



# GENERAL JOHN STARK SCENIC BYWAY



Corridor Management Plan  
November 2021



# General John Stark Scenic Byway

## *Corridor Management Plan Update*

**Prepared by:**

Southern New Hampshire Planning Commission

Central New Hampshire Regional Planning Commission



**Adopted by Byway Council:**

**November 10, 2021**





# STARK BYWAY CMP 2021

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## **Introduction**

This Corridor Management Plan (CMP) serves as the central planning document for the General John Stark Scenic Byway. The plan addresses the existing conditions of the byway, current regulations and other guidelines that are in place. It also offers potential strategies and actions that will maintain and enhance the features of the byway.

There are 14 points that are required in Corridor Management Plan for the nomination process for the National Scenic Byway designation for the Federal Highway Administration (FHWA).

## **Federal Highway Administration's 14 Points**

The Federal Highway Administration (FHWA) lists 14 components that must be in any Corridor Management Plan (CMP) included in a byway's application for national recognition.

### **The FHWA requirements for a CMP are:**

1. A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor. See Overview Map on page 6.
2. An assessment of the byway's intrinsic qualities and their context (the area surrounding them). The end product is typically a catalogue of the byway's scenic, historic, natural, archeological, cultural, and recreational qualities. See Inventory of Intrinsic Values starting on page 7.
3. A strategy for maintaining and enhancing each of the byway's intrinsic qualities. See Action Plan and Goals and Strategies starting on page 24.
4. A list of the agencies, groups, and individuals who are part of the team that will carry out the plan. See members of the General John Stark Byway Council on page i.
5. A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities. See Management Plan on page 19.
6. A plan for on-going public participation. See Action Plan on page 24.
7. A general review of the road's safety record to locate hazards and poor design and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road's character. See Current and Physical Conditions, Safety and Traffic on page 13.

8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians. See Management Plan, Commercial Traffic on page 20.
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway. This might include landscaping to screen an industrial site, relocating utility wires and poles, or planning for the sensitive location of wireless telecommunications towers along the byway. See Management Plan, Open Space/Landscaping on page 20.
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways. See Management Plan, State and Local Sign Regulations on page 19.
11. A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. Two popular and effective ways of addressing this issue are logo signs and tourist-oriented directional signs (TODS). Logo signs are located on interstate highway rights-of-way and advertise gas, food, camping, and lodging at nearby exits. Highway-oriented businesses can advertise their company's symbol, name, trademark, or a combination of these things on a logo sign. A few states, like Utah and Maine, provide TODS primarily on non-interstate rural highways to help motorists find local businesses. TODS indicate only the name of local attractions, mileage to the establishment, and direction. See Management Plan State and Local Sign Regulations on page 19.
12. Plans for how to market and publicize the byway. Most marketing plans highlight the area's intrinsic qualities and promote interest in the byway that is consistent with resource protection efforts and maintenance of the byway's desired character. See Marketing Plan on page 27.
13. Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities. Byway groups should work with their state department of transportation to adopt context-sensitive highway design standards for the byway. Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation. See Goals and Strategies on page 26.

14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors. Interpretation can include visitor centers, leaflets, audio tours, information panels, and special events. See Marketing Plan on page 27.

## Statement of Significance

The State of New Hampshire officially designated a circular route connecting the towns of Goffstown, Dunbarton, Weare, and New Boston as the ***General John Stark Scenic Byway (GJSSB)*** in 2008. This route showcases many cultural and historical features of the region that are not only of significance to the state of New Hampshire, but also to the history of the United States. The route is located within Hillsborough County along NH 13 from Goffstown's downtown west to New Boston, north along NH 77 and NH 114 to Weare, east along NH 77 to Dunbarton, and south along NH 13 back to Goffstown (see following vicinity map).

New Hampshire's famous state motto "Live Free or Die" has been attributed to the state's best-known Revolutionary War hero, General John Stark.<sup>1</sup> General Stark was first commissioned as a 2nd Lieutenant in Rogers' Rangers, a colonial militia, at the outbreak of the French and Indian War. This later led to his leadership in the Revolutionary War. He was instrumental in leading the fight at the Battle of Bunker Hill in 1775 and the Battle of Bennington in 1776.

During the time between the French and Indian Wars and the Revolutionary War, General Stark spent much time at the Page homestead in Dunbarton, and later married Elizabeth "Molly" Page. The homestead still stands today and is one of the featured historic sites along the route. There are also other historical points of interest that refer to the Stark family and the Revolutionary War era. The Caleb Stark Statue in Dunbarton stands as a tribute to General John Stark's son who also fought in the Revolutionary war. The cannon that was captured from the British during the Battle of the Bennington is named for General John Stark's wife, Molly Stark. The cannon is located on the byway route in New Boston. Also, the local high school in Weare is named after John Stark, and NH 114 in Weare is currently signed as the General Stark Highway North and South.

<sup>1</sup> The motto was part of a volunteer toast which General Stark sent to his wartime comrades, in which he declined an invitation to head up a 32nd anniversary reunion of the 1777 Battle of Bennington in Vermont, because of poor health. The toast said in full: "Live Free Or Die; Death Is Not The Worst of Evils." The following year, a similar invitation (also declined) said: "The toast, sir, which you sent us in 1809 will continue to vibrate with unceasing pleasure in our ears, "Live Free Or Die; Death Is Not The Worst Of Evils." Source: New Hampshire Almanac

The four towns of Goffstown, Dunbarton, Weare, and New Boston share many common historic and cultural elements. Not only does the byway include elements from the days of General Stark, but it also features historic sites from other periods of history. The Piscataquog River which flows alongside much of the route became a valuable resource during the Industrial Revolution during the late 19<sup>th</sup> century.

During that period, rail transportation extended into this region. Many of the mill buildings are now gone due to flood, fire and other causes but a few relics from this time can be found along this route. Sections of the old railroad bed through the towns of Weare, New Boston and Goffstown are now walking and biking paths. The Goffstown depot built in 1850 still exists on the route.

