

CHAPTER 9: ACTION PLAN

Introduction

The Action Plan charts a course for recognizing and enhancing the Route 112 Scenic Byway's resources and includes the recommendations for both Franklin and Hampshire Counties listed in the preceding chapters of this Corridor Management Plan. The Franklin County sections below include all of the recommendations from the preceding chapters, while the Hampshire County sections below represent a consolidation of the recommendations deemed most important by the Hampshire County Advisory Committee.

Developed through discussions with members of the advisory committees in each county along with representatives from MassHighway, the Action Plan is organized by county under nine of the goals developed jointly by both advisory committees for the Route 112 Scenic Byway. The other two goals identified by the advisory committees are process-oriented and should guide the implementation of all the recommended actions in this plan:

- *Identify, inform, and involve all stakeholders in public discussions of Byway plans in order to promote inclusiveness and collaboration.*
- *Recognize and respect the rights of private property owners along the Byway for all activities related to the Route 112 Scenic Byway Corridor.*

It would be helpful for the Route 112 Byway Advisory Committees to continue to meet on an as-needed basis to prioritize and implement the actions described below and provide input into the creation of a regional Scenic Byway website.

Critical to this action plan are the economic incentives and funding programs that are available to help move the Byway Action Plan forward. The list on the following page outlines the federal, regional, state, and local programs that could be invaluable to meeting the goals and realizing the vision that communities have for the Route 112 Scenic Byway. More detailed descriptions of these programs can be found in the Community Planning chapters in this document.

Economic Incentives & Funding Programs

Federal

- Scenic Byway Funding
- Conservation Tax Incentive
- Federal Historic Tax Credits

Regional

- Business Technical Assistance
- Brownfields Assistance
- Tax Incentives for Private Investment:
 - Economic Development Incentive Program
 - Special Tax Assessment
 - Tax Increment Financing (TIF)

State

- Massachusetts LAND Program
- Massachusetts PARC Program
- Community Development and Downtown Revitalization:
 - Community Development Block Grant
 - Massachusetts Downtown Initiative
- Community Development Action Grant Program (CDAG)
- Expedited Permitting Process (Chapter 43D)
- Greenways and Trails Program:
 - Recreational Trails Grants Program
 - Greenways and Trails Demonstration Grants Program
- Farm and Agriculture Programs
 - Farm Viability Program
 - Agricultural Environmental Enhancement Program (AEEP)
 - Agricultural Business Training Program (ABTP)
 - Massachusetts Farm Energy Program
- Transportation Enhancement
- Arts and Tourism
 - Massachusetts Cultural Council
 - Regional Tourism Grant Program
- State Tax Credit Programs
 - Massachusetts Historic Rehabilitation Tax Credits
 - State Brownfields Tax Credits

Local

- Community Preservation Act (CPA)
- Local Tax Incentives:
 - Chapter 61 Tax Abatement Programs
 - Other Local Tax Incentives

Action Plan

Goal #1: Encourage economic development that is appropriate to the rural nature of the Byway by supporting working forests and farms, farm-related businesses, and cottage industries such as artisans and crafters.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
<p>Since agricultural businesses in the region sustain landscapes with high scenic value as well as maintain economic activities creating jobs, tax base, and access to fresh produce and food products, towns could consider a number of initiatives to help retain active farm businesses in their community including:</p> <ul style="list-style-type: none"> ○ Develop a pamphlet or participate in a Western Massachusetts Scenic Byway website to highlight the locally-grown products and services available at roadside stands and at local retail outlets. ○ Coordinating efforts between B&Bs, agricultural retailers, and bike-touring clubs to promote the region as a destination for sustainable travel and eco-tourism. ○ Encourage the Agricultural Commissions in each town to meet with their Planning Boards to determine how they might work together to support agriculture in a way that would benefit farmers. 	<p>Will be implemented as part of regional byway website</p> <p>Ongoing</p> <p>Short-term</p>	<p>FRCOG</p> <p>SFABA FCCC</p> <p>Agricultural Commissions Planning Boards</p>
<p>Explore options that maximize opportunities for landowners to conserve their forests and agricultural land along the Byway. There are two main options to help conserve these landscapes: 1) economic development measures that result in sustaining agricultural businesses over time and 2) land protection efforts that result in the retention of forest and farmland in perpetuity.</p>	<p>Ongoing</p>	<p>Landowners Land Trusts MDAR</p>
<p>Support local planning boards in reviewing and considering the revision of local zoning tools to enhance and protect the character and resources along the Scenic Byway Corridor consistent with individual community values. These might include:</p> <ul style="list-style-type: none"> ○ By-right residential cluster developments with Site Plan Review; ○ Cluster developments for commercial uses; ○ Mixed use village centers; 	<p>Ongoing</p>	<p>Planning Boards Select Boards FRCOG</p>

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
<ul style="list-style-type: none"> ○ Back lots with open space set-aside; and ○ Ridge protection or agricultural preservation overlay districts. 		
<p>Enhance public awareness of the importance of agricultural and forestry businesses in the Byway towns and support the purchase of local forest and farm products through the development of a marketing program that focuses on local farm stands and farmers markets, such as in Ashfield and Shelburne Falls.</p>	Long-term	Agricultural Commissions SFABA

