

## **Village of Carthage**

**Scenic Rt. 3** (Proposed as Alternative Byway Route Loop)

*Resources are located between NYS DOT End Mile Point Jefferson County Line 15.32-17.45*

Located in Jefferson County in the Town of Wilna. Like many settlements along the Black River, Carthage was founded in the early 1800's due to the abundant supply of woodlands and close proximity to the Black River Corridor. Incorporated in 1842, early development was built around ironworks and tanneries with agriculture and papermaking becoming major industries during the late 1800's. In 1855, The Black River Canal, third largest next to the Erie Canal, was completed and opened for travel and commerce to points up river and beyond due to its link to the Erie Canal through its extensive lock system. Rough waters & strong under currents down stream brought the need to turn boats around once they arrived at Carthage at what is now known as Turning Point Park. Joined by the Black River, the Village of West Carthage continues to serve as a bedroom community. Remnants of days-gone-by can be seen through the architectural design of historic homes and buildings in the state and national historic downtown business district, mill & tannery ruins, and parks that serve as points of interest and attractions to visitors and residents.

A revitalization initiative is currently underway in the Village of Carthage, in conjunction with the Village of West Carthage and supported by the Towns of Champion and Wilna. The Villages of Carthage and West Carthage are currently implementing a NYS Small Cities Community Development Block Grant: \$600,000 Joint Micro-enterprise Façade and Public Improvement Program as part of an early phase of the revitalization initiative. In addition, RACOG recently formed a committee to advance revitalization efforts based upon recommendations identified in the June 2002 "Carthage/West Carthage: Downtown Retail Development Plan & Strategy." Through cooperative efforts with the River Area Council of Government (RACOG) and assisted by the Tug Hill Commission and Jefferson County Planning Department, the Village of Carthage will begin a 1-year \$62,500 Transportation Planning process through the Governor's Qualities Community Development Program and in conjunction with the NYS DOT to complete the transportation segment of the "Downtown Comprehensive Plan."

Just as significant to the overall experience of the visitor is the reflection of architectural design documenting the historic significance of privately owned residences and businesses located within business & residential areas throughout the village yet maintained and enhanced through private funding.

***Tourism:***

The importance of tourism to local communities in stimulating economic development opportunities along the western segment of the Olympic Byway is documented in the Strategic Plan for Tourism in Jefferson County, Jefferson County Economic Development Strategy, Black River Economic Adjustment Strategy, the Downtown Revitalization Plan for the Villages of Carthage and West Carthage and Retail Analysis for Downtown Carthage/West Carthage. Typically, advancing recommendations identified in the referred plan falls to the individual agency/organization/entity requesting the report rather than an orchestrated regional effort to guide long-term development. In recognition of the significant contribution made to the corridor by private business owners providing service and resources to facilitate the overall experience of visitors traversing the byway and the efficiency and effectiveness in a regional approach to promotion and marketing initiatives, the LAC/LSC is recommending a regional effort orchestrated through local chambers and advanced by the Greater Watertown Chamber of Commerce, Seaway Trail, 1000 Islands Tourism Council, Olympic Byway and I Love NY Campaign.

Currently, no overnight accommodations are available within the village. However, in recognition of its importance to attracting visitors to the area and cooperative efforts to revitalize the area, the River Area Council of Government (RACOG) Retail Committee contracted a promotion and marketing consultant to design a brochure and E-brochure to attract retail investors and entrepreneurs into the area ( See Brochure; Greater Carthage Area: An Area Flowing with Opportunity)

Visitors traversing the byway have access to banking institutions as well as privately owned and operated businesses offering a range of services from restaurants, quick stop markets, gas stations, drug stores, ATV and snowmobile sales and service, and automotive repair to visitors. In addition, the Carthage Area Hospital is located at 101 West Street and offers visitor's emergency room service as well as full-service medical needs, supported by highly trained medical staff. Currently, plans are advancing to construct an onsite helipad to accommodate emergency and life support needs.

In January 2003 and following a lengthy discussion by committee members representing the western segment of the Olympic Byway Local Advisory Committee, it was unanimously agreed that the strategic positioning of the Olympic Byway Tourist Information Center was crucial to attracting visitors into local communities with greater opportunities for success based upon the high volumes of visitors accessing services along outer Arsenal Street and traversing Interstate 81. In addition, committee members identified the need to disseminate Olympic Byway information at tourist information centers located in neighboring communities to broaden and expand opportunities for benefit.

