

BACKGROUND NOTE: This is a *draft* of a Corridor Management Plan put together by a group that last met in our Town Hall in 2012. You can click on the link at the end of the fourth paragraph below to get a sense of what the group was up to. The group stopped meeting when federal funds for the project dried up.

Independently, the Planning Board has been discussing extending the Town's scenic corridor overlay up Lily Bay Road to establish parameters for any eventual development on Lily Bay Road. The Town already has a scenic corridor overlay along Moosehead Lake Road coming into Town.

Some of the folks who manage the Maine Scenic Byways program for the Maine DOT will be attending our next Planning Board meeting, November 23.

Fred Michaud, Scenic Byways Coordinator, noted *“Despite the lack of federal funds, byway groups in Schoodic, Katahdin, and Rangeley have been able to secure funding for projects from non-governmental organizations. One of the factors in those successes has been the ability to show through a Corridor Management Plan that there is a well thought-out, concerted effort to provide traveler amenities which translates into a potential increase in visitors and a corresponding increase in revenues. It is also a way to show community and regional support for those goals.”*

FYI the byway runs from the Information Center on Rt. 15 to the end of the pavement in Kokadjo and from the left turn downtown on Rt. 15 through the Junction to Rockwood to the Y in Jackman where Rt. 15 meets Rt. 201. I did not know its extent.

I will be interested in any questions you might have (to the extent I can answer them!) and to learn if the Town might be interested in backing this effort at no cost to the Town.

John Contreni

11.13.20

Hello there!

This is a working website intended to support development of a Corridor Partnership Plan for the Moosehead Lake Scenic Byway (until recently referred to as the “Seboomook Scenic Byway”). Chapters of the plan are listed to the left. We are using the [National Scenic Byways Program “14 points”](#) as a guide for organizing our work.

Purpose: It is important to note that the Corridor Advocacy Group, the local planning group convened by the Maine Department of Transportation and Eastern Maine Development Corporation to develop this plan, has identified increasing tourism business within the greater Moosehead area as its primary objective in undertaking development of the byway. In addition, acknowledging that it is the area's natural, scenic, recreational, historical, and cultural resources that attract visitors, the group sees resource conservation and enhancement as a complimentary and equally important objective. This balance of development and conservation interests is entirely in keeping with the values and intent of the Scenic Byways Program at both federal and state levels.

Per the “sub-title” above, this is a work in progress. With that in mind, we hope you will feel free to comment on any chapter (including this one). Be aware that **we are**

currently holding comments for “moderation” to protect the site from spammers. To make a comment, go to “leave a reply” at the bottom of each page. You are asked to give us your real name and real email address to make sure comments come from “real people.”

If you would like to see who else is involved (members of the Corridor Advocacy Group, planning consultants, etc.) or just want to learn more about the project in general, please go to our [project website](#).

We appreciate your interest and help!

n
Work in progress. Comments welcome.

Map/Structure

A note: In thinking about the “structure” of a byway, we focus on visitor experience. Where does the visitor “enter” the byway? What is there to see and do along the byway? How is the visitor experience supported and enhanced?

Descriptions of “gateways,” “destination points,” and the “segments” of the Moosehead Lake Scenic Byway appearing below may seem to focus primarily on the roadway itself, or rather the experience of driving along the roadway, but the experience this byway offers visitors is far bigger and more complicated than that. Moosehead Lake, for which the byway is named, lies in a vast, largely undeveloped forested landscape, and a portion of the Moosehead Lake Scenic Byway experience is precisely the experience of this “vastness.” For many byway travelers, this vastness will be new and potentially quite disorienting. Our task, as byway planners, will be to “structure” the experience in a way that allows even the neophyte traveler (see Market Opportunity Analysis) to feel assured that it is safe for them to be where they are, safe enough so that they may allow themselves to enjoy (be thrilled by?) the wild expanse they are traveling through. Someone is looking out for them, taking care of them as they make their way along this road. (“Only ten more miles to Greenville. You can do it!” For more on this, see Marketing Narrative.)

(2) An assessment of intrinsic qualities and of their context. (FHWA Interim Policy, May 18, 1995)

The National Scenic Byways Program defines intrinsic quality as “features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area.” Intrinsic qualities arise from a particular combination of resources along a byway that together define its character, interest and appeal. These resources are the special views, places, buildings, sites, and other features that residents enjoy and that provide the byway’s drawing power and interest for travelers. A resource can be natural, such as

a gorge, mountain or lake; or it may be the result of human activity, such as an historic building, a battle site, or a well-designed parkway. (FHWA Interim Policy, May 18, 1995)

In evaluating Intrinsic Qualities, the National Scenic Byways Program recognizes six categories: archaeological, cultural, historic, natural, recreational, and/or scenic intrinsic qualities. Early in the planning process, the Moosehead Lake Scenic Byway Corridor Advocacy Group (CAG) identified recreational quality as the lead Intrinsic Quality category for this byway, noting that the preeminence of the recreational quality of the byway derives largely from the natural and scenic qualities of the area. Later in the process, considerable support for consideration of historical and cultural qualities emerged.

Recreational Quality

*Recreational Quality involves outdoor recreational activities directly association 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, but are not limited to, 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. (FHWA Interim Policy, May 18, 1995)*

Resources/activities that contribute to the recreational quality of the byway include:

Natural and Scenic Resources

- Moosehead Lake and associated waterways. Moosehead Lake, after which the byway is named, is the largest lake in Maine covering 117 square miles with over 245 miles of shoreline. Moosehead forms the headwaters of the Kennebec River and offers significant fishing, boating, and snowmobiling opportunities. A plan developed in 1988 by Maine Tomorrow on behalf of several state agencies and in collaboration with the Moosehead Lake Land Use Planning Committee cited an earlier study that rated Moosehead Lake “outstanding” in each of seven categories considered: fisheries, wildlife, scenic quality, shoreline character, botanic features, cultural and historic features, and physical features (geology and hydrology). The Moose River, flowing from the Jackman end of the byway through Long Pond and the Brassua Lakes, offers a similar array of outstanding recreational opportunities.
- Mountains. With respect to scenic quality, the mountainous terrain surrounding Moosehead Lake contributes major value to the visitor experience. Most prominent is Mount Kineo, a distinctive (iconic) natural feature with historical and cultural significance. The Maine Tomorrow Study mentions the existence of a number of rare plant species on Kineo, the very use of Kineo's “flint” by

Paleo Indians for making points and tools, and the later development of Kineo as a tourism destination.

