

### **Advisory Committee Goals**

***It is the goal of the Advisory Committee to understand and be the mechanism that will expand the usefulness of the U.P. Hidden Coast Recreation Route for all stakeholders.***

The Advisory Committee must be knowledgeable of the wide spectrum of uses, from the trucking industry to the local daily walker, who make use of and depend on this corridor. In order to achieve proper balance, safety and sustainability, it is a necessity for all interested parties to be aware and actively participate in the management of this route.

Commercial traffic exists on the Heritage Route. Local residents have voiced concerns about this traffic type for years. Although it is arguable that commercial traffic takes away from the recreational visitor experience, the hard-fact is that M-35, from Escanaba to Menominee is 12 miles shorter than the US-2/41 route. It is inevitable that trucks will continue to utilize this route. The Advisory Committee must understand this use conflict and derive a solution through management of the corridor.

The Advisory Committee must have a comprehensive understanding of the area's heritage. It is essential to know and remember how history and heritage has helped in defining our linear community of today.

***It is the goal of the Advisory Committee to form and nurture a vision in which recreation and visual quality are high priority items to be considered in the future development along the U.P. Hidden Coast Recreation Route.***

Through continuous analysis, conversation, cooperation and knowledge it is the duty of the Advisory Committee to ensure that the character of the U.P. Hidden Coast Recreation Route is not only maintained and sustainable, but also enhanced, promoted and made a regional, state and national destination throughout time. The heritage route designation will create positive attention to the corridor and spur growth management and development strategies.

## **PRESERVING**

The Nominating Committee has formed initial pieces of the vision of the U.P. Hidden Coast Recreation Route. Applying an asset management strategy to the route corridor, the committee feels that initial focus should be paid to preserving and promoting existing recreational facilities. Through interagency coordination, the needs of existing recreational facilities should be understood. Heritage route designation will help communities in successfully securing funding to address facility needs. Local units should be encouraged to make recreation facility projects along the Heritage Route a priority.

## **IMPROVING**

The Nominating Committee felt that the second focus should be to coordinate with the proper road authority, MDOT, County Road Commission, or City Public Works, in maximizing visual enhancement and aesthetic improvement opportunities during road construction projects. Roads have a limited lifespan and at some point, every road requires reconstruction. By being aware of the planned construction projects, the Advisory Committee can work closely with the proper road authority in assuring that the vision of the U.P. Hidden Coast Recreation Route is met. With Heritage Route Designation, road authorities will have an increased opportunity to receive additional enhancement funds, assisting the area in achieving the vision of a linear community.

## **ENHANCING**

When the opportunity presents itself, new recreational prospects should be explored and established. This is a third focus of the Committee.

*Management Plan*

*Mission Statement*

**It Is The Mission Of This Management Plan  
To Serve As A Mechanism In Achieving The  
Goals Of The  
Upper Peninsula Hidden Coast  
Recreation Route  
Advisory Committee.**

This Management Plan will serve as that mechanism by:

- Documenting the mission statement and goals of the Advisory Committee and the Management Plan.
- Being a source for a comprehensive list of Points of Interest.
- Identifying and listing possible studies to aid in achieving the goals and objectives set forth in the Management Plan.
- Identifying possible funding sources available to the local units of government and the Advisory Committee to utilize in achieving the defined goals.
- Identifying marketing and promotional strategies.

## *Management Plan Goals*

**It is a goal of the Management Plan to *identify existing recreational, historic and scenic points of interest along the U.P. Hidden Coast Recreation Route.***



Photo courtesy of Christine Cope

**It is a goal of the Management Plan to *identify a means to preserve, improve and enhance the identified points of interest.***



Photos courtesy of Christine Cope

**It is a goal of the Management Plan to *identify studies that will aid the Advisory Committee in achieving their goals.***