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CHAPTER 7:

CULTURAL RESOURCES AND TOURIST SERVICES – FRANKLIN COUNTY

Introduction

There are many cultural, historical, scenic, natural, recreational and commercial resources that attract visitors to the Route 112 Scenic Byway. Travelers along the Byway experience a diverse landscape of mountains, river valleys, rural farmland, and forests. The Byway traveler also experiences a number of small New England towns, with histories rooted in both agriculture and industry. This diversity of cultural and tourist resources adds depth to the Byway's story and its appeal as a destination for visitors. The Route 112 Scenic Byway is a valuable asset to the greater Franklin and Hampshire County regions and is an important part of the local economy. Revenues raised from tourism and working lands contribute to the economic sustainability of the region.

The goal of this chapter of the Corridor Management Plan is to provide information on existing resources, services, and assets available to the Byway traveler; to identify any unmet needs; and to propose recommendations to address them. This chapter contains a detailed inventory of the existing cultural resources and tourist services available to the Byway traveler including general points of interest; farms and farm products; art, science and music venues; tourist-oriented businesses; fairs and festivals; lodging (including bed and breakfasts); restaurants and food-service-related businesses; public parking areas; public restrooms; and gas stations. Many of these resources are discussed at length in other chapters of the report. In these cases references are made to the appropriate chapter. A ☆ located next to a resource indicates that it is located directly on the Route 112 Scenic Byway.

The following section identifies visitor information locations, the names and contact information for agencies and organizations currently providing assistance to visitors, and other sources of traveler information including publications, brochures and websites. A summary of statistics available describing the levels of visitation and the economic impact of tourism to the area is also included.

Tourist Information Centers and Resources

A number of sources of tourism related information currently exist for the Route 112 Scenic Byway including: offices or roadside booths maintained by regional or local chambers of commerce; brochures available at businesses or tourist related sites along

the byway or mailed upon request; and websites maintained by the tourism bureaus and business associations.

The following organizations provide information to area visitors:

Franklin County Chamber of Commerce

395 Main Street
Greenfield, MA 01302
413-773-5463
<http://www.co.franklin.ma.us>

Visitor Center in Greenfield

18 Miner Street
Greenfield, MA 01301
413-773-9393

An information center located near the Route 2 - Interstate 91 rotary at Exit 26 in Greenfield. Maintained and staffed by the Franklin County Chamber of Commerce.

Shelburne Falls Area Business Association

75 Bridge St.
Shelburne Falls, MA 01370
413-625-2544
www.shelburnefalls.com

The Shelburne Falls Area Business Association publishes numerous brochures with tourism related resource information and maintains a website with extensive information about area attractions and services.

Shelburne Falls Village Information Center

75 Bridge Street
Shelburne Falls, MA 01370
413-625-2526

Open May through October. Hours are Monday through Saturday from 10:00 a.m. to 4:00 p.m. and Sunday from 12:00 p.m. to 3:00 p.m. The Center is staffed by volunteers and is supported by the Shelburne Falls Area Business Association.

Massachusetts Office of Travel & Tourism

10 Park Plaza Suite 4510
Boston, MA 02116
617-973-8500
800-227-MASS
www.massvacation.com

Visitors should also check the listings in local and regional newspapers for up-to-date information about activities and attractions in the Towns along the Byway. These include:

- West County News
P.O. Box 218
Shelburne Falls, MA 01370
(413) 625-4660
www.turley.com/westcounty
- Ashfield News
P.O. Box 181
Ashfield, MA 01330
413-628-4525
www.smalltownpapers.com/listASH
- Shelburne Falls Independent
8 Deerfield Ave.
Shelburne Falls, MA 01370
413- 625-8297
www.sfindependent.net
- The Recorder (Greenfield)
14 Hope Street
Greenfield, MA 01302
413-772-0261
www.recorder.com
- The Republican (Springfield)
1860 Main Street
Springfield, MA 01101
413-788-1000
www.masslive.com/republican

Tourism Related Statistics

Tourism plays a critical role in the Massachusetts economy, supporting jobs, driving the growth of travel-related businesses, and delivering tax revenue to the state and local communities. According to statistics compiled by the Commonwealth of Massachusetts Office of Travel and Tourism (MOTT), an estimated total of 21.7 million people visited Massachusetts during 2007. Direct spending by domestic and international visitors totaled \$14.2 billion in 2006, supporting 125,800 jobs and \$3.4 billion in wages and

salaries. Visitor expenditures generated \$887.2 million in Massachusetts state and local tax revenue in 2006. Each dollar spent by a visitor generated 3.9 cents in state tax receipts and 2.3 cents in local taxes.

Tourism plays an important role in local revenues. According to MOTT, in Franklin County, direct spending by tourists in 2006 totaled \$46.4 million, supporting 370 jobs and payrolls of \$8.7 million. Local tax revenue generated by tourists visiting Franklin County in 2006 totaled \$1.45 million.

According to counts conducted at the Visitors Center in Greenfield, located at the rotary at Interstate 91 and Route 2 in Greenfield, there were 92,000 visitors to the center in 2007. Visitors come from all fifty states, all of the Canadian provinces, and 48 foreign countries. Approximately 40% of the visitors who stop at the center are looking for information on local attractions or activities.

The Shelburne Falls Village Information Center recorded 9,498 visitors to Shelburne Falls during May through October of 2007. October represented the busiest month, with 2,300 visitors. Of those visitors signing the Guest Book, 37% were from Massachusetts and 22% were from the other New England states and New York. All of the fifty states were represented by visitors. In addition, 13% of the visitors to the center were from foreign countries, including the United Kingdom, Canada, Germany, and New Zealand. The Shelburne Falls Area Business Association also recorded 356,000 visitors to their website (www.shelburnefalls.com) during 2007, with interest peaking during the summer months.

Points of Interest

This section lists points of interest throughout the Route 112 Byway Corridor Region in Franklin County, including cultural, historical, and recreational resources. Additional information on these resources can be found in other chapters of this Plan as well, especially the Archaeological and Historic Resources and the Outdoor Recreational Resources Chapters.

Colrain

☆ Colrain Center Historic District—a National Register District (NRDIS) established in 2006. The entire district lies within the Byway Corridor Study Area and provides an excellent example of a 19th century village. This NRDIS is comprised of Main, Greenfield and Jacksonville Roads, Streeter Lane, River, and Coburn Streets. The district consists of ninety-four resources and covers 30.2 acres.

☆ Arthur A. Smith Covered Bridge—located on Lyonsville Road, the bridge was listed on the National Register in 1983 and was reconstructed in 2006.

Catamount State Forest, Colrain—Catamount State Forest consists of 1,125 acres located in southwestern Colrain bordering on eastern Charlemont, accessible from Four Mile Square Road. The twenty-seven-acre McLeod Pond and nearby streams are stocked with trout. The area offers trails for hiking, mountain biking, and horseback riding, as well as the opportunity for various winter activities such as cross-country skiing and snowmobiling. Call 413-339-5504 for further information.

☆Colrain Historical Society—Located on Main Street in the **William Pitt House** (1850), it houses a collection that illustrates a variety of lifestyles from the many villages making up the town of Colrain. Also featured are books and papers on Colrain history. Open by appointment and during the Coleraine Village Fair.

Shelburne

☆Shelburne Falls National Historic District—The district was established in 1988, encompasses twenty-six acres in the village center business district, and includes properties on the Shelburne side of the bridge as well as a few on the Buckland side. The commercial core of the District, located one half mile from Route 2, contains many historic commercial, civic, and religious buildings located primarily to the north and south of Bridge Street in Shelburne and on State Street in Buckland. Attractions include the former Odd Fellows Hall (now McCusker’s Market), which is listed on the National Register of Historic Places, and many buildings in the Victorian, Italianate, and Greek and Classical Revival styles. (See also the Appendices for listings of the significant buildings in the District.)