Recommended Actions – Hampshire County	Suggested Leadership
<p>Collaborate with and support the work of town agricultural commissions in communities where they exist to promote agritourism.</p>	Route 112 Byway Committee and agricultural commissions, with help from PVPC
<p>Through the efforts of the Hilltown Community Development Corporation, explore development and establishment of another business association to dovetail with existing organizations. Decide how this can be done in cooperation with the Jacob’s Ladder Business Association, which builds relationships and allows businesses to share strategies, ideas, and resources.</p>	Route 112 Byway Committee, Hilltown Community Development Corporation, and Jacob’s Ladder Business Association
<p>Promote the economic viability of farms, working forests, and artisans through marketing materials that focus on farm-related businesses (sugarhouses, farmstands, pick your own fruits, etc.), products from local working forests (furniture, brooms, etc), and arts and crafts (pottery, fiber arts, etc.). These materials can be developed for the Western Massachusetts Scenic Byways website, but might also include published activity guides that describe attractive day trips to the area.</p>	Route 112 Byway Committee, PVPC , and local farms, foresters and artisans
<p>Help promote the work of local farms and bed and breakfasts to define and develop multi-day tours in the region that could be done on horseback.</p>	Route 112 Byway Committee, Hilltown CDC, with help from PVPC

Goal #2: Encourage consideration of design standards and guidelines for commercial development that will be compatible with the Byway’s historic and rural scenic character.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
<p>Consider adoption of site plan review bylaws in order to support development that is sensitive to the natural and scenic feature of the Byway. Site plan review procedures can address the layout of a development and encourage</p>	Ongoing	Planning Boards

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
projects to retain natural vegetation and other landscape features.		
Consider the adoption of voluntary design guidelines that encourage commercial and industrial establishments to have signage, external lighting, building characteristics and materials, parking, and landscaping that complement the scenic, historic, and natural characteristics of the Route 112 Scenic Byway.	Short-term	Planning Boards

Recommended Actions – Hampshire County	Suggested Leadership
Encourage development in existing villages in each Byway community through adoption of a Mixed Use Rural Village Bylaw that promotes traditional village center development with a combination of design standards and identification of desirable village businesses that will meet the needs of residents and tourists, including craft stores, coffee shops, restaurants, bookshops, inns, clothing stores, grocery stores, hardware stores, etc.	Route 112 Byway Committee local planning boards, Hilltown Communities Initiative, with help from PVPC
Incorporate site plan review standards into zoning bylaws to establish and promote commercial establishments that have signage, external lighting, building characteristics, and landscaping that complement the scenic, historic, and natural qualities of the Byway.	Route 112 Byway Committee and local planning boards, with help from PVPC
Adopt a Route 112 Advisory Committee comment process for Route 112 commercial development, whereby applications for development in the corridor area be forwarded to the Route 112 advisory committee for review. Suggestions of the Route 112 advisory committee are advisory, and are not required to be incorporated into a local board’s final decision.	Route 112 Byway Committee and local planning boards, with help from PVPC
Promote adoption of local Telecommunication Bylaws that include siting and design guidelines to minimize the impact of cellular and telecommunications infrastructure on the Byway’s scenic character.	Route 112 Byway Committee and local planning boards, with help from PVPC
Adopt an Open Space Residential Development (OSRD) Bylaw, also known as creative, flexible development, or cluster development, to encourage new subdivisions be built with smaller lot sizes and dimensional standards than what is required in the underlying zoning. By reducing these dimensional standards, development can be built more compactly, and the remaining land can then be permanently protected as open space.	Route 112 Byway Committee and local planning boards, with help from PVPC

Goal #3: Support willing landowners in their efforts to preserve open space, scenic views, and culturally and historically significant landscapes.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
Work with farmers and landowners interested in protecting their land and pursue funding to purchase scenic easements or conservation restrictions to permanently protect important scenic vistas along the Byway.	Ongoing	Open Space Committees Landowners Land Trusts
Secure funding from the National Scenic Byway Program for scenic easement acquisition and work with willing property owners that have land in areas that have been identified in the Scenic Resources Assessment as outstanding or distinctive.	Short-term	FRCOG Landowners Land Trusts
Consider adopting the Community Preservation Act (CPA) to assist with the restoration and rehabilitation of historic and architecturally significant buildings and protection of farmland and open space.	Long-term	Select Boards Planning Boards Historical Commissions Open Space Committees

Recommended Actions – Hampshire County	Suggested Leadership
Pursue open space protection for important natural resource areas and scenic vistas along the Byway by identifying areas and working with towns and willing landowners to pursue donations or purchase of scenic easements or conservation restrictions.	Route 112 Byway Committee, PVPC, in collaboration with local land trusts and willing landowners
Pursue options to preserve and promote historic resources along the Byway, such as the development of architectural guidelines for historic structures to assist property owners when completing historic renovation or restoration projects. Also, encourage adoption of demolition delay bylaws on structures over 100 years old.	Route 112 Byway Committee, PVPC, and local historical commissions
Determine ways to recognize property owners who do sensitive restoration or rehabilitation to their historic buildings.	Route 112 Byway Committee, PVPC, and local historical commissions
Promote the concept of “greenbelts,” areas of land around a village center in which new residential, commercial, and industrial development is limited. Greenbelts help preserve the distinction between a village and its surrounding rural areas, preventing unsightly sprawl development. Instead, new commercial and residential development can be concentrated within existing village centers, and greenbelt areas can protect and enhance the rural scenic qualities of the Byway.	Route 112 Byway Committee with town boards and local land trusts
Develop a strategy to help Byway communities understand the value of the Community Preservation Act (CPA) and then work with them to win approval. The CPA enables communities to establish, through a ballot referendum, a local Community Preservation Fund dedicated to open space and passive recreation, historic preservation, and low and moderate income housing.	Route 112 Byway Committee and local officials with help from Highlands Community Initiative and PVPC

Recommended Actions – Hampshire County	Suggested Leadership
Work with Town of Huntington Board of Selectmen and consult with MassHighway on providing special parkway designation for the segment of Route 112 that runs from Kimball Road to the Knightville Dam in Huntington.	Town of Huntington and Route 112 Byway Committee

