

Creating the IDEAL BYWAY EXPERIENCE



Lakes to Locks Passage, Inc., 2018

THE “IDEAL” BYWAY EXPERIENCE

is unique to each byway, it is a combination of:



- what one sees and does
- the byway story
- the interactions with people along the byway
- the visitor's expectations, interests and characteristics.

THE BYWAY EXPERIENCE IS IMPORTANT FOR THE BYWAY COMMUNITY:



- Byways frame a sense of place
- Stimulate pride in place
- Invigorate preservation, economic development, and tourism efforts.

THE BYWAY EXPERIENCE IS IMPORTANT FOR THE BYWAY VISITOR:



- Encounter natural wonders
- Play outdoors
- Explore ancient sites
- Trace history
- Connect with distinctive cultures
- Enjoy the view
- *And more...*

A BYWAY EXPERIENCE IS IMPORTANT FOR ALL BYWAYS

- People share their experiences and memories
- The experience on one byway influences a visitor's expectation when visiting another.
- Byway leaders have a responsibility to the byway collection via their particular byway.



***Creating and delivering the
byway experience is the
foundation to realizing these
results!***

THE “IDEAL” EXPERIENCE BUILDING BLOCKS

WAYSHOWING helps travelers find their way along a byway with maps, brochures, itineraries, websites, directional and interpretive signage.

WAYFINDING is what visitors do. They want to be confident they are where they want to be, and they have had a pleasant and enjoyable experience getting there.

Wayfinding. Wayshowing. Who does what?

Wayfinding is the mental process, performed by byway travelers, that turns a traveler's goal into decisions, actions, and behaviors. **Wayfinding is continuous problem solving under uncertainty.**

Wayfinding is what byway travelers do	Wayshowing is what byway providers do
Seeing	Drawing
Reading	Writing
Hearing	Speaking
Learning	Teaching

Wayshowing is the communication of information, intentionally undertaken by byway providers, to aid travelers in setting desired goals, making decisions, and taking appropriate actions.

Learn more: *Wayshowing for Byways, A Reference Manual*; America's Byways Resource Center; 2011 – http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5310034.pdf

Byway travelers seek UNIQUE, AUTHENTIC and DISTINCTIVE experiences

People go to places with an identity – the place will evoke emotions

- *Creole Nature Trail*
- *Historic Route 66*
- *Trail of the Ancients*

***But HOW to deliver UNIQUE, AUTHENTIC
and DISTINCTIVE experiences?***

TODAY'S TRAVEL CONSUMERS CRAVE AUTHENTICITY:



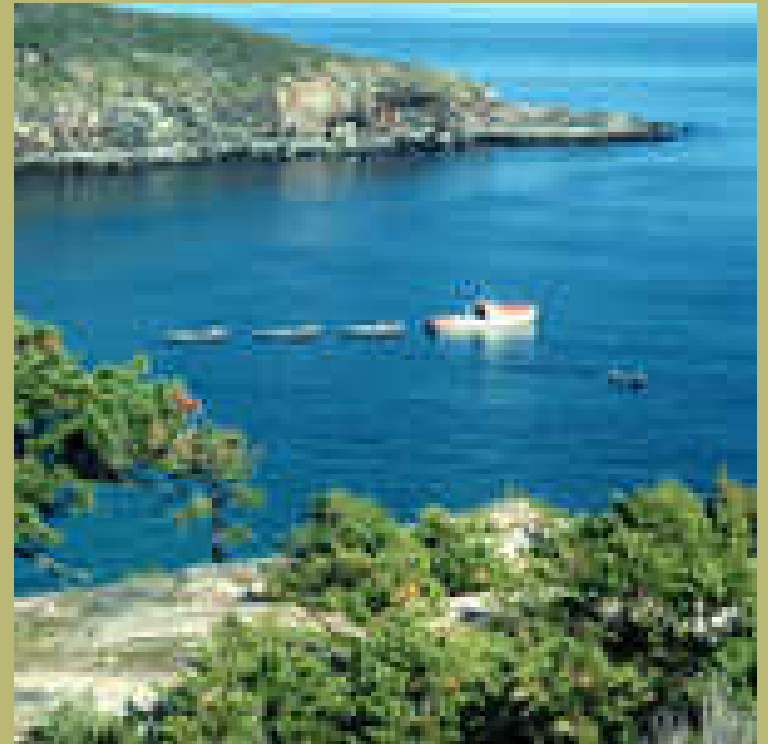
- Natural
- Original
- Exceptional
- Referential
- Influential
- Ordinary



