

Maple Traditions Scenic Byway

Corridor Management Plan

A component of the Black River Trail Scenic Byway CMP



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

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Maple Traditions Scenic Byway Corridor Management Plan

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Introduction

In April 2003, the Adirondack North Country Association (ANCA) contracted with the New York State Department of Transportation to develop a Corridor Management Plan (CMP) for the 111-mile Black River Trail Scenic Byway. The roadway was made part of the New York State Byway System in 1992. The Byway designation was assigned prior to the federal requirement that Byway routes have Corridor Management Plans in place to qualify for Scenic Byway and Enhancement funding. This CMP was prepared to specify the actions, practices and administrative strategies necessary to maintain the corridor for the future and to establish eligibility for new granting opportunities.

Created at the grassroots level, the Black River Trail Scenic Byway Corridor Management Plan (and its sub-component, the Maple Traditions Scenic Byway Corridor Management Plan) provides a blueprint of process and product to effectuate community planning, growth and development. It also showcases the various Byway communities in Lewis, Jefferson, Oneida, and St. Lawrence County. You are encouraged to read through this comprehensive planning document and reference it often to take full advantage of the benefits that accompany the prestigious Scenic Byway community label.

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

This CMP's action plan details how to promote tourism and support economic development in the cities, towns and villages along the touring route. From an economic standpoint, Scenic Byways cut through town centers bringing revenue to communities dependent on tourism dollars by encouraging visitor spending that supports business owners, attractions and event planners. Locales without dedicated tourism and/or advertising budgets will gain new visibility as the marketing recommendations are implemented. The focus for the Black River Trail Scenic Byway and Maple Traditions Scenic Byway will be on promoting outdoor recreational and natural resources along with the cultural touring opportunities put forth in the plan.

The plan also offers a foundation for partnership efforts and future cooperative initiatives in community development, drawing upon the newly-established, broad community of byway stakeholders named within. A long list of potential funding sources for proposed projects is included. Whether their focus is "Main Street" improvements, better signage, preservation of significant resources, or recreational access the plan has been designed so that communities have the option to implement their own local projects or join in regional collaborations to accomplish Byway improvements.

The plan will help Scenic Byway communities advance proposed infrastructure improvements by using their official byway designation. Towns, villages, and cities submitting Transportation Enhancement Program and other grant applications that support this CMP's goals

are more competitive. Grant project applications are considered to have greater impact based on the merit of their regional connection in serving an expanded market of byway travelers.

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

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

Maple Traditions Scenic Byway

Overview

The Maple Traditions Scenic Byway Corridor Management Plan (CMP) was prepared by the Adirondack North Country Association (ANCA) in partnership with the Tug Hill Commission as an offshoot of the corridor management planning process for the Black River Scenic Byway in response to stakeholder concerns at the grassroots level. ANCA initiated the Black River Trail Scenic Byway Corridor Management Plan, at the request of the New York State Department of Transportation, in order to create a planning document that would address the future of this existing State Scenic Byway.

The Black River Trail Scenic Byway received official designation as part of the New York State Scenic Byway System in 1992 under the leadership of Senator John B. Scheffer when the State established its State Scenic Byway Program. In 1984, a New York State Highway Law declared this touring route of scenic places would be known officially as the Black River Trail. The next section provides a detailed rationale for a route change to the existing Black River Trail Scenic Byway and for re-naming the portion of the route from Lowville to Ogdensburg as the Maple Traditions Scenic Byway.

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

The document details plans for economic development that promote tourism while preserving the Byway's natural, historical, cultural and recreational resources and maintaining the route's distinctive qualities and character. It also describes how to maintain and enhance the Byway and proposes numerous regional and local projects and actions. Recommendations for future implementation are also included.

Rationale for Creating Two Byways From One

As currently defined in its legislation, New York State's Black River Trail runs 140 miles from Rome to Ogdensburg. From Rome to Boonville the Byway follows NYS Route 46 along the remnants of the historic Black River Canal. It then runs parallel to the Black River itself along NYS Route 12 from Boonville to Lowville. In Lowville, where the Black River turns westerly toward Lake Ontario, the Black River Trail Scenic Byway continues north, following NYS Route 812 to Ogdensburg where it ends at the Ogdensburg-Prescott International Bridge to Canada.

The northern segment of the Black River Trail Scenic Byway, as currently defined, comprises more than half of the byway’s length (80 miles) and has no connection to the Black River—neither physical, recreational, nor historical. From the start of the planning process, this was a major point of discussions at all public input sessions. It has been reinforced by river community stakeholders who felt that the Black River Trail’s “story” was incomplete by leaving out the remaining length of the Black River from Lowville to Dexter. (The historical Black River Canal had run from Rome to Carthage, while communities from Lyons Falls to Dexter share an industrial heritage based in common on the power of the Black River’s flows). Stakeholder along NYS Route 812 from Lowville to Ogdensburg stated they felt no connection or identity with the Black River. In terms of marketing the byway as a tourism product, they expressed concern that the Black River theme for this northern route was inauthentic and would be confusing to travelers.

This CMP proposes to rename NYS Route 812 as the Maple Traditions Scenic Byway and has received strong support from community representatives all along the route. It is an authentic theme with which stakeholders readily identify and is reinforced by the byway’s key attributes and community assets. There are a number of “sugar bushes” (maple syrup producers) along the byway corridor; Croghan is home to the American Maple Museum; Ogdensburg is known as the “Maple City”; and the byway ends at the Ogdensburg-Prescott International Bridge to Canada—whose national flag prominently features the maple leaf. (See *Vision and Theme Statement* section for more supporting details.)

At the same time, CMP planners hope to gain legislative support for adding the remaining length of the Black River waterway (Lowville to Dexter) as part of the Black River Trail Scenic Byway to allow a more complete telling of the Black River’s story as a significant natural, economic, and recreational resource, as well as its historical role in the settlement of the region. The re-naming and re-routing would also present a more consistent and authentic image to byway travelers.

Maple Traditions Scenic Byway Vision Statement:

The proposed Maple Traditions Scenic Byway highlights the simple traditions of people living close to the land, while providing present-day folk with access to a variety of outdoor recreational activities. Beginning in Lowville, the 80 mile route takes travelers past farmlands, woodlands, the American Maple Museum in Croghan, and ends in the “Maple City” of Ogdensburg—at the foot of the Ogdensburg-Prescott International Bridge to Canada which spans the St. Lawrence Seaway.

Along the way, travelers visit family-operated sugar bush operations where maple syrup is produced using wood-stoked fires and horse-drawn wagons; observe Amish farmers working their fields; and are tempted by a variety of locally crafted, traditions-based products such as furniture, cheeses, meats, candles, baskets, and candies. An alternate loop through Canton brings travelers past the Traditional Arts in Upstate New York’s North Country Heritage Center, whose exhibits, archives, and local product gallery highlight and preserve the rich living heritage of

customs and folk arts from across the entire North Country region. The proposed Maple Traditions Scenic Byway offers numerous opportunities to enjoy the undeveloped rural landscape: including bird watching, paddling quiet waterways, hiking woodland trails, and geocaching.

Maple Traditions Theme Statement:

The Maple Traditions Scenic Byway guides travelers through peaceful rural communities where they will see people continuing the heritage and traditions of previous generations—living off the land and producing a variety of food and hand-crafted products from the resources provided by the land. The byway also provides access to a mixed landscape of woods, fields and waterways for a variety of outdoor recreation opportunities.

Theme One: Maple

- Long-time tradition of the maple syrup industry with several sugar bushes in the region.
- Lewis County and St. Lawrence County (3rd) are both among the top counties in the state for maple production.
- Maple Weekend coordinated for Jefferson, Lewis and St. Lawrence Counties.
- The byway is anchored by the Maple Ridge Wind Farm in Lowville, American Maple Museum in Croghan, and the “Maple City” of Ogdensburg to the north.
- Connects to Canada which utilizes the Maple Leaf in its flag.

Theme Two: Old Time Traditions

- Traditional Arts in Upstate New York, farm history, logging, crafts
- Basket weaving, candle making, furniture crafting, and various Amish farm practices
- Traditions-based working landscape: farming and logging

Note: Water resources along the entire Byway offering scenic natural views of the various water bodies and waterways and outdoor recreation such as bird watching, hiking, biking, Geo-

caching, paddling, fishing, kayaking, canoeing, etc. are also considered to be a significant part of the Byway experience.

The following is a list of significant contributing resources and opportunities to build on and improve local assets along the travel corridor. All entries were identified by attendees at early project meetings. The listing served as a starting part in the development of this CMP.

- Agricultural history could be a big draw for tourists
- Opportunity to unite a number of small communities and market them as a destination
- Strong history of Amish culture and goods and services offered by those communities
- Lots of maple industry and history
- Many pristine environmental areas with no roads or development including Wildlife Management Areas
- Multiple watersheds are located along the trail including the Black River, Moose River, Beaver River and Oswegatchie River watersheds
- Unique environmental areas such as gulfs, recreational trails and areas for kayaking, whitewater rafting and other location based outdoor recreation activities
- Newly constructed wind turbines are bringing lots of tourists to the area
- Established Canadian travel market
- Strong local culture in art, music, theater, etc.
- Develop a list of historic places and buildings on the National Register that are located along the Byway
- Addition of a loop or re-route to Canton via USH 11 and then up to Ogdensburg via SH 68. The village of Canton offers more cultural opportunities and there is great scenic and recreational value in the Grasse River. TAUNY's North Country Heritage Center plays a significant role in preserving and promoting the rural traditions of the Maple Traditions Scenic Byway.
- Geo-caching and Letter boxing (new tourist attractions)
- Development of a single location that is known to house materials for trail info, maps, etc. in each community along the Byway (e.g. libraries or chambers of commerce)

- Intersects the Black River Scenic Byway/Black River Blueway in Lowville, the Olympic Scenic Byway near Harrisville, and the Seaway Trail in Ogdensburg
- Mining heritage including zinc and talc

Intrinsic Qualities

During early CMP planning discussions local leaders were asked to share what they believed were the most significant natural, recreational, historic, recreational and scenic resources in their communities. The following collection of special assets became the foundation for plan development. Each entry supports the uniqueness of the Maple Traditions experience and contributes to making the entire routes a special destination.

The complete categorized inventory of corridor resources accompanies the “Byway Map” section of this plan. Detailed information on the individual resources is located in the “Signage and Interpretation” section.

- Various lakes, river, streams, ponds
 - Sylvia Lake
 - Lake Bonaparte
 - Oswegatchie River
 - Grasse River
 - St. Lawrence River
 - Beaver River
- Paddling opportunities throughout entire Byway corridor
- Buildings on the National Register of Historic Places
- Ogdensburg was the first white settlement in Northern New York
- Museums
 - Frederic Remington Museum
 - Gouverneur Museum
 - Town of Diana
 - Traditional Arts of Upstate New York (TAUNY) North Country Heritage

Center

- Silas Wright House-St. Lawrence County Historical Museum
- American Maple Museum
- Railroad Museum (Railway Society of Northern NY)
- Harrisville scenic overlook and Grandview Island Park
- Signed bike lanes along most of the byway
- Bird watching
- Horseback riding
- Hunting
- Fishing
- Cross-country skiing
- Outlet for Amish furniture and other goods
- Ogdensburg River Walk—i.e. the “Maple City Trail”
- Adirondack Trail riders ATV Park
- Lake Bonaparte Cave on state land
- Hydro-power (Ogdensburg)

- Maple Ridge Wind Farm, Lowville, is the largest wind farm east of the Mississippi (consisting of 195 wind turbines on the edge of the Tug Hill Plateau). The towering kinetic structures form a contrasting backdrop to several Amish farms located near the ridge.

Goals

A. Economic & Community Development

- **Goal #1:** Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to remain viable through expanded markets, and increased visitor/local resident spending.
- **Goal #2:** Strengthen and diversify the craft products industry by creating opportunities for local businesses and producers to remain viable through expanded markets and increased visitor/local resident spending.
- **Goal #3:** Support business activity that addresses gaps in goods or services catering to visitors.
- **Goal #4:** Revitalize and focus growth and development in central business districts through downtown “Main Street” revitalization planning and programs.

- **Goal #5:** Enhance the rural and historic character of byway communities.
- **Goal #6:** Promote tourism industry as economic stimulus.

B. Tourism Development, Marketing, & Promotion

- **Goal #1:** Develop a Byway Marketing and Interpretation Plan and work with communities on promotion and branding.
- **Goal #2:** Promote and encourage tourism commerce and communication between byway communities in order to enhance product brand image and strengthen marketing efforts.
- **Goal #3:** Provide quality visitor experiences using proven strategies to improve Byway offerings.
- **Goal #4:** Develop strategies to improve shoulder season and year-round new and repeat visitation by appealing to the market interests of a broad audience.
- **Goal #5:** Develop theme-based packages and tourism guides to promote the Byway and to encourage extended visitor stays.
- **Goal #6:** Improve the availability of basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination.
- **Goal #7:** Improve the availability of comfort facilities.

C. Recreation

- **Goal #1:** Enhance and promote existing recreational opportunities.
- **Goal #2:** Create additional recreational opportunities that extend visitor stays or encourage repeat visits to the region.

D. Signage & Interpretation

- **Goal #1:** Enhance wayfinding and strengthen byway identity through an effective directional signage program.
- **Goal # 2:** Enhance visitors' and residents' understanding and appreciation of byway resources through education and interpretation.

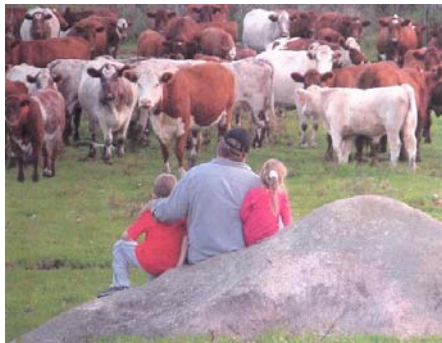
E. Transportation & Safety

- **Goal #1:** Provide for the safety of all users.

- **Goal #2:** Continue to improve Maple Traditions Scenic Byway Transportation infrastructure
- **Goal #3:** Promote and increase linkages and connections for the use of and access to multi-model forms of transportation.
- **Goal #4:** Establish and maintain communication network with ANCA, regional DOT offices, and byway stakeholders.


E. Stewardship


- **Goal#1:** Preserve historic, natural, recreational and scenic resources along the byway corridor.



- **Goal #2:** Promote public appreciation for the historic, natural, recreational, and scenic resources along the Byway corridor that, in turn, generates support for the preservation and stewardship of those resources.

13th Annual
New York Maple Weekend
March 29 & 30, 2008




 New York State Maple Producers Association, Inc.
 PO Box 210, 124 E. 4th St., Watkins Glen, NY 14891
 607.535.9790, www.nysmaple.com



The New York State Scenic Byways Program Benefits & Definitions

Benefits of Effective Byway Planning

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

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

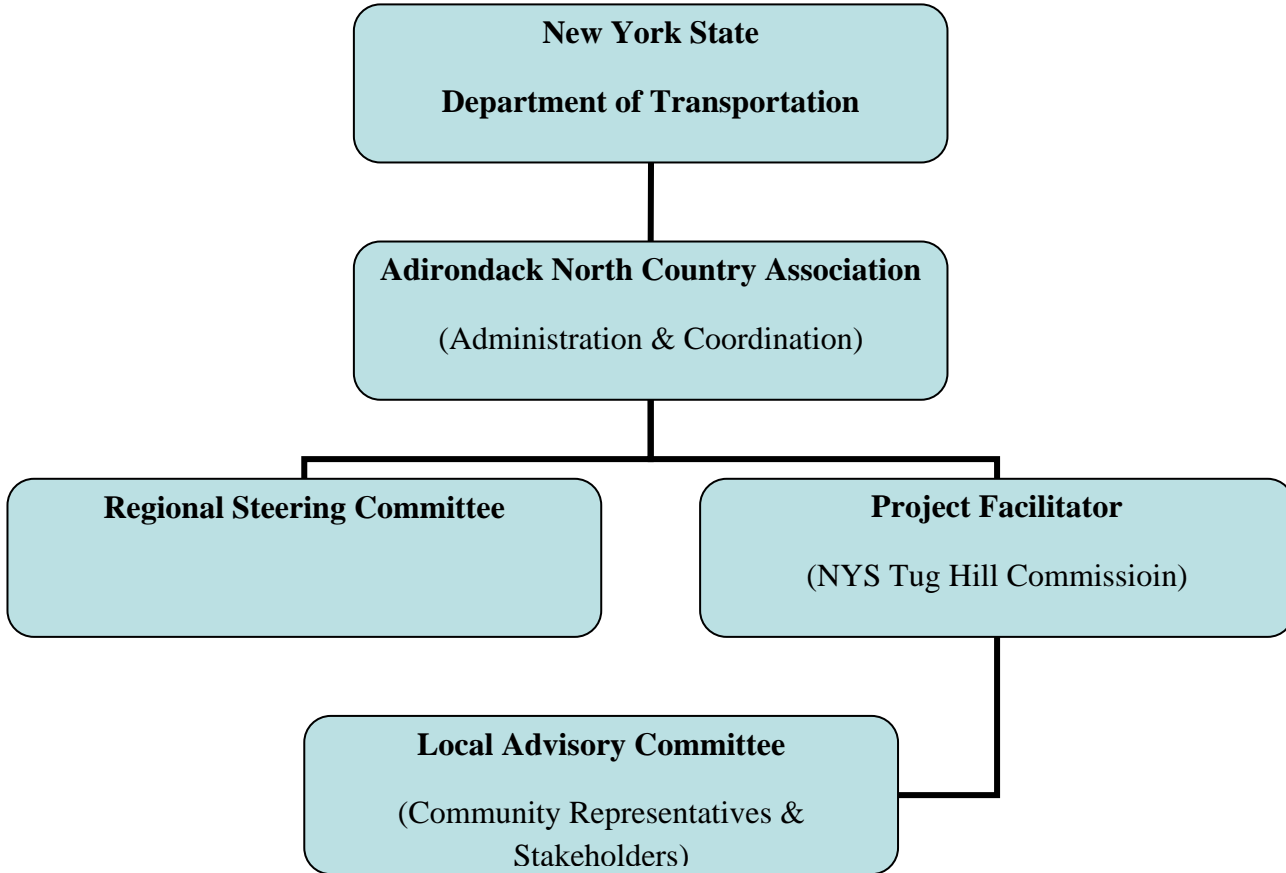
The NYS guide to Corridor Management Plans states that the program encourages both economic development and resource conservation, acknowledging that each of these aspects of a Byway must be fostered to ensure the success of the other.

Definition of a Scenic Byway

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

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

Maple Traditions Scenic Byway Corridor Management Plan:
PROJECT MANAGEMENT STRUCTURE



Black River Trail Scenic Byway & Maple Traditions Scenic Byway

Steering Committee

Gary DeYoung, Director of Tourism, Thousand Islands International Tourism Council

Phyliss Fendler, Director, Oneida County Convention & Visitors Bureau

Judith Drabicki, Regional Director, Region 6, NYS DEC

Jessica Jenack, Community Development Director, Town of LeRay

David Zembiec, Director of Community Development, NYS Tug Hill Commission

Anna Forbes, Planning and Program Management, NYS DOT

Carl Golas, Adirondack North Country Association

Emily McKenna, Community Development Specialist, NYS Tug Hill Commission

Sharon O'Brien, Adirondack North Country Association

Carol Simpson, Hudson-River Black River Regulating District

Local Advisory Committee

Attachment I of this report includes a list of over 150 organizations and individuals whom the Byway planners invited to Local Advisory Committee meetings, and who received periodic updates on the Corridor Management Plan via email (when their email addresses were available) and regular mail.

Local Advisory Committee

FirstName	LastName	Title	Organization	Address	City	State	Zip Code	WorkPhone	E-mail
			Frederick Remington Museum	303 Washington Street	Ogdensburg	NY	13669	(315)	
			Canton Chamber of Commerce	PO Box 364	Canton	NY	13617	(315)	cantoncc@northnet.org
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Carol	Alarie		City of Rome Planning Dept.	198 N. Washington Street	Rome	NY	13440	(315) 339-7645	calarie@romecitygov.com
Nancy	Alexander	RLA	NYSDOT, DQA Bureau	POD #22	Albany	NY	12232	(315)	
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Kathy	Amyot	Municipal Mngt. Consultant	Tug Hill Commission	317 Washington Street	Watertown	NY	13601	(315) 785-2380	kathy@tughill.org
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John	Boyd	Lewis County Legislator		8279 State Rte. 812	Lowville	NY	13367	(315)	
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James	Brown	Mayor	City of Rome	100 W. Court Street	Rome	NY	13440	(315) 339-7677	mayor@romecitygov.com
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Gary	DeYoung	Director	T.I. International Tourism Council	PO Box 400	Alexandria Bay	NY	13607	(315)	gary@visit1000islands.com
Bob	Diehl	Lewis County Trail Coordinator	Lewis County Dept. of Economic Dev.	Court House	Lowville	NY	13367	(315)	bdiehl@lewiscountyny.org
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Ron	Dorrity	Mayor	Village of Lyons Falls	PO Box 368	Lyons Falls	NY	13368	(315)	rmdorrity@yahoo.com
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Local Advisory Committee

Donna	Dutton	Historian	City of Watertown	245 Washington Street	Watertown	NY	13601	(315) 785-7780	ddutton@watertown-ny.gov
Michael	Kramer	Mayor	Village of Boonville	13149 Rte. 12	Boonville	NY	13309	(315) 349-2421	vboon@frontiernet.net
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Bonnie	Franz	ZBA Member	City of Ogdensburg	815 Knox Street	Ogdensburg	NY	13669	(315)	
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Sharon	Heyboer		Herkimer-Oneida Transportation Study	321 Main Street	Utica	NY	13501	(315)	
Gerald	Hoard	Historian	Village of Brownville	116 E. Main Street	Brownville	NY	13615	(315) 782-4508	
Donald	Hunt		Pratt-Northam Foundation	7686 N. State Street	Lowville	NY	13367	(315)	dhunt137@aol.com
Doug	Hunt	Mayor	Village of Turin	PO Box 226	Turin	NY	13473	(315)	
Mark	Jacobs	Planner	City of Ogdensburg	330 Ford Street	Ogdensburg	NY	13669	(315) 393-7150	mjacobs@ogdensburg.org
Dale	Jeffers	Esq	Lombardi, Reinhard, Walsh & Harrison PC	111 Winners Circle	Albany	NY	12205	(315)	DFJ@LRWHLAW.COM
Jessica	Jenack	Community Development Dir.	Town of LeRay	8650 LeRay Street	Evans Mills	NY	13637	(315)	lerayplanning@nnymail.com
Shirley	Joslin	Historian	Town of Turin	PO Box 147	Turin	NY	13473	(315) 348-8507	
Lisa	Kaiding	Grants Administrator	Village of Boonville	13149 NYS Rte. 12	Boonville	NY	13309	(315) 943-2052	vboon@frontiernet.net
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Mary	Youngs	Mayor	Village of Lowville	5402 Dayan Street	Lowville	NY	13367	(315) 376-2834	villow@nnymail.com
David	Kingsley	President	Heuvelton Historical Association	83 State Street	Heuvelton	NY	13654	(315) 344-2380	
Pam	Kostyk	Historian	Village of Dexter	PO Box 145	Dexter	NY	13634	(315) 639-6977	
Bruce	Krug			2771 West Road	Constableville	NY	13325	(315)	
Susan	LaDue			13056 Jordan Falls Road	Harrisville	NY	13648	(315)	suzjerdn@peoplepc.com
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Glenn	LaFave	Executive Director	HRBR Regulating District	145 Clinton Street	Watertown	NY	13601	(315)	braa@hrbrd.com
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Donna	Lawrence	Executive Director	Greater Gouverneur C of C	214 East Main Street	Gouverneur	NY	13642	(315) 287-0331	cmstowell@verizon.net
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William	Lutz, Sr	Supervisor	Town of Fowler	87 Little York Road	Gouverneur	NY	13642	(315)	
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Ellen	Nesbitt		St. Lawrence Co. Chamber of Commerce	101 Main Street	Canton	NY	13617	(315)	slccc@northnet.org
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David	Parrow	Supervisor	Town of Diana	PO Box 78	Harrisville	NY	13648	(315)	
Donald	Peck	Supervisor	Town of Gouverneur	1227 U.S. Hwy. 11	Gouverneur	NY	13642	(315) 287-1740	townclerk@gouverneur.ny.us
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Susan	Smith	Supervisor	Town of Pitcairn	10 Edwards Road	Harrisville	NY	13648	(315)	
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Local Advisory Committee

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David	Winters		Watertown Daily Times	PO Box 505	Ogdensburg	NY	13648	(315)	dwinters@wdt.net
Mark	Woods		NYS DOT, E.A. Bureau	POD #41	Albany	NY	12232	(315)	mwoods@dot.state.ny.us
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Maple Traditions and Black River Trail Scenic Byways

Public Participation and Outreach Efforts

To ensure that the Black River Trail Scenic Byway CMP would include input from a wide range of interests along the Byway route, an extensive contact list was developed with input from ANCA, the Tug Hill Commission, and the three County TPAs who were familiar with local stakeholders to reach potential community representatives. Government officials, civic groups, business owners and residents were invited to participate in the development of the plan and were encouraged to provide ideas and concepts to help shape the goals and objectives as well as the specific implementation strategies outlined in the CMP. Tug Hill Commission staff and circuit riders also provided periodic updates at town and village board meetings.

After a complete list of stakeholders was developed, meeting notices were distributed via mass mailings, email notices, and news releases inviting any interested parties to participate in the development of the CMP. Subsequent meeting notices were sent directly to the Local Advisory Committee (LAC) members via postal and email.

Following the first several stakeholder meetings, it became clear that stakeholders along the northern segment of the Black River Trail Scenic Byway felt no connection to the byway. This was primarily due to the fact that the Byway's current name and theme center around the Black River, which departs from the Byway in Lowville, leaving the northern portion of the route with no physical, recreational, or historical tie to the Byway. Based on Steering Committee discussions and public input sessions, stakeholders decided to pursue the creation of a new byway that would travel along the existing Black River Trail Scenic Byway route from Lowville north to Ogdensburg. Meanwhile, stakeholders requested that the CMP also recommend the extension of the existing Black River Trail to continue following the river from Lowville as it heads north and west to Lake Ontario. Stakeholders felt strongly that the *Black River Trail Scenic Byway's* story was incomplete if it left out the remainder of the river corridor, as the communities further down river were equally dependent on the early Black River Canal and also shared a similar industrial history based on harnessing the river's power. (See "*Project Overview*" section for more on the rationale for creating two byways from the original *Black River Trail Scenic Byway*.)

With a focus on rerouting the existing Black River Trail Scenic Byway to include the river in its entirety and the renaming of the northern segment, stakeholder lists had to be expanded and further developed to ensure that the new areas to be addressed in the CMP (namely from Lowville north to Great Bend and then west to Dexter) were included in all visioning and project discussions. Given the large geographic area that the Black River Trail Scenic Byway covers, and the importance of ensuring across-the-board-representation at the planning discussions, many meetings were held multiple times in different locations and at varying times, for the convenience of the participants.

Many LAC meetings were held in conjunction with meetings on the Black River Blueway Trail Development Plan (funded by the NYS Department of State), as that group involved many of the same stakeholders and the development of the Blueway Plan included discussions central

to this CMP. The Blueway Trail program has a specific focus on recreational waterways: including recreational and scenic access, water quality, riverfront development opportunities, and promotion. Coordination of the Blueway and Byway meetings also provided an opportunity to continually remind stakeholders of the distinction between the two projects (to eliminate any confusion) and how they complemented one another. A complete list of meeting dates and locations as well as meeting summaries can be found in Attachment One.

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

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

To obtain specific information about the ways in which community members use the Black River, and the types of improvements that are most needed along the River, public input sessions were held in conjunction with the Blueway Trail Development Plan visioning workshops. Participants were asked to identify how they use and value the river and highway corridors and to identify issues and opportunities for along the trails. Public input sessions along the Black River as well as the northern segment of the byway route also included map exercises that asked attendees to mark down existing, planned, and potential resources.

The CMPs for the Black River Trail Scenic Byway and the proposed Maple Traditions Scenic Byway reflect the outcome of the planning discussions that took place along the two proposed routes from Rome to Dexter and from Lowville to Ogdensburg. Community stakeholders participated at all levels of the planning process and were engaged in group activities meant to gather important information. The final CMP reflects the interests from all parties who elected to contribute to the process.

The information gathered during the evolution of the plans for both the existing byway (and its proposed extension along the Black River) and for the proposed Maple Traditions Scenic Byway was presented to the Steering Committee and LACs for review. Mass mailings, email notices and news releases were used to get the word out that draft documents were available for review on the Internet. The Steering Committee offered project coordination from a regional perspective. All public input has been integrated to create the final CMPs for both the Black River Trail Scenic Byway and the proposed Maple Traditions Scenic Byway.

Maple Traditions Scenic Byway

Public Participation & Outreach Meeting Dates

Public Workshops and Local Action Committee Meetings

March 13, 2006 – Watertown: Byway Steering Committee Meeting

April 19, 2006 – Gouverneur: Local Action Committee Meeting

June 19, 2006 – Watertown: Blueway Trail Development Plan Public Workshop

June 20, 2006 – Lowville: Blueway and Byway Trail Development Plan Public Workshop

June 22, 2006 – Boonville: Blueway and Byway Trail Development Plan Public Workshop

August 9, 2006 – West Carthage: Blueway Trail Development Plan Steering Committee Meeting

September 19, 2006 – West Carthage: Blueway Trail Development Plan Steering Committee Meeting

September 19, 2006 – Lowville: Blueway Trail Development Plan Public Meeting

November 14, 2006 – West Carthage: Blueway Trail Development Plan Steering Committee Meeting

November 30, 2006 – Ogdensburg: Local Action Committee Meeting

November 30, 2006 – Harrisville: Local Action Committee Meeting

August 14, 2007 – Ogdensburg: Local Action Committee Meeting

August 21, 2007 – Croghan: Local Action Committee Meeting

August 21, 2007 – Gouverneur: Local Action Committee Meeting

August 28, 2007 – Canton: Local Action Committee Meeting

Regional and Local Support For the Maple Traditions Scenic Byway

Throughout the CMP process, local stakeholders expressed their support for renaming the scenic byway segment from Lowville to Ogdensburg as the Maple Traditions Scenic Byway. This was expressed at the various stakeholder meetings held in the various byway communities, through informal conversations with the CMP authors, and through formal resolutions and letters of support.

Attachment VI contains 51 letters and resolutions of support from the following:

Tourism Promotion Agencies, Chambers of Commerce, and Community Organizations

Lewis County Chamber of Commerce
 Oneida County Convention & Visitors Bureau
 St. Lawrence County Chamber of Commerce
 Thousand Islands International Tourism Council
 Traditional Arts In Upstate New York (TAUNY)
 Carthage Area Chamber of Commerce
 Greater Ogdensburg Chamber of Commerce
 Lyons Falls Alive
 Canton Office of Economic Development
 St. Lawrence University
 Canton Central School District
 NYS Tug Hill Commission

Municipalities

City of Ogdensburg	Village of Herrings	Town of Forestport
City of Rome	Village of Heuvelton	Town of Hounsfield
City of Watertown	Village of Lowville	Town of LeRay
	Village of Lyons Falls	Town of Leyden
Village of Black River	Village of W. Carthage	Town of Lowville
Village of Boonville		Town of Martinsburg
Village of Canton	Town of Ava	Town of New Bremen
Village of Carthage	Town of Boonville	Town of Rutland
Village of Castorland	Town of Canton	Town of Turin
Village of Croghan	Town of Champion	Town of Watertown
Village of Deferiet	Town of Croghan	Town of West Turin
Village of Dexter	Town of De Kalb	Town of Western
Village of Gouverneur	Town of Denmark	Town of Wilna
Village of Harrisville	Town of Diana	

OFFICIAL ROUTE & CONNECTIONS TO OTHER NYS SCENIC BYWAYS

Distance Segments

Total length: 78.3 miles

Starting point (southern terminus): Begin in Lowville at the Junction of NYS Routes 812 and 12 (corner of Dayan and State).

