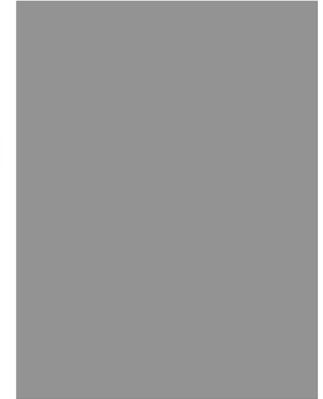
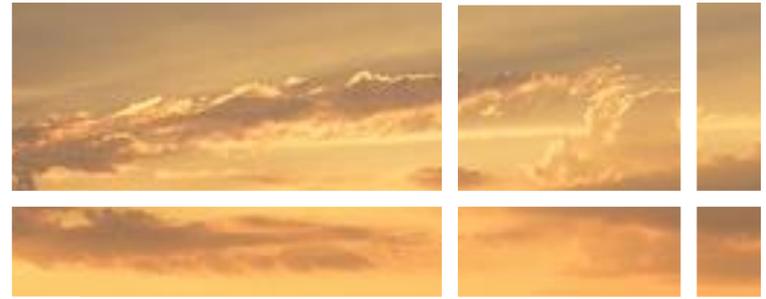
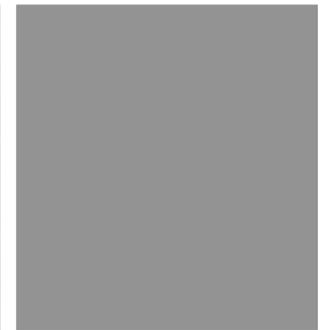


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# Strategic Partners for Economic Growth

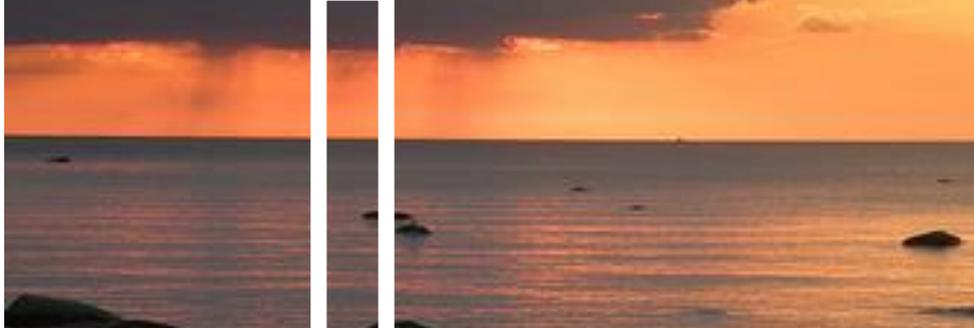


# SAGINAW BAY WATER TRAILS



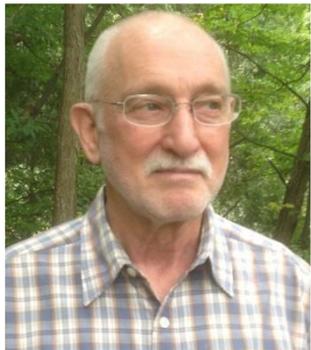
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**Robert Ford,**

LA, president of LAP Inc. Trustee  
for ASLA National



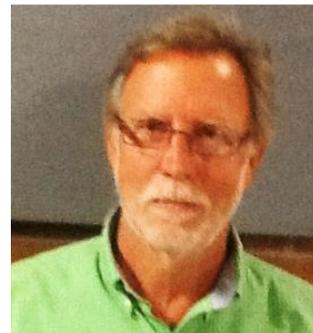
**Donald Hamilton,**  
Sr. Planner for Lapham, AICP

Formed to provide strategic planning,  
marketing and implementation for  
communities in need of enhanced market  
share, including outdoor recreation.

Involvement from the beginning of the  
Saginaw Bay Water Trails

**Tom McConnell,**

President of McConnell &  
Associates, Marketing Specialist



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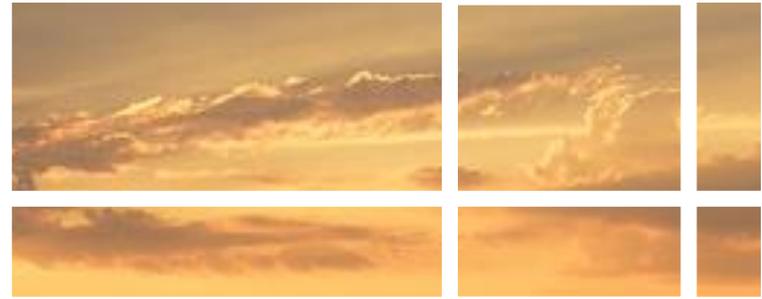
# Strategic Partners for Economic Growth



## The Key Questions to ask Yourself

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# Strategic Partners for Economic Growth



## The Key Questions to ask Yourself

- What are your key Natural and Cultural Resources?

