggested that a new logo be developed that incorporates the big sky horizon and water elements of the slogan “boundless horizons and bountiful north flow waters.”

The development of attractive welcome signs for Byway communities that incorporate the new logo will also help travelers to readily identify communities along the route and will further provide a cohesive design between communities.

**Enhance visitors’ and residents’ understanding and appreciation of Byway resources through education & interpretation.**

With such a vast array of historical, cultural, and recreational resources along the Byway route, interpretive signage to help the visitor to better understand and appreciate these resources will be a key component of any signage program. Well-designed and properly placed interpretive signage will engage Byway travelers and help them to experience all that the Byway has to offer. Chambers of commerce, historians, historical societies, county tourism agencies, county transportation safety organizations, ANCA, municipal leaders, the leadership of the St. Regis Mohawk Tribe, local artists, and DOT should work together to develop a thematic signage program that enhances the overall Byway image. The signage theme should be consistently applied to web content and print materials as well, in order to further reinforce the image and experience of the Byway. Additionally, future interpretive material should be based on current economic development, marketing, and branding research that will need to be conducted following the approval of the CMP.

**Overview of Signage Types and Issues**

**Tourist Oriented Directional Signs**

Tourist Oriented Directional Signs (TODS) will be used to lead visitors to area businesses located off of the Byway’s primary route. Some on-route businesses may also qualify for TODS. Communities rely on a steady stream of visitor spending to remain viable in a rural economy dependent on tourism dollars. Along the Byway route, two-color TODS will serve as easily recognizable, consistent beacons. Byway travelers quickly learn to watch for these signs when seeking goods, services, and attractions. Local tourism related business owners should be made aware of their eligibility to pursue this type of signage. The New York State Scenic Byways Signage Manual states “TODS may also include advertising of services,
activities, arts, crafts or products that are commonly accepted to be of specific interest to travelers.” Those choosing to advertise their business establishment or resources will need information on how to obtain a permit and place a sign. Contact information naming the Department of Transportation’s Real Estate division representative responsible for the particular areas of the Byway needs to be prepared and distributed. It is anticipated that the Department of Transportation’s signage manual will address these concerns. Additionally, information on accessing the New York State’s Department of Transportation’s Scenic Byways Signage Manual should be circulated to all North Country Scenic Byway stakeholders and Byway partners.

**Destination Markers**

Resource Destination Markers are small signs placed along the route to capture the traveler’s attention and direct them to Byway resources. These Destination Markers are usually provided and installed by the Department of Transportation. Along the North Country Scenic Byway, recreational trails’ access points and river access points need to be marked. Access points for recreation sites are hard to find, as they are so well camouflaged by the landscape and must therefore be clearly marked. Parks, fishing access points, boat launches, wildlife viewing areas and trail heads for many of the Department of Environmental Conservation’s recreational and natural resources are so completely obscured that without a sign they would be missed entirely. The Department of Transportation’s right-of-way provides a legal space for sign placements that are otherwise not permitted on state-owned land.

**Byway Pedestrian Directional Signs**

Byway Pedestrian Directional signs will guide visitors to various points of interest once they are out of their vehicles. To maintain continuity in signing the Byway, pedestrian directional signs will feature the State’s Byway logo and lettering for the North Country Scenic Byway. Byway groups still need to make decisions about where these signs are needed. Those who decide to move forward should be prepared to absorb all costs involved to design and fabricate the signs. The groups will have to secure permission from any involved landowners, follow local ordinances, and install the signs outside the Byway’s right-of-way.

**Interpretive Signs**

Interpretive signs provide information about significant events, places, people, or things. The use of the Byway logo on each interpretive sign reinforces the interconnected system and promotes visitation. These signs will be used to help visitors to learn more about the North Country Scenic Byway.
Byway’s history, culture, natural systems, and recreation. The special stories about local lore, life, and events need to be shared to improve the visitor’s experience and create a greater awareness and appreciation for the area. When designing interpretive signs, communities should take the opportunity to include information highlighting other resources to encourage Byway users to move from one area to another and to promote visitation of underused resources. A well-coordinated system of interpretive signs can help build the expectation that each new site brings another worthwhile experience.

In order to avoid over-signing the Byway, kiosks, centralized strategic interpretation spaces, and stop-offs should be used, particularly in communities along the route. These help inform the traveler of the historic, cultural, recreational, and natural resources in the immediate area, as well as those at the “next” stop. Coordinating “on the ground” signage locations with an interpretive map and guide help the visitor to locate these interpretive spots. Electronic digital forms of interpretive programming, in the form of low frequency radio programming and, Internet apps provide another dimension of information access that is increasingly used by travelers to enhance their experiences and should be considered. Another important consequence of centralizing interpretive information is to encourage the traveler to get out of his or her car and walk around each community, an important encouragement of commerce.

**Official Byway Route Identification Signs**

Byway communities will be encouraged to use the Byway’s name and logo on all signage to lend continuity to the Byway experience. The towns and villages along the North Country Scenic Byway will benefit from the appeal of the brand name which umbrellas the entire route. The repeated use of the easily recognizable name and graphic prominently displayed on signs conditions visitors to watch for similar signs as they alert travelers that they are approaching new services, attractions, or resources. Being entirely outside of the Adirondack Park, North Country Scenic Byway signs placed within the right-of-way will be blue and white in color per NYS Byway signage regulations.

**Route Logo**

As mentioned previously, the current logo does not appropriately capture the theme and experience offered along the North Country Scenic Byway. Stakeholders have suggested that a new logo be developed that incorporates the big sky horizon and water elements of the slogan “boundless horizons and bountiful north flow waters.”

If the decision is made by the regulatory agencies to pursue a new logo, local implementers will ultimately have to follow the logo process provided in the new state sign manual. Depending upon whether or not the original graphic design was adopted by legislation, there may be additional procedures necessary to follow to re-legislate new artwork. Local implementers, in conjunction with ANCA, will need to consider the scope of the work and ways to share the workload associated with a new design and the approval process.
Gathering input and consensus on whether to pursue a new design, and ultimately on developing a new design, would involve a commitment by a core group of involved Byway representatives from the North Country Scenic Byway communities. Sources of funding for the creation of a new design must be identified.

**Community Welcome Identification Signs**

The Corridor Management Plan organizers agree that Community Welcome Identification Signs should be used to highlight gateways to cities, towns, villages, and hamlets. Upon approval of this Corridor Management Plan, Scenic Byway communities will need to be contacted and reminded that they are eligible to receive Community Welcome Signs designed and installed by the Department of Transportation in the State’s right-of-way. Communities may elect to supply their own welcome sign for placement outside the right-of-way. The welcome signs will include locally selected artwork and will also show the Byway name and logo. Sign installers will seek Department of Transportation approval and adhere to all local ordinances. Byway communities should work with ANCA in preparing appropriate community identification signs.

Distance between communities would be helpful to have noted. For example, “Community of X, next community is X, how many miles away” considering the dearth of gas, toilets, ATM’s etc. and their seasonality.

**Bikeway Signage**

CMP organizers want to work towards having consistent and regularly spaced bike route marking and directional signage for cyclists and vehicle operators along the Scenic Byway as allowed by NYSDOT. Some of the North Country Scenic Byway route is already marked with bike lane pavement markers or “Shared Roadway” signs. Regardless, drivers need continual reminders of random presence of cyclers and other Byway users. The pavement markers would be used only in cases where the shoulder width meets NYSDOT requirements. The popularity of bicycling and mountain biking continues to grow within the state as alternative means of transportation and as recreational sports. Opportunities exist for expansion of routes and linkages, both within the community and along the route. Additional discussion is needed regarding the parallel bicycle routes and loop routes. Byway communities are developing and expanding their road and mountain biking systems and are requesting adequate signs to direct and accommodate road and trail users.

**Signage and Interpretation Goals:**

- **Goal 1:** Coordinate the development of a distinctive logo for the NCSB route signage that reflects the theme “Boundless horizons and bountiful north flow waters”
- **Goal 2:** Enhance residents and visitors’ understanding, awareness and appreciation of Byway resources through education and interpretation of Byway assets, and intrinsic qualities
Goal 3: Develop regional interpretive programming that engages visitors and improves their understanding and enjoyment of local historical, cultural and natural resources.

Goal 4: Offer the Byway patrons a quality experience of the region’s recreational resources through education and interpretation highlighting the unique character of the corridor.

Goal 5: Attract and direct visitors through appropriate signage to Byway resources, including using the new route name (North Country Scenic Byway) to unify the region and to promote the entire Byway as a destination, encouraging visitation, and exploration of all locales.

Goal 6: Promote Byway recreational assets through the design and installation of appropriate signs or resource markers at all major historic, recreational and educational sites, including bike, cross-country, road and mountain biking trails and the use of interpretive brochures, the web, kiosks, and trail maps showing resource locations.

Municipal Resolutions

Restrictions regarding outdoor advertising signs are now a requirement for new designated/legislated Byways. The Nomination Handbook Sign Addendum states,

“The Corridor Management Plan requires resolutions of support from the local governments that are partners in the scenic Byway. The resolutions obtained from the various local governments with jurisdiction along the controlled roadways should indicate their willingness to participate and confirm that they will not issue building permits or any other permits or other permission to construct new outdoor advertising signs along designated scenic Byways”


The North Country Scenic Byway presents special conditions as it was adopted and declared a NYS Scenic Byway in 1992 without a CMP in place and the accompanying community buy-in, based on the fact that it was an official NYS 1984 Auto Touring Route. New York’s State Byways that were nominated for legislative approval, based on their Auto Tour Route status, historically differ greatly in their operations from those Byways that were formed in later years based on a localized grassroots inception. As ANCA prepares for the future implementation of the signage component of the CMP we should qualify that we will continue to work to retrofit the plan as best we can dependent upon staff capability and funding availability. The organization will need to conduct...
outreach to make communities aware of the program conditions as leadership changes.

The effort to educate stakeholders, including local government officials on an ongoing basis should be organized. Encouraging the use of the New York State Scenic Byways Sign Manual and ANCA’s Considerations for Building Continuity in Byway Signage will guide project implementers in the proper design, construction, permitting, and installation of signs along the corridor. Byway communities will need guidance on interpreting the New York State signage manual, locating signage funding opportunities, and establishing contacts with capable administrators to lead community signage efforts as they move into the development, placement, and installation of desired signs.

Resolutions of Support

ANCA has secured resolutions of support from local governments with jurisdiction along those sections of the North Country Scenic Byway that were not previously designated as NYS Scenic Byways and are classified as Federal Primary Highways. The remaining route segments were previously legislated as part of the Military Trail Scenic Byway designation in 1992. The resolutions indicate the willingness of the municipalities on the new Byway segments to uphold the ban on off-premise advertising signage. Resolutions were received from the following local governments:

- Town of Massena on Route NYS 37
- Town of Louisville on Route NYS 56
- Town of Norfolk on Route NYS 56
- Village of Norwood on Route NYS 56
- Town of Potsdam on Route NYS 56 and Route US 11
- Village of Potsdam on Route NYS 56 and Route US 11
- Town of Canton on Route US 11
- Village of Canton on Route US 11

(See Attachment II)

Region One NYS Department of Transportation’s Real Estate Office will provide information to any municipality seeking further information about advertising sign permitting including Tourist Oriented Directional Signage.

Conclusion

As the North Country Scenic Byway continues to develop its resources, signage and interpretation will play an increasing role in the planning process. All proposed signage
planning projects should provide travelers with the information they need to make the
transition from a vehicle, to a walking environment, to a visitor experience. The New York
State Regional Scenic Byways Coordinator can provide a clearinghouse function to access
New York State Department of Transportation staff and regulations and to facilitate the
exchange of information. Key personnel can be reached at:

- Regional Coordinator 315-785-2333
  New York State Department of Transportation, Region 7
  Dulles State Office Building
  317 Washington Street
  Watertown, NY  13601
- Scenic Byways Coordinator: (general questions & assistance) 315- 785-2354
- Traffic Engineering & Safety: (directional signage issues) 315 - 785-2321
- Real Estate (TOD signage issues) 315 -785-2407
North Country Scenic Byway
TRANSPORTATION, SAFETY & COMMUNITY DESIGN

Introduction

Transportation and safety issues must be the primary consideration in all activities related to planning, developing, and promoting the North Country Scenic Byway. During plan development local route conditions were evaluated and transportation and safety goals were generated with input from byway committee representatives. Some goals are quite specific while others are more open-ended to address changing needs over time. Implementation of the proposed CMP transportation improvement recommendations requires coordination and cooperation with the Regional NYSDOT office, as well as the DOT engineers in the three counties traversed by the Byway.

During the development of the CMP, many infrastructure improvements have been made, including paving, signage, installation of pedestrian crosswalks and signals, and new traffic signals at busy intersections, particularly in the Malone area. These improvements enhance the safety for travelers and pedestrians.

The preparation of this CMP did not, by design, address any of the controversy or design implications surrounding the so-called “roof top interstate highway.” Rather the authors accepted the US 11 Rural Expressway plan prepared and issued by NYS DOT and the Federal Highway Administration in 2008.

Multi-modal Issues

The North Country Scenic Byway is principally a two-lane highway. Some sections of the route have three- or four-lanes of traffic, particularly in the Village of Malone, the Town of Massena and the Town of Potsdam. There are also center-turning lanes in a few locations. Proposed projects in any of the other goal areas must be evaluated for the effect they may have on the flow of multi-modal traffic (pedestrian, bicycle, vehicular) along the byway, across the byway, egress off, or ingress onto the byway.

Bicycling

The North Country Scenic Byway is particularly accommodating to bicycle touring. Shoulders are wide enough along most of the byway, providing a safety margin for cyclists away from other vehicular traffic. Bikeway signage does not exist at the time of this CMP, and evaluation is needed to determine whether it is adequate. The open vistas and relatively easy grades provide an appealing experience to outdoor recreationalists and make it easy to move along the route. The segment of the route through the St. Regis Mohawk Reservation would benefit from wider shoulders to provide more separation from other vehicles, increasing cyclist safety.
There are few mountain biking opportunities along the North Country Scenic Byway corridor. Those that exist are informal; the Titus Mountain ski resort and nearby trails at the Malone Fish and Game Club provide opportunities that augment the use of snowmobile trails or gravel roads.