***Transportation:***

The Village of Carthage/West Carthage through the River Area Council of Government (RACOG) recently was awarded a \$50,000 grant by NYS Department of Transportation through the Quality Communities Initiative to complete the Transportation

Element of the Comprehensive Downtown Revitalization Plan during 2003-04. The transportation element will assess access management, traffic confusion and congestion with in the villages and pedestrian trails and linkages along broad, Bridge and State Street and adjacent streets contributing to flows of traffic.

Airline service to the region is available at the Dexter International Airport provided by U.S. Airway. Discussions between the city and the Jefferson County Legislature recently opened to probe interest in a regional approach to funding and managing the airport as well as exploring opportunities to connect flights to major cities and routes. A privately owned taxicab company provides service to visitors.

***Signage:***

Identified in the “Downtown Revitalization Plan for the Villages of Carthage and West Carthage” and by members of the LAC is the need for interpretive and directional signage located at strategic points of interest and intersections to facilitate pedestrian, bicycle and vehicular flows of traffic. Identified throughout the plan are strategic locations for interpretive signage and include historic structures and mill sites throughout the village to inform visitors of their significance. Also identified is the need for directional signage to assist bicyclers and pedestrians traversing the byway to enhance the overall experience of visitors.

***Implementation:***

As local community representatives, members of the LAC recommend the continuation of quarterly meetings facilitated by the Tug Hill Commission to maintain the flow of communication and information to support the advancement of recommendations and build upon the strengths of neighboring communities in a regional planning effort. The CMP also identifies likely partners associated with the

<i>Resources and Special Sites and Attractions</i>	<i>Recommendations</i>	<i>Likely Partners or Stakeholders</i>
<i>Natural</i>		
The Black River – traverses through the central downtown business district of the Villages of Carthage and West Carthage, offering visitors to the downtown area a breathtaking view of its picturesque beauty and magnificent glory.	<ul style="list-style-type: none"> <li>• Ongoing cooperative and regional efforts to develop a Local Waterfront Revitalization Plan (LWRP) as funding becomes available (1-2 years).</li> <li>• Encourage economic development opportunities through public initiatives that support overnight accommodations for visitors;</li> </ul>	<ul style="list-style-type: none"> <li>• Local municipalities through the River Area Council of Government (RACOG), Planning &amp; Zoning Boards, with support efforts from the Tug Hill Commission Jefferson County Planning,</li> </ul>

<p>Visitors are invited to stroll along the river walk, sit at one of its benches along its banks, and/or enjoy a picnic lunch at Long Falls &amp; Turning Point Parks. In addition, flat-water enthusiasts are enticed to travel by canoe/kayak up river and cast a line into its waters to catch brown trout, small mouth &amp; rock bass, northern pike, walleye, chain pickerel and/or bullhead from one of the multiple boat launch areas.</p>	<ul style="list-style-type: none"> <li>• Ongoing beautification initiatives, cleanup of underbrush, and enhancements to waterfront areas.</li> <li>• Identify and enhance scenic vistas along the river and branching streams and creeks.</li> </ul> <p>(Supported by recommendations from “Downtown Revitalization ... &amp; Retail Analysis Plan.”)</p>	<p>RACOG Circuit Rider and grant funding.</p> <ul style="list-style-type: none"> <li>• Town, village, and State DPW crews, local interest groups to clean underbrush along River areas</li> <li>• Local Planning &amp; Zoning Board of Appeals, Code Enforcement with the support of local village/town boards.</li> </ul>
<p>Fall Foliage –Open areas and bountiful woodlands along the banks of the Black River provides visitors an expansive backdrop of an annual occurrence of nature’s most scenic wonder and beauty, enticing visitors to linger at one of the public park/picnic areas.</p>	<ul style="list-style-type: none"> <li>• Identify and develop a product to market and promote by assisting local business owners with identifying &amp; enhancing local retail services and area attractions to support and attract tourists.</li> </ul>	<ul style="list-style-type: none"> <li>• Local &amp; regional Chambers of Commerce, Thousand Island Tourism Council, &amp; Olympic Byway opportunities</li> </ul>
<p><i>Historic</i></p>		
<p>Mill Sites &amp; Ruins- located along the waterfront, visitors are intrigued by the visual presence of historic foundations along the banks of the Black River and are enticed to further explore their significance to the early development of the area.</p>	<ul style="list-style-type: none"> <li>• A consorted effort to identify historic mill sites and contextual information;</li> <li>• Develop an interpretive and directional signage-plan to inform and direct visitors to the area.</li> <li>• Begin plans to implement phase II of the Long Falls</li> </ul>	<ul style="list-style-type: none"> <li>• Local interest group, Chamber of Commerce, Town Historian, NYS DOT.</li> </ul>

