

Lake Champlain Byway: Chittenden County Corridor Management Plan

May 2017



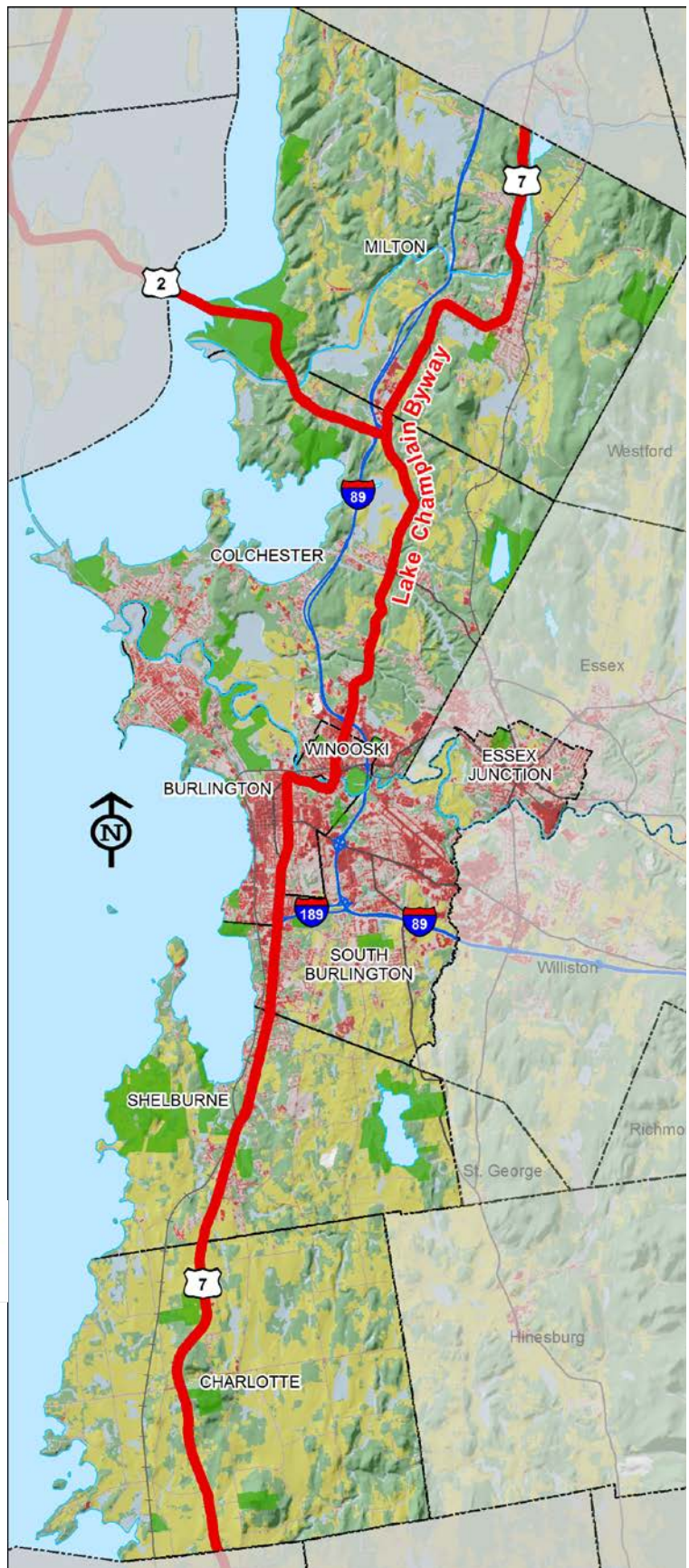
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Preamble

The purpose of this Preamble is two-fold. First, it recaps the activities of the Lake Champlain Byway Council since its inception in November 2004 and secondly, it presents a set of overarching goals and strategies for the Byway as a whole.

The Lake Champlain Byway is a Scenic Byway designated by the State of Vermont located in the northwest portion of the state. From north to south, the formal designated motor route is 134 miles (215 km) long and consists of U.S. Route 2 through the Grand Isle County, U.S. Route 7 through Chittenden County and then portions of U.S. 7 and portions of Vermont Routes 22-A, 73 and 74 in Addison County.

The Byway is managed by the Lake Champlain Byway Council, a registered Vermont Non-Profit Corporation. The purpose of the Corporation shall be to serve as the managing and coordinating body for the Lake Champlain Byway, a designated Byway within the State of Vermont and to undertake and support projects that balance the promotion, preservation, enjoyment, and stewardship of the Byway's intrinsic resources. The Council's Board of Directors consists of 12 members: representatives of seven regional organizations and an additional five at-large members appointed by the first seven members. The Byway was first conceived in the 1990s and then came to fruition in the early-to-mid 2000s. The formation of the Council in November 2004 formalized this long-standing collaboration of the various regional planning commissions, regional chambers of commerce and others organizations.

From late 2004 through spring 2017 the Byway Council carried out various activities to develop the Byway. These activities fell into two categories: coordination and project management. Coordination was carried out by Board meetings to confer on such topics as development of grant proposals, tracking grant implementation, and updates to the Council's Bylaws. Coordination was effected by frequent consultations with the Vermont Agency of Transportation and the Vermont Department of Tourism and Marketing. Going forward it is anticipated that the Byway Council will need to meet less often given the lack of grant funding.

Project management consisted of overseeing the implementation of seven grants secured by the Council from the Federal Highway Administration's (FHWA) National Scenic Byway program as follows:

FY07-#01, Travel Information and Improvements

- Developed a "Lake Champlain Byway" brochure in both English French and outdoor information panels; completed a Byway website; installed trailblazer signs on Route 2 in the Champlain Islands and in towns of Addison County, and developed and constructed two portable toilet shelters in the Islands.

FY08-#05, Corridor Management Plan Update and Capacity Building

- Funded participation of RPC and municipal staff at the 2009 and 2011 National Scenic Byways Conferences and funded the development of the 2017 updates to the three respective County Corridor CMPs.

FY08-#06 Chittenden County Recreational & Cultural Sites Inventory

- Funded the Chittenden County RPC to create a recreational and cultural sites inventory for its eight byway communities and hire contractors to work with each of the communities to provide preliminary designs and cost estimates for various improvements recommended by the inventory.

FY09-#02 Byway Publications

- Developed and distributed a water recreation guide to Lake Champlain and the Byway's other waterways and a winter activities guide.

FY10-#01 and FY11-#02 Bicyclist Rest Areas

- Via a subcontract from the Byway Council, Local Motion (a regional advocacy group for biking, hiking and walking) designed and installed eight small bicyclist rest areas along the route of the Lake Champlain Bikeway which traverses through several Byway communities.

FY12-#01 Interpretive Planning

- Developed and completed an Interpretation Coordination Plan for the Byway.

Management and development of the Byway is informed by its three respective Corridor Management Plans for each of the three counties (Grand Isle, Chittenden and Addison) traversed by the route of the Byway. The purpose of these Plans is to outline protection and enhancement of the byway's intrinsic qualities and character.

The completion of all three county Corridor Management Plans represents the last significant project managed by the Council as Federal Fiscal Year 2012 was the last year such National Scenic Byway grants were made available. Going forward, it is anticipated that the only significant project management activity to be undertaken by the Council will be oversight of the Byway's website, www.lakechamplainbyway.com.

Each CMP is unique to its respective county, however, the Lake Champlain Byway Council and the Board of each of the three respective Regional Planning Commissions hereby endorse the following overarching goal and strategic actions for the Lake Champlain Byway:

Overarching Goal

To undertake and support projects that balances the promotion, preservation, enjoyment, and stewardship of the Byway's intrinsic resources.

Strategies

- 1) Economic Development: promote tourism opportunities that are consistent with the principles of sustainable development;
- 2) Transportation Improvements: promote programs and projects that improve transportation infrastructure for all travel modes, improve safety and enhance the traveler experience; and
- 3) Regional Coordination: promote collaboration in marketing and interpretation among the agencies and organizations with an interest in the Byway's intrinsic resources.

Executive Summary

This *2017 Lake Champlain Byway Chittenden County Corridor Management Plan (CMP)* seeks to first document the first 16 years of the Byway's efforts in the County since the creation of the 2002 CMP when the County's eight Byway communities were first designated as part of the Byway. These are:

- Milton
- Winooski
- Burlington
- Shelburne
- Colchester
- Essex Junction
- South Burlington
- Charlotte

The 2002 CMP was exploratory in tone and presented a wide range of ideas and recommendations. It established three broad objectives, as follows: 1) *to enhance transportation infrastructure and develop multi-modal improvements*; 2) *to create and support educational and recreational opportunities for visitors through strong partnerships with organizations, businesses, nonprofit groups and agencies*; and 3) *to promote and enhance tourism opportunities for the region.*

From 2002 through mid-2017 the Chittenden County Regional Planning Commission (CCRPC), in partnership with these eight communities focused its Byway efforts on implementation of various projects to improve information, interpretation and amenities for the visitor.

Accomplishments in the County's Byway communities have included:

- the fabrication and installation of 16 roadside Lake Champlain Byway highway signs and 37 interpretive panels at key sites as well as the design of several improvements to visitor amenities;
- the production of several informative brochures as well as interpretive cell-phone audio stories, and
- the operation of a Byway website and Facebook page.

In addition to these interpretive and informational projects, these communities also supported and helped to implement various small transportation projects which improved the Byway traveler's experience (see Appendix).

Secondly, this 2017 CMP seeks to learn from the experience of the last 15 years. The Byway had its share of successful projects as noted above and detailed below in the body of the Plan and in its appendices. These successes were built on the reasonable predictability of obtaining FHWA National Scenic Byway grants in the tens and hundreds of thousands of dollars. However, in recent years it became difficult to maintain this momentum as starting in Federal fiscal year 2013 these grants were discontinued as well as annual technical support (conferences, trainings, etc. provided by the Byway Resource Center. That being said, the overall experience of the Byway has been a positive one for its eight Chittenden County communities and the CCRPC and there is no desire to discontinue the designation.

Given the desire to continue to maintain the Byway, the objectives of this new 2017 CMP represent only slight updates to the wording of the 2002 CMP objectives. The objectives for this 2017 CMP are as follows:

1. TRANSPORTATION IMPROVEMENTS:

To enhance transportation infrastructure and develop programs and projects that improve all travel modes, improve safety and enhance the traveler experience.

2. INTRINSIC RESOURCES AND PARTNERSHIPS:

To create and support educational and recreational opportunities for visitors through strong partnerships with organizations, businesses, nonprofit groups and agencies that have an interest in the intrinsic resources of the Byway.

3. SUSTAINABLE TOURISM AND ECONOMIC DEVELOPMENT:

To promote and enhance tourism opportunities for the region through sustainable economic development and conservation of intrinsic resources.

The 2002 CMP detailed numerous projects proposed for implementation. Given the absence of the reliable funding stream provided by the FHWA grants, it would be inappropriate for this plan to do so. Additionally, the objectives below can be met through a variety of projects and programs and the Plan does not wish to limit the imagination of future readers who look to this document for guidance. Therefore this 2017 Plan sets forth desired categories of action for each partner in the Byway effort – the CCRPC, municipalities, agencies, etc.—to pursue.

