

SECTION 2: Vision Statement

SUNRISE SIDE COASTAL HIGHWAY VISION STATEMENT

After careful consideration and revisions by all Sunrise Side Coastal Highway committees the following is the "Vision Statement" under which this Heritage Route will be developed:

The Sunrise Side Coastal Highway will be a key element in the overall recreational experience offered along the Lake Huron coastal communities from Mackinaw City to Standish. A wide variety of well managed recreational, historical and cultural opportunities will be available for enthusiasts to enjoy while surrounded by clean air, clear water, lush vegetation and wildlife habitat. Travelers will experience preserved scenic views of the waters, forests and open spaces found along the Coastal Highway. The Coastal Highway will be safe and inviting for all modes of transportation. Visitors will find a wide variety of services and attractions along the Coastal Highway, especially in the many beautiful and thriving towns and cities along the Route. Having US-23 designated as a Coastal Highway will help improve the quality of life for residents, visitors and tourists alike, as well as strengthen local economic development efforts. The public will be informed about the attributes of the Coastal Highway through a coordinated marketing and educational campaign.