Learn more: James Gilmore and Joseph Pine, *Authenticity* (Harvard Business School Press, 2007)

BYWAY EXPERIENCES: NEED TO BE UNIQUE & DISTINCTIVE

- Byways are roads with stories to tell and adventures to discover—all with experiences to share.
- Byways find the backstory to create experiences.



RENDERING MEMORABLE EXPERIENCES

- People who live here tell the stories, spoken with passion.
- The stories render authenticity in a meaningful, lively and engaging way.
- The critical element is to strike an emotional chord, so the visitor will **remember the experience** and share it with others.



LAKES TO LOCKS PASSAGE APPROACH:



- **Identify Thematic Connections** – The Four Lives of Lakes to Locks Passage and fourteen storylines

- **Establish Delivery System** – Gateway Communities, Waypoint Communities & Heritage Centers



- **Develop Interpretive Scenario** that identifies what is unique and distinctive
- **Deliver the Experience** to strike an emotional chord

*Goal: EXPERIENCES BECOME THE REASON
FOR THE TRIP*

VISITOR INFORMATION and INTERPRETATION STRATEGY



- Provides a theme for interpretation to unify the region as a whole;
- storylines provide a coordinated approach to interpreting the region's history;
- a way for each community to embrace and guide its own theme and story;
- a structure for the delivery of visitor information and services that would unify the region;
- a framework for unified signage design standards for interpretive signs; and
- a network of multi-modal theme routes.





THEME: *The Four Lives of Lakes To Locks Passage*

- Natural Forces & Native Peoples
- Conflict and Settlement
- Corridor of Commerce
- Magnet for Tourism



14 storylines capture the inter-relationship between the natural and human activities that shaped our nation's history.

GATEWAY & WAYPOINT COMMUNITIES PROVIDE A DELIVERY SYSTEM



- A seamless network of cities, villages or hamlets with ability to “meet and greet the visitor.”
- Gateway Communities provide a visitor center to introduce regions and thematic experiences.
- Waypoint Communities serve as thematic hub to smaller communities and attractions.
- Four Gateway Communities and 32 Waypoint Communities in the seven counties
- Lakes to Locks Passage identity throughout the corridor with banners, kiosks, interpretive signage, and Heritage Centers.

ESTABLISH THEMATIC CONNECTIONS

Identify what is unique and distinctive in each of the 32 Waypoint Communities:

- INTERPRETIVE VENUES : EXISTING ASSETS
- INTERPRETIVE VENUES : WISH LIST
- RELATED STORYLINE
- COMMUNITY THEME

Interpretation Scenario for Fort Ann			
THEMES	INTERPRETIVE VENUES : EXISTING ASSETS	INTERPRETIVE VENUES : WISH LIST	RELATED STORY
<i>Pre-European Influence</i>			
		•	
<i>European Exploration, Settlement & Military Conflicts</i>			
Kane's Falls mills – timber for American fleet (1776)			
Battle of Fort Ann (1777): first flying of American flag	Inaccessible marker on Route 4	Pocket park pull-off	
Kingsbury Cemetery – burial of Burgoyne's casualties			
Good Manor Wray Farm: Underground RR			
Participation in World War II		War memorial with honor roll	
<i>Industrial & Commercial Development</i>			
Old Champlain Canal: Combination locks, cable cuts along tow path, site of mule barns & related (11) taverns & bars, boatyard constructing canal boats		Improve towpath as trail, wayside exhibits (historic marker), visitor information re: town services	
Pedunk Iron Mines & Mount Hope Furnace – iron for Monitor	Exhibit in NYS Museum		
Kane's Falls Wooden Mills			
Bridgeport Iron Works			
Borden Milk plant & pond for ice harvest	Exhibit at Washington County fair		
1911 Fire that burned half the town			
Silex glass plant			
<i>Recreation, Tourism & the Environmental Movement</i>			
Lake George hotels (far West Fort Ann): 14-mile Island House, 100-Island House			

IDENTIFY YOUR AUDIENCE BEFORE DEVELOP PRODUCTS

- *New market/visitors*
- *Re-direct existing visitors*
- *Millenials/Boomers*
- *Family/Group/Individuals*

WEBSITE: *THE PORTAL TO DELIVERING YOUR BYWAY*



A travel guide to the places most respected and recommended by locals.