Glacial Potholes—The Potholes are located off Deerfield Avenue, just below the hydroelectric dam in Shelburne Falls. The site includes over fifty ancient glacial potholes; some are as small as six inches in diameter and some are as large as thirty-nine feet across. The potholes were ground in the granite during high water of the glacial age by the whirlpool action of water and gyrating stones. This area was originally known as Salmon Falls, a favorite fishing spot of Native American Indians and early settlers. The potholes can be viewed from the end of Deerfield Ave. There is no direct access except across private property with permission from the land owner. Swimming is discouraged due to the high risk of injury. The Towns of Shelburne and Buckland are currently working on a design for an observation platform.

Bridge of Flowers—Located between Buckland and Shelburne in downtown Shelburne Falls, this unique 400-foot former trolley bridge spans the Deerfield River connecting the two sections of downtown Shelburne Falls. Built in 1908 by the Shelburne Falls and Colrain Street Railway, it provided a physical link to the Boston & Maine and New York, New Haven & Hartford railroads at their station on the Buckland side of the Deerfield River. When the trolley stopped running in 1929 the Shelburne Falls Women’s Club transformed the bridge into a “blooming profusion from spring to fall”. The bridge is still tended by the Shelburne Falls Women’s Club. There are over 500 varieties of

plantings. It is estimated that 35,000 to 45,000 visitors came to the bridge in 2007. Each year in May the Women’s Club holds a Bridge of Flowers Plant Sale on the green between Main and Water Streets. Call 413-625-9830 for more information about the sale.

Shelburne Historical Society Museum—Operated by the Shelburne Historical Society in the former two-story Arms Academy building at the corner of Maple and Church Streets. Collection dates from the 1700s to the present. There is also a library with a number of New England genealogical volumes. The Museum is open to the public on Wednesdays from 12:00 p.m. to 4:00 p.m.. Summer hours are July to September, on the 2nd and 4th Sundays from 2:00 p.m. to 5:00 p.m. Special group visits or appointments can be arranged by phone, call 413 625-6150.

High Ledges Wildlife Sanctuary—Located on Patten Hill in Shelburne, the sanctuary consists of 586 acres and is owned by the Massachusetts Audubon Society. It includes a vast collection of flowers and plants that bloom from May through September. The ledges offer a panoramic view of the Deerfield River Valley. The High Ledges has trails that are open to the public. There is an admission fee of \$2 for adult non-members of the Audubon Society and \$1 for children and senior non-members. Admission for Audubon Society members is free. There are no public facilities.

☆ Arms Cemetery—Located on Route 112/Colrain Road north of the Historic District, this cemetery is the burial site for many famous people, including Linus Yale, Jr., who patented the Yale dial or combination lock produced in the Yale Lock Shop in Shelburne Falls from 1860 to 1869.

Mahican Mohawk Trail, Deerfield to North Adams— The Mahican Mohawk Trail follows the historic corridor along the Deerfield and Hoosic Rivers. Envisioned as a 100-mile trail from the Connecticut to the Hudson River, it is currently a multi-modal trail of about 25 miles on roads, trails, former railways, and waterways in Massachusetts. There is a beautiful 1.75-mile section along the Deerfield River in the Route 112 Byway Corridor that begins on the Mohawk Trail (Route 2) near the Shelburne State Police Barracks and offers wonderful scenic views. Due to landowner issues, passage for one-half mile east of this point on the trail is closed. The trail may be accessed from Bardwell Ferry east and west and from Conway Station in Conway across the South River on a spectacular bridge. From Shelburne Falls west, the trail continues as a water trail on the Deerfield River from Charlemont to Buckland, then proceeds on land through the Mohawk Trail State Forest (along an original stretch of Native American trail on Todd Mountain), and ultimately ends up at the Museum of Contemporary Art (Mass MOCA) in North Adams.

Buckland

Buckland Historical Society Museum—Located in a former schoolhouse on Upper Street in Buckland Center. Displays include early kitchen furniture, tools, and photographs of local school groups. The Historical Museum is open to the public on the first and third

Sundays of July and August, and the first Sunday in September, from 2:00 p.m. to 4:00 p.m. Visits may also be arranged by appointment. Call 413-625-6619 or 413-625-9763 for further information.

Shelburne Falls Trolley Museum and Trolley Car Number 10— The Museum, located in the old freight yard on the Buckland side of Shelburne Falls, features the last surviving trolley car from the Shelburne Falls and Colrain Street Railway. This trolley line started in 1896 and hauled freight up and back from the rail yard in Shelburne Falls to the mills of Colrain, crossing the Deerfield River on what is now the Bridge of Flowers. It also carried mill workers, mail, farm produce, shoppers, high school children. The open cars offered a pleasant way to spend a summer evening or weekend on the way to Hillside Park. The trolley stopped operating in 1927 when the State improved the roads and trucks hauled the freight. Trolley Car Number 10 sat idle in a farmer's field for many decades and even served as a chicken coop during its retirement. It was fully restored in 1999 by the Shelburne Falls Trolley Museum and is available for rides. The trolley was built by Wason Manufacturing Co. in Springfield, Massachusetts. It was delivered to Shelburne Falls and has not left the valley since. For thirty years it served Shelburne Falls and Colrain. In 1908 the trolley company built a bridge across the Deerfield River (now the Bridge of Flowers) which allowed direct access to the railroad. The Shelburne Falls Trolley Museum also has an operating hand pump car, and a collection of railroad and trolley artifacts and pictures. The museum is at 14 Depot St. (on the Buckland side of Shelburne Falls) and operates on Saturdays, Sundays and holidays, from Memorial Day through October. Hours are 11:00 a.m. to 5:00 p.m. In July and August, the museum is also open Mondays from 1:00 p.m. to 5:00 p.m. Call 413-625-9443 for further information or visit the website at www.sftm.org.

Joseph Griswold House— Located on Upper St. in Buckland, where Mount Holyoke College founder Mary Lyon taught school. Visits may be arranged by appointment. Please call 413-625-2031 for information.

☆ Buckland Recreation Area— The Buckland Recreation Area consists of twenty-one acres off Route 112 approximately one half mile south of the Mohawk Regional School. Available activities include basketball, softball, cross-country skiing, fishing, pool swimming, picnicking and nature observing. Season or day passes are available. Call 413-625-6330 for more information.

☆ Wilder Homestead— Located on Route 112, the Wilder Homestead is an historic saltbox house, filled with memorabilia. There is a barn on the premises that houses a weaving studio and display of old historic farm tools as well as the **Daniel Townsley Cobbler Shop** (built sometime between 1812 and 1820), which was moved to this site from its original location on Route 112 at the north entrance to Upper Street. The Wilder Homestead is operated by the Buckland Historical Society during the same hours as the museum or by appointment. Call 413-625-6619 or 413-625-9763 for further information.

Ashfield

Ashfield Plain Historic District— This National Register Historic District located near Ashfield Lake was established in 1991 and is comprised of Main Street and adjacent parts of Baptist Corner Road, South Street, Norton Hill Road, Bronson Avenue and Buckland Road.

Ashfield Historical Society— Located in the Historic District on Main Street, the museum consists of a barn, a gift shop, and ten rooms of Ashfield memorabilia. The main exhibition hall is a re-creation of a general store, circa 1850. Other exhibits include several 19th century period rooms, a children's room, a military display, an Ashfield Schools room, and memorabilia of Ashfield industries and Ashfield residents. The Ashfield Historical Society owns many glass plate negatives taken by the Howes Brothers from 1882 to 1907. Microfilms of these negatives may be viewed by appointment and prints ordered. Anyone wishing to do historical or genealogical research must contact the curator for an appointment. The museum is open for tours and special exhibits June through August on Saturdays from 11:00 a.m. to 1:00 p.m., during special events, and by appointment with the curator. Call 413-628-3900 or visit their website at www.ashfieldhistorical.org for more information.

