

V. Scenic Assessment

U.S. 20A/Village of East Aurora

After a short drive east on the U.S. 20A, you are greeted by the **Village of East Aurora**. It is also of traditional design, but with a uniqueness that is easily distinguishable from others in the byway. Upon entering from the west, there is a large plaza of mostly corporate chains (such as Tops, Jubilee, Blockbuster Video, and Radio Shack) to the left. A little further eastward into the village sits a traffic circle with a central green space. The circle is lined mostly by gas stations and fast-food restaurants, but also contains the Willink Financial office building with its distinctive clock tower and a new age art gallery with outdoor displays.

Continuing east, the driver passes under the old BNY&P railroad overpass and into the heart of East Aurora's Main Street District. Window shoppers stroll past the many specialty shops (such as Toy Loft and Wild Flower). There are pubs, restaurants and cafes. Vidler's Five and Dime is a step back in time and the Aurora movie theater's marquee is advertising new releases in a classic setting.

The last (or easternmost) stretch of NYS 20A in the Village of East Aurora is lined with large deciduous trees and impressive residential, religious and municipal architecture (characterized by the Roycroft style of the Arts and Crafts Movement). Directional signage to the Roycroft Campus, the Elbert Hubbard Museum and the Millard Fillmore House reassure the village's historic character.

Other scenic areas in East Aurora include Sinking Ponds Preserve and Knox Farm Park.

Positive Visual Features: Intact traditional village center with an attractive promenade, historic buildings (such as the Roycroft Campus), mature street trees and green-space

Negative Visual Features: The fast-food restaurant and gas station architectural designs clash with the rest of the village center due to height, façade, exterior color and signage.



The East Aurora traffic circle



Adaptive reuse of historic building



Circle signage

WNY Southtowns Scenic Byway Nomination Study

Mill Road

After driving back westward through the Village of East Aurora, Mill Street appears just outside of town on the left. The road begins by diving south, down to the banks of the Cazenovia Creek's eastern branch, over a bridge with open rails that provide a scenic view of the creek, and then upward into the rural hills of the southern portion of the Town of Aurora. Immediately to the west (or right) is a wonderful viewshed opportunity of the creek's valley, one that continues for a great distance. It was this view that inspired a painting by the Roycroft landscape artist, Alexis Fournier (as seen on the following page).

The opposite side of the road provides less of a viewshed, but does contain other positive visual features. Rural designs and agricultural structures face west, looking over the valley. Many of the residences have fully adopted a strong rural character into their landscaped yards and gardens that grow and flourish right up to the road's shoulder. As Mill Road reaches its ending point at NYS 240, the road falls back downward into the valley and crosses over the western branch of the Cazenovia Creek. At this point, a thick deciduous forest lines both sides of the road, as well as a decorative wooden fence.



View from Mill Road bridge



Scenic Mill Road residence



A Rustic Mill Road image



A Mill Road viewshed (with housing)

The scenic value of Mill Road comes from its high elevation relative to the Cazenovia Creek valley, which opens up wide viewsheds and allows for long vistas; its westward orientation provides magnificent sunsets; and pastures with fences and farm animals. Some of the new builds lack congruence with the road's scenic character.

V. Scenic Assessment

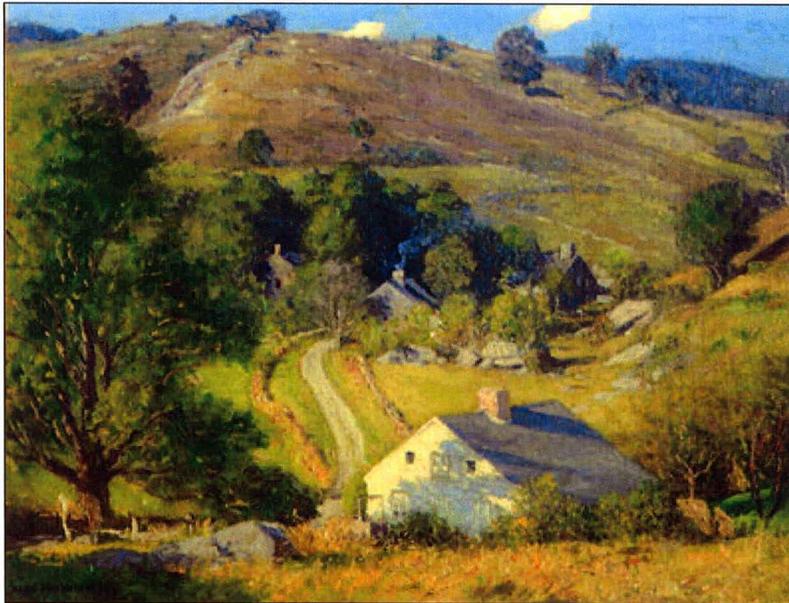
Positive Visual Features: A strong rural character with vast amounts of open space and forest areas that provide many scenic viewing opportunities.

Negative Visual Features: Some housing development has been constructed within scenic view-sheds, as well as some land-scars from utility lines.

American Master Landscape Painter

Born in 1865 in St. Paul, Minnesota, Alexis Jean Fournier was one of the most enduring figures of the Arts and Crafts movement. His career as the "Roycroft Court Painter" spanned over 45 years in which he was considered one of the most prolific artists of the Arts and Crafts period. Fournier immortalized the landscape of the Western New York Southtowns Scenic Byway through paintings such as *Rolling Hills* which captures the undulating terrain and rural setting of the Town of Aurora.

As a young man he received his first art lessons from a local painter. Though he had very little formal training, Fournier was selling landscapes by the age of sixteen and later studied at the Académie Julian in Paris. In 1902, Fournier became an artist-in-residence at the Roycroft Arts and Crafts Colony in East Aurora, where he was a major influence on resident artisans and craftspeople. Elbert Hubbard, the beloved spiritual guide and business leader of the Roycroft community of artisans and craftspeople, would eventually become one of Fournier's greatest patrons and admirers. Though known primarily as a painter in the French Barbizon style, his technique of painting is seemingly derived directly from nature.



***Rolling Hills*, oil on canvas by Alexis Fournier (1865-1948). The byway landscape in the early 20th century.**

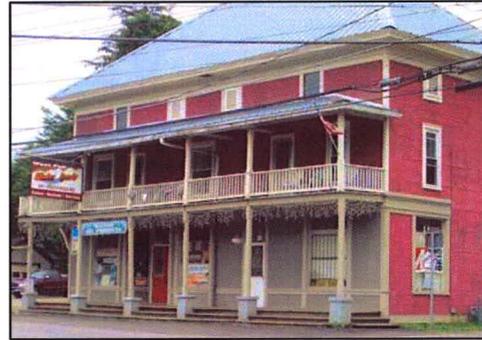
WNY Southtowns Scenic Byway Nomination Study

NYS 240/Towns of Aurora, Colden and Concord

This stretch of the byway's loop could arguably be the most scenic. The designated section of NYS 240 begins on the southern edge of the Town of Aurora, near the hamlet of West Falls. The hamlet sits on the west banks of the Cazenovia Creek and is home to an established restaurant, a ski shop and a modest waterfall. The few public buildings are unusually close to the roadway, being pinched between the steep hillside, the road and the creek. A small veteran's memorial park area has been recently established beside the waterfall, equipped with benches and a picnic table. It adds greatly to the scenic quality of the hamlet.



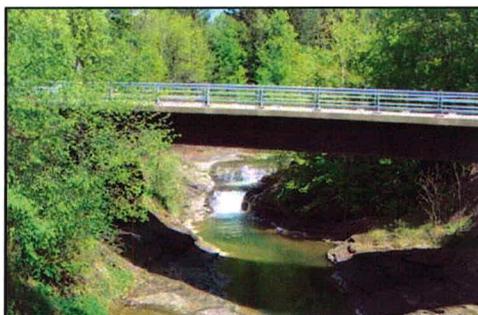
A new park in West Falls



A West Falls ski shop on Route 240

The NYS 240 twists and turns as it continues southward along the opposing current of the Cazenovia Creek, switching from the west bank to the east bank of the creek. Breaks in the roadside vegetation give pleasant views of the creek bed. The side roads that project westward off the main Route 240 cross over small rustic bridges, such as the one on Burr Road. These offer great viewing opportunities of the creek and its wildlife.

The hamlet of Colden is slightly bigger than West Falls and is also home to a cascading waterfall. The community is situated around a small commercial center, with an old-time restaurant, a country store, ski shops and a towering steeple. The designs of these buildings are extremely rustic in character, bringing a sense of nostalgia to visitors. The most unique feature of this hamlet is that it is composed of three bridges, two directly below (or downstream from) the waterfall and one above. This arrangement offers a multitude of scenic viewing opportunities within a very small area.



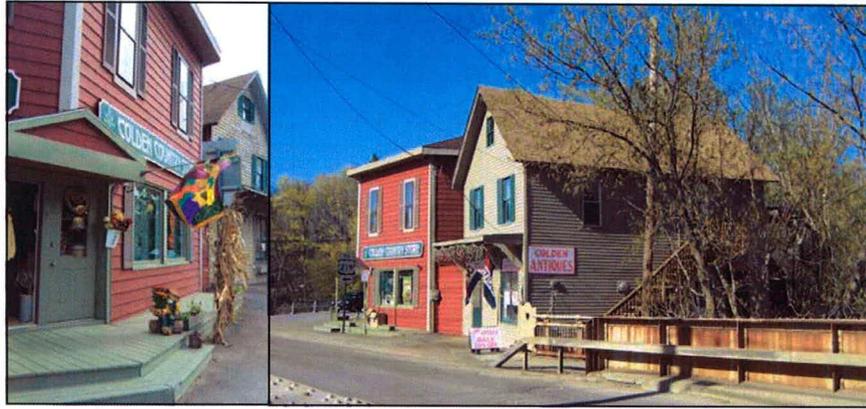
Waterfall and bridge, Heath Road at NYS Route 240 (Town of Colden)



NYS Route 240 (south of Colden hamlet)

V. Scenic Assessment

A threat to the hamlet's scenic quality is resource destruction, such as the planned removal of Colden Antique's, which balances on a thin plot of land between the road and the creek. The business's location and rustic atmosphere adds to Colden's rural character.



Colden Country Store and Colden Antiques

The next section southward on NYS 240 in the Town of Colden is characterized by a number of significant and positive visual features. Again the road runs adjacent to the Cazenovia Creek, but now the gorge sits deeper in the hillside, creating a narrow roadway with sharp turns. The thick vegetation hugs the shoulders, creating a strongly defined path that bends directly with the meandering creek.

