



LAKES TO LOCKS PASSAGE CORRIDOR MANAGEMENT PLAN VISION, GOALS AND OBJECTIVES

THE VISION

Through the partnership of public, private and non-profit organizations, the scenic, historic, natural, cultural, recreational, and working landscape resources of Lakes to Locks Passage are managed in balance with economic development and tourism promotion. The partners work together to integrate, interpret and promote “The Four Lives of Lakes to Locks Passage” to residents and visitors. Through an intermodal transportation system the byway traveler experiences the individuality of the sub-regions of Lakes to Locks Passage, the authenticity of the communities and the heritage of the residents. Implementation of the Byway Corridor Management Plan has shown the world that Lakes to Locks Passage possesses the character of multiple nations, celebrates a shared heritage, and provides a quality of life for its residents, and an experience for its visitors, that is surpassed by none.

OVERVIEW

The Corridor Management Plan for Lakes to Locks Passage is a “second generation” of planning for the byway. The plan reflects the merger of two NYS byways that share historic, natural, cultural and recreational resources. The merger created a whole that was greater than the sum of its parts, earning the Federal Highway Administration designation as an All-American Road. This designation generated a sense of responsibility to deliver an outstanding traveler experience while instilling a commitment to manage the byway resources in a manner that balances the promote vs. protect paradox.

The plan addresses the needs of two audiences – the resident and the visitor. It articulates a respect for local control and management of the byway, strategies for building pride in communities, generating ownership of the byway at the local level, and developing a commitment to stewardship of the intrinsic resources. Implementation of the plan rests on partnerships between government agencies and non-profit organizations. These local institutions are dedicated to preserving community culture, and are best suited to ensuring that the byway’s resources are protected for future generations.

The vision and goals for the management plan are geared to ensure:

- the traveler has intermodal access to the byway experiences,
- the visitor has an authentic and meaningful experience,
- the delivery of the experience is through real people in real places,
- the economic impact of the visitor is maximized for the community, while the impact to byway intrinsic resources is minimized,
- and the byway management enhances the quality of life for all communities along Lakes to Locks Passage.

From the local visioning process, the commonalities were used to develop regional goals and objectives that unify the regional and community revitalization efforts. The plan provides the justification for investment by both the public and private sectors for implementation of numerous actions that have been identified by state and municipal interests, civic and non-profit organizations, as well as individual and private sector business groups.

LAKES TO LOCKS PASSAGE CORRIDOR MANAGEMENT PLAN CONTENTS

EXECUTIVE SUMMARY

THE NATIONAL SCENIC BYWAY PROGRAM

LAKES TO LOCKS PASSAGE BACKGROUND

BYWAY MANAGEMENT

THE LAKES TO LOCKS PASSAGE APPROACH

- GRASSROOTS CONTROL AND MANAGEMENT
- THE CONTINUUM FROM AWARENESS TO OWNERSHIP
- INDICATORS OF IMPACT

PLANNING PROCESS

LAKES TO LOCKS PASSAGE, INC. MISSION STATEMENT

LAKES TO LOCKS PASSAGE VISION STATEMENT

LAKES TO LOCKS PASSAGE CHARACTERISTICS:

LAKES TO LOCKS PASSAGE INTERPRETIVE THEME

THE ROUTE, CORRIDOR, TRAVELWAYS AND WAYPOINT COMMUNITIES

- THE DESIGNATED BYWAY
- THE CORRIDOR
- THE INTERMODAL TRAVELWAYS
 - The Interconnected Waterways*
 - Lake Champlain Bikeways*
 - Champlain Canalway Trail*
 - Amtrak*
 - First Wilderness Corridor*

THE WAYPOINT COMMUNITIES

- ROADWAY MANAGEMENT
- NYS BYWAY SIGNAGE
- OUTDOOR ADVERTISING

BYWAY RESOURCES

- NATURAL
- RECREATIONAL
- CULTURAL
- HISTORIC
- THE SCENIC COMPOSITION

LAKES TO LOCKS PASSAGE GOALS AND OBJECTIVES

- INTERPRETATION AND EDUCATION.
- ECONOMIC DEVELOPMENT
- TOURISM
- RECREATION
- TRANSPORTATION
- PUBLIC PLACES
- ENVIRONMENT
- WATERFRONTS AND WATERWAYS