<ol style="list-style-type: none"> <li>1. Tannery Island</li> <li>2. Guyots Island</li> <li>3. Multiple sites located along the local waterfront.</li> </ol>	<p>Park project, as funding becomes available (2-3 years).</p> <p>(Long Falls Park Project Approved Grant Application outlines a 3-phase approach to implementing plans to develop a waterfront park linking the mainland with Guyot’s Island by a walking bridge.)</p>	
<p>Turning Point Park- Historic significance as part of the Black River Canal System, 3<sup>rd</sup> largest next to the Erie Canal. An important corridor for commerce and travel, boats carried travelers from Lyons Falls to Carthage, turning around to make the trip back up-river, and stopping to pick up and/or drop-off passengers at points along the way.</p>	<ul style="list-style-type: none"> <li>• Interpretive signage to inform traveler of its historic significance.</li> <li>• Develop strategic plan to enhance future development along its waterfront, encompassing “Turning Point Park.”</li> <li>• Debris clean-up of the river to allow for excursion boats to once again travel up and down the river;</li> </ul>	<ul style="list-style-type: none"> <li>• Local interest Group, Chamber of Commerce, Town/Village Historian, NYS DOT.</li> <li>• Local initiative supported by RACOG, Tug Hill Commission, Jefferson County Planning;</li> <li>• Local entrepreneurs,</li> </ul>
<p>Long Falls Park –located along the waterfront on State Street in the historic downtown business district, the scenic views and natural beauty of the river attract visitors to stroll the park. The newly constructed footbridge linking the mainland to Guyot’s Island, brick paved sidewalk &amp; natural walking paths along the riverfront and kiosk enhance the waterfront area in phase I of a 3-phase development project provided by matching reafund from NYS OPRHP.</p> <p>(Long Falls Park Development Project - Cooperative municipal</p>	<ul style="list-style-type: none"> <li>• Ongoing maintenance and general enhancements to the park;</li> <li>• Add picnic tables and Bar-B-Q pits to accommodate visitors;</li> <li>• Seek funding to implement Phase II of the “Long Falls Development Project” as opportunities are presented;</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Carthage and the Town of Wilna and supported by in-kind service from neighboring communities;</li> <li>• Possible donations from local clubs – i.e. Eagles Club, Veterans Club, local church organizations, Greater Area Chamber of Commerce etc.</li> <li>• Cooperative efforts through RACOG supported by state and federal funding sources;</li> </ul>

<p>project between the Village of Carthage and the Town of Wilna.)</p>	<ul style="list-style-type: none"> <li>• Develop a promotion and marketing campaign to attract visitors to the park;</li> <li>• Advance plans identified in the “Downtown Development Plan for the Villages of Carthage and West Carthage” with an outdoor Amphitheatre, and dump station for RVs, as opportunities and funding is available.</li> </ul>	
<p>Train Depot- Located along North Mechanic Street - visitors are intrigued by the architectural design of the structure as they traverse the corridor.</p>	<ul style="list-style-type: none"> <li>• Identify potential uses of the property (3-5 years);</li> <li>• Gain controlling interest in the property as funding becomes available (5 years);</li> <li>• Enhance, preserve and protect the historic significance and structural integrity of the depot, as funding becomes available.</li> </ul>	<ul style="list-style-type: none"> <li>• Local Municipality’s through shared interest and historic significance to the broader area, Funding through NYS Parks, Recreation, Historic Preservation Office.</li> </ul>
<p>Memorial Park- located on State Street in the village along Route 3, visitors are attracted to a 25-30 ft. bronze statue and engraved names of early settlers and Civil War Veterans buried at the site. Visitors are also encouraged to stroll through the old burial site while perusing the names and epitaph, engraved on headstones, or linger and/or pause to admire the floral garden while relaxing on a park bench.</p> <p>1. Veterans Memorial</p>	<ul style="list-style-type: none"> <li>• Ongoing efforts to preserve and protect the historical significance of the cemetery, statue, individual headstones, and park.</li> </ul>	<ul style="list-style-type: none"> <li>• American Legion, Local interest groups supported by town and village efforts; NYS PRHPO;</li> </ul>

