

# *APPENDIX 1*

## Significant Resource Inventory

Historic and Cultural Resources.....	3
Natural and Recreational Resources.....	7



# Historic and Cultural Resources

Codes (e.g.: A-1, B-1, or HD-1) in the Significant Resource Inventory correspond to map locations on the Historic and Cultural Quality Maps in Appendix 2

## A: Historic or Cultural sites along the byway corridor (primarily accessible by Route 169)

A-1	Hamilton Woolen Company Mill
A-2	Central Mills Company Factory
A-3	American Optical
A-4	North Woodstock
A-5	East Woodstock
A-6	Maplecrest Farm
A-7	Woodstock Academy Classroom Building
A-8	Roseland Cottage
A-9	Woodstock Congregational Church
A-10	Woodstock Common
A-11	Old Woodstock Academy
A-12	Arnold Inn
A-13	South Woodstock Village Green
A-14	Woodstock Fairgrounds
A-15	Joseph Chandler House
A-16	House on the corner of Routes 44 and 169
A-17	18th Century House on Route 97
A-18	Most Holy Trinity Rectory
A-19	Christ Church
A-20	Shingle-Style House
A-21	Pomfret School and Rectory Campuses
A-22	First Congregational Church of Pomfret
A-23	Pomfret School Chapel

A-24	Larned Haskell House
A-25	Bush Hill
A-26	Old Potter House
A-27	Old Trinity Episcopal Church
A-28	Friendship Valley Inn
A-29	Brooklyn Town Hall
A-30	Brooklyn Green
A-31	Unitarian Church
A-32	Brooklyn Library
A-33	Monument of Israel Putnam
A-34	House on west side of Route 169
A-35	Brooklyn Fairgrounds
A-36	Brooklyn South Cemetery
A-37	David Kinne House
A-38	Cleveland Cemetery
A-39	Robert Buswell House
A-40	Stephen Backus House
A-41	Prudence Crandall House
A-42	Federal Style House on Westminster Road
A-43	Dr. Andrew Harris House
A-44	John Carter & David Nevins Houses
A-45	Library Road and Town Green Area
A-46	160 South Canterbury Road
A-47	Captain John Clark House
A-48	Judge John Francis House
A-49	Butts Bridge
A-50	Bishop House
A-51	John Palmer House
A-52	210 North Burnham Highway
A-53	Lathrop-Mathewson-Ross House
A-54	Andrew Clark House
A-55	David Hale House
A-56	Anshei Israel Synagogue
A-57	John Bishop House



- A-58 Newent Congregational Church
- A-59 Ponemah Mill
- A-60 Taft Tunnel

**B: Historic or Cultural sites within a short drive from the byway (primarily accessible by a main route other than Route 169)**

- B-1 Old Sturbridge Village
- B-2 Downtown Putnam
- B-3 Israel Putnam Wolf Den
- B-4 Downtown Danielson
- B-5 Village of Hampton Hill
- B-6 Jonathan Wheeler House
- B-7 Village of Wauregan
- B-8 Village of Westminster
- B-9 Village of Scotland
- B-10 Village of Baltic
- B-11 Village of Jewett City
- B-12 Village of Norwichtown
- B-13 Leffingwell Inn
- B-14 Downtown Norwich (Chelsea District)

**HD: Historic Districts on the National Register of Historic Places, within the general byway corridor**

- HD-1 Bacon-Morse Historic District
- HD-2 Upper Chapin Street Historic District
- HD-3 Glover Street Historic District
- HD-4 High-School Streets Historic District
- HD-5 Hamilton Woolen Company Historic District
- HD-6a Twinehurst American Optical Company Neighborhood
- HD-6b Central Mills
- HD-6c Windsor Court Historic Districts
- HD-7 Centre Village Historic District
- HD-8 Sacred Heart Church Historic District
- HD-9 Maple Street Historic District

HD-10	Woodstock Hill Historic District
HD-11	Pomfret Street Historic District
HD-12	Bush Hill Historic District
HD-13	Brooklyn Green Historic District
HD-14	Canterbury Center Historic District
HD-15	Taftville/Ponemah Mill Historic District
HD-16	Greeneville Historic District
HD-17	Norwichtown Historic District
HD-18	Bean Hill Historic District
HD-19	Laurel Hill Historic District
HD-20	Downtown Norwich Historic District
HD-21	Yantic Falls Historic District
HD-22	Little Plain Historic District
HD-23	Chelsea Parade Historic District
HD-24	Jail Hill Historic District
HD-25	Norwich Hospital Historic District
HD-R'beau	March Route of General Rochambeau
HD-Arch	General location of Quinebaug River Prehistoric Archaeological District

# Historic and Cultural Resources

Codes (e.g.: A-1 or B-1) in the Significant Resource Inventory correspond to map locations on the Natural and Recreational Quality Maps in Appendix 2

## A: Natural and/or Recreational sites along the byway corridor (primarily accessible by Route 169)

A-1	Quinebaug Valley Rail Trail	Recreational
A-2	Claire Birtz Wildlife Sanctuary	Natural/Recreational
A-3	Woodstock drumlin fields	Natural
A-4	Natural cranberry bogs along North Running Brook	Natural
A-5	Roseland Park	Recreational
A-6	Air Line Trail State Park	Recreational
A-7	Bafflin Sanctuary	Natural/Recreational
A-8	Mashamoquet State Park	Natural/Recreational
A-9	Quinebaug River	Natural/Recreational
A-10	Lester B. Williams Memorial Forest and C. Vaughan Ferguson, Jr. Conservancy	Natural/Recreational
A-11	Milo Appley Conservation Showcase	Natural/Recreational
A-12	Blackwell Brook Trail	Natural/Recreational
A-13	Quinebaug Wildlife Area	Natural/Recreational
A-14	Kinne Preserve	Natural/Recreational
A-15	Lisbon Meadows Park	Natural/Recreational
A-16	River View Trail	Recreational

**B: Natural and/or Recreational sites within a short drive from the byway (primarily accessible by a main route other than Route 169)**

B-1	Westville Recreation Area	Recreational
B-2	Bigelow Hollow State Park and Nipmuck State Forest	Natural/Recreational
B-3	Yale-Myers Forest	Natural/Recreational
B-4	West Thompson Lake	Natural/Recreational
B-5	Natchaug State Forest	Natural/Recreational
B-6	James L. Goodwin State Forest and Pine Acres Lake	Natural/Recreational
B-7	Hopeville State Park and Pachaug State Forest	Natural/Recreational
B-8	Mohegan Park	Natural/Recreational
B-9	Heritage Riverfront Park	Recreational

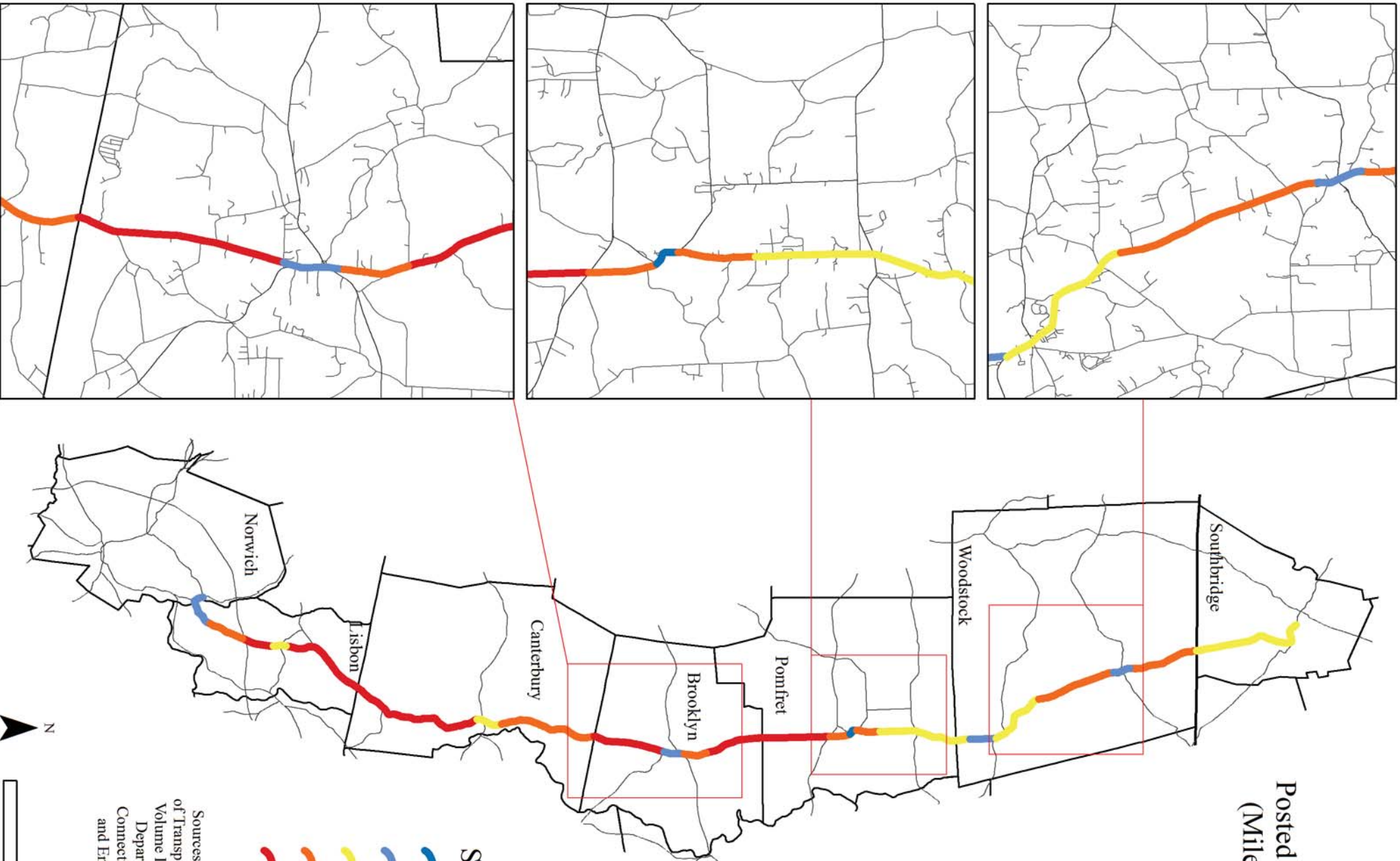
# *APPENDIX 2*






## Document Maps

Speed Limits.....	3
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# Posted Speed Limits (Miles per Hour)



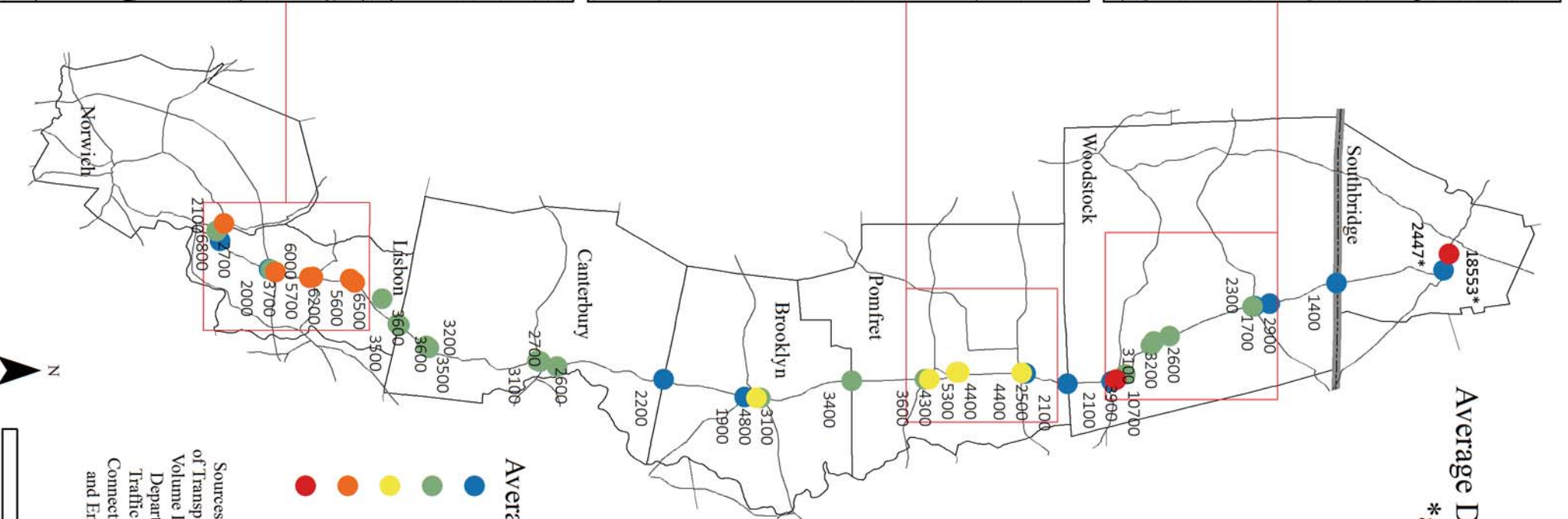
- Speed Limit**
-  25 mph
  -  30 mph
  -  35 mph
  -  40 mph
  -  45 mph

