Saranac Lake Area Chamber of Commerce
39 Main Street
Saranac Lake New York 12983
(518) 891-1990
Fax: (518) 891-7042
E-mail: besttown@saranaclake.com
www.saranaclake.com

Clinton County’s North Country Chamber of Commerce
7061 Route 9, P.O. Box 310
Plattsburgh, New York 12901
(518) 563-1000
Fax: (518) 563-1028
E-mail: chamber@westelcom.com
www.northcountrychamber.com

Tourism offices also offer information for Byway visitors. These include:

Lake Placid/Essex County Convention and Visitors Bureau
216 Main Street
Lake Placid, NY 12946
518-523-2445
Fax: 518-523-2605
E-mail: visitorservice@lakeplacid.com
www.lakeplacid.com

St. Lawrence County Tourism Department
101 Main Street
Canton, NY 13617 (1248)
Toll Free: 1 877-228-7810
E-mail: slccoc@northnet.org
www.northcountryguide.com

Franklin County Tourism
10 Elm Street Suite 2
Malone, NY 12953
(518) 483-9470
E-Mail: info@adirondacklakes.org
www.adirondacklakes.com

Adirondack Regional Tourism Council
P.O. Box 2149
Plattsburgh, NY 12901
(518) 846-8016
E-mail: info@adirondacks.org
www.adirondacks.org

Wilmington’s Whiteface Visitor Center
PO Box 277
Wilmington, NY 12997
518-946-2255
888-944-8332
fax 946-2683
E-mail: info@whitefaceregion.com
www.whitefaceregion.com
Winter hours: M-F 9-1
Memorial to Columbus Day: 9-4 daily
Tourism Development

To enhance local economies, maintain viable inviting communities, and keep current with meeting the needs of visitors in the region, additional tourism development is necessary along the Olympic Scenic Byway. In an effort to gain a comprehensive perspective of tourism development needs, plan developers engaged in discussions with representatives from the participating communities. The various contributors brought forth a list of suggested actions which would support sound economic development and provide for a positive experience for those visiting the area. The collective views on how to better accommodate tourists and maximize their experience are listed below. While many strategies were proposed, coordinators have not been named to lead these efforts.

Establish the Byway as a Place to Visit During All Four Seasons

Compile a list of all seasonal recreational activities from birding in the spring, boating and paddling in summer, fall foliage viewing, hunting and hiking in the winter, to skiing and snowshoeing in winter to outdoor sports enthusiasts.

Compile a list of community cultural offerings including special events, festivals, art programs, museum programs, and historic programs taking place during the various seasons.

Create a list shopping options for specialty and gift items showing the extensive range of products and local crafts available seasonally.

Highlight ongoing cultural offerings by featuring active arts communities along the route. Promote the artists, educational workshops, demonstrations, and performances. The Adirondack North Country’s Association’s “Self Guided Driving Tours to the Region’s Arts, Crafts and Foods” is an example of a brochure targeting North Country resources.

Extend Length of Visitors’ Stay

Stimulate and work to hold visitor’s interest to encourage them to extend their stay. Seek to better educate and entertain Byway guests to motivate them to continue to explore the Byway and its communities.

Support Agri-Tourism

Expand opportunities to bring entertainment and knowledge to visitors. Promote farm visits and farmers markets. Encourage Chambers of Commerce, farmers, local governments, farming agencies and bureaus to get involved in developing “edutainment” opportunities.

Think of Byway as Shared Destination

The Byway needs to become known as continuous destination path featuring a series of stops. Feature the route as place where one engages in a moving experience visiting from place to place to enjoy related or alternate choice of activities. Utilize road and trails.
connections to facilitate ease of movement from town to town and site to site. Publicize and promote all trail links that allow for ease of movement along the route.

**Increase Alternative Transportation Modalities and Continue Trail Development**

Continue trail development such as mountain biking which enhance the entire region. These multi-use recreation trails foster sustainable tourism and provide opportunities for four-season use offering three seasons for hikers and bikers and winter use for cross country skiers and snowshoers.

As towns and villages develop more sports recreation opportunities it will increase their appeal and by interconnecting the new access trails to surrounding communities in the region they will add to their desirability.

**Share Success Stories**

Network information to call attention to successful Byway initiatives along the Olympic Scenic Byway and seek model tourism projects from other Byways.

**Offer Training for Those Providing Visitor Services**

Improve customer service skills by training staff and employees to be helpful, courteous and. Those who deal directly with the public should be informed and have a basic knowledge of area information that would be helpful when meeting with visitors. Those in the service industries should know how and where to direct tourists to find answers to their questions.

**Coordinate Cross Promotions**

Those managing the plan need to coordinate the efforts of community Byway representatives, businesses and organizations.

**Improve Interpretation of Byway**

Use well designed printed materials and post information at Byway website. Place interpretive materials at target distribution points. The signage section and three local segment plans offer more specific information.

**Prepare Comprehensives Travelers Guide**

Compile comprehensive listing of local assets and offerings in convenient community-by-community format. This convenient collection of all Byway features in one location will appeal to tourists and satisfy a variety of interests. Collect pertinent information on lodging, services, attractions, food, medical services, parking, businesses, service stations, and towing for this travelers guide. Brochures should be available at Chamber of Commerce and Tourism offices, at kiosks and on the web with appropriate links. The information should also be forwarded to tourism writers.
Marketing and Promotion

The local Byway planners discussed various options for future marketing and promotion of the Olympic Scenic Byway. As they considered how to best raise the awareness of the existence of the corridor and its many attributes a certain priority order emerged.

The first step is to pinpoint the appropriate markets and connect with these potential visitors through major regional or state promotions. Next, materials that encourage visitation throughout the Byway region need to be developed. Finally, communities and Byway representatives need to be prepared to give tourists further information upon their arrival on the available local assets and amenities. Careful coordination in gathering extensive information from along the route is imperative to the future success of advertising the Byway.

It was agreed that the strong name recognition afforded through the use of the Olympic Scenic Byway’s name should be utilized in marketing and promotional efforts. This distinct branding is already established and communities and businesses should be encouraged to refer to themselves as part of the Olympic Byway. The use of official signage along the route reading “Olympic Scenic Byway Community” should be encouraged to mark the special identity of these places. Businesses are encouraged to feature their connection to the Olympic Scenic Byway and promote how they serve the travelers in the Byway area in their printed materials and other local publicity efforts.

Strategies to gain additional visibility using a regional approach were discussed. While an endless inventory of special interest brochures already exists, there is a need to promote the many interconnected experiences found along the route as a whole. The Byway’s best offerings are numerous and these concentrations of resources need to be promoted to recreationalists, pass through travelers, and vacationers as an interrelated experience to increase visitation. It is important to make visitors aware that festivals, events, markets, fairs, resources, sports, shops, services, food, lodging and attractions are easily accessible by just “staying on the Byway route.” Promoting all the greatest assets will encourage visitors to see the “region” as their destination.

Plan implementers should work with those lead agents who are already in place such as Chambers of Commerce and tourism organizations. They have established strong, long-term relations with visitors and businesses and these connections should be supported. The success of this CMP depends on a unified effort and partnerships should be established and maintained with all parties having an interest in marketing the area including municipal governments, local business owners, tourism offices, Chambers of Commerce, ANCA, other groups, and the New York State Scenic Byway office.
A number of approaches were suggested for marketing and promoting the Olympic Scenic Byway and a combination of both the new ideas and the practices already taking place appear below.

**Cross Promotions**
Encourage small businesses to work together as Byway providers to feature their goods, services and attractions jointly when preparing brochures, maps, etc. Schedule shared events and advertise these collectively.

**I Love New York Promotions**
Utilize the I Love New York Promotions and other state funded programs such as the Adirondack Tourism Council. Maintain communications and keep data current. Forward Byway information and updates as needed.

**Adirondack North Country Association/New York State Scenic Byway Program Publications and Promotional Campaigns**
Maintain communications to keep data current and forward Byway information and updates as needed.

**Signage**
Install Byway signage including route markers and interpretive signs as appropriate at natural, recreational, historical and cultural resource sites.
Post alternative sites information at resources to facilitate movement and encourage visitation to shared destinations.

**Brochures and Printed Publications**
Create promotional materials featuring the resources. Include location, description, and history for corridor assets. Examples include wildlife viewing areas, birding trails, special hiking and mountain biking trails.
Distribute materials to Chambers of Commerce, tourism offices, visitor and interpretive centers, and post at appropriate kiosks and other high traffic outlets.

**Maps**
Create and distribute maps of the Olympic Scenic Byway. Continue working with Regional Tourism Council, I Love New York campaigns, and Scenic Byway promotions as part of the State Scenic Byway system.
Utilize ANCA's Scenic Byways of the North Country map, Bikeways of the Adirondack North Country map, and the Self-Guided Driving Tours to the Region's Arts, Crafts and Foods map to promote the area's attractions. Present maps of the Byway and resource information to major mapmakers such as DeLorme, Jimapco, and AAA.
Create a Suggested Itinerary

Prepare schedule of pre-planned activities, high interest places to go, and events to see for a period of one day, two day, three day, and full week. These should be done for each of the four seasons.

Establish an Internet Presence

Create a website that presents the Olympic Scenic Byway and establish links to related tourism sites.

Byway Schedule of Events

Prepare a listing of the multitude of events across the region. Show the local happenings and include the seasonal choices for activities. Stress the spectacular fall foliage viewing, breathtaking spring colors, winter playground, summer recreation available in the Adirondack Region.

Press Release and Media Coverage

Use press releases and media coverage to announce Byway accomplishments and tourism activities along the route.

Market Study

Conduct a market study to discover what newly emerging tourism developments will be critical in the area five and ten years from now.

The local marketing and promotional activities described in the three local plans will play an important role in bringing visitors to the region.
Transportation, Safety, and Community Design

General Conditions

Windshield surveys were carried out along the roadway and the detailed findings are included in the three local segment plans.

Most of the route consists of two-lane paved highway in generally good repair showing normal wear and tear for the Upstate Region of New York. Six-foot shoulders run parallel to most of the route as the natural terrain allows. Turning lanes accommodate motorists in some of the more heavily congested areas with passing lanes in place along uphill inclines in the more mountainous sections. The passing lanes are needed, as the both long and steep upgrades are problematic to tourists traveling behind logging or other slow moving vehicles that block the view of the scenery and impede the traffic flow.