It is in the hamlet of Glenwood that the **Buffalo Rochester and Pittsburgh** railway features along NYS 240 become visible. A number of old railroad bridges cross the small streams that run down from the hillside. The tracks run directly along the roadside for a long distance to the backdrop of farmland and ski-slopes. In some places the tracks run right through the front yard of farmhouses and through cow fields (as seen in the below pic-



The Buffalo Rochester and Pittsburgh (runs along the byway in the southern portion of the Route 240 corridor)

The southernmost section of Route 240 in the Town of Concord runs through predominately agricultural land. The profile of silos standing tall behind rustic farmhouses can be seen amongst the acres of open country. Agri-businesses, such as Waterman's Greenhouses, wave colorful flags above hanging floral baskets and flats of vegetable plants. In a way, however, the area's most positive visual feature is the absence of obtrusive development.

WNY Southtowns Scenic Byway Nomination Study

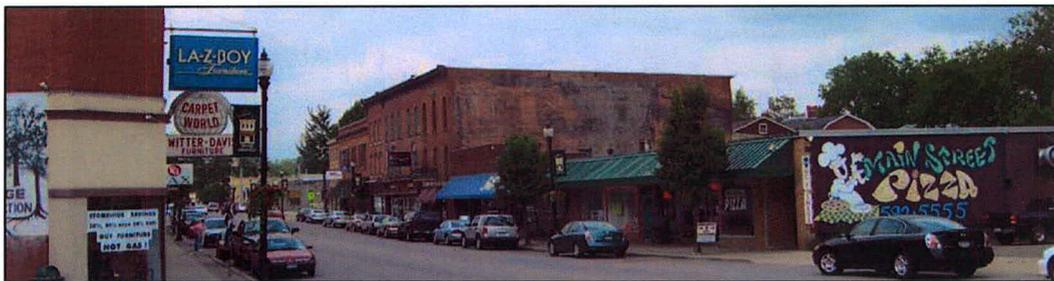
Threats to the scenic value of NYS 240 in the Town of Concord are threats to its farms, which could result in obtrusive development and other negative visual features. Therefore, the protection of these agricultural resources is necessary in maintaining the Town of East Concord's scenic quality.

Positive Visual Features: There is a unique topography formed by the Cazenovia Creek as well as many areas of exposed bedrock. Architectural designs that conform to that of the traditional, historic hamlets are seen throughout. Vast amounts of open space, especially agricultural fields, and mature vegetation are abundant in the corridor.

Negative Visual Features: Some private and public properties show signs of neglect. Some facilities are in need of maintenance, such as the Colden bridge. Traffic barriers are often disregarded and there are areas where utility lines encroach upon scenic views.

NYS 39

When reaching the southern end of NYS 240, the driver turns right onto NYS 39 and immediately into the historic Village of Springville. A large welcome sign and duck pond is the visitor's formal greeting. The east end of Main Street (NYS 39) in Springville is lined with some very impressive residential architecture that is built upon the gentle west facing slope overlooking the central business district. The commercial architecture of Main Street is of traditional American small town design. Canopy overhangs, glass storefronts, specialty shops, lampposts and wide sidewalks add to the village's pedestrian friendly atmosphere and overall scenic value.



The Springville village center and small business district

The largest threat to the Village of Springville's scenic quality is development on the west end of town that stands in stark contrast with the historic layout, scale, and architectural design of the traditional village center. Typical land-uses in this location include fast food chains, convenience gas stations and car dealerships, the largest being a Wal-Mart Superstore of over 100,000 ft². While Springville's centralized business district is pedestrian friendly with a unique feel, the business district along US 219 is orientated towards the automobile and conforms to more generic architectural styles.

Positive Visual Features: The Village maintains an historic center with impressive residential architecture and a strong rural character.

Negative Visual Features: New development to the west of the village center is often inconsistent with traditional styles.

V. Scenic Assessment



Springville's residential architecture



The Gentner Auction

US 219

South of Route 39 at the Erie County line, US 219 crosses the high bridge over the Cattaraugus Creek gorge. This is the southernmost point of the Western New York Southtowns Scenic Byway. It is here that the 219 expressway meets Rt. 39 and begins northward towards the City of Buffalo. A long incline begins the journey north, carrying the driver into an extremely rural setting and up over the rolling hillside.

The vistas and viewsheds of the US 219 North are one of the expressway's most positive visual features. The Boston Hills sit tall to the east as the driver rolls down a long decline from the Allegheny Plateau into the Erie-Ontario Lowlands. Frequent undulations in the 219's path offer up a number of wide open viewshed opportunities. Through the Towns of Concord, Boston and the southern portion of Orchard Park, these viewing opportunities remain quite consistent. One of the most spectacular is near the Boston and Orchard Park town-line when the driver catches a quick glimpse of the distant Lake Erie and City of Buffalo skyline.

The vistas and viewsheds of the US 219 South can be quite impressive. Upon reaching the more elevated region of the Southtowns corridor, the landscape bulges and rises gradually into the distance. This feature offers the driver a pleasant image of heavily wooded hillsides and agricultural fields.



Rt. 219 bridge over the Cattaraugus Creek



Rt. 219 in Springville

WNY Southtowns Scenic Byway Nomination Study

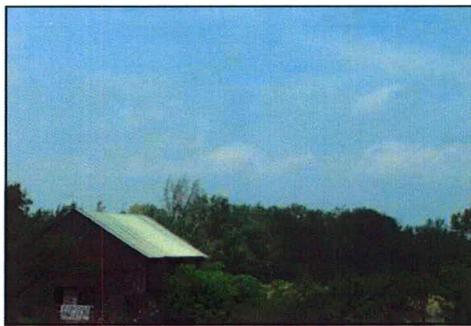
Another very positive feature of the US 219, while traveling in either direction, is the amount of vegetation that lines the road. A mix of thick forest and natural regeneration is what covers the majority of the right-of-way. Occasionally the remnants of an old farmhouse or barn will sit amongst an adjoining field of low-lying brush and shrubs. Visual features such as this can create a more rustic and relaxed atmosphere along the otherwise fast paced expressway.

In many portions of the US 219 the roadway cuts into the rolling terrain, exposing the underlying bedrock. This feature provides an opportunity for visual enhancement, such as unique wall designs. Currently these areas are eroding down into a pile of rubble. There is little to no sign of vegetation management or landscaping on the wide median or along the shoulders, besides for basic mowing. There is also evidence of neglected private properties .

There are a number of designated natural regeneration areas, which is an environmentally positive step, and will scenically augment future areas along Rt. 219 designated to landscape architecture and roadside design.

Positive Visual Features: Rt. 219 provides a number of scenic vistas and viewsheds. It, at times, cuts through the rolling terrain, exposing layers of ancient bedrock. Thick vegetation also adds greatly to the route's scenic quality

Negative Visual Features: Land scars from utilities lines, as well as cell towers, within the scenic viewsheds are the most obvious detractor from the road's scenic quality.



Retired barn on 219



Exposed bedrock on 219N



Panorama off the 219 in Boston NY

C. Critical Areas

An inventory of the Western New York Southtowns Scenic Byway's resources can be found throughout the earlier chapters. This section identifies components of the inventory that are critical to the byway's scenic character—the loss or diminution of which would have a direct effect on the visual quality of the landscape. Visual quality can at times be controversial or considered a matter of opinion, yet there are certain characteristics of an environment that are inarguably positive. For the purpose of this nomination study, we will focus on these positive features as found within the Western New York Southtowns Scenic Byway. Features can be organized under the following classifications.

Rural Character

The inherent rural character of the Scenic Byway is preserved in the natural, agricultural and historic features of its towns and villages.

Vistas and Viewsheds

For clarity, a vista is a single view of considerable depth (like a photograph), and a viewshed is all the viewable land from a location (like a panorama). The Allegheny Plateau's undulating topography provides a number of such viewing opportunities in the designated byway. The viewsheds from atop the corridor's many gentle slopes are characterized by vast agricultural lands, thick forest, patches of development, ski-slopes and the historical City of Buffalo skyline.

Agricultural Resources

The rural atmosphere of the byway region is overtly characterized by agriculture. Growing, renewing, providing, and nourishing are the purposes of these open lands, yet they also serve a critical role in creating and maintaining a positive visual quality in the corridor. The agricultural lands of Southern Erie County not only offer the driver rustic images of historic countryside that portray mankind's relationship with nature, but also allow the passerby to grasp the open air and view the surrounding topography.



An early summer corn field in the Town of Concord

WNY Southtowns Scenic Byway Nomination Study

Roadway Design

The design characteristics of a roadway and its right-of-way can have tremendous effects on a driver's scenic experience. Elements such as pavement conditions, bridges, traffic barriers, retaining walls, signage or utility lines can lessen the visual quality of the roadway when not congruent to the environment's character. In addition, methods of visual mitigation should be used on all negative visual features. Improper maintenance or lack of scenic enhancement on a roadway is a reflection of the community that occupies it.



Rural characteristic fencing in Aurora

Historical Character of Villages and Hamlets

Each village and hamlet throughout the Western New York Southtowns Scenic Byway has a story; one that is illustrated by the vernacular architecture, historic streetscapes and impressive monuments which create the essence of small-town America. These community centers are always changing with the times, but there are many positive and visual aspects of the villages and hamlets that should be preserved and protected. The aesthetic quality of the byway's rural villages should be preserved for the next generation of community gatherings and commercial activities.



The Village Center of East Aurora

D. Recognizing Threats

Threats to the scenic value of the WNY Southtowns Scenic Byway are anything that detracts from the visual quality of the designated corridor. Threats could be in the form of non-contextual development, neglect, ecosystem insensitivity, and disregard for positive scenic resources.

Non-contextual Development

There is a growing amount of non-contextual development in the designated corridor of the Western New York Southtowns Scenic Byway. While the City of Buffalo has experienced a significant drop in population over the past fifty years, the surrounding areas have been experiencing significant growth. This is often in the form of low-density development (i.e. subdivisions, strip malls, gas stations, fast food, etc.)



Rt. 219 and Rt. 39 in Springville

Lack of Maintenance

The pavement conditions of the Western New York Southtowns Scenic Byway loop, as rated by the GBNRTC, range from poor to good, with most in the fair to good range. However, the roadside conditions would receive a much poorer overall rating. In many sections of the loop, little has been done to enhance the scenic quality of the adjacent right-of-ways. Large medians with potential for landscaping are left unkempt, galvanized steel guardrails are rusting or tipped over, overgrown roadside vegetation is often blocking views, and rarely is any form of visual mitigation used on negative features. All of these issues could be resolved through proper maintenance and by adopting regional guidelines and standards for scenic roadway design.

WNY Southtowns Scenic Byway Nomination Study



Broken guardrails (Rt. 240 near Glenwood)



Broken windows at Scoby Dam

Ecosystem Insensitivity

The scenic quality of the Western New York Southtowns Scenic Byway is directly related to the condition of its vital ecosystem and insensitivity to environmental issues can have profound effects on scenic quality. Those scenic environments which we admire most are often those which are most sensitive to the impact of anthropogenic change.