Sources: Connecticut Department of Transportation, Traffic Monitoring Volume Information; Massachusetts Department of Transportation; Connecticut Department of Energy and Environmental Protection, GIS Data





# Average Daily Traffic: 2013 \*and 2014



Sources: Connecticut Department of Transportation, Traffic Monitoring Volume Information; Massachusetts Department of Transportation, Traffic Count Database System; Connecticut Department of Energy and Environmental Protection, GIS Data







# Historic and Cultural Quality Maps


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**Locations on the above maps correspond to locations in the Significant Resource Inventory (Appendix 1)**


## Key

 **A-1** Historic or Cultural site along the byway corridor

 **B-1** Historic or Cultural site within a short drive of the byway

 **HD-1** Historic District on National Register of Historic Places

 **HD-R'beau** March route of General Rochambeau

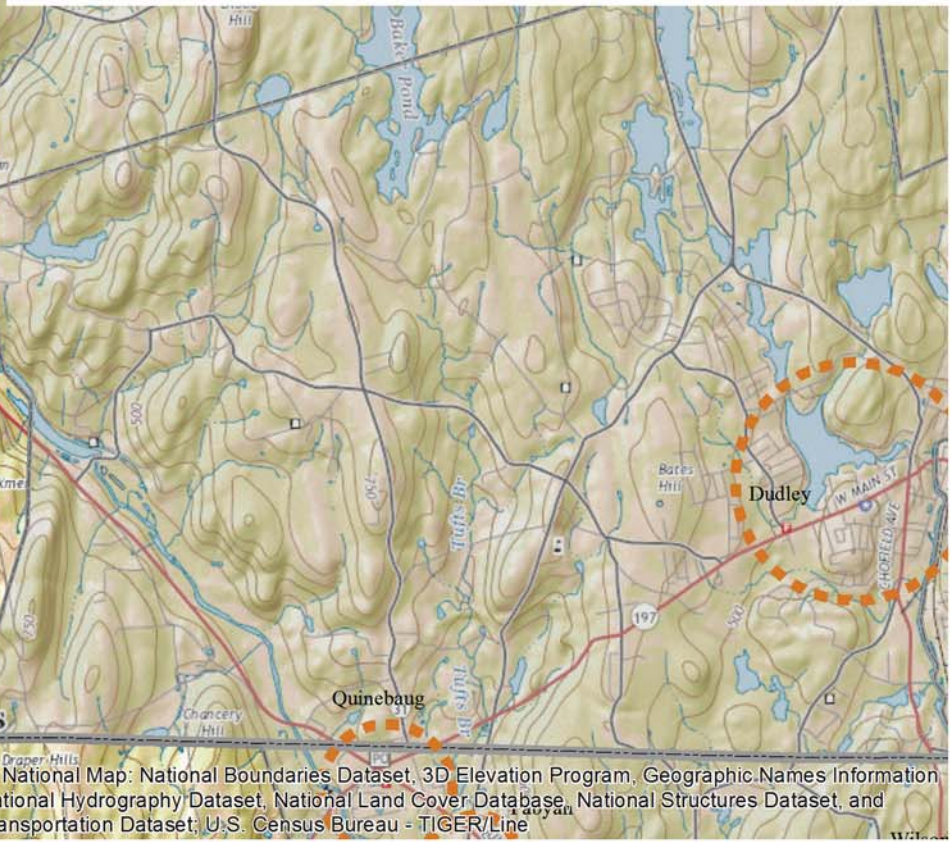
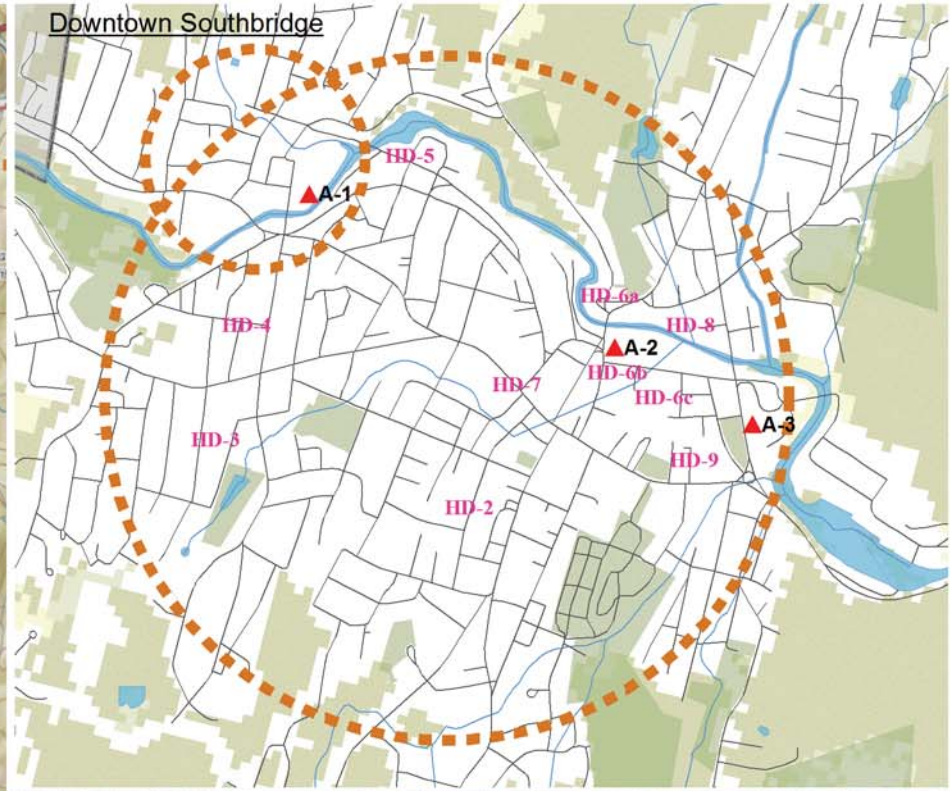
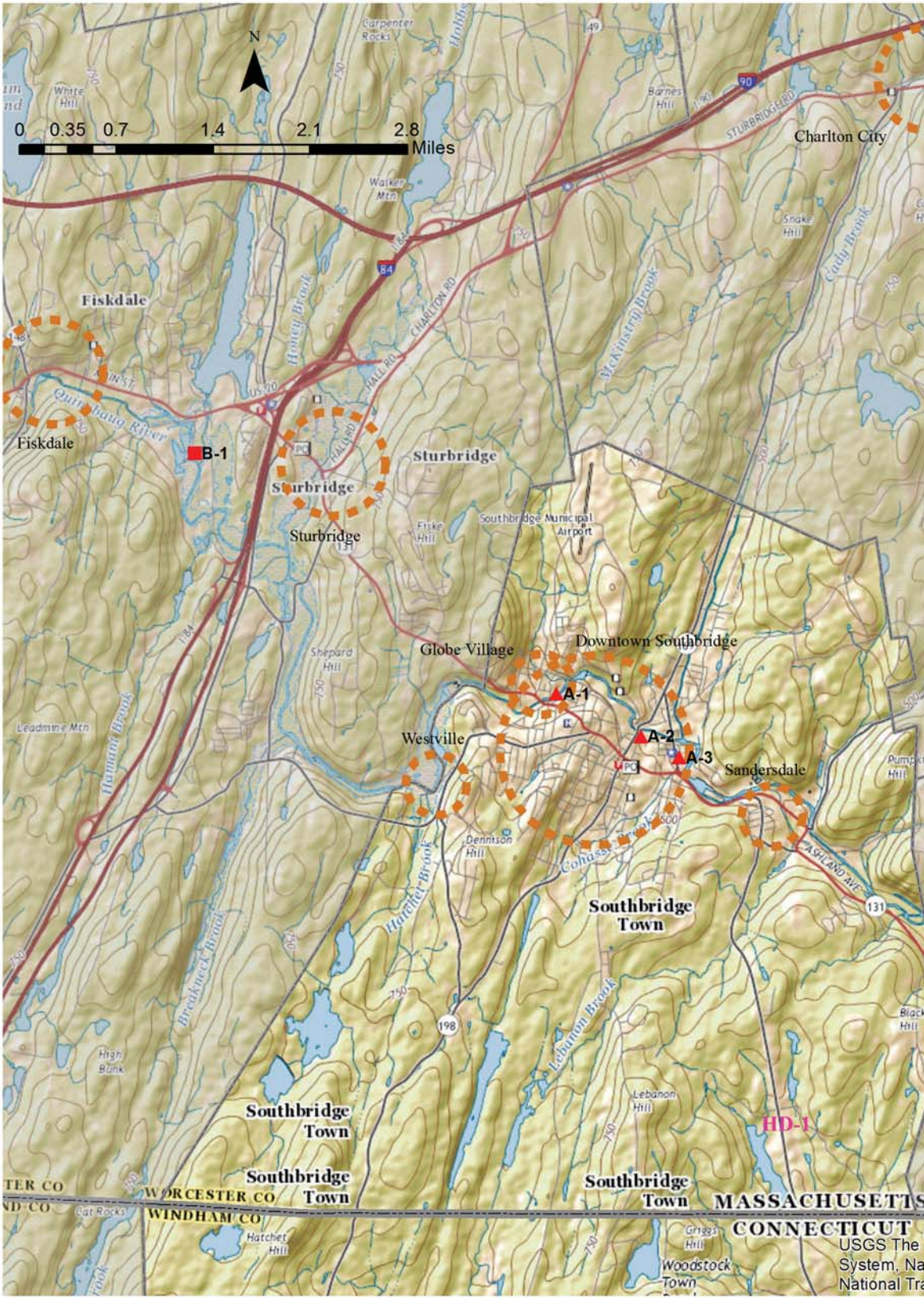
 **HD-Arch** Archaeological District on National Register of Historic Places

