

# SCENIC BYWAYS UPDATE



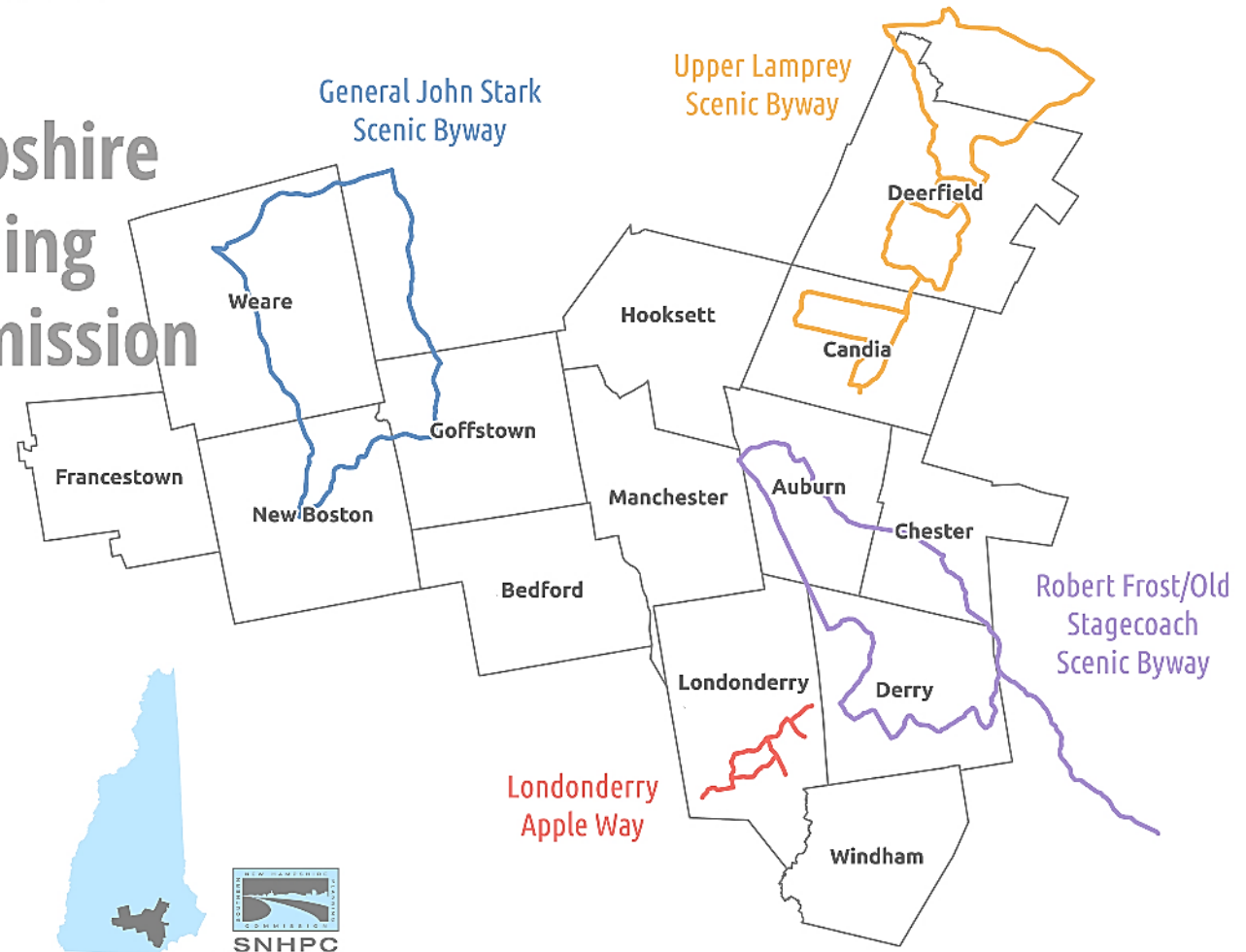
**SNHPC TAC – June 17, 2021**

# Overview

## Byways in SNHPC Region

- Gen. John Stark
- Upper Lamprey
- Frost/Stagecoach
- Apple Way

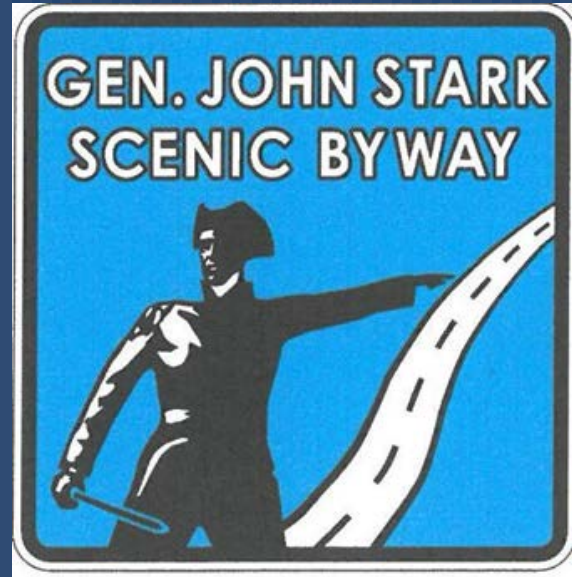
## Southern New Hampshire Planning Commission



# General John Stark

## Background

- 34 miles, designated 2009
- Brochure (2014)
- Signage (2015)



**Who Said  
“Live Free or Die”?**

**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!



# General John Stark

## What's New?

- Meeting regularly since March 2020
- Updating Corridor Management Plan
  - Catalog of Intrinsic Values (POI)
  - Maps
  - Action Plan
  - Formatting
- Tentative Approval: September 2021

## General John Stark Scenic Byway Corridor Management Plan

*December 2008*



Prepared by:  
General John Stark Byway Council

*Representing the towns of:*  
Dunbarton  
Goffstown  
New Boston  
Weare

# Robert Frost/Old Stagecoach

## Background

- 43 miles, designated in 2015
- Website (2019)
- Brochure (2020)

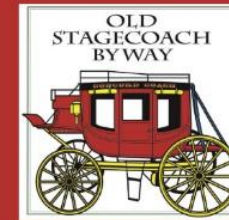
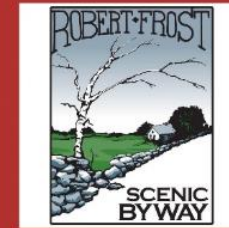


## Byway Highlights

- ! Pile the family in the car and check out the hundreds of scarecrows dutifully watching over Chester each October
- ! Launch a canoe in the placid waters of Massabesic Lake in Auburn
- ! Admire handsome historic homes along Route 121 in Hampstead
- ! Immerse yourself in fields of daffodils - tens of thousands - that spring up in Atkinson and beyond each April
- ! Pay tribute to one of America's great poets by walking the 1/2 mile nature/poetry trail at Robert Frost Farm in Derry



FOR MORE INFORMATION, VISIT:  
[www.frost-stagecoach-byway.org](http://www.frost-stagecoach-byway.org)



