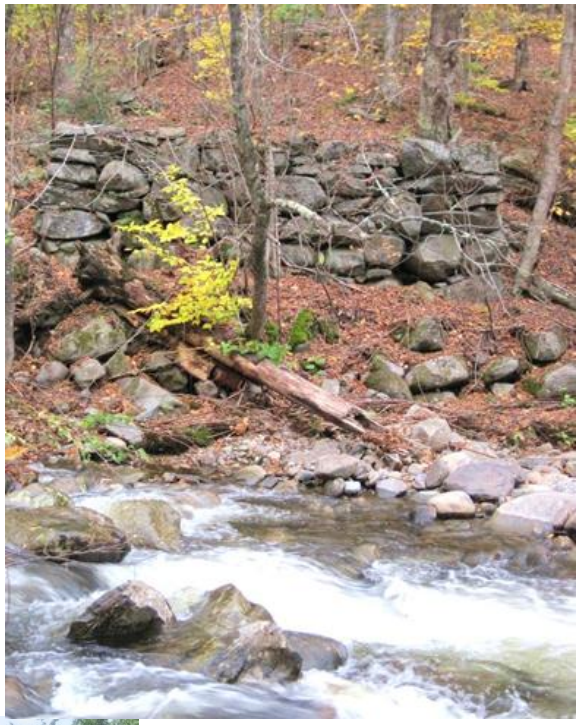
River Heritage Trail Corridor Management Plan



North Country Scenic Byways Council

Adopted
April 23, 2015

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Appendix A Inventory Maps

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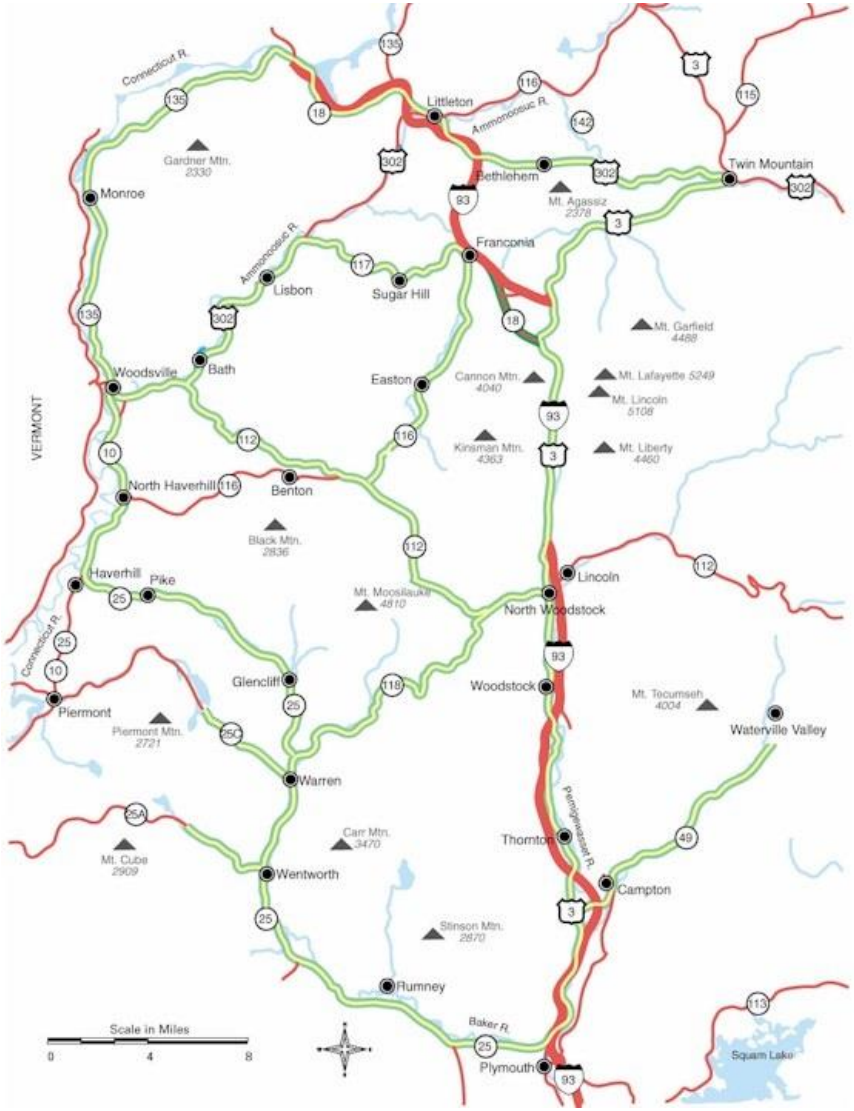
THIS CORRIDOR MANAGEMENT PLAN WAS PREPARED BY THE NORTH COUNTRY COUNCIL, IN PARTNERSHIP WITH THE NORTH COUNTRY SCENIC BYWAYS COUNCIL WITH FUNDING FROM THE FEDERAL HIGHWAY ADMINISTRATION THROUGH THE NATIONAL SCENIC BYWAYS PROGRAM ADMINISTERED BY THE NEW HAMPSHIRE DEPARTMENT OF TRANSPORTATION

River Heritage Trail
Introduction

Residents and visitors in New Hampshire's North Country are fortunate to be able to enjoy two national Scenic Byways - the Connecticut River Byway and White Mountain Trail (includes Kancamagus) - and four state Scenic Byways - River Heritage Trail, Presidential Range Trail, Woodland Heritage Trail, and Moose Path Trail. This plan examines resources, land use and traffic safety on the River Heritage Trail and makes recommendations for continued stewardship of the intrinsic values of this state Scenic Byway.

The River Heritage Trail was formally designated in 1994 by the NH Scenic & Cultural Byways Council. The original route is show in green in the map to the right. At that time, the newly created national Scenic Byways program encouraged recognition of important scenic and cultural corridors via state and possible national byway designation. The national program also provided incentives for designated byways via a national Scenic Byways funding program that funded enhancements of byway facilities for the benefit of the byway users. In the North Country, both the Kancamagus-White Mountain Trail and Connecticut River Byway received national designation and funding for important visitor amenities. As part of the state and national designation process, North Country Council, the regional planning commission serving the northern third of New Hampshire, created a North Country Scenic Byways Council, comprised of representation from byway interests around the region. The purpose of this Council was management of the many designated byways in the region. The Council produced a guidebook to the five North Country Scenic Byways called "Northern Journeys" and participated in planning and obtaining funding for visitor amenities on the White Mountain Trail.



While there was much interest in obtaining funding for potential improvements to byways in an era of extremely limited roadway improvement funding – New Hampshire saw an average of $500,000 per year in Scenic Byway program funds from 1992-2012 - there was no focus on appropriate planning and management activities related to designated byways in New Hampshire. In fact, the North Country Scenic Byways Council only had a corridor management plan for one North Country byway, the White Mountain Trail. (The Connecticut River National Scenic Byway is partially in the North Country; that corridor management plan is overseen by the Connecticut River Byway Council.) Recognizing the importance of scenic byways to the region and the many local community goals that can be furthered with scenic byway stewardship, the North Country Scenic Byways Council began working with North Country Council and NHDOT to obtain funding for corridor management plans for the other four North Country Scenic Byways in 2010. Over several years, funding was arranged to develop corridor management plans for all four state Scenic Byways in the North Country.
This plan represents the efforts on 1 of those 4 corridors, and will be the **first** Corridor Management Plan developed for the byway in the 21 year history of the River Heritage Trail.

The NH Scenic Byways program has also changed over the last 22+ years. The years 2010-2014 saw significant changes to the program. During that period, the NH Scenic & Cultural Byways Program has:

- Formally adopted bylaws and rules of procedure.
- Developed the first required biennial report on the program for the governor and legislature.
- Identified minimum requirements for designated byways.
- Developed a formal process for de-designation of designated byways per the governing state statutes.
- Shifted focus of the program from a non-traditional highway funding program to a recognized brand.

Several of those changes impact the River Heritage Trail. Specifically, the NH Scenic & Cultural Byways Council communicated the following requirements to North Country Council in early 2014:

- **A Corridor Advisory Committee is appointed, an annual meeting is held and officers are elected.** Per the adopted Rules of Procedure: All designated byways must have a designated body that at a minimum:
  - Has representation from all of the communities and interests along the designated byway.
  - Meets at least annually to discuss the byway and review current and future plans.
  - Has a designated point of contact that has been identified to the NH State Scenic Byways Coordinator.

  It is the intent of the NH Scenic & Cultural Byways Council that these advisory committees are responsible for the development, adoption; revision and implementation of adopted corridor management plans for the designated corridors, and will serve as the central point of communication for the designated corridors to all interested parties regarding the designated byway.

