

SECTION 3: Action Plan

GOALS, OBJECTIVES AND PRIORITY TASKS – ENTIRE ROUTE

The Sunrise Side Coastal Highway Management Plan is a working document that will change and grow over time. The following goals and objectives are the result of input from all of the counties along the Route. These goals and objectives are not listed in any priority order. After each objective one or more of the following letters appears in bold: **S, I, L, O**. "S" stands for "short term projects"; "I" stands for intermediate term projects; "L" stands for long term projects and "O" stands for ongoing projects. The Management Team will work on encouraging the implementation of these objectives by working with each County Team and the appropriate local entity. The Management Team will begin with the "Priority Tasks" listed at the bottom of this section.

Goal: Encourage the maintenance of the existing recreational, historical and cultural attributes currently found along the Sunrise Side Coastal Highway.

Objective: Advocate the inclusion of present recreational facilities in the appropriate community recreation plan. The maintenance of historical and cultural resources should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). Advocate that these projects also be included as a part of the appropriate State and federal agency planning documents (i.e. MDOT, MDNR, US Forest Service, etc.). **(S,O)**

Objective: Advance the idea that communities should work with the appropriate entities to preserve and maintain the public parks, lands and attractions they currently have. **(O)**

Objective: Encourage the pursuit of State, federal, private, foundation and corporate funding to assist in financing the maintenance of these attractions, as appropriate. **(O)**

Objective: Where appropriate and practical, groups should be encouraged to work together towards the goal of maintaining similar and/or adjacent attractions. **(O)**

Goal: Encourage the prudent expansion of and improvements to the recreational, historical and cultural attributes along the Sunrise Side Coastal Highway.

Objective: Advocate the expansion and improvements to present recreational facilities be included in the appropriate community recreation plan. Historical and cultural projects should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). Advocate that these projects also be included as a part of the appropriate State and federal agency planning documents (i.e. MDOT, MDNR, US Forest Service, etc.). **(S,O)**

Objective: Encourage the public and private sectors to expand, improve and "add value" to recreational, historical and cultural attractions in order to draw more tourists.

Examples include adding trails, more road side parks, adding museums to existing lighthouses, etc. **(O)**

Objective: Ensure that expansions of recreational, historical or cultural attractions are undertaken with a minimal impact on the environment. **(O)**

Objective: Encourage more festivals to be held at various locations along the Route. Advocate coordinating festivals between communities and organizations, where possible. **(S, O)**

Objective: Encourage the development of tours (eco-tours, motor coach tours, boat tours, hunting and fishing tours, bike tours, packaged tours, etc.) in order to attract more tourists to the area. **(I, O)**

Objective: Advocate the pursuit of State, federal, private, foundation and corporate funding to help finance the expansion of and improvements to recreational, historical and cultural attractions along the Route, as appropriate. **(S, O)**

Objective: Work to balance public and private interests. **(O)**

Goal: Encourage the preservation of the natural environment along the Coastal Highway, including: air, water, native vegetation, wildlife and wildlife habitat.

Objective: Identify and prioritize environmentally sensitive areas along the Route that should be protected. Work with local communities on best methods to protect them, through the use of tools such as an Overlay Zone, the purchase of development rights, conservation easements or purchase of the property itself. **(S, O)**

Objective: Encourage coordinated or standardized zoning ordinances between adjacent local units of government. **(I, O)**

Objective: Coordinate with MDOT and the local Road Commissions to preserve and protect the native vegetation along the Route. **(S, O)**

Goal: Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the Coastal Highway.

Objective: Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. **(S)**

Objective: Investigate the best ways in which to protect the identified properties, through such tools as the purchase of the property itself, purchase of development rights, conservation easements, scenic easements, cluster development, building height restrictions, as appropriate. **(S, I, O)**

Objective: Encourage local units of government to incorporate concepts into local ordinances which help to preserve forests, open spaces and scenic views along the Route. Encourage local units of government to develop and enforce

stricter controls on new and existing billboards. Provide local units of government with sample ordinance language that could be used to meet this objective. **(S, O)**

Objective: In order to preserve forests and open spaces, new industrial or commercial development should be encouraged in the appropriately zoned urbanized areas along the Route. **(O)**

Goal: Ensure that the Coastal Highway will remain a safe and inviting highway for all modes of transportation.

Objective: Encourage MDOT to maintain US-23 in excellent condition. **(O)**

Objective: Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity. **(S, O)**

Objective: In order to facilitate traffic movement, advocate that MDOT continue to construct more passing/relief lanes along US-23. **(O)**

Objective: Advance a plan to MDOT and local units of government to construct more non-motorized and snowmobile paths all along US-23, where practical. **(S, O)**

Objective: Advise MDOT and local units of government that more pull-off points and roadside parks are needed along US-23, so significant scenic spots can be safely enjoyed by tourists. Identify the best locations for these amenities. **(S, O)**

Objective: Encourage access management practices in order to control the numbers of new driveways onto US-23. **(S, O)**

Objective: Advocate alternative forms of transportation along the Route, where practical (busses, group tours, alternative "high tech" transportation methods). **(L)**

Objective: Encourage pedestrian friendly highway corridors and crossings. **(I, O)**

Goal: Encourage the private business community to continue to serve and improve services to Coastal Highway travelers.

Objective: Encourage more "package" or guided tours involving the Coastal Highway, such as eco-tours, motor coach tours, boat tours, hunting and fishing tours, bike tours, etc. **(I, O)**

Objective: Market the Coastal Highway so that the area draws more visitors. A bigger market will help to encourage the private sector to improve and expand services. **(S, O)**

Objective: Advance the education of private businesses and interested entrepreneurs on how to start and successfully expand a business. **(S, O)**

Objective: Assist in educating front line service personnel regarding the Sunrise Side Coastal Highway and its attributes. **(S, O)**

Goal: Encourage the cities and communities along the Coastal Highway to continue to improve their attractiveness.