Goal #4: Promote and sustain important wildlife areas and travel corridors, including providing passage under the roadway where necessary.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
<p>Cold water streams along the Byway should be protected to maintain water quality through the use of BMPs by farmers, highway commissions, and others.</p> <ul style="list-style-type: none"> ○ Land use planning techniques should be applied to direct development to appropriate areas, preserve sensitive areas, and maintain or reduce the levels of impervious cover impacting cold water fisheries. ○ Road improvement projects should comply with the Massachusetts Stormwater Policy and road runoff should be directed away from nearby waterways and sensitive habitats. In areas with endangered or rare species, additional pollutant removal may be warranted. ○ Managers of state and local road improvement projects should work cooperatively with local Conservation Commissions, the Deerfield River Watershed Team, and the Natural Heritage and Endangered Species Program to ensure that priority habitat and sensitive waterways are properly identified and protected. 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Planning Boards Conservation Commissions Agricultural Commissions</p> <p>Select Boards Local Highway Depts. Conservation Commissions</p> <p>Select Boards Local Highway Depts. Conservation Commissions</p>
Address the need for small mammals, amphibians, and reptiles to cross the road through the construction of safe passageways through culverts under the road in areas where such crossings are common or provide signage warning motorists of mating turtle and amphibian crossings where culvert construction is impractical.	Long-term	Conservation Commissions Open Space Committees Trails Committees Land Trusts
Approval Not Required (ANR) development may be one of the most serious threats to the natural resources along the Byway corridor. Communities on the Byway may want to consider zoning changes to protect sensitive habitat, preserve natural and scenic resources, and to focus new development into existing village center areas.	Ongoing	Planning Boards

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
Identify locations of invasive species of plants, particularly where they impact water quality, and undertake appropriate control measures to eliminate them or reduce their coverage.	On-going	Conservation Commissions Open Space Committees Trails Committees NHESP

Recommended Actions – Hampshire County	Suggested Leadership
Identify and explore opportunities to preserve the integrity of core and priority habitat areas. For lands adjacent to core and priority habitat areas, consider adopting mandatory by-right cluster zoning bylaws or open-space residential development where development goes on the least ecologically sensitive land and the remainder is preserved for wildlife habitat. Other strategies should include outreach and education to residents about the tax incentives available through conservation restrictions, and such programs as Chapter 61 for forest land.	Route 112 Byway Committee, local planning boards, and PVPC in collaboration with The Nature Conservancy, The Trustees of Reservations, Massachusetts Department of Fish and Game, and other non-profits, state agencies, or communities
<p>Document key habitat areas and issues by:</p> <ul style="list-style-type: none"> ○ Working with Natural Heritage and Endangered Species Program to investigate potential vernal pools and apply for certification where eligible; ○ Mapping invasives to identify species and locations. 	Route 112 Byway Committee, local conservation commissions, and regional planning agencies in tandem with Natural Heritage and Endangered Species program, Nature Conservancy. For farmland fields, confer with USDA.
<p>The Wild and Scenic Westfield River and its tributaries parallel Route 112 for much of its journey through Hampshire County. It is critical to protect the water of this significant resource by:</p> <ul style="list-style-type: none"> ○ Adopting local stormwater bylaws that require mitigation of stormwater impacts using Best Management Practices (PVPC has sample bylaw). ○ Working with the Natural Resources Conservation Service (NRCS) and willing farmers to implement practices that limit agricultural stormwater runoff. ○ Working with MassHighway to pursue upgrades in stormwater management strategies for any road improvement projects proposed along the Byway. ○ Helping to develop a more complete and clear understanding of the bylaws governing the area along the Westfield River through a series of workshops for Byway towns. Follow up to these workshops might include some bylaw recommendations that offer clarification and better protection of natural resources 	<p>Local planning boards and conservation commissions</p> <p>Route 112 Byway Committee and NRCS with help from PVPC</p> <p>Route 112 Byway Committee, PVPC, MassHighway</p> <p>Route 112 Byway Committee, Westfield Wild and Scenic Advisory Committee, Westfield River Watershed Association, PVPC, and officials from Byway</p>

Recommended Actions – Hampshire County	Suggested Leadership
<p>values.</p> <ul style="list-style-type: none"> ○ Research and develop strategies for managing informal recreation areas without toilet facilities that may be impacting water quality. ○ Encourage Byway communities to tap into several possible grant and loan sources for upgrading aging septic systems. 	<p>communities</p> <p>Local communities, Route 112 Byway Committee, with help from PVPC</p> <p>Route 112 Byway Committee, with help from PVPC</p>
<p>Address barriers to terrestrial and aquatic wildlife passage, including dams and roadways. At dams, explore potential for fish passage or removal, For roadways, work to ensure that stream crossings and the associated bridges and culverts do not present obstacles to wildlife movement. Also for roadways, provide safe passage at well used wildlife crossings when possible.</p>	<p>Route 112 Byway Committee, local conservation commissions with help from PVPC to support work of Massachusetts Riverways Program, Nature Conservancy, Westfield Wild and Scenic Advisory Committee, and MassHighway</p>
<p>Work to protect the Pork Barrel Wilderness area, discouraging further development of trails into the area.</p>	<p>Route 112 Byway Committee with landowners and public safety officials from Town of Cummington</p>
<p>Promote adoption of a ridgeline and hillside protection bylaw to preserve the natural resources and scenic views associated with significant upland areas.</p>	<p>Route 112 Byway Committee and local planning boards with help from PVPC</p>
<p>Identify environmentally sensitive locations, especially near water supplies, where reductions in the amount of road salt used will be beneficial. Request that MassHighway and local DPWs adopt revised road salt policies or determine alternatives in environmentally sensitive areas.</p>	<p>Route 112 Byway Committee, local conservation commissions and boards of selectmen with help from PVPC</p>

