



# *White ~ Still ~ & Wild*

## *A Blueway Trail Development Plan for the Black River*

*in Oneida, Lewis and Jefferson Counties  
New York State*



This document was prepared for the New York State Department of State  
with funds provided under Title 11 of the Environmental Protection Fund.



# White, Still, & Wild

## A Blueway Trail Development Plan for the Black River in Oneida, Lewis and Jefferson Counties in New York State

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Produced with the cooperation of the New York State Tug Hill Commission



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## 1.0 Executive Summary

The Black River in New York's North Country is an undiscovered jewel that has yet to tap into its potential to become a recreational resource that will make it a regional economic asset. This report provides a plan, and describes the process used, to create a "Blueway Trail" along the Black River. The vision created for the Blueway Trail is:

*"to establish a water-based recreational trail, which connects communities and attractions along the Black River between Forestport at the upper end and Dexter at the mouth at Lake Ontario. The Black River Blueway Trail shall become the impetus for the revitalization of communities adjacent to the Black River through tourism and for the development of practices for sustainable development of the Black River Corridor. The Black River Blueway Trail shall provide amenities for residents and tourists alike such as numerous, high quality river access points; clear signage defining the route; educational signage, maps and brochures; and generally provide a pleasant memorable experience for all who use the Trail and the adjacent corridor."*

### Character

The Black River flows from its headwaters in the western Adirondacks, through the Tug Hill region and into Lake Ontario and provides a recreational corridor used for fishing, canoeing, whitewater rafting, kayaking and scenic viewing along its 114-mile length. The Black River corridor has three distinct character areas; the **wild river section** from Forestport downstream to Lyons Falls, the 42-mile **flatwater section** from Lyons Falls to Carthage, and the 30-mile **whitewater section** from Carthage to the mouth at Dexter. Each of these areas has its own history, economy and user groups. Collectively, the major assets of the Black River include its unspoiled scenery, its friendly small town atmosphere, its rich history and its diverse character.

### A Coordinated Approach

The Blueway Trail Plan was developed with the assistance of a 14 member Advisory Committee that represented a wide range of interests and geographic areas. There were also a series of public meetings held at various locations along the Black River. During these meetings, information was collected about the issues, opportunities and constraints that will affect the Blueway and input was sought on the recommendations in the Plan.



*View from River Road Bridge near Forestport in the Wild River Section*



*Castorland Boat Launch in the Flatwater Section*



*Kayakers at the Hole Brothers wave in Watertown in the Whitewater Section*

### Inventory of Existing Resources

An analysis of both physical and cultural conditions was prepared for the Blueway Trail Plan. This included descriptions of the physical environment such as the surrounding land use, water quality, the underlying geology, dams, flood areas, climate, etc. Recreational use of the river was also examined and included whitewater rafting and kayaking, flatwater boating such as canoeing, fishing and other passive uses.

Intrinsic resources were also identified, mapped, photographed and cataloged. These are attractions, sites and facilities that relate to the inherent nature of the Black River corridor and include culture and history resources, recreation resources, tourism resources and scenic resources. Collectively, these resources create a picture of the unique and varied character of the Black River.

### Marketing the Blueway Trail

An analysis of who will use the Blueway Trail and whom it should be promoted to, targeted three groups. First, the residents (both primary and second home owners) of the Black River region will be major users and beneficiaries of the Blueway improvements. The second group is recreation tourists that were identified and analyzed to determine what other types of activities they may engage in while visiting. The third target group is referred to as “culture and heritage” visitors that travel to a destination for the experience of visiting unique locations with authentic historic and cultural sites and events.



*The area has numerous attractive historic buildings such as the Black River Studio and Gallery in Forestport*

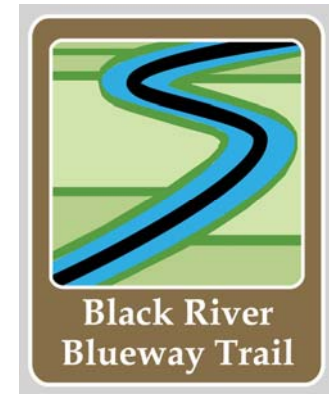
## The Plan

Based on the project's issues, opportunities and constraints along with the target markets, a Master Plan of physical improvements that can be made along the Black River was developed that includes:

- **gateways** to create an awareness of the Blueway Trail by visitors
- **trails** along the Black River wherever feasible
- **river access enhancements** such as signage, parking, boat launches, picnic areas, etc.
- **camping** along the river for both boaters and visitors in vehicles
- **view enhancements** such as thinning of vegetation and creating view overlooks
- **signage** for marking the Blueway Trail and river access points and educational interpretive signage at key locations such as river access points and gateways
- **interpretive centers** to provide information to tourists

## Implementing the Vision

In order for the Blueway Trail Development Plan to become a success, it must be implemented. There are two major tools developed to assure that this will happen. The first is that a series of guiding policy statements on the topics of economy, environment, river access, community character and education are included in the Plan. The intent is that the policy statements be adopted by municipalities to insure that the recommendations in the plan are uniformly applied along the corridor. The second tool is an implementation matrix that lists each major recommendation and shows an approximate cost, potential funding sources and a relative time frame for each. There is also a detailed matrix of potential funding sources, both public and private, that can be used as a reference when looking for funds for the various components of the Plan.



*The Black River Blueway should have an icon developed for signage such as this example*



*A Photo Simulation of a Blueway Sign along a Major Road*



## 2.0 Introduction

The Black River flows from its headwaters in the western Adirondacks, through the Tug Hill region and into Lake Ontario. The River plays an important role in the economy of the North Country region. Historically, the area was settled to capitalize on the power of the river, which could be harnessed to run mills and transport goods. Today, the Black River is a recreational corridor used for fishing, canoeing, whitewater rafting, kayaking and viewing along its 114-mile length. The Black River corridor has three distinct character areas; the wild section from Forestport downstream to Lyons Falls, the 42-mile flatwater section from Lyons Falls to Carthage, and the 30-mile whitewater section from Carthage to the mouth at Dexter. Each area has its own history, economy and user groups. Collectively, the major assets of the Black River include its scenery, its friendly, small town atmosphere, its rich history and its diverse character.

In order to capitalize on the assets of the Black River, the Town of Martinsburg, on behalf of the 37 municipalities along the Black River, spanning Oneida, Jefferson and Lewis counties, submitted a joint application for funding to develop a Blueway Trail Plan. In May of 2005, New York State awarded a grant for the Blueway Plan.

In the spring of 2006 a Request for Proposals (RFP) was issued by the New York State Tug Hill Commission in order to select a consultant that would prepare the Blueway Trail Development Plan for the Black River. Following receipt of proposals and resulting interviews, the firm of peter j. smith & company, inc. was selected to prepare the Plan. An Advisory Committee was formed to work with the consultant that consisted of 14 members representing the three counties, numerous townships and villages, and various tourism related organizations.

### 2.1. What is a Blueway

Blueways are small boat and paddling routes that combine recreation and environmental awareness and allow users to travel to designated stops along the way for rest, overnight stays, and enjoyment of land-based attractions in the vicinity. The creation of a New York State Blueway Trail is already underway in various areas, including the Hudson River Water Trail, the Canal Recreationway, and the Lake Champlain Paddlers Trail. Initially, the Blueway will be a series of routes that are defined by waterbody characteristics, local attractions, and local interest.



*The wild Black River above Forestport*



*The flatwater Section of the Black River  
near Lowville*



*Rapids on the Black River  
in Watertown*

Over time these will become a single connected route that will be recognized as part of a New York State system that will include the Black River Blueway Trail.

## 2.2. Project Partners

The information and recommendations in this plan are intended to promote inter-municipal coordination and cooperation among the following participating communities:

1. Oneida County: The Towns of Boonville, Remsen and Forestport and the Village of Boonville.
2. Lewis County: The Towns of Croghan, Denmark, Greig, Leyden, Lowville, Lyonsdale, Martinsburg, New Bremen, Turin, Watson, and West Turin; and the Villages of Castorland, Lowville, Lyons Falls, and Port Leyden.
3. Jefferson County: The Towns of Brownville, Champion, Hounsfield, LeRay, Pamela, Rutland, Watertown, and Wilna; the Villages of Black River, Brownville, Carthage, Deferiet, Dexter, Glen Park, Herrings, Sackets Harbor, and West Carthage; and the City of Watertown.



The Black River Blueway Trail Plan was developed in partnership with the New York State Tug Hill Commission and the New York State Department of State Division of Coastal Resources who provided technical assistance and helped guide the preparation of the Plan. The NYS Tug Hill Commission is a non-regulatory state agency charged with helping local governments, organizations, and citizens shape the future of the region. The Commission uses a grassroots approach to help create a sound environment and economy for this special, rural region of New York State. It provides technical assistance in land use planning, community economic development, and natural resource management, with a special emphasis on fostering intermunicipal cooperation.

The Department of State, Division of Coastal Resources (DCR) is involved in a wide variety of programs and initiatives that help revitalize, promote and protect New York's communities and waterfronts.

The Division works with local governments to prepare Local Waterfront Revitalization Programs, or LWRPs. An LWRP is a locally prepared, land and water use plan and strategy for a

community's natural, public, working, or developed waterfront through which critical issues are addressed. In partnership with DCR, a municipality develops community consensus regarding the future of its waterfront and refines State waterfront policies to reflect local conditions and circumstances. The Local Waterfront Revitalization Program also contains the organizational structure, local laws, projects, and on-going partnerships that implement the planning document. Once approved by the New York Secretary of State, the Local Program serves to coordinate State actions needed to assist the community achieve its vision.

The Division provides technical and financial assistance for plans and projects that expand public access, revitalize waterfront areas, restore habitats, and strengthen local economies. DCR programs are designed to encourage long-term partnerships between waterfront communities and DCR in order to advance projects through planning, design and implementation. The Blueway Trail Plan was prepared with funds provided to the Town of Martinsburg, on behalf of all the Black River communities, by DCR through the Environmental Protection Fund - Local Waterfront Revitalization Program.

In addition to the parties above, there were a number of other agencies and interest groups (Appendix B) that were consulted throughout the planning process.



### 3.0 Project Area

The Black River is located in the heart of New York State's North Country. The river's watershed is 1,920 square miles and includes much of Lewis, Jefferson and Herkimer counties and a small portion of Oneida and Hamilton counties. The river is over 100-miles in length from its source in the western Adirondack Mountains to its mouth at Lake Ontario. For this project the focus is along the river in Jefferson, Lewis and Oneida counties.

#### 3.1. Blueway Trail Area Boundary

A boundary was developed for the Blueway Plan in order to specifically define the river corridor. With some exceptions, the boundary generally is defined as the first through road running along each side of the river except where it expands to include Villages or major intrinsic resources. The boundary does not always include the road that is the most direct and quickest route through the corridor but instead, roads that include river access points and views of the river. If the first through road is a residential loop with no river access, views or intrinsic resources, it is not used to define the boundary. Please refer to Appendix F for a detailed written description of the study boundary.



Figure 3.1 - Black River Context Map

### 3.2. Character Areas

Three general Character Areas have been identified within the project boundary. The areas are based on a number of factors including the physical features and land use, the use of the river and most importantly the underlying rock formations that form the profile of the river as it flows north and westward. These classifications are generalizations about the character of the areas since there is some flatwater in the whitewater and wild river areas, however, overall the classifications are an accurate portrayal.



*Wild River Area near Forestport*



*The falls below Forestport Reservoir*



**Figure 3.2 - River Character Areas**

#### 3.2.1. Wild River Area

This scenic section of the Black River is located between the top of the falls at Lyons Falls on the downstream end and slightly above Kayuta Lake near the Village of Forestport at the upper end. This is a mountainous section of river that drops 1,023 feet over 40 miles. The river here has much less water since it is above the major tributaries such as the Moose River that flows in at Lyons Falls. There is good canoeing in the shallow water between Forestport and Boonville and on short sections where there are dams between Boonville and Lyons Falls. There are also opportunities for motor boating on Forestport Reservoir and Kayuta Lake.

Visitor's services are available in Boonville and to a more limited extent in Forestport. The surrounding land use is agricultural and residential, with some industrial properties near the dams. Much of the land, especially near Forestport, is dense tree cover giving the area a wilder appearance than other sections of the river

### 3.2.2. Flatwater Area

This section is bounded by the Village of Carthage on the downstream end and Lyons Falls on the upstream end and is known locally as the "Black River Flats". The river drops only approximately 15-feet over the 42-mile distance. The river is in a broad open valley that is between two and five-miles in width.

Before the Black River was used for transporting goods to the Black River Canal in the 1850s, it was canalized-deepened and stabilized with dams, jetties and pilings creating deep sections that flow at a slow to moderate pace. This left the river suitable for small boats such as canoes, kayaks and shallow-draft motorboats.

The river valley in this area is mostly agricultural, particularly dairy farming, and is sparsely populated in spite of the fact that there is some fallow farmland, which is being sold for camps and home sites. With the exception of Castorland and Lowville, which are both slightly elevated above the river plain, there are no communities in this area due to the persistent flooding in the broad low valley floor. There are few tourist services in this section due to the limited development.



*Flatwater Area near Lowville*



*Castorland Boat Launch in the Flatwater Area*



*Whitewater Areas in Watertown*

### 3.2.3. Whitewater Area

This is the section of river from the mouth where the Black River flows into Lake Ontario near the Village of Dexter, upstream to the Village of Carthage. The river drops approximately 480-feet in this 30-mile section creating a rapid flow and a series of whitewater runs and play areas that are famous among whitewater enthusiasts.

The whitewater section is more densely populated than other areas as it flows past Carthage, Herrings, Deferiet, Fort Drum, Black River, Watertown, Brownville and Dexter. There are numerous services for tourists such as restaurants, motel/hotels, bed & breakfasts and retail shops in this area. The surrounding land use is a mixture of residential, commercial, industrial and limited agriculture.

This section includes the whitewater runs for which the Black River is famous. The kayak “play areas” are located in the City of Watertown. This area is most famous for being the location of the North American Freestyle Kayak Championships in 2005. In 2006, this was the location for the Black Water Challenge, the first stop in the Kayaking World Cup featuring competitors from all over the world. There are also numerous rafting companies that provide guided whitewater trips on the Black River from Watertown down to Brownville and Dexter.

### 3.3. *Blueway Corridor Profile*

#### 3.3.1. History

The Black River area was initially settled after the Revolutionary War, particularly by the French nobility, who were fleeing persecution from the French Revolution. Most notably James LeRay De Chaumont, and Joseph Bonaparte, the brother of Napoleon Bonaparte and former king of Spain, both lived in Jefferson County. Prior to that, it was frontier wilderness occupied by the Iroquois. There were also some early settlements along the Black River in what is now Watertown where settlers were attracted by the river's power that was used to operate mills.

By 1805 numerous townships had been established along the Black River but transportation to and from remained difficult – even via stagecoach, the route from Watertown to Utica took 18 to 20 hours.<sup>1</sup> The major opening of the Black River Valley to trade occurred when the Black River Canal was opened in the 1850s.

With the Erie Canal completed in 1825, Gov. DeWitt Clinton proposed construction of a northern canal that would link the Erie Canal with Lake Ontario. The Canal was to make use of the Black River's water and open up the vast reserves of timber, iron ore and fertile land in the North Country. In 1836 the state legislature authorized work on the 35-mile long canal from Rome upward to the crest at Boonville and down to Lyons Falls where it would connect to the flat section of the Black River that, with a little modification, could be used by canal boats. Construction began in 1840 and the entire canal was completed and opened in 1855. It was an engineering marvel that though it was only 35 miles long, required 109 locks to negotiate a rise and fall of 1,079 feet. The last section to be built was a 10-mile feeder between Forestport and Boonville to supply water for both the Black River and Erie Canals. When this source of water proved to be an inadequate, the State built an extensive impoundment system damming nearly every river and lake in the region to create a system with a four billion gallon capacity.

After the canal opened and timber was transported, lands were opened to farming and the canal was used to haul farm products. As the forests disappeared, use of the canal dwindled until it was closed in 1922.<sup>2</sup>

1. Chan Elise D. - Images of America Jefferson County – 1997 Arcadia Publishing

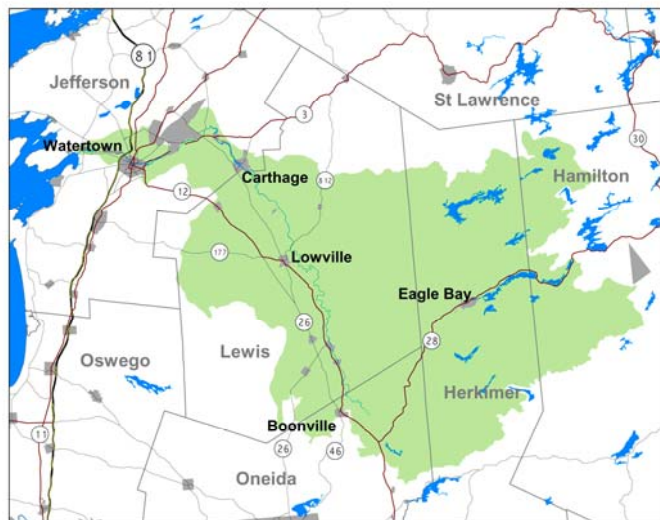
2. Fynmore, Edward P. and Corwin, Harney J. – Images of America Black River Canal – 2005 Arcadia Publishing



*The Stage Coach Tavern in Great Bend  
built around 1850*



*The Black River Canal today – near Boonville*



*The Black River Watershed drains 1,920 square miles*



*Water quality on the Black River has improved dramatically due to recent sewer projects*

### 3.3.2. Hydrology

The Black River watershed drains 1,920 square miles extending well into the western Adirondacks, also draining some of the Tug Hill Plateau as it flows westward to Lake Ontario. The river includes some major tributaries from the east including the Moose, Beaver and Independence Rivers and Otter Creek. Smaller steep tributaries from the southwest include the Deer, and Sugar Rivers and Roaring Brook and numerous other smaller streams. Within the watershed there is also an abundance of lakes, ponds and wetlands.

### 3.3.3. Water Quality

The Black River is classified by NYSDEC as a class C stream except for a short segment in the City of Watertown that is class A. According to the New York State Water Quality Classifications, “the best usage of Class C waters is fishing. These waters shall be suitable for fish propagation and survival. The water quality shall be suitable for primary and secondary contact recreation, although other factors may limit the use for these purposes.” Fortunately, greater appreciation of the river’s economic value as a recreational resource has led to recognition of the need to protect water quality. In recent years \$31 million in sewer projects from Lyons Falls to Watertown have dramatically improved water quality in the river, eliminating millions of gallons of untreated discharge into the river each month. See Appendix C, D and E for maps of Environmental Conditions.

### 3.3.4. Water Use

The broad categories of water use are recreation, industrial/agricultural and domestic. Recreation uses are described later in this report. The majority of industrial water use is for the generation of hydropower and some is used in the paper manufacturing industry. The river is used as a source of domestic drinking water by several communities including the City of Watertown and for the Fort Drum Military Reservation.

### 3.3.5. Climate

The climate of the Blueway Trail area is slightly cooler and higher in precipitation than the rest of the state. The annual mean temperature varies from about 45 degrees at Watertown to 40 degrees at higher elevations. The annual precipitation rate is among the highest of any watershed in New York State. Average annual precipitation at Watertown from 1920-2000 was

40.2 inches. Precipitation is distributed relatively uniformly throughout the year with the majority of the precipitation in the winter occurring as snowfall. Average annual snowfall at Watertown from 1931-2000 was 106.4 inches<sup>3</sup> contributing to the region as a major winter recreation destination. Real-time river flows and snow measurements are taken by the Hudson River Black River Regulating District at <http://www.hrbrrd.com/gauges.html>.

### 3.3.6. Land Use

Lands along the Black River are in a variety of uses. Figures 3-6 to 3-11 include color coded land use indicating if lands are agricultural, residential, vacant, commercial, recreation, community, industrial, public and wild/state owned. At a glance, one can see that the lower stretch of river from Carthage downstream has smaller parcels and a more varied land use than the rest of the river with a mix of residential, commercial and industrial properties. The stretch from Carthage to Lyons Falls is heavily agricultural with some very large residential parcels. The area in the vicinity of Lyons Falls has numerous industrial parcels that are owned by hydroelectric power companies. From Lyons Falls upstream parcels again are more varied in use with a large percentage of residential and vacant lands.



*Agricultural Lands along the Black River*

### 3.3.7. Local Development Controls

There are 37 municipalities within the Blueway study area, each with its own development controls. In 2003, most (31) of those have a written comprehensive plan and about half (17) have zoning (Appendix O). Two communities; the Village of Dexter and Sackets Harbor have a completed and approved Local Waterfront Revitalization Program (LWRP). The Village of Sackets Harbor, located just outside the project boundary on the Black River Bay (where the Black River empties into Lake Ontario) has contributed to Blueway planning efforts. The City of Watertown is in the process of working on an LWRP.



*Hesington Marsh boardwalk and Interpretive Signage along the Black River*

### 3.3.8. Flooding and Erosion

The river is subject to flash flooding which is attributable to the relatively steep and rocky terrain at the upper reaches of the watershed. The greatest potential and frequency for floods along the Black River occurs in the early spring when rain combines with snowmelt, though it can occur at anytime. Although cool early spring temperatures are conducive to a slower rate of snowmelt, spring floods are prevalent. Flooding is a persistent problem in the Black River Basin and agricultural and urban flooding is identified as the primary water resource concern in the



*Flood Level Indicator along the  
Black River near Lowville*



*Water flows over a dam near Mill Street in  
Watertown*

Reconnaissance Report for the Black River Basin<sup>3</sup>. Agricultural flooding was estimated to cause an average of \$209,000 (1989 dollars) in flood damages each year as well as the underutilization of the most fertile farmland. Urban flooding concentrated in the south side of the Village of Carthage was found to cause an average of \$73,000 (1989 dollars) in annual flood damages. Larger flood events also affect urban areas downstream of Cathage to Watertown.<sup>3</sup>

Shoreline erosion is a common problem in the flatwater section of the Black River. Deep soils that are conducive to agriculture are also prone to being unstable and are undermined and washed away by the river. In addition to degrading water quality this may complicate the selection of river access points and boat launches. Maintaining the riparian vegetation along the length of the river will help reduce shoreline erosion.

### 3.3.9. Dams

There are numerous dams on the Black River in a variety of sizes and conditions. The US Army Corps of Engineers National Inventory of dams website shows 26 separate dams on the mainstem of the Black River within the study area. There are 93 dams within the Black River Watershed.<sup>3</sup> Many of these dams are a remnant of the industrial heritage of the river where water was stored to power mills and many are used for hydropower generation. The dams are concentrated in the lower section between Carthage and Lake Ontario with 18 dams, there are remnants between Carthage and Lyons Falls and there are eight from Lyons Falls upstream to the Herkimer county line. The Hudson River Black River Regulating District manages Dam flows.

3 – US Army Corps of Engineers - 2006 Small Boat Navigation Hazards in the Black River from Lyons Falls to Carthage, New York

### 3.3.10. Topography

The topography along the Black River creates the three distinctly different character areas. In the wild river section from its source in the Adirondacks, the Black River drops 1,023 feet over a 40-mile distance. After a 64-foot drop at Lyons Falls, the flatwater section of the river drops a mere 15 feet in the 42-mile stretch to Carthage while flowing through a broad agricultural valley that varies from two to five-miles wide. In the whitewater section from Carthage to the mouth, it again drops 480-feet over about 30 miles and is generally contained in a limestone/shale gorge.

### 3.3.11. Geology

Much of the physical character of the Black River is dictated by the underlying geological formations. The Tug Hill plateau is comprised of layers of sedimentary rock that are gently tilted toward Lake Ontario to the west as a result of the uplift in the Adirondack Mountains. As the uplift occurred, the river was pushed westward into a resistant layer of Trenton group limestones. To the north and east of the river are the Black River group of limestones, which underlay the Trenton group. In the broad agricultural valley between Carthage and Lyons Falls is a shelf of glacial drift and delta sediments deposited in a glacial lake known as Lake Port Leyden.<sup>4</sup>

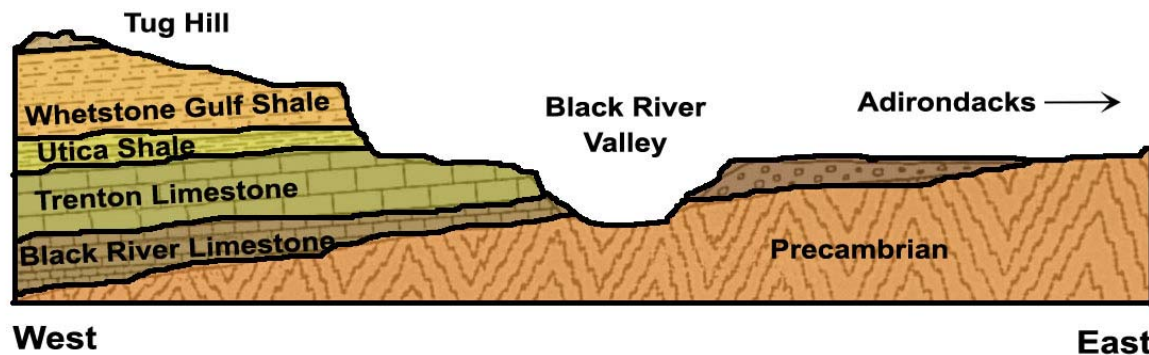


Figure 3.3 - Profile of Geologic Strata<sup>4</sup>



*View looking north from the edge of the Tug Hill Plateau on Ridge Road near the Village of Black River*

4 – Adapted from Van Diver, Bradford B. – Roadside Geology of New York – 1985 Mountain Press Publishing Company



*Black River Canal Trail near Boonville*



*Parking for Black River Trail near Watertown*



*Kayuta Lake Campground  
near Forestport*

### 3.3.12. Trails

There are currently two sections of developed trails along the Black River. The Black River Trail runs on the south side of the river upstream from Watertown. It includes two and three quarter miles of paved trail. The Black River Canal Trail runs along the former canal towpath near the Village of Boonville.

There are addition sections of trail planned for the future. The Black River Trail mentioned above may have another three quarters of a mile of trail added. There is also a section of trail, approximately three miles in length planned north of Lyons Falls.

### 3.3.13. Camping

There were six existing campgrounds identified within the project boundary with one additional campground likely to open in the near future in Watertown. These are all developed campgrounds with facilities for a variety of users from tent campers to recreational vehicles.

	Name	Municipality
1	Brown Barn Campground	Forestport
2	Kayuta Lake Campground	Forestport
3	Babcock Campground	Denmark
4	Bud's Campground	Champion
5	Centennial Campground	Watertown
6	Black River Bay Campground	Dexter

**Table 3-1 – Campgrounds along the Black River**

It is important to note that other campgrounds are located outside of the study area that serve the Black River users, however, they do not relate directly to the river.

With the exception of Babcock Campground there are no campgrounds in the flatwater section of the river. This may be partly explained by the fact that much of the Black River flats are prone to periodic flooding and consequently have few permanent facilities constructed. Boaters use the flatwater section and additional camping areas would provide a beneficial service. It would be particularly helpful to have some campsites that could be accessed directly from the river.

### 3.3.14. River Access Points

Existing access points along the Black River were mapped, photographed, categorized and given a quality rating. Access points were given a primary category of either fishing access, developed parking, boat launch, or shoreline trails. Figures 3.6 to 3.11 show the distribution of the river access points along the Black River. Following is a description of each of the river access categories:

- **Fishing Access** – These are signed and designated by the NYSDEC as such.
- **Developed Parking** – These are locations that are either, surfaced, signed or improved in some way for use as a river access location. Even though they are developed, many can be improved further to increase visibility and use.
- **Boat Launch** – This type of access point includes designated boat launches that are for either larger trailer launch boats that require a developed ramp or car top boat (canoe/kayak) launch sites.
- **Shoreline Trail** – These are locations that are primarily to provide access to a designated trail along the river. The trail can be either a developed, surfaced trail or a footpath.

It is important to note that when categorizing the access points, the category selected is the primary function and that other functions may be present at the same location. For example, a fishing access point may also have developed parking but for the purposes of categorization, its primary category is fishing access. See Appendix G for a listing of river access points.



*Developed River Access  
Lyons Falls Boat Launch*



*Developed River Access  
Norton Rd. Bridge in Lyonsdale*

### 3.3.15. Travel Routes

The Black River is not adjacent to any major population center - consequently many visitors travel for a considerable length by road. There are several roadway routes that visitors to the Black River take depending upon their departure location. Without exception, all of these routes are very scenic and can be pleasant to travel.



Figure 3.4 – Travel Routes Map

The upstream reaches of the Black River is accessed by one of several routes from the south such as NYS Route 28 which connects with the Interstate 90 (NYS Thruway) at Herkimer and continues northward touching the Black River at Forestport before continuing into the Adirondack Mountains. NYS Route 12 also connects to the Black River at Forestport, connecting from Utica. The third major access point from the south is NYS Route 26 which runs from the City of Rome and connects with the Black River at Lyons Falls.

The major point of entry for visitors to the downstream reaches of the Black River is from Interstate 81, which touches the west edge of Watertown and locally runs between Syracuse and the bridge to Canada at Alexandria Bay. This is a well traveled, divided highway posted for high-speed travel used by visitors from both the north and south directions. Though there are no large population centers for a considerable distance to the northeast, there are a few local visitors who arrive at the Black River from either NYS Routes 37, 3, 26 and 28 or US Route 11.

Once a visitor has arrived at the Black River, there a number of roads that vary in speed and character that will take them from one end of the river to the other. NYS Routes 12, 26 and 3 are wide highways that are generally posted for speeds of 55 miles per hour that a visitor can use to travel quickly and conveniently, however, they are not as scenic as many of the local roads that are located closer to the river and connect the historic villages and hamlets.

### 3.4. *Scenic Byways*

Similar to a blueway trail—which connects land-based communities and resources via a shared recreational waterway—scenic byways connect communities by means of a theme-based automobile route. As evidence of the scenic quality of the Black River region, there are four roads along the Black River that have received a special designation for their scenic beauty and interest. These are; the Black River Trail Scenic Byway, the Seaway Trail National Scenic Byway, the Olympic Trail and NY Route 28: Central Adirondack Trail.

#### 3.4.1. Black River Trail Scenic Byway

The Black River Trail Scenic Byway is one of several routes in New York State's Adirondack North Country Scenic Byways System, managed by the Adirondack North Country Association (ANCA). The 111-mile Black River Scenic Byway runs along the western edge of the Adirondacks from Rome to Ogdensburg, paralleling a portion of the Black River and Black River Canal. For more information on the North Country Scenic Byway system, visit [www.adirondack.org](http://www.adirondack.org).

At the time of this report, the NYS Tug Hill Commission is working with ANCA and the local communities to develop a corridor management plan (CMP) for the Black River Scenic Byway. Given the overlap with the Black River Blueway, and the similarity in the blueway and byway planning process, much of the inventory work will be useful to both efforts. It is therefore understood that many of the recommendations in this report will be applicable to the byway CMP as well.