Belding Park— The park is located on Main St. (Route 116), just east of the intersection with Route 112, and has a public boat launch on Ashfield Lake and picnic facilities.

☆Daughters of the American Revolution (DAR) State Forest— Located on the Ashfield/Goshen line, the DAR State Forest is a 1,020-acre forest that can be accessed from Route 112 in Goshen. It includes Upper Highland Lake, a picnic area, camping area, swimming area, bath houses, and a boat ramp. Summer activities include: non-motorized boating, hiking, fishing, horseback riding and mountain biking. In the winter season, the following activities are popular: ice fishing, skating, cross-country skiing, snowshoeing and snowmobiling. There are fifteen miles of mixed-use trails winding through a northern hardwood-conifer forest. In all, there are 190 acres of road and trail corridor in the forest and 240 acres within 100 feet of a water feature. The Goshen fire tower provides spectacular views of the Connecticut River Valley and five states. The campground offers fifty-one wooded campsites featuring modern comfort stations with showers and a private beach. Wheelchair accessible campsites and a full range of accessible activities are also available.

Bear Swamp Reservation— Owned by the Trustees of Reservations, the Bear Swamp Reservation is an easy hiking area with trails around a small pond. A nice rock ledge overlooks the pond and there is a peat bog walk. The reservation is located in northwest Ashfield with an entrance on Hawley Road, west of Route 112.

Farms and Farm Products

The historic agricultural landscapes located along Route 112 are some of the most important features within the Scenic Byway Corridor Study Area. Many of these continue to be working farms that sell fresh produce and other farm products, offer opportunities to pick your own fruits and vegetables, or provide other agricultural-related recreational activities. A sample of these farms is described below and in the Outdoor Recreational Resources Chapter of this report. More information may also be available from local sources, such as the “Ashfield Farms” brochure that was produced by the Ashfield Agricultural Commission, or the Community Involved in Sustaining Agriculture (CISA) website at www.buylocalfood.com. CISA’s mission is to link farmers and communities to strengthen agriculture and enhance the economy, rural character, environmental quality, and social well-being of western Massachusetts. The Massachusetts Department of Agricultural Resources (DAR) website has additional information including lists of Agri-Tourism Farms, Bed and Breakfast Farms, and Farmers Markets (all organized by county), and Pick-Your-Own Farms (organized by product). The website can be found at www.mass.gov/agr/massgrown.

Pine Hill Orchards, Colrain

248 Greenfield Rd.

Colrain, MA 01340

413-624-3325

Country store, bakery and snack bar; local beer and wine; local fruits and vegetables in season. Pick your own apple weekends in season.

Shelburne Falls Farmers Market

Baptist Corner Lot, 53 Main St. (corner of Water and Main Streets, at Trinity Church)

Shelburne Falls, MA 01370

Seasonal farmers market open from the end of May to early October on Fridays from 3:00 p.m. to 7:00 p.m. Features produce from twelve local farms.

Johnson Hill Farm, Buckland

51 Hog Hollow Rd.

Shelburne Falls, MA 01370

413-625-6439

☆Atherton Farm, Buckland

47 Ashfield Rd.

413-625-2659

Seasonal farm stand. Raises and sells vegetable and flower plants, garden produce, hay and eggs. Also sells local honey, maple syrup and jams and jellies. Christmas wreaths made to order in November and December.

Red Gate Farm Education Center, Buckland

4 Norman Rd.

413-625-9503

www.redgatefarm.org

Non-profit educational farm serving the local community. Programs include school field trips, timber framing workshops, home school programs, summer camp, etc.

Clark Brothers Orchards, Ashfield

580 Apple Valley Rd.

413-625-2492

www.AppleValleyApples.com

Apples, peaches, pears and plums available from September through March every day except Saturday.

Cozie Nook Homestead and Florist, Ashfield

112 Stroheker Rd.

413-628-3254

Custom sawing, grass-fed lamb, handmade wreaths, and florals available Monday through Saturday year round.

Cranston's Tree Farm, Ashfield

372 Baptist Corner Rd.

413-628-0090

www.cranstonschristmastreefarm.com

Christmas trees and wreaths available in November and December and maple syrup and hay available year round.

Elmer's Store, Ashfield

396 Main St

Ashfield, MA 01330

413-628-4003

www.elmersstore.com

Natural foods grocery featuring local fresh produce including eggs, maple products, and honey. The restaurant serves breakfast 7 days a week from 7:00 a.m. until 12:00 p.m., and dinner on Thursday and Friday beginning at 5:00 p.m. The store also features an art gallery. Store hours are: Monday through Wednesday, 7:00 a.m. to 6:00 p.m.; Thursday, 7:00 a.m. to 8:00 p.m.; Friday, 7:00 a.m. to 9:00 p.m.; Saturday and Sunday, 8:00 a.m.- 5:00 p.m.

Paddy Flat Farm, Ashfield

314 Norton Hill Rd.

413-628-3974

All natural vegetables, winter squash, peaches and plums.

Scott Orchards, Ashfield

853 Conway St. (Rt. 116) South Ashfield (about 2 miles from Rt. 112)

413-628-3327

Apples, cider, peaches, plums, pears, winter squash, pumpkins, potatoes, maple syrup and honey. Open August through May, closed Tuesday.

Sidehill Farm, Ashfield

137 Beldingville Rd.

413- 625-0011

www.sidehillfarm.net Yogurt and raw milk from grass-fed cows; grass-fed veal; heirloom and greenhouse tomatoes; open seasonally. South Face Farm, Ashfield

755 Watson-Spruce Corner Rd., 3 miles off Rt. 112

413-628-3268

www.southfacefarm.com

Maple syrup products year round; seasonal restaurant March and early April weekends.

Steady Lane Farm, Ashfield

144 Steady Lane

413-628-4689

www.steadylanefarm.com

Grass fed beef and hay.

Stone Meadow Gardens, Ashfield

241 Dyer Rd.

413-628-3959

www.stonemeadowgardens.com

Field-grown daylilies.

Ashfield Farmer's Market, Ashfield

Main Street (Route 116 approx. one mile from Rt. 112) on Town Common.

Seasonal farmer's market open Saturday mornings from Memorial Day weekend to Columbus Day weekend. Agricultural products produced by local farms - vegetables, eggs, beef, fruit, baked goods, flowers and other plants.

Art, Science, and Music

Memorial Hall Association

51 Bridge St

Shelburne Falls, MA 01370

413-625-2580

www.shelburnefallsmemorialhall.org

Memorial Hall is a 425-seat theater, originally built as an opera house in the 1800's. It is a non-profit community hall, owned by the town of Shelburne, and run by a volunteer board of directors. It is handicapped accessible and has an elevator. The hall serves as the home of Hilltown Music concerts, the Pothole Pictures film series, and the West County Players. The hall is also available for private rentals.

Hilltown Music

One Deerfield Avenue
Shelburne Falls, MA 01370
413-625-2580

www.hilltownmusic.com

Presents concerts by nationally and internationally renowned musicians and performers of Folk, World, Jazz, and Indie music in the intimate community setting of Memorial Hall Theater in Shelburne Falls, as well as locations in Northampton and Vermont.

