



ST. JOHNS

Master Plan

ADOPTED NOVEMBER 23, 2020



Acknowledgments

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Table of Contents

| | |
|--|-----------|
| 01. Introduction | 2 |
| Master Plan Principles | 5 |
| Recent Accomplishments | 5 |
| Key Findings | 7 |
| 02. Action Plan | 8 |
| Action Plan | 10 |
| Zoning Plan | 15 |
| Community Character Areas → Zoning Districts..... | 16 |
| Clinton County Zoning Plan | 16 |
| Recommended Changes to the Zoning Ordinance..... | 18 |
| 03. Goals and Objectives | 20 |
| Land Use – Development and Redevelopment | 22 |
| Neighborhoods | 24 |
| Transportation | 26 |
| Parks and Recreation | 28 |
| Public Facilities | 29 |
| Sustainability and Environmental Preservation..... | 30 |
| Joint Planning..... | 31 |
| 04. Redevelopment and Community Character | 32 |
| Community Character Districts | 35 |
| Community Character Plan | 35 |
| Community Character Districts and Zoning..... | 35 |
| Joint Planning Areas | 40 |
| Greater Downtown Redevelopment Plan | 58 |
| 05. Placemaking and Marketing | 66 |
| Marketing Case Studies..... | 72 |
| Marketing Plan – Where Up North Begins..... | 76 |
| City / Township Area Attractions | 77 |
| City Events | 79 |
| Marketing Strategies..... | 80 |
| Tourism Plan..... | 81 |
| Branding Themes | 83 |
| Commercial Districts Beautification..... | 84 |
| Parks and Recreation Promotion Plan | 85 |

| | |
|--|------------|
| 06. Mobility Plan | 86 |
| Automobile Transportation | 89 |
| Non-Motorized Transportation and Complete Streets..... | 89 |
| Bicycle Parking..... | 93 |
| 07. Supporting Analysis: Existing Land Use | 94 |
| Single Family Residential..... | 98 |
| Suburban Residential..... | 98 |
| Multi-Family Residential | 98 |
| Mobile Home Park | 99 |
| Commercial / Office..... | 99 |
| Industrial | 99 |
| Institutions | 99 |
| Parks and Recreation | 99 |
| Agriculture and Vacant Land..... | 99 |
| Downtown..... | 99 |
| 08. Supporting Analysis: Demographics | 100 |
| Population..... | 102 |
| Age | 103 |
| Racial Composition | 104 |
| Education..... | 105 |
| Economics..... | 105 |
| Retail Gap Analysis..... | 108 |
| Housing..... | 110 |
| Summary | 113 |
| 09. Supporting Analysis: Community Development and Facilities | 114 |
| Municipal Offices..... | 117 |
| Fire Protection | 117 |
| Police Protection | 117 |
| Libraries | 117 |
| St. Johns Post Office | 117 |
| St. Johns Schools | 117 |
| St. Johns Parks..... | 118 |
| Natural Features..... | 118 |
| Flood Plain | 118 |
| Farm Land..... | 118 |
| Transportation | 118 |
| 10. Supporting Analysis: Public Input | 120 |
| Community Survey Respondents | 122 |
| Summary | 122 |
| Methodology | 122 |

LIST OF TABLES

Table 1: Population 102

Table 2: Gender Breakdown by Age Structure, 2016 103

Table 3: Racial Composition, 2016..... 104

Table 4: Educational Attainment, 2016..... 105

Table 5: Median Household Income..... 105

Table 6: Occupational Sectors, 2016 107

Table 7: Commute Destinations..... 107

Table 8: Retail Gap Analysis 108

Table 9: Number of Households..... 110

Table 10: Average Household Size 111

Table 11: Housing Type, 2016..... 111

Table 12: Housing Tenure, 2016 111

Table 13: Housing Composition, 2016..... 112

LIST OF FIGURES

Figure 1: DDA / PSD Parking Inventory Map..... 61

Figure 2: Concept for Redevelopment of Silos and Nearby Surroundings 63

Figure 3: Concept for Redevelopment in the Meijer Trail Area 65

Figure 4: Regional Location 76

Figure 5: Population Change Over Time 102

Figure 6: Median Age, 2016..... 103

Figure 7: Age Structure, 2016 104

Figure 8: Growth in Median Income Since 2000 106

Figure 9: Change in Median Home Value..... 106

Figure 10: Change in Number of Households 110

Figure 11: Household Composition, 2016 112

Figure 12: Household Composition Comparison, 2016 112

LIST OF MAPS

Map 1: Community Character 36

Map 2: North Joint Planning Area..... 37

Map 3: South Joint Planning Area..... 38

Map 4: West Joint Planning Area 39

Map 5: Proposed Urban Services Boundary..... 43

Map 6: Non-Motorized Network 90

Map 7: Street Character and Green Treatments 92

Map 8: Clinton Transit 93

Map 9: Existing Land Use..... 97

Map 10: Retail Gap Analysis Trade Areas 109

01.

Introduction





Alaby & Brewbaker
INSURANCE



2 HOUR
STREET
PARKING



100
100
102
102
104
104



Welcome to
Downtown St. Johns
Mint City USA

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.

Welcome to
Downtown St. Johns
Mint City USA



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 façade 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 | | RESPONSIBILITY (ABBREVIATION) | |
|------------------------|-----------------|-------------------------------|--|
| PRIORITY | A | Most Important | BO Business Owners |
| | B | Very Important | BT Bingham Township |
| | C | Important | CATA Capital Area Transit Authority |
| TIMEFRAME | 1 | Within One Year | CLC Clinton County |
| | 2 | 1-3 years | CC City Commission |
| | 3 | 3+ years | CCRC Clinton County Road Commission |
| RESPONSIBILITY (COLOR) | Project Lead | | CM Community Members |
| | Key Participant | | CS City Staff |
| | Contributor | | 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 at the Federal Mogul / FC Mason site and 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 creating 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 | ● | ● | |
| Preserve the silos and find a new use for them and their surroundings, which preserve them as a community landmark. | 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 | CM Community Members | MT Meijer Trail |
| BT Bingham Township | CS City Staff | PC Planning Commission |
| CATA Capital Area Transit Authority | CSJ City of St. Johns | PO Property Owners |
| CLC Clinton County | DDA Downtown Development Authority | SM State of Michigan |
| CC City Commission | DEV Developers | TCRPC Tri-County Regional Planning Commission |
| CCRC Clinton County Road Commission | MDOT Michigan Department of Transportation | |

| 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 | ● | ● | |

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

| 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 | ● | ● | ● |

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

| 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 |
| Traditional Walkable Residential | R-2 Medium 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 R-1 R-2 | Rural Residential Single Family Residential ² Single Family Residential ^{1, 2} |
| Multiple Family Residential | MF MH | Multiple Family Residential ^{1, 2} Manufactured Housing Community ² |
| Gateway Commercial | C-1 C-2 C-3 | Local Commercial ² General Commercial ² Highway Service Commercial ² |
| Commercial / Industrial | C-2 C-3 RO I-1 I-2 | General Commercial ² Highway Service Commercial ² Research / Office ² Light Industrial ² General Industrial ² |
| Industrial | RO I-1 I-2 | Research / Office ² Light Industrial ² General Industrial ² |
| Rural Estate | RR A-3 | Rural Residential Agricultural / Residential Transition |
| Agriculture-Energy | A-1 A-2 A-3 MR | Agricultural and Open Space Preservation General Agriculture Agricultural / Residential Transition Mineral Extraction ³ |
| Agriculture-Energy / Industrial | A-1 A-2 A-3 MR RO I-1 I-2 | Agricultural and Open Space Preservation General Agriculture Agricultural / Residential Transition Mineral Extraction ³ Research / Office ² Light Industrial 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.
2. 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.
3. 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 | | | ● | | |
| Revise the CBD District to be consistent with the vision for the Core Downtown 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





110

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 #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: #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 #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