MARKETING STRATEGY FOR PLACE-BASED TOURISM

WAYSHOWING

AN AUTHENTIC VISITOR EXPERIENCE
BUILDING LAKES TO LOCKS PASSAGE IDENTITY
WAYPOINT COMMUNITY HUBS
HERITAGE CENTERS
LAKES TO LOCKS PASSAGE AMBASSADORS
VISITOR INFORMATION
 Gateway Kiosks
 Waypoint Community Kiosks
 Wayside Exhibits
POCKET PARKS
INTERPRETIVE PRODUCTS
INTERNET
ITINERARIES

INSTITUTIONAL AND ORGANIZATIONAL CAPABILITIES OF THE REGION

COMMUNITY CAPACITY BUILDING
CURRENT STATEWIDE AND REGIONAL MANAGEMENT PROGRAMS

APPENDIX

LAKES TO LOCKS PASSAGE VISITOR INFORMATION AND INTERPRETATION PLAN
LAKES TO LOCKS PASSAGE MARKETING STRATEGY
CLINTON COUNTY PROGRAMS, RESOURCES AND ACTIONS
ESSEX COUNTY PROGRAMS, RESOURCES AND ACTIONS
LAKE GEORGE LOOP PROGRAMS, RESOURCES AND ACTIONS
CHAMPLAIN CANAL PROGRAMS, RESOURCES AND ACTIONS
MAPS
LIST OF CONTRIBUTORS

INTERPRETATION AND EDUCATION: Foster an understanding and appreciation, by diverse audiences, of the byway's culture, history, and natural environment.

The rich heritage of Lakes to Locks Passage is of interest to residents, visitors and scholars alike. Through a multifaceted and integrated interpretive program, the *Lakes to Locks Passage Corridor Management Plan* can establish a legacy for the culture, history and natural environment through the creation of a "Museum Without Walls" that will engage both the visitor and the host in the learning process. The byway's Waypoint Communities are poised to meet and greet the byway visitor, providing a connection between the resident and visitor for an authentic experience.

The *Lakes to Locks Passage Visitor Information and Interpretive Plan* identifies the byway's interpretive theme of "The Four Lives of Lakes to Locks Passage," fourteen "Regional Interpretive Storylines" and an interpretive scenario for each Waypoint Community. The plan unifies the byway's sites, attractions and interpretive resources providing the basis for interpretive programs and products that deliver a "seamless" regional heritage tourism experience to the byway traveler.

In our digitally connected world, television, computers, the Internet, hand-held devices, and other multi-media devices bring new dimensions to the learning process. Education and interpretation are becoming interactive and highly portable. The interpretive products for Lakes to Locks Passage will be developed for use in conjunction with curriculum in the schools throughout New York State.

OBJECTIVES:

- Support the development of Lakes to Locks Passage Heritage Centers to provide "the personal touch" to visitor information and interpretation of the byway's intrinsic resources.

- Support the development of sustainable management, staffing and funding of Lakes to Locks Passage Heritage Centers.
- Support the development of products and programs for use in both the byway's interpretive venues and educational curriculum.
- Support the development of Pocket Parks along the byway, creating a "Museum without Walls" experience for the byway traveler.
- Support the development of multi-media audio/video programming for the enjoyment of the byway traveler, the byway tourism promoter, and the byway resident.
- Support the development of programs that foster an understanding of the waterway's shared heritage throughout New York and with Quebec and Vermont.

ECONOMIC DEVELOPMENT: Improve the diversity of economic activities in balance with stewardship of community character and byway resources.

The numerous political and geographical boundaries along Lakes to Locks Passage present unique economic challenges to the byway. During the 18th, 19th and early 20th centuries, the waterway served as the "super highway," with prosperous communities along the lakeshores and riverfronts. Over the past fifty years transportation corridors have changed, creating a decline in the commercial and industrial economies, and economic hardships to the historic communities along the corridor. Many communities have lost economic vitality in their downtowns. It is imperative that each community come to appreciate that their environment, culture, aesthetics, heritage and quality of life are essential elements of the authenticity that attracts visitors and new residents. The working landscape of Lakes to Locks Passage is world-renowned for its high quality products, and is responsible for maintaining the outstanding scenic beauty and quality-of-life the residents enjoy.