Objective: Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage municipalities to work together, as practical, on these tasks. **(S, O)**

Objective: Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community. **(S)**

Objective: Encourage community beautification, streetscape and parking facility improvements projects (i.e. planting flowers or trees along the Route, as appropriate). Advocate that the lighting of public and private facilities meet safety needs while minimizing "light pollution". **(S, O)**

Goal: Develop educational information and a coordinated marketing plan for the Coastal Highway.

Objective: Assemble a Management Team of representatives from all six counties to assist in plans for marketing the Route. This team should develop and implement a coordinated marketing plan and a plan for Heritage Route signage along the Coastal Highway. **(S)**

Objective: Assemble separate county teams from each county along the Heritage Route. These teams will work with the appropriate recreational, historical and cultural organizations in order to develop educational and promotional materials about the Route and related attractions. **(S)**

Objective: Select the most significant historical, cultural and natural assets for enhancement and marketing. **(S)**

Objective: Investigate the feasibility of establishing a series of tourist information centers along the Route. **(I, O)**

Objective: Plan for ways in which to fund these marketing, promotional and educational activities. **(S, O)**

Priority Tasks:

The following "Priority Tasks" will be among the first items to be undertaken by the overall six-county "Management Team" working in cooperation with the six individual "County Teams".

- Assemble a Management Team of representatives from all six counties to work on issues relevant to the entire Route.
- Assemble separate County Teams from each county along the Route to address issues related to their individual county.
- Develop a plan for placing "Sunrise Side Coastal Highway" signs along the Route.
- Develop a coordinated plan for directional and educational signage to be placed along the Route.
- Develop a coordinated plan for promotional literature and a web site concerning the Route.
- Select the most significant historical, cultural and natural assets for enhancement and marketing.
- Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity.
- Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them.
- Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. Investigate the best ways in which to protect the identified properties.
- Identify the best locations for more pull-off points and roadside parks, so tourists can enjoy scenic spots along the Route. Work with MDOT on identifying ways in which to fund these additional amenities.
- Investigate which areas are most in need and/or would most benefit from access management practices along US-23. Encourage the appropriate local unit of government(s) to implement these practices.
- Encourage communities to develop an attractive "gateway" into their community, where they don't already exist.
- Encourage community beautification, streetscape and parking facility improvements projects.
- Advocate the adoption and enforcement of blight ordinances by local units of government.

GOALS, OBJECTIVES AND PRIORITY TASKS BY COUNTY

The Sunrise Side Coastal Highway Management Plan is a working document that will change and grow over time. The following goals and objectives are the result of input from each of the six Sunrise Side Coastal Highway County Teams. These goals and objectives are not listed in any priority order. After each objective one or more of the following letters appears in bold: **S, I, L, O**. "S" stands for "short term projects"; "I" stands for intermediate term projects; "L" stands for long term projects and "O" stands for ongoing projects. The County Teams will work with the Management Team on encouraging the implementation of these objectives by the appropriate entity, beginning with the "Priority Tasks" listed at the bottom of each county's section.

Cheboygan County

Goal: Encourage the maintenance of the existing recreational, historical and cultural attributes currently found along the Sunrise Side Coastal Highway.

Objective: Advocate the inclusion of present recreational facilities in the appropriate community recreation plan. The maintenance of historical and cultural resources should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S,O)**

Objective: Advance the idea that communities should work with the appropriate entities to preserve and maintain the public parks, lands and attractions they currently have. **(O)**

Objective: Encourage the pursuit of State, federal, private, foundation and corporate funding to assist in financing the maintenance of these attractions, as appropriate. **(O)**

Objective: Where appropriate and practical, groups should be encouraged to work together towards the goal of maintaining similar and/or adjacent attractions. **(O)**

Goal: Encourage the prudent expansion of and improvements to the recreational, historical and cultural attributes along the Sunrise Side Coastal Highway.

Objective: Advocate the expansion and improvements to present recreational facilities be included in the appropriate community recreation plan. Historical and cultural projects should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S,O)**

Objective: Encourage the public and private sectors to expand, improve and "add value" to recreational, historical and cultural attractions in order to draw more tourists. Examples include adding trails, more road side parks, adding museums to existing lighthouses, etc. **(O)**

Objective: Ensure that expansions of recreational, historical or cultural attractions are undertaken with a minimal impact on the environment. **(O)**

Objective: Identify old ghost towns along the Route and develop educational materials about them. **(S, O)**

Objective: Encourage more festivals to be held at various locations along the Route. Advocate coordinating festivals between communities and organizations, where possible. **(S, O)**

Objective: Encourage the development of tours (eco-tours, motor coach tours, boat tours, hunting and fishing tours, bike tours, packaged tours, etc.) in order to attract more tourists to the area. **(I, O)**

Objective: Advocate the pursuit of State, federal, private, foundation and corporate funding to help finance the expansion of and improvements to recreational, historical and cultural attractions along the Route, as appropriate. **(S, O)**

Objective: Work to balance public and private interests. **(O)**

Goal: Encourage the preservation of the natural environment along the Coastal Highway, including: air, water, native vegetation, wildlife and wildlife habitat.

Objective: Help to maintain the Route free of litter and debris. **(S, O)**

Objective: Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them, through the use of tools such as an Overlay Zone, the purchase of development rights, conservation easements or purchase of the property itself. **(S, O)**

Objective: Encourage coordinated or standardized zoning ordinances between adjacent local units of government. **(I, O)**

Objective: Coordinate with MDOT and the local Road Commissions to preserve and protect the native vegetation along the Route. **(S, O)**

Goal: Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the Coastal Highway.

Objective: Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. **(S)**

Objective: Investigate the best ways in which to protect the identified properties, through such tools as the purchase of the property itself, purchase of development rights, conservation easements, scenic easements, cluster development, building height restrictions, as appropriate. **(S, I, O)**

Objective: Encourage local units of government to incorporate concepts into local ordinances which help to preserve forests, open spaces and scenic views along the Route. Encourage local units of government to develop and enforce stricter controls on new and existing billboards. **(S, O)**

Objective: In order to preserve forests and open spaces, new industrial or commercial development should be encouraged in the appropriately zoned urbanized areas along the Route. **(O)**

Goal: Ensure that the Coastal Highway will remain a safe and inviting highway for all modes of transportation.

