

# Action Plan

## CHAPTER 10

### Connecticut River Scenic Byway

#### Prioritized Recommendations and Procedures

##### Franklin County

The Connecticut River Scenic Byway area is rich in historic, cultural, natural, and scenic resources. The route travels along rural roads in Franklin and Hampshire Counties. This action plan identifies initiatives that will protect and enhance the qualities of the Byway region. The action items listed are taken from the recommendations in each chapter of the plan. In some cases, these recommendations have been consolidated. Each item includes a suggested leader to take on the actions and a rough estimate of the timeframe required to complete each action. These items are recommendations only and can be modified to fit the specific context and priorities of each community along the Byway.

##### Agency Abbreviations

The following abbreviations are used in the Action Plan Table.

CISA - Communities Involved in Sustaining Agriculture

FCC – Franklin County Chamber of Commerce

LT – Land Trust (one or more of the many land trusts that operate in the Byway area)

MA DAR – Massachusetts Department of Agricultural Resources

MA DCR – Massachusetts Department of Conservation and Recreation

MassDOT – Massachusetts Department of Transportation

MDFW – Massachusetts Division of Fisheries & Wildlife

MHC – Massachusetts Historical Commission

MWRA/WSCAC – Massachusetts Water Resource Agency/ Water Supply Citizens Advisory Committee

RPAs – Regional Planning Agencies

Town – Local community

WC – Watershed Council

##### Timeframes:

Short-term – 1-5 years for implementation

Long-term – 5 years or longer for implementation

On-going – Continuing implementation

### ***Scenic Resources***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Work with willing land owners to permanently protect scenic, historic, and environmentally sensitive areas along the Byway through the purchase of conservation restrictions, agricultural preservation restrictions, or fee interest.	Ongoing	LT, MA DCR, MA DAR, MDFW, Town, RPAs
Coordinate with regional, state and nonprofit land protection efforts to ensure the continued conservation of important natural, recreational, scenic, and open space resources.	Ongoing	LT, MA DCR, MA DAR, MDFW, Town, RPAs
Encourage the use of roadway features (guardrails, retaining walls) that are aesthetically pleasing.	Ongoing	MassDOT, Towns
Educate landowners and communities about the programs that are available as tools for land protection.	Ongoing	LT, RPAs, DCR, DAR

### ***Natural Resources***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Incorporate best management mitigation techniques to treat road runoff before it is discharged into sensitive habitat areas or waterways.	Ongoing	MassDOT, Towns
Provide a toolkit to towns with initiatives that can be undertaken to protect natural resources along the Byway.	Short-term	RPAs
Consider implementing zoning measures to protect sensitive habitats, preserve natural and scenic resources.	Long-term	Towns
Develop an educational campaign that promotes the protection of the natural	Long-term	Town, WC

resources along the Byway.		
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### ***Roadway and Transportation***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Ensure that all improvements to the roadway infrastructure are in keeping with the scenic character of the Byway to the extent possible.	Ongoing	MassDOT, Town, RPAs
Consider use of more aesthetically appropriate guardrail alternatives where possible.	Ongoing	MassDOT, Town, RPAs
Complete analysis of lane departure crashes to identify needed improvements along the Byway.	Short-term	MassDOT, RPAs, Towns
Explore opportunities to re-stripe the roadway to provide more shoulder space within the existing pavement width for bicyclists.	Short-term	MassDOT, Town, RPAs
Identify Complete Streets improvements in town centers along the Byway.	Short-term	Towns, RPAs, MassDOT
Work to create pedestrian connections within the downtown centers and connecting points of interest along the Byway.	Ongoing	Town, RPAs, MassDOT
Complete improvements to make Sunderland center more bicycle and pedestrian friendly.	Short-term	Town, RPA, MassDOT
Continue to monitor the performance of key intersections along the Byway.	Ongoing	RPAs, MassDOT
Conduct an inventory and evaluation of signs along the Byway, particularly focusing on outdated or faded signs.	Ongoing	RPAs
Identify degraded or missing signs for historic squares in town and pursue funding to replace or restore these signs.	Ongoing	RPAs, Towns
Implement pedestrian safety improvements and ADA compliant upgrades.	Ongoing	MassDOT, Towns, RPAs
Support efforts to expand public transit services in the Byway area to make use more convenient for all.	Ongoing	RPA, Towns, RTAs