Table of Contents

Executive Summary.....	iii
List of Figures	vi
List of Tables	vi
List of Appendices	vi
1. Introduction	1
1.1. History of the Byways Program.....	1
1.2. The Lake Champlain Byway.....	1
1.3. The Chittenden County Corridor.....	4
2. The 2002 Chittenden County Corridor Management Plan	6
2.1. Accomplishments of the Byway in Chittenden County	7
2.2 Why a new Corridor Management Plan is needed.	8
3. An Assessment of the Corridor’s Intrinsic Qualities of the Corridor.....	14
3.1. Primary Intrinsic Qualities of the Byway.....	21
3.1.1. Scenic Quality.....	21
3.1.2 Outdoor Recreation	21
3.1.3 Historic	22
3.2. Secondary Intrinsic Qualities of the Byway.....	23
3.2.1 Natural Quality.....	23
3.2.2 Cultural.....	24
3.2.3 Archeological.....	25
4. Strategies for Maintenance and Enhancement of the Corridor’s Intrinsic Qualities.....	25
4.1. 2017 Corridor Management Plan objectives	25
4.2. Potential project types to aid in fulfillment of Plan objectives.....	26
4.3. Organizations involved in management of the Byway’s intrinsic resources	27
4.4. Overall responsibility of organizations that coordinate and/or manage the Byway’s intrinsic resources.....	28
4.4.1. Responsibilities of the Byway Council.....	28
4.4.2. Responsibilities of the Chittenden County Corridor Planning and Implementation Committee	29
4.4.3. Responsibilities of the Chittenden County Regional Planning Commission	29
4.4.4. Responsibilities of the municipalities	31
4.4.5. Responsibilities of the non-profit and private sectors.....	32
5. The relationship of existing and new development to preservation of the primary intrinsic qualities of the Byway.....	33
Scenic Resources.....	33
Outdoor recreation	34
Historic resources	34
6. Public Participation in the management of the Byway.....	34
7 Signage along the Byway	34

8. Marketing the Byway	34
9 Interpreting the Byway's significant resources.....	35
10 Future Updates to this Plan	35

List of Figures

<i>Figure 1. The Lake Champlain Byway.....</i>	<i>2</i>
<i>Figure 2. Lake Champlain Byway: Chittenden County Corridor.....</i>	<i>5</i>
<i>Figure 3. Canadian dollar to U.S. Dollar Exchange Rate, May 2007 to May 2017</i>	<i>9</i>
<i>Figure 4. Intrinsic Resources: Milton & Colchester</i>	<i>16</i>
<i>Figure 5. Intrinsic Resources: Essex Junction, Winooski & Burlington</i>	<i>18</i>
<i>Figure 6. Intrinsic Resources: South Burlington, Shelburne & Charlotte.....</i>	<i>20</i>

List of Tables

<i>Table 1 Lake Champlain Byway: Communities and Year of Designation.....</i>	<i>2</i>
<i>Table 2. Chittenden County Byway Communities, population change, 2000-2015.....</i>	<i>6</i>
<i>Table 3. Implementation of Byway projects in Chittenden County, 2002-2017</i>	<i>8</i>
<i>Table 4. New England Retail Gas prices, regular (all formulations), 2006-2016.....</i>	<i>10</i>
<i>Table 5. Visitors to select Vermont Visitor Information Centers, 2006-2016.....</i>	<i>11</i>
<i>Table 6. Visitors to Mount Philo State Park, 1936-2016, 10-year averages and 2016.....</i>	<i>12</i>
<i>Table 7. Visitors to Sand Bar State Park, 1936-2016, 10-year averages and 2016.....</i>	<i>12</i>
<i>Table 8. Visitors to Niquette Bay State Park, 2009-2016.....</i>	<i>13</i>
<i>Table 9. Intrinsic Resource Sites, Milton.....</i>	<i>14</i>
<i>Table 10. Intrinsic Resource Sites, Colchester</i>	<i>15</i>
<i>Table 11. Intrinsic Resource Sites, Essex Junction.....</i>	<i>17</i>
<i>Table 12. Intrinsic Resource Sites, Winooski.....</i>	<i>17</i>
<i>Table 13. Intrinsic Resource Sites, Burlington</i>	<i>17</i>
<i>Table 14. Intrinsic Resource Sites, South Burlington</i>	<i>19</i>
<i>Table 15. Intrinsic Resource Sites, Shelburne</i>	<i>19</i>
<i>Table 16. Intrinsic Resource Sites, Charlotte</i>	<i>19</i>

List of Appendices

- Appendix 1: Chittenden County Corridor: Interpretive panels sponsored by the Byway
- Appendix 2: Progress on projects from the 2002 Corridor Management Plan
- Appendix 3: Directional/ Wayfinding Sign Standards and Signage Plan for the Chittenden County Corridor of the Lake Champlain Byway, January 27, 2012.
- Appendix 4: Lake Champlain Byway Interpretation Coordination Plan Adopted February 9, 2015 by the Lake Champlain Byway Council

Appendices 5-9 are large PDF files. These can be viewed at:

<http://www.ccrpcvt.org/our-work/economic-development/lake-champlain-byway/>

- Appendix 5: Brochure: Lake Champlain Byway : Explore Vermont's West Coast.
- Appendix 6: Brochure: La route scénique Byway du lac Champlain : Explorez la côte ouest du Vermont
- Appendix 7: Brochure: Lake Champlain Byway: Explore Greater Burlington
- Appendix 8: Brochure: Lake Champlain Byway: Water Recreation Sites
- Appendix 9: Brochure: Lake Champlain Byway: Winter Recreation

1. Introduction

1.1. History of the Byways Program

The [National Scenic Byways Program](#) is part of the U.S. Department of Transportation, Federal Highway Administration. Established in Title 23, Section 162 of the United States Code under the Intermodal Surface Transportation Efficiency Act of 1991 and reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005, the program is a grass-roots collaborative effort established to help recognize and enhance selected roads throughout the United States.

The Byways program was designed for the traveler, offering maps, photos, stories, activities, and visitor information. There are over 150 Nationally-designated distinct and diverse roads designated by the U.S. Secretary of Transportation as part of the Byways program. The program also offers the opportunity for the traveler to research information on U.S. Forest Service Byway Byways, Bureau of Land Management (BLM) Back Country Byways, and US Fish and Wildlife Refuges located along or near America's Byways, as well as state-designated scenic Byways.

As described by the [Vermont Agency of Transportation](#), Vermont's 1977 Scenic Roads Law ([19 VSA 25](#)) established the authority to designate state highways as scenic roads "to preserve through planning the scenic quality of Vermont's landscape." It delegated the Vermont Scenery Preservation Council (established in 1966) with oversight responsibility for the law.

The Vermont Byways Program was established in 1996, partly in response to the National Scenic Byways Program, to obtain federal grants for tourism or resource conservation; promote tourism through marketing; and assist local groups in managing resources along designated byways. The state and towns can designate scenic roads and byways under these programs. Vermont's Scenic Roads, Scenic Highways, and Scenic Byways can be seen on the [Vermont Byways Program](#) website now managed by the Vermont Department of Tourism & Marketing. Transportation projects having involvement with a designated scenic road or byway may require extra coordination with local interests and extra attention to aesthetic concerns.

1.2. The Lake Champlain Byway

The Lake Champlain Byway (*Figure 1, on following page*) is a Scenic Byway designated by the State of Vermont located in the northwest portion of the state. From north to south, the formal designated motor route is 185 miles (297 km) long and consists of U.S. Route 2 through the Champlain Islands, U.S. Route 7 through Chittenden County and then portions of U.S. 7 and portions of Vermont Routes 22-A, 73 and 74 in Addison County.

The Byway has grown steadily since its inception in 2000 as different communities have sought obtained designation. Communities must first submit a draft Corridor Management Plan (CMP) to the Vermont Scenery Preservation Council. If the Plan is approved by the Council, the Vermont Transportation Board then holds a public hearing and formally designates the community. Dates of designation are as follows:

Table 1 Lake Champlain Byway: Communities and Year of Designation

Grand Isle County	
2007	Alburg, North Hero, Grand Isle and South Hero
2011	Isle LaMotte
Chittenden County	
2002	Milton, Colchester, Winooski, Essex Junction, Burlington, South Burlington, Shelburne and Charlotte
Addison County	
2000	Vergennes, Middlebury
2009	Ferrisburgh, Cornwall, Shoreham, Orwell, Whiting
2013	Addison, Panton

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The Council's Board of Directors is comprised of 12 members as follows:

1 member representing each of the following seven organizations:

- Northwest Regional Planning Commission,

Figure 1. The Lake Champlain Byway



- Chittenden County Regional Planning Commission,
- Lake Champlain Regional Chamber of Commerce,
- Addison County Regional Planning Commission,
- Addison County Chamber of Commerce,
- Lake Champlain Bikeways, Lake Champlain Basin Program

and

- 5 at-large members appointed by the seven members above.

The following excerpt from one of the Byway's brochures published in 2010 paints a picture for the reader of the Byway and some of its key resources:

Lake Champlain Islands Basking in the sun on the bow of the Grand Isle ferry or driving across one of the scenic causeways or bridges that connect us to the mainland. There are a few ways to get here, each its own unforgettable introduction to the Lake Champlain Islands. Nestled between Vermont's Green Mountains and the Adirondacks of New York, the Islands sit below the Canadian border amidst the sixth largest freshwater lake in the United States. They are 30 miles long, with four historic villages along the Byway, and all the fun and recreation you desire, as well as the solitude you crave. See the apple blossoms bloom in the spring. Enjoy boating, biking, and beaches come summertime. Apple picking and leaf-peeping are some of fall's favorite activities. Or visit in the winter for ice fishing and lake skating. There are historic sites, lakeside inns and cottages, and several marinas.

Alburgh, on the Canadian border, has bike trails and sand dunes, farmstead cheese and chocolates. The Islands also host five Vermont State Parks providing ample camping opportunities. North Hero has lakeside inns with fine dining and outdoor theater. Grand Isle's Hyde Log Cabin is Vermont's oldest, and South Hero's apple orchards and vineyards are open in season.

Greater Burlington The eight byway communities of the greater Burlington area present a diverse menu of opportunities for the traveler. It includes densely populated urban areas, growing suburban areas and areas that remain rural. Burlington is the hub for the region having a classic small city downtown with its numerous museums and arts and entertainment venues and several lakeside parks and beaches. You can get around easily on foot, by public transportation or use the city's famed bikepath that fronts Lake Champlain. Winooski, an historic mill city, boasts numerous brick and stone buildings reflective of its industrial heritage. The downtown is completely redeveloped with pedestrian-friendly streets and pocket parks and includes a boardwalk along the roaring Winooski River as well as two fine local museums, quiet nature trails and great fishing holes. South Burlington is a newer, growing suburban community but has several excellent parks and natural areas all linked by an extensive recreation path system. Essex Junction is a compact village that hosts the Byway's only Amtrak passenger station. It is also home to the state's largest outdoor cultural and performance venue, the Champlain Valley Exposition which hosts a traditional country fair around Labor Day and numerous other events year-round.

The towns of Shelburne, Charlotte, Milton and Colchester have histories based upon agriculture and other traditional industries. They host many opportunities for outdoor recreation such as parks and natural areas, rivers, ponds and hiking trails. The traveler can experience classic New England village architecture and tour several well-regarded local museums. Of particular interest are Shelburne Museum and Shelburne Farms, Mt. Philo State Park in Charlotte, Sandbar State Park in Milton and the boating center of Mallett's Bay in Colchester.

Addison County

Located in the lower Champlain Valley bordered by the Adirondacks to the west and the Green Mountains to the east, Addison County is rich in lake, pastoral and mountain beauty. History comes alive and each community along the Byway offers glimpses of its past along with an array of social and cultural opportunities—from concerts, museums and community plays to pancake breakfasts and strawberry festivals. In springtime wildflowers grow in profusion, making our roadsides, meadows and woodlands a welcoming garden. Nearby mountains, forests and lakes invite you to pack a picnic, enjoy swimming holes, hike the trails or camp under a sea of stars.

The area's proximity to Lake Champlain and year-round recreation in the Green Mountain National Forest make it a desirable destination. Golf, tennis, hiking and biking are favorite pastimes in the summer; in winter, snowy mountains and fields are perfect for Alpine and Nordic skiing as well as snowshoeing. The golds and reds of autumn make fall foliage some of the most spectacular in the world.

1.3. The Chittenden County Corridor

First designated as part of the Byway in May 2002, the Chittenden County Corridor of the Byway consists of, from north to south, the municipalities of Milton, Colchester, Winooski, Essex Junction, Burlington, South Burlington, Shelburne and Charlotte (cf. Figure 2 on following page). The Corridor's designated Byway motor route is U.S. 7 and a portion of U.S. 2. Although not located on the motor route, Essex Junction is included in the Byway due to its role as a transportation node given that it hosts an Amtrak passenger rail station.

Chittenden County is Vermont's most populous county. It serves as the economic center for northwest Vermont with numerous large and small businesses. It is home to the state's largest medical facility, Fletcher Allen in Burlington; the largest employer, Global Foundries in Essex Junction; the largest educational facility, the University of Vermont in Burlington, and the largest number of cultural facilities and visitor services. The combination of cultural, social, economic and political forces at work here is perhaps the most complex in Vermont and has led to considerable change in the county.

As shown in *Figure 2* the County as a whole also geographically diverse. Its western border is formed by Lake Champlain, which is approximately 124 miles long, up to 12 miles in width and also abuts the State of New York and stretches into the Canadian province of Quebec. The Lake is a linchpin to the regional tourism industry attracting domestic and foreign visitors interested in experiencing its natural beauty and history and its recreational opportunities. The Lake also serves as the primary source of drinking water for a large portion of the county. The other major defining features are the Winooski River and the Lamoille River that flow east to west across the County before emptying into Lake Champlain. Flowing into these two major rivers as well as directly into Lake Champlain are tributaries and smaller rivers such as the Browns River, the Huntington River and the LaPlatte River as well as numerous streams and creeks. The Byway communities along the Lake from Milton south to Charlotte are relatively flat in general although localized topography is often more variable. Moving eastward the landscape shifts with only the areas of river bottom being flat with the foothills of the Green Mountains becoming the defining feature.