- Forests. Most of the land surrounding the lake and comprising the entire corridor is managed as industrial forest. While little of this forest retains its original natural character, an easement recently granted by the landowner (Plum Creek) will limit development (new building) on much of the land retaining its forested character in perpetuity. Importantly, this easement also allows public access for traditional recreational use.
- Associated Wildlife. The Maine Tomorrow study offers a description of primary wildlife species found in the area, including moose, white tailed deer, Peregrine falcons and bald eagles. One participant called the Moosehead Lake area the absolute epicenter of natural brook trout fishing in Maine. The Maine Birding Trail includes several excellent bird watching sites along the byway. Moose remain the iconic wildlife species for the area.

Infrastructure: Parks and Public Lands, Trails, Boat Launches.

- Parks and Public Lands. In addition to conserved private land (per above), the byway passes through or alongside major public land holdings (Kineo, Little Moose) and [Lily Bay State Park](#). While the public lands are somewhat undeveloped with respect to recreational infrastructure, Lily Bay offers among the best public access points to Moosehead Lake supporting a variety of recreational activities.
- Trails. Without doubt, the best developed trail system in the Moosehead Lake area is the snowmobile trail system which is comprised of major arteries and local offshoots. The system is maintained through a collaborative network of government agencies, landowners, and [local clubs](#). Local ATV clubs are developing a similarly extensive [system of ATV trails](#), linking the Moosehead Lake area east, west, and south to other systems. Hiking trails appear to be somewhat less well developed, though proximity of the Appalachian Trail corridor (Monson) offers byway travelers a quintessential hiking experience (100 Mile Wilderness, [Gulf Hagas](#)). More recently, establishment of the [Northern Forest Canoe Trail](#) offers paddlers a multi-day water itinerary, and the Appalachian Mountain Club is developing mountain biking trails as part of its [Maine Wilderness Lodges](#) project.
- Boat Launches. (map?)
- Alpine Skiing. Big Moose Mountain west of Greenville is the site of a downhill ski resort, currently not in operation. Members of the planning group identified reactivation of this resort as a high priority with respect to enhancing the recreational quality of the Moosehead Lake area.

Recreational Programs and Services.

- Guides and outfitters. The Moosehead Lake area offers an array of services to support outdoor recreation. Guides and outfitters provide assistance to all visitor types (skill levels, physical abilities) introducing visitors to range of activities

- including wildlife watching, fishing and hunting, snowmobiling and ATViing, kayaking and whitewater rafting. Guided excursions may last a few hours or extend to a few days.
- Floatplane services. For those visitors who are interested in visiting more remote locations, Greenville offers an exciting alternative – [float planes](#).
 - Natural Resource Education Center programs. Of special note is NREC’s youth program, [Maine Woods Explorers](#).

Historical and Cultural Qualities

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. (FHWA Interim Policy, May 18, 1995)

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions. (FHWA Interim Policy, May 18, 1995)

The history of the Moosehead Lake area is reflective of the history of Maine Woods as a whole. Per the description of natural features above, the “history” spans back to pre-historic times to include early travels of Paleo Indians who may have come following herds of large game animals and availed themselves of Kineo’s rhyolite to form spear points. Clearly the area’s waterways offered these early travelers a means of navigating the vast interior of the Maine Woods (long before there was a “Maine”), and archeological evidence of Indian activity, including seasonal settlements, abounds.

“A Short History of the Moosehead Lake Region” included in the Maine Tomorrow study mentioned above relates the arrival of Euro-Americans, first to survey the land and its resources, later (1824) to begin settlement. From this point, timber harvesting dominates the Moosehead story, with such farms as there were (see Pittston Farm below) being developed largely to support woods crews and their hauling teams.

In 1836, steamboats made their appearance, first related to the movement of woods crews and timber, but soon (by around 1850) serving another clientele as tourism began to take hold. One early visitor, Henry David Thoreau, describes Moosehead Lake as “a suitably wild looking sheet of water, sprinkled with low islands, which were covered with shaggy spruce and other wild wood.” In 1907, railroads began to open up the territory, again

serving both the woods industry and tourism. The emergence of the grand resort at Kineo dates from this period.

Historical resources contributing to the historical quality of the area include:

- Town of Greenville. Stock of historic architecture including several buildings on the National Register of Historic Places. Retains character of “frontier” village.
- [Moosehead Historical Society](#). The Museum operated by the Society has extensive collections (including Indian artifacts and a wonderful collection of steamship models – see next) and is open to the public year round.
- [Moosehead Marine Museum and the Katahdin](#). The Museum operates the Katahdin on a seasonal basis offering regularly scheduled cruises and special events.
- [Pittston Farm](#). Though located somewhat off the byway itself, the Pittston Farm harks back to the early days of Maine Woods lumbering. Farms like this one, established by Great Northern Paper Company in the early twentieth century, supported numbers of crews (including their horses and oxen) in far flung woods camps. Now operating as a rustic resort.
- [Kineo](#). The mountain is historically relevant both for its place in Indian history (and prehistory) as a source of material for points and tools, but also as the site of a major hotel established in the mid-nineteenth century.

The Cultural Quality of the Moosehead Lake area derives largely from the history and the natural character of the place. The people of the place have survived and thrived to the extent that they could meet the challenges and take advantage of the opportunities related to the woods and waters, the seasonal changes, the aesthetic and spiritual essence of the place. Local culture resides in traditional ways of making a living and having fun, of making decisions and celebrating common interests and values.

Resources contributing to the Cultural Quality of the Moosehead Lake area and the byway include:

- Place names. Indian: Although the area’s native past is recognized in current day English names (Indian Hill Trading Post), more prevalent are what might be called English translations (sometimes reflecting earlier French translations) of original Wabanaki place names. Kineo, Kokadjo, and the original name for this byway, Seboomook, offer good examples. English: Misery Knob, Sugar Island, and Frenchtown, among many examples, speak of their own traditions and experiences.
- Sporting camps. A vestige of Maine’s logging past, sporting camps represent one of Maine’s very few indigenous architectural forms repurposed as rustic accommodations for “sports” who came to the Maine Woods to hunt and fish. The Moosehead Lake area has many excellent examples of the traditional log camp, many still serving woods bound vacationers.
- Traditional guides. A subset of local sporting guides practice traditional ways of moving through and living in the backcountry. [North Woods Ways](#) provides a

good example. Related crafts include canoe and paddle making, snowshoe making.

- Local stories and songs. A project supported by Eastern Maine Development Corporation some years ago unearthed a variety of local tales, a vibrant window into the past and offering clues about current day experience, too.
- Local events. A variety of local events celebrate the area's history and traditional activities. These include the [Seaplane Fly-in](#), the [Thoreau Wanabaki Festival](#), and Forest Heritage Days.

Market Opportunity Assessment

Note: A "market opportunity assessment" is not a required part of a corridor plan as laid out in FHWA's "14 points." In view of the Moosehead Lake Scenic Byway Corridor Advocacy Group's primary objective, increasing tourism business in the area, a market overview is offered here.