Pothole Pictures Film Series

P.O. Box 368
Shelburne Falls, MA 01370
413-625-2896

www.shelburnefallsmemorialhall.org

Located in historic Memorial Hall, the series shows films on Friday and Saturday nights at 7:30 p.m. Each film is preceded by live music on stage by local performers starting at 7:00 p.m. Films shown include the best in classic, foreign, and independent films. The series features frequent special events (such as "Meet the Filmmaker" nights where directors, producers, writers, editors, etc make personal appearances and field questions about their film). Some live original scores are performed on stage to accompany silent films, and there is also an occasional special "late night" show. Tickets are \$6 at the door. Advance tickets can be purchased at the rate of 5 for \$20.

Reel World Film Series

Arms Library
Bridge St.
Shelburne Falls, MA 01370
413-625-9708

Free films offered in February at the library.

Mohawk Trail Concerts (MTC)

75 Bridge Street
Shelburne Falls, MA 01370
413-625-9511

www.mohawktrailconcerts.org

National award winning chamber music organization presents a world class summer

concert series each weekend in July. Concerts are held in the air-conditioned Charlemont Federated Church. Contact MTC for program and ticket information.

Annual Children’s Literature Festival

Mary Lyon Foundation

P.O. Box 184

75 Mechanic Street

Shelburne Falls, MA 01370

413-625-2555

The August 2007 ½ day festival featured “Multicultural Magic.”

Ashfield Community Theater

Ashfield Town Hall

P.O. Box 612

Ashfield, Massachusetts 01330

413-628-4574

www.acth.org

The mission of the Ashfield Community Theater is to enrich the lives of adults and children of all social, economic and ethnic backgrounds in Ashfield and surrounding towns and to build community by offering accessible, high-quality, participatory theater events, including classes, workshops, play readings, improvisational theater games and play productions. One major play is produced each year in the Spring. The performance space in Town Hall seats about 200. The Ashfield Community Theater offers a Summer Arts Program for children aged six through twelve and informal evenings of scene-reading, theater games or sing-alongs. Informal participatory events take place at Belding Memorial Library, Main Street, Ashfield.

Businesses of Tourist Interest

Colrain

West County Cider Winery

P.O. Box 29

Colrain, MA 01340

(413) 624-3481

www.westcountycider.com

A family-owned producer of hard cider located on Bardswells Ferry Road in Colrain. It continues the centuries-old cider making tradition and adds some modern refinements using fruit from its own orchard of 1,400 trees (including traditional and untraditional cider varieties) as well as apples grown by other New England orchards. Tastings are available in November during the regional Cider Days celebration.

Moonshine Design at Keldaby Farm

12 Heath Road
Colrain, MA 01340
413-624-3090
www.keldaby.com

Mohair dye and weaving studio.

Morrell Metalsmiths, Ltd.

207 Greenfield Road
Colrain, MA 01340
413-624-1200
www.morrellmetalsmiths.com

Morrell Metalsmiths is a family owned and operated ornamental ironwork business. They have an extensive inventory line, and create custom ironwork for the home. They also offer a collection of local artisan crafts and antiques.

Shelburne Falls Village (Shelburne and Buckland)

Shelburne Falls Bowling Alley

Memorial Drive
Shelburne Falls, MA 01370
413-625-6179
www.shelburnefallsbowling.com

Candlepin bowling since 1906. Open and league bowling September through May. Available for a birthday, company, family or group parties. Full bar overlooking Glacial Potholes. Park on Bridge Street in downtown Shelburne Falls.

Ann Brauer Quilt Studio

2 Conway Street
Shelburne Falls, MA 01370
413-625-8605

Contemporary art quilts & wall hangings that explore color & texture. Purses, potholders, placemats and more made by nationally known artist. Open Wednesday through Saturday from 10:00 a.m. to 5:00 pm and on Sunday from 12:00 p.m. to 5:00 p.m.

Bald Mountain Pottery

28 State Street
Shelburne Falls, MA 01370
413-625-8110

Handmade porcelain and stoneware made on location, including vases, lamps, special items. Open from January to June on Wednesday through Sunday from 10:00 a.m. to 5:00 p.m., and from July to December on Wednesday through Monday from 10:00 a.m.

to 5:00 p.m.

Dick Muller & Co.

6 Bridge St.
Shelburne Falls, MA 01370
413-625-6205

www.dickmullerleather.com

Leather handbags, belts, wallets, and custom sandals offered in this store in the heart of Shelburne Falls.

Foxfire Fiber & Designs

135 Reynolds Road
Shelburne, MA 01370
413-625-6121

www.foxfirefiber.com

Farm-raised yarns & knitwear patterns, handwoven wool scarves and textiles, wool for handspinners. Cormo and Border Leicester sheep. Grass-fed lamb available in the fall. Please call before visiting the farm.

J. H. Sherburne Fine Art

40 State Street
Shelburne Falls, MA 01370
413-625-8306

Overlooking the bridge of flowers, the gallery specializes in commissioned portraits, contemporary rural landscapes, florals and still lifes. Creative custom framing available.

Lamson & Goodnow Factory Outlet

45 Conway St.
Shelburne Falls, MA 01370
413-625-0201

www.lamsonsharp.com

Lamson & Goodnow is the oldest cutlery manufacturer in the United States. It was established in Shelburne Falls in 1837 and is still manufacturing cutlery in the same complex of buildings overlooking the Glacial Potholes. The Factory Outlet sells Lamson & Goodnow cutlery seconds at reduced prices, as well as professional-quality hardwood cutting boards, bowls, kitchen utensils, and kitchen care products. The store is open on Monday through Saturday from 10:00 a.m. to 5:00 p.m. and on Sunday from 12:00 p.m. to 5:00 p.m. The store is open year round, except for Christmas, New Year's Day, Easter and the Fourth of July.

Metaphor Yarns

5 State St

Shelburne Falls, MA 01370

413-625-9191

Offers fine yarns for knitting and crochet from trusted brand names to beautiful local fibers from west county farms. Classes for all levels of knitters and crocheters.

Mole Hollow Candles

3 Deerfield Avenue

Shelburne Falls, MA 01370

413-625-6337

www.molehollowcandles.com

Factory store and gift shop overlooking the Glacial Potholes downtown. Open seven days a week from 10:00 a.m. to 5:00 p.m. (except Christmas, Easter and Thanksgiving).

Molly Cantor Pottery

4 Conway St

Shelburne Falls, MA 01370

413-625-2870

www.phlaunt.com/mollypots

Working studio/showroom featuring a unique style of functional contemporary folk art. Wood fired pottery and sculpture hand carved with imagery from nature and New England life.

Salmon Falls Artisans Showroom

1 Ashfield Street

Shelburne Falls, MA 01370

413-625-9833

A quality gallery with a distinctive collection of fine arts and crafts featuring over 185 regional artists, including work by Josh Simpson. Open in January through March on Wednesday through Saturday from 10:00 a.m. to 5:00 p.m., and on Sunday from 12:00 p.m. to 5:00 p.m.; also in April through December on Monday through Saturday from 10:00 a.m. to 5:00 p.m., and on Sunday from 12:00 p.m. to 5:00 p.m.

Shelburne Arts Co-Op

26 Bridge Street

Shelburne Falls, MA 01370

413-625-9324

Over fifty local artists featured in an art gallery located on Bridge St. next to Cafe Martin. Co-operatively operated by member artists.

Stillwater Art & Design

50 State St.

Shelburne Falls, MA 01370

413-625-8250

www.stillwaterart.net

Exquisite bas-relief of New England branches & flowers in fine porcelain. Gifts, custom tile and dinnerware. Durable, tactile and visual works of art.

