



MOVING FORWARD ALONG ROUTE 6



**Management Action Plan
Corridor Management Plan
Historic Conservation Strategy**

June 2016

Consulting Team:

**The EADS Group
Simone Collins
Carol Truppi, LLC
Urban Partners**

**Pennsylvania
Route 6 Alliance**

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June 2016

Prepared for:

The PA Route 6 Alliance

**Prepared by:
The EADS Group
Simone Collins
Truppi Consulting, LLC
Urban Partners**

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KEY FOR ACRONYMS

ANF	Allegheny National Forest
BHP	Pennsylvania Bureau of Historic Preservation
BMP	Best Management Practices
BRC	Bureau of Recreation and Conservation (DCNR)
CCC	Civilian Conservation Corps
CLG	Certified Local Government
CLI	Conservation Landscape Initiative
CMP	Corridor Management Plan
D&H	Delaware and Hudson
DCED	PA Department of Community and Economic Development
DCNR	PA Department of Conservation and Natural Resources
DOI	Department of the Interior (Federal)
FHWA	Federal Highway Administration
GIS	Geographic Information System
GPS	Global Positioning System
HARB	Historical Architectural Review Board
HCP	Historic Conservation Plan
HCS	Historic Conservation Strategy
KCP	Keystone Communities Program
LDD	Local Development District
MAP	Management Action Plan
MPC	Pennsylvania Municipalities Planning Code
MPO	Metropolitan Planning Organization
MSG	Marcellus Shale Gas
MUTCD	Manual of Uniform Traffic Control Devices
NHL	National Historic Landmark
NHPA	National Historic Preservation Act
NPS	National Park Service
NRHP	National register of Historic Places
NSBP	National Scenic Byways Program
NTCIC	National Trust Community Investment Corporation
PA Wilds	Pennsylvania Wilds
PANO	Pennsylvania Association of Nonprofit Organizations
PennDOT	Pennsylvania Department of Transportation
PHMC	Pennsylvania Historic and Museum Commission
PHRSF	Pennsylvania Historic Resource Survey Form
QR Code	Quick Response Code
ROW	Right-of-Way
RPO	Rural Planning Organization
SHA	State Heritage Areas
SHPO	State Historic Preservation Officer
TDR	Transfer of Development Rights
TODS	Tourist Oriented Directional Signs
TREC	Tom Ridge Environmental Center
USDOT	United States Department of Transportation

CMP CHECKLIST REQUIREMENTS

(The requirements listed below are referenced from FHWA's National Scenic Byways Website and Section 9 of the Federal Register's Interim Guidance)

CMP Requirement	Reference
1. A map identifying the corridor boundaries, location, intrinsic qualities, and land uses in the corridor.	Chapter I, pp. 19-20 Chapter II, pp. 46-50
2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).	Chapter II, pp. 33-41 Chapter IV, pp. 74-83
3. A strategy for maintaining and enhancing each of those intrinsic qualities	Chapter II, pp. 63-69 Chapter IV, pp. 74-81 and 101-115
4. The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.	Chapter V in entirety as summarized in Chapter VI Matrix (as suggested in PennDOT comments of 10/8/15)
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.	Chapter II, pp. 46-49 Chapter IV, pp. 92-99 and 101-106 Chapter V, pp. 133-136
6. A plan for on-going public participation.	Chapter V, pp. 154-155
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.	Chapter II, pp. 57-62 Chapter IV, p. 90 Chapter V, pp. 145-147 Chapter VI Matrix, p. 159
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.	Chapter II, pp. 59-61 Chapter IV, p. 90 Chapter V, pp. 145-147 Chapter VI Matrix, p. 159
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.	Chapter II, pp. 63-69 Chapter V, pp. 131-136 Chapter VI Matrix, p. 157
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.	Chapter II, p. 50 Chapter IV, pp. 84-88 Appendix E
11. A plan to make sure that the number and placement of highway signs will not get in the way of the 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.	Chapter II, p. 50 Chapter IV, pp. 84-88, pp. 107-115 and p. 101 Chapter V, pp. 137-39
12. Plans of how the byway will be marketed and publicized.	Chapter V, pp. 138-144
13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.	Chapter II, pp. 57-62 Chapter IV, p. 90 Chapter IV, pp. 107-115 Chapter V, pp. 145-146
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors.	Chapter II, pp. 31-45 Chapter III in entirety Chapter IV, pp. 82-83 Chapter V, pp. 148-153

Additional Requirements Related to All-American Road Designation

All-American Road Requirement	Reference
1. A narrative on how the All-American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.	This requirement is met at various points in the document
a. Route 6 Corridor as a macro-destination and a “destination unto itself”	Chapter I, pp. 1-2 and 19-20
b. Interpretation	Chapter III, pp. 71-73 Chapter IV, pp. 82-83 Chapter V, pp. 148-152
c. Marketing	Chapter IV, p. 90 Chapter V, pp. 138-144
2. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.	This requirement is met at various points in the document
a. Base information/profile and future impact analysis on tourism and economy	Chapter II, pp. 51-56
b. Tourism development planning considerations and recommendations appear in numerous sections of the Plan.	Chapter IV, p. 124 Chapter V, pp. 131 & 135, 139-141 and 143-144
3. A plan for addressing multi-lingual information needs.	Chapter V, pp. 138-139, 142 and 149
4. A demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.	This requirement is met at various points in the document
a. Information and enforcement context for signage	Chapter IV, pp. 84-88
b. Alliance has a role in education and outreach with its membership and planning partners in a more enforcement role	Chapter IV, pp. 100-106 and pp 107-115 Appendix I
c. Available enforcement tools	Chapter V, pp. 116-121 Chapter V, pp 132-136 and 145-147

I. OVERVIEW AND BACKGROUND

Introduction

The PA Route 6 Alliance and Partners are working with stakeholders throughout the PA Route 6 Heritage Corridor (Corridor) to update the Management Action Plan (MAP) for the State Heritage Area, develop guidelines and design standards, prepare a Corridor Management Plan (CMP) for National Scenic Byway designation and craft a Historic Conservation Strategy (HCS) to guide the preservation, redevelopment and implementation of the Corridor's heritage resources. It is the intent of this planning effort to integrate these plans in a coordinated and seamless fashion. With this approach, the PA Route 6 Heritage Corridor takes on a different perspective drawing from past efforts while integrating new opportunities to redefine, build and establish this northern tier Corridor of Pennsylvania as a destination.

Much has been accomplished since the 2004 MAP was completed. This MAP presents an important step in the success of the Heritage Corridor, by assessing while crafting a plan forward for the Corridor. The CMP is a requirement for National Scenic Byways designation by Federal Highway Administration (FHWA) and is seen as an important and integral element to the area's success as a destination. The HCS is a requirement by the Department of Conservation and Natural Resources (DCNR) to advise heritage communities along the Corridor as set forth in the *Statewide Historic Preservation Plan* (<http://www.phmc.pa.gov/Preservation/About/Documents/Pennsylvania-Statewide-Historic-Preservation-Plan-2012-2017.pdf>). Bringing these plans together will succinctly focus future actions on the Corridor as a unified whole.

An overarching "story" of the Pennsylvania Route 6 Heritage Corridor (Corridor) is on the Pennsylvania Route 6 Alliance website (<http://www.paroute6.com>) that notes the following:

Named by National Geographic as "One of America's most scenic drives", US Route 6 in Pennsylvania is the heart of the American Dream. This magical and tranquil highway along Pennsylvania's northern tier is 400 plus miles of history and heritage, linking small towns, generations of people and wondrous sights often forgotten.

Macro-Destination

The Corridor is a macro-destination that contains thousands of micro-destinations including regions, cities, towns and visitor destinations. A means of embracing the geographic, developmental and heritage diversity of the Corridor as a 427-mile macro-destination is through an *organizing approach* for the Corridor. This approach encompasses varying "character areas" and "landing nodes" along a singular spine -- PA Route 6. Throughout the Corridor are countless and unique intrinsic qualities and heritage themes from which the story unfolds for its travelers. Although the Corridor is perceived by some as a scenic and historic road trip through a largely rural area of

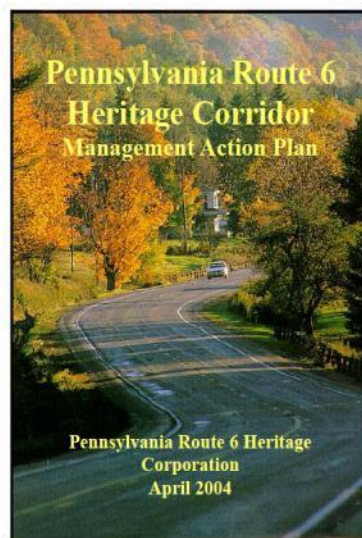
Pennsylvania, the Corridor offers an extensive diversity of landscape *character areas defined by the unique and dominant features found within them*. These character areas illustrate the wealth and abundance of intrinsic qualities and resources as well as reinforcing the many micro-destinations within the larger regional environment of northern Pennsylvania.

Summary of Previous Plans, Initiatives and Studies

A significant effort has been made in previous studies and documents to assess, examine and craft recommendations. The Corridor recognized and embraced for the intrinsic wealth of resources and history, has made efforts to preserve and capitalize on them. Below is a summary of several relevant planning efforts that provide a solid background for this project, many of which were also placed on the Project Website at the request of the Route 6 Alliance.

Pennsylvania Route 6 Heritage Corridor Management Action Plan (MAP)

This planning effort dated April 2004 culminated in the designation of the Route 6 Corridor as a State Heritage Area in 2005. It provided the background and context for the then-new Route 6 heritage planning effort, established goals and provided a ten-year plan of action.



Goals

The 2004 MAP developed goals in accordance with Program Goal categories promulgated by the Bureau of Recreation and Conservation, PA Department of Conservation and Natural Resources, as summarized below:

CATEGORY: CULTURAL CONSERVATION

- Continue to encourage historic preservation – This is required to address threatened and locally unrecognized historic and architectural resources, building on the preservation theme already common in many communities along the Corridor.
- Create, maintain and improve cultural opportunities – This is in recognition of the need to maintain and enhance a varied assortment of resources that will attract, serve and entertain the varied needs of new and repeat visitors and residents

CATEGORY: RECREATION & OPEN SPACE

- Create and maintain recreational opportunities – This builds on a recognized strength of the Corridor that is inherent to its image.
- Provide technical assistance to those municipalities who seek to protect and enhance the existing natural character within the Route 6 Corridor – This is necessary both due to the many scenic, historic and natural resources in the Corridor and the anticipated

developmental pressures that are anticipated to occur, with the role of the Alliance to include being a partner with those municipalities who request assistance.

- Encourage well-planned development that protects significant natural resources through partnerships with local municipalities.
- Seek the protection and enhancement of key scenic areas - This builds on an identification of key visual resources in the Corridor natural areas, key attractions/sites, and pastoral environments.
- Establishment and maintenance of Route 6 as a recognizable Corridor – Much has been accomplished in the establishment of Route 6 as a Heritage Corridor, but this must be further institutionalized and reinforced.

CATEGORY: INTERPRETATION AND EDUCATION

- Develop and maintain a Pennsylvania Route 6 Heritage Program – This is a critical on-going process for visitor and resident alike, building on and refining themes, stories and defining characteristics of the Corridor.
- Coordinate the delivery of information along the Corridor – While the individual stories are as distinct as the diverse Corridor, the way the message is delivered should have consistency throughout the Corridor.
- Improve Wayfinding signage along the Corridor – This involves at first the development of the “Route 6 Brand” and identity, followed by incremental Wayfinding signage as resources permit implemented within sub-regions of the Corridor.
- Enhance and encourage Corridor uniformity – While the various attractions, sites and resources along the Corridor are as diverse as they are vibrant, coordination is essential for a consistent experience.
- Develop interpretive products – As a means of formalizing the identity and sustainability of the Corridor, products must be developed, marketed and available for sale.
- Provide consistent and visitor-friendly signage – This is especially critical given the size and breadth of the Corridor.

CATEGORY: ECONOMIC DEVELOPMENT

- Encourage economic diversity throughout the Corridor, embracing well-planned industrial, commercial, financial, services, and institutional opportunities catering to the employment and career needs of residents, in addition to tourism-related businesses serving visitors and residents.
- Promote meaningful planning through partnerships with interested local municipalities throughout the Corridor by communities and multi-municipal regions, downtown business districts, development agencies, transportation agencies, counties and sub-state regions in recognition of the relationship among livable communities, vibrant traditional downtowns and a natural rural countryside.

- Promote the developmental approach of in-fill development in older communities and clustered development in newly developing areas – This reinforces the traditional developmental approach, which in turn reinforces and sustains the resource.
- Encourage the removal of blight within the Corridor via locally-administered property maintenance codes, housing and commercial rehabilitation, and selective demolition as necessary – This keeps the best possible image to visitors while providing residents with better communities and property values.
- Pursue the refinement and expansion of the Heritage Communities Program – Building on the experience gained from the pilot Heritage Community Program, the long-term goal is to have at least one heritage community in each County in the Corridor.
- Develop local/community pride – This is critical in creating the backdrop and atmosphere for the heritage tourism culture to flourish.
- Make residents knowledgeable – This is related to the community pride issue since a deep understanding of local heritage is necessary, along with a context of how the local story interfaces with the regional heritage.
- Welcome visitors and make them feel comfortable – The message and the quality of the experience should be consistent throughout the Corridor.
- Make Route 6 an affordable experience – This is especially critical for the attraction of families, older visitors as well as new and repeat visitors and residents.
- Enhance vibrant towns – This is in recognition of the special role of the small communities play in the Corridor, with Route 6 comprising the literal and figurative “Main Street” of many picturesque and intact towns.

CATEGORY: PARTNERSHIPS

- Intergovernmental cooperation – This is necessary given the numerous county, municipal and special districts throughout the Corridor.
- Establish and maintain interagency cooperation among various agencies – This includes numerous non-profit agencies in the Corridor, including tourist promotion agencies, community and economic development agencies/districts, Chambers of Commerce, and various civic groups, in addition to businesses and business groups, and governmental organizations.
- Maintain cross-Corridor thinking and communication – Building on the foundation laid by the Route 6 planning process, cross-Corridor communication and planning is required.
- Creation and maintenance of a management entity – This has been initiated in the formation of the Pennsylvania Route 6 Heritage Corporation (NOTE: now Alliance), but requires the development and maintenance of a sustainable heritage development program over the long-term.

10-Year Plan of Action

A 10-year action plan was developed in the 2004 MAP in an effort to further the goals and strategies of the MAP, as briefly reviewed as follows:

- *Branding Signage Implementation Project:* The completion of the mile marker phase of the signage program whereby each mile will be marked throughout the length of the Corridor, both on Route 6 and Route 6N in northwestern Pennsylvania and follow Route 6 through the northern tier. Where a “Business Route 6” exists (i.e. Tunkhannock, Scranton area, etc.) the Business Route will receive the mile-markers. This reflects the program focus on business/resource identification for advertising and marketing purposes. Future activities involve the refinement of the Wayfinding Plan to address directional signing, followed by implementation.
- *Education and Communication Effort:* The continuation of the public engagement effort it began in 2001, and to enhance this effort to engage local and county decision-makers and other potential stakeholders along the Corridor. This effort embraces the continuation of Corporation meetings at various accessible locations along the Corridor, as well as special public workshops and more focused meetings with County Commissioners, State-designated Heritage Regions, County Planning Directors, local municipalities, the Local Development Districts (LDD’s), and other interested agencies in the Corridor.
- *Heritage Communities Program Implementation:* The fulfillment of Heritage Communities Program identification, competitive applications and subsequent planning activities. The required local engagement process and the completion of the *Community WorkPlans* will be carried out with the assistance of the Corporation (NOTE: now Alliance), with at least one Heritage Community identified in each of the eleven counties along the Corridor by the end of the 2009.
- *Finalization of a Business Plan and Marketing Strategy:* The finalization of a Business and Marketing Plan that will focus on the development of a sustainable heritage program. The Plan will identify products, sales goals and revenue sources, implementation roles and responsibilities, new subcommittees (as/if required), partnerships.
- *Development of a Hospitality Plan:* The development of a plan that creates standards for hospitality services, develops a curriculum, identifies training partners, and identifies training goals by sector. Proposed training courses will be identified along with suggested course content.
- *Database Update:* The GIS database of resources, businesses and attractions is a good foundation and integral to the entire tourism development and marketing process. The initial database requires periodic updating and field verification to maintain its relevance.
- *User-friendly Tour/Itinerary Packaging:* Building on the foundation of the itineraries prepared during the planning process in 2002-03 and the Interpretive Plan, Business and Marketing Plan and update of the resource database, website packaging will be premised on linking resources with themes and accommodations tailored to meet the

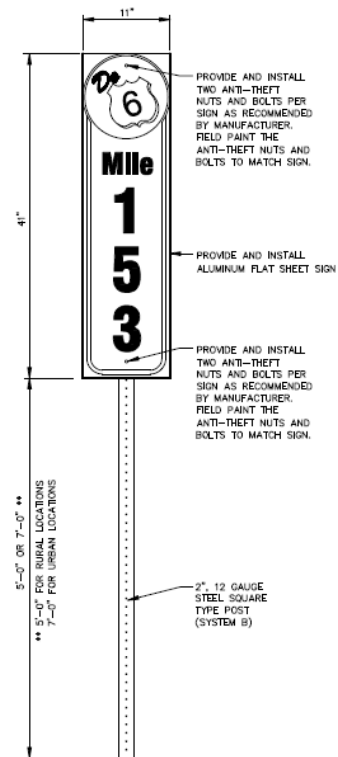
needs and expectations of travelers. This is a dynamic activity requiring monitoring and annual refining, enhancement and expansion of touring opportunities.

- *Development of Visitor Centers:* Initiate planning for the development of Route 6 Welcome Centers near the Ohio and New York borders, and in Central Pennsylvania along the Corridor, and advance planning and implementation on eventual County visitor centers elsewhere along the Corridor so that at least one visitor center will be placed in each of the eleven (11) counties by 2009.
- *Development Opportunities Plan:* The Pennsylvania Route 6 Business Opportunity Planning process will involve the Corporation (NOTE: now Alliance), the Pennsylvania Downtown Center and the Pennsylvania State University and result in a gaps analysis using economic modeling techniques, completion of a place audit of assets, completion of an impact analysis, and an implementation plan for enhancement of new tourism-related businesses.
- *Interpretive Plan:* The Corporation (NOTE: now Alliance) will refine and revise the Interpretive Plan based on the collective tourism experiences along the Corridor and the information gained via the Heritage Communities Program. The information will be incorporated into the Wayfinding and Marketing efforts, and will guide refinements in the tour itineraries.

10-Year Plan of Action Progress

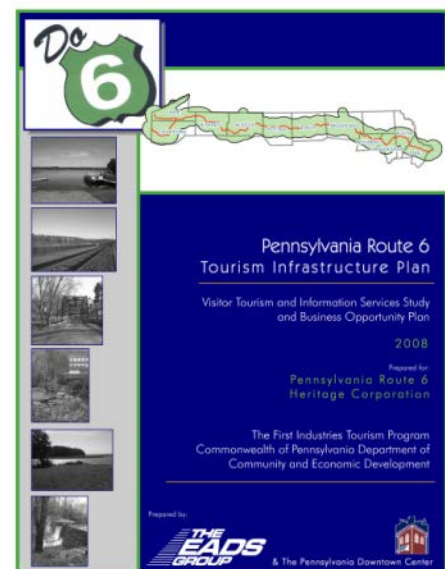
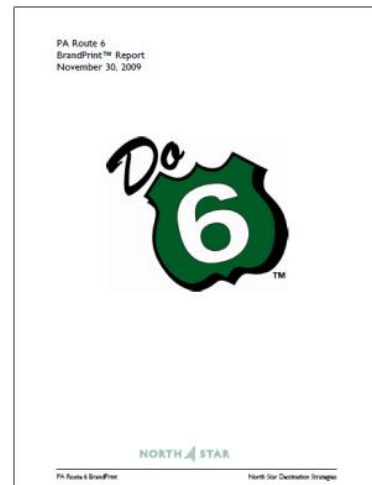
Considerable progress was made in the implementation of the 10-year plan of action by the Route 6 Alliance, and other implementation efforts were refined or altered by changing circumstances. These efforts are summarized below:

- *Branding Signage - Mile Marker Program:* Mile marker signage has been installed on the 400 miles of Route 6 and the 27 miles of Route 6N exhibiting the mileage (from west-to-east) and the trademarked “Do 6” logo.
- *Education and Communication:* Series of webinars, workshops and podcasts have been developed and conducted to educate and build further awareness of the heritage Corridor. In addition, an industry based e-newsletter has been distributed monthly to stakeholder, including municipal and other elected officials, for the last few years.
- *Heritage Communities Program Implementation:* Twenty (20) communities along the Corridor were designated as PA Route 6 Heritage Communities. They were involved in the preparation/ implementation of *Community WorkPlans*, which are summarized later in this section. Each *WorkPlan*, while



following a common format, focuses on unique resources in and around each of the Heritage Communities. Currently, quarterly meetings of representatives from each Heritage Community takes place. PA Route 6 Alliance staff meets with each community annually and provides technical assistance upon request.

- *Branding and Marketing:* A *Branding and Marketing Plan* was prepared in 2009 which includes a comparative differentiation of the Corridor from competitive destinations, summarizes key assets, and notes the highway's role in linking the many tourism resources and reflecting the "American Dream". Marketing campaigns and collateral materials have been implemented using the recommendations with the study.
- *Hospitality Training:* A training program was tested in one Route 6 county but not fully implemented across the Corridor due to the variety of existing training programs offered locally.
- *Database Update:* A GIS/GPS database was developed for the Corridor in 2008. A GIS-based inventory of tourism business resources was prepared during the development of the *Pennsylvania Route 6 Tourism Infrastructure Plan*.
- *Tour/Itinerary Packaging:* An array of weekend and week-long itineraries were developed and posted on the www.paroute6.com website, as well as other websites. There are numerous categories of activities, tours and attractions categorized in a user-friendly format, including a "Feature of the Month" that provides a thematically-linked assortment of tours "freshened" each month.
- *Visitor Centers:* The *Pennsylvania Route 6 Tourism Infrastructure Plan* provided an analysis of possible visitor center locations taking into account traffic volumes, existing visitor centers and major intersecting roadways. After careful review, the Route 6 Alliance abandoned the idea in favor of supporting and coordinating with the visitor centers operated by local convention/visitor organizations. In essence, the spirit of the recommendation was implemented in a more efficient and sustainable manner.



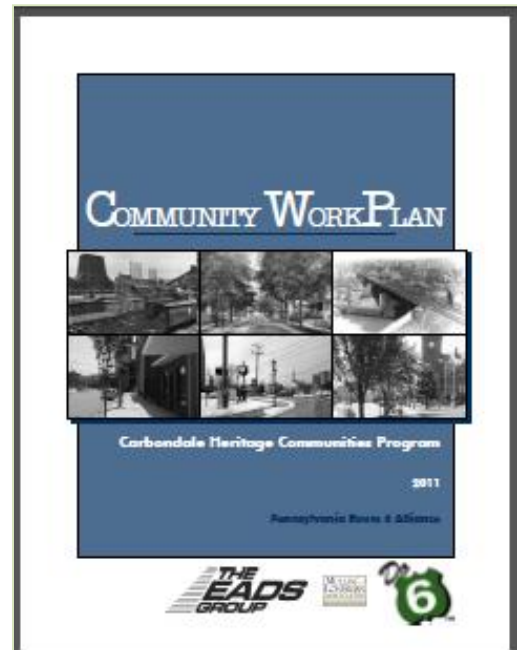
- *Development Opportunities Plan:* The *Pennsylvania Route 6 Tourism Infrastructure Plan* was developed in 2008 providing a profile of tourism businesses Corridor-wide by county, a review of visitor-oriented resources/services, an overview of existing/proposed scenic overlooks/side-trips, a gaps analysis, a visitor-readiness assessment and a survey of the accommodation segment.
- *Interpretive Plan:* The Interpretive Plan entitled *Four Hundred Miles of Stories* was completed by the former Route 6 Task Force Interpretive Committee in 2002, the results of which guide resource interpretation along the Corridor to this day. Suggestions and recommendations on interpretation are included in this planning effort.



Pennsylvania Route 6 Heritage Communities Program

A critical component of the Route 6 database are the fifteen (15) Heritage Communities WorkPlans, embracing 20 communities (See following page), which provide a fairly recent data base of regional tourism resources for each of the Heritage communities. Some of the resources of these Heritage Communities are in adjacent counties and/or states.

The *Community WorkPlans* were developed in concert with local stakeholder groups and focus on identifying local heritage and tourism resources in each of the areas, issues and opportunities related to these resources and recommendations that build on these opportunities and resolve the issues. The study area of the *WorkPlans* was not confined to municipal boundaries of the namesake community, and several actually included more than one namesake community as well. In essence, the *WorkPlans* are local level heritage and tourism action plans, with “local” defined as including essentially a small sub-region that transcends municipal corporate limits. The table below describes the *WorkPlans* in terms of the respective communities; County, year completed and major focus areas.



Overview of Heritage Community WorkPlans

Heritage Community	County	Year	Major Focus Areas
Smethport	McKean	2007	Downtown & Lakeside Revitalization, Mansion District and Entrepreneurial Heritage
Corry and Union City	Erie	2008	Downtown/Aesthetic and Residential Revitalization
Austin, Coudersport and Galetton	Potter	2009	Nature Loop Tour, and Aesthetic gateway & streetscape enhancements
Conneaut Lake	Crawford	2010	Lake-oriented & business district enhancements, building reuse and lake loop tours
Youngsville	Warren	2010	River & trail connections, gateway enhancements and downtown revitalization
Wyalusing	Bradford	2010	River connections/enhancements, gateway enhancements and regional tours
Carbondale	Lackawanna	2011	Regional Delaware & Hudson connections, folk stories, tours/trails & aesthetic enhancements
Tunkhannock	Wyoming	2011	River & historic district related revitalization, and gateway/bypass enhancements
Milford	Pike	2011	Conservation heritage, river/trail/heritage connections/coordination & stroll district
Mansfield	Tioga	2011	Agri-tourism, trail connections and business district & gateway enhancements
Waymart	Wayne	2011	Regional Delaware & Hudson connections, streetscape/gateway/interpretation enhancements
Edinboro	Erie	2012	Lakeside enhancements and regional & university connections
Honesdale, Hawley and White Mills	Wayne	2012	Regional Delaware & Hudson connections, trails enhancements/connections, gateway enhancements & coordination among resources
Warren	Warren	2012	River related and other nature tourism enhancements & coordination
Kane	McKean	2012	Trail/nature forest resources & enhancements; aesthetic improvements/reuse

During this planning process, Route 6 Alliance planning partners have pointed out the following direct outcomes in a number of Heritage Communities:

- Smethport opened the Shawmut Trail leading from town to the county owned Poor House and placed new gateway signs commemorating the town being the home of the first magnetic toys in America and the Bucktail regiment from the Civil War.
- Union City has removed 2 blighted buildings from Main Street.
- Austin partnered with the local school to develop murals and interpretation displays from the Austin Dam Memorial Park.
- Conneaut Lake has successfully raised both private and public funding to complete their streetscape project and improvements to Ice House Park and Firemen's Beach. The coordinators developed an excellent communication plan that helped to spark local interest and to raise over \$150,000 in private funds from residents and businesses.
- Kane has experienced great success with its Shop Small quarterly promotion. Merchants are participating and seeing results. A recent campaign consisted of a one-page of coupons specials from merchants. Consumers redeemed coupon and were entered in a raffle to win Kane Chamber of Commerce gift certificates.
- Carbondale has introduced a series of walking tours using QR codes called "Explore Historic Route 6", which explore the historic hotels, Memorial Park, and historic churches.
- Milford has established a community foundation to help fund projects within their WorkPlan.
- Edinboro Heritage Community group planned many activities to celebrate their 175th Anniversary.

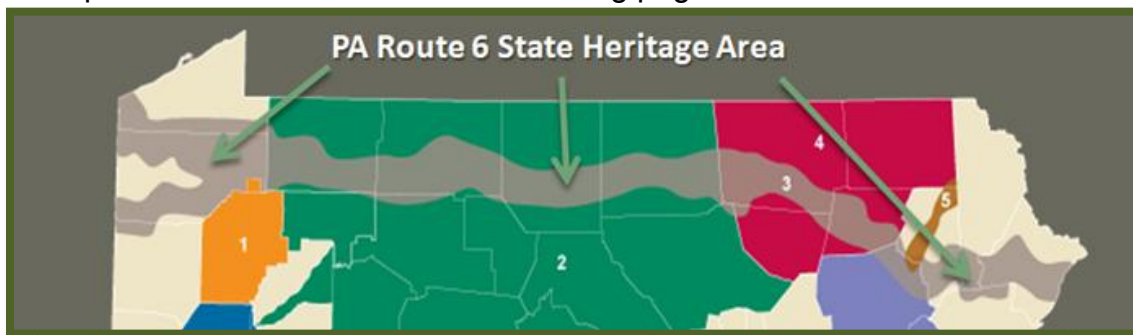
Pennsylvania State Heritage Areas

Pennsylvania currently has 12 formally designated State Heritage Areas (SHA's). According to the *Pennsylvania Heritage Areas Program Manual*, SHAs are large geographic regions or Corridors of the Commonwealth that span two or more counties and exhibit thematically related assets and resources. These areas contain a multitude of historic, recreational, natural and scenic resources of state and national significance that collectively exemplify the heritage of Pennsylvania. Through regional partnerships and public grassroots planning, these resources are identified, protected, enhanced and promoted to strengthen regional economies through increased tourism, creation of new jobs and stimulation of public and private partnerships for new investment opportunities. This holistic and bottom-up approach to planning ensures that the legacy of a region, and the natural, educational and recreational values inherent to it, are preserved for future generations.





There are five (5) primary goals of the Pennsylvania SHA program, which are addressed in some fashion by the respective MAP's:

- Economic Development - Strengthening regional and local economies through heritage tourism;
- Partnerships - Regional partnerships form the foundation upon which the SHA is formulated and advanced;
- Cultural Conservation – Each SHA should foster the conservation of each region's distinctive cultural resources;
- Recreation and Open Space – A major component is the use of greenways to link the significant natural, recreational and historic sites within regions; and
- Education and Interpretation - The purpose of the education/interpretive goal is to communicate the significance of the region's resources and stories to its residents and visitors and to develop a common story that connects those resources.

The Route 6 Corridor is exceptionally diverse, embracing rural open space, agriculture, oil and gas-production and industrial heritage centers, small towns and cities, two major rivers and countless smaller rivers, streams, lakes and waterfalls with active and passive recreational areas. The stories and people are so diverse that the PA Route 6 website asks on its opening page, "Who knew the American Dream was just down the road!" The Pennsylvania Route 6 SHA Corridor is exceptional in that it encompasses or overlays with other Pennsylvania SHA's, as graphically depicted in the DCNR map excerpt below and the table on the following page.



Source: PA Department of Conservation and National Resources

SHA Name	Map Reference	Description
Oil National Heritage Region 	1	Designated a SHA in 1994, it interprets the nationally significant story of the oil industry in Venango and Crawford counties. In 2004, the Oil Region SHA was designated the Oil Region National Heritage Area, which includes Titusville in Crawford County within the PA Route 6 SHA.
Lumber Heritage Region 	2	Designated in 2001, this SHA focuses on the past and present day lumbering heritage, as well as the diverse recreational and nature-based tourism opportunities. Region covers 15 counties, including the PA Route 6 counties of McKean, Potter, Tioga and Warren.
PA Route 6 Region 	3	Includes a diversity of cultural, agricultural, industrial and nature tourism resources along the 427-mile US Route 6/6N Corridor across sections of 11 counties within Pennsylvania's Northern Tier from Ohio to New York State.
Endless Mountains Region 	4	Focuses on agriculture and "living with the land" and features rivers, outdoor recreation and natural resource areas, rolling hills, family farms, river towns, historic districts, rural villages and scenic Corridors, in a four-county region that includes the PA Route 6 counties of Bradford and Wyoming.
Lackawanna Heritage Valley Region 	5	This SHA's story is both unique and distinctly American, featuring the story of a frontier valley that rapidly grew to be a hub of commerce and manufacturing because of the enormous anthracite coal reserves. The region encompasses the watershed of the Lackawanna River in sections of Lackawanna, Susquehanna, Wayne, and Luzerne counties, with Lackawanna and Wayne being Pennsylvania Route 6 counties.

The PA Route 6 counties of Warren, McKean, Potter, Tioga, Bradford and Wyoming and sections of the PA Route 6 counties of Wayne, Lackawanna and Crawford are in more than one SHA. In several counties, the Route 6 Corridor is the only SHA.

National Heritage Areas

In addition to the Lackawanna Valley and Oil Region National Heritage Areas within the PA Route 6 Corridor, there are a number of other designated national heritage areas relatively close to Route 6, as summarized below:

Ohio & Erie National Heritage Canalway (OH)

www.ohioeriecanal.org

The Ohio and Erie Canalway in northeast Ohio was constructed to provide transportation between the Eastern seaboard and the Western frontier. It helped advance westward expansion and made Ohio a booming area. Today the Ohio and Erie National Heritage Canalway is a place to explore the past, present and future with scenic byways, canal towns, rivers and lakes, and industrial landscapes.

Erie Canalway National Heritage Corridor (NY)

www.eriecanalway.org

The Erie Canalway National Heritage Corridor helps preserve and interpret the historical, natural, scenic, and recreational resources reflecting its national significance and to help foster revitalization of canal-side communities.

Crossroads of American Revolution National Heritage Area (NJ)

www.revolutionarynj.org

Crossroads of the American Revolution National Heritage Area offers a forum for initiatives on education, historical interpretation, site use and heritage tourism; and to raise popular appreciation of the historical significance of the American Revolution in New Jersey, involving local communities and other partners to revitalize historic cities and towns by reclaiming, enhancing and linking threatened Revolutionary War sites and heritage landscapes. By promoting cultural and heritage tourism it will gain national and international visibility for New Jersey's irreplaceable Revolutionary War landscapes and sites and promote economic development.

Delaware and Lehigh National Heritage Corridor, Incorporated (PA)

www.delawareandlehigh.org

The Delaware and Lehigh National Heritage Corridor is a joint effort of private groups and interested citizens, county and municipal governments, the Commonwealth of Pennsylvania and the federal government to conserve cultural and natural resources in the five-county region of Pennsylvania that traverses the historic Delaware and Lehigh Canals.

Niagara Falls National Heritage Area (NY)

www.nps.gov/nifa

The Niagara Falls National Heritage Area stretches from the western boundary of Wheatfield, New York to the mouth of the Niagara River on Lake Ontario, including the communities of Niagara Falls, Youngstown and Lewiston. The region is home to natural wonders, rich cultural traditions and nationally significant historical sites.

Multi-State Summary

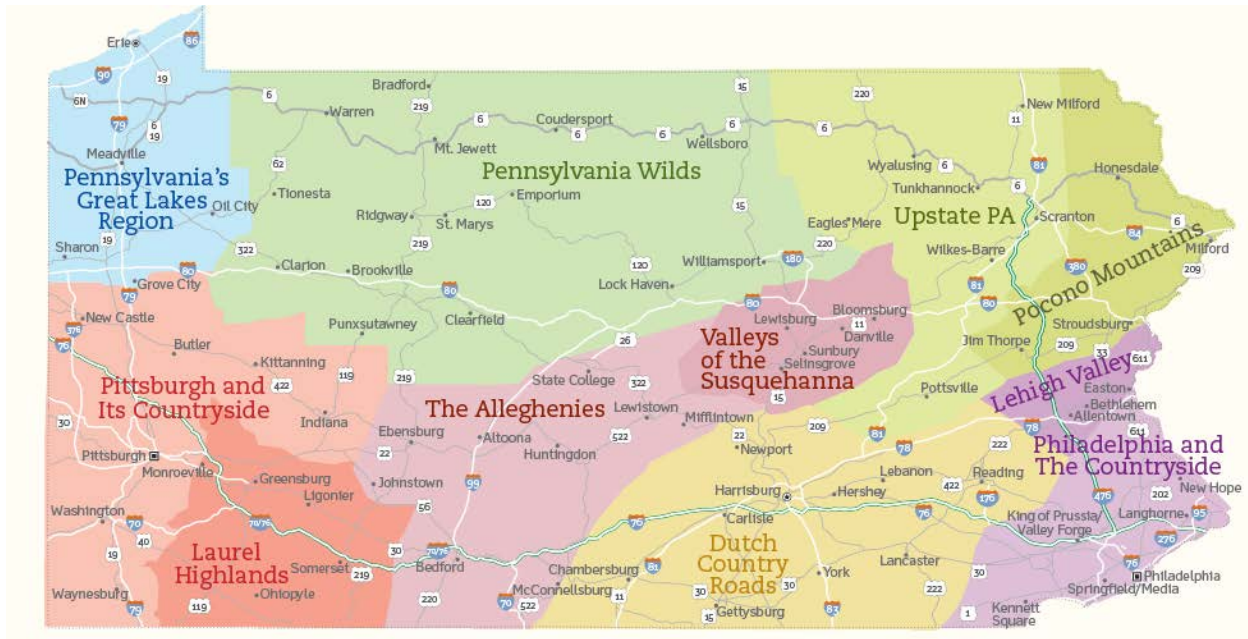
Given the proximity of the Corridor to a multi-state region, a review of heritage and related areas is included in this planning effort. Three (3) New York State Heritage Areas are located in proximity to the PA Route 6 Corridor.



- *Susquehanna SHA* – Includes the cultural and natural resources of Broome and Tioga (NY) counties that convey stories that helped shape New York's Southern Tier, including Native American influences, the American Revolution, agricultural settlement, early industrial development, progressive labor practices, immigration, and modern manufacturing and innovation.
- *Lake Erie Concord Grape SHA* - Includes vineyards, small communities, scenic vistas, and grape/wine heritage and industry in the 50 miles of Lake Erie shoreline that form the world's oldest and largest Concord grape-growing region. A Grape Discovery Center is located in Westfield, NY.
- *Western Erie Canal Heritage SHA* - The Erie Canal brought pioneers, the fervor of social reform, and industrial progress to the fertile landscapes of Western New York, a legacy that survives in the cities, towns and sprawling farms that line today's canal.

State Tourism Regions

State tourism offices and departments typically divide their respective states into tourism regions that are associated with the major tourism themes and resources in a given region. The map excerpted below depicts these regions with PA Route 6 Corridor traversing four (4) of the regions – Pennsylvania Great Lakes, Pennsylvania Wilds, the Pocono Mountains and Upstate PA.

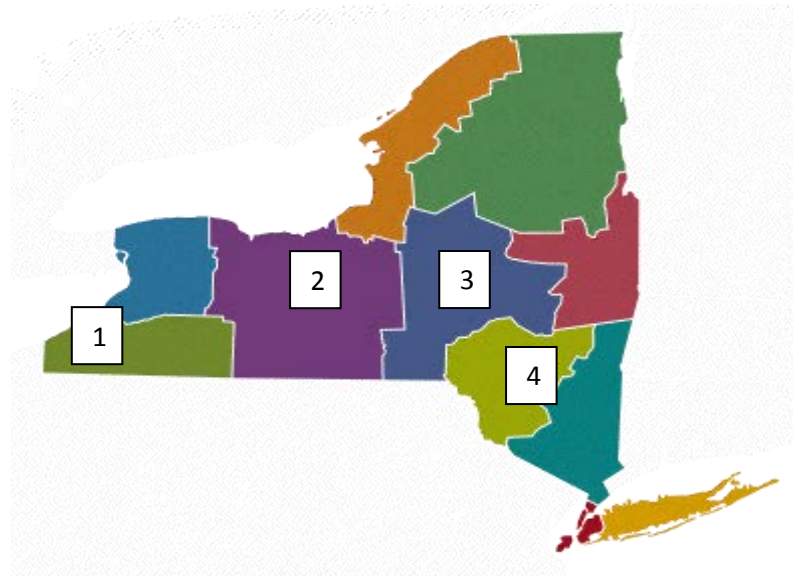


Source: www.visitpa.com/

VisitPA characterizes each of these regions somewhat differently with an emphasis on the various lakes of northwestern Pennsylvania, along with the grape and wine segment, a shared characteristic with western New York State, in the description of Pennsylvania's Great Lake region. The abundance of State Parks and Gamelands, forests and land/water trails is prominent in the 12½ county Pennsylvania Wilds description, and the scenery, landscapes and recreational opportunities noted in the Pocono and Upstate descriptions, along with the industrial heritage and legacy in the latter.

The four (4) tourism regions reinforce, and are reinforced by, the central themes inherent in the Pennsylvania Route 6 message, specifically in reference to the outdoor, recreational and scenic tourism emphasis. The concept of Route 6 as a *link* among these four regions emerges and appears to be a logical extension of the individual "messages" of the four regions.

New York State also divides and markets tourism regions. There are four (4) regions fairly close to the PA Route 6 Corridor as depicted on the New York Department of Economic Development Tourism (Source: <http://www.iloveny.com>) map and summarized below (map reference in parenthesis):

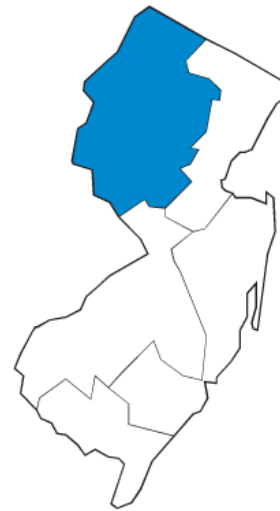


- *Chautauqua-Allegheny* (1) – located in southwestern New York and abuts the northwestern Pennsylvania border and focuses on the arts communities, rock formations and outdoor recreation;
- *Finger Lakes* (2) – a large swath of the mid-section of the state and borders northcentral Pennsylvania and focuses on lake-related opportunities, shopping, craft breweries, wineries and culinary-tourism;
- *Central New York* (3) – a large section of mid-state but a relatively short distance along the northeastern Pennsylvania border focuses on museums, craft breweries, the Baseball Hall of Fame and outdoor recreation; and
- *Catskills* (4) – abuts the northeastern corner of Pennsylvania with a focus on outdoor activities, cultural festivals/events and scenic views including the Upper Delaware Scenic and Recreational River.

Of particular relevance to this planning effort, is the *Upper Delaware Scenic Byway*, which was legislatively designated as a component of the New York State Scenic Byways System in 2002 along State Route 97 in Orange, Sullivan, and Delaware Counties. A number of resources and attractions are noted along the Byway, including Elks Brox Memorial Park in Port Jervis, a Route 6 community in New York State, just across the Delaware River from Matamoras, the easternmost point on Route 6 in Pennsylvania (Source: www.upperdelawarescenicbyway.org/attractions/hiking/hike.php). The Byway was noted as a regional resource in the PA Route 6 *Heritage Communities WorkPlan* for Milford.



The *Skylands Region* is a marketing area of New Jersey located in the Northern and Central part of the state. It is one of six tourism regions established by the New Jersey State Department of Tourism (Source: <http://www.visitnj.org>). It abuts a portion of the eastern border of Pennsylvania formed by the Delaware River. The area officially encompasses Hunterdon, Morris, Somerset, Sussex, Passaic and Warren counties. Tourism information focuses on rolling hills and water features, historic sites and small towns, two national parks and 60,000 acres of state parkland.



At the western edge of the PA Route 6 Corridor is the *Northeast Ohio Tourism Region* as marketed by the Ohio Development Services Agency, Office of TourismOhio (Source: <http://consumer.discoverohio.com>), which is one of five (5) tourism regions in the State. Promotional information notes Lake Erie and beaches, numerous museums including the Pro Football and Rock and Roll Halls of Fame, arts/cultural destinations, and festivals.



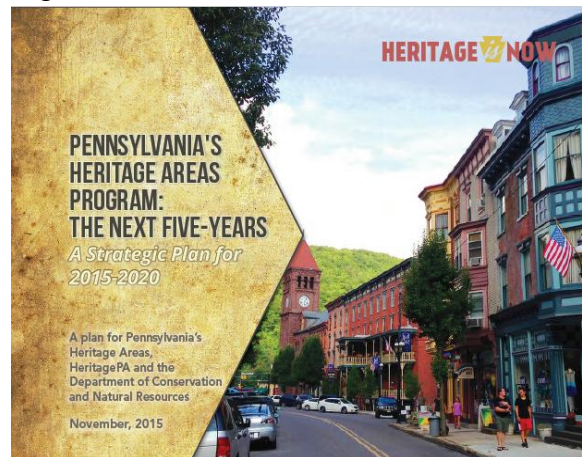
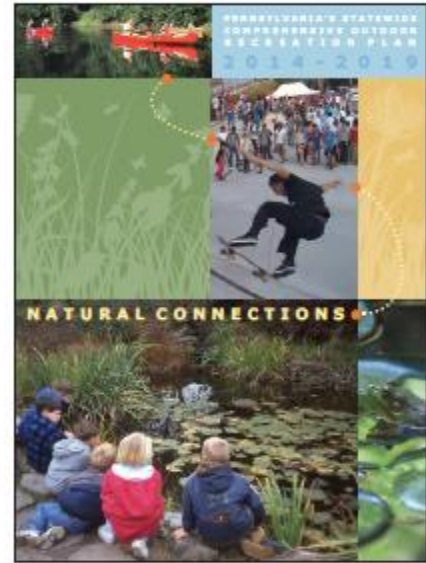
Summary

In terms of an interstate context, there are similarities and differences in the messages of the respective state tourism efforts and those of the Route 6 and VisitPA messages. All allude to some degree of emphasis on the outdoors and scenic experiences. Obviously the Lake Erie experience is a common denominator among Northeast Ohio, the Pennsylvania's Great Lake and Route 6 regions. New Jersey notes the "small town" ambiance, which coincides with the Pennsylvania Route 6 message. New York places some emphasis on the winery and craft brewery, an emerging interest found in recent input along the Pennsylvania Route 6 Corridor.

Other Related State Planning Initiatives

Several recent DCNR planning initiatives were completed and consulted during this planning process, including *Pennsylvania's Statewide Comprehensive Outdoor Recreation Plan: 2014-19* and *Pennsylvania's Heritage Areas Program: The Next Five-Years - A Strategic Plan for 2015-2020*.

The purpose of the *Recreation Plan* is to help capitalize on the natural assets of the Commonwealth and deliver facilities and programs that make it easy for people to enjoy the outdoors. As will be shown, natural opportunities and assets abound in the Route 6 Corridor and provide a common identity and link among the diverse town and rural spaces along PA Route 6. The *Strategic Plan* offers recommendations for strengthening the SHA Program and ensuring the growth and viability of the Commonwealth's Heritage Areas, which directly affects the PA Route 6 SHA and Corridor.



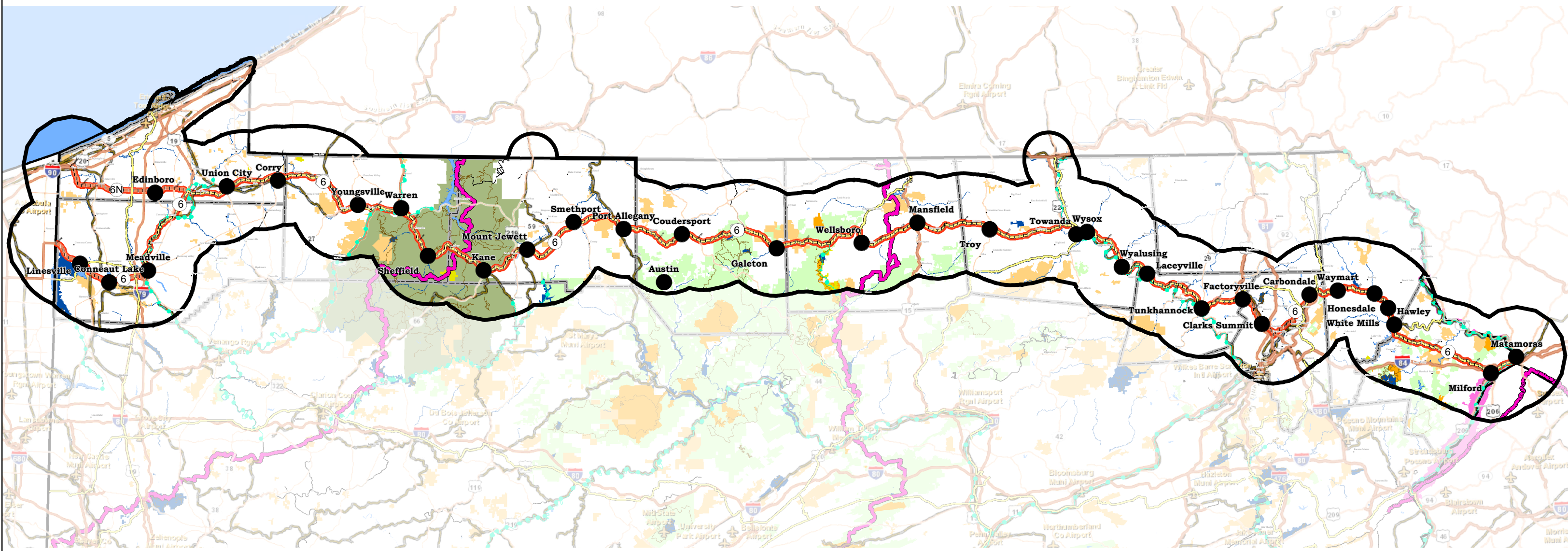
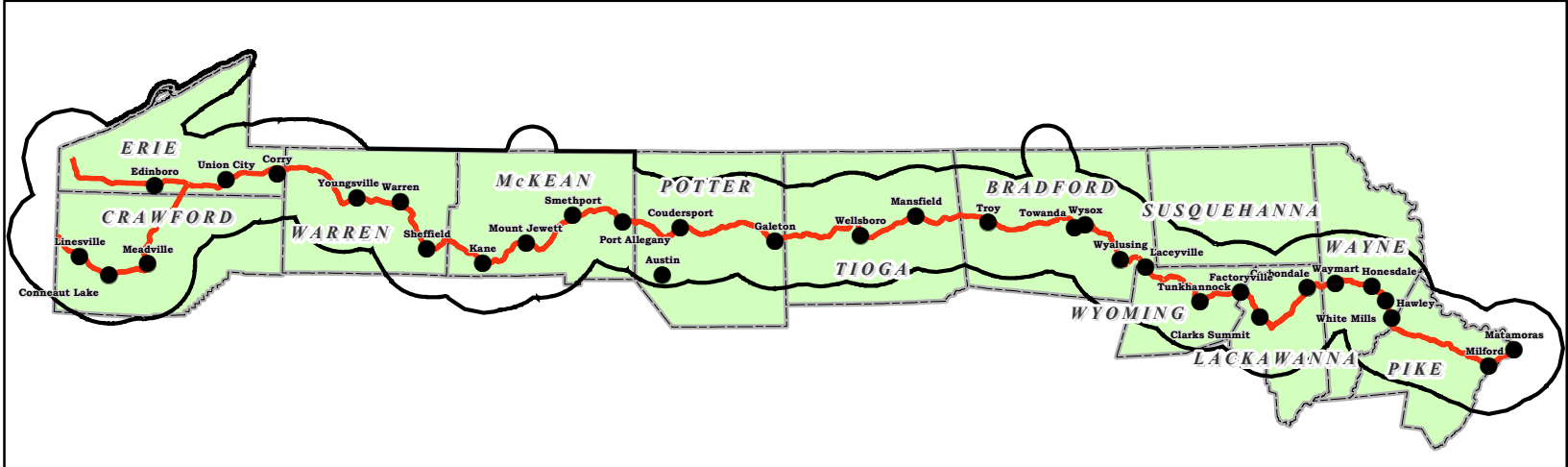
PA Route 6 Corridor Overview

It is a challenge to characterize the Route 6 Corridor in a single statement, graphic or concept. It is simply too wide and too diverse as the map on the following page suggests. Any characterization is bound to over-simplify, generalize and omit something. With this caveat in mind, the graphic page 47 depicting *Nodes, Major Tourism Land Use and Resources* illustrates the central concepts, intrinsic qualities and resources found along the Route 6 Corridor that will be detailed later. The graphics are *generalizations* depicting the location of major public recreational land and open space; trails, mile markers, Heritage Communities, other significant communities providing access to or resources within (i.e. “Nodes”) and attractions.