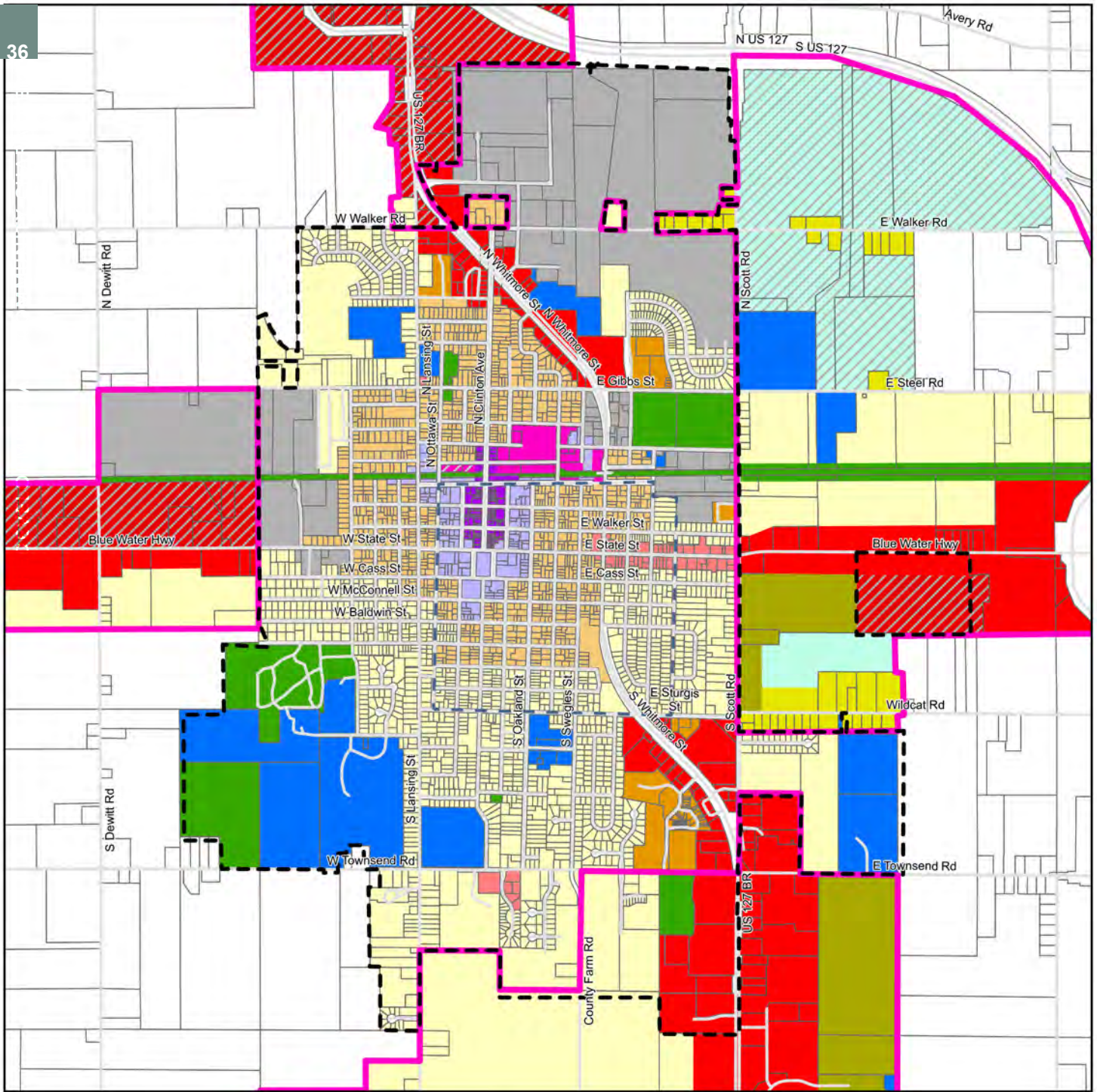
The Community Character Plan serves as a guide for how the community envisions itself in the next 10 to 15 years. It is based on an analysis of land uses issues in the City, existing land use, demographics, housing conditions, retail market potential, housing market potential, community infrastructure, 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.



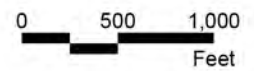
Future Land Use

City of St. Johns, Michigan

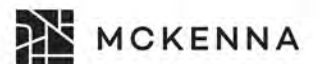
May 1, 2020

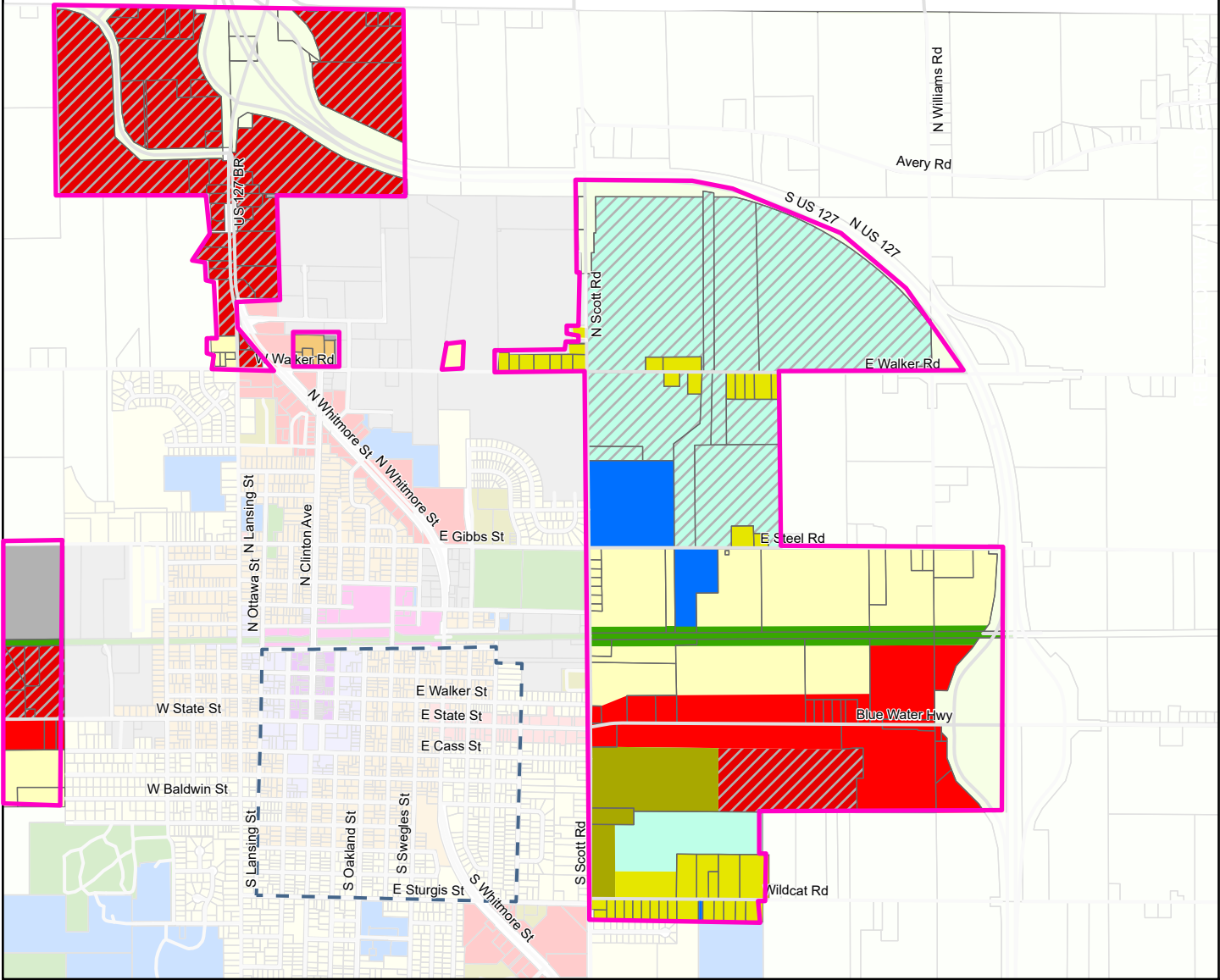
LEGEND

- City Boundary
- Old Village Overlay
- Joint Planning Areas
- Citywide Community Character Districts**
- Parks, Open Space, and Greenways
- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- 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 Center for Geographic Information, v. 17a. Data Source: City of St. Johns 2020. McKenna 2020.