Resource Destruction

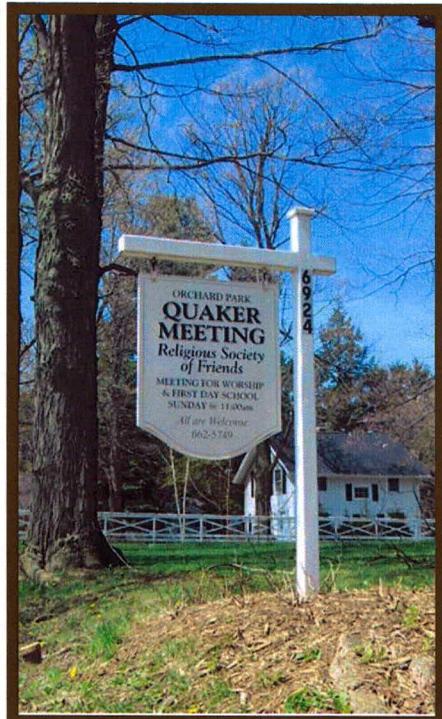
Many steps have been taken in the Western New York Southtowns Scenic Byway to preserve and protect the region's historical, natural and agricultural resources.

Billboards

Certain types of signage along the byway are integral to the safety and enjoyment of the byway experience. For example, traffic signs, directional signs, and on-site signage are obviously necessary and will rarely detract from the byway's overall scenic quality. On the other hand, types of signage such as billboards harm the scenic quality of the byway. Billboards can obstruct views of the byway's natural features and detract from the beauty of the landscape. Section XII in the Corridor Management Plan outlines both positive and negative forms of signage and recommends future policy.

The Western New York Southtowns Scenic Byway Nomination Study

Volume Two: *Corridor Management Plan*



August 1, 2007

The Western New York Southtowns Scenic Byway

Volume Two: Corridor Management Plan



Section VI. Needs Assessment

Prepared by:

UB The Urban Design Project
University at Buffalo The State University of New York

This page intentionally left blank

A. Introduction

This section provides an overview of the critical needs in the byway area related to improving transportation, preserving and interpreting intrinsic values, marketing the region, and managing the byway program. Reviewing the needs of the Western New York Southtowns Scenic Byway road system and its users is important when planning a system that serves diverse interests with both converging and potentially conflicting needs.

B. Assessment of Functional Needs

Users of the WNY Southtowns Scenic Byway include residents, commuters, commercial truck drivers, bikers, hikers, and tourists. In the rural areas, they include farmers and visitors to one of the byway's many recreational facilities. In the villages, they include many pedestrians, including schoolchildren, shoppers, and workers. The needs of each group should be balanced and integrated to ensure that each roadway is multi-functional. Conflicts that currently exist between groups, as well as conflicts that could potentially develop, should be mitigated. The assessment below, which highlights the needs that are not fully met by the current roadway system, is grouped into three categories; mobility and accessibility, amenities and services, and safety enhancements. Examples of the prototypical needs of these groups are briefly outlined in Table V-1 on the following page.

Mobility and Accessibility

Knowing where you are going and how to get there is the first step in being able and access the scenic byway. Mobility and access are important needs for all user groups. The following are needs throughout the byway:

- Directional signage. A coherent and consistent system of highway signage is needed to give the byway an identity to the traveler. Signage to amenities and services which support and enhance the byway experience (as listed on the next page) will be necessary. Signage should also direct travelers to historic districts, properties, and museums as well as parks, recreational sites, and natural areas in each town and village. In addition, existing "gateway" signage should be expanded and improved at roadway entrances to villages, hamlets, and towns.
- Proper traffic signalization. Improvements to signalization at key intersections will ensuring a positive and safe driving experience, and will protect those sharing the road with automobiles.
- Bicycle lanes and routes. Safe, well maintained, and easily identifiable bike lanes and a cohesive system of routes within the byway are needed. Such a system should promote connectivity between bicycle touring routes, community facilities, and visitor destination to reinforce bicycling as a recreational feature of the Southtowns Scenic Byway.

WNY Southtowns Scenic Byway Nomination Study

Amenities and Services

Providing services to enhance the visitor experience is imperative to developing the Southtowns as a tourist destination. Some services may include:

- Visitor information. The villages are full service commercial centers that have the facilities to provide information. However, existing tourist information centers are hard to find and have limited business hours.
- Lodging. In East Aurora, visitors have the choice of staying at the historic Roycroft Inn, the new Hampton Inn, or a number of charming bed and breakfasts in the village center. Lodging in the byway area in the other municipalities is much more limited.
- Rest rooms. There are no public rest areas in the byway area.
- Tours. There are limited package tours available in the East Aurora area. No package tours are available to the other communities or to the WNY Southtowns Scenic Byway area as a combined destination. There are no designated tour bus drops off or parking locations.

Safety Enhancements

Coordinating the various user groups on the roadway in a safe manner requires the institutions of safety improvements to the corridors. Some of the safety enhancements that will be necessary include:

- Shoulders. To enhance safety, particularly for bicyclists, paved roadway shoulders that are now missing or poorly maintained should be improved.
- Turnouts. Turnouts and off-road parking areas are important at locations that contain scenic views or vistas. There are presently no such facilities along the byway.
- Warning signs. Roadways crisscrossed by hikers (i.e., NYS 277 near Chestnut Ridge Park) or containing active farms (especially on Route 240 in the Town of Concord) result in conflicts between pedestrians/farm vehicles and high speed cars and trucks. Farm vehicle use is found in the byway's more rural areas, particularly in Boston, Colden, and Concord.
- Sidewalks. Village and hamlet centers host and provide services to visitors on foot. Hamlet and village areas lacking sidewalks should consider adding them to enhance visitor safety and mobility. When possible, buffer areas between the sidewalk and street should be provided to protect pedestrians., particularly along high speed and high volume segments.

VI. Needs Assessment

Figure 6 Needs Assessment by User Group							
Need	Residents	Commuters	Regional Visitors	Tourists	Truck Drivers	Pedestrians	Cyclists
ACCESSIBILITY & MOBILITY							
Directional Signage			○	○			
Traffic Signalization	○	○	○	○	○	○	○
Bicycle Lanes/ Routes	○						○
AMENITIES & SERVICES							
Visitor Center			○	○			
Maps And Brochures			○	○			
Lodging				○			
Restaurants	○	○	○	○	○	○	○
Picnic Areas	○		○	○			○
Packaged Tours			○	○			
Enhanced Streetscape	○	○	○	○		○	○
Special Events/Programs							
SAFETY ENHANCEMENTS							
Improved Shoulders	○	○	○	○	○	○	○
Turnouts And Parking Areas			○	○	○		○
Mitigate Dangerous Speeds	○	○	○	○	○	○	○
Sidewalks	○		○	○		○	

C. Assessment of Needed Roadway Improvements

Signage

An easy-to-identify and understand system of way-finding or directional signage is needed to guide people to and within the Byways to assist visitors and enhance their experience. The Western New York Southtowns Scenic Byway should provide directional signage to other regional attractions. In addition, there is a need to provide clear connections and appropriate signage between the Western New York Southtowns Scenic Byway and the Great Lakes Seaway Trail. These connections would undoubtedly boost usage of the WNY Southtowns Scenic Byway and, reciprocally, the larger statewide and national scenic byway networks.

WNY Southtowns Scenic Byway Nomination Study

US 219

Road Conditions

Major roadway rehabilitation work was completed in summer 2006 along US 219 in the byway study area.

Turnouts, Parking Areas

There are currently no turnouts or parking areas for visitors along any part of the byway road system, including US 219. Adding such amenities would promote and enhance the byway experience along the region's main traffic artery and a prime viewing location for vistas of Lake Erie, Buffalo, and the Boston Hills.

Right-of-Way and Adjoining Lands

There is a need to improve the appearance of the immediate highway right-of-way along 219 by: mitigating the restoring areas with landscape scars and areas of continued erosion where cuts in the hillsides were made to create the highway roadway; when replacing bridges over stream crossings (which currently completely block creek views).

Development patterns along adjoining lands within view of travelers along US 219 are generally compatible with scenic byway goals. A notable exception is the section of US 219 that is not a limited access highway. This section, through Springville, contains many negative visual elements and safety issues. Enhanced and targeted land use regulation

US 20A

Road Conditions

A major reconstruction project for US 20A for most of its length in the Village of East Aurora, is in the planning stages, with construction scheduled to begin in 2009. The remainder of the roadway in the byway corridor area (in Orchard Park and the Town of Aurora) is in good or better condition.

Turnouts, Parking Areas

There is a need for a turnout/parking area at the scenic spot in the Town of Aurora where Route 20A crosses the deep Cazenovia Creek gorge.

Pedestrians

The success of the WNY Southtowns Scenic Byway will bring an increase of pedestrians, tourists and window shoppers to the village centers. When designing village tours and locating information kiosks and signage, organizers should ensure that crossing locations are as safe as possible.

Biking

There is a need for bike lanes or signed bike routes throughout the byway area outside the villages. Within the villages, there is a need for "Shared Bikeway" signs in the villages (like that on Route 240 in the Village of Orchard Park). There is also a need for bike racks in the villages.

NYS Route 240

Turnouts, Parking Areas

Route 240 is one of the most scenic sections of the byway. The roadway twists and turns around the valley walls of the Cazenovia Creek and through the rural hamlets of West Falls and Colden. Pullovers should be established in these two areas. As its name suggests, West Falls is home to a cascading waterfall in the center of the community. A parking area does already exist here, yet its access and character could be greatly enhanced.

Pedestrians

A walking path alongside the Cazenovia Creek bed should be developed to provide access to its scenic, natural, archaeological, and recreational values.

Biking

"Share the roadway" signs and the improvement (widening where too narrow and where feasible of shoulders) is recommended.

NYS Route 39

Turnouts, Parking Areas

A tour bus load-unload and parking area is needed in the vicinity of the historic districts.

Pedestrians

Curb cuts and driveways should be minimized for new development or redevelopment along U.S. Route 39 in the village to reduce pedestrian-vehicle conflicts.

Bikes

As in the other villages, bike signage and storage racks are needed.

D. Assessment of Intrinsic Value Needs

Recreational

All of the parks located in the study area need to be properly maintained on an ongoing basis. In addition, the following specific needs are identified for individual resources;

Chestnut Ridge Park:

- Document and preserve its historic features, notably the 1930's architecture.
- Restore and re-open the tobogganing chutes.
- Enhance the interpretation of the park's vast resources.
- Connect the park through pedestrian and bicycle networks to other parks
- Restore the Casino.

WNY Southtowns Scenic Byway Nomination Study

Creek Access:

There is very limited public access to the beautiful creeks which traverse the byway area to allow for in the water and shoreline recreational activities such as canoeing and hiking. To this end:

- Pedestrian , cross-counry-skiing, and bike connections are needed to link recreational resources on Route 240 including Sprague Brook County Park, Kissing Bridge ski resort, and the Colden Tubing Company.
- Creek access needs to be enhanced or introduced along all navigable sections of the creeks in the byway area. Specifically, a canoe launch into the Cattaraugus Creek is an immediate need at the new Scoby Dam Park near Springville.

