



Port Sheldon Township 2025 Master Plan

PORT SHELTON TOWNSHIP, MICHIGAN

**RECOMMENDED BY PLANNING COMMISSION
JULY 23, 2025**

Acknowledgments

We extend our deepest gratitude to everyone who contributed their time, expertise, and insights into the development of this plan. Special thanks go to our dedicated team members, visionary leaders, supportive stakeholders, and the vibrant community whose invaluable input has shaped Port Sheldon Township's vision.

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Introduction

The purpose of the Port Sheldon Township Master Plan is as a policy and decision-making guide regarding future land use and infrastructure development within Port Sheldon Township. Not only does this Plan reflect a comprehensive vision for a community, but it also serves as the key building block to implement policies, programs, and procedures to achieve a long-term community vision.

STATE AUTHORIZATION FOR PLANNING

In the State of Michigan, Master Plans are authorized by the Michigan Planning Enabling Act (Act 33 of 2008), also known as the MPEA. According to the MPEA, a Master Plan should:

- Promote and protect the public health, safety, and general welfare;
- Encourage the use of resources in accordance with their character and adaptability;
- Facilitates the efficient use of land while preventing overcrowding of land by buildings or people;
- Lessen congestion on public roads and streets;
- Facilitate provisions for a system of transportation, sewage disposal, safe and adequate water supply, recreation, and other public improvements.
- Consider the appropriate land uses for different areas of the Township;
- Identify and develop strategies for the protection of delicate and finite natural resources and ecosystems.

WHAT IS INCLUDED IN THIS PLAN?

This Master Plan includes the following elements:

Regional Context

Communities and markets don't stop with municipal boundaries. This chapter provides information about Ottawa County and the broader area around Port Sheldon Township in order to understand the regional assets available to residents.

Community Profile

The Community Profile provides data and information about existing conditions in Port Sheldon Township, including demographic, housing, and employment statistics; a summary of existing land uses; and a demonstration of the community's physical and organizational infrastructure. This information identifies the Township's strengths, as well as possible points of concern and opportunities to be addressed moving forward. It also can serve as a benchmark for the present day, showing how conditions in Port Sheldon Township have changed over the years – which are used to set realistic and achievable goals.

Natural Resources

It is important to understand the physical conditions of the land, particularly in a community with the diverse and sensitive natural resources present in Port Sheldon Township. This chapter provides information about the Township's topography, water resources, unique ecosystems, wildlife, and more.

Collective Vision

A key component to inform this project is community and stakeholder input and outreach. Port Sheldon Township has been intentional throughout this planning process to specifically engage community members on their thoughts, ideas, or concerns regarding the Master Plan and future policies for the Township. This Chapter demonstrates how outreach was conducted over the course of the planning process and summarizes the results of all the public engagement efforts.

The Plan for Port Sheldon Township

This Chapter, using the groundwork and foundation set out in the previous chapters, provides the most actionable pieces of this document. This includes a few elements:

The Future Land Use Plan

This includes a list of the Future Land Use districts, the uses and standards that should be upheld in each district, and where they are located.

The Zoning Plan identifies the Zoning Districts that correspond to each Future Land Use district and proposes other changes to the zoning ordinance that could help to facilitate the Plan (it does not make official changes to the Zoning Ordinance).

The Subarea Plan provides a significant amount of detail and context into the Consumers Energy site and adjacent properties. A portion of this Master Plan identifies strengths, weaknesses, opportunities, and threats relating to the remediation of the JH Campbell Plant site, and how the Township can utilize this closure of the Consumers Energy Plant as an opportunity to further goals in outdoor recreation, housing, commercial, industrial, and other elements.

The Action Plan identifies specific tasks that can be taken to achieve the goals of the Ordinance, identifying specific organizations or individuals who would be responsible for those tasks, and how each action should be prioritized.

HOW IS THIS PLAN USED BY THE TOWNSHIP?

At its most fundamental level, a community master plan is a guiding policy document. Not only does a master plan reflect a comprehensive vision for a community, but it also serves as the key building block to implement policies, programs, and procedures to achieve a long-term community vision. Whether the vision is for agricultural preservation, conservation of rural character, and/or a guide to target growth and development areas, a community master plan influences the vision of a community and land use fabric for years to come.

It is the intent that the recommendations, programs, policies, and other aspects of this Plan will be initiated by the Port Sheldon Township Planning Commission and staff, with support and input from the Township Board and, most importantly, the Township residents and taxpayers. This Plan represents the overall vision, priorities, and direction for Port Sheldon Township over the next 10+ years.

However, it should be acknowledged that master plans are best applied as a living document. As such, the Planning Commission intends to monitor this Plan to ensure that decisions being made at the local level accurately reflect the spirit of this document and changes will be made if deemed necessary. This document does not effectively rezone or acquire any property in Port Sheldon Township, but merely provides a vision for the future composition of land uses and built environment.

In general, this Master Plan will serve as a tool for the Planning Commission to reference when new development opportunities arise (in addition to other elements such as infrastructure goals and environmental sustainability). With each new development (or redevelopment) proposal, the Planning Commission utilizes Township requirements, such as the zoning ordinance, as well as this document to make an informed decision.

The typical planning process is a multi-pronged approach involving the collaboration among various Township, County, and State entities, each with a defined role. The Port Sheldon Township Planning Commission is committed to ensuring that the spirit of this Master Plan is carried forward with each development review, ordinance amendment, and public discussion.



Grand Haven, MI



Downtown Holland, MI



Grand Valley State University

REGIONAL LOCATION

Port Sheldon Township is located in Ottawa County, in Central West Michigan. Ottawa County is located along the shore of Lake Michigan, south of Muskegon, and directly west of Kent County and the Grand Rapids metropolitan region. Ottawa County has become an increasingly popular destination for residence in the State, given the availability of land, close proximity to employment centers, mild climate, good schools, and other reasons. Because of this, the general West Michigan region has experienced an uptick in residents over recent years – thus contributing to the importance of land use planning and smart growth strategies.

The Township is mostly known around the region as a coastal community filled with scenic views of Lake Michigan, access to plentiful outdoor recreation opportunities such as Pigeon Lake, Pigeon River, popular local and regional parks, and other assets. The Township also boasts exemplary natural beauty such as preserved open space, active farmland and blueberry fields, coastal dunes, mature growth trees, and hillside landscape.

It should also be highlighted that the Township's geographic location makes it a prime location for tourism, vacationers, seasonal residents, and year-round residents. The Township is located within a reasonable driving distance to Chicago (about 160 miles), City of South Bend, IN (about 100 miles), City of Holland (about 10 miles), City of Grand Haven (about 11 miles), and the City of Grand Rapids (about 30 miles).





Regional Location

Port Sheldon Township, Ottawa County, MI

January 23, 2025

LEGEND

-  Counties
-  Port Sheldon Township
-  Cities and Townships



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: Ottawa County 2024.
McKenna 2024.



MCKENNA

History

The history of Port Sheldon Township creates a foundation for the conditions that are seen even today. In addition to its rich agricultural history, the Township has emerged as a leader in the West Michigan region for popular outdoor recreation destinations, scenic views and natural beauty, a balance of rural and suburban amenities, all in conjunction with being a great place to live.

According to Port Sheldon Township, "...in 1835, a group of Eastern leaders formed the Port Sheldon Land Company. This company bought six hundred acres of land for \$900 to build a city. They spent a fortune laying out and building a boom city near Pigeon Creek. The first post office opened in 1838, as did the Ottawa House, an elaborate hotel. 2 This settlement, however, eventually failed and collapsed.

By the 1930s, strawberry, raspberry and blueberry growers moved into the township. They found the land suitable for these crops, and today much of the Township remains in agricultural use for these fruits, along with other crops.

Most of the social life in the township centered around the depot, post office, and general stores. Coal and gasoline were shipped in. Grain, pickles, bark, and logs were shipped out. Two trains a day carried passengers and mail.

Port Sheldon Township was officially organized April 7, 1924, breaking away from Olive Township. The majority of residents felt they were not being properly represented, since Township officials were from the more heavily populated eastern farm area.

The Fire Department plans were started in the fall of 1964 and the Township Board gave official approval the following years. A used John Bean pumper was purchased as the first fire truck. The department took over complete protection of the Township until 1966 and continues to serve the Township residents today."



The first town hall

In 1836 the group began to layout the plans for the City. 142 city blocks were platted, each with 24 lots that were 62 feet by 128 feet. Nice gravel roads were constructed from the City to Grandville and to Grand Haven. These were the only roads north of Ohio and west of Detroit at the time.

Next the Port Sheldon and Grand Rapids Railway Company was formed in 1838. This was unsuccessful as the only other rail line at the time was in Detroit.

This hotel had its grand opening on December 1, 1838. It was the center of the City at the time hosting extravagant parties that brought in many visitors....due to the Panic of 1837, hitting the City of mostly visitors hard. At that time, there were only a few citizens being the company employees, a few rich people, Native Americans, and lumberjacks. Much of the City was shipped out and sold to surrounding cities. Hotel furniture was sold to hotels in Chicago, store inventory was sold to stores in Detroit and some whole buildings were sold to Holland getting torn down, packed up, shipped, and rebuilt in their new locations. The Port Sheldon Company was forced to foreclose by the Philadelphia Bank.

Port Sheldon then became a farming city. Abram Pike, a man who remained there and lived at the hotel, began growing wheat and buying furs, cranberries, and meat from the Native Americans. Being located on the coast of Lake Michigan, with blowing sand and shifting dunes, the town had to work on stabilizing these areas to be successful in their farming. Their first efforts began in the years between 1916 and 1919 but was unsuccessful until they began planting various Pine Trees and dune grasses in 1932. This allowed for Christmas Trees were also grown at this time.

Port Sheldon Township was officially adopted on April 7, 1924, breaking away from Olive Township. The Community Hall and Fire Department were built in 1966.



Credit: Second Wave Media



Credit: Second Wave Media



Credit: Second Wave Media

Existing Conditions: Population

Trends of the past, current assessments, and future predictions are all aspects that will create a vision for the basis of the type and amount of development that will be associated with the population. This section of the Master Plan provides information regarding the population, housing, and economic characteristics of the Township.

DEMOGRAPHIC PROFILE

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Future growth and development require consideration of how many people will need public services, how much housing is affordable, how many new houses will be built, and other vital signs. One must understand these existing conditions and past trends in order to appropriately anticipate and plan for the future needs of the community.

The comprehensive data source for Port Sheldon Township is the U.S. Census in 2020 as well as the American Community Survey 5-Year Estimates. This analysis compares Port Sheldon Township to surrounding townships, Grand Haven Charter, Olive, and Park, as well as Ottawa County and the State of Michigan. By comparing data over time and in relation to surrounding communities, important trends as they relate to planning and zoning can be identified. Such analyses also provide valuable insight regarding potential future conditions and

serve as a basis for projections of future population, housing, and economic conditions. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed; or may identify challenges and other issues that need to be addressed.

Population Trends

Changes in the number of people in an area serves as an important indicator of community health; examining these trends is an integral tool in community planning. The Table below shows the relative populations of Port Sheldon Township, as well as Ottawa County and the State of Michigan as a whole.

Port Sheldon Township has experienced a gain in population over the last 10 years, with a yearly growth rate of about 2.6%. As populations likely will continue to increase, Port Sheldon Township must plan to be a place that can preserve its rural character while supporting smart growth and improving the quality of life for existing residents.

Table 1. Population Change, 2010-2030

	2010	2020	2030 (ESTIMATE)	% CHANGE 2010-2030	AVERAGE % GROWTH/YEAR
Port Sheldon Township	4,240	5,206	6,712	22.8%	2.58%
Ottawa County	261,376	289,162	316,948	21.3%	1.1%
State of Michigan	9,952,687	9,973,907	9,995,127	0.43%	0.02%

Source: U.S. Census (2010 and 2020: ACS 5-Year Estimates)

The population increase can likely be the result of Port Sheldon's ideal location between two growing cities (Holland and Grand Haven) and its location along the shoreline of Lake Michigan. Port Sheldon has become an attractive rural area for Ottawa County residents to live in, and at the same time, have a reasonable commute to job markets outside of the Township including those in Muskegon and in Grand Rapids.

The Table below includes a population comparison between Port Sheldon Township and its neighboring Townships, Park Township (south), Olive Township (east), and Grand Haven Charter Township (north).

Table 2. Population Change, 2010-2020, Comparison Communities

TOWNSHIP	2010	2020	% INCREASE/DECREASE
Port Sheldon Township	4,240	5,206	+22.8%
Park Township	17,915	18,824	+5.1%
Grand Haven Charter Township	14,963	17,272	+15.4%
Olive Township	4,786	5,258	+9.9%

Source: U.S. Census (2010 and 2020: ACS 5-Year Estimates)

While Port Sheldon Township has a lower population than both Park Township and Grand Haven Township, it should be noted that the population increase is significantly higher in Port Sheldon Township than any of the comparison communities. This data is consistent with general trends of population growth in the West Michigan region, and Ottawa County as a whole. It can be deduced that a notable portion of the County's growth between the years 2010-2020 are new residents to Port Sheldon Township. It is likely that the Township's growth will continue at a steady rate.

The positive population trend of the Township and surrounding area can have various planning implications including needs for parks and recreation amenities, pressures for more housing and commercial development, infrastructure (water, sewer, broadband, etc.), and other important aspects to consider. Being a desirable community with a rising population trend, the need to further identify and plan an appropriate balance between rural character and suburban development is explored and analyzed throughout this Plan.

Age Distribution Trends

The age of a community's population has implications for planning and development, whether it is a need for housing alternatives, an increased or decreased need for schools, or services for empty nesters and older residents.

The table below compares the median age (the mid-point where half the population is younger and half is older) of Port Sheldon Township and the comparison communities. Port Sheldon Township has a higher median age than Ottawa County and the State of Michigan as a whole.

Table 3. Median Age, 2022

COMMUNITY	MEDIAN AGE
Port Sheldon Township	44.3
Ottawa County	35.8
State of Michigan	39.9

Source: U.S. Census (2022: ACS 5-Year Subject Tables)

Age structure (analyzing which proportions of a municipality's populations are in which stages of life) gives a nuanced view of the makeup of a community. In general, age groups can be broken down into the following overarching categories:

- Pre-School age (under 5 years old): 4.6%
- School Aged (5-19 years old): 22.5%
- Family Forming (20-44 years old): 23.3%
- Mature Families (45-64 years old): 33.3%
- Retirement (over 65 years old): 16.3%

According to the ACS 2022 estimates, Port Sheldon Township has a higher median age of residents than both Ottawa County and the State of Michigan. With the rising population trends of the Township, it is possible that people are moving to the Township when their families reach a "mature" age (children likely in high school or older) or nearing retirement. It is also possible that a notable number of households in the Township contain multiple generations.

It should also be acknowledged that the Township has a notable population of residents that are classified in the "Family Forming" age group. This can lend to the Township's rising population in that families with younger children (elementary aged and middle school aged) are moving to the Township.



This is also consistent with the near even portion of the population classified as “School Aged” which would indicate younger families with multiple children. Further, the lack of children under 5 years of age can also indicate that the Township is mostly comprised of families that already have older school-aged children and are moving to the Township when they are more established – rather than just starting out. This can be related to the rising cost of housing, in that families are more likely to afford a home in the Township once they have been established for several years, likely moving into their second or third purchased home.

However, considering the actual age bracket of Township residents, rather than just the age group,

the age group with the largest percentage of Township residents is from 55 to 64 years old. This age group comprises about 19% of the Township’s total population. This percentage is significantly higher than the other age groups as shown in the Table below.

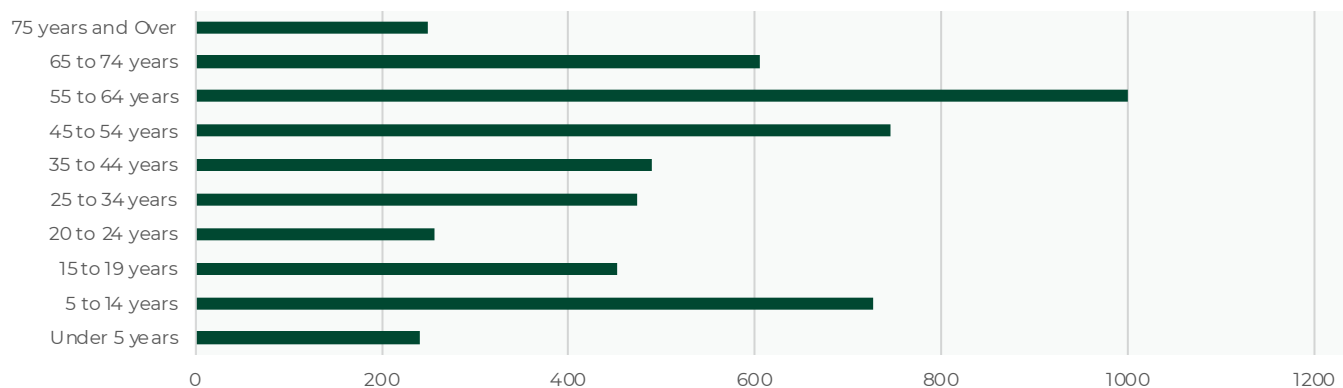
Given the population breakdown of age groups as noted above, it can be deduced that the Township has a healthy population of all ages, ranging from elementary school aged to seniors and retirement age. A healthy distribution of ages can indicate positive longevity for a community, considering aspects such as school enrollment, homes available for purchase, parks and recreation amenities, and other aspects.

Table 5. Population Change, 2010-2030

	PORT SHELTON TOWNSHIP		OTTAWA COUNTY	
	COUNT	%AGE	COUNT	%AGE
Under 5 years	241	4.60%	16,981	5.73%
5 to 14 years	727	13.88%	39,924	13.48%
15 to 19 years	452	8.63%	25,183	8.50%
20 to 24 years	256	4.89%	27,394	9.25%
25 to 34 years	473	9.03%	35,697	12.05%
35 to 44 years	490	9.35%	35,781	12.08%
45 to 54 years	745	14.22%	33,118	11.18%
55 to 64 years	1,000	19.09%	35,459	11.97%
65 to 74 years	605	11.55%	27,108	9.15%
75 years and Over	249	4.75%	19,538	6.60%
Total	5,238	100.00%	292,655	100.00%

Source: U.S. Census (2010 and 2020: ACS 5-Year Estimates)

Figure 1. Age Distribution, 2022



Source: U.S. Census (2022: ACS 5-Year Subject Tables)

Racial Distribution

The Table below illustrates these racial distributions for the area in comparison with Port Sheldon Township, as well as Ottawa County and the State of Michigan.

Table 6. Racial Distribution, 2022

	WHITE	BLACK	HISPANIC ORIGIN (ANY RACE)	NATIVE AMERICAN	ASIAN	NATIVE HAWAIIAN/ PACIFIC ISLANDER	OTHER
Port Sheldon Township	85.36%	0.61%	7.76%	0.38%	2.48%	0.04%	0.17%
Ottawa County	81.54%	1.71%	9.92%	0.25%	2.67%	0.03%	0.29%
State of Michigan	72.40%	13.48%	5.60%	0.47%	3.30%	0.03%	0.37%

Source: U.S. Census (2022: ACS 5-Year Subject Tables)

Portions of the population may be left out of these counts due to identifying as two or more races. This information is provided for reference purposes and will not influence land use decisions.

As the data shows, the largest racial group in Port Sheldon Township, as well as Ottawa County and the State of Michigan as a whole, consists of white people. The second most common ethnicity in the Township is comprised of folks with Hispanic origin. This trend is commonly experienced throughout the Ottawa County region.

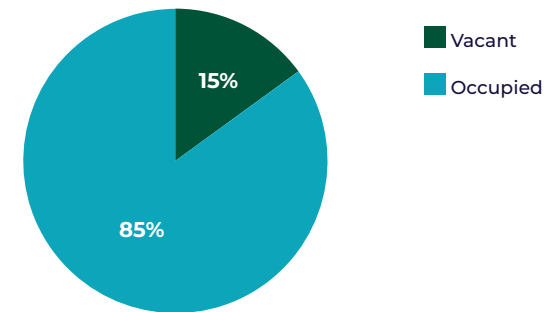
HOUSING PROFILE

The quality, affordability, and availability of a community’s housing stock has a significant impact on the vitality and quality of the community as a whole. A review of the housing values, income, and economic development can indicate the potential growth of the Township. An expanding population creates the need for new housing. Analyzing trends of per capita income and unemployment of the Township also reveals the availability of jobs and what type of income they may provide.

The following analysis of trends relating to the number of housing units, the amount of owner-occupied, rental, and vacant units, and households by type helps evaluate the health of Port Sheldon Township’s housing stock.



Figure 3. Occupancy Status (2020)



Source: U.S. Census (2020: ACS 5-Year Estimate Subject Tables)

Housing Units

As of the 2022 Census, Port Sheldon Township area had 2,152 total occupied housing units. Each housing unit represents one dwelling unit- a house, apartment, condominium, etc. Based on the 2020 census, there were 2,225 housing units in Port Sheldon Township , 85% of which were occupied, which leaves a remaining 15% of vacant units. This data is consistent with trends in other demographic themes, such as population, age, and other data described in this Section.

The increase of population in the Township, coupled with the growing number of families, can lend to a higher number of owner occupied units than vacant units. It should also be noted that the actual observed number of vacant units may be significantly lower than what the Census displays, given that seasonal homes are categorized as "vacant" units for Occupancy Status purposes.

Further breaking down housing characteristics, ACS 5-Year estimates detail the number of housing units that are owner-occupied as opposed to renter-occupied. According to the ACS 2022 Estimates, of all the occupied housing units in the Township, about 92% of the housing units are owner-occupied. This leaves approximately 8% of housing units in the Township renter-occupied. Again, this data is consistent with other trends explored throughout this Section, relating to population, age, and other demographic characteristics. An appropriate mix of both owner and renter occupied units indicates a healthy housing stock. However, the geographic location of Port Sheldon Township likely also lends to the lack of renter-occupied units. Typically, renter-occupied units are closer in proximity to city centers and large employment areas. In the case of Port Sheldon Township, the fabric is more closely aligned with a bedroom community rather than a suburban or urban community. As such, the likelihood of an individual purchasing a home as a long-term investment is higher than a temporarily living situation.

Households

The average household size in Port Sheldon Township is 2.79 people, which is indicative of larger family sizes. The Table below breaks down the types of households in Port Sheldon Township, and slightly larger than Ottawa County as a whole. Majority of the households in Port Sheldon Township are comprised of family

households with two or more people. Again, this data remains consistent with other population and housing trends discussed in this Chapter. The growing number of families in the Township and retirement age groups are aligned with the average household size, consisting of 2 or more people.

Table 7. Households, 2022

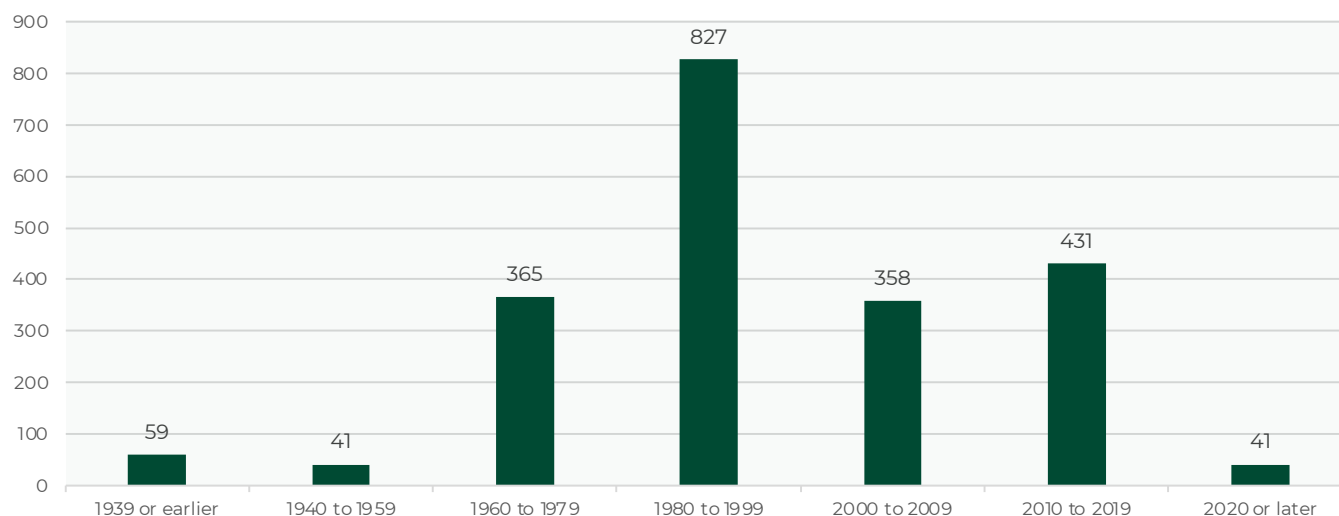
	TOTAL	HOUSEHOLDS WITH 1 PERSON	HOUSEHOLDS WITH 2+ PEOPLE			AVERAGE HOUSEHOLD SIZE
			FAMILY HOUSEHOLDS	MARRIED COUPLES	NON-FAMILY HOUSEHOLDS	
Port Sheldon Township	1,858	111	1,519	1,335	339	2.79
Ottawa County	108,362	12,790	78,897	64,356	29,465	2.64

Source: U.S. Census (2022: ACS 5-Year Estimate Data Profiles)

The graph below categorizes housing construction by decade within the Township. Overall, the Township has been experiencing high rates of housing construction activity since 1980. 64% of all housing units were built after 1980. It reached the peak of building houses from 1980 to 2000, with more than 800 units constructed. In the 2000s, the Township witnessed the construction of 830 new housing units. Port Sheldon generally has a younger stock of housing with 21.61% of the total housing stock being 40 years of age or older. These older homes tend to be costly to maintain and repair but can be considered valuable assets to a community if they reflect the heritage of the area or help to define the character or identity of the locality.

In 2022, the median home value for all owner-occupied housing units reached \$346,800, as opposed to a median value of \$227,500 in 2010. The median home value in Port Sheldon Township increased by over \$100,000 over the 10-year time period. This suggests that new home construction values are significantly higher than the existing housing stock. This data is consistent with general housing costs and trends experienced at the national level, as housing costs have continued to rise over the years. The year housing structures were built in the Township is also indicative of Ottawa County's overall population increase over the last 20 years, with an uptick of units constructed in the 1980s and 1990s.

Figure 2. Year Structure Built (2022)





Housing Types

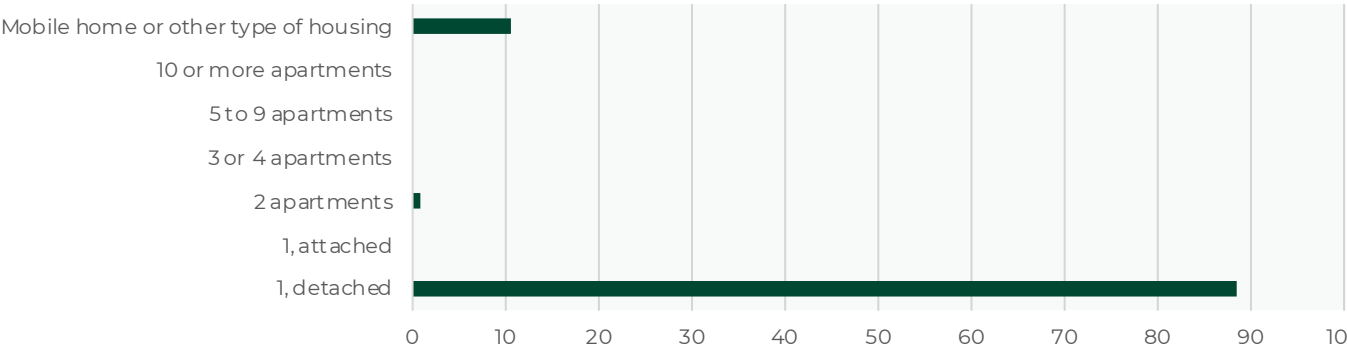
Additionally, to understand the whole picture regarding housing in the Township, it is also important to examine the types of existing housing units in the Township. Over recent years, nationwide trends regarding “missing middle” housing types has gained significant traction as a means to address rising costs of housing. Missing Middle housing types refers to housing units of the “medium” density variety, spanning (generally) from two-family homes to four-family homes. This includes housing types such as duplexes, triplexes, fourplexes, townhomes, bungalow courts, and other similar housing types.

Consistent with housing data as found in other communities in the region, Port Sheldon Township’s primary housing type consists of 1-unit detached single-family homes. This comprises about 88.5% of the Township’s housing stock. Housing type data,

as advertised by the 2022 ACS 5-Year Estimates, also notes a significant lack of other housing types in the Township, as demonstrated on the graph below.

Unlike many other communities, Port Sheldon Township has not experienced an increase in the number of apartment units. In general, many communities in the region have the largest percentage of single-family homes, lack of “missing middle” typologies, and a notable increase of higher density units, such as apartment buildings with 5+ units. This could partially be due to the existing availability of utilities in the Township, where establishing higher density is not feasible in areas not connected to municipal infrastructure such as water and sewer. Throughout this Plan, the theme of potential housing developments and associated housing typologies is explored further.

Figure 4. Housing Types, 2022



POPULATION PROJECTION

In order to project Port Sheldon Township's future population, the Planning Team used a Cohort-Component Population Projection. Cohort-Component Population Projections are developed using the following methodology:

Cohort-Component: The population is divided into ten-year age cohorts, using US Census data. At each ten-year interval, individual age cohorts are moved up the ladder, adjusted based on the average death rate for each age group. In order to calculate the number of people aged 0-10, the population of women of childbearing age was calculated and a 10-year birthrate per thousand (from the Michigan Department of Community Health) was applied to predict new births.

Net Migration Calculation: To account for migration, the population projection also utilizes a net migration factor. This is calculated by running a Cohort-Component Analysis to predict the population change from 2010-2020 and comparing the results to the actual 2020 population data. The Cohort-Component Analysis predicted a Township population of 4,696 people, compared to an actual population of 5,206. Therefore, there are an additional 515 people living in the Township than what would be predicted based on the population breakdown in 2010 – the Net Migration Calculation assumes that most of those are a result of in-migration to the Township. From 2010 to 2020, Port Sheldon had a +12% net migration rate.