Figure 2. Lake Champlain Byway: Chittenden County Corridor

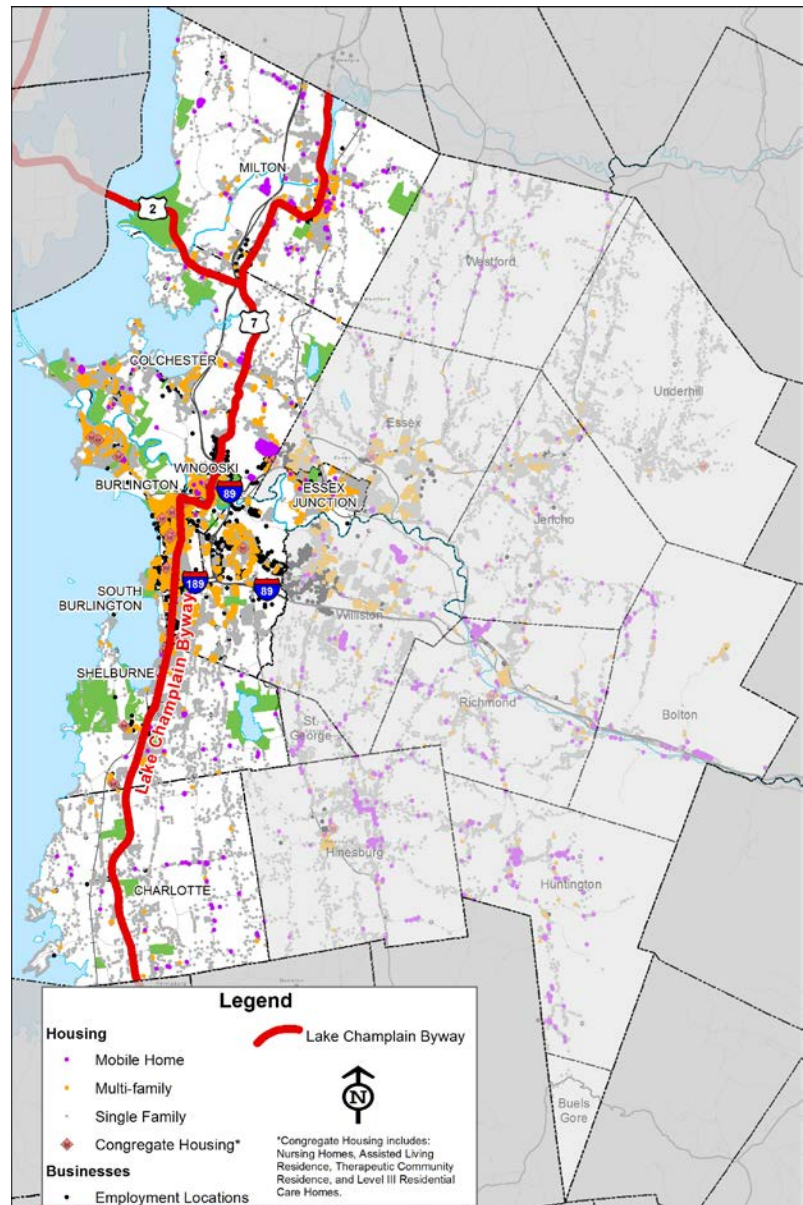


Figure 2 also shows the degree and types of development in the county. Residential, commercial, industrial and institutional uses are concentrated in the core urban and suburban communities of Burlington, Winooski, South Burlington, Williston, Shelburne, Essex, Essex Junction, Colchester and Milton. *Figure 1.2* shows the distribution of housing and employment in the county. Rural populations are scattered along the road system with limited pockets of density at village locations. Farming operations (dairy, beef, horse, vegetables, etc.) are distributed throughout the County although they are more prevalent in the towns of Milton, Colchester, Westford, Charlotte, Richmond, Hinesburg, Huntington, Jericho and Underhill.

Over the past 45 years, residents have seen the area around Burlington transform from farmlands to an urban and suburban landscape supported by a service and manufacturing economic base; however, according to the National Land Cover Datasets, over 80 percent of the county still remains as undeveloped forests and farmland.

Table 2. Chittenden County Byway Communities, population change, 2000-2015

	YEAR			
	2000	2005	2010	2015
BURLINGTON	39,815	41,186	42,417	42,570
CHARLOTTE	3,569	3,675	3,754	3,822
COLCHESTER	16,986	17,096	17,067	17,293
ESSEX JUNCTION	8,597		9,271	9,709
MILTON	9,479	9,979	10,352	10,610
SHELBURNE	6,944	7,105	7,144	7,566
SOUTH BURLINGTON	14,888	16,497	17,904	18,536
WINOOSKI	6,561	6,947	7,267	7,223
<i>April 1 Census Counts for 2000 and 2010.</i>				
<i>July 1 Estimates for 2001-09, 2011-15</i>				

The first Chittenden County CMP was drafted and completed from 2000 to 2002 with major staff assistance from the Chittenden County Regional Planning Commission (CCRPC). The CCRPC is a governmental entity created by the 19 municipalities of Chittenden County under authorization set forth in Vermont Statutes to carry out various required and optional duties. The CCRPC manages and implements a variety of sub-regional and regional projects on behalf of its member municipalities and other entities. Various committees were formed to provide input to CCRPC during the development of the CMP. Drafts of the CMP were reviewed from July through December 2001 and comments and desired changes were incorporated in early 2002. The Vermont Scenery Preservation Council approved the Plan and the requested designation on February 4, 2002 followed by formal approval and designation by the Vermont Transportation Board on May 7, 2002.

2. The 2002 Chittenden County Corridor Management Plan

Byway planning in both Vermont and New York began in the mid-1990s and planning efforts focused on the concept of one Byway circumnavigating Lake Champlain. Each of the organizations for the ten counties abutting the Lake began the process of inventorying assets and exploring desired goals and strategies. For a variety of reasons, however, this one bi-state Byway never took shape. The Lakes to Locks Passage National Scenic Byway in New York moved forward with its own efforts while the Lake Champlain Byway, as described above, gradually evolved on its own as well.

The 2002 CMP was exploratory in tone and presented a wide range of ideas and recommendations. This is not surprising as it was written before the Byway existed and before any Byway projects had been implemented. The document envisioned a lake wide “Byways” comprised of four interconnected travel modes: bicycle paths, waterway routes, walking tours and roads. These modes would serve to reconnect communities to each other in the same way that water travel up and down and back and forth across the Lake once connected people.

The 2002 CMP set forth three broad objectives:

1. TRANSPORTATION AND MULTI-MODAL CONNECTIONS:

To enhance transportation infrastructure and develop multi-modal (auto, bicycle, pedestrian, ferry, equestrian, train, boat, bus, and air travel) improvements in community transportation centers for visitors and residents.

2. INTRINSIC RESOURCES AND PARTNERSHIPS:

To create and support educational and recreational opportunities for visitors through strong partnerships with organizations, businesses, nonprofit groups and agencies that have an interest in conserving the significant intrinsic resources of the Byway.

3. SUSTAINABLE TOURISM AND ECONOMIC DEVELOPMENT:

To promote and enhance tourism opportunities for the region through sustainable economic development and conservation of intrinsic resources.

For each of these objectives, the 2002 CMP discussed and recommended various strategic actions to meet these objectives.

- For Objective 1, the CMP discussed the four transportation modes, waypoint communities, multi-modal transportation centers, railroads, ferries, bus transit, directional and interpretive signage, bike racks / lockers, linking byways with the Green Mountains, safe trail access and use, bike safety programs and restroom facilities.
- For Objective 2, the CMP discussed the six intrinsic resource categories, describes the various entities such as museums, non-profit organizations and agencies that manage these resources and presents a spreadsheet inventory of these resources. The CMP touches on some ideas of how the Byway could work with these entities.
- For Objective 3, the CMP discussed duplication and competition, communications, local perceptions of tourism and byway marketing strategies.

2.1. Accomplishments of the Byway in Chittenden County

From 2002 to the present, the CCRPC worked with its member municipalities to implement various projects and programs consistent with these objectives. The following table lists various non-transportation projects completed with primary funding support from various National Scenic Byway grants along with matching support provided by the Vermont Agency of Transportation, CCRPC non-Federal funds and municipal match of cash and/or staff support.

Table 3. Implementation of Byway projects in Chittenden County, 2002-2017

Project or Program implemented, 2002 – 2017 [See Appendices]	Fulfills 2002 CMP Objective #
Installation of Byway directional roadside signs; 16 in 2007.	1 and 3
Development and installation of interpretive panels; 32 in 2008; 4 in 2011; 2 in 2015.	1
Development & installation of informational kiosks; 3 in 2010; 1 in 2013 and 1 in 2015	1 and 3
Assistance to municipalities in scoping of improvements to visitor amenities	1
Development and publication of a Greater Burlington byway communities' intrinsic resources brochure/map and companion poster	2
Development and publication of two separate Byway promotional brochures, one French, one English for distribution at State visitor centers;	3
Development and management of www.lakechamplainbyway.com including large portions in French; a Byway facebook page and an ArcGIS "story map" mobile/web app.	2 and 3
Development and publication of a Water Recreation Sites of the Byway brochure in 2015	1, 2 and 3
Development and publication of Winter Recreation along the Byway brochure in 2016	1, 2 and 3
Development of Lake Champlain Byway Interpretation Coordination Plan in 2015	2 and 3
Installation of two Bicyclist Rest Areas for users of the Lake Champlain Bikeway in 2016)	1 and 3
Implementation of a cell-phone "interpretive story"/tour in 2017.	1
Completion of an updated Chittenden County CMP in 2017	1, 2 and 3

In addition to the projects noted above, a wide variety of transportation projects recommended in the 2002 CMP have been completed. These include sidewalks, recreation paths, intersection improvements, safety improvements, major road rebuilds, etc. The projects were then brought to completion through the use of Federal, state and municipal funds. See Appendices for details on these projects.

2.2 Why a new Corridor Management Plan is needed.

The 2002 CMP successfully met the requirements of Corridor Management Planning required for designation. However, a new and revised CMP is needed for a variety of reasons.

- first, the State of Vermont's Byway program requires it;
- second, the plan needs to be updated to reflect the current state of the Byway's intrinsic resources;
- third, the Byway must take account of the elimination of Federal NSB grant opportunities and program support that started in Federal fiscal year 2013, and
- fourth, a new CMP needs to incorporate what the Byway and its supporting

organizations have learned as they have implemented various projects and collaborated together to “manage” the Byway over the last several years.

According to the Vermont Byways Program manual, “a byway’s corridor management plan must be kept up to date as necessary.” The manual requires that every five years, a Byway “recertify” itself by submitting documentation that the quality of the byway’s intrinsic resources have not eroded, evidence on work done to advance the promotion of the byway and progress made on the corridor management plan. The Vermont Byways Program was first overseen by the Scenery Preservation Council which later became the Vermont Byways Council. From 2002 through 2013 representatives of the Byway provided reports both orally and in writing to these Councils. Additionally, CCRPC staff communicated on a regular basis regarding activities of the Byway with the State of Vermont’s Scenic Byways Program coordinator, participated in annual Vermont Byways Summits and similar meetings.

However, starting in 2013, FHWA discontinued funding for the National Byway Program and at that time Vermont moved state coordination of the State Byway Program from Vermont Agency of Transportation to the Vermont Department of Marketing and Tourism. State statutes were subsequently changed dissolving the Vermont Byways Council shifting byway duties of the Council to the Vermont Transportation Board. The CCRPC continues to report on the Byway’s activities to the Vermont Transportation Board and Vermont Department of Marketing and Tourism. Before FHWA funding was eliminated, the Byway Council received a byway grant to update the CMPs for the byway. Completion of this Chittenden County CMP as well as those for Grand Isle and Addison counties will document useful information about the intrinsic qualities in the 22 communities of the Byway which may be used for other planning endeavors.

There has been significant variability in the regional and local tourism situation over the last several years. Tourism is a discretionary expense and is therefore affected by variable such as exchange rates, the prices of gas and the overall economic situation. A key variable affecting visitation numbers is the variable strength of the Canadian dollar as demonstrated in the figure below.

Figure 3. Canadian dollar to U.S. Dollar Exchange Rate, May 2007 to May 2017



Source: www.tradingeconomics.com accessed on 5/8/17.

