

GoalsObjectives

INTRODUCTION

The following goals and objectives were developed as a result of several factors that included not only a public workshop, but also Village Staff and Parks and Recreation Committee Member involvement and expertise lent by the recreation planning consultant.

Data and input collected from past community brainstorming sessions conducted to update the Village Master Plan. These documents included:

- *Committee Proposals for Beulah Revitalization (Visual Graphics).*
- *The Crystal Lake Walkabout (Study):*
- *The 1997 Village of Beulah Master Plan*
- *Summary Document: Master Plan Goals and Objectives and Survey, Summer 2009;*
- *Brainstorming Session: Streetscape - 3/4/2008;*
- *Brainstorming Session: Waterfront - 2/19/2008;*
- *Brainstorming Session: Parks - 2/5/2008*
- *Streetscape Summary:- Sept. 2009*
- *Brainstorming Summary - 2009*

The synthesis of pertinent excerpts from these documents provided the basis for development of the goals and objectives below.

DECISION MAKING & FORMULATION OF GOALS

As with many communities in northern Michigan, the Village of Beulah and surrounding area sees a significant influx of seasonal visitors that has an impact on recreational needs. Visitors are traveling north to recreate on Lake Michigan, Crystal Lake and surrounding water bodies, major rivers like the Platte as well to visit the Sleeping Bear Dunes National Lakeshore. The advent of and continued improvement to the Betsie Valley Trail also brings significant transient trail-users staging from the trailhead in Beulah. Rental of seasonal recreational vehicle and boat docking sites by the Village along the public waterfront also brings significant influx of recreational users.

The exact amount of recreational need is not always easy to identify in areas that are tourist-based, especially when the tourism is largely based on recreation; however, the Village understands the importance of this relationship and of the potential opportunities that exist including the potential for positive economic impact.

ENCOURAGING ACTIVE LIFESTYLES

As the population grows and changes demographically, recreational needs change as well. It is important to monitor the changes so that recreational facilities are developed for the current and projected populations. Currently, a vast majority of recreational facilities in Michigan and the United States fall short in connecting with the population. Facilities are either under-managed, outdated or in most cases do not provide for the recreational needs indicated by the cross-section of the demographic population.

According to a 2001 study by the American Planning Association, 70% of adults in the United States do not achieve the recommended amount of activity each week. This statistic may be related to the lack of connectivity between the general population and recreational facilities available. The U.S. Surgeon General recommends a minimum of 30 minutes of moderately intense physical activity at least five days per week. Approximately 64% of Americans are overweight; and one in three is obese. More than a third (36%) of young people in grades 9-12 do not participate in vigorous recreational activities three or more days a week, and one fourth (25%) of those aged 6-17 are already overweight. ***Although these statistics do not specifically represent The Village of Beulah, they do show how critical it is to provide recreation opportunities for all age groups and to encourage active lifestyles.***

GOALS & OBJECTIVES

Two types of goals emerged as a result of the recreation planning; the first type having more general objectives that holistically bring together the recreation facilities and programs in the Township and the second type having more specific objectives directed at detailed improvements to existing facilities. The more general goals were found to be important to the Township because they provided added “vision” to the planning process and seemed to overlay the more specific goals that outlined “brick and mortar” type projects.

GOAL #1 MULTIMODAL TRANSPORTATION



Currently, the Village has been enjoying the recent development of the Betsie Valley Trailhead / restroom Building recreational which not only provides direct access to the Betsie Valley Trail (BVT) connecting Thompsonville to the east and Frankfort to the west non-motorized trails, but functions for many other purposes. These include it being used regularly for fund raisers held by the Beulah Darcy Library and local Rotary Club as well as other community events. Additional parking, improved wayfinding signage, safe at-grade and some key in-town linkages could greatly improve active recreational use of the Trail out of Beulah. Village citizens have expressed much interest in improving their aspects of the trail and transportation system to improve this resource

1. **Develop a multi-modal transportation component that would support future trails, pathways and transportation improvements in and around the community and increase and encourage more trail and pathway use. This important aspect is included to some extent in the recreation plan facility inventory; however, it is not fully flushed out until a multimodal transport analysis has been conducted for the Village. Such analysis could be done as part of upcoming streetscape conceptual design. Communities across the country are developing inclusive transportation solutions that encourage pedestrian and bicycle traffic. The tweaking of the transportation system in Beulah will include the Betsie Valley Trail (BVT), but more so look at key transportation links to get to and from such pathways as well as developing standards and locations for the development of bicycle facilities and pedestrian walkways. In addition, it will evaluate existing and future transportation corridors in Beulah for improved multimodal options in conjunction with ongoing streetscape planning efforts.**

