

Scenic Route 169 Advisory Committee

Meeting #4 Notes- December 9th, 2015

University of Connecticut Windham County Extension Center, Brooklyn, CT

Attendance

Sam Alexander, NECCOG

Jules D'Agostino, Brooklyn

Ken Mahler, Lisbon

Delia Fey, Woodstock

John Baldwin, Canterbury

Dan Malo, Canterbury

Syd Blodgett, Woodstock

Topics

- Marketing and Tourism
- Sample logos
- Signage
- Land Use Guidelines

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?]

Byway Branding and Marketing Guidelines

Applicability and Intent

These guidelines serve a dual purpose. First, to control the use of the branding elements of the Connecticut State Route 169 National Scenic Byway, and second, to make recommendations toward the creation of a marketing strategy that will position the byway as a regional driver of economic development. These guidelines are for use by the State of Connecticut and Commonwealth of Massachusetts, including any State agencies or divisions thereof, as well as municipal governments, non-profit organizations, and private businesses and persons.

Branding

Branding refers to the efforts made to establish a relationship between product and consumer, and a successful brand will create a positive impression of what the byway visitor should expect before traveling the byway. In order to properly present and market the Connecticut Route 169 National Scenic Byway, a logo was developed in Fall 2015.

Marketing

The term, “marketing” can be defined as the process by which one party targets activities to alter the “buying behavior”—or equivalent quality—of a second party. Marketing Route 169 will incorporate not only branding elements, but also signage and wayfinding (see Annex B: [Byway Signage and Wayfinding Guidelines](#)).

Signage

Signing is not only fundamental to marketing and branding a National Scenic Byway, but it also generates greater local awareness which leads to increased community pride, so that scenic preservation efforts and greater land use control are politically feasible.

Branding

Logo

The below images, in their presented dimensions, represent the official logos of Scenic Route 169. A logo may stand alone, on its own sign, or be appended to other roadway signs. A logo may also be printed or electronically conveyed in other media. It is recommended that the Partial Logo be used when space requirements necessitate a less detailed representation of the brand.

When using an official logo, the logo must adhere to specified dimensions and colors on the following page and may not be altered in any way. To make use of official logos, contact the Northeastern Connecticut Council of Governments for digital copies in Portable Network Graphic (.PNG) format.

Dimensions and Colors

When using an official logo, the logo must adhere to specified dimensions and colors on



Marketing

Marketing Plan

Purpose

The goal of a marketing plan would be to give *specific* direction to marketing efforts taken by one, or a combination, of the following groups: NECCOG, an ongoing Marketing Committee, The Last Green Valley, Northeastern Connecticut Chamber of Commerce, and Eastern Regional Tourism District (Mystic Country). A marketing plan would include strategies for advertising the byway and positioning the byway and surrounding businesses as drivers of tourism.

Partnerships

- TLGV/NECCC/ERTD- common interests, sharing of staff resources, avoid duplicating efforts

Web Presence

- There should be a website that acts as a "home base" for information related to Route 169
 - Events
 - Special businesses offers
 - Editorials
 - Message board
 - Maps and general information
- Avoid duplicating efforts with TLGV/NECCC/ERTD

Social Media

- Dedicated accounts
 - Twitter
 - Instagram
 - Pinterest

Maps and Brochures

- Brochures at businesses- what is the cost?
- Who would use these?- Campers, people on the byway for other reasons