Visitor Types and Potential Target Market

The Moosehead Lake Scenic Byway Corridor Advocacy Group had several discussions relating to potential target markets for the byway experience. Making reference to earlier studies and to their own personal knowledge, and being mindful of their lead Intrinsic Quality (recreation), group members observed three "types" of visitors for whom byway travel might hold appeal.

- Type 1 - the "neophyte" visitor who prefers viewing nature through the windshield of his/her automobile.
- Type 2 – the visitor who enjoys the outdoors but who will need plenty of guidance and support before (or while) entering the wild or undertaking outdoor activities requiring higher levels of skill or endurance.
- Type 3 – the visitor who, with map and compass, is ready and willing to strike out on his/her own with little support.

The CAG was initially inclined to focus on Types 2 and 3 as potential market groups, however, the Maine Scenic Byways Coordinator reminded CAG members that many "byway travelers" are Type 1, and hence provision should be made for them as well.

The group believes that the Moosehead area already does reasonably well attracting and meeting the expectations of Type 3 visitors. The area is well known to outdoor recreation enthusiasts, particularly fishermen and hunters. That said, it appears that overall numbers of Type 3 visitors, particularly those who fish and hunt, may be declining both in the Moosehead area and generally across northern and western Maine. Winter snowmobiling does seem to be holding steady, and some growth is projected in summer motorized (ATV) sports as new trails come online. New infrastructure and more focused marketing may be the key for increasing market share within the Type 3 group.

While Type 1 visitors may be attracted by the Scenic Byway “brand,” in the near term they seem less likely to be well served by (or to respond to) the high quality recreational experiences the area has to offer. Pending a more complete buildout of the byway itself (scenic turnouts, interpretive signage and centers, etc.) and a corresponding upgrade to visitor services and facilities (resort grade), Type 1 visitors appear to be a less promising market target for the byway.

With respect to Type 2 visitors, a 2005 study by the Fermata consulting group undertaken to identify ways to further develop nature-based tourism in Maine (*Strategic Plan for Implementing the Maine Nature Tourism Initiative*) focused largely on Type 2 visitors, calling them “experiential” visitors and noting that their interests, while including cultural and historical activities, also include at least “lighter” forms of outdoor recreation. While these visitors may require a higher level of visitor service and accommodation than do Type 3 visitors (a consideration when trying to determine how important Type 2 visitors will be in the near term market mix for the Moosehead Lake Scenic Byway), high quality recreational opportunities will appeal to them. Fermata believed that the Type 2 market group offered the best potential for industry growth in inland Maine, given available resources and current trends.

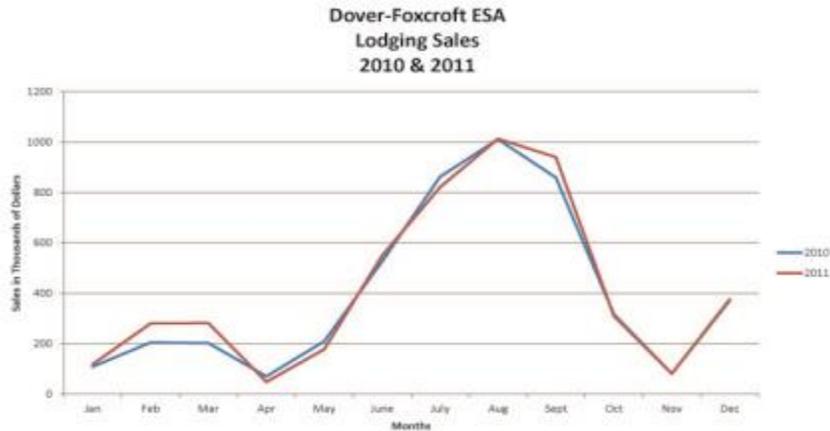
Current Visitor Profile

A recent report put together by the Maine Office of Tourism research consultants, Davidson and Peterson, observes the following with respect to current visitors to “Maine Woods” tourism regions (see [full report](#)):

- Maine Woods visitors tend to be younger and somewhat less affluent than visitors to other parts of the state.
- They engage more with specific outdoor recreation activities. (39% of Maine Woods visitors cite “outdoor recreation” as their primary purpose for travel versus 29% for the state as a whole. By comparison, only 19% cite “touring” as a primary purpose versus 29% for the state as a whole.)
- Maine Woods visitors tend to give the state lower marks for dining and “variety of things to do.”
- Maine Woods visitors are more likely to be first time visitors to the state and are equally likely to recommend Maine as a destination to friends and family.

It is possible that a focus on Type 2 travelers per above, while a lagging market group for the Maine Woods as a whole, could represent a significant market opportunity for the Moosehead Lake Scenic Byway. Maine Woods indicators do suggest a possible need for upgrading dining options and increasing the range of potential activities for this the Type 2 (touring) group to insure success.

Seasonality



Dover-Foxcroft ESA: Abbott, Atkinson, Barnard Pt, Beaver Cove, Blanchard, Bowerbank, Bradford, Brownville, Charleston, Chesuncook Twp, Derby, Dexter, Dover-Foxcroft, Ellitsville, Garland, Greenville, Guilford, Kingsbury, Lorange, Lakeview Pt, Medford, Milo, Monson, Northeast Carry Twp, Orsawa, Orsawa Twp, Parkman, Sangerville, Sebec, Sebec Lake, Sebec Sta, Shirley, Shirley Mills, Wellington, Williamsburg Pt, Willimantic.

A 1991 Moosehead region tourism marketing study (get title and origins) noted a pronounced concentration of tourism activity in summer months, recommending that future tourism development efforts focus on other times of year to avoid summer labor shortages and shoulder and winter season shutdowns. The chart above showing month to month fluctuation of lodging sales for the Dover Foxcroft Economic Summary Area (2010, 2011 – includes Greenville but not Rockwood) suggests that this pattern persists. Note: “Lodging” sales includes campgrounds which are not open in winter.

Members of the Corridor Advocacy Group voiced interest in marketing the Moosehead area as a “four season” destination. CAG members noted that Type 3 visitors come to the area for particular recreational pursuits at all times of year, whereas Types 1 and 2 are at present limited to summer and fall travel. Building shoulder season business (spring and fall) for Types 1 and 2 seems possible through modest product development and increased marketing aimed at these groups. Increasing winter revenues, however, may require addition of a significant new recreation attraction – as for example the reactivation of the ski resort on Big Moose Mountain, a development heartily supported by the CAG.

Market Profile Survey

Per recommendation of the Corridor Advocacy Group, the planning team undertook a market profile survey to determine if findings of the 1991 study mentioned above continued to be relevant and to identify any changes.