Proceed northwest on NY-812/NY-26 (State Street/*Black River Trail Scenic Byway*) for 0.4 miles.

Turn RIGHT (departing BRT Scenic Byway) onto NY-812 (Bostwick Street) and proceed for 0.5 mi.



Turn LEFT onto NY-812, leaving the Village of Lowville and proceeding for 9 miles to the Village of Croghan.

Continue STRAIGHT on NY-812 (Main Street, Croghan, NY) and proceed for another 16.8 miles

Turn RIGHT onto NY-3/NY-812. Proceed 4.4 mi. (merging with *Olympic Scenic* Byway) to the next turn on the northern edge of the Village of Harrisville.

Turn LEFT onto NY-812 (departing OT Scenic Byway). Proceed for 10 mi.

Turn LEFT onto NY-58/NY-812 and proceed for 6.1 mi. into the Village of Gouverneur.

Turn RIGHT onto US-11/NY/812/CR-78 (E. Main Street). Proceed north for 11.5 miles.

Turn LEFT onto NY-812 (leaving US-11) and proceed for 11.5 miles to the Village of Heuvelton.

Continue STRAIGHT from Heuvelton for 5.5 mi. to the City of Ogdensburg.

Turn RIGHT at Junction of NYS Routes 812 & 37 merge onto NY-37 (*Seaway Trail*) for 2.5 miles.

Turn LEFT onto Bridge Approach Road for 0.1 mi.

END at Bridge & Port Authority kiosks, near foot of Ogdensburg-Prescott International Bridge.

(See Canton Loop, next page)

CANTON LOOP

Total length: 29.7 miles

Starting point: Ogdensburg at Junction of NYS Routes 812, 37, and 68.

Follow NYS Route 68E to Canton for 17.3 mi.

Turn **RIGHT** at Junction of NYS Routes 68 and 11.

Follow NYS Route 11S for 12.4 mi.

Loop **ends** at Junction of NYS Routes 11 and 812 (main byway route)

Connections to other scenic byways:

Parallels *Black River Trail Scenic Byway* for the first 0.4 mi. along NY-26 in Lowville.

Parallels *Olympic Trail Scenic Byway* for 4.4 mi. from junction with NY-3 to the northern edge of Harrisville.

Parallels *Seaway Trail* for 2.5 miles in Ogdensburg.



Counties, Towns, Villages, Cities, & Byway Route Numbers For the Maple Traditions Scenic Byway

Lewis County:

Town of Lowville (NY 812, NY 26, & US 12)

Village of Lowville (NY 812, NY 26, and US 12) * *Southern Terminus*

Town of New Bremen (NY 812)

Town of Croghan (NY 812 & NY 126)

Village of Croghan (NY 812 & NY 126)

Town of Diana (NY 812 & NY 3)

Village of Harrisville (NY 812 & NY 3)

St. Lawrence County:

Town of Pitcairn (NY 812)

Town of Fowler (NY 812)

Town of Gouverneur (NYS Routes 812, 11, 58)

Village of Gouverneur (NYS Routes 812, 58, 11)

Town of Dekalb (NY 812 & US 11)

Village of Richville (NY 812, NY 11)

Town of Oswegatchie (NY 812)

Village of Heuvelton (NY 812)

City of Ogdensburg (NYS Routes 812, 37, 68) * *Northern Terminus*

Proposed Canton Loop:

City of Ogdensburg (Junction NYS Routes 812, 37, & 68) * *Northern terminus of loop*

Town of Lisbon (NY 68)

Town of Canton (US 11 and NY 68)

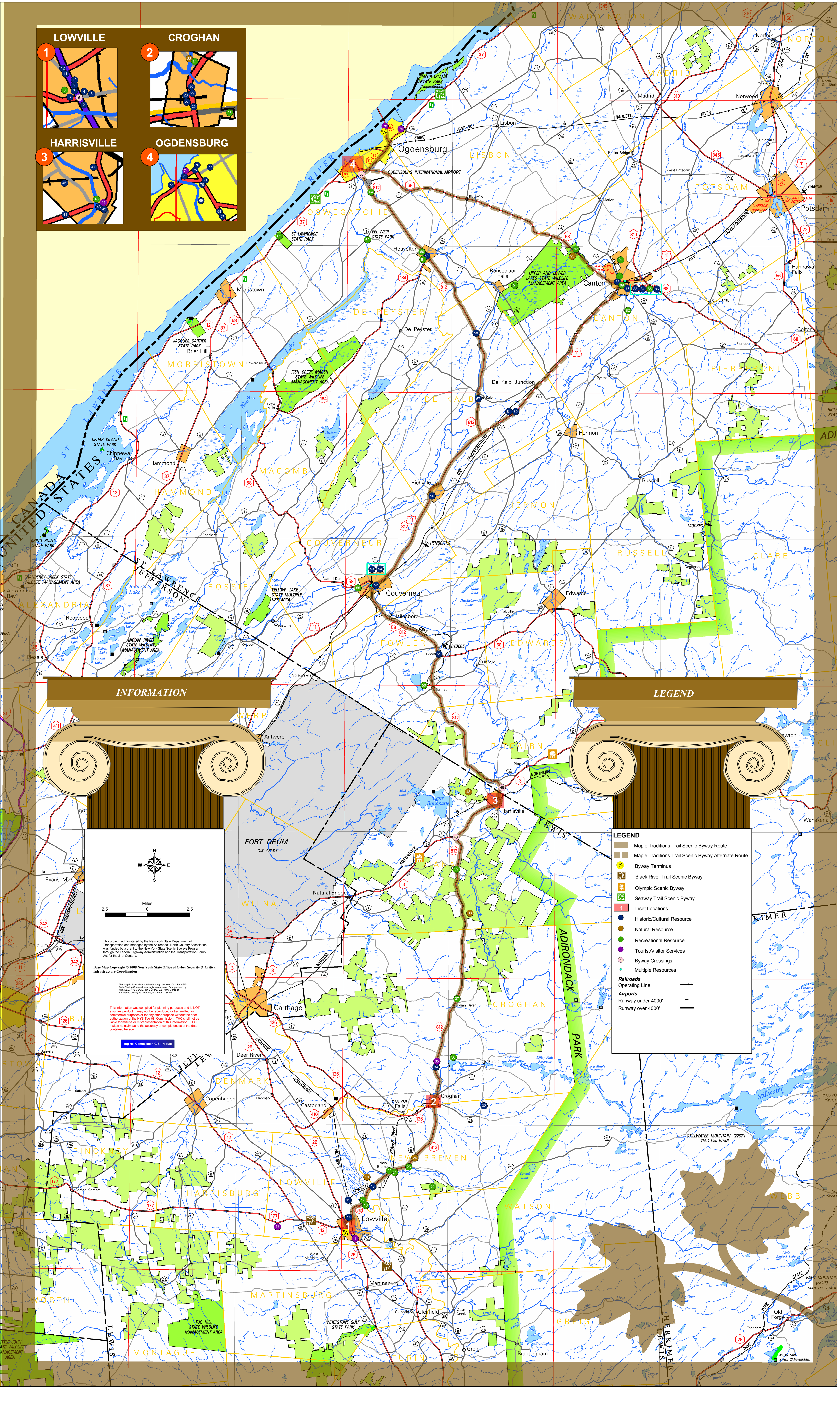
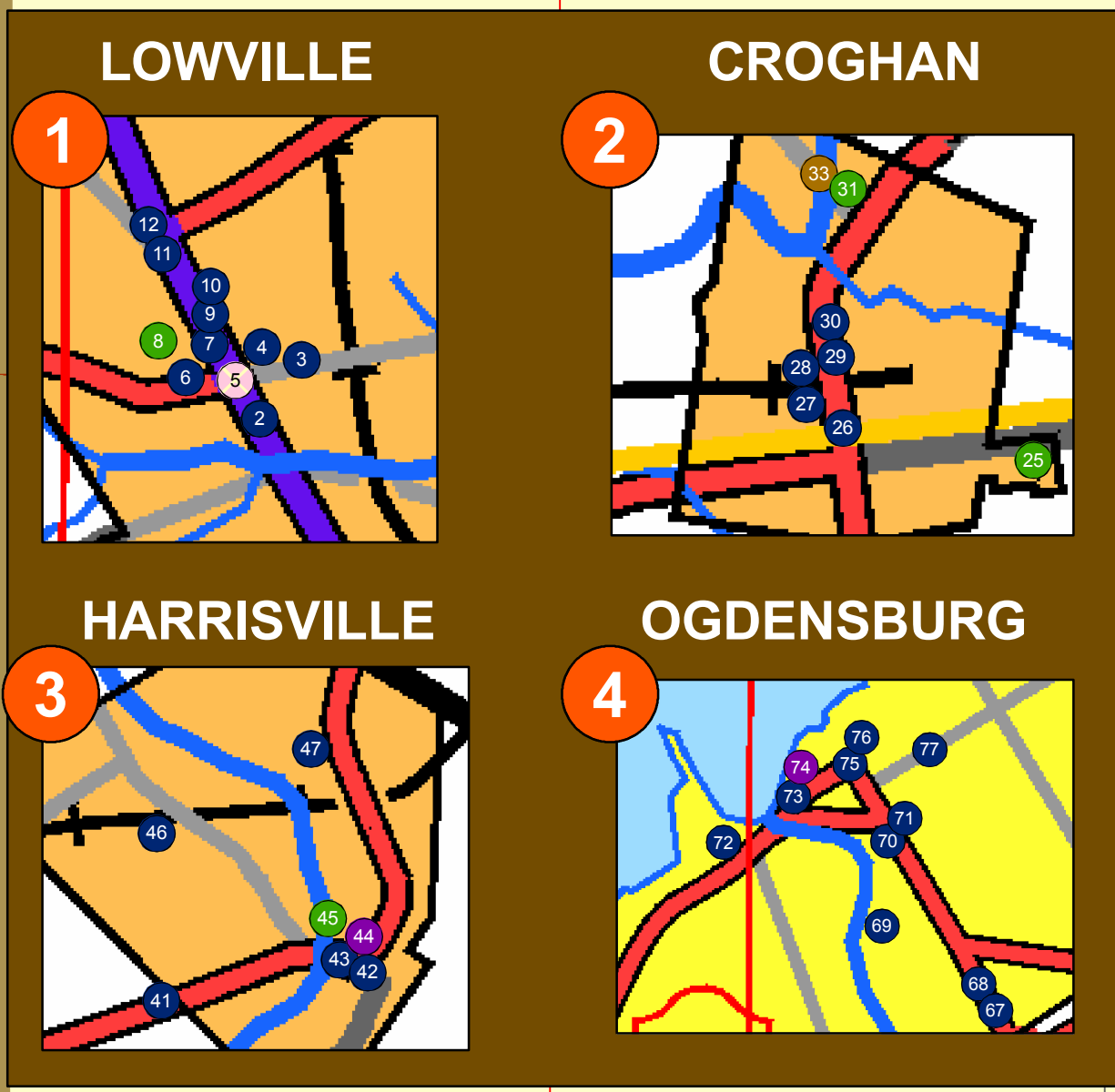
Village of Canton (US 11 and NY 68)

Town of Dekalb (US 11S to junction of NYS Routes 812) * *Southern terminus of loop*

In support of new loop: Historically, the Adirondack North Country Region Scenic Byways are long travel routes stretching well over 100 miles and include side routes that traverse the changing terrain, providing access to adjoining thematic resources.



Maple Traditions Scenic Byway Corridor Management Plan



INFORMATION

LEGEND

This project, administered by the New York State Department of Transportation and managed by the Adirondack North Country Association was funded by a grant to the New York State Scenic Byways Program through the Federal Highway Administration and the Transportation Equity Act for the 21st Century.

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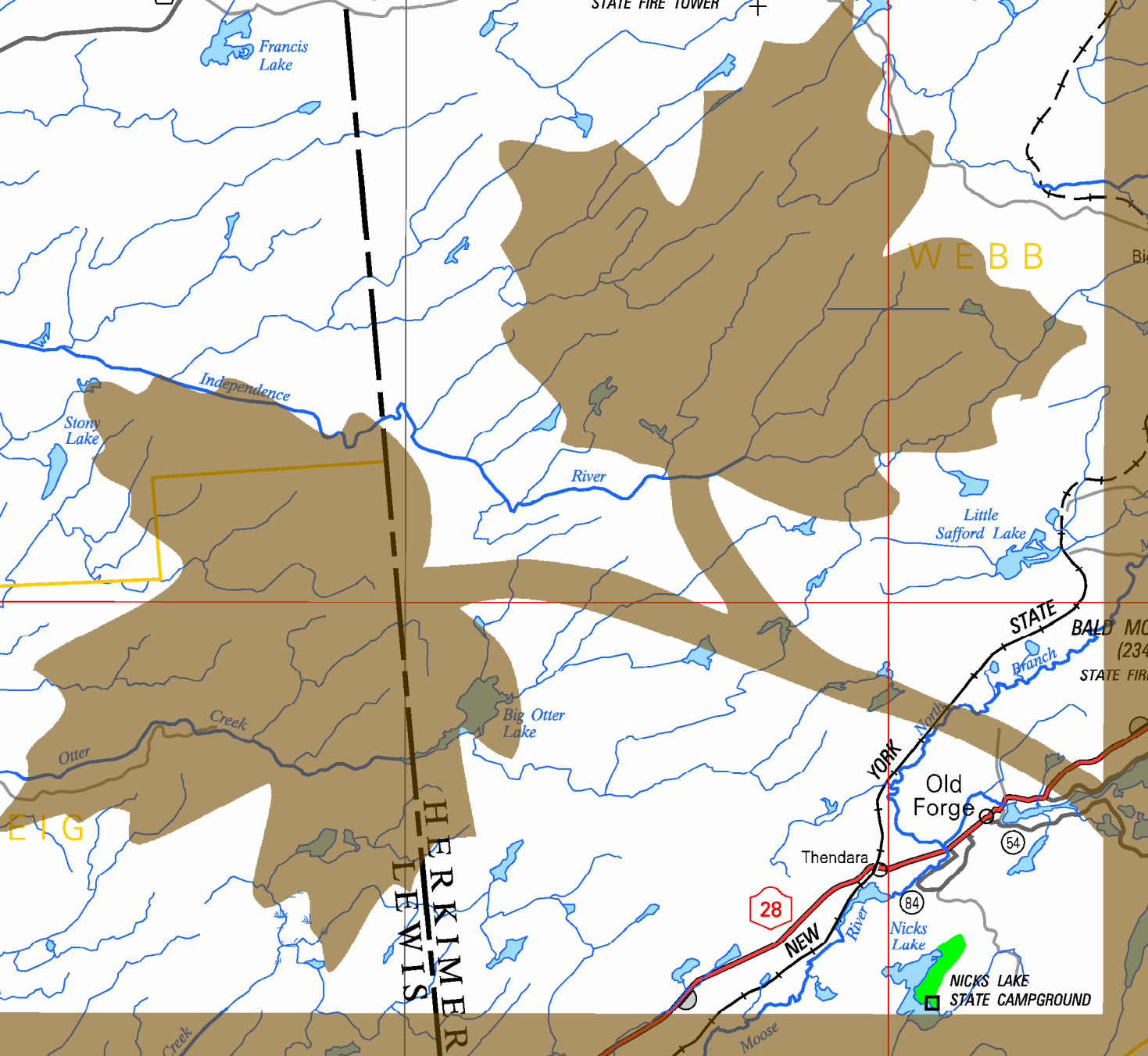
Tag Hill Commission GIS Product

LEGEND

- Maple Traditions Trail Scenic Byway Route
- Maple Traditions Trail Scenic Byway Alternate Route
- Byway Terminus
- Black River Trail Scenic Byway
- Olympic Scenic Byway
- Seaway Trail Scenic Byway
- Inset Locations
- Historic/Cultural Resource
- Natural Resource
- Recreational Resource
- Tourist/Visitor Services
- Byway Crossings
- Multiple Resources

Railroads
 Operating Line

Airports
 Runway under 4000'
 Runway over 4000'



Map Key and Resource Inventory

MAP	RESOURCE	CATEGORY	OWNER	PHONE	SIGNAGE	COMMENTS	STREET_ADD	CITY	ZIPCODE	MUNIC	X	Y
1	Lewis County Chamber of Commerce	Tourist/Visitor Serv	Same (www.lewiscountychamber.org)	315-376-2213	Adequate	Tourist information	7383-C Utica Blvd.	Lowville	13367	Village of Lowville	-75.48267367020	43.77752481210
10	Lewis County Court House	Historic/Cultural	Lewis County		Adequate		7660 N. State St.	Lowville	13367	Village of Lowville	-75.49333483935	43.78886936565
11	Lewis Co. Soldiers and Sailors Monument	Historic/Cultural	Village of Lowville, 5402 Dayan St., Lowville, NY 13367	315-376-2834	Adequate	Civil War monument--in great need of restoration	7707 State St.	Lowville	13367	Village of Lowville	-75.49541160780	43.79075590600
12	First Presbyterian Church of Lowville (NRHP)	Historic/Cultural	Same	315-376-3631	Adequate		7707 State St.	Lowville	13367	Village of Lowville	-75.49596643250	43.79137526330
13	Maple Ridge Wind Farm	Tourist/Visitor Serv	PPM Energy & Horizon Wind Energy	315-376-8812	Adequate	Largest Windfarm East of the Mississippi	6972 Eagle Factory Rd.	Lowville	13367	Town of Lowville	-75.57515871490	43.78758510630
14	Lewis County Fairgrounds (NRHP)	Historic/Cultural	Lewis County Ag. Society, Same address	315-376-8333	Adequate	Buildings, Grandstand & Old Horse Track.	Bostwick St.	Lowville	13367	Village of Lowville	-75.49112008600	43.79559442980
15	Maple Ridge Center	Recreational	Adirondack Mennonite Camping Association		Needs Evaluation		East Rd.	Lowville	13367	Town of Lowville	-75.49205972260	43.81025997685
16	NYS DEC Black River Handicap Fishing Access	Recreational	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2261	Needs Improvement	E. side of NY 812. Right on Waters Rd. then Left on Rabbit Run	Rabbit Run Rd.	Lowville	13367	Town of Lowville	-75.47252806030	43.80793522840
17	NYS DEC Lowville Forestry Demonstration Area	Recreational	NYS DEC (at same address)	315-376-3521	Adequate	98 Acre Demonstration Forest with recreational trails	7327 State Hwy 812	Lowville	13367	Town of Lowville	-75.47339494580	43.80971841330
18	Illingworth Bridge	Historic/Cultural	Genesee Valley Transportation		Needs Improvement	Steel bridge crossing the Black River (not in use)	State Hwy 812	Lowville	13367	Town of Lowville	-75.46317843700	43.82239997820
19	Crystal Creek	Natural Resource			Needs Evaluation			Lowville	13367	Town of New Bremen	-75.47003060881	43.83041623708
2	Lewis County Historical Society	Historic/Cultural	Same (www.frontiernet.net/~lchs/)	315-376-8957	Adequate	Museum. Located in former Masonic Temple	7552 South State St.	Lowville	13367	Village of Lowville	-75.49155037070	43.78574062010
20	NYS DEC Indian Pipe State Forest	Recreational	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2261	Adequate	597 acres of recreation and Crystal Creek fishing pier MAPPWD	Lomber Rd.	Lowville	13367	Town of New Bremen	-75.39188710033	43.82238013060
21	Foley Park	Recreational	Town of New Bremen, 8420 State Hwy 812, Lowville, NY 13367	315-376-2641	Needs Improvement	WWII memorial for New Bremen legend George Foley	Snell Rd.	Lowville	13367	Town of New Bremen	-75.43957487920	43.83536691000
22	Crystal Creek Fishing Access	Recreational			Adequate		NYS Route 812	Lowville	13367	Town of New Bremen	-75.43972344614	43.83610497163
23	Town of New Bremen Park	Recreational	Town of New Bremen, 8420 State Hwy 812, Lowville, NY 13367	315-376-2641	Adequate	Includes Wagner Field and port-a-johns	State Hwy 812	Lowville	13367	Town of New Bremen	-75.42073192020	43.83931626370
24	Hough Forest	Natural Resource	Lewis County	315-376-5972	Needs Improvement	Arboretum and walking trails	State Hwy 812	Castorland	13620	Town of New Bremen	-75.41359528700	43.84688993580
25	Croghan Recreational Park	Recreational	Village of Croghan, PO Box 198, Croghan, NY 13327	315-346-6950	Needs Improvement	Ice skating, ball fields, snowmobile trailhead	Convent Road	Croghan	13327	Village of Croghan	-75.38455582630	43.89155129040
26	American Maple Museum	Historic/Cultural	American Maple Museum, Same	315-346-1107	Adequate	Raising funds for accessibility capital improvements	9756 State Hwy 812	Croghan	13327	Village of Croghan	-75.39181077770	43.89242971260
27	Lowville, Beaver River Historic Railway	Recreational	Railway Historical Society of Northern New York	315-346-6848	Needs Evaluation	Line connects Croghan and Lowville	9781 Main St.	Croghan	13327	Village of Croghan	-75.39327424510	43.89345361330
28	Railway Society of Northern New York Railroad Museum	Historic/Cultural	Railway Historical Society of Northern New York	315-346-6848	Needs improvement	Easy to drive past. Includes outside railcar exhibit	9781 Main St.	Croghan	13327	Village of Croghan	-75.39308707160	43.89385412370
29	Croghan Free Library	Historic/Cultural	Same	315-346-6521	Adequate		9794 State Hwy 812	Croghan	13327	Village of Croghan	-75.39222880950	43.89441367780
3	St. Peters Catholic Church	Historic/Cultural	Same	315-376-6662	Adequate		5439 Shady Ave	Lowville	13367	Village of Lowville	-75.48975656950	43.78738917860
30	Dr. Sarah E. Simonet Plaque	Historic/Cultural			Needs Evaluation	Need to trim tree branches to improve visibility of plaque	9822 Main St.	Croghan	13327	Village of Croghan	-75.39221789770	43.89502547120
31	Bridge St. Park	Recreational	Village of Croghan, PO Box 198, Croghan, NY 13327	315-346-1979	Needs Improvement	Includes walking path, picnic area, and cartop boat launch	Bridge St.	Croghan	13327	Village of Croghan	-75.39199076620	43.89903660690
32	Mennonite Heritage Farm - Artifacts of early Amish-Mennonite Settlers	Historic/Cultural	Adk. Menn. Heritage Assn., PO Box 358, Croghan, NY - www.midYork.org/training/amha/	315-346-1122	Needs Improvement	Need better direction and distance signage from cor. NY 812	Erie Canal Rd.	Croghan	13327	Town of New Bremen	-75.33231409550	43.89162971740
33	Beaver River	Natural Resource			Adequate	River runs through Village of Croghan		Croghan	13327	Village of Croghan	-75.39247347400	43.89930079570
34	St. Stephens Church	Historic/Cultural	Same	315-346-6958	Adequate		9748 State Hwy 812	Croghan	13327	Town of Croghan	-75.38877203040	43.92532167510
35	Lewis County Information Cupboards	Tourist/Visitor Serv	Lewis County Chamber of Commerce	315-376-2213	Adequate	Near Schultz's	9861 State Hwy 812	Croghan	13327	Town of Croghan	-75.38842211500	43.92746707670
36	Beaver River Canoe Route	Recreational	Brookfield Power, 225 Greenfield Pkwy., Suite 201, Liverpool, NY 13088	877-856-7466	Adequate	14-mile paddle route with primitive camping. Easy paddling		Croghan	13327	Town of Croghan	-75.36880227040	43.93297574560
37	Snowmobile Crossing on Rt. 812 Trail C5	Recreational					State Hwy 812	Croghan	13327	Town of Croghan	-75.36480400610	43.98272295900
38	NYS DEC Frank E. Jadwin Memorial State Forest	Natural Resource	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2261	Adequate	20,400 acres of plantations and recreation	State Hwy 812	Harrisville	13648	Town of Diana	-75.34992615970	44.05601745700
39	Kimballs Mill Rd.	Recreational	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2261	Needs Improvement	Open to snowmobiling	State Hwy 812	Harrisville	13648	Town of Diana	-75.36617425670	44.09344326080
4	Lowville United Methodist Church	Historic/Cultural	Same	315-376-2123	Adequate		7618 N State St.	Lowville	13367	Village of Lowville	-75.49131344700	43.78749576020
40	Olympic Scenic Byway	Byway Crossing	Managed by ANCA, 20 St. Bernard St., Saranac Lake, NY 12983	518-891-6200	Needs Evaluation	Southern point of 4.4 mi. overlap with MT Scenic Byway	State Hwy 3 & State Hwy 812	Harrisville	13648	Town of Diana	-75.36704935580	44.12079697760
41	Robert Belcher Historical Mural - Lake Bonaparte	Historic/Cultural	Harrisville Lanes, Same address	315-543-2775	Adequate	Portrays history of Lake Bonaparte	NY 812 at corner of Church and Main	Harrisville	13648	Town of Diana	-75.32500497000	44.14740690430
42	Harrisville Free Library	Historic/Cultural	Same	315-543-2577	Needs Improvement		8209 Main St.	Harrisville	13648	Village of Harrisville	-75.31602270950	44.14876603320

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43	Robert Belcher Historical Mural - School History	Historic/Cultural	Conlin's Home Bakery, same address	315-543-2050	Adequate	Portrays history of local school	8207 Main St.	Harrisville	13648	Village of Harrisville	-75.31622778100	44.14883487290
44	Oswegatchie River Overlook	Tourist/Visitor Serv	Village of Harrisville, 14221 State St., Harrisville, NY 13648	315-543-2215	Needs Improvement	Parking lot and triangular BRT Scenic Byway kiosk in place	State Hwy 3 & corner of Main St.	Harrisville	13648	Village of Harrisville	-75.31634891829	44.14919566997
45	Grandview Island Park	Recreational	Village of Harrisville		Needs Evaluation	Picnic Area	State Hwy 812 & Maple St.	Harrisville	13648	Village of Harrisville	-75.31712533200	44.15023222760
46	Town of Diana Historical Museum	Historic/Cultural	Town of Diana	315-543-1010	Needs Improvement		2 Depot St.	Harrisville	13648	Village of Harrisville	-75.32523249030	44.15311217300
47	Adirondack Grange Hall #530	Historic/Cultural	New York State Grange, Same address	315-543-1276	Adequate	Established in 1887	14471 Wilder Dr.	Harrisville	13648	Village of Harrisville	-75.31795732010	44.15600361230
48	NYS DEC Bonaparte Cave State Forest	Natural Resource	NYS DEC, 317 Washington St., Watertown, NY 13601	315-376-2261	Adequate	Recreation use 1.6 miles	State Hwy 812	Harrisville	13648	Town of Diana	-75.35236800000	44.15953647360
49	Olympic Scenic Byway	Byway Crossing	Managed by ANCA, 20 St. Bernard St., Saranac Lake, NY 12983	518-891-6200	Adequate	Northern point of a 4.4 mile overlap with MT Scenic Byway	State Hwy 3 & State Hwy 812	Harrisville	13648	Town of Pitcairn	-75.31235104760	44.16330802150
5	Black River Trail Scenic Byway	Byway Crossing	Managed by ANCA, 20 St. Bernard St., Saranac Lake, NY 12983	518-891-6200	Adequate	Proposed MT Byway would overlap re-routed BRT for 0.4 mi.	Intersection of State Highways 12, 812, & 26	Lowville	13367	Village of Lowville	-75.49224301500	43.78666701470
50	Sylvia Lake Fishing Access	Recreational	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2251	Need Improvement	Sign on NY 812. Poor directional signage after leaving Byway	State Hwy 812 at Junction of State Hwy 58	Gouverneur	13642	Town of Fowler	-75.40571660650	44.25022263550
51	Talc Mine Historic Marker	Historic/Cultural					State Hwy 812 at Junction of State Hwy 58	Gouverneur	13642	Town of Fowler	-75.38814890510	44.27692832910
52	Gouverneur's Historic US Post Office (NRHP)	Historic/Cultural	U.S. Postal Service				35 Grove St.	Gouverneur	13642	Village of Gouverneur	-75.46580150223	44.33495443891
53	Gouverneur Museum	Historic/Cultural	Gouverneur Museum - http://members.tripod.com/~gouv/muse/realpage.html	315-287-0570	Adequate	museum	30 Church St.	Gouverneur	13642	Village of Gouverneur	-75.46851567610	44.33512993060
54	Giant Lifesaver Sculpture	Historic/Cultural	V. of Gouverneur, 33 Clinton St., Gouverneur, NY 13642	315-287-1720	Adequate	Includes history of Lifesaver inventor & local philanthropist	U.S. Route 11 at Junction with NY 812 and NY 58	Gouverneur	13642	Village of Gouverneur	-75.46864808310	44.33515779720
55	Riverview Recreation Park	Recreational	Village of Gouverneur - www.riverviewpark.org	315-287-1720	Adequate	Large multi-sport facility. Includes ped. Bridge over river	Barney St. (NY 58)	Gouverneur	13642	Town of Gouverneur	-75.48417464530	44.33370226640
56	Richville Historical Museum	Historic/Cultural			Needs Evaluation		59 Main St.	Richville	13681	Village of Richville	-75.39721974555	44.41180624420
57	Historic Marker - Marks founding of former village of DeKalb	Historic/Cultural				Same founder as Cooperstown - father of James Fenmore Cooper	E. side 812, just south of County Rte. 17	DeKalb Junction	13630	Town of De Kalb	-75.34374305680	44.49701563000
58	Kendrew Corners	Historic/Cultural			Adeqaute	Old one room school, church, grange	Intersection of State Hwy 812 & Stevenson Rd.	Rensselaer Falls	13680	Town of De Kalb	-75.34561856260	44.55108646550
59	Picken's Hall General Store (NRHP)	Historic/Cultural	Heuvelton Historical Association, PO Box 95, Heuvelton 13654	315-344-7950	Adeqaute	Historical General Store for Amish Goods. Exhibits planned	83 State St.	Heuvelton	13654	Village of Heuvelton	-75.40615425420	44.61738516480
6	Lowville Free Library	Historic/Cultural	Same	315-376-2131	Adequate		5387 Dayan St.	Lowville	13367	Village of Lowville	-75.49388636900	43.78664110070
60	Snowmobile Crossing on Rt. 812 Trail S80D	Recreational					State Hwy 812	Heuvelton	13654	Village of Heuvelton	-75.40742204900	44.61813397190
61	Heuvelton Boat Launch	Recreational	NYS OPRHP, Keewaydin State Park, Alexandria Bay, NY 13607	315-482-2593	Adequate	Boat launch, picnic area, & parking on Oswegatchie River	75 Horshoe Rd.	Heuvelton	13654	Town of Oswegatchie	-75.40992384120	44.61235320260
62	Eel Weir State Park	Recreational	NYS OPRHP, RD#3 Ogdensburg, NY 13369	315-393-1138	Adeqaute	State park, boat launch, camping	Eel Weir Rd.	Ogdensburg	13669	Town of Oswegatchie	-75.47584942450	44.63028906640
63	St. Lawrence State Park Golf Course	Recreational	NYS OPRHP, same address as golf course	315-393-2268	Adeqaute	Just south of Ogdensburg	4955 State Hwy 37	Ogdensburg	13669	Town of Oswegatchie	-75.58132358170	44.63293120190
64	Snowmobile Crossing on Rt. 812 Trail S80D	Recreational					State Hwy 812	Ogdensburg	13669	Town of Oswegatchie	-75.47185204180	44.67092797100
65	Ogdensburg International Airport	Transportation	Ogdensburg Bridge & Port Authority, 1 Bridge Plaza	315-393-4721	Adequate	Serviced by Cape Air	Cor. NY 812 and NY 37	Ogdensburg	13669	Town of Oswegatchie	-75.47527588240	44.67936821130
66	Seaway Trail Scenic Byway	Byway Crossing	Seaway Trail, Inc., PO Box 660, Sackets Harbor, NY 13685	315-646-1000	Adequate	National Scenic Byway - Byways overlap for approx. 3 mi.	NY 37	Ogdensburg	13669	Town of Oswegatchie	-75.48347208750	44.68607011350
67	Edgar A. Newell II Memorial Golden Dome	Historic/Cultural	Ogdensburg City School District, Same address	315-393-5320	Adequate	Obvious landmark, home to Ogdensburg Free Academy HS	1100 State St.	Ogdensburg	13669	City of Ogdensburg	-75.48530403390	44.68849097720
68	Ogdensburg Command Performance Theater	Historic/Cultural	Same	315-393-2625	Adequate	Brings Professional Theater to the HS Auditorium	1100 State St.	Ogdensburg	13669	City of Ogdensburg	-75.48530403390	44.68849097720
69	Oswegatchie Pumping Station (NRHP) circa 1850's	Historic/Cultural	City of Ogdensburg, 330 Ford St., Ogdensburg, NY 13669	315-393-3540	Adequate	Mechanic St. N of Lafayette St.	Mechanic St.	Ogdensburg	13669	City of Ogdensburg	-75.49202151701	44.69155984912
7	Lowville Baptist Church	Historic/Cultural	Same	315-376-2115	Adequate		7637 State St.	Lowville	13367	Village of Lowville	-75.49335870750	43.78739049610
70	Ogdensburg's Historic U.S. Post Office (NRHP)	Historic/Cultural	Same		Adeqaute	On Historical register	431 State St.	Ogdensburg	13669	City of Ogdensburg	-75.49116899390	44.69566049570
71	Fine, Judge John, House (NRHP)	Historic/Cultural					422 State St.	Ogdensburg	13669	City of Ogdensburg	-75.49111127442	44.69615220952
72	Fort La Presentation	Historic/Cultural	Fort La Presentation Assn., PO Box 1749, Ogdensburg, NY 13669	315-393-3620	Adequate	Reconstructed Fort, hosts annual reenactment of Fr/Ind. War	Lighthouse Point	Ogdensburg	13669	City of Ogdensburg	-75.50120682470	44.69529338420
73	Historic Parish Custom's House (NRHP)	Historic/Cultural	US Customs Service, same address	315-393-7079	Adequate	Oldest Federally owned bldg. in the U.S.	127 North Water St.	Ogdensburg	13669	City of Ogdensburg	-75.49702397730	44.69726698570

