

Morton Township

Regulatory Rezoning Application

Proposed Campground
&
Recreational Vehicle Park

Prepared by:

freshwater
HOSPITALITY CONSULTING
Stanwood, MI 49346

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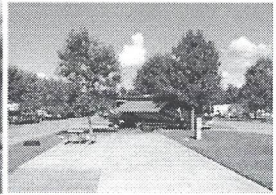
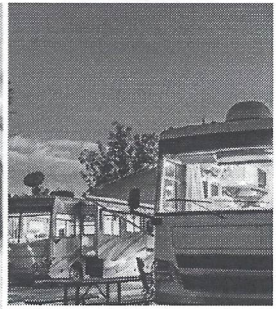
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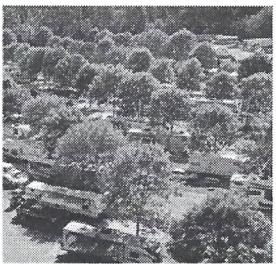
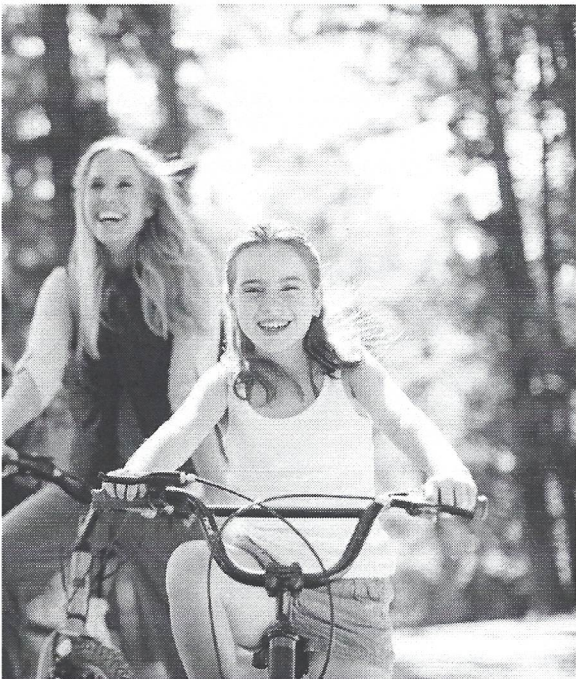
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Proposed Campground and
Recreational Vehicle Park
Morton Township, Michigan

freshwater
HOSPITALITY CONSULTING



Introduction

Freshwater Hospitality Consulting is currently representing an investment group that has articulated plans for the establishment and operation of a Campground and Recreational Vehicle Park. The proposed development spans five parcels, encompassing approximately 45.12 acres, situated at the corner of 105th Avenue and Lake Drive in Stanwood, MI. These parcels, currently undeveloped, strategically lie approximately one-half mile from the Buchanan Road and 100th Avenue intersection, serving as the gateway commercial district. Among these parcels, four (43.36 acres) are zoned A2, while the fifth parcel (1.06 acres) carries an existing R1 zoning.

Enclosed is the Conceptual Schematic Design of the Campground and Recreational Vehicle Park, intending to accommodate an estimated 246+ camping and recreational vehicle sites. The grounds are envisioned to offer an array of family-friendly amenities, including a dog-friendly area, an outdoor pool and hot tub, BBQ/picnic pavilion, playground, miniature golf, jumping pillow, pickleball courts, bocci ball, and a communal lawn. The main clubhouse building, spanning approximately 7,000 sq. ft., is designed to house administrative offices, guest services, a restaurant/lounge, video arcade, retail goods, children's activities, and restrooms with showers, and guest laundry. Additionally, a maintenance building estimated at 1,200 sq. ft. and a number of ancillary sheds for water distribution and electrical services are planned for construction.

Each of the estimated 246+ proposed site spaces will be equipped with full-service hookups, comprising electric, water, and sewer connections. The sites will feature a mix of compacted crushed stone and concrete camping and recreational vehicle parking pads surrounded by landscaping. Additionally, an open common area, covering nearly 35% of the total square footage, will be accessible to guests, free of traffic hazards, and meticulously maintained.

The proposed project is set to request a site density variance and will be constructed in a single phase, encompassing an estimated 246+ sites, the clubhouse, guest amenities, utilities, roadways, parking areas, and other necessary supportive services. The comprehensive project plan will include engineered wells and water distribution systems, a septic system, storm water management, an infiltration pond, and connection to existing electric utilities. The primary access point will be situated on 105th Avenue, with a secondary gated emergency access located on the Lake Drive.

