Tourism and Traveler Services

Chapter 8

Connecticut River Scenic Byway

Introduction

Visitors are drawn to the Connecticut River Scenic Byway corridor for the many scenic, natural, recreational, historic, and cultural resources. Travelers experience the unique landscape of the Connecticut River Valley, and many activities that are representative of the area’s farming heritage and agricultural resources. Additionally, many visitors and travelers come to the area for the many educational institutions.

The goals of this chapter are to provide information on existing resources, services, and attractions available to the Byway traveler; to identify unmet needs related to tourism; and to propose recommendations and identify potential projects to enhance and improve tourism along the Byway. The chapter contains an inventory of the existing tourism services including the location of visitor centers and information agencies, as well as websites and publications that provide additional traveler information. A summary of attractions and resources along the Byway, including scenic and natural attractions, outdoor recreation opportunities, historic and cultural resources, events and festivals, and public restroom facilities, is also provided. Resources that have not been detailed in previous chapters of the Corridor Management Plan are included in this chapter.

While the Corridor Management Plan focuses on resources within a half-mile radius of the Byway (Route 63 and Route 47), this chapter of the report also includes attractions that are located outside of the study area boundary, but within the towns along the Byway. The resources that are located directly on or within a half-mile radius of the Connecticut River Scenic Byway are noted with the “America’s Byway” symbol.

Tourism Related Statistics

Tourism plays an important role in the Counties along the Byway. The Massachusetts Office of Travel and Tourism (MOTT) provides tourism statistics by county on direct spending by tourists and total number of tourism-related jobs, payroll and local tax revenue generated (see Table 1). In 2013, direct expenditures related to tourism in Franklin and Hampshire Counties totaled $183 million. Tourism generated a total of 1,250 jobs, $36 million in payroll, and $5.2 million in local tax revenue.
Table 8-1: 2013 Domestic Travel Impact Statistics by County

<table>
<thead>
<tr>
<th>County</th>
<th>Direct Expenditures</th>
<th>Number of Jobs</th>
<th>Payroll</th>
<th>Local Tax Revenue Generate</th>
</tr>
</thead>
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<tr>
<td>Franklin</td>
<td>$58.9M</td>
<td>370</td>
<td>$10.2M</td>
<td>$1.9M</td>
</tr>
<tr>
<td>Hampshire</td>
<td>$124.1M</td>
<td>880</td>
<td>$25.8M</td>
<td>$3.3M</td>
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<tr>
<td>TOTALS</td>
<td>$183.0M</td>
<td>1,250</td>
<td>$36.0M</td>
<td>$5.2M</td>
</tr>
</tbody>
</table>

Source: Massachusetts Office of Travel & Tourism (MOTT).

Tourist Information Centers

There are [identify any visitor centers located on the byway in Hampshire County]. There are four other regional visitors’ centers that cover the Byway area, but are not on the Byway.

Upper Pioneer Valley Visitors Center
This visitors’ center provides brochures and other promotional materials for nearby attractions. The Visitors Center is located approximately nine miles west of the Byway in Greenfield. 18 Miner Street, Greenfield, MA (off the rotary at Interstate 91 and Route 2) • 413-773-9393

Franklin County Chamber of Commerce
The Franklin County Chamber of Commerce provides information for visitors and new residents regarding local cultural and recreational attractions as well as amenities, such as dining and accommodations. The Chamber of Commerce is located approximately eight miles from the Byway in Greenfield. www.franklincc.org/ • 395 Main Street, Greenfield, MA • 413-773-5463

Amherst Area Chamber of Commerce
Accessible to visitors travelling from the east to the Byway, the Amherst Area Chamber of Commerce provides information for visitors on lodging, dining, attractions, recreation, shopping and transportation. Located in downtown Amherst, it is approximately 3.5 miles from the Byway. http://www.amherstarea.com/ • 28 Amity Street, Amherst, MA • 413-253-0700

Greater Northampton Chamber of Commerce and Visitor Center
Accessible to visitors traveling from the west to the Byway, the Greater Northampton Chamber of Commerce and Visitor Center provides information for visitors regarding local cultural and recreational attractions as well as amenities, such as dining and accommodations. It is located approximately three miles from the Byway in Hadley. www.explorenorthampton.com/ • 99 Pleasant Street, Northampton, MA • 413-584-1900

Sources of Print and On-Line Tourist Information
Western Massachusetts Scenic Byway Promotional Campaign Project and Website
As part of the Western Massachusetts Scenic Byway Promotional Campaign project a comprehensive marketing campaign and website was developed for all seven of the Scenic Byways in western Massachusetts. The Connecticut River Scenic Byway is included as part of the promotional campaign and website. The website contains pages for each of the seven Scenic Byways. http://bywayswestmass.com

Massachusetts Department of Conservation and Recreation (DCR)
This state agency conserves and protects the natural, cultural, and recreational resources of the Commonwealth. DCR’s website has information on trails, parks, camping, and special events. Brochures and park maps can be downloaded directly or requested from this site. Within the Byway corridor, DCR owns and manages fourteen state parks and forests. See the Recreational Resources chapter for more information on individual state parks and forests. http://www.mass.gov/dcr/ • 617-626-1250

Massachusetts Department of Fish and Game
The MASS DFG has jurisdiction over the Commonwealth’s marine and freshwater fisheries, wildlife species, plants, and natural communities, as well as the habitats that support them. The DFG runs many environmental education programs and sponsors year-round outdoor events in order to introduce the public to new activities and enhance existing skills. The Massachusetts Department of Fish and Game’s website maintains a wide array of information that is essential to the outdoor enthusiast including a calendar of events, information on the state’s fisheries, boating access, camping, and fishing and hunting permits. http://www.mass.gov/eea/agencies/dfg/

Massachusetts Office of Travel and Tourism (MOTT)
This state office promotes tourism throughout the Commonwealth. MOTT’s website provides information and on-line maps for local attractions along the Byway and in the greater region. http://www.massvacation.com/westernMass/ • 800-227-MASS

Mass Traveler
This website is sponsored and maintained by the University of Massachusetts Regional Traveler Information Center (RTIC), the local Chambers of Commerce, visitor bureaus and organizations, as well as the state tourism offices. The website provides travel and traffic information for Franklin, Hampshire, Hamden and Berkshire Counties. This website provides some real time road and traffic conditions and public transportation information. www.masstraveler.com

Northfield Area Tourism and Business Association
This website provides visitor information for the towns of Northfield, Bernardston, and Gill. The site features an interactive map identifying food and lodging, shopping, recreation and other attractions in the three towns, many falling within the Byway study area. A Visitor’s Guide is also available for download. http://www.visitnorthfieldarea.com/index.html
Turners Falls RiverCulture
RiverCulture is a partnership of leaders from the Arts and business communities, committed to enhancing and promoting cultural programming in Turners Falls, a village in Montague located roughly 4 miles west of the Byway. The website includes information on cultural events, artist exhibitions, area attractions, and local businesses. http://www.turnersfallsriverculture.org/ • 413-835-1390

Hampshire County Tourism and Visitors Bureau
http://visithampshirecounty.com/

Other Travel Information Sources
The following local and regional publications and websites provide listings of upcoming local activities and attractions in the Towns along the Byway.