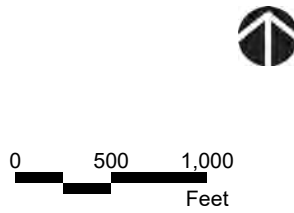
North Joint Planning Area

City of St. Johns, Michigan

May 1, 2020

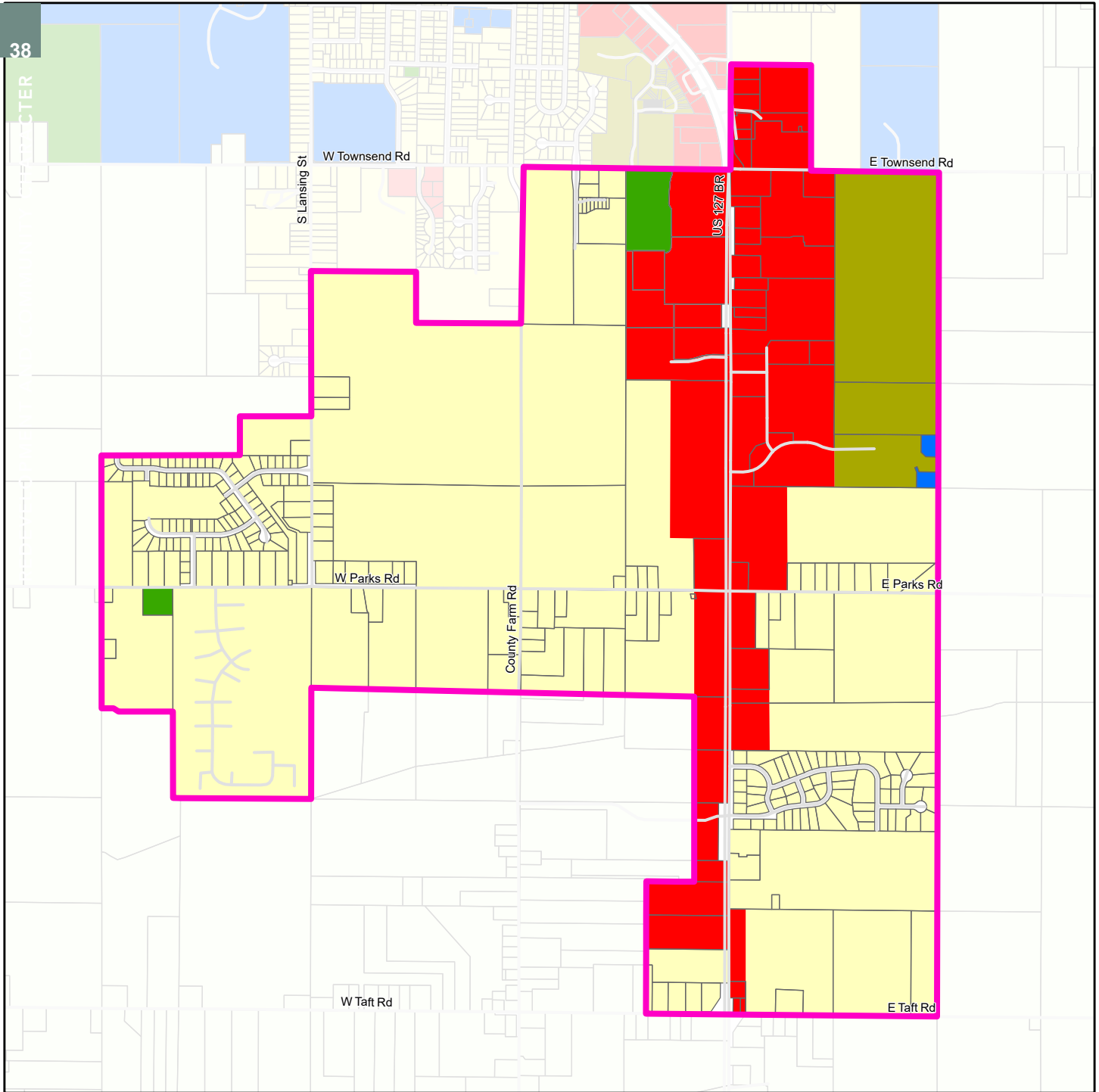
LEGEND

- Joint Planning Areas
- Old Village Overlay
- JPA Community Character Districts
- Parks, Open Space, and Greenways
- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- Public / Institutional
- Core Downtown
- Downtown Edge / Mixed Use
- Flexible Redevelopment
- Community Commercial
- Gateway Commercial
- Commercial / Industrial
- Industrial
- Agriculture-Energy/Industrial
- Agriculture-Energy
- JPA_Shade



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: City of St. Johns 2020. McKenna 2020.