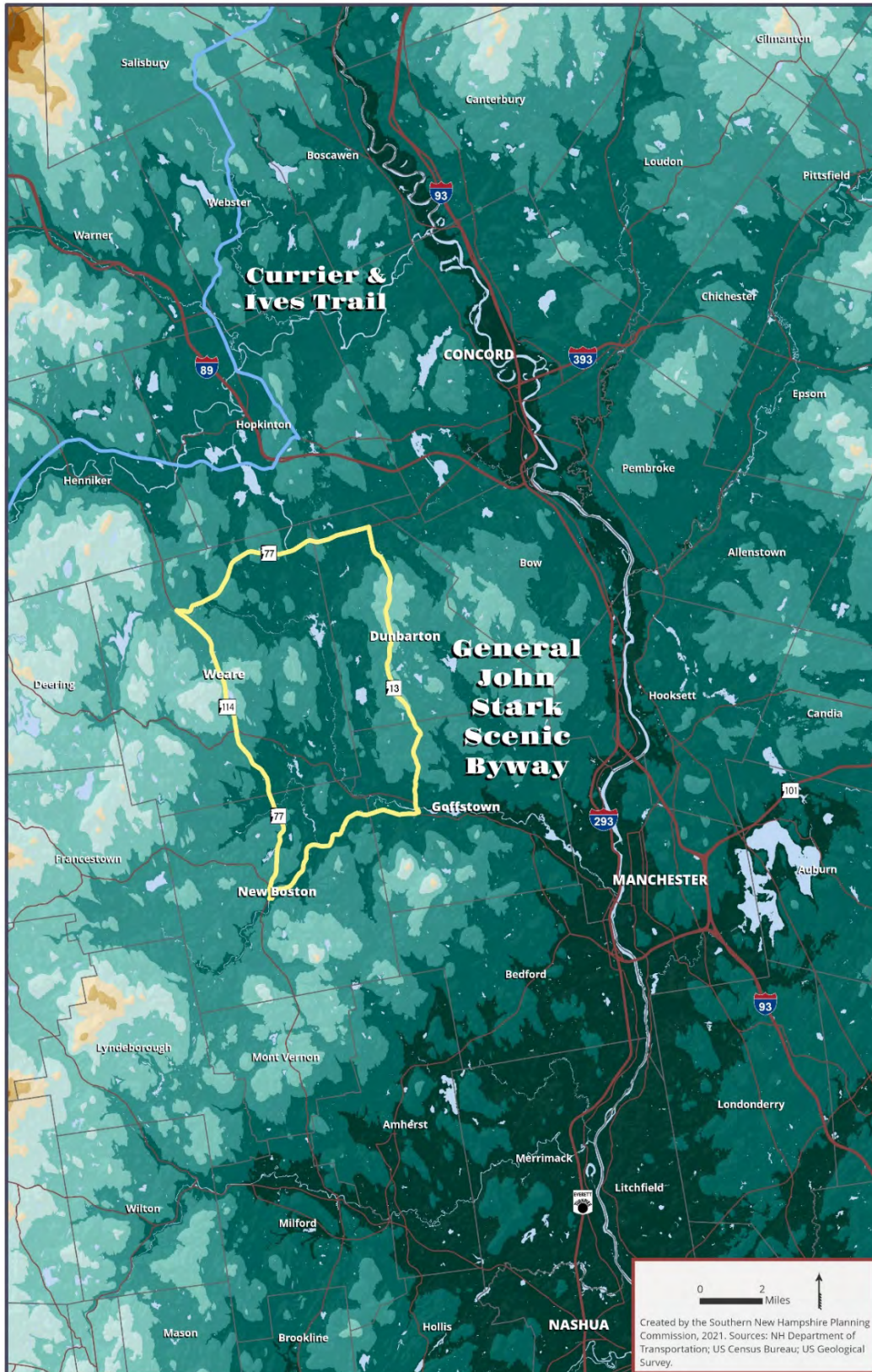
Throughout the year, there are fairs and festivals that celebrate the region's rural culture. The Hillsborough County Agricultural Fair in New Boston and the annual Goffstown Pumpkin Weigh-Off and Regatta are just a couple of examples of these celebrations that attract visitors from around the state and beyond. Throughout the year there are many opportunities to experience the small town feel of these communities. For example, Goffstown's Lions Club serves popcorn from a 1930s-era popcorn stand.

The byway is within easy reach of the state's largest city, Manchester, where General Stark was raised and where his gravesite is located. Manchester is also home to the Manchester-Boston Regional Airport, making this area easily accessible to visitors from across the country. The route is less than two hours away from Boston making it an attractive side trip to visitors in the greater Boston area. Opportunities exist for connections to other state-designated scenic byways. Heading north from Weare along NH 114 is the Currier and Ives Trail. Also, within two hours' time is the Molly Stark Scenic Byway which winds through southern Vermont and highlights the local history of the region, including the Battle of Bennington.

Aside from its rich history, the GJSSB captures the beauty and charm of quintessential small-town New Hampshire. Picturesque villages, open farmlands, and rolling hills can be viewed along this route. Nearby conservation areas protect the natural features, open space, and forestlands of the region. For the many historical, cultural, and scenic features along its route, the GJSSB offers the visitor an "off-the-beaten path" experience through a unique, little-known part of New England.

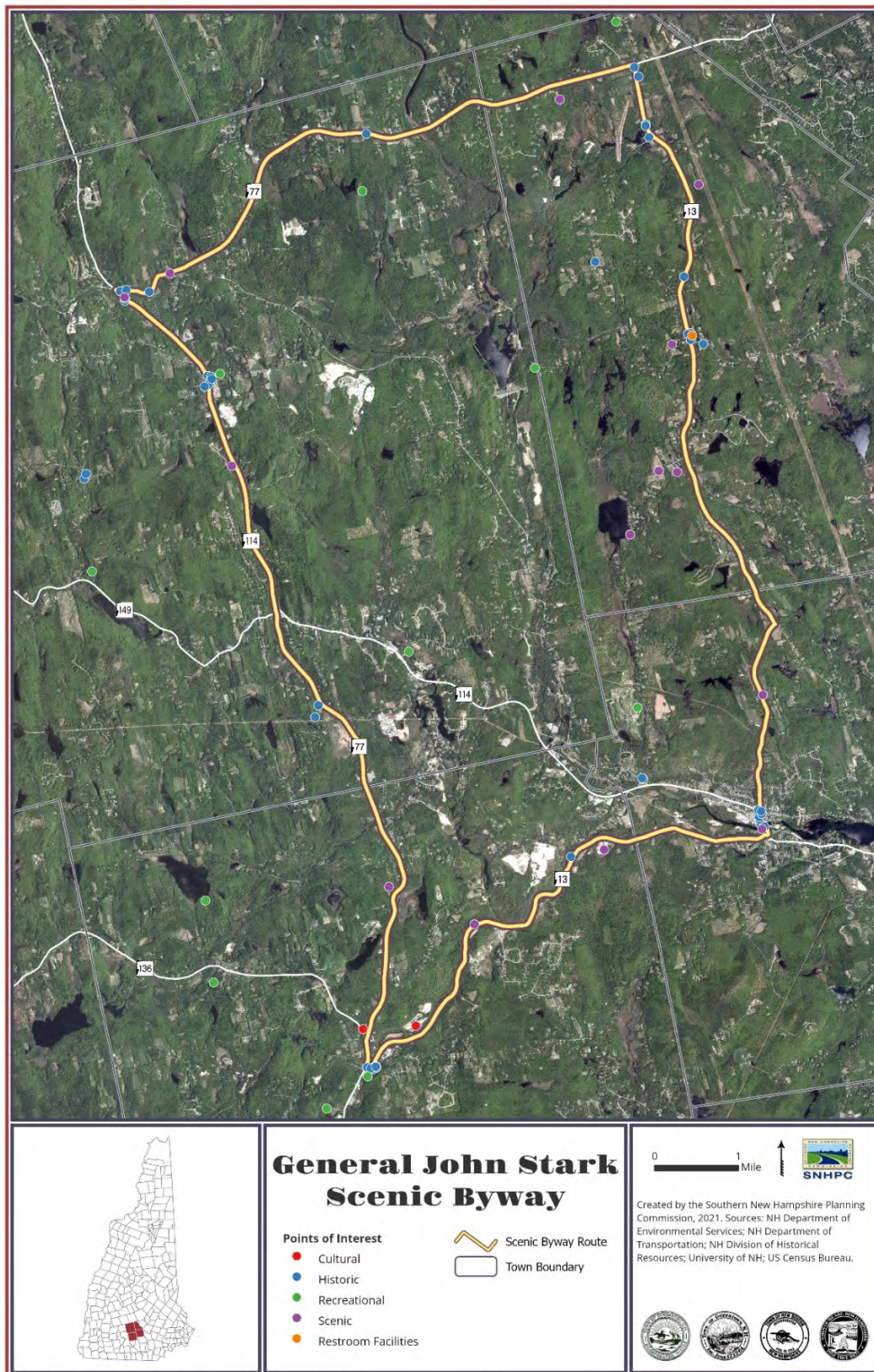


Map 1: Regional Setting





Map 2: Byway Overview





## Inventory of Intrinsic Values

As part of the original application to the NH DOT seeking approval of the byway as an official state-designated scenic and cultural byway, an inventory of historic, scenic, cultural, recreational, and other intrinsic features and values was conducted by staff of the Southern and Central New Hampshire Regional Planning Commissions. A copy of this inventory with photos and site descriptions is included in Appendix A of this plan. This inventory was updated by town representatives and RPC staff in Summer-Fall 2021.

