

# Belfast Trail Town Action Plan

Prepared by Parks & Trails New York for the Town of Belfast  
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## I. Trail Town Overview

A Trail Town is more than a place with convenient access to a trail—it is a community that sees the trail as central to its identity, economy, and future. Trail Towns intentionally cultivate a “trail culture” by improving local policies, strengthening planning practices, and investing in physical infrastructure that supports walking, biking, and outdoor recreation. They understand that trails are not just recreational amenities, but drivers of economic vitality, community pride, and high quality of life for residents and visitors.

The Western NY Trail Town program, managed by Parks & Trails New York (PTNY) with support from the Ralph C. Wilson Jr. Foundation, helps communities along the Genesee Valley Greenway strengthen these connections. Through a structured, community-driven process, PTNY provided technical assistance to communities that demonstrate a commitment to aligning local planning, policies, and economic development strategies with their outdoor recreation assets. The program supports communities in integrating trail access into their downtown districts, enhancing the visitor experience, and creating a foundation for long-term investment in outdoor recreation–based revitalization.

This work is grounded in the Genesee Valley region’s uniquely rich natural and cultural landscape. Anchored by the 90-mile Genesee Valley Greenway State Park and the nationally renowned Letchworth State Park, the region offers waterfalls, gorges, historic villages, farms, forests, wildlife areas, and numerous connections to long-distance trail systems. Together, these assets attract outdoor enthusiasts who contribute to local economies by dining, shopping, and staying overnight in nearby communities. Trail Town programs help communities leverage their assets to take advantage of these opportunities by underscoring the relationship between the trail and local businesses, supporting tourism, enhancing safety and connectivity, and encouraging a strong sense of place.



In 2025, the Town of Belfast participated in a comprehensive series of Trail Town assessments and engagement activities to evaluate existing conditions within the Town and along the trail corridor and identify improvement opportunities. The process began with Belfast’s application, which included an initial inventory of assets and existing conditions. PTNY then facilitated an Orientation Workshop to introduce the Trail Town model and establish shared expectations, leading to the formation of a local Trail Town Committee to guide the work. A community Bike Around Assessment provided on-the-ground insights into bicycle and pedestrian infrastructure,



while a Placemaking Workshop invited residents to map key assets, identify gaps, and refine Belfast's identity as an outdoor recreation hub.

Together, these activities helped Belfast (1) determine its current level of Trail Town readiness, (2) establish baseline data for tracking progress over time, and (3) develop a tailored roadmap for strengthening the community as a trail-oriented outdoor recreation access hub. These insights now inform Belfast's Action Plan and guide its continued advancement through the Trail Town planning process. Upon adoption of this Action Plan, Belfast will be considered an officially certified Trail Town.

Communities that complete the Western NY Trail Town process and achieve certification are eligible for the Western NY Trail Town grant program and become well-positioned to pursue future funding opportunities.



Trail Town Workshop held in June 2025.

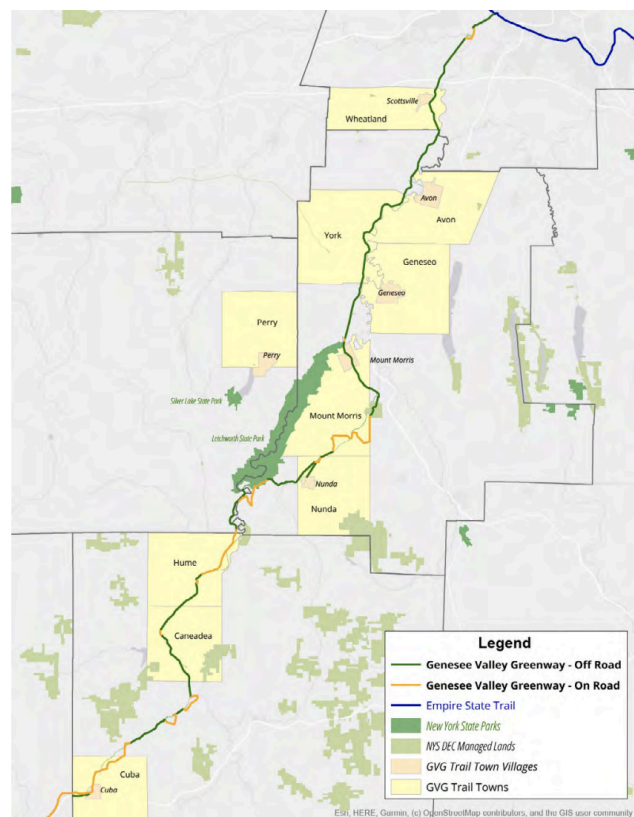
## Background: Trail Towns in the Genesee Valley

In 2019, Letchworth Gateway Villages (now Letchworth Genesee Valley Partnership - LGVP) was awarded funding from the USDA's Rural Development Innovation Center and the Northern Border Regional Commission to embark on a regional planning initiative with 38 organizations based in the rural Genesee Valley Region. Led by LGVP and in partnership with the Friends of the Genesee Valley Greenway (FoGVG), the Genesee Valley Trail Town initiative brought together groups who had been working for as many as 40 years to preserve and strengthen key heritage assets in the Genesee Valley. A unified system of trails, blueways, main street districts and hospitality hubs (Trail Towns) were deemed essential building blocks for a thriving rural and recreation-based economy. Using a combination of consistent trail-wide marketing, infrastructure improvements, business coaching, and technical assistance, ten communities have been able to leverage the Genesee Valley outdoor recreation and heritage tourism economy to benefit their local communities.

Ten communities formed Trail Town Steering Committees consisting of local stakeholders and residents dedicated to participating in a robust, three-year program to help them realize the benefits of being a Trail Town. LGV established a [thorough timeline](#) to guide committee members through a series of Trail Town activities. By carrying out these activities, each community was able to conduct local research, evaluate assets, engage with local stakeholders, collaborate with the business community, and promote their efforts as an official Genesee Valley Trail Town. Throughout this process, each community received technical assistance to develop an Action Plan, published in 2021, which serves as a blueprint for future projects that will enhance the overall aesthetic within the community, strengthen community character, improve policies, and better promote the regional brand.

