

Muskegon Lake Vision 2020

APPENDIX

<i>Forum Invitation Flyer</i>	A1
<i>Forum Presentations with Polling Results</i>	
<i>Environment/Natural Resources 6/10/15</i>	A2
<i>Outdoor Recreation 6/11/15</i>	A18
<i>Commerce/Port 6/23/15</i>	A26
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Discover the Vision Muskegon Lake 2020

You are invited to participate
in 4 public forums to help
uncover the community
vision for Muskegon Lake

Share YOUR Vision

RSVP Required

All Forums will be
held at the
GVSU Michigan
Alternative and
Renewable
Energy Center



Environment / Natural Resources

Date / Time: 4:30 PM - 7:30 PM, June 10, 2015

RSVP by June 8: 231-722-7878 X 21, mseeger@wmsrdc.org

Outdoor Recreation

Date / Time: 4:30 - 7:30 PM, June 11, 2015

RSVP by June 8: 231-722-7878 X 21, mseeger@wmsrdc.org

Commerce / Port

Date / Time: 4:30 - 7:30 PM, June 23, 2015

RSVP by June 15: 231-722-7878 X 21, mseeger@wmsrdc.org

Residential

Date / Time: 4:30 - 7:30 PM, June 24, 2015

RSVP by June 15: 231-722-7878 X 21, mseeger@wmsrdc.org

Muskegon Lake Vision 2020



Public Input Forum
Environment and Natural Resources
 June 10, 2015
 Michigan Alternative and Renewable Energy Center
 Muskegon, Michigan

Muskegon Lake Vision 2020

Four Public Input Forums

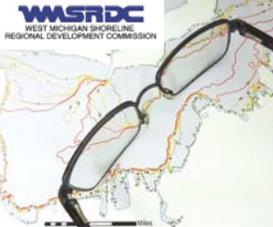
1. Environment/Natural Resources
2. Outdoor Recreation
3. Commercial/Port
4. Residential

The Product

The West Michigan Shoreline Regional Development Commission will compile the forum results and produce a document for distribution.

Expected Outcomes

The Vision is intended to be useful to communities, developers, natural resource managers, landowners and the public as we develop detailed plans to improve the economic, environmental, social and recreational uses and benefits that Muskegon Lake has to offer.



The Muskegon Lake Vision 2020 public input process is designed to receive broad input from the public and private sectors, interested citizens and community stakeholders of diverse interests.

The final document is intended to present a unified vision for the shoreline surrounding Muskegon Lake. It will be completed by December 31, 2015.



Icebreaker



Please enjoy the refreshments and use note pads to answer the following question:

1) What do you love about Muskegon Lake?



Responses will become a word cloud visual for the document.



Forum Discussion - Focus and Guidelines

- Each forum is specific in topic and focus.
- We are asked to address and contribute to the broader challenge of framing a comprehensive vision for use and development of Muskegon Lake.
- Historically, Muskegon Lake has served diverse needs and interests.
- Forum dialogue will hopefully contribute to future planning that will assure a sustainable use of the lake.
- Both near and long-term planning for Muskegon Lake will need to integrate commercial, environmental, recreational and residential interests. Please consider this challenge as you provide your input.

Discover the Vision

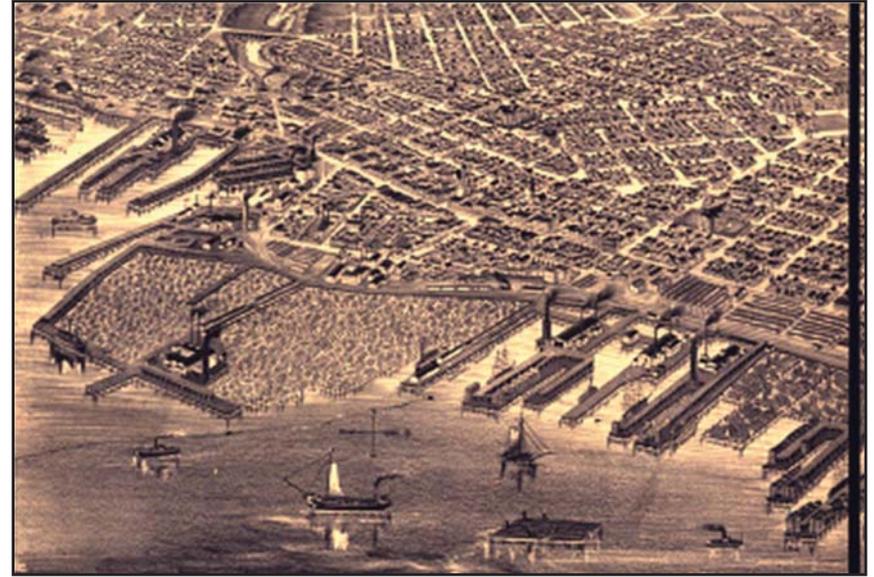
Natural Resource Assets

Dr. Alan Steinman
Director, Annis Water Resources Institute
Grand Valley State University

Photo Credit: Janet Vail

6

Sawmills



8

Brief History

7

Muskegon Lake, MI: 1900-1960



A3

9

- Over 16% of open water filled in



10

AWRI Monitoring Program for Muskegon Lake

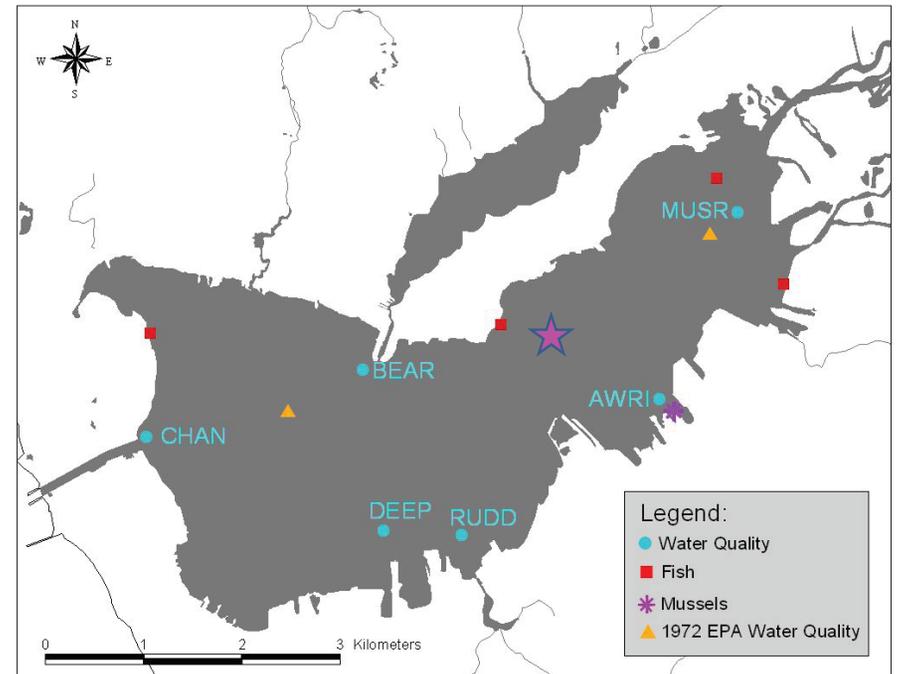
GOALS:

- Observe short-term and long-term changes in the ecological health of Muskegon Lake
- Use information to help de-list Muskegon Lake as an Area of Concern

12

Water Quality

11

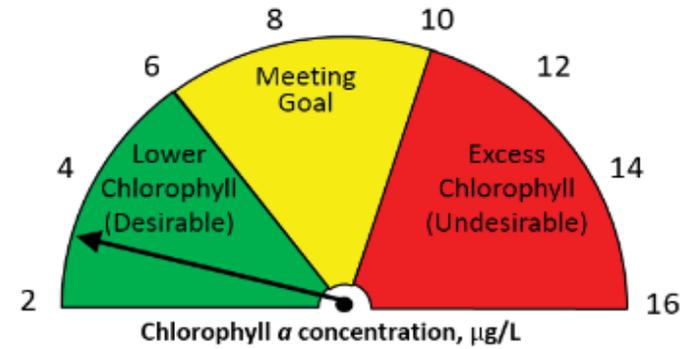
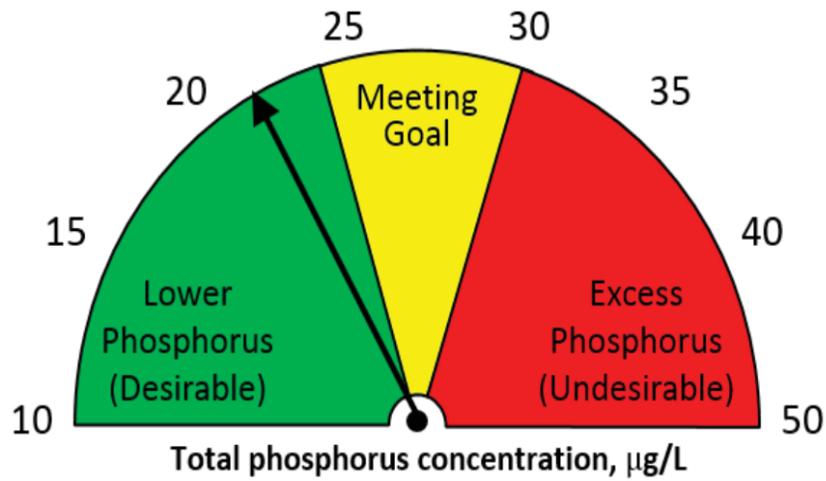


A4

13

Muskegon Lake Water Quality Dashboard: 2014

Current Status (2014)

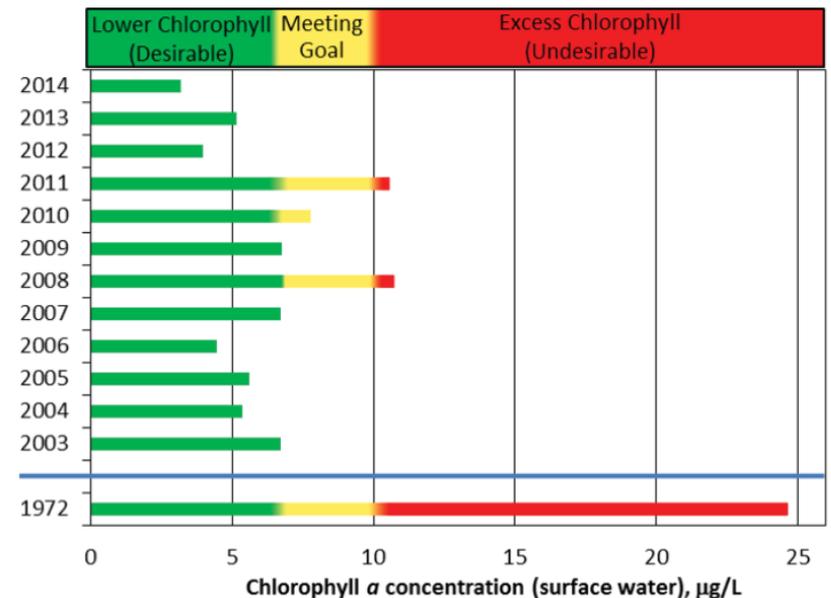
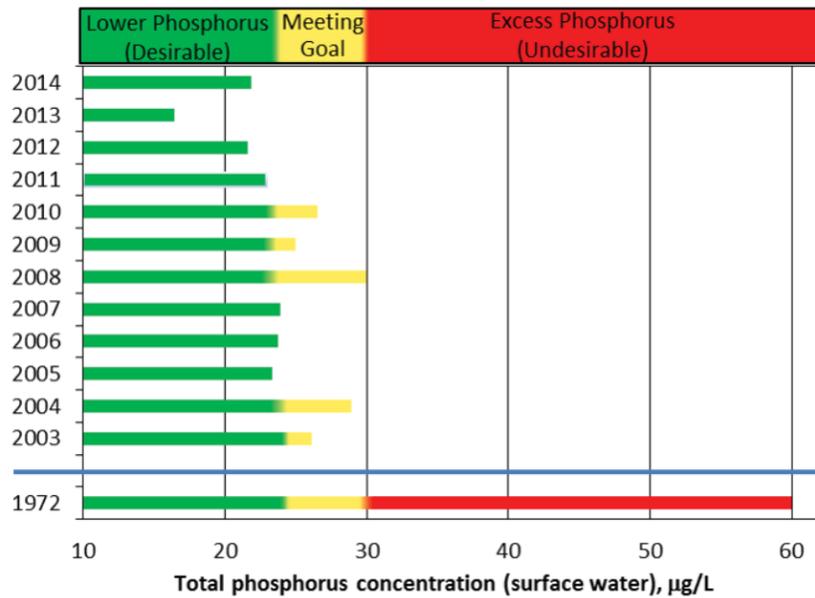


14

16

Historical Status (1972, 2003-2014)

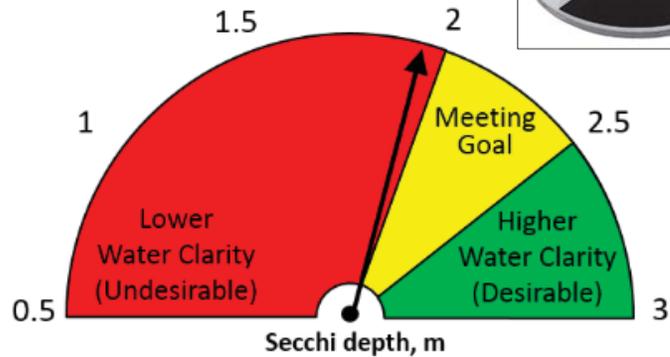
Historical Status (1972, 2003-2014)



15

17

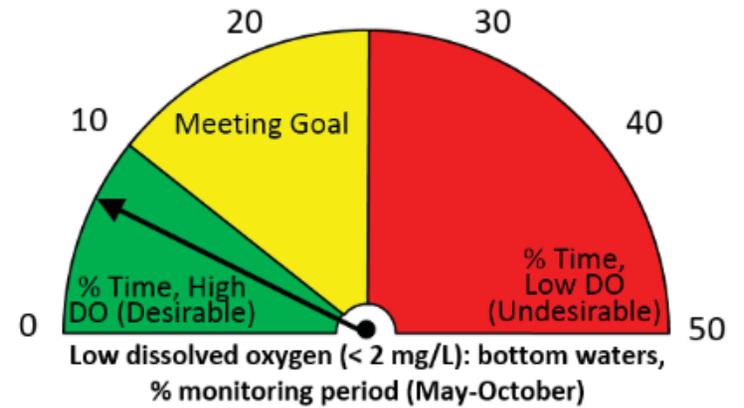
Current Status (2014)



Secchi Depth (Water Clarity), m

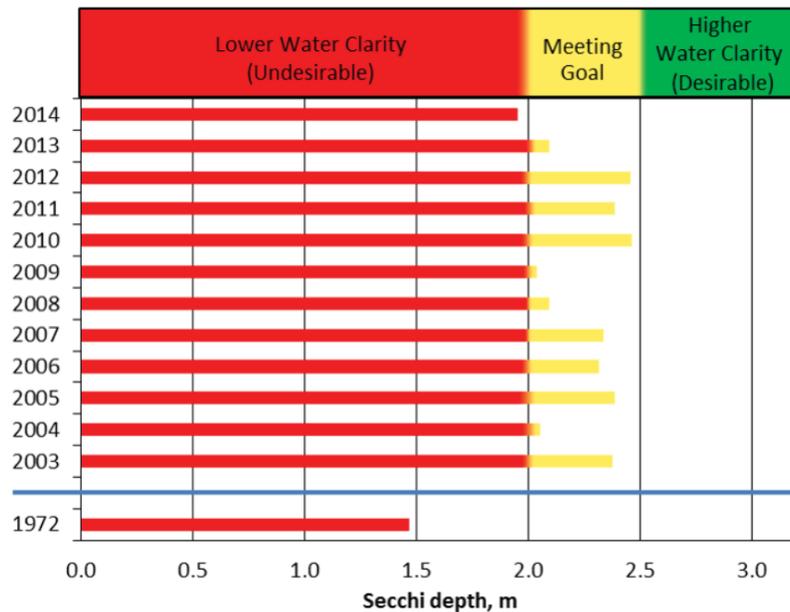
Dissolved Oxygen

Current Status (2014)