Goal #5: Support the protection of the historic character of village centers and other historical resources along the Byway Corridor.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
Work with the owners of historically significant structures to maintain their landmarks. Assist in securing loans, grants or tax credits for restoration of these important structures.	Short-term	Historical Commissions MHC Property owners
Communities could work with individual property owners to determine significant historic structures and develop plans to assist in their restoration and/or preservation. Sponsoring an MHC “On the Road” workshop would be a logical first step to identifying ways to help private property owners maintain historic structures and landscapes.	Short-term	Historical Commissions MHC FRCOG Property owners
Support the implementation of preservation restrictions or conservation restriction on historically significant structures along the Byway. Work with willing land owners to permanently protect important historic resources.	Ongoing	Historical Commissions MHC Property owners
Work with the towns of Shelburne and Buckland to expand the Shelburne Falls National Register Historic District and to create a Buckland Center National Register Historic District in the Route 112/Upper Street area.	Short-term/ Long-term	Shelburne Historical Commission Buckland Historical Commission FRCOG MHC
Work to protect and preserve important archeological sites along the Byway.	Ongoing	Historical Commissions MHC
Encourage local Historical Commissions to alert and educate property owners about the federal and state tax credits that are available for restoration work that occurs on income-producing properties listed on the National Register of Historic Places.	Short-term	Historical Commissions MHC FRCOG
Support active Historic Commissions to assist in the documentation and preservation of historical resources along Route 112. The Commissions should seek grant funding or volunteer assistance to update the historical resource survey sheets for submission to the MHC and inclusion in the MACRIS system.	Short-term	Select Boards Historical Commissions
Identify funding sources and assist with grant applications to secure funding for redevelopment and revitalization projects in village centers for historic resources such as former mill buildings, churches, etc.	Ongoing	Select Boards Planning Boards Historical Commissions FRCOG

Recommended Actions – Hampshire County	Suggested Leadership
Work to nominate Cummington Center, Thayer’s Corner, West Cummington, Worthington Center, West Worthington, Worthington Corners and the Norwich Bridge neighborhood in Huntington to the National Register of Historic Places as historic districts. Also consider possible nominations from Goshen.	Route 112 Byway Committee, local historical commissions, with help from PVPC
Prepare historic preservation plans for each of the Byway communities to identify strategies that are most appropriate for each community. Scenic roads bylaw, demolition delay bylaw, Community Preservation Act, local historic districts, zoning overlay districts, greenbelts, preservation restrictions, among other tools, should be considered for the long-term preservation of each town’s many important historic resources.	Route 112 Byway Committee, local historical commissions and planning boards, with help from PVPC
Continue work in each of the Byway communities to place historic properties on the Massachusetts Inventory of Cultural Resources. In Goshen, this should include: a cemetery, the landscape of the DAR State Forest, the town’s quarries, and numerous farmhouses, barns, stores and houses. In Cummington, this should include: buildings dating prior to 1968 not currently surveyed in Cummington Center and along the Byway, barns, and adding street addresses to the surveyed properties data base at the Massachusetts Historical Commission. In Worthington, this should include many significant properties, including barns. In Huntington, this should include properties on Worthington Road between Huntington Center and Norwich Bridge, including the barns and carriage barns, several bungalows, as well as the barbershop and adjacent residence. The Knightville Dam should also be included in this inventory.	Route 112 Byway Committee, local historical commissions, with help from PVPC
Develop interpretive programs on historic properties, particularly the early industrial water-powered mill sites that are visible from the Byway on the Little River in South Worthington.	Route 112 Byway Committee, local historical commissions, with help from PVPC
Provide educational programs on preservation standards and planning for all Byway communities.	Route 112 Byway Committee, local historical commissions, with help from PVPC
Highlight the rich history of the Route 112 region, including old cellar holes, cemeteries, and other artifacts of former human settlement that are scattered throughout the hillsides. Relating the stories associated with these artifacts along the length of a trail system would enrich the experience of hiking or walking in the region’s woodlands. It would also serve to underscore the importance of their preservation. Collecting oral histories from town elders about the artifacts found in the woodlands would be a first step in this process. This could include mapping, such as the work in Plainfield, and the addition of interpretive signs, such as those recently installed at key historical sites in Northampton.	Route 112 Byway Committee, senior centers, historical commissions, with help from PVPC

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
Incorporate suggestions on ways to minimize visitor impacts to the environment in educational materials and tourist brochures and make clear where activities are allowed and where they are not.	Ongoing	SFABA
Promote multi-day tourist packages highlighting outdoor recreational activities.	Ongoing	SFABA FCCC
Explore the possibility of developing a map and guide to bicycle, pedestrian, and horseback riding trails off the road.	Long-term	SFABA FCCC
Develop additional unobtrusive canoe/kayak put-in and take-out areas along the Deerfield River to alleviate seasonal congestion and additional signage to direct tourists to these sites, in order to discourage the use of areas that are located on private property.	Short-term	Select Boards Conservation Commissions Planning Boards Open Space Committees
Support increased funding for staffing at State forests and parks and maintenance of the facilities, as well as for the promotion and further development of significant recreational resources (such as the Mahican Mohawk Trail).	Ongoing	DCR
Investigate the need for additional sidewalk infrastructure and ways to improve the existing infrastructure to bring it into line with current ADA standards.	Long-term	Select Boards FRCOG
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.	Long-term	Select Boards Franklin County REPC
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.	Long-term	Open Space Committees Trails Committees SFABA

Recommended Actions – Hampshire County	Suggested Leadership
<p>Expand recreational infrastructure in the region for trails by:</p> <ul style="list-style-type: none"> ○ Extending the network of trails to connect the region’s major trails to nearby village centers. This work will be based on the British model where village centers in the countryside are connected to one another through a network of trails that are used by locals and tourists alike. ○ Exploring the status and use of old roads in the region and determine if there may be an opportunity to expand recreational infrastructure for trails. 	<p>Route 112 Byway Committee, with help from PVPC</p> <p>Route 112 Byway Committee, The Trustees of the Reservations, local town boards, and PVPC</p>

