Lake Champlain Byway: Chittenden County Corridor Management Plan

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Prepared by

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Communities Planning Together

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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 more than 40 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.
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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 grassroots 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) 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>
<thead>
<tr>
<th>County</th>
<th>Year</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Isle</td>
<td>2007</td>
<td>Alburg, North Hero, Grand Isle and South Hero</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>Isle LaMotte</td>
</tr>
<tr>
<td>Chittenden</td>
<td>2002</td>
<td>Milton, Colchester, Winooski, Essex Junction, Burlington, South Burlington, Shelburne and Charlotte</td>
</tr>
<tr>
<td>Addison</td>
<td>2000</td>
<td>Vergennes, Middlebury</td>
</tr>
<tr>
<td></td>
<td>2009</td>
<td>Ferrisburgh, Cornwall, Shoreham, Orwell, Whiting</td>
</tr>
<tr>
<td></td>
<td>2013</td>
<td>Addison, Panton</td>
</tr>
</tbody>
</table>

The Byway is managed by the Lake Champlain Byway Council, a registered Vermont Non-Profit Corporation formed in 2004. 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. [Note: The Council was created by the Vermont Lake Champlain Byways Partnership, an ad hoc group which operated from November 2001 until November 2004 and which included the regional planning commissions and regional chambers of commerce.]
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,
- 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). 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 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 1-5  Chittenden County Byway Communities, population change, 2000-2015

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BURLINGTON</td>
<td>39,815</td>
<td>41,186</td>
<td>42,417</td>
<td>42,570</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>3,569</td>
<td>3,675</td>
<td>3,754</td>
<td>3,822</td>
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<td>COLCHESTER</td>
<td>16,986</td>
<td>17,096</td>
<td>17,067</td>
<td>17,293</td>
</tr>
<tr>
<td>ESSEX JUNCTION</td>
<td>8,597</td>
<td></td>
<td>9,271</td>
<td>9,709</td>
</tr>
<tr>
<td>MILTON</td>
<td>9,479</td>
<td>9,979</td>
<td>10,352</td>
<td>10,610</td>
</tr>
<tr>
<td>SHELBURNE</td>
<td>6,944</td>
<td>7,105</td>
<td>7,144</td>
<td>7,566</td>
</tr>
<tr>
<td>SOUTH BURLINGTON</td>
<td>14,888</td>
<td>16,497</td>
<td>17,904</td>
<td>18,536</td>
</tr>
<tr>
<td>WINOOSKI</td>
<td>6,561</td>
<td>6,947</td>
<td>7,267</td>
<td>7,223</td>
</tr>
</tbody>
</table>

July 1 Estimates for 2001-09, 2011-15

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>
<thead>
<tr>
<th>Project or Program implemented, 2002 – 2017 [See Appendices]</th>
<th>Fulfills 2002 CMP Objective #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installation of Byway directional roadside signs; 16 in 2007.</td>
<td>1 and 3</td>
</tr>
<tr>
<td>Development and installation of interpretive panels; 32 in 2008; 4 in 2011; 2 in 2015.</td>
<td>1</td>
</tr>
<tr>
<td>Development &amp; installation of informational kiosks; 3 in 2010; 1 in 2013 and 1 in 2015</td>
<td>1 and 3</td>
</tr>
<tr>
<td>Assistance to municipalities in scoping of improvements to visitor amenities</td>
<td>1</td>
</tr>
<tr>
<td>Development and publication of a Greater Burlington byway communities’ intrinsic resources brochure/map and companion poster</td>
<td>2</td>
</tr>
<tr>
<td>Development and publication of two separate Byway promotional brochures, one French, one English for distribution at State visitor centers;</td>
<td>3</td>
</tr>
<tr>
<td>Development and management of <a href="http://www.lakechamplainbyway.com">www.lakechamplainbyway.com</a> including large portions in French; a Byway facebook page and an ArcGIS “story map” mobile/web app.</td>
<td>2 and 3</td>
</tr>
<tr>
<td>Development and publication of a Water Recreation Sites of the Byway brochure in 2015</td>
<td>1, 2 and 3</td>
</tr>
<tr>
<td>Development and publication of Winter Recreation along the Byway brochure in 2016</td>
<td>1, 2 and 3</td>
</tr>
<tr>
<td>Development of Lake Champlain Byway Interpretation Coordination Plan in 2015</td>
<td>2 and 3</td>
</tr>
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<td>Installation of two Bicyclists Rest Areas for users of the Lake Champlain Bikeway in 2016)</td>
<td>1 and 3</td>
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<td>Implementation of a cell-phone “interpretive story”/tour in 2017.</td>
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<tr>
<td>Completion of an updated Chittenden County CMP in 2017</td>
<td>1, 2 and 3</td>
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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 Appendix X 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. The most dramatic change is the variable strength of the Canadian dollar and the subsequent increase in visitors from Quebec and other provinces when it is has risen above US$1 as was the case from 200x to 200x. Second, the price of gas has acted in a double-edged fashion. When the price was in the $3-4 range from 200x to 200x, on the one hand, visits from residents within a reasonable driving distance have increased from traditional markets such as Quebec, Albany and Boston. On the other hand, visitors from more distant destinations may forgo a long drive to Vermont. Second, the population continues to age and the Byway and its
tourism operators must be aware of how to serve this population. Baby-boom retirees are willing to travel but they also expect high levels of service and engaging and interesting travel experiences.

**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. In 200x, the State also opened a brand, new Visitor Information Center on Interstate 89 along the Byway. On the negative side, Amtrak passenger service to Essex Junction remains at 1 train per day with the “Vermont” departing Washington, DC at x a.m, passing through New York City around x p.m. and finally reaching Essex Junction at x 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.** Traditional tourist activities such as fishing, boating, visiting State parks such as Sandbar and Mt. Philo and visiting long established attractions such as Indeed the popularity of recreational fishing on the Lake has grown tremendously. Participation in the Lake Champlain Bass derbies has grown from _____ in its inaugural year of 199_ to xx,000 in 2016 and draws more than xxx professional anglers annually as well. Biking, both mountain and road, continues to grow in popularity. The area also gained exposure through hosting the 2011 and 2012 USAT 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 (archo). 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.

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**BURLINGTON**

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<td>Shelburne River Park</td>
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<td>Shelburne Village Historic District</td>
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### CHARLOTTE