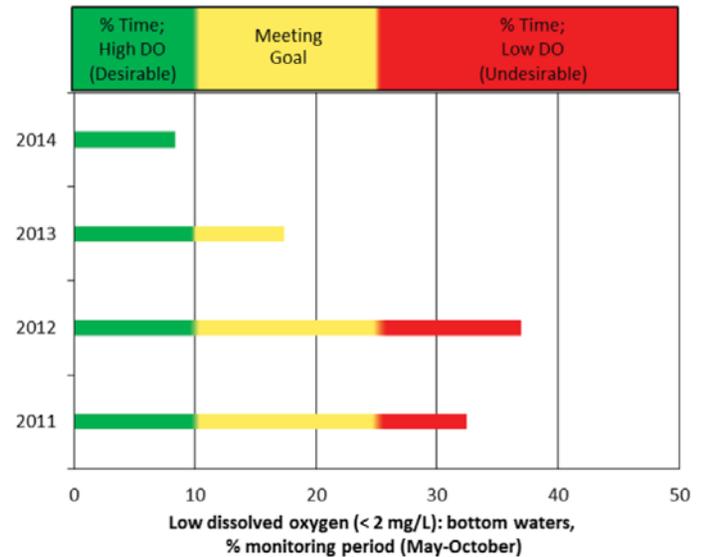


<http://www.gvsu.edu/wri/director/muskegon-lake-water-quality-dashboard-78.htm>

Historical Status (1972, 2003-2014)



Historical Status (2011-2014)





22

Dreissenid Mussel Cage



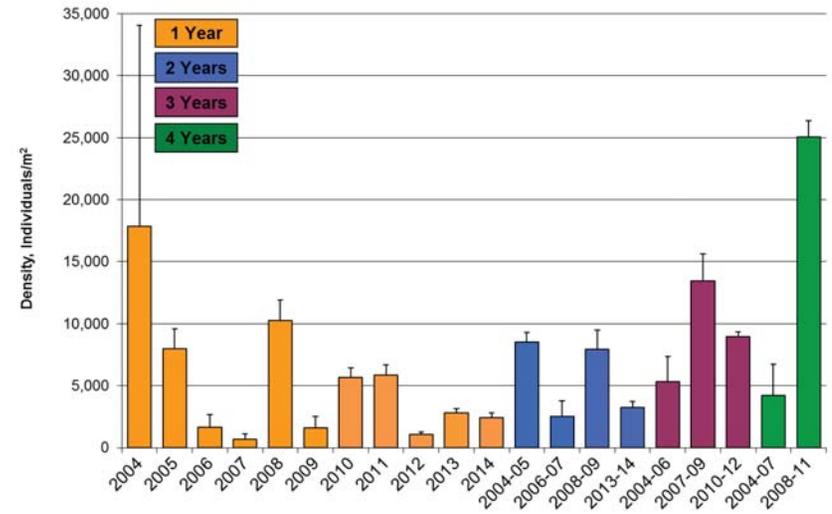
24

Tracking Water Column DO in Muskegon Lake 2011 through 2012



23

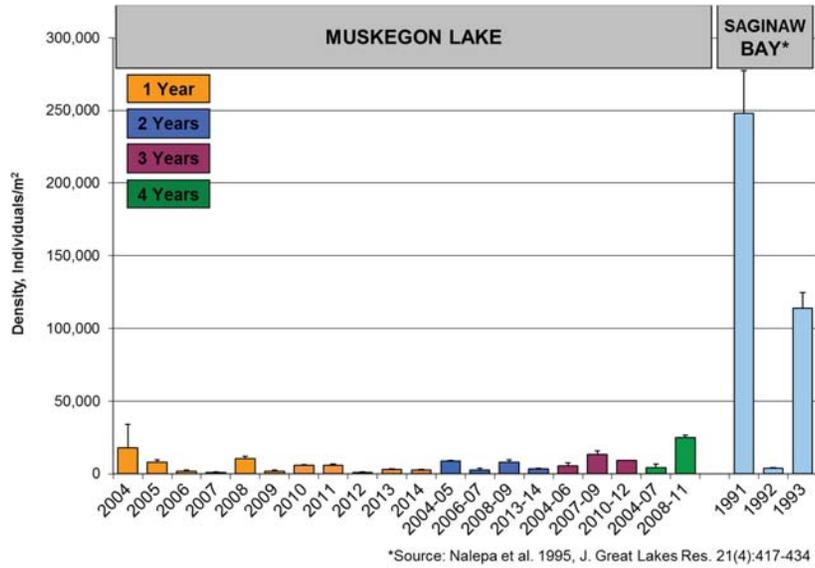
Dreissena Mussel Density



25

A7

Dreissena Mussel Comparison



26

Invasive Species (new)

Cylindrospermopsis

Hong et al. (2006) J. Great Lakes Research
 Gillett and Steinman (2011) J. Great Lakes Research



Bloody-Red Shrimp (*Hemimysis*)

Pothoven et al. (2007) J. Great Lakes Research

28

Invasive/Nuisance Species



Round goby



Dreissenid mussels



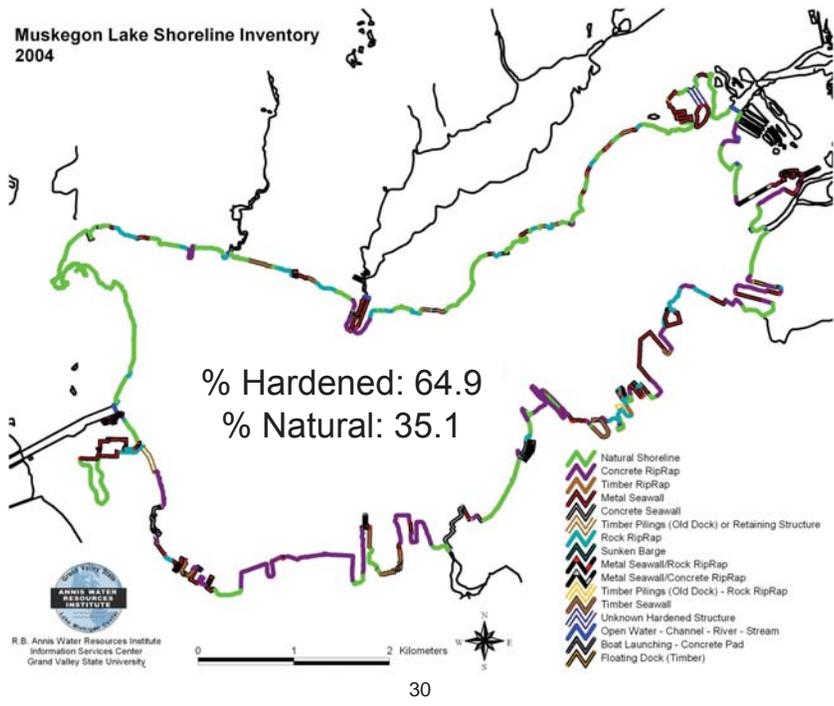
Typha spp.

27

Shoreline Habitat

A8

29



30

Grand Trunk Launch Ramp

Pre restoration



Post restoration



Photo: Kathy Evans, WMSRDC

32

Heritage Landing

Pre restoration



Post restoration



During restoration

Photos: Kathy Evans, WMSRDC

31

Lakeshore Trail

(adjacent to bike path, near former tank farm)

Pre restoration



Post restoration



33

A9

Wetland Habitat: Vegetation

34

IBI: Index of Biotic Integrity

- Combines multiple metrics:
 - Species richness & composition
 - Indicator species
 - Trophic function
- Score:
 - ↓ score = “degraded” ecosystem
 - ↑ score = “healthier” ecosystem

35

A10

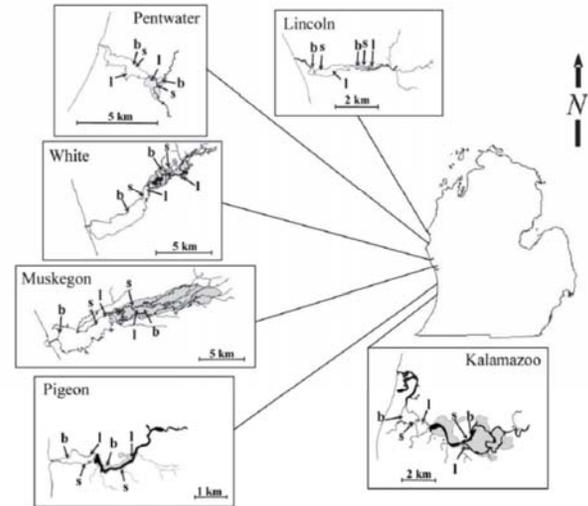


FIG. 1. Map of study locations in six Lake Michigan drowned river mouth systems. Within each system, we sampled lily (l), SAV (s), and bare sediment (b) microhabitats in both the lakes and adjacent wetlands. The small arrows indicate microhabitat sampling locations. The shaded areas in each inset indicate herbaceous wetland.

Cooper et al. (2007)

36

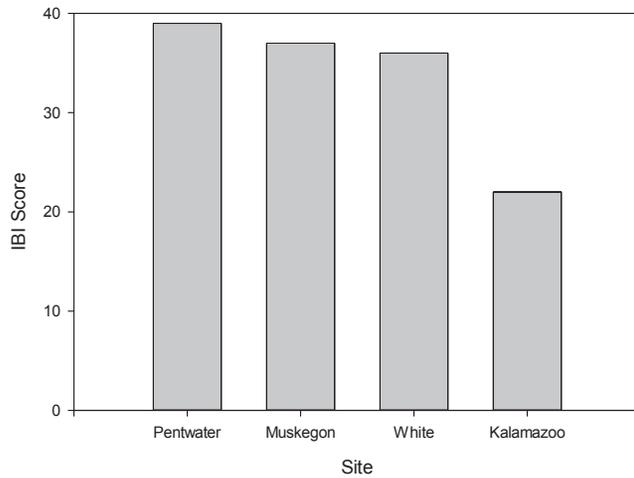


Submerged Aquatic Vegetation (SAV)



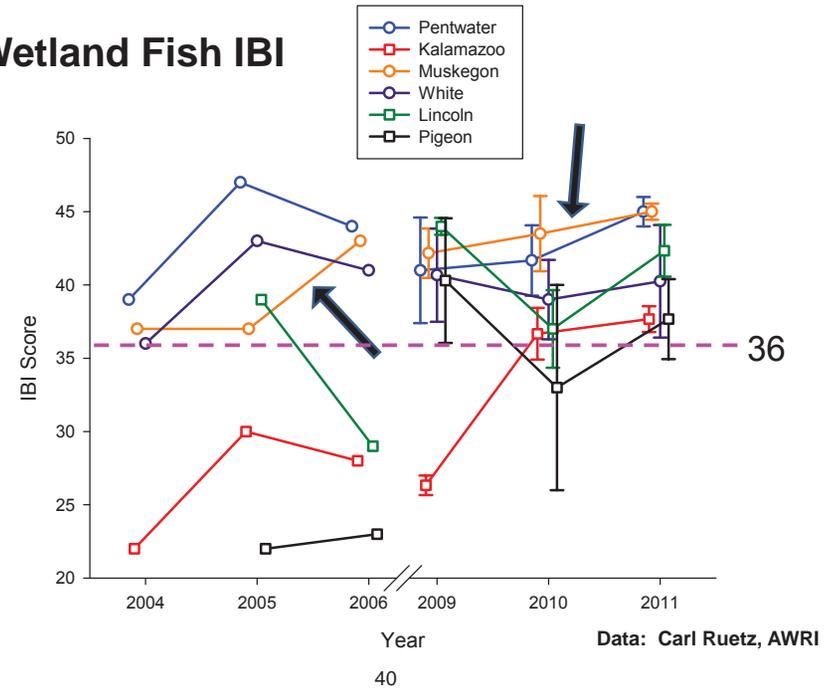
37

Lake IBI: SAV Only (2004)



38

Wetland Fish IBI



40

Wetland Habitat: Fisheries

Muskegon Lake Fish Monitoring

- Fyke nets set in shallow littoral zone of lake
- Nets in place overnight
- Catch represents littoral fish community
- Results commonly reported as “catch per net night”

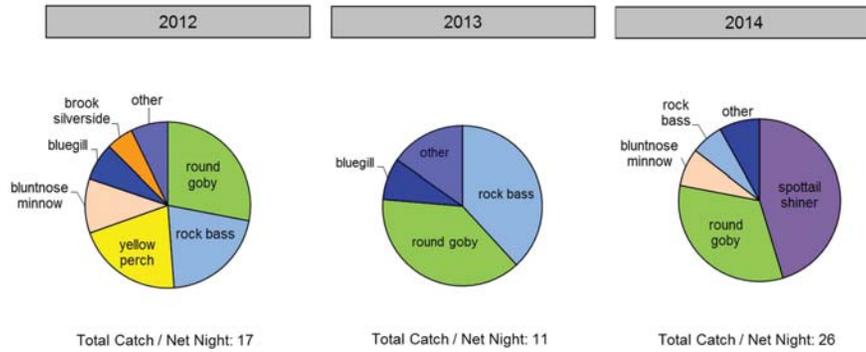


39

A11

41

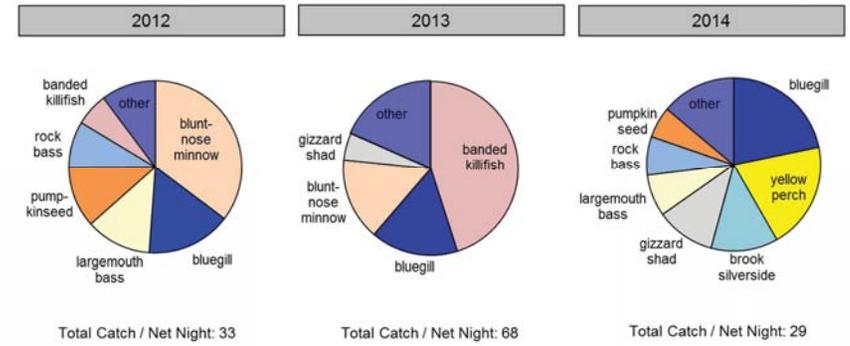
Spring Fish Data – Fyke Nets



Data: Carl Ruetz, AWRI

42

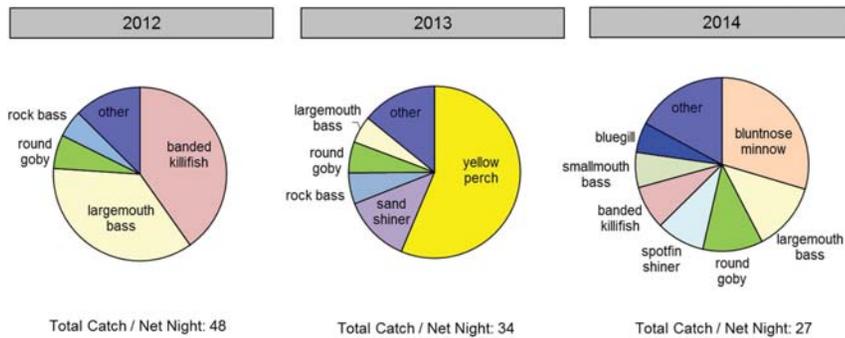
Fall Fish Data – Fyke Nets



Data: Carl Ruetz, AWRI

44

Summer Fish Data – Fyke Nets



Data: Carl Ruetz, AWRI

43

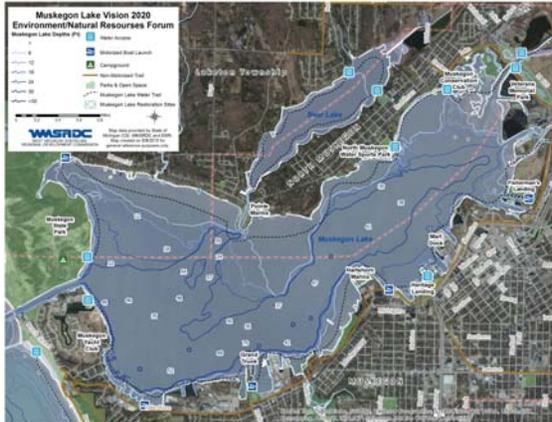
Thank You



45

Natural Resource Assets

Definition: Surface water, fish and wildlife habitat, wetlands, terrestrial shoreline, aquatic and riparian resources



Natural Resource Assets Quality Assessment:

Is the amount, distribution, aesthetics and accessibility sufficient?

Criteria:

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

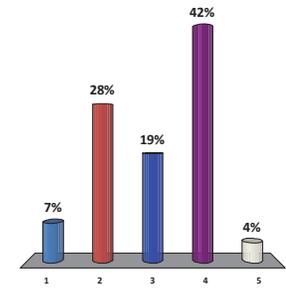
46

The **amount** (abundance) of natural resources in and around Muskegon Lake is sufficient.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Quantity



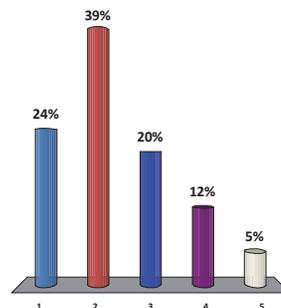
48

Muskegon Lake's natural resources adequately add to the area's **scenic beauty**.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Aesthetics



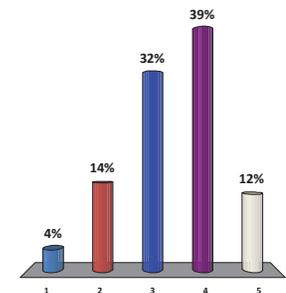
47

Muskegon Lake's natural upland and aquatic habitat areas are sufficiently connected (contiguous)

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Distribution



49

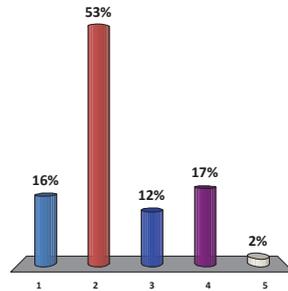
A13

Muskegon Lake's natural resources are **available** to residents and visitors

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



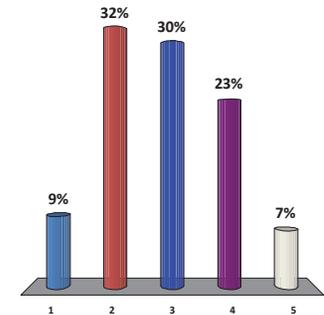
Accessibility



50

Additional recreational development would have a positive effect on natural resources

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

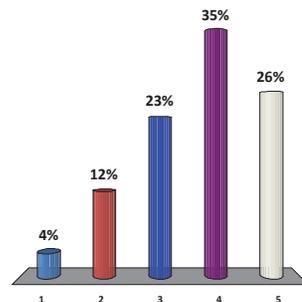


Where the Four Assets Intersect

52

Additional shoreline residential development would have a positive effect on natural resources.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

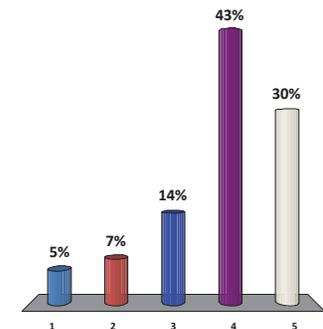


Where the Four Assets Intersect

51

Additional commercial port development on Muskegon Lake would have a positive effect on natural resources.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

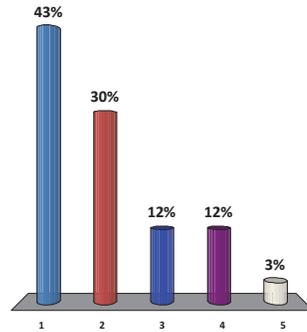


Where the Four Assets Intersect

53

The sustainability of Muskegon Lake's natural resource assets is a local responsibility.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

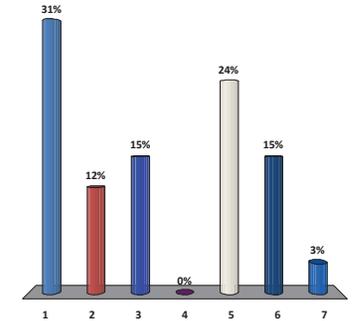


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Demographics – Residence

1. City of Muskegon
2. City of North Muskegon
3. Laketon Township
4. Muskegon Township
5. Other Community in Muskegon County
6. Other/West Michigan
7. Other

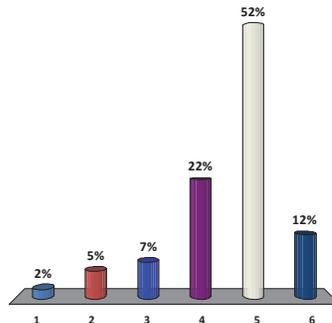


56



Demographics - Age

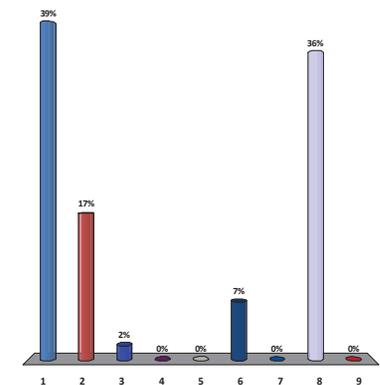
1. 12 - 17
2. 18 - 24
3. 25-34
4. 35-54
5. 55-74
6. 75 or older



55

Demographics - Employment

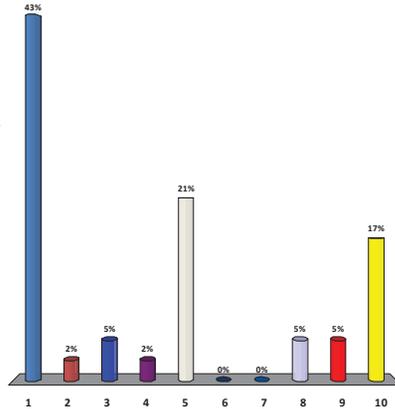
1. Employed for wages
2. Self-employed
3. Out of work and looking for work
4. Out of work but not currently looking for work
5. A homemaker
6. A student
7. Military
8. Retired
9. Unable to work



57

Demographics – Work Place

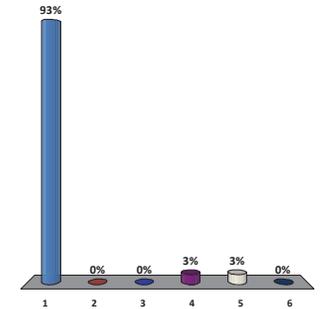
1. City of Muskegon
2. City of North Muskegon
3. Laketon Township
4. Muskegon Township
5. Other/Muskegon County
6. Newaygo County
7. Oceana County
8. Kent County
9. Ottawa County
10. Other



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Demographics - Ethnicity origin

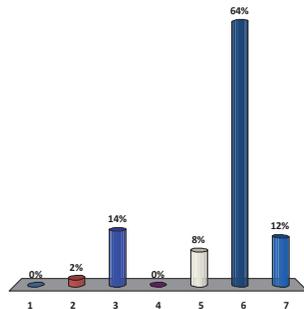
1. White
2. Hispanic or Latino
3. Black or African American
4. Native American or American Indian
5. Asian / Pacific Islander
6. Other



60

Demographics - Education

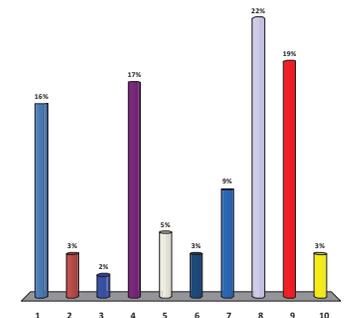
1. Some High School
2. High School or GED
3. Some College
4. Trade/Technical
5. Associates Degree
6. Bachelors or Masters
7. Professional or Doctorate



59

Demographics - Affiliation

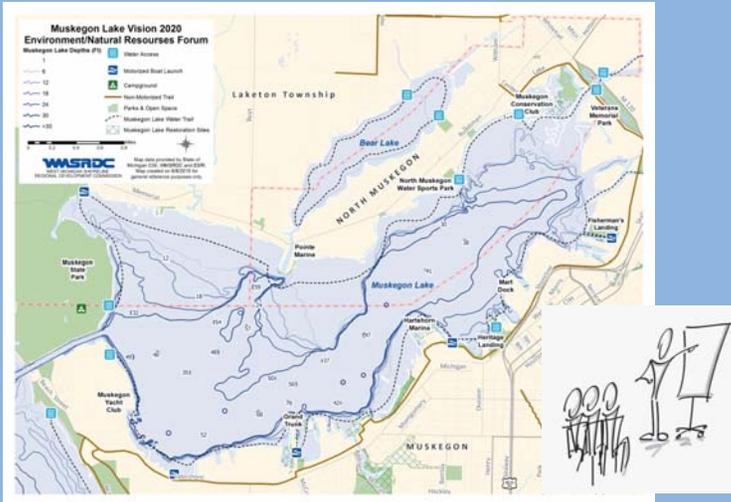
1. Business
2. Industry
3. Tourism
4. Conservation/Environment
5. Outdoor Recreation
6. Philanthropic
7. Academia
8. Shoreline Landowner
9. General Public
10. Other



61

Breakout Stations

Now, tell us what you *really* think!



62

Breakout Stations

Participants: Please count off (1,2,3,4)

Spend 10 minutes at the first breakout station.

Rotate to the next station (listen for the bell) 

Spend 5 minutes at each of the three remaining stations.

Please give the facilitator specific input on each topic & address:

- Strengths: The greatest current strength of this asset
- Weaknesses: The greatest current weakness of this asset
- Opportunities: How can this asset be improved?
- Threats: What obstacles might impede or prohibit improvement of the quality of this asset?

Please illustrate input on large map posters with markers

Use sticky notes to provide specific thoughts on maps

Keep an eye out for the Muskegon Lake Vision 2020 Report – Coming this Fall!



Questions? Contact WMSRDC at
(231) 722-7878, www.wmsrdc.org



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A17

Muskegon Lake Vision 2020



Public Input Forum
Outdoor Recreation
 June 11, 2015

Michigan Alternative and Renewable Energy Center
 Muskegon, Michigan

Muskegon Lake Vision 2020

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1. Environment/Natural Resources
2. Outdoor Recreation
3. Commercial/Port
4. Residential

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Icebreaker



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and use note pads to answer the following question:

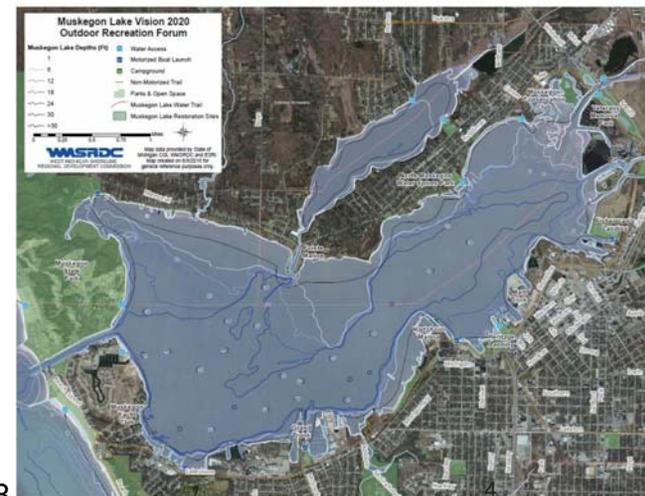
1) What do you love about Muskegon Lake?



Responses will become a word cloud visual for the document.

Outdoor Recreational Assets

Definition: Recreational Assets are the structural and service-related amenities that provide access or enhance experiences for water-dependent activities such as boating, swimming, fishing, scenic viewing, biking, walking, birding, hunting, etc.



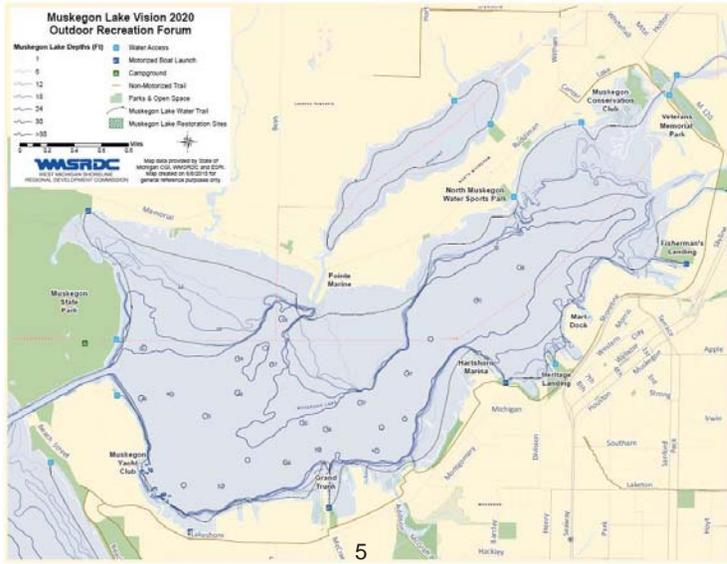
Recreational Assets Quality Assessment
 Is the amount, distribution, aesthetics and accessibility sufficient?

Criteria:

- Quantity
- Distribution
- Accessibility
- Aesthetics

Outdoor Recreation Assets

Bob Lukens, Muskegon County Community Development Director and Muskegon County Convention & Visitors Bureau



5

Public Launch Ramps



7

Outdoor Recreation Assets

Bob Lukens, Muskegon County Community Development Director and Muskegon County Convention & Visitors Bureau

Publicly Owned Recreation Assets:

City of Muskegon Hartshorn Municipal Marina

- 143 major boat slips
- 30 small slips and 102 moorings

Parks on the Muskegon Lake Shoreline

- Lakeshore Trail Bike Path - Connecting communities from north of the Muskegon River along Muskegon Lake's south shoreline to Lake Michigan at Pere Marquette Park
- Muskegon County Heritage Landing - Downtown festival grounds and park on the south shoreline
- Grand Trunk - A boat launch ramp, picnic shelter and nature park in the Lakeside area
- City of North Muskegon Water Park Sports Park
- Laketon Township Horton Park

Public Beaches on Muskegon Lake

- Muskegon State Park's Snug Harbor and South Campground Beach
- City of Muskegon Harbortowne Beach

Public Boat Launches

- City of Muskegon maintains 5 public launches. City of North Muskegon and Laketon Township each maintain public boat launch facilities

Privately Owned Recreation Assets:

Ten Privately-owned marinas with more than 1000 boat slips, including:

- Muskegon Yacht Club
- Lakeshore Yacht Club
- Harbortowne Yacht Club
- Muskegon Conservation Club
- Pointe Marine
- Shoreline Inn/Lakehouse
- Others

Annual and Periodic Recreational Events:

- Sailing regattas, various classes
- Queen's Cup, Milwaukee to Muskegon, periodically
- Bass Tournaments
- Lake Effect activities
- Community Paddle on Muskegon Lake/Lake Michigan/Muskegon River Water Trail

6

Ice Fishing and Shore Angling



8

A19

Sailing



9

Sunsets and Scenery



11

Michigan Great Lakes Water Trails and the Lake Michigan Water Trail Muskegon Lake Water Trail



A20

Access to the Great Lakes



12

Outdoor Recreation Assets Quality Assessment

**GET YOUR
CLICKER READY!**



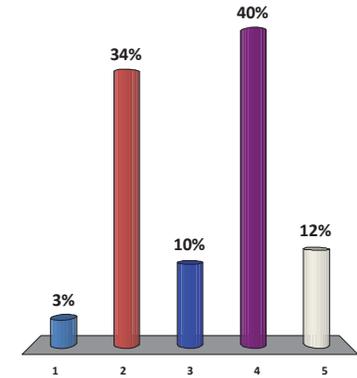
- Respond to statements regarding: **Quantity, Distribution, Accessibility, & Aesthetics.**
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- No right or wrong, just your perception.
- Opportunity for comments and questions during breakouts.

13

The **amount** of recreational assets around Muskegon Lake is sufficient.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

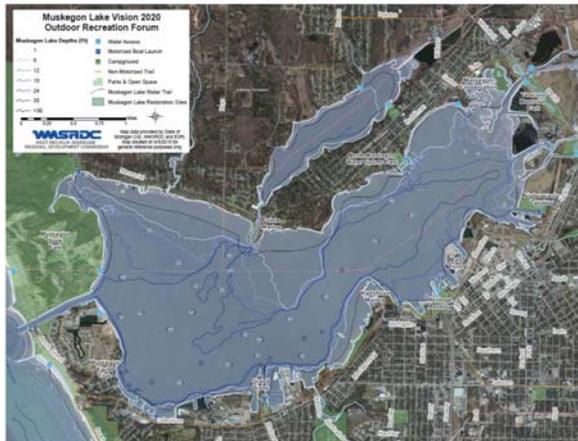
Quantity



15

Outdoor Recreation Assets

Definition: Recreation Assets are the structural and service-related amenities that provide access or enhance experiences for water-dependent activities such as boating, swimming, fishing, scenic viewing, biking, walking, birding, hunting, etc.

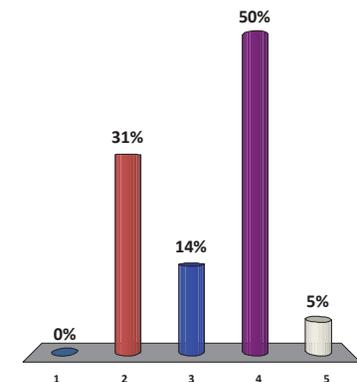


14

The **distribution** of recreational assets around Muskegon Lake is appropriate.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Distribution

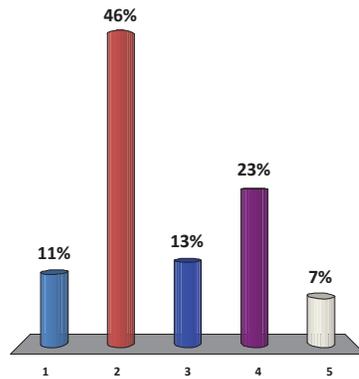


16

Muskegon Lake's recreational assets are **accessible** to residents and visitors.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Accessibility

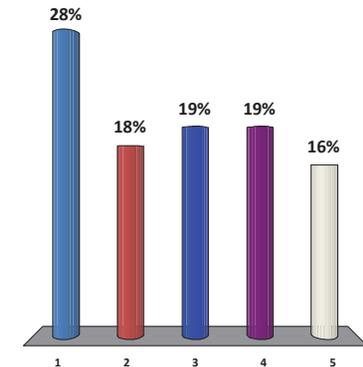


17

Additional **residential** development around Muskegon Lake would affect **recreation** positively.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Intersection of Assets

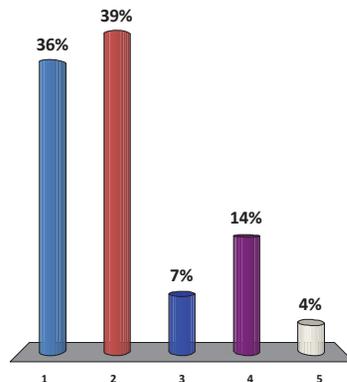


19

Muskegon Lake recreational activity provides a desirable **community atmosphere**.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Aesthetics

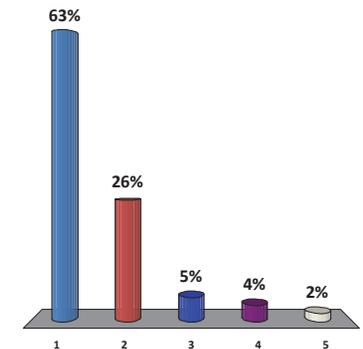


18

Additional **natural resource** enhancements would affect **recreation** positively.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Intersection of Assets

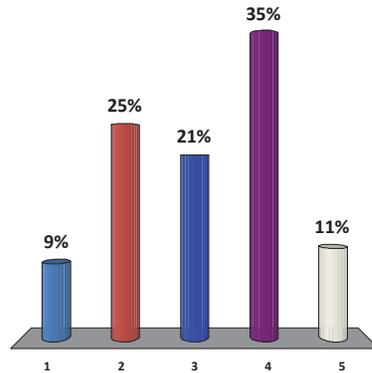


20

Additional **commercial port** development on Muskegon Lake would affect **recreation** positively.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Intersection of Assets

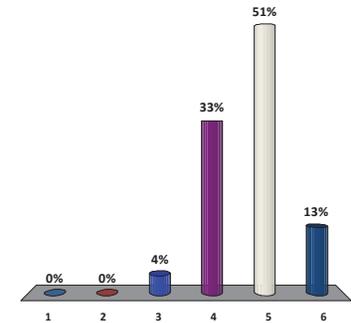


21



Demographics - Age

1. 12-17
2. 18-24
3. 25-34
4. 35-54
5. 55-74
6. 75 or older

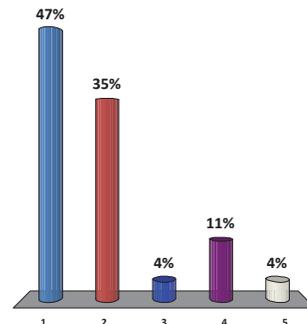


23

The sustainability of Muskegon Lake's natural resource assets is a local responsibility.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Public Opinion

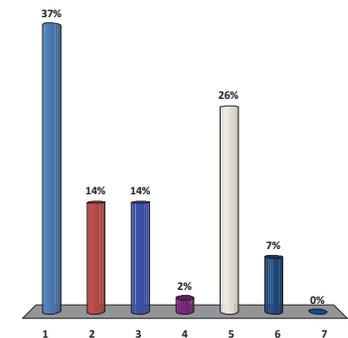


22



Demographics – Residence

1. City of Muskegon
2. City of North Muskegon
3. Laketon Township
4. Muskegon Township
5. Other Community in Muskegon County
6. Other/West Michigan
7. Other

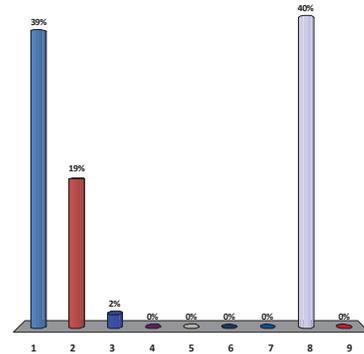


24

A23

Demographics - Employment

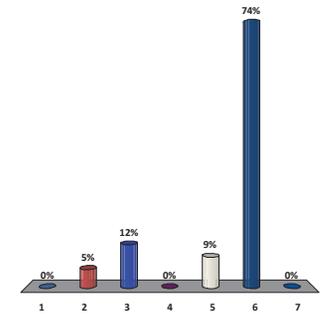
1. Employed for wages
2. Self-employed
3. Out of work and looking for work
4. Out of work but not currently looking for work
5. A homemaker
6. A student
7. Military
8. Retired
9. Unable to work



25

Demographics - Education

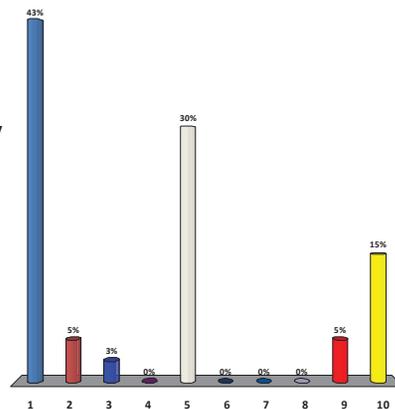
1. Some High School
2. High School or GED
3. Some College
4. Trade/Technical
5. Associates Degree
6. Bachelors or Masters
7. Professional or Doctorate



27

Demographics – Work Place

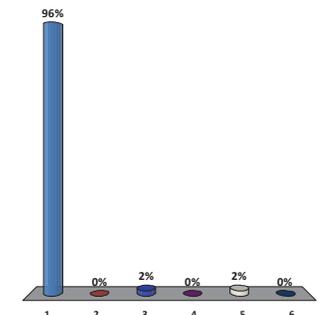
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2. City of North Muskegon
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4. Muskegon Township
5. Other/Muskegon County
6. Newaygo County
7. Oceana County
8. Kent County
9. Ottawa County
10. Other *



26

Demographics - Ethnicity origin

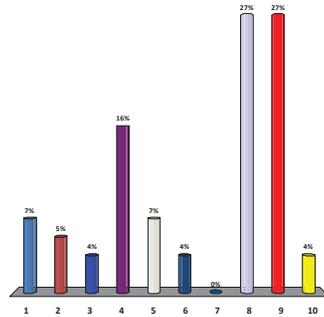
1. White
2. Hispanic or Latino
3. Black or African American
4. Native American or American Indian
5. Asian / Pacific Islander
6. Other



28

Demographics - Affiliation

1. Business
2. Industry
3. Tourism
4. Conservation/Environment
5. Outdoor Recreation
6. Philanthropic
7. Academia
8. Shoreline Landowner
9. General Public
10. Other



Breakout Stations

Participants: Please count off (1,2,3,4)

- 10 minutes per station
- Listen for the Bell and rotate to the next station
- Give your perspective on each aspect of Outdoor Recreation: *Quantity, Distribution, Accessibility, & Aesthetics*
- Consider: Strengths / Weaknesses
Opportunities (for improvement) / Threats
- Feel free to mark up the maps!

Please return your clickers for a frisbee!

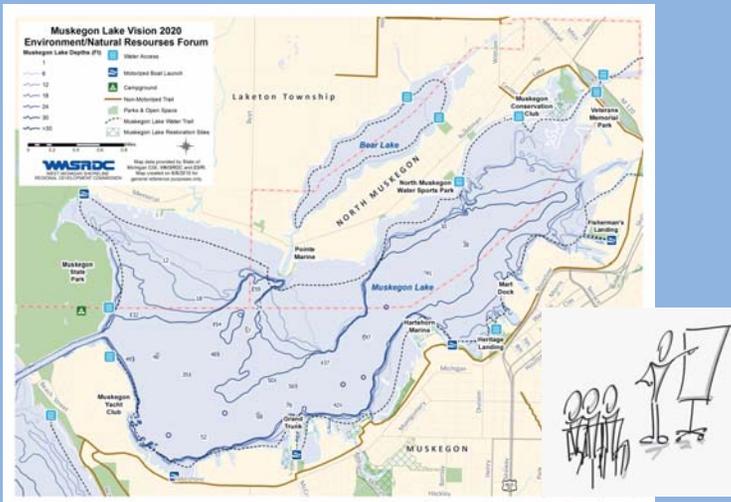


Questions? Contact WMSRDC at
(231) 722-7878, www.wmsrdc.org



Breakout Stations

Now, tell us what you *really* think!



Muskegon Lake Vision 2020



Public Input Forum
Commerce/Port
 June 23, 2015

Michigan Alternative and Renewable Energy Center
 Muskegon, Michigan



Four Public Input Forums

1. Environment/Natural Resources
2. Outdoor Recreation
3. Commercial/Port
4. Residential

The Product

The West Michigan Shoreline Regional Development Commission will compile the forum results and produce a document for distribution.

Expected Outcomes

The Vision is intended to be useful to communities, developers, natural resource managers, landowners and the public as we develop detailed plans to improve the economic, environmental, social and recreational uses and benefits that Muskegon Lake has to offer.

The Muskegon Lake Vision 2020 public input process is designed to receive broad input from the public and private sectors, interested citizens and community stakeholders of diverse interests.

The final document is intended to present a unified vision for the shoreline surrounding Muskegon Lake. It will be completed by December 31, 2015.



Icebreaker



Please enjoy the refreshments

and use note pads to answer the following question:

1) What do you love about Muskegon Lake?



Responses will become a word cloud visual for the document.

Waterfront Industrial & Commercial Assets

Definition: Light manufacturing, marine, light industrial, logistics, aggregate shipping, foreign trade zones, container storage.
 Does not include retail, recreational, etc.



Asset Quality Assessment Four Criteria:

- Quantity
- Location
- Economics
- Quality

Photo Courtesy of USACE

Marine Terminals

Andrie Inc. -

- o Asphalt and fuel oil transportation, vessel & fleet management, project management, specialty cargo, general towing, ship assistance, ice breaking
- o **Contact: Mike Caliendo, Andrie Inc., 561 E. Western Avenue, P.O. Box 1548, Muskegon, MI 49443-1548 231-332-9243, mikecaliendo@andrie.com**

West Michigan Dock & Market Corporation -

- o Draft: 27 ft./8.2 m.
- o Dock frontage: 2500 ft/762 m of heavy piled dock frontage
- o Lay-Down Space: 20 acres
- o Indoor Storage: 200,000 sq. ft.
- o Transload to truck or rail
- o **Contact: Jeff Whalen, Operations Manager, The Mart Dock, 560 Mart Street Muskegon, MI 49440, 231-722-6932, jeffwhalen@martdock.com**

Port City Marine Services -

- o Marine transportation and vessel management services.
- o Cargo project logistics management services
- o **Contact: Captain Edward Hogan, Vice President, Port City Marine Services, 560 Mart Street Muskegon, MI 49440, 216-536-2530, info@portcitytug.com**

Verplank – Salt Dock -

- o Draft: 25 ft./7.62 m.
- o Dock frontage: 1000 ft./762 m. of steel piled dock frontage
- o Lay-Down Space: 250,000+ tons
- o **Contact: Ron Matthews, C.O.O., Verplank Dock Co., P.O. Box 8, Ferrysburg, MI 49409, 616-842-1448, ron@verplanktrucking.com**

G.L.V., LLC -

- o Receipt and occasional shipment of dry bulk commodities, including limestone, slag, salt, coal, and coke by self-unloading vessels.
- o Draft: 25 ft./7.62 m.
- o Dock Frontage: 950 ft./289.56 m. natural faced dock frontage
- o Lay-Down Space: 25 acres
- o **Contact: Ron Matthews, C.O.O., Verplank Dock Co., P.O. Box 8, Ferrysburg, MI 49409, 616-842-1448, ron@verplanktrucking.com**

B.C. Cobb Dock -

- o Receipt of coal by self-unloading vessels for plant consumption; and handling heavy-lift items, including plant equipment and machinery.
- o Draft: 27 ft./8.2 m.
- o Dock Frontage: 1000 ft/762 m of steel piles dock frontage
- o Lay-Down Space: 18 acres
- o **Contact: Fred Locke, B.C. Cobb Generating Plant, Consumers Energy, 151 North Causeway, Muskegon, MI 49445, 616-726-4480**

Verplank – Cobb Dock -

- o Receipt of dry-bulk commodities by self-unloading vessels; mooring company-owned floating equipment; and handling construction materials and equipment.
- o Draft: 27 ft./8.2 m.
- o Dock Frontage: 1,000 ft.
- o Lay-Down Space: 400,000+ tons
- o **Contact: Ron Matthews, C.O.O., Verplank Dock Co., P.O. Box 8, Ferrysburg, MI 49409, 616-842-1448, ron@verplanktrucking.com**

5



Agenda

- o Regional Awareness of our Growing Global Economy
- o Michigan's State Logistics & Supply Chain Strategy
- o Regional 4 Prosperity Initiative
- o The Commercial Expansion of the Port of Muskegon
- o Why Muskegon as a Logistics Hub
- o Questions and Next steps



Website: www.scsolutionsinc.com | Phone: (877) 554-8900 | Fax: (616) 554-8901
Address: 4607 44th Street SE, Grand Rapids, MI 49512

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World has become one Market Place



6



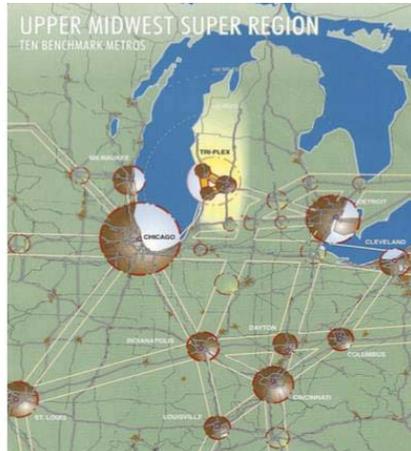
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The NAFTA Corridor



Michigan's Top 10 & the SC Ecosystem

MICHIGAN'S TOP 10 TRADE PARTNERS

1. Canada	\$61.540 billion
2. Mexico	\$32.526 billion
3. China	\$6.170 billion
4. Germany	\$4.423 billion
5. Japan	\$4.288 billion
6. South Korea	\$1.669 billion
7. France	\$1.410 billion
8. United Kingdom	\$1.348 billion
9. Brazil	\$1.215 billion
10. Saudi Arabia	\$921 million

(four year average; 2008-2011)

MICHIGAN'S SUPPLY CHAIN ECOSYSTEM

ASSETS
Location
Infrastructure
Industry
Supply chain capability

SUPPLY CHAIN SYSTEM ECOSYSTEM
Collaboration
Strategic alignment
Partnerships

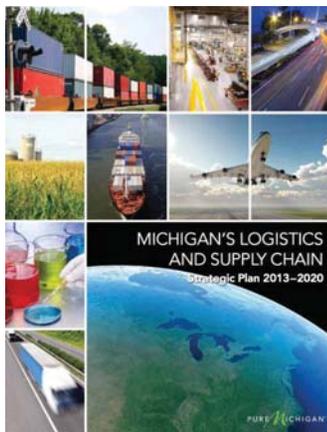
OUTCOMES
Lower cost
Reduced time
Reduced risk

CORE MICHIGAN INDUSTRIES

- Automotive/advanced manufacturing
- Agriculture and food processing
- Life sciences/biotech
- Medical devices
- Defense/aerospace
- Chemicals
- Furniture
- Wood products
- Mining
- Clean energy

"Regions that facilitate logistics and supply chain activities through investments in key infrastructure, policy refinement, and collaborative activities will attract new industry."
—Dr. David Cline, Chairman
Dept. of Supply Chain Management, MSU

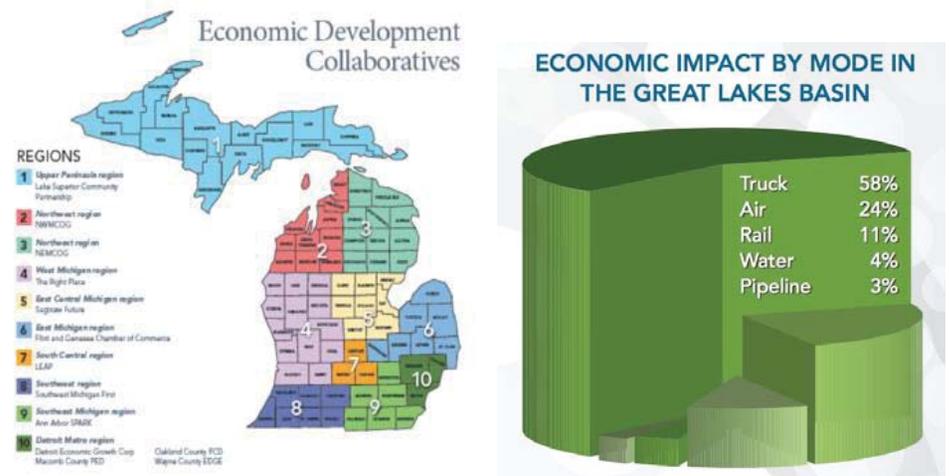
Michigan's Logistics & SC Vision



LOGISTICS AND SUPPLY CHAIN VISION

Michigan provides a collaborative, business-focused logistics and supply chain ecosystem that lowers cost, reduces time, removes risk and promotes job creation to support the movement of freight across the state and around the world.