Twenty-four people responded to an online survey testing the accuracy of assumptions and recommendations put forward in the *Moosehead Lake Region Tourism Marketing Strategy* prepared by the Greenville Office of Economic Development in 1991. Many participants not only responded to the questions but also included lengthy comments worth mentioning. Key comments and results are addressed below.

When asked about the visitor profile, 64% of respondents agree with the report's visitor summary of families in the summer, sportsmen in the spring and fall and a mixture of two in the winter. Four people responded in the comments that the sportsmen market is declining. When asked on a separate question if the primary market of hunters and fishermen is a shrinking market, 83% agreed that it is shrinking but several comments indicate that the hunting market is in decline while the fishing market is holding steady or even increasing. Additions to the visitor profile include retirees and couples visiting the area with one comment indicating to that these groups tend to visit in the spring and fall.

There does appear to be a change in who is coming to the area. "A 1984 study of tourism and travel to Maine and this region indicated that most visitors to the region identified themselves as crossing a range of ages, being somewhat less educated than the average for the population, employed but in the low to middle income group." 20 of the 24 survey respondents disagreed with this description. Several comments allude to a clientele with above average education and middle to upper middle class incomes. It appears that visitors do still cross a range of ages.

Survey participants disagree on where visitors are coming from with 54% agreeing with the 1991 report that says a bulk of the summer traffic comes from 1) Massachusetts 2) Maine 3) New York 4) New Jersey. Comments indicate that New Hampshire, Connecticut, Vermont, Pennsylvania and international visitors (Canada, Australia, New Zealand, South America, Germany) need to be added to the list. One participant referenced opening up their reservations today and having guests from Germany, Texas, Georgia, Florida, and Australia, which is typical for their business. When asked to rank where marketing money is spent, participants ranked target markets from Most Important to Least Important as 1) Out-of-State visitors 2) Mainers 3) Canadians 4) Europeans.

Moving beyond the who and into the why, it appears based on comments that some activities are drawing more people such as snowmobiling, ATV riding, leaf peeping, and moose watching. When asked on a later question about nature experientials, several respondents say this market segment is well served by the area and that their numbers are growing.

There is still a lack of cultural activities with 62.5% of respondents agreeing that this is a clear competitive disadvantage. Based on responses, it does appear that more cultural activities are available now with the "growth of the local historical society and the new aviation museum." Several respondents felt that people are coming for the outdoor experience not the cultural experience.

Regardless of who and why, survey participants agree there are challenges around when. "This region still needs to spread business throughout the year to ease cash flow issues for business." "Our spring and fall shoulder seasons definitely need more visitors."

Strategies

(3) A strategy for maintaining and enhancing intrinsic qualities.

Note: In alignment with purpose adopted by the Moosehead Lake Scenic Byway Corridor Advocacy Group (CAG), in addition to quality maintenance and enhancement, we include strategies for infrastructure, marketing, and organizational development. The Responsibilities chapter includes more detailed action steps implementing these strategies.

Management of Recreational Quality

- Protect and enhance access to resources that contribute to the scenic quality of the byway, particularly increase access to views of Moosehead Lake.
- Protect and enhance resources that contribute to the natural quality of the byway, including but not limited to wildlife habitat.
- Support development and management of recreational trails, particularly support for linking existing trails into an area trail system.
- Support enhancement of existing and develop new visitor services required for high quality recreational experience.

Management of Historical and Cultural Quality

- In association with others who are developing interpretive facilities and programs, continue to refine and focus interpretive themes and message.
- Seek funding for and otherwise support local organizations whose missions include preservation and celebration of local history and culture.
- Support enhancement of local events that present and promote local cultural traditions and forms.

Infrastructure Development

- Coordinate planning and implementation of new facilities to support the byway travel experience across multiple organizations and agencies.
- Further develop and implement signage plan included in this document.

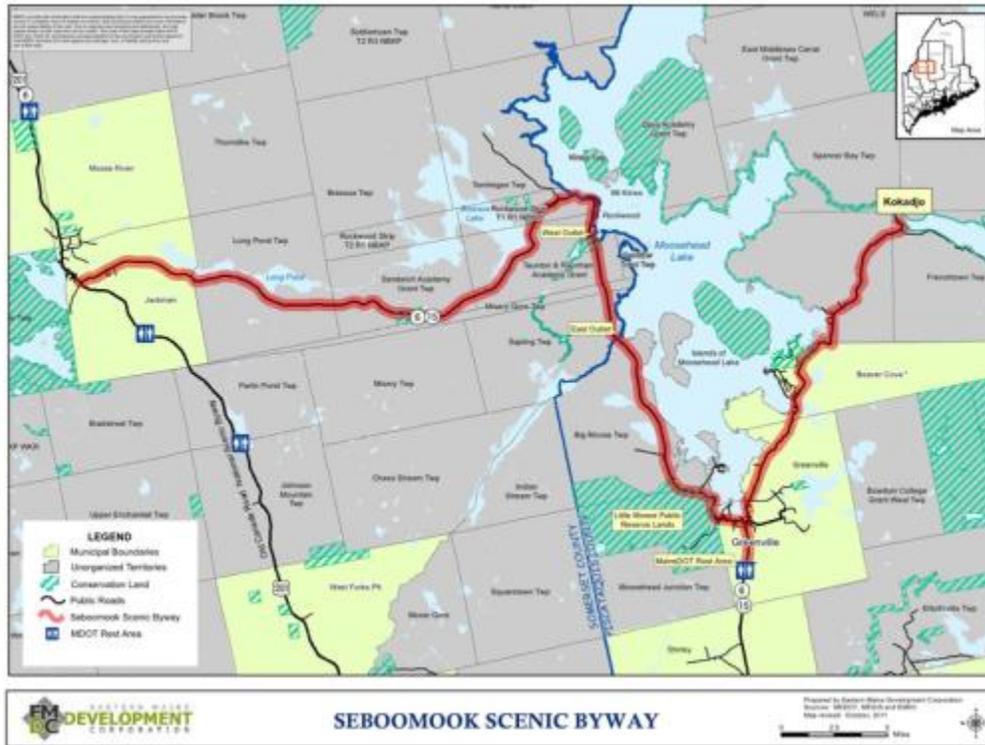
Marketing

- Based on parameters set forth in this plan and improved market intelligence, coordinate activities of existing marketing groups to address target market opportunities

Organizational Development

- Per the action steps and responsibilities outlined in this plan, create and support a network of partners for implementation.

- Develop a simple communications system to provide on-going communications among partners and support for implementation.
- Vest an existing organization with management responsibilities for the network.
- Set goals and track progress.



The structure of the Moosehead Lake Scenic Byway (formerly the Seboomook Scenic Byway) is as follows:

Gateways:

The Town of Greenville represents the primary gateway location along the byway, the point at which most travelers will enter the byway corridor. Greenville offers an array of visitor services, including restaurants, retail shopping, accommodations, museums, and a well established visitor information center.

