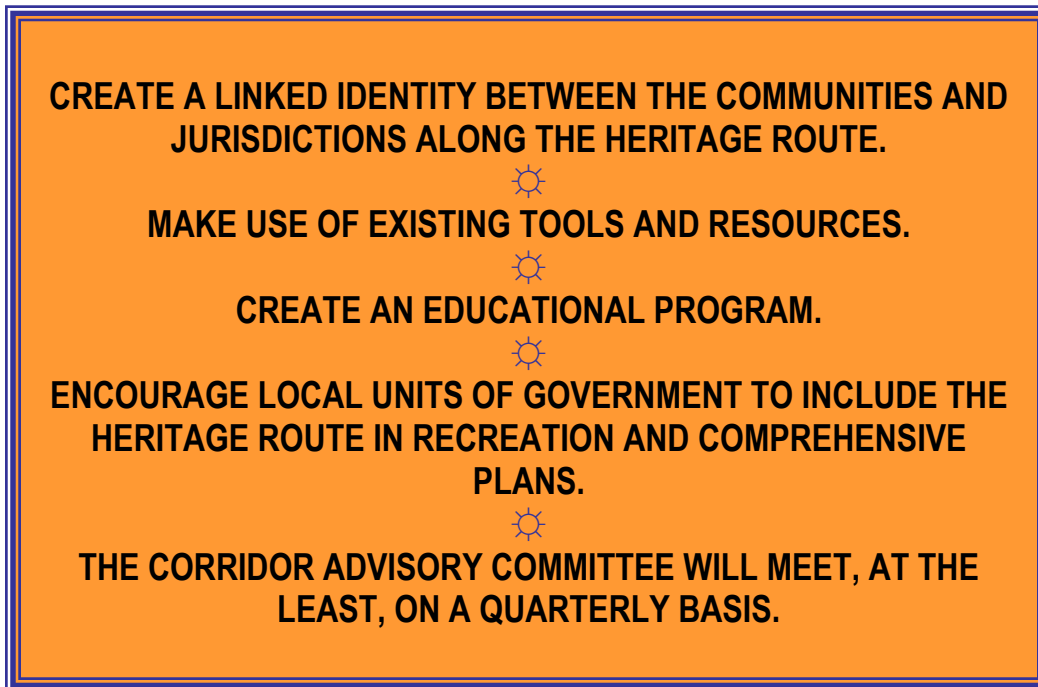


Management Strategies

The success of the U.P. Hidden Coast Recreation Route is dependent of the dedication of the Advisory Committee, local units of government and agencies along the route for years to come. The strategies that follow are methods to pursue for gaining and securing the essential grassroots support, necessary to assure the future vision becomes a reality. In addition, this section lists existing tools and resources that can be utilized by the Advisory Committee while in pursuit of the heritage route goals.



Create a linked identity between the communities and jurisdictions along the Heritage Route.

It is important for individual communities to have unique identities. However, at the same time, Heritage Route Designation establishes one linear community along a corridor. There are known methods and approaches that can be utilized to achieve a common identity throughout the Heritage Route Corridor. Over time, signs and lighting can be replaced with those of aesthetically pleasing design features; non-motorized trails can traverse through the communities and connect recreation areas; communities can pull resources and coordinate recreational events together.

In order to achieve a uniform identity, awareness of the recreation corridor needs to be heightened. Methods of increasing the awareness of the heritage route include the following:

- Place U.P. Hidden Coast Recreation Route signs along the stretch of the route.
- Hold discussions with and educate local leaders about the heritage route program.
- Create brochures, pamphlets and informational literature about the U.P. Hidden Coast Recreation Route for distribution at visitor centers, rest areas, local businesses, etc.
- Create a website to include links to points of interest, communities, and existing plans related to the corridor.

Make use of existing tools and resources.

Planning Documents

Like most units of government, the communities along the U.P. Hidden Coast Recreation Route have been forced to deal with maintaining and enhancing services while their budget shrinks. Now more than ever, it becomes clear that these are the times for interagency cooperation. By working together, pooling knowledge, effort and existing resources, it becomes possible for communities to continue providing for their public.