Taken as a whole, the Corridor reflects different tourism resources and attractions, physiographic features, developmental patterns, and regional influences, spanning eleven (11) counties and 110 municipalities. PA Route 6 links all of these communities, features and patterns and of course the highway resource itself.



- Mile Post Marker
- Route 6
- Rt 6 Corridor
- County Boundary
- Major Cross Corridor Trail
- Trails on Public Land
- Public Trails
- Water Trail
- BicyclePA Route
- State Park
- State Gameland
- State Forest
- Wild & Natural Area
- National Forest
- National Landmark
- National Recreation Area



Public Participation Process

The width and diversity of the Corridor, coupled with the timing and the budget of this planning effort required the establishment of a meaningful but efficient participation and engagement process. The process is summarized below:

- A Project Website was initiated in December 2014 at <http://www.do6theroadahead.com/> for posting of material, interim technical memoranda, meeting summaries, interaction and input.
- Four (4) regional forums were scheduled for early-December 2014 although two had to be rescheduled for early-January 2015 due to weather. Planning Team members participated either in person (EADS) or by Conference call (other Planning Team members).
- Alliance staff and the Planning Team coordinated other groups, persons and formats for focus group and one-on-one participation.
- A survey of museums was conducted in February 2015.
- A series of one-on-one conversation was held with tourism-related businesses/destinations identified by Alliance staff.

In addition, the Alliance staff coordinated regular interaction with Planning Team members at Board of Directors' and Tourism Infrastructure Committee meetings, and a status report was presented at the Route 6 Alliance Annual Meeting in May 2015 and an executive summary was presented in May 2016.

Regional Forums

The four (4) Regional Forums consisted of two parts, a series of one-on-one sessions with interested tourism-related groups and individuals, pre-arranged by Route 6 Alliance staff, and a public session where the Route 6 planning context was explained, an overview of this planning process given and input received. A total of thirty (30) persons/organizations were represented at these sessions. A summary of each session is included in the Appendix that was analyzed and incorporated into this document, as well as the various Technical Memoranda that were posted on the Project Website.

Focus Groups/Key Stakeholders

The following six groups were identified in concert with PA Route 6 Alliance staff that includes standing committees of the Alliance, among other topics:

- Route 6 Artisan's Trail Committee – 20 persons/organizations
- Route 6 Heritage Communities Committee – 30 persons/organizations
- Route 6 Tourism Infrastructure Committee – 19 persons/organizations
- Route 6 Tourism Promotion Advisory Committee – 14 persons/organizations
- Route 6 Accommodations Focus Group – 10 persons/establishments
- Route 6 Heritage and Museum Focus Group – 11 persons/organizations

Planning Team members and Alliance staff participated in conference calls with these groups during Mid-December 2014 – Early-February 2015. In this regard, five (5) focus group sessions were held via teleconference (i.e. Accommodations, Artisan Trail, Heritage Communities, Transportation Infrastructure, and Tourist Promotion). Meeting summaries were compiled and posted on the Project Website. Summaries of the Focus Group sessions are included in the Appendix. In addition, a series of one-on-one conversations was held with tourism-related businesses identified by Alliance staff.

Museum Survey

Given a lack of participation by the Heritage and Museum Focus Group call, the Scope of Work was adjusted to include an on-line survey to gather additional information for this planning effort. In accordance with Alliance directive, the link for the survey was shared with the various Visitors' Bureau staff to distribute and encourage feedback. A total of seventeen (17) museums/organizations responded and a summary was posted on the Project Website, and is included in the Appendix.

Summary of Input

The above process yielded considerable input, insight and ideas on major topics that are relevant to updating of the MAP, preparing the CMP and providing guidance for the HCS. In general, the following contributed to the planning analysis and identification of strategies and actions:

- *Identity* – The Rt. 6 Corridor as a destination/experience may have a lingering identity issue – a destination in and of itself or a “spine” linking numerous and varied tourism and state heritage regions and free-standing destinations - or a little of both? The past two decades have seen greater visibility of Route 6 as a destination and/or as a way to access one or more other destinations – whether on or off of the immediate Corridor. Route 6’s linear configuration, which overlaps with multiple National and State Heritage Areas and State Tourism Regions, presents a cross-promotional opportunity while compounding the question of identity.
- *Common Denominators* – Interest in “Local Authenticity”, the “Road Trip”, and “Outdoor Recreation” appear to be the recurring concepts that unite this diverse Corridor.
 - While much has been made about the “diversity” along the 427-mile Corridor, and the many variations among the eastern, western and central segments of the Corridor, outdoor recreation is seen as one major common reason people travel Route 6, and outdoor recreation is important in every one of the counties and sub-regions in the Corridor.
 - The “Road Trip” is seen as being something “more than a drive”. There is a realization that people do in fact travel for an “experience”, and that experiences may be directly related to the history, cultural and scenic qualities of the nostalgic Route 6 “road trip”.
 - There appears to be greater public resonance around the “Made on Route 6” concept that builds on local authenticity, and includes agri-, culinary-, heritage- and nature-tourism. This presents an opportunity to evolve the “Artisan Trail” into a “Makers Trail” using the term “artisans” to include, paraphrasing what was stated in

Focus Group discussion, “someone skilled in a craft that produces something well”. This allows for a broader than the conventional idea of a “visual or performing artist” and expands to include artisanal crafts including cheese, alcoholic products (i.e. wineries, craft breweries and mini-distilleries), maple products and other specialty agricultural related products.

- *Themes* – While the six themes identified in the Route 6 Interpretive Plan have been central to Route 6 marketing and promotion since they were developed in 2002, they are certainly embraced and recognized by those close to the Route 6 Alliance, they do not appear to always resonate among all tourism/visitors organizations, local museums, Route 6 communities, and the general public.

Additionally, input produced specific ideas and recommendations for consideration in this planning process, including:

The Arts:

<i>The Arts</i>	
Input suggested a greater emphasis on the arts in general, although many ideas were already being implemented or under consideration by the Alliance, they none-the-less should be factored into planning actions over the next ten years:	
Input & Suggestion	Alliance Response
Consider developing itineraries that feature artists/artisans with Route 6 is the “spine”.	The Alliance has itineraries highlighting the Basic Artisan Trail members.
Consider a Corridor-wide “Open Art Weekend”, perhaps in conjunction with the American Craft Week.	The Artisan Trail emerged from an "Open Art Weekend" in the Endless Mountains. Ten years ago, the decision was to make this event into a 365-day, evergreen trail across the whole Corridor.
Consider a consumer-oriented arts/trade show.	In 2012, a travelling art show was created, although moving the art pieces proved to be a logistical dilemma. In addition, in 2014, the Alliance offered the first Buyer's Market in 4 regions with the intention to bring retailers/shops and tourism-based businesses together with artisans and crafters. Two Markets were successful and there are plans to offer this program again.
Consider on-line ordering of art/craft items to be administered on the Alliance website where the Alliance can earn a commission in the process.	There is currently no program/effort established to provide travelers and others with this service.

Products, People and Processes:

It was a wide-spread suggestion that the Alliance consider emphasizing the *products* produced and made available along the Corridor, the *people* who produce or make them available and the *processes* they utilize to make or deliver these products. The Alliance notes that the *Branding and Marketing Plan* recommended that the Alliance encourage entrepreneurs to develop products using the "Do 6" trademark when the products are consistent with the brand. The Alliance started plans on how to license the trademark but has not rolled out the program.

<i>Products, People and Processes</i>	
It was suggested that the Alliance emphasize the <i>products</i> produced and made available along the Corridor, the <i>people</i> who produce or make them available and the <i>processes</i> they utilize to make or deliver these products.	
Input & Suggestion	Alliance Response
Encourage entrepreneurs to develop products using the "Do 6" trademark when the products are consistent with the brand. (<i>Branding and Marketing Plan</i>)	The Alliance started plans on how to license the trademark but has not rolled out the program.

- *Marketing and Promotion:* There was a considerable amount of input, comments, thoughts and suggestions with regards to on-going and future marketing and promotion efforts by the Alliance and its partners. A review of input suggests the following:
 1. Marketing and promotion are seen as being *multi-media and involving partnering groups and organizations*. With the changing demographics and travel preferences perceived for tourism in the Corridor, web-based and smart phone apps are recognized as becoming increasingly important. However, it is also perceived and recognized that some travelers prefer a "hard copy" map and brochure. One-on-one discussions with select businesses and destinations reinforce the importance of websites, printed material, e-blasts and social media in reaching their audience. In addition, marketing through allied trade organizations/publications and respective Visitors Bureaus was also noted.
 2. Input recognizes the challenges posed by wide and diverse Corridor hosting attractions and other tourism resources. There is support for the Alliance to maintain the role of a connection and coordination point among the varied partners, organizations and resources along the Corridor, promoting certain types of interests and *experiences* and including website links among them. The "experience" is key for this Heritage Corridor and Route 6 is the "spine" and "connector" of these experiences, which is reinforced by seeking National Scenic Byway designation. Some input suggested a shift in emphasis from the "road trip" to an "experience", where the underlying concept is *making the road trip a part of the experience*. In effect, the spine, the communities and the destination, itself are collectively part of the experience.

3. There is a sense that the many small local museums along the Corridor are partners with the Alliance and can play even a larger role in getting the message, the themes and the stories to a large audience – visitors and residents. In terms of the typical small museum along the Corridor, the Alliance needs to answer the two-sided question “what can the museums do for the Route 6 experience?”, and “what can the Route 6 Alliance do for the museums?” The on-line survey suggests that fund-raising and directional signage were *very important* to the museums. Of some importance is the inclusion of events of the various museums on the Route 6 calendar. Museums would seem to appreciate their increased visibility within an expanded Route 6 partnership, and the Alliance would benefit from enhancing its message at a very local level throughout the Corridor.
4. While “cross-promotion” may be a cornerstone of discussion among those involved in promotions and marketing among the tourism promotion agencies along the Corridor, there is a distinct feeling that it is not being reciprocated. Simply stated, those involved with Route 6 marketing and promotions feel that they cross-promote but those other agencies and regions within Pennsylvania or the adjacent states may not promote Route 6 resources. The natural partners for enhanced cross-promotion are known, and strategies to reach out to these state and regional partners should be identified along with setting priorities for them.
5. Related to the sub-topic of “cross-promotion”, closer ties and promotions with the attractions, resources and promotional agencies in the southern tier of New York were identified as being a need throughout the Corridor. This is a “natural alliance” in that the “twin tiers” have been historically linked, and that long border with New York State may well be viewed as being another “common denominator” along the Route 6 Corridor.
6. Outdoor recreation as a “common denominator” among the diverse regions of the Corridor particularly with respect to trails – both land and water – are embraced and encouraged by many Route 6 communities and organizations. A glance through the various *Heritage Communities Program WorkPlans* reinforces the popularity and viability of trails within outdoor recreation and within community development and revitalization efforts. Under the “What to Do” tab on www.paroute6.com, the Alliance provides a searchable database for land-based “Trails/Hiking/Biking” under the “Outdoors” sub-tab by Tourism Region and County keyed to location mapping, and resource contact and website. While there is no “water trail” database per se, some of these resources may be found in this heading or under the “Water Activities” heading. Input suggests that the Alliance should pay even greater emphasis to the marketing of trails, the towns along the trails and the whole trail experience.
7. The Route 6 “market” is complex and as varied as the Corridor itself and always should be understood and incorporated into Alliance marketing efforts. The reciprocal relationships among the Alliance, more local tourism promotion agencies, the Tourism Regions and the other State Heritage Areas must recognize these markets, as well as the variations that exist. These variations have been, are and will likely to reflect geographical factors affecting segments of the Corridor (i.e. New York City area, New Jersey and eastern Pennsylvania in the eastern segment; Pittsburgh, Buffalo and Cleveland in the west; and New York Southern Tier, sections of Canada and central sections of Pennsylvania critical in the central segment). Alternatively, multi-generational travel is of increasing significance throughout the

Corridor, family travel is more predominant in the summer months while the older/retired demographic may be more predominant in other seasons.

8. Several “miscellaneous” marketing comments from various sources was for the Alliance to show greater recognition and emphasis on Route 6 Corridor residents as a segment of the Route 6 travelling market. Other comments suggested a renewed emphasis on the “Grand Army of the Republic Highway” instead of Route 6 because it refocuses the attention on the Corridor’s history rather than a transportation classification route number. The Alliance two-pronged response pointed out it uses “Grand Army of the Republic” (GAR) as a link to the *Warrior Road* theme for several reasons but that it is hard to market a highway with a GAR name that suggests links to the Civil War when there are relatively few assets that interpret that story. The investment in marketing for the last 15 years has been linked it to the number “6” - 6 ways to explore Route 6 Media profile sheet, 6 Historic Sites, Do 6 Mile Markers, etc.

Heritage Communities: There are twenty (20) strategically located Heritage Communities along the Corridor, stretching from Conneaut Lake (Mile Marker 14) and Edinboro (Mile Marker 20N) in the west to Milford (Mile Marker 394) in the east. The Heritage Communities Focus Group had the following suggestions and comments:

1. Today, coordination was described as being a “minimal” effort among the Communities due to lack of funding and the fact that implementation of their respective WorkPlans is in the hands of a volunteer-based organization within each respective Heritage Community that has to be focused internally by necessity. Greater cooperation and information sharing is needed among the Heritage Communities so that the Program and the communities themselves reach the full potential.
2. Greater information sharing is needed among the communities in the interest of collaboration and cross-promotion.
3. Given the popularity of streetscape and related projects among the Heritage Communities, and the limited amount of state and federal funding that has been available, there is a need for these communities and/or representatives of the Alliance to be involved in the State Transportation Planning and Programming process within the respective Rural Planning Organizations (RPO’s) or Metropolitan Planning Organizations (MPO’s). These Heritage communities need early notification of PennDOT reconstruction and/or rehabilitation projects so that some of the streetscape enhancements may be incorporated within the planning for these projects.

Ideas – Activities and Projects: Input on potential projects, activities and initiatives suggested were put forward during the participation process, with the more popular noted below:

1. Additional “mansion districts”, such as that in Smethport, since many large fine older residential districts exist in the various boroughs and small cities along the Corridor;
2. More stories and interpretation in the areas that once sustained Citizen Conservation Corps (CCC) Camps during The Great Depression,
3. Developing emphases and initiatives on various overlooked but omni-present resources along the Corridor such as Houses of Worship and Cemeteries;
4. Graphic initiatives highlighting the “Hidden Architecture of towns along Route 6”, incorporating a photographic display of architectural styles and details;

5. Institutionalization of cross-promotion via “Passports” linking resources along or within the Corridor, offering incentives to visitors to “fill up” the Passport;
6. Expand on the potential of existing and proposed “Scenic Overlooks” to capture the traveler for more than the few minutes it takes as a rest stop and photo opportunity;
7. Expand and enhance welcoming and interpretive signage along the Corridor, since there is only a limited sense of “arrival” and many instances of overlooked resources.
8. There is some interest in seeing design standards that provide advice for and guides development, in a manner that reflects uniqueness, may build off of the PA Wilds Design Guide and is of an advisory nature reflecting the varying regulatory framework of the region;
9. There is widespread interest in emphasizing the “quirky” or “weird stories” in a given county, region or even the entire Corridor; and
10. The need to support local historical museums appears to be widely accepted since they help tell local stories but can reinforce Corridor stories and themes and provide a forum for oral histories.

Changing Conditions

Feedback was elicited on perceived changes experienced along the Corridor during the past ten years, described in summary form below in terms of overall trends and perceptions:

- *Trails:* Trail development has occurred at various locations throughout the Corridor, furthering and expanding outdoor recreation and contributing to local economies. More and more communities recognized the economic impact of trails on the community in general and on business districts in particular, especially as many Corridor communities have consciously connected with area water and land trails. Trails are seen as a common denominator within the recreational theme, since regardless if one is fly fishing, camping, kayaking, boating, swimming, hunting, etc., there are probably one or more trails nearby, and the existing trail infrastructure offers opportunities for all trail users – beginner to expert
- *Marcellus Shale Gas (MSG) Development:* One of the more noted changes since the last MAP has been the MSG development. Most of the feedback received revolved around the perception versus the reality of impacts indicating that a perception of severe negative impacts on tourism may be unfounded or overstated. Truck traffic has increased but the MSG industry has been rather cyclical so the conflict potential is not constant, and does not appear to unduly impact the traveler experience. In fact some input notes that MSG development has triggered improvements to the array and condition of accommodations in previously underserved sections of the Corridor, and may have triggered older established motels to improve their facilities. Business input suggests that MSG has helped sustain “mom and pop” businesses in general, and beyond tourism, there are several proposed large- and small-scale gas-powered electric generation plants in the MSG segments of the Corridor. In short, even though MSG was not envisioned or anticipated when the previous MAP was developed, there is a general balanced view of impacts on tourism.

- *Tourism Funding:* There was consensus among the tourism community that State funding has precipitously declined in last 10 years, with the exception of the *Conservation Landscape Initiatives*, a DCNR program. In this regard, specific input noted that this initiative has improved and benefitted Kinzua State Park, Cherry Springs State Park and the Lumber Museum, and the Pocono Forest and Waters Conservation Landscape has worked with land trusts and conservancies in the region providing assistance and mini-grants to drive strategic investment and actions around sustainability, conservation, community revitalization and recreational projects.
- *Mobile Phone Service:* At the time of the last MAP, reliable and consistent cell service was not universally available across the Corridor, a factor that provided, if not an obstacle, at least a hindrance for visitors from metropolitan areas and other locations where adequate cell service may have been taken for granted. Feedback suggests that cell phone service has improved during the last 10 years, which is critical for the traveler and the tourism resource, especially with the popularization of smart phones and for app-based marketing, navigation, directions, etc.
- *Cycling:* While no hard figures or numbers were made available to the consulting team, there is a feeling that bicycling has declined throughout the Corridor in the last 10 years, even though most of Route 6 is designated as Bicycle Route Y. Reasons brought forward for this perception are as follows:
 - Where MSG perception/reality may converge, cyclists may fear truck traffic and general highway conditions not being conducive for safe bicycle travel; and
 - Shoulder conditions and the narrow width of shoulders along Route 6 add to safety concerns in a number of counties and highway segments, and past PennDOT efforts to widen shoulders in several Route 6 counties have stalled with tight highway funding going to bridge rehabilitation and replacement in recent years.

As will be noted later, PennDOT is embarking on the first phase of a bicycling master plan for the Corridor, which will analyze existing conditions and make recommendations for improvements. The Alliance has already pledged its support and assistance for this effort, which is hoped to identify shortcomings and suggest improvements that will encourage greater use for cycling.

Motorcycling appears to be holding its own with input noting that some see an increase in Canadian motorcyclists in the northwest and northcentral segments of the Corridor.

- *Bus Tours:* The Bus tour/travel segment as a whole is characterized as declining according to a wide range of input received at forums, discussions and focus groups.
- *Enterprise Development:* Numerous specialty businesses have developed during the past 10 years including outfitters, wineries, craft breweries, specialty retail, galleries/studios, etc., that essentially have become “common diversions” along the Corridor that are actually “expected” now by the traveler. One-on-one discussions note the recent “special interest destinations” along the Corridor, many being small

businesses with a select market and even special “events” within and/or sponsored by businesses.

- *Water-Based Opportunities:* Considerable interest has emerged in water-based recreation on rivers and lakes during the last 10 years.
- *Unchanging Characteristics:* Interestingly, public input notes some things that *may not have changed* during the past 10 years including that the rural character of the Route 6 Corridor, a major strength. Numerous comments referred to a “mom and pop”, “back in time” and specialty retail atmosphere rather than the franchise development often associated with a major highway, which was identified as the “drive through” development in the original MAP.

Vision Statement

A vision statement is an important foundation for this planning effort, underlying the Management Action Plan (MAP), a requirement for the Corridor Management Plan (CMP) and the Historic Conservation Strategy (HCS).

Introduction to Visioning

A *Vision Statement* provides broad direction for the future so the organization has a clear picture of what it desires to achieve. It provides a way for an organization or stakeholder to determine and evaluate if a potential initiative falls within the organization’s role, but does not include specific actions or activities. These will be outlined in the goals and recommendations. For the PA Route 6 Alliance, the refinement of a *Vision Statement* for this planning effort comprehensively:

- Describe a desired future;
- Help determine progress towards attaining that future vision;
- Inspire the Alliance and embodies its values;
- Reflect the Corridor’s unique and special character;
- Verbalize the Alliance’s highest aspirations; and
- Conjure a similar picture for everyone.

In this case, the *Vision Statement* should capture what the Alliance hopes the Corridor will look like in 10 – 20 years, in terms of what will change, what will remain the same and what are the defining characteristics.

Revising a Vision Statement

As a means of meeting the CMP requirements and in placing the Route 6 context into a comparative framework, vision statements from other Byways in the region, including those for the *Brandywine Valley Scenic Byway (Pennsylvania)*, the *Kinzua Bridge Byway (Pennsylvania)*, the *Bayshore Byway (Delaware)* and the *Journey Through*

Hallowed Ground Byway (Multi-state). Although, these vision statements vary in scope and length, they share an essential encapsulation of the intrinsic qualities.

Gaining guidance on these comparative vision statements, a suggested revised Vision Statement for the Route 6 Corridor was prepared and posted on the Project Website for review and discussion on May 22, 2015. The current and suggested Vision Statements for the Pennsylvania Route 6 Corridor are displayed below.

Existing Vision Statement	Suggested Vision Statement
<p>The Pennsylvania Route 6 Corridor offers a broad range of employment and entrepreneurial opportunities and exceptional experiences. Public and private infrastructure make the corridor accessible and provide economic opportunities for strengthening communities while enhancing natural, cultural, scenic, recreational, and historical resources. A strategic, unified partnership guides the management of these resources, preserving and enhancing the Pennsylvania Route 6 heritage and quality of life throughout the corridor.</p>	<p>Pennsylvania Route 6 will be a historical and tranquil highway that expresses and personifies the American Dream, linking small towns, rural landscapes and industrial centers as well as the unique stories, resources and heritage, and the people who call it home. While diverse in nature, this broad swath of northern Pennsylvania offers common denominators of rivers, forests and other natural wonders that inspire and engage both the outdoor enthusiast and the casual explorer. Some occupations, particularly those rooted in the natural environment, supported past generations and are today the work of a new generation. Crafts and arts once lost have been re-discovered by modern day makers and entrepreneurs and are once again thriving in the communities and on the farms along Route 6. Infused into this landscape are also the stories of men and women who have established and defended their way of life, creating the customs and traditions that are today's celebrated heritage and a dynamic visitor experience.</p>

II. ISSUES AND OPPORTUNITIES

Identity

Identity, story, branding – The Route 6 experience is captured by the diversity of communities, resources, intrinsic qualities, attractions and landscapes along the northern tier of Pennsylvania that draws residents, families and other visitors locally and regionally to unwind and enjoy the beauty, culture and history of this iconic American Corridor. The journey embraces outdoor recreation and leisure in its many forms, historic and architecturally significant buildings and sites, artisans and others making products or performing services, historic, cultural, industrial and agricultural themes, and traditional small towns and villages, many largely untouched by big-box commercialization of the late-20th and early-21st Centuries. What started out as “The Grand Army of the Republic Highway” has evolved and diversified into a macro-destination for outdoor recreation, nature, culture and history.

Identity in General

“Identity” seems to be an overall issue facing the Route 6 Corridor as reflected by input from various sources:

- It is somewhat academic to discuss whether it is a “destination” or a “spine” that connects a series of destinations and resources – it is a macro-destination that contains a multitude of destinations.
- This planning effort expands upon and further defines the “Route 6 experience”.
- There continues to be a disconnect among the communities scattered across a 400+ mile Corridor, since Route 6 communities appear to “connect” with nearby communities and resources even though they may not be within the Route 6 Corridor rather than communities further away along Route 6. This lack of connectivity supports the concept of *Character Areas*, as described below, embracing the varying uniqueness of localities while boasting a diverse potential to explore, experience and engage in a range of activities within the different Character Areas.
- Identity need not be monolithic and cannot be, given the inherent diversity of the Corridor. There can be distinct *Character Areas* and *Landing Nodes* within those character areas narrowing yet explaining the diversity and the breadth of the Corridor.
- The plethora of other tourism regions, heritage areas, artisan trails and other tourism-oriented constructs along the Route 6 Corridor, as previously described, is confusing, diluting the messages of all of them.

- The “identity” must be attractive to an array of visitors including day trippers, “THE Route 6 traveler”, sojourners, residents and commuters, and recognize the variations in geographic pull.
- Byway designation, implementation and recognition may *be the critical element* in the clarification of the identity issue and in reaping additional economic benefits. National Scenic Byway designation presents an opportunity to resolve the Route 6 as “destination” or “spine” paradox and establish the Corridor as a Macro-Travel Destination”.

Authenticity as Identity

There are multiple faces to “local authenticity” as a defining element of the Corridor identity. *Local Authenticity* is a major attractive resource reflective in the “intrinsic qualities” that contribute to the Route 6 experience. Authenticity can be found in:

- *Outdoor Opportunities:* Amid the diversity of the Corridor, a wide array of nature-tourism and recreation resources are abundant particularly found within the *Public Land* :
 - A Common Resource/Intrinsic Quality: The large clusters and concentrations of public land along the Corridor in the form of state and federal parks, recreation areas, forests and other resources comprise a significant part of the Corridor’s local authenticity.
 - A Common Link: The Outdoor Opportunities presents an opportunity to recognize, preserve, provide/improve access, enhance and capitalize on these intrinsic qualities and destinations while comprising a common bond along this diverse Corridor.
- *The Cultural Experience:* The wide reach of tangible authentic Corridor attributes embrace everything from the creations of artists and artisans, to museums and other cultural intrinsic qualities, and to specialized local retail shops that encourage interactivity between shop owners and travelers:
 - A re-emphasis on the Artisan Trail and even re-casting it as a “Made on Route 6” trail, encourages more locally developed and unique products for sale;
 - A more visible role for the many museums that provide a glimpse at the local heritage and culture of the respective Character Areas and Landing Nodes, with connection to the Route 6 themes; and
 - The unique stories along the Corridor that further provide insight to the local authenticity and uniqueness of the Corridor.
- *Specialty Retail:* Retail growth and diversification has a renewed resurgence throughout the Corridor in the form of smaller specialty and “mom and pop” stores, a critical feature as the antithesis of the franchise/big-box orientation of the commercial sector in the 21st Century. They offer the “unique” retailing experience catering to highly specialized interests – outfitters, antiques, art work, gaming, etc. – but with many of them having limited staff and limited resources for promotion, there is a need to “get them on the map”

- *The Culinary Delights:* Throughout the Corridor are ever-growing farm-to-table products and the burgeoning craft alcoholic beverage industry. This suggests the relevance of various opportunities:
 - Agri-tourism embracing crops and livestock and the various products – local produce, processing (i.e. maple, honey), meat products, cheese, etc.;
 - Culinary-tourism embracing unique eating/drinking establishments, featured chefs and even competitions, winery/craft beer tours, food/beverage events, etc.;

Describing the Corridor

Typically for a Corridor Management Plan (CMP), the Corridor is defined by the area that is visible from the Byway, which can be very close-in or be miles in length. In addition to what is visible from the Byway, it includes major destinations/intrinsic qualities, such as a National Register Historic District, a National or State Park, or National Natural Landmark, which contribute to the Route 6 story and experience.

A central and unifying perspective is that the Route 6 Corridor is largely defined by the intrinsic qualities located along or near the route, which include various destinations, venues and experiences, as well as the small communities that dot the byway route and the special places between them. These intrinsic qualities may vary in the experience they offer and the audience they attract. Much has been said about “diversity” along the 427-mile Corridor, which is a positive attribute but a difficult one to grasp as noted earlier under the identity factor. The Byway traverses distinct Character Areas that further define the unique intrinsic qualities of the differing places along the Corridor.






The concepts of “Character Areas” and “Landing Nodes” are introduced in this planning effort as means of describing and defining the Route 6 Corridor, and embracing the diversity. *The Byway both defines and is defined by the Character Areas and its corresponding Landing Nodes. Each Character Area links and places a frame of reference on the geographic context; integrates the Corridor’s intrinsic qualities; and shapes the recommendations and actions in this planning document.* A Landing Node is a community or location that is a popular destination within the Character Area reflecting what the area is known for, and provide for a point of reference to the area’s destinations. A Landing Node can also offer amenities to engage the traveler and to provide for his comfort and needs. Comparatively, the Landing Node is to the Character Area as the “Trail Town” is to a trail network, and as the “River Town” is to a river. The Landing Node concept benefits the community, organization or stakeholder by capitalizing on the resources, attractions and destinations in the Character Area while serving the visitor’s expectations and experience.

Inventory Assessment of Intrinsic Qualities

As noted, Character Areas begin to address the issue of Identity for PA Route 6 and reflect the intrinsic qualities of the byway and heritage Corridor that make each of these areas unique. Additional detail on these qualities is documented in the Management Action Plan and Heritage Community Work Plans for the PA Route 6 Heritage Corridor. There are six intrinsic qualities in the National Scenic Byways Program for which a byway can be designated (refer to definitions on the following page). They include historic, cultural, natural, scenic, recreational and archaeological intrinsic qualities. Generally, and overall, the primary intrinsic qualities that best describe the PA Route 6 Corridor are its natural, recreational and scenic qualities due to the extensive rural landscape, forested lands and year-round outdoor recreation. However, historic and cultural qualities abound in the communities and landscapes along the route.

Natural intrinsic qualities are integral to the make-up and value of the scenic views and roadside character offering travelers scenery that is memorable and attractive in a mostly rural setting. Natural qualities also contribute to the historic and cultural landscapes of the byway viewshed as is evident in the farmsteads and agricultural fields, and in each National Register of Historic District in addition to sites such as the Tunkhannock Viaduct, Marie Antoinette Overlook and Camp Ladore. *Recreational intrinsic qualities* are equally important in terms of the sheer number of forests, rivers and trail networks, which present multi-modal options in addition to a plethora of recreational activities. Passive and active recreational opportunities can be found throughout the PA Route 6 Corridor from bird and wildlife viewing to enjoying a scenic view of rivers, mountains and lakes or actively engaging in hiking, skiing and hunting, among many others. Residents and visitors can experience the byway along the hundreds of miles of trails, current and future bicycle routes, and pedestrian environment in the PA Route 6 communities, as well as facilities that allow walking to, from and along the Byway route, and at area destinations.

INTRINSIC QUALITIES: NATIONAL SCENIC BYWAY DEFINITIONS

	<p><i>Natural</i> - Applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.</p>
	<p><i>Recreational</i> - Involves outdoor recreational activities directly association 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.</p>
	<p><i>Scenic</i> - The heightened visual experience is derived from the view of natural and man-made elements of the visual environment of the scenic byway Corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and 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.</p>
	<p><i>Historic</i> - 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.</p>
	<p><i>Cultural</i> - 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.</p>

INTRINSIC QUALITIES: NATIONAL SCENIC BYWAY DEFINITIONS (cont'd)



Archaeological - Involves those characteristics of the scenic byways Corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway Corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

To better understand the significance of these intrinsic qualities with respect to considering whether the Corridor possesses enough qualities for ultimate designation as a National Scenic Byway, and given the inherent diversity found along its 427- miles, the Character Areas provide a logical approach to documenting, recognizing and promoting them.

Great Lake Character Area

Encompassing a distinct and unique physiographic lake region in northwestern Pennsylvania, from one of the Great Lakes – Lake Erie – to many smaller lakes, the Great Lake Character Area epitomizes more of the natural, scenic and recreational qualities along PA Route 6. There is a strong heritage of summer recreation centered on the lakes and the communities associated with them – Linesville, Conneaut Lake, Meadville and Edinboro. Each of the area lakes provides not only a respite for its local residents and travelers but has many ways to experience the outdoor-of-doors that include:

- Lake Erie is the eleventh largest lake in the world (by surface area), and the fourth largest of the Great Lakes in surface area and the smallest by volume. It is the warmest and most biologically productive of the Great Lakes, and the Lake Erie walleye fishery is considered the best in the world.¹ Recreation abounds along the lake with boating, fishing, swimming and other outdoor activities.
- Presque Island State Park – a place for all seasons is a National Natural Landmark with its many unique habitats that contain a great number of the state's endangered, threatened and rare species. It is a favorite spot for migrating birds and the Festival of the Birds is entering its seventh year. Presque Isle offers a beautiful coastline. The Tom Ridge Environmental Center (TREC) serves as a center for research, conservation and environmental awareness. Its 75-foot observation tower, interactive exhibits, theater, information and a café make it a great place to begin a journey in learning about the area's natural resources.

¹ Great Lakes Information Network www.great-lakes.net

- Pymatuning Reservoir and State Park, Edinboro Lake, and Conneaut Lake are great smaller get-away lakes. Each lake offer anglers, boaters, swimmers and others, facilities to fish, get out on the lake, picnic, view wildlife, among many other outdoor recreational opportunities to explore and enjoy.

Industry Character Area

A rich and diverse industrial heritage is characteristic of the communities of Corry and Union City that grew because of wood products and other industries from industrial machinery and the railroad to corsets. These industrial and commercial centers tell another story that contrast to the rural and forested areas along much of the byway. Although much of Union City's industrial base is gone, it once was known as the "chair center of the world". Refining breakthroughs by Joshua Merrill, lead chemist and manager of the Downer Oil Works nearby is another testament to industrial inventions of the area. His illuminating oil for use on railroads, steamships and in factories was safer and developed deodorized lubricating oils that opened new markets. In Warren, numerous industries prospered, and some continue to prosper, ranging from oil refining and allied processing and supply firms, to rail car and steel manufacturing to catalog clothing, and food and drink packaging. Meadville has a long industrial heritage including numerous tool and die, tool manufacturing and other industrial and processing firms. Today, these communities boast a strong industrial and rail heritage and freight rail continues to function.

Allegheny River Character Area

The Susquehanna River/Water Trail in the east and the Allegheny River/Water Trail in the west are the central points of focus of the two allied but distinct River Character Areas. In the west, seven miles of the Allegheny River below the Kinzua Dam to Route 6 was added to the National Wild and Scenic River System and classified as recreational. The Allegheny National Recreation Area features the Allegheny River, the Kinzua Dam, Allegheny Reservoir and Lake Kinzua and also boasts the North Country National Scenic Trail, 171 miles in Pennsylvania. The Allegheny River community of Warren boasts a National Register Historic District, a renewed focus on the River and the visual and performing arts, while the Kinzua Bridge State Park has its own scenic byway and Kinzua Viaduct recently converted as a pedestrian walkway was once known as the longest (2,053') and tallest (301') railroad structure. Taken together, this segment of the Corridor offers the water-based experience within natural and historical settings.

State and National Forest Character Area

Pennsylvania Route 6 has an abundance of National and State Forests and Parks illustrating the area's strong heritage in forest and wood products. This Character Area is also within the Lumber Heritage Region of Pennsylvania and Pennsylvania Wilds boasting the natural beauty, lumber heritage and outdoor adventure found here. The

breadth of natural, scenic and recreational intrinsic qualities is boundless beginning with the uniqueness of Cherry Springs State Park boasting the darkest night skies in the east.

- Central to the byway is the Susquehannock State Forest (265,000 acres), which has the most productive stand of black cherry trees and named for the Susquehannock tribe that once inhabited the area. The mountainous terrain offers year-round recreational opportunities from an 85-mile trail for hiking and cross-country skiing as well as trails for snowmobiles, mountain bikes and ATVs. Taken together, these many and varied trails provide connections among eight (8) State Parks.
- The Allegheny National Forest (ANF) (517,000± acres) is Pennsylvania's only National Forest bringing with it forest management practices to improve and sustain the forest resources. Throughout the forest is a multitude of year-round outdoor recreation activities and conservation practices. Two National Wilderness Areas – The Hickory Creek and Allegheny Islands Wilderness further emphasize the importance and value placed on these natural qualities.
- Tioga, Susquehannock and Elk State Forests, as well as ten (10) State Parks, two (2) National Recreation Areas and three (3) major regional trails provide a wealth of passive and active recreation while helping to sustain the forested scenery of Pennsylvania. Each of the heritage communities reflects the area's timber and lumber industries and the more current tourism attractions.
- Austin is anecdotally known as "Lumber City" or "Hemlock City" while Coudersport and Galeton have sawmills and tanneries of the early wood product industries.
- Smethport is unique with the 100-year old Backus Company inventing the automatic bowling pinsetter and world leader of restaurant pepper mills and the Smethport Specialty Company manufacturing the *Wooly Willy* children's game.
- Warren at the edge of the ANF is a National Register Historic District with lumber being its main industry from 1810-1840.
- Wellsboro, Port Allegany, Mount Jewett, Kane and Sheffield are other communities that grew around the forests and the lumber industry.

Endless Mountains Agricultural Character Area

This Character Area along the PA Route 6 Corridor traverses a largely scenic landscape of agricultural fields and farmsteads that reflects the area's rich farming heritage and present offerings of farm-to-table products and vineyards. Troy and its surrounding landscape have a long heritage of dairy farming. Enjoying the view of this

rural agrarian landscape is an activity that many travelers can enjoy reflecting the scenic qualities of the byway Corridor and character area. Interpreting these cultural and historic landscapes will further engage the public in understanding the value of the countryside beyond its scenic beauty. Thematically, the Agricultural Endless Mountains Character Area shares the stories and resources with the Endless Mountains Heritage Area.

Mansfield is a major gateway to this character area as well as Wellsboro and Troy where there are many buildings and sites listed on the National Register of Historic Places that tell stories about the people who settled and farmed in the region. Numerous outdoor recreational areas offer facilities for people to explore the area's scenic beauty and natural heritage including the state parks, along the trails and at facilities such as Pine Creek Gorge or known as the "PA Grand Canyon", and the Tioga, Hammond, Cowanesque Lakes, together a famous Federal flood water and recreational dam facility.

Susquehanna River Character Areas

As noted earlier, the Susquehanna River/Water Trail in the east and the Allegheny River/Water Trail in the west are the focus of the two allied but distinct River Character Areas. Some of the most dynamic of the scenic views on the Corridor are along Route 6 between the Bradford County communities of Wysox and Wyalusing, including views of the French Azilum Historic Site, on a horseshoe bend along the Susquehanna River where loyalists of French King Louis XVI took refuge. Thematically, the Susquehanna River Character Area also shares the stories and resources with the Endless Mountains Heritage Area. Nearby communities and surrounding geographies are linked to these dominant natural resources where the heritage of Native Americans can be discovered. The Susquehanna River communities include Towanda/Wysox, Wyalusing, Laceyville, and Tunkhannock. Near the latter community, called the 9th Wonder of the World, the Tunkhannock Viaduct is registered as a National Historic Civil Engineering Landmark.

D&H Character Area

The Delaware & Hudson (D&H) Character Area reflects the historical inclusivity of early innovations in coal mining activities and transport via the D&H Canal to major markets. Constructed from 1825 to 1829 — with 16 miles of gravity railway and 108 locks over a 108-mile canal — it was initially built to transport anthracite coal from mines in northeastern Pennsylvania to markets on the Hudson River. The D&H Canal and Pennsylvania Coal Company Gravity Railroad expanded the earlier canal system.²

Thematically, this Character Area shares the history of coal and railroading with the Lackawanna National Heritage Area. In the D&H Canal communities, Carbondale was

² <http://www.nps.gov/upde/learn/historyculture/dhcanal.htm>

influenced and built around the early mining industry, with Waymart and Hawley offering glimpses into the Early Gravity Railroad legacy. In Honesdale, there is the Canal Basin and early railroad history. Not far from PA Route 6 is the oldest existing wire suspension bridge designed and built by John A. Roebling over the Upper Delaware River. Portions of the D&H Canal and the Roebling Bridge/Delaware Aqueduct are designated a National Historic Landmark while the Delaware Aqueduct is a National Civil Engineering Landmark. Of note, although a different era and industry, the Dorflinger-Suydam Wildlife Sanctuary not only preserved the natural beauty of the area but it is home to the largest collection of Dorflinger glass displayed in the Dorflinger Glass Museum

Conservation Character Area

With Grey Towers as the Birthplace of the American Conservation Movement, the Conservation Character Area symbolizes “green” and sustainability. The Borough of Milford, the Birthplace of the American Conservation Movement, boasts Grey Towers National Historic Site and the Pinchot Institute, home of Gifford Pinchot, America’s first forester and founder of the USDA Forest Service. He served two terms as governor of Pennsylvania and is considered the father of the Conservation movement. The site serves as a conservation education and leadership center nestled in the Pocono Mountains.

The Delaware River and Delaware Water Gap National Recreation Area offer stunning scenery, scenic views, and a diversity of land and water recreational qualities to explore the natural and historic landscape. Lake Wallenpaupack, the third largest fresh water lake in Pennsylvania, is a center of recreation with its waterfalls and 52 miles of shoreline. This area offers history amidst the native beauty of northeastern Pennsylvania and in the Heritage Communities of Milford and Hawley.

Summary

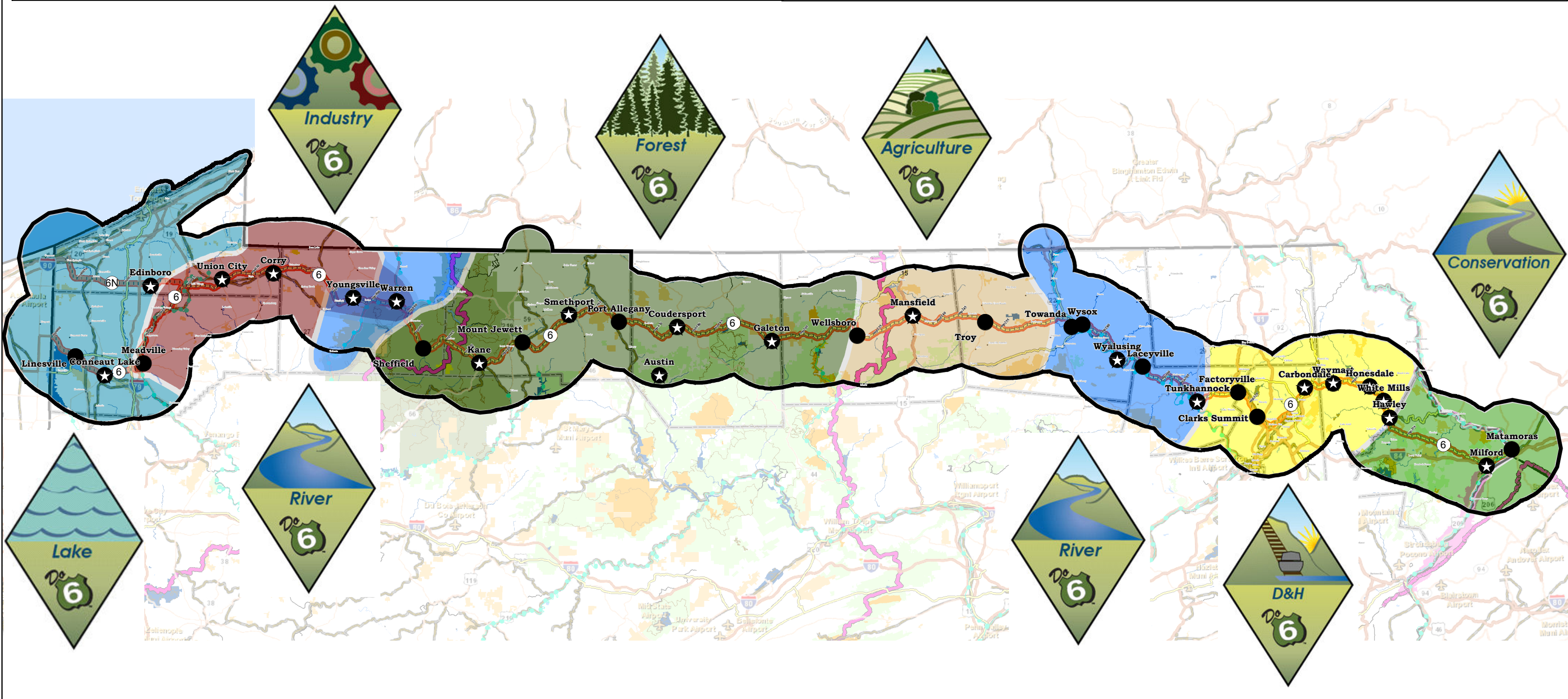
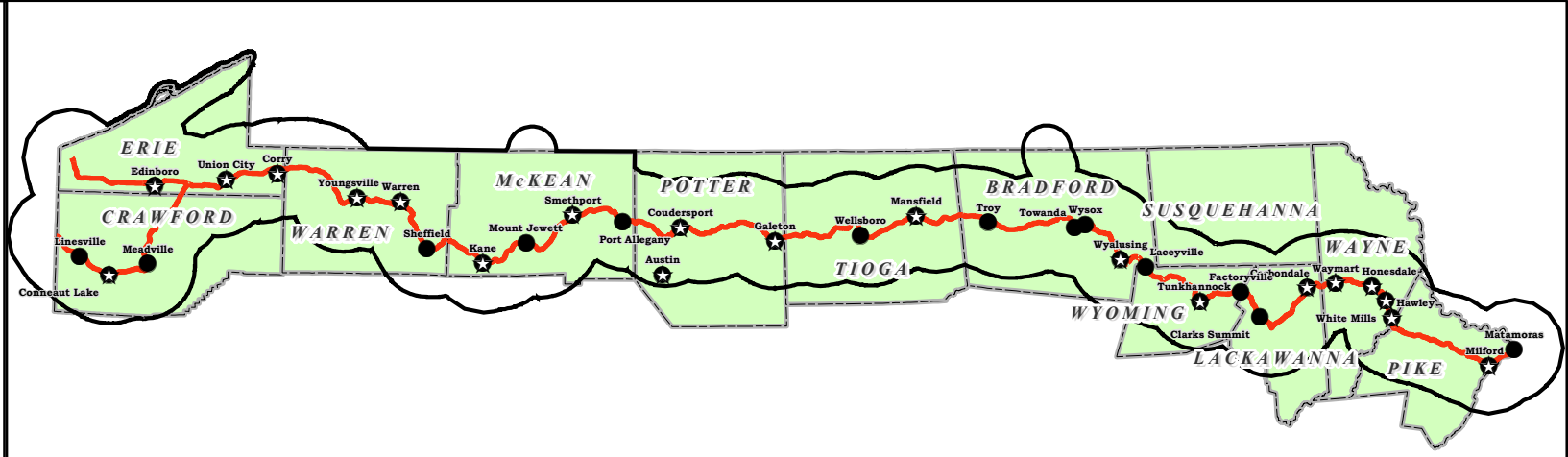
The Table on the following page summarizes the proposed Character Areas in terms of the communities that may serve as nodes, the overarching defining characteristic(s), major secondary characteristics and the generalized parameters as per the PA Route 6 Mile Marker system. The table is followed by a map that graphically depicts the Character Areas.

