

ST. JOHNS

Master Plan

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01.

Introduction





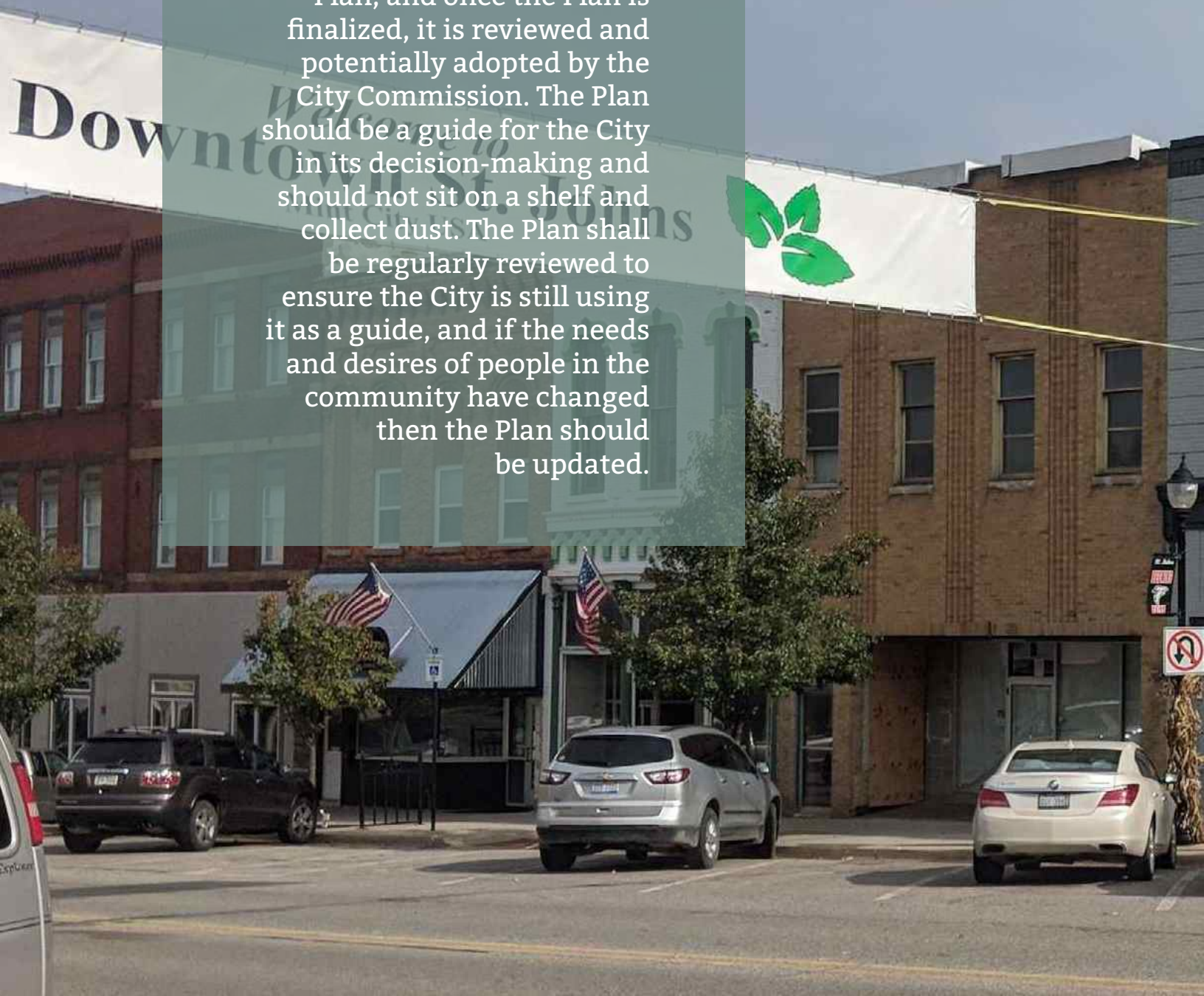
Allaby & Brewster
INSURANCE



2nd FLOOR
NO PARKING

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1003
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1005

The Master Plan is a decision-making tool used by the City government to coordinate land use planning and decision making and to serve as a basis for the City's Zoning Ordinance. The Planning Commission is responsible for formulating the Master Plan, and once the Plan is finalized, it is reviewed and potentially adopted by the City Commission. The Plan should be a guide for the City in its decision-making and should not sit on a shelf and collect dust. The Plan shall be regularly reviewed to ensure the City is still using it as a guide, and if the needs and desires of people in the community have changed then the Plan should be updated.



Master Plan Principles

The Master Plan is intended:

- » To provide information from which to gain a better understanding of the community and on which to base land use and zoning decisions.
- » To provide guidelines for an orderly process by which public officials and citizens are given an opportunity to monitor change and review proposed development.
- » To conserve and protect property values by discouraging development incompatible with the character of the surrounding neighborhood.
- » To protect and preserve the natural resources and environmental quality of the community.
- » To set a course of action by which the Goals and Objectives may be implemented.

Recent Accomplishments

DOWNTOWN PROGRESS

This Master Plan seeks to continue and increase the level of investment already taking place in the City of St. Johns. Downtown St. Johns, especially, has seen an increase in economic activity and new development in the form of new housing, as well as:

- » New retail businesses that have come to downtown.
- » Local businesses from outside of downtown that have relocated to the downtown.
- » New service businesses that have come to downtown.
- » Downtown businesses that have expanded in the last two years.
- » Downtown businesses that have moved to larger or better buildings downtown.
- » New public facilities and services in the downtown.
- » Downtown properties recently purchased for new planned developments.



Key Findings

- » St. Johns is well positioned to be the town “Where Up North Begins.” Marketing and branding efforts will be focused on that identity. Many up north travelers stop in St. Johns for food, gas, and supplies.
- » The City of St. Johns and Bingham Township are committed to working together for their shared growth and prosperity. To that end, this plan includes “Joint Planning Areas”—portions of Bingham Township where this document envisions the character of future development, and where land share or other agreements may be appropriate.
- » New jobs from Glanbia and other employers will create a demand for new housing in the greater St. Johns area.
- » The City will work to improve non-motorized mobility options, capitalizing on the City’s existing walkable character and infrastructure such as the Meijer Trail.
- » Downtown will continue to be beautified, including restorations and support for new businesses through the Downtown Development Authority.
- » Old 127 will be beautified and enhanced to create an attractive and memorable gateway into the community, and joined with the downtown in unique marketing strategies.
- » Neighborhoods will be protected and preserved to enhance property values and community vitality.
- » The City will invest in its infrastructure and amenities to ensure they can serve future generations.
- » The City will strive for environmental and economic sustainability, to preserve a beautiful and prosperous St. Johns for the future.

02.

Action Plan





Action Plan

This section identifies and describes actions and tools available to implement the vision created in this Plan.

KEY

PRIORITY	A	Most Important
	B	Very Important
	C	Important
TIMEFRAME	1	Within One Year
	2	1-3 years
	3	3+ years
RESPONSIBILITY (COLOR)		Project Lead
		Key Participant
		Contributor

RESPONSIBILITY (ABBREVIATION)

BO	Business Owners
BT	Bingham Township
CATA	Capital Area Transit Authority
CLC	Clinton County
CC	City Commission
CCRC	Clinton County Road Commission
CM	Community Members
CS	City Staff
CSJ	City of St. Johns
DDA	Downtown Development Authority
DEV	Developers
MDOT	Michigan Department of Transportation
MT	Meijer Trail
PC	Planning Commission
PO	Property Owners
SM	State of Michigan
TCRPC	Tri-County Regional Planning Commission

FUNDING

PUBLIC	Includes public funds from the City operating budget, as well as Township, County, and State funding. May also include local government bonds and grants.
PRIVATE	Includes funds from private sources such as grant monies, corporate funding, or property owners
DDA / TIF	Tax increment financing provided by an authorized body. Please refer to the summary of economic development tools.

REDEVELOPMENT ACTION PLAN								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	TIF / DDA
Work with property owners along the Meijer Trail to prepare properties for redevelopment.	A	1	CC PC CS	CLC	PO CM DEV	•	•	•
Implement the Zoning Action Plan.	A	1	CC PC CS			•		
Work with Bingham Township to lay the groundwork for development in the Joint Planning Areas, as envisioned by this plan.	A	1	CC PC	BT		•	•	•
Enhance the vision for Downtown St. Johns in this plan by continuously updating a Downtown Plan, with an Action Plan for the DDA, City, and stakeholders to implement the vision.	A	1	CC PC CS DDA			•		•
Recruit developers and businesses to come to St. Johns.	B	2	CC PC CS DDA	CLC	DEV	•	•	
Demolish the silos and find a new use for the site that promotes the downtown.	B	2	CC PC CS DDA	CLC	DEV			
Beautify Old 127 and M-21 to create an attractive place for new businesses.	B	2	CC PC CS	MDOT	PO			
Ensure that infrastructure and amenities in the City are sufficient for new development.	B	3	CC PC CS	SOM CLC	PO	•	•	•
Review and update this plan every five years.	C	3	CC PC CS		CM	•		
Evaluate historic district designation and regulation options within the Old Village Plat.	A	2	CC PC CS DDA	SOM CLC	PO DEV	•	•	•

BO Business Owners
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CCRC Clinton County Road Commission

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DEV Developers
MDOT Michigan Department of Transportation

MT Meijer Trail
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SM State of Michigan
TCRPC Tri-County Regional Planning Commission

MOBILITY ACTION PLAN								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	TIF / DDA
Ensure development of a complete sidewalk network, especially to provide more connections in and around downtown and to public assets.	A	1	CC PC DDA	MDOT CLC	PO	●	●	●
Utilize signage and streetscape improvements to encourage parking on side streets.	A	1	CC PC	MDOT CLC	PO	●	●	
Intentionally design and implement streetscape improvements downtown including furniture, amenities, and landscaping.	A	1	CC PC DDA	MDOT CLC	PO	●	●	●
Increase the number of trees and plants within the downtown streetscape.	A	2	CC PC DDA	MDOT CLC	PO	●	●	●
Establish a network of bicycle lanes in and around downtown, as well as protected bicycle lanes throughout the City.	B	2	CC PC DDA	MDOT CLC	PO	●	●	●
Improve streetscape on N. Clinton Avenue in downtown, specifically at intersections to improve pedestrian walkability.	B	2	CC PC DDA	MDOT CLC	PO	●	●	●
Develop bicycle facilities and amenities that build off Meijer Trail traffic and support downtown activity.	B	2	CC PC DDA	MDOT CLC	PO MT	●	●	●
Provide parking solutions for downtown residents, business owners, and employees.	B	3	CC PC DDA	MDOT CLC	PO	●	●	●
Utilize traffic-calming and complete street retrofits to transform Old 127 into a multi-modal corridor that is safe for all users.	C	3	CC PC	MDOT CLC	PO	●	●	
Assess, improve, and potentially expand public parking lots.	C	3	CC PC	MDOT CLC	PO	●	●	
Review and update this plan every five years.	C	3	CC PC	MDOT CLC	PO	●	●	

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PC Planning Commission
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BEAUTIFICATION / PLACEMAKING ACTION PLAN								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	TIF / DDA
Preserve historic and architecturally significant structures.	A	1	CC PC CS		PO CM	•	•	•
Implement façade improvement program for Downtown businesses.	A	1	CS PC DDA		BO PO	•	•	•
Assess feasibility of using Downtown sidewalk space for sales and / or outdoor dining space.	A	1	CS PC DDA		BO PO	•		•
Form partnership with local organizations to plant and monitor seasonal landscaping displays	A	1	CS PC DDA		PO CM	•	•	•
Assess the feasibility of building a permanent farmers' market space.	B	2	CS PC DDA	CLC BT	BO PO CM	•	•	•
Implement unified way finding signage, commercial sign standards, and plantings to Old 127.	B	2	CC PC CS	MDOT	PO	•		
Implement unified way finding signage, commercial sign standards, and seasonal displays to N. Clinton Avenue.	B	2	CC PC CS DDA	MDOT		•		•
Implement unified lighting along Old 127 and N. Clinton Avenue.	C	3	CC PC CS DDA	MDOT	PO	•		•
Install changeable message signage at key gateways.	B	1	CC PC DDA	MDOT	BO PO			
Install pavement markings at M-21 and Old 127.	A	2	CC PC DDA	CLC MDOT				
Designate Old Village with decorative street signs and decorative over-head banners at key gateways to the Old Village.	A	1	CC PC CS DDA	CLC SOM	PO DEV	•	•	•

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PO Property Owners
SM State of Michigan
TCRPC Tri-County Regional Planning Commission

MARKETING / BRANDING ACTION PLAN								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	TIF / DDA
Incorporate Farmers' Market operation in special events and local business promotion.	A	1	DDA		BO CM	●	●	●
Fully utilize websites by adding parks information, special event details, and interactive maps.	A	1	CS DDA	CC		●		●
Hold promotional and special events with regular frequency such as a shop local campaign.	A	1	DDA		BO			●
Hold neighborhood events such as movies in the parks or downtown.	A	1	CS DDA		BO CM	●	●	
Implement unified way finding signage throughout downtown and Old 127.	B	2	CC PC CS DDA	MDOT	PO	●		●
Create neighborhood districts with unified signage.	B	2	CC PC CS		PO CM	●		●

Zoning Plan

A zoning plan is required by the Michigan planning and zoning enabling acts. Section 33(d) of the Michigan Planning Enabling Act, PA 33 of 2008, as amended, requires that the Master Plan prepared under that act shall serve as the basis for the community's zoning plan. The zoning plan identifies the zoning districts and their purposes, as well as the basic standards proposed to control the height, area, bulk, location, and use of buildings and premises in the City. These matters are regulated by the specific provisions in the Zoning Ordinance.

DISTRICTS AND DIMENSIONAL STANDARDS

There are 10 zoning districts in the City, each of which is described in the current Zoning Ordinance. There, uses permitted in each district are described. In addition, the Zoning Ordinance's schedule of lot, yard, and area requirements defines specific area, height, and bulk requirements for structures in each zoning district. The Zoning Map is also a part of the Zoning Ordinance and illustrates the distribution of the defined zoning districts throughout the City.

RELATIONSHIP TO THE MASTER PLAN

This Master Plan establishes the vision, goals, objectives, and policies for growth and development in St. Johns for approximately the next 10–15 years. It includes a specific strategy for managing growth and change in land uses and infrastructure over this period, and, as required by statute, will be periodically reviewed and updated at least once every five years. This section, along with the rest of the Master Plan, is intended to generally guide future changes to the St. Johns Zoning Ordinance.

The following is a list of proposed Master Plan community character designations and their corresponding zoning district. Not all of the Master Plan's community character categories will match up with the current location or regulations of the zoning district to which they most closely correspond. Recommended revisions to the Zoning Ordinance are discussed on the following page.

Community Character Areas → Zoning Districts

COMMUNITY CHARACTER AREA	ZONING DISTRICT
Parks, Open Space, and Greenways	New Zoning District OR Zone to Match Surroundings
Modern Spacious Residential	R-1 Low Density Residential R-2 Medium Density Residential
Traditional Walkable Residential	R-2 Medium Density Residential R-3 High Density Residential
Multiple Family Residential	R-3 High Density Residential
Public / Institutional	MC Municipal Center
Core Downtown	CBD Central Business District
Downtown Edge	CBD Central Business District, OR Revise MU Mixed Use to Achieve Desired Development Character, OR create new zoning district.
Flexible Redevelopment	New Zoning District OR Achieve Desired Development Character Through PUD Process
Community Commercial	New Zoning District OR GC- General Commercial
Gateway Commercial	GC General Commercial
Industrial	I-1 Industrial – High Performance I-2 Industrial – Liberal Performance
Old Village Overlay	New Overlay District

Clinton County Zoning Plan

The following pages contain a Zoning Plan for Clinton County Zoning, which governs Bingham Township, in order to implement the vision of the Joint Planning Areas.

RELATIONSHIP BETWEEN FUTURE LAND USE AND ZONING CATEGORIES

The table below shows the Clinton County Zoning Districts that would appropriately implement the vision of the Future Land Use Categories in the Joint Planning Areas. Rezoning within the Joint Planning Areas should be reviewed against this table to determine whether the requested category is supported by the Plan.

FUTURE LAND USE CATEGORIES	ZONING DISTRICTS
Modern Spacious Residential	RR Rural Residential R-1 Single Family Residential ² R-2 Single Family Residential ^{1, 2}
Multiple Family Residential	MF Multiple Family Residential ^{1, 2} MH Manufactured Housing Community ²
Gateway Commercial	C-1 Local Commercial ² C-2 General Commercial ² C-3 Highway Service Commercial ²
Commercial / Industrial	C-2 General Commercial ² C-3 Highway Service Commercial ² RO Research / Office ² I-1 Light Industrial ² I-2 General Industrial ²
Industrial	RO Research / Office ² I-1 Light Industrial ² I-2 General Industrial ²
Rural Estate	RR Rural Residential A-3 Agricultural / Residential Transition
Agriculture-Energy	A-1 Agricultural and Open Space Preservation A-2 General Agriculture A-3 Agricultural / Residential Transition MR Mineral Extraction ³
Agriculture-Energy / Industrial	A-1 Agricultural and Open Space Preservation A-2 General Agriculture A-3 Agricultural / Residential Transition MR Mineral Extraction ³ RO Research / Office ² I-1 Light Industrial ² I-2 General Industrial ²

Footnotes:

- 1) R-2 Single Family Residential and C-1 Local Commercial should be limited to areas in close proximity to the City of St. Johns. Rezoning to C-1 Local Commercial should be limited in general, as the C-2 and C-3 districts better reflect the vision of the Gateway Commercial Future Land Use Category. C-1 is most appropriate in areas near residential neighborhoods.
- 1) Rezoning to districts other than A-1, A-2, A-3, MR, or RR should only take place in areas served by public water and sewer.
- 1) Rezoning to the MR District should only occur after careful consideration of the impacts of the potential mining use on the environment, transportation network, and health, safety, and welfare of St. Johns, Bingham Township, and surrounding communities, as well as the impact on the development potential of the land immediately adjacent to the proposed mining operation, and the long-term potential land uses of the site once the mining operation's useful life has ended.

Recommended Changes to the Zoning Ordinance

In order to implement the vision of the Plan, the following changes to the Zoning Ordinance are recommended. These could take the form of county-wide amendments, or in some cases could apply only to a “St. Johns Area Overlay” or something similar.

- » Consider allowing single family residential dwellings in the MF district. This would allow for mixed-density developments in the Joint Planning Areas, including both single family homes and other housing types, such as townhouses, duplexes, and multi-family buildings, without having to use a Planned Unit Development. A minimum density could be established to prevent a single-family-only neighborhood from being built on MF land.
- » Consider expanding the uses permitted in the C-1 District. If the uses permitted in the C-1 District remain restricted, then rezonings to C-1 in the Gateway Commercial Future Land Use category should be limited, as C-2 and C-3 better reflect the Plan’s vision for that area.
- » Consider allowing hotels in the C-2 district by Special Use, and making hotels permitted by right in C-3.
- » Consider allowing the uses permitted in RO in C-2 and C-3, by reference, to allow office development on Old 127 and M-21 without restricting retail, restaurant, and shopping center development.

ZONING ACTION PLAN								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	TIF / DDA
Update the Zoning Ordinance to simplify the regulations and organization of the document, and bring it into compliance with Federal and State law.	A	1	CC PC CS			●		
Determine the best course of action for the Flexible Development area. If a new zoning district is warranted, create the district.	A	1	CC PC CS			●		
Revise the MU District to be consistent with the vision for the Downtown Edge Character Area in this plan.	A	1	CC PC CS			●		
Review the R-1, R-2, and R-3 districts to determine if they are consistent with this plan, including creating opportunities for Missing Middle Housing in R-2 and R-3, and ensuring the zoning map reflects the vision of this plan.	A	1	CC PC CS			●		
Determine whether I-1 and I-2 could be consolidated into a single zoning district.	A	1	CC PC CS			●		
Determine whether a new zoning district is needed for the Community Commercial Character Area.	A	1	CC PC CS			●		
Explore the possibility of adopting a Form Based Code for some or all of the City.	B	2	CC PC CS			●		
Create Old Village Overlay Zoning District.	A	1	CC PC CS			●		

03.

Goals and Objectives





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Land Use – Development and Redevelopment

Policy Statement: Build an awareness of the City of St. Johns as an outstanding place to live, work and visit by promoting a positive business environment; encouraging new development in industrial parks; supporting redevelopment of brownfield sites; broadening and strengthening the tourism sector; and facilitating economic diversification and business growth. All while preserving and enhancing the traditional, mixed land use character of the City by offering planned integration of land uses that promote positive relationships between businesses and neighborhoods and careful separation of conflicting land uses.

GOAL #1: ACCOMMODATE A DIVERSE, STRONG COMMERCIAL AND OFFICE BASE THAT SERVES THE NEEDS OF RESIDENTS AND BUSINESSES WITHIN THE COMMUNITY.

- a) Increase small business development.
- b) Recruit a diverse number of businesses to St. Johns.
 1. Attract Tech Companies to St. Johns.
 2. Attract higher education to St. Johns through partnerships with regional institutions.
- c) Provide financial or regulatory incentives for Hotel development.
- d) Increase small town-appropriate commercial options that appeal to young professionals.
- e) Identify and discuss the best and highest uses for Township land that is close to City and within agreed upon development areas.

GOAL: #2: CREATE A VIBRANT DOWNTOWN WITH DIVERSE BUSINESSES.

- a) Implement the best use of City owned properties downtown.
- b) Create attractive corridors that tie downtown to Old 127.
- c) Provide sidewalks along Old 127.
- d) Increase the amount of retail stores.
- e) Provide business location for online businesses that want a storefront.
- f) Provide incentives to attract, restaurants, brew pubs and entertainment.
- g) Provide outdoor family events such as movie nights downtown.
- h) Attract businesses with varying hours of operating and uses to create vibrant streets.
- i) Add new businesses along the side streets downtown to expand the retail area.
- j) Use public engagement to find the potential uses for the silo / elevator property and other City owned properties in and around the downtown.

GOAL #3: REDEVELOP THE FEDERAL MOGUL / FC MASON BUILDING.

- a) Work with owner to address old Federal Mogul / FC Mason building and promote highest and best use of the property.
- b) Implement a phased redevelopment strategy for FC Mason.



GOAL #4: ENCOURAGE ECONOMIC DIVERSITY AND JOB CREATION THAT WILL LEVERAGE ST. JOHNS' GEOGRAPHIC AND CULTURAL ASSETS.

- a) Rezone vacant or underutilized property in and near neighborhoods to encourage redevelopment that is compatible in use and intensity with the existing neighborhood.
- b) Support and encourage efforts to diversify the economic base of St. Johns.
- c) Facilitate economic development activities that will strengthen neighborhoods, provide educational training and employment opportunities and provide necessary support systems.
- d) Create a business incubator to attract small businesses and startups.
- e) Attract information technology companies and Start-Ups.
- f) Expand industrial park.
- g) Incorporate cross municipal relationship to coordinate infrastructure development with Bingham Township.
- h) Reach out to existing business to identify needs for more vocational job training.

GOAL #5: PROVIDE ECONOMIC OPPORTUNITIES IN DEVELOPMENT AND REDEVELOPMENT AREAS.

- a) Encourage a diversity of business sizes and types, including retention of existing businesses and attraction of new businesses.
- b) Identify vacant and underutilized areas and plan to maximize their development.
- c) Reinforce existing business investment and provide for retention and expansion.
- d) Provide for local infrastructure development, where needed, to support economic development efforts.
- e) Continue downtown revitalization efforts by encouraging a mix of housing, retail, and complementary services.
- f) Promote expansion of successful brownfield redevelopment efforts.
- g) Explore creative partnerships between developers and the city in order to expedite environmental remediation.
- h) Encourage businesses to reuse infrastructure rather than relocating to new sites and thereby increase future public capital and operating costs.
- i) Transition of the industrial land along the CIS Trail to residential / mixed use.

Neighborhoods

Policy Statement: Sustain and enhance St. Johns neighborhoods by providing for the safety and protection of all residents, visitors, and property, and enabling the development of strong, cohesive, and stable neighborhoods.

GOAL #1: PRESERVE, PROTECT, AND ENHANCE THE INTEGRITY, ECONOMIC VIABILITY AND LIVABILITY OF ST. JOHNS NEIGHBORHOODS.

- a) Plans, programs and investment opportunities should be consistent with the Future Land Use Plan and with the strategies described below for each neighborhood area.
- b) Limit non-residential intrusions into residential neighborhoods and buffer detrimental effects of commercial and industrial uses through the use of open space and landscape treatments and site design.
- c) Evaluate zoning categories to ensure the character of the neighborhood is maintained and protected.
- d) Promote home ownership in all neighborhoods.
- e) Ensure that all new housing is compatible with the desired characteristics of that particular neighborhood and in accordance with the general neighborhood strategies contained in this chapter.
- f) Improve property maintenance of existing housing stock for renters and homeowners through enhanced code enforcement and rental inspection.
- g) Explore private / public partnerships to establish a home maintenance program for the low income, disabled, and senior populations.
- h) Unifying elements should be utilized as a neighborhood identifier, whether it is signage, similar architecture, street lighting or consistent streetscape landscaping.
- i) Provide opportunities for “aging in place” throughout the City.
- j) Provide opportunities to maintain the quality of older homes and redevelop blighted properties with grants for inside and outside maintenance on the home.
- k) Provide “curb appeal” grants to property owners.



GOAL #2: PROVIDE A HOUSING STOCK THAT MEETS THE NEEDS OF A DIVERSE CITY POPULATION WITH SUPPORTING AMENITIES.

- a) Maintain all City parks and recreation facilities and pursue cooperative arrangements with other public and private groups for maintenance of these facilities.
- b) Involve residents in planning and maintaining open space and neighborhood parks.
- c) Explore opportunities to convert active space to passive space and consider water-storage opportunities.
- d) Create mix of housing and open space in new subdivisions that include sidewalks and trail connections.
- e) Provide housing for all ages. Including younger families and the aging population.
- f) Provide affordable housing for youth families.
- g) Increase housing stock for growing work force.
- h) Provide curb improvement grants for neighborhoods.
- i) Promote and control the further development of living units in the downtown.

GOAL #3: CREATE AN IDENTITY FOR ALL NEIGHBORHOODS.

- a) Encourage cooperation between community groups and the City to implement neighborhood signage programs.
- b) Incorporate expanded streetscape improvements to foster neighborhood identities.
- c) Utilize landscaping at entry points, in rights-of-way, and park areas to improve the image of all residential neighborhoods.
- d) Install new gateway signage at entrances to the City.

GOAL #4: MAINTAIN AND PRESERVE HISTORIC PROPERTIES WITHIN THE CITY.

- a) Secure façade grants for downtown buildings.
- b) Provide a name for the Historic District.
- c) Include the Historic District in the Wayfinding Plan.
- d) Secure historic preservation awards for home restoration projects.
- e) Use historical buildings to promote the up and coming thriving City.
- f) Bed & Breakfast.
- g) Incubator Space.
- h) Determine the buildings at the grain elevator site that are most worthy of preservation, and ensure that those are preserved.
- i) Identify and promote the City's historic Old Village plat, including adding decorative street signs, creating a zoning overlay, creating a local historic district, and seeking State and/or Federal historic status.

Transportation

Policy Statement: To create a safe, connected transportation system that includes street, transit, water, air, and non-motorized components adequate to accommodate the current and future needs of the City of St. Johns and promotes the walkable, traditional character of the community for all users.

GOAL #1: PRESERVE AND ENHANCE THE LEVEL OF SERVICE CIRCULATION AND SAFETY OF THE ROAD NETWORK TO SUPPORT ALL USERS IN THE COMMUNITY.

- a) Control noise of truck traffic in expanding industrial park.
- b) Mitigate for increased truck traffic, with buffers such as street trees and green infrastructure.
- c) Improve and maintain the specific roads that are being impacted by additional industrial park traffic.
- d) Increase safety at the intersection of M-21 and Scott Road through growth of businesses and providing infrastructure to increase walkability. Consider a roundabout.
- e) Classify all existing and proposed streets by their function and develop a circulation system, which recognizes these functions. The functions should include consideration of emergency routes.
- f) Work toward the development of an overall circulation system for the City, which is coordinated with the transportation systems of the region, and which includes a connected network of residential streets designed to connect residents to each other by walking, cycling, or driving.
- g) Require that all land developments be designed in a manner that reduces the number of potential traffic conflicts (curb cuts), particularly along streets that serve as City-wide or regional traffic carriers. Require connections for both cars and pedestrians between adjacent sites on commercial thoroughfares. New developments should not adversely affect the safety, efficiency, and function of streets.
- h) Require street layouts of contiguous residential areas to be coordinated and connected. Residential street patterns should provide access for emergency vehicles and smooth and safe flow of pedestrians, bicycles, and cars through the neighborhood.
- i) Provide street layouts and street design and paving standards in industrial areas which are appropriate for the heavier truck traffic associated with such uses and which facilitate peak-hour smooth traffic flows with minimum disruption to the general traffic flow of the community.

GOAL #2: MAKE DOWNTOWN MORE NAVIGABLE AND EASIER TO ACCESS

- a) Increase signage leading to downtown, including pavement markings at M-21 and Old 127.
- b) Provide directional signs on Old 127 to direct people downtown.
- c) Increase wayfinding signs that directs drivers to available parking.
- d) Provide on-street overnight parking on Spring Street, Brush Street, and Railroad Street.
- e) Expand public parking options downtown.
- f) Repair parking lots that are damaged.
- g) Provide a variety of parking options including parking permit types and fees.
- h) Wayfinding Sign Plan with suggested designs for both the downtown and Old 127 Corridor and tying the two together.
- i) Brand Wayfinding to downtown as “St. Johns - Where Up North Begins” and “Take a shortcut through time and visit historic downtown St. Johns”.
- j) Create Walk and Bike routes / maps that tie to downtown, parks, Wilson Center and Rail Trails.

GOAL #3: IMPROVE SAFETY AND QUALITY OF LIFE ON OLD 127

- a) Collaborate with MDOT to increase traffic safety and walkability along OLD 127.
- b) Provide Beautification to OLD 127 to change the road into a gateway.
- c) Provide green infrastructure and landscaping to act as beautification.
- d) Provide basic signage at turnarounds along Old 127.
- e) Increase streetscape and building improvements to beautify Old 127 Corridor.

Parks and Recreation

Policy Statement: Create a healthy and fun community for St. Johns citizens to live, work and play by improving St. Johns park land and recreational facilities.

GOAL #1: ACQUIRE, DEVELOP, MAINTAIN AND PRESERVE SUFFICIENT OPEN SPACE AND RECREATION FACILITIES.

- a) Maintain and enhance existing recreational resources, ensuring all equipment and facilities meet current ADA standards.
- b) Pursue cooperative arrangements with other public and private groups for the maintenance of facilities.
- c) Seek volunteer assistance from residents in planning for and developing additional open space and parks.
- d) Pursue all available funding sources to implement park improvements and land acquisition.
- e) Promote, use and increase quality of City parks and other recreational facilities in both jurisdictions.

GOAL #2: CONTINUE TO PROVIDE ALL RESIDENTS OF THE CITY OF ST. JOHNS WITH HIGH QUALITY RECREATION PROGRAMS AND OPPORTUNITIES.

- a) Update and develop recreational programs that serve the needs of persons of all ages.
- b) Update the Recreation Master Plan every five years to address the changing population and socio-economic demographics in St. Johns.
- c) Provide safe, high-quality recreational experiences.
- d) Improve maintenance of parks to improve recreation services and programs in the City of St. Johns.
- e) Improve the administrative process for park maintenance, including communication between recreation programs, park users, and maintenance administrators.

GOAL #3: IMPROVE ACCESS AND CONNECTIVITY OF THE CITY PARK NETWORK FOR ALL USERS.

- a) Strive to create an integrated park system that contains high-quality and impeccably maintained parks connected with a series of pathways, bike paths, dedicated bike lanes and sidewalks.
- b) Expand non-motorized transportation options and increase pedestrian and bicycle connectivity.
- c) Incorporate access to natural features in the community into the City's pathway system.
- d) Identify locations in the northeastern part of the City for a new park.

GOAL #4: FULLY LEVERAGE THE HISTORIC ASSETS WITHIN ST. JOHNS RECREATION SYSTEM.

- a) Increase opportunities for the interpretation of historic events within the City parks.
- b) Provide wayfinding to Historic Sites along public trails within the City.
- c) Provide wayfinding to the Historic District from Downtown.
- d) Provide wayfinding from Parks to Historic Districts.

Public Facilities

Policy Statement: Strive for a high quality of life for current and future residents by maintaining a diverse and unified system of municipal facilities and services.

GOAL #1: CONTINUE TO OFFER HIGH QUALITY SERVICES AND FACILITIES FOR RESIDENTS.

- a) Monitor the efficiency of the various City departments and offices to prevent duplication of work and miscommunication.
- b) Increase coordination and cooperation between departments to streamline processes and ensure consistent application of policies.
- c) Update facilities to accommodate improvements and changes in technology.
- d) Encourage public involvement with community, civic, and school activities.
- e) Continue providing services and assistance to neighboring communities in a manner that promotes the spirit of a cohesive region without facilitating inefficient, low density development.

GOAL #2: INCREASE COMMUNITY INVOLVEMENT AND VOLUNTEERISM IN MAINTAINING CITY-OWNED OR LEASED RECREATIONAL FACILITIES.

- a) Further develop Stewardship in St. Johns as guidance for maintaining recreation facilities for all members of the community.
- b) Support the Wilson Center as a Community Center.
- c) As part of the ongoing redevelopment of the Wilson Center, ensure that facilities for public recreation, arts, music, and culture are retained within the facility.

GOAL #3: REDUCE STRESS ON THE CITY STORM WATER SYSTEM THROUGH LOW IMPACT DEVELOPMENT.

- a) Continue on-going planning efforts and studies of storm water infrastructure to ensure it is meeting demands and that adequate capacity is provided.
- b) Require that developers submit a green infrastructure plan at the beginning of the site plan review process.
- c) Develop guidelines and ordinance provisions that would allow for native vegetation.
- d) Elevate critical infrastructure in 100 and 500-year floodplains.
- e) Provide incentives to private property owners to use rain barrels.

Sustainability and Environmental Preservation

Policy Statement: Create a healthy, sustainable environment for St. Johns citizens by preserving and enhancing St. Johns natural resources and planning for the efficient, attractive and environmentally sound use of land.

GOAL #1: INTEGRATE NATURAL FEATURES INTO SITE DEVELOPMENT WHILE CLEANING UP EXISTING CONTAMINATION TO PROTECT THE QUALITY OF NATURE IN URBAN AREAS.

- a) Promote the clean-up of contaminated sites with innovative incentives through zoning flexibility and with assistance from the Brownfield Redevelopment Authority.
- b) Promote sensitive and responsible storm water management practices by developing guidelines and policies based on Best Management Practices.
- c) Encourage developers to integrate existing natural features into new developments.
- d) Develop ordinances which preserve the integrity of the natural settings of neighborhoods, communities, open spaces and parks, and develop clear procedures for their enforcement.
- e) Integrate vegetation and natural features in road construction and improvements.

GOAL #2: PRESERVE EXISTING TREES AND WORK TO EXPAND THE TREE CANOPY.

- a) Regulate tree clearing through a tree preservation ordinance to preserve landmark trees and require effective tree preservation methods during construction.
- b) Establish a community-wide tree planting program to add neighborhood appeal, increase the community's aesthetic appeal, and reduce impacts of extreme heat events (saving energy costs).
- c) Research projected shifts in tree population and aggressively transition street tree-planting program to trees that will thrive in hotter summers and wetter winters.
- d) Increase the diversity of tree species planted in the City.
- e) Focus new vegetation and tree canopy development efforts on areas identified as high relative exposure to heat events and flooding.



Joint Planning

Policy Statement: Coordinate with Bingham Township to do joint planning areas.

GOAL #1: IDENTIFY KEY AREAS AROUND THE CITY THAT REQUIRE JOINT PLANNING EFFORTS AND INCLUDE RECOMMENDED LAND USES FOR THESE AREAS.

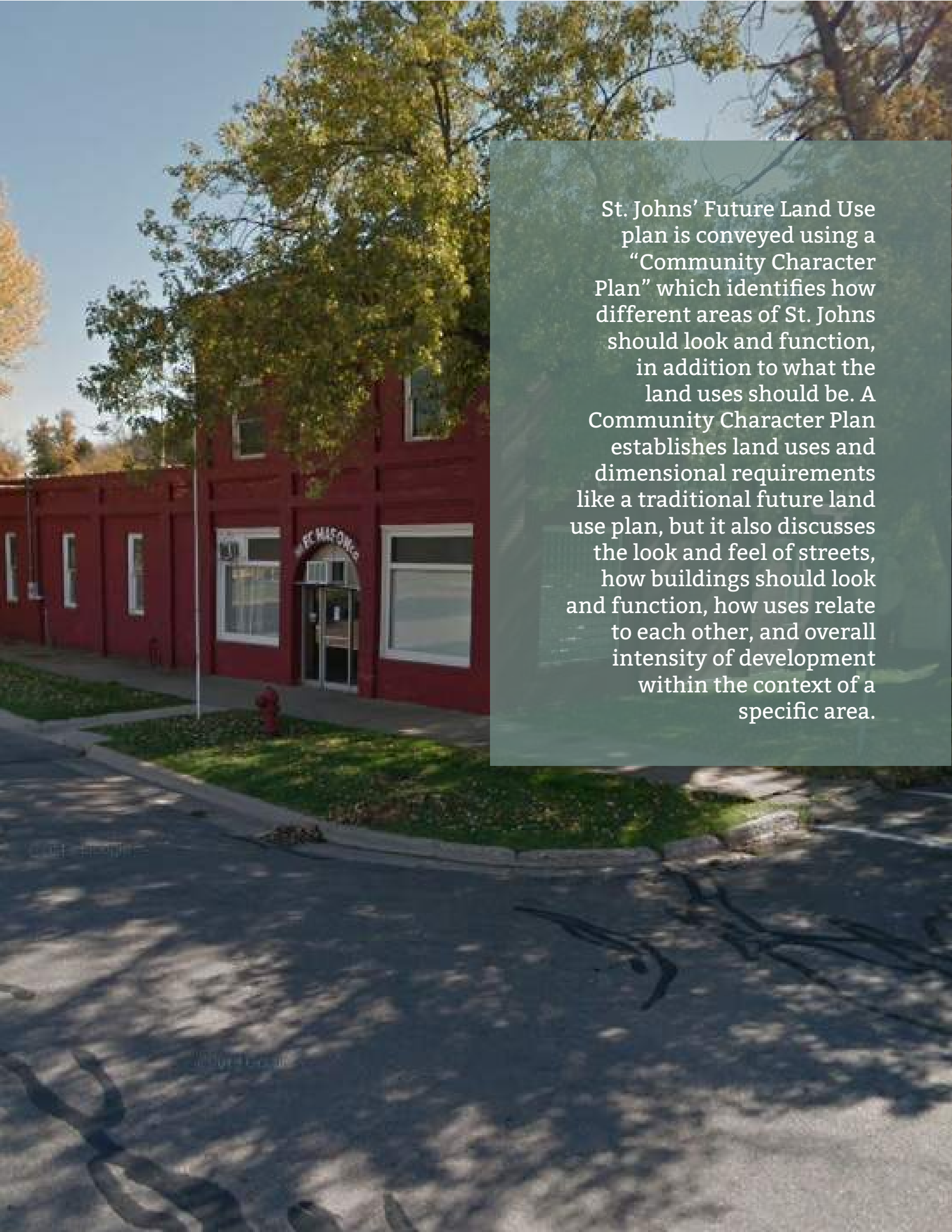
- a) Plan for the area bounded by the US-127 freeway, Wildcat Road, and the City limits.
- b) Plan for area bounded by the US-127 freeway, County Farm Road, Taft Road, and Townsend Road.
- c) Plan for the area along M-21 west of the City, especially the vicinity of the M-21 / DeWitt Road intersection.
- d) Prevent areas mentioned above from turning into dead space which occurs at borders of municipalities.
- e) Assign land uses that benefit both Bingham Township and the City of St. Johns.
- f) Provide land uses based on feedback from both communities.

04.

Redevelopment and Community Character







St. Johns' Future Land Use plan is conveyed using a "Community Character Plan" which identifies how different areas of St. Johns should look and function, in addition to what the land uses should be. A Community Character Plan establishes land uses and dimensional requirements like a traditional future land use plan, but it also discusses the look and feel of streets, how buildings should look and function, how uses relate to each other, and overall intensity of development within the context of a specific area.

Community Character Districts

The purpose of a Community Character Plan is to recognize distinct land use areas like residential, industrial, and commercial, and identify all of the parts that add up to create character, such as use, design, and density. The Plan establishes several Community Character categories, each with the following components:

LAND USE

Uses which are appropriate within the character area.

BUILDINGS

How the building looks and functions and where it is located on the lot.

DESIGN

How lots, streets, and frontages are designed, and how lots relate to each other in the public realm.