- **Corridor Management Plans for each of the identified byways are adopted and forwarded to the NH Scenic & Cultural Byways Program Coordinator.** While there are minimum requirements for corridor management plans identified in the Rules of Procedure, the LPA (Local Public Agency) requirements that come with the source of funding used to complete this plan exceed the minimum requirements.

These requirements were imposed as the North Country Scenic Byways Council had not met in 2012 or 2013 and the former make-up of the Council focused only on the White Mountain Trail. In addition, a corridor management plan has never been developed for this corridor. As a result of

the federal scenic byway award – North Country Council has re-instituted the North Country Scenic Byways Council with new membership, and has completed this Corridor Management Plan.

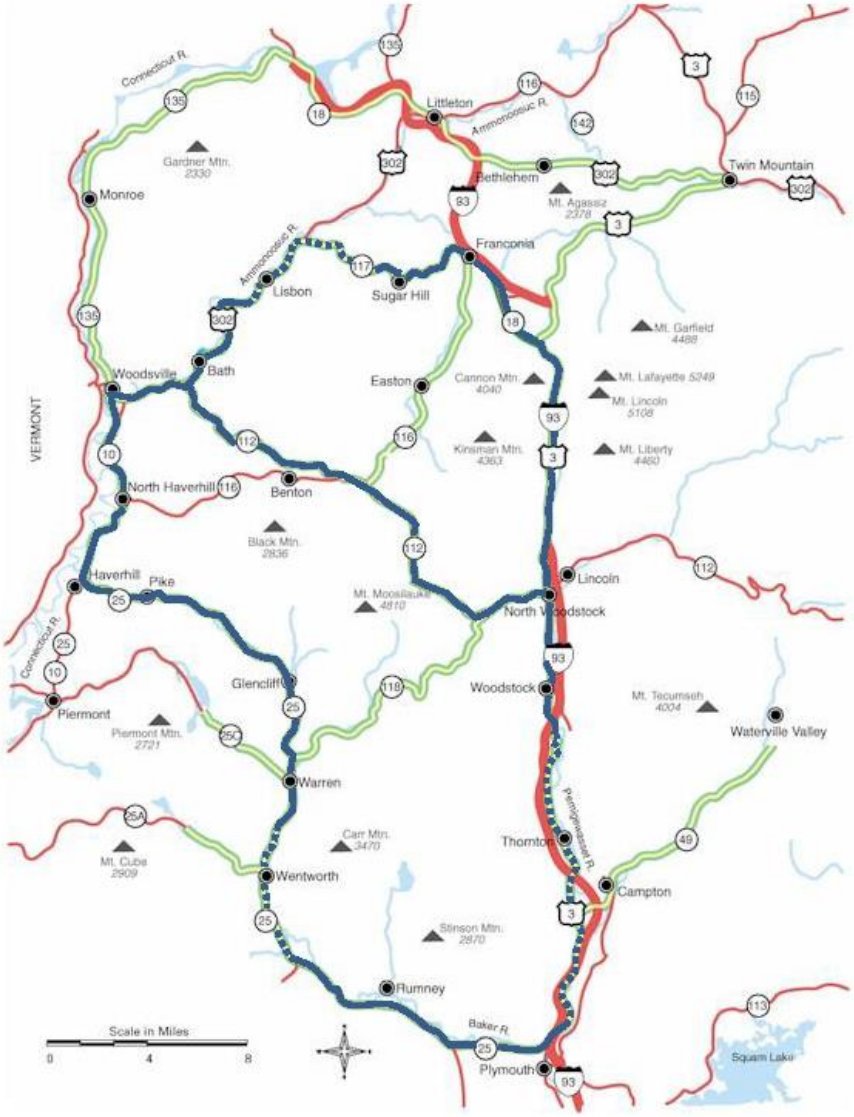
The new requirements have resulted in some changes to the byway. The North Country Scenic Byways Council has recommended changes to the existing byway - in accordance with the NH Scenic & Cultural Byways Council Rules of Procedure – as well as due to the evolving understanding and appreciation these designated byways have in the North Country and beyond. These changes are addressed throughout the plan.

River Heritage Trail
The Trail

This corridor management plan proposes that the highway segments shown in blue on the map to the right be considered the "River Heritage Trail." The outer loop is approximately 100 miles - beginning at Franconia heading southeast on NH 18, then south on US 3 along the Pemigewasset to Plymouth, northwest on NH 25 through the Baker River Valley to Haverhill, north on NH 10 along the Connecticut River to Haverhill's Woodsville village, northeast on US 302 along the Ammonoosuc River to Lisbon, and east on NH 117 along the Salmon Hole Brook back to Franconia. The Pemigewasset, Connecticut, and Ammonoosuc are all part of the NH Rivers Management and Protection Program. NH 112 from Bath to Woodstock, approximately 20 miles, offers an alternative shorter loop, or a "figure eight" tour, along the Wild Ammonoosuc River.

On the River Heritage Trail there are three segments in five communities without local representation on the North Country Scenic Byways Council. These are Campton/Thornton, Landaff/Lisbon, and Wentworth. In the absence of representation, the NH Scenic & Cultural Byways Council Rules of Procedure provide a process for de-designation of these segments of the byway. The portions of the River Heritage Trail passing through these five communities are shown on the map to the right as blue dotted lines and will be referred to in this document as "segments planned for future byway designation." These segments and resources associated with them that would support or inform a future byway designation are included in this plan. The features associated with these segments are an integral part of the River Heritage Trail. Working with these five communities to ensure a consistent and fully represented byway is a high priority of the North Country Scenic Byways Council.

The remaining highway segments shown in green have also been designated as scenic byways. This plan proposes that they be removed from the River Heritage Trail. This is discussed in detail in the Implementation Strategy.



Enjoyed now for their scenic beauty and recreation value, the North Country's rivers once powered a thriving industrial base and provided transportation routes.

This transportation heritage remains a part of the area with its abundance of hiking trails, rails, and old stagecoach roads. Throughout the region's history, tourists have come to the area to enjoy its natural resources and rich and unique New England culture.

This history can be experienced by the traveler today on the River Heritage Trail. Heading south from Franconia through Franconia Notch, the River Heritage Trail first follows the Pemigewasset River along US 3. Through Franconia, Lincoln and Woodstock, the Trail brings the traveler through a plethora of historic vacation spots first accessed by rail in1882. These towns, dominated by the White Mountain National Forest, contain trails, natural/geologic features, and historic family vacation spots such as the Flume and Clark's Trading Post. Continuing south on US 3, Thornton and Campton land uses are more equally divided between private land and National Forest. Growth in both year-round and seasonal homes in these two towns has been spurred by their proximity to Plymouth. Plymouth itself has a beautiful historic downtown just south of the US 3/NH 25 intersection, is home to Plymouth State University, and serves as the commercial center for the area. When thinking of Plymouth's rich cultural history — thoughts of Robert Frost, Nathaniel Hawthorne, Babe Ruth, and Daniel Webster's first jury case come to mind — all of which are celebrated on Plymouth's cultural walking tour and its many other art and historic landmarks.

From Plymouth, the Trail heads west on NH 25 along the Baker River past Rumney's Polar Caves, a popular natural feature-based tourist attraction since 1922, through Wentworth, host to a dozen taverns in the stagecoach days, and on to Warren to the north, a junction since the 1830s when a new road was cut north through Oliverian Notch to compete with the original Coos Turnpike. In Warren, visitors have easy access to the first fish hatchery in the state, and to the Appalachian Trail as it heads for Mt Moosilauke, a popular destination for the hiker and winter sports enthusiast. From Warren, the Trail continues on NH 25 through Benton and then west through Haverhill to NH 10 where it joins the Connecticut River National Scenic Byway. The Trail follows the Connecticut River, once busy with freight, passengers and log drives, on NH 10 to Woodsville. In Woodsville, easy Connecticut River navigation ended and rail thrived – this village of Haverhill was once home to 100 engineers.

From Woodsville, the Trail heads northeast along the Ammonoosuc River on US 302 through Bath, Landaff and Lisbon. Bath is best known for its frequently photographed 1832 covered bridge and another mainstay of the New England village, the 1824 general store. Lisbon once had 15 mills along six miles of river, keeping stagecoaches and the railroad busy. As the traveler continues on the River Heritage Trail by heading east on NH 117 through Sugar Hill, the rich recreation heritage can be seen in the site of the first organized ski school in N.H., and the inns and shops that continue to serve today's visitors. Following NH 18 to Franconia, travelers are given a 360 degree view of mountains, a view that opened after the forests were cut to fuel Franconia's iron industry. Franconia remains a center for tourist hospitality with a variety of lodging options along with dining and shops.