Pedestrian and Bicycle Systems:

- There is a need to enhance walking and biking connections throughout the byway.

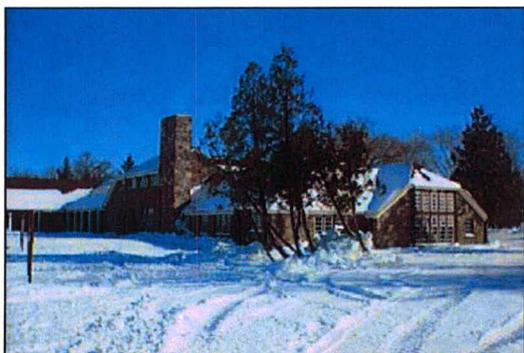
Scoby Dam Park:

- The park needs visitor amenities and interpretative resources.

Scenic

These needs relate to the Byway system as a whole;

- Many of the most scenic views of creeks, waterfalls, and gorges are obscured by vegetation most of the year. There is a need for selective pruning at key locations.
- There are only three billboards along the byway roads. These should be phased out.
- Standardized suburban development threatens rural character. There is a need to guide the design of new development to minimize their impact on the scenic landscape.
- Uncontrolled logging is threatening the scenic quality of the wooded rolling hills that characterize the area. There is a need to protect the region's wooded lands from clear cutting of timber
- Appreciation of the scenic value of the region would be greatly enhanced by providing better access to naturally beautiful areas, such as Langdon Fill, Eighteen-Mile Creek, Cazenovia Creek, Cattaraugus Creek, and the Boston Hills.



The Chestnut Ridge Casino is in need of a new roof.



The dilapidated Springville Hotel sits at the entrance to the historic Village.

The Western New York Southtowns Scenic Byway

Volume Two: Corridor Management Plan



Section VII. Public Participation

Prepared by:

UB The Urban Design Project
University at Buffalo The State University of New York

This page intentionally left blank

VII. Public Participation

A. Introduction

The public input and support plan for the Western New York Southtowns Scenic Byway is based on an ongoing, inclusive, and adaptive process to take the byway from the vision of a few to a reality for many. Moreover, the process for nominating the byway recognizes that this initiative does not exist in a vacuum. It recognizes that designation and management of the scenic byway complements, builds upon, and often serves to implement other current or recent public planning efforts. The public input and support plan represents a framework for bringing a broad cross-section of stakeholders to the table: local residents and businesses, elected officials and government agencies, visitors and tour operators, Bikers, walkers and drivers. This open and iterative process of developing the byway will lay the foundation for a community-driven initiative that is championed by a number of groups which mutually benefit from the scenic byway program.

The section below describes in detail the following steps, some overlapping, in the public input and support plan for the byway.

B. Establishment of the Steering Committee

In November 2002, led by Robert J. Lennartz of Orchard Park, a group of residents and municipal officials from the Towns of Orchard Park, Boston and Concord met with representatives of the New York State Department of Transportation (NYSDOT) to inquire about nominating the US Route 219 to the New York State Scenic Byways program. In addition, students from Erie Community College produced and presented a video that was filmed along the route, featuring scenic views. After encouraging words from the NYSDOT, the WNY Southtowns Scenic Byway Steering Committee was formed, with Lennartz serving as Chair. The group's creative initiatives have received a great amount of support from interested residents, businesses and officials of the region.

In the fall of 2004, the Urban Design Project (UDP), a center at the School of Architecture and Planning at the University at Buffalo (UB) was engaged by the Steering Committee to prepare the WNY Southtowns Scenic Byway Nomination proposal. Since this time, the Steering Committee and the UDP have been working together on the project. Initially, the prime purpose of the Steering Committee was to direct the preparation of the Nomination Study. Once the data-gathering effort was well underway, the Committee's main purpose was to encourage and facilitate public participation in the nomination process.

WNY Southtowns Scenic Byway Nomination Study

C. Community Planning Efforts Supportive of Scenic Byway Goals

It is important that the plans for the WNY Southtowns Scenic Byway work be consistent with comprehensive and master plans of the individual communities, parks and organizations. The vision of a WNY Southtowns Scenic Byway is in many ways an implementation of the overall region's long-term goals, especially in the subjects of environmental conservation, preserving heritage, and enhancing community character. Thus, the scenic byway can be used as a gathering mechanism – for the towns, villages, hamlets, parks and organizations – to ensure the success of their individual objectives.

Comprehensive Plans have been recently adopted or are under review in all the byway communities except the Town of Colden. The *Erie County Parks System Master Plan 2020* includes a number of proposals for park and trail system improvements within the designated byway area. In addition, the goals for the only other scenic byway that traverses Western New York, the Seaway Trail are included. In each of these individual plans there are overlapping themes that are supported and exemplified in the WNY Southtowns Scenic Byway Nomination Study. In addition, all these efforts involved extensive public participation. The byway project builds on and reinforces these goals.

Comprehensive Plans

The community goals and objectives of residents of the byway towns and villages, often correspond closely with those of the proposed byway project. Tables VI-1 and VII-2 below, provide examples of comprehensive plan goals by community and how they relate to the special resources that byway designation would help to identify, protect, and promote. Ultimately, the goal is to have each community adopt the WNY Southtowns Scenic Byway Nomination Study as an amendment to the comprehensive plan. This step would give favored status to byway grant applications.

<i>Table VI-1. Comprehensive Plan: Village and Town of Orchard Park</i>	
Goals	Related Byway Resources
Preserve "small town" community character	Historic, cultural, environmental, educational
Preserve open space and prime farmlands	Visual quality and rural nature of the town
Protect significant environmental resources	Greenways, watersheds and wildlife habitats
Enhance recreational opportunities	
Improve opportunities for developing new commercial enterprise	
Promote major attractions to the region	Chestnut Ridge Park, Ralph Wilson Stadium
<i>Town of Boston Comprehensive Plan</i>	
Promote economic development	Agri-business tours, appropriate commercial development in hamlets

VII. Public Participation

Goals	Related Byway Resources
Preserve prime and active farmland	
Advocate the environmental protection and enhancement of the Zoar Valley	
Develop the tourism potential of recreational and historic resources	Promote Scoby Dam Park, improve access to Cattaraugus Creek for fishing and recreation
Preserve and enhance Fiddler's Green as a historic green space	

Erie County Parks System Master Plan

The Erie County Departments of Parks, Recreation & Forestry and Environment & Planning, have given specific recommendations for renewal to a number of Erie County parks – four of which are located within the WNY Southtowns Scenic Byway region. The following recommendations from the *Erie County Parks System Master Plan 2020* that correspond with the recommendations and objectives of the WNY Southtowns Scenic Byway project.

Erie County Parks System Master Plan Recommendations:

Chestnut Ridge Park

- Preserve and enhance original Heritage Areas and restore historic structures
- Promote seasonal use and cultural enjoyment
- Promote awareness of the unique park features
- Establish a not-for-profit park conservancy

Sprague Brook Park

- Promote and enhance the various nature trail systems
- Establish a more dominant gateway on the Route 240 entrance
- Enhance creek viewing opportunities

Boston Forest Park

- Develop a small informal parking area as an appropriate trailhead (rest area)
- Establish a multi-use trail network

Scoby Dam Park

- Promote the heritage aspects of the park (historic dam and hydroelectric building)
- Promote the linear strip of land along the Cattaraugus Creek as a prime fishing destination
- Establish a seasonal canoe launch ramp

Trail Linkages/Rails to Trails:

The Erie County Parks System Master Plan includes a section on the proposed trail linkages between the different parks, some of which are located within the WNY Southtowns Scenic Byway region. For example, a rails to trails initiative for the unused Buffalo & Pittsburgh Railroad line which runs parallel to Route 240, connecting Sprague Brook Park and the center of Colden.

WNY Southtowns Scenic Byway Nomination Study

D. Coordination with Other Scenic Byways

The Seaway Trail

The basic theme of the Great Lakes Seaway Trail is closely related to that of the WNY Southtowns Scenic Byway. For this reason, as well as its proximity, the Seaway Trail should be seen as a neighboring component of a greater regional network. A beneficial relationship should be formed between the two scenic byways in order to promote and incorporate each other's unique byway experiences.

Goals of the Great Lakes Seaway Trail:

- Pursue an increased growth of the tourism industry throughout the region.
- Protect and enhance the scenic, natural and cultural resources of the region.
- Develop the region as a high quality recreation and vacation spot

E. Public Outreach Efforts

Interviews

The goals of the WNY Southtowns Scenic Byway Steering Committee include creating a network of public and private organizations that are interested in the creation of a scenic byway. A series of interviews should be conducted with key groups of the region – such as chambers of commerce and historical societies –in order to establish their roles in the byway plan and nomination process. Some of these groups are:

- The Greater East Aurora Chamber of Commerce
- The Toy Town Museum
- The Millard Fillmore House
- The Elbert Hubbard Museum
- The Orchard Park Chamber of Commerce
- The Orchard Park Historical Society
- Orchard Park Economic Development Committee
- Peddler's Museum
- WNY Historic Rails Society
- Springville Area Chamber of Commerce
- Warner Historical Museum
- Boston Historical Society

Byway Web Site

Establishing a quality website is a very effective tool for broadcasting byway information to the general public. An effective website not only provides the viewer with the appropriate information, but intrigues him/her to partake in the byway experience. A WNY Southtowns Scenic Byway website, designed by staff at the Urban Design Project of the University at Buffalo offers basic information, pictures, a schedule of events, maps, an updated news page, a public involvement survey, as well as a number of other interesting features.

VII. Public Participation

Special Events

There are a number of public events that can be organized in order to promote the WNY Southtowns Scenic Byway initiative. These should correspond with the byway uses in order to give a better understanding of the project's overall theme. For example, the Steering Committee should have a major presence at the Quaker Days Festival in Orchard Park. Many of those who attend this type of community festival would most likely be interested in the WNY Southtowns Scenic Byway. By not only adhering to preexisting events, but creating new ones (i.e. festivals, concerts, bicycle race or bike-a-thon, walk-a-thon, historic tours) that are byway specific, the committee can promote and introduce the new byway experience.

Newsletters and Mailings

The dissemination of information to the communities involved in the WNY Southtowns Scenic Byway is important in keeping them refreshed and informed. Creating a mailing list for the distribution of promotional materials and establishing a byway press-column in some of the local papers are both effective measures for this task.

Fundraising

While the scenic byway program would be administered by the state government, there is a need for other public and private financial support. A comprehensive fundraising campaign should be developed and followed that targets corporate and foundations sources, major individual donors, and government sources. Both capital and operating support should be sought. In-kind sources of support (e.g., local department of public works assistance for corridor-related projects) should not be overlooked.