Signage

Major Sign Locations

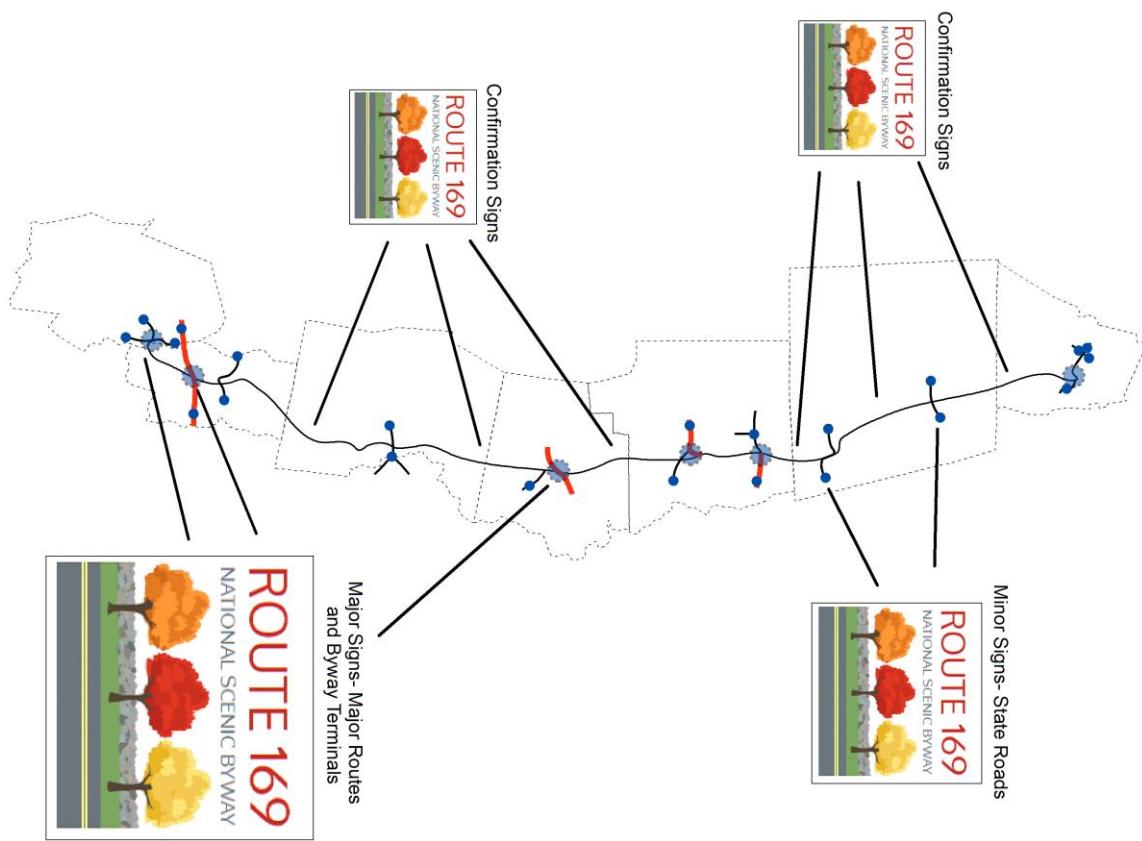
- Terminals and major routes
 - Norwich/Southbridge
 - I-395/Route 6/Route 44-Route 101
- Large, stand-alone signs

Minor Sign Locations

- Other major routes (State routes and possibly town roads)
- May be standalone or fixed to another sign
 - Reduce number of signs on adjacent scenic roads