## ***Recreation***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Develop new river access locations along the Connecticut River.	Long-Term	Towns, RPA, DCR
Develop a river access at School Street in Sunderland.	Short-term	Town, DCR
Maintain and update the information about the Connecticut River Scenic Byway that is included in the Western Massachusetts Scenic Byways website.	Ongoing	Towns, RPA, FCC
Continue to distribute and build on the Connecticut River Bicycling map that was developed as part of the Western Massachusetts Byway Marketing Project.	Ongoing	Towns, RPA, FCC
Develop and implement a marketing campaign to promote bicycle tourism in the Connecticut River Valley.	Short-term	Towns, RPAs, FCC
Seek to acquire conservation restrictions, agricultural preservation restrictions or fee interest in land from willing landowners for the protection of recreational and natural resources within the Byway region.	Ongoing	RPAs, Towns, DAR, MA DCR, MA DFW, and land trusts
Expand opportunities for visitors to learn about the natural resources that can be enjoyed along the Byway. The Byway could be used as a vehicle to introduce the natural resources within the forests and parks system.	Ongoing	RPA, DCR, Towns, MRWC, and LT
Encourage the investment of federal, state, municipal, and private dollars for the purpose of developing, maintaining, and expanding recreational areas, facilities and programs within the Byway region.	Ongoing	Towns, RPA, MA DCR, and MA MDFW.
Develop and maintain multi-use and limited-use trails to provide access to natural, scenic, and recreational areas where appropriate.	Long-term	Towns, LT, MA DCR, and MA MDFW.
Support efforts by state and local	Ongoing	MA DCR, Towns

entities to improve universal access to public facilities.		
Improve access to parks and recreational areas within the Byway region for the disabled, seniors, and children.	Ongoing	MA DCR, Towns
Complete a detailed inventory of recreational facilities and possible universal access improvements.	Short-term	RPAs, Towns, MA DCR
Develop driving tours with different Byway themes.	Short-term	Town, MHC
Develop an educational campaign that promotes the protection of the natural resources along the Byway.	Long-term	Town, WC

### ***Historic Resources***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Support the efforts of towns along the Byway to create National Historic Districts.	On-going	MHC, Towns, RPAs
Encourage local historical commissions to alert and educate property owners to the federal tax credits that are available for restoration work that occurs on properties listed on the National Register of Historic Places.	Ongoing	MHC, Towns, RPAs
Assist in the documentation and preservation of historical resources. Pursue funding options when appropriate and available.	Ongoing	MHC, Towns, RPAs
Develop walking tours of town centers along the Byway that highlights the unique historical resources.	Short-term	Towns, RPAs, MHC
Install individual markers at specific historic locations to benefit the public.	Short-term	Towns, RPAs, MHC
Work actively with property owners to identify significant historic structures and develop plans to assist in their restoration and/or preservation.	Long-term	MHC, Towns, RPAs
Encourage local town historical commissions to complete inventory forms for all historic properties within	Long-term	MHC, Towns, RPAs

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
the Byway study area.		
Encourage local towns to consider passing demolition delay or other local ordinances to protect historic resources along the Byway.	Long-term	MHC, Towns
Pursue funding (grants and other available sources) to complete restorations of historic structures.	Long-term	Town, RPAs
Support the nomination of the Millers Falls Historic District for inclusion in the National Register of Historic Places.	Short-term	Town, RPA, MHC

### ***Community Planning***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Review and revise zoning regulations to support development and redevelopment that is consistent with the character of the Byway.	Ongoing	Towns, RPA
Encourage commercial establishments to use signs, external lighting, building characteristics, and landscaping that complement the scenic, historic, and natural character of the Byway.	Ongoing	Towns
Pursue options to preserve and promote historic resources along the Byway, such as the development of architectural guidelines for historic structures to assist property owners when completing historic renovation or restoration projects.	Ongoing	Towns

### ***Tourism***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Encourage appropriate and sustainable economic development where wanted by towns.	Ongoing	Towns, RPA
Enhance the public visibility of sustainable agricultural businesses in the	Ongoing	MADAR, Town Ag. Comm.

Byway towns and promote the purchase of local farm products.		
Link the Byway with community development and preservation by utilizing resources such as eco tourism, heritage tourism, farming tourism and the marketing of local products.	Ongoing	Towns, RPA
Launch a campaign to promote bicycle tourism in the Byway area.	Short-term	RPA, MassDOT, FCCC
Continue to maintain and refresh the western Massachusetts Scenic Byway website to include information on sites of interest on the Byway.	Short-term	RPA
Develop a program to educate the local public about the heritage and history of the Byway.	Short-term	Towns, RPA
Educate tourism promotion organizations and tourist-related businesses about the existence of the Connecticut River Scenic Byway.	Ongoing	FCC
Develop driving tours with different Byway themes.	Short-term	Town, MHC
Use the Connecticut River Byway logo as part of a campaign to promote the businesses along the Byway.	Short-term	Town, FCCC

### ***Economic Development***

<b>Recommended Action</b>	<b>Timeframe</b>	<b>Suggested Leadership</b>
Promote existing artisan and crafts related businesses.	Ongoing	Town, FCC
Coordinate maintenance of the website that was developed and implemented as part of the western Massachusetts Scenic Byway Marketing Project.	Short-term	RPAs, MassDOT
Promote local farm products.	Short-term	CISA, Towns
Identify potential locations and seek funding to establish a public restroom to serve the Byway.	Long-term	Town, FCC, MassDOT

## **Prioritized Recommendations and Procedures**

### **Hampshire County**

The Action Plan charts a course for recognizing and enhancing the Connecticut River Scenic Byway's resources and includes the recommendations for both Franklin and Hampshire counties listed in the preceding chapters of this Corridor Management Plan.