 **Occum** Village or neighborhood

*Sources: USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau: TIGER/Line*





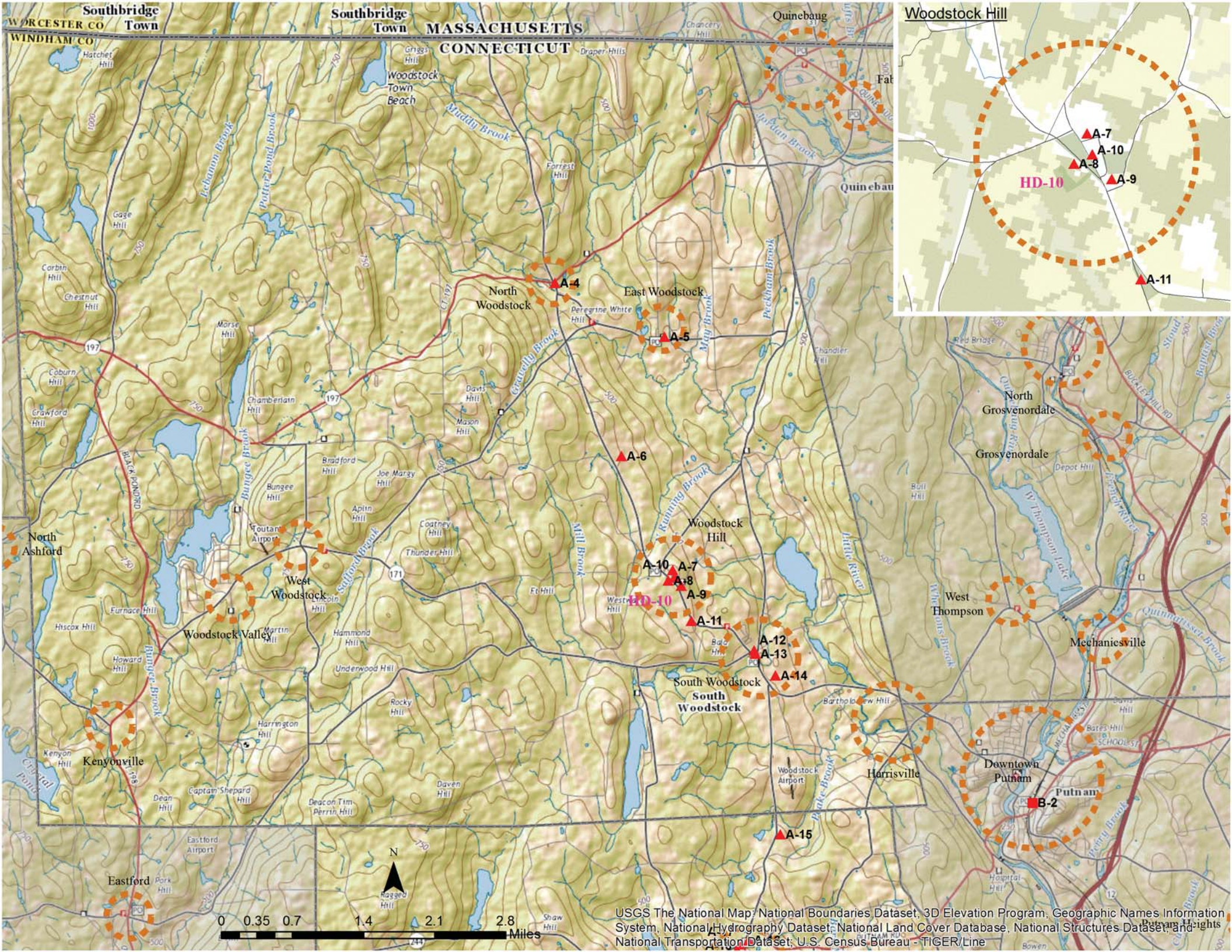


USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line







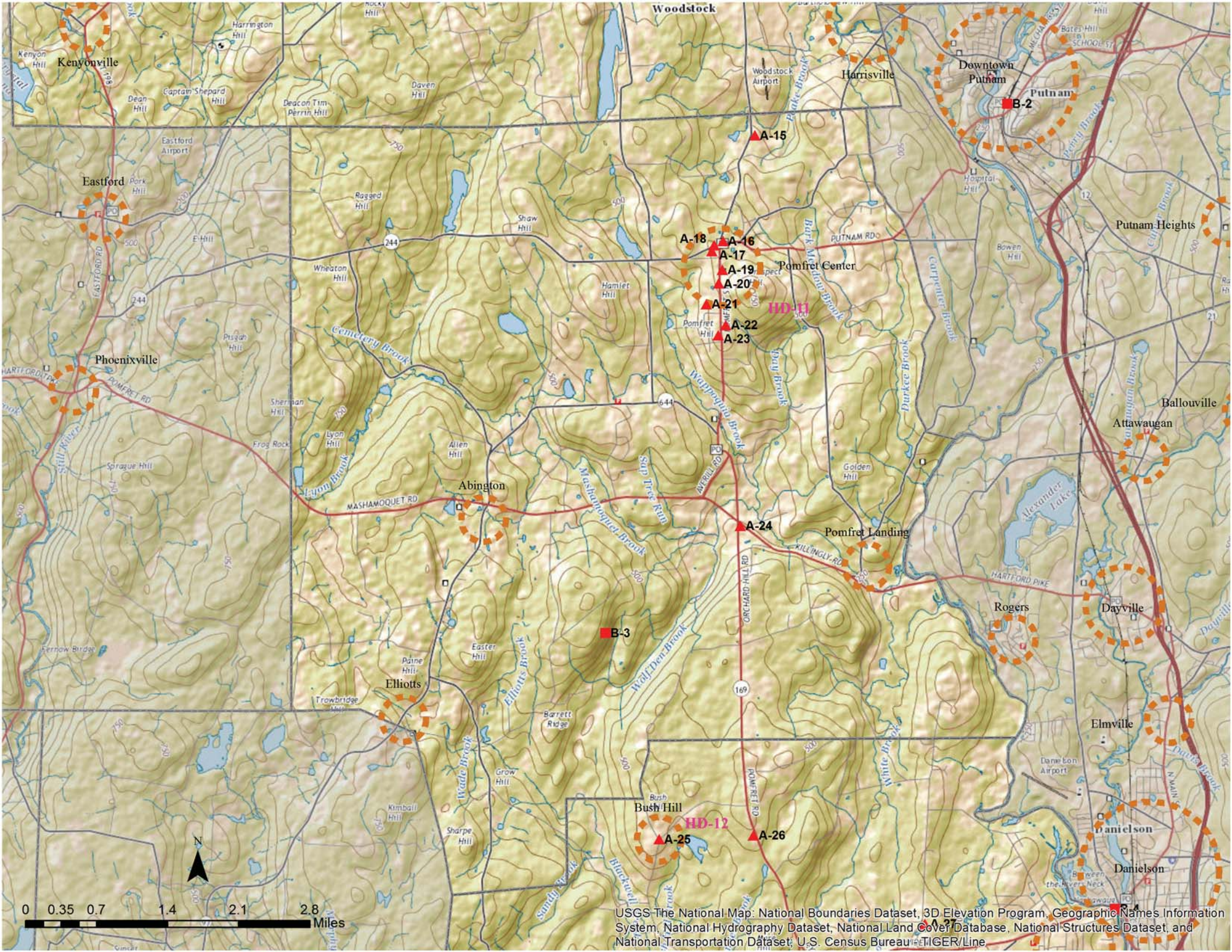


USGS The National Map, National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line









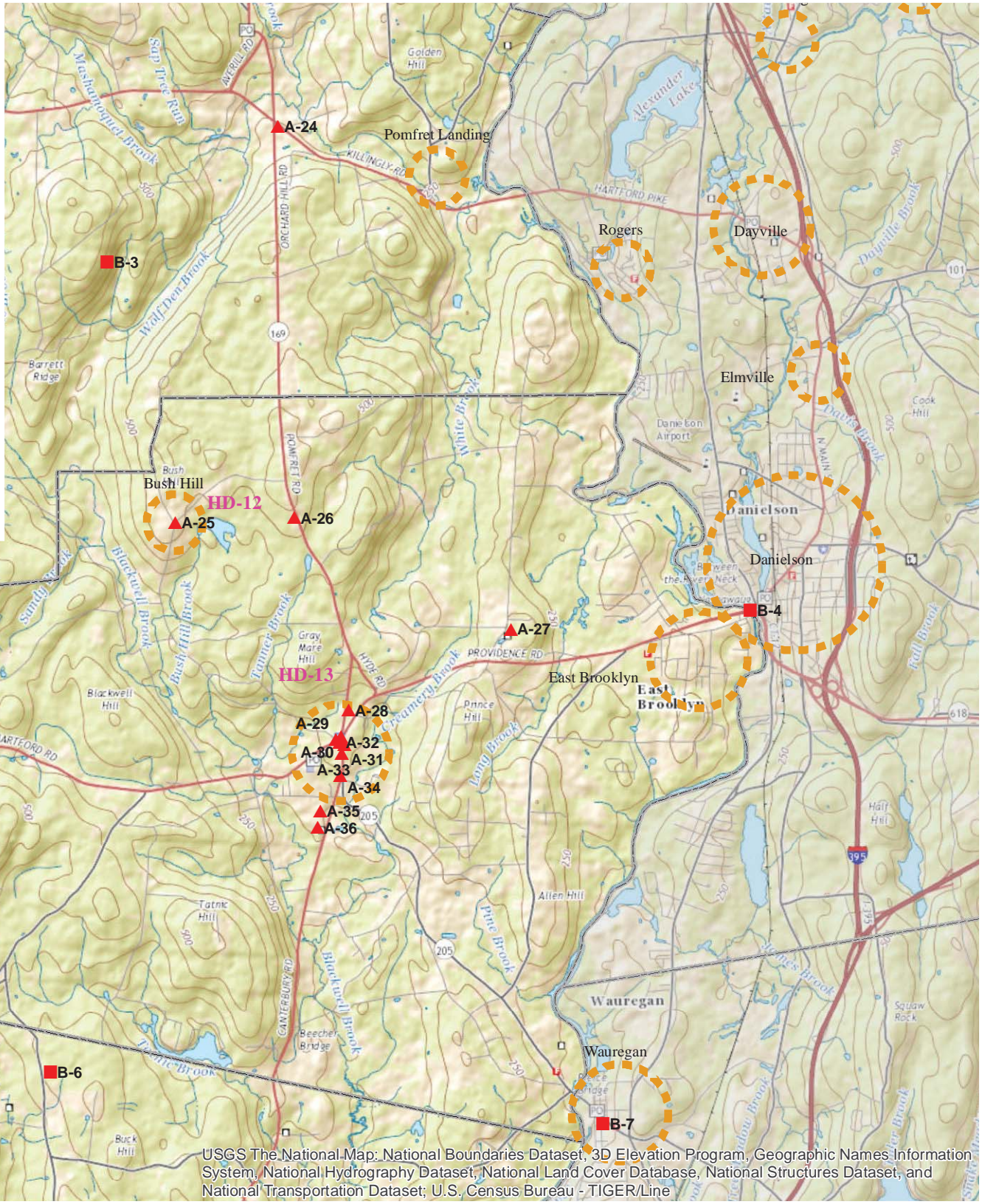
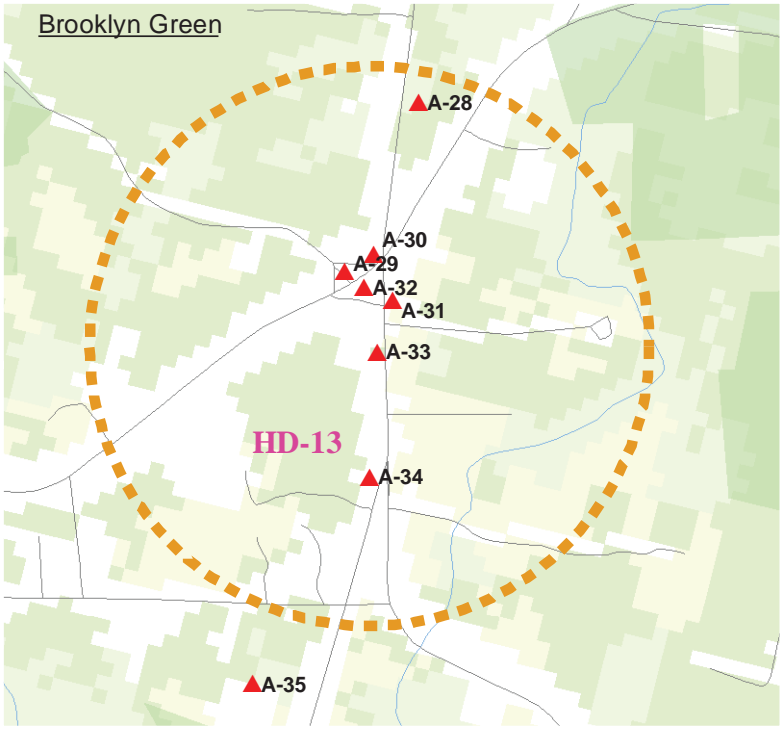
USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau TIGER/Line







