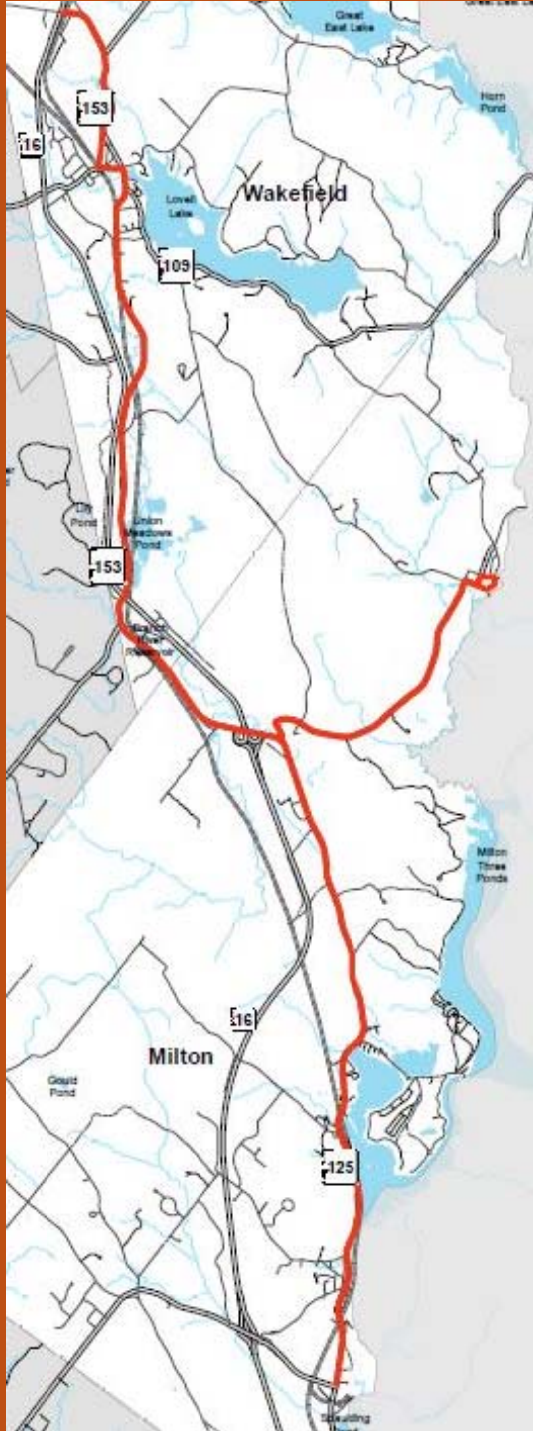


# STRATEGIC MARKETING PLAN



## BRANCH RIVER VALLEY SCENIC BYWAY

Created by the Towns of Wakefield and Milton in partnership with  
Strafford Regional Planning Commission

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The 2013 Scenic Byway Strategic Planning Team

Town of Milton

Town of Wakefield

Wakefield Heritage Commission

Greater Wakefield Chamber of Commerce

Wakefield Economic Resource Committee

The New Hampshire Farm Museum

Wentworth Economic Development Corporation

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## The Scenic Byway Strategic Planning Team

Community members who have been instrumental in completing this plan during the years 2011-2015:

**Bold** denotes current Byway Advisory Committee members.

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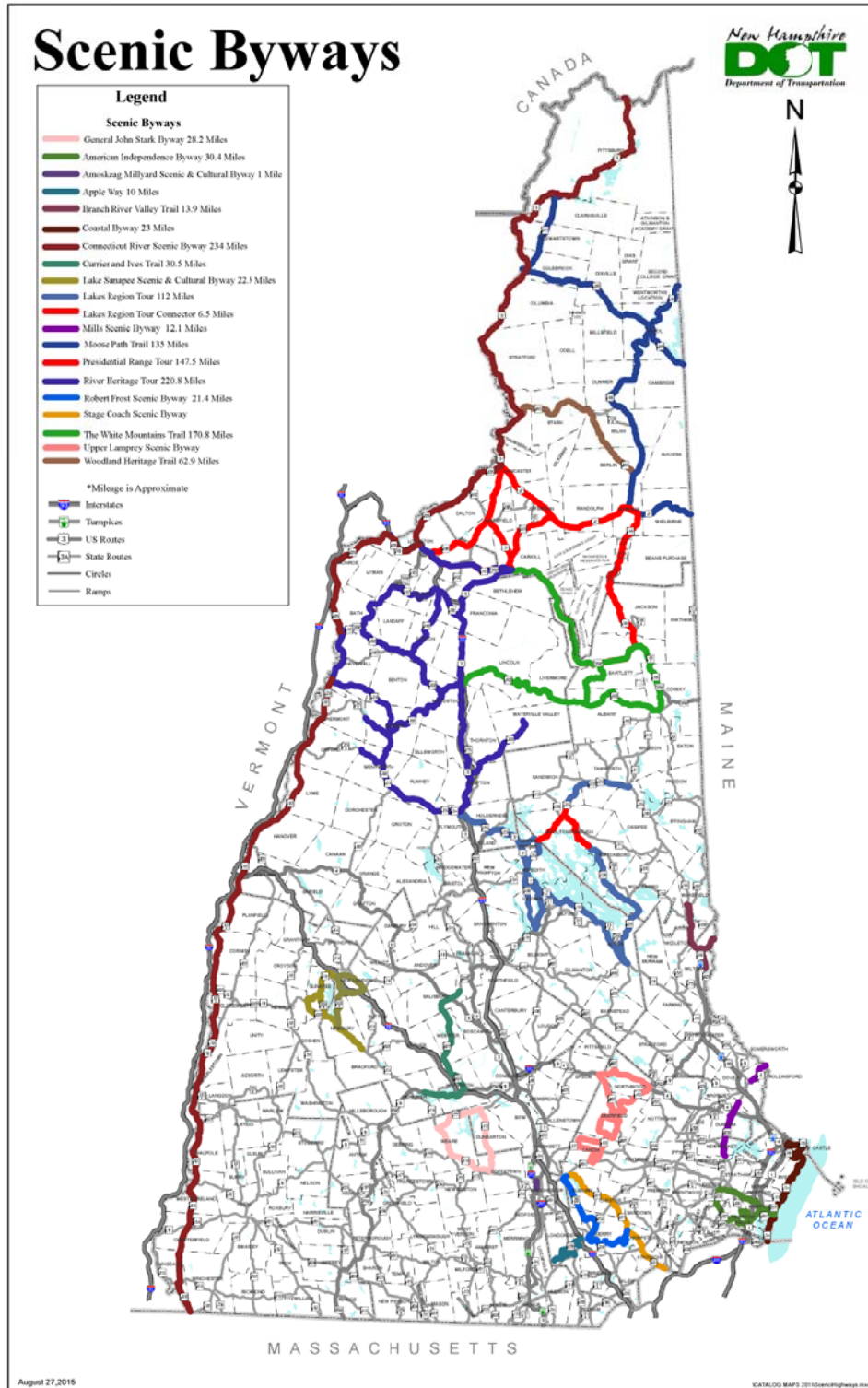
Milton Mills Free Public Library  
Photo Credit: SRPC

## Statement of Significance

In 1991, the Federal Highway Administration (FHWA) established the National Scenic Byways Program under the Intermodal Surface Transportation Efficiency Act (ISTEA) to recognize outstanding roads for their intrinsic archaeological, historic, cultural, natural, scenic, and recreational qualities. In 1992, the State of New Hampshire created its own Scenic and Cultural Byways System under RSA 238:19, “to provide the opportunity for residents and visitors to travel a system of byways which feature the scenic and cultural qualities of the state within the existing highway system, promote retention of rural and urban scenic byways, support the cultural, recreational and historic attributes along these byways and expose the unique elements of the state's beauty, culture and history.”

The Branch River Valley Scenic Byway was designated in 1994 for its significant contribution to presenting a complete picture of industrial and tourism development in New Hampshire. The purpose of this plan is to highlight and make accessible information about the diverse scenic and cultural resources of the Branch River Valley Scenic Byway and to communicate information about the New Hampshire Scenic and Cultural Byways network to the public.

# NH Cultural and Scenic Byways Map



## Introduction

### National and Statewide Byways Program

The National Scenic Byways Program was established under the Federal Intermodal Surface Transportation Efficiency Act of 1991. The vision of the program is to create a distinctive collection of American roads. Under New Hampshire RSA 238:19 the state byway system was established in 1992. RSA 238:19 states:

*The scenic and cultural byways system is established to provide the opportunity for residents and visitors to travel a system of byways which feature the scenic and cultural qualities of the state within the existing highway system, promote retention of rural and urban scenic byways, support the cultural, recreational and historic attributes along these byways and expose the unique elements of the state's beauty, culture and history.*

Since the enactment of this program, over 150 routes have been designated as America's Byways. This is separate from state designated byways. In New Hampshire there are 20 routes that have been designated by the New Hampshire Scenic and Cultural Byways Council. Three byways in the state are national scenic byways including the Connecticut River Byway, the Kancamagus Scenic Byway, and the White Mountain Trail.

Located within the Strafford planning region there are three scenic byways: the Branch River Valley Scenic Byway, the Mills Scenic Byway, and the Upper Lamprey River Scenic Byway. The Branch River Valley Scenic Byway and the Mills Scenic Byways are located entirely within the region while the Upper Lamprey River Scenic Byway is located mostly in Candia, and Deerfield, with a portion in Northwood.

### Branch River Valley Scenic Byway

In 1994, just two years after the state byway program began, the Branch River Valley Scenic Byway was designated as a NH Cultural and Scenic Byway. Running along Routes NH125 and NH16, this 14 mile byway runs through Milton and Wakefield. As explained by the Wakefield Chamber of Commerce, "the Branch River Valley Scenic Byway highlights the history of industrial, agricultural and tourism development in New Hampshire."<sup>i</sup> Notable attractions along the byway include close to 30 registered historic buildings, in addition to museums, recreational areas, and cultural venues.

No matter the season, a drive along the byway provides visitors with views of open landscapes including woodlands and pastures, rivers and streams, and views of the Moose Mountain



Range. With stunning foliage in the fall, and snowcapped mountains in the winter, this scenic byway is rightfully designated.

Requirements for this byway to continue as a designated route include the formation of a byway committee in addition to the creation of a marketing plan. In the spring of 2013 the strategic marketing team was formed and held two meetings throughout the summer of 2013. These meetings lead to the initial draft of a plan. In the past three years supporters of the byway, in partnership with Strafford Regional Planning Commission and NHDOT have worked to form a committee and draft strategic marketing plan.

Recently, in 2015, the process was resumed. In early June 2015 an Advisory Committee was reestablished and the result is the strategic marketing plan that follows.

## Strategic Marketing Plan Overview

The Branch River Valley Scenic Byway Strategic Marketing Plan describes existing conditions and outlines plans for the enhancement of the intrinsic qualities for which the byway is recognized. It is important to note that this plan is a tool to be used by the two byway municipalities and the Advisory Committee. It is not a regulatory document, and it does not affect the ability of each town to make independent planning and regulatory decisions. Rather, it considers the byway as a single, continuous corridor and makes recommendations for the management and promotion of the byway as a whole.

The purpose of creating such a plan is to identify ways in which the two towns can collaborate to strike a balance between promotion and protection of the byway's resources. Although this plan addresses the byway corridor as a whole, it does not treat the route as a homogenous stretch of roadway. The plan's goal is just the opposite: to recognize that each town has its own character, history, development patterns, and goals for the future. At the same time, opportunities for cooperation and collective engagement are presented such that byway travelers may have a connective experience along the route.



Union Station Photo Credit:  
Wakefield Heritage Commission

This document contains four main sections. The Introduction summarizes the planning process, and lists the goals and objectives for the byway. The Existing Conditions section presents an

inventory of the byway's intrinsic scenic, historic, cultural, natural, and recreational qualities. Next, Physical Conditions are discussed, including traffic and safety, signage, land use and conservation. Last is the Strategic Marketing Plan which includes the Detailed Action Plan linking the Marketing Plan with the goals and objectives, actions to be taken and a timeline for their completion.

The findings from the Existing Conditions section provide the basis for the Strategic Marketing Plan, which broadly describes how economic development, transportation, land use, conservation, and recreation may be managed along the byway.

## Planning Process

The Strafford Regional Planning Commission (SRPC) received funding through the federally funded Unified Planning Work Program to assist the Towns of Wakefield and Milton in creating a Strategic Marketing Plan for the Branch River Valley Scenic Byway. The two communities contributed in the form of volunteer time for committee participation. The Scenic Byways program is a federal program administered by the New Hampshire Department of Transportation (NHDOT).