Recommended Actions – Hampshire County	Suggested Leadership
<ul style="list-style-type: none"> ○ Working with state agencies to identify areas in scenic yet inaccessible state lands where trails might be built. ○ Researching the status of the AT&T Fiber Optic Corridor, which extends east to west through Chesterfield into Worthington to its terminus (thought to be at the microwave tower in Peru), to determine whether this existing infrastructure could potentially advance recreational linkages. Research the owner’s willingness to work with communities to establish a trail. ○ Proposing locations for more handicapped accessible trails and other recreational facilities, and assist in planning and development. ○ Promoting the work of the Westfield Wild and Scenic Advisory Committee and other partner groups to advance and develop an extended East Branch Trail southward to Huntington center and northward to Windsor and Savoy. ○ Explore feasibility of establishing turnouts and trails on lands with conservation restrictions. ○ Improve trail systems in the Knightville Dam reservoir basin and mitigate ATV use and damage. 	<p>Route 112 Byway Committee and PVPC with state agencies</p> <p>Route 112 Byway Committee, and stakeholders, with help from PVPC</p> <p>Route 112 Byway Committee, Massachusetts Department of Conservation and Recreation and Outdoor Access, with help from PVPC</p> <p>Route 112 Byway Committee and Westfield Wild and Scenic Advisory Committee with help from PVPC</p> <p>Route 112 Byway Committee, with conservation agencies, including The Trustees of Reservations (TTOR)</p> <p>Route 112 Byway Committee, Westfield Wild and Scenic Advisory Committee, Mass Wildlife, U.S. Army Corp of Engineers, with help from PVPC</p>
<p>Enhance infrastructure for cyclists by advocating for bicycle friendly, but low-impact practices in maintaining and re-designing the roadway, specifically: consistent pavement on shoulders (no crushed stone or rumble strips) that allows for safe cycling without destroying the scenic qualities of the road and regular street sweeping of shoulders.</p>	<p>Route 112 Byway Committee, Mass Highway, and local bicycling enthusiasts, with help from PVPC</p>
<p>Publish itineraries for bicycle rides of varying lengths and abilities, including multi-day rides that include Route 112 and the other byways of the region. Include itineraries for mountain bike rides that make use of the dirt roads and public trails in the region.</p>	<p>Route 112 Byway Committee, Mass Highway, with help from PVPC, and biking enthusiasts in the region</p>
<p>Improve and promote opportunities for boating in the Route 112 region by:</p> <ul style="list-style-type: none"> ○ Identifying official and unofficial boating and fishing access points along the corridor and make recommendations to Public Access Board at Massachusetts Department of Fish and Game for additional access points. Access points should include parking, if 	<p>Route 112 Byway Committee, with help from PVPC</p>

Recommended Actions – Hampshire County	Suggested Leadership
<p>possible, to allow people to park a car upstream and another downstream, and boat from one car to the other. Lily Pond in Goshen is one site that has already been identified.</p> <ul style="list-style-type: none"> ○ Work with the Appalachian Mountain Club and Westfield River Canoe Club to develop a boating guide to the Westfield River, emulating the format of the Deerfield River Map and Guide developed in 2007 by AMC. ○ Exploring the possibility of regular recreational releases from the Knightville and Littleville Lake dams, determining first what ecological implications might be. ○ Exploring the potential for developing a Whitewater Hall of Fame to promote the Westfield River’s importance to boating. 	<p>Route 112 Byway Committee, with help from PVPC</p> <p>Route 112 Byway Committee, Army Corps of Engineers, Westfield River Canoe Club, Westfield River Wild and Scenic Advisory Committee, New England FLOW, and American Whitewater, with help from PVPC</p> <p>Route 112 Byway Committee, Hilltown CDC, local planning boards, Westfield River Canoe Club, and race organizers, with help from PVPC</p>
<p>Facilitate winter recreational activities in the region:</p> <ul style="list-style-type: none"> ○ By encouraging MassHighway to plow turnouts for winter recreational access, particularly the Knightville Dam Recreation Area, and Gardner State Park. ○ Promoting recreational access to the old Berkshire Snow Basin in Cummington. 	<p>Route 112 Byway Committee, and Mass Highway, with help from PVPC</p> <p>Route 112 Byway Committee, and Mass DCR, with help from PVPC</p>
<p>Coordinate agencies and organizations in the region that are managing recreational areas and access points to develop consistent public messages (on rules and regulations, proper etiquette, ATV behavior, respect for historic features, such as stone walls, and such concepts as “carry in/carry out” or “leave no trace behind”).</p>	<p>Route 112 Byway Committee, Westfield Wild and Scenic Association, state and federal landowners, Hilltown Land Trust, and local town officials, with help from PVPC</p>
<p>Attract a recreational outfitter to key Byway location that might combine bicycle sales and rentals with sale and rental of skis, canoes and kayaks, and camping equipment.</p>	<p>Route 112 Byway Committee, Hilltown CDC, local planning boards, with help from the regional planning agencies</p>
<p>Publish, distribute, and promote the existing manuscript for a self-guided tour to the region’s waterfalls, including Windsor Jambes, the Chesterfield Gorge, Rocky Brook Waterfall, Glendale Falls, and Sanderson Brook Falls.</p>	<p>Route 112 Byway Committee, with help from PVPC</p>

Recommended Actions – Hampshire County	Suggested Leadership
Work to establish a larger, more accessible town park in Worthington. Possible funding sources might include Highlands Community Initiative for design, and Massachusetts Division of Conservation Services self-help for acquisition and construction.	Route 112 Byway Committee and Town of Worthington, with help from PVPC
Explore pedestrian amenities in the Town of Worthington, including the utilization of existing and possible acquired right of way to develop a pedestrian/bicycle path connecting the Corners (Worthington Post Office) with the Maples Senior Housing Complex to the north and the town center to the south.	Route 112 Byway Committee, and Town of Worthington