Contributions from smaller donors (members) should also be sought to build grassroots support and commitment. The key here is to organize creative and attractive ways of fundraising that simultaneously promote the WNY Southtowns Scenic Byway ("friend raisers"). For example, walk-a-thons or bike-a-thons could showcase the project while raising funds and enhancing community character.

Project Headquarters

A headquarters for the WNY Southtowns Scenic Byway nomination project would give the project a tangible physical presence on the byway itself. The goal here is to acquire a street level, publicly accessible headquarters in one of the involved village centers. The building would serve as Steering Committee offices and volunteer headquarters, as well as a center for visitor information and public input.

Meetings

An important aspect of any public project is conducting open-forum meetings and educational workshops for the involved citizens. The public should remain informed of these events through print and electronic media, such as the Southtowns Citizen newspaper. It is crucial that community and business leaders of the region are involved in these proceedings. An effective way of attracting folks to the scheduled meetings is by inviting special guests, heads of public departments or established organizations to present their own experiences or specialized knowledge in the subject of corridor management.

The Western New York Southtowns Scenic Byway

Volume Two: Corridor Management Plan



Section VIII. Tourism Development Plan

Prepared by:

This page intentionally left blank.

VIII. Tourism Development Plan

A. Introduction

An important goal of the Western New York Southtowns Scenic Byway initiative is to promote a healthy regional economy through the advent of tourism. The implementation of this objective can be achieved by protecting and interpreting the byway's resources, identifying the needs for promotional activities, creating links among various regional attractions and recognizing potential audiences. The following will provide suggestions and techniques for tourism development in the proposed corridor of southern Erie County. In addition, we will suggest an overall theme that promotes and reflects the byway's rich and fascinating story.

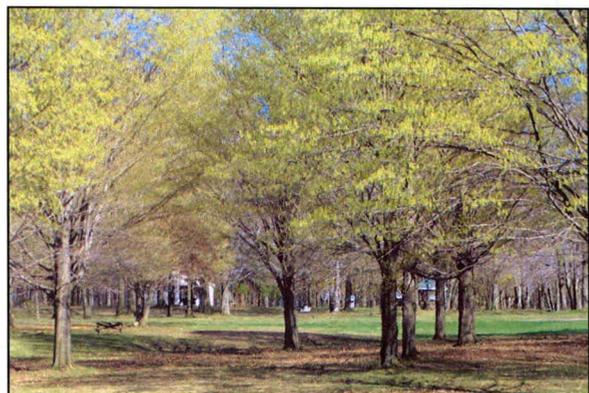
B. Protecting, Interpreting and Promoting

The extensive cultural, historic, recreational, scenic, and natural resources of the byway, documented in Volume Two "Resource Inventory," are all capable of attracting diverse audiences with a variety of interests. Therefore, it is of great importance that we protect all our interests and properly interpret their value. Features that attract the greatest amount of interest are those that can be used as the "anchors" of a regional tourism; therefore, it is those attractions which could be the most utilized and interpreted by the byway's participants. The successful promotion of these popular features will also bring to light those which have been less publicized. For the purpose of establishing a tourism development plan, we will analyze those resources of the WNY Southtowns Scenic Byway with the greatest potential for attracting tourism.

Tourism Resources in the Town and Village of Orchard Park

Chestnut Ridge Park

A number of features that could be better utilized and promoted to attract tourism are located within Chestnut Ridge Park in the Town of Orchard Park. These include the toboggan slides, the Eternal Flame waterfall, the historic WPA era architecture, the distant view of Buffalo's skyline and the disc-golf course. When interpreting and combining these features, the overall potential of the park for attracting tourism becomes obvious. It could be marketed as one of the recreational hubs of the scenic byway and included in tour packages, brochures or any other forms of promotional materials. In addition, the park's many amenities could be enhanced by the formation of a not-for-profit park conservancy.



Chestnut Ridge Park in Bloom (The picnic grounds of the park provide beautiful displays of the local seasonal flora to its many visitors)

WNY Southtowns Scenic Byway Nomination Study

The Toboggan Slides

These unique structures provide a fun and family oriented winter activity. They have also brought about safety concerns in past years. It is important that the slides are made safe and kept well maintained by the Erie County Parks Department in order to accommodate and attract seasonal tourists.



A Regional Favorite (The toboggan chutes of Chestnut Ridge have hosted family outings and field trips over the decades)



The Eternal Flame Falls

Eternal Flame Waterfall

The name itself sparks mental pictures of a wonderful natural phenomenon. The image of the falls could be greatly publicized in order to entice visitors to its mysterious presence. It is an identifying character of the park; therefore, it is important that trails to the falls are marked with directional signage, and that it is safely accessible to visitors.

WPA Era Architecture

The historic value of these building comes from a time when America was desperately trying to recover from the economic despair of the Great Depression. Buildings like the Chestnut Ridge casino were built as a part of the Works Progress Administration, a program of FDR's "New Deal" that was designed to spur economic activity. The rich history imbedded in the walls of the park's vernacular architecture could be expressed through sculptures and monuments that provide visitors with inspiring and educational information. These buildings are well maintained by Erie County Parks Department and should be utilized by the Town of Orchard Park for events like the annual SantaLand celebration and food bank. In addition, they could be protected and funded by being listed on a National or State Historic Register.

VIII. Tourism Development Plan



Disc Golf Course

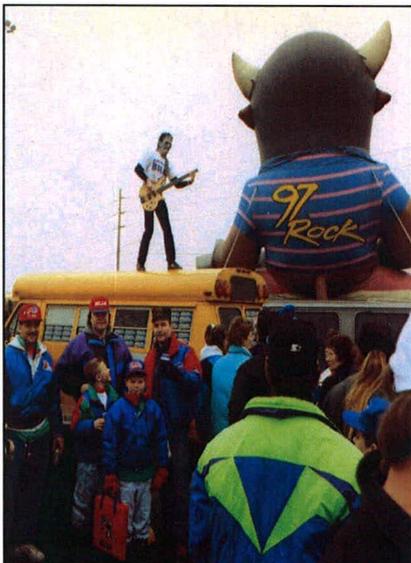
A newly emerging and unique sport that has been quickly gaining popularity throughout the nation is disc golf. The course at Chestnut Ridge Park (developed in 2001) is currently listed on the national PDGA directory as a difficult but "beautiful woods course." It holds the potential of bringing large tournament play to the park from both a regional and national group of golfers. The PDGA advertises courses and tournaments in international magazines and web pages.

Buffalo Bills Football

The four time AFC champions bring regional and national attention to the Town of Orchard Park, as well as the rest of the corridor. Some roads of the WNY Southtowns Scenic Byway are used by thousands of fans on every home game day – and Ralph Wilson Stadium is actually located on route 20A in the byway. Buffalo Bills football is a recreational quality that can be interpreted in a number of ways in relation to the WNY Southtowns Scenic Byway.



Game Day (Bills fans enjoy watching the game in the late summer sun)



Pregame (Fans tailgate with the local radio station)

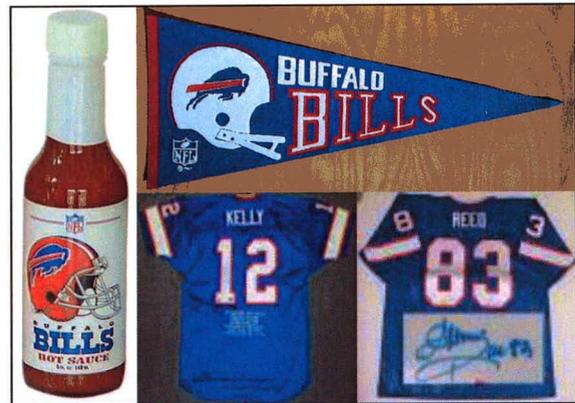
Tailgating

The tradition of Sunday afternoon tailgate parties has become a cultural phenomenon around the stadium – as well as throughout the entire region. The tailgate party should be utilized for its ability to bring about revenue to the byway while promoting a recreational theme. Game day bus parties could be included as a part of a byway tour package. In addition, bus parties between the stadium and the villages of the corridor could be organized and marketed as a safe and fun way for local fans to eat, drink and enjoy the game at a reasonable price.

WNY Southtowns Scenic Byway Nomination Study

Memorabilia Museum

The fans of the Buffalo Bills are quite possibly the most dedicated in the NFL, yet the area around Ralph Wilson Stadium only benefits from the team during a relatively short season. A "Buffalo Bills Hall of Fame" being established near the stadium would provide fans with a year round attraction. Visitors of the byway during the summer months would then be able to witness the area's pride in their world famous NFL team, as part of a byway tour package.



Go Bills! (Bills memorabilia from over the years comes in all shapes and sizes)

The 'Sunday Afternoon Widows' Tour

Touring the many sites and attractions of the scenic byway could be an ideal activity for the wife of the Buffalo Bills fan who finds herself uninterested in professional football. Along with a football package that involves tailgating, tickets to the game and a tour of the Bill's museum, a Sunday afternoon bus tour of the byway could be provided for the 'Sunday Afternoon Widows'. This would be an excellent way to attract couples that might not share the exact same recreational interests.

Orchard Park Country Club

This fabulous 18-hole course was designed by the renowned pro-golfer/course designer Walter J. Travis. Its historical significance and landscaped beauty makes it an ideal destination for connoisseurs of unique and challenging courses; it would then be wise for the club to preserve the original Walter Travis features. In regards to the Orchard Park Country Club's relationship with bringing tourism to the WNY Southtowns Scenic Byway, the value of the golf course could be interpreted in a couple different ways.



The Orchard Park Country Club Pro-Shop (The club also offers three different dining rooms, from casual to formal, which are open to the public for reservations or take-out.)

VIII. Tourism Development Plan

Professional Tournaments and Workshops

"The PGA of America is the largest working sports organization in the world, comprised of more than 28,000 dedicated men and women promoting the game of golf to everyone, everywhere." As a historically designed golf course, the Orchard Park Country Club would serve well as a home to some of the smaller and more localized PGA of America tours. Tour packages for onlookers and enthusiasts of the game should be arranged to correspond with the club's scheduling of these professional tournaments and workshops.



The Springville Country Club

A Golf Course Tour (with Springville)

Though not as historically significant as the Orchard Park Country Club, the Springville Country Club is also one of the most naturally beautiful golf courses in WNY. The two courses together provide the byway visitor with thirty-six holes of amazing golf. A tour package that supports this theme could be promoted in golf magazines and on golf web-pages.