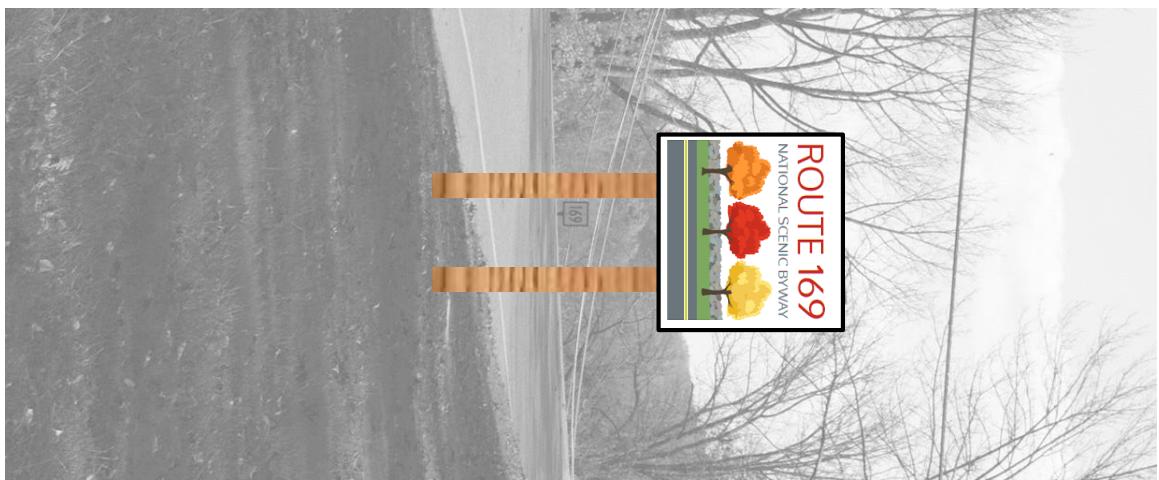
Confirmation Signs

- Trail markers
- Throughout corridor
- Fixed to existing signs (speed limit,

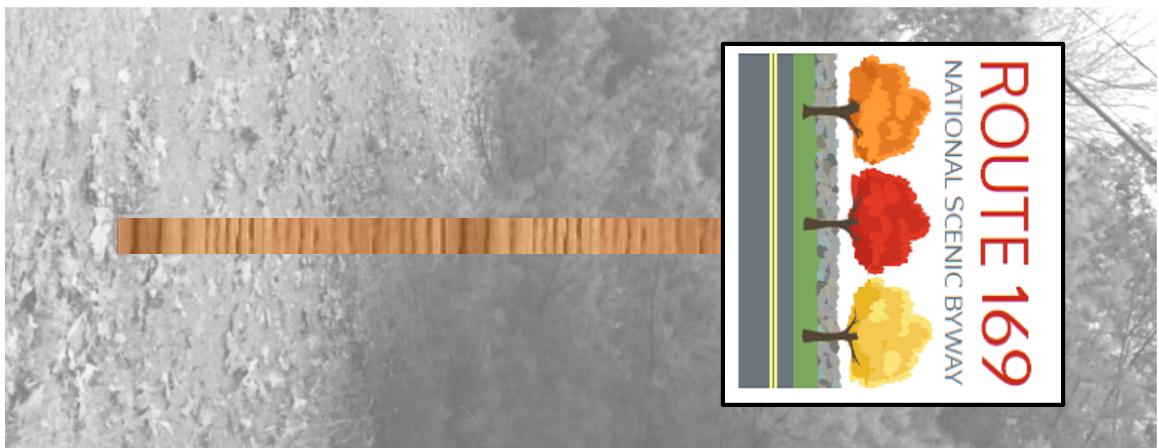


Annex A: Byway Branding and Marketing Guidelines DRAFT

Major Sign



Minor Sign



Confirmation Sign



ROUTE 169

A



B

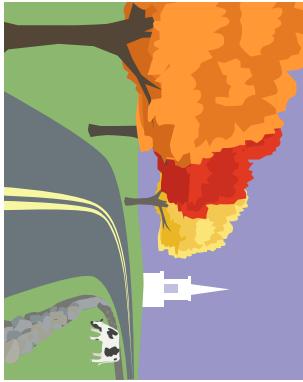


C



ROUTE 169

D



E



F

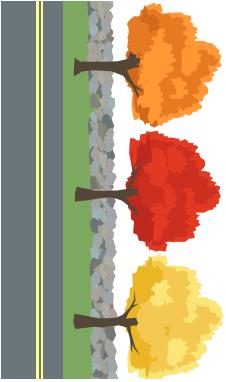


ROUTE 169

ROUTE 169

NATIONAL SCENIC BYWAY

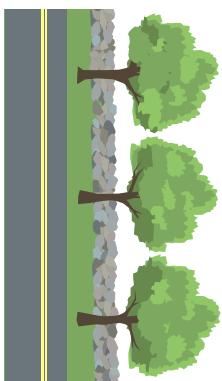
G



H



I



route 169

NATIONAL SCENIC BYWAY

Land Use Guidelines

for the corridor communities of the

Connecticut State Route 169 National Scenic Byway



necog

DRAFT OUTLINE- Annex to the plan

Applicability and Intent

These guidelines are advisory in nature and carry with them no regulatory authority. They represent suggestions for land use codes and landscape design in village centers and other populated areas along the Connecticut State Route 169 National Scenic Byway ("the byway"). These guidelines are a permanent addendum to the *2016 Route 169 Corridor Management Plan* ("the Plan") and are intended for use by municipal and regional officials, boards, commissions, committees, and staff.

These guidelines will follow four themes: *Compatible Use*; *Compatible Form*; *Site Design*; and *Byway Character*. All towns along Route 169, as well as others using these guidelines and wishing to guide development sensitive to scenery, history, and culture, should make clear their intention in the municipal plan of conservation and development (POCD).

Additional Scenic Routes

Municipalities are encouraged to use these guidelines away from the Route 169 corridor as well. Northeastern Connecticut is a region multiple scenic roads, villages, and rural lands. These guidelines promote the planned preservation and enhancement of the regional landscape and its unique sense of place.