All aspects of economic activity in our historic downtowns, as well as the working landscape – agriculture, forestry, stone and mineral extraction -- are struggling to remain viable. There is a need for improvements in marketing initiatives, cooperative ventures, public and private sector investments, product development, technology and business management, infrastructure of suppliers, distribution to markets, quality of employment, and providing education to the public and policy-makers.

Opportunities to develop new economic activities based on the natural, cultural, recreational and historic resources of the byway need to be identified and pursued. It is essential that economic development is undertaken in a manner that reflects the natural and cultural heritage, thereby maintaining market differentiation and community pride. Communities must recognize their unique qualities, and maintain their authenticity, through a process of sensitivity – awareness – understanding – appreciation – and finally, a commitment to the stewardship of the historic, natural, recreational, cultural and working landscape resources that are embodied in Lakes to Locks Passage, as the basis for economic revitalization.

OBJECTIVES

- Support improvements for the working landscape marketing initiatives, cooperative ventures, public and private sector investments, product development, technology and business management, infrastructure of suppliers, distribution to markets, quality of employment, and providing education to the public and policy-makers.
- Encourage startup companies and micro-enterprises in traditional downtowns by promoting adaptive reuse of existing buildings for commercial space.
- Utilize the byway's intrinsic resources as a catalyst for economic revitalization strategies for downtowns.
- Support the development of value-added products and utilization of Lakes to Locks Passage branding on regional products.
- Support the development of cooperative marketing ventures.
- Support stewardship activities of the working landscape.

- Utilize buy-local campaigns, farmer’s markets and stands to support agricultural economic development.

TOURISM: Protect the authenticity, provide the personal touch and improve the byway’s tourism products and programs to deliver a “seamless” visitor experience.

Tourism is a major economic opportunity in the Lakes to Locks Passage region, and it is a competitive business. Increasingly, more and more neighboring states, counties and municipalities are competing with each other for tourism dollars. Unlike many of the nation's destinations, Lakes to Locks Passage does not have mass-tourist attractions. Instead, intimate communities, diverse recreational opportunities, remote natural areas, historic sites and cultural attractions dot the landscape. Their scattered distribution – coupled with a fragmented approach to tourism marketing – has prevented these destinations from being linked. As a byway, Lakes to Locks Passage provides a regional approach that sustains community character, unifies the tourism product, and builds identity and recognition -- the keys to economic success with national and international markets.

Riverfront and lakeside villages, charming hamlets and historic cities create a distinctive landscape with a unique sense of place. It must be recognized that cultural heritage and experiential tourism face the preserve vs. promote paradox. The environment, culture, aesthetics, heritage and quality of life are essential elements of the authenticity that attracts visitors and new residents. Communities must recognize their unique qualities, maintain their authenticity, and steward their resources. Tourism development needs to be within the context of the resource; many communities may not be looking for thousands of visitors at one time, but rather a hundred per week, throughout the entire year.

The FHWA All-American Road designation, coupled with the tourism partnership of Quebec-New York Trade Corridor and prominent North American location -- midway between Manhattan and Montreal – position Lakes to Locks Passage for national and international marketing efforts. The Waypoint Communities and Heritage Centers present a unified delivery of visitor information and interpretation along the interconnected waterway, and can provide the basis for a "seamless" visitor experience for the byway.

OBJECTIVES:

- Support the development of Waypoint Community Heritage Centers to “meet and greet” visitors to the region, and deliver a place-based tourism experience.
- Develop a LTLP Sustainable Partnership Program to ensure sustainability of our byway partners to implement the Corridor Management Plan; which in turn, strengthens the sustainability of Lakes to Locks Passage, Inc., the non-profit organization dedicated to the management of the byway.
- Develop a Lakes to Locks Passage Ambassador Program to recruit, train and retain staff and volunteers at LTLP Heritage Centers and byway sites and attractions provide the “real person” connection with the byway travelers, conveying their pride and commitment to the heritage and culture of the community
- Establish a LTLP Waypoint Community identity through uniform design standards, landscaping and signage of community “gateways.”
- Support the development of experiential tourism programs and activities.
- Support the development of interpretive products to deliver the sub-regional (Champlain Canal, Lake George, Lake Champlain's “Adirondack Coast,” and Richelieu Valley) experience to visitors.
- Support the development of a intermodal approach for tourism.
- Support efforts to develop markets for motorcycle and classic car enthusiasts.
- Strengthen the role of the interconnected waterway as the binding force to unify the region as a visitor destination.
- Utilize the commemoration of three historic anniversaries -- the 250th Anniversary of the French and Indian War, the 400th anniversary of Henry Hudson and Samuel de Champlain's explorations, and the 200th anniversary of the War of 1812 to build regional identity and promote visitation.
- Establish cross-border tourism initiatives to provide distinctive and authentic tourism experiences.

- Improve identity and visibility of Lakes to Locks Passage and the byway Waypoint Communities through “virtual” promotions on websites and the internet.
- Market to a tourism audience that appreciates, and is willing to help sustain, the environment, culture, aesthetics, heritage and quality of life of the byway communities.
- Support efforts to minimize the carbon footprint of visitors to the region, promote the “carbon neutral” tourism opportunities.
- Encourage the development and promotion of environmentally-friendly business practices of tourism infrastructure.

RECREATION: Improve the infrastructure and access to the byway’s parks and recreation facilities.

Lakes to Locks Passage possesses a quality, quantity and diversity of recreational resources that is second to none. World-class boating, fishing, camping, biking and hiking opportunities can be found in all seasons throughout the region. The scenic mountains, valleys, lakes and rivers of Lakes to Locks Passage provide the perfect conditions for active pursuits such as snowmobiling, rock climbing or riding river rapids, to more tranquil experiences of birding and snowshoeing. The recreational resources attract both residents and visitors; improvements for access and enhancements to the recreational experience are critical to the future of the byway's recreational resource.

OBJECTIVES:

- Provide public access to, and recreational use of, inland waterways and waterfronts.
- Support the development of intermodal, theme-based trails linked to interpretive programs.
- Support the development of multi-use recreation trails.
- Support the development of public parks and recreation facilities.
- Support recreation-based organizations, initiatives and programs.

TRANSPORTATION: Improve the infrastructure for intermodal transportation within the region and the access to national and international markets.

Lakes to Locks Passage is blessed with a landscape that can support a diverse intermodal transportation infrastructure, providing many options for traveling through the region. Bicyclists, pedestrians and boaters, in addition to ferry, rail, air, and bus services, comprise the intermodal features of the byway. Maintaining the variety of transportation options on land, and water, will facilitate the movement of travelers and increase access to the Byway resources. This will lessen the environmental impact of the transportation network while increasing economic viability and quality of life in the Byway region.

An intermodal network of theme-based routes delivers the visitor experience through the designated Byway and the corridor’s “Backway” routes. The slower modes of travel, coupled with interpretation, allow the visitor to have a meaningful and authentic experience of the region. By having visitors utilize various modes of travel, the sustainability and livability of communities is improved, while increasing visitor access to the local businesses and services, showcasing local culture and heritage -- and enhancing the public enjoyment of the Byway.

OBJECTIVES:

- Support intermodal initiatives with a minimal “carbon footprint” such as Lake Champlain Bikeways, Lake Champlain Walkways, and Lake Champlain Waterways, and expand similar activities throughout the byway corridor.
- Support the development Amtrak infrastructure improvements to encourage modes of travel along the byway that have a minimal “carbon footprint.”
- Support the development of local bike and pedestrian facilities within and between communities.
- Support the development of facilities that improve the land and water interface for intermodal transportation.

- Support the development of locally supported highway infrastructure improvements that enhance intermodal use and safety for the byway traveler.
- Support the development of improved access to, and linkages between, the highway and Byway resource sites.
- Support the development of areas along the highway for use as Pocket Parks, celebrating the significance of the community's heritage, creating a "museum without walls" and a sense of "place" for the byway traveler.
- Support the operations of historic transportation venues such as historic train routes, the *Weatherwax* and *Lois McClure*.
- Support the development of efficient of border crossing facilities to encourage visitors from international markets.

PUBLIC PLACES: Support initiatives for sustaining public places as a key to the quality-of-life in our communities.

