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MEMORANDUM

To: Village of Ravenna Planning Commission
From: Kevin Yeomans
Date: 10/17/2025
Re: Comprehensive Review of Existing Master Plan

As the Village of Ravenna Planning Commission (the "Planning Commission") prepares to review and update the Village of Ravenna Master Plan (the "Master Plan") we seek your feedback and direction on the following items:

1. Proposed Structure for updated Master Plan.
2. Fresh Coast Planning's Comprehensive Review Findings.
3. Master Plan Project Plan
4. Community Survey Content

Review of these matters has been scheduled for your October 28, 2025 meeting.

1. Proposed Structure of updated Master Plan

As we work with the Planning Commission we seek to meet the following goals:

- A. Capture and communicate the desired future vision for land use within the Village of Ravenna.
- B. Simplify the language and structure of the Master Plan so that it can be easily used and understood by the Planning Commission, Developers, and Members of the Community.
- C. Meet all legal requirements of the Michigan Planning Enabling Act (the "MPEA")

Based on our review of the existing Master Plan, the Village of Ravenna Zoning Ordinance, and our experience, we are recommending the below high-level structure for the updated Master Plan. As we review community feedback and develop the Master Plan, at the Planning Commission's direction, this structure may evolve.

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Resolution of Adoption

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Chapter 4: Downtown Land Use Policy

Chapter 5: Commercial Land Use Policy

Chapter 6: Industrial Land Use Policy

Chapter 7: Recreational Facilities, the Environment, and Natural Resources Policy

Chapter 8: Utilities and Facilities Policy

Chapter 9: Transportation Policy

Chapter 10: Implementation

Master Plan Map

Appendix

The introduction will contain a preface speaking to the legal requirements and purpose of the master plan, a brief community description, a brief description on how to use the Master Plan, overarching goals for the Master Plan, and definitions for terms used throughout the Master Plan.

The Community Preferences chapter will contain a summary and other findings gained from a community survey and any community workshops held by the Village.

Chapters 3 through 9 will contain an intent and purpose statement, general description of appropriate land uses, long term goals for each type of land use, and short-term recommendations for actions that can be taken by the Planning Commission and Village Council.

Chapter 10 will contain the Master Plan Map (a.k.a. Future Land Use Map) and other directions on how the Master Plan will be implemented.

The Appendix will contain informative maps, such as soils map, public ownership map, wetlands map, water and sewer map, etc.. It will also contain more detailed demographic reports, survey feedback, and community workshop feedback.

2. Comprehensive Review Findings

Overall, the existing Master Plan appears to be outdated in terms of meeting updated requirements of the MPEA and the language used within the plan. However, there appear to be many goals and objectives that may be consistent with the desired future land use goals of the Village. Below we have provided a list of the items we anticipate will be included in the updated Master Plan

Items Identified to be included in updated Master Plan

The following items have been identified to be included in the updated Master Plan. We seek the Planning Commission's direction on whether you agree with including the following items. For this review we are seeking high-level feedback, such as yes this goal should be included, so that we can create a framework to build the updated Master Plan from. A more detailed review of the text will be completed by the Planning Commission once we have received community feedback.

Chapter 1

Residential Land Uses and Other Village Improvements

Goal 1 – Keep, but combine with other goals and objectives to more effectively preserve the small town character of the Village.

Objectives

1. Keep – Move to Downtown Chapter
2. Remove – We recommend removing this from the Master Plan and including street and sidewalk improvements in a more detailed capital improvement plan.
3. Keep – Move portions to Residential Chapter, Recreational Chapter, and Downtown Chapter
4. Keep – Include as recommendations in the Residential Chapter, Commercial Chapter, Industrial Chapter, and Downtown Chapter.
5. Keep – Move to residential chapter.

6. Keep – Move to Recreation Chapter and Transportation Chapter
7. Keep – Move to Commercial Chapter, Industrial Chapter, and Downtown Chapter
8. Keep – Move to Residential Chapter
9. Remove the northwest side of the Village is already zoned to R-3 and R-4.

Goal 2 – Remove the goal is overly general and should be covered more specifically in goals and recommendations for each type of land use.

