Future Studies, Plans and Projects

- ## *Marketing and Promotional; Plan and Strategy*

  The Advisory Committee will need to have a plan that identifies marketing and promotional strategies and techniques. Strategies and techniques must focus on the Heritage Route as a single destination in its entirety.

- ## *Needs study of existing Recreational Facilities*

  Identify the strengths, weaknesses, opportunities and challenges of existing recreational facilities.

- ## *Non-Motorized Trail Study*

  An attractive feature for an area is a connected non-motorized trail system. One along the heritage route will help establish a linear community presence by connecting recreational facilities. With increasing fuel costs and a push to lead a healthy, active lifestyle, interest in biking has also increased.

- ## *Access Study*

  The majority of crashes are access-related. In order to improve safety of local residents and visitors, reduce congestion, and prolong the life of the highway, all accesses onto the heritage route should be evaluated. Solutions to areas with multiple access points grouped closely together, accesses that have a limited line of sight and irregular intersection angles should be developed. All access points of recreational areas should be rated in terms of safety.

- ## *Sign Study*

  Evaluate all signs along the heritage route. Identify sign designs that enhance and deter from the heritage route. Develop design standards to create a uniform identity, increase safety of motorists and to visually enhance the route.

- ## *Survey Residents and Visitors*

  A survey administered to local residents and visitors will hold valuable information in determining the recreational needs and concerns of the heritage route.

- ## *Inventory "intrusions on the visitor"*

  Since first impressions of an area are often made through a windshield, compiling a complete list of "intrusions" and identifying methods to minimize such areas should be explored.

- ***Develop a comprehensive GIS database***

  Developing a thorough GIS of the linear community will allow for a complete analysis of the corridor and aid in all listed future studies and projects. Examples of data layers to develop include: zoning, land use, future land use, parcels, traffic signals, speed changes, road signs, commercial signs, access points, high-risk erosion, coastal zone, endangered species areas, planned road projects and aerial imagery acquisition.

- ***Adopt a Highway Program***

- ***Keep Michigan Beautiful***

  Participate in planting flowers along the highway and streetscaping.