For the purposes of this analysis, the net migration rate is assumed to hold constant through the 20-year projection period. The results of the population projection are shown below:

Table 8. Population Projection

COMMUNITY	2020 POPULATION	2030 (PROJECTED)	2040 (PROJECTED)
Port Sheldon	5,206	6,250	7,446

Existing Conditions: Economy

This section describes the employment distribution, income, educational attainment, and other economic information of the population of Port Sheldon Township. It compares the Township to Ottawa County, and the State of Michigan to allow comparisons to be made by readers. It also includes a Tapestry Segmentation profile, which summarizes the segments, based on demographics and socioeconomic factors, that can be found in the Township.

ECONOMIC PROFILE

Occupation Summary

This section addresses the employment of residents of Port Sheldon Township. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather in what occupations residents are employed, regardless of where they work. According to research and data collected and analyzed by Lakeshore Advantage, an economic development agency in Ottawa County, the following industries are most prominent in the region:

- Food processing
- Office furniture
- Automotive
- Advanced manufacturing (use of automated machinery, systems, and technologies for manufacturing tasks and processes)

Lakeshore Advantage's 2023 Industry Trends Report examines the area's major employers and upcoming trends in job and talent acquisition and retention. The Report concluded a need to for major employers to emphasize "smart manufacturing" practices to support growth, job creation, and competitiveness.

In this context, smart manufacturing refers to incorporating advanced technologies, artificial intelligence, robotics, and data analytics into manufacturing processes. It has also been identified by Lakeshore Advantage that these upcoming smart manufacturing practices are in fact correlated with job preservation and rising Gross Regional Product (GRP). This finding and theme is explored further in this Plan, and the related Economic Resiliency Plan.

Major occupational sectors for residents of the Township include manufacturing (30%), which is consistent with most other communities in the region, and educational healthcare services (24%), which is the second highest percentage of those employed in the Township over 16 years of age. Combined, the two industry sectors comprise about 54% of the total employed residents in the Township. Other occupational sectors in the Township appear to be less prevalent, with a slightly increased percentage of employed residents employed in the Retail Trade sector.

Table 9. Population Projection

INDUSTRY	PORT SHELTON TOWNSHIP
TOTAL EMPLOYED PERSONS OVER 16 YEARS OF AGE	2,593
Agriculture, forestry, fishing, hunting, and mining	1%
Construction	4%
Manufacturing	30%
Wholesale Trade	1%
Retail Trade	10%
Transportation and warehousing, and utilities	4%
Information	1%
Finance and insurance, and real estate, and rental and leasing	6%
Professional, scientific, and management, and administrative and waste management services	7%
Educational services, and health care, and social assistance	24%
Arts, entertainment, and recreation, and accommodation and food services	7%
Other services, except public administration	3%
Public Administration	2%
Total	100.0%

Source: U.S. Census Bureau, (2022 American Community Survey 5-Year Estimates)

Income and Poverty

The median household income in Port Sheldon is \$97,576 according to the 2022 American Community Survey 5 Year Estimates. This means that half of all workers earned more than this amount and half earned less. The median income for Ottawa County, according to the 2022 American Community Survey 5-Year Estimates, is \$85,652. Generally, the median incomes for both sample areas are similar, but Port Sheldon clearly has a higher median income than Ottawa County as a whole. According to the American Community Survey, about 2.13% (or 110) of the households in the Township earned an income in the last 12 months that places them below the poverty level. This percentage comprises a small portion of Township residents. This data is consistent with other trends explored in this Chapter, in that the Township's housing median housing value and cost, educational attainment, distance from employment centers, and other factors indicate a population with higher incomes. This can also be related to the Township's desirable location, with shoreline on Lake Michigan and natural character, which can create a higher cost of living compared to urbanized areas.

Income trends and poverty levels of Township residents highlight various aspects about a community's population. For example, areas with higher median incomes can indicate that there is a higher likelihood of excess spending (or a means for excess spending) occurring in households. This can shift consumer trends in a region. Alternatively, lower incomes and higher populations of people within the poverty level threshold likely indicates less excess spending and spending focused on needs such as shelter, food, and other items. Further, poverty levels also relate to the portion of individuals in the Township that may be housing burdened, meaning they spend more than 30% of their income on monthly housing costs, such as rent or mortgage payments.

In terms of planning implications, the higher median income of Township residents may align with a need for more commercial and entertainment activities, such as shopping centers or retail stores, restaurants, breweries, and other forms of entertainment. Further, this may relate to other land use decisions, such as the need for more housing, to accommodate individuals in all stages of life with varying income levels, including fixed retirement incomes.



Credit: Holland Sentinel

Educational Attainment

This section analyzes the educational attainment in Port Sheldon and the comparison communities for persons aged 25 and older. Generally, the Township has similar levels of educational attainment compared to the Ottawa County and the State of Michigan. As shown in the table below, Port Sheldon Township shows similar educational attainment levels as Ottawa County and the State of Michigan.

Table 10. Educational Attainment, 2022

EDUCATION LEVEL	PORT SHELDON TOWNSHIP (2022)	OTTAWA COUNTY (2022)	STATE OF MICHIGAN (2022)
Less than 9th Grade	2.3%	2.3%	2.7%
9th – 12th Grade	4.5%	3.2%	5.5%
High School Graduate	25.5%	26.5%	28.1%
Some College, No Degree	19.3%	20.5%	21.9%
Associate’s Degree	5.5%	10%	9.7%
Bachelor’s Degree	27.4%	25%	19.5%
Graduate or Professional Degree	15.4%	12.4%	12.6%

Source: U.S. Census Bureau 2022 American Community Survey

Port Sheldon Township is within two school districts: Grand Haven Public Schools and West Olive Public Schools. Grand Haven Public Schools have a total enrollment of 5,411 (as of 2023) and West Ottawa Public Schools reported a 2023 enrollment of 6,590. According to the 2022 American Community Survey, about 1,040 Township residents are enrolled in grades K-12. There are about 229 students enrolled into college, and 31 students enrolled in graduate or professional schools.

Relating to educational attainment in the community, Port Sheldon residents on average are slightly more educated than Ottawa County residents as a whole. 42.8% of people ages 25 and older in Port Sheldon received bachelor’s degree or higher, with 37.4 % in the County level. 93.2% of Port Sheldon residents ages 25 and over have a high school diploma or more. In general, the higher educational attainment relates to a community’s occupational sectors, income levels, and housing tenure. In this perspective, this data is again consistent with other trends noted in this Chapter.



Commuting

An indication of this area's economic position relative to the surrounding region can be illustrated in travel time to work for residents. The following table further outlines the time residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius.

The Table below shows that the vast majority of residents in the Township have a place of employment within 10-24 minutes from their home. The remainder travel southeast towards Holland, Zeeland, or Olive Townships. Most (84.8 %) of Port Sheldon workers use private vehicles to travel alone to work, and another 3.7 % car-pooled. The majority of people, 73.6%, travel to work within 30 minutes, which is in line with the travel time to the employment centers of the cities of Holland and Grand Haven.

Table 11. Commuting Destinations, 2021

TRAVEL TIME TO WORK	WORK CENTERS WITHIN TIMEFRAME	% OF POPULATION
Less than 10 min	Port Sheldon Township	3.5%
10 to 24 min	Cities of Holland, Grand Haven, and Zeeland	58.2%
25 to 44 min	City of Hudsonville and Allendale	29%
Greater than 45 min	Cities of Grand Rapid, Walker, and Wyoming	9.2%
Associate's Degree	5.5%	10%
Bachelor's Degree	27.4%	25%
Graduate or Professional Degree	15.4%	12.4%

Source: U.S. Census Bureau 2022 American Community Survey.

TAPESTRY SEGMENTATION PROFILE

Tapestry segmentation profiles provide an accurate, detailed description of America's neighborhoods, classifying them into unique segments based not only on demographics, but also socioeconomic characteristics. For Port Sheldon Township, there are three major segments which can provide information about the neighborhoods and its residents. The data included in this Section derives from Esri.

Green Acres (71.8%)

This Tapestry Segment describes the general consumer profile of approximately 71.8% of Township residents. Green Acres is generally characterized by country living and self-reliance. This group of people are more likely to fix items in their homes that may be broken, rather than buying new. They also enjoy hobbies and activities such as gardening, fishing, bike riding, hiking, camping, and other outdoor activities. This is also an older market, primarily comprised of older couples without children living in the home. The median age of this group is 43.9 years old and a median household income of \$76,800. The average household budget index indicates that most of the individuals in this group spend their household income on:

- Healthcare
- Pensions and social security
- Education
- Entertainment and recreation

Consumers in this profile are also more likely to own a variety of vehicles, likely a late model, be interested in home improvement projects, be involved in a variety of community organizations, and like to play outdoor sports and keep active.

Middleburg (20.9%)

This second Tapestry Segment profile in Port Sheldon Township consists of the "Middleburg" group. This group is of significantly smaller percentage than the Green Acres group described above. The Middleburg group can be described as the following "Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers."

The median age in this group is 36.1 years old, about 5 years younger than the average age of the Green Acres profile. Middleburg individuals are more likely to buy American-made products and participate in the labor force. The Average Household Budget Index indicates the following average household spending on the following items:

- Transportation (vehicles)
- Healthcare
- Pensions & social security
- Apparel & services
- Food

People within this category are also more likely to spend excess funds on children's toys and apparel or DIY home projects. This group is also interested in outdoor activities such as hunting, fishing, baseball, and biking. Entertainment choices are mostly family-oriented.

Home Improvement (7.2%)

This group consists mostly of married couples, who are more likely to spend their money on takeout food and home improvement projects. The median age of this Segment is 37.7 years old, with a median household income of \$72,100. The homes within this category are a bit older, likely constructed between years 1970 and 2000. More than half consist of married couple families or single-parent families. About 20% of folks in this Segment profile rent their homes. Further, the Average Household Budget Index indicates the following areas where people in this Segment are most likely to spend their income:

- Pensions & social security
- Healthcare
- Entertainment & recreation
- Apparel & services

This group of individuals is also more likely to dine out of the home at chain restaurants and spend excess income on children's toys and clothes.



Natural Environment

Port Sheldon Township is blessed with abundant natural beauty and resources. It's lakefront, dunes, waterways, farmland, and forests provide high quality of life and safeguard the natural environment, and protecting them is among the highest priorities for the community.

TOPOGRAPHY AND LAND CHARACTER

The bedrock formation that lies under Ottawa County consists of the edges of bowl-like formations that fill the Michigan Basin. The oldest rock is the Marshall Sandstone, which underlies the entire county. It is the uppermost bedrock in the southwest part of the county. The Michigan Formation overlaps the Marshall Sandstone in the southeastern part of the county. The Michigan Formation consists primarily of limestone, gypsum, and dolomite interbedded with shale and sandstone.

The land area of Ottawa County is the result of continental glaciation, which left the foundation rock buried by many feet of glacial debris. This occurred when ice sheets nearly one mile thick covered the Upper Midwest portion of the United States and Canada.

As the glaciers moved south, they carried billions of tons of rocks, which were crushed and ground as they moved. Changes in the temperature caused four major retreats and advances of the glaciers. The deposited materials were thoroughly mixed and redeposited again and again. Ottawa County was directly in the path of three of the four major advances. The mass of glacial drift that was deposited during the Wisconsin glacial period overlies the bedrock formations. Ottawa County is situated where the Michigan and Saginaw lobes of the Wisconsin ice sheet met.

The Township is generally flat, but there are some areas of steep slopes. The dominant natural features of the area are the dunes along Lake Michigan and the Pigeon River. These have a high erosion potential because of the slopes and soil conditions classifying them as "critical dune areas".



CRITICAL DUNES

The State of Michigan has classified much of the Township's coastline as "critical dune areas." These land uses are located along the entire length of the lakeshore in the Township. According to the State of Michigan Department of Environment, Great Lakes, and Energy (EGLE), critical dune areas are defined as:

"...public lands and private properties where developmental, silvicultural, and recreational activities are regulated and a permit is required under Part 353, Sand Dunes Protection and Management, of the NREPA. The law balances the benefits of protecting, preserving, restoring, and enhancing the diversity, quality, functions, and value of the critical dunes with the benefits of economic development, multiple uses, and public access."

Michigan offers the largest assemblage of freshwater dunes in the world. Port Sheldon Township is home to a nearly 6-mile-long stretch of those sandy mountains. The sand dunes along the Lake Michigan shoreline provide a unique asset to Port Sheldon Township. Sand dunes provide protection to the coast against large storms and high waves. Not only do the sand dunes slow the rate of erosion of the shoreline, but they offer enhancement to the aesthetic quality of the Township. These dunes also provide benefits by providing homes for numerous varieties of vegetation, birds, and other wildlife. The vegetation helps to further stabilize the dune.

Therefore, the protection of various dune grasses and shrubs is also important. The location of the areas identified as dune regions can be found on the map at the end of this Chapter.

There are about 877 acres of critical dune areas in Port Sheldon Township. The popularity of this shoreline and sand dune area has led to increased demand for residential development and industrial use (sand mining) within the dunes, creating a conflict between preservation and disturbance of this unique natural feature. In some shoreline communities, indiscriminate and unwise development has historically resulted in significant damage and in some cases elimination of the beautiful sand dune features.

To protect the sand dunes, the State of Michigan enacted the National Resources and Environmental Protection Act (Act 451 of 1994), administered by the Michigan Department of Great Lakes and Energy (EGLE). This act expands protection to areas identified as "critical dune areas."

Land within the designated critical dune areas is subject to strict development regulations and the MDEQ retains some final review and approval authority over local ordinances.

WETLANDS AND FLOODPLAINS

Wetlands are common in Michigan, although statewide loss of this valuable natural resource has been significant. Part 303 of the Natural Resources and Environmental Protection Act defines a wetland as:

“...land characterized by the presence of water at a frequency and duration sufficient to support, and that under normal circumstances does support, wetland vegetation or aquatic life and is commonly referred to as a bog, swamp, or marsh...”

“Wetland” is the collective term for marshes, swamps, bogs, and similar areas often found between open water and upland areas. Specifically in Port Sheldon Township, there are several types of wetland classifications that include:

- Freshwater ponds
- Freshwater Emergent Wetlands
- Freshwater Forested/Shrub Wetlands

Port Sheldon’s major wetlands are on the east side along tributaries of the Pigeon Lake and along or near Ten Hagen Creek. Major wetlands are subject to protection by the EGLE under several circumstances, if the wetland is:

- Connected to Lake Michigan,
- Located within 1,000 feet of Lake Michigan.
- Connected to an inland lake, pond, river, or stream.
- Located within 500 feet of an inland lake, pond, river or stream.
- Not connected to Lake Michigan, or an inland lake, pond, stream, or river, but are more than 5 acres in size and located in counties with a population of more than 100,000, such as Ottawa County.
- Not connected to Lake Michigan, an inland lake, pond, stream, or river, and less than 5 acres in size, but the EGLE has determined that these wetlands are essential to the preservation of the state’s natural resources and has notified the property owner.



Wetlands contribute to the quality of other natural resources, such as inland lakes, ground water, fisheries, wildlife, and Lake Michigan. Wetlands serve as storage areas for excess water and nutrients and controlling floods. In addition, acre for acre, wetlands produce more wildlife and plants than any other Michigan land cover type. Wetlands are especially important for breeding certain game fish and supporting a variety of unique plant and animal species.

Wetlands play a critical role in regulating the movement of water within watersheds. Wetlands are characterized by water saturation in the root zone, or above the soil surface, for a certain amount of time during the year. The fluctuation of the water table above and below the soil surface is unique to each wetland type. Port Sheldon Township has an abundance of wetlands that span the mid sections of the community.



Wetlands store precipitation and surface water and then slowly release the water in associated water resources, ground water, and the atmosphere. They help maintain the level of the water table and may serve as filters for sediments and organic matter. They may also serve as a sink to catch water, or transform nutrients, organic compounds, metals, and components of organic matter. Wetlands have the ability to impact levels of nitrogen, phosphorus, carbon, sulfur, and various metals. Without them, water quality decreases, areas are prone to flash flooding and habitat for specialized plants and animals is reduced.

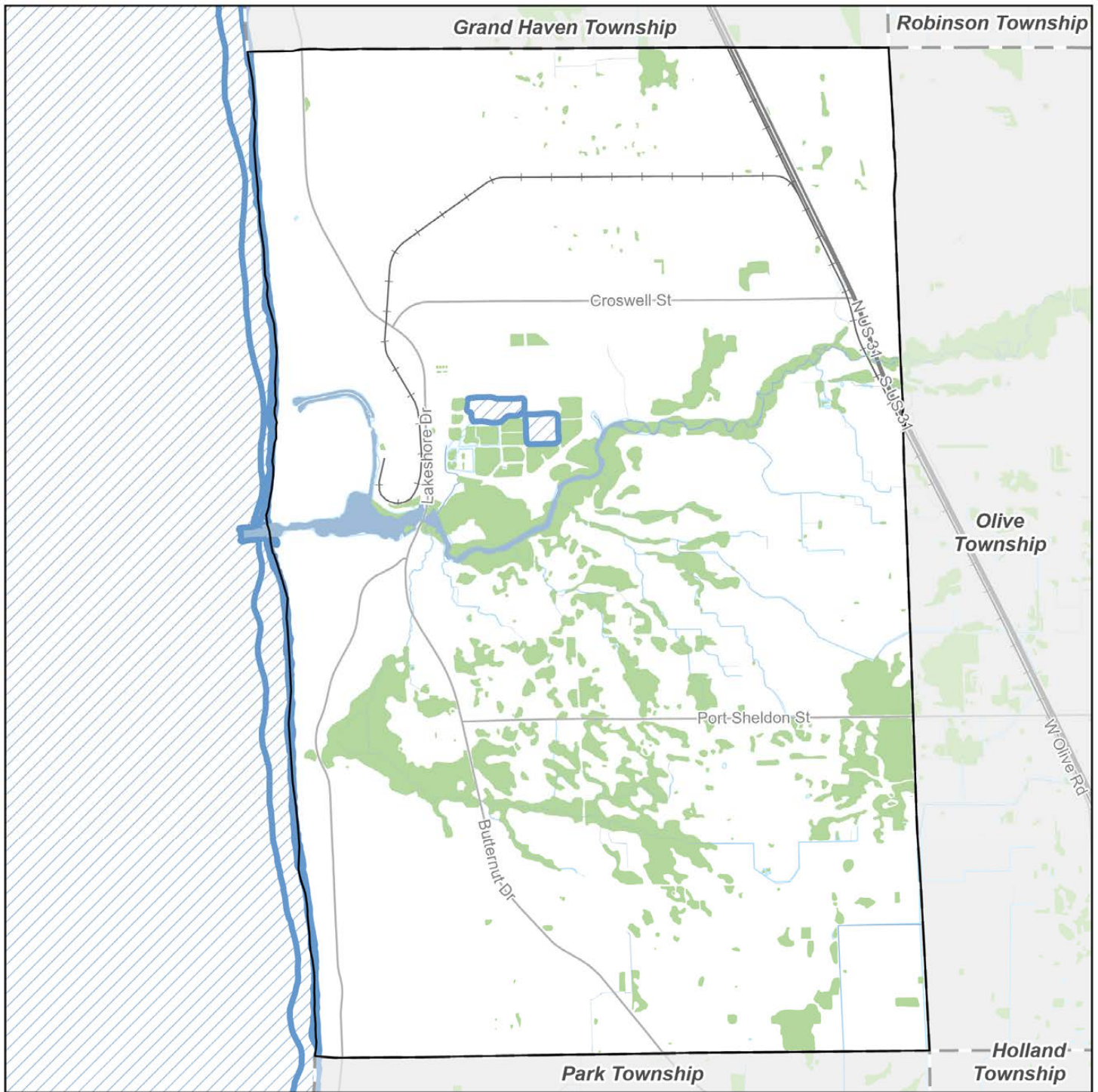
The wetlands in Port Sheldon Township are primarily associated with drainages in the County. Wetlands include swamps, marshes, bogs and similar areas often found between open water and higher elevated areas. Wetlands are valuable natural resources that provide such important benefits as surface and ground water quality and storm water management.

Certain wetlands are regulated by the Michigan Department of Environmental Quality (MDEQ). According to the MDEQ, a permit to drain, fill or modify a wetland must be obtained if the wetland(s) is five acres or larger or if the wetland is located within five hundred feet of surface water (i.e. lake or stream). Wetlands that are smaller than five acres may be regulated by a local community ordinance.

100-year floodplains are areas that are prone to flood one percent of the time in any given year. Specifically, in Port Sheldon Township, these areas are primarily located along the shorelines of the Pigeon River and Pigeon Lake as well as Sloan Pond and Ten Hagen Creek are within the 100-year floodplain. The boundaries of the floodplain are determined by the Federal Emergency Management Agency (FEMA).

One of the purposes of identifying the locations of floodplains or flood prone areas is to discourage incompatible urban development in such areas. Rather than building homes or structures in these areas, they should be utilized by compatible land uses such as for parks or natural areas.





Floodplain and Annual Flood Hazard

Port Sheldon, Ottawa County, MI

February 19, 2025

LEGEND

- Marine
- Estuary
- Marsh, Swamp, Bog, Prairie
- River
- Lake, Reservoir

0 2,000 4,000
Feet



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: FEMA 2024, McKenna 2024.



MCKENNA

WATERSHEDS AND DRAINAGE

A defining characteristic of the Township is the abundance of freshwater lakes, streams and wetlands. With continued development along the Lake Michigan and Pigeon Lake shorelines, unspoiled natural lakefront areas are becoming rare.

Pigeon River, Ten Hagen Creek and over ten other drainage-ways meander through the Township. Pigeon Lake and Lake Michigan are valuable resources for recreation and enjoyment by Township residents. These water features add appeal and identity to the community.

A watershed is a region of land that is drained by a particular river or river system. Watershed systems include many smaller tributaries such as creeks and streams that feed into a larger river and are influenced by elevation or the lay of the land. The Pigeon River Watershed is the primary watershed in Port Sheldon Township, which is fed by several other sub-watersheds.

Water quality within a watershed is directly related to the land management practices within that watershed. For example, if a new development created a large amount of impervious surface (i.e. asphalt) and stormwater was not properly managed, it is possible that the flow of the runoff into the creek, stream, or river could be increased to a point that stream bank erosion occurs. Stream bank erosion has the potential of increasing silt material on the streambed, changing the chemistry of the water with phosphates, nitrogen, and other chemicals, and altering the turbidity of the water. All of these changes may have an effect on the wildlife that is dependent on the stream or river for survival. A watershed, being an area where all of these water attributes are interconnected, should be looked at closely when assessing the impacts of new development within the Township.

GROUNDWATER AND SURFACE WATER

As the population in Port Sheldon Township continues to grow, natural resources will inevitably be impacted. The groundwater supplies in the Township, even though abundant, can be affected as more areas become impervious and with greater demand placed on groundwater supplies.

The State of Michigan has provided funding to many of these organizations through the Clean Michigan Initiative Clean Water Fund. The funding will help organizations expand their database on failing septic systems, which includes identification and elimination of failing systems. Efforts to identify and eliminate point source polluting drains that are illegally connected to storm drains will also be strengthened with this funding.

According to Dr. Roberta Dow of the Michigan Groundwater Stewardship Program at Michigan State University, there are many different ways ground water can be polluted. Two primary contributors are application of fertilizer on crops and residential lawns and septic tank drain field effluent. Proper fertilizer application management and septic tank maintenance may help to significantly reduce nitrate levels.

Abandoned wells may also be a threat to ground water quality if they have not been properly closed. Open wells may expose groundwater supplies to surface contaminants.

SOILS AND FARMLAND

The local topography is generally conducive for agricultural use. Soils information shows areas of prime farmland. Generally, most of Port Sheldon Township is located on sandy soils. The soils are generally considered poor for agriculture, although, through proper management of select specialty crops, they may produce yields. Port Sheldon Township has a number of successful blueberry farms, which grow best in well-drained, sandy soils, within its boundaries.

Soil Types

There are a variety of soil types throughout Port Sheldon Township. Identifying these soils can help to evaluate potential uses of land and identify any problems that may be associated with soil conditions.

Port Sheldon Township is host to the Grattan Soil Association. This association includes Chelsea, Covert, Granby, Kaleva, Kingsville, Oakville, Plainfield, and Pipestone soils. These deep, well drained, sandy soils occur on slopes ranging from 0 to 70 percent. They form the dramatic slopes and rolling hills of the sand dunes, limiting the potential for farming, and restricting where homes and other structures can be built. Common uses for these soils include croplands and farming.

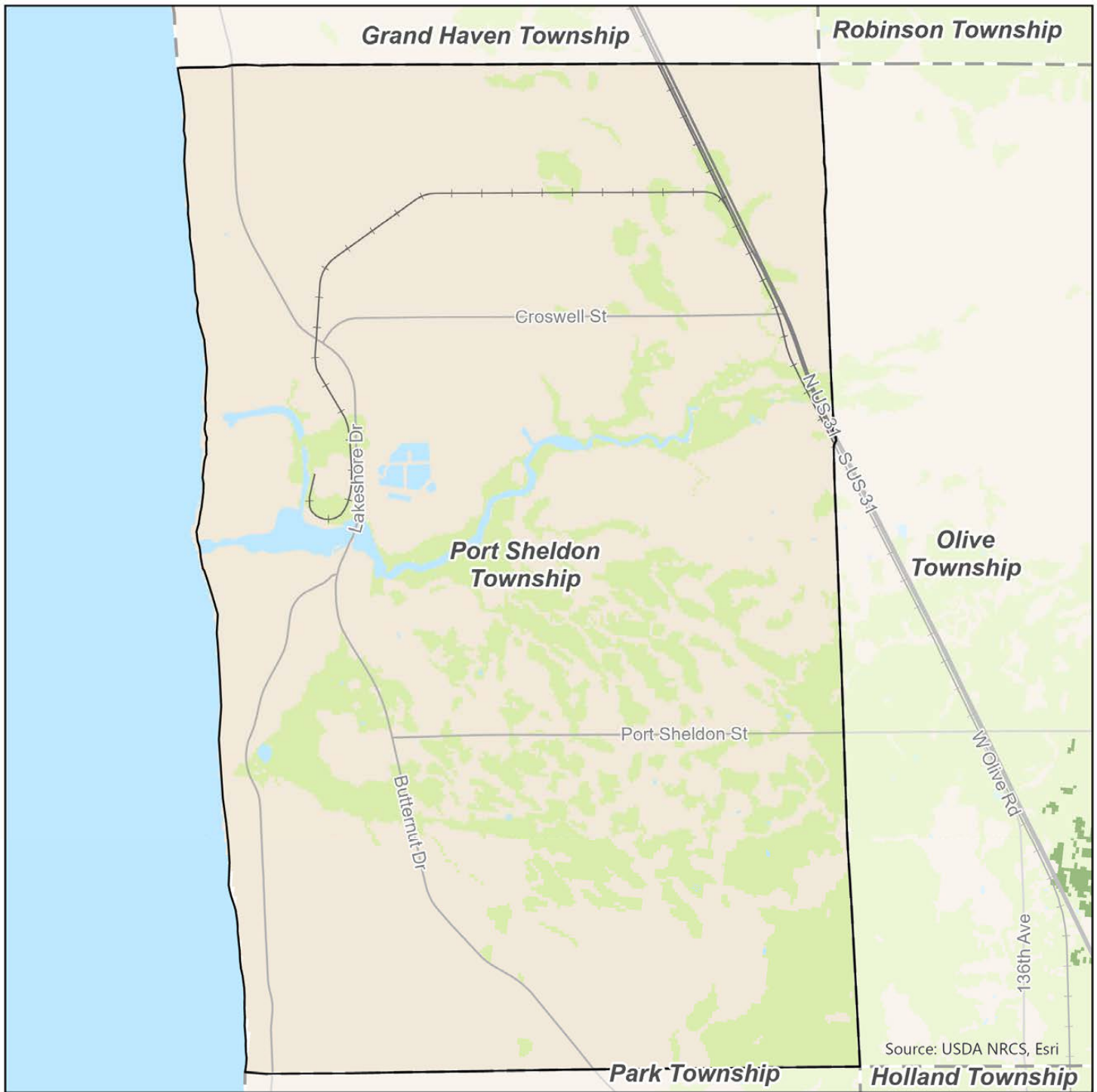
Due to their high permeability, Grattan soils may not be ideal for septic systems. Permeability is a crucial aspect for a properly functioning septic system, however, rapid drainage does not allow for adequate filtration and treatment of the water, leading to environmental and health risks.

Prime Farmland

Prime farmland, as defined by the U.S. Department of Agriculture, is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and is available for these uses. It could be cultivated land, pastureland, forestland, or other land, but it is not urban or built-up land or water areas. The township does not contain prime farmland however it does contain farmland of local importance. This is land containing soils that have some evidence of being suitable for crop production.

Other farmland categories designated by the USDA located in Port Sheldon Township include Not Prime Farmland, which are areas of the Township not suitable for growing crops. This includes a large portion of the Township from the Lakeshore to the central portion of the Township.

The areas along Lake Michigan and around Pigeon Lake and Ten Hagen Creek have floodplain areas, wetlands and associated vegetation that can survive in the sandy soil conditions. The natural vegetation along the banks of the creeks needs to be maintained to control small floods, preserve natural habitat and limit soil erosion control.



Farmland

Port Sheldon, Ottawa County, MI

April 28, 2024

LEGEND

- Prime Farmland
- Farmland of Local Importance
- Farmland of Statewide Importance
- Farmland of Unique Importance
- Not Prime Farmland
- Lakes and Rivers

0 2,000 4,000
Feet



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: USDA 2024, McKenna 2024.



MCKENNA

Existing Land Use

Current land uses allow the Township to consider the compatibility of new land uses and is a valuable tool when considering the day-to-day opportunities and challenges associated with land management and the delivery of key public services. The existing land use survey provides an inventory of land uses within the community and is a key source of background information used in developing the Master Plan.

OVERVIEW

Current land uses allow the Township to consider the compatibility of new land uses and is a valuable tool when considering the day-to-day opportunities and challenges associated with land management and the delivery of key public services. The existing land use survey provides an inventory of land uses within the community and is a key source of background information used in developing the Master Plan.