Gas prices also affect tourism numbers although this can lead to mixed results. When gas prices spike, people tend to travel shorter distances. Fortunately, the Byway is located within a few hours' drive of several large population centers such as Montreal and Boston and within a 10-hour drive of most of the U.S. Eastern Seaboard from Portland, Maine down to Washington, DC.

Table 4. New England Retail Gas prices, regular (all formulations), 2006-2016

Year	Price
2006	2.605
2007	2.788
2008	3.248
2009	2.361
2010	2.81
2011	3.606
2012	3.717
2013	3.615
2014	3.467
2015	2.411
2016	2.148

Source: www.eia.gov, accessed on 5/8/17.

On the other hand, visitors from more distant destinations may forgo a long drive to Vermont during times of high gas prices.

In terms of tracking specific tourist visits to Vermont, let alone to the Lake Champlain Byway, such an exercise is challenging and beyond the scope of this Plan. If the Byway were located on one single road with limited points of access or if the Byway was only comprised of a few major intrinsic resource sites such as a national park or a singular beach, then measuring discrete visitor numbers might be achievable. However, the Lake Champlain Byway itself spans 22 counties and within the Chittenden County Corridor there are numerous points of entry to the Byway. Additionally, the Byway occurs within the context of Vermont's busiest region in terms of business activity, commercial traffic, commuting traffic and visitors come and go from within and without the Byway for numerous reasons besides tourism.

Therefore, just as gas prices and exchange rates vary, so too do visitor numbers into the region. One index that can be examined is recorded visits (via electronic eyes at entrance doors) to the State's network of 15+ Visitor Information Centers. There are two such centers located immediately outside of the Chittenden County Corridor both located on Interstate 89: Georgia Southbound (located just north of Milton) and Williston Northbound (located just east of South Burlington). Visitor counts at these facilities from 2006 through 2016 are as follows:

Table 5. Visitors to select Vermont Visitor Information Centers, 2006-2016

Year	Georgia SB	Williston NB	Vermont
2006	103,022	370,490	3,970,227
2007	117,278	374,079	3,999,756
2008	116,590	338,891	3,786,304
2009	116,364	374,374	3,273,482
2010	110,507	366,461	3,231,137
2011	101,547	350,098	3,001,702
2012	103,385	341,767	2,984,873
2013	91,705	334,632	3,233,784
2014	98,386	329,159	3,297,553
2015	95,200	340,174	3,339,292
2016	98,275	322,415	3,340,833

With regards to visits to all of the Vermont Centers, this data is affected by both permanent and temporary closures. For example, in February 2009 four less-visited Centers were closed; in May 2011 one heavily visited Center was temporarily closed for renovations while in 2016 one new Center was opened. According to staff at the Vermont Welcome Centers (personal communication, 5/9/2017), over the last 10 years operating hours especially in late evening have been curtailed at several locations. Notably, however, there has been little change in operating hours at the Georgia Southbound and Williston Northbound centers. Staff related that both spikes in gas prices or the lower purchasing power of the Canadian dollar have an impact on visitor numbers.

The Byway's transportation infrastructure continues to evolve. On the positive side, major improvements and upgrades have been implemented in portions of Chittenden County such as road widening and sidewalks along Route 7 in Shelburne, South Burlington, Burlington and Milton; improvements at Burlington International Airport; operation of the bike ferry linking Colchester and South Hero and the continued expansion of paved bike paths. On the negative side, Amtrak passenger service to Essex Junction remains at 1 train per day with the "Vermont" departing Washington, DC around 8 a.m., passing through New York City around 12 noon and finally reaching Essex Junction at around 8 p.m.

There are new intrinsic resource attractions serving the traveler now. The most notable is the ECHO Lake Aquarium and Science Center which opened in 2003 on the Burlington waterfront and has become a major year-round destination. The Champlain Valley Exposition in Essex Junction continues to draw visitors in the summer months but also now has heavy use by conventions and associations throughout the year. Starting in 2013 Shelburne Museum transitioned to year-round operation. Ethan Allen Homestead & Museum remains popular.

Recreational opportunities continue to grow. State parks remain as long standing attractions to both tourists and local residents. There are four State Parks located in Chittenden County, three of which are located in the County Corridor of the Byway: Mount Philo State Park in Charlotte,

Sand Bar State Park in Milton and Niquette Bay in Colchester. Both Mount Philo and Sand Bar opened in 1936 and offer stunning views of Lake Champlain and the Adirondacks. As demonstrated in the tables below, annual visits to these two parks are substantial:

Table 6. Visitors to Mount Philo State Park, 1936-2016, 10-year averages and 2016

YEAR	DAY USE	CAMPING	TOTAL
1936-1945	7,606	76	7,682
1946-1955	9,983	380	10,363
1956-1965	11,269	857	12,125
1966-1975	14,493	3,181	17,674
1976-1985	11,798	1,863	13,661
1986-1995	14,253	2,767	17,019
*1996-2005	14,415	2,559	16,974
2006-2015	31,682	2,417	34,100
2016	45,579	2,034	47,613

Source: Vermont State Parks, data file obtained 5/3/2017

Note that there were no visits in 1998 due to Ice Storm in January 1998 (a Federally-declared disaster) which caused extensive tree falls throughout park. Visitor numbers also down in following years as a result.

Table 7. Visitors to Sand Bar State Park, 1936-2016, 10-year averages and 2016

YEAR	DAY USE	CAMPING	TOTAL
1936-1945	12,393	393	12,786
1946-1955	32,548	3,864	36,412
1956-1965	40,244	8,122	48,367
*1966-1975	57,337	3,393	60,729
1976-1985	68,890	0	68,890
1986-1995	77,864	0	77,864
1996-2005	47,977	0	47,977
2006-2015	43,632	0	43,632
2016	41,024	0	41,024

Source: Vermont State Parks, data file obtained 5/3/2017

Note that camping was no longer allowed effective in 1971. Day use levels can also be affected by lake conditions such as water level. For example, on May 6, 2011, spring levels reached 103.2 ft., 2.2 ft. above the 101 ft. 100-year floodplain and stayed high for several weeks after. Total day use visits in 2011 were down to 33,373.

Niquette Bay is a more recent addition to the State Park system. Only day use is allowed. Annual visits by both tourists and Vermonters have grown steadily.

Table 8. Visitors to Niquette Bay State Park, 2009-2016

YEAR	DAY USE
2009	5,587
2010	6,866
2011	6,085
2012	10,008
2013	8,945
2014	14,373
2015	14,536
2016	15,566

Source: Vermont State Parks, data file obtained 5/3/2017

In addition to visits to State parks, traditional tourist activities such as fishing, boating, and museums remain popular. Indeed the popularity of recreational fishing on the Lake has grown tremendously. For example, the local non-profit, Lake Champlain International organizes an annual Father's Day fishing derby which hosts more than 5,000 participants from more than 30 states. Lake Champlain is also repeatedly named as one of the nation's top bass fishing destinations by national and trade media. Biking, both mountain and road, continues to grow in popularity. The area also gained exposure through hosting the 2011 and 2012 USA Triathlon Age Group, Sprint and Elite National Championships.

In addition to recreational pursuits, the Byway's communities have seen a steady growth in private sector activities that cater to both residents and visitors. These include numerous restaurants and specialty food producers as well as new hotels, and like other areas of the country, the expansion of AirBnB as a lodging option.

The Plan most also be based upon the new fiscal reality facing the Byway; the lack of a dedicated Federal grant funding source beginning in Federal Fiscal Year 2013 which is not anticipated to be revived. Operative from late 1990s through FY2012, the National Scenic Byway grant program represented the most common and reasonable opportunity for Vermont's Byways to access significant grants commonly in the range of \$20,000 to \$100,000 each. However, Congressional action with the "MAP-21" Federal Highway funding bill in FY13 discontinued funding the annual grant program (of more than \$30 Million dollars annual) and failed to reinstate the America's Byways Resource Center eliminated the year before by the U.S. Secretary of Transportation. The Center organized a national conference every two years and also had dedicated staff who would conduct site visits throughout the country including Vermont one to two times a year for more focused trainings.

Last, as noted earlier, the 2002 CMP was somewhat of an abstract exercise in that the Byway did not yet exist when it was written. In Chittenden County, the CCRPC has worked since 2003

to implement various deliverables funded through grants provided by FHWA's National Scenic Byways program. In addition, the CCRPC has been meeting regularly with other members of the Lake Champlain Byway Council to share ideas for advancement of the Byway and to jointly work on submitting grant proposals and managing projects. Through this process of managing and implementing Byway projects, the CCRPC and staff of its Byway communities have learned some valuable lessons about how the Byway should be managed. This update of the Corridor Management Plan is informed by those lessons.

3. An Assessment of the Corridor's Intrinsic Qualities of the Corridor

For the purposes of this CMP we shall utilize the definitions provided by the National Scenic Byways program. **An intrinsic quality is defined as "features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area. Intrinsic qualities arise from a particular combination of resources along a byway that together define its character, interest and appeal."** The National Scenic Byways (NSB) program places intrinsic resources into six categories: scenic, outdoor recreation, historic, natural, cultural and archeological (archeo). The following discussion cites the NSB definition for each intrinsic quality and then assesses these qualities vis-à-vis the Chittenden County Corridor. [*Note: For purposes of discussion, the intrinsic qualities are described as either primary or secondary for the Corridor as a whole. The relative importance of each of these qualities, however, varies by community.*]

The following tables list the intrinsic resource sites in each of the Byway's eight Chittenden County Corridor communities.

Table 9. Intrinsic Resource Sites, Milton

Map Number	MILTON	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
1	Bombardier Park	Town of Milton		X				
2	Eagle Mountain Natural Area	Town of Milton	X	X		X		
3	Lamoille River Fishing Access	VT Dept. of Fish & Wildlife		X				
4	Lamoille River Park	Town of Milton	X					
5	Lamoille River Walk	Town of Milton		X				
6	Milton Historical Museum	Milton Historical Society			X		X	
7	Milton Public Library	Town of Milton					X	
8	Sand Bar State Park	Vermont State Parks	X	X		X		
9	Sand Bar Wildlife Refuge Fishing Access	VT Dept. of Fish & Wildlife		X		X		
10	Sandbar Wildlife Management Area	VT Dept. of Fish & Wildlife		X		X		
11	Sears Fishing Access	VT Dept. of Fish & Wildlife		X		X		
12	Town Forest and Pond	Town of Milton	X	X		X		
13	Van Everest Fishing Access	VT Dept. of Fish & Wildlife		X		X		
14	General Stannard House	Milton Historical Society	X					

Table 10. Intrinsic Resource Sites, Colchester

Map Number	COLCHESTER	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
15	Airport Park and Log Schoolhouse	Colchester Historical Society			X		X	
16	Bayside Park	Town of Colchester	X	X		X		
17	Burnham Memorial Library	Town of Colchester					X	
18	Causeway Park and Island Line Trail	Town of Colchester	X	X	X	X		X
19	Colchester Bog	UVM Natural Areas Program		X		X		
20	Colchester Historical Society	Colchester Historical Society			X		X	
21	Colchester Point Fishing Access	VT Dept. of Fish & Wildlife		X		X		
22	Colchester Pond	Winooski Valley Parks District	X	X		X		
23	Delta Park	Winooski Valley Parks District	X	X		X		
24	Fort Ethan Allen Historic District	Town of Colchester						
25	Half Moon Cove Wildlife Management Area	VT Dept. of Fish & Wildlife		X		X		
26	Heineberg Access/Billado Park	Town of Colchester		X		X		
27	Law Island	Town of Colchester	X	X		X		
28	Macrae Farm Park	Winooski Valley Parks District		X		X		
29	Malletts Bay Fishing Access	VT Dept. of Fish & Wildlife		X		X		
30	McCarthy Arts Center	St. Michael's College					X	
31	Niquette Bay State Park	Vermont State Parks	X	X		X		
32	Porter Natural Area	Town of Colchester		X		X		
33	Rossetti Natural Area	Town of Colchester	X	X		X		
34	Sunny Hollow Natural Area	Town of Colchester		X		X		
35	Vermont Veterans Militia Museum and Library	Vermont National Guard			X		X	
36	Phoenix Underwater Historic Preserve	VT Division of Historic Preservation		X	X	X		X