LOG IN



MY TRIP IDEAS



LAKES TO LOCKS PASSAGE NEW YORK'S GREAT NORTHEAST JOURNEY

PLACES TO GO EAT, DRINK, SLEEP THINGS TO DO

Trip Plans Regions Local Stories About 

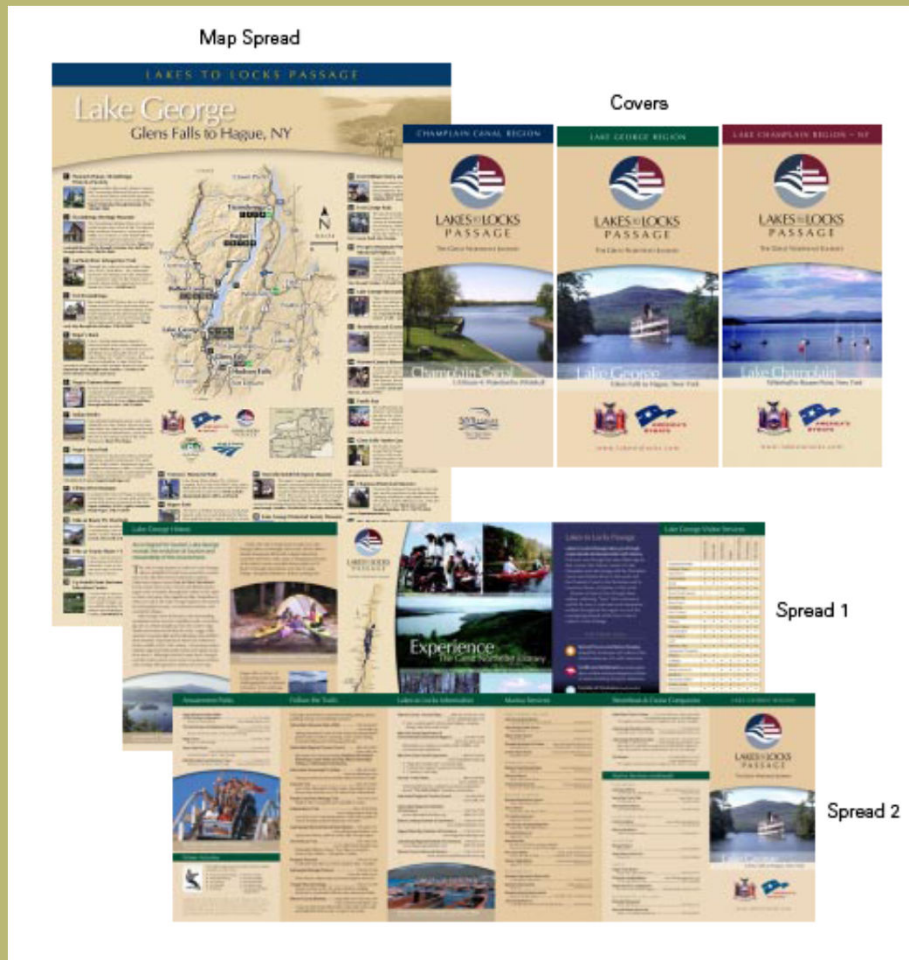


GATEWAY & COMMUNITY HERITAGE CENTERS



- Partnership with existing organizations and facilities.
- Gateway Visitor Centers direct the traveler to the Waypoint Communities, Heritage Centers and thematic byway experiences.
- Heritage Centers are a Waypoint Community museum, library or environmental center that features the unique qualities of the community.
- More than a visitor center – provide access to the LTLP “experience,” one-on-one interactions, personalize the travelers needs.
- Direct traveler to other sites, attractions, and Waypoint Communities.