South Joint Planning Area

City of St. Johns, Michigan

May 1, 2020

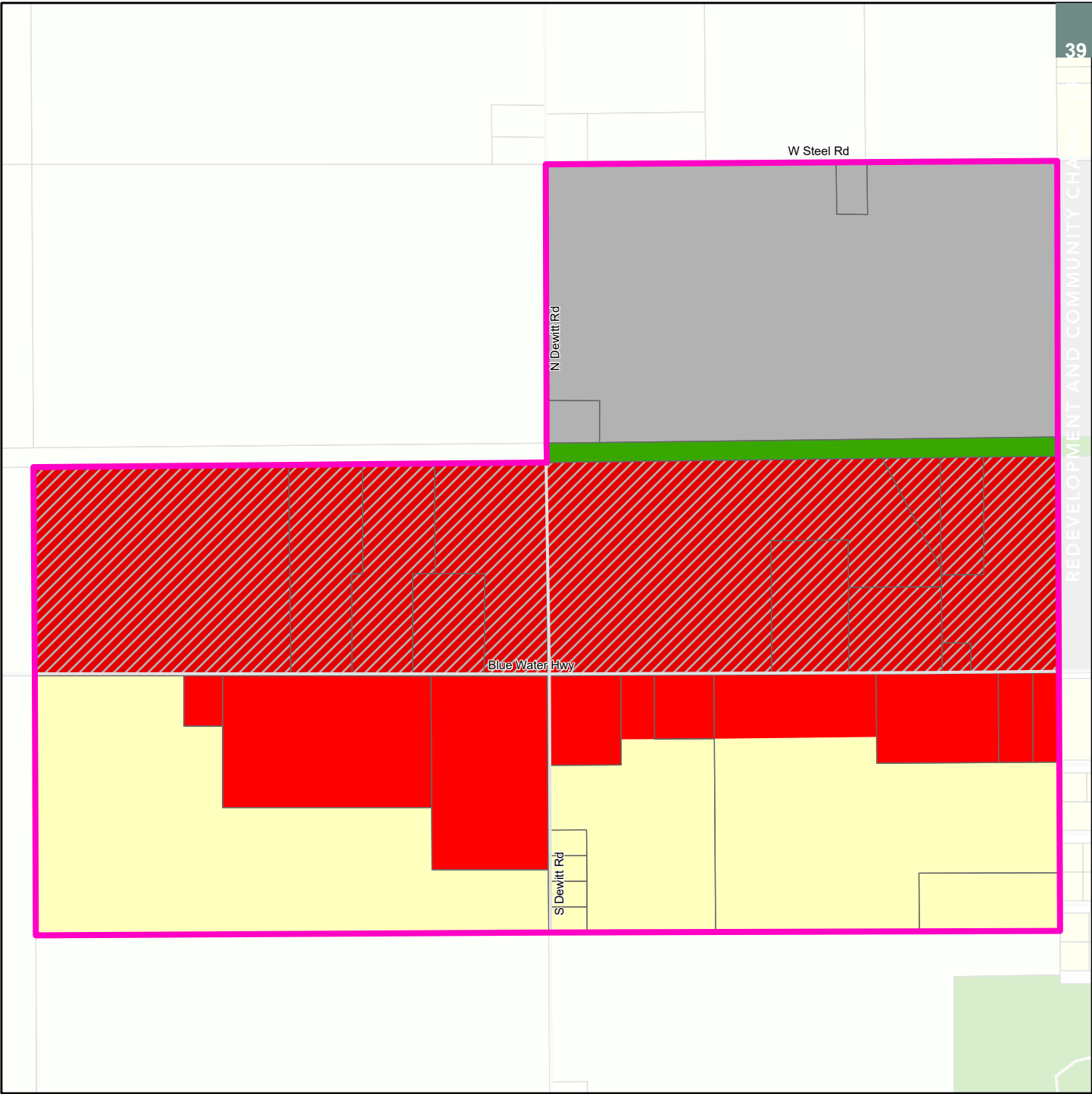
LEGEND

- Old Village Overlay
- Joint Planning Areas
- Parks, Open Space, and Greenways
- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- 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 Center for Geographic Information, v. 17a. Data Source: City of St. Johns 2020. McKenna 2020.





West Joint Planning Area

City of St. Johns, Michigan

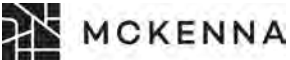
May 1, 2020

LEGEND

- Old Village Overlay
- Joint Planning Areas
- Parks, Open Space, and Greenways
- Rural Estate
- Modern Spacious Residential
- Traditional Walkable Residential
- Multiple Family Residential
- 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 Center for Geographic Information, v. 17a. Data Source: City of St. Johns 2020. McKenna 2020.





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.

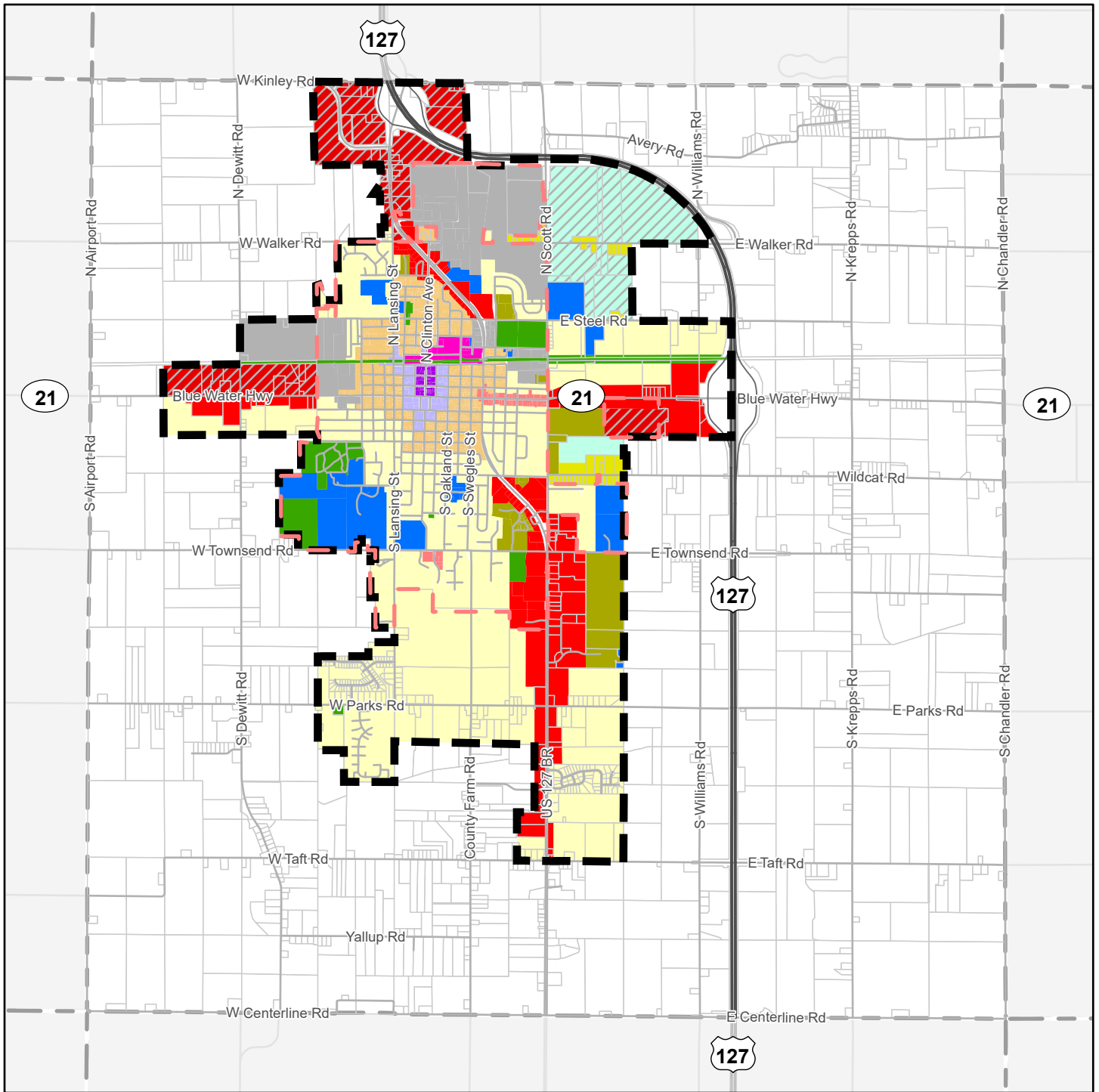
OLD 127 COMMERCIAL – “LEAPFROG” DEVELOPMENT PROHIBITION

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.













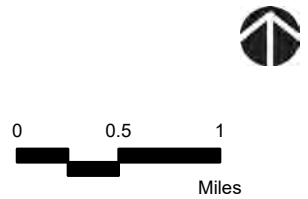
Proposed Urban Services Boundary

City of St. Johns, Michigan

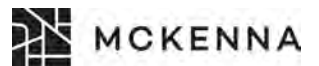
May 1, 2020

LEGEND

-  St. Johns Boundary
-  Urban Services Boundary
-  Clinton County Planning & Zoning Parcels
-  Parks, Open Space, and Greenways
-  Modern Spacious Residential
-  Traditional Walkable Residential
-  Multiple Family Residential
-  Public / Institutional
-  Core Downtown
-  Downtown Edge
-  Flexible Redevelopment
-  Community Commercial
-  Gateway Commercial
-  Industrial



SOURCES Basemap
 Source: Michigan Center for Geographic Information, Version 17a. Data Source: City of St Johns 2020. McKenna 2020.



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

MASTER
Adopted

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





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.

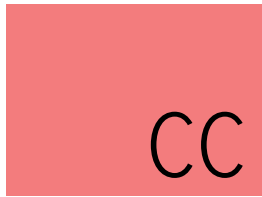
CURRENT CHARACTER



MASTER
Adopted

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





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



MASTER
Adopted

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.

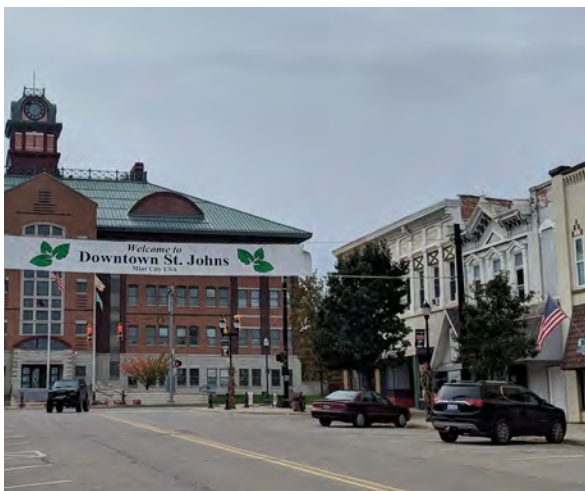
Building Location. New buildings or infill development should be built to the sidewalk.