Figure 4. Intrinsic Resources: Milton & Colchester

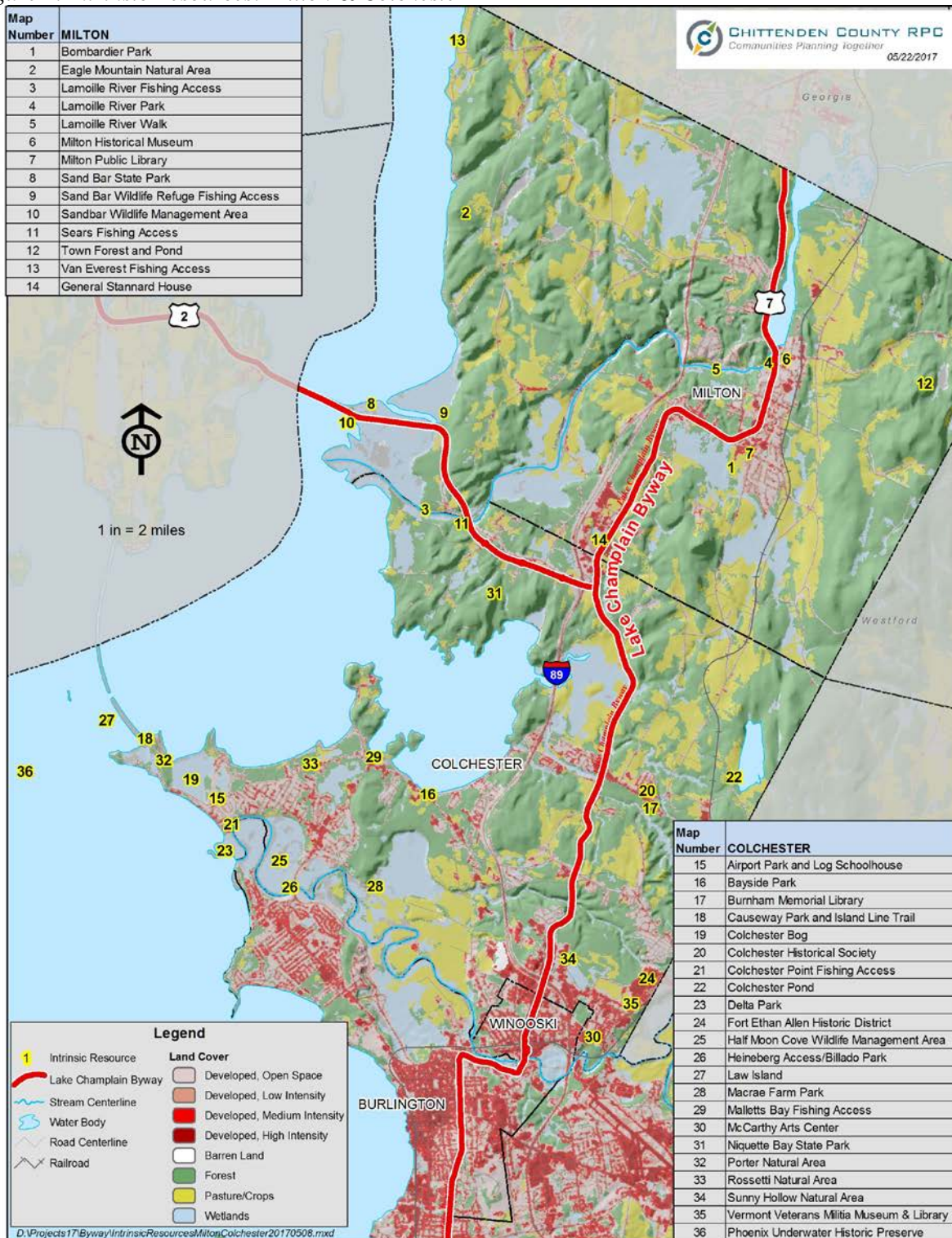


Table 11. Intrinsic Resource Sites, Essex Junction

Map Number	ESSEX JUNCTION	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
1	Brownell Library	Village of Essex Junction			X		X	
2	Champlain Valley Exposition	Champlain Valley Expo			X		X	
3	Downtown Essex Junction Commercial Historic District	Village of Essex Junction			X		X	
4	Historical Society (in Mason Brothers)	Essex Junction Historical Society			X		X	
5	Maple Street Park	Village of Essex Junction		X				
6	Tree Farm Recreation Facility	Village of Essex Junction & Town of Essex		X				

Table 12. Intrinsic Resource Sites, Winooski

Map Number	WINOOSKI	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
7	Casavant Natural Area / Winooski Nature	City of Winooski	X	X		X		
8	Gilbrook Natural Area	City of Winooski		X		X		
9	Heritage Winooski Mill Museum	Winooski Historical Society			X		X	X
10	Landry Park	City of Winooski		X		X		
11	LeClair Avenue Historic District	City of Winooski						
12	Millyard Canoe Access	City of Winooski		X		X		
13	Winooski Falls Mill Historic District	City of Winooski	X	X	X		X	X
14	Winooski Memorial Library	City of Winooski			X		X	
15	Winooski One Hydro Park and Fishway	Burlington Electric	X	X	X	X		
16	Winooski River Walk	City of Winooski	X	X	X	X		

Table 13. Intrinsic Resource Sites, Burlington

Map Number	BURLINGTON	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
17	Bailey-Howe Library	University of Vermont			X		X	
18	Battery Park	City of Burlington	X		X		X	X
19	Battery Street Historic District	City of Burlington			X		X	X
20	Burlington Bikepath	City of Burlington	X	X				
21	Burlington Waterfront	City of Burlington	X	X	X		X	X
22	Centennial Woods	UVM Natural Areas Program	X	X		X		
23	Church Street Historic District	City of Burlington			X		X	X
24	Church Street Marketplace	Church Street Marketplace			X		X	
25	Coal Barge A.R. Noyes Underwater Historic Preserve	VT Division of Historic Preservation		X	X	X		X
26	Community Sailing Center	Community Sailing Center		X			X	
27	ECHO Lake Aquarium and Science Center	ECHO			X	X	X	X
28	Ethan Allen Homestead	Ethan Allen Homestead	X		X	X	X	X
29	Ethan Allen Park	City of Burlington	X	X		X		
30	Fleming Museum	University of Vermont			X		X	X
31	Fletcher Free Library	City of Burlington			X		X	
32	Flynn Theater	Flynn Theater			X		X	
33	General Butler Underwater Historic Preserve	VT Division of Historic Preservation		X	X	X		X
34	Horse Ferry Underwater Historic Preserve	VT Division of Historic Preservation		X	X	X		X
35	Intervale Center	Intervale Center	X	X		X		X
36	Leddy Park	City of Burlington	X	X		X		
37	Local Motion Trailside Center	Local Motion		X				
38	North Beach Park	City of Burlington	X	X		X		
39	Oakledge Park	City of Burlington	X	X		X		
40	O.J. Walker Underwater Historic Preserve	VT Division of Historic Preservation		X	X	X		X
41	Perkins Museum of Geology	University of Vermont				X		X
42	Perkins Pier Boathouse	City of Burlington	X	X				
43	Royal Tyler Theater	University of Vermont			X		X	
44	Salmon Hole Park	Winooski Valley Parks District	X	X		X		
45	Starr Farm Dog Park	City of Burlington		X				
46	University Green Historic District	City of Burlington			X		X	X
47	University of Vermont Dairy Barn	University of Vermont			X			
48	Waterfront / Urban Reserve Dog Park	City of Burlington		X				

Figure 5. Intrinsic Resources: Essex Junction, Winooski & Burlington

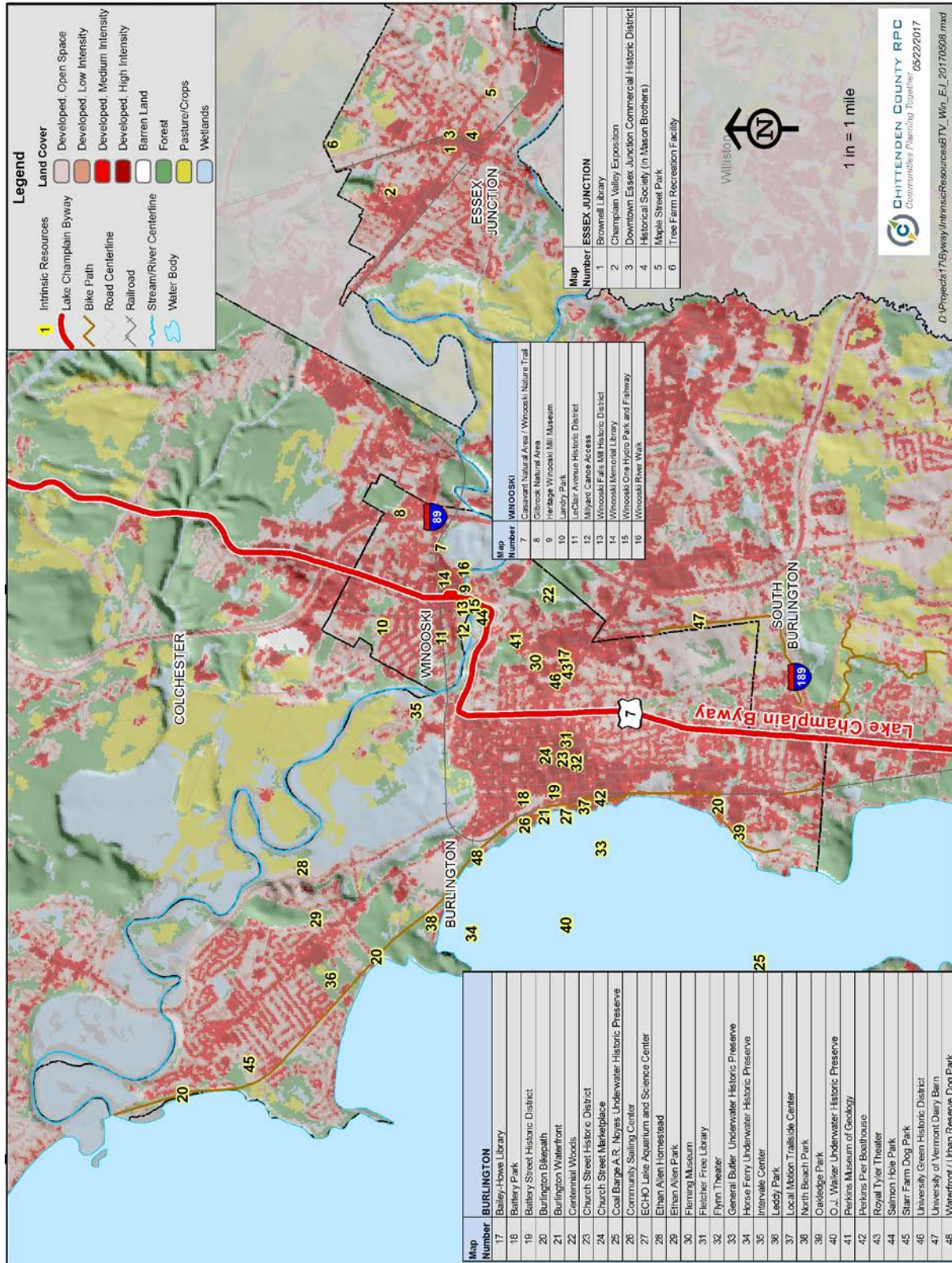


Table 14. Intrinsic Resource Sites, South Burlington

Map Number	SOUTH BURLINGTON	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
1	Awasiwi Trail	City of South Burlington		X		X		
2	Centennial Woods	UVM Natural Areas Program	X	X		X		
3	East Woods Natural Area	UVM Natural Areas Program		X		X		
4	Muddy Brook Park	Winooski Valley Parks District		X		X		
5	Muddy Brook Wetland Reserve	Winooski Valley Parks District	X	X		X		
6	Overlook Park	City of South Burlington	X					
7	Red Rocks Park	City of South Burlington	X	X	X	X		
8	South Burlington Community Library	City of South Burlington					X	
9	South Burlington Recreation Path System	City of South Burlington		X				
10	Wheeler Natural Area	City of South Burlington	X	X		X	X	
11	Winooski Gorge Natural Area	Winooski Valley Parks District	X	X		X		