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74	Ogdensburg Visitor Center and Municipal Marina	Tourist/Visitor Serv	City of Ogdensburg, Parks & Recn. Dept., same address	315-393-1980	Adequate	Located at Crescent Park Marina and Maple City Trail	100 Riverside Avenue	Ogdensburg	13669	City of Ogdensburg	-75.49687867820	44.69827801950
75	Frederic Remington Museum & Historic Marker	Historic/Cultural		315-393-2425	Adeqaute	Largest collection of bronzes and art work	303 Washington St.	Ogdensburg	13669	City of Ogdensburg	-75.49366056330	44.69865469190
76	Library Park Historic District (NRHP)	Historic/Cultural	City of Ogdensburg	315-375-8924	Adequate	Can also contact the library at 393-4325	303-323 Washington St, 100-112 Caroline St, & Library Park	Ogdensburg	13669	City of Ogdensburg	-75.49319542066	44.69941531217
77	Ogdensburg Armory Building (NRHP) (Old Arsenal)	Historic/Cultural	State of New York		Adequate	State owned, on historical reg	225 Elizabeth St.	Ogdensburg	13669	City of Ogdensburg	-75.48893206340	44.69930020480
78	Ogdensburg - Prescott International Bridge	Tourist/Visitor Serv	Ogdensburg Bridge & Port Authority, same address	315-393-4080	Adeqaute	End of trail	1 Bridge Plaza	Ogdensburg	13669	City of Ogdensburg	-75.45546686600	44.72732634890
79	Byway Info. Kiosks for Seaway Trail and Black River Trail Byways	Tourist/Visitor Serv	Ogdensburg Bridge & Port Authority, same address	315-393-4080	Adquate	Located at Ogdensburg Bridge & Port Authority	1 Bridge Plaza	Ogdensburg	13669	City of Ogdensburg	-75.43627882250	44.72500329150
8	Village of Lowville Park	Recreational	Village of Lowville	315-376-2834	Needs Improvement		Parkway St.	Lowville	13367	Village of Lowville	-75.49558022410	43.78784808370
80	Old Mtg. House Museum (NRHP) AKA Methodist Episcopal Church	Historic/Cultural	DeKalb Historical Assn., Same address	315-347-1900	Adequate	Museum houses town archives and town historian's office	696 East DeKalb Road at U.S. 11	DeKalb Junction	13630	Town of De Kalb	-75.30119167471	44.48298865830
81	Historic Marker & Rest Area	Historic/Cultural			Adequate	History info. on area b/w St. Lawrence River & Adk Mntns	Corner of US 11 and East DeKalb Rd.	DeKalb Juncton	13630	Town of De Kalb	-75.30323348830	44.48349122200
82	Taylor Park	Recreational	V. of Canton, 60 Main St., Canton, NY 13617	315-386-2871	Adequate	Pavilion, swimming, skating arena year round use	Miner St.	Canton	13617	Town of Canton	-75.16431953490	44.57073145960
83	Silas Wright Museum & Historic Marker	Historic/Cultural	St. Lawrence Co. Historical Association, Same address	315-386-8133	Adeqaute	Museum, genealogy records	3 E. Main St.	Canton	13617	Village of Canton	-75.16775400610	44.59573451690
84	St. Lawrence County Historical Association	Historic/Cultural	St. Lawrence Co. Historical Association	315-386-8133	Adequate	Acrosss from village park	3 E. Main St.	Canton	13617	Village of Canton	-75.16775400610	44.59573451690
85	Canton Village Park	Recreational	V. of Canton, 60 Main St., Canton, NY 13617	315-386-2871	Adequate		3 E. Main St.	Canton	13617	Village of Canton	-75.16775400610	44.59573451690
86	Village Park Historic District (NRHP)	Historic/Cultural	V. of Canton, 60 Main St., Canton, NY 13617	315-386-2871	Adequate	Including U.S. Post Office (NRHP)	7-100 Main St. N, and 70, 76, 80, 90, Main St. S	Canton	13617	Village of Canton	-75.16775400610	44.59573451690
87	St. Lawrence University-Old Campus Historic District (NRHP)	Historic/Cultural	St. Lawrence University, 23 Romoda Dr., Canton, NY 13617	800-285-1856	Adequate	Including Herring-Cole Hall and Richardson Hall	Park St.	Canton	13617	Village of Canton	-75.16385382502	44.59078996967
88	Traditional Arts of Upstate NY (TAUNY) North Country Heritage Cntr.	Historic/Cultural	TAUNY, Same address	315-386-4289	Adeqaute	Folk style artisan gallery and store - future visitor center	3 W Main St.	Canton	13617	Village of Canton	-75.17429125510	44.59522227670
89	Grasse River Island Park	Recreational	V. of Canton, 60 Main St., Canton, NY 13617	315-386-2871	Adequate	Includes Picnic area and bicycle/pedestrian path	Corner of US 11 and NY 68	Canton	13617	Village of Canton	-75.17366349710	44.59445295160
9	Trinity Episcopal Church	Historic/Cultural	Same	376-3241	Adequate		5411 Trinity Ave	Lowville	13367	Village of Lowville	-75.49335894770	43.78859210580
90	Grasse River Heritage Park	Recreational	Grasse River Heritage Foundation, PO Box 735 Canton NY 13617	315-386-2046	Adequate	Pedestrian path w/ interpretation of industrial history	Corner of US 11 and NY 68	Canton	13617	Village of Canton	-75.17470803570	44.59638392520
91	Remington Recreational Area	Recreational	V. of Canton, 60 Main St., Canton, NY 13617	315-386-2871	Adequate	Walking paths at Patridge Run Golf Course	70 Sullivan Dr.	Canton	13617	Village of Canton	-75.17314684750	44.61398557050
92	Grasse River Fishing Access	Recreational	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2261	Adequate	Boat launch, pinic area, & parking	NY Route 68 (3 miles north of Canton)	Canton	13617	Town of Canton	-75.22645312460	44.62081684680
93	NYS DEC Upper & Lower Lakes Wildlife Management Area	Natural Resource	NYS DEC, 317 Washington St., Watertown, NY 13601	315-785-2261	Adeqaute		County Route 14	Canton	13680	Town of Canton	-75.23087217250	44.61697936590
94	Indian Creek Nature Center/Trails	Recreational	NYS Cons. Edn. Assn., PO Box 116 Rensselaer Falls, NY 13680	315-344-6398	Adeqaute	3.5 miles from intersection	County Route 14	Canton	13680	Town of Canton	-75.29954920610	44.59183193100

Special Tourism Sites, Attractions, Services, and Events

Resource tables elsewhere in this CMP identified public and non-profit resources along the Byway corridor. This section includes information on privately-owned attractions and services, as well as special events. The communities along the Maple Traditions Scenic Byway offer a diverse number of local products, lodging choices, foods, services, and attractions to serve the needs and interests of the traveler. A separate Sites, Attractions and Services Typology follows this section listing a broad array of goods, services and shopping opportunities available along the travel route.

Local Products & Artwork

Specialty shops such as Croghan Meat Market, Croghan Candy Kitchen, Bonaparte Vista Soaps, Bonaparte Candle Co. & Gifts, Lowville Producers Cheese Store, Wicks Maple Products, Burke's Maple Syrup, and similarly named establishments are obvious sources for locally-made products. However, locally produced crafts, arts, and food products are also available along the Byway at a variety of general stores, convenience stores, and roadside stands, as well as at the occasional hardware or auto parts store. A sampling of local products is also available at non-profit locations such as the American Maple Museum in Croghan, Picken's Hall and General Store in Heuvelton, and TAUNY's North Country Heritage Center in Canton.



Picken's Hall (above), in Heuvelton, offers a variety of Amish goods: including furniture, leather goods, baskets, and canned goods.

Locally produced wool products (from both sheep and alpacas) are also available not far off the Byway. River Bend Apalcas, located just 2 miles west of Croghan on NYS Route 126 (http://www.alpacanation.com/farmsandbreeders/03_viewfarm2.asp?name=12301), raises apalcas and sells an array of products in their farm shop. They also offer custom weaving. Ostrander's Bed & Breakfast and Sheep Shop & Farm is located 5 miles east of Canton on NYS Route 68. Their shop sells sheepskin and wool products, including products made with wool harvested from their own sheep.

Galleries featuring local artists include Wayseeker Studios in Lowville and The Pear Tree and Upstairs Gallery, both on Main Street in Canton. Local artwork may also be found in various craft and gift shops along the route.

Lodging and Accommodations

Information on the rates and locations of the variety of bed-and-breakfast establishments, motels, hotels, cabins and rentals on the travel route can be found of the Chambers of Commerce or regional tourism offices.

Eateries

Selection of restaurants, diners, bistros, and cafes varies from community to community. The City of Ogdensburg, Village of Canton, and Village of Lowville offer the most choices for visitors. Additional information available from local and regional tourism offices and Chamber of Commerce.

Sports and Recreation

Kayaking

For those interested in trying their hand at kayaking on some of the Byway's quiet waterways, kayak rentals (including life vests) are available at St. Lawrence County Kayaking in Gouverneur (<http://www.st-lawrencecokayaking.com/>). They also offer a drop-off and pick-up service so you do not have to worry about transporting your kayak(s).

Golf Courses

Several golf courses are available along the Maple Traditions Scenic Byway:

- New Bremen Driving Range & Mini Golf
- Gouverneur Country Club
- Emerald Green Golf Course, Gouverneur
- St. Lawrence State Park Golf Course, Ogdensburg
- St. Lawrence University Golf Course, Canton
- Partridge Run Golf Course, Canton

Hockey

St. Lawrence University and the State University of New York at Canton both host college games as well as high school games and tournaments. These rinks often host some of the top college teams from around the North East. For schedules and ticket information, contact:

St. Lawrence University, Appleton Arena
(315) 229-5996
www.st.lawu.edu

SUNY Canton, Canton Pavillion
(315) 386-7011
www.canton.edu

Special Events

The Maple Traditions Scenic Byway hosts a variety of unique special events that highlight many of the Byway's themes. A sampling, though not entirely complete list of events includes the following:

- Maple Festival Weekend (Lewis & St. Lawrence counties) – Pancake breakfasts, tours of operating sugar bush operations, demonstrations;
- Maple Ridge Kite Festival (Lowville);

- Race with the Wind Mountain-Cross Bike Race (Lowville) – 50-mile race or 12-mile family ride through the Maple Ridge Wind Farm.
- Harvest of the Arts (Lowville) – artisans, quilters, food, music, activities;
- Cream Cheese Festival (Lowville) – Food & activities
- Lewis County Fair (Lowville) – Traditional, agriculture-focused fair;
- Kite Skiing Festival (Lowville) – Skiers attached to glider type kites, similar to kite surfing;
- New Bremen Ice Harvest (New Bremen) – Block ice harvested from Crystal Pond;
- Zwanzgstein Fest (Croghan) – Traditional Mennonite foods, crafts, & activities;
- St. Lawrence County Fair (Gouverneur) - Traditional, agriculture-focused fair;
- Gouverneur Winterblast – dog sled races, sleigh rides, snowmobile time trials, skating
- Founders Day (Ogdensburg) – French and Indian War Battle Re-enactment and colonial trade fair at Fort La Presentation;
- Ogdensburg Seaway Festival – 7-day festival includes fishing derbies, canoe races, musical entertainment, block dances, swimming contests, arts & craft shows; antique car show; and flea market;
- Harvest Festival (Canton) – Learning farm, scarecrow building, wagon rides, exhibits;
- Remington Art Festival (Canton) – Artistic, musical, and historical activities from the time of artist Frederick Remington;
- St. Lawrence County Dairy Princess Festival & Parade (Canton) – parade vendors, music, food, and games;
- Canton Winterfest – winter sporting events, music, chili cook-off, snow sculpture contest, sledding party, and frozen foot race.



*Above: Founder's Day.
Right: Maple Weekend*

Byway planners will direct inquiries pertaining to commercial enterprises and specific event information to the following information centers:

Regional

Adirondack Regional Tourism Council
Phone: 518-846-8016 or 800-487-6867
Email: info@adk.com
Web: www.visitadirondacks.com

1,000 Islands Tourism Council
Phone: 800-847-5263
Web: www.visit1000islands.com

St. Lawrence County

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

Canton Chamber of Commerce
Phone: 315-386-8255
Email: cantoncc@northnet.org
Web: www.cantonnychamber.org

Greater Gouverneur Chamber of Commerce
Phone: 315-287-0331
Email:
Web: www.gouverneurchamber.net

Greater Ogdensburg Chamber of Commerce
Phone: 315-393-3620
Email: chamber@gisco.net
Web: www.ogdensburgny.com

Lewis County

Lewis County Chamber of Commerce
Phone: 315-376-2213
Email: info@lewiscounty.org
Web: www.lewiscountychamber.org



SPECIAL TOURISM SITES, ATTRACTIONS, & SERVICE TYPOLOGY
GENERALLY WITHIN 1/4 MILE OF ROUTE

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1		<u>Lowville</u>	<u>New Bremen</u>	<u>Croghan</u>	<u>Harrisville</u>	<u>Pitcairn</u>	<u>Balmat</u>	<u>Fowler</u>	<u>Gouverneur</u>	<u>Richville</u>	<u>DeKalb</u>	<u>Heuvelton</u>	<u>Ogdensburg</u>	<u>PROPOSED LOOP</u> ↓	<u>Flackville</u>	<u>Rensselaer Falls</u>	<u>Canton</u>	<u>DeKalb Jct</u>
2	The Arts:																	
3	Art Galleries & Studios								F/AYR		F/AYR		F/AYR			F/AYR	M/AYR	
4	Theatres & Performance Spaces	F/AYR											F/SEA				F/SEA	
5	Outdoor Recreation:																	
6	ATV/Snowmobile Trails	M/SEA		M/SEA	M/SEA	F/SEA	F/SEA	F/SEA	F/SEA	F/SEA								
7	Boat/Canoe/Kayak Rental/Shops	F/SEA			F/SEA													
8	Guide Services/Nature Trails	F/AYR	F/AYR	M/AYR													F/AYR	
9	Marinas				F/SEA								F/SEA					
10	X-Cty Ski/Snowshoeing Centers		F/SEA										F/SEA					
11	Golf Courses & Driving Ranges	F/SEA	F/SEA						F/SEA				F/SEA				F/SEA	
12	Tennis Courts																	
13	Ice Skating	F/SEA		F/SEA									F/SEA				F/SEA	
14	Fishing Access	M/SEA	F/SEA	M/SEA	M/SEA	F/AYR			F/AYR		F/AYR	F/AYR	F/AYR			F/AYR	F/AYR	
15	Special Attractions:																	
16	Wildlife viewing/hiking trails	M/AYR	F/AYR	M/AYR												F/AYR	F/AYR	
17	Amish Farm Stands	F/SEA							F/AYR	F/AYR	F/AYR	F/AYR	F/AYR			F/AYR	F/AYR	F/AYR
18	Airport												F/AYR					
19	Orchards																	
20	Farm Tours/Farmer's Markets	F/AYR		F/AYR					F/SEA			F/SEA	F/SEA				F/SEA	
21	Special Annual Events:																	
22	County Fairs	F/SEA							F/SEA									
23	Harvest Festivals																F/SEA	
24	First Nights																	
25	Foliage Festivals	F/AYR	F/AYR	F/AYR	F/AYR													
26	Fireworks	F/SEA			F/SEA													
27	4th of July Celebrations								F/SEA									
28	Winter Festivals/Holiday Events	F/SEA							F/SEA				F/SEA				F/SEA	
29	Lodging:																	
30	Rustic Camping	M/SEA		F/SEA	F/AYR								F/SEA					
31	RV Camping			F/SEA									F/SEA					
32	B&B's	M/AYR		F/AYR	F/AYR				F/AYR				F/AYR			F/AYR	F/AYR	
33	Rental Cottages	F/AYR		F/AYR	F/AYR												F/AYR	
34	Upscale Premier Resorts												F/AYR					
35	Rustic Cabins	F/AYR		F/AYR														
36	Modest Motels/Hotels	M/AYR			F/AYR				F/AYR				M/AYR				F/AYR	
37	Food:																	
38	Standard Restaurant Fare	M/AYR		F/AYR	F/AYR	F/AYR			F/AYR	F/AYR		F/AYR	F/AYR		F/AYR		F/AYR	
39	Fast Food	F/AYR											F/AYR					
40	Convenience/Deli	F/AYR	F/AYR	F/AYR	F/AYR	F/AYR			F/AYR		F/AYR	F/AYR	F/AYR				F/AYR	F/AYR
41	Upscale Dining	F/AYR																
42	Shopping:																	
43	Antiques	F/AYR	F/AYR	F/AYR	F/AYR				F/AYR				F/AYR				F/AYR	F/AYR
44	Boutiques																F/AYR	
45	Local Crafts	M/AYR	M/AYR	M/AYR	F/AYR							F/AYR					F/AYR	
46	Clothing	F/AYR							F/AYR				F/AYR				F/AYR	
47	Outlets																	
48	Gifts	M/AYR		F/AYR	F/AYR							F/AYR	F/AYR				F/AYR	F/AYR
49	Outdoor Gear	F/AYR		F/AYR														
50	Other-Bookstores	YES															YES	
51	Other-Florists	YES		YES					YES				YES				YES	
52	Communication Systems:																	
53	Internet			Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes
54	Public Telephones	F/AYR				F/AYR	F/AYR	F/AYR	F/AYR	F/AYR	F/AYR	F/AYR	F/AYR		F/AYR	F/AYR	F/AYR	F/AYR
55	Cell Phone Service	F/AYR	F/AYR	Yes	Yes	Yes			Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes
56	Internet Cafes																F/AYR	

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

SPECIAL TOURISM SITES, ATTRACTIONS, & SERVICE TYPOLOGY
GENERALLY WITHIN 1/4 MILE OF ROUTE

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1		<u>Lowville</u>	<u>New Bremen</u>	<u>Croghan</u>	<u>Harrisville</u>	<u>Pitcairn</u>	<u>Balmat</u>	<u>Fowler</u>	<u>Gouverneur</u>	<u>Richville</u>	<u>DeKalb</u>	<u>Heuvelton</u>	<u>Ogdensburg</u>	<i>PROPOSED LOOP</i> ↓	<u>Flackville</u>	<u>Rensselaer Falls</u>	<u>Canton</u>	<u>DeKalb Jct</u>
57	Traveler Gas/Auto Services:																	
58	Service Stations	M/AYR		F/AYR	F/AYR	F/AYR			F/AYR			F/AYR	F/AYR				F/AYR	F/AYR
59	Towing/Air Pumps	F/AYR		F/AYR					F/AYR			F/AYR	F/AYR				F/AYR	
60	Mechanic on-duty	M/AYR		F/AYR					F/AYR				F/AYR				F/AYR	
61	Medical Services:																	
62	Emergency Medical Care	F/AYR							F/AYR				F/AYR					
63	Hospitals	F/AYR							F/AYR				F/AYR					
64	Walk in clinics	F/AYR		F/AYR	F/AYR												F/AYR	
65	Churches: List denominations																	
66	Catholic	F/AYR		F/AYR	F/AYR				F/AYR			F/AYR	F/AYR				F/AYR	
67	Methodist	F/AYR		F/AYR					F/AYR	F/AYR		F/AYR	F/AYR			F/AYR	F/AYR	F/AYR
68	Baptist	F/AYR				F/AYR		F/AYR									F/AYR	
69	Episcopalian	F/AYR							F/AYR				F/AYR				F/AYR	
70	Presbyterian	F/AYR							F/AYR			F/AYR	F/AYR				F/AYR	
71	Synagogues												F/AYR					
72	Other: List Denomination (Jehovah Witness, Interdenominational)	Assembly of God, Mennonite, Nazarene, Non-Denominational Christian, The Church of Latter Day Saints		Apostlical Christian Church, Mennonite, Non-Denominational Christian,					Charasmatic, Jehoval Witness	Charasmatic, Pentacostal			jehova witness, Assembly of God, Church of Christ					Christ Church of Love,
73	Visitor Information Services																	
74	Banks/ATMS	M/AYR		F/AYR	F/AYR				F/AYR			F/AYR	F/AYR				F/AYR	
75	Restrooms - No public restrooms along the route. Gas stations, restaurants, & convenience stores accommodate paying customers.			No	No	No	No	No	No	No	No	No	No		No	No	No	No
76	Chambers of Commerce	F/AYR							F/AYR				F/AYR				F/AYR	

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

Maple Traditions Scenic Byway

Regional & Local Histories of the Byway Area

Introduction

This section provides a basic historical overview of the Maple Traditions Scenic Byway region and the Byway communities located in Lewis County and St. Lawrence County.

Towns and villages are addressed in the order they would be experienced by a traveler starting in Lowville and heading north to Ogdensburg. The locales along the touring loop from Ogdensburg through Canton and back to Gouverneur are also included.

Lewis County

The area known today as Lewis County was formed on March 28, 1805 by Governor Morgan Lewis from Oneida County. According to archeological investigation, human occupation in the Black River Valley extends back at least 10,000 years. In this territory of the Oneida Nation, indigenous populations found an abundant supply of opportunities for fishing and hunting. The Oneida ceded the area to New York State by the Treaty of Fort Schuyler in 1788 and was then sold in 1791 as part of the Macomb Purchase. Settlements were slow to grow until the construction of the Black River Canal System was completed in 1855 as part of the Rome to Carthage waterway transportation route. A 35-mile stretch, the canal served as a feeder route to the Erie Canal System and opened the “North Country” to trade and commerce. Comprised of 109 locks, the canal was abandoned in 1926 giving way to the railroad and automobile.

The first attempt at settlement in the densely forested area was made by French aristocrats fleeing the French Revolution. The efforts failed when the settlers found they could not tolerate the wilderness and cold winters. The French aristocrats were followed by European immigrants from Ireland, France, Wales, Germany and Switzerland who were attracted to the abundant supply of natural resources and a dream of prosperity. They engaged in the primary industries of logging and tanneries through the 1800’s. By the late 1800’s, easy access to water power and a plentiful supply of wood, logging and paper making became important industries to the area. Next, the clearing of forests lands made way for the planting of crops and the beginning of dairy farms thus launching the agricultural industry which remains a major economic contributor today.

Despite Lewis Co’s large expanse of forested land and rugged terrain, about 60% of its area was occupied by 4,124 farms in 1875. Currently only about 22 % of the land is utilized for farming. Today, dairy farming is a primary industry concentrated in the Black River Valley with a part of its production serving the kosher market in New York City. In recent years several Amish farmers have moved into the area. This religious order is separate from the long-established Mennonites elsewhere in the county.

The 20th century Lewis Co continued to maintain a significant industrial sector which included: furniture made in Castorland, Glenfield and Lowville from 1905 to 1931; Lowville products included cardboard boxes, imitation leather, bowling pins, and cream cheese. Today, few industries remain. Wood and other forest products continue to be harvested. Manufacturers included Burrows Paper Corp, Kraft (cream cheese), Climax (boxes), AMF (bowling pins, flooring), Fibermark (paperboard),

Otis Technology (gun-cleaning products), Harrisville Dry Kiln, Viking Cives (snowplows), and Interface Solutions (gaskets).

The tourism industry in Lewis County began to grow early on as vacationers were attracted to several of its lakes. During the 19th century visitors frequented area hotels such as the Fenton House (1826) at Number Four, Brantingham Inn, the Lowville Mineral Springs House (1872), and Forest Home and the Hermitage Hotel at Lake Bonaparte. Winter sports became significant soon after World War II. Since the Tug Hill Plateau has the highest annual average snowfall east of the Rockies, Turin was selected as site for the Snow Ridge Ski Area in 1945 and the Swiss Ski School. Winter recreation grew throughout the rest of the county in the 1960s with the rise of snowmobiling. Lewis County today continues to grow in popularity as a major snowmobile destination.

Over the course of the county's history, residents, businessmen/women and interested parties participated in the nation's struggle to identify itself. Men and women fought in wars – i.e. Revolutionary War of 1812, American Civil War, World Wars, etc. Early women pioneer/s & travelers forged the way for the suffrage right movement to advance equal rights for women in New York during the mid-late 1800's and Black slaves seeking freedom traveled north to safety via the Underground Railroad.

Rich in history and intertwined with the 17 towns and 9 incorporated villages, the county continues to emulate its roots through local events, historic preservation of buildings and monuments, a continuing agriculture-based economy, and the promotion of outdoor recreational opportunities.

Town of Lowville

Part of the Black River tract divided on August 11, 1796, when Nicholas Low acquired property by drawing lots 2, 7, and 11. Lot 11 which is known today as the Town of Lowville (Lot 2 is known today as Watertown and Lot # 7 is known today as Adams) was first settled in 1798 by a company from Westfield, Massachusetts. The town was formed by virtue of an act of the New York State Legislature on March 14, 1800 and is named after, Nicholas Low, a Revolutionary War Patriot and prominent businessman. Early French and European settlers were first attracted to the area to begin dairy farming in the rich soil of the Black River Flats. Construction of the Black River Canal began in 1851 opening up trade corridors to commercial markets thus supporting local Lowville businesses.

The Utica and Black River Railroad reached Lewis County in 1867 and went on to Carthage in 1871. The Lowville and Beaver River Railroad was completed to Croghan in 1906 providing a much needed transportation system for the paper mills and farmers. Opportunities for business and industries in Lowville flourished – i.e. the Asbestos Burial Casket Company (1885-1955), J. E. Haberer Furniture Co. (1905-31), Payne-Jones/Pajco (1935; imitation leather for books and US passports), AMF (1957; bowling pins), Kraft (1965), the largest cream cheese plant in the country, and Climax (1980; cardboard boxes). In 2008, Lowville is the site of the county offices, fairgrounds, a general hospital, and a shopping mall serving the county.

Village of Lowville

Incorporated in 1854, the village is named after the town and early land owner Nicholas Low. Located in the north central part of the Lewis County, the village serves as home to the County Seat which was moved from the Town of Martinsburg in March 10, 1864. In 1894, Susan B. Anthony,

central figure in the suffrage right movement and life-long advocate for equal rights for women, spoke to an audience of women and supporters on the history of women suffrage to encourage support for legislative action at the local Methodist Church. In honor of the 2500 men from Lewis County who served in the Civil War, the Guilford D. Bailey GAR Post #200 dedicated the Civil War Soldiers and Sailors Memorial on July 4, 1883, donating it to the citizens of Lewis County. The memorial lists the service of Joseph Dievendorf, an African American from the Town of Harrisburg, in the 97th New York Volunteers Regiment, two years before Abraham Lincoln authorized the service of African Americans.

Town of New Bremen:

The Town of New Bremen was named after the German city of Bremen and was first settled around 1798. New Bremen was delineated in an 1826 survey of the Towns of Croghan and Watson in 1826 by Charles Dayan. The town received its charter in 1848. The Hamlet of New Bremen was originally called Dayansville and is located in the western part of the town. A restored water-powered grist mill stands beside Crystal Creek. The mill is privately owned.

Town of Croghan:

The Town of Croghan was formed in 1841 availing itself to the Black River's abundant supply of wood thus supporting its primary industries of logging, tanning, and the paper making. Named after George Croghan, a hero in the War of 1812 recognized for his defense of Fort Stephenson, the town grew slowly until completion of the Black River Canal, which opened trade & commerce markets. Comprised of rich farmlands, forests and swamps, a small section of the town lies within the Adirondack Park. The Indian, Oswegatchie, and Beaver Rivers flow through this township with the Black River bordering part of the town. As with neighboring communities, early settlers were attracted to the rich farmland and natural resource of the rivers to power mills, factories and industry. Farming and the production of maple syrup served as the primary industries of yesteryear and continue today followed by logging, papermaking and sawmill operations.

Lewis County, and the Croghan area experienced an influx of Anabaptist immigrants of both the Amish-Mennonite sects from Germany and the Alsatian area of France over a twenty-year period from 1831 to 1854. The Amish-Menonite Church grew in the Croghan area later dropping the word *Amish*, from its title.

In 1883, Dr. Sarah Elizabeth Simonet was the first woman to graduate from Albany College with a pharmacology degree. Two years later, in 1885, she graduated from the University of Buffalo with a degree as a physician and surgeon and registered in Lewis County as one of the first female doctors. In addition, Dr. Simonet served as a county organizer to advance the early feminist movement supporting equal rights for women.

Village of Croghan

The Village of Croghan is home of the famous Croghan Bologna, first produced when The historic Croghan Meat Market founded in 1888 has brought name recognition to the Village of Croghan which is now known as the home of the famous “Croghan Bologna.”. Today’s visitors and residents are drawn to the area for its natural beauty. Outdoor recreation enthusiasts still enjoy traditional pastimes of camping, hunting and fishing. The tapping of maple trees, one of the area’s significant natural resources has supported the economy for years and led to the creation of the American Maple Museum which was founded in 1977 to preserve the history and evolution of the North American maple syrup industry. The Railway Historical Society of Northern New York (RRSNY) museum is located in the former depot with a roundtable and Shay Engine on display.



Town of Diana

The Town of Diana was formed from the Town of Watson on April 26, 1830. It was named after Diana, goddess of the hunt, at the request of Joseph Bonaparte. Bonaparte was the town’s largest landowner, and in his favorite pastime of hunting fancied that Diana herself might covet the region as her home because of its ample, wild lands.

Village of Harrisville

Harrisville was named after Fosket Harris from Champion. The Oswegatchie River, flowing through the center of the village, powered a gristmill and sawmill that were built in 1854. In 1859 a chair factory and the Beach and Dodge Tannery set up business. The Carthage and Adirondack Railroad came through Harrisville in 1886. The depot for the Harrisville station now serves as the Town of Diana Historical Museum. The village was home to a paper mill from 1905 to 1957.

St. Lawrence County

St. Lawrence County situated on the St. Lawrence River was the scene of some of the first French explorations. It is considered likely that Samuel Champlain visited the region in his exploration, but it is certain that Father Lallemand, a Jesuit priest, landed at what is now Ogdensburg in 1626, naming his settlement La Gallette.