The total land area of Port Sheldon Township is approximately 22 square miles, or 14,000 acres divided into 18 full sections and portions of 6 sections along Lake Michigan. Port Sheldon is located halfway between the cities of Holland and Grand Haven on the Lake Michigan shore. The Township's land is primarily used for residential, agricultural activities, or has remained as natural areas. Further, the Township's development patterns indicate higher density, and more development focused on the southern portion of the Township, adjacent to Park Township, and the northern portion of the Township, surrounding US-31 and Grand Haven Charter Township. Given this, the central portion of the Township (approximately between Croswell Street and Van Buren Street) is largely undeveloped or includes small pockets of homes on large rural residential lots.

The following map illustrates the existing land use in Port Sheldon Township as of 2024. The Existing Land Use Map is based on data collected by the State

of Michigan, Port Sheldon Township, and Ottawa County. Port Sheldon is mostly rural in character, with much of its land acreage considered rural residential, agricultural, forested, or vacant/unused. Residential is the most prevalent use. Homes are scattered throughout the Township on varying lot sizes. The highest concentration of residential use exists along the Lake Michigan lakeshore, including the few subdivisions relatively close to the lakeshore. Additionally, a mobile home park is located in the northeast corner of the Township, just east of US-31.

Commercial and industrial land uses in the Township are very few. The Township's only industrial area, the JH Campbell Plant, owned and operated by Consumers Energy, is scheduled for decommissioning in 2025. As such, a notable component of this Master Plan to be explored further in the Future Land Use Chapter, examines the impacts of the Plant closure, and how the loss of this major industrial facility will impact Port Sheldon Township and the region as a whole.

Other land uses such as public/semi-public including parks, Township Hall, Fire Station, and cemeteries are located at various locations throughout the Township. The following is a description of the specific land uses in the Township.



AGRICULTURAL

Large tracts of agricultural or open land account for a significant component the Township's land. These open areas are located throughout the Township. The agricultural uses include specialty agricultural products such as blueberries, livestock (such as turkeys and fowl), and Christmas trees. A detailed description of farm soils and crops associated with the Township's agricultural uses can be found in the "Natural Features" chapter. Areas designated as Agriculture in the Existing Land Use map generally include large swaths of active farmland with associated residential accessory uses. Most of the Township's farmed areas are located on the eastern portion of the Township, south of US-31. This is consistent with the Prime Farmland map, which indicates "Farmland of Local Importance" concentrated generally within the same areas.



RESIDENTIAL

This existing land use category is comprised of the Township's existing residential homes. In Port Sheldon Township, the majority of the housing stock can be classified into the following residential characteristics:

- Rural Residential
- Neighborhood Residential

Rural residential land uses differ from Agriculture land uses in that the land is utilized for primarily residential purposes with potentially accessory hobby farm activities. Rural residential land uses typically include a residential home with accessory buildings, such as pole barns, barns, and sheds. However, the land in this area is not intended for commercial farming, large production farming, livestock care, or agricultural processes. A majority of the existing homes in the Township are included in this category. A notable size of the Township's land is designated as Rural Residential, where a single-family home is located on a large sized lot (about 1 acre in size or more).

Neighborhood Residential homes in the Township are less common. In general, these areas are comprised of homes located in clusters, closer together, which smaller lot sizes (less than 1 acre). These areas can be described as having a more "traditional" neighborhood fabric. Neighborhood Residential areas in Port Sheldon Township are generally located along the southern portion of the Township, adjacent to Park Township. Further, a cluster of neighborhood residential homes and a manufactured housing community are located on the north side of the Township, east of US-31.



LAKEFRONT RESIDENTIAL

In contrast to the “Residential” Existing Land Use category described above, Lakefront Residential land uses are those land uses with single-family homes located on Lake Michigan. The land use character is quite different on these parcels than other residential land uses in the Township. These lots are generally small and narrow, with only a single access point on narrow winding private streets.

Additionally, these homes are located close to one another, creating a higher density environment. These homes may also consist of a “resort” atmosphere, or perhaps are occupied only a portion of the year.



COMMERCIAL

Commercial sites are those that contain real estate intended for use by for-profit businesses, such as corner stores, grocery stores, restaurants, and malls. The commercial land uses identified within Port Sheldon Township include retail, service, and office types of facilities. Port Sheldon has two general commercial corridors. The first is located on the west side of Butternut Street, just south of Wildwood Drive. This area contains a restaurant, a party store, and some storage facilities, which attract local scaled business.

The other commercial corridor is located in the northeast corner of the Township, adjacent to US-31. Specific commercial uses in this area include restaurants, service establishments, general retail shops, and offices. This corridor has the characteristics of highway-type commercial activity with a regional market consisting of Township residents as well as passersby using US-31. The Township’s existing zoning ordinance provides for two commercial districts, a general commercial district for uses along US-31 and a neighborhood commercial district for areas on Butternut Drive.



INDUSTRIAL

The only industrial area in Port Sheldon Township includes the Consumers Power Company JH Campbell facility, generally located between Croswell Drive and the Pigeon River (north/south) and between 160th Avenue and Olive Shore Avenue (east/west).

Although the Consumers Power operation includes a substantial number of acres, the taxes collected from this land use contribute heavily to the overall tax base. As stated above, this affords the Township the ability to limit the amount of additional commercial and industrial land uses. Currently, the Consumers industrial area contains a large swath of the Township's land area. However, with the closure of the JH Campbell Plan in 2025, this is a significant land use concern to be addressed further in this Plan.



PUBLIC/SEMI-PUBLIC

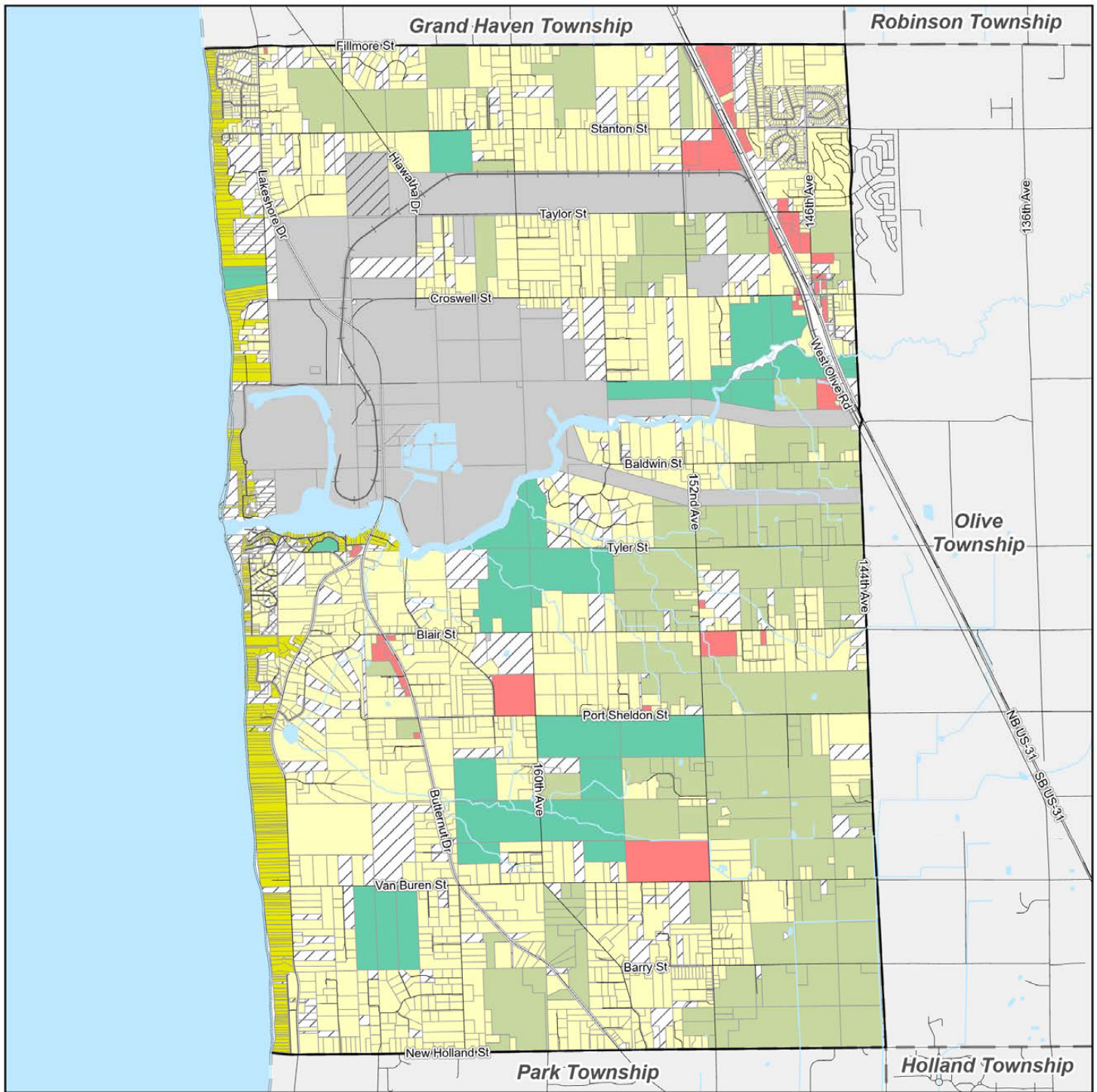
Public/Semi-Public land uses are those that are typically owned and operated by government entities. One of the many assets in Port Sheldon Township is the high-quality and well-maintained parkland. The Township has numerous public parks located throughout the Township. These parks include Kouw Park, Windnest Park, Township Recreational Park, Sheldon Landing, Zwemer Park, Hemlock Crossing, Kirk Park, Weaver House of Pine Bend Park, Breakers Disc Golf at Summit Church, Olive Shores, Ottawa County Parks Nature Center, and Port Sheldon Natural Area. The Township includes additional park amenities included in this expansive parkland such as dog parks, boat launches, bike paths, athletic fields, disc golf and more.

The Public/Semi-Public land use also includes other similar land uses that are available for public access, such as the Township Hall and any local cemeteries.



VACANT

A notable characteristic of Port Sheldon Township is its natural beauty, mature growth trees, unique vegetation, and winding hills and roads. Given the Township's general rural character, a significant portion of the Township's land is vacant. The "vacant" Existing Land Use category encompasses the land within the Township that is generally untouched, or perhaps once-active farmland that is no longer being used. Areas designated as vacant can also be heavily forested without any development improvements.



Existing Land Use

Port Sheldon Township, Ottawa County, MI

May 13, 2024.

LEGEND

- Agriculture
- Residential
- Lakefront Residential
- Multi Family Residential/
Senior Living
- Commerical
- Industrial
- Public/Semi-Public
- Vacant

0 2,000 4,000
Feet



Basemap Source: Michigan Center for
Geographic Information, v. 17a.
Data Source: Ottawa County 2024.
McKenna 2024.



MCKENNA

Transportation

Land use patterns and transportation systems are inherently interconnected. Proximity to efficient and connected transportation networks is a primary factor in determining where new development occurs. However, the traffic generated from new development often exceeds the capacity of transportation systems and traffic becomes more congested. As such, it is important for land use planning and transportation planning to be coordinated, and for the transportation system to allow individuals to get around not only by car, but also on foot, by bicycle, or by public transportation. This section is an analysis of the current transportation system in the Township.

EXISTING TRANSPORTATION ANALYSIS

Essentially, all of the existing road network in the Township is under the jurisdiction of the Ottawa County Road Commission (OCRC), or the Michigan Department of Transportation (MDOT).

In general, the major transportation corridors in Port Sheldon Township are well-connected and provide access from one area of the Township to another, as well as into neighboring municipalities. The road network in the Township is comprised of an interstate highway, principal arterial roads, minor arterial roads, and collector streets. The major road corridors with the highest traffic volumes in Port Sheldon Township include US-31, Lakeshore Drive, Butternut Drive, and Port Sheldon Street.

Given the rural character of Port Sheldon Township and in addition to the major road corridors, the Township also includes a number of less traveled local streets. Local streets in the Township are typically used to access residential neighborhoods. Residential neighborhoods in the Township are largely characterized by their sparse spacing, rural nature, and large lot sizes.

FUNCTIONAL CLASSIFICATION OF ROADWAYS

Regional planning and transportation agencies classify roadways based on their function using the standards in the Highway Functional Classification Concepts, Criteria and Procedures Manual (U.S. Department of Transportation, Federal Highway Administration, 2013), which follow the guidelines of the Federal-Aid Highway Act of 1973 and the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). The manual outlines a system of functional classification of streets for rural areas, small urban areas, and urbanizing areas. Road classifications identify the appropriate type and volume of traffic for each segment of the road network, and establish expectations among residents, Township officials, and transportation engineers for the operational characteristics of each road.

The following map identifies the functional classification of the roadways in Port Sheldon Township. Knowing the functional road classifications can assist local units of government in prioritization and project identification for improving the transportation system.

Freeways

Freeways are designed to handle large volumes of traffic moving at high speeds over long distances. No freeways directly serve Port Sheldon Township. Interstate 196, however, provides access from Holland south of Port Sheldon Township to the City of Grand Rapids to the northeast, and other areas such as Saugatuck and South Haven to the southwest. I-196 also leads into I-94 in the St. Joseph area; and from there provides access into Indiana and Illinois, particularly the City of Chicago.

Principal Arterials

Principal arterial roads and highways serve the major centers of activity, the highest traffic volume corridors, and the longest trips. Principal arterials serve major traffic movements within the Township and region. Port Sheldon Township includes one major regional thoroughfare within its boundaries. US-31 is one of the most frequented north-south connections within the Township, providing access to the City of Holland to the south, and the City of Grand Haven and Muskegon to the north. Adding to its regional significance, US-31 is the main corridor in the Township that provides goods and services such as shops, restaurants, grocery stores to Township residents, as well as residents in neighboring municipalities.

Minor Arterials

Minor arterial roads interconnect with the principal arterial system and provide access to destinations of moderate distance with a lower level of traffic mobility. Minor arterial roads place more emphasis on land access than do principal arterials. Port Sheldon Township includes no minor arterial roads within its boundaries.

Collector Roads

Collectors provide both access to abutting properties and traffic circulation within residential, commercial, industrial, and agricultural areas. The purpose of a collector road is to collect traffic from the Township and channel it to the arterial system. The existing inventory of collector roads in Port Sheldon Township include Lakeshore Drive, Butternut Drive, and Port Sheldon Street.

County Road Improvements

The basic source of revenue for road maintenance and improvements is the gas and weight tax collected by the State through Act 51. Most of these funds are collected through gas/diesel fuel purchases and vehicle registration fees. MDOT is ultimately responsible for routine maintenance on all state highways. The Road Commission currently inventories the capacity and classification schedules of all roads and conducts maintenance and reconstruction based on these characteristics.

Most of the Ottawa County Road Commission road improvement projects involve basic repairs and maintenance including paving, patching, sealing, and drainage improvements. Some of the road projects in Port Sheldon Township as defined by the 2025-29 Ottawa County Road Commission Strategic Improvements Plan include surface maintenance projects such as seal coat resurfacing as well as shoulder widenings for various local roadways.

Additionally, Port Sheldon Township is served by the Macatawa Area Coordinating Council (MACC), which is a federally designated metropolitan planning organization (MPO). MPO's are required by federal legislation to assist with providing coordinated transportation planning processes in urban areas with populations greater than 50,000 people. The MACC works collaboratively with area transportation authorities to select and prioritize road improvement projects, allocate funding, and identify future projects, both motorized and non-motorized, as well as public transit improvement projects and studies, and road surface ratings.

WALKING AND BIKING

Port Sheldon Township has a well-connected non-motorized pathway network that connects residential neighborhoods, several county parks, and Sheldon Woods Elementary School. It also provides access to neighboring jurisdictions, such as Holland Township and Park Township to the south, and Grand Haven Township to the north. Non-motorized paths do not extend west across US-31 into Olive Township. The major road corridors on which the pathways are located include Lakeshore Drive, Butternut Drive, a small portion of West Olive Road from Hemlock Crossing Park north to Croswell, and Blair, from Sheldon Woods Elementary to Butternut Drive. In all these routes, bike infrastructure is located on a single side of the road.

PUBLIC TRANSPORTATION

Although transit systems are active in both the Holland area and Grand Haven, Port Sheldon Township is not currently served by any area transit system or authority.

RAILROADS

Good rail service is an advantage in attracting industrial users who find this service increasingly difficult to find as railroads abandon smaller and unprofitable lines. There are two active railroad corridors in Port Sheldon Township, both operated by CSX. The first runs roughly north-south, parallel to US-31 on the west side of the road. The second runs east--west between Stanton and Taylor Streets before turning south and terminating at the site of the decommissioned J.H. Campbell power plant.



Goal & Objectives

Goal:

AGRICULTURAL PRESERVATION

Encourage the development of neighborhood nodes around key intersections to create vibrant, mixed-use areas with an emphasis on pedestrian connections, reducing the need for long commutes and encouraging walkable uses.

Objectives:

1. Explore opportunities to implement farmland preservation tools in the Township such as a Transfer of Development Rights Program or a Purchase of Development Rights Program.
2. Sustain Agricultural Preservation areas, as defined in the Future Land Use Plan.
3. Strengthen relationships with local producers to assist with farmland preservation, agri-business efforts, and succession efforts, as applicable.
4. Keep abreast of land use and zoning policies that support the continuation of agricultural businesses and agri-tourism.

Goal:

NATURAL FEATURES PRESERVATION & COASTAL RESILIENCY

The citizens of Port Sheldon Township will continue to enjoy the natural features of the community as manifested in the rolling woodlands, meadows, wetlands and farmlands and the clean waters of the Pigeon River and its tributaries. A central purpose of this Master Plan is the preservation of these valuable assets both as natural areas and for recreational purposes to serve current and future residents.

Objectives:

1. Continue to monitor upcoming trends and best management practices for low impact development (LID) into local zoning and development regulations.
2. Establish mechanisms to assure the inclusion and maintenance of open and natural areas in private development.
3. Seek opportunities to acquire property for preservation purposes when available.
4. Continue to monitor planning, policy, or zoning trends relating to coastal resiliency and critical dune preservation in the Township.
5. Continue to foster relationships with environmental agencies, such as EGLE, the Ottawa County Conservation District, and the MACC to support preservation policies and best practices.

Goal:**LAND USE & SMART GROWTH MANAGEMENT**

Port Sheldon Township will preserve its character by managing growth that preserves and complements the natural features of the community.

Objectives:

1. Appropriately scale commercial, industrial, and residential development that is carefully integrated with natural features.
2. Utilize the Master Plan to guide growth and development and avoid land use conflicts.
3. Encourage innovation and creativity in design, landscaping, and development techniques.
4. Steer appropriate land uses, both residential and nonresidential, to specific areas of the Township, where public utility connections exist, or are planned.
5. Develop land use policies that accurately reflect the Township's direction for growth, while maintaining the balance of preserving rural character, such as an urban services boundary.
6. Support zoning mechanisms to permit open space developments and design techniques as an option for traditional land divisions.

Goal:**HOUSING & NEIGHBORHOODS**

Maintain and support the Township's place in Ottawa County that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.

Objectives:

1. Support a system of organized land use to provide greater housing choices, where new and redevelopment areas respect and integrate with existing neighborhoods.
2. Encourage residential developments which are needed by persons of all ages, incomes and household sizes.
3. Support and encourage opportunities for new housing in the Township targeted to appropriate areas.
4. Maintain the delicate balance between rural agricultural land and residential development – especially in areas defined as Agricultural Preservation.
5. Encourage housing types and associated density that fit seamlessly into the Township's existing character and context.
6. Establish and implement zoning and other regulatory measures to accommodate housing that addresses all income and life cycle needs.

Goal:**TRANSPORTATION**

The roadway network in Port Sheldon Township will be developed and maintained to safely and effectively serve the needs of the Township and the region, providing efficient and aesthetically attractive linkages between neighborhoods, shopping and employment centers.

Objectives:

1. Establish and keep abreast of mechanisms to preserve the rural character of existing roads such as increased front yard setbacks and cluster design techniques along key corridors.
2. Implement and maintain effective access management techniques to optimize the carrying capacity of arterial roads in the Township.
3. Maintain the Township's high-quality network of bike trails and implement the Township's Non-Motorized Plan to enhance bike network connectivity whenever feasible.
4. Promote the construction of non-motorized and/or pedestrian infrastructure on both sides of streets to enhance safety and connectivity and implement protected pedestrian crossings when feasible.
5. Enhance bike and sidewalk infrastructure to connect neighborhoods to one another, as well as to neighboring community nodes, as applicable.
6. Ensure commercial, industrial, and residential developments include a connected street and bike network in site plans to discourage cul-de-sac designs.
7. Continue working relationships with public road agencies to explore opportunities for road enhancements and continued maintenance efforts.

Goal:**ECONOMIC DEVELOPMENT**

Retain the Township's existing businesses and small-scale commercial nodes. Promote a mix of commercial and appropriate industrial uses in defined locations that provide desired employment, goods, and services to the Township and Ottawa County region.

Objectives:

1. Support and consider appropriately scaled economic development opportunities in the Township, such as shops and restaurants and industrial businesses, where appropriate.
2. Encourage economic development that responds to the changing economy while positioning the Township to enhance its tax base and maintain a stable and diverse revenue source.
3. Assist the education and business communities in developing a competitive workforce to provide job skills demanded by the regional marketplace and employment opportunities for local graduates.
4. Target outreach to innovative companies (knowledge-based and high technology industrial) to ensure a diverse and resilient economic base.
5. Utilize the Township's prime geographic location and access to popular adjacent communities to market the Township as a destination for tourism and visitors.

Goal:**PARKS, TRAILS, & OPEN SPACE**

Continue to invest in existing recreation facilities, and consider new facilities, to provide quality of life benefits for Township residents, including active living, accessibility to recreation, and environmental preservation.

Objectives:

1. Continue to build out the Township's non-motorized pathway network, including establishing connections to key destinations within the Township and to regional trail networks.
2. Provide new parks and/or recreation areas within new and redeveloped developments and retrofitted existing development.
3. Pursue funding sources and develop partnerships and advocates to manage park needs, and study creation and management of future nature preserve areas.
4. Develop, maintain, and preserve sufficient open space and recreation facilities to fully satisfy the wide variety of recreation needs of residents.
5. Explore opportunities for future parkland in the Township by means such as updating policy to include distribution of parkland and/or open space throughout the Township so as to best serve all geographic areas of the community.
6. Continue to implement the Township's Parks and Recreation Master Plan and update every 5 years.
7. Foster and maintain cooperative arrangements with the Ottawa County Parks Department regarding park planning and development.

Future Land Use Plan

A significant element in the Port Sheldon Township Master Plan is the development of the Future Land Use Plan. The purpose of a Future Land Use Plan is to help shape the future fabric of a community by designating certain land uses in specific areas. This process is typically used to assist with future zoning decisions, zoning ordinance development and/or amendments, infrastructure boundaries, decisions on future developments, and more.

OVERVIEW

Because Port Sheldon Township is a growing community with different land use types and needs, the first step in the future land use planning process is determining which areas of the Township should stay the same, if an area should change, and how those areas should be changed.

As a result, a Township Framework map was created. The Township Framework map assigns a future action to each and every parcel in the Township through an in-depth analysis of existing land uses, existing physical conditions, parcel vacancies, and other factors. These actions are then later analyzed further and assigned to various Future Land Use designations. Essentially, the Township Framework is intended to create a consensus overarching vision of smart growth and/or development, while the Future Land Use map and categories provide a deeper analysis to each of the Framework ideas. The Township Framework categories can be described as:

PRESERVE

These are the parcels within Port Sheldon Township that are planned to remain mostly the same for the foreseeable future. A major goal of the preserve category is to maintain the Township's rural character in appropriate areas, preserve active agricultural land, retain the Township's high-quality parkland, and sustain the Township's existing residential areas. Another consideration given to the Preserve category is valuing the Township's scenic natural beauty, which is exemplified by the Lakeshore Drive, Butternut Drive, Crosswell Street, Van Buren Street, and Sand Drive corridors. A key driver of this Plan is to preserve the Township's existing natural beauty – which is also a notable contributing factor to the Township's growth pressures. As such, it is a significant component of the planning process to identify and recognize areas of the Township that may be appropriate for new land uses, while also balancing that with preservation of existing character and natural beauty.

ENHANCE

This Township Framework category was determined by analyzing the parcels within the Township that should remain generally the same in land use but could benefit with minimal enhancements or improvements. For example, some “Enhance” areas within the Township could be improved over time by creating nonmotorized or sidewalk connections, off-street neighborhood connections, general site improvements (e.g. landscaping, lighting, or signage in commercial areas), or other simple beautification measures. However, it is not intended that these areas would drastically change in land use.

Additionally, some areas designated as “Enhance” may also be opportunities to target residential housing and neighborhoods. This type of “Enhance” areas include those located on the west side of US-31, north of the Port Sheldon Street Corridor, and north of New Holland Street. These areas may be subject to development pressures in the future, given existing and planned public utility connections. “Enhance” areas differ from those designated as “Develop” largely due to planned land uses. “Enhance” areas are planned to remain the same in land use, while “Develop” areas may be opportunities for new land uses.

In effort to recognize the Township's goal to support appropriate housing development, these specific areas (noted above) designated as “Enhance” have been identified as potential opportunities for housing development of appropriate density, as further described in the Future Land Use Plan.

Any new residential housing should be clustered or designed with notable open space, as to prevent any substantial deterioration of the Township's natural character and existing mature growth trees.

DEVELOP

Areas designated as “Develop” are those identified by existing commercial development areas and their immediate periphery. Here, there may be opportunities to enhance the Township's commercial activities, such as small-scale grocery or retail, restaurants, or coffee shops. “Develop” areas are also intended to plan for and accommodate new potential land uses, outside of what already exists. Further, the areas designated as “Develop” are areas where public utility extensions would most likely take place or are already existing.

Residential housing developments may also be appropriate in these areas. A majority of the “Develop” areas are concentrated around US-31. A small pocket of “Develop” also is located at the Butternut Drive and Blair Street intersection, where a group of commercial businesses already exist. These two pockets of “Develop” designations may have opportunities to permit infill development, as appropriate. Suitable land uses and intended built character are described further in the Future Land Use Plan.

CONSUMERS ENERGY PARCELS

These areas indicate the parcels owned by Consumers Energy. These are subject to the subarea plan as further described in the Future Land Use Chapter.

TOWNSHIP NODES

Areas on the Township Framework Map that are encircled as a “Township Node” indicate more of a structural component to the overall intended land use vision. Township Nodes are those areas that are known locally as a community destination or area of significance. In this context, by identifying important nodes of activity in the Township, the land use vision subsequently takes place. Nodes in the Township includes areas such as Stanton Corners, the Lakeshore Drive and Butternut Drive intersection, commercial uses near Butternut Drive and Blair Street, the West Olive hamlet, and the JH Campbell Plant. In general, a node may include areas of commercial activity, gathering places, schools, civic buildings, and other prominent community features.

SCENIC CORRIDORS

As previously noted, Port Sheldon Township is known in the West Michigan region for its natural scenery and “small town” environment. While the Township has experienced growth in population over the years and is projected to continue on a steady growth trajectory, it is also important to recognize the street and nonmotorized segments that provide the foundation that which makes the Township unique.

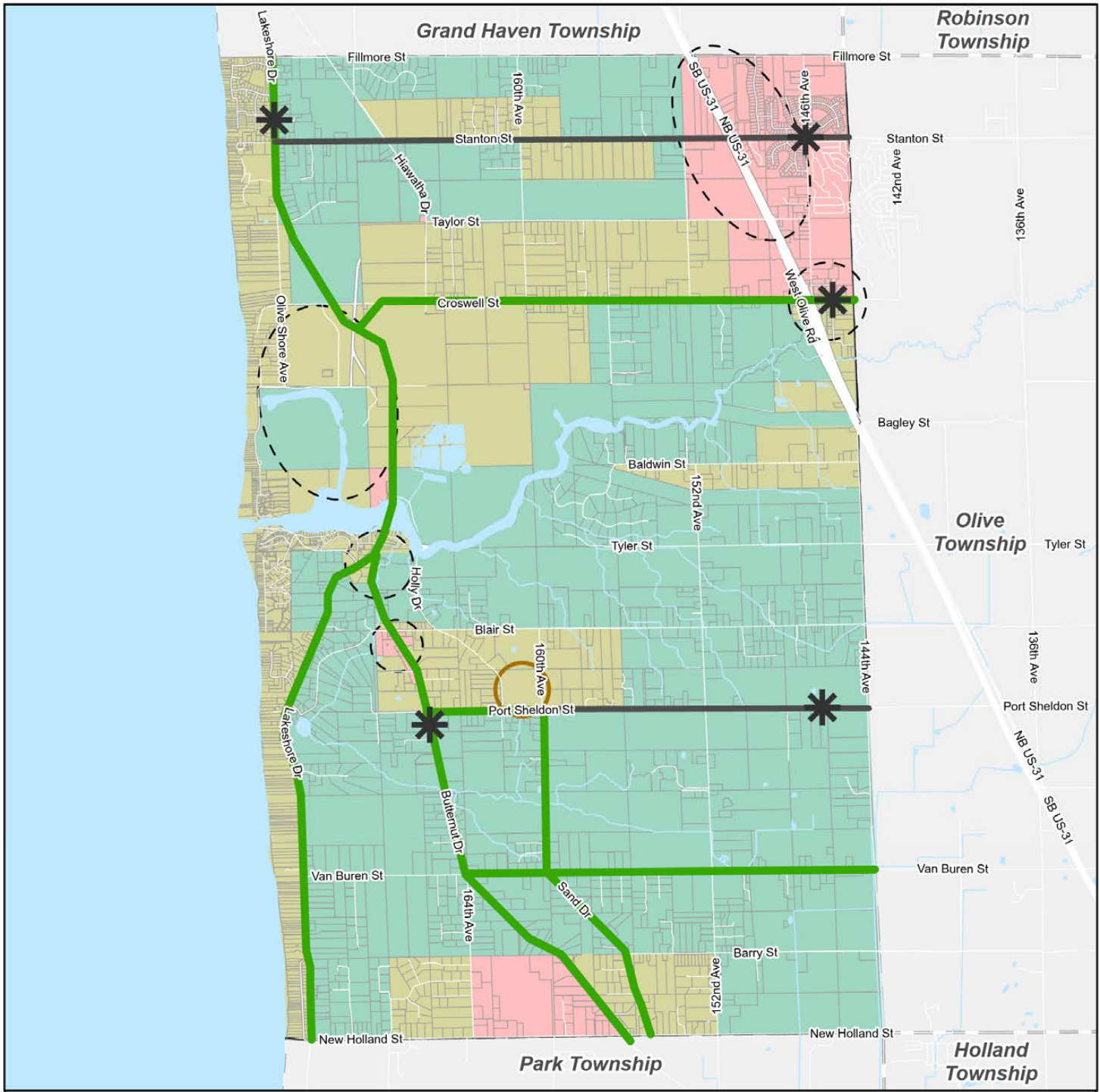
Lakeshore Drive is known throughout the region as a popular corridor for cycling, recreation, and scenic travel. The Corridor is lined with mature growth trees and winding curves that make it a unique segment in the region. Further, other street segments, such as Butternut Drive, Van Buren Street, Croswell Street, and Sand Drive have similar qualities in that the existing character should be recognized and preserved. These corridors have been identified as “Scenic Corridors” in that the land uses should remain generally the same, with potential enhancement for nonmotorized pathways and multi-modal transportation connections.