AUBURN ~ CHESTER ~ DERRY  
HAMPSTEAD ~ ATKINSON

**Come see the real  
New Hampshire**

BROCHURE CREATED 11/19

**ROBERT FROST/  
OLD STAGECOACH  
Scenic Byway**



**TWO ROADS  
DIVERGED  
IN A WOOD,  
AND I...**



# Robert Frost/Old Stagecoach

## What's New?

- ArcGIS Story Map
- Lafayette Plaque (Derry)
- 2015 CMP update



## Frost Stagecoach POI Map

Route

Auburn

Atkinson

Chester

Derry

Hampstead



Severance Beach



Massabesic Lake



Canoe/Kayak Launches -  
Clair's Landing



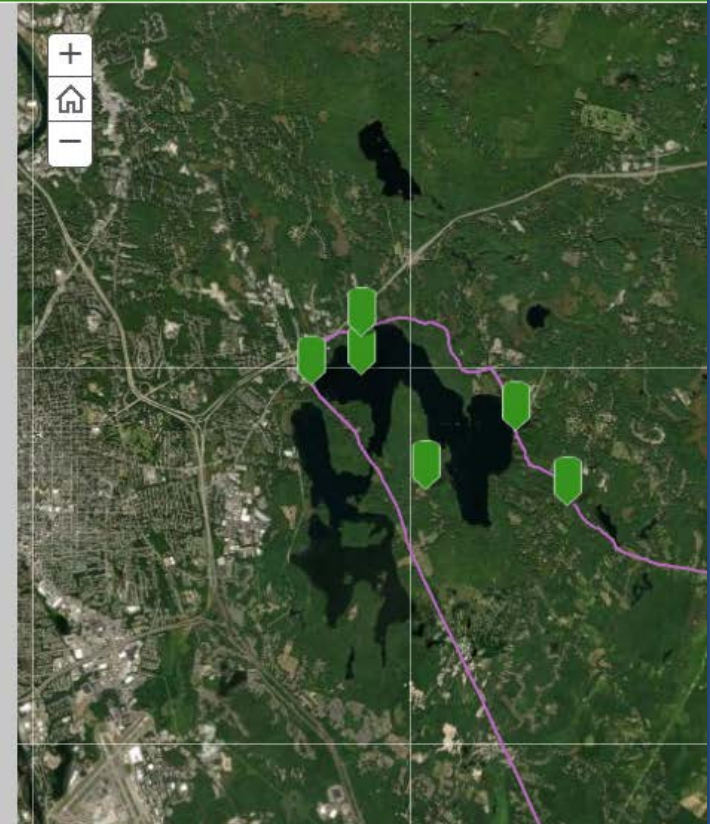
Lake Massabesic Front Park



NH Audubon Massabesic  
Center, Nature and Trail...



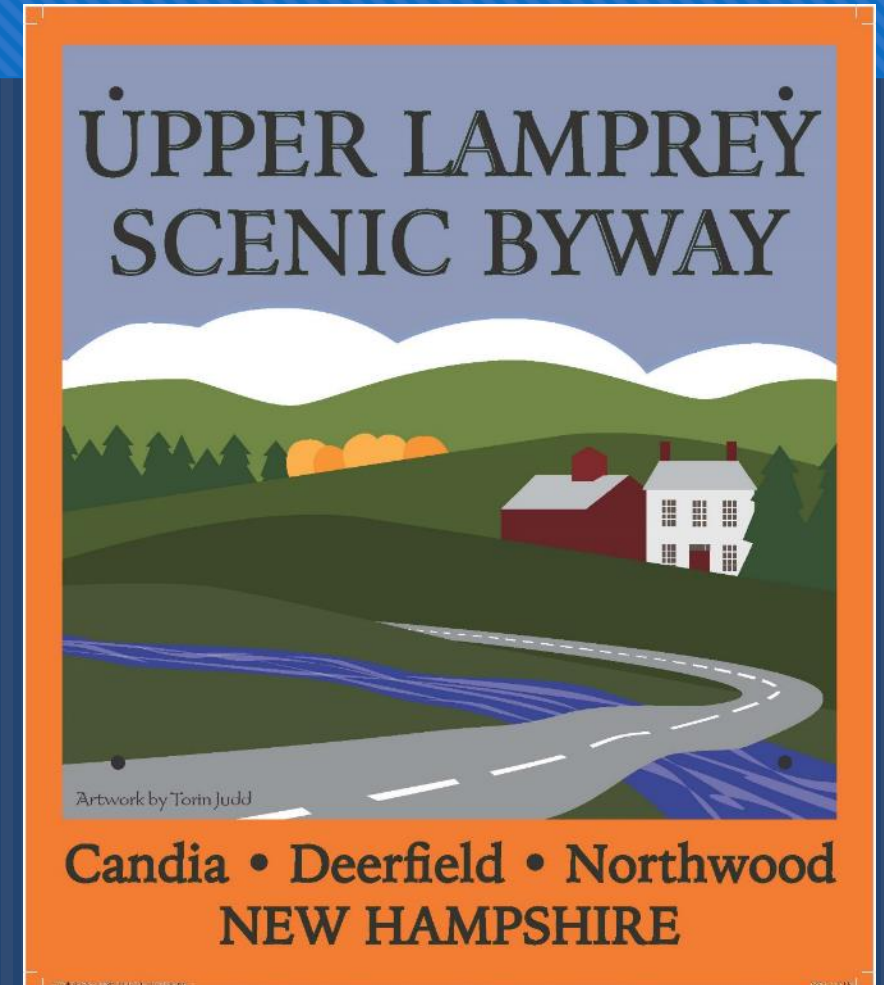
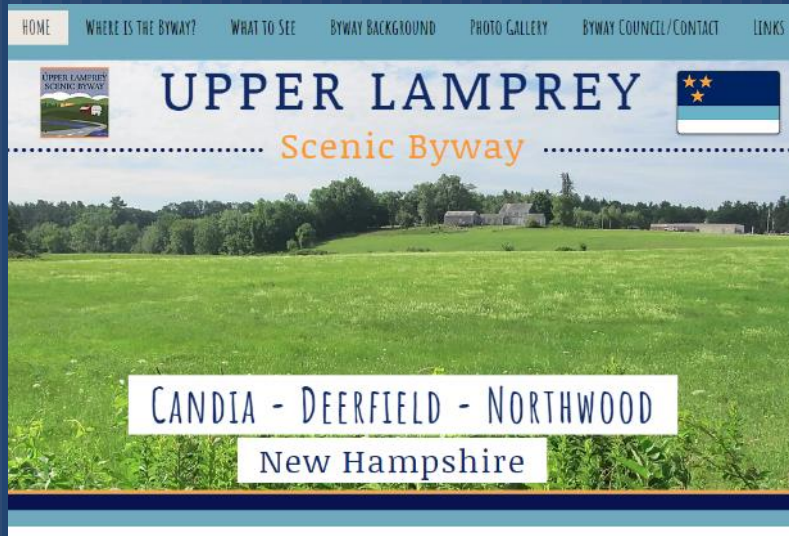
Longmeadow  
Congregational Church



