Village of Ravenna
Planning Commission Regular Meeting
Tuesday, August 25, 2026, 7:00 pm

1. **Call to Order; Roll Call of Commissioners**
2. **Pledge of Allegiance**
3. **Approval of Minutes: July 28, 2026, Meeting**
4. **Approval of Agenda**
5. **Business Items**
    a. **Master Plan**
6. **Public Comments**
7. **Correspondence**
8. **Reports to the Commission**
9. **Commissioner Comments**
10. **Adjournment**

Planning Commission Members

Ken R Patterson, Chairperson (Term exp.: 01/01/27)
Jacob Bonthuis, Vice Chairperson (Term exp: 01/01/29)
Laura Peterson, Secretary (Term exp.: 01/01/28)
Jim Bronnekant (Ex officio)
John Straub (Ex officio)
Michael Peterson (Term exp.: 01/01/27)
Fred Averill (Term exp.: 01/01/28)
Chris Fortier (Term exp.: 01/01/2029)
Vacant (Term exp: 01/01/27)

Zoning Administrator – Kevin Yeomans

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MEMORANDUM

To: Village of Ravenna Planning Commission
From: Kevin Yeomans
Date: 8/20/2026
Re: Master Plan Review – Industrial, Recreation and the Environment

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Attached is the first draft of chapters 7 & 8 of the Master Plan. We seek the Planning Commission's review, feedback, and questions on all items.

- Chapter 7: Industrial Policy: Provides overall goals for industrial land uses in the Village and provides recommended actions for the Village to take to meet these goals.
    - This chapter includes designations designed to differentiate between light and heavy industrial. These designations will be highly important in reviewing special land uses and determining which light industrial uses may be appropriate in commercial areas.
- Chapter 8: Recreational and Environmental Policy. Provides overall goals for the recreation, protection of the natural environment, and how recreation and the natural environment may be connected. It's important to note that the goals and recommendations in the master plan are intended to be broad, with more specific recreation plans being created through the development of a recreation plan.

The Planning Commission previously reviewed the following chapters.

- Chapter 1: Introduction
- Chapter 2: Community Preferences
- Chapter 3: Agricultural Goals
- Chapter 4: Residential Policy
- Chapter 5: Commercial Policy
- Chapter 6: Downtown Policy

We will be prepared to go over the draft chapters in more detail at your August 25, 2026, meeting. If you have any questions before then please let us know.

Kevin Yeomans
Planner

Attachments

cc: Emily Carrigan, Village Clerk

Chapter 7: Industrial Policy

Purpose

Due to constraints in land availability, public utility capacities, and regional transportation access, the Village of Ravenna adopts a targeted approach to industrial land use. The intent of this policy is to sustain established local operations, accommodate low-impact light industrial growth, and discourage heavy industrial development that could overburden municipal infrastructure or community resources.

Industrial Designations

Light Industrial

The Light Industrial designation accommodates clean, low-intensity manufacturing, processing, assembly, warehousing, and technology operations that take place entirely within enclosed structures. Characterized by attractive architecture, minimal outdoor storage, and controlled traffic generation, Light Industrial produces virtually no off-site noise, dust, vibration, or odor.

Because of these low-impact characteristics, Light Industrial functions as a compatible neighbor to commercial districts. Uses like craft beverage production, specialized food processing, agricultural research labs, artisan trades, and boutique assembly operate harmoniously alongside commercial corridors—sharing access roads, fostering daytime economic activity, and integrating into pedestrian-friendly business environments without disrupting retail trade or visitor experiences.

Heavy Industrial

The Heavy Industrial designation applies to high-intensity operations involving raw material extraction, chemical processing, large-scale metal fabrication, outdoor processing, and heavy equipment storage. These uses inherently produce significant off-site impacts, including heavy truck traffic, elevated noise levels, potential environmental hazards, and visual disruption.

Unlike Light Industrial, Heavy Industrial uses are fundamentally incompatible with commercial and residential districts. They require complete spatial isolation, dedicated freight corridors, heavy utility capacities, and extensive physical buffering to prevent property devaluation, safety hazards, and land-use conflicts.

Goals

- Support light industrial developments that complement local farming, including agricultural processing, cold storage, packaging, craft beverage manufacturing, and value-added food production.
- Promote clean, light industrial uses that diversify the local economy and strengthen the municipal tax base without compromising quality of life.
- Direct new industrial growth toward the reuse, infill, or redevelopment of existing underutilized sites before converting undeveloped greenfield lands.
- Ensure that industrial development occurs in such a way that protects the small-town visual character of the community.

- Require industrial growth to locate where existing public water, sanitary sewer, and transportation networks have adequate capacity to support demand.
- Ensure that capital costs for utility expansions, system upgrades, or road repairs required by new industrial operations are borne by the developer rather than existing taxpayers or utility ratepayers.
- Discourage heavy industrial uses that generate excessive traffic, pollution, or oversized demands on public utilities and natural resources.

Land Use Classification

Industrial

The Industrial classification accommodates manufacturing, agricultural processing, warehousing, and specialized trade facilities that require dedicated site footprints and utility infrastructure. Situated in the southeast quadrant of the Village along the B-35 corridor, these lands capitalize on proximity to existing public sanitary sewer and key transportation routes. This designation ensures appropriate spatial separation and buffering between higher-intensity operations and noise-sensitive residential or commercial districts.

Recommendations

- Update Zoning Ordinance provisions for site plan review, outdoor storage, screening setbacks, dark-sky compliant lighting, and off-street parking/loading to eliminate off-site nuisances.
- Consider adopting design and landscaping guidelines for industrial properties to ensure new construction aligns with Ravenna's small-town visual character.
- Review industrial land uses to clarify by-right versus special land uses, ensuring higher-impact operations receive rigorous discretionary review.
- Review industrial land uses to clarify light industrial versus heavy industrial and further clarify which light industrial uses may be appropriate in commercial areas.
- Enact zoning standards requiring new industrial developments to have direct frontage on or designated access to All-Season roads.
- Consider adopting a dedicated municipal truck route ordinance to steer heavy freight traffic onto designated arterial roads and away from residential neighborhoods and downtown Ravenna.
- Coordinate with the Public Works Department to map, budget, and schedule water, sanitary sewer, stormwater, and road capacity upgrades supporting targeted industrial growth within the Capital Improvement Program.
- Coordinate with Ravenna Township to align zoning, future land use, and utility extension policies for industrial land along shared village borders.
- Maintain active partnerships with the local Chamber of Commerce, Muskegon County economic development organizations, and regional agencies to retain local companies, foster entrepreneurship, and attract compatible light industrial investments.

Chapter 8: Recreational & Environmental Policy

Purpose

The Village of Ravenna cherishes its distinct small-town identity and deep connection to the natural environment. The purpose of this chapter is to establish a clear strategy for expanding year-round recreational opportunities, safeguarding unique landscapes, and stewarding the ecological resources that sustain Ravenna's rural heritage, local economy, and quality of life.

Goals

- Preserve, expand, and link Ravenna's recreational assets and natural features.
- Enhance recreational opportunities throughout the Village.
- Maximize the connection between the Musketawa Trail and Ravenna's Downtown area.
- Maintain and enhance non-motorized pathways throughout the Village.
- Enhance low-impact public access to Crockery Creek.
- Preserve wetlands, mature tree canopies, and open spaces to maintain a balance between Village growth and natural ecosystems.
- Require new residential and commercial developments to build direct links to existing and planned non-motorized pathway networks.
- Require new development proposals to demonstrate the protection of local natural resources, watershed drainage, and wildlife habitats during site plan review.
- Require new land developments to incorporate usable recreation areas, parks, or protected natural space.

Land Use Classifications

Recreation

The Recreation classification is established to protect publicly accessible open spaces, active recreation facilities, and natural leisure areas. Designed to evolve alongside shifting community priorities, this designation ensures flexible, multi-generational recreational opportunities. This classification encompasses Conklin Park and is intended to safeguard all current and future municipal parklands for permanent public use and enjoyment.

Natural Preservation Overlay (NPO)

The Natural Preservation Overlay is designated to safeguard sensitive ecological features, protect Ravenna's rural character, and support low-impact public recreation along the Crockery Creek corridor. Delineated by the 100-year floodplain and associated wetland systems, this overlay prioritizes water quality, flood storage, and riparian habitat conservation. While passive recreation (such as non-motorized trails, boardwalks, and kayak launches) is encouraged, any site development within this corridor must incorporate natural resource preservation, native buffer protection, and minimal land disturbance.

Recommendations

- Draft and adopt a municipal overlay zoning district for the Crockery Creek corridor to protect riparian buffers, control stormwater runoff, preserve native soils, and restrict detrimental site clearing.
- Consider amending the zoning ordinance to require new residential and commercial developments to set aside dedicated usable open space, parkland, or direct non-motorized trail easements.
- Review and, if necessary, update site plan review standards to ensure adequate environmental controls, emphasizing native landscaping, erosion control, and tree canopy retention.
- Consider developing designated bike lanes, sidewalks, and multi-use paths linking neighborhoods directly to downtown Ravenna, local parks, and schools, incorporating safe pedestrian crossings along major corridors (Main St., Mortimer St., and Heights Ravenna Rd.).
- Establish a multi-year CIP schedule to budget for routine maintenance, surface repaving, equipment replacement, and security enhancements across all village-owned recreational assets.
- Investigate the integration of year-round capabilities into existing and planned facilities, such as covered multi-use pavilions, winter trail staging areas, and designated space for outdoor ice skating.
- Conduct an annual review of the Parks and Recreation Plan to track implementation progress, reprioritize projects, and maintain compliance for state grant eligibility.
- Coordinate with Ravenna Township, Muskegon County Parks, the MDNR, and local organizations (such as the Friends of the Musketawa Trail) to coordinate regional connectivity, share maintenance resources, and joint-apply for grant funding.