CHARACTER AREA OVERVIEW

Character Area	Nodes*	Defining Characteristics	Secondary Characteristics	General Mile Marker Range
Great Lake Character Area	<i>Linesville, Conneaut Lake, Meadville, Erie & Edinboro</i>	Lakes – Erie, Edinboro, Pymatuning Canadohta & Conneaut	Agriculture, Ice Age, Recreation/ Entertainment, Sports, Educational Heritage, Trails, French Creek and other Water Resources	0 – 20 0N – 24N
Industry Character Area	<i>Meadville, Union City, Corry, & Warren</i>	Past & present Specialized Manufacturing	Land & Water Trails, Oil/Gas Heritage & Rail Transportation	20 - 79
Allegheny River Character Area	<i>Youngsville & Warren</i>	Allegheny River & Kinzua Area Resources	Arts/Artisans, Outdoor recreation Resources, Oil/Gas Heritage and Land & Water Trails	79 - 102
State and National Forest Character Area	<i>Sheffield, Kane, Mount Jewett, Smethport, Port Allegany, Coudersport, Austin Galetton & Wellsboro</i>	Tioga, Susquehannock and Elk State Forests; State Parks & Allegheny National Forest – Outdoor Recreation/Sporting	Timbering/Wood Heritage, Trails, Existing Wood Products Industries, Historic Districts, “Dark Skies”, & Pedestrian-Scale Shopping	102 - 219
Endless Mountains Agricultural Character Area	<i>Wellsboro, Mansfield, Troy & Towanda</i>	Agricultural fields, dairy farming, farmsteads & farming communities	Land Trails, State Parks, Tioga-Hammond Lakes, Educational Heritage & Gas Production	219 - 266
Susquehanna River Character Area	<i>Towanda/Wysox, Wyalusing, Laceyville & Tunkhannock</i>	Susquehanna River	Land & Water Trails, Historic Districts, Scenic Overlooks, Native American heritage & Arts/Entertainment	266 - 314
D & H Character Area	<i>Factoryville,, Clarks Summit, Scranton, Carbondale, Waymart, Honesdale, White Mills & Hawley</i>	Delaware & Hudson Mining & Rail/Canal Resources	Historic Districts, Rail Heritage, Summer Camp/Retreat Heritage, Recreation/ Entertainment, Sports & Early Industrial Heritage	314 - 369
Conservation Character Area	<i>Hawley, Milford & Matamoras</i>	Early Conservation Resources	Historic Districts, Specialty Shopping, Arts, Land/Water Trails, Lakes/Ponds, Vacation Heritage, Waterfalls & NY/NJ Connection	369 - 400

* NOTE: Nodes in Italics denote PA Route 6 Heritage Communities

- Node
- ☆ Heritage Community
- Mile Post Marker
- Route 6
- Rt 6 Corridor
- County Boundary
- Major Cross Corridor Trail
- Trails on Public Land
- Public Trails
- Water Trail
- BicyclePA Route
- State Park
- State Gameland
- State Forest
- Wild & Natural Area
- National Forest
- National Landmark
- National Recreation Area



Interpretative Themes

The original Management Action Plan identified the following themes for Route 6, which help to tell the Story of the Corridor while identifying what and how a traveler learns about the intrinsic qualities and Corridor story and where a traveler can explore them.

- *A Warrior's Road* - Honors the stories of warriors of many races, genders and times who fought or lived along the Corridor;
- *Natural Opportunities* - Many profited from the natural resources along the Corridor, and their stories reflect the changing attitudes on natural resources – evolving from exploitation to appreciation;
- *The Engineers Challenge* - The topographical and locational challenges of the Corridor were countered by spectacular feats of civil engineering;
- *New Beginnings and Safe Havens* - The Corridor provided freedom and opportunity for many people – Connecticut Yankees, French Aristocrats, escaping slaves – just to name a few;
- *Visionaries, Achievers and Social Entrepreneurs* - The Corridor was home for many people whose ideas and achievements have inspired and transformed the nation; and
- *Outdoor Enthusiasts Paradise* - The Corridor offers a myriad of outdoor recreational opportunities for every season and for every taste.

The Alliance notes that these six (6) interpretive themes are used for several itineraries, and actually comprise the outline for the current press release plan. In this planning process, the Interpretive Themes were reevaluated with respect to whether or not the Route 6 themes (1) resonate as “experiences” with the public, or (2) be recognizable to the public as it travels the Corridor, or (3) be identified at the appropriate destinations/resources, or (4) have the benefit of interpretation or directional guidance. The Route 6 Heritage Communities Program *WorkPlans* made an effort to localize these themes for each of the respective Heritage Communities, which was a good first step but this effort only focused on 20 communities and not the entire Corridor. Other observations on the themes include:

- The *New Beginnings and Safe Havens* and *Visionaries, Achievers and Social Entrepreneurs* theme appears to be obscure or not well developed and promoted;
- While the six themes have been adopted by the Route 6 Alliance they may not be recognized, adopted and/or incorporated into marketing and promotion at the respective local resources, destinations and attractions throughout the Corridor; and
- A combination of signage, mobile device applications, websites and commonly available printed material can increase public recognition, especially if the themes are recast to better express experiential contexts.

The Route 6 Alliance *Four Hundred Miles of Stories: An Interpretive Plan for the Route 6 Corridor in Pennsylvania* (2002) fulfilled the task of *organizing* the many stories of Route 6 into manageable categories.

From Themes to Experiences

According to the National Park Service, visitor experience “is everything that visitors do, sense, and learn; it includes knowledge, attitudes, behaviors and values; it is affected by experiences prior to the visit and affects behavior after the visit” (Source: *Comprehensive Interpretive Planning*; NPS 2000). A key challenge for the next decade is to identify or develop an array of visitor experience opportunities from the six interpretive themes. In particular, how can visitors (and residents, too) experience the stories of Route 6 and form their own intellectual and meaningful connections to them?

The themes were originally developed by studying the compelling stories of the Corridor. Some were gathered from regional and local history books and historical markers, some were well-known and often-told stories, but most were found in the local historical museums, businesses, sites and parks. In other words, the themes were the result of stories that were already being shared locally. They existed before there was a Route 6 Alliance. The themes not only recognize the intrinsic qualities and resources that can reveal the stories and the links between them.

Most of the organizations that operate museums and other interpretive resources are rather small with limited budgets, few paid staff and a corps of dedicated volunteers. Given what are often limited financial and staffing constraints, museums offer an impressive array of experiences.

The relationship between the local interpretive resources and the Alliance was surveyed revealing:

- Overall, there is a need to improve museum visibility with directional signage, links on the Route 6 website, and inclusion of museum events/activities on the Alliance’s calendar of events.
- That the themes were not understood or recognized in the collections, exhibits and programs of the local interpreters, despite the fact that many had been involved in their development. These groups have a key role in localizing the Corridor-wide themes along the Corridor. However, there is no evidence that the six current Route 6 themes have gained wide-spread recognition in the museums or are being actively promoted. by the museums.
- There is interest in a print or electronic “passport”- type device that interconnects and cross-promotes various venues. If this is coordinated by the Alliance it could be structured according to the themes, demonstrating to visitors and venues how the

themes apply to the experiences offered. It does not rely on the local organization to promote the themes, which takes some of the pressure off of the under-resourced venue. They are included in the themes passively by their inclusion in the “passport.” They are not pressured to change what they do immediately, and they can gradually incorporate the themes into their own interpretive plans. This can also be accomplished by the display of the links on the Route 6 website; if they are organized by theme, organizations will begin to see themselves within the bigger picture of interpretation along the Corridor.

Existing Conditions Assessment

Land Use

Land use patterns vary markedly along the Corridor with an array of developed and undeveloped uses, patterns and pressures, as one would presume in a 427-mile Corridor. The map on the following page graphically depicts a generalized profile of land uses and resources that may have an effect on tourism in particular. There are a few significant characteristics and influences that are worth noting:

- The Corridor is essentially dotted with typically small largely developed communities in a surprising symmetrical pattern, except for the eastern segment between Hawley and Milford. There are numerous “pedestrian scale” business districts within these built-up communities with US Route 6, or US Business Route 6 (i.e. Warren, Tunkhannock and Carbondale), being the “Main Street” of the community and business district.



- Between these built-up communities exists a largely rural countryside including open space, forested areas and agricultural fields.



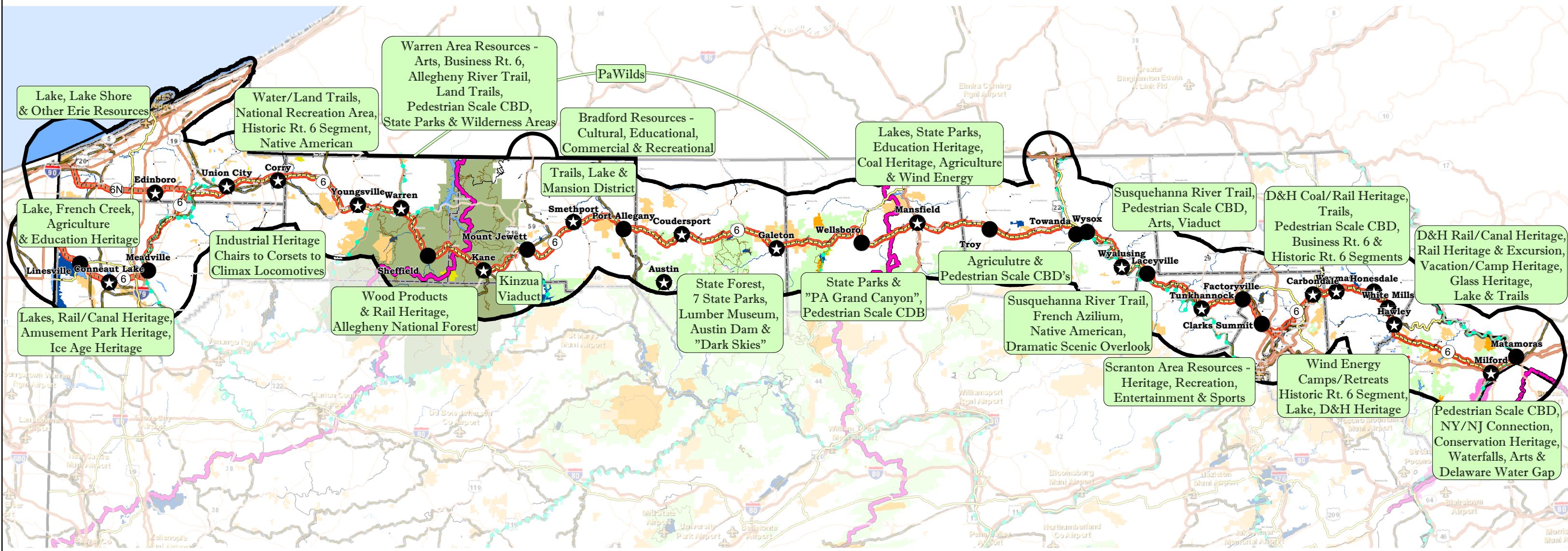
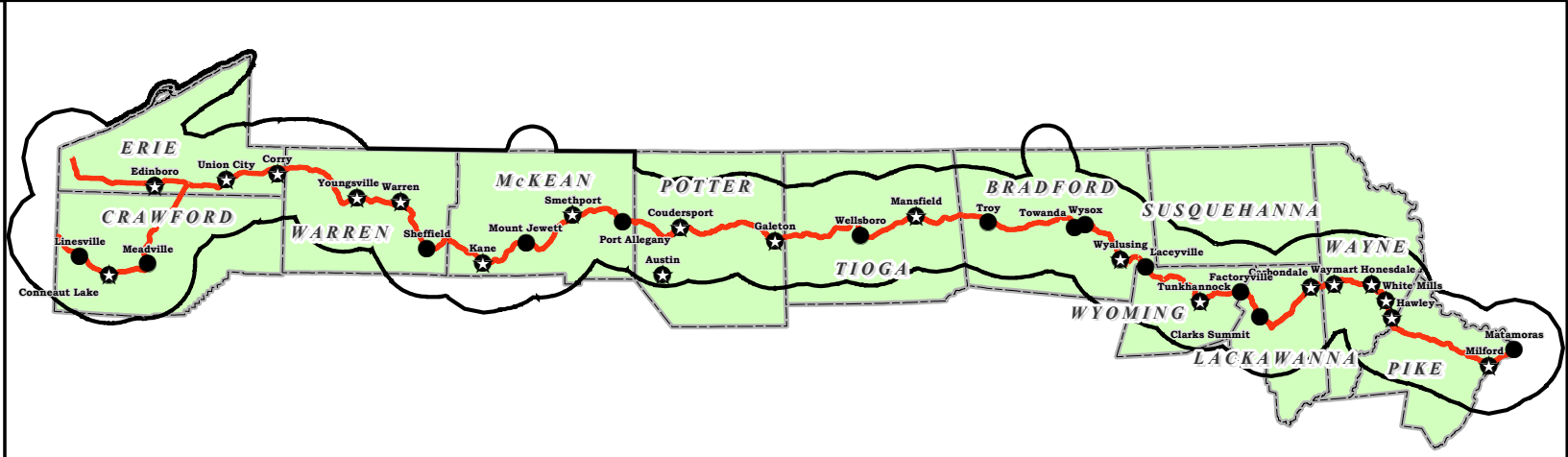
- Although not visible on the map, in a number of areas the land adjacent to the built-up communities has seen conversion to a “highway-commercial” land use pattern, which may vary in size and length with the size of the community or region, including large areas abutting Meadville, Warren and Milford for example, and smaller areas in places such as Corry, Coudersport, Wellsboro and Wysox.



- The regional tourism resources, intrinsic qualities and land uses embrace the lake region of northwestern sections, the forested and agricultural central sections, the Allegheny and Susquehanna River areas, and the shared historical and cultural resources of the northeastern section. These patterns define the Character Areas described above.



- Node
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- Mile Post Marker
- Route 6
- Rt 6 Corridor
- County Boundary
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- Trails on Public Land
- Public Trails
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- BicyclePA Route
- State Park
- State Gameland
- State Forest
- Wild & Natural Area
- National Forest
- National Landmark
- National Recreation Area



One of the major pressures that have affected land use in the Corridor since the original MAP has been the Marcellus Shale Gas (MSG) development as a result of the application of unconventional drilling to the Marcellus formation underlying portions of the Corridor. This process became more popular in Pennsylvania since the middle of the last decade. The map on the following page graphically depicts the location of this drilling activity in the Route 6 Corridor during the period 2006-15.



- MSG drilling activities and permits in the Route 6 Corridor are concentrated in a segment roughly bound by the border of the counties of Tioga and Potter in the west and northwestern Wyoming County in the east, as further depicted on the enlargement on the map.
- The map suggests that within this concentrated area, the highway essentially bisects the MSG activities.
- Elsewhere along the Corridor, MSG drilling activities were highly scattered and somewhat removed from the immediate highway area.
- During this period, a total of 3,231 wells were “spudded” and 740 were permitted but not spudded, a concentration of the latter are located in Bradford County.

In oil drilling "spudding" means the very start of drilling on a new well by removing rock, dirt and other sedimentary material with the drill bit

Drilling activities in the Corridor and elsewhere in Pennsylvania has been rather cyclical, reflecting market forces, gas prices and demand. During periods of pronounced drilling, impacts are felt in terms of increased truck traffic, storage of materials necessary in the gas field, and demands on the hospitality sector in the affected communities. As noted earlier, feedback suggests a disconnection between perception and reality at times. Concern does exist over the potential impact of MSG development – storage areas, trucking companies, suppliers and well pads – on the rural visual quality. These concerns resulted in the development of the *Pennsylvania Wilds Design Guide Supplement for Oil & Gas Best Practices* in 2013, which provides guidance for the protection of certain resources including scenic viewsheds/vistas, natural land forms, “dark skies”, roadway corridors and community character. In terms of potential future issues, there is increasing interest in recovering gas from the Utica Shale, a formation that underlies much of Pennsylvania including most of the Route 6 Corridor region. Some drilling into this formation has already occurred in Pennsylvania.

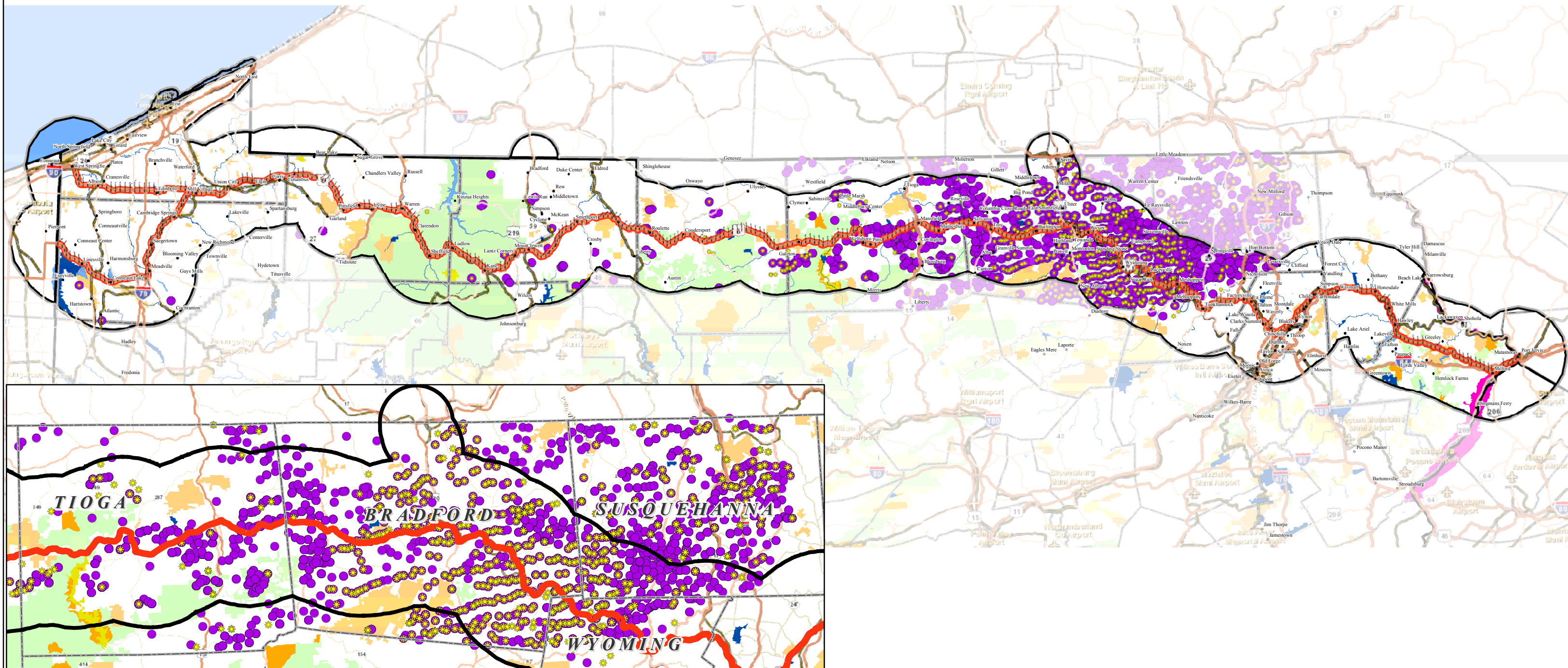
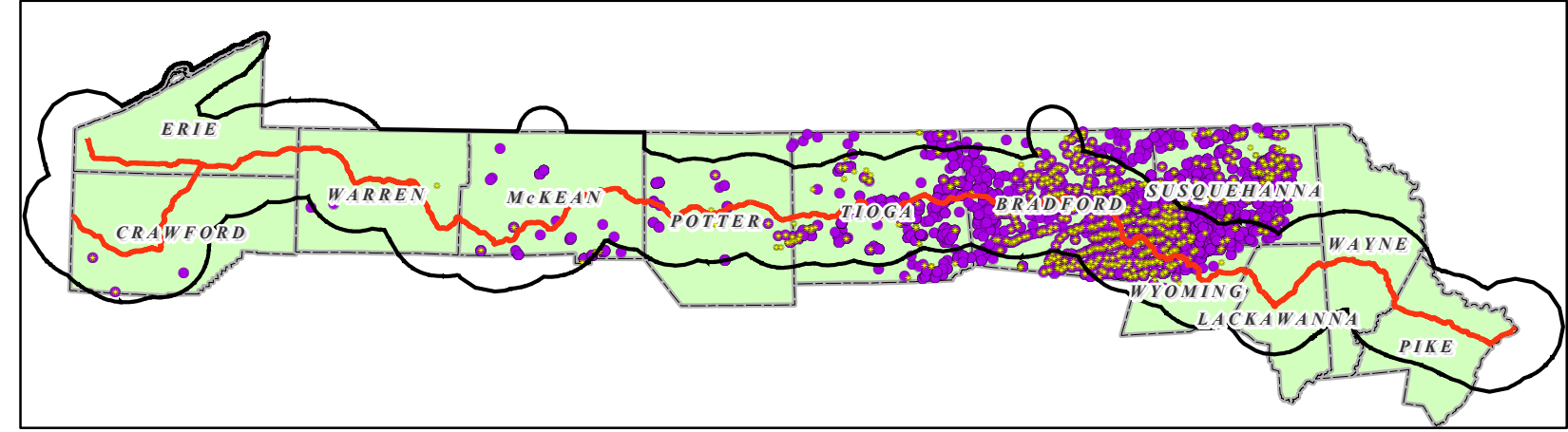




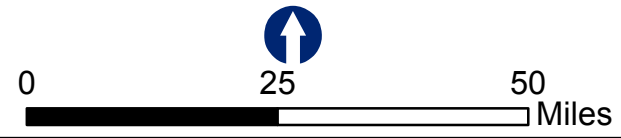
Spudded Marcellus Wells: 3,231



additional Permitted Marcellus Wells: 740



Source: Interpreted from Pennsylvania Department of Environmental Protection - Oil & Gas Locations - Conventional Unconventional database (4/2015)



ROUTE 6 CORRIDOR
MARCELLUS ACTIVITY (2006-2015)

Signs

Signs play an important role for the traveler. Signs:

- Provide direction for safe travel to PA Route 6 destinations, resources and services:
- Offer opportunities to promote the Corridor as a macro-destination as well as for individual destinations; and
- Provide advertising of businesses who offer services for the traveler and resident.

Signs can be beneficial to or detract from the traveler's experience. Along the 427-mile Byway route and heritage Corridor, there is a complex layering of sign types among the multitude of regulatory, on premise destination and business signs, or off-premise signs. Federal and State regulations are consistent throughout the Corridor while local regulations vary. Milford, Tunkhannock Township, Wyalusing Borough and Township, Smethport and Warren adopted sign ordinances while others are integrated within zoning ordinances. Appendix E describes in general some of the various sign requirements in the communities along Route 6. In support of the Pennsylvania Scenic Byway designation, the PA Route 6 Alliance reached out to all municipalities along PA Route 6 to gain resolutions of support, which indicates the municipality is supportive of the condition that new outdoor advertising sign will no longer be permitted. As of summer 2015, over 50% of the municipalities have adopted resolutions of support. Additional information and guidance can be found in the Strategic Plan portion of this planning document.

Of note, is the PA Route 6 Mile Marker Program initiated by and is administered by the PA Route 6 Alliance, which began in 2008 as part of a desired future wayfinding system for the Corridor, Four hundred twenty seven, (427) signs, one double faced for each mile marker, were installed providing a continuous visual directional and trailblazing link along the highway. These mile-markers also provide the location along the Corridor where key destinations can be found. PennDOT County Maintenance Districts assisted PA Route 6 Alliance by surveying the existing signs in 2013, resulting in 40 missing signs and/or poles. PA Route 6 Alliance is working toward replacing those signs by Spring 2016. The replacement signs are being funded by the counties in the Corridor. PennDOT is also notifying the Alliance if any sign is lost due to an accident so that reimbursement funds can be requested from insurance companies.



Other signage matters include:

- Presently, the “arrival” at PA Route 6 is muted, with no gateway signs for traffic entering Pennsylvania Route 6 from New York or Ohio, or even signage that welcomes a traveler into the state.
- There is no gateway signage alerting the traveler on Interstates 90, 79, 81 and 84, as well as on other critical highways such as US Routes 219 and 15.

Tourism and the Economy

The table below summarizes the changing economic impacts of tourism in the Route 6 Corridor by county between 2005 and 2013 according to *The Economic Impact of Tourism in Pennsylvania* (Tourism Economics; January 2015). This is a good barometer since the base year of the analysis coincides with the year of SHA designation for Route 6. However, the geography of the PA Route 6 Corridor is vast – over 400 miles in length – and it must be acknowledged that many of the tourist attractions in the 11 counties through which PA Route 6 travels, and their associated economic impact, cannot be directly attributed exclusively to the Corridor. During this period:



- Combined spending attributable to tourism increased by just over 26% Corridor-wide from \$2.95 billion to just over \$3.7 billion.
- Tourism spending percentage increases were especially high among McKean, Potter, Warren, Bradford and especially Wyoming counties.
- Even though the percent increase was moderate during the period, tourism spending in Erie County led the Corridor counties and accounted for nearly one-quarter of all tourism spending in the Corridor in 2013.
- Similarly, while increases were more modest in the counties of Lackawanna and Pike during this period, respectively these counties accounted for 17% and 16% of total tourism spending along the Corridor in 2013.

County	Tourism Spending - Millions		Change in Spending	Employment		Change in Employment
	2005	2013		2005	2013	
Crawford	260	266	2.3%	2,224	2,152	-3.2%
Erie	727	925	27.2%	7,134	7,527	5.5%
McKean	120	175	45.8%	999	1,139	14.0%
Potter	25	35	40.0%	186	241	29.6%
Tioga	144	188	30.6%	1,272	1,532	20.4%
Warren	122	170	39.3%	1,128	1,142	1.2%
Bradford	125	223	78.4%	1,017	1,404	38.1%
Lackawanna	478	648	35.6%	4,537	5,138	13.3%
Wyoming	33	64	93.9%	349	422	20.9%
Pike	545	606	11.2%	5,629	4,861	-13.6%
Wayne	371	424	14.3%	3,072	3,127	1.8%
Corridor	2.950	3.724	26.2%	27,547	28,685	4.1%

Source: The Economic Impact of Tourism in Pennsylvania; Tourism Economics; January 2015

In summary, while there were significant increases in tourism spending in a number of counties, tourism spending in Erie, Lackawanna and Pike counties accounted for 58% of the total spending in 2013, approximately the same percentage as in 2005.

Overall, employment increases in the tourism segment were considerably more modest than those for spending, increasing by 4.1% during 2005-2013, from 27,547 employees in 2005 to 28,685 in 2013. However, there are significant changes among the eleven Route 6 counties.

- Employment in tourism experienced large percentage increases in the counties of McKean, Potter, Tioga, Bradford, Lackawanna and Wyoming, and more modest increases in Erie, Warren and Wayne counties.
- Employment in tourism-related businesses actually declined in the counties of Crawford and Pike during this same period.



When comparing percent composition of tourism spending and tourism employment by county in 2013 in relation to the corridor a significant profile emerges. The three counties with the highest percent composition of total tourism spending also were the top counties in terms of composition of tourism employment, with nearly identical percentages. Specifically:

- Tourism spending in Erie County accounted for approximately 25% of the spending corridor-wide and tourism employment in that county accounted for 26% of the employment corridor-wide;
- Tourism spending in Lackawanna County accounted for approximately 17% of the spending corridor-wide and tourism employment in that county accounted for 18% of the employment corridor-wide; and
- Tourism spending in Pike County accounted for approximately 16% of the spending corridor-wide and tourism employment in that county accounted for 17% of the employment corridor-wide;

Localized Economic Information

The above discussion provides adequate and recent comparable macro-level information that is part of a statewide analysis on the economic impacts of tourism. The PA Route 6 Alliance has more recent and relevant information for the PA Route 6 Corridor for this planning process. This information is gathered from different sources, and while not directly comparable with the macro-level figures above, does provide a glimpse into more specific information on the economic impacts of tourism. *The Economic Impact of Pennsylvania Heritage Areas* was prepared for the Center for Rural Pennsylvania in 2015 by a consulting team comprised of John M. McGrath, Ph.D., David Primm and William Lafe, and funded by the PA Department of Conservation and Natural Resources. This analysis focused on five State Heritage Areas (SHA's) in Pennsylvania, including the PA Route 6 SHA. An Executive Summary dated June 1, 2015 was made available for use in this planning process. The analysis relied on survey information (i.e. 781 respondents in the PA Route 6 SHA - from 504 zip codes and 35 states in the U.S. and from four other countries - Canada, France Germany and Denmark) and estimates by the respective SHA staffs. Pertinent economic findings related to the Route 6 Corridor are summarized as follows:

- 79% of the survey respondents were overnight visitors and only 21% were day visitors. Within the overnight visitor group, 39% were staying in motels and 61% were finding accommodations elsewhere, presumably camp sites, RV Parks, relatives, seasonal homes, etc. This predominance of overnight visitation is important since literature in the field suggests the overnight visitor spends approximately three times that for a "day-tripper",
- 60% of the survey respondents were Pennsylvania residents and 40% were out-of-state residents, with New York and New Jersey residents predominant among the latter (Refer to map of the origin of US respondents excerpted from the analysis). Some visitors from Ohio and Maryland were among the respondents, as well as a scattering from New England.
- Travel party composition primarily consists of adults with persons under 18 years of age comprising only 31% of the travel party composition as a whole.
- There was a two-fold rationale for visits by the respondents with 30% citing outdoor activities and 27% citing heritage sites.
- Non-local/overnight visitors spent an estimated \$4.336 million party days/nights in the SHA, spending nearly \$1.06 billion in 2014, with direct heritage-defined visitor spending supporting 9,641 jobs



Origin of US Survey Respondents

The same analysis asked the respective SHA staff to estimate visitation by attraction for 2014. These estimates are delineated on the table below for the top attractions. State Parks are predominate attractions reinforcing the outdoor recreation orientation of the Corridor, especially visible among Potter, Tioga and Erie counties. Conspicuous in its absence is Wyoming County, which is the only county without a State Park within its borders.

County	Attraction	Estimated Count
Erie	Presque Isle & Erie Bluffs SP	3,726,796
Crawford	Pymatuning SP	3,162,671
Pike	Promised Land SP	637,773
Lackawanna	Lackawanna SP	351,673
<i>Sullivan</i>	Worlds End SP	173,733
Tioga	Leonard Harrison SP	162,711
McKean	Kinzua Bridge SP	158,415
Potter	Lyman Run SP	102,949
Warren	Chapman SP	102,919
Tioga	Colton Point SP	96,885
Tioga	Hills Creek SP	84,270
<i>Cameron</i>	Sizerville SP	78,675
Potter	Denton Hill SP	63,805
Bradford	Mt. Pisgah SP	59,017
Potter	Ole Bull SP	56,796
Potter	Cherry Springs SP	47,864
Lackawanna	Steamtown National Historic Site	32,713
<i>Susquehanna</i>	Salt Springs SP	32,423
Pike	Lake Wallenpaupack Visitors Center	29,687
Erie	Goodell Gardens	15,102
Lackawanna	Archbald Pothole SP	14,420
Pike	Grey Towers National Historic Site	12,297
Wayne	Prompton SP	9,137
Potter	Austin Dam	5,875
Tioga	Tioga County Visitors Bureau	5,416
Potter	PA Lumber Museum	4,784
Potter	Patterson SP	3,488
Warren	Warren County Visitors Bureau	2,877
Wayne	Dorflinger Glass Museum	1,711
TOTAL ESTIMATE		9,236,882

Source: Rt. 6 Staff estimates cited in *The Economic Impact of Pennsylvania Heritage Areas* (Center for Rural PA; 2015)

NOTES: State Park is abbreviated as SP; *Counties in italics are not directly on the Corridor.*

Economic Impact Analysis

The recently released study *The Economic Impact of Tourism in Pennsylvania* noted above provides a county-by-county estimate of the economic impact of the Pennsylvania's tourism economy for the period 2005-2013 and sheds some light on the significant impact of the PA Route 6 Corridor, given the importance of its attractions to the 11-county region. However, the 400-mile length of the Corridor and the breadth of tourist attractions within these counties—some not directly related to the Route 6 geography or history—make it difficult for the Corridor to “own” this impact. Isolating the economic impact attributable specifically to the PA Route 6 Corridor resources will be critical in demonstrating the contributions of the Corridor to its many local economies and in expanding the constituency base necessary to support Corridor-oriented activities and investments. It is recommended that the PA Route 6 Alliance and/or partner member organizations regularly compile visitor and operations data and conduct representative visitor surveys for inclusion in between annually produced economic impact baseline reports.

The methodology for economic impact analysis summarized in the steps below is a great start:

- Step 1: define the elements of “the PA Route 6 Experience” (e.g. state parks, PA Route 6 Heritage Communities, various attractions/ heritage sites, museums, etc.).
- Step 2: conduct a visitor survey that accomplishes the following:
 - Segment the visitors to key geographic characteristics (e.g. local resident users who live within a 20-mile radius, visitors from inside a 50-mile radius, and visitors from outside a 50-mile radius).
 - For local resident users, quantify and account for usage redundancy (i.e. resident users visiting a particular facility numerous times a year, and/or visiting multiple facilities in a year).
 - Quantify the total number of residents within the definition of local (e.g. “500,000 residents live within a 20-mile radius”) and the average number of visits to PA Route 6 facility (e.g. 2.5 visits per year).
 - Quantify per-visit expenditures (i.e. dining, shopping, transportation, etc.) associated with visiting these facilities.
 - Quantify annual expenditures associated with visiting these facilities (i.e. purchase fishing and hunting licenses; purchase of recreational equipment such as mountain bikes, canoes, camping equipment, etc.).
 - For non-resident users, quantify the per-visit expenditures (i.e. dining, shopping, transportation, overnight lodging, etc.) associated with visiting these facilities.
- Step 3: modify for the total visitation numbers based on the geographic characteristics (e.g. local, inside 50-mile radius, and outside 50-mile radius).
- Step 4: using the modified total visitation number, apply the spending characteristics from the resident survey to each visitor segment to estimate the aggregate visitor expenditure.

- Step 5: quantify the direct organizational expenditures of PA Route 6 Alliance (i.e. operating expenses) and any festivals or events directly associated with PA Route 6.
- Step 6: input the two types of direct economic impact (i.e. visitor expenditures and organizational expenditures) into an economic impact modeling program to calculate the indirect and induced economic impacts (see summary below of the IMPLAN economic modeling technique).
- Step 7: estimate the total economic impact by adding the direct economic impact in terms of total output, employment/wages, and tax benefits to the indirect and induce impacts.

IMPLAN OVERVIEW

IMPLAN® is a subscription service that provide economic impact data and modeling to governments, universities, and public and private sector organizations for assessing the economic impacts of project decisions in all industry sectors. Developed by the U.S. Forest Service’s Land Management Planning Unit and the University of Minnesota, IMPLAN (IMpact analysis for PLANning) model utilizes the quantitative economic technique called the input-output model to track the way a dollar injected into one sector is spent and re-spent in other sectors of the economy. Through the use of IMPLAN, the impact of a particular set of economic activities can be traced over multiple rounds of spending in the economy.

The initial round of spending is referred to as the direct impact. This figure is limited to the portion of economic activity that occurs within the local economy. In other words, the expenditures that leave the local economy (e.g. purchases from an out-of-state vendor) are excluded from the figure.

By inputting the initial round of spending into the IMPLAN model, additional effects can be measured in a local economy in two forms - indirect and induced. First, the changes in inter-industry purchases as a result of the direct effect are referred to as the indirect impact. For example, the PA Route 6 Alliance will purchase goods and services from suppliers and vendors, who in turn make purchases of goods and services. Second, the induced effect refers to the impact generated by increased wages as a result of direct and indirect impacts. These wages in turn will pay for local goods and services, creating another round of economic impact. This process continues until leakages eventually stop the cycle.

The magnitude or degree in which the direct impact triggers indirect and induced impacts is referred to as the “multiplier.” IMPLAN calculates different multipliers depending on the types of spending that comprises the direct impact, as well as the geographic region that’s being studied.

Transportation and Safety

The proposed Byway is approximately 427 miles and is for the most part a Primary Arterial, which is a regional roadway type. The *Smart Transportation Guidebook* (originally published jointly by PennDOT/NJDOT; March 2008) recommended an approach to transportation planning that encouraged context-sensitive design, applicable for a Heritage Corridor and Scenic Byway. During the planning process PennDOT advises that it no longer publishes this *Guidebook* but has incorporated measures into its *Design Manual Part 2: Highway Design (Pub. 13-M3-15 Edition)*; refer to <http://www.dot.state.pa.us/public/pubsforms/Publications/PUB%2013M.pdf> As such, *Design Manual Part 2* provides the standards for highway enhancements along the Route 6 Corridor.

Route Segment	Approximate Mileage	Federal Aid Functional Classification
Erie County Route 6 Route 6N	52 (25) (27)	Principal Arterial Principal Arterial
Crawford County <ul style="list-style-type: none"> Route 6 (Border) Route 6 (Conneaut Lake) Route 6/322 Route 6/19 (Meadville – 6N Junction)) 	41 (14) (.5) (7.5) (19)	Other/Unknown Minor Arterial Principal Arterial Rural Minor Arterial
Warren County <ul style="list-style-type: none"> Rt.6/PA 957 Intersection/RR Underpass Area (see narrative) 	48	Principal Arterial Rural Minor Arterial
McKean County	50	Principal Arterial
Potter County	36	Principal Arterial
Tioga County	44	Principal Arterial
Bradford County	50	Principal Arterial
Wyoming County Lackawanna County <ul style="list-style-type: none"> Route 6 Route 6 (East of Carbondale) 	27 26 (25) (1)	Principal Arterial Principal Arterial Other Freeway and Expressway Rural Minor Arterial
Wayne County Pike County <ul style="list-style-type: none"> Route 6 (Milford, Matamoras) 	22 27 4	Rural Minor Arterial Rural Minor Arterial Principal Arterial
TOTAL MILES:	427	

Sources:

Approximate mileage based on Mile Markers as per: *PA Route 6 Tourism Infrastructure Plan, 2008*
<http://hepgis.fhwa.dot.gov/hepgismaps17/ViewMap.aspx?map=Highway+Information|Federal+Aid+Functional+Class#>

The above table shows the Federal Aid Functional Classification for the highway divided out by County and sub-county segment as needed. Approximately 345 miles of US Routes 6 and 6N are included in the National Highway System (NHS) and are generally classified as Principal Arterials. The NHS is a network of strategic highways within the country, including the Interstate Highway System and other roads serving major airports, ports, rail or truck terminals, railway stations, pipeline terminals and other strategic transport facilities. The approximate 82 miles of US Route 6 classified as Minor Arterials or “other” are not on the NHS. This situation is noteworthy since individual states are encouraged to focus federal funds on improving the efficiency and safety on the NHS. Thus, while the entire length of Route 6/6N is a critical highway link in the northern tier of Pennsylvania, approximately one-fifth of this roadway may not be on equal funding footing for improvements and rehabilitation. Furthermore, the source information is inconclusive on the inclusion or exclusion of the Routes 6/957 intersection/underpass area in Warren County in the NHS, as reviewed with Warren County Planning staff and it is impossible to interpret the status of this rather small segment with the source material available.

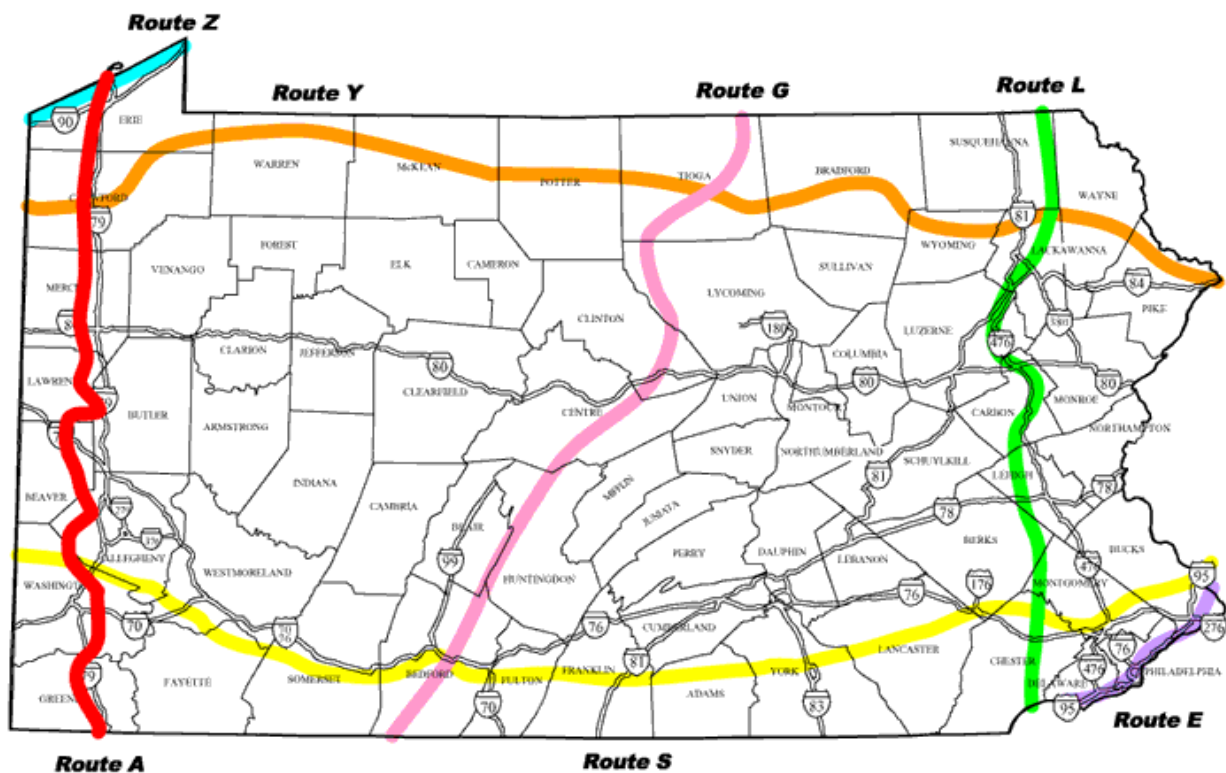
Pennsylvania Department of Transportation Publication 13M (refer to Figure 1.1 <http://www.dot.state.pa.us/public/pubsforms/Publications/PUB%2013M.pdf>) provides service characteristics for the Rural Minor and Principal Arterial Functional Classifications.

- Principal Arterials: Serve statewide or interstate level; serves all urbanized areas; provides integrated movements without stub connections; and
- Minor Arterials: Links cities, larger towns and other traffic generators; provides integrated interstate and inter-county service; spaced at proper intervals consistent with population density; corridor movements consistent with the previous, with greater trip lengths and travel densities than those served by rural collector or local systems.

Resolution of this matter is beyond the scope of this planning effort and the Alliance has been advised that at least the sections in northeastern Pennsylvania may be the subject of an effort to reclassify by the respective planning organizations. Furthermore, NHS classifications as they pertain to byway designation should be important to the planning partners to carry out other planning efforts with the Department. Under, Title 23, Section 131(s), if a State has a scenic byway program, the State may not allow the erection along any highway on the Interstate System or Federal-aid primary (FAP) system which before, on, or after the effective date of this subsection, is designated as a scenic byway under such program of any sign, display, or device which is not in conformance with subsection (c) of this section. Title 23, Section 131(t) - For purposes of this section, the terms "primary system" and "Federal-aid primary system" mean the Federal- aid primary system in existence on June 1, 1991, and any highway which is not on such system but which is on the National Highway System. If a section of road is not classified as a FAP or NHS at the time the sponsor is seeking PA Byway Designation, then PennDOT will make the section as a “connector route” to the byway route. If at any time the classification is changed to a NHS route, then the PA designation can be amended by coordinating with the Department to add the new NHS route and make it part of the byway route.

Bicycle Route Overview

As a reflection of the multi-modal nature of the Corridor, Pennsylvania Bicycle Routes Y follows much of Route 6 through northern Pennsylvania, and Bicycle Route Y1 is a spur route which connects to Route Y southeast of Wilsonville and runs east along U.S. Route 6, crossing the Delaware River into New York at Matamoras, also in Pike County. The map and descriptions below place Route Y in a larger context. In short, Route Y is the second longest route in Pennsylvania at 409 miles through the deep forests of northern Pennsylvania. It offers access to Routes A and Z in the west and Route L in the east. It is noted as often the choice for people cycling between Cleveland, Toledo, Detroit, or Chicago and the New York metropolitan area.



Source: <http://www.bikepa.com/routes/>

- Route G: The route connects Tioga County, PA and the Corning, NY area in the north with Bedford County and the Cumberland, MD area on the south. The 235-mile long course follows numerous northeast-southwest trending stream valleys and is surprisingly flat. It offers a convenient connection to New York State Bike Route 17 on the north and the C&O Canal Towpath and the Allegheny Passage on the south. A highlight is the Grand Canyon of Pennsylvania in Tioga County.

- Route L: This route extends 225 miles from Susquehanna County in the north (just south of Binghamton, NY) to Chester County in the south (just north of Wilmington, DE). It manages to pass close to the major metropolitan areas of Scranton, Allentown, and Philadelphia, while retaining all of the rural charm that characterizes Pennsylvania.
- Route Z: The shortest BicyclePA route follows the Lake Erie shoreline and the Pennsylvania section of Great Lakes Seaway Trail, an America's Byway™ utilizing PA Routes 5 and 5A. It offers easy access to downtown Erie and Presque Isle State Park, which annually is the most visited state park in the nation.

During the course of this planning effort, PennDOT announced that it would be preparing the *Route 6 Bicycle Master Plan* with the first phase focused on a 100+ mile segment from the Ohio/PA line westward during late-2015/early-2016. The project will include an inventory and assessment of existing conditions, stakeholder outreach and implementation/follow-up activities such as purpose/need of projects, capital improvements, design criteria and phasing considerations.

Safety Issues

Due to the two-fold function PA Route 6 has as a regional transportation artery *and* a tourism resource, there is the potential for conflicts to occur. While Route 6 provides the opportunity to capture and convey the user/traveler to and from destinations and the “road trip experience”, a number of conflicts or issues should be addressed to improve that experience even though none of them represent a critical situation:

- Bicycling along the Corridor is perceived to have fallen off in recent years. At the same time, cycling is recognized as an important and growing recreational activity that is critical to this planning effort. Given the perception that a younger and more active “demographic” is traveling and seeking more active outdoor recreational interests. This is an opportunity for the PA Route 6 Alliance to build upon:
 - Cycling on Bicycle Route Y is an issue as the State Bicycle routes were generally laid out with experienced cyclists in mind and they may have few or no bicycle facilities. PennDOT is presently working on a master planning effort to address deficiencies. This will include identifying narrow bridges, and areas with minimal shoulders that can be improved as projects and funding are identified.
 - A comprehensive bicycle system or plan along with a commitment to improve the bicycle infrastructure could lead to having enough to draw a younger and active demographic.
 - A greater emphasis on developing all bicycle facilities within the Corridor while offering safer road alternatives off of Route 6 and 6N and off-road trails that have fewer conflicts and present a more desirable condition for all age groups and cycling experience.

- Other non-motorized recreational users, such as hikers, equestrians, wildlife viewers, canoeists, kayakers, cross-country skiers and others merit careful planning to meet their needs, expand the multitude of multi-modal options and create an outdoor recreation system that can handle and attract user groups of all ages.
- Motorized vehicles are equally and historically important within the Corridor. This audience includes cars (antique cars among them), campers, motorcyclists, snowmobilers, motor boaters, and the recreation vehicles and tour busses. Accommodations and conditions along Route 6 and 6N and within the Corridor already meet the required needs and services of all types of motor vehicles. It is anticipated that smaller tour vans and buses will likely replace the larger tour buses but attention needs to be paid to assuring that sites can accommodate the larger vehicles.
- Truck traffic of all types and in particular serving the Shale Gas Development Industry, is an important factor along the Corridor, which transports products between Corridor communities and the region. PA Route 6 accommodates other commerce that either poses or is perceived to pose conflicts with the tourism aspect of this heritage Corridor, although, there is no indication that this is a critical issue. The Alliance and the Heritage Communities should monitor this condition and seek ways to minimize, modify or eliminate any conflicts before or as they arise. As a case in point, a *Community Compact* embracing community and industry interests exists in Tioga County and regularly meets as a means of identifying and mitigating any adverse impacts associated with gas production.

