

Ravenna Township 2026 MASTER PLAN

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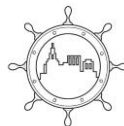
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With Assistance By:



Fresh Coast Planning

Ravenna Township – 3770 Blackmer Road

Ravenna – Michigan – 49451

Muskegon County

Placeholder: Resolution of Adoption

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INTRODUCTION & COMMUNITY PROFILE

Preface

In accordance with the Michigan Planning Enabling Act, Act 33 of 2008 (“MPEA”), as amended, this Master Plan was created to serve as a guide for development within Ravenna Township. The fundamental purpose of the Master Plan is to enable the Township Planning Commission to establish a future direction for the Township’s future development. The Master Plan is a policy tool used by township officials to coordinate growth and to serve as the basis for zoning. It guides the location and future arrangement of agricultural, industrial, residential, commercial, and recreational areas. These locations must consider a multitude of factors such as utilities, existing land use, physical characteristics of the land, traffic volumes and traffic routes, as well as environmental limitations.

The MPEA specifically provides townships 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, with streets, and with other necessary public infrastructure. The Master Plan also provides the legal and logical basis for local zoning, subdivision design, and public improvement plans, and for facilitating and guiding the work of the Planning Commission and Township Board. It is also a means of communicating to 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 Township.

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.

As part of preparing this plan the Township sought feedback from the Village of Ravenna and other adjacent communities.

Community

Founded in 1849, Ravenna Township has traditionally been a rural agriculture community. With rail service being discontinued in 1989 and the Township’s distance from major transportation routes, along with other factors, the Township has not faced a significant amount of development pressure. However, with the continued growth in Ottawa County and the City of Muskegon area, along with other economic factors impacting housing prices, the Township may see more request for residential development.

Ravenna Township is approximately 36.4 square miles in area, with approximately 36.2 square miles of land and 0.2 square miles of water. The Township surrounds the Village of Ravenna, which is located in the northeast of the Township.

Additionally, much of the land in Ravenna Township is considered to have Prime Farmland soil. A relatively small portion of the Township is not considered to have prime farmland soils. Areas that are not considered prime farmland are typically located near the Crockery Creek Watershed and/or areas characterized by steep slopes.

Based on feedback received from a community input survey, respondents identified the preservation of natural areas and farmland as a top priority. It also appears that respondents are supportive of the current rate of residential development within the Township, with single-family neighborhoods being the preferred method of residential development. However, as previously stated the preservation of natural areas and farmland is a clear priority. As such, the Township may want to review strategies that would cluster residential development near existing densely populated areas.

Physical and environmental conditions establish limitations on how some areas of the Township will develop. The physical and environmental makeup of the Township 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 Township 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 township 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 Statement – Identifies the purpose and intent of the land use classification or community attribute.
- General Description of Appropriate Uses – Provides examples of uses that may be appropriate within each land use classification.
- Goals – Identifies the goals in list format for ease of use when reviewing land use and zoning ordinance amendment proposals.
- Recommendations – Provides recommendations on how the Township may help promote and create the desired future state of the land use as identified in the Purpose Statement.

General Goals and Objectives of Land Use Policy in Ravenna Township

The listed items below are the overarching goals and objectives of future land use development within the Township. They are intended as a way to tie the individual land use classifications and community attributes together and are used as part of the foundation for the creation of other content within this plan.

- Develop policies and regulations designed to coordinate development with the protection of the natural and rural assets of the community.
- Develop policies and regulations designed to encourage the concentration of development.
- Coordinate with surrounding communities to develop public safety services, as needed.
- Ensure natural areas are protected to provide safe recreational opportunities and protect natural habitats.
- Protect and preserve the lands most suitable for farming in the Township for agricultural use.

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Definition of Terms

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

- *Rural Character* – is recognized as the natural features of the earth that minimize the visual exposure of buildings, structures, or other man-made features and which create scenic character. It is also recognized as the natural features of the earth that provide environmental buffers and/or habitat that is characteristic of the Township. Features are found to include:
 - Woods, woodlots, forest areas, and trees
 - Wetlands
 - Natural vegetation
 - Wildlife habitat
 - Natural field areas
 - Scenic vistas

Rural Character also includes farmland, which is recognized as part of the natural features that are organized and managed by people.

- *Open Space* – is recognized as areas of land unoccupied by buildings, structures, or other man-made features, which 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; or grade level features such as ponds.
- *Prime Farmland* - is land with the best physical and chemical traits for producing food, feed, fiber, forage, and oilseed crops economically, requiring minimal inputs and causing least environmental harm, possessing good soil, adequate moisture/growing season, and favorable conditions like permeability and acidity. It's land that's suitable and available for farming, not urbanized or water, and can be cropland, pasture, or forest. A Prime Farmland Soils map is included in the community mapping section of this plan.

CHAPTER ONE: COMMUNITY DEMOGRAPHICS AND PREFERENCES

In addition to feedback from adjacent communities, the Planning Commission considered demographic trends for the Township and surrounding communities, existing and forecasted housing demands, and results from a community feedback survey conducted by the Township.

A summary of the findings are provided below. More detailed reports are included within the Appendix of this plan.

Demographics

From 2010 to 2020, Ravenna Township saw a smaller population growth rate than the surrounding area. The smaller growth rate may, in part, be due to a lack of housing availability.

From 2010 to 2020 Ravenna Township saw an approximate 0.7% increase in available housing units. With the average housing growth rate for the surrounding community being 4.5%. This slower than average growth may be due, in part, to availability of land and personal preference. For example, during the same time period, the Village of Ravenna saw an approximate 6.5% growth in available housing units.

An apparent result of these trends appears to be an aging population and rising housing costs within the Township.

Housing Demand

As mentioned above, the availability of housing appears to be an issue for the Township. Given this, the Township has included goals within the Agricultural and Residential chapters of this plan which are intended to increase land available for housing, in balance with the goal of protecting and preserving prime farmland.

Community Feedback

In preparing this plan the Township sought feedback from property owners and residents through a community survey. The following community priorities were established based on the results of the survey.

- Preservation of Natural Areas, Farmland, and Rural Character
- Improved condition of roads
- Development of affordable single-family housing

Given this, the Township included goals throughout this plan which are intended to achieve these community priorities.

CHAPTER TWO: AGRICULTURAL POLICY

Purpose Statement

The primary intent and purpose of the Agricultural Land Use Classification is to protect prime agricultural areas based on farming best practices and farming operations. Farmland and farming operations play a key role in the economy and heritage of the Township and are relied upon to feed our community, State, and Country both now and for future generations. The suitability of land for farming should be a key factor in determining which areas are appropriate for inclusion in the agricultural land use classification.

The secondary intent and purpose of the Agricultural Land Use classification is to protect and preserve Open Space and the Rural Character of the community.

General Description of Appropriate Land Uses

The primary or principal uses intended for Agricultural lands are cropland, pastureland, rangeland, forest land, and other similar uses. Any other uses within agricultural lands should be designed to promote and facilitate the primary intended uses. Further, any non-farm use should be located and designed so as to protect Farmland and the rural character of these lands.

The Township recognizes that agritourism is a growing trend and neither encourages nor discourages these types of uses.

Goals

- Encourage the continuation of agriculture and agricultural related activities and to protect the lands identified as suitable for agricultural use and production.
- Protect prime farmland, farmland of local importance, and farmland of unique importance as depicted within the Prime Farmland Soils Map include in the Community Mapping section of this plan.
- Protect Farming Operations from the encroachment of uses that would inhibit their ability to operate.
- Protect and preserve Open Space and the rural character of the community.

Recommendations

- Review the Zoning Map to ensure lands that are suitable for farming are zoned appropriately.
- Periodically review Agricultural District regulations to ensure there is an appropriate relationship between allowed uses and the intent of the district.
- Periodically review zoning ordinance regulations to ensure they are not negatively impacting the safe, efficient, and financial feasibility of farming operations on lands with prime farmland.
- Create development boundaries or other limiting provisions that protect prime farmlands by generally restricting residential neighborhood development, commercial development, renewable energy development, and industrial development within that area.
- Review the Agricultural and Agricultural/Recreational Districts and allow farming only in areas where appropriate.
- Review and develop area, width, depth, and other regulations to ensure parcels are developed and oriented to protect the rural image and blend development with the natural landscape.
- Review and develop regulations to accommodate and protect wildlife corridors.

- Encourage soil conservation practices, the prudent use of fertilizers and pesticides and other means of conserving wildlife habitats, wetlands, and woodlands.
- Consider adopting regulations which require the preservation of a natural vegetation filtration strip along lakes, rivers, and streams.
- Develop zoning regulations which make lands which are less suitable for agriculture use more attractive to develop than prime agricultural land.
- Encourage those farms currently preserved through the Farmland Preservation Act (P.A. 116) to remain as part of the Act.

CHAPTER THREE: RESIDENTIAL POLICY

Purpose Statement

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 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.

General Description of Appropriate Land Uses

Residential land uses range in terms of densities and intensity of land use. The denser a residential land use is the more intense its use of the land and the land's resources. As such, denser residential uses such as apartments and multi-family housing should be located where public utilities are available, with less dense residential uses being located in areas that are not near public utilities and private well and septic systems are able to safely be installed and maintained.

Goals

- Provide people with a range of residential styles and densities, by encouraging single family housing within the Township and coordinating with the Village of Ravenna to encourage more dense housing such as senior housing, multi-family, and mixed uses to occur within the Village.
- Ensure that residential land uses are organized in such a way that they are harmonious with agricultural areas, natural areas, and the existing character of the surrounding area.
- Ensure that new residential land uses are located so as to provide for the orderly expansion and use of existing utilities.
- Encourage and concentrate residential growth in appropriate areas near the Village of Ravenna.
- Ensure that residential land uses are designed in conjunction with agricultural and commercial land uses to create a sense of community.
- Encourage the preservation of open space, wildlife habitats, and recreation opportunities.

Recommendations

- Require higher density housing on lands that have the capacity to support such development by means of adequate public roads, connection to public water and public sanitary sewers, and other available infrastructure.
- Encourage creative design of neighborhoods to enhance desirability by including sidewalks, bike paths, pedestrian paths, open space, parks, and playgrounds.
- Provide development incentives within the Zoning Ordinance which require the preservation of natural features and open space accessible to all persons in site development design. Such as the preservation of public access to lakes in the Township.
- Require that development layouts blend with the natural features and existing physical attributes.
- Establish general density limits with range to guide future zoning decisions.
- Encourage, where appropriate, light pollution regulations to preserve the night sky.
- Encourage groundwater preservation practices for new development.
- Encourage the creation of wildlife corridors throughout residential developments and areas.
- Coordinate with property owners to rezone lands that may be inconsistent with the Township Master Plan Map.

CHAPTER FOUR: COMMERCIAL POLICY

Purpose Statement

The intent and purpose of commercial uses is to provide residents and visitors with the goods and services they need or want. The purpose of commercial areas within the Township is to encourage diversified businesses that offer people a variety of goods and services in convenient locations.

General Description of Appropriate Land Uses

Ranging from grocery stores and gas stations to restaurants and automotive repair facilities, there are a variety of appropriate uses that can provide goods and services to individuals. Recognizing that different commercial uses place varying levels of demand on public infrastructure (roads and utilities), more intense commercial land uses should be designed and located in areas where the appropriate public infrastructure exists.

Goals

- Encourage the Village of Ravenna to continue as the commercial service center for the community.
- Encourage retail, restaurants, and other similar commercial uses to take place within the Village of Ravenna.
- Allow for commercial uses that support agricultural uses to take place within appropriate areas of the Township.
- Allow for commercial uses that do not require connection to public utilities to take place in areas adjacent to the Village of Ravenna.

Recommendations

- Review and develop strategies to encourage tourism, particularly on land along Crockery Creek.
- Coordinate with surrounding municipalities to ensure unified commercial districts.
- Coordinate with farmers and local- business owners to develop a diversified local economy.
- Review regulations for commercial development to ensure regulations are not overly prohibitive to the development of local businesses.
- Review and, if appropriate, amend regulations for home-based occupations.
- Review and, if appropriate, amend regulations for “value-added” agricultural operations, such as farm markets and agri-tourism.
- Encourage the clustering of commercial uses to concentrate commercial and retail traffic to concentrated areas.
- Review regulations for vehicular and pedestrian access in order to limit curb cuts and ensure safe and orderly access to commercial sites.
- Review existing provisions and investigate the development of zoning provisions that would allow for the development of mixed uses.
- Require that development layouts blend with natural features and existing physical attributes.
- Encourage the preservation of trees and other existing natural features.
- Nuisances such as air pollution, water pollution, vibration, noise, and outdoor storage of materials should be controlled by adequate site improvements.
- Encourage architectural features that enhance and preserve the rural and agricultural character of the community.

