

City of Frankfort Beach Infrastructure Plan

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OVERVIEW AND LOCATION DESCRIPTION

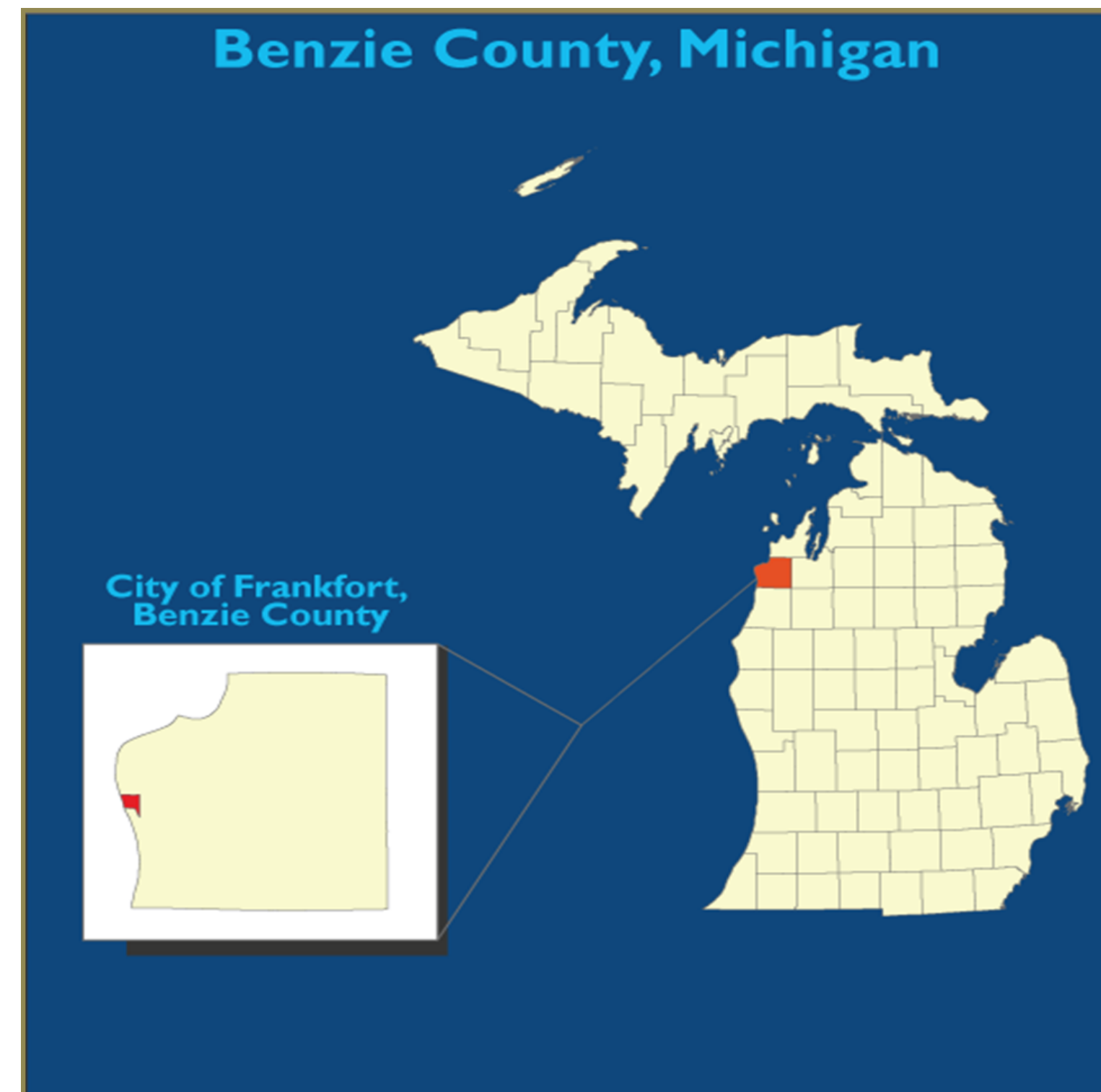
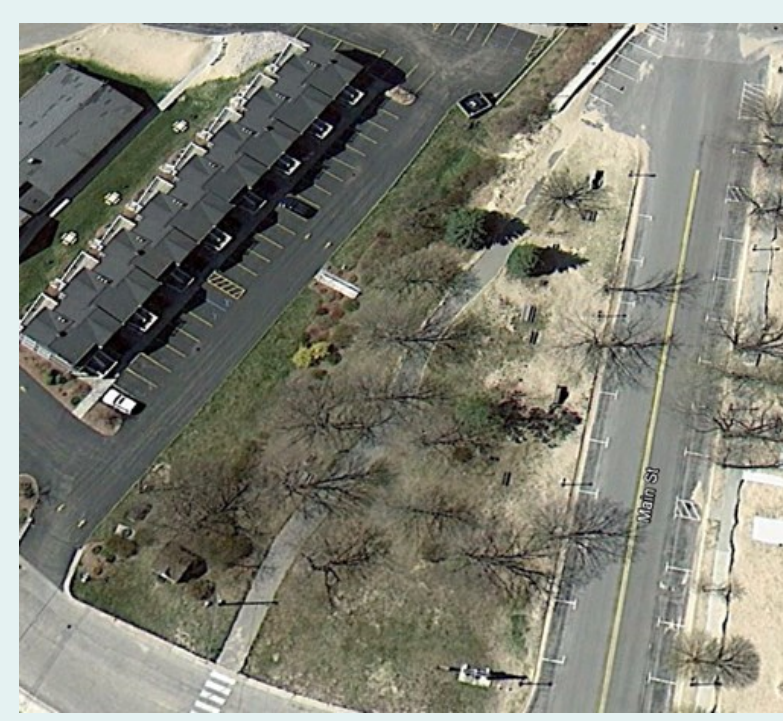
Located on the shores of lake Michigan in Benzie County, the City of Frankfort, Michigan is approximately 40 miles southwest of traverse City. Frankfort is located on the north side of Betsie Bay, which empties into lake Michigan. Frankfort boasts a multi-million dollar fishing industry and the city's prime waterfront location has made Frankfort a tourist destination in the northwestern lower Peninsula of Michigan and thrives during the summer months.

