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2023

# CITY OF EAST JORDAN

Parks and Recreation Master Plan

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Karen Walker Photography

## ACKNOWLEDGMENTS

Special thanks to the citizens and local officials of East Jordan for their participation, expertise, review and feedback, without which this plan would not have been possible.

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# TABLE OF CONTENTS

## CHAPTER 1

### Introduction and Community Description

1

- Purpose of the Plan
- Community Description

## CHAPTER 2

### Administrative Structure

11

## CHAPTER 3

### Recreation Inventory

19

- East Jordan Recreation Facilities
- East Jordan Public School District Facilities
- Private/Commercial Recreational Facilities
- Conservancy-Owned Properties
- Regional Recreation Facilities
- Past MDNR Grants
- ADA Compliance

## CHAPTER 4

### Planning and Public Input Process

41

- Community Meetings
- Public Opinion Survey

## CHAPTER 5

### Action Plan

55







# CHAPTER 1


## INTRODUCTION AND COMMUNITY DESCRIPTION

### PURPOSE OF THE PLAN

The City of East Jordan and the surrounding area encompasses some of the most abundant and diverse natural resources in northern Michigan. Lake Charlevoix, the Jordan River and the many small streams, wetlands, forests, hills and open spaces that make up the landscape provide area residents with a unique natural environment and a variety of outdoor recreation opportunities. The City of East Jordan is also home to several parks and recreational facilities that provide opportunities for organized recreation, personal exploration, relaxation and social interaction.

This Parks and Recreation Plan is intended to serve as a comprehensive guide for local officials in planning for and managing the future of parks and recreation in the City of East Jordan.

In compliance with Michigan Department of Natural Resources (DNR) *Guidelines for the Development of Community Park, Recreation, Open Space and Greenway Plans*, the goals and implementation strategies expressed in this plan are identified for the next five years, at which time this plan will be updated. However, it is important to remember this is a “working” document, requiring appropriate adjustments as conditions and priorities change and funding opportunities arise.



Outdoor recreation is intimately linked to East Jordan's abundant natural resources, and thus the importance of ensuring public access to these assets is paramount to the community.





## COMMUNITY DESCRIPTION

The City of East Jordan is in Charlevoix County in the northwest portion of Michigan's Lower Peninsula, situated at the mouth of the Jordan River and at the south end of the South Arm of beautiful Lake Charlevoix. The City incorporates approximately 4 square miles and is surrounded on all sides by South Arm Township.

With breathtaking landscapes, access to water, unique attractions, seasonal activities and hip urban escapes, Charlevoix County and the greater northwest Lower Michigan region is a popular vacation destination. This influx of visitors accounts for a great deal of seasonal housing, cabin/cottage/condo rentals, hotels, motels, and other lodging places in the area (though rooms are less available in East Jordan proper). Many seasonal visitors are likely to use the City's recreational facilities and other services during their stay.

Tourism has a large impact on the East Jordan community, boosting the local economy and increasing seasonal demand on recreational facilities. There are seasonal shifts in population due to the summer influx of visitors enjoying the waterfront and natural features of the region. Visitors include people with seasonal housing, campers, boaters, and friends or relatives of residents. Peak periods are during the summer months, weekends, holidays, and hunting season in the fall, but there is also a steady flow of winter traffic, including skiers and snowmobile users.

## MAP 1.1

### Location of East Jordan



## POPULATION

According to data published by the U.S. Census Bureau, the population of East Jordan in 2010 was 2,351. This marked a 6.2% decline in population between 2000 and 2010. Over the same time period the overall population of Charlevoix County shrunk by 0.5%, the population of South Arm Township rose by 1.6%, and the population of the State of Michigan fell by 0.6%. For comparison, the other cities in Charlevoix County, Charlevoix and Boyne City, had a 16.1% decline and 6.6% increase in total population between 2000 and 2010. The decade of population decline for the City of East Jordan followed consistent growth since 1970. The following table shows the population trends from 1970 to 2010 for East Jordan, South Arm Township, Charlevoix County, and the State of Michigan.

It should be noted that the seasonal population is not counted in the Census figures. According to the U.S. Census Bureau, 9.8% of the housing units in East Jordan are seasonal or recreational in use or only used occasionally. This indicates that East Jordan, like many communities in northern Michigan, has a seasonal population that is higher than the year-round population.

According to population projections from the Institute of Labor and Industrial Relations at the University of Michigan provided by Networks Northwest, the total population of Charlevoix County is expected to increase by 13.4% by the year 2035. No specific population projection data was available for East Jordan, but if the City grows at the same projected rate as the County, the total City population would be 2,667 in 2035. While it is impossible to predict population growth with one hundred percent certainty, it is important to consider these forecasts when planning for the future.

### Population Trends 1970-2010

Community	1970	1980	1990	2000	2010	% Change 2000-2010
East Jordan	2,041	2,185	2,240	2,507	2,351	-6.2%
South Arm Township	995	1,237	1,418	1,844	1,873	1.6%
Charlevoix County	16,541	19,907	21,468	26,090	25,949	-0.5%
State of Michigan	8,881,826	9,262,078	9,295,297	9,938,444	9,883,640	-0.6%

Source: U.S. Census Bureau, compiled by Northwest Michigan Council of Governments



## RACIAL MAKEUP

The population of East Jordan is predominantly identified as “white,” with those identified as “white” making up between 90% and 95% of the total population in both 2000 and 2010. Between 2000 and 2010, East Jordan’s population became slightly less diverse with all categories of citizens defined by a race other than “white” experiencing slight declines. The largest minority population in the City of East Jordan is the “Hispanic or Latino” population. The following table depicts the racial makeup of the City of East Jordan in 2000 and 2010.

### Racial Makeup

Race	2000		2010		Change 2000 - 2010
	Number	Percent	Number	Percent	
White	2,347	93.6%	2,223	94.6%	0.9%
Black	10	0.4%	4	0.2%	-0.2%
American Indian and Alaska Native	43	1.7%	29	1.2%	-0.5%
Asian	4	0.2%	1	0.0%	-0.1%
Hispanic or Latino	40	1.6%	55	2.3%	0.7%
Other	63	2.5%	39	1.7%	-0.9%

## AN AGING POPULATION

The age distribution of the population within a community can help identify social trends and the potential for future recreation service needs. The following table shows the age distribution of the City of East Jordan's population from 2000-2018. The 2000 and 2010 age distribution data was published by the U.S. Census Bureau and the 2018 age distribution projections were developed by ESRI, a geographic mapping and data services company.

### Age Distribution in the City of East Jordan

Population by Age	2000 Number	2010 Number	Change 2000-2010	2018 Number	Change 2010-2018
0 to 4	227	159	-30.0%	148	-6.9%
5 to 9	219	166	-24.2%	149	-10.2%
10 to 14	199	196	-1.5%	156	-20.4%
15 to 19	180	168	-6.7%	156	-7.1%
20 to 24	163	131	-19.6%	140	6.9%
25 to 34	370	302	-18.4%	270	-10.6%
35 to 44	348	296	-14.9%	277	-6.4%
45 to 54	234	333	42.3%	298	-10.5%
55 to 64	201	242	20.4%	307	26.9%
65 to 74	171	194	13.5%	245	26.3%
75 to 84	148	109	-26.4%	137	25.7%
85 years and over	47	55	17.0%	73	32.7%



In 2000, the percentage of East Jordan residents aged 55 and older was 22.6%. According to the U.S. Census Bureau, that number had risen to 25.4% in 2010. Additionally, population projections estimate that 32.3% of the City's population will be 55 or older by the year 2018. Recent trends show significant increases in the total percentage of City population for residents aged 45 and above with reductions in total percentage of City population for residents aged 44 and under. Age distribution projections indicate that these trends will continue in the near future with additional growth in City population for those aged 55 and above by 2018. Generally, the East Jordan population is comparatively younger than that of Charlevoix County and the State of Michigan, with 25.4% of the City's population aged 55 and older in 2010 compared with 34.1% and 26.4% of Charlevoix County's and Michigan's respective populations in the same year.

An aging population presents challenges to the City as it considers how to plan for recreational amenities in the future. The least members of the Baby boomer Generation may reach the age of 65 by 2029. People are participating in recreation activities at much older ages. As the number of retirees increases, there will be more demand for mid-day recreation programs and less active outdoor pursuits such as walking, biking and gardening.

## INCOME AND POVERTY

Income levels in the City of East Jordan are lower than those in Charlevoix County as a whole. According to the U.S. Census Bureau's 2008-2012 American Community Survey, estimated median household income in East Jordan was \$32,819 compared to \$47,177 in Charlevoix County. These values represent a decline of 8.6% and a rise of 18.6% in median household income since 2000 in the City and County, respectively.

### Median Household Income

Community	Median Household Income 2000 Census	Median Household Income ACS 2008-2012	Percent Change
East Jordan	\$35,924	\$32,819	-8.6%
South Arm Township	\$42,159	\$50,612	20.1%
Charlevoix County	\$39,788	\$47,177	18.6%
State of Michigan	\$44,667	\$48,471	8.5%

The number of individuals living below the poverty line in East Jordan, as estimated by the 2008-2012 American Community Survey, was 404. The percentage of the total population living below poverty level in the City rose from 10.6% at the time of the 2000 census to 19.2% at the time of the 2008-2012 American Community Survey estimates. Poverty rates within the City are higher than those of both Charlevoix County and the State of Michigan.