Route Description

A general route description appears in the preceding section labeled “Byway Description: The Visitor’s Experience.” Detailed description of route segments may be found in the local plans.

Environmental Threats

Several environmental threats were sited as concerns along the Olympic Scenic Byway. Erosion and inadequate drainage were named as having a harmful impact on roadside wetlands. Invasive, non-native plant species were noted to have the potential to alter the existing natural landscape harming plant and wildlife and clogging waterways. Roadside maintenance practices and climatic change were also mentioned as areas needing additional study.

Alternative Modes of Transportation

- There are many modes of transportation available for those choosing to leave their vehicle behind to explore the Olympic Scenic Byway. These include an extensive system of road bicycling routes, mountain biking trails, waterways, pedestrian walkways and multi use-recreational trails. Bus, rail, air, and ferry transportation options are more limited. Many of the more isolated communities in the rural report that improved public transportation is needed.

The transportation alternatives are listed below. See local segment CMPs for more specific information.

- **Bike Routes:** An official New York State bike route runs parallel to the Byway for most of the route. Visitors move from community to community along the roadway shoulder of the roadway. At the western end of the Byway the bike
route leaves the corridor along Routes 180 and 12. The local stakeholders have stated a preference for the bike route to be maintained along Route 3 through Watertown and continue to the Byway terminus. Many Byway communities offer their own local bike touring routes for bicycling.

- **Mountain Biking Trails:** The Byway region is home to an extensive network of trails on public and private lands. Work is underway to expand the system by creating new trails and connect existing community trails. Complete listing of trails is available at [www.bikeadirondacks.org](http://www.bikeadirondacks.org) Note: These shared trails are used during all four seasons by hikers, cross-country skiers, and snowshoers.

- **Waterways:** Rivers, lakes, ponds, brooks and streams, make up an expansive water travel route for boater and paddlers. The Northern Forest Canoe Trail, Raquette River Corridor, and the Ten Rivers Region are just a few of the local initiatives in place working to interconnect communities using a system of historic water routes.

- **Pedestrian Walkways:** The Byway passes through walkable communities. Some have already begun waterfront boardwalks, riverwalks, and walking trails in and around their downtowns. New York State’s expansive system of multi-use recreational trails allows hikers or cross-country skiers endless opportunities to move throughout the region.

- **Railroad:** Amtrak offers passenger service into restored historic depot at Westport, New York at the eastern end of the route about 20 minute drive south of Keeseville. Private shuttle bus service is available to and from Lake Placid and Saranac Lake. The Amtrak line runs north-south line between New York City and Montreal with connections east and west only available from the Albany-Rensselaer Station. A scenic excursion line operates along a historic rail corridor from Saranac Lake to Lake Placid. Efforts are underway to re-build the Tupper Lake train depot and work progresses on restoring additional lengths of the historic rail bed. Planning is underway to encourage canoeist and bicyclists to travel to remote wilderness sights via the excursion train. The CSX Freight line runs north and south through the Watertown area at the western end of the Byway.

- **Snowmobile Routes:** Specific tracts of public land have been set-aside throughout the region with snowmobiling available in a mix of Wild Forest Land in the Forest Preserve, utility right-of-ways, and rail corridors. Local snowmobiling clubs and associations work to groom, maintain and improve trails.

- **Air Travel:** Watertown International Airport lies at the western end of the Byway. Adirondack Regional Airport is located near the mid section of the route and offers connector flights to major airports at Albany, New York and Burlington, Vermont. Both have runways over 4,000 feet. Though not shown on the Byway map, the City of Plattsburgh is home to the Clinton County Airport
and the planned Plattsburgh International Airport. The Clinton County Airport is a thirty-minute drive from the Byway and offers commuter flight service on two five-thousand foot runways.

- **Ferry Service:** Ferry Service runs during the summer months only from Port Kent, New York across Lake Champlain to Burlington, Vermont. Vehicles, bikers and foot traffic frequent this popular tourist attraction during the warmer weather. The ferry access is about a five minute drive east-north east of the Byway terminus at Keeseville.

- **Bus Service:** More opportunities for public transportation are needed along the route. Adirondack Trailways is the only major company providing service into Saranac Lake and Lake Placid. Those Byway communities having even limited local service depend on a turn over of private operators and few public bus shuttles. In some areas even these services are seasonal.

**Transportation Access and Recreational Resources**

The Byway gives access to the existing public multi-use recreational trails and also connects many of these trails. One can explore the Olympic Scenic Byway by foot, bike, or boat by using an extensive network of state trail systems both in and out of the Adirondack Park.

The road serves as a recreation corridor for cyclists who follow the existing bike route the length of the Byway. Mountain bikers can enjoy community individual trials. Further trail development and linking of community trials is underway for this growing regional trail system.

The tourist excursion line for train enthusiasts operates in Fall and Summer taking visitors through a scenic landscape of mountains, valleys, and rivers. Currently, the line is operating between the Villages of Saranac Lake and Lake Placid. Work is underway to repair the rail bed and expand the line to the Village of Tupper Lake where a new depot will be constructed.

A system of waterways dots the entire route. The close proximity of the various bodies of water allows for the necessary connections to create long distance water routes. The Northern Forest Canoe Trail passes through the Tupper Lake region of the Byway route. Organizers are working with communities to improve and enhance their connections and access to the waterways and in maintaining launch sites.

Multi use recreational trails stretching across 1000’s of acres of state lands appeal to hikers, and cross-country skiers. For instance the Jack Rabbit Trail covers 24 miles of forested area through the Byway region. As local organizations work on developing new sections to make this a continuous skiable route, they have already noted the need for trailhead parking.
Snowmobile corridors cut across 100's of miles of public land. The New York State Department of Environmental Conservation is preparing a Comprehensive Snowmobile Plan that will create trails linking communities.

Plans are underway for the continued growth of long distance recreational routes for recreationalists through forests and over waterways for outdoor enthusiasts. As land, water, and community linkages continue to grow, it is important to establish points of distribution for information on these resources and to educate users of the trail system on the history and significance of the trails. Project planners look to re-direct visitors and develop new access points to avoid over-use of the recreational transportation trails.

Community Access and Community Resource Needs

Whether positioned directly along the roadway or located just off the main route, the cities, towns, hamlets, and villages are accessed and connected via the roadway. These locales serve as individual hubs where visitors will find food and services. The communities also provide access to the multi-modal connections listed earlier in this section. The Byway communities serve as gateways to special sites, attractions, and resources.

Byway communities seek to encourage visitation and are working to improve and enhance their streetscapes. Infrastructure improvements, along with planning and design standards are important considerations. Communities reported context sensitive design and environmental assessments are necessary components for future planning and development work. Communities are looking to establish a level of design standards. Plantings, lighting, and other streetscape improvements need to be visually appealing and appropriate to the setting in order to provide a quality visitor experience and contribute to community pride.

Infrastructure upgrades are needed to water, sewer, electric and telecommunication systems throughout the corridor. When the NYS Department of Transportation plans community enhancements and improvements or roadway repairs in Byway communities it should be reviewed and the work discussed in partnership with local Byway representatives. If communication channels open and discussion take place prior to project inception, many CMP objectives can be realized in a cost effective fashion while the state roads are under construction.

Some Byway communities engaged in downtown revitalization efforts are presently utilizing NYSDOT’s Quality Communities Grants to access funds for pedestrian trials and linkages and to work on traffic management and flow. Other communities need to be made aware of this program.

Suggestions were presented to consider traffic studies to assess the ability of various communities to accommodate increased visitation resulting from Byway promotions.
• Quality Communities Program through the New York State Department of State
• Micro Enterprise Grants through the Governor’s Office of Small Cities
• NYS Office of Parks, Recreation and Historic Preservation...contact regional officer
• Community Development Block Grant Program Small Cities Program through the Governor’s Office of Small Cities
• Department of Transportation’s Technical Assistance in Traffic Engineering and Transportation Planning for Localities New York State Department of Housing and Community Renewal’s Rural Community Revitalization Program
• New York State Council on the Humanities
• National Endowment for the Arts-REACH for community arts partnership efforts
• Rural New York Planning and Preservation Grant Program

Lead Agent Status and Grant Funding Needs

As requested by the New York State Department of Transportation, the Adirondack North Country Association will remain involved as the lead agency to secure Scenic Byway’s and Federal Highway Administration’s enhancement money 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 then may 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, he Adirondack North Country Association will provide letters of support. 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. During the drafting of the CMP the Adirondack North Country Association learned that Byway communities and organizations vary in their capabilities to successfully apply for grant funding. A wide range of assistance will need to be made available including information on locating grant sources, filing timelines, writing assistance, budget preparation, administration and reporting.

Public Education

Strategies need to be developed on how to best continue with educating the public about the Olympic Scenic Byway effort, the CMP, and its goals. Announcements need to go forward to raise awareness of the document and the available “product” which can be used to both improve communities and promote and market the area.
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.

Participation in joint promotional and advertising efforts with local and county Chambers of Commerce, the Adirondack Regional Tourism Council, ANCA, and I The Love NY Program should continue.

An initial list of potential granting and funding sources appears below. Interested parties are encouraged to contact county planning offices, economic development offices and local agencies that work on a regular basis with these granting agencies. Sponsorships by local governments will be encouraged as well as the development of partnerships and the preparation of joint applications with other Byway groups. Local implementers should maintain ongoing communications with the various grantors as:

--potential applicants need to be made aware of announcements of grant opportunities in a timely fashion;
--grant application availability and submission dates change;
--acceptable match items and amount of match required vary year to year and project to project;
--allocations funding and grant availability vary from year to year and the nature of eligible projects changes from time to time.