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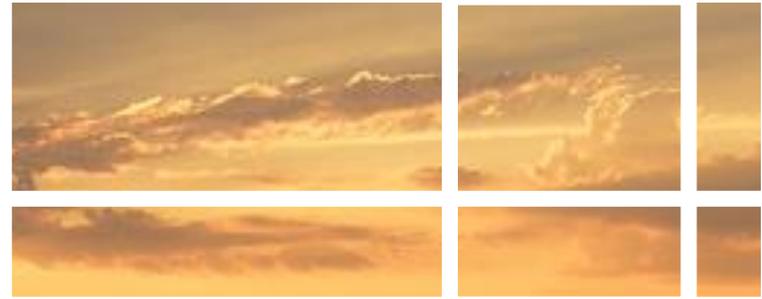


## The Key Questions to ask Yourself

- What are your key Natural and Cultural Resources?
- What type of experience are you trying to provide to your customer?

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# Strategic Partners for Economic Growth

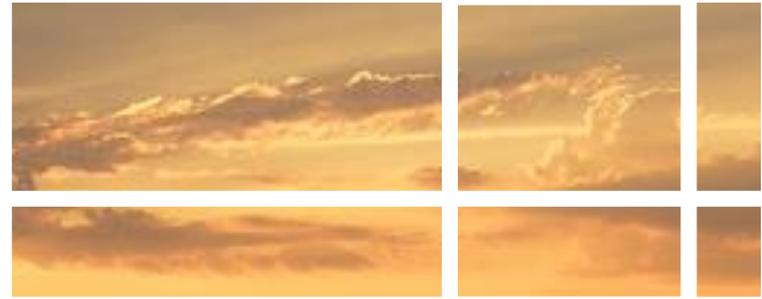


## The Key Questions to ask Yourself

- What are your key Natural and Cultural Resources?
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- Who are your key stakeholders?

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## 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?

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# Strategic Partners for Economic Growth



How did this effort begin?

# Arenac County Marketing Plan 2012

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## Strategic Partners for Economic Growth

Arenac County Marketing Plan

October 19, 2012

Don Hamilton, AICP



LANDSCAPE ARCHITECTS  
& PLANNERS, INC.

### BEGINNING ACTIONS

#### Logo

Based on input from the marketing committee, a new logo has been developed that visually displays the unique attributes of Arenac County. In addition, a positioning statement that communicates the unique benefits of visiting in Arenac County has been developed. The final logo design has the iconography that should be included on all signage, advertising, and marketing materials.



#### Positioning Statement

The positioning statement is the promise of what a visitor will experience in Arenac County, and a direct reflection of Arenac County's spirit and attributes. With the Saginaw Bay the primary attribute of Arenac, and given the primary campaign objective of making Arenac a destination, Strategic Partners recommends, "Discover the North Bay" as the Arenac County positioning statement. This statement both identifies the location of Arenac while at the same time brands it as a destination entity. The Saginaw Bay is the most geographically significant bay in the entire state of Michigan. This statement defines the Arenac area with its own unique identity. It is also the only county with a significant south-facing bay in the Lower Peninsula. The "Discover" in the positioning statement is a call-to-action that reaches out to the visitor, welcoming them to come here and discover all the wonder the North Bay area has to offer, from silver sand beaches to a virtual shoreline wilderness of migrating birds, waterfowl, and fantastic fishing.

13

15

16



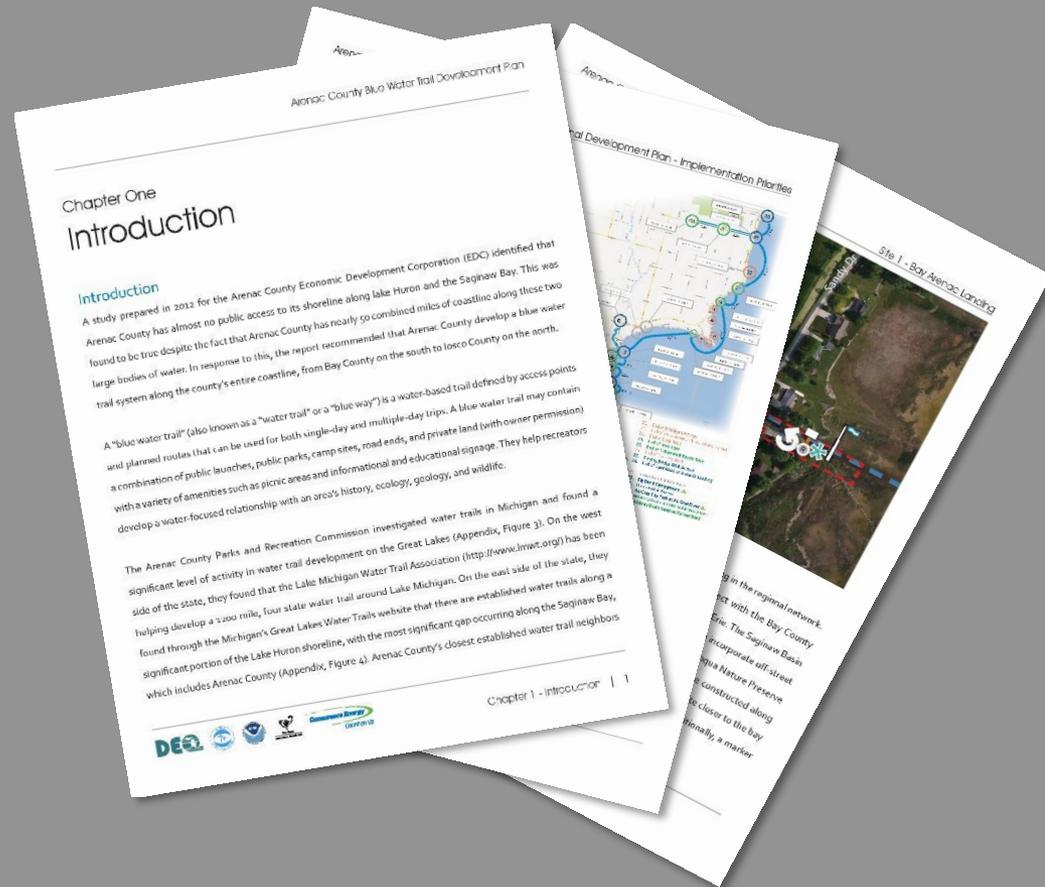
# Arenac County Blue Water Trail Development Plan 2014