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<th>Managing entity</th>
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<td>Charlotte Park and Wildlife Refuge</td>
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<td>Charlotte Public Library</td>
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<td>Co-Housing Trail</td>
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<td>Converse Bay Fishing Access</td>
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<td>Sequin Covered Bridge</td>
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<td>Mack Trail</td>
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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
- 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 Winoooski;
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.
<table>
<thead>
<tr>
<th><strong>TRANSPORTATION AND MULTIMODAL CONNECTIONS</strong></th>
<th><strong>IMPROVEMENTS TO BYWAY MOTOR ROUTE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IMPROVEMENTS TO BYWAY MOTOR ROUTE</strong></td>
<td></td>
</tr>
<tr>
<td>Work with the Chittenden County Metropolitan Planning Organization (CCMPO), Vermont Scenery Preservation Council, Vermont Agency of Transportation (VTrans), Federal Highway Administration (FHWA), Byways Corridor communities (Milton, Colchester, Winooski, Essex Junction, Burlington, South Burlington, Shelburne, and Charlotte), and local businesses and organizations to obtain State of Vermont designation of the Chittenden County – Lake Champlain Byways;</td>
<td>Completed in 2002</td>
</tr>
<tr>
<td>Support improvements to U.S. Route 7 corridor running from the commercial strips of South Burlington to the Village of Shelburne;</td>
<td>US7 Sidewalks – Grant for construction of sidewalk from the Village to the LaPlatte River Bridge. Construction in 2007. Grant for sidewalk construction from Shelburne Town office to Shelburne Farms covered bridge. Construction in 2017. Shelburne Road Reconstruction, Webster Road to Imperial Drive (LaPlatte River Bridge was replaced in 1999) -- Project included bike lanes, sidewalks, and pedestrian crossing accommodations. Construction was substantially complete in 2006.</td>
</tr>
<tr>
<td>Support improvements of stretch of the U.S. Route 7 corridor extending south through Charlotte and Ferrisburgh;</td>
<td>US7 Reconstruction -- Full depth reconstruction of US7 from the Ferrisburgh town line to just south of the Ferry Road intersection. The project includes addition of shoulders and a pedestrian underpass. To be completed in 2018.</td>
</tr>
<tr>
<td>Support improvements to U.S. Route 7 between Winooski and Georgia;</td>
<td>Construct a diverging diamond and improvements at Mountain View Drive and Rathe Road, including pedestrian improvements, in 2019.</td>
</tr>
<tr>
<td>Support vegetation management, viewed protection, pedestrian improvements, and guardrail construction along Riverside Avenue in Burlington. See Item 4 on Proposed Byways Transportation Improvements (PBTI) map, located in Appendix C. <strong>Note:</strong> This project is funded for 2003;</td>
<td>North Winooski Avenue Streetscape, Riverside Avenue to Archibald Street -- Streetscape improvements including curbing, lighting, street trees and crosswalks. Constructed in 2006.</td>
</tr>
<tr>
<td>Support improvements for U.S. Route 2/7 Winooski River Bridge. See Item 10 on PBTI map;</td>
<td>2017 CCRPC bike/ped feasibility study completed 2017 begin CCRPC Main Street Bridge scoping study</td>
</tr>
<tr>
<td>Develop Class 2 bike lane improvements in Burlington from Home Avenue to Battery Park via Lakeside. See Item 5 on PBTI map;</td>
<td>This doesn’t quite make sense because Lakeside doesn’t connect Home and Battery Park?</td>
</tr>
<tr>
<td>Support planning for bike path/road improvements in Burlington for bicycle/pedestrian crossing on U.S. Route 7 to South Burlington bike paths. See Items 6 &amp; 41 on PBTI map;</td>
<td>2011 Shelburne Road Corridor Study which included bike/ped recommendations. 2017 planBTV Walk/Bike completed which recommends an</td>
</tr>
<tr>
<td>Support improvements to Route 127/Plattsburgh Avenue crosswalk. See Item 7 on PBTI map;</td>
<td>interconnected walk/bike network. Safe Routes to School project. Complete.</td>
</tr>
<tr>
<td>Support construction of safe pedestrian crossing on U.S. Route 7 in Charlotte to access Mt. Philo Road/State Park. See Item 12 on PBTI map. <strong>Note:</strong> These improvements are funded for 2002.</td>
<td>A pedestrian underpass is included in the reconstruction of US7 in Charlotte to be completed in 2017.</td>
</tr>
<tr>
<td>Support widening of Ferry and Greenbush roads in Charlotte for bicycle/pedestrian safety. See Item 13 on PBTI map;</td>
<td>Ferry Road is a recommended corridor improvement in 2017 Active Transportation plan</td>
</tr>
<tr>
<td>Support Colchester bicycle/pedestrian improvements as suggested in “Route 127 Corridor Study.” See Items 18, 23, &amp; 24 on PBTI map;</td>
<td></td>
</tr>
<tr>
<td>Explore widening of U.S. Route 7 from Route 127 to U.S. Route 2 in Colchester. See Item 19 on PBTI map;</td>
<td>No widening but repaving and line stripping created bicycle shoulders</td>
</tr>
<tr>
<td>Support improvements for bicycle-friendly travel along U.S. Routes 2 and 7 in Milton. See Item 30 on PBTI map.</td>
<td>US RT 7 is high priority corridor in 2017 Active Transportation Plan</td>
</tr>
<tr>
<td>Support safety improvements at U.S. Route 2/I-89 (Exit 17) intersection in Colchester. See Item 25a on PBTI map.</td>
<td>Part of 2014 scoping report of Interchange</td>
</tr>
<tr>
<td>BICYCLING IMPROVEMENTS</td>
<td>PROGRESS SINCE 2002</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Support <em>Cycle the City</em> improvements: signage, North Ave./Ethan Allen Park intersection crossing improvements, and others. <em>See Item 3 on PBTI map;</em></td>
<td>Cycle the City improvements completed in 2015. 2013 North Ave. Corridor Study examined intersection improvement</td>
</tr>
<tr>
<td>Support Class 2 bike path/road improvements in Burlington from Lakeside to Battery Park. <em>See Item 5 on PBTI map;</em></td>
<td></td>
</tr>
<tr>
<td>Support planning for bike path/road improvements in Burlington for bicycle/pedestrian crossing across U.S. Route 7 to South Burlington bike paths. <em>See Item 6 &amp; 41 on PBTI map;</em></td>
<td>2011 Shelburne Road Corridor Study which included bike/ped recommendations. 2017 planBTV Walk/Bike completed which recommends an interconnected walk/bike network.</td>
</tr>
<tr>
<td>Explore options for bicycle/pedestrian bridge construction to link Burlington and Winooski. <em>See Item 9 on PBTI map;</em></td>
<td>Winooski River Bike/Ped Bridge Feasibility Study to be complete in 2017.</td>
</tr>
<tr>
<td>Explore widening of Ferry and Greenbush roads in Charlotte for bicycle/pedestrian safety. <em>See Item 12 on PBTI map;</em></td>
<td>Ferry Road is a recommended corridor improvement in 2017 Active Transportation plan</td>
</tr>
<tr>
<td>Evaluate creation of pedestrian/bicycle path within rail line right-of-way in Charlotte. <em>See Item 14 on PBTI map;</em></td>
<td>Champlain Path Feasibility Study completed in 2004.</td>
</tr>
<tr>
<td>Examine crossing improvement for “the Cut” on the Island Line Rail Trail causeway to South Hero. <em>See Item 17 on PBTI map;</em></td>
<td></td>
</tr>
<tr>
<td>Support Colchester bicycle/pedestrian improvements as suggested in “Route 127 Corridor Study.” <em>See Items 18, 23, &amp; 24 on PBTI map;</em></td>
<td></td>
</tr>
<tr>
<td>Support Blakely School pedestrian/bicycle bridge construction over I-89 in Colchester. *See Item 21 on PBTI map. <strong>Note:</strong> This project is funded for 2001;</td>
<td>Construction of a pedestrian bridge over I-89 adjacent to the existing Blakely Road roadway bridge. Construction completed in 2002.</td>
</tr>
<tr>
<td>Explore possibility of bicycle/pedestrian path from Airport Road to Route 127 in</td>
<td>Status unknown.</td>
</tr>
<tr>
<td>Colchester. <em>See Item 22 on PBTI map</em>;</td>
<td></td>
</tr>
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<td></td>
</tr>
<tr>
<td>A multi-use path adjacent to VT15 to be constructed in 2020 from Lime Kiln Road to Susie Wilson Road. Pearl Street to be widened from Post Office Square to Five-Corners in 2019 to add bike lanes and improved sidewalks.</td>
<td></td>
</tr>
<tr>
<td>Support improvements for bicycle-friendly travel along U.S. Route 2/7 in Milton. <em>See Item 30 on PBTI map</em>;</td>
<td></td>
</tr>
<tr>
<td>Support construction and develop interpretation for bicycle/pedestrian path linking Red Rocks and Oakledge parks in South Burlington. <em>See Items 39 &amp; 40 on PBTI map</em>;</td>
<td></td>
</tr>
<tr>
<td>Support widening and signage of Spear, Irish Hill, Falls, Marsett and Bostwick roads in Shelburne for bicycle travel. <em>See Item 34 on PBTI map</em>;</td>
<td></td>
</tr>
<tr>
<td>Support completion of the Parkside Neighborhood Path in Shelburne to connect the Bostwick Road and the Village to the South Burlington Recreation Path System. <em>See Item 38 on PBTI map</em>;</td>
<td></td>
</tr>
<tr>
<td>Support the construction of a bike/pedestrian bridge over the mouth of the Winooski River. <em>See Item 11a on PBTI map</em>;</td>
<td></td>
</tr>
<tr>
<td>Support bike/pedestrian improvements to the Lime Kiln Bridge. <em>See Item 45b on PBTI map</em>;</td>
<td></td>
</tr>
<tr>
<td>Continue to work with Lake Champlain Bikeways, Local Motion, and interested communities to improve bike routes in the Byways Corridor;</td>
<td></td>
</tr>
<tr>
<td>Support reconnecting the Rutland Railroad’s Island Line for bicycle and pedestrian use;</td>
<td></td>
</tr>
<tr>
<td>Work with local businesses and governments to enhance bicycle-touring opportunities, including encouraging “inn-to-inn” bicycle tour development in Chittenden County.</td>
<td></td>
</tr>
<tr>
<td>PEDESTRIAN</td>
<td>PROGRESS SINCE 2002</td>
</tr>
<tr>
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<td>---------------------</td>
</tr>
<tr>
<td>Continue development of interpretive signage on Burlington’s Waterfront and along the Cycle the City loop. See Item 2 on PBTI map;</td>
<td></td>
</tr>
<tr>
<td>Support construction of safe pedestrian crossing on U.S. Route 7 in Charlotte to access Mt. Philo Road. See Item 12 on PBTI map;</td>
<td>A pedestrian underpass is included in the reconstruction of US7 in Charlotte to be completed in 2017. Charlotte Recreational Trail, Railroad Station to Mt. Philo State Park – Charlotte was awarded a grant in 1999.</td>
</tr>
<tr>
<td>Support safety improvements for pedestrians at Charlotte ferry dock area.</td>
<td>Status unknown.</td>
</tr>
<tr>
<td>Support efforts to create an interpretive guide and service directory in Essex Junction.</td>
<td>Interpretive panel with walking tour installed in 2008.</td>
</tr>
<tr>
<td>Support Riverwalk and pedestrian bridge construction over Main Street in Winooski.</td>
<td></td>
</tr>
<tr>
<td>Establish parking/trailhead for walking trails at Eagle Mountain in Milton.</td>
<td>Trailhead improved with signage and interpretive panel</td>
</tr>
<tr>
<td>Explore walking tour concept and other pedestrian improvements to Milton town center.</td>
<td>US7 Corridor Community Sidewalks, West Milton Road to Haydenberry Drive – Constructed in 2008.</td>
</tr>
<tr>
<td>Support Milton’s efforts to develop a walkway connecting Sandbar State Park and the town’s natural areas and villages.</td>
<td>Status unknown.</td>
</tr>
<tr>
<td>Develop the “Lamoille River Walk” trail in Milton.</td>
<td>Completed.</td>
</tr>
<tr>
<td>Support “A Trail of Two Cities” – a project advocating for the construction of a pedestrian bridge linking Winooski and Burlington’s Intervale;</td>
<td>May not happen as per previous studies</td>
</tr>
<tr>
<td>Support creation of additional local walkways;</td>
<td>Status unknown</td>
</tr>
<tr>
<td>Support the construction and utilization of sidewalks where they are lacking.</td>
<td>CCRPC provided sidewalk construction funding from 2006 to 2016. Planning funding is available each year.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WATERWAYS</th>
<th>PROGRESS SINCE 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to support expansion of non-motorized waterway routes on Lake Champlain;</td>
<td></td>
</tr>
<tr>
<td>Support future marketing efforts to make Lake Champlain Waterways a regional</td>
<td></td>
</tr>
</tbody>
</table>
destination;