Funding Opportunities

- Transportation Equity Act for the 21st Century (TEA-21) administered by the New York State Department of Transportation (20% match) www.dot.state.ny.us/progs/tea21/guide/tep_intro.html
- Federal Highway Association/New York State Recreation Trail Program www.fhwa.dot.gov/environment/rtpstate.htm
New York State’s Scenic Byway Program
- National Park Service Heritage Preservation Program Grants
- New York State Environmental Protection Fund
  --Bond Act for Historic Preservation Funds
  --Bond Act Park Grants
  -- Local Waterfront Revitalization Programs
- New York State Clean Water/Clean Air Bond Acts Parks
  --Historic Preservation Programs
  --Environmental Restoration on municipal property
- Preservation League of New York State’s Historic Preservation Grants
- New York State Council on the Arts’ Architecture, Planning and Design Grant Program
- Arts and Business Council Inc./New York State Council on the Arts’ Cultural Tourism Initiative Program
written with a degree of flexibility that allows each jurisdiction to select and act upon those recommendations that meet their preferences and local needs. Those overseeing specific projects will need to inform the Adirondack North Country Association of actions taken locally pertaining to the plan. Additionally, a strategy for local empowerment in the form of administrative support, technical assistance, and training in project management for the Byway partners is imperative for communities to carry out projects and manage their resources. Strong partnerships will serve to bring more resources to bear on the area which are simply out of the reach of isolated initiatives that lack staff, money, time and skills.

To date, the CMP developers have worked directly with Civic Organizations, Chambers of Commerce, tourism groups, community development offices, businesses, etc. who are engaged in operations that support the Olympic Scenic Byway’s goals. Those carrying out this plan should optimize their ability to build on these actions by providing support to strengthen complimentary initiatives. Local and regional project implementers should seek new partnerships with Byway service providers and those responsible for related programs.

Communication Networks

Plan implementers need to structure a unified communication system to connect involved parties throughout the entire Byway region. Maintaining communications with all plan creators will encourage continued representation from municipal governments, agencies, organizations, and others. Their base of knowledge of the CMP effort can be used to help motivate new participation and mentor parties interested in joining the implementers.

It is crucial to establish direct communication with the New York State Department of Transportation at the local level to link plan implementers from the Byway communities with the department. Having the appropriate contact names and knowing how to reach them is an important detail needed to carry forth the goals of this plan.

The Byway straddles Jefferson, Lewis, St. Lawrence, Franklin, Essex and Clinton Counties across NYSDOT’s Region One and Region Seven. Local communities need guidance in clarifying the proper personnel and departments they will need to work with in order to bring the CMP recommendations forward. A list of names, contact information, and area of oversight for the particular divisions should be prepared and made available to the local project implementers. The list would include: Regional Directors, Regional Byway Coordinators, Residents Engineers, Regional Traffic and Safety Engineers, Real Estate Division, and Regional Planning and Program Managers.

It is also vital that local communities be informed of the Department of Transportation’s proposed work and upcoming projects in their area. As lead agent, the Adirondack North Country Association requests that they be placed on the New York State Department of Transportation’s notification list regarding all public meeting and hearings along the Byway route in order to announce the events to local stakeholders.
Regional Cooperation and Implementation

As noted by one Local Action Committee, the CMP itself will become the fundamental tool that links the Olympic Scenic Byway communities during the implementation phase. Early work sessions during the planning process brought local representatives together laying a foundation for future inter-community connections and partnerships. After learning of the positive impact of the New York State Scenic Byway Program, participants committed to improving and stewarding the corridor if continued administrative leadership was offered. The Olympic Scenic Byway must secure this leadership along with the ongoing participation of the diverse group of local stakeholders to implement the plan. The Adirondack North Country Association has been asked to serve as lead agent to coordinate the various groups along the route and to advocate for the communities at the regional level.

Both the Local Action Committees and the Local Steering Committees announced that they assumed, “...the Adirondack North Country Association will provide a regional perspective to communities implementing projects along the corridor and partner with the identified stakeholders.” While the communities requested outside administrative assistance in the future management of the Byway to maintain a regional focus and increased visibility, most of the plan’s economic and tourism development strategies will take place locally creating a need for effective coordination and management of efforts trail wide.

Regional coordination will be vital to the successful implementation of locally driven initiatives. The Adirondack North Country Association will be able to assist Byway communities for the short term in regionally based promotion and marketing, and will make every effort to build on this. However, the long-term viability of the Olympic Scenic Byway depends on staffing and funding. It should be noted that this CMP was created by “retrofitting” an existing eleven-year-old Byway, in contrast to a plan, which is created as part of the nomination of a new byway for State designation. Contracted by the New York State Department of Transportation, the Adirondack North Country Association worked directly with communities to draft the plan. ANCA encouraged local representatives to endorse the Byway effort and educated them on how to use its resources to their advantage to improve local economies and quality of life. At this time, a 501c 3 organization has not evolved to spearhead the Olympic Scenic Byway efforts.

Planning groups have proposed their own specific long and short-term projects within this CMP to enhance and promote the Byway and its resources. The various projects will be driven by local groups and regional partnerships. Organizers believe by having the implementers participate in the creation of the CMP, that they will be more highly motivated to take ownership of the plan.

The Adirondack North Country Association will look to local groups to follow through with project development and commit to implementing those activities that generated interest and were deemed beneficial during the planning discussions. The CMP is
consistent in width of bike lanes as allowable by existing terrain. If bike shoulder narrows it should be marked. Pave shoulders to maximum allowable width. Maintain shoulders and repair rough pavement.)

--Adequate cell phone service is needed along the Byway route. This includes working signals even in the remote areas.

--Motorists need to be alerted so they are aware they are approaching foot traffic areas. (Provide adequate warning signs near resources, parking areas, attractions with pedestrian activity so motorists will adjust their speed. Recreational trail crossings need adequate signs and highly visible pavement markings.)

--Encourage responsible agencies to strictly enforce existing safety regulations along roads and trails.

--Frost heaves pose a problem to visitors who are unfamiliar with the seasonal changes in the road surface. Many tourists are not familiar with the plain diamond warning signs that mark the presence of a frost heave. A printed "uneven pavement" or "bump" sign would alert motorists and better prepare them for the abrupt surface changes.

Transportation “Networking”

Plan implementers will need to work closely with local Department of Transportation representatives in order to bring forth CMP transportation recommendations. This will enable Byway communities to integrate the proposed actions as complimentary projects and implement them concurrently as regular state maintenance and operational plans are conducted. Points of contacts need to be established locally between project coordinators and Department of Transportation staff. The Adirondack North Country Association would like to receive notification of proposed maintenance operations and other Department of Transportation initiatives planned along the route. Local communities would then be informed by ANCA about upcoming planning meetings and dates of public hearings.

A recent example of the merits of this level of cooperation was the Village of Saranac Lake’s request to have bike lanes widened and the pavement marked as bike lanes. This work took place while the re-paving of Route 86 was underway along the community’s scenic open waterfront. When the Department of Transportation officials learned of the interest in the bike lanes through the heavily traveled section they accommodated the request put forth by the Community Development Office. The request was put forth on behalf of the local proponents and the CMP drafters and resulted in the marking of designated bike lanes on both sides of the roadway increasing user safety and facilitating traffic flow along the route.
Access to Other New York State Byways

The Olympic Scenic Byway offers crossroad connections with other NYS Scenic Byways with linkages to five other driving routes.

- The Byway’s western terminus at Route 180 connects with the Seaway Trail.
- Route 3 meets with the Black River Trail at Route 812 in Harrisville.
- Route 3 meets Adirondack Trail Scenic Byway in Tupper Lake at Route 30.
- Route 86 crosses the terminus for The Route 73 Scenic Byway in Lake Placid.
- The Byway’s Route 9Neastern terminus meets with Lakes to Locks at the junction of Routes 9 and 22 in Keeseville.

Safety

As this CMP encourages visitors to experience the Byway area by bike, on foot or over waterways, attention was focused on providing for the safety of visitors both in and out of their vehicles. Motorists, cyclists, and pedestrians share this Byway.

One of the major issues raised was safety in the communities. To insure the safety and well-being of Byway users the enforcement of regulations along waterways and roads, paths, and trails for all motorized vehicles is very important. The Byway serves as the “Main Street” through the heart of many towns and villages. With a 55 mph speed limit in place along a large part of the route motorists need to be properly alerted when approaching areas of pedestrian congestion. Action is needed to secure the safety of users in populated areas where there is a potential for conflict with vehicles or boats. Speed control and the placement of warning signage to alert operators of motorized equipment that people are present have been suggested. Proper marking of motorized routes at hamlets and village boundaries should also be considered.

Another area of concern was the lack of cell phone signals. Many Byway travelers are frustrated with the sporadic coverage and often have to travel miles to avoid the black out zones and find a new service area. Improvements are needed to eliminate the no-signal pockets across the region and enable tourists to contact police, and emergency rescue or road service providers in the rural areas.

A list of considerations to better provide for the safety of all users appears below. Suggestions for more specific safety improvements are included in the local CMPs.

--Pedestrians and bicyclists need to be able to move safely through communities. (Provide well-marked pedestrian crossings and adequate sidewalks. Use traffic calming as needed.)

--Pedestrians and bicyclists need to be able to safely access recreational and nature trails along the roadway. (Keep foot traffic and bicyclists away from traffic flow. Provide adequate parking areas.)

--Bicyclists need to be able to move safely along the State Bike Route. (Keep motorists a safe distance from the cyclists. Use signage to make motorists aware that bicyclists are using the route. Be
Assessment and Evaluation

The Olympic 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, assessment should be made and future recommendations prepared.
Related Programs, Projects, and Studies

Many agencies, programs and initiatives exist corridor wide that collectively support the goals and recommendations presented in this Olympic Scenic Byway Corridor Management Plan. These include complimentary educational, promotional, economic efforts that will contribute to carrying out this Corridor Management Plan at the regional and local level.

The future of the Byway is supported by a broad spectrum of initiatives currently underway by New York State governmental agencies, local government boards, private organizations and those groups who advocate for sustainable community development practices in the Byway communities.

Studies, plans, projects, and reports that focus on attracting tourists, and maintaining, protecting, preserving, and enhancing the Byway and its resources exist across the region. A sampling of these is entered below under regional and local headings. Additionally, the three separate segment Corridor Management Plans document the specific work taking place in recreation, community development and tourism along the western, middle and eastern sections of the Byway.

Major Regional Agencies and Organizations

The New York State Department of Environmental Conservation (NYSDEC) enforces the regulations and provides direct management of the lands and waters within the Adirondack Park. This government agency also manages the natural resources outside the Adirondack Park. As this CMP is being drafted, the NYSDEC is preparing Unit Management Plans addressing the future use of state lands by recreationalists and outdoor enthusiasts.