Land Use Requests

It is imperative to acknowledge that this application constitutes the initial phase in the establishment of a Campground and Recreational Vehicle Park (RV) at the designated project site. The approval of the parcel's Rezoning Designations does not equate to an endorsement of the site-specific project.

Following the establishment of the appropriate land use zoning designations, any future development on the site will necessitate an additional master site plan review to ascertain compliance with the standards set forth by the Morton Township Planning Commission and Board of Trustees, as well as producing plans and approval through civil and environmental engineering (soils, stormwater, erosion, septic, hydrology and distribution, power/electric, roadways), structural/architectural, public health (emergency utilities and services), and other safety standards including accessibility.

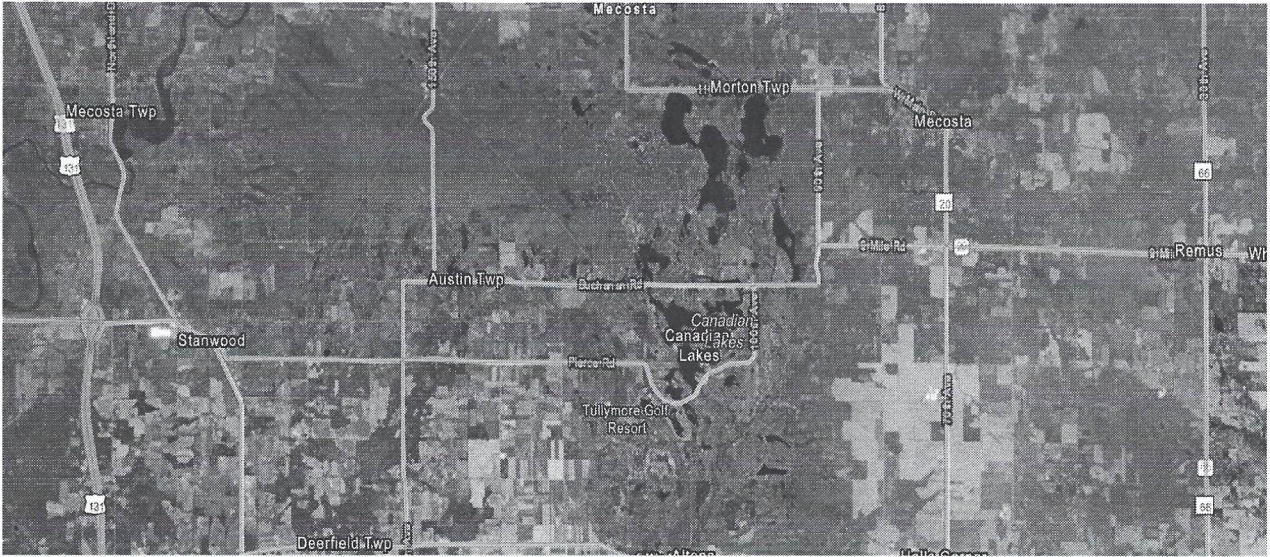
This comprehensive review process will involve a presentation at a developer-funded 'neighborhood meeting' and a duly noticed public hearings by the Planning Commission. The applicant expects that Morton Township Planning Commission will act as a Technical Review Committee regarding the project's master plan. The purpose of an extensive evaluation is to thoroughly analyze the site-specific project and identify all potential impacts. Subsequently, the Morton Township Planning Commission will have the ability to impose appropriate conditions on the project to ensure that all potential impacts are effectively and responsibly mitigated.

The application requests a Regulatory Zoning Amendment to amend the General Plan Land Use Zoning Designation and rezone the following parcels from A2 and R1 to a project-specific Campground designation.

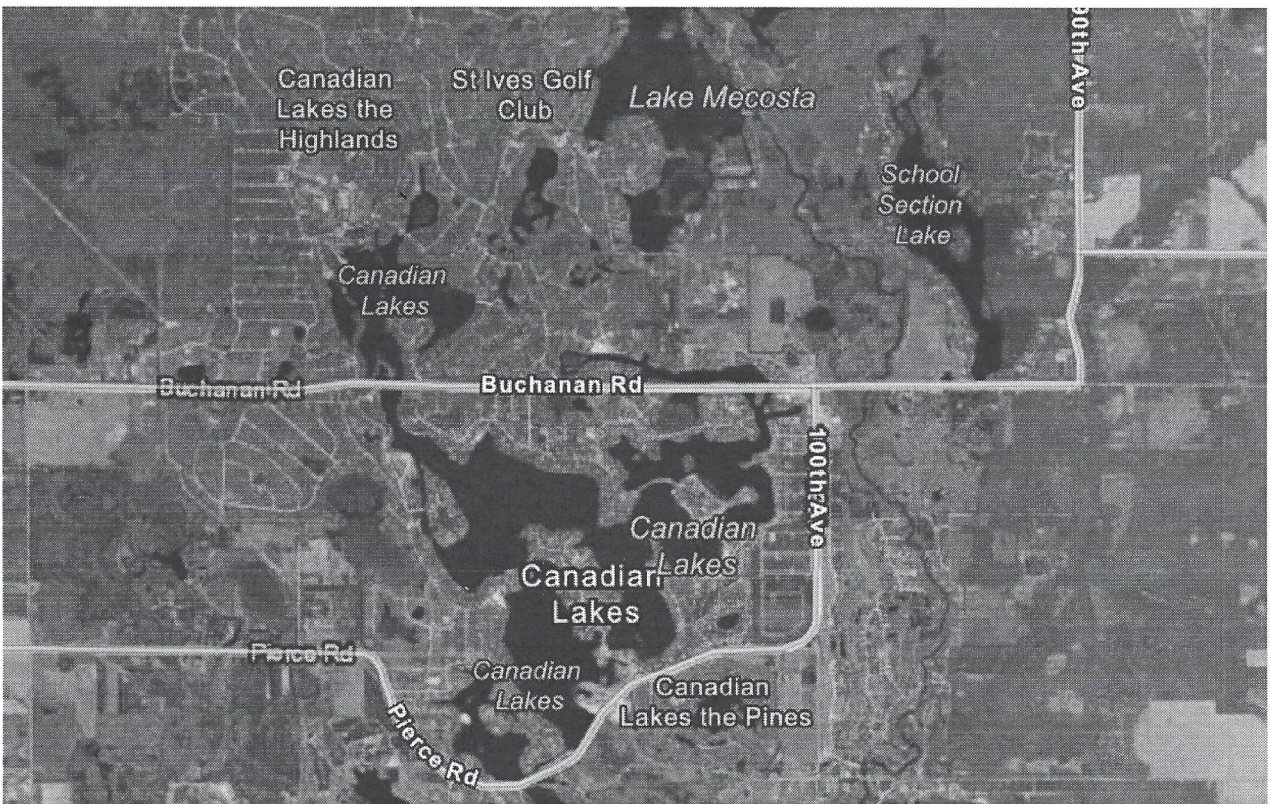
Parcels and Current Zoning:

- 5411 020 002 000 | 21 acres | A-2
- 5411 020 002 100 | 10 acres | A-2
- 5411 020 002 500 | 9 acres | A-2
- 5411 020 003 500 | 4.36 acres | A-2
- 5411 020 003 000 | 1.06 acres | R-1

Project Location



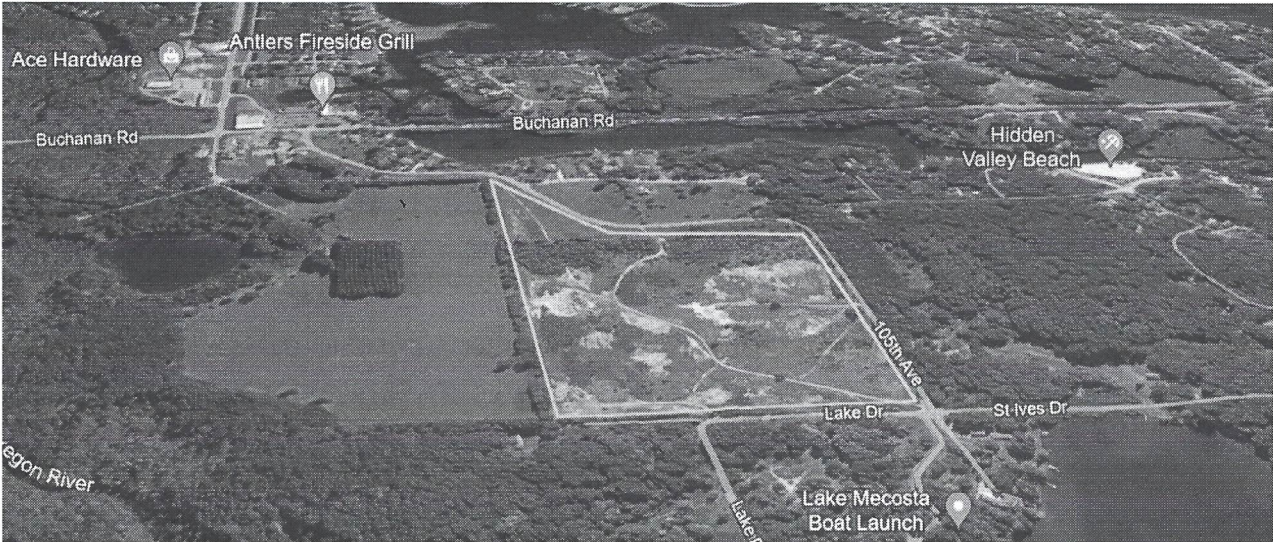
County Context



Township Context

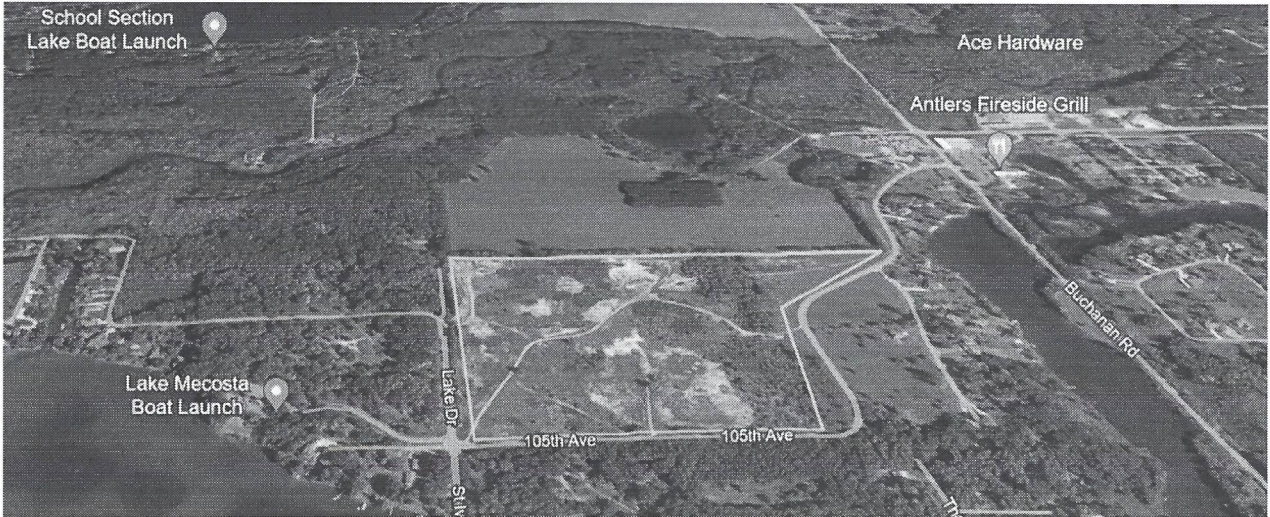


Parcels North Facing

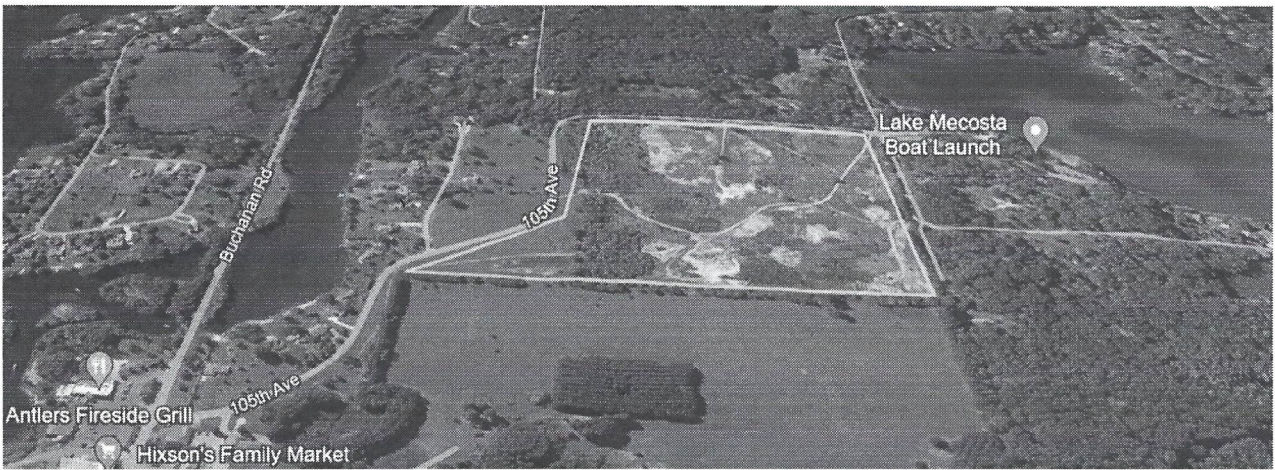


Parcels South Facing





Parcels East Facing



Parcels West Facing



North Facing



South Facing



East Facing



West Facing

Site Suitability

In consonance with the prevailing trends in numerous local townships, the Agriculture (AG 2) zoning designation of parcels totaling 43.36 acres, coupled with the 1.06 acre R1 parcel, presents advantageous characteristics conducive to the development of a Campground and Recreational Vehicle Park, as per the requested rezoning designations. This suitability is grounded in various factors, including the site's strategic location, accessibility via secondary roads, the availability of existing commercial services and infrastructure, and alignment with prevailing market demands. The predominantly flat topography of the site, coupled with the absence of dense tree growth, facilitates earth-moving and construction activities.

No discernible site conditions currently impede the development of the parcel. However, a comprehensive report encompassing hydrology, soils, and wildlife considerations will be furnished for any subsequent onsite development.

Situated a mere half-mile from the established commercial zoning district, the project site is strategically positioned to address the escalating demands for tourism and provide supplementary commercial support services for Morton Township and its neighboring residents. Given the heightened demand for Campgrounds and Recreational Vehicle Parks, the project is poised to catalyze compatible and complementary economic development in the area.

The introduction of a modern Campground and Recreational Vehicle Park brings forth numerous benefits. Firstly, the contemporary and upscale development is aligned with market demand, with existing facilities experiencing high occupancy during peak weekends and midweek days in the summer season. Through collaborative endeavors with local businesses, the visitor's bureau, and strategic advertising, the project's management endeavors to augment awareness, engagement, and the overall appeal of the region to tourists and travelers along Interstate 131. The site's rural setting, combined with convenient access to an established commercial zone, provides a tranquil retreat for visitors and establishes itself as a base for exploring regional attractions.

Of significant note, the modern development is positioned to serve as a catalyst for the expansion of commercial uses, thereby fostering sustained tourism development, real estate sales, and employment growth in the immediate vicinity.

Camper Trends

Within the campground industry segments supply analysis, it is projected that during the Peak Season (specifically, June, July, August), the national public and private campground, as well as recreational vehicle park supply, demonstrates an estimated occupancy rate of 76 percent. Indicators suggest that peak season occupancy rates are representative of an industry operating at or near full capacity. For contextual comparison, in 2019—the most recent year characterized by normal hospitality operating conditions—the national hotel industry achieved a peak season occupancy of approximately 70 percent.

Supply and Demand Analysis 2020		Peak Season (J,J,A) (2)
Total Demand (1)		149,374,653
Supply (3)		
	Public	55,845,288
	Private	139,840,000
Total Supply		195,685,288
Campground Occupancy Estimates		76%

Notes:

(1) Demand estimates developed through review of 2021 North American Camping Report for locations matching RVIA/CHMGS campground definition.

(2) Seasonality estimated by evaluating 2021 KOA Monthly Research November; Camping Households March through November 2021.

(3) Supply determined by RVIA/CHMGS Campground definition for inventory of sites. Days of operation developed through a review of ARVC 2020 Industry Trends & Insight Report on Private Sector Days Open and Public Data sources. Number of Sites from RVIA Study using "Average Sample" for private and "Actual" for public.

Community Benefit

The contemporary Campground and Recreational Vehicle Park envisioned in this proposal is anticipated to yield a net community benefit by enhancing visitor accommodation options, providing additional restaurant services, fostering community entertainment and events, contributing to an increased tax base, and generating job opportunities.

This proposal is tailored to target a specific Camping and Recreational Vehicle market, with the expectation that it will augment overall visitation to Morton Township and area rather than dispersing existing visitation across a broader array of accommodation options. By promoting the cost-effective and self-contained vacation experiences offered by Camping and Recreational Vehicle Parks, Morton Township and the community stand to cultivate tourism, bolster the number of visitors, stimulate local spending, and elevate community awareness, potentially leading to increased real estate investment.

Strategically situated near the commercial gateway at the intersection of 100th Avenue and Buchanan Road, the site facilitates a link between Camping and Recreational Vehicle Park guests and local retail establishments. Drawing from national Camping and Recreational Vehicle Park guest analyses, it is estimated that each guest spends an average of \$28-\$42 per camping night within the community. This represents a substantial economic boon for local businesses offering supportive and complementary services.

The overarching objective of this proposal is to fortify Morton Township by introducing new camping and recreational vehicle park accommodations, specifically catering to the burgeoning demand from the increasingly prevalent grey nomad RV traveler (retirees) the transient camper/glamper, and recreational vehicle owner/renter enthusiast.

The development of a new Campground and Recreational Vehicle Park is poised to augment the local visitor economy by expanding the spectrum of accommodation options within Morton Township. The site's strategic location is intended to foster connectivity between camping and recreational vehicle park guests and the local retail commercial center, promoting exposure to area offerings and activities, thereby extending the length of stay and per-night spending in the local market.

This proposal offers a cost-effective alternative for Morton Township, as the investment is undertaken by a third party, covering both the development of the site and the operation of the Campground and Recreational Vehicle Park, coupled with proactive marketing initiatives to enhance awareness of the area, its businesses, and offerings.

Illustratively, based on an average of 250 sites, a Campground and Recreational Vehicle Park utilizing 50% of its sites for seasonal use and 50% for transient use could potentially result in an estimated \$1.26 million in local spending focused from May through October.

Direct and Indirect Economic Impact

According to data sourced from the RVIA Association of America and the Michigan Economic Development Corporation, RV'ing plays a pivotal role in contributing to America's economic landscape. The figures extracted indicate the significant value added by RV'ing:

- \$1,139,429,000 (\$1.1 Billion) to the GDP for the State of Michigan in 2022.
- Ranking 5th among all states in the country for RV'ing value contribution to GDP.
- A notable 3.77% increase over the figures reported in 2021.
- A substantial growth of 62% in RV owners from 2001 to 2021, with no signs of deceleration.
- A total of \$35.7 Billion generated by RV Campgrounds and associated travel.
- Providing support for 678,000 American jobs.
- Contributing \$47.6 Billion in wages for the American worker.

This surge in RV-related economic activities translates into significant tax revenue that benefits every resident, supporting crucial public services. In 2022 alone, the RV Camping business is projected to contribute \$13.6 Billion in taxes, earmarked for funding essential areas such as roads, bridges, education, parks, and recreation areas.

The far-reaching impact of RV'ing is evident across the entire nation, influencing states and local communities alike. The substantial economic contributions, job creation, and tax revenue make Campground and Recreational Vehicle Parks integral components of the economic fabric, benefiting residents and supporting vital public infrastructure and services.

Community Concerns

Lake Access & Campground Activities

The envisioned Campground and Recreational Vehicle Park is meticulously and strategically planned, incorporating contemporary amenities and immersive family-centric events, activities, and entertainment experiences. Distinguishing itself from competitors, the development will feature modern amenities and attractions such as golf cart rentals, a pool, hot tub, pickleball courts, miniature golf, lawn games, a playground, and a jumping pillow.

In alignment with a commitment to environmental stewardship and the preservation of the Tri-Lakes and Canadian Lakes' health and integrity, the development will abstain from offering auxiliary parking for boats and trailers. Furthermore, the project's restaurant, amenities, activities, and events aim to position itself as a vibrant hub of community activity, fostering collaboration with local businesses and attractions to further stimulate economic growth.

The proposed Campground and Recreational Vehicle Park will boast a comprehensive program of family-friendly activities catering to various age groups, including little campers, tweens, teens, and adults. These endeavors underscore a dedication to thoughtfully planned and sustainable development, addressing the needs of both existing residents and visitors.

This project is envisioned to serve as a symbol of the future for Morton Township, embodying harmonious development that equally prioritizes recreation, conservation, community, and visitor engagement. The Campground and Recreational Vehicle Park aspires to stand as a testament to balanced and forward-thinking development principles, setting a benchmark for the coexistence of leisure, environmental preservation, community-minded enrichment, and visitor experience.

Sightline Landscape Buffer

The majority of the property is open field that has been covered low growth along with scattered tree growth. The topography of the site and surrounding areas is flat to rolling slopes. To minimize the sightline of the Campground and Recreational Vehicle Park from both 105th Avenue and Lake Drive use of perimeter berms and landscaping will be designed to adequately screen the Campground and Recreational Vehicle Park along 105th Avenue and Lake Road.

Outdoor Lighting

In the realm of outdoor lighting for the proposed Campground and Recreational Vehicle Park, meticulous attention will be given to various aspects to ensure adherence to dark sky compliance standards and best practices.

A photometric plan, accompanied by calculations, will be meticulously provided, reflecting a standard lumen package tailored for the Campground and Recreational Vehicle Park. Fixtures proposed for outdoor lighting will strictly adhere to dark sky compliant standards, incorporating highly diffused lenses to minimize bleed-off and glare. The illumination of pickleball courts and pool will be restricted, ceasing one hour past the official sunset.



In adherence to Dark Sky best practices, the following criteria will be thoroughly considered for all light fixtures:

Usefulness - A comprehensive evaluation will be conducted to determine the necessity of light, considering its impact on the surrounding area, including wildlife and the environment. Exploring alternatives such as reflective paint and self-luminous markers for signs, curbs, and steps will be considered to minimize the permanent installation of outdoor lighting.

Targeted - Light fixtures will be strategically shielded to direct light only where it is essential, preventing spillage from the sides.

Low Level - The height of all lighting elements will be thoughtfully considered, aligning with the natural reflectivity of surface conditions to minimize upward light cast.

Controlled - The implementation of timers, dimmers, and motion detectors will be integral to ensuring that light is available when needed, dimmed when feasible, and turned off during periods of non-utilization.

Warm-Colored - To limit the presence of blue-violet light, low spectrum LED fixtures with warm-colored shades, specifically amber, will be utilized.

By adhering to these comprehensive guidelines, the outdoor lighting strategy for the Campground and Recreational Vehicle Park aims to strike a balance between functional illumination and environmental responsibility, ensuring minimal impact on both the local ecosystem and the overall visual aesthetics of the area.

Architectural and Aesthetics

The proposed project entails the construction of a clubhouse building spanning approximately 7,000 sq. ft., an additional restroom building of approximately 2,600 sq. ft., and a maintenance building encompassing approximately 1,300 sq. ft. Recognizing the paramount importance of harmonizing with the natural surroundings, the architectural design is poised to seamlessly integrate aesthetics and natural elements.

The clubhouse, standing at an approximate height of 22 feet from finish grade to the ridgeline of the building and approximately 25 feet to the top of the boxed frame chimney, is meticulously planned to complement the inherent beauty of the surroundings. The design incorporates various materials, including ashlar stone, natural stained re-sawn wood posts, and siding in natural hues, complemented by either corrugated or shingle roofing. These materials are chosen for their ability to blend with the natural environment, creating a cohesive and visually pleasing aesthetic.

In addition to the clubhouse, the restroom and maintenance buildings, with respective heights of approximately 14 and 18 feet to the ridgeline, adhere to the overarching design principles. The materials utilized for these structures encompass natural-colored siding and roofing options in corrugated or shingle style. This deliberate selection ensures a unified architectural theme that resonates with the scenic beauty of the surroundings.

Emphasizing aesthetic design in natural surroundings is paramount not only for visual appeal but also for environmental sensitivity. By seamlessly integrating structures with the landscape, the project aims to enhance the overall experience for visitors while contributing to the preservation and appreciation of the natural ecosystem. The careful consideration of materials and design elements underscores a commitment to creating a harmonious and visually pleasing environment that respects and enhances the natural beauty of the site.

Project Timeline

Phase 1 – Project Scoping, Township Application & Planning Commission Request

During this initial phase, the following tasks will be undertaken to pave the way for the successful execution of the project:

- Draft a comprehensive narrative scrutinizing the proposed layout with respect to local zoning requirements, legal considerations, and physical design constraints, all while adhering to permitting regulations.
- Conduct a thorough topographic and boundary survey to inform subsequent planning and design decisions.
- Generate a conceptual design that aligns with the proposed site density and spatial planning, taking into account the findings from the survey.
- Compile and complete the Rezoning application, accompanied by the narrative and conceptual plan, which will be submitted to the Morton Township Planning Commission for review.

Phase 2 – Field Work & Pre-Construction Design

Building upon the feedback received from the Morton Township Planning Commission, this phase will focus on the necessary groundwork and pre-construction design elements:

- Conduct essential fieldwork to inform the development of the project master plan.
- Identify all requisite permits and studies essential for the project's development.
- Deliverables for this phase will encompass a wetland and stream delineation report (as necessitated), an Environmental Assessment Form (EAF) Part 1 (if applicable), and attachments detailing coordination with associated agencies regarding other potential impacts.
 - Conceptual stormwater plan
 - Engineered septic plan
 - Hydrology and water distribution plan
 - Light, noise, and traffic report
 - Electric services and distribution plan

Phase 3 – Construction & Close-Out

The final phase will focus on executing the construction and close-out activities, ensuring a seamless transition from planning to realization:

- Finalize the design and prepare comprehensive reports to secure the Rezoning designation and site plan approvals.
- Deliverables will include a final design report, final design plans, and a final stormwater solution prevention plan if applicable.
- Develop a record of drawings based on working as-built drawings, illustrating the final locations of all stormwater features and any modifications made during the construction phase.
- Attain the Certificate of Occupancy, signifying the project's completion and compliance with all relevant regulations.

Application for Rezoning Property

MORTON TOWNSHIP BUILDING DEPARTMENT

290 W. MAIN STREET - P.O. BOX 2 - MECOSTA, MI 49332
Phone: (231) 972-7138 Toll Free - 1-877-221-5881 FAX- (231) 972-2002
Web Site: //www.mortontownship.org - Email: buildingdept@mortontownship.org

APPLICATION FOR REZONING PROPERTY

Date: 01.23.2024 Fee: \$ 100.00
Applicant Name: Bollman Investment Properties, represented by Freshwater Hospitality Consulting
Street Address: 8529 100th Avenue
City, State & Zip: Stanwood, Michigan 49346
Applicant's Phone Number: Home: _____ Other: 570.832-7126
Property #: 54-11- 020-002-000; 54-11-020-002-100; 54-11-020-002-500; Legal Description **MUST BE ATTACHED**
54-11-020-003-500; 54-11-020-003-000
Property Address: see attached

I (We) the undersigned, do hereby respectfully make application to and petition the Township Board to amend the Morton Township Zoning Ordinance and change the Zoning Map of Morton Township as hereinafter requested, and in support of this application, the following facts are shown:

- 1. The property sought to be rezoned is as described on attachment.
- 2. The property sought to be rezoned is owned by: Bollman Investment Properties
- 3. It is desired and requested that the above property be rezoned from AG2 / R1 District, to Campground District.
- 4. It is proposed that the property will be put to the following use: Development of a Campground and Recreational Vehicle Park
- 5. It is proposed that the following buildings will be constructed: Clubhouse, Bathroom, shower, and laundry facility, Maintenance building, Auxillary sheds
- 6. A site plan of existing buildings may be required with this application.
- 7. With this application I grant permission to the Morton Township Building, Zoning & Assessing Officers/Employees and, if needed, members of the Planning Commission and/or the Zoning Board of Appeals to enter the property for inspections.

Jeff Bollman
SIGNATURE OF APPLICANT

STEPS THAT MUST BE TAKEN FOR THIS APPLICATION

- A. Application is filed.
- B. Notice of Public Hearing for Planning Commission is published in local newspaper & surrounding properties of 300' or less are notified 15 - 20 days prior to scheduled meeting date.
- C. Planning Commission conducts Public Hearing and makes recommendation to the Morton Township Board.
- D. Morton Township Board adopts or rejects the application to rezone the requested property.
- E. If application is adopted, a Notice of the Rezoning Adoptions shall be published in the local newspaper.

Rezoning Application (updated 09/10/19)