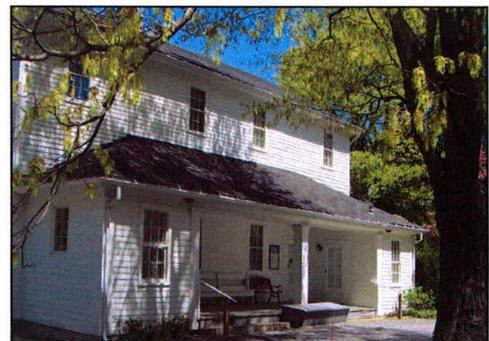
Links to Other Travis Courses

One of the main goals of the Walter J. Travis Society is to "promote competition among Travis clubs to develop a sense of camaraderie and kinship associated with the common characteristics, history, and traditions associated with Travis courses." Therefore, a good relationship could be formed between the WNY Southtowns Scenic Byway and the Walter J. Travis Society in order to promote the Orchard Park Country Club. Other Travis courses include:

- Old Country Club in Flushing, NY
- Stafford Country Club in Stafford, NY
- Grover Cleveland Municipal Course in Buffalo, NY

The Quakers

This small and humble country home was and still is the place of worship for the Quakers of Orchard Park, yet as the sign by the front door reads, "All are Welcome". It is questionable, though, whether the use of cameras might distract from the tone of services. Tours of the cemetery and meeting house would have to be authorized by the society and scheduled around times of worship.

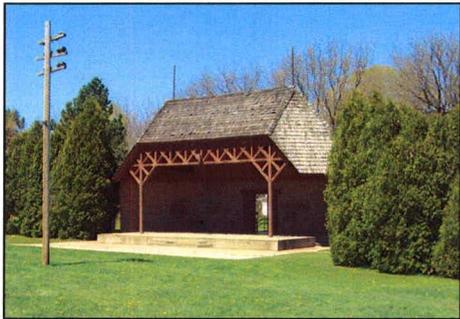


The **Quaker Meeting House** has become a symbol of the town's heritage.

WNY Southtowns Scenic Byway Nomination Study

Other Quaker Sites

The Town of Orchard Park, with its many historical buildings and seasonal traditions, is characterized by the strong presence of Quaker influence. There are a number of beautifully constructed homesteads, such as the Freeman and the Baker, as well as public meeting grounds, such as the Quaker Arts Pavilion, which illustrate the fine craftsmanship and strong sense of community that the Quakers exemplify. The WNY Southtowns Scenic Byway could include the Quakers in a tour package that gives visitors a taste of the cultural, historic and artistic significance of this humble group of worshippers.



The Quaker Arts Pavilion (A community based, educational performance arena)



The Annual Quaker Arts Pavilion (hosted by the streets of Orchard Park)

Tourism Resources in the Town of Aurora (East Aurora)

The Roycroft Campus

The Elbert Hubbard Roycroft Campus is a National Historic Landmark located along South Grove Street in the Village of East Aurora. This complex of buildings was founded by Elbert Hubbard as a center for the Arts and Crafts Movement at the end of the 19th century. The campus employed skilled artisans of many different crafts – including bookbinding and furniture design. It also became a gathering place for notable artists, philosophers and authors.

It is currently being protected and maintained by the Roycroft Campus Corporation (founded in 1988 by Burt Flickinger Jr.). "The RCC seeks to preserve and promote the ideals, traditions, architectural legacy and business skills of Elbert Hubbard and the Roycroffers through the acquisition and restoration of the Roycroft Campus buildings and grounds, in a manner consistent with their National Historic Landmark status. RCC will manage a financially sustainable, not-for-profit organization to foster educational programs, encourage and support artisans, develop a compelling tourism plan, and provide economic benefits to the community."

VIII. Tourism Development Plan

The Roycroft Inn

In 1995, the Roycroft Inn was fully restored and reopened by the group. While some of the other buildings are still being occupied by craftspeople, the campus, as a whole, remains underutilized. The historical and cultural value of the Roycroft Campus is a tourism magnet to a wide range of audiences. The visitor experience could be greatly enhanced by establishing ties between the Southtowns Scenic Byway and the Roycroft Campus Corporation.



Lunch at the **Roycroft Inn** (Visitors can dine on the breezeway of the Inn)



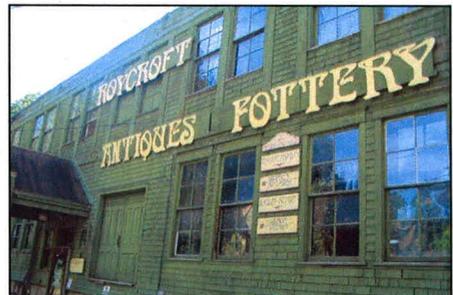
Aurora Town Hall (Local government also utilizes the adjoining campus)

A Working Relationship with the RCC

The intrinsic quality of the campus has been stated and restated. As the RCC has put forth, there needs to be "a compelling tourism plan" that benefits campus preservation, as well as the local business economy. It is imperative to the future of the Roycroft Campus that it is recognized for its cultural significance by a sufficient body of supporters. As the WNY Southtowns Scenic Byway includes the campus as an important component of its regional corridor plan, the RCC focuses its efforts directly on the campus grounds. A mutually beneficial relationship could be formed between these two groups through their cooperative support of one another.

The Roycroft Tour Package

The designation of the WNY Southtowns Scenic Byway will bring about new opportunities in tourism for the Roycroft Campus. A Roycroft tour/vacation package that allows the byway visitor a unique, historical and educational experience should be scheduled around the RCC supported workshops and open-houses. The tour should also include other historical and cultural attractions in the designated corridor. This vacation package could be marketed in popular architectural or arts and crafts magazines.

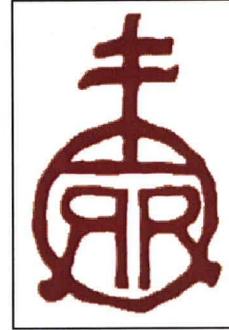


Arts and Crafts (The Roycroft Campus accommodates many interests)

WNY Southtowns Scenic Byway Nomination Study

Other regional links to Elbert Hubbard and the campus include:

- The Hubbard Museum
- The Roycroft Bungalows
- The Roycroft Pavilion in Hamlin Park
- The Darwin Martin House in Buffalo
- The Graycliff Estates



The Roycroft Symbol



The Fisher Price Fountain (helping to make childhood special for generations of kids)

Fisher Price Toys

The toy manufacturing company was founded in 1930 in the Village of East Aurora and has remained a defining character of the community. The company name is one of the most internationally well-known in toy design and production. Located on Girard Avenue within the village limits, the company headquarters is accompanied by the ToyTown USA Museum which is operated by a local community foundation. Another non-profit group that has based itself around the utilization of this popular local resource is Explore and More: a children's museum on Glead Avenue that is designed to spark "curiosity and imagination" in its young visitors. The Explore and More project has been funded in part by the Institute of Museum and Library Services and the New York State Council for the Arts.

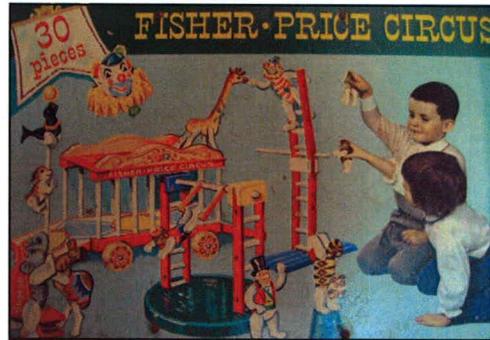
Fun for All Ages

The Fisher Price Toy company is unique to the WNY Southtowns Scenic Byway in that it attracts a specific audience: children. If the Scenic Byway is to bring family tourism into the corridor, it must promote activities that will hold the attention of children. The ToyTown USA Museum and the Explore and More Museum are very capable of achieving this task. Tours of the Fisher Price campus (not currently available) and its accompanying museums and workshops could be offered in one of the family based byway vacation packages.

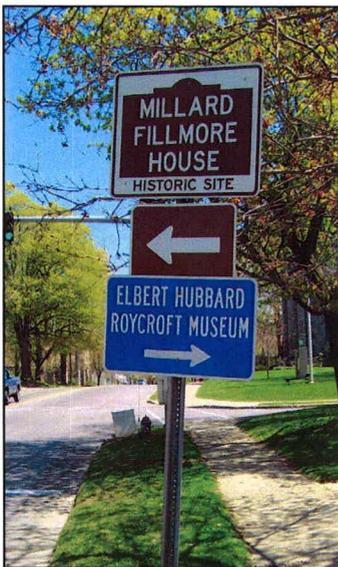
VIII. Tourism Development Plan

Toy Collectors

The hobby of collecting toys is popular among many adults who seek the nostalgia of these vintage childhood relics. There are a number of websites, conventions and publications dedicated to this pastime. The Fisher Price headquarters and its museums are ideal locations for toy collectors to meet and visit, and the WNY Southtowns Scenic Byway could easily promote such events.



The Fisher Price Circus (A popular toy set of the 1960's)



Historic Signage (This directional sign is on Route 20A in East Aurora)

The Millard Fillmore House

located at 24 Shearer Avenue, just north of route 20A, The country manor of the 13th president of the United States is listed on the National Register of Historic Places and has been converted into a museum. The remains of Millard Fillmore are buried in the relatively nearby Forest Lawn Cemetery in the City of Buffalo. The historical value of the byway could be enhanced by linking these significant places associated with the president, and promoting a theme that identifies Fillmore's fondness for the region and his local contributions to the field of medicine. In addition, Millard Fillmore is lampooned as being one of the least known and least popular presidents. This humorous anecdote could be used to promote the house. For example, the 'Who is Millard Fillmore Tour?'

Tourism Resources in the Town of Boston

Hunting in the Boston Forest

Located off the Rice Rd. exit of the U.S.219, the Boston Forest sits on the western edge of the corridor and is adjacent to the Boston Valley Conservation Club. The club offers members use of the indoor gun range and outdoor hunting and skeet shooting. The forest is currently restricted for recreational use; therefore, any activities that were designated to the forest must work within the balance of the local ecosystem. For example, a commercial hunting lodge would support tourism while maintaining a good environmental relationship.

WNY Southtowns Scenic Byway Nomination Study

The whitetail deer populations in the rural and forested areas of Southern Erie County are immense. In addition, the successful return of the North American Wild Turkey to the region has brought the bird to sustainable levels for hunting, especially within heavily wooded locations. Another game animal that can be easily introduced into a localized WNY forest is the pheasant. Of course, it is extremely important that these game populations are well regulated and maintained by the Department of Conservation. There would have to be strict game warden enforcement of hunting safety standards. There is also the possible consideration of designating the land as archery only.