Figure 3.5 - Scenic Byway Map

The name of the Black River Trail Scenic Byway is somewhat deceptive since the majority of the route is not actually along the Black River. Visitors may find it confusing to be on the trail many miles from the Black River. According to the Adirondack North Country Association (ANCA,) three byway meetings to-date along the northern section of the byway have confirmed that the communities along this route have no sense of identity with the Black River theme. At the same time, the consensus at public meetings along the Black River is that the scenic byway ought to be re-routed in the vicinity of Lowville in order to follow the Black River along the rest of its length. It is the consensus of the Black River Blueway Trail Advisory Committee that the Black River Scenic Byway should be rerouted at Lowville to follow the Black River. This will allow a more coordinated marketing effort in the future that will cause less confusion to the general public.

From Lowville there are two possible routes:

- One could leave Lowville along NYS Route 26, turn right onto Route 410 through Castorland (location of a key boat launch), and pick up NYS Route 126 after crossing the bridge on the other side of Castorland –
- or:
- Follow NYS Route 812 to Croghan and pick up NYS Route 126 in the village center. This could highlight the resources in Croghan and would follow the Beaver River for a short distance before picking up the Black River (the Beaver River is a major tributary to the Black and provides 25% of the flow into the Black River during the summer months)



*View from the NYS Route 410 Bridge near  
Castorland*

Croghan is outside of the Blueway study area and consequently was not evaluated as part of this study.

From Carthage downstream there is a route proposed that is endorsed by peter j. smith & company. From Lowville, the Black River Scenic Byway should follow a route that:

- Brings it along the Black River on Route 26 to Carthage, and then along Route 3 from Carthage to Watertown (paralleling a short segment of the Olympic Scenic Byway);
- At Watertown, after crossing the river by the Route 3 Wave kayaking area, the byway would turn right onto Huntington Street, following the river to Public Square;
- Turn right onto Mill Street, again crossing the river (offering a view of the falls at the Mill Street Dam);

- Turn left onto Main Street, following NYS Route 12 out of the city and along the Black River Gorge through Glen Park, Brownville, and Dexter, ending at Black River Bay, where the route would intersect with the Seaway Trail on Route 180.

### 3.4.2. Seaway Trail National Scenic Byway

This route crosses the Black River at the Village of Dexter near the mouth of the River. The Seaway Trail in New York State is a 454-mile route that follows the shoreline of the St. Lawrence River, Lake Ontario, the Niagara River and Lake Erie. It also continues past the state line following the Lake Erie shoreline in Pennsylvania. It carries visitors through an array of large towns, quaint villages, bays and rolling farmland.

### 3.4.3. NYS Route 28: Central Adirondack Trail

This route runs from Rome westward to Glens Falls through the scenic Adirondack Mountains. In addition to scenery, the Central Adirondack Trail offers a variety of outdoor activities such as camping, skiing, picnicking and canoeing. There are numerous museums and historic sites along River near Forestport. Visitors can combine a drive through Adirondack hamlets with a lake cruise or scenic train ride. The Central Adirondack Trail is managed by the Adirondack North Country Association (ANCA).

### 3.4.4. Olympic Scenic Byway

The Olympic Scenic Byway stretches 170 miles from the Great Lake Ontario to the legendary Lake Champlain, following portions of New York State Routes 3, 86, and 9N. It includes a number of scenic and recreational attractions, including the Village of Lake Placid—the site of the Winter Olympic Games in 1932 and 1980. A short segment of the Olympic Scenic Byway parallels the Black River along New York State Route 3 between Carthage and Watertown. The NYS Tug Hill Commission is working on a request for a legislative change to the Olympic Scenic Byway proposing a loop on Route 3 south into Carthage and north up to Deferiet. NYSDOT has accepted the proposal and will place the request before the Legislature upon receipt of the required data.

*Intrinsic resources are attractions, sites and facilities that relate to the inherent nature of the Black River Corridor.*



*View from Route 3 Bridge in Watertown along the Olympic Scenic Byway*

### 3.5. *Intrinsic Resources*

Intrinsic resources are attractions, sites and facilities that relate to the inherent nature of the Black River corridor. By collecting and mapping intrinsic resources, a base of information is created that can be sorted out to determine what resources are along the corridor, what level of quality they are and if there are any surpluses or deficits of any given type of resources. Intrinsic resources also create a picture of the character of the river corridor. The Black River Blueway Trail intrinsic resources are evaluated to:

- Identify patterns of development occurring that could be enhanced;
- Develop theme areas along the trail;
- Identify areas that can be improved upon and locations for support facilities; and
- Identify opportunities for themes, clustering and enhancing the resources of the Black River.

*A G.I.S.-based database of intrinsic resources was provided to the NYS Tug Hill Commission for future reference.*

Intrinsic Resources are categorized into culture & history, recreation, tourism and visual resources. Intrinsic resources were collected by a field team that drove all roads along the edge of the river for its entire length to inventory and locate resources. The primary category for each was identified; for example, a park may include a historic monument and a river access point but its primary identity is a park and it is counted among the Recreation resources. The evaluation completed during the inventory was input into an ArcView GIS mapping database. The intrinsic resources are depicted on the map in Figures 3.6 to 3.11. Please note that due to the immensity of the project area, which is over 100 miles in length, the maps are on separate pages in order to make the intrinsic resources visible. Additionally, the individual icons used to note the resources are large enough to be visible but may overlap or overlay one another due to the scale of the map.

#### 3.5.1. Culture & History Related Resources

Culture & history resources are those sites, both past and present, that capture the unique qualities of the communities of the Black River and define the history and traditions that set the context for the legacy of the Black River's development patterns and the character of the built environment. These include art, archaeological sites, cemeteries, churches, community centers, festival/fair grounds, historic architecture, monuments, museums and theaters. The Black River region is rich in these types of resources. The project team drove the length of the Black River



*Culture & History Resource  
Hulbert House in Boonville*

on both sides and identified, mapped, inventoried and photographed 48 history & culture related resources. This included 10 historic churches among other significant historic buildings, 22 cemeteries and a variety of other resources including numerous historic monuments and plaques. A complete list of those resources is provided in Appendix I.

The culture & history related resources make the Black River corridor unique and offer an amenity that can be marketed to potential visitors. There is an opportunity to promote these resources to tourists that are interested in the authenticity that these resources provide.

### 3.5.2. Tourism Infrastructure

Tourism Infrastructure is resources designed to appeal to, serve and entertain visitors. These resources are agri-tourism, farm markets, interpretive and information centers, accommodations including, inns and hotels, theme attractions, theaters, shopping, including antiques and restaurants. There were 65 of these types of resources identified by the project team including 39 restaurants, 10 accommodations such as bed & breakfasts, and hotel/motels, and five rafting companies. A complete list of those resources is provided in Appendix J.

The results of the analysis indicate that there are a lack of overnight accommodations in the flatwater and wild river sections of the river with only a total of four B& B's and five motel/hotels along the 70 miles. Most of the overnight accommodations are in the Watertown area though this is a considerable distance for a visitor to Boonville, for example.

### 3.5.3. Scenic Resources

Scenic Resources are abundant along the Black River. Residents and visitors both cite the scenery as one of the major qualities of the area. Scenic resources were inventoried, mapped and photographed by the project team along with other resources. Views mapped are those that relate to the Black River – that is views of or toward the river rather than views down roads. Views were recorded at every bridge that crossed the river in both an upstream and downstream direction (as with all intrinsic resources, views were photographed and rated for quality). 95 views were recorded. The largest concentration of these are in the whitewater section of the river with 41 recorded. The flatwater section had 29 viewpoints and the wild river section had 24 recorded. This is not a statement of the scenic quality, but rather the visibility of the river. The more bridges and the closer the river is to the adjacent roads, the more view points.



*Tourism Infrastructure  
Riverview Motel near Watertown*



*Scenic Viewpoint near Watertown*



*Scenic Viewpoint near Lyons Falls*

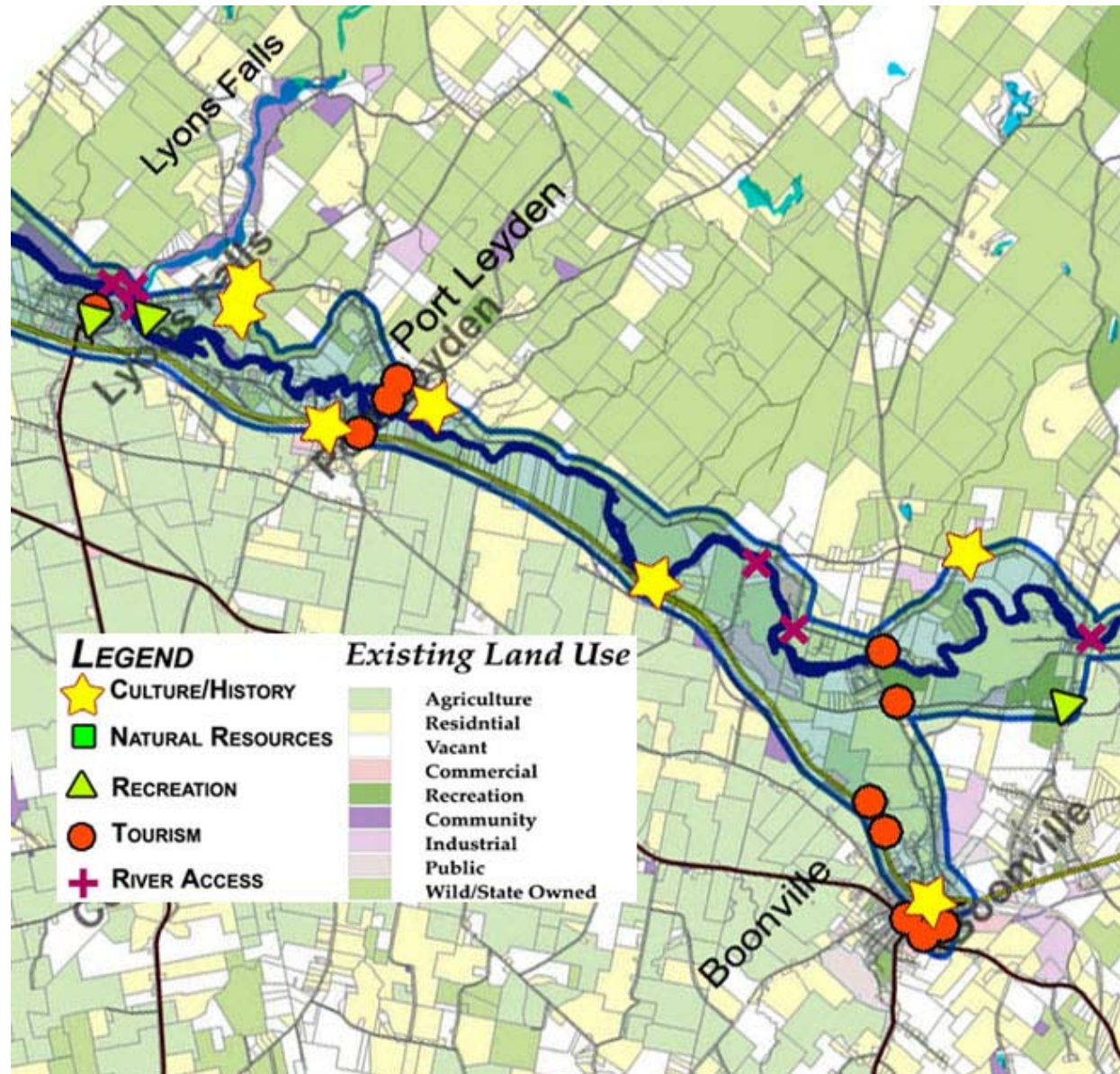


Figure 3.6 – Intrinsic Resources – Wild River Area 1/2

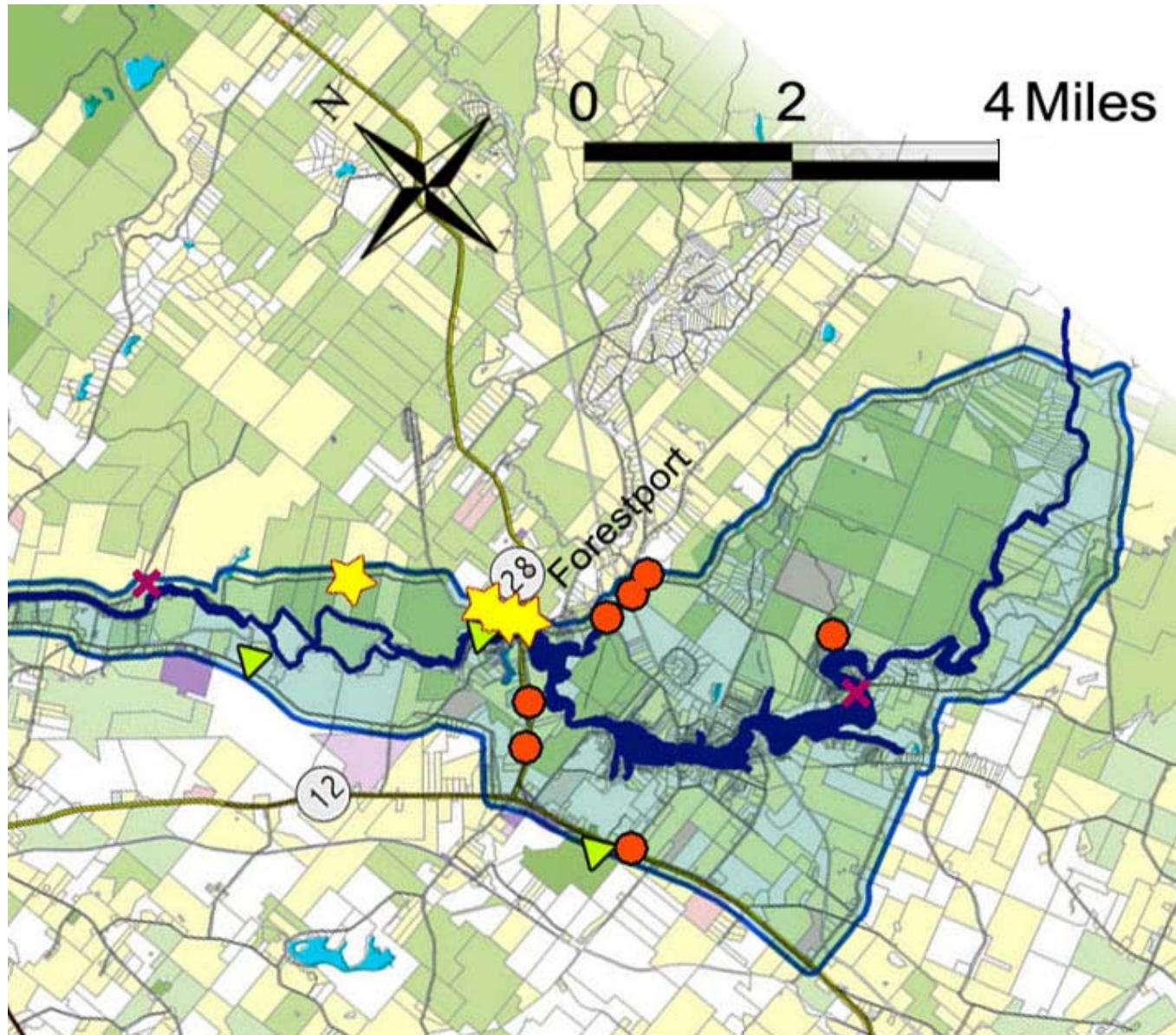


Figure 3.7 – Intrinsic Resources – Wild River Area 2/2

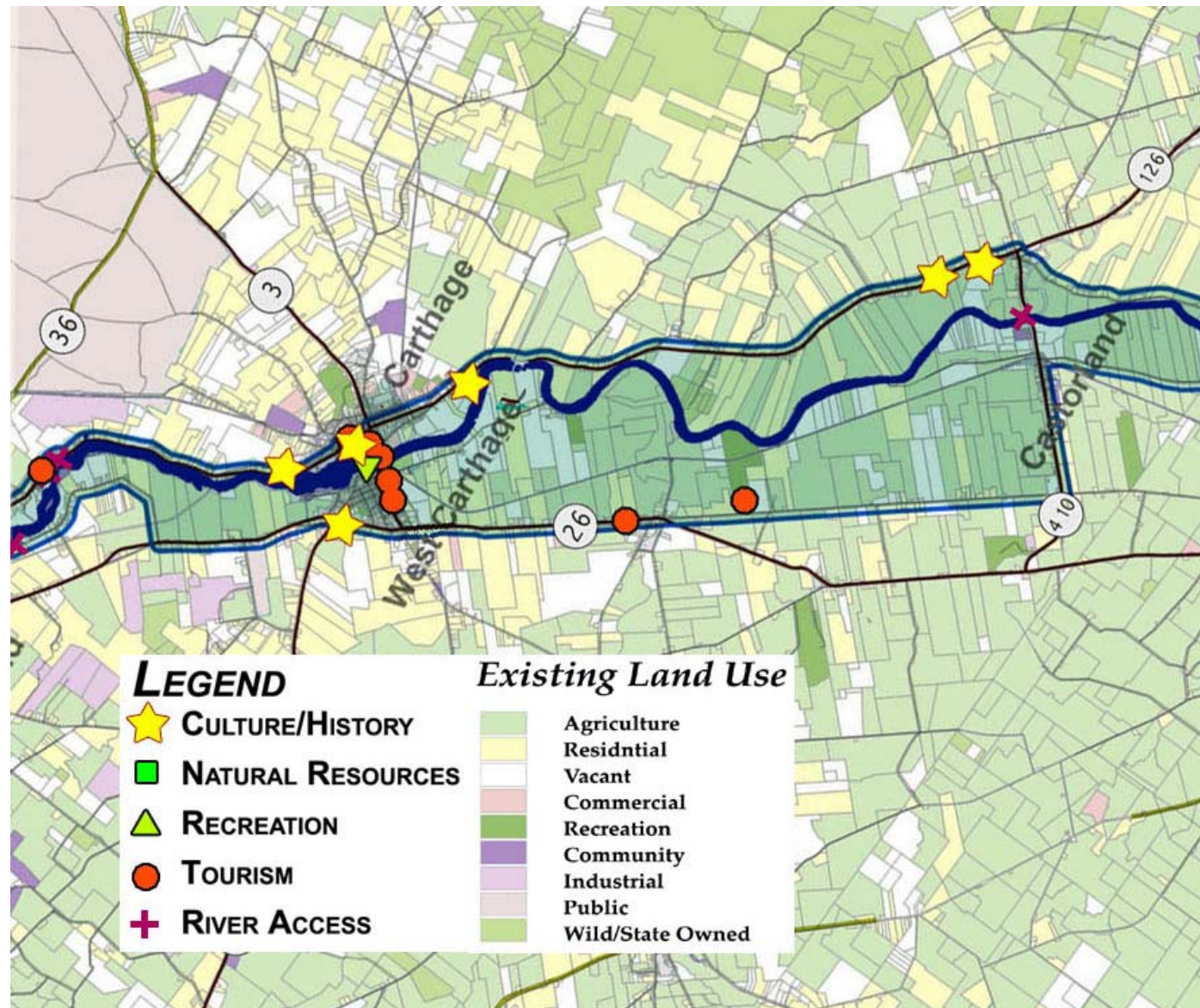


Figure 3.8 – Intrinsic Resources – Flatwater Area 1 /2

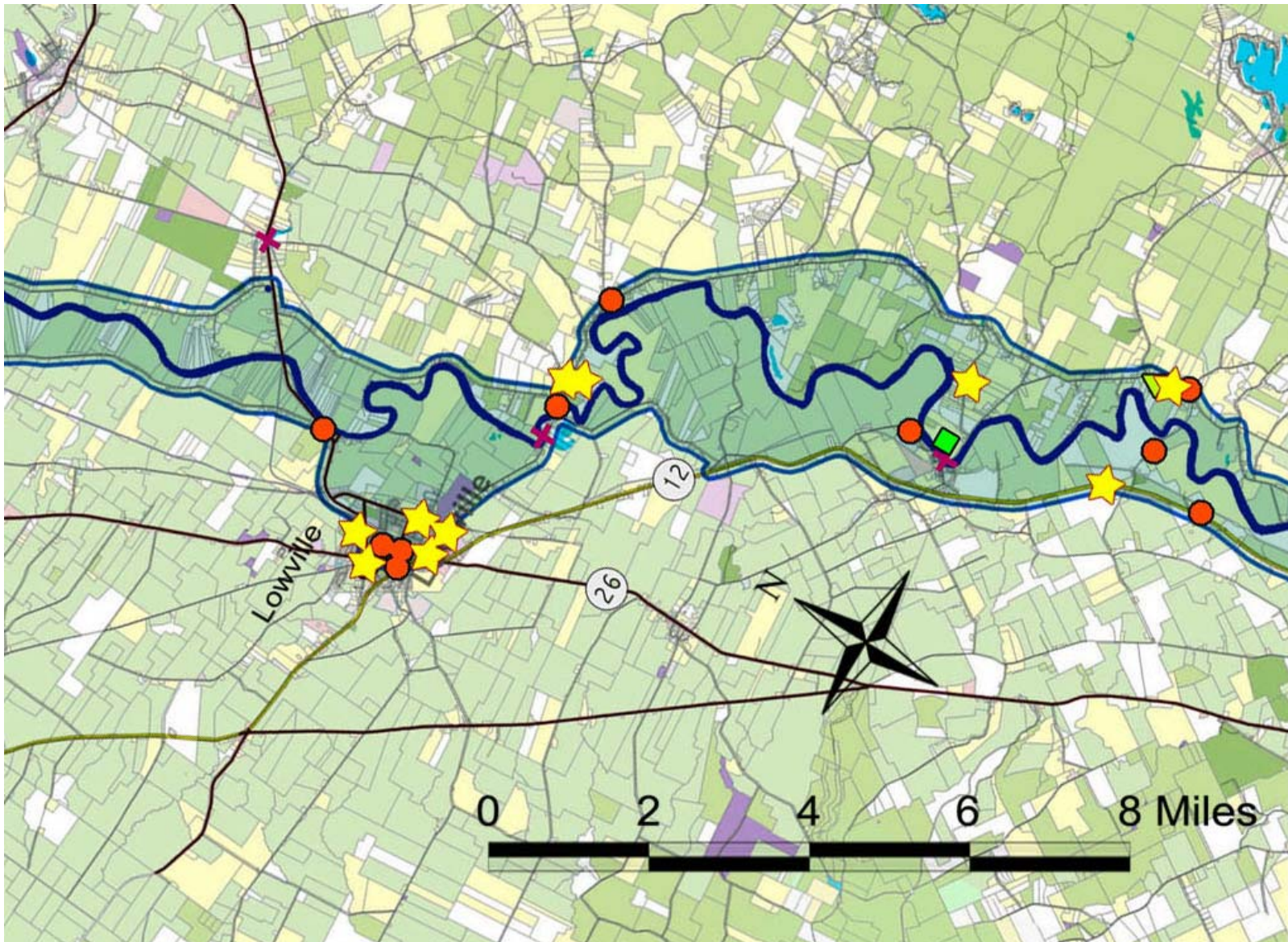


Figure 3.9 – Intrinsic Resources – Flatwater Area 2/2

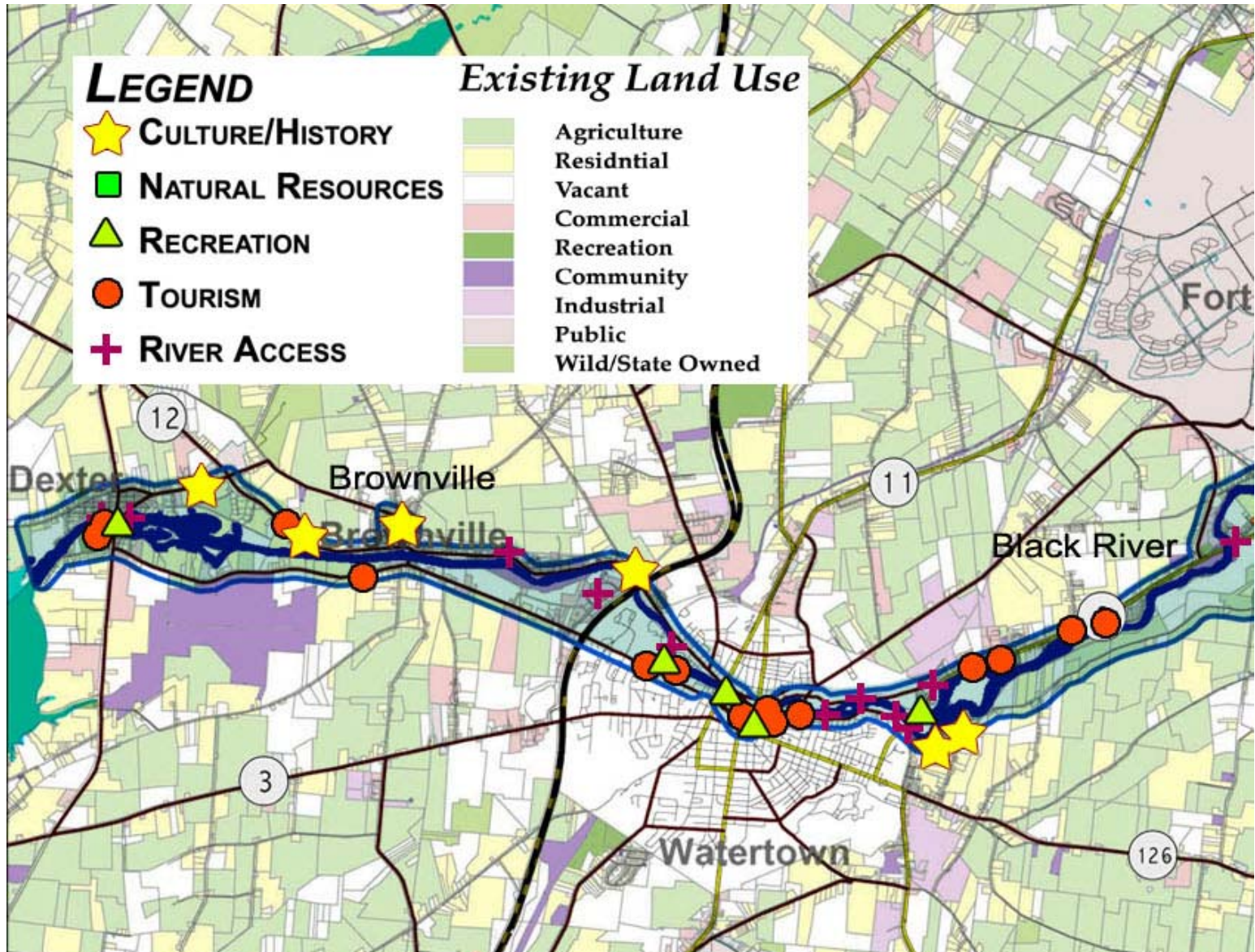


Figure 3.10 – Intrinsic Resources – Whitewater Area 1/2

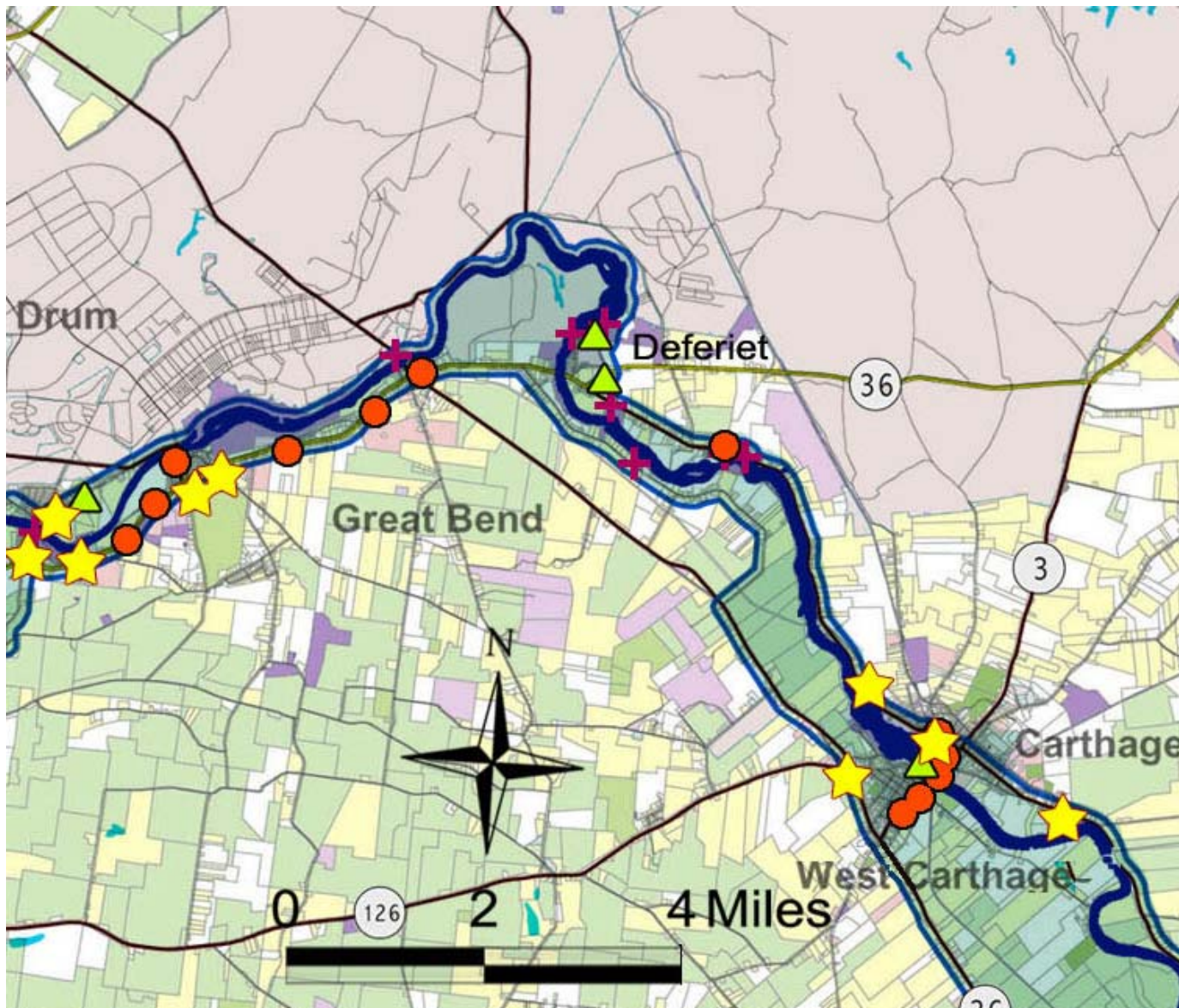


Figure 3.11 – Intrinsic Resources – Whitewater Area 2/2



*Recreation Resource  
Hesington Marsh in the Town of Martinsburg*



*Boat Launch at Castorland*



*Boat Launch at Deferiet Recreation Area*

When viewpoints were inventoried, a quality rating was assigned to each. Visual quality ratings are based on factors such as the distance of the view and whether it is compromised by unattractive features such as industrial sites, commercial signage, etc. The table following indicates the visual quality ratings given to the views with five being the highest:

Quality Rating	1	2	3	4	5	Total	Average
Views	1	7	27	38	22	95	3.76

**Table 3.2 – Quality Ratings of Views**

### 3.5.4. Recreation Resources

Recreation Resources include active and passive, public and private facilities and features. These are different from recreational uses that are described later in this report in that these are the physical facilities that are primarily used for recreation. These range from public open space to indoor recreation facilities. Recreation resources inventoried are: common space, golf courses (public and private) and sports venues, as well as parks, picnic areas, pools and playgrounds. There were 25 Recreation Resources identified. Most of those (17) were parks that are the major outdoor space in Villages. Most often they include facilities for picnicking, a playground and a sports field. There were two golf courses identified though there are more just outside the project boundary. A complete list of Recreation Resources is provided in Appendix H.