Support linking identified natural, historic, and cultural resource sites to the Lake Champlain Waterways system;

Develop an interpretive brochure template for Waterway interpretive routes along the Lake and its tributaries;

Work with partners to identify and develop interpretive routes along Chittenden County’s shore lands and watersheds.

### RAILROADS

**PROGRESS SINCE 2002**

Support the community’s effort to establish a rail linkage between Essex Junction and Burlington;

Work with the State of Vermont, Amtrak, CCTA and others to implement new passenger rail service in the Byways;

Encourage Amtrak, VTrans, CCTA, and Lake Champlain Transportation Co. to cooperate in connecting alternate transportation modes from the Essex, New York to Charlotte, Vermont ferry route;

Encourage Amtrak and other transportation partners to develop improved linkages between the Vermonter and Adirondack train routes;

Address scheduling problems among the various transportation modes;

Support the installation of recreation equipment lockers in every train car;

Develop marketing partnerships to interpret Lake Champlain’s significant intrinsic resources along train routes. Brochures and other leaning tools should be made available on the train passengers.

### FERRIES

**PROGRESS SINCE 2002**

Encourage Amtrak, CCTA, and LCT to cooperate in making seamless transportation connections to the Essex, NY and Charlotte, VT ferry docks;

Support interpretive and marketing partnerships.

Make safety improvements for pedestrians at Charlotte ferry dock area.

Develop tourism packages that include ferry rides in the region’s automotive, bicycle and walking theme routes.

### BUS

**PROGRESS SINCE 2002**

Coordinate scheduled bus stops with alternative transportation schedules at all Mode

What are “alternative transportation”

Node locations; schedules? Go! Stations created in walkable downtown Winooski and walkable downtown Burlington featuring transit service, bike racks/electronic access lockers, and CarShare VT pods.

Market CCTA as part of an “automobile free” vacation to the region; Dan

Continue to equip busses with bike racks; All buses equipped with bike racks, available on first come/first served basis. Bike racks provided at covered bus stops.

Work to make bus stops more “user friendly;” examine improvements such as new shelters, benches, sidewalks, and pedestrian crossing lights; “Benchelter” design provides seating and weather protection in a compact space.

Expand free service to shopping and culture centers with evening shuttles to area restaurants. Free service to be examined in GMT Next Gen Transit Plan 2017

<table>
<thead>
<tr>
<th>DIRECTIONAL AND INTERPRETIVE SIGNAGE</th>
<th>PROGRESS SINCE 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop physical design standards for Byways interpretive and directional signs;</td>
<td>Dan</td>
</tr>
<tr>
<td>Improve natural/historic interpretation and signage along Burlington’s Waterfront Park and along the <em>Cycle the City</em> route.</td>
<td>Dan</td>
</tr>
<tr>
<td>Support efforts to create an interpretive recreation path connecting parks and attractions in Essex Junction and Essex Town.</td>
<td>Dan</td>
</tr>
<tr>
<td>Develop an interpretive path linking Red Rocks and Oakledge parks.</td>
<td></td>
</tr>
<tr>
<td>Establish Byways interpretive materials and information for Burlington Airport.</td>
<td>Dan</td>
</tr>
<tr>
<td>Establish standardized directional signage for all proposed Chittenden County – Lake Champlain Byways improvements. <em>See improvements listed under Lake Champlain Trail and Lake Champlain Bikeways, Walkways, and Waterways listed above;</em></td>
<td>Dan</td>
</tr>
<tr>
<td>Prioritize interpretation of County’s intrinsic resources;</td>
<td>Dan</td>
</tr>
<tr>
<td>Develop a Lake Champlain Byways tag line/logo;</td>
<td>Dan</td>
</tr>
<tr>
<td>Support community utilization of the “Lake Champlain Wayside Exhibit Manual.”</td>
<td>Dan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BIKE RACKS AND LOCKERS</th>
<th>PROGRESS SINCE 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study the current locations of bike racks/lockers;</td>
<td>Dan</td>
</tr>
<tr>
<td>Establish criteria for future bike rack/locker placement.</td>
<td>Dan</td>
</tr>
<tr>
<td>Install additional bike racks/lockers in Burlington’s Waterfront Park;</td>
<td>New racks installed. Bike valet available for</td>
</tr>
<tr>
<td>Bike Racks/Lockers</td>
<td>Larger Events.</td>
</tr>
<tr>
<td>-------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Install bike racks/lockers in South Burlington’s Dorset Street/Williston Road shopping area.</td>
<td>Install bike racks/lockers at all Mode Node locations.</td>
</tr>
</tbody>
</table>

**LINKING BYWAYS WITH THE GREEN MOUNTAINS**

<table>
<thead>
<tr>
<th>Progress Since 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>A partnership between airport taxis and ski rack manufacturers could be established to accommodate ski tourists;</td>
</tr>
<tr>
<td>The outdoor industry should be consulted to improve capacity for public transportation to local mountains;</td>
</tr>
<tr>
<td>Work with public and private entities to study the development a connection from the Amtrak station in Waterbury to surrounding public lands.</td>
</tr>
</tbody>
</table>

**SAFE TRAIL ACCESS AND USE**

<table>
<thead>
<tr>
<th>Progress Since 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner with the Vermont Department of State Forests, Parks and Recreation; Lake Champlain Basin Program; Local Motion; Cross-Vermont Trail; Winooski Valley Parks District; and others interested in the development of safe trail access and crossings;</td>
</tr>
<tr>
<td>Work with the above stakeholders to develop appropriate criteria and for route safety in the Chittenden County – Lake Champlain Byways Corridor;</td>
</tr>
<tr>
<td>Locate non-motorized travelways in safe locations;</td>
</tr>
<tr>
<td>Locate trailheads and Byways facilities in safe locations</td>
</tr>
</tbody>
</table>

**BIKE SAFETY PROGRAMS**

<table>
<thead>
<tr>
<th>Progress Since 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incorporate bicycle safety education as part of Byways transportation/recreational planning and programming;</td>
</tr>
<tr>
<td>Investigate grant sources for delivering bike safety educational programs;</td>
</tr>
<tr>
<td>Partner with local pathway committees (e.g. Local Motion) to develop public education and outreach programs.</td>
</tr>
</tbody>
</table>

**RESTROOM FACILITIES**

<table>
<thead>
<tr>
<th>Progress Since 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study the current locations of public rest rooms;</td>
</tr>
<tr>
<td>Map public restroom locations;</td>
</tr>
<tr>
<td>Develop criteria and standards for certified Lake Champlain Byways</td>
</tr>
<tr>
<td><strong>Restroom/Information Centers;</strong></td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td>Establish public restroom facilities in all Mode Node locations;</td>
</tr>
<tr>
<td>Develop a recognition and reward program for the top restrooms in the Byways Corridor;</td>
</tr>
<tr>
<td>Explore opportunities for information and interpretation at facilities offering restroom services;</td>
</tr>
<tr>
<td>Explore possibilities for purchasing state-of-the-art restrooms for the Chittenden County – Lake Champlain Byways Corridor.</td>
</tr>
</tbody>
</table>
Directional/ Wayfinding Sign Standards
and Signage Plan
for the Chittenden County Corridor
of the Lake Champlain Byway

January 27, 2012

prepared by
Dan Albrecht, Senior Planner
Chittenden County Regional Planning Commission
110 West Canal Street, Suite 202
Winooski, VT 05404
Background

The Chittenden County Regional Planning Commission (CCRPC) was awarded an FY 2003, Federal Highway Administration National Scenic Byways (NSB) Program Grant for a Lake Champlain Byway Wayfinding Signage and Interpretive Wayside Exhibit Project. Included in the deliverables were Development of a Wayfinding/Directional Sign Standards and a Signage Plan. In Chittenden County, the Byway’s member communities are as follows:

- the towns of Charlotte, Shelburne, Colchester and Milton;
- the cities of South Burlington, Burlington and Winooski; and
- the village of Essex Junction.