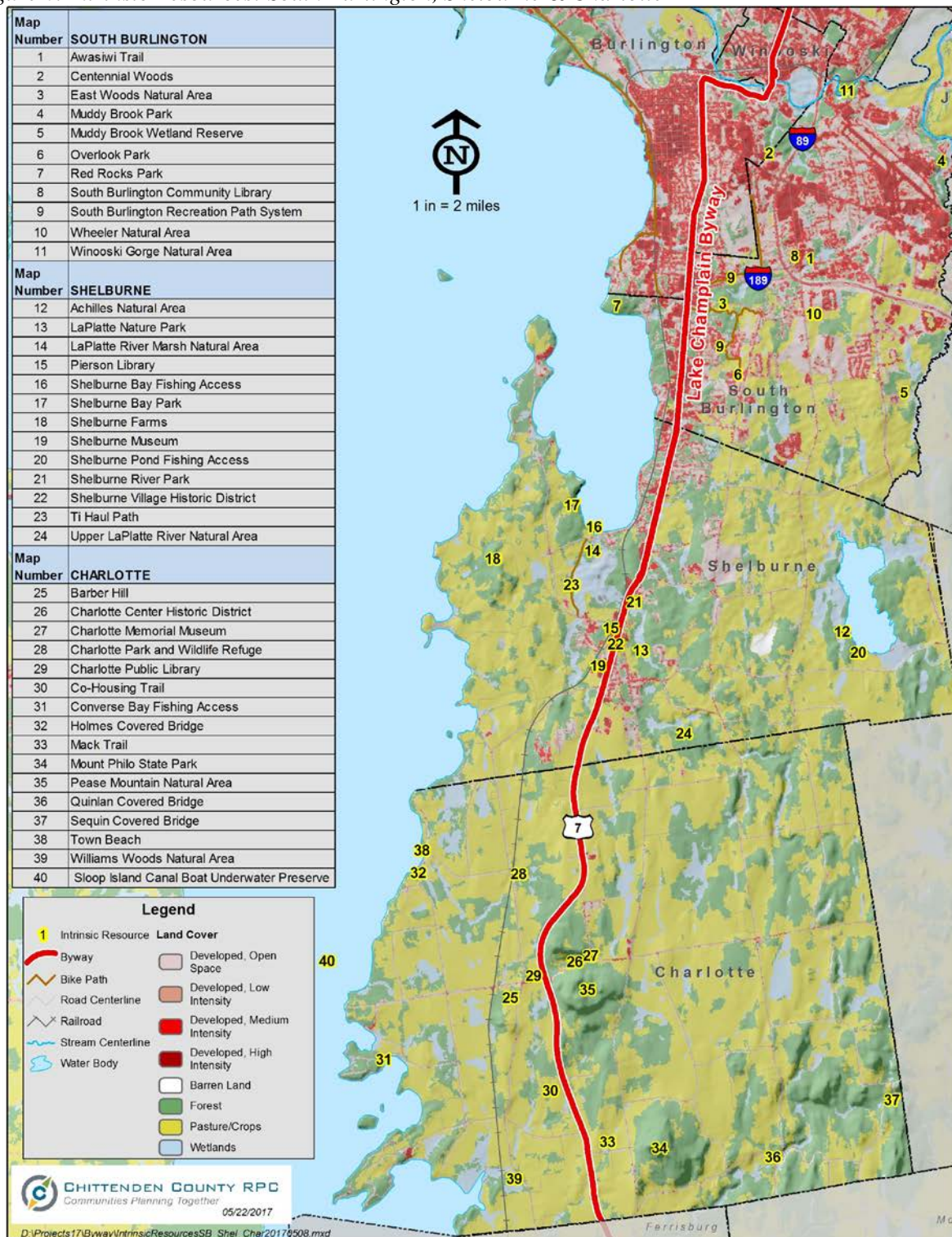
Table 15. Intrinsic Resource Sites, Shelburne

Map Number	SHELBURNE	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
12	Achilles Natural Area	The Nature Conservancy	X	X		X		
13	LaPlatte Nature Park	Town of Shelburne	X	X		X		
14	LaPlatte River Marsh Natural Area	The Nature Conservancy	X	X		X		
15	Pierson Library	Town of Shelburne			X		X	
16	Shelburne Bay Fishing Access	VT Dept. of Fish & Wildlife	X	X		X		
17	Shelburne Bay Park	Town of Shelburne	X	X		X		
18	Shelburne Farms	Shelburne Farms	X		X	X	X	
19	Shelburne Museum	Shelburne Museum			X			
20	Shelburne Pond Fishing Access	VT Dept. of Fish & Wildlife	X	X		X	X	
21	Shelburne River Park	Lake Champlain Land Trust		X		X		
22	Shelburne Village Historic District	Town of Shelburne						
23	Ti Haul Path	Town of Shelburne		X	X		X	
24	Upper LaPlatte River Natural Area	Lake Champlain Land Trust		X		X		

Table 16. Intrinsic Resource Sites, Charlotte

Map Number	CHARLOTTE	Managing entity	Primary Resource			Secondary Resource		
			Scenic	Outdoor	Historic	Natural	Cultural	Archeo
25	Barber Hill	Town of Charlotte	X			X		
26	Charlotte Center Historic District	Town of Charlotte			X		X	
27	Charlotte Memorial Museum	Charlotte Historical Society			X		X	X
28	Charlotte Park and Wildlife Refuge	Town of Charlotte	X	X		X		
29	Charlotte Public Library	Town of Charlotte			X		X	
30	Co-Housing Trail	Town of Charlotte	X	X		X		
31	Converse Bay Fishing Access	VT Dept. of Fish & Wildlife	X	X		X		
32	Holmes Covered Bridge	Town of Charlotte			X		X	
33	Mack Trail	Town of Charlotte	X	X				
34	Mount Philo State Park	Vermont State Parks	X	X	X	X		X
35	Pease Mountain Natural Area	UVM Natural Areas Program	X	X		X		
36	Quinlan Covered Bridge	Town of Charlotte			X		X	
37	Sequin Covered Bridge	Town of Charlotte			X		X	
38	Town Beach	Town of Charlotte	X	X		X		
39	Williams Woods Natural Area	The Nature Conservancy	X			X		
40	Sloop Island Canal Boat Underwater Preserve	VT Division of Historic Preservation		X	X	X		X

Figure 6. Intrinsic Resources: South Burlington, Shelburne & Charlotte



3.1. Primary Intrinsic Qualities of the Byway

3.1.1. Scenic Quality

Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape--landform, water, vegetation, and manmade development--contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

The Corridor presents a unique scenic experience to the traveler. The visual experience includes both broad vistas and intimate scenes. First, the visual landscape is framed by extensive views of several unique geographic features. To the west, one views the vast Adirondack Mountains while in the foreground rests Lake Champlain itself. To the east lie the Green Mountains. The area of the corridor itself, which runs roughly south to north, possesses a unique landscape of woodlands, farmlands, villages and towns.

Down at the level of the Byway's primary autoroute of U.S. 7 and U.S. 2, the traveler's views change as they transit the corridor presenting a diversity of experiences. Family farms, woodlands, and small creeks dot the landscape especially in Milton, Colchester and Charlotte. The urban communities of Burlington and Winooski enable visitors to see a variety of architecture, varied neighborhoods and historic and refurbished industrial buildings of the late 19th and early 20th century. Shelburne and Essex Junction have classic "village" downtowns.

There is to be sure some less-than-scenic suburban "strip development" along U.S. 7 from the northern portion of Shelburne through South Burlington into the southern end of Burlington and again near the Winooski-Colchester boundary and again in central Milton. However, these municipalities have worked with the Vermont Agency of Transportation to implement numerous streetscape improvements such as sidewalks, pedestrian crossings, dedicated bike lanes, tree plantings and improved lighting that have helped to mitigate against these impacts. It should be recognized also that these areas also host numerous gas stations, restaurants, grocery stores, drug stores and hotels that are essential to servicing the traveler's needs.

Overall Assessment: The unique scenery of the region is largely intact and should stay that way for the foreseeable future. No large-scale development is planned which may impact the scenery. Land development is well-regulated at the municipal level.

3.1.2 Outdoor Recreation

Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational

experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

Outdoor recreation is a major aspect of both the visitor experience and that of local residents. Primary activities dependent upon the Byway's natural and cultural elements are as follows:

- Water-based activities: sportfishing, powerboating, sailing, canoeing/kayaking, waterskiing/tubing, Personal Water Crafts, swimming, sport fishing; scuba diving
- Land-based activities: walking, biking, running, hiking, dog walking, hunting, bird watching, camping, picnicking
- Winter activities: ice fishing, cross-country skiing, snowshoeing, sledding, snowmobiling, ice skating, ice hockey

Such activities are accessible primarily through public lands (parks, natural areas, trails, etc.) such as municipal and state properties as well as those owned by non-profit organizations. Access points to the Lake itself include municipal beaches and parks, state-operated boat launches and private marinas. Rental equipment for these sports is widely available and there are several shops in the corridor where gear for all of these types of recreation can be purchased.

Overall Assessment: *The overall environmental health of the Lake and the landscape is strong. The diversity of recreational pursuits continues to grow. Byway Council and Implementation Committee members participate in policy venues regarding the condition of Lake Champlain and will be able to monitor any threats that might cause impacts to the Byway's recreational activities.*

3.1.3 Historic

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 viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

The corridor includes a variety of sites of historic significance, especially those from the late 1700s to the present. In addition to thousands of years of Native American settlement, the region was one of the first to be explored by Europeans, most notably Samuel de Champlain in 1609. Major visitor sites of historic interest with robust interpretive abilities include:

- Shelburne Farms
- Ethan Allen Homestead
- Shelburne Museum

- Mount Philo State Park

Local and regional history is also well interpreted at:

- ECHO Lake Aquarium and Science Center
- University of Vermont's Fleming Museum
- Vermont Militia and Military Museum at Camp Johnson
- Intervale Center

Small museums operated by local historical societies on limited schedules are located in Milton, Colchester, Winooski and Charlotte. The corridor also has several National Historic Districts including several in Burlington (13 total) and one each in Colchester, Winooski, Charlotte and Shelburne. The region has numerous public and private buildings reflective of key architectural periods from the late 1700s to the present.

Finally, the natural landscape itself provides a window into the region's past. Most obvious are large areas of land that has been farmed for hundreds of years especially in the suburban/rural communities of Charlotte, Shelburne, Colchester and Milton. Dairy farms, apple orchards, berry farms and horse farms are common while newer ventures include small scale organic farms, vineyards, breweries and other specialty food operations focused on sourcing and using local ingredients. Visitors can directly engage themselves at these venues especially at pick-your-own farms and orchards.

Overall Assessment: Residents and businesses of the Corridor communities have a strong affection for the area's historic character. Indeed, the latter often seek to incorporate it into their promotional efforts. Although visitor numbers and funding may fluctuate, the museums and attractions noted above are likely to continue operation.

3.2. Secondary Intrinsic Qualities of the Byway

3.2.1 Natural Quality

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, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

Since Chittenden County is the State of Vermont's most populous county and has the most jobs of any of the State's counties, at a broad level, the visual environment of the corridor shows the impacts of humans. The motor route of the Byway contains a variety of businesses while the communities themselves host a variety of neighborhoods and commercial developments. Technically, most of the forests are second or third growth and even the visually appealing farmland has been tilled for nearly 200 years.

That being said, the Corridor has many undisturbed features. Foremost is the Lake itself which is quite pristine and is used as the drinking water supply for all the Corridor communities, supports a robust sport fishery and water recreation activities and provides miles of beaches for people of all ages to enjoy. The corridor also hosts numerous parks and natural areas where

large tracts of undisturbed lands can be explored and native vegetation viewed. Two properties in particular, Eagle Mountain Natural Area and Mount Philo State Park enable visitors to obtain a proverbial birdseye view of the landscape.

Wildlife populations are relatively healthy. Common mammals include whitetail deer, turkey, rabbits, coyotes and bobcats. Migratory and resident birds include a variety of ducks and geese, herons and cranes, raptors, woodpeckers and songbirds. Fish populations include bass, pike, walleye, perch and sunfish.

Overall Assessment: Although the Corridor communities are experiencing steady growth, its municipalities have done an excellent job in concentrating growth in areas that are zoned for higher density residential and commercial development and preventing or discouraging growth near waterways or other sensitive areas. Preserving the quality of water resources will remain a challenge but the municipalities are putting programs and necessary funding in place to maintain this important resource.

3.2.2 Cultural

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

The Chittenden County corridor does not have one singular readily identifiable and visible distinct group of people. Early colonists consisted of English settlers. As major mills developed in the area and Burlington became a major port for exports of lumber and other materials, the area quickly became a draw for a variety of immigrants including Quebecois from Canada, Italian, Irish, etc. In recent decades, the Corridor, especially Burlington and Winooski have seen an influx of refugees via the US Refugee settlement program. In the 1990s they came from the republics of the former Yugoslavia while in recent years refugees have come from Nepal, the Congo, etc.

As Vermont's most populous area, the region hosts a variety of cultural performance venues as well as ad hoc festivals. There are large, annual signature events such as the Burlington Discover Jazz Festival, Burlington First Night, the Champlain Valley Fair in Essex Junction and Waking Windows in Winooski. Additionally, the cultural diversity is evident in the numerous farmers' markets wherein local agricultural produce, crafts and other goods are sold.