Belfast is the newest community to undertake the Trail Town engagement and planning process. At the time the original network was being established, the Town of Belfast was not in a position to participate in the program. Building on local momentum, in 2025 the Town of Belfast was prepared to fully participate in the Trail Town program.

Map of Genesee Valley Trail Towns as of 2023





## II. Trail Town Framework

Trail Towns are places where trail users can find the amenities and services they need, and where users can safely travel by foot or by bike around the community. A Trail Town offers information about local services and points of interest, adding to the welcoming atmosphere and unique sense of character. Finally, a Trail Town integrates outdoor recreation into the community's long-term vision through policy and planning efforts. Thriving, vibrant Trail Towns are successful because they invest in four key areas:

### 1. Trail-oriented services and amenities

Visitors that come to explore the outdoor recreation opportunities can find exactly what they need, whether they're just passing through, spending a few hours exploring, or staying the night.

- Restrooms & drinking water
- Overnight accommodations - indoor lodging and camping
- Food and drink - especially local fare
- Attractions/destinations
- Information center
- Bike amenities

### 2. High-quality and safe bicycle and pedestrian infrastructure

Pedestrians and cyclists can safely travel around the community, both on the trail and off the trail to explore other parts of the community

- Well-maintained trail
- Connecting trails
- On-road connections to points of interest

### 3. Wayfinding and informational resources

Information is easily accessible for potential visitors or residents, including trip-planning resources or signage and welcome centers that help direct visitors and residents on the ground.

- Pedestrian scale wayfinding signage
- Online & print promotional materials

### 4. Welcoming atmosphere and unique community character

Successful Trail Towns embrace and showcase what makes them unique, highlighting local history, culture, events and food. Visitors get to know what makes each town along the trail unique, and have more incentive to visit– and recommend others do the same. Residents get to share the best parts of their community and gain an enhanced sense of local pride.

- Welcoming and maintained streetscape and storefronts
- Festivals, events & programs
- Public art & history
- Volunteer presence

### III. Existing Conditions

Belfast is a welcoming, close-knit rural community whose identity is deeply rooted in its natural beauty, outdoor recreation assets, and long-standing local traditions. Surrounded by forests, wetlands, river access points, and trail corridors—including the Genesee Valley Greenway, the Genesee River, and nearby state forest lands—Belfast sees its landscape as central to how residents live, gather, and engage with the outdoors. From the quiet charm of Allen Lake and the region’s vast snowmobile network to the historic wetlands and rich birding habitat near the Greenway, Belfast offers a uniquely accessible outdoor experience that appeals to both residents and visitors seeking nature-based adventure.

Belfast’s character is shaped by its strong volunteer base, active civic groups, and deep historical roots. Organizations such as the Belfast Public Library, Lions Club, Historical Society, fire department, American Legion, and local churches play an essential role in community life, creating a strong foundation for events, beautification efforts, and shared civic pride. Cultural landmarks like the Canal Warehouse, Bare Knuckle Boxing Hall of Fame, historic cemeteries, and remnants of the old canal system contribute to Belfast’s sense of place and offer rich opportunities for interpretation and storytelling. The town is known for its friendliness, its long-standing traditions, and its multigenerational residents—while also becoming home to new families who bring fresh energy and ideas.

