



Fresh Coast Planning

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MEMORANDUM

To: Village of Ravenna Planning Commission
From: Kevin Yeomans
Date: 5/18/2026
Re: Master Plan – Vision Statement / Overarching Goals

At your April 28, 2026, meeting the Planning Commission conducted an exercise designed to facilitate the creation of a vision statement and/or overarching goals for the Master Plan.

Attached to this memorandum is a spreadsheet which contains the results of this exercise along with recommended titles for each grouping, three potential vision statements, and potential key pillars (overarching goals) for inclusion in the Master Plan. The provided vision statements and key pillars are not intended to be final, but to act as a starting point for the Planning Commission's deliberations. That being said, if the Planning Commission does not want to make any changes to the language provided, that's fine too.

The vision statement and/or key pillars will provide a common theme that the Planning Commission will use to create specific goals and recommendations for residential uses, commercial uses, industrial uses, and other planning items throughout the rest of the Master Plan.

Review and creation of a vision statement and/or key pillars is scheduled for your May 26, 2026, meeting.

Kevin Yeomans

Kevin Yeomans
Planner

Attachments

cc: Emily Carrigan, Village Clerk

Expand commercial businesses & Job Opportunities	Maintain & Expand Public Infrastructure	Expand & Improve Outdoor Recreation Opportunities
more commercial draw in more business build working environment less industrial economic vitality attract businesses bring more business	sustain & upgrade critical infrastructure digital access more sidewalks sewer systems & drainage expand sewer & water downtown updates to lighting bridges & infrastructure more sidewalks fire equipment water, wells, sanitation	beautification projects increase recreation opportunities and space more parks south of trail make ravenna a place to visit make ravenna an inviting place accessible parks expand thatcher park park updates e.g., dog park trails for bikers, walkers, & snow mobiles
Expand & Diversify Housing Options	Maintain and Enhance Small Town Character	Keep the Community Attractive to Families and Young Adults
affordable: limit tax increases in our control more housing provide more housing more available housing community growth in residential and commercial more residential housing grow the village	promote ravenna like pure michigan entertainment area develop downtown area expand downtown to include crockery creel corridor DDA improvements civic engagement simple clear zoning	schools - repairs, etc. youth retention promote schools

Potential Vision Statements

The Village of Ravenna aspires to be a vibrant and resilient hub where small-town charm meets modern opportunity. By fostering a thriving commercial landscape and diverse housing options, we will be a premier destination for families and young adults. We are committed to the stewardship of our public infrastructure and the expansion of our outdoor recreation, ensuring a high quality of life that honors our heritage while embracing a prosperous future.

The Village of Ravenna aspires to be a community of choice for a lifetime. By bridging our rich small-town heritage with economic growth and diverse housing, we ensure a vibrant future for our youth and stability for our families. We commit to excellence in our infrastructure and the expansion of our natural recreation spaces to remain the most welcoming home in the region

Growing with Purpose: Ravenna aspires to be a vibrant 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 outdoor spaces that make Ravenna a proud, lifelong home for families and young adults

Potential 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.