CHAPTER FIVE: INDUSTRIAL POLICY

Purpose Statement

Industrial uses may produce odors, smoke, noise, traffic, and other similar byproducts that can be disruptive to the health, welfare, and safety of individuals. As such the primary intent and purpose of the industrial land use classification is to identify uses that may negatively impact nearby properties and provide appropriate locations for industrial uses.

Additionally, industrial uses can play an important role in a community's economy by providing jobs, providing opportunities to diversify the local economy, and creating a ripple effect that can extend to existing local, regional, and state businesses. As such, the secondary intent of the industrial land use classification is to capitalize on the positive impacts industrial uses can have.

General Description of Appropriate Land Uses

Industrial uses provide for the manufacturing, assembly, processing, packaging, storage and distribution of products and materials.

Goals

- Encourage industrial development to occur in areas that are able to connect to public utilities and have easy access to major roads.
- Encourage industrial development to occur in a centralized manner.
- Ensure that industrial development occurs in a manner that protects ground and surface waters, air quality, and the environment.
- Balance industrial growth with the preservation of Open Space and the rural character of the community.
- Coordinate industrial development so that local businesses and residents are able to participate in economic growth that can come from industrial development.

Recommendations

- Coordinate with the Village of Ravenna for the development of an Industrial Center.
- Coordinate with the Village of Ravenna, the Muskegon County Road Commission, and other agencies as appropriate to ensure that the transportation network necessary to support industrial uses is developed and maintained.
- Differentiate between light and heavy industrial uses, what utilities are necessary for each, what transportation infrastructure is necessary for each, and develop standards to ensure they are properly located.
- Engage with local farmers and business owners to determine what, if any, industrial uses would be beneficial to their existing operations.
- Review and evaluate the Zoning Ordinance to ensure that existing regulations are encouraging industrial uses to develop in a way that is consistent with the goals of the master plan.
- Require that development layouts blend with natural features and existing physical attributes.
- Encourage the preservation of trees and other existing natural features.
- Industrial nuisances such as air pollution, water pollution, vibration, noise, and outdoor storage of materials should be controlled by adequate site improvements.

- Encourage architectural features that enhance and preserve the rural and agricultural character of the community.

CHAPTER SIX: RECREATIONAL FACILITIES, THE ENVIRONMENT, AND NATURAL RESOURCES POLICY

Purpose Statement

Recreational facilities, both public and private, are vital components of a community. Recreational facilities create shared spaces which allow space to be used economically and provide opportunities for individuals to connect with their neighbors and the outdoors.

Further, based on the feedback received from the 2024 Master Plan Survey the preservation of natural areas and development of recreational opportunities are top priorities for the community. Natural areas and recreational opportunities provide an essential element which both enhance and protect the quality of life in the Township. Availability and access to recreational facilities and natural areas can increase an individual's overall health and welfare, among other benefits.

General Description of Appropriate Land Uses

Recreational facilities can take many forms. They can be natural areas (such as lakes and woodlands) or developed spaces (such as playgrounds), or a mix of natural areas and developed spaces. The following list identifies some types of developed spaces and natural areas, but is by no means exhaustive: trails, playgrounds, sports fields, pools, lakes and other bodies of water, beaches, picnic areas, forested areas and many more.

Goals

- Encourage the development of recreational facilities and areas to ensure all residents have convenient access to recreational opportunities.
- Encourage and support the expansion and improvement of the County Park system.
- Encourage the development of national and state facilities for the use and enjoyment by Ravenna residents.
- Protect and preserve environmentally sensitive lands such as floodplains and wetlands, as depicted in the FEMA Floodplain and National Wetlands Map included in the Community Mapping section of this plan.
- Protect and preserve potential groundwater supply areas.
- Encourage the development of neighborhood recreation facilities within residential areas.
- Encourage interconnection between recreational facilities and areas.
- Create and preserve public access to bodies of water and other natural areas in the Township.
- Preserve and enhance access to safe drinking water from groundwater sources.
- Preserve the aesthetics (views, serenity, rural nature, etc.) available in the Township.

Recommendations

- Develop a Recreation Plan for the Township.
- Maximize the utilization of public buildings and grounds for multi-functional services.
- Review and develop regulations that require developments (residential, commercial, and industrial) to include pathways and other recreational amenities.
- Review and develop regulations that require developers to set aside suitable portions of land for parks, scenic viewsheds, and public access to water bodies and natural areas, where practicable.
- Identify ecologically unique areas for possible use as a Township recreation area or preservation area.

- Coordinate with Muskegon County and other nearby communities to ensure that a variety of recreational activities are developed and accessible to area residents.
- Coordinate with local, regional, and state agencies and officials to identify environmentally sensitive areas.
- Develop policies and overlay districts related to decision making and development in environmentally sensitive areas.
- Consider the development of policies for conservation easements, land donation, and the purchase of property.

CHAPTER SEVEN: UTILITIES AND FACILITIES

Purpose Statement

Utilities provide essential services such as heat, power, potable water, waste disposal, and communication to individuals and organizations. Many utilities such as electricity, natural gas, internet, television, telephone, and trash disposal are often provided by quasi-public or private companies. However, other utilities such as water, storm sewer, and sanitary sewer are often provided by municipalities or other public organizations.

In order for individuals to have the opportunity to live the highest quality of life, a Township must work with both private and public organizations to build, maintain, and strengthen the facilities and infrastructures that provide these essential services to its community members.

Lastly, when utilities are expanded and strengthened, they can provide economic development opportunities for the community by providing the services necessary to support a more diverse range of commercial and industrial uses.

General Description of Appropriate Land Uses

Ravenna Township currently does not provide any public utilities. As the necessary infrastructure can be prohibitively expensive to construct, the Township may need to coordinate with the Village of Ravenna to extend and strengthen their existing facilities and infrastructure to serve appropriate areas of the community.

Further, more intensive land uses such as residential developments greater than one unit per acre, restaurants, breweries, processing plants and other uses that have a high demand for water and sanitary sewer should be located in areas where they are able to connect to existing utility systems. This allows for the orderly development of utilities and aids in their long-term sustainability.

The development of utilities should be done in conjunction with the development of roads and other transportation methods.

Goals

- Encourage development to occur within the Village of Ravenna and lands abutting the Village.
- Coordinate with the Village of Ravenna to ensure the orderly development and sustainability of public water and sanitary sewer systems.
- Protect existing wells and access to potable water.

Recommendations

- Coordinate with the Village of Ravenna to investigate the feasibility of developing the existing public utilities that serve Ravenna Public Schools and the surrounding lands.
- Coordinate with nearby municipalities and agencies to identify the impacts and opportunities created by the construction of the sewer main connecting the City of Coopersville to the Muskegon County Landfill.
- Encourage the extension of natural gas lines into the Township to provide more cost-effective sources of energy.
- Continue to work towards one hundred percent accessibility to internet services.

- Prepare capital improvement plans for things such as roads, parks and recreation, utilities, and other improvements.
- Limit higher densities of development to areas where future public utilities and services can be most economically and efficiently provided.
- Require residential development proposals greater than one unit per acre to connect to public utilities where feasible.
- Coordinate with the Village of Ravenna to design incentives to encourage private investment in public water and/or sewer expansion.

CHAPTER EIGHT: TRANSPORTATION

Purpose Statement

The road system within the Township serves as one of the backbones for growth and development. By providing a means for internal and external traffic circulation, the road system within the Township influences the shape and intensity of land use.

The road system is limited by the natural features, which pose a significant impediment to convenient traffic movement throughout the community. In many cases, hilly terrain, lakes, wetlands, ravines, and rivers have dictated the locations of roads and in some cases have resulted in the disruption of roads that would have otherwise been constructed in a complete grid pattern.

General Description of Appropriate Land Uses

For planning purposes, it is useful to recognize that the various roads within Ravenna Township can have distinct functions. An understanding of these functions can lead to decisions as to the desirable use of each road segment, road right-of-way widths, building setbacks, and adjoining land use. For the purposes of this Plan roads are categorized into three types, which are briefly described below.

Primary Roads are generally the county's longer distance, higher volume roadways that connect centers of population and employment and provide access to the state's highway network. Primary roads can be either "all-season" Class A roads or a non-all-season road.

Class A Primary Roads are constructed in such a way that they are not subject to weight restrictions, meaning that legal-load trucks may drive on them year-round.

Non-all-season roads are subject to weight restrictions during the annual thaw period (late winter-early spring) to help prevent damage to the road.

County Local Roads generally collect and distribute traffic to and from higher classification roads. Traffic mobility is usually somewhat sacrificed through additional curb cuts to provide increased access to adjacent property.

Other Roads – The remainder of the roads in the township are either under the jurisdiction of an appropriate governmental agency or are private roads.

Goals

- Maximize the efficiency, safety, and ease of maintenance of the vehicular transportation system and non-motorized pathway (i.e., bike path and sidewalk) system.
- Ensure that necessary road maintenance and improvements are conducted to support existing and future land uses within the Township.
- Ensure that existing roadways can handle projected traffic volumes resulting from new development.

Recommendations

- Coordinate with the Muskegon County Road Commission to review and develop a road maintenance and improvement plan for the Township.

- Through cooperation with the Muskegon County Road Commission, monitor traffic volumes and road conditions as part of a program to establish road improvement priorities.
- Coordinate with the Muskegon County Road Commission in regard to the allocation of money for road improvements.
- Encourage property owners to improve existing driveway and private road designs.
- Review and ensure that setbacks for signs, parking, and buildings are adequate to avoid conflicts with roads or pathways.
- Establish zoning and subdivision regulations that institute access controls intended to reduce traffic conflicts along County Primary and Local Roads thereby preserving their volume and function.
- Create access management provisions in the Zoning Ordinance for commercial and industrial development.
- Limit the number of access points along County Primary Roads by encouraging shared access for commercial establishments through site plan review.
- Strengthen ordinance provisions to require developers to provide road easements for construction of pedestrian/bicycle paths.
- Review and develop regulations to ensure that new roads (public and private) conform to County Road standards.

CHAPTER NINE: IMPLEMENTATION

Introduction

In order for the Master Plan to serve as an effective guide for the continued development of Ravenna Township, it must be implemented. Primary responsibility for implementing the plan rests with the Township Board, the Planning Commission, and the Township staff. This is done with a number of methods. These include ordinances, programs, and administrative procedures.

This implementation must come from the decisions of the Township Board and Planning Commission to provide needed public improvements and to administer and establish regulatory measures related to the use of land.

The private sector, which includes individual landowners as well as developers, is also involved in fulfilling the recommendations of the Master Plan by the actual physical development of land and through the rezoning of land. The authority for this, however, comes from the Township. Cooperation and coordination among individuals, private developers, and public agencies is, therefore, important in successful implementation of the Master Plan.

Zoning and Land Use Regulations

Zoning represents a legal means for the Township to regulate private property to achieve orderly land use relationships. Zoning is the process most commonly used to implement community plans. The zoning process consists of an official Zoning Map and accompanying Zoning Ordinance text. The official Zoning Map divides the community into different districts within which certain uses are permitted. The Zoning Ordinance text establishes permitted uses and regulations to control densities, height, bulk, setbacks, lot sizes and accessory uses, among other physical and linear attributes. The Zoning Ordinance also sets forth procedures for special approval provisions and regulates accessory structures such as signs. These measures permit the Township to control the quality as well as type of development.

The Planning Commission and Township Board should periodically review and make any necessary revisions to the zoning regulations based on the Strategies of this plan to ensure that the Goals and Recommendations of the Master Plan are instituted. Further, the Zoning Ordinance requires systematic and frequent updates to address needs resulting from changing trends, case law and state statutes.

Relationship of Master Plan Classifications to Zoning Districts (Zoning Plan)

Complementing the text of the Master Plan is its map, which identifies land use classifications by which the Township organizes and intends future improvements and uses. These classification terms are intentionally general in nature so as to not necessarily be specific to one use or type of uses permitted by the Zoning Ordinance and its map. In other words, while the land use classifications are related to the Zoning Districts identified on the Zoning Ordinance map, as shown in the table below, specific future uses are determined by numerous natural and man-made features of the landscape such as public utilities, topography, soils, road improvements, surrounding uses, existing densities, and etcetera, as well as other planning considerations such as compatibility, public safety, access, and etcetera. Consequently, while the land use

classifications of the Master Plan Map are designed to serve as a guide for future uses, they are not considered to be a mandate for immediate improvements, public, private, or otherwise.