MAPS AND BROCHURES



GUIDEBOOKS

Waterways of War

THE STRUGGLE FOR EMPIRE 1754-1763

A Traveler's Guide to the French & Indian War Forts and Battlefields
along America's Byways in New York and Pennsylvania

Waterways of War The War of 1812

A Traveler's Guide to the War of 1812 Forts, Battlefields,
ways in New York and Pennsylvania

Waterways of War The Turning Point of the American Revolution

A Traveler's Guide to Revolutionary War Forts, Battlefields,
and Historic Sites along New York's Lakes to Locks Passage Scenic Byway

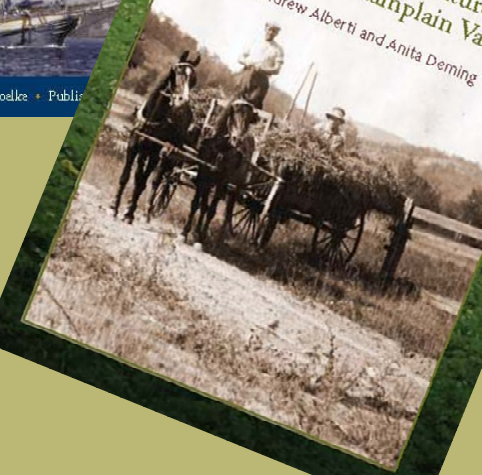


Steve Benson • Ron Toelke and Nicholas Westbrook, Contributing Editors • Published by Lakes to Locks Passage, Inc.

FROM FOREST TO FIELDS

A History of Agriculture in
New York's Champlain Valley

By Andrew Alberti and Anita Deming



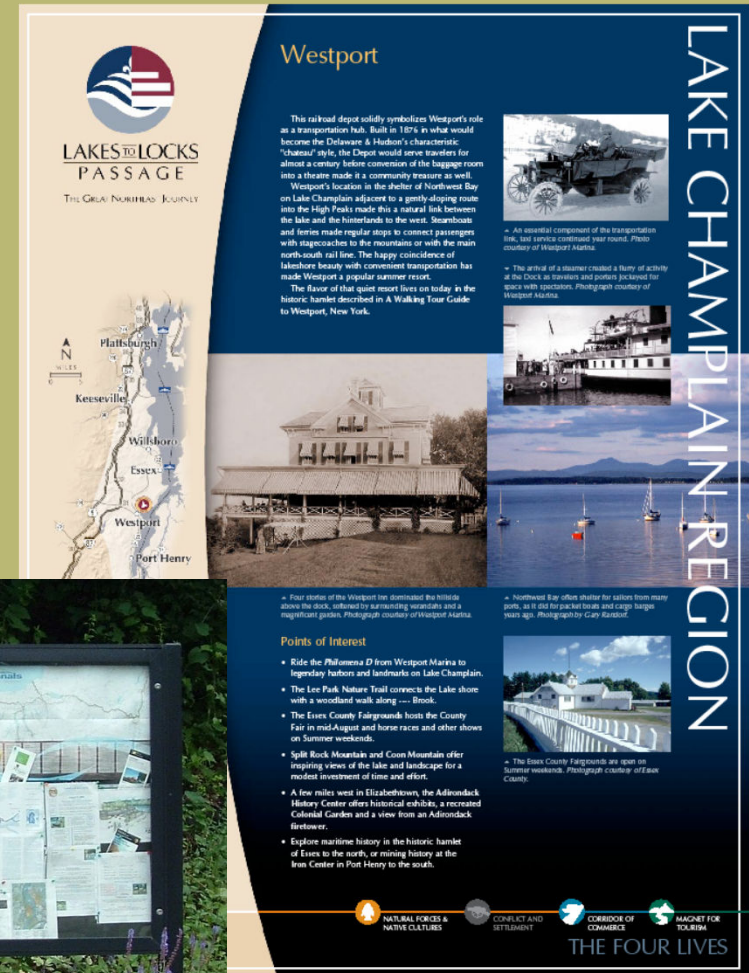
ON THE GROUND: HIGHWAY AND DIRECTIONAL SIGNAGE



VISITOR INFORMATION SIGNAGE

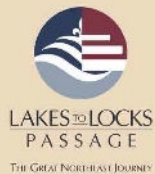


Gateway Kiosk



Waypoint Kiosk

INTERPRETIVE SIGNAGE (WAYSIDE EXHIBITS)