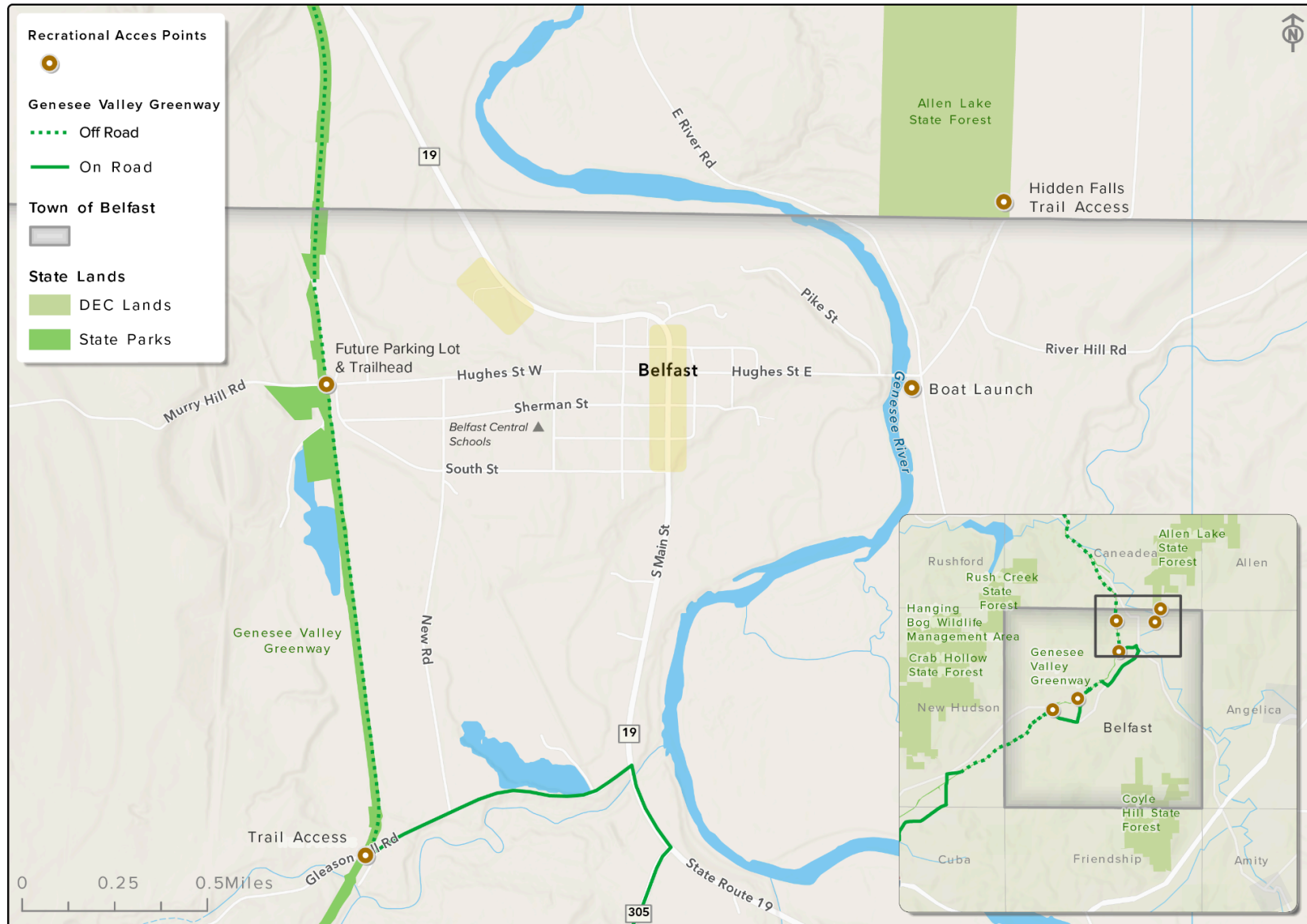


Belfast’s identity is shaped by its landscape, history, and people. It is a place where rural heritage, natural assets, and community commitment come together to create a welcoming, authentic trail-facing town—one poised to expand its role as a regional outdoor recreation hub while preserving the charm and character that define it.



# Belfast

## Western New York Trail Towns



## Plans & Studies

### [Belfast Comprehensive Plan](#) (2024)

The Town of Belfast undertook a comprehensive planning process and published a plan in 2024, representing a collective vision and roadmap for the future of their community. The plan specifically recognizes that Belfast is positioned to capitalize on the economic development and tourism opportunities stemming from its rich natural assets. By embracing its role as a hub for Allegany County's outdoor treasures, Belfast can drive economic development, generate job opportunities, and improve the overall quality of life for its residents. The plan identified opportunities to upgrade Veterans Park, invest in the boat launch and riverside park, develop a pocket park on Main Street, and extend sidewalks north and south along Main Street/Rt 19. This Action Plan strives to build on the vision already established in the Comprehensive Plan.

### [Genesee Valley Greenway State Park Action Plan](#) (2021)

The purpose of this action plan is to identify the most impactful projects that can complete the Genesee Valley Greenway State Park (GVG), transforming it into a continuous corridor and a major part of the developing western New York regional trails system. Most of the projects would be implemented by the Genesee Valley Greenway State Park, although local communities also have a role to play. Priority projects identified within the Town of Belfast included:

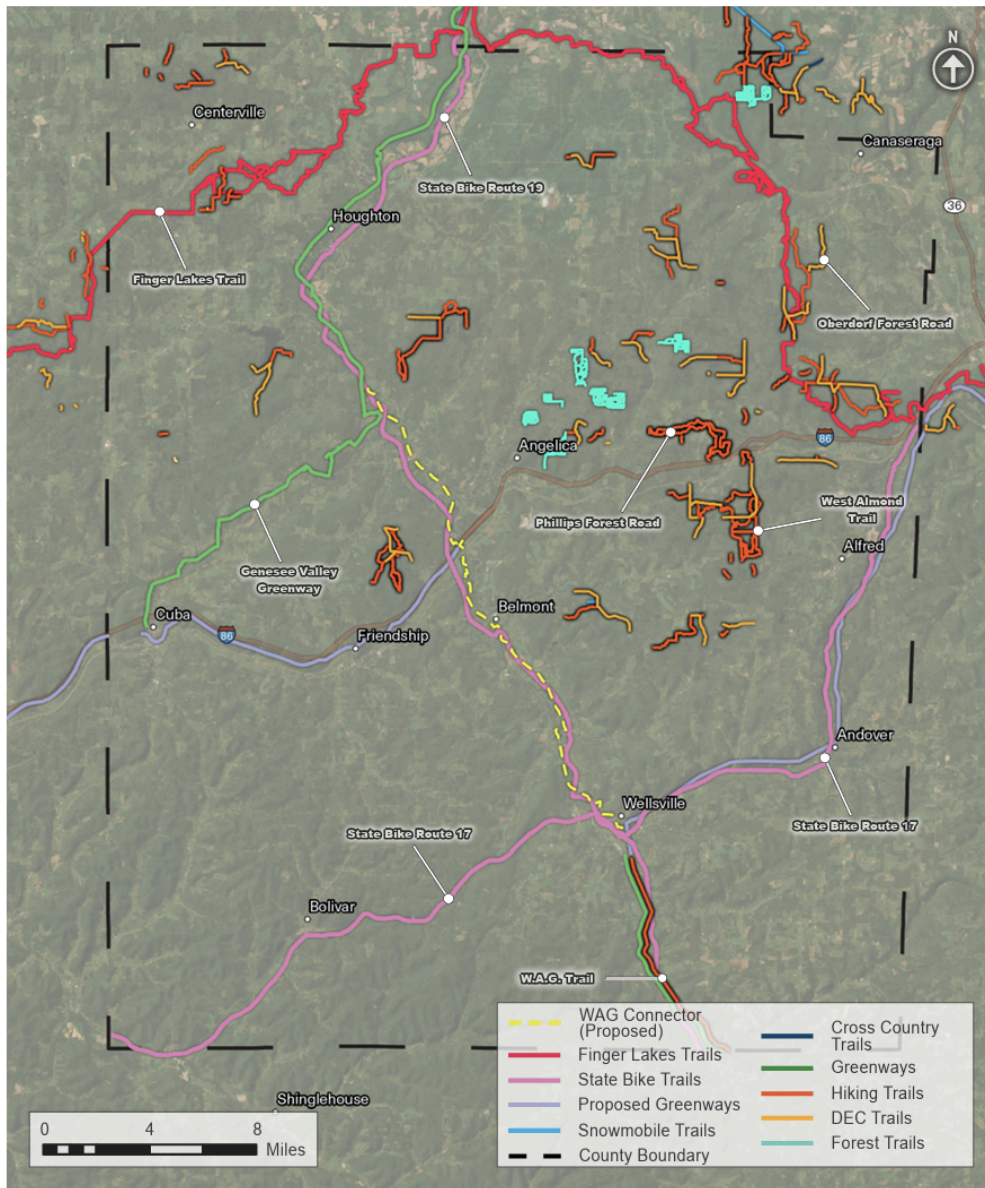
- Constructing new trail on the adjacent “higher-and-dryer” Conrail Property to create a continuous trail connection from Belfast to South Rd. near Black Creek.
- Erosion control in Belfast along the trail between Hughes Street and Gleason Hill Road.
- Belfast Canal Warehouse activation. This project would include the potential opportunity to work with the community, various stakeholders, and the current owners of the private property at the Canal Warehouse to improve the location for historic interpretation and canal-based economic development.
- Acquisition of the Old Irish Cemetery could be considered to protect it and interpret its history.
- Rockville Lake flooding and erosion mitigation, which could be addressed with trail construction on the Conrail corridor.