Objective: Encourage MDOT to maintain US-23 in excellent condition. **(O)**

Objective: Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity. **(S, O)**

Objective: In order to facilitate traffic movement, advocate that MDOT continue to construct more passing/relief lanes along US-23. **(O)**

Objective: Advance a plan to MDOT and local units of government to construct more non-motorized paths all along US-23, where practical. **(S, O)**

Objective: Advise MDOT and local units of government that more pull-off points and roadside parks are needed along US-23, so significant scenic spots can be

safely enjoyed by tourists. Identify the best locations for these amenities. **(S, O)**

Objective: Encourage access management practices in order to control the numbers of new driveways onto US-23. **(S, O)**

Objective: Advocate alternative forms of transportation along the Route, where practical (busses, group tours, alternative "high tech" transportation methods). **(L)**

Objective: Encourage pedestrian friendly highway corridors and crossings. **(I, O)**

Goal: Encourage the private business community to continue to serve and improve services to Coastal Highway travelers.

Objective: Encourage more "package" or guided tours involving the Coastal Highway, such as eco-tours, motor coach tours, boat tours hunting and fishing tours, bike tours, etc. **(I, O)**

Objective: Market the Coastal Highway so that the area draws more visitors. A bigger market will help to encourage the private sector to improve and expand services. **(S, O)**

Objective: Advance the education of private businesses and interested entrepreneurs on how to start and successfully expand a business. **(S, O)**

Objective: Assure that both private and public sector service personnel provide quality service to customers. **(S, O)**

Objective: Assist in educating front line service personnel regarding the Sunrise Side Coastal Highway and it's attributes. **(S, O)**

Goal: Encourage the cities and communities along the Coastal Highway to continue to improve their attractiveness.

Objective: Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage municipalities to work together, as practical, on these tasks. **(S, O)**

Objective: Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community. **(S)**

Objective: Advise municipalities that new commercial and industrial development should occur in appropriately zoned locations and where infrastructure already exists. **(O)**

Objective: Encourage community beautification, streetscape and parking facility improvements projects (i.e. planting flowers or trees along the Route, as appropriate). **(S, O)**

Goal: Develop educational information and a coordinated marketing plan for the Coastal Highway.

Objective: Assemble a Management Team of representatives from all six counties to assist in plans for marketing the Route. This team should develop and implement a coordinated marketing plan and a plan for Heritage Route signage along the Coastal Highway. **(S)**

Objective: Assemble separate county teams from each county along the Heritage Route. These teams will work with the appropriate recreational, historical and cultural organizations in order to develop educational and promotional materials about the Route and related attractions. **(S)**

Objective: Select the most significant historical, cultural and natural assets for enhancement and marketing. **(S)**

Objective: Investigate the feasibility of establishing a series of tourist information centers along the Route. **(I, O)**

Objective: Plan for ways in which to fund these marketing, promotional and educational activities. **(S, O)**

Priority Tasks:

The following "Priority Tasks" will be among the first items to be undertaken by the "Cheboygan County Team" in cooperation with the overall "Management Team" and the other individual "County Teams".

- Assemble a Management Team of representatives from all six counties to work on issues relevant to the entire Route.
- Appoint separate County Teams from each county along the Route to address issues related to their individual county.
- Develop a plan for placing "Sunrise Side Coastal Highway" signs along the Route.
- Develop a coordinated plan for directional and educational signage to be placed along the Route.
- Develop a coordinated plan for promotional literature and a web site concerning the Route.
- Appoint separate County Teams from each county along the Route to address issues related to their individual county.
- Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them.
- Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. Investigate the best ways in which to protect the identified properties.
- Identify the best locations for more pull-off points and roadside parks, so tourists can enjoy scenic spots along the Route. Work with MDOT on identifying ways in which to fund these additional amenities.
- Investigate which areas are most in need and/or would most benefit from access management practices along US-23. Encourage the appropriate local unit of government(s) to implement these practices.
- Encourage communities to develop an attractive "gateway" into their community, where they don't already exist.

- Encourage community beautification, streetscape and parking facility improvements projects.
- Advocate the adoption and enforcement of blight ordinances by local units of government.
- Identify old ghost towns along the Route and develop educational materials about them.

Presque Isle County

Goal: Encourage the maintenance of the existing natural, recreational, historical and cultural attributes currently found along the Sunrise Side Coastal Highway.

Objective: Advocate the inclusion of present recreational facilities in the appropriate community recreation plan. The maintenance of historical and cultural resources should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Advance the idea that communities should work with the appropriate entities to preserve and maintain the public parks, lands and attractions they currently have. **(O)**

Objective: Encourage the pursuit of State, federal, private, foundation and corporate funding to assist in financing the maintenance of these attractions, as appropriate. **(O)**

Objective: Where appropriate and practical, groups should be encouraged to work together towards the goal of maintaining similar and/or adjacent attractions. **(O)**

Goal: Encourage the prudent expansion of and improvements to the recreational, historical and cultural attributes along the Sunrise Side Coastal Highway.