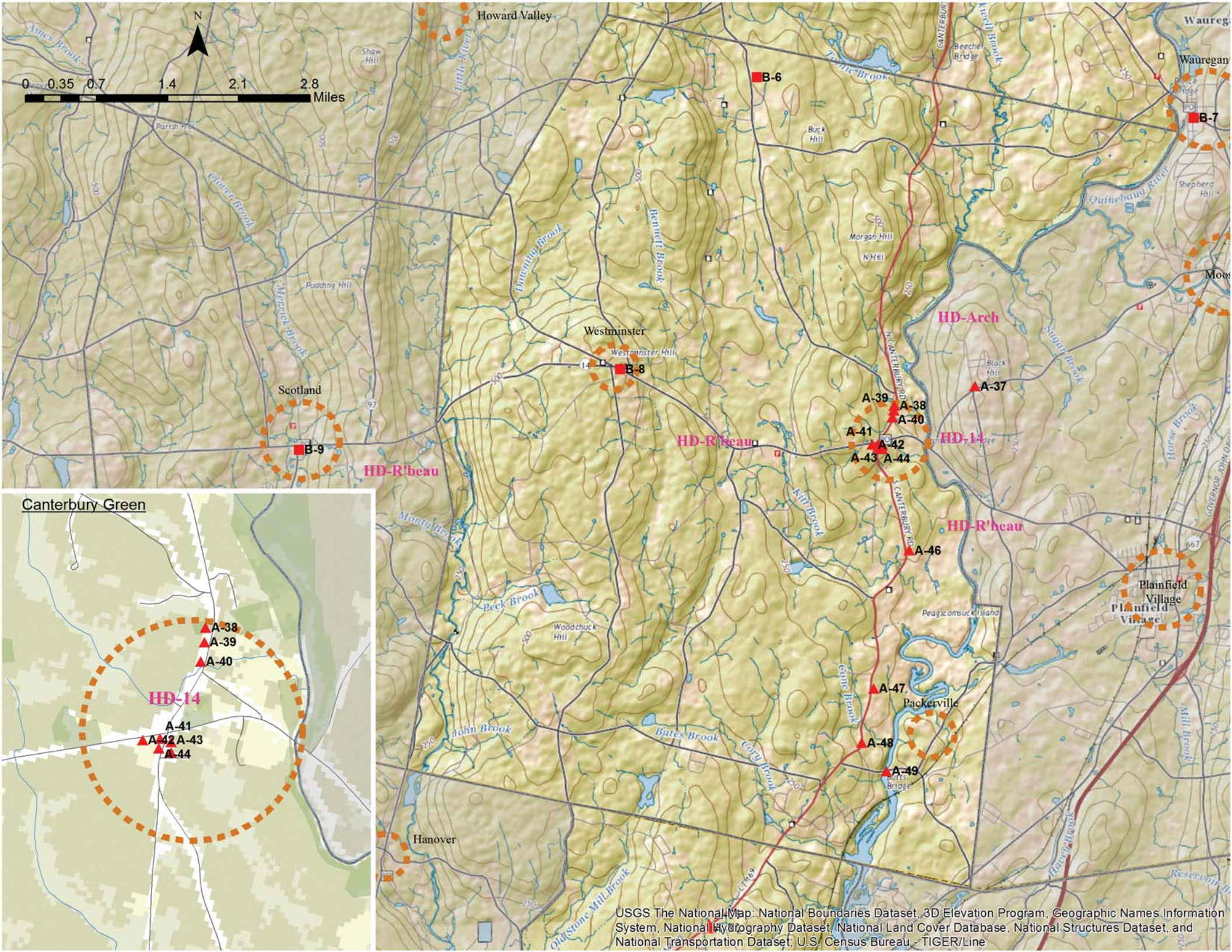
# Brooklyn Green











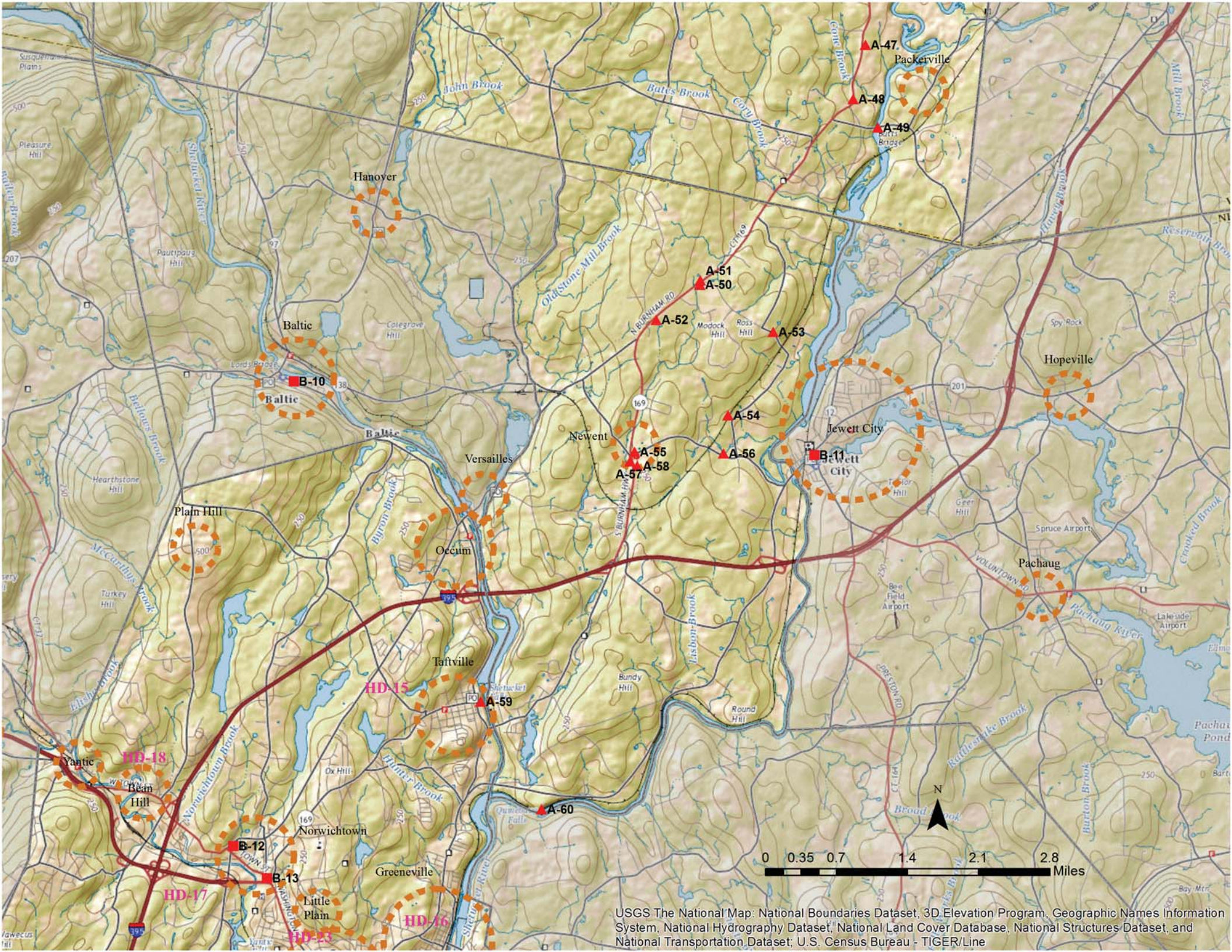
Canterbury Green

USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line







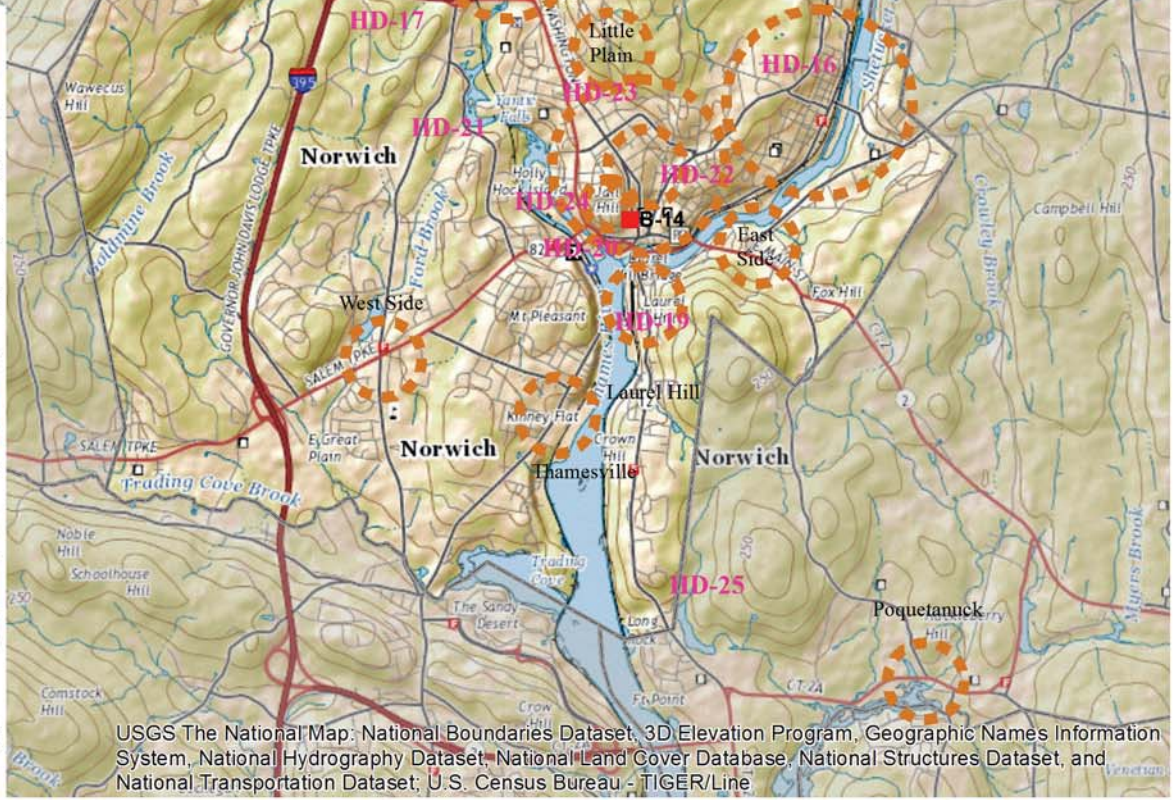
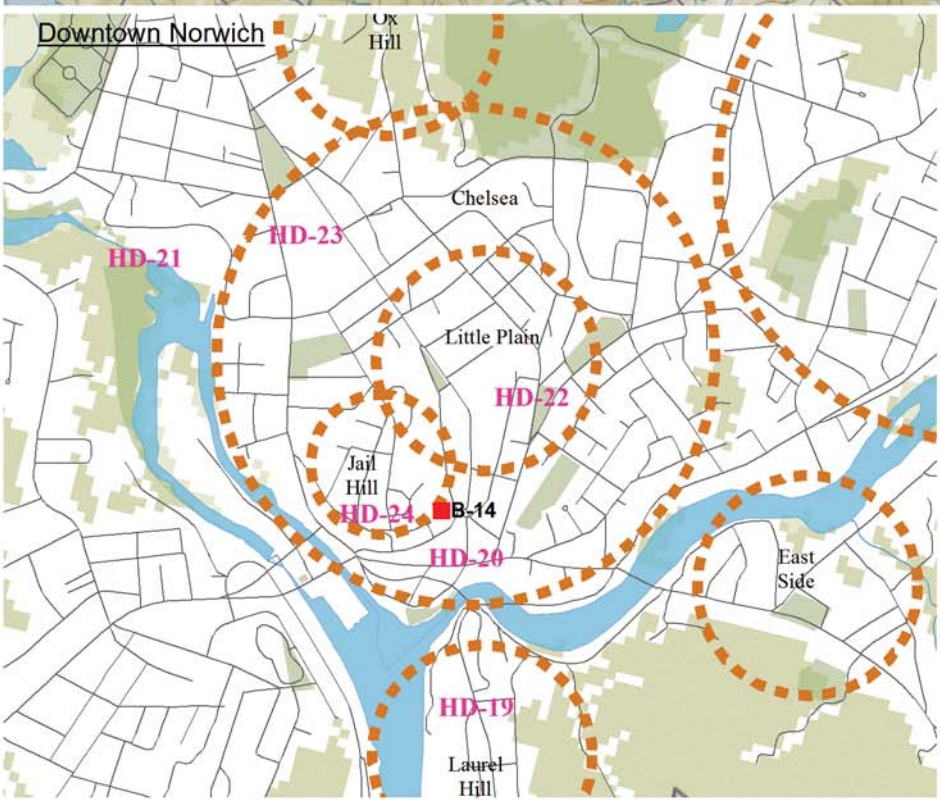
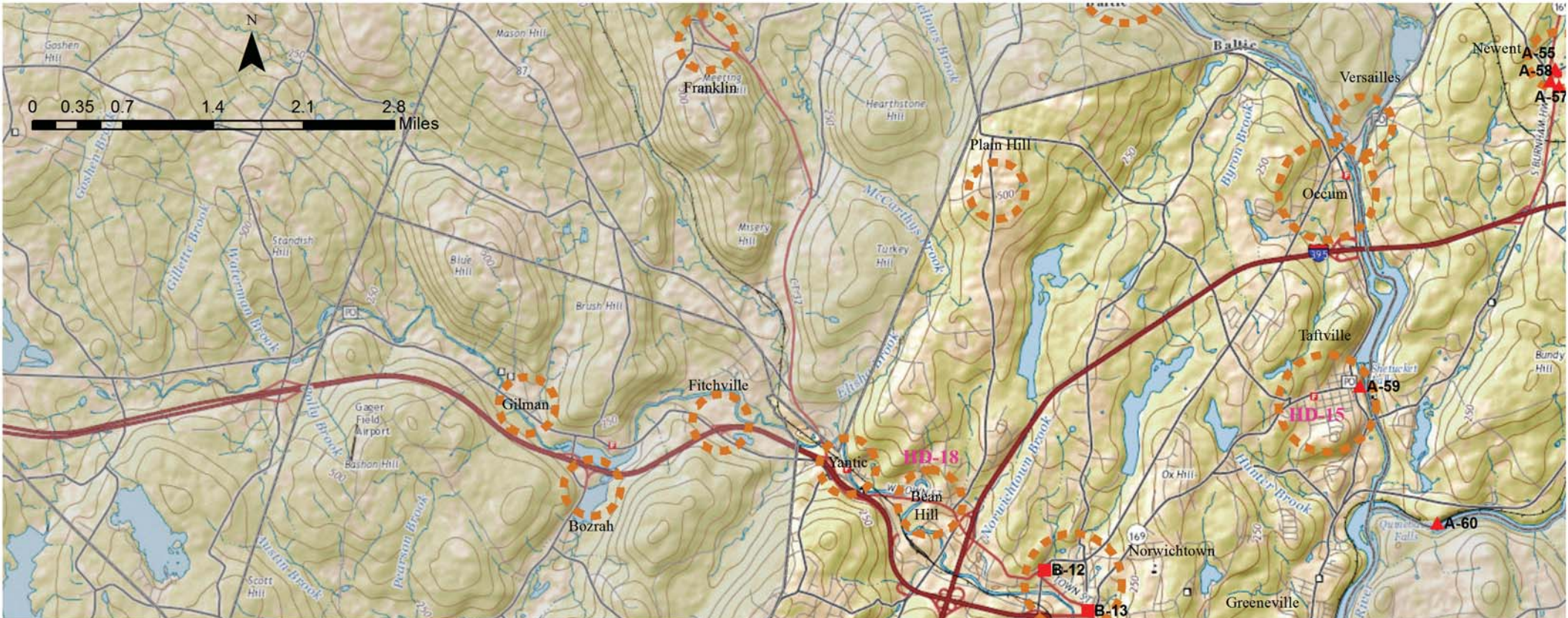


USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line









USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line










# Natural and Recreational Quality Maps

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**Locations on the above maps correspond to locations in the Significant Resource Inventory (Appendix 1)**

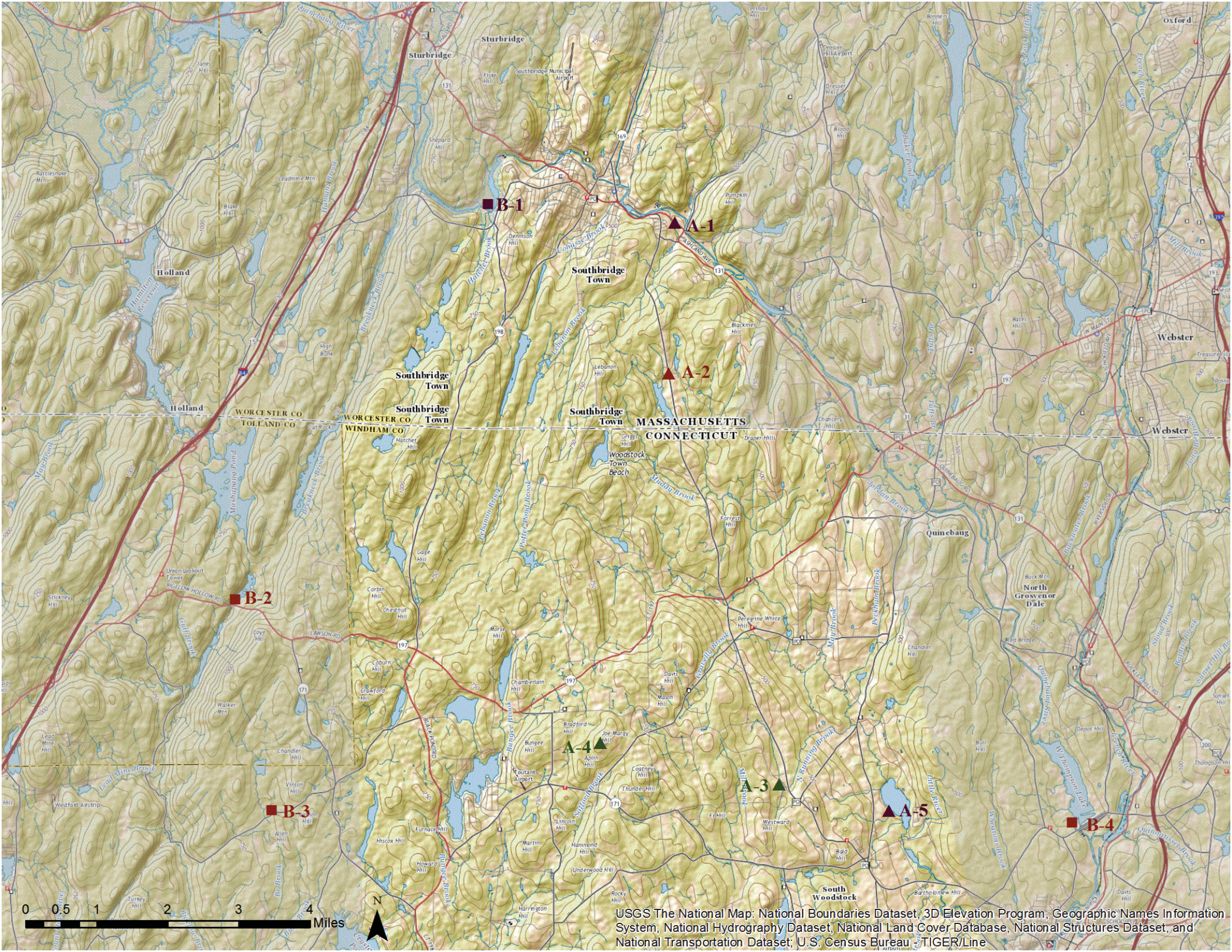
## Key

-  **A-1** Natural and/or Recreational site along the byway corridor
-  **B-1** Natural and/or Recreational site within a short drive of the byway
-  Recreational site
-  Natural site or feature
-  Natural/Recreational site