## Federal Highway Administration Requirements 14 Points

The Federal Highway Administration put forth the following requirements for byways that strive for National Scenic Byway recognition as stated in the Interim Policy for the National Scenic Byways Program. Although these federal requirements are not a New Hampshire Scenic and Cultural Byway requirement, it is suggested by the State to consider including these fourteen points in the plan<sup>ii</sup>.

1. **A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor.**
2. **An assessment of the byway's intrinsic qualities and their context (the area surrounding them).**
3. **A strategy for maintaining and enhancing each of the byway's intrinsic qualities.** Ask what you want the byway corridor to look like in 10-15 years and develop goals and strategies to help you get there.
4. **A list of the agencies, groups, and individuals who are part of the team that will carry out the plan,** including a description of responsibilities.
5. **A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities.**
6. **A plan for on-going public participation.**

7. **A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.**
8. **A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.**
9. **A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway, such as voluntary use of landscape screening.**
10. **Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.**
11. **A plan to ensure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient for wayfinding.**
12. **Plans for making and publicizing the byway.**
13. **Any proposals for modifying the roadway, using context sensitive design standards.** <sup>iii</sup>
14. **A description of the plan to explain and interpret the byway's significant resources to visitors.** Interpretation could be visitor centers, leaflets, audio tours, information panels, and special events. In this category, creativity makes a big difference.

## Existing Conditions

### Inventory of Intrinsic Qualities

According to the FHWA Scenic and Cultural Byway designation criteria, a route must possess qualities of regional significance from at least one of the following six intrinsic values: scenic, natural, historic, cultural, archeological, and recreational. The Branch River Valley Scenic Byway currently possesses noteworthy qualities of five resources. Table 1 is a detailed list of resources along the route including its location and type of resource. Below are FHWA definitions of intrinsic qualities.<sup>iv</sup>

#### Historic

Historic quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling and association.



Milton Town House Photo Credit : John Katwick



Declaration of Independence Reading: Milton NH Photo Credit: Susann Foster Brown

#### Cultural

Cultural quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, which are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

### Natural

Natural quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.



Aerial Photo Milton Three Ponds Photo Credit: Larry Brown



Barbour Conservation Land Photo Credit: SRPC

### Recreational

Recreational quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include biking, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal but the quality and importance of the recreational activities as seasonal operations must be well recognized.



NH Farm Museum Milton Photo Credit: SRPC

### Scenic

Scenic quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and

manmade development—contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.

### Archaeological

Archaeological quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor’s archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.



Newichawannock Canal Wakefield NH Photo  
Credit: Wakefield Heritage Commission

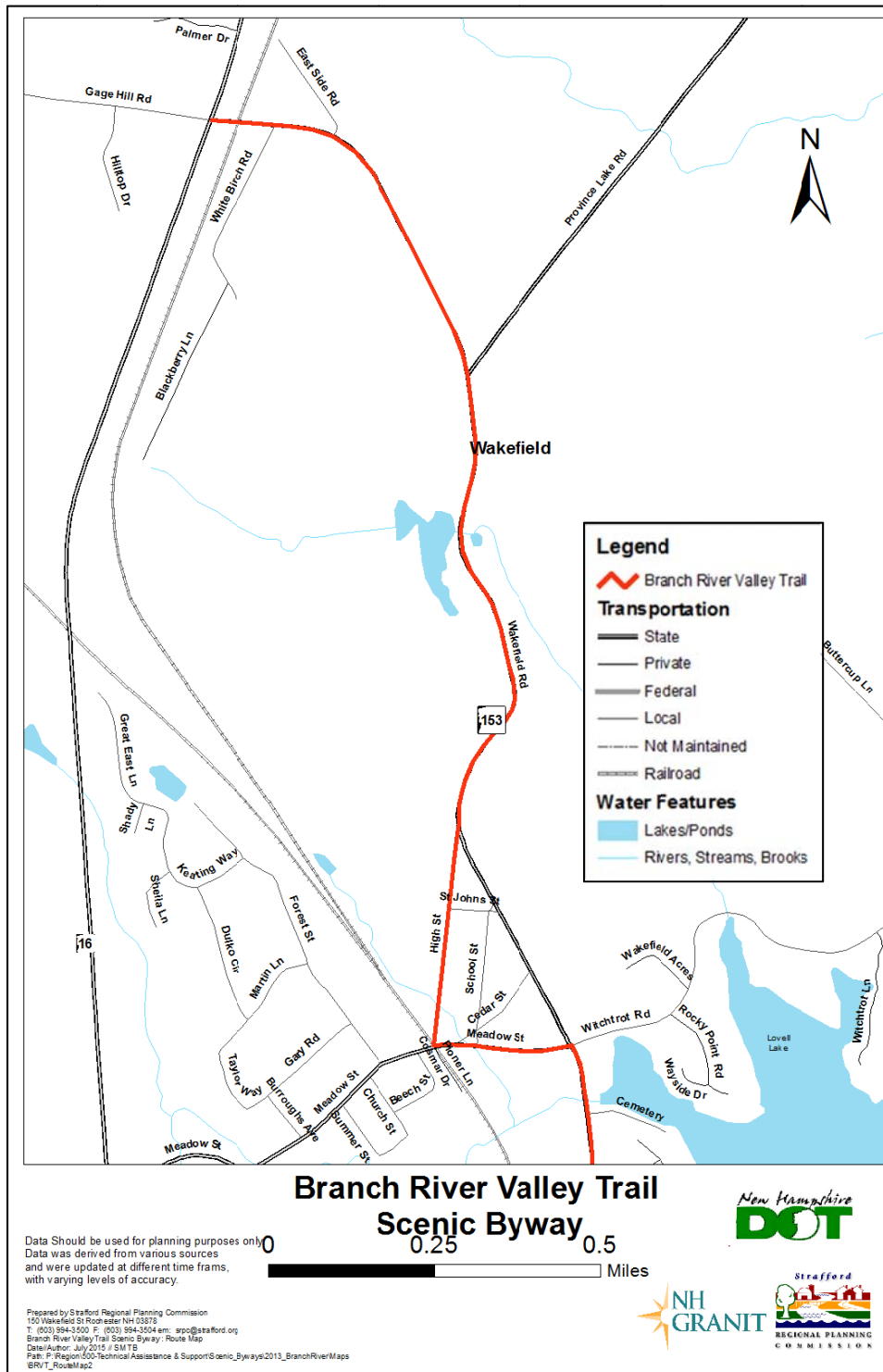
## Byway Route Description and Site Access

### Route

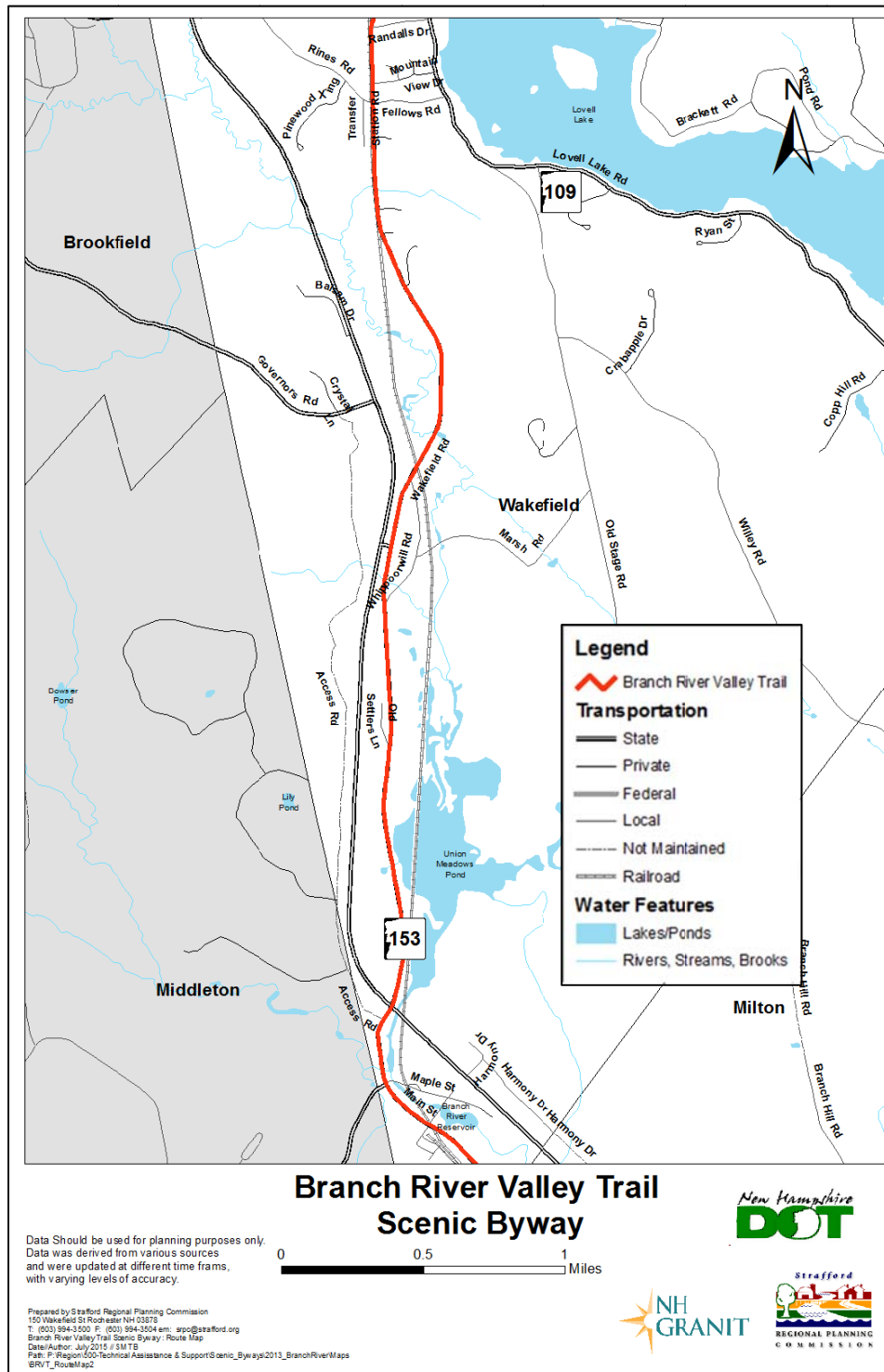
At the northern end of the byway in Wakefield, the Branch River Valley Scenic Byway begins on Wakefield Road where it meets NH Route 153 across from Gage Hill Road. The byway intersects with NH Route 153 and heads south where it bears right onto High Street into the village of Sanbornville. When High Street ends at Meadow Street (NH Route 109) the byway follows it east for two tenths of a mile through Sanbornville, before turning south again down Wakefield Road (NH Routes 153 and 109). NH Route 109 splits off and the byway follows the Branch River down NH Route 153 (Wakefield Road). Very soon after crossing NH Route 16, NH Route 153 splits off and the byway continues on NH Route 125 and crosses into Milton.

NH Route 125 (a secondary state-maintained road) continues into Milton at the intersection of NH Routes 16 & 125(White Mountain Highway). Byway travelers can take a short detour north on Applebee Road, a class V road, to visit the small town of Milton Mills. After passing Applebee Road the byway continues down NH Route 125 to end where it intersects NH Route 75. The entire byway is approximately 14.3 miles long with a drive time of 20 minutes. See route map sections below.