With the official state designation of the General John Stark Byway, a local Byway Council was established with representatives appointed from each of the four municipalities located along the byway route. These council members have all provided additional historic, cultural, recreational, and other features to this inventory. As a result of this input, the following comprehensive updated Catalog of Intrinsic Values with segment maps of the byway has been produced.

Four types of intrinsic values are identified. As defined by the Federal Highway Administration, National Scenic Byways Program, these include:

***Historic Quality*** encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

***Cultural Quality*** is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

***Scenic Quality*** is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape – landform, water, vegetation, and manmade development – contribute to the quality of the corridor's

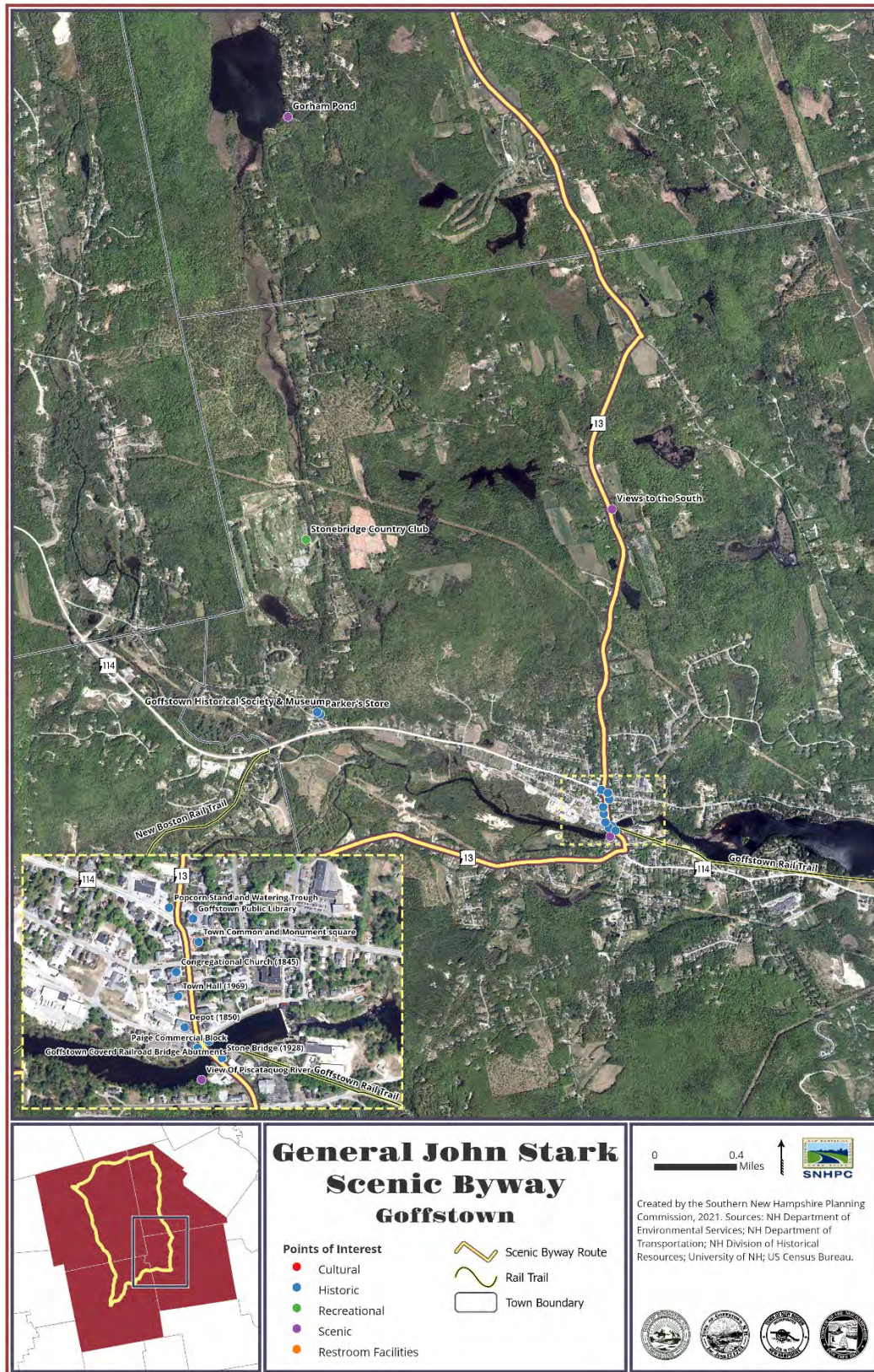
visual environment. Everything present is in harmony and shares in the intrinsic qualities.

***Recreational Quality*** involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

***Site Access*** is important to note that some of the intrinsic values, features and sites identified in the following catalog, particularly many of the historic properties, are privately owned or publicly owned and can only be viewed from the scenic byway unless prior authorization to enter the facility or site is obtained from the property owner. Opportunities and visiting hours for these sites will be made possible through identified contacts in each municipality and through published marketing materials as well as the website for the byway. See the Marketing Plan for more information.