From US 302 in Bath, the River Heritage traveler can also turn southeast on NH 112 through the White Mountain National Forest's Kinsman Notch and Lost River Gorge to rejoin US 3 in Woodstock.

River Heritage Trail
Support

North Country Scenic Byways Council

The North Country Scenic Byways Council is made up of North Country communities, representatives of state and federal agencies, federal legislative staff, and business groups located along the five scenic and cultural byways that are entirely within the North Country region. These byways are: the River Heritage Trail, Moose Path Trail, Presidential Trail, Woodland Heritage Trail, and White Mountain Trail National Scenic Byway. The Council will steward the intrinsic values of the River Heritage Trail by providing ongoing input into state and local activities; facilitate public participation in byway-related planning; and collaborate with local and regional tourist business organizations to market and publicize the byway.

The Council will continue to meet regularly to:

- Review and comment on activities affecting the intrinsic values or safety of the byway
- Identify potential funding and partnership opportunities for promotion and stewardship of the byway
- Maintain ongoing communication with municipalities to encourage active participation on the Council and collaboration on issues of common concern
- Reach out to partners to effectively collaborate on byway-related projects, e.g., tourist businesses, chambers of commerce, state and federal agencies, nonprofits, and river-related organizations.
- Collaborate with tourist industry partners to promote the byway.

THE NORTH COUNTRY SCENIC BYWAYS COUNCIL WAS ORGANIZED TO:

(1) Promote existing local businesses, including local artists, agriculture, and tourist related businesses located along the Scenic Byways of the North Country.

(2) Balance the promotion, preservation, enjoyment, and stewardship of the Scenic Byways of the North Country.

(3) Encourage the public to investigate the resources of the Scenic Byways of the North Country.

(4) Encourage that the Scenic Byways of the North Country be clearly marked, safe and attractive for both visitors and residents.

(5) Encourage the many recreational opportunities along the Scenic Byways of the North Country.

(6) Serve as the central point of contact for the Moose Path Trail, Presidential Range Trail, River Heritage Trail, Woodland Heritage Trail state-designated scenic byways, and other scenic byways as adopted by the Council.

(7) Serve as the responsible party in the development, adoption, revision, and implementation for the Moose Path Trail, Presidential Range Trail, River Heritage Trail, Woodland Heritage Trail Corridor Management Plans for state-designated scenic byways, and other scenic byways as adopted by the Council.

(Bylaws of the North Country Scenic Byways Council, Adopted July 16, 2014)

State & Regional Agencies

The New Hampshire Department of Transportation (NHDOT), New Hampshire Department of Resources and Economic Development (DRED), and New Hampshire Division of Historic Resources are the primary state agencies that can provide byway-related technical assistance to the North Country Scenic Byway Council. DRED can provide support to the Council in identifying potential funding for byway and community development projects, and is also well suited to provide marketing assistance. The NHDOT is the agency that can provide signage, permits, planning assistance and other essential components related to the byways; the NHDOT can also be a resource for identifying potential sources of funding for highways, roads and other related infrastructure.

The North Country Council (NCC) is the regional planning commission for the North Country region. NCC is responsible for assisting communities to work together on areas of common concern. NCC also provides technical assistance to member municipalities with local plans and projects. North Country Council assigns a staff member to serve as the point of contact for the North Country Scenic Byway Council.

The region also has a number of economic development corporations who can provide expertise and assistance to local businesses and organizations in identifying funding. These organizations are important in providing continued support to enhance the region's tourism economy.

Byway Communities

The River Heritage Trail passes through sixteen municipalities: Bath, Benton, Campton, Easton, Franconia, Haverhill, Landaff, Lincoln, Lisbon, Plymouth, Rumney, Sugar Hill, Thornton, Warren, Wentworth, and Woodstock. Stewardship and enhancement of the scenic and cultural qualities of the byway requires the cooperation of each community on the byway. Many local decisions affect the stewardship and visitor experience along the byway, including: land use, sign and lighting regulations; identification and protection or enhancement of cultural, historic, natural, scenic and recreation resources; support for improvement of transportation infrastructure and visitor services. In addition, many byway-related projects and programs require the participation of all involved communities.

For this reason, the NH Scenic & Cultural Byways Council Rules of Procedure require that the North Country Scenic Byway Council have "representation from all of the communities and interests" along the byway. During the development of this plan, membership on the North Country Scenic Byway Council was greatly expanded. Along the River Heritage Trail, members represent local government, tourism businesses, business organizations, Grafton County, and conservation interests. However, five municipalities along the River Heritage Trail - Campton, Landaff, Lisbon, Thornton, and Wentworth - lack representation on the North Country Scenic Byways Council at this time. As noted earlier, in accord with the New Hampshire Scenic & Cultural Byways Council Rules of Procedure, absent of representation, these segments will be considered for de-designation as part of the Byway. Working with these five communities to identify representatives to the Council is a high priority of the North Country Scenic Byway Council. In addition, agriculture and river-based recreation would help round out the interests on the Council along the River Heritage Trail.

River Heritage Trail
Existing Conditions

Byway Resources

The landscape experienced from the River Heritage Trail is rich in history and natural beauty, from the classic New England villages and historic buildings, to the majestic mountains, rivers and forests that surround them. The primary cultural, historic, recreational, and scenic resources on or near the byway are summarized in **Table 1** beginning on the following page. These byway resources were compiled from several sources including the North Country Scenic Byway Council and other local community members, state databases, and North Country Council staff fieldwork. These resources, other supporting sites, and conservation lands are shown on the maps that can be found in **Appendix A**. Maps are included for all segments of the River Heritage Trail, including those that are designated state Scenic Byway and the three segments planned for future byway designation.

Table 1 Resources that Support the Intrinsic Qualities of the Byway
(Segments planned for future byway designation shown in blue italics.)

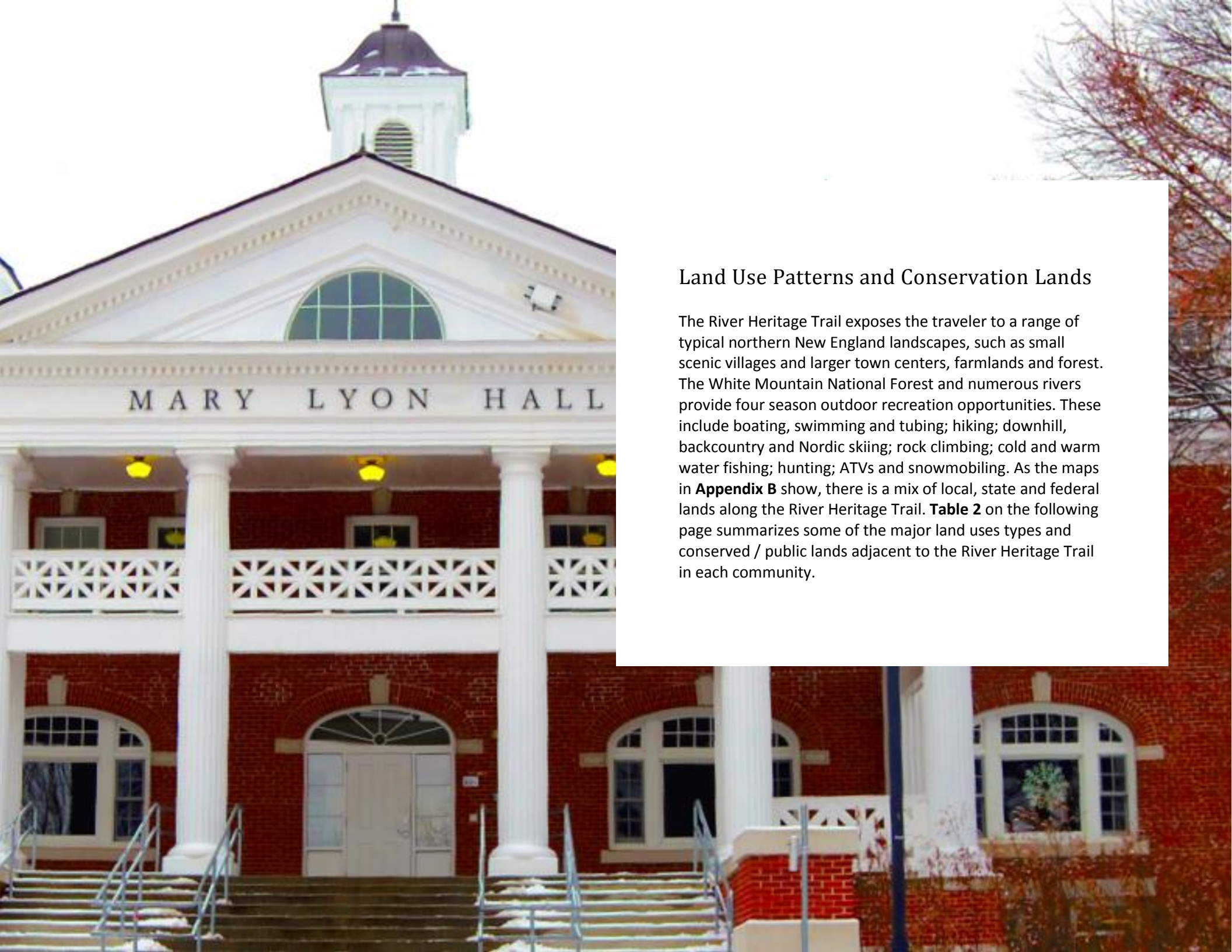
Towns	Cultural/Historic	Recreation	Scenic
Bath	Lower village - covered bridge and Brick store on Nat'l Historic register, and supporting community buildings. Several historic markers.	Campground; playground, Wild Ammonoosuc Fish & Game Club	Scenic village, river and farmland views
Benton		Oliverian Brook access; WMNF trails and nearby Long Pond fishing and boating access	Local views of mtns
Campton	*Several sites on NH Register of Historic Places including Blair Bridge and Campton School House*	*Campground; Livermore Falls*	*River views*
Easton	Wildwood Marker	WMNF trails; campground	Mountain and river views
Franconia	Several sites on Nat'l Historic Register including Abbie Greenleaf Library, Dow Academy Building, Lovett's Inn by Lafayette Brook and Frost Place; Supporting community buildings; Heritage Museum and New England Ski Museum; Stone Iron Furnace.	Campgrounds; trails; ski areas; WMNF; Franconia Notch State Park	Scenic village, mountain and river views
Haverhill	Several sites on Nat'l Register including Bedell Covered Bridge, Haverhill-Bath Bridge, Haverhill Corner Historic District, Woodsville Opera Building/Clock Tower, Daniel Carr House; Several markers; Lime Kilns on NH Register; Ladd Street School; Fairgrounds	Bedell Bridge boat access on Connecticut River	Scenic village, farmland, river and local mountain views
Landaff		*WMNF Trails*	*Local mountain views, Wild Ammonoosuc*