Objectives:

- a. Improve overall transportation choices that would also improve recreational opportunities by connecting recreational facilities together.
- b. Continue to work together with the Michigan Department of Natural Resources (MDNR) and their ongoing trail improvements to the BVT in Beulah.
- c. Utilize existing and past trail planning efforts that have been completed by Benzie County, and adjacent townships.
- d. Work with local Non-Governmental Organizations (NGO's) such as the Grand Traverse Conservancy and trail advocacy groups including the NW Michigan Council of Governments and the Crystal Lake Property Rights Association.
- e. Implement universal design as a design standard for all new facilities and improvements to existing ones.
- f. Integrate a "Complete Streets" design policy in future streetscape planning and park projects.
- g. Support efforts of the MDNR and Benzie to make improvements to the BVT as cited in the Benzie County Recreation and Cultural Plan.
- h. Consider improving connections from existing parking areas and parks to the BVT.
- i. Consider feasibility of utilizing Leadership in Energy and Environmental Design (LEED) & Green Building Standards on all site and building solutions..

GOAL #2 MAINTENANCE PROGRAM

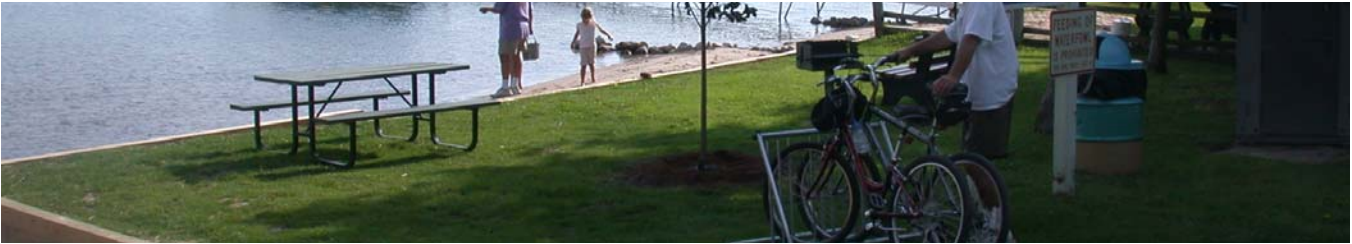
Currently the Village Department of Public Works (DPW) provides maintenance to all the local parks facilities and properties including landscape maintenance, building and picnic structure repairs, limited trail upkeep, restroom maintenance, mowing and fertilizing and trash removal. However, the Village is proactively seeking to strengthen the maintenance program for all the facilities as a high priority. The Friends of the Betsie Trail provide limited annual maintenance to the Betsie Valley Trail (BVT) section within the Village limits. They also support and manage an adopt-a-trail program.

2. **Expand, develop, and maintain a parks and recreation maintenance program to ensure long term quality recreational opportunities at Township facilities.**

Objectives:

- a. Develop an operations and maintenance program with Village DPW staff to adequately address immediate and long-term equipment, budgetary, and personnel needs for the existing and proposed facilities.
- b. Provide oversight by the Parks and Recreation Committee to assist staff with management of an operations and maintenance program and to make recommendations to the Village Council for improvements.
- c. Seek out additional in-kind or sub-contractual services where and when needed to supplement a maintenance program and staff.

GOAL #3 RECREATION PROGRAMS



The Village currently does not offer any active or passive recreational programming for its recreational facilities. Currently, user groups may seek authorization on a case-by-case basis; to conduct organized games, practices or events at Village facilities. The Beulah area also has non-profit organizations that may wish to conduct activities. The Village is interested in supporting user-defined programming needs for all ages, by increasing the level of awareness of facilities, user-groups and resources available.

3. **Inform, Educate, and Encourage.** Inform Village residents of ongoing recreation projects and programs, educate them of all the recreational benefits, and encourage broader input from residents and seasonal visitors to Beulah.