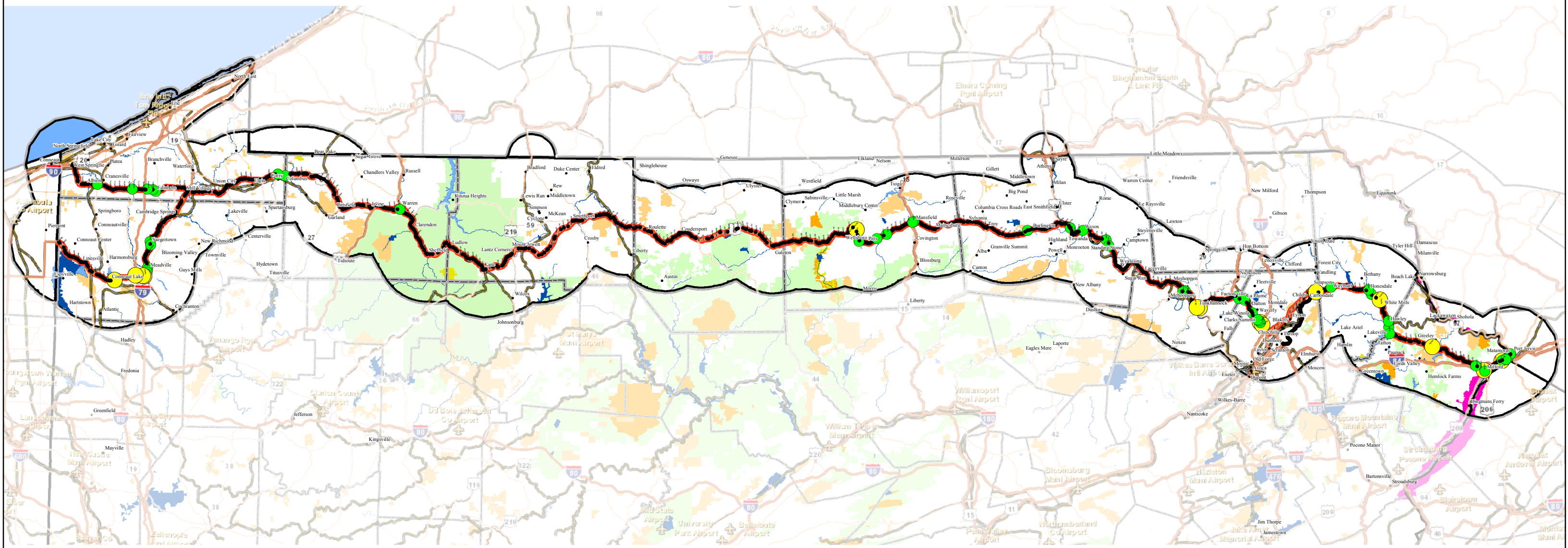
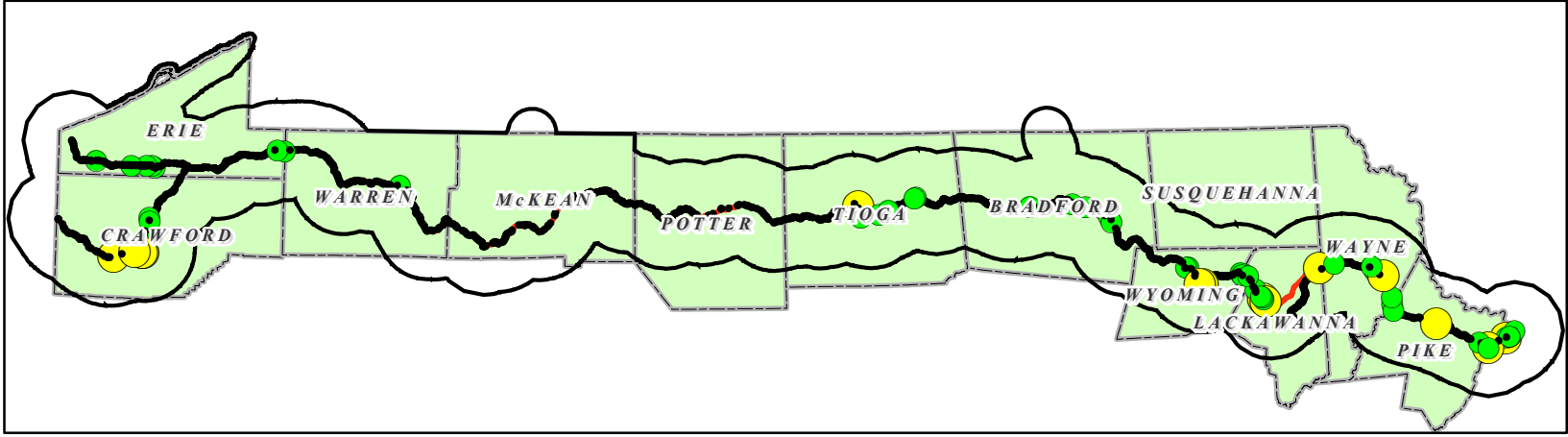
A preliminary review of multi-year accident data (2009-2013) suggests that there are several roadway segments, which have minor (i.e. 5-10 accidents) to major (10+ accidents) concentration of accidents (See map on following page):

- Fourteen (14) locations with 10+ accidents – 4 in the western section of the Corridor and the remainder from Tioga County eastward.
- Thirty seven (37) locations with 5-9 accidents - 8 from Warren County westward and the remainder from Tioga County eastward.
- Five (5) locations with 5-9 accidents on Route 6N – with a concentration in the Edinboro area.



CRASH COUNTS:

- 10 or more No. of Accidents
- 5-9 No. of Accidents
- 1-4 No. of Accidents



Scenic Conservation and Visual Integrity

Protecting the View

The loss of the Mt. Jewett Heritage Mural illustrates the importance for the protection of the scenic resources and views that contribute greatly to the experience of the PA Route 6 traveler. These scenic, historic and cultural landscapes collectively are visually appealing and tell the story of the people and places along this Corridor. In addition to historic preservation tools and best practices, this MAP/CMP/HCS is a first step in providing a direction for scenic conservation. Implementation will require additional studies including visual analyses and site specific strategy recommendations, such as, conservation easements, land management techniques, zoning and land use regulations, and design guidelines, among other scenic conservation tools and best practices.



Example: Farmland Preservation sign along the NJ Upper Freehold Historic Farmland Byway (photo credit: Carol Truppi)

Implementation should occur at the local level and be supported through private and public-sector policies, programs and initiatives. There are twelve (12) land trusts that already work within the PA Route 6 Corridor to assist in assuring that the byway's intrinsic qualities are maintained and improved. Strengthening and building partnerships between the PA Route Alliance and the local land trust community is essential to protecting and conserving the scenic landscape. Sustaining the integrity of these resources will attract local residents and visitors. Interpretive efforts that describe the history of the landscape and the qualities that make a view unique and special will augment the depth of the traveler experience. Learning about the natural flora, fauna and farming practices are some opportunities to engage the PA Route 6 traveler in knowing about the landscape they are traveling through.



Example: Interpretive Sign Illustrating the landscape scenery today and the scene in a landscape painting by Van Gogh in San Remy, France (photo credit: Carol Truppi)

In addition to guidance in this Strategic Plan, the *PA Wilds Design Guide* offers guidance and best practices for Community Character Stewardship, protection of the intrinsic qualities and integration of future potential development. The Guide can be applied and modified for the unique character of sites, districts, character areas and place throughout the PA Route 6 Corridor. It is also a resource for:

- Understanding regional identity to better define appropriate and compatible conservation, management and development design solutions;
- Implementing best practices on agricultural lands, and in rural communities, residential neighborhoods, town centers and industrial areas, and along roadways;
- Lessening the Impact of Intrusive Development; and
- Complementing the Landscape.

Historic and cultural landscapes along Route 6 abound in almost every Character Area, particularly in the D&H, Endless Mountains Agricultural and Industrial Character Areas. These landscapes exhibit special features and resources requiring recognition and management of them that addresses the special and unique features, resources and intrinsic qualities. The visual integrity of these landscapes is equally crucial to protect for many contribute to the area's scenic qualities.

- Scenic qualities and designations as noted in the *Pennsylvania Route 6 Tourism Infrastructure Plan 2008* include:

- Scenic overlooks – Many of the existing 46 scenic overlooks are located off the byway itself with 30 of them clustered in the State and National Forest Character Areas. Some of these are in and around the Kinzua Dam, Allegheny Reservoir and throughout State Parks and Forests. Warren County has 6 overlooks in the Industrial Character Area and 5 overlooks located in Bradford County in the Susquehanna River Character Area. One of the most spectacular panorama views along Route 6 is from the Marie Antoinette Overlook of the French Azilum Historic Site and Susquehanna River.

A **cultural landscape** is defined as "a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values." There are four general types of cultural landscapes, not mutually exclusive: *historic sites, historic designed landscapes, historic vernacular landscapes, and ethnographic landscapes.*

National Park Service
36 Preservation Brief

Historic landscapes include residential gardens and community parks, scenic highways, rural communities, institutional grounds, cemeteries, battlefields and zoological gardens. They are composed of a number of character-defining features which, individually or collectively contribute to the landscape's physical appearance as they have evolved over time. In addition to vegetation and topography, cultural landscapes may include water features, such as ponds, streams, and fountains; circulation features, such as roads, paths, steps, and walls; buildings; and furnishings, including fences, benches, lights and sculptural objects.

National Park Service
36 Preservation Brief



- The *Pennsylvania Route 6 Tourism Infrastructure Plan 2008* suggested an additional 51 locations provide scenic views of the diverse scenic, historic and cultural landscapes and have the potential as future viewing and pull-off

areas. Today, the following locations in each of the Character Areas present examples of the potential to develop them as scenic overlooks. Each location In Appendix G should be evaluated for the benefits the sites offer, the factors needed to be considered in developing them, and the potential timing and likelihood of them to become valuable resources for the PA Route 6 traveler.

- Some of these locations are technically not pull-out areas but are locations in historic downtown areas within a number of landing nodes. Each of these locations, suggest the potential opportunity for pedestrians to reflect upon and learn about the scenic and historic qualities of PA Route 6 communities.
- It is important to recognize that any existing or potential view from a scenic overlook could improve over time or lose integrity requiring conservation and preservation strategies to assure their protection or enhancement.



○ Scenic designations

- The Great Lakes Seaway Trail follows the shores of Lake Erie, the Niagara River, Lake Ontario, and the St. Lawrence River in New York and Pennsylvania. This National Scenic Byway is located in the Great Lake Character Area and a gateway to exploring of this 518-mile scenic drive.
- Longhouse National Scenic Byway is a 29-mile loop around the Kinzua Creek of the Allegheny Reservoir in the Allegheny National Forest.
- Kinzua Bridge Scenic Byway is accessed from the PA Route 6 connecting to the Kinzua Bridge State Park via a State-designated Scenic Byway, where an awe-inspiring panorama view can be found from the 1882 Kinzua Viaduct.
- The Allegheny Wild and Scenic River designated in 1992 into the National Wild & Scenic River system is classified as Recreational.
- Breathtaking scenic views of the Allegheny Reservoir from the Rimrock Overlook are perfect for fall foliage viewing.
- North Country National Scenic Trail (NST) is a 96-mile segment within the Route 6 Corridor, which is part of a 3,200-mile NST from Crown Point, New York to Lake Sakakawea, North Dakota.



- Potter County Nature Loop offers scenic views and recreational opportunities to nature-tourism resources.
- Delaware Water Gap National Recreation Area is a 70,000-acre park and the largest natural area in the National Park System between Virginia and Maine offering scenic views along the Delaware River of forested mountains, waterfalls and the 100-foot-deep Water Gap. Old Mine Road is a Scenic Drive and biking route through the park.



○ Scenic and cultural landscapes

- Agricultural valley located within the State and National Forest Character Area providing views across a bucolic rural landscape of farm fields and farmsteads.
- Agricultural landscape sandwiches the Industrial Character Area to the east and west along the Corridor.
- Ansonia valley offering views of agricultural fields and Pine Creek and Marsh Creek and serving as a gateway to the recreational resources of the Pine Creek Gorge – the Pennsylvania Grand Canyon.
- The Endless Mountains Agricultural Character Area is representative of the rural farmland beauty along the Corridor.
- Throughout the River Character Areas are scenic views of the Susquehanna River and the Allegheny River, the respective tributaries and valleys.
- Tunkhannock Viaduct listed on the NRHP opened in 1915 and crosses Tunkhannock Creek in the Susquehanna River Character Area.
- Lake Wallenpaupack, a freshwater lake and the third largest lake in Pennsylvania measures 52 miles of shoreline offering scenic views from and to the lake.



- Natural resources and designations

- In 1994 US Route 6 in Pennsylvania was dedicated as a National Recreational Trail by the National Park Service of the US Department of Interior in 1994, celebrated for its scenic beauty as well as its historical significance, providing a variety of outdoor recreation and being easily accessible from major urban areas such as New York, Philadelphia, Washington, Pittsburgh, Cleveland and Buffalo.
- Pennsylvania Grand Canyon offers stunning vistas of Pine Creek Gorge, a National Natural Landmark Pine Creek, a Pennsylvania Scenic River, and many waterfalls.
- Cherry Springs State Park is known for offering exceptional “Dark Skies” for stargazing and the science of astronomy, which is a unique natural resources mapped and protected by the Pennsylvania Department of Conservation and Natural Resources, which declared the park the first Dark Sky Park.
- Grey Towers National Historic Site and the Pinchot Institute for Conservation, which focuses on strengthening forest conservation thought, policy and action and sustainable natural resource management.
- Thirteen natural and wild areas are located along the Corridor.
- *Pennsylvania Wilds*, a two million acre landscape of unique heritage, character and outdoor adventure, a segment of which is found in Warren, McKean, Potter and Tioga counties along the Corridor.



Enhancing the view

It will be important to understand that the view from the road encompasses an important element for byway travelers not only because it offers views of the scenic, natural and historic landscapes but presents an opportunity to tell stories about the people, places and features that encompass the Corridor’s intrinsic qualities. A view does not necessarily have to be a pristine landscape but it should be a visually attractive one. Viewshed features are found in the right-of-way and on adjacent lands whether they are natural or man-made.

Protecting the byway intrinsic qualities starts with an understanding of the scenic value of a view or viewshed. It may become important that certain views and viewsheds be further assessed to rate the importance of the landscape(s) before determining future changes to the landscape(s). This step will allow for finding the best solution to

recognize and interpret the landscape view and to preserve/protect the intrinsic qualities within the view. Undertaking a visual assessment at specific locations also allows the Alliance and other stakeholders to examine compatible design solutions for future enhancement, management or development of the land.

The Historic Conservation Strategy and the Design Guidelines by Resource Type subsections of the *Strategic Plan* chapter, as well as the *PA Wilds Design Guide* for portions of the Corridor within the PAWilds offer guidance and best practices as well as providing a palette of design, planning and zoning options to accommodate new development and enhance existing development.

Viewshed Enhancement involves, among others:

- Enhancing or removing undesirable and unsightly features that detract from the traveler's experience;
- Enhancing or improving less desirable development and views by identifying and selecting the guidelines for the siting and buffering of utilities and land development to improve the view so the view is retained or becomes more desirable;
- Installing landscape buffers and plantings that augment existing landscapes to enhance and/or improve the visual quality of the view; and
- Eliminating unnecessary signs that detract from the byway's intrinsic qualities and the traveler's experience.

Landscape Management practices to improve the natural features of the enormous acreage of the public lands and private agricultural lands along the Corridor that contribute to the scenic qualities of the Corridor range from:

- Removal of invasive species;
- Planting of new trees to create diversity;
- Buffering visual intrusions or other conservation measures to assure scenic views and native species are retained;
- Selective clearing to improve the health of the forest or to open a view;
- Reducing or mitigating light in dark sky areas; and
- Establishing, strengthening and building practices to retain and expand farms along the Corridor particularly in the Endless Mountains Agricultural Character Area.

Landscape management on private lands is more complex since it requires the willingness and interest of property owners to enhance and manage their properties. The PA Route 6 Alliance is the organization to emphasize and educate the economic and environmental benefits of the visual and scenic qualities of the Corridor to individuals, businesses and others.

Accommodating future development is essential to retain a quality appearance for the traveler to support economic development of the Corridor communities, and to provide for traveler services and amenities. *Viewshed enhancement, management or new construction* can be made more visually attractive through various best practices, such as:

- Landscaping and buffers;
- Removal of signs and visual clutter;
- Reducing the size and number of signs; and
- The use of building materials, colors and architectural styles for structures, which are more compatible with the qualities of each Character Area.

Management of the Route 6 Corridor

The PA Route 6 Alliance is a non-profit organization for the purpose of managing the PA Route 6 Corridor, to implement the Management Action Plan and other planning efforts along the PA Route 6 Corridor. The organization has enjoyed leadership stability since its founding, with the original executive director and several board members serving in the same positions in 2015.

The board of directors is comprised of a diverse group of stakeholders that represent convention and visitor bureaus, heritage areas, local development districts, chambers of commerce, and other interested parties along the Corridor. The board oversees two Advisory Councils that govern the activities of the PA Route 6 Alliance: the Asset Development Advisory Council and the Tourism Promotion Advisory Council.

In order to identify the strengths and challenges of the PA Route 6 Alliance, the consultant team contacted each board member to solicit their comments. Individual comments from the board members were recorded in confidence and aggregated into major themes. These major themes that emerged from board interviews were the primary basis from which the following strengths and weaknesses analysis; as well as the statement of potential areas for the expansion of organizational activities and programming; have been prepared.

Strengths

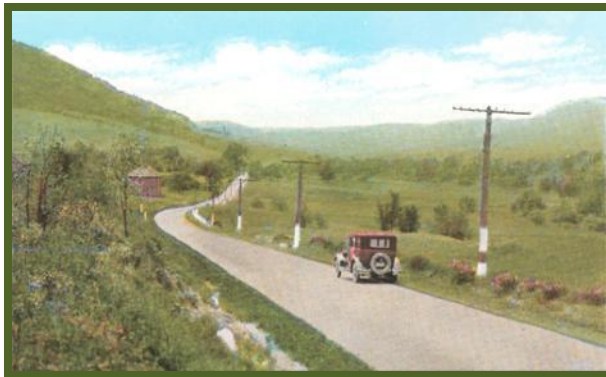
- The organization has strong internal technical skills in tourism promotion, regional planning and economic development, heritage Corridor management, and other key areas.
- The organization has a proven track record of implementing the strategies identified in the 2004 Management Action Plan and many other projects (e.g. installation of the Mile Markers, the branding campaign, the Heritage Communities Program, and the PA Route 6 Artisan Trail).

Challenges

- PA Route 6 travels through 427 miles, 11 counties and scores of communities, which poses a challenge not only in terms of planning and tourism promotion efforts, but also in terms of organizational logistics.
- In the past, attending a one-hour board meeting often meant missing a day's worth of work because of the length of travel required for the board members scattered at various points along the 11-county area.
- The format for the bi-monthly board meetings have changed to conference calls, which increased regular participation but reduced face time among key stakeholders drastically. Face-to-face meetings are now limited to the Annual Meeting which coincides with the "Do 6" Awards, including a Heritage Partnership Award, Heritage Tourism Award, Artist of the Year, Heritage Leadership Award, Lifetime Achievement, and Heritage Community of the Year.
- A poll of the board of directors revealed that lack of face-to-face meetings may eventually affect organizational identity and growth.
- The layers of tourism promotion in Pennsylvania (i.e. Tourism Regions, Heritage Areas, and Heritage Corridors) can be confusing to the general public and can be duplicative, as noted elsewhere in this planning document.

III. INTERPRETIVE FRAMEWORK

The original interpretive themes were developed in 2002 as part of the interpretive planning process. Stories and ideas were collected from across the corridor with the help of the Interpretation Committee. From this process, six themes were eventually defined. The themes provided a way to organize the stories.



More than a decade later, the themes have held up, but there are new stories and experiences emerging. The Heritage Communities Program revealed that the built environment was not well-represented in the themes. The latest energy boom has changed communities and landscapes, particularly in the eastern and central sections of the corridor, allowing us to imagine just how significant the lumber and oil booms of the past were in the development of the corridor. The new themes incorporate and build on the original themes. The themes often overlap, revealing the complexity of the culture of northern Pennsylvania.

Each theme has the potential to inspire itineraries, programs, festivals and other opportunities to engage both resident and visitor. Topics derived from the themes could become the basis for an annual “Do 6” program that features the best of stories and commerce and blends them into unique experiences. For example, “Do 6 homes” could include 1) Grey Towers (Milford), 2) one or more of the “mansions” in Smethport, 3) a coal patch town in the anthracite region, 4) a fishing camp in Galeton, 5) the historic district in Erie, and 6) summer homes along Conneaut Lake. Other possibilities include a bear’s den or a duck’s house, Buckaloons (an ancient home), or a CCC camp. Related activities such as photo contests, social media campaigns, walking tours and other special programs enhance and build the experience. There would be something “new” every year, even though it might just be an updating, refreshing or re-branding of an existing experience from previous years. The proprietors could choose to take advantage of the designation for their own benefit (new souvenirs, special offers, fund raising opportunities) and visitors could “Do *all* 6” for some special recognition or prize.

National Recreation Trail: The seasons provide year-round recreational opportunities. Whatever the weather, the outdoors is a vast playground for those looking to go out and enjoy the sights and to exercise heart and mind. The outdoor experience along Route 6 offers the opportunity to revitalize and be inspired. Along the trail, today’s visitors walk or ride along the paths, highways, railroads and creeks first opened by hunters, loggers, miners, farmers, railroaders and others and preserved by today’s users.



Creative Genius: The stories of ideas and achievements are powerful. They inspire us to be better - The life of a Hall-of-Fame pitcher Christy Mathewson, the songs of Stephen Foster, the vocation of Gifford Pinchot, the glassmaking art of Christian Dorflinger, or the vision of French immigrants or escaping slaves to find a new start. For more than two centuries, an ingenious transportation network has evolved to support commerce, industry, and recreation on water, across the land, and through the air. The creativity of artists and visionaries is celebrated in stories both epic and transformational.



Amazing Prospects: Adapt or die. This basic principle is essential to the survival of biological species, business enterprise or industrial development. As environments, needs and demands change, those that can meet the challenges will survive while others become obsolete. The natural resources of timber, oil, gas, coal, water, wildlife, scenic beauty, and others have provided a way of life for centuries, and continue to be the source of both recreation and enterprise.



Lasting Landmarks: Buildings and structures represent the character of their builders. As such, they are a tangible artifact of the beliefs and ideas of the people who chose to live and work in northern Pennsylvania. Prehistoric hunting camps grew into farming villages, with well-built homes suitable for large families. As new settlers arrived, new homes and structures for crops, livestock, worship, and governance provided the foundation for the cities and towns of today. Along the corridor, the "old" has been updated and adapted to the needs of the present, preserving a unique look and feel that reveals the character of the corridor. Historic districts and preserved structures provide a chance to experience life from another time while enjoying the amenities of the today.



Warriors' Road: The stories of many conflicts are told along the corridor. American Indians defended an ancient way of life. A civil war between two states, Connecticut and Pennsylvania, in the 18th century previewed a later sectional conflict that separated the northern states from the southern states; the veterans of that Civil War, known as the Grand Army of the Republic, were honored in the name of the highway. World wars, including not only the 20th century's Great War and World War II but also the first global conflict, the French and Indian War of the mid-18th century, are represented by thousands of individuals who went off to fight or stayed home in support.



Safe Havens: Northern Pennsylvania harbored many people displaced by revolution, persecution, and oppression. Slaves followed the Underground Railroad on their path to liberty. Aristocrats escaped the guillotine of the French Revolution. Guys who needed work joined the Civilian Conservation Corps during the Great Depression and built the means to conserve Pennsylvania's natural places. Confederate prisoners-of-war on their way to prison in Elmira, NY found comfort when their train wrecked near Shohola.



New Theme	Original theme	Examples
National Recreation Trail	Outdoor Enthusiast's Paradise	<i>Hiking, biking, driving, hunting, fishing, swimming, rafting/floating/kayaking, skiing (downhill and cross-country), snowmobiles, bird/animal watching, camping, scenic views, trails, camp grounds, overlooks, rivers and streams, Lake Erie, Lake Wallenpaupack, Lake Conneaut, hunting and fishing stories (past and present, like the hunting camps that have been in families for several generations)</i>
Creative Genius	Visionaries, Achievers and Social Entrepreneurs	<i>Artisan's Trail (art, musicians, crafts today), Steven Foster, Gifford Pinchot, Charles Pearce, cable TV, bridges, roads, airports, railroads, Kinzua Viaduct, Tunkhannock Viaduct</i>
Amazing Prospects	Natural Opportunities	<i>Current gas drilling, historic oil and gas stories, scenic beauty, coal mining, lumber, Pithole and today's "boomtowns," Allegheny National Forest, Poconos development over last 150 years</i>
Lasting Landmarks	Engineer's Challenge	<i>Grey Towers (and other historic homes), county courthouses, downtowns, churches, barns, historic districts, historic hotels and resorts, ethnic traditions, monumental cultural and natural landmarks (Susquehanna River overlooks, viaducts and bridges)</i>
Warriors' Road	Warriors' Road	<i>Sullivan's March, Grand Army of the Republic, Great Shohola Train Wreck, forts and camps (LeBeouf, Tioga), Emlenton WW II museum</i>
Safe Haven	Safe Haven (and New Beginnings)	<i>French Azilum, Underground Railroad, Civil War PoWs, sanitariums and springs, colleges and other schools, Allegheny National Forest, CCC camps</i>

IV. STRATEGIC PLAN

Scenic Conservation and Visual Integrity

The Guiding Principles to conserve and enhance the visual quality of the corridor focus on the intrinsic qualities of each Character Area as a means to preserve, protect, enhance and interpret individual resources and the geographic areas as a whole. [Note: Character Area logos depicted in this section are suggestions only.]



Great Lake Character Area - Take action to support environmental practices to retain or enhance views to and from the lakes and to improve the environment quality of lake resources, and opportunities for recreation.



Crawford County



Erie County





Industry Character Area - Interpret this rich history and explore opportunities for new 21st century industries that deepen this industrial heritage and prove economically beneficial to the corridor communities.



Erie County



Crawford County



Warren County



Allegheny River Character Area - Capitalize on the benefits of the Allegheny River including the river valleys and river towns by preserving, improving and strengthening the scenic/visual/natural qualities including water quality and recreational qualities of the River, its tributaries and the Kinzua Dam/Allegheny Reservoir area.



Allegheny River - Warren County



Allegheny River & Brokenstraw Creek
Warren County



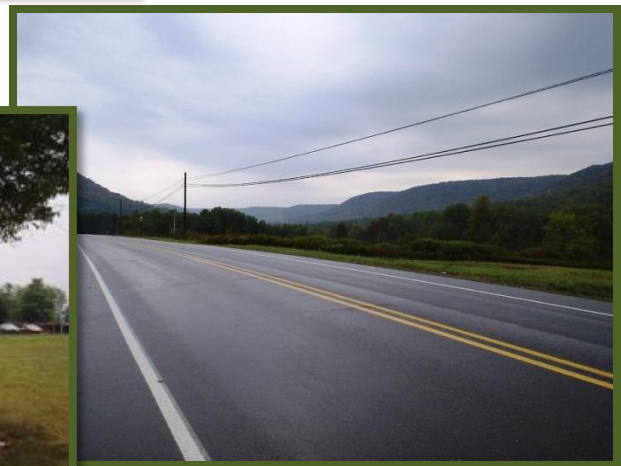
Allegheny Reservoir - Warren County



State and National Forest Character Area - Boast the abundance of the area's forests by finding opportunities to create new industries around wood products, to build recreational activities, and to interpret them thus increasing knowledge and interest in these natural qualities.



Potter County



McKean County



Endless Mountains Agricultural Character Area - Capitalize on the farming opportunities through policies, initiatives and assistance for existing and potential farms and industries associated with sustainable agriculture.



Bradford County



Tioga County





Susquehanna River Character Area - Capitalize on the benefits of the Susquehanna River including the river valleys and river towns by preserving, improving and strengthening the scenic/visual/natural qualities including water quality and recreational qualities of the River, its tributaries and the Susquehanna River Water Trail – North Branch.



Susquehanna River - Wyoming County



Susquehanna River - Bradford County

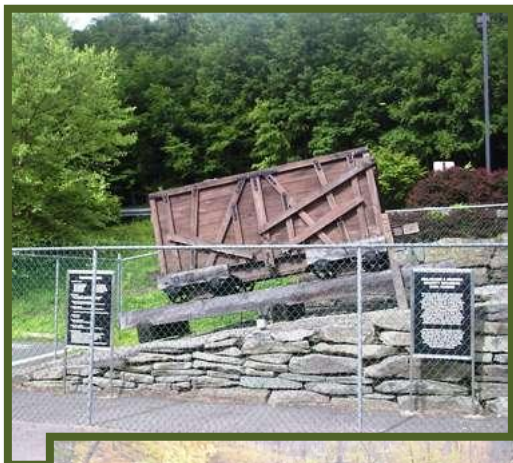




D&H Character Area - Recognize and preserve the historic settings, sites and resources that contribute to the visual quality while retaining the buildings, landscapes and settings that tell the story of coal mining and transport.



Source: www.northeastrailfan.net



Wayne County



Lackawanna County



Conservation Character Area - Embrace best practices that incorporate the values of the American Conservation Movement – "...the development and preservation of our natural qualities for the benefit of all people/travelers."



Pike County



Wayne County



Interpretive Planning Statement

The Interpretive Plan will relate the intrinsic qualities of the corridor, identified in the Inventory Assessment of Intrinsic Qualities (see pp. 34-36) to the proposed themes in the Interpretive Framework (see pp. 71-73).

Intrinsic Quality	Description	Thematic Interface
<i>Natural</i>	Applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations and landforms, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.	<i>National Recreation Trail</i>
<i>Recreational</i>	Involves outdoor recreational activities directly association 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, hunting 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.	<i>National Recreation Trail Safe Havens</i>
<i>Scenic</i>	Comprises the heightened visual experience derived from the view of natural and man-made elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and 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.	<i>National Recreation Trail Amazing Prospects</i>
<i>Historic</i>	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.	<i>Creative Genius Lasting Landmarks Warriors' Road</i>
<i>Cultural</i>	There is evidence and expressions of the customs or traditions of a distinct group of people including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, as currently practiced, as well as vernacular architecture, etc. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.	<i>Lasting Landmarks Safe Havens Creative Genius</i>
<i>Archaeological</i>	Involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.	<i>Lasting Landmarks Amazing Prospects</i>

In the 21st century, interpretation has moved from planning for outcomes (e.g. creating a program for a hike or building an exhibit) to crafting a total experience package (Veverka). Beginning with the marketing materials, experiences are built around interpretive themes that are reinforced throughout the experience. Pine and Gilmore wrote that “when a person buys an experience, they pay to spend time enjoying a series of memorable events that a site or facility stages to engage them in a personal way” (Pine).

Future Interpretive Opportunities

Technology is providing exciting opportunities that could support the interpretive themes in new ways. An exciting trend is how technology is being used within communities as a storytelling tool, particularly as prices decrease and the user interface becomes more user-friendly. Within the next ten years, off-the-shelf technologies, such as 3-D printers and cameras, have the potential to totally disrupt traditional interpretive methods. With planning, interpretation along Route 6 will be positioned to incorporate digital storytelling into the visitor experience. By way of comparison, GIS technology was successfully implemented in several locations, as per the American Alliance of Museums.

- In the United Kingdom, the TOTeM project (Tales of Things and Electronic Memory) was an experiment among several museums that allowed visitors to virtually tag artifacts with their own memories and observations which remained connected with the physical objects through a QR code. A project like this along Route 6 would be a great way to encourage local people to share their own stories curating and sharing their experiences, such as tagging trails, viewsheds, museums, artisans and other resources on the Corridor. It is anticipated that the QR code will soon be unnecessary as devices get better at recognizing unique objects.
- The Smithsonian Institution is using indoor positioning systems to help visitors navigate within and between its many buildings to stairs, restrooms, food service, and other amenities. Along Route 6, this could be applied to communities, and by carrying the Route 6 brand, could be organized according to the interpretive themes. This would be another opportunity to overwrite the themes on a local setting.

The recommendations in Chapter V outline an interpretive path that accommodates new interpretive opportunities with the on-going efforts.

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Sign Planning Statement

Overview and Description

Signs, in general, along a scenic byway serve three important functions:

- Alerting motorists to traffic regulations;
- Providing travelers with cues and directions to destinations; and
- Indicating the locations of points of interest, destinations, and traveler services and businesses.

Signs can contribute to or impact the visual character of the Byway. The number, location, size, design and condition of signs affect the Byway user experience. Signs that are designed to be integral with buildings or other Byway features, and of a size, color, and material that is compatible with the “look” of a Byway corridor or community provide information without detracting from a Byway’s historic or scenic beauty. Often, signs are too large, poorly maintained, or visually incompatible. Too many signs create a cluttered look and confuse travelers seeking directional assistance.

There are both on-premises and off-premises signs. On-premises signs are typically regulated by local sign ordinances and may be perceived as outdoor advertising but they are not because they are located at the site where the service of the business is being advertised or the destination is being identified. Temporary political and event signage may be thought of as an off-premises sign but because of the nature of the temporary purpose of these signs, they are not considered outdoor advertising as defined under Title 23 U.S. Code Section 131(s) regulations. The regulation states that off-premises signs or outdoor advertising advertise a business or service not located at the site of the sign. No signs, other than Standard Highway Signs and Markings as noted in the *Manual for Uniform Traffic Control Devices* within the legal right-of-way are allowed on any state route. (see www.dot.state.pa.us/public/PubsForms/Publications/PUB%20212.pdf)

Exceptions to Outdoor Advertising (taken from *Pennsylvania’s Byway Guidance Manual*)

To effectively control outdoor advertising, while recognizing it as a legitimate commercial use of property and an integral part of the business and marketing function, no outdoor advertising device shall be constructed or maintained if any part of the advertising or informative contents is visible from the main-traveled way of a byway, except:

- Official signs and notices which are required or authorized by law and which shall conform to the national standards promulgated by the Secretary of Transportation of the United States pursuant to sections 131 of Title 23, United States Code.
- Outdoor advertising devices advertising the sale or lease of the real property upon which they are located.
- Outdoor advertising devices advertising activities conducted on the property on which they are located.
- Directional signs, including but not limited to, signs pertaining to natural wonders, scenic and historical attractions, and other points of interest to the traveling public which shall conform to the national standards promulgated by the Secretary of Transportation of the United States pursuant to section 131 of Title 23, United States Code.

Outdoor Advertising

The Commonwealth of Pennsylvania regulates Outdoor Advertising Devices since the Highway Beautification Act became law in 1965. PennDOT's *Pennsylvania Byways Guidance Manual* defines outdoor advertising devices as any outdoor sign, display, light, figure, poster, billboard or other thing that is designed, intended or used to advertise or inform. Typically, local land use and sign regulations differentiate among different types of signs and define *billboards* as an off-premises sign, that being one that advertises something not on the property in which the sign is located. *Federal regulations* prohibit the construction of new billboards along designated Pennsylvania and National Scenic Byways, which are classified as Federal Aid Primary (FAP) or on the National Highway System (NHS).

Municipalities can impose stricter controls on billboards if the Byway is on a local road and not on a FAP or NHS road. The Pennsylvania Municipalities Planning Code (MPC) empowers municipalities to enact regulations affecting land use and land development, including but not limited to sign regulations. If there is interest in restricting billboards, *each* municipality would have to pass a local ordinance demonstrating how the erection of new signs, displays or devices will be prohibited on the Byway in conformance with 23 U.S. Code Section 131(s). The local municipality would act in enforcing its own ordinance. PennDOT's enforcement is limited to denying applications on the grounds that there is a local ordinance that prohibits Outdoor Advertising Devices.¹

Under PennDOT's *Pub 581, Highway Beautification Manual*, (refer to <http://www.dot.state.pa.us/public/PubsForms/Publications/pub%20581.pdf> Section 2.13), Pennsylvania Byways are deemed as follows:

Should any additional State routes be designated as Pennsylvania Byways in the future, the owners of all existing off-premise signs adjacent to the Pennsylvania Byway shall be informed that their signs have been reclassified as non-conforming and of the effects of the non-conforming status as outlined in 67 Pa. Code Sections 445.2, 445.7 and 445.8. This notice shall be in writing, accompanied by pertinent information of the Act amending Title 74 - Transportation. The owners of any illegal signs along the Pennsylvania Byway, under the regulations (Title 67 Pa. Code Chapter 445), shall immediately be issued a "Request to Remove Illegal or Abandoned Sign" (RW-790). See Section 2.09 of this manual relating to removal of illegal signs.

The above procedures only apply to Pennsylvania Byways designated by a special legislative act. A Non-legislative Byway is a roadway nominated by a government entity, and then designated by the Secretary of Transportation as a "PA Byway". Where there is no special act prohibiting signs, the regular restrictions and allowances under Act 160 apply to the highway. However, there should not be any applications on these non-legislative Pennsylvania Byways if the local government has enacted an ordinance as required to prohibit signs. If PennDOT is asked to grant a permit along a non-legislative

¹ Taken from Pennsylvania's Byways Guidance Manual

Pennsylvania Byway because the local government granted a permit and the sign appears to meet the requirements of Act 160, the District should notify the Utilities and Right-of-Way Section. They will notify Pennsylvania Byways Coordinator in the Center for Program Development and Management. The permit should not be granted until the District is notified by the Utilities and Right-of-Way Section.

All existing off-premise signs become non-conforming signs once a road is designated as a Pennsylvania Byway or National Scenic Byway. These existing signs can be maintained and repaired but substantial improvements to the sign are not permitted. The construction of new off-premises signs is no longer permitted along a designated byway route. This prohibition *does not affect* business signs located on the premises of the respective business.

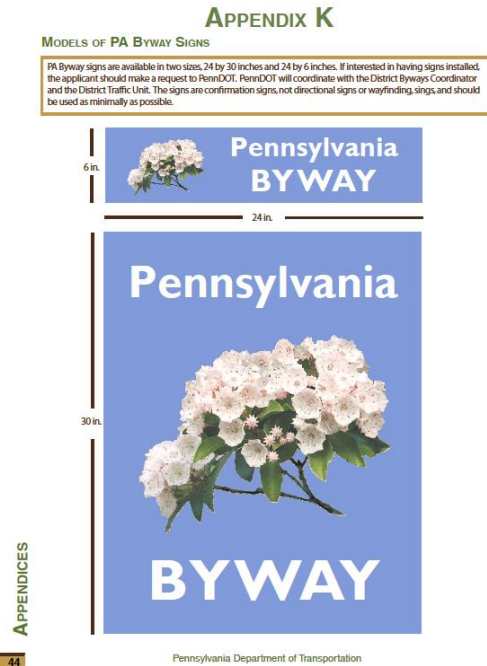
Balancing Regulations and Property Rights

The issue of signage regulations was a common point of discussion during this planning process, with divergent opinions offered in the Regional Forums, the various Focus Group discussions and within the Tourism Infrastructure Committee. Simply stated, local comfort with the extent of regulations varies markedly along the Corridor. Commenters noted that in many rural communities on the Corridor, governing bodies are reluctant to deal with land use and land development regulations that in essence “tell people what they can and cannot do” on their property. In terms of the above discussion on off-premises signs, there (a) may be some confusion over the impacts of Byway designation on all signage – on and off-premises, and (b) there may be a fear in some quarters that the prohibition of new off-premises signs may be a precursor of additional regulations imposed by some regional review body over local municipalities, even though the MPC places land use controls ultimately in the hands of municipalities. In summary, these concerns provide a hurdle to be dealt with as Byway education and designation planning proceeds.

Sign Standards and Programs

The *Manual of Uniform Traffic Control Devices (MUTCD)* standardizes the type, size and design of signs along roads and highways. The Pennsylvania Byways Program has a confirmation sign for designated byways advising the visitor that they are on a Pennsylvania Byway. Each Pennsylvania Byway upon designation can request from PennDOT, confirmation signs, as illustrated in Appendix K of the PA Byways Guidance Manual. These signs are not directional or wayfinding signs but identify the road as a designated PA Byway and are typically located at the beginning and ending termini of a byway.

The National Scenic Byways Program (NSBP) managed by Federal Highway Administration (FHWA) offers the use of the *America's Byways logo* to byways designated as a National Scenic Byway or an All American Road. This logo provides recognition and can be used on signs, in publications and for marketing purposes. Requests for the logo can be found at http://www.fhwa.dot.gov/hep/scenic_byways/logos

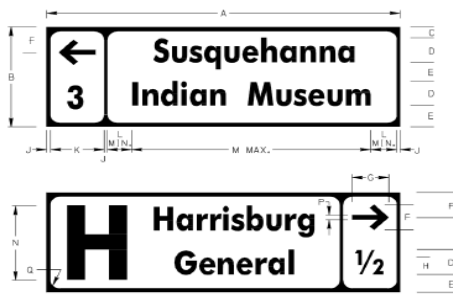


PA LOGO Example

Additionally, the Pennsylvania Tourism Signing Trust administers has two programs to assist motorists locate food, fuel, lodging or other visitor/tourist services and destinations, following regulations in the *Traffic Engineering Manual Pub. 46*. One program is *The LOGO Program*, which allows eligible businesses and attractions to apply for a sign at the highway exits along Interstate and other limited access highways for gasoline, food, lodging, camping services and general attraction destinations. The

PennDOT *Traffic Engineering Manual Pub. 46* (www.dot.state.pa.us/public/PubsForms/Publications/PUB%2046.pdf), Subsection 2.14 provides detailed eligibility, locational, spacing, installation and other program requirements.

The second program, *Tourist Oriented Directional Signs (TODS) Program* is for signs on State and Municipal roads. Detailed eligibility, locational, spacing, installation and other program requirements may be found in the *Traffic Engineering Manual Pub. 46* (www.dot.state.pa.us/public/PubsForms/Publications/PUB%2046.pdf), Subsection 2.7



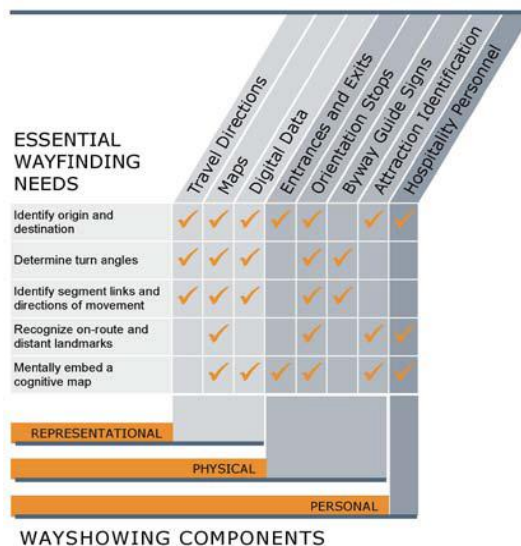
Tourist-oriented directional signs are guide signs with one or more panels that display the business identification of and directional information for business, service, and activity facilities. Eligible participants include commercial, cultural/institutional, architectural/historical recreational and tourist services businesses. The aforementioned Publication 46 (a) provides specific types of businesses in these broad categories and

Source: Traffic Engineering Manual Pub. 46
- Exhibit 2-14

(b) defines a TODS sign as a "... 72"x24" or 48"x16" directional sign (D7-4) with white legend on blue or brown background that indicates the name of, and gives directional guidance to the Participant's location (see insert above). Local municipalities must approve the location of signs in the TODS Program.

Wayfinding Planning Statement

Wayfinding systems are a good approach for guiding travelers and can enrich the traveler experience. “Successful systems utilize common design cues including color, typography, shape, logo, material or nomenclature”.² A wayfinding system includes, among other elements, regulatory signs, gateways, monuments, directional systems, directories, interpretive kiosks, maps and technology. It is a way of establishing an identity for an area while providing for information and navigation. It is important for any wayfinding system to address the needs of all travelers, including the international traveler and those that are visually and hearing impaired. Seeking communication solutions that include images and other graphic and audio messaging can reach a broader audience and enhance the economic vitality of communities and destinations.



Wayshowing for Byways Publication

A similar organizing system that provides valuable guidance is a reference document from the National Scenic Byways Program -- Wayshowing for Byways (www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5310034.pdf). This guidance takes a traveler’s approach for signing and interpreting a byway by identifying and knowing where you are and finding where you want to go. The components include:

- Travel directions and route clarity of route segments
- Maps
- Digital data for consumer electronic devices
- Marked byway entrances and exits (gateways)
- Orientation stops, which are the major byway interpretive sites, visitor centers and key scenic overlooks
- Byway trailblazer signs (PA Route 6 mile markers)
- Identification of byway attractions/destinations
- Trained hospitality personnel



Orientation Site on the New York Seaway Trail (photo credit: Carol Truppi)

To effectively, develop a *Wayfinding Plan for the PA Route 6 Corridor*, it will be important to design a system that first considers the overall corridor and then each of the Character Areas and Landing Nodes. In addition there may be other signing/wayfinding interests that may be incorporated or considered for vehicular and pedestrian orientation and navigation, such as the Erie County Signing Region Trust for example. Specific recommendations are detailed in Chapter V.

² Urban Wayfinding Planning and Implementation Manual, International Sign Association

Tourism and Marketing Planning Statement

Two goals from the 2004 MAP are a good start for this MAP update and CMP to effectively guide a Tourism and Marketing Plan for PA Route 6 that will transport travelers along a historical and tranquil highway, offer authentic experiences along the way and create a memorable destination that is positively recognizable and results in multiple trips/visits:

- Encourage the maintenance and expansion of tourism-oriented businesses that offer experiences, hospitality and dining, recreation, entertainment and personal products and services for the Pennsylvania Route 6 Corridor traveler.
- Encourage the retention and expansion of specialty retail, hospitality, dining, cultural and convenience establishments and opportunities within the traditional downtown commercial districts (Landing Nodes) along the Pennsylvania Route 6 corridor.

The recommendations and strategies outlined in Chapter V continue to build on existing tourism and marketing efforts while recommending a new approach that focuses on residents as well as visitors encouraging local stewardship, partnerships, private sector incentives and the international traveler.

Multi-Modal Transportation and Traffic Safety Planning Statement

It is critical to implement the recommendations outlined in Chapter V to address the identified issues and opportunities, but more importantly to frame out a strategy that encourages and plans for multi-modal transportation along Route 6 and within the Corridor. Getting people out of the car to explore the intrinsic qualities so there will be repeat trips will be economically beneficial to the communities, destinations and businesses. The Multi-modal Transportation Plan outlines measures for local and state agencies, and organizations to enhance existing facilities to address any safety concerns and accommodate all modes of travel and commerce. At the same time, building a system of pedestrian and vehicular facilities on Route 6 and other roads within the Corridor is essential along with off-road facilities including trails on land and water. Proposals modifying the roadway must conform to the detailed PennDOT Design Manuals (DM) such

- DM-2 (Highways) www.dot.state.pa.us/public/pubsforms/Publications/PUB%2013M.pdf
- DM-4 (Structures) www.dot.state.pa.us/public/PubsForms/Publications/PUB%2015M.pdf
- DM-5 (Utilities) www.dot.state.pa.us/public/PubsForms/Publications/PUB%2016M/PUB%2016M.pdf

The *Route 6 Bicycle Master Plan* will provide good base information and recommendations for an important segment of the multi-modal network. It can enhance regional tourism development and provide valuable information to local communities who may want to plan for and develop local bicycle routes that interface with a regional system.

Historic Conservation Strategy

The Route 6 Corridor in northern Pennsylvania is a rich tapestry of historic towns, deep woodlands, natural wonders and industrial achievements that together symbolize the growth and ecological riches of the state. Woven into this intricate fabric are the natural environment and results of human settlement that tell the stories of a deep regional history. The natural and cultural resources along Route 6 remain vital and collectively make the Route 6 Corridor a unique place to be conserved and featured.

This Historic Conservation Strategy (HCS) is based on the Historic Preservation Guidance for Preservation Planning from Pennsylvania's Historic Preservation Office. The HCS describes ways that cultural, historic and environmental resources can be conserved for current and future generations. The HCS presents the framework for Design Guidelines by Resource Type subsections of the Strategic Plan chapter. This strategy augments other planning and design strategies for the PA Route 6 corridor and acknowledges the difficulty to actually "preserve" anything indefinitely. Historic preservation programs and organizations encourage preserving the integrity of the resources in the best way possible. Caring for our physical and cultural heritage is essential to defining our society and understanding our history.

Definitions

The term "conservation" acknowledges that deterioration can only be slowed down, and that inevitable changes will affect every historic resource over time. A conservation ethic reflects a realistic stewardship approach that offers a broad range of potential treatments, including the most complex option of "preservation."

The US Secretary of the Interior's Standards (See Appendix F) describe four major approaches to conserve historic resources:

- *Preservation* – the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property.
- *Rehabilitation* – the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. (Sometimes considered "adaptive reuse.")
- *Restoration* – the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period.
- *Reconstruction* – the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

This HCS describes tools that are available within these approaches and a general process that can be followed to conserve a specific historic and cultural resource, landscape, or a significant geographic area.

- The terms “historic” resource and “cultural” resource are often used interchangeably. Cultural is usually interpreted as the broader of the two. The definition of “cultural assets” includes both historic and natural resources, and can extend to wildlife or domestic species therein.
- The National Register of Historic Places “eligibility criteria” include historic events, activities, persons or other resources that exhibit significant cultural or aesthetic values.



Historic Resource - Warren Historic District



Natural Resource - Buttermilk Falls, Wyoming County

Conservation Process for Corridor Communities

Cultural resources, assets and intrinsic qualities need not be “nationally” significant or even the highest integrity to be important locally, regionally or statewide. This is an important underpinning to both the Historic Conservation Strategy and the Corridor Management Plan. The best tool having the greatest value for conserving any cultural resource or intrinsic quality is local stewardship, regardless of formal designations it may have. If local people believe that a resource is important to them and their society, then it is important. The next step is deciding the best strategies to protect a specific asset – whether it’s a building, landscape, view, factory, or person, with a culturally important story to be told.

Each community has the privilege and responsibility to determine the best ways to conserve its resources. Sometimes the best tools are advisory. Many communities choose to encode their values into ordinances. Sometimes federal and state laws may offer help to local citizens in conserving their cultural resources.

It usually takes a concerted effort by individuals and groups to understand and articulate the values of cultural resources. The next step is to educate and engage others, such as government officials. The real challenge is to devise a creative strategy that many people can rally behind to conserve a resource.