There are many existing resources available to the Advisory Committee and local units of government along the Heritage Route. Most jurisdictions have comprehensive and recreation plans, which define a future vision and list goals and objectives for achieving the vision. In addition, a plethora of transportation-related studies have been conducted. A list of known studies addressing portions of the corridor follows:

- Menominee Downtown Blueprint, 2005
 - Includes the City's vision for the downtown, a comprehensive analysis of the commercial market, and an enhancement strategy.
- Lincoln Road and Ludington Street Corridor Management Plan, September 24, 2003
 - A result of the Escanaba Comprehensive Plan which called for a study to identify and plan for ways to improve traffic flow, aesthetics, access, and land use of the corridor.
 - This plan analyzes access, crashes, signage, traffic flow, land use, future land use and zoning and provides recommendations.

- US-2 Corridor Visual Enhancement Plan Escanaba-Gladstone
September 30, 2003
 - This plan addresses the significance of visual quality along a corridor for both residents and visitors with a particular focus on critical community and tourist areas along US-2 in Escanaba and Gladstone. The US-2 corridor in Escanaba and Gladstone was analyzed and visual enhancement opportunities were identified.

- MDOT Aesthetic Project Opportunities Inventory
 - MDOT secured a contract with three consulting firms whose staff included state registered landscape architects. The consultants drew upon their expertise in visual assessment, land use analysis, and utilization of current landscape practices to develop a systematic method to locate, describe, and propose strategies for implementing aesthetic improvements.

 - The proposed Heritage Route has twelve locations identified in the inventory. (See Appendix Four - Michigan Department of Transportation Aesthetic Opportunities Inventory List and Map)

- CUPPAD Priority North-South Corridor in the Central Upper Peninsula,
September 1997
 - Resulted from a recommendation in Michigan's Long Range Plan of 1994, a study of the central Upper Peninsula highway system was performed in order to identify the priority north-south corridor in the area.

 - This study identified that US 41 through Powers was preferred over M-35 and lists the reasons why.

- City of Escanaba Non-Motorized Master Plan, October 14, 2003
 - Incorporates suggestions, recommendation and safety concerns from the public, citizens, board members and City staff.

 - Identifies non-motorized deficiencies, needs, recommended solutions and justification of proposed actions.

Agencies, Committees and Groups

As with plans and studies, many agencies that exist today can become an essential tool in the development of the U.P. Hidden Coast Recreation Route. Such agencies share similar goals in promoting and enhancing tourism and economic development as well as in historic and recreational preservation. A list of agencies is below.

- Chambers of Commerce
- Visitors and Conventions Bureaus
- UPTRA
- Economic Development Corporations
- Department of Natural Resources
- Downtown Development Authorities
- Delta County Conservation District
- Menominee County Conservation District
- MDOT
- CUPPAD

Create an educational program.

Arguably, the most essential strategy of a heritage management plan is the development and implementation of an educational program. Successful heritage routes are formed at the grassroots level; it makes sense to increase the number of grassroots participants. Through education covering the benefits of the Heritage Route Program and the heritage of the U.P. Hidden Coast Recreation Route, support will increase.

The Advisory Committee can hold public meetings and utilize the media, newspaper, radio and television to inform a large percent of the public.

Encourage local units of government to include the Heritage Route in recreation and comprehensive plans.

Ideally, all local units of government along the Heritage Route will have a similar vision of the recreation corridor. Referencing the U.P. Hidden Coast Recreation Route in local recreation and comprehensive plans reinforces the formation of a linear community. In addition, it acknowledges community-wide support to enhance the local recreational opportunities and tourism, which will spur economic development and generate local revenue.

The Corridor Advisory Committee will meet, at the least, on a quarterly basis.

The Advisory group will hold meetings to discuss new development along the corridor, any changes and additions to the points of interest, the status of promotion, marketing, education and other topics of relevance.

As time passes, as awareness is heightened, as land use changes, as steps toward the future vision are completed, this Management Plan will require evaluation and updating. In addition to keeping the points of interest current, other portions of this plan will need to be updated. New participants are bound to bring additional

ideas to the table. The Advisory Committee may develop new goals and new priorities. As future studies (see Future Studies section) are completed, the management plan will have to be modified in order to include new action strategies resulting from the studies.

Public Participation

Throughout most of the development of the U.P. Hidden Coast Recreation Management Plan and Heritage Route designation application, the Nominating Committee has met in a central location along the route. After a suggestion that future meetings take place in different locations along the route, the Nominating Committee agreed. The intent of holding meetings at varying locations along the route is to gain additional participation and accommodate individuals who may have difficulty traveling.

The Advisory Committee will meet, at a minimum, on a quarterly basis. Meetings will be announced to the public via newspaper, media, radio and/or posting.