# Upper Lamprey

## Background

- 40+ miles, designated in 2015
- Logo (2018), website (2019)
- Route change, fundraising, signage





# Upper Lamprey

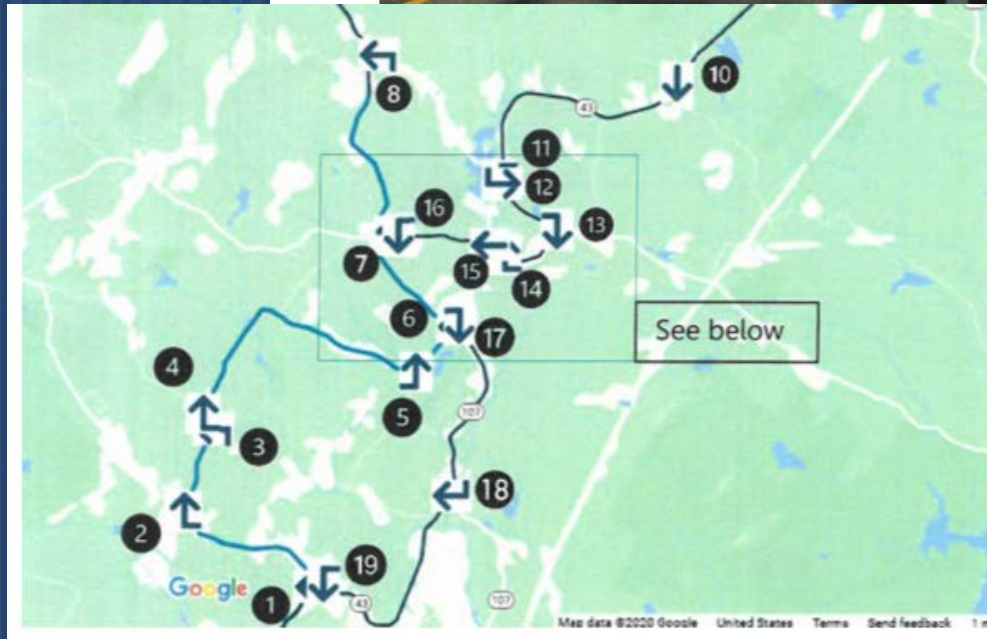
## What's New?