The Recorder (Greenfield)
http://www.recorder.com/ • 14 Hope Street, Greenfield • 413-772-0261

The Montague Reporter (Montague, Erving, Gill, Leverett, Wendell)
http://montaguereporter.org/ • 177 Avenue A, Turners Falls • 413-863-8666

Daily Hampshire Gazette (Hampshire and Franklin Counties)
http://gazettenet.com/ • 115 Conz Street, Northampton • 413-584-5000

Town Websites
Town of Northfield • http://www.northfield.ma.us/
Town of Erving • http://www.erving-ma.org/
Town of Montague • http://www.montague.net/Pages/index
Town of Sunderland • www.townofsunderland.us/

Scenic and Natural Resource Attractions

There are a number of scenic and natural resources located along the Byway. The scenic resources are documented in the Scenic Assessment chapter of the plan, and natural resources are described in the Natural Resources chapter.
Outdoor Recreational Activities and Facilities

The diverse outdoor recreational activities available along or near the Connecticut River Scenic Byway include camping, hiking, mountain biking, horseback riding, hunting, fishing, rock climbing, cross-country skiing, canoeing, kayaking, road bicycling, bird watching, and more. An extensive list of the recreational resources in the towns along the Byway is included in the Outdoor Recreational Resources Chapter of this plan.

Historic and Cultural Sites

Historic and cultural sites and museums draw tourists to the towns along the Connecticut River Scenic Byway. The Historic and Archeological Chapter includes brief histories of the communities along the Byway; an inventory of archaeological, architectural, and historic resources; and a discussion of historic preservation tools. While the Historic and Archaeological Resources Chapter contains general information on significant resources, sites that are open and accessible to the public and have an interactive or educational experience for interested individuals or groups are included in this chapter. Historic districts, when located directly on the Byway, are noted in this chapter and described in more detail in the Historic and Archeological Resources chapter.

Northfield

D. L. Moody Birthplace and Museum
Dwight Lyman Moody was an evangelist and the founder of the Northfield Seminary for Young Ladies (1879) and Mount Hermon School for Boys (1881), now the Northfield Mount Hermon School. The religious conferences he held at this site in the late 1800s attracted thousands of people to Northfield every summer, helping transform the town into a summer resort. The D. L. Moody Birthplace and Museum is open by appointment only. Moody Street.

Northfield Center Historic District
The Northfield Center Historic District includes 13 18th-century and 68 19th-century Federal and Greek Revival buildings. The Northfield Center Cemetery on Parker Avenue, also on the National Register of Historic Places, has gravestones from the town’s early history dating back to the 1700s. Main Street between Moody Street and Route 10

King Philip’s Hill
A bluff overlooking the Connecticut River, King Philip’s Hill was a lookout post for Native Americans who lived and fought along the Connecticut River. The trailhead is a short walk from the historical marker. The trail is a short, easy loop. There are several historic trenches visible just back from the edge of the bluff, and several historic informational signs along the trail. King Philip’s hill is located on the western side of the Connecticut River, off of Old Bernardston Road.
Quinetukut II Riverboat Cruise
The Quinetukut II, Northfield Mountain Recreation and Environmental Center’s 44-seat riverboat has been cruising the Connecticut River for nearly a quarter of a century. The “QII” makes 12-mile round trips through the enchanting French King Gorge and on to historic Barton Cove—home to nesting bald eagles and the site of a former dinosaur track quarry. An on-board interpreter narrates each cruise, offering information on the culture, habitats and natural history of this spectacular stretch of river. Call ahead for reservations. http://www.gdfsuezna.com/riverboat-cruise/ • 99 Millers Falls Road • 800-859-2960

Erving

French King Bridge
The French King Bridge soars 135 feet above the Connecticut River in the narrow and scenic French King Gorge. The graceful 3-span arch design was erected in 1931-1932 by the cantilever method. It was named the most beautiful bridge of its class in the nation by the American Institute of Steel Construction. Parking areas are located on either side of the bridge. Route 2.

Montague

Montague Center Historic District
Montague Center is the site of the town’s original settlement in the early eighteenth century. Today the district has many different residential architectural styles and community buildings such as the Congregational Church (1834), Town Hall (1858), Grange (1835), Masonic Hall (1855), and Main Street School (1855). Center, Main, North, School, and Union Streets

Great Falls Discovery Center
Housed within a complex of old mill buildings in historic Turners Falls, Montague’s largest village, the Great Falls Discovery Center’s exhibits show the natural, cultural, and industrial history of the Connecticut River watershed. The Center’s four acres includes native plants, butterfly gardens, and open lawn on the banks of the Connecticut River. The building and exhibits are fully accessible and are free and open to the public. http://greatfallsdiscoverycenter.org/ • 2 Avenue A, Turners Falls • 413-863-3221

Historic Downtown Walking Tour
Free self-guided walking tour of downtown Turners Falls, featuring distinctive 19th century architecture. Free tour booklets are available at the Carnegie Library, Town Hall, and The Great Falls Discovery Center. Avenue A, Turners Falls

Sunderland

Sunderland Center Historic District
Sunderland Center Historic District is a mixed-residential and commercial district that includes a burial ground and a 1930’s art deco bridge spanning the Connecticut River. The principal streetscape, Route 47, is a broad thoroughfare bordered by mature deciduous trees, homes set back from the road with cultivated fields and agricultural buildings to the rear. The district contains a well-preserved collection of large and moderately-scaled houses that date from ca. 1715 through the 1940s. North Main Street, South Main Street, Amherst Road, Bridge Street, Cemetery Road, Garage Road, Old Amherst Road, School Street, Warner Drive

Sunderland’s History through Houses
The Sunderland Historical Society’s website hosts a self-guided tour of houses and other buildings along Main Street which help demonstrate the architecture and history of the town. [http://www.townofsunderland.us/Pages/SunderlandMA_Bcomm/Historical/houses](http://www.townofsunderland.us/Pages/SunderlandMA_Bcomm/Historical/houses)