## 3.6. Recreational Use

### 3.6.1. Boating

Most of the Black River in the Project Boundary is navigable by boat. The state of New York has categorized the Black River as a navigable Class C stream. In the upper section of river near Forestport, Kayuta Lake and Forestport Reservoir are both used by motorboats with public access ramps provided at both. Above Kayuta Lake, the river is too small and rocky for even canoes or kayaks. From Forestport to Lyons Falls there are several river access points, both above and below Denley Dam where car top boat launching is possible with one developed canoe launch at the hydro tailwater. In spite of this, usage in the upper section of rivers by canoes and kayaks is relatively light.

The river from Lyons Falls to Carthage, known as the flatwater section, is frequently used by canoes, kayaks and some shallow draft motorboats and personal watercraft (jet skis). This section of river is promoted for boating and there are several developed boat launch points at lower Lyons Falls, Burdick's Crossing, Glenfield, Beach's Landing, Castorland, and Carthage. Though boating is common in this section there are some in-river navigational hazards that have caused some concern. To address this a study was commissioned and was recently completed titled 'Small boat navigation hazards in the Black River from Lyons Falls to Carthage, New York' which was prepared by the US Army Corps of Engineers. This study compiled a list of 23 navigational hazards and listed measures to remediate each.



*Boat Launch at Glenfield*

From Carthage to Lake Ontario is the stretch that is heavily used by whitewater rafters and kayakers. There are developed access points above the Herrings Dam and along Jackson II Road above the hydro dam. There is a launch near Deferiet, one at Felts Mills and at Huntingtonville there is a take out point above a dam.

Within the City of Watertown there are numerous boater access points – both developed and undeveloped that are used by whitewater enthusiasts. A recent study funded by the NYS Department of State as part of the City's Local Waterfront Revitalization Program, titled, 'Black River Whitewater & Trail Feasibility Study; Watertown, New York' explores the opportunities that exist along, and within, the Black River for recreational enhancement within the City of Watertown. It highlights specific sites in the river and suggests improvements that will enhance recreational opportunities. There are two distinct types of boaters that use the lower Black River. Kayakers frequently use the river in Watertown by launching at one of the "park & play" locations where they will remain for the entire outing. The other users are the floaters, which are mostly whitewater rafters who paddle through by launching at various sites in Watertown and floating downstream. There are several commercial rafting companies that launch in Watertown and float downstream past numerous hydro dams to either a takeout at Brownville where the fast water ends or continue through the gorge in the flatwater to Dexter near the mouth of the Black River. These rafting trips have become a major industry - it has been estimated that over 13,000 people per year float the Black River with the various rafting companies.



*Kayaks at the "Hole Brothers" wave in Watertown*



*Fly fisherman casting near Boonville*



*Camping is allowed at the Burdick's Crossing  
river access point*

### 3.6.2. Fishing

There are several distinct types of fishing that occur on the Black River. From Lyons Falls upstream, there is a coldwater fishery with fishermen targeting various species of trout, bass and perch. From Lyons Falls downstream there is fishing for warm water species such as bass, walleye, pickerel, and northern pike. From Watertown downstream there is a run of anadromous salmon, steelhead and brown trout from Lake Ontario that are caught in the fall and spring due to fish ladders at the Dexter and Glen Park dams.

Fishing is very popular on the Black River with majority of those attending public workshops for this project responding that they enjoy fishing on the river. To help accommodate fishing, the State currently has acquired over 20-miles of public fishing rights along the Black River. The State is in the process of making maps of public fishing areas and posting them online, however, the Black River has not yet been completed. A dairy farm along the Black River near Lowville recently entered into a consent order with the NYSDEC that includes the creation of new public fishing rights easements at the farm further adding to this resource. Public fishing areas are well signed at 300-foot intervals.

### 3.6.3. Camping

There are six commercial campgrounds within the Blueway Project Area that are widely dispersed from Dexter to Forestport with one additional proposed to open soon in the City of Watertown. In addition, there is one area along the river at Burdick's Crossing in the Town of Turin where camping is allowed though it is undeveloped and not signed.

#### 3.6.4. Miscellaneous

Additional types of recreation along the Black River were rated by public workshop participants. Following are the recreational uses in descending order:

- **Passive Use** – The highest rated use was relaxing by the water. This is a statement of how much people appreciate the river's character and beauty. People enjoy being near the river to take in the scenic beauty even without a purpose or agenda.
- **Swimming** – This was rated highly among other types of recreation in spite of the fact that there are no developed public swimming areas along the Black River.
- **Hiking** – This included hiking on footpaths and using the developed trails along the river.
- **Picnicking** – This use occurs at many of the developed river access points and local parks.
- **Bicycling** – There are dedicated bike lanes on State Route 3 and Route 12 that are used by local users as well as touring cyclists. There are also some sections of developed trails along the river that are popular.
- **Additional types of recreation** listed include jogging, ATV riding, snowmobiling, cross country skiing, hunting, watching wildlife, horseback riding, and snowshoeing



*Locals swimming and fishing along the Black River in Watertown*

## 4.0 Issues, Opportunities, Vision and Strategies

*A public participation process was implemented to insure that all interested parties had ample opportunity to provide input.*



*Community Workshop in Watertown*

### 4.1. Advisory Committee Participation

An Advisory Committee was formed for this project that consisted of 22 members representing the three counties, numerous townships and villages, and various tourism related organizations. Because of their diversity in geographic distribution and professions, the Committee represented a broad section of the Black River corridor population and provided a strong knowledge of the Black River area. The Advisory Committee met five times during the project and, between meetings, was kept informed as to the project progress via email and direct mailings. The Committee was instrumental in assuring that the Master Plan and Policy developed for the Blueway Trail meets the needs of local communities.

### 4.2. Public Participation

There was an extensive public participation process implemented to ensure that all interested parties had ample opportunity to provide input for, and receive updates about, the development of the Blueway Trail Plan. Public meetings were well publicized with notifications going out to all 37 municipalities, all 16 agencies and interest groups on the mailing list and to the following publications: Watertown Daily Times, Jefferson County Journal, Boonville Herald, Carthage Republican Tribune, Lowville Journal & Republican, Oneida Daily Republican, Utica Observer Dispatch, and the Rome Sentinel.

#### 4.2.1. Community Workshops

Community workshops were held in two stages during the study process to solicit input into the preparation of the Blueway Trail Development Plan. The goal of the meetings was to identify local or community level issues and opportunities, to ensure study goals and objectives are met across the region, and to educate and encourage “buy in” from study area residents and stakeholders. The Community Vision Workshops consisted of three public meetings that were held in different communities along the Black River; Watertown, Lowville and Boonville. This encouraged participation by reducing the distance to meetings and allowed a meeting to occur in each of the river character areas. The Community Workshop was held in Lowville, which is centrally located

along the Blueway.

### ▪ **Community Vision Workshops**

The purpose of this workshop was to identify important issues and opportunities associated with the development of the Blueway Trail. Attendees were informed about the project area, scope of the project and were given a workbook with broad questions about areas of the corridor that they are familiar with and what the Plan can accomplish to benefit them. Maps of the Black River corridor were also provided for markup by participants. Between the three locations, a total of 64 people attended the Community Vision Workshops.

### ▪ **Community Workshops – Implementing the Vision**

This workshop was held midway through the project to review initiatives to revitalize the corridor, and discuss potential long and short-term projects. A slideshow was presented that included conclusions from the first round of public workshops, highlighted the qualities of the corridor, and present preliminary thoughts on how to preserve, promote and enhance the Blueway. This workshop was attended by 21 persons.

#### **4.2.2. Direct Mailings**

Meeting announcements and project updates were sent directly to officials at the 37 municipalities and the agencies and interest groups.

#### **4.2.3. Website**

Updates and meeting information were provided on the NYS Tug Hill Commission website at [www.tughill.org/BRBlueway.htm](http://www.tughill.org/BRBlueway.htm).



*Map Exercise by a group at the Community Workshop in Watertown*



*Many river access locations can be identified and improved*



*Park House Restaurant in Boonville reflects historic character of the Black River corridor*

### 4.3. Issues, Opportunities and Constraints

During the planning process there were several **issues and opportunities** identified as items that should be addressed by the Development Plan. These issues and opportunities are:

- **Theme for the Blueway** – There is a need to create an identity or “brand” for the Blueway Trail to assist in marketing and promotional efforts. The identity should capitalize on the many assets that the area has to offer and should capture the interest and imagination of potential visitors and local residents alike. The identity should also help to unite communities in a common vision for the Blueway. The Blueway identity should be reinforced with signage and gateway features.
- **Identify Visitors** – Methods to reach out and attract tourists should be developed in order to help stimulate local economies. Due to the diverse character of the River there are a number of different user groups that should be identified, analyzed and targeted with promotions.
- **Promote the Blueway** – Devise a number of methods to encourage use of and visitation to the Blueway. Reach out through the use of websites, advertising, displays, magazine articles, events or any other method
- **Amenities for Visitors** – When a visitor comes to the Blueway Trail it is important that their expectations be met or exceeded. Amenities for visitors should be provided that include a wide variety of items from welcoming or informational stations with maps and brochures, quality infrastructure such as roads and trails, quality accommodations and restaurants, camping areas, good river access and any features that help provide a quality recreational experience.
- **River Access** – Access to the river is limited and should be improved. Provide new river access points and improve existing access. River access point should serve diverse groups whenever possible such as trail users, fishermen, cyclists and boaters. Provide signage directing motorists to the access points and sign the access points. Also provide locations along the river where boaters can get out without trespassing on private land.
- **Preserving the Character** – Attracting visitors may compromise the very qualities that have attracted them. To prevent this, Blueway projects and all future development along the Blueway should be designed to be in keeping with the character of the Black River corridor’s character, culture and history.

- **Protect the Environment** – No initiative for the Blueway Trail will be successful if the quality of the environment is compromised. The Blueway Trail Development Plan should promote only those uses of the river corridor that preserve or enhance the quality of the environment.
- **Making it Happen** – Ensure that the Blueway Trail Development Plan effects change and that it is accepted by the many communities. The plan should spell out specific steps that should be taken in order to begin its implementation. The plan should also include policy statements that can be adopted by the municipalities in order to create a unity along the corridor.

Along with the issues and opportunities identified above, there were also several possible **constraints** that may present special challenges. Some of these are listed below along with a description of how the challenge will be addressed:

- **Varied Interests** – The Blueway Trail Development Plan is a multi-community effort that includes a wide variety of interests. There may be some challenges crafting a Plan that can be accepted by all municipalities. To address this, the major initiatives of the Plan will be written as policy statements that can be adopted by municipalities wholly or in part allowing them to edit out the portions of the Plan to which they take exception, leaving the bulk of the Plan intact.
- **Public Access** – Many of the initiatives of the Plan will depend on the ability to provide public access to the river. Most of the riverbanks are privately held properties and the idea of public access may be in conflict with the landowner. In response to this concern, the Plan will be implemented over the years. As properties change owners or uses there may be a greater willingness to discuss the sale of lands or the creation of easements to allow public access.
- **Funding** – The Plan is expensive and the sources of funds for implementation may not be currently available. To address this, each specific initiative that is recommended has a suggestion for funding sources. In some cases the source may require some local match monies or require the submittal of an application for funds, however, with determination and by pooling resources between various communities and agencies, funds may be found.



*The quality of the environment along the Black River should be preserved and enhanced*

#### 4.4. Vision Statement

Following a visioning exercise with the Advisory Committee and the public Community Vision Workshops, a vision statement was developed for the Blueway Trail. The vision statement is intended to provide clarity regarding the purpose for, and intent of, the Black River Blueway Trail Development Plan.

*The Vision for the Black River Blueway Trail is to establish a water-based recreational trail, which connects communities and attractions along the Black River between Forestport at the upper end and Dexter at the mouth to Lake Ontario. The Black River Blueway Trail shall become the impetus for the revitalization of communities adjacent to the Black River through tourism and for the development of practices for sustainable development of the Black River Corridor. The Black River Blueway Trail shall provide amenities for residents and tourists alike such as numerous, high quality river access points; clear signage defining the route; educational signage, maps and brochures; and generally provide a pleasant memorable experience for all who use the Trail and the adjacent corridor.*

*Goals and Objectives  
provide guidance  
when facing difficult  
decisions that arise  
when preparing the  
recommendations of  
the Master Plan and  
Policy.*

#### 4.5. Goals and Objectives

Goals and objectives were developed to address the issues and opportunities that were identified by the Advisory Committee and in the Public Workshops. These are intended to provide guidance when facing difficult decisions that arise when preparing the individual recommendations of the Master Plan and Policy for the Black River Blueway Trail.

##### **Goal #1 - Increase Public Access to the River**

- A. Improve **existing access points** to allow a variety of recreational types such as boating, fishing, picnicking and river viewing.
- B. Target locations for **new access points** that create convenient opportunities to easily access areas that are currently difficult to reach by boat and/or car.
- C. Improve **signage at access points** to identify and welcome visitors.

**Goal #2 - Develop an Identity for the Black River Blueway**

- A. Determine **thematic and character areas** that help create a “brand” for the Blueway that summarize its character and opportunities.
- B. Develop a Blueway Trail **signage program** to help identify and raise awareness of the Blueway and to provide navigational aids.
- C. Develop a **marketing program and materials** that identify potential visitors and reach out to them using a variety of promotional tools.

**Goal #3 - Develop A Sustainable Tourism-Based Economy**

- A. Identify and encourage **independent projects** that will assist in the revitalization of the Blueway Trail Corridor such as trails, parks, scenic byways, downtown revitalizations, etc.
- B. Protect **historic resources** and provide opportunities for heritage tourism through the creation of local historic districts or listing on the National Register of Historic Places.
- C. Protect **water quality** by encouraging infrastructure improvements, reduction of sedimentation and restoration of riparian vegetation where appropriate.
- D. Protect **ecologically sensitive** waterfront resource
- E. **Educate visitors** through the use of interpretive signage, displays, pamphlets, etc.



*Historic Buildings should be protected such as this Building at Felts Mills*

## 5.0 *Blueway Trail Policies*



*The hospitality business should be encouraged*

Following are a series of policies under general headings that will guide the protection, enhancement and promotion of the Blueway Trail along the Black River. Municipalities along the Black River may adopt these policies in order to support the Blueway Trail Development Plan for the Black River.

### 5.1. *Economy*

We should:

- 1) Support initiatives to **enhance sustainable tourism**. Sustainable tourism includes activities that do not adversely impact the environment or community character along the Black River.
- 2) Encourage the development of **hospitality businesses** such as hotels/motels, B&Bs, camping and restaurants along the Black River.
- 3) Encourage the development of **recreation related businesses** such as boat livery, tackle shops, and sporting goods along the Black River.
- 4) Promote the **identity of the Blueway Trail** through the development of gateways, signage and interpretive centers as described in the Blueway Trail Development Plan for the Black River.
- 6) Promote **authenticity and quality** in tourism-related development.
- 7) Encourage **cooperation in promotion and management** of the Blueway Trail.

### 5.2. *Environment*

We should:

- 1) Support initiatives to **enhance the water quality** of the Black River such as wastewater treatment, combined sewer overflow (CSO) elimination, erosion control and agricultural runoff.
- 2) Protect and enhance **riverbank vegetation** in order to reduce erosion, shade and cool the water and create a natural appearance.
- 3) Protect and enhance the **river corridor** including the shoreline and riverbed.
- 4) Discourage the spread of **invasive species** by educating the public about their spread and control and eliminating them when feasible. Examples include purple loosestrife, Eurasian milfoil, Japanese knotweed, zebra mussels, etc.



*Water Quality should be enhanced*

### 5.3. River Access

We should:

- 1) Provide new, and enhance existing, **public river access points** where appropriate. Provide appropriate signage to identify them.
- 2) Provide a **continuous trail** along the entire length of the Black River within the Blueway boundary. Purchase property and/or work with private landowners to obtain easements for the creation of a trail. Work with agencies that are currently engaged in developing trails.
- 3) Work with **hydropower companies** to provide public access and the waterflow necessary to allow river-based recreation.

### 5.4. Community Character

We should:

- 1) Develop **design guidelines** for development along the Black River. Guidelines for proposed development should be in keeping with the existing character of each community, which varies along the length of the Black River.
- 2) Identify and preserve **historic resources** along the Black River. These may include buildings and historic sites. Encourage the listing of specific significant resources on the National Register of Historic Places. Where groupings of significant historic resources occur, explore the creation of local historic districts to preserve and enhance them.
- 3) Maintain and enhance the **visual quality** along the Black River. This includes identifying and enhancing significant views by lightly trimming vegetation, providing viewing overlooks, and reducing existing, and preventing future, visual clutter such as unsightly billboards, auto salvage yards and other visually unattractive development.
- 4) Support community efforts to create a **development setback** in order to preserve the riparian edge and allow for public access. Setbacks may vary from 25-feet in urban settings to 75-feet in rural settings.

### 5.5. Education

We should:

- 1) Support **education of Blueway Trail users** through development of interpretive signage, educational brochures, historic plaques and monuments, and interpretive centers.

*The policies will guide the protection, enhancement and promotion of the Blueway Trail along the Black River.*



*Identify and Preserve Historic Resources*

## 6.0 Marketing Plan and Strategy

### 6.1 Introduction

*The Black River Blueway Trail has the potential to serve as a powerful economic development tool for the region.*

As a tourism and recreation resource, the Black River Blueway Trail has the potential to serve as a powerful economic development tool for the region. In 2005, the Economic Research Service of the US Department of Agriculture compared rural counties with recreation and tourism-based economies with counties without recreation and tourism-based economies. The study found that the economic and social impacts of recreation and tourism on rural counties are associated with lower poverty rates and higher wages. And while development of significant tourism related activities and destination is associated with higher costs of living, increased median household incomes are greater.

Tourism is already a major component of the economy in rural northern New York. Drivers in this economy include the 1000 Islands, Adirondacks, Tug Hill Plateau and rural recreational activities including hunting, fishing and camping as well as whitewater and flat water boating on the Black River. According to an analysis of existing data, including data published by the Merwin Institute of Rural Services at SUNY Potsdam, Olympic Regional Development Authority and other sources, tourism in Jefferson and Lewis County has an estimated multiplier effect of \$1.30. That is to say, for every \$1 spent in the visitor economy, another \$0.30 is generated. The local government multiplier is \$1.08 – meaning that for every dollar spent in the visitor economy, an additional \$0.08 in local government revenues is generated. Tourism spending translates directly into local jobs and economic benefits, with every \$1 million spent in the visitor economy generating an estimated 20 jobs. The estimated “capture” of visitor spending for resident income is 30%.

The opportunities to grow the local recreation and tourism economy associated with the Black River Blueway Trail are two-fold: Build upon the existing base of activities and pursue a strategy of expanding the tourism and visitor base by attracting new groups of visitors.

In this chapter, market and economic development opportunities of the Trail are explored through the following analyses: The readiness of the local residential base to take advantage of job and entrepreneurial opportunities is explored through a demographic and economic analysis of the residents of the Blueway Trail area.

- Current and potential user groups for the Trail are identified and their primary characteristics defined including the crossover activities in which these groups participate
- The benefits of a potential expansion of the recreation market into heritage and culture tourism are explored
- Product packaging and marketing opportunities are explored

## 6.2. Demographic and Economic Profile

The primary Blueway Trail market for the Black River is the residents of the Black River region. The residents are important as the primary supporters of and stakeholders in the Blueway. But an understanding of the composition of the Blueway residents is also important in understanding how the trail can help increase wealth in Blueway communities by providing jobs and entrepreneurial opportunities for area residents.

The Black River study area for the Blueway Trail crosses three counties, Jefferson, Lewis and Oneida. The analysis area included all of Jefferson County and Lewis County, and focuses specifically on the three Towns in Oneida County that border the Black River (Boonville, Forestport and Remsen). The population of Oneida County (235,469) does not compare with that of the Jefferson and Lewis counties and as a whole does not compare with them in the context of the Blueway. In addition, the City of Utica, which is some distance from the River, has an influential market impact on Oneida County although it is distant from the River. The City of Watertown, on the other hand, is an important market feature of the Blueway.

In addition to analyzing the Black River region as a whole, the City of Watertown and the Village of Carthage in Jefferson County and the Village of Lowville in Lewis County were analyzed individually to understand how they compare to the region as a whole. The region and the three community centers will be compared to New York State to help understand the position of the Black River region and its components.

*Opportunities are two-fold: Build upon the existing base of activities and pursue a strategy of expanding the tourism and visitor base by attracting new groups of visitors.*

Table 6-1 - Population Change 1990-2000

Jurisdiction	1990	2000	% Change
New York State	17,990,455	18,976,457	5%
Black River Region	145,280	146,904	1%
Jefferson County	110,943	111,738	1%
Lewis County	26,796	26,944	1%
Town of Boonville	4,246	4,572	8%
Town of Forestport	1,556	1,692	9%
Town of Remsen	1,739	1,958	13%
City of Watertown	29,429	26,705	-9%
Village of Carthage	4,344	3,721	-14%
Village of Lowville	3,632	3,476	-4%

source - US Bureau of the Census

The demographics data used for this analysis is from the US Bureau of the Census. The categories are all inclusive, meaning the data for the Counties include all municipalities within the County boundary. The following shows the population change in the Black River region from 1990 to 2000.

#### Change in Population

The change in population in the Black River region between 1990 and 2000 shows that the main community centers in the region, Watertown, Carthage and Lowville are losing population while the County populations are staying relatively stable. Not reflected in the population changes shown is the influx of military personnel at Fort Drum. Since December of 2003, the soldier population of Fort Drum has risen from 10,729 to 18,111 as reported by MG Freakly. That is a 69% increase in soldiers alone and does not include family members. At the writing of this report, many of these soldiers are currently deployed overseas which may change in the next months causing a sudden population influx.

#### Education

At 39%, the Black River Region has a higher percentage of population with a High School Graduate level of education than New York State (28%) as a whole. In addition, although the Region (15%) has a lower percentage of the population with a Bachelors or Professional Degree than the State (27%), the Region (18%) also has a lower percentage of the population that did not graduate for High School than the State as a whole (21%).

Table 6-2 – Year 2000 Educational Attainment

Level of Education	New York State	Black River Region	City of Watertown	Village of Carthage	Village of Lowville
Did Not Graduate High School	21%	18%	17%	19%	18%
High School Graduate	28%	39%	34%	41%	37%
Some College (Including Associates Degree)	24%	29%	31%	26%	26%
Bachelors or Professional Degree	27%	15%	17%	14%	19%

source - US Bureau of the Census

Table 6-3 – Year 2000 Age Composition

	New York State	Black River Region	City of Watertown	Village of Carthage	Village of Lowville
Under 18	25%	27%	26%	28%	26%
18 to 34 Years	24%	25%	26%	23%	17%
35 to 44 Years	16%	16%	15%	15%	15%
45 to 54 Years	13%	12%	11%	12%	12%
55 to 64 Years	9%	8%	7%	8%	8%
65+ Years	13%	12%	16%	14%	21%

source - US Bureau of the Census

### Age

The age composition of the Black River region is comparable to the State as a whole, differing only slightly in each age group. The greatest difference between the State and the Region is in the under 18 age group where the Black River region has 27% of its population and the State has only 25% of its population. The community centers show a variation from the Region in that these jurisdictions have higher percentages of the 65 and over age cohort. The Village of Lowville varies the most, showing a low percentage of the 18 to 34 age group, which may show young adults leaving the area once graduating high school or turning 18 years old.



*Hesington Marsh in the Town of Greig*

### Occupations

The occupations of those persons 16 years and older show that the Region has a lower percentage of management, professional and related occupations than the State, but is offset by higher percentages of service occupations, farming, fishing and forestry occupations, construction extraction and maintenance occupations, production, transportation and moving occupations.

Table 6-4 – Year 2000 Occupations

	New York State	Black River Region	City of Watertown	Village of Carthage	Village of Lowville
Management, professional, and related occupations:	37%	29%	30%	28%	32%
Service occupations:	17%	19%	21%	25%	22%
Sales and office occupations:	27%	24%	28%	25%	22%
Farming, fishing, and forestry occupations	0%	2%	0%	1%	1%
Construction, extraction, and maintenance occupations:	8%	10%	7%	9%	10%
Production, transportation, and material moving occupations:	12%	16%	13%	13%	14%

source - US Bureau of the Census



Numerous hydroelectric dams are located along the Black River

## Industry

The major differences in industry between the State and the Black River region is the region's higher percentage of industry in agriculture, forestry, fishing and hunting and mining (5%), and the Region's lower percentage of industry in professional, scientific, management, administrative and waste management services (4%). Within the Region, the community centers do not have the higher percentages of agriculture, forestry and mining industry, but have higher percentages of retail trade industry, educational, health and social services industry and arts, entertainment, recreation, accommodation and food services.

**Table 6-5 – Year 2000 Industries**

	New York State	Black River Region	City of Watertown	Village of Carthage	Village of Lowville
Agriculture, forestry, fishing and hunting, and mining:	1%	5%	0%	0%	1%
Construction	5%	6%	4%	3%	3%
Manufacturing	10%	12%	8%	9%	12%
Wholesale trade	3%	3%	3%	1%	4%
Retail trade	10%	13%	16%	13%	12%
Transportation and warehousing, and utilities:	5%	4%	4%	2%	4%
Information	4%	2%	4%	2%	1%
Finance, insurance, real estate and rental and leasing:	9%	3%	4%	4%	5%
Professional, scientific, management, administrative, and waste management services:	10%	4%	5%	8%	5%
Educational, health and social services:	24%	24%	25%	37%	31%
Arts, entertainment, recreation, accommodation and food services:	7%	9%	12%	12%	9%
Other services (except public administration)	5%	5%	6%	3%	5%
Public administration	5%	9%	9%	6%	8%

source - US Bureau of the Census

Table 6-6 – Median Household Income in 1999

### Income Levels

Two measures of income levels are median household income and per capita income. The median household income tends to be a more reliable illustration of the wealth of a jurisdiction as a whole because it is not skewed by extreme highs and lows, as is per capita income. Both income measures show that the Black River region has lower incomes than the State as a whole. When comparing the differences in median household income with per capita income, both Jefferson and Lewis Counties have similar median household income with Lewis County have a slightly higher median household income, but as for per capita income - Jefferson County has a substantially higher per capita income. This is likely a result of Lewis County skewed by extreme low incomes. The City of Watertown and the Town of Remsen have opposite differences, the per capita incomes in the two jurisdictions is about the same while the median income in Remsen is much higher than in the City of Watertown. This shows that it is likely that the per capita income for the City of Watertown is skewed by extreme high incomes

New York State	43,393
Jefferson County	34,006
Lewis County	34,361
Town of Boonville	36,744
Town of Forestport	34,455
Town of Remsen	34,968
City of Watertown	28,429
Village of Carthage	24,583
Village of Lowville	32,841

source - US Bureau of the Census

Table 6-7 - Per Capita Income in 1999

New York State	23,389
Jefferson County	16,202
Lewis County	14,971
Town of Boonville	16,704
Town of Forestport	18,494
Town of Remsen	16,394
City of Watertown	16,354
Village of Carthage	13,029
Village of Lowville	17,172

source - US bureau of the Census

Table 6-8 – Percent Below the Poverty Level

New York State	15%
Black River Region	13%
City of Watertown	19%
Village of Carthage	23%
Village of Lowville	15%

source - US Bureau of the Census

### Poverty Rates

Within the Black River region there are two major jurisdictions with high percentages of the population below the poverty level compared to the State, the City of Watertown (19%) and the Village of Carthage (23%). This shows that the poorest segments of the Black River region population are concentrated in the community centers.

## Housing

An important factor when analyzing the Black River Region is the amount of second homes in the area, otherwise known as seasonal, recreational, or occasional use. Nearly  $\frac{1}{4}$  of the total housing units are for seasonal, recreational, or occasional use. This figure is substantially higher than New York State as a whole. Yet, even though there is a large percentage of these seasonal, recreational, or occasional use housing units in the Black River Region as a whole, there is a low percentage of this type of housing units in the community centers of Watertown, Carthage and Lowville. This data illustrates that those with second homes are living outside of the Region's community centers.

**Table 6-9 – Year 2000 Housing Starts**

	New York State	Black River Region	City of Watertown	Village of Carthage	Village of Lowville
<b>Occupied</b>	92%	72%	89%	86%	88%
<b>Vacant</b>	8%	28%	11%	14%	12%
For rent	2%	3%	7%	7%	6%
For sale only	1%	2%	2%	3%	2%
Rented or sold, not occupied	1%	1%	1%	1%	2%
For seasonal, recreational, or occasional use	3%	21%	0%	1%	1%
For migrant workers	0%	0%	0%	0%	0%
Other vacant	1%	2%	1%	3%	2%

source - US Bureau of the Census

Second home ownership already does and certainly will continue to have an impact on Blueway communities. In the Black River Region, second homes run the gamut from stately mansions on the St. Lawrence River and Lake Ontario in Jefferson County, to lodges, country homes and camps in the more rural settings. In Jefferson County, 26 percent of houses were reported as vacant in the 2000 Census; 81 percent of those were for seasonal, recreational or occasional use. In Lewis County, a third of homes were reported vacant, and 73 percent of those were for seasonal, recreational or occasional use. In the region as a whole, as depicted in Table 7-9, above, 21 percent of homes overall were for seasonal, recreational or occasional use.

*Nearly  $\frac{1}{4}$  of the total housing units in the Black River region are for seasonal, recreational, or occasional use.*

*Second home impact in Jefferson County is \$48 million annually, not including mortgages and taxes.*

The implications of second home ownership are economic as well as social. A 2005 survey of seasonal residents in Jefferson County found that seasonal residents do not visit attractions or events often, although they do dine out and shop. The survey report estimated that second home impact in Jefferson County is \$48 million annually, not including mortgages and taxes. Second-home upkeep is estimated at 37 percent of County tourism sales.<sup>1</sup>

Nationwide, second-home owners are affluent baby boomers whose children are grown or nearly grown, according to a 2003 article in American Demographics. They earn more than \$80,000 a year, are college-educated and are an average of 55 years old, a little older than single-home owners (they're 52 on average). Second-home owners are only a little less likely to have a mortgage on their primary residence than those who own one residence.<sup>2</sup>

Second-homeowners spend five times as much as single-home owners on such things as maintenance, house cleaning and lawn care. They also spend more on travel and contribute four times the average to charities including churches, charities and educational institutions. The American Demographics article reported that Census data showing that in Cape Cod, MA, where a third of housing units are for seasonal, recreational or occasional use, per-household retail sales were 20 percent higher than in Massachusetts as a whole, even though the median income was 17 percent lower than the statewide median.