**Pedestrian Walkability**

The incorporated villages of Rouses Point, Champlain, Chateaugay, Malone, Norfolk, Potsdam, and Canton are considered walkable, pedestrian-friendly communities. However, local community governments, ANCA, and transportation planning departments should collaborate to locate funding for strategic streetscape, façade, and building improvements and employ sensitive design aesthetics at community welcome gateways to convey community character and demonstrate sense of pride of place.

The Village of Malone recently passed a resolution supporting a plan to implement the Complete Streets program; work has already begun. In Malone, pedestrian safety initiatives have recently been completed with the installation of a cross walk at the intersection where the new YMCA is located. The Franklin County Transportation Safety Board has been in planning discussions with DOT engineers and planners to upgrade the pedestrian crossing at the Post Office with an island in the middle drive lane; the objective is to make drivers more aware of this crossing and provide pedestrians with a greater margin of safety.

**Railroad**

Rail freight and passenger services exist on the Byway. The north-south Canadian Pacific mainline between Montreal and New York City runs through Rouses Point. Amtrak has a station there and provides daily service in both directions seven days a week. Canadian Pacific Railway operates several trains a day in both directions, serving carload and container customers.

In Fort Covington and Norfolk, CSX provides freight service. At the time this CMP is being developed there is no passenger service on this line.

**Agriculture: Farm Tractors, Equipment, and Wagons/Buggies**

One aspect of this byway is the amount of agricultural related traffic—both motorized and non-motorized. In addition to modern tractors and farm equipment, byway travelers will...
frequently pass horse-drawn wagons or buggies driven by the Amish population. Motorists must take special care to pass such vehicles safely, giving them adequate clearance while being aware of oncoming traffic.

**Snowmobiling and ATVing**

While the North County is a popular destination for snowmobilers and ATV enthusiasts, the majority of trails are located south of the North Country Scenic Byway route. Although most recreational vehicle operators stop to ensure safety before crossing the roadway, motorists should use caution when they see a snowmobile or ATV approaching the roadway. See [018 Recreation](#) for more information on snowmobile and ATV trails.

**Waterways**

A distinguishing feature of the North Country Scenic Byway are the six major north flow rivers traversed by the Byway route. The north flow waters of the Great Chazy, the Chateaugay, the Salmon, the St. Regis, the Raquette, and the Grasse rivers have shaped the development of the major communities along the route. Waterpower, navigable waterways, and the commercial interests that depended on them, coupled with excellent soils, and abundant forests were the primary engines of early economic growth for the founding settlers. Agriculture remains today the dominant primary economic engine along the Byway.

Each of the communities of Rouses Point, Chateaugay, Malone, Fort Covington, Massena, Norfolk, Potsdam, and Canton have economic development plans that build anew around their waterfronts. Further potential exists for Blueway trail developments as a synergy with the byway.
Public Transportation

Airports

There are four airports located along the North Country Scenic Byway: Dufort Airport in Malone, Richards Field International Airport in Massena, Damon Field in Potsdam, and Hurlbut Field in Canton. Private flights and charters are available at all four; domestic flights are available in Massena. In addition, Plattsburgh International Airport is near Rouses Point at the eastern terminus of the Byway.

The closest metropolitan airports along the Byway are the Pierre Elliot Trudeau International Airport in Montreal, Canada, the Syracuse Hancock International Airport, and the Ottawa International Airport in Ontario, Canada. The Syracuse Hancock International Airport is 125 miles south of Canton (the Byway’s western terminus). The Montreal International airport is 54 miles north of Rouses Point (the Byway’s eastern terminus), and Plattsburgh International is 33 miles to the south. All of these airports have several daily flights in and out of the area.

Bus Service

There is commercial bus service to the region. Adirondack Trailways has daily service to Malone (Franklin County), Canton, Potsdam, Massena (St. Lawrence County). Clinton, Franklin, and St. Lawrence counties also operate public bus services for residents in rural areas needing transportation either to work, medical facilities, or shopping.

Scenic Byways & Sustainable Energy

The sustainable energy topic is fairly new to North Country Byway planners. A good opportunity exists for the various management entities to work together to promote the “connectivity” of the neighboring North Country Byways along with the other nearby New York State Byways. The clustering of resources easily accessed by Byway crossroads in the State’s 2,400-mile system should be explored more closely as we look to encourage fuel-efficient touring options.

As we begin to explore sustainable energy, environmental impacts and rising fuel costs in relation to Byway travelers, several questions arise. How will Byway communities and Byway management entities adapt to the effects of rising fuel costs? Should ANCA and Byway Committees consider actively monitoring and studying trends? What will be the impact on visitation along the North Country Byways?

A simple first step will be to explore the best methods of encouraging the use of fuel-efficient cars, SUVs, campers and trucks in the Adirondack region. One example is the Lake
Placid/Essex County Visitor Center promotion that awards a special pin to those arriving at the Visitor Center in energy efficient vehicles. Byway leaders should consider following discussions on the use of alternative fuels for vehicles.

With reduced consumer spending at the gas pumps, New York State’s interconnected North Country Byway routes are positioned to become economically desirable touring roads based on their road, water, land, and rail linkages. The existing connections with neighboring Byway communities will accommodate visitors trying to conserve fuel yet experience a variety of locales. Pedestrian paths and walkways, hiking trails and waterways allow many options to move through the North Country. The close proximity of resources linked via land and water routes allows access for visitors to experience a variety of activities without having to use extra fuel to motor long distances. The expansive connectivity provided through these resources is described in detail in both this section and under the Recreation heading of this document. Byway leaders will have to collect, package, map, and distribute information about alternative modes of transportation on land and water to the public. In time, it will serve all communities well to re-iterate the convenience of moving from community to community in their Byway promotions.

**Transportation/Safety Goals and Discussion**

**Goal 1:** Encourage the continuing involvement by the three County Transportation Safety Boards that are active along this corridor.

The members of the County Transportation Safety Boards meet on a regular basis in each county and have established good working relationships with local community governments and stakeholders, and good working relationships with NYS DOT District 7 engineers and planners, as well as local county highway departments. Several important pedestrian and traffic safety improvements have been implemented during the development of this CMP that might have taken longer in the absence of these important community resources.

**Goal 2:** Maintain the recently improved transportation infrastructure all along the proposed Byway route by incorporating community design considerations and providing capacity for economic development projects identified in the numerous local community development plans.

The road network along the Byway route is in good condition. The NYS DOT District 7 has undertaken major capital improvements along the route, including new paving on US 11 along the entire route and a major rebuild in the Village of Canton. Capital improvements and regular maintenance should continue on an as-needed basis. Shared highway use should be taken into consideration when planning for any capital improvement projects. Communities should coordinate with DOT whenever possible to undertake sidewalk, street lighting, water, and sewer-main improvement projects during DOT reconstruction projects in their area. This will ensure that all Byway users are taken into account, and contribute to economies of scale in costs and time efficiencies. NYS DOT’s “context sensitive design”
approach to state highway projects should consider taking into account streetscape improvements identified in local design and master plans; the likelihood will be enhanced when on-going communications are maintained between local communities and agency staff.

In virtually every community along the proposed Byway, there exists a recently developed economic development and renewal plan or local waterfront revitalization plan. These plans provide details for specific projects to benefit the community. They set out desired modifications to transportation resources to enhance community renewal and need to be consulted when planning or making modifications to the Byway route.

**Goal 3:** Enhance and maintain the working relationship between NYS DOT District 7 engineering and planning personnel and the leadership of the St. Regis Mohawk Tribe (SRMT).

The SRMT has developed a comprehensive traffic safety and transportation design plan that is complementary to the North Country Scenic Byway. The significant economic expansion underway on tribal lands on the NYS 37 section of the Byway requires a close coordination and exchange of information to assure that highway capacity and infrastructure is sufficient to accommodate travelers safely and expeditiously.

**Goal 4:** Provide safe pull offs for travelers to take in the expansive panoramas looking towards Canada that are evident along the route, in particular in Franklin County, and south to the northern foothills of the Adirondacks.

The vistas to the north of the Byway route on a clear day extend more than 50 miles into Canada. Starting near the Clinton County line and going westward, there are several locations where a safe pull over area would provide travelers with an opportunity to look out over the escarpment to the floor of the St. Lawrence River valley. Interpretive signage could help identify the communities and geographic features that include Lake St. Francis near Valleyfield, Quebec and the foothills of the Laurentian Mountains that are northwest of Montreal.

The expanse of the foothills of the Adirondack Mountains is visible southwards over most of the Byway. Especially in Clinton and St. Lawrence counties this panorama offers an uplifting sight.

**Goal 5:** Encourage the establishment of an inventory of location and condition of the numerous bridges and culverts along the Byway corridor, with specific attention to their ability to accommodate the increasing extremes of precipitation events that are a consequence of climate change.

The north flow waters traversed by the route are a distinguishing feature. The six major river systems drain a large area. Recent storm events like tropical storms Irene and Lee in
2011 caused widespread damage to communities; some of that damage might have been mitigated had culverts and bridges been able to accommodate the huge surges of water.

It is widely accepted that climate change will continue and that the trend to more extreme precipitation events needs to be taken into account when installing or replacing culverts and bridges. This is not just on the Byway route itself; consideration also needs to be given to county and town routes where failures of these structures could adversely impact the infrastructures on the Byway.

**Goal 6:** Promote and increase linkages for the use of, and access to multimodal forms of transportation and connect access points to the transportation hubs that are closest to the Byway.

The North Country Scenic Byway intersects with three other designated scenic byways, providing a variety of tour route options for travelers on a continuous interconnected network throughout the Adirondack North Country region. In the Village of Rouses Point, at the eastern terminus of the route, the Byway intersects with the Lakes to Locks Passage, an All American Road. To the west in the Town of Massena, the North Country Scenic Byway parallels for a short distance the Great Lakes Seaway Trail, a National Scenic Byway. In Canton, at the western terminus, the Byway intersects with the new Maple Traditions Scenic Byway, thus completing a network of 15 scenic byways in the North Country region. These byway connections provide travelers with access to a wide variety of cultural, historical, and recreational resources throughout the interconnected travel routes.

The four airports proximate to the corridor offer travelers options to access the Byway. Car and bike rental agencies exist already; additional resources would make it more convenient for visitors. The easy grades along the entire route, coupled with wide shoulders in all but a few locations make this route very desirable for cyclists. Amtrak service in Rouses Point is yet another way for travelers to get to the Byway. Promoting the diversity of access points will help increase the number of travelers and contribute to boosting economic activity at accommodations and attractions along the route.

Supporting infrastructure needs such as bike lanes, bike racks, and canoe launches should be identified so that they can be incorporated into future Byway development projects.

**Goal 7:** Promote the outstanding opportunities for a safe and enjoyable Byway touring experience for all Byway users, including cyclists, paddlers, fishermen, and pedestrians, as a means for exploring the Byway.

The *Raquette River Blueway Trail*, a more than 170-mile route along the Raquette River, runs parallel to the proposed extension of the North Country Scenic Byway along NYS 56. Infrastructure development, signage, and promotional efforts for the both the land and water routes are needed and must be clear and consistent so as not to confuse Byway users.
A collaborative effort by the Towns and Villages of Potsdam and Canton to promote the paddling resources on the Blueway corridors of the Raquette and Grasse Rivers is a welcome and valuable addition to the recreation opportunities available to travelers on the Byway.

Fishing derbies already exist in communities along the route. They bring travelers from across the United States, Canada, and Europe. From the bass fishing tournament on Lake Champlain, to the Henderson Hatch trout-fishing tournament in Malone, to the carp tournament on the St. Lawrence River, visitors come to try their skills and enjoy the spectacular scenery found along the Byway.

**Goal 8:** Increase awareness of and use in Byway communities of the varied recreation opportunities afforded travelers by the six north flow river systems traversed by the Corridor.

These six river systems were essential travel routes in the earliest days of the region’s development. They also provided hydraulic power for grist and lumber mills, as well as other industries. All six provide a mix of thrilling white water runs for canoeists and kayakers, or flat water paddles through spectacular scenery.

The challenge of fly-casting for trout on the Chateaugay and Salmon Rivers, or other species on the other rivers draws anglers each year. A coordinated marketing campaign, supported in collaboration with area stakeholders would increase traveler interests all along the Byway.

**Goal 9:** Provide for streetscape and pedestrian safety improvements in Byway communities using a Complete Streets approach to planned improvements as funding permits.

This Byway is the Main Street for most of the communities along the route. The heavy traffic volumes on this corridor route are a compelling reason to pay close attention to pedestrian safety improvements. A particular location is in the Village of Malone, in front of the Post Office. Local transportation safety board members have strongly recommended a median island to enhance pedestrian safety at this busy crossing.

Another exceptionally busy intersection is in the Village of Chateaugay at the intersection of US 11, County Route 52 North and NYS 374 South; commercial truck traffic moves at all hours. The local central school is located on Route 52. Pedestrian safety must remain a priority in future planning.

The Complete Streets approach takes into account the needs of users of all forms of movement, walking as well as cycling and other forms of transportation.
General Communication and Coordination of Transportation and Safety Issues

ANCA will need to prepare and distribute a list of names and contact information for use by local and regional plan implementers. Additionally, interested parties should be directed to NYS DOT’s agency website for current names and phone numbers for Regional Directors, Regional Byway Coordinators, Resident Engineers, Regional Traffic and Safety Engineers, Real Estate Division and Regional Planning and Program Managers.

As indicated in the section on signage and interpretation, it is important to maintain regular communication between local municipalities and their highway departments, county highway departments, the Adirondack North Country Association, and NYS Department of Transportation. Local community leaders should ask to be added to their regional DOT office mailing list for public notices of projects and funding opportunities. Local officials should also share any plans for streetscape improvements, roadwork, or infrastructure work in the corridor with their county highway department and NYS DOT. This may help to identify opportunities for those entities to coordinate their projects with those that are more local, thereby saving time and expense. If local projects involve curb cuts, highway entrances, or signage issues, NYSDOT staff can identify potential safety issues and provide early consultation and advice that may also save time and expense.

Local officials and Byway partners should also be sure to attend public meetings held by the county or NYS DOT regarding plans for their upcoming projects. It is a good way to be aware of future projects and is also an opportunity to influence the final design of a project since these meetings are held to invite public comment as well as to inform.