Wandering Moon

59 Bridge St.

Shelburne Falls, MA 01370

413-625-9667

Weaving elements of antiquity and the renaissance with craftsman ideals, Wandering Moon is known for its uncommon handcrafted jewelry, and its diverse selection of new books exploring history, art, myth, and the natural world. Also offering cards, prints, handmade and artful gifts and furnishings. Open Tuesday by chance; Wednesday through Saturday from 10:30 a.m. to 5:00 p.m.; and on Sunday from 11:00 a.m. to 4:00 p.m. Closed Mondays.

Young & Constantin Galleries

4 Deerfield Ave

Shelburne Falls, MA 01370

413-625-6866

Artisan and home goods gallery, also featuring purses and jewelry located right on the Glacial Potholes. Glassblowing demonstrations on-site. Open Thursday through Monday from 11:00 a.m. to 5:00 p.m. Hours may be expanded during the summer months.

Ashfield

☆ Ashfield Antiques

1084 Cape St.

Ashfield, MA 01330

413- 628-4502

Open five days a week from May to October between 10:00 a.m. and 6:00 p.m.

Berkshire Trading Company

30 Smith Rd.

Ashfield, MA 01330

413-628-4865

Shop features antiques, seat and basket repairs. Open Friday, Saturday, Sunday and Monday from 11:00 a.m. to 5:00 p.m. or by appointment.

Fairs and Festivals

Coleraine Village Fair

The Colrain Business Association sponsors this annual fair in September. Activities include a parade, local vendors, community groups, food, and music.

Crafts of Colrain Studio Tour

Pine Hill Orchards
248 Greenfield Rd.
Colrain, MA 01340
413-624-3325

www.craftsofcolrain.com

Held one weekend during November, Colrain's diverse artisans invite visitors up to their hilltops and vales to demonstrate their crafts and display and sell their wares. The rendezvous point is Pine Hill Orchards, where you can sample products and pick up a map showing the participating farms and studios. However, you may begin the tour at any studio or farm.

Cider Days

413-773-5463

Orchard tours, cider making and tastings, harvest dinner held the first weekend in November. Colrain is one of several participating towns.

Renaissance Fair

Shelburne Falls, MA 01370

Held on a February evening, the fair includes art exhibits, period musical and dramatic performances and food at local restaurants and galleries. Visitors are invited to join in transforming Shelburne Falls by attending in costume and mingling with the actors and musicians. The event is free, except for the play, which costs \$5-\$10.

Iron Bridge Dinner

(organized by Mocha Maya's Coffee House)
47 Bridge St.
Shelburne Falls, MA 01370
413-625-6292

On a summer evening in August the Iron Bridge between Shelburne and Buckland is closed down and a single table is laid for 400 guests who dine on an elegant outdoor meal prepared by local restaurateurs. Tickets cost \$28 each, and there is a limit of 8 tickets per person.

Franklin County Fiber Twist

www.fibertwist.com

The Franklin County Chamber of Commerce sponsors its annual county-wide fiber event the final weekend in October. The Fiber Twist features the many sheep and fiber farmers, spinners, dyers, weavers and other fiber artisans that are found throughout Franklin County, including many in the Route 112 area. The event includes a vendors marketplace and fiber demonstrations and open farms and studios with free tours and fine wares for sale

Riverfest

Shelburne Falls, MA 01370
413-625-9933

Annual educational celebration of Deerfield River and surrounding countryside held on a Saturday in June. The 2007 event focused on “Celebrating Energy That’s Clean and Green”.

Bridge of Flowers Race

Shelburne Falls, MA 01370
413 625-6230

www.bridgeofflowers10k.com

This “Best in New England” USA Track and Field Grand Prix event is held in August and includes a 10k and a two-mile race.

Moonlight Magic

Businesses are open on a Friday in late November in the Village of Shelburne Falls from 4:30 p.m. to 10:00 p.m. Call 413-625-2526 for information.

Western New England Iris Show

Annual flower show and sale held alternately the first weekend of June or July (to showcase different varieties of iris) at the Shelburne-Buckland Community Center. Free to the public. Call for information at 413-624-8809 or 413-624-8800, or check the website at www.foxbrook@rcn.com.

Franklin Land Trust Annual Farm and Garden Tour

Franklin Land Trust (FLT)
P.O. Box 450
Shelburne Falls, MA 01370
413-625-9152, ext. 8

www.franklinlandtrust.org

Self-guided tour of private gardens, working farms and secret places around Franklin County held on a weekend in June. Admission is \$20; \$16 for FLT members.

Ashfield Fall Festival

Free event held annually on the Ashfield Town Common on the Saturday and Sunday of Columbus Day Weekend from 10:00 a.m. to 5:00 p.m. Attractions include handmade

crafts, food, live entertainment, children's games and a pumpkin relay. All town organizations participate and the proceeds support the fall festival scholarship fund. Check the website at www.ashfieldfallfestival.org.

Bed and Breakfasts/Lodging

Colrain

High Pocket Farm B & B

38 Adams Place Road
Colrain, MA 01340
413-624-8988

www.highpocket.com

Three rooms with private bathrooms on 545 acres, outdoor hot tub, children and pets welcome. Located at the end of a dirt road with views into Vermont and New Hampshire. Guided trail rides for guests. Rates are \$90 for double / \$20 for extra person in room.

Olde Cary House B&B

7 York Road
Colrain, MA 01340
413-624-0062

www.oldecaryhouse.com

A Victorian country estate in rural Colrain (the former Cary Mansion, ca. 1845) on twelve wooded acres next to Foundry Brook. Four bedrooms, two with king size beds, two with shared bath, a dining room and a common room. The Olde Cary House features a kitchen which can be used by guests. Five miles to Shelburne Falls. Room rates range from \$65-\$90; \$110 with private bath.

Penfrydd Farm B&B

105 Hillman Road
Colrain, MA 01340
413-624-5516

www.penfrydd.com

A mountaintop, air-conditioned hideaway with woodland trails, sunset views, and excellent stargazing. Available to host country weddings. Only ten minutes from Shelburne Falls. Children must be older than ten years of age.

Shelburne

Dancing Bear Guest House B&B

22 Mechanic St
Shelburne Falls, MA 01370
413-625-9281

www.dancingbearguesthouse.com

A European-style Victorian bed and breakfast. Located in the 1852 Moses W. Merrill house. A five-minute walk to all Shelburne Falls attractions. Offering a full breakfast of fresh fruit, eggs, fresh baked breads and pastries, brewed tea, coffee and espresso. Room rates are \$99 from November through May, \$109 from June through September, and \$119 in October. Children are welcome. Wireless Internet.

Inn The Village B&B

17 High St
Shelburne Falls, MA 01370
413-768-9177

www.innthevillage.com

A restored 1880 Victorian in the heart of the village. Five-minute walk to shops and Bridge of Flowers. Two bedrooms with king size beds, private baths, cable TV/DVD, AC and wireless internet. Full breakfast emphasizing local and organic foods. Room rates are \$140 and \$150 per night.

Six Maple Street B & B

6 Maple St.
Shelburne Falls, MA 01370
413-625-6807

Located in an historic house built in 1784 (the Martin Severance, Jr. House) that is a short walk to downtown Shelburne Falls. The B&B offers two air-conditioned rooms for between \$90 and \$100. Open Friday to Sunday, May through November. Check in after 3:00 p.m., checkout by 11:00. a.m. No children, pets, or smoking. Front porch and continental breakfast provided.

The High Street Oak

27 High Street
Shelburne Falls, MA 01370
413-624-5523

www.highstreetoak.com

Furnished Apartment/Vacation Rental—fully furnished one-bedroom apartment located just a five-minute walk to the center of Shelburne Falls Village. Stay two nights or two months in a very private brand new apartment in a renovated 1800s home. Amenities include: a queen sized bed, linens and towels, washer/dryer, full kitchen, and a bird's-eye view of one of the oldest oaks in Shelburne. Rates are dependent upon length of stay and range from \$75/night to \$149/night.