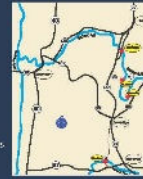


Washington County Covered Bridges

An substantial agriculture and manufacturing developed in the southeast corner of Washington County, the loops of the Batten Kill necessitated numerous river crossings. Covered bridges were popular from the 1820s to the 1890s, and were built with a roof and siding, creating an overpass, intended to protect the bridge surface and travelers from inclement weather. These wooden bridges utilized a standardized truss design that required relatively little construction experience. The Northern Tupperke Company constructed two covered bridges,

the Bushkirk Bridge crossed the Hoosic River between Rensselaer and Washington Counties and the Red Bridge (no longer standing) crossed the Batten Kill about two miles south of the Village of Salem. The Redleigh, Bagleyville and Shaduan Covered Bridges, all caused the Batten Kill between the towns of Salem and Jaccusau. As steel became cheaper and easier to manufacture, the covered bridge design became obsolete, today, four covered bridges are still standing and are listed on the National Register of Historic Places. The Shaduan

Covered Bridge is now home to a museum by that name, displaying period machinery, farm implements, photographs and memorabilia. The development of State Route 22 in the early to mid 20th century has bypassed these covered bridges, but they still stand as a testament to America's early road building era.



▲ The Bushkirk Covered Bridge carried traffic across the Hoosic River. Photo courtesy of Town of Salem Historian.



▲ The Redleigh Covered Bridge is the last remaining American wooden bridge that has cast iron "shoes" incorporated into its design. This feature was patented by K. Corning of Troy, New York. Photo courtesy of Town of Salem Historian.



▲ The Shaduan Covered Bridge. Photo courtesy of Town of Salem Historian.

▲ The deep pools or eddies around the Bagleyville Covered Bridge attract fisherman searching for the elusive brown and brook trout. Photo by Antonio Manocchio courtesy of Washington County Tourism.

Funding for the development of the interpretive signage and design was provided by New York State through the Department of Transportation's Historic Bridge Program and local funding provided by Washington County.



Fort Hardy Park

The site of an early fort built during the French and Indian War (1755-1759) and the grounds where a British army surrendered their arms in 1777 has served peaceful purposes as a

shared the morning with a "Slow Horse Race" and a baseball game. Later horses raced in the afternoon. The Victory Concert Band entertained the crowd. The railroads ran special trains with school buses.

The Villa family contributed mightily to the success of Hardy Park. They contributed the ground and its leveled the roads enough to see built a race track and the farm league baseball games.

Baseball has continued in the Park with Little League taking the place of the farm league games after World War II. In 1998, a new Youth Center brought new recreation options to the Park.

The interest in racing didn't disappear with horses. After World War II, returning Veterans used the track for car races. Their informal contests prompted Garney's to develop a proper race track south of the Village.



▲ This team, sponsored by Lewis' Land on Bond Street, won the Schenectady Little League Championship in 1943.

▲ A complimentary pass entitled some lucky visitors to the grand Fourth of July festivities at Schenectady Driving Park.