The New York State Regional Scenic Byways Coordinator can provide a clearinghouse function to access New York State Department of Transportation and facilitate the exchange of information. The Regional Coordinator can be reached at

New York State Department of Transportation, Region 7
Dulles State Office Building
317 Washington Street
Watertown, NY 13601
Scenic Byways Coordinator: (315) 785-2354
(General questions & assistance)
Traffic Engineering & Safety: (315) 785-2321
(Directional signage issues)
Real Estate: (315) 785-2407
(Tourist Oriented Directional Signage issues)
North Country Scenic Byway

STEWARDSHIP

Preserving & Promoting Historic and Scenic Resources Along the Byway Corridor

The North Country Scenic Byway's natural, historical, recreational and cultural resources are integral to the byway experience. While they have value individually, collectively they create the critical mass of attractions that will draw visitors and which define the byway experience. Those touring the corridor by car may simply enjoy the natural environment from their vehicles. Others choose to experience the wide assortment of resources firsthand when they hike, hunt, canoe, kayak, fish or visit local cultural and historical sites. Others, still, will enjoy seeing the contrast between modern farming practices and those of the traditional Amish culture, and the "new farmers" moving into the region. It is only through careful stewardship that these valuable resources will be properly maintained and protected so that they will be preserved for the future. The protection of these resources is crucial to tourist communities that rely on these assets for their livelihoods.

While stewardship of local resources is essential to maintaining what defines the byway product, or brand, it is the potential economic benefit to be realized from byway development and promotion that can provide the real impetus for local stakeholders to preserve those resources. Communities that are desperate for any type of development that will create jobs or “grow the tax base” are often tempted to take what they can get. They may resist placing too many requirements or restrictions on a proposed development for fear that it will go elsewhere. However, when they are more economically secure, or can recognize the economic value of a resource because of the visitors it can draw, they are generally more supportive of and active in efforts to preserve that resource.

State Level Stewardship

The New York State Department of Environmental Conservation’s (NYS DEC) mission is to conserve, improve and protect New York State’s natural resources and environment, and control water, land and air pollution, in order to enhance the health, safety and welfare of the people of the state and their overall economic and social well being. The NYS DEC enforces State regulations and provides direct management of the state-owned lands and waters. In many cases, NYS DEC also manages the recreational resources on State Forest lands, maintaining trails, footbridges, parking areas, campsites, lean-tos and boat launches on state lands. On a periodic basis NYS DEC develops Unit Management Plans to address the future management and make recommendations for the ongoing recreational use of public lands including strategies for mitigating overuse and misuse of resources.
The New York State Department of Transportation, through context sensitive design, also performs a stewardship function for natural resources along the byway corridor. DOT highway projects take measures to protect water quality, mitigate invasive species, and allow for wildlife crossings in appropriate areas.

The New York Department of State, Office of Communities & Waterfronts partners with local leaders to develop and implement solutions to the challenges facing New York’s communities. Through Communities + Waterfronts, the Department provides training, expert guidance, and financial assistance to revitalize communities, protect and improve fragile natural environments and native species, promote environmental health and biodiversity, and improve community access to and enjoyment of coastal natural areas.

**International and Regional Stewardship**

Because of its geographic location and resources, the corridor of the North Country Scenic Byway has special stewardship challenges -- and opportunities.

The eastern terminus at Lake Champlain is sometimes called the "sixth Great Lake." The Lake’s basin touches the Province of Quebec and the State of Vermont.

Lake Champlain was designated a resource of national significance by the Lake Champlain Special Designation Act (Public Law 101-596) which was signed into law on November 5, 1990. The Lake Champlain Basin Program (LCBP) works in partnership with government agencies from New York, Vermont, and Quebec, private organizations, local communities, and individuals to coordinate and fund efforts which benefit the Lake Champlain Basin's water quality, fisheries, wetlands, wildlife, recreation, and cultural resources.

The LCBP is administered jointly by several agencies: US Environmental Protection Agency (New England and Region 2), New York State Department of Environmental Conservation, Vermont Agency of Natural Resources, Quebec Ministry of Environment, and New England Interstate Water Pollution Control Commission.

The Lake Champlain Basin Program's partners include federal agencies, the states of New York and Vermont, the Province of Quebec, research and institutions and universities, and numerous nonprofit groups such as watershed organizations. Additional partners include business representatives, state legislative bodies, and concerned citizens. Many professionals throughout the region serve on Lake Champlain Basin Program's advisory committees.

In November 2006, the communities along the interconnected waterways of Lake Champlain (as well as Lake George, the Champlain Canal and the upper reaches of the Hudson River) received a special recognition by the United States Congress. The region was designated as a national heritage area (NHA) named the Champlain Valley National
Heritage Partnership (CVNHP). According to the U.S. National Park Service, a "national heritage area" is a place designated by the United States Congress where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These areas tell nationally important stories about our nation and are representative of the national experience through both the physical features that remain and the traditions that have evolved within them. Only 40 places in the United States have the distinction of a NHA designation.

**St. Lawrence River and St. Lawrence Seaway**

*Unique multi-national nature*

The St. Lawrence River along the North Country Scenic Byway corridor flows through U.S., Canadian, and St. Regis Mohawk Territory lands. The NYS 37 segment of the North Country Scenic Byway traverses the St. Regis Mohawk Reservation and areas around Massena that border on the St. Lawrence River. This area is rich in the cultural and archeological history of the first peoples and the early history of settlement in the region. The St. Regis Mohawk Tribe has established and maintains a museum and library that is an important resource.

The Great Lakes/St. Lawrence Seaway was built as a transnational partnership between the U.S. and Canada, and continues to operate as such. Administration of the system is shared by two entities, the Saint Lawrence Seaway Development Corporation in the U.S., a federal agency within the U.S. Department of Transportation, and The St. Lawrence Seaway Management Corporation in Canada, a not-for-profit corporation (ownership of the Canadian portion of the Seaway remains with the Canadian federal government.)

A continuing effort has been underway by the U.S. Environmental Protection Agency and multiple other interested stakeholders to mitigate and remediate the consequences of heavy industrial activity along the St. Lawrence River (see [http://www.epa.gov/glNpo/aoc/stlawrence.html](http://www.epa.gov/glNpo/aoc/stlawrence.html)). This complex undertaking will require sustained funding and focus to achieve the goals defined.

**Local Stewardship**

Work to safeguard a variety of local resources is presently being spearheaded by local government, affiliated organizations and civic groups. Plan implementers will need to maintain communications and work cooperatively to support these individual initiatives operating at the local level and encourage them to maintain their present level of services. The abundance of local government agencies, planning offices, community-based organizations and local leaders provide an enhanced opportunity for follow through and implementation of the management plan. Active and committed local and county historians, parks and recreation departments, tourism agencies, library associations, sportsmen associations, and recreation groups (i.e. snowmobile clubs,
bicycle clubs, ATV clubs, etc.) all provide substantial human capital to help drive the preservation and enhancement of various resources depending on their area of interest.

A priority action for the North Country Scenic Byway should be the preparation of a resource inventory of natural, historical, cultural, scenic and recreational offerings for distribution to local leaders. Additionally, the protection of natural resources from invasive species will be absolutely necessary to safeguard the byway for future generations.

One of the distinguishing aspects of the recognition of the importance of stewardship by North Country Scenic Byway Communities is the extent to which they have already conducted resource inventories and developed plans to preserve, and/or enhance their resources.

At the time of the preparation of this Corridor Management Plan, Important stewardship planning and implementation Initiatives were underway in Rouses Point, Malone, Potsdam, and Canton, which have developed, and are securing funding to implement Local Waterfront Revitalization Plans. In partnership with local non-profit groups, several have obtained funding for Main Street revitalization efforts to preserve their historic downtown buildings. The Town and Village of Chateaugay are guided by their long-range strategic commitment for economic development and community revitalization in their FootHills 2020 plan.

The Akwesasne Task Force on the Environment (ATFE), a community based, grass-roots organization, was formed in 1987 to address the environmental problems facing the Mohawk Nation community of Akwesasne. ATFE is composed of members of the Mohawk community and staff of environmental agencies, Mohawk governments, and organizations within Akwesasne who share a common concern for the environment and the effects of various toxic substances on human and ecosystem health.

The Raquette River Blueway Corridor’s Stewardship Committee’s Voluntary Stewardship Plan aims to provide recommendations for improving safety for recreational activities, decreasing the impact of outdoor activities on the environment, controlling invasive species, protecting water quality and providing plans to assist stewardship efforts underway.

Numerous historical societies and arts groups maintain museum collections that help to preserve and interpret local histories and cultural heritage. Traditional Arts of Upstate New York (TAUNY) continues to preserve and interpret historic local traditions. The Sustainable Living Project is one of many resources that is helping to encourage sharing and life-long learning for regional self-reliance, energy independence, environmentally friendly living, and regionally-oriented communities.
A sampling of stewardship activities

Depending on the nature of the resource—i.e. and historic structure, scenic view, waterway, or forest—there are a number of possible activities that can serve to preserve that resource. Several examples are listed below.

- The inventory, cataloging, interpretation, and preservation of historic documents
- The inventory of terrestrial and aquatic invasive species present and the preparation of local plans to educate residents and travelers to prevent transmission and to mitigate existing infestations
- The restoration of historic buildings
- Use of voluntary easements to preserve scenic views or access to recreational resources
- The documentation and promotion of traditional arts or customs
- Use of local zoning to encourage quality development that appropriate to the character of a community
- Enforcement of local ordinances to minimize adverse impacts on residents or the environments
- Policies that encourage preservation of Open Space/Right to Farm
- Interpretation of local resources, regardless of type, that increases understanding and appreciation of those resources, thereby generating support for good stewardship of those resources.
- Build and strengthen partnerships with not-for-profit groups willing to educate visitors about local assets and advocate for resource preservation.

Advocates for Preservation of Byway Resources

The following organizations are involved in ongoing activities throughout the Byway corridor that address the preservation of those special assets and resources that draw visitors to the area, and maintain connections with organizations that address specific issues of stewardship concern:

- Adirondack North Country Association (ANCA)
- Partnerships for Regional Invasive Species Management: Adirondack Park Invasive Plant Program (APIPP) and St. Lawrence-Eastern Lake Ontario (SLELO PRISM)
- Akwesasne Task Force on the Environment
- The Northern Forest Center
- NYS Department of Environmental Conservation
- NYS Department of Transportation
- NYS Office of Parks, Recreation, and Historic Preservation – State Historic Preservation Office
- New York State Department of Communities and Waterfronts
- Clinton, Franklin, and St. Lawrence County Historical Societies and Associations
- Town and Village Governments in the corridor route
• County Planning and Community Development Offices
• County Soil and Water Districts
• Clinton, Franklin and St. Lawrence Counties Cornell Cooperative Extensions
• Local service organizations (Rotary, Lions, Kiwanis, Girl Scouts, Boy Scouts, 4-H Clubs, etc.)
• Chateaugay Revitalization Committee
• The Nature Conservancy
• Traditional Arts in Upstate New York (TAUNY)
• Northern New York Agricultural Development Program (NNYADP)
• Lakes to Locks Passage, Inc.
• Great Lake Seaway Trail
• SUNY Potsdam
• SUNY Canton
• The Sustainable Living Project

Stewardship is an Ongoing Practice

This plan recommends that the Byway resource lists be shared with the partners named above. Continuing the initiatives noted requires that additional maintenance and protection strategies be developed to assure and secure funding for the future of Byway resources.

Even successfully completed stewardship projects need continuing attention. A restored historic structure needs to be maintained lest it deteriorate again. Scenic or recreational easements must be monitored. Recreational trails, boat launches, and interpretive signage must be maintained.

Effective stewardship requires awareness, planning, oversight, financial resources, personnel (be they professional organizations or volunteers), and the commitment to make those things happen. That commitment will be found in those who have some level of “ownership” resulting from a personal or professional interest in the particular resource, or who give it the necessary priority because of its contribution to their sense of community pride.

Stewardship Goals

Goal 1: Promote and protect water quality in the six north flow river systems transected by the North CSB by reducing, eliminating, and preventing water pollution
Goal 2: Work with the State and local organizations to identify and mitigate or prevent the introduction of aquatic and terrestrial invasive species.
Goal 3: Support regional initiatives to improve the environment to preserve and maintain the quality of the Byway experience
Goal 4: Preserve scenery, environment, and character in order to safeguard the
intrinsic beauty of the landscape that makes the Byway region a desirable travel destination

**Goal 5:** Encourage the improvement of roadside aesthetics and implementation of community street improvement projects

**Goal 6:** Work with the NYS PRISM organizations in Clinton, Franklin and St. Lawrence counties to enhance awareness in County and Town highway organizations on using monitoring, management, and education activities to address the problem of invasive awareness of how they can unknowingly become transporters of invasive plants and insects as they travel from place to place exploring the Byway

**Goal 7:** Restore and rehabilitate significant historic structures. Work with local and county governments and economic developers to help rehabilitate or replace the aging buildings in Town and Village centers that the NCSB goes through, including the SRMT territory

**Goal 8:** Encourage training and other awareness terrestrial and aquatic plants along the Corridor right of way. This includes raising visitor programs that cultivate future stewards from the local population of young people.

**Goal 9:** Educate visitors about stewardship responsibilities along the trail, including stewardship of the “irreplaceable”

**Goal 10:** Encourage and support local projects that secure the future of the NCSB’s historic, cultural, natural, and recreational resources
North Country Scenic Byway
REGIONAL COOPERATION AND IMPLEMENTATION

ANCA will dialogue, collaborate, and cooperate with involved stakeholders to provide effective project coordination and implementation. The success of this planning effort depends on the involvement of interested local leadership and an implementation framework that allows localities to effectively work together to care for the Byway’s assets, environment, economy, and people. Local groups and regional partnerships will drive the assortment of projects named in this CMP.

Role of the Adirondack North Country Association (ANCA)

Regional coordination will be vital to the successful implementation of the locally driven initiatives. The Adirondack North Country Association will serve as lead agent to coordinate the various groups along the route and will advocate for communities at the regional level, as funding and staffing will allow. Local groups will advise ANCA of their project efforts to insure proper coordination along the entire route. ANCA will support Byway communities in regionally based promotions and marketing and will make every effort to build on this.