Objective: Advocate the expansion and improvements to present recreational facilities being included in the appropriate community recreation plan. Historical and cultural projects should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Encourage the public and private sectors to acquire, expand, improve and "add value" to recreational, historical and cultural attractions in order to draw more tourists. Examples include adding trails, more road side parks, adding museums to existing lighthouses, etc. Establishing regular hours, longer hours of operation and being opened beyond the summer months should be considered. **(O)**

Objective: Ensure that expansions of recreational, historical or cultural attractions are undertaken with a minimal impact on the environment. **(O)**

Objective: Identify theme attractions (i.e. trailways, maritime, mining, geology, color tours) that could be developed into self-guided tours. **(S, O)**

Objective: Encourage more festivals and tourist-based events to be held at various locations along the Route. Advocate coordinating festivals and tourist-based events between communities and organizations, where practical. Holding festivals during times of the year other than the summer months would be helpful in attracting more visitors. **(I, O)**

Objective: Encourage the development of tours (eco-tours, motor coach tours, boat tours, fly-drive tours, hunting and fishing tours, bike tours, packaged tours, etc.) in order to attract more tourists to the area. **(I, O)**

Objective: Advocate the pursuit of State, federal, private, foundation and corporate funding to help finance the expansion of and improvements to recreational, historical and cultural attractions along the Route, as appropriate. **(S, O)**

Objective: Recognize the need to balance public and private interests. **(O)**

Goal: Encourage the preservation of the natural environment along the Coastal Highway, including: air, water, native vegetation, wildlife and wildlife habitat.

Objective: Help to maintain the Route free of litter and debris. **(S, O)**

Objective: Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them, through the use of tools such as an overlay zone, the purchase of development rights, conservation easements or purchase of the property itself. **(S, O)**

Objective: Encourage coordinated zoning ordinances between adjacent local units of government. **(I, O)**

Objective: Coordinate with MDOT and the local Road Commissions to preserve and protect the native vegetation along the Route. **(S, O)**

Goal: Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the Coastal Highway.

Objective: Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. **(S, O)**

Objective: Investigate the best ways in which to protect the identified properties, through such tools as the purchase of the property itself, purchase of development rights, conservation easements, scenic easements, cluster development, building height restrictions, green buffers, as appropriate to the location and situation. **(S, I, O)**

Objective: Encourage local units of government to incorporate concepts into local ordinances which help to preserve forests, open spaces and scenic views along the Route. Encourage local units of government to develop and enforce stricter controls on new and existing billboards. **(S, O)**

Objective: In order to preserve forests and open spaces, new industrial or commercial development should be encouraged in the appropriately zoned urbanized areas and in areas that have existing infrastructure in place. Sustainable development and green industries should be encouraged. **(O)**

Goal: Ensure that the Coastal Highway will remain safe and inviting for all modes of transportation.

Objective: Encourage MDOT to maintain US-23 in excellent condition. **(O)**

Objective: Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity. **(S, O)**

Objective: In order to facilitate traffic movement, advocate that MDOT continue to construct more passing/relief and turn lanes along US-23. **(O)**

Objective: Advance a plan to MDOT and local units of government to construct non-motorized and snowmobile paths along US-23, where practical. **(S, O)**

Objective: Advise MDOT and local units of government that new pull-off points and roadside parks are needed along and near US-23 and some of the existing ones should be improved along US-23. Identify where new and improved sites are best located. **(S, O)**

Objective: Encourage access management practices in order to control the numbers of new driveways onto US-23. **(S, O)**

Objective: Advocate alternative forms of transportation along the Route, where practical (i.e. bus, rail, group tours, alternative "high tech" transportation methods). **(L)**

Objective: Encourage pedestrian friendly highway corridors and crossings. **(I, O)**

Goal: Encourage tourism related public sector attractions and private sector businesses to provide quality services to Coastal Highway travelers.

Objective: Encourage "package" or guided tours and educational programs involving the Coastal Highway, such as eco-tours, motor coach tours, hunting and fishing tours, bike tours, boat tours, Elderhostel, etc. **(I, O)**

Objective: Market the Coastal Highway to identified market segments. A bigger market share will help to encourage the private sector to improve and expand services. Identify ways in which to fund promotional activities. **(S, O)**

Objective: Advance the education of private businesses and interested entrepreneurs on how to start and successfully expand a tourist oriented business. **(S, O)**

Objective: Encourage the education and motivation of both private and public sector service personnel on how to provide quality service to customers. **(S, O)**

Objective: Assist in educating front line service personnel regarding the Sunrise Side Coastal Highway and its attributes. **(S, O)**

Goal: Encourage the cities and communities along the Coastal Highway to continue to improve their attractiveness.

Objective: Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage local governmental units to work together, as practical, on these tasks. **(S, O)**

Objective: Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community. **(S)**

Objective: Advise local units of government that new commercial and industrial development should occur in appropriately zoned locations and where infrastructure already exists. **(O)**

Objective: Encourage community beautification, landscaping and parking facility improvements projects (i.e. planting flowers or trees along the Route, as appropriate). **(S, O)**

Goal: Develop educational information and a coordinated marketing plan for the Coastal Highway.

Objective: Assemble a Management Team, with representation from all six counties, to assist in plans for promoting the Route. This committee should develop and implement a coordinated marketing plan and a plan for Heritage Route signage along the Coastal Highway. **(S)**

Objective: Assemble County Teams from each county along the Heritage Route. These teams should work with the appropriate recreational, historical and cultural organizations in order to develop educational and promotional materials about the Route and related attractions. **(S)**

Objective: Select the most significant historical, cultural and natural assets for enhancement and marketing. **(S)**

Objective: Investigate the feasibility of locating a series of tourist information centers along the Route. Determine how the tourist centers will be designed, staffed and maintained. **(I, O)**

Objective: Plan for ways in which to fund these marketing, promotional and educational activities. **(S, O)**

Priority Tasks:

The following "Priority Tasks" will be among the first items to be undertaken by the "Presque Isle County Team" in cooperation with the overall "Management Team" and the other individual "County Teams".

- Assemble a Management Team with representatives from all six counties to work on issues relevant to the entire Route.
- Assemble County Teams from each county along the Route to address issues related to their individual county.
- Develop a plan for placing "Sunrise Side Coastal Highway" signs along the Route.
- Develop a coordinated plan for directional and educational signage to be placed along the Route.
- Develop a coordinated plan for promotional literature and a web site concerning the Route.
- Encourage coordination of festivals and tourist-based events between communities and organizations, where practical.
- Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them.
- Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. Investigate the best ways in which to protect the identified properties.
- Identify the best locations for more pull-off points and roadside parks, so tourists can enjoy scenic spots along the Route. Work with MDOT and local units of government on identifying ways in which to fund these additional amenities.
- Investigate which areas are most in need and/or would most benefit from access management practices along US-23. Encourage the appropriate local unit of government(s) to implement these practices.
- Encourage communities to develop an attractive "gateway" into their community, where such "gateways" don't already exist.
- Encourage community beautification, landscaping and parking facility improvements projects.
- Identify theme attractions (i.e. trailways, maritime, mining, geology, color tours) that could be developed into self-guided tours.