### Poverty Levels

Community	Persons Below Poverty Level 2000 Census	Percent Below Poverty Level 2000 Census	Individuals Below Poverty Level ACS 2008-2012	Percent Below Poverty Level ACS 2008-2012	Percent Change
East Jordan	264	10.6%	404	19.2%	8.6%
South Arm Township	81	4.8%	228	11.3%	6.5%
Charlevoix County	2,064	8.0%	3,195	12.4%	4.4%
State of Michigan	1,021,605	10.5%	1,582,022	16.3%	5.8%



## EDUCATIONAL ATTAINMENT

Numerous studies have shown that educational attainment is related to an individual's earning capacity. That is, people with higher levels of education tend to have higher total income levels over a lifetime. Therefore, the average educational achievement of the citizens of a community is an indicator of the economic capacity of that community. Communities with higher levels of educational achievement tend to have a higher earning capacity than those with lower levels of educational achievement. The earning capacity of individuals may affect community support for potential fee increases or millage proposals for recreation. That is, people with higher levels of income tend to have greater expectations for the quality of recreation facilities and a willingness to pay for facilities.

### Educational Attainment in the City of East Jordan

	Percent 2000	Percent 2008-2012 ACS	Change 2000 - 2012
Did Not Graduate High School	23.6%	18.8%	-4.8%
High School Graduate	38.2%	43.5%	5.3%
Associate Degree or Some College	28.8%	27.1%	-1.7%
Bachelor's Degree or Higher	9.4%	10.6%	1.2%



## PARKS AND RECREATION

Recreational opportunities in the East Jordan area are plentiful. The abundant natural resources of the region offer a variety of active and passive recreation options, and the City maintains parkland that serves residents and visitors alike. The City strives to provide a wide range of recreational opportunities, programs, facilities, and equipment within its parks and is continually updating its offerings.

The City of East Jordan owns and operates approximately 106 acres of land designated for City parks. The size of City parks range from small pocket parks to large community parks. Other entities within the City also provide recreational lands and facilities. For example, the East Jordan Public School District funds and maintains a variety of athletic fields and hosts the East Jordan Community Pool. In addition, there are several conservancy properties located within the City of East Jordan that provide passive recreation opportunities in natural areas and connect to adjacent conservancy lands in South Arm Township along the Jordan River.

East Jordan's parks were frequently identified as some of the greatest community assets by residents during the *Resilient East Jordan* master planning process, which resulted in an updated master plan in 2015. The area's sizable seasonal population and tourists also use the City parks, increasing demand on the recreational facilities and bringing money into the local economy. A map and full descriptions of each park can be found in Chapter 3.



# CHAPTER 2

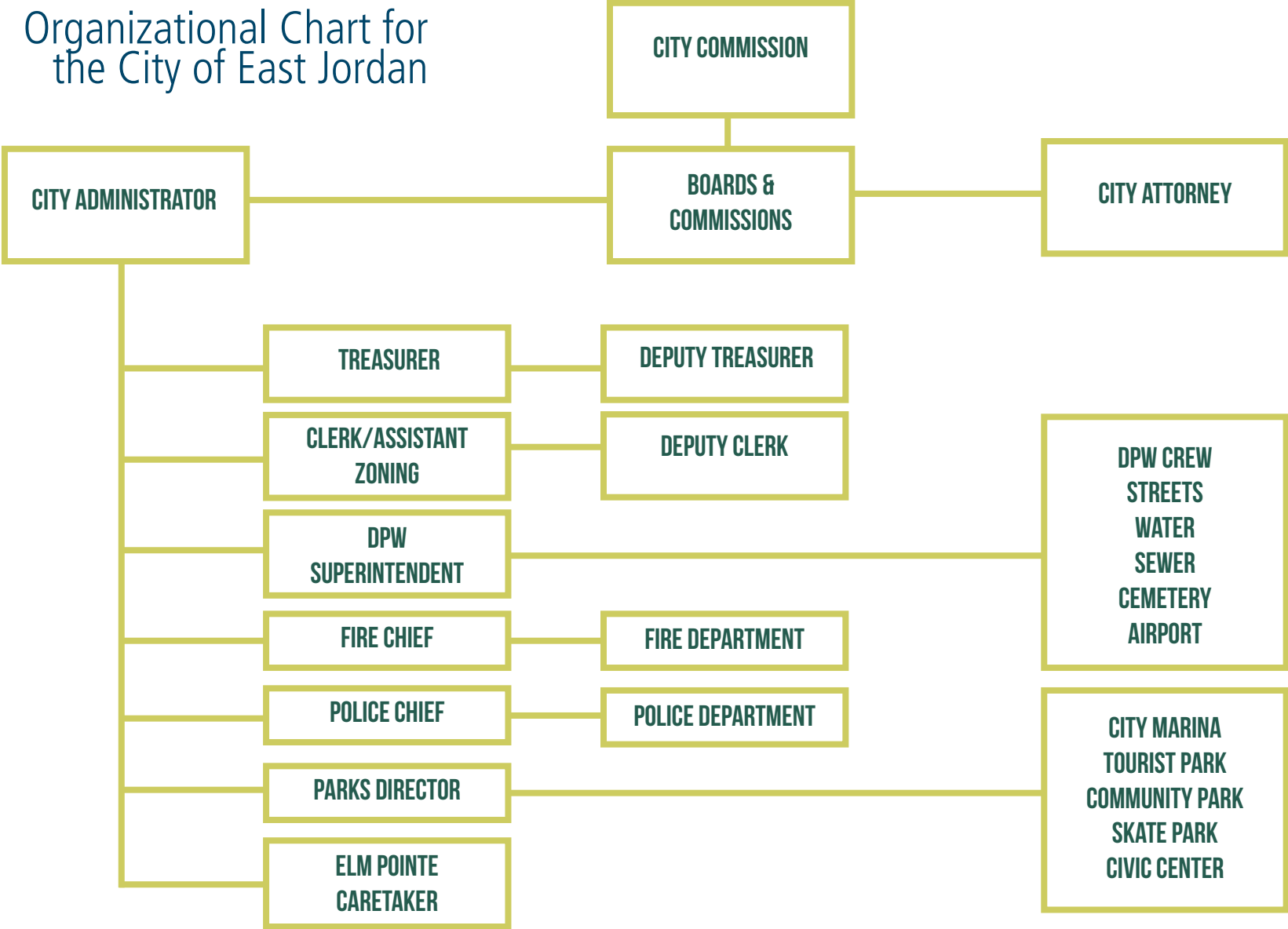
## ADMINISTRATIVE STRUCTURE

The City of East Jordan is a “Home Rule City” with a Mayor, City Commission and City Administrator. The annual budget is prepared by City staff and approved by the City Commission. The budget for fiscal year 2016-2017 has been approved at \$1,523,142. This budget is administered and expended by the employed staff hired by the Commission. The organizational structure for the City of East Jordan is shown in Figure 2.1.

The City Parks Director, under the direction of the City Administrator, is responsible for the operation and maintenance of City parks, including:

- Community Park
- Rotary Centennial Skate Park
- East Jordan Community Center
- Tourist Park/Softball Field/Murphy Field Complex
- City Marina/Memorial Park
- Elm Pointe
- City Boat Launch
- Sportsman’s Park
- GAR Park
- Watson Field
- Mill Street Park

**FIGURE 2.1**  
Organizational Chart for  
the City of East Jordan





## MANAGEMENT AND BUDGET

The Parks Director hires part-time, seasonal staff and also utilizes Department of Public Works staff to assist at these facilities. Tourist Park had 2017 revenues/expenditures of \$145,900. The City Marina and Harbor had 2017 revenues of \$196,600 and expenditures of \$227,341. The Parks budget is supported by the City's general fund.

The Department of Public Works (DPW), under the direction of the City Administrator, contributes to the operation and maintenance of City park properties. DPW completes its responsibilities using its current staff. DPW has a current annual budget of \$49,643 (2017) to operate and maintain park facilities.

Elm Pointe has its own separate annual budget, currently \$27,324, supported by the City's general fund. Elm Pointe has a seasonal manager with live-in facilities onsite.

Special events and league sports within the parks are currently organized by local volunteers. Several programs are run by the East Jordan School District and independent organizations. Police, emergency response and fire protection within the parks are provided by the City. The Parks Director and other City staff act as coordinators for the recreation facilities.





## RELATIONSHIP BETWEEN THE CITY AND SCHOOL DISTRICT

The City of East Jordan and the East Jordan School District work collaboratively to provide recreational opportunities within the community. Outdoor park facilities are funded and maintained by the City, while the district athletic fields and indoor facilities are funded and maintained by the District.

Operations for programs rely heavily on local sponsorships and community service organizations. Volunteers coach fall and summer recreation programs. Sports schools and camps operate on a self-supporting basis, and no fees are charged for use of the facilities.

The City of East Jordan takes a proactive role in the development and maintenance of recreational facilities. However, there is a need to further develop a coordinated system of community recreation programs. The City also continues to seek revenues through user fees for some facilities, which would assist with the cost of development and maintenance of those and other recreational facilities.

## EAST JORDAN PUBLIC SCHOOL DISTRICT FACILITIES

East Jordan Public School District facilities are primarily concentrated in one campus area totaling approximately 106 acres in size, with Brown's Creek running through a deep valley situated in the middle of the campus area. These facilities include East Jordan High School, Middle School and Elementary School. A variety of recreational facilities, primarily sports facilities, are found at the public school campus. Although owned and operated by the school district, some of these facilities, such as the playground at the Elementary School, may be utilized by the citizens of East Jordan when they are not in use for school functions.