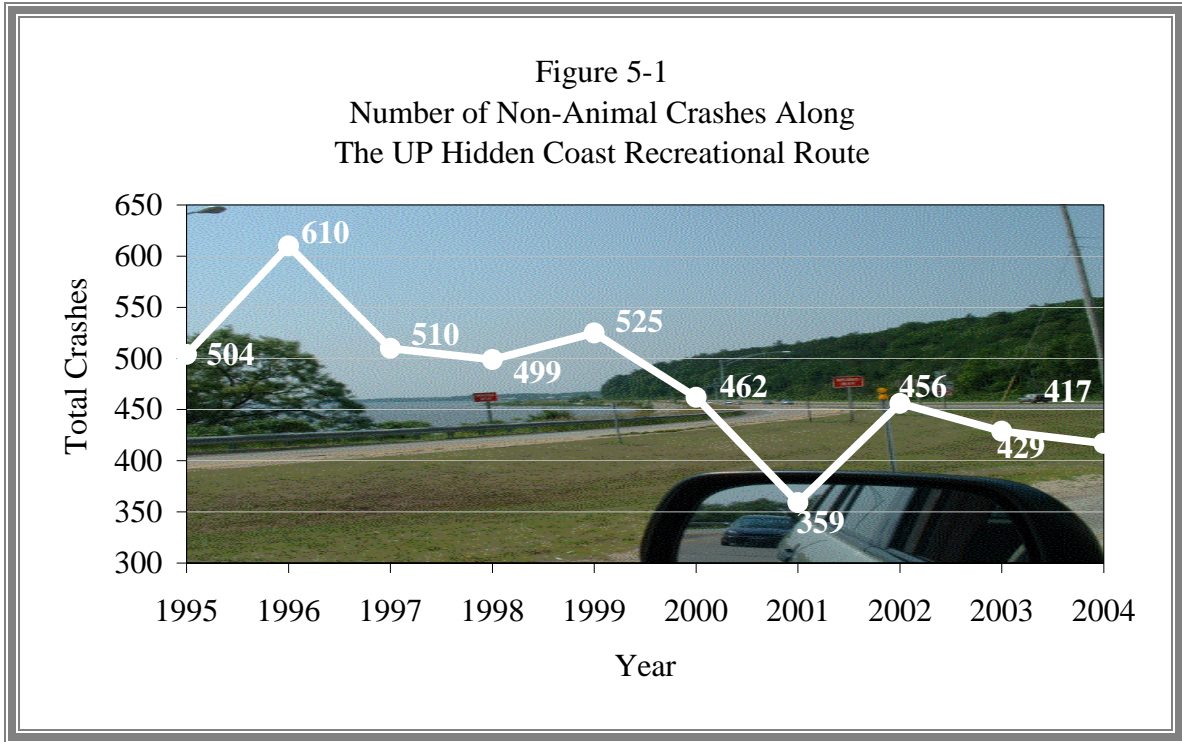
A website should be created to relay information to the public.

