



Fresh Coast Planning

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MEMORANDUM

To: Crockery Township Planning Commission
From: Julie Lovelace
Date: March 11, 2025
Re: Master Plan Review

Attached are draft chapters 11 Recreation, 12 Implementation, and an updated Master Plan Framework/Timeline for completion of the Master Plan review process. At our next meeting we will begin the Master Plan Map review.

Julie Lovelace
Planner

Chapter Eleven

Recreation

Introduction

Adequate recreational opportunities are recognized as being essential to the general health and well-being of persons in every age group. Recreational lands within Crockery Township include both public and private facilities. Among the public recreational facilities are a local Township park facility and three Michigan Department of Natural Resources (MDNR) public boat landings. Ottawa County has purchased large areas of park land along the Grand River and Crockery Creek. Those areas presently remain in an undeveloped state with limited use by the public. Private recreational facilities include a golf course and a Recreational Vehicle campground. Recreational lands collectively represent over 500 acres of land.

Parks, Paths, and Trails

Crockery Township is fortunate to have a local and regional biking and walking trail in the Township. However, the Township is divided by M-104 (east-west), M-231 (north-south), and I-96 (north-south). These physical separations segment the Township into four zones limiting non-motorized and pedestrian connections.

There are also several park and recreation facilities within or adjacent to the Township. Proximity to the Grand River and Lake Michigan coupled with natural areas provide recreation opportunities for residents and visitors. Based on National Recreation and Park standards the Township should have approximately 45 acres of parkland to serve its resident population based on 10 acres of park and open space per 1,000 in population. Although there are several hundred acres of accessible park and open space within the Township, standards would indicate that actual Township ownership of improved parkland is deficient. However, County and State acreages in the Township should be included in this calculation. Recreation facility deficiencies exist primarily at the neighborhood level and not on community-wide basis.

Recreation

Assurances that recreation and leisure facilities are made available in the community are an important aspect of long-range planning and an important responsibility of the community. The continued purchase of land by the Ottawa County Parks and Recreation Commission along Crockery Creek and the Grand River may help the Township in meeting the need for recreational land. However, there may still be unmet needs in other areas in the Township. There are several public and private recreational facilities located in Crockery Township. **Table 1** summarizes the types of facilities at each location and lists the three public launch facilities in the Township maintained by the MDNR.

The Township's current recreational facilities are generally poorly situated to serve existing population concentrations. Therefore, to satisfy future land needs it is recommended that new recreation areas be established near to or within existing residential areas and developing subdivisions of the Township. Such facilities are recommended to be in the character of smaller neighborhood parks. Continued improvement at the Township Park including ball fields, playground, and walking trail will enhance the Township Center surrounding Crockery Township Hall.

TABLE 1 EXISTING RECREATIONAL FACILITIES		
Facility	Details	Location
Township Park	20 acres	112 th Ave.
Conestoga Campground	66 sites	On 96 th Ave. & Oriole Dr.
Terra Verde Golf Course	18 hole course	South of Nunica in Section 22, off Leonard Rd.
Ottawa County Parks	306 acres	Along Crockery Creek and the Grand River
Bruce's Bayou	Boat launch	132 nd Ave. and the Grand River
Cypress St.	Boat launch	138 th Ave. on Bruce's Bayou
Indian Channel	Boat launch	144 th Ave. and the Grand River
North Bank Trail	1.75 miles	144 th Ave. to 130 th Ave.

Implementation Measures

Goals

- Encourage more recreational opportunities utilizing Crockery Creek
- Encourage pocket parks at the neighborhood level
- Encourage cooperation with other units of government and area schools to develop and expand recreational facilities and programs for public uses

Recommendations

- Continue participation in the North Bank Regional Trail network
- Focus priority to recreation development in pathways, trails, walking networks and scenic areas
- Continue support of the community-wide trail and pathway network as the foundation of a walkable community
- Require open space areas and recreational facilities as part of future subdivisions, planned unit development, and other major residential developments

Strategies

- Develop small parks along existing and future trail network
- Require sidewalks in all new residential developments
- Require new residential development to provide usable open space and parkland

Chapter Twelve Implementation

Introduction

The Master Plan is a compilation of descriptions, recommendations, and justification for future land use decisions in Crockery Township. It serves as an overall framework for the management and regulation of future development and also serves as the basis for evaluating rezoning and land use requests.