• North and South Main Streets (Route 47)

The Sunderland Buttonball Tree (American Sycamore)
The largest American Sycamore (Platanus occidentalis) in Massachusetts grows in Sunderland. Located on North Main Street (Route 47), just north of the Route 116 intersection, this tree is listed as a Massachusetts Champion Tree, a designation based on a tree’s trunk circumference, height and crown spread. See the Natural Resources chapter for more information. 133 North Main Street (Route 47)

[Add Hampshire County Town Information]

Annual Events and Festivals

Northfield

The Great River Challenge Off-Road Triathlon
Held on the last Sunday in September, the Great River Challenge was created in 2014 to help foster greater awareness of the Upper Pioneer Valley's cultural and natural resources and healthy active lifestyle. The race is held at the Northfield Mountain Recreation and Environmental Center, and is a paddle, run, and bike event utilizing the Connecticut River, trails, and rural roads. [http://greatriverchallenge.com/](http://greatriverchallenge.com/) • 99 Millers Falls Road
Northfield ArtsFest
Annual end of summer outdoor art show featuring a range of artists and crafts, food, live music and more. Main Street. http://www.franklincc.org/index.php/savor-our-flavor/fairs-and-festivals

A Special Day in Northfield Holiday Celebration
Annual day of traditional crafts, horse-drawn surrey rides, holiday foods and shopping on historic Main Street and artist studios. Contact Centennial House B&B, 413-498-5921.

Northfield Drive-In Movie Theatre
The Northfield Drive-in Movie Theatre straddles the Northfield, Massachusetts, and Hinsdale, New Hampshire, town and state lines. The drive-in opened on August 2, 1948, and is one of less than 20 remaining drive-in theaters in New England. It is open weekends throughout the summer. http://www.northfielddrivein.com/ • 941 Northfield Road, Hinsdale, NH • 603-239-4054.

Erving

Montague

Montague Old Home Days
Held the third weekend of August in the village of Montague Center, the festival features games, an auction, food, music, parade and a 5.5-mile foot race. http://www.franklincc.org/index.php/savor-our-flavor/fairs-and-festivals

Turners Falls Block Party
Street party featuring food, community art, street vendors, kids’ activities and more. Second Saturday in August. http://www.turnersfallsriverculture.org/category/riverculture-events/

Mutton and Mead Medieval Festival
This medieval festival features food, games, entertainment, and crafts for all ages. Held annually in June. http://www.muttonandmead.org/ • 210 Turners Falls Road

Chapter 8: Tourism and Traveler Services
Franklin County Pumpkinfest
The Pumpkinfest includes everything from pumpkin fried dough to pumpkin fries. The festival has a full array of local crafts, local restaurants, music crafts and carved pumpkins. It is held on the fourth Saturday in October. http://www.franklincc.org/index.php/savor-our-flavor/fairs-and-festivals • Avenue A, Turners Falls • 413-522-0712

Sunderland

Sunderland Fall Festival
The Fall Festival has included such events as a pie baking contest, local farmers displays, pedal tractor pull, century bike race, and a craft fair. The Festival centers on the Sunderland’s Town Ball Field, located behind the Sunderland Public Library. http://www.townofsunderland.us/Pages/SunderlandMA_Bcomm/FallFestival/index • 20 School Street

Mike’s Maze at Warner Farm
From September through October Mike’s Maze is open at the Warner Farm in Sunderland. Every year the maze is a different picture cut into the corn field. To maneuver through the maze visitors must solve a series of questions based on the theme of the picture. http://mikesmaze.com/ • 23 South Main Street • 413-665-8331

[Insert Hampshire County information]

Pick-Your-Own Farms, Farm Stands, Farmers Markets, and Local Products
There are a number of farms and businesses that provide opportunities to pick and/or buy fruits and vegetables, and that offer locally produced agricultural and forest products in the Franklin County section of the byway. Maple sugaring outfits are listed in their own section, directly following this section.

Information on other farms, farm stands and local products in the Byway towns is available at:
- http://buylocalfood.org
- http://www.mass.gov/agr/massgrown/
- http://theorganicfoodguide.com/

Northfield

Sources consulted include CISA, NOFA, MassGrown, and Shelburne Falls Area Business Association
Northfield Farmers Market
The Northfield Farmer’s Market occurs on Thursdays, from 3:00 p.m. until 6:00 p.m. from the end of May until early October at Northfield Coffee and Books. 105 Main Street, Northfield, MA

Balky Farm
This three-generation farm offers meats, wool products and mulch hay. Pasture raised goat, lamb, pork and fresh eggs are available at the farm stand, as well as 100% wool yarns in natural and hand-dyed colors, and wool blankets, hats, scarves, needle felted items and sheepskins. The farm also produces vegetables, blueberries and jams. 15 Main Street • 413-498-2077

Five Acre Farm
Five Acre Farms is a wholesale and retail garden center operation selling annuals, perennials, fruit and vegetable plants, and herbs grown in their fields and greenhouses. The Retail Garden Center is open from 8:00 am to 5:00 pm, 7 days a week from April through October. http://www.fafgrowers.com/ • 108 Hinsdale Road • 800-221-2049

Four Star Farms, Inc.
Four Star Farms is a family-owned and operated farm located along the banks of the Connecticut River, and has been growing and selling quality turf throughout New England for more than 25 years. Over the years the farm has diversified to include whole grains, flours and cornmeal milled on-site, and hops. Products can be purchased online, through local retailers, and by ordering over the phone and picking up at the farm. http://fourstarfarms.com/ • 496 Pine Meadow Road • 413-498-2968

Northwoods Forest Products
A family-owned sawmill and logging operation offering retail and wholesale native local bandsawn lumber, custom milling, lumber planing, firewood, slabwood, sawdust and shavings. Other farm products offered seasonally. Open year-round. 675 Gulf Road • 413-498-5335

Rock Ridge Farm
Quality farm stand featuring field-grown perennials, bedding and vegetable plants, hanging baskets, shrubs and seasonal produce. PYO cut flowers, fall decorations, compost, bark mulch, loam, firewood, worm castings, hay and straw, Christmas trees, wreaths and more. Season runs April-December. 2 Main Street • 413-498-5520

Erving

Dan’s Veggies and Poplar Mountain Maple
Locally grown vegetables, cord wood, maple syrup and camp wood. 151 Northfield Road • 413-423-3242
Montague

Brook’s Bend Farm
The working farm produces humanely raised lamb and pork as well as beautiful Shetland woolens, including rugs and yarns in many natural colors.
http://brooksbbendfarm.com/index.cfm • 119 Old Sunderland Road • 413-367-2281