Community Character Plan

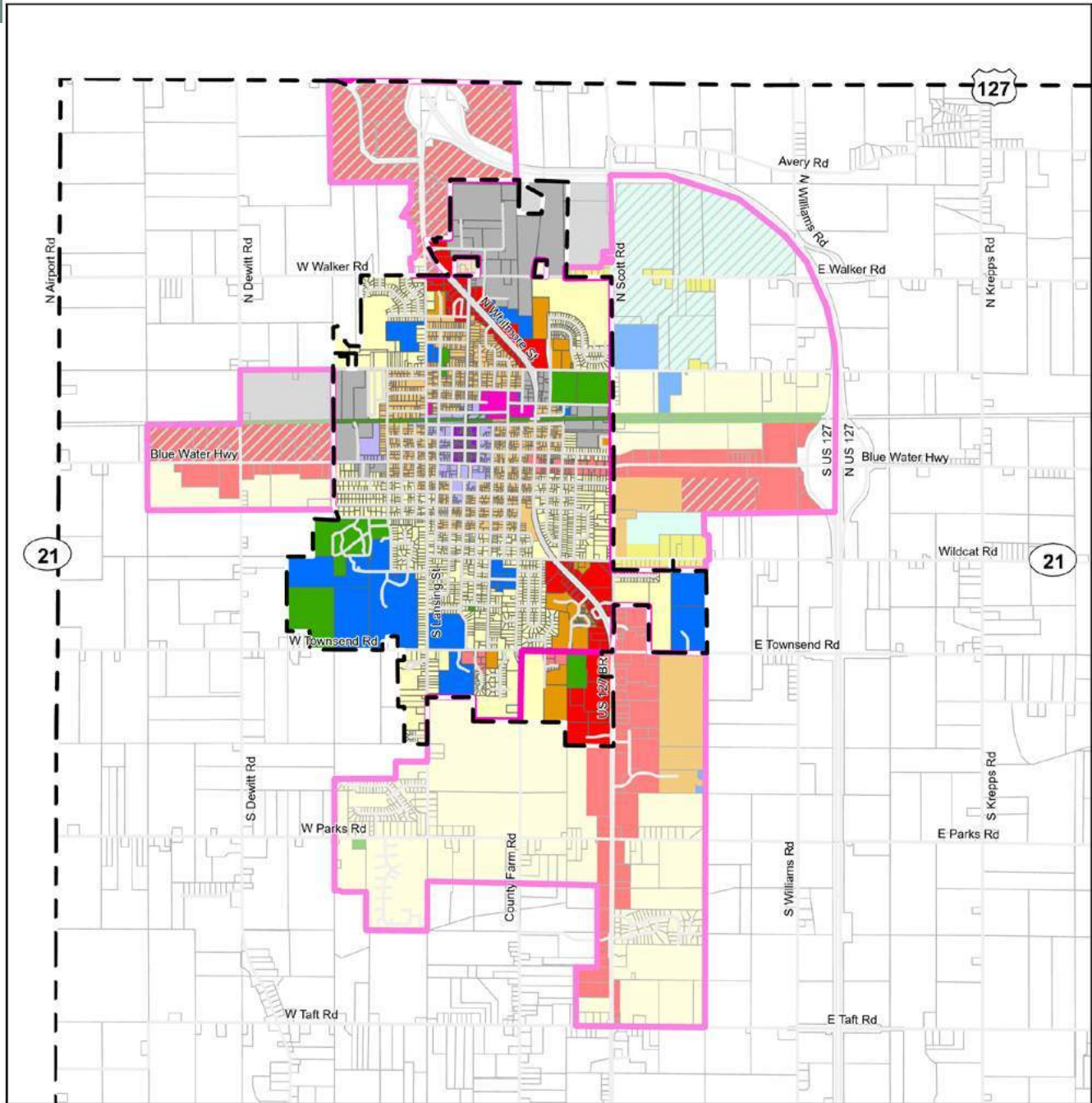
The Community Character Plan serves as a guide for how the community envisions itself in the next 10 to 15 years. It is based on an analysis of land uses issues in the City, existing land use, demographics, housing conditions, retail market potential, housing market potential, community infrastructure, transportation and circulation, public input from workshops and online engagement, and the goals and objectives set forth by the community.

The Community Character Plan constitutes the development policy of the City. The Plan should be updated on a regular basis to address the impact of new developments or other changing conditions. The elected and appointed officials of St. Johns are responsible for the interpretation of the intent of the Community Character Plan.

Community Character Districts and Zoning

The Community Character Districts present a Future Land Use Plan which will be the foundation for the community's zoning plan. The zoning plan will then be the basis for the zoning ordinance. The zoning plan is based on an inventory of conditions pertinent to the zoning within the municipality and the purposes for which zoning may be adopted. The zoning plan identifies the zoning districts and their purposes, as well as the basic standards proposed to control the height, area, bulk, location, and use of buildings and premises in the City.

The eleven Community Character Districts, and the uses and development types presented in each, relate to the ten Zoning Districts in the City's zoning ordinance in the manner described in the Zoning Ordinance earlier in this plan.



MAP 1.

Future Land Use

City of St. Johns, Michigan

March 19, 2025

LEGEND

- St Johns and Bingham Twp Boundary
- Joint Planning Areas

Community Character Areas

- | | |
|--|--|
| Rural Estate | Flexible Redevelopment |
| Modern Spacious Residential | Community Commercial |
| Traditional Walkable Residential | Gateway Commercial |
| Multiple Family Residential | Commercial / Industrial |
| Parks, Open Space, and Greenways | Industrial |
| Parks, Open Space, and Greenways Overlay | Agriculture-Energy / Industrial |
| Public / Institutional | Agriculture-Energy |
| Core Downtown | |
| Downtown Edge / Mixed Use | |

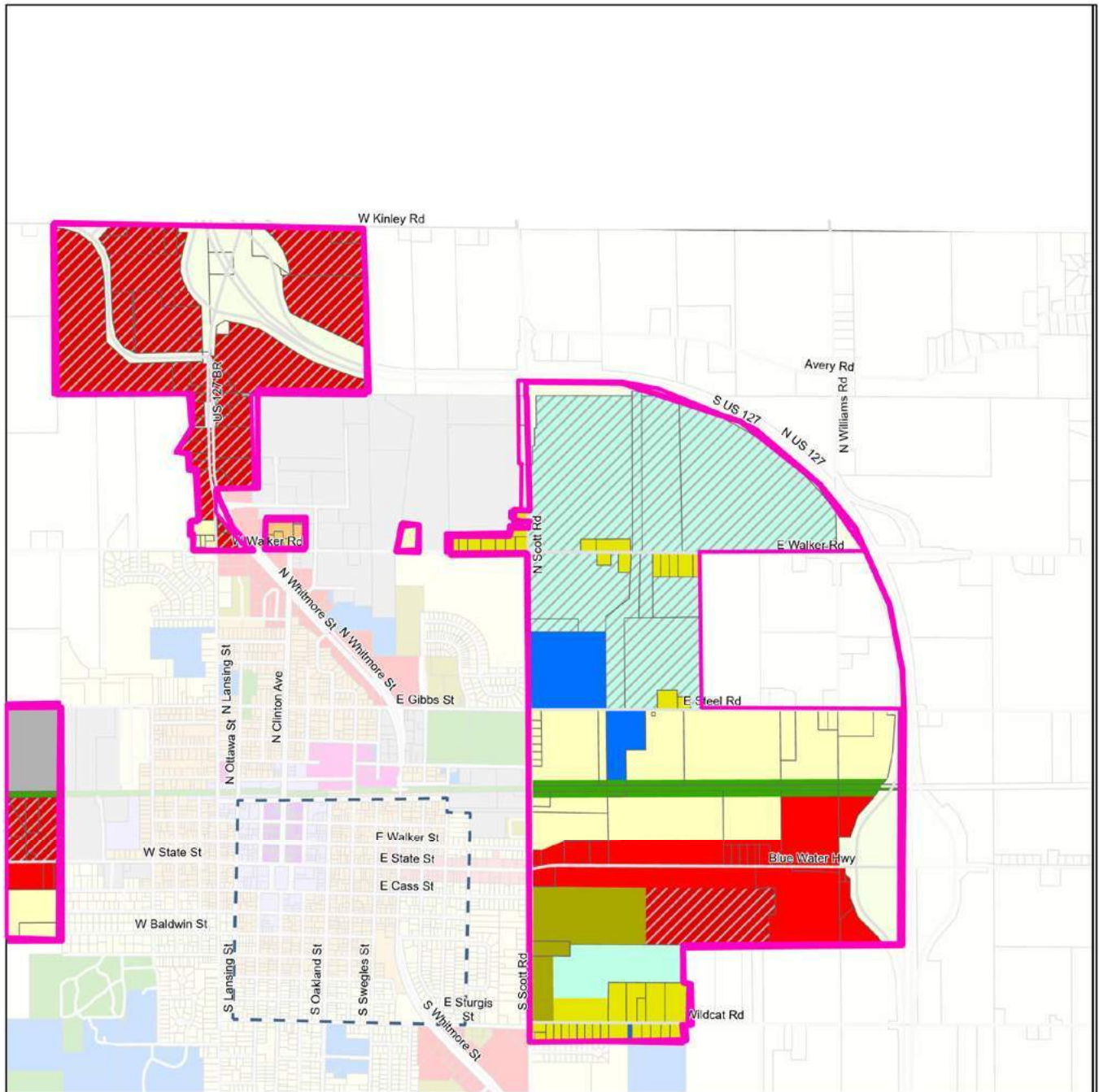


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Basemap Source: Michigan Geographic Information, v17a, Data Source: City of St. Johns, 2024. McKenna 2024.



MCKENNA



MAP 2.

North Joint Planning Area

City of St. Johns, Michigan

March 19, 2025

LEGEND

Joint Planning Areas

Community Character Areas

- | | |
|--|---|
| Rural Estate | Flexible Redevelopment |
| Modern Spacious Residential | Community Commercial |
| Traditional Walkable Residential | Gateway Commercial |
| Multiple Family Residential | Commercial / Industrial |
| Parks, Open Space, and Greenways | Industrial |
| Public / Institutional | Agriculture-Energy / Industrial |
| Core Downtown | Agriculture-Energy |
| Downtown Edge / Mixed Use | |

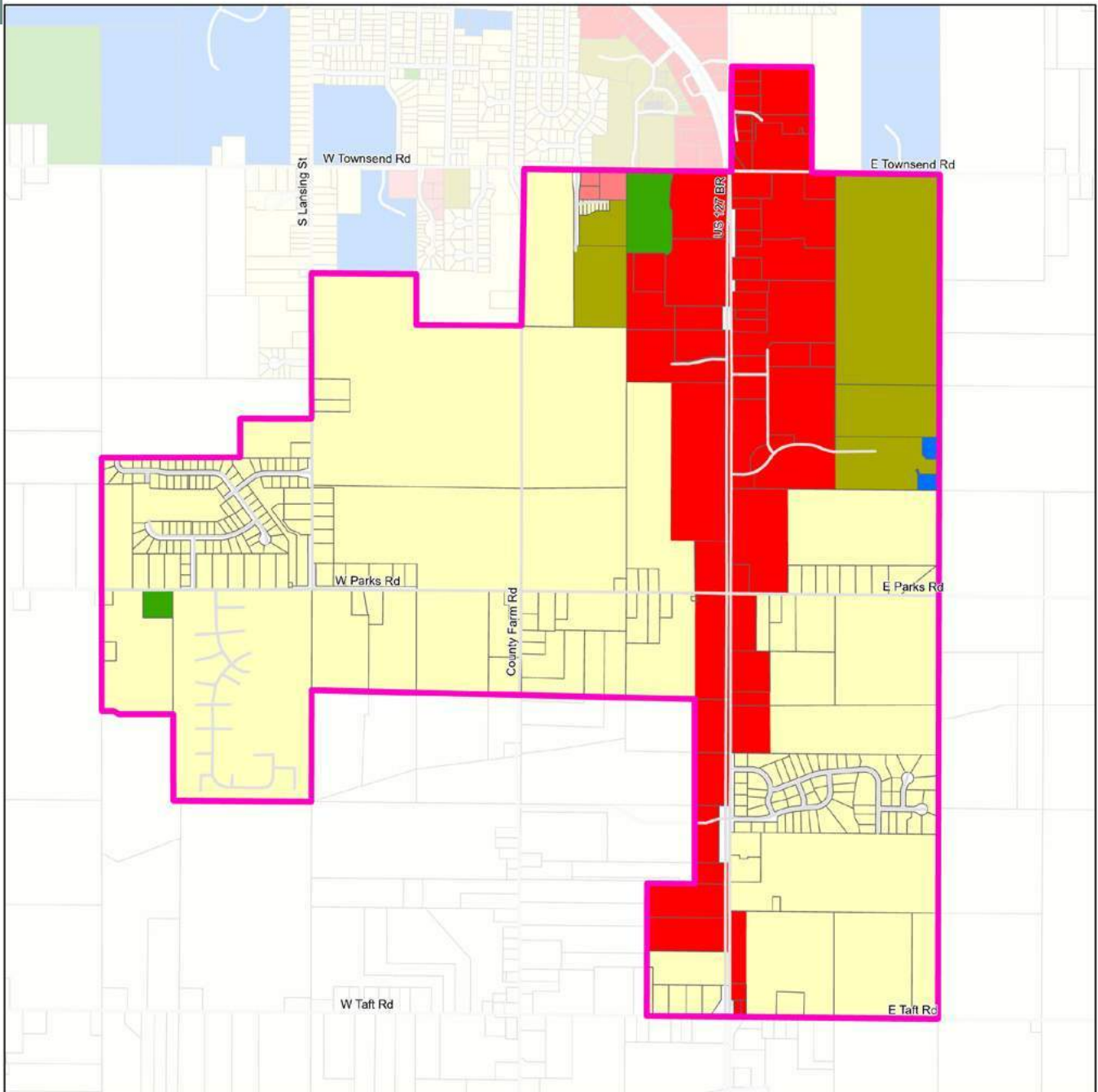


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Basemap Source: Michigan Geographic Information, v17a, Data Source: City of St. Johns, 2024. McKenna 2024.



MCKENNA



MAP 4.

South Joint Planning Area

City of St. Johns, Michigan

March 19, 2025

LEGEND

Joint Planning Areas

Community Character Areas

- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- Parks, Open Space, and Greenways
- Public / Institutional
- Core Downtown
- Downtown Edge / Mixed Use

- Flexible Redevelopment
- Community Commercial
- Gateway Commercial
- Commercial / Industrial
- Industrial
- Agriculture-Energy / Industrial
- Agriculture-Energy

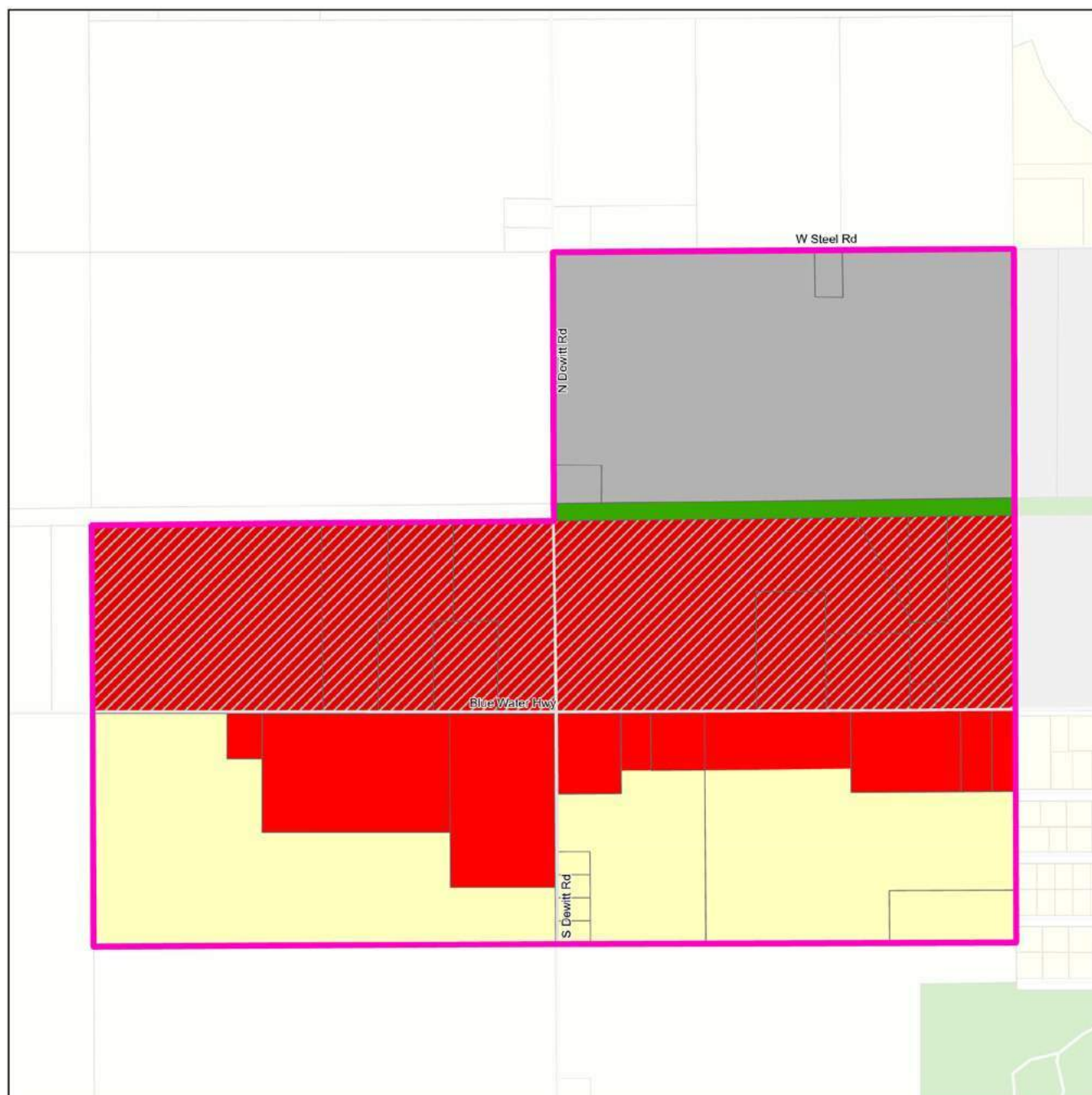


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Feet

Basemap Source: Michigan Geographic Information, v17a, Data Source: City of St. Johns, 2024. McKenna 2024.



MCKENNA



MAP 5.

West Joint Planning Area

City of St. Johns, Michigan

March 19, 2025

LEGEND

 Joint Planning Areas

Community Character Areas

- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- Parks, Open Space, and Greenways
- Public / Institutional
- Core Downtown
- Downtown Edge / Mixed Use

- Flexible Redevelopment
- Community Commercial
- Gateway Commercial
- Commercial / Industrial
- Industrial
- Agriculture-Energy / Industrial
- Agriculture-Energy



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Basemap Source: Michigan Geographic Information, v.17a, Data Source: City of St. Johns, 2024. McKenna 2024.



MCKENNA



Joint Planning Areas

St. Johns and Bingham Township are committed to working together for their shared growth, sustainability, and prosperity. For that reason, the Community Character Plan includes multiple portions of Bingham Township.

The vision for the Joint Planning Areas is articulated by the same Community Character Categories that delineate the City's vision. There are two Community Character Categories that fall within the Township only—Agricultural-Energy and Rural Estate. There are several Community Character Categories that only fall within the City.

Development within the Joint Planning Areas should be governed by the Community Character Categories, as well as the following specific issues:

NEW NEIGHBORHOODS

The Community Character Plan calls for several new neighborhoods in Bingham Township, particularly south of the City of St. Johns. These neighborhoods should be developed according to the Modern Spacious Residential Community Character Area, and should have the following characteristics:

- » The housing stock should be high quality, with durable materials on all faces.
- » The neighborhoods should be built around natural features such as wetlands and water bodies, and their surroundings should be preserved as parks or nature preserves within an overall framework of dense development.
- » The neighborhood should feature a connected network of streets with sidewalks, in a grid to the extent possible. Cul-de-sacs are highly discouraged and should not be permitted unless physical features, existing infrastructure, or legal impediments require them. The street network should connect to all nearby thoroughfares as often as possible, and every street that reaches the edges of the neighborhood should be a stub street to connect to future development.
- » Efforts should also be made to connect new neighborhoods to existing adjacent neighborhoods in as many places as possible. Connecting through streets should be built along section lines, half section lines, and quarter section lines, where streets do not already exist in those places.



WATER / SEWER INFRASTRUCTURE

The Township has its own water and sewer system, separate from the City's. However, as of the adoption of this plan, the Township system only exists in limited and disconnected areas. Development in the northern JPA would require an extension of either Township utilities or City utilities. The City and Township should cooperate to meet the needs of development as envisioned in this plan.

Regardless of the format for cooperation, the City and Township are committed to working together to ensure quality provision of water and sewer infrastructure to the greater St. Johns community as it grows.

MEIJER TRAIL GREENWAY

Along the Meijer CIS Trail in Bingham Township, this plan envisions a 100 foot required setback, which should be planted with trees and other greenery, and supplied with recreational amenities, such as playgrounds, outdoor fitness equipment, small sports facilities (like basketball or tennis), and/or public art. This will provide a rural and recreational setting for the trail itself, while still allowing nearby development. Most of the land along the trail in the Township is designated as Modern Spacious Residential.

PARK ON PARKS ROAD

There is a parcel on Parks Road just west of Loomis Road that is owned by the Township. It is the intent of this plan for that to become a park to serve the existing and planned neighborhoods in that area.

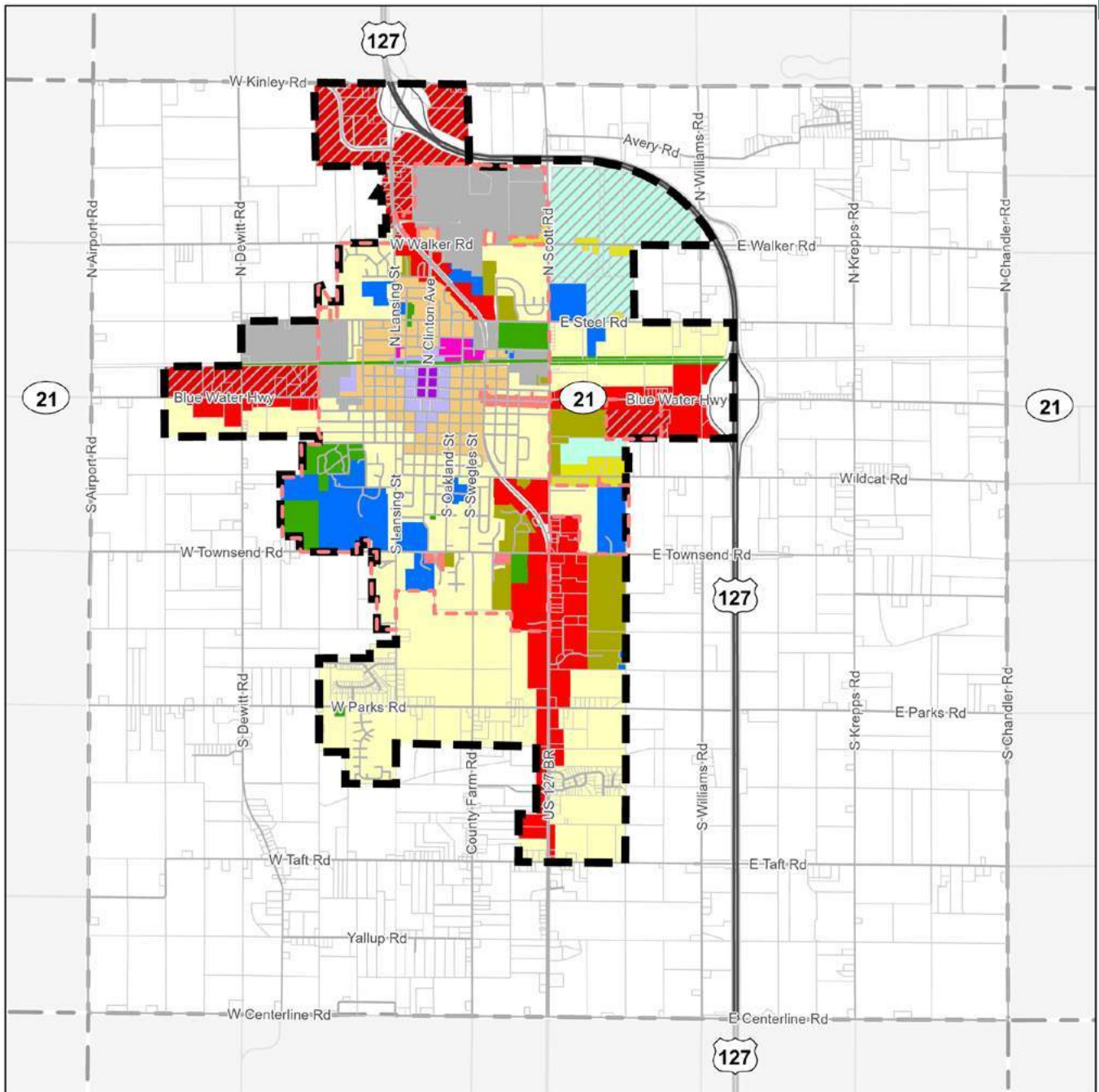
OLD 127 COMMERCIAL – “LEAPFROG” DEVELOPMENT PROHIBITION

Old 127 is designated as Gateway Commercial for most of the stretch between Taft Road and Townsend Road. However, it is the intent of this plan for that commercial corridor to be built out in an orderly, efficient, and sustainable fashion. That means that the Township should only approve rezonings if they are adjacent to, or at least near, existing development and commercially-zoned land. “Leapfrog” development, which means development that occurs leaving farmland or natural land in between developed areas, down the corridor is highly discouraged.

URBAN SERVICES BOUNDARY

The Urban Services Boundary Map on the following page designates the area that St. Johns and Bingham Township envision for the preservation of rural character, natural features, and agriculture. The extension of public water and sewer systems within the boundary, by either jurisdiction, is highly discouraged, and any development within the boundary should be low density and designed to preserve natural features.





MAP 6.

Proposed Urban Services Boundary

City of St. Johns, Michigan

March 19, 2025

LEGEND

- Urban Services Boundary
- City Boundary

Community Character Areas

- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- Parks, Open Space, and Greenways
- Public / Institutional
- Core Downtown
- Downtown Edge / Mixed Use
- Flexible Redevelopment
- Community Commercial
- Gateway Commercial
- Commercial / Industrial
- Industrial
- Agriculture-Energy / Industrial
- Agriculture-Energy



Basemap Source: Michigan Geographic Information, v.17a, Data Source: City of St. Johns, 2024, McKenna 2024.



MSR

Modern Spacious Residential

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
Consistent with surrounding character

Minimum Lot Width:
Consistent with surrounding character

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
Consistent with surrounding character

BUILDING HEIGHT

Minimum:
1 story

Maximum:
3 stories

STREET FRONTAGES

Front porch
Lawn / greenscape
Trees and landscaping

General Characteristics. This designation is characterized by single family and two family residential housing units on larger lot sizes than those found in the older neighborhoods of the City. These homes were built in the post-World War II era and tend to be located outside of the City's core and often have attached garages. The streets are curvilinear with cul-de-sacs and no alleys.

Appropriate Land Uses. Appropriate uses include detached single family residential dwelling units, two-family attached residential dwelling units, schools, parks, and other compatible municipal and civic uses.

Streets and Transportation. Residential streets should be designed for slow traffic and easy pedestrian and bicycle usage. However, they should form a connected, logical pattern with as many connections to the existing street system as possible, including connections to neighborhoods in the surrounding townships. Cul-de-sacs are highly discouraged.

Building Location. Building setbacks should be consistent with existing residential properties. Buildings may have minimal front yard setback to encourage connection to the street.

Building and Site Design. New homes should be designed with quality materials, but need not conform to any architectural standard. However, they should be consistent with surrounding homes in terms of scale, massing, and site design. Garages should be located so that they do not dominate the front façade of the home.

Parking. Residential dwellings may utilize off-street parking through the use of on-site garages.

CURRENT CHARACTER



PLANNED CHARACTER



TWR

Traditional Walkable Residential

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
Consistent with surrounding character

Minimum Lot Width:
Consistent with surrounding character

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
Consistent with surrounding character

BUILDING HEIGHT

Minimum:
1 story

Maximum:
3 stories

STREET FRONTAGES

Front porch
Lawn / greenscape
Trees and landscaping

General Characteristics. This designation is characterized by single family and multiple family residential housing units in a more urban setting. Smaller single and multiple family housing units, including townhouses, condominiums and apartments are common. Housing units are located along or near downtown and typically represent traditional neighborhood development.

Appropriate Land Uses. Typical uses include attached and detached residential dwelling units, schools, parks, open space, and other compatible municipal or civic uses.

Streets and Transportation. Streets follow a traditional grid pattern with common elements such as sidewalks, pedestrian scale lighting, and tree canopy. Main thoroughfares may be recommended for on-street bicycle facilities such as bike lanes.

Building Location. Building setbacks should be consistent with existing residential properties. Buildings may have minimal front yard setback to encourage connection to the street.

Building and Site Design. Buildings should be designed with quality materials and conform to the dominant architectural typology of the block. Alternative architectural styles may be appropriate in some neighborhoods, provided the character of the residential block is enhanced. Buildings should include front (street) entrances to encourage connection to the street, and garages should be located in rear yards.

Parking. Residential dwellings may utilize off-street parking through the use of on-site garages. Where appropriate, dwellings may utilize on-street parking or shared parking in lieu of providing an on-site garage. On-site parking shall be located to the rear of the building wherever possible.

CURRENT CHARACTER



PLANNED CHARACTER



MFR

Multiple Family Residential

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
Consistent with surrounding character

Minimum Lot Width:
Consistent with surrounding character

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
Consistent with surrounding character

BUILDING HEIGHT

Minimum:
1 story

Maximum:
4 stories

STREET FRONTAGES

Welcoming entrances
Front porch
Lawn / greenscape
Preserved trees

General Characteristics. The Multiple Family Residential character area includes St. Johns existing apartments, condominiums, and duplexes. These buildings are intended to stay as they are. Multiple family residential development is also planned for the areas along Joyce Lane and Sunview Drive.

Appropriate Land Uses. Apartments, condominiums, townhouses, and duplexes. The units may be in stand-alone buildings, or may be clustered in complexes. Assisted living and similar facilities are also appropriate for these areas.

Density. The design recommendations of this Plan will set densities to a reasonable number of units by requiring good design.

Streets and Transportation. Uses should have connections to a collector or arterial street to handle higher amounts of traffic. The design of internal street networks should allow for safe walking and biking. Connections to parks and recreation amenities and bicycling and walking paths is encouraged.

Building and Site Design. Buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and porches are all highly encouraged. Open spaces should be functional and allow for recreational enjoyment and the preservation of natural features. Architectural variation is highly encouraged to create a character on long and connected facades.

Parking. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees. However, where appropriate, buildings should front the street and provide parking to the rear. Parking space requirements may vary based on the location of the development and availability of shared parking.

CURRENT CHARACTER



PLANNED CHARACTER





Community Commercial

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
N/A

Minimum Lot Width:
N/A

BUILDING SETBACKS

Minimum:
As necessary for parking

Maximum:
As necessary to preserve
buffering in rear

Side:
As necessary for access
management

Rear:
As needed for loading / parking
and screening

BUILDING HEIGHT

Minimum:
1 story

Maximum:
3 stories

STREET FRONTAGES

Retail storefronts
Outdoor patio / seating areas
Lawn / greenscape
Landscaped parking

General Characteristics. Community Commercial is intended for large scale retail and service establishments that provide goods and services for St. Johns residents and visitors.

Appropriate Land Uses. This district includes office, general retail commercial, food service, and entertainment uses. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities should be located in this district, provided that parking areas and loading zones are properly buffered and landscaped.

Density. Commercial density could range from single stand-alone buildings to plazas with two or more commercial units, provided that the buildings maintain the existing scale and character of the nearby area.

Streets and Transportation. Sites should be so designed as to incorporate shared access drives and connections between parcels ("cross access") in order to reduce the number of curb cuts onto the street. The streetscape should be well designed and landscaped. Streets connections and/or pedestrian connections should be provided between commercial areas and adjacent neighborhoods.

Building Location. Buildings facing arterial streets may be located close to the street or set back to permit front-yard parking.

Building and Site Design. Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Facades facing public right-of-way should be highly transparent.

Parking. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees. Shared parking should be encouraged.

CURRENT CHARACTER



PLANNED CHARACTER



Community Character Area Categories



Gateway Commercial

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
Consistent with existing

Minimum Lot Width:
Consistent with existing

BUILDING SETBACKS

Minimum:
As necessary to preserve parking, loading, and circulation

Maximum / Side:
Zero feet

Rear:
As necessary to preserve parking, loading, and circulation

BUILDING HEIGHT

Minimum:
1 story

Maximum:
3 stories

STREET FRONTAGES

Retail storefronts
Outdoor patio / seating areas
Lawn / greenscape
Landscaped parking

General Characteristics. Sites are intended for large scale retail and other uses serving residents of St. Johns, Bingham Township, and travelers along the Old 127 corridor. Gateway Commercial areas are located south of E. Sturgis Street and north of E. Gibbs Street.

Appropriate Land Uses. This area is most appropriate for the automotive oriented uses often located near the Interstate highways. Uses needing a larger site area than those in the other commercial categories should be located in the Gateway Commercial area. The parking areas and loading zones should have an adequate level of screening and landscaping to help blend with the aesthetic of the area.

In order to support the needs of professional drivers supporting the growing industrial base of St. Johns, high-quality truckstops or travel plazas could be appropriate close to the M-21 / US-127 interchange, or the Old 127 / US-127 interchange.

Density. Gateway Commercial density is intended to feature multi-tenant commercial plazas with shared parking. Single use buildings may fill outlot spaces within the plaza.

Streets and Transportation. Sites should be designed to incorporate shared access drives and connections between parcels ("cross access") in order to reduce the number of curb cuts onto the street. The streetscape will not be as detailed as other areas, but it should be consistent. Parking areas should not interfere with pedestrian and bicycle access from the sidewalks and streets to entrances of buildings, and the connections from the sidewalks and streets to the buildings should be safe for anyone using them.

Building Location. Buildings facing arterial streets may be located close to the street or set back to permit front-yard parking.

Building and Site Design. Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Facades that face the public right-of-way should incorporate a high percentage of windows within their design. Buildings should be designed so that they can potentially be reused upon future redevelopment. Parking lots should include landscaping to break up large areas of pavement and to provide screening from sites wherever necessary.

Parking. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.

CURRENT CHARACTER



PLANNED CHARACTER





Core Downtown

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
None

Minimum Lot Width:
None

BUILDING SETBACKS

Minimum / Side:
None

Maximum:
Zero feet

Rear:
As needed for loading / parking

BUILDING HEIGHT

Minimum:
2 stories

Maximum:
4 stories

STREET FRONTAGES

Retail storefronts
Outdoor patio / seating areas
Windows and displays
Awnings and canopies
Insert pictures of example development types

General Characteristics. St. Johns Core Downtown area consists of one block on either side of N. Clinton Avenue between State Street and Railroad Street. This area is a hub of commercial activity in the core of the City, and the buildings have historic architectural characteristics and define the downtown character.

Appropriate Land Uses. Mixed uses are compatible within the Core Downtown area. Commercial businesses intended for this category include service, professional, and retail businesses that encourage foot traffic and do not require large parking lots. Other land use types such as institutional or recreational uses, as well as small business “maker spaces” are also encouraged. Some residential uses, such as upper floor apartments, are also compatible in this area.

Density. There is no maximum density recommendation. The design recommendations of this Plan will set densities to a reasonable number of units by requiring good design. Setbacks on the front and side should be minimal and setbacks along the rear of lots should be respectful of parking, loading, and circulation needs.

Streets and Transportation. On-street parking, two-way traffic, and high walkability should be continued on N. Clinton Avenue. Bicycle lanes should be incorporated on all east-west streets through the downtown core. Bicycle parking should also be encouraged in strategic locations. N. Clinton Avenue should include streetscape and landscape elements that enhance the feel and character of downtown. Off-street parking lots serving downtown should include wayfinding signs such as “Free Parking Walk to Shops” or other ways to direct drivers to the downtown area.

Building Location. New buildings or infill development should be built to the sidewalk.

Building and Site Design. Reuse and re-occupancy of existing buildings is preferred whenever possible. Any new buildings should match existing feel and character of N. Clinton Avenue. Buildings should contain two or more stories, be located right on the sidewalk, and have off-street parking located to the rear. No front and side yard setbacks are encouraged. First floor storefronts should be transparent and welcoming with minimal window signage. Signage should be attractive, with projecting signs encouraged.

Parking. Any parking lots should be open to the public and serve the entire Core Downtown area. On street parking should be encouraged where street right-of-way permits, and off street parking should be located at the rear of buildings. Shared parking should be encouraged, and new uses shall not be required to create parking. Wayfinding signage should clearly identify public parking in this district.

In the St. Johns Downtown Plan, the Core Downtown Land Use Category in the provides additional recommendations for this Community Character Category.

CURRENT CHARACTER



PLANNED CHARACTER



Community Character Area Categories



Downtown Edge

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
None

Minimum Lot Width:
None

BUILDING SETBACKS

Minimum:
Midway between block average
and street line

Maximum:
Even with block average

Side:
Consistent with existing

Rear:
As needed for loading / parking

BUILDING HEIGHT

Minimum:
1 story

Maximum:
3 stories

STREET FRONTAGES

Outdoor patio / seating areas

Front porch / stoop

Welcoming office entrance

Awnings and canopies

Lawn / landscaping

General Characteristics. The parcels roughly one block east, west, and south of the Core Downtown area constitute the Downtown Edge district. This area should be a transition between the Core Downtown and other surrounding areas, and should help welcome people into the core of the City.

Appropriate Land Uses. Uses that can serve as a transition between the downtown and the neighborhoods are encouraged. Uses should be a mix of commercial, professional offices, residential, technology, and civic. The goal of this area is to allow existing uses to continue while creating an opportunity for different types of uses in the future if sites are redeveloped.

Density. The density of development will be similar to the existing level or greater but will be less than the Core Downtown.

Streets and Transportation. The streets should incorporate on-street parking to support nearby land uses. Bicyclists and pedestrians should be able to use these streets safely as they venture downtown. Bicycle lanes are recommended for Spring Street and Brush Street as the main north-south non-motorized paths through the downtown area. Streetscape and landscape elements should enhance the area and complement the streetscape and landscape elements of downtown, to create a cohesive visual aesthetic to the City.

Building Location. Building setbacks should be relatively small and front yard space should be well-maintained.

Building and Site Design. A mix of building types should be allowed in the Downtown Edge district. Any new buildings should match the feel and character of surrounding buildings.

Parking. If any new parking lots are constructed, they should be at the backs of sites and should be open to the public, with attractive landscaping and screening. Wayfinding signage should promote public parking in this district as an option for visitors to downtown.

In the St. Johns Downtown Plan, the Downtown Edge, Mixed-Use Neighborhood, Core Neighborhood, and Residential Preservation Land Use Categories provide more detailed recommendations and vision within this Community Character category.

CURRENT CHARACTER



PLANNED CHARACTER





Flexible Redevelopment

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
None

Minimum Lot Width:
None

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
Respectful of surrounding uses

BUILDING HEIGHT

Minimum:
1 story

Maximum:
As needed for use, respectful of surrounding uses

STREET FRONTAGES

Attractive entrances
Lawn / greenscape
Buffering landscaping
Preserved trees

General Characteristics. The area designated for Flexible Redevelopment is located one block north of the Core Downtown, along Railroad Street and Ross Street between N. Ottawa Street and Old 127. The Fred Meijer Clinton-Ionia-Shiawassee Trail and runs east-west through the area. The area is currently characterized by large lot agricultural and industrial uses.

Appropriate Land Uses. Uses include residential and commercial uses of various densities, except for single family homes, flexible technology and creative spaces, and low intensity industrial uses including research, product testing centers, light machinery, warehousing and minor assembly.

Streets and Transportation. Roads should be designed to be sufficient for truck traffic, without making them unsafe for pedestrians or bicyclists. The streetscape should be well designed and landscaped. Streets connections and/or pedestrian connections should be provided between redevelopment areas and adjacent neighborhoods.

Building Location. Buildings may be located close to the street or set back to permit front-yard parking.

Building and Site Design. Buildings should be designed with high quality architecture which complements and enhances existing development. Proper screening, sufficient open space, good landscaping, and quality architectural design are important for buffering adjacent residential and commercial uses.

Parking. Parking lots should be sufficient to support employee parking and truck maneuvering, but should not be excessively large.

In the St. Johns Downtown Plan, the Creative Re-Use and Highway Commercial Land Use Categories provide more detailed recommendations and vision for this Community Character Category.

CURRENT CHARACTER



PLANNED CHARACTER





Industrial

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
None

Minimum Lot Width:
None

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
Respectful of surrounding uses

BUILDING HEIGHT

Minimum:
1 story

Maximum:
As needed for use, respectful of surrounding uses

STREET FRONTAGES

Attractive entrances
Lawn / greenscape
Buffering landscaping
Preserved trees

General Characteristics. This designation provides an exclusive area for medium to high intensity Industrial uses, which are vital to the City's economy. Large plants that involve manufacturing products, stamping, and machine operations are well-supported here. Industrial areas have heavy buffers and deep setbacks to minimize impacts to adjoining properties. The St. Johns Industrial Park is an example of a general industrial site.

Appropriate Land Uses. Examples include large plants that involve manufacturing products, stamping, and machine operations.

Streets and Transportation. Roads in the industrial areas should be designed to be sufficient for truck traffic, without making them unsafe for pedestrians or bicyclists. New roads should be built to connect the industrial districts with arterial roads without going through the center of St. Johns or disturbing residential areas.

Building and Site Design. Buildings in this district should be designed to be long-lasting and to support efficient industrial and/or business practices. High-quality appearance is encouraged, however, sites should be designed to minimize off-site impacts and reduce pollution and site contamination to the extent possible. Stormwater should be controlled on-site to the extent possible.

Parking. Parking lots should be sufficient to support employee parking and truck maneuvering, but should not be excessively large.

CURRENT CHARACTER



PLANNED CHARACTER





Public / Institutional

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:

Consistent with existing, allowing for flexibility to promote development

Minimum Lot Width:

Consistent with existing, allowing for flexibility to promote development

BUILDING SETBACKS

Minimum:

Midway between block average and streetline

Maximum:

Even with block average

Side:

Consistent with existing

Rear:

As needed for loading / parking

BUILDING HEIGHT

Minimum:

1 story

Maximum:

As needed for use, while staying compatible with surroundings

STREET FRONTAGES

Grand civic / religious entrance

Outdoor patio / seating areas

Front porch / stoop

Welcoming office entrance

Lawn / greenscape

Preserved trees

General Characteristics. This designation identifies civic institutions that contribute to the sense-of-place in the City of St. Johns. Areas designated as Public / Institutional should be compatible with the character and scale of the neighborhood.

Appropriate Land Uses. Government facilities, schools and places of worship. In the event that a facility moves, appropriate land uses for redevelopment should be based on the existing and planned character of the surroundings.

Parking. Parking areas should be designed to be buffered from surrounding uses and should not create dead zones.