Around this time, the area was used as hunting grounds by both the Algonquin and Iroquois Indians. The lands were claimed by the Iroquois confederacy, but only a few Oswegatchie families made a permanent home here. The Algonquins consisted of the twelve tribes or families: Arapaho,

Blackfeet, Cheyenne, Chippewa, Kickapoo, Shawnee, Fox, Ottawa, Delaware, Gros Ventres, Menominee and Potawatomi. The Iroquotans are known to comprise of four tribes: the Iroquois, Wyandot, Cherokee and Kiowa. Although the territory of the two nations was divided by the St. Lawrence River, this boundary made little difference during hunting and fishing season. As a result, when hunting parties met there was often blood shed.

Generally across the region, the French and English were both eager to secure the help of Native Americans for several reasons. First of all, indigenous groups provided security for the non-natives' newly acquired lands. They were also adept at trapping and hunting, which contributed to the then profitable fur trade. Throughout this time the English maintained an alliance with the powerful Iroquois Confederacy. English settlements in the Mohawk and Hudson Valley had little contact with this northern region, while the French used the St. Lawrence River as an important strategic corridor. Without Iroquois assistance to the English, the French very well may have been successful in maintaining control over this region.

The English became interested in the region through observing French developments, resulting, in part, in the French and Indian War (1754–1763). After the French surrender, the English promptly improved La Gallette by placing a garrison there and changed the name to Oswegatchie (now Ogdensburg), the name of the river tributary to the St. Lawrence. The new settlers began timber cutting and cleared great areas of land.

Even after the Revolutionary War, ownership of this region was disputed and few white men had ventured into parts of Northern New York. While to the north, east and south, the French, English, and Dutch had successful settlements, this region was one hundred miles north of the direct route west and it was considered out of the way to most, except to a few fur traders and the occasional adventurer. The Jay Treaty of 1794 provided that the British evacuate the frontier posts by 1796 and Albany took advantage in 1787 by offering for sale the township of Louisville, Stockholm, Potsdam Madrid, Lisbon, Canton, DeKalb, Oswegatchie, Hague and Cambray. Today Hague is Morristown, and Cambray is Gouverneur. The only part reserved for the Native Americans was a six square mile plot. At the end of the sale, the fur trader from Detroit, Alexander Macomb, became owner of most of the tracts.

After experiencing financial difficulties in 1792, Macomb transferred some of his holdings to Colonel Samuel Ogden, Robert Morris, General Henry Knox, and Gouverneur Morris, which were roughly the four townships of Hague, Cambray, Oswegatchie, and DeKalb. Many property transfers occurred, but the most significant owner in this region after Macomb became Ogden.

St. Lawrence County was formed March 3, 1802. It was originally part of Clinton County, with the county seat in Plattsburgh. However, resident concerns over the distance and danger of travelling to Plattsburgh led to the formation of the new county.

Oswegatchie Trail

The Oswegatchie Trail was a widely used foot and canoe trail used by Native Americans that held great importance to this region. Beginning northward from the Mohawk River to the Black River close to the present Village of Boonville in Oneida County, then down the 40-mile flat water stretch of the

Black River to Carthage in Jefferson County, the route continued overland to the Indian River. The Indian River could be traveled for quite a stretch to Black Lake and the Oswegatchie River and into the St. Lawrence River. There were other Indian trails, but the Oswegatchie Trail was one of the most commonly used. In fact, the path over land was so well traveled that cuts about a foot wide and deep were worn into the ground by the passage multitude of Native Americans walking single file. It is said that conditioned runners could cover the entire distance in two days.

The Plank Road

When roads were first cut through the forests, the trees were laid in the low or swampy places side by side and covered with dirt. These were called corduroy roads. Later, plank roads were built on the main arteries of travel. The plank road between Heuvelton and Ogdensburg was completed in 1849 by the Ogdensburg and Heuvelton Plank Road Company. The Heuvelton-DeKalb Plank Road Company organized earlier that same year worked on extensions to intersect the Gouverneur-Canton plank road east of Richville. Tolls were collected from travelers to recoup initial investment and turn a profit.

Steamboat Era

In the 1830's through the early 1900's steamboats began to play an important role in transportation history. Flat bottomed, side or stern-wheeled steamers were constructed to negotiate the three known shallow spots in the Oswegatchie Rver between Heuvelton and the mouth of Black Lake. These were known as Grass, Mammie Legg and Delaney's Rapids. The first steamboat to appear on these waters named the 'Paul Pry' was built in Heuvelton in 1830 by Paul Boyington. The "Paul Pry" proved to financially unsuccessful, but interestingly was taken either overland or eased around the dam at Ogdensburg to become a ferry between Ogdensburg and Prescott, located on opposite shores of the St. Lawrence River. Ultimately, the "Paul Pry" played a part in the unsuccessful efforts of the Frères chasseurs, or Hunter Patriots, using American territory to challenge British occupation of Canada. In November 1838, the attempted seizure of Prescott led to the five day standoff that has come to be known as the Battle of the Windmill. As a result, the general unpopularity of those on the south side of river relegated the "Paul Pry" to the Black River Basin where she ended her days.

RWO Railroad- The Hojack Line

The Rome-Watertown-Ogdensburg Railroad was commonly known as the Hojack Line. In 1842, the line began as the Watertown and Rome Railroad. Built to link Watertown with Rome on the Syracuse and Utica Railroad, it was one of the original lines to consolidate into the New York Central in 1853. At the time of this consolidation, the Potsdam and Watertown Railroad came into existence. In, 1861 the two railroads merged to become the Rome, Watertown, and Ogdensburg and a branch line from DeKalb Junction to Ogdensburg was laid in 1864. Years of mismanagement and the consolidation of the railroad had driven the RWO to bankruptcy and earned the railway the new name of "Old Rotten Wood and Rusty Rails." RWO was formally merged with the New York Line in 1913 and was last operational in the 1940's. The line had several branches that carried passengers and would deliver and add cars for milk and cheese, and mail.

Although a few folk stories exist regarding the name Hojack, it commonly thought that the name derived from the engineer of the first train, who was named Jack Welch. Welch was a farmer before

becoming an engineer and was more familiar with horses than locomotives. Upon slowing down the train at stations, he would yell “Whoa Jack!,” becoming Hojack over time.

St. Lawrence Seaway

St. Lawrence County is the largest county in the state. It also has the longest frontage on the St. Lawrence River, which is also the St. Lawrence Seaway, the world’s longest deep draft inland waterway giving access to 15 U.S. and Canadian Ports. Opening June 26, 1959, the extensive system of canals and locks is of vital geographic and economic importance to the Great Lakes system, connecting the lakes to the Atlantic Ocean.

Town of Pitcairn:

The Town of Pitcairn was formed from the Town of Fowler and Edwards in 1836. The lands of Pitcairn are mainly rough and rocky, but in some of the narrow valleys the land is very productive. The first clearing in the wilderness of Portaferry was made in 1824 by James Streeter, who brought in his family the following year. Quite a number of other settlers came in 1824-5 and made small clearings.

The first saw mill was erected in 1828 on Jenny Creek. By the 1890’s there was a train station on the Carthage and St. Lawrence Railroad, two steam mills, several stores, a hotel, and cheese factories. The agriculture of the town consisted mainly of the production of butter and cheese, and the raising of grain and potatoes. Iron mining operations were carried on for several years at the Hamlet of Jayville. Three post-offices existed in the Hamlets of Pitcairn, East Pitcairn, and Jayville.

Town of Fowler:

The Town of Fowler was formed from Rossie and Russell in 1815. The irregular topography consisted of craggy ranges of rock and fertile soil between and along the Oswegatchie River and its tributaries, Sawyer and Shingle creeks. Sylvia Lake is located in the center of town and Chub Lake in the northeast corner. The Oswegatchie River supported many manufacturing industries, chiefly pulp and talc mills.

Town of Gouverneur:

The Town of Gouverneur, located in the Southern section of St. Lawrence County, was formally created in April 1810 from the Town of Oswegatchie. Originally the area was known as Cambray, but was changed to Gouverneur in honor of Gouverneur Morris, the principal landowner in the area. Among his credits, Morris framed the initial Article of the Confederation in 1781 and penned the Preamble to the U.S. Constitution. He was also the youngest man, at age 24, to serve in the Continental Congress.



The Gouverneur area is especially rich in marble, which has been quarried for years. This marble has been used in the construction of many buildings throughout St. Lawrence County. Zinc and talc

mining is also one of the area's biggest industries. The terrain, mostly level and gently rolling hills, is great for agriculture and has some rocky hills and limestone ledges.

Village of Gouverneur:

The Village of Gouverneur was founded in 1868. As with the town (see above), the village of was named for Gouverneur Morris. Referred to as the "Marble Village" or "Marble City," Gouverneur is rich with white dolomite marble, which has been quarried and used for marble products and construction for almost 200 year. The area is also home to the Gouverneur Talc Company, one of the world's oldest and largest talc producers and Zinc Corporation of America mines, one of largest zinc production facilities in the U.S. Gouverneur is also the birthplace and headquarters of Kinney Drugs, Inc. In operation since 1903, the family operated retail drugstore still serves northern and central New York and Vermont.

The giant LifeSavers® roll in Gouverneur honors native son Edward John Noble. Pep-O-Mint, the company's first lifesaver flavor, was promoted by Noble after he purchased the idea from its inventor, Clarence Crane of Cleveland, Ohio for \$2,900 in 1913. Noble had the hole added to the candy in case a child might swallow the morsel. The hole in the center would still allow the child to breathe. Several years later, Noble acquired the Beechnut Chewing Gum Company and merged its products with LifeSavers®.

Town of De Kalb

The Town of De Kalb was one of the original ten towns of St Lawrence County named and laid out by the New York State Surveyor Generals Office in 1787. The town was named for Baron De Kalb, who was a native of the Alsace, Lorraine region. De Kalb was a Masonic brother of General Lafayette's. A trained military strategist, he was convinced by LaFayette to join the Continental Army to teach this skill to the Continental officers. He served with great distinction with General Lafayette in 1777 under General Washington in our Revolutionary War. He was killed in a battle near Camden, SC in 1780.

In February of 1803, Judge William Cooper of Cooperstown, backed by a group of prominent New York City financiers purchased the township from Samuel Ogden. Judge Cooper led a grand procession of 34 settlers from Cooperstown to De Kalb arriving on June 12th, 1803. Farms were cleared along the Oswegatchie near what is today Old De Kalb and Coopers Falls. The first settlement was known as Williamstown or Coopers Village. (See ***Hamlet of De Kalb***, on next page.)

The topography of the town consists of ridges of limestone, gneiss and marble separated by narrow valleys. The Oswegatchie River flows diagonally through the center of the town with Beaver and Harrison creeks as tributaries

During the early years the Oswegatchie River was the principal means of transportation. Settlers' income depended principally on the lumber and the "black salts" manure they generated from farm field clean-up. Products were shipped down river to Ogdensburg, then on to the Montreal market. Over time the lands of De Kalb were largely cleared and the agricultural interests developed in ratio with those of neighboring localities.

Dairying rose to prominence in the town with the rise of the neighborhood cheese factories. It is still important today. The opening of the railroad and the establishment of the Junction with the line leading to Ogdensburg in 1862 had a permanent effect upon the business interests of the town, drawing trade largely to the Junction and to Richville. The arrival of the Railroad also led to the development of significant mining interests in the town. At various times between 1860 and 1940, iron, sulfur, talc, marble and pegamatite were all mined in the township. Significant tailing from the Stellaville Sulfur mine can still be seen today on County Route 17 between De Kalb Junction and Hermon.

Hamlet of De Kalb

When Williamstown, or Cooper's Village, was established in 1803, many of the first houses were built upon the edge of the Oswegatchie. The river subsequently flooded in 1804. By 1805, the settlement had moved up the hill, where Judge Cooper erected a large hotel just east of the current hamlet. The town's first post office opened in 1806 and the community was renamed De Kalb. During the war of 1812, Ogdensburg's mail was delivered to this post office to keep it out of the hands of the British. The first school in the town was opened here in 1807.

Hamlet of Cooper's Falls

Cooper's Falls are about six feet high and are about a mile below the Hamlet of DeKalb. Judge Cooper built a saw mill and grist mill here in 1804. In 1864, a stock company built a furnace there, the ore being obtained in the town of Hermon. Following the Civil War, the mine was abandoned and the grist mill went into decay.

Hamlet of De Kalb Junction

The Hamlet of De Kalb Junction grew up quickly following the completion of the Rome Watertown and Ogdensburg Railroad in 1862. The Railroad located their woodsheds and a machine shop at the Junction. Many stores soon opened to take advantage of the farmers coming to town to sell wood to the railroad. At one time as many as 10 trains a day stopped at De Kalb Junction.

Village of Richville:

Salmon Rich and Jonathan Haskins established the first settlement in Richville in 1804. Legend has it that they drew a sled up the frozen river from Cooper's Village – a distance of about ten miles. They formed a camp opposite the village site and began a clearing. In April, Haskins built a log house near the river, and in June, Rich began clearing on the site of the village. The first tavern opened in 1807, along with a grist mill and saw mill. The opening of the railroad and Richville Station spurred considerable growth near the village. An extensive lime kiln was also in operation at the station to quarry nearby lime stone and sand stone.

Town of Oswegatchie:

With the establishment of the French Mission La Presentation in 1748, at what is now the City Ogdensburg (see below), the Town of Oswegatchie became the site of the first white settlement in St. Lawrence County. Some of the county's earliest pioneers established homes in the Heuvelton area, in

the vicinity of the Oswegatchie River which winds its way from the Adirondack foothills and gently flows through Heuvelton on its way to the St. Lawrence River, just six miles away. The town and river were named for the Oswegatchie Indians, who had a small encampment near Heuvelton in the late 1700's. The name "Oswegatchie" is that tribe's word meaning "black water."

Oswegatchie is one of the four towns initially established under the formation of the county in 1802. The township was patented in 1876 in 98 one-mile square parcels of 640 acres each, and the original land titles were to Alexander Macomb, Henry Remsen, and John Taylor.

Village of Heuvelton:

Heuvelton is the only incorporated village in the town of Oswegatchie. The village was originally called Fordsburgh to honor Nathan Ford, the man who has since become known as the Father of St. Lawrence County. In the 1820's, New York aristocrat Jacob Vanden Heuvel purchased the territory that contained the village and an adjoining land tract. Vanden Heuvel invested in several extensive improvements, including the construction of a mill, marking the first notable economic growth in the struggling community. The village name was changed from Fordsburgh to Heuvelton in January 1832 to honor his contributions.

Bessie Pickens whose stage name was Bessie Abott was born in Heuvelton, and was one of America's leading opera singers of the 1900's. Her father owned Pickens Hall, of which the third floor was used as a local Opera House/Music Hall. This recently restored building is the key historical landmark of the community and now serves as an outlet for Amish-made products (quilts, furniture, leather goods, etc.). Future plans include an exhibit on Amish life on the second floor and refurbishment of the performance space on the third floor.

Dairy farming continues as the principal livelihood for most of the Heuvelton area. The early years were followed by a period of improved milk production that supplied several local cheese factories. Improvements in technology and transportation allowed for cheese and milk to be produced in bulk and shipped longer distances. The McCadam cheese company began in Heuvelton. Although that plant closed in 2002, followed by the 2007 closing of Heritage Cheese, as much as ninety-percent of the milk produced in St. Lawrence County still goes into cheese production. In the early 1900's, Heuvelton and the surrounding countryside were considered a center for turkey production, attracting commercial and private buyers.

City of Ogdensburg:

On Sept. 30, 1748 French Missionary Francois Picquet left Quebec to search for a location at which to establish a suitable outpost for New France and to establish a mission for the Iroquois. On November 21, 1748, Picquet chose a site on the peninsula at the confluence of the Oswegatchie and St. Lawrence Rivers (present-day Ogdensburg) and called it "La Presentation." On May 30, 1749 he returned and started the first white settlement in St. Lawrence County. He had much success in converting the indigenous populations until the onset of the French and Indian War (Seven Years War 1756-1763) between France and England disputing colonial rights over the New World when he was forced to abandon his outpost. Samuel Ogden became the most significant land owner by 1792, thus renaming the settlement as Ogdensburg.

The City of Ogdensburg, also known as “The Maple City”, is the sole city in St. Lawrence County. Located strategically on the St. Lawrence River, it had been chosen as the original county seat in 1805, when the county was created. The county seat was moved to the Village of Canton twenty-three years later as fear of the British in Canada prompted pioneers to move government operations inland.

Canton Loop:

Town of Lisbon:

Fort Levi, which was located on Chimney Island on Lisbon’s northern border, was the site of the last large land battle of the French and Indian War. The Town of Lisbon was formed on March 6, 1801. An Oswegatchie Indian village was located on Indian Point in the town’s northwest corner from after the Revolution until around 1806 when the Akwesasne were resettled on what became the St. Regis Indian Reservation.

Town of Canton:

The Town of Canton was organized in 1805 and is home to the Village of Canton and Saint Lawrence University. Notable town resident J. Edward Rushton, born in 1843, became known around the world for his cedar canoes. The town’s name was designated by New York State land commissioners at a meeting in New York City in 1787 and is believed to be in honor of Canton, China and related to the Colonial trade routes that were opened to the Orient.

Village of Canton:

The Village of Canton has been one of the most significant communities in St. Lawrence County since the village became the county seat in 1825. The courthouse was built in that year and was lost to fire sixty-five years later. Canton is home to St. Lawrence University, established over 150 years ago, in 1856, and Canton Technical College. Canton is also the home of the St. Lawrence County Historical Association, Corning Glass, Kraft Foods, and numerous shops and small businesses. Among the most notable and historic citizens are former New York Governor Silas Wright and renowned sculptor-artist Frederic Remington.



Village of Rensselaer Falls

Although located off the actual Byway, Rensselaer Falls is in the center of the loop formed by Routes 812, 68, and 11, and is located at the intersection of County Routes 14 and 15. It is also host to the Indian Creek Nature Center—one of the Byway’s significant resources.

The Village of Rensselaer Falls was originally called Tateville, after Robert Tate, an early surveyor who had settled in the Cooper Falls area. Later, the town was called Canton Falls, due to its proximity to that already settled town. Steven Van Rensselaer was an early purchaser of large tracts of north country land, and in 1837 he deeded 78,932 acres of it to settlers moving into the region. In 1852, the US Postal service arrived and recognized Mr. Van Rensselaer by naming this particular hamlet after him. Early industries were tied to the Oswegatchie River's power: saw mills, grist mills, cheese making, dairy farms and lumber.

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Local Historians On the Maple Traditions Scenic Byway

Listed alphabetically by town.

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Town of Oswegatchie Historian

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Village of Heuvelton Historian

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Town of Pitcairn Historian
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Byway Description

The Visitor's Experience



The Maple Traditions Scenic Byway follows the entire length of NYS Route 812 for a distance of 78.3 miles, beginning in downtown Lowville at its junction with the Black River Trail Scenic Byway, and New York State routes 12 and 26.



View from southern terminus starting point in Lowville (Left). Downtown Lowville (Below).



Located at the route's southern terminus Lowville is a small rural village with an historic Main Street and tree-lined residential streets with a number of grand historic homes. Lowville is the Lewis County seat. The walkable downtown features a business district and is home to the white-columned, brick county courthouse. Visible from the western edge of the village is the Maple Ridge Wind Farm. With 195 towers, the impressive site is the largest wind farm east of the Mississippi.



American Maple Museum, Croghan, NY

Heading north toward the Village of Croghan (10 miles from Lowville), travelers will observe open, rolling agricultural lands dotted with dairy farms—and some Amish farms--bordered by woodland edges. Croghan is a quiet, compact, and attractive village located on the Beaver River. Croghan is home of the American

Maple Museum and regional famous food products—Croghan Candy and Croghan Bologna. From Croghan to Harrisville, it is apparent that you have left the Black River Valley and are now skirting the western edge of the Adirondacks. Rolling farmland is replaced by forest lands, mixed hardwoods and pine reforestation areas.



Maple Weekend. Left: visitors ride through a sugar bush on a sap-hauling sled. Right: A sugar bush owner explains the process of boiling sap down into maple syrup.



17 miles north of Croghan, the Maple Traditions Scenic Byway joins the Olympic Scenic Byway where Route 812 intersects Route 3 and they overlap each other for a short distance 4.4 miles through the Village of Harrisville. In Harrisville, the two byways cross the scenic Oswegatchie River, one of the most photogenic scenic views along the route. Harrisville's community gazebo, park and nature trail perched above the rocky river rapids is clearly visible and inviting to travelers.

Left: The Oswegatchie as seen while traveling the byway through Harrisville.

In the 16 miles from Harrisville to Gouverneur, the landscape transitions from dense forestland back to more open terrain, again dotted with a mixture of Amish farms and modern farm operations. This area also has a rich mining history (marble, granite, zinc, and talc). Gouverneur, like many of the rural communities along this byway, has retained many of its historic buildings and pedestrian friendly downtown. As in Harrisville, the Oswegatchie River passes through the center of the village.



Approximately 10 miles northeast of Gouverneur, NY Route 812 heads north again, departing US Route 11. Over the next 17 miles on their way to Ogdensburg, travelers will experience a quiet, rural landscape dotted with both Amish and modern-day farm operations. Keep your eyes open, as this segment in particular has a number of roadside Amish stands offering vegetables, canned goods, and craft items for sale. About 6 miles outside of Ogdensburg, the Byway passes through the small Village of Heuvelton, home to the restored Pickens Hall, which serves as a retail outlet for a variety of Amish-made goods (furniture, quilts, crafts, jams, etc.). Pickens Hall also specializes in providing goods and supplies sought by the Amish.

In Ogdensburg (The “Maple City”), the Maple Traditions Scenic Byway intersects the Seaway Trail (a National Scenic Byway) and ends at the foot of the bridge to Canada. Although the most urban of the communities on this byway, Ogdensburg retains that small-town atmosphere characteristic of all of the communities along the route. It has a rich military history (Revolutionary War and War of 1812), is a port city on the St. Lawrence Seaway, and is home to the Frederick Remington Art Museum. As they pass the Ogdensburg International Airport on the outskirts of the city, Byway travelers may depart briefly from the main byway route and

venture straight into and through downtown in order to enjoy these resources. The view of the mighty St. Lawrence River from the waterfront's Maple City Trail is truly a sight to behold regardless of the season.



After returning to the main Byway route, travelers can continue on for another 2.5 miles to the end of the Byway and cross the river into Canada via the Ogdensburg-Prescott International Bridge. Those seeking and alternate return route allowing them to experience more of the North Country's traditions should pick up NY Route 68 southeast toward Canton.

Ogdensburg's Maple City Trail (left)

Canton Loop:

Historically, the Adirondack North Country Region Scenic Byways are long travel routes stretching well over 100 miles and include side routes that traverse the changing terrain, providing access to adjoining thematic resources. The Canton loop is one of those side routes that contribute significantly to the theme of the main Byway.

The 17-mile stretch of Route 68 from Ogdensburg to Canton is dotted with a number of large farms and follows the Grasse River into downtown Canton. This route also goes past the Indian Creek Nature Center and the Upper and Lower Lakes Wildlife Management Area.

Canton (the St. Lawrence County seat) sits on the Grasse River and is home to the State University of New York at Canton and the esteemed St. Lawrence University. Its historic downtown is also home to Traditional Arts of Upstate New York (TAUNY) a not-for-profit organization with a multi-county outreach. TAUNY's North Country Heritage Center offers the opportunity to learn more about the history and present status of traditional arts and crafts in the region. TAUNY highlights those individuals and groups who have been significant in carrying on a variety of folk arts and timeless traditions while also featuring a variety of locally produced arts, crafts, and food products for sale. Canton is another pedestrian-friendly downtown and also offers pedestrian trails along the riverfront and on its two island parks. Following US 11S for 12.4 miles from Canton brings the traveler back to the main Byway route where it picks up NY Route 812 back into Gouverneur.



TAUNY's North Country Heritage Center highlights the timeless traditions and folk arts of the North Country.

Summary:

From one end of the 78-mile Maple Traditions Scenic Byway to the other, travelers will experience a variety of unique local food products—their growing practices and preparation (meats, dairy/cheeses, candies, maple products, baked goods, and produce), folk arts, and craft products. More importantly, the opportunities to experience these traditions and products are not limited to the numerous country stores and museums along the route. These traditions—farming, logging, cheese-making, maple syrup harvesting, and more—can be experienced first-hand from a people who continue to live close to the land and whom travelers can observe and meet in the communities along this byway.



Byway Description: Traditions and the Working Landscape

The Maple Syrup Tradition

A sure sign of spring is the sight and smell of the "sugaring" season. Throughout Lewis and St. Lawrence counties, visitors can see maple syrup being made from sap gathered from New York's official tree - the Sugar Maple. Visitors can see a traditional wood burning sugar house, a state of the art reverse osmosis or an oil fired operation. And, while you're here, a culinary delight you don't want to miss is the pancake breakfasts sponsored by local church and civic organizations. Not only will you be served delicious pancakes smothered in fresh syrup, you will be part of the spring tradition in the North Country.

New York State ranks #3 in the nation for maple syrup production with more than a third of the state's syrup coming from St. Lawrence, Lewis, and neighboring Jefferson counties. (Lewis County is New York State's largest producer of maple syrup.) Together, Lewis and St. Lawrence Counties boast over 250 maple producers with well over 400,000 taps among them.

No matter where you travel along the Maple Traditions Scenic Byway, visitors should see a sugar bush or a sugarhouse at some point, and should certainly not miss seeing some blue or black tubing or buckets along the way. If lucky enough to travel this road during the sugaring season, which usually starts in early spring and last for six to eight weeks, travelers will have the opportunity to see steam rising from sugarhouses and smell the sweet smell of maple syrup.

A rich agricultural history can be found in the region's Maple Industry. The region sees syrup as the first "True Crop of Spring" and many in the area refer to it as "Liquid Gold". Numerous sugarbushes demonstrate a long family tradition of being involved in tapping trees and producing syrup. Many have been sugaring for several generations and it is typical to see the entire family helping out in the sugarbush, from the grandparents or even great-grandparents to the grandchildren. Most syrup is sold directly to the consumer in pint, quart, and gallon containers as well as candies and maple cream. Syrup can be used as a topping for pancakes, waffles, ice cream, cereals, and used in cooking and baking breads, meats, and vegetables to name a few.

Technology has provided improved sap collection and boiling equipment and methods over those of yesteryear. However, the production process remains unchanged. Although very labor intensive, sugaring provides an opportunity for the entire family to work together to produce this pure golden syrup. Observing the tapping of the trees, gathering of the sap, and boiling and bottling of the finished syrup will give you an appreciation for why the process involves the whole family.

Stopping in at the American Maple Museum in Croghan—a town steeped in maple character—will allow visitors to learn about the entire process of tapping a tree to bottling the syrup. There you can review the history of maple processing through the years from the Native American to modern day processing and take home some syrup or other maple goodies with you. You might want to try to catch a pancake breakfast at the Museum which serves up all local foods on Maple Weekend held annually towards the end of March where you can sample a variety of maple products such as maple sugar cakes, hard candy, cotton candy, jack wax, and taffy to name a few. Visitors can walk through operating sugarhouses to see sap being boiled down to syrup in a evaporator, watch sap being collected with tractors or horse drawn sleds, walk

through the woods and see sap dripping from a tap into a bucket or going along tubing to a collection container. These guided tours are informative and usually you can taste warm maple syrup at the end.

Given the abundance of maple trees in this region, the maple theme is prevalent in other ways along this scenic byway. The word “maple” is used in the names of several local businesses (from wind farms to auto dealers). Ogdensburg is known as “The Maple City” and its Maple City Trail is a key recreational resource along the St. Lawrence River waterfront. The northern terminus of the byway also happens to be at the foot of the International Bridge into Canada, which utilizes the maple leaf as its national emblem.



Byway Description: Traditions and the Working Landscape

Traditional Arts & Folklife

The traditions theme of the Maple Traditions Scenic Byway captures not only the tradition of collecting sap and producing maple syrup, but also highlights a number of other traditional activities: agriculture, the Amish lifestyle, and the production of a variety of food and craft products from local agricultural and forest resources. Less apparent to the outside visitor, but equally important to the byway experience, is an appreciation of those traditions that are essential components of the rural lifestyle, social fabric, and heritage of the North Country. This richness of tradition is best expressed through the following overview of the Traditional Arts of Upstate New York (TAUNY). TAUNY's existence and growth is due to the abundance of these traditions in the first place, and because of its own success in serving to preserve and highlight these traditions for others to appreciate and enjoy.

TAUNY: 20 Years and Growing

Celebrating the customs and creativity of everyday life in northern New York.” This is how Traditional Arts in Upstate New York—TAUNY—describes its mission as it goes about documenting and presenting the rich variety of folklife and folk arts of the vast region of New York commonly known as the North Country. Long before the age of electronics and space exploration, residents of the region told stories and sang songs about local life. They marked the passing of time with celebrations and crafted objects for their own use. Over the years people from many parts of the world settled in the region and contributed to the mosaic of local cultural expressions. Through memory, mastery, and legacy, they and their children helped to shape the North Country way of life.

For more than 20 years the nonprofit organization has been gathering and telling the stories of the people, places, and events that *are* the North Country. In a time when rural America—and our region—faces many changes and challenges, TAUNY shines a light on the best qualities of life here. We observe continuity and change in some traditions, over time the gradual disappearance of others, and the emergence of new traditions as time goes on. TAUNY creates a record of life as it has been and is now—for individuals, families, and communities—and preserves it for generations to come. As others work to save our natural environment, TAUNY encourage the conservation of the local way of life, thereby safeguarding local knowledge and local color in the North Country.

TAUNY identifies and documents individuals and groups from the region that reaches from the St. Lawrence River valley to Lake Champlain, through the Adirondack Mountains to the Mohawk River. It seeks to record people whose knowledge and experience cover everything from telling tall tales and playing old fiddle tunes for dancing, to building Adirondack guideboats, weaving ash splint baskets, or stitching fancy show quilts. TAUNY maintains a growing archive of tape and video recordings, photographs, and slides, which it makes available to students, journalists, and other researchers. In early 2008, TAUNY purchased and moved into a Victorian building in Canton's historic downtown, the former home of J.J. Newberry's variety store, to develop a regional cultural heritage center. For those unable to visit TAUNY in

Canton, its two websites—www.tauny.org and www.northcountryfolklore.org—offer detailed information about the organization’s events, activities, programs, and research.

Regularly on display in TAUNY’s Canton home are an Orientation Exhibit, which describes folk arts and local of the region and what TAUNY does, and the North Country Wall of Fame, which includes portraits and essays of TAUNY’s fifty-plus North Country Heritage Award recipients. Every year TAUNY also mounts two or three temporary exhibits. Over the years these have included topics as diverse as Adirondack woodcrafts, songbird carvings, log cabin quilts, St. Lawrence River decoys, homesteader architecture and gingerbread houses. Exhibits sometimes travel to local schools, libraries, and other public sites, and programming is often developed to complement the exhibits.



TAUNY’s North Country Folkstore is an outlet for authentic traditional crafts and arts of the region. It features Mohawk sweetgrass baskets; Old Order Amish quilts and furnishing; wood carvings; honey, jams, and jellies; maple products; balsam wreaths in season; recordings and books about regional subjects; and much more. Artists whose products are featured in the Folkstore offer demonstrations and workshops to share their expertise; these have included soap making, rug hooking, wooden paddle painting, woodcarving, and more.

A standout program on TAUNY’s annual calendar is our Salute to North Country Legends (its 16th year in 2008). TAUNY instituted the North Country Heritage Awards program to recognize individuals, families, and community groups who have mastered and maintained traditions indigenous to the North Country and have demonstrated a strong commitment to passing them along to future generations. Since that time, awards have been presented to such special people as St. Lawrence River decoy maker William Massey, the Akwesasne basket makers, the Fraser Family of Celtic musicians, and Adirondack storyteller Bill Smith. The awards are presented each fall at the annual Salute, recipients are honored in the Wall of Fame gallery, and many are featured in TAUNY’s radio series “Meet the Masters,” on North Country Public Radio.