1. 2005 Seasonal Resident Survey Report, by the Northern New York Travel & Tourism Research Center for the 1000 Islands International Tourism Council and Region 4 NYS Tourism Sales Data from Tourism Economics
2. The Second Home Boom, American Demographics, June 2003

While second homes can drive up property values and taxes, the USDA's Economic Research Service found that rural tourism and recreational development results in lower unemployment rates, higher incomes and faster rates of job growth. The authors of a Research Service article considered a wide variety of data, including Census, Bureau of Labor Statistics earnings and income, crime and health statistics and others. They found that in rural recreation areas, the increase in earnings was more than enough to compensate for the increase in the cost of living that these areas have versus non-recreational rural economies. Further, the additional demands for housing and goods and services sparked by the recreation in rural counties can diversify the local economy. The USDA further reported that in the case of rural recreation economies a rising tide does lift all boats: levels of education and health rise, while poverty rates could decline.<sup>3</sup>

The Black River Blueway's counties were not designated by the ERS study as rural recreation counties based upon 2003 data used to sort the nation's rural counties into recreation counties and other non-metro counties. Oneida County is less rural than Jefferson and St. Lawrence counties and the profiles of those two counties are not far off the benchmark used for the ERS study which involved a weighted average of well-known recreation areas' personal income and employment indicators as well as the percent of second homes. Overall, the authors found that the quality of jobs and level of pay for those jobs was higher than anticipated. They did note negative impacts including seasonality, although that may be offset by seasonality in other industries, including agriculture. An important positive social and economic impact of rural recreation, the authors found, is that these areas require upgraded infrastructure to fully develop, making them able to support non-recreation industries and more attractive to entrepreneurs.

3. Reeder, Richard J. and Dennis M. Brown, Recreation, Tourism and Rural Well-Being, USDA Economic Research Service, Economic Research Report Number 7, August 2005

*In order to assess the current and potential visitor for the Blueway, user profiles were developed for participants in outdoor activities relevant to the Black River Region.*

#### **6.2.1. Profiles of Potential Blueway Trail Recreation Enthusiasts**

The Black River provides a multitude of recreational opportunities for visitors and is already a recreation hub for the region and the state. 'The Black River Corridor Economic Adjustment Strategy' focuses on the primary target of whitewater and still water paddlers as well as fresh water anglers. In addition to these activities, the Black River Blueway Trail supports a wide variety of other outdoor activities. In order to assess the current and potential visitor for the Blueway, user profiles were developed for canoeing and kayaking enthusiasts, whitewater rafters and seven other user profiles to provide a complete picture of the existing and potential markets for the Black River Blueway Trail. User profiles were created for:

##### Non-Motorized Outdoor Activities

Camping  
Canoeing/Kayaking  
Cross/Country Skiing  
Fishing  
Golfing  
Mountain Biking  
Whitewater Rafting

##### Motorized Outdoor Activities

All-Terrain Vehicles  
Snowmobiling

The following tables illustrate the user profiles of participants in outdoor activities relevant to the Black River Region (See Appendix L for a list of User Profile Sources). They illustrate the basic demographic profiles of participants in Blueway Trail activities, including their housing, educational attainment and travel habits, among others. Most importantly, it shows that participants in these activities, with the exception of hunting, fishing and camping enthusiasts, participate in a wide range of Blueway activities.

**Table 6-10 - Non-Motorized Outdoor Activity User Profile**

	Camping	Canoeing/Kayaking	Cross-Country Skiing	Golfing	Fishing Households	Mountain Biking	Whitewater Rafting*
Core Market	Married Couples with Children, Somewhat Less Affluent	Families with Incomes Ranging from Middle to Wealthy	Families and Married Couples with Higher Incomes	Married Couples and Families with Incomes of Over \$100,000	Families and Couples with Middle to Lower Incomes	Affluent Married Couples with Families with Incomes Over \$100,000 or Younger & Single with Lower Incomes	Most are Singles or Couples with a majority Having a Household Income Under \$60,000 and 1/3 Having a Household Income over \$100,000
Home	Own Home/Two Vehicles	N/a	High Home Values/ Two or More Vehicles per Household	Higher Home Values/ Two Cars	n/a	Expensive Homes	
Occupation	Agriculture, Forestry, Fisheries, Mining and Construction	N/a	Upper Level White-Collar Professions	White-Collar Occupations	Farmers and Construction Workers and Work in Durable Manufacturing	College Students or Upper Level White Collar Occupations	
Education Level	High School Graduates (many attending some college)	College Educated for the Most Part	College Educated	College Educations	High School Graduate Level with Some College Attendance	n/a	Nearly ½ are College Educated
Age	Mix	35 to 65 Age Range (as well as Younger Participants and Middle Income Families in a Mix of Ages)	35 to 64 Age Range	n/a	Mix of Age Ranges	45 to 64 Age Range	Majority between 35 to 54
Length and/or Distance of Stay	Four or More Overnight Trips per Year / 500 Miles or Less Round Trip	Travel Domestically and Internationally / More Likely to Travel Fewer than 500 Miles Round Trip from Home	Round Trips of 500 Miles or More from Home On Vacation	Vacationers, Likely to have Taken a Vacation Trip within the US in the previous Year.	Taking four or more Overnight Camping Trips Per Year	Likely to have Traveled to Europe within the Previous Three Years and Domestically within the Past Year	Likely to have Traveled to Ontario within the Past Couple Years. Most likely to have Traveled Domestically within the Past Couple Years
Other Activities	Fishing and Hunting	Swimming, Backpacking/ Hiking,, Mountain Biking, Road Biking, Cross-Country Skiing, Downhill Skiing and Golfing	Downhill Skiing, Backpacking/Hiking, Golfing, Walk for Exercise and Road and Mountain Biking	Biking, Walking for Exercise, Downhill Skiing, Hiking/Backpacking and Cross-country Skiing	Hunting	Jogging/Running, Backpacking/Hiking, Road Biking and Downhill Skiing	Wildlife Viewing, Kayaking /Canoeing, Hiking/ Backpacking in Wilderness Setting, Cycling and Wildflower/Flora Viewing

Source: Claritas Analysis of Mediamark Research, Inc. Data

\* Alternative Source: A Snapshot of the White Water Rafting Travel Market in North America. Prepared for the: Canadian Tourism Commission.

**Table 6-11 - Non-Motorized Outdoor Activity User Profile (cont.)**

	Camping	Canoeing/Kayaking	Cross-Country Skiing	Golfing	Fishing Households	Mountain Biking	Whitewater Rafting*
Purchases	Camping Equipment, Fishing Equipment and "Low Ticket" Sporting Equipment	Likely to have Purchased Golf Clubs with the Previous Year and Somewhat Likely to Purchase "High Ticket" Sporting Goods.	Golf Clubs within the Previous Year and "Low Ticket" Sporting Goods within the Previous Year.	Likely to buy Golf Clubs, Dine Out at least Once Weekly and Purchase "High Ticket" Sporting Equipment	Sporting and Camping Equipment including Fishing Equipment, Tents, and Sleeping Bags within the past year.	Buying Power Used to Travel.	n/a
Restaurant Patronage	Dairy Queen, Pizza Hut and Ponderosa	Family/Steakhouse-style Restaurants and Olive Garden (Dine Out Frequently.)	Olive Garden, Applebee's and Outback Steakhouse (Dine Out Frequently.)	Olive Garden, Family/Steakhouse-style Restaurants and Outback Steakhouse	Hardee's, Cracker Barrel and Arby's (Not Likely To Dine Out Frequently)	TGI Fridays and Fuddruggers in the last six months	n/a
Accommodations	Motor Home	All Inclusive Package	Likely to Own a vacation or Weekend Home. Stay at Hotels like Best Western	Spa-type facilities and likely to travel on All-Inclusive Packages	Avid Campers, Travel by Motor Home or stay in a Days Inn	All-Inclusive Package. Stay at the Marriott	n/a

Source: Source: Claritas Analysis of Mediamark Research, Inc. Data \* Alternative Source: A Snapshot of the White Water Rafting Travel Market in North America. Prepared for the: Canadian Tourism Commission.

In addition to an analysis of the crossover potential for non-motorized sports, an analysis of motorized sports was performed. Motorized sports are important to the economies of the Blueway communities. Snowmobiling is a major contributor to the economy of Lewis County in particular, in addition to Oneida and Jefferson counties and establishes Lewis County as a winter-based recreation economy. As shown in the table below, the potential for crossover into other Blueway Trail activities also exists within this market. A limitation noted is that snowmobile enthusiasts tend to be most interested in winter sports, while ATV enthusiasts extend their interests to snowmobiling.

**Table 6-12 - Motorized Outdoor Activity User Profiles**

	All-Terrain Vehicle (ATV)**	Snowmobile***
Core Market	Mostly Male. Majority of Users with a Household Income between \$40,000 and \$80,000	Mostly Male. Majority of Users with a Household Income between \$50,000 to \$100,000
Home	n/a	n/a
Occupation	n/a	Generally a Full Time Employee
Education Level	Majority with a High School Education Level	Majority with a College Degree
Age	Majority Between 35 and 54	Majority between 36 and 50
Length and/or Distance of Stay	Majority Take 1 to 4 Trip to the Tug Hill Region Each Year	Average Miles Traveled for Snowmobile Trip:1,106
Other Activities	Hunting, Fishing, Camping, Boating and Watching Wildlife, Hiking, Mountain Biking and Snowmobiling**** (Nearly ½ Tug Hill Surveyed Snowmobile)	Downhill Skiing, Cross-Country Skiing and Snowshoeing

Sources: \*\* Pennsylvania's ATV Riders and Their Needs

\*\*\* Tug Hill ATV Impact Study: Survey Results

\*\*\*\* Results for 2000-2001 Wyoming Snowmobile Survey: Outfitter Client Report

### 6.2.2. Growth in Participation in Outdoor Recreational Activities in New York

Participation in outdoor activities – including those enjoyed on the Blueway, is growing and continuing to grow, according to the New York State Statewide Outdoor Comprehensive Outdoor Recreation Plan (SCORP). As the American culture continues to focus on relaxation and personal indulgence, we give ourselves more time to relax and enjoy ourselves. As a result the rate of participation in outdoor recreational activities are also on the rise. The 2003 SCORP, covering the planning horizon to 2020, finds that the fastest growing outdoor activity in New York is visiting historic sites. The most participated in activity is relaxing in a park, followed by walking.

**Table 6-13 – SCORP participation rates, 1998-2020**

	1998 Participation	% 1998 population	2020 participation	% 2020 population	Growth	% Growth
Historic sites	3,682,223	24.83%	3,917,109	26.42%	234,886	6.38%
Golfing	2,378,038	16.04%	2,524,301	17.02%	146,263	6.15%
Hunting	1,874,539	12.64%	1,985,486	13.39%	110,947	5.92%
Fishing	3,462,233	23.35%	3,659,717	24.68%	197,485	5.70%
Walking	9,173,807	61.87%	9,692,892	65.37%	519,086	5.66%
X-Country Skiing	779,626	5.26%	821,864	5.54%	42,238	5.42%
Boating	3,564,820	24.04%	3,757,673	25.34%	192,854	5.41%
Relaxing in Park	10,901,801	73.53%	11,475,496	77.40%	573,695	5.26%
Camping	1,915,988	12.92%	2,016,290	13.60%	100,303	5.24%
Hiking	3,150,310	21.25%	3,303,820	22.28%	153,510	4.87%
ATV	673,578	4.54%	706,253	4.51%	32,765	4.85%
Horseback Riding	1,362,542	9.10%	1,428,302	9.20%	65,760	4.83%
Swimming	7,687,154	51.85%	8,033,555	54.18%	346,400	4.51%
Snowmobiling	758,989	5.12%	790,897	5.33%	31,907	4.20%
Tennis	2,444,658	16.49%	2,543,334	17.15%	98,676	4.04%
Ice Skating	2,224,410	15.00%	2,314,360	15.61%	89,950	4.04%
Biking	5,242,681	35.36%	5,411,849	36.50%	169,168	3.23%
Downhill skiing	1,626,855	10.97%	1,678,672	11.32%	51,818	3.19%
Field Sports	3,086,063	20.81%	3,141,449	21.19%	55,386	1.79%
Basketball	2,742,192	18.49%	2,757,299	18.60%	15,107	0.55%

Source: NYS Statewide Outdoor Comprehensive Outdoor Recreation Plan

### 6.3. Culture and Heritage Visitors

Heritage & culture tourism is a growing segment of the international tourism industry. With its focus on authenticity, local flavors, experiences and intrinsic resources. Heritage and culture tourism benefit the tourist and the destination equally. For the tourist, experiences they will enjoy and want to share with others include visiting historic sites and architecture, museums and enjoying natural resources as well as learning about local customs and traditions, tasting local fare and seeing local crafters and artisans at work in the studio, kitchen and outdoors. For the destination, the emphasis on authenticity and local traditions serves as a way to preserve the historic, cultural and natural resources that make the place what it is as well as preserving a way of life and making more diverse employment options available in remote and rural areas.

Heritage and culture tourism is also lucrative. Heritage and culture tourists tend to be affluent, to stay an average of 1.2 days longer, and spend more when they travel. Additionally, they are more flexible than other tourists, willing to make changes to their travel plans as they go.

Two main groups of heritage and culture tourists were identified in the US and Canada by the Travel Activities Motivation Survey for the Ontario Ministry of Tourism – “culture seekers” and “knowledge seekers.” This section examines those two main groups.

#### 6.3.1. Culture Seekers

Culture Seekers comprise 12.2% of the US urban traveling public and 8.4 % of the general population. They also have the following demographic characteristics:

- Average age, 60 years
- Age range, over 46
- They are generally older, 41% are mature couples and 16% are senior couples; 18% are mature singles and 14 percent are senior singles.
- Their average annual household income is \$70,900; 37% have an average household income of more than \$80,000
- 73% have college degrees; 17% have advanced degrees
- 40% are retired; 36% are employed and 13% are self-employed
- They are somewhat more likely to reside in the Middle Atlantic, New England, South Atlantic and Pacific/Hawaii regions of the US. They are equally likely to be from these regions.

*Heritage and culture tourists tend to be affluent, to stay an average of 1.2 days longer, and spend more when they travel.*

- More than half were likely to take overnight pleasure trips within their state or province of residence, similar to all travelers.
- More than three-quarters were likely to travel to other states and provinces, similar to all travelers.
- Culture Seekers were much more likely to visit other countries than all travelers.

Culture Seekers are interested in outdoor activities that are not physically challenging, including visiting nature sites and natural experiences — whale watching, for example — as well as golfing and sailing. They are moderately interested in swimming and sunbathing, fitness and extreme sports. Culture and entertainment activities the Culture Seekers are likely to seek out and enjoy include:

- Museums, art galleries and historic sites
- Performing arts
- Cultural, agricultural and local festivals
- Gardens and arboreta

Culture Seekers are also very likely to indulge themselves with shopping and dining as well as gambling and horse racing. These travelers enjoy seaside resorts and upscale accommodations such as bed and breakfast inns and spas.

Culture Seekers travel mainly for pleasure and are somewhat more likely than the traveling public as a whole to travel during the fall and spring. The Culture Seekers reported that in the last two years, they go on guided tours in the countryside and city and on winery tours.

When planning their vacations, they consult published travel material including established travel guides, articles in newspapers and magazines, information they receive in the mail and information from travel organizations, travel agents and travel shows. They are as likely as the average traveler to rely on past experience, the Internet, television advertising or the advice of friends when planning their vacations.

### 6.3.2. Knowledge Seekers

Knowledge Seekers comprise 9% of the total US population and 13% of the traveling population. Knowledge Seekers are somewhat younger and more likely to travel as a family than Culture Seekers. Overall, 35% of Knowledge Seekers are young families; another 37% are mature singles and couples. They are at least as well educated as Culture Seekers although they are somewhat less affluent, perhaps a reflection of their younger overall age and time in the workforce. They exhibit the following demographic characteristics:

- Average age, 47 years
- Age range, 36 to 55
- Average annual household income is \$64,600 with 28% having household incomes of more than \$80,000
- 60% are employed; 15% are retired

For Knowledge Seekers, vacations and travel are lifelong learning opportunities. They are very likely to seek out museums, art galleries, historic sites, zoos, aquariums and planetariums on their vacations. Unlike the culture seekers, they are not interested in performing arts and are only somewhat more likely than the average traveler to be interested in gardens and natural attractions. Because they are likely to travel as families, they are less interested in upscale forms of personal indulgence in dining or accommodations. They are more likely to camp than the Culture Seekers.

Knowledge Seekers make decisions on their vacations by using printed materials including published information from travel agents, automobile associations and travel guides. They are only somewhat more likely than the average traveler to consult the Internet when making travel plans. Knowledge Seekers have a heavy tendency to travel during the summer months — probably a reflection of the fact that they travel with their children, and hence will tend to travel when school is not in session.

Some activities and their participation rates for heritage tourists enjoy are in the table opposite

**Table 6-14 – Heritage Tourist Activities**

<b>General history museums</b>	81%
<b>Farmers Fairs or markets</b>	68%
<b>Local festivals or fairs</b>	67%
<b>Historic sites</b>	63%
<b>Historical replicas of cities/towns</b>	55%
<b>Theatre</b>	57%
<b>Theatre festivals</b>	17%
<b>Local arts &amp; crafts studios</b>	79%
<b>Art galleries</b>	66%
<b>Wildlife viewing</b>	58%
<b>Golf</b>	27%
<b>Hike/backpack</b>	38%
<b>Cycle</b>	33%
<b>Fish</b>	53%
<b>Canoe/Kayak</b>	24%

Source: Canadian Tourism Commission

*No source exists to market the entire length of the River's water-based and land-based activities and to tie those activities to economic development for the region.*

#### **6.4. Marketing and Development Strategy and Recommendations**

##### **6.4.1. Background**

Current marketing activities for the Black River are limited both geographically and by activity. For example, the whitewater rafting companies based in Watertown distribute printed brochures advertising their businesses, and in Lewis County, an extensive snowmobile system map is distributed. The Thousand Island Council in Jefferson County and the Lewis County Chamber of Commerce have each printed brochures promoting their respective segments of the River, although both publications are now out of print. But no source exists to market the entire length of the River's water-based and land-based activities and to tie those activities to economic development for the region.

This section explores opportunities to develop a strategy to continue to grow the existing visitor base for resource based and recreational activities and to develop a tourism base that attracts visitors interested in the natural and recreational resources but also to develop the Black River Blueway as a destination.

##### **6.4.2. Activity Crossover**

The activity crossover analysis shows that participants in Blueway activities generally participate in more than one of the activities available on the Blueway. Participants in the analyzed activities also participated in the following activities:

- Swimming
- Backpacking/ Hiking
- Mountain and Road Biking
- Cross-Country and Downhill Skiing
- Golfing
- Walking for Exercise
- Hunting/Fishing
- Wildlife Viewing
- Wildflower/Flora Viewing
- Camping
- Boating
- Snowshoeing

Marketing campaigns that emphasize the full range of activities that are available along the Blueway will help to raise awareness about the diversity of the Blueway and the outdoor recreational activities that are available there.

#### 6.4.3. Heritage and Culture Tourism

Highlighting heritage and culture tourism has the potential to transform the Blueway from a recreation destination that embraces recreation and expands to a more diverse and universally appealing series of destinations. As noted above, culture and heritage tourists are interested in a broad range of experiences, including those traditionally associated with the recreational and natural resources of the Blueway, but also including the heritage of the Blueway. The following are three potential heritage themes that could be pursued for the Black River Blueway:

- Industrial Heritage
  - Mills
  - Hydro
  - Black River Canal
- Military Heritage
  - Civil War
  - War of 1812
  - Revolutionary War
  - Fort Drum
- History & Architecture of Downtowns
  - Boonville
  - Lowville
  - Carthage
  - Watertown
  - Also: Felts Mills, Great Bend, Black River

#### 6.4.4. Targeted Marketing Strategies

Two potential avenues for reaching the target markets for the Blueway should be pursued using a strategy known as *gap analysis*. Gap analysis directs the marketer to develop a market to consume the existing product, filling a market gap. It also directs the marketer to develop products to appeal to the target market, thereby filling the product gap.

*Heritage and culture tourism has the potential to transform the Blueway from a recreation destination to a more diverse and universally appealing series of destinations.*

*Filling the product gap should begin to take place as the Blueway develops and care must be taken not to over-promote a product that does not yet exist.*

Filling the market gap involves reaching out to the consumers of the existing product to ensure that they are aware of the attractions on the Black River Blueway, building loyalty and consumer comfort, as well as reaching out to new visitors. Because of the rich diversity of the destinations on the Blueway, the marketing strategy can cast a fairly wide net. The Blueway destinations will appeal to participants in myriad activities, as enumerated in section 7.4.2, Crossover Activities and in Tables 7-10 and 7-11. This marketing process should involve, for example, targeting white water rafting enthusiasts with information about Blueway flatwater, hiking and nature experiences. Similarly, marketing materials should be targeted to golfers regarding the flatwater and cross-country skiing experiences on the Blueway.

Filling the product gap should begin to take place as the Blueway develops and the Master Plan components are implemented with its new destinations in culture and heritage. Downtown revitalization programs, development of interpretive signage programs and tourism and recreation “infrastructure,” described in the section that follows, will all contribute to a synergy that will help to attract the culture and heritage audience. The crossover marketing strategy described above will lend itself to marketing to the culture and heritage interest to a certain extent. But these groups will also need to be approached discreetly.

Care must be taken not to over-promote a product that does not yet exist. Additionally, the pace of accommodations and secondary activities (dining, shopping) should keep pace with attractions development to craft the bigger experience that visitors will enjoy, recommend to others and want to experience again and again.

While a presence on the Internet is a modern must for anyone or thing with a product to market, travel publications and traditional travel distribution and information networks continue to be important. This is particularly true with older and more established customers for example, culture seekers and bird, nature, wildlife watching participants, older camping and fishing families and some flatwater sports participants. For these customers, the Internet is less important and traditional avenues, such as the automobile association, trade and travel shows and advertising in magazines and newspapers and in electronic media are more important.

Younger consumers who have grown up with the Internet are more likely to shop for vacations on-line. Backing up the on-line material, printed materials that consumers will request are still an important travel-planning component. Partnerships among destination marketing organizations (DMOs) and the Blueway are important to marketing the Blueway as are relationships with other attractions, such as scenic byways that traverse the Blueway at some points. Marketing organizations the Blueway can partner with include the following, although this list is by no means exhaustive:

- Watertown North Country Chamber of Commerce
- Lewis county Chamber of Commerce
- Oneida County Convention & Visitors Bureau
- Thousand Islands International Tourism Council
- Adirondack North Country Association
- Olympic Regional Development Authority
- Regional Automobile Association
- Black River Scenic Byway
- Olympic Scenic Byway

#### **6.4.5. Packaging & Product**

Following are four components central to implementing the Blueway development plan.

##### Wayfinding and Interpretation

In order to appeal to the target heritage and culture tourists as well as all tourists and visitors, the Blueway should be packaged as a single product with a diverse “menu” of experiences. The Blueway should feature a strong wayfinding and directional signage program including an interpretive signage program and interpretive centers. These programs, discussed elsewhere in this report, are central to increasing understanding and value in the historic, cultural and natural resources of the region.

##### Tourist “Infrastructure”

Accommodations and destinations within the Blueway and its partner communities are necessary to support tourists. These include the basics like accommodations – particularly in Lewis and Oneida counties: Carthage, Lowville and Boonville, and the eastern reaches of Jefferson County – as well as dining options. Other destinations, like museums and indigenous arts and crafts businesses are also important to draw tourists.

*Marketing partnerships will be essential to help promote the Blueway as will co-promotion of attractions, such as scenic byways.*

### Destination Marketing

An entity or a group of entities should be designated to work with partner communities and marketing organizations to market the Blueway as a destination. This would include ensuring a cohesive message, packaging itineraries and linking destinations inside and outside the Blueway.

### Scenic Byway

Working with partners at the New York State Department of Transportation, an NYS Scenic Byway should be developed along the length of the Black River.

## 7.0 Blueway Trail Master Plan

A Master Plan of proposed improvements was developed that includes a range of projects to fulfill the vision expressed for the Black River Blueway Trail. Following is a description of each component of the Plan:

### 7.1. Transportation Spine

The Transportation Spine is proposed to be the primary roadway route for the Blueway Trail along the Black River. It is a route that is a practical through-route but is not necessarily the most direct route for travelers - rather it offers the greatest connection to the river with river views and links the highest number of resources. The transportation spine will be the basis for a signed roadway route for the Blueway Trail. Please refer to the Appendix K for a detailed written description of the Transportation Spine route.

### 7.2. Gateways

Gateways are located at each major roadway entrance to the Blueway Trail project area boundary. The purpose of a gateway is to establish the identity of the Black River Blueway. Gateways make it apparent to motorists that the Black River Blueway Trail is an entity and that they have entered the Blueway Trail corridor. Gateways are divided into minor and major depending on the level of traffic at each location and may include a range of features such as:

- **Welcome Sign** – This would identify the Blueway Trail using a simple iconic logo that is visually prominent.
- **Interpretive Signage** – Interpretive panel may include a map of the Blueway Trail, highlights of the character areas along the river, and directions to an information center.
- **Entry Features** – Features may be developed to enhance the visibility and attractiveness of the gateway such as plantings, architectural features such as a stone wall or kiosk, and developed parking.



*Example of Gateway Feature in the Village of Lancaster, NY. Lighted Panel Includes Changeable Event Board*

The locations where gateways are proposed are shown on Figures 7.2 to 7.7. Locations are schematic – the specific location will be based on available lands on public rights-of-way or on land where easements are granted by private landowners.

Major Gateways are proposed for the following locations near:

- Forestport in the vicinity of the intersection of Dayton and NYS Route 12/28 for northbound traffic
- Boonville in the vicinity of the intersection of Woodgate Road and NYS Route 12 for northbound traffic
- Watertown near southbound and northbound exits off Interstate 81 for north and southbound traffic

Minor Gateways are proposed for the following locations near:

- Forestport in the vicinity of the intersection of Woodhull Road NYS Route 28 for southbound traffic
- Lyons Falls in the vicinity of the intersection of NYS Routes 12 and 26 for northeast bound traffic
- Lowville in the vicinity of the intersection of NYS Routes 12 and 26 for eastbound traffic
- Lowville in the vicinity of the intersection of NYS Routes 812 and River Road for westbound traffic
- West Carthage in the vicinity of the intersection of Bridge Street and Main Street for eastbound traffic
- Carthage in the vicinity of the intersection of State Street and St. James Street for westbound traffic
- Dexter in the vicinity of the intersection of NYS Routes 12F and 180 for northbound traffic
- Dexter in the vicinity of the intersection of Lakeview Drive and NYS Route 180 for southbound traffic

### 7.3. *Trails*

There should be one continuous trail along the Black River for the entire length of the Blueway. Trails may be located on public lands, on abandoned railroad corridors and on private lands through the use of negotiated or purchased easements and may shift from one side of the river to the other as needed to reach available lands. A continuous Black River Trail will not happen overnight and will require that municipalities adopt policies to create a continuous trail along the river and implement the policies as lands become available over time. There are already sections of the Black River that have trails developed along the banks and there are additional specific areas identified for future projects giving the initiative for a continuous Black River Trail a good start. The trail should vary in type and development level according to the context as follows:

#### 7.3.1. Footpath

This type of trail is appropriate in areas where terrain limits the width and grade of the trail. It is similar to an Adirondack Trail and is suitable for able-bodied hikers, hardy mountain bikers and cross-country skiers. This type of trail is inexpensive and can be constructed by volunteers by simply clearing brush and doing limited grading with hand tools. Flooding has little impact on this type of trail since there is no surfacing. This type of trail is appropriate in remote areas where a more developed type of trail would compromise the wild character of the area such as the wooded areas along the upper reaches of the Black River.

#### 7.3.2. Recreational Trail

This type of trail differs from the footpath in that it includes some type of surfacing such as stone dust or wood chips that discourage weeds from growing in and prevents the trail from being muddy. Streams are crossed by bridging or piping the water to assure that the trail remains dry. The path is easy for able-bodied hikers and bikers though the slope may exceed standards for accessibility. The type of trail should be used where there are agricultural or residential areas along the river.

#### 7.3.3. Accessible Trailway

This type of trail meets the standards of the Americans with Disabilities Act Accessibility Guidelines (ADAAG) and the NYS Department of Transportation's Standards for the Development of Bicycle Facilities. The surface is firm stone or asphalt, the grades are very mild, turns are gradual and the sides of the trail have developed shoulders and are cleared of brush. This trail can be used by bicyclists for commuting, walkers, joggers, etc. and should be developed where trail usage is likely to be heavy near population centers.



*Example of Recreational Trail at Glenridge Quarry in St Catharines, ON*



*Parking for the Black River Trail near Watertown*

#### 7.3.4. Urban Promenade

This type of trail is appropriate only for urban areas that are heavily developed. An urban promenade should have a hard surface such as concrete or unit pavers and have a rich level of architectural details such as lighting, benches, railings, interpretive signage and plantings. It should provide access from parking and buildings to the shoreline. Special features may include river overlooks and developed river access where appropriate

*An Urban Promenade should have a rich level of architectural details such as lighting, benches, railings, interpretive signage and plantings*



**Figure 7.1 - Urban Promenade Concept for Watertown**

Courtesy Environmental Design & Research P.C.

#### 7.3.5. On Road Trail

Where there is not adequate space for a separated trail, some sections of the Black River Trail could be developed on sidewalks for pedestrians or at the shoulder of roads for bicyclists. This should only be done where the roads are adjacent to the river. This is sometimes known as a class III trail and it is not as comfortable for users as a separated trail due to the proximity with vehicles.