Developed through discussions with members of the advisory committees in each county, the Action Plan is organized by topic. Note that some recommendations listed under one topic may also apply to another topic, but for purposes of efficiency, are only listed once.

Sources of potential funding to pursue the work described here in the Action Plan are enumerated in the next section of this chapter. See the funding resources section for more detail. Timeframes are defined as the following:

Short-term – 1-5 years for implementation

Long-term – 5 years or longer for implementation

On-going – Continuing implementation

Implementation of the recommendations in this Action Plan could take place in several ways, depending on the nature of the actions themselves. Town-specific actions (such as updating ordinances) could be implemented by local boards and organizations, perhaps with help from regional planning agency staff. Actions that involve multiple towns along the Connecticut River Scenic Byway (such as promotion of the Byway's resources, development of signage, etc.) would benefit from the continued involvement of the Franklin and Hampshire counties' Connecticut River Scenic Byway Advisory Committees. The Committees should continue to explore potential organizational structures that could be developed to assist the Byway towns in prioritizing and implementing the actions described below. One approach might be for the existing committees to continue to meet separately on an as-needed basis and collaborate with one another and with other relevant parties, where appropriate, on specific action items. Another approach would be to establish a single advisory committee representing the entire Byway that would meet on a regular basis, perhaps quarterly.

The expansion of the Connecticut River Scenic Byway to surrounding towns was an additional focus of this plan. Expansion to the Town of Hatfield and interested Franklin County towns will require local authorization and then the petitioning of the state legislature.

Sources of funding to pursue the work described here in the Action Plan are enumerated in the next section of this chapter. The National Scenic Byway Program, a program managed by the Federal Highway Administration that provided grant funding for numerous scenic byway

projects in the past, is no longer available due to lack of funding by Congress. Instead, federal funding for scenic byway projects may be available through Surface Transportation Block Program (STPB) under Section 1109 of the Fixing America's Surface Transportation (FAST) Act (P.L. 114-94) passed on December 4, 2015. The STPB replaces the Transportation Alternatives Program (TAP) under the previous transportation bill, Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21), and is allocated through Metropolitan Planning Organizations.



**Overall Byway Recommendations**

<b>Overall Byway Recommendation Recommended Actions</b>	<b>Community Where Strategy is a Priority</b>	<b>Priority/Timeframe</b>	<b>Suggested Leadership</b>	<b>Funding Source</b>
<ul style="list-style-type: none"> <li>○ Pursue dedicated Byway funding through legislative outreach, such as state bonds or renewal of the Federal scenic Byway program in future transportation bills. This may require coordination with local and state officials, federal Congressional delegation, other Scenic Byway committees, and the National Scenic Byway Foundation.</li> </ul>	All	High priority  Long-term timeframe	Regional Planning Agencies  Byway Advisory Committee	
<ul style="list-style-type: none"> <li>○ Seek added state recognition for scenic byways, through legislation or policy change at MassDOT and/or Mass EOEEA, including priority for state land protection and farmland preservation funds.</li> </ul>				
<ul style="list-style-type: none"> <li>○ Elevate the status and meaning of Byway designation in local plans, marketing/informational materials and local ordinances in order to communicate the Byway as a key economic and cultural asset to residents, travelers, policymakers, the business community, and funders.</li> </ul>	All	Medium priority  Long-term timeframe	Municipal Selectboards  Byway Advisory Committee  Regional Planning Agencies	PVPC assistance may be available for various related activities (such as ordinance updates)