*Sources: USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau: TIGER/Line*





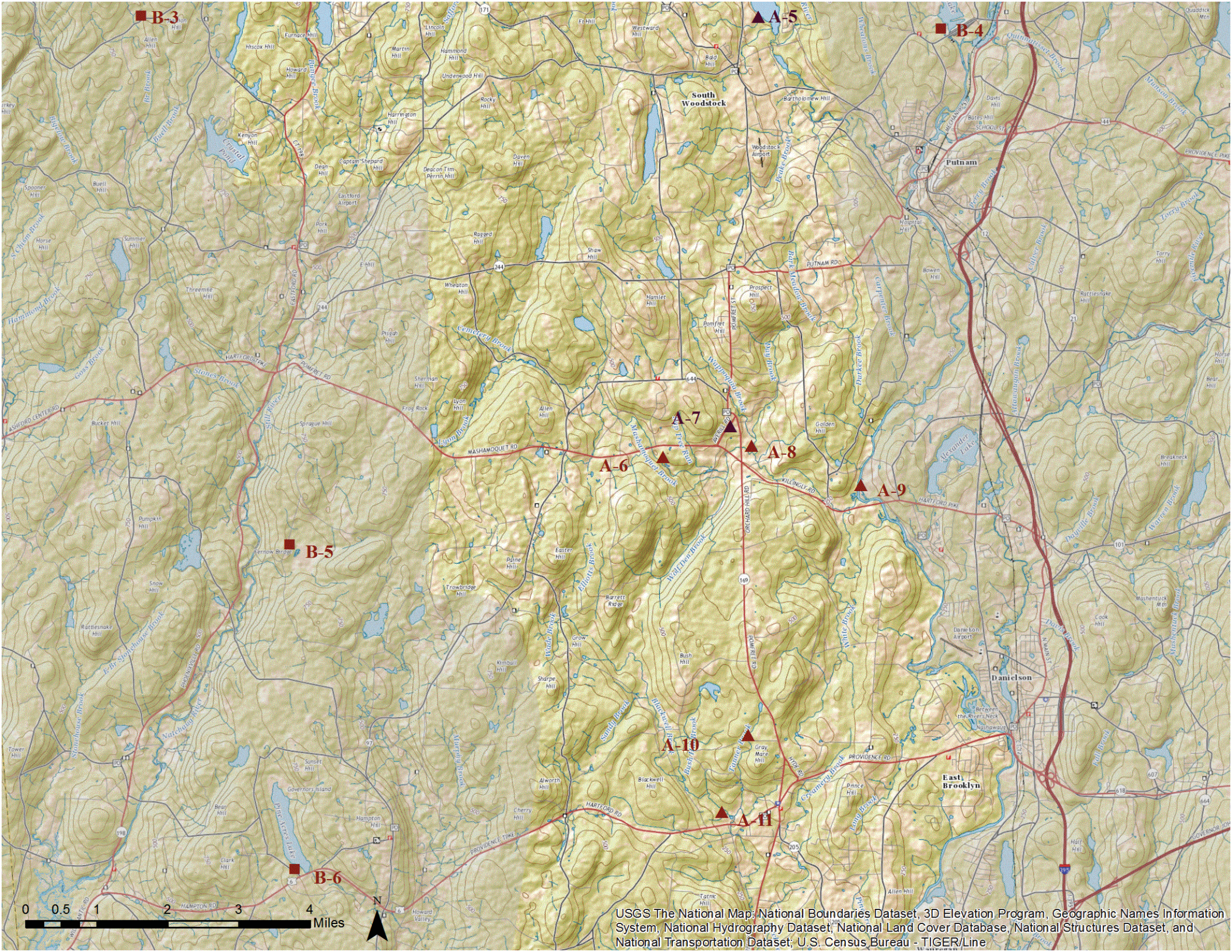


USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line





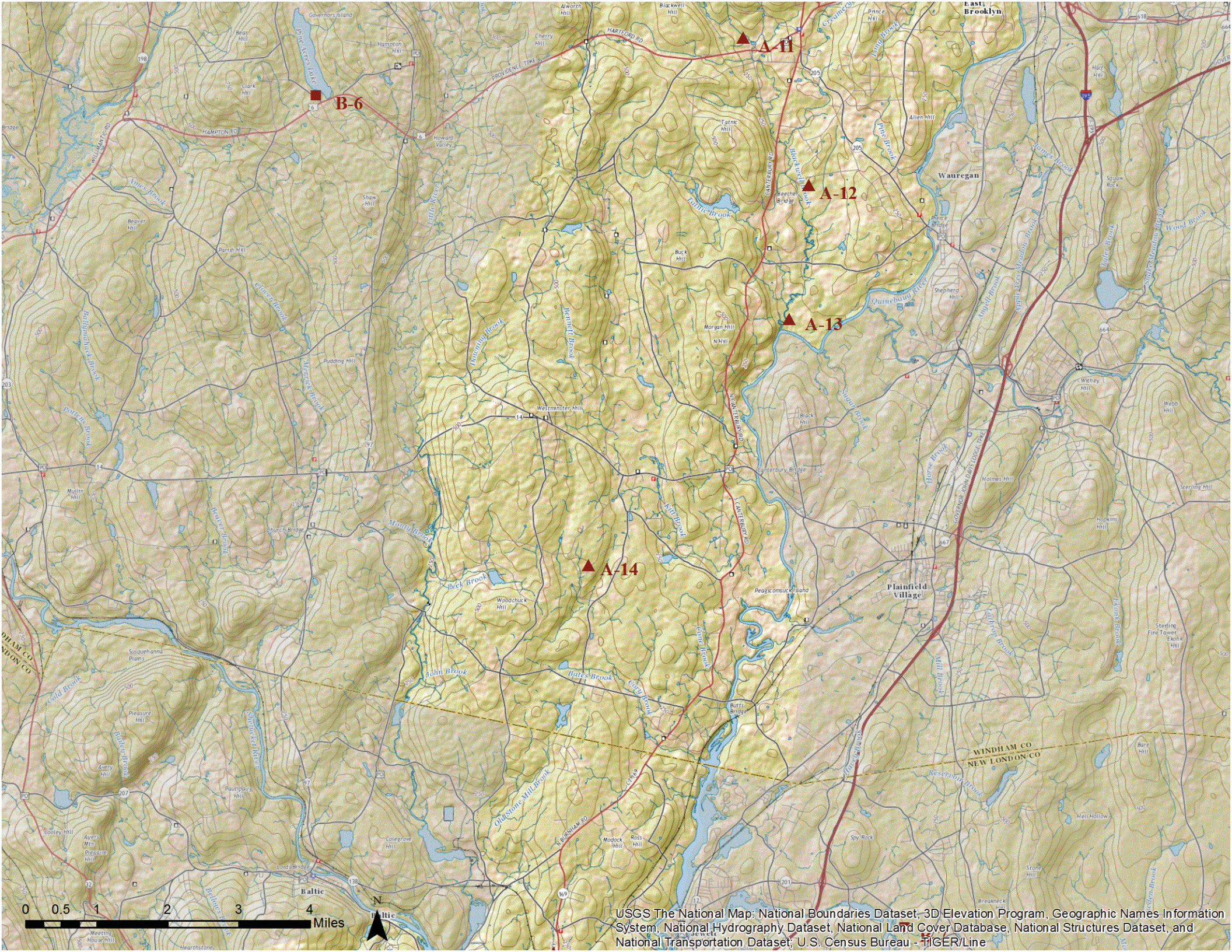










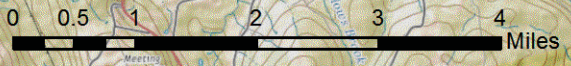


**B-6**

**A-12**

**A-13**

**A-14**

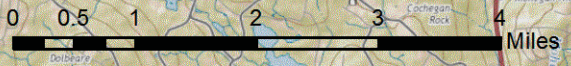
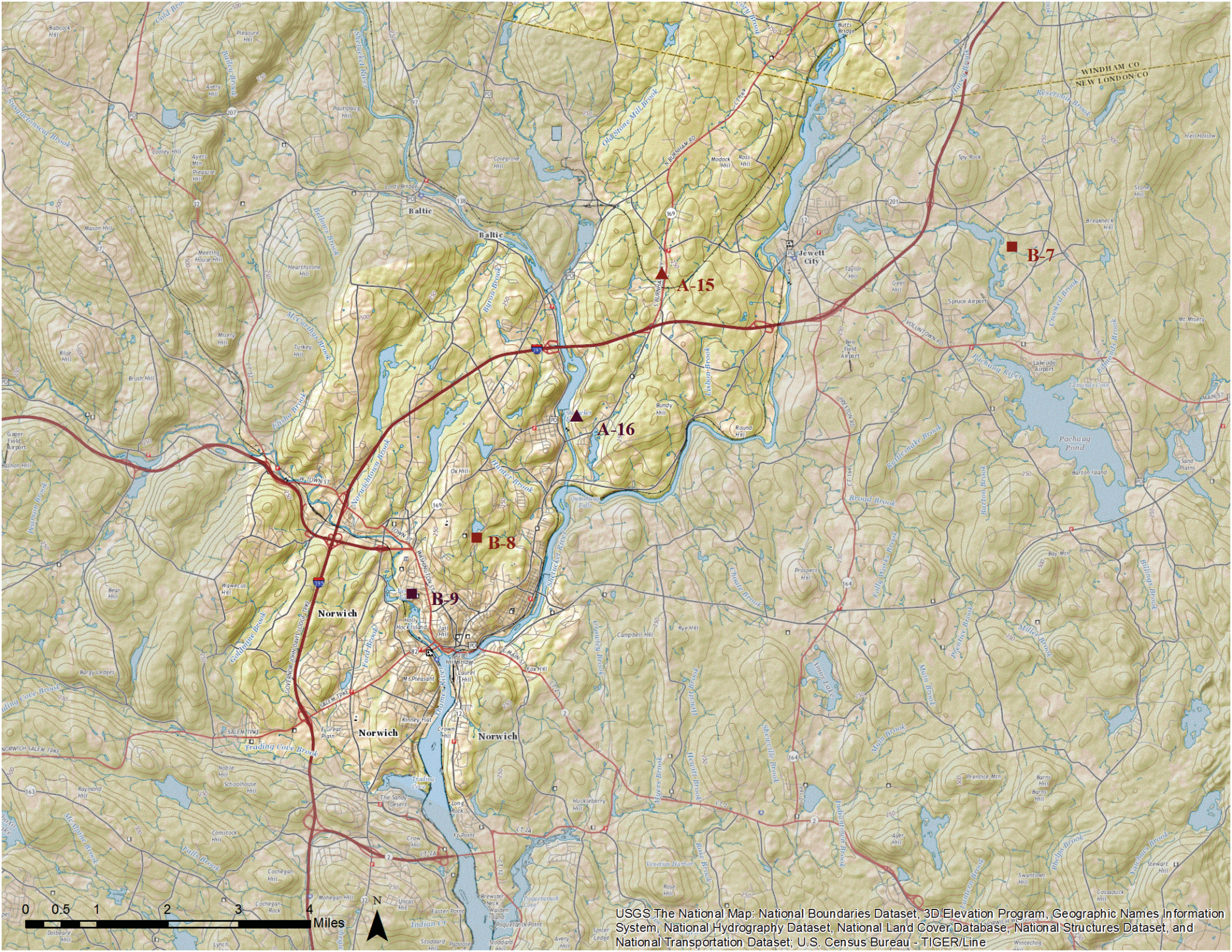


USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line









USGS The National Map: National Boundaries Dataset, 3D Elevation Program, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U.S. Census Bureau - TIGER/Line





# *APPENDIX 3*

## Meeting Information

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## Advisory Committee

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# NECCOG

northeastern connecticut council of governments  
ashford - brooklyn - canterbury - chaplin - eastford - hampton - killingly - plainfield  
pomfret - putnam - scotland - sterling - thompson - union - volunstown - woodstock

## Scenic Route 169 Advisory Committee- Kickoff Meeting

### Address:

Connecticut Audubon Society Center at Pomfret  
218 Day Road,  
Pomfret, CT 06259

### Time:

6:30pm

### Agenda

6:30pm

Opening Statement- John Filchak, Executive Director, NECCOG

Presentation and discussion- Samuel Alexander of NECCOG will present on the scope of the Route 169

Corridor Management Plan, the process for creating the plan, and the responsibilities of the advisory committee.

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125 Putnam Pike, Dayville, CT 06241 p. 860-774-1253 fax 860-779-2056 web [neccog.org](http://neccog.org)





## Scenic Route 169 Advisory Committee

### Meeting Notice:

The Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments will hold a meeting Wednesday, October 14<sup>th</sup>, to aid in the drafting of an updated Corridor Management Plan for the Connecticut Route 169 National Scenic Byway.

*Date:*       **Wednesday, October 14, 2015**

*Location:*   **University of Connecticut, Windham**

**County Extension Center- Large  
conference room**

*Time:*       **6:30pm**

*Address:*   **139 Wolf Den Road,  
Brooklyn, CT 06234**

Please Note: The general public will be allowed to participate at all times during this meeting. Those in the audience are encouraged to use the Public Comment period to raise concerns, in the interest of keeping a focused dialogue throughout the rest of the meeting.

### Agenda:

6:30pm

- I. Introduction and opening remarks- *Samuel Alexander, NECCOG*
- II. Public Comment: The general public will have an opportunity to voice concerns regarding Route 169
- III. Discussion of planning goals: Planning goals answer the question, "*What are the desired outcome of the Corridor Management Plan?*"
- IV. Discussion of intrinsic qualities and their "watersheds": The scenic, historic, cultural, natural, recreational, and archeological resources along the byway corridor

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## Scenic Route 169 Advisory Committee

### Meeting Notice:

The Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments will hold a meeting Wednesday, October 28<sup>th</sup> , to aid in the drafting of an updated Corridor Management Plan for the Connecticut State Route 169 National Scenic Byway.

*Date:*           **Wednesday, October 28, 2015**

*Location:*       **University of Connecticut, Windham  
County Extension Center- Large  
conference room**

*Time:*           **6:30pm**

*Address:*       **139 Wolf Den Road,  
Brooklyn, CT 06234**

### Agenda:

6:30pm

- I.     Discussion of the planning process and possible adjustments
- II.    Review of drafted goals per the 10/14 meeting
- III.   Discussion of the road's intrinsic qualities (discussion will continue at the 11/18 meeting)
  - a.    Scenic
  - b.    Historic- *What are the significant historic resources and what is the watershed?*
  - c.    Cultural- *What are the cultural resources and what is the watershed?*
  - d.    Natural- *What natural environment resources are significant to the corridor?*
  - e.    Recreational- *What is the watershed for recreation (agritourism, State parks, etc.)?*
  - f.    Archaeological- *What is the watershed for the few archaeological resources of the region?*
- IV.   Open comment period

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## Scenic Route 169 Advisory Committee

### Meeting Notice:

The Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments will hold a meeting Wednesday, November 18<sup>th</sup>, to aid in the drafting of an updated Corridor Management Plan for the Connecticut State Route 169 National Scenic Byway.

*Date:*        **Wednesday, November 18, 2015**        *Location:*    University of Connecticut, Windham

County Extension Center- Large  
conference room

*Time:*        **6:30pm**

*Address:*    **139 Wolf Den Road,  
Brooklyn, CT 06234**

### Agenda:

6:30pm

- I.    Discussion of the planning process and recent updates
- II.   Overview of what was learned at public workshops on November 4<sup>th</sup> and 5<sup>th</sup>
- III.  Continuation of discussion of the road's intrinsic qualities (discussed at the 10/28 meeting)
  - a.   Scenic
  - b.   Historic- *What are the significant historic resources and what is the watershed?*
  - c.   Cultural- *What are the cultural resources and what is the watershed?*
  - d.   Natural- *What natural environment resources are significant to the corridor?*
  - e.   Recreational- *What is the watershed for recreation (agritourism, State parks, etc.)?*
  - f.   Archaeological- *What is the watershed for the few archaeological resources of the region?*
- IV.  Begin discussion of Marketing, Branding, and Siganage
- V.   Open comment

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## Scenic Route 169 Advisory Committee

### Meeting Notice:

The Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments will hold a meeting Wednesday, December 9<sup>th</sup>, to aid in the drafting of an updated Corridor Management Plan for the Connecticut State Route 169 National Scenic Byway.

*Date:*        **Wednesday, December 9<sup>th</sup>, 2015**        *Location:*        University of Connecticut, Windham

County Extension Center- Large  
conference room

*Time:*        **6:30pm**

*Address:*        139 Wolf Den Road,  
Brooklyn, CT 06234

### Agenda:

6:30pm

- I.    Discussion of what has been drafted so far for the plan
- II.   Overview of November 18<sup>th</sup> meeting
- III.  Continuation of discussion of Branding/Marketing/Signage
- IV.  Begin discussion of Land Use Guidelines
- V.    Open comments

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## Scenic Route 169 Advisory Committee

### Meeting Notice:

The Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments will hold a meeting Wednesday, January 6<sup>th</sup>, to aid in the drafting of an updated Corridor Management Plan for the Connecticut State Route 169 National Scenic Byway.

*Date:*        **Wednesday, January 6<sup>th</sup>, 2015**

*Location:*

**University of Connecticut, Windham  
County Extension Center- Large  
conference room**

*Time:*        **6:30pm**

*Address:*

**139 Wolf Den Road,  
Brooklyn, CT 06234**

### Agenda:

6:30pm

- I.    Discussion of what has been drafted so far for the plan
- II.   Overview of December 9<sup>th</sup> meeting
- III. Discussion of objectives and planning recommendations
- IV.   Open comment

NECCOG meetings are conducted in accessible locations and materials can be provided in accessible formats. If you would like special accommodations, such as an interpreter, please contact the NECCOG at: (860)774-1253, or [neccoffices@necco.org](mailto:neccoffices@necco.org) at least 3 days prior to the meeting. The NECCOG fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. The NECCOG/NECTD does not discriminate on the basis of race, color, national origin, English proficiency, income, religious creed, ancestry, disability, age, gender, sexual orientation, military service, or gender identity or expression. Any person who believes himself/herself or any specific class of persons have been subjected to discrimination prohibited by Title VI or related statutes or regulations may, himself/herself or via a representative, file a complaint with the NECCOG.





## Scenic Route 169 Advisory Committee

### Meeting Notice:

The Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments will hold a meeting Wednesday, January 20<sup>th</sup>, to aid in the drafting of an updated Corridor Management Plan for the Connecticut State Route 169 National Scenic Byway.