Ultimately, while the Master Plan Map identifies areas for future uses, the feasibility of a proposed use is determined by the aforementioned, and the Zoning Ordinance with its regulations regarding height, area, bulk, location, etcetera for each of its Zoning Districts.

Table of Master Plan Classification Terms & Zoning Ordinance Map District Terms

Master Plan Map Classification Terms	Zoning Ordinance Map Districts
Natural Preservation (NP)	Natural Resources District
Agricultural Preservation (AP)	Prime Agricultural District
Rural Preservation (RP)	Agricultural – Recreation District (A-2)
Low Density Residential (LDR)	Low Density Residential (R-1)
Medium Density Residential (MDR)	Medium Density Residential (R-2)
Medium/High Density Residential (MHDR)	Medium Density Multiple Family (R-3), Mobile Home Park (MHP)
Commercial (C)	Commercial (C-1)
Industrial (I)	Industrial (I)

Relationship of Master Plan Map Classification Terms to Master Plan Chapters

Several Chapters of this Master Plan identify the goals, recommendations, and strategies regarding future land uses within the Township. While the goals, recommendations, and strategies will likely always evolve, the intended uses related to the chapter titles will remain the same. Those chapter titles can generally be related to the Master Plan Map terms as provided in the table below.

Master Plan Map Classification Terms	Master Plan Chapters
Natural Preservation (NP)	Recreation and the Environment
Agricultural Preservation (AP)	Agricultural Uses
Rural Preservation (RP)	Agricultural Uses/Residential Uses/Recreation and the Environment
Low Density Residential (LDR)	Residential Uses
Medium Density Residential (MDR)	Residential Uses
Medium/High Density Residential (MHDR)	Residential Uses
Commercial (C)	Commercial Uses
Industrial (I)	Industrial Uses

Master Plan Classification Terms

The following is a description of land use Classifications identified within this Master Plan.

Natural Preservation

The Natural Preservation Classification is intended to preserve and protect unique water and land resources within the Township. This classification encompasses lands along Crockery Creek and its tributary systems, recognizing the importance of long-term protection and conservation of the natural ecosystem, biodiversity, ecological processes, and the resources the water system provides to agricultural uses in the Township. Resource extraction, development, and other activities that significantly alter the natural environment should be prohibited or strictly regulated.

Agricultural Preservation

The Agricultural Preservation Classification is intended to preserve a vital component of the Ravenna Township economy, and to preserve an irreplaceable resource in soils that are unique for agricultural production. This classification recognizes lands which are best suited for farming based on soil type, parcel size, areas served by county drains, and active farm operations. In order to preserve productive agricultural lands, preserve natural features, preserve rural character, and minimize encroachment of non-agricultural uses, non-agricultural development should be strictly regulated. Public water and sanitary sewer are not envisioned within this Classification.

Rural Preservation

Lands classified as Rural Preservation are intended to provide a mix of rural residential development, recreational uses, and agricultural uses. This classification recognizes lands that may be limitedly productive for agricultural uses based on soil type, the existence of wetlands, the area is not served by county drains, and other natural features of the land. Due to the proximity to prime agricultural lands and in order to preserve the rural character of the Township, dense non-agricultural development is not envisioned for this area. Additionally, public water and sanitary sewer are not envisioned within this Classification.

Low Density Residential (LDR)

The Low-Density Residential Classification is intended to allow low-density residential development with a rural setting. Lands with the LDR classification are intended to accommodate housing while preserving the rural character and open spaces of the Township. These lands are intended to act as a transition between agricultural and rural preservation lands and the more densely populated areas of the Village of Ravenna. Lands within this classification are not anticipated to require public water and sanitary sewer services.

Open space neighborhoods should be encouraged in Low Density Residential areas to help preserve rural view, wildlife habitat, and natural areas for recreation.

Medium Density Residential (MDR)

Lands within the Medium Density Residential 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. Compared to Low Density Residential, Medium Density Residential areas should be more compact and connected to the existing infrastructure of the Village of Ravenna.

Open space neighborhoods should be encouraged in Medium Density Residential areas to help preserve rural view, wildlife habitat, and natural areas for recreation.

Medium High Density Residential (MHDR)

The Medium High Density Residential Classification is intended to provide a mix of housing types within a compact area. Single-family, two-family, multiple family residential developments or mobile home parks are envisioned for this classification. Walkability, access to amenities, and recreational activities are key components of the intended future character of these lands. These lands are intended to be served by roads, sidewalks, public water, and sanitary sewer.

Planned Unit Developments and other similar residential, or mixed residential/commercial developments should be encouraged in MHDR areas.

Commercial

Commercial classified lands are intended to serve the convenience shopping needs of Township residents and the motoring public, as well as provide an area for contractor services and office spaces. These uses typically generate large volumes of traffic and benefit from increased visibility and accessibility. Outdoor display and storage of goods are also common characteristics of uses in this land use classification, although design standards should be developed to manage the intensity, location, and environmental impact of such displays. Commercial planned areas should be designed to be automobile oriented and be served by adequately developed roads.

Industrial

It is recognized that industrial development is important to the economy and tax base of the region. The areas designated within the Industrial Classification are located for easy access to the transportation network and where utilities are either available or are in the process of being established. It is intended that a request to rezone to the Industrial District will be evaluated on the basis of the availability of adequate infrastructure and compatibility with adjacent land uses.

Community Mapping and Appendix

Contents:

Following are community maps as well as their established purpose, which are incorporated as part of the Master Plan. These maps are not intended to be limited to their purposes provided below but rather establish a minimum relationship to the Master Plan.

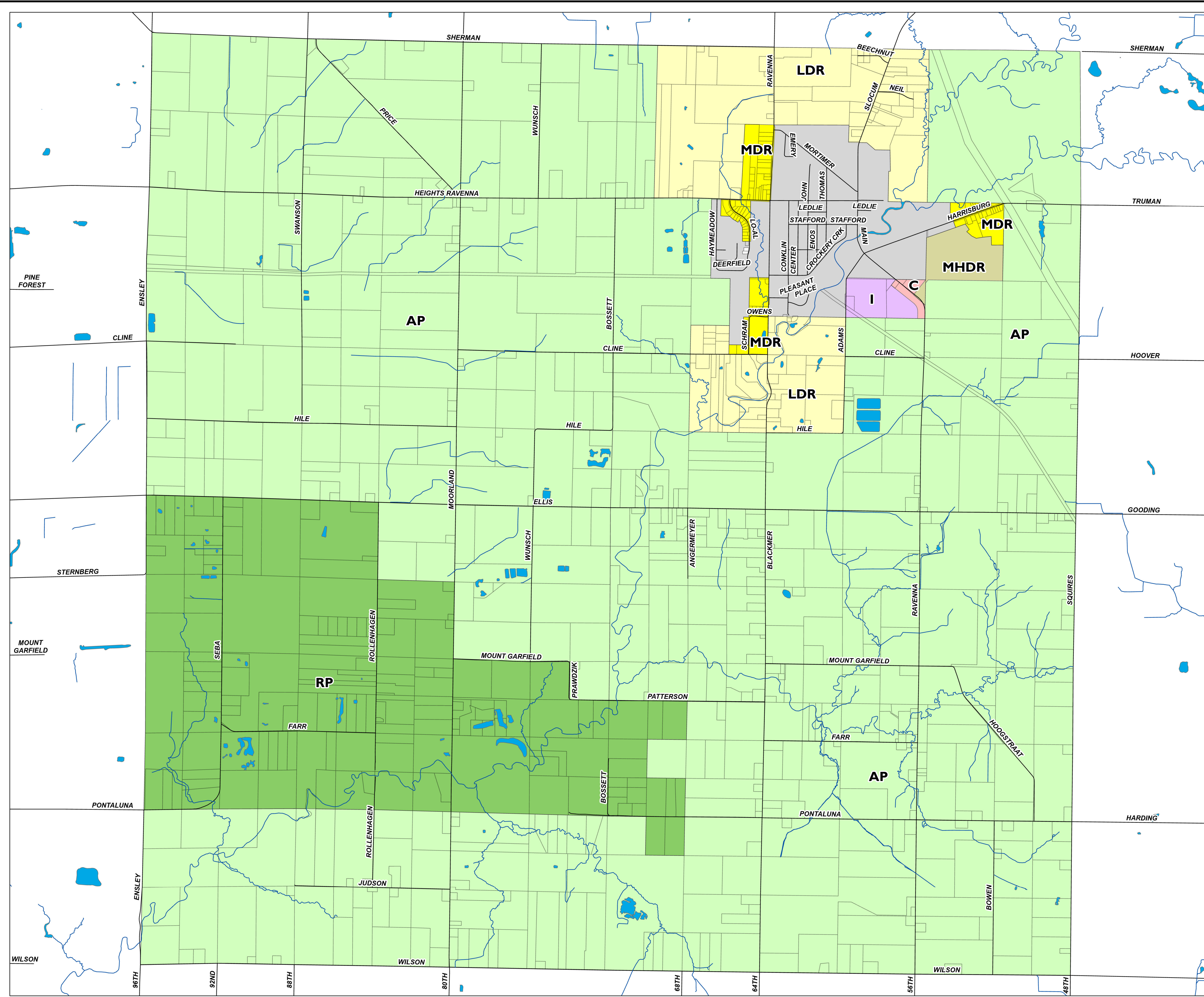
1. Master Plan Proposed Future Land Use Map – creates future land use classifications and delineates boundaries for certain uses of land.
2. Prime Farmland Soils – Classifies areas of the Township on the basis of soil suitability for general agricultural crop production.
3. Muskegon County Drain System Map- Identifies the county drain system within the Township which provides methods to control flooding, manage stormwater, and prevent erosion.
4. FEMA Floodplain and National Wetlands Map – Identifies lands which are environmentally sensitive and/or lands which may be prone to flooding. The suitability of development within these lands must be considered a case by case basis.
5. Public Ownership Map – Identifies lands which are under public ownership which are set aside for educational purposes, public utilities, and/or public recreation.

The following information can also be found within the appendix:

- Selected Demographic Information
- Master Plan Survey Summary

DRAFT Future Land Use Map of Ravenna Township Muskegon County, Michigan DRAFT

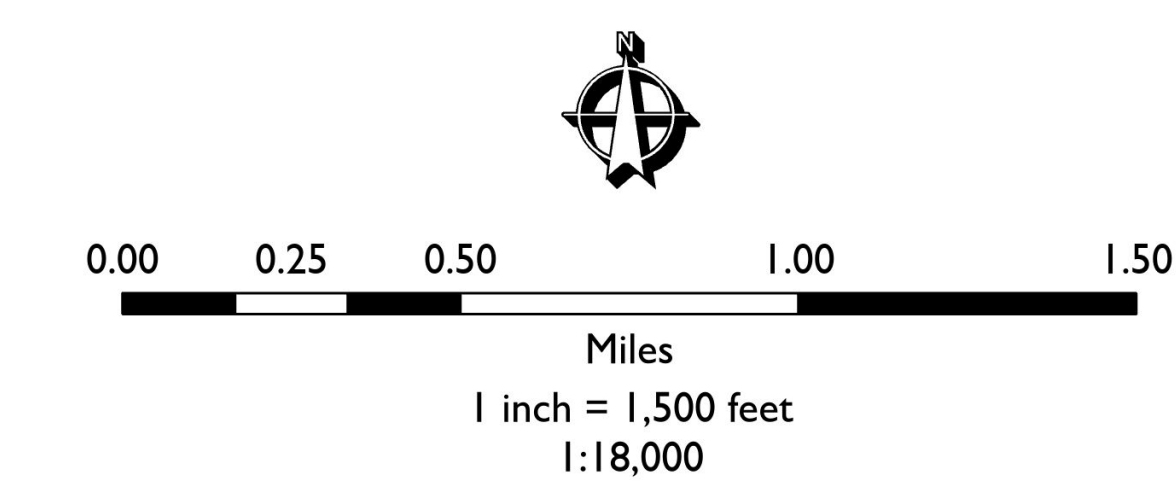
Note: Does not depict the Flowage Rights as the area has not been defined.