Red Fire Farm
Red Fire Farm is a certified organic farm that produces a wide diversity of vegetables, flowers, fruit, and a selection of vegetable and bedding plant flowers in the spring. The farm stand is open from May 1 - October 31, 7 days a week. The farm stand also carries bread, eggs, milk, honey, butter, cheese, maple syrup, chips, pickles and other products from local producers. http://www.redfirefarm.com/index.html • 504 Turners Falls Road

Turners Falls Farmers Market
The Turners Falls Farmer’s Market is held on Wednesdays from 2:00 p.m. to 6:00 p.m. May through October, on the Great Falls Discovery Center lawn in downtown Turners Falls, Montague. Accepts SNAP, WIC, Seniors Coupons. 2nd Street and Avenue A

Waidlich Farm
This small family farm, established in 1920, sells hay (most suitable for horses), sweet corn, and maple syrup. 156 E. Mineral Road • 413-522-2334

Sunderland

D. A. Smiarowski Farms
This farm specializes in asparagus, hay, potatoes, pumpkins, straw, and sweet corn and is located near the Connecticut River in the northern part of Sunderland. 85 Falls Road • 413-665-7522

Hubbards Dry Brook Farm
This farm specializes in asparagus, pumpkins, and squash. 611 Amherst Road • 413-665-8349

Jamie Bagdon Farm
Organic butternut squash, lettuce, and peas are some of the vegetables offered at this farm. 33 Bull Hill Road • 413-665-3229

John Bagdon Farm
The fields of the John Bagdon Farm yield such produce as bok choy, squash, and tomatoes. 442 Amherst Road • 413-665-2751

The Kitchen Garden
This is a Certified Organic family-run farm. Kitchen Garden does not currently have a farm stand, but they do have special events such as their annual Chilifest. Check their website for information. [http://kitchengardenfarm.com/](http://kitchengardenfarm.com/) • 131 South Silver Lane • 413-387-5163

Kulessa Farms
Kulessa Farms operates a farm stand at the Sugarloaf Frostie and offers such produce as beans, cucumbers, pumpkins, squash, strawberries, sweet corn and even offers corn for heating stoves. 132 Russell Street • 413-665-2590

Laurenitis Farm
This stand specializes in annuals, hanging plants, mums, perennials, and vegetables. With greenhouses in operation almost all year round, Laurenitis grows all their own plants. [http://www.laurenitisfarm.com/](http://www.laurenitisfarm.com/) • 475 Amherst Road • 413-665-4860

Little Brook Farm
Little Brook Farm is a small family farm that practices sustainable, low environmental impact agriculture and offers a selection of healthy products. At the heart of the farm are its sheep and Border Collies. The sheep are primarily Border Leicesters, famous for their soft lustrous wool. Little Brook Farm is also home to llamas, donkeys, horses, ducks, geese and goats. Visitors can purchase all-natural freezer lamb, handspinner fleeces, wool blankets, ducks and duck eggs, and more. There are Border Collie herding demonstrations and petting zoos and farm parties, [http://littlebrookfarm.com/](http://littlebrookfarm.com/) • 334 Russell Street • 413-665-3802

Millstone Farm Market
A small grocery store offering a full service meat department, fresh deli meats and cheeses sliced to order as well as local produce, local dairy products and dry goods, and local crafts and artisan products. 24 South Main Street • 413-665-0543

Mount Toby Farm
This family farm which wholesales milk to Cabot Creamery has diversified and now also sells compost, hay, and pumpkins. 225 North Main Street • 413-665-4327

M&S Robinsons
This farm grows and sells cucumbers, peppers, squash, and tomatoes. Call ahead for hours and availability. 393 Hadley Road • 413-665-2482

Patterson Farm
The farm stand at Patterson Farm features sweet corn and other vegetables. 159 Montague Road • 413-665-5100
Riverland Farm
Riverland Farm is a 25-acre certified organic vegetable operation on the banks of the Connecticut River in Sunderland. They grow over 60 different vegetable crops and 140 different varieties. All the food grown is purchased and consumed within 75 miles of the farm. Riverland Farm grows affordable, high quality, chemical free produce for local communities. [http://www.riverlandfarm.com/](http://www.riverlandfarm.com/) • 206 River Road • 413-665-5781

Scotts Farm
This farm grows and sells corn, peppers, squash, and tomatoes. Call ahead for hours and availability. 252 Hadley Road • 413-665-4791

Smiarowski Farm and Creamery
This farm offers farm fresh vegetables, fruits and cut flowers. The Smiarowski Farm and Creamery is also known for its Polish food and soft-serve ice cream and frozen yogurt that they serve at their farm stand. They are open from May through October, from 8am to 9pm daily. [http://www.farmfresh.org/food/farm.php?farm=1811](http://www.farmfresh.org/food/farm.php?farm=1811) • 320 River Road • 413-665-3830

Sugarloaf Nurseries
Grasses, perennials, shrubs and trees are for retail sale at Sugarloaf Nurseries in Sunderland. 25 Amherst Road • 413-665-2200

Thomas Farm
Thomas Farm has a variety of vegetables, herbs, and flowers available. 64 Hadley Road • 413-896-4268

Warner Farm
Warner Farm is one of the oldest and longest running family farms in New England! Ten generations of Warners have operated the farm in Sunderland since the 1720’s. Produce is available at the Warner Farm stand, along with pick your own strawberries. The farm stand is open daily from June through September. Visitors can also experience Mike’s Maze, an eight-acre corn maze that attracts over 8,000 visitors to the farm each year. See their website for hours and more information. [http://warnerfarm.com/](http://warnerfarm.com/) • 159 Old Amherst Road • 413-665-8331

[Add Hampshire County information]

Maple Sugaring
Maple sugaring is a New England tradition and, from late winter through early spring, farmers tap trees, gather sap from sugar maple trees, and boil it down to maple syrup. Tourists can often observe boiling in process and can enjoy maple syrup products and breakfasts at some of the maple sugaring businesses. Maple syrup products are available at many farm stands and stores but only those locations that produce maple syrup are listed in this section. Note: Only those maple sugaring businesses within the half-mile corridor are included in the following list. Information on other farms, farm stands and local products in the Byway towns is available at:

- http://massmaple.org/
- http://buylocalfood.org

Northfield

Quinn’s Sugarhouse
Quinn’s is a small family-run sugarhouse producing high quality Massachusetts maple syrup for sale year-round. Open to the public from the last week of February to the first week of April. 13 Parker Avenue • 413-498-0259

Severance’s Maple Products
Call ahead for boiling times. 52 Pierson Road • 413-498-2032

Erving

Dan’s Veggies and Poplar Mountain Maple
Dan’s has locally grown vegetables, cord wood, maple syrup and camp wood. 151 Northfield Road • 413-423-3242

Montague

Old Homestead Farm
388 Federal Street (Route 63) • 413-367-2802

Sunderland

Gothic Top Farm Sugarhouse
This is a small family-run sugarhouse operated by father and sons in a shed with a wood fired evaporator. 21 Russell Street • 413-665-7256

[Add Hampshire County information]
Other Scenic Byways in the Region

Western Massachusetts is home to seven Scenic Byways, some of which intersect with the Connecticut River Scenic Byway and others which are nearby. Travelers visiting the Connecticut River Scenic Byway can easily access other Byways, as described below. More information on all seven scenic byways can be found online at http://www.bywayswestmass.com/.