## Arenac County



## Blue Water Trail

Development Plan  
August 2014



# Bay County Saginaw Bay *Blue Water Trail* Development Plan 2015



Bay County  
Saginaw Bay *Blue Water Trail*

Development Plan 2015

## The Planning Process

### Background

This planning process for the Saginaw Bay Blue Water Trail has been a combination of several efforts. First, the Bay County Department of Environmental Affairs & Community Development went through a planning process with several different planning partners to map out known access points along the Saginaw Bay and combine them with previous blue water trail planning efforts completed in Arenac County. These organizations included Michigan's Great Lakes Water Trails, Bay County, the Saginaw Bay Coastal Initiative, UAA, Arenac County, the Saginaw Basin Land Conservancy, the Bay County Historical Society, Michigan Office of the Great Lakes, the DFO, NOAA, and the US Department of Commerce. Their efforts produced a bay-wide water trail map that has been published as water-resistant trail map and as a digital map on the Michigan Water Trails website. Next, Frank Starkweather, vice president of the Bay city planning Commission, spent the good part of 2014 visiting existing and potential water access sites along Bay County's coastline and river systems. His thorough documentation of these sites expanded upon the previously identified sites and provided the basis for this plan.

This plan seeks to respond to those previous efforts by developing a strategic plan for developing those sites that seem most valuable and viable.

### Existing Conditions and Site Analysis

During the inventory stage, data was gathered from a number of sources. These include, but are not limited to, the State of Michigan Plat Maps, Michigan GIS Database, Bay city planning Commission, the Saginaw Basin Land Conservancy, the Michigan Department of Natural Resources (DNR), and the Michigan Department of Transportation (MDOT). Other sources included online aerial photography and site visits.

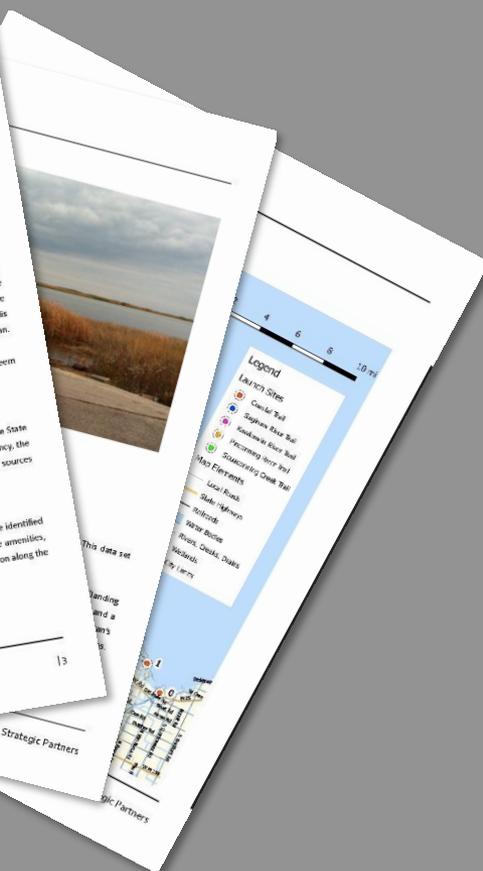
### Site Visits

The Project Team performed site visits to verify the conditions and opportunities at each of the sites that were identified through the previous planning efforts. These visits included field documentation of site conditions, available amenities, accessibility, proximity to the shoreline, and a variety of other characteristics that would help support recreation along the coastline.