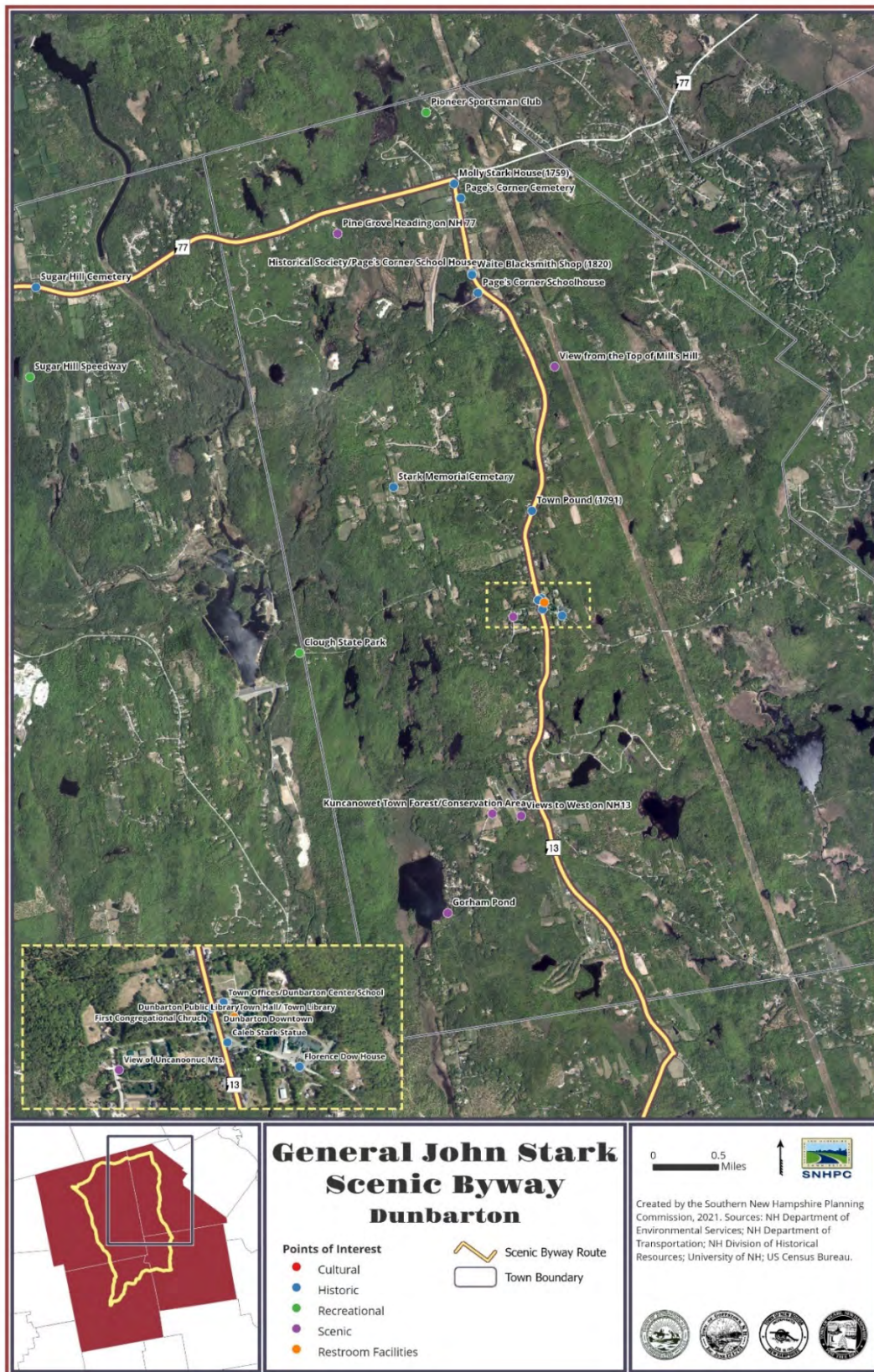


Map 3: Goffstown



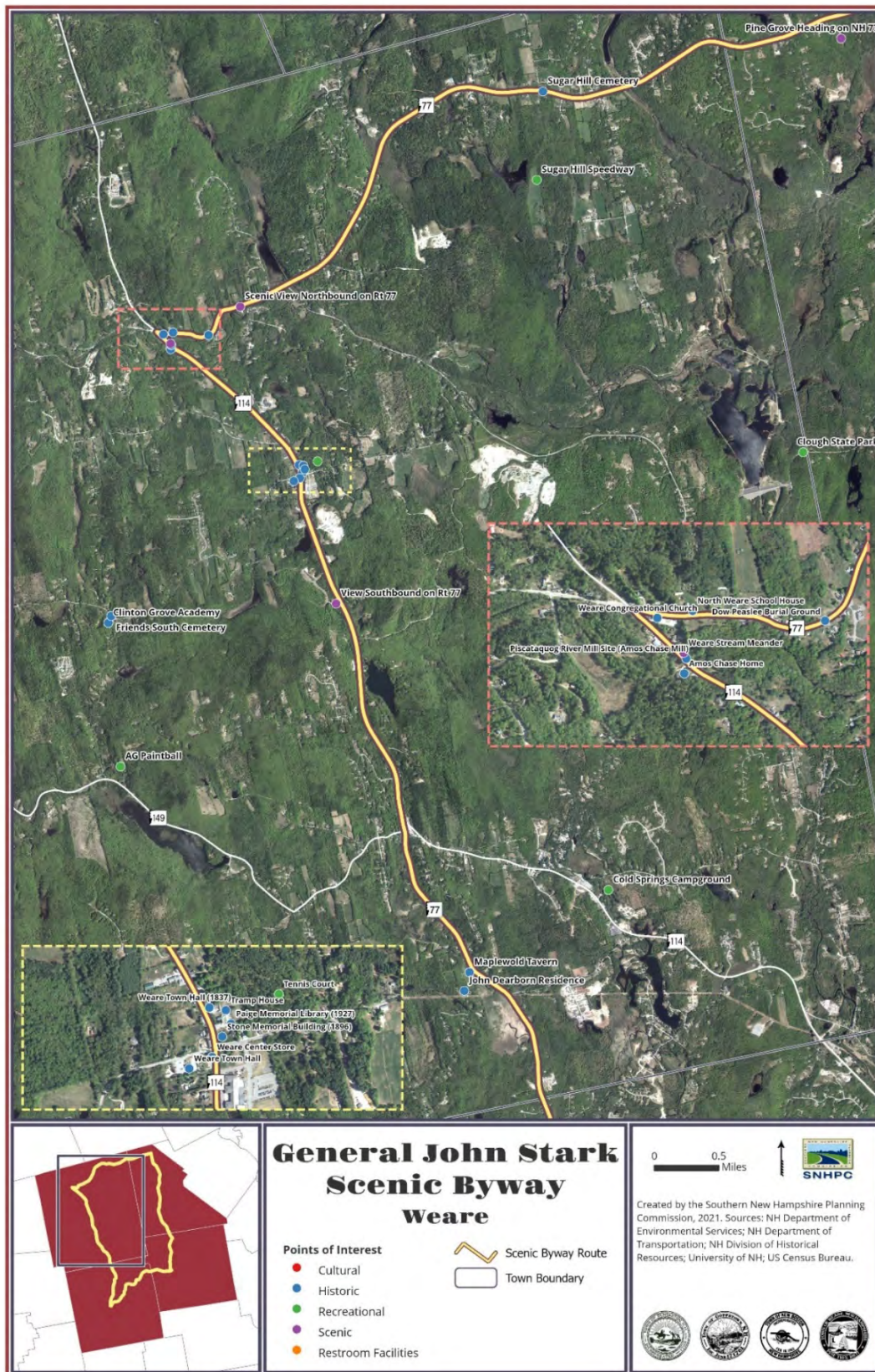


Map 4: Dunbarton





## Map 5: Weare





Map 6: New Boston





## Current Physical Conditions

### Safety and Traffic

The primary roads along the byway are NH Routes 13, 77, and 114. These roads are classified as state-maintained primary roads. NH 114 is heavily traveled and is the primary east-west corridor from Manchester through Goffstown and New Boston. There are several safety hazards that have been identified in each of the communities' Master Plans. The NH DOT has formally adopted the context sensitive solutions process in defining problems and their solutions on the state's transportation system. The following are problem areas that have been identified for each community.

Goffstown: There are four major roadways that tie into the Village area: Mast Road, Wallace Road, Elm Street, and NH 13. Mast Road, including the Main Street section, is part of NH 114 which is the main corridor through the Village area. Mast Road is heavily traveled (15,000 vehicles per day in 2015) during weekday rush hours and has no traffic signals; the town has decided to keep it as is but will continue to work on other traffic calming techniques.

An important transportation issue relates to the fact that one of the two bridges in Goffstown which crosses the river is in the village. As a result, traffic that must cross the river is funneled into the village center, exacerbating congestion problems. Main Street in the village area is part of a business district with sidewalks, on-street parking, some centralized off-street parking, and crosswalks.

Dunbarton: Dunbarton has several areas along NH 13 that are of concern. The corner of Rtes. 13 and 77 with Jewett Road (Page's Corner) is a four-way intersection with only three stop signs. There are also areas along NH 13 near Mansion Road and near Gorham Pond Road with poor visibility. All these locations have experienced a number of crashes.