ANCA will maintain a regional dialogue for action to encourage continued inter-community connections fostered during the drafting of the CMP. A unified communication system is needed to connect involved parties throughout the region and to support existing partnerships and the creation of new public and private partnerships. The linking of municipal governments, agencies, community groups, chambers of commerce, and others in the tourism industry having related project interest will support the plan’s tourism initiatives, provide for stewardship of resources, and improve eligibility for funding. ANCA will provide letters of support for local efforts named in the plan.

Local Implementation

Local planning groups have proposed their own goals and specific long and short-term projects within this CMP to enhance and promote the Byway and its resources. The future local implementers were invited to participate in the creation of the CMP with the intention of bringing ownership and the necessary motivation to carry out the plan.

The communities who have committed to improving the Byway through locally driven initiatives will look to administrative leadership from ANCA that realizes there will be a varying level of capabilities and special needs in carrying forth plan objectives. Some communities will have a stronger local collective of skilled staff and volunteer workers while others will depend heavily on outside support for coordination of project efforts. The bulk of the economic and community development will be done locally within the towns and villages with these specific actions supporting the regional goals for the corridor.
In the process of developing the Implementation Plan, which is immediately attached, projects and actions that will contribute to the Byway effort were identified. Local organizations and partners have been named to implement the actions. A list of local groups who are interested in coordinating new and ongoing projects related to the Byway was generated. They are identified as the potential partners in the Implementation Plan. Now residents, local organizations, and municipal governments need to continue to work together to accomplish their objectives through implementation of this plan.

**Lead Agent Status and Granting Opportunities**

As requested by the New York State Department of Transportation, the Adirondack North Country Association will remain involved as the lead agency to secure National Scenic Byway Program money from NYS DOT and the Federal Highway Administration for eligible projects by providing coordination of applications to be presented to these funding sources. Those interested in applying will find applications on line and may then contact ANCA to discuss appropriateness and merit of proposed work under the parameters of the two programs.

Local and regional plan implementers will also pursue other funding opportunities outside New York State’s Scenic Byway Program. Upon request, the Adirondack North Country Association will provide support letters for those projects that support CMP goals. To better compete for funding resources, those preparing grant applications should utilize the strength of the CMP by referring to the plan’s regional partnerships and by pointing out that the local work is connected to a much larger effort serving the North Country area. A wide range of assistance will be needed, including information on locating grant sources, filing timelines, writing assistance, budget preparation, administration, and reporting.

**Funding**

A variety of funding sources will be pursued to finance projects to upgrade, develop, and promote the Byway. These avenues include existing and new grant programs, private and corporate sponsorship, government allocations, foundations, and local advocacy groups.

Beginning in 2011, through the introduction of Regional Economic Development Councils initiative, the State of New York implemented a new Consolidated Funding Application program. The CFA is designed to give economic development project applicants expedited and streamlined access to a combined pool of grant funds and tax credits from dozens of existing programs. Depending on annual funding allocations, several state agencies and authorities may finance the types of projects identified in this Corridor Management Plan.

Participation in joint promotional and advertising efforts with local and county Chambers of Commerce, the Adirondack Regional Tourism Council, ANCA, and I Love NY Program should continue.
Public Education and Byway Program Awareness

Strategies need to be developed on how to best continue with educating the public about the Byway effort, the CMP, and its goals. Announcements need to go forward to raise awareness of the document and the available “tools” which can be used to both improve communities and promote and market the area. ANCA will need to secure funding to expand the “Info for Partners” section of www.adirondackscenicbyways.org that could serve as an easily accessible central depository to distribute information on byway benefits for communities and useful data for tourism officials, and economic development representatives.

Assessment and Evaluation

The North Country Scenic Byway CMP will need to be reviewed over time and progress evaluated. As the plan evolves, the vision and goals should remain constant, however as the original objectives and projects are completed, assessments should be made and future recommendations prepared.

The Corridor Management Plan and its Implementation

It is important for the readers of this Corridor Management Plan to recognize that the Implementation Plan immediately attached sets forth a general strategy for the communities, organizations, local governments and planners along the Byway to follow. It is a structurally stable foundation on which to engage in a process of community improvement. Local involvement and empowerment to use this plan can result in significant achievements for the Byway benefiting both visitors and communities.

Implementation Plan: Goals, Objectives and Actions

It is ANCA’s intention to collaborate with local and regional governments, citizen groups, Departments of Public Works, environmental groups, tourism officials, county and local planners, tourism related business owners, Adirondack Park Agency, and NYS Department of Conservations, NYS Department of State, and Chambers of Commerce along with railroad operations and rail enthusiasts for plan implementation. ANCA will build on the organization’s long-standing history of collaboration with partners in the byway area to carry out project initiatives noted in this plan.

Please see North Country Scenic Byway Implementation Plan: Goals and Actions Spreadsheets in following section.
### Economic Development Goal 1: Maintain or improve the working landscape to ensure “sense of place” values and theme statement, “Boundless Horizons”

<table>
<thead>
<tr>
<th>Action</th>
<th>Est. Time Frame</th>
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<th>Potential Partners/Stakeholders</th>
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<tbody>
<tr>
<td>a. Create a self-guided map/brochure to provide visitor education about significant sustainable/renewable energy and experiences along the North Country Scenic/ support with interpretive signage</td>
<td>&lt;2 yrs</td>
<td>Could include explanation of types of sustainable/renewable energy: wind, water, solar, wood, biomass, Frank S. McCullough, Jr. Hawkins Point Visitors Center</td>
<td>ANCA, Noble Environmental, NYPA, Brookfield Power, USDA Rural Development, NYSERDA</td>
</tr>
<tr>
<td>b. Support initiatives for nature-based tourism, including bird and wildlife watching</td>
<td>&lt; 2 yrs</td>
<td>See Recreation section</td>
<td>Wildlife Conservation Society, Audubon Society, NYS DEC,</td>
</tr>
<tr>
<td>c. Support initiatives to ensure the rural countryside and its actively working landscape, with historic and traditional farm houses, barns, planted and open fields and grazing livestock, remain core elements of the North Country Scenic Byway visitors’ experience of “Boundless Horizons”</td>
<td>Ongoing</td>
<td>May include Right to Farm legislation, Welcome “New Farmer” initiatives, Farm to School Programs; Encourage ‘gateway’ entrances to communities to minimize sprawl</td>
<td>Cornell Cooperative Extension, Northern New York Agricultural Development Program, USDA, NYS Ag &amp; Markets, involved communities</td>
</tr>
<tr>
<td>d. Encourage and support the use of the Byway theme “Boundless Horizons” in marketing materials, tours, events,</td>
<td>Ongoing</td>
<td>Work for consistency in branding the materials and the Byway experiences</td>
<td>Tourism leaders, visitor centers, ANCA</td>
</tr>
<tr>
<td>Economic Development Goal 2: Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to remain viable through new tourism-related initiatives, expanded markets, and increased visitor and resident spending</td>
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<tbody>
<tr>
<td>a. Encourage local restaurants, retail food stores, and food services at community events to offer local foods and value added products</td>
<td>&lt; 2 yrs</td>
<td>Activities may include Themed Events, publications and web sites highlighting/promoting local Byway-oriented food offerings</td>
<td>Cornell Cooperative Extension, Chambers of Commerce, county economic development agencies, NYS Ag &amp; Markets, USDA, Adirondack Harvest, GardenShare, SUNY Canton Ag Program, ANCA</td>
</tr>
<tr>
<td>b. Support the promotion and development of locally produced foods, traditional crops, new crops, maple, value-added foods</td>
<td>2-5 yrs</td>
<td>May include tourism-related business and marketing assistance, workshops for farm owners, retail outlets, farm stands</td>
<td>Build on existing initiatives: Cornell Cooperative Extension, Chambers of Commerce, county economic development agencies, NYS Ag &amp; Markets, USDA, Adirondack Harvest, GardenShare, SUNY Canton Ag Program, ANCA</td>
</tr>
<tr>
<td>c. Support activities to help farmers understand benefits, challenges and requirements of successful Ag Tourism initiatives</td>
<td>2 – 5 yrs</td>
<td>Assistance to farmers may include education about agritourism marketing, liability issues, and access to broadband for promotion.</td>
<td>Cornell Cooperative Extension, Chambers of Commerce, county economic development agencies, NYS Ag &amp; Markets, USDA, Adirondack Harvest, GardenShare, SUNY Canton Ag Program, ANCA, NNYAD</td>
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</table>
### Economic & Community Development

#### Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<tr>
<th>d.</th>
<th>Support opportunities for farmers to offer and promote authentic agritourism experiences.</th>
<th>2-5 years</th>
<th>Activities may include farm visits, ‘haycations’ classes, tours, Open Farms events; cross region publications, inclusion on web sites</th>
<th>Cornell Cooperative Extension, Chambers of Commerce, county economic development agencies, NYS Ag &amp; Markets, USDA, Adirondack Harvest, GardenShare, SUNY Canton Ag Program, ANCA, NNYAD</th>
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<tbody>
<tr>
<td>e.</td>
<td>Support opportunities for communities to collaborate, develop, and promote agriculture related tourism experiences that result in longer and more frequent repeat visits</td>
<td>&lt; 2 yrs</td>
<td>Activities may include Harvest Festivals, Sustainable Living Festivals, Farmers Markets, Farm Tours, maps, guides, e-tools</td>
<td>ANCA, Chambers of Commerce, Adirondack Harvest, GardenShare, NNYADP, CCEs, NYS Ag &amp; Markets</td>
</tr>
</tbody>
</table>

**Economic Development Goal 3. Enhance the scenic, cultural heritage, and historic experiences and character of the waterways, watersheds, and associated wetlands of the Byway and Byway communities to support distinct the Quality of Life and desirability of place created by these, and the theme statement Bountiful North Flow Waters (For Recreation-related Goals and Actions see Recreation Implementation Plan)**

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<tr>
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<tbody>
<tr>
<td>a.</td>
<td>Support existing and proposed water-related community strategic plans and local waterfront revitalization and Blueway plans</td>
<td>Ongoing</td>
<td>See Related Programs, Projects and Studies</td>
</tr>
<tr>
<td>b.</td>
<td>Improve visual and personal access to locations of scenic waterway vistas, views of waterways, waterside parks</td>
<td>2-5 years</td>
<td>Create pull offs with rest areas and picnic areas, interpretive signage, biking and walking paths</td>
</tr>
</tbody>
</table>

**Potential Partners/Stakeholders:**
- Communities, NYS DOS, NYS DEC, Common Interest Groups (ex.: Grasse River Heritage Area Development Corporation)
- ANCA, DOT, Regional Planners
**Economic Development Goal 4: Support the comprehensive Community Development and Revitalization, Local Waterfront Revitalization Plans, Cultural Heritage, and Blueway plans developed by North Country Scenic Byway communities**

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<tbody>
<tr>
<td>c. Support the improvement and promotion of historic waterside districts in communities</td>
<td>&lt;2 years</td>
<td>Consult details in LWRPs and community Revitalization Plans</td>
<td>National Trust for Historic Preservation, Community historians, Chambers of Commerce, NYSOPRHP, NYSDOS</td>
</tr>
<tr>
<td>d. Identify, develop, support, and promote community and cross Byway regional water-heritage and water enhanced cultural activities</td>
<td>Ongoing</td>
<td>May include events, tours, maps and brochures, ex: Malone’s “Year of the River” Coordinate with water based recreation events; historic role of waterpower in development of Byway communities</td>
<td>Chambers of Commerce, TPAs, ANCA, TAUNY, NYSDEC, NYSOPRHP</td>
</tr>
<tr>
<td>e. Encourage and support the use of the Byway theme “Bountiful North Flow Waters” in marketing materials, tours, events, web sites</td>
<td>Ongoing</td>
<td>Reinforces Byway experience, maintains consistency in branding</td>
<td>ANCA, Chambers of Commerce, TPAs</td>
</tr>
<tr>
<td>f. Encourage the development of recreation businesses that offer new and first-time ‘on-water’ experiences to tourists, and residents, particularly those related to the North Country Scenic “Bountiful North Flow Waters” theme</td>
<td>2 - 5 years</td>
<td>Examples include boat liveries, tackle shops, sporting goods, and boat rentals, personal guided water tours, first-time and novice paddlers support, fishing guide services</td>
<td>Chambers of Commerce, NYSDEC, Recreation Associations, marinas, sports organizations, outfitters, guides</td>
</tr>
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North Country Scenic Byway
Implementation --ECONOMIC & COMMUNITY DEVELOPMENT
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<tbody>
<tr>
<td>a. Support opportunities for communities to work together to identify common and shared themes and goals in order to identify potential shared tourism development initiatives</td>
<td>Ongoing</td>
<td>ANCA should provide leadership and coordination through creation of Scenic Byways Circuit Rider staff/consultant position to achieve this action</td>
<td>ANCA, Chambers of Commerce, TPAs, NCREDC, Empire State Development, involved communities</td>
</tr>
<tr>
<td>b. Encourage the development of collaborative regional initiatives for attractions, events, themed tours</td>
<td>Ongoing</td>
<td>Will help to get grants funding: ex.: white water parks in Potsdam and Canton</td>
<td>ANCA, Chambers of Commerce, TPAs, NCREDC, planning offices, involved communities</td>
</tr>
<tr>
<td>c. Support “Main Street” revitalization initiatives in Byway communities</td>
<td>Ongoing</td>
<td>Collaborate with partners to locate funding for strategic streetscape, façade and building improvements, and employ sensitive design aesthetic at community welcome gateways to convey community character and demonstrate community pride and “sense of place”</td>
<td>Community governments, planning offices, ANCA</td>
</tr>
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Economic Development Goal 5: Support the vision and detailed tourism related strategies of the North Country Regional Economic Development Council

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<tbody>
<tr>
<td>a. Engage ANCA Scenic Byway Program Advisory Committee to work with NCREDC planners</td>
<td>Ongoing</td>
<td>Achieving vision and implementing strategies requires dedicated collaboration between ANCA and NCREDC</td>
<td>ANCA, NCREDC</td>
</tr>
</tbody>
</table>
### North Country Scenic Byway