Contact: NYSDEC Region 5 Headquarters, 518-897-1200, Route 86, Box 296, Ray Brook, NY 12977, http://www.dec.state.ny.us

The Adirondack Park Agency guides the management and promotes the appropriate use of the Forest Preserve.

Contact: The Adirondack Park Agency, 518- 891-4050, Route 86, PO Box 99
Ray Brook, NY, 12977

Note: The mid to eastern section of the Byway is situated within the Blueline which serves as the Adirondack Park boundary, while the most western portion is located outside the Park. The lands east of the Blueline at Pitcarin lie within the Adirondack Park and are part of the New York State Forest Preserve. Lands west of the Blueline near the Village of Harrisville through the Town of Hounsfield fall outside the Adirondack Park.
The Adirondack North Country Association works to strengthen the economy and quality of life in the 14 counties of northern New York through informed open debate and advocacy on economic issues critical to the region; and through region-wide action on projects in agriculture, businesses and community development, forestry, human services, and the arts and tourism. Contact: ANCA, 518-891-6200, Terry Martino, Executive Director, 28 St. Bernard Street, Saranac Lake, New York 12983, www.Adirondack.org, anca@northnet.org.

The Adirondack Economic Development Corporation’s Center for the Advancement of Sustainable Tourism offers a comprehensive approach to maximizing community resources, obtaining needed resources and creating a sustainable community tourism initiative. Programs in tourism planning, financial assistance, and business assistance are offered. They administer the region’s first dedicated load fund for tourism businesses through the Adirondack Tourism Loan Fund program. Contact: CAST, 518-891-5523, 67 Main Street, PO Box 747, Saranac Lake, New York 12983, www.CAST-online.com, info@Cast-online.com.

Local Organizations

The group facilitators who organized the local CMP planning efforts for the Olympic Scenic Byway are just of a few of the organizations performing work throughout the region that supports the corridor’s goals. Others are named in the three local CMPs.

The New York State Tug Hill Commission uses a grassroots approach to help create a sound environment and economy for the Tug Hill region. It provides training and technical assistance to local governments, economic development organizations, and other groups in land use planning, community development, and natural resource management. Contact: The Tug Hill Commission, 315-785-2380, 317 Washington Street, Watertown, NY 13601, www.tughill.org., tughill@tughill.org.

The Wildlife Conservation Society sponsors the Adirondack Communities and Conservation Program to promote healthy human communities and wildlife conservation in the Adirondacks through information based, cooperative approach to research, community involvement and outreach. Contact: Wildlife Conservation Society, 518-891-8872, 7 Brandy Brook Avenue, Suite 204, Saranac Lake, NY 12983, www.wcs.org/adirondacks, accp@wcs.org.

Friends of the North Country’s mission includes economic development which supports community wide revitalization, identifying, designating and restoring locally significant historic structures, and acting as facilitators in the process of stabilization, growth and development. Contact: Friends of the North Country, 518-834-9606, 1-1A Mill Street, Keeseville, NY 12944-0446, friends@northnet.org.
Major Supporting Plans and Studies

Bicycle Master Plan for the Adirondack North Country Region of New York State (1994)
The regional bicycle plan clearly demonstrates the community benefits and economic value of local bicycling efforts, and outlines the next steps necessary for creating bicycle friendly communities and to promote the Scenic Byway System as the means for establishing the region's reputation as a bicycle tourism destination. It was prepared by Holmes and Associates of Saranac Lake, NY and sponsored by the Adirondack North Country Association.
The plan is available at www.adirondackcraft.com/XPH/ho104boo/ProductInfo.htm

Companion Byway Corridor Management Plans Efforts are underway along the adjoining Adirondack Trail Scenic Byway, the Seaway Trail National Scenic Byway, and Lakes to Locks Passage: An All-American Road. CMPs will also be developed for other crossroad Byways.
Contact:
Lake to Locks Passage, Inc., Janet Kennedy, RR! Box 220, Crown Point, NY 12928
Adirondack Trail Scenic Byway ANCA, Sharon O'Brien, 28 St. Bernard Street, Saranac Lake, NY 12983, 518-891-6200, anca-obrien@northnet.org.

New York State Department of Transportation's Route 3 Corridor Study
Contact Raj Malhotra, Transportation Analyst, NYSDOT, 317 Washington Street-7th Floor, Watertown, NY 13601

The Adirondack Forest Preserve Public Access Plan
Note: This plan has not been completed or adopted and is still under development by the New York State Department of Environmental Conservation. The italicized material below is referenced from the draft provided by NYSDEC.

A major goal of the plan is to provide public education and interpretation about the Adirondack Forest Preserve and create recreational opportunities on Forest Preserve lands in ways that would enhance and protect the designated scenic byways of the Adirondack Park. The draft plan recommends a number of strategies, including:

1. The development of a family of publications intended to inform visitors about the natural, cultural, and recreational resources of Forest Preserve lands. By centering on the communities of the Adirondacks and highlighting the scenic byway system, the publications would support tourism and enrich the experiences of byway travelers. It is anticipated that future printings of the publications would be assured through
partnerships with Adirondack governments, organizations and businesses.

2. The design and installation of "Adirondack Park gateways" on the perimeter of the Adirondack Park and roadside visitor information stations within the Park. The information facilities would be tied to the scenic byway system and would feature regional maps and publications about the Forest Preserve as well as private services and attractions. DEC would enter into local partnerships in determining where to locate information stations and how to distribute publications.

3. The creation and installation of "wayside exhibits" at selected scenic vistas and significant historic sites and natural areas on Forest Preserve lands along the scenic byway system.

4. The construction of short recreational and interpretive loop trails on Forest Preserve lands adjacent to scenic byways.

5. The design and installation of standard trailhead facilities on Forest Preserve lands intended to give more roadside information to visitors and to identify the scattered parcels of state land within the Adirondack Park as parts of a single Adirondack Forest Preserve.

Though significant progress has been made since the planning process began in 1993, much work remains. Contact: Karyn Richards, NYSDEC, 625 Broadway - Floor 5, Albany, NY 12233-4254, Phone: 518/473-9518, E-mail: kbrichar@gw.dec.state.ny.us

Additional Local Planning Initiatives
See village and town master zoning plans, revitalization plans, community development plans, and economic development plans.

Complimentary Local Projects and Activities
Activities spearheaded by residents from many of the villages and towns will contribute to this CMP effort. These include community improvement efforts led by local civic organizations. Arts groups, community beautification groups, garden clubs, and local historical societies organize a wide range of projects. Additional information on these groups is provided in the three local plans.
Regional Component
Attachment One
Adirondack North Country Association
Meeting Minutes for Olympic and Adirondack Trail Scenic Byways CMP Project
September 12, 2002
ANCA Headquarters 10:00am to 1:00pm

Present: Kathy Amyot, Jennifer Chasalow, Linda Depo, Cindy Garso, Vistoria Zinser Johnson, Janet Kennedy, Terry Martino, Sharon O’Brien, Zoe Sipos-Smith, and David Zembiec,

Terry Martino opened the meeting and welcomed the LAC members. She clarified ANCA’s history of involvement with the byways stating that they were originally referred to as “Touring Routes” as designated in the New York State Highway Laws in 1984. Martino sited a 1960’s publication by ANCA (The organization was then known as the Adirondack Park Association,) entitled “Off the Beaten Path.” She explained that the routes received support when President Bush signed the Transportation Bill in 1991 to address enhancement of highways and intermodal projects and again in 1992 a NYS law was passed under the leadership of Senator John Scheefer establishing the Scenic Byway Program. The law designated ten of the North Country Touring Routes as official State Byways creating a strong North Country network.

Martino went on to reference Essex County’s early financial support for the Olympic Trail as recorded in minutes from ANCA’s files.

Martino reported that ANCA has worked to promote the Byways for many years through the creation and distribution of hundreds of thousands of Adirondack Byways maps. Additionally, ANCA has just completed work on a major New York State Fall Foliage Campaign in partnership with NYSDOT. The project will feature commercial spots on major TV networks and a new glossy marketing brochure entitled, “New York State a la Carte”, showcasing Tom Bodett as the Byways’ spokesperson.

Next, Sharon O’Brien asked the individual LACs to give status reports on the development of their local CMPs including steps taken to keep municipal leaders informed.

Cindy Garso reported that Route 30/30A Fulton/Montgomery Advisory Group and Hamilton County Group had been meeting regularly. She posed a question from the Route 30/30A Fulton/Montgomery Advisory Group asking, “Why is the trail here and why was it designated?”, as the locals felt they must know the history before they can move forward. Janet Kennedy
commented that it was a “moot point” and they would best be served by looking to the future. O'Brien suggested that they reference the ANCA’s project history notes that we had just discussed and move forward. O'Brien also noted that ANCA is working to keep Fonda involved and that she had made personal phone calls to local leaders regarding the CMP planning efforts. Fonda’s Mayor reports they are concentrating on major infrastructure work which keeps them from traveling to meetings and that they are definitely interested in being a part of the CMP project. It was suggested that a future meeting be held in Fonda to improve participation.

Garso stated that history, recreation and biking were becoming familiar topics at meetings, including options for family, touring and mountain biking opportunities along with trail development. Some “Rails to Trails” work is already in motion. The DOT representative attending the Hamilton County planning sessions spoke of the potential of a separate bike path set away from the shoulder of the road, a concept they have entertained for years.

The Hamilton County Advisory Group has reviewed draft vision and goals and with some fine tuning, Garso said they will approve her drafts. Garso sees a thrust for year round activities and stressed Hamilton County willingness to do projects and their desire to be interconnected with other segments of the Adirondack Trail.

Garso asked if an announcement about ANCA’s Byways marketing efforts including the Fall Foliage and next year’s advertising project featuring the Adirondack Byways be included in with the next Local Advisory meeting announcements. It was agreed that ANCA would prepare a write-up explaining that the current CMP work will be used in future marketing projects. The write up will be sent to all LACs to be used to explain the positive economic impact of local CMP work.

