

Olympic Byway Draft CMP

Western Segment of the Olympic Byway

Existing Studies and Programs Component

The existing studies and programs included in this report also extend to awarded grant applications to document local planning initiatives to enhance sustainable community development around the tourism industry by attracting visitors around natural, cultural, historic, recreational, and scenic resources. The list of plans, studies, reports and grant applications document local & regional efforts to maintain, protect, preserve, and enhance area resources to attract visitors through promotion & marketing campaigns into communities along the corridor. Recommendations identified in the resource list are supported by existing studies and are woven throughout the draft CMP document as likely partners/stakeholders advance specific initiatives.

Also identified in this segment of the report is a list of promotion & marketing brochures featuring information about specific attractions and resources.

The “Black River Corridor Economic Adjustment Strategy” (2001): (Copies available at JCJDC Office # (315) 782-5865 contact person: Mary Ann Hanley) – Undertaken by the Center for Community Studies at Jefferson Community College with grant funding from the US Economic Development Administration, Empire State Development Corporation, Jefferson County, NY and Senator James Wright, NYS Senate and administered by Jefferson County Job Development Corporation (JCJDC) for JCJDC, Development Authority of the North Country (DANC), Empire State Development Corporation (ESDC) and Jefferson County Planning Department.

A four-pronged approach, the project assesses economic development opportunities and provides guidelines and recommendations in communities along the Black River Corridor. As segments of the Black River Corridor traverse the Route 3 Corridor designated by the state as the Olympic Byway, the Task C Component: Commercial Opportunities Related to Tourism Initiatives in the Black River Corridor documents economic development opportunities based upon the tourism industry. The purpose of the study is to develop a plan to capitalize upon the natural and recreational resources of the Black River.

A segment of the Task C report is devoted to recommendations to enhance opportunities to attract visitors into local communities based upon product development of the river.

Also identified in the report are a list of regional and local entities/groups promoting and marketing river activities. Also identified in the report is an emphasis upon the

importance of organizing and coordinating events along the river to successfully promote the area as a destination for visitors. A list of regional and national strategies to promote events and activities is outlined in the report and opportunities to co-promote Class V River's in the Northeastern US and Southeastern Canada.

The strategy report emphasizes the importance of signage along the Black River and Downtown Watertown as a key element to attracting and retaining visitors and supports the 3 goals and objectives included in the CMP draft report. In addition, recommendations identified in the Task C Component of the Black River Corridor Economic Adjustment Strategy are incorporated into the "Recommendations" segment of the Corridor Resource List.

"Rt. 3 Black River Corridor Community Design Initiative" – (February 2002)– The Village of Black River and the Towns of Champion, Pamela, LeRay, & Rutland formed the Rt. 3 Sewer Board through an Inter-Municipal Agreement (IMA) to build a sewer infrastructure. As part of the infrastructure project, the sewer board contracted with an Architectural Design Firm to develop a generic planning tool to assist local officials in designing their communities to guide future development.

Important to the preservation and protection of the rural landscape, the design initiative provides members of local planning, zoning, town and village boards with guidelines for sustainable development using principals of rural and urban design around landform, structural, vegetation, & circulation patterns.

Designing communities is a proactive approach to planning that can be replicated in other communities to assist in identifying and maintaining characteristics that make them unique to the byway and builds upon natural, cultural, historic, recreational, and scenic resources. (Copy available through Tug Hill Commission (315) 785-2380 Contact Person Kathy Riches-Amyot)

Village of Black River

- I. Draft Design Report (PIN 7752.27) - "Bridge Replacement Project: South Main Street Over Black River & Reliant Energy Canal" (BIN 3338950 & 3339610) – conceptual designs of streetscape improvements and enhancements in designing the bridge replacement reconstruction. Construction is scheduled to begin in the spring of 2004 with ornamental lighting, brick pavers, open bridge rails, and street crossings to facilitate pedestrian and vehicular traffic. As the village of Black River provides visitors with access to canoe/kayak portages, picnic areas and walking trails, the report documents streetscape enhancements to attract visitors along the river and into the downtown area. (Copy available through Jefferson County

Highway Planning Department (315) 782-9174) Contact person: Kevin Wilder.

- II. Grant Application - Design Approval Document - “Black River Trailway: Transportation Enhancement Project (PIN No: 780391)” - (March 2001) is a Phase I 3.3 Mile Hiking/Biking Trail following 1.2 miles along the Ridge and Old Woodard Road and 2.1 miles of abandoned railroad bed that traverses the Black River and Rt. 3 from Huntington Street in the Eastern segment of the City of Watertown to the Village of Black River. Phase I is ongoing at this time with early plans to begin developing Phase II Proposal, to extend trail from the Village of Black River to the hamlet of Felts Mills. Phase III of the project will further extend the trail from Felts Mills to the hamlet of Great Bend. (Copy available through NYS Parks & Recreation (315) 482-2593 Contact person: Mike Gneiss.