Jacobs Ladder Scenic Byway
The overarching theme of this Byway is an unspoiled, scenic, and historic rural area. The Jacob’s Ladder Scenic Byway is unique as the first of the “great mountain crossovers” with its early traveler history, sites, and the people associated with its development. The Byway is also unique because the Westfield River, the first National Wild and Scenic River in southern New England, runs parallel to it through the towns of Russell, Huntington, and Chester.
Features along the Jacobs Ladder Scenic Byway include Jacob’s Pillow Dance Festival, Chester-Blandford State Forest, and the Westfield River. Route 20 from Westfield to Lee

Mohawk Trail Scenic Byway – Eastern Section (Athol to Greenfield)
The Eastern Section of the Mohawk Trail Scenic Byway travels through the communities of Athol, Orange, Erving, Gill and Greenfield. The overarching theme of this section of the Byway is related to the industrial development of the area. Historically, the scenic and natural resources, including the rugged forested hillsides and the Millers, Connecticut and Green Rivers, shaped the development of the communities and the region as a whole. The rivers powered the mills that transformed local timber and other natural resources into products that, in turn, fueled the economy of the region and helped towns to prosper and grow. The industrial heritage of the area is still evident today and very much a part of the towns and villages along the Byway. Features along the Eastern Section of the Mohawk Trail Scenic Byway include the Millers River, mills of the Byway region, and historic downtowns. Route 2 from Athol to Greenfield • Access from the Connecticut River Scenic Byway via Gateway Drive in Erving

Mohawk Trail Scenic Byway - Western Section (Greenfield to Williamstown)
The theme of the Western Section of the Mohawk Trail Scenic Byway is strongly rooted in the history and development of the road itself. The development, construction, and improvement of the Mohawk Trail over the years were driven by history and the prominent events that were occurring. Native American habitation in the region during the early settlement period; the industrial revolution and the resulting growth of manufacturing and rail transportation; and auto tourism all greatly influenced the Byway and the surrounding area. These large scale historic events shaped the form and function of the physical characteristics of the road and the neighboring environment during these distinct periods of history. Features along the Western Section of the Mohawk Trail Scenic Byway include the Byway itself as a scenic driving route, arts and culture, and outdoor recreation. Route 2 from Greenfield to Williamstown
**Mount Greylock Scenic Byway**
The main theme of this Byway is the outstanding scenic views. The Scenic Byway overlooks the Hoosic River Valley and the Hoosac Range to the east, and the Green River Valley and the Taconic Mountains to the west. From the Mount Greylock summit the panoramic views extend to other mountain ranges in the distance including: the Green Mountains to the north, the White Mountains to the northeast, and the Catskills and Adirondacks to the west. A secondary theme is the unique ecology of Mount Greylock, the state’s highest peak. Features along this Byway include the summit of Mount Greylock, the trail system, and MassMoCA. Route 7 in Lanesborough to Route 8 in North Adams

**Route 116 Scenic Byway**
The Route 116 Scenic Byway winds through small historic town centers and agricultural and forested landscapes. This Byway offers small-town hospitality along with a mix of cultural and outdoor recreation opportunities. Features include commanding views of Mount Greylock in Cheshire, the Ashuwillticook Rail Trail in Adams, quaint local businesses and eateries in Ashfield and Conway, and abundant natural and outdoor recreation areas within state forests and wildlife sanctuaries, including views of the Connecticut River Valley at the top of Mount Sugarloaf in Deerfield. Route 116 from Sunderland Center to downtown Adams. Access from the Connecticut River Scenic Byway at the intersection of Route 47 and Route 116 in Sunderland Center

**Route 112 Scenic Byway**
The overarching theme of the Route 112 Scenic Byway is the diverse landscape of mountains, river valleys, rural farmland, and forests. There are also a number of small New England towns, with histories rooted in agriculture and industry and diverse cultural and tourist resources. Features along this Byway include Shelburne Falls Village, Upper Buckland Historic Area, Arthur A. Smith Covered Bridge in Colrain, farms and farmers’ markets, and fairs. Route 112 intersects with the Mohawk Trail Scenic Byway, Route 116, and the Jacobs Ladder Trail.

**Restaurants**
There are a number of places to eat along or near the Connecticut River Scenic Byway. These establishments include traditional New England restaurants and diners, seasonal maple syrup sugarhouses, pizza places, cafes, and family style restaurants. There are also ice cream vendors, farm stands, and convenience stores selling food along the Byway. An inventory of restaurants within the towns of the Connecticut River Scenic Byway is shown in Table 8-2.

**Lodging**
Travelers have the choice of several places to stay while visiting the Connecticut River Scenic Byway. Lodging includes bed and breakfasts, hotels/motels, inns, and camping. An inventory of lodging within the towns of the Connecticut River Scenic Byway is shown in Table 8-3. See the Outdoor Recreational Resources chapter for more information on campgrounds along the Byway.

**General Stores and Retail Establishments**

There are a number of general stores and retail establishments along or near the Connecticut River Scenic Byway. They include antique stores, gift shops, convenience stores, and more. An inventory of general stores and retail establishments within the towns of the Connecticut River Scenic Byway is shown in Table 8-4.

**Restroom Facilities**

There are public restrooms available directly on the Byway at the Dickinson Memorial Library in Northfield, the Erving Public Library in Erving, and the Millers Falls Library in Montague.