- Signage locations chosen/mapped
- Byway route tweaked (pending approval)
- Seeking new volunteers
  - Candia
  - Deerfield
  - Northwood



9) NH 107 south of First NH Turnpike

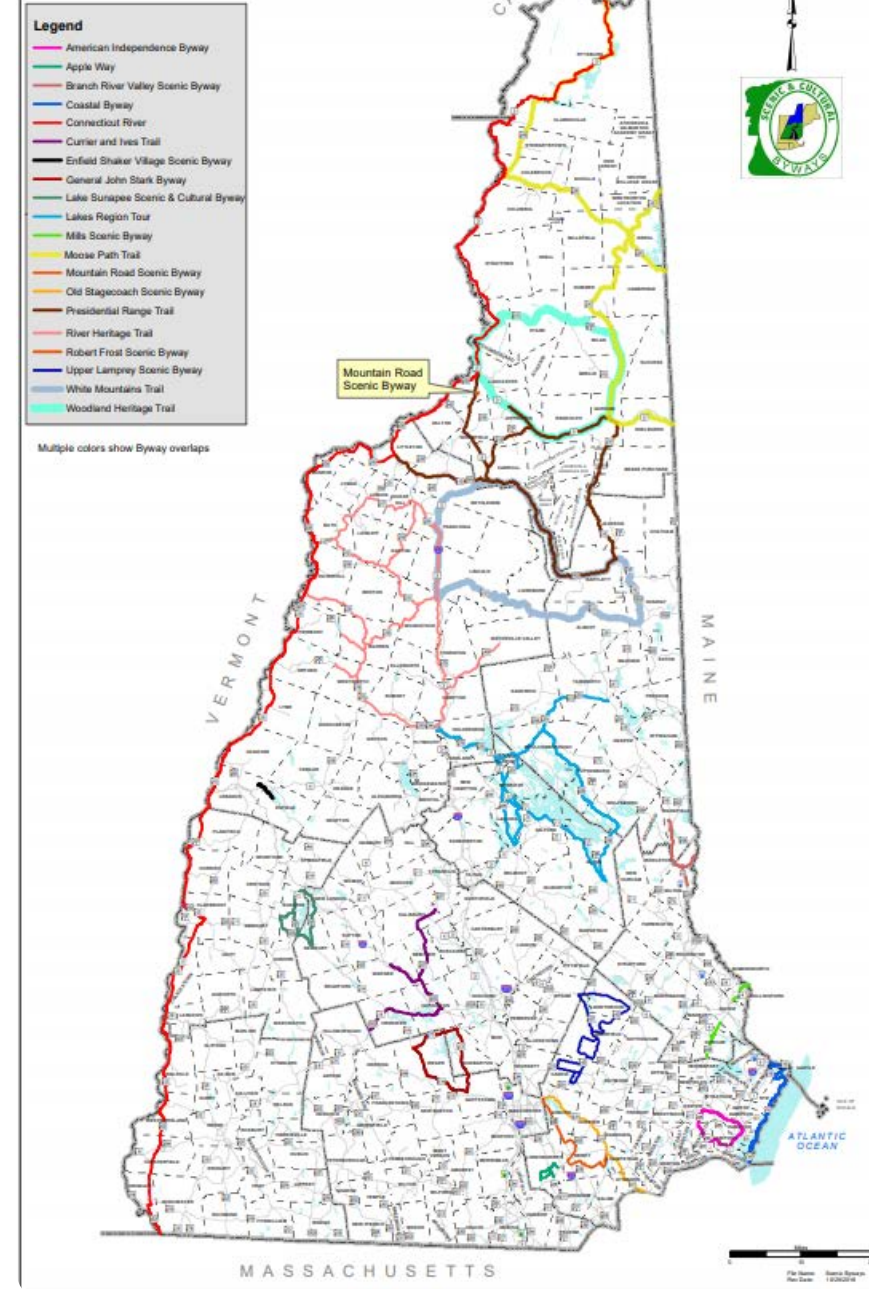
43.21188° N, -71.28449° W





# New Hampshire's Scenic Byways

## Scenic Byways



# NH Scenic Byways Network

## Background

- First met in Aug. 2017
- Purpose: increase awareness of byways
- Composition
  - RPCs
  - NH DOT, NH Division of Travel & Tourism
  - Tourism (White Mtns, Lakes, Seacoast)
  - Local Byway Councils
- Annual Forum, 2017-19; to resume in 2022?