TOWNSHIP GATEWAYS

Port Sheldon Township has its own sense of character and identity in the West Michigan region. The Township has several small pockets of commercial activity, as identified by the nodes. With that, those several areas have taken a unique identity on their own, for example, Stanton Corners and West Olive. Township Gateways have been identified on the Framework Map for further analysis of the Township's land use and transportation context. Gateways are general points of identification in the Township and are the main corridors for which people travel to enter and exit. Outside of the US-31 Corridor and the small-scale node areas, there may be opportunities to elevate the Township's presence and create a unique identity for other areas that are frequently traveled. As such, several potential gateways have been identified on the Township Framework Map.

KEY CORRIDORS

These road segments within the Township indicate other frequently traveled corridors. In many cases, these corridors connect the Township to neighboring communities, as well as to destinations within the Township, such as residential homes, neighborhoods, and recreation. While these corridors may not have the “scenic Corridor” designation, it is still significant to consider how these corridors are important to the region. This designation is also intended to serve as a structural framework for the Future Land Use Plan. While specific land uses are not identified here, these corridors provide a significant element in the planning process.



Township Framework

Port Sheldon Township, Ottawa County, MI

February 18, 2025

LEGEND

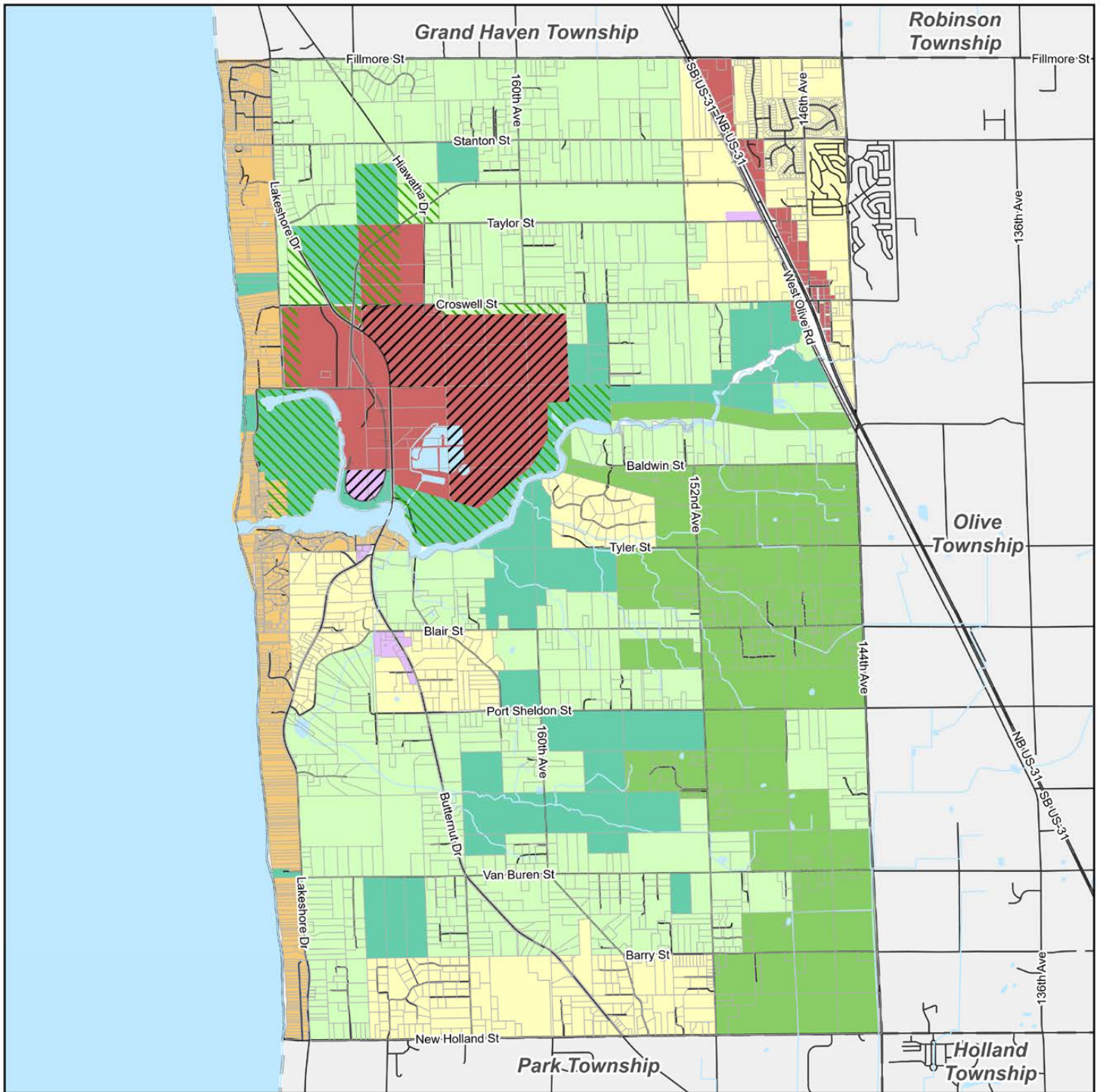
- Preserve
- Enhance
- Develop
- Township Nodes
- Civic Node
- Scenic Corridors
- Key Corridors
- Township Gateways

0 1,500 3,000
Feet



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: Ottawa County 2024.
McKenna 2024.





Future Land Use

Port Sheldon Township, Ottawa County, MI

Recommended by Planning Commission
July 23, 2025

LEGEND

- Agricultural Preservation
- Rural Residential
- Neighborhood Residential
- Lakefront Residential
- Neighborhood Mixed Use
- Rural Enterprise
- Public/Semi-Public
- Reclamation Overlay
- Priority Preserve Overlay

0 2,000 4,000
Feet



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: Ottawa County 2024.
McKenna 2025.



MCKENNA



Future Land Use Categories



AGRICULTURAL PRESERVATION

The Agricultural preservation Future Land Use category is intended to support and encourage the continuance of agricultural land uses and associated activities. Port Sheldon Township historically has a rich presence in the West Michigan region for agricultural activities, most notably the blueberry fields. The Township's prime location within close proximity to Lake Michigan, and other factors such as soil composition, make it an idea location for blueberry plants to thrive. It is a goal of this Master Plan and subsequent zoning efforts to foster relationships with local agricultural producers and assist with succession efforts as applicable and appropriate.

General Characteristics

In areas designated as Agricultural Preservation, agricultural land uses should be the dominant landscape with accessory single-family residential. This can include the production of crops, raising of livestock, and other similar activities. Further, properties in this designation should be permitted to conduct accessory uses, such as agri-businesses, to allow farmers options for supplemental income. Agri-business activities may include u-pick operations, barn event venues, cider mills, petting farms, or other similar activities.

Further, properties in this category should be discouraged from future utility connections and excessive lot splits, as to prevent active farmland areas from being reduced over time by the construction of new homes on large lots.

Appropriate Land Uses

Appropriate uses include dwelling units matching the character and density of the surrounding uses, parks, agri-businesses, and farms including the keeping of large and small animals, including bees, chickens, and other domesticated farm animals, as well as growing crops.

Streets and Transportation

Streets in Agricultural Preservation areas are typically higher in speed and can accommodate larger vehicles transporting heavy equipment needed for agricultural purposes. Many of these streets located in the Agricultural Preservation area(s) are classified as major collectors, or local roads. Private streets should not be permitted areas intended for Agricultural Preservation. Homes and other developments should be accessible by main roads, maintained by the Ottawa County Road Commission.

New homes and accessory structures should be designed with quality materials and should be consistent with surrounding homes in terms of scale, massing, and site design. Structures should be consistent in character with agricultural buildings.

Non-Motorized Trails may also be appropriate, especially within the utility corridors that branch off from the JH Campbell Plant Site.

Design Guidelines

Lot Dimensions:

Recommended Lot Areas: Consistent with surrounding character.

Recommended Lot Width: Consistent with surrounding character and consistent with the Township current Zoning Ordinance specifications for the Agricultural District. Parcels in this category should have a robust minimum frontage standard, so as to prevent excessive lot splits and reduction of productive agricultural land.

Building Setbacks:

Minimum / Maximum / Side / Rear: Consistent with surrounding character and consistent with the current lot dimensions as specified in the Township Zoning Ordinance for the Agricultural District. The Township should consider a maximum front yard setback in areas designated as Agricultural Preservation, to minimize the occurrence of excessive driveways or shared driveways, which can have impacts on stormwater and drainage.

Building Height:

Maximum: Consistent with surrounding character and the Township Zoning Ordinance specifications for the Agricultural District.



RURAL-RESIDENTIAL

A majority of the land in Port Sheldon Township can be characterized as rural residential. Recognizing the Township's agricultural roots and natural beauty, large lot residential with accessory farming activities and accessory residential buildings is a prominent land use in the Township's existing land use fabric.

General Characteristics

This Future Land Use Category is characterized by existing low-density residential areas in the Township. These areas are typically comprised of single-family homes on larger size lots. Parcels in the Township that are included in this category are planned to encompass the existing large lot residential land uses, but also incorporate small-scale agricultural land uses and vacant land/open space areas. This category is also intended to preserve the Township's natural beauty corridors, such as Lakeshore Drive.

Appropriate Land Uses

Typical land uses in this category include small-scale agricultural businesses and hobby farms, single-family residential homes on large lots with accessory structures, such as pole barns, and open space. It is the intent of this category to preserve, to the highest extent possible, the mature growth trees and environmental landscape in the Township. Parcels in this category may also include future parks or recreation opportunities, or even preserved open space.



Streets and Transportation

Development in this category should be located with direct access to main roads in the Township, maintained by the Ottawa County Road Commission. Parcels in this category should also include robust frontage requirements, so as to prevent excessive lot splits and shared driveways and easements leading to landlocked parcels. Private streets should be highly discouraged, if not prohibited.

Non-Motorized Trails may also be appropriate, especially within the utility corridors that branch off from the JH Campbell Plant Site.

Building and Site Design

New homes should be consistent with existing character and should be designed with quality materials and should be consistent with surrounding homes in terms of scale, massing, and site design.

Design Guidelines

Lot Dimensions

Recommended Lot Size: Consistent with surrounding character.

Recommended Lot Width: Consistent with surrounding character and consistent with existing development, with higher emphasis on minimum lot frontage on main roads, to prevent excessive lot splits resulting in landlock parcels only accessed by easements or shared driveways.

Building Setbacks

Minimum Front / Side / Rear: Consistent with surrounding character and consistent with current lot dimensions. Setbacks should be substantial enough to support preservation of existing natural features.

Building Height

Maximum: Consistent with surrounding character.



NEIGHBORHOOD RESIDENTIAL

The purpose and intent of this Future Land Use category is to provide opportunities in Port Sheldon Township for residential land uses in a traditional neighborhood setting. Neighborhood Residential areas are likely more appropriate with public utility connections, and should be designed in harmony with the Township's rural and wooded character.

General Characteristics

This designation is characterized by moderate to medium-density residential neighborhoods within close proximity to US-31. These areas are intended to support traditional neighborhood development, in some circumstances, mixed residential neighborhoods. Neighborhood Residential land uses can include single-family residential homes and attached low-density residential homes (such as cottage courts, townhomes, or other similar housing typologies). Neighborhood Residential land uses are connected to water and sewer, with possible connections crossing US-31. Because of this, this area is intended to support smaller lot sizes and homes constructed closer together.

Appropriate Land Uses

Typical uses include single family homes, schools, parks, open space, and other compatible municipal or civic uses. Neighborhoods should be designed with connected street patterns, including connections to existing neighborhoods where possible, and should have amenities within their boundaries. Businesses and retail should be within walking or biking distance along major corridors. Neighborhood amenities are also appropriate here, such as a community pool, clubhouse, parks, or trails.

East of US-31, non-single-family typologies may be appropriate if a density of 2 units per acre is not exceeded and developments are designed to use clustered housing to preserve natural space.



Streets and Transportation

Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy. Streets can be classified as minor arterials or major collectors. In some cases, private streets may be appropriate to accommodate neighborhood residential development. In many cases, due to the availability of utilities and flat land surrounding US-31, Neighborhood Residential streets are planned for a “grid” type of structure, with multiple ingress/egress onto main roads.

Building and Site Design

Sites should be designed to give homes a front and back yard (or nearby usable green space), while maintaining a human, walkable scale that promotes social interaction and reduces unnecessary and unused lawn space. Buildings should be designed with quality materials and consistent with architectural styles common in the greater Port Sheldon/Holland/Grand Haven area. Alternative architectural styles may be appropriate in some neighborhoods, provided that the unique design enhances the general character of the area.

Design Guidelines

Building Setbacks:

Minimum Front / Side / Rear: Setbacks in this category should be minimal, to accommodate smaller lot sizes and a higher density environment. Reduced setbacks for detached accessory structures, such as sheds small gardens, or other similar residential accessory structures, should be considered.

Building Height:

Maximum: Consistent with existing neighborhoods east of US-31. Likely around 2 – 2.5 stories.



LAKEFRONT RESIDENTIAL

Recognizing the Township's unique shoreline features, this category is intended to capture the properties (mostly residential) that have direct access to Lake Michigan. These parcels generally have distinct character, in that the lots tend to be smaller, are more narrow, and have significantly more development considerations.

General Characteristics

The Lakefront Residential Future Land Use category includes all the existing low density residential homes situated along the shore of Lake Michigan, along with connecting residential streets. This category is intended to preserve the existing vegetation and natural mature growth trees, with complimentary residential land uses.



Appropriate Land Uses

Appropriate land uses in this category include single-family residential homes on sizeable lots. In some circumstances, two-family homes may be appropriate. Other appropriate land uses may include public access beaches, open space, parks, and other similar activities.

Streets & Transportation

Streets of existing character are appropriate for Lakeshore Residential areas. These streets are not intended to accommodate heavy traffic, or traffic at high speeds. Truck traffic is also inappropriate in these areas. To elevate existing roadways, the Township should consider opportunities for widened paved shoulders and/or separated pathways for safe walking and biking. These non-motorized facilities should connect Lakeshore residential homes and neighborhoods to popular lakefront destinations such as Windsnest Park or Zwemer Park.

Building and Site Design

Building Setbacks:

Minimum Front / Side / Rear: Setbacks should be consistent with the surrounding environment, while also considering environmental factors and coastal resiliency.

Building Height:

Maximum: Consistent with existing residential homes and neighborhood



Existing character: A small-scale commercial business intended to serve the local community

NEIGHBORHOOD MIXED USE

The purpose and intent of this Future Land Use category is to analyze areas within the Township where small-scale commercial uses already exist, and provide parameters for how these areas could be elevated in ways that are appropriate to Port Sheldon Township.

General Characteristics

The Neighborhood Mixed Use area is a low intensity commercial category intended for small-scale retail, and amenities. The Neighborhood Commercial districts should provide amenities to the surrounding residential areas in a human scale and walkable, though not necessarily urban, format. Neighborhood Commercial land uses are concentrated in smaller pockets adjacent to community nodes such as schools and retail centers and higher density housing. Areas designated for Neighborhood Mixed Use might also include adjacent residential homes of appropriate density.

Appropriate Land Uses

Low-intensity businesses such as personal services, small offices (including medical offices), and convenience stores, as well as religious institutions, schools, and similar uses. Residential uses, including small footprint dingle-family, single-family neighborhoods, small multi-family and “missing middle” style housing units, are also appropriate.



Planned Character: Above examples of small-scale mixed-use character in Jenison, MI and Hudsonville, MI

Streets and Transportation

All streets lined with Neighborhood Commercial uses should have sidewalks or bike paths on both sides. Streets within this designation should also consider connectivity to US-31 so as to ensure safe walking and biking conditions for pedestrians and bicyclists.

Building and Site Design

Buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and porches are all highly encouraged.

Parking areas may be located in the front, side, or rear yards for buildings, but, where practical, buildings should front the street and provide parking to the rear. Large areas of parking should be broken up with landscaped islands and trees. Parking space requirements may vary based on the location of the development and availability of shared parking.



Design Guidelines

Building Setbacks:

Recommended Front: 15-35 feet

Recommended Sides: 15-40 feet, larger setbacks to allow driveways to rear parking could also be appropriate

Recommended Rear: As needed for parking and loading

Building Height:

Minimum: 1 story

Maximum: 2.5-3 stories, lower heights may be most appropriate considering adjacent residential, and taller buildings may be appropriate when supported by appropriate infrastructure and not out of scale with the surrounding character



The Pipeline Underground Saloon is an example of a hospitality business that promotes rural character in its site design and architecture.

RURAL ENTERPRISE

The purpose and intent of the Rural Enterprise Future Land Use category is to provide parameters for the continued development of the US-31 Corridor. This category sets a foundation for appropriate land uses and elevated building and site design requirements for larger-scale commercial facilities.

General Characteristics

Rural Enterprise areas are intended to support the needs of commercial and industrial businesses, and ensure sufficient tax base for the Township, while using rural site design, intensity, and character. In Port Sheldon Township, the General Commercial land uses are concentrated along the east side of the US-31 Corridor, north of Taylor Street. Being a frequently traveled regional corridor connector between Holland and Grand Haven, as well as the existing availability of utilities, more intense and higher density commercial development is appropriate in this area.

Appropriate Land Uses

A wide variety of commercial and industrial land uses may be appropriate here, but only if they are designed to respect the natural and rural surroundings.

Some areas of the JH Campbell complex have been planned for Rural Enterprise as well. These areas may be developed with industrial uses that complement Port Sheldon's maritime and agricultural heritage, and are designed to be incorporated into the natural landscape and to be unobtrusive to a rural lifestyle and character.

The Rural Enterprise Future Land Use category should be understood to allow either the C Commercial Zoning District or the I Industrial Zoning District, with the Planning Commission making the decision on whether either or both are appropriate in a given location based on the specific land use and infrastructure context. On the JH Campbell Plant Site, the I Industrial District is appropriate on areas designated as Rural Enterprise, though some land uses permitted in that district will need to be evaluated through the Special Land Use process.

The Fly Ash reclamation portion of the JH Campbell Site is also included in Rural Enterprise. The remediation of that area should be understood to be a permitted land use, and the eventual land uses that replace it should conform to the vision for Rural Enterprise expressed in this plan.

Streets and Transportation

Rural Enterprise land uses are typically surrounded by major arterial and principal arterial roads, which are characterized by higher volumes of traffic, heavier vehicles, and faster speeds. Streets should allow for regional connectivity as well as pedestrian connectivity and protected pedestrian crossings on both sides of the road. Roadside landscaping and other beautification elements should be considered in these areas due to the high volumes of both motorists and pedestrians traveling to these areas.

There are some land uses that fit within the Rural Enterprise category on the JH Campbell site, but may not be appropriate in other areas of the Township. Specifically, battery energy storage systems and solar energy generation are possible reuses on the JH Campbell site, and would be supported by this plan. Industrial uses that are “heavier” in terms of truck traffic, noise, dust, and other off-site impacts may also be appropriate on the JH Campbell site, where they are replacing the tall smoke stacks and heavy machinery of the coal-fire power plant, but would not be appropriate along US-31, or even the Hiawatha Drive portion of the Consumers land.

The JH Campbell site also includes active freight rail infrastructure, which can support industrial businesses in ways that sites without rail cannot. The presence of the rail should be taken into account when the Planning Commission reviews Special Use Permits, PUDs, and other zoning applications for heavier industrial uses.

Non-Motorized Trails through Rural Enterprise areas may be appropriate, especially within the Utility Corridors leading to the JH Campbell Plant Site.

Building and Site Design

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.

Design Guidelines

Building Setbacks:

Recommended Front: 50 feet

Recommended Side: 50 feet

Recommended Rear: As needed to maintain rural character

Building Height:

Minimum: 1 story

Maximum: 2 stories. Multi-story buildings should be discouraged unless the business in question needs a taller building to operate successfully.



Credit: Second Wave Media

JH CAMPBELL PLANT SITE SUBAREA PLAN.

As a companion to this Master Plan, a Subarea Plan was developed with a detailed vision for the future of the JH Campbell Site and the surrounding land owned by Consumers Energy. The Subarea Plan provides a significant amount of detail and context into the Consumers Energy site and adjacent properties. A portion of this Master Plan identifies strengths, weaknesses, opportunities, and threats relating to the remediation of the JH Campbell Plant site, and how the Township can utilize this closure of the Consumers Energy Plant as an opportunity to further goals in outdoor recreation, housing, commercial, industrial, and other elements.

The Future Land Use Plan and Zoning Plan are designed to be compatible with the Subarea Plan. The Future Land Use categories, including overlays, designated for the Consumers land articulate the vision for both investment and preservation, as shown on the Subarea Plan.

The Zoning Plan translates the Future Land Use Plan to zoning, and should be followed closely, particularly within the Consumers land, to ensure the plan is followed.

However, it should be understood that the plan does not obligate Consumers to undertake any particular development or investment, and only prescribes the options available to Consumers as it repositions its assets.

The Subarea Plan was developed in consultation with Consumers, Lakeshore Advantage, neighborhood organizations, Ottawa County, and the general public.

BOUNDARY BETWEEN NEIGHBORHOOD MIXED USE AND RURAL ENTERPRISE

The boundary between Neighborhood Mixed Use and Rural Enterprise land uses, as expressed on the Future Land Use Plan in the Sub-Area Plan, should be understood to be fluid. The exact line between those development types may not be exactly where shown on the Future Land Use Map, if shifting it is necessary for the needs of a future redevelopment of the Campbell Plant Site.

However, the general vision of the Future Land Use Map must be maintained. There must be preserved green space (preferably open to the public) between the railroad tracks and Pigeon Lake, with Mixed Use development north of the railroad tracks, and then Rural Enterprise uses north of the Mixed Use. Rural Enterprise should not extend all the way south to the railroad tracks, and no development should occur between the tracks and the water.



PUBLIC / SEMI-PUBLIC

Port Sheldon Township is a unique place in the West Michigan region. The natural wooded character of the Township, active farmland, and beautiful scenery makes it a great place for outdoor recreation. This category is intended to support continued operation and maintenance of the Township's public spaces.

General Characteristics

This designation identifies park land and open space. Areas within this designation can be used for both passive and active recreation. Natural features and developed parklands should be compatible with the surrounding landscape and neighborhood.

Appropriate Land Uses

All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities.

Streets and Transportation

Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged.

Building and Site Design

There are no specific Building and Site Design recommendations, although high quality architecture is encouraged. Buildings should be visible, but of scale and appearance that is consistent with their surroundings and should provide public amenities. Parks should be maintained and upgraded as needed.

Sufficient parking should be provided for public facilities. Parking areas should be designed to minimize stormwater runoff and implement low-impact development techniques (previous pavement, bioswales, etc.).

Design Guidelines

Building Setbacks:

Minimum / Maximum / Side / Rear:

As necessary for park amenities

Building Height:

As necessary to accommodate use.

Overlays

The Future Land Use Map includes two hatched “overlays.” These designations are intended to delineate important land use goals that span across Future Land Use Categories, and indicate implementation actions the go beyond land use policy and zoning.

Priority Preservation Zone:

Within the hatched areas designated as “Priority Preservation Zones” on the Future Land Use Map, the Township has identified important natural features that are worthy of preservation. While the land in these zones is currently privately owned, and may be developed following the guidelines of the underlying Future Land Use category, it is the intent of the Township to support the purchase of this land by a public or non-profit entity that would maintain it in a natural state in perpetuity. Conservation easements may also be a tool to achieve these goals.

The Priority Preservation Zone along Olive Shores Avenue at the west edge of the existing JH Campbell Plant Site should not be understood to abridge development on the Campbell Plant Site itself. Instead, the Township strongly encourages any redevelopment of the Campbell Plant Site to preserve the existing wooded area along Olive Shores Avenue, in order to buffer the residential uses from any new industrial ones. The Township may enforce this goal through its zoning regulations at the time of redevelopment.

Reclamation Overlay:

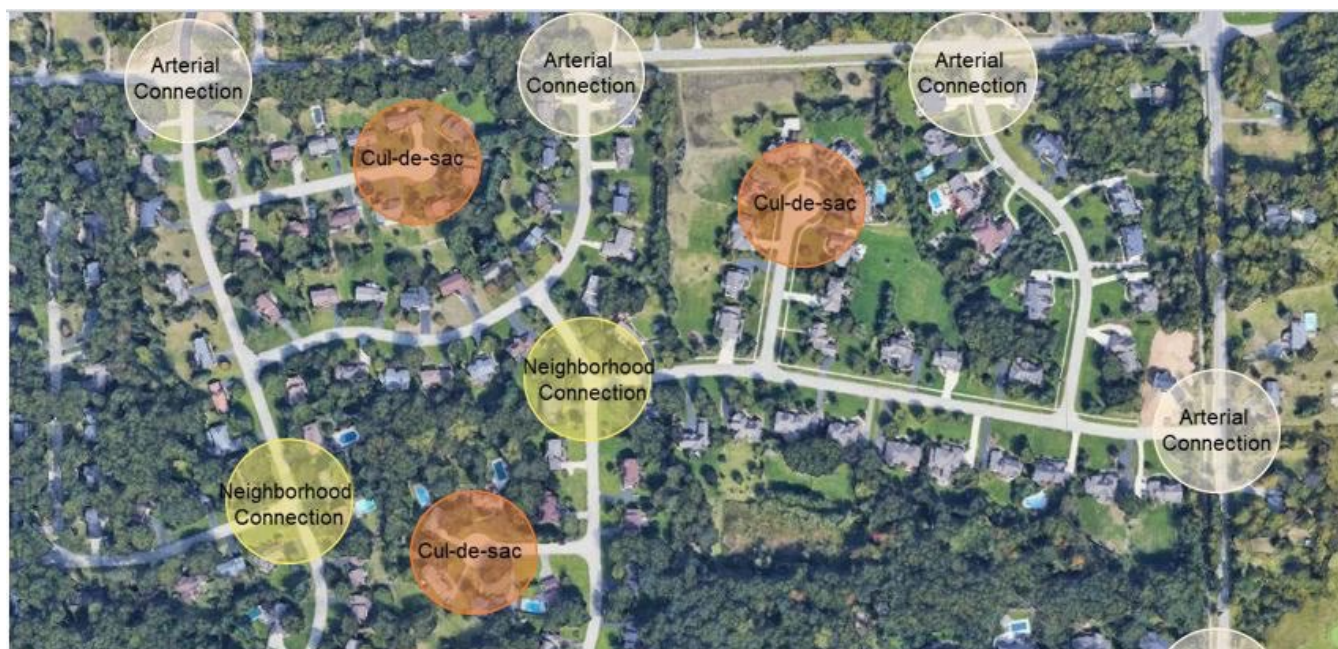
The Fly Ash Ponds within the JH Campbell complex will be remediated over a period of several decades. The Fly Ash material will be used to support construction and other uses, and will be gradually reduced until the site is suitable for redevelopment. The Future Land Use Map tentatively envisions a Rural Enterprise use in that area.

At the time of the adoption of this plan, it was the intent of Consumers and Ash Corps (the company responsible for remediating the fly ash) to transport all the fly ash off-site by rail. This is consistent with the Township's goal, and addresses concerns of near residents expressed during community engagement.

However, over the multi-decade process of removing the fly ash, it is possible trucks may be used. If so, they should use the following best practices.

- A clearly defined haul route.
- Limited early morning, evening, and weekend hours.
- Moisture conditioning the fly ash.
- Using covered dump trucks or pneumatic tankers, not open trucks.
- Compacting the top surface of the fly ash.

Additionally, the method of crossing Lakeshore Avenue with the fly ash and loading it onto trains should be respectful of through traffic on Lakeshore, and should respect the above best practices.



NEIGHBORHOOD DESIGN GUIDELINES

As Port Sheldon Township continues to grow it is important to consider the character, design, and function of neighborhoods. As such, some of the key factors that are generally considered as best practices for neighborhood design include:

Street Design

Street Connectivity

A theme throughout this Plan - connecting neighborhood streets to one another, and to Township thoroughfares - is imperative to ensuring an overall connected Township wide transportation system. Some primary purposes of a connected street system are to facilitate flow, alleviate congestion, and reduce the number of trips. Some other benefits to neighborhood street connectivity also include long-term cost savings for road maintenance and municipal infrastructure.

Additionally, neighborhood streets should be designed in a way to minimize cut-through traffic, but allow for access to community gathering places, such as playgrounds, parks, and more.

Neighborhood street designs should offer more than one entry and exit route and connections to adjacent neighborhoods but can also include cul-de-sacs and dead-ends as needed and applicable. Refer to the image example of recommended street design applicable to Port Sheldon Township. Notice the image example includes multiple connections to arterial roads simultaneously placed with cul-de-sacs, and connections to other neighborhood streets.

Also noted in this example, is that although there are multiple street connections to arterial roads and to adjacent neighborhoods, a motorist would not use these neighborhood streets for cut-through access. This type of design promotes enhanced safety and privacy for residents.