Village of Carthage

- III. “Downtown Revitalization Plan for the Villages of Carthage and West Carthage” – (January 2002)– funded by the NYS Quality Communities Development Block Grant, documents the local vision for sustainable development along the “Main Street” area and identified by local business owners, residents, officials, and interested parties. Building upon natural, cultural, and historic resources to identify unique characteristics along the byway for sustainable development, recommendations and guidelines outlined in the report list primary & secondary initiatives and funding sources to implement the plan. (Copy available on RACOG website racog.org or Town of Champion Office (315) 493-3240. Contact person: Chris Vargulick.)
- IV. “Carthage and West Carthage: Retail Development Plan and Strategy” – (June 2002) – Retail and market analysis of the respective “Main Street” area to identify downtown retail development opportunities. The plan provides recommendations, list of potential funding sources, and next steps to implement the plan. (Copy available through village of Carthage Office (315) 493-3240. Contact person: Chris Vargulick.)
- V. “Jefferson County Overall Economic Development Program Plan: A Comprehensive Jefferson County Plan for Economic Development” – updated annually and encompassing Tourism; Transportation & Utilities; Telecommunications; Retail and Wholesale Trade; Manufacturing; Health Care; Government; Finance, Insurance, & Real Estate; Agriculture and Natural Resources; and Education and Workforce Development. The plan recognizes the importance of the tourism industry to the regional economy by incorporating specific local initiatives, partners, potential funding sources, and next steps in its Comprehensive Plan for sustainable development. (Copy

available through Jefferson County Planning (315) 785-3144. Contact person: Bruce Armstrong.)

Approved Grant Application:

- VI. “Village of Carthage: Long Falls Park Development Project” (June 1998) – Park Development Project located adjacent to the State and National Historic Downtown Business District and Turning Point Park traversing along the Black River waterfront. Three-phase projects to completion, site preparation, construction of a walking bridge linking the mainland to Guyot’s Island, and enhancements that serve as attractions to visitors and include a kiosk, covered pavilion, benches, picnic tables, and barbeque pits have been included in Phase I. (Copy available through the Village of Carthage @ (315) 493-1060. Contact person: Linda Weir.)
- VII. “2001 Small Cities Community Development Block Grant Application for the Villages of Carthage and West Carthage Micro enterprise Program” – (April 2001) – \$600,000 Joint Micro-enterprise to enhance building façades of commercial property along the “Mainstreet” area of the Villages of Carthage and West Carthage. In conjunction with the façade improvement program, the villages of Carthage and West Carthage are enhancing downtown streetscapes consistent with the façade improvement program to attract visitors. (Copy available through the Village of Carthage Office @ (315) 493-1060 Contact person: Linda Weir.)
- VIII. RACOG NYS DOT \$50,000 Technical Assistance: Transportation Element of the Comprehensive Plan – Outlines a three-pronged approach to address identified transportation needs in the Villages of Carthage and West Carthage and listed as follows: (Copy available through the River Area Council of Government (RACOG) @ (315) 493-3240 Contact person: Chris Vargulick.)
- Access Management for state arterial highways along Routes 26 & 3 to reduce traffic congestion in areas of conflict to enhance motorist and pedestrian safety and facilitate economic opportunities for development.
 - Plan new service roads to accommodate commercial development along Rt. 26 in W. Carthage to divert tractor-trailer traffic from residential areas and enhance the development of a new business park as well as recently annexed property into the village of W. Carthage to accommodate retail development along Rt. 26.
 - Plan multi-use trail pedestrian linkages along Rt. 26 & 3 to increase vehicular and pedestrian safety and facilitate economic development opportunities.

Brochure Listings:

- 2000-2001 Carthage Area Chambers of Commerce: Membership Directory (Copy available through NYS Parks & Recreation (315) 482-2593 Contact person: Mike Geiss.
- Welcome to the Carthage Area & Jefferson County New York (Copy available through NYS Parks & Recreation (315) 482-2593 Contact person: Mike Geiss.

“Legacy of the River” – Village of Carthage/Town of Wilna Historian – Laura Prievov-IX. Brief Summary of the history of Carthage based on the influence of the river. (Copy available by contacting village historian, Laura Prievov @ (315) 493-0406.)

Village of Deferiet

X. Village of Deferiet: Comprehensive Plan Update – (February 1999) – an updated planning effort to the 1985 Village of Deferiet Comprehensive Plan, the document outlines plans for development in the village based upon community input. (Copy available through Jefferson County Planning @ (315) 785-3144. Contact person: Bruce Armstrong.)

XI.