202X Master Plan

Planning Commission

Ken R Patterson – Chair

Jacob Bonthuis – Vice-Chair

Laura Peterson – Secretary

Jim Bronnekant

John Straub

Michael Peterson

Fred Averill

Village Council

Jim Bronnekant – President

Steve Dodson – President Pro Tem

Gary Marsman

John Straub

Harold Woodward

With Assistance By:

Fresh Coast Planning

Village of Ravenna
12090 Crockery Creek Dr.
Ravenna, MI 49451

Placeholder: Resolution of Adoption

Placeholder: Table of Contents

INTRODUCTION & COMMUNITY PROFILE

Preface

In accordance with the Michigan Planning Enabling Act, Act 33 of 2008, as amended, this Master Plan was created to serve as a guide for development within the Village of Ravenna. The Master Plan is a policy tool used by village officials to coordinate growth and to serve as the basis for zoning. It guides the location and future arrangement of agricultural, residential, commercial, industrial and recreational areas. These locations must consider a multitude of factors such as utilities, existing land use, physical characteristics of the land, traffic volumes, traffic routes, and environmental limitations.

The Michigan Planning Enabling Act specifically provides villages the authority to prepare and officially adopt a Master Plan. The Master Plan functions as an official advisory policy statement for the orderly and efficient use of land. The Master Plan provides the coordination of land uses with other land uses, streets, and other necessary public infrastructure. The Master Plan also provides the legal and logical basis for local zoning, subdivision design, public improvement plans, and for facilitating and guiding the work of the Planning Commission and Village Council. It is also a means of communicating with surrounding communities, private organizations, and individuals about how they need to relate their future development plans and building projects to the official plans of the Village.

Despite its purpose as a policy document, it is important to recognize that the Master Plan is general in scope. It is not always intended to establish the precise boundaries of land use areas or exact locations of future uses. Rather, the Master Plan is an organized approach to analyzing development issues and proposing strategies to address these issues. Its function is to guide growth, providing a framework to ensure that future detailed decisions can be made based on a community-wide perspective. Given that the needs and desires of the community change over time, the Master Plan must be regularly reviewed and periodically updated. The Master Plan projects more than twenty years into the future and must be revisited at least every five years to ensure its legitimacy.

Community

Established in 1922, the Village of Ravenna has traditionally been a rural agriculture community. With rail service being discontinued in 1989 and the Village's distance from major transportation routes, along with other factors, the Village has not faced a significant amount of development pressure. However, with the continued growth in Ottawa County and the Muskegon area, along with other economic factors impacting housing prices, the Village may see more requests for residential development.

The Village of Ravenna is approximately 1.2 square miles in area. The Village is surrounded by the Township of Ravenna. The Village contains two parks (Thatcher Park, Conklin Park), portions of Corckery Creek, a historic downtown, and portions of the Musketawa Trail. Within the downtown area residents and visitors have access to a grocery store, convenience store, post office, doctors' offices, restaurants, and some retail and other services.

That is to say that while the Village faces challenges in encouraging growth within the community, it also has many strengths and opportunities it can capitalize on.

Physical and environmental conditions establish limitations on how some areas of the Village will develop. The physical and environmental makeup of the Village influences the population, housing, economic, and labor force composition of the community. Given potential future efforts to convert farmland to residential properties and accompanying demands for additional infrastructure, the Village will need to balance these demands with the priority of preserving the natural environment. The Master Plan must therefore establish future residential, commercial, industrial, agricultural, and recreational areas within the Village in order to adequately address the needs of the community as a whole and prevent incompatible uses.

How to Use this Plan

For each land use or attribute chapter, the Master Plan provides a purpose statement, general description of appropriate uses, goals, and recommendations which are the basis for future development. The purpose statement, general description, goals, and recommendations are designed as follows:

- Purpose – Provides a general introduction and purpose statement for each chapter.
- Goals – Identifies the goals in list format for ease of use when reviewing land use and zoning ordinance amendment proposals.
- Land Use Classifications- Where appropriate, descriptions of future Land Use Classifications have been included in this section. Land Use Classifications are general descriptions of the intended future land uses for each Classification.
- Recommendations – Provides recommendations on how the Village may help promote and create the desired future state of land uses.

Vision Statement and Key Pillars

The vision statement is intended to act as guiding star that establishes a high-level purpose and meaning for the Master Plan. The key pillars are intended to further focus the vision statement into actionable themes and core priorities. Both the vision statement and key pillars act as reference points for the creation of more specific goals and recommendations throughout the Master Plan.

Vision Statement:

> Growing with Purpose: Ravenna aspires to be a thriving community where rural heritage meets future opportunity. We are dedicated to fostering commercial growth and housing diversity, paired with the diligent stewardship of our public infrastructure. Our mission is to enhance the small-town character and expand outdoor spaces that make Ravenna a proud, lifelong home for families and young adults.

Key Pillars:

- Economic Vitality: Expanding commercial business and local job markets to ensure long-term fiscal health.
- Infrastructure Excellence: Proactively maintaining and modernizing the backbone of our community.
- Active Living: Investing in the parks, trails, and outdoor spaces that define our landscape.
- Residential Diversity: Creating a "housing for all" approach to welcome a variety of lifestyles and income levels.
- Heritage Preservation: Protecting the "feel" of the town even as the footprint grows.

- Generational Appeal: Ensuring the community remains the first choice for both the youth starting their careers and families putting down roots.

Definition of Terms

Given the value of preserving agricultural and natural areas to the Ravenna Township community, the following terms are recognized as defined below, in order to streamline the content of the Master Plan.

- Rural Character – is the physical, natural, and cultural identity of the Village, defined by a distinct sense of place where the built environment coexists harmoniously with the natural landscape. It is characterized by a compact, historic, and walkable village core that transitions gently into surrounding agricultural lands, open spaces, woodlands, and wetlands. Rural character is maintained through low-density residential areas outside the village center, a lack of suburban-style commercial sprawl, preserved scenic views, dark night skies, low ambient noise, and a slow-paced, community-oriented lifestyle rooted in the Village's seasonal and agricultural heritage.

- Open Space – is recognized as areas of land unoccupied by buildings, structures, or other man-made features, that are preserved to be unoccupied by buildings, structures, or other man-made features within a project. Open Space is not intended to include displays of art or other cultural features, bridges, signage, utilities, and other essential service structures.

Chapter 2: Community Demographics Preferences

Purpose

The intent of a master plan is to identify the community's preferences for future land development within that community and provide a framework for such future development. Given this the Village of Ravenna conducted a community survey and an in-person community workshop to gather feedback and direction from the community. In addition to the survey and workshop the Village gathered and reviewed data from the United Census Bureau. A summary of the results is provided below. A full copy of the results is included in the appendix.

Demographics

From 2010 to 2020 the Village of Ravena saw a 7.3% increase in population growth. As the Village reviews and develops land use strategies, you may want to consider the availability of new housing and the price range for an affordable house in Ravenna.

Similar to Egelston Township, Crockery Township, and the City of Coopersville, the Village of Ravenna continues to grow at a quicker pace than many of the more rural areas surrounding the community. As the Village grows, young residents appear drawn to the community to start their families. The average family size has grown from 3.16 in the year 2000 to 3.65 in 2020. While median ages have steadily grown across all communities in the area, the Village of Ravenna (36.7) has remained the 3rd lowest of all communities surveyed, following the City of Coopersville (33.9) and Egleston Township (36).

In order to sustain the current growth rate over the next ten years at least 38 housing units would need to be created. It appears that the average home value in Ravenna is comparable to the affordable home price, which results in the most affordable home price within the surrounding communities. It should be noted that, due to its size, the Village has limited space for expansion, which may result in decreased housing construction and increased housing costs.

Poverty levels in the Village of Ravenna are similar to the surrounding Muskegon County communities, while levels in Ottawa County are lower. Employment levels are similar to those in the surrounding area; however, median income in the Village is the second lowest of the surrounding communities. With rising prices nationally, this may cause some hardship for area residents; however, this is also evidence of the affordability of living in Ravenna. Education rates are slightly higher than in many of the surrounding communities, and generally similar to Muskegon County's and the State of Michigan.

Survey

Residents are generally satisfied with life in the Village. There is support for slow, steady residential growth and a strong preference for increased commercial development. Industrial growth also appears to have moderate support. Any future growth should be managed to preserve the Village's small-town character, including the protection of natural areas and nearby farmland.

Residential development should continue to focus primarily on single-family homes, though respondents are also open to duplexes, townhomes, and limited apartment options. The need for senior housing should be factored into future land-use policies.

While support exists for commercial and industrial expansion, additional community input will be important in determining the appropriate scale, location, and type of future development.

Respondents also identified several broader priorities, including improved walkability, enhanced access to public recreation, and the availability of essential public services such as water, sewer, and emergency response.

Workshop

TBD

Chapter 3: Agricultural Policy

Purpose

There is limited land within the Village which is suitable for commercial agricultural purposes. However, both direct employment in agriculture and employment in agricultural support industries remains an important part of the Village's economy. Further, in surrounding lands within the Township of Ravenna there remains large lots containing Prime Farmland Soils, which are suitable for commercial agricultural purposes. It is the intent of the Village of Ravenna to direct future development in such a way that non-agricultural development is compatible with surrounding agricultural uses.

Goals

- Ensure non-agricultural development within the Village is compatible with agricultural uses within the Township of Ravenna.
- Encourage the development and continuation of commercial and industrial uses that support the agricultural industry.
- Encourage the development and continuation of retail uses that utilize local agricultural products.

Land Use Classifications

Development within the Village is intended to be of a residential, commercial, and industrial nature. As such, there is no land use classification for agricultural uses.

Recommendations

- Coordinate with Township of Ravenna and surrounding property owners to identify lands for future residential, commercial, or industrial uses and inclusion in the Village of Ravenna.

Chapter 4: Residential Policy

Purpose

The primary intent and purpose of residential land uses is to provide people with a range of residential living styles that provide individuals and families with the opportunity to live in a way that meets their needs and wants in a manner that is safe, affordable, and enhances a sense of community.

Goals

- Maintain the predominantly single-family residential identity and historic scale of the village.
- Require new residential development to complement and harmonize with surrounding agricultural lands, natural features, and the village's rural aesthetic.
- Maximize the preservation of open spaces, wildlife habitats, and natural recreational corridors during the development process.
- Ensure properties are maintained so as to protect public health, safety, and overall community aesthetics.
- Facilitate a diverse range of housing types and price points to accommodate residents at all stages of life and income levels.
- Encourage creative and varied residential architectural designs that avoid monotonous subdivision styling.
- Locate new residential developments to ensure the logical, efficient, and orderly expansion of existing public utilities.
- Require developers to absorb the costs of public utility expansions and infrastructure improvements necessitated by their projects.
- Promote creative neighborhood layouts that integrate pedestrian paths, sidewalks, bike trails, parks, and dedicated open spaces to improve overall community desirability.

Land Use Classifications

Low Density Residential

Lands within this classification are intended for a mix of single-family and two-family residential housing types. Additionally, these lands should be walkable and be adequately served by roads, sidewalks, public water, and sanitary sewer.

Medium Density Residential

Lands within this classification are intended to accommodate multi-family dwellings of not more than four dwelling units each, at moderate building density. Areas included in this district may be in the vicinity of single-family and two-family neighborhoods, but they will be situated so as to avoid adverse effects upon or incompatibility with single family neighborhoods. Additionally, these lands should be walkable and be adequately served by roads, sidewalks, public water, and sanitary sewer.

High Density Residential

Lands within this classification are intended to accommodate multi-family dwellings of five or more dwelling units each or mobile home parks. These lands are intended to be served by roads, sidewalks, public water, and sanitary sewer.

Recommendations

- Adopt a comprehensive subdivision control ordinance to regulate the development of plats and site condominiums.
- Periodically review and amend the Zoning Ordinance, ensuring residential regulations align with Master Plan goals.
- Develop property maintenance standards to protect public health, safety, and overall community aesthetics.
- Consider amending the zoning ordinance to permit and regulate accessory dwellings units to support multi-generational living and flexible housing options.
- Consider amending the zoning ordinance to permit and regulate cottage courts and alternative high-quality housing types in the appropriate districts.
- Implement regulations requiring new developments to preserve open space, mature vegetation, and existing natural features.
- Consider developing provisions requiring or heavily prioritizing native plant species in development landscaping plans.
- Enact residential lighting standards to mitigate light pollution and preserve the night sky.
- Implement design guidelines for single-family developments to ensure meaningful architectural variety between adjacent dwellings.
- Establish architectural and design standards for two-family and multi-family housing to ensure compatibility with village character.
- Update landscaping, buffering, and site lighting requirements specifically for multi-family uses.
- Mandate the installation of underground utilities for all new residential developments.

Chapter 5: Commercial Policy

Purpose

The purpose of this chapter is to align land use policies with the community's economic realities and aspirations. It provides a roadmap for fostering a resilient local economy by encouraging businesses that directly support our agricultural and forestry heritage, advance the skilled trades, and provide meaningful local employment. This chapter seeks to diversify the commercial sector, ensure the long-term viability of commercial lands, and reduce the need for residents to travel outside the community for essential goods and services.

Goals

- Develop uses which provide essential goods and services ensuring residents' needs are met locally.
- Promote uses, such as boutique retail, dining, and entertainment, which draws area residents to visit Ravenna.
- Promote the development of locally owned businesses.
- Encourage the development of businesses which support local hiring.
- Support the development of businesses which service the agricultural sector.
- Support businesses that offer diverse opportunities for advanced skilled labor (knowledge-based or skilled trades).
- Cultivate the development of businesses which support diversifying the local economy.
- Ensure uses within commercial areas are compatible with nearby residential land uses.

Land Use Classifications

Commercial / Light Industrial

Lands within this classification are intended for a mix of office, retail, restaurant, and uses that supply goods and services. Additionally, some light industrial uses which are compatible with the surrounding residential character of the Village.

Light industrial uses in this classification should create limited noise, fumes, glare, or other off-site impacts. They should be located near major thoroughfares that can support the traffic that is likely to be generated by these uses.

Uses within this classification may be more auto-centric than within the Downtown Classification.

Downtown

See Chapter 6.

Recommendations

- Consolidate existing commercial districts outside of the downtown area into one district that provides flexibility for different commercial and light industrial uses, and which also prioritizes infill within the downtown area.

- Coordinate with the public works department to develop a capital improvement plan for the repair, expansion, and enhancement of roads, sidewalks, pedestrian crossings, and public parking within commercial areas to support business growth.
- Mandate the installation of underground utilities for all new developments.
- Conduct a comprehensive review of the Zoning Ordinance, specifically targeting provisions for site plan review, landscaping, screening, outdoor storage, setbacks, parking and loadings, to ensure new commercial growth aligns with the Village's development goals.
- Update signage regulations to ensure regulations are consistent with the intended character of the Village.
- Enact commercial lighting standards to mitigate light pollution, prevent glare on adjacent properties, and preserve the night sky.
- Evaluate and refine architectural design guidelines, ensuring they are minimum necessary to protect public health, safety, welfare, and the distinct visual character of the Village without creating undue burdens on small businesses.
- Amend site plan review requirements to mandate that new commercial developments provide safe, direct infrastructure connections to existing or planned non-motorized pathways.
- Review, and if necessary, update standards for the maintenance and upkeep of commercial properties.
- Update the recreation plan to prioritize trail-to-town connectivity with the Musketawa Trail.
- Maintain active, ongoing partnerships with the Chamber of Commerce, county/regional economic development agencies, and local business associations to support entrepreneurship, facilitate business retention, and attract target commercial investments.

Chapter 6: Downtown Ravenna

Purpose

To sustain the historic downtown as a walkable, vibrant economic hub and community gathering space by implementing policies that protect our rural heritage, championing compact infill development to prevent outward commercial sprawl.

Goals

- Attract a viable, diverse, and complementary mix of retail, dining, professional services, and entertainment uses to establish the downtown as a multi-purpose regional destination.
- Promote mixed-use development, particularly integrating upper-story residential spaces above ground-floor retail, to enhance district vitality and support local merchants.
- Preserve, restore, and enhance the unique historical architectural character and traditional small-town aesthetic of the downtown area.
- Create a safe, walkable, and highly connected district by prioritizing pedestrian infrastructure, traffic calming, and non-motorized pathways.
- Provide for adequate, safe, and convenient parking.
- Foster an inviting environment that positions the downtown as the primary social, cultural, and civic gathering space for the community.

Land Use Classification

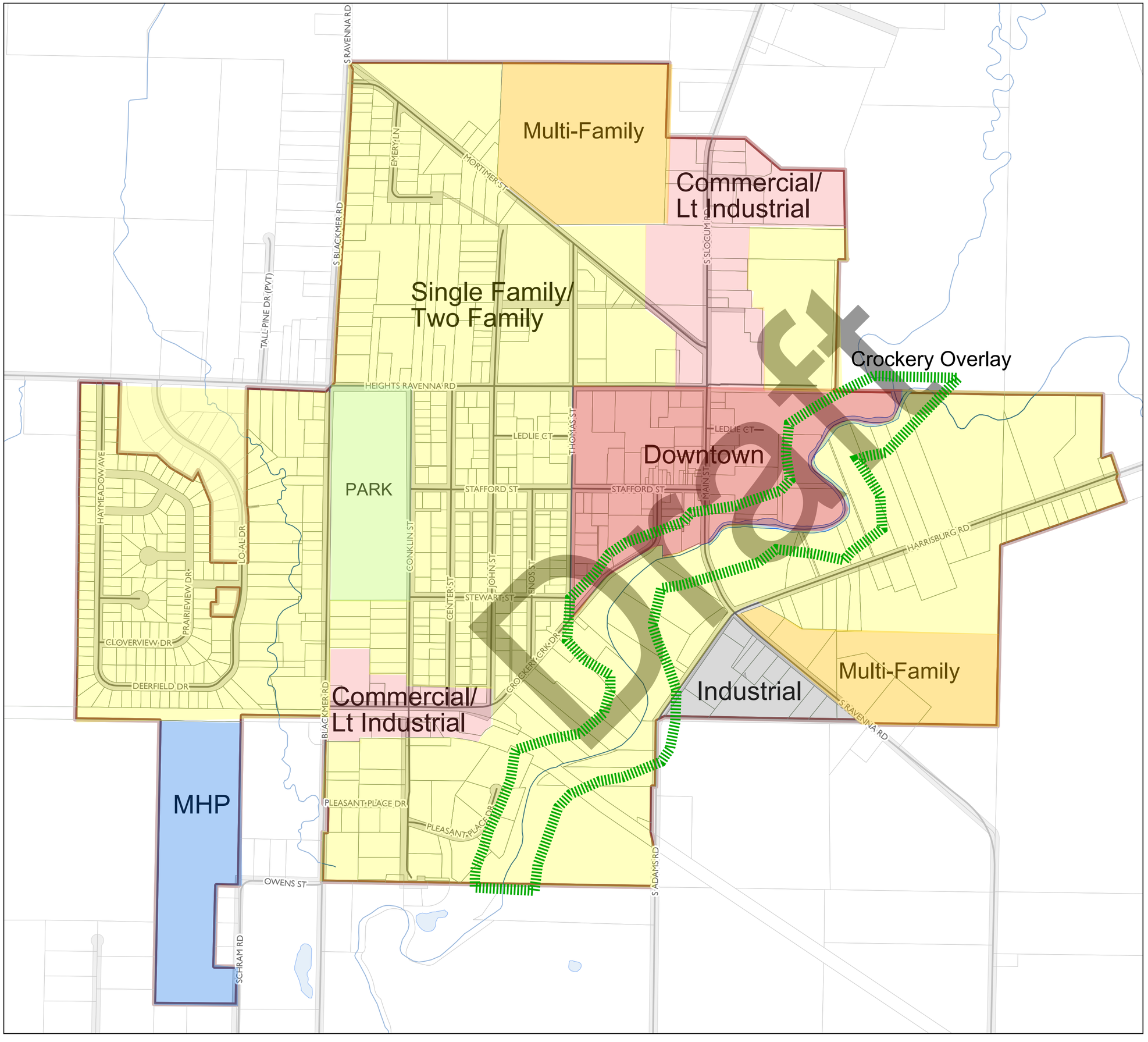
Downtown

The Downtown classification is intended to preserve, enhance, and reinforce the traditional, historic center of the community. This district serves as the civic, social, and economic heart of the Village. The primary goal of this classification is to maintain a compact, high-density, and walkable "Main Street" environment. Permitted uses include higher density residential, local retail, dining, professional services, and civic spaces. Development guidelines within this classification emphasize pedestrian safety, historic preservation, and architectural designs that reflect the community's rural heritage, discouraging auto-oriented strip development.

Recommendations

- Establish a Downtown Zoning District or Overlay District to manage the historic core's unique commercial and residential mix, ensuring alignment with village-wide future land use objectives
- Develop a plan to improve and maintain directional, informational, and welcome signs throughout the Village to ensure safe, enjoyable, and easy to understand signage is accessible to residents and visitors.
- Leverage regional tourism by creating direct, non-motorized infrastructure links between downtown businesses and local natural assets or trail networks (like the Musketawa Trail).
- Develop a lighting plan that enhances the safety and character of the downtown area. Lighting should be designed in a matter that is dark skies friendly.

- Coordinate with the public works department to develop a capital improvement plan for the repair, expansion, and enhancement of roads, sidewalks, pedestrian crossings, public parking, and streetscapes to support business growth and enhance the Village's rural aesthetic.
- Conduct a comprehensive review of the Zoning Ordinance, specifically targeting provisions for site plan review, landscaping, screening, outdoor storage, setbacks, parking and loadings, to ensure new commercial growth aligns with the Village's intended rural aesthetic.
- Establish architectural guidelines which encourage the rehabilitation of historic structures and ensure new construction complements the intended rural aesthetic.
- Amend parking ordinances to introduce shared-parking frameworks, reduce excessive off-street minimums, and maximize the efficiency of existing public parking infrastructure.
- Update the recreation plan to include the development of flexible public spaces that host community events and gatherings.
- Coordinate with local civic organizations, schools, and the Chamber of Commerce to program year-round events that draw residents downtown and foster community pride.



DRAFT
Village of Ravenna
General Reference Map

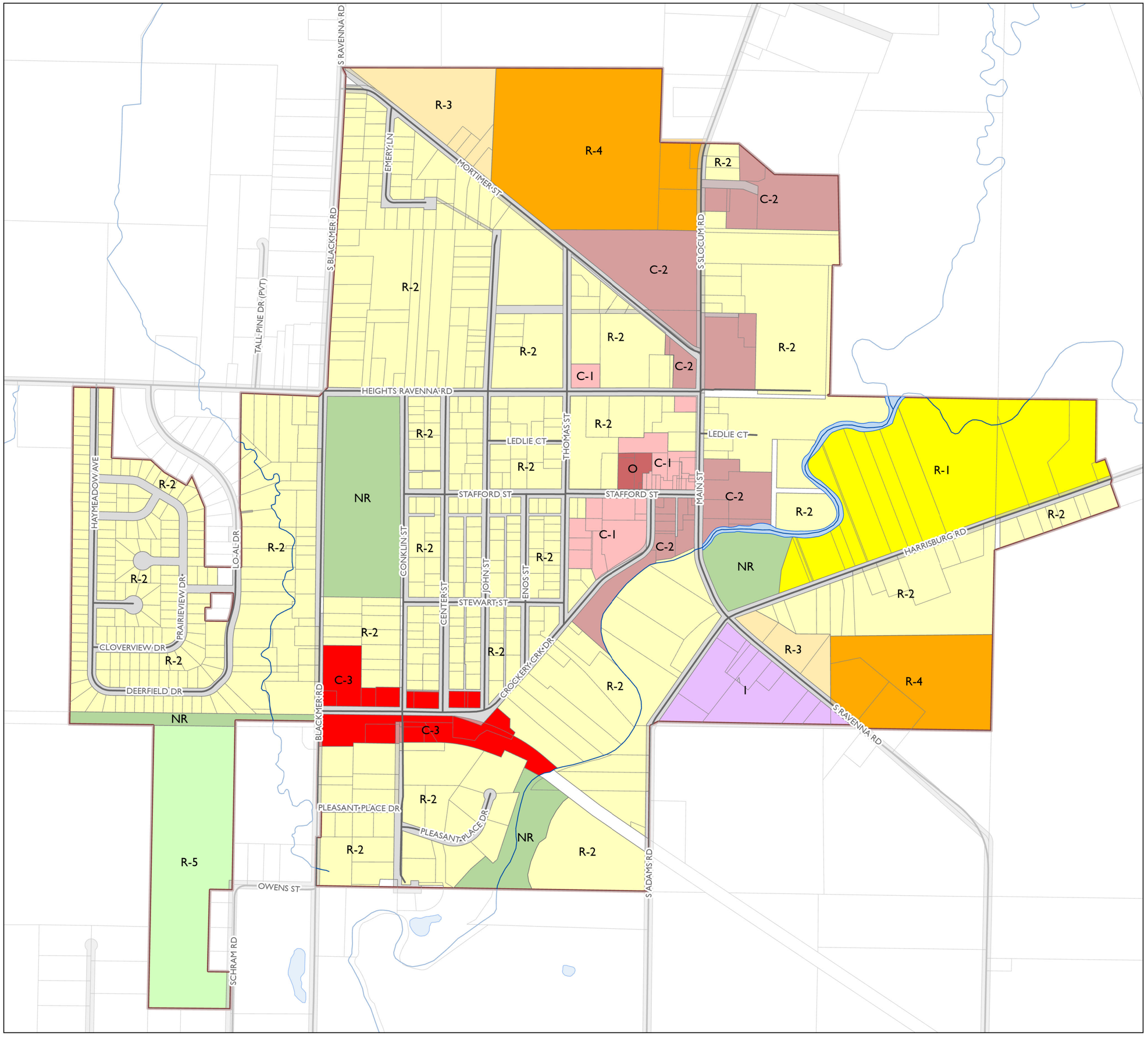
For Internal Use
and Markup Only

Map Features
- Municipalities
- Rivers and Streams
- Street Centerline
- Lakes
- Parcels
- Easements
- Right of Way
- Parcels

0 0.1 0.2 0.3
Miles

Map by Muskegon County GIS
1903 Marquette Ave, Suite A203
Muskegon, MI 49442
www.muskegoncountygis.org
Map data from Muskegon County GIS
Zoning information from the
Village of Ravenna
Projection: State Plane, NAD 1983
Michigan South Zone, International Feet
Printed: 12/1/2025

Path: O:\GIS\Projects\43_Village_Ravenna\Master Plan\Ravenna_Village_MstPlan_and_Zoning\Ravenna_Village_MstPlan_and_Zoning.aprx



DRAFT
Village of Ravenna
Zoning Map

Updated May 19, 2021
With Revisions through
January 29, 2026

Map Features

Zoning Code and Description

- R-1: Single Family Residential
- R-2: Single and Two Family Residential
- R-3: Moderate Density MultiFamily Residential
- R-4: High Density Multiple Family Residential
- R-5: Manufactured Housing Community
- C-1: Central Business
- C-2: Community Business
- C-3: General Business
- O: Office
- I: Industrial
- NR: Natural Resources
- Rivers and Streams
- Street Centerline
- Lakes
- Parcels
- Municipalities
- Right of Way
- Parcels

0 0.1 0.2
Miles

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1903 Marquette Ave, Suite A203
Muskegon, MI 49442
www.muskegoncountygis.org
Map data from Muskegon County GIS
Zoning information from the
Village of Ravenna
Projection: State Plane, NAD 1983
Michigan South Zone, International Feet
Printed: 2/6/2026

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