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





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-motorize 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



MASTER
Adopted

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



MASTER Adopted

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



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

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.

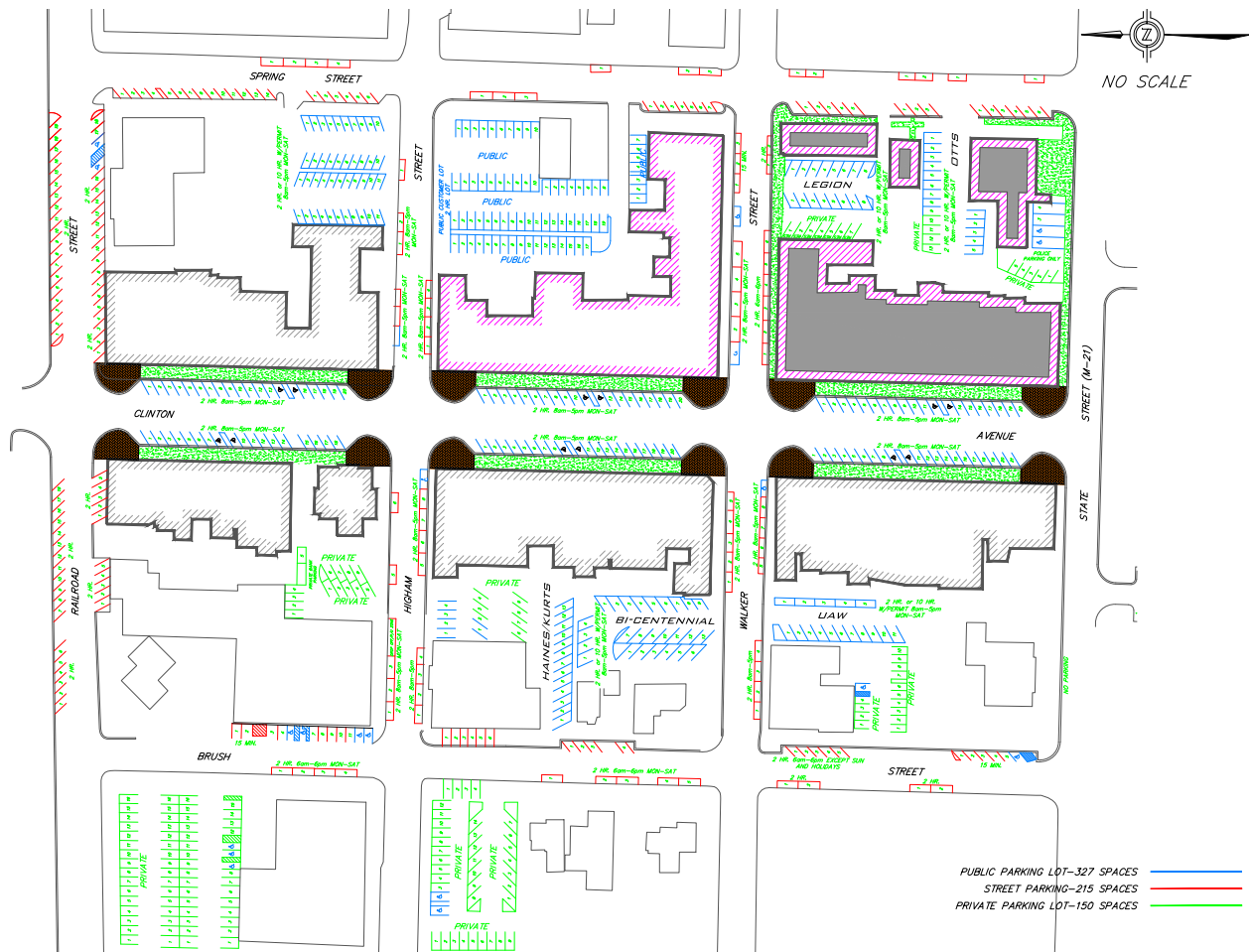


BUSINESS RETENTION AND RECRUITMENT

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.

Figure 1: DDA / PSD Parking Inventory Map



PARKING

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.



REDEVELOPMENT - SILOS AND NEARBY SURROUNDINGS

While the historic core of Clinton Avenue should be preserved, there are numerous opportunities for redevelopment in Downtown St. Johns. Redevelopment projects can be a variety of uses, including retail, office, artisan maker spaces, multi-family residential, and missing middle residential types, or could be mixed use buildings incorporating some or all of those uses.



Figure 2: Concept for Redevelopment of Silos and Nearby Surroundings



REDEVELOPMENT - MEIJER TRAIL AREA

The Meijer Trail area, which includes some vacant land and buildings, as well as some active businesses, is a prime candidate for redevelopment. The Trail and proximity to downtown amenities make the area very attractive for housing. The vacant FC Mason factory could also be included in a development, either through a re-use of the building, or through demolition of the building and re-introduction of the street grid.

Other opportunities for redevelopment include:

- » The parking lot at the southwest corner of Higham and Brush.
- » The vacant land at Oakland and Higham.
- » The UAW Building, if the UAW moves out.
- » Several older downtown buildings, which could be rejuvenated and brought back to their former glory.



Figure 3: Concept for Redevelopment in the Meijer Trail Area

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 marijuana, 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 – Where Up North Begins