Map Features

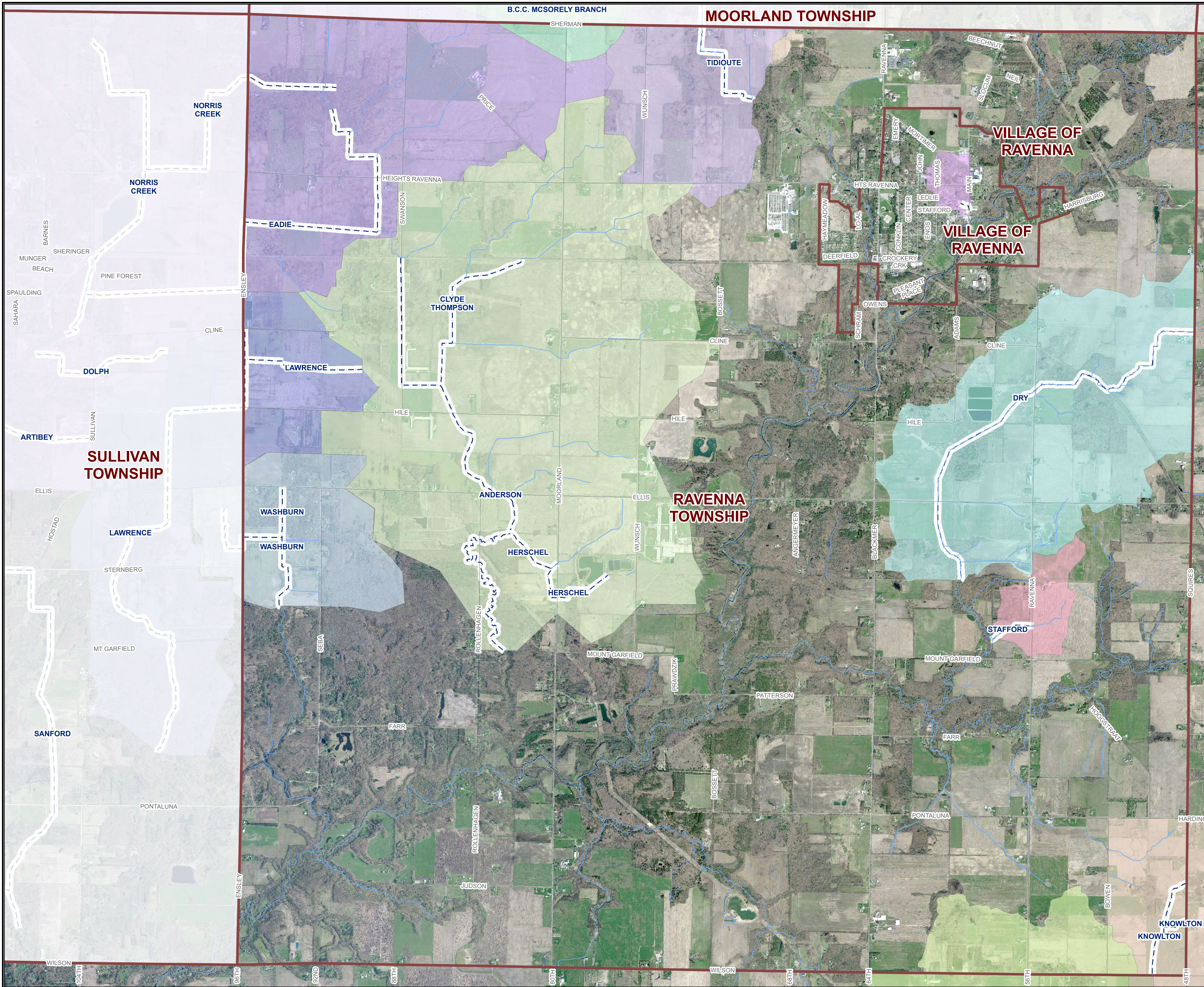
Land Use Code and Description

- AP: Agricultural Preservation
- C: Commercial
- I: Industrial
- LDR: Low Density Residential
- MDR: Medium Density Residential
- MHDR: Medium High Density Residential
- RP: Rural Preservation
- RIVERS AND STREAMS
- LAKES
- STREETS
- PARCELS
- VILLAGE OF RAVENNA



**MUSKEGON
County
GIS**

Map by Muskegon County GIS
141 E. Apple Avenue Muskegon, MI 49442
www.muskegoncountygis.org
Map data from Muskegon County GIS
Future Land Use information
from Cedar Creek Township
Projection: State Plane NAD 1983
Michigan South Zone, International Feet
Printed Date: 8/5/2025



**VILLAGE OF RAVENNA
& RAVENNA TOWNSHIP
COUNTY DRAINS**

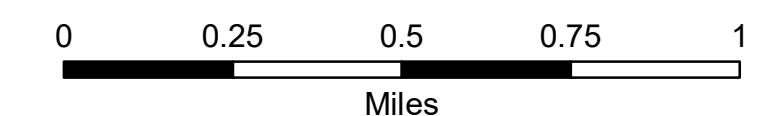
**MUSKEGON COUNTY DRAIN
SYSTEM UNDER THE
JURISDICTION OF THE
WATER RESOURCES
COMMISSIONER**

MAP FEATURES

	ANDERSON		Drain Route and Course
	BARTHOLOMEW		Rivers and Streams
	BLACK CREEK CONSOLIDATED		Lakes
	CLYDE THOMPSON		Municipalities
	DRY		Streets
	EADIE		Highways
	HERSCHEL		
	KNOWLTON		
	LAWRENCE		
	NORRIS CREEK		
	O.H. SCOTT & WATERS		
	STAFFORD		
	TIDIOUTE		
	TRUMAN		
	WASHBURN		
	WESTOVER		



1:18,000



1 inch = 1,500 feet



MUSKEGON COUNTY GIS
141 E. APPLE AVE
MUSKEGON, MI 49442
P: 231-724-4458
WWW.MUSKEGONCOUNTYGIS.COM
MAP DATA: MUSKEGON COUNTY GIS
DRAIN LAYERS MAINTAINED BY
MUSKEGON COUNTY WATER
RESOURCES COMMISSIONER
MAP DATE PRINTED: 5/17/2022

Ravenna Township, MI

Selected Demographic Information

Fresh Coast Planning
12-16-2024

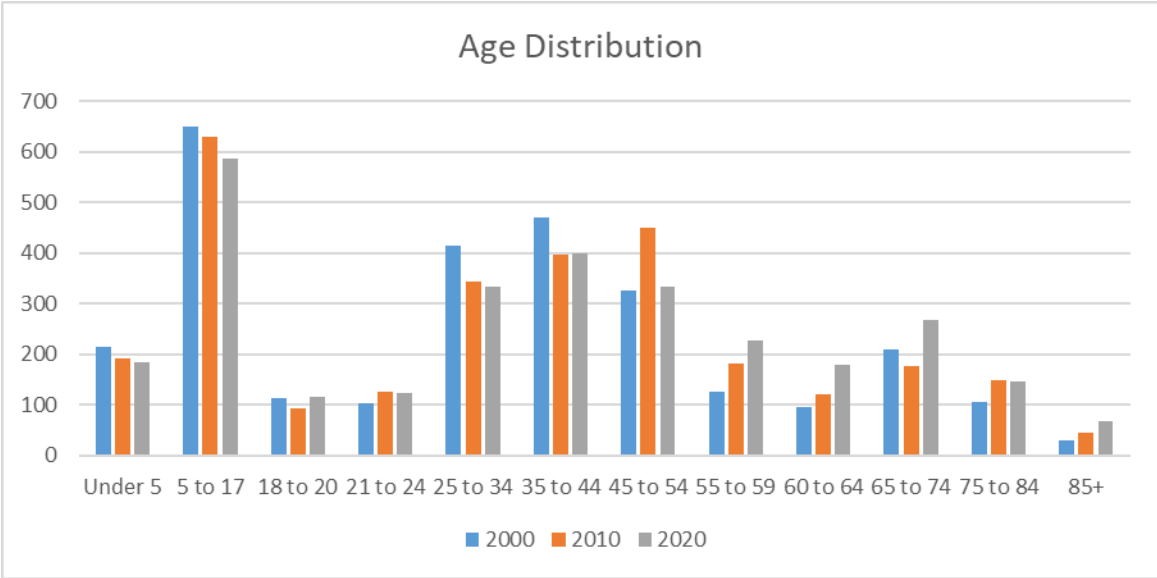
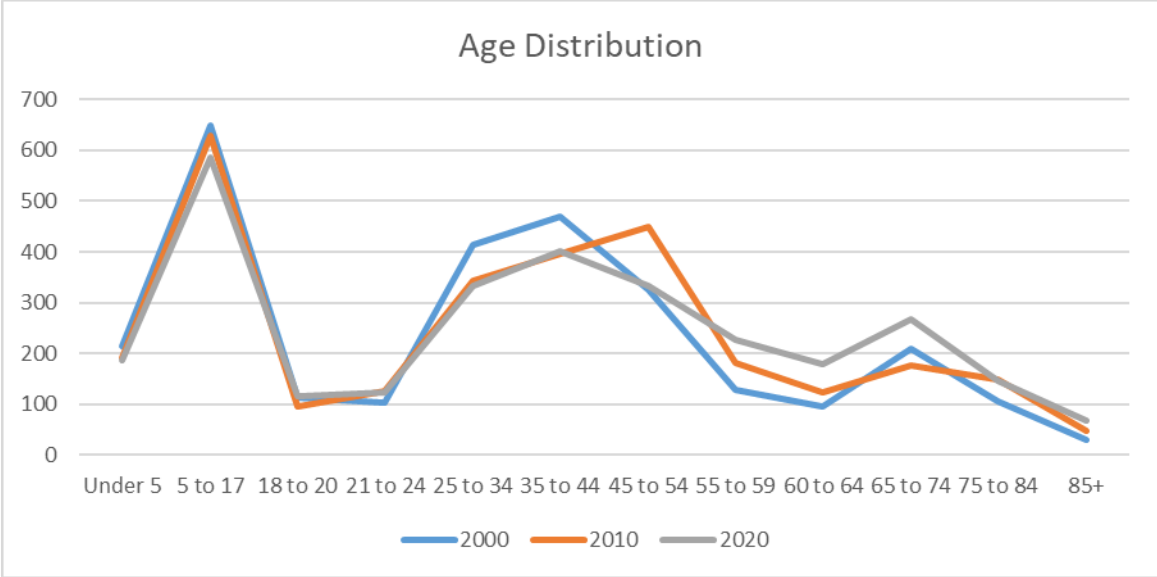
Summary

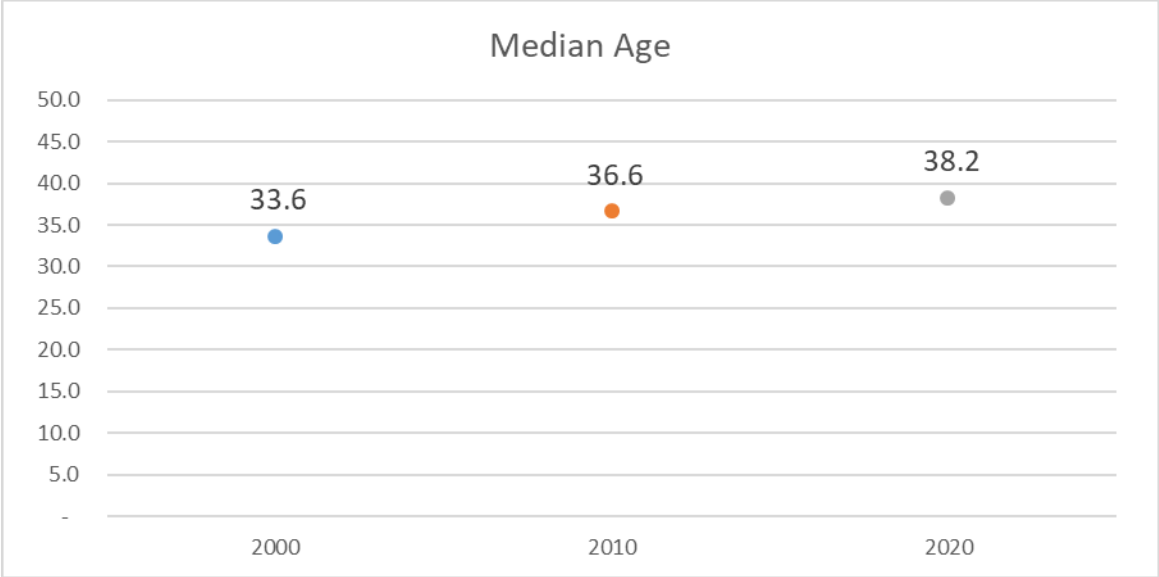
The following demographic data was gathered from the U.S. Census Bureau. The data presented in this report was gathered from Decennial Censuses (Census) and the American Community Survey (ACS). As described by the U.S. Census Bureau “The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people.” If you have any questions about the Census or ACS, please let us know.

Based on a review of the demographic information provided below, the two main concerns for Ravenna Township are an aging population and rising housing costs. The relative lack of new housing likely plays a role in both the age of the population and cost of housing.