Greenville’s village area consists of a mix of uses, including: residential; institutional (schools, a hospital, and municipal offices); commercial (service stations, grocery stores, gift shops, restaurants, and lodging); and waterfront-related uses (marina and public park with a boat ramp). Residential development in the village area consists of single-family and multi-family dwellings. Sidewalks and crosswalks extend northeasterly along the Lily Bay Road from SR 15 to the Marine Museum on the west side and to Leisure Life

Avenue on the east side. A short section of sidewalk is also located from Mill Street to Lawrence Avenue.

The Town of Jackman represents a secondary but also quite important gateway serving visitors driving south from Quebec and/or north along the Old Canada Road National Scenic Byway. Like Greenville, Jackman offers well established visitor services.

Intermediate Destination Points:

Rockwood, a village located at the Moosehead Lake outlet of Moose River, offers visitor services (accommodations, limited retail), boat launch and water shuttle service to Mt. Kineo (seasonal). With respect to land use, Rockwood has relatively dense residential development and some small businesses adjacent to the byway corridor.

Kokadjo, an outpost settlement offers limited visitor services (retail, restaurant, accommodations) and access to Roach Ponds and River (high quality trout fishery) and to points north and east (Namakanta, Baxter) via private logging road system. Note: For a relatively small number of travelers (those arriving via the private road system), Kokadjo will represent a “gateway” to the byway corridor.

Segments of the Byway:

Greenville to Kokadjo (approximately 20 miles).

This segment offers access to spectacular views of Moosehead Lake (Blair Hill – undeveloped turnout) and significant recreational and wildlife watching opportunities (Lily Bay State Park, ATV trail head. See Intrinsic Qualities). Visitor services (marina, accommodations) at Beaver Cove.

The Lily Bay Road is classified as a major collector for its entire 19-mile length. Right-of-way is 66’ wide throughout this segment except for a section two miles in length located in Frenchtown Township where the ROW is wrought portion. Lanes are 10’ to 11’ wide with gravel shoulders. Pavement condition is typically fair to good, with instances of potholes, frost heaving, and pavement cracking.

Land use from the Greenville village area to Kokadjo is rural in character and consists of primarily forestry with scattered residential and commercial uses. Most of the land ownership is private, with some major land management companies controlling much of the timberland. Intermittent logging operations can be observed along the corridor, and the corridor is used to transport logs and other woods products. Private logging roads provide recreational access to many backwoods lakes and ponds. Residential development along this segment consists of single-family dwellings, mobile homes, and seasonal camps. Seasonal lodging is also available along the corridor.

Greenville to Rockwood (approximately 20 miles).

This segment parallels the west shore of Moosehead Lake, though views of the lake are at present somewhat limited. The segment passes by the Little Moose Public Reserve Lands (camping, day hikes) and crosses both East and West Outlets (both flowing to Indian Pond/Kennebec River) before reaching Rockwood.

SR 15 is classified as a minor arterial from the byway's southerly terminus at the former MaineDOT rest area, north about two miles to the intersection of SR 15 and the Lily Bay Road in downtown Greenville. The remaining portion of the byway from downtown Greenville to Rockwood is classified as a principal arterial.

Typical right-of-way (ROW) along the SR 15 portion of the byway corridor varies from 66' to 100' wide. ROW is 100' wide from the former MaineDOT rest area to the railroad tracks south of the Greenville village area, at which point the ROW narrows to 66' wide through the village north to the railroad overpass at Greenville Junction. ROW is 66' wide from Greenville Junction to Rockwood.

Shoulder widths vary from 1' to 13' throughout the SR 15 portion of the byway corridor, with the majority being 3' or 6' wide. The only curbing present along SR 15 is a 0.6 mile section in the Greenville village area.

Pavement conditions range from fair to good from the former MaineDOT rest area in Greenville to the East Outlet of Moosehead Lake approximately 14 miles north of downtown Greenville. Pavement conditions are generally poor from the East Outlet to the village of Rockwood.

Land use from the Greenville Junction area to Rockwood is rural in character and consists primarily of forestry, with scattered residential and commercial uses. Most of the land ownership is private, with some major land management companies controlling much of the timberland. Intermittent logging operations can be observed along the corridor, and the corridor is used to transport logs and other woods products. Public reserve lands are located along the corridor in Greenville Junction and, in addition to private logging roads, provide recreational access to many backwoods lakes and ponds. Residential development consists of single-family dwellings, mobile homes, and seasonal camps. Seasonal lodging is also available along the corridor.

Rockwood to Jackman (approximately 30 miles).

Travelers may enter this segment from either Rockwood or Jackman. Those starting from Jackman are likely to have Greenville as a primary destination; those coming from Rockwood are likely headed for Jackman and points either north (Quebec) or south (Old Canada Road National Scenic Byway, the Forks).

The byway from Rockwood to US 201 in Jackman is classified as a principal arterial. Right of Way varies from 66' to 100' wide from Rockwood to an area near the boundary between Long Pond Township (T3R1) and Sandwich Academy (T2R1). At this point ROW widens to 100' along the corridor until about 2.5 miles southeast of the Jackman

town line, where the remainder of the corridor's ROW narrows to 66'. The Rockwood-to-Jackman section of the byway has fair to good pavement conditions, with instances of potholes, frost heaving, and pavement cracking.

Land use from Rockwood to US 201 in Jackman is rural in character and consists primarily of forestry, with scattered residential and commercial uses. Most of the land ownership is private, with land management companies controlling much of the timberland. Intermittent logging operations can be observed along the corridor, and the corridor is used to transport logs and other woods products. Some year-round and seasonal dwellings are visible from the highway in Jackman and Long Pond.

Responsibilities

(4) A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.

Note: These proposed "actions" should be prioritized, and a phased timetable should be established based on good faith projections of "responsible parties."

Resource Conservation

- Action: Maintain road edge in a manner that contributes to visitor experience. On-going. Responsible Party: MDOT
- Action: Promote understanding of value of scenic resources among landowners, regulatory bodies, and utility companies to encourage maintenance or enhancement of scenic quality. Responsible Party: CAG (Corridor ACTION Group)
- Action: Support activities of Maine IF&W and other state agencies and conservation groups intended to enhance habitat for and populations of high value wildlife, including fisheries. Responsible Party: CAG
- Action: Support cultural conservation and historic preservation activities, as for example local participation in the Traditional Arts Apprenticeship Program operated by Maine Arts Commission and various programs of the Maine Historic Preservation Commission. Responsible Party: CAG

Infrastructure

- Action: Improve condition of road bed and surface as required at locations identified by the CAG in the Proposed Enhancements section of this plan. Responsible Party: MDOT.