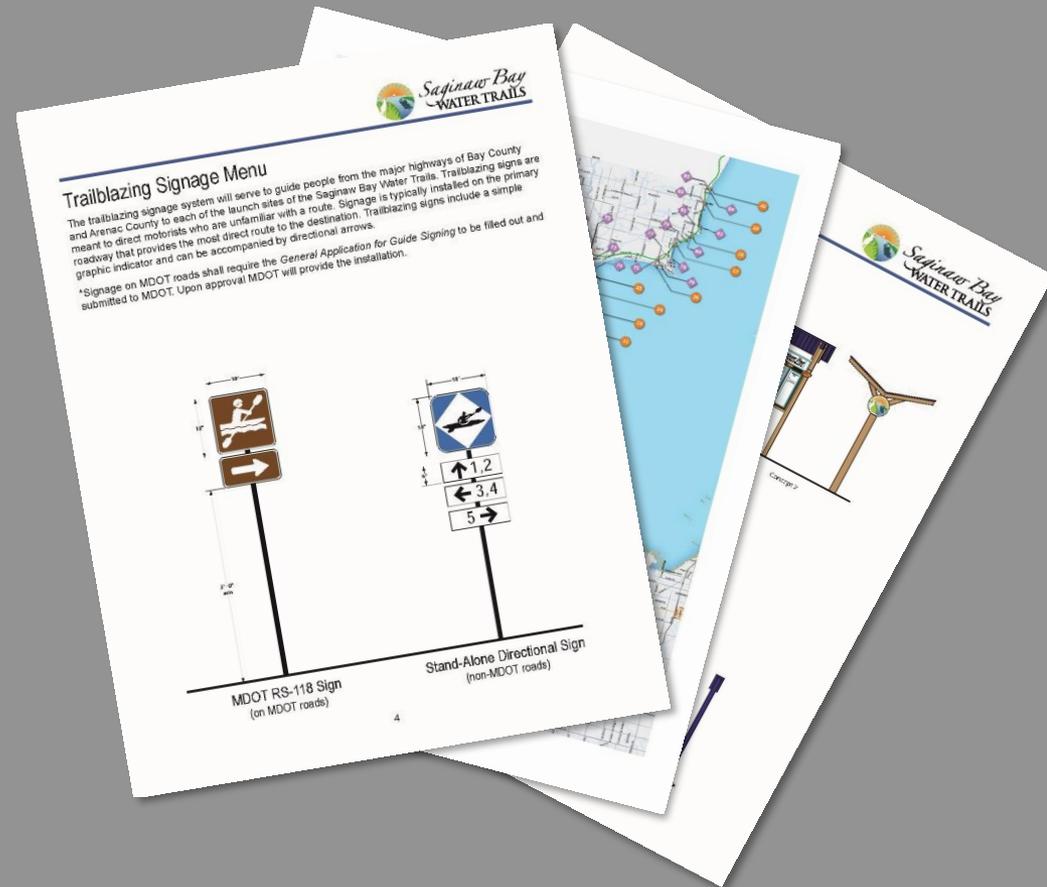
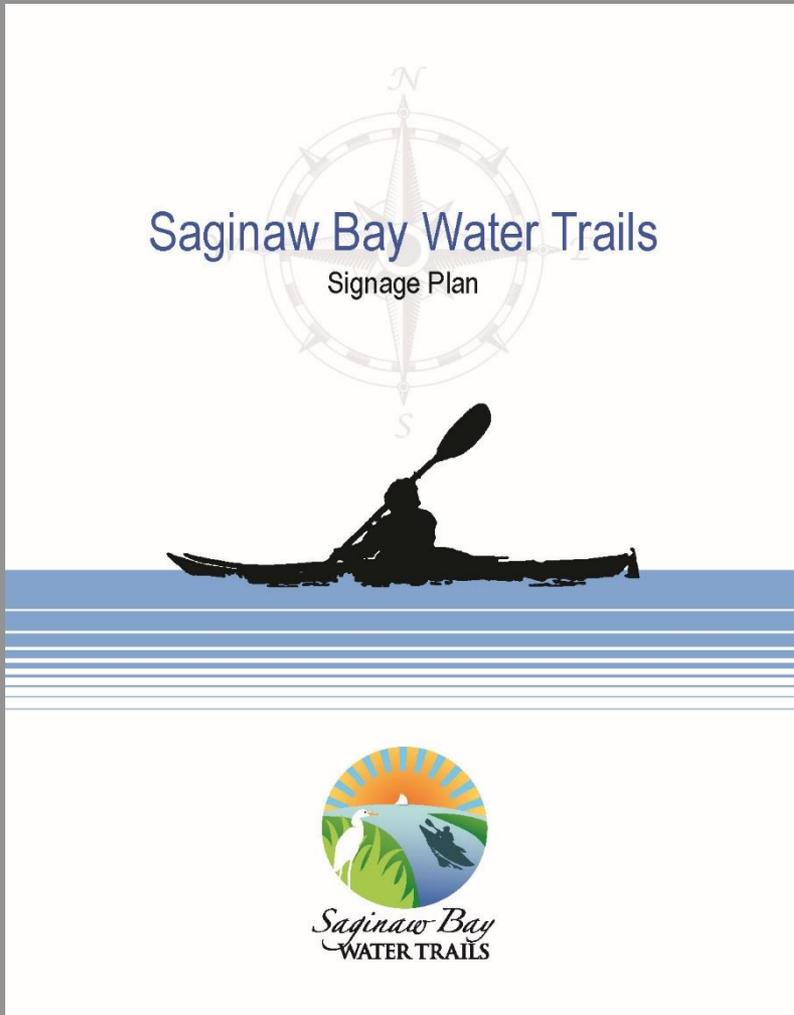
Bay County  
Saginaw Bay Blue Water Trail 2015

Strategic Partners

Strategic Partners

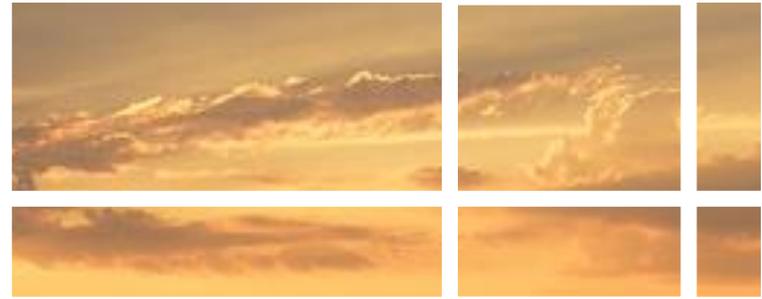


# Saginaw Bay Water Trails Signage Plan 2015



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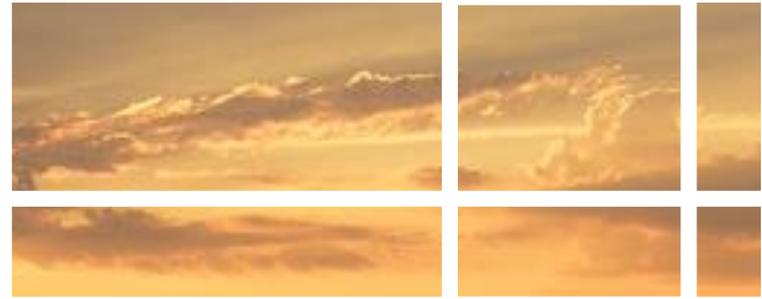
# Strategic Partners for Economic Growth