<p>“Historic Downtown Business District”- designated in 1984 – Located along State Street – visitors are attracted to the historic architectural structural design of buildings contributing to the character of the village and listed on the State and National Registers of Historic Places.</p> <p>(The village is currently engaged in cooperative efforts with neighboring communities to implement recommendations from the “Downtown Revitalization Plan and Retail Analysis Plan” to strengthen existing businesses and attract new business.)</p>	<ul style="list-style-type: none"> <li>• Ongoing efforts to encourage commercial property owners to preserve, rehabilitate, restore, and/or identify adaptive reuse of buildings by providing 50/50 matching grant fund through the Office of Small Cities to implement a \$600,000 Joint Micro-enterprise Façade &amp; Public Improvement Program.</li> <li>• Ongoing enhancement of complementary streetscape and public improvements;</li> <li>• Ongoing efforts to advance recommendations and guidelines identified in the “Retail Analysis Report for the Villages of Carthage and West Carthage” in revitalizing the downtown area;</li> <li>• Develop a promotion and marketing campaign to attract retail business (1-2 years);</li> </ul>	<ul style="list-style-type: none"> <li>• Local municipality supported with funding from the NYS Governor’s Office of Small Cities and private commercial property owners.</li> <li>• RACOG Regional Retail Committee, Local municipalities, Tug Hill Commission, retail investors/developers/entrepreneurs.</li> <li>• Greater Carthage Area Chamber of Commerce, Commercial property owners, ANCA as part of the Olympic Byway marketing campaign</li> </ul>
<p>Historic Homes/Buildings/Architecture – the attention of visitors traversing the village is drawn to the architectural style and design that reflects the culture, period, and individual and community affluence at that time.</p>	<ul style="list-style-type: none"> <li>• Ongoing maintenance/rehabilitate/restore/renovate for adaptive reuse.</li> </ul>	<ul style="list-style-type: none"> <li>• Private property owners, town and planning board.</li> </ul>

<b><i>Cultural</i></b>	•	•
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Farmers Market- a newly constructed open-air facility, located at 120 Riverside Drive, provides ample parking space to accommodate vehicular traffic and located directly adjacent to and within walking distance of the “Historic Downtown Business District” and Long Falls Park, visitors are enticed to purchase fresh locally grown produce, baked goods, and crafts.	<ul style="list-style-type: none"> <li>• Develop a Phase II plan to construct public bathrooms, concrete floor, indoor/outdoor ornamental lighting, and enclose the building as funding becomes available;</li> <li>• Promote and market the farmers market;</li> </ul>	<ul style="list-style-type: none"> <li>• Village and planning boards and supported by local interest groups - Greater Carthage Area Chamber of Commerce;</li> </ul>
Churches - – a significant contribution to the historic and cultural roots of rural communities, 4 early church communities continue to influence community development and offer visitors a historic view of community values and economic prosperity as reflected by its architectural design, artifacts.	<ul style="list-style-type: none"> <li>• Ongoing structural maintenance, enhancements and preservation;</li> </ul>	<ul style="list-style-type: none"> <li>• Individual church congregations &amp; regional boards;</li> </ul>
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<b><i>Recreational</i></b>	•	•
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Carthage Area Chamber of Commerce – located on the 2 <sup>nd</sup> floor of 313 State Street in the Carthage Savings and Loan Bank – promotional brochures and information on local & regional points of interest, services and resources to facilitate visitors	<ul style="list-style-type: none"> <li>• Ongoing promotion and marketing of the area;</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber of Commerce Board of Directors;</li> </ul>



