

ROBERT FROST/OLD STAGE COACH SCENIC BYWAY

Community Visioning Meeting

April 6, 2013

Group 1

Opportunities

Citizens will know we are special and recognize the value of the community

Local pride

- Keep area clean
- Preserve integrity of Byway

Communication ↑ historic areas

- Places or resources → information centers

Maintain byways – keep the views/vistas whole “see from car what saw from stage coach”

Highlight hidden historic resources

Funding for turnouts

Mechanisms to manage traffic

- Protection for homes on byway
- Intrinsic sites on byway
- Work with N HDOT on road widening
- So values are maintained

Designation may help some traffic issues

? study-traffic speed decreases in fall – peep season!

Need places to walk along byway

Conversations with developers before development

Easements on land along byway to protect it

Historic names for roads developed off the byway – maintains the integrity

Try to get the BOS/Councilors on board

Concerns

Need to keep downtowns vital even if “off season” visitors to byway

10 years from now – How will we know success?

Robert Frost farm open year round

- funding

Good website links for other intrinsic sites

- highlight accessible buildings

Different	Same
Education - ↑ pride	Same vistas/views – or as close as possible
Recognition	Conservation land will remain
Economic development	Land around RFF protected 3 sides
↑ Community identity	Roadways
Information is accessible	Atkinson “tunnel”
Statue of Alan Shepard	
Good website for byway	
Better marketing	
Communities will see us as others do	
- we have more trees now -	
- fewer telephone poles – bury the lines	

Strategies

Get town fathers on board and involved
Educational programs in schools
Historic societies
Teach local history
Add historic aspects to Old Home Days
Historic plaques at the homes and sites along the byway
Let the homeowners know they have been "designated"
Give the Heritage Commissions some teeth with respect to preservation
Celebrate lesser known historic events in the member communities
More information re: transportation alternatives; federal grant funding; state grant funding
Make a presence felt at the state – get local legislators on board/educated

* Byway is a tourist destination – create a logo!

Group 2

Opportunities

Grant funding for sidewalks
Give residents a better understanding and appreciation of history and resources
Tourism development/broader economic development
Awareness to slow down traffic
Historic marker signs on homes → consistent marking along corridor
Targeted outreach to visitors at campgrounds and Bed & Breakfasts
Educational opportunity for schools – byway as teaching tool for local history
Volunteerism – upkeep, beautification (Frost Farm Flowers) trash pick-up
Online/mobile app → brochure, guide, recorded information

- need to balance with road safety
- app steer to safe pullout

State level marketing?
What does NHDTTD do?
Like wind & cheese trail

Concerns

Given budget constraints, who is responsible for signs?
Ensure doesn't result in new restrictions
Billboards? Already regulated
Traffic safety → will it increase traffic?

- Will there be safe pull-outs?
- Traffic has already grown greatly
- Cut through traffic from I-93 to get on at Exit 2
- Weight station avoidance

10 years from now - How will we know success?

More sidewalks
↑ Visitation to Massabesic
 and Taylor Mill
 and Audubon Center
 and Frost Farm
 and roadside businesses like ice cream stores
 and Campgrounds

Increased business for merchants – conduct baseline & follow-up surveys

New business opportunities: Antiques, B&B's; Gift shops

Increased hits on state byway website

Formal tie-in to 4th grade NH History in 5 towns → scavenger hunt, geocaching, create curriculum tie-in

Promotion programs in place: discounts – coupon books

Rail trail tie-ins and development

Intersection safety improvements

- NH 121/NH 102
- Hampstead 4 corners
- NH 121/NH111
- Derry Circle

Sidewalks

- Center of Hampstead had sidewalks historically
- Helpful in many areas

Pull-outs? Would be nice, but tough in reality to site them

Balance signage – provide wayfinding and branding but don't over clutter

Strategies

Work with businesses to promote byway

Information at airport, directions online → unified byway directory

Farm stands - promote

Website/brochure/mobile app information

- Major resources and visitor information (If open to public)
- Self guided tour with local history info served up to mobile app
- Balance privacy desire for private homes

Molly Reid pull-off at Stark & Lawrence

Bike route promotion

Tour de Cure ride using part of route in Hampstead – coordinate with charity events using corridor