Alpena County

Goal: Encourage the maintenance of the existing recreational, historical and cultural attributes currently found along the Sunrise Side Coastal Highway.

Objective: Advocate the inclusion of present recreational facilities in the appropriate community recreation plan. The maintenance of historical and cultural resources should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Advance the idea that communities should work with the appropriate entities to preserve and maintain the public parks, lands and attractions they currently have. **(O)**

Objective: Encourage the pursuit of State, federal, private, foundation and corporate funding to assist in financing the maintenance of these attractions, as appropriate. **(O)**

Objective: Where appropriate and practical, groups should be encouraged to work together towards the goal of maintaining similar and/or adjacent attractions. **(O)**

Goal: Encourage the prudent expansion of and improvements to the recreational, historical and cultural attributes along the Sunrise Side Coastal Highway.

Objective: Advocate the expansion and improvements to present recreational facilities be included in the appropriate community recreation plan. Historical and cultural projects should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Encourage the public and private sectors to expand, improve and "add value" on recreational, historical and cultural attractions in order to draw more tourists. Examples include adding trails, more road side parks, adding museums to existing lighthouses, etc. **(O)**

Objective: Ensure that expansions of recreational, historical or cultural attractions are undertaken with a minimal impact on the environment. **(O)**

Objective: Identify theme attractions (i.e. ghost towns, genealogy) that could be developed into self-guided tours. **(S, O)**

Objective: Encourage more festivals be held at various locations along the Route. Advocate coordinating festivals between communities and organizations, where practical. **(S, O)**

Objective: Encourage the development of tours (eco-tours, motor coach tours, hunting and fishing tours, bike tours, boat tours, packaged tours, etc.) in order to attract more tourists to the area. **(I, O)**

Objective: Advocate the pursuit of State, federal, private, foundation and corporate funding to help finance the expansion of and improvements to recreational, historical and cultural attractions along the Route, as appropriate. **(S, O)**

Objective: Recognize the need to balance public and private interests. **(O)**

Goal: Encourage the preservation of the natural environment along the Coastal Highway, including: air, water, native vegetation, wildlife and wildlife habitat.

Objective: Help to maintain the Route free of litter and debris. **(S, O)**

Objective: Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them, through the use of tools such as an overlay zone, the purchase of development rights, conservation easements or purchase of the property itself. **(S, O)**

Objective: Encourage coordinated zoning ordinances between adjacent local units of government. **(I, O)**

Objective: Coordinate with MDOT and the local Road Commissions to preserve and protect the native vegetation along the Route. **(S, O)**

Goal: Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the Coastal Highway.

Objective: Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. **(S)**

Objective: Investigate the best ways in which to protect the identified properties, through such tools as the purchase the property itself, purchase of development rights, conservation easements, scenic easements, cluster development, building height restrictions, green buffers, as appropriate to the location and situation. **(S, I, O)**

Objective: Encourage local units of government incorporate concepts into local ordinances which help to preserve forests, open spaces and scenic views along the Route. Encourage local units of government to develop and enforce stricter controls on new and existing billboards. **(S, O)**

Objective: In order to preserve forests and open spaces, new industrial or commercial development should be encouraged in the appropriately zoned urbanized areas and in areas that have existing infrastructure in place. Sustainable development and green industries should be encouraged. **(O)**

Goal: Ensure that the Coastal Highway will remain safe and inviting for all modes of transportation.

Objective: Encourage MDOT to maintain US-23 in excellent condition. **(O)**

Objective: Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity (i.e. a limited access highway, improvements to M65, M33). **(S, O)**

Objective: In order to facilitate traffic movement, advocate that MDOT continue to construct more passing/relief lanes along US-23. **(O)**

Objective: Advance a plan to MDOT and local units of government to construct non-motorized paths all along US-23, where practical. **(S, O)**

Objective: Advise MDOT and local units of government that more pull-off points and roadside parks are needed along US-23, so significant scenic spots can be safely enjoyed by tourists. Identify the best locations for these amenities. **(S, O)**

Objective: Encourage access management practices in order to control the numbers of new driveways onto US-23. **(S, O)**

Objective: Advocate alternative forms of transportation along the Route, where practical (i.e. bus, rail, group tours, alternative "high tech" transportation methods). **(L)**

Objective: Encourage pedestrian friendly highway corridors and crossings. **(I, O)**

Goal: Encourage the private business community to continue to serve and improve services to Coastal Highway travelers.

Objective: Encourage more "package" or guided tours involving the Coastal Highway, such as eco-tours, motor coach tours, hunting and fishing tours, bike tours, boat tours, etc. **(I, O)**

Objective: Market the Coastal Highway to identified market segments. A bigger market share will encourage the private sector to improve and expand services. Identify ways in which to fund promotional activities. **(S, O)**

Objective: Advance the education of private businesses and interested entrepreneurs on how to start and successfully expand a business. **(S, O)**

Objective: Assure that both the private and public sector service personnel are educated on how to provide quality service to customers. **(S, O)**

Objective: Assist in educating front line service personnel regarding the Sunrise Side Coastal Highway and it's attributes. **(S, O)**

Goal: Encourage the cities and communities along the Coastal Highway to continue to improve their attractiveness.

Objective: Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage municipalities to work together, as practical, on these tasks. **(S, O)**

Objective: Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community. **(S)**

Objective: Advise municipalities that new commercial and industrial development should occur in appropriately zoned locations and where infrastructure already exists. **(O)**

Objective: Encourage community beautification, streetscape and parking facility improvements projects (i.e. planting flowers or trees along the Route, as appropriate). **(S, O)**

Goal: Develop educational information and a coordinated marketing plan for the Coastal Highway.