The Byway’s designated motor route (see Figure 3) consists of U.S. Route 7 as it passes through these communities and that portion of US. 2 from Exit 16 of I-89 to the Sand Bar Bridge in Milton. Essex Junction is included in the Byway due to its role as the host of the Amtrak passenger train station.

CCRPC staff worked with staff of the Vermont Agency of Transportation (VAOT) and members of the Lake Champlain Byways Partnership (the precursor to the Lake Champlain Byway Council) in early 2004 on the development of a logo for the Byway. In selecting a final design, the CCRPC and the Byway partnership noted the need to use an easily-readable font knowing that the logo and name would eventually be used on roadside Wayfinding signs. On June 18, 2004, the Partnership notified Mr. Warren Vail, the State’s Scenic Byway Coordinator of the adoption of the new logo and of the Partnership’s vote to change the official name of the Byway from the “Champlain Trail” to the “Lake Champlain Byway.”

Figure 1. The Lake Champlain Byway logo
**Directional Signage: The Byway “Trailblazer”**

In 2004 the Connecticut River Byway was in communication with then-Secretary MacDonald of VAOT to seek a determination as how to best classify and regulate Byway signage. In late 2004, Secretary MacDonald, issued a letter clarifying that Byway trailblazer signs would be considered as Trail Signs as noted in Section 2D.50 of the Manual on Uniform Traffic Control Devices (MUTCD), 2003 Edition. Based upon this decision the Byway developed the following 18” x 24” trailblazer sign:

![Figure 2. The Lake Champlain Byway “Trailblazer” Sign](image-url)
In late 2004 and early 2005, CCRPC staff worked with the VAOT’s Traffic Operations Division to identify appropriate locations for the installation of Lake Champlain Byway trailblazer signs and to obtain clarification on required materials and installation specifications.

In consultation with the VAOT’s Scenic Byway Coordinator and with staff of the Local Transportation Facilities program, CCRPC staff determined that it was best to wait to install the trailblazer signs until installation of the Project’s thirty-two interpretive panels were imminent. Once the panels were installed, the Byway would have a more tangible presence on the ground. A delay was also required in that the Project was still in the Preliminary Engineering phase at that time and the trailblazers could not be manufactured until the project was in the Construction phase. The transition to the Construction phase was dependent upon first completing design and ROW clearance on the 32 interpretive panels.

In late 2006, CCRPC began to collect detailed information on each proposed sign location in preparation for submission of a Section 1111 permit. In December 2006, the VAOT’s Traffic Operations Division issued a 1-page “Guidelines for Scenic Byway Trailblazer Sign Design & Placement” document (see Appendix).

On March 26, 2007, the CCRPC submitted an application for a Section 1111 permit for the installation of 16 trailblazer signs along portions of the Byway. On June 14, 2007 the application was approved and the permit issued. Three of the signs were installed within Right-of-Way managed by the City of Burlington. In early September 2007, the CCRPC issued a bid announcement for the installation of the sixteen signs. [A previous bid announcement in August resulted in no bids being submitted]. Sixteen Lake Champlain Byway “Trailblazer” Signs were installed in the first week of November 2007 (see map below).
Figure 3. Installation locations for sixteen LC Byway Trailblazer signs, Nov. 2007

Directional/Wayfinding Sign Standards and Signage Plan, Chittenden County Corridor, Lake Champlain Byway
Original Sign Standards and Fabrication Specifications

Lake Champlain Byway signs were manufactured and installed consistent with the current or amended “Guidelines for Scenic Byway Trailblazer Sign Design & Placement” issued by VAOT (see Appendix). The materials were manufactured according to the following basic specifications.

- **Size:** 18” (horizontal) x 24” (vertical)
- **Fabricated with ASTM Type III (minimum) retroreflective sheeting on a 0.060” thick aluminum blank, with round corners**
- **Pre-drilled at top and bottom (1/2” from edge) in preparation for riveting to Sign Post**

New Fabrication Specifications

By 2009 it was clear that some of the installed signs were peeling and in some cases, the color was fading dramatically, particular the color red. The Byway began to explore having any new Trailblazer Signs be fabricated with more durable materials. At the August 2011 National Scenic Byway Conference, staff saw a very durable trailblazer sign used by the Minnesota River Valley Scenic Byway. As of the publication date of this report, the Byway is planning on using the following specification modeled after the Minnesota example.

**Substrate:** New .060 sheet aluminum conforming to ASTM B 209M for Alloy 5052-H38, or 6061-T6. Size: 18” (horizontal) x 24” (vertical) Pre-drilled at top and bottom (1/2” from edge) in preparation for riveting to Square Steel Sign Post or Flange Channel Post

**Sign Sheeting:** Shall be Type 11 (3M DG3 4090 White).

**Clear Overlay:** 3M 1160 clear overlay film will be applied to the sign face.

**UV Protective Coating:** Per fabricator’s supplier

Location of Future Trailblazer Signs

As noted in the “Guidelines for Scenic Byway Trailblazer Sign Design & Placement” issued by VAOT, each town is generally limited to two trailblazer signs, one in each direction, at suitable locations along the Byway. Furthermore, the Guidelines cite
the 2003 MUTCD which notes that “(p)primary guidance should be in the form of printed literature or strip maps.” However, the VAOT guidelines also allow for up to 4 signs, in towns (a) with state highway intersections and in towns (b) following intersections with major town highways with an Annual Average Daily Traffic of 3,000 vehicles per day or more. There are several locations where conditions (a) or (b) are met. Examples of such locations include, but may not be limited to:

<table>
<thead>
<tr>
<th>Municipality</th>
<th>State Highway Intersection</th>
<th>Town Highway Intersection,</th>
<th>AADT</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milton</td>
<td>Middle Road</td>
<td></td>
<td>3,500</td>
<td>2006</td>
</tr>
<tr>
<td></td>
<td>Lake Road</td>
<td></td>
<td>4,500</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Main Street</td>
<td></td>
<td>4,800</td>
<td>2006</td>
</tr>
<tr>
<td>Colchester</td>
<td>VT Route 2-A</td>
<td>Main Street</td>
<td>9,300</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>VT Route 127</td>
<td>Blakely Road</td>
<td>10,400</td>
<td>2007</td>
</tr>
<tr>
<td>Winooski</td>
<td>VT Route 15</td>
<td>Main Street</td>
<td>17,000</td>
<td>2008</td>
</tr>
<tr>
<td>Burlington</td>
<td>Pearl Street</td>
<td></td>
<td>12,000</td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td>VT Route 2</td>
<td>Main St.</td>
<td>25,700</td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td>North St.</td>
<td></td>
<td>3,700</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>Flynn Avenue</td>
<td></td>
<td>4,900</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>St. Paul</td>
<td></td>
<td>9,400</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>Queen City Park Road</td>
<td></td>
<td>5,400</td>
<td>2005</td>
</tr>
<tr>
<td>South Burlington</td>
<td>Swift St.</td>
<td></td>
<td>6,300</td>
<td>2006</td>
</tr>
<tr>
<td></td>
<td>Allen Road</td>
<td></td>
<td>3,900</td>
<td>2006</td>
</tr>
<tr>
<td>Shelburne</td>
<td>Harbor Road</td>
<td></td>
<td>4,500</td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td>Webster Road</td>
<td></td>
<td>3,700</td>
<td>2006</td>
</tr>
<tr>
<td></td>
<td>Marsett Road</td>
<td></td>
<td>4,000</td>
<td>2006</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Ferry Road</td>
<td></td>
<td>3,700</td>
<td>2005</td>
</tr>
</tbody>
</table>

Source: Chittenden County Metropolitan Planning Organization

In 2010, the Byway communicated with the VAOT about possibly installing Trailblazer Signs on some of the roads listed above as they approach the intersection with the Byway’s main designated motor route on U.S. 7 or U.S. 2. In late 2010, VAOT Byways Program Manager communicated to the Byway that “the sole purpose of trail signs are to keep the traveler on the byway not direct them to the byway. Directions to a byway is [sic] the job of maps and marketing materials.”