Lake Michigan Beach Park is the city's main attraction.

- 200,000 square foot beach
- Residents and tourists utilize the break-wall that stretches out into lake Michigan for swimming, fishing, kite sailing, wind surfing, and the great view it provides.
- Lake Michigan Beach is located at the end of Main Street near residential and seasonal housing.

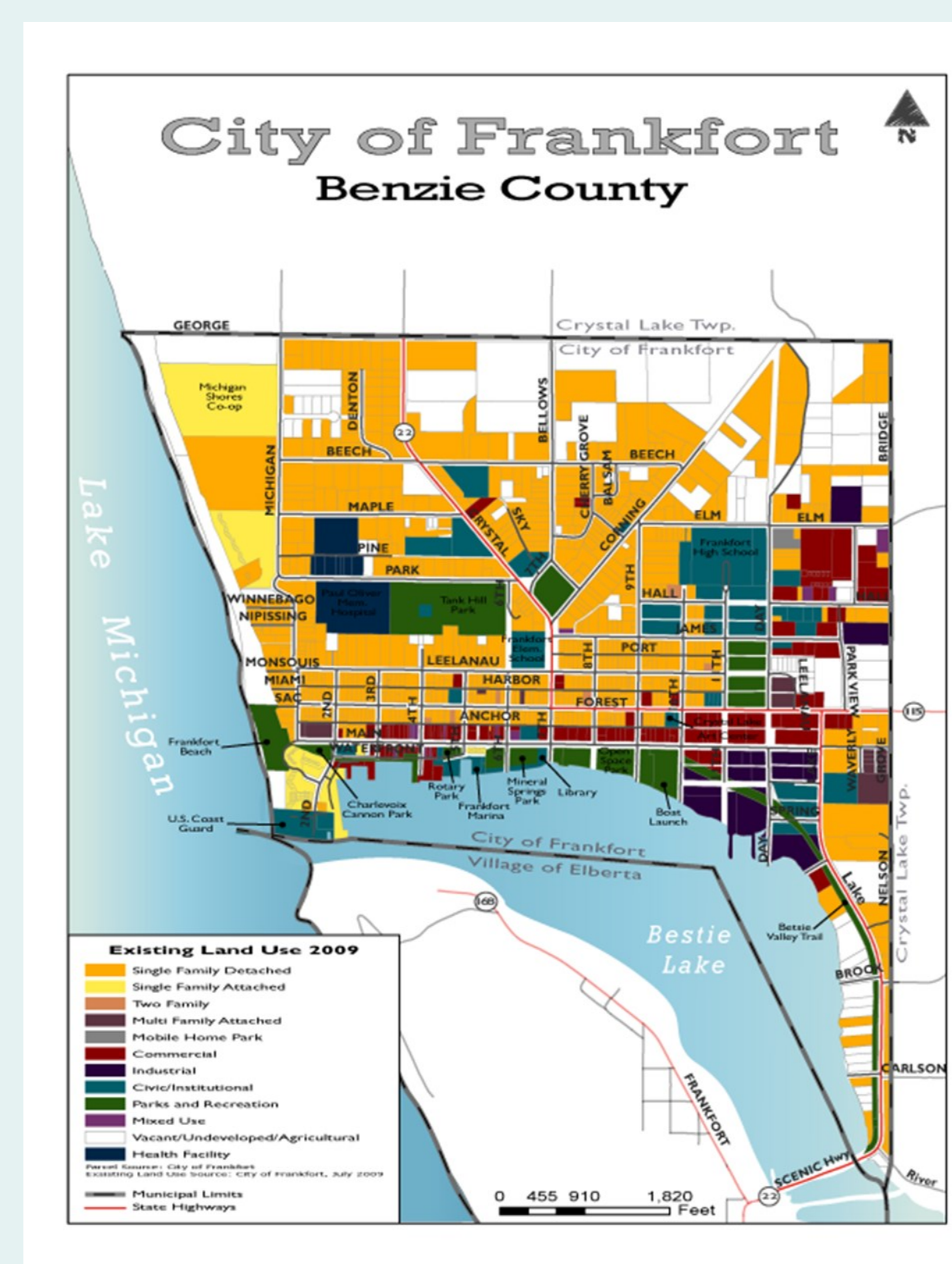
Father Charlevoix "Cannon" Park serves as a gateway from downtown Frankfort to lake Michigan Beach.