CURRENT CHARACTER



PLANNED CHARACTER



Community Character Area Categories

POSG

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
N/A

Minimum Lot Width:
N/A

BUILDING SETBACKS

**Minimum / Maximum /
Side / Rear:**
As necessary for park amenities

BUILDING HEIGHT

Minimum:
1 story

Maximum:
As necessary to accommodate
use

STREET FRONTAGES

Recreational amenities
Lawn / greenscape
Preserved trees

Parks, Open Space, and Greenways

General Characteristics. This designation identifies park land and open space as well as land not owned by the City that it plans to acquire in the future. Areas within this designation can be used for both passive and active recreation. Natural features and developed parklands should be compatible with the surrounding landscape and neighborhood.

Appropriate Land Uses. All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities.

Streets and Transportation. Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged.

Building and Site Design. There are no specific Building and Site Design recommendations in this Plan for the Parks district, although high quality architecture is encouraged. Buildings should be well lit, highly visible, and provide public amenities. Parks should be maintained and upgraded as needed.

Parking. Sufficient parking should be provided for public facilities. Parking areas should be designed to minimize stormwater runoff and implement low-impact development techniques (pervious pavement, bioswales, etc.).

CURRENT CHARACTER



PLANNED CHARACTER



RE

Rural Estate

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
As needed to preserve open space / rural character

Minimum Lot Width:
As needed to preserve open space / rural character

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
As needed to preserve open space / rural character, and to be consistent with the surrounding setbacks

BUILDING HEIGHT

Minimum:
1 story

Maximum:
2.5 stories

STREET FRONTAGES

Front porch / stoop
Lawn / green space
Preserved woodlands / wetlands
Agricultural uses

General Characteristics. Rural Estate areas are located in the JPAs and consist of mostly large lot rural residential and similar development types. Agricultural uses are also located in these areas, and some prominent natural features are found here as well. Development is only expected in these areas if warranted by changing market conditions.

Appropriate Land Uses. Land uses in this category will mostly consist of rural residential development, with homes on large lots. Agricultural uses are also appropriate for this area.

Streets and Transportation. The streets in the Rural Estate areas should be designed with a rural character, most likely as two-lane roads. Paved shoulders on the more heavily traveled routes are encouraged as a way to create a space for bicyclists, pedestrians, or stranded motorists.

Building and Site Design. There are no specific Building and Site Design recommendations for the Rural Estate areas, although high quality design and architecture is encouraged.

CURRENT CHARACTER



PLANNED CHARACTER



AE

Agriculture - Energy

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:

As needed to preserve open space / rural character

Minimum Lot Width:

As needed to preserve open space / rural character

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:

As needed to preserve open space / rural character, and to be consistent with the surrounding setbacks

BUILDING HEIGHT

Minimum:

1 story

Maximum:

2.5 stories

STREET FRONTAGES

Front porch / stoop

Lawn / green space

Preserved woodlands / wetlands

Agricultural uses

Green Energy

General Characteristics. Agriculture-Energy areas are located in the JPAs and consist of farmland and green energy generation facilities. Development is only expected in these areas if warranted by changing market conditions, except in the area designated as both Agriculture-Energy and Industrial, where industrial development may be appropriate if it is determined to be economically desirable and can be supported by infrastructure.

Appropriate Land Uses. Land uses in this category will mostly consist of agriculture, with some parcels being turned over to solar energy generation (or, less commonly, wind energy generation).

Streets and Transportation. The streets in the Agriculture-Energy areas should be designed with a rural character, most likely as two-lane roads. Paved shoulders on the more heavily traveled routes are encouraged as a way to create a space for bicyclists, pedestrians, or stranded motorists.

Building and Site Design. There are no specific Building and Site Design recommendations for the Agriculture-Energy areas, although high quality design and architecture is encouraged. Green energy generation facilities must be designed to minimum negative impacts on their immediate surroundings.

CURRENT CHARACTER



PLANNED CHARACTER





Old Village Overlay

DESIGN GUIDELINES

LOT DIMENSIONS

Minimum Lot Area:
Consistent with original plat

Minimum Lot Width:
Consistent with original plat

BUILDING SETBACKS

Minimum / Maximum / Side / Rear:
Consistent with historic character

BUILDING HEIGHT

Minimum:
1 story

Maximum:
Consistent with historic character and existing surroundings

STREET FRONTAGES

Front porch
Shopfront
Lawn / greenscape
Trees and landscaping

General Characteristics. This designation is an overlay to designate the original plat of the Village of St. Johns. It is the intent of this plan that the area within the Old Village be designated for historic preservation of various types, including through zoning, local historic designation, façade investments, homeowner grants, and seeking State and Federal historic designations where appropriate.

Appropriate Land Uses. Appropriate uses include detached single family residential dwelling units, two-family attached residential dwelling units, traditional mixed use buildings, multi-family residential (in some places), small manufacturing businesses (in some places), schools, parks, and other compatible municipal and civic uses.

Streets and Transportation. Residential streets should be designed for slow traffic and easy pedestrian and bicycle usage, as they were historically. The historic plat grid should be maintained, with minimal street closures or vacations.

Building Location. Building setbacks should be consistent with existing residential properties, to reflect the historic character. Zoning may be altered to base requirements on existing surroundings, rather than a specific on-size-fits-all standard.

CURRENT CHARACTER



PLANNED CHARACTER



Greater Downtown Redevelopment Plan



Greater Downtown Redevelopment Plan

Downtown St. Johns and its immediate surroundings have enormous potential. With historic architecture, walkable streets, beloved local businesses, infrastructure investments (such as the Meijer Trail) and major institutions (such as the City and County Governments), downtown St. Johns can become a gem in the region.

It is the intent of this plan for the City (along with the Downtown Development Authority / Principal Shopping District) to continue the planning process with a specific, detailed, and action-oriented Downtown Plan. The broad outlines of that plan should include the following:



BEAUTIFICATION

Downtown St. Johns has many beautiful features already. The County Courthouse (which also houses City and County offices) is a signature building that is visible from miles away. The Veterans Memorial, in the middle of Clinton Avenue where it meets the railroad tracks, is also a visually appealing landmark. Together, the two form the bookends of Downtown St. Johns. But in between, there is still work to be done for the district to live up to its full aesthetic potential. This plan envisions the following efforts:

- » Utilizing the silos as a landmark, either by redeveloping them or by using them for public art. Regardless, the silo structures should stay in place. Other structures within the grain elevator complex need not remain, if the City determines they do not have sufficient historic or economic value.
- » Upgrading the park spaces near the Meijer Trail, the library, and the museum, to provide more flowers, more public art, and more recreational amenities. Providing grants or loans to landlords to upgrade downtown facades, including restoring facades to their historic character if possible.
- » Refreshing the streetscape along Clinton Avenue, although a wholesale overhaul is not needed.
- » Installing decorative streetscape and pedestrian amenities, as well as planting more trees where practical, in the following areas:
 - Clinton Avenue from Railroad Street to Steel Street.
 - Railroad Street from Clinton Avenue to Mead Street (including a new sidewalk on the north side).
 - Spring Street from Railroad Street to State Street.
 - Brush Street from Railroad Street to State Street
 - Walker Street and Higham Street from Brush Street to Spring Street.
 - State Street throughout the City, but particularly from Old 127 and Ottawa Street.

Greater Downtown Redevelopment Plan



BUSINESS RETENTION AND RECRUITMENT

Downtown St. Johns is home to a number of beloved local businesses, but it also has vacancies and high turnover in some storefront. This plan envisions the following strategies to retain and attract businesses:

- » Improvements to the DDA / PSD website, including free advertising for downtown businesses.
- » Unified opening hours, including a scheduled weekly "late opening" day.
- » Wayfinding signage to help visitors find downtown businesses.
- » A more unified parking system (see the "Parking" section of this chapter).
- » Joint specials and incentives for people to shop at multiple business on one trip downtown.
- » Grants for interior buildouts of storefronts.
- » Upgrades and improvements to alleyways behind downtown buildings.
- » The construction of more downtown housing and better bicycle and pedestrian infrastructure throughout the City, to provide more local customers for downtown businesses.

[illegible]

Parking is an ongoing concern for many downtown St. Johns stakeholders. Although parking is plentiful in terms of sheer numbers, understanding where customers, residents, and employees are supposed to park, particularly when the spaces on Clinton Avenue are full, can be confusing. This plan envisions the following strategies:

- » Create a unified parking permit system for downtown residents.
- » Engage private parking lot owners to work to bring them into the public parking system.
- » Simplify rules for parking lots, allowing signage to be simplified.
- » Install wayfinding signage, particularly to help customers find parking away from Clinton Avenue.
- » Build new parking between Railroad Street and the Meijer Trail (where appropriate) in conjunction with the redevelopment of that area.

Greater Downtown Redevelopment Plan



MEIJER TRAIL NON-MOTORIZED CORRIDOR REDEVELOPMENT

The Meijer Trail area, which includes many vacant lots and buildings as well as some active businesses, is a prime candidate for redevelopment. The Trail and its proximity to downtown amenities make the area very attractive for housing—residents could advantage of the trail not only for short trips downtown, but for

trips across the town, accessing highway commercial area of town by bike or on foot via the Meijer Trail and Scott Road non-motorized trail. This concept envisions a mix of housing options from single family homes to apartment buildings, all oriented facing the corridor rather than the street. This orientation creates a public



space and linear park all the way from Lansing Street to Mead Street. Vehicular access and garages are located on the rear street-facing side, preserving the walkability of the Meijer Trail. Well-designed facades on the street facing sides ensure compatibility with the existing neighborhood. Taller, higher density building types in the southwestern and northeastern quarters of the plan serve to transition density levels, easing the transition between commercial or industrial uses such as downtown or the potential future F.C. Mason industrial use, and single-family neighborhoods.

Greater Downtown Redevelopment Plan

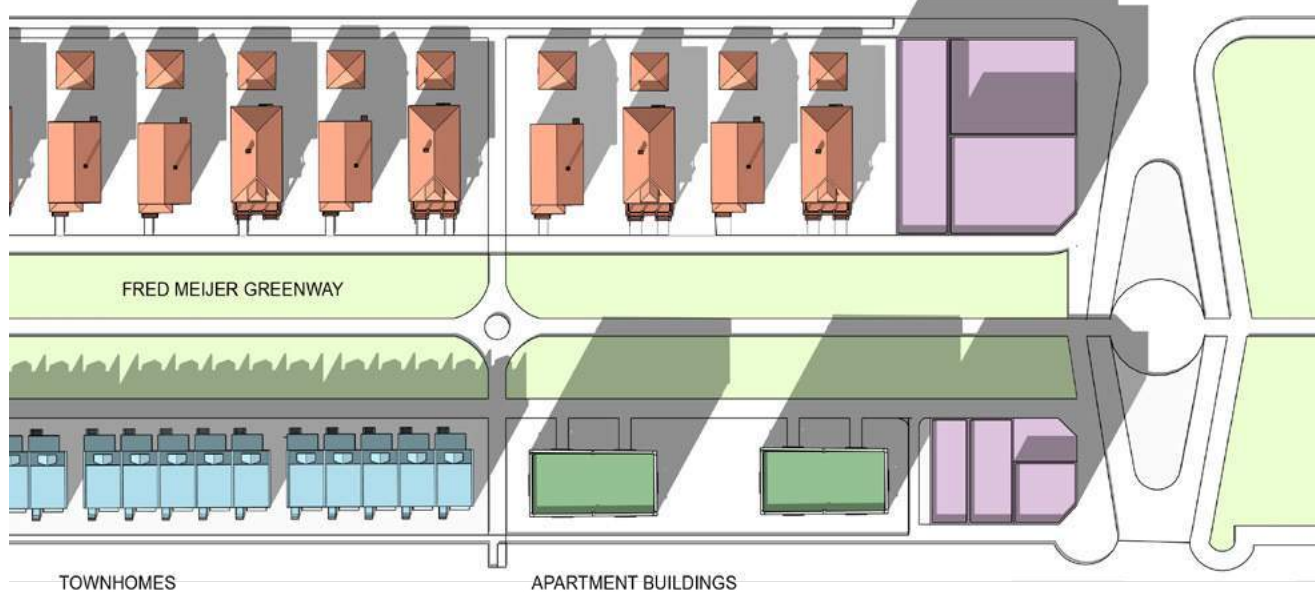


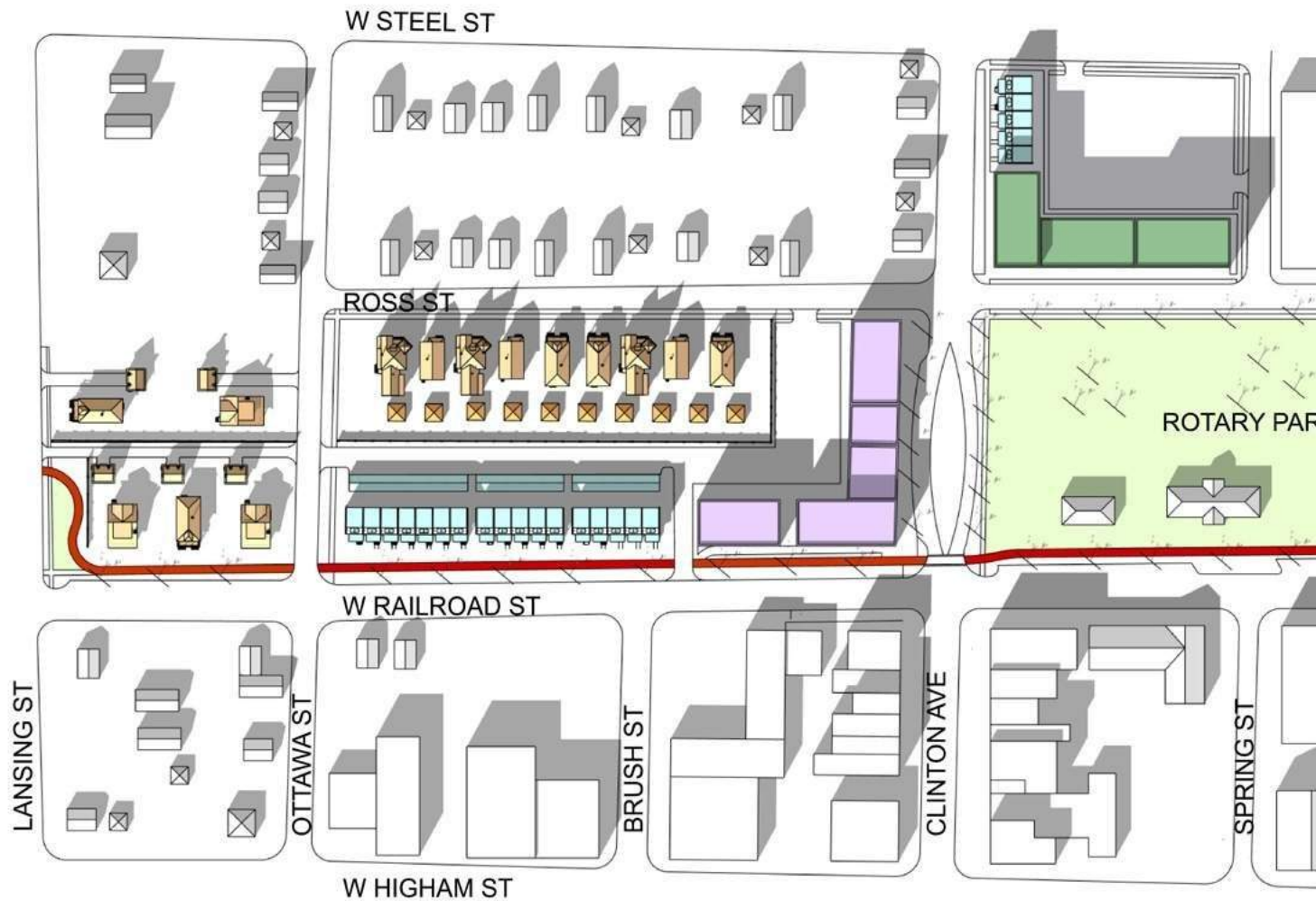
Vehicular access and garages are located on the rear street-facing side, preserving the walkability of the Meijer Trail. Well-designed facades on the street facing sides ensure compatibility with the existing neighborhood. Taller, higher density building types in the southwestern and northeastern quarters of the plan serve to transition density levels, easing the transition between commercial or industrial uses such as downtown or the potential future F.C. Mason industrial use, and single-family neighborhoods. ▸



SINGLE FAMILY/DUPLEX/FOURPLEX

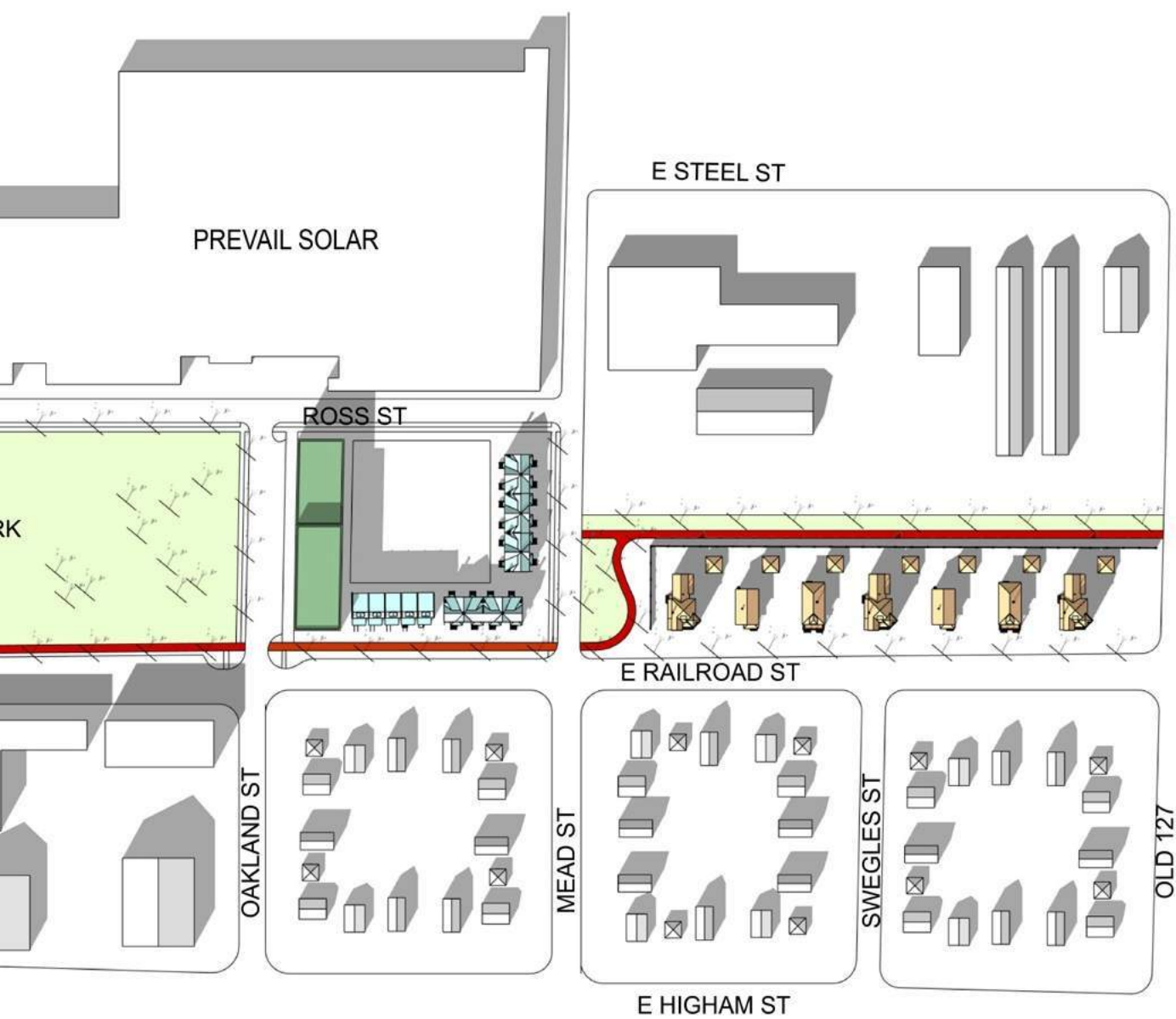
MIXED USE/COMMERCIAL

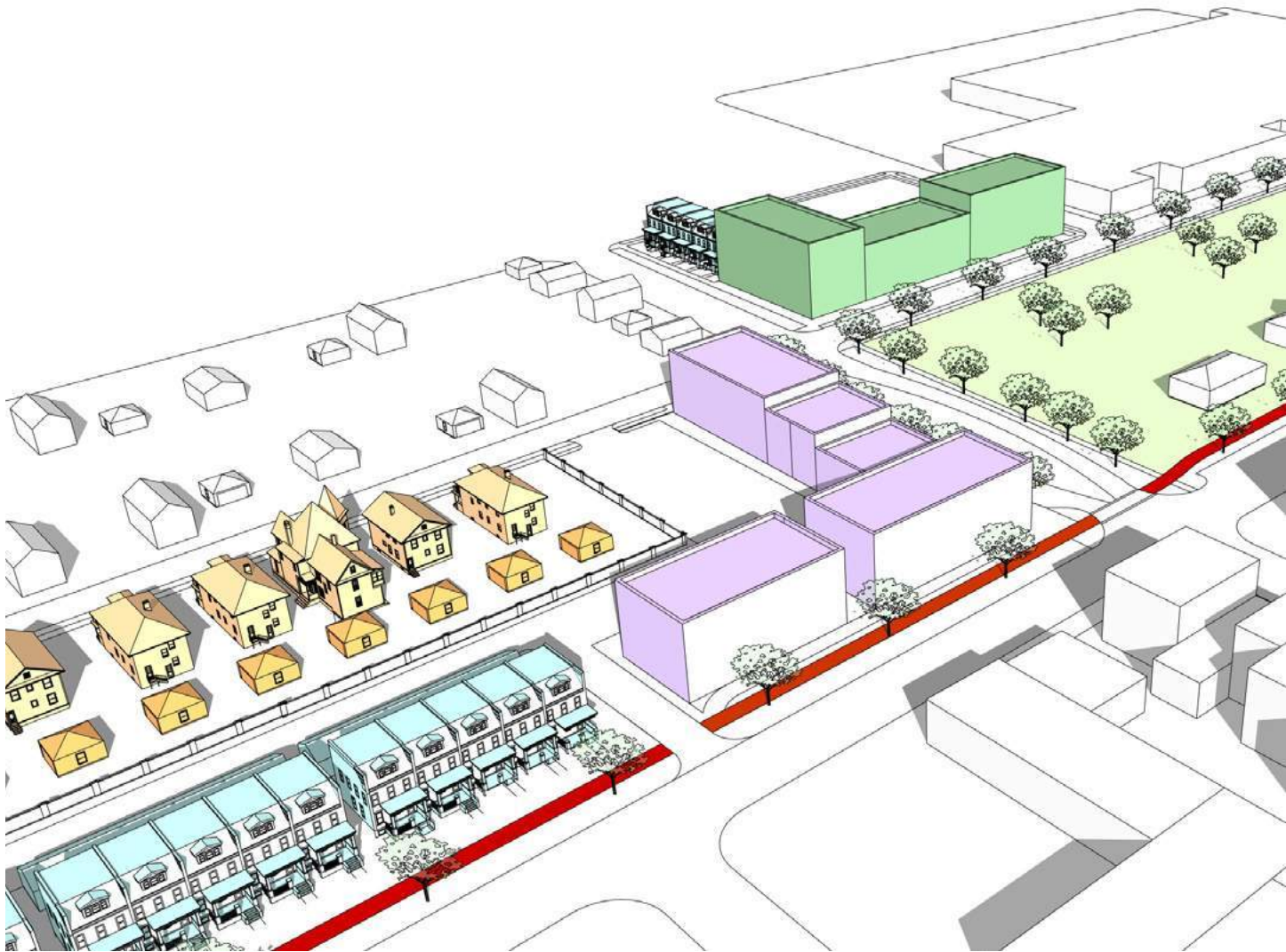




MEIJER TRAIL NON-MOTORIZED CORRIDOR REDEVELOPMENT: STREET FACING CONCEPT

Another development option considers moving the Meijer Trail corridor to the south side of the vacant railroad blocks. This concept shows the new location of the trail on north side of Railroad Street from Lansing all the way to Old US 127, where it would return to its original route and pass below the highway. This option de-emphasizes the natural corridor characteristic of the Meijer Trail through its alignment with the Railroad Street, but would increase lot sizes and ease of development.



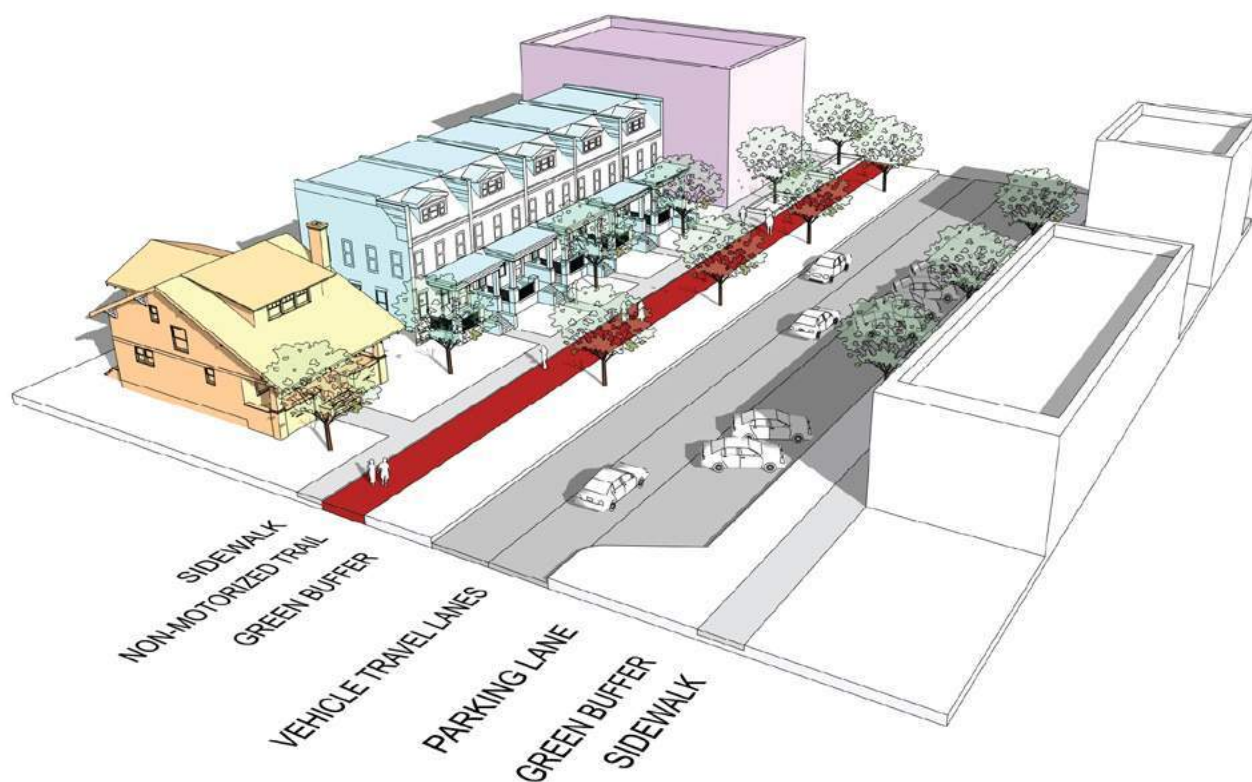


Looking east down the relocated Fred Meijer Trail on the north side of Railroad Street.



Vehicular access for housing along the trail is located behind housing via an alley, limiting vehicular crossing of the railway to street intersections and reducing pedestrian and vehicle interaction points. This retains the separated nature of the trail and improves safety.

To accommodate the relocation of the Fred Meijer Trail, a partial reconstruction of Railroad Street could be undertaken, reducing the street to two drive lanes and a parking lane. Removing the parking lane on the north side of the road allows for the creation of generous green buffer, protecting the relocated trail, sidewalk, and building frontages from the street.



05.

Placemaking and Marketing





In preparation of the following Marketing and Tourism Plan, examples have been provided of comparison communities' characteristics, attractions, and major events. Each community has created a unique identity based on geographic location or features, historical heritage, etc. and often lends itself to the events they host.

Case Study

Midland, MI

"Small City Charm with Big City Choices"

Midland has a population of 41,863, and is located in east-central Michigan. The traditional downtown is the heart of the City, and is situated on the Tittabawassee and Chippewa Rivers. Midland is primarily accessible from M-10, which runs east / west between I-75 and M-127. In addition to downtown amenities such as the farmer's market and the tridge (a three-way bridge), Midland is home to the Great Lakes Loons, a minor league baseball team, the head of the Pere Marquette Rail Trail, which travels to 30 miles to Clare, and the Christmas favorite, the Midland Area Community Foundation's Santa House. Midland hosts several notable festivals and events that draw visitors to the City and region.

TAPPED

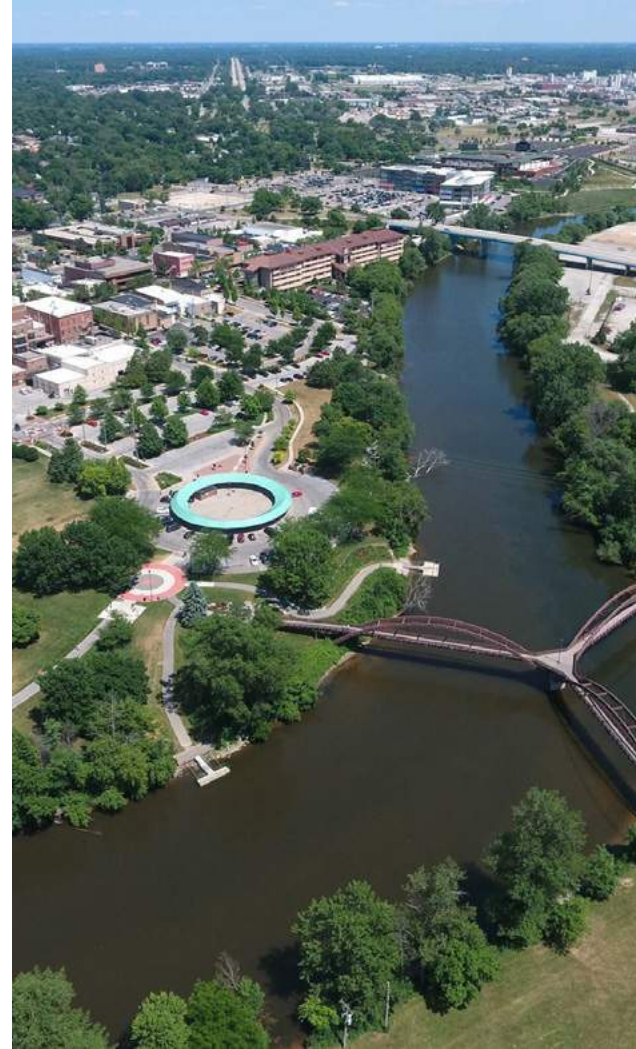
Tapped is Downtown Midland's Craft Beer Festival. Typically held in mid-June, this festival features Michigan-made beer, wine, and cider. www.tappedbeerfest.com

RIVERDAYS FESTIVAL

Midland's Riverdays Festival is three days of concerts, hot air balloons, and entertainment sponsored by the Midland Area Community Foundation. Also held in downtown Midland, this event typically takes place in early August. www.riverdaysmidland.com

MICHIGAN ANTIQUE FESTIVAL

The Michigan Antique Festival comes to Midland twice a year, in early June and mid-September. This vendor showcase is held at the Midland County Fairgrounds in the northern area of the City. www.miantiquefestival.com/midland-antique-festival/



Frankenmuth

“Michigan’s Little Bavaria”

Located in Saginaw County, north of Birch Run and east of I-75, the City is best known for their Franconia or German architecture. This city of 4,944 people is well known for attractions such as Bronner’s Christmas Wonderland, and restaurants serving German cuisine such as the Bavarian Inn Restaurant and Zehnder’s of Frankenmuth. Frankenmuth’s German heritage is also represented in some of their most notable annual festivals:

BAVARIAN FESTIVAL

The Bavarian Festival is a four-day festival held in early June. The festival features German entertainers, polka bands, and a parade through downtown Frankenmuth. www.bavarianfestival.org

OKTOBERFEST

Oktoberfest is a three-day event held in mid-September. The Frankenmuth festival is a close imitation of the Oktoberfest held in Munich, Germany. In addition to the beer festival, Oktoberfest offers music, dancing, and wiener dog races. frankenmuthfestivals.com/frankenmuth-oktoberfest

ZEHNDER’S SNOWFEST

Zehnder’s Snowfest is a week-long event held in mid-January. Snowfest is most famous for snow sculpting competitions where larger-than-life snow sculptures are carved throughout the week. The festival also includes ice carvings displayed throughout downtown, a fireworks display, and family-friendly activities. www.zehnders.com/event/zehnders-snowfest/



Case Study

Gladwin, MI

Gladwin, “the Near North,” has become a regional destination for visitors seeking a northern Michigan escape complete with scenic rivers, a historic downtown, and small town feel without traveling hours north. Gladwin has a population of 2,933 and is located on M-61, 35 miles north of Midland. An additional draw for visitors to Gladwin is the Riverwalk Place Resort and Spa. Riverwalk Place features lodging, dining, and a spa on site.

THUNDER ON THE STRIP

Thunder on the Strip is a three-day drag race festival held at the Gladwin Zettel Memorial Airport which borders the City on the south. This family friendly event takes place in mid-May and welcomes all car and driver levels.

FALL IN GLADWIN

The month-long festival, Fall in Gladwin, highlights Michigan fall traditions during the month of October. A featured event of the festival is the annual Jeep Creep, a showcase of Jeep automobiles at the Riverwalk Place Resort and Spa.

FESTIVAL OF LIGHTS PARADE

The annual Festival of Lights Parade takes place in downtown Gladwin in early December. What started as a small parade featuring the Gladwin High School Band has grown into 100+ floats with larger than life balloons and over 6,000 people in attendance.



Lake Orion, MI

Originally settled as a vacation destination for Detroiters, the Village of Lake Orion still serves as a get-away for those wishing to live and play away from the City. Lake Orion, population 2,973, is located about 35 miles north of the City of Detroit, off of M-24. Their vacation destination reputation is due to the Village's proximity to Lake Orion and its many islands, but the Village is also served by a traditional historic downtown which offers many restaurant and shopping choices. Like other destination lake towns, while many of the residents reside in the Village year-round, most of the activity in the Village happens during the summer months. Some of the Village's most notable events include:

DRAGON ON THE LAKE

Dragon on the Lake is a four-day event that takes place in downtown as well as on Lake Orion. The festival takes inspiration from the Village's mascot, the dragon, incorporating dragons into the lighted boat parade – where boats are decorated in dragon theme and where life-size dragons are paraded through downtown. The festival also includes live entertainment and family friendly activities.

BRAVE THE WAVE

Brave the Wave utilizes Lake Orion to hold a jet ski competition in mid-August. The event brings jet ski riders from around the country to compete in races as well as free style events. This event as well as Dragon on the Lake, provide a link between activities on the lake and amenities offered in downtown.

www.michiganwavemakers.com

LIGHTED CHRISTMAS PARADE

The Lighted Christmas Parade takes place in early December, serving as the kick-off to the holiday season in Lake Orion. The lighted floats travel through downtown, bringing Santa to the Village.





Marketing Case Studies

The primary source of marketing for any city is their web presence. The internet offers an easily accessible and readily available medium for providing information. For minimal cost, local government can provide a dedicated website that includes comprehensive, relevant, and timely information and resources for residents, business owners, and visitors to the community. A well-developed website is critical for local governments to stay competitive for new residents and potential commercial and industrial investors interested in relocating to the City. Cities may compound their web presence by cross-marketing on other organizations' websites or by participating in social media platforms such as Facebook, Twitter, and Instagram, but the dedicated website should remain the primary source of information.

Two marketing case studies are provided of cities who have utilized the internet in different ways to attract and retain residents and businesses. The City of Eaton Rapids and the City of Brighton, Michigan are two such examples.

Eaton Rapids

“Michigan’s Island City”

www.cityofeatonrapids.com

Using the Google search engine, the first site that comes up is the Eaton Rapids City Webpage. The heading also includes the community’s slogan, “Michigan’s Island City.” Without clicking the webpage link, the City has introduced their identity to web searchers. Additionally, the sub-headings to the City’s homepage include a variety of relevant links within the homepage such as Clerk, City Department Directory, and Visiting Eaton Rapids.

Upon entering the website, the user finds an organized site with simple, clear text and attractive pictures of the community. In addition to basic information such as the City Hall hours of operation, phone number, and address, the website provides a link to a Calendar of Events (with updated material), a sign-up option to receive timely City updates, and a link to the Eaton Rapids River Cam (a working live camera).

Other information and links on the website include:

- » Area attractions including a list of special events;
- » A specific link to Eaton Rapids Air: an urban camping event unique to Eaton Rapids;
- » Mayor’s Corner (updated April 2019);
- » A brief summary of demographic data; and
- » Descriptions of local Boards and Commissions, including the Downtown Development Authority.

RECOMMENDATIONS FOR IMPROVEMENT:

- » Provide bulleted lists of information rather than paragraphs for quicker viewing;
- » Provide additional City applications and forms including links to applicable planning personnel;
- » Current community initiatives such as master planning processes (see Parks Plan below);
- » Provide links to outside resources where available; and
- » Ensure all links and graphics are functioning.

SOCIAL MEDIA PRESENCE

The City of Eaton Rapids, Michigan Facebook page

Recent Activity:

1. Home Improvement Grants (April 2019)
2. Parks and Recreation Master Plan Survey (March 2019)
3. April newsletter (April 2019)

The About section is limited to only a phone number, link to the City webpage, and a blurb about Eaton Rapids being “that special place.” The posted Photos are representative of the special events, current events, the City’s features. There are no reviews for the City.



SOCIAL MEDIA STATS

Facebook: City of Eaton Rapids

Created October 2012

3,360 likes; 3,465 followers

Twitter: not in use

Instagram: not in use

Marketing Case Study

City of Brighton

“Where Quality is a Way of Life”

www.brightoncity.org

Like the Eaton Rapids homepage, the City of Brighton’s main page offers a visually appealing, well-organized page with clear graphics and relevant information. The scrolling text adds a simple, yet effective method for drawing attention to important information.

Additionally, the header tabs provide a number of links to applicable resources such as:

- » Agendas & Minutes for Boards and Commissions
- » Event Calendar
- » FAQs
- » Forms, permits, applications
- » City departments
- » The Brighton Bulletin newsletter
- » A bi-weekly e-newsletter sharing community news
- » Greater Brighton Area Chamber of Commerce
- » BrightonMIConnect.com
- » City of Brighton Principal Shopping District (PSD)
- » Economic Development Council of Livingston County

RECOMMENDATIONS FOR IMPROVEMENT:

Specifically for development services, the City could add information for how to initiate the site plan approval process with the City, what that process entails, and relevant contacts for development projects. There is minimal information about the Planning Commission, and the “Relocate to Brighton” link refers visitors to other webpages for more information.

SOCIAL MEDIA PRESENCE

The City of Brighton Michigan Facebook page

Recent Activity:

1. Yard waste collection (March 2019)
2. Pure Michigan, Michigan cities article (March 2019)
3. Brighton tornado drill announcement (March 2019)

The About section is limited to only a phone number and a link to the City webpage. The posted Photos are representative of the events that were held, but do not necessarily highlight the City’s features or attractive qualities. Additionally, the picture used for City Council-related posts is used repeatedly. There are no reviews for the City.

The City of Brighton, Michigan Twitter page

Recent Activity:

1. Women’s History Month Award Ceremony (March 2018)
2. Livingston County post share (January 2018)
3. Brighton Area Schools post share (January 2018)

Downtown Brighton Facebook page

Recent Activity:

1. Downtown Brighton Ladies Night Out (May 2019)
2. Downtown Brighton Parking Survey (January 2019)
3. Ladies Night Out (December 2018)



SOCIAL MEDIA STATS

Facebook: The City of Brighton Michigan

Created April 2011

4,036 likes; 4,311 followers

Facebook: Downtown Brighton Principal Shopping District

Created May 2012

6,394 likes; 6,631 followers

Twitter: @CityofBrighton1

Created October 2012

261 Tweets, 194 Following, 288

Followers, 177 Likes

Instagram: not in use

City of St. Johns

“Mint Festival City”

www.cityofstjohnsmi.com

The main page of the City’s website features a wide variety of information. The City’s slogan, location, and contact information are easily accessible at the top of the page. The main page also includes current topics such as the 2020 Census, a moratorium on recreational marihuana, and the approved Retirement Corrective Action Plan. A calendar of events is also prominently displayed at the bottom of the page. The calendar is updated with current information.

Other links to City information:

- » City department pages with detailed information;
- » City Dashboard of current statistics;
- » The Industrial Park and industrial development opportunities;
- » The Clinton County Economic Alliance which supports and promotes economic growth in Clinton County; and
- » BS&A software online for submitting a planning, zoning, engineering, or building permit from the website.

RECOMMENDATIONS FOR IMPROVEMENT:

- » Use graphics and images that symbolize the brand of the community;
- » Develop a font and color scheme that harmonize with the community brand;
- » BS&A software online is a valuable tool which developers may utilize, but this could be improved by providing a guide for those unsure how to work through the submittal process.

SOCIAL MEDIA PRESENCE

The City of St. Johns, Michigan Facebook page

Recent Activity:

1. Briggs District Library (April 2019)
2. St. Johns Police Department (April 2019)
3. Rotary Club of St. Johns (April 2019)

The About section is complete with hours of operation, address and map available, phone number and a link to the City webpage. The posted Photos are representative of the events that were held, but do not necessarily highlight the City’s features or attractive qualities. The reviews give the City a 4.6 out of 5 with 35 recommendations.



SOCIAL MEDIA STATS

Facebook: City of St. Johns, MI

Created August 2010

3,632 likes; 3,758 followers

Twitter: not in use

Instagram: not in use

Marketing Plan

Marketing Plan – Where Up North Begins

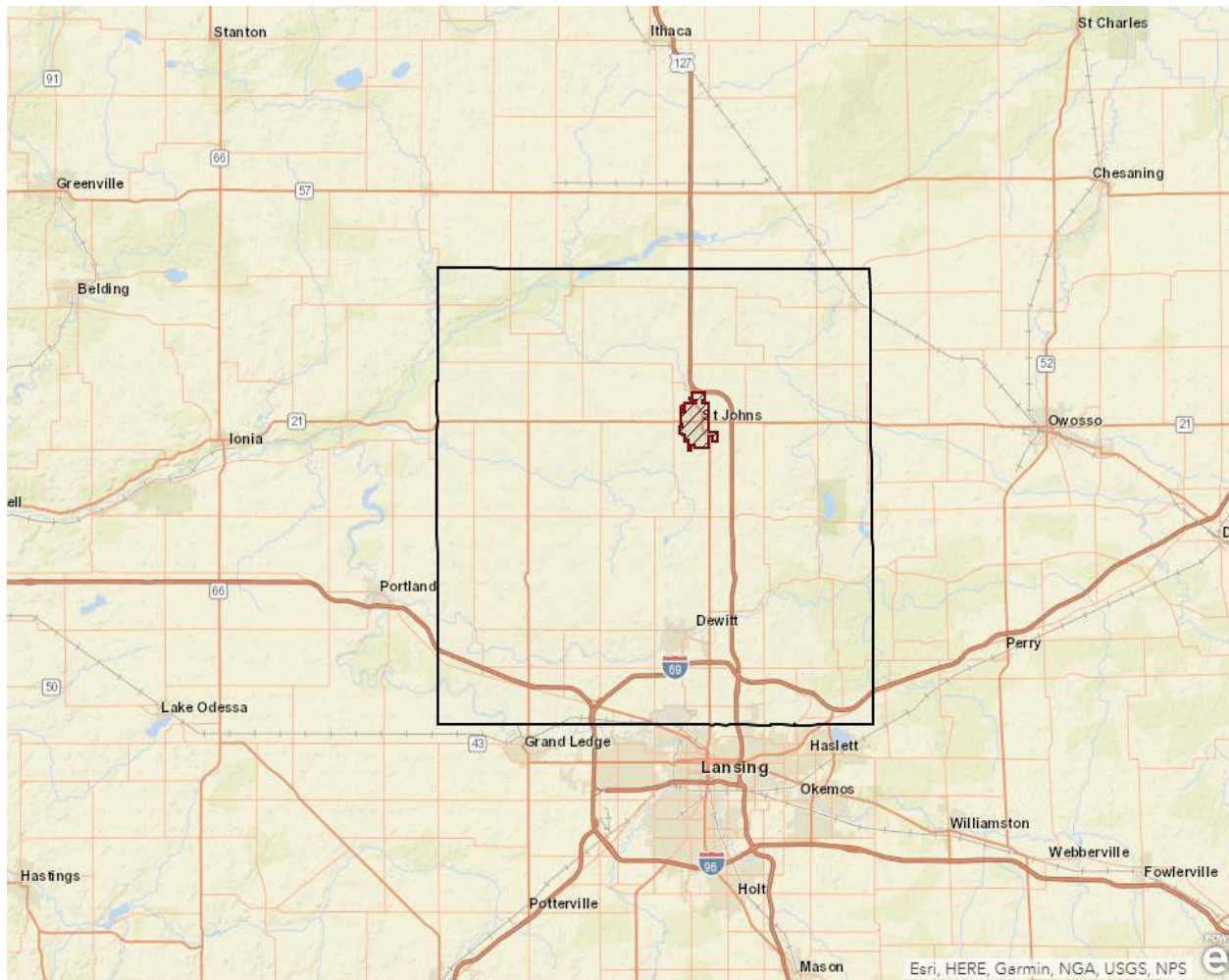
REGIONAL CONNECTIONS

The City of St. Johns, known as the “Mint City” is located in north central Clinton County, 20 miles north of the City of Lansing. The City is located off of Business 127 and M-21, just west of US-127. Via US-127, St. Johns is an easy distance to I-96 to the south which extends from Detroit to Grand Rapids, and northern Michigan if you head north on US-127. Travelers heading north on US-127 from St. Johns are 60 miles from Clare and 123 miles from Grayling, making St. Johns the perfect, “Gateway to Up North.” Many Up North travelers see St. Johns as a stopping point where they pick up supplies or stop for a quick meal or snack.

Clinton County is also home to the Capital Region International Airport. Located in a portion of the City of Lansing in Clinton County, the Capital Region International Airport has direct flights to Detroit, Chicago, Minneapolis, and Washington D.C. Direct flights to international destinations are also available. The location of an international airport (Capital Regional Airport), as well as Bishop International Airport near Flint, make travel to and from the county even more convenient.

Also to the south, in nearby East Lansing, Amtrak offers rail travel. The Blue Water, the southern Michigan route, travels daily from Port Huron in the east to Chicago, Illinois with a stop in East Lansing.

Figure 2: Regional Location



City / Township Area Attractions

COMMERCIAL ATTRACTIONS

While larger commercial centers such as Lansing and East Lansing are located just south of the county line, the St. Johns / Bingham Township area, offers a variety of commercial amenities as described below. Additionally, agriculture in the surrounding areas has brought on a niche market for locally grown and produced food goods. Clinton County is largely known for its production of mint, as well as milk, soybeans, corn, and cattle raising, but smaller productions of honey, apples, and other produce have allowed local food businesses to thrive.

- 1) The City of St. Johns commercial center is located in a traditional, historic downtown. Originally settled in 1853, N. Clinton Avenue and surrounding city blocks have developed into a mixed use (commercial, residential, and municipal services) district.
- 2) The Business 127 commercial corridor, also known as Old U.S. 127, traverses the eastern half of the City of St. Johns and central area of Bingham Township, which surrounds the City. Prior to building the current U.S. 127, Business 127 was the main highway between Lansing and Clare. Business 127 is a commercial and retail corridor featuring auto-oriented, large lot development.
- 3) The availability of fresh produce within the county has spurred many St. Johns restaurants and retailers to incorporate locally grown produce into the food they serve and products they make. Food-related businesses like Oh MI Organics have opened in St. Johns offering locally grown and locally produced food-products.
- 4) A major agriculture business and attraction for the county is just north of the City of St. Johns, Uncle John's Cider Mill started as a family farm and orchard and has grown into a cider mill, winery, and destination for seasonal events.
- 5) Open space not utilized for agriculture has been successful as industrial land. These properties are anticipated to attract additional industrial business to the area.
- 6) Recreational amenities such as the splash pad and fairgrounds attract visitors and give passers-through a place to stop.





Traditional single-family homes located just west of downtown St. Johns.

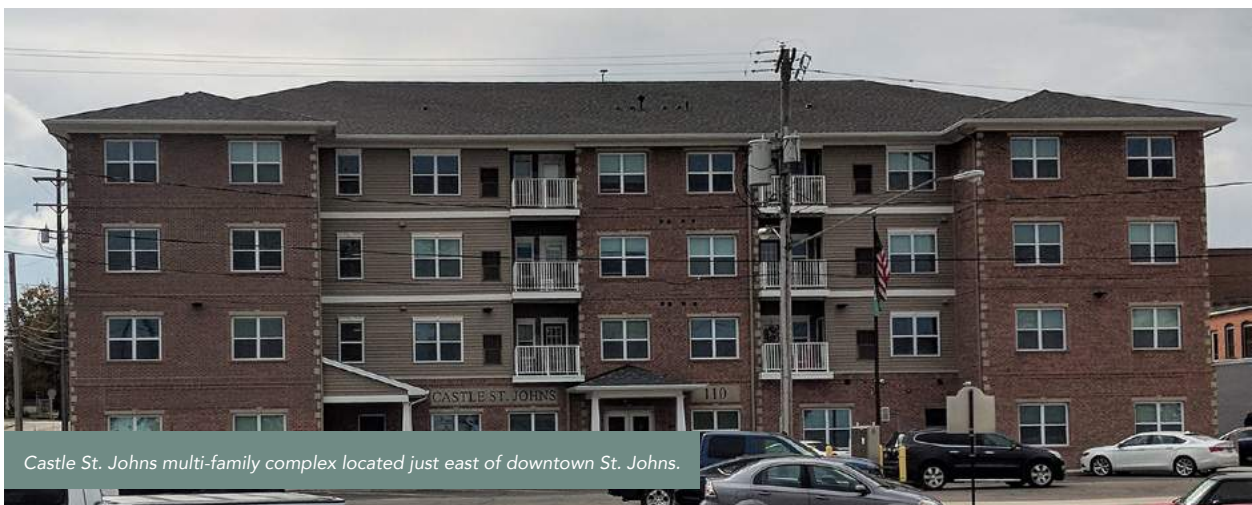
RESIDENTIAL ATTRACTIONS

St. Johns and Bingham Township are rich with traditional single-family homes. The Background Analysis section of this plan goes into further detail regarding housing characteristics, but both St. Johns and Bingham Township feature historic homes dating back to the mid 1850s. Estimates indicate over 30% of the City of St. Johns housing stock was built before 1939.¹ These traditional neighborhoods are a unique draw for potential home-buyers. In addition to the older more historic neighborhoods, St. Johns has newer residential developments on the north side of the City. More recently, St. Johns has been expanding the housing options available in the City. Most notably, a four story, multi-family complex was built just east of downtown , and the Wilson Center is proposed to be renovated into more downtown housing.

¹ According to the American Community Survey, 2016 5-Year Estimates.



Modern single-family development at the north end of the City.



Castle St. Johns multi-family complex located just east of downtown St. Johns.

City Events

The City of St. Johns and the surrounding areas hosts several events throughout the year that celebrate the history and heritage of the community.

- 1) The St. Johns annual Mint Festival is located in downtown St. Johns during mid-August. The event highlights the mint farming heritage and the county's ranking and the number one producer of mint in the state. The Mint Festival has been held every year since 1994. Festival events are held throughout the City including a City-wide garage sale, downtown parade, and community gathering at the Clinton County Senior Center, arts and crafts sale at St. Johns City Park, and other festival events at the Clinton County Fairgrounds.
- 2) In mid- to late-August Old U.S. 127 is overtaken by classic cars on their route from Coldwater to Cheboygan. The U.S. 27 Motor Tour is a nostalgic trip with stops in cities along the route. The stop in St. Johns is a one-day event where tour participants crowd N. Clinton Avenue for a classic car show.
- 3) The St. Johns Light Festival and Santa Parade occurs in early December in downtown St. Johns. The Santa Parade of Lights travels up N. Clinton Avenue to W. Railroad Street where the lighting of the Christmas tree takes place. The festival also includes wagon and train rides, a Christmas lights decorating contest, and family friendly events.
- 4) The City hosts concerts throughout the summer.
- 5) The Wilson Center auditorium hosts events throughout the year.
- 6) The railroad depot and Meijer Trail area also hosts events.



Marketing Strategies

St. Johns and the Bingham Township area have a number of entities supporting their business development and retention, neighborhood development, and other economic development efforts. Below is a list of the major groups involved, their function, and their marketing capabilities.




- 1) The City of St. Johns and Bingham Township are responsible for providing public services to both commercial and residential property owners within their respective communities. The City's and Township's websites is the primary method of communication for development opportunities, development policies and regulations (such as the Master Plan and Zoning Ordinance), and other community events and activities. The City also has a Facebook page with regularly updated posts. Both the website and Facebook page are essential for distributing information.
- 2) Downtown Development Authority / Principal Shopping District collaboration. The downtown commercial area of St. Johns is represented by the joint DDA / PSD which is made up of a Board of Directors and Executive Director. The DDA / PSD communicates largely through their website and Facebook page. While the Facebook page is regularly updated with event pictures and posts, information listed on the website is limited.
- 3) The Clinton County Chamber of Commerce is dedicated to stimulating positive economic growth throughout Clinton County. As a major Clinton County event, the chamber has an entire webpage dedicated to the St. Johns Mint Festival. Both the chamber webpage and Facebook page are regularly updated.
- 4) Market the downtown and US-127 corridors together, as a single destination, not competitive districts. Encourage cooperation between businesses.



Tourism Plan (Historic neighborhoods, mint farming, railroad)

As mentioned in the Marketing Plan, St. Johns, Bingham Township, and surrounding areas have a wealth of facilities and events to attract visitors to the community. The unique agriculture businesses, the historic qualities of the downtown, and festivals celebrating St. Johns' culture are just a few of the reasons to visit. However, this plan recommends the following improvements to increase tourism:

- 1) Encourage medium sized hotel development and locally owned and operated bed and breakfast establishments to locate to St. Johns / Bingham Township. The limited number of overnight accommodations is a barrier to encouraging visitors to stay in the City. A medium sized hotel located on Business 127 with proximity to downtown St. Johns and U.S. 127 may attract spontaneous visitors traveling on the interstate. Additionally, tourists visiting for a festival or tour of historical sites may prefer to stay in a bed and breakfast facility in the City.
- 2) Encourage and strengthen Downtown Development Authority function. Active, involved DDAs can be an extremely effective tool at marketing downtown businesses to new customers, encouraging new businesses to come to the downtown, offering businesses façade improvement grants, and organizing and hosting regular events.
- 3) Create DDA Action Plan that highly encourages a feasibility study to build a permanent space for the Farmers' Market. Many communities have found success in supporting their local growers and producers and encouraging new customers to the Farmers' Market by creating a permanent space for selling local produce and other goods.
- 4) Encourage "shop local" campaign. Both downtown St. Johns and the Old 127 corridor feature a number of small and local businesses who make and sell goods. This is a source of pride for the community and should be marketed through flyers, social media posts, and events featuring local businesses. Shopping local businesses can be a major attraction for visitors to the area. A special "shop local" designation can help identify the business for tourists and visitors as well as set them apart.
- 5) Create link along E. State Street between downtown St. Johns and the Business 127 corridor utilizing branding theme and wayfinding signage. There exists little connection between the two main commercial areas, but a strategic wayfinding system could enhance the sense of place desired by the community. Branding and wayfinding are discussed in further detail in a later chapter.
- 6) Create commercial and residential neighborhood districts with distinct branding themes that can be marketed using on-street wayfinding signage as well as on the City's website. Discuss feasibility of creating designated historic districts recognized by the Michigan State Historic Preservation Office.
- 7) Identify and brand historic neighborhoods, including designating them with street signage.

<p>Light Festival & Santa Parade December 7, 2018</p> <p>The annual light festival and Santa parade will take place on December 7th. Activities downtown include cookie decorating, scavenger hunt, live nativity, Santa's workshop, and more. Activities will begin at 3:00 pm. The Santa Parade will begin at 5:45 pm.</p> <p>There will also be a Christmas light decorating contest for homes within the city limits.</p> <p>Please visit www.sjlightfest.com for maps of events. Please contact city offices for parade float registration.</p>	<p>Mint Festival Down at The Depot August 10 & 11, 2018</p> <p>2 Nights of fun! <i>Location: Down at the Depot (Downtown St. Johns)</i></p> <p>Friday, August 10 Miranda & the M80's Band 7:00 pm - Midnight</p> <p>Saturday, August 11 ~ Mint City USA Classic Car Show 2:00 pm - 6:00 pm ~Mint City USA Jeep Show 7:00 - 9:00 pm ~Beverage Tent & Squids Band 7:00 pm to Midnight</p>	<p>CITY OF ST. JOHNS</p> <p>Downtown St. Johns, Michigan Mint City USA <i>Principal Shopping District and Downtown Development Authority</i> The St. Johns PROPOSAL - 100 E. Tenth St. St. Johns, MI 48078 (989) 271-1717 www.DowntownStJohns.com</p> 
<p>Farmers Market</p> <p>Location: Visit Maple Street (west side of the courthouse) on Saturday's 8:00 am to 12:00 pm (June thru October) to find fresh local produce and many great products for sale.</p>	<p>US 27 Motor Tour August 23, 2018 (8:00 am - 10:00 am)</p> <p>Hundreds of classic cars that tour nostalgic old US 27 will make their way from Coldwater to Cheboygan and make a stop in downtown St. Johns. The cars will arrive at 8:00 am and leave at 10:00 am. Be sure to stop downtown and see some great classics!</p>	<p>What's coming up!</p> <p>Eat Healthy, Eat Local Spring Fling May 12, 2018 (10:00 am - 6:00 pm)</p> <p>Visit beautiful downtown St. Johns, MI to sample and shop healthy Michigan-made products from many local farms and businesses. There will be vendors specializing in healthy food, natural remedies, nutrition and physical/mental wellness. Learn about creating a healthier lifestyle for you and your family.</p> <p>LOCATION: Downtown St. Johns, MI.</p> 
<p>Need more information?</p> <p>Contact the DDA Executive Director: Dan Redman 989-224-8944 EXT. 233 redman@ci.saint-johns.mi.us www.cityofsaintjohnsmi.com</p> 	<p>Arts Night Out ~ Paint the Town Art Walk hosted by Clinton County Arts Council September 14, 2018 (5:00 pm - 8:00 pm)</p> <p>This is a FREE, public event created to bring arts and cultural awareness to our area through a fun and family-friendly event. Downtown businesses will be open for extended hours as they host local artists, musicians, and actors who will be showing of their works and/or talents!</p>	

Suggestion Box!

Local festivals and events are an excellent opportunity to attract new and returning visitors to the area. This effort could be extended to regular weekly or monthly events held throughout the growing season. These events could be held at the weekly Farmers' Market and highlight different products, various local businesses, or the various holidays throughout the summer such as a Mother's Day flower fair.

Branding Themes

The City of St. Johns has introduced using the slogan “Gateway to Up North” (alternately “Where Up North Begins”) which seeks to attract visitors traveling on the US 127 corridor. The slogan can be incorporated into wayfinding signage to direct passersby to the many attractions in St. Johns and Bingham Township.

ST. JOHNS – MINT CITY

Draw Old 127 traffic to the downtown with the sign that says “Take a shortcut through time and visit historic downtown St. Johns”.

WAYFINDING / GATEWAY SIGNAGE

In addition to street signs, the slogan “Gateway to Up North,” can be incorporated into a gateway arch signifying the entrance to the main commercial areas of St. Johns and Bingham Township.



Gateway

Directional

Pedestrian

Commercial Districts Beautification

The City of St. Johns and Bingham Township have two main commercial areas: downtown St. Johns and the Business 127 Corridor. However, they serve different purposes for the commercial needs of the area. Downtown St. Johns is known for its attached, multi-story storefronts with curbside parking, while the Business 127 Corridor is less densely developed with large lots and nationally recognized stores and restaurants.

BUSINESS 127 BEAUTIFICATION

This plan suggests several opportunities to beautify the Business 127 Corridor to increase customer traffic to the area and consequently attract more businesses to the area, as well bring it into alignment with the charm and uniqueness established in other areas of the City. There are several suggestions that may be used to unify the downtown commercial area and Business 127 Corridor.

- 1) Incorporate unified wayfinding signage at strategic locations along the corridor as well as in Downtown St. Johns.
- 2) Replace street signs with decorative street signs that feature the theme used in the wayfinding signage.
- 3) Install the street lamps used for downtown St. Johns as well as any decorative features such as floral hanging baskets, flags, or banners along strategic sections or intersections.
- 4) Require business with frontage or a driveway entrance on Business 127 to create a decorative screening or landscape feature.
- 5) Create a unified façade design or require specific façade materials to be used for businesses with frontage or a driveway entrance on Business 127. Ultimately, establish signage and façade design standards built into the corridor zoning district.
- 6) Create “Green Infrastructure Zones” in strategic locations utilizing low maintenance and native Michigan plantings and absorbent and water filtering soils to reduce the impact of roadway runoff. These roadside rain gardens would also create visual interest in areas currently lacking any character.
- 7) Partner with local conservation district to identify appropriate locations and types to trees to plant along Business 127 Corridor right-of-way, and organize community-wide tree planting program.
- 8) Work with MDOT to reduce turn lane accidents and other inefficiencies in the current Old 127 road design.

DOWNTOWN BEAUTIFICATION / FAÇADE IMPROVEMENTS

The following strategies seek to better utilize the existing amenities, streetscape, and character of downtown St. Johns to improve the sense of place, the uniqueness, and ultimately increase the number of visitors. Many of these strategies overlap with those recommended for the Business 127 Corridor in effort to unify the two commercial areas and encourage patronage of both.

- 1) Incorporate unified wayfinding signage at strategic locations along the corridor as well as along the Business 127 Corridor.
- 2) Replace street signs with decorative street signs that feature the theme used in the wayfinding signage.
- 3) Utilize decorative features such as floral hanging baskets, flags, or banners on street lamps throughout the year.
- 4) Establish historical designation criteria and design historical markers for purchase by property owners or paid for by DDA to mark the historical significance of downtown buildings, places, or events that might have occurred. Historical markers may eventually be offered to residential properties that qualify.
- 5) Create a façade improvement grant program administered through the DDA as an incentive for business owners to make improvements.
- 6) Establish signage and façade design standards built into the downtown zoning district.
- 7) Increase the amount of permeable surface and street-side gardens to improve stormwater management, reduce impact on underground sewer systems, and improve downtown aesthetics.
- 8) Create pop-up parks in underutilized parking spaces.
- 9) Allow restaurants to place outdoor seating in designated areas of the sidewalk or in underutilized parking spaces.
- 10) Create non-motorized plan for downtown and surrounding neighborhoods which primarily identifies street crossing locations requiring additional markings and signage.

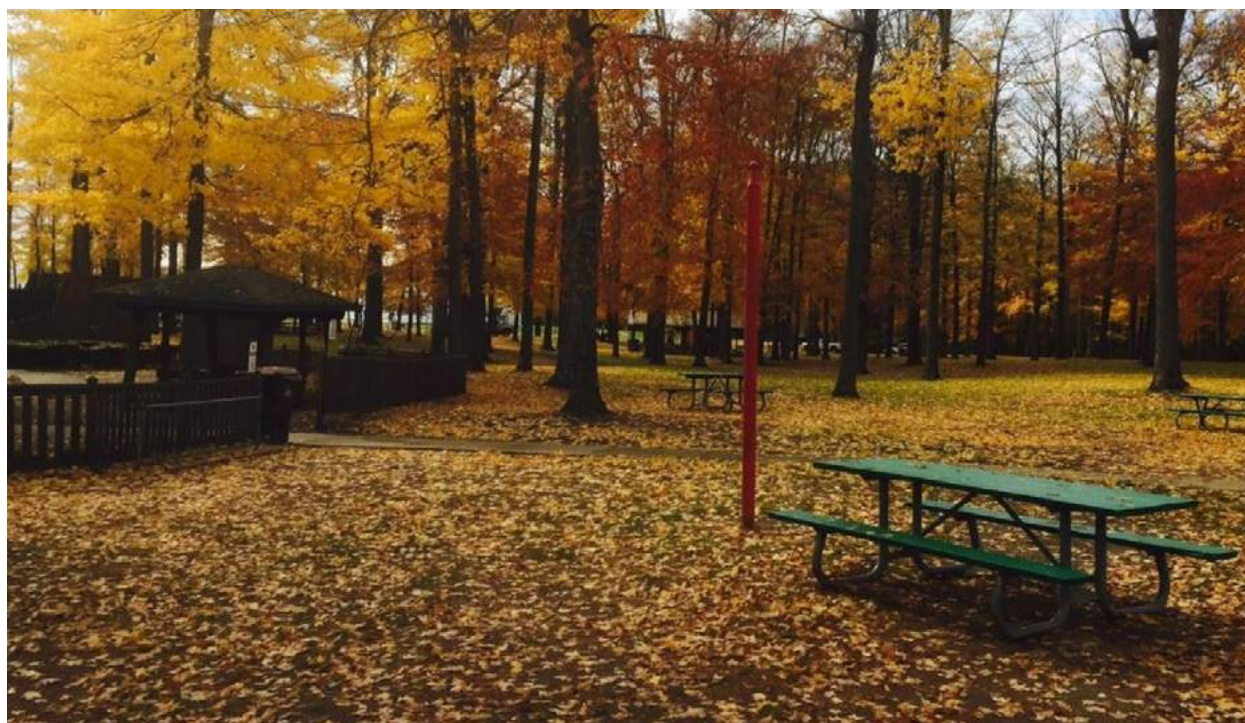
Parks and Recreation Promotion Plan

The parks and recreation system throughout St. Johns and Bingham Township are a vital amenity to the community. There are eight main parks serving a variety regional and local needs.

St. Johns City Park is the largest, located south west of downtown St. Johns, and is host to numerous events throughout the year including activities during the St. Johns Mint Festival. The remaining seven parks are 4-H Fairgrounds Park, Oak Street Park, Water Tower Park, and Senior Citizen Park, Jaycees Park, Rotary Park and St. Johns Depot, and Kibbee Street Park.

The following strategies are presented in an effort to encourage promotion and better utilization of the City's park spaces.

- 1) Maintain a current parks and recreation plan which inventories all parks and their amenities as well as sets a plan for each park over the next five to ten years.
- 2) Perform an accessibility analysis of each park to ensure it may be accessed by all members of the community.
- 3) Perform a walkability analysis of each park to ensure surrounding residents may access the park utilizing non-motorized means of transportation.
- 4) Create a page on the City's website that lists the names, locations, and amenities available at each park. Include a listing of major events held at each park and their approximate dates.
- 5) Create a City Parks Facebook page to update the community on upcoming events, fun facts about local parks, and ask the community to post pictures and share their experiences.
- 6) Initiate a park or park space adoption program that encourages surrounding residents to plant a community garden and maintain park cleanliness.
- 7) Encourage neighborhood groups to hold community gatherings such as block parties at the local parks.




A photograph of a dirt path leading through a dense forest, with the text '06.' overlaid in the top left corner.

06.

Mobility Plan





The City of St. Johns is on a grid street network, making it easily navigable using various modes of transportation. There is great potential for the future expansion of the bicycle and pedestrian network, especially for local connections to the regional Meijer Trail that runs nearly through the middle of the City. This chapter describes the goals for the future mobility network in St. Johns.

Corridor Design Plan

This Corridor Design Plan is intended to give guidance and state goals for the corridors throughout St. Johns. Because specific contexts may vary from street to street and neighborhood to neighborhood, the images and text on the following pages should be taken as guidelines and best practices, rather than specific and universal designs.

However, it is St. Johns' goal to achieve the concept of **Complete Streets** throughout the City, designing corridors to be safe and attractive for all users, and ensuring that streets contribute positively to the vibrancy and economic vitality of the community. Therefore, the guidelines expressed in this plan contain recommendations to re-orient streets away from the needs of through traffic, and towards the needs of local traffic, pedestrians, and bicyclists.

Summary of Corridor Types

The following table summarizes the defining characteristics of the seven corridor types found in St. Johns. More detailed descriptions can be found in the rest of this chapter.

Table 1: Corridor Types

CORRIDOR TYPE	DESCRIPTION	FEET OF ROW	TRAFFIC COUNT (Cars Per Day)	SPEED	CYCLING/ PEDESTRIAN FACILITIES	ON-STREET PARKING
REGIONAL BOULEVARD	High-capacity commuter routes balancing through traffic with local access, pedestrian safety, and transit options using medians, slip streets, and cycle tracks.	100-120	Over 10,000	45-55 MPH	None	No
URBAN BOULEVARD	High-traffic urban corridors prioritizing pedestrian safety, non-motorized access, green spaces, and on-street parking while maintaining efficient traffic flow.	80-100	Over 10,000	30-40 MPH	Bike lanes, non-motorized paths, and sidewalks	Yes
MIXED USE CONNECTOR	Combines business and residential needs, featuring sidewalks, bike lanes, and transit access while supporting both local and through traffic.	66-100	5,000-10,000	30-45 MPH	Some bike lanes and non-motorized paths	No
DOWNTOWN MAIN STREET	Pedestrian-focused streets in urban cores, with wide sidewalks, parking, and traffic calming, prioritizing local over through traffic.	80-100	1,000-5,000	20-30 MPH	Sidewalks	Yes
BUSINESS CONNECTOR	Corridors for trucks and commuters in industrial areas, with wide lanes, turn lanes, and minimal pedestrian or cyclist features.	66-100	1,000-5,000	30-45 MPH	Some bike lanes	No
NEIGHBORHOOD CONNECTOR	Connects residential areas with sidewalks, medians, and bike lanes, designed for local access and low-intensity traffic.	66-100	1,000-5,000	25-35 MPH	Sidewalks and bike lanes	No
NEIGHBORHOOD STREETS	Local, low-speed streets for residential access, with sidewalks, trees, on-street parking, and no truck or transit traffic.	60-66	Local Traffic	25 MPH	Sidewalks	Yes
RURAL HIGHWAY	Roads in natural areas with minimal development, integrating greenery, bike paths, and small-scale traffic design.	66-100	1,000-5000	55 MPH	None	No



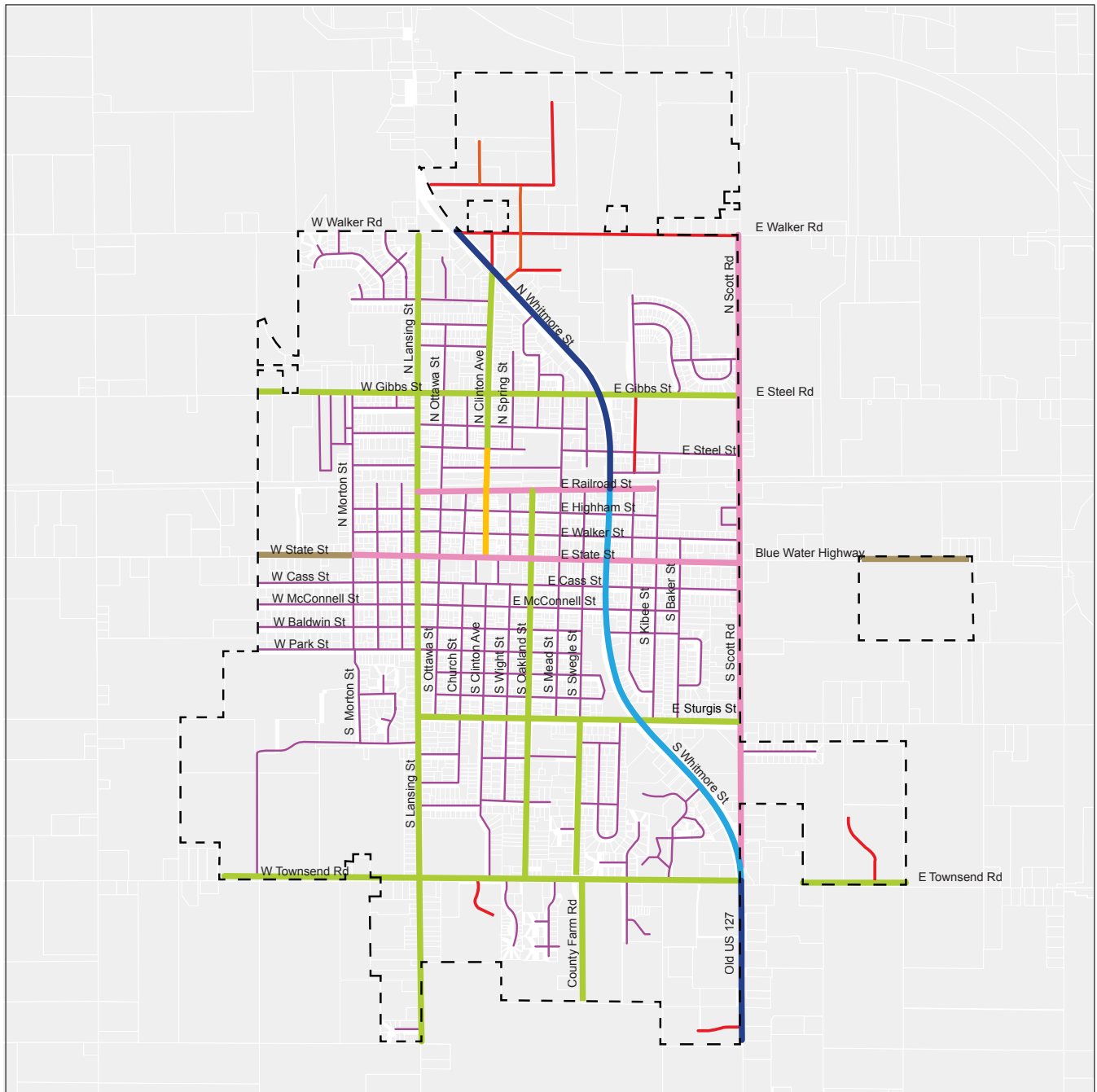
Traffic Data

The following table contains Michigan Department of Transportation traffic count data for St. Johns' road network. This data, in conjunction with broader master plan goals and land use plans informs the corridor designations in this chapter.

Table 2: St. Johns Traffic Data by Street

ROAD NAME	TOTAL TRAFFIC COUNT
Old Us-27	12,387
E State St	5,666
M-21 State St	4,824.5
Townsend Rd	4,617
Sturgis St	3,386.3
Scott Rd	3,006
N Lansing St	2,789.5
Lansing St	2,695
N Scott Rd	2,686
Clinton Ave	1,542
N Clinton Ave	1,231.5
Morton St	1,223.5
W Walker Rd	1,072
Oakland St	1,053.5
Brush St	1,041
Gibbs St	940
Zeeb Dr	923.5
Spring St	890.5
Cass St	799
Railroad St	765
Higham St	668
Walker St	594
Linden St	508
Steel St	503
N Kibbee St	480
Tolles Dr	471
Maple St	402
Park St	389
Lincoln St	224

Source: Michigan Department of Transportation



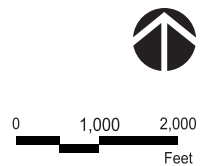
MAP 7. Corridor Design Plan

City of St. Johns, Michigan

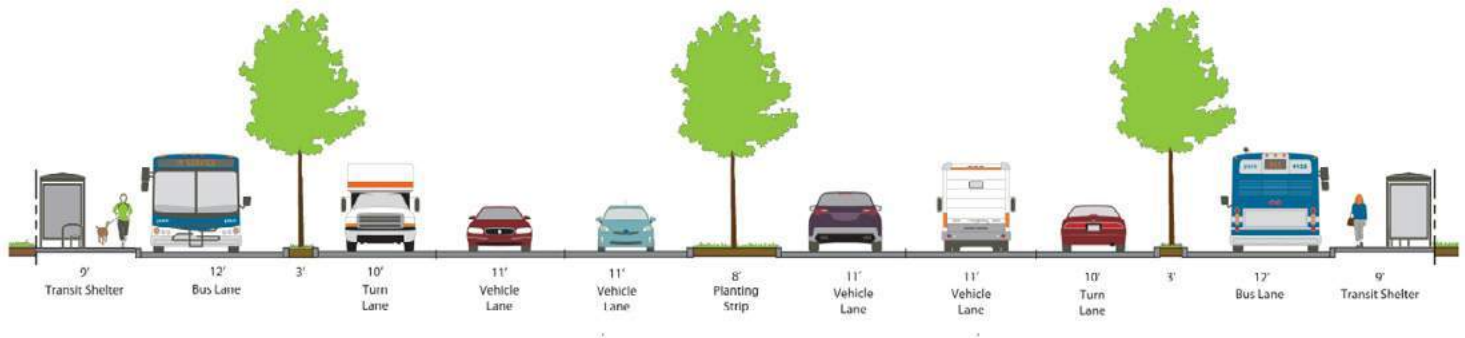
December 18, 2024 Draft

LEGEND

- █ Regional Boulevard
- █ Urban Boulevard
- █ Downtown Mainstreet
- █ Neighborhood Connector
- █ Business Connector
- █ Neighborhood Streets
- █ Mixed Use Connector
- █ Rural Highway
- City Boundary



Basemap Source: Michigan Geographic Framework



Regional Boulevard

- » 100-120 feet of ROW
- » Over 10,000 cars per day
- » 45-55 MPH

Regional Boulevards carry high volumes of through traffic. As a major commute routes, the needs of through traffic must be kept in mind in their design.

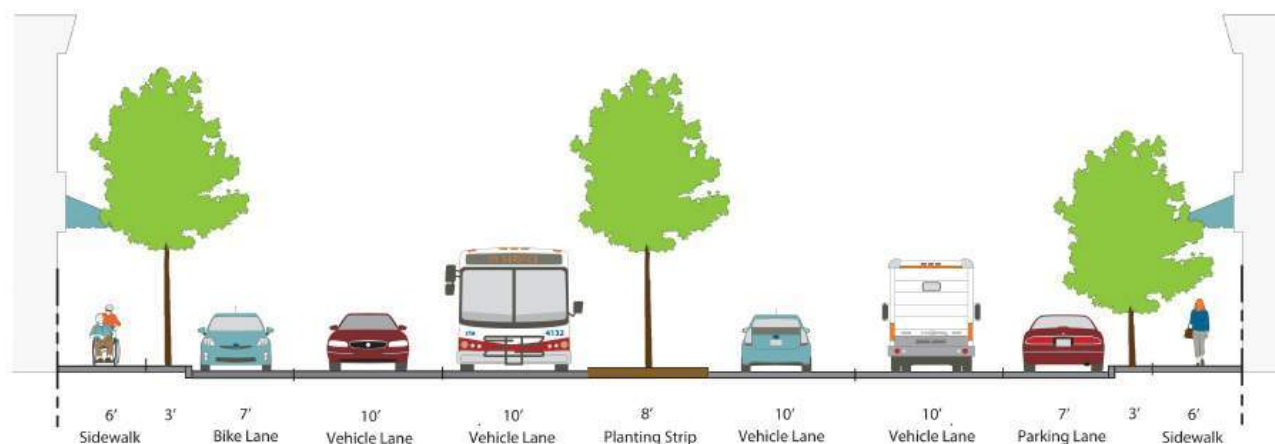
However, these corridors are also lined with businesses, and many residents live in close proximity to them. Therefore, the needs of local traffic, pedestrians, and bicyclists must be taken into account as well.

GUIDELINES FOR REGIONAL BOULEVARDS:

- » Creative solutions should be investigated for allowing through traffic to continue to its destination at an efficient rate, while also allowing for turning movements and local access. **Slip streets**, as illustrated below, separate through traffic from local traffic.
- » Although they will always feature heavy automobile traffic, Regional Boulevards should also be designed to be safe for pedestrians and bicyclists. One way to achieve that safety is to create **cycle tracks**, which separate cyclists into their own two-way path. The cycle-track can also be used to separate pedestrians from automobile traffic.
- » **Medians** allow for greenery in the center of roadways, as well as controlling left turns and assisting in the efficient flow of through traffic—especially through the use of “Michigan Lefts.” Medians also reduce the heat island effect and improve the pedestrian environment.
- » Regional Boulevards are also excellent candidates for **Rapid Transit**. In addition to being high-traffic corridors with destinations that drive ridership, their wide rights-of-way allow for dedicated transit lanes, including for Bus Rapid Transit or Light Rail.

Regional Boulevards within the City of St. Johns include:

- » **Old US-127 – North of Railroad Street and South of Townsend Road.** Old US-127 is the City’s largest north-south thoroughfare, as well as its most heavily trafficked corridor in general. Interstate 127 several miles to the east carries the majority of commuters south to Lansing, leaving the primary function of Old US-127 as a local route to the many commercial uses along it. North of Railroad Street and South of Townsend Road, this corridor runs through land uses that are not negatively impacted by high-capacity roads. Therefore, through this stretch on the periphery of the city, a Regional Boulevard configuration is appropriate.



Urban Boulevard

- » 80-100 feet of ROW
- » Over 10,000 cars per day
- » 30-40 MPH

Urban Boulevards are heavily trafficked roadways, but run through areas that are either currently or planned to be urban districts. Therefore, they need to balance the needs of through traffic with anticipated high pedestrian traffic, on-street parking needs, non-motorized connectivity, and transit access.

On-street parking, non-motorized access, and pleasant walkability should be priorities, although through traffic is and will remain a priority. Turning lanes should also be used to ease business access. Where left turn lanes are not necessary, medians should be used.

GUIDELINES FOR URBAN BOULEVARDS:

- » Urban Boulevards should have plenty of trees and green space, to slow traffic, improve the pedestrian experience, and add beauty and charm. **Medians** are a common tool to add landscaping and trees. Medians along Urban Boulevards need not feature “Michigan Lefts” and can have breaks at intersections to allow for left turns.
- » **On Street Parking** is a crucial feature of Urban Boulevards. On Street Parking buffers pedestrians from moving traffic and supports businesses that need easily accessible parking spaces near their front door. On Street Parking in an Urban Boulevard context should be parallel spaces, due to the anticipated speed of through traffic.
- » Non-motorized connectivity on Urban Boulevards can be achieved through bike lanes, although bike lanes and on-street parking are not always compatible. Another option is a protected **cycle track**, particularly on roadways with wider rights-of-way.

- » While dedicated lanes for transit are desirable, realistically there may not be space on most Urban Boulevards. However, transit should still be prioritized, with attractive **stations/shelters, bus-bulbs** (if there is sufficient space), **or dedicated bus stop space** where there would otherwise be on-street parking.

Ideal thoroughfares for Urban Boulevard development within the City of St. John include:

- » **Old US-127 – Railroad Street to Townsend Road.** This stretch of Old US-127 runs through the city center through residential uses, yet is also a heavily frequented commercial corridor which hosts moderate through traffic. Therefore, it should be made both more safe and more attractive for pedestrians through the addition of crosswalks, traffic calming measures, and other pedestrian and bike infrastructure, as well as preserve accessibility to through traffic. Currently there is a four lane median divided configuration running from Townsend to Baldwin. From Baldwin to Railroad, the street narrows to one lane in either direction and a center turn lane. Ideally, this configuration would be extended south, narrowing the highway all the way to Townsend.
- » **Blue Water Highway – Morton Street to Scott Road.** Blue Water Highway runs straight through St. Johns from Ionia to Owosso on either side of Clinton County. It is the primary east-west corridor in the area, and having no competition from a nearby parallel Interstate, carries roughly a third more drivers than US-127. Blue Water Highway has a similar configuration to the narrow center-city portion of Old US-127, with one lane in either direction and a center turn lane. It principally runs through residential neighborhoods, and in the city center makes up the southern border of the downtown district. The status of the street as an east-west thoroughfare through the center of the city’s downtown and residential districts means its accessibility to through traffic should be maintained, but crosswalks, sidewalks, and traffic calming must be priorities, especially at intersections with Neighborhood Connectors and the downtown streets.