Paddling along the Saginaw Bay has  
been a resource for recreation and  
travel for hundreds of years

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# Strategic Partners for Economic Growth

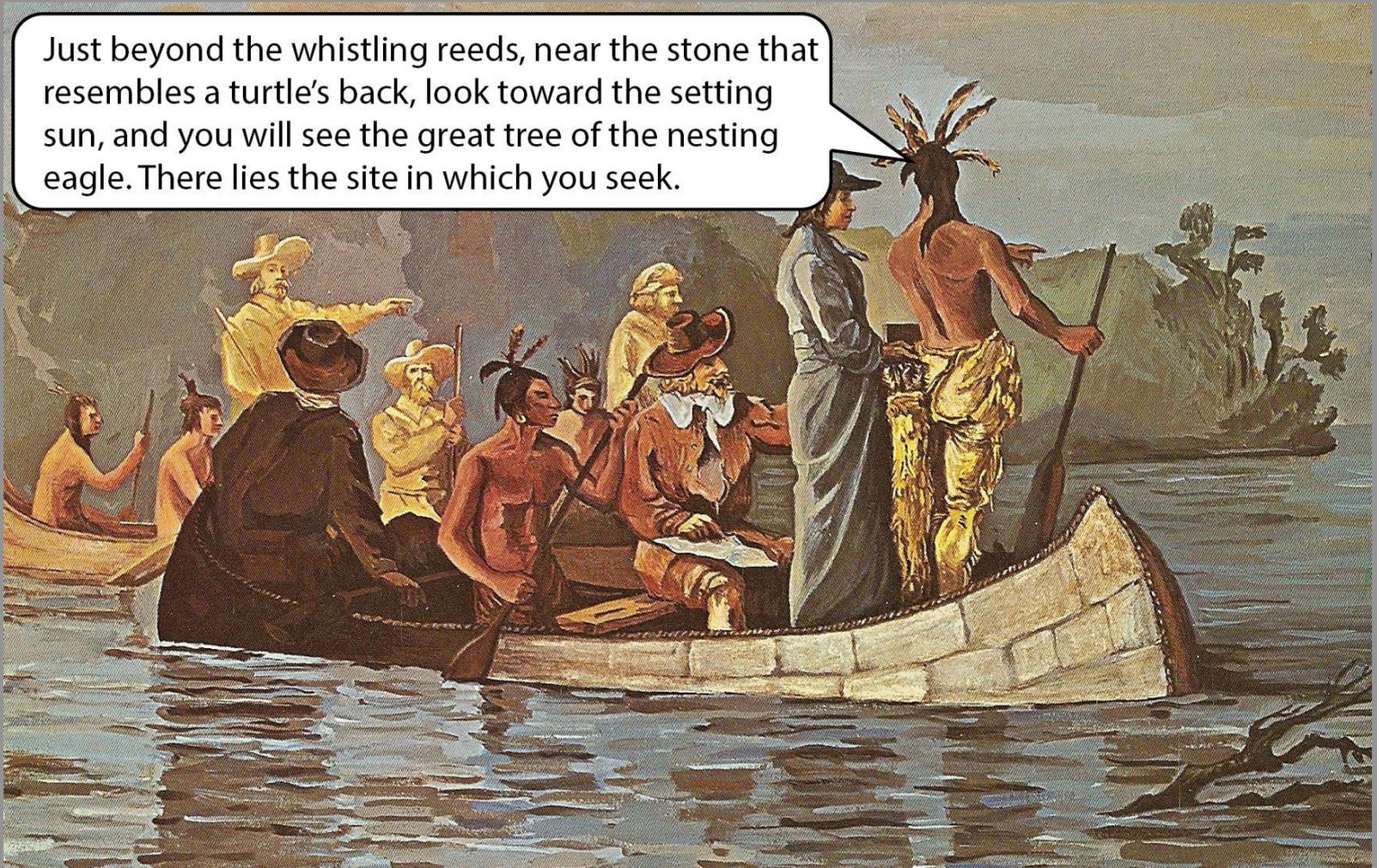


Paddling along the Saginaw Bay has been a resource for recreation and travel for hundreds of years