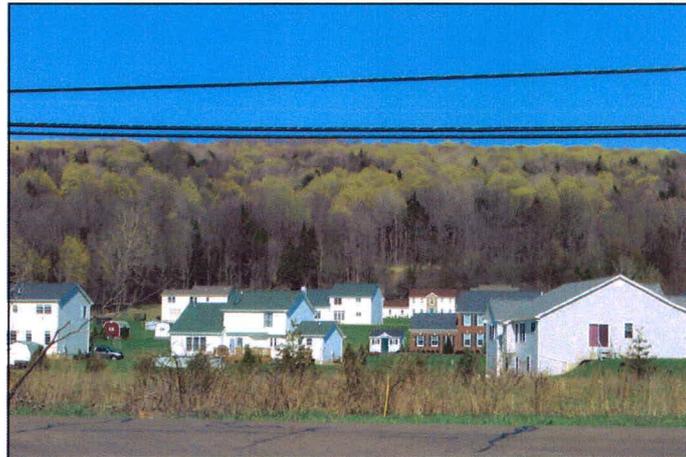
The Town of Boston, working with the NYSDEC and the WNY Southtowns Scenic Byway, could profit from supplying visitors with a first-class, guided hunting experience in the Boston Forest. For a reasonable price (i.e. lodging fees, grounds fees, parking fees, hunting supply sales and game meat processing) sportsmen can enjoy the natural beauty of the area and be practically guaranteed great hunting. This attraction could also be linked with the many opportunities for fishing throughout the byway.

Agricultural Business

The Town of Boston, like much of the scenic byway, holds many acres of rich agricultural soils. Small local farms, such as the Red Barrel Cider Mill, produce relatively small annual yields. Subsequently, they rely heavily on self-run roadside fruit and vegetable stands. These enterprises are important to the byway's rural character and should be identified on a byway map and included in a tour package that promotes healthy living, open country air and fresh inexpensive produce. In addition, tours of livestock and dairy farms could be made available for visitors who are interested in these agricultural activities.



The Red Barrel Cider Mill
(Located on Boston State Road, this sweet cider mill adheres to the areas rural character.)



Suburban Sprawl (Subdivisions have been emerging throughout the Town of Boston, threatening its scenic, rustic and agricultural quality.)

VIII. Tourism Development Plan



Landon Brook in Boston



The Entrance to a Long Tunnel
With Swimming Hole Beneath



Walking Up the Landon Brook Fill



Snowmobiles and Power Lines
Run Along the Ridge



View From Atop the Landon Fill

The Landon Brook Railroad Fill

One of the unique features of the Town of Boston is the Landon Brook railroad fill. It is a great example of the way early railroad engineering overcame natural obstacles when traversing the area's diverse landscape. A long tunnel is created by a concrete conduit, allowing the Landon Brook to flow beneath an immense earthen landfill (the largest in Erie County). At the base of the fill is a small swimming hole, a few feet deep, where the water of the brook pools beneath the end of the tunnel, as well as a grassy clearing that could be utilized as a picnic grounds. The fill itself is covered in an assortment of large hardwood and deciduous trees amongst moss-covered paths that have been maintained by the Western New York Snowmobile Club of Boston. Atop the fill runs a wide ridge with a snowmobile path that is edged with heavy brush. The tracks of the old Buffalo and Susquehanna Railroad's "scenic route" have been removed; it is now used as a pathway for hanging power lines and buried fiber optics.

The Landon Brook fill could be easily converted into a year-round, multi-use recreational ground in the Town of Boston. Activities could include hiking, swimming, picnicking, snowshoeing and snowmobiling. Improvements could involve constructing a pavilion, enhancing tunnel aesthetics, deepening the swim hole, protecting water quality, displaying a trails map and presenting better signage that illustrates the historical value of the location. Its water features, its historical value and its connectivity to a wide network of multi-use trails could be marketed to a number of byway visitors. The Landon Brook fill could also be linked by trail with the Scoby Dam in Springville and promoted as a WNY Southtowns Scenic Byway recreational tour of early American ingenuity.

Tourism Resources in the Town of Colden

Downhill Skiing

The well maintained slopes that twist and turn down the western facing hills of the Cazenovia Creek valley have been providing Western New Yorkers with some of the best downhill skiing and snowboarding in the region. Kissing Bridge, Tamarack and the Buffalo Ski Club are all located on rt. 240 in the Town of Colden. In addition, the Colden Tubing Company at Kissing Bridge provides non-skiers and families the opportunity to enjoy a less difficult downhill winter activity.

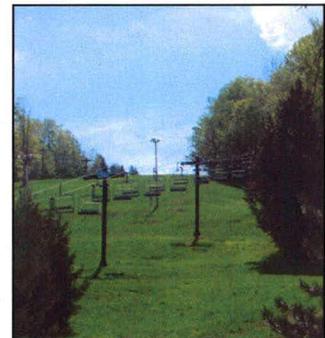
When driving down route 240 in the Town of Colden, it becomes apparent that not only ski resorts, but ski and snowboard shops are also a major part of the local business economy. There are approximately four of these shops in the corridor that rely on the seasonal traffic from Kissing Bridge, Tamarack and the Buffalo Ski Club. This section of route 240 could be marketed as a centerpiece for the WNY Southtowns Scenic Byway's winter activities. The potential of these ski resorts for attracting seasonal tourism is huge, especially when marketed together as combined features of the WNY Southtowns Scenic Byway. A cross country skiing trail could be established along the old railway that connects the slopes. Also, a link between the tobogganing slides at Chestnut Ridge Park and the Colden Tubing Co. could be created in a byway tour package that promotes wintertime family fun.



Directional Signage to KB



The Buffalo Ski Club's Youth Program



Off-Season Lifts at KB

Off Season Chairlift Rides

The chairlifts at Kissing Bridge and the Buffalo Ski Club give riders a stunning view of the regions rolling hills and naturally carved landscape. Unfortunately, this viewshed is only available during the winter months when the slopes are open and the lifts are running. Operating the chairlifts in the summer months would offer visitors a unique vantage point for viewing the local flora and fauna. The two resorts could be linked by a hike or bike ride down the unused Buffalo, Rochester and Pittsburgh railroad, or a bus ride down route 240. This activity is also one that would be attractive to children, which is important for bringing family tourism to the byway.

VIII. Tourism Development Plan



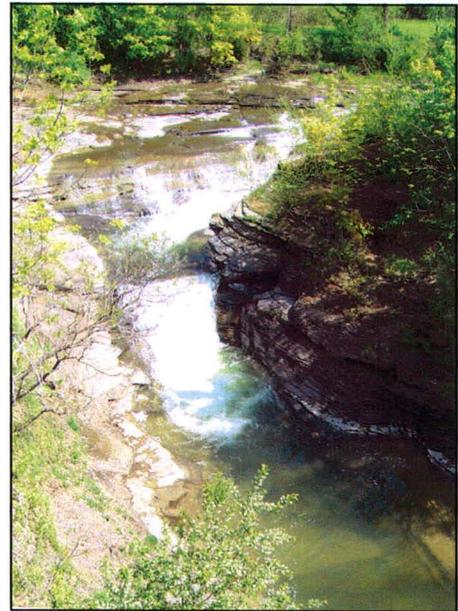
Looking Down the Cazenovia Creek (low-lying banks provide easy access for fisherman)

Cazenovia Creek Fishing

There are many locations along rt. 240 in Colden that offer fishermen easy access to the low banks of the Cazenovia Creek. Stocking the creek with a fishable species, such as brown and brook trout, would attract anglers to this main stretch of the scenic byway. Further discussion with the DEC is needed to find out more about fishing in the Cazenovia Creek. If it does become stocked, this section of the creek could be included in a byway fishing tour with the Eighteen Mile and Cattaraugus Creeks.

A Creek Walk

Designing traversable paths and footbridges along the western branch of the Cazenovia Creek, as well as enhancing and protecting the creek's access points, would bring about an increase in many types of byway visitors (i.e. hikers, anglers, birdwatchers). This would especially work well in the four mile stretch between the hamlets of Colden and West Falls, where the creek is so easily accessible by Rt. 240. The creek walk could be incorporated into the path of the nearby Buffalo, Rochester and Pittsburgh Railway. Activities, such as the Cazenovia Creek walk could be included in a byway tour package that promotes physical fitness within a naturally beautiful arena.



Roadside Waterfall (view from Veteran's Bridge in the Colden hamlet)

A Rustic Atmosphere

The hamlet of Colden is quite distinguishable from others in the corridor. It offers its visitors a uniquely rustic atmosphere with country antique stores, and a cascading roadside waterfall. The infrastructure of the hamlet is also unique in that it is almost completely composed of bridges. For example, the Colden Mill Restaurant sits at the intersection of two bridges (rt. 240 and Heath Rd.). This restaurant gives its customers a scenic view to the taste of home-style cooking. The hamlet of Colden could be linked with the other hamlets of rt. 240 (i.e. West Falls and Glenwood) in a tour package of the byway's 'hidden away' rustic hamlets, country stores and restaurants.

WNY Southtowns Scenic Byway Nomination Study



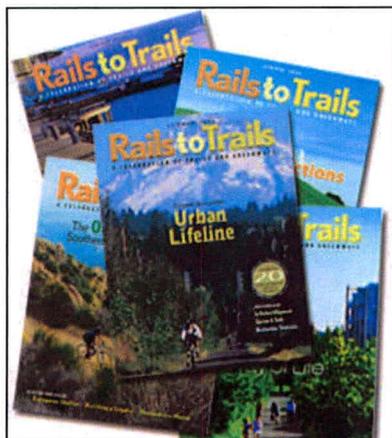
Walking Dogs on the BRP Tracks



Route 240 Exempt RR Crossing



The Pizza Glenn on BRP and 240



Rails to Trails Quarterly Magazine

The BRP Rails to Trails

The hamlets of West Falls, Colden and Glenwood, which sit along Route 240, are also connected by the unused tracks of the old **Buffalo, Rochester and Pittsburgh Railroad**. This path, like that of the Buffalo and Susquehanna Railroad in Boston, provides hikers or bicyclists with a beautiful display of the area's history, scenic beauty, and biodiversity. Some local residents already utilize the railroads for walking their dogs or afternoon strolls, yet there are some sections of the path that are severely overgrown.

The existing tracks would have to be mostly removed and converted into a pathway made of easily traversable material (i.e. stone, brick or pavement). Sections of the path which run directly adjacent to Route 240 should be buffered from traffic using barriers that adhere to the area's rural character. Signage is needed at locations where the pathway crosses Route 240 to alert pedestrians, cyclists, and drivers of each others' presence. There are also a number of small bridges on the railroad where railings would be needed. Many portions of the old railroad run across private land which residents or businesses have adopted into the landscape of their property. These citizens could work with the initiative to enhance their section of the railroad to provide visitors with a more scenic and hospitable experience. Events such as rails to trails garden walks and contests could create a greater regional sense of community while promoting the use of the old path of the Buffalo, Rochester and Pittsburgh Railroad.

Funding for establishing and maintaining a rails to trails project can be obtained through a number of available federal and state greenway initiative grants. A large number of rails-to-trails initiatives have been successfully implemented within abandoned railroad rights-of-way in New York State, as well as all over the country. Rails-to-trails projects are also promoted in many outdoor, ecotourism and environmental publications.