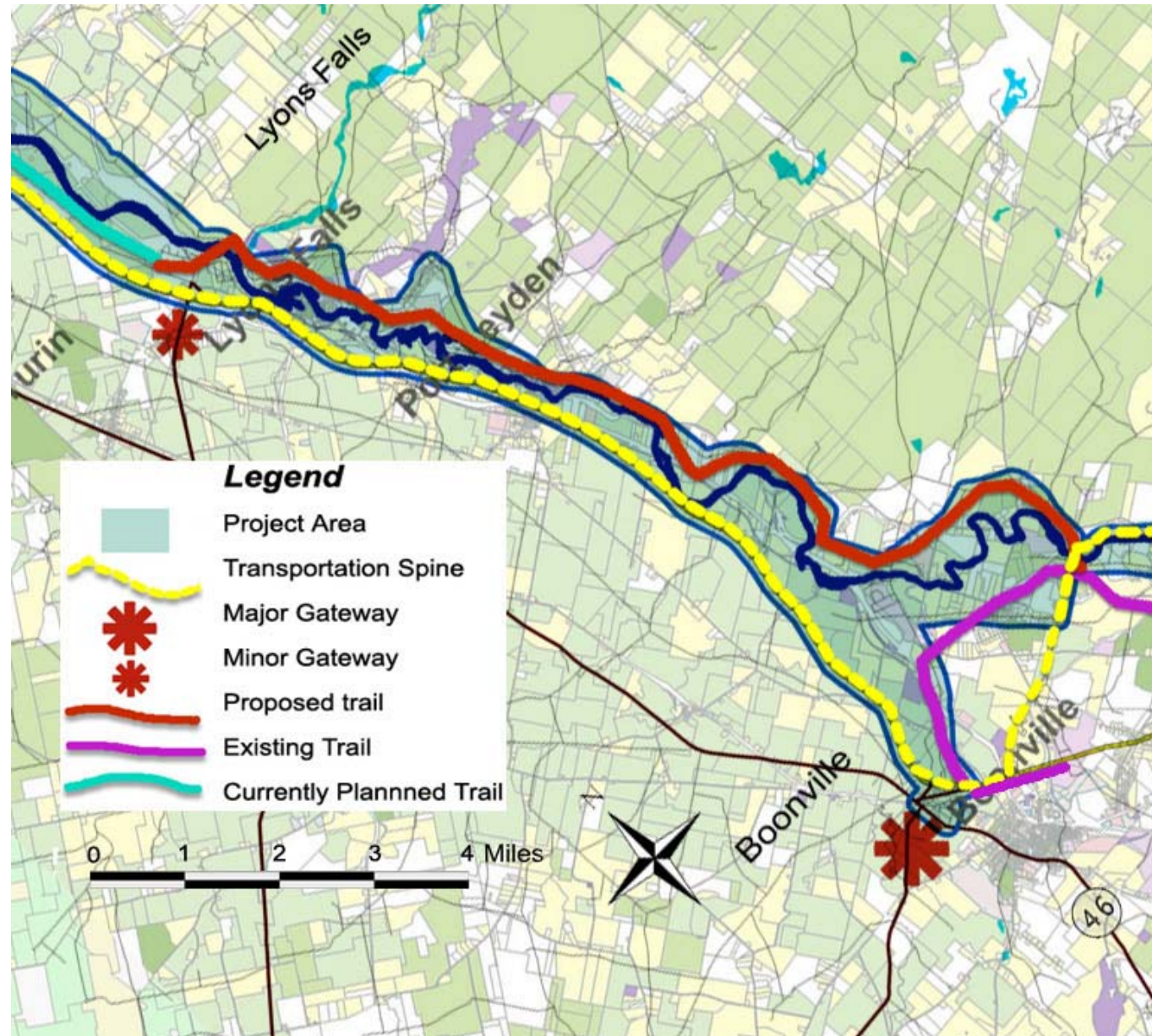


Figure 7.2 – Wild River Area Transportation Master Plan 1/2

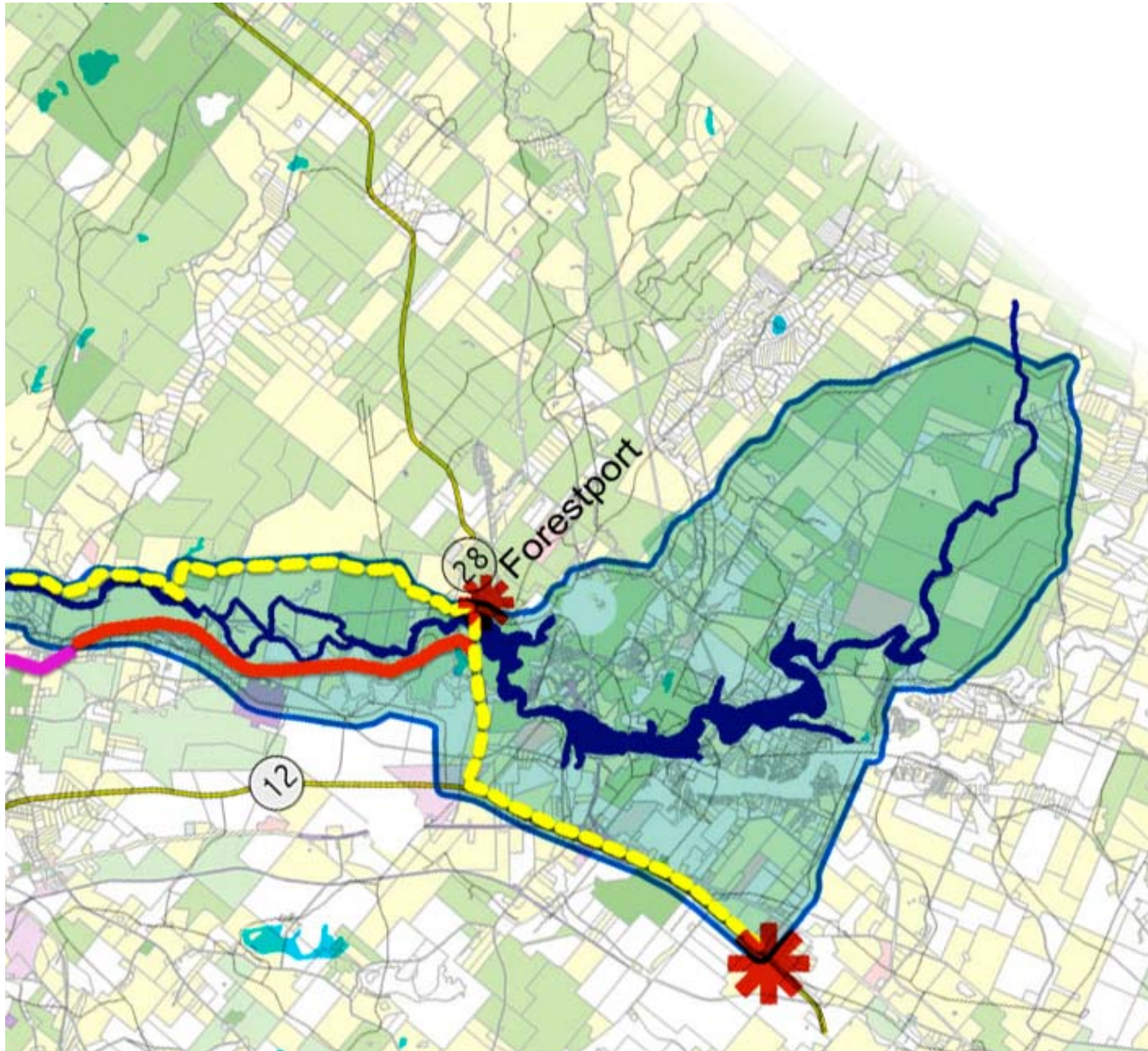


Figure 7.3 – Wild River Area Transportation Master Plan 2/2

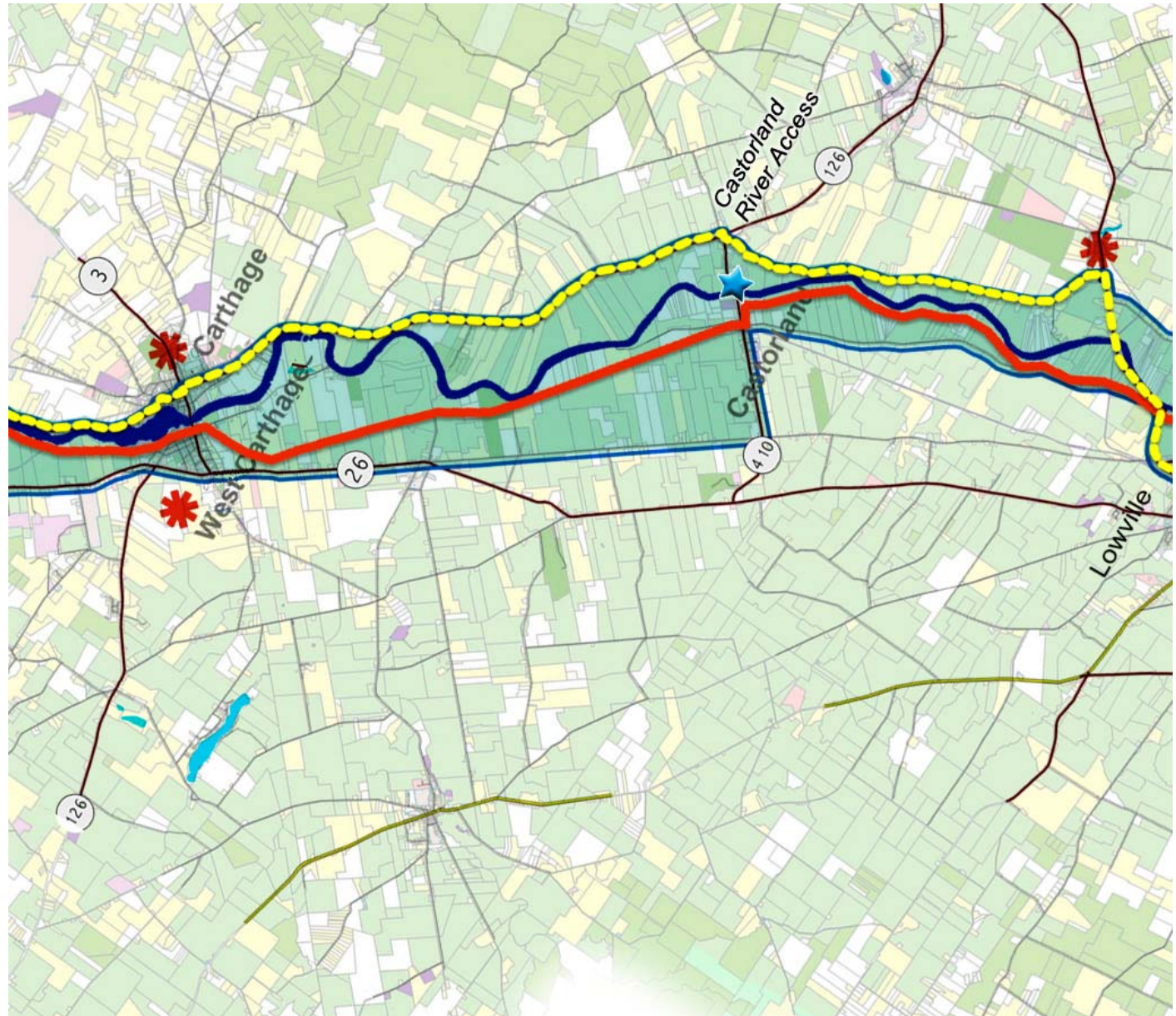


Figure 7.4 – Flatwater Area Transportation Master Plan 1/2

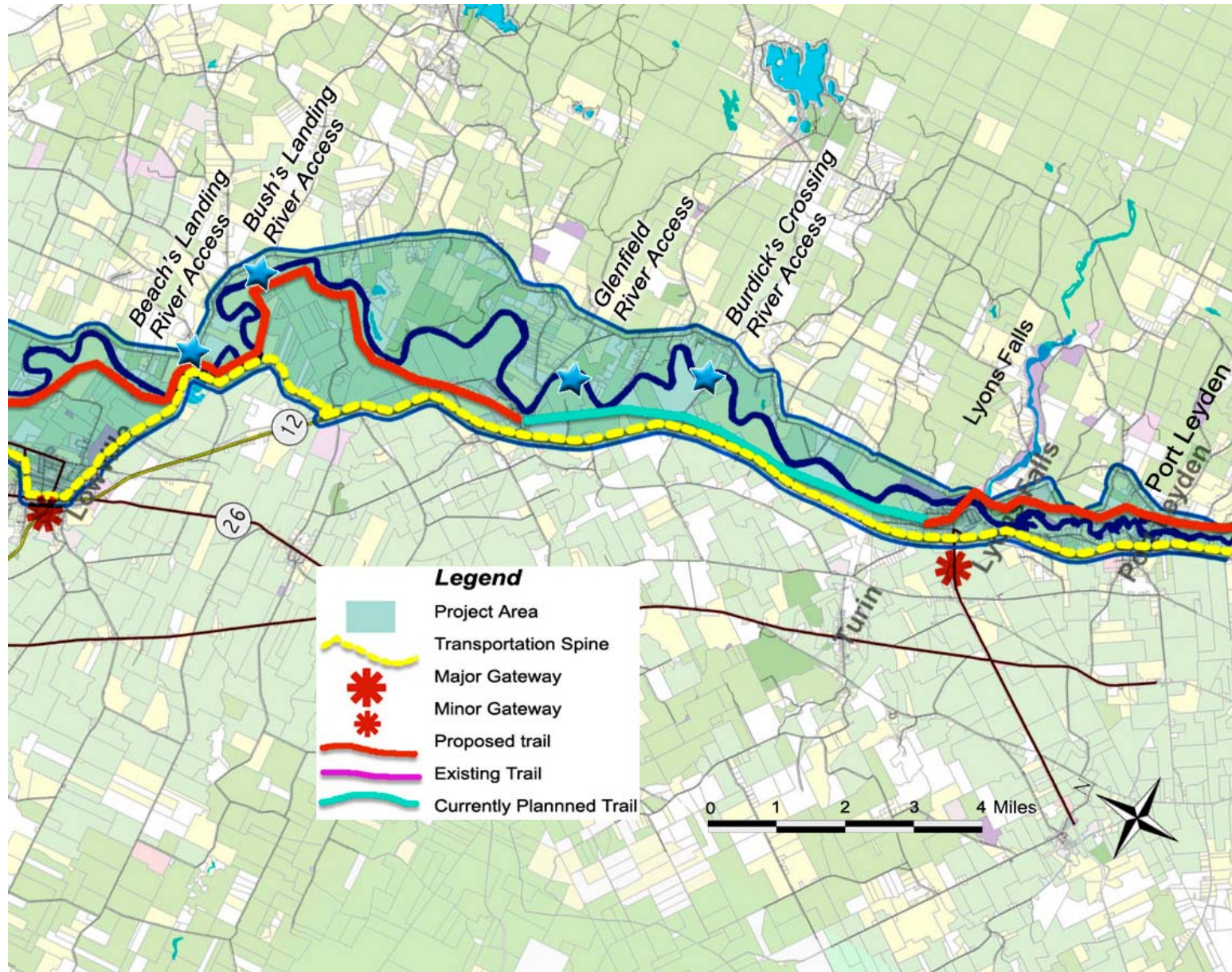


Figure 7.5 – Flatwater Area Transportation Master Plan 2/2

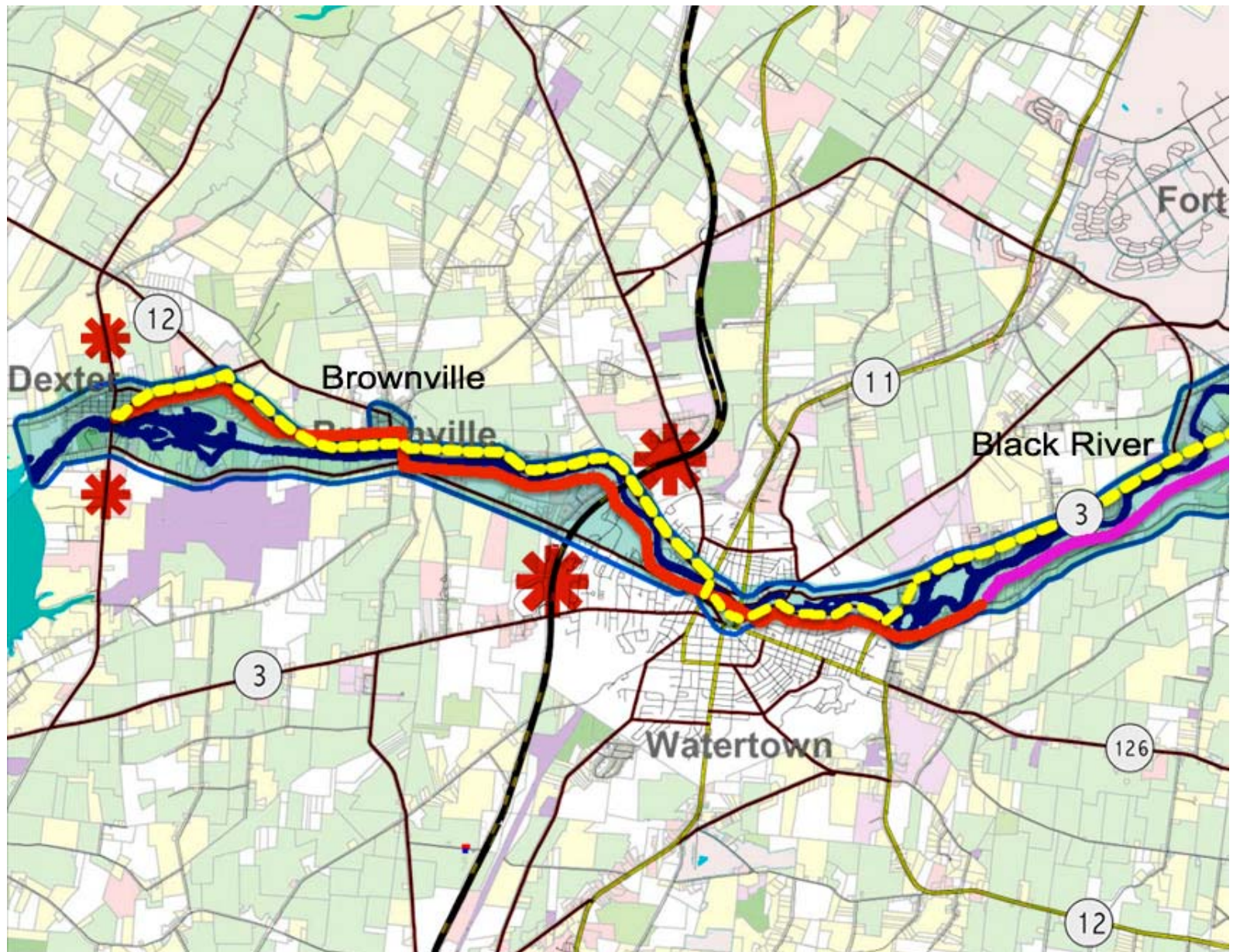


Figure 7.6 – Whitewater Area Transportation Master Plan 1/2

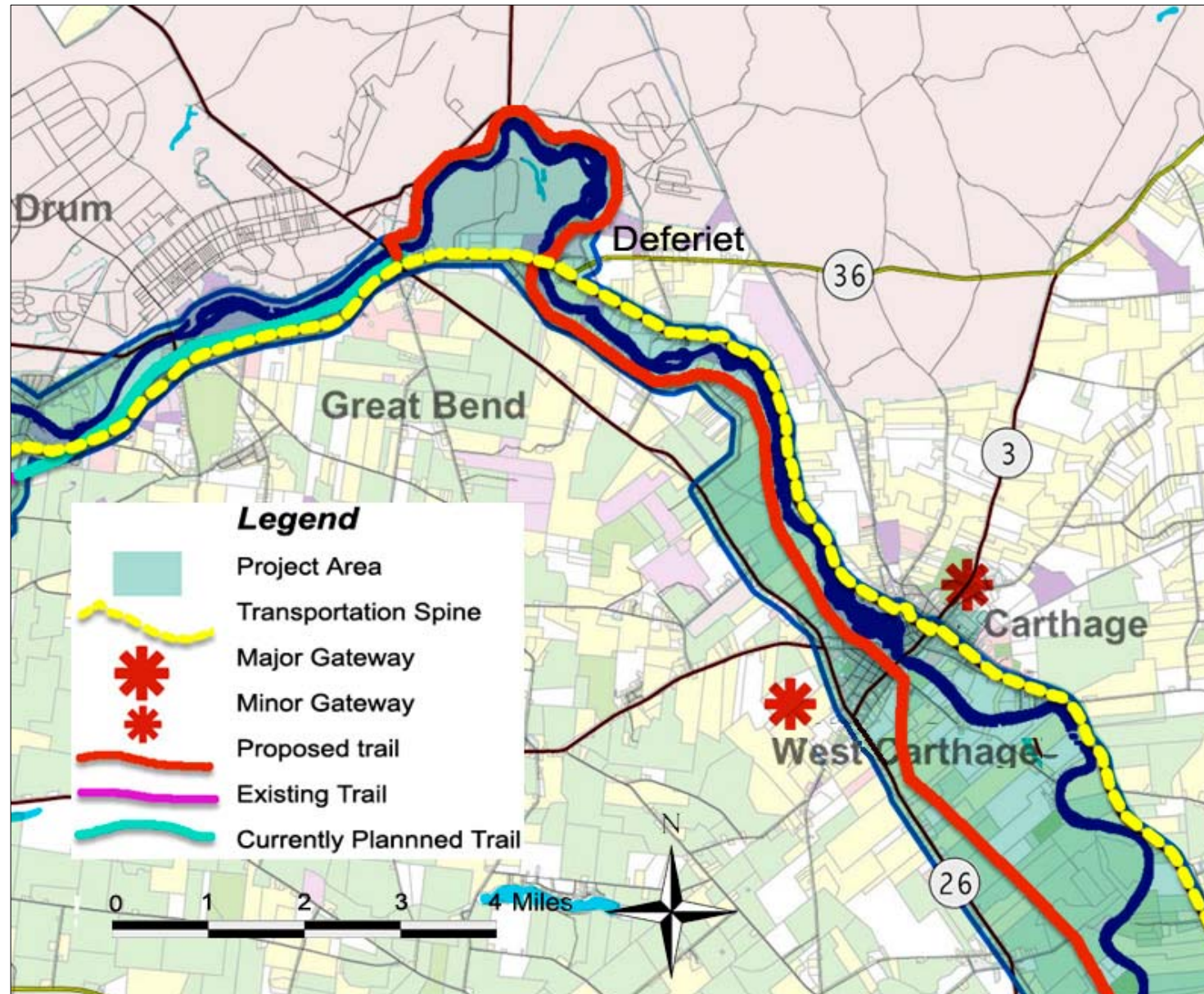


Figure 7.7 – Whitewater Area Transportation Master Plan 2/2

## 7.4. River Access

One of the major goals of the Blueway Trail Development Plan is to develop good quality river access points. There are a significant number of informal, undeveloped access points along the river that are currently being used but may not provide legal access by being located on private lands or they may be unsafe or causing resource degradation. River access points should be properly developed, easily accessible, and distributed along the river based on the amount of use expected. To provide better access, select existing access points should be improved and new ones may be developed. New locations should be selected based on an analysis of land ownership, proximity to other access points, river use, and physical suitability. For this study, there are two types of access points proposed; developed access, and riverbank access.

### 7.4.1. Developed Access Points

These will be river access points that are off the road (not roadside) and include surfaced parking (asphalt or stone), a Blueway river access marker, a trash receptacle, picnic table(s), and a kiosk or group of signs with a map and information about the Blueway Trail. Optional items, depending on the level of development and location, include a boat launch ramp, a car top (hand) boat launch, handicapped accessible fishing platform, restroom (permanent or portable), and a picnic shelter. Ideally, they should also include trailhead parking for the Black River Trail. These may also be combined with a proposed camping area as described elsewhere in this report. The National Park Service publishes an excellent reference for the design of boat launches titled “Logical Lasting Launches” which is available online at: [www.nps.gov/ncrc/programs/rtca/helpfultools/launchguide.pdf](http://www.nps.gov/ncrc/programs/rtca/helpfultools/launchguide.pdf)



Figure 7.8 - Typical Developed River Access

Steps to create or improve a developed access point include assessing the need based on location, selecting the specific site after researching land ownership and making necessary arrangements, conceptual design of the facility, identify a budget, seek funding, permitting, final design and ultimately construction.

## Locations for River Access Points

Developed River Access points may occur at any location deemed appropriate such as near population centers, where use patterns show a need for a developed access, or where river conditions change causing boaters to enter or exit the river. Following are several specific locations suggested for upgrading (Figures 7.9 to 7.14):

- **Norton Road Bridge** in the Town of Leyden – This is currently a popular fishing area but only has an undeveloped roadside turnout for parking. This site could be developed into a river access point for anglers and for launching boats for a float to Denley Dam. Suggested improvements include parking, a river map sign, a picnic area, and car top boat launch
- **Burdick's Crossing** in the Town of Turin – The Town owns a boat launch at this site, which is the only site on the 40-mile flatwater section of river that has camping permitted even though there are no developed facilities. The Town would like to improve this site and recently received funding through an inter-municipal EPF grant to the Town of Martinsburg. Flooding issues should be considered when developing plans.
- **Bush's Landing** is the location of a former lock and dam, hotel, post office and general store that could be developed into a new river access point. Improvements could include a concrete boat launch ramp, parking, picnic area, historic interpretive sign, river map sign and a restroom.
- **Glenfield** has a bridge crossing on Greig Road where there is a boat launch that could be enhanced. The area also has a historic lock and dam to provide interest. Improvements could include improved parking, picnic area, restroom, river map sign and a historic interpretive sign.
- **Beach's Landing** Boat Launch in the Town of Lowville – This is another boat launch site in the flatwater section of the Black River that could be enhanced to increase use. It is also occasionally flooded. Improvements could include improved parking, picnic facilities, river map sign, and a relocatable restroom.
- **Castorland Boat Launch** – This is an existing boat launch that could be enhanced to encourage use by boaters and anglers. It is occasionally inundated by high water and care should be taken when locating restrooms. Improvements could include developing the setting to be more park-like with a maintained lawn area, better picnic facilities, tree planting, interpretive signage, river map sign and a relocatable restroom due to occasional flooding.
- **Village of Black River Launch** – This is an existing river access point across from National Grid that could be enhanced. Currently it includes concrete steps, a picnic area and parking. It could be enhanced to include improved access, an overlook, interpretive signage, a river map,



*Beach's Landing in the Town of Lowville*



*Castorland Boat Launch could be enhanced to include more uses and increase visibility*



*There is inadequate public access to the Hole Brothers Wave in Watertown*



*Existing Fish Island River Access*



*Typical roadside turnout along the Black River that could become a River Access Point*

and a restroom.

- **Fishing Access near Delano Island** in the City of Watertown – This site is a developed river access point that could be improved. It currently has a boat launch ramp and fishing area. This location can serve as a take out point for boaters who put in at the Route 3 Bridge near the Village of Black River and as an access point for boaters who want to take advantage of the slack water above the Horseshoe Dam. Improvement could include enhancing the park like quality with improved picnic facilities, a lawn area, tree plantings, interpretive sign and a river map sign.
- **Hole Brothers Wave** in downtown Watertown – This location is one of the most used whitewater “park and play” sites in the northeastern United States. In spite of this, there is inadequate public access and the view is somewhat obscured from the banks. Access improvements would have an immediate and positive impact on use at the site and can be completed for a relatively low cost.<sup>4</sup> The City recently obtained funds to improve the river’s edge in this area with overlooks and improved access.
- **Fish Island** in the Village of Dexter – Currently there is an access point at this location that is minimally developed and is used by anglers and as a take out point for some of the commercial rafting companies. The improvement of this location is in the Local Waterfront Revitalization Program (LWRP) prepared by the Village and received funding through a recent inter-municipal grant awarded to the Town of Martinsburg.

### 7.4.2. Riverbank Access

These are locations or areas proposed where boaters can exit the river between river access points to rest or have lunch. These should be dispersed along the sections of river that are most frequently floated such as the whitewater area and the flatwater area. Riverbank access points should include a riverside marker sign, a boat landing/launch area for canoes and kayaks, and a picnic table. Optional features include a restroom and trash receptacle and if flooding is a concern, relocatable restrooms may be considered. Specific locations for these should be determined after a detailed analysis of the riverbank conditions and the land ownership. If a desirable riverbank access location occurs on private land, the owner may be receptive to an easement.

4 - Lacy, Gary M. and GYMO Architecture, Engineering and Land Surveying, Inc. P.C. – Black River Whitewater & Trail Feasibility Study – Watertown, NY

### 7.4.3. Regulatory Considerations

When developing access points that require streambank modifications, the NYS Department of Environmental Conservation (DEC) and the US Army Corps of Engineers must be involved. A Section 404 Joint Application for Permit for Stream Disturbance must be prepared and submitted for approval prior to beginning work.

## 7.5. Camping

There are currently limited camping opportunities along the Black River with six commercial camping areas in the 100-mile project area. Additional camping areas will provide an amenity for Blueway Trail users. New camping areas may be built and maintained by a governmental entity or by private individuals. New camping has been divided into two types:

### 7.5.1. Developed Camping

Developed camping consists of a campground with a restroom/comfort station, water, trash receptacles, and individual campsites with a table, fire ring, and tent pad at each. Electric, water and sewer hookups may be provided at some sites if desired. There are developed camping areas proposed in the Plan in two of the three character areas. In the upper river area, a camping area is proposed near Lyons Falls, in the flatwater area there is one proposed near Lowville. These locations are not fixed with the goals simply being to provide developed camping that relates to the river in each of the character areas. In the whitewater area there is already ample opportunities for camping in developed areas.

### 7.5.2. Primitive Camping

These are campsites that are proposed along the riverbanks for use by boaters for overnight stays. They consist of a boat launch/landing, a table and fire ring, a restroom such as a relocatable, vault type or composting toilet, and if road access is available, trash receptacles. These should be dispersed along the river in the sections used by floaters. This type of campsite can also double as a day use riverbank access point as previously described.

*Additional camping areas will provide an amenity for Blueway Trail users.*



*View of Lyons Falls obscured by foliage*



*Vegetation obscures the river views on NYS  
Route 3 downstream from Carthage*

## 7.6. View Enhancement Areas

Several areas along the Black River were identified that could easily be enhanced to provide views of the river. View enhancement may consist of, at the least, selective trimming of some low growing foliage along some of the riverside roads to open up views that do not currently exist. View enhancements may also be expanded at prominent locations to include a roadside turnout and viewing area where there is a waterfall or other significant view. There have been several locations targeted for view enhancement:

- Between Boonville and Lyons Falls on the east side of the river – There is a section of river along Edmonds Road and Pines road where the river is close to the road. This section is popular with fishermen and there are numerous river access points here. Selective trimming of vegetation at select locations will provide occasional views to the river increasing a visitor's appreciation of the scenery
- Lyons Falls – On the east side of the Black River there is an opportunity to create a viewing overlook of the falls. Currently the spectacular view is obscured by foliage and with some careful pruning, an overlook could be developed that could consist of improved parking, a viewing platform, interpretive signage (perhaps on the history of the Black River canal), and a picnic area.
- Between Carthage and Herrings on the north side of the river – NYS Route 3 runs very close to the river in this section but the view is obscured by foliage. Selective pruning of trees at key locations would greatly increase the view toward the river allowing drivers to orient themselves to the river.

### 7.7. *Blueway Interpretive Centers*

In each of the river character areas there is a Blueway Interpretive Center proposed. This is intended to be a staffed location where a visitor may stop and obtain information about the Blueway Trail and the Black River area. Examples of information that could be provided are maps of the river showing access points, current river conditions, lists of accommodations and restaurants, campground locations, information on recreation available such as whitewater rafting, bicycling, skiing, ATV trails, etc. Interpretive Centers may take any one of a variety of forms such as:

- **Storefront** – An existing building may be occupied by the Black River Blueway Trail Interpretive Center. An example of a similar facility is the Seaway Trail Interpretive Center in Sackets Harbor, NY. There are numerous significant historic buildings in prominent locations along the Black River that would be appropriate locations for Interpretive Centers. Restoring and preserving these unique and important buildings for interpretive/visitor centers is one way of celebrating the character of the Blueway and enhancing it as a destination.
- **Shared Facility** – A display may be installed in an existing public facility that is already staffed such as a museum or chamber of commerce office to create a partnership that benefits both through increased visitation and shared cost.
- **Kiosk** – If staffing is not available after hours or during the off-season, kiosks in prominent public locations may be provided with displays, maps and leaflets.