*Date:*        **Wednesday, January 20<sup>th</sup>, 2016**                      *Location:*        **University of Connecticut, Windham**

**County Extension Center- Large  
conference room**

*Time:*        **6:30pm**                                                                      *Address:*        **139 Wolf Den Road,**

**Brooklyn, CT 06234**

### Agenda:

6:30pm

- I.     Discussion of what has been drafted so far for the plan
- II.    Discussion of what will be included in a draft plan, once finished
- III.   Discussion of public meetings following the finalization of a draft

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## Scenic Route 169 Advisory Committee

Meeting #1 Notes - October 15, 2015

University of Connecticut Windham County Extension Center, Brooklyn, CT

### Attendance

*Sam Alexander, NECCOG*

*John Filchak, NECCOG*

*Delia Fey, Woodstock*

*Jules D'Agostino, Brooklyn*

*Jill Fritzsche, Canterbury*

*John Baldwin, Canterbury*

### Topics

- *Schedule of Meetings*
- *Scope of Work*
- *Planning Goals*
- *Additional Comments*

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### Discussion

#### Schedule of Meetings

- We will try to have the meetings in the same (centralized) location. Possibly Pomfret Community School
- We will try to change the public workshop to a two-meeting format, possibly in Canterbury and Woodstock as opposed to NECCOG

#### Scope of Work

- An ad will be placed in the Turnpike Buyer
- Better outreach to boards/commission through selectmen
- Use a statement to attract people to meetings (e.g. "Route 169: 32 miles long, ½ mile protected")
- Use public workshop to also gain input on name ideas

#### Planning Goals- Four main goal areas were established

- Marketing/Tourism/Branding
  - "Use the byway as an economic driver"
  - "Use as an avenue for promoting businesses"
- Land Use/Historic Preservation



- Guidance should be given to towns
- Towns should each have a vision for protecting the roadway
- Relate to town plans (POCD)
- Right of Way Improvements/Maintenance
  - Guidance to towns/ConnDOT
  - Traffic calming
  - Different treatments in commercial areas as opposed to rural areas and villages
  - Priorities
    - Curvature/alignment
    - Stone walls
    - Tree canopy
    - Road width
    - Guard rails
    - Approaches
  - “We need an avenue for communication with ConnDOT”
- Regional/State/Intermunicipal Cooperation and Coordination of Efforts
  - The plan needs to be maintained by a permanent committee
  - Subcommittees established for things like marketing
  - Separate plans for things like marketing
  - Communication with ConnDOT is very important
  - What is the balance between property rights and preservation- “how do we get landowners to buy into preservation efforts?” (Each town should address this)
  - Each town should adopt a vision for the preservation of the roadway
  - “How do we get Route 169 on meeting agendas?”

#### Additional Comments

- Name Idea
  - Quinebaug Country Trail
- Grassroots approach to marketing
  - “Instead of contracting with a marketing firm in the coming years, could we pull together people from our communities with expertise in those areas?”
- An assessment of progress relative to the 1995 Plan is needed

## Scenic Route 169 Advisory Committee

Meeting #2 Notes - October 28, 2015

University of Connecticut Windham County Extension Center, Brooklyn, CT

### Attendance

*Sam Alexander, NECCOG*

*John Filchak, NECCOG*

*Jason Vincent, Norwich*

*Jules D'Agostino, Brooklyn*

*John Baldwin, Canterbury*

*Lois Bruinooge, The Last Green Valley*

### Topics

- *Planning Process*
- *Goals*
- *Intrinsic Qualities*

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### Discussion

#### Planning Process

- Overview of upcoming meetings and public workshops

#### Goals

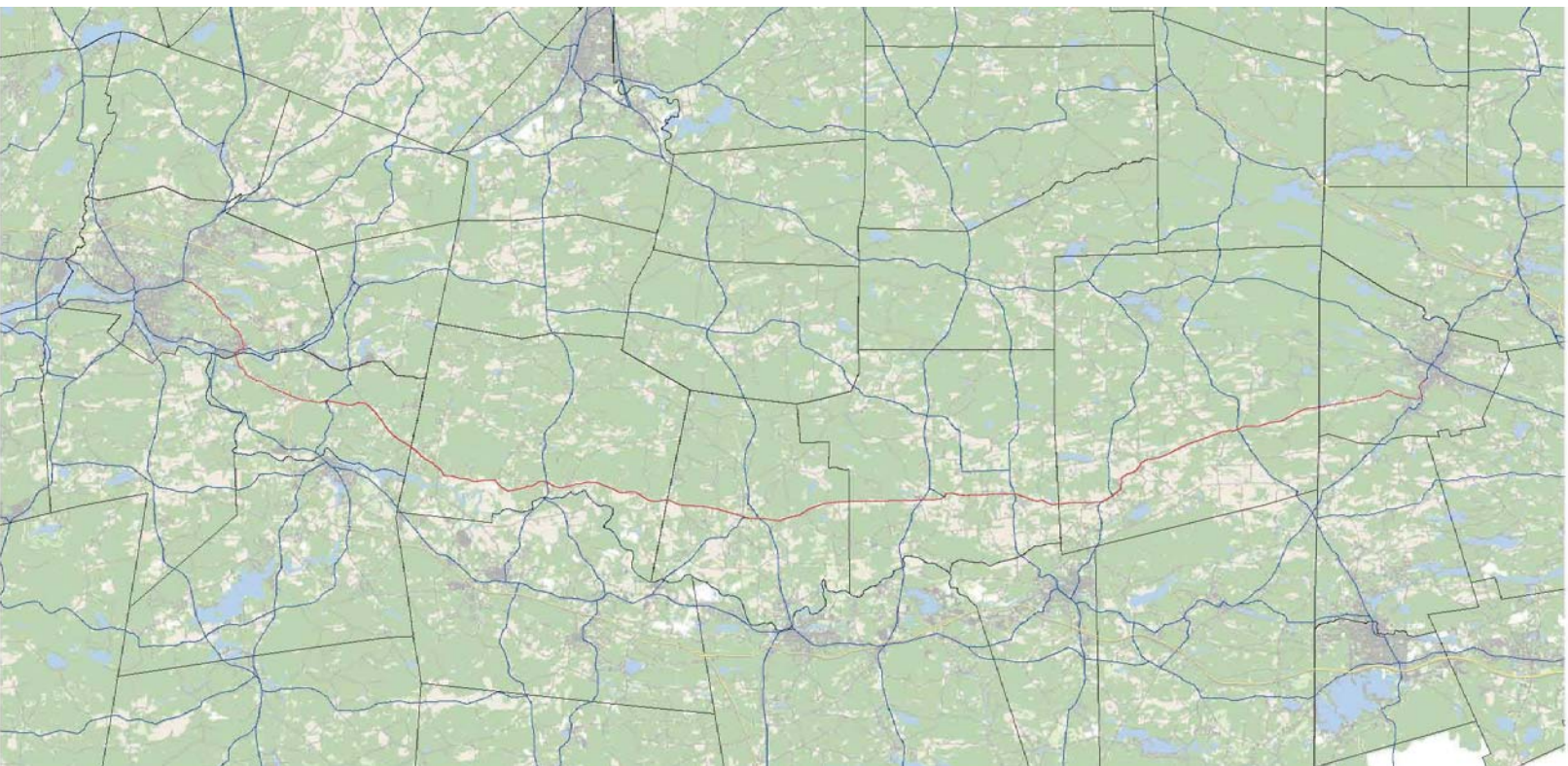
- Presentation of four (draft) goals of the plan

#### Intrinsic Qualities

- Discussion of why we are inventorying intrinsic qualities: It will lay the framework for establishing a geography of the corridor which will impact branding, signage, tourism, etc.
- The 1995 Plan only identified what was visible from or touching the roadway.
- We would like to take a watershed approach for each of the six intrinsic qualities (scenic, cultural, historic, natural, recreational, archaeological) as opposed to just identifying what is touching the roadway.
- A 36x72" map (next page) was used to plot locations of known sites of intrinsic qualities on and off of the immediate roadway to get a sense of the watershed of each intrinsic quality.
- Mr. Baldwin suggested that the watershed for locations of intrinsic qualities should consider how accessible the location is from Route 169, as opposed to some other route.
- Mr. Baldwin suggested that we address genealogy and cemeteries.

### Additional Notes

- Mr. D'Agostino suggested that attendees at the public workshops would like to know the current locations of important intrinsic qualities to get a sense of "what we are trying to protect" and "why they should be interested".
- Mr. D'Agostino asked about quantifying the economic impact of the byway and the money taken in by business, museums, etc.
- Ms. Bruinooge stated that Walktober 2014 drew 60,000 people.
- Mr. Vincent stated that the CT Wine Trail website received 18 Million hits last year.
- Mr. Filchak stated that it may make sense to reach out to UConn for help quantifying the economic impact of the byway.





## Scenic Route 169 Advisory Committee

Meeting #3 Notes- November 18<sup>th</sup>, 2015

University of Connecticut Windham County Extension Center, Brooklyn, CT

### Attendance

*Sam Alexander, NECCOG*

*Jules D'Agostino, Brooklyn*

*Jill Fritzsche, Canterbury*

*Ken Mahler, Lisbon*

### Topics

- Public Workshops (November 4<sup>th</sup> and 5<sup>th</sup>)
- Intrinsic Qualities
- Marketing/Branding/Signage

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### Discussion

#### Public Workshops

- Workshops were well-attended
- Input from the workshops and the previous Advisory Committee meeting resulted in a recommended strategy for addressing the Intrinsic Qualities of the road (see attached)

#### Intrinsic Qualities

- Discussion of three-tiered strategy for categorizing significant locations on the byway, just off of the byway, and within the region. This strategy was formed after hearing input from public workshops as well as the Advisory Committee.
- The committee believed that this approach should be *more focused* on the Route 169 corridor itself.
  - Route 169 should be the main route used to access locations identified in the plan.
  - A 1995 New York Times article spoke to the road and the drive as the standalone reason to travel the byway.
  - It was feared that broadening the corridor could detract from preservation efforts of the byway and that people would choose not to drive the byway at all.
  - The goal should be to keep people off of I-395—people may feel want to hop between locations that are better served by the interstate.
- Off-of-the-road locations should be significant and worth visiting “if you’re in the area”.

### Marketing/Branding/Signage

- Abi Cushman, who designed the NECCOG logo will be providing sample logos for Route 169.
- There was a discussion of NECCOG recommendations for the marketing guidelines and a future marketing plan (see attached).
  - It was suggested that there should be a study of the economic impact of the byway—*is this feasible now or something that should be completed in the future?*
  - Brochures have been used affectively by other organizations, such as Eastern Regional Tourism (Mystic Country) and The Last Green Valley.
  - There should also be a web presence—*would this require a full-time person?*
  - It was suggested that there should be a partnership with Mystic Country and/or The Last Green Valley for any future advertising efforts to reduce costs and not duplicate efforts or compete.

### Additional Notes

- There was a short discussion of land use/roadside issues.
  - Stonewalls should be a major large priority for preservation and it may have been possible in the past to gain funding for stonewall preservation since they are mostly in the right of way.
  - There is an opportunity for engineered turnoffs. Some scenic vistas now have dirt turnoffs where people take pictures, but this is unsafe if when there is a narrow shoulder.

## Intrinsic Qualities

**Scenic quality** is the heightened visual experience derived from the view of natural and manmade elements of the visual environment

**Cultural quality** is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, and vernacular architecture

**Historic quality** encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the visitor of a past event and stir an appreciation of the past

**Natural quality** applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations, and may include geological formations, fossils, landforms, water bodies, vegetation and wildlife

**Recreational quality** involves outdoor recreational activities directly associated with, and dependent upon, the natural and cultural elements of the corridor's landscape

**Archaeological quality** involves those characteristics of the scenic byway corridor that are physical evidence of historic or prehistoric life that are visible and capable of being inventoried and interpreted

-National Park Service, *National Scenic Byways Guide*, 2002





## Strategy

### Three-tiered approach

I will try to take as much as I can and place things into one of three categories. The likelihood of a location being included in the plan will decrease with its distance from the roadway or an identified detour/spur.

#### On the Road

- Located within viewable distance of the roadway
- Everything included in the old plan
- Most scenic and historic qualities, an all archaeological qualities, will fall into this category

#### Off of the Road

- Within a fuzzy distance of the roadway (*~1 mile or two?*)
- Trips to these destinations should require driving Route 169
- Opportunity for marketing of areas like Sharpe Hill, the Samuel Huntington Homestead, and Chelsea

#### Regionally Contributing

- Within a logical distance of the roadway but still within Q-S watershed
- *Should these only be accessible by an identified detour or spur?*
- Opportunity for marketing areas like downtown Putnam and Bigelow Hollow State Park

SCENIC	HISTORIC	CULTURAL	NATURAL	RECREATIONAL	ARCHAEOLOGICAL
key scenic areas and vistas	state and national register properties and place of local significance	events, significant architecture, shopping, dining, agriculture	unique forest communities	Bafflin Preserve and State lands	Quinebaug Prehistoric Archaeological District—if appropriate
highly scenic areas are just off of the byway (Bush Hill)	national register properties and villages (East Woodstock)	Chelsea, Southbridge, antiquing, dining and tourism that adds to a cultural experience	Quinebaug River, Shetucket River, unique forest communities	State lands, fishing and public boat launches	LeBeau Fishing Weir in Danielson?
[not applicable]	places of very high importance (Windham Textile and History Museum?)	Putnam, other nearby mill villages	the Quinebaug Highlands, Pachaug, Bigelow, and Yale Forests?	Bigelow Hollow State Park	[not applicable]

## Branding and Marketing Guidelines

- These guidelines will be general (30,000 feet).
- Guidelines will be an annex to the plan or incorporated into the body.
- It is our intention that a marketing plan be implemented at a later date, following the Corridor Management Plan. It would be beneficial to have a regularly meeting group carry out the creation and implementation of a marketing plan.
- [Abi Cushman](#), who designed the NECCOG logo, is working on sample Route 169 logos.