As of the date of this Plan, the Byway does not have dedicated funding to install additional trailblazers up to the four sign per municipality limit identified. The first priority of the Byway is to replace the existing signage in Chittenden County with those
manufactured to the more durable specification identified in 2001. If funding can be secured, the CCRPC may take the initiative to seek VAOT approval for installing additional Byway Trailblazer signs in Chittenden County.

**Wayfinding Signage along the Byway**

After development of the trailblazer sign as described above, CCRPC staff investigated the potential for developing a standardized wayfinding sign system for the Byway’s communities. CCRPC staff noted the Burlington has had its own municipal wayfinding signage system in place for several years. The system uses tall, 8’-10’ tubular steel posts in the form of an inverted “U” along with aluminum sign boards placed in between the posts. Similarly, the Lake Champlain Byway community of Middlebury uses small, pedestrian wayfinding signs consisting of white lettering on rectangular horizontal black street signs on black decorative posts. Given these preexisting systems and the unlikelihood of convincing all of the County’s eight Byway communities of using one standardized Wayfinding Sign System --let alone those Byway communities in other counties— CCRPC, in consultation with VAOT staff, elected not to pursue development of one system for the Byway.

However, CCRPC staff did appreciate that travelers needed to be better served on how to access intrinsic resource site attractions on the Byway. CCRPC staff therefore has encouraged municipalities and attractions to take advantage of two potential options:

a) development of unique municipal wayfinding sign systems

b) use of brown OBDS roadside wayfinding signs managed by the Vermont Travel Information Council.
a. Municipal wayfinding sign systems

Using a NSB FY 2006 grant, the Byway offered its member municipalities the option of using the grant resources to have CCRPC hire firms to work with the municipality to design systems consistent with the following Vermont Statutes:

**Title 10: Conservation and Development  Chapter 21: Tourist Information Services**

494. Exempt signs

(15) Municipal informational and guidance signs. A municipality may provide alternative signs of a guidance or informational nature and creative design to assist persons in reaching destinations that are transportation centers, geographic districts, historic monuments and significant or unique educational, recreational or cultural landmarks, provided that such destinations are not private, for-profit enterprises. A proposal to provide alternative signs shall contain color, shape and sign placement requirements that shall be of a uniform nature within the municipality. The surface area of alternative signs shall not exceed 12 square feet, and the height of such signs shall not exceed 12 feet in height. The proposal shall be approved by the municipal planning commission for submission to and adoption by the local legislative body. Alternative signs shall be responsive to the particular needs of the municipality and to the values expressed in this chapter. These proposals shall be subject to and consistent with any plan duly adopted pursuant to chapter 117 of Title 24, shall be enforced under the provisions of 24 V.S.A. §§ 4444 and 4445 and may emphasize each municipality’s special characteristics. No fees shall be assessed against a municipality that provides signs under this section and, upon issuance of permits under section 1111 of Title 19, such signs may be placed in any public right-of-way other than interstates. This section shall take effect upon the travel information council securing permission for alternative municipal signs in accordance with section 1029 of Title 23.

(16) [Repealed.]

(17) Within a downtown district designated under the provisions of 24 V.S.A. chapter 76A, municipal information and guidance signs. A municipality may erect alternative signs to provide guidance or information to assist persons in reaching destinations that are transportation centers, geographic districts, and significant or unique educational, recreational, historic or cultural landmarks. A proposal to provide alternative signs shall contain color, shape and sign placement requirements that shall be uniform within the municipality. The surface area of alternative signs shall not exceed 12 square feet, and the highest point of such signs shall not exceed 12 feet above the ground, road surface or sidewalk. The proposal shall be approved by the municipal planning commission for submission to and adoption by the local legislative body. The sign proposal then shall be submitted to the travel information council for final approval. Denial may be based only on safety considerations. Reasons for denial shall be stated in writing. Alternative signs shall be responsive to the particular needs of the municipality and to the values expressed in this chapter. These proposals shall be subject to and consistent with any municipal plan duly adopted pursuant to chapter 117 of Title 24, shall be enforced under the provisions of 24 V.S.A. §§ 4444 and 4445 and may emphasize each municipality’s special characteristics. No fees shall be assessed against a municipality that provides signs under this section and upon issuance of permits under section 1111 of Title 19, such signs may be placed in any public right-of-way other than interstates. Notwithstanding subdivision 495(a)(7) or any other provision of this title or of section 1029 of Title 23, alternative signs permitted under this subsection shall not be required to comply with any nationally recognized standard. (1967, No. 333 (Adj. Sess.), § 14, eff. March 23, 1968; amended 1971, No. 115, § 3, eff. April 26, 1971; 1979, No. 135 (Adj. Sess.), § 2; 1983, No. 167 (Adj. Sess.), § 9; 1991, No. 197 (Adj. Sess.), § 1; No. 207 (Adj. Sess.), §§ 1, 2; No. 220 (Adj. Sess.), § 1; 1993, No. 121 (Adj. Sess.), § 8a; 1995, No. 190 (Adj. Sess.), § 12b; 1997, No. 120 (Adj. Sess.), § 8; No. 150 (Adj. Sess.), § 6; 1999, No. 18, §§ 41e, 41g(c), eff. May 13, 1999; 1999, No. 156 (Adj. Sess.), § 33, eff. May 29, 2000; 2003, No. 160 (Adj. Sess.), § 59, eff. June 9, 2004.)
As of the date of this report, the following Chittenden County Byway municipalities have explored or developed such wayfinding systems (*see Appendix*) using both resources hired by the CCRPC [ from NSB grant funds ] as well as their own funds.

- The City of Winooski, as part of redevelopment of its downtown district and also in working with the Byway to improve visitor information, has developed the following wayfinding sign family: a two-posted large gateway, a single post small gateway sign, an automobile directional sign, a single post double-sided informational kiosk, a single post double-sided trailhead informational sign and a trail sign. Currently, automobile directionals are installed in the downtown district and the City plans to erect an informational kiosk in 2012.

- The City of South Burlington has also designed and approved a wayfinding sign family consisting of a gateway, an automobile directional, a park entry and a recreation path sign. Several recreation path signs have been installed and the City plans to install two park entry signs in 2012 funded in part by NSB funds.

- The Town of Shelburne has developed a draft wayfinding sign family consisting of gateway/welcome, an automobile directional, a pedestrian directional, a 2-sided pediment and a four-sided kiosk all based upon a brown and white color scheme. Using its own funds the Town has erected some prototype signs to obtain feedback from residents. Final approval by relevant town boards is pending.

- The Town of Colchester also developed a draft wayfinding family but elected not to move forward with it.

**b) Brown, Official Business Directional Signs (OBDS)**

In the spring of 2008, the Byway met twice with the State’s Travel Information Council to persuade the TIC to allow a greater variety of sites to utilize brown OBDS (*see letter of June 10, 2008 in Appendix*), specifically

1) *Municipally-owned and state-owned lands providing recreational opportunities*

2) *Official state-owned or state-leased Fish & Wildlife Access areas*

3) *Designated national historic districts or sites*

4) *Museums and other cultural interest sites operated by non-profits*
At its July 2008 meeting the Travel Informational Council approved the Byway’s proposal. As of the date of the publication of this document, the following sites have obtained brown OBDS to direct travelers to their locations: Shelburne Museum (see Appendix) and Milton Museum. The Byway plans to continue to make eligible attractions along the Byway aware of this opportunity to apply for use of a brown OBDS.

Conclusion

In summary, Lake Champlain Byway signage in the Byway’s eight Chittenden County corridor communities will proceed as follows. The CCRPC, in consultation with the Lake Champlain Byway Council, will

- work with VAOT and host municipalities to maintain the sixteen original trailblazer signs installed in 2007;
- work with VAOT and host municipalities to install additional trailblazers at appropriate locations;
- encourage its eight Byway municipalities to maintain and/or develop standardize municipal wayfinding signage systems to aid travelers as well as local residents; and
- encourage its eight Byway municipalities and intrinsic resource site host organizations to seek installation of black and/or brown OBDS signage to aid travelers.
Appendix

“Guidelines for Scenic Byway Trailblazer Sign Design & Placement”

Burlington Wayfinding Sign Family

Shelburne Wayfinding Sign Family

Winooski Wayfinding Sign Family

South Burlington Wayfinding Sign Family

June 2008 letter from Lake Champlain Byway Council to Vermont Travel Information Council

Photo of installed brown OBDS for Shelburne Farms
Guidelines for Scenic Byway Trailblazer Sign Design & Placement
Vermont Agency of Transportation

These guidelines are based on standards and guidance found in Section 2D.49 (Signing of Named Highways) & 2D.50 (Trail Signs) found in the Manual on Uniform Traffic Control Devices (MUTCD) 2003 Edition. “Primary guidance for scenic byways should be in the form of printed literature or strip maps” (Section 2D.50).