Vavstuga B & B and Swedish Weaving & Folk Art

16 Water St
Shelburne Falls, MA 01370
413-625-8241

www.vavstuga.com

Center for Swedish weaving technique & tradition offering classes, Swedish looms and equipment, yarns and books. Also Vavstuga Bed & Breakfast overlooking the Bridge of Flowers and the Deerfield River. Spacious second floor, recently renovated to house students, is available between scheduled classes to friends and relations of 'Vavstuga' and to the general public. There are three bedrooms, a shared bathroom and common seating and kitchen space overlooking the Bridge of Flowers, the Deerfield River and the hills beyond. A small deck provides a panoramic overlook. Furnishings are simple pine, embellished with handwoven blankets, bedspreads and rugs.

Buckland

Bird's Nest Bed & Breakfast

#2 Charlemont Road
Buckland, MA 01338
413-625-9523

www.birdsnestbnb.com

Lovely 1797 home (the former Zenas Graham Hall/Wayside Inn) nestled in the foothills of the Berkshire Mountains, once housed the Mary Lyon School for Girls. Three charming guest rooms with private baths. Farm fresh breakfast served every morning. Minutes from hiking, rafting, skiing, fishing, art galleries, antiquing & shopping. Cash or check only. Creative workshops available. Rates range from \$95 to \$125.

Johnson Homestead B&B

79 East Buckland Road
Buckland, MA 01338
413-625-6603

www.thejohnsonhomestead.com

Restored late 1800s colonial on 80 peaceful acres, only eight minutes to Shelburne Falls. Full breakfast, fresh baked goods daily. No credit cards. Three rooms available, some with private baths. Prices range from \$75 to 110; \$20 for each extra person in a room.

Ashfield

Bull Frog B&B

1629 Conway Rd.
Ashfield, MA 01330

413-628-4493

Four non-smoking rooms available from \$70 to \$149. Free breakfast.

Corner Porches

82 Baptist Corner Rd.

Ashfield, MA 01330

413-628-4592

Four non-smoking rooms available from \$70 to \$109. Free breakfast.

Restaurants/Food Service

Pine Hill Orchards

248 Greenfield Road

Colrain, MA 01340

413-624-3325

Country store, bakery and snack bar, local beer and wine, local fruits and vegetables in season, pick your own apples weekends.

Buckland Pizza House

13 State Street

Shelburne Falls, MA 01370

413-625-6342

Family owned and operated serving homemade Italian dishes, best pizza and grinders in town, eat-in or take-out, beer and wine. Located across the street from the Bridge of Flowers on the Buckland side.

Cafe Martin

24 Bridge Street

Shelburne Falls, MA 01370

413-625-2795

www.cafemartin.wp.net

Offering homemade soups, breads, desserts for lunch and dinner with steaks, seafood, burgers, salads, sandwiches, and vegetarian fare.

Christopher's Grinders

55 State St

Shelburne Falls, MA 01370

413-625-2345

Foxtown Coffee Shop

25 Bridge Street

Shelburne Falls, MA 01370
413-625-6606

Gypsy Apple

65 Bridge St
Shelburne Falls, MA 01370
413-625-6345

McCusker's Market

3 State Street
Shelburne Falls, MA 01370
413-625-9411

Natural gourmet foods including bagels, bakery, natural vitamins, herbs & remedies and produce. No reservations needed; no liquor served; credit cards accepted. Open Monday through Friday from 6:00 a.m. to 8:00 p.m.; Saturday and Sunday from 7:00 a.m. to 8:00 p.m.

Mocha Maya's Coffee Co.

47 Bridge Street
Shelburne Falls, MA 01370
413-625-6292

Mo's Fudge Factor

9 State Street
Shelburne Falls, MA 01370
413-625-6645

Ollie's Downunder

10 Bridge St
Shelburne Falls, MA 01370
413-625-8133

Shelburne Falls Super Market

42-44 Bridge Street
Shelburne Falls, MA 01370
625-8400

The Village Restaurant

43 Bridge St
Shelburne Falls, MA 01370
625-6300

West End Pub

16 State St
Shelburne Falls, MA 01370
413-625-6216
www.westendpub.wp.net

A cozy pub style restaurant serving locally raised beef burgers, classic American pub fare including fish and chips and paninis, local beer, and a full bar. Outdoor dining in season on a deck overlooking the Bridge of Flowers and the Deerfield River. Open nightly except Tuesdays. (Lunch is served during the Summer.)

Ashfield Lakehouse

141 Buckland Rd
Ashfield, MA 01330
413-628-0158

Overlooking Ashfield Lake, the restaurant serves appetizers, homemade soups, full dinners, deli sandwiches, grinders, homemade desserts, and a fine selection of wines. Dinners served from 5:00 p.m. to 9:00 p.m. weekdays, 5:00 p.m. to 10:00 p.m. weekends; lunches Wednesday to Monday, from 11:30 a.m. and Tuesday from 3:00 p.m.

Countrypie Pizza

343 Main St
Ashfield, MA 01330
628-4488

Elmer's Store

396 Main St
Ashfield, MA 01330
413-628-4003
www.elmersstore.com

Natural foods grocery featuring local fresh produce including eggs, maple products, and honey. The restaurant serves breakfast 7 days a week from 7:00 a.m. until 12:00 p.m., and dinner on Thursday and Friday beginning at 5:00 p.m. The store also features an art gallery. Store hours are: Monday through Wednesday, 7:00 a.m. to 6:00 p.m.; Thursday, 7:00 a.m. to 8:00 p.m.; Friday, 7:00 a.m. to 9:00 p.m.; Saturday and Sunday, 8:00 a.m.- 5:00 p.m.

Nolan's Neighbors

Route 116 (one half mile off of Route 112)
Ashfield, MA 01330
413- 628-4467

Convenience store serving daily lunch specials, homemade salads, and breakfast sandwiches from 6:00 to 10:00 a.m. They sell local farm products and baked goods.

Open from 6:00 a.m. to 9:00 p.m., Monday through Wednesday; 6:00 a.m. to 10:00 p.m., Thursday through Saturday; closed Sundays.

Public Parking

On-street parking is available to the public in the Town centers of Colrain, Shelburne Falls, and Ashfield. Parking is prohibited along most of Route 112 for safety reasons. Off-street parking is available at many of the destinations along the Byway described in this and other chapters. However, there is only limited parking at some outdoor recreational resources and there is a need for more parking, for example, for vehicles with boat trailers. There is a Park and Ride lot located in Charlemont adjacent to Route 2, approximately one quarter mile from the Route 112 south intersection. This 80-space facility offers transportation alternatives to the area's commuters, as well as supporting tourism by providing parking and a shuttle for either employees of, or visitors to, the Shelburne Falls downtown area. The lot is located adjacent to the FRTA Campus West Route and pickup from the lot can be made by request.