Objectives

1. Keep – move to Transportation Chapter
2. Remove – the objective is overly general and should be covered more specifically in goals and recommendations for each type of land use.
3. Remove – Enforcement and administration of the Zoning Ordinance is a crucial component to realizing the future land use goals of the Master Plan. However, we are already working with Village Council, Legal Counsel and Building Inspectors to administer and enforce the Zoning Ordinance and building code. Broadly stating that increased enforcement is needed may not be appropriate to include in the Master Plan.
4. Keep – Move Residential Chapter
5. Keep – Move to Downtown Chapter
6. Keep – Move to Downtown Chapter
7. Keep – Move to Downtown Chapter

Goal 3 – Keep – Move to Residential Chapter

Objectives

1. Remove
2. Remove

Commercial Land Uses

Goal 1 – Keep – Move to Commercial Chapter and Downtown Chapter

Objectives

1. Keep – Move to Downtown Chapter
2. Remove – address this through goals and recommendations in the recreation and transportation chapters.
3. Keep – Include in various chapters where appropriate.
4. Keep – Move to Commercial Chapter
5. Remove – when considering whether or not to buy property we would recommend the council refer to goals and recommendation in the updated master plan
6. Remove – the DDA has already been established with these goals and is more appropriate to include in their documents.
7. Remove
8. Keep – include various chapters where coordination with outside stakeholders is important.

Goal 2 – Remove – Its our understanding that more of a focus should be placed on enhancing existing commercial areas.

Objectives

1. Remove – the department is now know as the Michigan Department of Transportation. Additionally, determining which roads to improve, how to improve them, and how to obtain funding may be more appropriate to be included in a capital improvement plan.
2. Keep – Move to overarching goals which speak to the importance of coordinating with the Township.

3. Remove – This is traditionally a responsibility of a chamber or commerce, tourism bureau, and/or DDA, not the local governing body.

Industrial Land Uses

Goal 1 – Remove, but develop goals and recommendations that speak to allowing light industrial and discouraging heavy industrial.

Objectives

1. Remove – this will be accomplished through the creation of the Master Plan and Master Plan Map. As such it does not need to be stated as a separate objective.
2. Remove – It's our understanding the promoting Industrial growth in the Village is not a top priority. Further, it may not be necessary to provide economic incentives to promote commercial/industrial growth. These decisions should be made on a case by case basis.
3. Keep – Move to Industrial Chapter
4. Remove – We will be working with the Planning Commission, other contractors, staff, and the Village Council to ensure that a comprehensive site plan review is conducted for all applications received. Further, if there are concerns, we would recommend creating action items that are more specific to site development requirements contained in the Zoning Ordinance (such as review of buffer zones).
5. Keep – Move to Industrial Chapter
6. Remove – should be covered in the Utilities and Facilities chapter
7. Remove – should be covered in the Utilities and Facilities chapter
8. Remove – tax incentives should be considered on a case-by-case basis, if a project meets the goals of the Master Plan the Village Council may provide tax incentives. It's unnecessary to include in the Master Plan.
9. Remove – similar reasoning as why we recommend removing language for tax incentives.

Goal 2 – Remove – marketing local businesses is a duty usually prescribed to a Chamber of Commerce and/or DDA.

Objectives

1. Keep – but combine with other language which speaks to coordination with other governmental agencies and stakeholders.
2. Remove
3. Remove
4. Remove
5. Keep – Move to Transportation Chapter

Utility Services

Goal 1 – Keep – Move to Utilities Chapter

Objectives

1. Remove – should be captured in utilizes' capital improvement plan goals in master plan should be more general.
2. Remove – should be captured in utilizes' capital improvement plan goals in master plan should be more general.
3. Remove – should be captured in utilizes' capital improvement plan goals in master plan should be more general.
4. Keep – Move to Residential Chapter
5. Undetermined – Is this still an objective of the Village?
6. Undetermined – Is this still an objective of the Village?