**WiFi**

There are several WiFi Hotspots where tourists can access the internet along the Byway. An inventory of locations where there is free WiFi available along the Connecticut River Scenic Byway is shown in Table 8-5.
<table>
<thead>
<tr>
<th>Restaurant Name</th>
<th>Street Address</th>
<th>Phone</th>
<th>Website</th>
<th>Cuisine</th>
<th>Within Byway Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northfield</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mim’s Market</td>
<td>60 Main St. (Route 63)</td>
<td>413-498-9900</td>
<td></td>
<td>Café, deli</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Coffee and Books</td>
<td>105 Main St. (Route 63)</td>
<td>413-498-0095</td>
<td><a href="http://www.coffeeandbooks.net">www.coffeeandbooks.net</a></td>
<td>Café</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Creamie</td>
<td>62 Main St. (Route 63)</td>
<td>323-459-5499</td>
<td><a href="http://www.northfieldcreamie.com">www.northfieldcreamie.com</a></td>
<td>Ice cream</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Pizza House</td>
<td>198 Main St. (Route 63)</td>
<td>413-498-5000</td>
<td></td>
<td>Pizza</td>
<td>✓</td>
</tr>
<tr>
<td>The Notch</td>
<td>77 Main St. (Route 63)</td>
<td>413-498-0100</td>
<td></td>
<td>American</td>
<td>✓</td>
</tr>
<tr>
<td>Rooster’s Bistro</td>
<td>74 Main St. (Route 63)</td>
<td>413-225-1956</td>
<td><a href="http://roostersbistroma.com">http://roostersbistroma.com</a></td>
<td>American</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Erving</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A &amp; R Boxcar Restaurant</td>
<td>3 East Main St.</td>
<td>413-422-2405</td>
<td><a href="http://theboxcarrestaurant.weebly.com">http://theboxcarrestaurant.weebly.com</a></td>
<td>American</td>
<td></td>
</tr>
<tr>
<td>Christina’s Pizzeria and Tavern</td>
<td>20 French King Hwy. (Route 2)</td>
<td>413-422-1161</td>
<td></td>
<td>Italian, pizza</td>
<td>✓</td>
</tr>
<tr>
<td>Crooked Tap</td>
<td>7 West Main St. (Route 2)</td>
<td>978-633-2014</td>
<td></td>
<td>Pub fare, café</td>
<td></td>
</tr>
<tr>
<td>Franklin Grocery &amp; Package Store (Prondecki’s)</td>
<td>1 West High St.</td>
<td>413-423-3907</td>
<td></td>
<td>Pizza, deli</td>
<td>✓</td>
</tr>
<tr>
<td>Freight House Antiques &amp; Café</td>
<td>11 East Main St. (Route 2)</td>
<td>413-422-2568</td>
<td></td>
<td>Café, ice cream</td>
<td></td>
</tr>
<tr>
<td>French King Bowling Center</td>
<td>55 French King Hwy. (Route 2)</td>
<td>413-423-3047</td>
<td><a href="http://bowling4fun.wstemp01.com">http://bowling4fun.wstemp01.com</a></td>
<td>Pizza</td>
<td>✓</td>
</tr>
<tr>
<td>French King Restaurant &amp; Motel</td>
<td>129 French King Hwy. (Route 2)</td>
<td>413-423-3328</td>
<td><a href="http://www.frenchkingrestaurant.com">www.frenchkingrestaurant.com</a></td>
<td>American</td>
<td></td>
</tr>
<tr>
<td>Pocket Saver Market</td>
<td>5 West Main St.</td>
<td>978-633-2010</td>
<td></td>
<td>Deli</td>
<td></td>
</tr>
<tr>
<td>Weatherheads Convenience Store / Dunkin Donuts</td>
<td>63 French King Hwy. (Route 2)</td>
<td></td>
<td></td>
<td>Donuts, café</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Montague**
### Restaurant Name | Street Address | Phone | Website | Cuisine | Within Byway Corridor
---|---|---|---|---|---
2nd Street Baking Co. | 4th St. | 413-863-4455 | [www.2ndstreetbakingco.com](http://www.2ndstreetbakingco.com) | Café, deli | Yes
The Alvah Stone | 440 Greenfield Rd. | 413-367-5345 | [http://thealvahstone.com](http://thealvahstone.com) | American | No
Black Cow Burger Bar | 125 Avenue A | 413-863-5183 | | Burgers | No
Ce Ce’s Chinese Restaurant | 51 Avenue A | 413-863-8988 | [www.ceceschineseturnerfalls.com](http://www.ceceschineseturnerfalls.com) | Chinese | No
Great Falls Harvest | 50 3rd St. | 413-863-0023 | [www.greatfallsharvest.com](http://www.greatfallsharvest.com) | Farm to table | Yes
Hubie’s Tavern & Restaurant | 66 Avenue A | 413-863-8938 | [http://hubiestavern.com](http://hubiestavern.com) | American | Yes
Kali B’s Wings & Things | 166 Avenue A | 413-325-6000 | | American | Yes
The Lady Killigrew | 442 Greenfield Rd. | 413-367-9666 | [http://theladykilligrew.com](http://theladykilligrew.com) | Café, pub | No
Miller’s Pub | 25 East Main St. | 413-659-3391 | | Pub | No
The Rendezvous | 78 3rd St. | 413-863-2866 | [http://rendezvoustfma.com](http://rendezvoustfma.com) | Eclectic | Yes
Route 63 Roadhouse | 32 Federal St. (Route 63) | 413-659-3384 | [www.route63roadhouse.com](http://www.route63roadhouse.com) | Pub fare | Yes
Shady Glen Diner | 7 Avenue A | 413-863-9636 | | Diner | No
Subway | 57 Avenue A | 413-863-9694 | | Sandwiches | No
Turners Falls Pizza House | 119 Avenue A | 413-863-8000 | [http://turnersfallspizza.com](http://turnersfallspizza.com) | Pizza | Yes
### Sunderland
Blue Heron Restaurant | 112 North Main St. (Route 47) | 413-665-2102 | [http://blueherondining.com](http://blueherondining.com) | Farm to table | Yes
BridgeSide Grill | 9 Amherst Rd. (Route 116) | 413-397-8101 | [www.bridgesidegrille.com](http://www.bridgesidegrille.com) | American | Yes
Bub’s Bar-B-Q | 676 Amherst Rd. (Route 116) | 413-548-9630 | [www.bubsbbq.com](http://www.bubsbbq.com) | Barbeque | No
Dimo’s Restaurant | 118 North Main St. (Route 47) | 413-665-4444 | | Family style | Yes
Dove’s Nest Restaurant | 283 Amherst Rd. (Route 116) | 413-665-7969 | | Family style | No
Frontier Pizza | 283 Amherst Rd. (Route 116) | 413-665-7066 | [www.frontierpizza.com](http://www.frontierpizza.com) | Pizza | Yes
Goten of Japan | 104 Old Amherst Rd. | 413-665-3628 | [http://gotenofjapan.com](http://gotenofjapan.com) | Japanese | No
Subway | 45 Amherst Rd. (Route 116) | 413-665-0900 | | Sandwiches | Yes
<table>
<thead>
<tr>
<th>Restaurant Name</th>
<th>Street Address</th>
<th>Phone</th>
<th>Website</th>
<th>Cuisine</th>
<th>Within Byway Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subway</td>
<td>5 Clark Mountain Rd.</td>
<td>413-665-0900</td>
<td></td>
<td>Sandwiches</td>
<td></td>
</tr>
<tr>
<td>Sugar Loaf Frostee</td>
<td>116 Amherst Rd. (Route 116)</td>
<td>413-665-7585</td>
<td></td>
<td>Ice cream</td>
<td></td>
</tr>
<tr>
<td>Hadley</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Hadley</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Table 8-3: Connecticut River Scenic Byway Lodging Inventory