TAUNY recently launched its Register of Very Special Places, which documents and celebrates cultural landmarks around the region. Recognizing that there are places in North Country communities that are very important to local people, many of which have been around for some time and would be sorely missed if they were suddenly gone, TAUNY developed this program to encourage historians and others to identify and document such places. These might include corner barbershops, fire stations, a local watering hole, a drive-in theater, general stores, hockey rinks, local diners, ethnic churches, roadside attractions, Grange halls, hunting clubs, and other such places that are and have been important in the life of the community. All of the landmarks in TAUNY’s Register can be “visited” on the RVSP website at www.northcountryfolklore.org/rvsp.

The importance of TAUNY’s work in North Country is made clear when one stops to think about how much change can happen in one lifetime and how much is lost of a culture from one generation to the next. During this period of economic uncertainty, with society in transition in our nation and around our region, it is vital to keep a clear focus on the strengths that help define our communities. Showcasing the customs and traditions of our region can remind our neighbors and visitors all over northern New York of all that we have to be proud of in our past and our present—and of the importance of preserving those proud traditions for the future.

As the late folklorist Vaughn Ward put it upon hearing of the death of Clarence “Daddy Dick” Richards, a country music pioneer from Lake Luzerne, Heritage Award recipient, and subject of TAUNY’s recent exhibit *Funny Men of the Adirondacks*, “When someone like Dick dies, it’s like a library burning to the ground.” It is TAUNY’s mission to ensure that the North Country’s stories don’t get lost in the fire.



Byway Description: Traditions and the Working Landscape

Amish in the North Country

Copied with permission from the St. Lawrence County Chamber of Commerce Website



Heuvelton, NY – Present day historic bridge over the Oswegatchie River.

Driving the back roads of the North Country, one is likely to encounter the horse-drawn black buggies of the Amish residents, or pass by any number of Amish roadside stands selling farm goods or craft products.

The Old Order Amish, descendants of the radical Anabaptist Reformation, first came to the St. Lawrence County area in 1974 in search of available farmland. St. Lawrence County is now home to three Amish communities. In the Norfolk area one finds, for the most part, descendants of the Swiss Amish who settled the Allen County area of Indiana. In the Heuvelton-Depeyester areas are Amish whose ancestors were among the early settlers of Ohio. The Old Order Amish in Lewis County began arriving in the early 1990s, predominantly from Maryland.



These communities illustrate how diverse the Amish are in the 21st century, for they differ in a variety of ways, including the German dialect they speak at home, the style of clothing they wear, the approved haircut for boys, and the type of buggy they drive.

The church is central to all Amish communities. For the Amish, strength of the community, guided by the wisdom of the church, is the key to a life worthy of salvation.

Amish life is rooted in agriculture, but one finds a variety of cottage manufacturing and retail industries helping to supplement the income from the family farm. A drive through the County's back roads will likely lead one to the Amish farm stands offering for sale maple syrup, fresh produce, baked goods, hand-made quilts, baskets, and aprons. **The Amish welcome you to stop but ask that you refrain from taking their pictures, as that violates their religious beliefs.** (Note that the Amish photographs throughout this document do not include close-ups in which you can make out the details of individual faces.) Also be aware the Amish do no business on Sundays.

Pickens General Store, in Heuvelton, offers a huge variety of Amish made products including furniture, baskets, and quilts. Byway travelers will also note the presence of several roadside stands offering hand-crafted items, produce, jams and jellies, and/or baked goods.



Raking hay



A roadside display of Amish quilts & aprons for sale

Byway Description: Traditions and the Working Landscape

Rock Hound's Delight: Mining Country

(From the St. Lawrence Co. Chamber of Commerce Website)



St. Lawrence County is mining country. For nearly 200 years it has supplied New York State with abundant raw materials that include iron, zinc, talc, Wollastonite, limestone and building stone of sandstone and marble. The back roads once were dotted with active mines and quarries whose remains still appear in the landscape. The fine homes and commercial buildings still standing in some tiny villages are an expression of a long vanished source of local wealth.

The county's crystalline bedrock has yielded a host of quality minerals; some rare, but most of common rock forming silicate and sulfide minerals that have unusual color, size and crystal shapes. Specimens of feldspar, diopside, tremolite, tourmaline, spinel, galena, sphalerite, pyrite, millerite, magnetite, fluorite, and many others, reside in display cases of museums throughout the world. An extensive mineral collection can be seen at the Gouverneur Museum.

The abundance and variety of minerals are chiefly due to the presence of ancient crystalline rocks. The wedge shaped county opens northwest toward the St. Lawrence River and a thin covering of sedimentary rocks. The southern and northwestern portions are underlain by crystalline, igneous and metamorphic rocks of Precambrian age. For example, the exposed gray granites along State Highway 11 between Antwerp and Gouverneur have uranium-lead ages of 1.2 billion years. The cream colored marbles intruded by the granites are even older. These crystalline rocks are evident throughout the county, and visitors may want a geology guidebook. The rocks are part of the mineral rich Canadian Shield and the Grenville Province which extends from Labrador to southwestern Ontario. The province extends into New York State in the Thousand Islands and includes the Adirondack Mountains.

Mineral production began with the settlement in the early 19th century and the search for iron and lead ores. Refined mineral products were sorely needed in isolated frontier communities. Furnace construction was underway in Rossie in 1813 on land owned by David Parish. By 1838, the county had at least 8 iron furnaces, 7 foundries, 3 lead mines, 4 marble mills and 2 quarries. Quarries near Potsdam and Hopkinton supplied blocks of red Potsdam sandstone for lining the furnaces and for building local homes, businesses, churches and schools.

In 1836, New York State established a Geological and Natural History Survey. Explorations by Rensselaer and Rutgers trained geologists helped publicize the rich mineral potential of the Adirondack region. Galena (lead sulfide) was mined near Black Lake. Pyrite (fool's gold) south of Canton provided sulphur and sulphuric acid for the paper industry. The first talc mine in the

United States opened in 1878 on a farm near Talcville. Gouverneur became known as "Marble City," thanks to buildings of cream colored marble from local quarries. Beginning in the 1940's but now closed, Jones and Laughlin Steel Corporation operated a very large, open pit iron mine near Star Lake.

ECONOMIC AND COMMUNITY DEVELOPMENT

New York State Scenic Byway Funding History

For over fifteen years, Federal and State transportation dollars have funded programs in New York to promote tourism, improve traveler and community services, and establish facilities that encourage local visitation and spending. Scenic Byway program funding is provided through the Federal Highway Administration of the United State Department of Transportation. Scenic Byway programs show a steady record of supporting economic and community development with ongoing funding for projects along byway routes. Over the years, New York State has benefited from the Department of Transportation's successful history of securing and distributing grant funding. From 1992 to 2007 the New York State Scenic Byway Program has received a total of \$14,086,245 in Federal dollars from the Federal Highway Administration benefiting Byway communities throughout the State.

Economic Benefits of the Scenic Byway Program

With only a few major employers in its three significant population centers (Lowville, Canton, and Ogdensburg), the rural economy of the communities along the Maple Traditions Scenic Byway is based largely on agriculture, small scale business establishments, and self-employment. Businesses in the smaller communities survive because of their ability to serve the local population and by capturing tourist spending.

Current market trends show that heritage travel is one of the fastest growing sectors of the tourism industry. Effectively developing and promoting the Maple Traditions Scenic Byway experience has great potential to capitalize on these trends and to stimulate greater economic activity in the region. The Federal Highway Administration's March 2004 press release described economic benefits. "Studies suggest that byway designations increase the number of visitors to rural communities by up to 20 percent, resulting in billions more dollars and tens-of-thousand of jobs nationwide. Those same studies have found that the typical visitor spends between \$100 and \$200 per trip." Individual communities participating in Corridor Management Planning are poised to capitalize on the visitor attraction potential of the Byway route as a ribbon of interconnected destinations.

Economic & Community Development Goals

The goals identified in the Implementation Plan for the Maple Traditions Scenic Byway include:

1. Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to expand their markets and increase revenues;
2. Strengthen and diversify the craft products industry by creating opportunities for local businesses and producers to expand their markets and increase revenues;
3. Support business activity that addresses gaps in goods or services for visitors and residents;
4. Revitalize and focus growth and development in central business districts through Main Street revitalization planning and programs;

5. Preserve the rural and historic character of byway communities to maintain appeal in drawing today’s travelers and tourism dollars to town centers.
6. Promote the tourism industry as an economic stimulus to the region.

Expanding market opportunities for local food and artisan products

Market trends show that the general public is demonstrating greater interest in knowing the source of their food products and home goods—more so than whether it is considered organic. We have also moved into what is termed the “experience economy”, where consumer preference for products is greatly impacted by their experience with the product. Certainly, increasing



tourist activity alone would bring more outside dollars into the region. However, a positive visitor experience could stimulate greater “brand recognition” for the locally produced food and artisan products which characterize this byway. This could result in a demand for increased production and the opportunity to increase sales through mail order or internet based sales. In turn, this could result in the development of complementary business services for the packaging/bottling or distribution of these goods.

The counties of Lewis and St. Lawrence are already part of the North Country Regional Foods Initiative (<http://www.nnyagdev.org/ncrf-home.htm>) which involves the Cornell Cooperative Extension offices in each of the Northern New York counties, Cornell’s Community and Rural Development Institute, the Adirondack North Country Association (ANCA), and local economic development organizations. The scenic byway could provide a theme based focus to this effort which could yield spin-off benefits to the larger region.

Likewise in the crafts industry, ANCA has been providing support infrastructure and business training—similar to the successful *Handmade In America* effort in the Blue Ridge Mountain region. ANCA’s experience, combined with that of Traditional Arts of Upstate New York (TAUNY) in highlighting North Country crafts and folk arts could be brought to bear in order to provide support infrastructure to this industry.



In the case of both the food and crafts/art industries, the opportunity to capitalize on theme-based byway promotions can help to generate local community excitement and initiative to promote and support these sectors of the local economy. The effort is likely to generate creative entrepreneurship initiatives among the producers themselves as they work to capitalize on the opportunity.

Opportunities for Agri-tourism include the promotion of educational and experiential tours of dairy (cow and goat), livestock (beef, sheep, goat, pig, lamb), and produce/flower/herb farms. The annual Maple Weekend and tours of maple sugaring operations are also a key component of the region's agri-tourism industry. The St. Lawrence County and Lewis County Chambers of Commerce have lists of those various farm operations that are open to public tours.

Stimulating Community Development

One of the key advantages of the scenic byway program is that it links smaller rural communities via a common theme. Collectively, they become more attractive as a package experience, thereby drawing more visitors than they would otherwise attract individually. Increasing tourist traffic is likely to stimulate greater interest in Main Street revitalization and historic preservation as local officials recognize the potential return on investment by attracting visitors to stop in their communities. To support the growth of niche businesses or lodging establishments (new or existing) will require the installation or upgrading of public utilities, which can make additional business development possible.

Advances in telecommunications and web-based technologies make it possible for knowledge and information workers and creative entrepreneurs to live anywhere. By highlighting local quality-of-life assets—and enhancing them through revitalization projects—byway communities may attract new residents to their communities—i.e. talent—who may establish new businesses that contribute to the region's economic health and vitality. It is therefore important that the availability of such infrastructure be considered in any planning efforts.

Success in these efforts will necessitate that communities begin with strategic and/or comprehensive planning. In essence, Byway communities must ask themselves the question, “What do we want to be, and how do we intend to get there?”

A local plan helps a community prioritize projects and guides decision-making as it related to the allocation of limited resources in order to achieve those priorities. Communities that have completed a planning process are also better positioned to compete for various grant programs that might fund the implementation of certain projects identified in their plan. (*For specific examples, see “Related Programs, Projects, Plans, & Studies” section.*) With future vision in hand, communities can more rationally debate the adoption of zoning and enforcement strategies—not for zoning's sake, but with an eye toward using those practices as tools through which the community can preserve what is important to its residents while also working toward the desired future of its residents.

Strengthening local capacity in both the public and private sectors

Given their limited resources, many of the byway communities will need assistance from their county and regional planning and economic development agencies in preparing their plans for the future and developing the strategies to implement those plans. These agencies (*See list below*) are also familiar with the variety of funding programs that might fund certain implementation strategies, and may even be able to assist local officials and community organizations in writing grant applications.



Training and technical assistance to the private sector will be equally important. Training for tourist service businesses (lodging establishments, dining establishments) can focus on strategies for promoting and packaging their businesses, developing additional value-added services, and enhancing the visitor experience. Developing targeted technical and financial assistance programs could help such businesses with property improvements and improving their use of technology in promotion and management.

Similarly, training for local artisans and food producers is needed to address pricing and packaging, as well as basic business management skills. Technical assistance programs could focus on helping to expand their production capacity, developing distribution networks for their products, and utilizing technology in managing the business and selling their products.

Byway organizers will need to direct business owners and independent producer to those organizations offering instruction in best practices. Outreach to local business efforts could also help to target specific needs for technical assistance and training. Following is a list of those local and regional involved in economic and community development, agri-business development, and business planning assistance in Lewis and St. Lawrence Counties.

Community, Economic Development, and Agricultural Development Agencies:

Lewis County

Lewis County Office of Economic Development
Warren Rosenthal, Director
Lewis County Court House
Lowville, NY 13367
Phone: (315) 376-5422
Email: economicdevelopment@lewiscountyny.org
Website: www.lewiscountyny.org

Lewis County Development Corporation
5402 Dayan St.
Lowville, NY 13367
Phone: (315) 376-2834
Email: ldolhof@northnet.org

Lewis County Industrial Development Agency
Ned Cole, Executive Director
PO Box 106
7642 N. State Street
Lowville, NY 13367
Phone: (315) 376-3014
Email: lcida@lcida.org
Website: www.lcida.org

Cornell Cooperative Extension of Lewis County
Michelle Ledoux, Executive Director
PO Box 72
5274 Outer Stowe Street
Lowville, NY 13367
Phone: (315) 376-5270
Email: lewis@cornell.edu
Website: <http://counties.cce.cornell.edu/lewis/>

Small Business Development Center (serving Jefferson & Lewis counties)
Eric Constance, Director
Jefferson Community College
Outer Coffeen St.
Watertown, NY 13601-1897
Phone: (315) 782-9262
Email: sbdc@sunyjefferson.edu
Website: <http://www.nyssbdc.org/centers/centers.cfm?centid=4>

St. Lawrence County

St. Lawrence County Office of Economic Development and
St. Lawrence County Industrial Development Agency
Ray Fountain, Executive Director
80 State Highway 310, Suite 6
Canton, NY 13617-1496
Phone: (315) 379-9806
Email: rfountain@co.st-lawrence.ny.us
Website: www.slconestop.com

Cornell Cooperative Extension of St. Lawrence County
Clive Chambers, Executive Director
1894 State Highway 68
Canton, NY 13617
Phone: (315) 379-9192
Email: cbc34@cornell.edu
Website: http://counties.cce.cornell.edu/st_lawrence/
Small Business Development Center at SUNY Canton
Dale Rice, Director
St. Lawrence Center Mall
PO Box 6069
Massena, NY 13662
Phone: (315) 764-0683
Email: sbdc@canton.edu
Website: <http://www.nyssbdc.org/Centers/centers.cfm?centid=10>

City of Ogdensburg Department of Planning and Development
J. Justin Woods, Director
330 Ford Street, City Hall, Room 11
Ogdensburg, NY 13669
Phone: (315) 393-7150
Email: jwoods@ogdensburg.org
Website: <http://ogdensburg.org>

Town and Village of Canton
Linda McQuinn, Director of Economic Development
60 Main Street
Canton, NY 13617
Phone: (315) 386-2871, ext. 5
Email: developer@cantonnewyork.us
Website: www.cantonnewyork.us

Regional

Adirondack North Country Association
(Serving the 14-county Adirondack North Country region)
Terry Martino, Executive Director
20 St. Bernard St.
Saranac Lake, NY 12983
Phone: (518) 891-6200
Email: anca-martino@northnet.org
Website: www.adirondack.org

Development Authority of the North Country
(Serving Jefferson, Lewis, & St. Lawrence counties)
Robert Juravich, Executive Director
317 Washington St.
Watertown, NY 13601
Phone: (315) 785-2593
Email: info@danc.org
Website: www.danc.org

New York State Tug Hill Commission
(Serving the Tug Hill region portions of Jefferson, Lewis, Oneida, & Oswego Counties)
John Bartow, Executive Director
317 Washington St.
Watertown, NY 13601
Phone: (315) 785-2380
Email: john@tughill.org
Website: www.tughill.org

NOTE: For tourism related businesses, refer also to the agency listing under the “Tourism Development” section.

TOURISM DEVELOPMENT, MARKETING, & PROMOTION

Introduction

The scenic byways effort is primarily a tourism development and marketing effort. As evident throughout this plan, however, all of the goal areas are interrelated. Increasing tourist activity along the Maple Traditions Scenic Byway can stimulate growth in retail, hospitality services, and the production and packaging of the locally produced goods that characterize the byway's theme. The desire to capitalize on byway promotion serves as an incentive for communities to preserve and enhance their historical, cultural, and recreational resources which draw byway visitors. Better stewardship of these resources enhances the community's appeal to tourists and new, entrepreneurial residents. Corridor-wide identification with the byway's themes encourages regional cooperation in planning and promotions.

Tourism, Marketing, and Interpretation Goals

The tourism goals of the Maple Traditions Scenic Byway are as follows:

1. Develop Byway Marketing and Interpretation Plan and work with communities on promotion and branding;
2. Promote and encourage tourism commerce and communication between Byway communities in order to enhance product image and strengthen marketing efforts;
3. Provide quality visitor experiences using proven strategies to improve Byway offerings;
4. Develop strategies to improve shoulder season and year-round new and repeat visitation by appealing to the market interests of a broad audience;
5. Develop theme-based packages and tourism guides to promote the Byway and to encourage extended visitor stays;
6. Improve the availability of basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination;
7. Improve the availability of comfort facilities.

Goal #1. Develop Byway Marketing and Interpretation Plan and work with communities on promotion and branding.

Using a common theme with which these scenic byway communities can more strongly identify (i.e. Maple Traditions rather than Black River) will encourage stakeholders to be more engaged. It provides a common rallying point to which they all feel connected, and around which they will cooperatively work together. The proposed "Maple Traditions" theme is also more authentic to the byway traveler (who will see nothing of the Black River along this route) thereby facilitating promotional efforts that are consistent with both the product label (byway name) and the actual experience of that product. State legislation to officially rename this Lowville-to-Ogdensburg route as the "Maple Traditions Scenic Byway", and the adoption of a fitting logo is therefore an essential first step to effectively branding this scenic byway.

Goal #2. Promote and encourage tourism commerce and communication between byway communities in order to enhance product image and strengthen marketing efforts.

The establishment of a byway marketing team (chambers of commerce, TPAs, ANCA and other stakeholders) will foster regular communication and collaboration between byway communities. A print or electronic newsletter and website can help to encourage a regional perspective among Byway communities and businesses while also making them aware of opportunities to build on the brand collectively as well as individually.

Goal #3. Provide quality visitor experiences using proven strategies to improve Byway offerings.

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

Goal #4. Develop strategies to improve shoulder season and year-round new and repeat visitation by appealing to the market interests of a broad audience.

There exist a number of events that could be further promoted and expanded along the byway that already tie into the themes of the Maple Traditions Scenic Byway. Developing and coordinating a four seasons events calendar of these key events may improve joint advertising of events and could aid the planning of additional new events. The benefit of successful special events is not only the influx of visitors associated with the event itself, but especially in the extra publicity that helps to bring more attention to the existence of the byway and its various year-round offerings. The “Special Sites, Attractions, and Services” section of this CMP identifies a number of existing theme-related events.

Theme-based packages are another strategy for reaching a broad range of specific market niches and encouraging both new and repeat visitation. A visitor may travel to the region for one reason, and then learn of another opportunity during a different season of the year that causes them to return. See Goal #5, below.

Goal #5. Develop theme-based packages and tourism guides to promote the Byway and to encourage extended visitor stays.

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

Specialized guides for fishing, paddling, hiking and other activities are also possible. A rainy day guide for bad weather days could direct travelers to alternative activities that may alleviate

the disappointment they might otherwise experience if outdoor plans are thwarted. A “Byway Buffet” guide could direct travelers to outlets for purchasing local food products and to dining establishments featuring regional foods. Local efforts could also build on ANCA’s “Arts, Crafts, and Foods of the Adirondack North Country Region” brochure—featuring local artisans and products. Additional information is available on the AdirondackCraft.com website.

Goal #6. Improve the availability of basic tourist information to accommodate visitor needs and increase desirability of the byway as a destination.

Improving access to trip planning information will encourage more people to travel the byway and will help to improve their actual visitor experience. With more and more people using the internet to make their vacation planning decisions, plan their trips, and book their reservations, it is important to make sure that they can readily find information on the package experience offered by the Maple Traditions Scenic Byway, and that they can readily link to chambers of commerce and tourism offices to locate lodging and other services they may require during their travels. Chambers of commerce and tourism agencies must develop the website capacity to provide centralized information on byway resources, attractions, services and events.

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

Locating lodging in an unfamiliar region can also be a challenge to travelers. At a minimum, lodging establishments should participate in an online “lodging availability” system (through links to the local chambers of commerce and/or tourism promotion agencies) so tourists can be assured of availability before making futile telephone calls. Ideally, lodging establishments would also offer online reservations. In either case, technical assistance and training may be necessary to aid some establishments in making this transition.

Goal #7. Improve the availability of comfort facilities.

Comfort stations and rest areas should be available and strategically located for traveler convenience. When traveling long stretches of a rural Byway, the need for a comfort facility can affect how much time a visitor will take to enjoy the more isolated Byway resources or whether or not they will stop to patronize a local shop or farm stand.

Private establishments may gain more sales by offering public restroom facilities in their business. For example, a shop in the Midwestern United States has a “Public Restroom” sign on its downtown storefront. People have to meander past the store’s goods on their way to the restroom in the back of the store. The restroom itself is decorated with art and craft items with a note that these items are available in the store. “Visitors” frequently purchase something on their way back out of the shop.

Tourism organizations serving the Maple Traditions Scenic Byway Communities

Lewis County

Lewis County Chamber of Commerce
7383-C Utica Boulevard
Lowville, NY 13367
Phone: (315) 376-2213
Email: info@lewiscounty.org
Websites: www.lewiscounty.org
www.adirondackstughill.org

Adirondack Regional Tourism Council
PO Box 2149
Plattsburgh, NY 12901
Phone: (518) 846-8016
Website: www.visitadirondacks.com

St. Lawrence County

St. Lawrence County Chamber of Commerce
101 Main Street
Canton, NY 13617-1248
Phone: 877-228-7810
Email: info@slccoc.org
Website: www.slccoc.org

Gouverneur Chamber of Commerce
214 East Main St.
Gouverneur, NY 13642
Phone: (315) 287-0331
Email: donna@lawrencemanor.com
Website: www.gouverneurchamber.net

Greater Ogdensburg Chamber of Commerce
330 Ford St.
Ogdensburg, NY 13669
Phone: (315) 393-3620
Email: chamber@gisco.net
Website: www.ogdensburgny.com

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

RECREATION

Introduction

While its farm lands and natural environment (forests and waterways) are elemental to many of its traditions, the natural resources of the Maple Traditions Scenic Byway also offer a rich variety of recreational opportunities to visitors. This section provides an overview of current, four season recreational resources and is followed by a discussion of the recreation goals from the implementation plan.

Overview of existing recreation opportunities

The Maple Traditions Scenic Byway is rich in opportunities for both active and passive outdoor recreation.

Active recreation opportunities include:

- Hiking
- Cross Country Skiing & Snowshoeing
- Bicycling and mountain biking
- Small and large game hunting
- Fishing
- Snowmobiling and winter recreation activities
- Canoeing, kayaking, and motor boating
- Geo-caching and letter boxing
- Rock and mineral hunting
- Scuba diving
- Golf

Passive recreation activities include:

- Birding and wildlife viewing
- Camping
- Picnicking

Accessible Recreation Activities

There are numerous opportunities for disabled individuals to enjoy the outdoors. These include handicap accessible trails at the Lowville Demonstration Area and Forestry Nature Trail, the Indian Creek Nature Center outside of Canton, Heritage Park in Canton, and the Maple City Trail along Ogdensburg's waterfront. The NYS Department of Environmental has also constructed an accessible fishing platform on the Black River—near its Lowville Demonstration Area and Forestry Nature Trail. A list of accessible sites on state forest lands may be found on the DEC website at www.dec.ny.gov. Detailed local information and special permits are available through the DEC office in Lowville at (315) 376-3521.

Non-motorized trails

Opportunities for hiking, snowshoeing, and cross-country skiing exist in community parks and state forestlands throughout the region. For more information, contact the local chambers of commerce or refer to the Department of Environmental Conservation's website at www.dec.ny.gov. Information on state land opportunities is also available through the local DEC office at (315) 376-3521.

Snowmobiling

A total of over 1,000 miles of public snowmobile trails are maintained in Lewis and St. Lawrence counties by volunteers from local clubs. With the region's abundant snow, these trails are often open when the rest of the state is without adequate snow. Trail maps are available through either the Lewis County Chamber of Commerce or the St. Lawrence County Chamber of Commerce. Additional information on local club contacts is available through the New York State Snowmobile Association at www.nysnowassoc.org. The resource map for the Maple Traditions Scenic Byway identifies where snowmobile trail corridors cross the Byway. See Appendix for a map of the regional snowmobile trail system. Note corridor trail connections linking the Tug Hill region and Adirondack region trail systems.

Miscellaneous Winter Sports and Activities

Northern New Yorkers have found a number ways to enjoy the long winters. Community ice rinks may be found in Lowville, Croghan, Gouverneur, Canton, and Ogdensburg. The lakes and rivers, when frozen over, offer quality ice fishing. Several communities also organize a variety of winter festivals and special events.

All-terrain Vehicles (ATVs)

Lewis and St. Lawrence counties do offer and promote ATV events and trail riding. However, the NYS Department of Environmental Conservation is in the midst of reviewing and changing its policies regarding ATV use on state roads and forest lands. Still, many ATV trails cross private lands (with landowner permission) and use local town roads. Before planning an ATV outing, riders should check with the local chambers of commerce for the most current information on roads and lands that are open to ATVs.

Bicycling and Mountain Biking

Cycling enthusiasts traveling the byway will enjoy a unique perspective of the landscape and its communities. Rather than pedaling the length of the byway, some travelers may prefer to bring their bicycles along and enjoy a number of the designated bike-touring loops identified by local cyclists to more closely experience local history, the environment, or small-town atmosphere of the region's communities. Those who prefer mountain biking will find opportunities on gravel roads and informal trails through the area's forests.

The Adirondack North Country Association (ANCA) is preparing a comprehensive "Biking the Byways" website which will become a valuable resource for cyclists and mountain bikers.

Byway planners and stakeholder groups should take advantage of ANCA's invitation to participate in the project's development.

Hunting & Fishing

Hunting and fishing is a cultural tradition among region's population. Visitors may also enjoy these traditions on state forest lands and on fishing access sites throughout the region. Excellent opportunities are also available on private lands, with landowner permission. Game species include deer, turkey, ruffed grouse, rabbit, and other small game.

Numerous rivers, lakes, reservoirs, and streams offer peaceful surroundings, a variety of species, strong fish populations, and good public access. Available species, depending on the waterbody and habitat include, trout, perch, bullhead, northern pike, walleye, smallmouth and largemouth bass, muskies, carp, and a variety of panfish.

Canoeing, Kayaking, and Motorboating

The region's abundant rivers, lakes, and streams offer a variety of paddling and boating opportunities—from motorboating or waterskiing on the mighty St. Lawrence or the more remote Lake Bonaparte, to paddling the Beaver, Oswegatchie, or Raquette Rivers. Paddlers will find settings ranging from quiet wilderness to sections where they float on waterways bisecting historic villages. Paddlers will find additional information about paddling routes and events on the St. Lawrence Valley Paddlers website at www.slvpaddlers.org.

Rock and Mineral Hunting

Mineral collectors revere St. Lawrence County for the quality of its specimens. The crystalline bedrock has yielded a host of minerals, some rare, but most of common rock forming silicate and sulfide minerals that have unusual color, size and crystal shapes. The abundance and variety of minerals are chiefly due to the presence of ancient crystalline rocks. The wedge shaped county opens northwest toward the St. Lawrence River and a thin covering of sedimentary rocks.

The St. Lawrence Rock and Mineral Club meets monthly and hosts digs the third Saturday of the month during the summer. For more information, check their website at <http://www.stlawrenceco.com/>

Geo-caching and Letterboxing

The vast tracks of public lands make the region popular for geo-caching and letterboxing. Geo-caching is activity designed for GPS users who obtain coordinates of a hidden "cache" of goodies or trinkets and then search for these items, register in the logbook, and usually leave an item in return for the item you take. Letterboxing uses navigational skills to find hidden logbooks and rubber stamps. Participants stamp the logbook with their own personal stamp and stamp their own logbook with the stamp found hidden away.

More information on these activities may be found at www.geocaching.com and www.letterboxing.org. If you are new to these activities, each site has a “Getting Started” section that explains the activity, common protocols, needed equipment, and tips. If you are already experienced in either of these activities, hints and coordinates for caches may be located by entering a search by community name, zip code, or county.

Wildlife Viewing and Nature Interpretation

The vast state forestlands and waterways along the byway provide abundant habitat for bird watching and wildlife viewing. Two nature centers provide accessible opportunities for viewing wildlife and learning more about habitats.

Indian Creek Nature Center is a 300-acre tract of upland and marsh within the Upper and Lower Lakes Wildlife Management Area leased from the Department of Environmental Conservation. It provides a number of programs in environmental education for school groups, scouts, adults, college classes, etc. Its trails lead through fields, past ponds, marshes, swamps, forests and lake-edge habitats.

The Lowville Demonstration Area and Forestry Nature Trail is located on 92 acres and features an arboretum containing over 300 different species of trees and shrubs. A wildlife area provides escape cover and nesting areas where birds and mammals can feed on the naturally growing seeds and fruits. The site also includes the upper section of a former fire tower that visitors may climb the stairs to enter.



Left: Model fire observation at DEC Demonstration Area outside of Lowville

Right: Sign to Indian Creek Nature Center in Rennselaer Falls

Goal #1: Enhance and promote existing recreation opportunities

As illustrated in the above list, this byway offers a great variety of recreation opportunities. Improved facilities and signage can improve way finding to recreation areas and facilitate access to those sites once the visitor arrives. Additional and improved parking as well as improving linkages to and between various trail systems could improve access to trailheads, waterways, and other recreational resources. Simple things such as improving the availability of comfort stations also contribute to the visitor experience and can help to encourage longer stays and repeat visits.

Use of website links and theme-based brochures (crafts, foods, bicycling, fishing, paddling, etc.) can draw greater attention to niche activities that would appeal to different interests. For example, a brochure on “local flavors” could identify retail sources of local food products, places where they can see these products being made, and dining establishments and special events where local foods are featured. Another brochure could provide information on heritage oriented agriculture related events and museums that highlight traditional agricultural practices. A “biking through history” brochure (bike routes featuring sites of historic interest) could encourage loop tours and longer visits from cyclists.

Goal #2: Create additional recreation opportunities that extend visitor stays or encourage repeat visits to the region.

Local officials and recreation groups should look for opportunities to expand four season recreation activities and create additional opportunities: such as new riverfront trails or canoe/kayak river access points. Such planning efforts are already underway in several communities along the byway and will soon produce new project ideas.

The CMP Implementation Plan (Goals C.1, & C.2) lists specific recommendations for action.

SIGNAGE & INTERPRETATION

Introduction

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

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

Within these categories, an entire “family” of sign types exists. In the past, interpreting existing signage language and regulations has been difficult for the professional transportation planner, community leaders, as well as the layperson volunteer. The New York State Department of Transportation State Scenic Byways Signage Manual is now the guiding document for ensuring that byway signage meets traffic safety codes and all other applicable signage regulations. Additionally, the Adirondack North Country Association’s New Guide to Interpretive Signage Along North Country Byways should be consulted to insure that the Maple Traditions Byway route will use effective signage and avoid the tendency to over sign travel and touring roads.