Public Restrooms

There are few public restrooms located along the Route 112 Scenic Byway in Franklin County. Most of those that are available are located in the Town centers or recreational facilities, including the following:

- Village Information Center at 75 Bridge Street in Shelburne Falls
- Shelburne Town Hall (Memorial Hall on Bridge St.)
- Buckland Town Hall on State Street (opposite the end of the bridge)
- DAR State Forest on Route 112 in Ashfield/Goshen (during the season)

In addition, the following businesses and attractions also welcome visitors to use their restrooms:

- Trolley Museum at 14 Depot Street on the Buckland side of Shelburne Falls
- McCusker's Market at 3 State Street on the Buckland side of Shelburne Falls
- Cafe Martin at 24 Bridge Street in Shelburne Falls

Gas Stations

Colrain Supergas

113 Main Rd.
Colrain, MA 01340
413-624-3419

Davenport's Mobil

269 Mohawk Trail (Rte. 2)
Shelburne, MA 01370
413-625-9544

Buckland Neighbors

195 State Street
Buckland, MA 01370
413-625-9577

Nolan's Neighbors

Route 116 (one half mile off of Route 112)
Ashfield, MA 01330
413- 628-4467

Scenic Byways Recreational and Cultural Linkages Assessment

This plan has identified recreational and cultural resources in the Route 112 Scenic Byway region. It is important to look at the Scenic Byway region in relation to other byways and the broader region as a whole, to identify potential associations and opportunities for existing and potential linkages to connect these resources. This assessment, along with associated marketing efforts including a regional website, will provide an opportunity to promote recreational and cultural resources and the linkages between them. These linkages provide benefits to both area residents and visitors to the region, and boost the regional economy.

Regional trail networks, collaborative farm events, and art gallery tours offer area residents increased opportunities for recreation and culture without having to leave the region. In addition, the packaging and promotion of combined recreational and cultural opportunities can help to attract potential visitors to the Byway, bringing more tourism dollars in to the region. For example, a family may be attracted to the Route 112 Scenic Byway region through connections presented on the regional website that enable them to conveniently plan a weekend trip with reservations at a Bed and Breakfast, dining at restaurants, and activities such as day hikes, farm tours, shopping at antique stores, and white water rafting.

Recreational Linkages

There are many efforts underway by area organizations, associations, volunteers and individuals to expand existing trail and open space networks to address the recreational needs of area residents and visitors to the region. This section gives some examples of existing efforts to link trails and other recreational resources for a variety of uses as well as some opportunities for future efforts.

Many trails in the Byway region are located on private property and therefore are available for use only with the permission of the private landowners who own the land. Some of this trail work is done in conjunction with snowmobile or horseback riding associations, often with written agreements stipulating maintenance responsibilities in return for access. There are also trails located on state-owned property, such as Daughters of the American Revolution (DAR) State Forest in Goshen and Ashfield, managed by the Massachusetts Department of Conservation and Recreation (DCR), and on land owned by non-profit land conservation organizations. There are also some trails maintained by volunteer trail committees, which may combine private lands, town-owned land, and existing trails on state-owned property. New recreational linkages and expansions of existing networks will require collaborative efforts among a variety of stakeholders.

Through informal trail agreements with private landowners, the Ashfield Trails Committee has connected trails at Chapel Brook in Ashfield (173 acres owned by The Trustees of the Reservations (TTOR)) to the DAR State Forest in Goshen (1,700 acres managed by the Massachusetts Department of Conservation and Recreation (DCR)). The committee is working to extend the trail from Chapel Brook eastward to the Conway State Forest in Conway, and from DAR State Forest northward to Ashfield Town Center. The trails committee has also connected the open space of Ashfield's public elementary school, Sanderson Academy, with Bear Swamp (285 acres owned by TTOR), and are working to extend this trail northward to Hawley State Forest (7,882 acres managed by DCR).

The Mahican Mohawk Trail follows the historic corridor along the Deerfield and Hoosic Rivers. Envisioned as a 100-mile trail from the Connecticut to the Hudson River, it is currently a multi-modal trail of about 25 miles on roads, trails, former railways, and waterways from Deerfield to North Adams. An eight-mile section along the Deerfield River in the Route 112 Byway Corridor offers hiking opportunities, scenic views, and historic resources, and passes through the Village of Shelburne Falls.

The FRCOG has been working to implement the regional Franklin County Bikeway, which includes both shared roadway and dedicated bicycle path facilities. At this time, the Bikeway includes routes as far west as Greenfield. Over the next few years, however, the FRCOG will be exploring further expansion of the regional bicycle system including an examination of possible off-road connections within the Byway Study

Area. Besides the formally established Franklin County Bikeway routes, there are other networks within the county that are already considered bicycling corridors by many cyclists. The majority of these corridors are used as “touring” routes on the weekends by moderate to expert recreational bicyclists.

Some trails in the Byway region are also open to mountain biking. The Catamount State Forest in Colrain has some rugged roads and trails available for experienced mountain bikers. There are also some trails open to mountain biking in DAR State Forest in Goshen/Ashfield. As FRCOG expands regional bikeway efforts, there may be bicycle rides that are a combination of on-road and off-road riding that could be promoted in these two portions of the byway area which could include portions of Route 112.

There are several locations along the Deerfield River in Franklin County with access for canoes and kayaks to the river. There are several established and licensed outdoor recreation retailers in the Route 112 Byway region or just outside of it, that provide water safety instructions and rent canoes, kayaks and rafts. These activities attract visitors from outside the region, a market that could be utilized to promote other recreational and cultural resources that the region has to offer as well.

Cultural Linkages

There are many efforts underway by area organizations, associations, volunteers and individuals to promote existing cultural resources including historic resources, artisans, and businesses. Collaborative efforts to promote the arts in the region include creative opportunities for area residents and visitors to be exposed to these resources. This section gives some examples of existing joint efforts to promote the rich cultural heritage of the Scenic Byway region and surrounding area.

Crafts of Colrain—Held one weekend during November, Colrain's diverse artisans invite visitors up to their hilltops and vales for a studio tour to demonstrate their crafts and display and sell their wares. The rendezvous point is Pine Hill Orchards, where visitors can sample products and pick up a map showing the participating farms and studios. However, visitors may begin the tour at any studio or farm. Surrounding towns could coordinate activities at the same time, or simply look to the Crafts of Colrain studio tour as an example of the kind of activities that could be developed on a regional basis.

Franklin County Fiber Twist—The Franklin County Chamber of Commerce sponsors its annual county-wide fiber event the final weekend in October. The Fiber Twist features the many sheep and fiber farmers, spinners, dyers, weavers and other fiber artisans that are found throughout Franklin County, including many in the Route 112 area. The event includes a vendors marketplace and fiber demonstrations and open farms and studios with free tours and fine wares for sale

Franklin County Cider Days—The Annual Cider Days Farm Tour includes 9 participating orchards in Franklin County. This event occurs on a weekend in November with 2 days of apple-related activities including a self-guided tour of the orchards, tastings, workshops, cider-making, and apple themed menus at local restaurants. Many of the participating orchards, restaurants, and hosts for activities are along the Route 112 Byway.

Franklin Land Trust Annual Farm and Garden Tour—This self-guided tour of private gardens, working farms and secret places around Franklin County is held annually on a weekend in June. For example, in 2009, the 21st annual tour will include open studios, walking tours, and admission to museums and historic homes in Deerfield, South Deerfield and Whately.

Riverfest—This annual educational celebration of Deerfield River and its surrounding countryside is held on a Saturday in June. For example, the 2009 event is focused on “History, Present and Future of our Watershed”. The event is sponsored by the Deerfield River Watershed Association, local businesses, and local Cultural Councils.