1. Trailblazer sign design shall be approved by the Secretary of the Vermont Agency of Transportation (VTrans).
2. Sign size shall be 18”(horizontal) X 24”(vertical) and fabricated with ASTM Type III (minimum) retroreflective sheeting on a 0.060” thick aluminum blank, with rounded corners.
3. Trailblazer signs shall be limited to two per town, one in each direction, installed at suitable locations along the byway, except as noted below:
   a) In towns with state highway intersections, scenic byway trailblazer signs should be installed following the intersection, in conjunction with, and mounted below reassurance route markers, to confirm to drivers that they are following the byway. See example # 4, Figure 2D-14, page 2D-30, MUTCD 2003.
   b) Trailblazer signs may be installed following intersections with major town highways, in conjunction with confirmatory route markers. A major town highway may be defined as a highway with an AADT of 3000 vehicles per day or more.
   c) The total number of trailblazer signs shall not exceed four per town, in towns with state highway intersections, and/or an intersection with a major town highway.

Trailblazer signs should be installed by a contractor, who has been pre-approved by VTrans Contract Administration, with a VSA 1111 permit from Utilities and Permits Section of VTrans. In some circumstances, VTrans may find it more convenient to install the signs in conjunction with other sign work. In those cases, the signs shall be provided to Traffic Operations, who will prepare a work order for their installation. As part of the process, the trailblazer logo sign design detail shall be submitted to Traffic Operations, so that VTrans can maintain and replace the signs when necessary in the future. A list of sign installation locations, by milepoint and direction, shall be submitted to Traffic Operations, for inclusion in the sign inventory database.

Signs shall be installed on 3 pound per foot flanged channel galvanized steel sign posts (see VTrans Standard E-160) or 2 inch galvanized square steel sign posts, inserted into a square steel anchor (see VTrans Standard E-164). All materials shall comply with Section 750 – Traffic Signs of the 2006 Standard Specifications for Construction. Dig-Safe shall be notified prior to installation of signs. Signs shall be installed in accordance with the latest edition of the MUTCD and VTrans Standard E-121.

December 2006
2 1/4" LAMINATED MOO PLYWOOD PAINTED GREEN
WITH GREY PAINTED BORDER AND OFF WHITE PAINTED COPY
SURFACE APPLIED LOGO AS DIGITAL ART ON VINYL
11/2" SIGN FOAM MANTEL PAINTED GREY
ALUMINUM Drip CAP ALONG TOP EDGE PAINTED GREY
PT POST PAINTED GREY
1/8" LEXAN FACE COVER BEGIN JUST BELOW MANTEL
MOUNTED W/STAND-OFFS FOR 1/16" GAP

WELCOME TO DOWNTOWN WINOOSKI

MAP

WELCOME TO DOWNTOWN WINOOSKI

WELCOME

BIENVENUE

TEXT & PHOTOS

NOTE: WOOD & WOOD MAKES NO CLAIM TO LIABILITY OF FASTENERS AND SUGGESTS COMPLETE REVIEW
BY A LICENSED ENGINEER.
3/4" MDO PLYWOOD SLAB W/ EPOXY EDGES PAINTED GREEN WITH GREY PAINTED BORDER AND OFF WHITE PAINTED COPY SURFACE APPLIED LOGO AS DIGITAL ART ON VINYL
1 1/2" SIGN FOAM MANTLE PAINTED GREY ALUMINUM DRIP CAP ALONG TOP EDGE PAINTED GREY
1/8" LEXAN FACE COVER BEGINS JUST BELOW MANTLE MOUNTED W/ STAND OFFS FOR 1/16" GAP
PLAQUE ATTACHED TO POST WITH STAINLESS #10 FLAT HEAD SCREWS THROUGH FACE PAINTED OVER TO MATCH BACKGROUND COLOR

ALL COLOR NUMBER DESIGNATIONS ARE BENJAMIN MOORE EXTERIOR FLAT LATEX

1. TARRYTOWN GREEN: HC-134 FOR ALL SIGN FACES
2. GULLWING GREY: 224-50 FOR ALL MANTLES FOR ALL BORDERS FOR ALL BACKSIDES OF SIGNS
3. MINEDER ONION: OC-128 FOR COPY AND ARROWS
4. LOGO - DIGITAL PRINT ON VINYL

PRESSURE TREATED POSTS PAINTED GREY
DIRECT GROUND BURIAL 4 FEET

CITY OF WINOOSKI
WELCOME
BIENVENUE

NOTES

SINGLE POSTED GATEWAY
QTY: 1
ONE-SIDED

CLIENT
WINOOSKI FALLS

SCALE
3/4" = 1' - 0"

FILE NAME
GATEWAY 1 POST R

DATE
08/03/02

DRAWING
G-10

SPARKY POTTER
DESIGN GROUP
CITY OF
WINOOSKI
WELCOME ∞ BIENVENUE

1 1/2" MAHOGANY SLAB PAINTED GREEN (BM TARRYOWN GREEN # HC-134)
WITH GREY PAINTED RETURN EDGE AND BACKSIDE
COPY PAINTED OFF WHITE (BM MINGED ONION # OC-126)
8" DIA CIRCULAR LOGO AS DIGITAL PRINT ON VINYL APPLIED TO SLAB SURFACE
1 3/8" FACE X 3/4" THICK MDO FACE FRAME PAINTED GREY

5 1/2" X 5 1/2" PT POSTS PAINTED GREY (BM GULLWING GREY # 234-80)
HIGH DENSITY SIGN FOAM CARVED POST TIPS PAINTED GREY
ALUMINUM DRIP CAP ALONG TOP EDGE PAINTED GREY
SLAB FASTENED FROM BACKSIDE OF POSTS WITH RECESSED TIMBERLOCK SCREWS
HIDDEN WITH FLUSH MOUNT PLUGS PAINTED TO MATCH POST

OPTIONS:
1. WINOOSKI COPY ONLY CARVED & PAINTED
2. VINYL LOGO ART MOUNTED ONTO 1/4" BLACK PVC DISK AND APPLIED TO SLAB SURFACE

NOTES
TWO POSTED GATEWAY SIGN
QTY = THREE ONE-SIDED

CLIENT
WINOOSKI WAYFINDING
SCALE
1" = 1'-0"
FILE NAME
GATEWAY 2 POST R1
DATE
08/13/09
DRAWING
SPARKY POTTER DESIGN GROUP

W O O D  &  W O O D
DESIGN • SIGN SYSTEMS
INTERIORS • DECORATIVE ARTS
99 CARVEL ROAD
WATERFORD, CONNECTICUT 06385

APPROVED
DATE

860-484-1080
860-484-7966 FAX
woodwood@madriver.com
1. 1/2" MDO PLYWOOD SLAB W/ EPOXY EDGES
   3/4" SIGNFACE FACE MANTLE
   ALUMINUM PAINTED Drip CAP ATTACHED WITH SCREWS AND SILICONE ADHESIVE
   1/8" LEXAN FACE COVER BEGIN JUST BELOW MANTLE MOUNTED W/STAND OFFS FOR 1/8" GAP
   LOGO PRINTED ONTO ADHESIVE BACKED VINYL AND APPLIED DIRECTLY TO SIGN SURFACE

   1/2" X 4" X 40" STEEL TONGUE CAULKED INTO TOP SLAB 22" AND FIT INTO POST SLOT 18"
   POST BOLTED THROUGH STEEL TONGUE AND NUTTED OFF ON BOTH SIDES WITH HARDWARE CONCEALED WITH WOOD PLUGS ON POST FACE AND SPILERS ON POST SIDES TO CONCEAL CUTOUT SLOT

3/4" X 24" X 86" MDO PLYWOOD PLAQUE WITH EPOXY EDGES AND PAINTED GREY FACE, EDGES & BACKSIDE ATTACHED TO POST THROUGH FACE WITH STAINLESS #10 X 2" FLAT HEAD SCREWS WITH HEADS PAINTED TO MATCH GREY BORDER COLOR