experience traveling the byway.		
Carthage Area Recreational Park- Located on the outskirts of Carthage along Route 3 and host to special community events, visitors enjoy a kid’s playground, ball fields, indoor recreation hall, walking trail, cross-country skiing, ice-skating, picnic area and the recently added Skateboard Park.	<ul style="list-style-type: none"> <li>• Ongoing maintenance and enhancement of the existing facility,</li> <li>• Promote and market the park with a brochure that lists the services, special events and attractions held at the site (1-2 years);</li> </ul>	<ul style="list-style-type: none"> <li>• Local Municipality, Greater Area Chamber of Commerce, Special Interest Groups &amp; Clubs</li> </ul>
<p>Kayaking/Canoeing – located along the Black River from Carthage to Lyons Falls. Visitors are attracted to miles of flat water and opportunities to access and exit at various points upriver.</p> <p>(Supported by recommendations identified in the “Black River Corridor Economic Adjustment Strategy” Downtown Revitalization Plan for the Villages of Carthage and West Carthage” and the Retail Analysis for Downtown Carthage and West Carthage.”)</p>	<ul style="list-style-type: none"> <li>• Ongoing maintenance and enhancements to boat launch areas;</li> <li>• Develop a waterfront plan to expand boat launch areas and build new docks, as funding becomes available (3-4 years);</li> <li>• Purchase waterfront property for recreational development as opportunities are presented and funding becomes available.</li> <li>• Construct boat docks to improve river access through LWRP as funding becomes available (5-7 years).</li> </ul> <p>Promote and market special fishing and boating events and activities;</p>	<ul style="list-style-type: none"> <li>• Villages of Carthage and West Carthage and Towns of Champion and Wilna (RACOG); NYS DEC;</li> <li>• Greater Area Chamber of Commerce.</li> </ul>
Fishing – located on the Black River and accessed by boat launch areas.	<ul style="list-style-type: none"> <li>• Identify segments of the river that support fishing and develop a plan to stock/restock fishing area (1-2 years).</li> <li>• Develop a signage plan to direct visitors to boat</li> </ul>	<ul style="list-style-type: none"> <li>• NYS DEC, Local Municipality. Identify segments of the river that support fishing and develop a plan to stock/restock as needed through the DEC.</li> <li>• Local municipalities, NYS</li> </ul>

	<p>launches &amp; docks, fishing areas, and parking areas (Grant funded through DOT w/projected completion date of 1-year).</p> <ul style="list-style-type: none"> <li>• Develop a strategy to purchase waterfront property for future recreational development (1-2 years);</li> <li>• Identify, enhance &amp; develop complementary service &amp; attractions that can be advertised, promoted and marketed.</li> </ul>	<p>DOT, RACOG</p> <ul style="list-style-type: none"> <li>• Local municipality, supported by regional planning efforts and technical assistance providers &amp; grant funding.</li> <li>• Local business owners, Local &amp; Regional Chambers of Commerce,</li> </ul>
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<p>Hunting – Located on publicly owned property along Route 3 outside village limits – hunters are attracted to a bountiful supply of big and small game.</p>	<ul style="list-style-type: none"> <li>• Cooperative efforts to identify public hunting areas;</li> <li>• Promote and market hunting as a recreational sport;</li> </ul>	<ul style="list-style-type: none"> <li>• NYS DEC</li> </ul>
<p>Birding – located along the natural habitat areas of the river – birding enthusiasts are attracted to the local species of waterfowl and migratory birds.</p>	<ul style="list-style-type: none"> <li>• Develop opportunities for birding enthusiasts to share the sport.</li> </ul>	<ul style="list-style-type: none"> <li>• National Audubon Society</li> </ul>
<p>Snowmobile/ATV Trails &amp; Trailhead – the local snowmobile club grooms and maintains 45 miles of winter corridor (5) and secondary trails that link an expansive year-round corridor trail system from the Tug Hill Plateau to the Adirondacks as well as interstate and international trail systems from New England and Canada.</p>	<ul style="list-style-type: none"> <li>• Increase signage to clearly mark trailheads/trails/parking/and service areas (1-year);</li> <li>• Ongoing promotion and marketing campaign of special events and trail system to attract enthusiasts;</li> <li>• Ongoing trail maintenance and expansion as opportunities are presented;</li> <li>• Encourage businesses and entrepreneurs to invest and build upon needed services to accommodate visitors.</li> <li>• Develop a long-range cooperative plan for trail development and management;</li> </ul>	<ul style="list-style-type: none"> <li>• Missing Links Snowmobile Club, Jefferson County, Local municipality, Business owners/entrepreneurs, Greater Area Chamber of Commerce, thousand Island Tourism Council,</li> </ul>