Population Growth 2000-2010							
	2000	Δ %	Δ #	2010	Δ %	Δ #	2020
Muskegon County	170,200	1.2%	1,988	172,188	2.1%	3,636	175,824
Ravenna Township	2,856	1.7%	49	2,905	2.0%	57	2,962
Village of Ravenna	1,206	1.1%	13	1,219	7.3%	89	1,308
Sullivan Township	2,477	-1.5%	-36	2,441	4.1%	100	2,541
Egelston Township	9,537	3.9%	372	9,909	12.3%	1,219	11,128
Moorland Township	1,616	-2.5%	-41	1,575	3.3%	52	1,627
Casnovia Township	2,652	5.8%	153	2,805	-0.4%	-12	2,793
Ottawa County	238,314	10.7%	25,487	263,801	12.3%	32,399	296,200
Chester Township	2,315	-12.9%	-298	2,017	3.9%	79	2,096
Wright Township	3,286	-4.2%	-139	3,147	1.4%	43	3,190
Polkton Townhsip	2,335	3.8%	88	2,423	5.9%	142	2,565
Crockery Township	3,782	4.7%	178	3,960	15.5%	612	4,572

Age Distribution and Median Age													
	Under 5	5 to 17	18 to 20	21 to 24	25 to 34	35 to 44	45 to 54	55 to 59	60 to 64	65 to 74	75 to 84	85+	Median Age
2000	215	649	114	102	415	470	325	127	95	210	105	29	33.6
2010	192	629	94	126	344	396	449	182	122	176	149	46	36.6
2020	185	587	115	123	332	400	333	227	178	268	146	68	38.2





2000 - 2020 Median Age Comparison							
	2000	Δ %	Δ #	2010	Δ %	Δ #	2020
<u>Muskegon County</u>	35.5	7.6%	2.7	38.2	5.8%	2.2	40.4
Ravenna Township	33.6	8.9%	3	36.6	4.4%	1.6	38.2
Village of Ravenna	33.2	6.0%	2	35.2	4.3%	1.5	36.7
Sullivan Township	38.3	13.1%	5	43.3	1.6%	0.7	44
Egelston Township	33.7	10.1%	3.4	37.1	-3.0%	-1.1	36
Moorland Township	34.3	15.5%	5.3	39.6	1.0%	0.4	40
Casnovia Township	32.8	8.2%	2.7	35.5	7.9%	2.8	38.3
<u>Ottawa County</u>	32.3	6.8%	2.2	34.5	4.6%	1.6	36.1
Chester Township	34.6	19.4%	6.7	41.3	-1.0%	-0.4	40.9
Wright Township	35.6	11.8%	4.2	39.8	1.0%	0.4	40.2
Polkton Townhsip	36.8	9.8%	3.6	40.4	1.2%	0.5	40.9
Crockery Township	36.9	11.4%	4.2	41.1	-3.9%	-1.6	39.5

Housing Unit Comparison							
	2000	Δ %	Δ #	2010	Δ %	Δ #	2020
<u>Muskegon County</u>	68,556	7.3%	5,005	73,561	1.4%	1,030	74,591
Ravenna Township	1,044	5.4%	56	1,100	0.7%	8	1,108
Village of Ravenna	455	4.6%	21	476	6.5%	31	507
Sullivan Township	905	8.1%	73	978	4.0%	39	1,017
Egelston Township	3,643	6.6%	239	3,882	8.1%	316	4,198
Moorland Township	561	10.2%	57	618	0.2%	1	619
Casnovia Township	955	7.0%	67	1,022	2.0%	20	1,042
<u>Ottawa County</u>	86,856	18.0%	15,639	102,495	11.5%	11,823	114,318
Chester Township	793	3.4%	27	820	0.4%	3	823
Wright Township	1,082	9.1%	98	1,180	3.0%	35	1,215
Polkton Townshp	783	14.0%	110	893	4.1%	37	930
Crockery Township	1,475	9.4%	139	1,614	12.5%	201	1,815

2020 Education Level Comparison			
	Less than Highschool	Highschool or Higher	Bachelor's Degree or Higher
<u>Muskegon County</u>	8.6%	91.4%	19.7%
Ravenna Township	4.6%	95.4%	26.0%
Village of Ravenna	6.4%	93.6%	28.2%
Sullivan Township	8.7%	91.3%	11.5%
Egelston Township	10.6%	89.4%	8.6%
Moorland Township	9.9%	90.1%	9.4%
Casnovia Township	8.2%	91.8%	13.8%
<u>Ottawa County</u>	6.6%	93.4%	35.1%
Chester Township	8.3%	91.7%	26.6%
Wright Township	4.4%	95.6%	18.5%
Polkton Townshp	3.8%	96.2%	28.8%
Crockery Township	7.1%	92.9%	30.4%

	Civilian labor force	Employed	Unemployed	Unemployment Rate
<u>Muskegon County</u>	82,669	76,714	5,955	7.2%
Ravenna Township	1,583	1,532	51	3.2%
Village of Ravenna	786	752	34	4.3%
Sullivan Township	1,184	1,148	36	3.0%
Egelston Township	4,992	4,308	684	13.7%
Moorland Township	905	853	52	5.7%
Casnovia Township	153	150	3	2.0%
<u>Ottawa County</u>	156,116	149,831	6,285	4.0%
Chester Township	1,260	1,236	24	1.9%
Wright Township	1,740	1,707	33	1.9%
Polkton Townhsip	1,454	1,399	55	3.8%
Crockery Township	2,368	2,264	104	4.4%

Ravenna Township Affordable Housing Costs (Including Utilities)				
Affordable Housing = 30% or less of Household Income				
	Annual Income	Affordable Annual Housing Budget		Affordable Monthly Housing Budget
Median Household Income	\$ 57,843	\$ 17,353	\$ 1,446	
Mean Household Income	\$ 75,266	\$ 22,580	\$ 1,882	

Affordable Home Price				
	Monthly Housing Budget	Home Price		
Assumptions	Median Household Income	\$ 1,446	\$ 137,775	
\$200 Monthly Utility Cost	Mean Household Income	\$ 1,882	\$ 189,202	
No Down Payment				
7% Interest Rate	Median Home Sale Price per rockethomes.com			
1.2% Property Taxes	Ravenna Township November 2024			
\$950/annual home insurance costs	\$275,280			

2020 Median House Values		
	Median House Values	
<u>Muskegon County</u>	\$	137,500
Ravenna Township	\$	153,600
Village of Ravenna	\$	128,100
Sullivan Township	\$	161,100
Egelston Township	\$	125,000
Moorland Township	\$	154,900
Casnovia Township	\$	176,600
<u>Ottawa County</u>	\$	338,900
Chester Township	\$	232,500
Wright Township	\$	249,000
Polkton Townhsip	\$	282,300
Crockery Township	\$	256,100

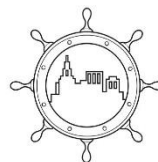
2020 House Value Comparison							
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$299,999	\$300,000 to \$499,999	\$500,000 to \$749,999	\$750,000 to \$999,999	\$1,000,000 or more
<u>Muskegon County</u>	7.40%	21.70%	62.40%	6.70%	1.00%	0.50%	0.30%
Ravenna Township	2.90%	13.70%	69.80%	9.60%	3.90%	0.00%	0.00%
<u>Ottawa County</u>	2.80%	0.80%	35.50%	43.20%	13.70%	2.60%	1.50%

Ravenna Township, MI

Master Plan Survey

Summary of Responses

Fresh Coast Planning
5-30-2024



**Fresh Coast
Planning**

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Section 1. Executive Summary

It is clear that respondents value the rural and agricultural character of Ravenna Township, with the preservation of natural areas and farmlands being top priorities for the community. Respondents appear to have a demand for more public and private recreational opportunities but are mostly satisfied with their access to other goods and services.

The “condition of the roads” appears to be a high priority for many respondents. However, it does not appear that they would be supportive of a millage to cover the costs of road improvements. As such, respondents may be relying on the Township to find other ways to address this issue.

As a whole the community appears to have a demand for more housing that people can afford and is supportive of residential development with single family neighborhoods being the most preferred development style. Additionally, in contrast to many of the communities we serve, there does not appear to be strong opposition to more dense residential development. Counter to this support for residential development there appears to be concern about the rate of residential development in the Township. We believe that even though these responses may appear contradictory, it may indicate that respondents are more concerned with where residential development is happening and the loss of natural areas and agricultural land, not that it is happening. As such, the Township may want to review where residential development is being encouraged to happen.

Currently, much of the residential development in the Township is happening within areas that are zoned agriculturally. Residential development may be more supported if it is encouraged in areas near the Village of Ravenna. When determining where to encourage residential development, the Township should also take into consideration access to utilities and roads. Locating residential development near major roads will help direct traffic to more appropriate areas of the Township and may help increase the financial support available for their improvement and maintenance. Further, concentrating residential density near the Village of Ravenna may help provide the residential density that is necessary to support the viability of a wider range of businesses.

In short, it appears that the community is supportive of the current rate of development and may be supportive of more residential and commercial growth so long as it happens in a way that protects the existing rural and agricultural character they value above all else.

KLY

Associate, Fresh Coast Planning

In addition to the summaries provided in this report we have attached the following reports from SurveyMonkey:

- Unfiltered Survey Results
- Results Filtered by Age
- Results Filtered by Location
- Results Filtered by Years Lived in Township
- Additional Comments Provided

Section 2. Representativeness and Reliability

When reviewing the survey results, we first want to test whether the responses are valid and can be relied on in order to provide a representative sample of your community. In order to test the representativeness and reliability of the survey results we'll look at three things.

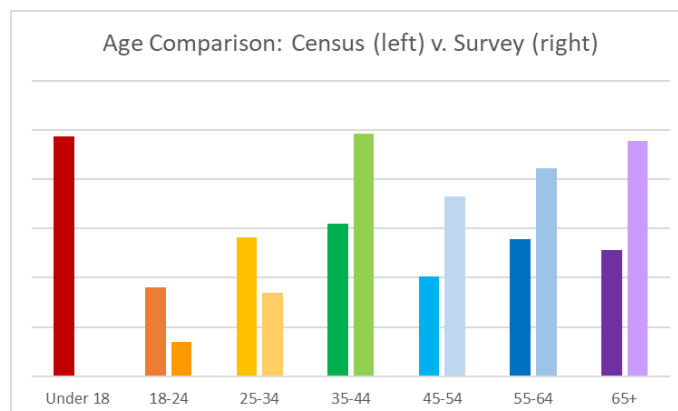
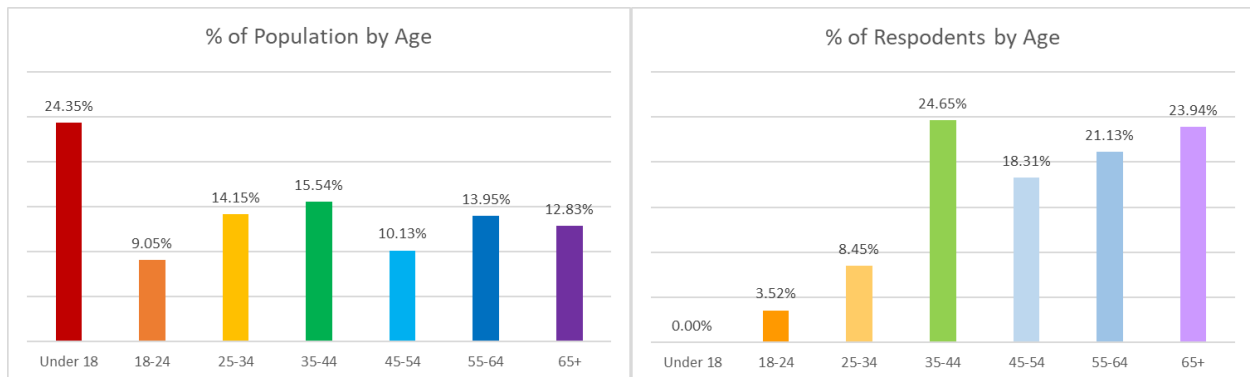
First, are the ages of those that responded reflective of the age groups identified by the latest American Community Survey. The American Community Survey (ACS) is an ongoing annual survey conducted by the United States Census Bureau. The ACS uses a random sample of addresses to collect responses and provide estimates on information similar to what is included in the Decennial Census, such as age, education, and other population and housing metrics.

Second, we look at where respondents stated they live in order to ensure that the respondents are representative of the different geographical areas in the Township.

Lastly, we will look at the number of people who responded compared to the total population. By comparing these numbers, we will be able to determine how confident we are that the survey results are accurate.