<ul style="list-style-type: none"> <li>○ Pursue formal state and federal Scenic Byway designation to add segments in Hatfield and interested Franklin County municipalities to the existing Connecticut River Byway, which has federal and state designation. The Hatfield and _____ Boards of Selectmen should initiate this process by voting to seek designation and petitioning the state legislature for state designation. The Hatfield segments recommended for designation are Main Street, Maple Street and Elm Street</li> </ul>	<p>Hatfield and _____</p>	<p>High priority  Short-term timeframe</p>	<p>Municipal Boards of Selectmen, Regional Planning Agencies, State legislators</p>	<p>PVPC assistance may be available</p>
<ul style="list-style-type: none"> <li>○ Work with PVPC, FRCOG, Connecticut River Watershed Council, NRCS, UMass Extension, farmers and town Agricultural Commissions to implement best management practices (such as fencing, mulching, and green infrastructure) to reduce agricultural runoff and promote increased vegetated buffer areas to reduce erosion and sedimentation of waterways, particularly near tributaries adjacent to the Byway.             <ul style="list-style-type: none"> <li>● Seek grant funds from programs such as USDA’s Regional Conservation Partnership program to implement agricultural runoff best management practices.</li> </ul> </li> </ul>	<p>Hadley  South Hadley</p>	<p>High priority  Short-term timeframe</p>	<p>PVPC  FRCOG  CRWC  Municipalities</p>	<p>USDA RCPP  Section 604b, 319 (MassDEP) funding  EQIP</p>

*Landscape Inventory and Scenic Assessment: Recommendations*

<i>Landscape Inventory and Scenic Assessment</i> Recommended Actions	Community Where Strategy is a Priority	Priority/Timeframe	Suggested Leadership	Funding Source
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<ul style="list-style-type: none"> <li>○ Explore the potential to add scenic outlook turnouts in areas with the highest-quality scenery. This includes adding safer shoulders at road corners or in places that people may view scenic areas. Consider adding interpretive signage at these turnoffs to help travelers understand the various elements working to create these scenic views.</li> </ul>	<p>South Hadley</p>	<p>Medium priority  Long-term timeframe</p>	<p>Communities  PVPC</p>	<p>Communities  RPAs  MassDOT</p>
<ul style="list-style-type: none"> <li>○ Work with willing land owners to permanently protect scenic, historic and environmentally sensitive areas.</li> </ul>	<p>All</p>	<p>High priority</p>	<p>Municipalities</p>	<p>State grants (LAND, Water Supply Protection, etc.)</p>
<ul style="list-style-type: none"> <li>○ Consider adopting Green Development Performance Standards to encourage retention of on-site trees and shrubs, and require buffering of unattractive uses such as parking, storage areas, loading docks, and dumpsters to retain, and where possible, improve the scenic values of the Byway.</li> </ul>	<p>All</p>	<p>Medium priority  Short-term timeframe</p>	<p>Municipal planning boards</p>	<p>PVPC assistance may be available through DLTA</p>
<ul style="list-style-type: none"> <li>○ Review or adopt standards for solar installations that buffer from the Byway and within scenic views, and protect high-quality agricultural land from installations through the special permit process.</li> </ul>	<p>South Hadley</p>	<p>High priority  Short-term timeframe</p>	<p>Municipal planning boards</p>	<p>PVPC assistance may be available.</p>
<ul style="list-style-type: none"> <li>○ Replicate the scenic flowering planting beds and lighting fixtures found along the Byway in Sunderland’s town center in Hadley, Hatfield and South Hadley town centers.</li> </ul>	<p>Hadley South Hadley Hatfield</p>	<p>Low priority  Short-term timeframe</p>	<p>Municipal planning boards</p>	<p>N/A</p>

<ul style="list-style-type: none"> <li>Work with town conservation commissions and state agencies to educate residents about the spread of invasive species, their impact on the native species that define the Byway, and ways to prevent and eradicate them.</li> </ul>	Hadley	<p>Medium priority</p> <p>Ongoing</p>	<p>Conservation commissions</p> <p>DFW</p>	No state grants currently available, but educational resources available through NHESP
<ul style="list-style-type: none"> <li>Identify abandoned and deteriorating properties and historical features along the Byway to secure them from vandalism and rapid deterioration. Work to identify landowners to address code violations or encourage sale and renovation.</li> </ul>	Hadley	<p>Low priority</p> <p>Short-term timeframe</p>	Municipal building departments, boards of health	Local funds
<ul style="list-style-type: none"> <li>Add information about resources along the Byway that would increase the traveling public’s access to high-quality scenic views and vantage points to the Byway website.</li> </ul>	South Hadley	<p>Medium priority</p> <p>Short-term timeframe</p>	PVPC	UPWP