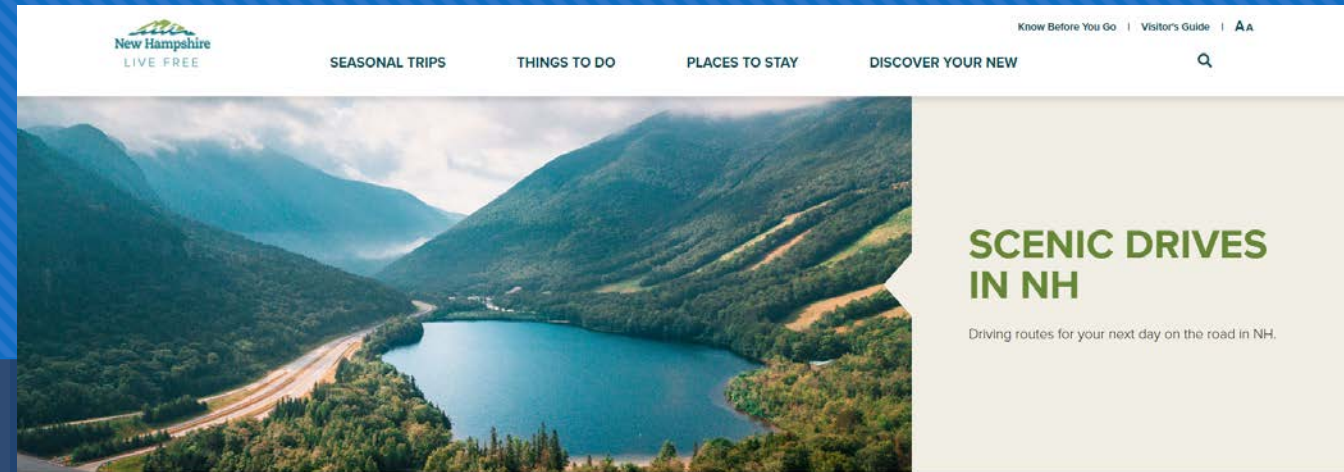




# NH Scenic Byways Network

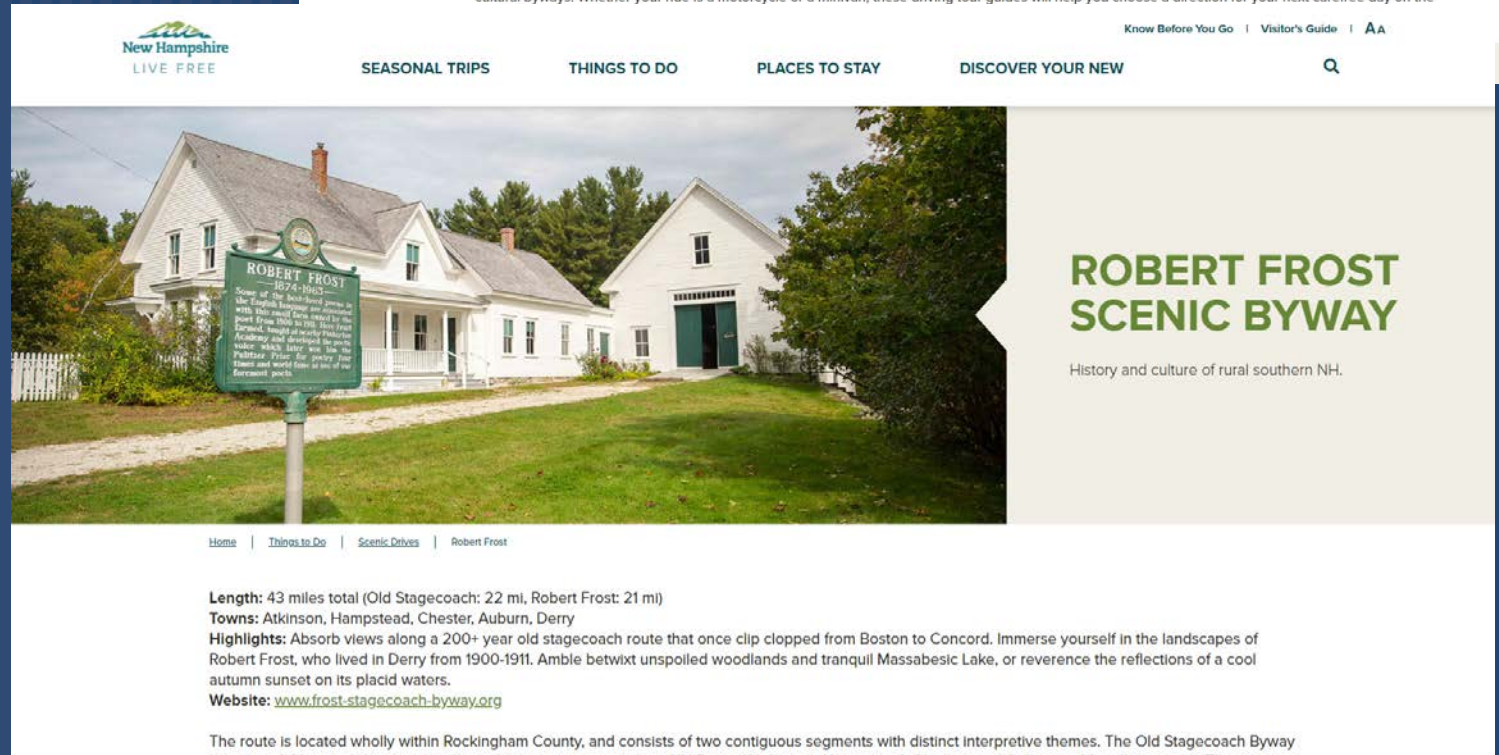
## What's New?