### [Allegany Countywide Trail Master Plan](#) (Draft 2025)

This plan assesses the existing greenway networks within the county and aims to enhance access, close gaps in the trail system, create a safe and accessible network for all users, improve residents' quality of life, and establish a connected system adaptable to changes and opportunities for economic prosperity. Belfast is called out specifically as a key anchor point for trail development, with its proximity to the Genesee Valley Greenway State Park and Genesee River. Several high and medium priority greenway trail enhancement projects were called for in



the plan, including upgrades to the Genesee Valley Greenway through the Town, a trailhead at Hughes St and at the intersection of Hughes and Main St, development of last-mile connections along Hughes St from the GVGSP to the Hidden Falls Trailhead at Allen Lake State Forest, and the establishment of a new 9.5-mile multi-use trail along the former WAG Railroad corridor, stretching from the Village of Belfast to the Belvidere area near I-86 Exit 30.



**Figure 11:** Trails within Allegany County

*Allegany County Trail inventory from the Allegany CountyWide Trails Master Plan Existing Conditions Report.*

## [Genesee Valley Trail Towns 2021 Visitor Survey Findings](#) (2022)

In 2021 with the launch of the Genesee Valley Trail Town initiative, designed to help build economic vitality and resilience in this rural region through outdoor recreation, Letchworth Genesee Valley Partnership conducted a research survey to learn more about the Genesee Valley as an outdoor recreation destination and about the region's visitors. Some of the key findings from the study include:

- **Visitors understand the Genesee Valley as an outdoor recreation destination**, although recreation is the primary motivator for only 18 percent of nonlocal survey respondents. Nearly all respondents (94%) reported having participated in outdoor recreation on their most recent trip to the Genesee Valley.
- **Outdoor recreation tourism is important to the Genesee Valley economy.** Visitors spend on average \$100 per person/day as day-trippers and \$142 per person/day as overnight visitors. The New York State Office for Parks, Recreation and Historic Preservation reports Letchworth State Park hosted 903,000 visitors in 2021, while visitation to the Genesee Valley Greenway was estimated at nearly 79,000. Using the averages for visitor spending and length of stay reported in our survey to produce estimates, these visitors alone spend more than \$277 million in the local area.
- Visitors are generally satisfied with their experience in the area, and what is already on offer, as evidenced by high repeat visitation, willingness to consider future visits, and overall satisfaction rankings for key traveler amenities. **Top items cited for improvement included farm-to-table and local cuisine options; stores open weekends, evenings and late night; maps of hiking and walking trails; cultural events; and bicycle-friendly facilities, trails and roadways.**



## IV. Assessment

### Trail-Oriented Services and Amenities

#### Strengths

- **Food & drink:**
  - Ace's Country Cupboard has long hours and strong local character
  - Harrington's Market offers groceries and provisions and deli sandwiches for trail users
  - Belfast Mini-Mart is conveniently located, has long hours, and offers provisions
  - Route 19 Tavern, while located in the American Legion, is open to the public for lunch and dinner
  - New downtown businesses coming soon (BelCliff Distillery)
- **Attractions & destinations:**
  - **Cultural/historical attractions:** Bare Knuckle Boxing Hall of Fame; Canal history/warehouse; Irish Cemetery; Belfast Town Cemetery;
  - **Recreational destinations:**
    - The Town of Belfast is home to 6.2 miles of the Genesee Valley Greenway, although some segments are currently detoured onto roadways.
    - There is a Genesee River Wilds Genesee River Access point 0.5 miles from downtown
    - The Hidden Falls Trailhead at the southern end of Allen Lake State Forest is located less than a mile from Belfast's Main Street.
    - Rockville Lake is a residential recreational lake within the Town of Belfast
    - Rushford Lake and Cuba Lake are residential recreation lakes that are about 10 minutes North and South of Town respectively. Both have many private homes along them as well as public access. Many houses are owned by people from Buffalo or Rochester that come down for the weekend or summer week and will often visit nearby parks and restaurants.
    - Moss Lake Nature Preserve is a natural area about 10 minutes North of town with a mile trail around a bog. It is commonly visited, especially in nice weather as people love to feed the bullhead catfish in the water.
- **Drinking water:**
  - Water is available at the little league fields from an old drinking fountain that is difficult to find from the trail if you're not aware; Bottled water can be purchased at local convenience stores.