Table 1 Resources that Support the Intrinsic Qualities of the Byway, Continued
(Segments planned for future byway designation shown in blue italics.)

Town	Cultural/Historic	Recreation	Scenic
Lincoln	Clark's Trading Post; Covered bridges	The Flume; WMNF and Franconia Notch State Park Trails; Campgrounds	Mountain views & upper Pemigewasset
Lisbon	*Lilac Memorial Park; Historical Society; Lisbon Inn on National Register; Lisbon Railroad station on NH Register; Old Coal Kiln Marker*	*Campground*	*Dam overlook by town hall; river and farmland views; scenic village buildings*
Plymouth	Old Grafton County Courthouse & Plymouth Historic District on National Register, Plymouth State University on NH Register; Smith Bridge; Museum of the Mountains; Federal House Inn; Converted railroad station to senior center by river; Stream Gaging station marker	Campground	Scenic downtown and University, town common river views, amphitheater and riverfront park
Rumney	Baker River marker; Byron G. Merrill Library; Mary Baker Eddy House; Loveland Bridge Marker; Polar Caves; Rumney Historical Society/Town Hall	WMNF, trails, campgrounds	River and local mountain views
Sugar Hill	Sugar Hill Meeting House on NH Register; First Ski School in America Marker; Historical Society Museum; Harman's Cheese & Country Store	golf, trails, pond accesses	Scenic village, mountain vistas
Thornton	*Old Thornton Town Hall on NH Register*	*Campgrounds, trails, WMNF*	*River valley*

Table 1 Resources that Support the Intrinsic Qualities of the Byway, Continued
(Segments planned for future byway designation shown in blue italics.)

Town	Cultural/Historic	Recreation	Scenic
Warren	Curios Building; Historical Museum; Redstone Rocket; Norris Cotton Marker; Wildlife Center & Fish Hatchery	Campground; WMNF; Trails; Nearby lakes	Village, local mountain views, Baker River
Wentworth	*Historical Museum, Town Hall, Webster Memorial Library, Town Green*	*Campgrounds; Playground; Race track*	*Scenic village, local mountain views, Baker River*
Woodstock	Town Hall; Woodstock Inn; Fadden's General Store; White Mountains Visitors Center; Clark's Bridge	WMNF; Trails; Campgrounds	Mountain views & River valley



Land Use Patterns and Conservation Lands

The River Heritage Trail exposes the traveler to a range of typical northern New England landscapes, such as small scenic villages and larger town centers, farmlands and forest. The White Mountain National Forest and numerous rivers provide four season outdoor recreation opportunities. These include boating, swimming and tubing; hiking; downhill, backcountry and Nordic skiing; rock climbing; cold and warm water fishing; hunting; ATVs and snowmobiling. As the maps in **Appendix B** show, there is a mix of local, state and federal lands along the River Heritage Trail. **Table 2** on the following page summarizes some of the major land uses types and conserved / public lands adjacent to the River Heritage Trail in each community.

Table 2. Major Land Use and Conservation Lands by Community

(Segments planned for future byway designation shown in blue italics.)

Town	Forest / Wetland / Alpine	Farmland	Village	Major Conserved / Public Lands
Bath		X		Burton Conservation Easement
Benton	X	X		White Mountain National Forest
Campton	*X*			*Pemigewasset Wildlife Management Area; Blair State Forest; Livermore Falls State Forest*
Easton	X			White Mountain National Forest
Franconia	X			White Mountain National Forest; Franconia Notch State Park
Haverhill		X		Upper Valley Land Trust Properties; Grafton County Farm; Kinder Forest
Landaff		*X*		*Jockey Hill Farms Conservation Easement*
Lincoln	X			White Mountain National Forest; Franconia Notch State Park; Second Presidential State Forest
Lisbon		*X*	*X*	*Mathews-Simpson-Page Conservation Easement; Gordon Memorial Forest*
Rumney	X	X		White Mountain National Forest; Stinson Mountain Preserve; Baker State Forest
Sugar Hill		X		Sunset Golf Course Conservation Easement; Hannah Conservation Easement; Sugar Hill Town Forest; Foss Woods; Whipple Conservation Area
Thornton	*X*	*X*		*White Mountain National Forest*
Warren	X	X		White Mountain National Forest; Appalachian Trail Tract
Waterville Valley	X			White Mountain National Forest
Wentworth	*X*	*X*		*White Mountain National Forest; Plumber Conserved Lands; Baker River Conserved Lands*
Woodstock	X			White Mountain National Forest; Fay State Forest

Planning and Development Review

All communities along the River Heritage Trail have planning boards and local master plans. Preservation of the rural New England character and associated natural and scenic resources is a common theme among the master plans. A two-year public engagement process recently completed for development of a plan for the North Country Region showed that there is strong consensus region-wide on the dual goals of livable wage jobs and protection of the region's scenic and natural resources and recreation opportunities. It was evident that most residents recognize that the region's environment is its most important economic development asset, and that measures that support the tourist economy, through such activities as natural resource protection and thoughtful development review, also improve the quality of life for current and future residents, business owners and entrepreneurs.

Town of Sugar Hill, New Hampshire

2014 Master Plan

Communities are at a wide range of stages in terms of master plan implementation, and different approaches are desired by and appropriate for different communities. As shown on Table 3 following the next page, most towns along the River Heritage Trail have zoning ordinances. These vary widely in their treatment of land use activities relevant to protection of the intrinsic qualities of the byway. For example, many do not address signs or do so only minimally. In addition, about half of the towns do not have site plan review regulations requiring planning board review of commercial developments.

Participation together in furthering the common goals of protecting and enhancing the scenic, natural, recreational, cultural and historic features of the River Heritage Trail can provide an opportunity for communities to learn from each other about the experiences they have had with various land use planning or development review tools. Much plan implementation in small rural New Hampshire towns relies upon education and outreach on best management practices and design guidelines, as well as partnerships with other local and regional organizations. Often, minor alterations to the design of a new building can result in a substantial improvement to its "fit" with the character of the area. For example, the walls of this chain convenience/drug store in Bancroft, Ontario are decorated with large prints of local historic photographs. Many hotel developers are happy to design new buildings in keeping with the historic buildings of the surrounding area as it makes for a more appealing destination for travelers. For private homes, reduction in window sizes for homes on hillsides and ridgetops, and selective cutting of downhill trees can save energy and reduce visual impact. Leaving vegetated buffers on rivers and streams intact is an easy way to help maintain trout populations for enjoyment by landowners and visitors alike.