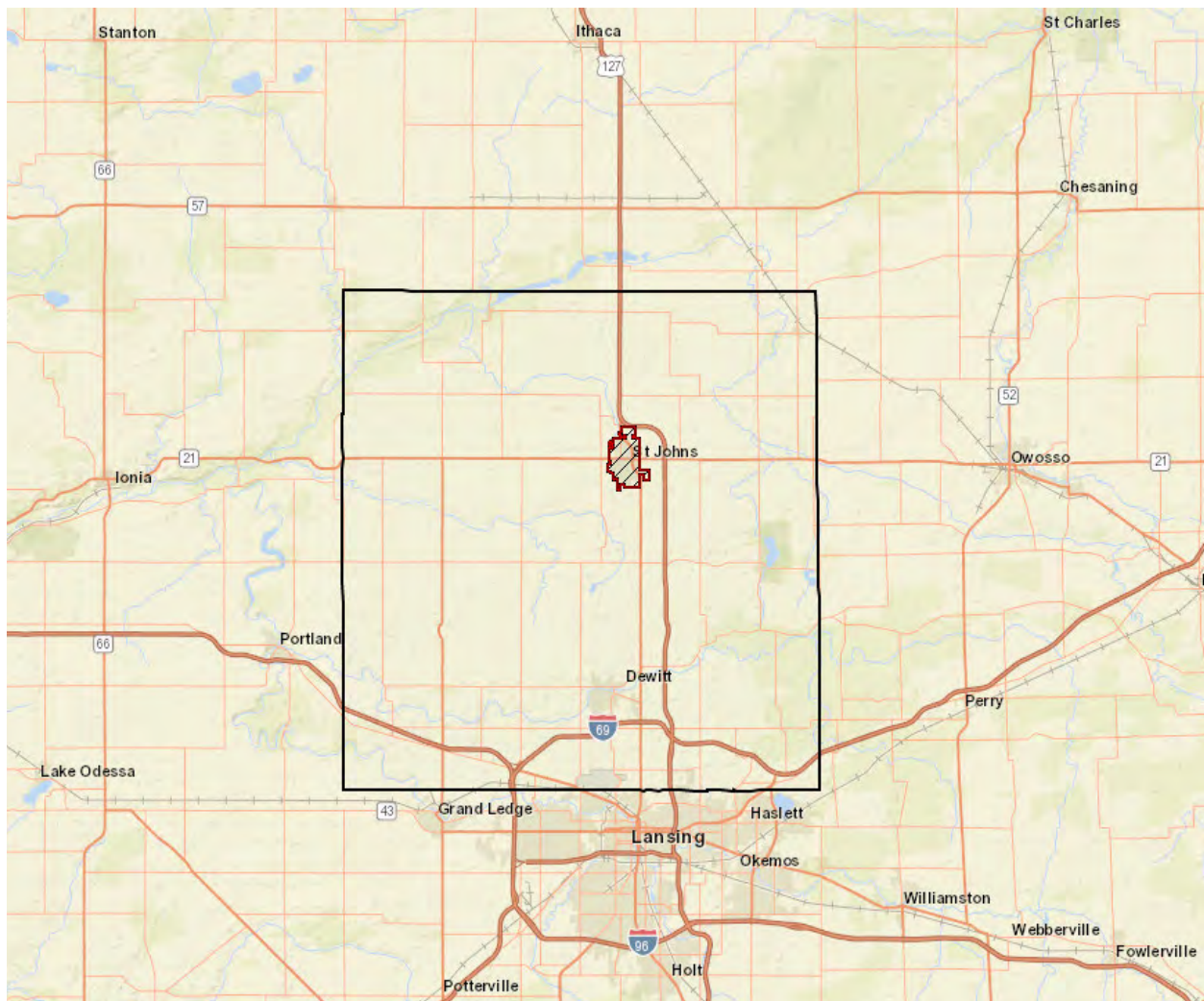
REGIONAL CONNECTIONS

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 4: 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.

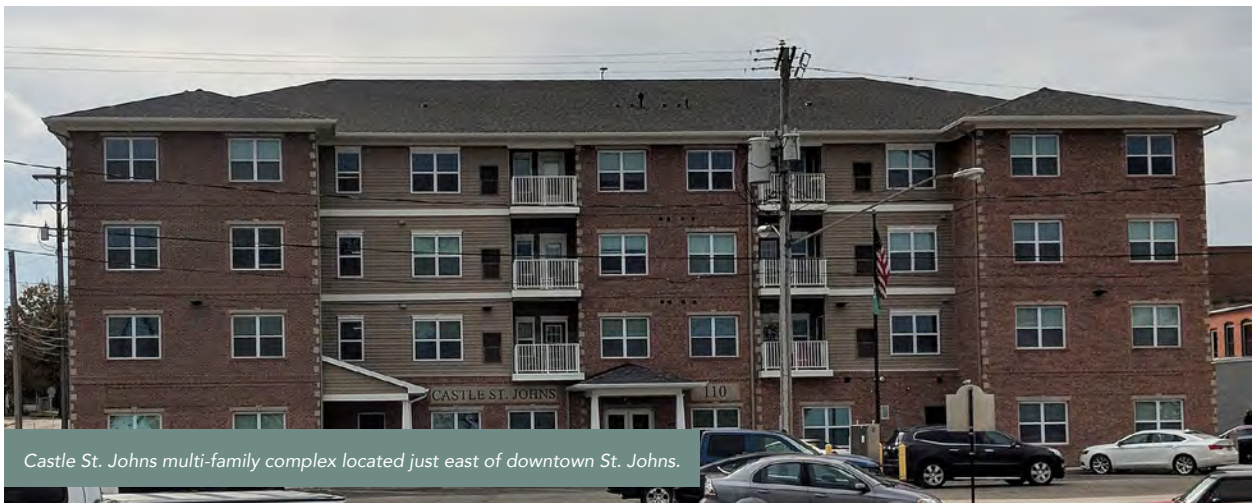
RESIDENTIAL ATTRACTIONS

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.sjlighfest.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 PSDUSA, 130 E. State, PO Box 477 - St. Johns, MI 48879 (989-227-5717) www.DowntownStJohns.org</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 dredman@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

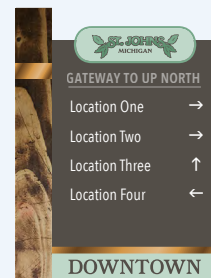
Draw Old 127 traffic to the downtown with the sign that says “Take a shortcut through time and visit historic downtown St. Johns”.

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.

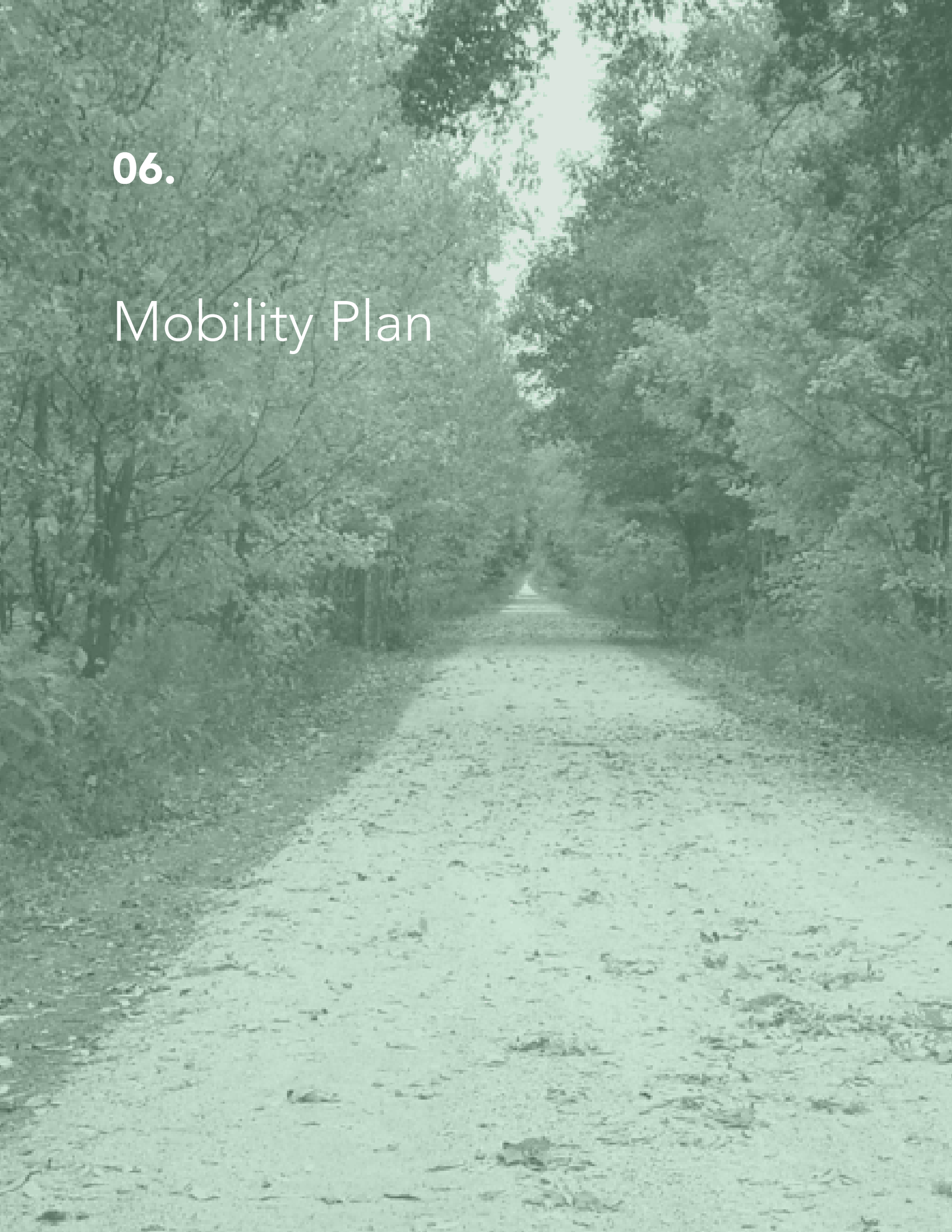
The following strategies are presented in an effort to encourage promotion and better utilization of the City's park spaces.

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.



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.