Recreational programs offered by the school district include boys and girls basketball, softball, track/cross-country, girls volleyball, boys football and baseball, and boys and girls soccer. The recreational facilities found at the public school campus are described as follows:

- One community indoor pool is located within the High School. The pool maintains regular hours and programs for the general public.
- Boswell Stadium, adjacent to the High School, includes a lighted football field and track, scoreboard, bleachers, a concessions building and restrooms.
- One practice football field adjacent to Boswell Stadium.
- Indoor gymnasium and community auditorium within the High School.
- One girls softball field adjacent to the High School.
- One boys baseball field adjacent to the High School.
- The Elementary School includes a fenced play area with basketball hoops, a paved play area and a large multi-level accessible play structure. This playground is open to the public after school hours.
- The Brown's Creek Nature Area is an approximately 7-acre area that includes a gazebo and boardwalk.
- North Field is a 2.5-acre site north of the Elementary School.



**CONSERVANCY-OWNED PROPERTIES**

Several conservancy-owned properties are found within the City of East Jordan. These properties serve as undeveloped nature preserves. The largest conservancy property, owned by the Little Traverse Conservancy, is located east of M-66 in the southern portion of the City.

**PRIVATE/COMMERCIAL RECREATIONAL FACILITIES**

Beyond the public and school recreational facilities, several additional recreational facilities are generally available for use by the public. These facilities are listed below:

- The Jordan Valley District Library is a 10,000 square foot facility located at the High School.
- The Anishinaabe Inter-Council Grounds, located on the south side of Mill Street in the eastern portion of the City, is a cultural and ceremonial site for various activities.
- Gemini Lanes is a 6-lane bowling alley located on Main Street downtown.
- The Jordan River Arts Center is located at the intersection of Main Street and Williams Street downtown. It hosts various art exhibits and other activities.
- The Downtown Historical Museum is adjacent to City Hall and includes numerous items of historical significance.



## RELATIONSHIP WITH OTHER AGENCIES AND ORGANIZATIONS

### Networks Northwest

Networks Northwest (formerly the Northwest Michigan Council of Governments) functions to retain and strengthen local home rule by coordinating efforts in resolving politics, problems, and plans that are common and regional. Currently, staff of Networks Northwest are involved in the following areas:

- Economic development
- Community development
- Recreation
- Tourism
- Historic preservation
- Transportation
- Land use planning
- Solid waste planning

Technical Assistance for local recreation planning and other kinds of help for special recreation projects is sought as needed from the following organizations and agencies:

- East Jordan Downtown Development Authority
- Charlevoix County Community Foundation
- Charlevoix County
- “The Breezeway” Cooperative Venture including Antrim County, Ellsworth, Boyne Falls, Banks Township and Wilson Township
- Friends of the Jordan River Watershed
- Little Traverse Conservancy
- Grand Traverse Conservancy
- Jordan River Arts Council
- Charlevoix Circle of Arts
- Boyne Arts Collaborative
- Beaver Island Arts
- Tip of the Mitt Watershed Council
- Conservation Resource Alliance
- Michigan Waterways Commission
- Michigan Department of Natural Resources
- Michigan Department of Environmental Quality
- North Country Trail Association
- Michigan State University Extension Service
- U.S. Army Corps of Engineers

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# CHAPTER 3

## RECREATION INVENTORY

The following chapter describes the current recreational inventory of the City and surrounding area. The inventory is based on a review of the 2012 Parks and Recreation Plan, onsite visits, and discussions with City staff.

The City of East Jordan owns and operates approximately 106 acres of parkland. City parks range in size from small pocket parks to large community parks. Other entities within and outside the City also provide recreational lands and facilities, including the East Jordan Public School District and several land conservancies. Map 3.1 illustrates the location of recreational sites within the City of East Jordan.

A barrier-free (BF) compliance evaluation was conducted for each recreation site under jurisdiction of the City and is included with the description of each site. The barrier-free compliance evaluation utilizes a numerical rating of 1 to 5, based on the following definitions:

- 1 None of the facilities/park areas meet accessibility guidelines
- 2 Some of the facilities/park areas meet accessibility guidelines
- 3 Most of the facility/park areas meet accessibility guidelines
- 4 The entire park meets accessibility guidelines
- 5 The entire park was developed/renovated using the principles of universal design

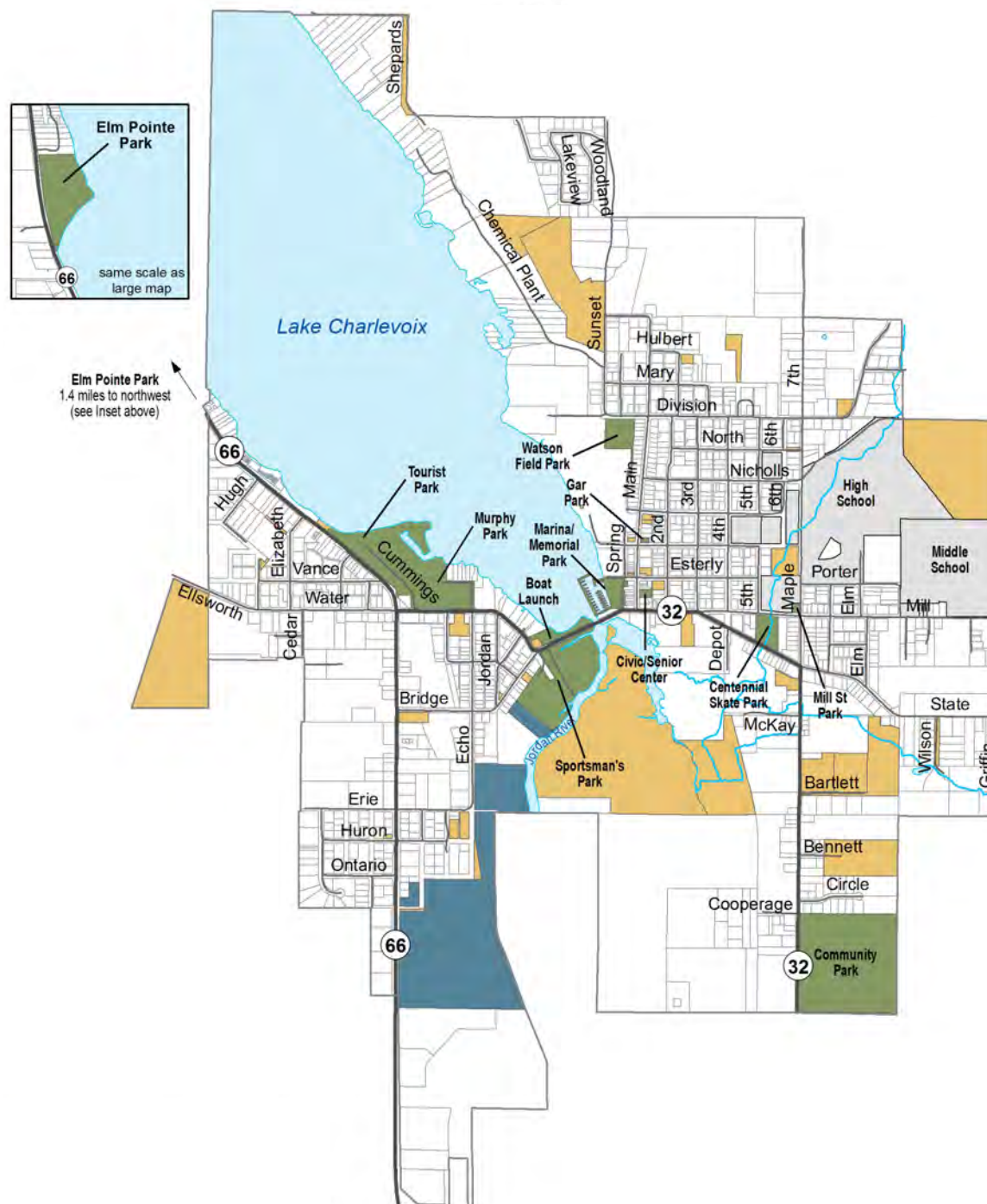
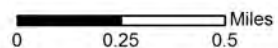


**FIGURE 3.1**

## List of Recreational Properties within the City of East Jordan

FACILITY NAME	PARK TYPE	SIZE (ACRES)	ADA
CENTENNIAL SKATE PARK	Special Use Park	<b>2.7</b>	1
COMMUNITY PARK	Community Park	<b>39.8</b>	2
ELM POINTE	Special Use Park	<b>11.1</b>	2
GAR PARK	Mini-Park	<b>0.2</b>	1
EAST JORDAN MUNICIPAL PARK	Special Use Park	<b>3.2</b>	2
MILL STREET PARK	Mini-Park	<b>0.4</b>	1
SPORTSMAN'S PARK	Natural Area/Community Park	<b>16.3</b>	2
TOURIST PARK/MURPHY FIELD COMPLEX	Special Use Park/Community Park	<b>26.4</b>	1
WATSON FIELD PARK	Neighborhood Park	<b>3.6</b>	1
CITY BOAT LAUNCH	Special Use Park	<b>1.9</b>	2
EAST JORDAN COMMUNITY CENTER	Special Use Park	<b>0.4</b>	2
MURPHY FIELD	Special Use Park	<b>7.5</b>	1

-  City Parks and Recreation Facilities
-  Other City-Owned Properties
-  Little Traverse Conservancy Properties
-  School Properties





## CENTENNIAL SKATE PARK

Centennial Skate Park is a 2.7-acre community park located along the north side of State Street, east of downtown. The park was developed by Rotary Charities, but the city has agreed to maintain it. Improvements were made to the park in 2002 and 2003 which transformed the park from a winter ice rink and baseball park to a new skate park. The park includes an asphalt skate pad with a half-pipe, quarter-pipe, multiple grind rails, and a multipurpose ramp. The park is open seasonally (spring through fall) and includes asphalt parking for seven vehicles, a barrier-free drinking fountain, and electrical conduits for future lighting.