Route Sections North to South: Section 1

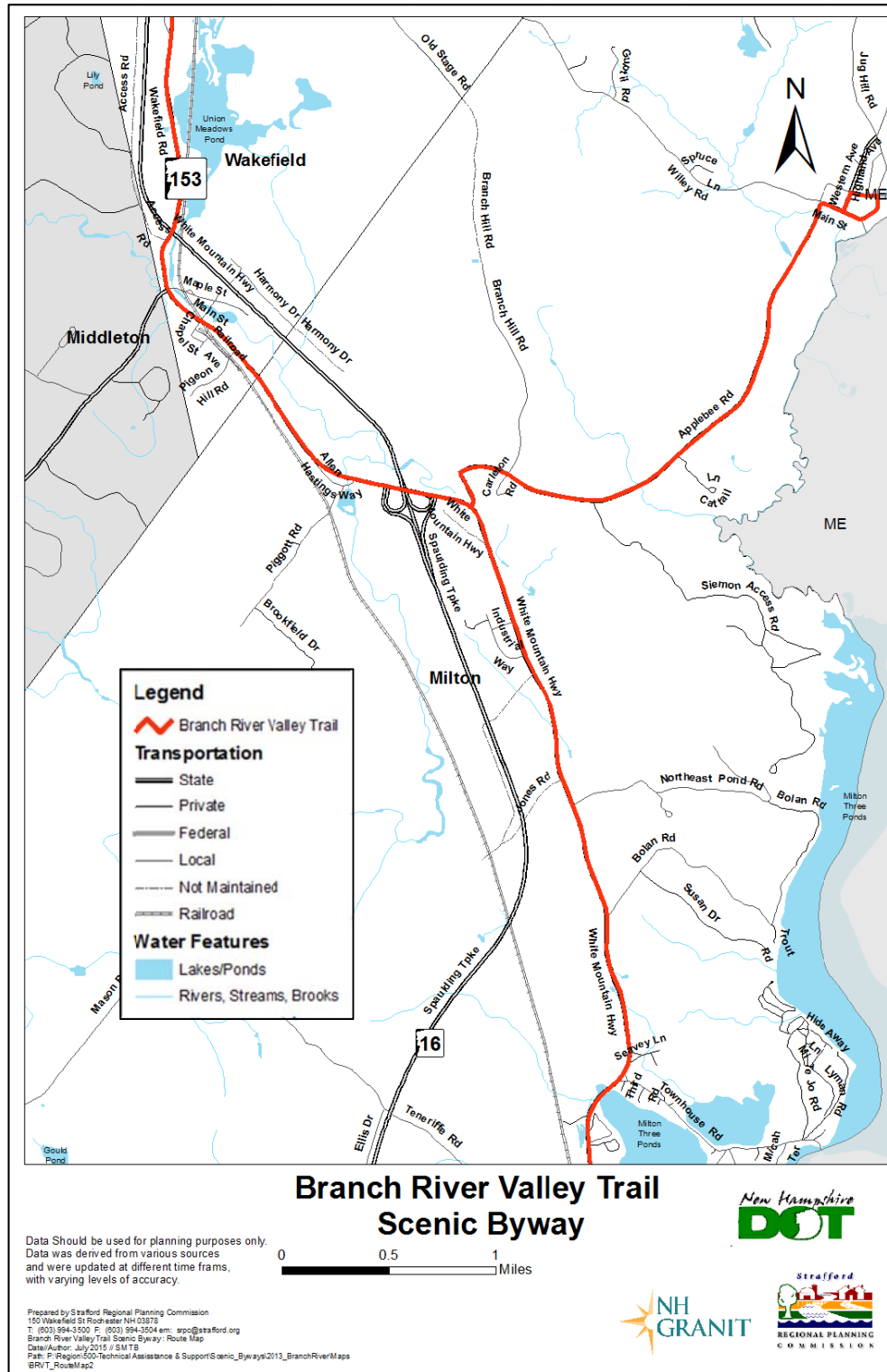


Route Sections North to South: Section 2

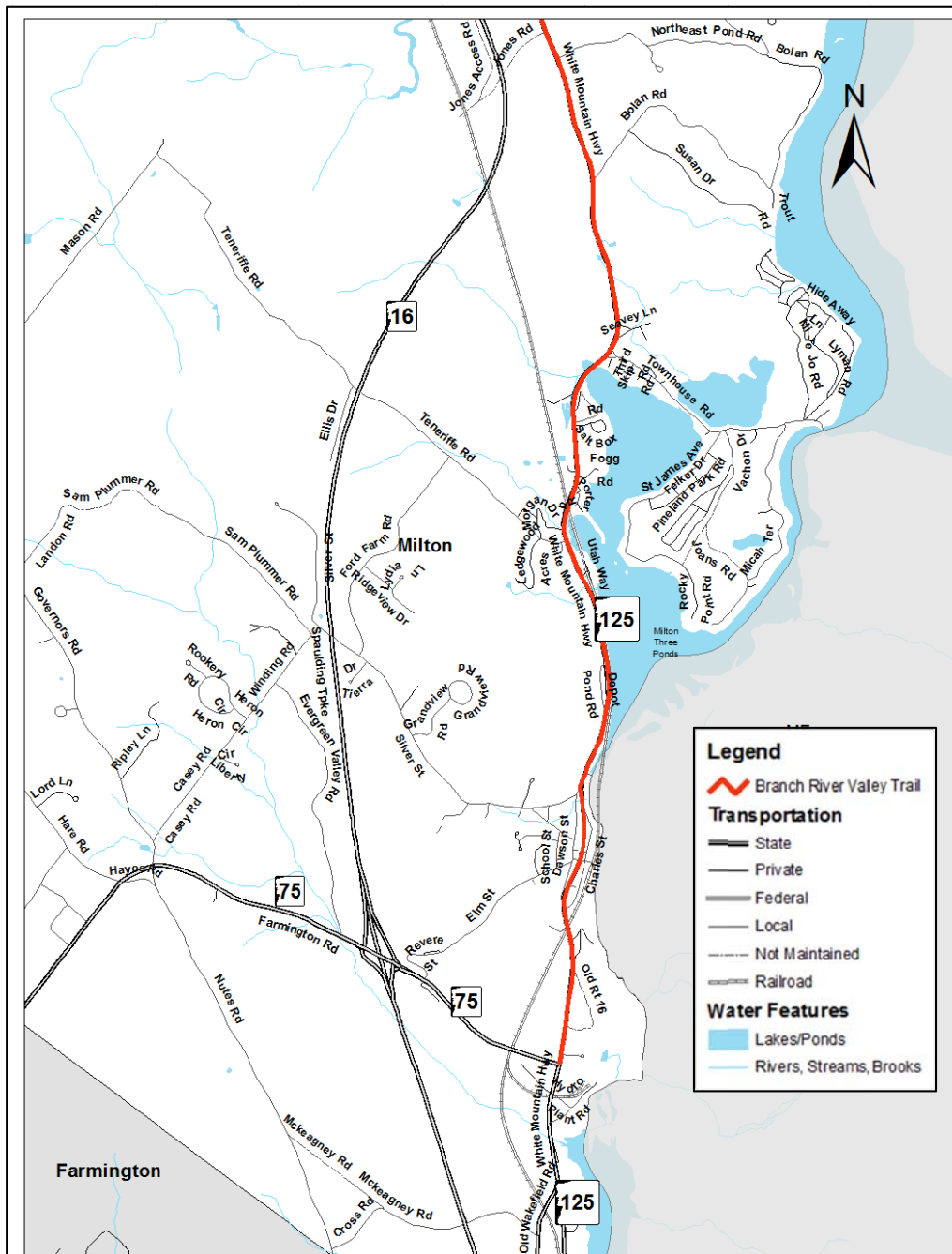




Route Sections North to South : Section 3

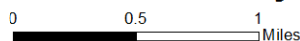


Route Sections North to South: Section 4



Branch River Valley Trail Scenic Byway

Data Should be used for planning purposes only. Data was derived from various sources and were updated at different time frames, with varying levels of accuracy.



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 Branch River Valley Trail Scenic Byway: Route Map  
 Date/Autor: July 2015 / SM TB  
 Path: P:\Region 500-Technical Assistance & Support\Scenic\_Byways\2015\_BranchRiverMaps  
 BRVT\_RouteMap2



**Site Access**

Many sites can be accessed from the byway route but some notable sites may be accessed off the byway or close to it. These off route sites might not be located in the “view shed” but serve as an important resource to the community. A view shed is considered to be what can be seen from a driver on the route.

## Branch River Valley Scenic Byway Intrinsic Qualities

### Historic and Scenic Resources

The Branch River Valley Scenic Byway provides travelers with a glimpse of 19th Century village life. The route passes through Wakefield Corner—a remarkably well-preserved village (one of only three remaining in New England) featuring 26 buildings on the National Historic Register. Wakefield Corner was once the convergence of six stagecoach lines<sup>v</sup>.

The route travels through the villages of Sanbornville, Union and Milton Mills, past the New Hampshire Farm Museum, a working 19th century farm and agricultural heritage museum, to the Town House in Milton. The byway route takes travelers past lakes, streams, and woodlands, one of which is the nationally recognized tree farm, Branch Hill Farm. Several old churches are found along the route including a unique wooden gothic style Episcopal Church.



NH Farm Museum Photo Credit: SRPC

Heritage Park is the hub for rail history in the region. Professional and amateur volunteers constructed a scale model of the B&M Railroad that ran through Wakefield stopping at the Union, Sanbornville, Wakefield Corner, Burleyville and Matthews railroad station. The model includes detail such as people, trees, farm animals, and buildings. The Heritage Commission maintains the Union Train Station, freight house and blacksmith shop<sup>vi</sup>. These buildings house railroad artifacts and donated items that are on display and open for tours at various times of the year.



Milton Dam Photo Credit: Susann Foster Brown

The waterways throughout the area served as an important resource to the manufacturing economy up and downstream. Although not directly on the route, it is important to note the Newichawannock Canal Historic District, which was designated in the fall of 2014, and runs between the border of Wakefield NH and Acton ME. This historic district is 3.7 miles from the

northern end of the byway. The canal once provided the water supply to the Great Falls Manufacturing Textile Mill downstream in Somersworth NH. The lower canal directs water from Great East Lake, under an intact stone arch bridge made of local fieldstone, to Horn Pond. The upper canal is now submerged, but can be seen from the Great East Lake Dam. Additionally, piles of debris from the original construction can be found on site<sup>vii</sup>.

### Natural Resources

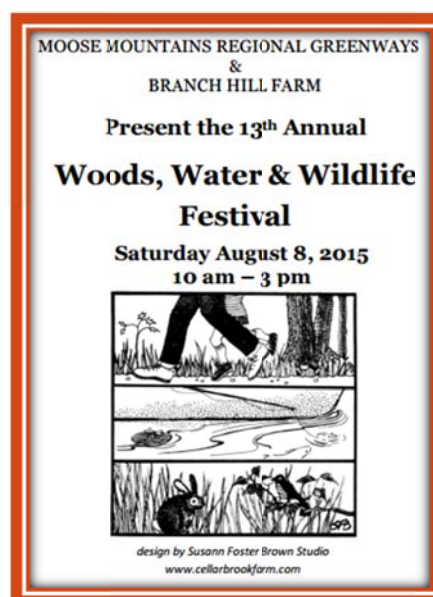
The Branch River Valley Scenic Byway follows its namesake as the Branch River flows between Wakefield and Milton. The river's historic provision of mill hydropower is evidenced from several dam works along the route. The Union Village dam near the intersection of NH 125 and NH 153 in Wakefield is the only power generating dam within the byway's vicinity. The route brings visitors past many lakes and ponds including Milton's Milton Pond and Town House Pond, and Wakefield's Union Meadows Pond, and Lovell Lake. Union Meadows Pond is part of the Union Meadows Wildlife Management area, a 122 acre parcel consisting of forest, wetlands, and frontage on the Branch River owned by Fish and Game with the Society for the Protection of New Hampshire Forests.<sup>viii</sup> In total, there are eleven lakes and ponds in Wakefield and three in Milton.

### Cultural Resources

Although the route has changed significantly since the stage coach era, through rail expansion, industrialization and the technology available today, the towns of Wakefield and Milton have preserved their cultural history and rural roots. In the village of Union in Wakefield, the Heritage Centre focuses on the history dating back to the earliest colonial times. The Heritage Centre of Wakefield Corner serves as the main office of the Wakefield Heritage Commission and showcases the stagecoach history and 19<sup>th</sup> century life in the village. The Heritage Commission hosts the annual Heritage Day that celebrates each of the villages in town.

The annual Wakefield fall festival celebrates their cultural heritage through the arts and local businesses. In May, residents and visitors can head downtown to the Wakefield Pride Day Parade and Celebration to enjoy live music, food, and entertainment. The Wakefield Opera House, constructed in 1895, operates year round with live entertainment including local bluegrass bands, plays, and world music. The Opera House is run by a Performing Arts Committee, Wakefield Projects Inc., a NH non-profit, "dedicated to the revitalizing of historic and cultural resources belonging to the people of Wakefield, New Hampshire"<sup>ix</sup>.

The Farm Museum in Milton hosts an extensive collection of farm implements and historic exhibits. Workshops and programs held throughout the year bring the past to life augmented through a working nineteenth century farm. During the Fourth of July holiday, Milton Mills puts on their parade with events in the village. Branch Hill Farm hosts events such as the Woods, Water and Wildlife festival, which educates all ages on species and habitat identification, agriculture, low impact logging, gardening, and other related activities.



Picture Credit: www.mmrg.info

### Recreational Resources

In addition to two town beaches along the route, the area offers opportunities for hiking, horseback riding, cross-country skiing, fishing, boating, and snowmobiling to outdoor enthusiasts. An extensive bicycle route system was developed along the Branch River Valley Scenic Byway which connects to a 12.5 mile rail to trails project by the Cotton Valley Rail Trail group (formerly the Wolfeboro Rail Road). In Wakefield, the .75 mile section starts at Turntable Park (Map ID W39) and intersects with Clark Road. Union Meadows Pond is a popular destination for fishing and known for being high-quality wildlife habitat where mink, otter, waterfowl, bear, turkey, ruffed grouse, and snowshoe hare have been spotted<sup>x</sup>. A marked Nature Conservancy walking trail on Mt. Teneriffe can be accessed from Route 125 in Milton. The trail can be accessed from a parking lot off Teneriffe Road. Branch Hill Farm boasts numerous trails as part of the Carl Siemon Family Charitable Trust. There is also a bike route system along Route 153 from the Wakefield Historic District to Maine but as noted in the Areas of Concern, bicyclists may need to practice caution.

NOTE: Maps noted in the right hand column ("Map ID") are being created and will be available before the end of the public comment period.

**Table 1: Branch River Valley Scenic Byway Resources**

Site Name	Location	Town	Resource	Map ID
Emma Ramsey Center	424 White Mountain Hwy	Milton	Recreation	M1
Milton Leatherboard Mill	Mill Street	Milton	Historic	M2
Nute High School	22 Elm Street	Milton	Historic	M3
Community Church	7 Steeple Street	Milton	Historic	M4
Veterans Park	Dawson Street	Milton	Historic	M5
Milton Three Ponds Dam and Park	Route 125	Milton	Scenic, Recreation	M6
Wendall Brown House	Route 125	Milton	Historic	M7
Milton Town Beach and Playground	Route 125	Milton	Recreation	M8
Mi Te Jo Campground	111 Mitejo Rd, Milton NH 03851	Milton	Recreational	M10
Milton Town House	Route 125	Milton	Historic	M11
Milton Town Pound	Route 125	Milton	Historic	M12
Lieutenant Horn House	1056 White Mountain Highway	Milton	Historic	M13
Plummer's Ridge School House	1116 White Mountain Hwy (Route 125)	Milton	Historic	M14
Horn House First ( Black Smith)	7 Bolan Road	Milton	Historic	M15
Tut's Pick Your Own Blueberries	64 Bolan Road	Milton	Recreational	M16
Plummer Homestead	Route 125	Milton	Historic	M17
McKenzie's Farm	Northeast Pond Road	Milton	Historic, Recreation, Cultural	M18
New Hampshire Farm Museum	Route 125	Milton	Historic	M19
Jones Brook Park Conservation Easement	Route 125	Milton	Natural, Scenic, Recreation	M20
Town Poor Farm	1450 White Mountain Highway	Milton	Historic	M21
Branch Hill Trail(s) Conservation Easement	Siemon Access Road	Milton Mills	Recreation, Scenic, Natural	M22
Branch School	100 Applebee Road	Milton	Historic	M23
Branch Hill Farm Conservation Easement	307 Applebee Road	Milton Mills	Recreational, Natural , Cultural	M24

Site Name	Location	Town	Resource	Map ID
Old Library ( Milton Historical Society Museum)	56 Main Street	Milton Mills	Historic, Cultural	M25
Post Office Square	75 Main Street	Milton Mills	Historic	M26
Waumbek Park	Main Street	Milton Mills	Recreation	M27
Milton Free Public Library (Old School House)	13 Main Street	Milton Mills	Historic, Cultural	M28
Pleasant Valley Grange No. 272	Main Street	Milton Mills	Historic	M29
Odd Fellows Hall	Church Street	Milton Mills	Historic	M30
The Music Mill	35 Church Street	Milton Mills	Historic, Cultural	M31
Congregational Church /Liberty Chapel	5 Highland Avenue	Milton Mills	Historic	M32
Union School	Chapel Street	Wakefield	Historic	W1
Union Chapel	Chapel Street	Wakefield	Historic	W2
Freight House/Union Station	282 Main Street	Wakefield	Historic, Cultural	W3
Union Railroad Station	Main Street	Wakefield	Historic, Cultural	W4
Union Mills Site #4	Along Branch River in Union	Wakefield	Historic	W5
Early Settler Cemetery	Across from Heritage Park	Wakefield	Historic	W6
Greater Wakefield Resource Center/Union Hotel	254 Main Street	Wakefield	Historic	W7
Post Office/Library (Flat Iron Building)	Across from Union Hotel	Wakefield	Historic, Cultural	W8
Blacksmith's Shop	Bridge Street	Wakefield	Historic, Scenic	W9
Union Mills Site #3	Along Branch River in Union	Wakefield	Historic	W10
Union Mills Site #2	Along Branch River in Union	Wakefield	Historic	W11
Unity Lodge/Masonic Hall	Main Street	Wakefield	Historic	W12
Toxaway Manor	Main Street	Wakefield	Historic	W13
Union Congregational Church	Main Street	Wakefield	Historic	W14
Hotchkiss Commons Reunion Grange Hall	Main Street	Wakefield	Historic	W15
Barbour Conservation Easement	Harmony Drive	Wakefield	Scenic, Natural, Recreation	W16
Union Mills Site #1	Along Branch River in Union	Wakefield	Historic	W17
Union Meadows Pond	Route 153	Wakefield	Recreation	W18
Moose Mountain Greenways Conservation Site	Marsh Road	Wakefield	Recreation, Scenic, Natural	W19
Wakefield Ball Fields	1488 Wakefield Road	Wakefield	Recreation	W20
Site of Lovewell Indian Massacre	Big Island	Wakefield	Historic	W21
Site(s) of Ice House(s)	Lovell Lake Cemetery	Wakefield	Historic	W24



Site Name	Location	Town	Resource	Map ID
First Meeting House/Parade Ground	Lovell Lake Cemetery	Wakefield	Historic	W25
Wakefield Town Beach	Lovell Lake Beach	Wakefield	Recreation	W26
First Mill Site	Near Town Beach	Wakefield	Historic	W27
Wayside Inn	Near Town Beach	Wakefield	Historic	W28
Site of Railroad Station	Meadow Street	Wakefield	Historic	W29
Dow Academy/Pythian Sisters	Meadow Street	Wakefield	Historic	W30
Pioneer Building	Meadow Street	Wakefield	Historic	W31
Sanborn House	Meadow Street	Wakefield	Historic	W32
Cobbler Shop	Meadow Street	Wakefield	Historic	W33
Veterans Square	Meadow Street	Wakefield	Historic	W34
Garvin Building	3 High Street	Wakefield	Historic, Cultural	W35
Wakefield Town Hall and Opera House	2 High Street	Wakefield	Historic, Cultural	W36
Lovell Lake House (Poor People's Pub)	1 Witchtrot Road	Wakefield	Historic	W37
Gafney Library	High Street	Wakefield	Cultural	W38
Turntable Park	Meadow Street	Wakefield	Historic, Recreation	W39
Episcopal Church of St. John the Baptist	118 High Street	Wakefield	Historic	W40
Garvin Home	Route 153	Wakefield	Historic	W41
Charles Wiggins/Blacksmith	Wakefield Road	Wakefield	Historic	W42
John Sanborn House	Wakefield Road	Wakefield	Historic	W43
Paul House	Wakefield Road	Wakefield	Historic	W45
Eight Hearths	Wakefield Road	Wakefield	Historic	W46
Wakefield House	Wakefield Road	Wakefield	Historic	W47
Hay Scale	Wakefield Road	Wakefield	Historic	W48
Anchorage	Route 153	Wakefield	Historic	W49
National House	Wakefield Road (Rt 153)	Wakefield	Historic	W50
Country Store	Wakefield Road	Wakefield	Historic	W51
Wakefield Town Hall	Wakefield Road	Wakefield	Historic	W52
Wakefield Public Library	Wakefield Road	Wakefield	Historic	W53
Newichawannock Canal	Off Canal Rd Border of NH and ME	Wakefield	Historic	W54
Doctor's House	Wakefield Road	Wakefield	Historic	W55
Asa Wiggin House	Wakefield Road	Wakefield	Historic	W56
First Congregational Church	2718 Wakefield Road (Rt 153)	Wakefield	Historic	W57
Wakefield Inn	Wakefield Road	Wakefield	Historic	W58

Site Name	Location	Town	Resource	Map ID
Brown House	Wakefield Road	Wakefield	Historic	W59
Smith House	Wakefield Road	Wakefield	Historic	W60
Haskel House	Wakefield Road	Wakefield	Historic	W61
Hobbs House	Wakefield Road	Wakefield	Historic	W62
Red Schoolhouse Inn/Maleham	Wakefield Road	Wakefield	Historic	W63
Little Red Schoolhouse	Wakefield Road (Rt 153)	Wakefield	Historic	W64
Elliot House	Wakefield Road	Wakefield	Historic	W65
Pike House	East Side Drive	Wakefield	Historic	W66
Town Pound	East Side Drive	Wakefield	Historic	W67



Sanborn House Wakefield Photo Credit: SRPC



Lovell Lake Photo Credit: SRPC



NH Farm Museum Photo Credit: Susann Brown

Amenities**Wakefield:**

C&G Pizza & Restaurant  
85 Meadow St, Sanbornville

Home Again Restaurant  
1614 Wakefield Rd Sanbornville (Rt 153)

Lino's – Restaurant  
3 High St., Wakefield NH

Tumbledown Farm Café – Restaurant  
21 Meadow St, Sanbornville

Poor Peoples Pub – Restaurant  
1 Witchtrot Rd, Sanbornville

Wakefield Inn – Inn and Restaurant  
2723 Wakefield Rd, Sanbornville



Wakefield Inn: Wakefield Photo Credit: SRPC

**Milton:**

Beaks Ice Cream (AKA The Pink House)  
Restaurant Route 125 Milton NH Next  
to Milton Town Beach

China Pond – Restaurant  
569 White Mtn. Highway (Rt. 125),  
Milton

Cumberland Farms- Convenience Store  
569 White Mtn. Highway  
Milton

Pizza Nook-Restaurant  
543 White Mtn. Highway Rt 125)  
Milton

Three Ponds Tavern – Restaurant  
881 White Mtn. Hwy (Rt 125), Milton



Tumbledown Farms Photo Credit: Tumbledown Farms

## Physical Conditions

### Traffic and Safety

#### Traffic Volume

Strafford Regional Planning Commission regularly collects weekday traffic data, including traffic volume, along the byway on behalf of NHDOT and municipalities. Traffic data were collected at ten points along the byway during the years 2012, 2013, and 2014. Map 2 (see appendix A) shows annual average daily traffic (AADT) at each point.

Traffic volumes were highest at the northern and southern ends of the byway. Traffic volumes along the Wakefield Road (NH 153) segment range from 1,693 AADT to 3,000 AADT with the highest volume of 3,000 ADT being recorded at the intersection of NH 109 and High Street. Traffic volumes along Applebee Road average around 1,500 with an AADT of 1,693 at southern end of the road and an AADT of 1,494 at the northern end near Milton Mills. The lowest volume, 448 AADT, occurs on Church Street at the Maine state line. An AADT of 2,400 was recorded just south of Applebee Road along the White Mountain Highway (NH125). Continuing south along Route 125 the traffic volume increases to its highest of 5539 AADT near the southern terminus of the byway, just north of Farmington Road.

Regional Planning Commissions collect traffic data throughout the spring and summer months at specific locations set by NHDOT. Counts are typically set between Monday and Friday, but all data are normalized to reflect variation in weekend and seasonal traffic. It may be beneficial for future byway planning efforts to set supplemental counts to measure traffic volumes during specific periods or unique events like local and regional festivals.

#### Traffic Speed

Traffic speeds along the byway were derived from traffic count equipment set in both Wakefield and Milton. Each time a vehicle hits the traffic count tubes, the traffic counter uses the time between axle hits, and the spacing of the tubes to determine that vehicles speed. A speed report for a particular location can show both the average speed and the 85<sup>th</sup> percentile speed.

The 85<sup>th</sup> percentile speed is the speed, at or below which, 85 percent of vehicles are moving. For the purposes of this plan, the 85<sup>th</sup> percentile speed was used, as it is often the best indicator of typical speeds under free flow traffic, and is not affected by extraneous data in the



Photo Credit: SRPC

way average speed is. The points shown on Map 3 (**see appendix A**) are based on available traffic count data and were chosen to best represent key areas along the byway.

Highest speeds were found at the southern end of the route along Route 125 recorded at 46 miles per hour (mph). Traveling north the speeds remained constant between 30 and 40 mph. Where the route splits up Applebee Road an average speed of 43 mph was recorded.

### **Crash Data**

Along the route crash data between the years 2004-2013, can be found on Map 4 (**see Appendix A**). There are few fatal crashes to be noted between the years that the data was collected. More crashes of all severity types seem to occur along Route 153 on the Wakefield byway route. Most crashes appear to be of “no apparent injury” or in other words not considered a serious accident. The Byway Advisory Committee may wish to work with the Milton and Wakefield Police departments to identify areas needing safety improvements.

### **Areas of Concern**

The Wakefield Master Plan noted Route 153 as being a “narrow and winding road from Route 16 northeast to the Effingham Historic District.<sup>xiii</sup>” The historic district in Wakefield on this segment is an important resource for the town. It was noted that the amount of traffic along this segment is a concern and residents responding to a survey as part of the Route 16 Corridor Study, noted the need to decrease traffic in this area<sup>xiii</sup>.

A bicycle route is located along Route 153, from Farmington through Wakefield to Conway and through the historic district. A regional bike route runs through Route 125 from Union to Milton. In the Wakefield master plan the Planning Board found these routes unsafe for travel in their current state suggesting a more “user-friendly” path with specific signs alerting drivers of bicyclists<sup>xiv</sup>.

## Land Use and Planning Efforts

### Land Conservation

Milton and Wakefield fall within a region where conservation is an important aspect for many community members. In total there are approximately 4,876 acres of conservation land within Milton and Wakefield.<sup>xv</sup> Both towns have active conservation commissions and land trusts such as the Moose Mountains Regional Greenways and the Society for the Protection of New Hampshire Forests. Land use strategic planning efforts such as conservation land protection can produce functioning economies while preserving rural heritage.

The byway route falls within the Acton-Wakefield watershed, which contains the headwaters to the Salmon Falls River. The northern end of the route runs through the 4.8 square mile Lovell Lake Watershed. The Acton Wakefield Watersheds Alliance (AWWA) is a non-profit organization that actively works to protect the water quality of lakes and rivers in the watershed area. The AWWA engages with communities by offering educational programs including the Youth Conservation Corps (YCC). The YCC works on erosion control projects in the AWWA region. Their success has led to the formation of similar programs in other regions.

Moose Mountain Regional Greenways (MMRG) is a land trust created by conservation commissions and planning board members from Brookfield, Farmington, Middleton, Milton, New Durham, and Wakefield. This non-profit assists landowners with land protection projects in the Moose Mountain region and provides technical assistance to communities on land conservation. To date approximately 3,960 acres of protected land have been facilitated by MMRG.<sup>xvi</sup> Land use and conservation areas can be found on Map 6 (**See Appendix A**).

### Master Plan and Zoning Ordinances

Below are goals taken from Milton and Wakefield's master plans reflecting emphases on scenic views and rural character. The Byway Advisory Committee may use these goals for planning purposes and advise the towns on protecting scenic areas along the byway route in their advisory role.

Milton: Goals Taken from Milton's Master Plan<sup>xviii</sup>:

- *Protect the rural character of Milton by directing development in a way that respects the landscape, scenic views, hilltop profiles, historic sites and roads, and the existing built environment. Specifically: Teneriffe Mountain, Plummer's Ridge, Areas adjacent to New Hampshire Farm Museum, Milton Three Ponds, and Town Dams.*
- *Protect views, scenic corridors by developing below ridgeline.*
- *Consider all Town roads as having scenic qualities and preserve their scenic rural character.*
- *Prohibit the removal of stonewalls or large trees adjacent to roadways unless there are no other feasible alternatives to assuring the public safety. Any proposed road widening or straightening should be very carefully reviewed with consideration given to the*

*natural, historic and cultural resources that would be impacted by development or change.*

- *Protect the scenic rural character by requiring that commercial and multi-family development reflect the traditional New England building character and appearance.*
- *Without jeopardizing safety, prohibit roadway improvement that would be detrimental to the rural character of the Town, e.g., removal of mature trees, stone walls, etc.*
- *Designate certain roads as Scenic Roadways.*
- *Develop best management practices for hillside and ridgeline development, including maximum height limits for new buildings, minimum distance from ridgelines, etc.*
- *Require landscaping and rural character protection plans for new subdivisions, and incorporate appropriate requirements in conditions of approval.*

Wakefield: Goals Taken from Wakefield's Master Plan<sup>xix</sup>:

- *Preserve the natural beauty, ecological integrity, recreational areas and village atmosphere and promote creating a place for residents and visitors to enjoy.*
- *Ensure that natural assets such as Wakefield's many waterbodies, open rural areas, woodlands and view sheds are maintained through responsible development balanced with wise preservation and protection of these incredible natural resources.*
- *Encourage commercial and industrial development that promote and maintain a sound tax base, enhance Wakefield's labor force, focusing in villages while encouraging appropriate development of the Route 16 corridor, and balancing development with the aesthetic and natural beauty and architectural scale of the community.*

### Design Standards

The Wakefield Heritage Commission serves as an advisory board to the community to protect and maintain historic and cultural resources. The Commission advises local boards on impacts to those resources identified as important by the community. In Wakefield's Master Plan, there are goals for town center development that discourage expansion of strip commercial development, encourage pedestrian/ bicycle friendly streets and sidewalks, and allow for open space and street trees.

### Land Use

Wakefield currently has seven base zoning districts and five overlay districts. The Light Industrial district notes scenic byways directly. *This district is for light industrial uses that are not otherwise appropriate to be located in close proximity to residential uses. Whenever possible, no structures or activities shall be visible from any State maintained highway, "Scenic Byway," or scenic road<sup>xx</sup>.* The Neighborhood Heritage district is a type of zoning district created with a high degree of citizen input used for preserving *"significant character of an area while accommodating and managing change and new construction in accordance with regulations developed by local consensus.<sup>xxi</sup>"*

In Milton, residential land use is predominant within the byway, along with forested lands, agricultural, and industrial uses. Throughout Milton's master plan, protection of natural resources and rural character is important to the community<sup>xxii</sup>. See Map 5 (Appendix A) for Milton's land uses along the byway route.

### **Outdoor Signs**

The New Hampshire Department of Transportation administers the use of outdoor advertising devices on New Hampshire controlled routes and class I, II, and III highways. Restrictions on outdoor advertising devices related to scenic byways fall under RSA 238:24 Scenic and Cultural Byways System, Highway Programs: "Notwithstanding any provisions of law to the contrary, advertising devices as defined in RSA 236:70, I, shall not be erected on any primary system highway that has been designated as a scenic and cultural byway." It is important to note that these rules do not apply to a state designated scenic byway that is not a primary system highway and any devices present before the ruling may be maintained.

Along the route in Wakefield, NH State Cultural and Scenic Byway signs can be found that were erected when the Byway was first formed.

### **Milton Sign Ordinance, Article XX<sup>xxiii</sup>:**

*No sign shall be placed, erected, moved, replaced, or reconstructed without a permit unless specifically exempted in this section. Such permit shall be issued by the Code Enforcement Officer provided the sign meets all the requirements of this section. Applications for a sign permit shall be made to the Code Enforcement Officer on the form provided by him and shall include a set of plans (to scale), showing site location, sign size, colors, the design, type, and size of lettering, method of illumination, (if any), and the type of materials to be used in construction and the required fee. The Code Enforcement Officer shall record the plans in the CEO office prior to the issuance of the permit.*

There are types of signs allowed by permit and others that do not need permission. See the full list of approved signs in Milton's current Town Zoning Ordinance Article XX.

### **Wakefield Sign Ordinance Article 21<sup>xxiv</sup>**

*The intent of this Article is to allow the erection of a sign or signs, for the purpose of providing information and advertising, in an orderly, effective, and safe manner. Restrictions on type, location and size of signs are to protect the public from hazardous and distracting displays and create an attractive environment that is conducive to local business, industry, and tourism, yet in keeping with the rural character of the community. See Wakefield's Zoning Ordinance for a full list of Permit required and Exempt signs. The Zoning Ordinance also includes design standards for signs including size and aesthetic appearance.*



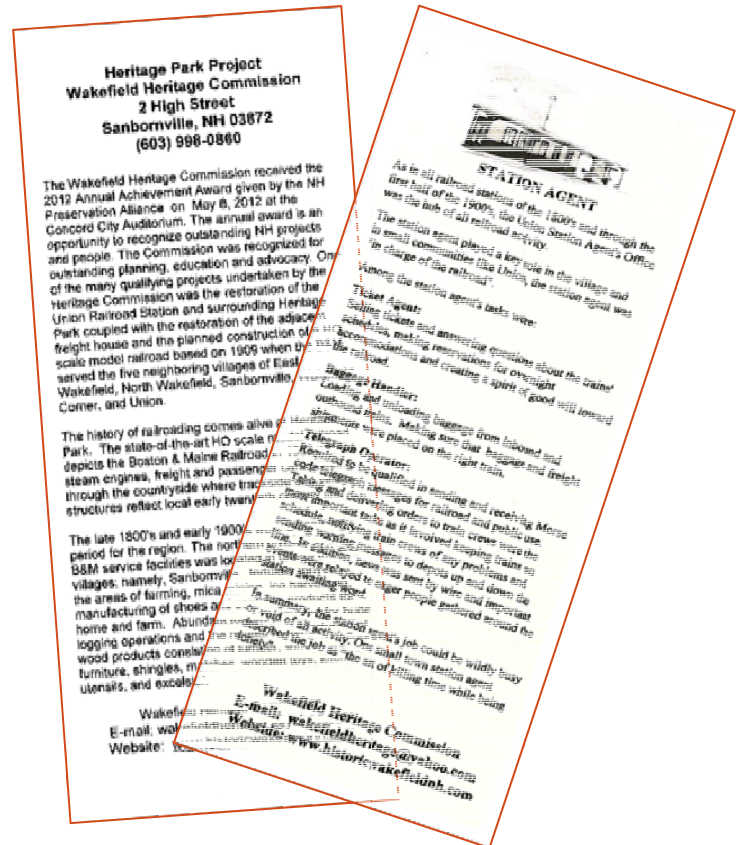
## Strategic Marketing Plan

The Branch River Valley Scenic Byway winds through the rural and village centers of Wakefield and Milton. The Byway Advisory Committee wishes to attract diverse visitors. Using the vision and goals, the Committee will market the byway in a manner that will provide sustainable tourism while maintaining the vision and character of the communities. The Strategic Marketing Plan is a guide for the Advisory Committee to follow and is not a regulatory tool.

## Vision Statement

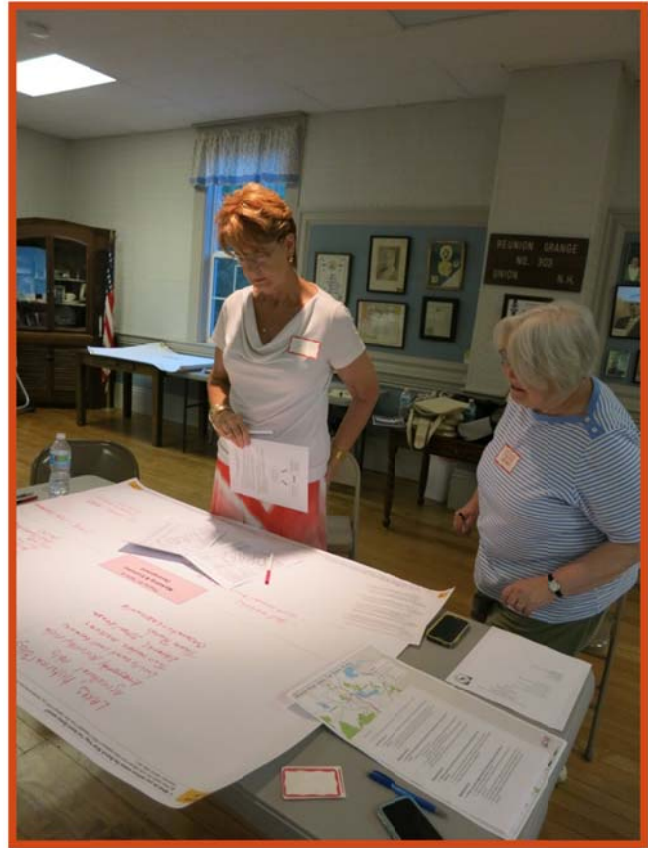
The vision statement below was created by the Scenic Byway Advisory Committee during public visioning sessions during the summer of 2015.

***“The Branch River Valley Trail Scenic Byway will continue to provide an alternate route for travelers to admire the unique characteristics of Milton and Wakefield. The route showcases the area’s historic railroad, agricultural and industrial heritage that the community has worked to preserve and continues to maintain. Conservation efforts contribute to recreational opportunities including clear lakes and rivers, walking trails, and scenic views. The byway meanders through village centers providing access to local businesses, restaurants, and other amenities, while being in close proximity to destinations such as the White Mountains, the Seacoast and Maine. The Branch River Valley Trail provides the traveler with a safe and comfortable driving experience. Working with local community groups, businesses, Town and State government, the Byway Committee will advertise the byway using modern and traditional marketing techniques in addition to useful signage to ensure the byway is easily accessed. Striking a balance between preservation of current resources while being open to new businesses and ideas will contribute to a vibrant sustainable economy.”***



## Public Participation Process

- 1994 The Branch River Scenic Byway designated by Wakefield and Milton
- June 4, 2013 Advisory Committee Meeting held at New Hampshire Farm Museum
- July 23, 2013 Advisory Committee Meeting held at Wakefield Town Hall
- April 29, 2015 Informational Meeting at Wakefield Town hall hosted by SRPC
- June 3, 2015 Advisory Meeting at Emma Ramsey Community Center hosted by SRPC
- July 17, 2015 Advisory Meeting at Union Railroad Station
- August 19, 2015 Visioning Session Hotchkiss Commons and Online Survey
- September 9, 2015 Advisory Committee Meeting



Visioning Session Photo Credit: SRPC

## Ongoing Participation

The Advisory Committee will continue to pursue and implement marketing strategies making updates to the plan as necessary. The Strategic Marketing Plan will act as a guide for Byway actions thus ensuring that the byway's intrinsic values are respected.

## Goals and Objectives

The following goals and objectives were developed by the Strategic Marketing Planning Team at a public meeting on August 19, 2015 and through online surveys. Actions suggested here may be taken by other local groups, by individual towns, by property owners and businesses, or by a combination of organizations. The goals and objectives listed here do not override or circumvent municipal planning or regulatory powers. Some actions may be applicable only in certain areas along the byway, or involve particular sites. They are intended as a guide for the byway corridor as a whole and to be implemented where appropriate. These goals are not listed in priority order:

## Table 2: Detailed Action Plan

### Table Key

**BC:** Byway Committee

**CC:** Conservation Commission

**NHDOT:** New Hampshire Department of Transportation

**SRPC:** Strafford Regional Planning Commission

**MMRA:** Moose Mountain Regional Alliance

**RC:** Recreation Department

**DPW:** Department of Public Works/Road Agent

**PB:** Planning Board

**NHDHR:** New Hampshire Division of Historical Resources

**BOS:** Board of Selectmen

**CoC:** Chamber of Commerce

**WEDCO:** Wentworth Economic Development Corporation

### Timeline

**Short:** 1-3 Years

**Mid:** 4-6 years

**Long:** 6-10 years

**Ongoing**

Goal	Strategy	Responsible Party / Potential Partner	Timeline
Goal 1: Raise awareness of the byway within our local communities and among travelers.	Adoption of the Strategic Marketing Plan by Town governing bodies	BC, BOS	short
	Publicize information such as a map and a downloadable brochure, on Town websites and/or a dedicated byway website	BC, MMRA	ongoing
	Place interpretive kiosks along the byway as desired by each community	BC, CoC	long
	Approach local businesses to post information on their websites	BC, CoC	short- mid
	Place scenic byway signs to follow the route, add signs to intersections 75 & 16, and Route 18 & 125	BC , NHDOT, DPW	mid
	Design a logo to place on byway marketing materials	BC, Graphic Design Co./ Local Artist	mid
	Use local media ( Yankee Magazine, NHPR, local newspapers)	BC	Long
	Work with Chamber of Commerce/ business organizations to promote the byway and local businesses	BC, CoC	short - ongoing
Goal 2: Maintain the scenic value of the route	Work with local utility companies on design strategies for utilities along the route	BC ,LU, DPW, PB	long

Goal	Strategy	Responsible Party / Potential Partner	Timeline
	Coordinate with the Town land use boards	CC, PB	ongoing
	Gather support for an “Adopt a Byway” or “adopt a spot” program	BC, Wakefield, Milton,	long
Goal 3: Make sections of the Byway, where appropriate, more bicycle / pedestrian friendly.	Apply through NHDOT for funding such as the Transportation Alternatives Program (TAP) to improve or create infrastructure for sidewalks and road shoulders where appropriate.	BC, SRPC, DPW, PB	on-going
	Work with local public works departments/ highway departments on maintaining safe roadsides on roads not maintained by the State.	BC,DPW,NHDOT	on-going
	Suggest to add goals in the Town’s Master Plan’s for bicycle/ pedestrian improvements	Wakefield, Milton, BC	long
Goal 4: Preserve the byway’s cultural, historic, natural, recreational and archaeological resources	The Byway Committee to meet at least one time per year to review and follow the Strategic Marketing Plan’s goals, strategies, and resource list, and to conduct business of the Committee.	BC	ongoing
	Work with local historical groups, the Wakefield Heritage Commission, and the Milton Historical Society on promoting historical resources and volunteer for preservation projects if the Byway Committee chooses.	BC, Historical Groups	ongoing
Goal 4 Cont.	Coordinate with a staff member at New Hampshire Division of Historical Resources and NHDOT on stonewall preservation along the byway as well as other preservation efforts.	NHDHR, BC, Historic Groups, NHDOT	long
Goal 5. Promote businesses, agri/eco-tourism	Maintain clearly marked maps of businesses and recreation along the route.	SRPC, BC, CoC	on-going

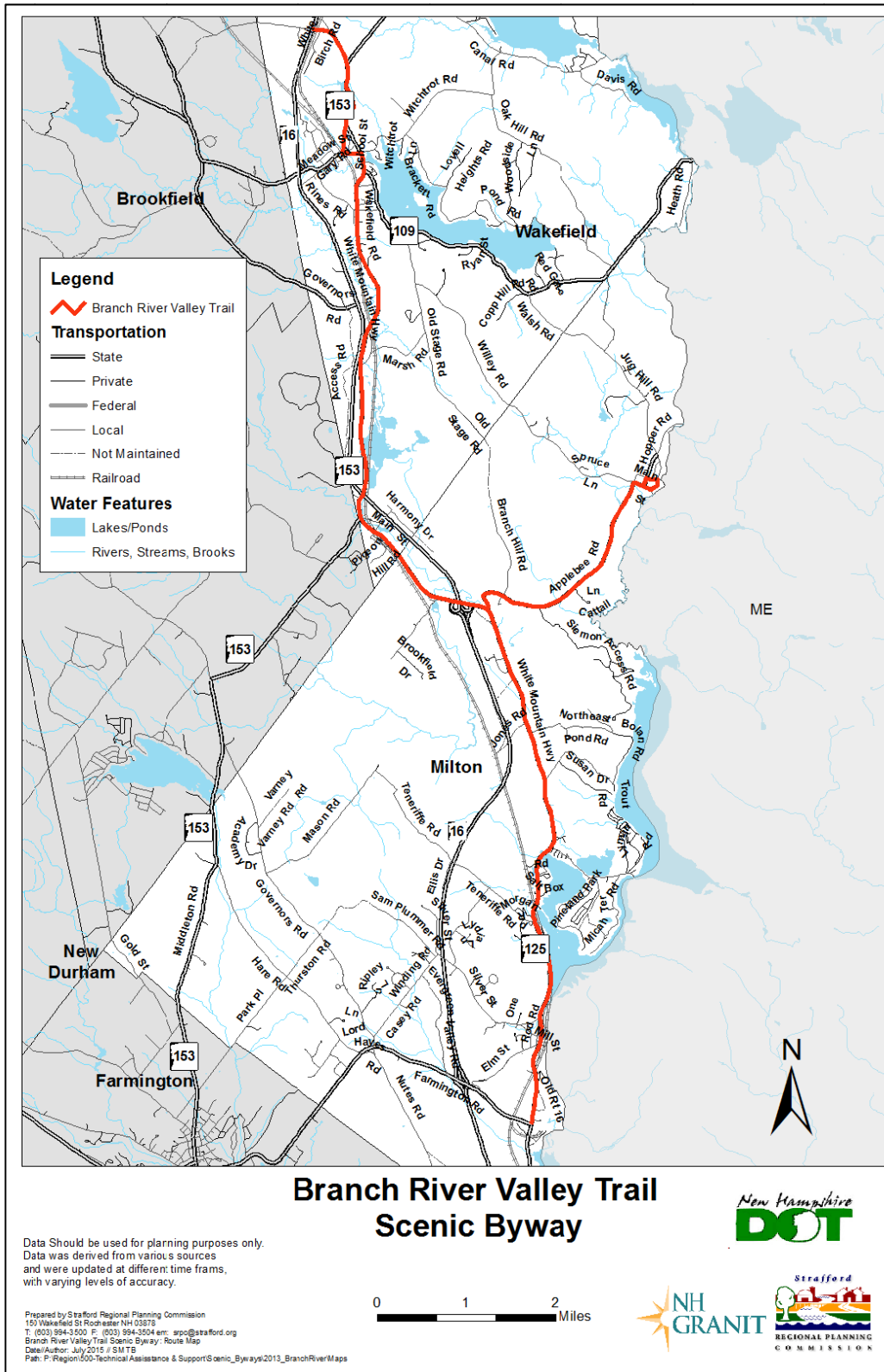
Goal	Strategy	Responsible Party / Potential Partner	Timeline
and recreation activities near and along the byway	Work with local farms on promoting events and activities.	Branch Hill Farm, McKenzie Farm , NH Farm,	on-going
	Create more river access off Exit 18 with places to park	NHDOT, BC, RC	mid
	Bus tours	Bus Companies, BC	mid-long
	Maintain a website of events/activities along the route	BC	mid-ongoing
Goal 6. Investigate other towns interested in joining the yway route. Route 153, Wakefield Corner to Conway was recognized in the Travel and Tourism Chapter of the Route 16 Corridor Study to create interconnecting Scenic and Cultural Byway Plans	Go through nomination process with the NHDOT, town committees	BC, Maine Towns, NHDOT,	Long
Goal 7: Investigate sources of funding	Apply for State and outside funding, such as Moose Plate Grants.	NHDOT, BC, NHDHR, Other private sources, WEDCO, SRPC	Short-Long

## Conclusion

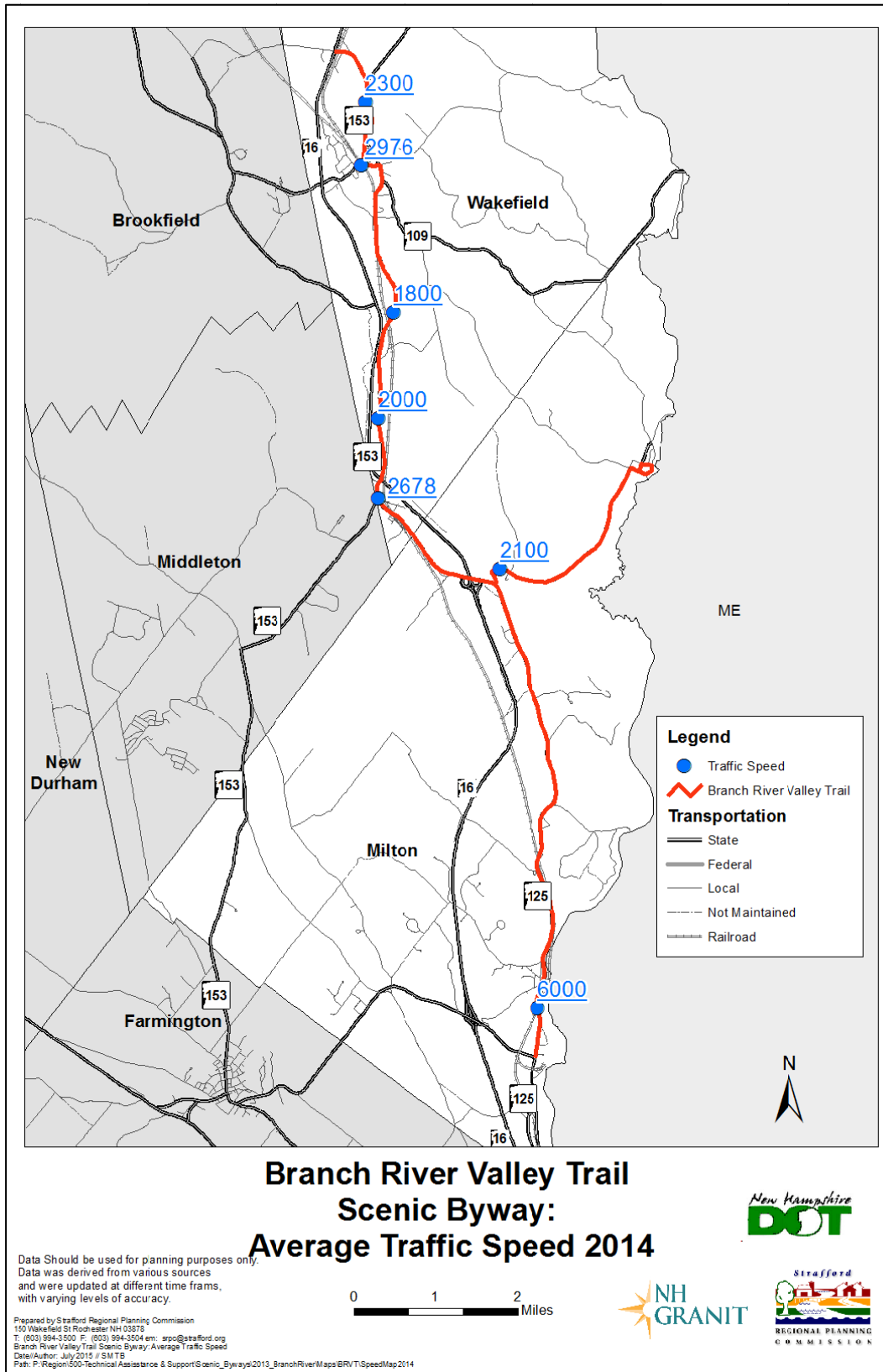
The Branch River Valley Scenic Byway provides visitors and residents with a glimpse of the present and past of Wakefield and Milton in one short drive. From multiple museums, historic houses and recreation along the route there are opportunities at every turn for the traveler to stop and admire the beauty and history of the Moose Mountain Region. While heading to the lakes region or beaches in Maine, take a ride along the Branch River Valley Scenic Byway to experience thriving, historic villages.