*Belfast Trail Town A*

## Considerations for Growth

- **Food & drink:**
  - Limited number of restaurants and diversity of dining options. There are limited options for baked goods, coffee, or craft beverages, food items outdoor recreationists often look for. Oramel, two miles to the north via the trail, offers ice cream seasonally.
  - Harrington's and the Dollar General are not easily accessible by bike or on foot from the trail or downtown.
  - There is a specialty Amish-run grocery store on Rt 305 that is not well advertised
- **Restrooms:** No public restrooms available for trail users.
  - There are restrooms at the Belfast Central School sports fields on South St but do not have extensive hours
- **Overnight accommodations:** No lodging in the downtown (only nearby Airbnbs outside the village)
  - Potential market for short-term rentals within the Belfast downtown; opportunities to create relationships with short-term rental operators in the greater Belfast area
  - Opportunities to partner with nearby Caneadea Trail Town to leverage nearby accommodations in Oramel or develop relationships with nearby short-term rental hosts
  - No designated camping options in or near the town center.
- **Information/Welcome Center:** No formal info center or visitor hub where trail users can find information about town or other recreational opportunities
  - Belfast Public Library is welcoming, although it has limited hours
  - Local businesses currently serve as unofficial welcome centers
- **Bike amenities:** Not many bike amenities in town.
  - No bike racks downtown
  - No fix-it stations
  - No bike or gear rental available
  - No outfitter or self-service rentals for water recreation
- **Parking for trail/river access:**
  - At the time of the assessment, there was no downtown-adjacent GVGSP parking lot. However, as of writing this plan, a new 14 spot parking lot is being constructed near the Hughes St entrance to the Greenway.
  - Rt 305 Genesee Valley Greenway parking lot south of Belfast downtown provides a parking option but does not feel formal.
  - The Genesee River Access Site has a parking lot but the access does not feel very formal and there is no accessible paddlecraft launch. Some interpretive signage may need upgrading.



## Bicycle and Pedestrian Infrastructure

### Strengths

- **Walkable village core:**
  - Small, compact downtown that is easy to navigate on foot or by bike. Children were observed walking and biking around town to get around. Quality sidewalks on Main St and on many side streets.
- **Existing trail infrastructure and proximity to downtown:**
  - Both the GVGSP and the Genesee River are located within a mile of the downtown business district.



### Considerations for Growth

- **Trail condition:**
  - The GVG nearest to downtown has a grass surface. Significant stretches of the GVG heading south are prone to washouts, flooding, and beaver-related damage. At times, the GVGSP is forced to detour on-road.
  - There are no crosswalks and/or trail crossing warning signage at GVG/Hughes St crossing, making the trail difficult to see from the roadway.
- **State Route 19/Main St:**
  - Rt 19 can experience fast-moving traffic and truck traffic and is uncomfortable north of downtown for both walking and biking where there are no sidewalks and where the shoulder varies in width outside downtown. The speed limit transitions to 45 mph very abruptly outside of the village core when traveling north.
    - The latest available traffic data from NYSDOT indicates that Rt 19 through the village sees about 4,600 vehicles per day traveling at 48 mph.
  - Pedestrian crossings of Main St have good warning signage, but crossing distances are long without pedestrian bumpouts.
- **Connections to Points of Interest**
  - **Connection between GVG and downtown:**



- Hughes St can be easily navigated by bike from the GVG to Main St, but for pedestrians, the sidewalks have sections that are in poor condition or there are gaps.
- **Connections to businesses north of downtown:**
  - There is no safe, easy way for pedestrians and cyclists to access Harrington's or the Dollar General from the GVG or from downtown.
- **Connection between Main St and Genesee River**
  - The Genesee River can easily be accessed by bike by riding down Hughes St. The sidewalk ends before reaching the river, and there is no sidewalk on the new Rt 26/Hughes St bridge over the Genesee River.
- **Connection to Hidden Falls Trailhead Trailhead**
  - The Hidden Falls Trailhead in Allen Lake State Forest is located 1 mile from downtown and can be accessed by foot or by bike climbing up steep Saunders St. The trailhead is easy to find and access, but the path to the actual falls may be difficult to find.

## Wayfinding & Informational Resources

### Strengths

- **Existing historic signage:**
  - Two new Pomeroy signs, spearheaded by the active Historical Society at the Belfast Canal Warehouse and the Training Barns.
- **Belfast Library:**
  - The [Belfast Bicentennial Walking Tour](#), developed in 2024 for Belfast's Bicentennial, celebrates local history with an audio tour covering eleven points of interest within the Town of Belfast.
- **Municipal website:**
  - Fresh [municipal website](#) with a page entirely devoted to recreation, which could be expanded to include information about trail access and information for trail users.
- **Regional online trip-planning resources:** Access to regional partners with trip-planning maps and resources including:
  - [Western NY Wilds](#) (Allegany County)
  - [Genesee Valley Greenway](#) (Friends of the Genesee Valley Greenway)



- [Explore Genesee Valley](#) (Letchworth Genesee Valley Partnership)
- [Genesee River Access Map](#) (Genesee River Wilds)

## Considerations for Growth

- **Directional wayfinding**
  - Lack of awareness of Belfast's recreational amenities from the downtown
  - No wayfinding or gateway on the GVG to direct trail users into town
  - Genesee River access signage is faded and needs to be updated
- **Trailhead signage:**
  - The Canal Warehouse area serves as a clear gateway and potential trailhead for Belfast but lacks trailhead signage
- **Interpretive information:**
  - Pomeroy signs present some interpretive history of Belfast, but there are more landmarks that could use more context, especially near the trail.
  - ExploreGeneseeValley.com presents some information on resources in and around Belfast. Build out of further information would increase digital visibility for the community, points of interest and businesses that travelers and recreationists seek
- **Marketing & communications:**
  - Opportunity to expand online/print materials, especially promoting GVG and Genesee River access within Belfast.
  - LGVPs ExploreGeneseeValley.com and social media include deep information on the GVGSP and trail towns of the GVTT. Belfast is a great fit for these resources, as well as GVTT program brochure and community rack card brochures.