Weare: There are four major intersections in Weare where improvements could be made to increase safety:

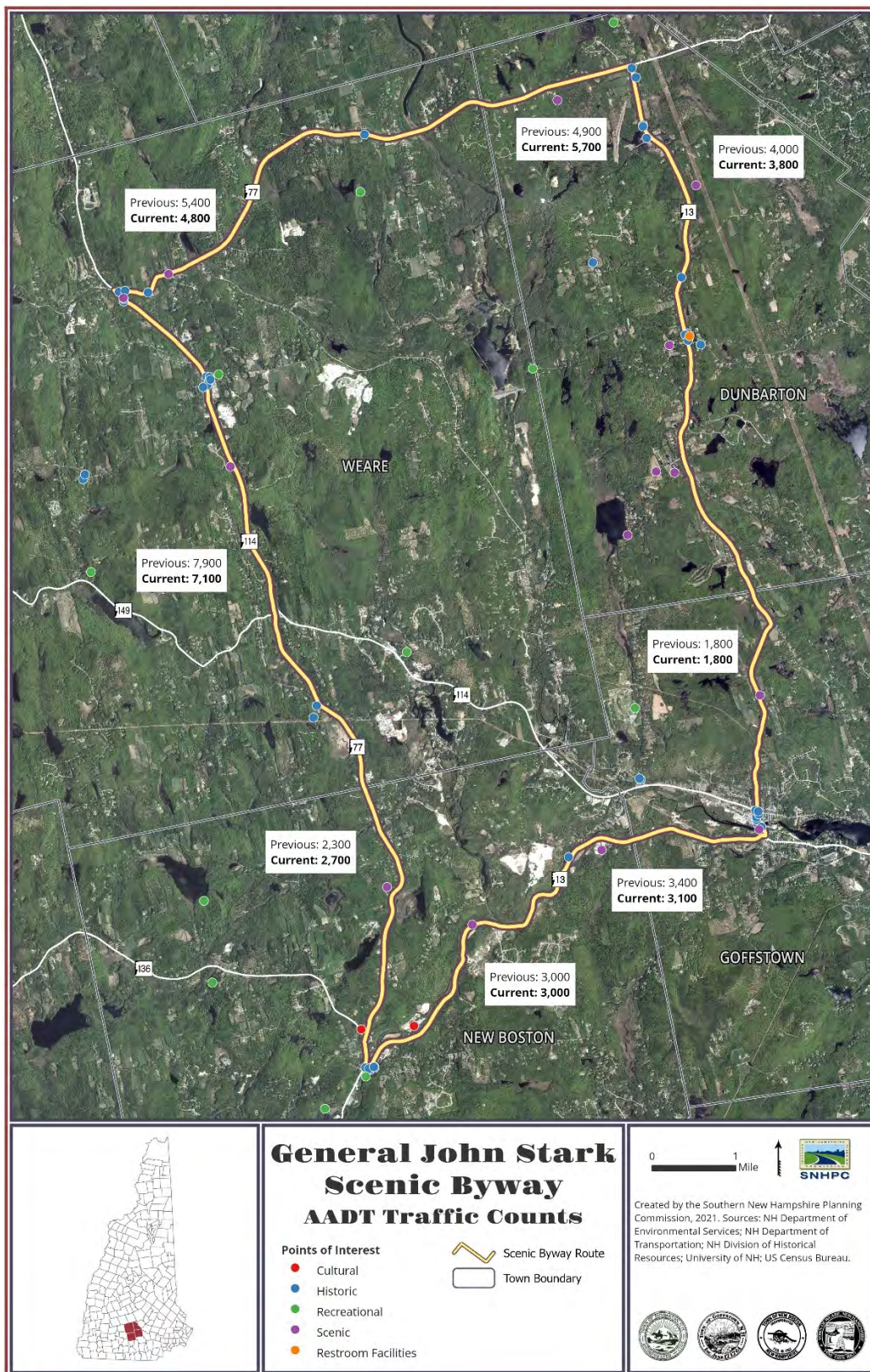
- NH 77 Center Road and NH 77 Concord Stage Road; a severe downhill going eastbound on NH 77 limits the visibility for Center Road motorists trying to make a left turn on Concord Stage Road.
- NH 114 and NH 77 Concord Stage Road; Concord Stage Road is very narrow and steep making it difficult for buses to turn.
- NH 77 and NH 149; sight distances and grades are a concern

- NH 77 and NH 114 Southern junction; there is an acute angle making it difficult for left turns.

New Boston: NH Route 77 just north of New Boston village is the heaviest-traveled part of the byway within town, experiencing an average daily volume of 5,000 in 2016.

The following map indicates Average Annual Daily Traffic (AADT) for the byway route. The highest volume of traffic is on NH Route 77/114 in Weare. The count is almost double to that of the rest of the byway. Most local and commercial traffic from Manchester to Goffstown and Weare is on Route 114. The byway splits from Route 114 in Goffstown Village by either going south on Route 13 toward New Boston or going north on Route 13 toward Dunbarton, avoiding local commuter traffic.

# Map 7: Byway Traffic Counts





## **Existing Development and Conservation**

Generally, the current development pattern throughout the four communities on the byway can be described as rural residential and agricultural with concentrated commercial and residential development in each of the villages. There are a few commercial and light industrial uses that are dotted along the byway. These areas are addressed in the management plan of this document.

The byway intersects with several conservation lands that protect the scenic beauty of the region. These conservation lands range from small easements to larger town forests. Many of them are accessible from the byway for visitors to explore the natural beauty of this region. The following map indicates conservation areas near or bordering the route.