Tourism Resources in the Town of Concord (Springville)

Scoby Dam Park

The newest of Erie County parks, Scoby Dam Park offers visitors a portrait of the past to the backdrop of the scenic Cattaraugus Creek valley. The park is accessible by Scoby Hill Road, which extends west off the U.S. 219 and winds down the steep banks of the Cattaraugus Creek, giving drivers an open view of the valley. There is limited parking available at the roads dead end, and there are only three picnic tables, yet the intrinsic qualities of the grounds hold the potential for creating a first-class park. The park could be marketed as a destination for picnicking, hiking, canoeing and rafting, fishing, swimming and exploring early American engineering.



The Entrance of Scoby Dam Park

The Scoby Dam Park could be linked with other parks, forested areas, fishing locations and local engineering marvels. It is an ideal place for photography and offers diverse scenery, depending on the season and the swell of the creek. It is also ideal for fishing, due to the nearby stocking point with the dam blocking further upstream migration of steelhead and salmon during the autumn and spring seasons. Schools of these large and edible fish gather together in the pools and rapids below the Scoby Dam, making the probability excellent for reeling in a big one.

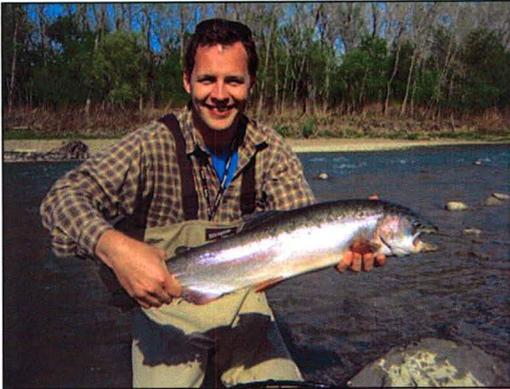


Below Scoby Dam



Above Scoby Dam

WNY Southtowns Scenic Byway Nomination Study



Fly Fisherman With an Average Sized Spring Steelhead Trout on the Cattaraugus

There are currently a couple of small fishing guide outfits, such as the Cattaraugus Creek Outfitters, that provide anglers with creek-side lodging and guided tours of the best steelhead and salmon fishing spots on the Cattaraugus and Eighteen Mile Creeks, as well as some other creeks outside the byway. These guides could be integrated into a network of regional fishing spots that promotes the great fishing that is available throughout Western New York, including within the Southtowns Scenic Byway and especially in Scoby Dam Park. With the help of local professional anglers, these links between Scoby Dam and the many other regional fishing hot-spots should be established.

Agri-tourism

Traveling south on route 240 in the Town of Concord, large farms line the road and offer an open panorama of green fields outlined by forest walls, old barns and shiny greenhouses, John Deere tractors and horse drawn plows. These lands have been turned and harvested since the first settlers came to Concord.

It is important that the practice of good farming is upheld by future generations. Small children, especially, are often thoroughly intrigued by farm animals and tractors. A program that provides school-children with tours of these agricultural complexes could be organized between regional schools, local farmers and the WNY Southtowns Scenic Byway.

A byway tour package could also be established that links all the farms and greenhouses of the byway. A bus tour that promotes the importance and scenic beauty of the Southtowns agricultural resources would be attractive to a wide range of visitors.

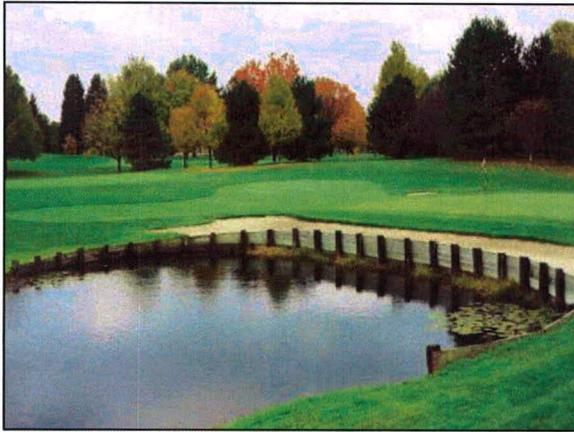


A Newly Planted Cornfield on Route 391 in the Town of Concord



Selling Halloween Pumpkins at Wendell's Farm on Route 240 in the Town of Concord

VIII. Tourism Development Plan



Overlooking the Sixth Green at Springville CC

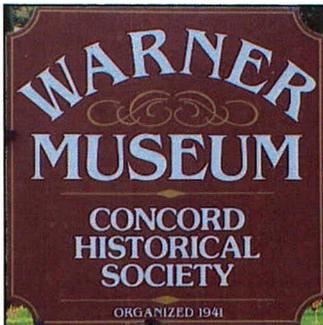
The Springville Country Club

As stated earlier, there are a number of superb golf courses along the byway. Springville Country Club and the Orchard Park Country Club are considered the best, and these courses could be paired to provide byway visitors with 36 holes of great golf. Tournaments, sponsored by the WNY Southtowns Scenic Byway, could bring in a number of dedicated amateurs who could spend the weekend between these two well groomed courses. Also, professional tournaments and workshops by the PDGA of America could be offered to golf students and spectators in a scheduled byway tour package.

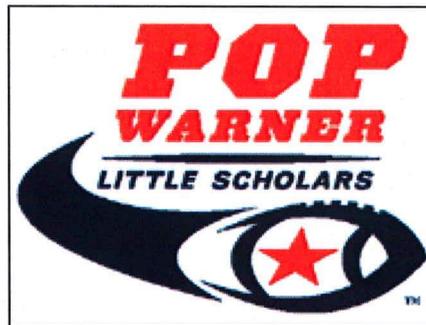
Pop Warner

Fans of college football know the name Glen 'Pop' Warner as one of the greatest coaches and innovators in the game. In addition to being the namesake of the Pop Warner Youth Football League, he is featured in the College Football Hall of Fame and is the pride of many Springville sports fans. The Pop Warner Museum is located on Rt. 240 near Genesee Rd. and is full of memorabilia celebrating the great coach. The museum is also home to the Town of Concord Historical Society. In addition, a new restaurant, called Pop's Sports Bar and Grill, is located where the BRP railroad meets Route 39. It is a very clean, modern and well designed establishment whose menu includes many regional favorites, such as chicken wings and beef on weck.

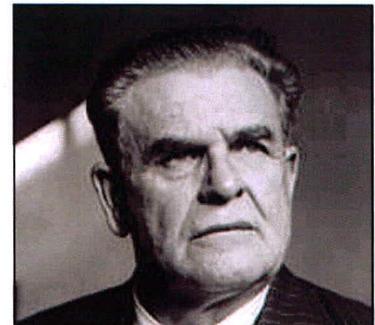
Both the Pop Warner museum and the restaurant illustrate the regions view of football as an important American pastime. Though there is currently no Buffalo Bills museum that could be linked with the Pop Warner museum, the prospect of this happening is probable. Other links to the Warner museum and restaurant could be included in the football tour package that was discussed earlier in the Town of Orchard Park.



The Warner Museum on Main Street in Springville



Pop Warner Youth Football has made the coach a household name



Warner as coach at the University of Pittsburgh

WNY Southtowns Scenic Byway Nomination Study

C. Linking Regional Attractions

The WNY Southtowns Scenic Byway includes a number of features that are capable of being linked with one another. Many of these connections have already been identified in the previous text. By creating a series of themed tour packages that combine the region's related attractions, significant features of the byway can benefit from one another, subsequently improving the tourism of the entire region. Brochures and advertisements for these tour packages could be marketed at other related attractions that are located outside the byway.

Regionally, cooperative tourism advertising will reap benefits as well. A tourism package that included tours of Zoar Valley, Scoby Dam Park and the Eternal Flame Waterfall would work well at Letchworth State Park in nearby Genesee County or on Goat Island at Niagara Falls. A winter sports tour package that included Kissing Bridge, Tamarack, the Buffalo Ski Club, and the toboggan slides of Chestnut Ridge, would reach the right audiences at nearby Holiday Valley resort in Ellicottville or Cockaigne ski slopes in Chautauqua County. Mutually beneficial relationships should be formed with these other regional attractions in order to preserve their value as a promotional resource.

Provided below are just a few examples of links among related byway attractions. Many of these areas of interest can be easily crossed or connected with one another. For example, a tourism package for sportsmen (i.e. anglers and hunters) could be linked with a package for football fans. Different types of interests can also be grouped under a specific theme; for instance, a package that promotes physical fitness could include bicycling, hiking the old railways and canoeing at Scoby Dam Park. There are many possibilities that could arise through the creative interpretation of available resources.

Sportsmen Tourism Package

Fishing in Zoar Valley
Fishing at Scoby Dam Park
Fishing in 18 Mile Creek
Fishing in Cazenovia Creek
Hunting/Lodging in Boston Forest

Sports Fan Tourism Package

Attending a Buffalo Bills Game
Bus Party Tailgating (w/local food)
Buffalo Bills Museum
Pop Warner Museum
Dinner at Pops Sports Bar and Grill

Summer Hiking Tourism Package

Chestnut Ridge Park
Knox Farm State Park
Boston Forest
The BRP Rails to Trails
The Cazenovia Creek Walk
Scoby Dam Park
Sinking Ponds Nature Preserve
Zoar Valley
Colden Lakes Resort

Byway Heritage Tourism Package

The Quaker Meeting House and Homesteads
The Roycroft Campus
The Elbert Hubbard Museum
The Patchin Church
The Millard Fillmore House
The Orchard Park Depot
The Springville Depot
The Scoby Dam and Power Plant

VIII. Tourism Development Plan

Winter Activities Tourism Package

Chestnut Ridge Toboggan Slides
Kissing Bridge Ski Slopes
Tamarack Ski Slopes
The Buffalo Ski Club
The Colden Tubing Co.
XC Skiing the BRP Railway
Shopping at Ski Shops along rt. 240
Snowmobiling in County Forests
Snowshoeing in County Forests
XC Skiing in County Forests

Agri-tourism Package

Orchard Park Farmers market
East Aurora Farmers Market
Saville Farms
Boldt's Evergreen Farm
Buckwheat's Greenhouses
Arden Organic Farm
Dweibel's Farm
Fleece Meadow Farm
Red Barrel Cider Mill
Waterman's Greenhouses
Wendel's Poultry Farm
Harvey's Farm Market
Genter Auction and Market

D. Overall Theme—Heritage to the Hills

A theme that combines the different aspects of the byway should be used to promote and identify the regions intrinsic qualities. The WNY Southtowns Scenic Byway holds a rich history within its natural landscape of rolling hills, running streams and open agricultural fields. The theme "Heritage to the Hills" paints a mental picture that is accurate to the byway experience. Signage (Section XII) that identifies the many destinations within the byway should be used in conjunction with the slogan.

The Western New York Southtowns Scenic Byway

Volume Two: Corridor Management Plan



Section IX. Roadway Improvements

Prepared by: