



Outside the charming lakeside village of Saugatuck, the Roan & Black art gallery, along with the adjacent Pennyroyal Café, is an oasis for the mind, body and your Electric Vehicle.

Tell me about your journey to offering EV charging.

"I love technology!" beams Doug with smiling eyes that even a face mask can't hide. When Doug saw that Audi was releasing its e-Tron SUV, he knew it was the right choice for him. "I'm an Audi guy. To me, the e-Tron is an Audi that happens to be electric." Being an early adopter, he understood the issues of range anxiety, so, he decided to do something about it. Roan & Black applied for a Consumers Energy PowerMIDrive public charger rebate, a grant from the Michigan Department of Environment, Great Lakes, and Energy (EGLE), then worked with ChargePoint installer Westside Solutions to install the chargers just off the I-196 expressway. Adding the Pennyroyal Provisions Café where travelers could get a bite to eat and a coffee while their cars charged helped complete the picture. "Offering EV charging was the right thing to do," says Doug, "and it's part of our business model."

What has been the reaction from the EV community?

"It is amazing the number of people who have never been to Saugatuck before, until they stopped to charge their electric vehicle. They are amazed the charging stations are in sculpture gardens vs the middle of a big box parking lot," said John. With DC Fast Chargers (DCFCs) and Level 2 Chargers, any EV or plug-in hybrid can charge using a ChargePoint account. For Tesla owners, an adapter for the DCFCs is available during store hours. A Nissan LEAF pulled in to charge during our visit and the owner quipped "What a great spot to charge!"

Tell us about your partnership with the Consumers Energy Powermidrive Program.

Roan & Black were the first charging station in the area, so it was a bit of a learning curve. Doug said, "The Consumers Energy PowerMIDrive team as well as Westside Solutions were great to work with."



Station Host Profile

Roan & Black

John Newland & Doug McIntosh

Location

3315 Blue Star Highway
Saugatuck, MI

EV Charging

2 ChargePoint DCFCs
2 ChargePoint Level 2s

Amenities

Furniture & Art Gallery
Sculpture Garden
Café – Eat In/Take Out
Outdoor Sitting Areas
Restrooms
Adjacent to Bike Path





Tell me about your encounters with EV drivers?

As an EV enthusiast himself, Doug gets EV drivers and loves to chat, so don't be surprised if he personally comes out to greet you. "There was a couple here recently with a new Ford Mustang Mach-E and they specifically wanted to come charge here first." Doug loves to see all the EVs charging and to meet the owners. Installing the chargers has been a win-win-win for EV drivers, the business and the environment.



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