## Atmosphere & Community Character

### Strengths

- **Friendly, close-knit community with passionate community partners:**
  - Churches, Historical Society, fire department, American Legion, Genesee River Wilds, Friends of the Genesee Valley Greenway, schools, the Belfast Public Library, strong local businesses
- **Historic assets:**
  - Bare Knuckle Boxing Hall of Fame, Canal history/warehouse, Irish Cemetery
  - Belfast Historical Society; Belfast Public Library are invested in historical interpretation
- **Local culture & events:**
  - Annual events:
    - Memorial Day Parade, Ceremony, and Chicken BBQ
    - Bare Knuckle Week - Mid-July with events at the museum



- Taste of Belfast - Last Thursday in August in the town park and fire hall.
  - GVG State Park has hosted successful hikes and walks on the trail in Belfast
- **Growing business community:**
  - New Main Street businesses (distillery, pizza shop) and community interest in beautification.

## Considerations for Growth

- **Streetscape & storefronts:**
  - Vacant storefronts and gaps between buildings can be unwelcoming.
- **Events & programming:**
  - More bird walks, outdoor movie nights about local history, river safety programming, youth service projects could be considered
- **Public art & interpretive natural assets and history:**
  - Potential for expanded storytelling about boxing, canal heritage, wetlands, and cultural sites.
  - Potential to use vacant storefronts for public art.
- **Volunteer engagement:**
  - Opportunity to unite newer residents (post-COVID arrivals) with long-time residents through community projects.

## V. Recommendations

The following recommendations have been developed by PTNY and the Trail Town committee, and include information about a realistic timespan these strategies should be pursued within. Short timespan projects can be pursued immediately. Medium timespan may take 1-2 years, while long term projects may require 3-5 years. When planning for projects, all necessary permits and approvals should be acquired from the landowner.

Top-level strategic recommendations:

1. Develop a Trailhead at the Canal Warehouse/Hughes St & GVG Intersection
2. Enhance Wayfinding & Awareness of Belfast's Recreational Opportunities
3. Strengthen Trail-Oriented Services & Visitor Support
4. Enhance Connectivity and Safety for Pedestrians and Cyclists
5. Work with Partners to Enhance Belfast's Recreational Assets
6. Develop Belfast's Community Character and Add Additional Programming

Strategy 1: Develop a Trailhead at the Canal Warehouse/Hughes St & GVG Intersection					
	Timespan	Partners	Additional resources	Potential Funding Sources	Trail Town Qualities this tactic addresses
1.1 Continue working with NYS OPRHP to develop a 14-car trailhead parking lot at the Hughes St trail crossing.	Short/Medium	NYS OPRHP; Town of Belfast; Joe Curcio		NYS OPRHP	Amenities Welcoming Atmosphere
1.2 Install trail amenities like bike racks, bike fix-it station, benches, a kiosk as space permits. Consider whether some amenities might make sense on the west side of Hughes St at the Canal Warehouse.	Medium	NYS OPRHP; FOGVG; Town of Belfast; Local land owners	<a href="#">GVGSP Action Plan</a> (p. 124-128); <a href="#">Genesee Valley Trail Towns Design Guide</a>	Western NY Trail Town Grants; NY Forward	Amenities Signage & Information Welcoming Atmosphere

1.3 Install directional finger-pointing signage to Belfast's amenities and services, including Food, Downtown Belfast, and Historic Sites	Short/Medium	Town of Belfast; NYS OPRHP	 <p>These signs are approved by NYS OPRHP and are created on a case-by-case basis. These cannot be installed within the 12' trail itself. They are not breakaways, so they cannot be within the roadway ROW. As many as three signs can be stacked per direction. Contact GVGSP Manager for specs and material costs.</p>	Western NY Trail Town Grants	Signage & Information
1.4 Enhance GVGSP crossing visibility by creating a crosswalk across Hughes St (a Town Road)	Short/Medium	Town of Belfast Highway Department	<a href="#">Empire State Trail Design Guide</a> (p. 5-43)	Western NY Trail Town Grants	Bike/Pedestrian Infrastructure
1.5 Work with landowners to establish a visitor center at the Canal Warehouse or in a Caboose near this trailhead.	Long	Joe Curcio; Belfast Historical Society; Allegany County Tourism	<a href="#">LivCo Basecamp</a>  <a href="#">Brockport Welcome Center</a>  <a href="#">Hopewell Depot Museum</a>	Western NY Trail Town Grants; Private funds	Amenities Signage & Information Welcoming Atmosphere



Strategy 2: Enhance Wayfinding & Awareness of Belfast's Recreational Opportunities					
	Timespan (short/medium/long)	Partners	Additional resources	Potential Funding Sources	Trail Town Qualities this tactic addresses
2.1 Install directional signage that points from Main St west to the GVGSP and east to Genesee River at the intersection with Hughes Street	Short	NYS Department of Transportation; Town of Belfast; NYS OPRHP	<a href="#">MUTCD Signage Recreational and Cultural Interest Area Signs</a> (p. 520-530); <a href="#">Genesee Valley Trail Towns Design Guide</a>	Western NY Trail Town Grants	Signage & Information
2.2 Capitalize on local wildlife by nominating the GVG corridor as part of the NYS Birding Trail	Short	<a href="#">Allegany County Bird Club</a> ; FOGVG; NYS DEC	<a href="#">NYS Birding Trail</a> and <a href="#">Nomination form</a>		Signage & Information
2.3 Educate local business owners (focusing on eateries, lodging/short-term rentals) on the needs of trail users and recreational opportunities in the area. Provide them with resources to distribute (trail maps, flyers for events, etc)	Short/Continuous	FOGVG; Letchworth Genesee Valley Partnership; NYS OPRHP	<a href="#">Genesee Valley Trail Towns Visitor Survey Findings</a>	Western NY Trail Town Grants	Services & Amenities; Signage & Information; Welcoming Atmosphere
2.4 Install an informational Trail Town kiosk at the central park near the intersection of Hughes St and Route 19 with a map, local history and information about points of interest. This kiosk may be coordinated with a	Short/Medium	Town of Belfast; Belfast Historical Society; Friends of the Genesee Valley Greenway	Example: Scottsville Trail Town Kiosk.	Western NY Trail Town Grants	Signage & Information; Welcoming Atmosphere

