

# CMSB Extension Project

## April 28, 2022

### Topics covered at 3/24 meeting

1. Collaboration in the Catskill Region
2. What is a scenic byway and what are the benefits?
3. How is a scenic byway nominated?
4. Steps in Developing the Nomination

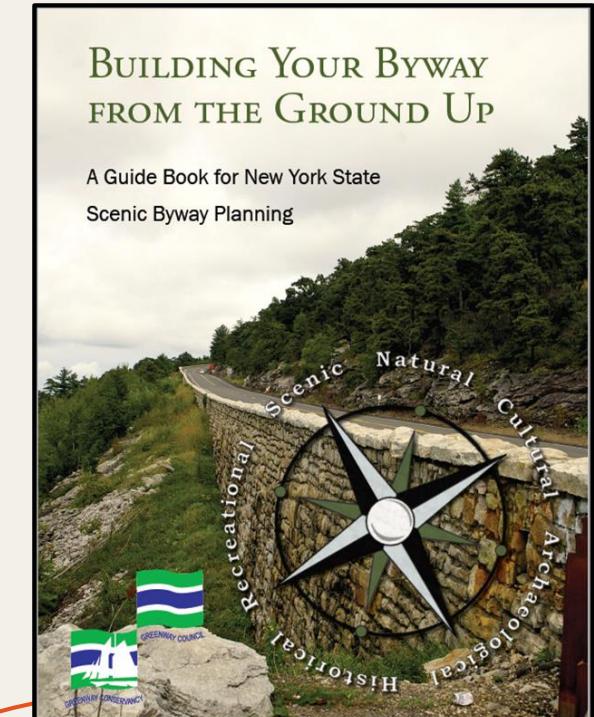
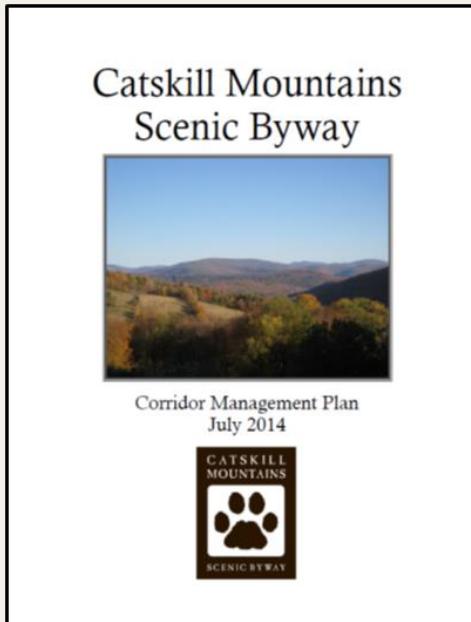
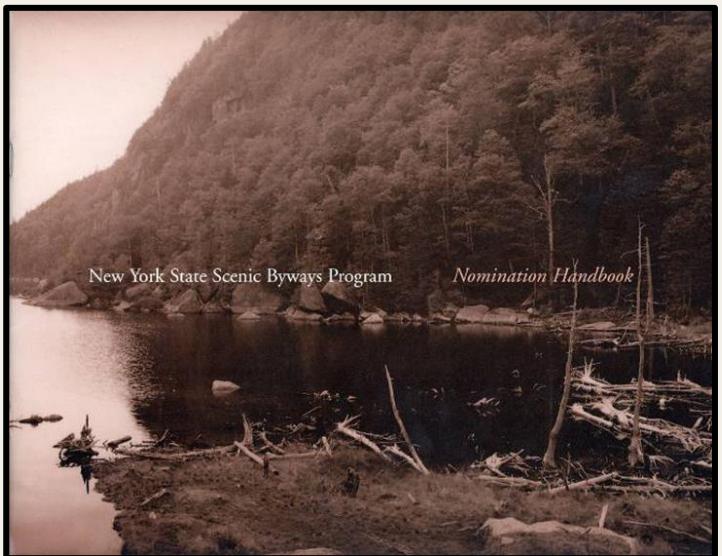
### Today:

- Refresher on 3 & 4
- Closer look at NYS Guidance and CMP components
- Focus on Public Participation and Support & Implementation
- Consider Project Meeting Schedule
- Begin discussion on Recommendations
- Become familiar with Vision and Theme (before next meeting)