**Implementation -- ECONOMIC & COMMUNITY DEVELOPMENT**

**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

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<tr>
<td><strong>Economic Development Goal 6. Develop strategies to create and enhance opportunities for international cross-border tourism</strong></td>
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<tr>
<td>a. Build on existing networks that include resources in the three counties and two provinces to encourage two-way visitations by travelers</td>
<td>&lt;2 years</td>
<td>Examples include arts and crafts, recreation, cultural, and agricultural events</td>
<td>North Country Chamber of Commerce, NCREDC, I Love NY, Province of Quebec, U.S. Dept of State, State of New York, Chambers of Commerce, TPAs, Province of Ontario, Province of Quebec</td>
</tr>
<tr>
<td>b. Encourage and support increased offerings of interpretive materials, e-tools, and signage in French</td>
<td>&gt;2 years</td>
<td>See Tourism Development Goals</td>
<td>North Country Chamber of Commerce</td>
</tr>
<tr>
<td>c. Provide cultural sensitivity awareness training to community and tourism stakeholders</td>
<td>Ongoing</td>
<td>Will benefit tourism stakeholders and communities as visitation to Scenic Byway from international travelers increases</td>
<td>Higher Education resources on Byway corridor</td>
</tr>
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</table>
North Country Scenic Byway
Implementation --ECONOMIC & COMMUNITY DEVELOPMENT
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

<table>
<thead>
<tr>
<th>Economic Goal 7: Develop strategies to foster and enhance opportunities created by the North Country Scenic Byway's connections to significant routes, and proximity to Fort Drum and Plattsburgh --- communities with significant numbers of potential visitors to Byway</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>a. Encourage and support collaboration and cross promotion between communities to develop themed events, tours</td>
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<tr>
<th>Economic Development Goal 8: Strengthen and diversify the regional economy by increasing and supporting opportunities for communities, local businesses, artisans and crafts people through expanded cultural heritage and history-related activities and offerings</th>
</tr>
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<tbody>
<tr>
<td><strong>Action</strong></td>
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<tr>
<td>a. Conduct comprehensive inventory of existing, planned and completed cross cultural heritage and history related events and offerings to identify shared activities and themes</td>
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### North Country Scenic Byway
Implementation --ECONOMIC & COMMUNITY DEVELOPMENT
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<th>Implementation Actions</th>
<th>Duration</th>
<th>Objectives</th>
<th>Stakeholders</th>
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<tbody>
<tr>
<td>b.</td>
<td>Based on outcome of inventories develop cross-Byway themed events, marketing materials, maps, mobile apps, etc.</td>
<td>&gt;2 yrs.</td>
<td>Addresses travelers’ and stakeholders’ requests for these types of resources</td>
<td>ANCA, Counties, Chambers of Commerce, TPAs</td>
</tr>
<tr>
<td>c.</td>
<td>Encourage expanded collaboration of communities on themed events</td>
<td>Ongoing</td>
<td>Collaboration and coordinated planning by communities will improve the likelihood of increased visitation, repeat visits, and longer stays for all communities involved</td>
<td>Communities, schools, historical societies, museums, performing arts centers, arts and crafts societies, guilds, and councils</td>
</tr>
<tr>
<td>e.</td>
<td>Support Byway artisans and crafts people and develop initiatives that increase awareness and potential markets for their products</td>
<td>Ongoing</td>
<td>Cultural based economic development is proven to help build stronger communities</td>
<td>ANCA, artisans and crafts people, arts and crafts societies, guilds, councils, and centers, Chambers of Commerce, museums</td>
</tr>
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</table>

**Economic Development Goal 9:** Develop resources to maximize visitors’ customer satisfaction and support business activities that enhance visitors and residents experiences by addressing gaps in goods and services
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<tbody>
<tr>
<td>a. Conduct research to identify gaps in all Byway communities in satisfying visitors needs in each community; Expand and qualify Special Tourism Typology details</td>
<td>&lt; 2 yrs</td>
<td>CMP Goods and Services Typology database template needs to be reviewed and it should be updated and prioritized for follow-up to reflect existing conditions that merit attention</td>
<td>Chambers of Commerce, private and local businesses, local and county economic development agencies, SBDC, Office for Community Renewal (OCR), and New York State Energy and Research Development Authority (NYSERDA).</td>
</tr>
<tr>
<td>b. Provide technical assistance and workshop training to help existing businesses address these gaps by diversifying or expanding their current offerings, seasonality, hours open</td>
<td>&lt; 2 yrs</td>
<td>Many businesses open for many years would like opportunities to come up to date on changing market conditions, visitor expectations</td>
<td>ANCA, SBDC, Chamber of Commerce</td>
</tr>
<tr>
<td>c. Provide financial incentives for businesses &amp; entrepreneurs to address those gaps.</td>
<td>Ongoing</td>
<td>Address absence of local commercial lenders for small scale business loans and incentives</td>
<td>IDAs, economic development agencies, SBDC, NCREDC, communities</td>
</tr>
<tr>
<td>d. Work with lodging owners to provide aid packages and strategies that enable them to better maintain their properties and stay in business</td>
<td>&lt; 2 yrs</td>
<td>Consider possible energy audits, and energy efficiency upgrades</td>
<td>ANCA, NYSERDA, Cornell Cooperative Extensions, AEDC</td>
</tr>
<tr>
<td>e. Ensure universal access to high speed internet and cell service</td>
<td>&lt; 3 yrs</td>
<td>Action is critical for the success of the tourism industry in the North Country</td>
<td>NCREDC, counties, townships, towns, villages, St. Lawrence Internet Connection</td>
</tr>
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### North Country Scenic Byway
#### Implementation --ECONOMIC & COMMUNITY DEVELOPMENT
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<tr>
<td>f. Provide and coordinate website links that help businesses, organizations, and TPAs reach tourism markets more effectively</td>
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<tr>
<td>2-5 years</td>
</tr>
<tr>
<td>Action will help visitors identify related resources (ex: agritourism, fiber arts related shops, events, museums, military sites and events) resulting in longer stays, repeat visits, visits to other areas of Byway and other Byways</td>
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<tr>
<td>Chamber of Commerce, Cornell Cooperative Extensions, cultural heritage/historical groups, recreation groups</td>
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<tbody>
<tr>
<td>g. Support workshops to educate Byway attraction managers and shop owners, smaller entities and entrepreneurs considering development of tourism resources about customer satisfaction, effective marketing, tourism-specific small business management</td>
</tr>
<tr>
<td>Ongoing</td>
</tr>
<tr>
<td>Many new and smaller tourism business owners would benefit from this guidance; include Byway attraction managers and shop owners</td>
</tr>
<tr>
<td>ANCA, TPAs, Chambers of Commerce, Clarkson Reh Center for Entrepreneurship, Small Business Development Centers</td>
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Economic Development Goal 10: Support and promote the economic stimulus benefits of the tourism industry based on reliable, measurable, timely economic data
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<th>Goals, Actions &amp; Objectives to Support Successful Outcomes of the CMP Collaborative Process</th>
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</thead>
<tbody>
<tr>
<td>a.</td>
<td>Ensure the implementation of the North Country and other Adirondack North Country Scenic Byways Corridor Management Plans; coordinate regional activities and development of the tourism industry as an economic stimulus in the Adirondack North Country</td>
<td>3 – 5 years</td>
</tr>
<tr>
<td>b.</td>
<td>Support the creation, and ongoing presence, of an Adirondack North Country Tourism Data Center</td>
<td>3-5 years</td>
</tr>
<tr>
<td>c.</td>
<td>Work with local governments, regional planners, business owners, and other interested stakeholders to educate them on the direct impact of tourism spending in communities and how the Byway program increases visitation throughout communities</td>
<td>Ongoing</td>
</tr>
<tr>
<td>d.</td>
<td>Develop comprehensive system that ensures information is available to all travelers to support both travelers and tourism stakeholders on NY Scenic Byways. Integrate broadband, fiber optics, etc. as a system that delivers Information across all technologies and services</td>
<td>&gt; 5- 10 years</td>
</tr>
<tr>
<td>b.</td>
<td>Based on outcome of inventories develop cross-Byway themed events, marketing materials, maps, mobile apps, etc.</td>
<td>&gt;2 yrs.</td>
</tr>
<tr>
<td>c.</td>
<td>Encourage expanded collaboration of communities on themed events</td>
<td>On going</td>
</tr>
<tr>
<td></td>
<td>Encourage participation of Byway stakeholders in the New York Cultural Heritage Tourism Network</td>
<td>On going</td>
</tr>
</tbody>
</table>
**Tourism Goal 1:** Ensure the name North Country Scenic Byway and the extended Byway route represent the actual intrinsic qualities of the Byway and the Byway theme statement identified by stakeholders during the public participation process

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>a. Rename the Military Trail Scenic Byway to North Country Scenic Byway</td>
<td>&lt;2 yrs</td>
<td>Support State legislation required See detailed justification in Overview</td>
<td>ANCA, NYSDOT, All Byway communities, New York State Legislature, North Country Scenic Byway Advisors</td>
</tr>
<tr>
<td>b. Extend the North Country Scenic Byway route from Massena to Canton</td>
<td>&lt;2yrs</td>
<td>Support state legislation required See detailed justification in Overview</td>
<td>Same as above</td>
</tr>
</tbody>
</table>

**Tourism Goal 2:** Design new North Country Scenic Byway logo; ensure printed and on-line materials are consistent and show new name, logo, theme, and the full route

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</thead>
<tbody>
<tr>
<td>a. Secure funds to design new logo that reflects new Byway name and theme</td>
<td>&lt;2 yrs</td>
<td>Logo must reflect the ‘brand’ Byway stakeholders strongly agree Military Trail logo and name not consistent with Byway theme</td>
<td>ANCA, NYSDOT, financial supporters, North Country Scenic Byway Advisors</td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td>Duration</td>
<td>Description</td>
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</tr>
<tr>
<td>b.</td>
<td>Hire graphic designer to develop concepts and final art for new Byway logo</td>
<td>&lt;2 yrs</td>
<td>Design to convey Byway name and theme statements, complement existing Adirondack North Country Scenic Byway logos</td>
</tr>
<tr>
<td>c.</td>
<td>Secure funds to update online maps, links, and other references to reflect new logo and theme</td>
<td>&lt;2 yrs</td>
<td>Reduce confusion for travel planners, visitors</td>
</tr>
<tr>
<td>d.</td>
<td>Secure funds to update existing print projects, especially maps, currently showing Military Trail name, logo, route, and byway assets</td>
<td>&lt;2 yrs</td>
<td>Reduce confusion for travel planners, visitors</td>
</tr>
<tr>
<td>e.</td>
<td>Secure funds to support public relations campaign to debut new Byway name, logo and route</td>
<td>&lt;2 yrs.</td>
<td>Strengthen marketing of the North Country Scenic Byway and information on related benefits; educate throughout communities about economic impact and the Scenic Byways role in satisfying visitors to support growth in tourism</td>
</tr>
</tbody>
</table>
North Country Scenic Byway
Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<tbody>
<tr>
<td>a.</td>
<td>2-5 yrs</td>
<td>Provide a common guide to help coordinate the efforts of all Byway stakeholders; build on the bountiful waters community shared identity; may require consultant help</td>
<td>ANCA, Chambers of Commerce, TPAs, North Country Scenic Byway Advisors</td>
</tr>
<tr>
<td>b.</td>
<td>2-5 yrs</td>
<td>Ensure quality and consistency with the corridor wide interpretation plan while also linking interpretation to the brand experience</td>
<td>ANCA, Chambers of Commerce, TPAs, North Country Scenic Byway Advisors, historians, and representatives from the recreation, arts, cultural, and natural resource sites</td>
</tr>
<tr>
<td>c.</td>
<td>&lt; 2 yrs</td>
<td>Educate and reinforce value of Byway designation, and connectivity of businesses and attractions with the byway efforts to wide pool of stakeholders</td>
<td>Communities, TPAs, Tourism stakeholders, North Country Scenic Byway Advisors</td>
</tr>
</tbody>
</table>

Tourism Goal 4: Support existing and proposed tourism initiatives, as well as community development and transportation recommendations for improvements identified in North Country Scenic Byway communities’ economic development strategies and plans, cultural tourism strategies, Complete Streets, and Local Waterfront Revitalization and Blueway Plans, North Country Regional Economic Development Strategy
<table>
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<tbody>
<tr>
<td>a. Convene Byway-wide stakeholder workshops to share and discuss existing community/county plans and determine areas of connectivity and potential collaboration and coordination for tourism development and promotion (accommodate availability when scheduling)</td>
<td>&lt;2 yrs</td>
<td>Ensure consistency of experiences for travelers across Byway, for example: All local waterfronts are revitalized; shared design concepts for interpretive signage, printed materials; Cross byway or themed water-related and water enhanced events can be planned</td>
<td>Community stakeholders, County, town and village, governments, planners, Economic Development Agencies, NYSDOS, NYSDOT, North Country Scenic Byway Advisors</td>
</tr>
<tr>
<td>b. Support tourism-related community development and transportation improvement goals</td>
<td>Ongoing</td>
<td>Include North Country Scenic Byway communities’ economic development strategies and plans, cultural tourism strategies, Complete Streets, and Local Waterfront Revitalization and Blueway plans</td>
<td>North Country Scenic Byway Advisors, Regional and local supporters, Community representatives identified in Local Plans and LWRPs</td>
</tr>
<tr>
<td>c. Support goals of “Sharing the Spirit” Akwesasne Cultural Tourism Strategy</td>
<td>Ongoing</td>
<td>Focus on showcasing the richness of the Mohawk culture as a natural complement to the CMP</td>
<td>SRMT, ANCA, North Country Scenic Byway Advisors, NYSDOT</td>
</tr>
</tbody>
</table>
**North Country Scenic Byway**  
**Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION**  
**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

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<tr>
<td>d.</td>
<td>Ongoing</td>
<td>Consider impacts of initiatives such as universal broadband; “Rooftop Highway/US Route 11”; regional branding</td>
<td>ANCA, NCREDC</td>
</tr>
</tbody>
</table>

**Tourism Goal 5.** Promote and encourage tourism communication and collaboration between communities along the North Country Scenic Byway, as well as with other North County Scenic Byways connecting the Adirondack North Country, including Lakes to Locks Passage All American Road, Great Lakes Seaway Trail National Scenic Byway, Mohawk Towpath National Scenic Byway, Erie Canalway National Heritage Corridor to strengthen and coordinate regional marketing and promotion initiatives; include interaction with neighboring communities in provinces of Quebec and Ontario Canada