Slow Traffic Speed

Another best practice for neighborhood design includes slow traffic speeds. Slow traffic speed increases the safety of motorists as well as pedestrians and cyclists and increases the longevity of road surfaces. Additionally, as the reference image demonstrates, slight curves and turns in neighborhood streets naturally promote slower traffic speeds.

Bike Path and Sidewalk Connectivity

Connectivity does not only refer to streets and cars, but also to pathways, bikes, and people. As a means to connect neighborhoods and homes to one another, bike paths or sidewalks should be considered in open space areas and/or utility corridors located between (and within) developments to provide access from one development to another by means other than a roadway. These neighborhood connections reduce the dependency on cars, increase environmentally-friendly transportation alternatives, and improve quality of life for residents. Neighborhood bike paths and sidewalks should also be connected to nearby community nodes, such as parks, schools, or corner convenience stores (as applicable).

Permeability

As noted above, the connection of neighborhoods to one another (both motorized and nonmotorized), as well as to nearby community nodes is a best practice in neighborhood design. Along with that idea, neighborhoods should be considered permeable. Permeability simply means the ability for people to pass across and through neighborhoods without the use of arterial roads.

Nearby Amenities

When feasible, neighborhoods should be located within proximity to public amenities such as parks and/or open space or natural space, which should be accessible from bike paths and/or sidewalks connected to the adjacent residential development(s). As a best practice in neighborhood design, parks and/or open spaces should be encouraged within developments, such as playgrounds, sports fields/courts, or pathways through wooded or natural spaces.

Character

Durable materials

Also mentioned throughout this Plan, durable materials should always be encouraged in all developments. For neighborhoods, utilizing and requiring durable construction materials for homes increases the lifespan of the neighborhood, keeps routine maintenance low, and prevents developments from becoming unsafe or inhabitable for a longer period of time. In this context, durable materials can include brick, stone, siding, and others.

Design

As a general best practice, some of the recommended design and overall character elements of a neighborhood include:

- **Scale** – encourage human scale development to blend-in with the surrounding character of the Township, especially in rural areas.
- **Inclusivity** – neighborhoods should be welcoming and accessible to all. Some of the ways to achieve this include the construction of front porches and entries, consistency of structures, front yards and landscaping elements, and more.
- **Compatibility** – homes should be consistent with one another and the surrounding character of the neighborhood and general area.



CONSIDERATIONS FOR HOUSING

A number of factors are important when considering the Township's potential for future population and housing growth.

Transportation System

The demographic analysis revealed that most of Port Sheldon Township's labor force works outside of the community. Most major commercial services, such as grocery stores, home furnishing and clothing stores, and other similar frequently visited retail stores are located outside of the Township.

Additionally, virtually no transit exists in the area, but will likely be reviewed in the upcoming years to determine feasibility. As a result, Port Sheldon Township is a highly automobile-oriented community. As such, development of the residential sector should be closely tied to the capacity and development of the road system. Under ideal circumstances, residential areas should be in proximity to major roads with easy connections to freeways or State highways to serve commuters. In this context, targeting residential development along the periphery of US-31 and within proximity to regional corridors would likely be an appropriate approach to supporting new housing in the Township. This also considers the appropriateness of housing development on the south side of the Township, near the Park Township border. This is due to the planned water extensions for that area.

Public Utilities

Discussed further in this Chapter, public utilities are a key driver in development of all types. It is important to note that Port Sheldon Township does not have current plans for the extension of public water/sewer, aside from those planned by the City of Wyoming (south side of the Township), and those planned to support housing and businesses surrounding US-31. While this Plan does envision cluster housing opportunities and neighborhood residential opportunities, much of that development (including the Township's current zoning policies) is dependent on public utility hookup. Therefore, it is recommended that the Future Land Use Plan is frequently reviewed and updated to reflect any changes in plans regarding utilities. Further, this Plan is intended to proactively plan for future potential development - projecting up to 30 years in the future. As such, it is likely that new residential housing will be developed in a phased approach, over time, considering the availability and feasibility of public utilities.

Capacity of Soils to Support Septic Systems

The appropriate density of development is generally closely related to sewage disposal and water quality concerns. Public sanitary sewers do not serve minimal parcels within the Township (currently just on the east side of US-31), and conventional individual on-site septic systems require a larger parcel of land for an adequate disposal field, compared to a subdivision lot served by sewers. The type of soil and subsoil affects the amount of area needed and the possibility of polluting nearby surface water or wells.

Private engineered septic systems (such as mound systems), however, located on a parcel and designed to serve one residence are gaining acceptance at the State and County level. These engineered individual on-site septic systems permit development on parcels which previously would not have been buildable due to unsuitable soil conditions. Engineered septic systems are still relatively new, so their long-term reliability is unclear. Nonetheless, the use of engineered septic systems means that soil suitability should be less of a factor in determining the potential future density of development in the Township.

Community septic or sewage disposal systems (privately owned public sewerage systems) are another option to serve potential residential development. These systems are privately owned and designed to serve the residents of a subdivision or other limited grouping of parcels, outside of the reach of municipal systems. These systems may also permit the development of previously undevelopable land, as the treatment facility can be in the most appropriate location on the parcel or grouping of parcels.

Water Quality

Another consideration related to soils and water quality is the presence of groundwater recharge areas and wetlands. Development that increases stormwater runoff – decreasing the recharge rate of underground aquifers – or that increases the risk of groundwater contamination can damage existing residents' wells.

Efficiency of Development Patterns

The efficiency of development patterns has two primary facets:

1. Public services can be delivered much more efficiently and cost effectively where development is compact. Large lot development on conventional lots is the most costly type of development to provide with public services, such as public sewer and water service, roads, and fire coverage, as more infrastructure must be provided for each housing unit. That is not to say that large lot residential homes are discouraged in the Township, but new housing opportunities for higher density neighborhood development should be targeted to more appropriate areas of the Township. Large lot residential development is the most frequently demonstrated land use in the Township and does contribute to the Township's rural character. However, in approving future large lot housing development (and lot splits) the possible degradation of productive agricultural lands should be considered.
2. Large lot development takes land out of the open space and agricultural base at a faster rate than any other type of development. On a typical large single-family lot only a portion of the lot is actually put to use. From one perspective, this is an inefficient way to house a given population. Individual homeowners may choose to preserve most of their own land in its natural condition, but contiguous areas of open space large enough to maintain agriculture or high-quality habitat are difficult to preserve.

In recognition of the above concerns, the Township should continue to encourage larger housing developments to use cluster housing or residential planned unit developments (RPUD) in order to reduce development impacts (see: Cluster Residential in the Future Land Use Plan and Subarea Plan). These strategies allow a developer to preserve a portion of the site as open space and arrange homes more compactly on the remaining land, rather than requiring strict minimums on individual lots. Flexibility in requirements such as minimum lot size, minimum unit size, setbacks, and other factors are important considerations to support cluster residential housing, where appropriate.

Natural Features

Just as natural features such as wetlands can limit the development potential of a site, inconsistent development sprawl can also have negative consequences on these features.

- Development that replaces fields, forests, and other open space with less permeable surface, like buildings, driveways, and manicured lawns, can increase runoff after heavy rainfall or snow melt, contributing to flooding of streams and lakes and degradation of surface water quality.
- Development that fragments farmland can limit the productivity of the remaining fields, relative to large areas of contiguous farmland. By increasing the need to transport equipment between fields while also adding to the congestion on adjacent roadways, fragmenting farmland can remove fields from productive use even without developing them.
- Development that fragments wooded areas and other open spaces can degrade the remaining habitat, reducing the Township's ability to host diverse wildlife and also increasing the chance of wildlife conflicts with people – such as automobile crashes involving deer.

Aside from the state and federal regulatory protection afforded certain natural features, some communities make special efforts to prevent unusual or valuable natural features from being developed, recognizing that they serve both an aesthetic and functional purpose.

For example, floodplains, wetlands, and woodlands are often reserved for recreational amenities and common open space rather than for residential development. Efforts to preserve and emphasize existing natural features, when made a goal of the Master Plan and subsequent ordinances, can help maintain the character of the Township.

Access is another important consideration with respect to natural features. Conventional single family development segments resources, such as lakefront and open space, into individual lots, both minimizing access to the broader public and limiting the utility to the individual owner. Other types of development, such as open space or cluster development, can facilitate protection of and access to natural resources. These forms of development can also provide areas of open space sufficient to support larger-scale recreation than a private lawn, such as playgrounds, playing fields, or nature trails.

Regional Development Pressures

There are regional development pressures that will affect development in Port Sheldon Township. Economic growth has drawn new households into the West Michigan and Lake Michigan coastal region and fostered new housing construction. Throughout the duration of this Plan, the Township should keep abreast of regional housing development trends to ensure that new housing is being appropriately supported in areas best suited for it.

Supporting Coastal Resiliency

Some of Port Sheldon Township's greatest environmental and physical assets, such as the shoreline of Lake Michigan, Pigeon Lake, and Pigeon River. In general, the development characteristics surrounding these important bodies of water and associated habitats include single-family residential land uses, often on large lots, and low intensity public uses such as parks, beaches, or boat launches. Protecting these important local and regional assets are a key component of this Master Plan.

This Plan envisions the preservation and protection of the Lake Michigan shoreline, Pigeon Lake, Pigeon River, Township wetlands, and important natural features. Some strategies that can be implemented to support the preservation of these important natural resources include:

Continue working relationships with EGLE to implement best practices with regard to development along the lakeshore, inland lakes, and within close proximity to wetlands

- Consider zoning regulations that pertain to environmental protection, such as natural landscaping, native plantings, overlay districts, increased setbacks, and other similar regulations.
- Consider waterfront setbacks to be measured from the Regulatory Ordinary High Water Mark (ROHWM), set by EGLE.
- Keep updated on publications pertaining to shoreline preservation and environmental sustainability for the Great Lakes region.
- Continue to promote cluster development near sensitive areas.
- Limit the percentage of impervious surfaces in developments. Or heighten provisions on maximum lot coverage for impervious surfaces. The amount of buildable area should not include area that which is underwater, beach, or bluff.
- Continue working with home owners associations along the Lakeshore (on both Lake Michigan and Pigeon Lake) to ensure that all standards, rules, and regulations for lakefront homes work in tandem on efforts for shoreline protection and resiliency.
- Identify high priority public lands for EGLE protection and/or restoration grants, as applicable.
- Promote residential layouts that are conducive to shoreline preservation, such as long lot formats.
- Consider "scenario-based planning" principles to mitigate impacts on coastal development. Scenarios are used to determine possible risks and benefits to coastal communities, based on various climate scenarios.
- Seek opportunities for land acquisition on the waterfront. This could be waterfront easements or properties. This can help minimize development activities along Lake Michigan and Pigeon Lake. This may also include opportunities to eventually connect to Ottawa County parks and trails through Township-owned land.



Zoning Plan

RELATIONSHIP BETWEEN FUTURE LAND USE AND ZONING CATEGORIES

The table below shows the Port Sheldon Township Zoning Districts that would appropriately implement the vision of the Future Land Use Categories. Rezoning requests should be reviewed against this table to determine whether the requested district is supported by this Plan. In some cases, a new zoning district may be the most effective way to implement the vision of the Future Land Use Plan.

FUTURE LAND USE CATEGORIES	ZONING DISTRICTS
Agricultural Preservation	AG -1, Agricultural
Rural Residential	AG -1, Agricultural
Neighborhood Residential	R-1, Single-Family Residential PUD, Planned unit Development
Lakeshore Residential	LSR, Lakeshore Residential District
Neighborhood Mixed Use	New District
Rural Enterprise	C, Commercial I, Industrial
Public/Semi Public	OS, Open Space

GENERAL ZONING RECOMMENDATIONS

The recommendations described in this Section apply to the Township's Zoning Ordinance and associated documents as they relate to the Township's zoning activities and processes.

- Update the Township's Zoning Map, to ensure that all zoning boundaries are clear and easily understood. This includes assigning a color to each district on the map.
- Reorganize the Zoning Ordinance district chapters with AG-1 appearing at the top, ranging from minimal nuisance uses and lowest density to highest nuisance potential uses and highest density. This can assist with user-friendliness.

AGRICULTURAL DISTRICT RECOMMENDATIONS

The recommendations in this Section pertain to the Township's Agricultural District.

- Perform a lot size analysis and consider increasing the required minimum lot size in the AG-1 District. The intent here is to ensure that the Township's valuable farmland and rural character is not degraded over time by excessive lot splits, due to rural residential land uses.
- Consider shifting short-term rentals to special land uses in the AG-1 District, rather than permitted by right.
- Design zoning requirements for agri-tourism uses and other similar accessory agriculture uses (e.g., cider mills, u-pick operations, raising of fur bearing animals, horseback riding lessons, etc.). This can provide agricultural producers with the opportunity for supplemental income.
- Consider implementing a "sliding scale" for residential development in the AG-1 District. This can permit single-family residential land uses on smaller lot sizes, while requiring the preservation of remaining open space or agricultural land.

- Private roads should be highly discouraged and should be prohibited in the Agricultural Preservation Future Land Use category. While private roads may be appropriate in some instances, in general they promote disconnected transportation networks, and cause long-term maintenance problems due to inadequate funding for homeowners or condominium associations. Ultimately, in the interest of a well-maintained and highly functional road system in the Township, it is the intent of this plan for nearly all roads in the Township to be dedicated to the Ottawa County Road Commission, which has dedicated funding for their long-term maintenance.

RESIDENTIAL DISTRICT RECOMMENDATIONS

- To implement the vision in this Plan for cluster residential development, consider developing a new Cluster Residential District. While this may be achieved through the Planned Unit Development process, creating a new district can help ease the development process to further reach the Township's housing goals.
- Allow for smaller lot sizes in the new Cluster Residential District. Lot sizes may be around a quarter of an acre in size, while the remainder of the area is intended for undeveloped preserved open space.
- Consider developing additional setback standards for properties with frontage on Lake Michigan.

INDUSTRIAL DISTRICT RECOMMENDATIONS

- Considering the closure of the Consumers Energy Power Plant, examine the permitted and special uses of the Industrial District to ensure an appropriate variety of permitted uses that may eventually replace the Plant upon decommissioning. Appropriate land uses for this category are described further in the Subarea Plan.
- Develop an Ordinance to permit and regulate Battery Energy Storage Systems in the I Industrial District.

PROMOTING MIXED USE

In order to promote mixed use development in the Mixed Use and Neighborhood Commercial Areas, the following changes to the Zoning Ordinance are recommended.

- Create a new Neighborhood Mixed Use Zoning District to implement the vision of the Mixed Use Future Land Use Category. Allow for "horizontal" mixed use development. This can include a variety of

appropriate uses, such as residential (of varied density), professional offices, personal services, and other small-scale commercial development to co-exist within the area. In some cases, vertical mixed use development may be appropriate, such as near the US-31 Corridor, where higher density is more appropriate. Vertical mixed uses may include commercial or office space on the ground floor with residential or office on the top floor.

- Prior to the creation of the new Mixed Use Zoning District, rezoning proposals within the Mixed Use Future Land Use Category should be evaluated against the following criteria:
 - » Whether or not the proposal advances the implementation of the Consumers Energy Site Subarea Plan (unless the site does not fall within the boundaries of the plan). Rezoning requests that further the implementation of those plans should be approved.
 - » Ensure that the request is weighted against the availability of public utilities, such as water and sewer.

PROMOTING CONNECTIVITY

In order to create a connected and safe community, the following changes to the Zoning Ordinance are recommended:

- Enhance standards for new roads in the Township, and make sure the standards apply to both public and private roads. Examples of enhanced standards could include the following but should be somewhat flexible based on the context of the road.
 - » Required sidewalks.
 - » Required curb and cutter.
 - » Required street trees.
 - » Required lighting.
- Require stub streets at the edges of development, to connect to new development. Do not make this requirement dependent on the approval of the neighboring property.
- Restrict cul-de-sacs to only situations where stub street requirements are met elsewhere in the development.
- Set an intersection density standard for new neighborhoods and developments. Intersection density is a measure of the number of routes that a pedestrian, cyclist, or motorist can take through an area. A greater number of intersections (and therefore options for routing) makes walking and biking safer and easier, and makes driving more efficient, thus reducing traffic.

Future Transportation Plan

The Future Land Use Map is a geographic representation of the Township's vision for future development, investment, and preservation. It should be used to guide decision-making by Township officials, especially regarding zoning approvals. The map was developed using input from the public and stakeholders, as well as information regarding market conditions, population projections, sustainability objectives, and infrastructure capacity.

ROAD NETWORK

In general, Port Sheldon Township generally has a fluid road network on the major Township roads. Throughout the duration of this Plan, the Township should continue to explore opportunities to work alongside the OCRC, MACC, and MDOT to assess areas for traffic calming and identify various intersections that can be improved in terms of heightened safety measures, such as adding stop lights or constructing roundabouts.

SCENIC CORRIDORS

Port Sheldon Township's rural character means that most of its roadways are not only major collectors, but scenic corridors from which vistas of the Township's blueberry fields, pine forests, and lakes can be seen. They include Lakeshore Drive, Butternut Drive, Sand Drive, Van Buren Street, a portion of Port Sheldon Street from 160th Avenue to Butternut Drive, and the entirety of Croswell Street. These scenic corridors serve residents and visitors at all times of year for practical purposes, and equally if not more importantly, for recreational purposes. Care should be taken to preserve the scenic nature of these corridors, including preservation of the tree canopy to provide shade for walkers and bikers as well as maintain views, and the prevention of clearing for those lots fronting scenic corridors. Setbacks should be appropriate so as to maintain a rural atmosphere.

WALKING AND BIKING

Although the Township has a very well-connected bike path system, many areas within the Township completely lack traditional pedestrian and biking infrastructure such as sidewalks, bike paths, and protected crossings. This discourages pedestrian behavior and makes walking and crossing difficult along routes with higher speed limits. To remedy this, the Township should:

- Encourage the inclusion of paths on site plans during the development or redevelopment of residential and commercial zones.
- Target specific areas for path improvement zones such as near popular community nodes such as schools, Township facilities, and parks.
- Continue to strengthen the relationships with the Ottawa County Road Commission to improve major corridors by constructing widened shoulders in conjunction with road improvement projects identified in the Road Commission's Strategic Improvements Schedule to provide non-motorized access to major destinations.
- Expand the non-motorized path system to reach more residents and better connect destinations throughout the township.

As mentioned, the township should consider expansion of the non-motorized path network. Bike paths are typically eight feet wide (or wider), compared to five feet for a sidewalk, and are designed to carry cyclists traveling several miles, rather than pedestrians walking only a few blocks. However, they are also an asset for pedestrians. Because bike paths envision longer distance travel and more cyclists than walkers, they are more practical along rural thoroughfares than sidewalks.

In order to increase access to the Townships already popular recreational opportunities and better connect residential zones and park destinations, expansion of the non-motorized network should be considered in the following locations:

- Extension of the Croswell path west to Olive Shore Avenue, to connect with Olive Shores and Windsnest Parks.
- Extension of Croswell Street path east across US-31 to West Olive, to connect West Olive to the network.
- 146th Avenue between Croswell and Stanton to provide recreational access to the residents of West Olive Estates.
- Entirety of Van Buren Street
- Entirety of 152nd Avenue
- Entirety of Port Sheldon
- Entirety of Stanton Street

PUBLIC TRANSIT

Public transit options become an increasingly appealing mode of transportation as residents age. As Port Sheldon Township faces a growing aging population, it is essential that the future of public transportation in the area be considered to maintain access to services and increase quality of life for aging residents. To accomplish this, the Township should:

- Consider the establishment of a local transportation authority such as that present in Grand Haven, Harbor Transit, which provides dial-a-ride transportation services to its residents.
- Consider a partnership with an established local transportation agency to accomplish the same.

Implementation Plan

This section identifies and describes actions and tools available to implement the vision of this Plan.

KEY

Priority

- A** Most Important
- B** Very Important
- C** Important

Timeframe

- 1** W/in 3 years
- 2** 5 years
- 3** 10+ years

Responsibility

- Project Lead
- Key Participant
- Contributor

RESPONSIBILITY (ABBREVIATION)

OC	Ottawa County
OCRC	Ottawa County Road Commission
OCPU	Ottawa County Public Utilities
BO	Business Owners
MDOT	Michigan Department of Transportation
SM	State of Michigan
HO	Home Owners
CM	Community Members
TB	Township Board
MAX	Macatawa Area Express Transit Authority
TS	Township Staff
MACC	Macatawa Area Coordinating Council
PC	Planning Commission
DEV	Developers
NC	Neighboring Communities
CON	Consumers Energy

FUNDING

Public	Includes public funds from the Township operating budget, County, and State funding. May also include local government bonds and grants.
Private	Includes funds from private sources such as grant monies, corporate funding, or property owners

TRANSPORTATION ACTION PLAN

PROJECT	Priority	Timeframe	RESPONSIBILITY			FUNDING		
			Township	Other Govt	Private	Public	Private	TiF / DDA
Explore opportunities, such as conducting Corridor Plans, walkability audits, and safety audits for traffic congestion relief, future road design, and safety improvements on routes listed in this Plan.	A	1	TB PC TS			X		
Work with the OCRC to develop road connections for new residential developments and require development plans to include “stub streets” to allow for future connectivity to other residential or Township road corridors. Discourage cul-de-sacs.	B	2	TS			X		
Work with MAX to assess future bus routes and stops near community nodes, employment centers, and residential areas. Especially considering the decommissioning of the Consumers Energy Plant, where new industry may eventually replace the existing land use and create a need for elevated transportation opportunities.	C	3	TS			X		
Develop community gateways into the Township to create a sense of unique identity with decorative design and landscape elements and assess areas where wayfinding signage may be appropriate.	C	3	TS			X		
Assess corridors for potential truck routes, where applicable.	C	3	TS			X		

NONMOTORIZED ACTION PLAN

PROJECT	Priority	Timeframe	RESPONSIBILITY			FUNDING		
			Township	Other Govt	Private	Public	Private	TIF / DDA
Require sidewalks and/or bike paths in new and/or redeveloped commercial and industrial developments.	A	1	TB PC TS			X		
Require sidewalks in new residential neighborhoods.	A	1	TB PC TS		DEV HO	X		
Work with the OCRC and MACC to plan and develop a series of paved shoulders and bike paths envisioned by this Plan; by means such as identifying priority routes, creating a funding plan, and conjoining road improvement schedule projects.	B	2	TS	OCRC MACC MDOT	CM	X	X	
Target utility corridors for future non-motorized trails.	C	3	TB TS PC	DNR MDOT NC OC	CON	X	X	
Continue to expand the pedestrian infrastructure throughout the Township by implementing sidewalks on both sides of major corridors for enhanced pedestrian safety and include protected crossings where appropriate. First identify priority routes (such as those located by schools or shopping centers), and then identify funding sources (e.g. Safe Routes to School) and timeline.	B	2	TS PC TB			X		
Continue relationships with Ottawa County, neighboring communities, and other applicable organizations to assess key regional non-motorized connections. Determine feasible routes and phases.	C		PC TS	NC OC		X		

PLACEMAKING ACTION PLAN

PROJECT	Priority	Timeframe	RESPONSIBILITY			FUNDING		
			Township	Other Govt	Private	Public	Private	TiF / DDA
Implement beautification measures as described in this Plan, such as landscaped corridors, street trees, wayfinding signage, etc.	B	2	TB PC TS			X		
Develop community gateways into the Township to create a sense of unique identity with decorative design and landscape elements and assess areas where wayfinding signage may be appropriate.	A	1	TB PC TS			X		
Continue to foster relationships with neighboring communities, such as the City of Holland, to market the “greater Holland area” for year-round tourism.	C	3	TB TS PC	NC OC		X	X	

AGRICULTURAL / NATURAL PRESERVATION ACTION PLAN

PROJECT	Priority	Timeframe	RESPONSIBILITY			FUNDING		
			Township	Other Gov't	Private	Public	Private	TiF / DDA
Consider the implementation of various agricultural preservation techniques such as “sliding scales” for residential development in the AG-1 District, implementation of zoning requirements and streamlined approval processes for agritourism activities, support for local agricultural producers with connections to County and State operated preservation programs, support for succession efforts, and other mechanisms.	B	2	TB PC TS	NC OC		X		
Prohibit planned unit developments in those areas classified as Agricultural Preservation in the Future Land Use Plan.	A	1	TB PC TS			X		
Limit public water/sewer extensions into those areas classified as Agricultural Preservation in the Future Land Use Plan.	A	1	TB PC TS			X		
Foster relationships with local producers and identify other methods in which the Township can assist with supporting local farming, such as farmers market events, support and engagement in community gardens, establish and maintain partnerships with MSU-E and 4-H programs, and more.	C	3	TS PC	NC	CM	X	X	
Consider opportunities for open space/natural space in all newly proposed developments, as applicable.	A	1	TB PC TS		CON DEV			
Continue to keep abreast of emerging techniques that support coastal resiliency. This can also include inland lakes, such as Pigeon Lake.	C	3	TB TS		CON			
Develop strategies for public or non-profit land acquisition to preserve open space areas, as applicable.	A	1	TB TS	OC SM	CON CM DEV			
Establish a Township land preservation fund, in which community members or developers can donate for density bonuses for preserved open space or vacant land.	C	2	TB TS					

ECONOMIC DEVELOPMENT AND HOUSING ACTION PLAN

PROJECT	Priority	Timeframe	RESPONSIBILITY			FUNDING		
			Township	Other Govt	Private	Public	Private	TIF / DDA
Continue partnerships with local economic development agencies, such as Lakeshore Advantage and the Michigan Economic Development Corporation (MEDC), to foster and support business maintenance and growth in the Township.	A	1	TS	MACC OC SM	CON DEV	X		
Identify redevelopment priority sites in the Township.	A	1	TB PC TS		DEV	X	X	
Identify State and local funding opportunities to redevelop priority sites, such as the Ottawa County Brownfield Redevelopment Program, Smart Zone Development, MEDC programs, and more.	A	1	TB PC TS	MEDC OC	CON DEV	X		
Continue to foster relationships with local business owners, large employer business owners, and educational institutions to assist with growth and development where needed.	C	3	TS PC	NC	CON CM	X	X	
Support the development of associated workforce housing with any new industry that occupies the Consumers Energy JH Campbell Plant area.	C	3	TB PC TS		CON DEV	X		
Develop a mixed-use Zoning District that allows for flexible land uses to pro-mote higher density in areas defined in the Future Land Use Plan. This can support new housing and economic development opportunities.	A	1	TB PC TS			X		
Assess the Township's Industrial District zoning requirements to determine the various land uses that may be appropriate for the Consumers Energy JH Campbell Plant properties.	A	1	TB PC TS		CON	X		
Design a new Cluster Residential Zoning District. Consider implications for this District, including availability of utilities, minimal setbacks, reduced lot sizes, and other building and site design elements.	A	1	TB PC TS			X		
Continue working relationships with the Ottawa County Public Utilities Department to assess feasibility of innovative techniques for water and wastewater treatment to areas not serviced by public utilities.	C	3	TB PC TS	OCPU		X		

Staff Acknowledgments



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Danielle Bouchard, AICP Project Management
Aayush Patel Project Planner
Adam Cook, NCI Project Planner
Paul Lippens, AICP, NCI Project Planner
Callie Garrett Document Design



**16201 PORT SHELDON
STREETWEST OLIVE, MI 49460**

PORTSHELDONTWP.ORG



J. H. CAMPBELL PLANT SUBAREA 2050 LONG-RANGE VISION

PREFERRED ALTERNATIVE & EVALUATION

**(RECOMMENDED BY PLANNING COMMISSION.
JULY 23, 2025.)**

CONSULTING TEAM

MCKENNA & ASSOCIATES



Chris Khorey, AICP
Vice President
Project Manager



Paul Lippens, AICP, NCI
Former Vice President



Danielle Bouchard, AICP
Principal Planner
Project Manager



Adam Cook, CNU-A, NCI
Economic Development
Specialist



Aayush Patel,
Associate Planner

SUBAREA CONSULTANTS



Roman Wilson, Vice President /
Brownfield Program Manager,
Fishbeck



Har Ye Kan, AICP
Community Planning &
Design Consultant
HYK Consulting



Nick Rolinski,
Designer
Nicholas Rolinski Design

SPECIAL THANKS TO:

- Port Sheldon Township Staff, Board of Trustees, Planning Commission
- Port Sheldon Township Residents
- Consumers Energy
- Consumers Energy Quarterly Stakeholder Group
- Lakeshore Advantage
- Lakeshore Advantage Development Review Group
- Peter Beukema
- Koops Automation
- Ottawa County Department of Strategic Impact
- Ottawa County Public Utilities Ottawa County Parks & Recreation & William Martinus

All participants and attendees at the focus groups, open house, and town hall, for their active participation and feedback.

PURPOSE

The purpose of the J.H. Campbell Plant Subarea Planning Process is to:

- Integrate different interests and feedback, including Consumers Energy as a key constituent;
- Prepare a long-range vision with high-level, exploratory scenarios reflecting the range of possibilities aligned with the various interests;
- The scenarios are not mutually exclusive; elements of each scenario could be combined with others.
- Evaluate the potential community, environmental, economic implications of each scenario.
- The process will build on the good work Consumers Energy has done in engaging the community and establishing strong, community relationships.
- Consumers Energy retains full rights as a private property owner to determine the use of its lands.

CORE QUESTION

As Consumers Energy evaluates its properties in Port Sheldon Township amidst the decommissioning and transition towards a future around clean energy ...

What are the considerations in development types and opportunities that would:

- ***Protect the environmental quality,***
- ***Support anticipated community and regional economic needs,***
- ***While preserving/enhancing the Township's unique natural, scenic, wooded, lakefront, and agricultural character for current and future generations?***

An aerial photograph showing a large area outlined with a red dashed line. The area includes a river, several ponds, and various land parcels. Two specific parcels are labeled 'TWP PROPERTY'. The overall area is labeled 'CONSUMERS ENERGY SUBAREA (approx. 2,080 acres)' in red text at the bottom right.