Overall Assessment: Residents of the Corridor are keenly aware of the diverse and changing demographics of the region relative to the rest of Vermont. There is a steady influx of both Vermont-born, other U.S. born and foreign-born to the area. The area welcomes this diversity while at the same time celebrating some of its older traditions. It is anticipated that this diversity will continue to expand without threatening to eclipse any one particular culture.

3.2.3 Archeological

Archeological Quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

This quality is the least readily-evident of the Byway. The State of Vermont's Division of Historic Preservation has identified numerous archeological sites where evidence of Native American occupation and use is evident. These are generally and deliberately unpromoted to the general public to prevent "pot hunting" and "arrowhead scavenging." Artifacts from communities in the Corridor are on display at the museums mentioned above as well as the Vermont History Museum in Barre, Vermont. In addition to buried artifacts, the landscape shows relics of Vermont's past such as old stone walls, building cellars and the most common relic, dirt roads still in use.

One of the area's most prevalent archeological resources are the numerous Underwater Preserves designated by the Vermont Division of Historic Preservation. Under the [1975 Vermont Historic Preservation Act](#), all underwater historic sites beneath state waters belong in public trust to the people of the State of Vermont. The state's responsibility is to protect, wisely manage and interpret this public heritage. Establishing a preserve is one way to accomplish these goals by making it easy for divers to safely locate historic wreck sites, by protecting the wrecks from accidental anchor damage, and by helping you to understand the life and history of each wreck.

Overall Assessment: Given the relative slow pace of development as well as the lack of major projects such as new roads, it is anticipated that most archeological resources will remain largely undisturbed. The various underwater preserves are also adjacent to relatively well populated areas so the opportunity for looting is minimal.

4. Strategies for Maintenance and Enhancement of the Corridor's Intrinsic Qualities

4.1. 2017 Corridor Management Plan objectives

As noted above the proposed objectives represent a continuation of those in the 2002 CMP, with slight modifications. These 2017 CMP objectives are:

1. TRANSPORTATION IMPROVEMENTS:

To enhance transportation infrastructure and develop programs and projects that improve all travel modes, improve safety and enhance the traveler experience.

2. INTRINSIC RESOURCES AND PARTNERSHIPS:

To create and support educational and recreational opportunities for visitors through strong partnerships with organizations, businesses, nonprofit groups and agencies that have an interest in the intrinsic resources of the Byway.

3. SUSTAINABLE TOURISM AND ECONOMIC DEVELOPMENT:

To promote and enhance tourism opportunities for the region through sustainable economic development and conservation of intrinsic resources.

4.2. Potential project types to aid in fulfillment of Plan objectives

As noted earlier, this Plan does not seek to list discrete locations where projects should be undertaken. This is primarily because there is not one singular entity that “manages” the Byway’s resources. Additionally, the identification, scoping, design and implementation of such projects is a fluid process making the development of fixed list quite a challenge. Last as noted earlier, the lack of dedicated Byway grant funding coupled with the loss of technical support provided by FHWA makes it a challenge for the CCRPC and Byway member communities to maintain the same level of involvement in the development and implementation of Byway projects.

The following presents various potential project types that could help in meeting the 2017 CMP objectives.

1. TRANSPORTATION IMPROVEMENTS

Traffic calming; signal improvements; sidewalks; multi-use paths; shoulder improvements; bike lanes; expanded bus service; improvements in passenger rail; improvements in air travel; improvements in ferry service; expanded options for boat mooring; etc.

2. INTRINSIC RESOURCES AND PARTNERSHIPS:

Interpretive panels; informational kiosks; web-based information; interpretive audio and video; brochures; mobile apps with interpretive content; improved recreational assets; improvements to historic and cultural sites; improved content for potential visitors on intrinsic resources

3. SUSTAINABLE TOURISM AND ECONOMIC DEVELOPMENT:

Increased collaboration between chambers of commerce; continued promotion of Byway by Vermont Department of Tourism & Marketing; integration of objectives from Corridor Management Plan into municipal plans, regional plans and economic development plans

4.3. Organizations involved in management of the Byway's intrinsic resources

It is important to stress that the intrinsic resources of the Chittenden County Corridor are managed by a variety of different entities and are not directly managed by the Byway Council.

That is why the 2002 CMP and this 2017 CMP advocates strong partnerships between the various entities that have an interest in conservation of these resources. The primary “managers” of these resources are municipal governments, state government, non-profit land owners/managers and other entities. A complete but not exhaustive list of these managers includes:

- municipal governments of Milton, Colchester, Essex Junction, Winooski, Burlington, South Burlington, Shelburne and Charlotte
- State of Vermont, Department of Forests, Parks and Recreation
- State of Vermont, Department of Fish & Wildlife
- State of Vermont, Agency of Transportation
- State of Vermont, Agency of Commerce & Community Development
- University of Vermont, Natural Areas Program
- Winooski Valley Park District
- The Nature Conservancy
- various historical societies, land trusts, museums and other attractions.

There are also entities that own little or no property or resource per se but obviously are involved in promoting the enjoyment, conservation and management of the Corridor's resources and the development of public policy related to these resources. These organizations include the:

- Chittenden County Regional Planning Commission
- Lake Champlain Basin Program and the Champlain Valley National Heritage Partnership
- Lake Champlain Regional Chamber of Commerce

-recreational promotion groups such as Lake Champlain Bikeways and Local Motion (bicycling), Lake Champlain International (fishing), Vermont Association of Snow Travelers (snowmobiling) and the Community Sailing Center (sailing), etc.

-environmental advocacy and sporting organizations such as the Lake Champlain Committee, Hunters-Anglers-Trappers of Vermont, Vermont Natural Resources Council, etc.

Each of these resource managers as well as the public policy entities has their own separate goals, staffing and budget. Their missions are sometimes complementary; they can interact on various projects and sometimes, argue with each other.

4.4. Overall responsibility of organizations that coordinate and/or manage the Byway's intrinsic resources

Therefore, in order to maintain and enhance the Byway's intrinsic resources, this Corridor Management Plan therefore calls for the Byway to make these organizations aware of the Lake Champlain Byway and its mission, to encourage them to continue to carry out their respective programs that maintain and enhance the Byway's intrinsic qualities and where appropriate to work with the Lake Champlain Byway Council, with the municipal governments of the Byway's communities and with others on projects and programs of mutual interest and benefit.

4.4.1. Responsibilities of the Byway Council

As stated in its incorporation documents, the Council's purpose is to "serve as the managing and coordinating body for the Lake Champlain Byway, a designated Byway within the State of Vermont and to undertake and support projects that balance the promotion, preservation, enjoyment, and stewardship of the Byway's intrinsic resources." Since its inception, the Council has met a few times per year to:

- review progress on grant deliverables,
- scope ideas for, and submit project grant applications to the National Scenic Byways program,
- discuss future projects and programs of the Byway and
- consult with State's Scenic Byway Coordinator on the Vermont Scenic Byways program.

Council members individually also participated in the annual Vermont Byways summits and presented information and grant proposals to the State's Vermont Byways Council.

The Byway Council will continue to carry out these tasks. In particular, the Byway will continue to act as the coordinating entity for any grants with common deliverables implemented across all three counties (Grand Isle, Chittenden and Addison) through which the Byway traverses. As in the past, the grant will be managed either directly the Byway Council (primarily via subcontracts with its member organizations who have appropriate staffing) or the Byway Council will serve as the applicant but the grant will be both managed and implemented by an appropriate entity if the deliverable is singular in scope and geographically distinct. Lastly, The Byway Council will also provide general oversight of the Byway's website, www.lakechamplainbyway.com and its Facebook page as well as any other social media or

other communication platforms it establishes.

4.4.2. Responsibilities of the Chittenden County Corridor Planning and Implementation Committee

This committee was created during the drafting of the 2002 CMP. It is comprised of twelve members: representatives from the County's eight Byway communities, the CCRPC, the CCMPO, the Lake Champlain Regional Chamber of Commerce and the Vermont Agency of Transportation. The Committee was charged to discuss Byway issues, prioritize project funding, update the Transportation Improvements proposed in the 2002 CMP and update the CMP. Note that in 2011, the CCMPO merged with the CCRPC.

Since 2003, the Committee has met one to three times per year at meetings organized by the Chittenden County Regional Planning Commission. The CCRPC has used the meetings to brief members and obtain input on various Byway projects, solicit ideas for and draft grant proposals to the National Scenic Byways program and beginning in late 2010, initiate the process of drafting the new Corridor Management Plan for the Chittenden County Corridor.

For the oversight of this 2017 Plan, Committee members shall include:

- One representative from the Town of Milton;
- One representative from the Town of Colchester
- One representative from the Village of Essex Junction;
- One representative from the City of Winooski;
- One representative from the City of South Burlington;
- One representative from the Town of Shelburne
- One representative from the Town of Charlotte
- One representative from the Lake Champlain Regional Chamber of Commerce;
- One representative from the Vermont Agency of Transportation
- One representative from the Vermont Agency of Commerce & Community Development

STRATEGY For the purposes of this CMP, the Planning and Implementation Committee shall have the following responsibilities:

- helping to review and update relevant content on the Byway's website;
- development of Byway project ideas, development and submission of grant proposals and, if a Byway-wide deliverable forwarding said ideas to the Byway Council for further action;
- providing advice and input as needed to the CCRPC which acts to assist the Committee;
- updating the Corridor Management Plan as needed

As described below, the lead agency to work on behalf of the Committee shall be the CCRPC.

4.4.3. Responsibilities of the Chittenden County Regional Planning Commission

Beginning with the development of the Corridor Management Plan in the late 1990s, the CCRPC has taken on the lead role on behalf of its member communities in advancing the Byway. The

CCRPC has participated in meetings of the Lake Champlain Byways Partnership and its successor, the Lake Champlain Byway Council as well as representing the interests of its communities in interactions with the Vermont Scenery Preservation Council, the Vermont Scenic Byways Program, the Vermont Department of Tourism & Marketing and the National Scenic Byways program.

The CCRPC has served as the applicant and manager of several National Scenic Byways program grants implemented on behalf of both the County's eight Byway communities and on behalf of the Byway as a whole. These include the following grants and associated deliverables:

FY03-#01, Chittenden County Corridor: Wayfinding Signage and Interpretive Panels

- Installed 16 roadside trailblazers and developed and installed 36 interpretive panels

FY06-#04, Chittenden County Corridor: Signage and Municipal Projects

- Hired contractors to work with the eight communities to develop municipal wayfinding signage, informational kiosks, interpretive panels and trail improvements.

FY06-#06, Chittenden County Corridor: Interpretive Materials and Outreach

- Developed an "Explore Greater Burlington" brochure and poster listing over 100+ intrinsic resource sites in the member communities; developed a cell phone audio interpretation at key venues and developed and distributed a newspaper insert to educate local residents about the Byway.

FY07-#01, Lake Champlain Byway: Travel Information and Improvements

- On behalf of the entire Byway, CCRPC developed a "Lake Champlain Byway" lure piece brochure completed in both English and French version and an outdoor information panel introducing the visitor to the Byway's three counties; completed a Byway website in both English and French; installed trailblazer signs on Route 2 in the Champlain Islands and in 7 towns of Addison County and developed and constructed two portalet shelters in the Islands.

FY08-#05, Lake Champlain Byway: Corridor Management Plan Update and Capacity Building

- Via a subcontract from the Byway Council, the CCRPC used this grant to fund the development of this CMP and used it to fund participation of Planning & Implementation Committee members at the 2009 and 2011 National Scenic Byways Conferences

FY08-#06 Lake Champlain Byway: Chittenden County Recreational & Cultural Sites Inventory

- Via a subcontract from the Byway Council, the CCRPC used this grant to fund a recreational and cultural sites inventory for its 8 byway communities. The grant was also used to hire contractors to work with each of the communities to provide preliminary designs and cost estimates for various improvements recommended by the inventory.

FY09-#02 Lake Champlain Byway: Byway Publications

- Via a subcontract from the Byway Council, the CCRPC with the Byway's other two partner regional planning commissions to publish and distribute a water recreation guide to Lake Champlain and the Byway's other waterways and a winter activities guide.

FY10-#01 and FY11-#02 Lake Champlain Byway: Bicyclist Rest Areas

- Via a subcontract from the Byway Council, Local Motion, a regional advocacy for biking, hiking and walking designed and installed eight small bicyclist rest areas along the route of the Lake Champlain Bikeway, including one at Airport Park in Colchester and one at Shelburne Vineyard in Shelburne.