Although the park is still used, it doesn't see as much traffic as it once did. In addition, the park suffers from frequent vandalism.



**ADDRESS** 402 East Maple Street, East Jordan, MI 49727

**MANAGEMENT** City of East Jordan

**ACREAGE** 2.7

**BF RATING** 1

**PARKING** 7 vehicles

**RESTROOMS** No



## COMMUNITY PARK

Community Park is the largest park in the City of East Jordan, encompassing nearly 40 acres of land. Located on the east side of M-32 in the southeastern corner of the City, Community Park serves the entire city and surrounding area. The park is primarily used for active team sports, and includes three irrigated and fenced soccer fields, four regulation-size baseball/softball fields, a playground area and a popular disk-golf course. Additional facilities include a 250-car paved and gravel parking lot, a concession and heated bathroom facility, a sledding hill, walking trails, and a picnic area. The park is heavily used by youth soccer programs and Little League groups.

Although Community Park is popular, it is not very accessible by foot or bike. City officials continue to explore ways to connect the City's existing sidewalks and pathways to the park.



<b>ADDRESS</b>	805 Maple Street, East Jordan, MI 49727
<b>MANAGEMENT</b>	City of East Jordan
<b>ACREAGE</b>	39.8
<b>BF RATING</b>	2
<b>PARKING</b>	250 vehicles
<b>RESTROOMS</b>	Yes



## ELM POINTE

Elm Pointe is situated on approximately 11 acres of land with extensive frontage on the South Arm of Lake Charlevoix. Elm Pointe is owned and operated by the City, yet it is located approximately 1.4 miles northwest of the City boundary via M-66. This beautiful location is primarily used for passive recreational activities such as picnicking and swimming. Park amenities include a paved parking area, restrooms, grills, and picnic tables. A caretaker's house, a Michigan Historic Site, and a museum operated by the East Jordan Historical Society are also located at Elm Pointe. Monroe Creek passes through the site before emptying into Lake Charlevoix. This site is frequently rented for private events such as weddings, family reunions, and graduation parties as well as art fairs and special events.

**ADDRESS** 1787 M-66, East Jordan, MI 49727

**MANAGEMENT** City of East Jordan

**ACREAGE** 11.1

**BF RATING** 2

**PARKING** Available

**RESTROOMS** Available



Photo credit/ city of east Jordan







## GAR PARK

Grand Army of the Republic (GAR) Park is a 0.2-acre mini-park located at the northeast corner of Main and 2nd streets in downtown East Jordan. Park amenities include a small gazebo, benches, flagpole, and a lawn area. This park also features a memorial marker that pays tribute to Civil War veterans.

<b>ADDRESS</b>	1787 M-66, East Jordan, MI 49727
<b>MANAGEMENT</b>	City of East Jordan
<b>ACREAGE</b>	0.2
<b>BF RATING</b>	1
<b>PARKING</b>	Available
<b>RESTROOMS</b>	Available

## CITY MARINA/MEMORIAL PARK

The City Marina/Memorial Park is located on the north side of M-32 on the east bank of Lake Charlevoix in downtown East Jordan. The 3.2-acre park is classified as a special use park, providing specialized facilities including a 60-slip public marina. The park also features a shower facility for marina guests, lakefront walkway, band shell, accessible restrooms, paved parking area and picnic facilities. In June of 2017, after over 50 years at this location, the historic East Jordan and Southern Locomotive No. 6 was moved from Memorial Park to a permanent spot in Sportsman's Park. The removal of the train provides additional space for year-round activities and a number of park improvements that are outlined later in this Plan. For example, during the past winter the park was home to an ice rink.

**ADDRESS** 100 Spring Street, East Jordan, MI 49727

**MANAGEMENT** City of East Jordan

**ACREAGE** 3.2

**BF RATING** 2

**PARKING** Available

**RESTROOMS** Available







## MILL STREET PARK

Mill Street Park is a 0.4-acre mini-park located at the northwest corner of Mill and Maple streets. The park includes functional but outdated playground equipment (slide, seesaw, merry-go-round, etc.), an open grass area, picnic tables and a gravel parking area.

The park also serves as the trailhead for a new mountain bike trail along Brown Creek (shown bottom left).

<b>ADDRESS</b>	601 Mill Street, East Jordan, MI 49727
<b>MANAGEMENT</b>	City of East Jordan
<b>ACREAGE</b>	0.4
<b>BF RATING</b>	1
<b>PARKING</b>	Available
<b>RESTROOMS</b>	Available



### SPORTSMAN’S PARK

Sportsman’s Park is located on the south side of M-32, along the banks of the Jordan River. The 16.3-acre park is primarily an undeveloped natural area comprised of extensive wetlands. The developed portion of the park features a lighted boardwalk and viewing platform that enables visitors to enjoy wetland and wildlife viewing. The park also provides limited fishing opportunities. Other park amenities include a gazebo, paved parking lot, sidewalks, and restroom facilities. The parking lot area is also used seasonally for weekend farmer’s market activities.

Due to its strategic location and magnificent natural setting, Sportsman’s Park is a community focal point, welcoming visitors to the East Jordan community. In June of 2017, with funding provided by the City’s Downtown Development Authority (DDA), the historic East Jordan and Southern Locomotive No. 6 was moved from Memorial Park to a permanent spot in Sportsman’s Park. The new location not only provided much needed space at Memorial Park, but it created a much more prominent location for residents and visitors to view the historic locomotive.

Sportsman’s Park also features a historic building that serves as the educational center for the Jordan River Valley.

Due to its location on the beautiful Jordan River, local officials have discussed placing a formal kayak launch at Sportsman’s Park. In addition, local officials have expressed a desire to construct new restrooms at the park , using a “depot” design that would complement the locomotive. A more formal description and illustration of park improvements can be found in Chapter 5.



ADDRESS	85 Bridge Street, City of East Jordan, MI 49727
MANAGEMENT	City of East Jordan
ACREAGE	16.2
BF RATING	2
PARKING	Available
RESTROOMS	Available



## WATSON FIELD PARK

Watson Field Park is located north of downtown East Jordan along the south side of Division Street. This 3.6-acre neighborhood park provides an opportunity for active recreation activities for nearby residents. Presently, the park features one Little League baseball field. Additional amenities include new playground equipment, restrooms and an informal parking area.

<b>ADDRESS</b>	98 Division Street, East Jordan, MI 49727
<b>MANAGEMENT</b>	City of East Jordan
<b>ACREAGE</b>	3.6
<b>BF RATING</b>	2
<b>PARKING</b>	Available
<b>RESTROOMS</b>	Available



## CITY BOAT LAUNCH

The City Boat Launch is adjacent to the M-32 bridge over the Jordan River/Lake Charlevoix. The boat launch is situated on a 1.9-acre site that is classified as a special use park. The site features one boat launch, a paved parking area, restroom facilities and lighting. The single boat ramp consists of two steel breakwalls with a wooden pier on the inside of one breakwall. The rocks along the shoreline, placed to provide erosion control, provide a surface for fishing. Local officials continue to discuss relocating the boat launch to utilize the current space for private development.

### ADDRESS

**MANAGEMENT** City of East Jordan

**ACREAGE** 1.9

**BF RATING** 2

**PARKING** Available

**RESTROOMS** Available







## EAST JORDAN COMMUNITY CENTER

The East Jordan Community Center is located along Main Street, north of M-32 downtown. The building is situated on a 0.4-acre site and can host a variety of civic activities, shows and programs. The building features a commercial kitchen, meeting rooms, gymnasium, showers, and restrooms. The gymnasium is used for indoor volleyball and basketball. Although the Community Center gymnasium is often used, the remaining portions of the building are underutilized. Local officials continue to discuss whether the Community Center is the best use for the site from a development standpoint, in that it occupies a large portion of one of the two primary blocks in the downtown.

<b>ADDRESS</b>	Main Street
<b>MANAGEMENT</b>	City of East Jordan
<b>ACREAGE</b>	-
<b>BF RATING</b>	2
<b>PARKING</b>	Available
<b>RESTROOMS</b>	Available

### TOURIST PARK

This complex is a 26.4-acre special use and community park located at the intersection of M-32 and M-66 with frontage on Lake Charlevoix. Tourist Park is a popular destination for tourists and features a campground and beach. The park also features a small-craft marina, but access to the marina fluctuates with water levels.

Tourist Park Campground provides modern and rustic campsites for tents and RVs. Eighty-seven campsites are available with full hook-up facilities, including water, sewer, electricity and cable. Twenty-four tent campsites are available. The RV sites are typically full from the end of June through August, with waiting lists for many of the holiday weekends. The campground is also used in the winter months by snowmobilers. The small-craft marina is not usable due to sand deposition problems when lake levels are down. Current slips are limited in length and are intended to serve small to medium sized boats (18-24 feet in length). Plans are now underway to dredge the marina area and develop two boat launches.

In addition to the campground, beach and boat slips, Tourist Park includes a beach volleyball court, pavilion, playground equipment, a fenced toddler play area, a beach house, public restrooms and a storage building. The beach house, which features electric and water services, cooking facilities and a fireplace, is available for rent during the non-winter months for a nominal fee.