Goal #7: Promote the Byway region through a comprehensive and unified marketing and education campaign, drawing on the region's scenic, natural, historic, recreational, and agricultural resources while reflecting and enhancing the unique character of each individual town.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
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.	Long-term	FRCOG SFABA Select Boards
Promote alternatives to State forest camping areas that are often full, such as local Bed & Breakfasts and motels. Promote visits that would take place during the week and/or at non-peak times of the year.	Ongoing	SFABA FCCC
Investigate the opportunity to establish Scenic Byway informational kiosks to direct tourists to recreational opportunities.	Long-term	Open Space Committees Select Boards SFABA
Increase the number of informational kiosks at strategic locations to make more historical information available to the public.	Long-term	Historical Commissions Select Boards
Implement a plaque program along the Byway in order to recognize the owners of historically significant Byway structures and to educate the public about the architectural resources along the corridor.	Long-term	Historical Commissions

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
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.	Ongoing	FRCOG SFABA FCCC Greater Northampton CC PVPC
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.	Ongoing	State Agencies (DCR/DFW) FRCOG Select Boards SFABA
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.	Long-term	SFABA FCCC Agricultural Commissions CISA
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).	Long-term	SFABA FRCOG
Provide promotional materials about the Scenic Byway to organizations and tourist-related businesses and sponsor links to relevant websites.	Ongoing through website	SFABA FRCOG
Contact existing business to discuss advertising in a Scenic Byway website 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.	Short-term	SFABA FRCOG GBA

Recommended Actions – Hampshire County	Suggested Leadership
Participate in developing the Western Massachusetts Scenic Byway website to highlight important recreational and cultural resources and tourism support services within the Route 112 corridor, provide potential connections to other scenic byways, and link to other websites with information about attractions in the region.	Route 112 Byway Committee, with help from PVPC

Recommended Actions – Hampshire County	Suggested Leadership
Identify how Byway communities might work with the major visitor bureaus or define a strategy to promote the Byway through other means.	Route 112 Byway Committee, with help from PVPC
Develop marketing tools to help unify the Byway corridor, such as a brochure and logo, theme, and/or common set of signs for the Byway corridor.	Route 112 Byway Committee with help from PVPC
Work with local communities to develop interpretive material about the cultural, historic, natural, and recreational resources of the Byway for tourists and visitors, through signs, informational kiosks, turnouts at key locations, brochures, and central distribution points for materials on the villages, homes, monuments, structures, and historic landscapes.	Local communities and historic societies with help from Route 112 Byway Committee, and PVPC
Highlight the rich history of the Route 112 region, including old cellar holes, cemeteries, the keystone arches, and other artifacts of former human settlement that are scattered throughout the hillsides. Relating the stories associated with these artifacts along the length of a trail system would enrich the experience of hiking or walking in the region’s woodlands. It would also serve to underscore the importance of their preservation. Collecting oral histories from town elders about the artifacts found in the woodlands would be a first step in this process. This could include mapping, such as the work in Plainfield, and the addition of interpretive signs, such as those recently installed at key historical sites in Northampton.	Route 112 Byway Committee, senior centers, historical societies, with help from PVPC
Encourage families to explore the open space resources of the Route 112 region through region-wide treasure hunts, be they traditional letterboxing or more high-tech geocaching.	Route 112 Byway Committee, and recreation commissions, with help from PVPC
Create activity guides that package together a series of associated cultural and outdoor activities. Activity guides could be created for recreational activities (boating, hiking, cycling, and fishing), cultural activities (farms, history, music, local artisans, architecture), or more general activities.	Route 112 Byway Committee, Hilltown CDC, and Jacob’s Ladder Business Association, with help from PVPC
Explore and take advantage of opportunities to link the Route 112 region with the successes of the Berkshires and the Pioneer Valley, perhaps promoting the Route 112 region as providing a quieter, more rural New England experience.	Route 112 Byway Committee, with help from PVPC
Identify existing lists of attractions, especially internet-based lists, appropriate for Byway attractions, and work to encourage links among these resources. Get listed on existing web sites related to scenic byways and driving vacations.	Route 112 Byway Committee, with help from PVPC
Create audio tours for Route 112, much like the National Park Service does for the National Parks. These tours could be available on CD or downloadable to MP3s from the Route 112 website.	Route 112 Byway Committee, with help from PVPC

Goal #8: Cooperate in the development of limited signage that unifies the Byway through the use of an easily recognizable symbol.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
Consider adoption of sign review bylaws to discourage the installation of oversized signs and too many signs placed close to one another which can cause confusion for Byway travelers and detract from the scenic qualities of the corridor.	Short-term	Planning Boards Mass Highway Dist. 1 FRCOG
Request that MassHighway conduct a sign inventory study or work to explore how the Towns can improve the placement and concentration of signs along the Route 112 Byway.	Short-term	Mass Highway Dist. 1 FRCOG
Install markers or signs for individual structures of historic significance along the Corridor such as bridges, houses, and cemeteries. Markers and signs should be of a uniform nature to allow for consistency throughout the Byway Corridor.	Long-term	Historical Commissions
Conduct an evaluation of signage, either as specific improvements are being made or as a separate project to determine whether signage can be consolidated, particularly at intersections.	Ongoing	Mass Highway Dist. 1 FRCOG
Investigate the potential for adopting a unified signage program with a Route 112 logo for traveler services, historic sites, recreational areas, and participating businesses.	Short-term	Mass Highway Dist. 1 FRCOG PVPC
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.	Ongoing	Mass Highway Dist. 1 FRCOG SFABA