Region 4 Prosperity Initiative – Port of Muskegon



MAF Feasibility Study's

Muskegon Area First Feasibility Study
Port of Muskegon Expansion
Port of Muskegon to Asia Competitive Analysis

PORT OF MUSKEGON EXPANSION

Port of Muskegon to Europe
Port of Muskegon to Asia



Summary
Muskegon Area First (Client) is exploring the potential value of Port of Muskegon to become a logistics hub for West Michigan commercial shippers. As a part of the Initiative, Muskegon Area First has engaged Supply Chain Solutions (Consultant) to evaluate trade lanes that extend from West Michigan to the Asian markets.

Project Objective and Direction
Produce an analysis to determine if West Michigan manufactured and agricultural related cargoes can be shipped to China through the Port of Muskegon.



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CREATING A VISION



43°NORTH @ MUSKEGON MULTI-MODAL HUB



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Address: 4607 44th Street SE, Grand Rapids, MI 49512

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Cost and Service Advantage by Water

The following are the advantages of water transport:

- 1. Less maintenance cost:**
Maintenance cost in rail and road transport is quite high but maintenance cost of water transport is quite less.
- 2. Cheap:**
The transport channel is quite cheap as compared rail and road Transport.
- 3. Useful for bulky goods:**
Heavy and bulky goods can be transported easily at little cost through water transport.
- 4. Useful during natural calamities:**
During natural calamities like flood and rains, when rail and road transport is disrupted, relief operations can be operated through water transport.
- 5. Sustainable:**
Lower emission of GHG
- 6. Important for foreign trade:**
Water transport plays important role in foreign trade. India's foreign trade is mainly dependent on water transport.



43°North@ Muskegon



Position Muskegon with its Blue Water Economy advantage as a multi-modal logistics hub with access to domestic and global markets



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Muskegon Multi-Modal Hub Vision includes:

- Expansion of Port to include container shipping
- Link to Port of Cleveland & Port of Milwaukee for direct shipping to Europe & Asia
- Expand rail and air cargo shipping services



Outdoor Recreation Assets Quality Assessment

**GET YOUR
CLICKER READY!**



- Respond to statements regarding: **Quantity, Distribution, Accessibility, & Aesthetics.**
 1. Strongly Agree
 2. Agree
 3. Neutral
 4. Disagree
 5. Strongly Disagree
- No right or wrong, just your perception.
- Opportunity for comments and questions during breakouts.

Waterfront Industrial and Commercial Assets

Definition: Light manufacturing, marine, light industrial, logistics, aggregate shipping, foreign trade zones, container storage. Does not include retail, recreational, etc.



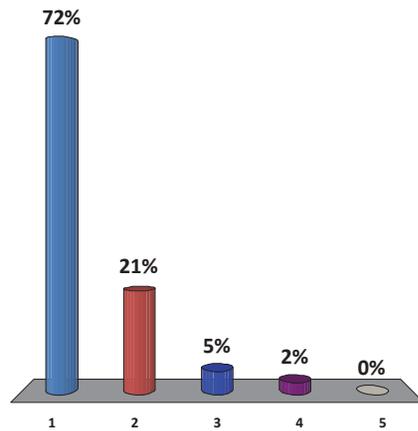
Asset Quality Assessment Four Criteria:

- Quantity
- Location
- Economics
- Quality

Photo Courtesy of USACE

Muskegon Lake is a valuable **economic** resource for commerce in the Muskegon area.

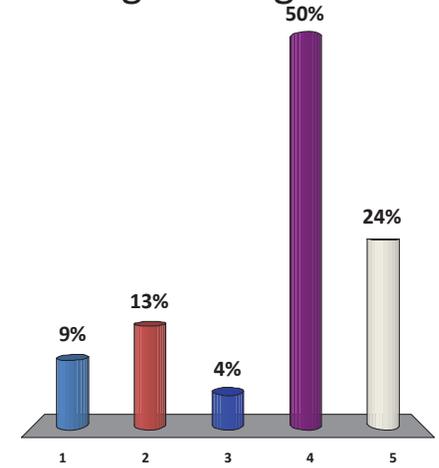
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



21

There are **too many** waterfront industrial and commercial assets surrounding Muskegon Lake.

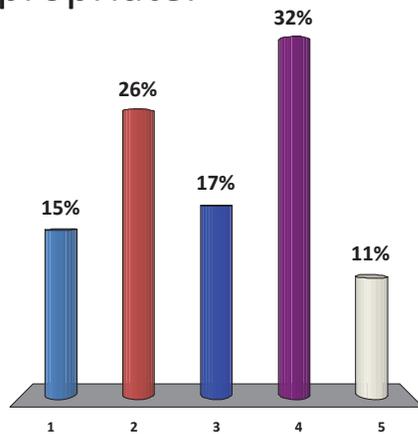
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



23

The **quantity** of waterfront industrial and commercial assets surrounding Muskegon Lake is appropriate.

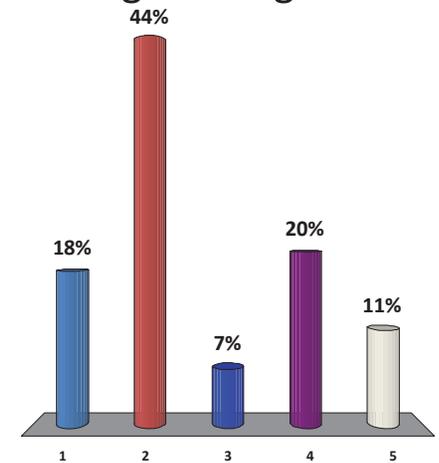
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



22

There are **not enough** waterfront industrial and commercial assets surrounding Muskegon Lake.

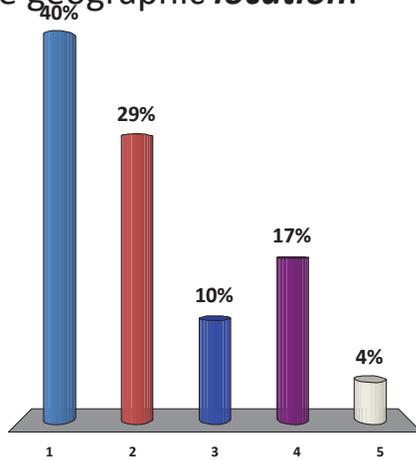
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



24

To the extent possible, waterfront industrial and commercial assets surrounding Muskegon Lake should be concentrated in one geographic **location**.

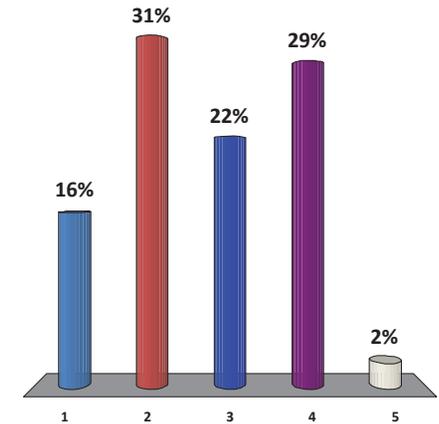
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



25

Waterfront industrial and commercial development positively affects recreational uses on and around Muskegon Lake.

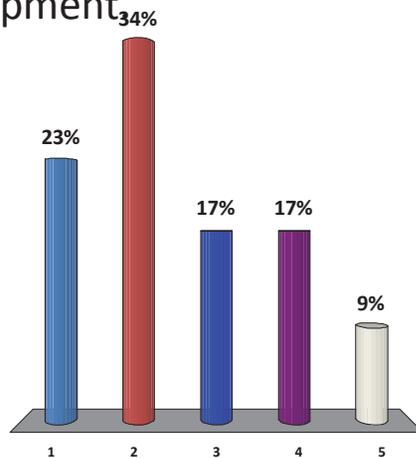
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



27

I am extremely concerned about the **aesthetic impact** of waterfront industrial and commercial development.

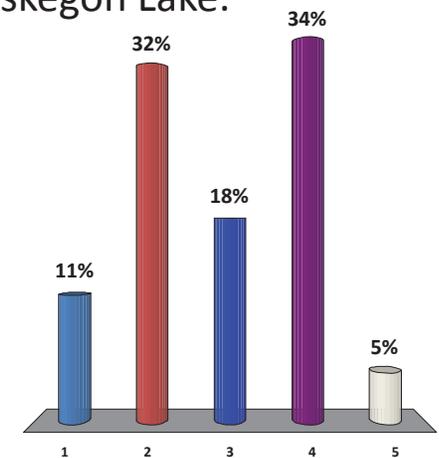
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



26

Waterfront industrial and commercial development positively affects residential areas around Muskegon Lake.

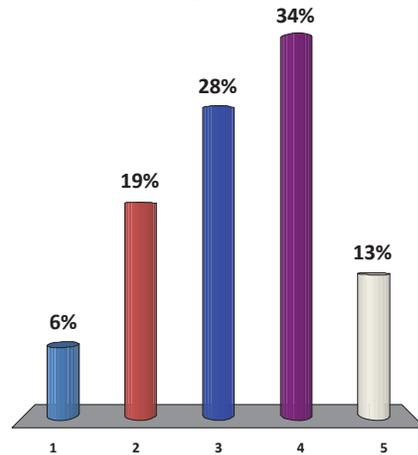
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



28

Waterfront industrial and commercial development positively affects the environment and natural resources on and around Muskegon Lake.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

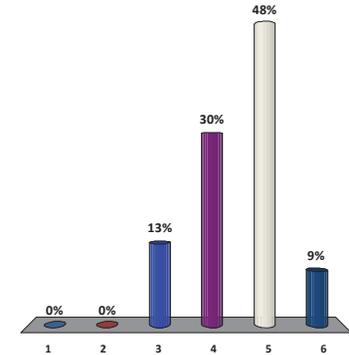


29



Demographics - Age

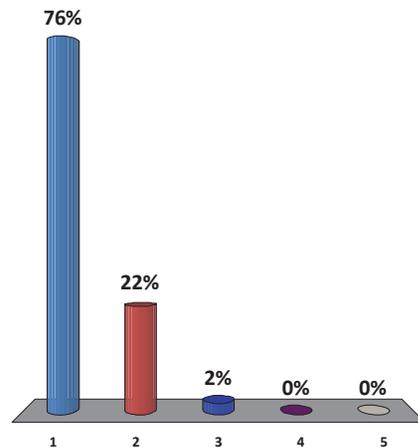
1. 12-17
2. 18-24
3. 25-34
4. 35-54
5. 55-74
6. 75 or older



31

Waterfront industrial and commercial development on Muskegon Lake positively affects the West Michigan economy.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

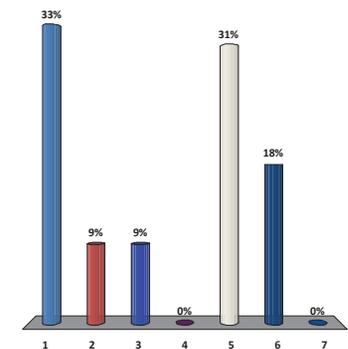


30



Demographics – Residence

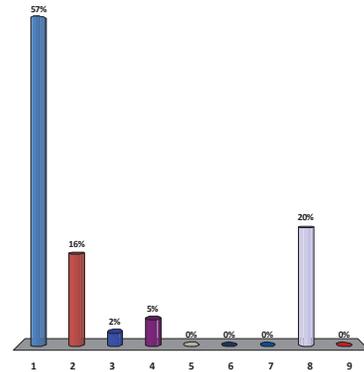
1. City of Muskegon
2. City of North Muskegon
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4. Muskegon Township
5. Other Community in Muskegon County
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32

Demographics - Employment

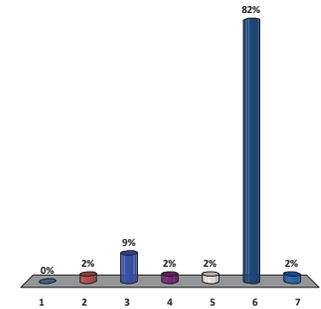
1. Employed for wages
2. Self-employed
3. Out of work and looking for work
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7. Military
8. Retired
9. Unable to work



33

Demographics - Education

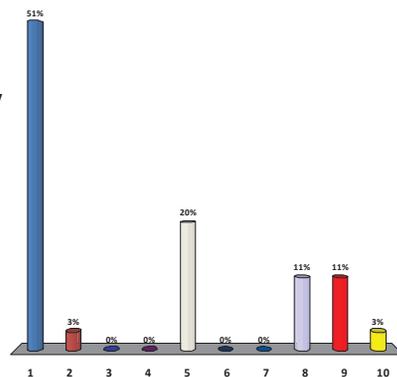
1. Some High School
2. High School or GED
3. Some College
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5. Associates Degree
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35

Demographics – Work Place

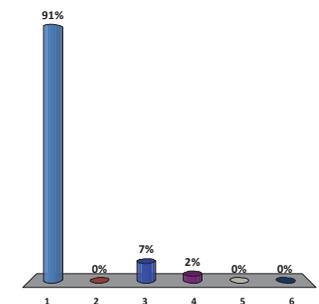
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34

Demographics - Ethnicity origin

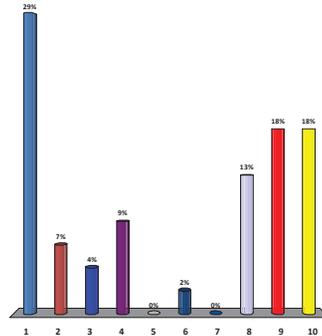
1. White
2. Hispanic or Latino
3. Black or African American
4. Native American or American Indian
5. Asian / Pacific Islander
6. Other



36

Demographics - Affiliation

1. Business
2. Industry
3. Tourism
4. Conservation/Environment
5. Outdoor Recreation
6. Philanthropic
7. Academia
8. Shoreline Landowner
9. General Public
10. Other



37

Breakout Stations

Participants: Please count off (1,2,3,4)

- 10 minutes per station
- Listen for the bell and rotate to the next station
- Give your perspective on each aspect of Waterfront Commercial/Port assets: *Quantity, Location, Economics, & Quality*
- Consider: Strengths / Weaknesses
Opportunities (for improvement) / Threats
- Feel free to mark up the maps!

Keep an eye out for the Muskegon Lake Vision 2020 Report later in 2015!

WMSRDC
WEST MICHIGAN SHORELINE
REGIONAL DEVELOPMENT COMMISSION

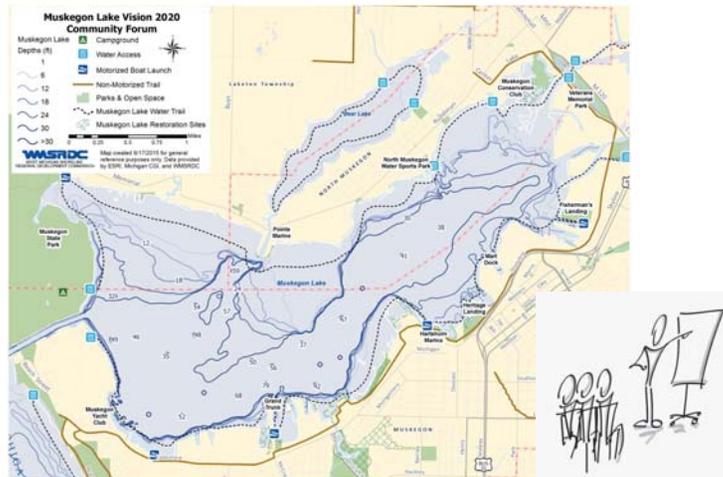
Questions? Contact WMSRDC at
(231) 722-7878, www.wmsrdc.org



39

Breakout Stations

Now, tell us what you *really* think!



38

A35



Muskegon Lake Vision 2020 Public Input Forum

Residential

June 24, 2015

1



Icebreaker



Please enjoy the refreshments
and use note pads to answer the following question:

1) What do you love about Muskegon Lake?



Responses will become a word cloud visual for the document.

3



Muskegon Lake Vision 2020



Public Input Forum

Residential

June 24, 2015

2



Forum Discussion - Focus and Guidelines

- Each forum is specific in topic and focus.
- We are asked to address and contribute to the broader challenge of framing a comprehensive vision for use and development of Muskegon Lake.
- Historically, Muskegon Lake has served diverse needs and interests.
- Forum dialogue will hopefully contribute to future planning that will assure a sustainable use of the lake.
- Both near and long-term planning for Muskegon Lake will need to integrate commercial, environmental, recreational and residential interests. Please consider this challenge as you provide your input.

Discover the Vision

4



Muskegon Lake Vision 2020

Four Public Input Forums

1. Environment/Natural Resources
2. Outdoor Recreation
3. Commercial/Port
4. Residential

The Product

The West Michigan Shoreline Regional Development Commission will compile the forum results and produce a document for distribution.

Expected Outcomes

The Vision is intended to be useful to communities, developers, natural resource managers, landowners and the public as we develop detailed plans to improve the economic, environmental, social and recreational uses and benefits that Muskegon Lake has to offer.

WMSRDC
WEST MICHIGAN SHORELINE
REGIONAL DEVELOPMENT COMMISSION

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The final document is intended to present a unified vision for the shoreline surrounding Muskegon Lake. It will be completed by December 31, 2015.

5

Data

- County assessor database
 - House characteristics
 - Sales information
- AWRI shoreline inventory

7

Common House Characteristics

Housing

Dr. Paul Isely
Seidman College of Business
Grand Valley State University

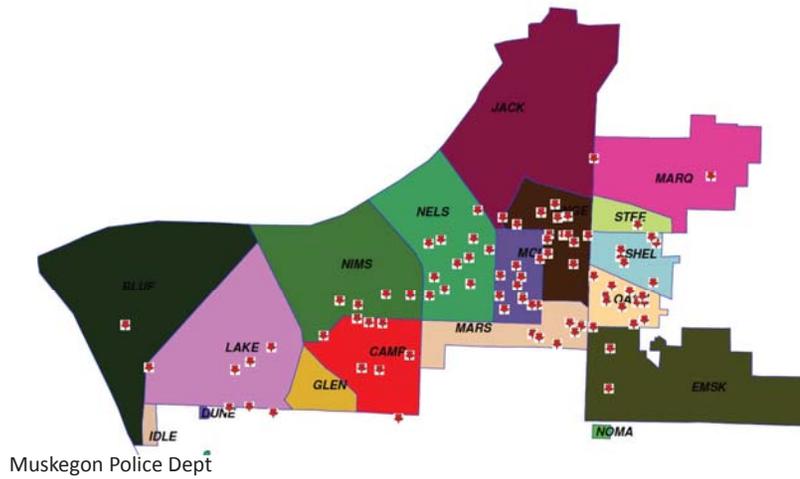
- FLOOR AREA: Positive
- BASEMENT AREA: Positive
- NUMBER OF CARS IN GARAGE: Positive
- BATHROOMS: Positive
- AGE: Negative to a point
- NEIGHBORHOOD Negative/Positive

6

A37

8

Muskegon ASSAULTS MAY 2015

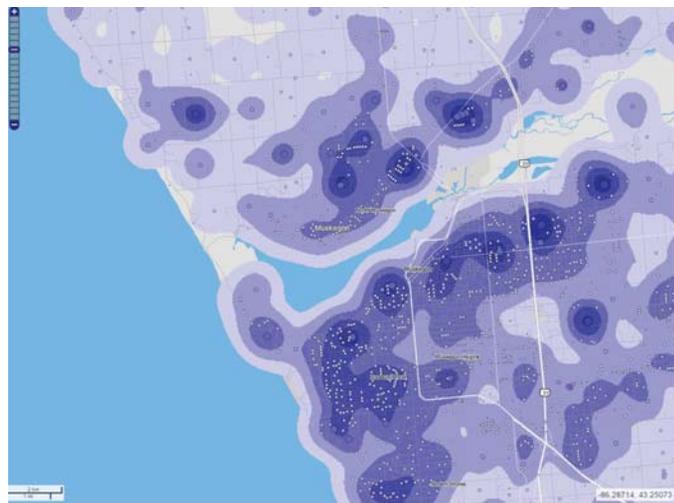


9

Muskegon Lake?

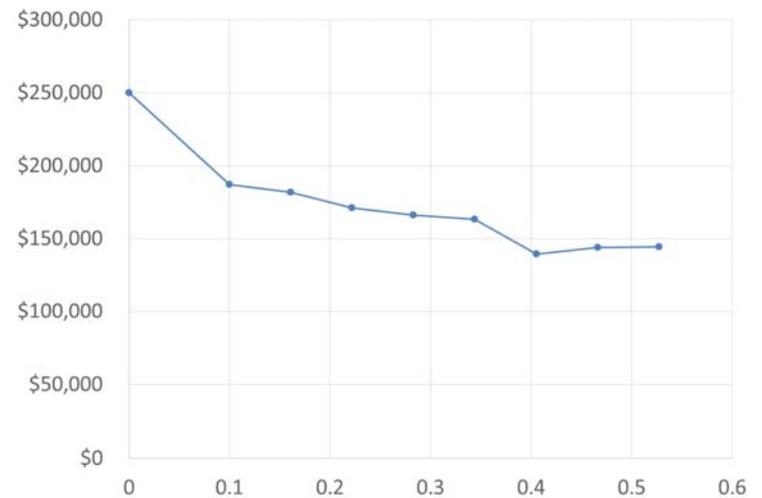
11

Where Above average wage earners live



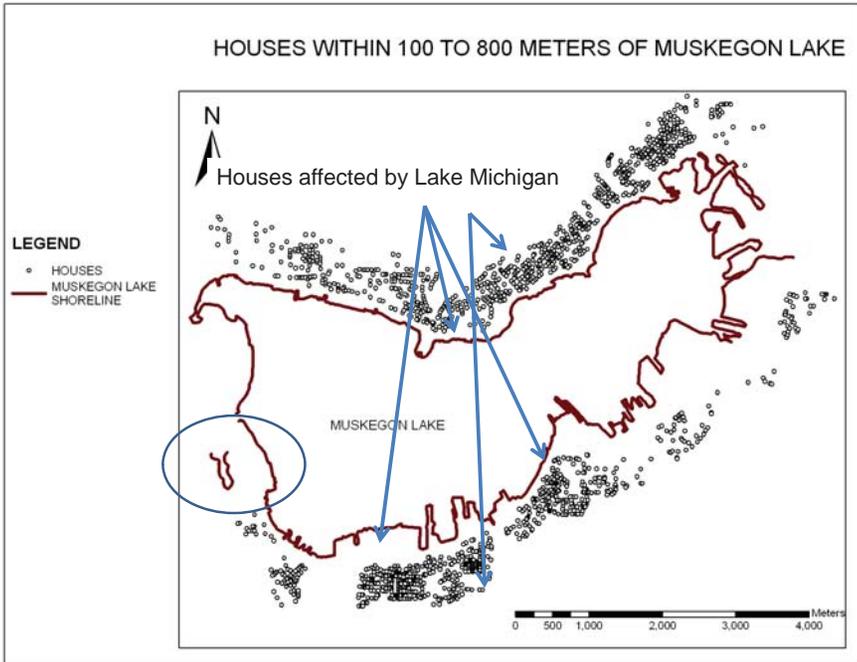
10

Value of Same House
As Distance From The Lake Grows

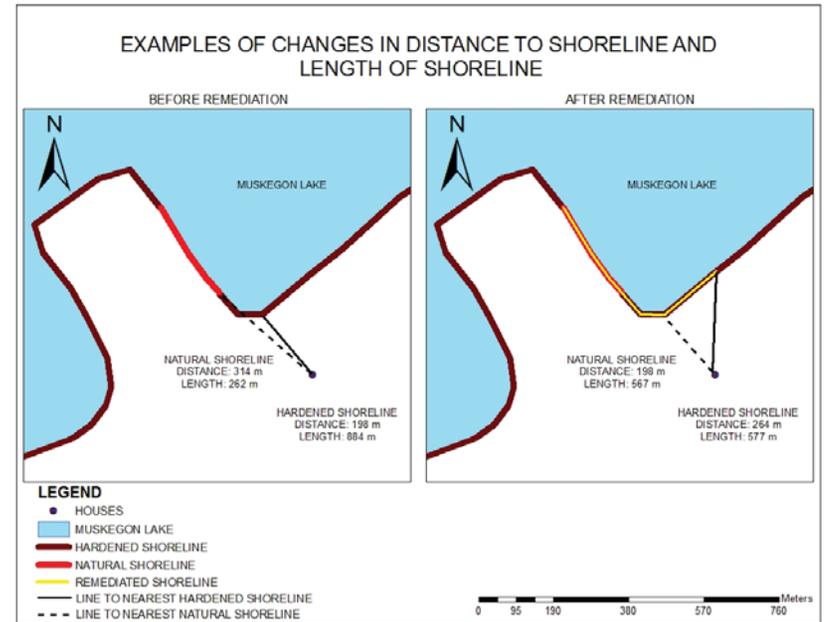


12

A38

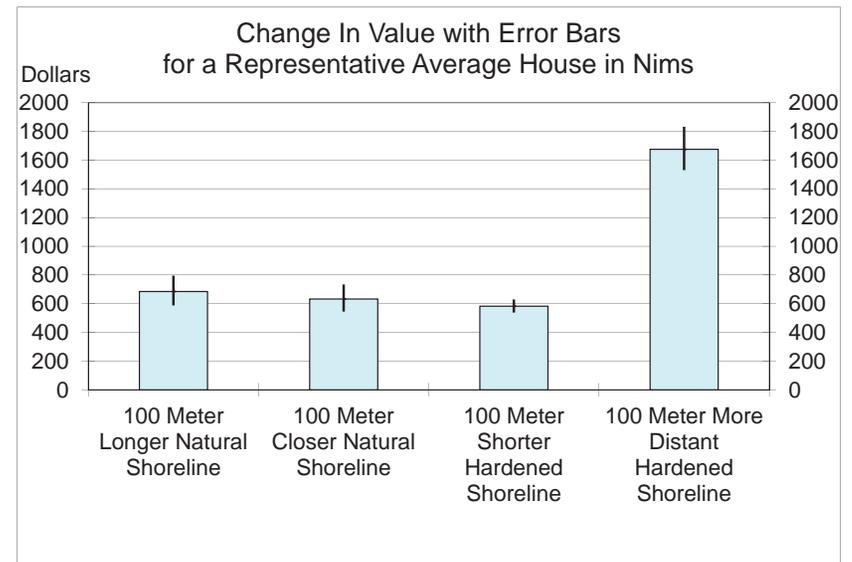


13



15

Type of Shoreline?



14

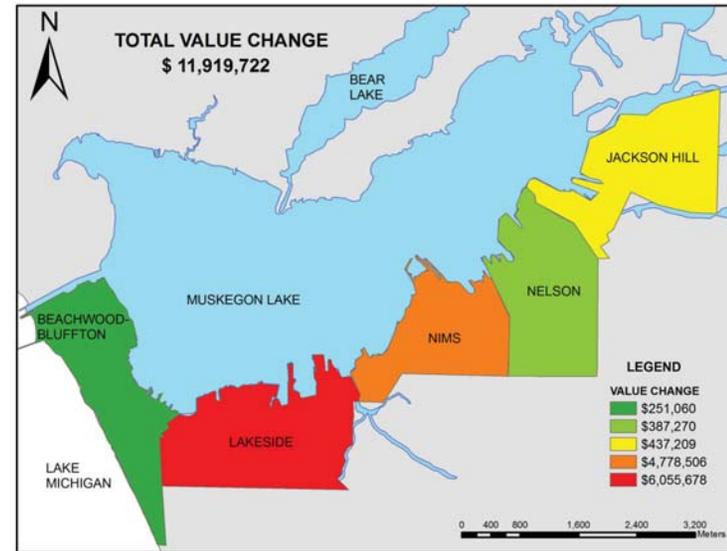
A39

16

EFFECT OF RECENT REMEDIATION

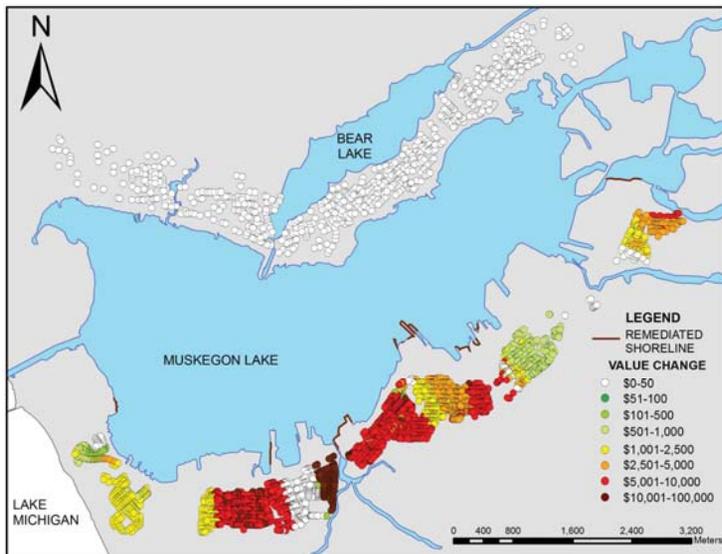
17

PREDICTED HOUSING VALUE CHANGE (USING MODEL 3)



19

Predicted Housing Value Change (Using model 3)



18

iselyp@gvsu.edu

QUESTIONS

A40

20

Residential Assets Quality Assessment

**GET YOUR
CLICKER READY!**



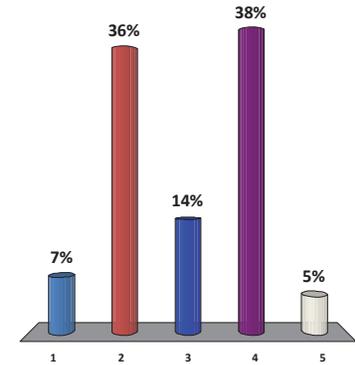
- Respond to statements regarding: **Quantity, Distribution, Accessibility, & Aesthetics.**
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- No right or wrong, just your perception.
- Opportunity for comments and questions during breakouts.

21

A variety of housing options exist to accommodate residential needs near Muskegon Lake

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

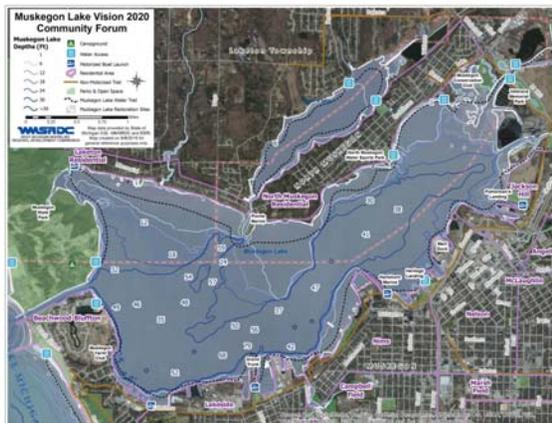
Quantity



23

Residential Assets

Definition: Residential assets are single family, multi-family, condominiums, apartments, mobile homes, rentals, senior living and all types of residential homes.