Workshops on the byway signage manual would be helpful to local highway departments, community planners and other byway stakeholders as a first step in pursuing the goals below. Encouraging the use of the manual will guide project implementers in the proper design, construction, permitting, and installation of signs along the corridor. Byway communities will need guidance on interpreting the signage manual, locating signage funding opportunities, and establishing contacts with capable administrators to lead community signage efforts as they move into the development, placement, and installation of desired signs. With the ever-changing leadership in byway communities, arrangements for ongoing signage education should be made.

Goal #1. Conduct a comprehensive signage assessment.

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

- Complete inventory of all existing signs with name of responsible party;
- Gather steward ownership contact information, including full resource name and significance;

- Notation of locations with lack of signage and locations needing improved signage.

Goal #2. Enhance wayfinding and strengthen byway identity through an effective directional signage program.

Wayfinding signage provides direction and peace of mind as visitors travel along the byway route and as they venture off the main route to access various services, attractions, or recreational opportunities. Since visitors can be moving through the area by motorized vehicle, on foot, snowmobiles or bicycles, consideration must be given to all these perspectives. The visitors' needs require careful planning and coordination in order to avoid a "clutter of signs," which ultimately confuse and disrupt the travel experience. A standardized criteria as set forth in ANCA's Design Standards Guide for Interpreting Scenic Byways should be applied to all interpretation and signage activities along the Maple Traditions Scenic Byway. Criteria will include the following:

- Simple
- Well designed
- Easy to read
- Interesting to read (for interpretive signage)
- Well timed
- Well placed
- Thematic
- Easy to follow

An appropriate logo enhances the byway's identity and helps travelers to quickly recognize directional signage as they navigate along the byway route. Byway stakeholders felt it would be more appropriate to retain the maple leaf logo (or some version of it), currently used for the Black River Trail Scenic Byway, as the logo for the Maple Traditions Scenic Byway. A new graphic should be developed for the neighboring Black River Trail that more readily conveys the river theme for that byway.

Goal #3. Enhance visitors' and residents' understanding and appreciation of byway resources through education & interpretation.

Interpretive signage provides information to help the visitor to better understand and appreciate byway resources, thereby engaging them in experiencing the byway's resources rather than just observing them. Local stakeholders, county tourism agencies, ANCA, and NYS DOT should work together to develop a thematic signage program that enhances the overall byway image. In the public's mind the signage theme should be consistently applied to web content and print materials as well, in order to further reinforce the image and experience of the byway. It is suggested that future interpretive material be prepared based on marketing and branding research which should be conducted following the approval of the CMP.

Overview of Signage Types and Issues

Tourist Oriented Directional Signs

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

Destination Markers

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

Byway Pedestrian Directional Signs

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

Interpretive Signs

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

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

Official Byway Route Identification Signs

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

Route Logo



As mentioned previously, Byway partners believe the current maple leaf logo is more appropriate for the Maple Traditions Scenic Byway than its currently legislated use for the "Black River Trail Scenic Byway".

If a directive is made by the regulatory agencies to pursue a new logo, local plan implementers will ultimately have to follow the logo process provided in the new state sign manual. Depending upon whether or not the original graphic design was adopted by legislation, there may be additional procedures necessary to follow to re-legislate new artwork. Local implementers, in conjunction with ANCA, will need to consider the scope of the work and ways to share the workload associated with a new design and the approval process. Gathering input and consensus on whether and how to pursue a new design, and ultimately on developing a new design, would

involve a commitment by a core group of involved byway representatives from the Maple Traditions communities and a source of funding would have to be identified.

Community Welcome Identification Signs

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

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

Bikeway Signage

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

Conclusion

As the Maple Traditions Scenic Byway continues to develop its resources, signage and interpretation will play an increasing role in the planning process. All proposed signage planning projects should provide travelers with the information they need to make the transition from a vehicle, to a walking environment, to a visitor experience. The New York State Regional Scenic Byways Coordinator can provide a clearinghouse function to access New York State Department of Transportation and facilitate the exchange of information. The Regional Coordinator can be reached via the contact information on the following page.

New York State Department of Transportation, Region 7
Dulles State Office Building
317 Washington Street
Watertown, NY 13601

Scenic Byways Coordinator: (315) 785-2354
(general questions & assistance)
Traffic Engineering & Safety: (315) 785-2321
(directional signage issues)
Real Estate (315) 785-2407
(Tourist Oriented Directional signage)

TRANSPORTATION, SAFETY, & COMMUNITY DESIGN

Introduction

Transportation and safety issues demand serious consideration in all activities related to planning, developing, and promoting the Maple Traditions Scenic Byway. During plan development local route conditions were evaluated and transportation and safety goals were generated with input from byway committee representatives. Some goals are quite specific while others are more open-ended to address changing needs over time. Byway implementers are prepared to work cooperatively with regional NYSDOT offices to address proposed transportation improvement recommendations.

Multi-modal Issues

The Maple Traditions Scenic Byway is a two-lane highway along its entire route, with the exception of a center turning lane in a few locations. Proposed projects in any of the other goal areas must be evaluated for the effect they may have on the flow of multi-modal traffic (pedestrian, bicycle, vehicular) along the byway, across the byway, egress off, or ingress onto the byway.

Bicycling

The Maple Traditions Scenic Byway is particularly well-suited to bicycle touring. Ninety-percent of the byway and the alternate loop through Canton has marked bicycle lanes or “Shared Roadway” signs for bicycles. The existing signage contributes to the Maple Traditions appeal to outdoor recreationalists and makes it easy to move along the route using non-fossil fuel powered transportation.



Most mountain biking opportunities along the Maple Traditions Scenic Byway are informal and involve the use of snowmobile trails or gravel roads through forest lands. Although there are no formal mountain bike trail networks adjacent to the Byway, Lewis County does own a reforestation area just east of New Bremen (take Lomber Rd. from NYS 812) that it promotes for mountain biking, hiking, and cross-country skiing (ungroomed).

Pedestrian Walkability

The incorporated villages (Lowville, Croghan, Harrisville, Gouverneur, Heuvelton and Canton) and the City of Ogdensburg could be considered walkable, pedestrian-friendly communities. One area worthy of investigation is the possibility of an improved pedestrian crossing or traffic calming measures along NYS 3/812 in the center of Harrisville. Despite the 30 MPH speed limit on that segment, traffic seems to go through the village faster than the posted speed limit.

Three of these communities have Transportation Enhancement Program projects completed or underway that will improve desirability for byway visitors. Lowville is currently working to develop a bicycle and pedestrian path along a segment of an abandoned railroad corridor through the village. Canton recently dedicated its new Heritage Park trail on an island in the village and

is working to link several bicycle and pedestrian paths in the village with trails on the SUNY Canton campus. Ogdensburg's Maple City Trail runs along its riverfront Greenbelt Park System, although the city is now seeking additional funding to lengthen the trail and make more connections.



Railroad

There is a short railroad line from Croghan (the site of the Northern New York Railway Society Museum) to Lowville. That line had been used in the past for a tourist excursion train using one of the Railway Society's old engines and passenger cars. The line is still in good condition and the Society's goal is to raise the funds to operate this excursion train again in the future for tourism and entertainment, but not for regular

passenger service.

In New York State, the nearest access to a passenger train station (Amtrak) is in either Utica or Syracuse, both of which are about 90 minutes south of Lowville. The closest passenger train service to Ogdensburg, at the northern terminus of the Byway, is VIA Rail in Canada. VIA Rail's closest station is in Brockville, Ontario, which is across the river from Ogdensburg and then 12 miles (20K) west of Prescott, Ontario—midway on the Toronto-to-Montreal line.

Ag: Farm Tractors, Equipment, and Wagons/Buggies

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

Snowmobiling

The rural North County is also a popular destination for snowmobilers and ATV enthusiasts, with many of the major trail corridors crossing the local highways. Although most recreational vehicle operators stop to ensure safety before crossing the roadway, motorists should use caution when they see a snowmobile or ATV approaching the roadway. —*See attachments for countywide snowmobile trail maps. The Resource Map also indicates where snowmobile trails cross the Byway.*

Waterways

With the exception of Lowville (though the Black River is only a short distance outside the village), each of the byway communities has a navigable waterway passing through its center. Lowville is located at the approximate mid-point of a 40-mile flatwater segment of the Black

River that runs from Lyons Falls (on the Black River Trail Scenic Byway) to Carthage (on the Olympic Scenic Byway). Harrisville is located on the West Branch of the Oswegatchie.

Gouverneur, Heuvelton, and Ogdensburg are all located on the Oswegatchie River. With some portages, one can canoe from Heuvelton all the way to Ogdensburg. Some avid paddlers have entered the Oswegatchie further upriver, via a DEC boat launch in Inlet, NY (on the Olympic Scenic Byway), and paddled the entire 130-mile course to Ogdensburg. Ogdensburg is also located on the St. Lawrence River, providing access to the St. Lawrence Seaway and international shipping lanes. Canton is located on the Grasse River, which is also suitable for paddling.



The Oswegatchie River (left) along NYS Route 812 south of Heuvelton. NYSDEC's Grasse River Boat Launch (right) on Route 68, north of Canton.

Public Transportation

Airports

The only public airport in the Byway corridor is the Ogdensburg-Prescott International Airport, at the Byway's northern terminus. The closest airport to the southern terminus in Lowville is approximately 30-miles away at the Watertown International Airport. Both Airports offer domestic flights to Albany, New York. Service is provided by Cape Air.

The two closest metropolitan airports are the Syracuse Hancock International Airport and the Ottawa International Airport in Ontario, Canada. The Syracuse Hancock International Airport is 84 miles south of Lowville (the Byway's southern terminus). The Ottawa International airport is 55 miles north of Ogdensburg.



Bus

There is limited commercial bus service to the region. Adirondack Trailways has daily service to Watertown (Jefferson County), and to the St. Lawrence County communities of Gouverneur, Canton, Potsdam, and Massena. Gouverneur and Canton are the only communities on the byway with direct bus service. Lewis County residents must travel to either Watertown or Gouverneur to access Adirondack Trailways.

St. Lawrence County Public Transportation operates a public transportation bus service that runs daily Monday through Friday. The route connects Ogdensburg, Canton, Potsdam, and Massena and is used by commuters to their jobs or others needing transportation to do their shopping. Lewis County is just beginning a transportation study, though no public transportation currently exists in the county.

Scenic Byways & Sustainable Energy

During 2005, the Adirondack North Country Association participated in several State workshops on Sustainable Energy. After considering the accelerated level of change in the fuel market, the Adirondack North Country Association felt it was imperative that the Maple Traditions Corridor Management Plan consider the situation as it relates to future Byway planning. The current conditions left unchecked will inevitably impact the communities who rely on tourism dollars. Byways depend on an audience of visitors arriving by fueled vehicles so it is appropriate to address this concern in the Transportation Section.

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

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

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

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

Transportation/Safety Goals and Discussion

Goal #1. Provide for the safety of all byway users

Byway users include local residents who know the local roads and travelers who are unfamiliar with the territory and potential blind spots. In particular with this byway, highway traffic may include not just vehicles, bicycles, and pedestrians, but also farm equipment and Amish horse-drawn buggies and wagons. In some areas, major trail systems for snowmobiles and ATVs cross the byway route.

Local officials, tourism organizations, and other stakeholder groups must work with county highway departments and the NYS Department of Transportation to evaluate safety issues at trail crossings and roadside parking/rest areas, historic sites, or pullouts and identify any necessary remedial or preventive actions. Although no immediate issues were identified during the CMP process, these issues deserve thorough consideration for any future projects to create new parking, rest areas, trailheads, or information kiosks. Village and hamlet areas, when developing local plans, should consider traffic calming strategies and pedestrian-friendly design of street crossings and sidewalks.

Examples as they apply to specific sites and usage conditions:

Example One: Pedestrian Crossings

If a parking area is located on the opposite side of the road from a resource/attraction, then pedestrian crossing signage and/or striping should be installed in order to direct pedestrians to the safest crossing point and to alert motorists to the possibility of pedestrian congestion and crossings along the marked section of the road.

Example Two: Parking Area

A new parking area for access to a recreational trailhead or information kiosk should be designed to allow for safe entrance back onto the byway.

Goal #2. Continue to improve the Maple Traditions Scenic Byway transportation infrastructure

Overall, the roadway along this byway route is in good condition. Local governments and the NYS Department of Transportation should continue to monitor needed capital improvements and to share information on maintenance schedules with ANCA and local CMP implementers. Towns or villages should include DOT in any planning exercises or streetscape improvement projects. For example, coordinating a village sidewalk improvement project or infrastructure project with a DOT reconstruction project could save time and yield cost efficiencies while also avoiding the potential waste of tearing up the street to lay pipe after a roadway has already been improved. Streetscape improvements identified in a village or hamlet design plans might be incorporated into DOT's "context sensitive design" approach to a state highway project, thereby minimizing the cost to local municipalities.

Goal #3. Promote and increase linkages and connections for the use of and access to multi-modal forms of transportation

The proposed Maple Traditions Scenic Byway intersects with 3 other designated scenic byways, thereby supporting a network of scenic byways throughout the Adirondack North Country region that provides a variety of tour route options for travelers. The three connecting byways include the Black River Trail, Olympic Trail, and Seaway Trail. (*See Recreation Section/Resource Map for names and locations of trails.*)

A number of motorized and non-motorized trail networks intersect the byway in both the rural areas and village centers, creating numerous multi-modal transportation opportunities. These trail linkages can provide gateway access out to more extensive trail networks, or can provide alternative transportation routes between communities, thereby removing pedestrians and cyclists from the more heavily traveled roadways. Of particular historical interest, the Railway Society of Northern New York has plans for a passenger train excursion between Croghan and Lowville, utilizing the Lowville and Beaver River Railroad. — *See Recreation Section/Resources Map for names and locations of trails*

Goal #4. Establish and maintain an electronic communication network with ANCA, the regional NYS DOT officials and the Maple Traditions Scenic Byway stakeholders

Establishing a proper communication network with the NYS Department of Transportation is a crucial step in bringing forth this CMP's transportation recommendations. The contact information will enable Byway communities to integrate the proposed actions as complementary projects and implement them concurrently as regular state maintenance and other DOT operations are conducted. Points of contacts need to be established locally between project coordinators and Department of Transportation staff. As lead agent, 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 electronically by ANCA about upcoming planning meetings and dates of public hearings.

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

General Communication and Coordination of Transportation and Safety Issues

As indicated in the section on signage and interpretation, it is important to maintain regular communication between local municipalities and their highway departments, county highway departments, the Adirondack North Country Association, and NYS Department of Transportation. Local community leaders should ask to be added to their regional DOT office mailing list for public notices of projects and funding opportunities. Local officials should also share any plans for streetscape improvements, road work, or infrastructure work in the corridor with their county highway department and NYS DOT. This may help to identify opportunities for those entities to coordinate their projects with those that are more local, thereby saving time and expense. If local projects involve curb cuts, highway entrances, or signage issues, NYSDOT staff can identify potential safety issues and provide early consultation and advice that may also save time and expense. *(Also see Goal #4, above, regarding an electronic communication network.)*

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

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

New York State Department of Transportation, Region 7

Dulles State Office Building

317 Washington Street

Watertown, NY 13601

Scenic Byways Coordinator: (315) 785-2354

(General questions & assistance)

Traffic Engineering & Safety: (315) 785-2321

(Directional signage issues)

Real Estate: (315) 785-2407

(Tourist Oriented Directional Signage issues)

Scheduled NYSDOT Highway Projects Through 2012:

- 704916, Rt. 812 over the Oswegatchie River, Bridge Reconstruction/Letting 3/2009
- 714331, Rt. 11, Gouverneur Village, Highway Reconstruction/Letting 12/2009
- 714327, Rt. 11, Canton Village, Highway Reconstruction/Letting 4/2010
- 704915, Rt. 812, Harrisville - Fowler, Highway Reconstruction/Letting 7/2012

STEWARDSHIP

Preserving & promoting historic and scenic resources along the byway corridor

Introduction

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

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

State Level Stewardship

The New York State Department of Environmental Conservation's (NYSDEC) mission is to conserve, improve and protect New York State's natural resources and environment, and control water, land and air pollution, in order to enhance the health, safety and welfare of the people of the state and their overall economic and social well being. The NYSDEC enforces State regulations and provides direct management of the state-owned lands and waters. In many cases, NYSDEC also manages the recreational resources on State Forest lands, maintaining trails, footbridges, parking areas, campsites, lean-tos and boat launches on state lands. On a periodic basis NYSDEC develops Unit Management Plans to address the future management and make recommendations for the ongoing recreational use of public lands including strategies for mitigating overuse and misuse of resources. No unit management plans have been completed, nor are any currently underway, for state lands along the Maple Traditions Scenic Byway.



The New York State Department of Transportation, through context sensitive design, also performs a stewardship function for natural resources along the byway corridor. DOT highway projects take measures to protect water quality, manage invasive species, and allow for wildlife crossings in appropriate areas. DOT also involves local volunteer groups in maintaining the appearance of highway corridors through its Adopt-A-Highway Program.

Local Stewardship

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

For example, the City of Ogdensburg and Villages of Lowville, Gouverneur, Heuvelton, and Canton, all in partnership with local non-profit groups, have obtained funding for Main Street revitalization efforts that will preserve their historic downtown buildings. The New York Conservation Education Association manages the Indian Lake Nature Center under an agreement with NYS DEC. Numerous snowmobile clubs work with NYS DEC and private landowners to develop and maintain a network of regional snowmobile trails. Numerous historical societies maintain museum collections that help to preserve and interpret local histories. The Village of Harrisville, in developing its Grandview Island Park, has enhanced one of the most scenic views of the Oswegatchie River. Likewise, several Byway communities have developed parks on the Grasse, Oswegatchie, and St. Lawrence Rivers. The American Maple Museum, Railway Society of Northern New York, and Traditional Arts of Upstate New York all continue to preserve and interpret historic local traditions.

A Sampling of Stewardship Strategies

Depending on the nature of the resource—i.e. an historic structure or district, scenic view, waterway, forest, or the rural character of a hamlet or village—there are a number of possible activities that can serve to preserve that resource. Stewardship activities may include:

- The inventory, cataloging, interpretation, and preservation of historic documents;
- The restoration of historic buildings;
- Use of voluntary easements to preserve scenic views or access to recreational resources;
- The documentation and promotion of traditional arts or customs;
- Use of local zoning to encourage quality development that is appropriate to the character of a community;
- Enforcement of local ordinances to minimize adverse impacts on residents or the environments;

- Interpretation of local resources, regardless of type, that increases understanding and appreciation of those resources, thereby generating support for good stewardship of those resources.

Stewardship is an Ongoing Practice

This plan recommends that the Byway resource lists be shared with the partners named below. Despite some of the successful efforts mentioned above, additional maintenance and protection strategies must be developed to insure adequate oversight is in place to remove possible threats and secure the future of contributing Byway resources.

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

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

Advocates for Preservation of Byway Resources

The following organizations are involved in ongoing activities throughout the Byway corridor that address the preservation of those special assets and resources that draw visitors to the area.

- Adirondack North Country Association (ANCA)
- NYS Department of Environmental Conservation
- NYS Department of Transportation
- NYS Office of Parks, Recreation, and Historic Preservation – State Historic Preservation Office
- NYS Tug Hill Commission
- Historical Societies and Associations
- Local Governments
- Traditional Arts in Upstate New York
- County Planning and Community Development Offices
- Local service organizations (Rotary, Lions, Kiwanis, Girl Scouts, Boy Scouts, 4-H Clubs, etc.)
- Snowmobile Clubs
- The Nature Conservancy



Regional Cooperation and Implementation Strategy

The Maple Traditions Scenic Byway CMP was assembled through input from various stakeholders at the local and regional level. Participants represented state and local government, non-profit organizations, private business, and the general public. This same assortment of stakeholder interests will also drive implementation of the CMP; sometimes independently and often through a variety of partnerships at the local and regional level—but always supported by and in concert with the unifying goals of this CMP. Essentially, the CMP helps to ensure that local organizations are playing off the “same sheet of music” while at the same time helping them to understand how their individual projects support the development of the greater whole.

Given that most of stakeholder groups have limited resources and staffing capability, it is not feasible at this time to consider forming a separate not-for-profit organization to manage the Byway. A “decentralized” approach, as described above, will provide the greatest flexibility and encourage the most efficient use of human and capital resources on a project-by-project basis. However, there will need to be some level of regional coordination and facilitation over the long term, as described in the sections below.

ANCA’s Role

The Adirondack North Country Association (ANCA) will serve as lead agent to coordinate the various groups along the route and will advocate on behalf of the Byway communities at the regional and state level. Local groups will advise ANCA of their project efforts to insure proper coordination along the entire route. ANCA will be able to assist Byway communities for the short term in regionally based promotions and marketing and will make every effort to build on this.

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

Maple Traditions Scenic Byway Steering Committee

ANCA should convene a Maple Traditions Scenic Byway Steering Committee. This ad hoc body could be the vehicle through which ANCA can fulfill its above role in linking the various Byway stakeholders; facilitating collaborative marketing efforts; and promoting local brand awareness of the Byway as an asset for community economic development. Members could include county planning and tourism organizations, chamber of commerce representatives, local officials, and non-profit organizations. Their local knowledge and personal connection to other stakeholders will be valuable in building the partnerships necessary to implement the CMP. Agencies such as the NYS Tug Hill Commission and NYS Department of Transportation could

also serve as members of the committee, contributing a regional perspective and providing technical assistance where appropriate.

Local Implementation

Numerous local organizations were invited to participate in the creation of the CMP with the intention of 1) creating a sense of ownership and the necessary motivation to carry out the plan and 2) fostering an understanding of the role that the CMP can play in supporting their own local projects.

The communities and organizations who have committed to improving the Maple Traditions Scenic Byway through locally driven initiatives will look to administrative leadership from ANCA which realizes there will be a varying level of capabilities and special needs in carrying forth plan objectives. Some communities will have a stronger local collective of skilled staff and volunteer workers while others will depend heavily on outside support for coordination of project efforts. The bulk of the economic and community development will be done locally within the towns, villages and cities with these specific actions supporting the regional goals for the corridor.

In the process of developing the Implementation Plan, which is immediately attached, the Local Advisory Committee named local and regional projects and actions that will contribute to the Byway effort. Local organizations and partners have been named to implement the actions. A list of local groups who are interested in coordinating new and ongoing projects related to the Byway was generated. They are identified as the “responsible party” in the Implementation Plan. Now residents, local organizations, and municipal governments need to continue to work together to accomplish their objectives through implementation of this plan.

Lead Agent Status and Granting Opportunities

As requested by the New York State Department of Transportation, the Adirondack North Country Association will remain involved as the lead agency to secure 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 may then contact ANCA to discuss appropriateness and merit of proposed work under the parameters of the two programs.

Local and regional plan implementers will also pursue other funding opportunities outside New York State’s Scenic Byway Program. Upon request, the Adirondack North Country Association will provide support letters. 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. Byway communities and organizations vary in their ability to successfully apply for grant funding, depending on available staffing, volunteer resources, expertise, and resources for local match. 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.

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, ANCA, and the I Love NY Program should continue. Joint promotions should not be limited only to efforts within Lewis and St. Lawrence Counties, but should include collaboration between the two counties, led by their respective tourism promotion agencies. In the meantime, it is essential that Byway communities develop plans and cost estimates for their highest priority projects, even if no funding source is readily apparent. With project plans in place, implementers are better positioned to compete for grant funding when it does become available. Such plans may also help stakeholders to break projects down into phases that are more easily fundable, and to identify doable pieces that might be accomplished with existing local resources.

An initial list of potential granting and funding sources appears below. It is important to remember that the grants landscape changes often and without much notice. 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

- Federal Highway Administration (No funding currently available until next round of federal legislation is passed)
 - Transportation Enhancements Program, administered by the New York State Dept. of Transportation, for 12 categories intermodal projects
 - Recreational Trails Program, administered by NYS Office of Parks, Recreation, and Historic Preservation, for recreation-oriented trail projects
 - New York State Department of Transportation's Scenic Byway Program
- National Park Service Heritage Preservation Program Grants

- New York State Environmental Protection Fund (EPF)
 - *NYS Office of Parks, Recreation, & Historic Preservation*
 - Parks grants (acquisition and development)
 - Historic Preservation Grants (acquisition and restoration)
 - *NYS Department of State*
 - Local Waterfront Revitalization Program (for a wide range of planning and implementation activities along designated inland waterways)
- Environmental Restoration Program on municipal property, administered by the NYS Department of Environmental Conservation (no funding as of November 2008)
- Preservation League of New York State's Historic Preservation Grants
- New York State Council on the Arts' Architecture, Planning and Design Grant Program
- New York State Council on the Arts' Cultural Initiative Grant Program through the Arts and Business Council Inc. Non-profit arts and cultural organizations only.
- Arts and Business Council Inc./New York State Council on the Arts' Cultural Tourism Initiative Program
- Smart Growth (formerly Quality Communities) Program through the New York State Department of State
- New York State Department of Housing and Community Renewal's Rural Community Revitalization Program
- New York Main Street Program, through the NYS Office of Community Renewal
- Community Development Block Grant Program, through the NYS Office of Community Renewal
 - Community Planning Grants
 - Public Facilities Grants (water/wastewater projects)
 - Housing grants
 - Economic Development Grants
 - Micro-Enterprise Grants
- Department of Transportation's Technical Assistance in Traffic Engineering and Transportation Planning for Localities
- New York State Council on the Humanities
- National Endowment for the Arts-REACH for community arts partnership efforts
- Save Our History
- Tourism Cares for Tomorrow Northeast SARE Sustainable Community Grants
- New York State Office of Parks, Recreation and Historic Preservation, Snowmobile Trail Grant Program
- Wildlife Forever
- Bikes Belong Coalition
- The New York State Archives and the Archives Partnership Trust

Public Education and Byway Program Awareness

Strategies need to be developed on how to best continue with educating the public about the Maple Traditions 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. Byway steering committee members should regularly remind their local contacts about the connection between the goals of the CMP and those of the local communities. News releases on an individual project should cite the CMP’s recognition of and support for that project.

Assessment and Evaluation

The Maple Traditions 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.

The Corridor Management Plan and its Implementation

It is important for the readers of this Corridor Management Plan to recognize that the Implementation plan immediately attached sets forth a general strategy for the communities, organizations, local governments and planners along the Maple Traditions Scenic Byway to follow. It is a foundation on which to engage in a process of community improvement. Local involvement and empowerment to use this plan will contribute to overall brand identity of the Maple Traditions Scenic Byway as an authentic, high quality tourism product.

A. Economic & Community Development – Goals, Objectives, & Actions

Goal #1: Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to remain viable through expanded markets and increased visitor and local resident spending.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of locally produced food: maple products, meats, cheese, wine, jams, etc. thereby building on the byway’s “traditions” theme.	2-5 yrs.	Assistance may take the form of business planning and marketing assistance, workshops, and access to wholesale markets and retail outlets.	Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, county economic development agencies, County Farm Bureaus, NYS Ag. & Markets, Producers Associations, SUNY Canton Ag. Program.
b.	Develop a comprehensive marketing plan that focuses specifically on the promotion of locally produced food products and how to connect that marketing effort into promotion of the scenic byway.	2-5 yrs.		Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, Economic Development organizations, County Farm Bureaus, NYS Agriculture & Markets, Producers Associations, Adirondack North Country Assn., SUNY Canton Ag. Program
c.	Create a directory/brochure of locations where byway travelers can purchase locally produced food products and/or observe those products being made.	<2 yrs.	Current locations include: <ul style="list-style-type: none"> • Several sugar bushes (maple products) • Kraft Cheese (cream cheese), Lowville • New vineyard, Lowville • Croghan Meat Market • Croghan Candy Kitchen • Heritage Cheese (cheese from Amish milk), Heuvelton • Farmers markets, several 	Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, Economic Development organizations, County Farm Bureaus, NYS Agriculture & Markets, Producers Associations, Adirondack North Country Association (ANCA).
d.	Promote tours of alternative agricultural operations.	<2 yrs.	Examples include buffalo, grass-fed beef & elk farms, Basswood Lodge (farming & game hunting).	Same as above.
e.	Encourage local restaurants to offer maple products and other local foods.	<2 yrs.		Same as above.

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Goal #2: Strengthen and diversify the craft products industry by creating opportunities for local businesses and producers to remain viable through expanded markets and increased visitor and local resident spending.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of locally produced crafts & wood products through business planning, marketing assistance, and access to retail/wholesale markets.	2-5 yrs.		ANCA, Small Business Development Center, chambers of commerce, economic development agencies, Cooperative Extension.
b.	Create a directory/brochure of locations where byway travelers can purchase locally produced crafts and woods products.	2-5 yrs.	<p><u>Existing locations include:</u></p> <ul style="list-style-type: none"> • Nolt’s Country Store (north of Lowville), Amish and other local goods • Pickens Hall General Store (Heuvelton), sells Amish-made goods to the public and supplies to the Amish. • Rensselaer Falls has a newly refurbished store specializing in fabrics & quilting materials. • VanHeuvel Bldg. (Ogd.) houses antiques and artisan wares. 	Same as above
c.	Support Traditional Arts of Upstate NY (TAUNY) and American Maple Museum in efforts to promote appreciation for traditional arts, crafts, and traditions.	<2 yrs.	Heightens appreciation of local products and increases the probability of additional purchases.	TAUNY, Maple Museum, ANCA, NYS Council on the Arts, artisan groups. SUNY Canton hosts several arts & crafts events.

Goal #3: Support business activity that addresses gaps in goods or services catering to visitors.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with lodging owners to provide an aid package strategies that enable them to maintain their properties and stay in business.	2-5 yrs.	Possible funding through Governor’s Office for Small Cities (Hamilton Co. has had success through this program). NYSERDA provides Energy Audits and rebates for energy conservation measures.	Chambers of Commerce, private and local businesses, local and county economic development agencies, Small Business Development Center, Office for Small Cities, NYS Energy & Research Dev. Authority.
b.	<p>Identify gaps in tourist-oriented goods and services.</p> <ul style="list-style-type: none"> • Provide financial incentives for businesses & entrepreneurs to address those gaps. • Provide technical assistance and workshop training to help existing businesses address these gaps by diversifying or expanding their current offerings. 	2-5 yrs.		Chambers of Commerce, TPAs, local and county economic development agencies, Empire State Development,

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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
c.	Provide and coordinate improved website presence and links that help businesses to better reach the tourist market.	<2 yrs.		ANCA, TPAs, chambers of commerce, local businesses.

Goal #4: Revitalize and focus growth and development in central business districts through downtown “Main Street” Revitalization planning and programs.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	<p>Plan for enhanced streetscapes, facades, commercial districts, village greens, and historic structures in village & hamlet centers throughout the region.</p> <p>For byway travelers, the condition of these population and service centers significantly impact the quality of the traveler’s experience and his/her overall impression of the region.</p>	2-5 yrs.	<ul style="list-style-type: none"> • Villages of Lowville, Croghan, Harrisville, Gouverneur, Heuvelton, & Canton, and City of Ogdensburg, all have various projects underway to restore facades, create trails, improve streets, etc. • DOT planning streetscape work through Lowville in 2009. • DOT planning streetscape work in Canton in early 2008. • DOT planning bridge reconstruction in Heuvelton in _____. Byway travelers will need to detour along the Canton loop. 	<p><u>Local partners:</u> Village/City boards, chambers of commerce, economic development agencies, business associations.</p> <p><u>State-level partners and/or funding programs:</u> DOT (streetscape design/construction, funding through Transportation Enhancements Program), Division of Housing and Community Renewal (NY Main Street Program), Office for Small Cities (Community Development Block Grant Program and Technical Assistance Strategic Planning Grants), Dept. of State (Quality Communities grant program and Local Waterfront Revitalization Program).</p>
b.	Conduct educational outreach to inform shop owners about visitor desirability for outlets featuring local product. Encourage use of byway themes in their marketing.	<2 yrs. to 2-5 yrs.	Refer to Nolt’s Country Store and the restored Pickens Hall (see Goal #2, above) for present examples.	Chambers of commerce, Small Business Development Center, Business owners
c.	Encourage an antique theme for retail opportunities along the byway.	<2 yrs.	Complements traditions theme and historic character.	Business owners, Chambers of Commerce
d.	Utilize special events (farmers markets, festivals, etc.) to increase downtown activity and support foot traffic in the business districts.	<2 years	Also see “Tourism Implementation Plan” for more info. on events	Chambers of commerce & event organizers.
e.	Develop self-guided historic walking tour program in downtowns with brochures, photo displays, & interpretation.	<2 yrs.		Historians, historical societies, Chambers

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Goal #5: Enhance the rural and historic character of byway communities.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places, and work with property owners to encourage aesthetically pleasing restorations along the Byway route.	<2 yrs.	Listing on the register allows non-profits access to historic preservation grants through the Environmental Protection Fund. Historic district listing strengthens applications for funding to support Main Street revitalization projects.	Planning offices, historical society, town or village boards, local historians. Technical assistance available through State Historic Preservation Office (Office of Parks, Recreation, and Historic Preservation).
b.	Local Governments may consider participation in Certified Local Government Program (historic preservation).	2-5 yrs.	Allows access to CLG program funding, but requires local historic preservation law and higher level of local control than some municipalities are comfortable with.	Same as above. More program information available at http://www.nysparks.com/shpo/certified/index.htm .