Mixed Use Connector

- » 66-100 feet of ROW
- » 5,000 to 10,000 cars per day
- » 30-45 MPH

Mixed Use Connectors are a “light” version of a Business Connector – they serve primarily businesses, but there are also residential uses. Truck traffic should be lighter than on Business Connectors, and pedestrians are a more prominent mode. Transit access should also be prioritized.

GUIDELINES FOR MIXED USE CONNECTORS:

- » Although other designs may be appropriate, Mixed Use Connectors should generally have a **3 or 5 lane cross section** with a **continuous center turn lane**. This prevents rear-end accidents, and allows for efficient through traffic and turning movements.
- » **Sidewalks** should be prioritized, and should be constructed on both sides of the street. Crosswalks, including **mid-block crossings** should be located in strategic places to connect residential and commercial uses, and to calm traffic.
- » **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan. **Bus bulbs** are desirable in these areas at transit stops to keep through traffic moving.

Mixed Use Connectors within the City of St. Johns include:

- » **Scott Road – Walker Road to Townsend Road.** This corridor has an unusual mix of uses, including industrial, agriculture-energy, single and multiple family residential, parks, and community and gateway commercial. is also unusual because Old US 127 “bypasses” it and is the primary corridor for through traffic. Along with the newly constructed Scott Road Non-Motorized Trail, this creates opportunities for the street to be a more pedestrian-friendly corridor connecting residents to the southeastern commercial area along Old US 127, while still providing sufficient business access.

Downtown Main Street

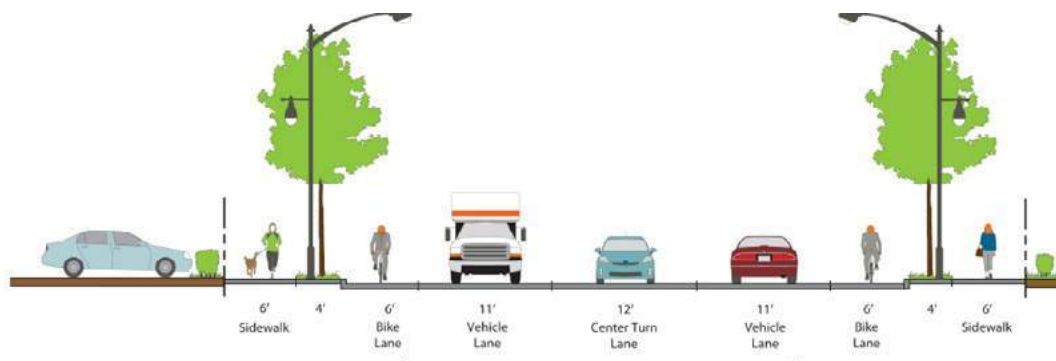
- » 80-100 feet of ROW
- » 1,000 to 5,000 cars per day
- » 20-30 MPH
- » Heavy Pedestrian Usage
- » On-Street Parking and Local Traffic

GUIDELINES FOR DOWNTOWN MAIN STREETS:

- » Downtown Main Streets should have **wide sidewalks**, not only for pedestrian safety and comfort, but also to provide space for amenities, bike racks, and landscaping.
- » On Street Parking is a crucial feature of Downtown Main Streets. On Street Parking buffers pedestrians from moving traffic and supports businesses that need easily accessible parking spaces near their front door.
- » Downtown Main Streets should be designed for **slow traffic**. Through traffic should be discouraged to the extent possible. The priority for automobile traffic should be **local motorists** seeking to patronize downtown businesses. This means creating turn lanes and on-street parking spaces, even if they slow the traffic speed or make through traffic less efficient.
- » Non-motorized connectivity on Downtown Main Streets can be achieved through bike lanes, although bike lanes and on-street parking are not always compatible. If bike lanes cannot be accommodated on the Main Street itself, they should be incorporated into parallel corridors.
- » Transit should also be prioritized, with attractive **stations/shelters or dedicated bus stop space** where there would otherwise be on-street parking.

St. Johns’ Downtown Main Street is located in the city center:

- » **North Clinton Avenue – State Street to Steel Street.** St. Johns’ downtown main street is North Clinton Avenue, and runs from State Street (Blue Water Highway) in front of the County Courthouse to Steel Street, two blocks north of the Fred Meijer Rail Trail. This 5 blocks stretch includes existing St. John’ historic downtown buildings, the park space along the Fred Meijer Trail, and other structures with urban configurations. The land use pattern in this area demands a roadway prioritizes pedestrian safety and comfort, as well as parking and local traffic, over through traffic. This is largely already achieved.



Business Connector

- » 66-100 feet of ROW
- » 1,000 to 5,000 cars per day
- » 30-45 MPH

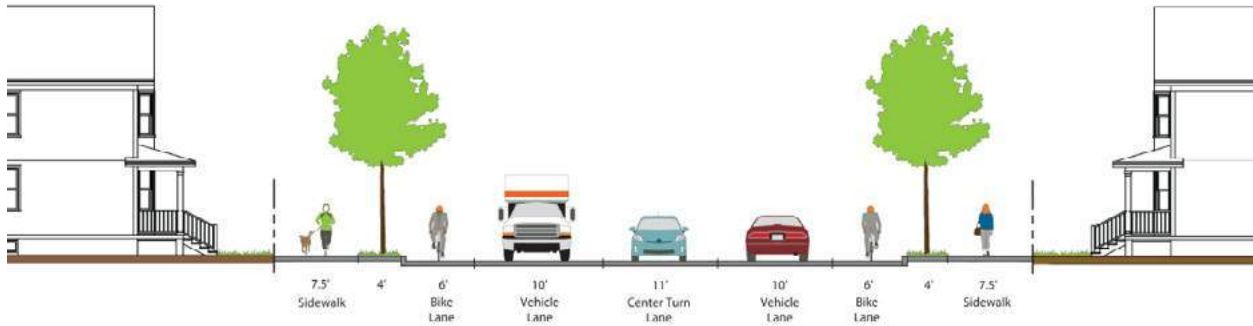
Business Connectors are roadways that travel through non-residential areas – particularly high intensive commercial and industrial areas. They are designed for high levels of truck traffic. While pedestrians and bicyclists should be able to traverse them safely, and transit access should be efficient, they are predominantly corridors for commercial traffic and commuters.

GUIDELINES FOR BUSINESS CONNECTORS:

- » Business Connectors should have **wide lanes**, particularly turning lanes, to accommodate trucks safely.
- » Although other designs may be appropriate, business connectors should generally have a 3 or 5 lane cross section with a **continuous center turn lane**. This prevents rear-end accidents, and allows for efficient through traffic and turning movements.
- » **Sidewalks** should be constructed where possible. **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan. Bus bulbs are desirable in these areas at transit stops to keep through traffic moving.

Business Connectors within the City of St. Johns include:

- » **Walker Road, Tolles Drive and Zeeb Drive northeast of Old US 127, and associated industrial roads in that area.** This is the most intensive industrial area in the City, and truck traffic and commuting can and should be the priority.
- » **Mustang Drive**, access for the Paul Ford Dealership and potential future commercial development behind the dealership.
- » **North Travers Street – Steele Street to Gibbs Street.** Access for various industrial and commercial uses.
- » **Rivendell Drive and Clinton County Building Drive** off Townsend Road, which access the Cedar Creek Hospital and various Clinton County Administrative Buildings respectively.



Neighborhood Connector

- » 66-100 feet of ROW
- » 1,000 to 5,000 cars per day
- » 25-35 MPH

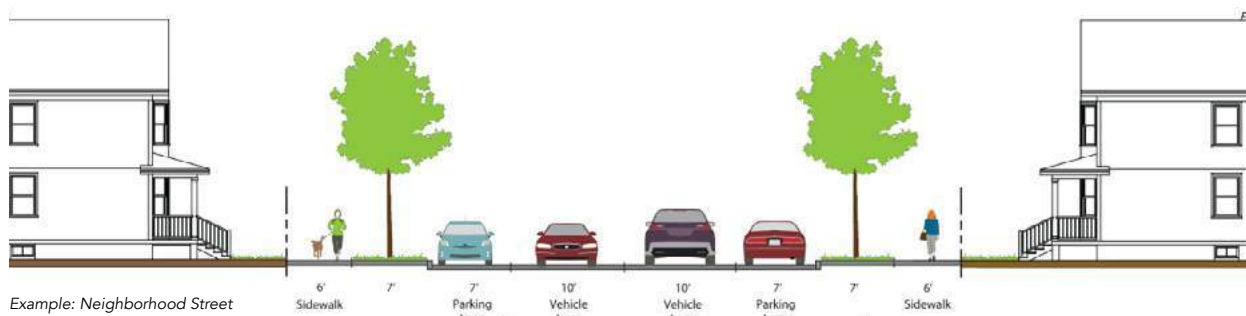
Neighborhood Connectors are roadways that travel through and between residential areas, connecting those neighborhoods together. Their land use context is generally residential, but could also include low-intensity retail/service businesses, religious or educational institutions, recreational areas, or preserved open space.

GUIDELINES FOR NEIGHBORHOOD CONNECTORS:

- » Neighborhood Connectors with frequent intersections and driveways should have a **three lane cross section** to allow for left turns and efficient movement of through traffic.
- » Where there are businesses nearby that need the support of **on-street parking**, it should be provided. On street parking is also appropriate in residential areas.
- » Neighborhood Connectors should always have **sidewalks**, with wide, **tree-lined buffer areas** separating them from the automobile lanes.
- » **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan.
- » **Bus bulbs** are desirable at transit stops to keep through traffic moving.
- » In some areas, **medians** may be desirable, for aesthetic and tree canopy reasons, and to calm traffic. Medians are recommended for roadways with through traffic within residential areas.

Neighborhood Connectors within the City of St. Johns include:

- » **East-West Neighborhood Connectors:**
 - Gibbs Street
 - Railroad Street
 - Sturgis Street
 - Townsend Road
- » **North-South Neighborhood Connectors:**
 - Lansing Street
 - Oakland Street



Neighborhood Street

- » 60-66 feet of ROW
- » Local Traffic
- » 25 MPH

Neighborhood Streets are low traffic corridors designed for local access, mainly to residential uses.

GUIDELINES FOR NEIGHBORHOOD STREETS:

- » Neighborhood Streets should be designed with **narrow traffic lanes** and **space for on-street parking** along the curbs.
- » All Neighborhood Streets should have **sidewalks**, buffered from the roadway by **wide, tree-lined** landscape areas.
- » Cycling on Neighborhood Streets should be encouraged, but bike lanes need not be specifically designated.
- » Transit lines and truck traffic should not be permitted on Neighborhood Streets.
- » Newly constructed Neighborhood Streets should be public roadways, dedicated to the City, and designed based on the guidelines of this plan and the City's engineering standards.
- » Neighborhood Streets within the City of St. Johns include all roadways not listed in one of the other categories.

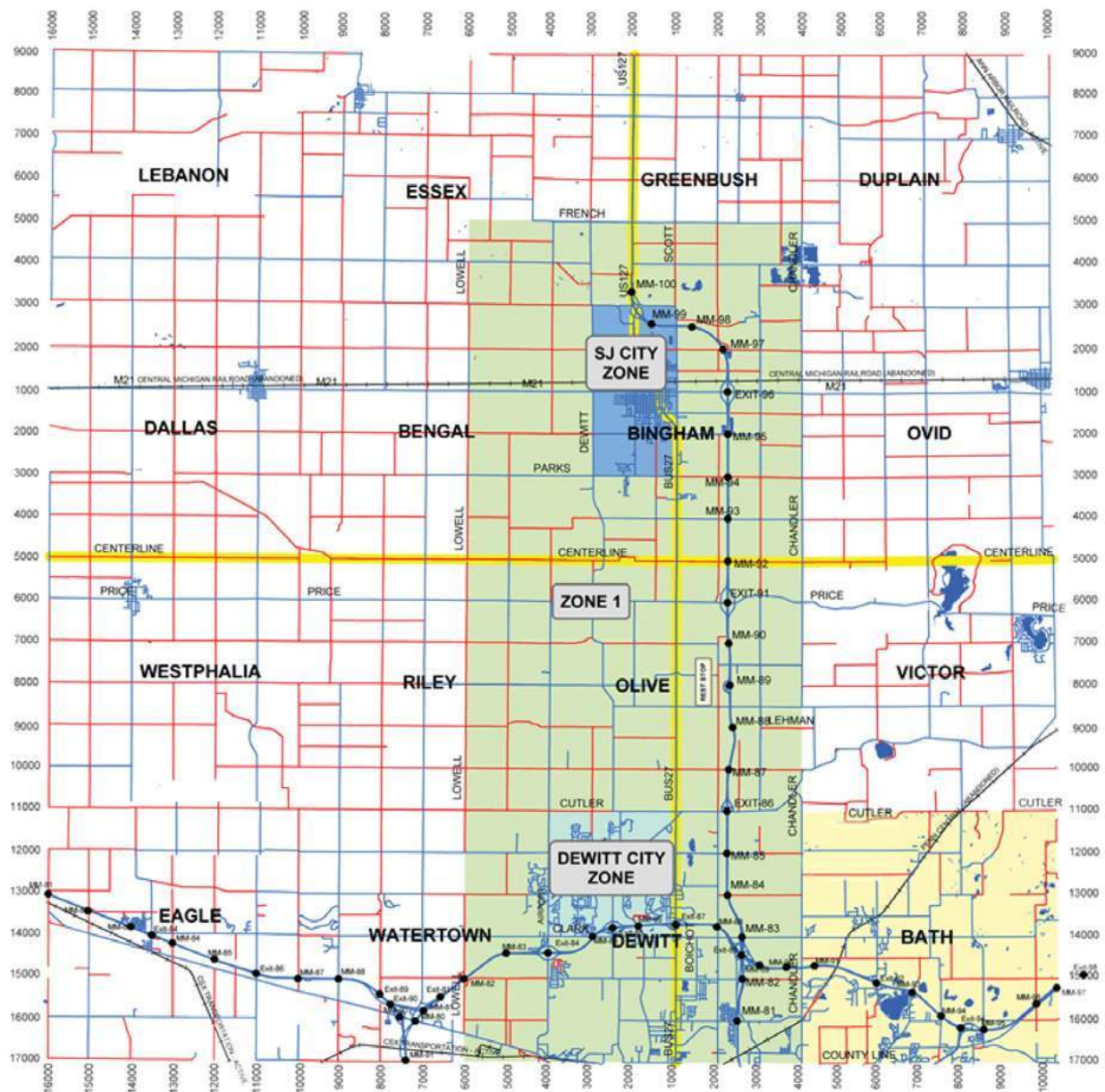
Rural Highway

- » 60-66 feet of ROW
- » 1,000 to 5,000 cars per day
- » 55 MPH

Rural highways are high traffic corridors traversing rural and agricultural regions on the periphery of or outside of city limits and are surrounded by very little residential or commercial activity.

Rural Highways in St. Johns include:

- » West State Street west of Morton
- » Blue Water Highway east of Scott Road



Transit

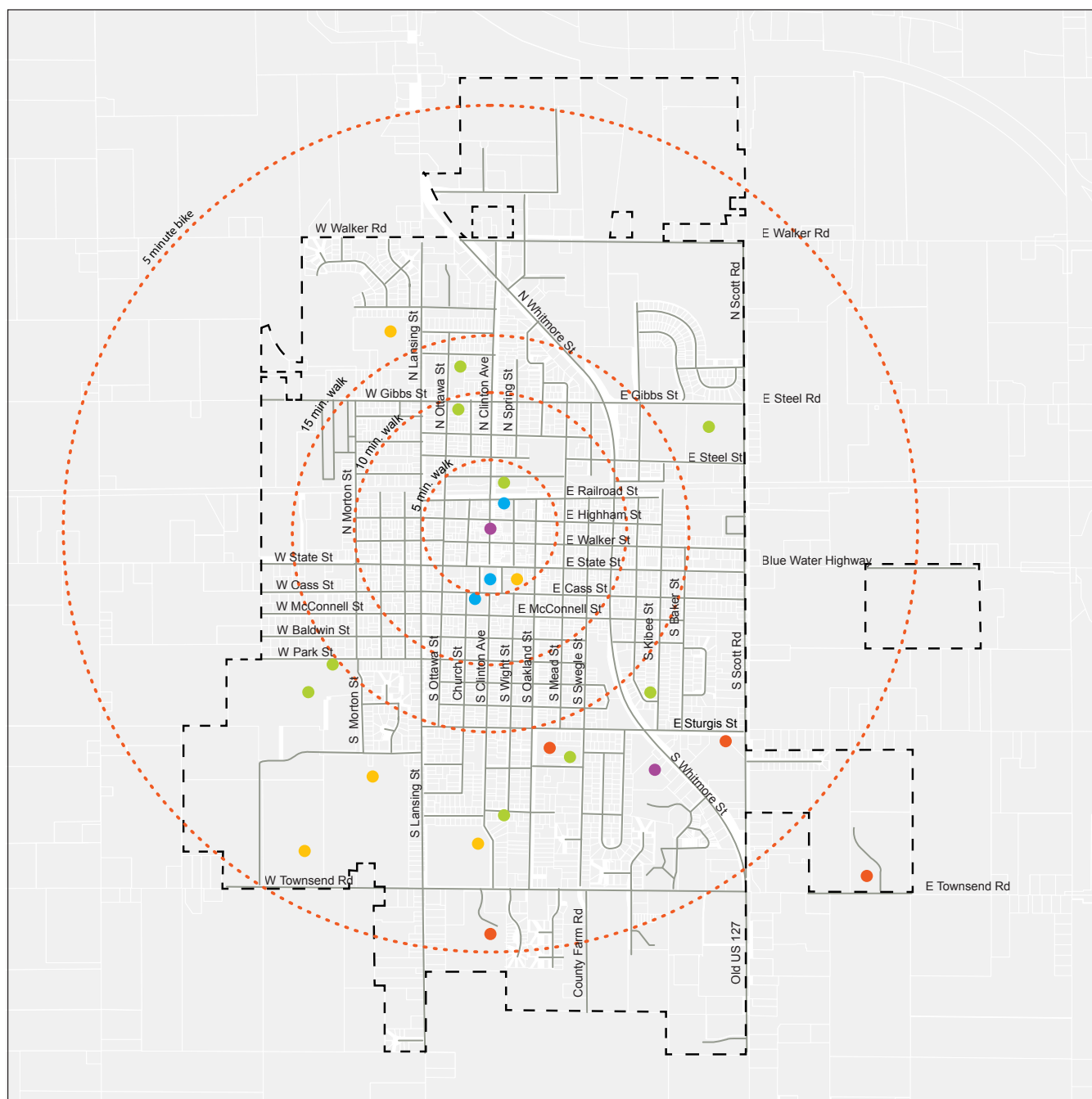
Established in 2001, Clinton Transit services the St. Johns / Bingham Township community, as well as Olive, DeWitt, and Bath Townships, and the City of DeWitt. Service is provided on a "dial-a-ride" basis, delivering riders door-to-door through prearranged and scheduled trips.

There are no fixed route services serving St. Johns. The City will work with Clinton Transit to evaluate service and ridership on an ongoing basis, and to evaluate the need for fixed-route service, including commuter service to Lansing and East Lansing, in the future.

Electric Vehicles

As automakers convert higher and higher percentages of their lineups to electric and plug-in hybrid vehicles, in order to lower carbon emissions, the City of St. Johns will need to be prepared for a new accessory land use – electric vehicle charging stations.

It is the policy of this plan to reduce the amount of "red tape" required to build out charging stations. They should not be considered equivalent to gas stations under the zoning ordinance and should instead be allowed to be constructed in any parking lot, provided that the parking lot retains safe dimensions for automobile and pedestrian circulation. The City should also consider locating charging stations in public parking lots.



MAP 8.

Community Destinations

City of St. Johns, Michigan

December 18, 2024
Draft

LEGEND

- Parks
- Schools
- Medical
- City
- Commercial

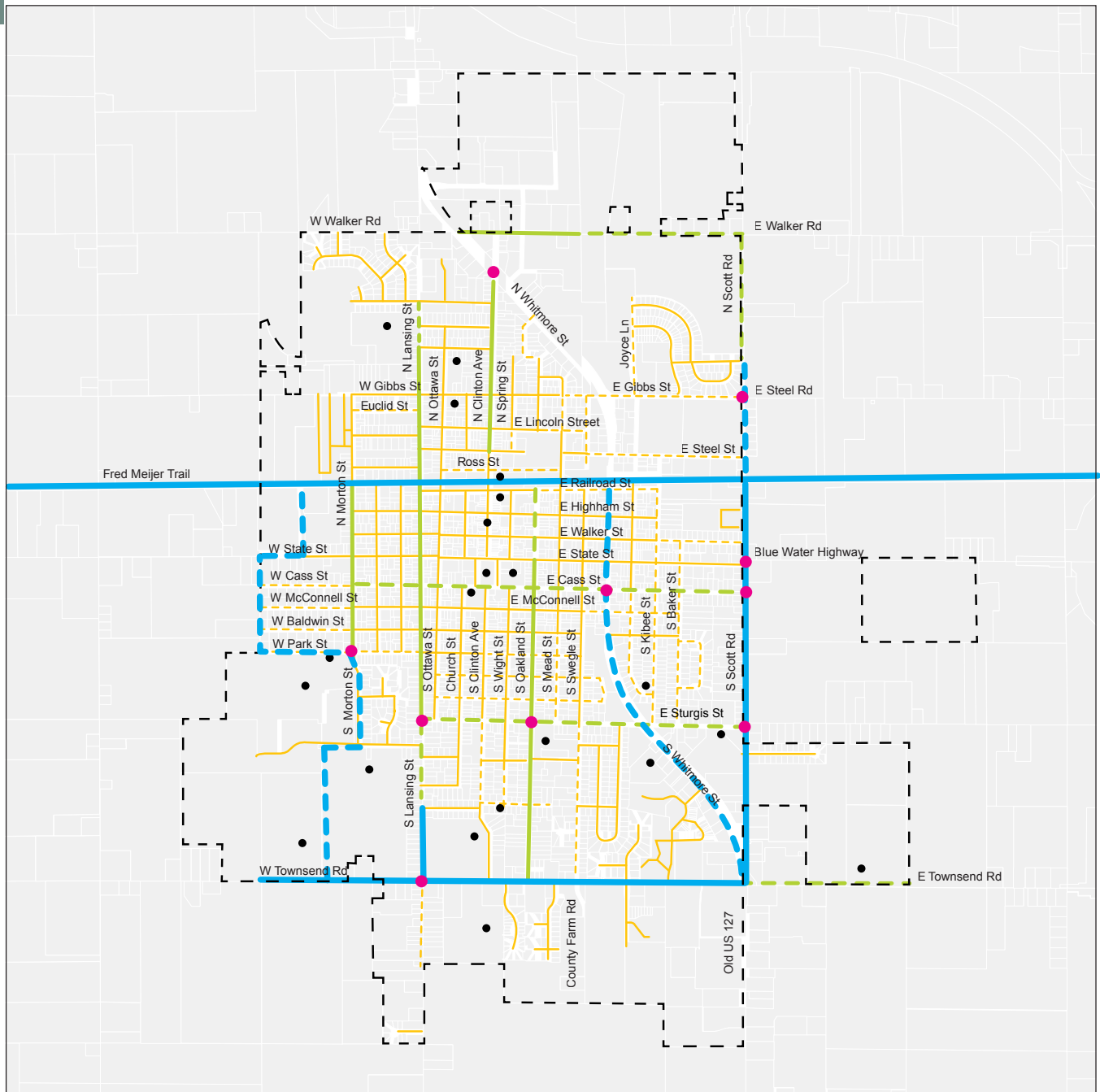


0 1,000 2,000
Feet

Basemap Source: Michigan Geographic Framework



MCKENNA



MAP 9.

Non-Motorized Transportation

City of St. Johns, Michigan

December 18, 2024
Draft

LEGEND

- Existing Non-Motorized Trails
- - - Proposed Non-Motorized Trails
- Existing Bike Lanes
- - - Proposed Bike Lanes
- Existing Sidewalks
- - - Pedestrian Improvement Opportunities
- Intersection Improvements
- Local Destinations



0 1,000 2,000
Feet

Basemap Source: Michigan Geographic Framework



MCKENNA

Non-Motorized Transportation

Old 127 runs north-south through St. Johns, spanning four lanes for most of its length except for E. Steel Street to E. Baldwin Street, where it reduces to two lanes with a center turn lane. The width of the road poses a safety concern for not only drivers, but potential bicycle and pedestrian users of the corridor. This plan envisions the following strategies:

- » Create a zoning district that reflects the new Gateway Corridor Community Character District and implement a front yard setback that brings buildings closer to Old 127 for a more enclosed feeling.
- » Widen the existing sidewalk into a non-motorized path and plant trees to create visual interest, a feeling of enclosure, and a buffer from traffic.

“Complete Streets” is the concept that the roads should be safe and available for all types of users, not merely automobiles. The street character and design aspects described above help to create complete streets by making walking a more enjoyable activity. On-street parking and narrow road lanes can calm traffic and lower speeds, creating a safer environment for people. New infrastructure for bicyclists and pedestrians brings encouragement and investment to these modes, and creates opportunities for both transportation and recreation.

The City of St. Johns has the opportunity to expand an already robust non-motorized transportation network in the near future, increasing connections to the Fred Meijer Clinton-Ionia-Shiawassee Trail which extends 41.4 miles between Ionia to the west and Owosso to the east and increasing the number of routes safe for walking and biking. **Map 9** depicts the future non-motorized network in the City.

Non-Motorized Connectivity is crucial for sustainability, vibrancy, and transportation efficiency. This plan envisions the following non-motorized transportation improvements.

NON-MOTORIZED TRAILS.

Separated, off-street paths provide the highest level of safety and efficiency for cyclists, but they require right-of-way that is not always available. Therefore, they are best prioritized on high-traffic corridors and roads that run through lightly developed areas.

Within the City of St. Johns, the following non-motorized trails already exist:

- » The **Fred Meijer Clinton-Ionia-Shiawassee Trail**, which cuts through the City of St. Johns directly north of Downtown, and extends 41.4 miles between Ionia to the west and Owosso to the east.
- » The **Scott Road Trail** running north-south along Scott Road from Steel Street to Townsend Road, and which intersects at its northern terminus with the Fred Meijer Trail.

The following additional non-motorized trails are proposed:

- » An **extension of the Scott Road Trail** north at least to Gibbs Street, in order to link existing and potential future residential developments in the city's northeastern corner to community destinations.
- » **Widening and expansion of the existing sidewalk network along Old 127 into a non-motorized path.** The current sidewalk system lacks continuity as well as shelter from parallel automobile traffic. Infrastructure upgrades as well as installation of trees and plantings to create visual interest, sense of enclosure, and a buffer from traffic all increase users feelings of safety and consequently their likelihood to utilize a path.
- » **Construction of a new non-motorized trail running north-south along the City's western border** to connect the Fred Meijer Trail with the Townsend Road Trail. The majority of the land required for this proposal is already owned by the St. Johns School District and Parks Department, and could be leveraged to complete the missing fourth side of the non-motorized trail system, effectively creating a non-motorized “ring-road” around St. Johns. The placement of many of St. Johns new municipal and educational facilities at the perimeter of the City increases the desirability of a fully non-motorized perimeter path, allowing students from anywhere in the community to travel to school on separated paths with minimal street crossings.

BIKE LANES

On-street bike lanes are an effective design when space is limited, and through areas where denser development is existing or planned.

Within the City of St. Johns, the following bike lanes already exist, all of which run north-south excepting that on Walker Road:

- » **Lansing Street**, from Lewis Street to Sturgis Street
- » **North Clinton Avenue**, from Old 127 to Steel Street
- » **Oakland Street**, from State Street to Townsend Road
- » **Morton Street** from State Street to Park Street
- » A small segment of **West Walker Road**, extending .35 miles east from North Whitmore Street towards North Scott Road

To improve non-motorized connectivity especially going east-west, the following additional bike lanes are proposed:

- » **West Walker Road**, from the existing bike lane terminus east to North Scott Road and South to meet the proposed Scott Road Trail extension.
- » The remainder of **North Oakland Street**, from East State Street to the Fred Meijer Trail.
- » Almost the entirety of **Cass Street**, from South Morton Street to South Scott Road. Ideally, a lane could be accommodated on the City's principal east-west street, State Street. Lack of space makes Cass Street one block south a good option.
- » **South Lansing Street**, from the existing bike lane to the non-motorized path.
- » **Sturgis Street**, from South Lansing Street to South Scott Road.

PEDESTRIAN IMPROVEMENTS

St. Johns' sidewalk network is extensive, but several corridors throughout the city are disjointed and consequently difficult to navigate. Streets with sidewalks missing on one or both sides are designated by the dashed yellow lines on **Map 9**. Many of these streets are low traffic residential streets that may not need require separated pedestrian infrastructure, however, higher traffic areas near common destinations should be upgraded to ensure pedestrians are and feel safe, comfortable, and welcome. The specific improvements will be context-dependent.

» Highest Priority (city center):

- Ross Street
- East Railroad Street

» Medium Priority (high-traffic thoroughfares near community destinations):

- East Gibbs Street
- East Steele Street
- East Walker Street
- South Clinton Avenue
- South Swegle Street
- East McConnell Street
- South Lansing Street
- Park Street

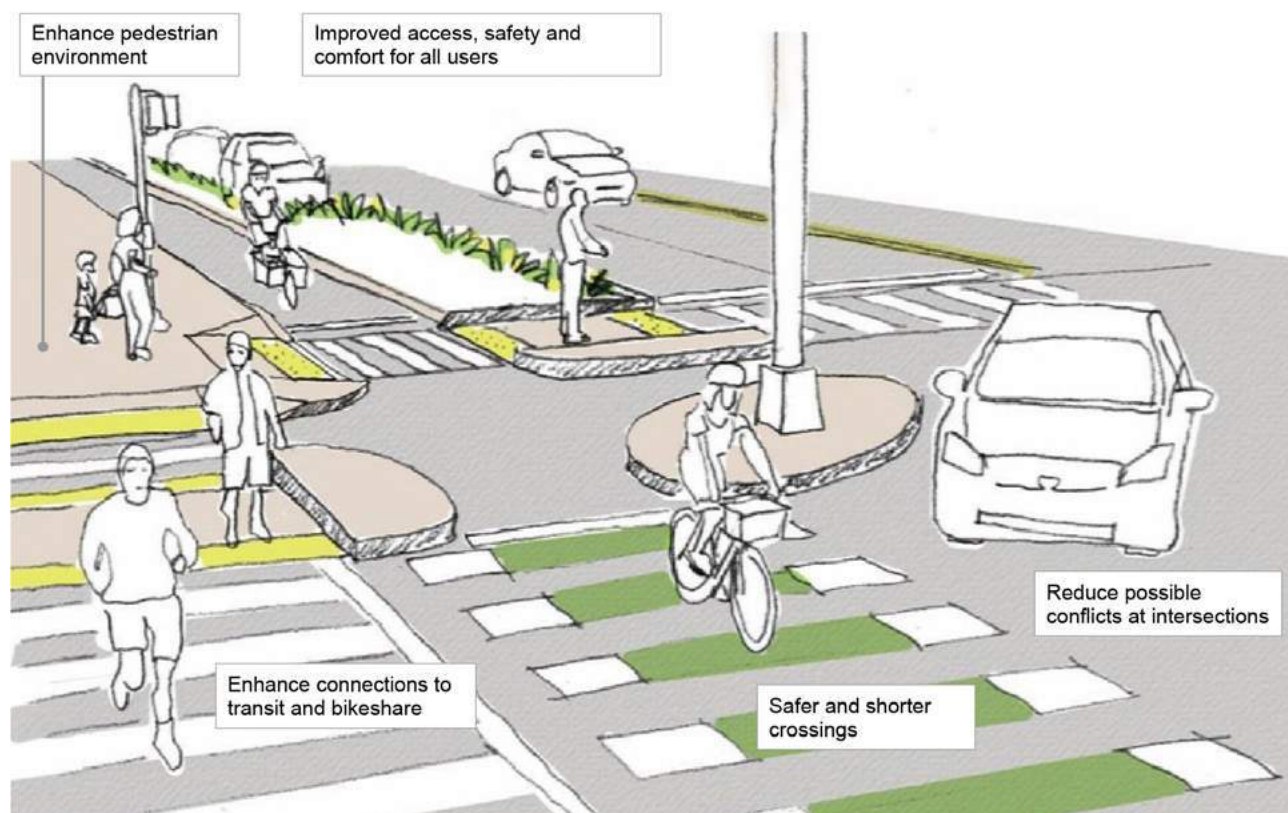
» Low Priority (low-traffic residential neighborhoods):

- Euclid Street
- East Lincoln Street
- Joyce Lane
- North Oakland Street
- North Swegles Street
- South Travers Street
- South Kibbee Street
- South Baker Street
- West Cass Street
- West McConnell Street
- West Baldwin Street
- Buchanan Street
- Clark Street
- South Wight Street
- Oak Street

INTERSECTIONS AND CROSSWALKS

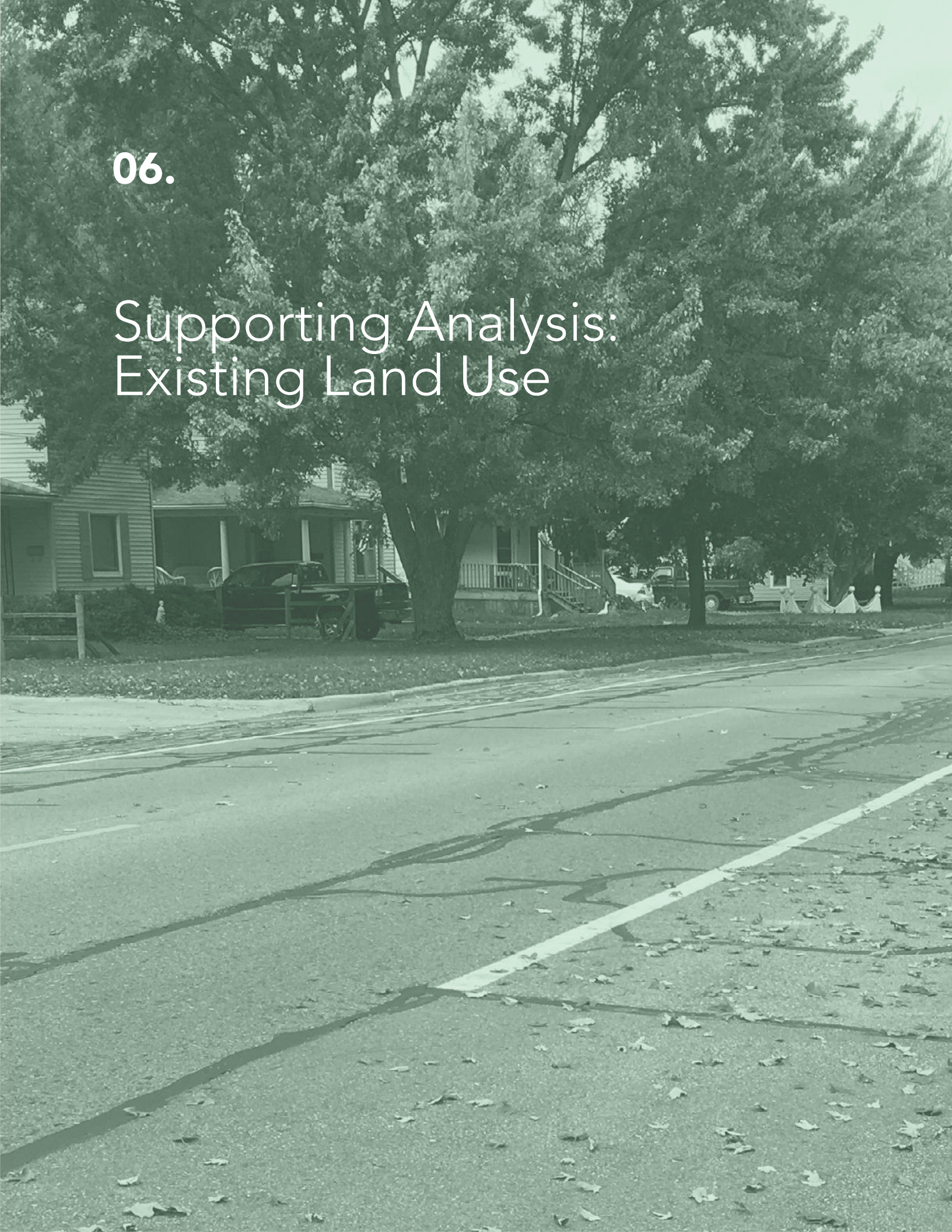
Crosswalks, including upgrades like HAWK signals and pedestrian islands, help people navigate the community on bicycles and on-foot. The following are the highest priority crossings in the City.

- » **Along Scott Road**, to allow users of the Scott Road non-motorized trail to safely cross and travel west into the city along a neighborhood connector bike lane:
 - East Gibbs Street/Steel Road
 - East State Street/Bluewater Highway
 - East Cass Street
 - East Sturgis Street
- » **Along Old US-127:**
 - North Clinton Avenue, to allow for safe crossing of east-west traveling cyclists and pedestrians
 - East Cass Street to allow for safe crossing of east-west traveling cyclists and pedestrians
- » **Along Townsend, to allow crossing from the south side of the street:**
 - Lansing

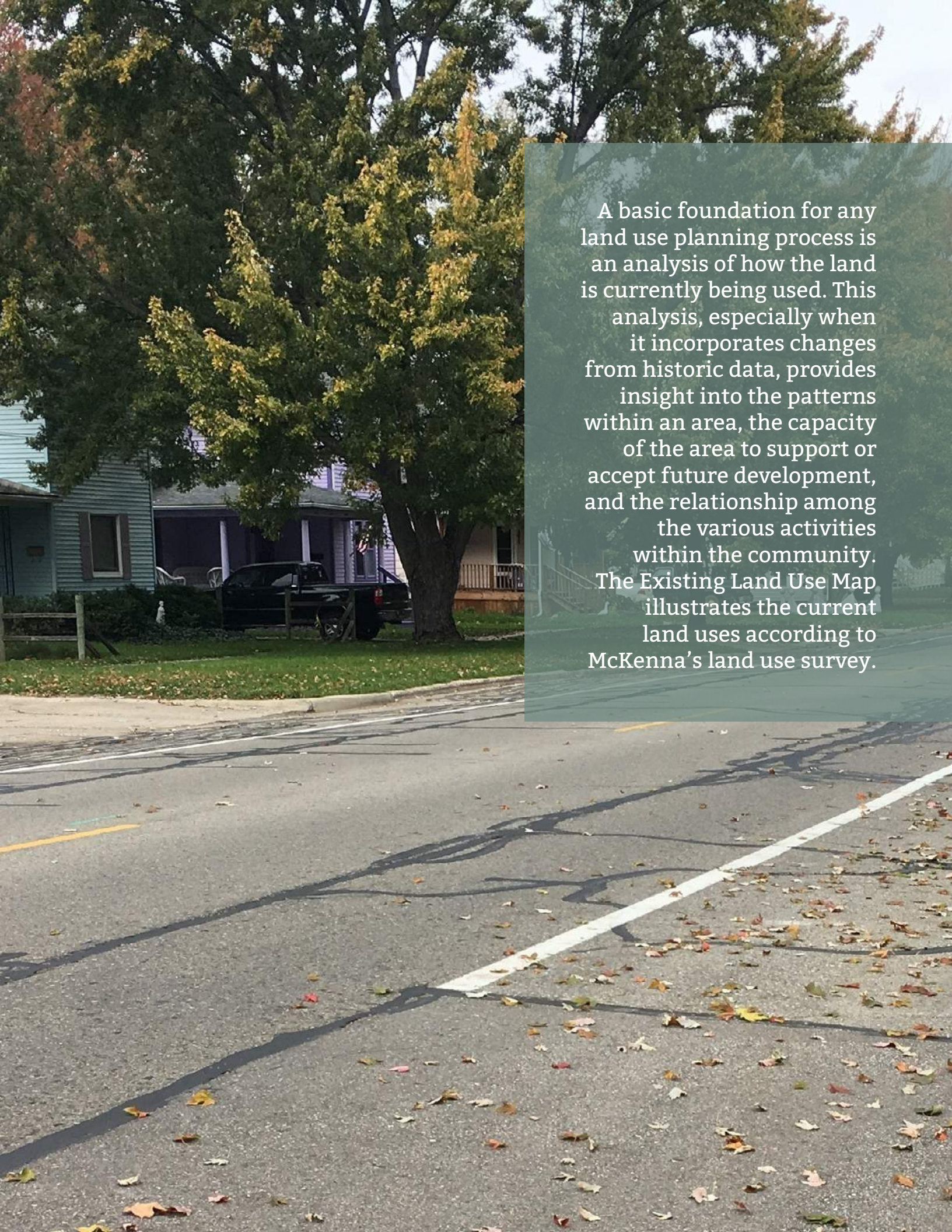


06.

Supporting Analysis: Existing Land Use







A basic foundation for any land use planning process is an analysis of how the land is currently being used. This analysis, especially when it incorporates changes from historic data, provides insight into the patterns within an area, the capacity of the area to support or accept future development, and the relationship among the various activities within the community. The Existing Land Use Map illustrates the current land uses according to McKenna's land use survey.

Existing Land Use

January 23, 2025

- Commercial
- Institutional
- Residential
- Suburban Residential
- Downtown
- Agricultural
- Multiple-Family Residential
- Industrial
- Undeveloped
- Recreational
- Manufactured Home



Basemap Source: Michigan Geographic Information, v.17a, Data Source: City of St. Johns, 2024. McKenna 2024.



MCKENNA



Single Family Residential

The City is overwhelmingly residential. The residential uses consisted of single-family and two-family homes that are scattered through individual lots. It included some subdivisions that are planned. Rural parcels are also included in this category. Most of the single-family residential is in the center of the City. It surrounds the downtown area and has small portions of commercial and institutional uses in it. Fifty to sixty percent of the City is residential.

Suburban Residential

There are only a handful of parcels that are suburban residential. Suburban residential uses stood out from residential uses because they appeared to be removed from the rest of the uses and located around the edges of the City. It is like a stray subdivision by itself usually having only one access point. There are other plan subdivisions in the City but they are mixed in with other uses and do not appear to be removed from the rest of the City.