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</thead>
<tbody>
<tr>
<td>a. Convene meeting of ANCA Scenic Byway Program Advisory Committee and North Country Scenic Byway Advisors to develop plan to coordinate implementation of Corridor Management Plan</td>
<td>&gt; 2 yrs</td>
<td>Identify North Country Scenic Byway focused entity to support ANCA’s Byway initiatives; identify funding resources to augment NYSDOT funding; seek and maintain partner commitments</td>
<td>North Country Scenic Byway Advisors, ANCA Scenic Byway Program Advisory Committee</td>
</tr>
<tr>
<td>b. Formalize cooperative relationships between ANCA, Lakes to Locks, Great Lakes Seaway Trail and Mohawk Towpath National Scenic Byway, and other Adirondack North Country Scenic Byways</td>
<td>Ongoing</td>
<td>Conduct bi-annual meetings to discuss new strategies, and explore opportunities for cooperative marketing and co-sponsored events</td>
<td>ANCA, NYSDOT, Lakes to Locks Passage, Great Lakes Seaway Trail, Mohawk Towpath, Black River, Maple Traditions, Olympic, Adirondack Trail, Central Adirondack Trail, and First Wilderness Scenic Byways</td>
</tr>
</tbody>
</table>
North Country Scenic Byway
Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<tbody>
<tr>
<td>c. Establish and maintain relationship with Erie Canalway National Historic Corridor</td>
<td>Ongoing</td>
<td>From Albany area to Rome area, Canalway Corridor parallels Revolutionary Byway; intersects with Adirondack Trail, Central Adirondack, Trail, and Black River Trail Scenic Byways</td>
<td>ANCA, Corridor Commission</td>
</tr>
<tr>
<td>d. Establish and maintain relationship with Mohawk Valley Heritage Corridor to encourage regional planning</td>
<td>Ongoing</td>
<td>Mohawk Valley Heritage Corridor covers five counties: Oneida, Herkimer, Fulton, Schenectady, and Saratoga</td>
<td>ANCA, Corridor Commission</td>
</tr>
<tr>
<td>e. Establish and maintain relationship with adjacent regional tourism officials in Provinces of Quebec and Ontario to encourage regional planning</td>
<td>Ongoing</td>
<td>Empower North Country Scenic Byway communities to plan events that will draw visitors from Canada (coordinate with Studio Tours, agritours, sports events)</td>
<td>ANCA, communities, North Country Chamber of Commerce (Quebec corridor) SRMT, St. Lawrence Co. Chamber of Commerce, Massena Chamber of Commerce</td>
</tr>
</tbody>
</table>

Tourism Goal 6. Provide quality visitor experiences and develop strategies to improve the traveler’s experiences that attract new visitors, encourage repeat visitation, longer stays, and four-season and shoulder season visitation.
### North Country Scenic Byway
**Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION**

**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

<table>
<thead>
<tr>
<th></th>
<th>Identify existing activities, events in Byway communities that focus on emerging tourism trends (ex: geocaching, culinary tourism, volkssports, cultural heritage, sustainable living, and green travel)</th>
<th>&lt;2 yrs</th>
<th>Work with stakeholders and communities to develop more events, activities in these areas. Attract new categories of visitors</th>
<th>ANCA, TPAs, CoCs, a representative from each community, North Country Scenic Byway Advisors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Identify opportunities that encourage parents and relatives of students, and teaching staff and visiting educators to experience North Country Scenic Byway offerings</td>
<td>&lt; 2 years</td>
<td>Connect with “Captive” audiences already coming into region, generally well educated, interested in a variety of travel experiences, in region in shoulder and off seasons to motivate longer stays</td>
<td>Stakeholders, Clarkson, St. Lawrence, SUNY Potsdam, SUNY Canton</td>
</tr>
<tr>
<td></td>
<td>Expand Agritourism offerings</td>
<td>Ongoing</td>
<td>See Economic Development goals</td>
<td>ANCA, Cornell Cooperative Extensions, NYS Ag &amp; Markets, I Love NY, Adirondack Harvest, GardenShare</td>
</tr>
<tr>
<td></td>
<td>Develop theme-based packages and tourism guides to promote the Byway and to encourage extended visitor stays. Focus on topics related to Byway themes</td>
<td>&lt; 2 yrs.</td>
<td>Examples: Agritourism, fiber arts, winter events, water-related, sustainable/renewable energy, recreation related, culinary tourism, “Byway Buffet”; identify shared opportunities on Byways, Quebec and Ontario</td>
<td>Stakeholders, CCE, NYS Ag &amp; Markets, Communities, TPAs, Adirondack Harvest, GardenShare</td>
</tr>
</tbody>
</table>
North Country Scenic Byway  
Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION  
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

e. Take advantage of Cultural Heritage Tourism opportunities  

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<tbody>
<tr>
<td>Improve Byway stakeholders ability to share knowledge of local Byway offerings locally as well as resources across the entire Byway route with the Byway visitors</td>
<td>&lt; 2 years</td>
<td>Conduct familiarization tours for key stakeholders</td>
<td>Tourism venues, restaurants, lodgings, TPAs, Chambers of Commerce, ANCA, Tug Hill Commission, local businesses, and other interested partners</td>
</tr>
<tr>
<td>Improve availability of well managed and maintained comfort facilities</td>
<td>Ongoing</td>
<td>Conduct inventory of existing resources; identify gaps, and identify potential new resources</td>
<td>Chambers, municipalities, research departments from institutes of higher education</td>
</tr>
<tr>
<td>Ensure cultural equity for visitors and residents</td>
<td>2-5 yrs</td>
<td>Conduct sensitivity training workshops</td>
<td>Resources at Clarkson; and other institutions with experience dealing with cultural diversity</td>
</tr>
</tbody>
</table>

Tourism Goal 7: Ensure tourism stakeholders maximize visitor hospitality satisfaction for Byway travelers
## North Country Scenic Byway

**Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION**

**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

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<tbody>
<tr>
<td>a.</td>
<td>&lt;2 years</td>
<td>Select state of the art platforms and maintain modes to ensure content meets visitors’ interests</td>
<td>ANCA, CoCs, North Country Scenic Byway Advisors, institutes of higher education and marketing professionals</td>
</tr>
</tbody>
</table>

### Tourism Goal 8: Improve the availability of, and access to, basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination, using traditional print, the internet, and social media marketing outlets; develop appropriate French versions of materials

- Ensure owners and frontline staff of Byway venues, facilities, shops, gas stations, etc., understand how their customer interactions contribute to the overall tourist experiences and ultimately to their business revenues, and repeat visitation.
- Provide hospitality training workshops; use ‘each one teach one’ methodology to get broader reach; expand connections beyond obvious tourism stakeholders (drug stores, convenience stores, Farmers Market vendors, farm stand owners) to other businesses that interact with tourists.
- ANCA, Chambers of Commerce, Associations (agritourism, arts and crafts, culinary related)
## North Country Scenic Byway
### Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION
#### Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

| b. | Integrate North Country Scenic Byway with ANCA’s existing adirondackscenicbyways.org website and app capacity to provide centralized information on Byway resources, attractions, services, and events | <2 yrs | Secure funding for North Country Scenic Byway website content development and transfer to updated Adirondack North Country Scenic Byways website, and included apps that meet travelers demands for apps resources | ANCA, TPAs, CoCs |
| c. | Provide training and technical assistance to help smaller tourism stakeholders (galleries, event coordinators) develop website content, and effective blogs, and utilize social media to improve visibility for their Byway attractions | <2 yrs | Introduce skilled technicians to Byway groups who will educate the participants on how to offer online coverage of more attractions, events, etc. to reach broader audiences | Institutions of higher education, SBDCs |
| d. | Ensure access to high speed internet in all communities and locations on Byway corridor | <2 yrs | Many Byway communities are at serious disadvantages because of lack of service. Critical for stakeholders to be able to provide information and travelers to be able access | NCREDC, Counties, St. Lawrence Internet Connection |
| e. | As new materials, resources are developed ensure funding is included for French translations | Ongoing | Will ensure ability to attract more French Canadian, and international visitors | ANCA, TPAs, Chambers of Commerce, recreation groups, arts groups |
### North Country Scenic Byway

Implementation -- TOURISM DEVELOPMENT, MARKETING & PROMOTION

Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

<table>
<thead>
<tr>
<th></th>
<th>Secure funding to translate existing materials as they are reprinted</th>
<th>Ongoing</th>
<th>Alternative would be to offer French-language versions online</th>
<th>ANCA, financial supporters, North Country Scenic Byway Advisors</th>
</tr>
</thead>
<tbody>
<tr>
<td>f.</td>
<td>Prepare print materials to introduce byway visitors to special places to visit along the entire route on a well-timed schedule</td>
<td>Ongoing</td>
<td>Distribute materials at popular visitor stops that are easily accessed by travelers</td>
<td>ANCA, North Country Scenic Byway Advisors, Chambers of Commerce, other interested groups</td>
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</tbody>
</table>
### North Country Scenic Byway

**Implementation -- RECREATION**

**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

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<tr>
<th>Recreation Goal 1: Create additional recreation opportunities that extend visitor stays and encourage repeat visits to the region</th>
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<tr>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>a. Support the recreation strategies and goals in existing community development plans local waterfront revitalization plans</td>
</tr>
<tr>
<td>b. Facilitate cross Byway meetings of recreation-related stakeholders to encourage and support collaborative planning</td>
</tr>
<tr>
<td>c. Support and promote Byway’s special winter recreation opportunities through maps, brochures, web sites</td>
</tr>
<tr>
<td>d. Encourage and facilitate connections between organizers of Lake Champlain and St. Lawrence River major fishing tournaments</td>
</tr>
</tbody>
</table>
North Country Scenic Byway
Implementation -- RECREATION
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

| e. | Encourage and support cross border recreation events | < 2 yrs | Could include bike races, marathons, water-based events (regattas, paddling) | Chambers of Commerce, NYSDEC, NYSPRHS, State of New York, Provinces of Quebec and Ontario, Municipalities |
| f. | Assess opportunities to create off-road biking trails | 2-5 years | Collaboration to create local and connecting trails will attract visitors from this rapidly growing market of outdoor recreationists | Community planning offices, NYSDEC, local sports and riding groups, business owners |

Recreation Goal 2: Enhance and promote existing recreation experiences

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<tbody>
<tr>
<td>a. Promote “passive” “gentle recreation” and “accessible” opportunities created by the Byway’s gentle terrain for: biking, numerous calm and flat water sites, outdoor recreation, recreation spaces and places at colleges and universities, recreation resources sites in communities</td>
<td>&lt; 2 yrs</td>
<td>Appeal to families with young children; recreationists seeking light to moderate biking, walking, paddling experiences, and accessible experiences</td>
<td>Municipalities, university representatives, sports groups, Chambers of Commerce, Seniors groups, Accessibility groups</td>
</tr>
<tr>
<td>b. Work with agencies to improve recreation access points, parking for boaters, hunters and fishers, cyclists, hikers, other outdoor enthusiasts</td>
<td>Ongoing</td>
<td>Increase use, length of stay, repeat visits, sites to be named following thorough inventory and assessment of conditions for improvement and upgrade</td>
<td>NYSDOT, NYSDEC, NYSPRHS, counties, municipalities, sports organizations</td>
</tr>
</tbody>
</table>
### North Country Scenic Byway
Implementation -- RECREATION
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<thead>
<tr>
<th></th>
<th>Promote greater awareness of existing recreation opportunities along entire Byway corridor through brochures, maps, signage and website links, including French-language translations</th>
<th>Ongoing</th>
<th>Fort Drum community is a very important area to focus on, and Quebec visitors represent significant potential to be developed</th>
<th>TPAs, chambers, ANCA, Fort Drum Regional Liaison Organization</th>
</tr>
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<tbody>
<tr>
<td>d.</td>
<td>Engage regional groups in discussions to evaluate specific needs and make recommendation for initiatives to enhance and promote recreation experiences</td>
<td>&lt;2 yrs</td>
<td>Enhance experiences in all section of the Byway</td>
<td>Trail organizations, recreation clubs and organizations, NYSDEC, municipalities, sports clubs, Chambers of Commerce</td>
</tr>
</tbody>
</table>
| e. | Create websites, maps, brochures and other interpretive materials that feature niche activities that appeal to specific interests along entire Byway corridor | < 2 yrs | Examples:  
- The St. Lawrence County Fishcap program could be expanded to Franklin and Clinton Counties  
- “Highlights of Paddling” the Byway brochure of suggested paddle locations with maps and explanations of interesting natural and community histories and community spotlights could encourage longer visits from paddlers | ANCA, counties, sports groups, NYSDEC |
North Country Scenic Byway
Implementation -- RECREATION
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process
North Country Scenic Byway
Implementation--SIGNAGE & INTERPRETATION
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

Signage & Interpretation Goal 1: Coordinate the development of a distinctive logo for the North Country Scenic Byway route signage that reflects the theme “Boundless Horizons - Bountiful North Flow Waters”

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<tr>
<td>a. Apply for and allocate funding for design and production</td>
<td>1 year</td>
<td>Logo is a unifying theme for all other elements and efforts by stakeholders to properly market and develop the resources of the Byway</td>
<td>ANCA, marketing team, DOT</td>
</tr>
<tr>
<td>b. Properly identify and sign access points to Byway resources (attractions, trailhead parking, tourist facilities).</td>
<td>2-5 years</td>
<td></td>
<td>ANCA, DOT</td>
</tr>
<tr>
<td>c. Educate off-route tourism business owners on use of Tourism Oriented Directional Signage (TODS) and include mile distances on directional signage to byway related attractions more than a mile off the byway.</td>
<td>2-5 yrs.</td>
<td>Gives travelers security in knowing they are not lost if attraction/resource is some distance from byway</td>
<td>ANCA, NYS DOT, Local and county highway departments (for signage on town/county roads).</td>
</tr>
<tr>
<td>d. Provide assistance in the design of attractive welcome signs at the entrance to Byway communities.</td>
<td>2-5 years</td>
<td></td>
<td>ANCA, Chambers of Commerce, local governments</td>
</tr>
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### Signage & Interpretation Goal 2: Enhance residents and visitors’ understanding, awareness and appreciation of Byway resources through education and interpretation of Byway assets, and intrinsic qualities