Table 3. Part 1. Summary of Land use Regulations and Plans

(Segments planned for future byway designation shown in blue italics.)

Town	Master Plan	Zoning Ordinance	Subdivision Regulations	Site Plan Review	Sign Ordinance	Shoreland Protection	Summary of Language
Bath	Y	Y	Y				Master Plan encourages the preservation and development of the Town's historic, cultural, recreational, natural and scenic sites and character. Also encourages economic development in balance with the town's historic/rural appeal. Zoning regulations work to preserve the character of the Town. Subdivision regulations provide public review and board approval.
Benton	Y	Y	Y		Y	Y	Master Plan is out of date; no specifics. Zoning has 75 ft. setback for structures from floodplains and streams, 200 ft. from Tunnel Stream & Davis Brook. Some basic sign regs in zoning.
Campton	*Y*	*Y*	*Y*		*Y*		*Master Plan encourages the facilitation of recreational opportunities, preservation of the Town's rural character, natural resources, open space and wildlife habitat. Zoning ordinance includes a river corridor and forest conservation zone. Sign provisions are designed to preserve the rural character of the Town. Subdivision regulations provide substantive public review and board approval.*
Easton	Y	Y	Y		Y		Master Plan encourages forestry and agriculture and protection of natural and scenic resources. Implementation via the zoning ordinance includes hillside & ridgeline overlay and lot size averaging to protect productive agricultural or forest land, scenic views, historic sites, shorelines, wetlands, hillsides, important habitat areas, and other resources of importance to the community. Also no-build floodplain ordinance. Zoning also limits size and lighting of signs, and limits off premises signs.
Franconia	Y	Y	Y	Y	Y		Master Plan encourages the rural character of the Town and promotes the enhancement of pedestrian and bicycle facilities, and recreational opportunities, as well as the preservation of its natural resources and wildlife habitat. Sign provisions that appear to conform with the federal and state scenic byway requirements. Town also has wetland conservation district that can enhance the ability of the town to provide additional recreational and wildlife conservation areas. Subdivision requirements provide for review by the public and board approval.
Haverhill	Y	Y	Y				Master Plan the establishment of historic districts, the development of a comprehensive conservation plan, and the continued growth as a rural town. Town has designated open space and provisions for their upkeep. Subdivision regulations have a reference to highway signs complying with NHDOT manual on traffic control devices. Zoning applies to the Haverhill Corner and Mountain Lakes villages. The Town- wide zoning is limited to overlay districts in regards to Aquifer, Wetland, Flood Prone, Sludge Spreading and Personal Wireless Service Facilities.
Landaff	*Y*	*Y*	*Y*	*Y*	*Y*		*Master Plan goals include the preservation the Town's rural character and its natural resources. Zoning Ordinance contains a sign regulation limiting signs to one per premises. The Town also includes a conservation overlay district designed to protect its natural resources. Subdivision regulations provide for review by the public and board approval. Site plan review includes provision for the preservation of natural features, and provides for review by the public and board approval.*
Lincoln	Y	Y	Y	Y	Y		Master Plan has goals that seek to preserve the natural and scenic landscape by clustering development and preventing strip development. Land Use Ordinance purpose to preserve scenic vistas, natural environment and tourist-based economy. Subdivision regulations seek the preservation of natural features whenever possible.

Table 3. Summary of Land use Regulations and Plans, Continued

(Segments planned for future byway designation shown in blue italics.)

Town	Master Plan	Zoning Ordinance	Subdivision Regulations	Site Plan Review	Sign Ordinance	Shoreland Protection	Summary of Language
Lisbon	*Y*	*Y*	*Y*	*Y*			*Master Plan goals seek to preserve the rural character while allowing for economic growth. Objectives include the preservation of its historic, cultural and natural resources and ensure development is in sync with the capacity of the land to provide services. Subdivision regulations provide for review by the public and board approval. Site Plan regulations provide for review by the public and board approval.*
Plymouth	Y	Y	Y	Y			Master Plan places focus on the preservation of the Town's historic and cultural features as well as its strength in attracting seasonal residents and visitors. Zoning regulations limit development within the Town. However, commercial and industrial use has been designated in the Zoning and Master Plan along the Tenney Mountain Highway (TMH). The River Heritage Trail runs along the TMH. Subdivision regulations provide for review by the public and board approval. Regulations also provide regional notice for developments of regional impact. In addition, language provides for the preservation of scenic or otherwise aesthetic features. Site Plan regulations include specific language for the preservation of aesthetics and scenic visas, and provide for review by the public and board approval. In addition, a Cultural Plan sets out goals and strategies to preserve and encourage culture and the arts of the Town.
Rumney	Y		Y				Master Plan focuses on the preservation and continued stewardship of its natural and scenic resources, and preserve its rural character. Subdivision regulations provide that development must generally be in conformance with the existing landscape and buildings, and provides for review by the public and board approval
Sugar Hill	Y	Y	Y	Y	Y		Master Plan focuses on the preservation of the natural and rural character of the Town. Zoning regulations limit development and use throughout the Town that promote the cultural and natural character of the Town. Subdivision and site plan review regulations look to promote balanced growth and protect the natural environment, and provide for review by the public and board approval. Town has a sign ordinance that provides limitations to on and off site signage.
Thornton	*Y*	*Y*	*Y*	*Y*	*Y*		*Master Plan encourages the preservation of its rural character, natural and cultural features as well as promote recreation. Zoning regulations encourage recreation, and provide for review by the public and board approval. Subdivision regulations include language for the consideration of the preservation of natural, historic and other scenic features and provide for review by the public and board approval. Site plan review includes a night sky provision to maintain its historic character, and provide for review by the public and board approval. Sign ordinance has limits to the size, placement and features of non-government signs. Also limits off-site signs to four 10x10ft directional signs per business. Illuminated signs must be shielded and produce no glare, no flashing signs permitted. Planning Board has the right to review each proposed sign.*

Table 3. Summary of Land use Regulations and Plans, Continued
(Segments planned for future byway designation shown in blue italics.)

Town	Master Plan	Zoning Ordinance	Subdivision Regulations	Site Plan Review	Sign Ordinance	Shoreland Protection	Summary of Language
Warren	Y		Y				Master Plan goals place high value on the preservation of the rural and natural character of the Town. Business should avoid strip development and, with the exception of essential amenities, business should focus on encouraging tourism-related business. Subdivision requirements provide for the preservation of scenic and natural features to the maximum extent possible, and preservation of character of land, that provide for review by the public and board approval.
Wentworth	*Y*		*Y*				*Master Plan encourages the preservation of its rural and natural character. Subdivision requirements provide for the preservation of scenic, natural features and historic character to the maximum extent possible, and provide for review by the public and board approval.*
Woodstock	Y		Y			Y	Master Plan goals seek the preservation of the look and feel of the town, limiting incompatible growth, and preservation of the surrounding natural character. Shoreland Protection Ordinance prohibits the establishment or expansion of salt storage sheds, auto junk yards and solid/hazardous waste facilities, as well as restricts uses, and requires a 150 foot woodland buffer along the shoreline. Subdivision requirements provide for review by the public and board approval.

Transportation Infrastructure

Road Safety

The River Heritage Trail has approximately 120 miles of highway across the southeast portion of the North Country Region. Crash data reported to the New Hampshire Department of Transportation from 2004 to 2013 indicate that crashes caused 12 fatalities and 40 incapacitating injuries during this period on the River Heritage Trail **(see Maps in Appendix C)**. Two highway segments may warrant further study based on these data. In Rumney on NH 25 there were two accidents involving a total of 3 fatalities, and six accidents involving a total of 7 incapacitating injuries. In Wentworth, also on NH 25, an important link in the Trail even if the segment becomes de-designated, there were 5 accidents involving 6 incapacitating injuries. In neither case were the accidents clustered around a particular intersection or curve. These are both areas of low density rural development and relatively wide roadways, where, e.g., drivers may be driving at speeds that do not enable fast enough reactions when cars enter the roadway. A closer look is needed at the nature and cause of these accidents to identify appropriate mitigation.

Road Condition

The River Heritage Trail suffers from the typical wintertime pothole and splitting. This natural and cyclical erosion of the River Heritage Trail's roads is a constant concern for the North Country Scenic Byway Council and municipalities. NHDOT maintains a regular program of resurfacing and improvement. When roadways are reconstructed, opportunities to improve pedestrian/bicyclist safety should be considered. For example, shoulders should be wide enough for a bicyclist to be out of the vehicular traffic, but not so wide that they encourage drivers to travel at excess speeds.