-Action: Establish scenic turnouts at designated locations per Proposed Enhancements section of this plan. Cost analysis, engineering, construction. Responsible Party: MDOT

- Action: In addition to scenic turnouts mentioned above, identify opportunities for development of facilities to support “soft” recreation (picnicking, nature walks, swimming, etc.). Establish or improve picnic areas per Proposed Enhancements section of this plan. Responsible Party: MDOT

-Action: Add bicycle lanes to any new road improvement projects along the Byway where feasible, focusing especially on Greenville to Lily Bay and Greenville to Rockwood segments. Responsible Party: MDOT

- Action: Undertake trail inventory and monitoring of trail use and condition. Identify need for and provide improved trail maintenance and remedy safety issues on existing trails per Proposed Enhancements section of this plan. Responsible Party: MDOC with local clubs and other partners.

- Action: Sponsor design *charrette* for area trail system. Identify key opportunities for new trail development with particular emphasis on supporting activities for Type 2 travelers and emerging recreational activity types (mountain biking, ATV) and provision for long term maintenance. Responsible Party: MDOC with local clubs and other partners.

-Action: Undertake downtown revitalization efforts including facade restoration, streetscape improvements. Responsible Parties: Towns of Greenville and Jackman.

Business Development

- Action: Analysis of service needs to support ATV, mountain biking (other new or emerging recreation modes?). Inventory of existing services. Gap identification. Business and new product development. Responsible Party: Maine Office of Tourism?

- Action: Identify key visitor services/facility improvements required to meet expectations of Type 2 and Type 1 travelers (target markets – see Market Opportunity Analysis). Establish mechanism for service/facility upgrades to include participation in training programs, facility improvement loan fund. Responsible Party: Maine Office of Tourism

Marketing and Interpretive Programming

- Action: Work with Maine Office of Tourism to gain access to or develop new market data. Based on new data, identify high priority market opportunities, approaches. Responsible Party: CAG with Chamber of Commerce

- Action: Gain cooperation of existing marketing organizations, including regional and state agencies and local businesses, regarding market strategies, targets, messaging, image. Responsible Party: CAG with Chamber of Commerce
- Action: Create visitor information plan reaching across multiple organizations. Aligned with key elements in marketing plan/materials, support improvements to visitor information center(s) and related services, signage. Include “destination training” for frontline workers as an aspect of this plan. Responsible Party: CAG with local groups.
- Action: Further develop signage plan to establish levels of information required at specific locations. Secure funding and implement signage plan (phased implementation). Responsible Party: CAG with MDOT
- Action: Further develop information center plan including on-going provision of required services. Expansion of existing Greenville facility and addition of facility in Jackman. Establish organizational support for staffing. Identify potential funding sources and secure funding. Responsible Party: CAG with Chamber and NREC.
- Action: Convene groups currently engaged in interpretive programming. Identify common interests and concerns. Achieve consensus re lead themes, image. Develop plan for coordinated development of new programming (including interpretive signage). Responsible Party: CAG
- Action: Identify high priority funding needs related to interpretive programming. Identify potential funding sources. Coordinate funding requests. Responsible Party: CAG with potential assistance from the Maine Humanities Council.

Organization and Outreach

- Action: Create formal rules of operation for an “implementation network” (Corridor ACTION Group), MOU vesting fiscal agency. Responsible Party: CAG
- Action: Identify and do outreach to various entities whose active cooperation or other support are required to implement this plan, building the network. Responsible Party: CAG
- Action: Establish project website (for “internal” network communications – not marketing), newsletter. Responsible Party: CAG
- Action: Based on this plan, post quarterly reports of progress for each action step. Responsible Party: CAG

(5) A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management technique as zoning, easements, and economic incentives.

The Federal Highway Administration through its Scenic Byways Program encourages development within a byway corridor so long as that development does not detract from and may support a high quality travel experience.

Much of the Moosehead Lake Scenic Byway passes through land owned by a single owner, Plum Creek, and much of that land is in the “unorganized” territory. Land use in the UT falls under the jurisdiction of the Maine Land Use Regulation Commission. The company has recently put forward to LURC a concept plan pertaining to land use along the corridor ([summary map here](#)). The plan has been accepted by LURC, and the approval process has been upheld by the Maine Supreme Court.

This Corridor Partnership Plan duly notes that, while large stretches of the byway do pass through or in adjacency to Plum Creek land that is now covered by a major conservation easement limiting development in these areas in perpetuity, a portion of the byway does pass through or in adjacency to areas set aside for either residential or resort development. In these areas, specific development projects will be subject to further review by the Maine Land Use Regulation Commission.

In those areas adjacent to the byway but outside the Plum Creek holdings, largely segments in Greenville, Beaver Cove, and Jackman, future development will be subject to local land use plans and ordinances.

Greenville has adopted land use, building, signage, shoreland, and site plan ordinances. The land use ordinance includes a Scenic Corridor Overlay District that extends 500’ along both sides of SR 15 south of the village area to the Shirley-Greenville town line. Standards include provisions for attractive development designs such as signage, vegetative buffers, and parking at rear of buildings as well as access management requirements to enhance safety and preserve highway capacity on the corridor. The village area is zoned as mixed residential and village. The Scenic Overlay District, however, does not extend along the Lily Bay Road.

Jackman has no land use regulation beyond the minimum requirements of subdivision and shoreland zoning laws. (Beaver Cove?)

In all cases, given the interest of Moosehead Lake Scenic Byway Corridor Advocacy Group, this Corridor Partnership Plan foresees active engagement by the byway group in any future land use regulation deliberations primarily intended to make both the conservation and the development goals of the byway group known to property owners and to adjudicating entities (LURC and local planning boards). The byway group supports future development, especially development that can have a positive impact on the regional economy, but it also recognizes the need to conserve those natural and

cultural qualities that bring visitors to the area and are the basis for a successful visitor experience.

The byway group itself, like the Scenic Byways Program as a whole (state and federal levels), will have no regulatory authority and will seek to guide future development only through public outreach and education relating to the group's vision for the byway and the region.

With respect to enhancement of existing development, please see Proposed Enhancements.

Public Participation

(6) A plan to assure on-going public participation in the implementation of corridor management objectives.

The Maine Department of Transportation and Eastern Maine Development Corporation have made every effort in the course of developing this Corridor Partnership Plan to engage individuals representing a broad range of interests as these individuals might either contribute to or be impacted by the Moosehead Lake Scenic Byway project. Interests represented to date have included government, business, recreation, property owner, and more general community interests.

As the project moves from planning to implementation, responsibility for maintaining broad public understanding of and support for byway related activities will migrate from the planning team (MDOT and EMDC) to the local byway group, which will now be charged with overseeing and coordinating all activities herein proposed.