Since the National Historic Preservation Act (NHPA) was signed into law in 1966, states and communities have increasingly recognized that conservation of historic and environmental resources are heritage legacies with real tangible value. Adaptive reuse is a frequently-used tool or practice of economic development, which for many is the “bottom line” justification for preservation. The benefits of conserving cultural assets of the Route 6 corridor are many and transcend pure “historic” appreciation, and are outlined as follows:

- *Environmental Benefits:* The practice of historic preservation is the embodiment of conserving resources. Overall, restoration and redevelopment consumes less energy than demolition and new construction, while recovering the worth of past energy investments. Demolition followed by site preparation and new construction not only consumes present-day energy, but negates and wastes the past energy investment made in a building.
- *Cultural Benefits:* By preserving historic structures and sites, we are able to share the spaces and environments in which past generations before us lived, thus historic preservation is the visual and tangible conservation of cultural identity and it reinforces a sense of place. In addition, preservation can help strengthen a community’s future since historic buildings help create vibrant, cultural places that draw tourism, and can provide spaces for arts, festivals, and other activities which in turn draw investment, revenue, and economic growth. Concurrently, preservation can be a tool to boost the quality of life, an intangible that benefits from an illustration of the special relationship among the past, present and future of a community.
- *Economic Benefits:* Increasingly, preservation has been recognized as an important segment of the local economic base, generating economic activities, creating jobs and attracting capital. Heritage and cultural tourism are reinforced by preservation, which are complementary with nature- tourism. Studies have not only shown these direct economic benefits of preservation there also have been enhanced property values as a result of the preserved structures and surrounding properties. Historic preservation has been encouraged via special tax credits – federal and state – for the rehabilitation and commercial reuse of recognized historic buildings.



In summary, these assets, or resources, create links to the past as outlets to the people that lived there before and establish a physical history of the region. Conserving cultural assets often have added economic benefits to properties located in or near historic districts, which tend to see their values rise over time. Businesses find the stability of protected historic districts attractive, which creates jobs and increases tax revenue for communities as businesses locate in historic buildings, districts and settings. Fundamentally, conserving physical assets is also conserving the environment since redevelopment uses less energy and resources than new construction and demolition.

With a conscious local strategy, and comprehensive view of the corridor, each community can act independently to identify its essential “character-defining features” that it wishes to protect, as are mentioned throughout this MAP/CMP/HCS and in the individual Heritage Community Work Plans. Reaching public consensus on priorities is a significant achievement for any community, but once achieved, such unity represents a clear political will. Preparing a conservation strategy for important resources is the next step.

Conservation as Economic Development

Route 6 was the subject of regional visioning and planning for over two decades, and in many ways is considered a cultural resource. The highway is a thread that stitches Pennsylvania’s northern tier heritage. For the diverse communities along Route 6, the road and the associated “heritage corridor” concept can be an element of civic pride and a common marketing tool to help stimulate the travel and tourism sector of the entire regional economy.

The hospitality industry understands that visitors want authenticity. Visitors want experiences that are real in their unique ways, and the communities that conserve and feature their cultural resources are generally considered more attractive to the visiting public. Heritage-, Cultural- and Nature- tourism continues to grow as a sector within the travel and tourism industry in Pennsylvania, the nation, and around the world. (Note: Also see the Tourism and Marketing Planning Statement).



Over the past decade, the urgency to create a sustainable society has also boosted the rehabilitation sector of the construction market – with retrofits scoring dramatically high – because as “green” buildings, adaptive reuse projects conserve embedded materials; repurpose other materials; and provide a return on investment with bottom line energy savings. Aesthetically, the patinas of historic materials in modernized buildings are often an undisputed visual appeal and offer marketability because of their highly versatile spaces.

Historic buildings are generally the most recognized “cultural resource” in our society – and may appear initially as the most tangible return on conservation investments. But there are many other cultural resources that can also yield impressive economic benefits. People are also looking more closely and working together to conserve open spaces as culture assets that are now recognized to be essential to human health and well-being.

Beyond obvious health and quality of life benefits, public landscapes and green spaces were overlooked as economic generators. Perhaps the most dramatic example where open space adds value to adjacent real estate is Central Park in Manhattan. Parks, trails, greenways, rivers, water bodies, wetlands, and even well-designed urban streetscapes are considered assets and people today are attracted to these amenities as residents or travelers.



Open Space Enhances Home Values

- ▶ Open space adds \$16.3 billion to the value of southeastern PA housing stock.
- ▶ Protected open space generates \$240 million annually in property tax revenues.

Studies show that preserved open space can lead to increased property values.

Source: Return on Environment-The Economic Value of Protected Open Space in Southeastern Pennsylvania (2011)

Communities along the Route 6 corridor can take advantage of the lessons learned from the many “opportunities lost,” as well as from successes that have resulted from decisive community action across the US. Successful conservation strategies are many, and each one needs to be customized to the specific community.

The Route 6 “corridor” currently offers a wealth of scenic views with high levels of aesthetic quality, as described in the earlier Scenic Conservation and Visual Integrity subsection. Some consider these cherished resources as “intangible,” or may take them for granted that a scene will never change. Scenic views contribute to the historic and cultural landscapes and qualities resulting in economic benefits. Perhaps the best example of a steward of scenic resources is the National Park Service (see insert to the right), which is part of their mission statement. The agency strictly controls scenic and other resources within national park boundaries, and are working in partnership with others on assessing and managing scenery within the views of their park units.

NATIONAL PARK SERVICE MISSION STATEMENT

The "Organic Act" of August 25, 1916, states that "the Service thus established shall promote and regulate the use of Federal areas known as national parks, monuments and reservations . . . by such means and measures as conform to the fundamental purpose of the said parks, monuments and reservations, which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

The “viewsheds” within the Route 6 Corridor include both public lands and privately-owned properties. There are alternatives to conserving the views on privately-owned lands as defined in the Scenic Conservation and Visual Integrity Planning Statement. These include purchasing conservation easements, transferring development rights, and other proactive strategies that achieve public-private conservation initiatives.



It is important to note that conservation efforts *are almost always based on common values within a community*. Most conservation initiatives are successful because they are *inclusive* and local partners have done the grass roots work to successfully negotiate common ground and to secure *support* from a broad range of individuals, groups, homeowners, private business and policymakers.

Networking is the best way to ensure that conservation strategies are understood and widely embraced. When successful, conservation accomplishments *become a cherished part and the latest story in a community’s history*. Partnerships are the key.

A Local Historic Conservation Strategy

Inventory

An inventory of resources is the first step to develop a local HCS. The inventory is the process that identifies and begins to document significant resources within a specific community, or collectively for larger areas such as the Route 6 corridor. Many Route 6 communities have already completed historic inventories – some quite extensive, including many of the Heritage Communities via their *Community WorkPlans*. In addition, several have designated National Register Historic Districts that require an inventory of the structures within that District. In some locations the local historic organization may have completed an inventory, with Wayne County’s *Historic Sites of Wayne County* (see <http://www.waynehistorypa.org/places>) being one case in point. While localized conservation strategies are beyond the scope of this planning effort, the Alliance has a wealth of information that may be useful to local communities wishing to pursue this, including the various *Heritage Community WorkPlans* and the *Pennsylvania Route 6 Tourism Infrastructure Plan* noted in the introductory chapter of this Plan. In addition, the discussion and description of the respective Character Areas provide context for the significant resources in the respective communities.

Situations and circumstances change over time. A community that has created a resource inventory should periodically review its survey document. If the survey process has just begun, or if the existing survey is outdated, a public outreach process can be initiated to solicit a broad range of public ideas on what should be added to the list, as well as recommendations for priority cultural assets to be conserved.

Public ideas should be documented and included in the new or updated inventory. The inventories and strategies of other communities are often useful models that can add perspective to the diversity of any potential conservation strategy. Sections of this planning document offer guidance on intrinsic qualities, themes and resources that are significant to the Route 6 Corridor.

The Bureau of Historic Preservation (BHP) within the Pennsylvania Historic and Museum Commission (PHMC) has many resources available to help municipalities document and catalog resources. These include standard forms to help determine eligibility for the National Register of Historic Places (NRHP); and to identify archaeological and prehistoric sites, building complexes, farms, historic districts, and industrial sites.



Specific resources listed within a survey may include, but are not limited to: buildings, structures, sites, objects or districts – that are fifty years or older, or related to a specific theme. Anyone can conduct a survey, but for a final survey to be accepted by the BHP, the survey director must meet the Secretary of the Interior’s Professional Qualification Standards.

A qualified surveyor can help a community to critically assess their preliminary resource survey to ensure that resources are considered significant to the history, culture, natural and archaeological heritage of the area. The National Park Service publication entitled *How to Apply the National Register Criteria for Evaluation* (see <http://www.nps.gov/nr/publications/bulletins/nrb15/>) provides guidance in determining the significance of a resource, which may include: residential, commercial, industrial, transportation, rural and other historic, archaeological and cultural resources. Criteria to determine significance of a resource is based on the following:

- (Criterion A) – relationship to historical events;
- (Criterion B) – relationship to a significant person;
- (Criterion C) – distinctive design, construction or form characteristics of the structure;
- (Criterion D) – ability to impart important information.

Significance also relates to the historic “context” of a resource, for planning purposes we define as being attributes that provide a backdrop to the resource; association, or the relationship between the resource and the four criteria; period of significance, or the time frame during which significant events happened; and integrity, or the level of authenticity of physical attributes of a resource from which significance is derived. This largely reflects the following definitions as per the National Park Service *National Register Bulletin*:

- Historic Context - An organizing structure for interpreting history that groups information about historic properties that share a common theme, common

geographical area, and a common time period. The development of historic contexts is a foundation for decisions about the planning, identification, evaluation, registration, and treatment of historic properties, based upon comparative historic significance.

- Historic Integrity - The unimpaired ability of a property to convey its historical significance.

Resource Priority List - Identify Threats and Opportunities

A resource survey can be analyzed to identify potential threats that may pose impacts to significant resources. Threats might include: new development; neglect of a property; demolition; gentrification; changes/alterations that are not in character with the original structure; as well as the absence of comprehensive plans, incentive programs, long-term visions for historic structures, and a general lack of knowledge about the local historic resources.

If not anticipated, some threats can result in the demise of local resources before a realistic conservation strategy can be developed. The “threats and opportunities” assessment is a thoughtful, proactive approach to conservation. Fortunately, many tools are available to communities and groups that can help limit such losses and increase the odds that cultural resources can be conserved – if communities are well informed and proactive.



Significant resources may be elevated to immediate priorities if they face imminent potential or real threats; such as economic pressures; if they are affected by local ordinances/programs (e.g. Property Maintenance Codes,) or redevelopment efforts of various types. In establishing a priority list, significant resources may be those that are urgently or potentially affected or whose status as “significant.” Is threatened by modified or new land uses, land use conflicts, additional activities, or lack of coordination between local or regional entities

Opportunities to conserve cultural resources begin with an aware and active community that has done its homework and has begun to create partnerships for conservation. Focusing on common emotional bonds, such as a public park or a school building where generations of children passed through is a key method to help build a broad coalition for specific projects. For example, the Heritage Communities Program provided a local-level planning platform for the identification of these “common bonds”, such as a renewed interest in showcasing the Lake in Edinboro, the agricultural heritage around Mansfield, the conservation heritage movement in Milford and the shared D&H heritage among Carbondale, Waymart and Honesdale.

The inventory and the resource priority list should be made available to the public for comment. This information can help connect residents and business owners within communities by fostering a common understanding, a sense of responsibility, and effective advocacy to conserve local resources.

Historic Conservation (Preservation) Plan

A localized Historic Conservation Plan (HCP) along with this planning effort combines the inventory and the priority resource list with an “action strategy.” An HCP can be included as an element of a municipal or county comprehensive plan – that is an advisory document. It can contain specific guidelines for local and county planning commissions and elected officials – who benefit from a clear framework for analyzing proposed projects that might affect their community environmental and cultural resources.

The Pennsylvania MPC guides planning and land use, subdivision and land development regulations in Pennsylvania. MPC features a provision for historic planning that may be included in comprehensive plans or as a stand-alone document. An HCP can educate residents and businesses within a municipality of its significant resources, and the goals, issues and the opportunities associated with them. It also can provide a toolbox of strategies to manage these resources for their best uses and protection. The following are steps to create a HCP:

- Draft a concise narrative of the municipality’s developmental history and supplement it with graphics and maps that speak to both the area’s natural resources and the roles transportation, industry, and conservation have played in its cultural development.
- Articulate the vision and goals for the HCP – usually a process of intensive negotiation to reach a clear and strong community consensus.
- Undertake a survey, which may include resources eligible or listed on the NRHP (with their general descriptions and their physical conditions), and comprises the primary collection of data within the HCP.
- Establish a priority list that ranks the significant resources according to criteria that each individual community considers important. Ranking criteria may include, but is not limited to NRHP significance; threats; potential partnership funding strategies, and other opportunities. Unanticipated threats can occur, such as inconsistencies in local and regional plans that leave vulnerabilities in a community’s resource protection strategies.

A public participation process is needed to discuss community goals, objectives, and strategies of the HCP. Public meetings help educate people about the importance of the HCP, as well as solicit important ideas for how resources should be treated.

An action strategy is created by applying the priority resource goals to a realistic schedule. These decisions address short and long-term goals and link the general schedule to the realities of potential rounds of funding availability. (Funding cultural resource conservation strategies are discussed later in Section 5 which may include tax credits, municipal incentives, grants and other sources to help fulfill the plan.)

Design Guidelines - Advisory and Regulatory

Design Guidelines are optional tools that can be crafted to help to establish, reinforce or conserve the desired character of an area or cultural resource. Regarding cultural resources, design guidelines are often created by municipalities to revitalize historic downtowns and historic areas in ways that maintain their unique characters and original features. Municipal design tools can be created as “advisory” planning tools or as “regulatory” tools such as zoning and land development ordinances. Various communities along the Route 6 corridor have elected to use both types of design “tools”.

In either case, these tools establish a framework for design and aesthetic decision-making for areas with specific characteristics that a community believes are important to conserve. Design tools are intended to conserve the integrity of a specific individual resource or the cohesiveness of a larger district. The design tools describe an array of treatments that have been determined to be acceptable methods to conserve aesthetics and functions of a structure or district.

The intent of design guidelines and/or ordinances is to conserve the “character-defining features” of cultural resources that contribute directly to public perceptions of the qualities of the built environment and ultimately to strengthening property values. Under guidelines, parties involved in renovating a building are advised to conform to established practices that are intended to conserve a building’s historical character with skillful treatments in all visual respects. Design ordinances, on the other hand, prescribe specific compliance for resource conservation.

Design guidelines for new buildings can describe preferred treatments for placement, scale, materials, and details. Guidelines are voluntary and are not enforceable like ordinances and official maps, but may be elements of comprehensive plans. Communities that develop Design Guidelines should make them easily accessible to developers, business groups, property owners and citizens.

As earlier noted under the CMP for this Corridor, the most locally relevant design guidelines are the *Pennsylvania Wilds Design Guide (2009)*, a place-based set of advisory design standards and concepts prepared for the Pennsylvania Wilds Tourism Region that includes four (4) Route 6 counties (i.e. Warren, McKean, Potter and Tioga). The guide begins with an identification of regional thematic elements, a suggested toolbox reinforcing the identity, best practices, dealing with the impact of new development and ways to protect the landscape.

Guidelines for new development can include aesthetic considerations that are often logical design legacies of our American culture – such as orienting optimum solar efficiency, selecting traditional rooflines that respond to historic local wind patterns, designing and placing windows for natural lighting, optimum views and ventilation, and infilling village lots with buildings that employ traditional sidewalk setback distances and compatible materials. This chapter provides some Best Practices by Character Area (i.e. reflecting localized significant characteristics) and the parameters of Design Guidelines by Resource Type (i.e. reflecting typical use and context). Without

guidelines, simple and efficient opportunities such as these are often not even considered.

Regional Identities and the PA Route 6 Logo

The current Route 6 logo appears to capitalize on a “retro” appeal and subtle innuendo. Versions of the logo have been created to make the “brand” adaptable for different uses. As a standalone image, the existing Route 6 logo has been expected to function as a brand for the entire region.



For the purposes of the this planning effort, character areas - “Lake;” “River;” “Forest;” “Industry;” “Agriculture;” “D&H;” and “Conservation;”- are concepts to illustrate the characteristics dominant in geographic regions as a means to organize the Corridor, and thus ultimately to orient, manage and direct actions. Within these regional logos, the “Route 6” logo was incorporated to reinforce the essence of diversity within a unified brand. The Character Areas are conceived to feature the dominant intrinsic qualities within the Route 6 corridor and the graphic images are designed to reflect those unique characteristics or features for multiple applications – signs, print material, websites, markers, etc. These graphic images also help convey the conceptual intrinsic qualities of the region to travelers not fluent in English. All are part of a discussion of the multiple demands on a sub-regional branding paradigm.

Best Practices by Character Area

This subsection relates the significant assets of each Character Area that may be incorporated into design guidelines and standards.

Great Lake Character Area

Lake Erie, Pymatuning Lake, Edinboro Lake, Canadohta Lake and Conneaut Lake have played a seminal role as major water bodies in the context of Route 6 communities. The lakefront and lake body itself have provided countless hours of recreation and enjoyment for generations of Pennsylvanians and visitors from adjacent states and sections of Canada. People going to the lake can enjoy its resources by taking advantage of trails, greenways and other recreational venues. Greenways and trail access along waterways are invaluable environmental attractions that have proliferated across the Commonwealth and nation – based on people’s demand to be outdoors and be close to nature – whether near home or while visiting remote places. Trail connections can be made publicly accessible from nearby residences and businesses to the water’s edge using tools such as easements or rights of way.



Trails and greenways that parallel water courses offer multiple opportunities for sports fishing, hunting, biking, hiking, cross-country skiing and opportunities to observe aquatic flora and fauna. Many families have also built or own seasonal accommodations and second homes around the lake. These homes can echo the style and design of nearby Route 6 communities, such as Edinboro and Conneaut Lake, in order to present a harmony and uniformity with adjoining areas and remind people of the linkages of the different terrains and environments of the Commonwealth.

Industry Character Area

Industries are a key component of the heritage of northwestern Pennsylvania, and the historic industries helped grow and shape the communities that now exist. Where historic industries are no longer viable, communities have multiple options for interpreting the history – with or without extant artifacts. Where industries remain viable, communities can reach out to these businesses to identify ways that they can be interpreted within the local context, as well as to negotiate conservation initiatives that can be mutually supported.



Industrial buildings were typically structures of utilitarian design, constructed in the style of the day. However, today historic industrial structures commonly occupy key locations within communities and along waterways. Structure sizes, construction types, and materials of these buildings generally make modern reproductions not feasible and ultimately less attractive in their “historic” character. Retrofit architecture is an art and science, with many variables. The greatest value of conserving historic industrial buildings – beyond the enclosed spaces, is the heritage of the former structural materials exposed. All design treatments for retrofitted structures should seek to conserve original “fabric” of the resource and limit new design “interventions” to the maximum degree possible.

State and National Forest Character Area

This Character Area falls within the PA Lumber Heritage Region and traverses Allegheny National Forest and the Susquehannock, Tioga and Elk State Forests – exposing visitors to the northern tier hardwood forest ecosystem (of plant and animal species) that provides timber products to a worldwide economic market. Timber and wood materials can be featured in the Forest Sub-region to reinforce the material in signs, streetscape furniture, pavilions, building materials and public art as an important element in the area’s heritage and history. Local partners can work with state and national foresters to enforce harvesting buffers that conserve visual buffers along Route 6 corridor viewsheds.



Endless Mountains Agriculture Character Area

This Character Area features a culture based on traditional values and the heritage of the Pennsylvania farmer, and shares the stories with the Endless Mountains Heritage Region. Within many open cultivated fields, sits one of the iconic symbols of Pennsylvania agriculture: the historic barn. Barns are highly regarded by roadside travelers for their romantic and scenic appeal. However, embedded in the structures of historic barns are the remarkable engineering innovations and signature details of each of the original settling cultures that built them (e.g. Dutch, English, German, etc.). Significant resources exist in these historic artifacts that tell remarkable stories. Interpretation can trace original migrations across the Route 6 tier of Pennsylvania with specific barns used to tell the farming settlement stories of the region. In populated areas, barn tours are an annual event that raise funds for various community needs with sold out tours. Conserving barn resources sometimes takes more resources than individual property owners can support. Amish craft persons and members of the Timber Framers Guild of North America are the most well-known resources for barn conservation. Local agricultural products and agricultural tourism are two growing sectors of local economies across the country.



Specialty farms and roadside stands are all opportunities for visitors to meet and support local farmers. Farm destinations can be actively promoted within the umbrella of the Route 6 marketing program. Many counties and municipalities take advantage of an array of agricultural preservation tools to protect prime farmland, including state and county funding – based on agricultural value. Active, fertile farmland along Route 6 offers the additional advantage of scenic aesthetics along the heavily traveled corridor. Farms most vulnerable to modern development may be prime candidates for potential agricultural easements to be negotiated with owners. This process is most successful if begun – proactively, and not when an agreement for sale is imminent.

Where new construction is expected to consume farmland, specific conservation measures are possible including: conserving the barn and other unique structures, and designing trails, meadow buffers, and natural-looking stormwater facilities into the subdivision plan. Scenic farm vistas should be included in the terms of conservation easements to protect important agricultural lands as well as scenic views that that might be impacted by utilities, towers and other human-made features that can be sited elsewhere. In addition to easements, some municipalities have incorporated the *Conservation Subdivision* approach into their subdivision and land development regulations, which allow for the identification and protection of agricultural resources such as barns, meadows, trees and hedgerows.

Allegheny and Susquehanna Rivers Character Areas

While these are two Character Areas the best practices context is identical. The Allegheny and Susquehanna Rivers and their respective tributaries have also played influential roles as the major water bodies and cultural centers in the development and growth of Route 6 towns and industry. In recent years, these rivers and streams have been “rediscovered” by residents and visitors alike, even though they may be less critical for local industry. Waterfronts are immensely attractive to people – especially if natural edges are conserved and developed edges are well maintained, remain publicly accessible, and offer the proper mix of services and amenities.

Greenways and trail access along waterways are invaluable environmental attractions that have proliferated across the Commonwealth and nation – based on people’s demand to be outdoors and be close to nature – whether near home or while visiting remote places. Trail connections can be made publicly accessible from nearby residences and businesses to the water’s edge using tools such as easements or rights of way.

Trails and greenways that parallel water courses offer multiple opportunities for sports fishing, hunting, biking, hiking, cross-country skiing and opportunities to observe aquatic flora and fauna. Trails in urban areas can be integrated with sidewalks, and waterfront plazas to feature water as the primary visual and sometimes recreation attraction. In larger towns, promenades along the waterfront can provide a space for events, new ways to engage the waterfront, and integrate the water with the built environment. New buildings should be built to consider existing and new views to the water and should relate to the height of other buildings in the district. Sometimes improvements to riparian edges can include stormwater best management practices that integrate aesthetics with functional “green” restoration projects.



Bridges are inextricably linked to water, and new and retrofit bridge projects within the Route 6 corridor should be considered as eligible for “context-sensitive design” treatments of these structures, to ensure that they are integrated with the surrounding natural environment and cultural districts. Examples of well-executed, low-cost aesthetic design treatments can be found in bridges across the Commonwealth. PennDOT standards now provide for crash-safety railing options that provide views from the roadway to the waterway below.

D&H Character Area

Construction on the Delaware and Hudson Canal (D&H) began in 1825 and the Canal operated until 1898 to mine and transport coal from the Lackawanna Valley to New York City. The D&H was declared a National Historic Landmark in 1968. The Route 6 corridor passes through and nearby to historic communities and site artifacts of early coal mining activities, the former towpath canal and gravity railroad systems – where this heritage still defines landscape features and local cultural identities. Towns such as Hawley, Waymart, Honesdale, Lackawaxen and Carbondale, within a 25-mile segment of Route 6, all actively promote a shared industrial heritage rooted in the intertwined coal mining and coal transportation stories. Continued conservation of resources including canal/railroad artifacts and the associated community fabric are the keys to maintaining the unique character of this historic “waterway corridor.” The D&H towns should be fostered as pedestrian-oriented and will benefit from continued, careful rehabilitation of existing buildings, and carefully developed new buildings that retain similar density, scale and massing of existing structures.



Public art can also be featured throughout the corridor – especially in the D&H towns and many others. Often art installations and festivals are inspired by the local place. These initiatives can feature stand-alone art works or art can be incorporated carefully into the infrastructure fabric – such as building murals and paving graphics. Sometimes art works are permanent and sometime temporary, such as “pop-up” shows and “flash” events.

Both the Conservation and D&H Character Areas have important connections to rivers and waterways, where ecological and recreational linkages may be created, enhanced, and maintained with greenway, walkways, trails, habitat conservation and interpretive exhibits that can educate about the D&H coal transportation system and the US and regional conservation movement.

Conservation Character Area

Conservation of an area has historically resulted from either conscious decision or disinterest resulting from the lack of exploitable natural resources. Ironically, the areas with few historically exploitable resources, have now become highly valuable for their environmental integrity. This value is the general attraction of the Conservation Character Area.



In addition to conserving natural environments, the Conservation Character Area has the potential to develop as a very “green” sub-region – that becomes known for promoting and supporting

sustainable design in new construction by featuring eco-friendly practices such as recycled materials, efficient windows and lighting and innovative stormwater management practices. As the Borough of Milford was the home of Gifford Pinchot, the Father of American Conservation, the Conservation Character Area can be seen as a leader in utilizing new technologies that save resources and energy. Successful practices, then, can be copied and adapted by other Route 6 communities and beyond.

Design guidelines By Resource Type

Public Spaces and Town Centers

The public “center” of a town can be perceived in different ways, unless there is an established public space, such as village green, a river front drive, or a definitive main street that signals the “heart” of a community or neighborhood. Successful town centers are vibrant public spaces, filled with multiple activities if they are economically and socially healthy. These places attract residents and visitors, and exhibit welcoming features.

A reasonable number of on-street parking spaces are usually needed to create the desired level of vehicular-pedestrian interaction needed for an attractive and convenient town center. Town centers are usually found in the central business districts of a community and their physical appearance conveys the community “image.” The best town centers are where people congregate to socialize, to relax and to enjoy events. These places feel inviting to visitors and residents. Design, security, maintenance are all critical to continued social and economic success of Town Centers and to the year-round and after hours appeal.



"The Green" in Wellsboro, Tioga County, illustrates a lovely public space where people gather

Streetscape improvements can contribute significantly to a town’s image, but are not, in themselves, an economic development strategy. The pedestrian amenities of a streetscape need to be coupled with a smart district business strategy, which attracts and retains the goods and service businesses essential to a typical town center, and then the niche attractions that can be supported by a larger, regional traveling population.

Town Centers can be physically connected to local cultural and environmental destinations by trails, bike lanes, directional signage, and amenities (such as bike parking and safe and convenient transit stops.) Permanent and temporary landscape improvements can be immediately attractive – if well-designed and maintained.

Mixed-use buildings in Town Centers should be encouraged, with retail and office space on the ground floor and residential units on the upper floors. Drive-thru operations should be restricted to areas outside the Town Center and if Transfers of Development Rights (TDR) are allowed in the municipality, then the town center should be positioned as a receiving area. If vacant buildings or lots are present, they should be maintained and kept clear of debris and possibly screened until appropriate in-fill development can be negotiated.

Town centers may serve as logical points of arrival and departure for visitors where they can interact with residents and enjoy the commercial and cultural amenities of the community. They may be central places within the *Landing Nodes* noted earlier. They are typically locations where visitors can “arrive” within a community, access comfort and information services and be oriented to local destinations.

A Town Center can also be selected and developed based on its relationship to highways, attractions, scenic views, and available sites. A visible sense of a “gateway” is important to a Town Center. The gateway character and design can relate to its individual “Character Area.” As defined earlier. Similar to the Route 6 logo and individual character areas – individual Town Centers should clearly exhibit the Route 6 corridor brand and establish or reinforce the tone and message of the community and sub-region.

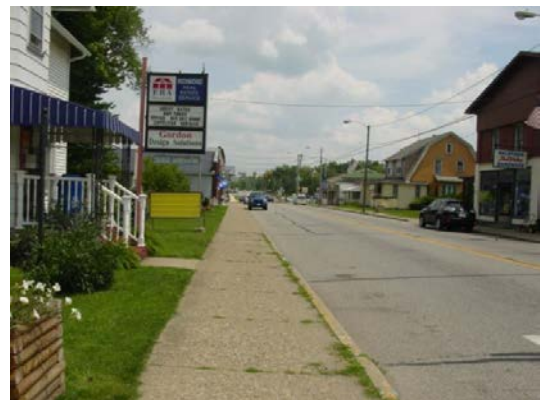


Coudersport, Potter County

Roadways

Route 6 is the predominant roadway of the heritage corridor. The character of the roadway often changes from county to county and within each municipality, a factor underlying the recommendation for Character Areas rather than treating Route 6 as a homogeneous area. US Route 6 is a PennDOT-maintained highway and all improvements within the highway right-of-way (ROW) are within its jurisdiction. Safety is always the primary importance for PennDOT, but the agency also decides on any signage located within the highway right of way. Route 6 identity and directional signage are subject to PennDOT jurisdiction when located within the ROW.

Commercial signage, such as business signage and billboards not in the ROW, are not subject to PennDOT review. These types of signage can sometimes add to the character of the Route 6 Corridor. Billboards are typically intrusive visual elements that comply with minimal regulatory requirements and may clutter the visual landscape. Scenic vistas are addressed in this HCS as important visual resources to be conserved where possible.



Conneaut Lake, Crawford County

Rural Areas

Rural areas with bucolic settings, rolling fields, woodlands, farms and overlooks are subject to modern development pressures – especially those located along busy highway corridors such as Route 6. This is the predominant generalized resource type in the Corridor. There are some *General Design Guidelines*, which provide guidance for conservation considerations and priorities for application in rural areas. They reinforce earlier sections particularly related to the CMP and its guidance to enhance existing development and accommodate new development and can guide the development of more detailed advisory or regulatory guidelines.

Minimize New Commercial Elements

The siting of big box retail, strip commercial centers or malls should be encouraged in appropriate locations that are more auto-focused and do not detract from the intrinsic qualities and character of a community. Where possible, chains should be incentivized to locate in existing buildings. New strip commercial should be limited and placement of drive-through facilities should not impede pedestrian access. Strip development should incorporate design techniques that can modulate architecture masses using different heights, setbacks and roof elements to create breaks in the horizontal shape. Access driveways should be limited and streetscape trees and lighting can help create an inviting atmosphere. Parking should contain landscaping and be screened. Outdoor seating may also be encouraged.



This Wal-Mart has been scaled, through design and massing, to fit into the context of the area

Source: Plannersweb.com

Protect Views

High quality scenic views and viewsheds exist across the Route 6 Corridor, and may be conserved via various tools. Local communities are essential partners to recognize their value and move to conserve them by using market-based tools such as conservation easements. Municipalities can incorporate language and/or graphic depictions (i.e. in the recent *Wellsboro, Charleston, Delmar and Duncan Joint Municipal Plan* in central Tioga County) within comprehensive plans to help protect views from public areas, especially if incorporated into land use and/or land development ordinances. Views towards town centers and downtowns should not be blocked, as well as views of striking natural features and prominent cultural landmarks. Additional details on view protection and scenic conservation can be found in the earlier Scenic Conservation and Visual Integrity section.



Bradford County

Preserve Dark Skies

Dark skies are an important natural resource in the Route 6 corridor. Along the rural stretches, there are still places where light pollution does not interfere with stargazing and the night sky can be viewed bright and clear. This is best exemplified by Cherry Springs State Park near Coudersport. Dark sky as a public resource can be valuable to local residents, but it can also be a highly rare resource that niche tourists will travel to and stay overnight to experience. To conserve this coveted resource, it is important for local residents to understand what it is, why it is valuable, and what it takes to conserve it. Dark Sky friendly design standards may be incorporated into local land use and/or land development ordinances. Enacting municipal lighting regulations is only one tool needed to conserve the dark sky environment. There are ways to achieve and maintain the value of the dark sky assets through modern techniques and smart lighting design. The CMP also lists ways lighting can be adapted to protect and conserve dark skies.



Concentrating lighting only where it is needed is one way to preserve dark skies.

Site Design Within Town Centers

Setbacks

Buildings within a town center should have a front setback from the curb that allows for a “complete street” design – with sidewalks, landscaping, and streetscape elements that combine to create a feeling of an “outside room” between the buildings on both sides of a street. Many communities have these setbacks “grandfathered” by existing buildings or regulated by zoning ordinances.



In this example, setbacks allow for wide sidewalks and landscaping that create a sense of place for pedestrians in an attractive setting

Source: *Overland Park Mixed-Use Design Standards (2009)*

Massing

The historic massing and scale of town center buildings should be conserved and echoed with new and infill buildings. This will ensure its proportions are uniform with the established character of the community. Pedestrian-scale features are recommended that can be achieved with varying building sizes and heights or when large buildings can be “broken up” into smaller visual units by design techniques.

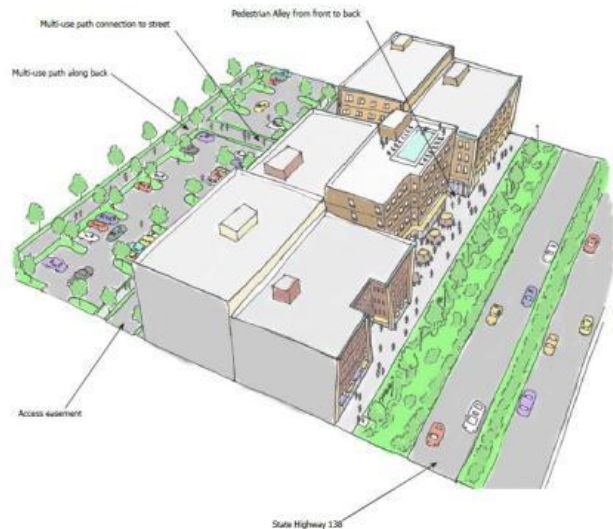


In this example, buildings of different sizes and heights retain a uniformity of character. First floor storefronts are at a pedestrian-scale and share architectural elements.

Source: Brownsville Borough Commercial Historic District Design Guidelines (2012)

Orientation

Entrances should face the street and on-street parking areas. Loading areas, trash collection and storage should be screened and/or located to the rear of buildings. Owners of connected and adjoining properties can work together to create shared facilities, such as shared parking lots, plazas and driveways.



In this example, entrances are oriented to the street and shared parking is present in the rear
Source: Highway 138 Design Guidelines (2010)

Sidewalks

Sidewalks should be present and in good condition in front of all business entrances, preferably with space for landscape elements to enhance the pedestrian experience.



Tunkhannock Sidewalks are wide with street trees and period lighting

Landscape/Streetscape Amenities

Within commercial areas and traditional downtowns, well-designed landscaping, planters, trees and containers, and amenities (i.e. benches, trash receptacles and flags/banners) can all help enhance the pedestrian experience and represent the character of the community. The design and layout of these crucial elements should follow a comprehensive streetscape design. Improvements should not interfere with signage and pedestrian traffic. Avoid screening along front façades that may unintentionally create unsafe places, but consider historically appropriate features such as iron fencing. Dumpsters and storage facilities should be screened from public view.

Streetscape designs can incorporate storm water management with rain gardens, swales or bio-filters. Such techniques can also be used in parking lots to capture and distribute rain water. Impervious areas should be minimized, especially in new streets and parking lots. Natural resources and intrinsic qualities that are unique and significant to the respective Character Area should be conserved and managed. New developments should strive to retain existing trees and plant new ones. Species should be appropriate to the site.



Patterned sidewalks, planters, trees and attractive lighting all lend to a pleasing streetscape in Carbondale.

Lighting

Street lighting should be unobtrusive and pedestrian walkways should be lighted for safety and effect. Structure lighting should illuminate the building or sign evenly without directly impacting other buildings or pedestrian sight lines by using indirect lighting. Lighting should emulate the character and style of the community. Where appropriate, lighting should conform to Dark Skies guidelines in terms of location, duration, intensity and light color. The plans for lighting should be done across sites as to ensure a uniform and clean light presence.



Period lighting in Coudersport Business District

Signage/Awnings

Signs and awnings have traditionally conveyed the name and purpose of the business; visually separated upper uses from lower floor uses; and provided relief from the elements. New awnings should not hide important features of the building; and “project” only a few feet from the building. Awnings should be fabricated from appropriate materials, such as canvas or cloth, and should be simple in color scheme. New signs should be placed above an awning or signs that project from buildings or on glass should only cover a small percentage of the surfaces. Narrative tags / logos of the business can be placed on the awning or overhang.

Historic signs should be maintained and/or renovated. New signs should be simple, appealing and be proportional in scale to the building. Letters should be large and easily readable. Neon and other internally lighted signs should be used carefully. The size of signs should relate to the pedestrian experience and scaled as such. Signs should conform to the style and character of the neighborhood and should reflect the “Character Area”.



These storefront awnings in Tunkhannock are a good example of an appropriate solution for the pedestrian area.

Storefront Design

Classic storefronts usually maintain a consistency of scale and design, even when new stores were introduced. Newer stores tended to move away from this uniformity by modernizing architectural features to copy “trendy” styles of strip malls and shopping centers that translate poorly to smaller pedestrian scale downtowns. Recommended storefront design should focus on returning and reintroducing the classic elements to the storefront and, thus, the cohesive façade of the block. Alien and inappropriate materials should be removed to allow the historic, classical elements to represent the original architecture, which may include decorative work, corners of walls, ornaments and columns. Special attention should be placed on doors and windows to feature the connection with the street. Classic architecture features help drivers, pedestrians and bikers to locate points of entry.



Storefronts in Wellsboro exhibit a consistent scale, retain classic elements and showcase decorative work.

New Construction/Building Additions

New construction and additions should fit into the existing character of the street through the shape of buildings, size, color palette, and use of materials. Windows and doors should be kept in proportion with existing buildings.



This newer construction in Towanda fits into the existing character and style of the block.

Windows/Doors

Windows and doors are important elements between the street and the building. Original storefront materials should be reused and repaired where possible. Windows that must be replaced should be done so with windows of the same size and any “filler” with other wall surface materials should be avoided. Historically and architecturally inappropriate windows/doors should be removed and replaced with previous historic features including colored or stained glass and architecturally appropriate window openings. Whenever possible, these styles should be maintained or returned to its original historic integrity and materials such as Plexiglas and tinted glass should be avoided. Blank walls facing busy streets should be avoided.

Roofs

The shape of roofs and their components, like dormers, chimneys and decorative features help to retain historical character. Original materials should be maintained and repaired when possible. New types of material should generally be avoided to maintain consistency of the building character. Proper ventilation is required, and mechanical equipment located on rooftops should be screened or covered by sympathetic dormers, parapets, mansards and other roof elements. Roof heights can be variable from building to building along the façade of a block.



Variable roof heights and distinct details can help maintain building character along the whole façade.
Source: Montgomery County Planning Commission

Parking/Traffic

Where appropriate, there should be separation of the different modes of traffic, such as cars and bicycles. Shared parking and driveways can be promoted in adjacent properties to access rear lots that may be combined over multiple properties. Lighting of parking areas at night should be carefully evaluated for need, shielding and appropriateness of illumination so it does not interfere with surrounding sites, buildings and “dark skies”. There may be locations where parking lots do not need to be illuminated at night and having dark skies as a major resources/destination for the corridor. Landscaping, lighting, and sidewalks or walkways should be integrated into all parking lots to break up impervious surface of the lot. Pedestrian circulation should provide connections to the street and surrounding buildings.



These examples show bike lanes and pedestrian buffers as a means to separate the different modes of travel.

Conservation Tools – Guidance and Regulatory

Municipalities have the option to pass ordinances to protect historic resources within the powers afforded by MPC. The localized regulatory framework is highly individualized with the scope and controls exerted reflecting the wishes of each respective municipality. The scope, purpose and content of these more formal regulations are summarized in this subsection.

Historic District Ordinance

The Historic District Act was passed in Pennsylvania in 1961, as a state enabling legislation that enables the creation of historic preservation ordinances. Through this law, municipalities can designate certain areas as historic districts; require owners to obtain a Certificate of Appropriateness (COA) before making changes or demolishing a building; and appoint a Historic Architectural Review Board (HARB) to review COA applications. This ordinance is intended to help prevent the loss of architectural characteristics of buildings or its outright demolition. To determine whether a district is “historic,” the Pennsylvania Historical and Museum Commission (PHMC) has established evaluation criteria that considers if the district is based on the Secretary of the Interior’s “Criterion.” (See *A Local Historic Conservation Strategy*, p. 87). PHMC will also examine the district’s boundaries and review a Pennsylvania Historic Resource Survey Form (PHRSF) along with the draft municipal ordinance. For the new historic district ordinance to be approved, the purpose and reason for the ordinance must be relayed to the public. The municipality can inform the public in multiple ways about significant buildings and what the ordinance will do. Property owners, brokers and real estate agents should also be notified of the ordinance and the benefits it presents. At another level, an historic district ordinance can provide a basis for an “overlay” on the existing zoning map where additional regulations are applied to the underlying zoning of the area.



Milford is an example of a Route 6 Community providing for a HARB

Historical Architectural Review Board (HARB)

After the ordinance is adopted, the municipality can appoint professionals and knowledgeable persons to the HARB. The HARB is made up of 5 individuals: a registered architect, a building inspector, a licensed real estate broker, and 2 members with interest and knowledge of historic preservation. The HARB’s role is to review changes proposed for outside of buildings that are visible from a public right of way. The HARB is an advisory entity whose recommendations can be taken into consideration by the governing body that can ultimately issue or deny a COA to individuals or groups

who seek to alter or demolish a building exterior in a historic district. HARB's exist in the Rt. 6 corridor Boroughs of Milford and Wellsboro.

Inclusions in Existing Ordinances

Another tool available to municipalities through the MPC is Article VI that provides local bodies with zoning powers for the "protection of natural and historic features and resources." This may be an alternative to areas with significant individual historic buildings and resources that are worth protecting, but are not concentrated within a conventional or overlay zoning district. To use this tool, a municipality should consider the potential for conflicts between its existing zoning categories and its historic preservation goals.

Environmental Review Process

The PHMC Bureau for Historic Preservation (BHP) administers an environmental review process to assess the impacts of projects that utilize federal or state funds, or require federal or state permits to determine if they may result in negative impacts to significant cultural resources. This process and responsibility is described by the National Historic Preservation Act of 1966 (Section 106) and the Pennsylvania History Code. Historic resources are first identified that may be potentially affected by a proposed project using National Register of Historic Place criteria guidelines (see p. 97). Once potentially affected resources are identified, the environmental review process is used to identify and quantify impacts or "adverse effects" on these resources. This process is usually performed by the BHP. Some examples of adverse effects include physical destruction, alterations or changes not in character with the original features. In some cases the determination of potential effects may be significant enough to alter or halt the proposed project. In other cases, mitigation measures are described that will eliminate, reduce, or provide a value in-kind for the impact.

Examples of Historic Districts Within the Corridor

Wellsboro has a Historic District that was listed on the NRHP in 2005. It is comprised of a mix of commercial, residential and institutional structures that date to a period of significance from between the 1830s and 1950s. The residential portion of the District has zoning requirements that address permitted and special exception uses, like bed and breakfasts, day care, home businesses, and other zoning considerations such as density standards and lot sizes. Milford also has a historic district that was established in 1998 to protect a mix of early to late 19th Century architectural styles within a historic business district that is based around a densely-developed village core with a minimal number of non-contributing resources. The Wyalusing Historic District was listed on the NRHP in 2003. Most of the buildings were built between the mid-19th and 20th Centuries and exhibit the prevalent architectural styles of the day, like Italianate, Queen Anne, Classical and Colonial Revival. Many of the buildings in the District are significant for their roles in the area's agricultural and lumber heritage.

Historic Designations and Listing

The National Historic Preservation Act of 1966 established the National Register of Historic Places (NRHP) for the country, which is the national inventory of historic properties (e.g. districts, sites, buildings, structures, objects). A resource listed in the NRHP accords it special consideration in the federal planning process; allows for specific tax incentives for income-producing properties; grants recognition for historically significant properties; and acts as a condition for some state grants. The NRHP does not disallow demolition by a private owner, nor does it (a) prevent federal projects from occurring, (b) guarantee preservation, (c) make it accountable to local regulations or (d) demand private property owners make their buildings open to the public. Having a property listed in the NRHP establishes its importance in the history of a community, and perhaps a region, state, or even nationally



Warren Historic District fronts green space and has view of the Allegheny River

In Pennsylvania, the National Register program is managed by the BHP, as the “State Historic Preservation Office” (SHPO). To list a resource in the Register, a preparer submits a Pennsylvania Historic Resource Survey Form (PHRSF), an account of the property’s history and description, to the BHP for evaluation. The BHP determines if the property is eligible, based on 4 distinct criteria:

- Criterion A – if a property is associated with events that are significant to the country’s history;
- Criterion B – if a property is associated with significant persons from our past;
- Criterion C – properties that represent distinctive characteristics of a type, period or method of construction, or is the work of a master, or is of high artistic value, or represents a distinguishable entity whose individual components lack distinction; and
- Criterion D - properties that can impart important information in prehistory or history. Religious properties, structures that have moved, birthplaces, cemeteries, reconstructed buildings, commemorative properties and properties that have become significant within the past 50 years are not considered eligible, but they will qualify if they’re part of districts that meet eligibility or if they themselves meet specific criteria. Properties must also be associated with an important historical context and retain the historic integrity of the features that speak to its significance.

If a property is determined to be eligible, the preparer submits a nomination form which is reviewed by the BHP. If it is deemed to be technically and substantively correct, it is then reviewed by the state Historic Preservation Board. If the nomination is accepted, it

is then reviewed by the National Park Service (NPS) for final decision and if accepted, listed.

Another designation of note is a National Historic Landmark (NHL) is a resource that is important, beyond a local area or state, to the history of the entire nation. This status may afford a property added protections from development and may make it eligible for certain grants and technical assistance. NHL status also ensures that the resource is preserved for all citizens. The criteria used to evaluate potential NHL resource properties are those associated with: events that are significant to national history; people that are significant to national history; a great idea or ideal of the American people; distinguishing characteristics of an architectural type valuable for a period, style or construction or a significant and distinctive entity whose components may lack individual distinction; integral parts of the environment not significant on their own but collectively are of exceptional historical or artistic significance or commemorate a way of life; and information of major scientific importance that may reveal new cultures or provide information on periods of occupation over large areas of the country. A review of the NHL on-line database notes two NHL listed properties in the immediate corridor area, the Gifford Pinchot House (a/k/a Grey Towers) in Milford and the Terence V. Powderly House (i.e. Labor leader/mayor/federal official) in Scranton (pictured).



Conservation Partners

Municipalities can partner with county, state, federal and private partners to cooperate on conservation programs. Local heritage organizations often create resource surveys (inventories) – many times with qualified partners to secure PHMC approval. The grass roots power of local organizations grows from working directly with residents to help guide them through the process of documenting resources, as well as gather additional information on resources that might only be known to area residents. Local heritage and preservation organizations can work at every stage of conservation, including helping to acquire and rehabilitate historic resources. County-wide groups, like county historical societies, perform similar functions as local organizations and often have affiliations that are capable of engaging public agencies and elected officials into the process.



Kane Museum showcases Kane's historic connection with the Holgate Toy Company

Conservation organizations need to understand the differences between public sector and private sector strategies to conserve cultural resources. For example, a highway improvement project on Route 6 that touches within a designated historic district, or where the highway project encroaches into a wildlife area, would each trigger federally-mandated review processes that would be conducted by PennDOT. Individuals, organizations, and municipalities that establish “standing” can be designated as “consulting parties” to a Section 106 review process – for any transportation project that uses federal funds. This process enables concerned parties to review agency determinations and submit comments into the process, as well as help negotiate potential mitigations to potential project impacts. In the cases where private individuals decide to raze a property listed on the NRHP, there may be no other recourse that is left to a conservation coalition than to purchase the property from the owner as the only means to prevent its demolition. Between these two extremes, multiple types of resource threat-conservation response scenarios exist.

Conservation coalitions are most successful when they work *proactively* with government officials, agencies and the private sector to negotiate consensus strategies to conserve cultural resources. The SHPO provides training and advisory services to local governments; oversees historic district designations under local ordinances; and helps Certified Local Governments (CLG) create local preservation programs. Local governments can choose to participate in the CLG program in order to augment local historic preservation efforts. CLG tools include funding incentives and higher-level technical assistance. To receive certification, a local government must have historic preservation ordinances and/or zoning in place and comment on NRHP nominations within their boundaries, in addition to other reporting and training requirements. The BHP can also help counties and municipalities develop historic preservation plans as part of comprehensive plans to exercise a provision established in the MPC.

Conservation efforts can also engage economic development groups. Historic buildings can be adaptively reused for new uses and some economic development organizations may offer incentives or assistance to businesses that choose to locate in these buildings. Often redevelopment authorities and other organizations can help municipalities with emerging downtowns that are looking to rehabilitate and restore historic structures. Local communities can also participate in the Pennsylvania Department of Community and Economic Development’s (DCED) Keystone Communities Program (KCP) – a grant program that replaced the Main Street, State Redevelopment and other former programs and can be used for community revitalization and economic development in a downtown area. Elements of the program are as follows:

- Planning grants - \$25,000 maximum with 50/50 match
- Façade (storefront) grants - \$50,000 maximum; \$5,000 maximum per façade with 50/50 match
- Anchor Building grants - \$500,000 maximum 30% of total cost; grant to applicant/loan to developer with repayment to revolving loan fund (minimum 10,000 sq. ft. building)

- Redevelopment Grant-to-Loan - \$500,000 maximum /30% of total cost; grant to applicant and loan to developer with repayment to revolving loan fund
- Public Improvement grants - \$500,000 maximum with/50/50 match

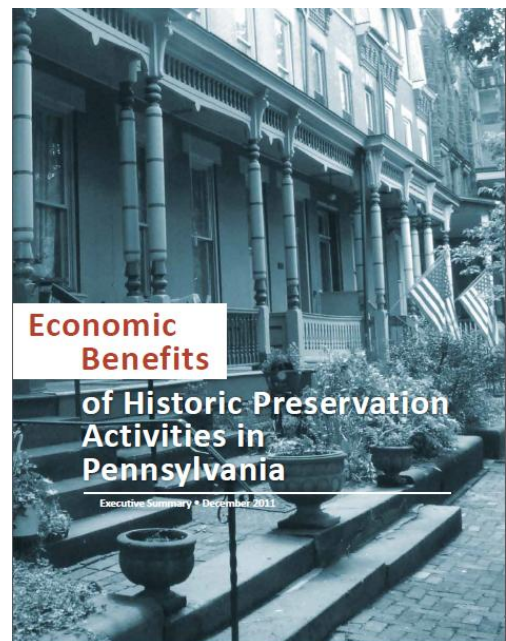
Resource partners can each contribute their special competencies to a conservation “team.” Assets may include technical papers, best practice models, codes for historic buildings, model legislation and model comprehensive plans. A lead or “champion” organization is usually the entity to create a communication strategy to link project partners and share technical / historic information and inventories with the public. A communication strategy can be adapted for use as a marketing tool to educate and solicit public input – often through social media venues. The communication strategy can educate and encourage partners and stakeholders to perform useful tasks, such as prepare register nominations, add to surveys, and engage in workshops and attend events. The strategy can also solicit local and regional heritage tourism and economic development groups to incorporate historic resource conservation priorities within their own plans and media strategies. Details of historic resources, images past and present, and the importance of a specific resource in its local context can be used to promote tourism and economic growth.