- NH Division of Travel & Tourism
- “Scenic Drives” on visitnh.gov



[Home](#) | [Things to Do](#) | [Scenic Drives](#)

Here in New Hampshire, our highways and byways don't just go from here to there. The roads crisscrossing every New Hampshire region offer the freedom to design your own day trips. They cut through the White Mountains, trace New England's most powerful rivers, meander through timeless villages, climb New England's highest mountain, and lead to family-friendly roadside attractions. More than 1,000 miles in New Hampshire are designated as fall foliage drives and cultural byways. Whether your ride is a motorcycle or a minivan, these driving tour guides will help you choose a direction for your next carefree day on the



# NH Scenic & Cultural Byways

## Funding Opportunity

- New funding opportunity under the National Scenic Byways Program (NSBP).
- \$16M Nationwide
- NOFO to be published Summer 2021

## Potential Eligible Projects:

- State and Indian Tribe Scenic Byway Programs
- Corridor Management Plans
- Highway Safety Improvements
- Construction of Byway Facilities
- Access to Recreation
- Resource Protection
- Tourist & Interpretive Information
- Marketing Programs





# NH Scenic & Cultural Byways

## Funding Opportunity

- NH Scenic Byway Network submitted a Letter of Intent for a state-wide byway project
  - Proposed project falls under Marketing category of eligible projects
  - Involves creating state-wide marketing materials for NH's byways
  - Partnering with Division of Travel & Tourism, RPCs, Scenic Byways.



# NSBF Byway Leader Training

## Background

- National Scenic Byway Foundation
- 2-3 annual trainings nationwide since 2015
- Topics: wayfinding, CMPs, partnerships, etc.
- Target audience
  - RPC/DOT staff, Cs of C, tourism, local byway volunteers, etc.
- May ~~2020~~ ~~2021~~ 2022 in N. Woodstock, NH

**BYWAY LEADER TRAINING**

SAVE THE DATES: May 20-21, 2020

Join us in New Hampshire's magnificent White Mountains for a two-day training by the National Scenic Byway Foundation!