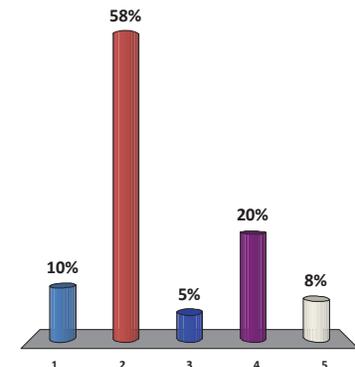
- Asset**
Quality Assessment
Four Criteria:
- Quantity
 - Distribution
 - Accessibility
 - Aesthetics

22

It is possible for people with a range of income levels to live near Muskegon Lake

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Distribution

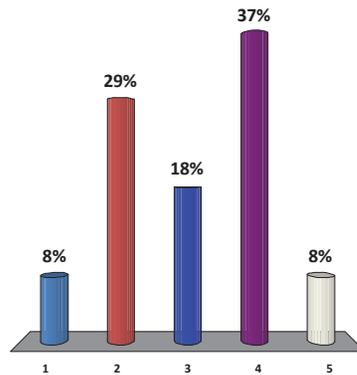


24

The proximity of residential assets to recreation, commercial, and natural space around Muskegon Lake is appropriate

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

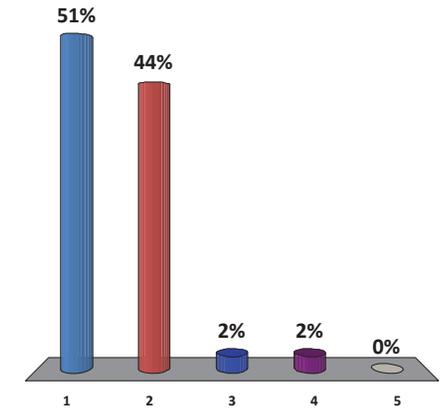
Accessibility



25

Additional recreational development around Muskegon Lake would have a positive affect on residential assets

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

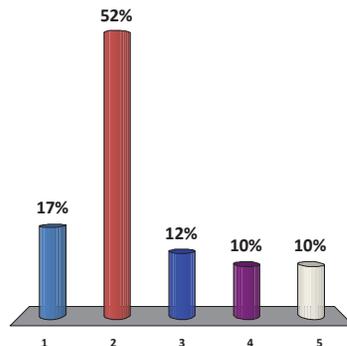


27

The residential neighborhoods around Muskegon Lake add to the aesthetics of the area

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

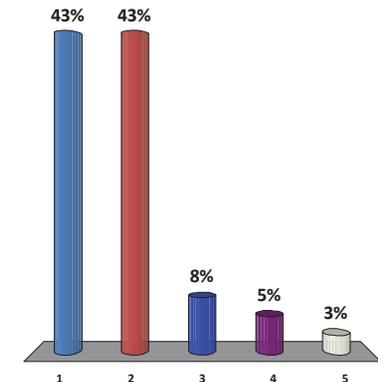
Aesthetics



26

Additional environmental related projects around Muskegon Lake would have a positive affect on residential assets

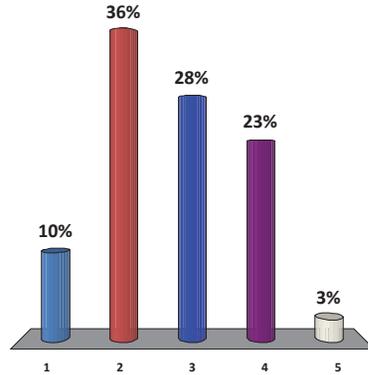
1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



28

Additional commercial and port development around Muskegon Lake would have a positive affect on residential assets

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

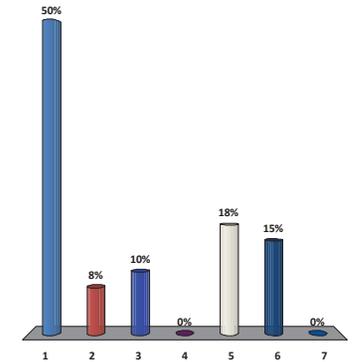


29



Demographics – Residence

1. City of Muskegon
2. City of North Muskegon
3. Laketon Township
4. Muskegon Township
5. Other Community in Muskegon County
6. Other/West Michigan
7. Other

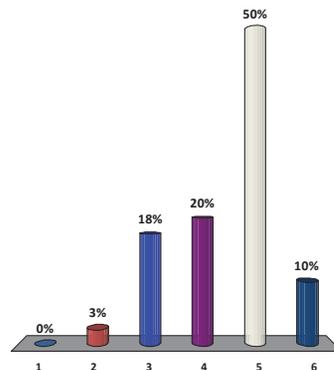


31



Demographics - Age

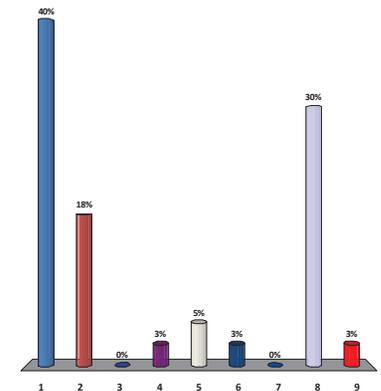
1. 12-17
2. 18-24
3. 25-34
4. 35-54
5. 55-74
6. 75 or older



30

Demographics - Employment

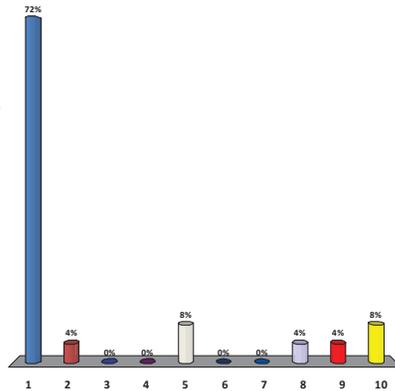
1. Employed for wages
2. Self-employed
3. Out of work and looking for work
4. Out of work but not currently looking for work
5. A homemaker
6. A student
7. Military
8. Retired
9. Unable to work



32

Demographics – Work Place

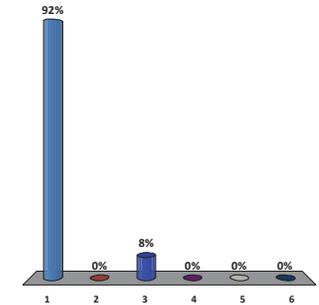
1. City of Muskegon
2. City of North Muskegon
3. Laketon Township
4. Muskegon Township
5. Other/Muskegon County
6. Newaygo County
7. Oceana County
8. Kent County
9. Ottawa County
10. Other *



33

Demographics - Ethnicity origin

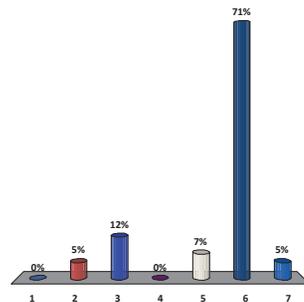
1. White
2. Hispanic or Latino
3. Black or African American
4. Native American or American Indian
5. Asian / Pacific Islander
6. Other



35

Demographics - Education

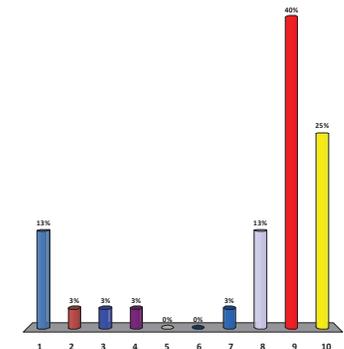
1. Some High School
2. High School or GED
3. Some College
4. Trade/Technical
5. Associates Degree
6. Bachelors or Masters
7. Professional or Doctorate



34

Demographics - Affiliation

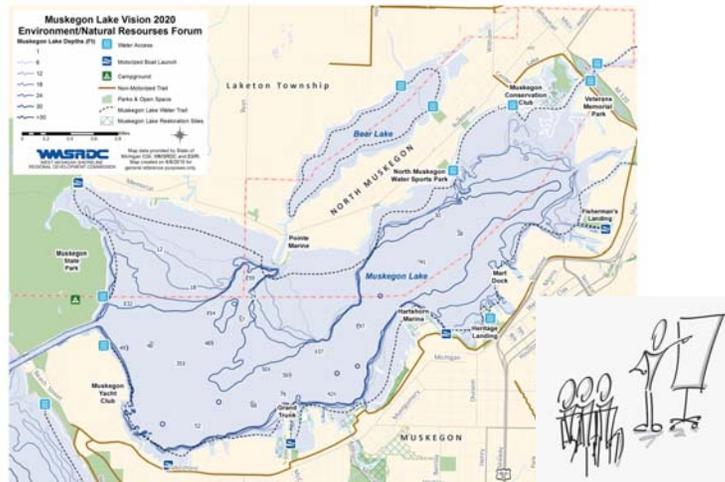
1. Business
2. Industry
3. Tourism
4. Conservation/Environment
5. Outdoor Recreation
6. Philanthropic
7. Academia
8. Shoreline Landowner
9. General Public
10. Other



36

Breakout Stations

Now, tell us what you *really* think!



37

Breakout Stations

Participants: Please count off (1,2,3,4)

- 10 minutes per station
- Listen for the Bell and rotate to the next station
- Give your perspective on Residential areas around the lake with respect to: *Quantity, Distribution, Accessibility, & Aesthetics*
- Consider: Strengths / Weaknesses
Opportunities (for improvement) / Threats
- Feel free to mark up the maps!

Keep an eye out for the Muskegon Lake Vision 2020 Report later in 2015!

PUBLIC FORUM COMMENTS

The following is a compendium of comments collected during the Muskegon Lake Vision 2020 Public Forums. Comments are organized by each forum and listed from most to least common. A number in parenthesis following a comment indicates the number of similar or closely-related comments observed.

June 10, 2015

Environment & Natural Resources Forum

Muskegon Lake's aquatic and upland habitat areas are sufficiently connected/contiguous. (Distribution)

- There are too many rocks and seawalls along the lakeshore. (8)
- The Muskegon River mouth and wetlands are not connected to the lake at M-120; it should be connected. (6)
- We need a creative development design to have both access to these areas and preserve the habitat. (6)
- We need funding to restore and reconnect aquatic and terrestrial habitats. (5)
- The resolution of the former paper mill property is taking very long and should include softening and improve the connections along the lakeshore. (4)
- We need a baseline of native organisms, fish and wildlife that are affected by fragmentation and shoreline hardening so this issue can be improved. (4)
- More education and awareness is needed for shoreline property owners regarding the lake's habitat and connectivity. MCC Environmental Science program has a class and, if asked, could possibly help educate landowners. (4)
- The future of the Consumer Energy property needs to be decided. If it is for more port/commercial uses it will be a concern for connectivity. Ashpond removal would help connect and soften the shoreline. (3)
- Phragmites is fragmenting the habitat and needs to be removed. (3)
- Shoreline access areas have dangerous debris on the lake bottom at Cottage Grove, the Jay Cee launch ramp and other public areas. People can't walk in bare feet. Public access sites need a clean lake bottom. (2)
- The state park is soft, accessible and connected to the lake. (2)
- Bear Lake's Fenner's Ditch oil is a concern for its effects on Muskegon Lake. (2)
- The celery flats near Bear Lake has a high phosphorous and could be a problem for Muskegon Lake. (2)
- Is there a local ordinance or a rule that says a percentage of shoreline property needs to be devoted to the aquatic/terrestrial connection? This might be helpful, but it is very controversial. (2)
- Is there access to the south side soft shoreline areas?
- Increase and improve emergent habitat at Cobb Plant, SAPPI, Third Street Lot, etc.
- More bike paths along shoreline between Grand Trunk and Lake Michigan are needed.
- There needs to be more aquatic and upland habitat connectivity.
- The paper mill shore needs softening.
- The east and west ends have good connectivity, but north and south need more.

- There is a lack of connected aquatic and upland habitat that also results in no access for a long expanse between Fisherman's Landing and Heritage Landing.
- The north side is okay; south side needs work.
- The Lakeshore Trail is great.
- When boats leave the Muskegon Lake Channel, they floor it and leave oil sheen.
- Continuity is needed for kayakers along the shoreline. There are a lot of changing land uses between the Lake Michigan Channel and downtown Muskegon. It is confusing and safe access points are unknown.
- There is too much development around the lake.

Muskegon Lake's natural resources sufficiently add to area's scenic beauty. (Aesthetics)

- Better access is needed to the mouth of the river and surrounding wetlands. That area should also be restored. (4)
- Improve Ryerson Creek wetlands, Pigeon Hill and Four Mile Creek. (4)
- There are major concerns about the future of the Cobb Plant and Sappi properties. How far down will they have to excavate to find good soil? What will the future uses be? What will happen to the falcons that nest on the Cobb Plant stack? (4)
- There needs to be a balance along the shoreline between industry, businesses, plants, wetlands and recreational uses. (4)
- Landowners should be educated about natural habitats, vegetation and invasive species. (4)
- The invasive species in the lake, such as phragmites, need to be cleaned up and removed. (3)
- Find a practical use for invasive species like phragmites so businesses can harvest them for profit. (3)
- The BP/Amoco properties need to be addressed and restored/cleaned.
- Muskegon Lake's natural resources are the area's scenic beauty.
- The boardwalk by the Veterans Park needs to be maintained.
- We need water views from downtown and more beautification of parks and public areas.
- Scenic beauty is a human thing. How do we get people to learn about the lake and what it needs to thrive?
- Repurpose or remove the vacant industrial lots around the shoreline.
- What do people think of the ten story Balcom Cove condos on Muskegon Lake?
- Fishing tournaments on Muskegon Lake need to be promoted because out-of-towners are surprised at how nice Muskegon is.
- City skyline planning needs to be a focus. Is there master plan for the skyline?
- Boats gun their motors at the end of the channel and this drives black to purple sand onto beach.
- Move Fisherman's Landing to better "scenic" site.
- There is a lot more access to Muskegon Lake now with the bike paths. We should have more bike paths.
- Hartshorn Marina has improved aesthetically but could still be better.
- Aesthetics are degraded by post-industrial "ruins".
- Need "picture frame" views, (i.e. Laketon and Lakeshore) cottonwood trees block view of Lake and Muskegon State Park. They should be cut down for a better view; the City of Muskegon owns land.
- Great work getting rid of the Purple Loosestrife flower.

Muskegon Lake's natural resources are accessible to residents and visitors. (Accessibility)

- There is a need for more boat launches or more published information locating launches and types. (12)
- There is a need for more public fishing access along the shoreline. (10)
- Provide more publications/education on how to access the resources for visitors (wayfinding). (7)
- Build more shoreline docks. (7)
- Provide updates and information about the Sappi and Cobb Plant properties. (5)
- More family friendly beaches are needed downtown. (5)
- It would be great to have water taxi/transportation between north and south side of lake or just between POIs. (5)
- Build more boardwalks. (4)
- Preserving fisherman's landing or moving fisherman's landing would be beneficial. (3)
- More transient boat slips/short term boat parking to allow people to go ashore to dine or shop. (3)
- Public beach on Muskegon Lake near downtown for its residence and visitors would be excellent. (3)
- Create a centralized area for charter boat fishing. (2)
- Have more activities like tubing, a kayak run, paddle boarding or kite boarding on Muskegon Lake/River. (2)
- Greater responsibility of residential and commercial development to preserve/improve lake is needed.

The abundance of natural resources in and around Muskegon Lake is sufficient. (Amount)

- When will Muskegon Lake be delisted as an area of concern? (5)
- Continue getting rid of invasive species and support of native ones. (3)
- There should be more general information for the public regarding the state of Muskegon Lake and its natural resources. (3)
- The amount of natural resources is good, but it could be better. The State Park area is wonderful.
- The lake and surrounding wetlands need more restoration and conservation. Do native species need to be restocked in the lake, if so what is the proper amounts? There don't seem to be as many fish now.
- Is there a difference between residential and industrial seawalls? How much softening or hardening is appropriate?
- More efforts are needed to keep the Asian Carp out.
- The wastewater treatment plant is incredibly beneficial.
- Many of the tributaries need to have habitat restoration as well as the main rivers and lake.
- Are there enough ordinances to protect the amount of natural resources?
- Are former industry landowners responsible for clean-up of the sites no matter if the future land use is residential or industrial?
- The natural resources provide a tax base for the City of Muskegon.

June 11, 2015

Outdoor Recreation Forum Results

The distribution (locations) of recreational assets around Muskegon Lake is appropriate. (Distribution)

- We need uniform signage to identify the access locations on Muskegon Lake. (9)
- There is no beach downtown or in the immediate vicinity to the west. (8)
- We need public boat docks to serve the Farmer's Market area. (6)
- There is limited public access to deep water shore fishing downtown. A deeper water fishing pier is needed. (5)
- We need an Aquarium for teaching and for visitors; it would be a fun rainy day and off-season destination. (5)
- We need more signage for nature education and for interpretive history to tell a story along the shoreline of Muskegon Lake. We need to explain how we can use the resources and make it part of our story to get people engaged. (4)
- The Lake Express, Milwaukee Clipper and other boats should be co-located with charters in the downtown area. (4)
- We need more restaurants with elevated lake views. Coastline Deli has the best view of the lake and people need to know that the public can go there. (3)
- Fisherman's Landing gives the impression that you are at a scrap yard; it needs to be improved or removed. (3)
- There is no way to get to the public access boardwalk at Edison Landing. (3)
- We need to enhance Lakeside to support users of the existing Lake Express dock. (2)
- The downtown core area needs a public boardwalk along the lakeshore, or spurs from Lakeshore Trail to the shoreline. (2)
- The Muskegon River Middle Branch and South Branch, near the BC Cobb Plant, should be improved for tubing and picnicking. (2)
- The Lakeshore Trail needs to be spruced up between the B.C. Cobb and Fisherman's Landing and between Cole's and BP/Former Tank Farm areas. (2)
- More playgrounds are needed along the lakeshore, there is only one and it is at Heritage Landing.
- The channel wall at the Muskegon Lake end has a nice view of Muskegon Lake.
- The Muskegon County and Laketon Township properties on the north side should be enhanced for public use.
- The Third Street lot should be developed for public uses (like a Navy Pier).
- We need a public swimming pool at the shoreline/within view of it, not on it.
- We need more restaurants with boat docks.
- We need more splash parks by Muskegon Lake.
- We need to follow up with a "conversation" and let participants build ideas and take ownership.

Muskegon Lake recreational activity provides a desirable community atmosphere. (Aesthetics)

- There is a need for more beaches and swimming areas along Muskegon Lake. (5)
- Invasive species are a major concern for Muskegon Lake's recreational opportunities. (2)
- Muskegon has an excellent group of volunteers who care and help with changes along the lake.
- There are many positives along Muskegon Lake such as: Heritage Landing, good water quality, bike and pedestrian trails and connectors, campgrounds, movies on the beach, natural beauty, great beaches, involved communities, the farmer's market, great access to river fishing and hunting, and public support of parks and recreations.