Funding and Economic Development Benefits

There are a number of conservation funding opportunities – depending upon factors such as resource significance, ownership and condition. Project “funding” may come in the forms of tax credits, financial incentives (low interest loans) and grants – to individuals, organizations, and municipalities to help rehabilitate historic structures for adaptive reuses such as residences and commercial properties. Sometimes job creation targets are tied to specific funding sources.

Pennsylvania Grants

The PA Keystone Historic Preservation Grant program is available to nonprofit groups and local governments to plan and develop publicly-accessible historic resources that are listed in or eligible for listing in the NRHP. This program directive is to identify and promote Pennsylvania’s historic resources to revitalize communities and for public benefit. These grant awards range from \$5,000-\$25,000 with a 50/50 cash match required. The PA Keystone Historic Preservation Construction Grant program helps fund small construction projects for publicly accessible historic resources that are listed or eligible for listing in the NRHP. For the Construction Grant, the awards range from \$5,000-\$50,000 with a 50/50 cash match is required. Both grants require projects to meet the goals and objectives of the Pennsylvania Historic Preservation Plan.

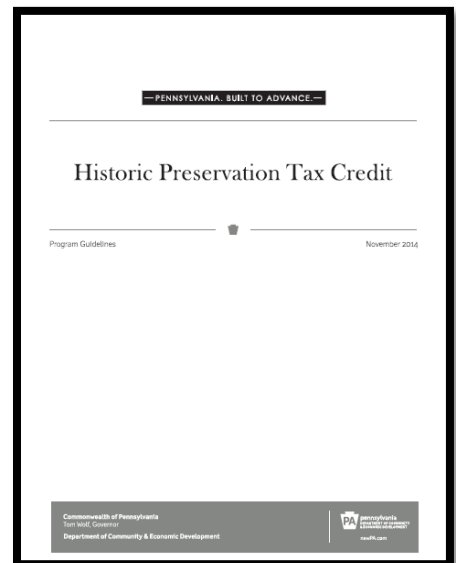


Federal and State Tax Credits

Two federal tax credits are available for rehabilitation activities. The Rehabilitation Tax Credit is administered by the U.S. Department of the Interior (DOI) through the National Park Service in partnership with the Department of Treasury through the IRS, and the PHMC BHP. The 20% tax credit can apply to a project that the Secretary of the Interior designates as a certified rehabilitation of a certified historic structure that is rehabilitated for commercial, industrial, agricultural or rental residential purposes. A certified historic structure is a building that is listed in the NRHP or located in a registered historic district and certified by NPS as contributing to the historical significance of the district. A certified rehabilitation is one of a certified historic structure that is approved by the NPS as being consistent with the historic character of the building and, if it's applicable, the district in which it's located. It must also meet the Secretary of the Interior's Standards for Rehabilitation (See Appendix F). NPS understands that some changes will happen, but the project cannot damage or cover features which relate to its character.

The tax credit equals 20% of the amount spent on a certified rehabilitation project and directly lowers the amount of federal tax owed. To receive the credit, the owner must hold the building for five full years after completing the rehabilitation and it must be income-generating. A federal 10% Rehabilitation Tax Credit is available for the rehabilitation of non-historic, non-residential buildings that were originally placed in service before 1936. The credit equals 10% of the amount spent to rehabilitate the building.

The Pennsylvania Historic Preservation Tax Credit (HPTC) is administered by PA Department of Conservation and Economic Development (DCED) for the rehabilitation of a qualified historic structure (listed in the NRHP or located and contributing to a registered historic district) as an income-producing property. A qualified rehabilitation plan must also be approved by the PHMC and be consistent with the Secretary of the Interior's Standards. The credit is a 25% state tax credit to an individual or legal business entity, not to exceed \$500,000 per taxpayer.



PA Route 6 Alliance Mini-Grant Program

The Mini-Grant Program has a stated focus on marketing, trail development, interpretive signage, itineraries and plan implementation. The program is open to organizers of projects throughout the Corridor. The projects should support the mission of the PA Route 6 Alliance, its Management Action Plan, the PA Route 6 Artisan Trail and/or the individual Heritage WorkPlans of the PA Route 6 Heritage Communities. Grants are available for a minimum amount of \$1,000 and a maximum of \$5,000, with a 50% match required.

Eligible projects must be located within the eleven (11) counties of the Route 6 Heritage Corridor and activities may include interpretive/educational exhibits and materials, way-finding and gateway signage, and promotional/marketing products that specifically promote the PA Route 6 Heritage Corridor, with examples including:

- Marketing and educational pieces that promote the heritage of the area;
- Trail development and interpretative signage;
- Packaged itineraries and products associated with those itineraries; and
- Elements from existing plans including but not limited to trails, watershed, greenway or heritage community plans.

Funding for the PA Route 6 Mini Grant Program is provided through DCNR's Bureau of Recreation and Conservation (BRC) and must adhere to all statewide rules and regulations. Eligible applicants for the program would include non-profit 501(c)3 organizations, municipalities, Councils of Government, County Conservation Districts, and Housing and Redevelopment Authorities.

Other Funding Sources

The National Trust Community Investment Corporation (NTCIC), a for-profit, wholly-owned subsidiary of the National Trust for Historic Preservation, makes equity investments in projects that qualify for federal and state solar, historic, and new markets tax credits. Projects may range from amounts as small as \$1 million in combined credits, to rehabilitation projects that are eligible for the 20% Tax Credit. The project's development costs must be at least \$6 million and must generate at least \$1.5 million in tax credit equity.

Funding for preservation measures can also come from foundations and private sources or public-private partnerships. Municipalities and organizations can target their options with a fundraising strategy. Proposal are usually required by funding partners that generally include a vision statement, history of the resource, a description of its current or proposed use, and proposed scope of work with costs and a schedule.

Economic Development and Conservation

Many historic preservation projects can afford multiple indirect benefits to the residents and businesses, including property values and increased tourism income. The 20% and 10% Federal Rehabilitation Tax Credits have resulted in \$7 billion in project expenditures within Pennsylvania between 1978 and 2010, according to *Economic Benefits of Historic Preservation Activities in Pennsylvania*. This investment has stimulated \$17 billion worth of total economic development in Pennsylvania, resulting in 148,000 jobs.

Tourism trade is important to the Route 6 economy and preservation can have a beneficial impact on tourism. Heritage tourism in Pennsylvania accounts for \$1 billion in spending each year and resultant annual economic impact of nearly \$3 billion that supports 37,000 jobs.

Less obvious but important, non-monetary benefits resulting from historic preservation are the educational opportunities and cultural legacies. Historic preservation can be powerful physical learning tools for current and future generations – each as tangible stones in a complete cultural arch.

Preservation is the original “sustainability” movement. Adaptive reuse costs can often be less than costs for new construction. Many times the potential environmental effects of new construction can also be avoided when older structures are rehabilitated. Finally, preservation helps stabilize existing neighborhoods and community life where infusions of investments – capital and cultural are needed, but not at the cost of raising their physical worlds wholesale or randomly.

Implementation

The success of a conservation strategy is measured one initiative at a time.

- Document accomplishments – such as inventories created; new ordinances or plans introduced/ adopted; number of resources nominated/applied for on the NRHP; number of incentives applied for /secured; number of partner projects underway; number of hits/likes on social media; change in visitation and resource operations over specific intervals; number of workshops/public events held; and number of resources formerly at risk whose status changed due to a local conservation strategy effort, etc.;
- Tout partnership achievements;
- Give full credits to partners; and
- Market successes to support the next conservation initiatives.

Learn From Hard Lessons

The people of the Route 6 Corridor treasure their heritage and the many regional historic resources that have been saved and are yet to be conserved. Yet sometimes, despite grand efforts, resources succumb to outside pressures and are forever lost from our historic fabric. One such case is the Farview State Hospital Agricultural Complex in Waymart that was built in 1905 as a state hospital for the criminally insane. Patients worked the adjacent farm to help defray costs. Twelve structures on the farm dated back to the mid-19th Century, but the agricultural complex succumbed to plans to build a large federal penitentiary on the site. Even after concerted efforts by citizens to consider alternative sites, and a Section 106 process, the structures were demolished in 2002 to make way for the new prison.

While it is unknown if earlier efforts would have prevented the loss of the former Agricultural Complex, it does suggest the need to understand local heritage resources and proactively plan on ways to both preserve them and incorporate them into a tourism

strategy. As such, this approach – understanding unique local resources and intrinsic qualities and developing ways to maintain them – is a common element among the Historic Conservation Strategy, as well as the Management Action Plan and Corridor Management Plan. The HCS is an important and useful framework for communities to find the right tools and techniques to conserve their cultural assets for generations to come.

Agency Management Considerations

DCNR's *Pennsylvania's Heritage Area Program: The Next Five-Years - A Strategic Plan for 2015-2020* makes a number of recommendations for SHA's and DCNR itself. Among the strategic focus areas noted is the bolstering of management entities through the cultivation and engagement of culturally rich boards, which in turn is furthered by a mid-term strategic priority of management entities striving to meet basic recognition benchmarks of Pennsylvania Association of Nonprofit Organizations (PANO) Standards of Excellence 2.0® Program. These standards may be placed into six (6) major categories, summarized with guiding principles as follows:

The Pennsylvania Association of Nonprofit Organizations (PANO) is a statewide membership organization that exists to support the work of the nonprofit sector and highlight the critical role nonprofits serve. The stated mission of PANO amplifies the impact of the community benefit sector through advocacy, collaboration, learning and support.

- *Mission, Strategy and Evaluation* - Nonprofits are founded for the public good and operate to accomplish a stated purpose through specific program activities. A nonprofit should have a well-defined mission, and its programs should effectively and efficiently work toward achieving that mission. Nonprofits have an obligation to ensure program effectiveness and to devote the resources of the organization to achieving its stated purpose.
- *Leadership: Board, Staff and Volunteers* - Nonprofits depend upon effective leadership to successfully enact their missions and programs. Effective leadership consists of a partnership between the board and management, each of which plays an essential role. Understanding and negotiating these shared and complex elements of leadership are essential to the organization's success.
- *Maintaining Legal Compliance* - Nonprofits enjoy the public's trust, and therefore must comply with a diverse array of legal and regulatory requirements. Organizations should conduct periodic reviews to address regulatory and fiduciary concerns. One of leadership's fundamental responsibilities is to ensure that the organization governs and operates in an ethical and legal manner. Fostering exemplary conduct is one of the most effective means of developing internal and external trust as well as preventing misconduct. Moreover, to honor the trust that the public has given them, nonprofits have an obligation to go beyond legal requirements and embrace the highest ethical practices. Nonprofit board, staff, and volunteers must act in the best interest of the organization, rather than in furtherance of personal interests or the interests of third parties. A nonprofit should have policies in place, and should routinely and systematically implement those policies, to

prevent actual, potential, or perceived conflicts of interest. Ethics and compliance reinforce each other.

- *Finance and Operations* - Nonprofits should have sound financial and operational systems in place and should ensure that accurate records are kept. The organization's financial and non-financial resources must be used in furtherance of tax-exempt purposes. Organizations should conduct periodic reviews to address accuracy and transparency of financial and operational reporting, and safeguards to protect the integrity of the reporting systems.
- *Resource Development* - The responsibility for resource development is shared by the board and staff. Nonprofit organizations depend on an array of sources of financial support. An organization's resource development program should be maintained on a foundation of truthfulness and responsible stewardship. Its resource development policies should be consistent with its mission, compatible with its organizational capacity, and respectful of the interests of donors, prospective donors, and others providing resources to the organization.
- *Public Awareness, Engagement and Advocacy* - Nonprofits should represent the interests of the people they serve through public education and public policy advocacy, as well as by encouraging board members, staff, volunteers, and stakeholders to participate in the public affairs of the community. When appropriate to advance the organization's mission, nonprofits should engage in promoting public participation in community affairs and elections. As such, they should communicate in an effective manner to educate, inform, and engage the public.

It appears that the PA Route 6 Alliance meets the spirit and intent of most if not all of the above guiding principles, even though it did not belong to PANO at the time of this planning effort.

V. IMPLEMENTATION ACTION PLAN

The preceding chapter outlines a set of strategic planning statements guiding the Route 6 Corridor over the next decade, in many ways maintaining the path first outlined in the original MAP with certain suggested refinements. This chapter takes these strategic planning statements a step further in terms of recommendations and action steps. As noted at the outset, this planning effort combines the approach and requirements among three separate planning documents – a Management Action Plan (MAP) for the Route 6 State Heritage Area, a Corridor Management Plan (CMP) for a potential scenic byway designation and a Heritage Conservation Strategy (HCS) that reinforces the cultural and historic resources of the Corridor. In reality, the distinctions among these three plans are blurred. The *heritage resources* of the HCS are essentially the same as the *intrinsic qualities* of the CMP, and all are part and parcel of the MAP that forms the foundation for the Route 6 Alliance. There are many points of overlap in analysis and in suggested recommendations, but that reflects the blurred distinctions noted above.

Interrelated Goals

Given the interrelated nature of the CMP, HCS and MAP, it is possible to relate planning goals to the categories inherent in the MAP. These categories are essentially universally applicable for the Route 6 Alliance. They have been updated and revised, but build on those same categories in the original MAP as outlined in Chapter I (see pages 2-4):

CULTURAL CONSERVATION

- Encourage the conservation, preservation and coordinated marketing of architectural, historical and scenic resources that contribute the diverse cultural, industrial, recreational, agricultural and travel heritage of the Corridor.

RECREATION AND OPEN SPACE

- Encourage nature and recreational tourism as a commonly-held resource and in all forms along the Pennsylvania Route 6 Corridor via a multi-faceted effort that sustains existing nature/recreational facilities and activities, coordinates and cross-promotes these nature/recreational facilities and activities, and encourages the development of new and evolving forms of nature/recreational facilities and activities.
- Maintain and expand the relationship with federal and state agencies in the coordination of and cross-promotion of nature/recreational tourism facilities and activities offered in State and National Parks, Forests, Wilderness Areas, Gamelands, Scenic Areas and other federal and state nature/recreational facilities.

- Maintain and expand the relationship with private sector owners and operators in the coordination and cross-promotion of private-sector nature/recreational tourism facilities and activities offered in private nature/recreational facilities.
- Develop and maintain relationships with local municipalities and recreation authorities in the expansion, coordination and cross-promotion of local nature/recreational tourism facilities and activities that may be available to the traveling public.
- Support the efforts of federal, state and local recreation providers in reconnecting the general public to the outdoors through recreation opportunities, experiences, events and other programs and outdoor recreation activities.
- Encourage and promote healthful outdoor recreation through strategic partnerships with the health care and community health segments.
- Maintain the necessary scenic, open space and recreational qualities intrinsic in maintaining the image of the Pennsylvania Route 6 Corridor as a nature and recreational-tourism destination.

INTERPRETATION AND EDUCATION

- Maintain the message of the Pennsylvania Route 6 Corridor by continuing to focus on and promote the Route 6 Corridor themes and encourage member visitor agencies, local museums and related heritage resources, and tourism businesses and destinations to include these themes in their marketing and promotional efforts.
- Maintain, improve and expand wayfinding signage for resources along the corridor in a manner consistent with both the overall corridor themes and local unique Character Area qualities.
- Encourage the development and maintenance of state welcoming signage and community welcoming signage among Route 6 communities including the Pennsylvania Route 6 logo and identifying local unique resources consistent with the overall Pennsylvania Route 6 themes.
- Encourage and promote products, services and experiences that are offered by artisans, businesses and institutions located along the Pennsylvania Route 6 Corridor that reflect the themes and experiences unique to the Corridor.
- Maintain the Route 6 milemarker signage and encourage businesses and tourism destinations to reference the respective milemarker in their marketing and promotion efforts.

ECONOMIC DEVELOPMENT

- Encourage the maintenance and expansion of tourism-oriented businesses that offer experiences, hospitality and dining, recreation, entertainment and personal products and services for the Pennsylvania Route 6 Corridor traveler.
- Encourage the retention and expansion of specialty retail, hospitality, dining, cultural and convenience establishments and opportunities within the traditional downtown commercial districts along the Pennsylvania Route 6 corridor.
- Continue to incorporate nature-based place-making program initiatives (e.g. trail towns, river towns, gateway communities, etc.) and pilot community projects to provide technical assistance, training, mentoring, information and implementation resources to communities on the Corridor.
- Support efforts to enhance economic diversity throughout the Pennsylvania Route 6 Corridor, embracing well-planned industrial, commercial, financial, services and institutional opportunities catering to the employment and career needs of residents, in addition to tourism-related businesses serving visitors and residents.
- Continue to encourage the removal of blight within the Pennsylvania Route 6 Corridor via locally administered property maintenance codes, residential and commercial rehabilitation, and selective demolition as necessary to compliment the intrinsic scenic and tourism resources while enhancing the quality of life for residents as well.
- Encourage and promote a wide array of tourism products, services and experiences at all levels of affordability.
- Continue to promote a two-pronged developmental approach of in-fill development in more traditional communities and clustered development in newly developing areas as a means of reinforcing and conserving the intrinsic qualities of the Pennsylvania Route 6 Corridor.
- Continue to coordinate and market outdoor recreation, open space and heritage tourism assets and amenities in concert with service and facility providers and allied agencies aimed towards local, regional and international travelers.
- Continue communicating the economic and community benefits of outdoor recreation, heritage tourism and land conservation in programs, marketing activities and initiatives on the Corridor.

PARTNERSHIPS

- Maintain and engage intergovernmental cooperation between the Pennsylvania Route 6 Alliance and the many county and municipal governments, special service districts and authorities, state and federal agencies and state and federal legislators along the Pennsylvania Route 6 Corridor.
- Maintain interagency cooperation among various agencies along the Pennsylvania Route 6 Corridor, including non-profit agencies and organizations, tourist promotion agencies and tourism regions, other state/national heritage areas, community and economic development agencies/districts, Chambers of Commerce and various civic groups.
- Cultivate and engage in partnerships with the *Pennsylvania Wilds Conservation Landscape*, which seeks to revitalize rural communities through sustainable tourism development.
- Maintain and expand relationships with tourism regions, heritage areas and destinations in the neighboring states of New York, New Jersey and Ohio and with the U.S. Route 6 Tourist Association, and cultivate and engage in partnerships with other state, federal and private entities, not only to implement specific recommendations of this plan, but to assist other agencies in implementing their own strategic initiatives.

Scenic Conservation and Visual Quality Recommendations

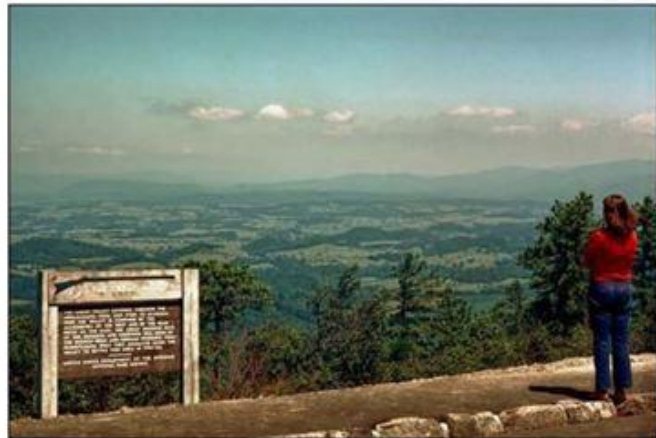
Visual Assessment Study (short-term): Engage an intern to prepare a visual assessment study of the potential scenic pull-out sites to rank them in terms of priority for development. This analysis will allow for the PA Route 6 Alliance to seek support and funding for sites that present the best opportunity for showcasing a scenic view or scenic intrinsic quality. There are a number of visual assessment inventory processes to evaluate the quality and integrity of the view. For example, the U.S. Forest Service has long had a process for assessing landscapes for landscape management, as does the Bureau of Land Management and most recently the National Park Service.



Scenic Pull-Off and Interpretive Sites (on-going): Additionally, assessing the site's value for interpretation should be factored into other conservation, preservation, enhancement and development opportunities and constraints on the site/area's scenic quality potential as a destination site. Appendix G begins to link each of the scenic pull-out areas that were identified in the *PA Route 6 Tourism Infrastructure Plan* with the Interpretive Themes and Character Areas. Below are some of them as examples:

- Conservation Character Area – Delaware River, Shohola Falls and Lake Wallenpaupack
- D&H Character Area – Honesdale Business District, Honesdale Falls, White Mills, Prompton Lake and Lake Wallenpaupack
- River Character Areas – Susquehanna and Allegheny Rivers
- Endless Mountain Agricultural Character Area – Ansonia Valley
- State and National Forest Character Area – Night skies – Cherry Springs State Park, Susquehannock State Forest, Allegheny National Forest

GUIDEBOOK FOR THE BLUE RIDGE PARKWAY SCENERY CONSERVATION SYSTEM



- Industrial Character Area – Union City
- Great Lake Character Area – Erie, Pymatuning and Conneaut Lakes

Land Trust Partnerships (short term and on-going): Establish partnerships with the Land Trust community [Refer to Appendix D of land trusts] to identify and protect key sites that contribute to the scenic, historic and cultural landscapes of the PA Route 6 corridor. Engage in a planning and design discussions, workshops or charrettes to determine options for conservation and preservation. Tools to consider are conservation easements, land acquisition, and land management practices for the protection of natural resources, minimizing disturbance of natural resources, removal of invasive species and clearing of vegetation to open views, buffering of structures, utilities and development, among others. Designing for land development that minimizes the impact of development on the PA Route 6 Corridor intrinsic qualities can be accomplished through careful siting and design of roads, buildings and other facilities.

Large Conservation Landscape Initiative (long-term action): Examine the possibility of establishing a Large Conservation Landscape Initiative (CLI) for all or portions of the Route 6 Corridor through DCNR’s *Conservation Landscape Initiative* (<http://www.dcnr.state.pa.us/cli/>) and/or the *Practitioner’s Network for Large Landscape Conservation* (<http://largelandscapes.org/>). These efforts focus on large areas of recognized conservation value, sensitivity and/or threat and require a broad-based, multi-jurisdictional, multi-sector, multi-purpose (economic, social and environmental) approach with specific, measurable conservation objectives. (NOTE: *Pennsylvania Wilds* and *Pocono Forests and Waters* CLI’s include portions of the Corridor.)

Pennsylvania Wilds Design Guide (on-going): Continue to support the application of the guidelines in the *Pennsylvania Wilds Design Guide* as options for the protection of the corridor’s scenic viewsheds and vistas in the portion of the corridor within the PA Wilds region. This guide also offers direction for other areas of the corridor outside of the PA Wilds region as a template for the development and adoption of context-relevant design guidelines and standards by communities that can:

- Encourage municipal and county government to identify important scenic vistas and viewsheds and incorporate them in and the protection of them in comprehensive plans, and zoning and subdivision regulations.
- Maintain and preserve views to rivers, agricultural lands, forests, lakes and town centers.
- Encourage and support the on-going operation and development of farms and local products that comprise all or part of the agricultural landscape.
- Exercise caution in the positioning of structures on the rims and slopes of scenic canyons and valleys to avoid disturbance of the scenic view.



Farm stand along a Maryland Scenic Road in an agricultural preserve area featuring homemade soups, jams, produce and other products
(photo credit C. Truppi)

- Select building materials that are complementary to the natural and historic landscape.

Night/Dark Skies Preservation (on-going): Preserve night skies, a valued and recognized natural and scenic intrinsic quality found along PA Route 6 particularly in the State and National Forest and Endless Mountains Agricultural Character Areas.

- In addition to the DCNR, there are a number of organizations including the International Dark Sky Association that provide work toward the education and advocacy for night skies. The National Park Service recommends three steps along with best practices to address night skies:

Step 1 – recognize the values.

Step 2 – balance the need for lighting with concern for the environment.

Step 3 – implement best practices for lighting.

- Light only *where* you need it
 - Light only *when* you need it
 - *Shield* lights and direct them downward
 - Select lamps with *warmer colors*
 - Use the *minimum amount* of light necessary
 - Select the most *energy efficient* lamp and fixture¹
- Investigate best practices in Lighting Ordinances and/or Dark Sky-friendly requirements within zoning and/or subdivision/land development ordinances that can assist local municipalities and counties develop their own regulations to mitigate the impact of light on the Dark Skies areas. Mid-term Action: Research local and national ordinances for best practices that can guide PA Route 6 municipalities in modifying or augmenting existing zoning ordinances.



Enhancing Existing Development (on-going): In addition to the following selected recommendations, the Historic Conservation Strategy within this Strategic Plan provides additional guidance for enhancing existing development as well as the *PA Wilds Design Guide*. (Refer to Historic Conservation Strategy – Design Guidelines subsection).

Historic downtown areas

- Encourage the continuation of placing applicable buildings, sites and districts on the State and National Registers of Historic Places.
- Consider incorporating Design Standards within the local land use and land development regulatory framework and the establishment of Historic and Architectural Review Boards within historic corridor communities that do not already have them.
- Plan for the installation of streetscape elements to complement the historic resources, enhance the street view and provide for a safer and attractive pedestrian environment.

¹ Practical Guide for Lighting, produced by AstroLab du Mont-Mégantic, 2009.

- Encourage infill development that is complementary to the intrinsic qualities of the historic downtowns while providing for traveler services in a main street setting that is walkable, lively and attractive.

Highway commercial

- Enhance the appearance of the building and site by the buffering of parking lots and areas; reducing the size and number of signs; designing signs to compliment historic styles; reducing the amount of light and providing for pedestrian-scale light where appropriate; creating pedestrian connections; and encouraging the use of canopies, paint or other design detailing on buildings to compliment the area's character and intrinsic qualities.

Sprawl/subdivisions

- Encourage the use of berms and landscaping to buffer or improve the view from the road, scenic overlooks and pull-out areas, and landing nodes.
- Encourage the location of new land development, such as residential subdivisions, office or industrial buildings in areas, where feasible, that are not identified as having scenic, historic, natural or cultural qualities to mitigate any negative impact on these qualities.

Utilities such as telecommunication towers, power lines and wind turbines

- Encourage the implementation of guidelines in the *Pennsylvania Wilds Design Guide* and/or comparable/locally appropriate design guidelines.
- Ensure that zoning codes address location and design criteria and permitting requirements for telecommunication towers that consider public health, safety, and welfare. Categorize wireless telecommunications towers as special use structures in zoning codes to subject them to more stringent review criteria. Without local land use control, towers can be sited almost anywhere.
- Reduce the visibility of communication towers and antennae to the highest degree possible particularly in high scenic quality areas. Product and custom concealment can be found with some industries including Stealth Concealment (See www.stealthconcealment.com).



Building with concealed cell tower
(Photo Credit: Stealth Concealment)

On-premise signs

- Working with the respective county planning agencies, develop a sample sign ordinance and provide guidance to encourage its adoption, specifically in locations where there are no regulations or guidance on the siting, design and number of signs. (Refer to this plan's Wayfinding and Sign Plan for additional guidance; short- or mid-term action)

Accommodating Future Development (on-going) (Also refer to Historic Conservation Strategy – Design Guidelines subsection).

Highway Commercial

- Create incentives to guide commercial development within town centers/landing nodes and encourage municipal and county governments to adopt plans and regulations that support and give clear direction to infill and adjacent development. (mid-term action)

Land management and development

- Encourage the implementation of guidelines and/or conceptual including: (short-term action)
 - Encourage architectural styles that are complementary to the scenic, historic, natural and cultural qualities.
 - Seek site design solutions that are complementary to historic, scenic and otherwise critical settings and create attractive places for travelers along the PA Route 6 corridor. There are a number of best practices to guide site design for new development that brings buildings to the street edge, buffers parking, provides for pedestrian linkages, improves the visual quality of the street and creates a sense of place.
 - Seek scenery management solutions that preserves and protects scenic, natural, historic and cultural landscapes that have been identified with high quality or significant value and integrity minimizes any negative impact on; and improves the critical qualities of a scenic area or view by locating development away from and in areas more appropriate.

Economic development for local business (short - mid-term action)

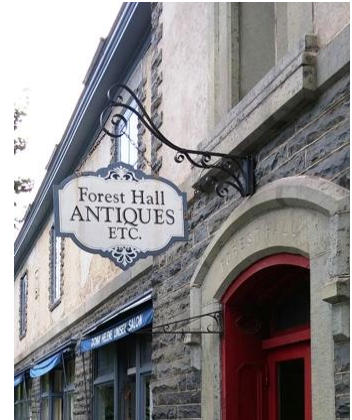
- Gain assistance from the Pennsylvania Downtown Center with their new Nature-Based Placemaking, which is an evolving, integrated revitalization theory that utilizes a community's natural, outdoor recreational resources and the potential economic impact of them. (short-term action)
- Develop partnerships to generate incentives for the retention of and establishment of new businesses that support the authentic experience, create new products that reflect local heritage of the Character Areas and generate revenue for the Heritage Communities and Landing Nodes. These might include the use of New Market Tax Credits for Main Streets.
- Establish a partnership with the Erie Downtown Partnership's new Main Street Center in seeking opportunities for entrepreneurship with the Lake Character Area of the Route 6 Corridor.

Scenic overlooks, interpretive facilities, visitor services (mid-term action)

- Establish a design palette for each of the character areas that reflect their scenic, historic, natural and cultural qualities that allows for design continuity and branding. The Character Area logos are a good place to begin to develop this palette, which will trigger recognition from travelers that reinforces the unique characteristics and becomes part of the corridor's wayfinding system.

On-premise signs (mid-term action)

- Continue working with the respective county planning agencies, develop a sample sign ordinance and provide guidance to encourage its adoption, specifically in locations where there are no regulations or guidance on the siting, design and number of signs. Encourage the adoption of the PA Route 6 Sign Ordinance that emerges from this collaboration in locations where there are no regulations or guidance on the siting, design and number of signs. (Refer to this plan's Wayfinding and Sign Plan for additional guidance).



Pennsylvania Byways Designation (on-going): Eventual designation of the Route 6 Corridor as a Pennsylvania Byways is the most comprehensive approach to recognizing and protecting the Scenic Conservation and Visual Quality that comprise the valued intrinsic qualities of the Corridor. This is a long-term, incremental and educational effort.

Wayfinding and Signage Plan Recommendations

Outdoor Advertising Recommendations

Outreach and Education (short-term action)

- Update the PA Route 6 Alliance Fact Sheets and post to the PA Route 6 website to provide information on signs -- their benefits, disadvantages and other measures that can be taken to attract travelers to sites, destinations and businesses.
- Explore the possibility of holding a kick-off webinar or meeting upon the completion of this MAP/CMP/HCS that will involve surveying the PA Alliance Board of Directors, corridor counties and municipalities, among others to see if there is interest in having a webinar or meeting to answer questions about the MAP/CMP/HCS including the topic of outdoor advertising signs.
- Provide information to and/or hold meetings with individuals and property owners who have existing off-premise signs to advise them on the regulations for designated byway, which make the signs un-conforming. The PA Route 6 Alliance in partnership with others to implement this action on an on-going basis.

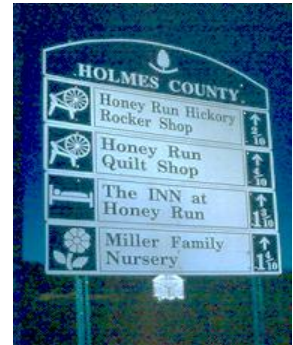
Regulatory Compliance (on-going actions)

- Maintain on-going coordination with PennDOT to track sign permits for outdoor advertising along the PA Route 6 Byway.
- Encourage the PA Route 6 Alliance to continue to seek sign ordinance(s) to restrict the construction of new billboards along the PA Route 6 corridor in accordance with the Secretary of Transportation of the United States, Section 131 of Title 23, United States Code and the Highway Beautification Act of 1965.

This would entail the adoption of local municipal sign ordinances that demonstrate that the erection of billboards will be prohibited on the byway.

To effectively develop a *Wayfinding Plan for the PA Route 6 Corridor*, it will be important to design a system that first considers the overall corridor and then, each of the Character Areas and Landing Nodes. Each part of the system needs to address both vehicular and pedestrian orientation and navigation.

- Seek funding and support for the PA Route 6 Alliance in partnership with key stakeholders, such as, PennDOT and federal, state, county and municipal agencies and organizations to develop the Wayfinding Plan that involves the following steps – Planning, Design, Fabrication, Installation and Management. (short-term action)
- The initiative should encourage a Wayfinding Plan that integrates the logos and localized resources and stories of the respective Character Areas.(mid-term)
- Development of improved and affordable directional signage linking the traveler with the unique places, museums, crafters and resources – uniform along the corridor but localized within the Character Areas/Landing Nodes.(long-term)
- Phase the development of a Wayfinding Plan to systematically address and reflect the extensiveness of the corridor’s geographic area and the complexity of the regional, character area and local solutions that will need to be examined, defined and vetted. (long-term action)
 - Phase I – Regional Plan Approach
 - Phase II – Character Area Plan Approach
 - Phase III – Landing Nodes Plan Approach



Directional on the Amish Country Byway, OH (photo credit: Carol Truppi)

Gateway Signs (short – term action)

- Design and install Gateway Signs on the Pennsylvania State Line in Matamoras (Pike County) near the bridge from Port Jervis, NY, on the PA/Ohio State Line in Conneaut Township (Crawford County) near the village of Penn Line, and near the PA/Ohio State Line in Springfield Township (Erie County) at the western terminus of US Route 6N near the village of West Springfield welcoming the traveler to PA Route 6/6N. Planning for the signage should consider the potential for multi-lingual messages.



Example location for Gateway Sign Location near Eastern PA Border

Welcoming Signs – Regional Highways (mid-term action)

In addition to the aforementioned Gateway Signs at key locations near the respective Pennsylvania State Lines, the Alliance should coordinate an initiative for welcoming signage on interstate and other critical regional highways that may intersect with US Route 6, with PennDOT, PA DCNR and other affected state and tourism agencies, and the potential need for a multi-lingual message. Suggested location for this signage include appropriate locations on Interstates 90 and 79 in northwestern Pennsylvania, Interstates 81 and 84 in northeastern Pennsylvania, as well as US Routes 219 and 15 in northcentral Pennsylvania. Planning for the signage should consider the potential for multi-lingual messages. This recommendation furthers a strategic priority also identified in the DCNR *Pennsylvania's Heritage Area Program: The Next Five-Years - A Strategic Plan for 2015-2020*.



US Rt. 15 North of Mansfield

Tourism and Marketing Plan Recommendations

Route 6 Experience

The Route 6 Experience is the foundation for interpretation, marketing, wayfinding and all aspects of tourism along the Corridor.

- Branding – maintain and update the branding program for PA Route 6 to focus on authenticity – reflecting the Corridor as a whole as well as the Character Areas and Landing Nodes - where the destinations and community resources are about experiencing the “real” places. Places where mom-and-pop shops are found, local stories are told and nostalgia reigns.
 - Engage each Landing Node in a discussion that focuses on what makes their community unique and authentic, if that information is not available in the Alliance information base (i.e. Interpretive Plan, Community WorkPlans, etc.), as well as the actions that can be taken to build upon this authenticity to attract travelers to each Landing Node and/or Heritage Community. Actions should focus on ways that encourages repeat trips; enhances the traveler experience while in the Landing Node; and creates incentives for new businesses that support the unique authenticity of the place. The PA Route 6 Alliance can use and refine/update the respective Heritage Community WorkPlans for some of the Landing Nodes that are also Heritage Communities. Other landing nodes, particularly those on public lands will need to be defined and outlined and may have plans or processes in place to build from. (mid-term)

- Seek funding to engage a consultant to assist the Alliance in leading, facilitating and producing an action plan for all Landing Nodes for Landing Nodes not previously involved in the Heritage Communities Program. This action plan should also comprehensively structure the authenticity and visions where some may be linked while others are independently focused. (short/mid-term)
 - “Layer” marketing efforts – geographically, seasonally (families summer/mature other times), internationally and multi-generational. (on-going)
- Tourism audiences:
- Recognize the profile and composition of the varied target audiences that include visitors and residents of the Route 6 Corridor communities. These audiences might include (on-going)
 - Outdoor recreation enthusiasts including active younger adults and families
 - Families and cross generational travelers, in general
 - Weekenders and Day-trippers
 - School and youth groups
 - International travelers, including those not fluent in English
 - Recognize that the “resident traveler” is both an audience and a tourism resource, through the development of the Route 6 Ambassador program, presented on-line or in regional settings. The program will emphasize the themes and stories of the Corridor highlighted in this Plan, while encouraging first-hand input from residents on new stories, interpretations and resources. This initiative also offers an added benefit in that local stewardship is built and strengthened as residents experience, learn and share the Corridor’s intrinsic qualities and history. (on-going)
 - Recognize and reinforce through products, promotions, itineraries and incentives that experience has shown to be niche markets for the range of Route 6 experiences, including automobile enthusiast, motorcyclists, Campers and RV enthusiasts, and the international traveler. In the latter case, input identifies visitors from Canada, the United Kingdom, the Netherlands, Germany and China have been especially important international visitors, several of which suggest the need to consider the incorporation of a multi-lingual message and/or translation capability. (on-going)
- Continue to use the tag line “Take the High Road” and consider augmenting this with promotions that essentially market “the trip” and say “Take the Back Roads – Avoid the Interstates”. (on-going)

- Pursue “Made on Route 6” business opportunities and marketing Initiative, by promoting, expanding and integrating the “Made on Route 6” brand including farm-to-table products, products made by artisans, and incentivizing the expansion of existing businesses and the development of new businesses involved in these products.
 - Develop a business incentive program to encourage existing and new local businesses to benefit from and create value for their association with PA Route 6. (short-term action)
 - Building credibility through an Authenticity Program administered by the PA Route 6 Alliance that recognizes businesses that support authentic or local products. (mid-term)
 - Establish criteria for the application of the Character Area Logo, which could be applied to a plaque at the business, destination or service establishment, for advertising and promotion, and incorporated into print material.
 - Establish criteria for the “Made on Route 6” Authenticity Program and encourage private entrepreneurs in their development and marketing of products that reinforce the Authenticity Program concept.
 - Develop a “Made on Route 6” label and distribute to key producers of goods (perhaps free of charge to gain traction for the concept). Have these producers and manufactures affix the label onto their products.
 - Develop and promote of itineraries and tours keyed to the Authenticity Program “experiences”.
 - Develop a process that enables the on-line selling of local products by Alliance.

- Strengthen the PA Route 6 Artisan Trail to expand upon the opportunities for artists, crafters and “makers” by assisting in establishing e-commerce capabilities so that artisans can purchase products directly from the PA Route 6 Alliance website. (short-term)

- Develop a culinary tourism experience throughout the corridor. The vast majority of tourists dine out when traveling. Tourism around food and drink helps support the livelihoods of local agricultural producers and promotes the maintenance of high quality and purity in food and drink. When tourists fill otherwise empty restaurant tables, more sales are made. More sales mean more profit and capital to reinvest in the community and the local tax base benefits. Culinary Tourism can make significant contributions toward sustainable community and economic development.² (long-term)
 - Create incentives for local business that provide for local, farm-to-table options, which can also tell the agricultural/farming heritage stories.
 - Partner with culinary schools to attract chefs with an interest in local, sustainable and authentic cuisine, and interest in the slow food movement.
 - Study the need and gaps in farm market opportunities through the Northern Tier Cultural Alliance and Buy Local PA.

² World Food Travel Association

- Encourage the use of local and natural products, such as, lumber for the design and construction of businesses, which reflects local support for “Made on Route 6” concept. Using local products also presents an opportunity to tell another story about the intrinsic qualities and history along PA Route 6.
 - Encourage eating establishments to adopt *Green Restaurant Certification Standards* (e.g. the Green Restaurant Association certification standards include Water Efficiency, Waste Reduction and Recycling, Sustainable Durable Goods/Building Materials, Sustainable Food, Energy, Reusables and Environmentally Preferable Disposables, and Chemical and Pollution Reduction), which can help to make a restaurant unique while supporting local products and healthy practices and reinforce a sensitivity for the nature-tourist.
 - Seek additional information and guidance from professionals and organizations, such as the World Food Travel Association, Slow Food (Endless Mountains)/USA, Organic Trade Association, and others to develop local culinary and agri-tourism practices.
 - Create a promotional or marketing brochure/piece around the “Made on Route 6” and culinary experience that highlights the restaurants, farmers markets, wineries, breweries and others that contribute to the authentic food and drink culture of the region.
- Continue to promote festivals or events through interactive, social media and press efforts that play to the strength of the communities in the Corridor. These potential markets include motorcyclists, automobile and other road trip enthusiasts, bicyclists, water enthusiasts, and winter sports enthusiasts (on-going)
- Promote a Motorcycle Rally on the Route – Due to the hills, valleys, scenery and natural setting; Route 6 is generally regarded as a “good ride”. Development of a rally -, Echo, etc. - on Route 6 seems logical, with a name or names related to the route (i.e. Bike Fest, Thunder, Roar, Rumble, etc.) as a whole or with a focus on a particular segment or intrinsic quality of the Corridor (i.e. Echo in the Canyon, Roar along the Shore, etc.).
 - Promote an Antique Car Tour. Exploit the history of Route 6. Schedule events or antique car rallies at key nodes along the Route, offering accommodation packages.
 - Partner with local, state or national cycling clubs, such as, Presque Isle Cycling Club, Penn State Cycling Club, Crystal City Cycling (Corning, NY), Susquehanna Valley Velo Club (Williamsport), Black Bear Cycling (Sussex, NJ), and PA Cycling Association, among others to hold a century cycling ride or other rides within the Route 6 corridor.
 - Explore corporate sponsorships that align with the natural and outdoor recreational qualities of the Route 6 Corridor, such as outdoor sporting goods and equipment manufacturers (REI, Eastern Mountain Sports, The North Face, Columbia, Trek Bicycle, Coleman, Cabela’s, etc.).
 - Partner with local, state or national organizations in boating, kayaking and other water-based activities.

Marketing Interpretive Themes

The PA Route 6 Alliance maintains a multi-media marketing effort embracing everything from hard copy brochures through on-line initiatives with TripAdvisor, AAA World – Mid Atlantic and American Road. The Alliance also maintains a website (www.paroute6.com) that provides information on events, lodging, dining, itineraries and “things to do”, in an interactive manner that allows the user to explore the resources on-line via website links, view itineraries and essentially create and individualized trip along the Corridor reflecting user interests. For example, the user is able to explore various categories of “things to do” such as Attractions, Artisan Trail, Heritage and History, and Shopping, then filter them further by Region, County and Type of resource. However, the website does not emphasize the six (6) Corridor themes nor specifically relate the resources, trips and itineraries to the applicable six (6) themes.

This Plan slightly recasts the MAP interpretive themes to be more reflective of experiences as the *National Recreation Trail*, *Safe Havens*, *Amazing Prospects*, *Creative Genius*, *Lasting Landmarks*, and *Warriors’ Road*. Review comments received on an early draft suggested to separate recommendations by theme; however, since the recommendations cut across Corridor thematic lines for the most part, this is not possible.

- Refine the PA Route 6 Alliance website to specify the six (6) themes and to allow the filtering of events, attractions and interests by theme.(mid-term)
 - Develop and recast marketing efforts related to the original MAP themes
 - Coordinate and expand the marketing efforts associated with the Warrior’s Road and Safe Havens themes, most if not all require maintaining partnerships and links with local museums, historical societies and related attractions along the Corridor and their respective websites
 - Develop and recast marketing efforts related to the Creative Genius and Lasting Landmarks themes, which are slight variations from the original themes.

- Continue and expand the marketing of and developing traveler amenities under the National Recreational Trail and Amazing Prospects themes, given the prominence of “nature” – with outdoor recreation as a common denominator and the many instances of nature-based industry/business along the Corridor. (on-going action)
 - Create and encourage opportunities to strengthen and expand outdoor recreation, such as, specialty camps/vacations for canoeists, kayakers, cyclists, skiers, hikers. As part of this initiative, integrating local/farm to table cuisine with these outdoor recreation vacations also strengthens the link to local farms, local food opportunities and visitation by culinary tourists. It may attract the more healthy conscious athlete and outdoor enthusiast.

- Build and maintain partnerships with national and state agencies to promote, expand upon and capitalize on the intrinsic qualities and amenities on public land (i.e. Allegheny National Forest, various DCNR trails in State Parks and Forests, etc.) as exists elsewhere (I.E. The Great Allegheny Passage and Delaware Water Gap, etc.).
- Partner with the US Forest Service, national Park Service, US Army Corps of Engineers and the PA Department of Conservation and Natural Resources to provide multi-lingual interpretive materials at the respective sites of those agencies.
- Partner with the US Forest Service, National Park Service, US Army Corps of Engineers and the PA Department of Conservation and Natural Resources to provide interpretation of the Route 6 resources and themes within any new visitor centers that impact the respective sites of those agencies.
- Build and maintain partnerships with entrepreneurial and private organizations to engage people of all ages in the outdoors, such as True North Wilderness Survival School, Boy Scouts and Girl Scouts of America, Rails to Trails Conservancy, among others.
- Explore opportunities to create new and expand upon current events, facilities and amenities around outdoor recreation:
 - Susquehanna River Sojourn and water trails -- Susquehanna River Trail, Delaware River Water Trail, Pine Creek Water Trail, Middle Allegheny River Water Trail, Clarion River Water Trail, Conewango Creek Water Trail, French Creek Water Trail, Upper Shenango River Water Trail, among others.
 - Land trails and recreation areas
 - Cycling rides and races
 - Fun runs and races
 - Winter sporting events, among others.
- Expand technology and social media to attract travelers, engage them in the history and stories along PA Route 6 and develop opportunities to learn about the intrinsic qualities through the websites, hand-held devices, apps, blogs and other outreach efforts. This may include securing corporate sponsor(s) to produce videos that feature Route 6 (i.e. history, Nodes, etc.). Consider utilizing a QR Code that launches the video from a Smartphone. (Refer to recommendations under the Interpretive Plan – on-going through mid-term))

Business Development

- Incentivize the expansion of specialized businesses around outdoor recreation. This may include opportunities to establish retail operations focused on rental of equipment, classes and events around a particular sport and the sale of equipment, clothing and other goods/services via relationships with existing planning and economic development agencies. (short- and mid-term)

- Encourage partnerships with the various federal and state agencies to explore the opportunity for small, local businesses to be located within and/or adjacent to state and federal parkland. (long-term)
 - Investigate criteria where private vendors could locate, expand and offer food, consumer goods and other services within park settings. A logical place to begin is with the existing visitor centers by examining, expanding upon and improving them.
 - Establish a process for agencies to procure and accept proposals from private vendors and local entrepreneurs that could be developed by taking one potential site and business as a template for the process.
 - Determine the facilities that generate a high volume of visitors and assess what amenities or services are missing from those facilities. Then determine the potential for vendor operations by issuing a Request for Proposal for private operators for attracting small and larger operators.
 - Identify potential local partners that can provide low-cost or voluntary labor to supplement basic goods and services (e.g. vending machines) for facilities that have strong local ownership but lack the sufficient visitor volume. The role for the Alliance could be to identify funding to pay for utilities or purchase products to be sold.