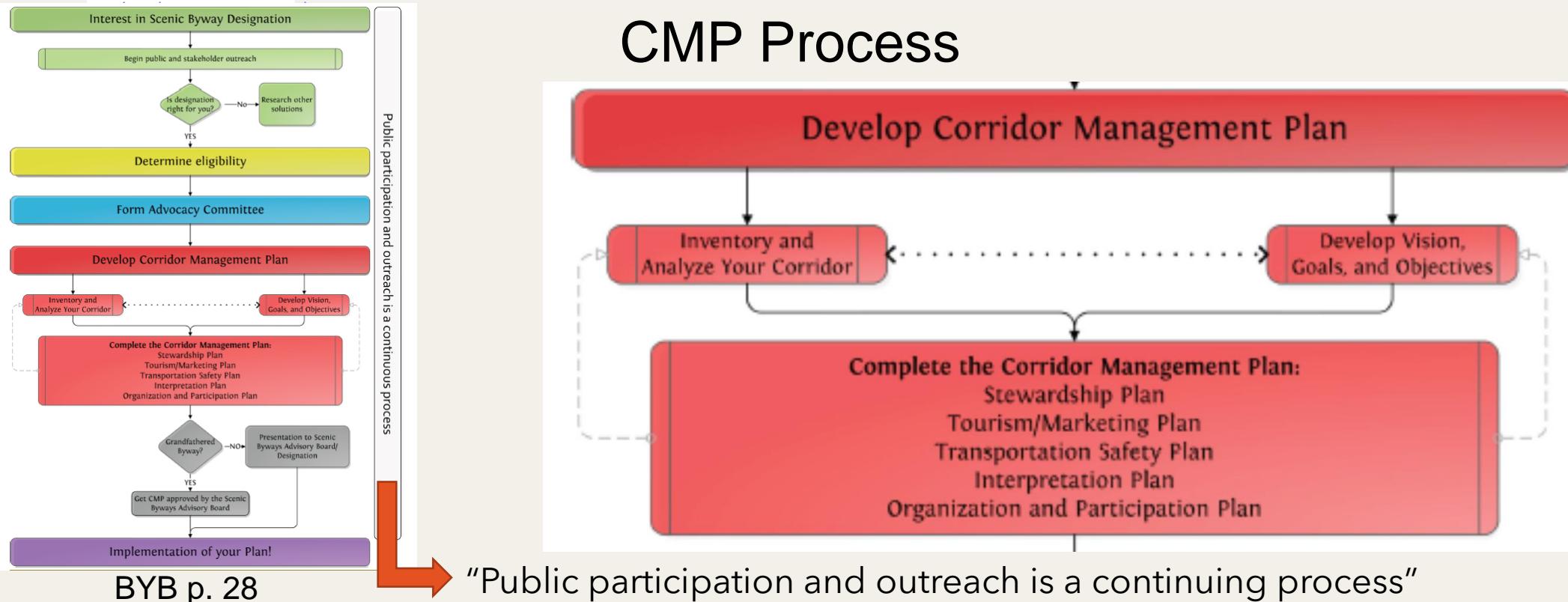


# Undertaking the Corridor Management Plan

- The structure and organization of CMPs in New York State is trending toward more of a uniform format.
- Drafting of this revised CMP will closer reflect guidance in the New York State publication Building Your Byway from the Ground Up (BYB)
- Adherence to guidance and structure will facilitate NYS' review of the CMP
- CMP content remains local and regional and is driven by the nominating group with support of partners.



# CMP Process



A glimpse at who will be doing what on the overall team:

"Executive Committee of CCC" – organize meetings, agendas, communications

Municipal CCC reps and local byway groups – undertake inventories and present to full group; hold individual meetings in your community

Consultant – coordination of project, drafting of CMP

Catskill Center, et. al. – mapping

NYS DOT – traffic analysis assistance

Municipal Governing Boards – adoption of resolution

## CMP Components

- Vision and goals statement
- **Public participation plan**
- Stewardship plan
- Tourism plan
- Marketing and promotion plan
- Resource interpretation plan
- Assessment of available financial resources
- Details of actors involved in **support and implementation**
- Including letters and resolutions of support
- Assessment of and plan for addressing transportation safety
- Consideration of off-site outdoor advertising laws
- Resolutions of Support and awareness from local government partners restrictions on outdoor advertising along scenic byways
- A documented understanding that the designation of State Byways includes a federal prohibition on new off-premise signs
- Sign inventory
- Maps, Traffic/ Safety Analysis, Transportation Plan



# Public Participation Plan

## Public Participation

Sufficient evidence demonstrates that every opportunity has been taken to generate regional support and commitment to the designation during the development of the Corridor Management Plan. A scenic byway's success can only be assured if local residents, business owners and public officials understand and support the designation.