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<tr>
<td>a.</td>
<td>2-5 yrs.</td>
<td>Historic site markers &amp; interpretive signage. Pedal through history bicycle routes Environmental interpretation along trails or at environmentally significant sites. Birding trail “Community history” kiosks or signage</td>
<td>ANCA, NYS DOT, TPAs, chambers of commerce.</td>
</tr>
<tr>
<td>b.</td>
<td>2-5 yrs.</td>
<td></td>
<td>ANCA, TPAs, chambers of commerce, historians, historical societies, environmental organizations, town and village boards.</td>
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e. Host workshops for local highway departments on the NYS Scenic Byways Sign Manual and highway signage strategies in order to encourage effective and attractive use of signage on local and county roads in the byway corridor.<br>Instructors: NYS DOT and Cornell Local Roads Program. <br>Audience: Village DPWs, Town & County Highway Departments
North Country Scenic Byway
Implementation-- SIGNAGE & INTERPRETATION

Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

Signage & Interpretation Goal 3: Develop regional interpretive programming that engages visitors and improves their understanding and enjoyment of local historical, cultural, and natural resources

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<tbody>
<tr>
<td>a. Apply for funding to pay for local university history departments and county historians to develop</td>
<td>2-5 yrs.</td>
<td></td>
<td>ANCA, St. Lawrence U, SUNY Potsdam and Canton, Clinton, Franklin, St. Lawrence Counties Historical Assoc. SRMT</td>
</tr>
<tr>
<td>b. Provide interpretive signage, print materials, and web content that complement thematic promotions</td>
<td>2-5 yrs.</td>
<td>• Historic site markers &amp; interpretive signage.</td>
<td>ANCA, TPAs, chambers of commerce, historians, historical societies, environmental organizations, town and village boards.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Pedal through history bicycle routes</td>
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<td></td>
<td></td>
<td>• Environmental interpretation along trails or at environmentally significant sites.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Birding trail</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Community history” kiosks or signage</td>
<td></td>
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Signage & Interpretation Goal 4: Offer Byway patrons a quality experience of the region's recreational resources through education and interpretation highlighting the unique character of the corridor

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<th>Potential Partners/Stakeholders</th>
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<tbody>
<tr>
<td>a. Provide interpretive signage, print materials, and web content that complement thematic promotions</td>
<td>2-5 yrs.</td>
<td>Historic site markers &amp; interpretive signage at significant sites.</td>
<td>ANCA, TPAs, chambers of commerce, historians, historical societies, town and village boards.</td>
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<td></td>
<td></td>
<td>“Community history” kiosks or signage</td>
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North Country Scenic Byway Corridor Management Plan
023d Implementation -- Signage & Interpretation
North Country Scenic Byway
Implementation--SIGNAGE & INTERPRETATION

Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

Signage & Interpretation Goal 5: Attract and direct visitors through appropriate signage to Byway resources, including using the new route name (North Country Scenic Byway) to unify the region and to promote the entire Byway as a destination, encouraging visitation, and exploration of all locales

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<tbody>
<tr>
<td>a. Establish a Visitor Interpretive / Welcome Center at TAUNY in Canton</td>
<td>2-5 yrs.</td>
<td>Able to serve the North Country, Black River, and Maple Traditions Scenic Byways, as well as showcase the other Scenic Byways in the Region</td>
<td>ANCA, TAUNY, NYS DOT, Town of Canton</td>
</tr>
<tr>
<td>b. Make placement of route identification signs a priority in order to direct visitors along the route in Clinton, Franklin, and St. Lawrence counties</td>
<td>&lt;2 yrs</td>
<td>This route, with the extension, is relatively unknown as a Scenic Byway. Corridor offers opportunities for neighboring communities to capitalize on shared history and scenic attractions</td>
<td>ANCA, local Towns, NYS DOT</td>
</tr>
</tbody>
</table>

Signage & Interpretation Goal 6: Promote Byway recreational assets through the design and installation of appropriate signs or resource markers at all major historic, recreational and educational sites, including bike, cross-country, road and mountain biking trails and the use of interpretive brochures, the web, kiosks, and trail maps showing resource locations

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<tbody>
<tr>
<td>a. Investigate opportunities for directional and informational signage throughout the Byway, with special concern for historic and cultural attractions on the St. Regis Mohawk Reservation,</td>
<td>&lt;5 yrs</td>
<td>The communities along the Byway corridor have a rich history and interesting pattern of economic development centered on the north flow rivers.</td>
<td>ANCA, County historical societies, NYS DOT, NYS DEC, local Chambers of Commerce, St. Regis Mohawk Tribe</td>
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</table>
### North Country Scenic Byway
**Implementation-- SIGNAGE & INTERPRETATION**
**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

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<tr>
<th>as well as in each of the Byway communities</th>
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</table>
| b. Create an Interpretive Program that builds on the boundless horizons, bountiful north flow waters themes. The Visitor Interpretive / Welcome Center at TAUNY in Canton is an ideal focal point to highlight the historic and educational sites | 2-5 yrs | Local community economic development and waterfront revitalization plans have identified many of the resources that will be of interest to travelers
Local community stakeholders can use brochures, the web, and maps for recreational resources |

|  |  | ANCA, local stakeholders, Chambers of Commerce, SUNY Canton, SUNY Potsdam, St. Lawrence University, Clarkson University, TAUNY |

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*North Country Scenic Byway Corridor Management Plan*

023d Implementation -- Signage & Interpretation
Transportation Goal 1: Encourage continuing involvement by the three County Transportation Safety Boards that are active along this corridor. They have established linkages with local community governments and stakeholders, and good working relationships with NYS DOT District 7 engineers and planners

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<tbody>
<tr>
<td>a. Establish a regular meeting schedule that includes ANCA, District 7 DOT reps and Transportation Safety Board personnel to encourage leadership by the County Boards on steering development of this CMP</td>
<td>1 year</td>
<td>County Safety Boards are important intermediaries with local communities, especially with traffic, pedestrian interface issues, as well as forecasting economic development needs in each community in the corridor</td>
<td>ANCA, NYS DOT, transportation safety boards in Clinton, Franklin, &amp; St. Lawrence counties</td>
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Transportation Goal 2: Maintain the recently improved transportation infrastructure all along the proposed Byway route by incorporating community design considerations and providing capacity for economic development projects identified in the numerous local development plans

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<tbody>
<tr>
<td>a. Work to improve collaboration between local governments and</td>
<td>On-going</td>
<td>Local and county government and highway departments, and NYS DOT</td>
<td>Local and county government and highway departments, and NYS DOT</td>
</tr>
</tbody>
</table>
North Country Scenic Byway Corridor Management Plan  
Implementation: TRANSPORTATION, SAFETY & COMMUNITY DESIGN  
Goal, Actions, & Objectives to Support Successful Outcomes of the CMP Collective Process

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<tr>
<td>NYS DOT to monitor needed capital improvements and maintenance schedules</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>b. Encourage and support NYS DOT’s “context sensitive design”</td>
<td>On-going</td>
<td>Communities must live with the final product for the long-term. Need to ensure that projects complement community character and give full consideration to pedestrian and bicycle issues as well as to tourist safety and the Byway experience</td>
<td>Local &amp; county officials and highway departments, NYS DOT, Chambers of Commerce, TPAs, and county planning departments</td>
</tr>
</tbody>
</table>

Transportation Goal 3: Enhance and maintain the working relationship between NYS DOT District 7 personnel and the leadership of the Saint Regis Mohawk Tribe (SRMT). The SRMT have a comprehensive traffic safety and transportation design plan developed that is complementary to the North Country Scenic Byway Corridor Management Plan.
## Transportation Goal 4: Provide safe pull offs for travelers to take in the expansive panoramas looking towards Canada that are evident along the route, in particular in Franklin County

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<tbody>
<tr>
<td>a. Plan for the inventory and evaluation of roadside shoulders, pullouts, and parking areas used for rest stops, scenic photo opportunities, and access to Byway resources (trails, waterways, picnic areas, historic sites, etc.). Coordinate this inventory with an evaluation of passing lanes in these same areas.</td>
<td>2-5 yrs.</td>
<td></td>
<td>Local government officials, local and county highway departments, NYS DOT, and NYS DEC.</td>
</tr>
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## Transportation Goal 5: Encourage the establishment of an inventory of location and condition of the numerous bridges and culverts along the Corridor with specific attention to their ability to accommodate the increasing extremes of precipitation events caused by climate change

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<tbody>
<tr>
<td>a. Create a database that contains GPS location, size</td>
<td>1-3 yrs.</td>
<td>Intensity of weather events and precipitation amounts</td>
<td>Local government officials, local and county highway departments, Region 7 NYS DOT</td>
</tr>
</tbody>
</table>
North Country Scenic Byway Corridor Management Plan
Implementation: TRANSPORTATION, SAFETY & COMMUNITY DESIGN
Goal, Actions, & Objectives to Support Successful Outcomes of the CMP Collective Process

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<tr>
<td>a. Promote linkages with existing regional corridor routes including Black River Trail, Maple Traditions, Olympic, and Central Adirondack Trail Scenic Byways, the Great Lakes Seaway Trail, the Lakes to Locks Passage, and the Raquette River and other Blueway trails</td>
<td>&lt; 2 yrs</td>
<td></td>
<td>TPAs, Chambers of Commerce, ANCA, NYS DOT, THC, corridor communities, and interested stakeholders</td>
</tr>
<tr>
<td>b. Support and encourage the development of off-road, multiuse trails along the byway and in byway communities</td>
<td>2-5 yrs</td>
<td>Including new trail development and improvements to existing trails and state forest trails along the entire route</td>
<td>Local officials, NYS DEC, local trail/recreation clubs, Chambers of Commerce, and interested stakeholders specific to each project</td>
</tr>
<tr>
<td>c. Collaborate with local and regional interests to develop non-auto multi-</td>
<td></td>
<td>Many local community development plans already have identified actions and locations</td>
<td>Local governments, county governments, NYS DOT, NYS DEC, local trail/recreation clubs, Chambers of Commerce, and interested stakeholders specific to</td>
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</table>
**Transportation Goal 7: Promote the outstanding opportunities for safe and enjoyable byway touring experience for all Byway users, including cyclists, paddlers, fishermen, and pedestrians, as a means for exploring the Byway.**

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<tbody>
<tr>
<td>a. Ensure sufficient funding so that the Visitor Center in Canton includes displays, downloadable digital, and printed information that showcases the various activities available to travelers along the NCSB</td>
<td>2 - 4 yrs.</td>
<td></td>
<td>ANCA, TAUNY, TPAs, local Chambers of Commerce, NYS DEC, Region 7 NYS DOT</td>
</tr>
</tbody>
</table>

**Transportation Goal 8: Increase awareness and use in Byway communities of the varied recreation opportunities afforded travelers by the north flow river systems traversed by, and adjacent to the Corridor.**

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## Transportation Goal 9: Provide for streetscape and pedestrian safety improvements in Byway communities using a Complete Streets approach to planned improvements as funding permits.

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<tbody>
<tr>
<td>a.</td>
<td>2 - 5 yrs</td>
<td></td>
<td>TPAs, Chambers of Commerce, ANCA, NYS DOT, NYS DEC, corridor communities, and interested stakeholders</td>
</tr>
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</table>

- Develop appropriate information brochures and promotional materials that showcase the role played by the river systems in development of the Byway communities, with information regarding modern day recreation opportunities.

- Encourage and support NYS DOT’s “context sensitive design”.

- Communities must live with the final product for the long-term. Need to ensure that projects complement community character and give full consideration to pedestrian and bicycle issues as well as to tourist safety and the byway experience.
North Country Scenic Byway
Implementation: STEWARDSHIP
Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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<tbody>
<tr>
<td>a. Support initiatives to enhance the water quality of the six north flow river systems.</td>
<td>On-going</td>
<td>The water resources of this Byway are integral to the history of community development and provide recreational opportunities year round. Many communities already have LWRPs.</td>
<td>NYS DEC, NYS Ag &amp; Markets, USDA, NYS Environmental Facilities Corporation (EFC), US Fish and Wildlife, NYS HCR/OCR, NYS DOS, SLELO &amp; APIPP PRISMS</td>
</tr>
<tr>
<td>b. Protect and enhance native riverbank vegetation to minimize erosion</td>
<td>On-going</td>
<td></td>
<td>NYS DEC, USDA, US Fish and Wildlife, SLELO &amp; APIPP PRISMS.</td>
</tr>
<tr>
<td>c. Ensure that information materials at the Visitor Center in Canton, and on the website, highlight the importance of, and benefits from assuring water quality.</td>
<td>2-5 yrs.</td>
<td>Travelers, as well as local residents, often benefit from knowing actions and activities they can take to avoid degradation of water quality.</td>
<td>ANCA, NYS DEC, NYS DOT, TAUNY,</td>
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Goal 2: Work with the State and local organizations to identify and mitigate or prevent the introduction of aquatic and terrestrial invasive species

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<tbody>
<tr>
<td>a. Enhance the effectiveness of</td>
<td>On-going</td>
<td></td>
<td>ANCA, NYS DOT, NYS DEC, TPAs, chambers of</td>
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</table>
North Country Scenic Byway

Implementation: STEWARDSHIP

Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

| the existing organizations of | Commerce. |
| the NYS PRISMs (APIPP & SLELO) that are working on these issues, involve local communities | |

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<tbody>
<tr>
<td>Build on the work and initiatives of existing organizations such as NYS PRISMs, and local historical associations, byway communities including SRMT environmental and cultural organizations</td>
<td>On-going</td>
<td>ANCA, St. Lawrence U, SUNY Potsdam and Canton, Clarkson U, Clinton, Franklin, St. Lawrence Cty Historical Associations, SRMT</td>
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### Goal 4: Preserve scenery, environment, and character in order to safeguard the intrinsic beauty of the landscape that makes the Byway region a desirable travel destination

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<tbody>
<tr>
<td>a.</td>
<td>On-going</td>
<td>Open landscapes of the byway, combined with work ethic of residents and history of transforming natural resources in the region offer best potential for a sustainable economy – surveys show many travelers are interested</td>
<td>ANCA, TPAs, chambers of commerce, county and local community planning organizations, NCREDC, town and village boards, NYS DEC.</td>
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### Goal 5: Encourage the improvement of roadside aesthetics and implementation of community street improvement projects

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<tbody>
<tr>
<td>a.</td>
<td>2-5 yrs.</td>
<td>First impressions are often lasting memories for travelers. Byway communities need help to upgrade infrastructure and rehabilitate / refurbish neglected buildings of historical importance</td>
<td>ANCA, NCREDC, county planning departments, county IDAs / LDCs, local town and village governments, county governments, building owners</td>
</tr>
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## North Country Scenic Byway

### Implementation: STEWARDSHIP

Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

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**Goal 6:** Work with the NYS PRISM organizations in Clinton, Franklin and St. Lawrence counties to enhance awareness in County and Town highway organizations on using monitoring, management, and education activities to address the problem of invasive terrestrial and aquatic plants along the Corridor right of way. This includes raising visitor awareness of how they can unknowingly become transporters of invasive plants and insects as they travel from place to place exploring the Byway.