<table>
<thead>
<tr>
<th>Lodging Name</th>
<th>Street Address</th>
<th>Phone</th>
<th>Website</th>
<th>Type</th>
<th>Within Byway Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northfield</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centennial House Bed &amp; Breakfast</td>
<td>94 Main St. (Route 63)</td>
<td>413-498-5921</td>
<td><a href="http://www.thecentennialhouse.com">www.thecentennialhouse.com</a></td>
<td>B&amp;B</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Erving</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>French King Restaurant &amp; Motel</td>
<td>129 French King Hwy.</td>
<td>413-423-3328</td>
<td><a href="http://www.frenchkingrestaurant.com">www.frenchkingrestaurant.com</a></td>
<td>Motel</td>
<td></td>
</tr>
<tr>
<td><strong>Montague</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sunderland</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hadley</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>South Hadley</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 8-4: Connecticut River Scenic Byway General Stores and Retail Establishments Inventory

<table>
<thead>
<tr>
<th>Establishment Name</th>
<th>Street Address</th>
<th>Phone</th>
<th>Website</th>
<th>Type</th>
<th>Within Byway Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northfield</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mim’s Market</td>
<td>60 Main St. (Route 63)</td>
<td>413-498-9900</td>
<td></td>
<td>Convenience</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Coffee and Books</td>
<td>105 Main St. (Route 63)</td>
<td>413-498-0095</td>
<td><a href="http://www.coffeeandbooks.net">www.coffeeandbooks.net</a></td>
<td>Books</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Country Corner</td>
<td>40 Maple St.</td>
<td>413-498-5458</td>
<td></td>
<td>Gift shop</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Food Mart (IGA)</td>
<td>74 Main St. (Route 63)</td>
<td>413-498-2638</td>
<td></td>
<td>Grocery</td>
<td>✓</td>
</tr>
<tr>
<td>Northfield Mountain Antiques</td>
<td>1026 Millers Falls Rd. (Route 63)</td>
<td>413-498-2414</td>
<td><a href="http://www.northfieldmountainantiques.com">www.northfieldmountainantiques.com</a></td>
<td>Antiques</td>
<td>✓</td>
</tr>
<tr>
<td>Old School Gifts</td>
<td>230 Millers Falls Rd. (Route 63)</td>
<td>858-663-9049</td>
<td></td>
<td>Gift shop</td>
<td>✓</td>
</tr>
<tr>
<td>Tom White Pottery</td>
<td>205 Winchester Rd.</td>
<td>413-498-2175</td>
<td><a href="http://www.tomwhitepottery.com">www.tomwhitepottery.com</a></td>
<td>Pottery</td>
<td></td>
</tr>
<tr>
<td><strong>Erving</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freight House Antiques &amp; Café</td>
<td>11 East Main St. (Route 2)</td>
<td>413-422-2568</td>
<td></td>
<td>Antiques</td>
<td></td>
</tr>
<tr>
<td>Pocket Saver Market</td>
<td>5 West Main St.</td>
<td>978-633-2010</td>
<td></td>
<td>Convenience</td>
<td></td>
</tr>
<tr>
<td>Weatherheads Convenience Store</td>
<td>63 French King Hwy. (Route 2)</td>
<td></td>
<td></td>
<td>Convenience</td>
<td>✓</td>
</tr>
<tr>
<td>Franklin Grocery &amp; Package Store (Prondecki’s)</td>
<td>1 West High St.</td>
<td>413-423-3907</td>
<td></td>
<td>Convenience, beer &amp; wine</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Montague</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aubuchon Hardware</td>
<td>200 Avenue A</td>
<td>413-863-2100</td>
<td></td>
<td>Hardware store</td>
<td></td>
</tr>
<tr>
<td>Basically Bicycles</td>
<td>88 3rd St.</td>
<td>413-863-3556</td>
<td><a href="http://basicallybicycles.com">http://basicallybicycles.com</a></td>
<td>Bicycle shop</td>
<td></td>
</tr>
<tr>
<td>Carriage House Designs</td>
<td>65 Canal St.</td>
<td>413-863-9499</td>
<td><a href="http://www.signedestone.com">www.signedestone.com</a></td>
<td>Sculpture/stonework</td>
<td></td>
</tr>
<tr>
<td>Carroll’s Market</td>
<td>33 East Main St.</td>
<td>413-659-0172</td>
<td></td>
<td>Grocery</td>
<td>✓</td>
</tr>
<tr>
<td>Element Brewing Company</td>
<td>30 Bridge St.</td>
<td>413-835-6340</td>
<td><a href="http://www.elementbeer.com">www.elementbeer.com</a></td>
<td>Beer</td>
<td>✓</td>
</tr>
<tr>
<td>Food City</td>
<td>250 Avenue A</td>
<td>413-863-9591</td>
<td></td>
<td>Supermarket</td>
<td></td>
</tr>
<tr>
<td>FUNK*SHUN</td>
<td>38 3rd St.</td>
<td>413-863-0003</td>
<td></td>
<td>Art</td>
<td></td>
</tr>
<tr>
<td>Establishment Name</td>
<td>Street Address</td>
<td>Phone</td>
<td>Website</td>
<td>Type</td>
<td>Within Byway Corridor</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------</td>
<td>------------------</td>
<td>-----------------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>LOOT found+made</td>
<td>62 Avenue A</td>
<td>413-863-9500</td>
<td><a href="http://www.lootshop.com">www.lootshop.com</a></td>
<td>Arts &amp; crafts</td>
<td></td>
</tr>
<tr>
<td>Madison on the Avenue</td>
<td>104 Avenue A</td>
<td></td>
<td></td>
<td>Vintage</td>
<td></td>
</tr>
<tr>
<td>The Montague Bookmill</td>
<td>440 Greenfield Rd.</td>
<td>413-367-9206</td>
<td><a href="http://www.montaguebookmill.com">www.montaguebookmill.com</a></td>
<td>Used books</td>
<td></td>
</tr>
<tr>
<td>Montague Mini Mart</td>
<td>60 Main St.</td>
<td>413-367-9551</td>
<td></td>
<td>Convenience</td>
<td>✓</td>
</tr>
<tr>
<td>Nina’s Nook</td>
<td>125A Avenue A</td>
<td>413-834-8800</td>
<td><a href="http://www.ninastudio.net">www.ninastudio.net</a></td>
<td>Art</td>
<td></td>
</tr>
<tr>
<td>Rite Aid Pharmacy</td>
<td>240 Avenue A</td>
<td>413-863-3107</td>
<td></td>
<td>Pharmacy</td>
<td></td>
</tr>
<tr>
<td>Scotty’s Convenience Store</td>
<td>106 High St.</td>
<td>413-863-9634</td>
<td></td>
<td>Convenience</td>
<td></td>
</tr>
<tr>
<td>Salvation Army Thrift Store</td>
<td>206 Avenue A</td>
<td>413-863-8726</td>
<td></td>
<td>Thrift store</td>
<td></td>
</tr>
<tr>
<td>Turn It Up!</td>
<td>440 Greenfield Rd.</td>
<td>413-367-0309</td>
<td><a href="http://www.turnitup.com">www.turnitup.com</a></td>
<td>Music</td>
<td></td>
</tr>
<tr>
<td>Sunderland</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-Eleven</td>
<td>668 Amherst Rd. (Route 116)</td>
<td>413-549-2729</td>
<td></td>
<td>Convenience</td>
<td></td>
</tr>
<tr>
<td>7-Eleven</td>
<td>283 Amherst Rd. (Route 116)</td>
<td>413-665-3901</td>
<td></td>
<td>Convenience</td>
<td></td>
</tr>
<tr>
<td>Billy’s Beer and Wine</td>
<td>13 Bridge St. (Route 116)</td>
<td>413-665-2727</td>
<td></td>
<td>Beer &amp; wine</td>
<td>✓</td>
</tr>
<tr>
<td>Millstone Farm Market</td>
<td>22 South Main St. (Route 47)</td>
<td>413-665-0543</td>
<td></td>
<td>Grocery</td>
<td>✓</td>
</tr>
<tr>
<td>Mt. Sugarloaf Treasures</td>
<td>283 Amherst Rd. (Route 116)</td>
<td>413-665-7070</td>
<td></td>
<td>Antiques</td>
<td></td>
</tr>
<tr>
<td>New 2 You Family Boutique</td>
<td>283 Amherst Rd. (Route 116)</td>
<td>413-665-3222</td>
<td></td>
<td>Thrift store</td>
<td></td>
</tr>
<tr>
<td>Phoenix Games Inc.</td>
<td>289 Amherst Rd. (Route 116)</td>
<td>413-665-7967</td>
<td></td>
<td>Toys</td>
<td></td>
</tr>
<tr>
<td>Sunderland Corner Store</td>
<td>101 North Main St. (Route 47)</td>
<td>413-397-2002</td>
<td></td>
<td>Convenience</td>
<td>✓</td>
</tr>
<tr>
<td>Hadley</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Hadley</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chapter 8: Tourism and Traveler Services
Table 8-5: Connecticut River Scenic Byway Wireless (WiFi) Access Inventory