The nomination demonstrates that a concerted effort to actively engage the public throughout the nomination process has been made. It is clear that public meetings were conducted that provided opportunities for supporters and opponents to comment on proposed designation (e.g., newspaper articles, public notices, etc.). Efforts to assure ongoing public participation by those interested in implementation and furtherance of the corridor management objectives are described. - **NYS Scenic Byways Program Checklist**



1. Ensure local stakeholder control of the process
2. Build support for the project
3. Identify
  - a. VISION
  - b. THEMES
  - c. GOALS
  - d. Priorities
4. Role of volunteers
  - a. Data collection
  - b. Outreach
  - c. Implementation

BYB p. 32



# Public Participation Plan

Hudson Valley BUSINESS JOURNAL September 6, 2010 -15

## The power of regional action

BY THERESA KEEGAN

A new, 16-panel educational kiosk not only offers a regional perspective about issues in the Catskills, it is also a testimony to the power of regional action.

"The casual motorist or tourist begins to understand what makes this place distinct and special from the other areas around it," said Peter Manning, of the Catskill Center for Conservation and Development.

The panels, which were officially dedicated at the end of August, are on a site that's been earmarked, ultimately, for a Catskill Interpretive Center. For 20 years the land has lain dormant, until this interim kiosk was built.

"The kiosk is a grass roots and partnership effort," said Manning. "We want to have these visible and important accom-

"The government can't reach out right now," he says, but that is no reason to stop planning. "It's going to be easier to do anything, the more we do working together."

The kiosk is a perfect indicator of various community entities working together. SUNY Delhi students designed and constructed the panels. The state Department of Environmental Conservation secured them into place, and Friends of the Catskills purchased the project material.

Manning, who takes the long view on the effort, says the Scenic Byway proposal is on schedule to apply for the state-recognized designation.

"It's pretty open-ended," he said. "We'll need to identify a management entity and

who is the entity that is going to move it forward?"

He is confident enough from the progress that's being made, that a group, perhaps the Catskill Center, will keep the effort going whether or not governments ultimately provide funding.

Currently the Scenic Byway effort is developing a logo that can be put on new roadside signage that will be constructed, further identifying the region. Since changes in federal laws on road signs mean new signs are needed anyway, Manning sees this as an opportunity to improve the regionalization effort.

The group has a commitment to create new trailhead signs for about 14 different

trails in the area, with each site getting a sign along Route 28, as well as signs on smaller by-roads that lead to the trail destination.

"It will make it easier for people who want to enjoy nature, to do so in Catskill Park. Currently, few trailheads are even marked. It's not inviting," said Manning. He acknowledges the signs are not tremendous changes, but they are a start.

"Our potential is nowhere near being realized," he said. "That's why we're working on a larger regional basis. The (Scenic Byway) plan will create visions for the future, but it's important to have tangible accomplishments while you're doing the planning."

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THE **Catskills Today** *REPORTER* **SHO**

# News - Features - Sports - Opinion - Entertainment - Columns - Obituaries - Marketplace

## Catskill Mountains Scenic Byway Is Expanding

Posted Wednesday, March 23, 2022 12:01 am

The six municipalities that make up the Catskill Mountains Scenic Byway will begin planning to become integrated with the town of Hurley in Ulster County and the town of Roxbury in Delaware County that will grow the travel experience for visitors along the Catskill Mountain Scenic Byways (CMSB). The two towns will join the towns of Olive and Shandaken in Ulster and the towns of Middletown and Andes and villages of Fleischmanns and Margaretville in Delaware County.

The planning process will focus on collecting intrinsic values of the new towns, including historic and cultural assets, recreational opportunities and scenic beauty. The rural small-town charm, retail shops, restaurants and lodging business and many creative arts and music venues. Other notable benefits will be the Ashokan Rail Trail and DURR Railroad, New York City Department of Environmental Protection (NYCDEP) reservoirs open to fishing and boating, streams for fly fishing, and community celebrations.