Goal# 6: Promote the tourism industry as an economic stimulus

a.	Educate local leaders on impact of tourism spending on local economy.	<2 yrs.	Prepare fact sheet based on relevant tourism-impact studies.	Chambers of Commerce, TPAs, ANCA, County economic development agencies, NNY Travel & Tourism Research Center, and NYS Empire State Development.
b.	Modify traditional economic development programs (or develop new ones) to provide financial and technical support to tourism-based businesses.	2-5 yrs.	Traditional programs focus more on manufacturing & warehousing businesses and are more limited in tourism business support.	Local development agencies, Chambers of Commerce, NYS Empire State Development

B. Tourism Development, Marketing, & Promotion – Goals, Objectives, & Actions

Goal #1: Develop Byway Marketing and Interpretation Plan and work with communities on promotion and branding

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support state legislation that renames the Lowville-to-Ogdensburg scenic byway along NYS Route 812 as the “Maple Traditions Scenic Byway” (MTSB).	<2 yrs.	This name better reflects the character and image of the route; is a theme to which the byway communities along this route can relate; and provides a more coherent image for marketing purposes. <i>See detailed justification at the beginning of this CMP.</i>	All byway communities and stakeholders, ANCA, NYS DOT, State Legislature.
b.	Adopt a maple leaf logo as the official logo for the Maple Traditions Scenic Byway.	<2 yrs.	<ul style="list-style-type: none"> Byway logo must reflect the “brand” Although the maple leaf is currently associated with the Black River Trail Scenic Byway, that byway is seeking a new logo design. 	ANCA, NYS DOT, stakeholder marketing team
c.	Develop Maple Traditions Byway brand and encourage use of byway themes to enhance byway marketing and business promotion opportunities.	<2 years	Themes: maple, traditional arts, agriculture, Amish culture, history, antiques, recreation.	ANCA, Maple Traditions Scenic Byway Committee
d.	Develop a Byway Marketing Plan that recommends strategies and mechanisms for promoting the Maple Traditions brand to various market audiences.	2-5 yrs.	An overall plan provides a common guide to help coordinate the efforts of all Byway stakeholders. May require consultant help.	ANCA, Maple Traditions Scenic Byway Committee, Chambers of Commerce, TPAs
e.	Develop an Interpretation Plan that helps byway visitors to better understand, appreciate, and experience byway resources.	2-5 yrs.	A corridor-wide interpretation plan will help to ensure the quality & consistency while also linking interpretation to the brand experience.	ANCA, Maple Traditions Scenic Byway Committee, Chambers of Commerce, TPAs, and Historians.

Goal #2: Promote and encourage tourism commerce and communication between byway communities in order to enhance product brand image and strengthen marketing efforts.

a.	Establish a stakeholder marketing team to develop strategies and to coordinate marketing and promotion.	<2 yrs.	Possible name: Maple Traditions Scenic Byway Committee	TPAs, LACs, Chambers of Commerce, ANCA, byway stakeholders
b.	Periodically distribute a byway newsletter or “update” to byway stakeholders.	<2 yrs.	<ul style="list-style-type: none"> Could be as simple as a periodic email or establishment of a list-serve. Keeps stakeholders engaged. Maintains brand awareness 	ANCA, TPAs, Chambers of Commerce, Byway Communities, private & non-profit stakeholders

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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
c.	Encourage collaboration amongst chambers of commerce and tourism promotion agencies to work on MTSB promotional efforts. Encourage byway municipalities to participate in finance of advertising.	<2 years		TPAs, Chambers of Commerce, byway municipalities, ANCA
d.	Work with ANCA to support and participate in the overall development and promotion of the scenic byway system.	<2 yrs.		TPAs, chambers, all byway stakeholders, ANCA

Goal #3: Provide quality visitor experiences using proven strategies to improve Byway offerings.

a.	Improve the availability of basic tourist information.	2-5 yrs.	See Goal for detailed strategies.	
b.	Develop theme-based packages and tourism guides to enhance the byway experience and extend visitor stays.	2-5 yrs.	See Goal 5, below, for detailed strategies.	
c.	Improve the availability of comfort facilities for travelers.	2-5 yrs.	See Goal 7, below, for detailed strategies.	

Goal #4: Develop strategies to improve shoulder season and year-round new and repeat visitation by appealing to the market interests of a broad audience.

a.	Encourage the continuation and creation of special events that capitalize on and highlight byway themes.	<2 yrs.	Maple festivals, heritage celebrations, military re-enactments, kayak & canoe events, traditional arts, antique festivals, fishing derbies, bicycle & running events.	Chambers, TPAs, event sponsors/organizers.
b.	Coordinate a four season events calendar.	<2 yrs.		Chambers of commerce, TPAs, events organizers.
c.	For Internet and print brochures, organize tourist information by season.	<2 yrs.	Helping tourists to better plan the best activities and events for certain times of the year may encourage repeat visits at different times of the year (i.e. shoulder seasons).	Chambers, TPAs, ANCA
d.	Develop theme-based packages and tourism guides to enhance the byway experience and extend visitor stays. <i>See Goal #5, below.</i>	2-5 yrs.	This allows the targeting of various market interests and simplifies trip planning for the traveler.	Chambers, TPAs, ANCA

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Goal #5: Develop theme-based packages and tourism guides to promote the Byway and to encourage extended visitor stays.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop a byway brochure featuring the region, its resources, and the byway experience.	<2 yrs.	Include byway map and website links for more information and custom itineraries.	ANCA, NYSDOT, Chambers of Commerce, Historians, and other stakeholders
b.	Develop a “Byway Buffet” guide, or similarly-themed brochure, identifying retail outlets for purchasing local food products and/or guide to dining establishments featuring regional foods.	<2 yrs.	<p>Capitalizes on food as a major people draw and on growing trends for people to take a greater interest in knowing where their food comes from.</p> <p>Could include recipes featuring maple products, cheese, meats, and other local food products.</p> <p>Revisit and expand upon 2002’s “New York State ‘a la carte” promotion with Motel 6 personality Tom Bodette.</p>	Chambers & TPAs, food producers, eating establishments, county farm bureaus, Cooperative Extension, producers associations, ANCA, NYS Ag. & Markets
c.	Promote local crafts and traditional arts through publication of a specialized guide and/or developing marketing and sales strategies that highlight these products in stores or other venues frequented by visitors.	<2 yrs.		Chambers & TPAs, crafters & artisans, Cooperative Extension, TAUNY, ANCA.
d.	Develop a byway antiques guide and complementary event to support antiques theme suggested under goal A.4(c).	<2 yrs.	<ul style="list-style-type: none"> • Raise awareness through an annual “Byway Antiques sale” as a multi-day event. • Could incorporate an “Antiques Road Show” type appraisal event. 	Chambers & TPAs, antique shop owners.
e.	Develop local history guide(s).	<2 yrs.	Historical themes: local culture, military, agriculture, mining, CCC camps, railroads.	Local historians, historical societies, museums, and TPAs.
f.	Develop outdoor recreation guide(s) and suggested itineraries.	<2 yrs.	<ul style="list-style-type: none"> • Available recreation activities identified in recreation narrative. • Be creative—i.e. Develop bicycle route highlighting local history or area farms. • Expand upon St. Lawrence County’s current promotion of geocaching. • Develop guide to birdwatching areas. 	Chambers, TPAs, historical community, bicycle clubs, NYS Dept. of Environmental Conservation, Sportsman’s organizations, bird clubs, local chapters of the Adirondack Mountain Club.

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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
g.	Create “rainy day” guide or package for rainy days in summer and inclement winter weather or thaws.	<2 yrs.	Alleviates disappointment when weather does not cooperate with visitors’ plans to enjoy the outdoors. Provides an incentive for longer stays or return visits.	Chambers & TPAs, public and private attractions, businesses.

Goal #6: Improve the availability of basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination.

a.	Develop a Maple Traditions website to provide centralized information on byway resources, attractions, services, and events.	<2 yrs.	Follow ANCA’s new model website for North Country Region Scenic Byways.	TPAs, Chambers of Commerce, ANCA
b.	Establish tourist information centers or kiosk in each community and at major crossroads locations to provide useful wayfinding information to tourists. Coordinate with goal 6(g) below.	<2 to 2-5 yrs.	Could be established at picnic/rest areas, in village centers, or at gas stations along the route (may help draw more business for stations).	Municipalities, chambers, TPAs, local business partners.
c.	Support TAUNY efforts to include visitor center facilities in its new North Country Cultural Heritage Center.	2-5 yrs.	In 2008, TAUNY moved to a new 3 story, 7,000 sq.ft. facility on Main St. in Canton.	TAUNY, TPAs, Chamber, ANCA
d.	Offer hospitality training for owners and frontline staff of byway venues, facilities, shops, gas stations, etc. on how their customer interactions contribute to the overall tourist experience and, ultimately, to their business revenues.	<2 yrs.		TPAs, Chambers of Commerce.
e.	Provide training and/or technical assistance to lodging facilities for maximizing use of computers to provide availability info. and, if desired, to utilize online reservations. Training and technical assistance should also be provided in the design of attractive websites.	<2 yrs.	Many sites are not user friendly and/or could use better graphics or photographs to project a better quality image.	Universities (Canton, St. Lawrence, Clarkson), TPAs, chambers, Small Business Development Center
f.	At a minimum, byway lodging establishments should consider participating in an online “lodging availability” system, even if they do not want to do online reservations. (Note: It is not necessary for establishments to have their own website in order to participate in such a service.)	<2 yrs.	<ul style="list-style-type: none"> • Would require a TPA or other regional entity to host the site. • Thousand Islands International Council is investigating such a system in neighboring Jefferson County. • Service enhances the tourist experience by saving them time calling establishments that might be 	Commercial lodging establishments, TPAs, Chambers of Commerce.

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			already booked.	
	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
g.	Develop picnic/rest areas with comfort stations along byway stretches with no other services. Coordinate with goal 6(b) above.	2-5 yrs.	<ul style="list-style-type: none"> • Opportunity to provide tourist info. • Provides travelers a place to stop, stretch their legs, enjoy a view, and relieve themselves. • Picnic areas might be established and maintained by service stations/convenience stores to increase patronage. 	Municipalities, TPAs, Chambers

Goal # 7 : Improve the availability of comfort facilities.

a.	Develop comfort stations along byway stretches with no other services or facilities.	2-5 yrs.	Visitors can take more time to enjoy remote rural resources (thereby encouraging repeat and extended visits) if they do not need to rush down the road for the next available comfort station.	Municipalities, Chambers, TPAs, DOT (for DOT ROW locations), and DEC (for state forest land locations).
b.	Clearly mark those facilities and businesses that allow visitor use of bathroom facilities.	<2 yrs.	This will minimize the need to invest limited public dollars and encourage greater patronage and sales at those businesses allowing such use.	Chambers of Commerce & TPAs
c.	Develop picnic/rest areas with comfort stations along byway stretches with no other services. Coordinate with goal 6(b) above.	2-5 yrs.	<ul style="list-style-type: none"> • Opportunity to provide tourist info. • Provides travelers a place to stop, stretch their legs, enjoy a view, and relieve themselves. • Picnic areas might be established and maintained by service stations/convenience stores to increase patronage. 	Municipalities, Chambers of Commerce, TPAs

C. Recreation – Goals, Objectives, & Actions

Goal #1: Enhance and promote existing recreational opportunities

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with agencies to improve parking and access at sites for hikers, canoeists, kayakers, cyclists, fishermen, and other recreationists.	2-5 yrs.	<ul style="list-style-type: none"> • Need better parking and signage for Oswegatchie fishing access. • Additional sites to be named following thorough inventory and assessment of conditions. 	NYS-DEC, counties, recreational-oriented clubs and organizations, municipalities.
b.	Promote greater awareness of existing recreational opportunities through brochures, signage, and website links.	<2 yrs.	<ul style="list-style-type: none"> • Lake Bonaparte could use better signage. • Huck and Moon lakes are underutilized for trails & fishing. • Additional sites to be added following inventory. 	TPAs, chambers of commerce, ANCA, recreation groups.
c.	Explore the possibility of creating land and water trail linkages between existing trail systems (motorized and non-motorized).	2-5 yrs.	SUNY Canton has a new trail along the Grasse River suitable for cycling, hiking, and cross-country skiing. Also offers birdwatching and wildlife viewing opportunities. Access from the campus, Rt. 68, & Riverside Drive. Improve connections to downtown and Heritage Park (see Goal #2.c. below). Needs kiosk and trail map.	Trail organizations, NYS DEC, counties, municipalities. For SUNY Canton trail: SUNY Canton, Village of Canton, & TAUNY.

Goal #2: Create additional recreational opportunities that extend visitor stays or encourage repeat visits to the region.

a.	Support pedestrian/bicycle use of railroad corridors as rails- with-trails or rails-to-trails as opportunities arise.	2-5 yrs.	Village of Lowville has received Transportation Enhancement Program grant to purchase village portion of RXR and convert to trail usage. County or other entity may acquire corridor segment(s) outside village.	NYS-DOT, Village of Lowville, Town of Lowville, Lewis County, local snowmobile club(s), People for the Advancement of Culture & Recreation (PARC).
b.	Support implementation of current planning effort for Taylor Park on the Grasse River.	2-5 yrs.	Planning effort underway. Paddling opportunities abound.	NYS Dept. of State, Town and Village of Canton

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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
c.	Support TAUNY effort to develop Heritage Park and Willow Island on the Grasse River. Look for connection to SUNY Canton trails (See Goal 1.c., above).	2-5 yrs.+	Highlights local history and creates downtown pedestrian opportunities.	TAUNY, Village of Canton, SUNY Canton.
d.	Support Ogdensburg’s project to extend the Maple City Trail 2-1/2 miles to connect downtown with Route 812.	2-5 yrs.		City of Ogdensburg
e.	Support local and regional efforts to expand four-season recreational activities.	2-5 yrs.		
f.	Develop county wide trail plans in order to identify long-term trail system needs and to prioritize investments in new trail development, existing trail improvements, and important linkages.	2-5 yrs.	<p>County wide plans can help to maximize local resources and improve competitiveness for grants.</p> <p>Lewis County has recently begun work on a countywide trail plan.</p>	County planning departments and trail-based recreation organizations.

D. Signage & Interpretation – Goals, Objectives, & Actions

Goal #1: Enhance wayfinding and strengthen Byway identity through an effective directional signage program.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Utilize an effective byway logo (i.e. maple leaf) on all directional signage along the byway.	2-5 yrs.	Include signage for proposed alternate byway loop through Canton along Routes 11 & 68.	ANCA, NYS DOT
b.	Properly identify and sign access points to byway resources (attractions, trailhead parking, tourist facilities).	2-5 yrs.		ANCA, NYS DOT
c.	Educate off-route tourism business owners on use of Tourism Oriented Directional Signage (TODS) and include mile distances on directional signage to byway related attractions more than a ½ mile off the byway.	2-5 yrs.	Gives travelers security in knowing they are not lost if attraction/resource is some distance from byway.	ANCA, NYS DOT, Local and county highway departments (for signage on town/county roads).
d.	Locate information kiosks with locator maps at strategic locations along the byway. See also Goal #B.6.c.		<u>Possible locations:</u> Ogdensburg-Prescott International Bridge Junction of Rt. 812/Rt. 37 Junction of Rt. 812/Rt. 11 Heuvelton Downtown Canton Coopers Corners Richville Pitcairn, Jct. Rt. 812/Rt. 3 Harrisville Croghan Lowville	ANCA, NYS DOT, TPAs, chambers of commerce
e.	Host workshops for local highway departments on the NYS Scenic Byways Sign Manual and highway signage strategies in order to encourage effective and attractive use of signage on local and county roads in the byway corridor.	<2 yrs.		Instructors: NYS DOT and Cornell Local Roads Program. Audience: Village DPWs, Town & County Highway Departments.
f.	Provide assistance in the design of attractive welcome signs at the entrance to byway communities.	2-5 yrs.		ANCA, Chambers of Commerce, Town & Village governments.

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Goal #2: Enhance visitors' and residents' understanding and appreciation of Byway resources through education & interpretation.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop thematic signage program that connects interpretive signage to the overall byway image (i.e. "brand") and experience.	2-5 yrs.		ANCA, NYS DOT, TPAs, chambers of commerce.
b.	Provide interpretive signage, print materials, and web content that complement thematic promotions identified under "Tourism" goals.	2-5 yrs.	<ul style="list-style-type: none"> • Historic site markers & interpretive signage. • Pedal through history bicycle routes • Environmental interpretation along trails or at environmentally significant sites. • Birding trail • "Community history" kiosks or signage 	ANCA, TPAs, chambers of commerce, historians, historical societies, environmental organizations, town and village boards.

E. Transportation & Safety – Goals, Objectives, & Actions

Goal #1: Provide for the safety of all Byway users.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with the state and local governments to ensure proper signage alerting travelers to intersections; crossings of trails and bicycle/pedestrian ways; shared use of roadways with bicycles, farm equipment; and Amish horse-drawn buggies & wagons. Ensure that directional signage is easily readable at traveling speeds.	Ongoing		Local government officials, local and county highway departments, NYS-DOT.
b.	Plan for the inventory and evaluation of roadside shoulders, pullouts, and parking areas used for rest stops, scenic photo opportunities, hunting areas, and access to byway resources (trails, waterways, picnic areas, historic sites, etc.). Coordinate this inventory with an evaluation of passing lanes in these same areas.	2-5 yrs.	Low traffic volumes on some segments of NYS Route 812 might cause both pedestrians and motorists to “drop their guard” on blind curves and when crossing the road.	Local government officials, local and county highway departments, NYS-DOT, and NYS-DEC.
c.	Support DOT and local government efforts to enhance safety in hamlet areas through traffic calming techniques or control devices that blend with the character of the hamlet.	2-5 yrs.	In low density development hamlet areas, motorists sometimes drive through at faster than posted speeds.	Local government officials, local and county highway departments, NYS-DOT.
d.	Evaluate shoulder widths and surface conditions in terms of their safety and accommodation for bicycle use.	2-5 yrs.		Local government officials, local and county highway departments, NYS-DOT, and local cycle clubs.
e.	Evaluate existing and potential conflicts involving snowmobiles and ATVs along the byway corridor. Work with local interests to identify, mark, and provide signage for trail crossings and trailer parking areas.	<2 yrs.		Local government officials, local and county highway departments, NYS-DOT, local snowmobile and ATV clubs.

Goal #2: Continue to improve Maple Traditions Scenic Byway Transportation Infrastructure.

a.	Work to improve collaboration between local governments and NYSDOT to monitor needed capital improvements and maintenance schedules	Ongoing	One example: DOT reconstruction of Route 812 bridge in Heuvelton will involve an 18-month +/- detour along the Canton loop for those traveling to/from Ogdensburg.	Local and county government and highway departments, NYSDOT.
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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
b.	Encourage DOT and local governments to maintain roadways to the new State standard of “A state of good repair.”	Ongoing		Local and county government and highway departments, NYSDOT.
c.	Encourage and support DOT’s “context sensitive design” and the application of smart-growth principles in all infrastructure projects.	Ongoing	Communities must live with the final product for the long-term. Need to ensure that projects complement community character and give full consideration to pedestrian and bicycle issues as well as to tourist safety and the byway experience.	Local & county officials and highway departments, NYSDOT, chambers of commerce, TPAs, county planning departments.

Goal #3: Promote and increase linkages and connections for the use of and access to multi-modal forms of transportation.

a.	Promote linkages with existing and proposed regional corridor routes including Black River Scenic Byway, Black River Blueway Trail, Beaver River Canoe Route, Olympic Trail Scenic Byway, Seaway Trail.	<2 yrs.		TPAs, Chambers of Commerce, ANCA, NYSDOT, NYS Tug Hill Commission, corridor communities, and interested stakeholders.
b.	Support and encourage the development of off-road, multi-use trails along the byway and in byway communities.	2-5 yrs.	Including new trail development and improvements to existing trails such as those along the Oswegatchie and Grasse rivers, Ogdensburg’s Maple Trail along the St. Lawrence, Heritage Park and SUNY Canton trails in Canton, the Beaver River in the Croghan area, and state forest trails along the entire route.	Local officials, NYS DEC, local trail/recreation clubs, chambers of commerce, interested stakeholders specific to each project.
c.	Collaborate with local and regional interests to develop multi-modal links between communities for walking, biking, and canoeing.	2-5 yrs.		Local government, county government, NYSDOT, NYS DEC, local trail/recreation clubs, chambers of commerce, Brookfield Power (Beaver River Canoe Route), and interested stakeholders specific to each project.
d.	Support use of the Lowville-to-Croghan segment of the Lowville and Beaver River Railroad for passenger train excursions.	2-5 yrs.	Railroad Society of Northern NY is in process of acquiring corridor and has occasionally offered excursions on their train, currently housed at the railroad museum in Croghan.	Railroad Society of Northern New York, Genesee Valley Transportation Authority/Lowville & Beaver River Railroad Co., and Lewis Co. IDA.

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Goal #4 Establish and maintain communication network with ANCA, regional DOT offices, and Byway stakeholders.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Establish and communicate procedures for sharing project information from DOT down to ANCA and the Byway communities and from the communities up to ANCA and DOT.	<2 yrs.		DOT, ANCA, Counties, and Municipalities
b.	Establish points of contact with DOT and local project coordinators.	<2 yrs.		DOT, ANCA, Counties, and Municipalities

F. Stewardship – Goals, Objectives, & Actions

Goal #1: Preserve historic, natural, recreational, and scenic resources along the Byway corridor.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Provide training and technical assistance to local historical societies and other museums for inventorying, preserving, displaying, and interpreting collections. Educate organizational leaders on Byway themes and how they can contribute to raising visitor awareness on significance of resources.	2-5 yrs.	In addition to preserving important artifacts, quality displays and interpretive materials increase visitor appeal, thereby encouraging higher tourist visitation numbers as well as greater local appreciation and preservation of these assets.	Local museums, historical societies, Association of Public Historians of New York State, NYS Archives and Records Administration, New York State Council on the Arts, Institute of Museum Services.
b.	As already stated in Goal A.5.a., Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places.	2-5 yrs.	Register listing comes with funding opportunities and/or tax incentives for restoration and preservation of historic structures.	Historic property owners (private, public, and non-profit owners), historical societies, historians, and OPRHP's State Historic Preservation Office.
c.	Restore and rehabilitate significant historic structures.	2-5 yrs.		Historic property owners (private, public, and non-profit owners), historical societies, historians, and OPRHP's State Historic Preservation Office.
d.	Support the preservation of open space and scenic vistas (farmland, forests, waterbodies) that enhance the byway traveling experience.	2-5 yrs.	Protection efforts may involve a wide range of conservation easement agreements or outright purchase of key properties. Easements could be written to limit development while still allowing owners to use the property for farming or woodlot management.	Land trusts, counties (farmland protection plans), Cooperative Extension, NYS Ag. & Markets, NYS Dept. of Environmental Conservation.
e.	Promote and protect water quality by reducing, eliminating, and preventing water pollution through stormwater control and wastewater management.	2-5 yrs.		Municipalities, NYS DEC, NYS DOT, NYS Dept. of Health, NYS Environmental Facilities Corp., USDA Rural Development
f.	Inventory brownfield/spill sites along the Byway (e.g. abandoned gas stations) that would be good candidates for remediation and redevelopment under the NYS Brownfield Clean-up Program.	>2-5 yrs.	This action would remove environmental problems while also improving the aesthetics of the Byway corridor.	Municipalities, NYS DEC
g.	Arrest the intrusion of invasive plant species. Develop an integrated program using monitoring, management, and education activities to address the problem.	2-5 yrs.	Invasive species threaten the Byway's landscapes and ecosystems.	NYS DOT, NYS DEC, ANCA, & Local highway departments

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Goal #2: Promote public appreciation for the historic, natural, recreational, and scenic resources along the byway corridor that, in turn, generates support for the preservation and stewardship of those resources.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Use Signage and Interpretation program (<i>See goal D.2.</i>) to promote environmental awareness of Byway resources	2-5yrs.	Greater appreciation of the Byway's environment and natural resources, coupled with a better understanding of the impact of human activity, can generate greater support for environmental protection	Chambers, TPAs, ANCA, land trusts, NYS DEC
b.	Support Goal 2(a), above, in by incorporating environmental information into recreational information at trailhead or boat launch kiosks, on website, or in any print material promoting natural resource-based recreation.	2-5 yrs.	Environment and habitat will register more effectively when people are actively engaged in experiencing these resources.	Chambers, TPAs, ANCA, land trusts, NYS DEC
c.	Support TAUNY efforts to preserve and promote the traditional arts	<2 yrs.	TAUNY's efforts to preserve and interpret the oral histories and rural traditions of the region will foster a greater appreciation for the environment and landscape from which these traditions have sprung.	TAUNY, Chambers, TPAs, ANCA

A. Economic & Community Development – Goals, Objectives, & Actions

Goal #1: Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to remain viable through expanded markets and increased visitor and local resident spending.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of locally produced food: maple products, meats, cheese, wine, jams, etc. thereby building on the byway’s “traditions” theme.	2-5 yrs.	Assistance may take the form of business planning and marketing assistance, workshops, and access to wholesale markets and retail outlets.	Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, county economic development agencies, County Farm Bureaus, NYS Ag.& Markets, Producers Associations, SUNY Canton Ag. Program.
b.	Develop a comprehensive marketing plan that focuses specifically on the promotion of locally produced food products and how to connect that marketing effort into promotion of the scenic byway.	2-5 yrs.		Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, Economic Development organizations, County Farm Bureaus, NYS Agriculture & Markets, Producers Associations, Adirondack North Country Assn., SUNY Canton Ag. Program
c.	Create a directory/brochure of locations where byway travelers can purchase locally produced food products and/or observe those products being made.	<2 yrs.	Current locations include: <ul style="list-style-type: none"> • Several sugar bushes (maple products) • Kraft Cheese (cream cheese), Lowville • New vineyard, Lowville • Croghan Meat Market • Croghan Candy Kitchen • Heritage Cheese (cheese from Amish milk), Heuvelton • Farmers markets, several 	Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, Economic Development organizations, County Farm Bureaus, NYS Agriculture & Markets, Producers Associations, Adirondack North Country Association (ANCA).

d.	Promote tours of alternative agricultural operations.	<2 yrs.	Examples include buffalo, grass-fed beef & elk farms, Basswood Lodge (farming & game hunting).	Same as above.
e.	Encourage local restaurants to offer maple products and other local foods.	<2 yrs.		Same as above.

Goal #2: Strengthen and diversify the craft products industry by creating opportunities for local businesses and producers to remain viable through expanded markets and increased visitor and local resident spending.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of locally produced crafts & wood products through business planning, marketing assistance, and access to retail/wholesale markets.	2-5 yrs.		ANCA, Small Business Development Center, chambers of commerce, economic development agencies, Cooperative Extension.
b.	Create a directory/brochure of locations where byway travelers can purchase locally produced crafts and woods products.	2-5 yrs.	<u>Existing locations include:</u> <ul style="list-style-type: none"> • Nolt's Country Store (north of Lowville), Amish and other local goods • Pickens Hall General Store (Heuvelton), sells Amish-made goods to the public and supplies to the Amish. • Rensselaer Falls has a newly refurbished store specializing in fabrics & quilting materials. • VanHeuvel Bldg. (Ogd.) houses antiques and artisan wares. 	Same as above
c.	Support Traditional Arts of Upstate NY (TAUNY) and American Maple Museum in efforts to promote appreciation for traditional arts, crafts, and traditions.	<2 yrs.	Heightens appreciation of local products and increases the probability of additional purchases.	TAUNY, Maple Museum, ANCA, NYS Council on the Arts, artisan groups. SUNY Canton hosts several arts & crafts events.

Goal #3: Support business activity that addresses gaps in goods or services catering to visitors.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with lodging owners to provide an aid package strategies that enable them to maintain their properties and stay in business.	2-5 yrs.	Possible funding through Governor's Office for Small Cities (Hamilton Co. has had success through this program). NYSERDA provides Energy Audits and rebates for energy conservation measures.	Chambers of Commerce, private and local businesses, local and county economic development agencies, Small Business Development Center, Office for Small Cities, NYS Energy & Research Dev. Authority.
b.	Identify gaps in tourist-oriented goods and services. <ul style="list-style-type: none"> • Provide financial incentives for businesses & entrepreneurs to address those gaps. • Provide technical assistance and workshop training to help existing businesses address these gaps by diversifying or expanding their current offerings. 	2-5 yrs.		Chambers of Commerce, TPAs, local and county economic development agencies, Empire State Development,
c.	Provide and coordinate improved website presence and links that help businesses to better reach the tourist market.	<2 yrs.		ANCA, TPAs, chambers of commerce, local businesses.

Goal #4: Revitalize and focus growth and development in central business districts through downtown “Main Street” Revitalization planning and programs.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	<p>Plan for enhanced streetscapes, facades, commercial districts, village greens, and historic structures in village & hamlet centers throughout the region.</p> <p>For byway travelers, the condition of these population and service centers significantly impact the quality of the traveler’s experience and his/her overall impression of the region.</p>	2-5 yrs.	<ul style="list-style-type: none"> • Villages of Lowville, Croghan, Harrisville, Gouverneur, Heuvelton, & Canton, and City of Ogdensburg, all have various projects underway to restore facades, create trails, improve streets, etc. • DOT planning streetscape work through Lowville in 2009. • DOT planning streetscape work in Canton in early 2008. • DOT planning bridge reconstruction in Heuvelton in _____. Byway travelers will need to detour along the Canton loop. 	<p><u>Local partners:</u> Village/City boards, chambers of commerce, economic development agencies, business associations.</p> <p><u>State-level partners and/or funding programs:</u> DOT (streetscape design/construction, funding through Transportation Enhancements Program), Division of Housing and Community Renewal (NY Main Street Program), Office for Small Cities (Community Development Block Grant Program and Technical Assistance Strategic Planning Grants), Dept. of State (Quality Communities grant program and Local Waterfront Revitalization Program).</p>
b.	<p>Conduct educational outreach to inform shop owners about visitor desirability for outlets featuring local product. Encourage use of byway themes in their marketing.</p>	<2 yrs. to 2-5 yrs.	Refer to Nolt’s Country Store and the restored Pickens Hall (see Goal #2, above) for present examples.	Chambers of commerce, Small Business Development Center, Business owners
c.	<p>Encourage an antique theme for retail opportunities along the byway.</p>	<2 yrs.	Complements traditions theme and historic character.	Business owners, Chambers of Commerce
d.	<p>Utilize special events (farmers markets, festivals, etc.) to increase downtown activity and support foot traffic in the business districts.</p>	<2 years	Also see “Tourism Implementation Plan” for more info. on events	Chambers of commerce & event organizers.
e.	<p>Develop self-guided historic walking tour program in downtowns with brochures, photo displays, & interpretation.</p>	<2 yrs.		Historians, historical societies, Chambers

Goal #5: Enhance the rural and historic character of byway communities.

a.	Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places, and work with property owners to encourage aesthetically pleasing restorations along the Byway route.	<2 yrs.	Listing on the register allows non-profits access to historic preservation grants through the Environmental Protection Fund. Historic district listing strengthens applications for funding to support Main Street revitalization projects.	Planning offices, historical society, town or village boards, local historians. Technical assistance available through State Historic Preservation Office (Office of Parks, Recreation, and Historic Preservation).
b.	Local Governments may consider participation in Certified Local Government Program (historic preservation).	2-5 yrs.	Allows access to CLG program funding, but requires local historic preservation law and higher level of local control than some municipalities are comfortable with.	Same as above. More program information available at http://www.nysparks.com/shpo/certified/index.htm .