Objective: Assemble a Management Team with representatives from all six counties to assist in plans for promoting the Route. This team should develop and implement a coordinated marketing plan and a plan for Coastal Highway signage along the Coastal Highway. **(S)**

Objective: Assemble County Teams from each county along the Heritage Route. These teams should work with the appropriate recreational, historical and cultural organizations in order to develop educational and promotional materials about the Route and related attractions. **(S)**

Objective: Select the most significant historical, cultural and natural assets for enhancement and marketing. **(S)**

Objective: Investigate the feasibility of establishing a series of tourist information centers along the Route. **(I, O)**

Objective: Plan for ways in which to fund these marketing, promotional and educational activities. **(S, O)**

Priority Tasks:

The following "Priority Tasks" will be among the first items to be undertaken by the "Alpena County Team" in cooperation with the overall "Management Team" and the other individual "County Teams".

- Assemble a Management Team with representatives from all six counties to work on issues relevant to the entire Route.
- Assemble County Teams from each county along the Route to address issues related to their individual county.
- Develop a plan for placing "Sunrise Side Coastal Highway" signs along the Route.
- Develop a coordinated plan for directional and educational signage to be placed along the Route.
- Develop a coordinated plan for promotional literature and a web site concerning the Route.
- Advocate coordinating festivals between communities and organizations, where practical. Encourage more festivals be held at various locations along the Route.
- Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them.
- Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. Investigate the best ways in which to protect the identified properties.
- Identify the best locations for more pull-off points and roadside parks, so tourists can enjoy scenic spots along the Route. Work with MDOT on identifying ways in which to fund these additional amenities.
- Investigate which areas are most in need and/or would most benefit from access management practices along US-23. Encourage the appropriate local unit of government(s) to implement these practices.
- Encourage communities to develop an attractive "gateway" into their community, where they don't already exist.
- Encourage community beautification, streetscape and parking facility improvements projects.

Alcona County

Goal: Encourage the maintenance of the existing recreational, historical and cultural attributes currently found along the Sunrise Side Coastal Highway.

Objective: Advocate the inclusion of present recreational facilities in the appropriate community recreation plan. The maintenance of historical and cultural resources should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Advance the idea that communities should work with the appropriate entities to preserve and maintain the public parks, lands and attractions they currently have. **(O)**

Objective: Encourage the pursuit of State, federal, private, foundation and corporate funding to assist in financing the maintenance of these attractions, as appropriate. **(O)**

Objective: Where appropriate and practical, groups should be encouraged to work together towards the goal of maintaining similar and/or adjacent attractions. **(O)**

Goal: Encourage the prudent expansion of and improvements to the recreational, historical and cultural attributes along the Sunrise Side Coastal Highway.

Objective: Advocate the expansion and improvements to present recreational facilities being included in the appropriate community recreation plan. Historical and cultural projects should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Encourage the public and private sectors to acquire, expand, improve and "add value" to recreational, historical and cultural attractions, as appropriate, in order to draw more visitors. Examples include adding trails, more road side parks, adding museums to existing lighthouses, etc. Establishing regular hours, longer hours of operation and being opened beyond the summer months should be considered. **(O)**

Objective: Ensure that expansions of recreational, historical or cultural attractions are undertaken with a minimal impact on the environment. **(O)**

Objective: Identify theme attractions (i.e. ghost towns, genealogy) that could be developed into self-guided tours. **(S, O)**

Objective: Encourage more festivals to be held at various locations along the Route. Advocate coordinating festivals between communities and organizations, where practical. Holding festivals during times of the year other than the summer months would be helpful in attracting more visitors. **(S, O)**

Objective: Encourage the development of tours (eco-tours, motor coach tours, hunting and fishing tours, boat tours, bicycle tours, packaged tours, etc.) in order to attract more tourists to the area. **(S, O)**

Objective: Advocate the pursuit of State, federal, private, foundation and corporate funding to help finance the expansion of and improvements to recreational, historical and cultural attractions along the Route, as appropriate. **(S, O)**

Objective: Recognize the need to balance public and private interests. **(O)**

Goal: Encourage the preservation of the natural environment along the Coastal Highway, including: air, water, native vegetation, wildlife and wildlife habitat.

Objective: Help to maintain the Route free of litter and debris. **(S, O)**

Objective: Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them, through the use of tools such as an overlay zone, the purchase of development rights, conservation easements or purchase of the property itself. **(S, O)**

Objective: Encourage coordinated or standardized zoning ordinances between adjacent local units of government. **(I, O)**

Objective: Coordinate with MDOT and the local Road Commissions to preserve and protect the native vegetation along the Route. **(S, O)**

Goal: Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the Coastal Highway.

Objective: Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. **(S)**

Objective: Investigate the best ways in which to protect the identified properties, through such tools as the purchase of the property itself, purchase of development rights, conservation easements, scenic easements, cluster development, building height restrictions, green buffers, as appropriate to the location and situation. **(S, I, O)**

Objective: Encourage local units of government to incorporate concepts into local ordinances which help to preserve forests, open spaces and scenic views along the Route. Encourage local units of government to develop and enforce stricter controls on new and existing billboards. **(S, O)**

Objective: In order to preserve forests and open spaces, new industrial or commercial development should be encouraged in the appropriately zoned urbanized areas and in areas that have existing infrastructure in place. Sustainable development and green industries should be encouraged. **(O)**

Goal: Ensure that the Coastal Highway will remain safe and inviting for all modes of transportation.