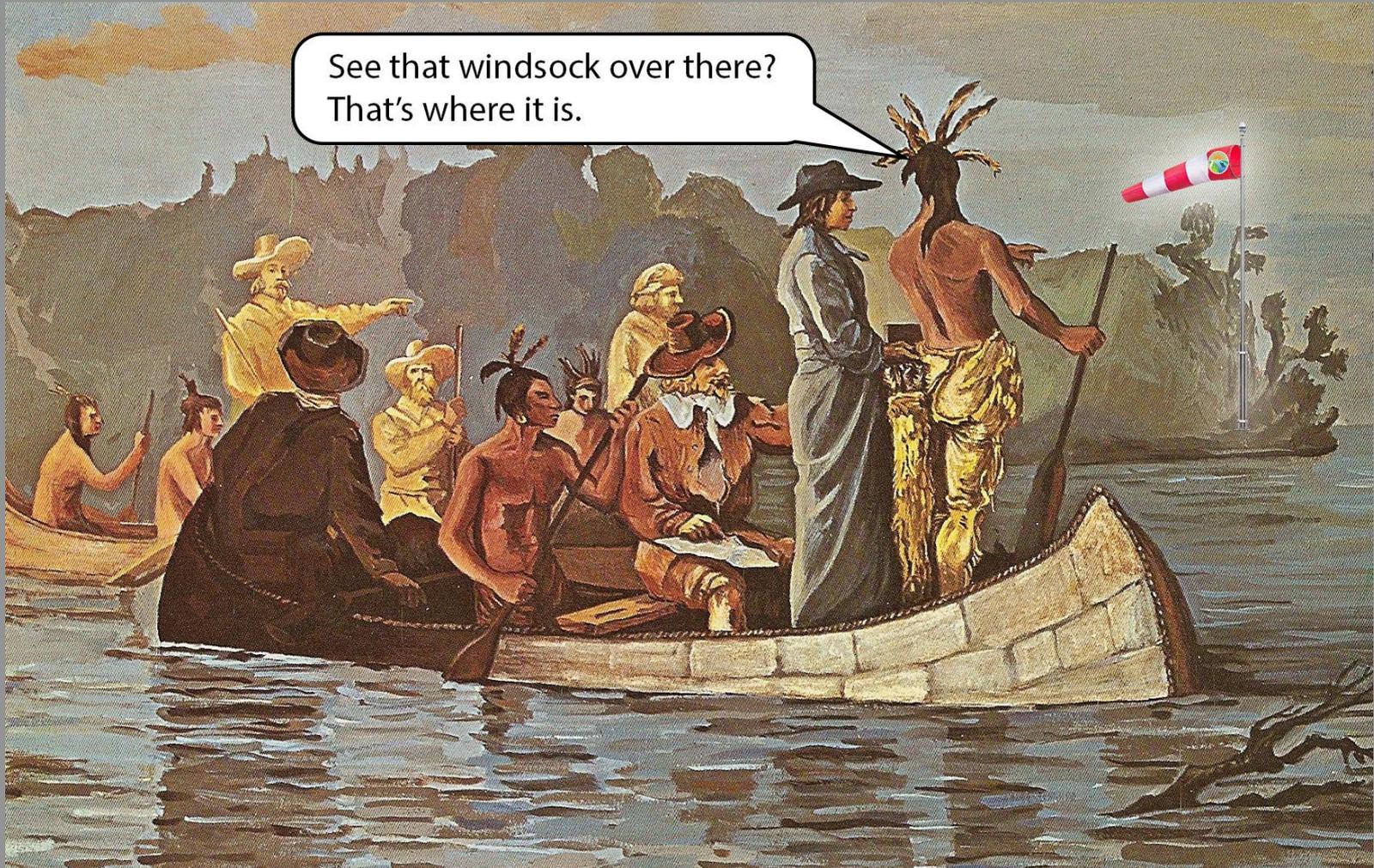
But how do we make it more accessible and easier to navigate?

# 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





# Implementation Projects Completed



Point Au Gres Park Improvements

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## 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

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## Website Development

- Information
- Maps
- Distances
- Site Amenities



Provides an international marketing tool for the Saginaw Bay region and the State of Michigan

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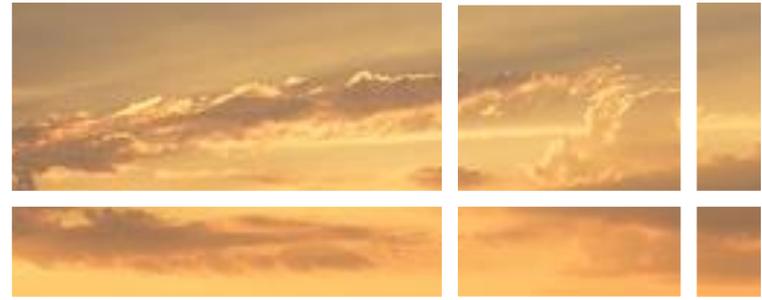
# Strategic Partners for Economic Growth



Wayfinding...  
Among the greatest inventions of  
mankind

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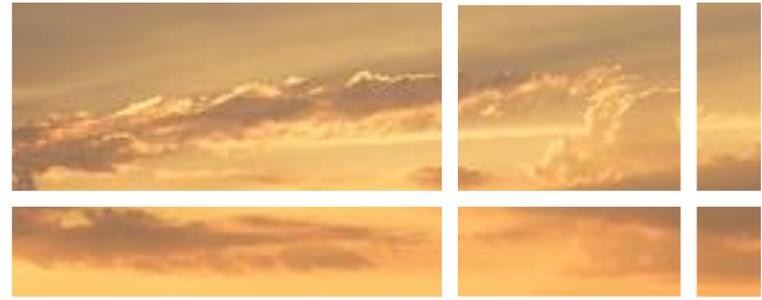


## First came the wheel...



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# Strategic Partners for Economic Growth