Recommended Actions – Hampshire County	Suggested Leadership
Develop a comprehensive signage program along the Route 112 Scenic Byway to provide a consistent aesthetic quality along the corridor by first approaching MassHighway District 1 Office to discuss options for consolidating existing traffic signs and using signs that better reflect the historic, rural, and scenic qualities of the Byway. PVPC has already conducted a sign inventory for Route 112 in Goshen, Cummington, Worthington and Huntington.	Route 112 Byway Committee, local planning boards, and local boards of selectmen, with help from regional planning agencies
Work with towns to come up with sign guidelines, including size, color, placement, and frequency of occurrence that are appropriate to the Byway.	Route 112 Byway Committee and local boards of selectmen, with help from PVPC

Recommended Actions – Hampshire County	Suggested Leadership
Establish gateways for the Route 112 Scenic Byway and add signage for Route 112 on Routes 90, 20, 66, 143, 9, 116, and 2.	Route 112 Byway Committee and MassHighway, with help from regional planning agencies
Work with Western Massachusetts Scenic Byway program to develop symbol that promotes collection of byways yet identifies Route 112 as unique.	Route 112 Byway Committee, with help from regional planning agencies

Goal #9: Ensure that roadway safety improvements, signs, and maintenance activities are compatible with the Byway's historic and rural scenic character, by using context sensitive design and low-impact, environmentally sensitive practices. Where warranted, this shall include the careful analysis and remediation of past projects that detract from scenic value.

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
As roadway improvement projects are completed, encourage the use of roadway features such as guardrails and retaining walls that are sensitive to the scenic nature of the Byway. Consider alternatives such as core ten and steel back timber guardrails as an alternative to the galvanized steel guardrails that are typically used.	Ongoing	Mass Highway Dist. 1 Planning Boards Select Boards
Evaluate the option of maintaining or improving the road shoulders for use by bicyclists, pedestrians, and horseback riders, where appropriate, or explore off road options.	Long-term	Mass Highway Dist. 1 Select Boards Planning Boards Open Space Committees
Commonly used crossings for farm machinery and recreational users, such as snowmobilers and horseback riders, should be adequately marked to warn motorists to be careful.	Short-term	Select Boards Agricultural Commissions MassHighway Dist. 1
MassHighway should work actively with the Massachusetts Historical Commission and local Historical Commissions to ensure that Route 112 road projects preserve historic resources.	Ongoing	Mass Highway Dist. 1 Historical Commissions MHC
Continue to monitor traffic volumes and patterns along the Byway.	Ongoing	Mass Highway Dist. 1 FRCOG
Continue to monitor the performance of key intersections along the Byway.	Ongoing	Mass Highway Dist. 1 FRCOG

Recommended Actions – Franklin County	Timeframe	Suggested Leadership
Conduct a review of the crash history of out of control vehicles coming down the steep hill on Greenfield Road into Colrain Center at the intersection of Route 112 and Greenfield Road. Investigate ways to minimize impacts from such out of control vehicles if deemed a problem.	Long-term	Mass Highway Dist. 1 FRCOG
Ensure that all improvements to the roadway infrastructure are in line with the scenic character of the Byway to the extent possible.	Ongoing	Mass Highway Dist. 1 FRCOG
Investigate the need to add “Share the Road” and other warning signage to notify drivers to expect cyclists, farm machinery, animals such as moose and cattle, snowmobiles and others sharing the roadway.	Long-term	Select Boards Agricultural Commissions
Investigate the need for additional “Reduced Salt Areas” along the Byway.	Long-term	Mass Highway Dist. 1 Select Boards Conservation Commissions FRCOG
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.	Long-term	Select Boards Planning Boards Mass Highway Dist. 1 FRCOG
Bury above-ground utility lines along the Byway where feasible.	Ongoing	Mass Highway Dist. 1 Utility companies Select Boards

Recommended Actions – Hampshire County	Suggested Leadership
Work with MassHighway to develop a practice whereby the Route 112 Scenic Byway Committee receives sufficient pre-design notice anytime a project, including signage, is being considered that may affect the Byway. Talk with Executive Office of Transportation about establishing automatic process whereby preliminary project work includes a checkbox indicating whether the project is planned for a scenic byway. This would trigger notification of scenic byway advisory groups.	Route 112 Byway Committee, and MassHighway with help from PVPC

Recommended Actions – Hampshire County	Suggested Leadership
Work with Mass Highway District 1 to ensure that the <i>Massachusetts Project Development and Design Guidebook</i> (2006) includes provisions that will safeguard the historic and rural scenic character of the Route 112 Scenic Byway and other scenic byways during any improvement projects. This work should be informed by design guidelines used for exemplary scenic roads in the nation.	Route 112 Byway Committee, Mass Highway, Cummington Highway Department ,with help from PVPC
Employ at every opportunity <i>Context Sensitive Solutions (CSS)</i> , or <i>Context Sensitive Design (CSD)</i> as it is also known, which refers to roadway design standards and development practices that are flexible and sensitive to balancing a community’s economic, social and environmental objectives. Also consult the Design Exceptions section of Chapter 2 of the <i>MassHighway Department Project Development and Design Guide</i> when considering roadway improvement projects along the Route 112 corridor. The design exception allows projects in context sensitive areas to reduce specific requirements when designing projects in those areas. Design exceptions are granted only when there are geometric features that cannot be reasonably corrected or addressed due to engineering, topographic, or construction constraints. Scenic byway designation does not automatically qualify for a design exception. Explore other possible options to the Design Exceptions process.	Route 112 Byway Committee, Mass Highway, Cummington Highway Department ,with help from PVPC
Advocate that MassHighway District 1 consider evaluating the reduction of lane and shoulder width as appropriate and in accordance with their 2006 Project Development and Design Guide as part of future roadway improvement projects along the Route 112 corridor.	Route 112 Byway Committee, and MassHighway with help from PVPC
As roadway improvement projects are completed, encourage the use of new guard rails of more aesthetically appropriate design and materials, such as wooden rails or cable, rather than galvanized steel. Also explore possibility of guardrail removal, where possible, to maximize visibility of scenic areas.	Route 112 Byway Committee, and MassHighway with help from PVPC
Preserve stone walls and scenic retaining walls through Context Sensitive Design standards where Route 112 is owned by MassHighway. For other segments of the roadway, explore what options there may be to establish local review procedures for alteration of stone walls along Route 112.	Route 112 Byway Committee, and MassHighway with help from PVPC
Maintain pavement markings on a regular basis to ensure that maximum visibility is maintained. In areas with no pavement markings, new reflective paint markings should be installed to define travel lanes and passing and no-passing zones. Do not use raised reflectors.	MassHighway and Cummington Highway Department