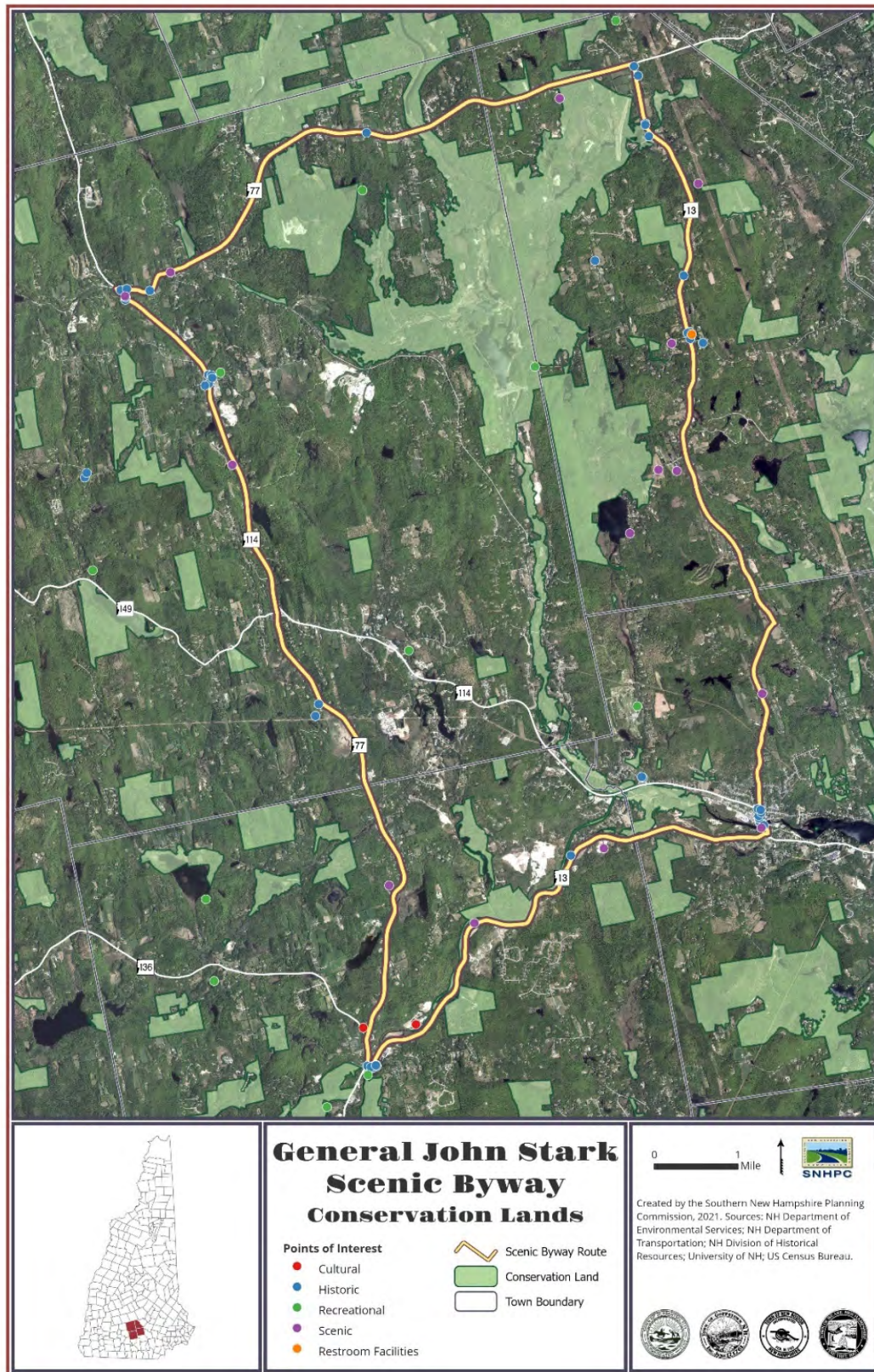
The Piscataquog River winds through three of the four communities of the byway and all four communities are part of the Piscataquog River watershed. Since the 1970s the Piscataquog Land Conservancy (PLC) has been working with the communities involved, state agencies, regional planning commissions and non-governmental organizations to protect the scenic, natural, and recreational resources of the watershed<sup>2</sup>.

As of July 1, 2020, PLC holds interests in 128 properties totaling 8,717 acres. Of this total PLC owns 27 parcels totaling 2,081 acres. A comprehensive watershed plan (Piscataquog River Management Plan) was completed by Piscataquog River Local Advisory Committee in 2000 and was adopted by the local planning boards in the towns of Goffstown, Weare, and New Boston.

Piscataquog Land Conservancy has their headquarters office located in the center of New Boston. Maps of their conservation lands and trails are available to the public.

<sup>2</sup> Formerly known as the Piscataquog River Land Conservancy

## Map 8: Conservation Lands



## **Recreational Facilities**

There are many recreational opportunities along or close to the Byway to give the visitor a well-rounded experience of the region. Clough State Park is situated in the middle of the Byway loop and is accessible from Goffstown, Dunbarton, and Weare. The Park offers activities such as fishing, swimming, non-motorized boating, picnicking, and cross-country skiing.

There are also several campgrounds in the area including the Friendly Beaver Campground on Old Coach Road in New Boston, and Cold Springs and Autumn Hill Campgrounds on NH 114 in Weare. The Piscataquog River offers opportunities to paddle in certain sections such as the South Branch area in New Boston. Both Goffstown and New Boston have country clubs for golfers and Weare has the Sugar Hill Stables in Weare for horse boarding. There are also tennis courts and ball fields along the Byway.

Pats Peak Ski Area is 8 miles north from Weare center on NH 114 in the town of Henniker. The ski area offers downhill skiing and snowboarding along with tubing.

## **Visitor Information and Public Facilities**

Currently, there are no formal visitor centers along the Byway. Each town, however, has locations from which visitors may get information and use restroom facilities. As a gateway city, Manchester has the Greater Manchester Chamber of Commerce (GMCC) located at 54 Hanover Street. Visitors may stop at the office before heading out on the Byway. GMCC's office hours vary and can be found [here](#) as of June 2021. Other locations and hours of operation (as of August 2021) are listed below:

### **Public Libraries:**

Dunbarton: Vary by season; please check [www.dunbartonlibrary.org](http://www.dunbartonlibrary.org) for the latest info

Goffstown: Mon., Thurs., Fri., 9-5; Tues. & Weds. 9-8; Sat. (Sept-June), 9-2

Whipple Free (New Boston): Mon./Wed. 10-5; Thurs. 2:30-6:30; Fri. 10-5, Sat. 9:30-12:30

Weare: Mon. & Thurs. 10-8, Tues. & Wed. 10-6, Sat. 9-2

### **Town Offices:**

Dunbarton: Mon.-Thurs. 8:00-4:00

Goffstown: Mon.-Fri. 8-4

New Boston: Mon. & Fri. 9-4; Weds. 12-7

Weare: Mon., Tues., Fri. 8-4; Weds. 8-7; Thurs. 8-1

### **Historical Societies:**

Dunbarton: 2nd and 4th Saturdays of July & August, 1-4



Goffstown: Sat. 12-2 (seasonally)

New Boston: Thurs. 12-2

Weare: Unknown ([www.wearehistoricalsociety.org](http://www.wearehistoricalsociety.org))

## Management Plan

### Planning and Land Use Regulations

#### *Master Plans and Zoning Ordinances*

Each community addresses future development through their Master Plan and Zoning Ordinances. The byway passes through portions of Goffstown that are zoned village commercial and residential. Dunbarton currently does not have designated commercial or industrial zones though does permit commercial and industrial uses by special exception in certain Zoning Districts. Weare has a small industrial zone on NH 114 with 50 feet setback regulations. New Boston has one industrial zone on the byway located along NH Route 13 which also requires 50-foot setbacks from any development.

Town Master Plans were most recently updated as follows:

- Dunbarton: 2019
- Goffstown: 2020
- New Boston: 2018
- Weare: 2005

#### *State and Local Sign Regulations*

Part of the byway, NH 114, is on a Federal-aid primary highway system and is subject to 23 U.S.C 131 (s) that prohibits outdoor advertising on a state designated scenic byway. In addition to the federal regulation, New Hampshire has enacted a regulation, R.S.A. 238:24, that prohibits outdoor advertising on any state designated scenic and cultural byway with two exceptions: (1) any directional sign that would cater to the traveling public, such as hotels and restaurants, and (2) on-premise signs. As such, this regulation would apply since the entire General John Stark Scenic Byway has been approved as state scenic byway. Local sign regulations for each community are in compliance or stricter than the state regulation. There are a few off-premise advertising signs located in the town of Weare that appear to be out of compliance although the town's Land Use Planning Coordinator has confirmed that these signs have been grandfathered in prior to these regulations.

### *Design Standards*

Goffstown Village has a National Register Historic District along Main Street, from the Piscataquog River to High Street, which is a designation but does not include regulation. Goffstown also has several very small historic districts, which are zoning overlay districts and include architectural review and a Certificate of Appropriateness approval by the Historic District Commission of any external change. One of these districts, composed of two buildings, is at the intersection of NH Routes 114 and 13. Design guidelines for these districts are part of the Planning Board's Development Regulations and assist the Board in any site plan review. Additionally, Goffstown's Main Street Program provides design advice.

Weare has four designated village districts located along the byway starting in South Weare: Tavern Village, Weare Center, Chase Village, and North Weare Village. From the Town Zoning Ordinance "The exterior of all new homes and commercial buildings within the Designated Village Districts shall be architecturally compatible with the historic building details in those districts." The Weare Historical Society put together a visual tour of the byway and created a calendar with photos of significant historical sites along the Byway.