**WHO SHOULD ATTEND BYWAY LEADER TRAINING?**

- Local byway council volunteers or anyone involved in byways
- Regional Planning Commission (RPC) staff
- State Byway Coordinators
- Tourism professionals, Chamber of Commerce staff



**WHAT WILL PARTICIPANTS LEARN?**

- Corridor Management Plan (CMP) update strategies
- Best practices for marketing, partnerships and fundraising
- How byway organizations are thriving without federal dollars
- Byway jargon – viewshed protection, wayfinding, and much more

THIS TRAINING IS ONLY OFFERED 2-3 TIMES PER YEAR ACROSS THE US.  
DON'T MISS THE OPPORTUNITY TO LEARN FROM NATIONAL EXPERTS  
AND NETWORK WITH BYWAY ENTHUSIASTS FROM THE NORTHEAST & BEYOND!

**WHAT IS THE COST?**

- \$95 per participant (payable to NSBF), due April 22, 2020
- Includes 15 hours of instruction, all training materials, two lunches, and a dinner
- Woodstock Inn rooms: \$75/night + tax ([www.woodstockinnnh.com](http://www.woodstockinnnh.com)), 603-745-3951
- Registration form available at [www.nsbfoundation.com](http://www.nsbfoundation.com)

**MORE INFORMATION:**

- Sharon Strouse, National Scenic Byway Foundation  
[sharon.strouse@nsbfoundation.com](mailto:sharon.strouse@nsbfoundation.com) or 330-231-3468

Conducted by:  


Hosted by:  

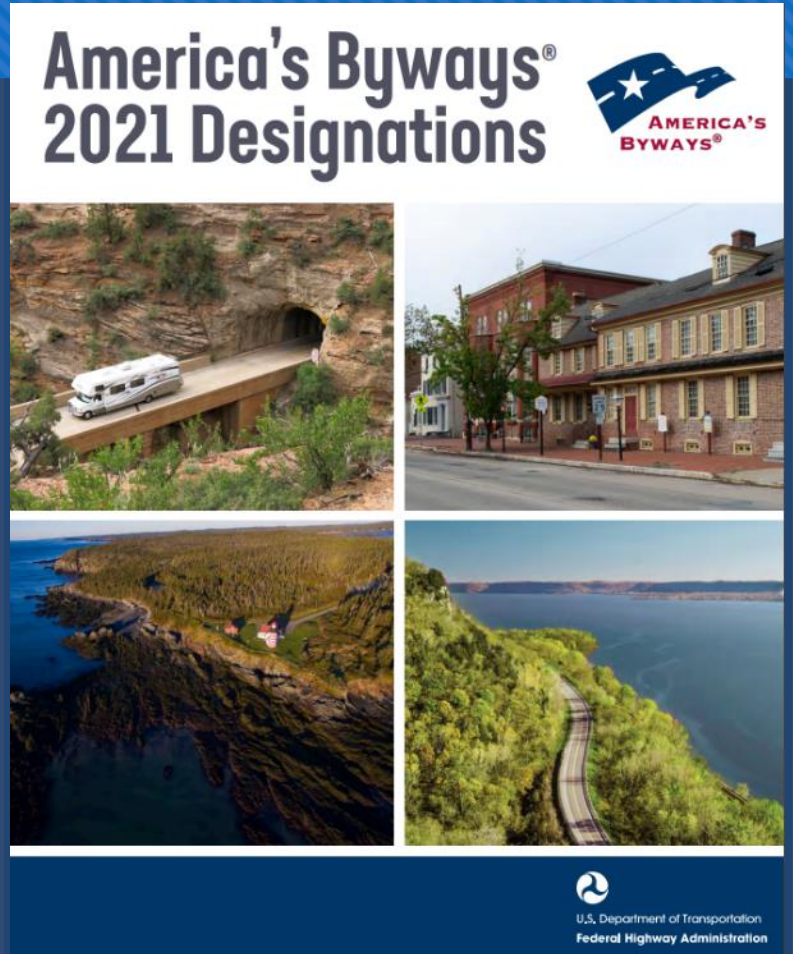

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# Byways Across America

## What's New?

- February 2021: 49 new byways designated
  - First national designations since 2009
  - 34 National SB (21 states, inc. ME, MA, RI)
  - 15 All-American Roads (14 states)
- 3 National Byways in NH
  - Kancamagus (1996)
  - White Mountains Trail (1998)
  - Connecticut River (2005)



# QUESTIONS/COMMENTS



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