*Roadway and Transportation: Recommendations*

<i>Roadway and Transportation Recommended Actions</i>	<b>Community Where Strategy is a Priority</b>	<b>Priority/Timeframe</b>	<b>Suggested Leadership</b>	<b>Funding Source</b>
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<p>○ Consider context sensitive design when upgrading roadway infrastructure to ensure improvements are in line with the character of the roadway. Context sensitive design elements include may include:</p> <ul style="list-style-type: none"> <li>• Cor-ten steel guardrails or Steel backed Timber guardrails</li> <li>• Antique lighting fixtures and mast arms at signalized intersections</li> <li>• The preservation and enhancement of tree belts</li> <li>• Use alternatives to asphalt such as stamped concrete for sidewalks and crosswalks to enhance project design in historic districts</li> </ul>	<p>South Hadley</p>	<p>High priority</p> <p>Long-term timeframe</p>	<p>Municipality</p>	<p>Local, TIP</p>
<p>○ Improve bicycle and pedestrian safety on the byway corridor, and when considering roadway upgrades, explore opportunities to provide minimum required standards from the MassDOT GreenDOT Healthy Transportation Policy Directive. MassDOT’s Healthy Transportation Policy Directive requires all state transportation projects to increase bicycling, transit and walking options. On roadway projects this includes minimum travel lanes (11 feet on the Byway) and minimum shoulder widths (5 feet on the Byway).</p>	<p>South Hadley</p>	<p>Medium priority</p> <p>Long-term timeframe</p>	<p>Municipality</p>	<p>Local, TIP</p>

<p>○ Consider amenity upgrades to Transportation Segment 5 (Middle Street from the Hadley Elementary School to Bay Road, including the historic center of Hadley). If desired by the municipality, an off-road connection to the Norwottuck Rail Trail could be constructed along Middle Street connecting the Hadley Elementary School to the north and Hopkins Academy to the south. This could consist of reconstructing/widening the existing sidewalks, or a separate facility along the roadway. Context sensitive design should be used to enhance the historic characteristics of the Byway along this segment. The Route 9 at Route 47 intersection would benefit from flower planters in the medians like the ones present at Route 47 at Route 116 in Sunderland.</p>		<p>High priority  Long-term timeframe</p>	<p>Municipality</p>	<p>Local, TIP, and FLAP</p>
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<ul style="list-style-type: none"> <li>○ Add additional shoulder width to Transportation Segment 8 (Lawrence Plain and Hockanum Road from Chmura Road to the South Hadley town Line). This section of Byway was observed to have the narrowest travel lanes on the byway and lacked consistent shoulders. Additional shoulder width is needed to improve pedestrian and bicycle accommodations along this section of byway. In order to create a better bicycle / pedestrian connection between Hadley and South Hadley, the municipalities may consider exploring the opportunity to create an off-road multiuse trail in close proximity to the roadway or near other scenic features such as the Connecticut River. Several scenic locations were identified on the west side of Hackanum near Mountain Road. If desired by the municipality this segment could benefit from a farm equipment / scenic pull off.</li> </ul>	<p>South Hadley Hatfield</p>	<p>High priority  Long-term timeframe</p>	<p>Municipality</p>	<p>Local, TIP, and FLAP</p>
<ul style="list-style-type: none"> <li>○ Create off-road multi-use paths separated from the road by landscaped strips, and improve sidewalks, where feasible, to facilitate biking along the Byway (in addition to Transportation Segments 5 and 8, as described above).</li> </ul>	<p>Hadley South Hadley Hatfield</p>	<p>High priority  Long-term timeframe</p>	<p>Municipalities  Regional Planning Agencies  MassDOT</p>	<p>Local, TIP, and FLAP</p>
<ul style="list-style-type: none"> <li>○ Address volume of truck traffic along the highway while recognizing that trucks support the agricultural economy along the Byway. Though trucks cannot be banned outright on state-numbered routes, alternative routes could be outlined by the towns for voluntary use by trucks.</li> </ul>	<p>Hadley Hatfield</p>	<p>Medium priority  Long-term timeframe</p>	<p>Municipalities  MassDOT  Byway Committees</p>	

*Natural Resources: Recommendations*

<i>Natural Resources</i> <b>Recommended Actions</b>	<b>Community Where Strategy is a Priority</b>	<b>Priority/Timeframe</b>	<b>Suggested Leadership</b>	<b>Funding Source</b>
<ul style="list-style-type: none"> <li>○ Identify and assess culverts and bridges that have not been evaluated for design deficiencies, and identify opportunities and funding sources to replace culverts with updated designs that accommodate wildlife passage and flooding events. Consider the potential for widening bridges and culverts when replacements are made, for improved bike and pedestrian lanes.</li> </ul>	South Hadley	Medium Priority	UMass Stream Continuity Project  PVPC	Natural Hazard Mitigation grants  MA Dept. of Ecological Restoration