For major improvements or replacement projects, NHDOT, municipalities, and North Country Council work together to identify and prioritize needs. The resulting Transportation Improvement Program for the region feeds into the state's Ten Year Plan (TYP) for funding. Currently, there are no highway projects on the TYP on the River Heritage Trail, and one bridge project -over Lafayette Brook on NH 18 in Franconia.

Traffic Volumes

Current seasonally adjusted average daily traffic (AADT) volumes for several locations along the River Heritage Trail are shown in the maps in **Appendix C**. As shown, traffic along the River Heritage Trail ranges from a high of 14,000 vehicles per day in Plymouth to a low of 330 vehicles per day on NH 18 in Franconia. Plymouth is one of the region's largest socioeconomic centers and as such experiences commuter traffic as well as residents of the area accessing shopping and services, along with tourist traffic.

Traffic volumes are not a concern of area communities. As shown in the traffic volume trend data shown on the following pages (**Table 4**), volumes are not increasing significantly at any of the locations documented, and at some sites have decreased slightly. Isolated local congestion sometimes occurs during special events.

Table 4. Annual Average Daily Traffic 2006-2013

(Segments planned for future byway designation shown in blue italics.)

Town	Counter ID	Location	2006	2007	2008	2009	2010	2011	2012	2013
Bath	31052	US 302 / NH 10 West of NH 112			4200			4500		
Bath	31076	US 302 / NH 10 at Simonds Brook	4100			3900			3900	
Benton	209054	NH 25 at Haverhill Town Line		1200			1100			1100
Campton	*67001*	*US 3 S. of Colonel Spencer Road at Bog Brook*			*1200*			*1300*		
Campton	*67054*	*US 3 at Thornton Town Line*			*920*			*930*		
Easton	495051	NH 112 at Woodstock Town Line		890			780			670
Franconia	161058	NH 18 / NH 116 West of Wallace Hill Road	3400			3500				3300
Franconia	161067	NH 18 North of Mittersill Road	300			490				330
Franconia	161075	NH 18 over Black Brook		810	570			360		
Franconia	161076	NH 18 South of NH 141	540			570			640	
Haverhill	209011	US 302 South of Beech Street			10000			9000		
Haverhill	209052	NH 10 North of Horsemeadow Road			6500			5800		
Haverhill	209073	US 302 / NH 10 / NH 112 at Bath Town Line		4700			4500			4400
Haverhill	209089	NH 10 at Clark Brook		4000			3800			4100
Haverhill	209090	NH 10 over Oliverian Brook		2800			2700			2700

Table 4. Annual Average Daily Traffic 2006-2013, continued
(Segments planned for future byway designation shown in blue italics.)

Town	Counter ID	Location	2006	2007	2008	2009	2010	2011	2012	2013
Lincoln	259001	US 3 South of Indian Head Resort		3400			3800			930
Lincoln	259011	US 3 Below I-93 Overpass at Exit 33	3700			3100			2900	
Lisbon	*261053*	*NH 117 East of Sugar Hill Town Line*		*850*			*750*			*690*
Lisbon	*261076*	*NH 117 East of River Road*		*880*			*820*			*800*
Lisbon	*261078*	*US 302 / NH 10 over Ammonoosuc River*			*5100*			*6300*		
Lisbon	*261086*	*US 302 / NH 10 over Pearl Lake Brook*			*5400*					
Landaff	*249001*	*US 302 / NH 10 East of Millbrook Road*		*3600*			*3500*			*3500*
Plymouth	377012	NH 3A / NH 25 West of Highland Street				15000	15000			14000
Plymouth	377053	NH 3A / NH 25 East of Plymouth Traffic Circle	8700			8900		8600		
Plymouth	377059	US 3 / NH 25 over Baker River		5300			4800			6300
Plymouth	377066	US 3A / NH 25 over Baker River		11000			11000			12000
Rumney	395021	NH 25 West of Polar Caves	6624	6291	6000	6100	6268	5908	6134	5640
Rumney	395054	NH 25 North of Rest Area		5200			4700			4300
Sugar Hill	499011	NH 117 North of South Road		1200			980			1100
Sugar Hill	499050	NH 117 South of Blake Road		1700			1600			1600

Table 4. Annual Average Daily Traffic 2006-2013, Continued

(Segments planned for future byway designation shown in blue italics.)

Town	Counter ID	Location	2006	2007	2008	2009	2010	2011	2012	2013
Warren	465050	NH 25 / NH 118 at Wentworth Town Line		2500			2200			2000
Warren	465053	NH 25 / NH 118 South of NH 25C	3200			3000			2000	
Wentworth	*475052*	*NH 25 / NH 118 North of NH 25A*		*2700*			*2600*			*2300*
Wentworth	*475053*	*NH 25 / NH 118 at Rumney Town Line*		*4000*			*3700*			*3600*
Wentworth	*475055*	*NH 25 / NH 118 South of NH 25A*		*3600*			*3200*			*3200*
Woodstock	495052	US 3 South of NH 175		1800			2000			1700
Woodstock	495053	US 3 at Lincoln Town Line			2600			2000		
Woodstock	495055	US 3 at Thornton Town Line		1100			1100			960

Bicycle and Pedestrian Safety

A detailed inventory and analysis of byway highway segments relative to bicycle safety is needed, with implementation through a combination of improvements and identification of the level of experience various segments are best suited for. Similarly, pedestrian safety in village and resort areas, where visitors may want to walk from one business or activity to another, needs to be examined.

River Heritage Trail
Implementation Strategy

Development of the North Country Scenic Byways Council's (NCSBC) goals and implementation strategies for the River Heritage Trail was a shared effort between municipalities, North Country Council, state agencies, business groups, residents and other stakeholders. Goals and implementation strategies were developed after a thorough examination of byway resources, North Country Scenic Byway Council resources, local plans and regulations, community input, and best practices for scenic byways. Implementation of the plan will further local and regional goals of economic development; protection of natural, cultural, historic, recreational and scenic resources; and rural and community character. However there needs to be committed and continued follow-up by the surrounding communities and the other participants in the Council to ensure long- term stewardship of these intrinsic qualities of the byway. Maintaining a high level of participation must be the highest priority of the North Country Scenic Byway Council.

Make the River Heritage Trail a More Coherent Touring Route - Goal 1

The North Country Scenic Byways Council proposes that several segments be removed from the River Heritage Trail in order to make it a more coherent touring route. NH 135 in Woodsville to Littleton via NH 118 is part of the Connecticut River National Byway. US 3 from Franconia to Carroll's Twin Mountain village is part of the White Mountain Trail National Scenic Byway. The North Country Scenic Byways Council discussed these segments and determined that including these segments in the River Heritage Trail would cause confusion for the traveler and is unnecessary as they are already National Scenic Byways.

The Council also discussed the byway segments on NH 25A, NH 25C, and NH 49, and supports consideration of de-designation of these segments. In the case of NH 49, the dead-end nature of the road is not in keeping with a byway as a potential auto tour for the traveler. In the case of NH 25A and NH 25C, these reflect the border between regional planning service areas and were not based on a thoughtful process.

The Council also recommends consideration of de-designation of NH 118 and NH 116. These highways are not deemed appropriate for encouraging increased tourist traffic. They are relatively narrow, through rural areas with no services. While they are both very scenic, they do not add to the River Heritage theme as they do not follow major rivers. They are considered to be in that "too many choices" category of options that may confuse the traveler and weaken the Trail. Similarly, the Council recommends that US 302 from Littleton to Twin Mountain not be considered part of the River Heritage Trail for the sake of providing a logical tour for the traveler.

Ensure that the River Heritage Trail is an Uninterrupted State Scenic Byway - Goal 2

As discussed earlier there are three highway segments on the River Heritage Trail without local representation on the North Country Scenic Byways Council. These three segments are in five municipalities: Campton/Thornton, Landaff/Lisbon, and Wentworth. It is understood that in the absence of representation, the NH Scenic & Cultural Byways Council Rules of Procedure will require de-designation of these segments of the byway. Working with these

five communities to complete the state Scenic Byway designation of the River Heritage Trail is a high priority of the North Country Scenic Byways Council. In addition, maintaining a high level of engagement among those communities represented on the Council is essential. A Board Development/Membership Committee should be formed to lead this activity.