- 40,000 square feet, the park is named for the Civil War cannon that is placed on the west end of the park, pointing towards lake Michigan.
- Features benches, picnic tables, and grills for beachgoers, and seven parking spaces.

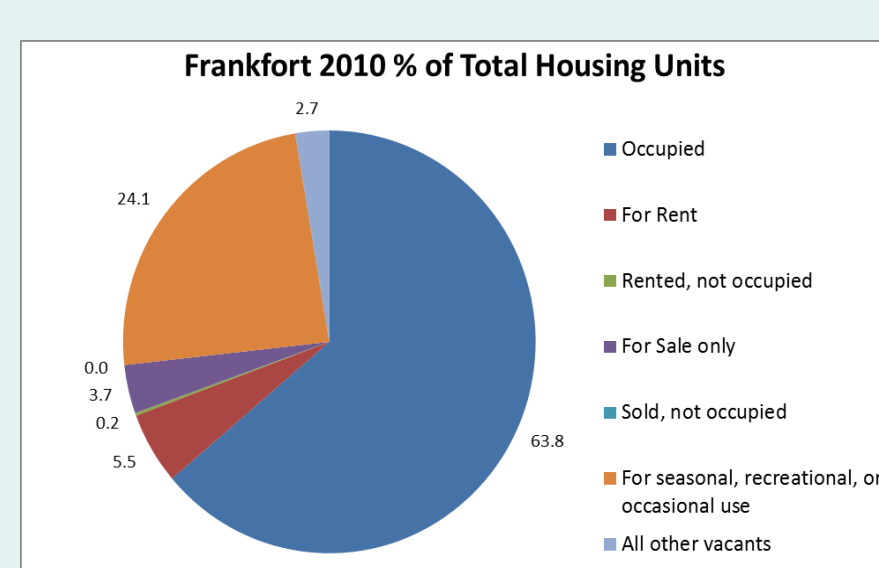
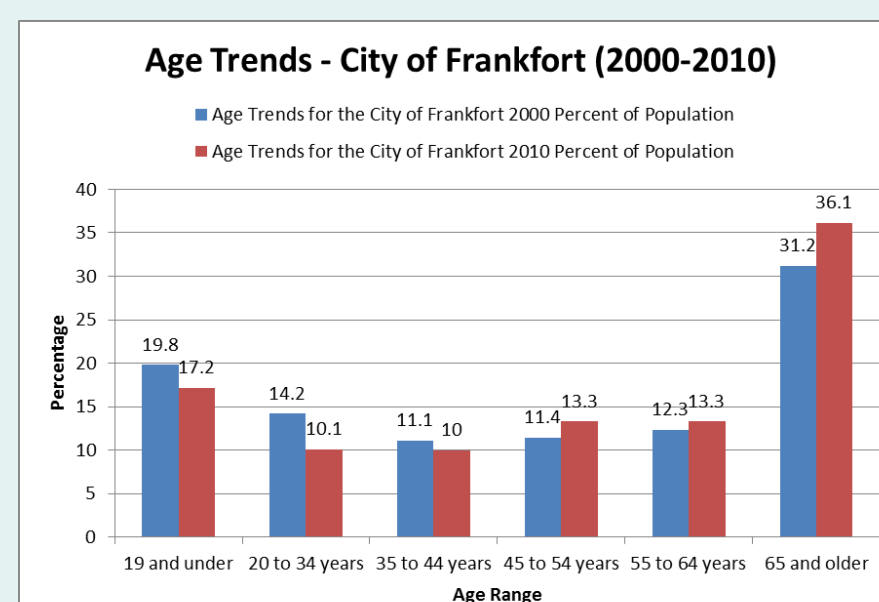
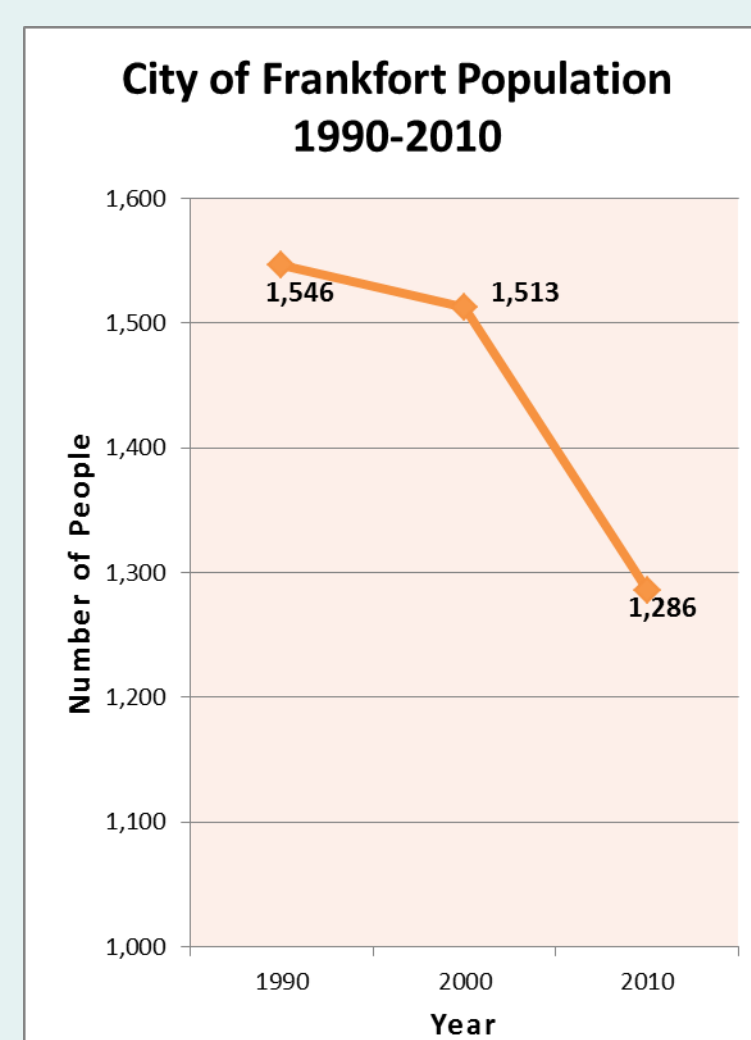


EXISTING LAND USE

Approximately 49% of land uses within the City of Frankfort are residential, 26% percent are non-residential (commercial, industrial, civil/ institutional, parks and recreation, health facilities, and mixed use) and 25% are vacant/undeveloped. The primary commercial district for the City of Frankfort is located along Main Street. Frankfort is a seasonal community, which is reflected in their local businesses, many of which operate seasonally or on the weekends during the off-season.



DEMOGRAPHICS



TOURISM

- In 2011, 210,000 people visited Benzie County.
- On average, 2.72 people travel together for trips of leisure in northwest Michigan.
- In northwest Michigan the majority of visitors travel for a day trip and the main mode of transportation to northwest Michigan is by automobile at 85 percent.
- The report shows that July and August each have 15 percent of the visitors.
- The majority of travelers to northwest Michigan come from the State of Michigan at 61.1 percent.