Zoe Sapos-Smith reported that the Wildlife Conservation Society has submitted a draft reflecting their work to date on the Olympic Trail and that they have presented copies to their Advisory Group for comment. She felt that they had maintained adequate communications with the municipalities along their segment. They have begun work on the Adirondack Trail with invitations to go out next week for an October meeting at Paul Smith’s College. Martino asked Zoe to inform the Adirondack Trail Local Advisory Group about the Northern Forest Canoe Route which may serve as a stewardship model.

Jennifer Chasalow from The Friends of the North Country reported on the Adirondack Trail in Angel Marvin’s absence. She said that the Malone section of the CMP draft was about ready and that Angel needed to present the material to local participants for comment. Sharon asked that Friends tell Angel Marvin to submit the materials now and she can make any changes later.

Kathy Amyot of Tug Hill Commission reported that the Local Advisory Group on the western end of the Olympic Trail has pulled together and remained connected through the planning process. She reported that they have finalized their resource list and task list. A few community forums are planned for late September and early October. Communications with municipal leaders were maintained throughout discussions. NYS Department of Environmental
Conservation has been informed of the discussions and has assisted with the project. Tug Hill continues work on maps and collecting relevant local studies.

Finally, Linda Depo explained that Friends of the North Country had spent a great deal of time researching the Adirondack Solidarity issues in preparation for CMP work for the Route 86 & 9N section of the Olympic Trail. One municipal wide meeting has been held to provide information on the Byway CMP program in their area. Martino reminded Linda that they should include a description of their project evolution as part of the CMP narrative. The Village of Lake Placid and the Town of Wilmington have welcomed the planning efforts in their areas. Chasalow reported some Townships have remained neutral, while some have opted not to support the upcoming planning efforts. Martino will attend tonight’s Board meeting in Jay and present an overview of ANCA’s involvement along the Olympic Trail and the history of the trail’s NYS Scenic Byway designation.

Friends of the North Country stated they are aware that community residents may want to play a part in the CMP planning process. It was agreed the CMP educational efforts must be kept in motion. They will move forward encouraging public attendance with the first community meeting to be held on October 28, 2202. The data gathered at the local meetings will go into a final draft that will be presented to the townships at a later date. For the time being Friends of the North Country will need to clarify how they want to maintain communications with those who are choosing not to be a part of the process. O’Brien informed the group that in Hamilton, Fulton and Montgomery Counties meeting minutes are mailed to all pertinent parties and not just to those attending the local meetings in an effort to keep municipal leaders informed.

Linda Depo reported that her group should be able to maintain momentum in spite of the delays they have faced in starting the local discussions. They will look to their work with the Ausable Valley Promotional Committee. Friends of the North Country has already laid the groundwork to get communities working together through earlier projects. Friends of the North Country stressed that signage and scenic vistas will not be addressed in their segment of the CMP and that they will remain focused on economic development and tourism.

Kennedy stated that some of the early opponents of the Lake Champlain Basin Project became strong supporters as the project evolved. She also reported that the subject of de-designation came up at the meeting with the Jay Town Board and the Adirondack Solidarity people. De-designation takes place through an act of the state legislature. Neither ANCA nor Friends of the North County would support the de-designation of the Olympic Trail. Terry Martino will explore the idea of drafting a resolution with the ANCA Board.

O’Brien began a discussion on requests for support letters at the local level. Kennedy felt that this was not necessary and recommended that we turn our attentions to the County level to educate legislators about the LAC work taking place along each of the segments. She felt the legislators might have something to suggest at this time. Kennedy stated that the LAC will be responsible for getting legislative support letters.

At a date to be announced, ANCA will need to get the CMP project on the agendas for Clinton County’s and other counties’ legislative board meetings. We will need drafts of the Visions,
Goals, and Objectives ready to present to the nine counties involved. Essex and Clinton County may need the first visits in light of the situation reported by Friends of the North Country.

LAC members asked to bring up other questions at this point in the meeting. Zoe Sipos-Smith asked, “Has ANCA considered the need for a Byways Coordinator to maintain consistency at a regional level once the CMP is done?” Martino replied that ANCA would respond when the language is received from all local CMP and looks to see the existing LACs and ANCA involved. Opportunities for networking will be studied. Dave Zembiee stated that he sees community development work supported by the Byway CMP. For the regional focus we will have to “sift out” the need for a coordinator for total implementation. ANCA will be addressing the Black River and Central Trails next. The LACs were reminded to clearly show who will best implement the project work as they prepare the implementation strategy component of their CMP.

Martino informed the LACs of ANCA’s upcoming advertising project that will positively impact communities along all the North Country byways. ANCA will begin work on a half-million dollar advertising campaign for the Adirondack Region in 2003. In marketing the Adirondacks, the Olympic and Adirondack Byways will be featured opening the door to promotions that represent small communities, chambers and local places. ANCA will use the CMPs to describe unique attractions, features and the stories of local communities. The LAC requested a written announcement describing the advertising campaign that is to begin in less than four months.

Additionally, Martino explained the benefits of ANCA’s identifying signage needs through the CMP work. After sorting through the regulations and local concerns in the final CMP, ANCA intends to link tourism to economics and move forward with Tourist Oriented Directional Signage.

A separate discussion took place regarding mapping questions. Wildlife Conservation Society will send mapping information to Tug Hill. Tug Hill’s GIS format was being updated and a concern emerged about compatibility of the LACs computer submissions. Kathy Amyot announced that Katy is handling the graphic questions on map formats. Katy is now using Arc View 8 and the LACs have Arc View 3. Kathy will inquire about staying in Arc View 3. The scale remains at 1: 200:000 and the APA color key will be used for state land. LACs were instructed to use a 24 X 36 inch sheet or less that can be easily folded to fit into the binder.

Next the discussion switched to project administration and deadlines. ANCA will review the existing work schedule and amend the timeline. O'Brien announced LACs should submit all draft documents by November 30. Priorities include the local theme, vision, goals and objectives. ANCA is aware that certain circumstances have delayed progress for some of the LACs, but review of CMP drafts must be started now. Changes to drafts and any additional entries will be accepted as local work sessions continue. Martino asked LACs to complete the plans over the winter.

Plans were made to hold a Steering Committee meeting on November 21 and to follow up with a regional meeting at a date near mid-December. O'Brien explained that each LAC will be responsible for a presentation at the Steering Committee meeting. The presentation will address:
the “local theme” and “vision”, explain goals and objectives and how you arrived at or are developing these, and present a few examples of proposed projects. The LACs were instructed to send in an outline of their presentation two weeks prior to the meeting.

The current Steering Committee member list was circulated and Sharon asked for names of any new contacts. The Steering Committee will meet this Fall. Date and place to be announced.

Following the regional meeting it will be time to begin work with the consultants. The consultants’ work should start early in the first quarter of 2003. ANCA will review budgets and define the scope of work for the Interpretive Plan and a Recreation/Transportation Study. ANCA will draw up the RFPs. LACs will present ANCA with a list of pilot projects showing needs along their segment that will be considered in Feasibility Studies. The pilot projects should be sent in as soon as possible. Consultants will be needed to work on the Adirondack and the Olympic Trail. Additional consultant work could include theme development, integration, interpretation and marketing strategies that serve to strengthen local outreach through regionalism. Janet Kennedy said the Lake Champlain Byways used a consultant to build off of the byway experience and that we should consider using a consultant with expertise in interpretive planning, product development, and marketing strategies. She estimated it could take four to six month’s time for the consultant to develop, present, edit and finalize the work and that there is potential to integrate the Adirondack and Olympic themes into a large interpretive package.

In closing, Martino explained that the LAC contract expiration dates will be revised after ANCA hears from NYS DOT regarding the amended project completion date. She also stated that there would not be another LAC meeting at ANCA until after the Steering Committee meeting.

Submitted by,

Sharon O’Brien
Adirondack North Country Association’s
Local Action Committee Meeting
Adirondack and Olympic Trail Scenic Byways
September 12, 2002
Time: 10:00 to 1:00

1. Welcoming Remarks

2. Corridor Management Plan Progress Reports
   Status of Drafts, accomplishments, remaining tasks and interaction with Village
   and City Mayors and Town Supervisors
   Adirondack Trail: NWE-Fulton/Montgomery Counties, NWE Hamilton County,
   WCS-Duane to Tupper Lake, Friends-Malone to Titus
   Olympic Trail: Tug Hill-Sackets Harbor to Pitcarin, WCS-Fine to Raybrook,
   Friends-Lake Placid to Keeseville

3. Support Letters for Local Corridor Management Plans

4. Consultant Work

5. Steering Committee

6. Contract Extensions

7. Other Business
Adirondack North Country Association
Meeting Minutes for Olympic and Adirondack Trail Scenic Byways CMP Project
April 23, 2002

Present: Kathy Amyot, Jennifer Chasalow, Linda Depo, Cindy Garso, Ann Holland, Heidi Kretser, Terry Martino, Angel Marvin, Sharon O'Brien, Zoe Sipos-Smith, Daved Zembiec

Terry Martino opened the meeting and welcomed the LAC members. Terry explained that Janet Kennedy will continue her involvement with ANCA’ Scenic Byway Project on a more limited basis and that the majority of her work will be focused on the Lakes to Locks Byway. She said that Sharon O’Brien will serve as the Project Coordinator as of April 1, 2002 and will be available for all program and fiscal activities related to the Olympic and Adirondack planning projects.

Each of the five LACS were asked to give a status report on accomplishments to date and to explain the level of community involvement for their section of the corridor.

Angel Marvin of Friends of the North Country announced attendance averaged about twelve or thirteen people at each of their meetings and that community members were involved and ready to move forward with this project. The group would like to continue the Route 30 Byway through Constable to the Canadian Border and add loops in the Towns of Duane and Belmont to Indian Lake, Owls Head, and Mt. View. Angel requested that they receive copies of the final plan for the people of Malone once ANCA develops the final copy. Angel also asked for details on what components should be submitted for their CMP.

Terry Martino directed the group to reference the index for the Clinton County CMP prepared by Cindy Garso. Each LAC will submit information to address every category, and they may do so in a format that is workable for their particular group. When a specific format is necessary, ANCA will provide directions for that portion of the LAC’s submission. She also reminded the LACs to reference the seven-page handout on national designation requirements prepared by Janet Kennedy in the recent Lakes to Locks All-America Road nomination when gathering information and preparing their submissions. The LACs asked for copies of the Lakes to Locks nomination packet. ANCA will prepare and distribute.
Various LACs explained that to date their tasks have focused on gathering information. They now feel a need exists for some form of standardization as they begin to assemble their project materials. This structure should be consistent for every segment along all Byways.