kiosk at other recreational trailheads like Hughes St, Rt 305, and the Genesee River Access Point.					
2.5 Define Belfast's unique marketing message and slogan. Highlight distinct assets: boxing museum, canal warehouse, accessible canal lock, Rockville Lake, abandoned canal boats, wetlands, and birding.	Medium	Trail Town Committee; Town of Belfast; Belfast Historical Society; Letchworth Genesee Valley Partnership	Example: <a href="#">Caneadea's Genesee Valley Trail Town page</a> on Explore Genesee Valley.		Signage & Information; Welcoming Atmosphere
2.6 Update municipal website to include information for trail visitors about recreational opportunities like the GVGSP & Genesee River, restroom and parking locations, and downtown services.	Medium	Trail Town Committee; Town of Belfast	<a href="#">City of Little Falls recreational information page</a>		Signage & Information; Welcoming Atmosphere
2.7 Collaborate with regional partners to ensure Belfast's amenities and recreational opportunities are represented online and in printed promotional resources.	Continuous	FOGVG; Letchworth Genesee Valley Partnership; Allegany County Tourism	Letchworth Genesee Valley Partnership		Signage & Information

### What Letchworth Genesee Valley Partnership Can Offer



Letchworth Genesee Valley Partnership works to fuel economic growth, resiliency and health through regional cooperation.

Through network-building, technical assistance, and research, LGVP builds the regional cooperation critical for realizing our long-term economic potential together. In addition to building capacity in member communities, LGVP works to support sustainable development that respects and celebrates place. Members develop and share in opportunities.

Examples include the regional identity and digital visibility tools LGVP developed and maintains ([ExploreGeneseeValley.com](https://ExploreGeneseeValley.com), its monthly newsletter and outreach tools). LGVP continuously works to bring innovation and support to members, including the USDA REDI initiative which spurred the launch of the Genesee Valley Trail Towns Initiative, and the development of its Genesee Valley Design Guidelines which members are able to use to support their outdoor recreation economy oriented work.

Members can expect to gain partners in achieving their goals, and access to work funded by the contributions of other members and the contributions of funders like the USDA, and NBRC like [ExploreGeneseeValley.com](https://ExploreGeneseeValley.com), and more. An executive committee meets monthly with the program director who oversees regular operations. **New members are offered participation with digital visibility work, and related marketing materials for their communities, use of GVTT brand materials, technical assistance opportunities, new programs and more.** Like its partners, LGVP seeks to aid members with advocacy support. In 2026, LGVP looks forward to the completion of a Genesee Valley Historic Barns Survey with the Landmark Society of WNY conducted in three of the ten GVTT communities. For more information, reach out to LGVP at [info@lgvpartnership.org](mailto:info@lgvpartnership.org).



Strategy 3: Strengthen Trail-Oriented Services & Visitor Support					
	Timespan (short/medium/long)	Partners	Additional resources	Potential Funding Sources	Trail Town Qualities this tactic addresses
3.1 Promote restroom and drinking water availability through outreach and unified messaging among businesses that have long hours.	Short	Belfast Mini-Mart; Ace's Country Cupboard; Harrington's Grocery	<a href="#">Bike Friendly NY</a>		Services & Amenities
3.2 Support and market existing businesses that fill trail user needs (Harrington's = sandwiches for outings; Ace's = comfort food pre- or post-hike; incoming distillery = post-hike chill, etc.)	Medium	Ace's Country Cupboard; Harrington's Grocery; BelCliff Distillery; Allegany County Tourism; Letchworth Genesee Valley Partnership	<a href="#">Explore Genesee Valley</a> ; <a href="#">Western NY Wilds</a>		Signage & Information; Welcoming Atmosphere
3.3 Encourage accelerating redevelopment of Main St storefronts that is already underway. Candidate businesses could include Amish bakery, cafe, bulk goods, galleries, etc. While storefronts are empty, temporary art installations in the	Medium/Long	Local business owners			Welcoming Atmosphere

storefront may help create a more welcoming Main Street.					
3.4 Build relationships with different user groups like snowmobilers, paddlers, and equestrians, to understand their needs during different seasons.	Medium	<a href="#">Allegany County Federation of Snowmobilers</a> ; <a href="#">Genesee River Wilds</a> ; <a href="#">IMPACT Friends</a>		N/A	Services & Amenities; Welcoming Atmosphere

Strategy 4: Enhance Connectivity and Safety for Pedestrians and Cyclists					
	Timespan (short/medium/long)	Partners	Additional resources	Potential Funding Sources	Trail Town Qualities this tactic addresses
4.1 Ensure all crosswalks and shoulders on NY-19 are visible and restriped as needed at the beginning of each summer season.	Short	NYS Department of Transportation; Town of Belfast	<a href="#">Federal Highways Administration Marking Guidance</a>		Bike/Pedestrian Infrastructure
4.2 Implement a Bike Boulevard or Advisory Shoulders on East and West Hughes St to enhance connectivity between Main St and recreational assets.	Medium	Town of Belfast Highway Department; Allegany County Planning	<a href="#">Rural Design Guide Bicycle Boulevards</a> ; <a href="#">Rural Design Guide Advisory Shoulders</a>	Transportation Alternatives Program	Bike/Pedestrian Infrastructure

4.3 Extend the slower speed zone (30 mph or lower) on Rt 19 north to include the business district that includes Harrington's Grocery	Medium/Long	NYS Department of Transportation; Town of Belfast			Bike/Pedestrian Infrastructure
4.4 Establish a safe pedestrian or multi-use route to Harrington's Grocery. Pedestrian improvements could be implemented on GLF Rd and sidewalk or multi-use path on Rt 19 (building on the citizen-driven concept of a Safety Loop)	Long	NYS Department of Transportation; Town of Belfast	NYSDOT <a href="#">Complete Streets</a>	Transportation Alternatives Program	Bike/Pedestrian Infrastructure
4.5 Install bike racks at key locations on Main St and at other destinations such as the Genesee River boat launch	Medium	Town of Belfast; Allegany County	<a href="#">Trail Town Tips: Bike Parking</a>	Western NY Trail Town Grants	Bike/Pedestrian Infrastructure; Services & Amenities



Example of a Bicycle Boulevard in St. Paul Minnesota with Shared Lane Markings and signage.