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<tbody>
<tr>
<td>a. Encourage development and publication in area media of educational materials and news items informing residents and travelers</td>
<td>On-going</td>
<td>Highways and waterways are vectors for terrestrial and aquatic invasives. The NCSB traverses six important north flow river systems</td>
<td>ANCA, County and town highway depts., NYS DOT, NYS DEC, local Chambers of Commerce, St. Regis Mohawk Tribe, APIPP, SLELO</td>
</tr>
<tr>
<td>b. Ensure that information materials at the Visitor Center in Canton, and on the website, highlight the problem and the roles travelers and residents can play to mitigate and avoid infestations.</td>
<td>2-5 yrs.</td>
<td>Travelers, as well as local residents, often benefit from knowing actions and activities they can take</td>
<td>ANCA, NYS DEC, NYS DOT, TAUNY, APIPP, SLELO</td>
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**Goal 7:** Restore and rehabilitate significant historic structures. Work with local and county governments and economic developers to help rehabilitate or replace the aging buildings in Town and Village centers that the NCSB goes through, including the SRMT territory.

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<tbody>
<tr>
<td>a. Encourage development of roadside aesthetics in</td>
<td>&lt;3 yrs</td>
<td></td>
<td>ANCA, local Towns, county historical associations,</td>
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### North Country Scenic Byway

**Implementation: STEWARDSHIP**

**Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process**

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<tbody>
<tr>
<td>a. Investigate opportunities for summer courses by history teachers and other skilled educators that provide training to residents of all ages to be local ambassadors</td>
<td>&lt;3 yrs</td>
<td>The communities along the Byway corridor have a rich history and interesting pattern of economic development</td>
<td>ANCA, County historical societies, local school districts, NYS DEC, local Chambers of Commerce, St. Regis Mohawk Tribe</td>
</tr>
<tr>
<td>b. Develop a coalition of funding sources and interested organizations to rehabilitate structures and main streets in the communities in the corridor</td>
<td>2-5 yrs.</td>
<td>First impressions are often lasting memories for travelers. Byway communities need help to upgrade infrastructure and rehabilitate/refurbish neglected buildings of historical importance.</td>
<td>ANCA, NCREDC, county planning departments, county IDAs/LDCs, local town and village governments, county governments, building owners</td>
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**Goal 8: Encourage training and other awareness programs that cultivate future stewards from the local population of young people**

- an inventory of historically significant structures in byway communities that should be preserved for aesthetics and economic renewal
- byway communities are often most evident in the relatively aged buildings infrastructure. Economic decline over the years has led to neglect – not all buildings can be rehabilitated – those most important need to be identified.

chambers of commerce, AARCH, NY SHPO
# North Country Scenic Byway

**Implementation: STEWARDSHIP**

Goals, Actions & Objectives to Support Successful Outcomes of the CMP Collaborative Process

## Goal 9: Educate visitors about stewardship responsibilities along the trail, including stewardship of the “irreplaceable”

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<tr>
<td>a. Assure that the information materials developed to promote, explain, and market the NCSB provide helpful guidance to travelers and residents about the irreplaceable assets along the Corridor</td>
<td>&gt;3&lt;5 yrs</td>
<td>Irreplaceable assets include natural features and the built environment.</td>
<td>ANCA, County historical societies, NYS DOT, NYS DEC, local Chambers of Commerce, St. Regis Mohawk Tribe</td>
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## Goal 10: Encourage and support local projects that secure the future of the NCSB’s historic, cultural, natural, and recreational resources

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<tbody>
<tr>
<td>a. Research the development plans of communities along the Byway corridor to create an inventory of like initiatives and help create funding sources to help implement them</td>
<td>3-5 yrs</td>
<td></td>
<td>ANCA, County historical societies, NYS DOT, NYS DEC, local Chambers of Commerce, St. Regis Mohawk Tribe, NCREDC, county and community IDAs / LDCs</td>
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North Country Scenic Byway
RELATED PROGRAMS, PLANS, STUDIES AND REPORTS

Introduction

The following lists of programs, projects, plans, reports, studies support the future success of the North Country Scenic Byway. Each entry has a specific relation to upholding the goals presented in this CMP. The responsible parties may become strategic players in project implementation and in seeking collaborative funding. Byway plan implementers should maintain close communications with the numerous community and regional leaders who are directing these related projects and programs.

STATE OF NEW YORK PLANS

New York State Department of Environmental Conservation Comprehensive Wildlife Conservation Strategy (CWCS) -- The Comprehensive Wildlife Conservation Strategy (CWCS) was completed by the Division of Fish, Wildlife and Marine Resources (DFWMR) of NYSDEC in September of 2005 to address the wildlife species in greatest need of conservation in the state. It is presented by watersheds and includes comprehensive information on both the Lake Champlain Basin and the Northeast Lake Ontario- St. Lawrence Basin, both North Country Scenic Byway Watersheds.

Contact:
NYSDEC Fish, Wildlife & Marine Resources
Phone 518-402-8924
Email: swgidea@gw.dec.state.ny.us
Website link to plan: http://www.dec.ny.gov/animals/30483.html

OTHER SCENIC BYWAY PLANS

Great Lakes Seaway Trail Corridor Management Plan – The North Country Scenic Byway overlaps the Great Lakes Seaway Trail, a National Scenic Byway, for 5.3 along NY 37 from the intersection with Route to at its access point to Route for 5.3 miles on NY131.
Contact:
Seaway Trail, Inc
Phone: (315) 646-1000
Email: info@seawaytrail.com
Web: www.seawaytrail.com
Lakes to Locks Passage Corridor Management Plan Update (began in 2011).
Update is second generation of Lakes to Locks Byway planning. Lakes to Locks Passage and North Country Scenic Byway meet at intersection of US Route 11 and NYS Route 9 in Rouse's Point.
Contact
Lakes to Locks Passage
Phone: 518-597-9660
Email: info@lakestolocis.org
Web: www.lakestolocks.org

Maple Traditions Scenic Byway Corridor Management Plan (2012)
Documents relate to Adirondack North Country Scenic Byways, including Adirondack Trail Scenic Byway with northern terminus at the intersection of U.S. Route 11 and NYS Route 37 on North Country Scenic Byway Route, and Maple Traditions Scenic Byway that connects to Town and Village of Canton, western terminus of North Country Scenic Byway.
Contact
Adirondack North Country Association
Phone: 518-891-6200
Email: jhughes@adirondack.org
Web: www.adirondackscenicbyways.org

Raquette River Blueway (2011)
This plan sets forth initiatives, in a water-based Blueway concept, similar to the land-based plans for Scenic Byways, that will improve tourism experiences for visitors on the Raquette River and in the corridors that parallel the river. The Raquette is one of the North Flow Rivers of the North Country Scenic Byway and parallels the Byway route for several miles. The Raquette River flows through several communities on the Byway, beginning in Akwesasne, then Massena, Norfolk, Norwood, and Potsdam.
Contact
Fred Hanss
Phone: 315-265-1670
Email: mailto:fhanss@vi.potsdam.ny.us
Web: https://www.sites.google.com/site/raquetteriverbluewaycorridorny/home/raquette-river-blueway-trail-plan
Regional and County Plans

North Country Regional Council Strategic Plan (2011 with updates)
This comprehensive plan identifies tourism development as one of the key strategies and priority projects related to economic development relevant to the entire North Country Scenic Byway Corridor.
Contact:
Empire State Development
Phone: 518-561-5642
Email: nys-northcountry@esd.ny.gov
Web: http://regionalcouncils.ny.gov/content/north-country

Lake Champlain-Lake George Regional Planning Board 2008 - 2009 Comprehensive Economic Development Strategy
This strategy identifies a number of tourism and community development goals relevant to Clinton County and the North Country Scenic Byway portion that is in Clinton County.
Contact
Clinton County Planning and Development
Phone: 518-565-4711
Email: brownr@co.clinton.ny.us
Web: www.clintoncountygov.com/Departments/Planning/index.html

County of Franklin Comprehensive Economic Development Strategy 2004
This county report identifies a number of tourism and community development goals relevant to Franklin County and the North Country Scenic Byway and its communities.
Contact:
Country of Franklin Industrial Development Agency
Phone: 518-483-9472
Email: http://www.franklinida.org/contact
Web: http://www.franklinida.org

This comprehensive transportation study is a plan for providing transportation facilities for traffic that will enable tribal leaders to take advantage of desirable development opportunities, protect community resources and traditions, and enhance the use of the tribe's land by its residents. Many sections are relevant to the North Country Scenic Byway CMP.
Contact:
St. Regis Mohawk Tribe Tribal Planning
Phone: 518-358-2272
Email:
Web:
**St. Lawrence County Comprehensive Economic Development Strategy** (2007 Update)  
This county report identifies a number of tourism and community development goals relevant to St. Lawrence County and the North Country Scenic Byway and its communities.  
Contact:  
St. Lawrence County Economic Development  
Phone: (315) 379-9806  
Email: info@slcida.com  
Web: www.slcida.com

**Community Plans and Reports**

**Rouses Point Downtown and Waterfront Revitalization Plan** (2006)  
This plan identifies numerous tourism and community development initiatives relating to the village and its significant waterfront on Lake Champlain, one of the North Country Scenic Byway's North Flow Water.  
Contact:  
Phone: 518-297-5502  
Email: mayor@rousespointny.com  
Web: http://www.rousespointny.com

**Town and Village of Chateaugay Foothills 2020** (2008)  
This comprehensive plan identifies economic development, community revitalization, and social and cultural enhancements relevant to North Country Scenic Byway goals and implementation plans.  
Contact:  
Town of Chateaugay  
Phone: 518-497-3126  
Email: townsupervisor@chateaugayny.org  
Web: http://www.chateaugayny.org/

**Town and Village of Malone Economic Development Plan**  
This plan for the Town and Village of Malone identifies numerous tourism, recreation and community development goals  
Contact:  
Town of Malone  
Phone: 518-483-1445  
Email: tmalone2@twcny.rr.com  
Web: http://www.malonetown.com  
Village of Malone  
Phone: 518-483-4570  
Email: vmalone@westelcom.com  
Web: www.malonevillage.com/
**Town and Village of Malone Local Waterfront Revitalization Program (2012)**
The LWRP identifies numerous issues, and recommends projects to enhance the corridor along the Salmon River, which the North Country Scenic Byway intersects in the center of the village of Malone.

Contact:
**Town of Malone**
Phone: 518-483-1445
Email: tmalone2@twcny.rr.com
Web: http://www.malonetown.com

**Village of Malone**
Phone: 518-483-4570
Email: vmalone@westelcom.com
Web: www.malonevillage.com/

**St. Regis Mohawk Tribe Sharing the Spirit (2008)**
This plan is an Akwesasne Cultural Tourism Strategy identifies cultural tourism strategies and initiatives that reinforce the cultural strengths of the community, as well as ensuring that visitors are provided with opportunities to experience Akwesasne in a positive manner that respects their cultural heritage and environment.

Contact:
**St. Regis Mohawk Tribe Economic Development**
Phone: 518-358-2272
Email: public.information@srmt-nsn.gov
Web: http://www.srmt-nsn.gov/divisions/economic_development/

**Village of Massena**
**Draft Local Waterfront Revitalization Plan/Massena Louisville LWRP Draft Generic Environmental Impact Statement (in development)**
The plan will enhance visitor experiences in this Byway community, as well as those of the Byway’s North Flow Waters, in this case the Raquette River and the St. Lawrence River.

Contact:
**St. Lawrence County Planning Office**
Phone: 315-379-2292
Email: via http://www.co.st-lawrence.ny.us/
Web: www.co.st-lawrence.ny.us/Departments/Planning/CommunityProjects/MassenaWaterfrontRevitalization

**Village of Potsdam Local Waterfront Development Project (in development)**
The village is creating a guide to future development along the Raquette River, one of the North Country Scenic Byway’s North Flow Waters, and exploring ways to use this tremendous natural asset to spur economic activity along the downtown corridor. A formal Local Waterfront Redevelopment Plan will be the basis for a Central Business
District Revitalization Strategy to help businesses better link with the Raquette and draw more shoppers downtown. Outcomes will include recreation and cultural initiatives that will benefit visitors to the North Country Scenic Byway.

Contact:
Village of Potsdam
Phone: 315-265-1670
Email: fhanss@vi.potsdam.ny.us
Webs: http://www.vi.potsdam.ny.us/econ/initiatives.php

**Village of Norwood Downtown Revitalization Plan (March 2010)**
The Village of Norwood contracted with the Potsdam Planning and Development Office to create a community-driven Downtown Revitalization Plan. The strategy includes identifying potential revitalization projects and initiatives as well as possible funding sources to achieve the objectives outlined in the plan. Many will enhance the experiences of visitors to this community on the North Country Scenic Byway.

Contact:
Village of Norwood
Phone: 315-353-2372
Email: mayor@norwoodny.org
Web: http://www.norwoodny.org/

**Village of Canton Strategic Plan** (2004) Prepared by the St. Lawrence County Planning Office, this document identifies several strategies for community center revitalization. These include infrastructure improvements, enhancing the village’s potential as a recreational tourist center, and stimulating downtown business activity with an emphasis on local entrepreneurs and products.

Contact:
Canton Economic Development Office
Phone: 315-386-2871, extension 5
Email: developer@cantonnewyork.us
Web: www.cantonnewyork.us

**Grasse River Local Waterfront Revitalization Plan** (currently underway) This project is aimed at improving access to the Grasse River, enhancing related recreational opportunities, and protecting the riverfront.

Contact:
Canton Economic Development Office
Phone: (315) 386-2871, extension 5
Email: developer@cantonnewyork.us
Web: www.cantonnewyork.us