Goal# 6: Promote the tourism industry as an economic stimulus

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Educate local leaders on impact of tourism spending on local economy.	<2 yrs.	Prepare fact sheet based on relevant tourism-impact studies.	Chambers of Commerce, TPAs, ANCA, County economic development agencies, NNY Travel & Tourism Research Center, and NYS Empire State Development.
b.	Modify traditional economic development programs (or develop new ones) to provide financial and technical support to tourism-based businesses.	2-5 yrs.	Traditional programs focus more on manufacturing & warehousing businesses and are more limited in tourism business support.	Local development agencies, Chambers of Commerce, NYS Empire State Development

B. Tourism Development, Marketing, & Promotion – Goals, Objectives, & Actions

Goal #1: Develop Byway Marketing and Interpretation Plan and work with communities on promotion and branding

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support state legislation that renames the Lowville-to-Ogdensburg scenic byway along NYS Route 812 as the “Maple Traditions Scenic Byway” (MTSB).	<2 yrs.	This name better reflects the character and image of the route; is a theme to which the byway communities along this route can relate; and provides a more coherent image for marketing purposes. <i>See detailed justification at the beginning of this CMP.</i>	All byway communities and stakeholders, ANCA, NYS DOT, State Legislature.
b.	Adopt a maple leaf logo as the official logo for the Maple Traditions Scenic Byway.	<2 yrs.	<ul style="list-style-type: none"> • Byway logo must reflect the “brand” • Although the maple leaf is currently associated with the Black River Trail Scenic Byway, that byway is seeking a new logo design. 	ANCA, NYS DOT, stakeholder marketing team
c.	Develop Maple Traditions Byway brand and encourage use of byway themes to enhance byway marketing and business promotion opportunities.	<2 years	Themes: maple, traditional arts, agriculture, Amish culture, history, antiques, recreation.	ANCA, Maple Traditions Scenic Byway Committee
d.	Develop a Byway Marketing Plan that recommends strategies and mechanisms for promoting the Maple Traditions brand to various market audiences.	2-5 yrs.	An overall plan provides a common guide to help coordinate the efforts of all Byway stakeholders. May require consultant help.	ANCA, Maple Traditions Scenic Byway Committee, Chambers of Commerce, TPAs
e.	Develop an Interpretation Plan that helps byway visitors to better understand, appreciate, and experience byway resources.	2-5 yrs.	A corridor-wide interpretation plan will help to ensure the quality & consistency while also linking interpretation to the brand experience.	ANCA, Maple Traditions Scenic Byway Committee, Chambers of Commerce, TPAs, and Historians.

Goal #2: Promote and encourage tourism commerce and communication between byway communities in order to enhance product brand image and strengthen marketing efforts.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Establish a stakeholder marketing team to develop strategies and to coordinate marketing and promotion.	<2 yrs.	Possible name: Maple Traditions Scenic Byway Committee	TPAs, LACs, Chambers of Commerce, ANCA, byway stakeholders
b.	Periodically distribute a byway newsletter or “update” to byway stakeholders.	<2 yrs.	<ul style="list-style-type: none"> • Could be as simple as a periodic email or establishment of a list-serve. • Keeps stakeholders engaged. • Maintains brand awareness 	ANCA, TPAs, Chambers of Commerce, Byway Communities, private & non-profit stakeholders
c.	Encourage collaboration amongst chambers of commerce and tourism promotion agencies to work on MTSB promotional efforts. Encourage byway municipalities to participate in finance of advertising.	<2 years		TPAs, Chambers of Commerce, byway municipalities, ANCA
d.	Work with ANCA to support and participate in the overall development and promotion of the scenic byway system.	<2 yrs.		TPAs, chambers, all byway stakeholders, ANCA

Goal #3: Provide quality visitor experiences using proven strategies to improve Byway offerings.

a.	Improve the availability of basic tourist information.	2-5 yrs.	See Goal for detailed strategies.	
b.	Develop theme-based packages and tourism guides to enhance the byway experience and extend visitor stays.	2-5 yrs.	See Goal 5, below, for detailed strategies.	

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
c.	Improve the availability of comfort facilities for travelers.	2-5 yrs.	See Goal 7, below, for detailed strategies.	

Goal #4: Develop strategies to improve shoulder season and year-round new and repeat visitation by appealing to the market interests of a broad audience.

a.	Encourage the continuation and creation of special events that capitalize on and highlight byway themes.	<2 yrs.	Maple festivals, heritage celebrations, military re-enactments, kayak & canoe events, traditional arts, antique festivals, fishing derbies, bicycle & running events.	Chambers, TPAs, event sponsors/organizers.
b.	Coordinate a four season events calendar.	<2 yrs.		Chambers of commerce, TPAs, events organizers.
c.	For Internet and print brochures, organize tourist information by season.	<2 yrs.	Helping tourists to better plan the best activities and events for certain times of the year may encourage repeat visits at different times of the year (i.e. shoulder seasons).	Chambers, TPAs, ANCA
d.	Develop theme-based packages and tourism guides to enhance the byway experience and extend visitor stays. <i>See Goal #5, below.</i>	2-5 yrs.	This allows the targeting of various market interests and simplifies trip planning for the traveler.	Chambers, TPAs, ANCA

Goal #5: Develop theme-based packages and tourism guides to promote the Byway and to encourage extended visitor stays.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop a byway brochure featuring the region, its resources, and the byway experience.	<2 yrs.	Include byway map and website links for more information and custom itineraries.	ANCA, NYSDOT, Chambers of Commerce, Historians, and other stakeholders
b.	Develop a “Byway Buffet” guide, or similarly-themed brochure, identifying retail outlets for purchasing local food products and/or guide to dining establishments featuring regional foods.	<2 yrs.	Capitalizes on food as a major people draw and on growing trends for people to take a greater interest in knowing where their food comes from. Could include recipes featuring maple products, cheese, meats, and other local food products. Revisit and expand upon 2002’s “New York State ‘a la carte’” promotion with Motel 6 personality Tom Bodette.	Chambers & TPAs, food producers, eating establishments, county farm bureaus, Cooperative Extension, producers associations, ANCA, NYS Ag. & Markets
c.	Promote local crafts and traditional arts through publication of a specialized guide and/or developing marketing and sales strategies that highlight these products in stores or other venues frequented by visitors.	<2 yrs.		Chambers & TPAs, crafters & artisans, Cooperative Extension, TAUNY, ANCA.
d.	Develop a byway antiques guide and complementary event to support antiques theme suggested under goal A.4(c).	<2 yrs.	<ul style="list-style-type: none"> • Raise awareness through an annual “Byway Antiques sale” as a multi-day event. • Could incorporate an “Antiques Road Show” type appraisal event. 	Chambers & TPAs, antique shop owners.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
e.	Develop local history guide(s).	<2 yrs.	Historical themes: local culture, military, agriculture, mining, CCC camps, railroads.	Local historians, historical societies, museums, and TPAs.
f.	Develop outdoor recreation guide(s) and suggested itineraries.	<2 yrs.	<ul style="list-style-type: none"> • Available recreation activities identified in recreation narrative. • Be creative—i.e. Develop bicycle route highlighting local history or area farms. • Expand upon St. Lawrence County’s current promotion of geocaching. • Develop guide to birdwatching areas. 	Chambers, TPAs, historical community, bicycle clubs, NYS Dept. of Environmental Conservation, Sportsmans organizations, bird clubs, local chapters of the Adirondack Mountain Club.
g.	Create “rainy day” guide or package for rainy days in summer and inclement winter weather or thaws.	<2 yrs.	Alleviates disappointment when weather does not cooperate with visitors’ plans to enjoy the outdoors. Provides an incentive for longer stays or return visits.	Chambers & TPAs, public and private attractions, businesses.

Goal #6: Improve the availability of basic tourist information to accommodate visitor needs and increase desirability of the Byway as a destination.

a.	Develop a Maple Traditions website to provide centralized information on byway resources, attractions, services, and events.	<2 yrs.	Follow ANCA’s new model website for North Country Region Scenic Byways.	TPAs, Chambers of Commerce, ANCA
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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
b.	<p>Establish tourist information centers or kiosk in each community and at major crossroads locations to provide useful wayfinding information to tourists.</p> <p>Coordinate with goal 6(g) below.</p>	<2 to 2-5 yrs.	Could be established at picnic/rest areas, in village centers, or at gas stations along the route (may help draw more business for stations).	Municipalities, chambers, TPAs, local business partners.
c.	Support TAUNY efforts to include visitor center facilities in its new North Country Cultural Heritage Center.	2-5 yrs.	In 2008, TAUNY moved to a new 3 story, 7,000 sq.ft. facility on Main St. in Canton.	TAUNY, TPAs, Chamber, ANCA
d.	Offer hospitality training for owners and frontline staff of byway venues, facilities, shops, gas stations, etc. on how their customer interactions contribute to the overall tourist experience and, ultimately, to their business revenues.	<2 yrs.		TPAs, Chambers of Commerce.
e.	Provide training and/or technical assistance to lodging facilities for maximizing use of computers to provide availability info. and, if desired, to utilize online reservations. Training and technical assistance should also be provided in the design of attractive websites.	<2 yrs.	Many sites are not user friendly and/or could use better graphics or photographs to project a better quality image.	Universities (Canton, St. Lawrence, Clarkson), TPAs, chambers, Small Business Development Center

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
f.	At a minimum, byway lodging establishments should consider participating in an online “lodging availability” system, even if they do not want to do online reservations. (Note: It is not necessary for establishments to have their own website in order to participate in such a service.)	<2 yrs.	<ul style="list-style-type: none"> • Would require a TPA or other regional entity to host the site. • Thousand Islands International Council is investigating such a system in neighboring Jefferson County. • Service enhances the tourist experience by saving them time calling establishments that might be already booked. 	Commercial lodging establishments, TPAs, Chambers of Commerce.
g.	Develop picnic/rest areas with comfort stations along byway stretches with no other services. Coordinate with goal 6(b) above.	2-5 yrs.	<ul style="list-style-type: none"> • Opportunity to provide tourist info. • Provides travelers a place to stop, stretch their legs, enjoy a view, and relieve themselves. • Picnic areas might be established and maintained by service stations/convenience stores to increase patronage. 	Municipalities, TPAs, Chambers

Goal # 7 : Improve the availability of comfort facilities.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop comfort stations along byway stretches with no other services or facilities.	2-5 yrs.	Visitors can take more time to enjoy remote rural resources (thereby encouraging repeat and extended visits) if they do not need to rush down the road for the next available comfort station.	Municipalities, Chambers, TPAs, DOT (for DOT ROW locations), and DEC (for state forest land locations).
b.	Clearly mark those facilities and businesses that allow visitor use of bathroom facilities.	<2 yrs.	This will minimize the need to invest limited public dollars and encourage greater patronage and sales at those businesses allowing such use.	Chambers of Commerce & TPAs
c.	Develop picnic/rest areas with comfort stations along byway stretches with no other services. Coordinate with goal 6(b) above.	2-5 yrs.	<ul style="list-style-type: none"> • Opportunity to provide tourist info. • Provides travelers a place to stop, stretch their legs, enjoy a view, and relieve themselves. • Picnic areas might be established and maintained by service stations/convenience stores to increase patronage. 	Municipalities, Chambers of Commerce, TPAs

C. Recreation – Goals, Objectives, & Actions

Goal #1: Enhance and promote existing recreational opportunities

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with agencies to improve parking and access at sites for hikers, canoeists, kayakers, cyclists, fishermen, and other recreationists.	2-5 yrs.	<ul style="list-style-type: none"> • Need better parking and signage for Oswegatchie fishing access. • Additional sites to be named following thorough inventory and assessment of conditions. 	NYS-DEC, counties, recreational-oriented clubs and organizations, municipalities.
b.	Promote greater awareness of existing recreational opportunities through brochures, signage, and website links.	<2 yrs.	<ul style="list-style-type: none"> • Lake Bonaparte could use better signage. • Huck and Moon lakes are underutilized for trails & fishing. • Additional sites to be added following inventory. 	TPAs, chambers of commerce, ANCA, recreation groups.
c.	Explore the possibility of creating land and water trail linkages between existing trail systems (motorized and non-motorized).	2-5 yrs.	SUNY Canton has a new trail along the Grasse River suitable for cycling, hiking, and cross-country skiing. Also offers birdwatching and wildlife viewing opportunities. Access from the campus, Rt. 68, & Riverside Drive. Improve connections to downtown and Heritage Park (see Goal #2.c. below). Needs kiosk and trail map.	Trail organizations, NYS DEC, counties, municipalities. For SUNY Canton trail: SUNY Canton, Village of Canton, & TAUNY.

Goal #2: Create additional recreational opportunities that extend visitor stays or encourage repeat visits to the region.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support pedestrian/bicycle use of railroad corridors as rails- with-trails or rails-to-trails as opportunities arise.	2-5 yrs.	Village of Lowville has received Transportation Enhancement Program grant to purchase village portion of RXR and convert to trail usage. County or other entity may acquire corridor segment(s) outside village.	NYS-DOT, Village of Lowville, Town of Lowville, Lewis County, local snowmobile club(s), People for the Advancement of Culture & Recreation (PARC).
b.	Support implementation of current planning effort for Taylor Park on the Grasse River.	2-5 yrs.	Planning effort underway. Paddling opportunities abound.	NYS Dept. of State, Town and Village of Canton
c.	Support TAUNY effort to develop Heritage Park and Willow Island on the Grasse River. Look for connection to SUNY Canton trails (See Goal 1.c., above).	2-5 yrs.+	Highlights local history and creates downtown pedestrian opportunities.	TAUNY, Village of Canton, SUNY Canton.
d.	Support Ogdensburg's project to extend the Maple City Trail 2-1/2 miles to connect downtown with Route 812.	2-5 yrs.		City of Ogdensburg
e.	Support local and regional efforts to expand four-season recreational activities.	2-5 yrs.		
f.	Develop county wide trail plans in order to identify long-term trail system needs and to prioritize investments in new trail development, existing trail improvements, and important linkages.	2-5 yrs.	County wide plans can help to maximize local resources and improve competitiveness for grants. Lewis County has recently begun work on a countywide trail plan.	County planning departments and trail-based recreation organizations.

D. Signage & Interpretation – Goals, Objectives, & Actions

Goal #1: Enhance wayfinding and strengthen Byway identity through an effective directional signage program.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Utilize an effective byway logo (i.e. maple leaf) on all directional signage along the byway.	2-5 yrs.	Include signage for proposed alternate byway loop through Canton along Routes 11 & 68.	ANCA, NYS DOT
b.	Properly identify and sign access points to byway resources (attractions, trailhead parking, tourist facilities).	2-5 yrs.		ANCA, NYS DOT
c.	Educate off-route tourism business owners on use of Tourism Oriented Directional Signage (TODS) and include mile distances on directional signage to byway related attractions more than a ½ mile off the byway.	2-5 yrs.	Gives travelers security in knowing they are not lost if attraction/resource is some distance from byway.	ANCA, NYS DOT, Local and county highway departments (for signage on town/county roads).
d.	Locate information kiosks with locator maps at strategic locations along the byway. See also Goal #B.2.c.		<u>Possible locations:</u> Ogdensburg-Prescott International Bridge Junction of Rt. 812/Rt. 37 Junction of Rt. 812/Rt. 11 Heuvelton Downtown Canton Coopers Corners Richville Pitcairn, Jnct. Rt. 812/Rt. 3 Harrisville Croghan Lowville	ANCA, NYS DOT, TPAs, chambers of commerce

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
e.	Host workshops for local highway departments on the NYS Scenic Byways Sign Manual and highway signage strategies in order to encourage effective and attractive use of signage on local and county roads in the byway corridor.	<2 yrs.		Instructors: NYS DOT and Cornell Local Roads Program. Audience: Village DPWs, Town & County Highway Departments.
f.	Provide assistance in the design of attractive welcome signs at the entrance to byway communities.	2-5 yrs.		ANCA, Chambers of Commerce, Town & Village governments.

Goal #2: Enhance visitors' and residents' understanding and appreciation of Byway resources through education & interpretation.

a.	Develop thematic signage program that connects interpretive signage to the overall byway image (i.e. "brand") and experience.	2-5 yrs.		ANCA, NYS DOT, TPAs, chambers of commerce.
b.	Provide interpretive signage, print materials, and web content that complement thematic promotions identified under "Tourism" goals.	2-5 yrs.	<ul style="list-style-type: none"> • Historic site markers & interpretive signage. • Pedal through history bicycle routes • Environmental interpretation along trails or at environmentally significant sites. • Birding trail • "Community history" kiosks or signage 	ANCA, TPAs, chambers of commerce, historians, historical societies, environmental organizations, town and village boards.

E. Transportation & Safety – Goals, Objectives, & Actions

Goal #1: Provide for the safety of all Byway users.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with the state and local governments to ensure proper signage alerting travelers to intersections; crossings of trails and bicycle/pedestrian ways; shared use of roadways with bicycles, farm equipment; and Amish horse-drawn buggies & wagons. Ensure that directional signage is easily readable at traveling speeds.	Ongoing		Local government officials, local and county highway departments, NYS-DOT.
b.	Plan for the inventory and evaluation of roadside shoulders, pullouts, and parking areas used for rest stops, scenic photo opportunities, hunting areas, and access to byway resources (trails, waterways, picnic areas, historic sites, etc.). Coordinate this inventory with an evaluation of passing lanes in these same areas.	2-5 yrs.	Low traffic volumes on some segments of NYS Route 812 might cause both pedestrians and motorists to “drop their guard” on blind curves and when crossing the road.	Local government officials, local and county highway departments, NYS-DOT, and NYS-DEC.
c.	Support DOT and local government efforts to enhance safety in hamlet areas through traffic calming techniques or control devices that blend with the character of the hamlet.	2-5 yrs.	In low density development hamlet areas, motorists sometimes drive through at faster than posted speeds.	Local government officials, local and county highway departments, NYS-DOT.
d.	Evaluate shoulder widths and surface conditions in terms of their safety and accommodation for bicycle use.	2-5 yrs.		Local government officials, local and county highway departments, NYS-DOT, and local cycle clubs.

e.	Evaluate existing and potential conflicts involving snowmobiles and ATVs along the byway corridor. Work with local interests to identify, mark, and provide signage for trail crossings and trailer parking areas.	<2 yrs.		Local government officials, local and county highway departments, NYS-DOT, local snowmobile and ATV clubs.
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Goal #2: Continue to improve Maple Traditions Scenic Byway Transportation Infrastructure.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work to improve collaboration between local governments and NYSDOT to monitor needed capital improvements and maintenance schedules	Ongoing	One example: DOT reconstruction of Route 812 bridge in Heuvelton will involve an 18-month +/- detour along the Canton loop for those traveling to/from Ogdensburg.	Local and county government and highway departments, NYSDOT.
b.	Encourage DOT and local governments to maintain roadways to the new State standard of “A state of good repair.”	Ongoing		Local and county government and highway departments, NYSDOT.
c.	Encourage and support DOT’s “context sensitive design” and the application of smart-growth principles in all infrastructure projects.	Ongoing	Communities must live with the final product for the long-term. Need to ensure that projects complement community character and give full consideration to pedestrian and bicycle issues as well as to tourist safety and the byway experience.	Local & county officials and highway departments, NYSDOT, chambers of commerce, TPAs, county planning departments.

Goal #3: Promote and increase linkages and connections for the use of and access to multi-modal forms of transportation.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Promote linkages with existing and proposed regional corridor routes including Black River Scenic Byway, Black River Blueway Trail, Beaver River Canoe Route, Olympic Trail Scenic Byway, Seaway Trail.	<2 yrs.		TPAs, Chambers of Commerce, ANCA, NYSDOT, NYS Tug Hill Commission, corridor communities, and interested stakeholders.
b.	Support and encourage the development of off-road, multi-use trails along the byway and in byway communities.	2-5 yrs.	Including new trail development and improvements to existing trails such as those along the Oswegatchie and Grasse rivers, Ogdensburg's Maple Trail along the St. Lawrence, Heritage Park and SUNY Canton trails in Canton, the Beaver River in the Croghan area, and state forest trails along the entire route.	Local officials, NYS DEC, local trail/recreation clubs, chambers of commerce, interested stakeholders specific to each project.
c.	Collaborate with local and regional interests to develop multi-modal links between communities for walking, biking, and canoeing.	2-5 yrs.		Local government, county government, NYSDOT, NYS DEC, local trail/recreation clubs, chambers of commerce, Brookfield Power (Beaver River Canoe Route), and interested stakeholders specific to each project.
d.	Support use of the Lowville-to-Croghan segment of the Lowville and Beaver River Railroad for passenger train excursions.	2-5 yrs.	Railroad Society of Northern NY is in process of acquiring corridor and has occasionally offered excursions on their train, currently housed at the railroad museum in Croghan.	Railroad Society of Northern New York, Genesee Valley Transportation Authority/Lowville & Beaver River Railroad Co., and Lewis Co. IDA.

Goal #4 Establish and maintain communication network with ANCA, regional DOT offices, and Byway stakeholders.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Establish and communicate procedures for sharing project information from DOT down to ANCA and the Byway communities and from the communities up to ANCA and DOT.	<2 yrs.		DOT, ANCA, Counties, and Municipalities
b.	Establish points of contact with DOT and local project coordinators.	<2 yrs.		DOT, ANCA, Counties, and Municipalities

F. Stewardship – Goals, Objectives, & Actions

Goal #1: Preserve historic, natural, recreational, and scenic resources along the Byway corridor.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Provide training and technical assistance to local historical societies and other museums for inventorying, preserving, displaying, and interpreting collections. Educate organizational leaders on Byway themes and how they can contribute to raising visitor awareness on significance of resources.	2-5 yrs.	In addition to preserving important artifacts, quality displays and interpretive materials increase visitor appeal, thereby encouraging higher tourist visitation numbers as well as greater local appreciation and preservation of these assets.	Local museums, historical societies, Association of Public Historians of New York State, NYS Archives and Records Administration, New York State Council on the Arts, Institute of Museum Services.
b.	As already stated in Goal A.5.a., Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places.	2-5 yrs.	Register listing comes with funding opportunities and/or tax incentives for restoration and preservation of historic structures.	Historic property owners (private, public, and non-profit owners), historical societies, historians, and OPRHP's State Historic Preservation Office.
c.	Restore and rehabilitate significant historic structures.	2-5 yrs.		Historic property owners (private, public, and non-profit owners), historical societies, historians, and OPRHP's State Historic Preservation Office.
d.	Support the preservation of open space and scenic vistas (farmland, forests, waterbodies) that enhance the byway traveling experience.	2-5 yrs.	Protection efforts may involve a wide range of conservation easement agreements or outright purchase of key properties. Easements could be written to limit development while still allowing owners to use the property for farming or woodlot management.	Land trusts, counties (farmland protection plans), Cooperative Extension, NYS Ag. & Markets, NYS Dept. of Environmental Conservation.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
e.	Promote and protect water quality by reducing, eliminating, and preventing water pollution through stormwater control and wastewater management.	2-5 yrs.		Municipalities, NYS DEC, NYS DOT, NYS Dept. of Health, NYS Environmental Facilities Corp., USDA Rural Development
f.	Inventory brownfield/spill sites along the Byway (e.g. abandoned gas stations) that would be good candidates for remediation and redevelopment under the NYS Brownfield Clean-up Program.	>2-5 yrs.	This action would remove environmental problems while also improving the aesthetics of the Byway corridor.	Municipalities, NYS DEC
g.	Arrest the intrusion of invasive plant species. Develop an integrated program using monitoring, management, and education activities to address the problem.	2-5 yrs.	Invasive species threaten the Byway's landscapes and ecosystems.	NYS DOT, NYS DEC, ANCA, & Local highway departments

Goal #2: Promote public appreciation for the historic, natural, recreational, and scenic resources along the byway corridor that, in turn, generates support for the preservation and stewardship of those resources.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Use Signage and Interpretation program (<i>See goal D.2.</i>) to promote environmental awareness of Byway resources	2-5yrs.	Greater appreciation of the Byway's environment and natural resources, coupled with a better understanding of the impact of human activity, can generate greater support for environmental protection	Chambers, TPAs, ANCA, land trusts, NYS DEC
b.	Support Goal 2(a), above, in by incorporating environmental information into recreational information at trailhead or boat launch kiosks, on website, or in any print material promoting natural resource-based recreation.	2-5 yrs.	Environment and habitat will register more effectively when people are actively engaged in experiencing these resources.	Chambers, TPAs, ANCA, land trusts, NYS DEC

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
c.	Support TAUNY efforts to preserve and promote the traditional arts	<2 yrs.	TAUNY's efforts to preserve and interpret the oral histories and rural traditions of the region will foster a greater appreciation for the environment and landscape from which these traditions have sprung.	TAUNY, Chambers, TPAs, ANCA

Maple Traditions Scenic Byway

Related Programs, Projects, Plans, Studies, & Reports

Introduction

The following lists of programs, projects, plans, reports, studies support the future success of the Maple Traditions Scenic Byway. Each entry has a specific relation to upholding the goals presented in this CMP. The responsible parties may become strategic players in project implementation and in seeking collaborative funding. Byway plan implementers should maintain close communications with the numerous community and regional leaders who are directing these related projects and programs.

Other Scenic Byway Plans

Black River Scenic Byway Corridor Management Plan (2009 Draft) – This plan is being prepared in conjunction with the *Maple Traditions Scenic Byway Corridor Management Plan*. Stakeholder input in this planning effort has consistently called for changing the legislatively designated route so that it would continue following the Black River from Lowville to Dexter (Lake Ontario) rather than split off from its namesake to head north to Ogdensburg. Justifications include local identity, more coherent marketing image, and avoidance of visitor confusion.

Contact: Adirondack North Country Association
Phone: (518) 891-6200
Email: anca-obrien@northnet.org
Web: www.adirondack.org

Olympic Scenic Byway Corridor Management Plan (2004) – The Olympic Scenic Byway's relation to the Maple Traditions Scenic Byway is that the two byways overlap for 4 miles through Lewis County's Town of Diana and Village of Harrisville. NYS Routes 3 and 812 overlap over this same stretch.

Contact: Adirondack North Country Association
Phone: (518) 891-6200
Email: anca-obrien@northnet.org
Web: www.adirondack.org

Seaway Trail Corridor Management Plan – The Maple Traditions Scenic Byway overlaps the Seaway Trail, a National Scenic Byway, for 2.5 miles along NYS Route 37 at its northern terminus in Ogdensburg.

Contact: Seaway Trail, Inc.
Phone: (315) 646-1000
1-800-SEAWAY-T
Email: info@seawaytrail.com
Web: www.seawaytrail.com

County and Regional Plans & Reports

White – Still - & Wild: A Blueway Trail Development Plan for the Black River in Oneida, Lewis, and Jefferson Counties in New York State – This 2007 report provides recommendations for a coordinated approach to developing and promoting the entire length of the Black River. One of its key recommendations is to re-route the legislatively designated Black River Scenic Byway so that, from Lowville, the byway would continue to follow the Black River in a westerly direction rather than continue north along NYS Route 812 to Ogdensburg.

Contact: NYS Tug Hill Commission
Phone: (315) 785-2380
Email: tughill@tughill.org
Web: www.tughill.org

Lewis County Comprehensive Economic Development Strategy (2006) - This county report identifies a number of tourism and community development goals relevant to the Maple Traditions Scenic Byway and its communities.

Contact: Lewis County Dept. of Economic Development
Phone: (315) 376-5422
Email: Economic_Development@lewiscountyny.org
Web: <http://www.lewiscountyny.org/content/Departments/View/2>

Lewis County Agricultural Enhancement Plan (2004) – Identifies a variety of strategies targeting the enhancement of local agriculture. It includes strategies for value-added processing, increasing agritourism, developing niche products & markets, business development, farmland preservation, and ag-economic development.

Contact: Lewis County Dept. of Economic Development
Phone: (315) 376-5422
Email: Economic_Development@lewiscountyny.org
Web: <http://www.lewiscountyny.org/content/Departments/View/2>

St. Lawrence County Comprehensive Economic Development Strategy (2007 Update) - This county report identifies a number of tourism and community development goals relevant to the Maple Traditions Scenic Byway and its communities.

Contact: St. Lawrence County Economic Development
Phone: (315) 379-9806
Email: info@slcida.com
Web: www.slcida.com

Lewis County Maple Weekend 2006/2007 Event Survey – Summarizes attendance figures and survey responses for the 2006 & 2007 Maple Weekend events.

Contact: Cornell Cooperative Extension of Lewis County
Phone: (315) 376-5720
Email: lewis@cornell.edu
Web: <http://counties.cce.cornell.edu/lewis/>

Community Plans and Reports

Town and Village of Lowville Joint Comprehensive Plan (2008) – The plan identifies a number of strategies for land use, economic development, tourism, recreation, and local government services.

Contact: Village of Lowville	Town of Lowville
Phone: (315) 376-2834	Phone: (315) 376 –8070
Email: villow@nynmail.com	Email: tolclerk@frontiernet.net
Web: www.lowville.ny.us	

Village of Lowville Infill Development Plan (2005) – The study identified specific retail opportunities for the Village of Lowville within the context of existing businesses, local market demand, and the construction of a new Wal-Mart supercenter just outside the village limits. One of the recommendations was for the development of a retail outlet for locally products.

Contact: Village of Lowville
Phone: (315) 376-2834
Email: villow@nynmail.com
Web: www.lowville.ny.us

Village of Canton Strategic Plan (2004) – Prepared by the St. Lawrence County Planning Office, this document identifies several strategies for community center revitalization. These include infrastructure improvements, enhancing the village’s potential as a recreational tourist center, and stimulating downtown business activity with an emphasis on local entrepreneurs and products.

Contact: Canton Economic Development Office
Phone: (315) 386-2871, extension 5
Email: developer@cantonnewyork.us/
Web: www.cantonnewyork.us

Grasse River Local Waterfront Revitalization Plan - (currently underway). This project is aimed at improving access to the Grasse River, enhancing related recreational opportunities, and protecting the riverfront.

Contact: Canton Economic Development Office
Phone: (315) 386-2871, extension 5
Email: developer@cantonnewyork.us/
Web: www.cantonnewyork.us

Heuvelton Community Development Plan (2005) – This village plan summarizes the results of a community planning session through which residents created a community vision statement and identified several community priorities. These priorities addressed housing needs, Main Street revitalization, and water/wastewater system upgrades.

Contact: Village of Heuvelton
Phone: (315) 344-2214
Web: www.heuveltonny.us

City of Ogdensburg Strategic Management Plan (2007) – Addresses priorities for all city departments and services: including local waterfront revitalization, recreation, economic development, safety, etc.

Contact: Department of Planning & Development
Phone: (315) 393-7150
Email: jwoods@ogdensburg.org
Web: www.ogdensburg.org

City of Ogdensburg Main Street Assessment (2008) – This Main Street Assessment is the first step in the process of planning to revitalize the downtown. Following up on this initial assessment of the City’s downtown commercial and civic center, the city has now begun the process of developing a downtown revitalization strategy.

Contact: Department of Planning & Development
Phone: (315) 393-7150
Email: jwoods@ogdensburg.org
Web: www.ogdensburg.org

City of Ogdensburg Local Waterfront Revitalization Plan (1987) – The LWRP identifies a number of goals and strategies for enhancing and protecting the city’s riverfronts on both the St. Lawrence and Oswegatchie rivers. The plan was revised in 2000 and 2003. The city will be initiating another update in 2009.

Contact: Department of Planning & Development
Phone: (315) 393-7150
Email: jwoods@ogdensburg.org
Web: www.ogdensburg.org