Automobile Transportation

OLD 127 SAFETY AND ACCESSIBILITY

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:

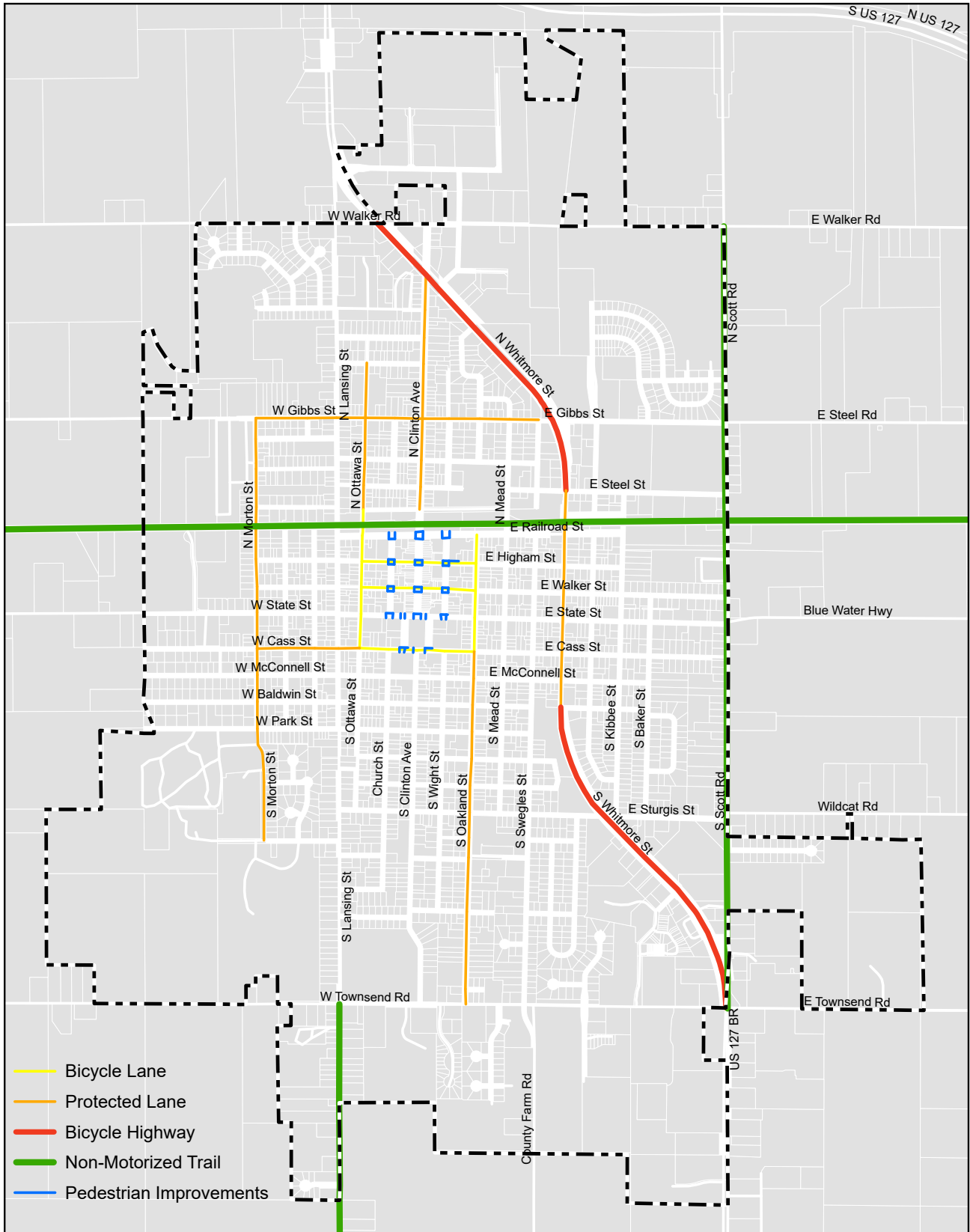
- » Create a zoning district that reflects the new Gateway Corridor Community Character District and implement a front yard setback that brings buildings closer to Old 127 for a more enclosed feeling.
- » Construct a sidewalk and plant trees along Old 127 to create visual interest and a feeling of enclosure.
- » Develop a bicycle highway within Old 127 that is physically protected from vehicle traffic.

Non-Motorized Transportation and Complete Streets

“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 build a robust non-motorized transportation network in the near future, providing connections to the Fred Meijer Clinton-Ionia-Shiawassee Trail which extends 41.4 miles between Ionia to the west and Owosso to the east. Map 2 depicts the future non-motorized network in the City.

Map 6: Non-Motorized Network



PATHWAYS AND TRAILS

Non-motorized infrastructure should connect users to key destinations and corridors in a safe manner. Providing shared use paths and bicycle lanes where deemed appropriate can encourage users of all types and abilities to take advantage of the network. The following infrastructure priorities have been identified for the mobility plan:

- » Incorporate bicycle lanes connecting to downtown, specifically on the less busy streets parallel to N. Clinton Avenue (Ottawa Street and Oakland Street) as well as the streets that intersect with N. Clinton Avenue (Higham Street and Walker Street).
- » Install protected bicycle lanes on N. Clinton Avenue, north of the Meijer Trail up to Old 127.
- » Provide safe bicycle lane connections or shared use paths to destinations such as St. Johns Park, the Wilson Center, St. Johns High School, Gateway North Elementary School, Senior Citizen Park, Jaycee Park, and Sparrow Clinton Hospital.

SIDEWALKS

Some neighborhoods are not currently connected to the City's sidewalk network, creating a difficult walking environment. Old 127 does not have sidewalks, limiting its accessibility as a major corridor. Priorities for St. Johns should be filling in the gaps in the existing sidewalk network, connecting sidewalks to downtown and to other destinations, and requiring sidewalk improvements as part of new development or redevelopment. Priority projects include the following:

- » Complete the existing sidewalk network, especially on Old 127, Sturgis, Lincoln, and Mead Streets to provide more connections in and around downtown.
- » Sidewalks should continue to be installed as new neighborhoods are constructed to add to the extensive sidewalk network already in place.
- » Sidewalk connections to the school campus areas, particularly the middle school, are highly encouraged to promote safe routes to school and as part of encouraging more walking activity.

STREET CHARACTER AND GREEN TREATMENTS

The streets leading into Downtown St. Johns should be designed to feel comfortable and welcoming for all users. Consistent landscape and streetscape elements should be utilized to create a cohesive and aesthetically interesting design. The following strategies can create a distinct street character, indicating to people that they are entering a walkable and compact place while improving the environmental quality:

- » Street furniture should be strategically designed on N. Clinton Avenue and its intersecting streets:
 - Benches should be located in shaded and sunny areas and face a view that is worth looking at.
 - Bicycle parking should be adequately lit, evenly spaced, and easily accessible from all sides.
 - Lighting should be at the pedestrian scale, not to primarily light the road or cast broad shadows.
 - Signage should be consistent, clear, and well-located.
 - Trash receptacles should be easy to find, evenly spaced, and intentionally incorporated as part of the street furniture.
 - Landscaping should be featured on all streets, including street trees, ornamental trees, and landscaped beds with low-maintenance plantings. Benches should be located near landscaped areas.
- » Green treatments:
 - Plant shade trees along streets and in public spaces wherever possible.
 - Reconstruct and expand the bulb-outs at the four main intersections along N. Clinton Avenue to increase pedestrian space, trees, and landscaping, effectively improving the street character and shortening the length of the crosswalks to create a safer and more comfortable pedestrian environment.
 - Implement a cohesive landscape design along E. State Street to create a natural barrier that would help protect the historic buildings closest to E. State Street from the long-term damage that comes from the vibrations of the heavy truck traffic.

The key intersections on Map 3 are the primary focus areas for traffic calming and green nodes. The two bounding intersections of downtown, where N. Clinton Avenue crosses W. Railroad Street and where it crosses E. State Street, should have intentional pedestrian-oriented designs to draw people into downtown.