Multi-Family Residential

Multi-family residential developments include three or more dwelling units in a contiguous building or complex. There is a small amount of multi-family units. They are located near other residential uses, commercial uses, institutional, or agricultural land. There appears to be no multifamily residential uses that are located near industrial uses. It would be ideal to keep multi-family residential uses mixed in with the rest of the uses and not next to industrial or manufacturing buildings. Multifamily uses are usually located towards the edges of the City. Most of them are in close proximity to suburban residential uses.



Mobile Home Park

St. Johns includes one mobile home park. It is located next to agricultural land and is in close proximity to an industrial use but it is separated with a recreational trail. This park is removed from the rest of the uses. Behind the park is agricultural land that extends all the way to the City's border but it is still at the edge of the residential uses that are near industrial uses. Investments in sidewalks should be made to ensure that Mobile Home Parks have sufficient pedestrian connectivity to their surroundings.

Commercial / Office

Commercial uses included land that is used for sales, bars and restaurants, and office buildings. The majority of the commercial land is located along Old U.S. 27. This is the main road that goes through the City. There are commercial uses on both sides and the road could be thought of like a spine. There are a few commercial land uses scattered throughout the neighborhoods but the majority of commercial uses is along Old U.S. 27. Based on the land that is around Old U.S. 27 there may be some opportunity to convert residential uses to commercial uses to fully utilize the main thoroughfare.

Industrial

The industrial category includes an array of industrial uses ranging from light industrial buildings, warehousing and distribution facilities, to heavy manufacturing plants and utility facilities. The majority of the industrial uses run through the center of the City from east to west. There are some parcels located in the northern and southern half that are industrial but the majority are along a straight line going through the City horizontally. Sometimes, there are industrial buildings that are completely surrounded by residential uses. On the other hand, there are some instances where industrial uses are buffered from residential zones either with other uses or open space. It would be ideal to make sure residential areas are protected from industrial uses to minimize negative externalities from industrial uses.

Institutions

Public and semi-public land uses include such things as City facilities, schools, churches, and other similar uses. These uses are scattered throughout the City but also appear in clusters. They appear more frequently than multi-family housing but not as frequently as residential uses. One could say that there is just as much commercial land as there is institutional land. It differs from commercial land because it is not focused all in one area. There is a very large school in the lower south western portion of the City. There is a cemetery in the eastern portion of the City and there are many churches and municipal buildings scattered throughout the neighborhoods. Institutional uses are also located along Old U.S. 27 and south of the downtown area.

Parks and Recreation

This category includes parks, athletic fields, and other recreational facilities. Some are publicly owned, such as St. Johns City Park. Others are privately owned. Neighborhood parks increase quality of life. As the City grows, new parks may be needed, especially in the northeastern portion of the community.

Agriculture and Vacant Land

There does not appear to be a large amount of agricultural land within the City. It is located on the edges of the City. It is a possibility that the amount of farm land has been decreasing within the City. This is based on the amount of residential area in the center of the City and the suburban residential uses that are usually in close proximity to a farm. There is a small percentage of vacant lots and this use appears to be the lowest land use in the City.

Downtown

In the center of the City there is an area of land that is used for the Downtown. It differs from other commercial areas because it is located in the center of the municipality and has a defined boundary of commercial uses. These uses include bars, restaurants, institutional uses and other uses found in the commercial category. This is distinct from the commercial category because it is a walkable area at the center.

07.

Supporting Analysis: Demographics





Population

The table below shows the relative populations of St. Johns and the comparison communities.

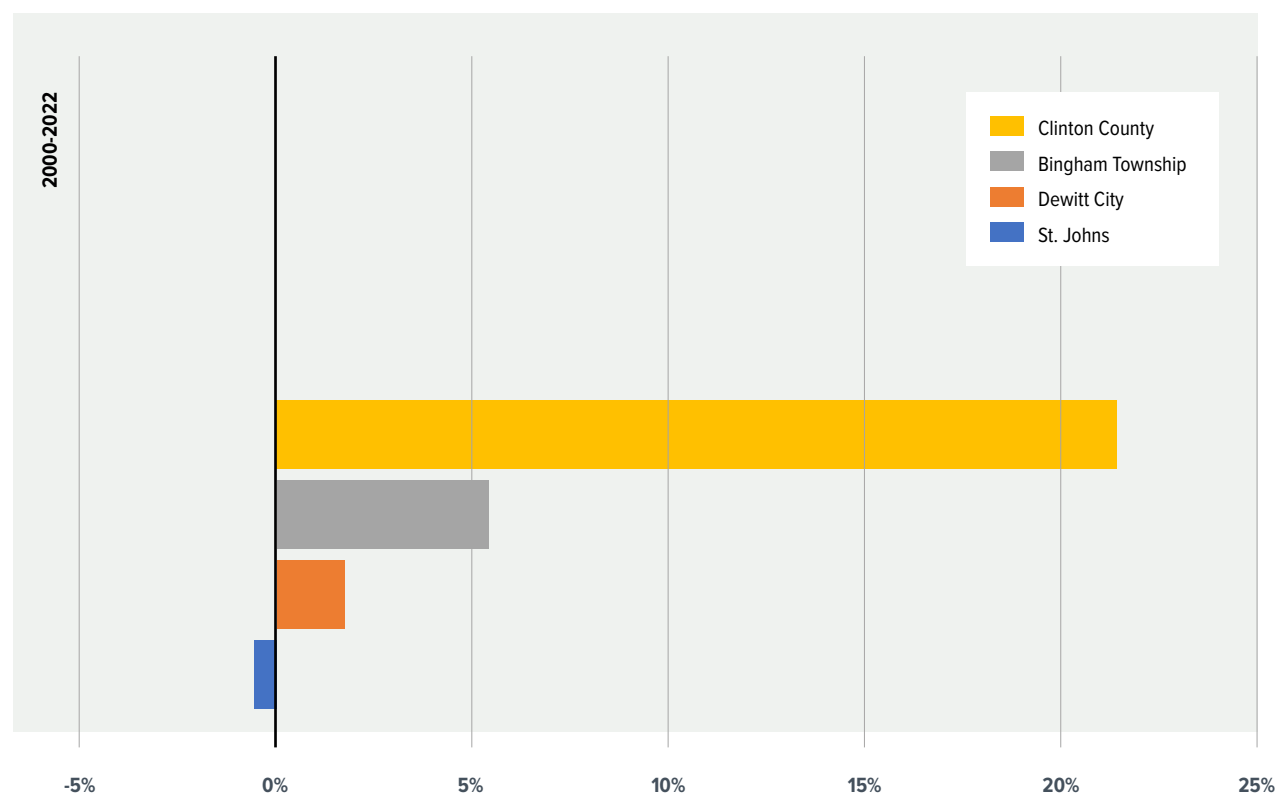
Table 3: Population

POPULATION	ST. JOHNS	CITY OF DEWITT	BINGHAM TOWNSHIP	CLINTON COUNTY
2000	7,733	4,701	2,776	64,940
2010	7,920	4,591	2,823	74,235
2016	7,951	4,657	2,896	77,245
2020	7,920	4,743	2,935	78,957
2022	7,711	4,779	2,928	79,249

Source: US Census Bureau

St. Johns has experienced a slight decrease in population since 2000, similar to the City of Dewitt. This contrasts Bingham Township and Clinton County, who have experienced major increases. St. Johns has seen an decrease of approximately 20 people since 2000, with majority of the loss occurring between 2020 and 2022. In the same time frame, Clinton County gained 14,309 residents between 2000 and 2022. Figure 3 below shows the population change over time in each of the communities of study.

Figure 3: Population Change Over Time



Source: US Census Bureau

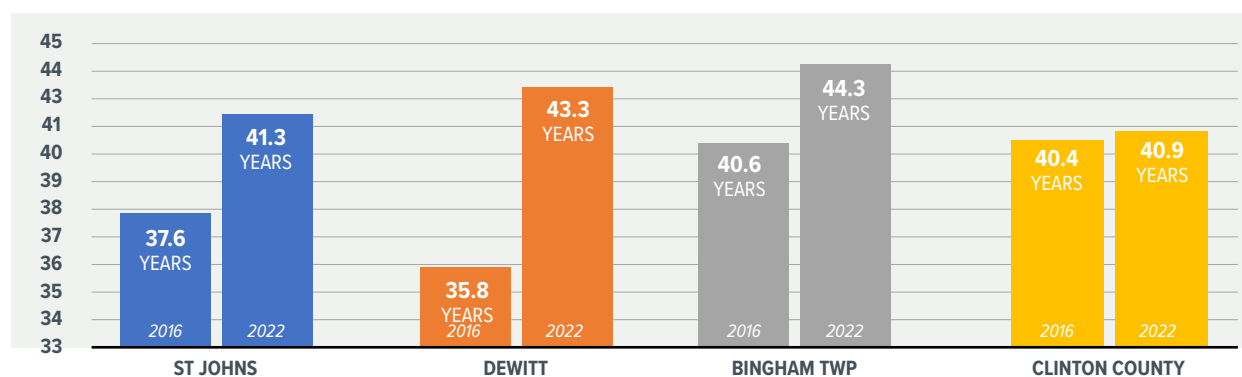
Age

The Age of a community's population has very real implications for planning and development, whether it is an increased or decreased need for schools to serve the population under 18, or a need for housing alternatives for emptynesters and older residents.

Figure 4 compares the median ages (the mid-point where half the population is younger and half is older) of St. Johns and the comparison communities. St. Johns' low median age indicates there are proportionately more young families and fewer retirees in the Village than in the other communities. In contrast, Bingham Townships' median age is high, indicating a lower presence of children in the community.

Figure 4: Median Age, 2022

Source: US Census Bureau



Age structure (analyzing which proportions of a municipality's population are in which stages of life) gives a nuanced view of the makeup of a community. To compare age structure, the population is divided into the following groupings:

- » Under 5 (Pre School)
- » 5 to 19 (School Aged)
- » 20 to 44 (Family Forming)
- » 45 to 64 (Mature families)
- » Over 65 (Retirement)

Table 4 shows the gender breakdown in each of the above age categories for all the communities of study. The values are measured in percentages. The percentage represents the ratio of males or females in each age category when compared to the total number of males and females for each community. For example, males under 5 years old in St. Johns make up 5.7% of all males in St. Johns. 5.7% of St. Johns male population of 3,748 is 236 males under the age of 5 in St. Johns. Generally speaking, the gender ratios are similar across all age categories and communities.

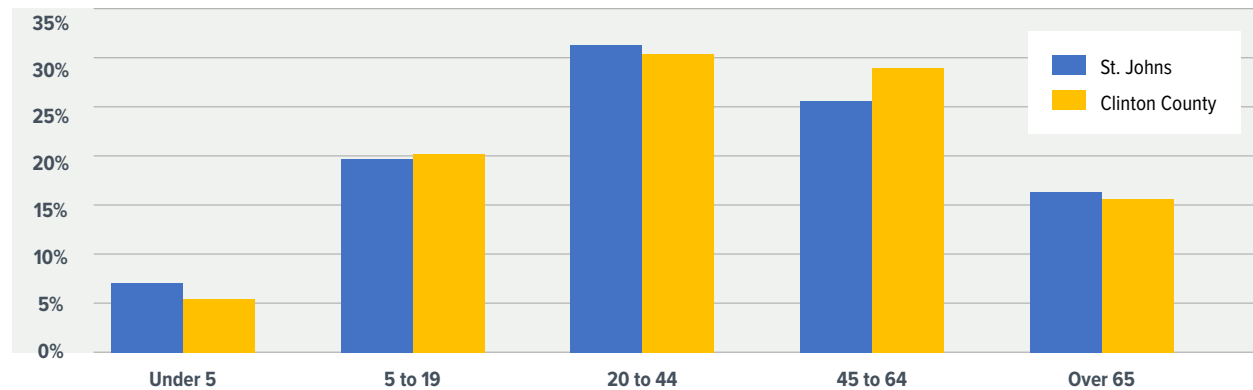
Table 4: Gender Breakdown by Age Structure, 2022

	ST. JOHNS		DEWITT CITY		BINGHAM TOWNSHIP		CLINTON COUNTY	
	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES
Under 5	6.3%	5.2%	5.2%	6%	6%	2.2%	5.4%	5.1%
5 to 19	24.9%	17.8%	19.1%	18.6%	20.4%	23.7%	19.5%	18.0%
20 to 44	28.3%	25.2%	29.8%	27.1%	23.9%	24.9%	31.4%	30.2%
45 to 64	25.9%	27.9%	29.8%	31.9%	33.6%	26.4%	27.1%	27.7%
Over 65	14.6%	23.8%	16%	16.4%	16.1%	22.8%	16.5%	19.0%
TOTAL	3,748	3,963	2,204	2,575	1,505	1,423	39,424	39,825

Source: US Census Bureau

Figure 7 compares the age structure of St. Johns with that of Clinton County overall. St. Johns and the County have very similar distributions, however, Clinton County as a whole holds a slightly higher percentage of 45 to 64 year olds while St. Johns holds a higher percentage of the 20 to 44 age category. This likely means that St. Johns has a higher percentage of families with young children.

Figure 5: Age Structure, 2022



Source: US Census Bureau

Racial Composition

This section compares the racial composition of St. Johns, the City of Dewitt, Bingham Township, and Clinton County. The values are given as percentages of the total population for each of the communities of study. Table 3 displays the number of individuals in each of the following race categories:

- White
- Black or African American
- American Indian
- Asian
- Two or more races
- Other

All the communities of study are predominantly white, with each community containing at least 94% white residents.

Table 5: Racial Composition, 2020

	ST. JOHNS	DEWITT CITY	BINGHAM TOWNSHIP	CLINTON COUNTY
White	96.2%	96.3%	97.3%	94.4%
Black or African American	0.8%	1.6%	0.6%	2.2%
Native American	0.4%	0.3%	0.2%	0.3%
Asian	0.6%	1.2%	0.4%	2.5%
Other or More Than One	2.0%	0.6%	1.5%	0.6%
TOTAL	7,019	4,379	2,753	71,959

Source: US Census Bureau,

Education

This section analyzes the level of Educational Attainment in St. Johns for persons aged 25 or older. Overall, St. Johns, the comparison communities, and the County all have decreasing percentages in the less than high school educational attainment category over time. Simultaneously, all geographies of study have increased percentages in college attendance categories. Table 4 shows that St. Johns has a higher percentage of high school graduates when compared to the other geographies. Additionally, they have the highest college attendance percentage when compared to the other geographies. This indicates that high school graduates in St. Johns are not pursuing college education a higher rate than the other study areas.

Table 6: Educational Attainment, Percentage of Population, 2020 and 2022

	ST. JOHNS		DEWITT		BINGHAM		CLINTON	
	2020	2022	2020	2022	2020	2022	2020	2022
Less than High School	6.1	6.2	3.2	2.8	8.9	7.2	4.9	4.9
High School Graduate	93.9	93.8	96.8	97.2	91.1	92.8	95.1	95.1
Attended College	62.9	58.3	54.9	56.6	59.7	58.6	56.5	57.6
Associate Degree	13.7	13	7.7	8.8	11.5	10.7	12.2	12.5
Bachelor's Degree	23.8	23.6	46.5	45.1	23.5	23.3	32.1	32.3
Graduate or Professional Degree	7.5	7.6	18.8	20.2	4.9	5.5	11.8	11.9

Source: US Census Bureau

Economics

INCOME

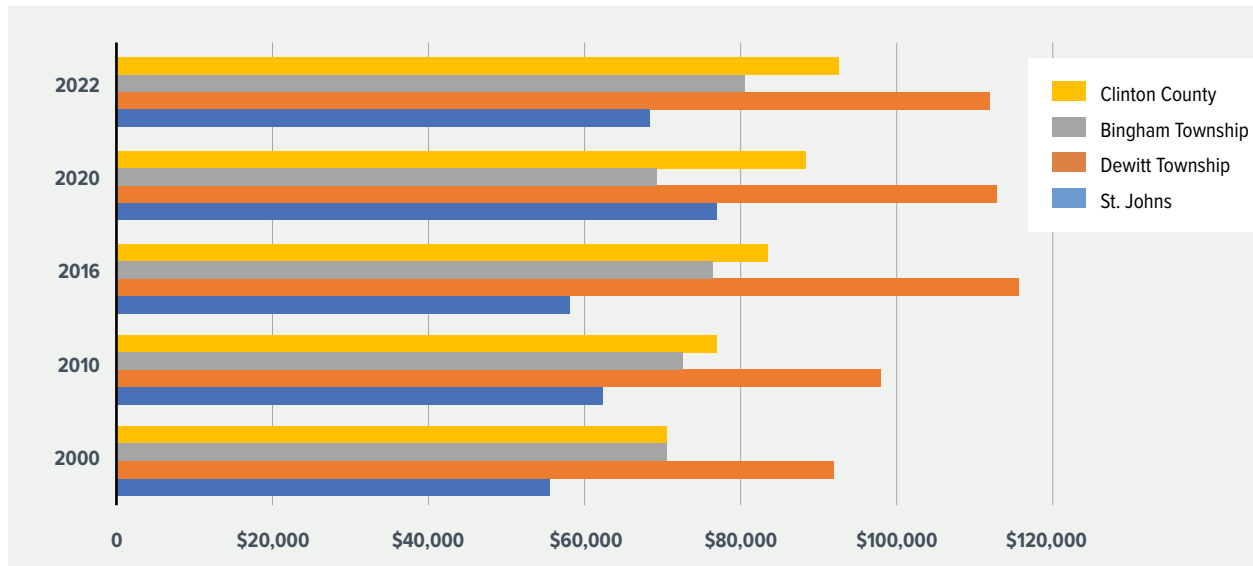
As shown in Table 5, St. Johns Median Household Income is significantly lower than the comparison communities and Clinton County. Businesses in St. Johns can benefit from Dewitt's relative prosperity due to the proximity of the two communities.

Table 7: Median Household Income

	ST. JOHNS	CITY OF DEWITT	BINGHAM TOWNSHIP	CLINTON COUNTY
2000	\$55,380.00	\$91,838.42	\$70,169.94	\$70,107.55
2010	\$62,038.13	\$97,848.66	\$72,515.89	\$77,024.57
2016	\$58,104.32	\$115,810.35	\$76,408.54	\$83,171.56
2020	\$77,196.55	\$112,969.13	\$69,093.19	\$88,385.92
2022	\$68,234.91	\$111,988.90	\$80,411.61	\$92,403.70

Source: US Census Bureau

Figure 6: Growth in Median Income Since 2000

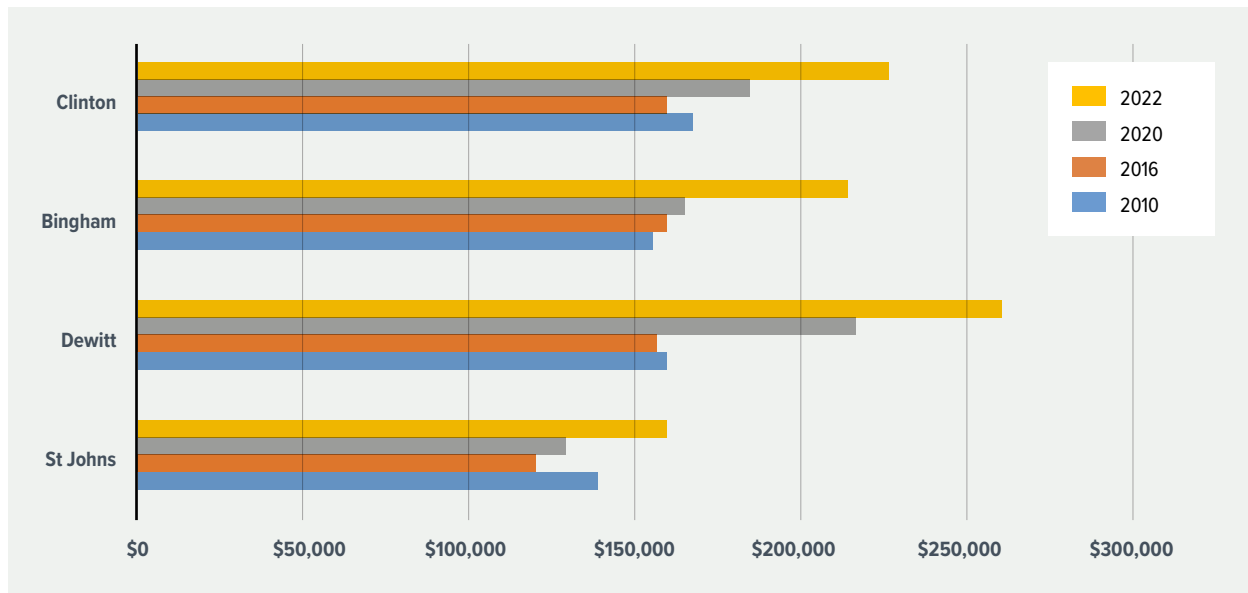


The median household income for St. Johns and Dewitt had different starting points in 2000 but grew at similar rates between 2000 and 2010. However, between 2010 and 2016 Dewitt's median household income sky rocketed while St. Johns' decreased by approximately \$3,000. Clinton County and Bingham Township started at nearly the same median household income in 2000 but Clinton County grew at a slightly faster rate than Bingham Township that accounts for the \$5,000 difference in their respective median household income we see in 2016.

HOME VALUE

The value of the homes in St. Johns is a key measure because housing prices are indicative of quality of life and the health of the economy. Currently, the median home value in St. Johns is \$159,700. As shown in Figure 9, homes in all communities of study gained value at a near parallel rate between 2000 and 2010. However, between 2010 and 2016 there wasn't any significant gained housing value, with St. Johns and Clinton County actually losing housing value. The value has since regained in each community between 2016 and 2022.

Figure 7: Change in Median Home Value



OCCUPATION

This section shows the employment of St. Johns residents. This is not an analysis of what kind of employment is offered or what businesses are located within the community, but rather what occupation members of the community are employed in, regardless of where they work. Thus, commuters from St. Johns to other areas are counted in this analysis, but not commuters into St. Johns from other areas.

Table 6 indicates that St. Johns has similar proportions to Clinton County overall. The greatest occupational sector for both St. Johns and Clinton County is Educational and Health Services. This industry proves to be crucial for both municipalities.

Table 8: Occupational Sectors, 2016, 2020, and 2022

	ST. JOHNS						CLINTON COUNTY					
	2016		2020		2022		2016		2020		2022	
	#	%	#	%	#	%	#	%	#	%	#	%
Agriculture and Mining	50	1.5%	61	1.6%	33	0.9%	1,050	2.9%	841	2.2%	786	2.0%
Construction	225	6.8%	121	3.1%	136	3.7%	2,178	5.9%	2,457	6.3%	2,521	6.4%
Manufacturing	394	11.9%	420	10.8%	383	10.5%	4,123	11.2%	4,633	11.9%	4,699	12.0%
Transportation and Utilities	124	3.7%	57	1.5%	148	4.1%	1,378	3.8%	1,383	3.5%	1,790	4.6%
Information	16	0.5%	34	0.9%	23	0.6%	546	1.5%	412	1.1%	320	0.8%
Wholesale Trade	57	1.7%	234	6.0%	243	6.7%	797	2.2%	1,161	3.0%	1,000	2.5%
Retail	555	16.7%	426	10.9%	345	9.5%	3,625	9.9%	3,588	9.2%	3,918	10.0%
Finance, Insurance, and Real Estate	243	7.3%	319	8.2%	238	6.5%	2,797	7.6%	3,373	8.6%	3,449	8.8%
Tourism and Entertainment	159	4.8%	349	8.9%	252	6.9%	2,780	7.6%	2,581	6.6%	2,572	6.5%
Education and Health Care	829	25%	984	25.2%	925	25.4%	9,034	24.6%	10,045	25.7%	9,930	25.3%
Professional Services	234	7.1%	344	8.8%	330	9.1%	3,462	9.4%	3,250	8.3%	2,964	7.5%
Other Services	240	7.2%	208	5.3%	201	5.5%	1,774	4.8%	1,773	4.5%	1,661	4.2%
Government	191	5.8%	346	8.9%	383	10.5%	3,167	8.6%	3,589	9.2%	3,683	9.4%

Source: US Census Bureau

COMMUTING

Because of St. Johns proximity to regional centers like Lansing / East Lansing and Mount Pleasant, as well as the accessibility of the Grand Rapids metropolitan area, many residents commute to these areas. Table 7 shows the commute time of St. Johns residents. The mean commute time is 21.1 minutes, a commute that could reach Dewitt or Lansing.

Table 9: Commute Destinations

TIME OF COMMUTE	PLACES OF WORK	PERCENTAGE OF RESIDENTS		
		2016	2020	2022
Under 10 Minutes	St. Johns / Bingham Township	32.3	30.4	34.1
10-19 Minutes	Dewitt	15.5	15.3	10.3
20-29 Minutes	Alma, Lansing, Holt	15.9	22.7	21.2
30-44 Minutes	Mount Pleasant, Eaton Rapids, Fowlerville	29.3	25.5	26.3
45-59 Minutes	Clare, Jackson, Howell	3.7	2.9	3.6
Over 60 Minutes	Kentwood / Grand Rapids, Battle Creek	3.1	3.3	4.5

Source: US Census Bureau

Retail Gap Analysis

A retail gap analysis was performed focusing on the St. Johns area and its greater surrounding area within 30 minutes driving distance. A retail gap analysis looks at the supply and demand of certain types of retail categories within a certain geographic area, the identified trade area, to determine the gap in supply. A positive gap indicates there is more demand than supply and that a new store could potentially open to fill a particular need. A negative gap indicates that there is more supply than demand, meaning either that some existing stores may be in danger of going out of business or that additional demand is coming from outside the identified trade area. Demand coming from outside the trade area may indicate that this location or a specific store is a unique destination to consumers, and may be part of a draw for tourists visiting a community.

Once the retail gap is calculated, it is compared with the average sales per square foot to determine the square footage of demand for that type of retail. The square footage of demand is then compared with the square footage of a typical store to produce an estimate for the number of new stores demanded in that retail category. The number of new stores demanded for trade areas of 10 and 30 minutes from the downtown by car are shown in the following analysis.

The 10-minute drive area includes the entire City of St. Johns, Bingham Township, and parts of other surrounding townships. There is a small amount of demand for new clothing stores, specialty food stores, and general merchandise stores, but overall there is still not much new demand in this trade area. This shows that the existing retail businesses are adequately serving the population except for a few categories. Potential new businesses should focus on reaching a customer base from beyond this trade area. For example, St. Johns is considered by many to be the beginning of “up north” and could build a retail identity reflective of that; stores with general outdoor gear for hunting, camping, and fishing would attract people driving up US 127 to stop for supplies on their way up north. However, there is little local demand for specialty goods stores, so general merchandise stores that are tailored to retail needs such as outdoor gear would be more successful than smaller individual stores would.

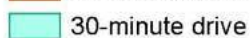
The 30-minute drive area includes most of the

surrounding rural areas and reaches communities as far away as Ionia to the west, Alma to the North, Owosso to the east, and Lansing to the south. This trade area shows unmet demand in several categories with gas stations (17) and beer, wine, and liquor stores (5) showing the most potential. Although there is unmet demand in several retail categories, the extent of the trade area also means this demand can be met with a new store in another part of the trade area. Business owners may find success reaching a broader customer base in the trade area and meeting this demand, but should also create something unique to fill a niche among the greater competition.

Table 10: Retail Gap Analysis

RETAIL CATEGORY	NUMBER OF NEW STORES DEMANDED	
	10-Minute Drive	30-Minute Drive
Automobile Dealers	0	1
Other Motor Vehicle Dealers	0	3
Auto Parts Stores	0	0
Furniture Stores	0	2
Home Furnishings Stores	0	1
Electronics and Appliance Stores	0	2
Building Materials and Supplies Dealers	0	0
Lawn and Garden Equipment Stores	0	0
Grocery Stores	0	0
Specialty Food Stores	1	0
Beer, Wine, and Liquor Stores	0	5
Health and Personal Care Stores	0	0
Gas Stations	0	17
Clothing Stores	1	2
Shoe Stores	0	2
Jewelry or Luggage Stores	0	2
Sporting Goods, Hobby, and Music Stores	0	0
Book Stores	0	0
Department Stores	0	1
General Merchandise Stores	1	0
Florists	0	0
Office Supplies Stores	0	0
Used Merchandise Stores	0	1
Special Food Services	0	0
Bars	0	1
Restaurants	0	0

Source: ESRI Business Analyst, 2017



Retail Gap Analysis Trade Areas

Housing

This section analyzes the composition and characteristics of households in St. Johns. Households are an important unit of analysis because changes in the number of households are an indication of changing demand for housing units, retail, and services. Tracking household changes ensures sufficient land is set aside for the future to accommodate future growth and demand for housing.

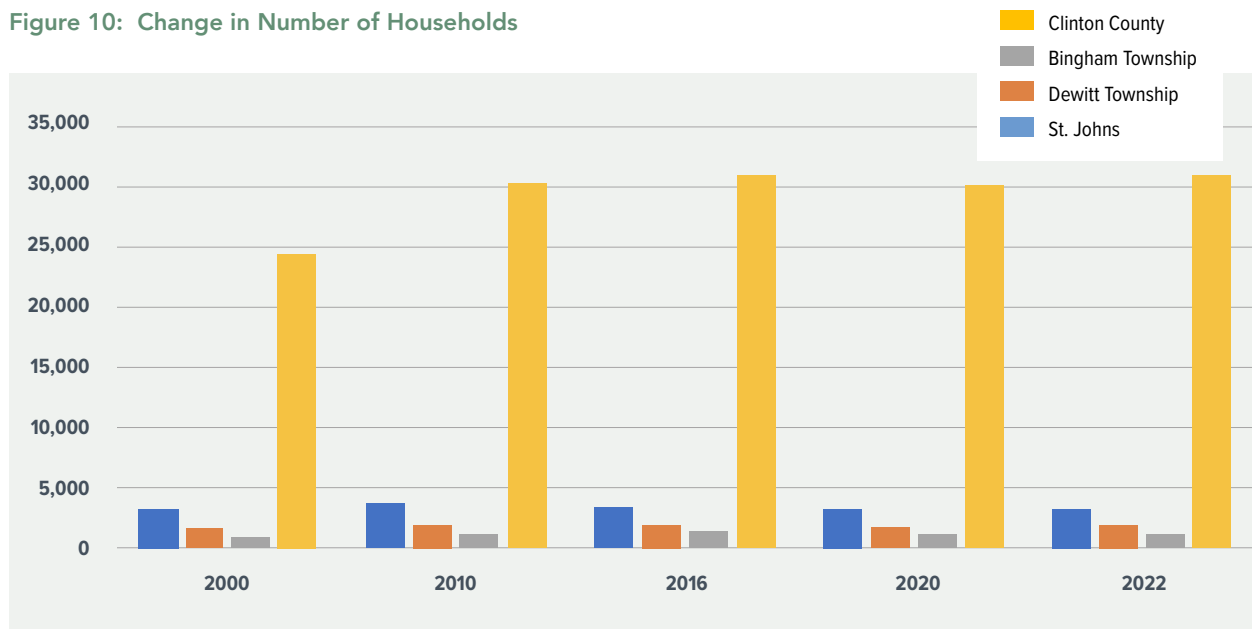
Table 11: Number of Households

HOUSEHOLDS	ST. JOHNS	CITY OF DEWITT	BINGHAM TOWNSHIP	CLINTON COUNTY
2000	3,148	1,624	868	24,630
2010	3,781	1,760	1,074	30,423
2016	3,345	1,749	1,209	30,974
2020	2,947	1,723	1,084	30,182
2022	3,089	1,822	1,079	31,060

Source: US Census Bureau

Figure 10 shows the household trends in St. Johns and the comparison communities between 2000 and 2022. All communities of study saw a large increase in the number of households between 2000 and 2010. St. Johns saw a significant decrease in the number of households between 2010 and 2016. Most have since seen an increase again since 2016.

Figure 10: Change in Number of Households



Source: US Census Bureau

Average Household Size is also an important indicator of community composition. Larger average household size generally means more children and less single-parent families. Nationally, household sizes are shrinking as young singles wait longer to get married and life expectancy increases for the senior population. Table 10 compares the change in average household size since 2000 across St. Johns, the comparison communities, and the County. Average household size in St. Johns is smaller than the comparison communities, and the County. The size of households is slightly declining in each of the municipalities.

Table 12: Average Household Size

	ST. JOHNS	CITY OF DEWITT	BINGHAM TOWNSHIP	CLINTON COUNTY
2000	2.43	2.89	2.87	2.7
2010	2.36	2.72	2.75	2.6
2016	2.43	2.79	2.57	2.64
2020	2.55	2.75	2.75	2.59
2022	2.38	2.60	2.71	2.53

Source: US Census Bureau

This section analyzes the types of housing present in St. Johns and their proportions, as compared to the proportions in Clinton County at large. As Table 11 shows, St. Johns has a higher rate of single family attached, two-family and multiple family units when compared to Clinton County. However, Clinton County has a higher rate of single family detached units as well as mobile home units when compared to St. Johns.

Table 13: Housing Type, 2016, 2020, and 2022

	ST. JOHNS						CLINTON COUNTY					
	2016		2020		2022		2016		2020		2022	
	#	%	#	%	#	%	#	%	#	%	#	%
Single Family Detached	2,078	62.1	2,169	73.6	2,235	72.4	24,289	78.4	24,395	80.8	24,774	79.8
Single Family Attached	107	3.2	156	5.3	130	4.2	686	2.2	756	2.5	949	3.1
Two-Family	125	3.7	32	1.1	51	1.7	284	0.9	277	0.9	346	1.1
Multiple Family	905	27.1	514	17.4	610	19.7	3,811	12.4	2,810	9.3	3,254	10.5
Mobile Home	130	3.9	76	2.6	63	2.2	1,896	6.1	1,944	6.4	1,737	5.6
TOTAL	3,345		2,947		3,089		30,974		30,182		31,060	

Source: US Census Bureau

Housing Tenure describes how housing is occupied – by the owner, by a renter, or whether it is vacant. Table 12 shows that while St. Johns has a majority of owner-occupied properties, it also has a healthy proportion of renters. All the communities of study have a relatively low vacancy rate. St. Johns has the highest vacancy rate as well as the highest renter rate.

Table 14: Housing Tenure, 2016, 2020, and 2022

	ST. JOHNS			CITY OF DEWITT			BINGHAM TOWNSHIP			CLINTON COUNTY		
	2016	2020	2022	2016	2020	2022	2016	2020	2022	2016	2020	2022
Owner	56.5%	73.3%	71.3%	74.0%	81.8%	77.4%	78.5%	81.5%	87.1%	74.5%	82.1%	82.0%
Renter	36.5%	26.7%	28.7%	21.5%	18.2%	22.6%	14.7%	18.5%	12.9%	18.84%	17.9%	18.0%
Vacant	7.0%	8.82%	8.09%	4.52%	0.92%	2.46	6.78%	5.41%	4.60%	6.63%	5.55%	5.58%

Source: US Census Bureau

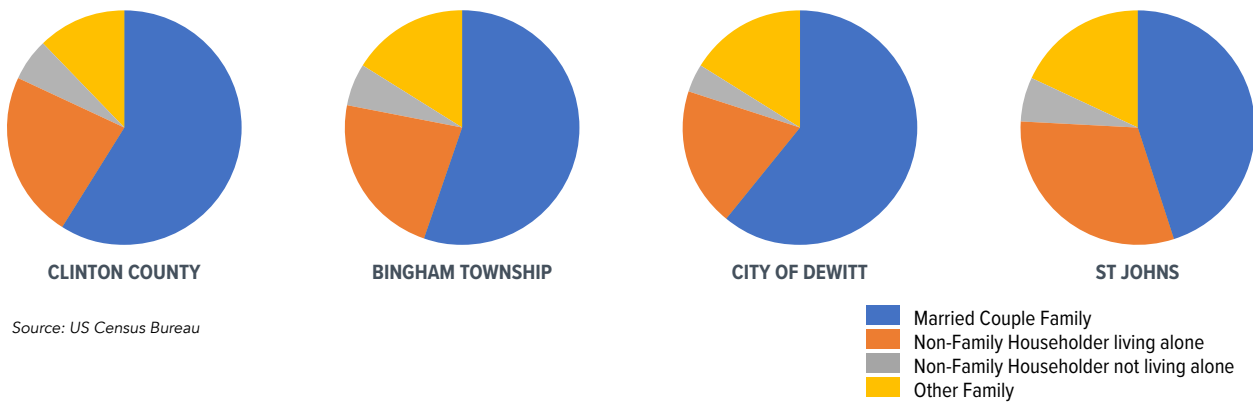
Household Composition details the occupancy characteristics of households within a community. Household Composition categories include; married-couple family, non-family householder living alone, non-family householder not living alone, and other family. The following Table depicts the household compositions for Clinton County, Bingham Township, Dewitt, and St. Johns.

Table 15: Housing Composition, 2016

	ST. JOHNS			DEWITT CITY			BINGHAM TOWNSHIP			CLINTON COUNTY		
	2016	2020	2022	2016	2020	2022	2016	2020	2022	2016	2020	2022
Married Couple Family	44.9%	47.8%	43.4%	61.2%	64.3%	59.5%	55.6%	57.2%	66.1%	58.6%	55.6%	54.8%
Non-Family Householder living alone	31.3%	32.7%	36.6%	19.3%	20.1%	20.9%	23.2%	20.8%	18.7%	23.3%	24.8%	24.2%
Non-Family Householder not living alone	5.5%	4.2%	2.0%	3.6%	3.2%	6.8%	5.5%	2.6%	1.4%	6.3%	6.5%	7.7%
Other Family	18.3%	15.3%	18%	15.9%	12.4%	12.9%	15.7%	19.4%	13.8%	11.8%	13.2%	13.4%

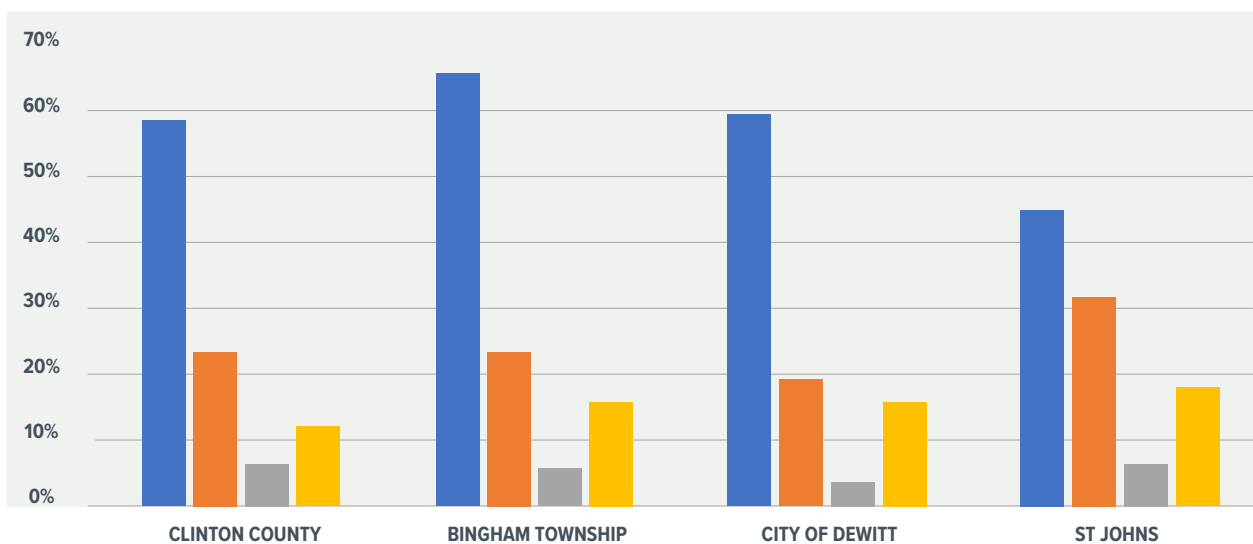
Source: US Census Bureau

Figure 11: Household Composition, 2022



Source: US Census Bureau

Figure 12: Household Composition Comparison, 2022



Source: US Census Bureau

Generally speaking, the communities are similar in household composition categories. However, St. Johns has a lower percentage of married couple family and a higher percentage of other family. Additionally, when compared to the comparison communities St. Johns has more non-family householders living alone.

Summary

There are several key points from each section that should be noted. There has been an overall decrease in population from 2010 to 2022. About 20 people left to St. Johns between 2000 and 2022. The median age in the community (41.3) is higher compared to Clinton County (40.9). This supports the conclusion that St. Johns has a higher percentage of people ages 65 and over as compared to the County. However, the most prevalent difficulty in St. Johns is ambulatory difficulty. This is having serious difficulty walking or climbing stairs. Hearing difficulty is the next largest disability group in St. Johns.

St. Johns has a large white population which makes up 97.9% of the population. St. Johns has the highest percent of individuals that do not have a high school degree and are over 25 years of age compared to the surrounding communities with the exception of Bingham Township. Compared to Bingham Township, and Clinton County they also have the highest number of residents with a college education with the exception of Dewitt City.

St. Johns saw a large increase in the number of households between 2000 and 2010 with an increase of about 600 households. There was a decrease of 400 households between 2010 and 2016 and an additional 256 households between 2016 and 2022. St. Johns has a lower average household size than the surrounding communities and it has decreased since 2020. St. Johns has a higher rate of single family attached, two-family, and multiple family units when compared to Clinton County. However, Clinton County has a higher rate of single-family detached units as well as mobile homes when compared to St. Johns. St. Johns has the highest vacancy rate as well as the highest renter rate at 8.09% and 28.7% renter when compared to the surrounding communities. However, the renter rate has decreased significantly since 2016. St. Johns has a lower percentage of married couple family and a higher percentage of other family. Additionally, when compared to the comparison communities, St. Johns has more non-family householders living alone.

St. Johns had a median income that grew with the surrounding communities and the County but around the year 2010 the median income decreased while the surrounding communities increased. The median income has since increased again to \$60,991. The housing value in St. Johns follows a similar trend with housing values going up between 2000 and 2010 but decreasing between 2010 and 2016 and then increasing again in 2022. Currently, the median home value in St. Johns is \$159,700. The residents of St. Johns work in similar fields as residents in the rest of the County. However, there is a large number of employees that work in Education and Health Care. The mean commute time is 21.1 minutes and is a commute that could reach Dewitt or Lansing.