- Some of the area's weaknesses are: the paper mill restoration delays, limited access to the bike path, more areas for kids and teens, more access to downtown for boaters, more restaurants on the shore, limited access for walkers to the lakeshore, recreation sites are fragmented along the lakeshore, the lack of unique shoreline structures, and Mart Dock's property aesthetics.
- There is a need for more: festivals, community events, retail and shopping, marinas and transient boat slips, open waterfront areas, and diversity of uses for Heritage landing to draw in more people.
- More use and promotion of the Port City Princess, the Milwaukee Clipper, Heritage Landing, the Silversides, the dog park, the bike trails, and local shops and restaurants. A Muskegon Lake website would help with this.
- Open NOAA, the lighthouse, and the coast guard station to visitors.
- Develop kayak, canoe assets for people to terminate on Muskegon Lake.
- Create a Navy Pier type environment at the Third Street lot.
- MNRFT acquisition grants.
- Open the Heritage Landing bathroom facilities.
- The Paper Mill ruins needs to have more public input and be resolved sooner.
- A lack of development hurts the tax base.
- Do not overdevelop the areas around the lake; keep them as natural as possible.
- Clean up the Lakeshore Trail on the south side of the lake.
- Be careful not to let shipping traffic interfere with natural settings and wildlife.

The amounts of recreation assets on Muskegon Lake are sufficient. (Amount)

- There needs to be more rentals for boats, kayaks, and paddle boards/kite boards; also more tackle shops. (5)
- There needs to be more boat and kayak launches on the lake, and publications of their locations (4)
- More transient boat docks are needed downtown. (3)
- A large recreation area and playground are needed on Muskegon Lake. (2)
- There needs to be water taxis to transport people along or across the lake. (2)
- Increase handicap access to fishing piers and services. (2)
- Add 1,000 more boat slips (2)
- Add signage for the water trails and its access points on Muskegon Lake and rivers. (2)
- Beaches need benches, rentals and ice cream stands/shops. (2)
- Construct a bike trail through the state park north of the channel and north of Scenic Drive. (2)
- More public beaches and swimming areas are needed. (2)
- More year round attractions need to be provided.
- There needs to be more wayfinding signage for parks, trails, launches, beaches and attractions. (2)
- There needs to be more advertising of available boat slips as some go unused. (2)
- There needs to be a measure of how the lake's current assets are used.
- The public needs more information on recreational assets.
- Increase the local charter fishing businesses.

- Provide: more parking at boat launches, security at boat launches and slips, scooter rentals, heated pools, splash parks, more midsize boat launches, and more shoreline access to retail shops and restaurants.
- Begin a winter fishing festival.
- Clean up BP site and that area of the bike trail/pursue Standard Oil to clean up the park.
- Increase promotion of Muskegon Lake area to Grand Haven, Grand Rapids, Chicago, Traverse City, etc.

Muskegon Lake's recreational assets are accessible to residents and visitors. (Accessibility)

- There needs to be better publicity of lake access points and their uses (boat/kayak launches, fishing, swimming, trails, dog runs, picnic areas, natural areas, etc. (3)
- More opportunities such as increased residential areas, assisted living, retail shops, restaurants and amusement parks will lead to better access and use of the lake.
- The paper mill property should be opened on the lake side.
- There needs to be crossing signals at M-120 and Whitehall Rd.
- Provide transportation from the Lake Express Ferry to downtown.
- Create more elevated viewing at Grand Trunk for better lake viewing, with stores and dining below.
- Provide more rentals for boats, paddleboards, kiteboards, kayaks, canoes and sail boats.
- Create boat launches for larger boats (19-26') and trailers.
- Applaud city for PUD demands for public access.
- Connect north and south sides of Muskegon Channel with an elevated boardwalk.
- Look into other festivals such as the Venetian Boat festival and Lights festival.
- Address issues such as: Lakefront dining options (all meals), more parking, more transient docks downtown, water taxis for tours around the lake or transportation between the north and south shore/channel, more/better handicapped access, and more public access to the lake.

June 23, 2015

Commerce/Port Forum Results

To the extent possible, waterfront industrial and commercial assets surrounding Muskegon Lake should be concentrated in one geographic location (e.g. port shipping assets). (Distribution)

- Yes, to share infrastructure (5)
- No, because we have established business at locations and we need flexibility to maximize opportunities into the future. (2)
- The mixed use is good and should look like they fit within the environment/neighborhood. Visually stimulating aesthetics is important if it does not restrict public access to the waterfront or the lake itself. (5)
- It would be nice to view port shipping from a restaurant or other space. (4)
- Don't move any existing port/commercial business. (3)
- Mart Dock and Consumers Energy/B.C. Cobb Plant are both fine for port activities. (3)

- Incentivize existing commercial dock businesses to move to one location. (2)
- The Mart Dock has not modernized to handle containers and should stay in place. (2)
- The former paper mill is not good for heavy port activity. (2)
- A shipping museum would be nice. We could do Boat Nerd at the Coastline Deli, 7th Floor Terrace Plaza now.
- Any NEW port/industrial assets should be in one location.
- As a community, it is difficult to say what should be done because private landowners will drive it.
- Blend commercial marine, shopping and industrial port activities - same lake, not same land (Homeland Security won't allow it).
- Different types of uses should be concentrated or combined via zoning.
- Downtown could be a Lake Express location.
- How many privately owned docks are there on Muskegon Lake?
- Lake Express could move west toward Lake Michigan.
- Mixed use at the former paper mill could be a Lake Express location.
- Security around ports severely limits public access and regulations are tightening.
- The difference between heavy and light industrial and commercial makes a difference.
- The Mart Dock moves heavy commerce.
- We should rezone to allow port activities at various locations.
- Zoning currently calls for one location and could be changed if needed.

Describe the aesthetic impact of waterfront industrial and commercial development. (Aesthetics)

- Strong planned building standards are needed along the lakeshore. (3)
- Develop hotel and commercial projects near, but not directly on the beach or shoreline. (3)
- There is a need for development standards, better zoning and environmental standards. (2)
- Maintain harbor access for recreation use through commercial dredging.
- The lake is big enough to handle the development of industrial and commercial projects.
- It will increase tourism as people like to watch ships come and go.
- There is plenty of vacant land to develop.
- There is an opportunity to improve aesthetics with new development.
- Deploy industrial economic strengths to enhance lakeshore aesthetics and views.
- The night view of industry lights is appealing.
- Increased business implies success.
- An increase in development could limit visibility to the lake.
- More development would leave less room for wildlife and nature.
- The industrial sites should be less fragmented.
- Move the aggregate pile from in front of the Lake Express.
- Winter freight traffic might discourage recreation.
- An increase in the tax base would be beneficial to neighborhood programs.

- Aggregate piles need to be regulated and enforced.
- There need to be easements between buildings and shoreline.
- Keep the visibility of scrap yards, etc. from the water at a minimum.
- Pilings by sand docks should be removed.
- Poor planning could lead to conflicting uses, boating safety issues, or have an adverse effect on tourism.
- More industry could pollute the lake or introduce invasive species to the area.
- It will be important to select businesses that are good community stewards.
- The BC Cobb plant stack coming down will improve the area.

Muskegon Lake is a valuable economic resource for commerce in the Muskegon area. (Economic)

- More commerce and port activity will create new job opportunities, bring back skilled young workers, expand the industrial labor pool, and support other local business such as shops and restaurants.
- There is good access to Milwaukee, Chicago and Cleveland which would make Muskegon a part of global commerce.
- The eastern port on Muskegon Lake is very deep and there is a lack of congestion on the lake for increased activity.
- There is an ease of access to the Grand Rapids market and the local railway line will increase activity.
- There are existing skills and strengths to support port development along with vacant and unused manufacturing infrastructure to support it.
- There is a lack of investors and ideas for port utilization and many of the youth and talent have left the area.
- The public relations for port activities are lousy, and there isn't enough communication with the public.
- Government agencies can't agree on port and commerce activities.
- The short shipping season due to winter and the present road infrastructure are problems.
- There is a lack of container shipping capabilities.
- There are many opportunities for collaboration and partnerships between jurisdictions, businesses and local agencies and communities.
- There is an opportunity to recycle aggregate materials.
- Expansion of commerce will draw more businesses and help Muskegon expand.
- Commercial use of the ports would be a positive step towards improving Muskegon's image and attitudes.
- There are opportunities such as: aquatic farming, a public aquarium, a large sports chain such as Bass Pro Shop, and the expansion of local restaurants, services and retail shops.
- There are concerns that with the growth of port and commerce along Muskegon Lake that recreational opportunities will suffer, the environment will deteriorate, there will be an increase in negative attitudes toward Muskegon and local citizens will not support it.
- There is a culture of negativity towards the development of business and industry on the lake. Commercial expansion conflicts with some visions for a 'new' Muskegon.
- There is a lingering negativity towards Muskegon's future; we are our own worst enemy towards opportunities.

The quantity of waterfront industrial and commercial assets surrounding Muskegon Lake is appropriate. (Quantity)

- Public Perception. (4)
- The Cobb Plant port is valuable because of the deep water port, rail access and available land. (2)

- The lakeshore has multi modal access near port activities. (2)
- Industrial and commercial assets can lead to job creation, high tech manufacturing and other mixed uses, but we must not compromise on the safety of the environment or area quality of life. (2)
- Other assets are fresh, deep water access for ports, versatile uses, and close proximity to Cleveland and Milwaukee.
- The area suffers from a lack of: funding/support, collaboration across the spectrum of government and private agencies, unloading facilities for shipping containers, an ability to get products out (transportation network), diversity of participation, rail and truck staging areas for loading and unloading, a port organization structure, refrigerated storage, transient slips, and a general lack of vision for around the lakeshore (Sappi, BC Cobb, etc.).
- The younger generation does not view Muskegon Lake as an asset.
- There needs to be an increase in: international commerce, green infrastructure, a public viewing terminal, clean up opportunities for brownfield sites, closed sites and blighted areas and transportation between the north and south shores of the lake (water taxis).
- There needs to be an acknowledgement of visions from leaderships and developers outside of the region.
- Create ship tracking and location systems for public to be able to follow ships throughout the Great Lakes.
- The Cobb Plant could be used as a container facility or agricultural processing facility.
- Care must be taken not to remove natural features or damage the shoreline habitat.
- Loss of tonnage threshold to dredge channel.
- The mindset of government officials and zoning issues/restrictions could be a hindrance to expansion.
- There is a lack of investors.
- There isn't enough volume to sustain shipping operations.
- There is a general attitude of 'not in my back yard' among locals.

June 24, 2015

Residential Forum Results

The proximity of residential assets (areas) to access recreation, commercial, and natural space around Muskegon Lake is appropriate. (Distribution)

- We need to maintain views of the lake for existing residential areas. (3)
- Access and signage to Lakeshore Trail need improvement. (2)
- The bike trail is very good to have near residents, but it needs more spurs to access the main trail. (2)
- Gated communities can block views, eliminate trails and public access. (2)
- Need signage/wayfinding for kayak access to Muskegon Lake. (2)
- New shoreline residential development should include bike paths and spurs and improved non-motorized access. (2)
- Public access areas need to be publicized more. (2)
- Public access should not be just launching boats. (2)
- Beaches could be developed at Custer Park in North Muskegon and somewhere on the south side.
- Boat Nerd could be used at Coastline Deli and/or at other public or private lake viewing spaces.
- Coastline Deli should have a sunset dinner.

- Create an elevated walkway and bike path at the State Park from South Campground to Channel.
- Creatively develop "high rise" residential areas to maintain views of the lake.
- Downtown is not easy to access from Lakeshore Trail.
- Elevated views are good for residents and build a sense of place. (e.g. tower with restaurant)
- Improve Hartshorn Marina and further develop amenities in the immediate/surrounding area.
- Keep Lakeshore Trail on the lake and make it continuous from Lake Michigan to Downtown.
- Looking forward to a more softened, green shoreline with lake views. It will be important for development of all uses, especially for the south shoreline.
- More recreation and view opportunities will draw more people to visit and live here.
- Muskegon Harbor Towne beach has improved, but has it increased its use?
- Grocery stores are needed on south and north sides in residential areas.
- A new municipal marina is needed downtown. Hartshorn Municipal Marina seems too far from downtown.
- Renovation of old factories is a good, high end residential opportunity with ties to Muskegon history.
- Some communities have non-motorized accessible overpasses. (e.g. Shoreline Drive/Lakeshore Trail)
- The bike path and shoreline green space is important and helps maintain lake views.
- The bike trail is not easy to access by hikers.
- The Lakeshore Trail is more recreational and not suitable for transportation. It does not access amenities.
- The residential areas need better pedestrian access across Shoreline Drive.
- There needs to be ways to get neighborhoods down to the lake.
- We have a bike path, but how many people use it and should we invest in it if people are not using it?

The residential neighborhoods around Muskegon Lake add to the aesthetics of the area. (Aesthetics)

- There is a pride in ownership of lake front property. (3)
- There is a necessity for new housing opportunities (2)
- Bike Trail, neighborhood associations, owner occupied housing, and the clean environment are all advantages.
- Harbor town is great.
- Removing Sappi will increase the sense of pride on the south side.
- Lack of internet, old housing, Amazon landscaping, and limited access to the bike trail could all be improved.
- Walkability
- There is a lack of small grocery stores, pharmacies, and medical/dental offices around the lake.
- Restaurants and small businesses are doing well near the lakeshore.
- There are too many dumpy looking closed buildings. They should be torn down.
- The improvement of road surfaces would be excellent.
- Mart Dock, Amaco, Michigan Steel, and the Sappi properties could be great opportunities for improvement.
- Redevelop Bluffton School.
- There is currently not enough housing diversity; more housing opportunities are needed.
- Renovate the existing industrial buildings, warehouses and old houses.

- More building standards in condo developments are needed.
- Take care of existing structures and enforce building maintenance standards.
- The community is not able/willing to pay Muskegon Lake residential prices.
- More rental properties are needed.
- Muskegon has a shrinking middle class right now.
- Run-off of fertilizer and insecticides are a danger to the lake and local environment.
- The railroad overpass is an eyesore.
- Invasive species along the lakeshore are a problem.
- There is a threat of dissatisfaction with rental properties.

A variety of housing options exist to accommodate residential needs near Muskegon Lake. (Quality)

- There are limited options in downtown Muskegon for "empty nesters".
- There needs to be less subsidized housing.
- No options for 20-30 year olds with student debt loads, and there is little access to grocery stores.
- The area is lacking good internet linkage and fiber optic connectivity; this is critical to future residential development.
- Seasonal housing on or near Muskegon Lakeshore is a weakness.
- Create a formal extension of Western Ave where it dead-ends behind Cole's Bakery and connect it to Lakeshore Dr.
- Resolve the Shaw Walker complex problem.
- Affordable senior residential options with decks, balconies, and green space/elevators are needed.
- More market rate high-end housing options would improve the tax base.
- Plan for housing needs of 2080, rather than planning based on 1980s standards.
- Encourage remodeling and upgrades of existing homes (for people 35-55).
- Develop downtown with more boating access.
- Soften and beautify the Western Ave/Franklin/Michigan corners - Clip Shaw Walker trailer lot.
- Balcom's Cove should be for 50 year old and over residents only.
- Enforce city codes to reduce "eye - sores" that some Muskegon Lake neighborhoods have.

The amounts of residential properties on Muskegon Lake are sufficient. (Amount)

- Concern over changing character of neighborhoods based on investments.
- Consolidate similar uses along the lakeshore.
- Currently costs are lower than other areas.
- Developments should be aesthetically pleasing and codes should be enforced.
- Don't say no to one type of development because of past bad choices (Balcom's Cove)
- Don't want to price out the locals.
- Housing options needed for all sectors - low income, timeshare, seniors, young professionals, and single family homes.
- Lakefront housing mix will need to evolve over time.

- More market rate housing is needed and heavy industry should be moved off the lake.
- Property tax cost increases due to development.
- Range of incomes available because of size of houses in lakeside.
- Rental properties near the lake must be kept up.
- There should be more senior housing development opportunities along the lake.
- There is no balance in housing; the City of Muskegon is biased against higher priced properties.
- Will the City's zoning go along for higher density development?

PUBLIC REVIEW PERIOD COMMENTS

January 2016

Comments from Public Review Period

Received 1/16/16

The Muskegon sportfishing community has invested decades of donated money and volunteer labor to transform Fishermans Landing and Campground from a failing city-operated facility to arguably the finest sportfishing and tournament fishing site on Lake Michigan, as confirmed by the Bass Anglers Sportsman's Society, the Professional Walleye Tour, and other organizations.

It is estimated that Fishermans Landing and Campground now contributes 5.5 million dollars annually to the local economy.

Since its inception, it has been necessary to protect it from private developers on two occasions, requiring the Michigan United Conservation Clubs to come to its defense. This has caused the Michigan Anglers Association and the greater sportfishing community to become paranoid about its future. In brief, relocating the facility to the Hartshorn/Lakeside area is unacceptable to the sportfishing community. It has been pointed out that the current location has a deep water channel not necessary for recreational craft but appealing to the Verplank aggregate operation, and it would be advisable to move the facility to the adjacent Verplank property and use the current site for aggregate storage.

Given the aforementioned history, the sportfishing community (and the requirements of the federal Land and Water Trust Fund) would require much more than a land swap, but rather a carefully designed turn-key facility at least comparable to the existing site.