Angel Marvin and Zoe Sipos-Smith presented questions about project implementation. Topics included identifying needs, naming projects, future involvement, local commitment, and availability of dollars to implement the plans. The LACs were instructed to concentrate on task one and two for now and to make sure their local groups have a clear understanding of the benefits of having a completed plan in hand. (i.e. the potential in funding for new projects identified in plan)

LACs should concentrate on explaining how their potential participants’ interests will be served. This step will be crucial when LACs seek to gather commitments to strengthen the implementation capabilities of their plan.

Cindy Garso of North Woods Engineering reported there have been no public meetings for the southern end of the Adirondack Trail. She explained the wide range of characteristics found in segments of her area made her work challenging. She explained that the resources available in Mayfield at the southern end were dissimilar from areas further north and would appeal to entirely different groups of travelers. Cindy was advised to contact David Cook, John Stock and Rob Camoin to discuss their earlier planning work in the area. A meeting will be set with Terry Martino, Sharon O’Brien and Cindy Garso to discuss the 30/30A corridor work.

Linda Depo reported on the work performed by Jennifer Chasalow and herself along the Ausable end of the Olympic Trail. She explained their work had been postponed until property rights issues presented in the Ausable community could be fully addressed. Terry Martino explained that she, Janet Kennedy and Sharon O’Brien met with APA representatives in March to discuss jurisdictional regulations and signage issues. In regard to the perceived concern that public recognition and a written document (CMP) may strengthen APA involvement, ANCA was informed the CMPs will not generate new regulations and that the agency has no jurisdictional review of the “Byway.” ANCA will supply Friends of the North Country with the most recent signage regulations upon receipt from the APA. Friends will arrange a meeting with the Adirondack Solidarity group prior to scheduling their first public meeting.

Kathy Amyot of the Tug Hill Commission updated the group on the work underway at the western end of the Olympic Trail. She reported they formed their own Steering Committee and Local Advisory groups. She felt the sub groups allow for effective coverage of a wide group of Villages at a grassroots level, while providing more structure. The Tug Hill group also posed the issue of the appropriateness of the current “Olympic” title for their Byway. Lakes and rivers appear to be the true commonalities. The Tug Hill group has also considered route changes along the Olympic, Adirondack, and Black River trails.
Sharon O'Brien explained that to alter the existing corridor, they would need to justify and explain why they feel the changes are necessary. This must be submitted in writing to ANCA along with a resolution from the Town Board and they must get a local Assemblyman to sponsor the change. The entire packet will be attached to the final CMP.

On a side note, Terry Martino asked the LACs to consider submitting information on major events from their areas. ANCA is working on the Fall Foliage Campaign for the whole state and would forward the information for possible inclusion in this major advertising piece.

The Wildlife Conservation Society reported good participation at their public meetings. They have visited several Townships and economic development agencies to inform them about the CMP being developed along the Adirondack Trail. When they questioned adding new communities to the corridor Terry Martino said communities outside the direct Byway could be considered within the “corridor” context.

Next, Terry Martino discussed mapping considerations. Each LAC needs to submit maps for their section. Tug Hill will prepare the regional map. It was decided that the scale should be 1 to 200,000. The regional planning map will not contain the degree of detail that will be employed in the user’s map. Questions were raised on how to show cluster of access points that are centered in one area. Comments were shared on the marking of private and public lands, coloration, and inclusions for key components. (My apologies...I stepped out of the room to get a folder and was not present to hear the final decision.)

Terry advised LACs they should send any information they would like to share about their Byway to ANCA who will updating the organization’s Byway’s website.

In closing, the attendees agreed we would meet again in about five weeks. ANCA will contact the committee members with the date and time. After the next LAC meeting, a Steering Committee meeting will be arranged.

Submitted by,

Sharon O’Brien
Project Coordinator
Adirondack North Country Association’s
Local Action Committee Meeting
Adirondack and Olympic Trails Scenic Byways
April 23, 2002
Time: 1:00 to 3:30

1. Welcoming Remarks
   • ANCA Coordination

2. Local Action Committee Planning Updates by the LACs
   • Coordination and Public Participation: Vision, Goals and Objectives
   • Previous Studies
   • Any Special Projects or Special Needs Identified During the Public Process
   • Questions/Problems Encountered by LACs During the Initial Planning Work
   (Tug Hill Commission, Friends of the North Country, Cindy Garso-NWE, Wildlife Conservation Society)

3. Future Work Activities:
   • Adirondack Park Agency/Signage and Byway Planning
   • Inventory and Analysis of Existing Conditions
   • National Designation

4. Byway Mapping

5. Steering Committee

6. Next Steps
Adirondack North Country Association
Local Action Committee Meeting Minutes
June 19, 2002
ANCA Headquarters 11:00am to 3:00pm

Present: Kathy Amyot, Jennifer Chasalow, Linda Depo, Cindy Garso, Terry Martino, Angel Marvin, Sharon O’Brien, David Zembiec, and Janet Kennedy

Terry Martino opened the meeting and welcomed the LAC members. Martino stated ANCA will follow TEA-21 funding availability and potentially pursue National Scenic Byway designation for the Adirondack and Olympic Trails.

Sharon O’Brien gave a detailed explanation of the specific requirements for each Local Action Committee’s CMP. She used ANCA’s CMP Component Handbook to outline the submissions to be included under each category. In addition, the attributes identified in the CMP Component Handbook, there was agreement to include the “working landscape.”

The LACs were instructed to reference the Lakes to Locks nomination material as a model for their CMP work. In particular, Janet Kennedy advised everyone to collect slides of their byway and to address short and long term opportunities.

O’Brien advised the LACs to evaluate if they are maintaining an effective level of community involvement for their section of the corridor and distributed a list of suggested contacts.

LACS working on the Olympic Trail reported it was challenging to apply the “Olympic” theme in their dialogues with groups outside Lake Placid. Friends of the North Country said they have broadened their interpretation of the term “Olympic” and are now better able to proceed with visioning work. Janet reminded them of the opportunity to take advantage of the branding which accompanies the Olympic name.

LACs were reminded once more that to change an existing byway’s path they will have to justify the reason for change in their CMP and include a resolution signed by town supervisor(s) at the local level. The request is then submitted to NYSDOT’s Scenic Byway’s Advisory Board, if passed it will then go before the State Legislature to be voted upon for adoption. An Assembly member must sponsor the request for change.
Copies of sample CMP’s with NYSDOT staff review comments were distributed. O’Brien suggested the LACs reflect upon the comments and suggestions as they begin drafting the local CMPs.

The following decisions were made regarding mapping:
- Scale is to be 1:200,000
- Color will be used to differentiate private and public lands. Use white to show private land and shades of green for public lands. See Arc View Program and APA’s colors for state land classification.
- Delineation of public lands to show canoe, wilderness, primitive, and wild forest areas.
- LACs to include resource locations on map.
- LACs must submit map work in the described format for inclusion in the final CMP, but they may create additional working maps showing more details for their own needs.

Cindy Garso will send her map work to the Tug Hill Commission for the two Route 30 Adirondack Trails sections. The Wildlife Conservation Society will also forward map work to the Tug Hill Commission for the Olympic Trail from Fine to Raybrook and for the Adirondack Trail from Duane to Tupper Lake/Moody. Jennifer Chasalow is preparing the map work for the Keeseville to Lake Placid end of the Olympic Trail and the Malone to Titus end of the Adirondack Trail. Tug Hill Commission will handle the mapping for the Olympic Trail from Sackets Harbor to Pitcarin.

O’Brien stated that the LACs should be very thorough when gathering information pertaining to the Recreational component of their CMP. LACs were directed to identify all available forms of recreational activities including locations and to enter specific recommendations on opportunities to improve and enhance the local recreational offerings. This information will be presented to the project consultant at a later date. ANCA needs to prepare request for qualifications soon. Of the various studies ANCA will be working on—transportation, economic, recreation and interpretation—Kennedy said the interpretation is the easiest to engage people in and we should begin this work now.

O’Brien will contact Ann Melious to request pertinent tourism booklets for the LACs.

Martino spoke about the waterways opportunity unfolding under the Northern Forest Canoe Trail project stretching from Old Forge, New York to Fort Kent, Maine. ANCA will establish a stewardship program from Long Lake to Plattsburgh. This will be reflected in the local CMPs for the Adirondack and Olympic Trails. Kennedy commented that groups should consider the carrying capacity for their area and referenced the Quebec to Maine trail that had to be stopped due to severe degradation. Martino asked Kennedy to please forward information on the Champlain Paddlers. ANCA may invite a representative from the Canoe Trail Project to a future LAC meeting.

Martino gave updates on ANCA’s communications with the Adirondack Park Agency. Participants were directed to review the Issues and Concerns paper they had already received. Terry reported ANCA received a letter stating the Agency’s permit jurisdiction statutes do not
reference the byway designation as a basis for permitting action. The letter also stated that, “The APA has very limited direct involvement with sign placement in the Park. Typically, signs are considered by the Agency when they are associated with projects under review by the Agency.” Martino said the 1924 Adirondack Sign Law, which is administered by NYSDOT and NYSDEC has established guidelines for signage in the Adirondack Park. Additionally, it was explained that the Lady Bird Johnson Federal Beautification (1960’s) Laws precede the Byway regulations prohibiting off premise advertising. A draft of the APA document entitled “Information on Sign Control Measures in the Adirondack Park” was provided for each LAC.

Martino reported on ANCA’s work to resolve several of the signage issues. One step is to clarify the DEC sign law so that it is understandable for all users. Martino has also contacted NYSDOT to clarify and better understand how state sign laws are being implemented and to receive a precise definition of a permitable sign. The option for grand fathering some existing signs was also presented for review by NYSDOT.

Some of the LACs reported signage issues were creating problems in accomplishing their objectives. Martino and O’Brien assured the LACs that they will continue work on clarifying these issues and keep the LACS apprised of any new information regarding applicable regulations.