07.

Housing and
Build-Out Analysis



Housing Analysis Introduction

PURPOSE

The purpose of this study is to examine the demand for housing units in Clinton County, with particular focus on the City of St. Johns, in order to inform the processes of creating the City's 2025 Master Plan Update. This study includes a detailed analysis of housing market data from the US Census, the City's building permit records, and other sources. The conclusions of this study are designed to initiate policy discussions with City officials and stakeholders, so that the resulting Master Plan can more effectively address the needs of St. Johns and its neighborhoods.

SUMMARY OF ANALYSES

This study features several areas of analysis:

- » Analysis of the underlying demographic trends that impact the housing market, including population projections
- » Analysis of the affordability of housing in Greater St. Johns for households at various income levels
- » Analysis of the overall supply and demand for housing, including a breakdown of For Sale vs For Rent units
- » Analysis of the supply and demand of housing for senior citizens
- » Analysis of the supply and demand of "starter homes" (i.e. homes for sale affordable to householders in their 20s and 30s)
- » Comparison of the housing market in Greater St. Johns to the housing market in DeWitt, and to Clinton County as a whole.

SCOPE AND LIMITATIONS

This report is based on estimates, assumptions, and other information developed from market research, and our knowledge of the industry. Sources of information and the basis of estimates are stated in the report.

The conclusions of this report rely on standards set by national organizations and data derived from outside market research organizations. Additionally, they are based on the assumptions stated in this report. The conclusions and supporting data in this report are subject to change based on evolving market conditions. This report is intended to quantify the housing market for municipal planning purposes and is not intended to be used as a financial projection.

DATA SOURCES

Data for this report comes from the following sources, which are cited where appropriate:

- » US Census
 - 2010 Decennial Headcount
 - 2020 Decennial Headcount
 - 2022 American Community Survey
 - ESRI Business Analyst

Cohort-Component Population Projection

In order to project the senior population in the future, McKenna used a Cohort-Component Population Projection. Cohort-Component Population Projections are developed using the following methodology.

The population is divided into ten-year age cohorts, using US Census data. At each ten-year interval, individual age cohorts are moved up the ladder. For instance, the group that was 30-40 years old in 2010 became the 40-50-year olds in 2020, less those who die during that time frame based on the mortality rate for their age group. For the 81+ age cohort, the number not projected to die during the ten-year period in question was carried over to the next decade. In order to calculate the number of people aged 0-10, the population of women of childbearing age was calculated and a 10-year birthrate per thousand (from the Michigan Department of Community Health) applied to give the number of births.

To account for migration, the population projection also includes a net migration factor. The net migration factor for Clinton County was calculated by running a Cohort-Component Analysis from 2010 to 2020 and comparing the results to the actual 2020 population data.

COMPARISON GEOGRAPHIES

Markets do not stop at municipal borders. When households seek housing in the St. Johns area, they do not look solely within the City of St. Johns, or any other specific community. Thus, the geographic extent of the housing market is more realistically the area where someone can live and comfortably commute into the City of St. Johns. Therefore, the following geographic components will be analyzed, for comparison and context:

- » The City of St. Johns
- » Bingham Township
- » "Greater St. Johns" – the City of St. Johns and Bingham Township combined
- » The City of DeWitt
- » DeWitt Township
- » "Total DeWitt" – the City and Township of DeWitt combined.
- » Clinton County

General Demographic Characteristics

POPULATION TREND

The Table below shows the total population in the City of St. Johns, and the overall Trade Area, for the years 2010 and 2020 (the decennial headcounts, and the inputs into the Cohort-Component Analysis. The St. Johns and DeWitt areas have grown at similar rates, and both experienced more growth than the County as a whole.

In Greater St. Johns, the City has experienced more growth than the Township, in part due to the intentional restriction of growth outside of the City limits and the Urban Services Boundary implemented through this plan. Meanwhile, in DeWitt, the Township has experienced faster growth than the City.

Table 16: Population Trend

	2010	2020	POPULATION CHANGE
City of St. Johns	7,259	7,920	+9.1%
Bingham Township	2,822	2,935	+4.0%
Total Greater St. Johns	10,081	10,855	+7.7%
City of DeWitt	4,591	4,743	+3.3%
DeWitt Township	14,066	15,334	+9.0%
Total DeWitt	18,657	20,077	+7.6%
Clinton County	74,235	78,957	+6.4%

Source: US Census

AGE BREAKDOWN

The age breakdown of an area indicates varying needs of a community, such as schools and school enrollment, parks, housing options, community services, entertainment options, and more. The Table below describes the age group breakdown of the comparison geographies based on the 2020 Census.

The St. Johns area has a slightly younger population than the DeWitt area and the County as a whole, but the differences are not substantial enough to indicate radically different housing markets.

Table 17: Age, 2020

	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
City of St. Johns	13.0%	12.2%	11.7%	13.9%	13.5%	13.0%	11.8%	5.2%	5.7%
Bingham Township	13.0%	13.2%	10.0%	11.8%	12.6%	13.8%	10.8%	9.2%	5.7%
Greater St. Johns	13.0%	12.4%	11.3%	13.3%	13.2%	13.2%	11.5%	6.3%	5.7%
City of DeWitt	10.3%	12.8%	10.2%	9.8%	12.0%	18.2%	13.2%	5.5%	8.0%
DeWitt Township	11.4%	11.8%	12.1%	10.8%	11.8%	16.3%	14.3%	7.7%	3.9%
Total DeWitt	11.1%	12.0%	11.7%	10.6%	11.8%	16.7%	14.0%	7.2%	4.8%
Clinton County	11.9%	11.7%	12.5%	12.2%	12.9%	15.0%	12.7%	7.1%	4.0%

Source: US Census

NET MIGRATION RATE

The net migration factor was calculated by running a Cohort-Component Analysis from 2010 to 2020 and comparing the results to the actual 2020 population data. Additional population in 2020 beyond the prediction in the model indicates a positive net migration rate, which a smaller population indicates a negative net migration rate. This analysis was only conducted for Clinton County, to avoid “statistical noise” from residents moving from the St. Johns and DeWitt areas to other parts of the County. Those residents are still in the housing market, and could very easily move back into new housing in either St. Johns or DeWitt, and therefore should not be removed from the analysis.

The net migration rate for Clinton County from 2010 to 2020 was -1.7%. The population projection uses that rate as part of the projection, for all comparison geographies.

For comparison, this analysis also includes hypothetical results with a +2% migration rate, to show a realistic, yet optimistic, projection of growth, and also includes a 10% growth “stress test” to determine if the City and its environs can handle a sudden influx of new residents.

POPULATION PROJECTION

Based on the Cohort-Component Analysis, including the net migration rates, the populations of the comparison geographies are projected out to 2040 in the table below.

Table 18: Population Projection (Baseline Migration Rate)

	2020	2030	2040	POPULATION CHANGE 2020-2040
City of St. Johns	7,920	8,272	8,650	+9.2%
Bingham Township	2,935	3,038	3,036	+3.4%
Total Greater St. Johns	10,855	11,487	12,133	+11.8%
City of DeWitt	4,743	4,752	4,856	+2.4%
DeWitt Township	15,334	16,017	16,095	+5.0%
Total DeWitt	20,077	21,173	21,599	+7.6%
Clinton County	78,957	81,858	83,640	<u>+5.9%</u>

Source: McKenna Calculation

Using the alternate migration rates, the 2040 population of Greater St. Johns would be:

» **+2% Migration Rate: 12,945**

» **+10% Migration Rate: 14,789**

Under the baseline scenario, population growth is expected to be roughly the same between 2020 and 2030 as during the 2010s, with a drop-off in population growth between 2030 and 2040 due to declining birth rates and the aging Baby Boomer generation.

Overall Supply-Demand Analysis

INTRODUCTION / SUMMARY

The purpose of this market study is to determine the types of housing that are in demand for the City of St. Johns and the surrounding County in order to inform the ongoing Master Plan process. The demand and supply for housing within Clinton County is analyzed, and the differences between demand and supply are analyzed to establish conclusions about the type, tenure, and price of housing that will be needed in St. Johns in the coming decades. These conclusions will then be used to determine the best course of action in each of the targeted areas.

Demand

Demand is calculated by determining the number of households in the study area that are pre-disposed to own or rent, then calculating the affordable price of housing for households based on income. The first step is to take the population in the study area broken down into age cohorts (available from the US Census Bureau), and then determine the number of households headed by a member of each age cohort using national headship rates. Once the number of households in each age group is determined, they are further broken down into “owners” and “renters”, based once again on national patterns of housing tenure by age. This breakdown provides the total number of rental and homestead properties demanded in the study area.

Supply

Supply is calculated by determining the number of housing units rented/for rent and owned/for sale in each of the price categories determined by the demand analysis. The analysis uses the overall number of units in the study area and their tenure, as found in the US Census.

Supply-Demand “Gap”

Having determined the supply and demand in the study area, the two are compared in order to show whether there is a market “gap”. First, the overall numbers of units supplied and demanded are analyzed, and then the number in each price point is compared (for both ownership and rental). The gap analysis points to the areas of the market that are saturated and the areas with latent demand.

CURRENT HOUSING DEMAND

Headship and Homeownership Rates

The headship rate is the number of households in each age group divided by the population in that age group. By definition, a household resides in a dwelling unit under its control. Using the data in Table 17 we can calculate the propensity of the population in each age cohort to 1) form a household based on the headship rate, and 2) own or rent a dwelling unit. Notably, roommates or a romantic couple living together are considered “co-heads” of a household, and only one person is counted as the “head” for the purposes of the headship rate.

Headship rate data is provided by the National Association of Home Builders, based on their analysis of US Census estimates from the American Community Survey. National data is used for headship and homeownership, because it is more readily available, and more reliable, than Census estimates for Clinton County. The assumption, for the purposes of this analysis, is that Clinton County’s headship and homeownership rates are roughly similar to the nation at large.

Table 19: Homeownership and Headship Rates (United States)

AGE GROUP	HEADSHIP RATE	HOMEOWNERSHIP RATE
20-29	39.2%	37.3%
30-39	54.3%	61.5%
40-49	56.7%	70.3%
50-59	58.5%	76.3%
60-69	63.6%	78.7%
70-79	64.4%	70.4%
80+	54.1%	60.3%

Source: U.S. Census, National Association of Home Builders

ESTIMATED HOUSING DEMAND

The table above shows the number of households headed by each age group, and then breaks down those households into owners and renters. The table shows that the total housing demand for Greater St. Johns under the baseline scenario is 3,307 ownership units and 1,179 rental units.

Note: The total number of households does not exactly match the Census estimate for total households in the County due to rounding of the headship rates.

Table 20: Estimated Homeowner/Renter Demand by Age Group, Greater St. Johns, 2024

AGE GROUP	ADULT POPULATION	HOUSEHOLDS	HOMEOWNERS	RENTERS
20-29	1,223	479	212	268
30-39	1,449	787	540	247
40-49	1,435	814	614	200
50-59	1,432	838	670	168
60-69	1,251	796	663	133
70-79	684	440	369	72
80+	615	333	240	92
TOTAL	8,089	4,486	3,307 (73.7%)	1,179 (26.3%)

Source: US Census Bureau, McKenna Calculations

Table 21: Estimated Homeowner/Renter Demand by Age Group, DeWitt (City+Township), 2024

AGE GROUP	ADULT POPULATION	HOUSEHOLDS	HOMEOWNERS	RENTERS
20-29	2,344	919	406	513
30-39	2,146	1,165	800	366
40-49	2,377	1,348	1,016	332
50-59	3,360	1,966	1,572	394
60-69	2,813	1,789	1,491	298
70-79	1,441	928	777	151
80+	973	526	380	146
TOTAL	15,454	8,641	6,442 (74.5%)	2,199 (25.5%)

Source: US Census Bureau, McKenna Calculations

Table 22: Estimated Homeowner/Renter Demand by Age Group, Clinton County, 2024

AGE GROUP	ADULT POPULATION	HOUSEHOLDS	HOMEOWNERS	RENTERS
20-29	9,772	3,831	1,429	2,402
30-39	9,558	5,190	3,192	1,998
40-49	10,035	5,690	4,000	1,690
50-59	11,677	6,831	5,212	1,619
60-69	9,930	6,315	4,970	1,345
70-79	5,160	3,323	2,339	984
80+	2,687	1,454	877	577
TOTAL	58,519	32,634	22,019 (67.4%)	10,615 (32.5%)

Source: US Census Bureau, McKenna Calculations

PROJECTED STUDY AREA HOUSING DEMAND

Using the cohort-component analysis population projection described in Section 4.C, the number of housing units demanded has been projected out to 2030 and 2040.

Table 23: Projected Homeownership Demand

	2024	2030	2040	DEMAND CHANGE 2024-2040
Greater St. Johns	3,307	3,498	3,666	+359
Total DeWitt	6,442	6,816	6,745	+303
Clinton County	22,019	23,224	22,918	+899

Source: McKenna Calculation

Table 24: Projected Rental Demand

	2024	2030	2040	DEMAND CHANGE 2024-2040
Greater St. Johns	1,179	1,221	1,300	+121
Total DeWitt	2,199	2,302	2,329	+130
Clinton County	10,615	11,171	11,392	+777

Source: McKenna Calculation

Table 25: Projected Total Demand

	2024	2030	2040	DEMAND CHANGE 2024-2040
Greater St. Johns	4,486	4,719	4,966	+480
Total DeWitt	8,641	9,118	9,074	+433
Clinton County	32,634	34,395	34,310	+1,676

Source: McKenna Calculation

For the alternate scenarios, by 2040, in Greater St. Johns:

+2%: 864 additional housing units needed

+10%: 1,746 additional housing units need

The projection anticipates growth in the number of households in Clinton County between 2024 and 2040, with accompanying growth in demand for housing units. The ratio of demand for homeownership versus rentals will stay approximately the same (approximately 75-25 in St. Johns and DeWitt, with a higher proportion of renters in the County overall). The ratio of owners to renters also stays approximately the same in the alternate migration scenarios.

The increase in demand will be faster between 2024 and 2030, with demand slowing (and even dropping) in some cases between 2030 and 2040.

SUPPLY-DEMAND GAP

Overall, there are 31,653 housing units in Clinton County, according to Census estimates. Estimated housing demand is 32,634 housing units, meaning there is a slight undersupply County-wide. Demand is projected to grow by just under 1,700 housing units before 2040, so the undersupply will become more severe unless new housing is constructed.

Greater St. Johns also has a small undersupply of housing compared to estimated demand, with 4,168 housing units compared to an estimated demand for 4,486. Like the County, Greater St. Johns will experience an increase in demand before 2040, creating a need for new housing.

In DeWitt, the existing and projected housing demand outstrips supply by a more than it does in St. Johns. The DeWitt area has an estimated demand of 8,641 housing units, compared to a supply of just 7,846. The nearly 800 units of unmet demand represent almost half of unmet demand in the County.

Table 26: Housing Supply, 2022

	FOR SALE	FOR RENT	TOTAL
City of St. Johns	2,202	887	3,089
Bingham Township	940	139	1,079
Total Greater St. Johns	3,142	1,026	4,168
City of DeWitt	1,410	412	1,822
DeWitt Township	5,009	1,015	6,024
Total DeWitt	6,419	1,427	7,846
Clinton County	25,777	5,876	31,653

Source: US Census

Table 27: Supply-Demand Gap, Homeownership

	NEEDED IN 2024	ADDITIONAL BY 2030	ADDITIONAL 2030-2040	TOTAL UNITS NEEDED
Greater St. Johns	165	191	359	715
Total DeWitt	23	374	303	700
Clinton County	0	0	0	0

Source: McKenna Calculation

Table 28: Supply-Demand Gap, Rental

	NEEDED IN 2024	ADDITIONAL BY 203	ADDITIONAL 2030-2040	TOTAL UNITS NEEDED
Greater St. Johns	153	42	121	316
Total DeWitt	772	103	130	1,005
Clinton County	4,739	556	777	6,072

Source: McKenna Calculation

Table 29: Supply-Demand Gap, Total

	NEEDED IN 2024	ADDITIONAL BY 203	ADDITIONAL 2030-2040	TOTAL UNITS NEEDED
Greater St. Johns	318	233	480	1,031
Total DeWitt	795	477	433	1,705
Clinton County	4,379	55	777	6,072

Source: McKenna Calculation

Both St. Johns and DeWitt have an undersupply of housing in 2024, with an immediate need for more housing construction, and the demand is approximately evenly divided between homeownership and rental. Additional new housing construction will be needed in the coming decades, with around 1,000 new housing units needed in the St. Johns area, and around 1,700 needed in the DeWitt area.

Clinton County as a whole has an unusual market dynamic – it is only narrowly undersupplied with housing overall, but has a huge imbalance between homeownership and rental supply, relative to demand. Despite having almost enough housing overall, the County needs over 4,700 rental units to satisfy demand. Many of those households are likely living with relatives or roommates because of the lack of available rental units.

St. Johns and DeWitt may feel pressure, from either the County or developers, to take on a larger share of this unmet rental demand than their local demand would suggest is necessary.

Another factor that may come into play is aging housing stock, which exists throughout the County, but particularly in the core of St. Johns. While many of these older homes are valued for their character and charm, upkeep costs are high, and some older housing stock may be removed from the market. If that happens, it will be incumbent on the City to incentivize infill that preserves the historic character while also being responsive to modern housing demand.



Affordability Analysis

AFFORDABLE PRICE POINTS

The following tables calculate the maximum affordable housing price points at different household income levels, for both monthly mortgage payments and rent. A household paying above these rates would be considered burdened by their housing costs.

The maximum affordable rent is calculated as 30% of gross income, which is a national rule of thumb used by, among others, the United States Department of Housing and Urban Development (HUD). The maximum affordable mortgage payment is calculated as 25% of gross income, because of the other costs associated with homeownership, such as taxes, insurance, and maintenance. High and increasing cost of living in the 2020s also means that many households feel cost burdened even below the 25-30% threshold, as fuel, health, education, and food costs eat into their budgets.

The maximum affordable home price calculation uses interest rates approximating what a mortgage applicant would be offered in 2020, including an assumption that lower income households are likely to face higher interest rates. It also assumes a 30 year fixed rate mortgage, and incorporates down payments that are realistic for households in given income ranges.

Table 30: Maximum Affordable Monthly Housing Payment

ANNUAL HOUSEHOLD INCOME	MAXIMUM AFFORDABLE MORTGAGE PAYMENT	MAXIMUM AFFORDABLE RENT
\$25,000	\$520	\$625
\$50,000	\$1,041	\$1,250
\$75,000	\$1,562	\$1,875
\$100,000	\$2,083	\$2,500

Source: US Census

Table 31: Maximum Affordable Home Price

ANNUAL HOUSEHOLD INCOME	MAXIMUM AFFORDABLE MORTGAGE PAYMENT	ANTICIPATED DOWN PAYMENT	ANTICIPATED INTEREST RATE	ESTIMATED MAXIMUM AFFORDABLE HOME PRICE
\$25,000	\$520	5%	7.0%	\$90,000
\$50,000	\$1,041	10%	6.5%	\$190,000
\$75,000	\$1,562	10%	6.5%	\$280,000
\$100,000	\$2,083	15%	6.0%	\$360,000

Source: US Census, Zillow Mortgage Calculator

Affordability Gap Analysis

TRADE AREA

In order to determine whether the number of housing units at a given price point is sufficient for the households seeking housing at that price point, this analysis determines the number of households in a given income range, and then the number of housing units affordable within that income range. Mismatches between housing prices and income can cause distortions in the housing market, and can increase the number of households burdened by housing costs.

Table 32: Number of Households by Affordability Category (Greater St. Johns), 2022

ANNUAL HOUSEHOLD INCOME	NUMBER OF HOUSEHOLDS	MAXIMUM AFFORDABLE RENT	MAXIMUM AFFORDABLE HOME PRICE
\$0-\$25,000	639	\$625	\$90,000
\$25,000- \$50,000	998	\$1,250	\$190,000
\$50,000- \$75,000	703	\$1,875	\$280,000
\$75,000-\$100,000	535	\$2,500	\$360,000
>\$100,000	558	\$2,500+	\$360,000+

Source: US Census, Zillow Mortgage Calculator

The homeownership demand rate for Greater St. Johns is 73.7%, as calculated above. Because higher income households are more likely to own their homes, the table below includes estimated homeownership rates for each income category, and from there determines the number of homeowner and renter households in each category.

Table 33: Estimated Tenure Choice (Greater St. Johns), 2022

ANNUAL HOUSEHOLD INCOME	ESTIMATED HOMEOWNERSHIP	HOMEOWNER HOUSEHOLDS	RENTER HOUSEHOLDS
\$0-\$25,000	30%	192	447
\$25,000- \$50,000	50%	499	499
\$50,000- \$75,000	70%	492	211
\$75,000-\$100,000	80%	428	107
>\$100,000	90%	502	56

Source: US Census, Zillow Mortgage Calculator

The tables below show the affordability gap in Greater St. Johns. For rental housing, units cluster in the \$500-\$1,000 price range. Nearly 450 renter households have incomes low enough that a \$500 per month housing payment represents a financial burden, but there are only 59 housing units available to rent for under \$500 per month. That leaves nearly 400 households financially burdened by the cost of renting their home.

For households in higher income brackets, rental housing is generally affordable - even households with incomes over \$75,000 are likely able to find a home for under \$1,000 per month. Problematically, this can exacerbate the burden on low income households, who may be out-competed for by higher-income households seeking the same housing units. For this reason, building housing at all price points can help ease housing burden at all price levels. But the very low rents needed by 447 households would likely need to be subsidized.

Table 34: Affordability Gap – Rentals (Greater St. Johns)

ANNUAL HOUSEHOLD INCOME	AFFORDABLE MONTHLY RENT (APPROX.)	NUMBER OF HOUSING UNITS	NUMBER OF HOUSEHOLDS	AFFORDABILITY GAP
\$0-\$25,000	\$0-500	59	447	397 undersupply
\$25,000- \$50,000	\$500-\$1,000	599	499	100 oversupply
\$51,000- \$75,000	\$1,000 - \$2,000	297	211	86 oversupply
\$75,000+	\$2,000+	9	166	157 undersupply

Source: US Census, Zillow Mortgage Calculator

The table below suggests that, in some cases, affordable homeownership is more available than affordable rentals, with an oversupply of over 372 housing units potentially affordable to households making under \$25,000 per year. However, there are impediments to homeownership for lower-income households, including difficulty being approved for mortgages, and, even for households that buy a home, homeownership comes with costs, such as maintenance, taxes, and insurance, that can be burdensome. Additionally, many of those homes are already owned and not available for sale.

The data also suggests that Greater St. Johns has an undersupply of high-value luxury homes. This both dissuades high income residents from living in the St. Johns area, and also distorts the housing market, as high-income households occupy homes that could be affordable to lower income levels, but are not available.

Table 35: Affordability Gap – Homeownership (Greater St. Johns)

ANNUAL HOUSEHOLD INCOME	AFFORDABLE HOME PRICE (APPROX)	NUMBER OF HOUSING UNITS	NUMBER OF HOUSEHOLDS	AFFORDABILITY GAP
\$0-\$25,000	\$0 - \$100,000	564	192	372 oversupply
\$25,000- \$50,000	\$100,000 - \$200,000	1,339	499	840 oversupply
\$51,000- \$75,000	\$200,000 to \$300,000	761	492	269 oversupply
\$75,000-\$100,000	\$300,000 to \$500,000	451	428	23 oversupply
>\$100,000	\$500,000+	27	502	475 undersupply

Source: US Census, Zillow Mortgage Calculator

Sub-Market Analysis – Senior Housing

SENIOR POPULATION TREND

According to Census data, there are 2,550 people 60 years of age and over residing in Greater St. Johns. That represents just over 23% of the population. As the Baby Boom cohort continues to age, the proportion of the population over 60 will continue to increase, although the growth will level off between 2030 and 2040.

Table 36: Population Over 60 years of Age, 2020-2040, Greater St. Johns

	2020	2030	2040
Total Population	10,855	11,487	12,133
Over 60	2,550	3,186	3,824
Percentage	22.9%	27.7%	31.5%

Source: US Census, McKenna Calculation

Of those over 60, most people are currently between the ages of 60 and 69. But that is projected to shift significantly over the next 20 years. By 2040, over two thirds of residents over 60 years old will be over 70 years old, with nearly one third over 80. The increase is notable in raw numbers, as well. By 2040, there will be nearly 21,000 additional residents of Clinton County over the age of 70.

Table 37: Population 60-69, 70-79, and 80+ Years of Age, 2020-2040, Greater St. Johns

	2020	2030	2040
60-69	1,251	1,317	1,261
70-79	684	1060	1,115
80+	615	809	1,447

Source: US Census, McKenna

PERCENTAGE OF SENIORS SEEKING SENIOR HOUSING

As residents grow older, many people will seek new living arrangements, including ongoing healthcare and living assistance. However, a large proportion of seniors will remain at home, move to housing that is not dedicated to seniors, or move in with relatives.

Currently, in Michigan, approximately 1 out of every 40 people over 60 years of age lives in dedicated senior housing (either age limited independent living or assisted living). The analysis below assumes that ratio will continue over the next two decades.

NUMBER OF UNITS DEMANDED

Because of the projected increase in the number of seniors, the demand for senior housing will rise over the next 20 years. Because of the scale of Greater St. Johns, the demand can likely be met in 1 or 2 developments, but the growth means those developments need to be planned for.

Table 38: Estimated Senior Housing Demand, 2020-2040, Greater St. Johns

	2020	2030	2040
Total Population	10,855	11,487	12,133
60+ Population	2,550	3,186	3,824
Senior Housing Units Needed	64	80	96

Source: US Census, McKenna Calculation

Sub-Market Analysis – Starter Homes

INTRODUCTION

This analysis will determine the Supply-Demand Gap for Starter Housing in Greater St. Johns. For the purposes of this analysis, the “demand” side of the gap will be determined based on the number of households headed by people between the ages of 20 and 40 that will seek homeownership, based on national rates.

The “supply” side will be defined as housing units in the “for sale” market that are affordable to householders in their 20s and 30s.

DEMAND FOR STARTER HOMES

The number of people between 20 and 39 years of age, as well as the number of households headed by people in that age range, is projected to stay stable over the next 20 years, with a slight increase between 2019 and 2030, and then a small decrease. Ultimately, the cohort-component model shows the number of households seeking starter homes dipping slightly over the coming decades. This trend could change if St. Johns can attract an in-migration of young families with being proactive about quality of life and providing attainably priced homeownership.

Table 39: Population 20-39 years of Age, 2020-2040, Greater St. Johns

	2020	2030	2040
Total Population	10,855	11,487	12,133
Ages 20-39	2,672	2,512	2,638
Percentage	24.6%	21.8%	21.7%

Source: US Census, McKenna Calculation

Table 40: Estimated Household Formation, Ages 20-39, 2020 to 2040

	2020	2030	2040
Population Ages 20-39	2,672	2,512	2,638
Households	1,266	1,164	1,228
Homeowners	751	672	<u>713</u>

Source: US Census, McKenna Calculation

SUPPLY OF STARTER HOMES

The median household income in Michigan for a household headed by someone in their 20s or 30s is \$78,329, according to the US Census. This analysis will determine the price of a home affordable to a household at or below that income level.

Based on the affordability standard described above (25% of gross income), and an interest rate of 6.5%, a 30 year mortgage, and a 10 percent down payment, the maximum home price affordable to the median household looking for a starter home is approximately \$295,000.

Census estimates state that there are 2,664 housing units in the ownership market valued at \$300,000 or less, easily enough to meet demand, at least for those making close to, or above, the median income. Homeownership remains difficult to obtain for low income households.

This trend is contrary to a national trend of homeownership being unobtainable for young families in many markets. St. Johns bucking that trend may mean that young families begin to seek out the City (and Bingham Township), especially because of the proximity to major job centers in the Lansing area. If that occurs, it will alter the population trends described in this analysis, and may result in an undersupply of starter homes in St. Johns, just like in other communities.

Buildout Analysis

To determine whether St. Johns has planned for an appropriate amount of housing, and inform policy decisions related to planning and zoning, this report includes a build-out analysis of the Future Land Use Map, including the Joint Planning Areas.

The total additional housing that could be built under the plan will be compared to the projected demand as determined by the housing analysis on the previous pages.

The build-out analysis was conducted using the following steps:

- 1) Identifying undeveloped and underdeveloped parcels that are planned for housing on the Future Land Use Map. "Underdeveloped" parcels were defined on those that have a current active non-agricultural use but are well below the maximum permitted housing density permitted, and thus may be attractive for redevelopment. The parcels identified for the analysis are shown on the map on the following page.
- 2) Determining the number of acres available on undeveloped or underdeveloped parcels within each Zoning category.
- 3) Calculating the maximum number of housing units that could be built within each Future Land Use category, based on the maximum density. 20% of the total acreage was removed from each category to account for infrastructure, open space, drainage, and other non-housing site features.

The buildout analysis concludes that current zoning would allow for 1,934 new housing units, along with 42,612,979 square feet of commercial or industrial space. When added to the 4,168 housing units currently existing in Greater St. Johns, the combined "housing capacity" of St. Johns and Bingham Township is 6,102 dwelling units.

Under the Baseline and +2% migration scenarios, Greater St. Johns has planned for enough housing to meet demand to 2040. Under the Stress Test scenario, Greater St. Johns would reach its housing capacity just before 2040, meaning additional land would need be planned for housing, or additionally density would have to be allowed for infill, some time in the 2030s.

Table 41: Projected Housing Capacity Used, Greater St. Johns – Baseline Scenario (-1.9% Migration)

YEAR	TOTAL HOUSING UNITS DEMANDED	HOUSING CAPACITY (PER FUTURE LAND USE PLAN)	PERCENTAGE OF CAPACITY USED
2024	4,486	6,102	73.5%
2030	4,719	6,102	77.3%
2040	4,966	6,102	81.4%

Source: McKenna Calculation

Table 42: Projected Housing Capacity Used, Greater St. Johns – +2% Migration Scenario

YEAR	TOTAL HOUSING UNITS DEMANDED	HOUSING CAPACITY (PER FUTURE LAND USE PLAN)	PERCENTAGE OF CAPACITY USED
2024	4,486	6,102	73.5%
2030	4,901	6,102	80.3%
2040	5,351	6,102	87.6%

Source: McKenna Calculation

Table 43: Projected Housing Capacity Used, Greater St. Johns – Stress Test Scenario (+10% Migration)

YEAR	TOTAL HOUSING UNITS DEMANDED	HOUSING CAPACITY (PER FUTURE LAND USE PLAN)	PERCENTAGE OF CAPACITY USED
2024	4,486	6,102	73.5%
2030	5,296	6,102	86.7%
2040	6,233	6,102	102%

Source: McKenna Calculation

Table 44: St. Johns City Limits Vacant Parcels

ADDRESS	PARCEL NUMBER	ZONING DISTRICT	FUTURE LAND USE	ACREAGE	SQUARE FOOTAGE
110 W WALKER ST	300-000-006-011-00	CBD	Core Downtown	0.29	12,632.40
107 W HIGHAM ST	300-000-006-017-00	CBD	Core Downtown	0.06	2,613.60
206 BRUSH ST	300-000-006-014-00	CBD	Core Downtown	0.09	3,920.40
106 E HIGHAM ST	300-000-007-002-00	CBD	Core Downtown	0.06	2,613.60
205 SPRING ST	300-000-007-014-00	CBD	Core Downtown	0.07	3,049.20
118 E WALKER ST	300-000-010-017-00	CBD	Core Downtown	0.1	4,356.00
107 SPRING ST BEHIND	300-000-010-015-60	CBD	Core Downtown	0.1	4,356.00
106 BRUSH ST	300-000-011-011-00	CBD	Core Downtown	0.11	4,791.60
120 DAISY DR	300-009-200-070-00	GC	Gateway Commercial	0.732	31,885.92
1000 N LANSING ST	300-009-200-054-00	GC	Traditional Walkable Residential	1.14	49,658.40
121 DAISY DR	300-009-200-058-00	GC	Traditional Walkable Residential	1.14	49,658.40
803 N US127 BR	300-370-000-058-00	GC	Gateway Commercial	0.969	42,209.64
811 N US127 BR	300-370-000-057-00	GC	Gateway Commercial	0.672	29,272.32
609 E GIBBS ST	300-009-100-001-56	GC	Gateway Commercial	13.723	597,773.88
606 E GIBBS ST	300-490-107-004-11	GC	Industrial	0.44	19,166.40
706 N US127 BR	300-490-107-004-12	GC	Industrial	0.627	27,312.12
100 S SCOTT RD	300-413-000-001-00	GC	Community Commercial	0.371	16,160.76
2138 S US-27	030-021-100-005-51	GC	Gateway Commercial	13.4	583,704.00
N US127 BR	300-004-300-093-51	I1	Industrial	30.88	1,345,132.80
1400 N US127 BR	300-004-300-096-50	I1	Industrial	3.822	166,486.32
1400 N US127 BR	300-004-300-094-00	I1	Industrial	5.67	246,985.20
TOLLES RD	300-004-300-081-01	I1	Industrial	5.32	231,739.20
1400 N US127 BR	300-004-300-096-11	I1	Gateway Commercial	2.625	114,345.00
1400 N US127 BR	300-004-300-097-00	I1	Gateway Commercial	1.72	74,923.20
810 E STEEL ST BEHIND	300-490-099-001-01	I1	Parks, Open Space, and Greenways	0.3	13,068.00
215 N SCOTT RD	300-440-000-114-01	I1	Industrial	10.04	437,342.40
909 W GIBBS ST	300-008-400-015-00	I2	Industrial	14.95	651,222.00
909 W GIBBS ST	300-008-400-020-00	I2	Industrial	8	348,480.00
2471 N SCOTT RD	030-004-400-002-00	I2	Industrial	14.1	614,196.00
W GIBBS ST (Directly west of 834 W GIBBS ST)	030-008-100-010-00	MC	Modern Spacious Residential	5.95	259,182.00
834 W GIBBS ST	300-008-100-010-00	MC	Modern Spacious Residential	1.147	49,963.32
409 E GIBBS ST	300-009-100-055-00	MC	Gateway Commercial	0.48	20,908.80
900 E STEEL ST	300-490-126-001-00	MC	Industrial	2.91	126,759.60
608 E STEEL ST	300-490-101-009-10	MC	Traditional Walkable Residential	0.196	8,537.76
611 FRANKLIN ST	300-490-101-004-00	MC	Traditional Walkable Residential	0.55	23,958.00
105 LINDEN ST	300-000-014-002-00	MC	Downtown Edge/Mixed Use	0.08	3,484.80
309 S US127 BR	300-000-046-002-00	MC	Modern Spacious Residential	0.94	40,946.40
301 CHURCH ST	300-000-020-008-00	MC	Downtown Edge/Mixed Use	0.18	7,840.80
303 CHURCH ST	300-000-020-007-00	MC	Downtown Edge/Mixed Use	0.18	7,840.80

ADDRESS	PARCEL NUMBER	ZONING DISTRICT	FUTURE LAND USE	ACREAGE	SQUARE FOOTAGE
307 CHURCH ST	300-000-020-007-01	MC	Downtown Edge/Mixed Use	0.18	7,840.80
1357 E TOWNSEND RD	300-015-300-030-52	MC	Public/Institutional	20.26	882,525.60
105 E TOWNSEND RD	300-016-300-050-10	MC	Modern Spacious Residential	1.72	74,923.20
2144 S US-127 BR	300-021-100-005-13	MC	Gateway Commercial	7.1	309,276.00
500 N LANSING ST	300-500-000-001-00	MU	Downtown Edge	0.579	25,221.24
901 W WALKER RD	300-008-100-002-55	R1	Modern Spacious Residential	38.854	1,692,480.24
610 E WALKER RD	300-009-100-001-59	R1	Industrial	65.72	2,862,763.20
102 S SCOTT RD	300-413-000-012-01	R1	Modern Spacious Residential	0.375	16,335.00
905 W CASS ST	300-160-019-007-01	R1	Modern Spacious Residential	0.502	21,867.12
314 S SCOTT RD BEHIND	300-480-000-004-00	R1	Modern Spacious Residential	2.579	112,341.24
901 W BALDWIN ST	300-160-021-006-10	R1	Modern Spacious Residential	0.688	29,969.28
W BALDWIN ST (Directly east of 805 W BALDWIN ST)	300-160-021-003-02	R1	Modern Spacious Residential	0.391	17,031.96
609 S BAKER ST	300-480-000-023-01	R1	Modern Spacious Residential	0.38	16,552.80
309 E OAK ST	300-407-000-029-10	R1	Modern Spacious Residential	0.276	12,022.56
1303 S OAKLAND ST	300-407-000-012-01	R1	Modern Spacious Residential	0.177	7,710.12
1003 WIGHT ST	300-130-004-003-00	R1	Modern Spacious Residential	0.151	6,577.56
1304 S OAKLAND ST	300-130-005-006-00	R1	Modern Spacious Residential	1.058	46,086.48
209 E TOWNSEND DR	300-130-005-019-50	R1	Modern Spacious Residential	0.635	27,660.60
211 W TOWNSEND RD	300-021-200-012-00	R1	Modern Spacious Residential	1.435	62,508.60
1514 S LANSING ST	300-020-100-060-01	R1	Modern Spacious Residential	8.26	359,805.60
1522 S LANSING ST	300-020-100-056-00	R1	Modern Spacious Residential	0.381	16,596.36
1604 S LANSING ST	300-020-100-048-00	R1	Modern Spacious Residential	2.11	91,911.60
1612 S LANSING ST	300-020-100-040-00	R1	Modern Spacious Residential	7.09	308,840.40
450 E TOWNSEND RD	300-021-200-050-11	R1	Modern Spacious Residential	3.88	169,012.80
1522 COUNTY FARM RD	300-021-200-050-51	R1	Modern Spacious Residential	25.44	1,108,166.40
1612 COUNTY FARM RD	300-021-200-040-00	R1	Modern Spacious Residential	2	87,120.00
E TOWNSEND RD	300-021-200-050-12	R1	Modern Spacious Residential	0.5	21,780.00
600 E TOWNSEND RD	300-021-100-010-10	R1	Modern Spacious Residential	30	1,306,800.00
W GIBBS ST (Directly west of 618 W GIBBS ST)	300-421-000-014-01	R2	Modern Spacious Residential	2.07	90,169.20
208 W GIBBS ST	300-520-002-002-00	R2	Traditional Walkable Residential	0.19	8,276.40
601 E WALKER ST	300-000-042-004-00	R2	Traditional Walkable Residential	0.303	13,198.68
206 W BALDWIN ST	300-000-019-006-00	R2	Traditional Walkable Residential	0.115	5,009.40
707 GREENGATE DR	300-360-000-019-00	R2	Modern Spacious Residential	0.332	14,461.92
708 GREENGATE DR	300-360-000-048-00	R2	Modern Spacious Residential	0.418	18,208.08
504 S OTTAWA ST	300-401-000-012-01	R2	Modern Spacious Residential	0.117	5,096.52
1124 N LANSING ST	300-009-200-042-00	R3	Gateway Commercial	2.41	104,979.60
911 JOYCE LN	300-009-100-001-50	R3	Modern Spacious Residential	11.94	520,106.40
600 E WALKER RD	300-009-100-001-58	R3	Industrial	10	435,600.00
610 W STATE ST	300-170-009-013-00	R3	Traditional Walkable Residential	0.553	24,088.68
101 W MCCONNELL ST	300-000-020-001-00	R3	Downtown Edge/Mixed Use	0.91	39,639.60
700 E TOWNSEND RD	300-021-100-010-53	R3	Modern Spacious Residential	14.76	642,945.60

Table 45: Clinton County Joint Planning Area Vacant Parcels

ADDRESS	PARCEL NUMBER	ZONING DISTRICT	FUTURE LAND USE	ACREAGE	SQUARE FOOTAGE
N US 27 VACANT	030-004-300-025-50	C-2	Commercial/Industrial	4.62	201,247.20
None listed (Directly north of 1701 TECHNICAL DR.)	030-004-300-005-00	A-2	Industrial	2.75	119,790.00
None listed (Directly north of 1818 W WALKER)	030-004-300-051-00	R-1	Traditional Walkable Residential	3.19	138,956.40
BUS U 27	030-015-300-090-05	C-2	Gateway Commercial	1.57	68,389.20
SCOTT RD	030-015-300-090-06	C-2	Gateway Commercial	1.58	68,824.80
SCOTT RD	030-015-300-090-07	C-2	Gateway Commercial	1.6	69,696.00
SCOTT RD	030-015-300-090-08	C-2	Gateway Commercial	8.97	390,733.20
SCOTT RD	030-015-300-090-09	C-2	Gateway Commercial	3.35	145,926.00
SCOTT RD	030-015-300-091-00	A-2	Gateway Commercial	1.03	44,866.80
E TOWNSEND RD	030-022-200-010-03	C-2	Gateway Commercial	0.93	40,510.80
V/L S US 27	030-022-200-015-02	C-2	Gateway Commercial	1.14	49,658.40
x	030-022-200-060-50	C-2	Gateway Commercial	1.75	76,230.00
ONTARIO DRIVE VACANT	030-022-200-083-00	C-2	Gateway Commercial	3.22	140,263.20
x	030-022-300-010-54	A-2	Gateway Commercial	22.54	981,842.40
2705 HARBOR DRIVE	030-220-000-002-05	A-2	Multiple Family Residential	0.27	11,761.
2725 HARBOR DRIVE	030-220-000-002-07	A-2	Multiple Family Residential	0.25	10,890.00
2735 HARBOR DRIVE	030-220-000-002-08	A-2	Multiple Family Residential	0.49	21,344.40
2745 HARBOR DRIVE	030-220-000-002-09	A-2	Multiple Family Residential	0.46	20,037.60
2740 HARBOR DRIVE	030-220-000-002-10	A-2	Multiple Family Residential	0.52	22,651.20
2730 HARBOR DRIVE	030-220-000-002-11	A-2	Multiple Family Residential	0.83	36,154.80
2720 HARBOR DRIVE	030-220-000-002-12	A-2	Multiple Family Residential	0.51	22,215.60
1336 SUPERIOR DRIVE	030-220-000-002-04	A-2	Multiple Family Residential	0.28	12,196.80
1324 SUPERIOR DRIVE	030-220-000-002-03	A-2	Multiple Family Residential	0.23	10,018.80
1310 SUPERIOR DRIVE	030-220-000-002-02	A-2	Multiple Family Residential	0.21	9,147.60
1300 SUPERIOR DRIVE	030-220-000-002-01	A-2	Multiple Family Residential	0.23	10,018.80
x	030-008-300-005-50	A-2	Industrial	32.49	1,415,264.40
x	030-008-300-005-01	A-2	Industrial	51.7	2,252,052.00
W M-21	030-008-300-035-00	I-1	Commercial/Industrial	11.71	510,087.60
x	030-008-300-025-00	I-1	Commercial/Industrial	2.79	121,532.40
x	030-008-300-020-00	A-2	Commercial/Industrial	2.37	103,237.20
x	030-008-300-040-51	A-2	Commercial/Industrial	41.03	1,787,266.80
x	030-017-200-015-00	A-2	Commercial/Industrial	6.68	290,980.80
W M-21	030-017-200-020-50	A-2	Modern Spacious Residential	39	1,698,840.00
W M-21	030-017-200-021-00	A-2	Modern Spacious Residential, Gateway Commercial	17.5	762,300.00
COUNTY FARM VACANT	030-021-200-005-50	A-2	Modern Spacious Residential	197	8,581,320.00
2588 S US 27	030-021-400-005-00	C-2	Modern Spacious Residential, Gateway Commercial	70.5	3,070,980.00
x	030-022-300-005-00	A-2	Multiple Family Residential	20	871,200.00