<ul style="list-style-type: none"> <li>○ Pursue land protection through partnerships with state agencies and local land trusts, as well as the potential creation of local land protection funds, in order to protect the surrounding agricultural land and contiguous forest parcels. In particular:             <ul style="list-style-type: none"> <li>● Protect the land in the Red Rocks, north Hadley, and Bachelor Brook areas of the Byway.</li> <li>● Protect agricultural land along the banks of the Connecticut River Byway.</li> <li>● Protect the water supply land along the Fort River in Hadley and Wellhead District Protection District in South Hadley, in accordance with the PVPC's 2014 Land Use Priority Areas for Protection map.</li> <li>● Adopt a locally funded APR program for smaller farm properties under 5 acres.</li> </ul> </li> </ul>	<p>Hatfield South Hadley</p>	<p>High priority  Short-term timeframe</p>	<p>Municipalities  Local land trusts  PVPC</p>	<p>Div. of Conservation Services grants  DCR Recreational Trails grants  Water supply protection grants</p>
<ul style="list-style-type: none"> <li>○ Conduct water quality monitoring and surveys to identify any problem areas associated with agricultural runoff and erosion.</li> </ul>		<p>High priority  Short-term timeframe</p>	<p>PVPC</p>	<p>Section 604b grants  RCPP</p>

<ul style="list-style-type: none"> <li>○ Prioritize the protection of cold water fisheries including, but not limited to, the Four Mile Brook and Fort and Mill Rivers through adjacent land protection and coordination with local conservation commissions.             <ul style="list-style-type: none"> <li>• Conservation commissions can utilize the provisions in the Wetlands/Rivers Protection Act and its stormwater provisions for the restoration and/or protection of vegetated stream banks.</li> <li>• Utilize local knowledge to inform the Department of Fish and Game of additional cold water fisheries.</li> <li>• Adopt more stringent local wetlands/riverfront protection bylaws, and conduct educational outreach about them.</li> </ul> </li> </ul>		<p>Medium priority</p> <p>Short-term timeframe</p>	<p>Conservation Commissions</p>	<p>N/A</p>
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*Community Planning: Recommendations*

<b>Community Planning Recommended Actions</b>	<b>Community Where Strategy is a Priority</b>	<b>Priority/Timeframe</b>	<b>Suggested Leadership</b>	<b>Funding Source</b>
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<ul style="list-style-type: none"> <li>○ Conduct outreach and seek funding to purchase conservation restrictions and/or Agricultural Preservation Restrictions for land from willing property owners in important scenic and natural areas. Investigate incentives to strengthen existing TDR programs.</li> </ul>	<p>South Hadley Hatfield</p>	<p>High priority  Long-term timeframe</p>	<p>Land trusts  Municipal open space/conservation committees  Municipal planning boards</p>	<p>APR program  Land trusts DCS ...</p>
<ul style="list-style-type: none"> <li>○ Develop and adopt ridgeline overlay protection district.</li> </ul>	<p>South Hadley</p>	<p>Low priority  Short-term timeframe</p>	<p>Municipal planning boards</p>	<p>N/A</p>
<ul style="list-style-type: none"> <li>○ Limit the distance between wireless towers, or do not allow any new wireless towers or commercial earth excavation in the Agricultural, Town Center, or Rural Residential zones (such as through a corridor exclusion) along the proposed byway.</li> </ul>		<p>High priority  Short-term timeframe</p>	<p>Municipal planning boards</p>	<p>N/A</p>
<ul style="list-style-type: none"> <li>○ Appeal to state legislators to revise Approval Not Required development regulations.</li> </ul>	<p>South Hadley</p>	<p>High priority  Ongoing</p>	<p>Municipal CEOS and planning boards  PVPC</p>	<p>N/A</p>
<ul style="list-style-type: none"> <li>○ Encourage commercial establishments to have signage, external lighting, building characteristics, and landscaping that complement the scenic, historic, and natural characteristics of the Byway.</li> </ul>		<p>Low priority  Long-term timeframe</p>	<p>Municipal planning boards</p>	<p>N/A</p>

<ul style="list-style-type: none"> <li>○ Restrict uses in the Limited Business district that may have negative appeal to the Byway (such as auto repair shops, fast food, etc.).</li> </ul>	<p>Hadley completed this for many uses</p>	<p>High priority Short-term timeframe</p>	<p>Municipal planning boards</p>	<p>N/A</p>
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*Economic Development: Recommendations*

<b><i>Economic Development Recommended Actions</i></b>	<b>Community Where Strategy is a Priority</b>	<b>Priority/Timeframe</b>	<b>Suggested Leadership</b>	<b>Funding Source</b>
<ul style="list-style-type: none"> <li>○ Expand tourism season with events and activities in the off-season. Examples include bike-run-walk events, winter walks and events during sugaring season.</li> </ul>	<p>All</p>	<p>Medium priority Long-term timeframe</p>	<p>Chambers of Commerce</p>	<p>Various sources, depending on event</p>
<ul style="list-style-type: none"> <li>○ Facilitate the sharing of information among existing businesses so that they can cross-refer their customers, such as lodging businesses that can inform their guests about restaurants and destinations, and event organizers that can recommend lodging and dining destinations to their attendees.</li> </ul>	<p>All</p>	<p>Low priority Long-term timeframe</p>	<p>Chambers of Commerce</p>	<p>N/A</p>