ADDRESS	218 N Lake St, East Jordan, MI 49727
MANAGEMENT	City of East Jordan
ACREAGE	26.4
BF RATING	2
PARKING	Available
RESTROOMS	Available



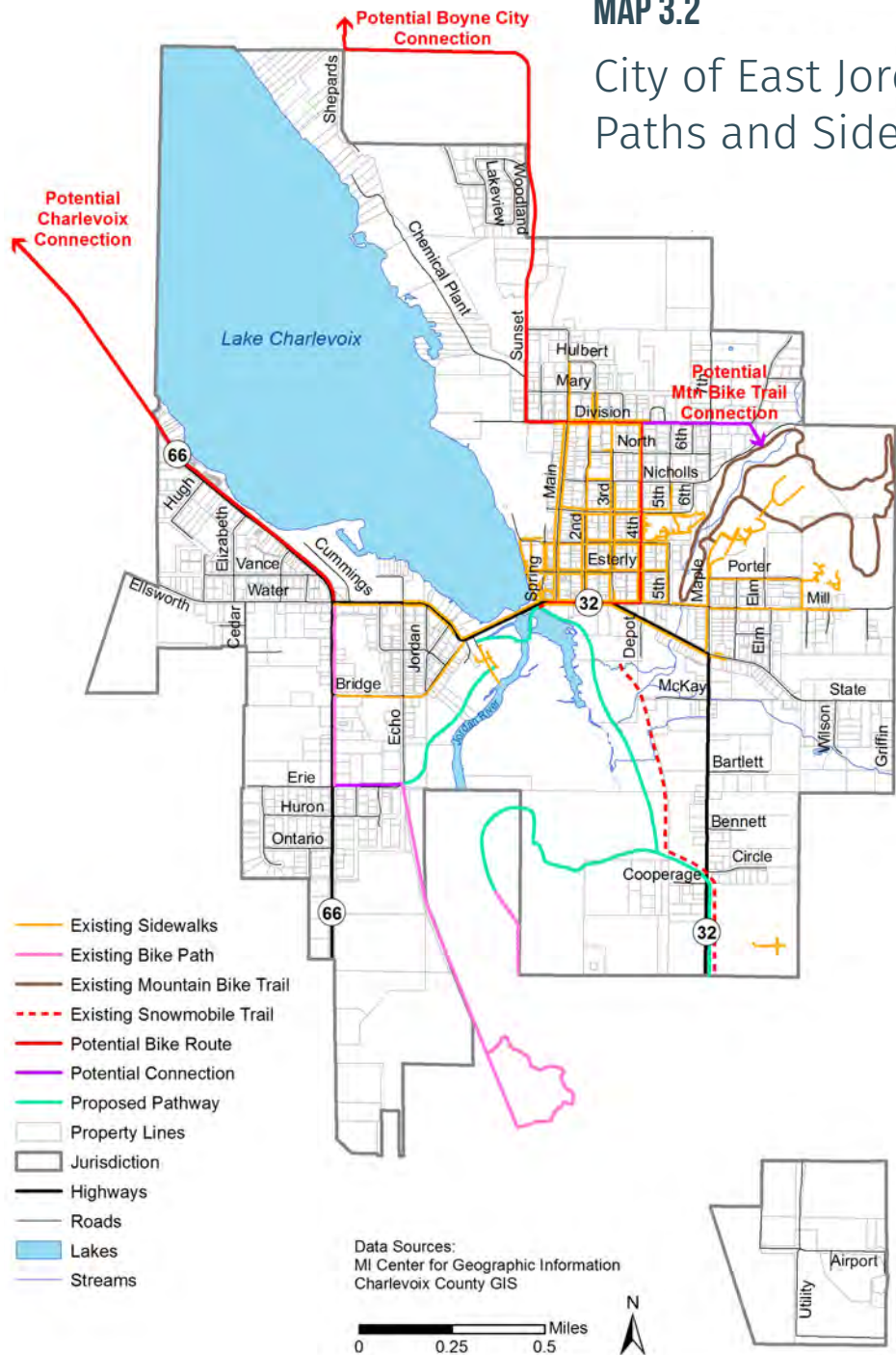
## MURPHY FIELD

Murphy Field and the Softball Field are located along M-32 along the southern edge of the Tourist Park complex. In addition to an adult softball field (lighted) and Murphy Field (Little League field), there are two full-size basketball courts (lighted) and two tennis courts (lighted). Additional facilities include a playground area, press box, restrooms, informal gravel parking areas and limited open space.

<b>ADDRESS</b>	404 Water Street, East Jordan, MI 49727
<b>MANAGEMENT</b>	City of East Jordan
<b>ACREAGE</b>	7.64
<b>BF RATING</b>	2
<b>PARKING</b>	Available
<b>RESTROOMS</b>	Available



## MAP 3.2

City of East Jordan  
Paths and Sidewalks

## NON-MOTORIZED TRANSPORTATION OPTIONS

The City of East Jordan is committed to providing a variety of non-motorized transportation options to residents and visitors. The existing City sidewalk network serves pedestrians in the downtown area and throughout many of the residential areas of the City. Additionally, a segment of non-motorized pathway has been provided along the M-66 corridor between M-32 and Erie Street. Many of the participants in the Resilient East Jordan process, noting connectivity and recreational benefits, stated a need for expansion of the City's non-motorized transportation network. Responses from the Resilient East Jordan Community Planning Survey indicate that residents find getting around the City by automobile much easier than by foot or bicycle. Survey respondents also ranked improvements for pedestrians and better safety features for pedestrians and bicycles as the two most important transportation improvements that should be considered in future planning efforts.

## EAST JORDAN PUBLIC SCHOOL DISTRICT FACILITIES

East Jordan Public School District facilities are primarily concentrated in one campus area totaling approximately 106 acres in size, with Brown's Creek running through a deep valley situated in the middle of the campus area. These facilities include East Jordan High School, Middle School and Elementary School. A variety of recreational facilities, primarily sports facilities, are found at the public school campus. Although owned and operated by the school district, some of these facilities, such as the playground at the Elementary School, may be utilized by the citizens of East Jordan when they are not in use for school functions.

Recreational programs offered by the school district include boys and girls basketball, softball, track/cross-country, girls volleyball, boys football and baseball, and boys and girls soccer. The recreational facilities found at the public school campus are described as follows:



- One community indoor pool is located within the High School. The pool maintains regular hours and programs for the general public.
- Boswell Stadium, adjacent to the High School, includes a lighted football field and track, scoreboard, bleachers, a concessions building and restrooms.
- One practice football field adjacent to Boswell Stadium.
- Indoor gymnasium and community auditorium within the High School.
- One girls softball field adjacent to the High School.
- One boys baseball field adjacent to the High School.
- The Elementary School includes a fenced play area with basketball hoops, a paved play area and a large multi-level accessible play structure. This playground is open to the public after school hours.
- The Brown's Creek Nature Area is an approximately 7-acre area that includes a gazebo and boardwalk.
- North Field is a 2.5-acre site north of the Elementary School.



## PRIVATE/COMMERCIAL RECREATIONAL FACILITIES

Beyond the public and school recreational facility-ties, several additional recreational facilities are generally available for use by the public. These facilities are listed below:

- The Jordan Valley District Library is a 10,000 square foot facility located at the High School.
- The Anishinaabe Inter-Council Grounds, located on the south side of Mill Street in the eastern portion of the City, is a cultural and ceremonial site for various activities.
- Gemini Lanes is a 6-lane bowling alley located on Main Street downtown.
- The Jordan River Arts Center is located at the intersection of Main and Williams streets downtown. It hosts various art exhibits and other activities.
- The Downtown Historical Museum is adjacent to City Hall and includes numerous items of historical significance.

## CONSERVANCY-OWNED PROPERTIES

Several conservancy-owned properties are found within the City of East Jordan. These properties are highlighted on Map 3.1. These properties serve as undeveloped nature preserves. The largest conservancy property, owned by the Little Traverse Conservancy, is located east of M-66 in the southern portion of the City.



## REGIONAL RECREATION FACILITIES

Many regional recreation facilities are located within close proximity to East Jordan and are frequently utilized by its citizens. Descriptions of these facilities follows.

### Golf Courses

Several golf courses are found in the County, including:

- The Mallard
- Ye Nyne Olde Holles
- Boyne Mountain Resort and Spa
- Belvedere

### Raven Hill Discovery Center

Raven Hill Discovery Center is a children's activity area with animals, hiking trails and a museum that is open to the public for seasonal use. This recreation facility is located approximately 4 miles east of East Jordan in Wilson Township.

### Whiting County Park

Whiting County Park is an area of 118 acres in Eveline Township that was donated to the County for use as a park by Perry Whiting in 1923. With frontage on Lake Charlevoix, this park has approximately 50 campsites, a swimming beach and boat launch. Additional facilities include a ball field, community buildings, pavilions and picnic facilities.

### Thumb Lake County Park

Thumb Lake County Park is an approximately 10-acre site that features over 1,500 feet of frontage on the east end of Thumb Lake. This is a popular swimming beach used by residents and visitors. A variety of improvements have been made to the park in recent years, including the construction of a new parking lot.

### Porter Creek County Park

The approximately 100-acre Porter Creek County Park is located north of East Jordan in Wilson Township. In 1996, the County assumed ownership of the land from the Michigan Department of Natural Resources. The land is undeveloped and is characterized by a mixture of wetlands and wooded uplands.