CHAMPLAIN CANAL REGION

www.lakestolocks.com

POCKET PARKS

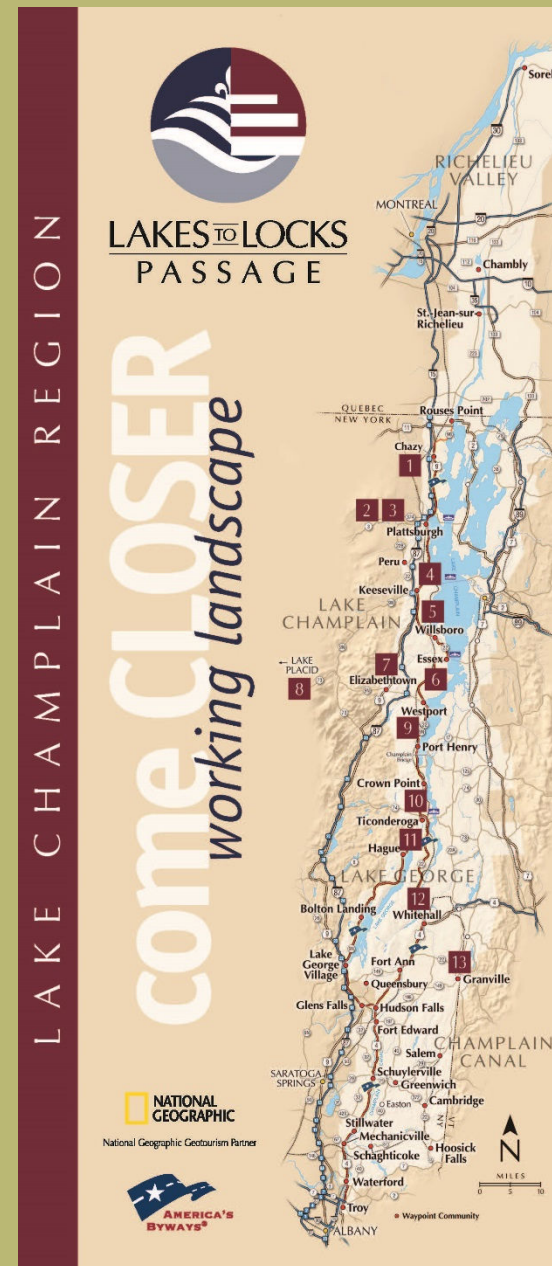
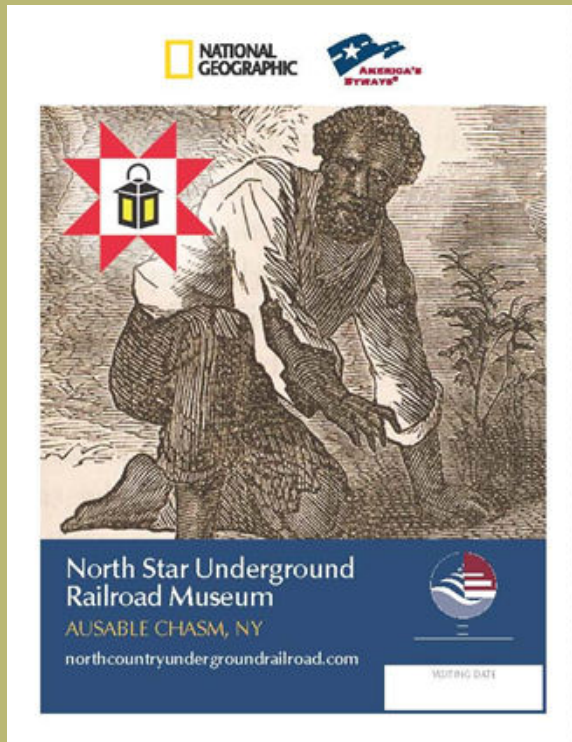
Pocket Parks interpret historic, natural and cultural interest to the byway traveler.

Contain interpretive signs, period flags, and a focal point to draw the visitors' attention, celebrate the community's heritage, contribute to the sense of "place" for the byway traveler.