7. Remove – These types of goals should be included in a capital improvement plan for the sewer system, if necessary.

Parks and Other Recreation Uses

Goal 1 – Keep – move to recreational facilities chapter

Objectives

1. Keep – move to recreational facilities chapter
2. Remove – Recreational grants through the Michigan Department of Natural Resources (the “DNR”) are highly competitive. We recommend first developing goals for recreation before creating a plan specifically designed to meet the requirements of the DNR.
3. Remove – We recommend leaving Master Plan recreational goals general, with more specific goals created through the development of a recreation plan.
4. Remove – It is our understanding that the updated goal may focus more on the enhancement of existing parks, rather than the development of more parks.
5. Keep – move to recreational facilities chapter.
6. Keep – move to recreational facilities chapter.

Other Goals

1. Remove – this goal is too broad and does not provide clear intent.
2. Remove – The Planning Commission is tasked with this goal. If necessary the Planning Commission or Village Council can create subcommittees to develop plans for specific improvements (i.e. Parks and Recreation Committee).
3. Remove – This does not appear to be clearly related to future land use goals.
4. Keep – Move to overarching goals which speak to the importance of coordinating with the Township.
5. Remove – This may be more appropriate to include in other development plans (i.e. Parks and Recreation Plan, Capital Improvement Plan).
6. Remove – A community foundation can be beneficial in creating improvements within a community. However, we would caution against the Village Council leading this initiative.
7. Remove – State Law requires the Master Plan to be reviewed every five years. This goal does not need to be included separately.
8. Remove – The Village and Township already have a coordinated area for potential future industrial uses.

Chapter 2

The Village and its Location: This text will be referenced as we create a community description to be included in the introduction chapter.

Current Land Uses: This text will be referenced as we create a community description to be included in the introduction chapter.

Community and Public Services: This text will be referenced as we create a community description to be included in the introduction chapter.

Muskegon County Sheriff's Department: This text will be referenced as we create a community description to be included in the introduction chapter.

Public Works Services – Public Water System and Sanitary Sewer System: This text will be reviewed and updated for inclusion in the Utilities and Transportation Chapters.

Fire Protection: This text will be referenced as we create a community description to be included in the introduction chapter.

Schools: This text will be reviewed and updated as we create a community description to be included in the introduction chapter.

Libraries and Museums: This text will be reviewed and updated as we create a community description to be included in the introduction chapter.

Recreation Areas: This text will be reviewed and updated for inclusion in the Recreation Chapter

Public Street System: This text will be reviewed and updated for inclusion in the Transportation Chapter.

Population Characteristics: This information will be included and u[dated as part of our demographic report.

Other Current Information: This text will reviewed and updated for inclusion in the community description.

Chapter 3

Future Land Uses: Much of this text will be replaced with updated language in the implementation chapter.

Land Use Considerations Reflected in the Plan: Much of this text will be replaced with updated goals and recommendations for each land use classification.

Future Land Use Categories: We will work with the Planning Commission to develop more descriptive land use classification descriptions. Land Use Classification descriptions will be designed to help provide a clearer picture of what the Village is intended to look like/ develop into.

Chapter 4

This text will be replaced with updated language to be included in the implementation chapter. Further, the MPEA will require the development of tables and other information that is not included in the existing Master Plan.

Master Plan Map: We will work with The Planning Commission to develop an updated Master Plan Map. The existing map will be referenced during the update process.

3. Master Plan Project Plan

Below we have provided a general outline of the steps we will take with the Planning Commission

- A. Community Feedback
- B. Review of Master Plan Map and Land Use Classifications
- C. Chapter by Chapter Review of Master Plan
- D. Legal Counsel Review of Master Plan
- E. Council Review of Master Plan
- F. Distribution of Master Plan
- G. Adoption of Master Plan

4. Community Survey Content

A draft copy of the proposed Master Plan Community Feedback Survey has been attached for the Planning Commission's review. This has been provided to give you time to review the survey between the October 2025 meeting and November 2025 meeting. Our intent is to review the draft survey in more detail at your November 2025 meeting.

Kevin Yeomans
Planner

Attachments

CC: Steve Dodson, Village President
Emily Carrigan, Village Clerk
Geoff Nelson, DPW Supervisor