## Then came the automobile...



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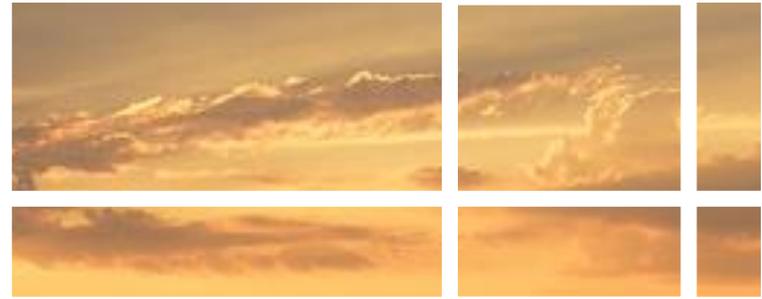


But what good is an automobile if you don't know where you're going?



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That's where wayfinding comes in!



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How do we find our  
way?

# We could ask the locals...



Or we could follow the signs.



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**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.

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## Developing a Wayfinding System

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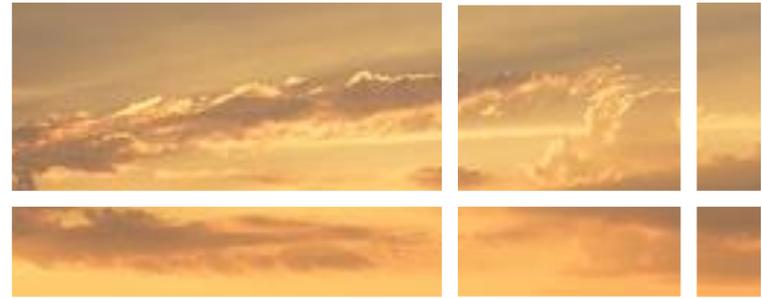


## Developing a Wayfinding System

- Master Plan

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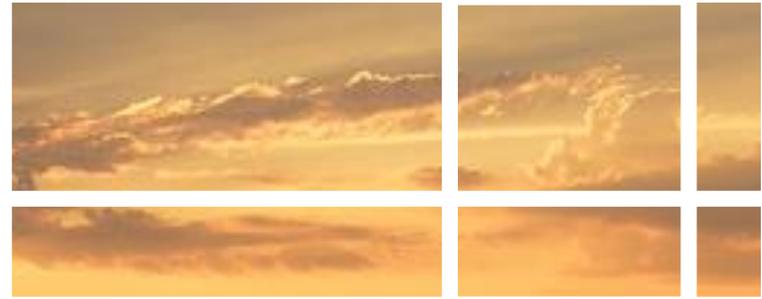


## Developing a Wayfinding System

- Master Plan
- Phasing Plan

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## Developing a Wayfinding System

- Master Plan
- Phasing Plan
- Grant Writing

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## Developing a Wayfinding System

- Master Plan
- Phasing Plan
- Grant Writing
- Implementation

# Things to avoid when developing wayfinding signage

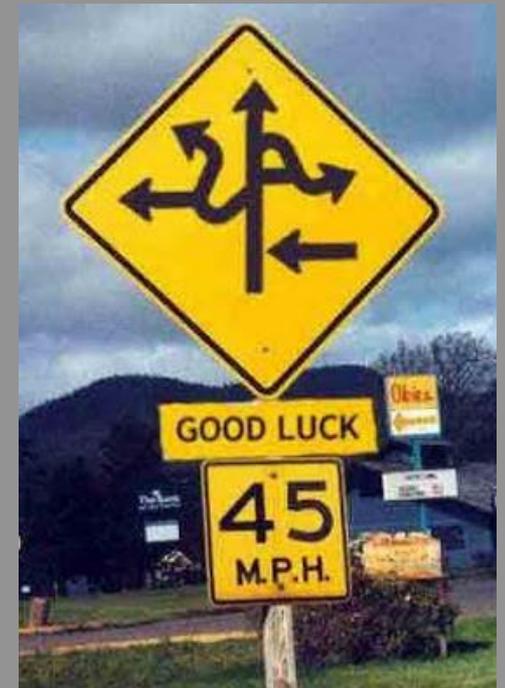
## Over Cluttering



## Confusing Language

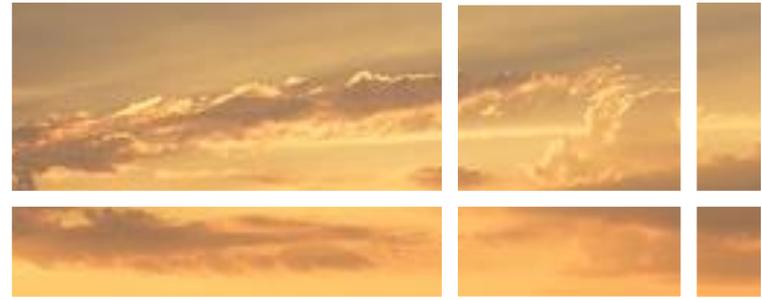


## Unclear Symbols



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## Develop a Recognizable logo