TWP
PROPERTY

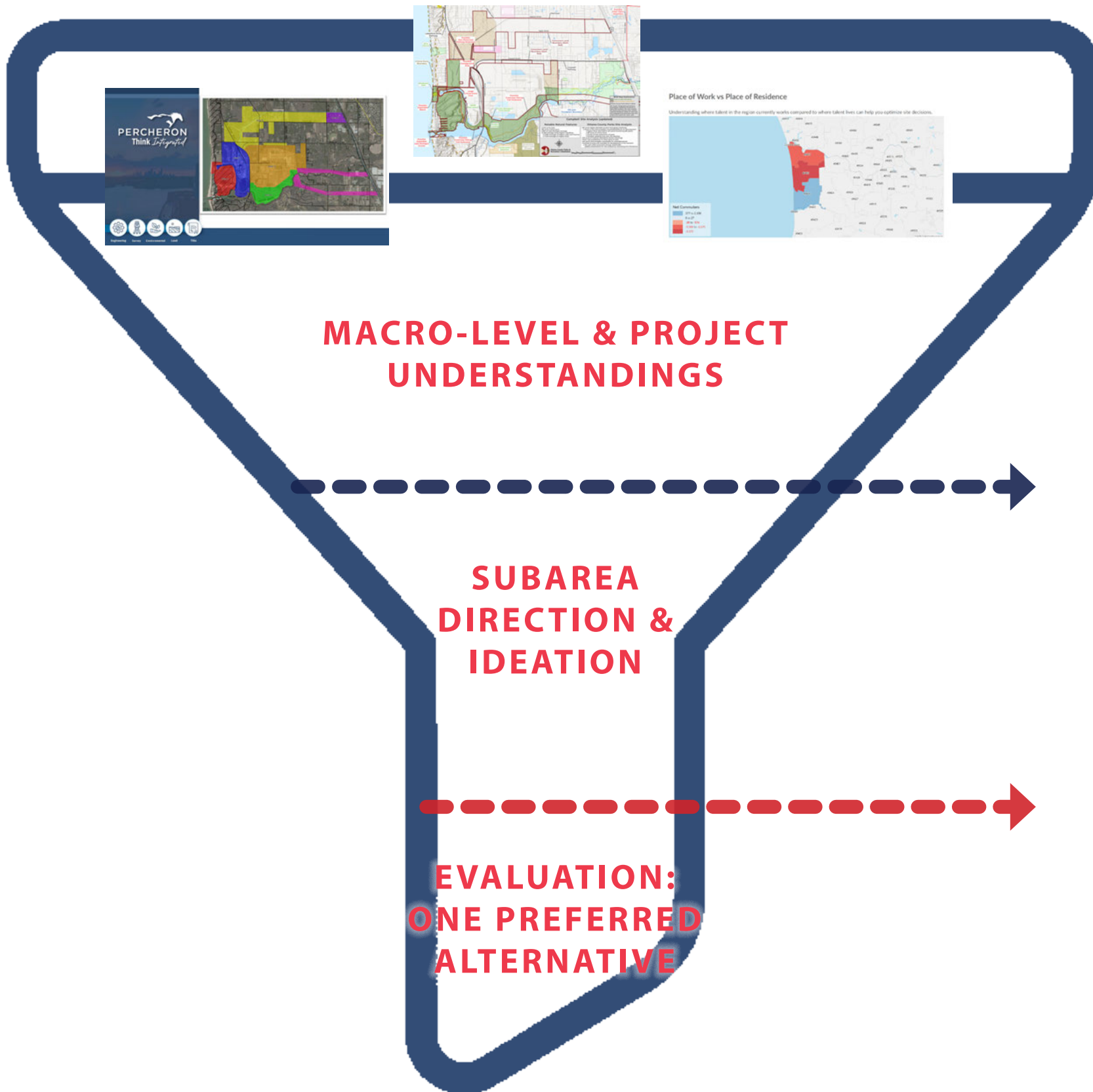
TWP
PROPERTY

CONSUMERS ENERGY SUBAREA
(approx. 2,080 acres)

KEY CONSTITUENTS & INTEREST AREAS



SUBAREA 2050 LONG-RANGE PLANNING & DESIGN PROCESS



CONSULTING TEAM DUE DILIGENCE & OUTREACH (APRIL - SEPTEMBER)

- *Team Site Visit & Analysis (May)*
- **Master Plan Survey & Open House (Jun)**
- **Interviews & Outreach (Jun –Jul)**
- *Percheron Study, Ottawa County Parks Study*
- *Preliminary Natural Features Inventory Report*
- *Master Plan Existing Conditions Analysis*
- *Master Plan Overall Goals & Objectives, Framework*
- *Lakeshore Advantage 5 ZIP Codes Economy Overview*
- *Agricultural Interests, Market Interests, State & Federal Interests, FROR*
- *Planning, Design Cases for Decommissioned Plants*
- *Environmental Considerations in Areas for Preservation & Development Opportunities*
- *Online Documentation & Virtual “Tour”*

OCT 17 WORKSHOPS & OCT 30 PLANNING COMMISSION MEETING

- *Synthesized Project Understandings*
- *Community & Economic Goals*
- *Three Development Scenarios, Potential Evaluation Criteria (Quantitative & Qualitative)*
- *Preferred Examples & Character*
- *4 Rounds of Internal Review & Refinement Sessions*

JAN 8 WORKSHOP & OPEN HOUSE

- *Vision & Framework, Overarching Goals*
- *Exploratory Concepts for Three Scenarios*
- *Evaluation Findings*
- *Next Steps/Key First Moves*

MAR 26 JOINT BOARD & PLANNING COMMISSION WORKSHOP

- *One Preferred Alternative (2050)*

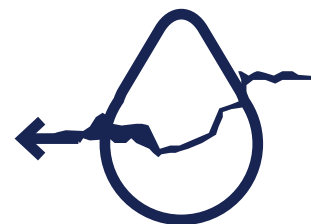
EMERGING SHARED GOALS



Balance opportunities for community and economic development with preservation.



Protect and celebrate Port Sheldon's natural, rural, lakeshore, and small-town character.



Maintain the environmental, ecological, and recreational quality of the Pigeon River watershed, including a viable, long-term solution for regular dredging.



Support public waterfront access and connectivity and part of the Pigeon River Greenway Plan.



Ensure appropriate environmental remediation, monitoring, and reporting for contaminated sites.



Ensure an overall equilibrium, or net positive, if possible, for the Township's and other tax revenues after the J H Campbell plant closure.



Smart Tech - Automation, IoT, Big Data



Smart Tech - Vertical Farming/Food Processing



Industrial Condos - Office/Industrial Flex Space



General Store



R&D, Labs, Clean Rooms, Semi Conductors



Manufacturing - Specialized Infrastructure



Small, Local Coffee Place

**Other Potential Industrial Uses:
Clean Energy**

KEY THEMES

Natural

Green/Wooded

Scenic

**Protect,
Preserve,
Maintain**

Residential

Small

Industrial

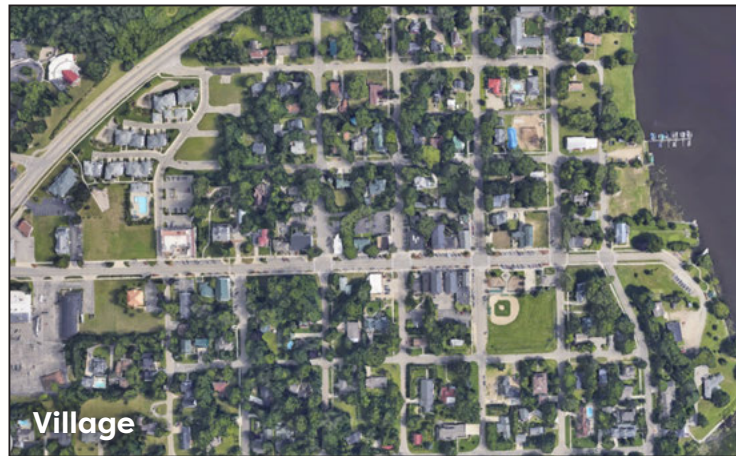
Commercial



Conservation Community



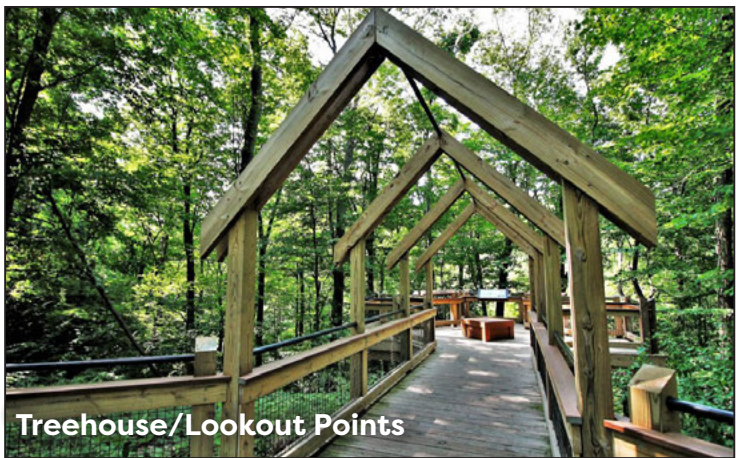
Hamlet



Village



Dune Climb & Boardwalk



Treehouse/Lookout Points

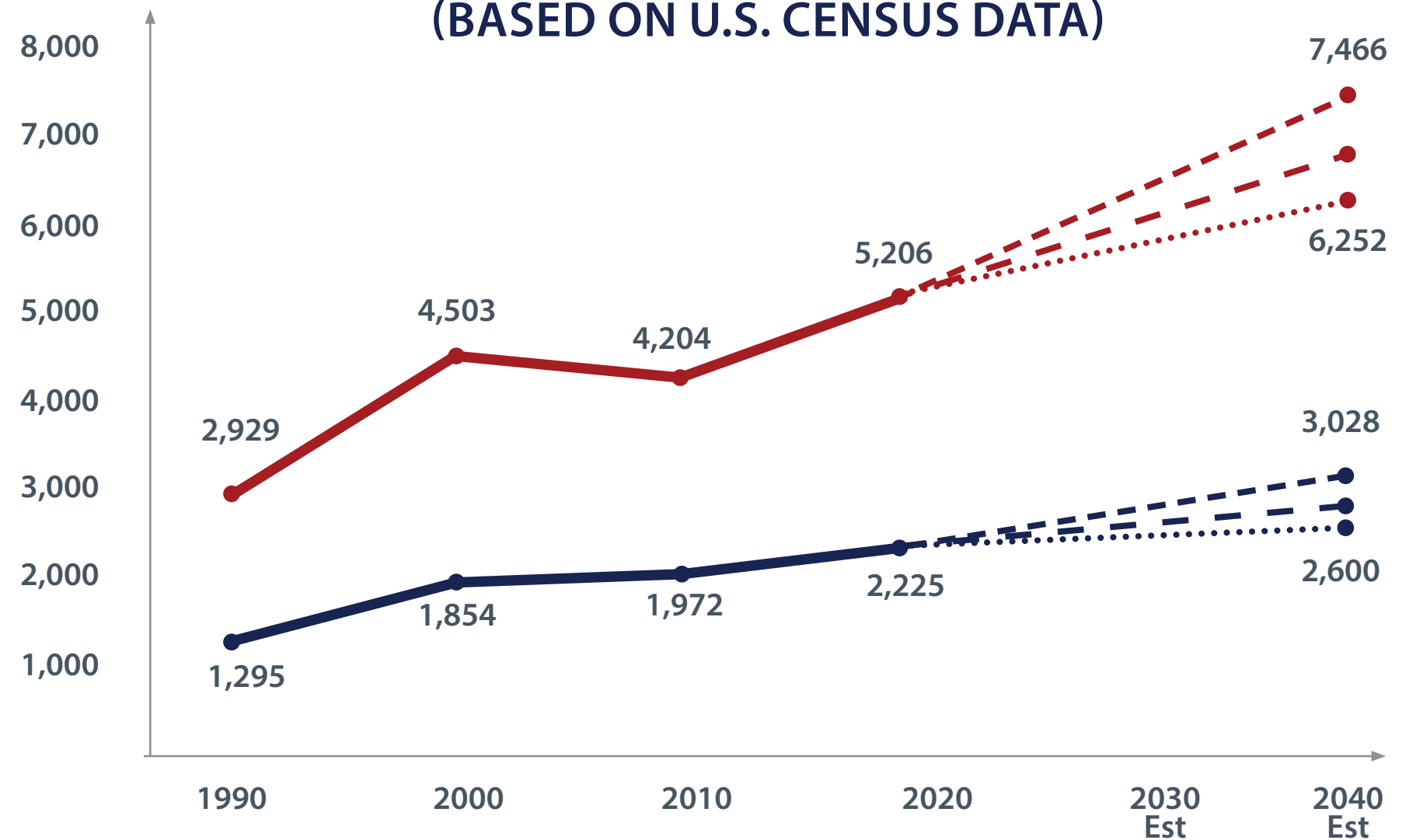


ADA Accessible Kayak Launch

**COMMUNITY'S
PREFERRED
CHARACTER**

PROJECTED POPULATION ESTIMATES & HOUSING NEEDS

PORT SHELTON TOWNSHIP PROJECTED POPULATION ESTIMATES & HOUSING NEEDS (BASED ON U.S. CENSUS DATA)



**BETWEEN 2020 AND 2040,
PORT SHELTON TOWNSHIP COULD SEE ...**



1,046 - 2,240
POPULATION INCREASE



375 - 803
ADDITIONAL HOMES NEEDED

Assumptions:

- Household Size: 2.79
- High Growth In-Migration Rate: +12% (Current)

- Moderate Growth In-Migration Rate: +6%
- Slow Growth In-Migration Rate: +1%



HYK CONSULTING

NICHOLAS
ROLINSKI
DESIGN

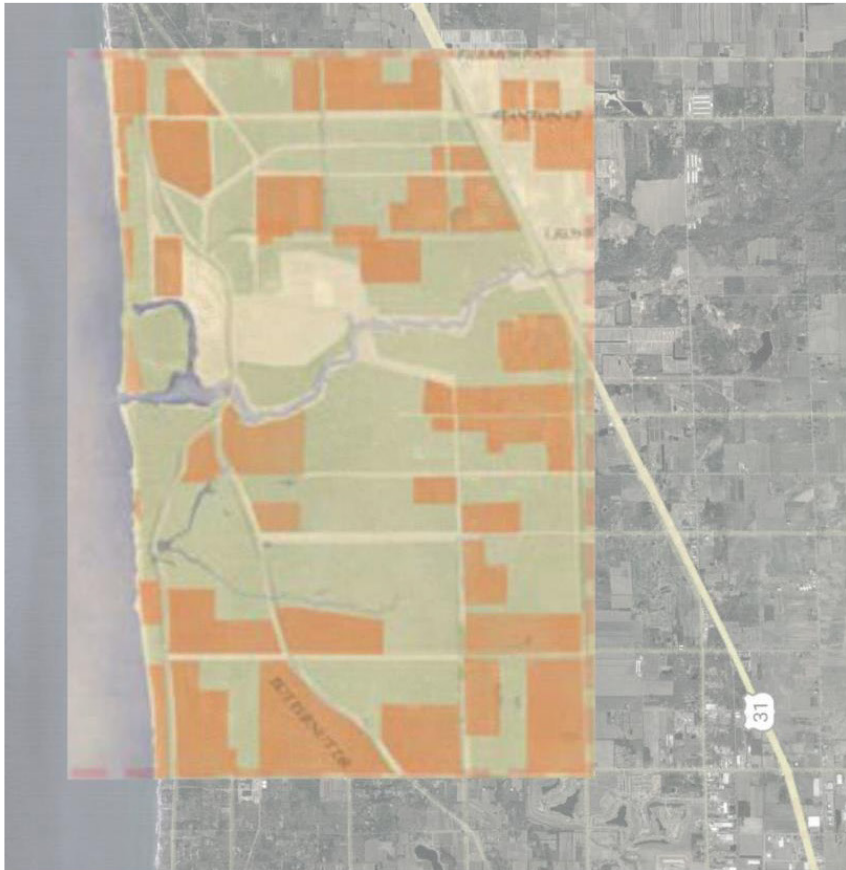
fishbeck | 10
Engineers | Architects | Scientists | Construction

APPROACHES TO PRESERVING RURAL CHARACTER

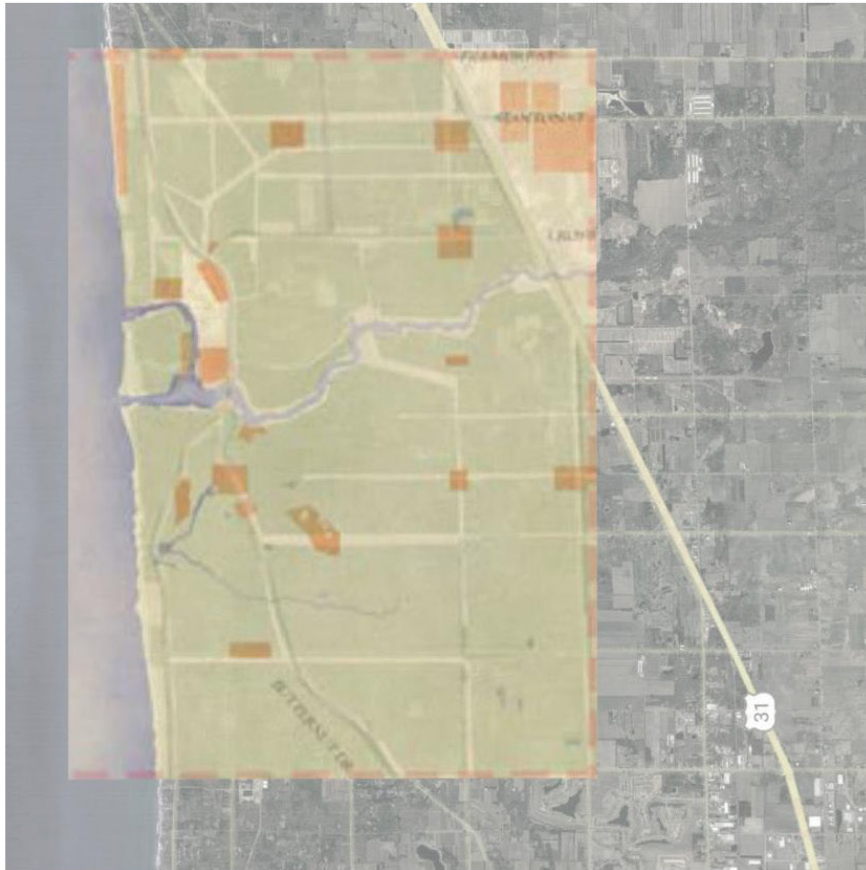
**2,000 NEW HOUSING UNITS @
ACRES PER HOUSE
(TYPICAL SUBURBAN SPRAWL)**

**2,000 NEW HOUSING UNITS @
ACROSS A DOZEN OR SO COMPACT
SETTLEMENTS**

GROWTH IN THE FORM
OF SPRAWL DISSOLVES
NATURAL AND RURAL
CHARACTER AND
REGIONAL COHERENCE,
SMEARING DISTINCT
TOWNS TOGETHER.



DIRECTING
DEVELOPMENT
PRESSURES INTO
COMPACT URBANISM
WITH GROWTH
MANAGEMENT POLICIES
TO PRESERVE NATURAL
AND RURAL CHARACTER



Credit: Prof. Philip Bess & 5th Year Urban Design Studio. Anderson, Xiong, Hansmann, Egelhoff, Harrington, Palcynzski, Lee, Zorc. Univ. of Notre Dame School of Architecture.



\$400K - \$700K

PER DREDGE FOR PIGEON LAKE
(CURRENTLY PRIVATELY COVERED
BY CONSUMERS ENERGY)

NOTE:

- Port Sheldon Township receives approximately 3% of total tax revenues for the Township's operations.
- The remaining 97% goes towards the Fire Dept operations, Loutit Library, Ottawa County, Grand Haven School District, West Ottawa School District, OAISD, Department of Education.



\$54,357

TAX REVENUES GAP FOR PORT SHELDON TWP OPERATIONS TO BE COVERED
(FROM ANTICIPATED CLOSURE OF UNITS 1, 2, 3.)

APPROX. EQUIVALENT TO

375 - 580+

NEW SINGLE FAMILY HOMES

(TAXABLE VALUE: \$115K, TAXES: \$3.1K)

(TAXABLE VALUE: \$178K, TAXES: \$4.8K)

OR

178,300 SF

COMMERCIAL DEVELOPMENT

(TAXABLE VALUE: \$14.8M, TAXES: \$136K)



DREDGING COSTS & TAX REVENUE RECOVERY

OPERATING PARAMETERS FROM CONSUMERS ENERGY



ENVIRONMENTAL

Public Recreational Use/Property Transfers

- *Parcels that have been previously used for recreation, should be conserved/preserved, or could be maintained as recreational assets.*

Boardwalk Access

- *Per the FERC agreement, the public boardwalk access currently located on Consumers Energy Property will be maintained until 2069.*

Potential Deed Restrictions

- *Deed restrictions anticipated for ash ponds/fly ash disposal area, as well as heavily industrial use areas such as the plant complex and coal pile, limiting future use options.*



COMMUNITY

Hydrological Studies

- *Consumers Energy has a proposal to the Pigeon Lake subcommittee for a hydrological study. It is our recommendation that the subcommittee, whether it be the County, or the Township lead any future studies of the Pigeon Lake, Consumers Energy is happy to support.*

Decommissioning

- *Activities will officially shut down in 2025. Demolition of buildings and stacks will occur between then and 2027.*
- *Future of the jetties ownership and maintenance remains to be determined.*

Dredging

- *Consumers has privately covered the dredging of Pigeon Lake Channel to enable the effective intake and outflow of water circulation for the operation of units 1 and 2.*
- *As of 2024, Consumers has completed its final dredge. Future dredging will need to be determined by the community.*

Properties with First Rights of Refusal

- *Mountain Beach HOA, Port Sheldon Beach HOA*
- *METC for the areas under the high voltage transmission lines.*



OPERATING PARAMETERS FROM CONSUMERS ENERGY



ECONOMIC

Battery Energy Storage Systems

- *Consumers Energy still intends to utilize the 33 acres identified for a potential 750 MW battery energy storage system. The timeline will vary but the COD is 2030. There is a chance 30-40 acres of the coal pile and additional industrial property extending north will be reserved for possible expansion of battery storage or other generating assets due to the proximity of the high voltage assets nearby. This area could be moved north a bit to allow for more development to the southern part of the pile.*

Channel Infrastructure

- *The bridge across the channel at the end of Olive Shores Road was used for maintenance and operations to access the pump house. It will be demolished.*
- *The channel infrastructure (intake and outlet pipes into Lake Michigan, the channels, sea walls, dividing wall) will stay "as-is" the pipes will be flowable filled.*
- *The dividing wall was constructed about 10 years ago and is not intended for vehicular access, it will remain in place and can be used in future scenarios, but Consumers Energy would recommend refraining from using as a structure to build on our around.*

Rail Infrastructure

- *The rail will remain in place as it will be a key component to fly ash reclamation removal. Boat launch parking could wrap around the perimeter or extend north around the edge of the coal pile along Lakeshore Ave.*

Fly Ash Reclamation

- *The fly ash reclamation location is unknown at this point, but will likely be located as close to the source and silos as possible.*
- *The rail cars will be loaded and stored on the rail near the coal pile.*
- *30 new employees are expected to support this operation.*

Onsite Utilities

- *Construction power will be brought onsite for only the duration of the decommissioning. After site restoration, the Training Center will be the only facility (West of Lakeshore Drive) with utilities.*

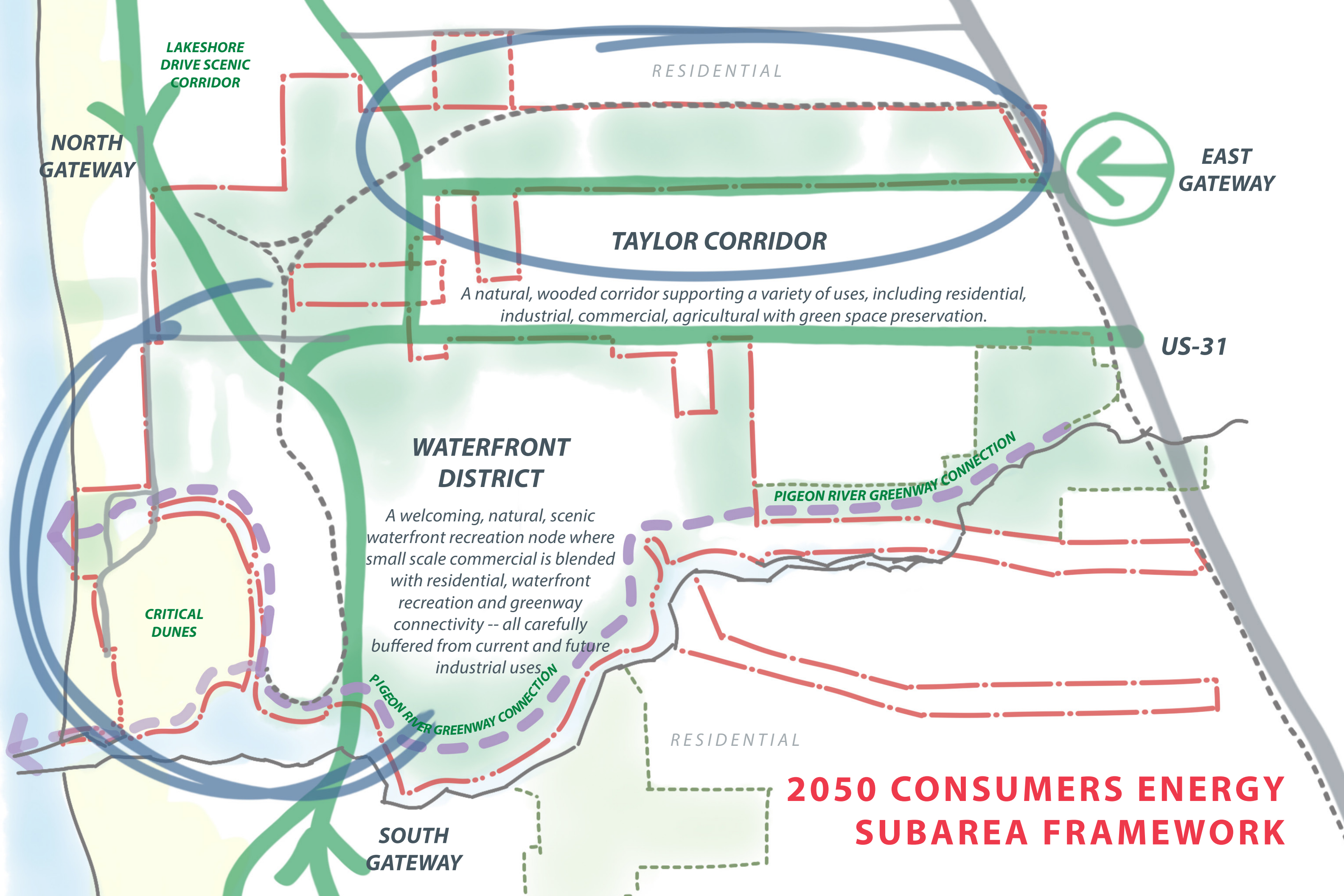
Employment

- *Approximately 60 employees are anticipated to continue supporting the Consumers Energy operations at the Training Facility through and after the decommissioning.*





2050 LONG- RANGE VISION: PREFERRED ALTERNATIVE



LAKESHORE
DRIVE SCENIC
CORRIDOR

NORTH
GATEWAY

RESIDENTIAL



EAST
GATEWAY

TAYLOR CORRIDOR

A natural, wooded corridor supporting a variety of uses, including residential, industrial, commercial, agricultural with green space preservation.