Traffic Volumes and Crash Record

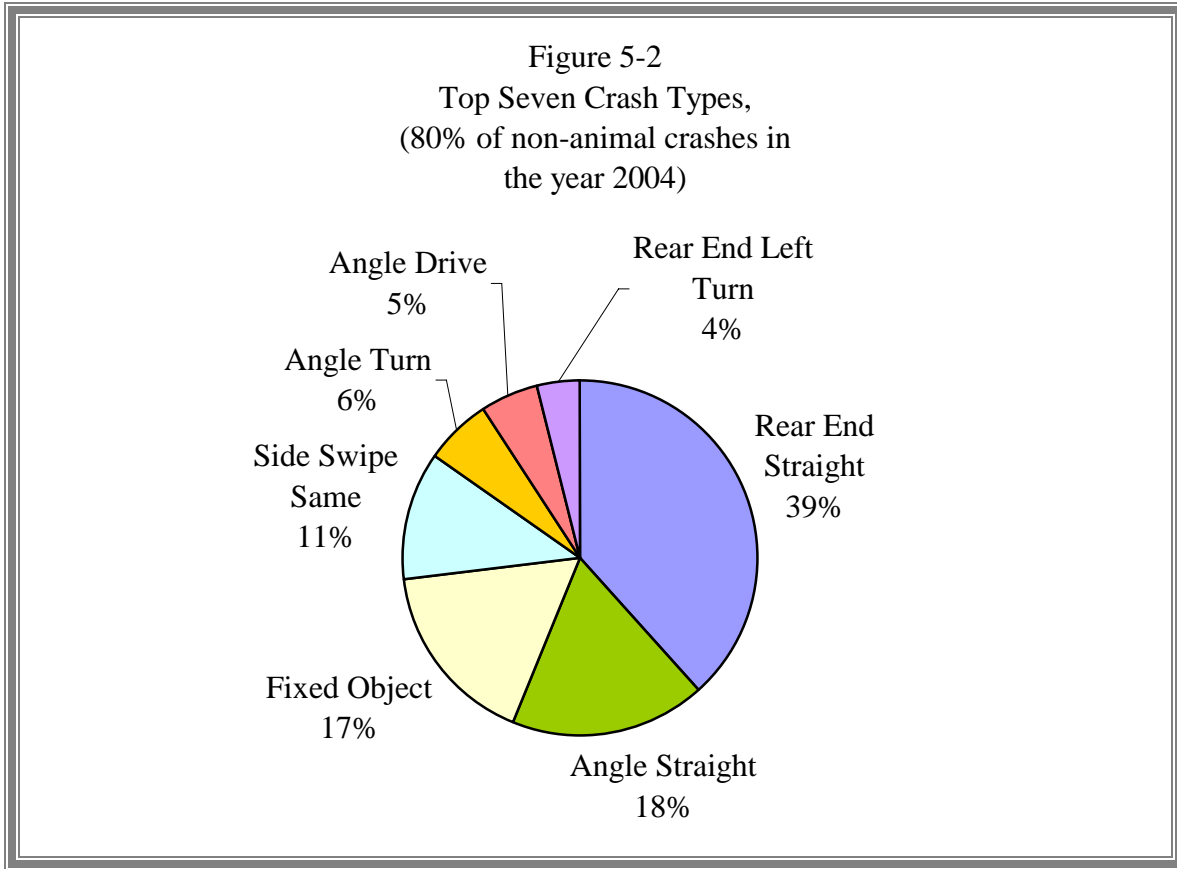
Based on the 2004 24-hour annual average traffic volumes, conducted by the MDOT, the heritage route has varying traffic volumes, including commercial, throughout. Not surprising, the cities on the northern and southern premises have the highest volume. In the city of Menominee, nearly 24,000 vehicles cross the Menominee River on a daily basis. Commercial volumes along the heritage route throughout the City stay relatively constant at 510 vehicles daily. Interestingly, where M-35 heads north out of Menominee City, commercial traffic increases to 650 and maintains this volume until reaching the southern side of Escanaba where volumes begin to increase. Traffic volumes decrease substantially as M-35 heads north out of Menominee City. Volumes vary from 3,000 to 4,000 vehicles daily in the central portion of the heritage route.

In Escanaba, daily traffic volumes peaked at nearly 28,000, with 1400 of those being commercial, on the north side of the City. In 2004, the traffic volume at the northern premise of the heritage route was 9000 vehicles. This area had 1000 commercial vehicles passing by daily.

Crash data, from the MDOT, is derived from a database of police records. Animal-related crashes were extracted from the total crashes due to a large number of this crash type. From 1995 through 2004, 4,771 crashes occurred along the proposed route. The city of Escanaba experienced the largest percent of crashes with 36.8%, or 1,757 total. The city of Menominee had the second largest percent of the total crashes at 31.8%, or 1,515. The chart below shows the total number of crashes per year throughout this nine-year period. Based on the chart, the number of crashes appears to be on a downward trend.



The 2004 crash data was extracted and analyzed. The chart below shows the top seven crash types occurring that year. The most common crash types made up 80% of the total non-animal crashes. The most common, of the top seven crash types, was rear end straight on at 39%. This type of crash is when a vehicle, traveling straight, is hit in the rear by a vehicle from behind. From the *Lincoln Road & Ludington Street Corridor Management Plan*, “These types of crashes are often associated with quick stops. A common reason for quick stops is unexpected turning movements into or out of a driveway. The more driveways and the closer together they are, the more potential for conflict.”



Accommodating Commerce While Maintaining The Function Of A Highway

As the Heritage Route becomes more known and traveled, and as development occurs, traffic volume will increase. Currently, the proposed route experiences a wide range of volume from the urban cities to the rural portions of the route. Although one linear community has been formed, the Advisory Committee must evaluate the function of the highway, safety and commerce by area. The segments of the route through the Menominee and Escanaba cities are built up. Since these areas are already developed, often the local units of government have to react to changes in development on a case-by-case basis. Reactionary methods tend to be costly but it is essential that both the accommodation of commerce and the function of the highway be enhanced.