Preservation & Enhancement of Resources - Goal 3

The River Heritage Trail makes its way through sixteen different communities, each with similar goals. However, they vary in their approaches to managing growth and development consistent with local values. Some communities have detailed zoning ordinances, others have only subdivision regulations. Regardless of the way a community regulates its land use, and regardless of being a designated state Scenic Byway currently or planned for designation in the future, it is important that all of these communities work together to ensure that the state requirements continue to be met for the River Heritage Trail to remain in the byway program; doing so will further economic, resource protection, and other local goals. A Stewardship Committee should be formed to lead this activity.

The North Country Scenic Byway Council provides a mechanism for communities to continue to identify cultural, historic, natural, scenic and recreational resources, and seek opportunities for funding projects that will enhance the enjoyment of identified locations along the River Heritage Trail. To make this effective, a centralized database of the River Heritage Trail's historic and conservation information should be maintained by the NCSBC. As it stands, historic and conservation information is scattered and difficult to track down. Several communities have local inventories that could be linked to the byway database. As the keepers of a centralized database, the NCSBC could in turn provide assistance to conservation commissions, historical societies and others working toward similar goals.

Although the NHDOT and other state agencies do not currently have scenic byway-specific funding, there may be opportunities in the future---the North Country Scenic Byway Council should make itself aware of any funding changes. The North Country Council can be a partner in this respect, working with the Byways Council to identify public and private funding opportunities as they become available, and also include identified projects in regional plans to provide a platform for regional and state input into these byway opportunities.

State regulations govern the placement of signs in the state highway right-of-way and contain some specific provisions pertaining to off-premises signs on designated Scenic Byways. In addition, some communities contain standards for signs in their local zoning ordinances. However, there are many communities along the River Heritage Trail that do not have sign regulations that mirror the state requirements. This causes confusion for business owners and enforcement difficulties. It is important that communities be encouraged to review and, where appropriate, strengthen local sign ordinances. In addition, lighting regulations should be reviewed to ensure that outside lighting does not interfere with the vision of the driver on the byway or with the enjoyment of the North Country's dark night sky.

There are many natural resources and recreational opportunities along the River Heritage Trail. These resources are managed by local, state and federal agencies, private landowners, and conservation groups. Facilitating partnerships among these groups will need to be a priority. The North Country Scenic Byways Council and local communities will need to work with the responsible

agencies and organizations to ensure that recreation and enjoyment of scenic resources along the byway continues into the future.

Transportation & Safety - Goals 4 and 5

The River Heritage Trail covers approximately 120 miles of state highway across the southeast portion of the North Country Region - primarily designated state Scenic Byway and three segments planned for future byway designation. With input from the communities, the North Country Scenic Byways Council and NCC and its Transportation Advisory Committee should work together to bring attention to sections of the River Heritage Trail that are in need of improvement due to deterioration or increased or changed use, as well as opportunities to facilitate safer or increased alternative transportation modes. More information is needed about both bicycle and pedestrian safety.

Road safety audits (RSA) provide one tool for assessing alternative approaches to intersections or highway segments becoming a safety concern for communities. A RSA is a formal safety report designed to provide an independent, multi-disciplinary approach to discovering and proposing solutions to improving the safety of proposed and existing roads and intersections. Typically NCC assists NHDOT in conducting the RSA.

An RSA conducted in Haverhill's Woodsville village area in 2012 resulted in several recommendations that might improve the safety of the NH 10 and the Forest Street intersection, including:

- Painting stop and pedestrian crossing lines at the intersection.
- Consider removing the large tree inhibiting views from the northwest corner of the intersection.
- Removing/replacing/relocating signage to improve visibility and timing.

Last year a Road Safety Audit was conducted in Franconia at the intersection of NH 18 and NH 116. Recommendations addressed a number of issues including:

- Limited visibility of intersection
- Limited corner site distance
- Driver behavior issues
- Pedestrian safety issues
- Access management issues
- Drainage issues

Road safety audits should continue to be used as tools to bring together teams of experts to identify safety issues and solutions. In addition, corridor management studies provide an interdisciplinary look at transportation and land use issues and provide recommendations for access management, traffic calming, and other approaches. The North Country Scenic Byway Council should work with NCC, NHDOT and the Transportation Advisory Committee to identify future locations for RSAs and corridor studies in the North Country Region.

Media & Promotion - Goal 6

The New Hampshire Scenic & Cultural Byways Program is a brand. It is important to understand the benefits of branding and its attraction to visitors. With that understanding, a vital piece of the byway's economic development value can be unlocked. This section will focus on developing a baseline for media development and campaign strategies. It is important to note that the market changes quickly and often. As part of the North Country Scenic Byways Council's duties, it will be important to continue to reevaluate this section for necessary updates.

The North Country Scenic Byways Council was created with several goals in mind regarding North Country region byways, including: (1) to promote existing local businesses, including local artists, agriculture, and tourist related businesses; (2) balance the promotion, preservation, enjoyment, and stewardship; and (3) encourage the public to investigate the resources. In order to support these and other goals of the Council, with particular focus on how to "encourage the public to investigate the resources." This outlined marketing plan engages the Council to make known the unique and one of a kind experience of exploring the River heritage Trail, and develop partnerships with other regional and state organizations to cross market and share resources.

There are two major goals of the North Country Scenic Byways Council's marketing campaign:

- Establish partnerships with other regional and state organizations to cross-promote tourism. This partnership should reach across state lines and to state actors like DRED and should include a regularly scheduled public meeting to formally discuss and share.

- Reach lucrative markets at a free to low cost through creative use of media and available resources that capitalize on the North Country's existing resources

There are few funding sources available for marketing campaigns of this sort. It will be important to identify and continually update available free to low cost options to develop, produce and update materials for any marketing campaign. That is why developing partnerships with other regional and state organizations is of the utmost importance to enable cross marketing and the sharing of resources. Efforts should focus on expanding existing relationships with potential partners through more frequent via email and phone contact, attendance and invitations of the same to meetings and events, and outreach to prospective partners. It is through these partnerships the Council will be able to find additional outlets that otherwise might not be available due to funding or staff constraints. Vermont has been successful in promoting and branding itself as a slow and artisanal food and drink destination. Much can be learned from their and others' experience. The Council, for example, could take what is being promoted at the state-level at DRED and refocus it to a regional experience. By capitalizing on what is already being promoted, the Council can save time and funds for more focused efforts on branding the "North Country Scenic Byways."

Partnerships are critical in a time of limited funding in order to allow organizations to reach larger audiences. Grant funds may be more easily accessible if organizations apply together and show a collaborative spirit and provide a unique opportunity to fund two or more organizations with just one grant.

Defining the target audience will ultimately determine the medium and cost of the North Country Scenic Byways Council's marketing campaign. Some of the steps should include:

- Establish a target audience location

- Establish a target audience age and income demographic.

- Establish what interests the audience has that are a good fit for the byway.

The focus of promotion needs to build on the region's existing inventory and resources. The final focus will be determined by the demographic, medium chosen and partnerships garnered to promote the region's scenic byways.

To bring all these pieces together, the North Country Scenic Byway Council and its partners will need to assemble a marketing committee who can solicit volunteers, interns and other resources. This committee will need to have knowledge and experience in marketing, and the ability to recruit volunteers. A list of current and potential partners should be developed that contains basic contact information and a short description of what they bring to a partnership with the NCSBC and how the byway can benefit them.

An outline of marketing program steps is shown to the right. The timing will depend on available resources.

Task	Responsible Party
Appoint a marketing subcommittee	NCSBC
Develop relationships with other regional and/or state organizations	Marketing Subcommittee
Recruit volunteer expertise and interns	Marketing Subcommittee
Develop marketing campaign	Marketing Subcommittee/Volunteers / Intern
Approve marketing campaign	NCSBC
Seek funding for the marketing campaign and develop materials as approved by the NCSBC in the marketing campaign	Marketing Subcommittee / Volunteers/ Intern
Publish media	NCSBC / Marketing Subcommittee