### Little Traverse Wheelway

The Little Traverse Wheelway is a non-motorized trail that was opened to the public in 2002. It begins at the corner of Waller Road and U.S. 31 in Charlevoix Township and stretches 7.5 miles through Charlevoix County up to the Emmet County line. The Emmet County portion of the trail extends through Petoskey and ends near Harbor Springs. The trail is widely used by bicyclists, rollerbladers and walkers during the spring, summer and fall, and cross-country skiers during the winter months.



### **Fisherman's Island State Park**

Fisherman's Island State Park is located northwest of East Jordan. It includes picnic areas and 90 rustic campsites on 2,678 acres along the Lake Michigan shoreline. Activities include swimming, hunting, fishing and hiking.

### **Young State Park**

Young State Park is located on the north shore of Lake Charlevoix near Boyne City. This 563-acre facility includes 293 modern campsites with electricity, flush toilets, showers and a sanitation station. The park is a popular location for swimming, fishing, hiking and cross-country skiing. The park has picnic facilities, playground equipment, a swimming beach and a beachhouse.

### **Jordan River Valley and State Forest**

The Jordan River is protected under the state's Natural Rivers Act of 1972 as a wild and scenic river. There are more than 18 miles of footpaths located throughout the valley, which includes habitat for a variety of wildlife species including eagle nesting sites.

## PAST DNR GRANTS

When preparing a Recreation Plan, the Michigan Department of Natural Resources (DNR) requires that information be provided on grants that have been received in the past for acquisition or development of recreation facilities. In the past, the City of East Jordan has received two grants through the Michigan DNR for park facility development. An assessment of each grant is provided below.

### **Third Ward Park: Grant No. 26-00725**

In 1976, the City received a grant of \$8,000 for Third Ward Park, which is now known as Watson Field Park. The funding was used to provide a restroom with utilities, picnic equipment, lighting and miscellaneous site improvements.

With its Little League baseball field, Watson Field Park remains an active and well utilized neighborhood park. Constructed more than 30 years ago, the restrooms and picnic facilities remain at the park, but are in a deteriorating condition.

### **Community Park: Grant No. CM99-056**

In 1999, the City received a grant in the amount of \$369,000 for a major development project at Community Park. The grant was used to construct new soccer fields, ball diamonds, barrier-free restrooms, a concession stand, lighted parking lot, picnic area, paved bike/pedestrian path, and a quarter-mile nature trail. Other grant elements included landscaping, signage and bleachers. As was noted earlier, this park is the City's primary location for active sports activities. In particular, this park experiences a tremendous amount of use by the youth soccer and Little League groups.

### **Waterways Commission Grants - City Marina**

Feasibility Study 2006 - \$7,500

Infrastructure Upgrades 2007 - \$10,600

Dredging and Electrical Upgrades 2009 - \$180,000



## AMERICANS WITH DISABILITIES ACT COMPLIANCE

With the passage of the Americans with Disabilities Act of 1990 (ADA), all areas of public service and accommodation became subject to barrier-free requirements, including parks and recreation facilities and programs. The ultimate goal is to provide recreation opportunities that include everyone regardless of physical or mental impairment

When evaluating the accessibility of parks and facilities, barriers should be recognized from the perspective of the participant. These perspectives aid in preparing the design and planning future improvements to both current and existing facilities. Therefore, we can determine whether a site, building, and/or facility is in compliance with the Americans with Disabilities Act Accessibility Guidelines.

### Perspectives to Consider:

- Could a person with vision impairment have a reasonable means of identifying the facilities?
- If a person is physically disabled, is there a means to access all facilities, and if there are barriers, is an alternate route available?
- If a person has a reading disability, could the person recognize standard symbols indicating parking, restrooms or trailways?
- If a person uses a walking aid such as crutches or braces, could the person participate with a group in the facilities and move from the arrival place (parking area) to the activity area?

Consideration should also be given to accessibility for people with physical limitations that are not considered handicaps, but are increasingly prevalent in a society with a growing number of aging but active adults.

An evaluation of the City's parks and recreation system's accessibility to persons with disabilities was conducted as a component of the recreation inventory found in this chapter. Each site was assessed relative to accessibility status and is noted in this chapter.

# CHAPTER 4

## PLANNING AND PUBLIC INPUT PROCESS

The City of East Jordan has consistently planned for recreation and open space opportunities for its residents over the past decade. Several local entities such as the schools, the Downtown Development Authority (DDA), community groups and resident groups have supported recreation initiatives, and the City Commission has authorized the formation of a Parks and Recreation Advisory Committee.

In the fall of 2016, City officials kicked off a public planning process to develop a revised Parks and Recreation Plan for East Jordan. Through well-publicized public meetings and open dialogue, citizens and public officials have shaped a Recreation Plan that is unique to the East Jordan community.

This Plan builds upon the previous Parks and Recreation Plan (2012), and revises sections where significant changes have occurred in the past five years. This planning effort also came on the heels of a larger community master planning effort, which included numerous public meetings and citizen engagement activities. In addition, a special survey was administered to get specific input on parks and recreation in East Jordan.



# PUBLIC MEETINGS OVERVIEW

## OCTOBER 19, 2016 / KICKOFF MEETING

The Project Kickoff Meeting was held at the City of East Jordan City Hall in the fall of 2016. Following introductions, the project team discussed the proposed work plan for updating the Parks and Recreation Master Plan, and led a discussion with attendees focused on identifying the key issues and stakeholders who should be involved in the planning process. The project team then led participants in a review of the existing action plan to determine the status of the previously set goals and objectives. Below is a summary of the themes that attendees identified as focal points of the new plan:

### Improving Management of Recreational Assets

- Develop a strategy for completion of Community Park
- Develop an action plan for Tourist Park
- Need to reevaluate parking space for campers and other recreational vehicles at Tourist Park
- River is a huge asset; need to make sure people know beach is public at Tourist Park
- Market experiences (e.g., mountain biking, walking on the beach, etc.)
- More uniform, visual continuity in parks (picnic tables, trash cans); Community Park is a good model

### Leveraging People and Experiences

- Ecotourism opportunities
- Involve Friends of the Jordan River
- Need for a community center for large gatherings
- How do recreational amenities define East Jordan’s sense-of-place? What are the defining amenities? These amenities can be leveraged for economic development

### Infrastructure

- Upgrade restroom facilities (currently seasonal)
- Observatory posts
- Focus on small maintenance fixes (e.g., painting, fixing small things, etc.)
- Improve signage at Tourist Park
- Plumbing is in poor shape

### The Harbor

- Need to create a Harbor master plan
- Need to address outside breakwall – this is the entrance to the community for boaters
- Focus on harbor beyond just dredging
- Boathouse needed

### Trails and Connectivity

- Mountain bike trails
- Foot trails, nature trails, conservancy (explore opportunities for connections to downtown)
- Memorial/Harbor Park – connection to Sportsman’s Park



# PUBLIC MEETINGS OVERVIEW

## JANUARY 17, 2017 / STAKEHOLDER MEETING

Following the Project Kickoff Meeting in the fall of 2016, a Stakeholder Meeting was convened to further identify how the parks and recreational assets of the City of East Jordan would be evaluated, and what would constitute high priorities for the planning team.

The planning team further engaged attendees in determining a public Open House Meeting date, and provided insight into other community opportunities for engagement. The stakeholders weighed in on the Community Opinion Survey process and development, and helped to identify next steps for the planning team.

## FEBRUARY 9, 2017 / PUBLIC OPEN HOUSE

In February of 2017, a Public Open House Meeting on updates to the parks and recreation master plan was held in the East Jordan Civic Center. This public meeting was the second in a series of public input and comment opportunities for citizens to give input on long-term investments in East Jordan's recreational services and amenities.

Topics of discussion included future visions for Sportsman's Park and Memorial Park, and a review of the community survey that will help inform updates to the parks and recreation plan. The meeting also included a presentation and discussion led by Jeff Winegard, executive director of the Top of Michigan Trails Council, regarding potential connections to the region's extensive network of trails.

# PUBLIC MEETINGS OVERVIEW



Attendees at the February 9 Open House Meeting participated in several activity boards. These activity boards included questions about the status of current park and recreation offerings, management, and plans for moving forward. Participants then showed their support for various ideas and viewpoints with stickers. The activity board questions are located at right.

The activity boards generated 70 responses, and top priorities and outcomes are organized on the on the following page.

## Activity Board Questions:

- What does Memorial Park look like in the future?
- What does Sportsman’s Park look like in the future?
- What are our barriers to success?
- What actions can we take to achieve our goals?
- What does our community look like in the future?
- What has our community accomplished well?
- What could our community do better?

## What does our community look like in the future?

Trail system from east to west and around wetlands south of town  
 Bike path or trail connecting other local towns and areas  
 Spur to Charlevoix and Boyne  
 Public seating to encourage congregating  
 A gathering place...food (quality and variety)  
 A destination...not a point to pass through  
 An active, healthy community

2

## What actions can we take to achieve our goals?

Publicize and market activities and facilities (social media?)  
 Educate and encourage community interaction  
 Become a Trail Town  
 People becoming involved

3

4

## What are our barriers to success?

A dedicated Parks and Recreation Director to champion the plan  
 Lack of public participation in parks and recreation planning

1

## What could our community do better?

Update and improve boat launch  
 Jr. ball field (13 -18 year olds)  
 Connect existing parks and trails  
 Improve boat launch and add places to put in/ take out kayaks and canoes  
 Make access from one side of bridge to other more efficient (north to south)  
 Make use of existing organizations for volunteers  
 More public participation

## What has our community accomplished well?

We have started the planning process  
 Proactive and visionary leadership  
 Lots of playgrounds

5

Activity boards that got the most public participation are included above, with 1 being the most active board. Priorities that received 3 or more members in agreement are listed below each.