*The Seaway Trail Interpretive Center in  
Sackets Harbor, NY*

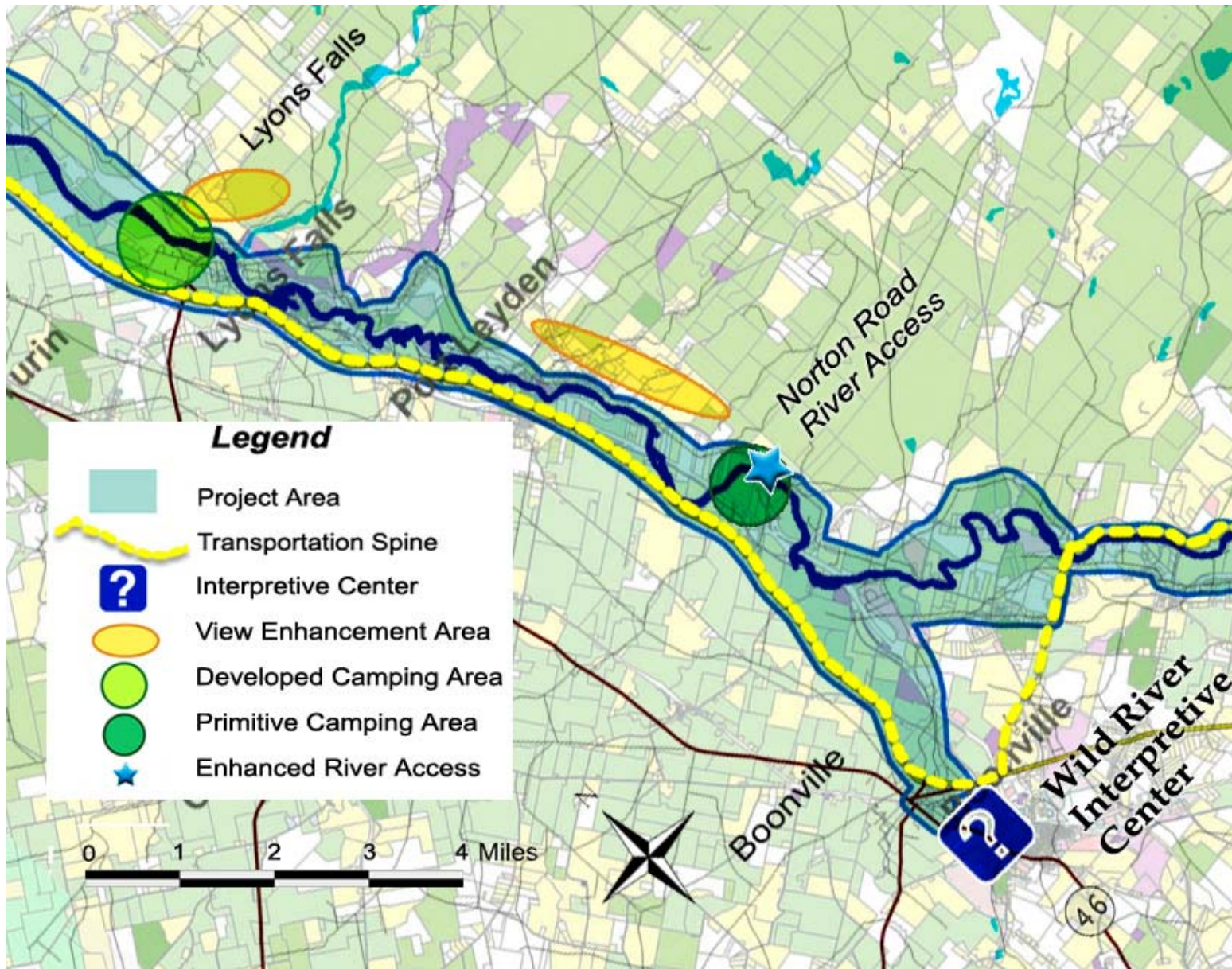


Figure 7.9 – Wild River Area Features Master Plan 1/2

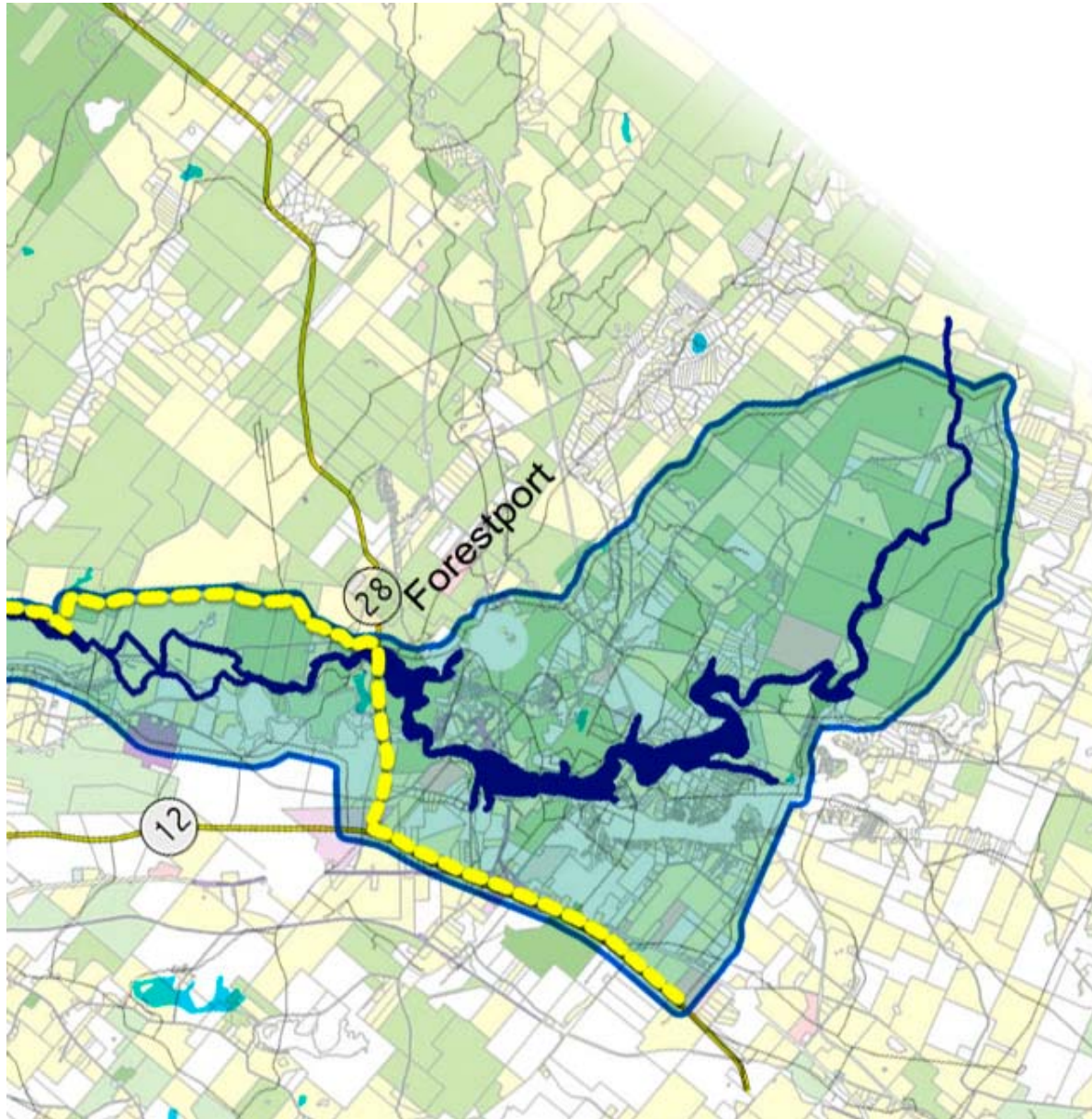


Figure 7.10 – Wild River Area Features Master Plan 2/2

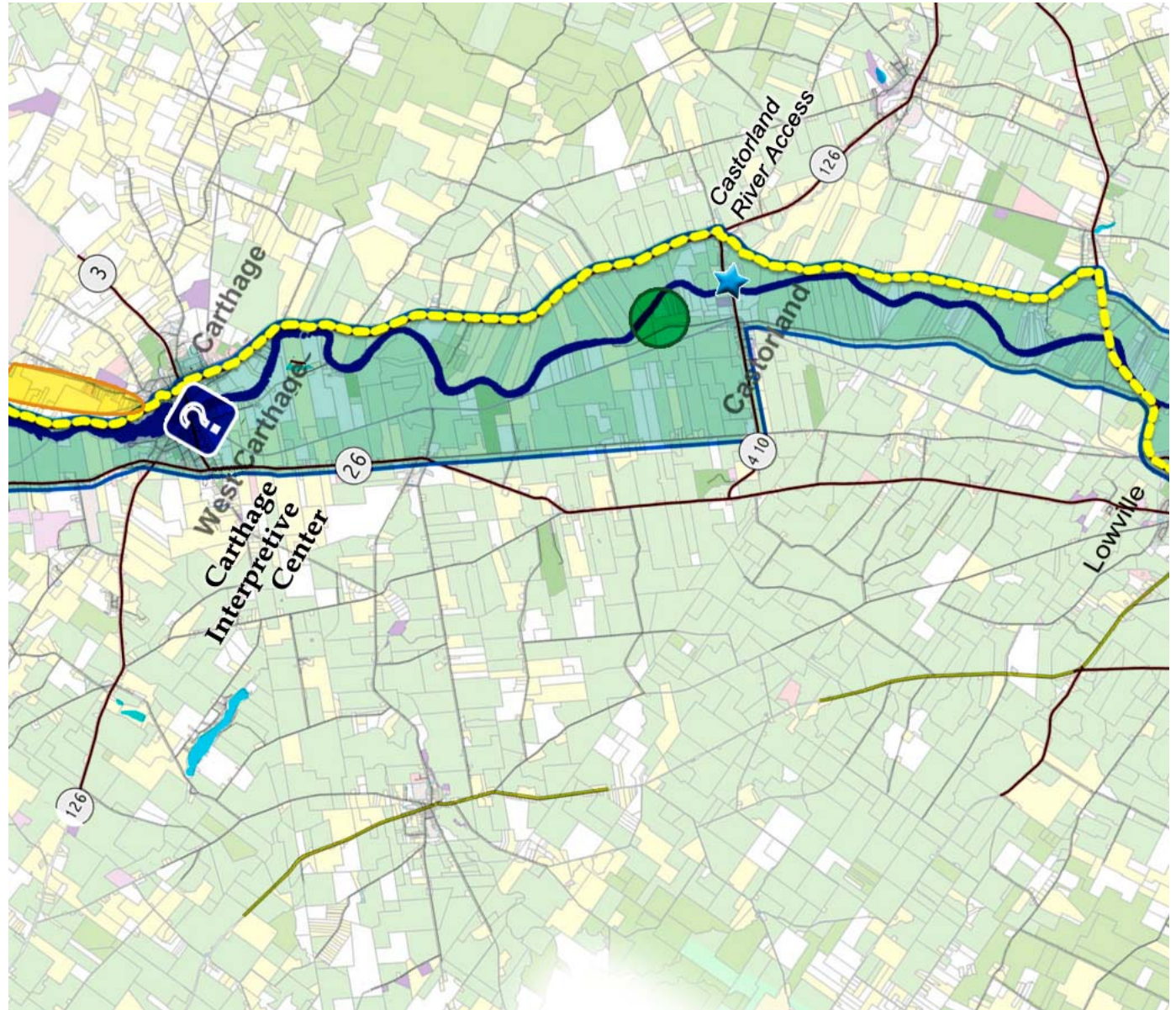


Figure 7.11 – Flatwater Area Features Master Plan 1/2

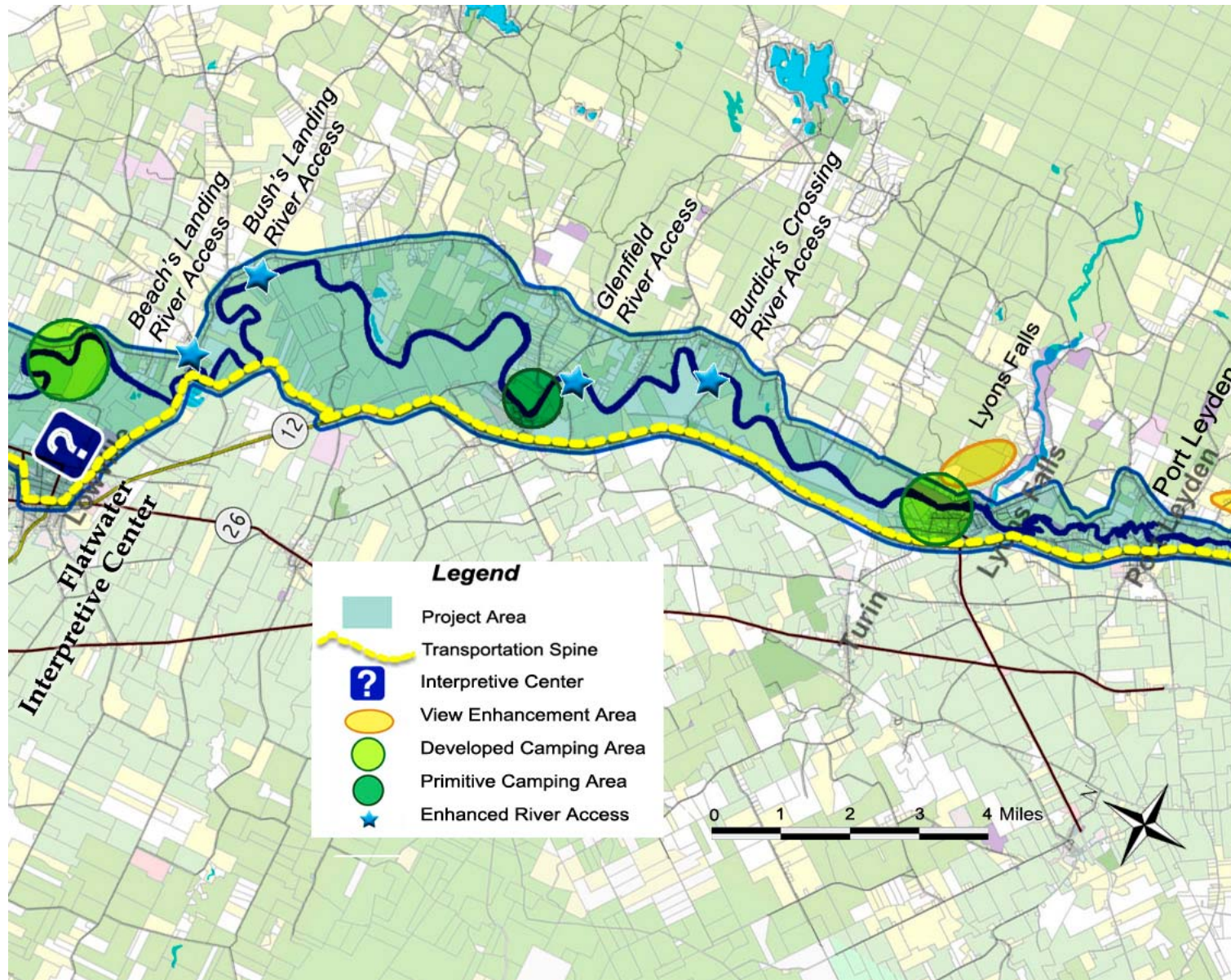


Figure 7.12 – Flatwater Area Features Master Plan 2/2

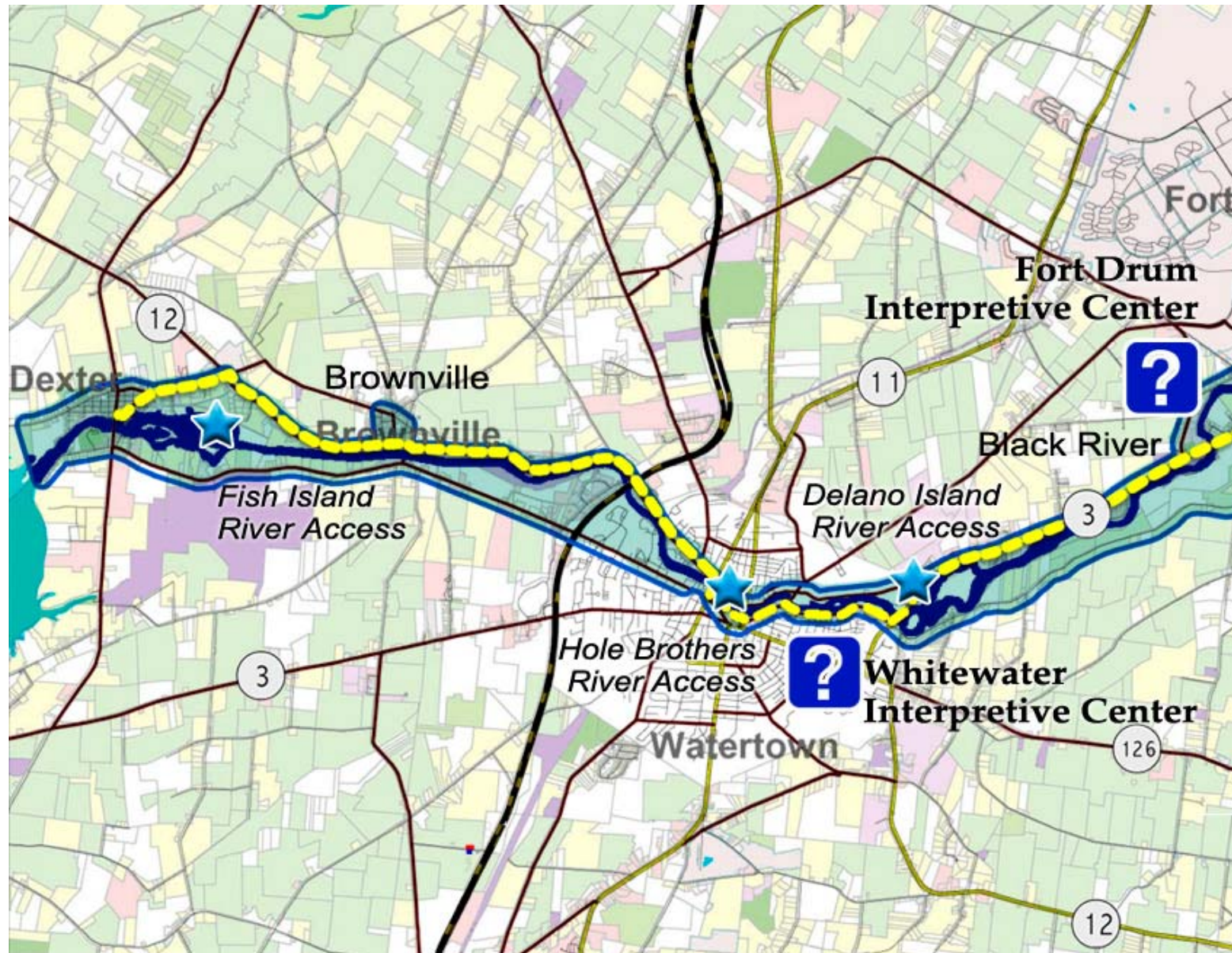


Figure 7.13 – Whitewater Area Features Master Plan 1/2

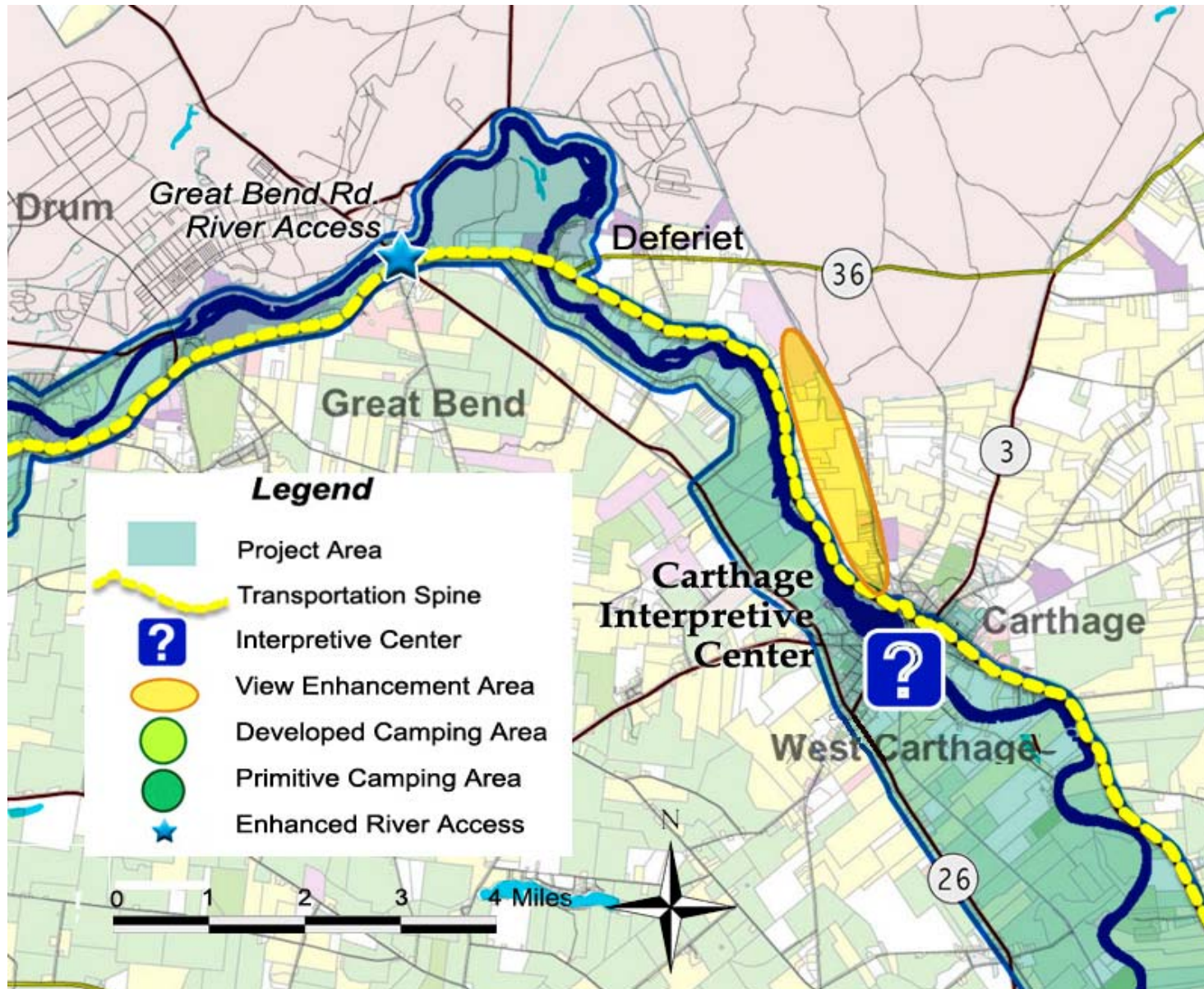
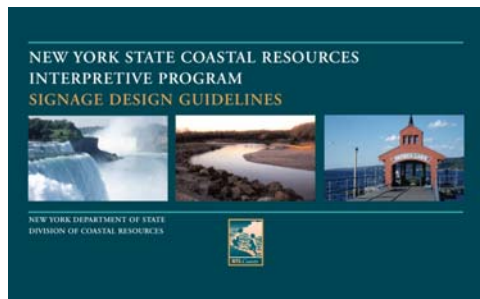


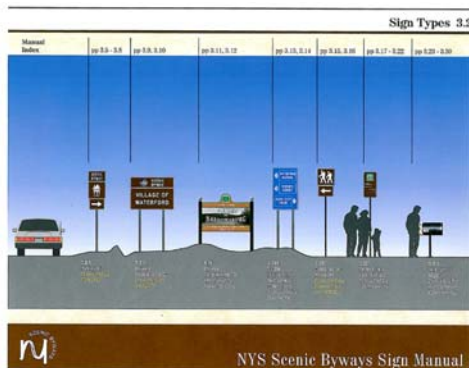
Figure 7.14 – Whitewater Area Features Master Plan 2/2



The Seaway Trail Logo is used on signs to identify the route.



NYSCRIP Signage Design Guidelines



Graphic from NYSDOT Scenic Byways Sign Manual

## 7.8. Signage

### 7.8.1. Graphics and Style

One of the first steps before preparing any signage will be to develop an icon, or logo, for inclusion on all Black River Blueway Trail signs, and promotional material. The icon should be graphically simple using a color and shape to create a unique and recognizable identifying feature. An example of this type of logo is the Seaway Trail logo. Scenic byways must also have a logo as part of the New York State Department of Transportation (NYSDOT) signage program.

The New York State Department of State has published standards for signage titled 'New York State Coastal Resources Interpretive Program (NYSCRIP) Signage Design Guidelines'. This manual provides suggestions for locally-based interpretive themes and guidelines for the graphic style of the panels and should be used as a reference when developing the Black River Blueway signage. The use of NYSCRIP Guidelines is mandatory for NYS DOS funded interpretive signage.

In addition, the NYSDOT has published a manual titled 'New York State Scenic Byways Sign Manual'. While the Blueway is technically not a scenic byway, the manual is still a useful reference for the design of a variety of signage types. The manual includes several examples of existing byway logos and directional signage.

Since some Blueway signage will be located within roadway rights-of way, it will need to comply with the requirements for roadway signage that are published in the Manual of Uniform Traffic Control Devices (MUTCD) in the category of Recreational and Cultural Interest. This is the manual that sets standards for all traffic control features including roadside signs and is available online.

There are two basic categories of Black River Blueway Trail signage. The first is **directional or wayfinding signage** that will identify the Blueway Trail and its major features - the second is **interpretive signage** that will educate visitors and promote the Blueway.

### 7.8.2. Wayfinding Signage

Wayfinding signage should be developed for two purposes; first, it will create an identity for the Black River Blueway Trail. Both residents of, and visitors to, the Black River corridor will become immediately aware that the Blueway Trail is an entity when they see the directional signage. Secondly, the directional signage will orient visitors to the location of the river and its access points. All directional signage should include the Blueway icon (described above) and text in a simple and bold form.

There may be several types of directional signs as described below:

- **Blueway Trail Markers** - These may be simple roadside signs with a logo that they identify the Black River Blueway.
- **River Access Markers** - Locate on the side of roadways with the direction and distance to the river access point noted.
- **Feature Markers** – These are similar to river access markers except that they identify Blueway Trail features such as interpretive centers or scenic overlooks.
- **River Access Panel with Map** - At the Developed River Access Points, provide a panel with a map of the Blueway Trail overall and a zoom into the associated Character Area. Include distances and estimated times to other access points in the Character Area. Identify locations that are public access along the riverbank. A slot for dispensing paper maps for river users may also be provided.
- **On-River Markers** - They will be located at the river's edge for boaters. They will provide river mile numbers and will identify public access areas.



*An Example of what a Black River Blueway sign could look like*



*Blueway Trail Markers can be located along the major roadways*



*Park visitor reads interpretive panel at  
Glenridge Quarry Naturalization Site in  
St. Catharines, ON*

*The first step in  
implementing the Plan is  
for participating  
communities to formally  
adopt it.*

### 7.8.3. Interpretive Signage

Interpretive signage should be located at numerous locations such as developed access points, gateways, scenic overlooks, interpretive centers and developed camping areas. With recent advances in materials, sign panels can be manufactured from a laminate for relatively little cost that have high resolution color reproductions that are resistant to fading even when left outdoors for years. They are also highly vandal resistant. Interpretive signage provides a means to educate Blueway visitors in a variety of topics. By providing attractive graphics and limited engaging text, visitors will take the time to read and absorb the information. Interpretive themes may include:

- **Recreation** - Topics may include whitewater rafting and kayaking, flat water boating, fishing
- **Historic** - Topics may include industry along the river, the Black River Canal, Fort Drum
- **Nature** – Topics may include geology, birding, wetlands
- **Cultural** – Topics may include, dairy farming, hydro power

### 7.9. Management of the Blueway Trail

The first step in implementing the Blueway Development Plan is for participating communities to formally adopt the Blueway Trail Development Plan (Please refer to the Appendix M for a sample Adoption Statement). By adopting the Plan, each community is able to formally state their support which bolsters the efforts to implement the Plan. The next step would be to implement a formal agreement among the communities and involved agencies to cooperate in the implementation of the Plan (please refer to the Appendix N for a sample ‘Call for Cooperation’ statement that can be used to that end). As part of this step, administrative and technical support from the involved agencies should be sought. These steps can be facilitated by an existing agency such as the NYS Tug Hill Commission who can act as the promoter or champion for the Plan. Once these initial steps have been undertaken and preliminary projects are underway, the group can assess the need for additional support through either consultants or paid staff.



## 8.0 Implementation

The tasks necessary to implement the recommendations in the Blueway Trail Development Plan are outlined below. Each project is listed with project partners who are responsible for the project, an order-of-magnitude estimated project cost or range of costs, potential funding sources and a time frame indicating if the project should be a short, medium or long term project, or if it will be a continuous effort. The first of the recommendations is the establishment of a Management Partnership to implement the projects and marketing efforts. This is the entity that will manage the Blueway implementation efforts.