### **Commercial Traffic**

All the roads on the byway are state-maintained paved roads and can accommodate two-wheel drive passenger vehicles. Tour buses can travel the route with one exception in Weare. The corner of NH 77 and 114 has a very tight left turn where tour buses must exercise extreme caution to safely navigate. Recommendations to improve this intersection are addressed in the 2004 Weare Master Plan. An alternative to this intersection is a truck route (Center Road) that bypasses this intersection although some historic features may be missed. This is the safest alternative until this problem intersection can be addressed.

Each town has sidewalks and crosswalks in their town centers where the greatest number of sites are located.

Most commercial traffic will arrive on direct routes from Concord (NH 77) and Manchester (NH 114). The truck route previously mentioned in Weare will accommodate commercial traffic making it safer for visitors to walk or drive at that intersection.

### **Open Space/Landscaping**

A need exists for landscaping, planting wildflowers, and selected clearing/trimming at each of the four towns' gateways and at numerous historic markers along the Byway.

Each community is also working to improve screening and buffering of parking lots using techniques such as planting, using screens, and fencing. The Byway Council will also work with town planning boards, private landowners, and NH DOT to improve these sites and incorporate landscaping guidelines into the local site plan regulations.

## **Sign Management**

Currently there are signs along NH 114 that indicate the General John Stark highway system. Also, the Davis Scenic Drive is located along NH 13 in New Boston which has signs indicating the route.

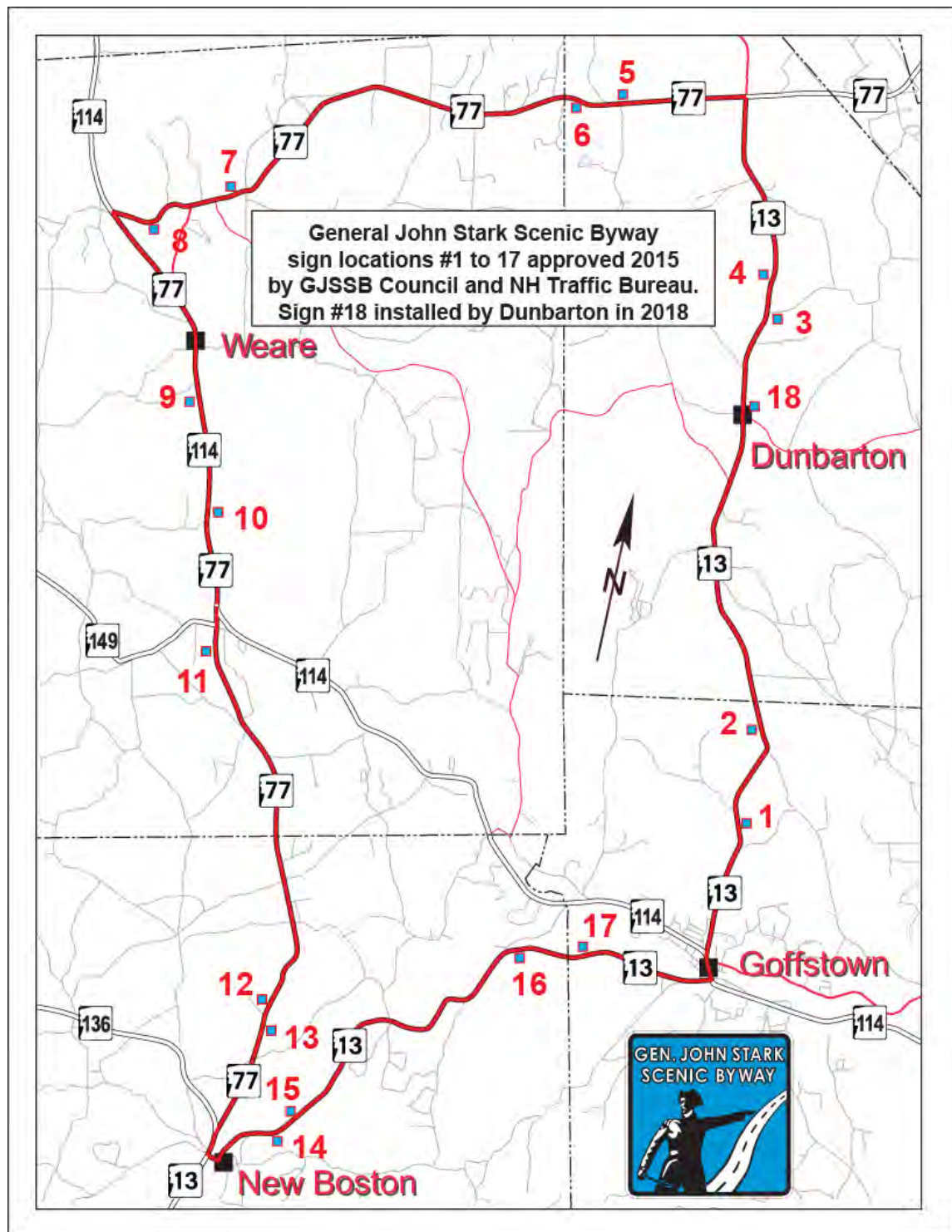
The General John Stark Highway was designated by the New Hampshire Legislature in 1949 commemorating the route NH militia marched in 1777. The commemorated route is from the start of NH 114A in Manchester, then joining onto NH 114 in Goffstown, then turning onto NH 103 in Bradford, then turning onto NH 11 in Newbury, and ending at the Connecticut River crossing in Charlestown.

A 3.3-mile portion of the GJSSB (NH 13) in New Boston overlaps the Davis Scenic Drive. The “Drive” designation was approved by the legislature in 1973 to honor the memory of Ronald Davis of New Boston who died in Vietnam in 1970. Signs (shown below) are at either end of the Drive.

There are a few Tourist-Oriented Directional Signs (TODS) such as one in New Boston for a campground. NH DOT allows for TODS in accordance with FHWA’s Manual of Uniform Traffic Control Devices (MUTCD), 2009 Edition.

Through council action, and approved by NH DOT Traffic Bureau, 17 GJSSB signs were designed and installed in 2015 along portions of NH Routes 13 and 77. In 2018, an 18<sup>th</sup> sign was installed by Dunbarton in front of their library on NH 13. The following graphic indicates their locations:

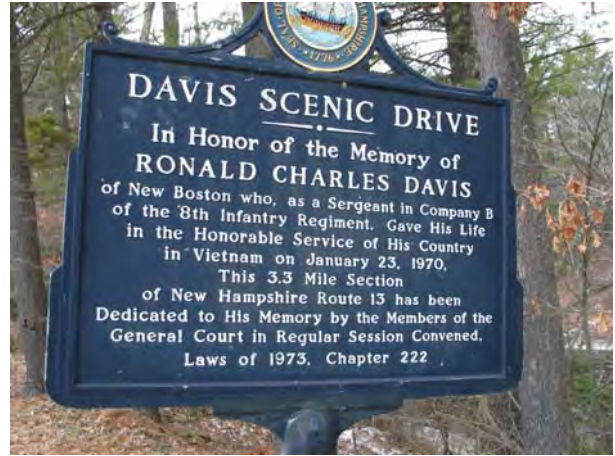
Map 9: Signage Locations





An agreement between the Council and NH DOT for continuing maintenance of the signage can be found in Appendix B.