Clinton County Joint Planning Area Vacant Parcels (continued)

ADDRESS	PARCEL NUMBER	ZONING DISTRICT	FUTURE LAND USE	ACREAGE	SQUARE FOOTAGE
x	030-015-200-010-50	R-1	Multiple Family Residential/ Rural Estate/Agriculture-Energy	47.24	2,057,774.40
1223 WILDCAT RD	030-015-200-010-01	R-1	Rural Estate/Agriculture-Energy	9.57	416,869.20
x	030-015-200-035-00	A-2	Rural Estate	3.54	154,202.40
S SCOTT RD	030-015-100-005-52	MF	Multiple Family Residential/ Gateway Commercial	45.68	1,989,820.80
S SCOTT RD	030-015-100-040-51	MF	Gateway Commercial, Commercial/Industrial	43.79	1,907,492.40
WILDCAT RD	030-014-200-010-50	C-3	Gateway Commercial	6.73	293,158.80
x	030-014-200-009-00	C-3	Gateway Commercial	2.47	107,593.20
x	030-011-300-025-01	A-2	Gate way Commercial	7.25	315,810.00
x	030-010-400-005-01	A-2	Gateway Commercial	28.63	1,247,122.80
V/L M-21	030-010-300-090-00	RO	Gateway Commercial, Modern Spacious Residential	57.66	2,511,669.60
x	030-010-300-010-00	R-1	Modern Spacious Residential, Gateway Commercial, Agriculture- Energy/Industrial	41.65	1,814,274.00
x	030-010-300-015-00	A-2	Modern Spacious Residential	4	174,240.00
x	030-010-300-005-00	R-2	Modern Spacious Residential	22.6	984,456.00
x	030-010-400-010-00	A-2	Modern Spacious Residential	48	2,090,880.00
STEEL RD	030-010-400-005-50	A-2	Modern Spacious Residential	20.41	889,059.60
STEEL RD	030-010-400-003-00	A-2	Modern Spacious Residential	1.25	54,450.00
x	030-011-300-020-00	A-2	Modern Spacious Residential	19.78	861,616.80
1600 N SCOTT RD	030-010-200-035-00	A-2	Public/Institutional	40	1,742,400.00
x	030-010-200-045-00	A-2	Agriculture-Energy/Industrial	44.3	1,929,708.00
x	030-010-200-055-00	A-2	Rural Estate	1.03	44,866.80
x	030-010-200-060-00	A-2	Agriculture-Energy/Industrial	12.5	544,500.00
x	030-010-200-025-51	A-2	Agriculture-Energy/Industrial	48.029	2,092,143.24
x	030-010-200-027-00	A-2	Rural Estate	1.591	69,303.96
1484 E WALKER RD	030-010-200-015-00	A-2	Rural Estate	1.33	57,934.80
x	030-003-400-005-00	A-2	Agriculture-Energy/Industrial	110.66	4,820,349.60
SCOTT RD	030-003-300-005-00	A-2	Agriculture-Energy/Industrial	141.4	6,159,384.00
x	030-003-300-010-00	A-2	Agriculture-Energy/Industrial	10.32	449,539.20
N SCOTT RD VACANT	030-004-400-030-00	A-2	Rural Estate	1.04	45,302.40
1030 W WALKER RD	030-004-400-029-00	A-2	Rural Estate	1.3	56,628.00
1230 W WALKER RD	030-004-400-014-00	A-2	Rural Estate	1.04	45,302.40
N LANSING ST	030-005-400-039-00	R-2	Modern Spacious Residential	0.35	15,246.00
WALKER RD	030-005-400-040-00	R-2	Commercial/Industrial	6.25	272,250.00
N US-27	030-005-400-030-00	C-2	Commercial/Industrial	1	43,560.00
x	030-005-100-015-00	C-3	Commercial/Industrial	1.21	52,707.60
2525 N US-27	030-005-100-005-40	C-3	Commercial/Industrial	3.08	134,164.80
2105 KINLEY RD	030-005-100-005-39	I-1	Commercial/Industrial	3.56	155,073.60

Clinton County Joint Planning Area Vacant Parcels (continued)

ADDRESS	PARCEL NUMBER	ZONING DISTRICT	FUTURE LAND USE	ACREAGE	SQUARE FOOTAGE
N US-27	030-005-100-005-50	I-1	Commercial/Industrial	64.1	2,792,196.00
x	030-004-200-060-00	I-1	Commercial/Industrial	1.21	52,707.60
2165 W KINLEY RD	030-005-100-004-00	RR	Commercial/Industrial	2.425	105,633.00
x	030-005-100-030-01	I-1	Commercial/Industrial	20.91	910,839.60
KINLEY RD VACANT	030-005-100-012-00	I-1	Commercial/Industrial	6.83	297,514.80
x	030-005-100-030-02	C-3	Commercial/Industrial	1.52	66,211.20
None listed, W KINLEY RD	030-004-200-020-00	C-3	Commercial/Industrial	19.36	843,321.60
2353 W WINNERS CIRCLE	030-105-000-078-00	R-1	Modern Spacious Residential	0.37	16,117.20
2226 SECRETARIAT LN	030-105-000-086-00	R-1	Modern Spacious Residential	0.472	20,560.32
2248 SECRETARIAT LN	030-105-000-087-00	R-1	Modern Spacious Residential	0.374	16,291.44
2266 SECRETARIAT LN	030-105-000-088-00	R-1	Modern Spacious Residential	0.345	15,028.20
2282 SECRETARIAT LN	030-105-000-089-00	R-1	Modern Spacious Residential	0.345	15,028.20
2306 SECRETARIAT LN	030-105-000-090-00	R-1	Modern Spacious Residential	0.345	15,028.20
2320 SECRETARIAT LN	030-105-000-091-00	R-1	Modern Spacious Residential	0.345	15,028.20
2336 SECRETARIAT LN	030-105-000-092-00	R-1	Modern Spacious Residential	0.375	16,335.00
2352 SECRETARIAT LN	030-105-000-093-00	R-1	Modern Spacious Residential	0.383	16,683.48
None listed, SECRETARIAT LN	030-105-000-094-00	R-1	Modern Spacious Residential	0.509	22,172.04
2395 GALLANT FOX WAY	030-105-000-096-00	R-1	Modern Spacious Residential	0.344	14,984.64
2391 GALLANT FOX WAY	030-105-000-097-00	R-1	Modern Spacious Residential	0.344	14,984.64
2387 GALLANT FOX WAY	030-105-000-098-00	R-1	Modern Spacious Residential	0.344	14,984.64
2383 GALLANT FOX WAY	030-105-000-099-00	R-1	Modern Spacious Residential	0.344	14,984.64
x	030-105-000-100-00	R-1	Modern Spacious Residential	0.449	19,558.44
2351 SECRETARIAT LN	030-105-000-101-00	R-1	Modern Spacious Residential	0.369	16,073.64
2333 SECRETARIAT LN	030-105-000-102-00	R-1	Modern Spacious Residential	0.369	16,073.64
2315 SECRETARIAT LN	030-105-000-103-00	R-1	Modern Spacious Residential	0.369	16,073.64
2295 SECRETARIAT LN	030-105-000-104-00	R-1	Modern Spacious Residential	0.369	16,073.64
2275 SECRETARIAT LN	030-105-000-105-00	R-1	Modern Spacious Residential	0.357	15,550.92
2257 SECRETARIAT LN	030-105-000-106-00	R-1	Modern Spacious Residential	0.357	15,550.92
2239 SECRETARIAT LN	030-105-000-107-00	R-1	Modern Spacious Residential	0.431	18,774.36
2227 SECRETARIAT LN	030-105-000-108-00	R-1	Modern Spacious Residential	0.446	19,427.76
2209 SECRETARIAT LN	030-105-000-109-00	R-1	Modern Spacious Residential	0.391	17,031.96
2272 W GALLANT FOX WAY	030-105-000-053-00	R-1	Modern Spacious Residential	0.36	15,681.60
2294 W GALLANT FOX WAY	030-105-000-052-00	R-1	Modern Spacious Residential	0.35	15,246.00
2312 W GALLANT FOX WAY	030-105-000-051-00	R-1	Modern Spacious Residential	0.35	15,246.00
2330 W GALLANT FOX WAY	030-105-000-050-00	R-1	Modern Spacious Residential	0.35	15,246.00
2177 W GALLANT FOX WAY	030-105-000-031-00	R-1	Modern Spacious Residential	0.63	27,442.80
x	030-140-000-005-00	A-2	Modern Spacious Residential	1	43,560.00
2588 S US 27	030-021-400-005-00	C-2	Modern Spacious Residential, Gateway Commercial	70.5	3,070,980.00
1250 E PARKS RD	030-021-400-020-00	A-2	Modern Spacious Residential	1	43,560.00

Clinton County Joint Planning Area Vacant Parcels (continued)

ADDRESS	PARCEL NUMBER	ZONING DISTRICT	FUTURE LAND USE	ACREAGE	SQUARE FOOTAGE
S V/L US 27	030-022-300-015-00	C-2	Modern Spacious Residential, Gateway Commercial	62.19	2,708,996.40
3003 S US-27	030-027-200-013-00	C-2	Gateway Commercial	5	217,800.00
E PARKS	030-027-200-011-01	A-2	Modern Spacious Residential	1.21	52,707.60
x	030-027-200-015-00	A-2	Modern Spacious Residential, Gateway Commercial	40	1,742,400.00
x	030-028-100-010-00	A-2	Modern Spacious Residential, Gateway Commercial	20	871,200.00
x	030-028-100-055-00	A-2	Modern Spacious Residential, Gateway Commercial	41	1,785,960.00
3770 S BUS127	030-028-400-038-01	C-2	Gateway Commercial	6.5	283,140.00
E TAFT RD	030-027-300-025-50	A-2	Modern Spacious Residential, Gateway Commercial	35.55	1,548,558.00
x	030-027-300-020-52	A-2	Modern Spacious Residential	33.95	1,478,862.00
1015 WOODRIDGE DR	030-195-000-001-00	A-2	Modern Spacious Residential	0.5	21,780.00
1035 WOODRIDGE DR	030-195-000-002-00	A-2	Modern Spacious Residential	0.35	15,246.00
1055 WOODRIDGE DR	030-195-000-003-00	A-2	Modern Spacious Residential	0.35	15,246.00
1055 SUMMERFIELD LN	030-195-000-006-00	A-2	Modern Spacious Residential	0.34	14,810.40
1075 SUMMERFIELD LN	030-195-000-007-00	A-2	Modern Spacious Residential	0.37	16,117.20
1095 SUMMERFIELD LN	030-195-000-008-00	A-2	Modern Spacious Residential	0.34	14,810.40
1115 SUMMERFIELD LN	030-195-000-009-00	A-2	Modern Spacious Residential	0.5	21,780.00
1135 SUMMERFIELD LN	030-195-000-010-00	A-2	Modern Spacious Residential	0.84	36,590.40
1155 SUMMERFIELD LN	030-195-000-011-00	A-2	Modern Spacious Residential	0.67	29,185.20
1175 SUMMERFIELD LN	030-195-000-012-00	A-2	Modern Spacious Residential	0.52	22,651.20
1195 SUMMERFIELD LN	030-195-000-013-00	A-2	Modern Spacious Residential	0.44	19,166.40
1215 SUMMERFIELD LN	030-195-000-014-00	A-2	Modern Spacious Residential	0.35	15,246.00
1275 SUMMERFIELD LN	030-195-000-017-00	A-2	Modern Spacious Residential	0.44	19,166.40
1290 SUMMERFIELD LN	030-195-000-021-00	A-2	Modern Spacious Residential	0.51	22,215.60
1280 SUMMERFIELD LN	030-195-000-022-00	A-2	Modern Spacious Residential	0.5	21,780.00
1270 SUMMERFIELD LN	030-195-000-023-00	A-2	Modern Spacious Residential	0.41	17,859.60
1250 SUMMERFIELD LN	030-195-000-024-00	A-2	Modern Spacious Residential	0.37	16,117.20
1230 SUMMERFIELD LN	030-195-000-025-00	A-2	Modern Spacious Residential	0.38	16,552.80
1190 SUMMERFIELD LN	030-195-000-027-00	A-2	Modern Spacious Residential	0.57	24,829.20
1070 SUMMERFIELD LN	030-195-000-028-00	A-2	Modern Spacious Residential	0.49	21,344.40
		A-2	Modern Spacious Residential	0.47	20,473.20
1040 SFIELD/1155 WRIDGE DR	030-195-000-030-00	A-2	Modern Spacious Residential	0.47	20,473.20
1150 WOODRIDGE DR	030-195-000-031-00	A-2	Modern Spacious Residential	0.47	20,473.20
S US 27	030-027-300-021-00	A-2	Modern Spacious Residential	0.41	17,859.60
1100 WOODRIDGE DR	030-195-000-032-00	A-2	Modern Spacious Residential	0.41	17,859.60
1080 WOODRIDGE DR	030-195-000-033-00	A-2	Modern Spacious Residential	0.38	16,552.80
1060 WOODBRIDGE DR	030-195-000-034-00	A-2	Modern Spacious Residential	0.37	16,117.20
1030 WOODRIDGE DR	030-195-000-035-00	A-2	Modern Spacious Residential	0.61	26,571.60

St. Johns Analysis

Zoning District	Total Vacant Area		Infrastructure Adjustment		# Lots	Maximum Lot Coverage (sf)	Maximum Buildable Square Footage (Residential and Commercial)	Maximum Buildable Dwelling Units (Residential)	Calculation Notes
	Acres	Square Feet	Acres	Square Feet					
R1									
under 7500 (.17 acres)	0.15	6,577.56	0.15	6,577.56		2,631.02	6,577.56	13	max buildable square footage/minimum dwelling unit size
7500 and over	192.73	8,395,362.36	154.18	6,716,289.89		2,686,515.96	6,716,289.89	716	infrastructure adjusted square footage/minimum lot size
R2									
under .25	0.422	18,382.32	0.42	18,382.32	3	8,272.04	20,680.11	3	number of lots x maximum units per
.25-.4	0.635	27,660.60	0.64	27,660.60	2	12,447.27	31,118.18	4	number of lots x maximum units per
.41-.5	0.418	18,208.08	0.42	18,208.08	1	8,193.64	20,484.09	3	number of lots x maximum units per
over .5	2.07	90,169.20	2.07	90,169.20	1	40,576.14	101,440.35	4	number of lots x maximum units per
R3	40.57	1,767,359.88	40.57	1,767,359.88		972,047.93	2,430,119.84	405	infrastructure adjusted acres/max units per acre
MC	41.87	1,823,987.88	41.87	1,823,987.88		1,094,392.73	2,735,981.82	-	
GC	33.21	1,446,801.84	33.21	1,446,801.84		1,012,761.29	2,531,903.22	-	
CBD	0.88	38,332.80	0.70	30,666.24		30,666.24	76,665.60	153	max buildable square footage/minimum dwelling unit size
O	-	-	-	-		-	-	-	
I1	60.38	2,630,022.12	60.38	2,630,022.12		1,841,015.48	1,841,015.48	-	
I2	37.05	1,613,898.00	37.05	1,613,898.00		1,129,728.60	1,129,728.60	-	
P	-	-	-	-		-	-	-	
T	-	-	-	-		-	-	-	
MU	0.58	25,221.24	0.58	25,221.24		15,132.74	37,831.86	-	
	410.97	17,901,983.88	372.25	16,215,244.85		8,854,381.09	17,679,836.59	1,301	

Clinton County Joint Planning Area Analysis

Zoning District	Total Vacant Area		Infrastructure Adjustment		#	Maximum Lot Coverage (sf)	Maximum Buildable Square Footage (Residential and Commercial)	Maximum Buildable Dwelling Units (Residential)	Calculation Notes
	Acres	Square Feet	Acres	Square Feet					
A-1	-	-	-	-		-	-	-	
A-2	1,172.31	51,065,823.60	1,172.31	51,065,823.60		12,766,455.90	38,299,367.70	117	infrastructure adjusted square footage/min lot size
A-3	-	-	-	-		-	-	-	
RR	2.43	105,633.00	2.43	105,633.00		31,689.90	95,069.70	2	infrastructure adjusted square footage/min lot size
R-1	112.84	4,915,136.16	112.84	4,915,136.16		1,474,540.85	4,423,622.54	327	infrastructure adjusted square footage/min lot size
R-2	29.20	1,271,952.00	29.20	1,271,952.00		381,585.60	1,144,756.80	158	infrastructure adjusted square footage/min lot size
MF	89.47	3,897,313.20	89.47	3,897,313.20		1,169,193.96	3,507,581.88	29	infrastructure adjusted square footage/min lot size
MH	-	-	-	-		-	-	-	
C-1	-	-	-	-		-	-	-	
C-2	244.42	10,646,935.20	244.42	10,646,935.20		5,323,467.60	15,970,402.80	-	
C-3	34.37	1,497,157.20	34.37	1,497,157.20		898,294.32	2,694,882.96	-	
MR	-	-	-	-		-	-	-	
RO	57.66	2,511,669.60	57.66	2,511,669.60		1,255,834.80	5,023,339.20	-	
I-1	111.11	4,839,951.60	111.11	4,839,951.60		2,661,973.38	10,647,893.52	-	
I-2	-	-	-	-		-	-	-	
	1,853.80	80,751,571.56	1,853.80	80,751,571.56		25,963,036.31	81,806,917.10	633	

St. Johns and Joint Planning Area Analysis Totals

	Total Vacant Area		Infrastructure Adjustment		#	Maximum Lot Coverage (sf)	Maximum Buildable Square Footage	Maximum Buildable Dwelling Units
	Acres	Square Feet	Acres	Square Feet				
Totals	2,264.77	98,653,555.44		96,966,816.41		34,817,417.40	99,486,753.70	1,934
							Commercial Total	
							42,612,979.46	
							Residential Total	
							56,873,774.23	

Analysis considers development styles permissible by right only.

St. Johns Zoning Requirements

Zoning District	Maximum Lot Coverage	Maximum Height (Stories)	Infrastructure Adjustment	Minimum Dwelling Unit Size (sf)	Minimum Lot Size (sf)	Maximum Units/Acre
R1						
under 7500 (.17 acres)	40%	2.5	0%	500	7,500	
7500 and over	40%	2.5	20%	500	7,500	
R2						
under .25	45%	2.5	0%	500	5,000	1
.25-.4	45%	2.5	0%	500	5,000	2
.4-.5	45%	2.5	0%	500	5,000	3
over.5	45%	2.5	0%	500	5,000	4
R3	55%	2.5	0%	500	4,356	10
MC	60%	2.5	0%	-	6,000	
GC	70%	2.5	0%	-	10,000	
CBD	100%	2.5	20%	500	-	
O	60%	2.5	0%	500	7,000	10
I1	70%	1.0	0%	-	-	
I2	70%	1.0	0%	-	-	
P	0%	1.0	0%	-	-	
T	0%	1.0	0%	-	-	
MU	60%	2.5	0%	500	4,000	

Clinton County Zoning Requirements

Zoning District	Maximum Lot Coverage	Maximum Height (Stories)	Infrastructure Adjustment	Minimum Dwelling Unit Size (sf)	Minimum Lot Size (sf)	Maximum Units/Acre
A-1	5%	3	0%		1,742,400	
A-2	25%	3	0%		435,600	
A-3	25%	3	0%		217,800	
RR	30%	3	0%		43,560	
R-1	30%	3	0%		15,000	
R-2	30%	3	0%		8,000	
MF	30%	3	0%		130,680	
MH	0%	3	0%		-	
C-1	50%	3	0%		20,000	
C-2	50%	3	0%		20,000	
C-3	60%	3	0%		20,000	
MR	0%	1	0%		435,600	
RO	50%	4	0%		43,560	
I-1	55%	4	0%		43,560	
I-2	60%	4	0%		87,120	

08.

Supporting Analysis: Community Development and Facilities





The pride, identity, and desirability of a community are each related in part to the level and quality of public services it can offer, including education, parks and recreation, police and fire services. The responsibility for providing public services to residents of the City of St. Johns is shared by several public entities, including several Clinton County departments, various State of Michigan agencies, and the St. Johns Public School District. Key determinants of future demand for public services include population, number of households, and types of land uses. With population and land use pressures projected to increase over the next ten years, it is anticipated that public services in St. Johns will have to be expanded.



Municipal Offices

The City administration is located at 100 E. State Street, Suite 1100, P.O. Box 477, St. Johns, MI 48879, first floor, West Wing. The building contains City offices and meeting space for the Planning Commission and City Commission. Key public facilities are also located within the building. Examples include meeting places for community engagement and the County District Court.

Fire Protection

The St. Johns Fire Department currently operates out of one station, which is located at 109 E. State Street, St. Johns, MI 48879. This is in close proximity to Downtown and Municipal offices. It is located in an ideal area because it is close to the center of the City and is on a major street that leads to Old 127. The location is ideal for public facilities because the close proximity to E. State Street and Old 127. These roads run horizontally and vertically through the City which allows service to the most outer edges of the City. The City of St. Johns Fire Department provides fire and emergency services to the residents and businesses within Bingham and Bengal Townships and the City of St. Johns. The Fire Department is staffed by Paid-On-Call Firefighters. The Department actively trains two (2) times per month. The Department provides response and assistance to accidents, hazardous materials, storm alerts and fires with up-to-date 'Jaws of Life' (two sets), Auto Air Bags (to stabilize auto after accident), fire trucks (four) and firefighting equipment.

Police Protection

The efforts of the men and women of the department in partnership with our residents have established St. Johns as one of the safest communities in Michigan. The services provided by the department, which is located at 409 S. US-127 Business Route, include police protection as well as the issuing of permits for, bike licenses, burn permits, lock out assistance, property checks and an abundance of information for residents, patrons and, children. Crime is on an overall decrease with 322 crimes committed in 2010 to 200 crimes committed in 2017. The police department has served St. Johns for over 150 years.

Libraries

Briggs District Library provides services to the City of St. Johns. The library has the mission of actively providing easily accessible services, materials and programs to people of all ages in their service area to meet the residential demand for evolving recreational, cultural, informational and educational needs. Programs for children and families, teens and tweens, and adults are provided at the library. The Library is located in downtown St. Johns, three blocks north of the Clinton County Courthouse on Railroad Street.

St. Johns Post Office

There is one post office in the City. It is located on 106 W. State Street, St. Johns, MI 48879-9998. Recent improvements to the post office include improvements to the sidewalk and buffers for dropping off mail. The Post Office has considered moving to a new facility. If the Post Office does vacate the historic building on State Street, the building should be preserved and re-used.

St. Johns Schools

There is a total of seven schools within the St. Johns Public school district. Five of the seven schools are elementary schools and there is only one middle school. Four of the education facilities are located within the City's borders. These schools are, Gateway Elementary School, St. Johns Middle School, Oakview Elementary School, and St. Johns High School. There are also private schools in and around St. Johns - St. Joseph Catholic School in the City's downtown, and St. Peter Lutheran School in Riley Township.

St. Johns Parks

There is a total of eight Public Parks in St. Johns, the names of the parks are Senior Citizen Park, Jaycees Park, St. Johns Depot and Rotary Park, Kibbee Street Park, St. Johns City Park, 4-H Fairgrounds Park, Oak Street Park, and Water Tower Park. The Parks and Recreation Master Plan of St. Johns describes Jaycee Park as a mini-park (0.62 acres) located at the corner of Ottawa Street and Gibbs Street. This park is designed as a space for families to play and exercise, the park features play equipment, grills, drinking fountains, benches, bike racks, and a picnic table. Jaycee Park was renovated in 2009, the park has accessible sidewalks to all park features, as well as a new accessible drinking fountain and parking. Based on accessibility guidelines, the site would be ranked 4- the entire park meets accessibility guidelines.

Natural Features

There are a small percentage of wetlands within the border of St. Johns. Based on the open data portal from the Department of Environmental Quality the number of wetlands in St. Johns is very low. About one percent of the total land is wetland. Forty to forty-five percent of the land cover falls in the category of wetland soil. This is not a wetland but it is soils that become saturated enough to produce the anaerobic conditions to support wetland vegetation on the top of the soil during the growing period.

Flood Plain

A very small portion of the City is in a 100-year flood plain. The area between Townsend Road, Sunview Road, and Old 127 is covered in a 100-year flood plain. It covers three parcels. One parcel is seven acres and the other are around three acres. St. Johns appears to have a very low risk of flooding. There are hardly any wetlands in St. Johns and only a small portion is covered in floodplains. There is a larger percent of hydric soils but these soils are outside of floodplains.

Farm Land

St. Johns has some farm land in it but most of the City is developed. There are large amounts of farmland all around St. Johns. The majority of the City is residential. Based on the soil survey seventy-five percent of the soil in and around St. Johns is classified as 2w. This is based on a web soil survey tool from usda.gov. DEQ found similar results because they show St. Johns as having a large percentage of hydraulic soil with in its boundaries. Soils that are classified as 2w have difficulty supporting farm land and are, "soils have moderate limitations that restrict the choice of plants or that require moderate conservation practices". The "w" means that the water in the soil causes the interference with cultivation and growth of plants for agricultural purposes.

Transportation

The major roadway that passes through the City of St. Johns is Old 127. Other arterial roads that connect the City to Old 127 include W. State Street and E. State Street. Old 127 reconnects with U.S. 127 just north of the City border. While the new 127 does not enter the City it runs parallel with the Old 127 and goes all the way to Lansing. In general, the region's road system includes adequate north-south roadways. There is a diversity of north-south roads that traverse the length of the City. Old 127 is the major roadway to the City but there are plenty of smaller streets that run north and south through the City. Examples include, North and South Lansing Street, North and South Clinton Street, and North and South Oakland Street. There are also numerous east-west roads that traverses the entire width of the City. The major roads that serve this purpose include East and West State Street. East and West Gibbs Street and East and West Townsend Road also travel the entire width through the City.



09.

Supporting Analysis: Public Input







As part of the development of the Master Plan, St. John conducted a survey of property owners and residents in the community. The results of the survey were used to guide the planning process and create a shared vision for the community. Survey responses were gathered in December 2018 and January 2019.

Community Survey Respondents

There were 214 responses to the survey. Survey respondents were asked at what intersection they lived at. Based on the intersection they stated they were assigned a community. About 90 percent of the respondents lived in St. Johns ten percent of the respondents lived in a surrounding community.

Summary

Respondents were asked about their favorite and least favorite aspects of both St. Johns and about key locations for downtown. The current parking situation and what should happen to FC Mason building are examples of some of the questions on the survey. The tables will show the results of questions posed to the entire City.

Methodology

All of the answers in the survey were open ended questions except for one. The answers to the questions all had to be read and coded based on themes and trends in the responses. Some categories were combined in the end to make the responses more comprehensive. For example, intersections were a category when talking about intersections. All intersections will be combined into one category so we can see the total number of respondents that complained about intersections opposed to seeing each intersection breakdown. Questions were allowed to be coded as multiple things. Because of this the percentages reflect the number of respondents that stated that as a response. For example, 50 percent of the residents said that restaurants would make downtown better however, 80 percent of residents could also say that business can make downtown better. The percentages do not add up to 100 but reflect the number of respondents that respondents in a certain way.



1. What do you do when you go to Downtown St. Johns? Do you shop? Dine? Play? Work? Tell us your favorite places!

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Don't go	3.29%	2.78%	11.11%	—
Library	7.04%	7.78%	—	12.50%
Live	0.94%	0.94%	—	—
Local Business	49.30%	48.89%	33.33%	62.50%
Local Events	3.29%	2.78%	—	—
Local Institutions	1.41%	1.67%	—	—
Local Restaurants	81.69%	85.00%	77.78%	87.50%
Play	4.23%	3.89%	—	—
Work	6.57%	6.67%	—	—
TOTAL	100%	100%	100%	100%

2. When you go downtown, where do you park? Do you have a “secret” spot? Do you prefer street parking or a parking lot? Or do you just try to get as close as possible to your destination?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
As close as possible	46.70%	47.78%	44.00%	12.50%
Illegally	0.47%	—	—	—
Large Lot	7.08%	7.78%	—	12.50%
Nowhere to park	6.60%	7.22%	—	12.50%
Plenty Parking	3.77%	4.44%	—	—
Street	38.21%	35.56%	55.56%	50%
Walk	3.77%	4.44%	—	—
US 27	0.47%	—	11.11%	—
Wherever a spot is open	7.55%	7.22%	—	25%
Park Downtown	—	0.47%	—	—
TOTAL	100%	100%	100%	100%

3. If your first of choice of downtown parking area is full, what do you do? Head home? Find a parking lot? Go a block over? Let us know your parking “Plan B”!

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
A block over	36.97%	37.99%	55.56%	37.50%
Behind Location	2.37%	2.23%	11.11%	—
Call 911	0.95%	1.12%	—	—
Find a place	14.69%	15.64%	11.11%	12.50%
Go Home	12.32%	12.29%	11.11%	—
Head to Lansing	0.47%	0.56%	—	—
Look Again	16.59%	16.20%	11.11%	12.50%
No Problem	3.32%	3.91%	—	—
Outside of Downtown	5.21%	3.35%	—	25%
Parking Lot	11.85%	11.17%	—	—
Side Street	—	12.29%	11.11%	—
Walk	—	6.70%	—	—
TOTAL	100%	100%	100%	100%

4. Enough about parking. Let's talk about our aspirations for St. Johns. If the FC Mason / Federal Mogul facility (the one at Mead and Lincoln Streets, north of Downtown) could become anything, what should it become? Should the building be kept and repurposed? Or should it be torn down and replaced by something else?

RESPONSES	OVERALL
Apartment	9.05%
Commercial	15.71%
Community Center	3.33%
Factory	4.29%
Farmers Market	1.43%
Government's Choice	10.48%
Housing	2.86%
Low Income Apartments	4.29%
Marijuana Facility	1.90%
Movie Theater	2.86%
Not Apartments	1.43%
Park	5.24%
Parking	5.24%
Repurpose	22.86%
Restaurant	8.10%
Super Market	4.76%
Torn Down	14.76%
Youth Center	6.67%
Other	5.23%
TOTAL	100%



5. When you walk, run, or bike along the Meijer CIS Trail (the one that runs through the center of town), what do you wish was along the trail that you don't see today? There are empty buildings and land—what should go in those locations?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Affordable Housing	1.47%	1.71%	—	—
Art	4.90%	5.71%	—	—
Benches	10.78%	12.00%	—	—
Bike Repair	5.29%	5.14%	—	—
Commercial	11.27%	12.57%	11.11%	—
Do not use trail	10.78%	11.43%	11.11%	—
Exercise Station	1.96%	2.29%	—	—
Extend Trail	2.45%	2.29%	—	—
Flowers	9.31%	9.71%	—	14.29%
Food Stands	3.43%	4.00%	—	—
Green Grass	1.96%	1.71%	—	—
History Stops	2.94%	2.86%	—	14.29%
Lighting	2.94%	2.86%	11.11%	14.29%
Not Sure	13.73%	14.29%	—	14.29%
Nothing	5.93%	5.14%	—	14.29%
Parks	5.39%	4.57%	33.33%	—
Refreshments	4.90%	4.57%	11.11%	—
Restrooms	15.20%	13.14%	33.33%	14.29%
Security	2.45%	2.29%	11.11%	—
Trees	8.33%	8.00%	—	—
Waste Baskets	3.43%	2.86%	—	—
Water Station	9.31%	9.14%	11.11%	—
Remove buildings	—	—	—	14.29%
Smooth the trail	—	—	11.11%	—
Other	12.26%	14.36%	—	—
TOTAL	100%	100%	100%	100%

6. Do you ride your bike around town? If so, where? Is there anywhere you avoid because it's too unsafe to be on a bike? What can St. Johns and Bingham Township do to make it safer and more fun to ride a bike?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Add Sidewalk to Walmart	1.96%	2.29%	—	—
Bike Lanes	7.35%	6.86%	20%	—
Do Not Bike Downtown	1.96%	4.00%	—	—
Downtown	4.41%	4.57%	—	—
Drivers Are Dangerous	3.43%	2.86%	10%	—
Fix Potholes	3.43%	3.43%	10%	—
Fix Sidewalks	4.90%	5.14%	—	—
M21	2.45%	2.86%	—	—
More Lighting	1.96%	2.29%	—	—
No	29.41%	28.00%	40%	66.67%
No Problem	4.41%	4.00%	—	16.67%
Not in Town	1.96%	1.71%	10%	—
Not Sure	7.84%	8.00%	10%	16.67%
Old 27	7.84%	8.00%	—	16.67%
On Side Streets	3.43%	3.43%	10%	—
On Trail	13.24%	14.29%	10%	—
Ride Everywhere	4.90%	5.71%	—	—
Signage	1.47%	1.71%	—	—
Streets are Dangerous	3.43%	2.86%	10%	—
Underpass Kids	1.47%	1.71%	—	—
Other	15.19%	23.42%	—	—
Police Presence	1.47%	—	—	—
No Destination	—	—	10%	—
TOTAL	100%	100%	100%	100%



7. Are you able to walk to destinations (parks, schools, businesses, etc) from your house? Which ones?

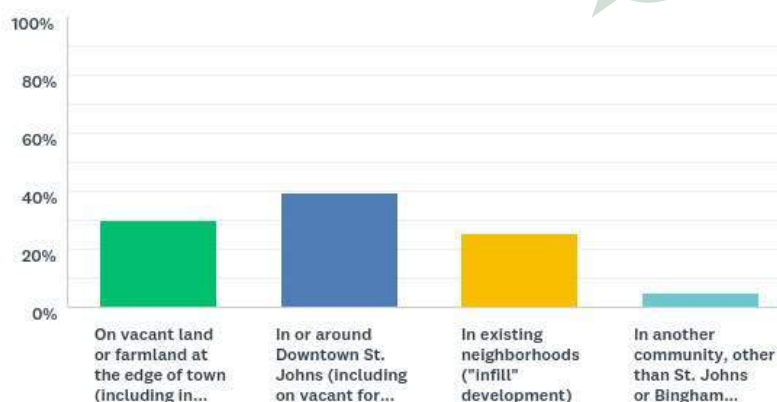
RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Anywhere	20.10%	20.11%	—	—
Bad Sidewalks	2.39%	2.79%	—	—
Commercial	7.18%	8.38%	—	—
Don't Walk	33.97%	30.17%	90%	83.33%
Downtown	22.49%	24.58%	—	—
Grocery Store	2.87%	3.35%	—	—
High School	4.31%	5.03%	—	—
Hospital	3.83%	4.47%	—	—
No Problem	2.39%	2.23%	—	16.67%
Too Far	6.70%	6.15%	10%	—
Old 27	3.35%	3.91%	—	—
Park	16.75%	18.44%	—	—
Restaurant	1.44%	1.68%	—	—
School	9.57%	10.61%	—	—
Other	5.26%	6.14%	—	—
No Sidewalk	—	—	10%	—
TOTAL	100%	100%	100%	100%

Community Survey

8. When you're driving your car, do you find any roadways or intersections in St. Johns or Bingham Township unsafe or otherwise frustrating? Which ones?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
INTERSECTION				
1 st most mentioned: Lansing Street and M21	14.49%	14.12%	20%	—
2 nd most mentioned: Scott and M21	8.21%	9.04%	10%	—
STREET				
1 st most mentioned: Business 27	13.53%	13.56%	10%	33.33% not defined
2 nd Most mentioned: Lansing Street	4.83%	5.08%	10%	—
4 Way stop	2.42%	2.26%	—	—
Add Left Turns	3.38%	3.95%	—	—
Add Traffic Light	6.76%	7.34%	—	—
Bad Conditions	11.11%	10.73%	10%	16.67%
Blocked View	4.83%	5.08%	—	—
Difficult Left turns	4.35%	4.52%	—	—
Potholes	—	—	—	16.67%
Poor Signage	—	—	—	16.67%
No Problem	—	—	—	50.00%
COMMERCIAL				
1st most mentioned: McDonald's	3.86%	4.52%	—	—
1st most mentioned: Post Office	—	—	10%	—
2nd Most mentioned: Kroger	3.86%	4.52%	—	—
No Problem	29.47%	28.25%	30%	—
Speed Limit	3.38%	3.39%	—	—
Surgis To Townsend	3.38%	3.95%	—	—
TOTAL	100%	100%	100%	100%

9. The new Glanbia Nutritionals facility on the north side of town is expected to employ around 300 people. This may generate a need for new housing. Where should that housing be built?



10. Bingham Township is a largely rural community. But development is likely to occur. If development occurs in Bingham, where would you want to see it? Is your answer different for residential development vs commercial or industrial? Is there anywhere the development absolutely should NOT go?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Along Business 27	6.59%	5.63%	—	16.67%
Along M21	3.30%	3.75%	—	—
By Freeway Exits	3.30%	3.75%	—	—
Commercial	8.24%	6.88%	33%	16.67%
Downtown	4.40%	4.38%	—	—
East of Town	2.75%	2.50%	—	16.67%
Industrial Stays the Same	2.20%	2.50%	—	—
No	9.34%	10.00%	11.11%	—
No Comment	31.32%	31.88%	22.22%	50%
North of Town	7.69%	7.50%	11.11%	16.67%
Not By Parks	2.75%	3.13%	—	—
Not By Residential	2.75%	2.50%	—	—
Not Farmland	7.14%	5.63%	11.11%	16.67%
Not In Downtown	2.20%	2.50%	—	—
Outskirts	1.65%	1.25%	—	16.67%
Reuse Building Commercial	8.24%	9.38%	—	—
Reuse Building Residential	6.04%	6.88%	—	—
Southside	3.85%	3.75%	11.11%	—
Stay the same	2.20%	2.50%	—	—
Within City Limits	6.59%	5.63%	—	—
Other	6.18%	9.37%	—	—
Residential	—	—	11.11%	—
TOTAL	100%	100%	100%	100%

Community Survey

11. How can we get travelers to stop in St. Johns to patronize local businesses?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Better Advertisement	27.04%	26.90%	30%	25%
Better Downtown	16.84%	16.96%	20%	12.50%
Better Gateway	13.27%	12.87%	20%	25%
Better Restaurants	8.67%	7.60%	10%	25%
Diverse Commercial	40.82%	40.94%	50%	37.50%
Gap Development	2.04%	2.34%	—	—
Keep Good Conditions	3.06%	3.51%	—	—
Lower Rents	2.55%	2.92%	—	—
Marijuana Dispensaries	1.53%	1.75%	—	—
More Community Events	10.20%	9.94%	20%	12.50%
More Family Events	8.16%	8.77%	10%	—
More Hotels	3.06%	2.92%	10%	—
More Parking	6.12%	5.85%	—	—
Not Sure	5.10%	4.68%	10%	12.50%
Other	4.08%	4.67%	—	—
TOTAL	100%	100%	100%	100%

12. Finally, what is one thing you would improve about greater St. Johns if you could? Or is it perfect already?

RESPONSES	OVERALL	CITY OF ST JOHNS RESIDENTS	BINGHAM TOWNSHIP RESIDENTS	OUTSIDE RESIDENTS
Affordable Housing	2.06%	1.76%	1.76%	12.50%
Better Parking	5.67%	5.88%	5.88%	—
Better Services	15.46%	17.65%	17.65%	—
Clean Up abandon Areas	4.12%	4.12%	4.12%	—
Diversity	3.09%	2.35%	2.35%	12.50%
Fix Roads	8.76%	8.82%	8.82%	—
Fuller Commercial	28.35%	27.65%	27.65%	50.00%
It is perfect	4.64%	4.71%	4.71%	—
Lower Taxes	2.58%	2.94%	2.94%	—
More Activities for Kids	10.82%	10.00%	10.00%	—
More Community Events	6.70%	5.88%	5.88%	12.50%
More Restaurants	5.67%	5.29%	5.29%	12.50%
Not Sure	10.31%	11.18%	11.18%	12.50%
Safer Roads to schools	1.55%	1.76%	1.76%	—
TOTAL	100%	100%	100%	100%

Please tell us (generally) where you live. The nearest intersection is all we're looking for.

The breakdown on responses was 91% of the responses were clearly from St. Johns. 5% of the responses came from Bingham Township and 4% came from other municipalities. The low response from residents living outside of St. Johns could lead to higher percentages in their categories, but some questions about walkability accurately represent City residents and people who do not live in St. Johns. One would expect that more people walk in St. Johns than outside residents because living in St. Johns would mean the resident is closer to amenities. Compared to living outside of the community and being further away from St. Johns assets. This was accurately represented in the survey. However, the responses for Bingham Township residents and other communities was low.

QUESTION 13 OVERALL RESPONSES	
St. Johns	90.95%
Bingham Township	5.03%
Other	4.02%

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