Helping You Market Your Community More Effectively

Strategic Partners for Economic Growth

SAGINAW BAY WATER TRAILS
Robert Ford,
LA, president of LAP Inc. Trustee for ASLA National

Donald Hamilton,
Sr. Planner for Lapham, AICP

Tom McConnell,
President of McConnell & Associates, Marketing Specialist

Involvement from the beginning of the Saginaw Bay Water Trails

Formed to provide strategic planning, marketing and implementation for communities in need of enhanced market share, including outdoor recreation.
The Key Questions to ask Yourself
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- What are your key Natural and Cultural Resources?
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- Who are your key stakeholders?
The Key Questions to ask Yourself

• What are your key Natural and Cultural Resources?
• What type of experience are you trying to provide to your customer?
• Who are your key stakeholders?
• How will you deliver on the promises you make?
How did this effort begin?
Arenac County Marketing Plan
October 19, 2012

Don Hamilton, AICP

LANDSCAPE ARCHITECTS 
& PLANNERS, INC.
Arenac County
Blue Water Trail
Development Plan 2014

Arenac County
Blue Water Trail
Development Plan
August 2014
The Planning Process

Background

The planning process for the Saginaw Bay Blue Water Trail involves a collaborative effort between the Bay County, Saginaw Bay Blue Water Trail Task Force, and the Bay County Waterway Development and Management Coalition. The task force, composed of representatives from various sectors, is responsible for identifying and prioritizing potential trail segments. These segments form the basis for the development of the Blue Water Trail, ensuring that the trail meets the needs and interests of the community.

Another key component of the planning process is the input from the Saginaw Bay Blue Water Trail Task Force. This task force consists of community members and stakeholders who provide feedback and recommendations on the trail's design and implementation. Their involvement is crucial in ensuring that the trail is developed in a manner that is both functional and appealing to the public.

Existing Conditions and Site Analysis

An analysis of existing conditions is conducted to identify the potential challenges and opportunities associated with the development of the Blue Water Trail. This analysis helps to determine the feasibility of different trail segments and to develop strategies for overcoming any obstacles.

A critical aspect of the site analysis involves the identification of potential funding sources. This includes exploring both traditional and innovative financing mechanisms, such as grants, partnerships, and community-driven initiatives.

The planning process also involves the development of a comprehensive marketing plan. This plan is designed to create awareness and excitement about the Blue Water Trail, attracting visitors and supporting the trail's long-term success.

In conclusion, the planning process for the Saginaw Bay Blue Water Trail is a collaborative and inclusive effort that involves the community, stakeholders, and various sectors. It is a multi-faceted approach that addresses the needs of the community while ensuring the development of a trail that is both functional and appealing.
Saginaw Bay Water Trails
Signage Plan 2015

Trailblazing Signage Menu

The Trailblazing Signage menu is designed to guide visitors along the trail system. Each trail is marked with clear, legible signage. The menu includes:

1. Start Signage:
   - Entrance Signage
   - Trail Map

2. Trail Signage:
   - Trailhead Signage
   - Trail Mileage Markers
   - Trail Browser

3. Destination Signage:
   - Destination Signage
   - Access Road Signage

4. Interpretive Signage:
   - Educational Signage
   - Safety Information

The menu is designed to ensure that visitors can easily navigate the trail system and find their way to the desired destinations. Each sign is designed to be durable and weather-resistant to withstand the elements and maintain visibility for extended periods.

For more information, please refer to the Saginaw Bay Water Trails Signage Plan 2015.
Paddling along the Saginaw Bay has been a resource for recreation and travel for hundreds of years.
Paddling along the Saginaw Bay has been a resource for recreation and travel for hundreds of years.

But how do we make it more accessible and easier to navigate?
Navigating the Bay before the development of the Saginaw Bay Water Trails

Just beyond the whistling reeds, near the stone that resembles a turtle's back, look toward the setting sun, and you will see the great tree of the nesting eagle. There lies the site in which you seek.
Navigating the Bay after the development of the Saginaw Bay Water Trails

See that windsock over there? That's where it is.
By adding amenities such as windsocks, map kiosks and trail brochures we make the water trail much more inviting and user friendly.
Implementation Projects Completed

Point Au Gres Park Improvements
Implementation
Projects Underway

- Hampton Township kayak launch (SBWT signage)
- City of Au Gres – Harbor of Refuge Plans prepared
- DNR Boat Launch – Au Gres
  Preliminary planning for kayak launch and camping
- DNR Boat Launch – Singing Bridge
  Preliminary planning with Whitney Township for kayak and boat launch
- Bay City State Park - Connectivity Planning Project
Website Development

- Information
- Maps
- Distances
- Site Amenities

Provides an international marketing tool for the Saginaw Bay region and the State of Michigan
Wayfinding…
Among the greatest inventions of mankind
First came the wheel...
Then came the automobile...
But what good is an automobile if you don’t know where you’re going?
That’s where wayfinding comes in!
How do we find our way?
We could ask the locals…

So we should have taken a left turn at Albuquerque?
Or we could follow the signs.
Community wayfinding signs are part of a coordinated and continuous system of signs that direct tourists and other road users to numerous key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.
Developing a Wayfinding System
Developing a Wayfinding System

• Master Plan
Developing a Wayfinding System

- Master Plan
- Phasing Plan
Developing a Wayfinding System

• Master Plan

• Phasing Plan

• Grant Writing
Developing a Wayfinding System

• Master Plan
• Phasing Plan
• Grant Writing
• Implementation
Things to avoid when developing wayfinding signage

Over Cluttering

Confusing Language

Unclear Symbols
Develop a Recognizable logo
Collaboration and Repurposing Existing Imagery
Design Standards and Regulations

- Permits
- Rights-of-way
- Fonts
- Colors
- Sizing
- Materials
- Etc.
Construction Drawings
## Cost Estimates and Phasing

### Opinion of Probable Costs

This list shows the approximate cost values of each proposed site development as outlined in the recommendation maps. These costs can be used for planning purposes. However, these are only approximations and do not represent the actual cost of each project. A more accurate cost for each project will be determined through the design phase of each site, during which the program elements and project costs are subject to change.

<table>
<thead>
<tr>
<th>Site #</th>
<th>Site Name</th>
<th>Potential Project Cost</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Bay-Arenac Landing</td>
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</tr>
<tr>
<td>2</td>
<td>Saginaw Nature Preserve River Landing</td>
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<tr>
<td>3</td>
<td>Miles Beach Landing</td>
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<td>4a</td>
<td>St. Clair Nature Preserve Landing</td>
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<tr>
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<td>Green Drain Landing</td>
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<td>Eagle Bay Marina</td>
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<td>14b</td>
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<td>15</td>
<td>DNR Au Gres Boat Launch</td>
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<tr>
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Paddle the Saginaw Bay Water Trail