Objectives:

- a. Research and consider alternative advertising schemes to promote more public involvement.
- b. Encourage the Parks and Recreation Committee to work with the Village Staff to identify and fulfill user-based programming initiatives.
- c. Work with the nearby Villages including Honor and Benzonia as well and the schools and Benzie County to consider recreational programming needs if user demand dictates.
- d. Provide support for a wide range of user groups. Work with non-profits, active sports organizations, and other recreation-based groups to promote and encourage their activities wherever possible in order to broaden programming availability and diversity in the Village.
- e. Develop an annual activity schedule in conjunction with local businesses. A non-profit organization could coordinate activities provided during peak seasonal periods.

GOAL #4 LAND ACQUISITIONS



Acquiring property for recreation is difficult and timing is critical. At this time, the Village is only interested in properties that have some type of connection to existing recreational facilities owned and maintained by the Village or at the Betsie Valley Trail (BVT) Trailhead.

4. **Purchase additional property on an as-needed basis that would support existing recreational facilities.**

Objectives:

- a. Consider feasibility of acquiring property near parks to increase parking and overall park area.
- b. Consider feasibility of acquiring private properties easements that connects to the Darcy Library property and to Lake Street along Cold Creek.

GOAL #5 BEULAH WATERFRONT REVITALIZATION



The beach is located on the eastern shore of Crystal Lake—the heart and soul of the Village of Beulah. Crystal Lake is the tenth largest inland lake in Michigan. The park includes over 2000’ of public shoreline on Crystal Lake and has Village run seasonal RV sites and dock space rentals. Spring-fed Cold Creek flows into the Lake at the public launch site, and offers many opportunities to observe nature, connect to the downtown and nearby inland park facilities.

5. **Provide access to and development of passive and active recreational opportunities along the Beulah Waterfront including connection and coordination to the Beulah Village Park and Recreational Vehicle (RV) Park Property.**

Objectives:

- a. *Develop a professionally done design plan for park (same for all parks)*
- b. *Consider designated public space for a transient boat dock*
- c. *Look at Lake Street – for possible one-way traffic pattern (To Pleasant Street)*
- d. *Enhance crosswalks (pavement markings)*
- e. *Remove/reduce storm water discharge along beach and creek*
- f. *Consider elimination of the village launch in favor of future state facility (or renovate)*
- g. *Unify the area for lifts and docks into several locations (and eliminate dock sprawl)*
- h. *Consider use of portable toilets (seasonal) – not appealing, but still may be necessary for large events.*
- i. *Create a lighted safe and accessible linear park (boardwalk) connecting the public waterfront*
- j. *Renovate bathhouse and public restrooms*
- k. *Provide universal access to beach/lake from road (future boardwalk) level*
- l. *Consider a swim/diving platform (Similar to one used in decades past successfully)*
- m. *Amend beach sand (Village have a groomer and does groom beach)*
- n. *Develop consistent wayfinding signage system to guide people from Central Business District (CBD) to waterfront and tie in with new facility signs at Fair and Beulah Beach*

GOAL #6 BEULAH VILLAGE PARK

Beulah Park is located at the southern end of the Village at the intersection of Spring Valley, Crystal Avenue, Benzie Boulevard and Prospect Streets. The principle community space for the Village of Beulah, the Park functions as the space for social gatherings. It is used for art/craft fairs, concerts, and picnics and has many mature trees. Other events there include: Halloween maze, chili cook-off, fall festival with soup contest, Christmas Magic events, Winterfest and 4th of July activities. The Park is bordered on its eastern edge by the Betsie Valley Trail (a rails-to-trails project) which runs from Thompsonville to Elberta/Frankfort on Lake Michigan. A shared parking lot provides access to over 2000' of public beach front running northeast along Lake Street.

6. Provide access to and develop and improve existing facilities and amenities in Beulah Village Park including connection and coordination to the Waterfront and Recreational Vehicle (RV) Park Property.

Objectives:

- a. *Develop a professionally done design plan for park (same for all parks)*
- b. *Conduct a Tree evaluation to thin out dead and dying, under-plant with new trees*
- c. *Increase electrical capacity for art fair, Winterfest and other major events*
- d. *Relocate restrooms from beach closer to trail and away from pavilion*
- e. *Consider removal of park parking lot – merge park with beach*
- f. *Define connections with trail, tie in with proposed waterfront boardwalk*
- g. *Enhance road crosswalks and consider parking lot pavement markings*
- h. *Determine method to segregate park from RVs*
- i. *Address possible tennis programs needed*
- j. *Replace aging site amenities (benches, litter containers)*
- k. *Improve barrier-free accessibility and amenities*
- l. *Improve park turf and install irrigation system*