**Table 8.1 – Matrix of Black River Blueway Projects**

Project	Project Partners	Estimated Cost*	Potential Funding Source(s)	Time Frame
Create A Management Partnership to Implement Projects and Marketing	Blueway, NYSDOS	NA	EPF/LWRP	Immediate
Review the Blueway Transportation Spine Route	Blueway	NA	NA	Short Term
Install a System of Wayfinding Signage	NYSDOT, Counties , NYSDOS	\$25,000.00	NYSDOT Trans. Improvement Program, EPF/LWRP,	Short Term
Build a Riverbank Access Point (Rest Stop) for Boaters	Municipalities, NYSDEC, NYSDOS	\$5,000 to \$10,000	EPF/LWRP	Short Term
Build a Developed River Access Point	Municipalities, NYSDEC , NYSDOS	\$50,000 to \$100,000	EPF/LWRP	Short Term
Improve an Undeveloped River Access Point	Municipalities, NYSDEC , NYSDOS	\$5,000 to \$10,000	EPF/LWRP	Short Term
Remove Navigation Hazards per US Army Corps Study	Municipalities, NYSDEC , NYSDOS	Varies per US Army Corps Study	EPF/LWRP, USACE, NYSDEC	Short Term
Relocate Black River Scenic Byway to Black River	NYS Tug Hill Commission, ANCA	NA	NA	Short Term
Design & Install Interpretive Signs	Municipalities, NYSDEC , NYSDOS	Design \$4,000, Build & Install \$2,500 Each	EPF/LWRP	Medium Term

\* - Costs do not include land acquisition

ANCA = Adirondack North Country Association

Blueway = All partners and municipalities participating in the development of the Blueway

NYSDEC = New York State Department of Environmental Conservation

EPF = Environmental Protection Fund

LWRP = Local Waterfront Revitalization Program

IDA = Industrial Development Agency

NYSOPRHP = NYS Office of Parks, Recreation and Historic Preservation

NYSDOS = New York State Department of State

**Table 6.1 – Matrix of Black River Blueway Projects (Continued)**

<b>Project</b>	<b>Project Partners</b>	<b>Estimated Cost*</b>	<b>Potential Funding Source(s)</b>	<b>Time Frame</b>
Build a Major Gateway	Municipalities, NYSDOS	\$10,000 to \$15,000	NYS Council on the Arts, Trans. Enhancement Monies, EPF/LWRP	Medium Term
Build a Minor Gateway	Municipalities, NYSDOS	\$5,000 to \$10,000	NYS Council on the Arts, EPF/LWRP	Medium Term
Develop Promotional Maps & Brochures	Blueway , NYSDOS	Varies	EPF/LWRP	Medium Term
Build a Primitive Camping Area w/o Restroom	Municipalities, NYSDEC	\$5,000 to \$15,000	EPF/LWRP	Medium Term
Build a Developed Camping Area with Restroom	Municipalities, NYSDEC , NYSDOS	\$300,000 to \$600,000	EPF/LWRP	Long Term
Build an Interpretive Center	Municipalities , NYSDOS	\$30,000 to \$80,000	NYS Council on the Arts, EPF/LWRP	Long Term
Maintain Views By Selectively Thinning Vegetation	Municipalities	Labor Cost by Municipalities	Municipalities	Continuous
Riverside Trail Construction	Counties, NYSDEC, NYSOPRHP,DOS	\$30/Ft for Paved to \$5/Ft for Unpaved	Trans. Enhancement Monies, EPF/LWRP, FERC Relicensing Settlement	Continuous
Encourage the Development of Hospitality Related Businesses	Blueway, Municipalities	NA	NYS Small Business Development Center, US Small Business Administration, Local IDAs	Continuous
Promote & Assist with the Designation of Historic Properties/Districts	Blueway, Municipalities	NA	NA	Continuous
Work with Existing Tourism Partners on the promotion of the Blueway	Blueway, 1000 Islands Tourism, Chambers of Commerce, Convention & Visitors Bureaus	NA	NA	Continuous
Encourage Municipalities to Engage in Waterfront Planning	Blueway, Municipalities , NYSDOS	NA	EPF/LWRP	Continuous
Promote & Assist with the Creation of a Riverbank Development Setback	Blueway, Municipalities	NA	NA	Continuous

\* - Costs do not include land acquisition

ANCA = Adirondack North Country Association

Blueway = All partners and municipalities participating in the development of the Blueway

NYSDEC = New York State Department of Environmental Conservation

EPF = Environmental Protection Fund

LWRP = Local Waterfront Revitalization Program

IDA = Industrial Development Agency

NYSOPRHP = NYS Office of Parks, Recreation and Historic Preservation

NYSDOS = New York State Department of State

## Blueway Trail Development Plan for the Black River

Project	Project Partners	Estimated Cost*	Potential Funding Source(s)	Time Frame
Build a Riverbank Access Point (Rest Stop) for Boaters	Municipalities, NYSDEC, DOS	\$5,000 to \$10,000	EPF/LWRP	Short Term
Improve an Undeveloped River Access Point	Municipalities, NYSDEC, DOS	\$5,000 to \$10,000	EPF/LWRP	Short Term
Build a Developed River Access Point**				
Norton Road Bridge - parking, picnic area, car top boat launch	Town of Leyden, Lewis County, NYSDEC, DOS	\$35,000-\$50,000	EPF/LWRP	Medium Term
Burdick's Crossing - Camping, Restrooms, Picnicking, Parking	Town of Turin, Lewis County, NYSDEC, DOS	\$35,000-\$50,000	EPF/LWRP	Medium Term
Bush's Landing - boat launch, parking, picnic area, historic interpretive sign	Municipalities, NYSDEC, DOS	\$25,000-\$40,000	EPF/LWRP	Medium Term
Glenfield - parking, picnic area, historic interpretive sign	Municipalities, NYSDEC, DOS	\$25,000-\$40,000	EPF/LWRP	Medium Term
Beach's Landing - improved parking, picnic facilities, relocatable restroom.	Town of Lowville, Lewis County, NYSDEC, DOS	\$25,000-\$40,000	EPF/LWRP	Medium Term
Castorland Boat Launch - lawn area, better picnic facilities, tree planting, interpretive signage, relocatable restroom	Town of Martinsburg, Lewis County, NYSDEC, DOS	\$25,000-\$40,000	EPF/LWRP	Medium Term
Black River Boat Launch - Improved Access, an over look and an interpretive sign	Village of Black River, Jefferson County, DOS, NYSDEC	\$25,000-\$40,000	EPF/LWRP	Medium Term
* - Costs do not include land acquisition				
**All river access points should have a Blueway river map sign and a restroom				
ANCA = Adirondack North Country Association				
Blueway = All partners and municipalities participating in the development of the Blueway				
NYSDEC = New York State Department of Environmental Conservation				
EPF = Environmental Protection Fund				
LWRP = Local Waterfront Revitalization Program				
IDA = Industrial Development Agency				
NYSOPRHP = NYS Office of Parks, Recreation and Historic Preservation				
DOS = NYS Department of State				

Project		Project Partners	Estimated Cost*	Potential Funding Source(s)	Time Frame
Build a Developed River Access Point**					
	Fishing Access near Delano Island - improved picnic facilities, lawn area, tree plantings, interpretive sign	City of Watertown, Jefferson County, NYSDEC, DOS	\$35,000-\$50,000	EPF/LWRP	Medium Term
	Hole Brothers Wave - overlooks and improved access.	City of Watertown, Jefferson County, NYSDEC, DOS	\$50,000 \$100,000	EPF/LWRP	Medium Term
	Fish Island - Improve Launch /Takeout, Overlook, Improved Parking, Interpretive Sign	Village of Dexter, Jefferson County, DOS, NYSDEC	\$50,000 \$100,000	EPF/LWRP	Medium Term
* - Costs do not include land acquisition					
**All river access points should have a Blueway river map sign and a restroom					
ANCA = Adirondack North Country Association					
Blueway = All partners and municipalities participating in the development of the Blueway					
NYSDEC = New York State Department of Environmental Conservation					
EPF = Environmental Protection Fund					
LWRP = Local Waterfront Revitalization Program					
IDA = Industrial Development Agency					
NYSOPRIHP = NYS Office of Parks, Recreation and Historic Preservation					
DOS = NYS Department of State					



# ***Appendix***

## ***A. Projects Supporting the Blueway Trail Initiative***

### ***a. Current/Proposed Complimentary Projects***

There are some projects that are currently underway, or proposed for the near future, in the Black River corridor that will compliment the character of the corridor. Since the projects have not been completed, they are not listed with the intrinsic resources in the Corridor Profile in this report. The list below is not intended to be comprehensive but merely a list of the most relevant projects and studies:

- Black River Canal Museum – This project is being constructed at the intersection of Main Street and Route 12 in Boonville and its purpose is to collect, preserve and interpret objects related to the Black River Canal, and to research, document and disseminate information on the Black River Canal. It is scheduled to open in the spring of 2007. The location of the museum ties in with the Black River Canal Trail System. Future plans include construction of a full-sized canal boat replica.
- Black River Trail, Watertown to Great Bend – the New York State Office of Parks, Recreation and Historic Preservation (NYSOPRHP) recently completed 2 3/4 miles of paved trail from Ridge Road in Watertown upstream that dead ends in a cornfield. From the dead end, there is a trail sub-base constructed that continues another 3/4 mile to Route 3. This section is on lands owned by a power company that has halted construction on their property. The State has funding to complete this section and is negotiating to allow it to proceed. The State owns property from the Village of Black River one mile upstream to Felts Mills that is being slated for a trail. Beyond that, from Felts Mills to Great Bend, there are lands for a trail that are on power company lands and the State may be negotiating the rights to create a trail on the property during the company's re-licensing hearings with the Federal Energy Regulatory Commission (FERC). NYSOPRHP also would like to build a trail one mile downstream from the completed section on railroad right-of-way to Hunt Street in Watertown.
- Black River Trail, Glenfield to Lyon's Falls – A section of trail is proposed along an abandoned railroad bed. Plans have been completed and construction may begin in 2007.
- Black River Trail, City of Watertown – A section of trail is slated for construction in downtown Watertown in the area known as Hole Brothers Whitewater Area. This project will provide 400-feet of new pathway, access to the river for kayakers and rafters and an overlook deck at the Black River Brewing Company.

***b. Concurrent Studies***

There are several studies that are being prepared concurrent to the Blueway Trail Development Plan for the Black River that overlap geographically. Following is a list of those studies:

- ‘Small Boat Navigation Hazards in the Black River from Lyons Falls to Carthage, New York’ - This study was prepared by the US Army Corps of Engineers and completed in October of 2006. This is a study of the 42-mile stretch of River from Lyons Falls to Carthage known as the “Black River Flats”. The purpose of the study is to document the small boat navigation hazards and recommend remedial alternatives.
- ‘Black River Scenic Byway Corridor Management Plan’ - The NYS Tug Hill Commission is working with the Adirondack North Country Association (ANCA) and the local communities to develop a corridor management plan (CMP) for the Black River Scenic Byway that runs from the City of Rome at the south end, follows Route 46 northward to Boonville, runs along the Black River on Route 12 to Lowville where it crosses the river and continues north toward Ogdensburg. Given the overlap with the Black River Blueway, and the similarity in the blueway and byway planning process, much of the inventory work will be useful to both efforts.
- ‘Route 28 Corridor Revitalization Strategy’ – This project is being prepared by River Street Planning and includes the preparation of an intermunicipal revitalization strategy for the Route 28 corridor along the Black River, Fulton Chain of Lakes, and Moose River waterfronts in Forestport, Webb and Inlet. The strategy will address: hamlet revitalization; enhancing waterfront access; development of a sustainable tourism-based economy; and protection of community character and natural, historic and scenic resources. This project is being funded through a \$50,000 EPF LWRP grant to the Town of Forestport.
- Black River Watershed Study – This study will be underway in 2007 and will take a comprehensive look at natural resources in the entire watershed while identifying local strategy options for protecting water quality. The plan will be completed in 2009.
- Hounsfield Seaway Trail National Scenic Byway – This is a DOS funded Tourism Development Plan Under Town sponsorship, the Seaway Trail Foundation, Inc. will produce a tourism development plan for the Thousand Islands and Golden Crescent Waterfront Communities of the Seaway Trail National Scenic Byway. The study area stretches from Morristown south for 70 miles to the mouth of the St. Lawrence River then south to Henderson Harbor along approximately 30 miles of Lake Erie shoreline and includes 10 towns and 6 villages. The project will include a

resource inventory update, community visioning, a Tourism Development Plan, and a series of fact sheets on tourism development in the coastal corridor.

- Village of Sackets Harbor Local Waterfront Revitalization Program Update - This is a DOS funded update of the existing Local Waterfront Revitalization Program, Comprehensive Plan, and Heritage Area Management Plan. These planning documents will be updated to reflect the problems and opportunities that currently exist in the waterfront and will outline new priorities and projects.
- Sackets Harbor Zoning Revision – In this DOS funded project, the Village of Sackets Harbor will advance a recommendation of its updated Local Waterfront Revitalization Program (LWRP) by developing a new zoning law to guide future preservation, growth and development. The new zoning provisions will be based upon the principles, policies and goals of the new LWRP and the Heritage Area Management Plan.

***c. Recent Studies***

- ‘Black River Corridor Economic Adjustment Strategy’ – This 2001 study by The Center for Community Studies at Jefferson Community College examined the economic potential of recreation and tourism associated with the Black River. This study focused on the Jefferson County portion of the river, but contains information relevant to the overall corridor as well.
- ‘Downtown Watertown; Gateway to Commerce and Technology’ – Completed in 2001, this study, prepared by the Chesapeake Group, Inc., focused on business opportunities in the City of Watertown but included a section on the impact of the Black River and recommendations for its development.
- ‘Tug Hill ATV Impact Study’ – This study was prepared by Camoin Associates for the Cooperative Tug Hill Council and was completed early in 2006. It was a study of All Terrain Vehicle ridership in the Tug Hill region included a mail and intercept survey of ATV users.
- Olympic Scenic Byway Corridor Management Plan – This plan was prepared for the Adirondack North Country Association who manages the Corridor. The Olympic Byway follows Routes 3 and 3A through Deferiet, Great Bend, Black River and Watertown to route 180. Tug Hill Commission is working on a request for a legislative change to the Olympic Scenic Byway proposing a loop on Route 3 south into Carthage and north up to Deferiet. NYSDOT has accepted the proposal and will place the request before the Legislature upon receipt of the required data.

***d. Watertown Local Waterfront Revitalization Program (LWRP) Projects***

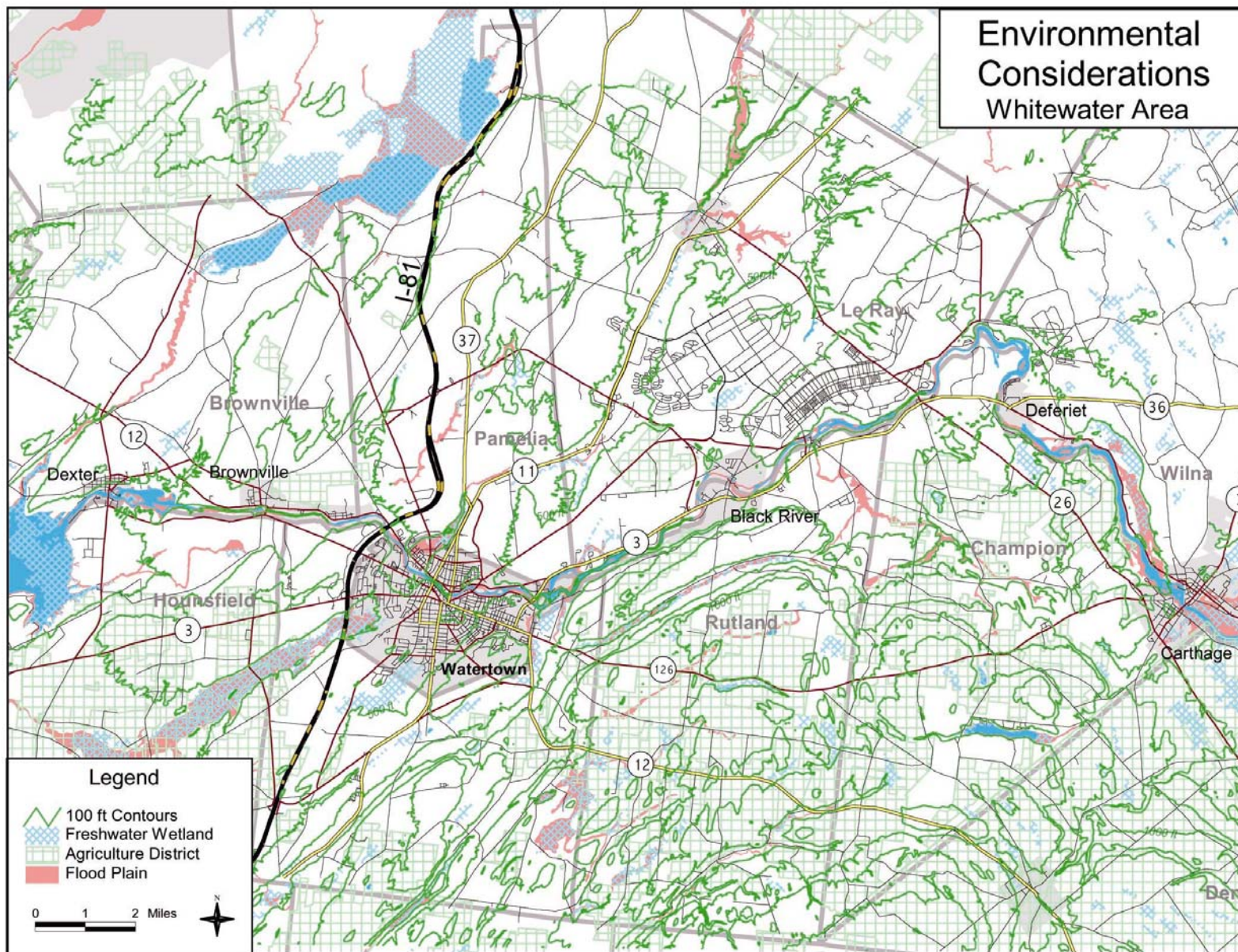
The City of Watertown has been actively involved with the Department of State Division of Coastal Resources, since 2001 - receiving seven grant awards totaling more than \$1 million for the planning, design and construction of projects to revitalize the City - furthering tourism enhancement opportunities and supporting economic development initiatives. Funding has come from the Environmental Protection Fund - Local Waterfront Revitalization Program, Quality Communities, and the Brownfield Opportunities Area Program (BOA) administered by the Division of Coastal Resources:

- City of Watertown LWRP - Phase I: The City held public meetings to gain public input and identify issues, then compiled a report to describe and analyze the role of the Black River in the redevelopment of the City of Watertown.
- City of Watertown LWRP - Phase 2 - The City conducted a public process and site-specific design to advance the City's LWRP, develop a permanent exhibit at the NYS Living Museum, complete designs for shoreline improvements at Hole Brothers, and complete a feasibility study of Route 3 Wave modifications.
- Quality Communities Demonstration Project - The City prepared the Economic and Market Condition Analysis and a Development Impacts and Benefits Study to determine market demand for the range of potential redevelopment opportunities to be identified in the LWRP; and developed a program to enable the City, the downtown business community, city residents, and involved organizations, to determine how to best organize to sustain a long-term revitalization effort.
- Planning for a Downtown Awareness Campaign: The City is advancing its vision for the Downtown Watertown through the development of a downtown awareness campaign and a comprehensive suite of promotional materials.
- City of Watertown, Black River Corridor - Brownfield Opportunity Area Step 1: The City is completing a Pre-nomination Study for an area characterized with over 100 possible brownfield sites located along the Black River. The Pre-Nomination Study provides a preliminary description and analysis of the proposed Brownfield Opportunity Area and focuses on the Sewell Island area.
- Design and Construction of Black River Access and Tourism Amenities: The City is advancing three projects identified in its draft LWRP for the Black River. Work includes: design and construction of a covered pedestrian connection to connect the downtown business district to the waterfront, boater access improvements at the "Hole Brothers" site, and access improvements at the "Route 3 Wave" water feature.
- Design and Construction of Phase II Black River Access and Tourism Amenities Phase II: The City is implementing four riverfront improvement projects: construction of Bicentennial Park; construction of infrastructure and recreation facilities at Marble Street Park; completion of an Erosion Control Plan for the Black River Corridor; and implementation of a Black River marketing strategy.

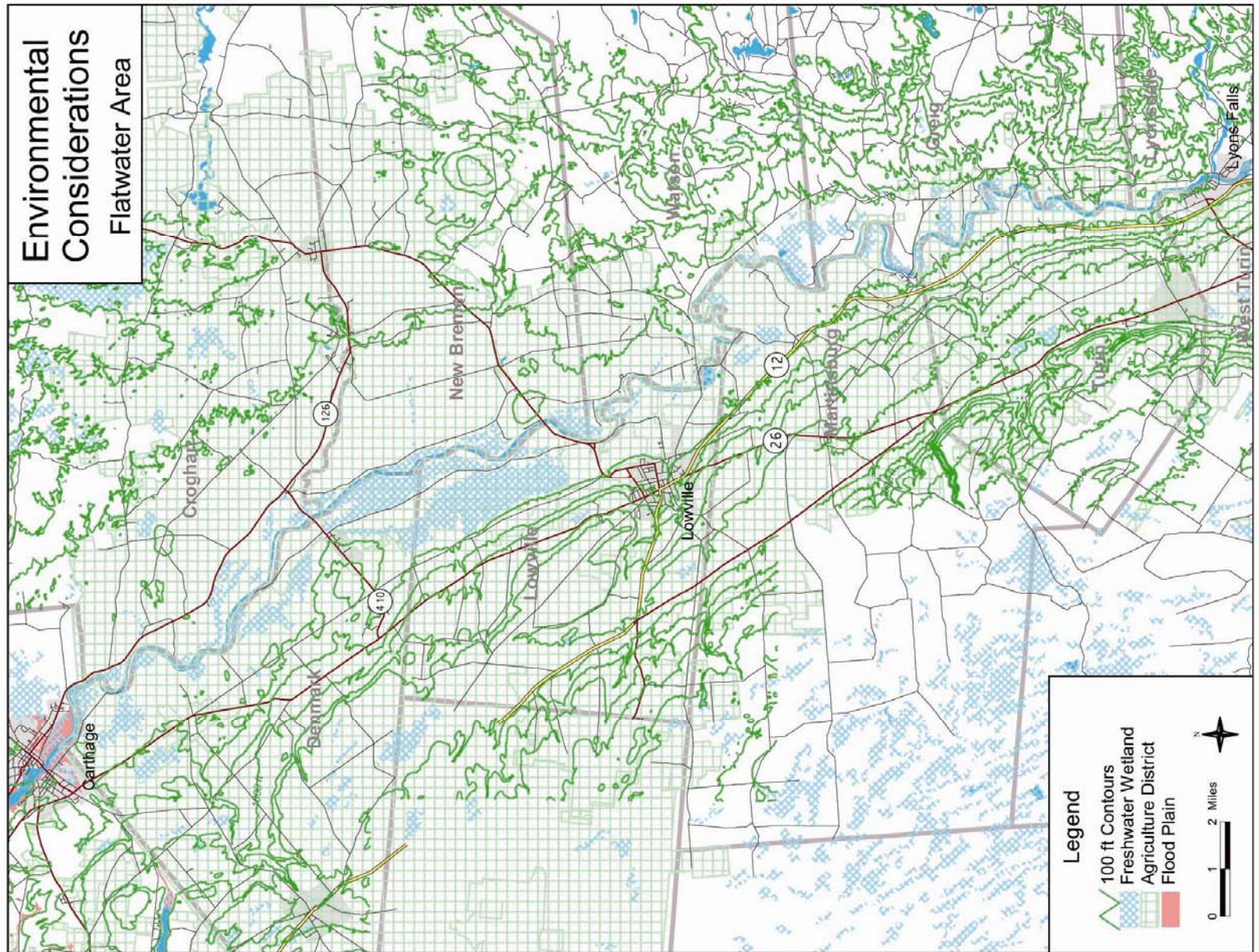
### ***B. Agencies and Interest Groups***

In addition to the Advisory Committee members and the participating communities, the following organizations received periodic project updates and direct notification of public meetings:

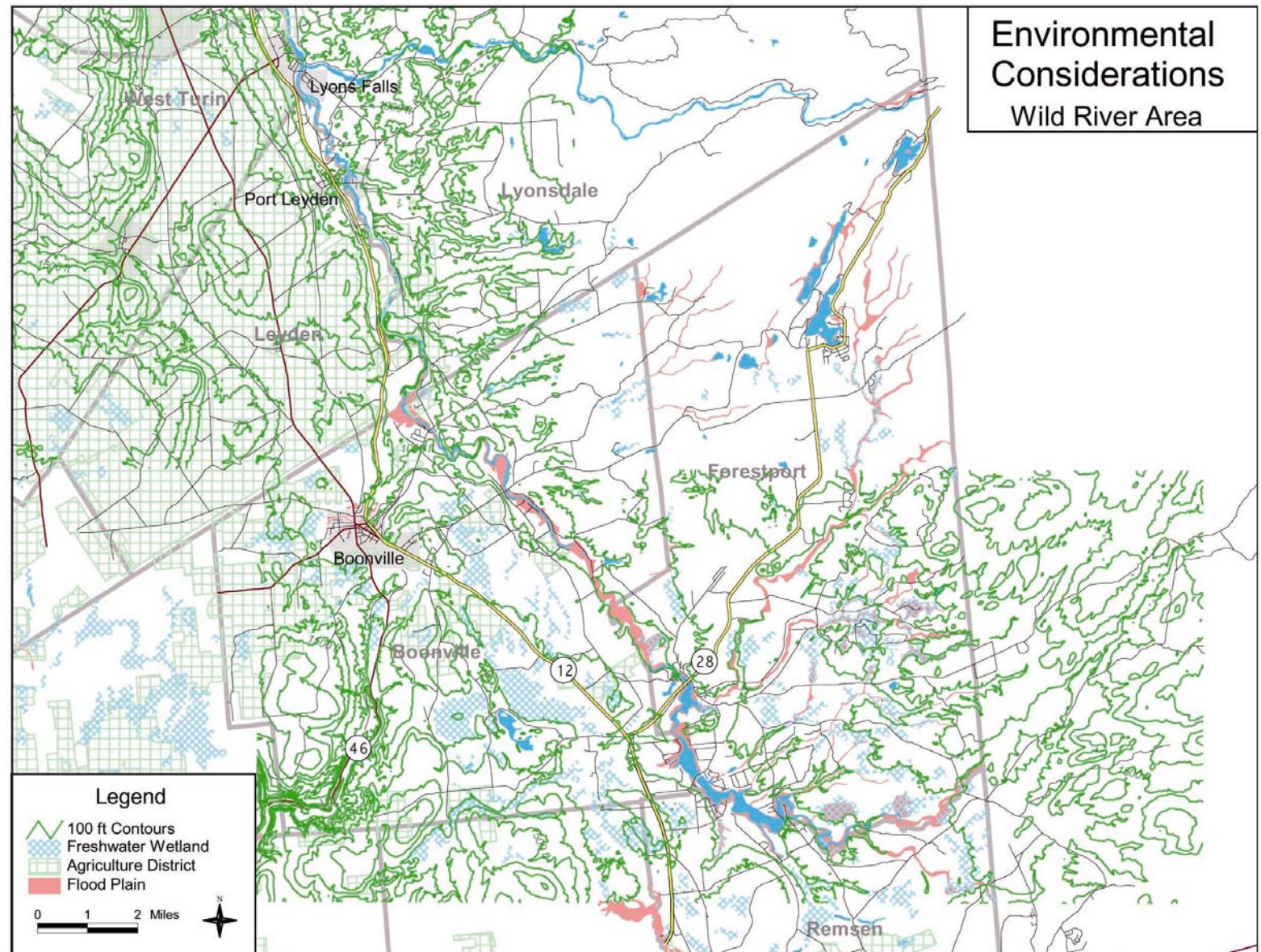
Adirondack North Country Association  
Wildlife Conservation Society  
NYS Department of Transportation  
NYS Department of Environmental Conservation  
Adirondack Outfitters  
Hudson River Rafting Company  
Whitewater Challenges  
New York Rivers United  
Black River Adventurers' Shop  
Federated Sports  
Days Inn – Watertown  
Downtown Business Association - Watertown  
Excel Communications  
Empire State Development  
Jefferson County Industrial Development Agency  
Lewis County Industrial Development Agency  
Herkimer-Oneida County Transportation Study  
Lewis County Chamber of Commerce  
Lewis County Soil and Water Conservation  
District  
Pratt Northam Foundation  
River Committee – Watertown  
Advantage Watertown Committee



*C. Figure A-1 - Environmental Conditions – Dexter to Carthage*



*D. Figure A-2 - Environmental Conditions – Carthage to Lyons Falls*



*E. Figure A-3 - Environmental Conditions – Lyons Falls to Forestport*

### ***F. Study Boundary Description***

Following is a description of the Blueway Area Trail boundary arranged by municipality beginning at the mouth of the river at Lake Ontario:

- **Dexter-Brownville** – **On the south side** of the river the boundary begins on Foster Park Road, crosses NYS 180 (The Seaway Trail) and follows NYS 12F toward Watertown. **On the north side**, the boundary begins on Grove Street in Dexter at a point where the river enters the lake and continued eastward across NYS 180 to County Route 53 (Cemetery Road). The boundary turns off Cemetery Road to NYS 12E (Main St.) before turning north on Franklin St. in Brownville, then east on St. Lawrence Ave. for one block, then south on Brown Blvd to incorporate the Brown Mansion Historic Site. The route connects again with NYS 12E Main St. and continues eastward toward Watertown.
- **Watertown** – **On the south side** of the river the boundary continues eastward on NYS 12F crossing Interstate 81 into the City of Watertown turning north on Engine St. to reach the waterfront and east on Newell St. past the brewery and rafting companies turning the corner onto Arch St. and up to NYS 12 (Court St.). From NYS 12, continue southeast through the downtown to Route 283 Factory St. continuing northeast to Huntington St., which becomes Ridge Rd. **On the north side** continue eastward on Main St. NYS 12E under Interstate 81 into the City of Watertown turning south onto Main Ave. crossing Mill St. to Moulton Street. Continue eastward on Moulton to Water St. turning east on NYS 3.
- **Black River–Felts Mills** – **On the south side** of the river continue east on Ridge Rd. turning north on Main St. and east on NYS 3. **On the north side** continue east on NYS 3 turning north on NYS 342, east onto Howe St. and southeast onto LeRay St. to Main St. in the Village of Black River. Continue across Main following Maple St. merging onto NYS 283 to 1<sup>st</sup> St. Follow 1<sup>st</sup> St. North to Nash Blvd turning southeast onto Dunn Ave. turning south on Great Bend Road and east onto NYS 3. **On the north side** continue east on NYS 3 turning southeast on Jackson II Rd. continuing to NYS 26 Martin St. toward West Carthage.
- **Carthage-West Carthage** – **On the west side** of the river continue on NYS 26 turning onto East Rd. **On the east side** continue south on NYS 3 turning northeast onto Bridge St. in the Village of Carthage. Continue on Bridge one block to NYS 126 James St. turning southeast and continuing southeast.
- **Castorland** – **On the west side** of the river continue on East Rd. turning northeast onto NYS 410 to the Village of Castorland turning southeast onto Ridge Rd. **On the east side** continue on NYS 126 turning south onto Van Amber Rd.
- **Lowville** – **On the west side** of the river continue on Ridge Rd. turning south onto Route 812. Follow NYS 812 as it becomes Bostwick St. and State St. through the Village of Lowville turning east onto River St across Estate St. to Number Four Rd. east toward the river. Turn off Number Four turning south on Martinsburg Rd. to NYS 12

southbound. **On the east side** turn from Van Amber Rd. onto NYS 812 south turning onto River Road to Number Four Rd which becomes Pine Grove Rd.

- **Lyons Falls – On the west side** of the river continue on NYS 12 southbound. **On the east side** continue on Pine Grove Rd., which becomes Greig Rd. and Lyons Falls Rd. Turn off Lyons Falls south onto Laura St., south onto Davis Bridge Rd. to Murphy Rd. to Pearl St. to River Road.
- **Boonville – On the west side** of the river continue on NYS 12 southbound to Schuyler St. westbound into the Village of Boonville turning south on Post St., east on Academy St., southeast on NYS 12D Main St, to NYS 12 southbound. Turn on NYS 12 to Woodgate Drive, which becomes Hawkinsville Rd turning southeast onto Millers Woods Rd. **On the east side** continue south on River Rd., which turns into Walker Rd. turning northeast onto Moose River Rd. to Camp Rd. to Pines Rd. to Edmonds Rd.
- **Forestport – On the west side** of the river continue south on Millers Woods Rd. to Taylor Rd. to NYS 12 southbound turning east onto Dayton Rd. to Brown Tract Rd. to Bardwell Mills Rd. to Lake Julia Rd to Muthig Rd to Roberts Rd to Bellingertown Rd. On the east side continue south on Edmonds Rd. to River Rd. crossing NYS 28 to Woodhull Rd. to Bardwell Mills Rd. to Bellingertown Rd. to complete a loop connecting with the western boundary.

### ***G. River Access Points***

The following chart is a list of river access points that were identified and categorized by the project team. The purpose of the list is to provide a general picture of the number, type, quality and location of the access points. The list is not intended to be a comprehensive list of access points since there is level of subjectivity in determining what is an access point and what primary category it falls into. The list begins at the upstream portion of the river moving downward. The quality ratings are from one to five with five being the highest. The IR Number is the intrinsic resource number that correlates with the GIS database.