FY12-#01 Lake Champlain Byway: Interpretive Planning

- Via a subcontract from the Byway Council, the three RPCs completed an Interpretation Coordination Plan (see appendix).

STRATEGY: For the purposes of this CMP, the CCRPC shall have the following responsibilities:

- Promote an awareness of the Lake Champlain Byway and its intrinsic resources to the traveling public;
- Encourage organization and agencies involved in the management of the Byway's intrinsic resources to continue to carry out their respective programs that maintain and enhance the Byway's intrinsic qualities and where appropriate to work with the Lake Champlain Byway Council, with the municipal governments of the Byway's communities and with others on projects and programs of mutual interest and benefit;
- serve as the lead agency to work on behalf of the Implementation Committee;
- represent the interests of the County's eight Byway communities in proceedings of the Lake Champlain Byway Council as directed by those communities;
- develop grant applications on behalf of its member communities or the Byway as a whole, and;
- if directed, implement grant deliverables and perform other Byway related tasks.

4.4.4. Responsibilities of the municipalities

Since the designation of the Corridor in 2002, staff of the eight municipalities have participated in the Byway's development primarily through participation in the Planning & Implementation Committee, regular communications with CCRPC and providing in-kind support in the implementation of the various Byway grant deliverables. The governing bodies of the municipalities have also participated in management of the Byway. In early 2002 each body adopted a resolution approving the CMP and requesting designation as a Byway community. In 2008 each body adopted a similar resolution reaffirming its participation in the Byway. Municipalities also provided letters of support for Byway grant applications as needed up through the last year, Federal fiscal year 2012, such grants were available.

Just as important, the corridor communities have supported the development of the Byway through the completion of various planning programs and municipally-directed projects that improve the traveler experience. These include:

- the development of appropriate zoning and subdivision regulations and comprehensive plans that insure a vibrant mix of commercial, residential and agricultural development coupled with opportunities for outdoor recreation and enjoyment of natural resources;
- the planning, construction and maintenance of road infrastructure, sidewalks, bike paths, parks and other amenities that improve vehicular and pedestrian safety and

provide opportunities for residents and visitors to recreate and explore within the community;

- the operation of library and recreation programs to offer opportunities to learn about and experience the host community's intrinsic resources.
- Additionally, it should be noted that unrelated to the Byway projects coordinated with the CCRPC above, each of the eight municipalities have also implemented in its own projects which have acted to improve the visitor experience in their communities. These types of accomplishments fall within the categories of traffic and safety improvements, park amenities, land conservation, etc.

STRATEGY: For the purposes of this CMP, the municipalities shall have the following responsibilities:

- provide an appointee (such as a municipal staff or citizen) to represent the municipality in activities of the Planning & Implementation Committee;
- review and provide feedback on materials provided by the CCRPC and the Byway Council such as grant proposals, website content, etc.
- if feasible, provide in-kind staff support in the development and implementation of Byway related activities
- promote the development of sidewalks, recreation paths, nature trails, informational kiosks, wayfinding signage, interpretive resources, and other similar amenities to improve the visitor experience in its community.
- provide links to the Byway's website on appropriate page(s) of the municipal website.

Note, however that given the numerous day-to-day responsibilities of municipal staff and members of municipal Boards, the responsibilities above are secondary to the fulfillment of those responsibilities and this Plan does not formally obligate municipalities to these actions.

4.4.5. Responsibilities of the non-profit and private sectors

As neither the non-profit sector nor the private sector "voted" to join the Byway, neither the Byway Council, nor the Byway's designated communities nor the CCRPC require these sectors to formally endorse this Plan nor to have to accept any formal responsibilities or obligations. The Council therefore offers the following ideas so that these sectors make take advantage of what the Byway can offer them and these sectors can in turn aid in furthering the goals of the Byway.

Responsibilities of the non-profit sector Members of this sector with regards to the Byway's intrinsic resources include such organizations as land trusts, conservation organizations, recreational organizations, museums, and others who "manage" intrinsic resource sites in the Corridor.

STRATEGY: Non-profits are encouraged to aid in the implementation of the Byway's Corridor Plan by:

- Responding to requests for feedback from the Byway;
- Providing basic information (hours of operation, interpretive programs, resources, etc.) to the Byway so that the Byway may adequately describe the Corridor's intrinsic resources
- Maintaining an awareness of the Byway's programs and of other intrinsic resource sites to assure general consistency in interpretive programming

Responsibilities of the private sector _____ Members of this sector with direct ties to, and significant dependence upon the Byway's intrinsic resources include such businesses as private marinas, tour operators (boat, bicycle, fishing, etc.), outdoor equipment rental and sales shops. Lodging operators and some smaller restaurants and snack bar that are only open during the tourist season from Memorial Day through Columbus Day are also dependent upon the health of the Byway's intrinsic resources that visitors come to experience. Year-round operating restaurants and lodging operators, depending upon their location and services also depend a great deal upon visitors for a large proportion of their revenue.

STRATEGY: Private sector businesses that are dependent to a significant degree upon the health of the Byway's intrinsic resources encouraged to aid in the implementation of the Byway's Corridor Plan by:

- Responding to requests for feedback from the Byway;
- Providing a positive experience to the traveler and encouraging them to explore the Byway's various intrinsic resource attractions;
- Maintaining an awareness of the Byway's programs and the variety of the Byway's intrinsic resources

5. The relationship of existing and new development to preservation of the primary intrinsic qualities of the Byway

Scenic Resources _____ The Byway is fortunate in that the rate of growth and land development in its region and in adjacent regions is proceeding at a manageable pace. In particular, the Byway's scenic resources in the form of "its" views of the surrounding landscape of the Green Mountains, Lake Champlain and the Adirondacks is intact. In the case of the Green Mountains and its foothills visible to the east, Vermont prohibits development above 2,500 ft. elevation. Town zoning regulations in the Byway's communities as well as nearby non-Byway communities commonly call for "large lot" zoning in their agricultural and forest areas with development limited to, for example, one dwelling unit for every 5, 10 or 20 acres. With the exception of the urban and suburban Chittenden County municipalities, most other towns in Vermont lack centralized water and sewer systems except in some of their more, dense village centers. This, along with the absence of good soils for septic capacity, means that development

in the rural portions of the Byway and surrounding communities often proceeds one lot at a time. Additionally, zoning bylaws also limit the height of buildings.

Outdoor recreation Development in terms of residential or commercial growth does not represent a threat. Local support and interest in these pursuits is part of the local “culture” particularly in Chittenden County rather than regarded as just activities for tourists. The potential threat to the intrinsic quality of outdoor recreation comes from the growing popularity of the activity itself. This is most true for biking. Current use levels on the designated bikepaths and roadways remains at manageable levels. However, the Burlington bikepath is in need of major repairs and repaving and portions of many roadways, including Route 7 itself, lack adequate shoulders let alone dedicated bike lanes.

Historic resources The County’s communities have several state and nationally designated sites and districts which protect from wholesale replacement of historic architecture. In addition the City Burlington in particular has very strict requirements concerning remodeling or repairs of historic buildings.

6. Public Participation in the management of the Byway

The primary opportunity for the public to participate in the management of the Byway is through the elected officials, regulatory boards and staff of the eight municipalities in the Corridor. The secondary mechanism is through membership and involvement in the non-profit organizations that manage various Byway attractions. Finally, the public can help to manage the Byway through enjoying and experience the assets themselves and in so doing, help to monitor the onsite conditions in addition to building their sense of ownership of these assets.

From 2002 through mid-2017 the primary mechanism through which the general public has learned of the Byway’s activities has been presentations by CCRPC staff to municipal Boards and press coverage at the culmination of some of the Byway’s projects noted above. Additionally, Byway activities have been noted on an annual basis in the CCRPC report to its member municipalities which are included in the annual Town/Municipal reports.

- Going forward into 2017 and beyond the primary means for public outreach will be via the Byway’s website, the Byway facebook page and annual CCRPC reports.

7 Signage along the Byway

In January 2012, the CCRPC completed a Directional/ Wayfinding Sign Standards and Signage Plan for the Chittenden County Corridor of the Lake Champlain Byway. [See Appendix 3.]

8. Marketing the Byway

Until the development of its first “lure piece” brochure in 2007 and the development of a robust website in 2010, the Byway undertook no other formal efforts at marketing the Byway. The Byway’s French and English “lure piece” brochures were distributed in several of Vermont’s

roadside, staffed Visitor Information centers managed by the state Division of Buildings and General Services from 2008 through 2010. Starting in 2016, the Byway produced a Water Recreation Sites and Winter Activities brochure which is planned for distribution at several Visitor Information Centers into 2018.

The Byway's website, www.lakechamplainbyway.com generated relatively little "web traffic" from 2010-2012. In 2013 the Byway undertook more active SEO activities and blogging to attempt to increase traffic. Annual website traffic data from 2013 through 2015 reached around 20,000 unique visitors. Unfortunately, starting in fall 2015, the website was repeatedly hacked and had to be taken down in 2016. A new, simpler version of the Byway website is scheduled for launch in late May 2017.

Although the Byway lacks the resources for extensive marketing, the Lake Champlain Byway as well all other Byways in the State are promoted by the Vermont Department of Tourism & Marketing. In addition to promotion at trade shows and advertisements, the Department maintains a robust Byway website at <https://www.vermontvacation.com/byways>.

9 Interpreting the Byway's significant resources

In February 2015, the Byway Council completed the *Lake Champlain Byway Interpretation Coordination Plan*. [See Appendix 4.] The document is the first formal Interpretation Plan for the Lake Champlain Byway. The goals of this Plan were:

- to build awareness among managers of the different sites along the Byway about each other's sites and programs;
- to identify areas of overlap where collaboration may be possible; and
- to assist with the development of consistent messaging among the sites and for the Byway itself.

The Byway includes many important businesses along its route, but this Interpretation Coordination Plan focused only on the intrinsic resource sites.

10 Future Updates to this Plan

As noted in Section 2.2 above, starting in 2013, FHWA discontinued funding for the National Byway Program; Vermont moved state coordination of the State Byway Program from the Vermont Agency of Transportation to the Vermont Department of Tourism and Marketing (VDTM) and the Vermont Byway Council was dissolved and its duties transferred to the Vermont Transportation Board. Going forward therefore, at the State level, promotion of the Byways in Vermont will be done almost solely by VDTM. This effort is expected to continue as "byways" and "scenic drives" are a key element of what visitors to Vermont are hoping to experience. With regards to byways planning however, assistance from the State of Vermont is not anticipated.

With regards to future Byway planning efforts in Chittenden County, for the immediate future, no updates to this Corridor Management Plan are anticipated. That being said, however, the CCRPC anticipates maintaining a Lake Champlain Byway Coordination & Technical Assistance

element in its Unified Planning Work Program to assist the eight member communities via efforts such as by implementation of projects to improve the traveler experience; representing the County in activities of the Byway Council or discussions with VDTM; maintaining the Byway's website and where appropriate integration of the strategies noted above into updates of the County's Regional Plan, aka "the ECOS" Plan. It is worth noting that in the future more Chittenden County communities could join the Lake Champlain Byway if they so desired. In that case the appropriate Corridor Management Plan would need to be updated and a request for designation submitted to the Vermont Transportation Board.

In closing, it is worth noting that it is theoretically possible that the Lake Champlain Byway could someday obtain designation as a National Scenic Byway. However, several steps would be required. Foremost the Federal Highway Administration would have to issue a call for designations something it has done since Congress removed financial support for the National Scenic Byways program in FY13 and, as of 2017, does not anticipate so doing unless directed to do by the U.S. Secretary of Transportation or Congress (Federal Highway Administration staff, personal communication, April 2017). Second, given the potential increase in tourism should National Scenic Byway designation be obtained, the existing twenty-two member communities would want to be sure there is strong community support for such an action.

Finally, should these first two thresholds be met, this Corridor Management Plan as well as the CMPs of Grand Isle County and Addison County would need to be updated and expanded prior to submission to the designating authority so as to fully meet Federal standards detailed in *"The Interim Policy for the National Scenic Byways Program (Interim Policy, Federal Register, Vol. 60., No. 96, May 18, 1995)*. In the case of this 2017 Chittenden County Corridor Management Plan, it addresses most all of these standards via each discrete section above. However, to fully meet the Federal standards, four sections as follows would need to be added: 1) safety review, hazard identification and possible improvements to the designated auto route of the Byway; 2) traffic accommodation planning; 3) minimizing intrusions on the visitor's experience, and 4) the control of outdoor advertising along the Byway.