- Objective:* Encourage MDOT to maintain US-23 as a priority Route. **(O)**
- Objective:* Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity. **(S, O)**
- Objective:* In order to facilitate traffic movement, advocate that MDOT continue to construct more passing/relief lanes along US-23. **(O)**
- Objective:* Advance a plan to MDOT and local units of governments to construct non-motorized paths all along US-23, where practical. **(S, O)**
- Objective:* Advise MDOT and local units of government that more pull-off points and roadside parks are needed along US-23, so significant scenic spots can be safely enjoyed by tourists. Identify the best locations for these amenities. **(S, O)**
- Objective:* Encourage access management practices in order to control the number of new driveways onto US-23. **(S, O)**
- Objective:* Advocate alternative forms of transportation along the Route, where practical (i.e. bus, rail, group tours, alternative "high tech" transportation methods). **(L)**
- Objective:* Encourage pedestrian friendly highway corridors and crossings. **(I, O)**

Goal: Encourage tourism related public sector attractions and private sector businesses to provide quality services to Coastal Highway travelers.

- Objective:* Encourage "package" or guided tours and educational programs involving the Coastal Highway, such as eco-tours, motor coach tours, boat tours, hunting and fishing tours, bicycle tours, Elderhostel, etc. **(I, O)**
- Objective:* Market the Coastal Highway to identified market segments. A bigger market share will help to stimulate the private sector to improve and expand services. Identify ways in which to fund promotional activities. **(S, O)**
- Objective:* Advance the education of private businesses and interested entrepreneurs on how to start and successfully expand a tourist oriented business. **(S, O)**
- Objective:* Assure that both private and public sector service personnel are educated and motivated on how to provide quality service to customers. **(S, O)**
- Objective:* Assist in educating front line service personnel regarding the Sunrise Side Coastal Highway and its attributes. Encourage local school districts to be involved in this effort. **(S, O)**

Goal: Encourage the cities and communities along the Coastal Highway to continue to improve their attractiveness.

Objectives: Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage local governmental units to work together, as practical, on these tasks. **(S, O)**

Objective: Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community. **(S)**

Objective: Advise local units of government that new commercial and industrial development should occur in appropriately zoned locations and where infrastructure already exists. **(O)**

Objective: Encourage community beautification, streetscape and parking facility improvements projects (i.e. planting flowers or trees along the Route, as appropriate). **(S, O)**

Goal: Develop educational information and a coordinated marketing plan for the Coastal Highway.

Objective: Assemble a Management Team with representatives from all six counties to assist in plans for promoting the Route. This team should develop and implement a coordinated marketing plan and a plan for Heritage Route signage along the Coastal Highway. **(S)**

Objective: Assemble County Teams from each county along the Heritage Route. These teams should work with the appropriate recreational, historical and cultural organizations in order to develop educational and promotional materials about the Route and related attractions. **(S)**

Objective: Select the most significant historical, cultural and natural assets for enhancement and marketing. **(S)**

Objective: Investigate the feasibility of establishing a series of tourist information centers along the Route. **(I, O)**

Objective: Plan for ways in which to fund these marketing, promotional and educational activities. **(S, O)**

Priority Tasks:

The following "Priority Tasks" will be among the first items to be undertaken by the "Alcona County Team" in cooperation with the overall "Management Team" and the other individual "County Teams".

- Assemble a Management Team with representatives from all six counties to work on issues relevant to the entire Route.

- Assemble County Teams from each county along the Route to address issues related to their individual county.
- Develop a plan for placing "Sunrise Side Coastal Highway" signs along the Route.
- Develop a coordinated plan for directional and educational signage to be placed along the Route.
- Develop a coordinated plan for promotional literature and a web site concerning the Route.
- Encourage more festivals be held at various locations along the Route and at different times of the year. Encourage coordination of festivals between communities and organizations, where practical.
- Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them.
- Identify and prioritize the most significant scenic views, forest lands and open spaces to protect along the Route. Investigate the best ways in which to protect the identified properties.
- Identify the best locations for more pull-off points and roadside parks, so travelers can enjoy scenic spots along the Route. Work with MDOT and local units of government on identifying ways in which to fund these additional amenities.
- Investigate which areas are most in need and/or would most benefit from access management practices along US-23. Encourage the appropriate local unit of government(s) to implement these practices.
- Encourage community beautification, streetscape and parking facility improvements projects.
- Identify theme attractions (i.e. ghost towns, genealogy) that could be developed into self-guided tours.

Iosco County and Arenac County

Goal: Encourage the maintenance of the existing recreational, historical and cultural attributes currently found along the Sunrise Side Coastal Highway.

Objective: Advocate the inclusion of present recreational facilities in the appropriate community recreation plan. The maintenance of historical and cultural resources should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Advance the idea that communities should work with the appropriate entities to preserve and maintain the public parks, lands and attractions they currently have. **(O)**

Objective: Encourage the pursuit of State, federal, private, foundation and corporate funding to assist in financing the maintenance of these attractions, as appropriate. **(O)**

Objective: Where appropriate and practical, groups should be encouraged to work together towards the goal of maintaining similar and/or adjacent attractions. **(O)**

Goal: Encourage the prudent expansion of and improvements to the recreational, historical and cultural attributes along the Sunrise Side Coastal Highway.

Objective: Advocate the expansion and improvements to present recreational facilities be included in the appropriate community recreation plan. Historical and cultural projects should be included in appropriate planning documents (Comprehensive Plans, Strategic Plans, etc.). **(S, O)**

Objective: Encourage the public and private sectors to expand, improve and "add value" on recreational, historical and cultural attractions in order to draw more tourists. Examples include adding trails, more roadside parks, adding museums to existing lighthouses, etc. **(O)**

Objective: Ensure that expansions of recreational, historical or cultural attractions are undertaken with a minimal impact on the environment. **(O)**

Objective: Identify theme attractions (i.e. ghost towns, genealogy) that could be developed into self-guided tours. **(I, O)**

Objective: Encourage more festivals be held at various locations along the Route. Advocate coordinating festivals between communities and organizations, where practical. **(S, O)**

Objective: Encourage the development of tours (eco-tours, bus tours, boat tours, hunting and fishing tours, bike tours, packaged tours, etc.) in order to attract more tourists to the area. **(I, O)**

Objective: Advocate the pursuit of State, federal, private, foundation and corporate funding to help finance the expansion of and improvements to recreational, historical and cultural attractions along the Route, as appropriate. **(S, O)**

Objective: Recognize the need to balance public and private interests. **(O)**

Goal: Encourage the preservation of the natural environment along the Coastal Highway, including: air, water, native vegetation, wildlife and wildlife habitat.