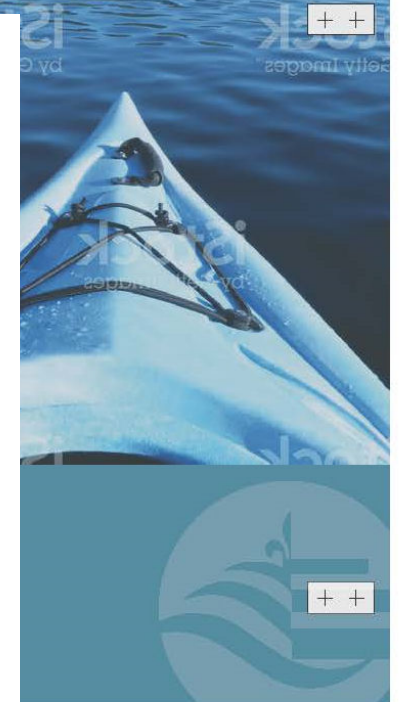
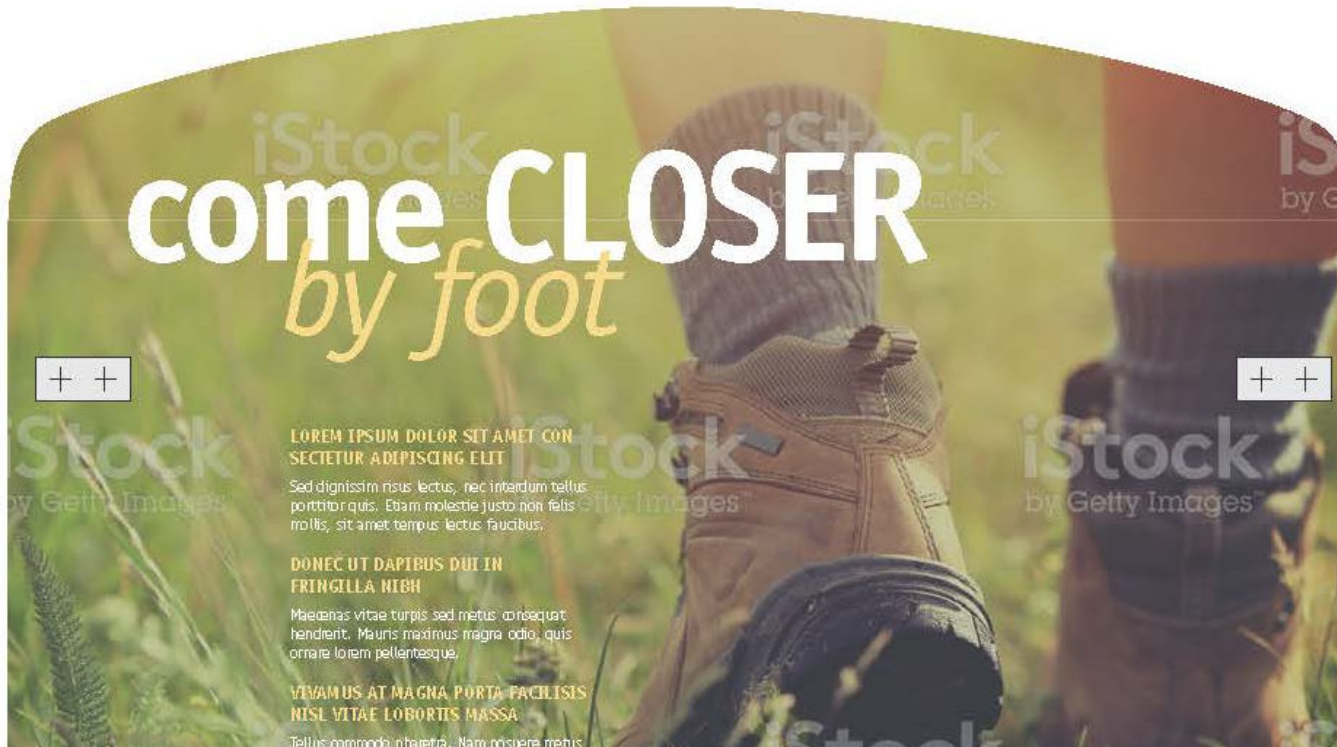
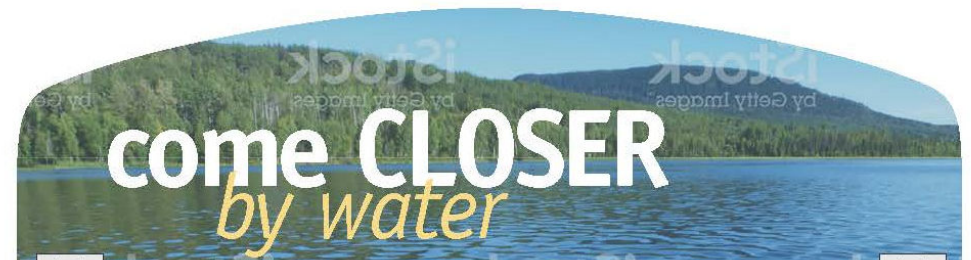
Collectively, the parks create a "museum without walls" and are key destinations for the byway's interpretive multi-modal travel routes and itineraries.



HERITAGE CENTER ACTIVITY CARDS & THEMATIC ITINERARIES



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