# PUBLIC MEETINGS OVERVIEW

## MARCH 13, 2017 / PUBLIC MEETING

In March of 2017, the project team met with community members to summarize and review results from the February Public Open House and to determine which priorities should be included in the short- and long-term action plan.

Participants were then led through an activity and exercise to identify the challenges and opportunities for each public park, and then to create a collaborative vision for each park.

# RESULTS OF PUBLIC MEETINGS

## COMMUNITY PARKS VISIONING

### CIVIC CENTER

The discussion around the East Jordan Civic Center focused on envisioning what is the best use of space from an economic development standpoint given the proximity to downtown East Jordan. Many believe the Civic Center is still a good asset for recreation, though it is underutilized.

#### **Opportunities:**

- Maximize the economic potential of the Civic Center

#### **Challenges:**

- Currently underutilized

### CENTENNIAL SKATE PARK

The Centennial Skate Park is a community asset for area youth and teens, and the City of East Jordan has an agreement with the Rotary Club to maintain it. The park currently suffers from vandalism, and better lighting is suggested as an improvement.

#### **Opportunities:**

- Create a regional attraction for youth, teens, and families

#### **Challenges:**

- Vandalism

# COMMUNITY PARKS VISIONING

## COMMUNITY PARK

The single major issue facing Community Park according to residents is a lack of accessibility. There is currently no direct bike access to this recreational amenity.

### Opportunities:

- The Disk Golf Course has been a huge regional attraction

### Challenges:

- Restrooms closed in the winter
- Building doesn't work for ice rink
- Connected by snowmobile trail – most property owners didn't want non-motorized uses or snowmobile trail
- Disk golf is all “par 3”
- Fields are crowned and shouldn't be
- 300 ft fences – 90 ft bases on baseball field
- Host some tournaments
- 

## BOAT LAUNCH

- Private Development? – It's moving
- How much stays public – for something like a kayak launch
- Good to have in the economic market of East Jordan
- Would need to make Sportsman's Park a bigger hub of activity



## COMMUNITY PARKS VISIONING

### ELM POINTE PARK

- Additional Parking – People Park on M-66
- Improved access (parking) for beach access
- No room for reception at the building
- Need full plan for Elm Pointe

### GAR PARK

- Triathlon starting point/end point
- Picnic/Passive Park – New park furniture

# COMMUNITY PARKS VISIONING

## MILL STREET PARK

- Phase I of mountain bike trail is done
- Staging Area for the mountain bike trail
- Parking and signage are important
- \$ from Trail

## SPORTSMAN’S PARK

- Where would a motorboat launch go?
- Replicate Depot theme in restroom facility
- Beach volleyball courts

## COMMUNITY PARKS VISIONING

### TOURIST PARK

- Look into wetland sampling for park space
- “Rustic” at northwest end
- More cabins at Tourist Park near the storage building by the beach
- Issues with DEQ if cabin has electric/water
- Boat launch (double) 11 minutes to tourist park
- Facing northeast with prepping areas
- Will include dredging
- Kayak launch/Fishing Pier at old boat launch
- For economic development
- Bathroom facility by tennis courts

### WATSON FIELD PARK

- Idea for Dog Park in previous park plans
- Use will change drastically when Foundry leaves and open space is available
- Possible location for Jr. field if additional land is acquired (parking lot)



# PUBLIC MEETINGS OVERVIEW

## NOVEMBER 11, 2017 / OPEN HOUSE

In November 2017, local officials hosted a final Open House at which citizens had the opportunity to review and comment on the draft Goals and Objectives for the Plan.

Following the Open House, a draft Parks and Recreation Plan was developed for the City of East Jordan. Among others things, the draft Plan outlined a series of goals and implementation measures for park developments and improvements, new trails and marketing. In addition, the Plan included detailed park plans for Sportsman’s Park and Memorial Park. In January of 2018, the City authorized the release of the draft Plan for public comment and review, placing a copy of the draft plan at the City offices and online. A copy of the notice of availability of the draft Plan for review can be found in Appendix A.

Following the month-long public comment period and a formal public hearing, the City Commission adopted the new Parks and Recreation Plan in February 2018. A copy of the notice for public hearing and the resolution to adopt the Plan can be found in Appendix B and C. Upon its formal adoption, the Parks and Recreation Plan was submitted to the Michigan Department of Natural Resources for acceptance and approval.

## COMMUNITY SURVEY

In the fall of 2017, in an effort to collect additional public input for the parks and recreation plan, the planning team worked with local officials to develop questions for a community-wide survey. The goal of the survey was to learn more about the recreational habits of the citizens of the community, their goals and desires, and their priorities for investment. The survey was placed on the City's website over a two-month period. In total, 124 survey responses were received by the project team. The project team used the results to verify the "bottom-line" goal statements found in Chapter Five. Among the more interesting results of the survey:

72% of respondents said that "parks and recreation facilities are important to our community and worthy of our support"

For the statement, "parks and recreation facilities should be supported by those who use them rather than by general taxpayer dollars," 38% of respondents said they "somewhat agree," whereas 54% of respondents said they "somewhat disagree."

A full copy of the survey and its results can be viewed at the City offices.

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# CHAPTER 5

## ACTION PLAN

### Purpose of the Action Plan

The primary purpose of this Parks and Recreation Plan is to guide the enhancement and development of parks and recreation assets within the City. However, due to the City's proximity to some of northern Michigan's most spectacular natural resources, this Plan goes beyond the traditional purview of ball fields and tennis courts; this Plan outlines ways in which the City can leverage its natural assets to help establish a unique sense of place that attracts new residents and businesses and fosters new opportunities for recreation-based tourism and economic development.

The Action Plan in this chapter was created to identify how the City will invest time, research, funding and other support in order to improve the recreational assets of the City. The goals and actions described in this chapter were developed and based on an understanding and assessment of the City's existing recreational assets, an analysis of the latest national and regional recreational trends, an analysis of the City's demographics, and research on the economic impacts of recreation, as well as considerable input from the public, key community and recreation stakeholders, City staff, the Parks and Recreation Committee, and City Council.

This Action Plan was shared with the public at a community open house in November 2017, as well as in the formal public hearing in February 2018.



Goals provide statements that describe the desired future for parks and recreation in East Jordan as well as a foundation and general direction for local decisionmakers. In an effort to clarify and simplify the recreational goals for the City, a brief “bottom-line” goal statement is provided, followed by a more detailed

goal statement. Objectives are more detailed descriptions of activities needed to work toward and/or achieve the goals. It is important to remember that this plan is a working document and therefore susceptible to adjustments as conditions and priorities change and/or partnerships and funding opportunities arise.

## GOAL 1

### CONNECT CITY ASSETS

Ensure that parks and recreation facilities are connected to the downtown area and surrounding neighborhoods through safe and well-designed multi-use trails, pathways and sidewalks.

## GOAL 2

### CONNECT THE CITY TO THE REGION

Work with neighboring jurisdictions and regional trail advocacy groups to provide connections to trail networks throughout the region.

## GOAL 3

### DEVELOP GREAT PARKS

Continue to improve, develop and expand parks and recreation facilities that provide diverse recreation opportunities for all age and ability groups, and  
Provide for the effective, sustainable and financially sound operation and maintenance of parks and recreation facilities.

## GOAL 4

### LEVERAGE PARKS FOR ECONOMIC DEVELOPMENT

Leverage current and future recreation assets and natural resources for year-round recreational tourism-based economic development opportunities.

## Goal 1. “Connect City Assets”

**ENSURE THAT PARKS AND RECREATION FACILITIES ARE CONNECTED TO THE DOWNTOWN AREA AND SURROUNDING NEIGHBORHOODS THROUGH SAFE AND WELL-DESIGNED MULTI-USE TRAILS, PATHWAYS AND SIDEWALKS.**

### Objectives

**A. Continue to support and assist in the development of the remaining phases of the Browns Creek Pathway.**

1. Create a formal trailhead with formal sign kiosk for the Browns Creek Pathway along Mills Street.
2. Consider grooming the pathway in the winter months for fat-tire biking.

**B. Provide connectivity between the east and west sides of the City for non-automobile modes of transportation.**

1. Provide a safe pedestrian connection over the Jordan River to connect the east and west sides of town that is separate from the existing vehicular bridge.

**C. Maintain and expand the sidewalk system within the City.**

**D. Adopt a Complete Streets policy that considers all modes of transportation when designing and implementing street construction and improvement projects.**

**E. Create a non-motorized wetland trail through properties within the Jordan River Valley.**

1. Identify a potential trail route and properties that need to be crossed.
2. Work with property owners, conservancy groups and other stakeholders to design the trail, acquire necessary easements and secure funding for trail construction.

**F. Create a dedicated, safe and well-maintained motorized trail for snowmobiles within the City.**

1. Work with local and regional stakeholders to determine an appropriate location for a trail; design, fund and build a dedicated snowmobile trail.

**G. Work with the Friends of the Jordan River Watershed to develop a formal water trail along the Jordan River.**

1. Adhere to state and national best practices for water trail development and seek a formal “state water trail” designation.
2. Create a trailhead for the water trail at Sportsman’s Park.

