

# The North Brunswick Blueway



*Balancing Growth With Sustainability*



Lynne Harder  
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# Project Purpose



- Determine feasibility of regional blueway (paddle trail) system along the Brunswick river.
- Compiles information gathered through literature research and email and phone interviews with paddle trail associations and various stakeholders.
- Study Result is a guiding document for the coordination of a comprehensive blueway system that identifies:
  - Existing public access sites, prioritizes future access sites, and
  - Identifies stakeholders and partners and
  - Potential grant funding sources.
- Develop comprehensive plan that also incorporates an educational component,
  - Informational /educational signage along the trail
  - Clarifies marketing of facilities.

# North Brunswick Blueway Vision

“To enhance recreational, economic & educational opportunities (within the area) that will also serve to cultivate a regional identity & sense of community associated with the river.”



# What Are Blueways?

**“Water Equivalent to Land Based Walking Trails or Geenways”**

- ▶ Mapped trails/routes designate access sites for paddle boats (non-motorized craft).
- ▶ Maps highlight educational or cultural sites to offer educational and scenic experience for paddlers.
- ▶ Require a clean water body and are often associated with conservation easements.
- ▶ Essential tool for building the local economy by drawing new investment and enhancing tourism in the area.



# Study Area

**Encompasses the towns of Belville, Leland, and Navassa**

## Trail Boundaries

Northernmost Limit	Indian Creek in Navassa
Southernmost Limit	Brunswick Nature Park at Town creek
Easternmost Limit	Cape Fear River including Eagles Island
Westernmost Limit	US Government Transfer Facility

# Public Benefits Associated with Blueways

- **Economic Development**
- **Health Benefits associated with Active Lifestyles**
- **Environmental Benefits**
- **Enhancement of Property Values**
- **Promotes Cultural Heritage and Sense of Community**



# Recommendations



## 1.) Adopt a Blueway Plan

- Incorporation into comprehensive plans provides legal and financial basis for local governments to pursue trail development
- Ensures necessary land and water resources will be reserved for healthy blueway system

## 2.) Engage Stakeholders and Build Public Support

- Important to include all stakeholders from beginning
- Initial “kick-off” meeting to bring stakeholders together
- Form “Friends of the River” association or citizens advisory committee
- Host trail opening event “Mayor’s Cup” or “Commissioner’s Cup”
- Host paddling events for continued public involvement & to generate revenue i.e “Big Sweep” and Race events

# Recommendations...



## 3.) Define Organizational Structure

- “Memorandum of Understanding”
  - Formalizes local governments’ commitment to development of blueway and to the conservation and protection of the river as an economic engine for the entire region.
- Establish Central Coordination
  - Regularly scheduled meetings, establishing advisory committee or hiring river coordinator.
- Establish Maintenance Duties

## 4.) Identify and Commit Funding

- Seek local, state, and federal funding
- Seek technical grant from NPS Rivers, Trails & Conservation program

## 5.) Acquire Land for Future Development

# Recommendations...



## 6.) Determine Trail Design and Development

- Determine “**target audience**” determines:
  - Type and number of access sites and facilities necessary
  - Economic impact on the local communities.
- Numerous access points generally attract day users and novice paddlers.
- Few access points allow for “expedition like” experience.
- Destination trips that consist of overnight excursion of 2 or more days to an area that offers other attractions, amenities and visitor services have a greater economic impact on local economies.

## 7.) Determine Liability Insurance Coverage

- Consider liability coverage and seek legal counseling prior to providing access to the public.

# Recommendations Chart

<b>Adopt a Blueway Plan</b>	Legal & Financial Basis for pursuing trail development	Ensures land & water resources preserved for healthy trail		
<b>Engage Stakeholders &amp; Build Public Support</b>	Include all stakeholders from very beginning of process	Initial <b>“kick –off” meeting</b> to bring stakeholders together	Form <b>“Friends of the River”</b> association or <b>citizens advisory committee</b>	Host <b>trail opening event</b> “Mayor’s Cup” or “Commissioner’s Cup” Ongoing paddling events for continued public involvement & to generate revenue . <b>“Big Sweep”</b> and <b>Race events</b>
<b>Define Organizational Structure</b>	Establish formal agreement – ”Memorandum of Understanding”	Establish central coordination; Regular meetings, advisory committee, hire river coordinator	Establish Maintenance Duties Generally, each municipality responsible for sites that fall w/in their jurisdiction	
<b>Identify &amp; Commit Funding</b>	Seek local, state, federal funding	Seek technical grant from NPS Rivers, Trails, and Conservation program		
<b>Acquire Land for Future Development</b>	Acquire land early in process while undeveloped	Ensures land available for trail development	Ensures water quality protection; &	Preserves scenic and aesthetic value
<b>Determine Trail Design &amp; Development</b>	Determine “target audience”:	Determines type & Number of sites & facilities; & Economic impact on local communities	Numerous access points generally attract day user & novice paddlers, Few access points allow for expedition like experience.	Destination trips consisting of overnight excursion of 2 or more days to an area that offers other attractions, amenities and visitor services have a greater economic impact on local economies.

# Questions?



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