The Master Plan is general in scope. It is not in most cases intended to establish precise boundaries of land use or exact locations of future uses. It is also important to note that there is no schedule or timetable to implement the recommendations contained herein. The timing of a particular land use is dependent upon a number of factors such as availability of public utilities, provisions for adequate roadways, effect on public services, and the demand for a particular land use. Those, plus other factors, must be considered when reviewing a request for rezoning or a proposed land use for a particular parcel of land.

Master Plan Map

Complementing the text of the Master Plan is its map, which identifies land use classifications by which the Township organizes and intends future improvements and uses. These classifications are intentionally general in nature so as to not necessarily be specific to one use or types of use permitted by the Zoning Ordinance and its map.

In other words, while the land use classifications are related to the Zoning Districts identified on the Zoning Ordinance map, as shown in the table below, specific future uses are determined by numerous natural and manmade features of the landscape such as public utilities, topography, soils, road improvements, surrounding uses, existing densities, etc., as well as other planning considerations such as compatibility, public safety, access, etc. Consequently, while the land use classifications of the Master Plan Map are designed to serve as a guide for future uses, they are not considered to be a mandate for immediate improvements, public, private, or otherwise. Ultimately, while the Master Plan Map identifies areas for future uses, the feasibility of a proposed use is determined by the Zoning Ordinance and its regulations regarding height, area, bulk, location, etc. for each of its Districts.

Terminology

Table of Master Plan Terms and Zoning Ordinance Map District Terms

Master Plan Map Classifications	Zoning Ordinance Map Districts
Intensive Agriculture	Agricultural and Open Space Ag-1
Moderate Agriculture	Rural/Agricultural Preservation Ag-2
Rural Estate	Rural Estates Residential R1-A
Low-Density Residential	Low-Density Residential R-1 and R2-A
Moderate-Density Single-Family Residential	Medium-Density Single-Family Residential R-2 and R-3
Multiple-Family Mixed Use Residential	Multiple-Family Mixed-Use R-4
Village Mixed Use	Village Mixed-Use R-5
Neighborhood Commercial	Neighborhood Commercial
General Commercial	General Commercial
Highway Commercial	Highway Commercial
Horticultural	Commercial Horticulture
Industrial	Light Industrial, Heavy Industrial
100-Year Floodplain	Floodplain Overlay District

The categories of existing land use classifications include:

Agricultural Development Areas

The regulations of the Agricultural districts are intended to ensure that land areas within Crockery Township, which are well suited for production of food and fiber, are retained for such production unimpeded by the establishment of incompatible uses that would hinder farm operations and irretrievably deplete agricultural lands. The majority of large-acre farms are located south and east of I-96. Quality farmland on high ground should be retained in the Intensive Agriculture classification. It should be used as agriculture or for extremely low density residential development.

One of the greatest concerns expressed by Township residents in the Community Survey relates to the preservation of the Township rural character. As a means of promoting the protection of this character, the Plan proposes the designation of a Moderate Agriculture classification encompassing a large portion of the Township’s total land area. Within this planning area, extensive development would be discouraged and rural land uses such as a very low-density single-family homes and farming would be promoted. The principal purpose of large lots is to provide some land in the community for a permanent rural residential lifestyle. This lifestyle is just one of a full range of lifestyles offered in a community through development codes balanced with other lifestyles necessary for the full economic functioning of the locality.

The Moderate Agriculture classification would provide valuable benefits in terms of natural drainage, aesthetic, and natural wildlife habitat. Several areas are typified by wetlands and/or soils ill-suited for intensive developments. While the use of land for agriculture is valued in this area, it is not as heavily emphasized as in the Intensive Agriculture classification. Low-density residential uses not related to farm uses and farming are therefore regarded as compatible. The development desired is rural in character.

Residential Development Areas

As is typically the case in a growing community, residential land uses account for the largest land use classification. Residential areas and structures for single-family, duplex, multi-family, and mobile home residency are included in this classification. The highest concentration of residential development is located in the Hathaway Lakes development area. Elsewhere, residential land uses are found in a scattered linear fashion along roadways. This land use has been broken into five distinct classifications: (1) Rural Estate Residential (2) Low Density Residential (3) Moderate Density Residential (4) Multiple Family Residential and (5) Village Mixed Use. Each classification of residential land use is differentiated by its location, permitted density, and relationship to other land uses.

Rural Estate and Low Density Residential (Single-Family)

This classification of land closely follows the current pattern of development within the Township. Much of the Rural Estate area has been formerly designated in the Moderate Agriculture classification. Public sanitary sewer is generally not available in this classification nor is it planned at this time, which should limit dense development. Public water is available in some of this area. Much of this area has evidence of wetlands, high water tables, or hydric soils creating general limitations on development (see **Figure 8 Areas with Severe Limitations for Septic Systems**).