Toward insuring on-going public participation in the process, the byway group itself should maintain a broadly representative membership such that deliberations and decisions of the group are aligned with values and interests and widely shared within the greater community per interests mentioned above.

In addition, the byway group is encouraged to undertake the following:

- Maintenance of a byway project website to include project updates.
- Maintenance of a stakeholder contact list as developed by the planning team.
- Regular communications (email and print) to stakeholders to keep them apprised of progress.
- Regular press releases relating to byway activities.
- Regular communications with local and state government officials relating to byway activities.
- Annual public meetings intended to promote awareness of and participation in byway activities.

Safety Issues

(7) A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.

Speed limits range from 25 mph in the village areas to 55 mph in the more rural areas.

MaineDOT's 2009 traffic volume counts along the SR 15 Greenville-to-Jackman corridor indicate an Annual Average Daily Traffic (AADT) of 4,840 in downtown Greenville, 1,310 in Rockwood, 390 in the unorganized township of Sandwich Academy, and 830 in Jackman. No High Crash Locations (HCL) are located along the byway corridor between Greenville and Jackman.

Current traffic volumes on the Lily Bay Road are relatively light, with the heaviest volumes occurring in Greenville. According to MaineDOT's 2009 annual average traffic counts (AADT), volumes on the Lily Bay Road ranged from a high of 4,840 vehicles in the Greenville village area to a low of 1,910 vehicles recorded north of Scammon Road. AADT ranged from 760 to 1,340 vehicles at various locations in the Town of Beaver Cove, with the highest volumes recorded between the Greenville town line and Lily Bay State Park.

MaineDOT safety records indicate there are no High Crash Locations (HCL) on the Lily Bay Road. However, Piscataquis County residents have expressed three safety concerns along the corridor: (1) the overall condition of the road surface, such as pavement condition, width, and winter weather, makes winter and spring travel on the Lily Bay Road hazardous; (2) heavy truck traffic create a safety hazard and increases road damage; and (3) seasonal and recreation-related traffic create a hazard to pedestrians in the Greenville village area.

Commerce Accommodation

(8) A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.

For all the emphasis in this plan on improving the visitor experience, designated roadways remain first and foremost key transportation routes for the region supporting a range of commercial and other traffic. In this and all other respects, the Corridor Advocacy Group recommends that activities associated with development of the Moosehead Lake Scenic Byway be undertaken in a way that does not reduce or detract from the capacity of the region to maintain a diverse and robust local economy, including specifically supporting wood harvesting and transport.

Many of the enhancements proposed in this Corridor Partnership Plan, in addition to providing improved access to recreational and scenic opportunities, will be intended to reduce safety risks associated with recreational use of the roadway by byway travelers and others. Please see Proposed Enhancements, and note particularly recommended

development of new scenic turnouts at points where “informal” turnouts currently exist and mitigation of safety issues relating to recreational use of bridges at East and West Outlets.

Proposed Enhancements

(9) A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.

Every effort will be made to insure the quality of the travel experience along the Moosehead Lake Scenic Byway. This means both minimizing “intrusions” (FHWA term for features or conditions that may detract from the visitor experience) and making improvements. Intrusions could come in many forms: development not in keeping with the character of the byway and the region, deteriorating infrastructure, poor accommodations or visitor services.

Proposed approaches to minimizing negative impact of future development activities are outlined in the New Development section. (Note: The Scenic Byways Program, state and federal levels, and the Moosehead Lake Scenic Byway group neither have nor seek any regulatory authority.)

Enhancement proposals are outlined below.

Infrastructure

- Roadway condition. A key recommendation by the CAG is simply the improvement of the condition of the roads comprising the byway. The CAG has directed particular attention to segments of the byway north of the West Outlet and the Lily Bay Road, which are currently in poor condition.
- Bicycle lanes. The CAG encourages consideration of adding bicycle lanes to existing roadways where that is feasible as part of future highway improvement projects. The group is particularly interested adding bicycle lanes in the sections of the byway running from Greenville to Lily Bay State Park and from Greenville Junction to Rockwood.
- Scenic overlooks. To address the lack of opportunities along the byway to view the region’s primary scenic feature, Moosehead Lake, the CAG is proposing establishing scenic turnouts at a number of locations. These include 1. Blair Hill (Greenville); 2. Indian Hill (Greenville); 3. Site near Mountain View Pond or alternatively north of East Outlet along section of byway running from Greenville to Rockwood. Additional scenic turnout sites proposed include Brassua Lake and Lily Bay.
- Picnic/rest areas. To increase opportunities for “soft” recreation (visitor Types 1 and 2) and general accommodation of increased leisure traffic, the CAG proposes establishing or enhancing facilities (especially providing public restrooms) at a number of locations, including Rockwood boat landing, Greenville Junction wharf. Additional sites recommended include locations at East and West

Outlets. Enhancements at all locations include establishing or upgrading public restrooms/privies.

- Trails and trail heads. To increase access to recreational resources, the CAG proposes enhancing trail heads at Brassua Lake, entrance road to Pittston Farm, and at Rockwood. Members of the CAG also voiced concern about the safety of existing trails where they cross byway bridges at East and West Outlets. As a high priority, the CAG recommends support for developing ATV and mountain biking trails.
- Visitor centers. The CAG supports at a high priority establishing a conference center in proximity to the existing visitor information center in Greenville. Additionally, but at a lower priority level, the CAG proposes locating a visitors center in Jackman.
- Signage. (Please see Signage Plan)

New Products and Business Development

- Anchor ski resort. The CAG proposes as a high priority re-establishing a large anchor resort (formerly Squaw Mountain).
- Services for ATV and mountain biking (and other emerging recreational activities). Per infrastructure recommendations above, the CAG advocates development of services relating to new forms of recreation including ATV and mountain biking. This includes business and public services.
- Facilities loan fund.
- Maine Woods Tourism Training Initiative. This program provides training to both management and frontline workers in the tourism industry. Area businesses should be encouraged to participate.

Outdoor Advertising

(10) A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.

Greenville’s signage ordinance regulates the location, illumination, and dimension of signs throughout the town. Within the Unorganized Territories, Land Use Regulation Commission rules apply. In all areas, the Maine “billboard” law prohibits off-premises advertising signs over a prescribed size (billboards).

Signage Plan

(11) A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.

The number, placement, style, and messaging of signs will contribute to a successful travel experience along the Moosehead Lake Scenic Byway. The CAG has considered two kinds of signage – wayfinding and interpretive. Wayfinding signage helps a traveler

find a destination. Interpretive signage helps a visitor understand aspects of the landscape he/she is traveling through or otherwise engaging.