21. 3/4" X 33 3/4" DIGITAL MAP ART PRINTED ON VINYL APPLIED TO 1/8" DIBOND ALUMINUM WITH BLACK PAINTED EDGES AND GLUED TO MDO BACKGROUND (MAP ART SUPPLIED BY CLIENT)

ENTIRE 24" X 36" MDO PLAQUE FACED WITH 1/8" CLEAR LEXAN MOUNTED WITH 5" STAND-OFFS FOR 1/8" GAP

ALL COLOR NUMBER DESIGNATIONS ARE BENJAMIN MOORE INTERIOR FLAT LATEX

1. Tarrytown Green HC-34
   FOR ALL SIGN FACES
2. Gallery Grey 234-50
   FOR ALL MANTLES
3. For All Borders
   FOR ALL BACKSIDES OF SIGNS
4. Mingled Onion OC-18
   FOR COPY AND ARROWS
5. Logo - DIGITAL PRINT ON VINYL

APPROVED DATE
4" x 4" NATURAL FINISH CEDAR POST WITH SIMPLE SAWN TIP DETAIL

1" THICK UNFINISHED NATURAL CEDAR PLAQUE WITH SANDED SMOOTH FACE AND ROUNDED OVER EDGE ATTACHED TO POST THROUGH FACE WITH 2 1/2" X 1/4" STAINLESS LAG BOLTS WITH WASHERS

FLAT BLACK PAINTED COPY (VARIÉS BY LOCATION)

DIRECT GROUND BURIAL 36" - 48"

notes

client

WINGOSKI

scale

1 1/2" = 1 FOOT

file name

TRAIL SIGNS

date

07/06/09

drawing #

GMD

WOOD & WOOD SIGN SYSTEMS
P.O. BOX 161, MAD ELLEN RD
WATERBURY, VERMONT 05673
802-496-2385
802-496-7916 Fax

APPROVED
DATE

Wingoski Trail Signs

QTY = SIX ONE FACED
BASIC DETAILS

Logo Panels for Gateway & Auto Directional Signs
Cut Opaque Acrylic w/ Applied Vinyl Graphic

Sign Posts
Stainless Steel or Aluminum, Powder-Coated Dark Gray

Sign Panels
Stainless Steel or Aluminum, Powder-Coated w/ Applied Reflective Vinyl Lettering, Bolted to Posts w/Visible Hardware
June 10, 2008

Mr. John W. Kessler, Chair  
Travel Information Council  
c/o VAOT: Roadway, Traffic & Safety  
One National Life Drive  
Montpelier, VT 05633-5001

Dear Chairman Kessler and Council members,

Thank you for the opportunity to address the Council at your upcoming meeting to follow up on our discussion from your May meeting. As was discussed, you asked that I come back to the TIC with a list of proposed types of locations for which the use of a brown OBDS could be used. After consultation with representatives of our Byway communities, we would like the TIC to authorize use of a brown OBDS for the following:

1) Municipally-owned and state-owned lands providing recreational opportunities  
2) Official state-owned or state-leased Fish & Wildlife Access areas  
3) Designated national historic districts or sites  
4) Museums and other cultural interest sites operated by non-profits

The rationale for uses 1) and 2) is that these lands and areas provide quality recreational opportunities for visitors. The use of brown signs for uses 3) and 4) would put them on par with the current allowed use of brown OBDS for State Historic Sites. The use of brown OBDS will improve traveler information and directional signage, a goal expressed in the Corridor Management Plans for the Byway. Finally, the ultimate rationale for this request is that white-on-brown signage for recreational and cultural interest areas is used throughout the United States (per the direction provided in Chapter 2.H. of the MUTCD) and this is what the traveler consciously and subconsciously looks for while navigating to such sites.

Sincerely,

Dan Senecal-Albrecht, Chair  
Lake Champlain Byway Council
Example of installed brown OBDS
(Official Business Directional Sign)

Northbound, U.S. 7
Shelburne Farms
Lake Champlain Byway Interpretation Coordination Plan

Adopted February 9, 2015 by the Lake Champlain Byway Council
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1.0 Introduction

The Lake Champlain Byway is located in the northwest portion of the state. From north to south, the formal route is 184 miles (215 km) long and consists of U.S. Route 2 through Grand Isle County, U.S. Route 7 through Chittenden County and then south to into Addison County. It is comprised of twenty-two communities along this Route (see map on cover) and more than 200 intrinsic resource sites (e.g. parks, boat launches, trails, natural areas, museums, etc.) managed by government entities and non-profits (see Appendix A for a detailed list by county).

The Byway is managed by the Lake Champlain Byway Council with a 12-member board consisting of representatives from the region’s three Regional Planning Commissions, its two Chambers, Lake Champlain Bikeways, the Lake Champlain Basin Program and five at-large members.

This is the first Interpretation Plan for the Lake Champlain Byway. The goals of this project are:

- 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 plan is focused only on the intrinsic resource sites.

2.0 Our Process

The process is the plan! This document is intended to help us track and organize the ideas that have come from an on-line survey and an in person meeting of site managers. It identifies specific action items from the survey and the meeting that will be most useful to the advancement of the Byway in the near future.

A series of public meetings were held as noted below in Section 4.0. Additionally, a draft of the Plan was made available on

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**What is the Lake Champlain Byway?**

A Byway is a designation of a geographic area by the State of Vermont, comprised of member towns and the associated sites or attractions in those towns. A Byway is designated for its unique intrinsic qualities or resources. It is intended to help visitors and residents find their way to cultural and recreational opportunities in the area.

An intrinsic quality is defined by the Federal Highway Administration 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.”
3.0 Highlights of Survey Results
See Appendix B for all results.

Forty seven sites responded to an on-line survey that was sent to about 60 site managers along the Byway. The survey was available for two months and the results were provided to all respondents prior to the May 6th meeting. The following provides a summary of the survey results by category.

3.1 Operational
- 34 sites are open year round, 7 for half of the year and 3 are open summer only
- The majority of visitors are adults, followed closely by adults with children
- Visitor numbers ranged from 100-150,000 with 21,387 being the average
- Site managers would like to attract more young adults and all ages equally

3.2 Interpretive Programming
- The majority of sites have no paid or volunteer interpretive staff
- Printed materials, followed closely by special programs are the most popular interpretive materials
- Outdoor interpretive panels and exhibits are the next most popular programming
- Special programs and events are most successful by a wide margin (10)
- Answering questions and providing demonstrations are the primary interpretive staff interactions with the public

3.3 Interpretive Themes
- ‘Conservation and Community’ was the primary Byway theme among respondents
- Interpretive themes are varied, visitor experiences are diverse and, reflecting this, site managers ideas for improving interpretive programming are wide-ranging
- 24 sites have plans for new interpretive programming in the next 5 years
1. Many site managers are interested in collaborating with other sites as shown above

3.4 Outreach Services and Marketing

- 15 sites belong to one or more chambers of commerce
- 14 Sites belong to Blue Map and/or PP&D brochure service
- Six sites give discount coupons
- Eight sites are interested in a joint membership or discount ticket program.

4.0 Outreach Meetings

4.1 May 6, 2014 meeting Highlights

See Appendix C for complete meeting notes.

Twenty representatives from 17 different sites participated in the May 6th meeting at Shelburne Museum. We had two facilitated break out groups to: share information about programs; identify any shortcomings in necessary interpretive efforts and identify the best parties to develop programs to address those concerns; where necessary, develop consensus on key interpretive messages, and where feasible, identify potential new collaborative interpretive efforts.

4.1.1 Current projects/programs that benefit more than one site

- Using a National Scenic Byways grant sponsored by the Lake Champlain Byway, Local Motion is developing 8 rest areas along the bike path from Shelburne Vineyards to Goodsell Ridge Preserve and South End Café
- Colchester Old School House serves as an information center on regional attractions.
- CEDO is a liaison to Burlington neighborhoods
- Lake Champlain Bikeway links sites
- Lake Champlain Basin Program
- Green coupon
- VT Department of Tourism and Marketing looks for projects that elevate numerous sites in a geographic region
4.1.2 Project Ideas

- Develop a specific, unifying theme of alternative transportation corridors (bicycling and an international waterway)
- Suggested itineraries
- Byway theme of the year
- Who’s in our world? (within a thirty minute drive)
- Routes ‘the journey is part of the experience’
- Start a ‘Byway Club’ – get people to visit every museum, natural area etc.
- Attract locals
- Develop exit survey for site visitors
- Engage the for profit sector
- There is a need for better way finding – especially along alternative travel ways
- Building critical mass among year round facilities
- Sharing major events on an updateable, on-line, calendar

4.2 October 31, 2014 meeting highlights
Ten people attended the meeting held at the Shelburne Town offices. The group discussed moving forward with the top two priority projects – pursuit of an easy to use shared calendar and development of geographic or theme based itineraries. A final meeting will be held in January to present progress on a calendar and an itinerary tool and solicit input from members.