<ul style="list-style-type: none"> <li>○ Target business and workforce development services to specific industries, such as outdoor recreation, and farm and food systems.</li> </ul>	<p>All</p>	<p>Medium priority  Long-term timeframe</p>	<p>Chambers of Commerce  Municipal/regional economic development officials</p>	<p>Various sources, depending on initiative</p>
<ul style="list-style-type: none"> <li>○ Enable local businesses to promote themselves in association with the Byway, such as a crowd-sourced posting area or Twitter feed on the Byway website, or by promoting the use of the Byway logo in association with business promotions. Such arrangements would have to be moderated, and user policies should be developed to ensure fair access and appropriate use.</li> </ul>	<p>Hadley  South Hadley</p>	<p>Medium priority  Short-term timeframe</p>	<p>PVPC/FRCOG  Byway committee</p>	<p>UPWP (to update website)</p>
<ul style="list-style-type: none"> <li>○ Promote bike/walking events that are near the Byway, and promote the Byway at related bike/walking events. Potential examples include:             <ul style="list-style-type: none"> <li>• Franklin Land Trust’s D2R2 in Deerfield</li> <li>• Kestrel Trust’s 5K</li> </ul> </li> </ul>	<p>All</p>	<p>Low priority  Short-term timeframe</p>	<p>PVPC/FRCOG  Municipal/regional economic development officials</p>	<p>Various sources, depending on event</p>
<ul style="list-style-type: none"> <li>○ Improve the Byway website by adding a Twitter feed that gives viewers up-to-date information on local area events and businesses.</li> </ul>	<p>All</p>	<p>Low priority  Short-term timeframe</p>	<p>PVPC/FRCOG  Byway Committee</p>	<p>UPWP (to update website)</p>

*Tourism: Recommendations*

<i>Tourism</i> Recommended Actions	Community Where Strategy is a Priority	Priority/Timeframe	Suggested Leadership	Funding Source
<ul style="list-style-type: none"> <li>○ Educate the local public about the heritage and culture of the Connecticut River Scenic Byway by coordinating with existing events and landmarks as well as seasonal activities (such as sugaring season) occurring along the route. Consider promoting the Byway through a “Scenic Byway Day.”</li> </ul>		Medium priority  Ongoing	Chambers of Commerce  Byway Committee	Various potential sources, depending on initiative
<ul style="list-style-type: none"> <li>○ Identify areas where public restrooms and picnic areas are needed and could be located in the future.</li> </ul>		Low priority  Long-term timeframe	Regional Planning Agencies  Municipalities  Byway Committee	UPWP
<ul style="list-style-type: none"> <li>○ Update the Western Massachusetts Scenic Byways website to make it mobile-friendly, and include profiles of local businesses; the locations of gas stations, lodging, public restrooms, and picnic areas; and links to relevant websites. Provide printable maps of bike routes and trails. Use the website to promote byway events such as local fairs, concerts, farm days. Provide this information at the new Connecticut Byway Waypoint Center. Make the website more interactive, and provide opportunities for businesses to set up user accounts and post their own information.</li> </ul>	All	High priority  Short-term timeframe	Regional Planning Agencies  Regional tourism board	UPWP

<ul style="list-style-type: none"> <li>○ Create additional educational and informational materials to educate tourism promotional organizations and tourist-related businesses about the Connecticut River Scenic Byway.</li> </ul>	<p>All</p>	<p>Medium priority  Short-term timeframe</p>	<p>Regional Planning Agencies  Regional tourism board  Chambers of Commerce</p>	<p>Various potential sources, depending on initiative</p>
<ul style="list-style-type: none"> <li>○ Coordinate with educational institutions to promote the Byway, such as by including information about the Byway on their websites, at events, or within information provided to visiting students and families.</li> </ul>	<p>Hadley  South Hadley</p>	<p>Medium priority  Short-term timeframe</p>	<p>PVPC  Regional tourism board  Byway Committee</p>	<p>N/A</p>
<ul style="list-style-type: none"> <li>○ Integrate existing maps – such as the Regional Trails Map and Bicycle Trail Map for Hampshire County – into the Western Massachusetts Scenic Byways website to highlight the recreational, cultural, historic, and scenic resources available to travelers.</li> </ul>		<p>High Priority  Short-term timeframe</p>	<p>Regional Planning Agencies</p>	<p>UPWP</p>
<ul style="list-style-type: none"> <li>○ Highlight and tell the story of various places and establishments of interest along the Byway. Include example trips and local places that define the character of the Byway.</li> </ul>		<p>Low Priority  Short-term timeframe</p>	<p>Regional Planning Agencies  Byway Committee</p>	<p>UPWP</p>