Wayfinding signage should take into account the structure of the byway, likely entry points and intermediate destinations. Wayfinding signage should be consistent with respect to placement, visual appearance, and information offered. Particularly with respect to less developed sections of the byway, wayfinding signage should be designed and deployed with an eye toward reassuring travelers that they are in the “right” place (“Yes, you are still on the byway.”) and informing them as to how far they must travel to reach major destination points (“Only ten miles to Kokadjo!”) Wayfinding signs should also highlight points of interest along the byway.

Particular care should be taken to signify “gateway” locations, announcing to travelers that they are entering or leaving the byway corridor. Informational kiosks located at gateways can introduce the traveler to aspects of the byway experience, exhibiting “you are here” maps of the entire byway and including points of interest and location of and travel distance to available support services. Gateways can provide excellent locations for interpretive signage as well.

Interpretive signage should provide visitors with the background information they need to explain features and conditions they may encounter along the byway, helping them to “interpret” what they are seeing. (“Why is that hill shaped the way it is?” “What do moose eat?” “Where are they taking the wood on those big logging trucks?”) Interpretive signage should introduce travelers to key byway themes and stories (see Interpretive Plan), helping to give some recognizable structure/shape to the byway experience, relating the story in a coherent, even sequential way. Interpretive signage can and should add a whole new dimension to the experience.

Note: The Piscataquis Tourism Development Authority has developed a plan for installing interpretive signage at certified nature-based tourism sites. Several interpretive panels have been installed, a few within the byway corridor. Future byway interpretive signage planning and deployment should be done in concert with this pre-existing effort.

In addition to PTDA’s efforts, other groups have also engaged in installing interpretive kiosks and signs, usually to promote their own projects. Greenville residents have expressed some confusion about the proliferation of interpretive signs and kiosks in their own town, wondering aloud who is putting these signs up and why. If residents are confused, byway travelers may be too. The byway project may offer an opportunity for coordinating the efforts of several groups with the intention of offering a coherent presentation of theme and story to visitors. (Again, see Interpretive Plan.)

Note: A similar point of confusion is the pre-existence of a number of officially designated “trails” (e.g., the Moosehead Trail). Byway signage should not add to the confusion!

Ideally a signage plan would be part of a larger communications plan developed to insure that visitors receive the information they need to support a successful engagement with the Moosehead area – from the time they first read about it online to the time they find their bunk at night (consistent naming, icons, color schemes, themes, etc.). With respect to this plan, we will focus on providing coherent and effective signage for travelers who arrive in the area by automobile and hope to find interesting things to do and places to eat and sleep.

Marketing Narrative

(12) A narrative describing how the byway will be positioned for marketing.

A marketing narrative for the Moosehead Lake Scenic Byway could emphasize the key Intrinsic Qualities identified by the Corridor Advocacy Group (CAG) framed in a manner that appeals to key market groups – in particular Type 2 travelers (“experiential” visitors – see Market Opportunity).

Moosehead Lake, Maine’s “Great Lake,” lies in the middle of a vast expanse of virtually uninterrupted forest, exceptional in the northeastern United States for the extent of conservation protection that now insures its long term continuation as an undeveloped landscape. Running through this vast natural domain, the Moosehead Lake Scenic Byway provides visitors with a full range of opportunities to experience this very special place in all seasons of the year. Whether exploring the area in much the same way early Wabanaki travelers may have done, by canoe and hiking path, or by adopting more up to date means (automobile, mountain bike, snowmobile, ATV – even float plane), the rewards awaiting contemporary “explorers” are much the same as those that drew Henry David Thoreau and friends to the area over a century ago - replenishment of mind, body, and spirit! We do note that today’s travelers are likely to appreciate the full array of high quality visitor services (accommodations, restaurants, retail) offered by area organizations and businesses, all intended to make the Moosehead Lake Scenic Byway travel experience both inspiring and comfortable.

The Corridor Advocacy Group recommended adopting the “image” statement put forward in the 1991 market study as it was supported by more than 95% of 2012 survey respondents:

“Build on the positives of the current image (the lake and rustic experience) and bring these and other positives into sharper focus to better position and differentiate the Region in the minds of potential visitors. In general, an image that promotes nostalgia, natural beauty, easy access to wildlife, people in partnership with the woods, small town hospitality and good value are recommended.”

Design Standards

(13) A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect on the intrinsic qualities of the byway corridor.

Interpretive Plan

(14) A description of plans to interpret the significant resources of the scenic byway.

The Moosehead Lake Scenic Byway Corridor Advisory Group (CAG) has identified the following Intrinsic Qualities as lead qualities to be protected, enhanced, and promoted by the byway:

- Recreational quality (emphasis on exploration of area “woods and waters” and hence based on natural and scenic qualities)
- Historical quality
- Cultural quality

These qualities offer rich opportunities for interpretive programming designed to inform visitors about the character of the area. A thematic focus on travel through and interaction with the natural features of the area is suggested (“woods and waters”). This is aligned with the earlier work of the Piscataquis Tourism Development Authority (see below).

Sub-themes and stories could include:

- Geological/hydrological formation of Moosehead Lake and environs.
- Evolution of habitat and wildlife specific to the area.
- Early travel and habitation of Indians, including ways in which early people used natural resources, explained natural and spiritual phenomena (stories, myths).
- Early European/American exploration, including the travels of Henry David Thoreau and his interpretation and promotion of the area.
- Later settlement, building more robust local economies based on use of natural resources (including advent of tourism), evolving relationship (economic and social) with “outside world.”
- Resource stewardship (conserving the forested landscape and a way of life).

Several Moosehead Lake area initiatives have included an interpretive component focusing on one or more of these stories and themes.

- [Natural Resource Education Center](#)
- [Moosehead Historical Society](#)
- [Moosehead Marine](#)
- [Piscataquis Tourism Development Authority Nature Based Tourism Itinerary](#)(note: link broken)
- [Thoreau Wabanaki Trail](#)
- [Northern Forest Canoe Trail](#)

(Have we missed any?)

The byway should, if possible, convene representatives of the various groups that offer interpretive programs to try to achieve consensus and common vision around key themes and stories so that the area can offer a coherent representation of itself, its nature, history, and culture, to area visitors. Additionally, the byway could organize analysis of the various existing or planned interpretive activities to identify gaps in interpretive support.

Specific steps the byway might take are as follows:

1. Develop an interpretive framework (key themes and stories, coherent explanation of significance of aspects of local nature and culture) for the Moosehead Lake area.
2. Identify gaps in interpretive programming.
3. Develop new or realign existing programming (exhibits, interpretive panels, presentations and events) to better tell the regional story.
4. Seek visitor feedback on impressions of area, effectiveness of interpretive programming.
5. Provide for on-going communication and collaboration across area groups engaged in interpretive planning and programming.

Note: Byway interpretive activities should be guided, to the extent possible, by this more comprehensive approach including alignment and cooperation with existing groups and initiatives.