O’Brien explained that since the final CMPs will call for official directional and identification signs, the LAC drafts should address the need for appropriate signage along the byways that satisfies both the local economic concerns and the desire to maintain scenic resources. ANCA believes that the CMP will serve as a catalyst leading to the use and placement of Tourist Oriented Directional Signs along the byways.

Kennedy reported that she sent Howard Aubin of the Adirondack Solidarity Alliance a copy of the 6/4/02 Issues and Concerns statement and that they have not yet met to discuss the contents.

Kennedy asked ANCA to consider who will take responsibility to see that the CMP is implemented. She asked if ANCA will take on the role and if there would be a funding source for a position. She explained the need for a region-wide coordinator.

Kennedy complemented O’Brien on her CMP Handbook and said it was an excellent example of a non-regulatory approach to creating a CMP. She said ANCA should consider it for as AASHTO award in “Best Practices.”

Garso was interested in learning more about ANCA programmatic work to see if there are any other projects or studies related to the CMP work. ANCA newsletters were made available so the LACs could see the range of activities.

Martino said a meeting would be set with the Steering Committee after the LACs complete their phase one work and ANCA has had time to review the information. Martino explained it is important not to hold the meeting prematurely and to make sure we have significant recommendations to bring to the table. Meanwhile, O’Brien will draft a letter including new staffing, project highlights, and accomplishments for the Steering Committee. The Corridor
Management Plan Component Handbook will be included so they can understand the process each LAC is performing in their specific locales.

Kennedy and Martino briefly discussed the need for a regional planning forum. When the final data is reviewed we may find the economic development strategy may be rather diversified. In the near future ANCA is to prepare the scope of services and organize information that will be needed by the consultants.

In discussing the additional planning work, Kennedy said the interpretive plan is the venue for integrating elements of the byway. She said the economic plan builds off of the interpretive theme of the byway “story.” In the Champlain project, Burt Wolf was hired to do the economic plan, which resulted in the integration with the emphasis of the Celebrate Champlain Project. Kennedy said she is not sure the transportation study is so necessary, particularly in that pilot projects can be identified, such as a context sensitive design streetscape for a community where a landscape architect would design characteristics as a prototype. She said the recreation plan addresses recreation and infrastructure which can weave into tourism/economic development. Kennedy recommended that each LAC identify pilot projects.

As the LACs had provided ongoing discussions pertaining to their project status as topics were introduced from the CMP Component Handbook, Terry asked each group to present just brief comments on next steps. Kathy Amyot reported that their Steering Committee will review what they have accomplished over the last six months. The Tug Hill Commission LAC will be holding community forums during August and September. They will also work on naming responsible agent(s) for implementation of their section of the Olympic Trail.

Angel Marvin is revising her draft for the Malone section of the Olympic Trail and will speak to three town supervisors regarding the work accomplished to date.

Garso of Northwoods Engineering reported she held the first public meeting for the Hamilton County segment of the Adirondack Trail on June 18th. Cindy explained she prefers to hold meetings in various places along the byway in order to expose the plan contributors to a wide variety of experiences. She feels they should familiarize themselves with everything the entire trail has to offer.

Garso reported that the initial meeting for the Route30/30A southern section of the Adirondack Trail was set for June 25th in Johnstown.

O’Brien created the contact list for the two Adirondack Trails Local Action Groups and reports it is hard to accommodate the availability of such a large number of potential participates. Days, locations, and times of meetings will change in order to bring as many individuals as possible to the table.

O’Brien informed the LACs that they are responsible for gathering enough information for the consultants’ use in preparing the transportation, economic, interpretations and recreation studies. ANCA will prepare the request for proposals.
ANCA’s next LAC meeting will take place in about six weeks. The meeting will focus on the consulting studies and request for qualifications. Date and time to be announced.

Submitted by,

[Signature]

Sharon O’Brien

*Project Coordinator*
Adirondack North Country Association’s
Local Action Committee Meeting
Adirondack and Olympic Trails Scenic Byways
June 19, 2002
Time: 11:00 to 3:00

1. Welcoming Remarks

2. Corridor Management Plan Outline/Discussion-Sharon O’Brien
   - Overview of Requirements for Each Local Action Committee
   - Byway Mapping
   - Focus on Recreational Needs
   - Economic Development (Accommodations & Amenities)

3. ANCA Byway Planning
   - Adirondack Park Agency
   - Signage and Byway Planning

4. Local Advisory Committee Contact Lists and Communications

5. Local Action Committee Planning Updates by the LACs
   a. Phase I: Coordination and Public Participation
   b. Questions/Problems Encountered by LACs
      --Adirondack Trail- Cindy G., North Woods Engineering
      Angel M., Friends of the N. Country,
      Heidi K. and Zoe S., Wildlife Cons. Society
      --Olympic Trail- Heidi K. and Zoe S., Wildlife Cons. Society
                      Kathy A., Tug Hill Commission,
                      Linda D. and Jennifer C., Friends of the N. Country

6. Revision to Contract Timelines/ANCA DOT Completion Date

7. Coordination of LAC’s Information to CMP Discussion
   - Transportation Study
   - Recreation Study

8. Steering Committee

9. Next Steps
MEETING NOTICE
BYWAY STAFF MEETING: Adirondack and Olympic Trail Scenic Byways

Tuesday July 10, 2001
11:00 AM

Tupper Lake Clubhouse Restaurant
Tupper Lake Country Club, Tupper Lake, NY
518-359-8317

We will be able to order lunch off the menu

Directions:
From the East and the North- come into Tupper Lake on NYS Route 3 to its intersection with NYS Route 30; follow NYS Route 30 south toward Long Lake. After passing a large bridge, proceed about one half mile and turn left on to the Country Club Road and proceed about a mile up a large hill. The Clubhouse Restaurant will be on the left across the parking lot from the Pro Shop.

From the south, after passing through Long Lake on NYS Route 30 north, proceed about 15 miles. After passing a Welcome to Tupper Lake sign, take a left turn on to the Tupper Lake Country Club Road. Proceed up a large hill for about a mile. The Clubhouse Restaurant will be on the left across the parking lot from the Pro Shop.

This meeting is to review the project approach, help you get started on your first tasks and to answer any questions that you may have regarding the project. Topics for the agenda include:

- Review of Project Workplan and Timeline
- Logistics and Deliverables
- Billing and Contract Agreements
- Other
January 20, 1994

Mr. Mrs. Paul Ford
Ford's Upholstery
Factory Street
Clintonville, New York 12924

Dear Mr. Mrs. Ford:

A sign believed owned by you advertising Ford's Upholstery is located along State Route 9N near milemarker 1056. The sign is encroaching as it has been erected within the New York State right of way and must be removed.

These advertising panels must be taken down utilizing a highway work permit issued through the Clinton County Residency office, located on South Peru Street in Plattsburgh.

In accordance with Highway Law, you are advised to remove or cause the removal of these signs. In the event the encroaching sign is not removed within twenty (20) days from the receipt of this notification, the NYS Department of Transportation must take steps to remove the signs-- billing responsible parties for all services.

I regret this action, however, the severe penalties placed on New York State for non-compliance with the Federal Highway Beautification Act make it necessary. A summary of sign regulations is attached for your reference.

If the sign has already been removed, we thank you for your cooperation and apologize for any inconvenience this notice may have caused. Should you have any questions concerning this matter, please contact me at the above address or telephone (315) 785-2414.

Very truly yours,

[Signature]

Patricia E. Stinson
Property Management Office

Encs.

ps

Note: Notification that sign structure will be removed as soon as weather conditions allow is agreeable.
SIGN SPACING RESTRICTIONS:

On controlled access highways, no two sign structures shall be spaced less than 500 ft. apart. And outside villages and cities, no sign structure may be located within 500 feet of an interchange, intersection at grade, safety rest area, or information center measured along the highway from the beginning or ending of pavement widening at the exit from or entrance to the main traveled way. On other highways outside of villages and cities, no two sign structures shall be spaced less than 300 feet apart and within the villages and cities, no two sign structures shall be spaced less than 100 ft. apart.

ZONING RESTRICTIONS:

Signs can only be located in areas as follows:

(a) "Zoned commercial or industrial area" means any area which is zoned for business, industry, commerce, or trade pursuant to a State or local zoning ordinance or regulation.

(b) "Unzoned commercial or industrial area" means any area which is not zoned by State or local law, regulation, or ordinance, and on which there is located one or more permanent structures devoted to a commercial or industrial activity or on which a commercial or industrial activity is actually conducted, whether or not a permanent structure is located thereon, and the area along the highway extending outward 200 feet from and beyond the edge of such activity. Each side of the highway will be considered separately in applying this definition.

ISTEA:

The passage of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), contained a provision prohibiting the erection of new signs adjacent to any federally funded highways designated as Scenic Byways under State Programs. In the five counties designated as Region 7 for the New York State Department of Transportation (Clinton, Franklin, Jefferson, Lewis and St. Lawrence), six trail systems have been designated: Adirondack; Black River; Champlain; Military; Olympic and Seaway. Recent NYS legislation has passed designating these Trail Systems as Scenic Byways. The Department is prohibited from granting any new sign permits for Outdoor Advertisement adjacent to any of these routes. This is necessary to keep NYS in compliance with Federal requirements.

(Note: A second advertising face/panel may be added to an existing sign with the sign and property owner's permission, if it possesses a valid sign permit and meets local zoning and state regulations.

NYS's Tourist Oriented Direction Sign Program has not been affected by the above legislation. This program allows sign placement within the State's right-of-way if a business is tourist oriented and meets certain guidelines. A copy of the standard criteria is attached for reference. Please let me know if you are interested in this type of signage and I will mail you an application.)
Pursuant to Sections B6 and BB of the Highway Law, as amended by Chapter 923 of the Laws of 1977, the Department of Transportation has adopted Rules and Regulations covering the Control of Outdoor Advertising Signs Adjacent to Interstate and Primary Highway Systems. All outdoor advertising signs within the controlled area except for official signs, on premise signs and signs in areas certified in accordance with Section 150.9 of the aforementioned Rules and Regulations, shall be registered with the New York State Department of Transportation.