2.1. Representativeness by Age

As expected, all age groups were not represented in the survey results. Respondents were mostly over the age of twenty-five with residents thirty-five and older being best represented. That being said, the survey results appear to have been gathered fairly equally across multiple age groups and should be reflective of how people in various stages of life feel about the community.

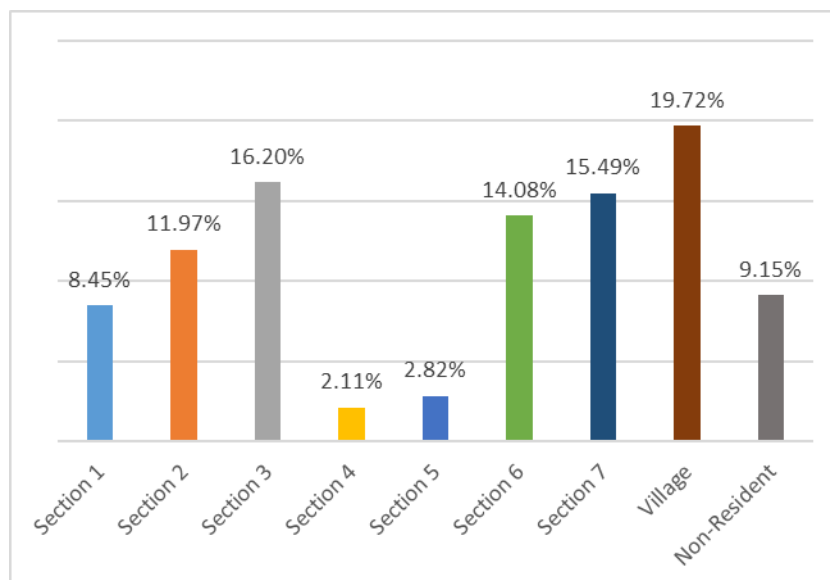


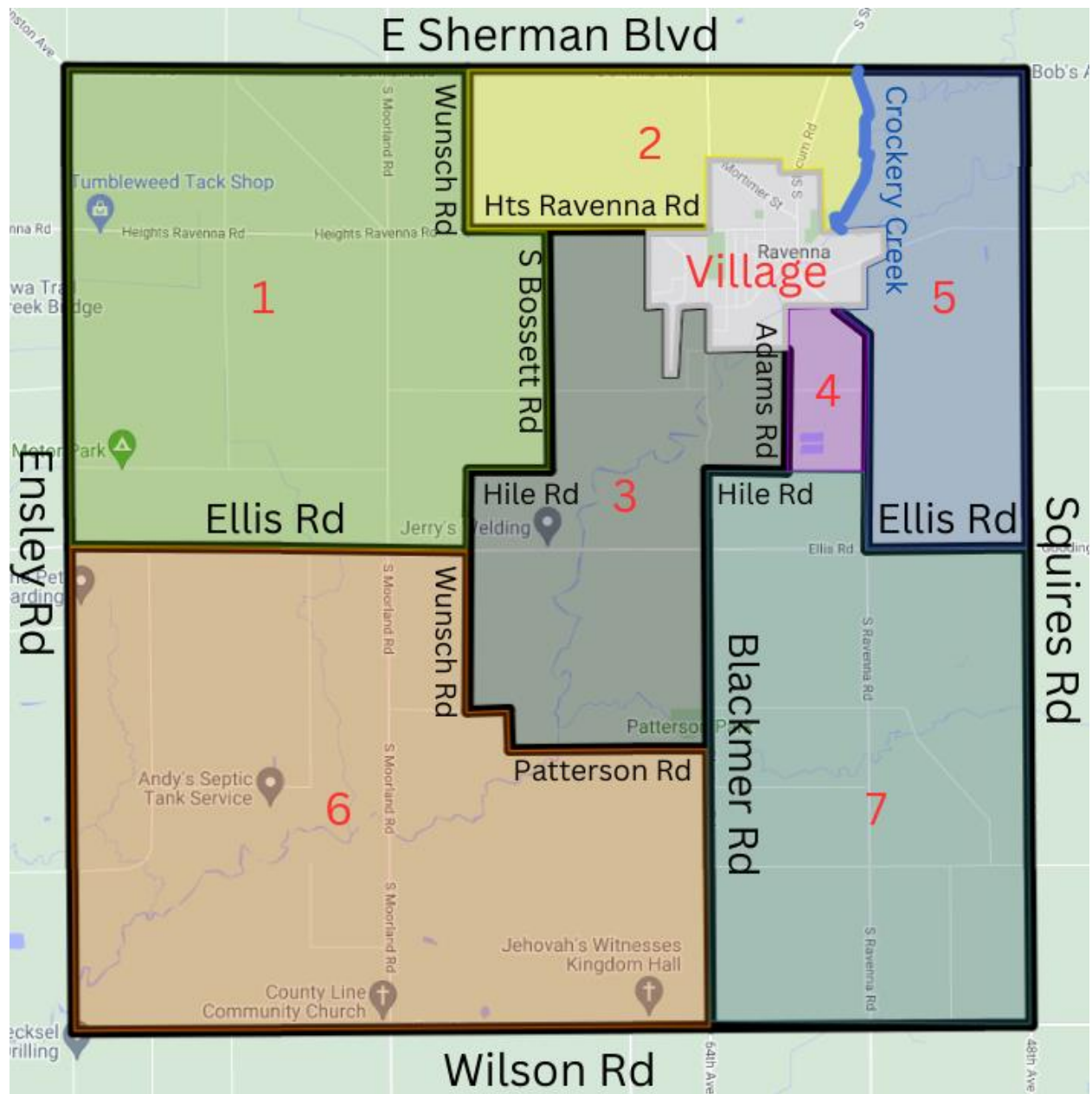
2.2. Representativeness by Location

Identifying representativeness by geographic location is less definitive than representativeness by age. We do not have the information that identifies how many total dwellings are contained within each section identified within the survey. When creating the sections, we relied on the different zoning district designations and easily identifiable roads to split the sections. As such, we would expect a greater number of responses from the more densely populated sections of the Township (Sections 2 and 3). With less densely populated sections (Sections 1,4,5,6 and 7) having a lower number of responses.

It appears that responses generally meet our expectations and the results of the survey appear to be representative of all locations within the Township. A couple items of note is the large response from Village residents and individuals living outside the Township. These response levels are neither good nor bad. From our experience a larger response from non-Township residents is indicative of how interconnected the Township is with surrounding areas. As we provide summary of the survey results, we will identify where there may be differences in opinions between Township residents and non-residents.

Area of Township	Description	% of Respondents
Section 1	Prime Agriculture - Large Ag Parcels with some smaller parcels along public roadways	8.45%
Section 2	Low Density Residential with some commercial and a limited amount of industrial	11.97%
Section 3	Low Density Residential	16.20%
Section 4	Industrially Zoned Properties - Primarily large parcels	2.11%
Section 5	Prime Agriculture - Large Ag Parcels with some smaller parcels along public roadways	2.82%
Section 6	Prime Agriculture and Rural Residential - Mix of large Ag parcels, medium size residential parcels, and small residential parcels.	14.08%
Section 7	Prime Agriculture - Large Ag Parcels with some smaller parcels along public roadways	15.49%
Village	Village of Ravenna	19.72%
I don't live in the Township	Primarily people who work in the Township, own a business in the Township, or are looking to own a business in the Township.	9.15%





Where you live map from Master Plan Survey



Zoning Map for Ravenna Township Muskegon County Michigan

Approved by the
Ravenna Township Board &
Township Planning Commission
February 8, 2023

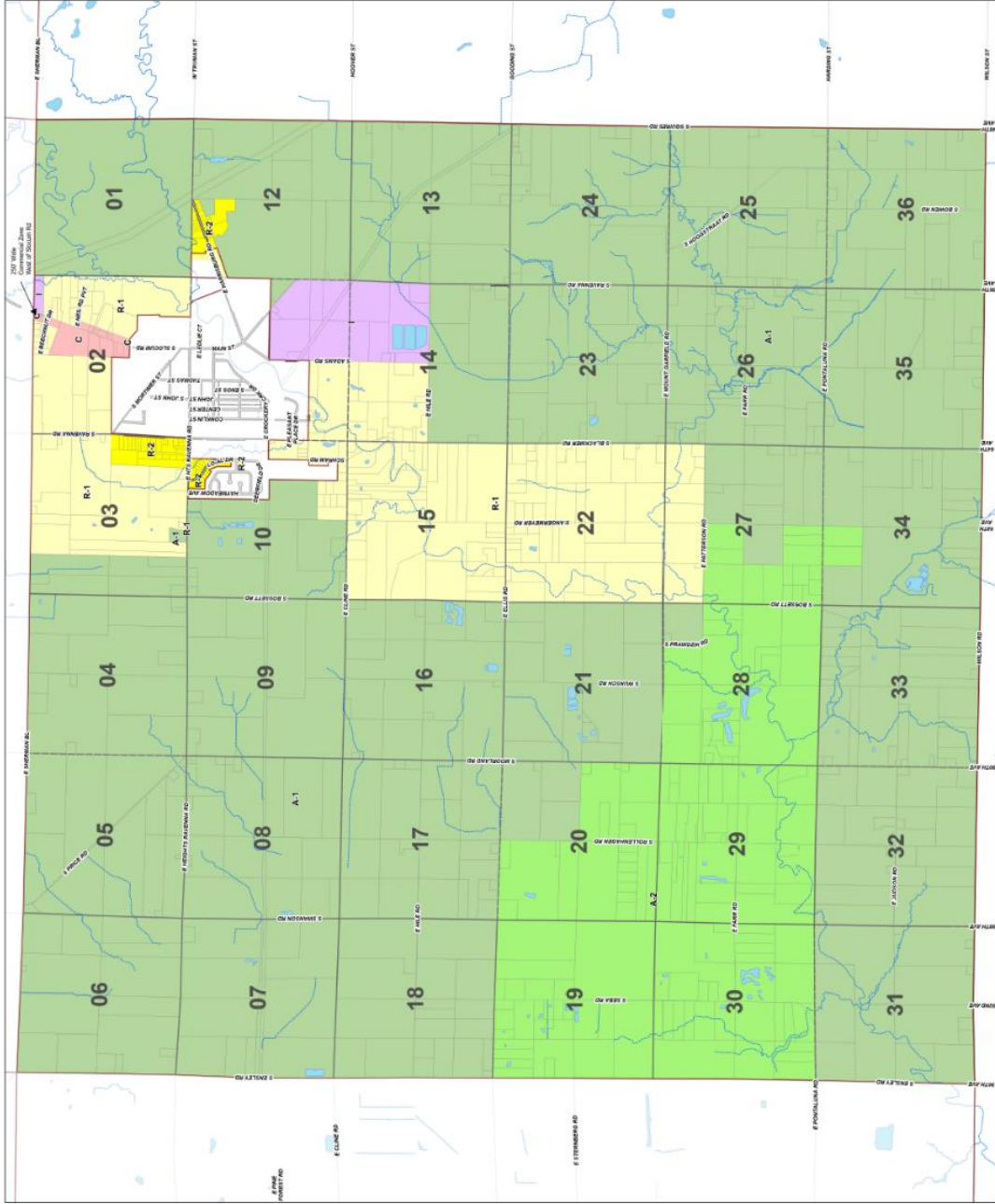
Map Features	
	Municipalities
	Street Centerline
	Municipalities
	Sections
	Rivers and Streams
	Lakes
	Parcels
	Right of Way
Zoning Code & Description	
	A-1: PRIME AGRICULTURAL
	A-2: AGRICULTURAL / RESIDENTIAL
	I: INDUSTRIAL
	R-1: RURAL RESIDENTIAL
	R-2: LOW DENSITY RESIDENTIAL



MUSKEGON COUNTY



Muskegon County GIS
141 E. Apple Avenue
Muskegon, MI 49442
www.muskegoncountymi.org
www.muskegongis.org
Map data from Muskegon County GIS
Zoning data from Muskegon County GIS
Projection: State Plane MDO 1983
Michigan South Zone, International Feet
Printed Date: 2/7/2023



2.3. Reliability of Survey

While the results of the 2024 Master Plan Survey appear to be a mostly representative sample based on age and where people live within the Township, we also want to make sure that enough responses were received to ensure the results are reliable.

When speaking to the reliability of a survey we are trying to determine how likely it is that if we repeated the survey with another group of residents, we would get the same or similar results. A general rule of thumb is if you have a confidence level of 95% and a margin of error of 5%, your results are likely accurate and precise and can be relied on.