The work will be conducted by the Central Catskills Collaborative, a representative team appointed from each municipality, the Central Catskills Chamber of Commerce, appointed CMSB administrator and consultant Peter Manning of Genius Loci Planning who has been instrumental in the development of the Mt. Cloves and Catskill Mountains Scenic Byways.

The Central Catskills Collaborative is setting up meetings and the public is encouraged to participate. Call: 845-586-3300 or email carol@centralcatskills.com if you have an interest to join in these meetings.



# Support and Implementation

Details of actors involved in support and implementation (BYB)



## Support and Implementation

A capable management entity responsible for the day-to-day coordination and advocacy of the scenic byway is established. The principal partners (e.g., highway departments, tourism agencies, chambers of commerce, county government, citizen groups, etc.) are identified, with ***a description of their degree of planned participation.*** Evidence of support and implementation includes letters of intent (i.e., commitment) from strategic partners in support of the nomination ***and to participate in the plan's implementation are included, organizations with responsibility for the implementation of the plan are listed with their responsibilities identified, and an implementation schedule.***



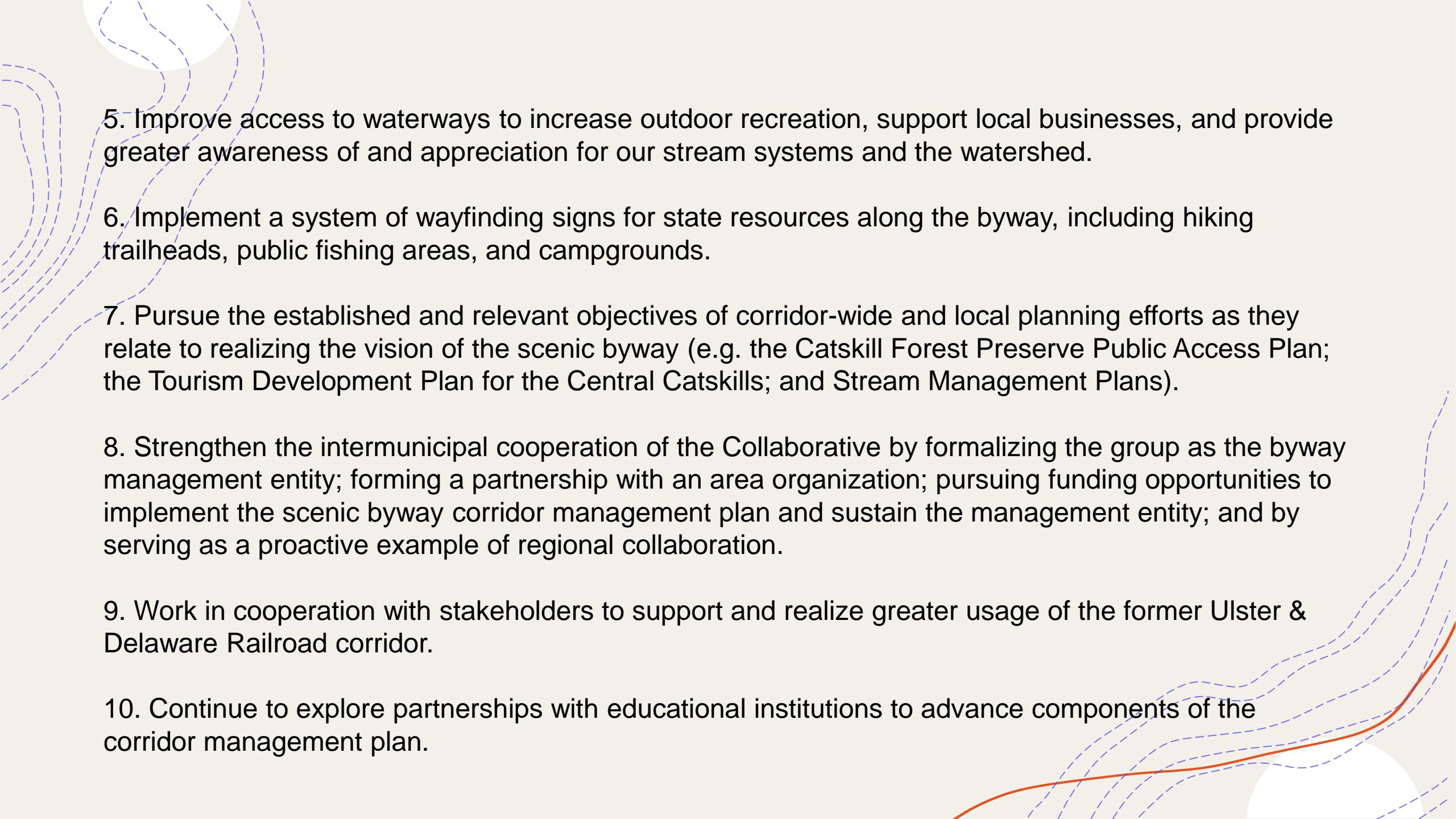
- NYS Scenic Byways Program Checklist

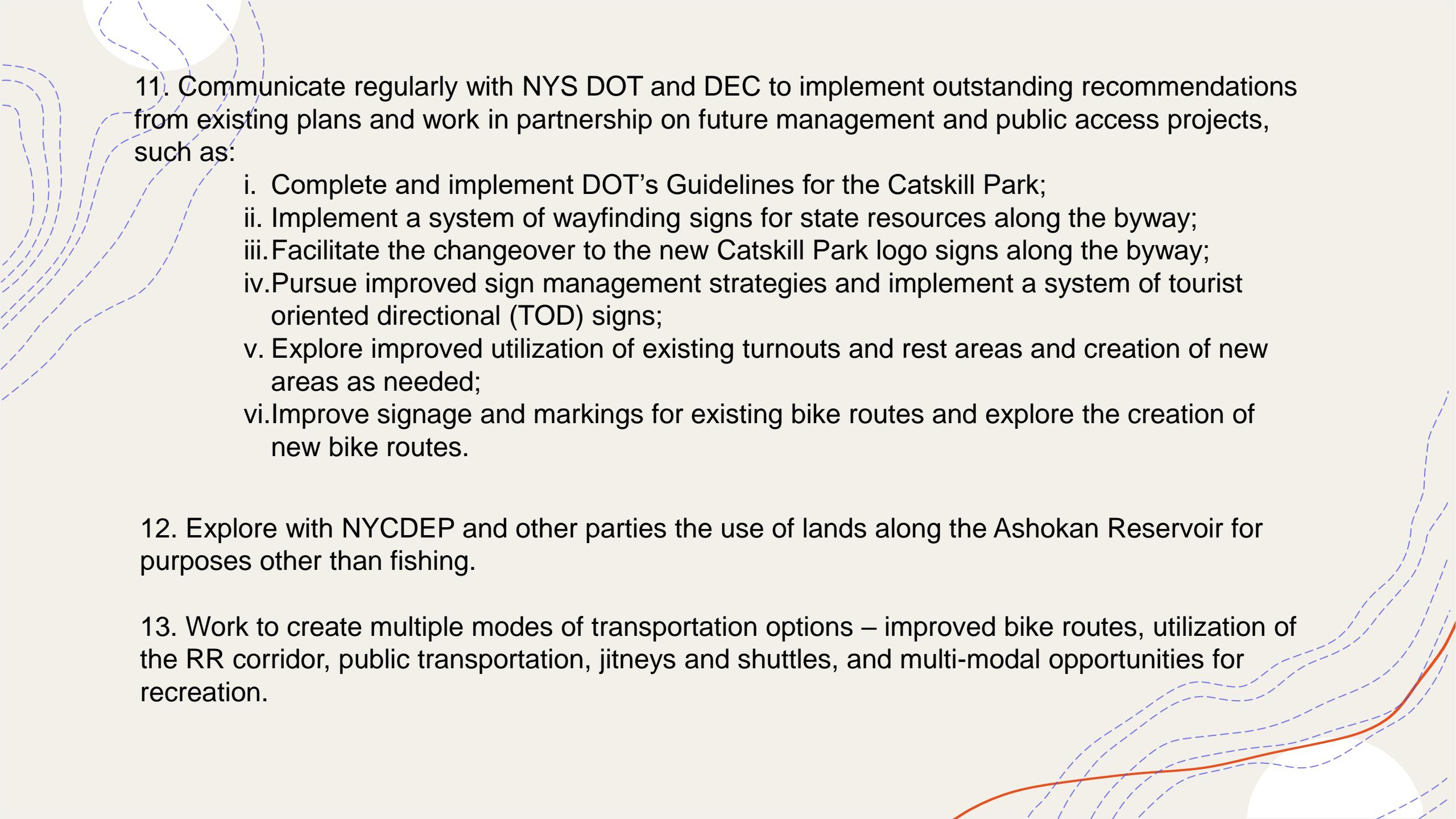
	<b>Meeting</b>	<b>Scope/ Purposes</b>	<b>Location</b>
<b>March 24</b>	Project Introductory	Project Overview & Context	Zoom
<b>April 28</b>	Project Introductory	Focus on CMP Components Form Local Groups Review recommendations Vision/ Goal Theme(s) - revisit Public Part. - promotion/ involvement Support and implementation	TBD
<b>May 26</b>	Project Introductory	Resource Inventory (details on carrying out local inventories; photos, narrative) Intrinsic Qualities/ Themes Listing and Mapping Local Recommendations	
<b>June 23</b>	Regional disc CMP-component	- Tourism plan - Marketing and promotion plan	
<b>July 28</b>	Regional discussion/ CMP-component	- Stewardship - Transportation	
<b>August 25</b>	Community Presentation	Shandaken & Olive	
<b>September 22</b>	Community Presentation	Middletown & Margaretville	
<b>October 27</b>	Community Presentation	Hurley	
<b>November 17</b>	Community Presentation	Roxbury	
<b>December 22</b>	Regional discussion/ CMP-component	Resources Interpretation (Plan) Resource Inventory and Narrative	
<b>January 26</b>	Regional discussion/ CMP-component	(Regional discussions/ CMP-component meeting); Assessment of available financial resources	
<b>February 23</b>	CMP Completion	Review draft CMP	