## Goal 2. “Connect the City to the Region”

### **WORK WITH NEIGHBORING JURISDICTIONS AND REGIONAL TRAIL ADVOCACY GROUPS TO PROVIDE CONNECTIONS TO TRAIL NETWORKS THROUGHOUT THE REGION.**

#### Objectives

- A. “Circle the Lake” - Work with Charlevoix County, the Top of Michigan Trail Council (Jeff Winegard), the Michigan Department of Natural Resources Northern Lower Peninsula Trail Coordinator (Emily Meyerson) and neighboring jurisdictions to plan for the creation of a non-motorized trail connection to Charlevoix and Boyne City.
- B. Consider applying for a “community assistance project” from the National Park Service Rivers, Trails and Conservation Assistance Program to assist in the development of a non-motorized trail connection to Charlevoix and Boyne City.
- C. Work with the Tip of the Mitt Watershed Council, the Lake Charlevoix Association and neighboring jurisdictions to explore the development of a formal water trail around Lake Charlevoix.



### Goal 3. “Develop Great Parks”

**CONTINUE TO IMPROVE, DEVELOP AND EXPAND PARKS AND RECREATION FACILITIES THAT PROVIDE DIVERSE RECREATION OPPORTUNITIES FOR ALL AGE AND ABILITY GROUPS, AND PROVIDE FOR THE EFFECTIVE, SUSTAINABLE AND FINANCIALLY SOUND OPERATION AND MAINTENANCE OF PARKS AND RECREATION FACILITIES.**

#### Objectives

##### **ELM POINTE**

- A. Convene public officials to develop a clear plan for the park.
- B. Relocate the Historical Museum to downtown East Jordan.
- C. Enhance and expand access to all lakefront area.
- D. Consider new options for parking to get parked cars off M-66.

##### **CITY BOAT LAUNCH**

- A. Convene public officials to develop a clear plan for which portions of the boat launch (if any) will be utilized for private redevelopment.

##### **CITY MARINA/MEMORIAL PARK**

- A. Upgrade marina facilities (outside breakwall and docks).
- B. Study and determine how to efficiently and effectively control and manage sand infiltration and provide funding for dredging as necessary.
- C. Upgrade the park, consistent with the 2017 site plan (see Figure 5.1).
  - 1. New gas dock, marina building and bathhouse, consistent with the architectural style of the existing band shell.
  - 2. Add new lighting fixtures that have an aesthetic style consistent with a maritime character.
  - 3. Add a new paver seating area.
  - 4. Add a small and decorative splash pad.
  - 5. Reconfigure Spring Street into a one-way street (for cars and pedestrians) with decorative pavers.
  - 6. Encourage downtown businesses on the southernmost block of Main Street that back up to Spring Street to provide customer entrances, outdoor seating and other amenities on the Spring Street side of their buildings.
  - 7. Continue to expand and enhance musical performances and other celebrations within the park.

## COMMUNITY PARK

- A. Install a well for irrigation of the sports fields.
- B. Work to level the sports fields (remove the crown).
- C. Reconfigure the sports fields to develop a larger baseball field (with fences at 300 ft.).
- D. Explore new opportunities to market and expand the disk golf course; explore the possibility of hosting a tournament.
- E. Consider purchasing the lot adjacent to the entrance of the park and develop a trail that connects the park to the downtown.

## TOURIST PARK

- A. Upgrade the park, consistent with elements of the 2012 site plan (see Figure 5.2).
  - 1. Provide additional rustic cabins near the storage building adjacent to the beach.
  - 2. Upgrade the bathroom facility adjacent to the tennis courts.
  - 3. Develop an accessible kayak launch and fishing pier at the location of the old boat launch.
  - 4. Develop a new double-lane boat launch with prepping and loading areas.

## SPORTSMAN'S PARK

- A. Upgrade the park, consistent with the 2017 site plan (see Figure 5.3).
  - 1. Add interpretive signage around the newly placed locomotive.
  - 2. Add lighting and a roof over the locomotive (don't fence it off).
  - 3. Develop a sustainable plan to maintain the integrity and condition of the train.
  - 4. Develop an accessible kayak launch and kayak rack on the Jordan River at the southern end of the park.
  - 5. Redevelop the restroom facility with a "depot" theme, consistent with the locomotive.
  - 6. Provide new pedestrian pathways within the park and provide a better connection to the Watershed Center.
  - 7. Affix some type of permanent sign that indicates the park is home to the farmers market.
  - 8. Discuss with MDOT the possibility of a pedestrian crosswalk with crosswalk signs near the park entrance.

## EAST JORDAN CIVIC/SENIOR CENTER

- A. Convene public officials to determine the future of the Civic Center – keep it and provide upgrades, or sell the building for redevelopment opportunities
- B. Meet with East Jordan Public Schools to determine if school recreation facilities could be used by community members.

## **WATSON FIELD**

- A. Consider opportunities for park expansion once the Iron Works Foundry is removed.

## **GAR PARK**

- A. Provide new park furniture (benches, picnic table).

## **CENTENNIAL SKATE PARK**

- A. Convene public officials to develop a clear plan for the skate park.
- B. Consider expanding and enhancing the skating elements and amenities.

## **MILL STREET PARK**

- A. Develop a formal trailhead the Browns Creek Pathway.
- B. Convene public officials and neighborhood residents to determine the appropriate use and needs for the park.

## **GENERAL PARK IMPROVEMENTS**

- A. Incorporate universal design in all new and redeveloped park and recreational projects.
- B. Consider development of City-wide standards that are conducive to creating “dark sky” conditions.
- C. Develop City-wide wayfinding maps that complement existing wayfinding signs.
- D. Develop interpretive signs throughout the City (including City parks) that address the City’s unique heritage, history and natural resources.
- E. Consider park amenities in the redevelopment of the Iron Works Foundry site.

## **PARK MAINTENANCE AND OPERATION**

### **A. Provide for the effective, sustainable and financially sound operation and maintenance of parks and recreation facilities.**

1. Seek assistance from dedicated service clubs, organizations, volunteers, associated and other state organizations (e.g., Michigan Mountain Bike Association) to assist in planning for, maintaining and improving park and recreation facilities.
2. Conduct an annual review the Parks and Recreation Master Plan to be sure projects and priorities are still relevant and consistent.
3. Hire a full-time Parks and Recreation Director.
4. Consider how changes in climate might impact the development of park infrastructure (e.g. harbor depth, non-motorized trails).
5. Encourage citizens to attend Recreation Commission meetings and/or volunteer to serve on the Recreation Commission.

## **PARK AND RECREATION FUNDING**

### **A. Seek new and alternative funding sources and partnerships to assist in implementing the goals and capital improvement projects in this Plan.**

1. Develop a database of all the community-based service organizations and foundations within the region. Research missions, funding targets and giving cycles. Make contacts and learn how potential applications for funding are best prepared.
2. Continue to offer and maintain programs, events and facilities that generate revenue for the community to invest back into parks and recreation.
3. Obtain assistance from alternative funding sources, such as grants (including the Michigan Department of Natural Resources) from private and public entities, individual and corporate donations, sponsorships and fund-raising events.



## Goal 4. “Leverage Parks for Economic Development”

### **LEVERAGE CURRENT AND FUTURE RECREATION ASSETS AND NATURAL RESOURCES FOR YEAR-ROUND RECREATIONAL TOURISM-BASED ECONOMIC DEVELOPMENT OPPORTUNITIES.**

#### Objectives

##### **A. When ready, pass a formal resolution declaring the City of East Jordan a “Trail Town.”**

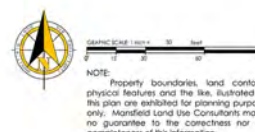
1. Consider applying for “Pure Michigan Trail Town” status, once the standards are codified in the fall of 2017 or early 2018.

##### **B. Educate citizens and the larger community on the area’s parks, natural resources, recreational opportunities and the economic potential of recreation-based tourism.**

1. Work with the East Jordan Public Schools to educate students (including field trips) on the area’s natural resources and recreational opportunities.
2. Work with local sponsors and the business community to create and promote events that increase awareness about area resources and natural lands.
3. Work with the East Jordan Area Chamber of Commerce and Downtown Development Authority to host an annual event/tour of the City’s recreational assets for employees of the local service industry.
4. Continue to work with groups like the Tip of the Mitt Watershed Council, Friends of the Jordan River Watershed, the Michigan Department of Natural Resources, the Charlevoix County Land Conservancy and the Little Traverse Conservancy to provide educational materials and programs within the community.
5. Develop a basic fact sheet on the economic impact of trails and recreation that could be distributed to business owners or used at presentations. These facts should include broad national and State of Michigan statistics from the Outdoor Industry Association (OIA), statistics from regional trail and recreation programs (e.g., TART), and discussions with local officials and downtown merchants.
6. Work with local restaurants like the Blue Flame to get a sandwich or other meal named after the Jordan River or Lake Charlevoix – or a trail, once it’s established.

##### **C. Develop a campaign or program to promote the area’s natural resources and recreational opportunities.**

1. Create an attractive and cohesive signage system for parks and other recreational lands and properties. Include items like recreational access point signs, wayfinding signs and educational signs.
2. Create and update a website for the promotion of the natural features and recreational opportunities within East Jordan.
3. Create and distribute brochures and maps for the promotion of the natural features and recreational opportunities within East Jordan.





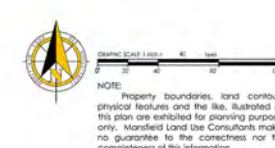
## SITE PLAN 5.2

## Tourist Park

**Tourist Park / Murphy Field**

Recreation Complex City of East Jordan Winter 2012







# APPENDIX