Moderate Density Single-Family

This classification of land use is intended for medium density single and two-family dwelling uses. The intent is to provide varied housing choices for residents. The availability of infrastructure is a significant determinant of where new residential land uses will be located and within what degree of density. These higher density areas are envisioned to accommodate logical extensions of existing higher density residential growth.

Multiple Family Mixed-Use

This classification encompasses multiple-family dwellings and manufactured housing communities, prohibiting single-family uses. Some community and light commercial uses are also designated.

Village Mixed-Use

Along with residential uses, non-residential uses allowed by right should include such things as eating and drinking establishments, farm supply, hardware, convenience shopping, and other similar small scale neighborhood businesses.

Commercial Development Areas

These areas are used predominately for the sale of products and services. Most uses are found in Nunica and along Cleveland Street (M-104) just west of I-96.

Neighborhood Commercial

This classification provides low-volume commercial businesses that support nearby residential areas. These uses do not add extensive transportation impacts.

General Commercial

This classification is intended to serve larger residential neighborhoods and transient customers. These areas should balance the needs of vehicular traffic and pedestrians.

Highway Commercial

This classification provides areas for commercial establishments that are generally incompatible with pedestrian movement and serve highway traffic, or which are engaged primarily in heavy commercial sales or service.

Horticulture

This classification enhances the preservation of open space with agricultural uses that incorporate office and retail facilities.

Industrial Development Areas

Light and heavy manufacturing plants and industrial parks are included in this classification. Industrial development is controlled so that uses are carried out in an unobtrusive manner and are compatible with surrounding agricultural, residential, and commercial areas.

Master Plan Framework

Task	Components	Deliverables	Timeline
<ul style="list-style-type: none"> • Create Recreational Chapter 	<ul style="list-style-type: none"> • Draft created by Fresh Coast Planning • Relocate language from Chapter 5 – Planning Dimensions • Relocate language from Chapter 6 – Management Recommendations • Relocate language from Chapter 7 – Land Use Needs • Relocate language from Chapter 8 – Zoning Plan • Create structure of Goals, Recommendations, and Strategies 	<ul style="list-style-type: none"> • Provide Recreational Chapter document to the Planning Commission • Receive comments and direction from the Planning Commission 	<ul style="list-style-type: none"> • March 2025
<ul style="list-style-type: none"> • Create Implementation Chapter 	<ul style="list-style-type: none"> • Draft created by Fresh Coast Planning • Relocate language from Chapter 5 – Planning Dimensions • Relocate language from Chapter 6 – Management Recommendations • Relocate language from Chapter 7 – Land Use Needs • Relocate language from Chapter 8 – Zoning Plan • Create Zoning Plan • Create Master Plan Terminology table link 	<ul style="list-style-type: none"> • Provide Implementation Chapter document to the Planning Commission • Receive comments and direction from the Planning Commission 	<ul style="list-style-type: none"> • March 2025
<ul style="list-style-type: none"> • Create Appendix 	<ul style="list-style-type: none"> • Draft created by Fresh Coast Planning • Relocate language from Forward pages • Relocate language from Chapter 2 – Description of Crockery Township • Update and reorganize statistical data, maps, tables, and the like 	<ul style="list-style-type: none"> • Provide Appendix document to the Planning Commission • Receive comments and direction from the Planning Commission 	<ul style="list-style-type: none"> • March 2025
<ul style="list-style-type: none"> • Review & Create Master Plan Map 	<ul style="list-style-type: none"> • Examine current Master Plan Map with Planning Commission 	<ul style="list-style-type: none"> • Receive comments and direction from the Planning Commission and create draft Master Plan Map • Coordinate map changes with the OCGIS Department 	<ul style="list-style-type: none"> • March 2025
<ul style="list-style-type: none"> • Review Draft of Master Plan Map (Meeting #14) 	<ul style="list-style-type: none"> • Examine draft Master Plan Map with Planning Commission 	<ul style="list-style-type: none"> • Receive comments and direction from the Planning Commission and revise draft Master Plan Map 	<ul style="list-style-type: none"> • April 2025