## Summary of Recommendations (CMSB CMP, 2014)

In realizing the vision for the byway, numerous principles, strategies, and actions have been proposed throughout this plan. This section encapsulates these recommendations and illustrates a series of corridor-wide objectives that will advance the byway vision.

1. Reinforce downtown areas and support local businesses by routing the scenic byway along the main streets of Phoenicia, Pine Hill, Fleischmanns, and Margaretville.
2. Improve the appearance and functionality of areas along Route 28 where there are existing concentrations of businesses, pedestrians and automobile traffic. Specifically, ways to improve pedestrian friendliness and implement context sensitive design should be pursued where appropriate.
3. Make regional connections with other byways and other potential byways. Route 214 from Phoenicia to Lanesville will connect with the proposed Mountain Cloves Scenic Byway; Route 42 from Shandaken to the Greene County line is a scenic arm of this proposed byway that could be linked with future byway efforts in Greene County.
4. Improve the interpretation of the Catskill Park and the New York City Watershed for byway travelers. This includes supporting the construction of the Catskill Interpretive Center and Water Discovery Center; developing a system of wayfinding signage for outdoor public resources adjacent to the byway; establishing a kiosk “trail”; and developing more interpretive information at specific watershed sites such as the Ashokan Reservoir and the Shandaken Tunnel outlet.

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5. Improve access to waterways to increase outdoor recreation, support local businesses, and provide greater awareness of and appreciation for our stream systems and the watershed.
  6. Implement a system of wayfinding signs for state resources along the byway, including hiking trailheads, public fishing areas, and campgrounds.
  7. Pursue the established and relevant objectives of corridor-wide and local planning efforts as they relate to realizing the vision of the scenic byway (e.g. the Catskill Forest Preserve Public Access Plan; the Tourism Development Plan for the Central Catskills; and Stream Management Plans).
  8. Strengthen the intermunicipal cooperation of the Collaborative by formalizing the group as the byway management entity; forming a partnership with an area organization; pursuing funding opportunities to implement the scenic byway corridor management plan and sustain the management entity; and by serving as a proactive example of regional collaboration.
  9. Work in cooperation with stakeholders to support and realize greater usage of the former Ulster & Delaware Railroad corridor.
  10. Continue to explore partnerships with educational institutions to advance components of the corridor management plan.