	<b>Name</b>	<b>Road</b>	<b>Municipality</b>	<b>Primary Use</b>	<b>Other Uses/ Notes</b>	<b>Rating</b>	<b>IR No.</b>
1	Little Black Ck Fishing Access	Roberts Rd	Forestport	Fishing Access		4	148
2	Undeveloped Parking	Edmonds Rd	Boonville	Undeveloped Parking		3	162
3	Undeveloped Parking	Edmonds Rd	Boonville	Undeveloped Parking		3	163
4	DEC Fishing Access	Edmonds Rd	Boonville	Fishing Access		4	164
5	Undeveloped Parking	Hawkinsville Rd	Boonville	Undeveloped Parking		4	139
6	Edmonds Rd Bridge	Edmonds Rd	Boonville	Undeveloped Parking		4	141
7	DEC Access	Kernan Rd	Forestport	Boat Launch	Fishing, Overlook	4	144
8	Undeveloped Parking	River Rd Bridge	Forestport	Undeveloped Parking		4	143
9	Black River Fishing Access	Edmonds Rd	Boonville	Fishing Access		4	165
10	DEC Fishing Access	Walker Rd	Boonville	Fishing Access		3	168
11	Norton Rd Bridge	Norton Rd	Leyden	Developed Parking	Fishing Access	4	124
12	Undeveloped Parking	River Rd	Lyonsdale	Undeveloped Parking		3	169
13	Undeveloped Parking	River Rd	Lyonsdale	Undeveloped Parking		3	170
14	Main St Bridge	Main St	Lyonsdale	Undeveloped Parking		3	122
15	Undeveloped Parking	Davis Bridge Rd	Lyonsdale	Undeveloped Parking		3	119
16	Undeveloped Parking in Ind. Area	Laura Rd	Lyons Falls	Undeveloped Parking		1	118
17	3-way Bridge	Lyons Falls Rd	Lyons Falls	Boat Launch	Monument	5	177
18	Lyons Falls	Lyons Falls Rd	Lyons Falls	Developed Parking		4	178
19	Canoe Lauch	Lyons Falls Rd	Lyons Falls	Boat Launch	Developed Parking	5	179
20	Burdicks Crossing	Burdicks Crossing Rd.	Turin	Undeveloped Parking		3	111
21	River Access	Greig Rd	Greig	Boat Launch	Parking, Picnic	4	184
22	River Access	Blue Rd	Martinsburg	Undeveloped Parking		3	108
23	Undeveloped Parking	Number Four Rd	Lowville	Undeveloped Parking		2	104
24	Black Riv Beaches DEC Access	Number Four Rd	Lowville	Boat Launch	Fishing Access	4	103
25	Crystal Creek Fishing Access	Van Amber Rd	New Bremen	Fishing Access		4	101
26	DEC Access	NYS Route 410	Croghan	Fishing Access	Boat Launch	4	100
27	Undeveloped Parking	NYS Route 126	Wilna	Undeveloped Parking		2	97
28	Waterfont Park	Bridge Street	Carthage	Boat Launch	Dev. Parking, Picnic	5	94
29	Undeveloped Parking	End Ave	Carthage	Undeveloped Parking		2	88

### River Access Points (Continued)

	Name	Road	Municipality	Primary Use	Other Uses/ Notes	Rating	IR No.
30	Herrings Recreation Site	NYS Route 3	Herrings	Developed Parking	Boat Launch, Fishing	4	86
31	Cartop Boat Access	Jackson II Rd	Champion	Boat Launch	Developed Parking	3	210
32	Canoe Portage	NYS Route 3	Herrings	Boat Launch		3	85
33	Canoe Portage	NYS Route 3	Herrings	Boat Launch	Dev. Parking, Picnic	3	80
34	Undeveloped Parking	NYS Route 3	Herrings	Undeveloped Parking		2	81
35	Deferiet Recreation Area	Riverside Dr	Deferiet	Developed Parking	Boat Launch, Picnic	3	79
36	Canoe Portage	Riverside Dr	Deferiet	Boat Launch	Developed Parking	4	76
37	Access point	NYS Route 3	Deferiet	Undeveloped Parking		2	74
38	Parking near Ft. Drum	Great Bend Rd	Great Bend	Developed Parking	Shoreline Trail	3	71
39	Dead End	Stewart Dr	Great Bend	Undeveloped Parking		5	66
40	NE side of bridge	NYS Route 283	Great Bend	Undeveloped Parking		2	62
41	Waterfront Park	Main St	Black River	Developed Parking		3	213
42	Poor's Island Recreation Site	Main St	Black River	Boat Launch	Developed Parking	5	214
43	Portage Site	NYS Route 3	Black River	Developed Parking	Boat Launch, Picnic	3	58
44	Potential Access @ Waterworks	NYS Route 3	Black River	Undeveloped Parking		2	57
45	Potential Access @ Waterworks	NYS Routes 3 & 342	LeRay	Undeveloped Parking		2	56
46	Undeveloped Parking	Ridge Rd	Watertown	Undeveloped Parking		3	219
47	Developed Parking	Ridge Rd @ Eastern	Watertown	Developed Parking		4	220
48	Brewing Company Parking Lot	Newell Street	Watertown	Undeveloped Access		1	
49	Parking	City Center Dr	Watertown	Undeveloped Parking		2	39
50	Parking	City Center Dr	Watertown	Developed Parking		2	37
51	Undeveloped parking	Huntington near Colorado	Watertown	Undeveloped Parking		2	33
52	Car top launch	Huntington St	Watertown	Boat Launch	Developed Parking	3	32
53	Access - Swimming	Huntington St	Watertown	Undeveloped Parking		2	31
54	Open lot	Huntington St	Watertown	Undeveloped Parking	Good View	2	30
55	Waterworks Park	Eastern & Huntington	Watertown	Boat Launch	Fishing, Picnic	5	28
56	DEC Fishing Access	Water & NYS Route 3	Watertown	Developed Parking	Fishing, Boat Launch	4	27
57	Parking	Marble & NYS Route 3	Watertown	Undeveloped Parking	Enhance View	2	26
58	Parking	Marble St	Watertown	Undeveloped Parking		2	24
59	Parking	Water St	Watertown	Developed Parking		3	23
60	Parking	Water St	Watertown	Undeveloped Parking		3	22
61	Island in Watertown	Factory St	Watertown	Undeveloped Parking	Pot.I for Development	1	21
62	DEC Access Site	Vanduzee St	Watertown	Developed Parking	Boat Launch - Expand	2	18
63	Glen Park Hydroelectric	Main St	Brownville	Fishing Access	Improve Access	2	16
64	River Access Parking	Locke St	Dexter	Undeveloped Parking	Not Designated	2	5
65	Fish Island		Dexter	Boat Launch	Possible Park	2	6
66	Village of Dexter Boat Launch	Water St	Dexter	Boat Launch	Developed Parking	4	8

### ***H. Intrinsic Resources - Recreation***

The following chart is a list of recreation related resources that were inventoried by the project team. The purpose of the list is provide a general picture of the number, type, quality and location of the resources and is not intended to be comprehensive. The list begins at the upstream portion of the river moving downward. The quality ratings are from one to five with five being the highest. The IR Number is the intrinsic resource number that correlates with the GIS database.

	<b>Name</b>	<b>Municipality</b>	<b>Primary Use</b>	<b>Other Uses/Notes</b>	<b>Rating</b>	<b>IR Number</b>
1	Alder Creek Golf Course	Boonville	Golf		4	155
2	Forestport Park	Forestport	Park	Field Sports	3	142
3	Woodgate Pines Golf Course	Boonville	Golf		3	138
4	Boonville Park	Boonville	Park	Monument, Plaque	4	129
5	Lyons Falls Park	Lyons Falls	Park	Picnic, Playground	4	176
6	Park	Lyons Falls	Common	Monument	3	114
7	Greig Community Park	Greig	Park	Playground	4	183
8	John Mungo Memorial Park	Martinsburg	Park	Picnic, Field Sports	3	106
9	Hesington Marsh	Greig	Wetland	Overlook	5	185
10	Lowville DEC Demonstration	Lowville	Park	Picnic, Information, Trail	3	102
11	Lowville Square	Lowville	Common	Monument	4	196
12	Waterfront Park	Carthage	Park	Boat Launch, Shoreline Trail, Monument	4	94
13	Herrings Playground	Herrings	Park		4	83
14	Municipal Park	Deferiet	Park	Picnic, Playground	3	78
15	Deferiet Municipal Building	Deferiet	Information		2	77
16	Ballfield	Deferiet	Field Sports		2	75
17	Veteran's Park	Felts Mills	Common		3	65
18	Memeorial Park	Black River	Park	Picnic, Playground, Field Sports, Restroom	3	211
19	Waterfront Park	Black River	Park	Boat Launch, Overlook	5	213
20	Veteran's Memorial Park	Watertown	Park	Shoreline Trail, Overlook, Picnic, Restroom	4	38
21	Hydro Plant Park	Watertown	Park	Picnic	4	25
22	Riverfront Marketplace	Watertown	Park	Information	3	19
23	Fairgrounds	Watertown	Park	Picnic, Playground, Field Sports, Restroom	5	44
24	Millstone Park	Dexter	Park	Monument	2	4
25	Park in Dexter	Dexter	Park	Monument	3	1

### ***I. Intrinsic Resources – History & Culture***

The following chart is a list of history and culture related resources that were inventoried by the project team. The purpose of the list is provide a general picture of the number, type, quality and location of the resources and is not intended to be comprehensive. The list begins at the upstream portion of the river moving downward. The quality ratings are from one to five with five being the highest. The IR Number is the intrinsic resource number that correlates with the GIS database.

	<b>Name</b>	<b>Municipality</b>	<b>Function</b>	<b>Rating</b>	<b>IR Number</b>
1	Train Depot	Boonville	Architecture	4	152
2	Forestport Presbyterian	Forestport	Church	4	156
3	Black River Studio Gallery	Forestport	Art	5	157
4	St Patrick's Church	Forestport	Church	4	160
5	St Patrick Cemetery	Forestport	Cemetery	3	161
6	1866 Church	Boonville	Church	4	140
7	Joslin Cemetery	Boonville	Cemetery	4	166
8	Black River Canal Historic Marker	Boonville	Plaque	3	134
9	Historic Canal Locks	Leyden	Monument, Interpretive Signs, Information, Picnic	5	123
10	Port Leyden Cemetery	Lyonsdale	Cemetery	3	171
11	Lock 48 Historic Site	Leyden	Monument	5	120
12	Kaleb Lyon Memorial	Lyonsdale	Monument	4	174
13	Cemetery	Lyonsdale	Cemetery	4	175
14	Forest Presbyterian	Lyons Falls	Church	5	116
15	Small Building	Lyons Falls	Architecture	5	117
16	Black River Canal	Lyons Falls	Plaque	3	113
17	St Thomas Church	Greig	Church, Cemetery	4	181
18	Cemetery	Turin	Cemetery	3	109
19	Greig United Methodist	Greig	Church	4	182
20	Cemetery	Greig	Cemetery	2	186
21	Beaches Bridge Cemetery	Greig	Cemetery	3	188
22	Mennonite Church	Watson	Church	4	189
23	Cemetery	Lowville	Cemetery	3	191
24	Cemetery	Lowville	Cemetery	4	192
25	Presbyterian Church	Lowville	Church	5	197
26	Trinity Episcopal	Lowville	Church	5	199
27	Lowville Baptist	Lowville	Church	5	200

## Intrinsic Resources – History & Culture (Continued)

	<b>Name</b>	<b>Municipality</b>	<b>Function</b>	<b>Rating</b>	<b>IR Number</b>
28	Lewis County Fair	Lowville	Festival/Fair	3	203
29	East Road Cemetery	Lowville	Cemetery	2	204
30	Naumberg Cemetery	Croghan	Cemetery	3	98
31	Cemetery	Croghan	Cemetery	3	99
32	St James Cemetery	Carthage	Cemetery	3	96
33	Cemetery	Carthage	Cemetery	3	209
34	Old Rail Station	Carthage	Architecture	3	90
35	Old Hotel	Carthage	Architecture	3	91
36	Cemetery	Carthage	Cemetery	3	87
37	Church	Champion	Church	5	72
38	Old School - Abandoned	Felts Mills	Architecture	4	67
39	Felts Mills Cemetery	Felts Mills	Cemetery	3	64
40	Black River Cemetery	Black River	Cemetery	3	59
41	First Baptist Church	Black River	Church	4	212
42	United Methodist	Black River	Church	4	215
43	Huntingtonville Rural Cemetery	Watertown	Cemetery	4	217
44	Cemetery (Ridge Rd)	Watertown	Cemetery	4	218
45	Monument in Park (Main St)	Watertown	Monument, Park	3	17
46	Brown Mansion Historic Site	Brownville	Architecture, Plaque, Interpretive Sign	5	15
47	Dexter Cemetery		Cemetery	4	12
48	Cemetery		Cemetery	3	14

### ***J. Intrinsic Resources – Tourism Infrastructure***

The following chart is a list of tourism related resources inventoried by the project team. The purpose of the list is to provide a general picture of the number, type, quality and location of the resources and is not intended to be comprehensive. The list begins at the upstream portion of the river moving downward. The quality ratings are from one to five with five being the highest. The IR Number is the intrinsic resource number that correlates with the GIS database.

	<b>Name</b>	<b>Municipality</b>	<b>Functions</b>	<b>Rating</b>	<b>IR Number</b>
1	Garramones Restaurant	Forestport	Food	3	150
2	Buffalo Head Restaurant	Forestport	Food	4	151
3	Bonnie's Country Store	Forestport	Retail, Food	4	153
4	Kayuta Drive Inn	Boonville	Food	3	154
5	Forestport Diner	Forestport	Food	4	158
6	Diner	Forestport	Food	3	145
7	Wolfs Den	Boonville	Food	3	146
8	Wheeley's Restaurant	Boonville	Food	3	167
9	Park House Rest. & Tavern	Boonville	Food	5	130
10	Hulbert House	Boonville	Architecture	5	131
11	The Pub	Boonville	Food	3	132
12	Victorian B&B	Boonville	B&B	5	133
13	Mercer's Dairy	Boonville	Food	3	125
14	Headwaters Motor Lodge	Boonville	Motel/Hotel	4	126
15	Boonville Hotel	Boonville	Food, Hotel	5	127
16	Capri Pizza	Boonville	Food	4	128
17	Mountain Dog Inn	Leyden	Food	4	121
18	Allegro Guest House	Lyonsdale	Inn	5	172
19	Lyonsdale Town Hall	Lyonsdale	Information	2	173
20	Dorrity's	Lyons Falls	Food	2	115
21	Wooly Acres Petting Animals	Turin	Agri-tourism	3	112
22	River Valley Inn	Turin	Food	3	110
23	Greig Town Hall	Greig	Information, Monument	2	180
24	Rocky's	Martinsburg	Food	3	107
25	The Golden Shamrock	Martinsburg	B&B	3	105
26	Watson Inn	Watson	Food	3	187
27	Memories Restaurant	Watson	Food	3	190
28	Jeb's	Lowville	Food	3	193
29	Town Hall Theater	Lowville	Theater	4	194
30	Gary's	Lowville	Food	3	195

### Intrinsic Resources – Tourism (Continued)

	Name	Municipality	Functions	Rating	IR Number
31	Betty's Browsey	Lowville	Antiques	5	198
32	Lowville City Hall	Lowville	Information	4	201
33	Butterscotch House	Lowville	B&B	5	202
34	Trailblazers	Denmark	Food	4	206
35	Station II	West Carthage	Food	4	207
36	Keddy's	West Carthage	Food	3	208
37	Superior Restaurant	Carthage	Food	5	92
38	Stefano's Pizza	Carthage	Food	5	93
39	Carthage Fine Chocholates	Carthage	Food	5	95
40	Alino's Pizza	Carthage	Food	3	89
41	Herrings Inn	Herrings	Food	4	82
42	Herrings Municipal Building	Herrings	Information	3	84
43	Grandview B&B	Champion	B&B	5	73
44	Golden Unicorn Restaurant	Felts Mills	Food, Motel	3	68
45	Dario's Pizza	Felts Mills	Food	4	63
46	Rutland Town Hall	Rutland	Information	1	61
47	Gleason's Motel	Felts Mills	Motel/Hotel	3	60
48	Riverview Inn	LeRay	Motel/Hotel	3	55
49	Partridge Berry Inn	LeRay	Food	4	54
50	Renaissance	LeRay	Food	4	53
51	Cowlick Ice Cream	Watertown	Food	4	52
52	Huntington St. Ice Cream	Watertown	Food	5	29
53	Moulton St. Shops in Watertown	Watertown	Retail, Antiques	3	20
54	Black River Adventurers' Shop	Watertown	Retail	5	34
55	Whitewater Rafting	Watertown	Rafting	3	35
56	Hudson River Rafting Co	Watertown	Rafting	2	36
57	Paddle Hut	Watertown	Rafting, Retail	2	40
58	Black River Brewing	Watertown	Food	4	41
59	Coleman's Corner	Watertown	Food	3	43
60	Fairground Inn	Watertown	Food	4	45
61	Jody's Dairy Barn	Hounsfield	Food	3	48
62	GB Ice Cream	Brownville	Food	3	13
63	Coho Café	Dexter	Food	3	2
64	BOB Rafting Company	Dexter	Rafting, take out drop off	2	3
65	Whitewater Challenge	Dexter	Rafting, Take out/ drop off	5	11
66	BJ's Bait		Retail	3	9
67	Lickety Split		Food	3	7

### ***K. Transportation Spine Route Description***

Following is a description of the Blueway Transportation Spine Route arranged by municipality beginning at the mouth of the river at Lake Ontario:

- **Dexter-Brownville** – The route begins where County Route 53 Cemetery Road heading eastward and turning south NYS 180 Cemetery Road to NYS 12E Main St.
- **Watertown** – The route continues eastward on Main St. NYS 12E under Interstate 81 into the City of Watertown turning south onto Main Ave. crossing Mill St. to Moulton Street. It continues eastward on NYS 12F crossing Interstate 81 into the City of Watertown turning north on Engine St. to reach the waterfront and east on Newell St. past the brewery and rafting companies turning the corner onto Arch St. and up to NYS 12. From NYS 12 continue southeast through the downtown to Route 283 Factory St. continuing northeast to Huntington St., which intersects Eastern Blvd NYS Route 3. It turns northeast on Route 3 and continues eastward.
- **Black River–Felts Mills** – The route continues east on NYS 3 past the Villages of Black River and Felts Mills and gradually turns in a southeastern direction.
- **Carthage-West Carthage** – The route continues southeast on NYS 3 turning northeast onto Bridge St. in the Village of Carthage. Continue on Bridge one block to NYS 126 James St. turning southeast and continuing southeast.
- **Castorland** – The route continues southeast on NYS 126 turns south onto Van Amber Rd.
- **Lowville** – The route follows Van Amber Rd. onto NYS 812. Follow NYS 812 as it becomes Bostwick St. turning southeast onto State St. through the Village of Lowville turning east onto River St across E State St. to Number Four Rd. east toward the river. Turn off Number Four turning south on Martinsburg Rd. to NYS 12 southbound.
- **Lyons Falls** – The route continues on NYS 12 southbound.
- **Boonville** - The route continues on NYS 12 southbound to Schuyler St. westbound into the Village of Boonville turning south on Post St., east on Academy St., southeast on NYS 12D Main St, to NYS 12 southbound. Turn off NYS 12 to Woodgate Dr., which becomes Hawkinsville Rd crossing the river and turning southeast onto Edmonds Rd.
- **Forestport** – The route continues southeast on Edmonds Rd. and turns east onto River Rd. turning southwest onto NYS 28. It follows NYS 28 until reaching NYS 12 where it turns southeast and continues to the intersection of Dayton Road where it ends.

### ***L. User Profile Sources***

In order to address the user profiles of the range of potential tourists, several different sources were utilized. The initial source used was the “Black River Corridor Economic Adjustment Strategy”. This report provided data on four existing tourist markets in the Black River region: Rafters, Kayakers, Canoeists and Freshwater Anglers. To supplement this existing data for the Black River, Claritas data along with MRI data were combined to create a detailed analysis of user characteristics. Also information on whitewater rafters from the Canadian Tourist Commission was referenced to complete the user profiles. Finally, studies and surveys for ATV and Snowmobile Users was gathered from the Wisconsin Department of Tourism, Wyoming Department of State Parks and Historic Sites, the Pennsylvania ATV Survey Results and the Tug Hill ATV Survey Results.

#### Claritas and MRI Data

Claritas is one of the largest research companies in the United States. Claritas provides media and marketing research. Claritas provides a “rank order correlation” which provides a glimpse at the likelihood that any given participant in one activity will participate in another. For example, households that are participants in fishing are also likely to participate in camping and hunting. These correlations range from high positive correlation – a high degree that given participation in the one activity participation in another is likely – to a high negative correlation – a high degree of certainty that the participant in one activity will not participate in another.

The rank order correlations are based on data from Mediamark Research Inc. (MRI) surveys and cover a wide range of activities and habits including vacation and travel habits, hotel and restaurant preferences, buying habits and others. The data concentrates on national chains and regions and does not focus on specific states.

#### Canadian Tourist Commission

In June 2003, Research Resolutions & Consulting Ltd. Prepared “A Snapshot of the White Water Rafting Travel Market in North America to the Canadian Tourist Commission. The report provides an analysis of the Travel Activities and Motivation Study (TAMS), which is a large-scale survey of consumers in Canada and America. The study provides information regarding the demographics of both Canadians and Americans through data from the TAMS on leisure trips to Canada in the past couple of years. Also information in the study is provided on what other types of activities white water rafters enjoy.

#### Wyoming Department of State Parks and Historic Sites

Chelsey McManus, Roger Coupal and David Taylor, Department of Agricultural and Applied Economics of the University of Wyoming prepared the 2000-2001 Wyoming Snowmobile Survey: Outfitter Client Report for the Wyoming Department of State Parks and Historic Sites. The surveys were sent to selected snowmobile outfitters cliental. The survey resulted in a 73% response rate (326 out of 447). The survey provided information on the demographics of the users and

#### Pennsylvania ATV Survey Results

In 2004, the School of Forest Resources of Pennsylvania State University submitted “Pennsylvania’s ATV Riders and their Needs to the Bureau of Recreation and Conservation of the PA Department of Conservation and Natural Resources. The report provides a survey of ATV registered riders obtaining a response rate of 47% (1,357 useable returned surveys). The survey provided information regarding user demographics and activities.

#### Tug Hill ATV Survey Results

In 2005, Camoin Associates, as part of the Tug Hill ATV Impact Study, conducted the ATV Survey for Cooperative Tug Hill Council. The survey used three different survey methods: a mail survey of Tug Hill Region ATV club members, an intercept survey of Tug Hill ATV riders and a mail survey of ATV-related Tug Hill business owners. The mail survey had a 45% response rate (449 returned surveys). The Intercept survey was conducted on weekends in July and August at seven different locations, which provided 294 responses. The mail survey of businesses had a 32% response rate (41 returned surveys). The survey provides information specific to trail improvements as well as information about the demographics of the users.

#### Route 28 Corridor Plan

Preparation of an intermunicipal revitalization plan for the Route 28 corridor along the Black River, Fulton Lake Chain, Racquette Lake, and Long Lake waterfronts in Forestport, Webb, Inlet, and Long Lake, including hamlet revitalization; economic and market analysis of potential future uses; development of a sustainable tourism-based economy; protection of community character; protection of natural resources; and enhancing waterfront access, aimed at developing a blueway trail.

■

***M. Sample – Adoption Statement for the Blueway Trail Development Plan***

The following is an example of the text that could be used in an Adoption statement by the Blueway Trail cooperating communities.

**Village of \_\_\_\_\_**

**Resolution of the Village Board of Trustees  
Adopting the Black River Blueway Trail Development Plan**

WHEREAS, the Village of \_\_\_\_\_, in cooperation with other cooperating communities along the Black River initiated preparation of a Black River Blueway Trail Development Plan in cooperation with the New York State Department of State and the New York State Tug Hill Commission; and

WHEREAS, the Black River Blueway Trail Development Plan contains a list of policies that guide the protection, enhancement and promotion of the Blueway Trail along the Black River; and

WHEREAS, a Draft Black River Blueway Trail Development Plan was prepared and circulated by the Department of State with potentially affected State, federal, and local agencies; and

NOW, THEREFORE, BE IT RESOLVED, that the Black River Blueway Trail Development Plan is hereby adopted

### ***N. Sample – Call for Cooperation Statement***

*This sample is the type of agreement that could be made to form a Black River Blueway Coordinating Organization.*

#### **Memorandum of Agreement**

#### **Establishing the Black River Blueway Trail Intermunicipal Coordinating Committee**

This agreement, dated \_\_\_\_\_, 2007 is between the local governments located along the Black River in Jefferson, Lewis, and Oneida counties.

**WHEREAS**, numerous cooperating parties, including the local governments along the Black River, various New York State agencies, and various not-for-profit organizations share the responsibilities, interests, and benefits of creating the Black River Blueway Trail and protecting and enhancing the Black River, which is a regional resource affected by the actions of these parties;

**WHEREAS**, the cooperating parties participated in the development of an inter-municipal plan for the creation of the Black River Blueway Trail and protection and revitalization of the 114 mile Black River corridor, entitled the Blueway Trail Development Plan for the Black River;

**WHEREAS**, the Blueway Trail Development Plan for the Black River includes recommendations for protecting natural resources and enhancing water-based recreation and tourism as part of an overall program to develop a sustainable tourism-based economy and revitalize waterfront communities;

**WHEREAS**, one of the recommendations of Blueway Trail Development Plan for the Black River is the effective inter-municipal cooperation for implementing regional actions through the establishment of an appropriate institutional mechanism;

**WHEREAS**, the cooperating parties hereto are desirous of continuing to work together on a cooperative basis in order to maintain communication, establish a forum where Black River Blueway Trail issues may be addressed, and enhance intermunicipal and public-private efforts to protect and enhance the Black River corridor.

#### **NOW, THEREFORE, BE IT RESOLVED:**

THAT the parties hereto agree to create and participate in the Black River Blueway Trail Intermunicipal Coordinating Committee (“the Committee”);

THAT the Committee shall be comprised of one designated representative of each signatory party and chaired by the New York State Secretary of

State, or his/her designee;

THAT each party may, at its pleasure, change its representative to the Committee from time to time;

THAT the Committee will:

- a. Advance activities to implement the recommendations of the Blueway Trail Development Plan for the Black River;
- b. Periodically establish, review, and update priority actions for developing the Black River Blueway Trail and protecting and enhancing the Black River and revitalizing its waterfront communities;
- c. Identify funding priorities for consideration by members when applying for grants and other financial assistance;
- d. Facilitate coordination of members efforts, sharing of information, and increased education of and among Committee members, to develop the Black River Blueway Trail and protect and enhance the Black River;
- e. Approve an annual work plan and budget for the Committee;
- f. Convene an annual forum for the purpose of reviewing past accomplishments and discussing actions needed to develop the Black River Blueway Trail and further protection and enhancement of the Black River;
- g. Establish sub-committees, as needed;
- h. Adopt bylaws and procedures for the conduct of its business, as necessary.

THE PARTIES signing this AGREEMENT represent that they have been duly authorized to enter into this AGREEMENT, pursuant to their respective lawful authorities.

Oneida County:

The Town of Boonville  
The Town of Remsen  
The Town of Forestport  
The Village of Boonville

Lewis County:

The Town of Croghan  
The Town Denmark  
The Town of Greig  
The Town of Leyden  
The Town of Lowville  
The Town of Lyonsdale  
The Town of Martinsburg  
The Town of New Bremen  
The Town of Turin  
The Town of Watson  
The Town of West Turin  
The Village of Castorland  
The Village of Lowville  
The Village of Lyons Falls  
The Village of Port Leyden

Jefferson County:

The Town of Brownville  
The Town of Champion  
The Town of Hounsfield  
The Town of LeRay  
The Town of Pamela  
The Town of Rutland

The Town of Watertown  
The Town of Wilna  
The Village of Black River  
The Village of Brownville  
The Village of Carthage  
The Village of Deferiet  
The Village of Dexter  
The Village of Glen Park  
The Village of Herrings  
The Village of Sackets Harbor  
The Village of West Carthage  
The City of Watertown.

### ***O. Land Use Control Chart***

The following charts lists the basic Land Use Tools used by municipalities along the Black River.

County	Municipality	Comp. Plan	Zoning	Subdivision	Site Plan	Planning Board
	<b>City</b>					
Jefferson	Watertown	Yes	Yes	Yes	Yes	Yes
	<b>Townships</b>					
Jefferson	Brownville (Town)	Yes	Yes	Yes	Yes	Yes
Jefferson	Champion (Town)	Yes	Yes	Yes	Yes	Yes
Jefferson	Hounsfield (Town)	Yes	Yes	Yes	Yes	Yes
Jefferson	LeRay (Town)	No	Yes	Yes	Yes	Yes
Jefferson	Pamelia (Town)	No	Yes	Yes	Yes	Yes
Jefferson	Rutland (Town)	No	Yes	Yes	Yes	Yes
Jefferson	Watertown (Town)	Yes	Yes	Yes	Yes	Yes
Jefferson	Wilna (Town)	No	Yes	Yes	Yes	Yes
	<b>Villages</b>					
Jefferson	Black River (Village)	No	Yes	Yes	Yes	Yes
Jefferson	Brownville (Village)	Yes	Yes	Yes	Yes	Yes
Jefferson	Carthage (Village)	Yes	Yes	Yes	Yes	Yes
Jefferson	Deferiet (Village)	Yes	Yes	Yes	Yes	Yes
Jefferson	Dexter (Village)	Yes	Yes	No	Yes	Yes
Jefferson	Glen Park (Village)	Yes	Yes	No	No	No
Jefferson	Herrings (Village)	Yes	Yes	No	Yes	No
Jefferson	Sackets Harbor (Village)	Yes	Yes	Yes	Yes	Yes
Jefferson	West Carthage (Village)	Yes	Yes	Yes	Yes	Yes

Derived from 'Land Use Planning & Regulations - A Survey of New York State Municipalities' Published by the NYS Legislative Commission on Rural Resources, Senator Patrick K. McGee, Chair, July 2004

County	Municipality	Comp. Plan	Zoning	Subdivision	Site Plan	Planning Board
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	Townships					
Lewis	Croghan (Town)	No	Yes	No	Yes	No
Lewis	Denmark (Town)	No	Yes	Yes	Yes	Yes
Lewis	Greig (Town)	No	Yes	Yes	Yes	Yes
Lewis	Leyden (Town)	No	Yes	No	Yes	No
Lewis	Lowville (Town)	Yes	Yes	Yes	Yes	Yes
Lewis	Lyonsdale (Town)	No	Yes	No	Yes	No
Lewis	Martinsburg (Town)	Yes	Yes	Yes	Yes	Yes
Lewis	New Bremen (Town)	No	Yes	No	Yes	No
Lewis	Turin (Town)	No	Yes	Yes	Yes	Yes
Lewis	Watson (Town)	No	Yes	No	Yes	Yes
Lewis	West Turin (Town)	Yes	Yes	Yes	Yes	Yes
	Villages					
Lewis	Castorland (Village)	No	No	Yes	Yes	Yes
Lewis	Lowville (Village)	Yes	Yes	Yes	Yes	Yes
Lewis	Lyons Falls (Village)	No	No	No	No	No
Lewis	Port Leyden (Village)	No	No	No	No	No

	Townships					
Oneida	Boonville (Town)	Yes	Yes	Yes	Yes	Yes
Oneida	Forestport (Town)	Yes	No	No	Yes	Yes
Oneida	Remsen (Town)	No	No	No	No	Yes
	Villages					
Oneida	Boonville (Village)	No	Yes	Yes	Yes	Yes

Derived from 'Land Use Planning & Regulations - A Survey of New York State Municipalities' Published by the NYS Legislative Commission on Rural Resources, Senator Patrick K. McGee, Chair, July 2004