Local Media Reports:

- “Wayside Shrine is erected on DeFeriet Road” Carthage Republican Tribune – (Copy available through the Carthage Republican Tribune @ (315) 493-1270. Contact person: Donna Hanson.)
- “Women Maintaining Shrine in Fulfillment of a Vow” – Watertown Daily Times - By Francis Pound (Nov. 1976)

Fort Drum & 10th Mountain Division

Brochure Listing

- Historical Collection – an overview and summary of the historical resources located on Fort Drum and next steps to expanding and enhancing the historical collection. Contact Fort Drum & 10th Mountain Division Historical Collection @ (315) 772-9007

* ****Due to the tightening of military security, visitors can expect delays and/or denials to on-post resources, visitors are encouraged to attain pre-approval prior to visiting the post.

Hamlet of Great Bend

- XII. “Four Rivers Journal: The Settlement of the Hamlet of Great Bend, New York 1800-1890” (January-June 1997) Issued by the 4 Rivers Valleys Historical Society, Written by Brian Peck - provides a brief historic summary of great Bend from 1800-1890. (Copy available through Town of Champion Office @ (315) 493-3240. Contact person: Chris Vargulick.)

Village of Harrisville

- XIII. NYS Department of Transportation “Cultural Resources Management Survey Report of (PIN 7015.06)” – (July 1983) — the report documents the significance of the Pahud mill complex located in the Village of Harrisville & Town of Diana in Lewis County, N.Y. The Pahud mill complex consists of the historical relics of two-gristmills & sawmills, and a chair factory constructed in the late 1850’s. (Copy available through Village of Harrisville @ (315) 543-2137. Contact person: Gary Williams.)

XIV.

- a. Brochure Listing
- Attractions in the Adirondack Foothills: Route 3 Fargo to Pitcairn along the “Olympic Trail” – Listing of cultural attractions and services located along the trail. (Available through the Lewis County Chamber of Commerce @ (315) 376-2213. Contact Person Gary Hamburg.)
 - 30th Annual Fall Foliage Drive-it-Yourself Tour – October 6th 2002 – lists points of interest and stops on a Lewis County Driving Tour with a brief synopsis to provide context to its significance. (Available through the Lewis County Chamber of Commerce @ (315) 376-2213. Contact Person Gary Hamburg.)

Hamlet of Natural Bridge

a. Brochure Listing

- KOA Campground – Lists nearby attractions and services offered at the campground. Contact Office @ (315) 644-4880
- Natural Bridge Caverns – local map pinpointing the location and summarizing the caverns as an attraction.
- Welcome to: Natural Bridge, New York – mapping of the corridor and a list of nearby attractions. In addition, a timeline of historic events is listed as well as a brief summary of the significance. Available through the 1000 Islands International Council @ (800) 8island)
- Explore: Natural Bridge Caverns – Provides map to caverns and summary of the attraction and time line from points surrounding the area. Contact Natural Bridge Caverns, Rt. 3 natural Bridge, N.Y.

Village of Sackets Harbor

- XV. Town of Hounsfield: Water District #2 Corridor Plan (Adopted by the Hounsfield Town Board on February 2001) – An updated planning effort to the 1988-89 Hounsfield Comprehensive Plan outlining plans for the Proposed Water District #2 Corridor Plan. Contact Person: Bruce Armstrong, director of Jefferson County Planning Department (315) 785-3144
- XVI. Draft Report for the Town of Hounsfield and the Village of Sackets Harbor - One Community Achieving a Shared Vision: A Participatory Community Planning Initiative (July 2002) Contact Person: Dave Altieri, Director of the Sackets Harbor Foundation (315) 646-1708
- XVII. Draft Design Report/Environmental Assessment - State Route 3 over I-81 starts at the Town of Hounsfield to Stateway Plaza (BIN 1000490) Arsenal Street/I81 Jefferson County -PIN 7015.04 – (August 2002) – NYS DOT assessment, recommendations and enhancements report to address highway deficiencies. The proposed project is to reconstruct & widen Route 3 Highway, realign the intersection, and replace the bridge on Rt. 3 over I-81. Contact Person: Dave Moffatt, NYS DOT Structures Design, (315) 785-2354
- XVIII. Heritage Harbors and Maritime History along NYS' Seaway Trail: A Study of Coastal Interpretive Facilities, A Plan for a Heritage Network – (June 1997) – study to support formation of the Seaway Trail Heritage Network and as a consumer-oriented educational publication on the maritime heritage of the coast. Contact Person: Dave Cutter, Seaway Trail Planner, (315) 646-1000
- XIX. Seaway Trail Corridor Inventory and Assessment Study Vol. I – V. – (October 1997) – is to identify the visual & intrinsic resources, road condition &

signage report, public inventory report, and corridor monitoring system.
Contact Person: Dave Cutter, Seaway Trail Planner, (315) 646-1000

- XX. The North Country Agricultural Park – (Feasibility Study) – July 2002 – Volumes I & II – explores park concepts and organization and the finances and operations of a proposed site development for an agricultural park located at the intersection of Routes 3 and 180. Recognizing the significant influence and economic contribution agriculture provides to rural upstate NY and shifts in the market place, the proposed park would support area farmers through product research and marketing techniques. The report (Contact person: Mary Ann Hanley, Jefferson County Industrial Development Agency, (315) 782-5865).