Master Plan Framework

		<ul style="list-style-type: none"> Coordinate map changes with the OCGIS Department 	
<ul style="list-style-type: none"> Review Second Draft of Master Plan Map, if necessary 	<ul style="list-style-type: none"> Examine draft Master Plan Map with Planning Commission 	<ul style="list-style-type: none"> Receive comments and direction from the Planning Commission and revise draft Master Plan Map Coordinate map changes with the OCGIS Department 	<ul style="list-style-type: none"> TBD, if necessary
<ul style="list-style-type: none"> Composition of draft Master Plan 	<ul style="list-style-type: none"> Compile first complete draft of Master Plan by Fresh Coast Planning 	<ul style="list-style-type: none"> Creation of first complete draft of Master Plan by Fresh Coast Planning 	<ul style="list-style-type: none"> May 2025
<ul style="list-style-type: none"> Meeting with Planning Commission to present the complete draft Master Plan (Meeting #15) 	<ul style="list-style-type: none"> Present the first complete draft of the Master Plan to the Planning Commission 	<ul style="list-style-type: none"> Receive comments and direction from the Planning Commission Perform amendments to the Master Plan, if necessary 	<ul style="list-style-type: none"> May 2025
<ul style="list-style-type: none"> Composition of final draft Master Plan, if necessary 	<ul style="list-style-type: none"> Composition of amendments to the Master Plan by Fresh Coast Planning 	<ul style="list-style-type: none"> Creation of final draft of Master Plan 	<ul style="list-style-type: none"> TBD, if necessary
<ul style="list-style-type: none"> Review of final draft of Master Plan, if necessary 	<ul style="list-style-type: none"> Present to the Planning Commission 	<ul style="list-style-type: none"> Receive approval for distribution to the township attorney for review 	<ul style="list-style-type: none"> TBD, if necessary
<ul style="list-style-type: none"> Send Plan to the township attorney 	<ul style="list-style-type: none"> Present the proposed Plan to the township attorney 	<ul style="list-style-type: none"> Receive legal review of the proposed Plan 	<ul style="list-style-type: none"> May 2025
<ul style="list-style-type: none"> Provide attorney comments to the Planning Commission 	<ul style="list-style-type: none"> Present attorney comments 	<ul style="list-style-type: none"> Provide any minor revisions, if necessary Receive approval for distribution to the Township Board of Trustees 	<ul style="list-style-type: none"> June 2025
<ul style="list-style-type: none"> Send Plan to the Board of Trustees 	<ul style="list-style-type: none"> Present the proposed Plan to the Board of Trustees 	<ul style="list-style-type: none"> Receive approval for public distribution 	<ul style="list-style-type: none"> July 2025
<ul style="list-style-type: none"> Distribute Plan in accordance with the Planning Enabling Act 	<ul style="list-style-type: none"> Send copy to contiguous municipalities, Ottawa County, the West Michigan Regional Planning Commission, utility companies, railroad companies, and registered parties 	<ul style="list-style-type: none"> Receive comment up to 63 days for contiguous municipalities, Ottawa County, the West Michigan Regional Planning Commission, utility companies, railroad companies, and registered parties 	<ul style="list-style-type: none"> Comment period satisfied by approximately September 2025
<ul style="list-style-type: none"> Review comments (Meeting #16) 	<ul style="list-style-type: none"> Present comments received to Planning Commission 	<ul style="list-style-type: none"> Incorporate comments, as appropriate 	<ul style="list-style-type: none"> September 2025
<ul style="list-style-type: none"> Pre-presentation Open House for 	<ul style="list-style-type: none"> Pre-presentation Open House to answer direct questions of the residents and general public 	<ul style="list-style-type: none"> Address resident and general public inquires of the Master Plan prior to the final presentation 	<ul style="list-style-type: none"> Optional TBD

Master Plan Framework

Residents and General Public (Optional & Meeting #17)		<ul style="list-style-type: none"> Educate the public regarding the content of the Master Plan 	
<ul style="list-style-type: none"> Present final Master Plan at Public Hearing (Meeting #18) 	<ul style="list-style-type: none"> Presentation of final Master Plan to the Planning Commission and community 	<ul style="list-style-type: none"> Public hearing must include notice to paper and to NIT recipients Educate the public regarding the content of the Master Plan Provide recommendation of adoption to Board of Trustees 	<ul style="list-style-type: none"> October 2025
<ul style="list-style-type: none"> Recommendation provided to the Board of Trustees, if necessary 	<ul style="list-style-type: none"> Transmittal of final Master Plan to the Board of Trustees 	<ul style="list-style-type: none"> Adoption of the Master Plan by the Board by resolution of Trustees 	<ul style="list-style-type: none"> November 2025
<ul style="list-style-type: none"> Notice of Adoption 	<ul style="list-style-type: none"> Send Notice of Adoption letter to Intent to Plan list 	<ul style="list-style-type: none"> Compliance with Michigan Planning Enabling Act 	<ul style="list-style-type: none"> November 2025