### *Intent*

- Guidelines should control the use of a logo and tagline.
- Guidelines are not a full-fledged strategy for marketing but should lay a logical framework for that plan.

### *Logo*

- Present logo and outline standards for use (such as alterations, color, size, and file format)

### *Recommendations for a Marketing Plan*

- What should be the scope of a marketing plan?
- What factors of the region are important from a tourism/marketing perspective?
- Who should take the lead and what other groups should be involved?
- Social media?





## Scenic Route 169 Advisory Committee

Meeting #4 Notes- December 9<sup>th</sup>, 2015

University of Connecticut Windham County Extension Center, Brooklyn, CT

Attendance	Topics
<i>Sam Alexander, NECCOG</i>	<ul style="list-style-type: none"><li>• Marketing and Tourism</li></ul>
<i>Jules D'Agostino, Brooklyn</i>	<ul style="list-style-type: none"><li>• Sample logos</li><li>• Signage</li></ul>
<i>Ken Mahler, Lisbon</i>	<ul style="list-style-type: none"><li>• Land Use Guidelines</li></ul>
<i>Delia Fey, Woodstock</i>	
<i>John Baldwin, Canterbury</i>	
<i>Dan Malo, Canterbury</i>	
<i>Syd Blodgett, Woodstock</i>	

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### Discussion

#### Marketing and Tourism

- An outline of Marketing and Branding Guidelines (attached) were distributed. These will be used to guide a future marketing and tourism plan, as well as future signage efforts.
- Suggestions
  - Have dedicated website with simple URL (Route169.com) that can be used with signage
  - Leave it up to businesses to link into the use of a logo or website to market their own business
  - Marketing may take a dedicated staff person
  - Small firms will upkeep a website

#### Sample Logos

- Sample logos (attached) were shown and discussed.
- Suggestions
  - “Tree” logos are not detailed enough for use in signage
  - Options C and A was favorites
  - If two logos are used, they should be consistent in font and imagery
  - Use better rendering of stonewall

### Signage

- Suggestions
  - Other directional/guide signs can be attached to wayfinding signs
  - Use one, consistent design
- What resources exist for signage funding?
  - ConndOT?
  - Grants from FHWA or others?
  - Partnerships with TLGV?

### Land Use Guidelines

- An outline of Land Use Guidelines (attached) was distributed, with red text signifying the intent of each heading—these areas will be expanded.
- General suggestions
  - The name should be changed so that the guidelines are not confused to be a regulating document.
  - Use general wording to describe the area in which the guidelines should be applied (e.g. *Along Route 169*).
  - Explain upfront that they are for use by local land use commissions.
- Other suggestions
  - Suggest a process for creation of an overlay zone that can be used to protect the character of village areas outside of, but adjacent to, the bounds of a Village District or Local Historic District.
  - The town of Canterbury has a floating zone (Neighborhood-Initiated Conservation Zone) which can be used as an overlay zone, and is initiated by property owners. Could this or something similar be suggested for greater zoning protection in areas where a Village District or Local Historic District is not possible?
  - There needs to be a description of incentives to property owners not to subdivide and a list of open space and PDR programs.
  - Describe the cost vs. cost for open space/agricultural land vs. residential in small towns.
  - Show the contrast between new and old engineering on the Merritt Parkway to illustrate engineering impacts to a road's scenic character.
  - Future scenic turnoffs, if developed, should be signed for safety and awareness.

### Additional Notes

- Ken Mahler attended a National Parks Service trail building seminar; information from the seminar may be useful.
- Send out draft documents to the Advisory Committee.
- Increase awareness and buy-in from elected officials; it may be necessary to go to Boards of Selectmen meetings.
- Jules D'Agostino posed the question, "are there any self-sustaining byways [in which a non-profit or for-profit, private entity pays for signs, tourism, etc., not funded through grants but somehow through sharing of tourism revenue?]"

## Scenic Route 169 Advisory Committee

Meeting #5 Notes- January 6<sup>th</sup>, 2016

University of Connecticut Windham County Extension Center, Brooklyn, CT

Attendance	Topics
<i>Sam Alexander, NECCOG</i>	<ul style="list-style-type: none"><li>• Planning objectives and recommendations in Chapter 3 of the plan (<i>attached</i>)</li></ul>
<i>Jules D'Agostino, Brooklyn</i>	
<i>Ken Mahler, Lisbon</i>	
<i>Delia Fey, Woodstock</i>	
<i>Dick Whitney, Southbridge</i>	

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### Discussion

Goal 1: Communicate and plan on the local, regional, and State levels, to ensure that the vision of the Corridor Management Plan is realized

- First selectmen (or chief elected officials) should serve on the permanent Advisory Committee, as well as Planning/Zoning chairmen

Goal 2: Guide the future and planned growth of towns along the byway corridor in a way that does not diminish the rural character of the byway, but rather seeks to enhance aesthetics and sense of place, protect open spaces and farmland, and preserve historic buildings, sites, and patterns of development

- In years between Plan of Conservation and Development updates, work with Planning and Zoning Commissions to annually identify sensitive properties and resources along the byway. Publish and prepare a document of these areas and possible actions to be taken by the commission
- Review, with Planning and Zoning Commissions, the Plan of Conservation and Development and make recommendations for actions related to Route 169



Goal 3: Collaborate with ConnDOT, utility companies, public works departments, and landowners to achieve context-sensitive approaches to future maintenance and improvements that may alter the scenic character of Route 169 and diminish the road's relationship with its rural surroundings

- Education and outreach is important to gain buy-in
- A variation on “Green Up Day” in Vermont (<http://www.greenupvermont.org/>) would be a low-cost, community-based effort that would lead to a greater sense of ownership amongst property owners and other residents
- Public works departments could request permission from ConnDOT to perform certain maintenance activities

Goal 4: Position Route 169 as an economic driver by establishing a byway brand and strategy for marketing and tourism which would allow local businesses and attractions to capitalize off of their location

- Will the proposed signage design work on Route 169? Would ConnDOT approve? Similarly designed signs have been implemented in Massachusetts and elsewhere, but would agency policies in Connecticut prevent their implementation?
- Include Facebook and Twitter symbols on signage
- Are there wood-grained steel reflectors for sign posts that would meet current reflectivity standards?

Town Recommendations

- Consider the creation of a new zoning district for Woodstock Hill, or use a Village District (§8-2j), that would better address the types of uses that are compatible with the area and the existing Historic District. Consider the use of this new zone outside the existing Historic District as well
- Make recommendation to address sand and gravel operations in *all* towns
- Reference the POCD when recommending sidewalks in Newent
- Identify and plan for priority open space areas in all towns

Other Discussion

- If scenic pull-offs are developed, there should be signage warning against littering along the byway—littering has been an issue







## Public Workshops

<u>Announcements</u>	39
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April Workshops	41

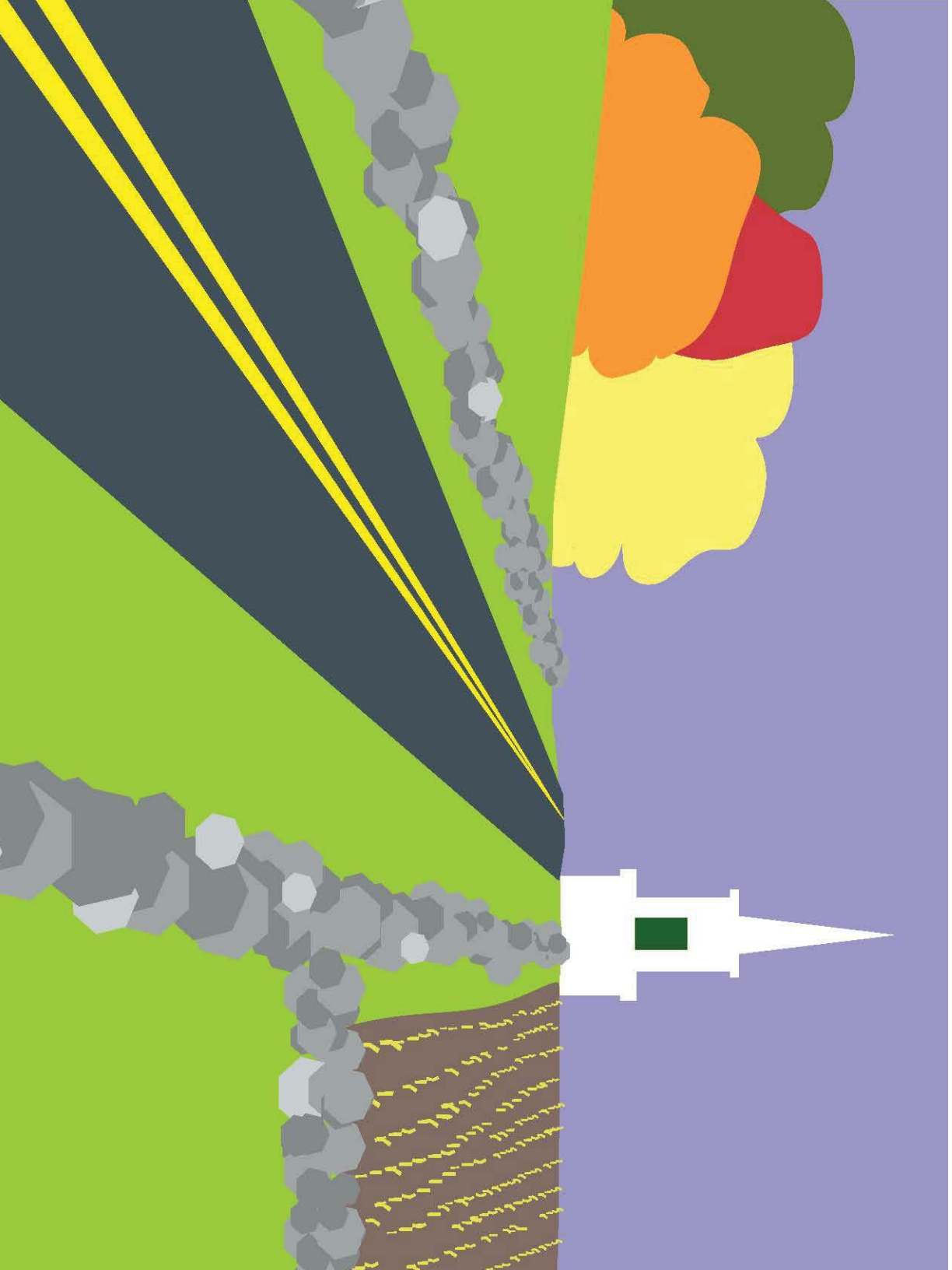


Help the Northeastern Connecticut Council of Governments plan for the preservation of one of the Quiet Corner's most significant resources:

## Connecticut Route 169 National Scenic Byway

One of two nationally designated Scenic Byways in Connecticut

NECCOG will host two public workshops: November 4<sup>th</sup>, 6:30pm, at the Woodstock Town Hall; and November 5<sup>th</sup>, 6:30pm, at the Lisbon Town Hall



**Meetings:**

11/4/2015, 6:30pm at Woodstock Town Hall:

415 Route 169, Woodstock, CT 06281

11/5/2015, 6:30pm at Lisbon Town Hall:

1 Newent Road, Lisbon, CT 06351

**Visit:**

[www.neccog.org](http://www.neccog.org) for more

information about this initiative  
and to learn about NECCOG's Title

VI and Non-Discrimination  
Policies



**neccog**





# Please Join Us!



You are invited to view, and share input into, the draft corridor management plan for the Connecticut State Route 169 National Scenic Byway. The draft plan will be available at <http://necog.org/programs-services/route-169-national-scenic-byway-management-plan-update/> not less than one week prior to the three scheduled meeting dates (see below).

The draft corridor management plan includes recommendations of the Scenic Route 169 Advisory Committee for:

- Land use
- Preservation
- Road maintenance
- Signage
- Marketing
- Tourism opportunities



## Dates and Locations

<b>Tuesday, April 5<sup>th</sup>, 6:30pm</b>	<b>Wednesday, April 6<sup>th</sup>, 6:30pm</b>	<b>Thursday, April 7<sup>th</sup>, 6:30pm</b>
UCONN Windham County Extension Center	Woodstock Town Hall	Lisbon Senior Center
139 Wolf Den Road Brooklyn, CT 06234	415 Route 169 Woodstock, CT 06281	11 Newent Road Lisbon, CT 06351

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