US-31

**WATERFRONT
DISTRICT**

A welcoming, natural, scenic waterfront recreation node where small scale commercial is blended with residential, waterfront recreation and greenway connectivity -- all carefully buffered from current and future industrial uses

PIGEON RIVER GREENWAY CONNECTION

CRITICAL
DUNES

PIGEON RIVER GREENWAY CONNECTION

RESIDENTIAL


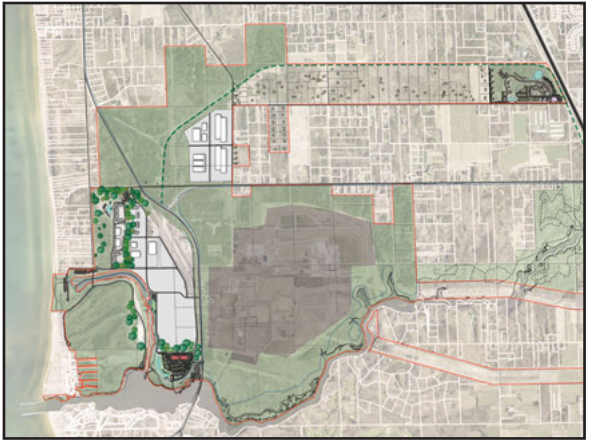
SOUTH
GATEWAY

**2050 CONSUMERS ENERGY
SUBAREA FRAMEWORK**

EXISTING CONDITIONS & 2050 PREFERRED ALTERNATIVE COMPARISON

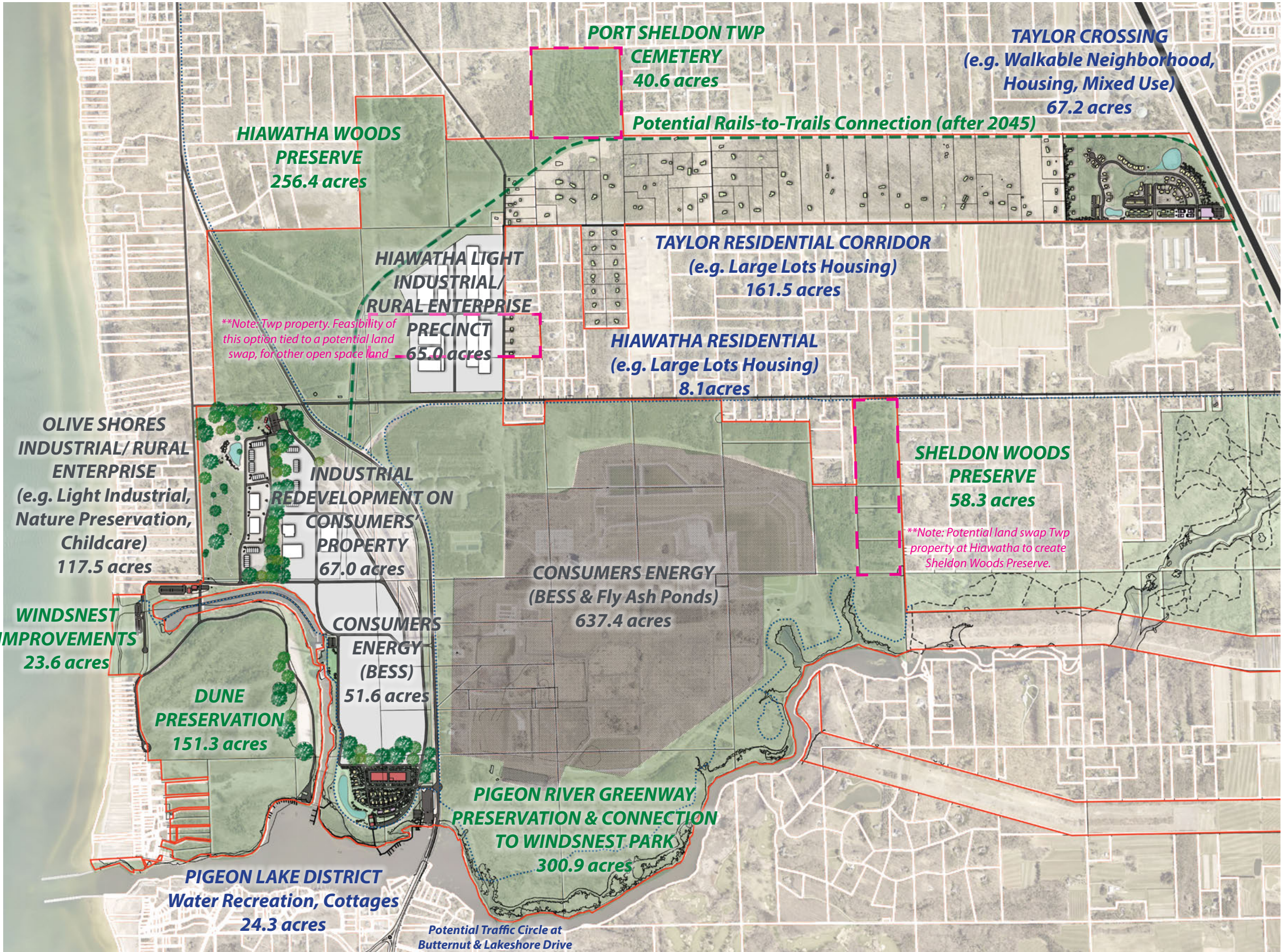
LAND USE DIVERSIFICATION	EXISTING CONDITIONS	2050 PREFERRED ALTERNATIVE
	<p><i>"Industrial" lands include currently vacant lots which have rail infrastructure.</i></p> <p>Legend:</p> <ul style="list-style-type: none">Consumers Energy Industrial UsePotential Other Industrial UsesPotential Commercial & ResidentialPotential Public Open Space Preservation	
OTHER INDUSTRIAL	--	163.7.0 acres
HOUSING UNITS	(Twp Range: 0.1 - 2 units/acre)	310 (0.4 - 3.1 units/acre)
COMMERCIAL	--	117,400 SF
PUBLIC OPEN SPACE PRESERVATION	(Private, except Windsnest Park)	870.7 acres
PUBLIC WATERFRONT ACCESS	<ul style="list-style-type: none">FERC Boardwalk & North Jetty (up to 2069): 0.9 miles4 Access Points at Pigeon Lake, 2 at Lake Michigan	<ul style="list-style-type: none">FERC Boardwalk & North Jetty (up to 2069): 0.9 milesPigeon River Greenway Trails to Ottawa County Parks (East of Lakeshore Ave): 2.9 milesPigeon River Greenway Connection to Windsnest (West of Lakeshore Ave): 1.4 milesAccess Points: Same
PUBLIC RECREATIONAL OPPORTUNITIES	DNR Boat Launch Windsnest Park	Windsnest Park Improvements, Pigeon Creek Greenway Trail, DNR Boat Launch Improvements Pigeon Creek Boardwalk & Fishing Lookout Points, Channel Fishing & Walking Piers, Taylor Street Trail, Future Rail-to-Trail Connection

EXISTING CONDITIONS & 2050 PREFERRED ALTERNATIVE COMPARISON (TABLE 1 CONTINUED)

	EXISTING CONDITIONS	2050 PREFERRED ALTERNATIVE
SCENARIOS & EXPLORATORY CONCEPTS		
ENVIRONMENTAL FEASIBILITY	<p>From an environmental feasibility perspective, the preferred alternative is viable, as long as the following are met:</p> <ul style="list-style-type: none">• Appropriate environmental due diligence is undertaken.• Future use restrictions are understood early (if due diligence reveals concerns).• Clean up obligations and risk management are satisfied (if due diligence reveals concerns).• Appropriate due care is exercised (if due diligence reveals concerns).	
WATER QUALITY	<p>Ongoing and future discussions would be needed to determine mutually agreeable, financially feasible ways of monitoring and maintaining the Pigeon River and Pigeon Lake water quality:</p> <ul style="list-style-type: none">• Studies: Hydrological and environmental impacts in the absence of a water intake/outlet pump system.• Long-term Maintenance: Extent and frequency of dredging, Pigeon River and Lake oversight body and cost-sharing for maintenance.	
EST. ADDITIONAL POPULATION	(Existing Conditions)	865
POTENTIAL JOBS CREATED	(Existing Conditions)	408
POTENTIAL LONG-TERM ANNUAL TOTAL TAX REVENUES FOR TWP OP.	(Total Tax Revenue Gap: \$54K)	Total Tax Revenues for Twp Op: \$607K - \$806K
	(This taxable projections and housing are only calculated on the subarea parcels. It does not consider growth in other non-subarea portions of the Township. The taxable projections are estimated by a range of construction costs psf, equalized values, existing millage rates for County, School Districts, Twp, Services. **Note: At its existing millage rates, Port Sheldon Twp receives approx. 3% of the total annual tax revenues for its operations.)	
POTENTIAL PUBLIC UTILITIES (WATER & SEWER) IMPROVEMENTS NEEDED	<p>WATER: The Grand Rapids Water System is the best option for public water supply. Grand Haven Twp and Port Sheldon Twp could partner on determining a system that could support both communities, if a water main is constructed along Stanton St & Hiawatha or Lakeshore Dr. (Est. Costs: Public Watermains Extensions in the Subarea: \$7.0 M. North of Subarea: \$5.9 M)</p> <p>SEWER/SEPTIC: The existing wastewater treatment plant (WWTP) at 142nd Avenue and Croswell Street is nearing capacity, so treatment process changes or expansion will need to be considered with any additional flow. (Est. Costs: Public Sewer Gravity System in the Subarea: \$9.4 M). Public Water Service along with septic service may be a solution for a large portion of the Consumers property, but the Ottawa County Health Department will need to be consulted.</p>	



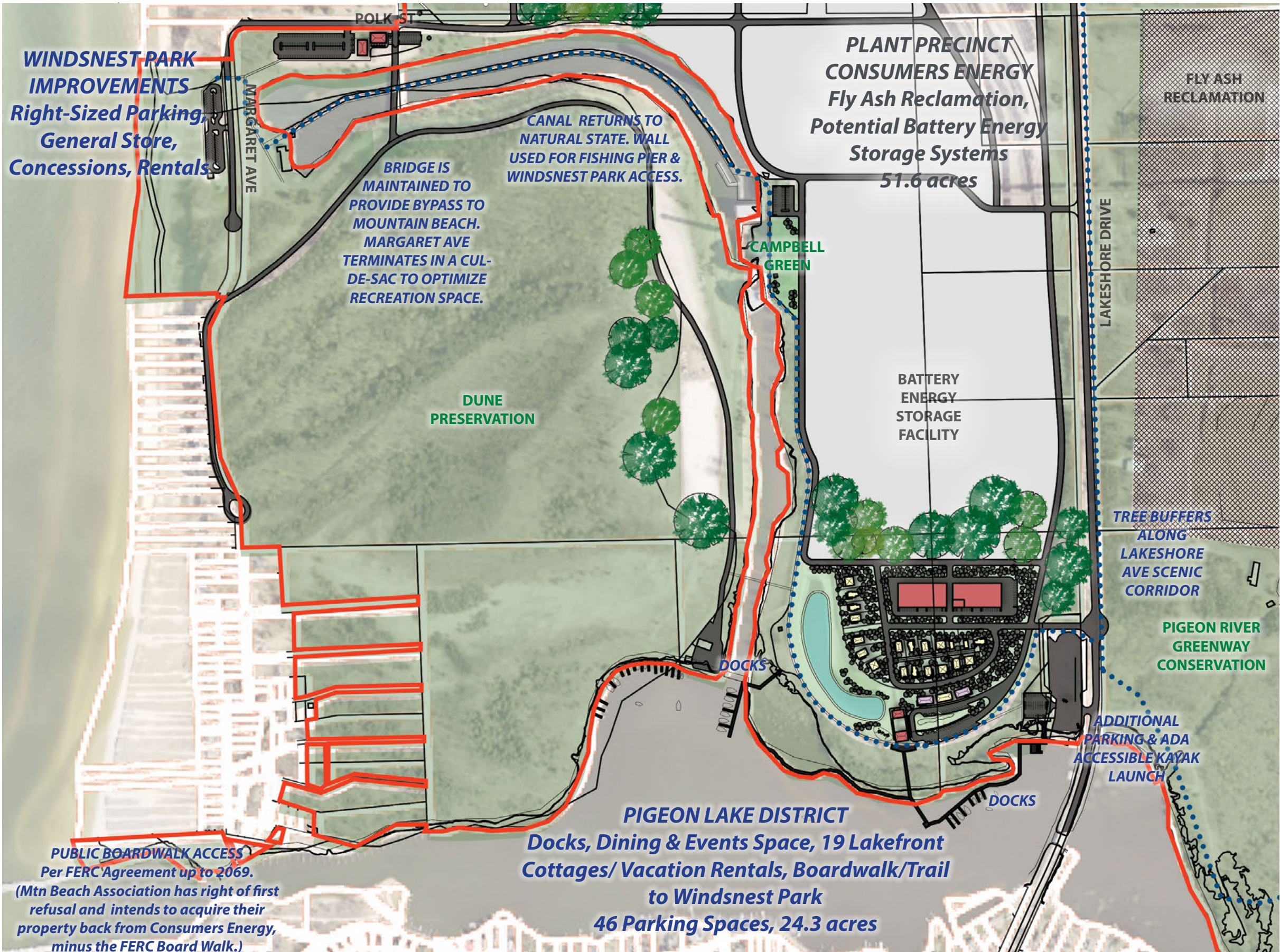
2050 PREFERRED ALTERNATIVE CONCEPT



SUMMARY OF POTENTIAL USES	EST. ACRE/ SQ FT/ UNITS
Consumers Energy Industrial Uses (Clean Energy, Battery Energy Storage, Fly Ash Reclamation)	689.0 acres
Other Industrial Uses (E.g. Manufacturing, Smart Tech - Automation, Vertical Farming, Food Processing, Data Centers, Industrial Condos)	163.7 acres
Residential (Condo Apartments, Townhomes, Single-Family Homes, Small Cottages)	310 housing units
Commercial (Hospitality, Retail, Office/Services)	117,400 SF
Public Open Space Preservation	870.7 acres



2050 PREFERRED ALTERNATIVE CONCEPT: WATERFRONT SOUTH

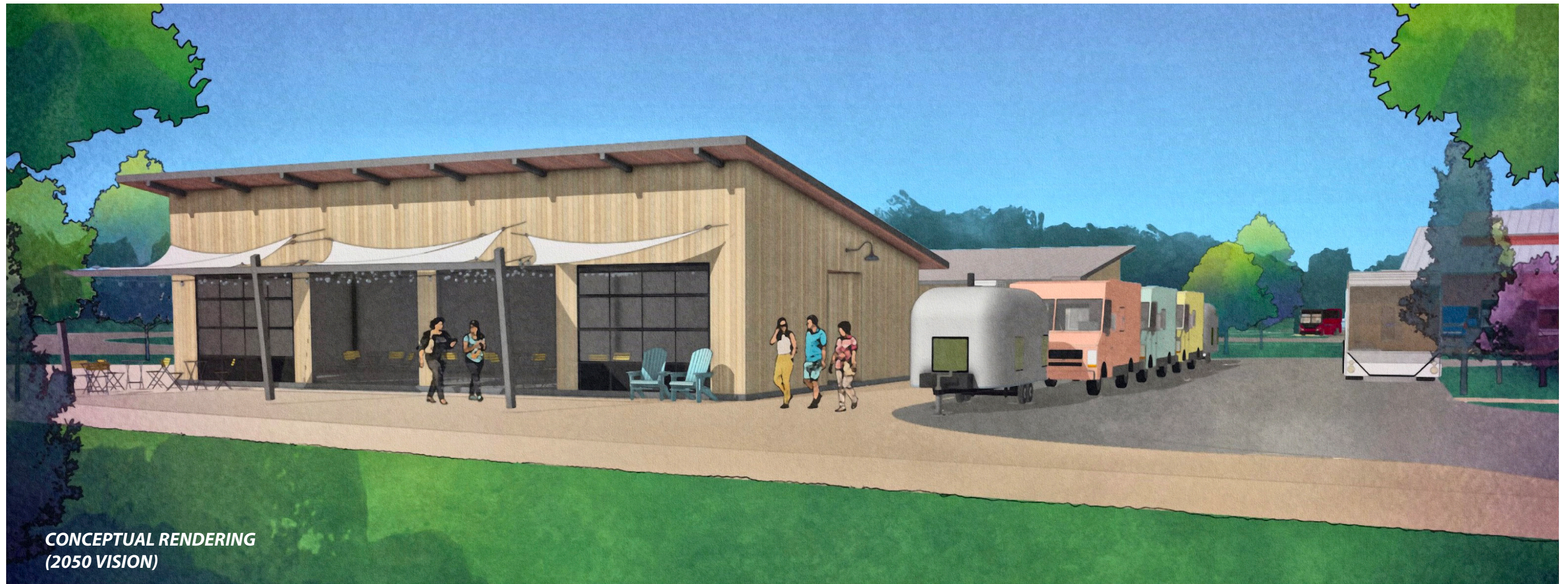


EXAMPLE IMAGES





VIEW LOOKING NORTH SHOWING POTENTIAL WATERFRONT DESTINATION AT SHELDON COVE



VIEW LOOKING NORTHWEST SHOWING WATERFRONT DINING & EVENTS EXPERIENCE AT SHELDON COVE (SMALL COMMERCIAL, FOOD TRUCKS)

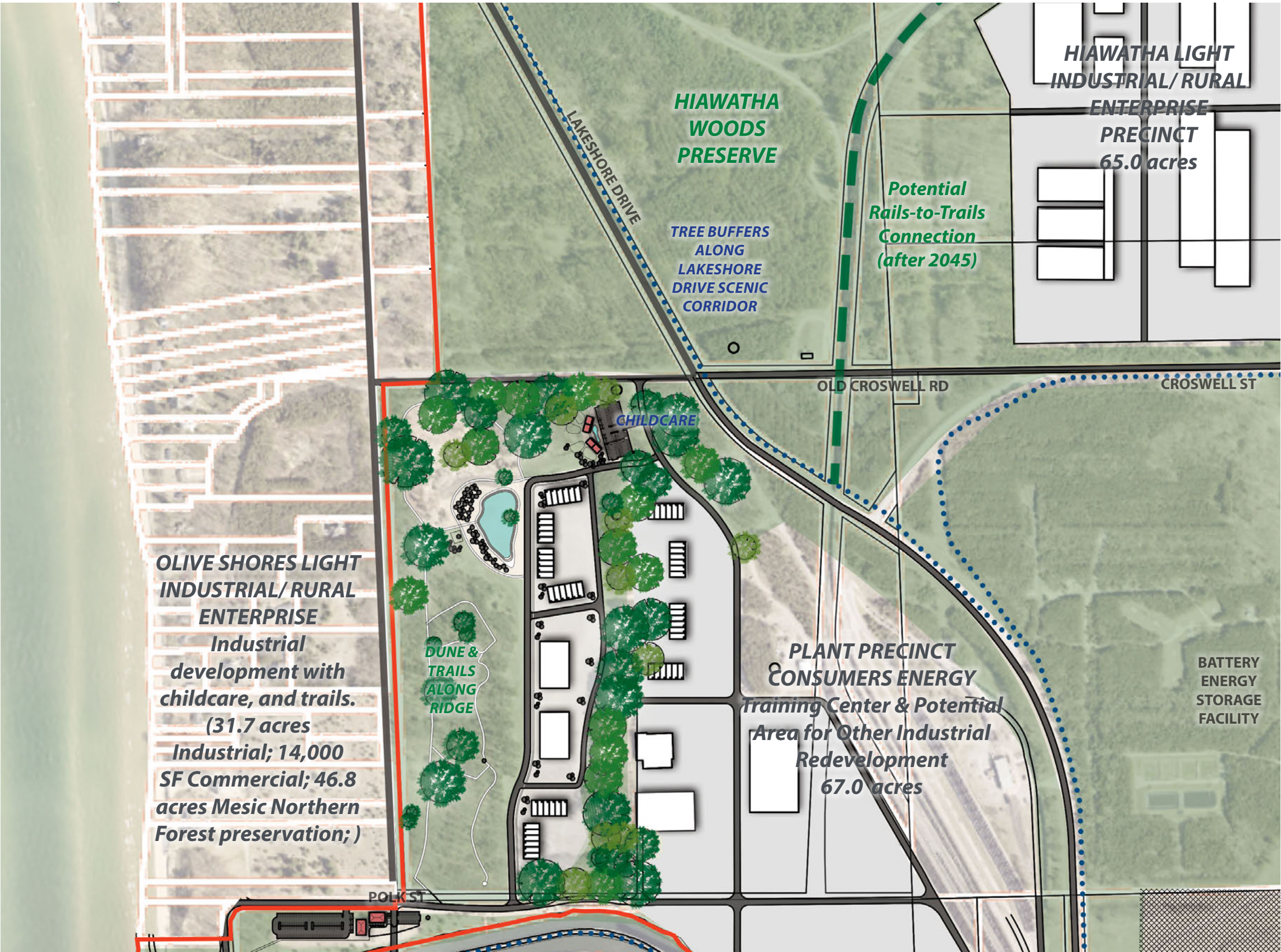


CONCEPTUAL RENDERING
(2050 VISION)



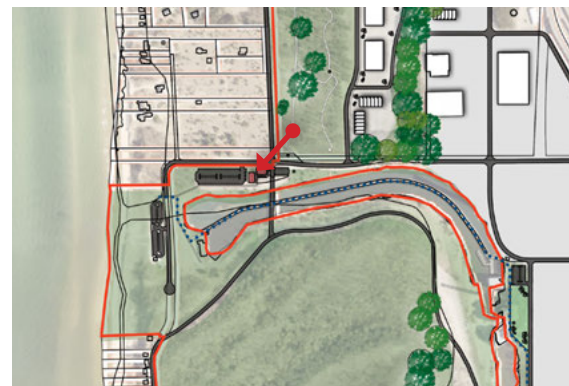
VIEW LOOKING NORTHEAST FROM THE PAVILION SHOWING COTTAGES & WATERFRONT MIXED USE BUILDINGS (SMALL COMMERCIAL)

2050 PREFERRED ALTERNATIVE CONCEPT: WATERFRONT NORTH



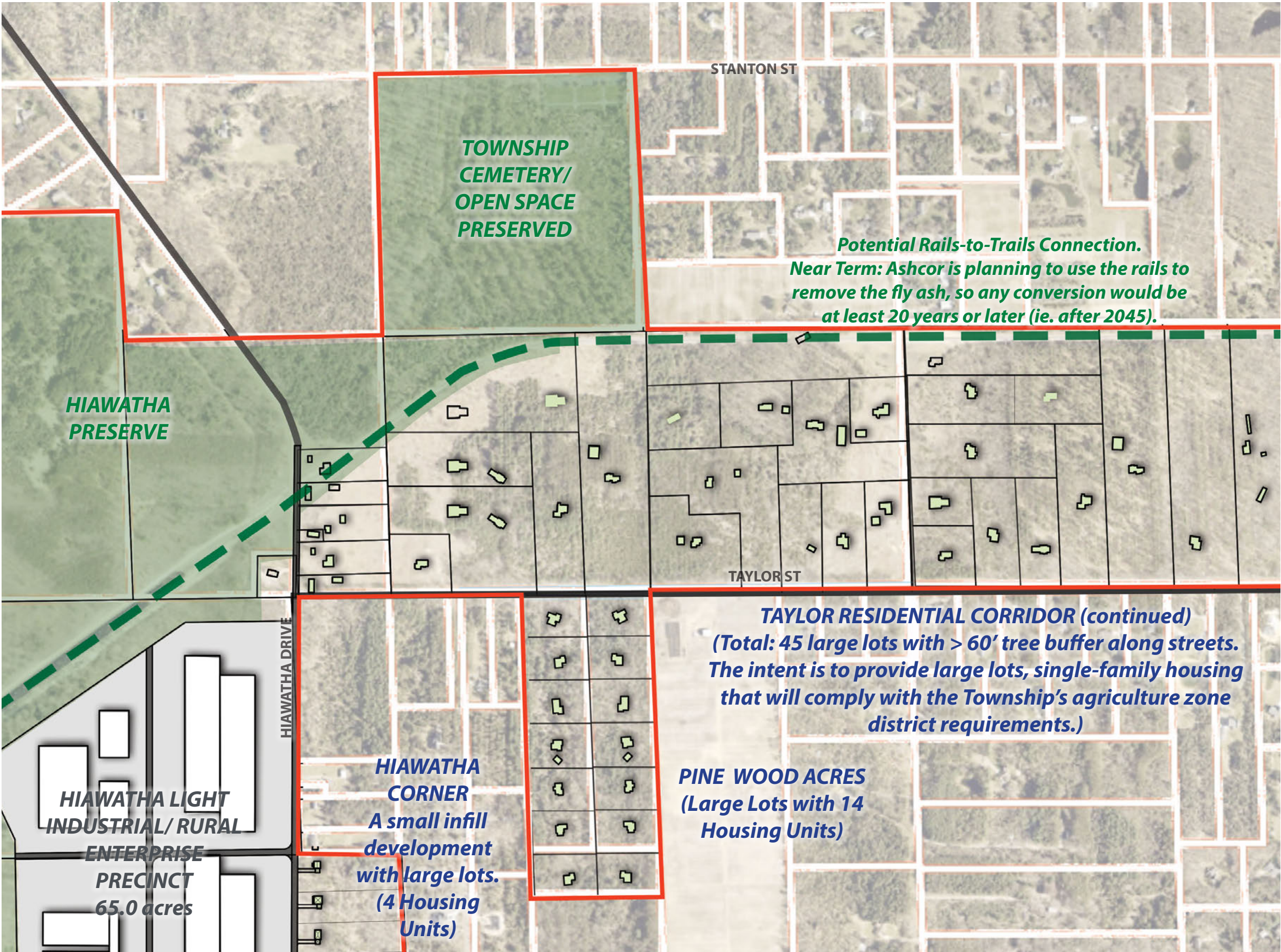
EXAMPLE IMAGES





***VIEW LOOKING SOUTHWEST SHOWING POTENTIAL
AMENITIES & ENHANCEMENTS FOR WINDSNEST PARK
(GENERAL STORE, RIGHT-SIZED PARKING)***

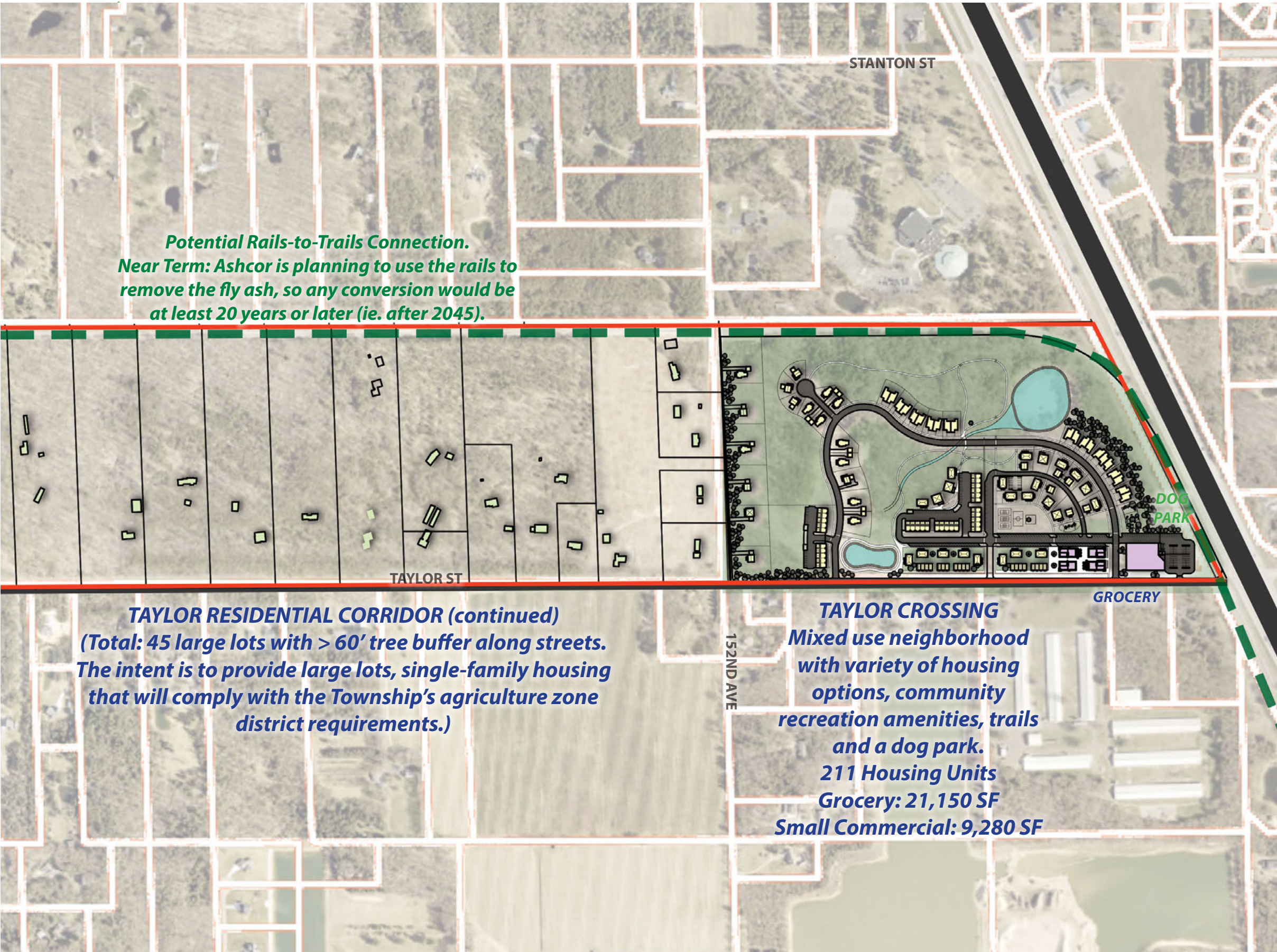
2050 PREFERRED ALTERNATIVE CONCEPT: STANTON/TAYLOR WEST



EXAMPLE IMAGES

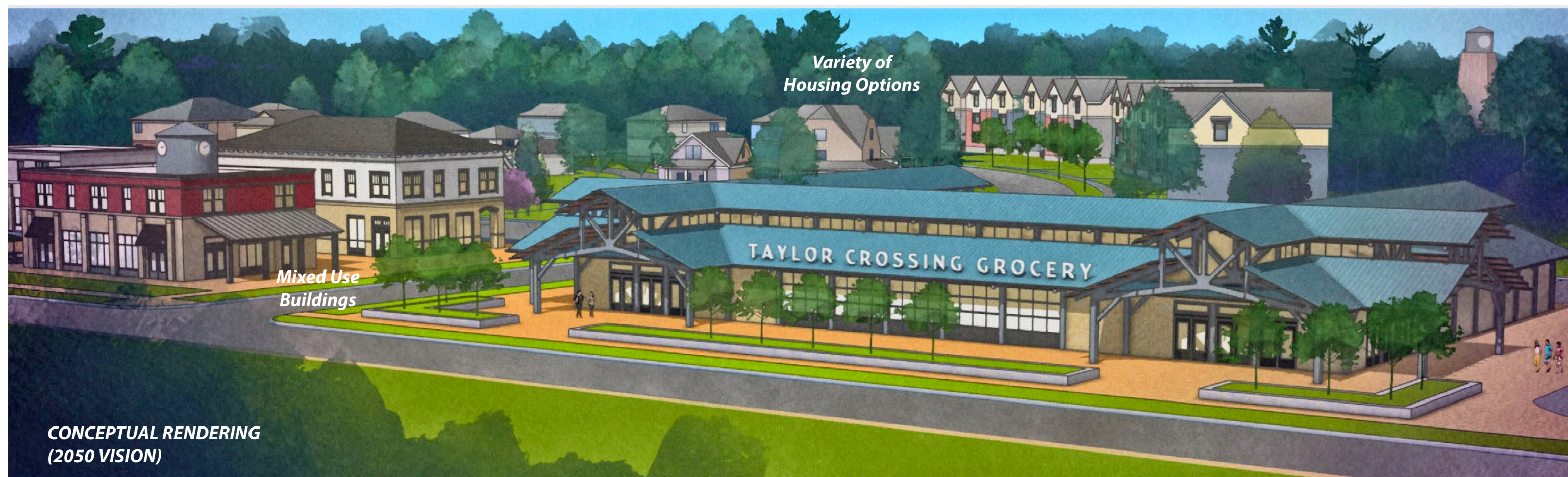


2050 PREFERRED ALTERNATIVE CONCEPT: STANTON/TAYLOR EAST



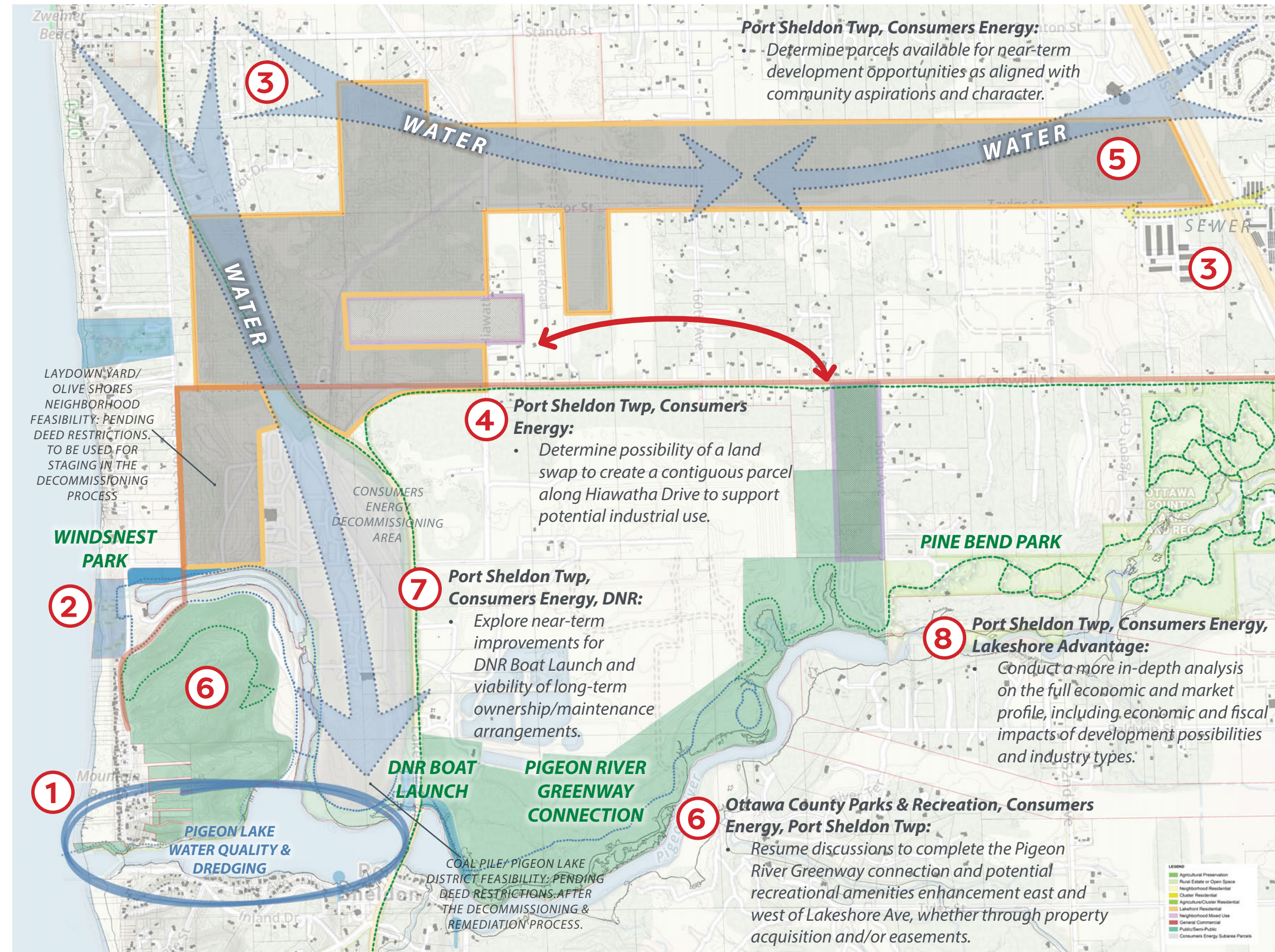
EXAMPLE IMAGES





VIEW LOOKING NORTHWEST SHOWING NEIGHBORHOOD WITH VARIOUS HOUSING OPTIONS, RECREATIONAL & COMMERCIAL AMENITIES AT TAYLOR CROSSING