Based on the 2022 American Community Survey conducted by the United States Census Bureau Ravenna Township has approximately 2,961 residents. Approximately 101 residents (142 total respondents – 28 Village Residents – 13 non-residents) responded to the survey. Based on this information we were able to calculate the survey's margin of error. At a 95% confidence level there is a 10% margin of error. Even though the margin of error is larger than preferred, it is not so large that we would find the results unreliable. Given this the results of this survey appear to be a reliable representation of how the community feels.

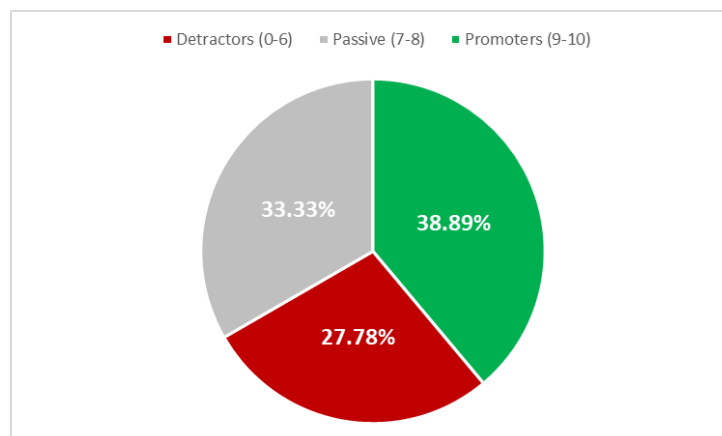
Section 3. Survey Results

The following are summaries of the individual survey questions.

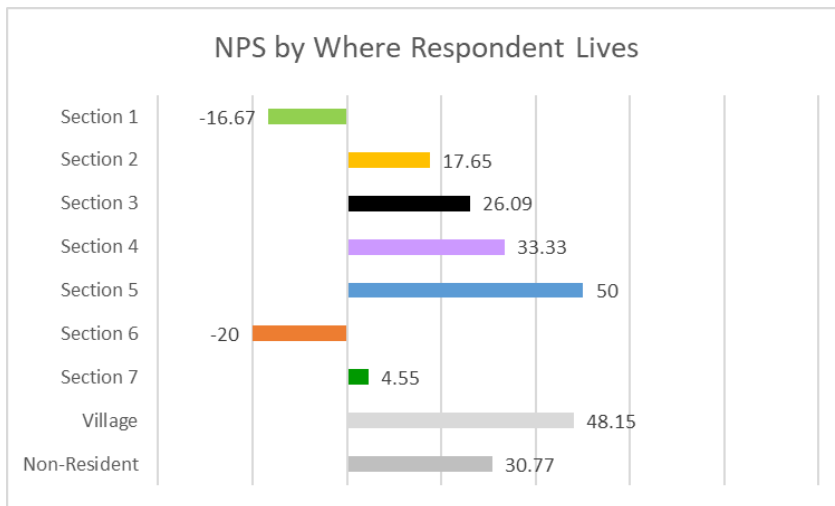
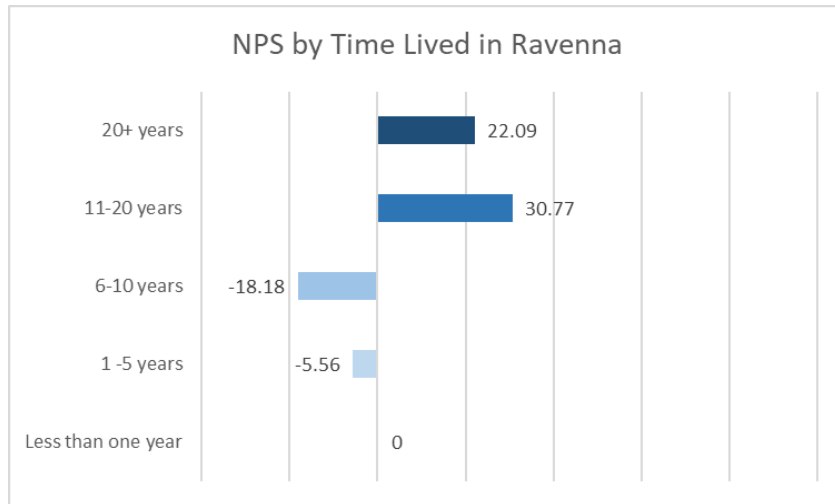
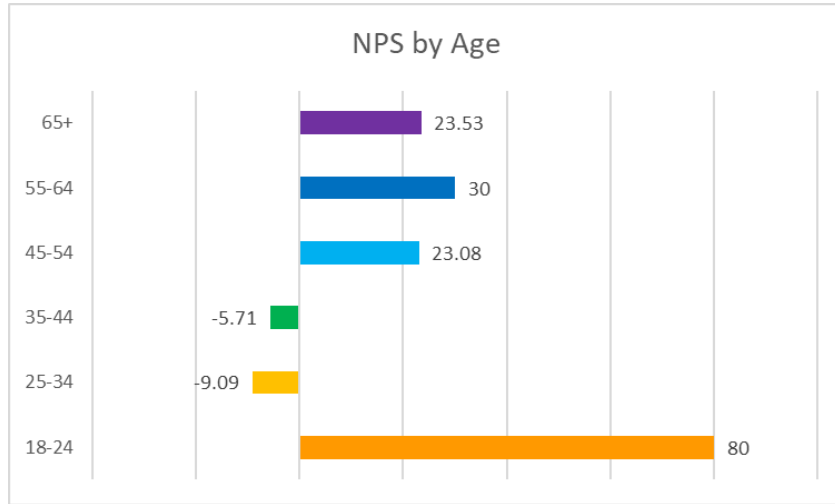
3.1. How likely is it that you would recommend living in Ravenna Township to a friend or colleague?

This question is called Net Promoter Score (NPS), which was designed in 2003 by a global consulting firm as a way to gauge customer experience for private companies. We use the Net Promoter Score in your survey as a way to gauge the experience and relationship your residents have with the Township. Respondents are broken into three categories: promoters, passives, and detractors. Promoters are the residents that are the individuals that love the community and will go out of their way to promote it. Passives are those individuals that like the community but may not go out of their way to promote it. Detractors are the individuals who are unhappy with the community and may go out of their way to dissuade others from coming to your community. For a more detailed review of the meaning of net promoter score you can visit <https://delighted.com/net-promoter-score>

In addition to showing how many individuals are Promoters, Passives, and Detractors a net promoter score is also calculated. The net promoter scale goes from -100 to 100, with -100 meaning no one is happy with the community and 100 meaning everyone is happy with the community. As you review the following information regarding promoters/detractors and net promoter score please keep in mind that there is no universal benchmark for what a “good” net promoter score is. Please also keep in mind that within the public sector our job is not always to make individual residents happy, but to protect and promote the health, safety, and welfare of those we serve. In general, it appears that the community as a whole has a positive relationship with the Township and the Township has many more people who love or like the Township opposed to those who dislike the Township.



Further, we see that how old people are, how long they have lived in the Township, and where they live in the Township all have an impact on how likely they are to recommend living in the Township to others.



3.2. How would you characterize the rate of the following types of development?

Overall, a majority of respondents feel that the rate of residential and industrial development is happening at about the right speed. However, there may be some concern around how fast residential development is happening. Further, there appears to be a desire for more commercial development. This feeling seems to be consistent across age groups, how long they've lived in the Township, and where people live in the Township.



3.3. Visual Character

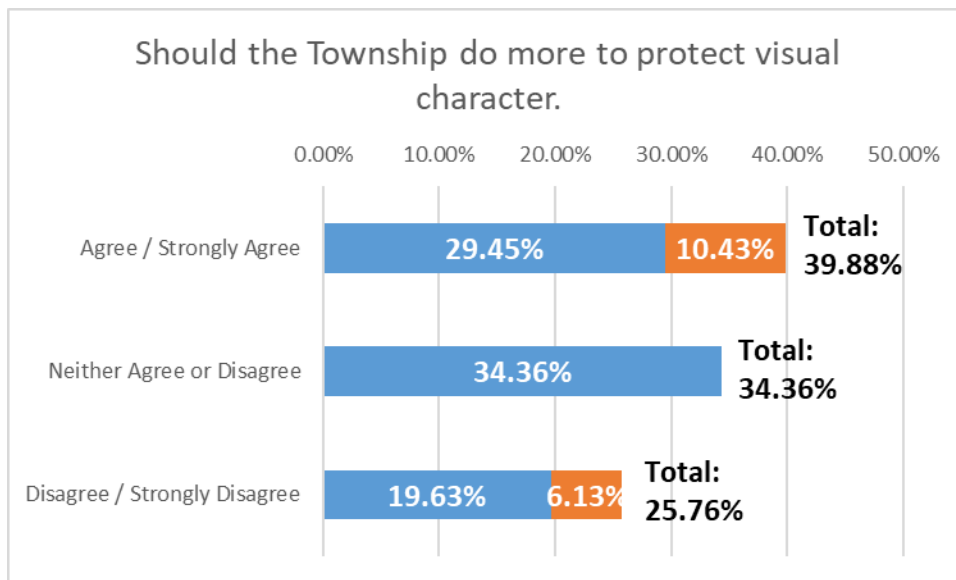
Respondents were asked if they felt Ravenna Township should do more to protect the visual character of the community to keep things the way they look the same. The question was prefaced with the following statement.

Visual Character is the way the Township looks and based on those looks what type of feel a community has. This can apply to buildings, landscaping, signage, etc.

Protecting the visual character means to keep the way things look the same. Doing more to protect the visual character could mean additional regulations and ordinances to keep the look the same.

While many respondents were supportive of doing more to protect visual character and keep the community looking the same, there was no clear majority that would indicate the Township should adopt additional regulations regarding existing properties. One item of note is that the longer someone has lived in the Township, the more likely they are to support regulations on the visual character of the community. It is our impression that based on the responses to this question respondents are mostly happy with the way the Township looks and feels.

However, Ravenna Township has a large portion of land that is zoned residential. Land pressure continues to grow in West Michigan, which could result in residential development happening in residentially zoned areas that are currently being used for agricultural purposes. The Township may want to ensure rules regulating future residential development are located in place so that potential residential development happens in a way that is consistent with the look and feel that is desired by the community.



3.4. If the Township had extra funds, how would you prioritize its use?

When asked how they would prioritize the expenditure of “extra” funds, survey overall respondents as a whole identified Roads, Internet Access, and Fire and EMS as top priorities for extra funds. However, we see that age played a role in how people responded. Taking into account that results may be slightly skewed to older respondents, we believe that parks and recreation may be a higher priority than indicated by the chart for all respondents. In the charts below, the higher the number, the higher the level of support.

All Respondents	
Funding Priority	Support Level
Roads	7.01
Internet Access	5.1
Fire and EMS	4.95
Parks and Recreation	4.87
Senior Services	4.51
Police	3.91
Public Water and Sanitary Sewer	3.35

18-24		25-34	
Funding Priority	Support Level	Funding Priority	Support Level
Parks and Recreation	6.6	Roads	6.75
Fire and EMS	5.8	Parks and Recreation	5.92
Roads	5	Internet Access	5.17
Police	5	Fire and EMS	4.83
Public Water and Sanitary Sewer	4.2	Senior Services	4
Internet Access	4	Police	3.67
Senior Services	4	Public Water and Sanitary Sewer	3.58
35-44		45-54	
Roads	7.14	Roads	6.88
Parks and Recreation	5.11	Parks and Recreation	5.46
Fire and EMS	5.03	Fire and EMS	5.19
Internet Access	4.8	Internet Access	4.65
Senior Services	4.31	Senior Services	4.58
Police	4.26	Police	3.96
Public Water and Sanitary Sewer	3.4	Public Water and Sanitary Sewer	3.42
55-64		65+	
Roads	7	Roads	7.38
Internet Access	5.23	Internet Access	5.76
Fire and EMS	4.9	Senior Services	4.79
Senior Services	4.63	Fire and EMS	4.65
Parks and Recreation	4.33	Parks and Recreation	4
Police	4.03	Police	3.32
Public Water and Sanitary Sewer	3.3	Public Water and Sanitary Sewer	3.06

3.5. How likely is it that you would support an increase in property taxes to support the following?

At best respondents appear to be neutral to an increase in taxes to support the identified potential funding priorities. Based on this information it does not appear that a millage to support any of these items would have the support needed to pass. However, we are able to see how respondents prioritize projects when viewed with the lens that they would have to pay extra for their improvement. As such when compared to the question regarding access to “extra” funds we see that priorities remain fairly consistent.