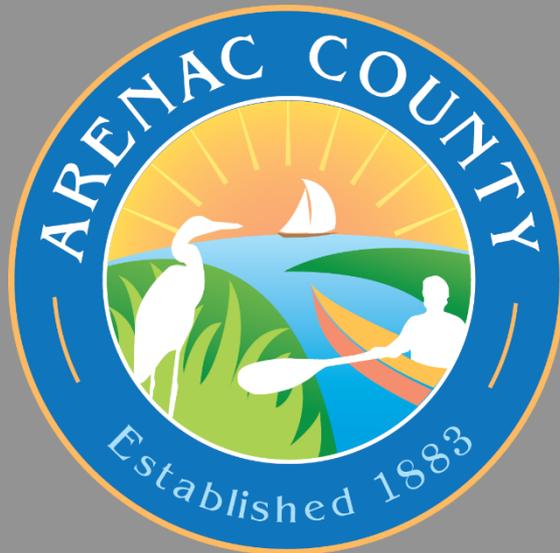


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## Collaboration and Repurposing Existing Imagery



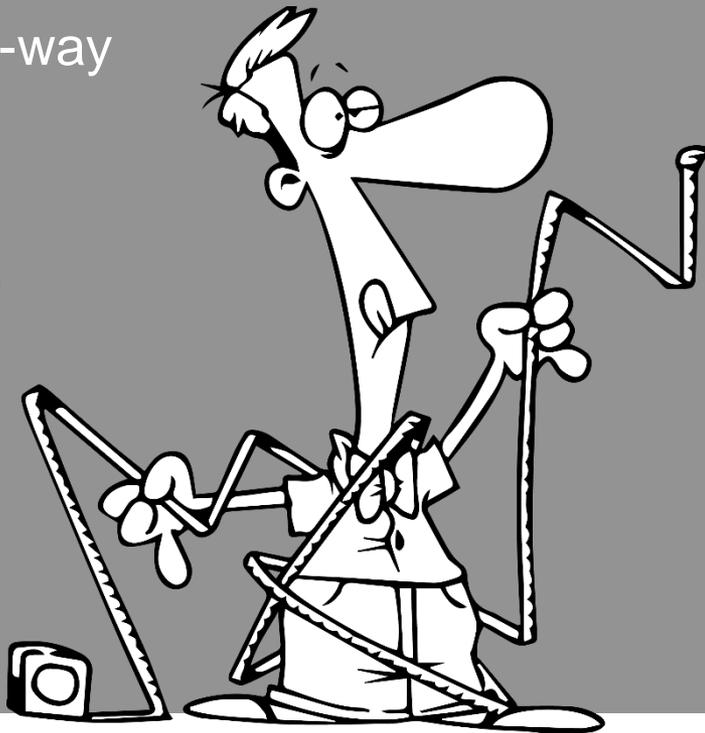
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## Design Standards and Regulations

- Permits
- Rights-of-way
- Fonts
- Colors
- Sizing
- Materials
- Etc.





# Cost Estimates and Phasing

Arenac County Blue Water Trail Development Plan

**Individual Signs**

Type	Description
	Regulatory sign.
	Vehicular directional sign.
	Informational/interpretive
	Small entry
	Large
	
	

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Arenac County Blue Water Trail Development Plan

**Landing Identification Marker (Water Side)**

Type	Description	Estimated Cost Installed
	Wind sock and pole.	\$2,000

**Water Craft Storage**

Type	Description	Estimated Cost Installed
	Temporary canoe and kayak storage rack.	\$5,000

**Miscellaneous**

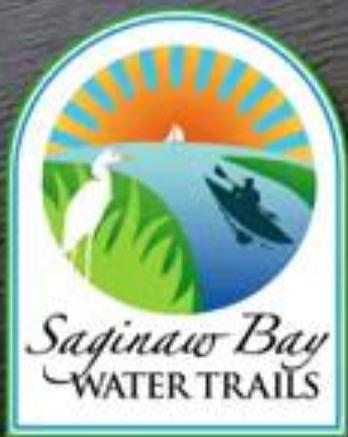
Type	Description	Estimated Cost
	Dredging.	\$15/cubic yard
	Invasive species control.	\$3,000/acre

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## 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.

Site #	Site Name	Potential Project Cost
1	Bay-Arenac Landing	\$
2	Saganing Nature Preserve River Landing	\$
3	Whites Beach Landing	\$
4a	Standish Nature Preserve Landing	\$
4b	Green Drain Landing	\$
5	Eagle Bay Marina	\$
6	Wigwam West Landing	\$
7	Wigwam East Landing	\$
8	Big Creek Landing	\$
9	Dreyer's Landing	\$
10	Swensen's Landing	\$
11	Au Gres Township Park	\$
12	Point Au Gres Landing	\$
13	Point Au Gres County Park	\$
14a	Gordon's Landing	\$
14b	Point Au Gres Marina and Campground	\$
15	DNR Au Gres Boat Launch	\$
16	Michigan-Tonkey Landing	\$
17	Presprich Landing	\$
18	Foster Road Landing	\$
19	1st Street Landing	\$
20	Terrace Drive Landing	\$
21	E Michigan Avenue Landing	\$
22	28/31 Landing	\$
23	Simr's Landing	\$
24	Bessinger Road Landing	\$
25	Hammell Beach Landing	\$
26	Twining Road Landing	\$
27	Singing Bridge Landing	\$
28	Brown's Landing	\$
A1	Stover's Rifle River Landing	\$
A2	Big Bed Campground	\$
A3	Omer Public Access	\$
B1	Au Gres City Park	\$
C1	DNR Noble Landing	\$
C2	Whitney Bend Landing	\$



# *Paddle the Saginaw Bay Water Trail*