Linkage Opportunities

- Work with Shelburne Falls Area Business Association to create activity guides that package together a series of cultural and outdoor activities within the Byway region as well as within the broader Western Massachusetts region. Activity guides could be created for those with specific recreational interests (boating, hiking, cycling, and fishing) or those with specific cultural interests (farms, history, music, local artisans, architecture). A guide might also be developed to serve those with a more general interest, combining activities such as:
 - Morning visit to a farmers market followed by lunch at a restaurant in Shelburne Falls, a stroll along the Bridge of Flowers, and browsing in local shops;
 - Pancake breakfast at a local sugarhouse followed by cross-country skiing or ice skating at DAR in Goshen/Ashfield;
 - Breakfast at a local restaurant in Ashfield followed by helping with farm chores at a nearby educational farm;
 - Lodging and breakfast at a local B&B, a visit to the Mary Lyon birthplace in Buckland, followed by a hike at Bear Swamp reservation in Ashfield; or
 - Whitewater rafting on the Deerfield River in Charlemont followed by dinner at a local restaurant.
- Local organizations could work together to promote seasonal “linkage” events—such as the Franklin County Cider Days and the Franklin Fiber Twist—through a

regional website and brochures to be distributed at Bed and Breakfasts, restaurants and local businesses. Cross-promotion of these and other agritourism or cultural events could be coordinated by the SFABA through the Shelburne Falls Village Information Center as well as through quarterly business networking meetings with diverse members including representatives from volunteer trail or open space committees, farmers market organizers, outdoor recreation retailers, businesses, B&B and restaurant owners/managers, farmers, and conservation organizations.

- A promotional map showing public access points to rivers and lakes for boating, fishing and swimming could be provided and could direct users to outdoor recreational retailers that offer whitewater or kayak instruction and trips on the Deerfield River. The map could be distributed through SFABA and area businesses. This information could be linked to other activities in the region and promoted either directly on the Route 112 Scenic Byway portion of the regional website, or through a link to other websites.

Regional Marketing Program and Website

The three planning agencies in western Massachusetts—The Berkshire Regional Planning Commission (BRPC), Franklin Regional Council of Governments (FRCOG) and Pioneer Valley Planning Commission (PVPC)—are leading a regional effort to develop a joint marketing program for the five byways in western Massachusetts. The five byways include the Route 112 Scenic Byway, the Connecticut River Scenic Farm Byway to the east, the Mohawk Trail to the north, the Jacob’s Ladder Trail Scenic Byway to the south, and the Mt. Greylock Scenic Byway to the west.

The purpose of this regional marketing effort is to promote the byways and tourism in western Massachusetts. The program will include: 1) a consistent and easily-recognizable way-finding sign program for the Western Massachusetts Scenic Byways; 2) clear maps and information to help travelers find the scenic byways, locate specific sites and attractions along them, and navigate from one byway to another; and 3) a regional website including all five Western Massachusetts Scenic Byways.

BRPC, FRCOG, and PVPC are working to ensure that the voices from each of the respective Byway communities are heard in the development of the joint marketing program. This marketing program should help to build important bridges between the five Byways, their respective communities, tourism bureaus, and other agencies and organizations working to promote the region. The regional website will provide a comprehensive marketing resource that will highlight resources unique to each of the Scenic Byways, including Route 112. This approach is meant to reach visitors planning a trip to western Massachusetts that would be looking for more comprehensive information on multiple attractions in the region.

Content for the Route 112 portion of the regional website is being developed as part of this process. This will include determining overall themes for the Route 112 Scenic Byway portion of the regional website, as well identifying important resources within the study area to highlight. Both Route 112 Scenic Byway Advisory Committees have identified a select number of “gems” to be highlighted on the website. Links to more comprehensive information will also be provided. For example, links could be provided to the Shelburne Falls Area Business Association (SFABA) website, which lists area businesses, restaurants and lodging; to the Community Involved in Sustaining Agriculture (CISA) website, which lists farms, farmers markets and agricultural events; and to the DCR website, that describes recreational activities open to the public at the DAR State Park in Goshen and Ashfield.

The Franklin County Route 112 Scenic Byway Advisory Committee has identified the following general themes to represent the Franklin County portion of the Byway:

- Agriculture
- Historic
- Outdoor Recreation
- Arts/Culture

The Franklin County Route 112 Scenic Byway Advisory Committee has identified the following “gems” as important recreational and cultural resources within the Byway region to be highlighted on the website:

- Shelburne Falls Village
- Upper Buckland Historic Area
- Shelburne Falls Trolley Museum
- Main Street – Ashfield
- Arthur A. Smith Covered Bridge
- Shelburne Falls and Ashfield Farmers Markets
- Fairs (e.g. Coleraine Fair, Ashfield Fall Festival)
- Farms (e.g. sheep, goats, grass-fed beef, sugarhouses/maple products, orchards, dairy, tree farms)

Findings

The findings and recommendations presented in the following sections relate to those found in other chapters of this Plan. The interested reader should refer especially to the findings and recommendations in the Archaeological and Historic Resources, the Outdoor Recreational Resources, and the Transportation Chapters.

- Many tourist-oriented businesses display tourist brochures. The creation of the Byway represents an opportunity to coordinate efforts to provide consistent, Byway-

wide information to travelers, and a system of signs to direct travelers to the Byway and its attractions.

- Information on the many outdoor recreational opportunities available on and near the Route 112 Scenic Byway is not available in one comprehensive resource. Information on individual recreational assets is scattered among the many state and local organizations that manage them. Little information is available on potential linkages with other intersecting Scenic Byways (such as the Mohawk Trail and the Jacobs Ladder Scenic Byway) and recreational resources (such as the Mahican Mohawk Trail).
- Many of the cultural/historical organizations that lend unique flavor to the Byway have limited resources that allow them to be available to the public. Many of the local historic museums have very limited hours of operation.
- Many tourist-oriented businesses suffer “feast or famine” seasonal business cycles. The most acute examples are the lodging facilities.
- Tourist services, such as restrooms, are available in a limited number of locations along the Byway.
- A rapid increase in tourism may threaten the unique rural and pristine qualities of the Route 112 Scenic Byway.

Recommendations

- Consider working with existing tourism organizations, such as the Shelburne Falls Area Business Association and the Chambers of Commerce, to develop a comprehensive promotional and marketing plan for the Byway.
- Participate in Western Mass Scenic Byway website to highlight important recreational and cultural resources and tourism support services (e.g. lodging and restaurants) within the study area, provide potential connections to other scenic byways, and link to other websites with more comprehensive information about attractions in the region.
- Establish an integrated system of signs to guide travelers that are consistent with the rural nature of the Byway. This system could begin as far away as the Massachusetts Turnpike and from Interstate 91 in Greenfield.
- Ensure that cultural and historical facilities are available to both local residents as well as visitors to the Byway.
- Ensure that measures are taken to protect the unique resources of the area that provide great potential for a wide array of economic development and tourist attractions. Incorporate suggestions on ways to minimize visitor impacts to the

environment through educational materials and tourist brochures and make clear where activities are allowed and where they are not.

- Develop a promotional campaign around a theme or festival to attract visitors to the region during the slower tourist seasons, such as the winter months with skiing (downhill and cross-country) and maple syrup harvest and production. This campaign could promote discounted tourist packages that include accommodation, food and local attractions.
- Develop a mobile Scenic Byway display that can be brought to county fairs (such as the Franklin County Fair, the Eastern States Exposition, the Hampshire County Fair, the Cummington Fair) and other tourism related conferences (such as the Mass. Office of Travel and Tourism’s annual conference).
- Provide promotional materials about the Scenic Byway to organizations and tourist-related businesses and sponsor links to relevant websites.
- Explore locations to construct additional parking facilities at convenient locations along the Byway, especially for vehicles with trailers, that would not detract from the Byway character, would be accessible to public transportation, and would not incur substantial maintenance costs. To avoid new construction, towns could also explore the use of existing parking during off hours.
- Work with state and local emergency rescue agencies, local recreational organizations and recreation-related business operators to develop “safety first” educational material for recreational visitors.
- Work with existing mountain biking groups to develop a series of mountain bike races in the Byway region to capitalize on the popularity of the region among biking enthusiasts.
- Contact existing business to discuss including advertising in a Scenic Byway brochure or other marketing outlets in exchange for public use of their bathroom facilities. If existing facilities prove insufficient, explore locations to construct public restroom facilities at convenient locations along the Byway.