- Develop initiatives and programs that create greater coordination and cooperation among corridor businesses and attractions such as a “passport” system incentivizing cross-visitation and linking recreational resources and attractions. (short-term)

- Encourage the creation of commercial opportunities, such as food and retail operations at some of the many Scenic Overlooks on the Corridor. (on-going)

- Emphasize cross-promotion with southern tier of New York tourism regions, State Heritage Areas and other tourism resources. (on-going)

- Update information on visitation patterns and tourism resources along the Corridor at regular intervals, in coordination with state agencies, member Tourism Promotion Agencies and tourism resources. (on-going)

- Encourage greater cooperation and information sharing among the Heritage Communities institutionalized via a “Communities of Interest” network. (short-term)

Multi-Modal Transportation and Traffic Safety Recommendations

Roadway Safety, Maintenance and Improvements

- Encourage and facilitate closer cooperation linking local and regional planning and future transportation projects with PennDOT, PA Route 6 Counties and all municipalities to accommodate and balance the needs of all roadway users including residents, visitors, commuters and those traveling for commercial, business or recreational purpose. It is critical to examine all possible solutions that minimize conflicts between truck traffic and other users, and between motorists and cyclists on the PA Route 6 roadway. (on-going)
 - Encourage the use of context sensitive design and multi-modal approaches on transportation improvement projects, such as highway reconstruction, highway restoration, bridge replacement and bridge reconstruction projects, within the parameters of PennDOT Design Manuals (see Chapter IV, p 90).
 - Adopt traffic calming measures, in coordination with PennDOT and the affected municipalities, as a means of self-enforcing posted speed limits, improving pedestrian safety, encouraging pedestrian and bicycle use and enhancing the visual attractiveness within the Byway corridor. (mid-term)
 - Plan for safe and multi-modal access to Byway destinations and facilities accommodating all motorized vehicles and non-motorized users on specific planning, design and construction projects (on-going):
 - Motorized vehicles -- automobiles, campers, motorcycles, snowmobiles, motor boats, buses and tour vans, etc.
 - Non-motorized users including those on foot, on bicycle, on a boat or on a horse.
 - Work with respective Metropolitan Planning Organizations (MPO) or Rural Planning Organizations (RPO) in the programming of intersection and/or segment analyses in the high accident areas identified in the Accident Data map (short- and mid-term).
 - Encourage the development of multi-modal Master Plans for each of the Landing Nodes (mid- long term).
- Undertake a review of the locations that have a concentration of major accidents to determine if and what improvements might be needed to address the situation.
 - Support the preparation a Traffic Impact Study for the Intersection of Route 6 and 660 to address the problematic geometry as noted in the *WCDD Multi-Municipal Comprehensive Plan* (Tioga County); and to find solutions to improve access to the businesses in the area while allowing the Byway traveler to have a safe, accessible and pleasant transition.(short-term); and
 - Coordinate with the Route 6 Alliance Tourism Infrastructure Committee, which includes county planning representation, in the identification and programming of Traffic Impact Studies at other problem locations. (long-term)

- Working with the Route 6 Alliance Tourism Infrastructure Committee, encourage the municipalities along PA Route 6 to utilize PennDOT's Access Management Model Ordinance language to improve access management for driveways and roadways, and gain guidance from the comprehensive traffic planning practices in PennDOT's Access Management Handbook. Specific access management enhancement activities are suggested:

- Upload this handbook to the PA Route 6 website.
- Facilitate a webinar for the Corridor communities to learn about the handbook.
- Encourage municipalities to work with PennDOT, the MPO's and RPO's to help develop an access management plan for the respective municipalities. (mid- long-term)

Access management is a means of controlling the ways in which vehicles can access major roadways, using techniques such as limiting the number of driveways and intersections with local roadways. Although it involves a sometimes complex balance of the need for local accessibility with the need for overall mobility, properly managed access is vital to the safety and efficiency of your community's road network.

Conversely, when highway access points are not managed effectively, accidents and congestion increase and a community's quality of life can deteriorate.

PennDOT's

Access Management Model Ordinances for Pennsylvania Municipalities Handbook

- Support the preparation and implementation of the *Route 6 Bicycle Master Plan*, which was recently announced by PennDOT. As an outgrowth of the Master Plan, it should help improve the bicycle infrastructure and attract this market. Of particular importance to the Corridor is an emphasis on developing bicycle facilities within the corridor while offering safer road alternatives and off-road trails with fewer conflicts, coming to terms with narrow shoulders, truck traffic and occasional high volume areas. The PennDOT Master Plan is scheduled to include an inventory and assessment of existing conditions facing cycling, engagement of stakeholders and recommendations on projects, capital improvements, design criteria and phasing, which will include a facilities plan, environmental screening and wayfinding findings/recommendations, cost estimates and financing considerations. The Master Plan is scheduled to be completed in segments starting in the west and gradually working east in phases. The results should build on the quality of the Corridor's transportation facilities and recreational amenities as well as providing links to and between key destinations and intrinsic quality resources. (on-going)

In addition, the Alliance's involvement and assistance with the Master Plan should encourage the inclusion of alternative routes/loops that are off PA US Route 6 itself, which provide for more desirable options with fewer conflicts between cyclists and truck traffic and narrow shoulders that cannot accommodate safe travel. Examining intersecting roads and rural areas with less traffic volumes that also offer a looped route are desirable conditions to expand on attracting the bicycle community to the corridor.

- Opportunities to create routes through the agricultural (*Farmland Cycling Tours*) and forested heritage (*Cycling through the Woods Tour*) landscape. Developing the routes to also engage the traveler in the corridor stories that can be told and the landscapes that can be interpreted. For instance, Scenic Hudson holds a Farmland Cycling Tour that pass working arms that the Land Trust has protected while the Montgomery County, Maryland’s Department of Economic Development hosts an annual Farm Tour & Harvest Sale to celebrate its agricultural heritage by promoting local farms and inviting residents to indulge in seasonally fresh food.
- Opportunities to link rail-to-trail routes and other off-road trails in a active outdoor recreational system throughout the Corridor offers another alternative for the Alliance to connect Byway and Heritage attractions and destinations while expanding on outdoor recreational pursuits and options.



- Support improvements to pedestrian and other non-motorized facilities and networks (mid- long-term)
 - Encourage each Landing Node to improve and enhance their pedestrian network with a focus on the unique aspects of each. A number of pedestrian scale business districts have carried out streetscape enhancements in recent years, including but not limited to Troy, Milford and Hawley, and others such as Mansfield and Youngsville have expressed interest in such improvements as well. Close coordination with the respective Rural Planning Organizations and/or Metropolitan Planning Organizations are encouraged since these groups can assist in the planning and programming of various streetscape/transportation alternatives projects.
 - Continue to focus on other non-motorized recreational users, such as hikers, equestrians, wildlife viewers, canoeists, kayakers, cross-country skiers and others merit careful planning to meet their needs, expand the multitude of options and create an outdoor recreation system that can handle and attract user groups of all ages.
 - Develop and maintain an inventory of trails that would be promoted as a common experiential opportunity, including enhanced Identification and marketing of “water trails” on the Alliance website.
- Given the popularity of streetscape and related projects among the Heritage Communities, and the limited amount of outside funding, encourage these communities and/or representatives of the Alliance to be involved in the State Transportation Planning and Programming process within the respective RPO’s and MPO’s.(on-going)

Interpretive Plan Recommendations

As noted earlier, each interpretive theme has the potential to inspire itineraries, programs, festivals and other opportunities to engage both resident and visitor. Each should convey a sense of “experience” as well.

Short-term opportunities (1-3 years)

- Continue to use, enhance and expand theme-based itineraries as currently promoted through the engagement of local interpretive providers (heritage organizations, museums, parks, etc.), including:
 - Create and emphasize more stories and interpretation in the areas that once sustained Citizen Conservation Corps (CCC) Camps during The Depression, including a collection of “old camp songs”.
 - Develop a cemetery tour and interpretive effort of the corridor coordinating with local historical and genealogical organizations.
 - Develop a house of worship tour and interpretive effort of the corridor focusing on historic and architecturally significant buildings in concert with local historical and ministerial organizations.
 - Coordinate an initiative focused on “quirky” and “unique” stories linking the corridor in concert with local historical organizations and private authors.
 - Develop an annual “Do 6” program that features the best of stories and photographs submitted by visitors and blends them into unique experiences. This program can vary by year and focus on specific resources/intrinsic qualities, such as:
 - *6 Homes*
 - *6 Lakes*
 - *6 Trails*
 - *6 River Journeys*
 - *6 Scenic Views*
 - *6 Local “Characters”*
 - *6 “Haunted” Places*
- Continue to build awareness for the utilization of the Mile Marker wayfinding system among businesses, residents and visitors as an advertising and wayfinding aid.
 - Maintain a Mile Marker replacement program
- Encourage the on-going expansion of high-speed internet and mobile technology consistently across the corridor to reduce and eliminate “dead zones” over the next five years.
- Continue to build digital and expand inventories of resources.
- Further institutionalize relationships with local museums along and near the corridor
 - Increased relationships and coordination with local museums along the corridor relating the local stories to Route 6 themes.

- Assistance to local museums in the development of a forum/format for oral histories to capture the respective local past within the Route 6 thematic context.
 - Cooperation in the installation of directional signage to local museums on Route 6.
 - Increased visibility of the museums via consideration of links on the Route 6 website and inclusion of events on the Route 6 calendar.
- Identify higher education and school districts that are interested in participating in a micro-credentialing program (see below).
 - Encourage the development of an interactive photographic effort displaying the “Doors of name of community” featuring a pictorial survey of interesting doorways among the boroughs, villages and small cities along the Corridor.
 - Encourage tourism partners (i.e. allied organizations, visitor sites, business owners, etc.) to include consideration and accommodation for the international traveler, particularly those not fluent in English.

Mid-term opportunities (3-5 years)

- Create a Route 6 application for mobile devices, especially “location aware” devices. It is estimated by the American Alliance of Museums that there will be 100 billion electronically connected devices by 2020, each with a unique digital identity or IP address. A Route 6 app could provide direct services, including:
 - Expert wayfinding using machine-to-machine (M2M) communication for: visitor services (food, lodging, gas), event information and the opportunity for business sponsored-content.
 - Interpretation using videos of “talking heads” (experts) effectively making them are always “on call” or available.
 - Integrate floor plans or maps of larger facilities (museums, parks, festivals) into Google Maps (including “indoor GPS”).
 - Many transmission technologies can extend mobile phone usability, even in dead zones. These may provide relatively inexpensive opportunities for interpretation, after initial set up costs.
 - Cell phone towers
 - Wi-Fi or WiMAX
 - Near Field Communication (NFC) transmitters
 - 2-D barcodes (e.g. QR codes)
 - RFID (Radio Frequency Identification) tags
 - Expanded accessibility for visit planning, directions/itineraries, reservations to interpretation that can be delivered at home or on the road via smart phone, tablet, on-board information systems, and other mobile devices.

- Encourage visitors to help promote the Route 6 experience by uploading of PA Route 6 place photographs to Google Earth's Panoramio, which is a powerful free online Geographic Information System (GIS) available.
- Consider the development of a peer-to-peer initiative to develop and maintain a capacity to fully take advantage of the assets and intrinsic qualities of the Corridor:
 - Form a coalition involving local museums, historical societies and allied organizations on the order of the *Coalition for the Delaware River Watershed*.
 - Conduct regional meetings that reinforce the themes and local applicability of the Route 6 resources and qualities.
- Develop deeper connections with colleges and universities.
 - Work with the history departments to continually update the cultural history base of the Alliance.
 - Work with history and visual arts students in the production of a documentary of PA Route 6
 - Assistance in the expansion and synthesis of the proposed oral history project.
- Coordination with local museums guiding them to assistance on the following expressed needs:
 - Local fund-raising techniques
 - Available state/federal funding
 - Technical assistance with Staff/Board of Directors succession
 - Maintaining exhibits/artifacts/interpretive materials recognized as being critical in conveying the Route 6 themes.

Long-term opportunities (5-10 years)

3-D printing as a tool for interpretive engagement

According to *Trendswatch 2013* (American Alliance of Museums), 3-D printing has the potential to be bigger and more profound than the Internet in interpretation because it takes place in the real world, not virtually – something actually gets made at a physical location. Proposed “Fab Labs” (fabrication labs) or “Maker Spaces” at museums, community centers, libraries and other public facilities allow visitors to use digital data derived from museums and collections to “print” copies of rare or fragile objects that they can interact with in new ways. Imagine being able to replicate a 10,000-year-old stone spear point that had been used by an Ice Age hunter along the Delaware River, then being able to buy a copy to take home, or a 375 million year-old fossil of a “walking fish” from northern



Pennsylvania that represents the movement of life from the sea to the land. Architectural details, or models of entire houses (bridges, mills), could also be replicated

for homeowners and businesses along Route 6 that may be engaged in the restoration and preservation of historic structures. The limits of the program would be the extent of the digital data collection that is available.

A 3-D printing program could renew the focus on tangible material, and may spur renewed interest in the physical collections in museums and heritage organizations. It could also provide state-of-the-art training for local students (technical schools, manufacturing training) who could be engaged in projects that include the creation of digital data (3-D photography) through the production of a printed object. At least one replicated item each year could be featured in the annual “6-pack” program that would be tied to the themes, either as a one-of-a-kind curated object for display or as a sale item.

Increase interpretive and educational opportunities through micro-credentialing.

People today, both young and old, spend the majority of their lives learning outside the walls of formal classrooms. The learning system extends beyond schools into communities, where everyone has the potential to be a learner or an educator. Future citizens have a critical need for information-based skills, including information, communications and technology literacy, critical thinking, problem solving, creativity, civic literacy, and global awareness. Museums, libraries, heritage organizations, and other interpretive facilities are staking a claim in providing these skills. They are beginning to use the model of Massive Online Open Courses (MOOC), sometimes called “unbundled digital learning”, to deliver interpretation to visitors and training to service providers (American Alliance of Museums). This allows online face-to-face learning to be integrated with real-world experiences. Several successful programs provide models for Route 6 interpretation.



- The National Museum of Natural History is developing NatureBadges, an open source nature and science badge system that connects the physical museum experience to digital tools for lifelong learning and engagement. The museum intends to become a hub for a strong international network of science and nature badges.
- The American Museum of Natural History offers online courses that are recognized for graduate and continuing education credit at a number of virtual and brick-and-mortar universities.
- In 2012, the Museum of Modern Art partnered with the University of Alaska to remotely offer professional education credits to teachers enrolled in online classes.
- In what might be the “coolest shop class ever”, the Hill Aerospace Museum provides local high school students with in-depth training in aircraft repair as part of an aeronautical mechanics course.

- The Maine Memory Network (MMN) is a partnership between the Maine Historical Society and the Maine State Library to increase public access and engagement with historical societies across the state. Collections that were inaccessible due to geographic distance or limited institutional hours are now more accessible. A companion initiative, the Maine Community Heritage Project, recruits and facilitates local teams that collect, digitize, and create online exhibits. The project has created a strong intergenerational community as students and local experts and professionals collaborate, learning local history together.

Building on the experiences noted above, the interpretation of the stories of Route 6 could be the foundation for a program is an avenue for secondary and college students to earn skill badges, or “micro-credentials,” that would certify their experiences derived from working with digital resources and local content experts. The program would integrate an online component with face-to-face experiences students would have by visiting real places and meeting there with instructors and other students. The program structure would be determined by identifying educational partners and resource partners (i.e. collections, digital resources, staff expertise), as noted in the Immediate/short-range opportunities above. As the partnership grows, so would the opportunities with the potential to engage the young adult population that is so critical to long-range success.



Historic Conservation Plan Recommendations

Beginning with the tools and methods described above, conservation partners can formulate their own customized preservation and conservation strategies with the following goals in mind.

Conservation Strategy Goals/Recommendations

Begin a comprehensive historic preservation and conservation education program.

- Conduct education sessions on historic resources and local conservation strategies with elected and appointed officials of governing bodies at all levels. (short-term)
- Forge partnerships with local school districts seeking programs that might integrate with curricula such as local history within social studies classes and field trips to local resources. (mid-term)
- Link historic preservation goals to local smart and sustainable local economic development. (short- mid-term)
- Facilitate meetings between seemingly diverse partners, including historical societies, chambers of commerce, and tourism groups to discuss common goals and identify partnership projects. (short-term)
- Maintain momentum by setting realistic, short-term goals and keeping member efforts socially attractive. (short-term)
- Communicate broadly using social media as one tool that can broadcast goals, priority resources and upcoming events – and supplement other venues and tools such as web sites, email blasts workshops, tours, brochures and maps. (short-term)
- Refine regional concepts to focus on the special assets unique to each Character Area along Route 6. (mid- long-term)
- Reach out proactively to owners of properties listed or eligible for the NRHP to talk about their preservation goals and plans for their properties. (mid- long-term)

Feature historic resources as generators within the local economies

- Target partnerships with local businesses and economic development organizations to discuss the preservation and adaptive reuse of key properties – and potential collaborative projects. (short- mid-term)
- Consider establishing historic districts where they can promote local economic efforts. This will likely need an education campaign to overcome occasional, unfounded fears of government encroachment on private properties. (mid- long-term)
- Develop or accumulate visual tools like renderings, site plans, maps and photo-simulations to depict successful conservation images. (short-term)
- Link preservation strategically with “sustainability” and “green” development. (short- mid-term)

Management Plan Recommendations

Based on the review of the organization and in relation to the preceding recommendations, a number of potential organizational and programming activities are recommended for consideration (on-going):

- DCNR's *Pennsylvania's Heritage Area Program: The Next Five-Years - A Strategic Plan for 2015-2020* encourages SHA management entities to strive to meet basic recognition benchmarks of Pennsylvania Association of Nonprofit Organizations (PANO) Standards of Excellence 2.0® Program. These standards and guiding principles were reviewed in Chapter IV.
 - As a mid-term recommendation it is suggested that the Alliance considers PANO membership and/or formal confirmation of these principles. This timeframe conforms to that suggested in the aforementioned DCNR Strategic Plan.
- The aforementioned DCNR *Strategic Plan* encourages programmatic coordination between the respective SHA management agencies and DCNR, noting that DCNR periodically meets with management entities to review program direction, initiatives, departmental priorities, issues and concerns.
 - The Strategic Plan suggests this in terms of a DCNR responsibility although Alliance staff already seeks out this coordination as well.
- The *Strategic Plan* contains a number of recommendations and initiatives for SHA's involving a communications plan and outreach effort.
 - The Alliance has secured funding for a communication/ outreach plan and have approval to use the same vendor as Heritage PA is using so that the messages are coordinated.

Board Meetings and Management

- Add on additional face-to-face meeting per year to the Board calendar. (short-term).
 - If the community hosting Annual Meeting is situated on the western end of the corridor, for example, hold the second bi-annual meeting for that year on the other side of the corridor.
 - Alternate the physical location of the board meetings so that some of the board members can attend in person while others with longer travel requirements may participate via conference call.
- Standardize the process for new board member orientation (short-term)
 - Develop a board manual or binder.
 - Draft descriptions of committees.
 - Provide minutes from previous year's meetings and other documentation to prepare new members.

- Schedule at least an annual visit, involving staff and the Board, with the legislative delegation representing the Corridor to apprise them of progress, needs and opportunities. (on-going)
 - This directly conforms to a recommendation also in the aforementioned DCNR Strategic Plan that SHA management entities participate and contribute in legislative outreach efforts.

Expand Fundraising Operations

- Currently, the PA Route 6 Alliance is almost entirely dependent on government grant funding. To stabilize the organization for the long-term — even as public funding for tourism and heritage area promotion is continuing to shrink — the PA Route 6 Alliance should investigate the potential for private fundraising and sponsorships.
 - Consideration of on-line sales on the Alliance website of *Made on Route 6* products, accruing a commission on sales to the Alliance and marketing opportunities (mid-term) that:
 - primarily benefits participating member businesses
 - provides private and unrestricted operating income for the Route 6 Alliance.
 - Expansion of paid memberships for small businesses that may be a challenge since many of them receive solicitations from several different civic, business, and tourism promotion agencies (short-term).
 - As described in the marketing section of this report, PA Route 6 Alliance should actively seek out partnership opportunities with larger regional companies or even larger national corporations (e.g. Harley Davidson, Eastern Mountain Sports or REI, Trek Bicycle, Coleman, etc), especially those most associated with Route 6 themes, Character Areas and intrinsic qualities (mid-term).
 - Accrue additional revenues from the opportunities arising from the suggested new festivals, events and activities (i.e. motorcycle, antique car, etc.) noted in the Tourism and Marketing Plan Recommendations (mid-term).
- As DCNR continues to encourage all heritage areas to explore alternate sources of funding, specifically the future consideration of the creation of a municipal agency, such as a multi-county authority, from which to operate. DCNR notes that it has a small grant program (e.g. Peer-to-Peer) available to help lay the groundwork for such an effort. This recommendation comes from an opinion that creating a multi-municipal entity, as well as keeping the existing non-profit arm, would create an opportunity for the Alliance to further diversify its funding. (long-term)

VI. IMPLEMENTATION SUMMARY MATRIX

The preceding chapter provides detailed recommendations that bring together a framework for future actions by the Pennsylvania Route 6 Alliance for the next ten (10) years. The matrix in this chapter summarizes the recommendations in terms of the following:

- *Category:* Each table in the matrix is divided by the major category as outlined in Chapter V;
- *Recommendation:* Each separate recommendation is provided and in many cases simplified from how presented in the detailed recommendations;
- *Action Steps:* Specific action steps are suggested for each recommendation and in some cases there are multiple action steps for a given recommendation, as appropriate;
- *Priority/Timeframe:* The suggested implementation timeframe is provided for action steps in terms of:
 - *On-going* – actions that are underway and/or require constant attention over the next ten (10) years
 - *Short-term* – actions suggested for years 1 – 3
 - *Mid-term* – actions suggested for years 4 – 6
 - *Long-term* – actions suggested for years 7 – 10
- *Comments:* Succinct guidance and comments to aid in implementation;
- *Goal Reference:* Action steps are related back to the most relevant Goal Category(ies) delineated in Chapter V (see pages 127 – 130, specifically:
 - Cultural Conservation
 - Recreation and Open Space
 - Interpretation and Education
 - Economic Development
 - Partnerships; and
- *Page Reference:* Relates the summarized recommendations/action steps to specific subsections of Chapter V.

Category	Scenic Conservation and Visual Quality Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Visual assessment study	Update information from the <i>PA Route 6 Tourism Infrastructure Plan (2008)</i>	Short-term	Consider engaging an intern to update and refine information on potential scenic pull-offs.	Cultural Conservation	131-32
Scenic Pull-Offs and Interpretive Sites		On-Going		Recreation and Open Space	131-32
Land Trust Partnerships	Establish and maintain partnerships	On-going & Short-term	Incorporate conservation tools to assist in conserving intrinsic qualities of the Corridor	Partnerships Cultural Conservation	132
Large Landscape Conservation	Advocate for the establishment of a Conservation Landscape Initiative	Long-term	Development of a multi-county conservation initiative by partnering with PADCNr, local conservation organizations/trusts, historical/heritage organizations	Partnerships Cultural Conservation	132
PA Wilds Design Guide	Continued support	On-going	Application of Design Guide by Corridor communities within the PA Wilds Region	Cultural Conservation	132
Dark Skies Preservation	Encourage incorporation of best practices	Mid-term	Education and outreach with planning community and local municipalities with local regulations	Interpretation and Education	133
Existing development enhancement	Encourage incorporation of best practices	On-Going	Education and outreach with planning community and local municipalities with local regulations	Interpretation and Education	133-34
Accommodating future development	Encourage incorporation of best practices	On-Going	Education and outreach with planning community and local municipalities with local regulations	Interpretation and Education	135-36
Pennsylvania Byways Designation	Continued efforts towards designation	On-going	Continued advocacy, education and outreach with local municipal and county officials.	Interpretation and Education Cultural Conservation	136

Category	Wayfinding and Signage Plan Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Outdoor Advertising Recommendations	Outreach and Education	Short-term	Update and post Fact Sheets	Interpretation and Education	136
	Regulatory Compliance	On-Going	Collaboration with PennDOT	Partnerships	136
	Plan Development	Short-term	Funding and support	Cultural Conservation	137
		Mid-term	Integrating logo, stories and Character Areas	Cultural Conservation	137
	Implementation	Long-term	Phased signage implementation linking travelers and resources	Cultural Conservation Economic Development	137
Gateway Signs	Placement of gateway signage	Short-term	Route 6 and 6N gateways	Interpretation and Education	137
Welcoming Signs	Join in multi-agency collaboration with PennDOT, PA DCNR, and others.	Mid-term	Welcoming signage at critical intersections and interchanges with I-79, I-81, I-84 and I-90 and US Routes 15 and 219	Interpretation and Education Partnerships	138

Category	Tourism and Marketing Plan Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Marketing the Route 6 Experience	Branding	Mid-term	Maintain and reinforce emphasis on “authenticity” with a focus on the Land Nodes	Interpretation and Education	138-39
	Tourism Audiences	On-Going	Multi-faceted approach aimed towards existing interests, the “resident traveler” and other specialized niche markets	Interpretation and Education Cultural Conservation	139
	Tag Line – “Take the High Road”	On-Going	Consider augmenting with “avoiding the Interstates” experience	Interpretation and Education	139
	“Made on Route 6”	Short- and Mid-term	An emphasis on products, processes and people involved in the products and services available on Route 6 – perhaps the most popular of the input gained during the planning process – spans several categories of recommendations	Economic Development Interpretation and Education	139-40
	Strengthen Artisan Trail	Short-term		Economic Development	140
	Culinary Tourism	Long-term		Economic Development	140-41
	Continue/expand Festival/Event Promotions	On-Going	Expand the range of events/activities that build on intrinsic qualities	Cultural Conservation Recreation and Open Space	141
Marketing Interpretive Themes	Refinement of themes and incorporation on website	Mid-term	Revamp and refine website to directly identify, relate and market the six themes	Cultural Conservation	141-42
	Expanded nature-tourism marketing	On-Going	Focus on National Recreational Trail and Amazing Prospects themes	Recreation and Open Space	142-43
	Expand technology and social media	On-going thru Mid-Term	Maintaining links among resources, sites and qualities through innovative use of technology	Interpretation and Education	143
Business Development	Incentivize specialized/ focused business expansion	Short- and Mid-term	Collaborating with planning and developmental organizations in the Corridor	Economic Development	143
	Maintain/expand federal and state agency partnerships	Long-term	Explore the potential for commercial opportunities with mutual benefits with state/federal facilities	Partnerships Economic Development	143-44
	Develop “passports” and/or other initiatives	Short-term	Linking resources - Encourage greater cooperation and cross-visitation	Partnerships	144
	Encourage creation of commercial opportunities at scenic overlooks/pull-offs	On-Going	Collaborating with planning and developmental organizations in the Corridor	Partnerships Economic Development	144
	Expanded emphasis on cross-promotion with New York State	On-Going	Continuation of interstate cross-promotional efforts	Partnerships Interpretation and Education	144
	Update information on visitation patterns and resources	On-Going	Regular coordination, update and maintenance of information on visitors and resources	Partnerships Economic Development	144
	Develop a “Communities of Interest” network	Short-term	Greater cooperation and information sharing among Heritage Communities – natural outgrowth and progression of the program for planning and implementation	Partnerships Cultural Conservation	144

Category	Multi-Modal Transportation and Traffic Safety Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Roadway Safety, Maintenance and Improvements	Closer cooperation with local/regional transportation planning	On-Going	Input and coordination with respective Metropolitan Planning Organizations (MPO's) and Rural Planning Organizations (RPO's) in the multi-year transportation planning and programming process	Partnerships	145
	Encourage context-sensitive (i.e. design) and multi-modal (i.e. motorized & non-motorized) transportation planning	Short-term		Cultural Conservation Economic Development	145
	Encourage adoption of traffic calming measures in appropriate locations	Mid-Term		Partnerships	145
	Support transportation safety improvements in the identified high-accident areas	Short-term		Partnerships	145
	Encourage development of multi-modal transportation master plans in Landing Nodes	Mid- and Long-term		Partnerships Economic Development	145
	Encourage the review of locations that have a concentration of major accidents to determine improvements needed to address the situation.	Short- and Mid-term	Collaborating with Alliance's Transportation Infrastructure Committee in the Corridor and the respective MPO's/RPO's	Partnerships	145
	Encourage Route 6 municipalities to proactively address access management issues related to driveways and local roads	Mid- and Long-term	Collaborative action with Alliance's Transportation Infrastructure Committee to have municipal application of PennDOT's Access Management Model Ordinance	Partnerships Economic Development	146
	Support the preparation and implementation of the Route 6 Bicycle Master Plan	On-going (Phase 1) through Long-term (future phases/Implementation)	As companion and/or follow-on activities develop alternate routes/loops focused on specialized tours (i.e. Farmland and Woodland), and/or linkages with existing on/off-road trails	Partnerships Economic Development	146-47
	Support improvements to pedestrian and other non-motorized facilities	Mid- and Long-term	Encourage Landing Node municipalities to address localized pedestrian circulation and safety measures (i.e. streetscape, signalization, cross-walks) and incorporate addressing needs of water- and land-based users (i.e. canoeists/kayakers, hikers, equestrians, etc.)	Partnerships Economic Development	147-48

Category	Interpretive Plan Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Continue to use and enhance theme-based itineraries as currently promoted through the engagement of local interpretive providers	Citizen Conservation Corps (CCC) Camps stories and sites	Short-term	Emphasis on stories/interpretation/"camp songs" in the areas that once sustained CCC Camps during The Depression	Cultural Conservation Interpretation and Education	148
	Development and coordination of cemetery tours	Short-term	Coordinating with local historical and genealogical organizations	Cultural Conservation Interpretation and Education	148
	Development and coordination of house of worship tours	Short-term	Focusing on historic/architecturally significant buildings in concert with local historical and ministerial organizations	Cultural Conservation Interpretation and Education	148
	Development and coordination of "quirky" and "unique" stories and tours	Short-term	Coordinating with local historical organizations and private authors	Cultural Conservation Interpretation and Education	148
	Develop/engage an annual "Do 6" Program	Short-term	Using stories and photographs submitted by users on "6's" (i.e. 6 Homes, 6 Lakes, 6 Trails, 6 River Journeys, etc.)	Interpretation and Education	148
Continue to build awareness for the Mile Marker wayfinding system	Encourage/reinforce greater recognition and utilization	Short-term	Focusing among businesses, residents and visitors as an advertising and wayfinding aid	Economic Development	148
	Annual or other regular maintenance/replacement of Mile markers	On-going	Maintenance of a systematic process for identifying and replacing select damaged/lost/dilapidated Mile Markers	Partnerships	148
Encourage the on-going expansion of high-speed internet and mobile technology consistently across the corridor	Advocacy with service providers	Mid-term	Strive to reduce and eliminate "dead zones" over the next five years.	Partnerships	149
Continue to build digital inventories of resources	Continue to incorporate information into the Alliance website	On-going	Inclusion of information/mapping of intrinsic resources/assets such as land/water trails, stories indexed to the 6 themes, etc.	Interpretation and Education Recreation and Open Space	149
Further institutionalize relationships with local museums along and near the corridor	General communication/ coordination	On-going	Engage in greater dialogue	Partnerships	149
	Development of a format to be used for local oral histories	Short-term	Development of a generalized format with the Rt. 6 thematic context to be used to capture local stories	Interpretation and Education Cultural Conservation	149
	Assistance in seeking the installation of directional signage	Short-term	Assistance ranging from general coordination and information sharing to funding assistance	Partnerships	149
	Links on Route 6 website	Short-term	Coordinated listing of significant local events, festivals, etc.	Partnerships	149
Development of an interactive interpretive effort	Foster a photographic initiative focusing on local attributes	Short-term	Initial effort suggested to include a pictorial survey of doorways of Route 6 communities	Cultural Conservation	149

Category	Interpretive Plan Recommendations (continued)				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Create a Route 6 application for mobile devices	Develop and maintain an application to assist in wayfinding, interpretation, directions, visit planning, etc.	Mid-term	Anticipates continuing and expanded relevance of electronically connected devices	Interpretation and Education Economic Development	150
Foster greater sharing of Route 6 experiences	Encourage visitors to share photographs depicting sites, resources and experiences	Mid-term	Google Earth's Panoramio presents a possible platform for this sharing	Interpretation and Education Cultural Conservation	150
Develop a peer-to-peer initiative to develop and maintain capacities	Form a coalition of historical and allied groups	Mid-term	Utilize regional meetings of the coalition to reinforce and localize Route 6 themes	Partnerships	150
Develop and maintain connections with post-secondary institutions	Work with history and visual arts departments	Mid-term	Utilize resources of institutions on the Corridor to assist in updating cultural history base and produce documentary(ies)	Partnerships Cultural Conservation	150
Build on the coordination with local museums located on the Corridor	Assist in enhancing role of local museums as partners in relaying Route 6 themes	Mid-term	Assist in matching their expressed needs with assistance – fund-raising, grants, succession and exhibits reinforcing Route 6 themes	Partnerships	150
Develop and further innovative interpretive initiatives in a collaborative manner	Build on relationships with post-secondary institutions, local museums, libraries and allied organizations	Long-term	Collaboratively develop 3-D Printing for interpretive engagement and integrated on-line learning/experience sharing for interpretive service providers and visitors	Interpretation and Education Cultural Conservation	150-52
Initiate a micro-credentialing program	Identify higher education and school districts that are interested in participating in a micro-credentialing program	Long-term	Development of a corridor-focused interpretive and educational process	Interpretation and Education Cultural Conservation	151-52

Category	Historic Conservation Plan Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
Develop and maintain a comprehensive historic preservation and conservation education program	Conduct education sessions	Short-term	Focusing on historic resources and local conservation strategies for governing bodies	Interpretation and Education	153
	Develop partnerships with local school districts	Mid-term	Integrating with local history/social studies classes and field trips to local resources	Partnerships	153
	Link historic preservation goals to local smart and sustainable local economic development	Short- to Mid-term	Coordinate with planning and economic development agencies in the Corridor	Cultural Conservation Economic Development	153
	Facilitate meetings along the Corridor	Short-term	Including historical societies, chambers of commerce, and tourism groups to discuss common goals and identify partnership projects	Partnerships	153
	Communicate via social media	Short-term	Broadcast goals, priority resources and upcoming events supplementing other media such as web sites, email blasts workshops, tours, brochures and maps	Interpretation and Education Partnerships	153
	Refine regional concepts	Mid-to Long-term	Localize and focus on the special assets unique to each Character Area along Route 6.	Cultural Conservation Recreation and Open Space	153
	Engage property owners of eligible properties	Mid- to Long-term	Reach out to owners of properties listed or eligible for the NRHP to discuss preservation goals and plans for their properties	Cultural Conservation Economic Development	153
Feature historic resources as economic generators	Target partnerships with local businesses and economic development organizations	Short- to Mid-term	Focus on preservation and adaptive reuse of key properties and potential collaborative projects	Cultural Conservation Economic Development	153
	Encourage the establishment of historic districts	Mid-to Long-term	Will require a collaborative education effort focusing on economic and cultural benefits of historic districts	Cultural Conservation Economic Development	153
	Depict successful preservation efforts	Short-term	Develop or accumulate visual and graphic depictions/renderings of site plans, mapping and photo-simulations	Cultural Conservation Economic Development	153
	Link preservation with sustainability and green development	Short- to Mid-term	Coordinate with planning and economic development agencies in the Corridor	Partnerships Economic Development	153

Category	Management Plan Recommendations				
Recommendation	Action Steps	Priority/ Timeframe	Comments	Goal Reference	Page Reference
General management and coordination recommendations	The Alliance meets Pennsylvania Association of Nonprofit Organizations (PANO) Standards of Excellence 2.0® Program	Mid-term	Consideration of PANO membership and/or formal confirmation of the standards, in accordance with recommendations of the DCNR <i>Strategic Plan</i>	Partnerships	154
Programmatic coordination between Alliance and PA DCNR	Regular coordination meetings, conference calls and communication between Alliance staff and DCNR staff	On-going	In accordance with recommendations of the DCNR <i>Strategic Plan</i>	Partnerships	154
Communications and outreach effort	Alliance prepares a communication and outreach plan	On-going and Short-term	Another initiative as per the DCNR Strategic Plan; Alliance has secured funding for the planning effort and approval to use same vendor as Heritage PA effort to assure message coordination	Interpretation and Education	154
Board meetings and management enhancements	Add one additional in-person meeting per year	Short-term	Alternate location for second meeting to encourage greater personal engagement	Partnerships	154
	Standardize new board member orientation	Short-term	Provide informational context for new board member orientation - manual, committee descriptions, prior year minutes, etc.	Interpretation and Education	154
	Conduct an annual visit to Route 6 legislative delegation	On-going	Including Route 6 Alliance Board and staff, in accordance with recommendations of the DCNR <i>Strategic Plan</i>	Partnerships	154
Expanding fundraising operations	Establishment of on-line sales of <i>Made on Route 6</i> products	Mid-term	Diversifying organizational funding to avoid over-dependence on public funding	Economic Development	155
	Expansion of small business memberships	Short-term		Economic Development	155
	Expand and maintain partnerships with large regional/national companies	Mid-term		Economic Development Partnerships	155
	Accrue revenues from additional festivals/events	Mid-term		Economic Development	155
Expand and diversify future funding	Consider creation of a multi-county authority or similar operational agency	Long-term	Consider accessing DCNR peer-to-peer funding that may be used to analyze and further this concept	Economic Development Partnerships	155

Appendix A - Pennsylvania Great Lakes Regional Forum – 1/6/15

Public Session (11 attendees)

The process behind these forums simply stated

- Are we aware of all of the intrinsic and unique qualities of the Corridor?
- What have we accomplished, what is there yet to accomplish with identified qualities/resources?
- What has changed and how does that affect our Vision for the Corridor?
- What stories, sites or resources can be added to the “mix” to enhance the Route 6 experience?

Input, Comment and Participation

- It was noted that the Artisan Trail is attracting people from all over the mid-Atlantic region, and in the larger case there are varied and diverse tourism resources and attractions to attract people
- One question involved the perceived need for plaques/ signage to identify places to visit in the cities and towns. In a related matters,
 - Corry is doing an On-Cell program to promote and interpret several sites.
 - Corry Historical Museum has resolved some issues but needs to focus on issues like signage. It was noted that there is no signage on Route 6 for the Museum, due to “regulations and red tape” issues.
 - Perhaps there can be guidance on signage matters on the website.
 - There was a question as to whether signage actually attracts visitors to stop
- In response to a question, responses were offered on the public funding used by the Alliance as well as the benefits accrued due to this funding.
- In response to how locals may get involved in Route 6 promotions it was suggested that the Alliance Office be apprised since that is how events, activities and sites get to the website
- It was noted that industrial heritage can attract people, in this case the oil and rail industries.
 - The Oil Heritage region is nearby
 - The Lake Shore Rail Museum is located in Northeast, PA
 - Three-day itineraries with lodging should be created
- Thematic packaging of itineraries/interests corridor-wide is suggested (i.e. rail, canoeing, canal, lakes, etc.) offering preferred rates, “passports” and other incentives
- Entrepreneur who created a postcard program gave an overview
 - Business membership triggers cards localized to specific businesses
 - Goal was to interest people traveling between Corry and Albion
 - Need to expand and get small businesses to be involved and cross-promote each other – Alliance can assist via *Artisans Buyers Market*
- In response to a question it was noted that a map of select sites is on the website
 - The possibility of linking the GIS data base with a Google Earth file was noted

- One commenter suggested the need a few more “quirky” festivals.
 - Another suggested it may be time to revisit the “Snowmobile capital of the world”
 - It was noted that the “Cornfield 500” appears to be growing every year
- In response to a question on what may have changed in the past 10 years, one commenter suggested that one can still see the beautiful landscape along Route 6 and that this characteristic may not have changed
- One commenter noted that doing regular non-tourism business on Route 6 is difficult
 - Road 6 is equated to “driving on everybody’s driveway”
 - Speed limits, terrain, road widths and small towns impacts business and business travelers on Route 6
 - There is a need for alternative means to travel from point A to B on the highway
 - Hazards associated with bicycle travel were noted
 - Roadway requires and will likely receive incremental improvements (i.e. passing lanes, intersection improvements, etc.) over the years
- There was some discussion on the requirements for a National Scenic Byway
 - Construction of new off-premise advertising signage is prohibited.
 - There was a question on other effects (i.e. highway occupancy permits)
 - Scenic Byways characterized as transcending “scenery” and is about the preservation of intrinsic features

Preliminary Session Discussions

Erin Wiley Moyers – PADCNR Northwest Regional Office

Dave Sherman – Warren County Visitors Bureau (WCVB)

Tina Tanner – Postcards Downtown USA

- Warren County Commissioners suggested to Route 6 Alliance an interest in seeing standards for a developer evolving from this planning effort
 - Should reflect uniqueness
 - Should build off of the PA Wilds design guide
 - “Advisory” nature reflects the varying regulatory framework of the region
- Some discussion of the Scenic Byways/Billboard issue – noting some confusion between on and off premises signage
- It was noted that Conewango Creek, a 71-mile-long tributary of the Allegheny River in Pennsylvania and western New York, was named Waterway of the Year as per recent on-line voting results
- Warren Heritage Communities Program (HCP) Community WorkPlan built on “river town” uniqueness, and identified some challenges to existing lack of convenient river access
 - Recent proposal to develop floating docks near Bridge
 - Other improved access near Breeze Point
 - Ties in with *Walkable Warren*

- Lack of coordination among tourism agencies, events and resources in Warren area exists, also noted in WorkPlan
 - WCBI has a *Council on Tourism* with input suggesting a Warren City orientation
 - WCVB is not on WCBI
 - Disconnects within County – Tidioute, Youngsville and Warren – No real “County identity”
- Different tourism resources and markets in Warren County area (i.e. Pittsburgh orientation in Tidioute area but not in Warren City area, large regional river-users tourist base for Warren City, regional recreation market for Kinzua area, etc.)
 - Very little visitation from eastern/southeastern PA - inverse of Poconos and other eastern markets
 - Popular markets are Pittsburgh, Cleveland and nearby sections of Canada
 - Canadian golfing visitors – this is a “southern destination” for them
 - Canadian motorcycling tourists in Warren area and elsewhere along this segment of Route 6
 - Pgh/Cleveland – “unwinding” from urban life
 - Age/Demographics – older visitors corridor-wide; in Warren area likely 40’s and up
- There are issues and demands on small Visitors Bureau in Corridor and larger region – limited funding and staffs
- Growing interest in specialty alcoholic products affording an “authentic experience”
 - Numerous wineries/craft-breweries; growing interest in craft distilleries
 - Some offer tours; more tours and cross-promotion with like producers is needed
 - More “special events” featuring these resources are needed, such as the Endless Mountains Wine Tour in the eastern segment of the Corridor
- Trails are a unique and authentic resource in this segment of Route 6 – better linkage/promotion of trails and opportunities (i.e. hiking, biking, water, etc.) is needed
 - In Erie, coordination between arts and recreational interests yielded a trail marker system designed by local artists
- A local entrepreneur is spearheading an initiative that incorporates local history via photo post cards, customized for local businesses and establishments
- It was noted that Union City is moving forward on tourism initiatives, some included in their HCP WorkPlan
- There are numerous and varied cultural-tourism venues in Erie County, including 32 museums (i.e. reference made to www.erieyesterday.org)
 - There is coordination via “passports” with prizes for school-age children
 - Considerable cross-promotion noted
- Agricultural heritage in Erie County is reflected in the fact that there are 4 annual agricultural fairs in the County

Potential Future Project Opportunities

- The “passport” concept may be an opportunity adaptable to sites in the larger region/Corridor - Linkage and cross-promotion of allied resources may be the logical approach, i.e. railroad-tourism:
 - Lake Shore Rail Museum (Northeast, PA)
 - Sturbridge Line excursion train (Honesdale; resuming in 2015)
 - Oil Creek & Titusville RR excursion train (Titusville; just off of the Corridor) and adjacent Caboose Motel
 - Tioga Central RR excursion train (Wellsboro)
 - Kinzua Railroad Viaduct (Mt. Jewett area)
- Scavenger Hunt for little known resources, sites, oddities, etc.
- A compendium of “Weird Stories” or “Legends” in a given county, region or along the Corridor, perhaps coordinated via local museums
 - Bruce Carlson’s Ghost legends of Route 6 noted as an example
- Greater promotion of the Route 6/6N area in Erie County

Appendix A - Poconos Mountains Region Forum (12/8/14)

Public Session (7 attendees)

The process behind these forums simply stated

- Are we aware of all of the intrinsic and unique qualities of the Corridor?
- What have we accomplished, what is there yet to accomplish with identified qualities/resources?
- What has changed and how does that affect our Vision for the Corridor?
- What stories, sites or resources can be added to the “mix” to enhance the Route 6 experience?

Input, Comment and participation

- Commentary: Too short timeline – will you get a good plan.
- Will the Plan result in “unfunded mandates”? - No
- Digital signs and controlling them – Local regulations via zoning and sign ordinances
- Scenic Byway impacts and the regulation of off-premise signage triggered much discussion
 - Revenues generated for property owners
 - Need to advertise for businesses
 - Fear of government regulations
 - Concern over individual rights
- PennDOT can mandate things on Route 6
Alliance urged to use Heritage Community WorkPlans as framework.
- Commentary: PennDOT does not properly maintain Route 6 now
- General discussion of the benefits of being a National Scenic Byway were noted
- There is a need for a local history roundtable for Pike and Wayne County
- Commentary: State land, trails in Pike County are not well-promoted.
- Strength of Route 6 in region is the rural character
- Alliance may want to consider telling the story of the ethnic groups who built the road

Preliminary Session Discussions

Steve Motichka and Jeff Hiller – Honesdale

- Striving for a “4-season” draw
- Historic draw in Wayne County has been the Summer Camps
 - many under new ownership
 - new activities/retreats offered by some
- The Delaware Lackawaxen & Stourbridge Railroad plans on re-establishing an excursion train connecting Honesdale, Hawley and Lackawaxen in the spring of 2015
- Honesdale suffers from a lack of accommodations

Keith Williams (Lake Wallenpaupack Visitors Center Manager) and Carl Wilgus (President/CEO) – Pocono Mountains Visitors Bureau

- Concern over funding support and impact on likely outcomes of the planning process – how will projects be implemented with very limited funding
- Market audience in the Poconos has changed over the years – greater emphasis on nature tourism and special events (mostly family-oriented)
- Poconos see 25 million visitors annually – major market is Eastern Pennsylvania, New York and New Jersey
 - “city dwellers getting away”
 - Advertising strength – repetition and outdoors emphasis
- Limited number of Canadian visitors (in response to question from Terry)
- Geocaching interest on the D&H between Carbondale and Lackawaxen – again funding an issue
- Considerable accommodations via vacation home utilization
- Route 6 is seen as the “driveway to communities” with varying conditions of the “spaces in between”
- Municipal coordination issues exist on most activities

Carol H. Dunn (Wayne County Historical Society Museum, Honesdale)

- Society has been working on the D&H Lock 31 Canal Park for 14 years
- \$465,000 invested so far
 - restoration of the exterior of the structure (former hotel?) for special events and museum
 - Canal Exhibit
 - Trail Head – recreation and comfort facilities
 - Trail connection between Hawley and Lake Wallenpaupack
- Route 6 and D&H intertwined in northeastern Pennsylvania – Carbondale eastward
- Periodic parking issues in Honesdale – busy commercial district – Route 6 as one-way street pairs
- Questioned term “Upstate PA” as a Tourism Region – Locals do not connect with it or recognize it

Appendix A - PA Wilds Regional Forum (12/10/14)

Public Session (0 attendees)

By consensus limited attendance and weather caused cancellation.

Preliminary Session Discussions (6 attendees)

Deb Rudy – Office of Senator Joseph Scarnati

Susan Paisley – Office of Rep. Martin Causer

David Brooks (Executive Director) and Allison Brooks (Communications Manager) –
Potter County Visitors Bureau

Michael S. Wennin (Executive Director) and Steve Magineli – Lumber Heritage Region
(LHR)

- LHR termed an asset to PAWilds – case in point is the CCC Camps
 - Mutual Cooperation between LHR and Route 6
 - Mini-Grant Program (\$5,000 – 50/50) some in Rt. 6 Heritage Communities; has funded
 - Interpretive Signage
 - CCC Camps
 - Trail Maps
 - Bucktail Trail (Emporium/Cameron County)
 - Much interest in “ghost towns”
 - LHR presently updating the MAP concurrent with Rt. 6 Alliance
- Local Products – Maple production a regional asset
 - Great strides by Potter/Tioga Maple Producers Association (<http://www.pamaple.com>) – expanded and enhanced via LHR/Tioga County Visitors Bureau efforts
 - Maple Museum in Edinboro - *Hurry Hill Farm Maple Museum* (<http://hurryhillfarm.org>)
 - Not as organized in Bradford County
 - Major stories to tell about the process and people involved
 - Constant efforts to enhance image of maple and new products – i.e. expand offerings in local restaurants, retail shops, new products, etc.
- Local Products – Wine and Spirits
 - Numerous wineries in the region – in fact all along Corridor
 - Craft Distillery planned in Coudersport and CJ Distillery open in Kane (<http://www.cjspirits.com>)
 - Craft Brewery – Yorkholo is in Mansfield (<http://www.yorkholobrewing.com>) and the Wellsboro House in Wellsboro (<http://www.yorkholobrewing.com>)
- Local Products – Many Farm-to-Table opportunities
- “People First” Tourism is favored – connect entrepreneurs to the visitor
- Austin is implementing various initiatives – some identified in the HCP WorkPlan – some “doers” have stepped up

- Expand the Civilian Conservation Corps (CCC) story
 - University of Pittsburgh at Bradford is assembling a CCC Collection
 - CCC Museum at Parker Dam State Park (Near Penfield – 45 miles south of Rt. 6)
- Storytelling in region is not as prevalent
- Ideas for further development in tourism
 - Old Camp Songs (CCC connection)
 - Mansion Districts (several communities already recognized them such as Smethport)
 - The Doors of _____ (i.e. Rt. 6, such-and-such community)
 - The Churches of _____ (i.e. Rt. 6, such-and-such community)
 - Hidden Architecture of towns along Route 6
 - Potential static display of a Climax Logging Locomotive at the Pennsylvania Lumber Museum along Route 6 in Potter County (Geared Locomotive manufactured by Climax Manufacturing Co., Corry, PA – a Route 6 Heritage Community)
- State Tourism Office and Related Issues
 - Funding issues - \$4.0M of the \$7.5M budget goes to “special projects” leaving relatively little to go around
 - There is another economic development role in value-added wood products
 - Value-added wood products
 - “makers movement” requires a venue
 - “Makers Fair”
 - Wood manufacture heritage (noted as a recommendation in the Kane HCP WorkProgram)
 - Changing technology and wood products
 - Part of the “shop local” effort
- Tourism Promotion - Technology has leveled the marketing playing field
- Geo-Caching was seen as an economic opportunity but experience has suggested minimal economic benefits
 - Geo-cachers are not good spenders
 - PAWilds scrapped a proposed initiative

revised

Appendix A - Towanda/Wysox Regional Forum – 1/7/15

Public Session (6 attendees)

The process behind these forums simply stated

- Are we aware of all of the intrinsic and unique qualities of the Corridor?
- What have we accomplished, what is there yet to accomplish with identified qualities/resources?
- What has changed and how does that affect our Vision for the Corridor?
- What stories, sites or resources can be added to the “mix” to enhance the Route 6 experience?