Community centers, in both cities and hamlets, maintain their vibrancy and viability through an intricately woven "fabric" of public infrastructure improvements and private investments. Public places are the key to sustainable communities and quality of life in all communities. Elements of the public places include downtowns, streetscapes, waterfronts, parks, public buildings, recreation facilities, museums, galleries, performing arts centers, monuments and public works of art.

Lakes to Locks Passage communities possess a tangible "a sense of place." For the most part, these communities reflect over two hundred years of development, which has instilled a sense of ownership, and leadership, for preserving the unique heritage within each community. Through this leadership, many communities in the Lakes to Locks Passage region pursue stabilization and revitalization of public places as key objectives for economic sustainability.

OBJECTIVES:

- Assist elected officials in efforts to preserve and protect historic resources, revitalize historic downtowns and implement NYS Main Street revitalization initiatives.
- Assist elected officials in the development of locally-supported guidelines for preservation and restoration of historic buildings, stewardship of outstanding scenic resources, community comprehensive plans and land use regulations.
- Support the development of Pocket Parks as a venue for communities to express their heritage and culture.
- Support the establishment and rehabilitation of public parks.
- Support the establishment and rehabilitation of public buildings.
- Support the establishment and rehabilitation of historic sites.
- Support the establishment and rehabilitation of museums.
- Support the establishment and rehabilitation of monuments and public works of art.
- Support the establishment and rehabilitation of visual arts centers and galleries.
- Support the establishment and rehabilitation of performing arts centers.

ENVIRONMENT: Support initiatives to encourage and promote business practices that protect and improve the natural environment and open space, and protect the ecological vitality of the waterways.

Throughout the history of human settlement of the Lakes to Locks Passage region, the waterways have supported the region's economy and defined its traditions and culture. Stewardship of the scenic and ecological landscape, as well as restoring and conserving Lakes to Locks Passage and its environment is a major undertaking of diverse private and public institutions. The region's priorities for the conservation and stewardship of the waterways have been clearly defined by organizations such as the

Lake Champlain Basin Program, Lake George Watershed Conference, Lake George Association, Adirondack Park Agency, NYS Department of Environmental Conservation and numerous environmental advocacy groups. The *Lakes to Locks Passage Corridor Management Plan* embraces and supports the goals, objectives and actions identified in those plans to guide the priorities for environmental restoration and education projects along the byway corridor and within its watershed.

OBJECTIVES:

- Assist elected officials in the protection and restoration of ecological resources, including significant fish and wildlife habitats, wetlands, and rare ecological communities.
- Assist elected officials in the adoption of practices that carefully evaluate the impact of new development and protect the landscape, waterways and water resources.
- Assist elected officials in implementation of practices that protect natural resources and viewsheds, preserve rural character and working landscape, and conserve open space.
- Support local lake, river and watershed restoration and education programs.
- Support local initiatives that create incentives for private landowners to conserve open space as a method of managing natural resources and a sustaining a viable working landscape.
- Support "Green" construction for new and rehabilitated facilities, particularly those that support the tourism industry.
- Support efforts to minimize the carbon footprint of visitors to the region, promote the "carbon neutral" tourism opportunities.

WATERFRONTS AND WATERWAYS: Support initiatives to maintain the vitality of the Lakes to Locks Passage waterfronts by improving the water and land interface.

Long before roads connected our communities, the interconnected waterway of the Upper Hudson River, Lake George and Lake Champlain served as the "highway" for travelers. Many of our communities developed their economy around the waterfronts. As our society has turned to the land-based routes of transportation and commercial ventures, the waterfront has often been neglected or ignored. Future development of the waterfront needs to enhance community character, maximize waterfront benefits, make efficient use of infrastructure, and minimize adverse effects of development. Actions to improve access from water-to-land enhance waterfront vitality, and implement suitable waterfront uses are key to economic revitalization strategies along the waterway.

OBJECTIVES:

- Support efforts to revitalize deteriorated and underutilized waterfronts and strengthen the traditional waterfront focus of a community
- Support local efforts to improve access from the water to the land-based resources.
- Support local efforts to improve public access to the waterway.
- Support local efforts to improve public information about the waterway experience.