4.3 February 9, 2015 meeting highlights
A regular meeting of the Lake Champlain Byway Council was held at the Rokeby Museum. The Intrinsic Resource Coordination Plan was the main focus of the agenda. In addition to approving the plan, the group reviewed the on line ESRI Story App developed by Landslide, Inc. It was decided that we would use the Byway categories from the existing Lake Champlain Byway web page: History and Culture; Recreation and Nature and Scenery in a Story App that the Chittenden County Regional Planning Commission will host on their server. The Regional Planning Commissions agreed that they have enough time remaining on this project to populate an Excel spreadsheet with the sites in their region. The group also reviewed the existing calendar resources and decided that developing their own calendar in the face of so many others already in existence was not a good use of their resources.

5.0 Action Items
Below the project ideas are fleshed out with why they are relevant and how they might assist with promoting the Byway. This information will help us imagine what they might become and decide if we want to pursue them. The intention is for these to be discrete, cooperative projects that benefit multiple sites or the whole Byway.

5.1 Develop a specific unifying theme for the Byway
Vermont has ten Byways – all of which focus on the beautiful scenery and friendly communities along them. The Lake Champlain Byway has the obvious umbrella of the Champlain Valley. Additionally, all of the counties in the Byway have a focus on bicycling and to some degree, boating, that could help define the Byway. Would it benefit sites along the Byway to adopt an ‘alternative travel ways’ theme that included bicycling and boating?
5.2 Suggested Itineraries
With so many sites to choose from and a large geographic area, the LCB can be difficult to plug into. By suggesting a few itineraries in each county of the Byway every year, it could be easier for visitors and locals to plan a weekend adventure if each area had a few suggested itineraries. Think of the New York Times “36 hours in...” travel articles.

5.3 Byway theme of the year
In order to cultivate on-going interest in the Lake Champlain Byway, sites could work together each year to develop an annual theme that each site could then build their programming around or hold a special event with that theme. The 200th anniversary of the ‘Battle of Plattsburgh’ inspired this idea.

5.4 Who’s in our world? (Within a thirty minute drive)
Visitors often arrive at one site because they have a specific interest in that site, however, they may have family members with different interest or find themselves with time and interest in pursuing an additional experience. Helping visitors who have arrived at one site find other nearby attractions that could meet other visitor needs could enhance visitor experience and make people more inclined to come back again.

5.5 Routes ‘the journey is part of the experience’
Visitors sometimes complain that things are too far away or hard to get to. If we provided information about different sites along the route that might be of interest and helped people see that the ‘journey was part of the experience’ they might see exploring the Byway in a whole new light. One thought is ‘roadside geology’ or ‘roadside architecture’ journeys.

5.6 Start a ‘Byway Club’ – get people to visit every type of site along the Byway
By creating checklists of similar sites along the Byway, visitors and locals alike could be motivated to come back again until they have visited them all. Similar to geo-caching, or hiking the 46ers in the Adirondacks, it could be a family affair.

5.7 Attract locals
Getting locals to value the importance of the sites along the Byway is a challenge. Capitalizing on the popularity of staycations and buy local campaigns, the Byway could focus efforts on educating locals about the many great things to do in the Champlain Valley.

5.8 Develop exit survey for site visitors
What information do you want from your visitors? What type of information is currently NOT being collected? What information is currently being collected?

5.9 Engage the for profit sector
In order to fully develop many of the ideas presented here, for-profit businesses need to be an active part of the Byway. For example, Carillon Cruises responded to the survey and provides an important educational service for visitors. Restaurants, bed and breakfasts and hotels also provide much needed services for visitors and are a critical piece of an enjoyable visit. They have not been part of the Byway in the past as the Byway Council has tried to focus its efforts on
interpretation and information about intrinsic resource sites rather than services providers. How do we engage them in the Byway? Is this an important part of getting more visitors to our area?

5.10 **There is a need for better way finding – especially along alternative travel ways**

Many sites reported assisting people, even locals, with route finding especially along the bike paths and waterways. Development of both on-line tools (like a geolocation app to connect sites) and pdf versions of routes (for when there is no service) would improve visitor experiences. See Angelo Lynn, Addison Independent editorial on Lake Champlain becoming a National Water Trail in Appendix B.

5.11 **Building critical mass among year round facilities**

Many of the sites along the Byway are open year round, yet there is a perception that visiting the LCB is a seasonal experience. Year-round sites could work together to build awareness of year round opportunities.

5.12 **Sharing major events on an updateable, on-line calendar**

Increasing awareness of on-going activities and special events among the sites along the byway will facilitate networking and referral activities and help improve visitor experiences. A calendar was filled out by participants at the May 6th kickoff meeting that could be posted on-line and updateable by site managers throughout the year.

6.0 **Next Steps/Project Prioritization**

An on-line survey was made available to approximately 50 Byway site managers in August of 2014. Respondents were asked to pick their top three action items from a list of ten. Action Items 5.2 – Suggested itineraries, 5.4 – Who’s in our world? and 5.5 – The Journey is part of the experience were combined into one action item.

Twenty three site managers responded to the survey. The top two vote getters, with 13 votes were:

- Suggested itineraries/Who’s in our world/The journey is part of the experience; and
- Sharing major events in an on-line, updateable calendar.

The next highest vote getters, with nine votes, were:

- Attract locals; and
- Engage the for-profit sector.
6.1 Priority Ranking Chart

Please select your top three priorities from the following list of ten potential projects (for more information on the projects, see the action items in the draft plan sent with this e-mail notification):

Answered: 23  Skipped: 0

- Develop a specific...
- Suggested itineraries ...
- Byway theme of the year ...
- Start a 'Byway Club' – get...
- Attract locals - Capitalizi...
- Develop exit survey for a...
- Engage the for profit secto...
- There is a need for bst...
- Building critical mass...
- Sharing major events on an...
6.2 Priority Ranking Table

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a specific unifying theme for the Byway - For example, would it benefit sites along the Byway to adopt an ‘alternative travel ways’ theme that included bicycling and boating?</td>
<td>13.04% 3</td>
</tr>
<tr>
<td>Suggested Itineraries / Who’s in our world? (Within a thirty minute drive) / Routes ‘the journey is part of the experience’ (Action Items 5.2, 5.4 and 5.5 on page 4 and 5 of the report are combined here.) - Try suggesting a few itineraries, either by county, vicinity or theme, it would be easier for visitors and locals to plan their trip.</td>
<td>56.52% 13</td>
</tr>
<tr>
<td>Byway theme of the year - Sites could work together each year to develop an annual theme that each site could then build their programming around or hold a special event with that theme.</td>
<td>8.70% 2</td>
</tr>
<tr>
<td>Start a ‘Byway Club’ – get people to visit every type of site along the Byway - By creating checklists of similar sites along the Byway, visitors and locals alike could be motivated to come back again until they have visited them all.</td>
<td>13.04% 3</td>
</tr>
<tr>
<td>Attract locals - Capitalizing on the popularity of staycations and buy local campaigns, the Byway could focus efforts on educating locals about the many great things to do in the Champlain Valley.</td>
<td>39.13% 9</td>
</tr>
<tr>
<td>Develop exit survey for site visitors - What information do you want from your visitors that is not already being collected?</td>
<td>8.70% 2</td>
</tr>
<tr>
<td>Engage the for profit sector - In order to fully develop many of the ideas presented here, for-profit businesses need to be an active part of the Byway.</td>
<td>39.13% 9</td>
</tr>
<tr>
<td>There is a need for better way finding – especially along alternative travel ways - Development of both on-line tools (like a geolocation app to connect sites) and pdf versions of routes (for when there is no service) would improve visitor experiences.</td>
<td>34.78% 8</td>
</tr>
<tr>
<td>Building critical mass among year round facilities - Year-round sites could work together to build awareness of year round opportunities.</td>
<td>13.04% 3</td>
</tr>
<tr>
<td>Sharing major events on an update able, on-line calendar - Increasing awareness of on-going activities and special events among the sites along the byway will facilitate networking and referral activities and help improve visitor experiences.</td>
<td>56.52% 13</td>
</tr>
</tbody>
</table>

Total Respondents: 23

6.3 Next Steps on Priority Projects

6.3.1 Sharing Major Events on a Calendar

The following calendars already exist:

- Vermont Vactions.com
- State Chamber
- Addison County Chamber Calendar
- Media outlets
- Byway website

Sharing options with each of these will be researched and reported on at the follow-up meeting in January.

6.3.2 Suggested Itineraries

Story map applications exist to create itineraries. Their ease of use and ability to organize data will be researched and reported on at the follow-up meeting in January.