Based on our estimate, using a combination of the provided data, the seasonal peak number of visitors to Frankfort is 2,000 people per day on the weekend with an estimated number 646 vehicles on a peak day.

PROJECT GOALS

Create elements of a Beach Master Plan for the lake Michigan Beach in Frankfort, including improvements to Cannon Park. The plan will address parking, pedestrian flow, signage, structural improvements, restroom facility location, sand control, and aesthetics in order to enhance and expand the Frankfort experience and the city's already strong tourism industry.

PARTNERS

Michigan State University Urban and regional Planning Program, Michigan State Housing Development Authority, and the City of Frankfort along with Superintendent, Joshua Mills.



RECOMMENDATIONS

Beach Visitor Study

Conduct an economic analysis of beach spending and the recreational benefits of lake Michigan Beach.

Parking

There is a deficit of approximately 275 parking spaces. Utilizing Frankfort high school for additional parking and incorporating a trolley system could be an option for visitors to the Lake Michigan Beach.

Signage

Implement simplified and consistent way finding and informative signage to play a key role in enhancing the Frankfort experience for both visitors and residents.

Restroom Facilities

Based on the criteria (proximity, sewer, visibility, and available space) the City of Frankfort should construct a new bathroom facility in Father Charlevoix "Cannon" Park and include 6-7 toilets for the women and 4 toilets and 3 urinals.

Sand Control

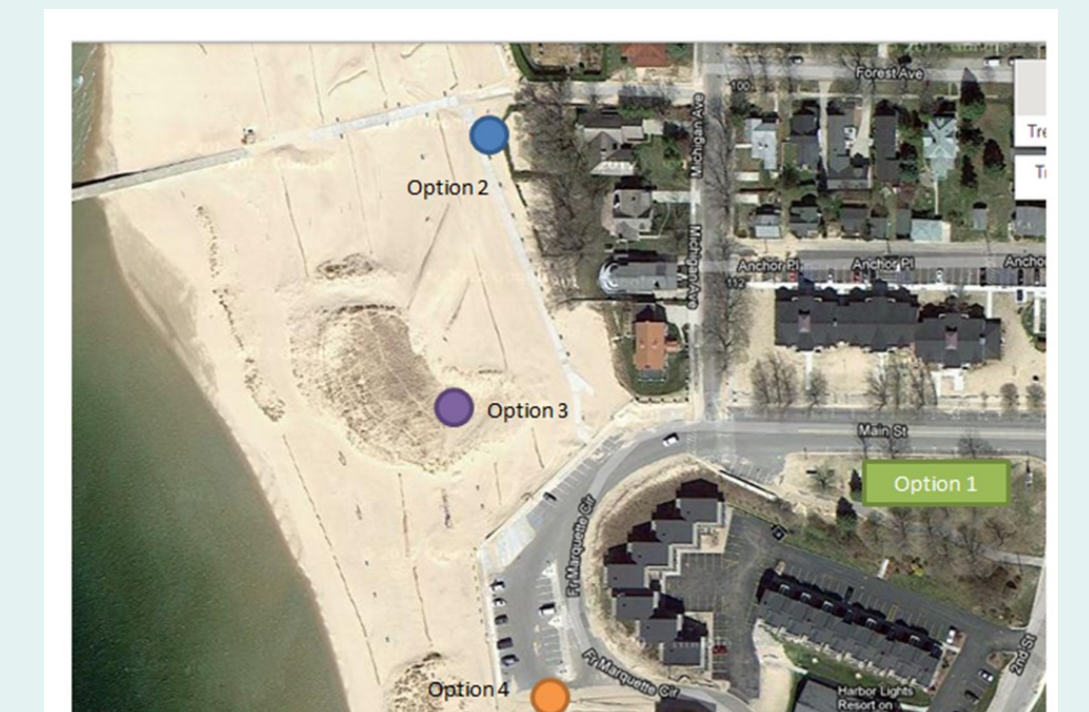
Implement sand dunes and bushy vegetation native to the given area are natural ways to prevent and collect blowing sand on beachfronts. to clean up the downtown area we recommend a small street sweeper could make regular rounds. During the winter seasons the use of old Christmas trees would help prevent sand blowing in the off months.

Revenue

Capitalize on revenue potential by installing parking kiosks in the designated beach parking lot and within ¼ mile of Lake Michigan Beach on Main St. Metered parking can be implemented during peak season.



Recommendations for signage locations



Recommendations for bathroom location



Recommendations for Dune Grass placement