Local businesses will be encouraged to apply for these signs to help tourists.



## Action Plan

### Vision Statement

The General John Stark Scenic Byway will protect, maintain, and enhance the historical features, rural character, and natural and scenic qualities of the region. It will tell the story of General John Stark, Revolutionary War hero and author of New Hampshire's state motto "Live Free or Die". It will educate travelers of the region's contribution to the Revolutionary War, the Industrial Revolution, and beyond. The byway will offer an enriching historical and cultural experience for the traveler.

### Public Participation Process Timeline

A robust public participation process took place during the development phase of the GJSSB in 2007-2008. The following is the timeline of events to date.

- January 2007: Initial meeting for byway concept was held.
- May 2007: a tour of the byway was offered for the public to view and offer feedback.
- June 2007: Public hearings were held among each towns Board of Selectmen on Resolutions adopted to seek establishment of state designated Scenic and Cultural Byway.
- February 2007: The proposal for state designation of the General John Stark Scenic and Cultural Byway was presented to the State DOT and State Byway Council.
- June 2008: State Byways Council and NH DOT approves the byway as a state designated scenic byway.
- July 2008: A local Byway Council was organized and its first meeting was held to gather components for development of a Corridor Management Plan.
- September 2008: A local Byway Council meeting was held to continue development of the Corridor Management Plan.
- October 2008: consensus by the local Byway Council was reached to apply for the All – American Road designation
- November 2008: Byway Council met to define goals and strategies on the Corridor Management Plan.
- December 2008: Byway Council met to accept the Corridor Management Plan.
- December 2008: Board of Selectmen scheduled to hold public meetings to accept CMP and adopt Resolution of Support.
- **January 2009: CMP approved by NH DOT**



Since then, key events to have taken place include the following:

- July 2009: Marketing Committee formed
- April 2010: Logo contest held
- December 2013: Brochure completed/distributed
- 2014-2015: Signage design contest held in local high school
- Fall 2015: Design approved, installed along byway route
- Spring 2016: Business outreach ideas brainstormed
- 2020-2021: Original Corridor Management Plan updated

### **Ongoing Management**

The Byway Council consists of up to five members appointed by each of the four communities plus a representative from the Southern New Hampshire Planning Commission (SNHPC) and Central New Hampshire Regional Planning Commission (CNHRPC). (See list of members on page 2). A chair and vice chair will be selected to continue the ongoing support of the management plan. The Council will meet on a quarterly basis to coordinate efforts between the four communities. The SNHPC and CNHRPC have prepared this Corridor Management Plan with the support and consensus of the Council. The Council will continue to work with each of their respective communities to encourage public participation in the management of the byway.

Minutes of the annual meeting of the Byway Council will be prepared by the SNHPC representative and provided to the NH DOT Scenic Byway Coordinator.

# Goals and Strategies

The following goals were identified and developed by the GJSSB Council for the ongoing management of the byway. Given the difficulty in recruiting and retaining consistent council membership over the last several years, this list is pared down considerably from the original 2008 CMP goals and strategies.

That said, the council thought it more important to be realistic about what can be accomplished with a small group of individuals rather than overly ambitious at the risk of underachievement.

The 10 goals enumerated at the September 8, 2021, council meeting have been broken into four priority levels:

## **Priority Level 1**

- Maintain and coordinate upkeep of directional byway signage (installed in 2015) with NH DOT, public works directors, and road agents
- Maintain a byway council with multiple members appointed from each town

## **Priority Level 2**

- Develop/maintain informational brochures, maps, and other marketing materials to promote the byway's resources to a local and regional audience
- Develop/maintain a website and provide links for each town to educate potential visitors to the area
- Work with the NH Department of Travel and Tourism in promoting the byway

## **Priority Level 3**

- Support small businesses in applying for Tourist-Oriented Directional Signs (TODS) to help attract visitors
- Work with business owners to help them get involved in the byway planning process

## **Priority Level 4**

- Consider production of a GJSSB video to highlight scenic and historical resources for the traveling public
- Work with RPCs to apply for CMAQ and other federal transportation funds as applicable
- Develop design guidelines in Planning Boards' site plan regulations

# Marketing Plan

The marketing goals of the byway in 2021 are similar to those of 2008. However, a scarcity of byway councilmembers has curtailed what can realistically be accomplished. Many of the strategies will, therefore, be the upkeep/updating of existing materials. Should more “person-power” and funding become available, the council may consider expanding marketing and outreach to reach more potential byway visitors in the region, state, and beyond.



General John Stark,  
a New Hampshire  
hero said it, and we  
celebrate it!



Tour the General John Stark Scenic  
Byway and see why we call NH home.  
The Byway towns of Dunbarton,  
Goffstown, New Boston, and Weare  
welcome you!

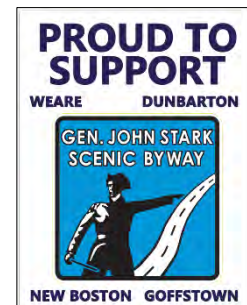
## Brochure and Maps

A byway brochure (left) was developed in 2012-2013. While its content remains largely up to date, its format could use a refresh. The brochure's map and photos are relatively low-resolution and could be enhanced for the sake of visibility.

Another up-and-coming informational/marketing tool is an ArcGIS story map. This interactive map can be accessed on either PC or mobile phone for an engaging look at the byway route as well as some highlighted historic, cultural, scenic, and/or recreational resources. Development of such a map for the byway may be done in consultation with SNHPC staff.

## Decals/Business Outreach

Chairman Dave Pierce designed a decal in 2019 to promote business awareness of and involvement in byway matters. The idea is for businesses to make small donations to the byway in exchange for a decal to display on their front door. This type of marketing could unify the dozens of disparate businesses along the byway in support of the common cause of increased patronage from byway visitors.



## Website/Calendar of Events

The byway's website dates to roughly 2010 and could use a significant refresh. The success of SNHPC-produced websites (through the WIX website creator) for the [Robert Frost-Old Stagecoach](#) and [Upper Lamprey](#) Scenic Byways prove that a new website need not be done by an experienced professional. While this can save considerable funds, yearly fees around \$200-300 are commonplace, and must be raised sustainably by the byway council.

The Frost-Stagecoach Byway funds its website (and other marketing needs) by collecting \$200 per year per town, establishing a small fund to ensure materials stay updated.

Historically, SNHPC staff have assumed responsibility for website updates. This has included posting meeting agendas/minutes, a small calendar of events, and checking links occasionally for accuracy.

#### General John Stark Day Events

R.S.A. 4:13-1 states that “The governor shall annually proclaim the fourth Monday in April as General John Stark Day and shall urge cities and towns throughout the state to observe this day in commemoration of General Stark's gallant and illustrious service to New Hampshire and his country.”

This declaration of a state holiday gives the opportunity for each community to promote the byway and celebrate the rich heritage of this region. Coordination of activities between the communities and schools during the weekend leading up to General John Stark Day gives visitors a chance to experience the small-town culture of the byway.

#### Historical Tours

Walking tours can be a great way to highlight the historical gravitas of the byway's four community centers. Coordination of historical tours on a single warm-weather weekend may be an especially powerful way to draw visitors to the byway and introduce them to the towns' many historical gems.

#### Podcasts

Podcasts offer a unique way for the traveler to learn about the historic and cultural features as they observe them. It will also offer directional information as they travel through the region. The idea of a byway podcast/interactive audio tour was first raised in 2008 but has not yet been implemented. With more robust council membership, this is an idea that remains doable and potentially very useful to the byway traveler in the years ahead.