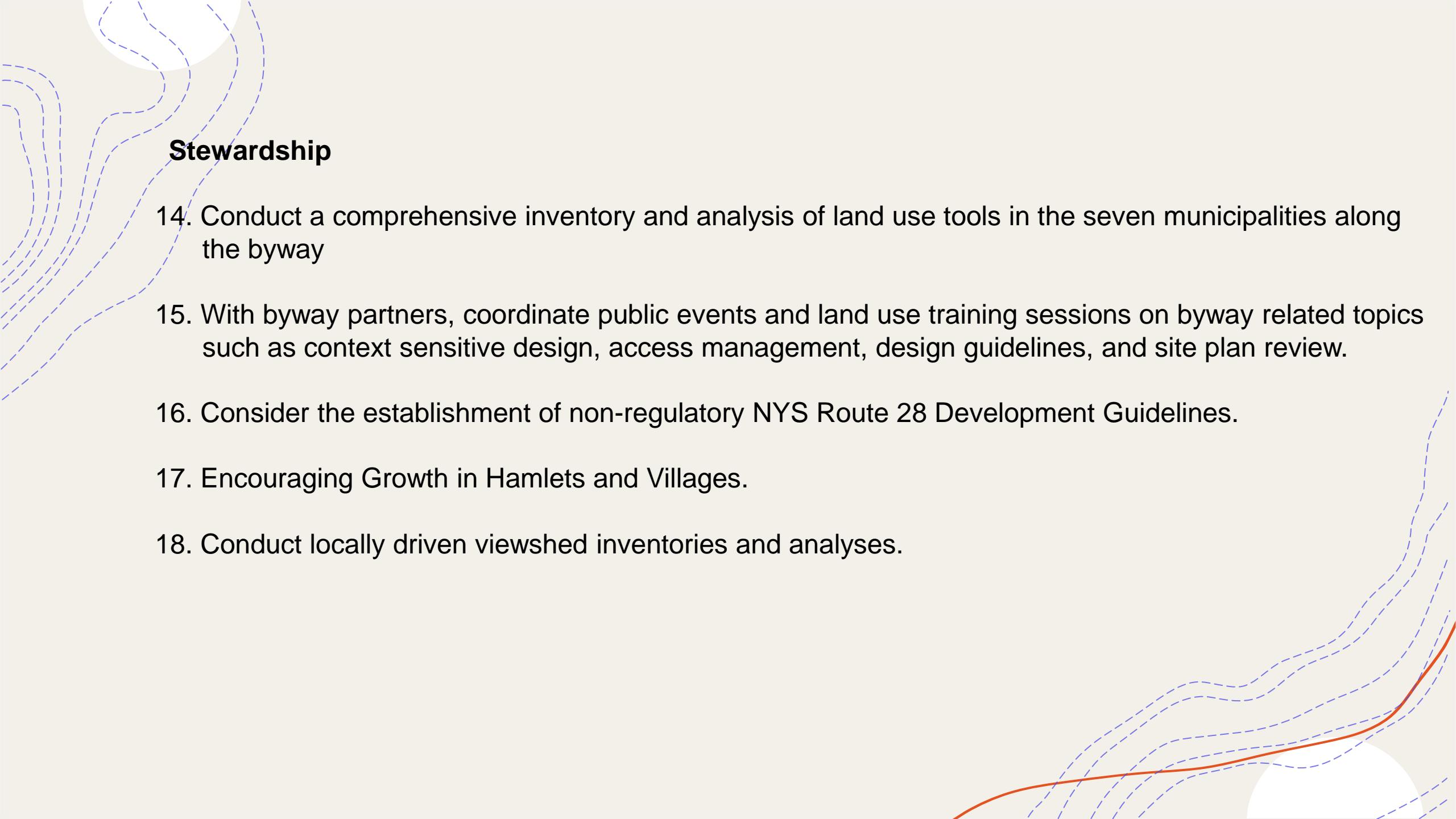


11. Communicate regularly with NYS DOT and DEC to implement outstanding recommendations from existing plans and work in partnership on future management and public access projects, such as:

- i. Complete and implement DOT's Guidelines for the Catskill Park;
- ii. Implement a system of wayfinding signs for state resources along the byway;
- iii. Facilitate the changeover to the new Catskill Park logo signs along the byway;
- iv. Pursue improved sign management strategies and implement a system of tourist oriented directional (TOD) signs;
- v. Explore improved utilization of existing turnouts and rest areas and creation of new areas as needed;
- vi. Improve signage and markings for existing bike routes and explore the creation of new bike routes.