Objective: Help to maintain the route free of litter and debris. **(S, O)**

Objective: Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them, through the tools such as an overlay zone, the purchase of development rights, conservation easements or purchase of the property itself. **(S, O)**

Objective: Encourage coordinated zoning ordinances between adjacent local units of government. **(I, O)**

Objective: Coordinate with MDOT and the local Road Commissions to preserve and protect the native vegetation along the Route. **(S, O)**

Goal: Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the Coastal Highway.

Objective: Identify and prioritize the most significant scenic views, forestlands and open spaces to protect along the route. **(S)**

Objective: Investigate the best ways in which to protect the identified properties, through such tools as the purchase the property itself, purchase of development rights, conservation easements, scenic easements, cluster development, building height restrictions, green buffers, as appropriate to the location and situation. **(S, I, O)**

Objective: Encourage local units of government incorporate concepts into local ordinances, which help to preserve forests, open spaces and scenic views along the Route. Encourage local units of government to develop and enforce stricter controls on new and existing billboards. **(S, O)**

Objective: In order to preserve forests and open spaces, new industrial or commercial development should be encouraged in the appropriately zoned urbanized areas and in areas that have existing infrastructure in place. Sustainable development and green industries should be encouraged. **(O)**

Goal: Ensure that the Coastal Highway will remain safe and inviting for all modes of transportation.

Objective: Encourage MDOT to continue to maintain US-23 in excellent condition. **(O)**

Objective: Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity (i.e. a limited access highway, improvements to M65, M33). **(S, O)**

Objective: In order to facilitate traffic movement, advocate that MDOT continue to construct more passing/relief lanes along US-23. **(O)**

Objective: Advance a plan to MDOT to construct non-motorized paths all along US-23, where practical. **(S, O)**

Objective: Advise MDOT that more pull-off points and roadside parks are needed along US-23, so significant scenic spots can be safely enjoyed by tourists. Identify the best locations for these amenities. **(S, O)**

Objective: Encourage access management practices in order to control the numbers of new driveways onto US-23. **(S, O)**

Objective: Advocate alternative forms of transportation along the Route, where practical (i.e. bus, rail, group tours, alternative "high tech" transportation methods). **(L)**

Objective: Encourage pedestrian friendly highway corridors and crossings. **(I,O)**

Goal: Encourage the private business community to continue to serve and improve services to Coastal Highway travelers.

Objective: Encourage more "package" or guided tours involving the Coastal Highway, such as eco-tours, bus tours, hunting and fishing tours, bike tours, boat tours, etc. **(I, O)**

Objective: Market the Coastal Highway to identified market segments. A bigger market share will encourage the private sector to improve and expand services. Identify ways in which to fund promotional activities. **(S, O)**

Objective: Advance the education of private businesses and interested entrepreneurs on how to start and successfully expand a business. **(S, O)**

Objective: Assure that both the private and public sector service personnel are educated on how to provide quality service to customers. **(S, O)**

Objective: Assist in educating front line service personnel regarding the Sunrise Side Coastal Highway and its attributes. **(S, O)**

Goal: Encourage the cities and communities along the Coastal Highway to continue to improve their attractiveness.

Objective: Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage municipalities to work together, as practical, on these tasks. **(S, O)**

Objective: Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community. **(S)**

Objective: Advise municipalities that new commercial and industrial development should occur in appropriately zoned locations and where infrastructure already exists. **(O)**

Objective: Encourage community beautification, streetscape and parking facility improvements projects (i.e. planting flowers or trees along the route, as appropriate). **(S, O)**

Goal: Develop educational information and a coordinated marketing plan for the Coastal Highway.

Objective: Assemble an overall committee from all six counties to assist in plans for promoting the Route. This committee should develop and implement a coordinated marketing plan and a plan for Coastal Highway signage along the Coastal Highway. **(S)**

Objective: Assemble separate committees for each county along the Heritage Route. These committees should work with the appropriate recreational, historical and

cultural organizations in order to develop educational and promotional materials about the Route and related attractions. **(S)**

Objective: Select the most significant historical, cultural and natural assets for enhancement and marketing. **(S)**

Objective: Investigate the feasibility of establishing a series of tourist information centers along the Route. **(I, O)**

Objective: Plan for ways in which to fund these marketing, promotional and educational activities. **(S, O)**

Priority Tasks:

The following "Priority Tasks" will be among the first items to be undertaken by the "Iosco County Team" and the "Arenac County Team" in cooperation with the overall "Management Team" and the other individual "County Teams".

- Assemble an overall committee from all six counties to work on issues relevant to the entire Route.
- Assemble separate committees for each county along the Route to address issues related to their individual county.
- Develop a plan for placing "Sunrise Side Coastal Highway" signs along the Route.
- Develop a coordinated plan for directional and educational signage to be placed along the Route.
- Develop a coordinated plan for promotional literature and a web site concerning the Route.
- Advocate coordinating festivals between communities and organizations, where practical. Encourage more festivals be held at various locations along the Route.
- Identify and prioritize environmentally sensitive areas along the Route that should be protected. Investigate and implement the best methods to protect them.
- Identify and prioritize the most significant scenic views, forestlands and open spaces to protect along the Route. Investigate the best ways in which to protect the identified properties.
- Identify the best locations for more pull-off points and roadside parks, so tourists can enjoy scenic spots along the Route. Work with MDOT on identifying ways in which to fund these additional amenities.
- Investigate which areas are most in need and/or would most benefit from access management practices along US-23. Encourage the appropriate local unit of government(s) to implement these practices.
- Encourage communities to develop an attractive "gateway" into their community, where they don't already exist.
- Encourage community beautification, streetscape and parking facility improvements projects.