Input, Comment and Participation

- It was noted that there is a changing demographic in the visitor to the Tioga County portion of the Corridor
 - The issue of selling a road trip to the younger group – more active and more extreme recreationist - is a challenge.
 - What is out there to challenge or explore as part of experience (i.e. discussion of “ice climbing” as an example)?
 - Use of new technology by “Millenials” can be used for marketing
 - Multi-generational experiences/itineraries must be developed
- Museum of Glass - Corning NY can use Route 6 as part of tour/lure/magnet
 - Marketing resources in the “Twin Tiers” is a natural
 - Great affinity/similarity between Northern Tier of PA and Southern Tier of NYS
- Greater use of social media and websites is needed to sell/explain the themes
 - Different geographical markets for different segments of the Corridor
 - Theme-based itinerary that can be overlapped with other stories on segments of the Corridor
 - Perceptions – “miles” versus “time”
- Corridor needs to emphasize “quirky” persons and businesses – all part of the search for authenticity by travelers
 - Stumbling on the local characters - how do you find them and get them to participate
 - Part of the “Safe Havens” theme - people who moved here to find a certain quality of life; artists who were attracted here and people who returned here
 - “Authenticity” demands the involvement of “area ambassadors” who know the area, the stories and the people – perhaps they merit “Hospitality Awards”
 - Mention of a need to publish a “Weird Stories of Route 6” and/or holograms of “weird sites”

- There is a perceived need for a systematic inventory of cemeteries along the Corridor
 - Interfaces with several Route 6 Themes (i.e. Visionaries, Achievers and Social Entrepreneurs, Warriors Road, etc.)
 - May also interface with the “weird stories: concept
 - An effort in Tioga County was initiated but was not finished
- There is a corridor-wide need to support local historical museums
 - Funding and volunteers
 - Local oral histories
- A renewed emphasis on the “Grand Army of the Republic Highway” is suggested
- Attractions for new types of tourists seeking authentic local experiences should be encouraged and cross-promoted
 - Field to table experiences
 - Websites reviews – internet 2.0 – has changed how consumers make choices – use new technology
 - Help businesses understand importance of marketing and of use and maintenance of *Trip Advisor*
- Tour bus tours are facing trying times tied to changing demographics
 - Local tour operators are seen as not offering Route 6 programs
 - Businesses geared to motor coach tours are noted as “hurting”, affecting train rides, coach rides through Pine Creek Canyon.
 - Tour busses are the “vehicle” to get people to destinations
 - Use of smaller mini-busses may be part of the answer to address smaller more diverse interests of tourists.
- Scenic Overlook discussion ensued:
 - They are best in economic impact when they access trails or other activities, food, merchandise, etc.
 - Part of the “scenic byway” concept is to get people out of the bus, vehicle, etc.

Preliminary Session Discussions

Kevin Abrams – Northern Tier Regional Planning & Development Commission and Route 6 Alliance

Justin Butiuk – PennDOT District 3-0

William Them – Wysox Township Supervisor and new Central Bradford County Chamber of Commerce

Jenny Marino - Central Bradford County Chamber of Commerce

- PennDOT informational and related needs
 - Accident data request needs to identify period of time
 - Off-premises signage distance thresholds and relationship with local regulations should be requested at the District level via Micah Weinberg
 - PennDOT District 3-0 is presently involved in a statewide signage enforcement initiative required by the Federal government on Federal Aid routes, including US Route 6 – this may help document “before” signage conditions
 - Various signage issues were discussed including the perception that following TODS is rather expensive for many smaller Route 6 businesses
 - Defining “wayfinding” signage is also a challenge
 - LDD Transportation planners across the Corridor should be engaged in the planning process
- Bradford County CVB – as yet not formally named but known as the Bradford County Tourism Agency for the time being
 - Slated to be operational in April 2015
 - Existing Chambers of Commerce in County on the Board
 - Relationship with Route 6 discussed
- Changes in the last 10 years
 - Marcellus Shale Gas
 - Large gas-powered power plant has been announced
 - 5-6 smaller modular power plants being planned
 - Numerous specialty businesses, including Grovedale Winery and River Barge Brewing Company
- Future projects
 - Towanda noted as a potential market for of micro-brewery
 - Towanda/Wysox Chamber planning a passport for wineries/micro-brewery with gifts for stamped passport

Appendix B - Accommodations Focus Group Conference Call (2/4/15) - Regional Forum Format

PowerPoint Forum template was shared with members and reviewed. Participants included Carolyn Wise (Allegheny River Campground) and Jim and Lindy Conoscenti (Canyon Country Campground) as well as Terri Dennison and Jennifer Rossman (Rt. 6 Alliance) and Rick Truscello.

Session Discussions

Introductory e-mail to invitees from Rt. 6 Alliance posed the following:

1. Are we aware of all of the intrinsic and unique qualities of the Corridor?
2. What have we accomplished, what is there yet to accomplish with identified qualities/resources?
3. What has changed in the last 10 years and how do those changes affect our Vision for the Corridor?
4. What stories, sites or resources can be added to the “mix” to enhance the Route 6 experience?
5. *An additional item added for this group* – What do you hear from people staying at your facility about the Route 6 experience?

Positive and Negatives from campers/travelers

- Route 6 Alliance’s map is easy to follow
- Improvements to the Lumber Museum were recognized
- Kinzua Viaduct Overlook is popular
- Route 6 Alliance’s various promotions and initiatives are appreciated and helpful
 - Campground Rack Card (11 participating campgrounds)
 - *Camp Your Way Across Route 6* promotion (10 participating campgrounds)
- There are complaints about the volume of truck traffic on the highway
- There is little in the way of a central informational spot that is conveniently open for travelers
 - Some visitors bureaus are open to meet travelers’ needs
 - No consistency along the Corridor as a whole

Information on Route 6 heritage and nearby tourism resources

- Accommodations establishments often prepare their own materials, mapping and itineraries
- Some make reservations for people at other accommodations establishments, museums, sites, etc.
- The “long distance traveler” (i.e. 3+ hours) is more likely to be “app-oriented”
- Travelers from nearby may be more map- and brochure-dependent

New resources/stories

- Reopening of the Coudersport Ice Mine – relates to unique stories and nostalgia (many adult visitors went there when they were young)
 - Reopened in 2014
 - Seasonal operation – spring through fall (weather dependent)
 - Primarily promotes via Facebook and brochure

- Many persons involved with smaller resources may not recognize the value of association memberships, cross-promotions, etc. - Some do not even have regular hours

Campground Draw Area – the two campgrounds depict a largely common profile offering spaces for campers/RV's/Tents and cabins

- Transient client base – no year-round campers
- May use campground as “base point” and travel to nearby resources
- 3-4 day stay
- During 4-day weekends many driving 3-4 hours
- NY/NJ/Canada
- Noticeable increase of international travelers – seeing the country
- Motorcyclists are important segment of client base
 - Mostly interested in eating/drinking establishments
 - Some bring tents
 - Positive impact of Route 6 Alliance advertising effort aimed at motorcyclists
- More evidence of families “getting away” from things and getting reacquainted and “multi-generational” family experience
- Users change (i.e. age, interests, etc.) and campgrounds need to change to meet their needs – trending interests:
 - Bicyclists
 - Hikers
 - Geo-cachers (family activity)

Visibility and Information

- Many visitors do not see signage but rely on GIS navigation, which is sometimes inaccurate in rural area
- Greater reliance on web-based rather than print media
- Websites include nearby attractions and directions as well as campground facilities
- Membership in PA Campground Owners Association and other organizations facilitate cross-promotions
- There is a feeling that referrals to area attractions, resources and establishments are not acknowledged or reciprocated by those resource

Marcellus Shale Impacts - mixed

- Perceptions vs. reality
- Truck traffic most noticeable by visitors

Things the Alliance can do

- Provide a connection/coordination point among the resources along the Corridor
 - Promote certain types of interests and experiences
 - Include Links of these resources on the Alliance website
- Brochures – still important for segments of the traveling public
- Identify all attractions/resources on or near the Corridor

Appendix B - Artisans Trail Committee Conference Call (1/14/15) - Regional Forum Format

PowerPoint Forum template was shared with members and highlighted.

Session Discussions

There is an interest in community art that conveys the local stories – public art, artists/artisans, murals, etc.

- Can express the link among historic sites, trails and arts
- An abstract idea merging local stories and local products – i.e. woodworkers, blacksmiths, etc. – all part of the *Natural Opportunities* theme
- Visitors Bureaus should be the source for local artists, crafters and artisans – “they know what is in their backyard” – information sharing
 - Some may only be aware of artists that are members of respective bureaus
 - There are a number of arts organizations along the corridor; some are viable but some are not – issues with “volunteers”, “burn-out” and “leadership”
- Artists and artisans tend to be “independent and insulated” and may not belong to either bureaus or organizations
 - Budgets are critical
 - They may have to be demonstrated on how these efforts may benefit them

Arts/Trade Shows – there is a need to get exposure to artists and artisans along the Corridor

- Route 6 Alliance sponsors an Artisan Trail Buyers Market (one in each of four regions)
 - Business orientation designed to connect artists, artisans, galleries and arts organizations
 - Expectations by some attending people may have been different
- Some discussion on a Route 6 Arts/Trade Show with more of a consumer orientation
- Artists/Artisans major questions evolved around pricing/selling

Central issues associated with Artisans Trails in general

- The term “Artisans Trail” has become a “buzzword”
- Discussion suggests that there is confusion over the numerous artisans trails in general and in segments of the Route 6 Corridor
 - Creates confusion for the public and artisans and diffuses the message
 - The eastern and western ends of the Corridor have no “overlap” of artisans trails
 - One suggestion is that the various trails be combined into one trail, sharing the advertising and revenues

Conceptually, the Route 6 Artisans Trail is viewed as being more of an “inventory” than a “Trail”

- Consider developing itineraries that feature artists/artisans – Route 6 is the “spine”
- Consider a Corridor-wide “Open Art Weekend”, perhaps in conjunction with the American Craft Week (<http://americancraftweek.com>; scheduled for 10/2/15-10/11/15); Wayne County Artisans conduct a similar event, noted to occur in July
- Consider on-line ordering of art/craft items via Route 6 Alliance (w/commission)

Considerable discussion occurred over “product trails/tours”

- There are “wine trails” and “maple trails”
 - There are three different maple weekends at different locations along the Corridor in March, a time of fewer other types of events
 - There are 19 “sugar houses” in Crawford County alone and 14 noted on mapping of the Potter/Tioga Maple group
- Wine trails are popular and with a growing popularity of craft breweries and some initiatives in craft distilleries, these are possible product tours
- Culinary arts is another area of interest
- Perhaps a need to consider dropping the “PA Route 6 Artisans Trail” in favor of a “Made on Route 6 Trail”
 - This would end confusion and be more inclusive
 - It was suggested that the original MAP be reviewed to understand the underlying concept of the Artisans Trail idea
- The “cultural climate” has changed in the Corridor since the development of the original MAP, with a greater appreciation and recognition of “artisans” (i.e. “someone skilled in a craft who does something very well”)
 - This is broader than the conventional idea of an “artist”
 - Expands inclusion of wine, cheese and other specialty agricultural related products

Scenic Byways

- Crawford Lake Lands Scenic Byway was noted in discussion – links Pymatuning, Linesville, Conneaut Lake and Ohio border via a loop trail (similar to recommended in Conneaut Lake HCP; *Double Lake Loop*, p. 109)
- Scenic Byways need to connect with the resources, in this case artists, artisans, etc.

Recommended Major Concepts/Ideas

- Made on Route 6 Trail – broader than Artisan’s Trail consolidation of various artisans trails
- Itineraries and tours, in some cases product based
- Greater showcasing and even on-line selling of art/crafts on-line by Alliance
- Identifying the artists, artisans, crafts people
- Consumer-oriented arts/trade show

Appendix B - Heritage Communities Committee Conference Call (1/28/15) - Regional Forum Format

PowerPoint Forum template was shared with members and highlighted. Representatives of Corry, Hawley, Coudersport and Youngsville Heritage Communities were on the call as well as Terri Dennison and Jennifer Rossman (Rt. 6 Alliance) and Rick Truscello.

Session Discussions

The communities faced a signage issue that affect viability/sustainability

- State signage requirements are difficult and affect many local resources (i.e. signage on Rt. 6 is not possible for the Wilder Museum that is located just off the highway)
- Tourist Oriented Directional Signs (TODS) are characterized as being too expensive for most small resources/establishments/sites common among the communities
- The use of temporary signs was seen as a realistic short-term alternative
- There are serious wayfinding and interpretive signage issues across the Corridor
- The Heritage Communities Program Logos should be incorporated into existing welcoming signage
- The “Historic Route 6 Signage” may be a product of the scenic byways portion of this planning effort

There is a general lack of coordination among tourism resources and promotional efforts, and visitor’s centers were characterized as needing to be more active

This planning effort involving the Management Action Plan Update, Corridor Management Plan and Historic Preservation Strategy is seen as giving “ammunition” in support of grant applications and other opportunities involving state agencies

There is consensus that the respective heritage communities need to focus on their respective unique attractions and resources

- Greater cooperation is needed among the Heritage Communities – Presently there is minimal coordination among the Communities due to lack of funding and all are volunteer-based organizations focused internally by necessity
 - A case in point may be the “disconnect” in Dark Skies matters between relatively close Galeton and Coudersport Heritage Communities
- Greater information sharing is needed among the communities in the interest of collaboration and cross-promotion – a “Communities of Interest” network should be established and maintained
 - Recent experience in a “peep show” in Youngsville for example featured a corset manufactured in Corry, another Heritage Community
 - There is an emerging thematic recognition and collaboration for communities from Carbondale through Pike County associated with the Delaware and Hudson coal/rail/canal story

- Other “teaser” cooperative opportunities probably exist that would have benefits for the Communities and the program in general
- The annual update submitted by the Heritage Communities should be expanded to include a full description of projects and activities in each Community

Popular projects among the Heritage Communities include Façade enhancements and Streetscape enhancements projects

- Limited funding usually means smaller communities are left out
- These project tend to be long-term susceptible to burnout and loss of interest by the volunteer base
- There is a need to be plugged into the State Transportation Planning and Programming process within the respective Rural Planning Organizations (RPO's) or Metropolitan Planning Organizations (MPO's)
- Early notification of PennDOT reconstruction/rehabilitation projects is needed so that some of the streetscape enhancements may be channeled through these projects (i.e. Galeton)

Appendix B - Tourism Infrastructure Committee Conference Call (12/17/14) - Regional Forum Format

PowerPoint Forum template was shared with members and reviewed.

Session Discussions

Introductory e-mail to members from Rt. 6 Alliance posed the following:

1. Are we aware of all of the intrinsic and unique qualities of the Corridor?
2. What have we accomplished, what is there yet to accomplish with identified qualities/resources?
3. What has changed in the last 10 years and how do those changes affect our Vision for the Corridor?
4. What stories, sites or resources can be added to the “mix” to enhance the Route 6 experience?

Initial discussion on Scenic Byways:

- Considerable concern in McKean County on outdoor advertising; seen as important for business in this County
- Casey Highway experience (Rt. 6 Bypass in Lackawanna County) reveals that restrictions on new billboards have made the existing billboards more valuable as revenue sources for outdoor advertising company
- Overall impression that there are fewer billboards in rural sections of the corridor regardless of Byway status
- Another impression is that many officials and businesses along the Corridor are confused over the difference between on-premises and off-premises signage, with Byways restrictions applying only to the latter

Overall trends and perceptions:

- Trail development in the Lackawanna Heritage region has triggered economic development
- All of the Tourism regions have experienced changes during the past 10 years
- Marcellus Shale Gas (MSG) development – perception/reality
 - Perceptions of drilling impacts may have created “negative perceptions” that do not reflect reality – noted in Tioga County
 - Has improved the array and condition of accommodations in previously underserved sections of the Corridor
 - MSG may have triggered older established motels to improve – i.e. Towanda Motel implemented a renovation
 - Has helped sustain “mom and pop” businesses in general

Transportation Issues:

- Numerous “catch up” projects in near term with added funding for major repaving and associated improvements – i.e. repaving and improvements between Wyoming County and Clarks Summit with intersection improvements in Factoryville

- Perception that bicycling has declined even though most of Route 6 is Bicycle Route Y
 - Cyclists have a fear of highway conditions and MSG-related truck traffic
 - Shoulder conditions/narrow width add to safety concerns – i.e. Warren County
 - Past PennDOT efforts to widen shoulders have stalled with tight funding mostly going to bridges in recent years
- Motorcycling may face similar issues due to safety and MSG truck fears – some increase in Canadian cyclists in segments of the Corridor

Tourism issues in general

- State funding has “tanked” in last 10 years – exception may be the Conservation Landscape Initiatives
 - Has improved benefitted Kinzua State Park, Cherry Springs State Park and the Lumber Museum
 - Pocono Forest and Waters Conservation Landscape has worked with land trusts and conservancies and provided mini-grants

Several significant anniversaries/observances were noted, coinciding with Route 6 Alliance’s 10-year milestone

- 2015 will mark 150 years since birth of Gifford Pinchot (i.e. Milford connection, American Conservation Movement, Grey Towers, etc.)
- 2015 will mark the 50th anniversary of the establishment of what would become the Delaware Water Gap National Recreation Area
- 2015 will be the 160th anniversary of Christian Dorflinger building a glass factory in White Mills (Wayne County)
- 2015 marks the 175th anniversary of the incorporation of Edinboro (Erie County, 6N)
- 2015 marks the 100th anniversary of the completion of the Nicholson Bridge/Tunkhannock Viaduct in Wyoming County (*NOTE: Some difference among sources between 1915 and 1916*)

General discussion on “local tastes” as an expanding part of tourism:

- Considerable maple production along much of the Corridor
- Numerous wineries
- Growing number of craft breweries
- Beginnings of craft distilleries

Cell phone service has improved during the last 10 years – critical for the traveler and for app-based marketing, directions, etc

Following the conference call Jennifer Rossman forwarded the following comments from Craig Rickard of Wayne County representatives who could not be on the call:

The following are the historic and/or tourism sites located along Route 6 within Wayne County which should be acknowledged in the MAP update. *[Editorial notations in italics]*

- Hawley Silk Mill - Hawley Borough - historic blue stone building which has been completely restored *[Restoration/Reuse noted in Honesdale/Hawley/White Mills HCP WorkProgram]*
- Settlers Inn - Hawley Borough - corner of Rt.6 and SR 590
- Lock # 31 Canal - Palmyra Township - historic location of coal transportation by use of man-made gravity canal along Lackawaxen River. A pedestrian walking trail has also been established with further enhancements planned *[Noted and discussed in Honesdale/Hawley/White Mills HCP WorkProgram and also noted at 12/8/14 Forum in Hawley]*
- Dorflinger-Suydam Wildlife Sanctuary -historic White Mills -Texas Township *[Extensively noted in Honesdale/Hawley/White Mills HCP WorkProgram]*
- Keen Lake Lodge - Canaan Township - Lodging and Banquet facility *[Noted in Waymart HCP WorkProgram]*
- Waymart Wind Farm - Canaan Township - second largest wind energy facility in PA with energy generated sold to Exelon for distribution in the Mid-Atlantic region *[Noted in Waymart HCP WorkProgram]*

Appendix B - Tourism Promotion Advisory Committee Conference Call (1/20/15) - Regional Forum Format

PowerPoint Forum template was shared with members and highlighted.

Session Discussions

As a follow-up to input on expressed interest in community art that conveys the local stories – products, processes used and people – there was considerable discussion

- Issues with the “individuality” of the artisans involved and whether they are going to be long-term residents of the Corridor – there is a feeling that part of the “individuality” may be a transient lifestyle
- There was consensus that engaging the artisans should feature the historic nature and themes of the Corridor – in effect, the “storyline” is advanced via local products
- One commenter suggested a development and focus on a “Byway Brand”

There was considerable discussion on the “Made on Route 6 Trail” concept first noted in the Artisan’s Trail Committee discussion (1/14/15)

- “Made on 6” is easier for the public to understand than “artisans”
- It would tie in with the “Shop Small” initiative (see www209.americanexpress.com/merchant/services)
- It may be more adaptable to the many local variations and “authenticity” along the Corridor

Cross-Promotions

- While it may be a cornerstone of discussion among those involved in promotions and marketing, there is a distinct feeling that it is not a “two-way” street. Overall:
 - Those involved with Route 6 feel that they cross-promote but those other agencies and regions may not promote Route 6 resources
 - One commenter wondered whether the typical traveler even care what tourism/heritage region or area they are in, but rather are interested in a certain experience or destination
- Perhaps the best role for Route 6 is the “spine” or the “connector” of various experiences, regions, areas, etc., which emphasized the Scenic Byways portion of the Plan

A Common Denominator along the Corridor is Recreation

- Resources and activities may vary but outdoor recreation activities are seen as a key experience
 - Lakes in the west and east
 - Areas of fly fishing, hunting, etc.
 - River access – Allegheny in west, Susquehanna in central and Delaware in east
- Trails may be the common denominator within the recreational common denominator and should be inventoried and promoted as a common experiential opportunity

Markets

- We need to better understand our market(s) – varies along the Corridor (i.e. NY/NJ/EPA in east, Pgh/Buff/Cleveland in west and everything in between)
- Who is the Route 6 traveler that has the “road trip” as *the* experience
 - We may need to shift emphasis away from the “road trip” to the “products and experiences” that answer the rhetorical question “why come here?”
 - The key here is to “get them here first”, thus, the Scenic Byway’s importance is reinforced – it builds the destination and regional brand

Scenic Byways Challenge

- Overcoming the “slippery slope” thinking will require education and comparison with other Byway experiences in Pennsylvania
- One important measure may be a comparison of tourism dollars before and after Scenic Byways designation in a comparable area(s)
- “Incremental” versus “All or Nothing” – PA Byway designated legislatively with National Scenic Byways as long-term goal

Appendix C – Museum Survey Summary

The PA Route 6 Alliance sent an online survey to members of the museum and historic sites community to gather information for the planning effort. In particular, the Alliance tried to identify the characteristics of staffing at these sites both present and anticipated. Invitations to participate were sent to museums and allied organizations directly and indirectly via a number of visitors bureaus along the corridor. Seventeen (17) responses were received as of the close of the survey on February 26, 2015.



Staffing

More than half of the respondents have no full-time or part-time staff. Most anticipated modest growth in paid staffing over the next five years.

Number of Employees	Present		Anticipated in 5 years	
	Full-time	Part-time	Full-time	Part-time
None	9	9	7	7
1-2	5	5	6	5
3-4	3	2	2	3
5 or more	0	1	2	2

Volunteers are an important part of the staffing equation. Typically, more than half of the sites depend on volunteers for more than nine (9) hours per week, not including special events. Only two sites reported no volunteer support.

Volunteer hours per week	Number of sites
25+	5
9-24	6
1-8	3
None	3

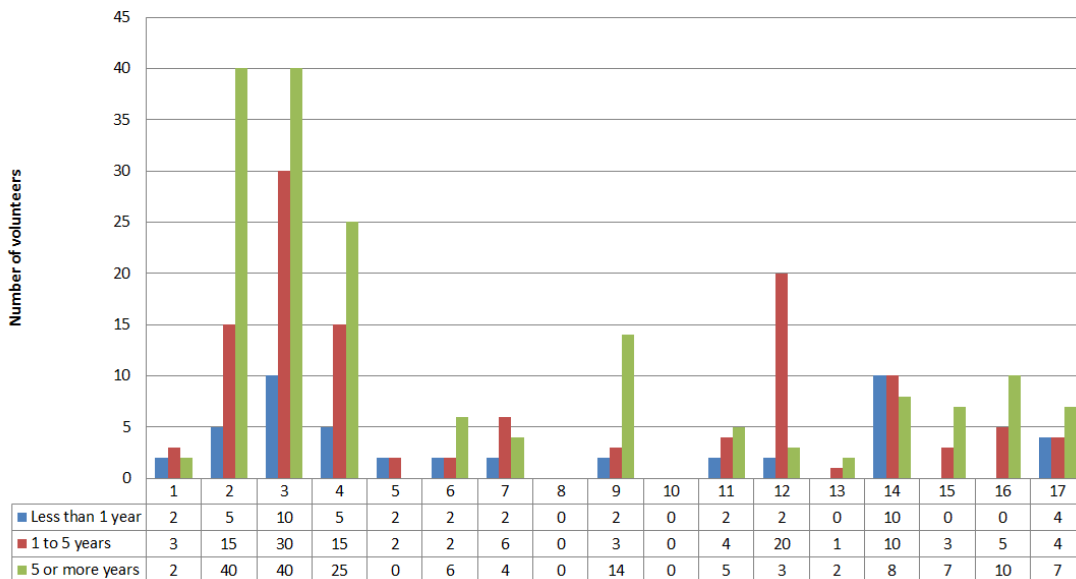
Most sites have a reliable corps of volunteers that have continued to serve. Of the 344 volunteers reported in the survey, half have served for five years or longer and about one-third for 1 to 5 years.

Years of service	Volunteers	
Less than 1	48	14%
1 to 5	123	36%
5 or more	173	50%
TOTAL	344	100%

Of the fifteen responses to the question “how many volunteers do you hope to have in five years?” all but one site wanted dozens more. Given the current rate of new volunteers of about one or two per year (and a comparable loss of volunteers annually), it appears that the growth of the volunteer corps will remain flat. This may be an area where the Alliance can help.

About two-thirds of the responding sites are confident that they will have an adequate number of employees and volunteers to fulfill their mission five years from now. Four sites were unsure, and two sites noted that many of their volunteers were older. The precariousness of this is already beginning to have an impact. Five sites cancelled events in 2014-15 because of inadequate staffing. In terms of identifiable leadership within the next five years, the sites were just about split; nine could identify their future leaders, but eight could not, suggesting that there could be a leadership void as the current generation of leaders exits.

Volunteer retention by site



Technology

All of the respondents have a website and most have embraced social media. Relatively few of the sites blog.

Type	Yes	No
Website	17	0
Social media (Facebook, Twitter, etc.)	16	1
Blog	4	13

The Sites and the Route 6 Alliance

Respondents were asked how they feel the Route 6 Alliance may help their respective organizations fulfill their mission. All but one of the respondents were very or somewhat familiar with the Alliance and most (80 to 90 percent of organizations responding) are eager to take advantage of improving their visibility along the corridor with directional signage, links on the Route 6 website, and inclusion on the Alliance's calendar of events. About half are interested in a corridor-wide forum; others would like help accessing professionals (e.g. architects, engineers, curators) to address specific needs. Low priorities were staff training and marketing assistance, although this seems to be incongruous with the expressed support for "improving visibility." Specific open-ended related comments included

- It's on me to learn more about Route 6, not the other way around right now.
- There are a number of professional consultants that our tiny organization would benefit from, especially engineers, compliance specialists, and fund-raising specialists.
- I don't need another meeting where I get encouragement and advice. I need a real product – brochures, etc., not 'you should do this' consultation. Also access to real sources for grants, not 'did you look at . . .' hand me the application.
- Museum needs a sign telling that it is on Mead Ave.
- Recommendations are always helpful.

Priority Issues

The final item on the questionnaire asked respondents to prioritize the issues facing their respective organizations from a listing (see table on page 4) of issues. Of the priority issues listed, other than local fund raising, no single issue emerged as a high priority although all issues were valued as important. Fundraising at all levels (local, state, federal) was highest priority; see summary on the table (listed from highest priority to lowest). Note that the range of averages (highest = 1.50, lowest = 2.79) was not very great, and all are above the middle score of 3, suggesting that the items listed are important to all respondents.

Priority Issues	Number of responses						Average
	1	2	3	4	5	NA	
Local fund raising	13	0	1	2	0	1	1.50
State/Federal funding	9	2	3	1	0	2	1.73
Directional signage to our facility	9	2	3	2	0	1	1.88
Sustaining existing exhibits/artifacts/interpretive materials	7	3	4	1	0	2	1.93
Marketing and promotion	6	5	5	0	0	1	1.94
Collaboration with other museums and historic resources along the Route 6 corridor	8	1	7	1	0	0	2.06
Adding new special events	5	5	7	0	0	0	2.12
Master planning for the future	5	6	4	0	1	0	2.13
Succession planning for future staff and/or board of directors	7	2	4	1	1	1	2.13
Sustaining existing special events	5	3	7	1	0	1	2.25
Adding new exhibits/artifacts/interpretive materials	4	4	6	1	0	1	2.27
Training of staff/volunteers	6	2	6	1	1	1	2.31
More interactive exhibits for visitors to our facility	5	3	4	3	0	1	2.33
Improving technology at our facility	4	5	3	3	0	1	2.33
Curatorial/technical assistance	2	2	7	3	0	3	2.79

*Based on scale of 1-5, with 1 being very important and 5 unimportant.

Appendix D - Land Trusts in the Corridor

LAND TRUST	COUNTY	CHARACTER AREA
Delaware Highlands Conservancy	Pike	Conservation
	Wayne	D&H Canal
Natural Lands Trust	Pike	Conservation
	Wayne	D&H Canal
Wildlands Conservancy	Pike	Conservation
	Wayne	D&H Canal
	Lackawanna	D&H Canal
North Branch Land Trust	Wayne	D&H Canal
	Lackawanna	D&H Canal
	Susquehanna	River
	Wyoming	River
Lackawanna Highlands Conservancy	Bradford	River
	Wayne	D&H Canal
	Lackawanna	D&H Canal
	Susquehanna	D&H Canal
Countryside Conservancy		River
	Wayne	D&H Canal
	Lackawanna	
	Susquehanna	D&H Canal
		River
North American Land Trust ?	Wyoming	River
	Lackawanna	D&H Canal
	Bradford	River
Blue Mountain Eagle Climbing Club and Wilderness Park Association	Susquehanna	D&H Canal
		River
Carantouan Greenway	Bradford	River
Northcentral Pennsylvania Conservancy	Bradford	River
	Tioga	Agricultural
	Potter	Forest
Western Pennsylvania Conservancy	Potter	Forest
	McKean	Forest
	Warren	River
	Crawford	Industrial
		Lake
French Creek Valley Conservancy	Erie	Industrial
		Lake
	Crawford	Industrial
		Lake
French Creek Valley Conservancy	Erie	Industrial
		Lake
		Lake

APPENDIX E - NOTES ON REGULATORY FRAMEWORK FOR CMP – PA ROUTE 6

(Excerpted from review of the Heritage Community Work Plans focusing on/summarizing information on sign regulations)

Heritage Community (County)	Community Work Plans	Zoning Ordinance	Sign Ordinance	Notes
Milford (Pike)	2011			Regulations relate maximum signage area with a context reflecting frontage in Milford Borough and Township
Milford Borough		X	X	For commercial signs a forty (40) square foot maximum appears to be common, even for “off-site advertising” signage.
Milford Township		X		
Dingman Township		X		3 sign maximum for businesses and TODS is included in Dingman Township
Honesdale, Hawley and White Mills (Wayne)	2012			Honesdale - Sign regulations among the districts primarily vary in maximum allowable square footage restricting smaller square footage to the pedestrian scale business districts, with larger sign sizes permitted in the more highway-commercial districts. There is a prohibition of off-premises signs.
Honesdale and Hawley Boroughs		X		Hawley – No signage requirements noted in zoning
Texas Township		X		C-1 and C-2 Districts reflect a highway commercial orientation, with a sliding square footage requirement (i.e. context)) based on lineal frontage up to 300 square feet.
Waymart (Wayne)	2011	X		Minimal signage requirements in Borough & Township. The General Commercial (highway) District is along the Rt. 6 corridor and the Commercial Neighborhood District “village center” has a pedestrian-orientation in traditional town center off of Rt. 6.
Waymart Borough				
Canaan Township		X		Multiple rural-orientation zoning districts along Rt. 6 – Agricultural, Public Institutional/Recreational and Rural Development
Carbondale (Lackawanna)	2011			Basic signage requirements (i.e. size, location, types and height) with no differentiation in maximum size between downtown and highway commercial districts and vague language on perpendicular signage over sidewalks.
Carbondale Borough		X		Billboards permitted by Special Exception in C-3 highway-oriented district along Rt. 6 in southern section.

Heritage Community (County)	Community Work Plans	Zoning Ordinance	Sign Ordinance	Notes
<p>Tunkhannock (Wyoming)</p> <p>Tunkhannock Borough</p>	2011	X		<p>Regulations and standards do not differentiate between signage types and requirements for the Downtown Commercial District and the Highway Commercial District; Regulations do not directly address attraction signs</p> <p>Uses in the C-1 District generally reflect what one would expect in a pedestrian scale downtown</p> <p>The regulations limit billboards/off-premises signs, which include electronic signs, to the Industrial District as a Special Exception.</p> <p>Internally illuminated signs are permitted in the regulations, apparently in all districts.</p> <p>No standards or requirements related to the National Register Historic District.</p>
Tunkhannock Township			X	<p>The only illumination requirement is that signs over 10 feet in height that are indirectly illuminated shall be illuminated with a downward facing light source.</p> <p>No specific mention or regulations pertaining to attraction signs</p> <p>Billboards are limited to a maximum of 300 sf., which would allow several of the standard billboard structures</p> <p>The regulations do not deal with electronic/changeable copy signage.</p>

Heritage Community (County)	Community Work Plans	Zoning Ordinance	Sign Ordinance	Notes
Wyalusing (Bradford) Wyalusing Borough	2010	X	X	Within Zoning Ordinance, in the traditional downtown district businesses may have a total of 100 sf. of signage, a rather generous maximum amount in a compact pedestrian oriented business district. No separate regulations or discussion for signage in the National Register Historic District
Wyalusing Township		X	X	No differentiation of sign requirements between the neighborhood and highway commercial districts, with a maximum size of 48sf.
Mansfield (Tioga) Mansfield Borough	2011	X		Sign requirements reflect context (lot frontage, wall size, etc.) and projecting signs are permitted. Billboards are prohibited in the borough
Richmond Township		X		Various types of signs are permitted, up to 4 signs per premises to a maximum of 288 square feet.
Potter County (Potter) Austin and Galetton Coudersport	2009	X		No zoning in Austin or Galetton. Coudersport zoning has varied sign requirements reflecting context, including special requirements for the downtown historic area and a prohibition of billboards.
Smethport (McKean) Smethport Borough	2007	X	X	Free-standing sign ordinance permits and regulates signage size, height, setback, etc. Billboards permitted up to 100 sf.
Kane (McKean) Kane Borough	2012	X		No signage regulations.
Warren (Warren) Warren City	2012	X	X	Business Rt. 6 winds through most of the zoning districts, especially the central/ highway commercial districts, having identical sign requirements reflecting context in sign ordinance. Animated, changing display and scrolling signs prohibited within the Historic District; City Council approval of marquees & murals No specific off-premises sign regulations

Heritage Community (County)	Community Work Plans	Zoning Ordinance	Sign Ordinance	Notes
Youngsville (Warren) Youngsville Borough	2010	X		5 zoning districts abut Rt. 6; Minimal signage regulations; Projecting signs prohibited; off-premises signs permitted in highway commercial & industrial districts up to 80 sf, 10'ht and 15'ft setback from ROW.
Brokenstraw Township				Brokenstraw Township has considerable Rt. 6 frontage and no sign or zoning ordinances.
Corry and Union City (Erie) Corry City	2008	X		Detailed requirements on signs in Corry central/ highway commercial districts, having identical sign requirements reflecting context; Projecting signs prohibited.
Union City Borough		X		Basic signage requirements in Union City reflecting context; Projecting signs prohibited; Billboards are permitted in central/highway business districts up to 100 sf.
Elgin Borough & Concord, Union & Wayne Townships		X		Moderate (i.e. Concord, Elgin & Union) to detailed (i.e. Wayne & Columbus) signage regulations and requirements for billboards.
Edinboro (Erie) Edinboro Borough	2012	X		Commercial districts have fairly detailed signage requirements, with little differentiation between the downtown and highway business districts; Context for wall signs. Billboards are not specifically addressed or permitted.
Washington Township		X		Similar requirements in all commercial districts. Billboards are permitted in the commercial and the Industrial districts, up to 250 sf, with a 250-foot minimum setback from intersections and a 660 ft. setback from limited access highways.
Conneaut Lake (Crawford) Conneaut Lake Borough		X		Detailed signage requirements reflecting context; Billboards are prohibited.
Summit Township		X		Basic signage requirements; Billboards permitted in business & agricultural districts except along Rt. 618.

Appendix F

Secretary of the Interior's Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired

Appendix G - SUMMARY OF POTENTIAL SCENIC PULL-OFF SITES

ID #	POTENTIAL SCENIC PULL-OFF SITES + ACTIVITY ZONES	PA ROUTE 6 THEMES						PA ROUTE 6 CHARACTER AREAS					
		National Rec Trail	Creative Genius	Amazing Prospects	Lasting Landmarks	Warriors Road	Safe Haven	Lake	Industrial	River	Forest	Agricultural	D&H
Erie County													
E-1	Edinboro Lake View	X			X		X	L					
E-2	Union City/Corry Agricultural Area	X	X		X				I				
Crawford County													
C-1	Pymatuning Lake View	X			X			L					
C-2	Conneaut Lake View	X	X		X			L					
C-3	French Creek Area	X		X	X			L					
C-4	French Creek Area	X		X	X			L					
Warren County													
W-1	Western Warren Agricultural Area	X		X						R			
W-2	Warren Mansion Area Pull-off	X	X	X	X	X	X			R			
McKean County													
M-1	Nebo Church and Cemetery		X				X				F		
M-2	Mt. Jewett Heritage Mural - NA	DEMOLISHED											
M-3	Smethport Mansion District		X	X	X	X					F		
M-4	Agricultural and Scenic Viewshed	X		X		X					F	A	
M-5	Wide Agricultural Valley	X		X							F	A	
Potter County													
P-1	Wide Agricultural Valley	X		X							F	A	
P-2	Coudersport Historic District	X	X	X	X		X				F		
P-3	Highest Point on Route 6 in Pennsylvania	X			X						F		
P-4	Pennsylvania Lumber Museum Overlook	X	X	X	X						F		
P-5	Galeton Lake Scenic Overlook	X	X	X	X						F		

D #	POTENTIAL SCENIC PULL-OFF SITES + ACTIVITY AREAS	PA ROUTE 6 THEMES						PA ROUTE 6 CHARACTER AREAS						
		National Rec Trail	Creative Genius	Amazing Prospects	Lasting Landmarks	Warriors Road	Safe Haven	Lake	Industrial	River	Forest	Agricultural	D&H	Conservation
	Tioga County													
T-1	Ansonia Valley Scenic Corridor	X	X	X	X							A		
T-2	Wellsboro Business District	X	X	X	X	X					F			
T-3	Scenic Corridor	X		X			X				F			
T-4	Mainesburg Rural Corridor	X		X			X				F			
T-5	Eastern Tioga County	X		X	X						F			
	Bradford County													
B-1	Western Bradford County Mountain View	X		X								A		
B-2	Sylvania Area View	X		X	X							A		
B-3	Troy/Farmers Valley Area	X		X	X							A		
B-4	Troy Business District		X	X	X	X	X					A		
B-5	Sugar Creek View	X			X							A		
B-6	Sugar Creek/Agricultural Fields	X		X								A		
B-7	Old Methodist/Episcopal Church	X		X			X			R				
B-8	Luthers Mills Bridge		X		X					R				
B-9	Riverwalk Park	X	X	X	X	X				R				
B-10	Wysox River View	X	X	X	X	X	X			R				
B-11	Limehill Vista		X	X		X	X			R				
B-12	Wyalusing Business District		X	X	X	X				R				
	Wyoming County													
WY-1	Meshoppen River View	X			X					R				
WY-2	Russell Hill Viewshed	X			X					R				
WY-3	Tunkhannock Business District	X	X	X	X	X				R				
WY-4	Endless Mountains View	X		X						R				
	Lackawanna County													
L-1	Clarks Summit Business District		X	X	X					R				
L-2	Carbondale Business District	X	X	X	X					R				

ID #	POTENTIAL SCENIC PULL-OFF SITES + ACTIVITY AREAS	PA ROUTE 6 THEMES						PA ROUTE 6 CHARACTER AREAS					
		National Rec Trail	Creative Genius	Amazing Prospects	Lasting Landmarks	Warriors Road	Safe Haven	Lake	Industrial	River	Forest	Agricultural	D&H
	Wayne County												
WA-1	Waymart Wind Energy View		X	X			X					D	
WA-2	Prompton Lake View	X	X		X							D	
WA-3	Honesdale/Business District Overlook	X	X	X	X		X					D	
WA-4	Honesdale Falls	X			X							D	
WA-5	White Mills	X	X	X	X		X					D	
WA-6	Lake Wallenpaupack West	X	X	X	X							D	C
	Pike County												
PK-1	Lake Wallenpaupack East	X	X	X	X								C
PK-2	Shohola Falls	X	X		X		X						C
PK-3	Milford Business District	X	X	X	X		X						C
PK-4	Delaware View	X			X								C

NOTE: Sites/activity Areas and reference numbers as per *Pennsylvania Route 6 Tourism Infrastructure Plan (2008)*; pp.95-123.

APPENDIX H - Byways/Signage/Regulatory Overview

Factor	Local Signage Regulations	Byway Triggered Regulations
Enabling Powers	Zoning Powers under PA Municipalities Planning Code and/or free-standing Ordinances under respective municipal codes	US Code Section 131 of Title 23 www.gpo.gov/fdsys/pkg/USCODE-2011-title23/pdf/USCODE-2011-title23-chap1-sec131.pdf Pennsylvania Code Title 67 Transportation Chapter 445. Outdoor Advertising Devices www.pacode.com/secure/data/067/chapter445/chap445toc.html Pennsylvania Byways Program is initiated by PennDOT in 2001 (http://www.penndot.gov/ProjectAndPrograms/Planning/Pages/BYWAYS-Program.aspx#.VsS3IKMo7IU)
Background/ Context	Local Regulations on size, type, placement, prohibitions, height, etc of signs	Determination of FAP (1991) or NHS Applicability hepgis.fhwa.dot.gov/hepgismaps17/ViewMap.aspx?map=Highway+Information Federal+Aid+Functional+Class# [Highway System Tab] or www.dot.state.pa.us/Internet/Bureaus/CPDM.nsf/infoBPRPABywaysPrimarySystem?OpenForm
Type of Regulations	Can Apply to signs on Non-FAP/NHS May address various sign types <ul style="list-style-type: none"> • On-premises • Off-premises • Temporary • Directional • Wayfinding • Varying requirements by Use District (i.e. Zoning) is possible • Permitting process Local Enforcement Local Administration/Permitting (refer to local ordinances)	If on FAP/NHS Outdoor Advertising prohibited if visible from main traveled way except: <ul style="list-style-type: none"> • Directional and Official Signs including but not limited to natural, scenic and historic attractions subject to size, number and spacing standards • Signs advertising the sale or lease of property upon which they are located (i.e. on-premises signs) • Signs including changeable face signs advertising activities conducted on the premises where located (i.e. on-premises signs) • Any legally erected signs which existed prior to the highway being designated as a Scenic Byway are permitted to remain as non-conforming signs, but cannot be improved or modified • Signs advertising distribution of “free coffee” by non-profit organizations (www.gpo.gov/fdsys/pkg/USCODE-2011-title23/html/USCODE-2011-title23-chap1-sec131.htm) PennDOT Enforcement PennDOT Administration/Permitting
Non-Conforming Signs	Pre-existing nonconforming signs may be subject to local requirements on repair and replacement (refer to local ordinances)	Pre-existing non-conforming signs are subject to PennDOT requirements on repair and replacement <ul style="list-style-type: none"> • Replacement if damaged/destroyed as a result of criminal act • Repair if 50% or more of its value remains intact as a result of natural disaster or non-criminal conduct http://www.pacode.com/secure/data/067/chapter445/s445.7.htm
Abandoned Signs	Ordinances may include definitions of abandoned signs and procedures for removal (refer to local ordinances)	Definition of abandoned signs include those without bona fide advertising for 12 months or which have been without a current lease or license from the landowner for more than 90 days. http://www.pacode.com/secure/data/067/chapter445/s445.8.html)

CODE: FAP – Federal Aid Primary NHS – National Highway System

APPENDIX I - Municipal and Public Outreach Efforts

The Pennsylvania Route 6 Alliance implemented and maintained an outreach process as part of its efforts to designate PA Route 6 as a Pennsylvania Byway, as summarized in this Appendix.

Initiation

In 2012, the PA Route 6 Alliance sent a letter to PennDOT Deputy Secretary James Ritzman, requesting consideration of being designated a Pennsylvania Byway. This request was the result of regional workshops in which stakeholders from across the corridor expressed interest. A meeting was held with Jackie Koons-Felion, PennDOT Byway Coordinator, to strategize the steps for PA Route 6 to become a Pennsylvania Byway.

Business Survey

In November 2012, a survey of businesses across the corridor was conducted with assistance from the nine (9) Convention and Visitor Bureaus and several Chambers of Commerce to gauge the level of support with this proposed effort. The results of the survey revealed that 80% of the responding businesses were in support of PA Route 6 being designated a Pennsylvania Byway, 15% were unsure and required more information and only 3% were not in favor. The survey results revealed that slightly under 30% of the responding businesses used off-premise signage to promote their businesses.

Municipal Outreach Efforts

On January 2, 2013, a mailing was sent to the 110 municipalities across the PA Route 6 Heritage Corridor. This mailing included the following:

- Introduction letter with information on the process of becoming a byway
- Pennsylvania Route 6 Byways Question and Answers document including information on the off-premise advertising restriction
- Benefits of Being a Byway document
- Sample resolution

Information and copies of the above documents were also placed on the PA Route 6 website (www.paroute6.com) with a link to a survey about Byway designation for businesses. A press release regarding the effort was sent to all local newspapers papers within the corridor.

On April 1, 2013, a second mailing was sent to municipalities who had not responded to the previous mailing. This mailing included the same informational attachments with an updated Question and Answers document.

A PowerPoint presentation was developed by the Pennsylvania Route 6 Alliance *Tourism Infrastructure Committee* to explain the Byway process and requirements. Each county planning director as well as the respective Metropolitan Planning Organizations (MPO's) and Rural Planning Organizations (RPO's) received a copy of the PowerPoint to be used as they spoke to municipalities. The presentation was also placed on the PA Route 6 website.

On February 27, 2014, a third mailing was sent to municipalities who had not responded to the two prior mailings. This mailing included the same documents with an updated Question and Answers document. The update was based on questions from the municipalities. This time, the mailing included a return postcard indicating the municipality's approval, disapproval with space for specific questions.

Follow-up Outreach Efforts

Since 2013, the Executive Director of the PA Route 6 Alliance has met and spoke to several individual municipalities as well as at gatherings of several municipal associations regarding the Scenic Byway Process and Requirements. Most of the meetings have been at the request of the respective county planner. They have included:

- City of Warren, Warren County
- Warren County Council of Governments
- Roulette Township, Potter County
- Eulalia Township, Potter County
- Galeton Borough Council, Potter County
- Group of elected officials from Tioga County including Delmar Township, Charleston Township, Richmond Township and Wellsboro Borough
- Eastern Council of Government for Bradford County
- Western Council of Government for Bradford County
- Wyoming County Annual Township Meeting
- Pike County Annual Township Meeting
- PA Statewide Greenway and Trails Summit

The byway process and signage requirements were topics of discussion during the four (4) regional public meetings held across the Corridor for the revision of the Management Action Plan/Corridor Management Plan during December 2014 and January 2015, which were held in Hawley (Wayne County), Towanda/Wysox (Bradford County), Coudersport (Potter County) and Corry (Erie County).

Summary

As of March 23, 2016, a total of fifty-two (52) municipalities have signed resolutions in support of the PA Byways designation effort, as delineated below by County:

<i>Bradford County:</i>	Towanda Borough and Wyalusing Borough
<i>Crawford County:</i>	Cambridge Springs Borough, Cambridge Township, Conneaut Lake Borough, Conneaut Township Hayfield Township, Linesville Borough, Meadville City, North Shenango Township, Pine Township, Sadsbury Township, Saegertown Borough, Summit Township, Venango Borough, Venango Township, West Mead Township and Woodcock Township
<i>Erie County:</i>	Edinboro Borough and Union City Borough
<i>Lackawanna County:</i>	Archbald Borough, Carbondale City, Carbondale Township, Dunmore Borough, Jermyn Borough, Jessup Borough, Mayfield Borough, Olyphant Borough and Throop Borough
<i>McKean County:</i>	Hamilton Township, Kane Borough, Port Alleghany Borough, Smethport Borough and Wetmore Township
<i>Potter County:</i>	Coudersport Borough, Galeton Borough, Pike Township and Sweden Township
<i>Tioga County:</i>	Delmar Township, Mansfield Borough, Sullivan Township and Wellsboro Borough
<i>Warren County:</i>	Brokenstraw Township, Clarendon Borough, Freehold Township, Mead Township, Sheffield Township, Warren City and Youngsville Borough
<i>Wayne County:</i>	Waymart Borough
<i>Wyoming County:</i>	Laceyville Borough and Meshoppen Borough

As a follow-up to this outreach, the PA Route 6 Alliance and the Tourism Infrastructure Committee intend to continue the education process by doing the following:

- updating documents and information, accessible through the PA Route 6 website
- presenting at annual township meetings
- presenting at individual municipal meetings when requested
- holding a series of regional meetings across the corridor in Fall 2016 to introduce the revised Management Action Plan/ Corridor Management Plan/ Historic Preservation Plan
- inventorying the municipal signage ordinances across the Corridor