<table>
<thead>
<tr>
<th>WiFi Hotspot</th>
<th>Street Address</th>
<th>Phone</th>
<th>Website</th>
<th>Within Byway Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northfield Coffee and Books</td>
<td>105 Main St. (Route 63)</td>
<td>413-498-0095</td>
<td><a href="http://www.coffeeandbooks.net">www.coffeeandbooks.net</a></td>
<td>✓</td>
</tr>
<tr>
<td>Dickinson Memorial Library</td>
<td>115 Main St. (Route 63)</td>
<td>413-498-2455</td>
<td><a href="http://www.northfieldpubliclibrary.org">www.northfieldpubliclibrary.org</a></td>
<td>✓</td>
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<td>Rooster’s Bistro</td>
<td>74 Main St. (Route 63)</td>
<td>413-225-1956</td>
<td><a href="http://roostersbistroma.com">http://roostersbistroma.com</a></td>
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<td>Erving Public Library</td>
<td>17 Moore St. (Route 63)</td>
<td>413-423-3348</td>
<td><a href="http://www.erving-ma.org/library">www.erving-ma.org/library</a></td>
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<td>Carnegie Public Library</td>
<td>201 Avenue A</td>
<td>413-863-3214</td>
<td><a href="http://montaguepubliclibraries.org">http://montaguepubliclibraries.org</a></td>
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<td>The Lady Killigrew Café</td>
<td>442 Greenfield Rd.</td>
<td>413-367-9666</td>
<td><a href="http://theladykilligrew.com">http://theladykilligrew.com</a></td>
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<tr>
<td>Millers Falls Library</td>
<td>23 Bridge St. (Route 63)</td>
<td>413-659-3801</td>
<td><a href="http://montaguepubliclibraries.org">http://montaguepubliclibraries.org</a></td>
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<td>The Montague Bookmill</td>
<td>440 Greenfield Rd.</td>
<td>413-367-9206</td>
<td><a href="http://www.montaguebookmill.com">www.montaguebookmill.com</a></td>
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<tr>
<td>Montague Center Library</td>
<td>17 Center St.</td>
<td>413-367-2852</td>
<td><a href="http://montaguepubliclibraries.org">http://montaguepubliclibraries.org</a></td>
<td>✓</td>
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<tr>
<td>Sunderland Public Library</td>
<td>20 School St.</td>
<td>413-665-2642</td>
<td><a href="http://www.sunderlandpubliclibrary.org">www.sunderlandpubliclibrary.org</a></td>
<td>✓</td>
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Issues and Recommendations

Issues

- The few public restrooms available along the Byway are within public libraries, which may have limited hours, especially during the summer.
- The local historical societies have limited hours of operation.
- There are few gas filling stations available along sections of the Byway.

Recommendations

- Identify potential location for public restrooms to serve the Byway.
- Provide information to Byway travelers about where gas stations are located along the Byway.
- Create additional educational and informational materials to educate tourism promotional organizations and tourist-related businesses about the Connecticut River Scenic Byway.
- Educate the local public about the heritage and culture of the Connecticut River Scenic Byway.
- Coordinate marketing efforts along the Byway.