Table 5. Goals and Implementation Matrix For the River Heritage Trail

River Heritage Trail Goals	Partners / Responsible Parties	Action Timeline
Goal 1 - Make the River Heritage Trail a More Coherent Touring Route		
1.A - Remove NH 135 in Woodsville to Littleton via NH 118 from the River Heritage Trail, while retaining its status as part of the Connecticut River Byway.	NH Scenic & Cultural Byways Council	Short Term
1.B - Remove US 3 from Franconia to Carroll's Twin Mountain village from the River Heritage Trail, while retaining its status as part of the White Mountain Trail.	NH Scenic & Cultural Byways Council	Short Term
1.C - Consider de-designation of NH 25A, NH 25 C, NH 49, NH 118, and NH 116.	NH Scenic & Cultural Byways Council	Short Term
1.D - Remove US 302 from Littleton to Twin Mountain from the River Heritage Trail.	NH Scenic & Cultural Byways Council	Short Term
1.E - Review tourist information signage and traveler amenities for adequacy, including information on location of wifi hotspots, and work toward needed improvements.	North Country Scenic Byways Council, Chambers of Commerce, Towns	
Goal 2 - Ensure that the River Heritage Trail is an uninterrupted State Scenic Byway with a high level of community engagement		
2.A - Establish a Board Development/Membership Committee.	North Country Scenic Byways Council	Short Term
2.B - Continue outreach to local leaders in Campton, Landaff, Lisbon, Thornton, and Wentworth to ensure they understand the benefits of the scenic byway program to communities and the region.	North Country Scenic Byways Council, NCC, NH Scenic & Cultural Byways Council, NHDOT	Short Term, Ongoing
2.C - Assist communities along segments planned for future byway designation with the process of returning to state-designated scenic byway status.	North Country Scenic Byways Council, NCC, NH Scenic & Cultural Byways Council, NHDOT	Short Term, Ongoing
2.D - Immediately seek replacements for any local representatives who resign or become unable to serve.	North Country Scenic Byways Council, NCC	Ongoing

2.E - Ensure that active communication is maintained with local officials and other interested parties in every community along the River Heritage Trail.	North Country Scenic Byways Council, NCC	Ongoing
Goal 3 - Preserve and enhance the River Heritage Trail's cultural, historic, natural, scenic and recreational resources.		
3.A - Establish a Stewardship Committee.	North Country Scenic Byways Council	Medium Term
3.B - Visit and review the Byway biannually. This review should include an assessment of whether land use changes have taken place to the degree that suggest reconsideration of the byway status of a particular segment, and the adequacy of signage.	North Country Scenic Byways Council	Ongoing
3.C - Work with Towns to develop a mechanism, such as an online tool, for identifying additional significant cultural, historic, natural, scenic and recreational resources.	Towns, North Country Scenic Byways Council, NCC	Medium, Ongoing
3.D - Work with the NCC to develop and integrate scenic byway values into the Regional Plan and other plans at the regional level.	North Country Scenic Byways Council, NCC	Ongoing
3.E - Conduct outreach to towns on tools available for encouraging development to be sited and designed in a manner that supports that the intrinsic qualities of the Byway, and on sign regulations consistent with the byway.	Towns, North Country Scenic Byways Council, NCC, NHDOT, NH Scenic & Cultural Byways Council	Ongoing
3.F - Support the efforts of private and public entities working to study, preserve and enhance the Byway's resources, and the public's enjoyment of those resources, when consistent with local goals.	North Country Scenic Byways Council, NCC, Towns	Ongoing
3.G - Ensure that pull-offs/waysides are maintained in a clean and appealing manner.	NHDOT, Towns, Chambers of Commerce	Ongoing
3.H - Ensure that roadside vegetation is managed in a manner to provide vegetated buffers for rivers and stable slopes, while enabling a filtered view from the roadway.	NHDOT, Towns	Ongoing
3.I - Facilitate information sharing on data, resources, best practices, etc. among the historical societies, conservation commissions and land trusts and others interested in stewarding the intrinsic qualities of the byway.	North Country Scenic Byways Council, NCC, Towns	Medium Term

3.J - Maintain a centralized database of all the historical and conservation information to assist in 1) protecting the data, and 2) providing one place to access critical resource inventory information that may assist in the creation of educational materials, maps, and visitor guides.	North Country Scenic Byways Council, NCC, Towns	Medium Term, Ongoing
3.K - Encourage towns to review sign and lighting regulations and, if desired, provide assistance with updating and strengthening the regulations.	North Country Scenic Byways Council, NCC, Chambers of Commerce	Medium Term
3.L - Incorporate farmstands and other agricultural features into the inventory.	North Country Scenic Byways Council, NCC, Chambers of Commerce, Towns	Medium Term
Goal 4 - Maintain and improve the transportation infrastructure along the River Heritage Trail Scenic Byway.		
4.A - Work with the NHDOT and the North Country Council to seek funding to maintain and improve the transportation infrastructure along the River Heritage Trail Scenic Byway.	Towns, North Country Scenic Byways Council, NCC, NHDOT, NCC Transportation Advisory Committee (TAC)	Short Term/ Ongoing
4.B - Promote appropriate access management and traffic calming strategies to reduce conflicts between through-traffic and local traffic.	NCC, NHDOT	Ongoing
4.B - Work with Towns, the NHDOT and the North Country Council to inventory bicycle routes, off highway recreational vehicle trails, multimodal trails and pedestrian paths, and identify locations for improvements, extensions or creation of new facilities.	Towns, North Country Scenic Byways Council, NCC, NHDOT, New Hampshire Department of Resources and Economic Development (DRED), White Mountain National Forest, TAC	Long Term

4.C - Reopen or replace the Rumney visitors center, or identify a suitable alternative, such as a public/private partnership with an existing business, to serve as a welcome center on this traveler gateway.	NHDOT, DRED, North Country Scenic Byways Council, Chambers of Commerce	Short Term
Goal 5 - Improve/maintain the safety of all users along the River Heritage Trail Byway.		
5.A - Work with Towns to identify areas of safety concern, for vehicles, bicycles and pedestrians, located in and around the River Heritage Trail.	Towns, North Country Scenic Byways Council, NCC, NHDOT, TAC	Short Term/Ongoing
5.B - Work with the NHDOT and the North Country Council to seek funding to maintain and improve safety measures along roadways, such as shoulders, traffic calming devices such as crosswalks and school zones, pedestrian paths, bicycle routes, trailheads and other parking areas.	Towns, North Country Scenic Byways Council, NCC, NHDOT, TAC	Medium Term/Ongoing
5.C - Examine the suitability of each segment of the byway for bicycles.	Towns, North Country Scenic Byways Council, NCC, NHDOT, TAC	Medium Term
5.D - Examine the needs of pedestrians in village and resort areas.	Towns, North Country Scenic Byways Council, NCC, NHDOT, TAC	Medium Term
5.C - Consider and monitor the implications of increasing visitor use of the River Heritage Trail on safety.	North Country Scenic Byways Council, NCC, NHDOT	Long Term
Goal 6 - Promote the River Heritage Trail Byway collaboratively through the creative use of media.		
6.A - Establish a Marketing Committee.	North Country Scenic Byway Council	Medium Term
6.A - Build partnerships with private and public entities to promote the River Heritage Trail Byway through a variety of media including flyers and a website linked to more detailed information in byway resources and activities.	North Country Scenic Byways Council, NCC, DRED, Chambers of Commerce	Short Term/Ongoing
6.B - Work with other partners to promote and fund the River Heritage Trail Scenic Byway, specifically, impress upon DRED the necessity of improving advertisement of the North Country in state-sponsored advertising campaigns with an emphasis on scenic byways. Scenic byways are an efficient and cost effective vehicle for advertising multiple towns/areas/regions.	North Country Scenic Byways Council, DRED, Connecticut River Scenic Byway Council, NH Scenic & Cultural Byways Council, Chambers of Commerce	Short Term/Ongoing

6.B.i - Partner with the Connecticut River Scenic Byway Council. The River Heritage Trail shares a portion of its byway with the Connecticut River National Scenic Byway; there is an opportunity to share resources and information to better promote both byways and learn from each other.	North Country Scenic Byways Council, DRED, Connecticut River Scenic Byway Council, NH Scenic & Cultural Byways Council, Chambers of Commerce, NCC	Short Term/Ongoing
6.C - Continue to reevaluate and rethink the use of media to promote the Byway to ensure marketing keeps up with best practices.	North Country Scenic Byways Council, DRED, Connecticut River Scenic Byway Council, NH Scenic & Cultural Byways Council, Chambers of Commerce	Long Term/Ongoing
6.D - Think on a micro and macro scale (local to global) when developing a media campaign. Consider scenic byway-based agritourism tour.	North Country Scenic Byways Council, DRED, Connecticut River Scenic Byway Council, NH Scenic & Cultural Byways Council, Chambers of Commerce	Long Term/Ongoing
6.D.i - Seek advice from the CRSBC, DRED and NH Scenic & Cultural Byways Council to gain insight and/or assistance into how best to reach out to specific markets.	North Country Scenic Byways Council, DRED, Connecticut River Scenic Byway Council, NH Scenic & Cultural Byways Council, Chambers of Commerce	Long Term/Ongoing
6.E - Understand the necessary improvements needed to accommodate different markets.	North Country Scenic Byways Council, DRED, NH Scenic & Cultural Byways Council, Chambers of Commerce	Medium Term/Ongoing