12. Explore with NYCDEP and other parties the use of lands along the Ashokan Reservoir for purposes other than fishing.

13. Work to create multiple modes of transportation options – improved bike routes, utilization of the RR corridor, public transportation, jitneys and shuttles, and multi-modal opportunities for recreation.



## **Stewardship**

14. Conduct a comprehensive inventory and analysis of land use tools in the seven municipalities along the byway
15. With byway partners, coordinate public events and land use training sessions on byway related topics such as context sensitive design, access management, design guidelines, and site plan review.
16. Consider the establishment of non-regulatory NYS Route 28 Development Guidelines.
17. Encouraging Growth in Hamlets and Villages.
18. Conduct locally driven viewshed inventories and analyses.

## **Tourism Development**

19. Integrate the scenic byway within county tourism marketing plans and develop travel “packages” and messaging for byway attractions.
20. Promote common (and diverse) themes along the byway to help support longer and repeated visits by travelers.
21. Increase the online presence of the byway among the websites of the two counties and the Collaborative and take advantage of emerging phone technologies.
22. Advance byway promotion efforts beyond the two counties to include the other two counties (Greene and Sullivan) in the designated Catskill Region tourism promotion area.
23. Once approved, use the Bobcat logo of the byway to develop new marketing strategies and integrate it with other regional brands.
24. Include the byway in NYC-based marketing efforts.
25. Foster increased regional coordination among chambers of commerce, lodging establishments, tourism destinations, and regional organizations for improving visitor accommodations along the byway and strengthening relationships among businesses.

## **Marketing and Promotion**

26. Explore utilization of the parking area (east of proposed beginning of byway at RM 28/8601/2034) to provide byway information
27. Create a Scenic Byway Brochure
28. Create a Scenic Byway Website
29. Develop a Kiosk “Trail” to Inform Travelers
30. Hold and Coordinate Corridor-Wide Events throughout the Year
31. Develop a Uniform and Comprehensive Signage System for Our Businesses, Cultural Attractions and Recreational Resources
32. Create a Scenic Byway Driving Tour

## **Resources Interpretation**

33. Support the development of both the Catskill Interpretive Center and the Water Discovery Center at the chosen locations (Mount Tremper and Arkville) respectively; and support cooperative efforts that will advance the establishment of these visitor facilities, or components thereof.
34. Encourage the continued application of the new Catskill Park logo signs along Routes 28 and 28A, as well as adjacent county, town, and village roads.
35. Work with DOT and DEC and other stakeholders to implement a system of wayfinding signs for recreational resources, as well as tourist oriented directional signs that will identify businesses along and adjacent to the byway.
36. Encourage the continued development of a “kiosk trail” along the byway that will interpret the area’s resources and provide helpful information to travelers.
37. In addition to improved communications with agencies (DOT and DEC), support increased dialogue between the Collaborative and local businesses to explore additional ways to enhance the provision of information and resources interpretation along the byway.

## **Support and Implementation**

38. Transition the Collaborative and its advisory members from the nominating committee to a formalized board of directors that will guide and sustain the scenic byway. (Note, the Collaborative will remain an advisory entity only; it is understood that the Collaborative is not now or will not become an entity that has any regulatory power in itself or over any state, county, town, or village local government, agency, board, or committee).
39. Draft and adopt a Memorandum of Understanding between the Collaborative and the supporting organization (e.g. the Catskill Center and/or Central Catskills Chamber and/or other organization) to jointly serve as the management entity.
40. Create a set of bylaws to guide the procedures of byway management entity.
41. Pursue funding opportunities to implement the scenic byway corridor management plan and sustain the newly formed management entity.

# Vision and Theme

For the May 26 CCC meeting, please review the Vision (p. 26) and the Theme (History) (p. 28) of the CMP. This will inform our primary focus of the May 26 meeting – to begin the inventory process and examine the related CMP components and terms.

Reminder: project information being posted at:

<http://www.geniuslociplan.com/catskill-mountains-scenic-byway-extension/>

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Support for this project comes from:

- The O'Connor Foundation and the towns of Roxbury and Hurley
- The Central Catskills Chamber of Commerce and the MARK Project
- Municipal officials, designated representatives, advisory organizations
- Community volunteers like you