Much differently, the middle branch of the proposed route is rural. Presently, there is minimal development, mainly single-family homes and cottages. In the future, it is certain that these rural areas will feel strong pressure to become built up. By being aware that development will happen, this portion of the proposed route should use preventive methods when managing development. Knowing that development will occur, and planning for such development, will allow for the highway to maintain its function of moving traffic as well as serving as the route to recreation in the area. Preventive

methods are less costly and easier to implement when a community does not have to be concerned with existing development.

Minimizing Intrusions On The Visitor

Blight can paint a not-so-beautiful picture in a visitor's mind as they travel along the U.P. Hidden Coast Recreation Route. Local units of government with established blight ordinances should take the necessary steps to ensure that the provisions of the ordinance are enforced along the heritage route.

The Advisory Committee should pursue inventorying any intrusions on the visitor's experience. A compiled inventory of eyesores will enable the Advisory Committee to be able to form a plan on handling blighted areas of the Heritage Route. Completed studies pertaining to this subject are listed in the beginning of this chapter.

Previously mentioned as a tool for the Advisory Committee to utilize, a visual enhancement study and plan were completed for the Escanaba-Gladstone area. This plan identifies blighted areas, suggests how to improve upon such areas, and provides samples of what the areas could look like if visually enhanced. This same process could be followed for entirety of the Heritage Route.

Through conversation with MDOT, the maintenance plan along the highway can be evaluated to ensure that vegetation is maintained in the most aesthetic manner possible. The county road commissions, Delta and Menominee, are contracted through MDOT to perform maintenance. The Advisory Committee should continue to build a relationship with the road commissions to help instill the importance of aesthetically pleasing maintenance techniques along the corridor.

Outdoor Advertising

The MDOT has regulations that govern the placement of signs within the highway right-of-way.

Local units of government with established sign ordinances should take the necessary steps to ensure that the provisions of the ordinance are enforced along the heritage route. In addition, existing sign ordinances may need to be reevaluated to make certain that signs will enhance the character of the U.P. Hidden Coast Recreation Route and not deter it.

The Tourist Oriented Directional Sign (TODS) Program could potentially be a method in obtaining signs to help visitors locate points of interest. These are the common blue signs located on state trunklines and state roads. Businesses would have to pay a yearly fee to be recognized on the sign. More information, like eligibility requirements, for the program can be obtained from the MDOT website.

It is recommended that the Advisory Committee pursue a sign study to inventory existing signs along the route and to form goals of how signs along the corridor should look in the future. It is important for signs to maintain their function and not negatively affect the character of the heritage route.

Roadway Modification Plans

A principal mode to attain the vision of the U.P. Hidden Coast Recreation Plan is to take advantage of road construction projects along the corridor. Mostly, the MDOT will be the road authority overseeing construction projects, but it is possible that county road commissions or city road authorities will be overseeing projects on intersecting roads of the heritage route. With heritage route designation, road authorities will be eligible for additional enhancement-related funding as well as safety funding (see Chapter 6, Funding Sources). Because construction projects are costly and may not take place for a long period, any opportunity for visual enhancement and safety should not be overlooked. By performing inventory studies before the announcement of construction projects, the Advisory Committee should be able to share ideas on how to maximize a construction project for the heritage route’s benefit. Below is a table listing the MDOT proposed construction projects along the route. These projects were taken from the Escanaba Transportation Service Center (TSC) Five Year Program.

Figure 5-3 MDOT Proposed Construction Projects			
Year	Jurisdiction	Location	Description of Construction
2007	City of Menominee	R01 (railroad bridge) North to 20 th Avenue	RR-Reconstruct Includes decorative lighting, sidewalk stamping, tree planting, Possible bike lane.
2007	Ingallston & Cedarville Township	M-35- from Jimtown Rd to passing relief lane North of Cedar River	Resurfacing
2008	Menominee & Delta Counties	M-35	Traffic & Safety-Signs
2009	Wells Township, Delta County	B01, Bridge over Escanaba River	Bridge Replace Includes a non-motorized, separated path.
2010	City of Menominee	US-41, 20 th Avenue North to 48 th Avenue	RR-Reconstruct Includes decorative lighting, sidewalk stamping, and tree planting. Possible bike lane