Strategy 5: Work with Partners to Enhance Belfast's Recreational Assets					
	Timespan (short/medium/long)	Partners	Additional resources	Potential Funding Sources	Trail Town Qualities this tactic addresses
5.1 Establish a fully off-road, stonedust-surfaced route of the GVGSP through the Town of Belfast. Erosion control, stabilization, and development of new sections of trail on the Conrail Property may be required.	Medium/Long	NYS OPRHP	<a href="#">GVGSP Action Plan</a> ; <a href="#">Allegany Countywide Trails Master Plan</a>	Transportation Alternatives Program; Recreational Trails Program; Ralph C. Wilson, Jr. Legacy Funds for Design and Access	Bike/Pedestrian Infrastructure
5.2 Pursue the development of the Loop Trails project utilizing the Conrail corridor parallel to the GVGSP main route.	Medium/Long	NYS OPRHP	<a href="#">GVGSP Action Plan</a> ; <a href="#">Allegany Countywide Trails Master Plan</a>	Transportation Alternatives Program; Recreational Trails Program; Ralph C. Wilson, Jr. Legacy Funds for Design and Access	Bike/Pedestrian Infrastructure
5.3 Enhance and continue to formalize the Rt 305 GVG Trailhead	Medium/Long	NYS OPRHP	<a href="#">GVGSP Action Plan</a>	Transportation Alternatives Program; Recreational Trails Program	Bike/Pedestrian Infrastructure; Services & Amenities



5.4 Refresh kiosk signage for the Genesee River access point at Hughes St/County Rd 26, including safety information and guidelines	Medium	Genesee River Wilds	<a href="#">Genesee River Wilds Resources</a>	Western NY Trail Town Grants	Signage & Information
5.5 Enhance the boat launch at the Genesee River access point at Hughes St/County Rd 26	Medium	Genesee River Wilds	<a href="#">Genesee River Wilds Resources</a>	Western NY Trail Town Grants	Services & Amenities
5.6 Install a self-serve kayak rental facility at the Genesee River access point at Hughes St/County Rd 26	Medium/Long	Genesee River Wilds	<a href="#">Rent.fun Rentals</a>	Western NY Trail Town Grants	Services & Amenities



Example of kayak rentals at DeWitt Recreational Area in Batavia, New York.

Strategy 6: Develop Belfast's Community Character and Additional Programming					
	Timespan (short/medium/long)	Partners	Additional resources	Potential Funding Sources	Trail Town Qualities this tactic addresses
6.1 Develop and install interpretive signage at key points of historic interest (Belfast Irish Cemetery, etc), possibly with Pomeroy signs or with standard QR codes to links for more information or to the entries in the Belfast Bicentennial Walking Tour.	Medium	Belfast Historical Society; NYS OPRHP; Pomeroy Foundation	<a href="#">GVGSP Action Plan</a> ; <a href="#">Belfast Bicentennial Walking Tour</a> ;	Western NY Trail Town Grants	Signage & Information; Welcoming Atmosphere
6.2 Develop a plan or partnerships to maintain and care for the Irish Cemetery near Rockville Lake. The Town may be responsible for basic maintenance of the cemetery by state law.	Medium	Town of Belfast	<a href="#">NYS Town Law 291</a> ; <a href="#">Abandoned Cemeteries and Municipal Responsibilities Issue Paper</a> ;		Welcoming Atmosphere
6.3 Work with partners to launch low-cost events that leverage the GVGSP or river (bird walks/assist with Audubon Bird Counts, story walks, youth fishing tournaments, nature & history hikes, outdoor movie nights, Celebrate Trails Day, National Trails Day celebrations, bike rodeos for children to practice safe biking, Woofstock gathering for dog lovers)	Short	NYS OPRHP; Belfast Public Library; Belfast Historical Society; Belfast Central Schools; Allegany County Birding Club; FOGVG	<a href="#">GVGSP Events</a> ; - The Fillmore library sponsors egg hunts - Cuba library has done story walks along the trail - <a href="#">Celebrate</a>	Western NY Trail Town Grants	Welcoming Atmosphere

			<a href="#">Trails Day</a> (April) - <a href="#">National Trails Day</a> (June)		
6.4 Install public art celebrating Belfast's identity. Ideas could include boxing champions, canal heritage, and Belfast's role in regional history.	Medium	Belfast Central Schools; Local Artists	<a href="#">Field Guide for Creative Placemaking and Parks</a>	Western NY Trail Town Grants	Welcoming Atmosphere
6.5 Build an ongoing multi-generational volunteer coalition to support beautification, interpretation, and trail stewardship.	Medium	FOGVG; Belfast Central Schools		N/A	Welcoming Atmosphere
6.6 Coordinate with and get inspiration from nearby Trail Towns on events, itineraries, and projects.	Short/Continuous	Town of Caneadea; Town of Hume; Town of Cuba; FOGVG	One idea could be a paddle and pedal event on the river and trail between towns.	N/A	Services & Amenities; Bike & Pedestrian Infrastructure; Signage & Information; Welcoming Atmosphere

## VI. Next Steps

With this Trail Town Action Plan in hand, the Trail Town steering committee should seek a commitment on behalf of the municipality to make an effort to carry out the recommendations. A municipal resolution is preferred, but a letter of support from the Town Supervisor may also suffice.

This type of public commitment is the last component of the program, taking the community from a provisional Trail Town to an officially designated Trail Town. This will be a cause for celebration and the Trail Town steering committee should communicate it widely. A press release and social media posts that outline some of the Trail Town's victories and high-priority next steps may be developed and published. Belfast is also encouraged to hold a public press event in the spring, which PTNY would make every effort to attend and help make a success.

Resource: [Sample Resolution for Adoption of Trail Town Action Plan](#)