# Appendix A: Maps

## Map 1 Branch River Valley Scenic Byway Route

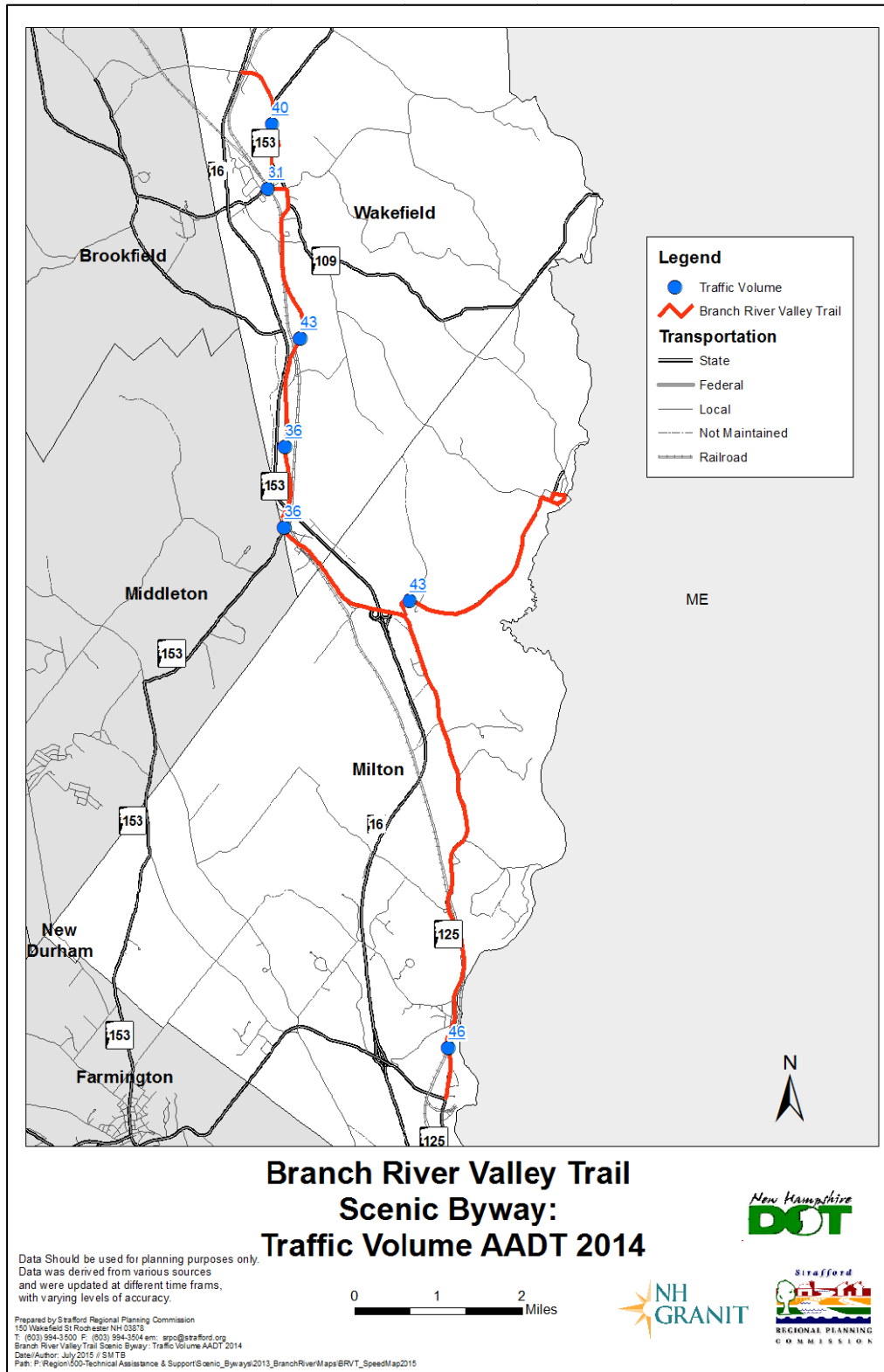


### Map 2 Traffic Volume AADT

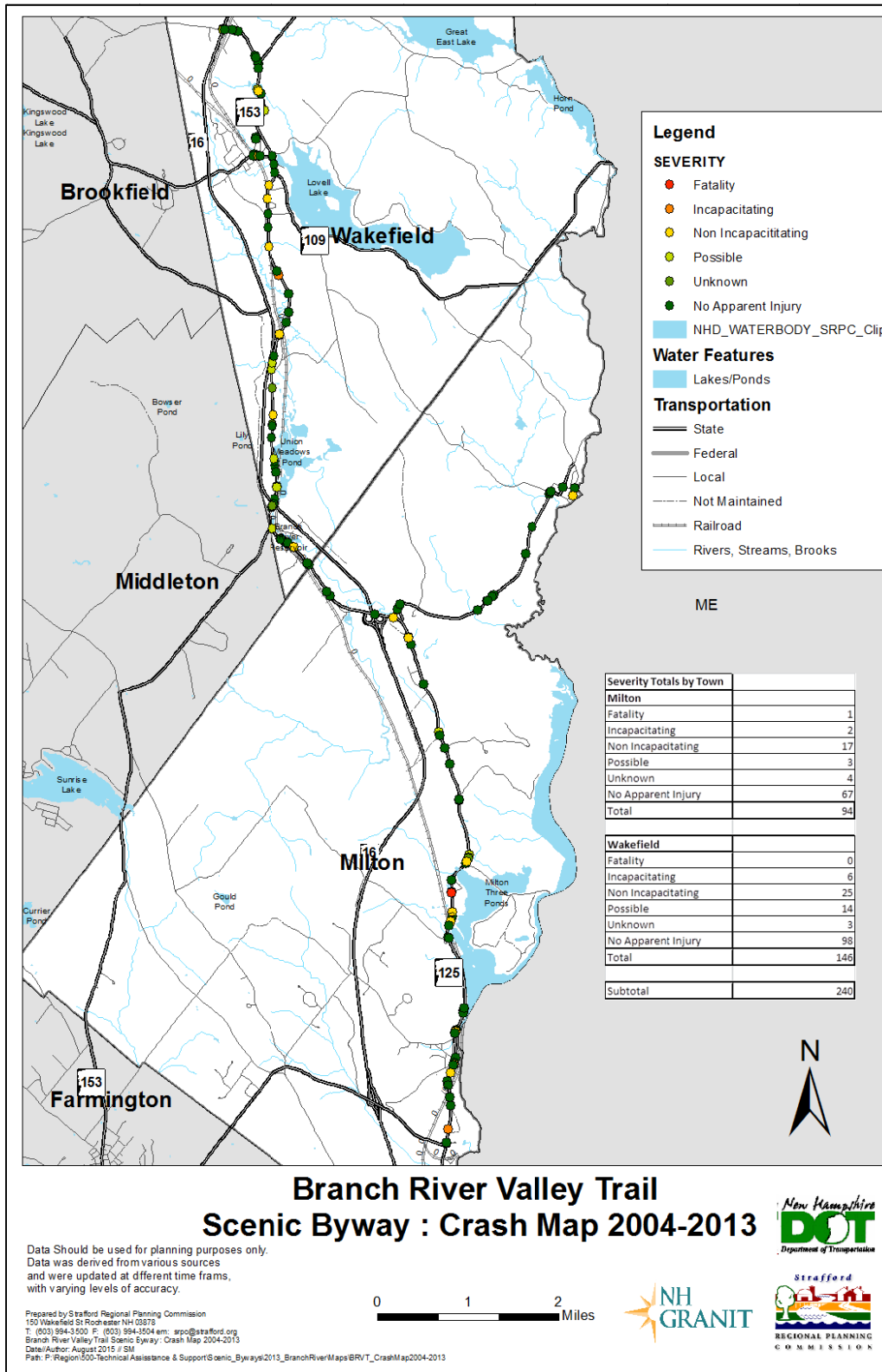




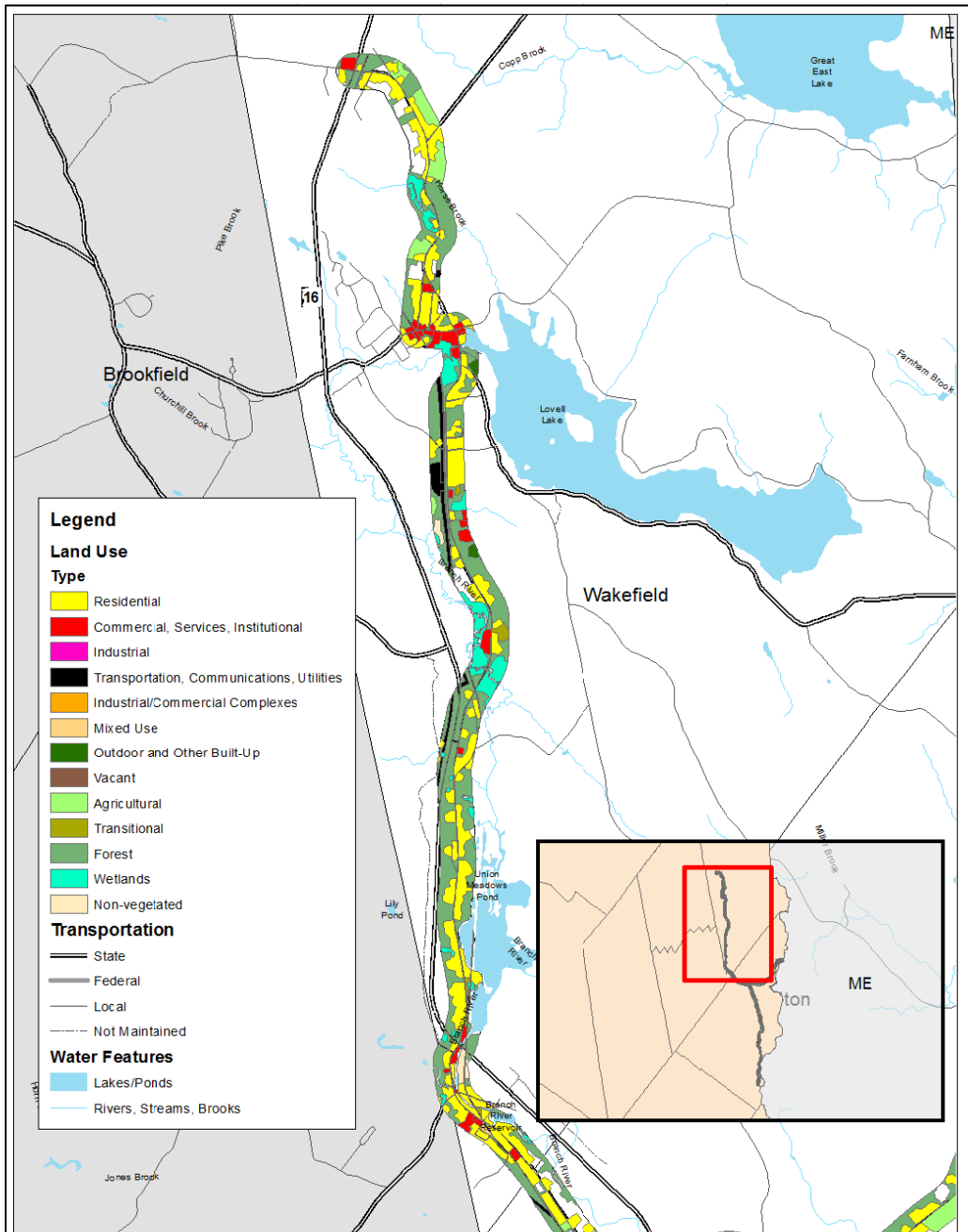
### Map 3 Average Traffic Speed



# Map 4 Crash Data

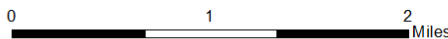


# Map 5 Wakefield Land Use



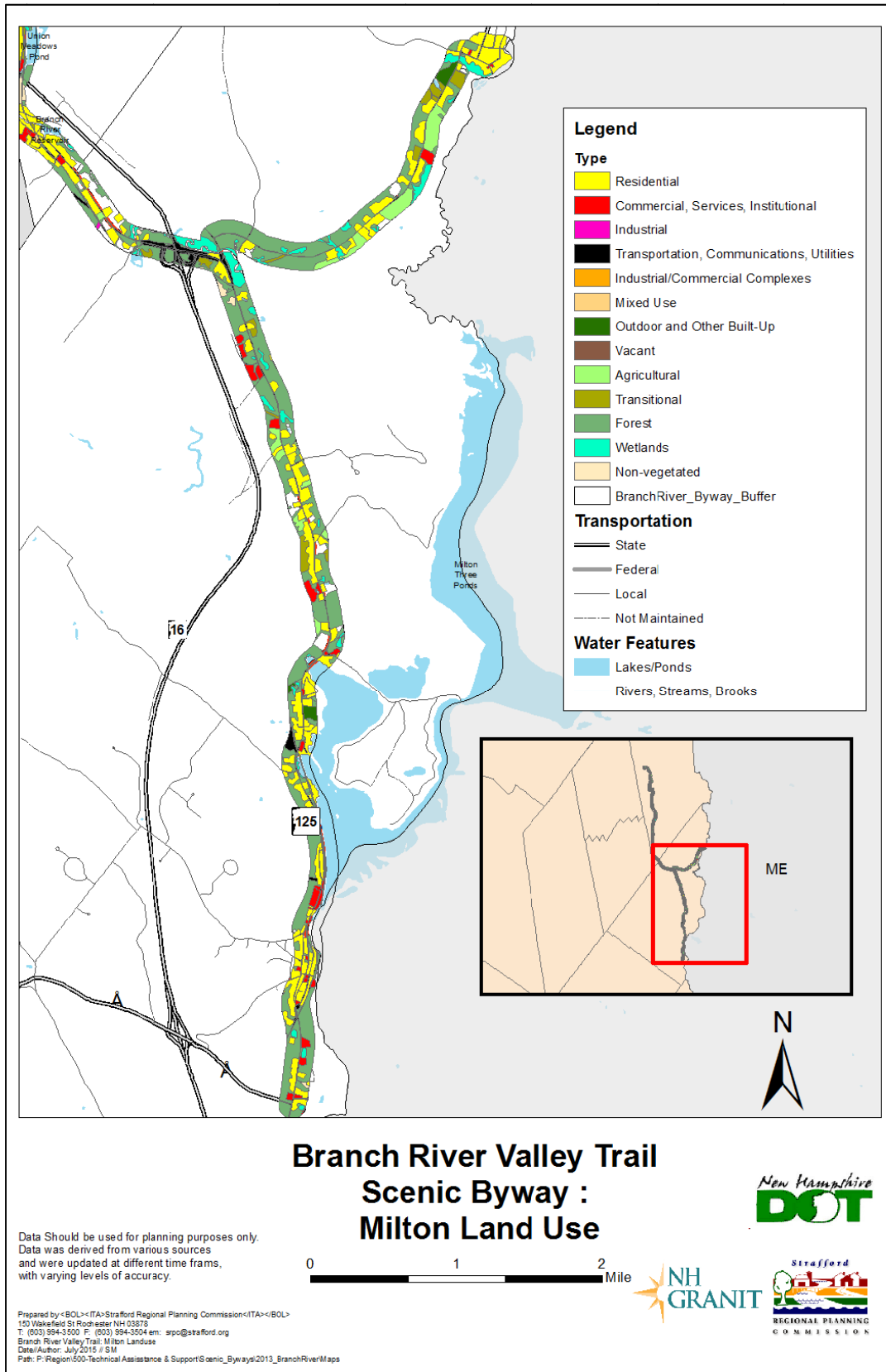
## Branch River Valley Trail Scenic Byway: Wakefield Land Use

Data Should be used for planning purposes only. Data was derived from various sources and were updated at different time frames, with varying levels of accuracy.

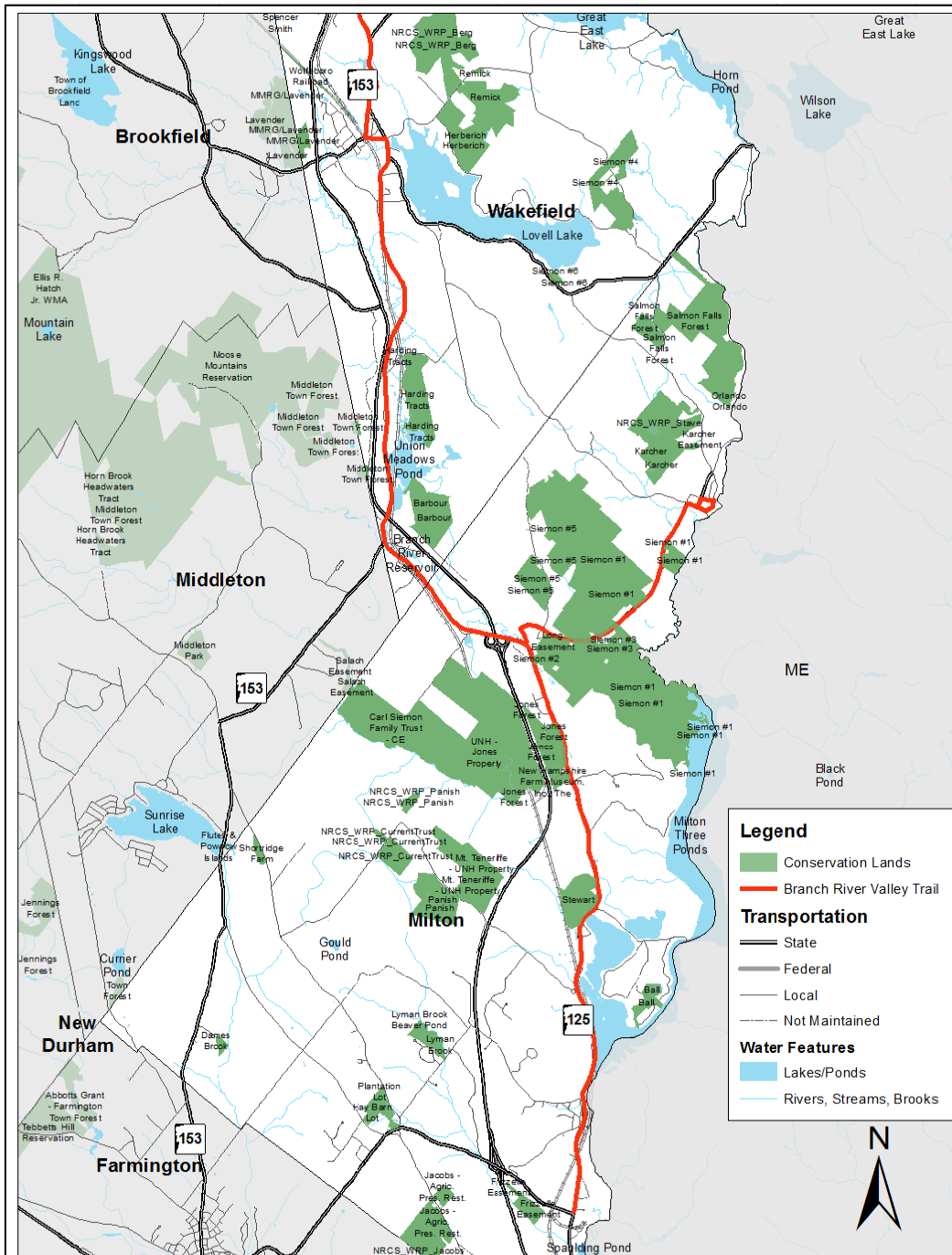


Prepared by <BOL><ITA>Strafford Regional Planning Commission<ITA><BOL>  
 150 Wakefield St Rochester NH 03876  
 T: (603) 994-2300 F: (603) 994-3504 em: spro@strafford.org  
 Wakefield Landuse  
 Date/Author: July 2015 / SM  
 Path: P:\Region\GIS\Technical Assistance & Support\Scenic\_Byways\2013\_BranchRiver\Maps\BRYT\_LandUse\_Wakefield

# Map 6 Milton Land Use



# Map 7 Conservation Lands



## Branch River Valley Trail Scenic Byway: Conservation Lands

Data Should be used for planning purposes only.  
Data was derived from various sources  
and were updated at different time frames,  
with varying levels of accuracy.

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Branch River Valley Trail Scenic Byway Conservation Lands  
Date/Author: July 2015 // SM TB  
Path: P:\Region\500-Technical Assistance & Support\Scenic\_Byways\2015\_BranchRiver\Maps\BRVT\_Conservation\_Lands

0 1 2 Miles



## Endnotes

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<sup>i</sup> <http://www.nh.gov/dot/programs/scbp/tours/documents/branchriver.pdf>

<sup>ii</sup> [http://www.fhwa.dot.gov/hep/scenic\\_byways/fedreg.pdf](http://www.fhwa.dot.gov/hep/scenic_byways/fedreg.pdf)

<sup>iii</sup> Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation.

<sup>iv</sup> [http://www.fhwa.dot.gov/hep/scenic\\_byways/fedreg.pdf](http://www.fhwa.dot.gov/hep/scenic_byways/fedreg.pdf)

<sup>v</sup> [http://www.wakefieldnh.com/Pages/WakefieldNH\\_Webdocs/about](http://www.wakefieldnh.com/Pages/WakefieldNH_Webdocs/about)

<sup>vi</sup> <http://www.historicwakefieldnh.com/heritage-park-.html>

<sup>vii</sup> <http://www.historicwakefieldnh.com/historic-districts.html>

<sup>viii</sup> <http://www.wildlife.state.nh.us/maps/wma/union-meadows.html>

<sup>ix</sup> <http://www.wakefieldoperahouse.org/aboutus.html>

<sup>x</sup> Ibid

<sup>xii</sup> Wakefield Master Plan 2010

<sup>xiii</sup> Ibid

<sup>xiv</sup> [http://www.wakefieldnh.com/Pages/WakefieldNH\\_Bcomm/planning/master%20plan%20140531%20sm.pdf](http://www.wakefieldnh.com/Pages/WakefieldNH_Bcomm/planning/master%20plan%20140531%20sm.pdf)

<sup>xv</sup> Calculated from Branch River Scenic Byway Conservation Lands Map

<sup>xvi</sup> Calculated from Moose Mountain Regional Greenways Protected Lands Map: Protected\_Lands\_18x24

<sup>xviii</sup> Town of Milton Master Plan, [http://miltonnh-us.com/uploads/where\\_do\\_i\\_go\\_13\\_1790201375.pdf](http://miltonnh-us.com/uploads/where_do_i_go_13_1790201375.pdf)

<sup>xix</sup> Town of Wakefield Master Plan 2010

<sup>xx</sup> Ibid

<sup>xxi</sup> Wakefield (2010) Master Plan Addendum B, pg 30

<sup>xxii</sup> Milton Master Plan 2005

<sup>xxiii</sup> Zoning Ordinance Town of Milton NH

<sup>xxiv</sup> Town of Wakefield NH Zoning Ordinance