*Recreation: Recommendations*

<i>Recreation</i> Recommended Actions	Community Where Strategy is a Priority	Priority/Timeframe	Suggested Leadership	Funding Source
○ Establish parking, signage, and kiosks at trailheads and recreational areas, where needed.	South Hadley	Medium priority  Long-term timeframe	PVPC	Recreational Trails Grants
○ Improve access to the New England National Scenic Trail through linked local trail networks.	South Hadley	Medium priority  Long-term timeframe	PVPC	Recreational Trails Grants  FLAP
○ Seek grant funds to construct new trails and CT River boat access through state and federal programs such as Recreational Trails Act and Federal Lands Access Program (FLAP).	South Hadley	Medium priority  Short-term timeframe	PVPC	Recreational Trails Grants  FLAP
○ Continue to enhance development of the Connecticut River Greenway's Paddlers Trail with development of official river access in Towns that are interested and willing. This includes canoe and kayak access sites in quiet areas of the Connecticut River in Hadley and Hatfield.	Hatfield  Hadley	Low priority  Long-term priority	PVPC  Municipalities	Recreational Trails Grants  FLAP

<ul style="list-style-type: none"> <li>○ Encourage the investment of federal, state, municipal and private dollars for the purpose of developing, maintaining, and expanding recreational areas, facilities and programs within the Byway region. Some specific locations include:               <ul style="list-style-type: none"> <li>• Bashin Basin in Hatfield, which needs improved maintenance and possibly installation of a portable toilet</li> <li>• Kellogg Hill Road state boat ramp both in Hatfield where picnic tables could be an important addition</li> <li>• Lake Warner Wildlife Management Area in Hadley where the only access by land is now overgrown</li> </ul> </li> </ul>	All	Medium priority  Long-term priority	PVPC  Municipalities	Recreational Trails Grant  State Boating Infrastructure Grant (if re-funded in future)
<ul style="list-style-type: none"> <li>○ Initiate a promotional campaign to market bicycling in the Connecticut River Valley.</li> </ul>	Hampshire	Medium priority		Tourism, health, or transportation-related grant

*Historic Preservation: Recommendations*

<i>Historic Preservation Recommended Actions</i>	<b>Community Where Strategy is a Priority</b>	<b>Priority/Timeframe</b>	<b>Suggested Leadership</b>	<b>Funding Source</b>
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<ul style="list-style-type: none"> <li>○ Encourage towns to adopt the Community Preservation Act in order to derive state match funding for historic and community preservation projects.</li> </ul>	South Hadley	High Priority Ongoing	Municipalities Byway Committee	Local
<ul style="list-style-type: none"> <li>○ Create town-wide Preservation Plans to guide future preservation efforts.</li> </ul>	All	High	Local Historical Commission; Preservation Consultant	Community Preservation Act; local funds; potential match from Massachusetts Historical Commission survey and planning grants
<ul style="list-style-type: none"> <li>○ Implement a Demolition Delay Bylaws to provide the time necessary to find alternative uses for unused or under-utilized historic properties under threat of demolition. The Historic Commission should identify historic properties to be targeted for the bylaw, in advance of bylaw adoption.</li> </ul>	South Hadley	High	Local Historical Commission	No funds required
<ul style="list-style-type: none"> <li>○ Historic Commissions should develop lists of parcels in the Agricultural Preservation Restriction (APR) program associated with farm buildings in the Historic Resources Inventory. Preservation Restrictions (PR) should then be considered for those farm buildings of historical and architectural significance. Taken together, the APR and PR would act in concert to protect an entire farm.</li> </ul>	Hatfield	Medium	Local Historical Commission	Property owners

<ul style="list-style-type: none"> <li>○ Historic societies and other organizations throughout the Byway region should explore a partnership to begin a loan program for historic buildings.</li> </ul>	All	Low	Historic organizations (municipal and non-profit)	Fundraising
<ul style="list-style-type: none"> <li>○ Establish local historic districts in other communities where National Register districts currently exist or are proposed.</li> </ul>		High	Local Historical Commission; Local Historic District Commission	No funds required, as study report can be completed by local historical commissions
<ul style="list-style-type: none"> <li>○ Designate and sign historic properties to encourage preservation and pride in historic homes. Memorialize historic sites with plaques to promote Byway tourism.</li> </ul>	Hatfield	Medium	Local Historical Commission; Local Historic District Commission	Seek grant fund for signage and plaques.