Brochure Listings:

- “Sackets Harbor: Discover the Hidden Treasure” – promotes & markets recreational, historic, and cultural resources to attract visitors to points of interest and special events. (Call: (315) 646-1700 Visitors Center @ P.O. Box 17, Sackets Harbor, NY 13685).

City of Watertown

- XXI. Land Use Plan for the City of Watertown – November 1987 – (Contact Person: Ken Mix, City Planner, (315) 785-7730)
- XXII. Black River Recreation Plan: City of Watertown, New York – May 1988- Documents economic development opportunities to the City of Watertown based upon recreational use of the Black River as a “whitewater” attraction to kayak enthusiasts. Recommendations to enhance natural resource of the river and promote and market the resource are included in the report. (Contact Person: Ken Mix, City Planner, (315) 785-7730).
- XXIII. Master Plan for Improvement of John C. Thompson Park: City of Watertown, N.Y. – Long-range plan to preserve, protect and enhance development within the park as an attraction to visitors. Recommendations support ongoing efforts to build upon existing resources to maximize opportunities for sustainable development through the tourism industry. November 1985 (Contact Ken Mix, City Planner, (315) 785-7730).
- XXIV. Downtown Watertown Comprehensive Traffic Study – March 2002 – The study focuses upon vehicular and pedestrian traffic in and around public-square. Recommendations include streetscape improvements support ongoing efforts to facilitate flows of traffic through the city and around the square. (Contact Ken Mix, City Planner, (315) 785-7730)

- XXV. “A Tourism Plan for the City of Watertown, New York” (December 2002) – The plan is consists of an assessment of the transportation system, attractions, services, and facilities in the City of Watertown, followed by recommendations based upon the assessment. The plan provides a list of attractions and identifies opportunities to build upon the area resources to attract visitors. Recommendations included in the plan are intricately woven to the Watertown, between Watertown and the Village of Black River, and the Village of Black River resource list. (Contact Person: Ken Mix, City Planner, (315) 785-7730)

Publications:

Images of America: Watertown, (2001), published by Arcadia Publishing, an imprint of Tempus Publishing, Inc., 2A Cumberland Street, Charleston, SC 29401 by: Donna Dutton – Historic photo documentation and brief summary of the formation of the City of Watertown. A copy can be viewed at the Flower Memorial Library or purchased through local book stores.

Approved Grant Application

- a. City of Watertown: Downtown Watertown Streetscape Enhancement Project Phase II – November 1, 2001 – Grant application to fund streetscape enhancements through the Transportation Enhancements Program of TEA-21 along the south eastern and eastern side of public square and up State Street. Ornamental lighting, brick pavers, crosswalks and benches to enhance, preserve and maintain the historic characteristics of Public Square. (Contact Person Ken Mix, City Planner, Phone# (315) 785-7730).

Awarded Grant Application:

- b. City of Watertown Black River Parks Development Project – August 2001 – 2001 grant application under the Environmental Protection Act of 1993, the Clean Water/Clean Air Bond Act of 1996 and the Land and Water Conservation Fund. Application outlines project activities to support waterfront development based upon grassroots participation. (Contact Person Ken Mix – City Planner – Phone# (315) 785-7730)

Brochure Listings:

- 1000 Islands: Fall & Winter Getaways. Attained from the 1000 Islands International Tourism Council. Promotion and marketing materials of fall & winter events and points of interest to attract visitors year-round. (Call (800-847-5263)).
- “The New York State Living Museum at Thompson Park” - Promotion and marketing of year-round attractions featuring

native animal species and recreational resources. (315-782-6180)

- “Downtown Watertown and Historic Public Square” Identifies key points of interest to attract visitors. (Call: Chamber of Commerce Karen Delmonico (315) 788-4400)

NYS Department of Transportation Segment Information:

- 2001 Highway Sufficiency/Traffic Volume Report by Region 7 Data Service –NYS DOT segment information (Anna Forbes (315) 785-2237)

BROCHURES:

- NYS DEC: Fishing and Canoeing the Black River in Jefferson, Lewis and Oneida Counties – official maps and guide. Identifies the species of fish and their locations in the Black River to attract visitors to areas of interest. (Copy available through NYS DEC @ (315) 785-2251;
- 1000 Islands Black River Guide – locator map of canoe/kayak portages along the Black River. (Copy Available through Greater Watertown Chamber of Commerce 315-788-4400)