Plans of Conservation and Development

The municipal POCDs, adopted pursuant to §8-23 of the Connecticut General Statutes (C.G.S), for towns along the byway should be amended or updated to reflect a need to preserve the scenic character of rural lands and villages along the byway. The following should be included in the POCD:

- ❖ A Vision Statement for the preservation and enhancement of byway as a scenic and cultural resource
- ❖ Recommended changes to zoning regulations and other land use regulations, if needed
- ❖ Identified priority areas for environmental and historic preservation or aesthetic enhancement

Compatible Use

The use of land is controlled by zoning regulations. Finding the correct regulatory balance will assure that land along the byway preserves its historic, rural character, while still providing a necessary level of service.

Compatible Form

The form taken by land and buildings may be guided by zoning regulations and subdivision regulations. In addition, the towns may establish Historic Districts and Village Districts which allow for greater control of the form and character of buildings. Maximizing a town's regulatory capabilities will help ensure that new development remains consistent with the traditional characteristics of byway communities.

Site Design

Municipalities typically own some land in village centers; for instance, local rights of way, village greens, or community facilities and parks. Landscaping improvements and other municipal capital projects for site beautification can have an immense impact on walkability, aesthetic appeal, business viability, and community pride.

Municipalities are also able to implement their own "design guidelines" and a design review process to demonstrate to developers the preferred form taken by, and site improvements made during, development. These documents go beyond what is allowed through conventional zoning and are not compulsory; nonetheless, they have proven valuable in implementing the community vision.

Byway Character

Proper maintenance of the roadway itself, and land within and abutting the public right of way is extremely important to protecting Route 169's character. Features such as stone walls and scenic vistas, and the historic curviness of Route 169 are major reasons for the road gaining its initial designation as a National Scenic Byway.

DRAFT OUTLINE- Annex to the plan

Compatible Uses

Village Centers

Which Uses are Consistent with the Village's Character?

Explains which permitted/specially permitted uses are appropriate for large and small village centers

The Special Permit or Special Exception

Explains the proper way to use the special permit process in order to retain the character of the village and which uses should require a special permit

Tax Relief

What forms of tax relief may be given to farmers, and what is the best way to apply this?

Urban Mixed-Use

Mixed-Use Development

Applicable to Taftville and Southbridge. How can urban areas attract the *right* businesses?

Adaptive Reuse of Mill Buildings

Rural-Residential Zoning Districts

Right to Farm

Enacting a Right to Farm ordinance, and what it does. What are common issues relating to the juxtaposition of residential uses in historically agricultural areas?

DRAFT OUTLINE- Annex to the plan

Compatible Form

Village Centers

Appropriate Density

How can the placement of buildings be controlled to create enclosure, contributing to a stronger sense of place, slower vehicle speeds, visual character, and walkability?

Design Review

What is the design review procedure? What are desirable building styles?

Local Historic Districts

How to create a LHD, and the benefits and drawbacks

Village Districts

How to create a VD, and the benefits and drawbacks

Rural-Residential Zoning Districts

Cluster Subdivisions

What is the correct way to use cluster subdivisions? May be beneficial to use Woodstock as an example of how a Planning/Planning & Zoning Commission can get the "most" out of future subdivision applications.

Urban Areas

Preserving Density

Why is a certain density of buildings beneficial in Taftville/Southbridge?

Commercial Zoning Districts

Outside of Village Centers

Adaptive Reuse

Discuss reuse of mills.

DRAFT OUTLINE- Annex to the plan

Site Design

Village Centers

Landscaping

Plantings, stone walls, etc.

Traffic Calming

Active and passive traffic calming techniques for use in villages.

Rural-Residential Zoning Districts

Subdivision site design

How can subdivisions be designed to better blend with the roadway or be shielded from sight?

DRAFT OUTLINE- Annex to the plan

Byway Character

Alignment and Surface

How can widening and changes in alignment alter the scenic characteristics of the byway and contribute to possibly dangerous driving speeds?

Scenic Areas

Discuss tree trimming and maintenance of overgrowth. What are possible areas for engineered scenic turnoffs (e.g. Canterbury-Brooklyn line)?

Stone Walls

Why are stone walls important? Whose responsibility, where, is stone wall maintenance? What are key stone wall preservation areas?