Recommended Actions – Hampshire County	Suggested Leadership
Bury above ground utility lines along the Byway where feasible.	Route 112 Byway Committee, utility companies, and MassHighway
Develop a vegetation management plan for the Byway that guides conservation and enhancement of Route 112 by public highway personnel, and neighboring public and private landowners. Vegetation along the entire Route 112 corridor should be maintained on a periodic basis to ensure that good visibility is maintained for all traffic signs and intersections. Any vegetation removal should be done in a sensitive manner in order to avoid over clearing that will result in a reduction in the scenic qualities of the roadway.	Route 112 Byway Committee, and MassHighway with help from PVPC
Adopt a tree bylaw that will provide some protection for historic trees and tree canopy along Route 112. In addition, an arborist should be consulted prior to redesign of the Route 112 corridor to ensure appropriate measures are undertaken to protect and properly maintain the mature trees that line the corridor.	Route 112 Byway Committee, local planning boards, and MassHighway with help from PVPC
Bring public safety officials and local Route 112 neighbors in Cummington to the table in order to develop a mutually agreeable plan for preserving the scenic values of the roadway over the long term, and identify proper caretaker.	Cummington Board of Selectmen and public safety officials with help from PVPC
Conduct a traffic signal warrant analysis at the Worthington Four Corners intersection. Use the results of this analysis to work with MassHighway to explore feasibility of redesigning traffic light.	Worthington Board of Selectmen, PVPC, and MassHighway
Actively pursue upgrades in stormwater BMPs for any road improvement projects proposed along the Byway. Also, define an overall river protection strategy wherever Route 112 parallels or crosses a river or stream.	Route 112 Byway Committee, local conservation commissions, MassHighway, Westfield Wild and Scenic Advisory Committee with help from PVPC
Ensure that any new construction or bridge improvement along the Byway utilizes bridge railings that are consistent with the character of the Byway, and advocate for bridge design competition.	Route 112 Byway Committee, MassHighway, local highway departments, with help from PVPC
Create projects for Norwich Bridge (H-27-007, AASHTO rating of 57.7) and Pond Brook Bridge (H-27-008, AASHTO rating of 48.8), which are both considered functionally obsolete, so that they are restored and upgraded.	Route 112 Byway Committee, MassHighway, with help from PVPC
Work with towns to come up with lighting guidelines, including standards for hooded street lights; exploring historic style path lighting; and enforcing “no light pollution crossing property lines” principle, that are appropriate to the Byway. Any candidate locations for street light removal should be first discussed at a local Board of Selectmen meeting. Upon favorable review, a request for	Route 112 Byway Committee, local highway departments and boards of selectmen, MassHighway, with help from PVPC

Recommended Actions – Hampshire County	Suggested Leadership
removal should be submitted to the appropriate agency. Some of the street lights along the corridor illuminate sections of state-owned highway, in these locations it is recommended that the municipality discuss potential light removal with MassHighway to ensure that safety does not decrease during hours of darkness.	
Upgrade the intersection of Route 112 with Route 66 to improve sightlines, reducing the existing embankment along Route 112, and moving the existing “STOP Ahead” sign on the Route 66 approach to the intersection approximately 100 to 200 feet back.	Town of Huntington and MassHighway
Consider converting back to “Yield” sign control at the intersection of Route 112, Basket Street, and Maple Street.	Town of Huntington and MassHighway
Perform an analysis to determine if the southbound approach of Route 112 at Route 20 warrants an exclusive left and right turn lane. Traffic from this approach was observed to drive the roadway in this manner; however the designation of actual turning lanes would assist in improving traffic flow along this approach and to guide left turning traffic from Route 20 around the existing median. Pedestrian crosswalks should also be considered at this intersection to connect the existing sidewalks in the vicinity of the intersection. Sight distance from Route 112 to the east could also be improved by removing the existing vegetation along the guardrail.	Town of Huntington and MassHighway
Talk with local officials and residents to examine the possibility of relocating the Route 112 roadway in order to restore the Worthington Town Common.	Route 112 Byway Committee, Town of Worthington and MassHighway
Reinstall grass buffers between the roadway and existing sidewalks along Route 112 where practical to allow for the storage of snow.	Route 112 Byway Committee, MassHighway, town highway departments, with help from PVPC

Acronyms:

CISA	Community Involved in Sustaining Agriculture
DAR	Daughters of the American Revolution
DCR	Massachusetts Department of Conservation and Recreation
DFW	Massachusetts Division of Fisheries and Wildlife
GBA	Greenfield Business Association
FCCC	Franklin County Chamber of Commerce
Franklin County REPC	Franklin County Regional Emergency Planning Committee
FRCOG	Franklin Regional Council of Governments
Greater Northampton CC	Greater Northampton Chamber of Commerce
MDAR	Massachusetts Department of Agricultural Resources
MHC	Massachusetts Historical Commission
NHESP	Natural Heritage and Endangered Species Program
PVPC	Pioneer Valley Planning Commission
SFABA	Shelburne Falls Area Business Association
TTOR	The Trustees of Reservations