**Signs Prohibited:**

Erection or maintenance of the following signs is not permitted in the controlled area:

- **(a)** signs advertising activities that are illegal under state or federal laws or regulations in effect at the location of such signs or at the location of such activities;
- **(b)** obsolete, abandoned or discontinued signs; **(c)** signs that are not clean and in good repair;
- **(d)** signs that are not securely affixed to a substantial structure;
- **(e)** signs that attempt to appear to attempt to direct the movement of traffic or which interfere with, initiate or resemble any official traffic sign, signal or device;
- **(f)** signs which prevent the driver of a vehicle from having a clear and unobstructed view of official signs and approaching or merging traffic;
- **(g)** signs which move or have animated or moving parts, except those giving public service information such as time, date, temperature, weather or similar information;
- **(h)** signs erected or maintained upon trees or painted or drawn upon rocks or other natural features;
- **(i)** signs that are not the subject of a valid current permit, if one is required, or
- **(j)** signs that are not consistent with Part 150 of Title 17 of the official Compilation of Codes, Rules & Regulations of the State of New York;
- **(k)** signs beyond 660 feet outside urban areas and erected with the purpose of their message being read from the interstate or primary highways. (Sign erected beyond 660 feet and before September 1, 1977, are nonconforming and compensation will be paid before removal is required.)

**Sign size restrictions:**

- **(a)** No sign shall exceed 30 feet in height, or 60 feet in length, or 1200 sq. ft.
- **(b)** A sign structure may contain 1 or 2 signs per facing and may be placed double faced, back to back or V-type. However, a sign which exceeds 325 sq. ft. in area may not be double faced, abutting and facing the same direction.

I would be unable to register your sign under permit, if removed from the State right-of-way which the Residency Office indicates is 33' from centerline in this area, because of the Federal legislation recently enacted as noted on the second page.

Signs placed on an integral part of the activity they advertise are considered on-premise and do not require a permit from this Agency.
Comments on my letter about my sign from the NYS DOT

They called it a "new" sign. It was not, as we had a sign in that location for several years.

They said it was in the state right of way. Not!

Said not having a valid permit. Not true. Was in compliance with my town and the state did not require any permit.

Said we were out of compliance with the Lady Bird Johnson, Highway Beautification Act of 1968 (?) to control billboards on interstates. I live on Route 9N.

It was as if they just threw everything they could think of in the letter to us. None of us who received the letter took any signs down.
Regional Component
Attachment Three
BACKGROUND

In an effort to stimulate economic development in the region during the 1980's, the Adirondack North Country Association (ANCA) identified eleven scenic driving routes that would guide visitors through the Adirondacks, and to significant tourism sites. In 1992, with the advent of the Federal Highway Administration's National Scenic Byway Program (NSBP), the NYS Legislature designated ten of the driving routes as New York State Byways. Since that time, ANCA has received several grants from the NSBP to develop maps, videos, kiosks, and other materials designed to help guide the visitor through the region.

The New York and National Scenic Byway Programs encourage communities to create voluntary partnerships to address a locally defined, common vision for a region. Byways utilize the roadway system to link together communities that share special qualities and a unique "sense of place." The Byway Corridor encompasses the common qualities, and is not constrained by jurisdictional or political boundaries.

The Corridor Management Plan for a Byway recognizes and represents three essential ingredients. First, that the plan is a voluntary multi-community agreement. Second, that each community has a set of goals and objectives to support its own individual expectations. And thirdly, that all the expectations collectively support the common vision for the corridor. Designation of a Byway, and adoption of the CMP is the State's formal recognition of the community partnership that is dedicated to implementing a Corridor Management Plan. Byway designation and the development of a CMP allow communities to identify measures to implement their goals and objectives. The NSBP currently offers a grant program to implement Byway activities, and many other public funding sources are available for projects that implement a community-based planning process.

Most recently, through grants from the NSBP, funds have been made available to ANCA to work with local communities to develop Corridor Management Plans (CMP) for the Adirondack and Olympic Trail Byways. The Adirondack Trail follows NYS RT 30 from Fonda to Malone, and the Olympic Trail follows NYS RTs 3 and 86 from Sackets Harbor to Keeseville. These two Byways intersect in the area known as the "High Peaks" of the Adirondacks, and provide primary roadway access to the region.

The Adirondack Park Agency (APA) has the responsibility for administering long-range park policy, which is reflected in the Adirondack Park Land Use and Development Plan and the Adirondack Park Agency Rules and Regulations. These documents implement the Adirondack Park Agency Act, Wild, Scenic and Recreational River System Act and Freshwater Wetlands Act. In particular, the APA has statutory authority to implement the Adirondack Park Land Use and Development Plan Section 4, Development Considerations, addresses the "factors which relate to potential for adverse impact upon
the park's natural, scenic, aesthetic, ecological, wildlife, historic, recreational or open space resources."

Staff members from the Adirondack Park Agency have participated in New York State's Scenic Byways Advisory Board. In addition, the Agency has taken the lead in addressing corridor management planning for Route 73 and its designation as a NYS Scenic Byway. In other instances, the Agency has accessed byway funding toward community development initiatives in communities such as North Hudson, Keene, Elizabethtown, and North Elba.

In the late eighties ANCA worked with the North Country Transportation Corridor Group, a consortium of state agencies (Adirondack Park Agency, NYS Department of Transportation, NYS Department of Environmental Conservation, NYS Department of Economic Development and other organizations) to develop a roadway directional signage system marking the Byway routes along the highways. The New York State Department of Transportation and the New York State Department of Environmental Conservation administer the Adirondack Sign Law (a 1924 statute) which does not permit business signs at off-premise locations and which only permits directional signage at defined locations. Since 1991, NYSDOT is responsible for enforcing the prohibition of erecting new, off-premise, outdoor advertising along designated NYS Scenic Byways that are Federal primary-aid highways. The APA has limited direct involvement with the regulation of signage placement in the Adirondack Park. Jurisdictional involvement with signage is typically in relation to projects under review by the Agency.

LOCAL CONCERNS AND ISSUES

The designation of NYS Scenic Byways and the development of CMPs for the ANCA Byways, has generated concerns from local residents that the Byway designation will have an undue and adverse impact on the rights of local landowners. Specific issues related to these concerns include:

1. The natural, cultural, recreational, historical, archaeological and scenic resources that are identified as "intrinsic resources" of the Byway may increase their value from being of local significance to be recognized for Statewide significance. Their identification and inclusion in a CMP, that becomes a public document, could increase their 'need for protection' through the regulatory process of the APA or other jurisdictional agency.

2. The natural, cultural, recreational, historical, archaeological and scenic resources that are identified as "intrinsic resources" of the Byway may be located on or along private property. The inclusion of those resources in the CMP may be done without the landowners knowledge or consent. As identified in #1 above, those lands may then become subject to a higher level of protection through the regulatory process of the APA or other jurisdiction.
3. On at least one occasion, the APA draft “Findings of Fact” has used the Byway designation in addressing the aesthetic and scenic quality of the roadway and driving experience, without regard to the CMP. This draft finding supported the conditions for mitigating the adverse impact on the aesthetic character of the roadway contained in the land use permit. The reference to the scenic byway designation was removed by the APA Commissioners in final deliberations.

4. Several undocumented examples of enforcement of sign regulations due to Byway designation have been cited. Without documentation, the specifics are unclear. However, it is a widely held perception that Byway designation has led to the removal of on-premises business identification signage and off-premises business directional signage. It is contended that since the removal of the identification and directional signage, the businesses in question have failed, thereby increasing the economic challenges of “doing business in the Park.” In certain instances, signage removal was precipitated by regulations in the NYS Department of Transportation calling for removal of specific signs in the highway’s right-of-way.

RECOMMENDATIONS

In an effort to address the concerns expressed by local citizens, while advancing the development of a Byway CMP, and benefits to local communities, several recommendations are provided:

1. The development of the Byway CMP should embrace the concept that the vision, goals and objectives support a balance between the stewardship of the Byway resources, economic development and community growth.

2. The Byway CMP should adopt the premise that if local citizens recognize and appreciate the resources of their community, and there is a healthy and viable economic activity within the region, human nature is such that people will take care of things that are important to them. Rather than a regulatory approach to the Byway CMP, every effort should made to utilize education and incentives in the actions to implement the vision, goals, and objectives laid out in the CMP.

3. A commitment to a non-regulatory approach to the Byway CMP would be demonstrated by not including an inventory of existing regulatory measures for land use management, and not identifying regulatory methods of managing and protecting the Byway resources.

4. All natural, cultural, recreational, historical, archaeological and scenic resources that are identified as “intrinsic resources” of the Byways should be limited to those that are wholly within public ownership. Resources that are within non-profit or private ownership may be included with the consent and involvement of the landowner.

5. The identification of the natural, cultural, recreational, historical, archaeological and scenic resources that are identified as “intrinsic resources” of the Byway should be in a qualitative manner rather than a quantitative manner. They should be identified and assessed for their contribution to the “theme” of the Byway and the visitor’s experience. The “story” of the resources should be recorded and told to the resident and visitor in an effort to increase public recognition and appreciation of the resource. For example, the CMP for Lake Champlain Byways qualitatively assessed the tailings pile in Moriah for the history and story it tells to
the community and visitor rather than quantitatively assessing a negative visual "score" as a blight on the landscape. In the story context, it is a monument to the generations of people who mined the quarries, often at risk of their lives, to produce iron ore that helped to build the nation.

6. Scenic views and traveling experiences have proven to be one of the most controversial resources for a Byway to identify and steward. The State of New York has recognized the scenic quality of the Adirondack Park to be protected by the APA. It is recommended that the Byway CMP does not include an inventory, assessment or actions for the management or protection of the scenic resources within the Adirondack Park, unless so directed by overwhelming local support and direction of elected officials.

7. In that the APA has authority to implement the Adirondack Park Act and related land use regulations, there is no need for the APA to draw upon the NYS Byway designation as additional justification for “Findings of Fact” or permit conditions for development unless directed by the Byway CMP. The APA should ensure that their project review staff understand the Byway CMP, and respond to it accordingly.

8. The APA, ANCA, NYSDOT and local Byway planning groups should address all of the regulations for on and off-premises identification and business directional signage. Opportunities to install appropriate signage, such as through the Tourist Oriented Directional Signage (TODS) should be met at the local level. The CMP should identify existing signage regulations that restrict the economic viability of local businesses and/or the ability for visitors to find travel services. Actions to improve signage limitations within the context of the Byway and the Adirondack Park should be identified in the plan.