KEY NEXT STEPS & FUTURE MOVES FOR LONG-RANGE VISION





ENVIRONMENTAL CONSIDERATIONS

- *It is recommended that all properties, before transitioning ownership, should have some level of environmental due diligence completed. This is standard industry practice, even if the property was not a part of the main Consumers Energy plant operations (e.g., land along the Stanton and Taylor corridors).*
- *It is likely that minimal environmental due diligence would be necessary for property not near the past plant operations. Conversely, property closer to the CE plant operations would likely involve more environmental due diligence.*
- *Wetland/floodplain evaluations should be completed to verify redevelopment feasibility of areas along the “canal” (channel infrastructure), Pigeon River, and Pigeon Lake.*

Port Sheldon Township Historic Aerial, c. 1955.



HYK CONSULTING

NICHOLAS
ROLINSKI
DESIGN

fishbeck | 30
Engineers | Architects | Scientists | Constructors



ENVIRONMENTAL CONSIDERATIONS FOR ALL SCENARIOS

STAGING SITE, WATERFRONT DEVELOPMENT, PROPOSED INDUSTRIAL AREAS, PROPOSED RESIDENTIAL/MIXED USE AREAS

- *Prior to acquisition and redevelopment of the properties, environmental due diligence should be completed to evaluate whether recognized environmental conditions (RECs) exist. This should include a Phase I Environmental Site Assessment (ESA) and Phase II ESA (if recommended by the Phase I ESA). These activities should occur prior to a property transaction and redevelopment.*
- *If contamination is discovered as part of the environmental due diligence process, a prospective purchaser should complete a Baseline Environmental Assessment (BEA) to protect against cleanup liability. The BEA must be completed within 45 days of closing and submitted to the Michigan Department of Environment, Great Lakes, and Energy (EGLE) within six months of closing.*
- *In the event contamination is discovered, a Due Care Plan (DCP) must be prepared demonstrating how future land use will not exacerbate the existing conditions and result in unacceptable exposures. The DCP must be completed within eight months of closing.*
- *It is possible that Consumers Energy has environmental information for the subject property. That information can supplement a prospective buyer's environmental due diligence and potentially reduce costs to conduct these activities.*
- *If the subject property is contaminated, future land use considerations may include special management/disposal of contaminated soil and groundwater during redevelopment. Soil capping may be necessary if direct contact of soils poses an exposure risk. Enclosed structures may need a vapor intrusion mitigation system to protect occupants from inhalation of harmful vapors and installation of drinking water/irrigation wells may be prohibited.*
- *Consumers Energy may utilize deed restrictions to mitigate exposure to contamination and limit land uses.*
- *Complete cleanup of contamination, if present, is not typically necessary as part of future land use. Due care strategies are commonly implemented to mitigate exacerbation of contamination and potential unacceptable exposures.*
- *EGLE Brownfield grant/loans/tax increment financing incentives are available for environmental due diligence and due care/response activities necessary to transition contaminated property to a viable use.*

ADDITIONAL WETLAND/FLOODPLAIN EVALUATIONS

- *Waterfront concepts (Port Sheldon Lake District, Sheldon Cove, Canal and Back Dune Housing)*

****NOTE: ALSO SEE ECONOMIC RESILIENCY PLAN FOR POTENTIAL TOOLS FOR BROWNFIELD
REMEDICATION & DEVELOPMENT.**

Port Sheldon Township Historic Aerial, c. 1955.



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DESIGN

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PUBLIC WATER MAINS DESIGN CONSIDERATIONS FOR ALL SCENARIOS

1. Water Supply: The area north of Pigeon Lake and Pigeon River are in the Grand Rapids Water System service area. Grand Haven Township has a water system on the northwest side of the Township. The Ottawa County Road Commission has assisted the Township in developing a water system in the northeast side of the Township. The Grand Rapids Water System is the best option for public water supply. The Grand Rapids contract requires an above ground metering station when a water system reaches 100,000 gallons per day of average daily demand. Both water systems are nearing this threshold.

2. Grand Haven Township: Grand Haven Township is planning on improvements to the part of their water system that is served by Grand Rapids water. These improvements will require an above ground meter station and storage tank. The GH Twp does not have property secured for either the meter station or tank yet. Port Sheldon Township participated in some of the costs for the connection point that GH Twp constructed at Hiawatha and Fillmore Street. The Townships will need to determine how best to accomplish the long-term needs of GH Twp and service to Port Sheldon Township.

3. Port Sheldon Township Water System: PS Twp has property at 144th Avenue and Fillmore that is large enough for an above ground meter station. PS Twp has property along Stanton Street that could be used for a water storage tank. The Townships could partner on these two facilities if PS Twp can construct a water main along Stanton Street and Hiawatha or Lakeshore Drive. The Stanton Street corridor has several large parcels that could be developed, so this route has the best potential for cost recovery.

4. Fire Flow: The bulk of the Campbell plant area is to remain zoned for industrial use. Battery Energy Storage is planned, but the remaining uses are uncertain. It is assumed that Consumers will require 3,500 gallons per minute of fire flow to their property for the battery storage and for other industrial activities. Therefore, a minimum size of 16-inch main along Lakeshore Drive and Olive Shores Avenue is proposed with a loop back to Hiawatha Drive. A storage tank may be needed to provide the required fire flow, but that design should be reviewed when an actual proposal is developed by Consumers.

Consumers also owns a ¼ mile strip north of Taylor Street for the railroad spur. There are concepts of residential or commercial/industrial development in this area. Depending on the commercial/industrial use, a 3,500-gpm fire flow may be needed in this area as well. If that happens, the system design needs to be reviewed and a 16-inch main will most likely be needed along Taylor Street. For all other areas, 1,000 gpm will be sufficient for fire flow.

5. Water Pumping Station and Storage Tank: The Port Sheldon Township water system will require an above ground meter station with pumps, along with a water storage tank. The sizing and location of the tank will need to be reviewed, but it is assumed the tank will need to be a minimum of 500,000 gallons and up to 1.0 million gallons, depending on the fire flow requirements. The tank could be located on Consumers property or Port Sheldon Township property.

OTTAWA COUNTY PUBLIC UTILITIES

PUBLIC SANITARY SEWER DESIGN CONSIDERATIONS FOR ALL SCENARIOS

1. Existing Plant: The existing wastewater treatment plant (WWTP) is located at 142nd Avenue and Croswell Street. The plant is nearing capacity, so treatment process changes or expansion will need to be considered with any additional flow.

2. Gravity Sewer Service: The section of Consumers property along Taylor just west of US-31 would be the easiest to provide sewer service to, due to the existing trunk sewer along US-31 and the grade at that connection point. The attached map shows the extents that gravity sewer could run, which is approximately one-quarter mile west of 152nd Avenue. The REUs are estimated at 150, but that could be revised based on zoning or planning.

3. Incorporating Lift Stations and Forcemain: The remainder of the Consumers property could be serviced in a number of ways via lift stations and forcemain, but just one example is shown in the provided map. 400 REU have been estimated in the provided table, but that would vary based on the type of industry and density of residential units. The layout on the provided map would very likely require significant investment in the existing WWTP.

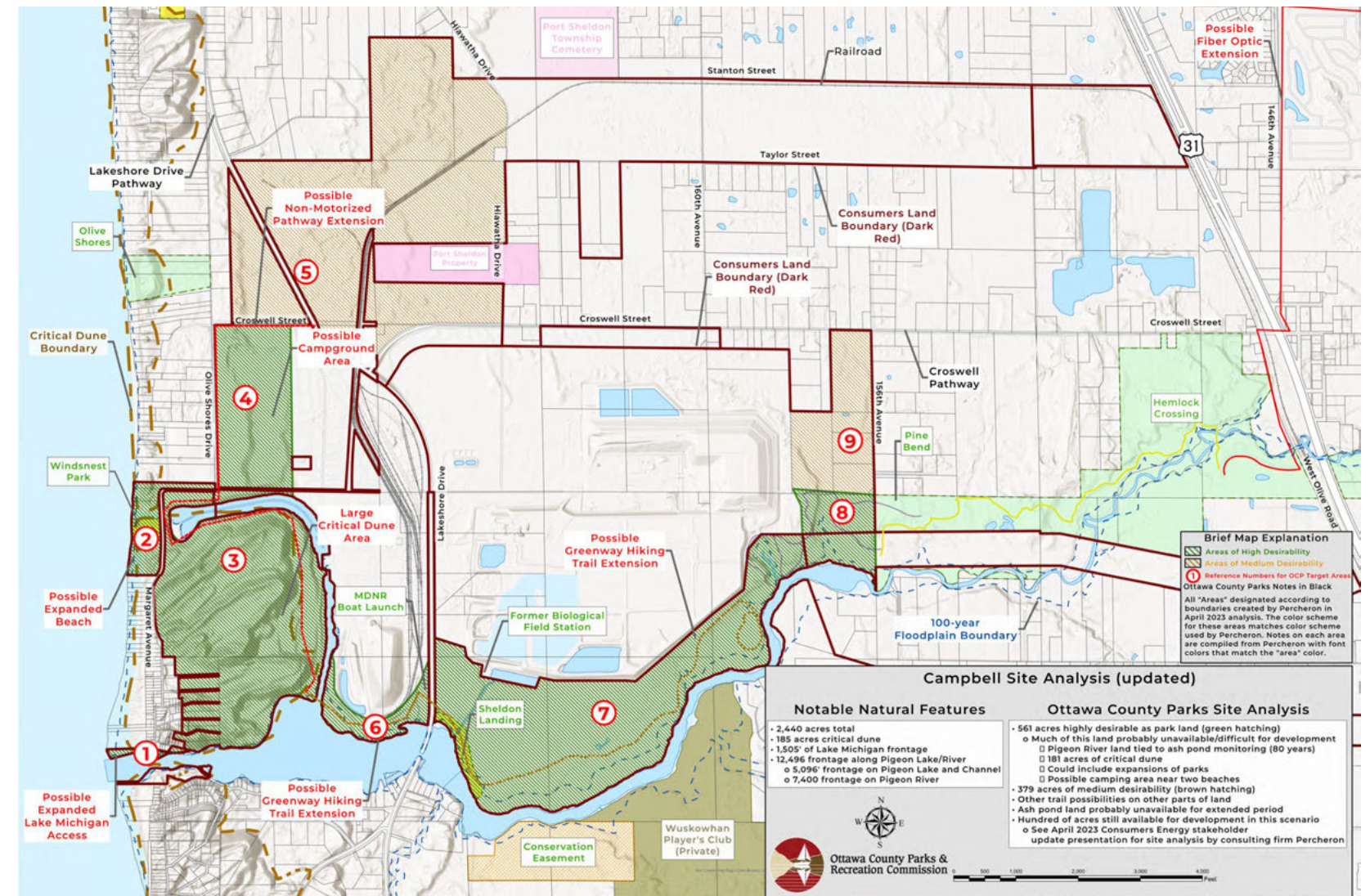
4. New WWTP: There are many options in the Consumers property to locate a new WWTP if the amount and type of flow require treatment beyond the existing plant. We have not provided an estimate at this time, because this is something that will need an engineering study to determine the best location and will likely require significant contribution by whichever private company drives the necessity.

5. Septic Service: Public Water Service along with septic service may be a solution for a large portion of the Consumers property, but the Ottawa County Health Department will need to be consulted.



OTTAWA COUNTY PUBLIC UTILITIES

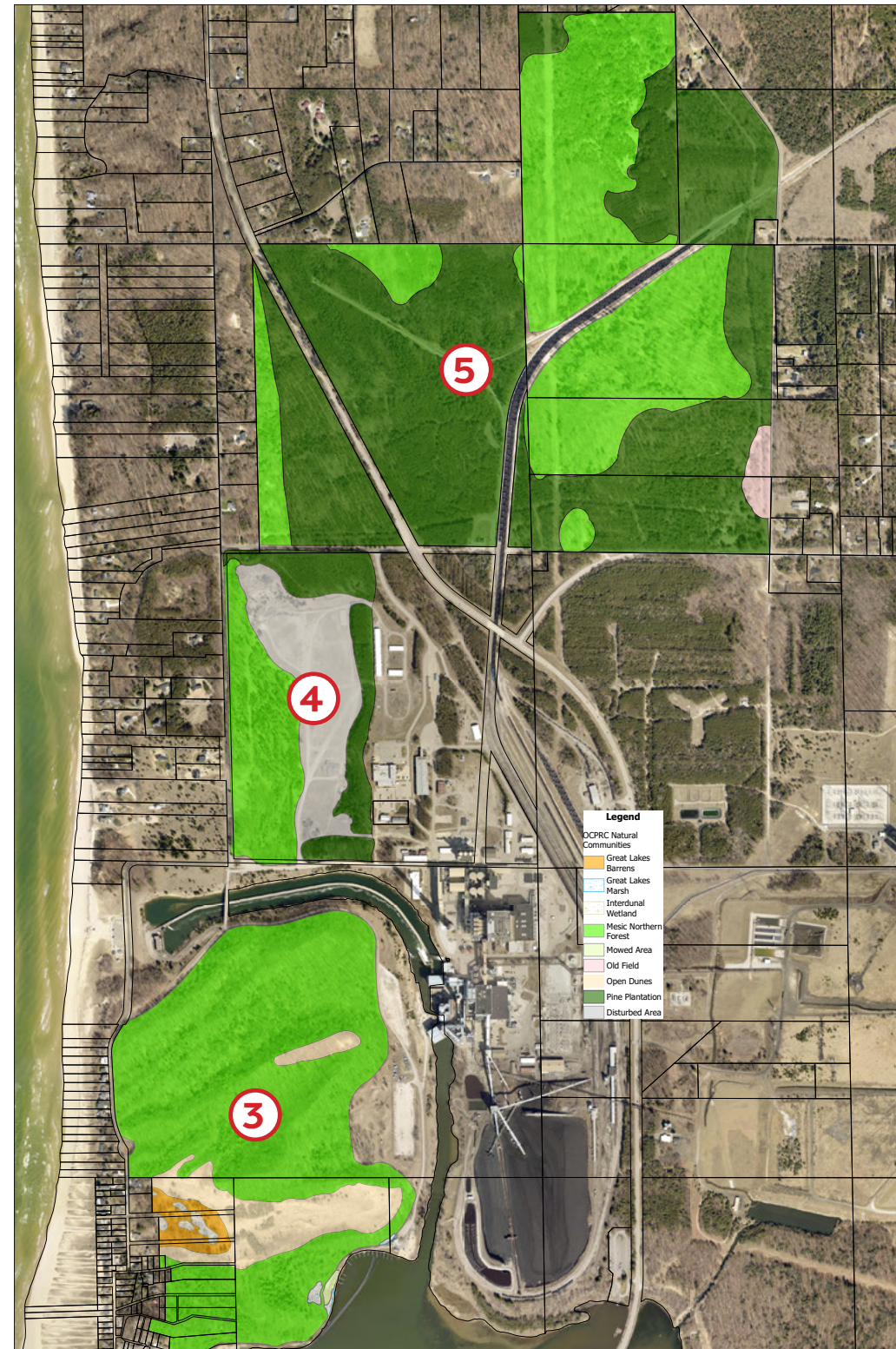
AREAS OF HIGH & MEDIUM DESIRABILITY (APR 2024)



Study Areas #3, #4, #5

NATURAL FEATURES INVENTORY REPORT (OCT 2024)

OTTAWA COUNTY PARKS & RECREATION



Floristic Quality Index:
Areas #3, #4, #5 combined
- FQI score: 51

Area #3
- FQI score: 49
Area #4
- FQI score: 19
Area #5
- FQI score: 33

Source: William Martinus & Associates, "Natural Features Inventory for the Consumers Energy JH Campbell Site, Port Sheldon, Ottawa County, Michigan," October 2024.



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OTTAWA COUNTY PARKS & RECREATION

NATURAL FEATURES INVENTORY REPORT (OCT 2024)

Endangered, Threatened, and Special Concern Species:

Seven State Listed species occur at the study site. The bird species were all calling in appropriate nesting habitats and are presumed to be breeding. Whip-poor-will were not seen but heard calling in three pine plantation areas in area #5. The Federally & State Threatened Pitcher's Thistle are locally abundant within the large active blow area in open dunes habitat of area #3.

Species	Status	State & Global Rank	Area
<i>Cirsium pitcheri</i> , Pitcher's Thistle	Federally & State Threatened	S3, G2G3	#3
<i>Antrostomus vociferus</i> , Whip-poor-will	Threatened	S3, G5	#5
<i>Melanerpes erythrocephalus</i> , Red-headed Woodpecker	Special Concern	S3, G5	#3
<i>Strophostyles helvula</i> , Wild Bean	Special Concern	S3, G5	#3
<i>Setophaga citrina</i> , Hooded Warbler	Special Concern	S3, G5	#5
<i>Hylocichla mustelina</i> , Wood Thrush	Special Concern	S4, G4	#3 & #5
<i>Anaxyrus fowleri</i> , Fowler's Toad	Special Concern	S3S4, G5	#5

Natural Features Highlights:

- Extensive linear wetlands on the north side of Pigeon Lake with public boardwalk access.
- Extensive and rare plant communities: Great Lakes Barrens, Interdunal Wetland, and Open Dunes complex
- Vast areas of mature Mesic Northern Forest on either side of open dune blowout complex

Opportunities:

- Area #3 is a gem with its natural beauty, varied topography, three rare plant communities, high FQI score, existing and potential accessibility, trails along old bulldozer cuts through the forest from the 1960s, a sense of solitude, and majesty.
- The pine plantations are vast and contain small pockets of beautiful hardwood groves that beg meandering trails and possible small, esthetic camping site development.
- Areas #3, #4, #5 could easily be linked together and to existing parks: Windsnest Park, Olive Shores Park, Pine Bend, Hemlock Crossing, and possibly to Hiawatha Forest and Kirk Park.
- Become an extension of the public natural greenway along the shore area of Lake Michigan in Ottawa County.
- Enhance the value and desirability of properties in adjoining areas and township, creating a unique destination from near and far.

Conclusions:

- These collective parcels have numerous public potential worthy projects as a natural component of the State of Michigan, Ottawa County, and Port Sheldon Township.
- 600+ acres of opportunities and conservation considerations take expert planning, understanding conservation situations and appropriate management, development, accessing resources, funding opportunities, and in-place personnel. This is on a big scale, and appropriate local involvement is warranted.

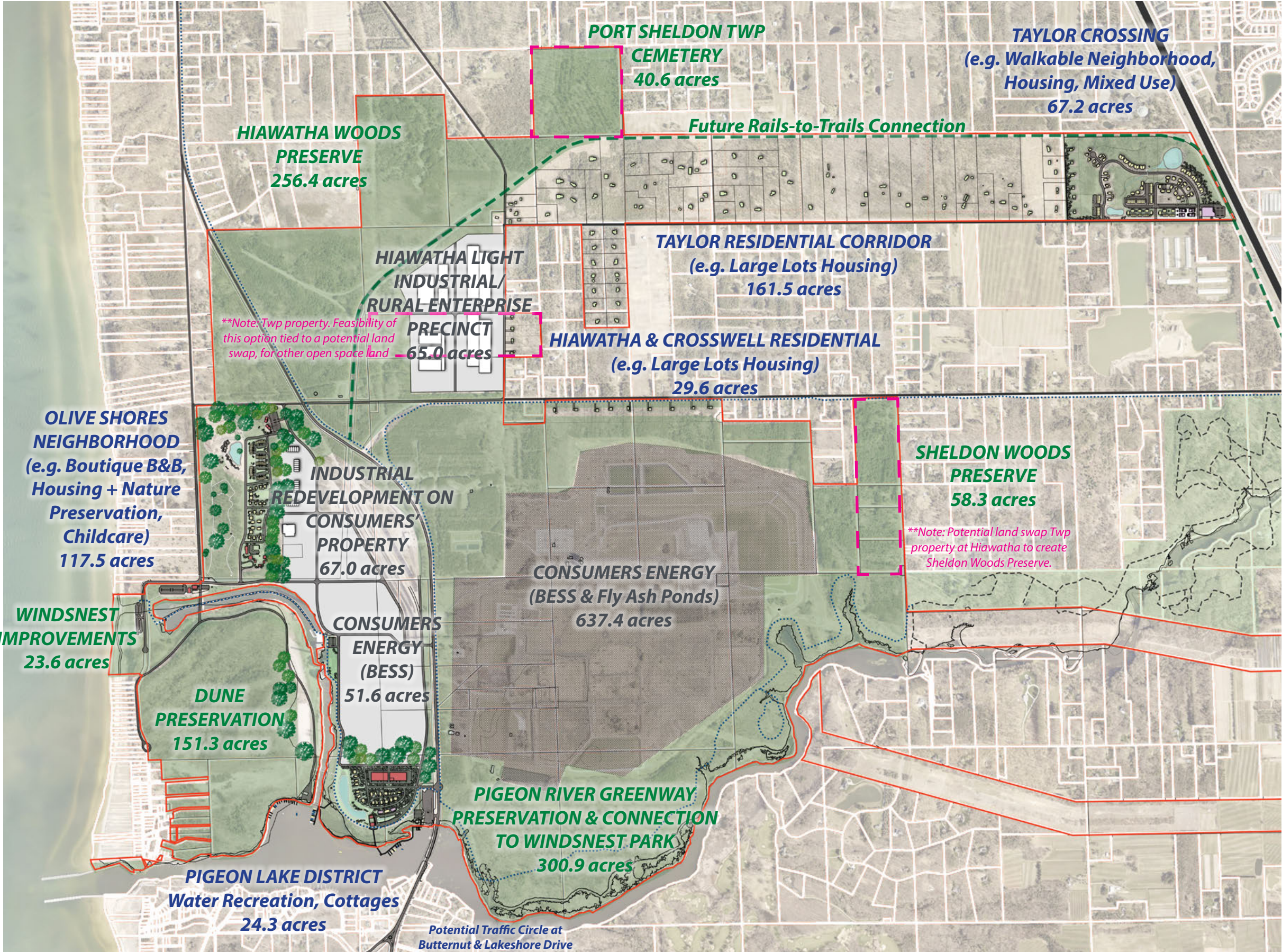
Source: William Martinus & Associates, "Natural Features Inventory for the Consumers Energy JH Campbell Site, Port Sheldon, Ottawa County, Michigan," October 2024.



A black and white photograph of an industrial facility, likely a power plant or refinery, featuring two prominent tall smokestacks and various industrial buildings. The facility is partially obscured by trees and a chain-link fence in the foreground. The sky is clear and blue.

APPENDIX I: NEIGHBORHOOD RESIDENTIAL OPTION FOR WATERFRONT NORTH/ OLIVE SHORES AVE

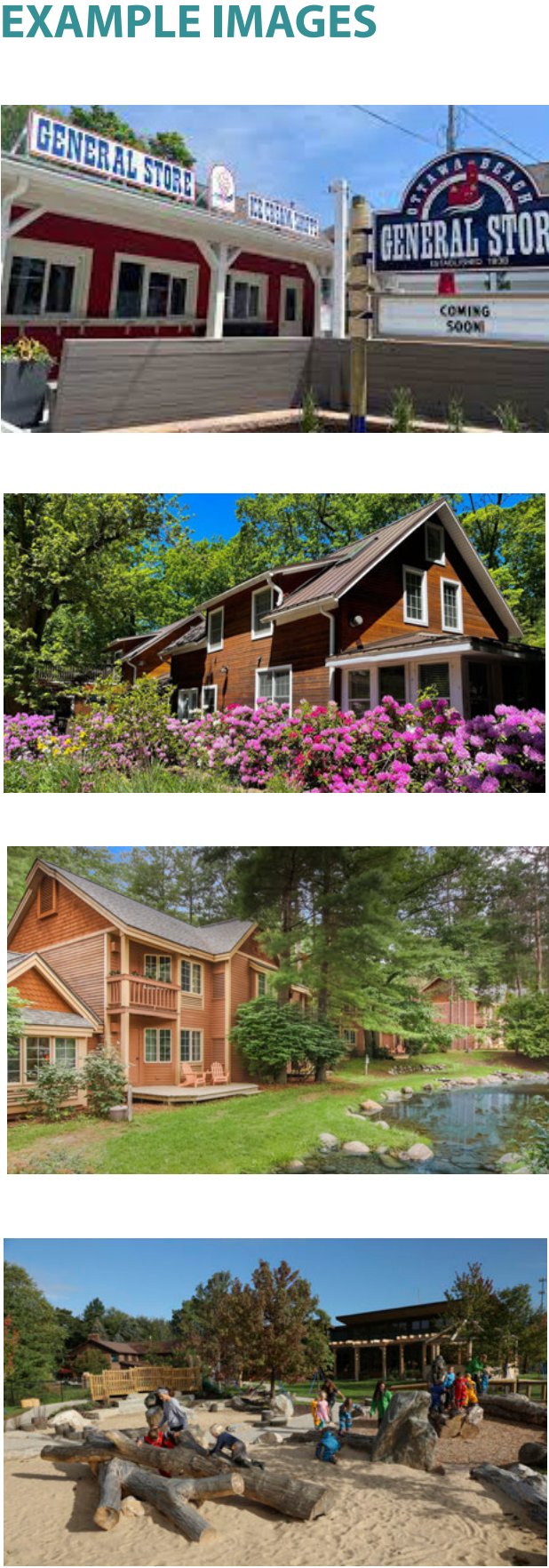
2050 PREFERRED ALTERNATIVE CONCEPT



SUMMARY OF POTENTIAL USES	EST. ACRE/ SQ FT/ UNITS
Consumers Energy Industrial Uses (Clean Energy, Battery Energy Storage, Fly Ash Reclamation)	689.0 acres
Other Industrial Uses (E.g. Manufacturing, Smart Tech - Automation, Vertical Farming, Food Processing, Data Centers, Industrial Condos)	132.0 acres
Residential (Condo Apartments, Townhomes, Single-Family Homes, Small Cottages)	416 housing units
Commercial (Hospitality, Retail, Office/Services)	131,400 SF
Public Open Space Preservation	870.7 acres



2050 NEIGHBORHOOD RESIDENTIAL CONCEPT: WATERFRONT NORTH





**CONCEPTUAL RENDERING
(2050 VISION)**



VIEW LOOKING NORTHWEST SHOWING FARM STAY BED & BREAKFAST, HOUSING OPTIONS AT OLIVE SHORES NEIGHBORHOOD