If the Township determines to proceed with projects for any of the identified priorities a tax millage appears unlikely to succeed and other methods of financing these projects may be necessary.

Funding Priority	Support Level
Road Repairs and Improvement	3.35
Fire and EMS	3.24
Agricultural Preservation Programs	3.15
Improve and expand public park and recreation facilities	3
Police	2.82
Attract and retain commercial businesses	2.77
Expansion of public water and sewer	2.51
Attract and retain Industrial businesses	2.43

5 = Highly Likely

4 = Likely

3 = Neutral

2 = Unlikely

1 = Highly Unlikely

3.6. Please rate each of the following characteristics of Ravenna Township.

In general respondents appear to be happy with the character of the community. Rural Character and Ease of Travel were rated excellent. Recreational opportunities, good educational opportunities and access to shopping amenities rated as good. Based on this feedback it appears that respondents are willing to trade ease of access to job opportunities, healthcare and other amenities in order to live in a rural area.

One item of note is respondents who have lived in Ravenna for less than one year were in general agreement on rural character, good educational opportunities and access to shopping amenities, but as a group rated the other items as poor.

Characteristic	Rating
Rural Character	4.77
Ease of Travel	4.55
Recreational Opportunities	4.04
Good educational opportunities	3.88
Access to shopping amenities	3.69
Access to healthcare facilities	3.39
Availability of quality, affordable housing	3.15
Diverse housing Options	3.06
Access to job opportunities	2.93

5 = Excellent

4 = Good

3 = Fair

2 = Poor

3.7. Please prioritize the following in the order that is most important to you. 1 = Most Important, 9 = Least Important.

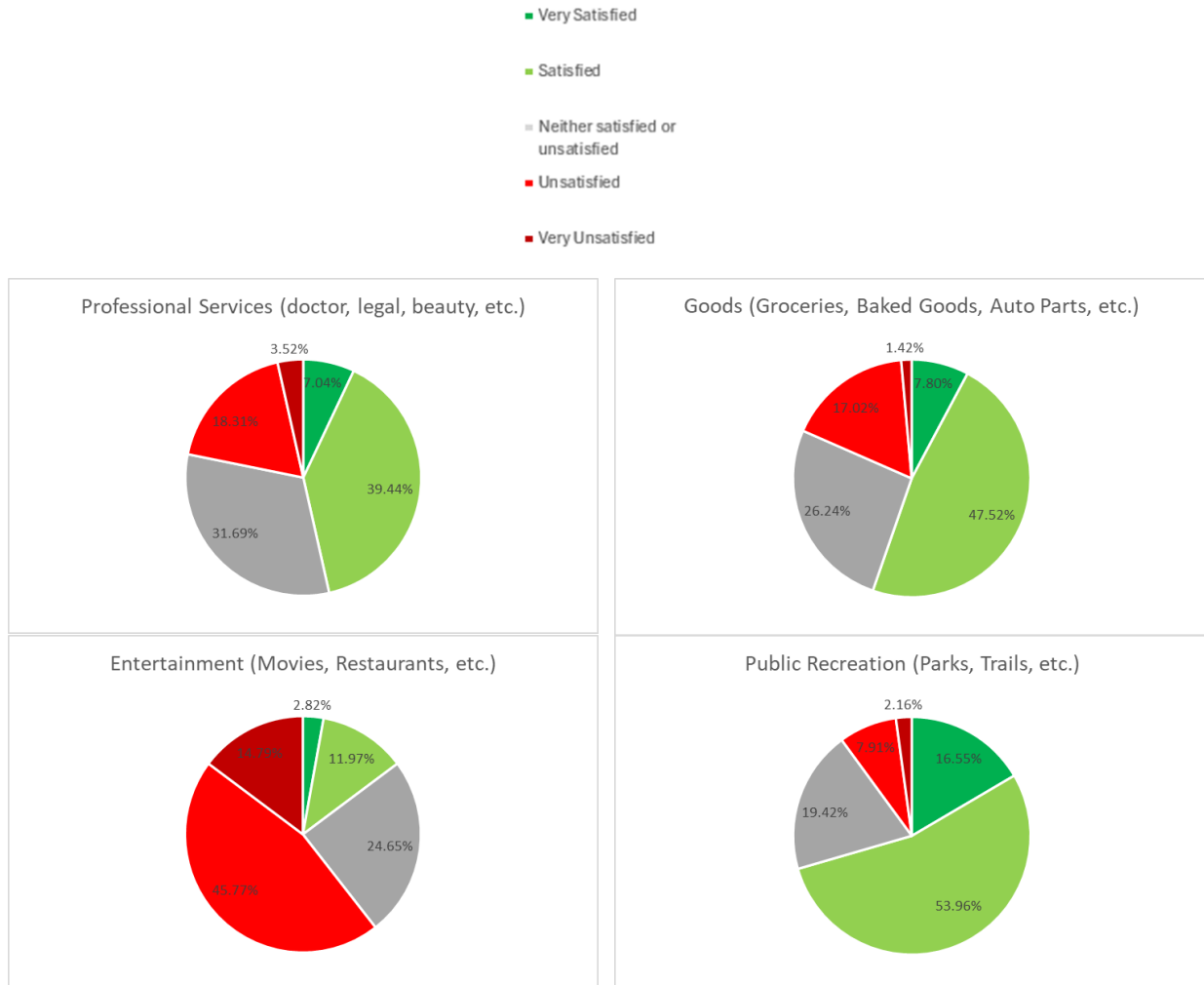
The condition of roads is the top priority for respondents. The other top priorities are preservation of natural areas, preservation of farmland, access to commercial services, availability of public parks and recreational opportunities, and availability of homes that people can afford, with access to public utilities and jobs in the community not appearing to be a priority.

It appears that respondents value the natural/rural character of the community. However, when comparing this to the desire for commercial services and homes that people can afford, it appears that Ravenna Township will need to find a careful balance between protecting natural areas and farmland against the desire for residential and commercial development. In the chart below, the higher the number, the higher the priority of the item.

Item	Priority Rating
Condition of roads	6.42
Presevation of natural areas (woods, non farmed fields, etc)	6.09
Preservation of farmland	5.88
Access to commercial services (grocery, restaurant, bar, hairsalons and barbers, etc.)	5.68
Availability of public parks and recreational opportunities	5.27
Availabilty of homes that people can afford	5.15
Access to public water and sanitary sewer	3.78
Availability of office jobs in the community	3.39
Availability of industrial jobs in the community	3.34

3.8. Please rate your satisfaction with the availability of the following.

Overall respondents appear to be satisfied with the availability of most Goods and Services within the Community. However, there appears to be a considerable demand for more entertainment services such as movies and restaurants.



3.9. How supportive are you of the following types of residential projects?

Based on the results of this question, we not only see what types of residential projects respondents are supportive of, but we may also get some insight into how that development is desired to look.

Senior Citizen Housing

Respondents are supportive of senior citizen housing. Not only are a majority of respondents supportive of senior citizen housing, but there is very little opposition. However, senior citizen housing can be developed in many different ways (site condo, duplexes, apartments, mixed housing types) and as such where and how senior citizen housing is developed can be informed on the responses towards other housing development types. For example, if the community prefers single family neighbors and is strongly opposed to apartments, then senior citizen housing should be encouraged to look more like a single-family neighborhood and less like an apartment building.

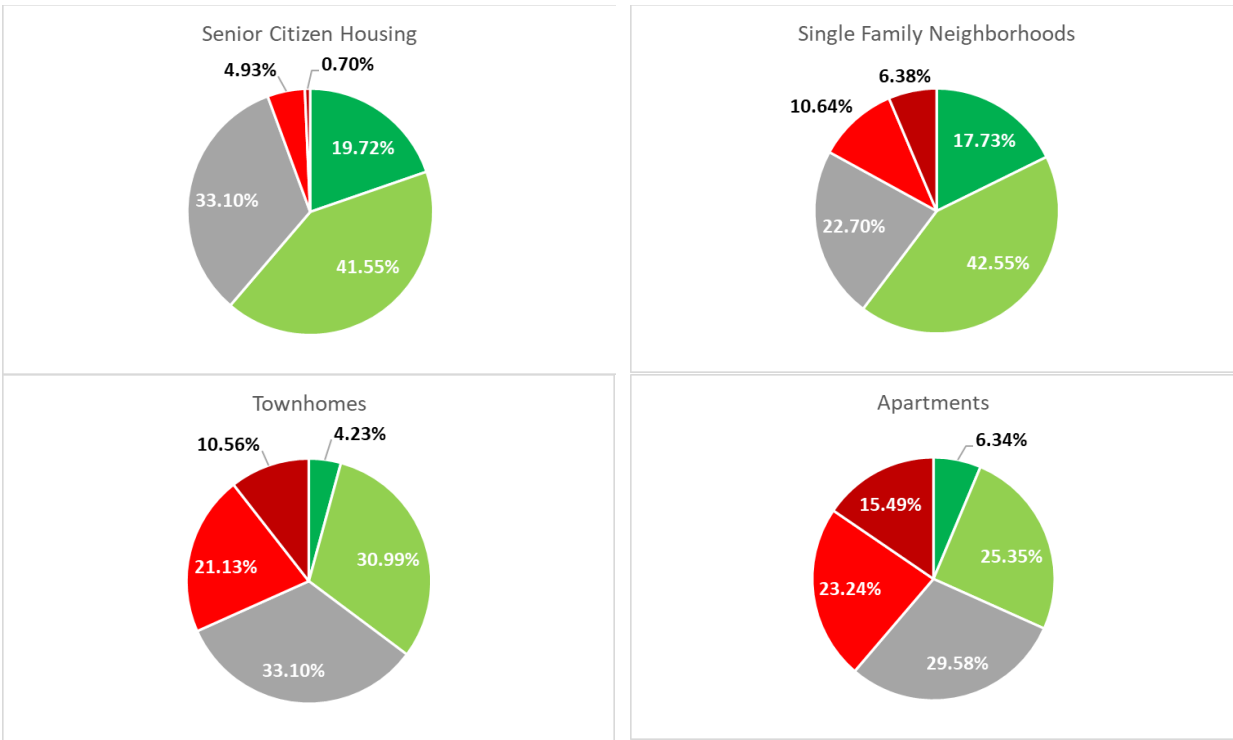
Single Family Neighborhood Developments

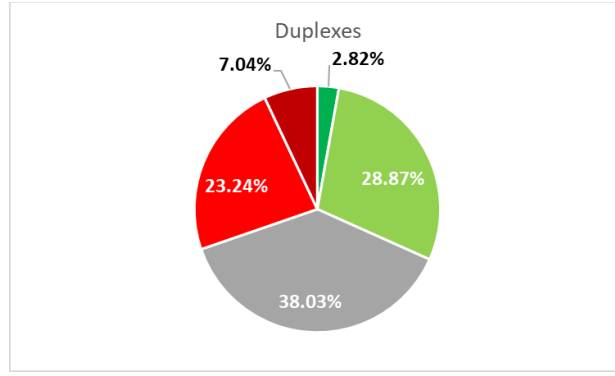
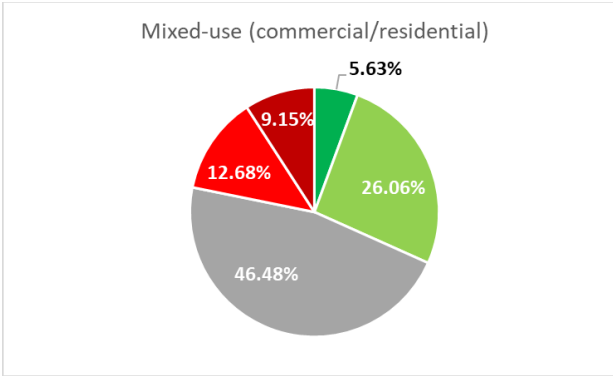
Similar to senior citizen housing, a majority of respondents appear to be supportive of single-family neighborhood developments. While there is some more opposition to single family neighborhood developments, the level of opposition to single family neighborhood developments is much lower than we see in many of the other communities we serve. Based on this feedback, the Township may want to review ways to encourage more single-family neighborhood development within the Township.

Townhomes, Apartments, Mixed-Use, and Duplexes

The level of support for these types of residential developments is mixed. For example, 31.7% of respondents support/strongly support duplexes, 30.2% are opposed/strongly opposed, and 38% are neutral. Many of the other communities we serve have shown strong opposition to apartments and more dense residential developments. Based on the mixed feedback received for these types of residential developments, the community may be supportive of more dense residential developments in certain areas.

- Very Supportive
- Supportive
- Neutral
- Opposed
- Strongly Opposed





END OF REPORT