Map 7: Street Character and Green Treatments

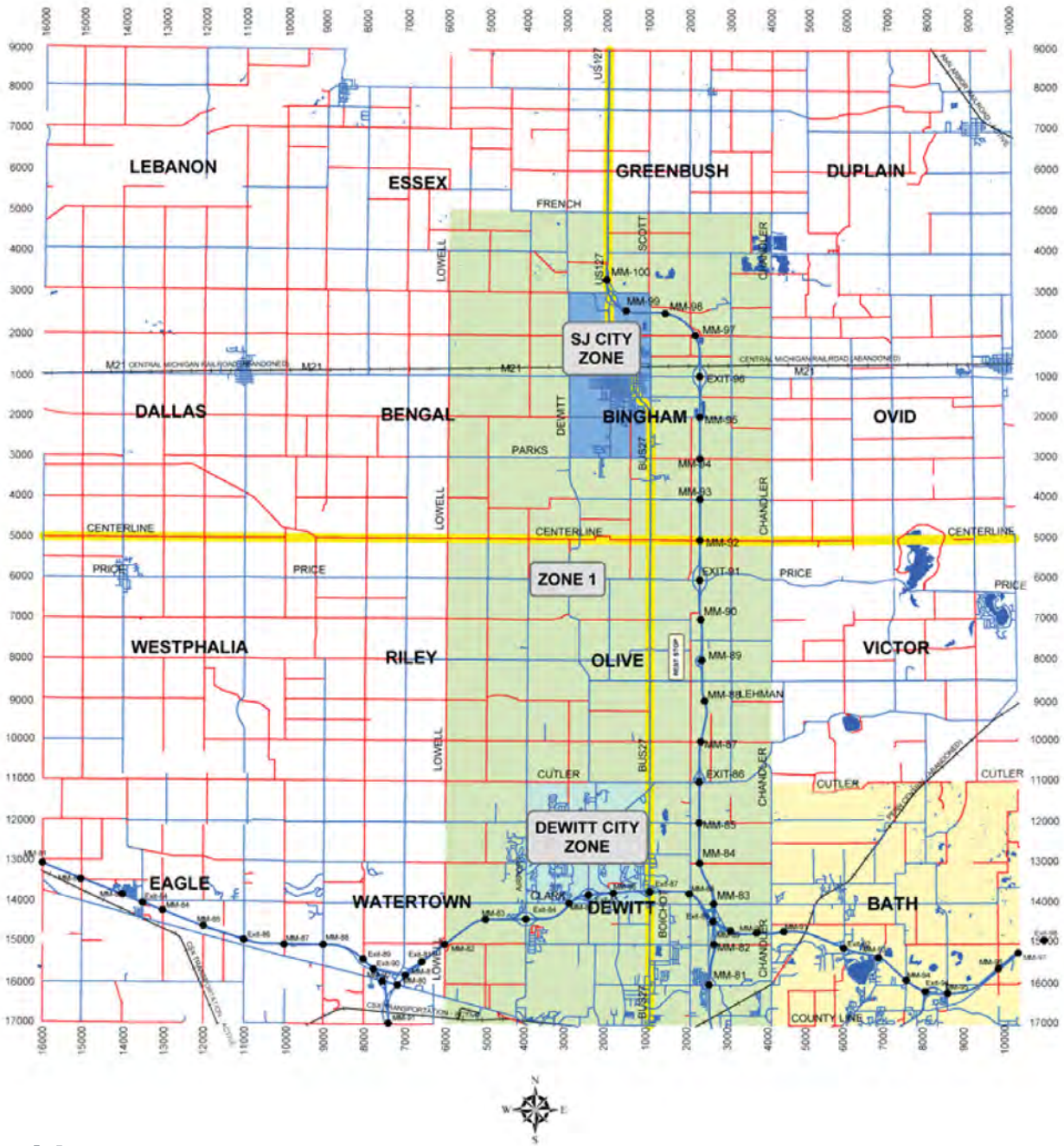


Bicycle Parking

Downtown has several bikeable destinations and will also be a main point of interest on the Meijer Trail, so it is a primary location for bike parking. There are currently several bicycle parking locations on N. Clinton Avenue between the Meijer Trail and State Street. The mobility plan envisions a City-wide non-motorized network with the following goals:

- » Ensure there is bicycle parking at key locations around St. Johns such as the Wilson Center, schools, parks, and activity nodes within the Neighborhood Center Commercial areas.
- » Develop trailheads with bicycle parking and amenities like water fountains and repair stations at key intersections of trails and pathways with other points of interest.

Map 8: Clinton Transit



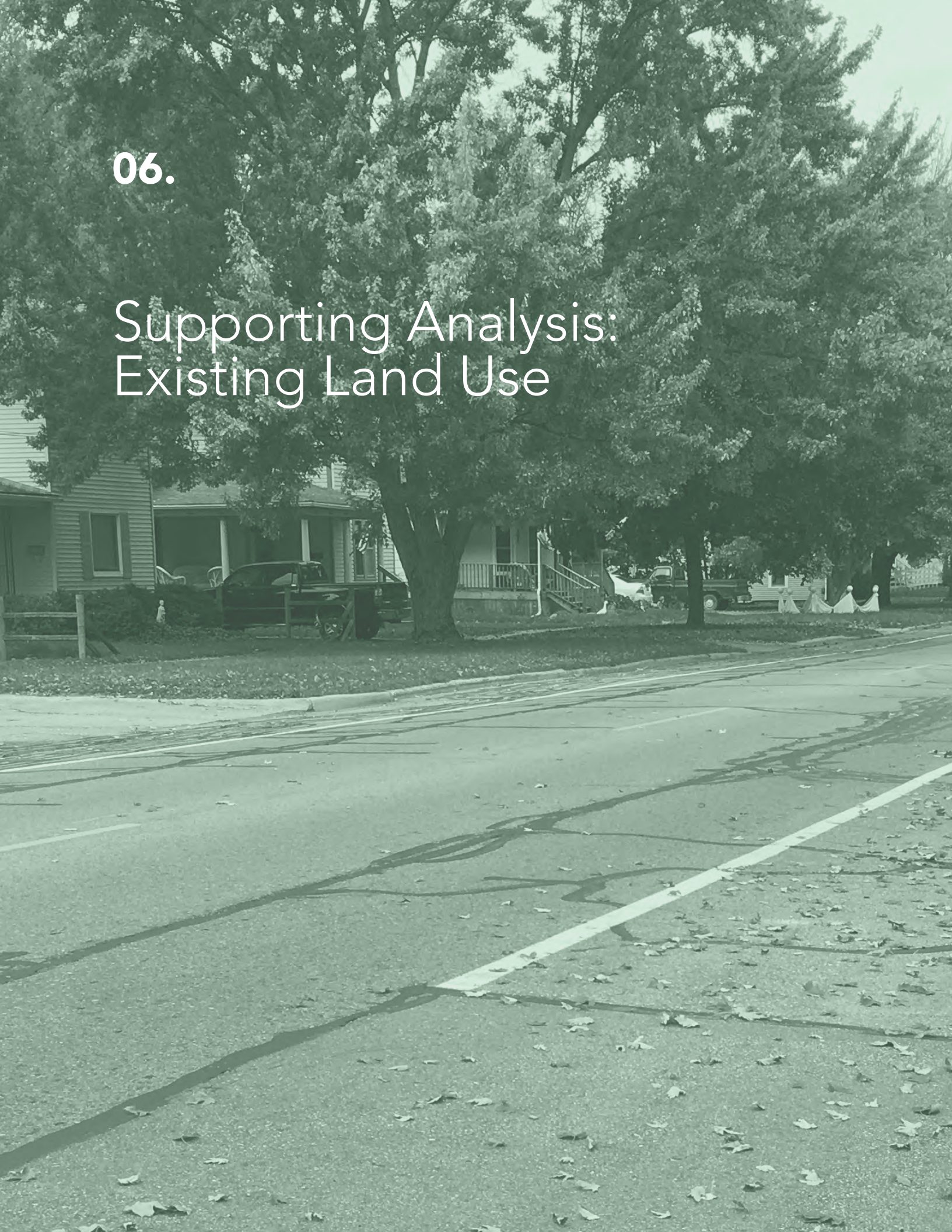
Public Transit

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.

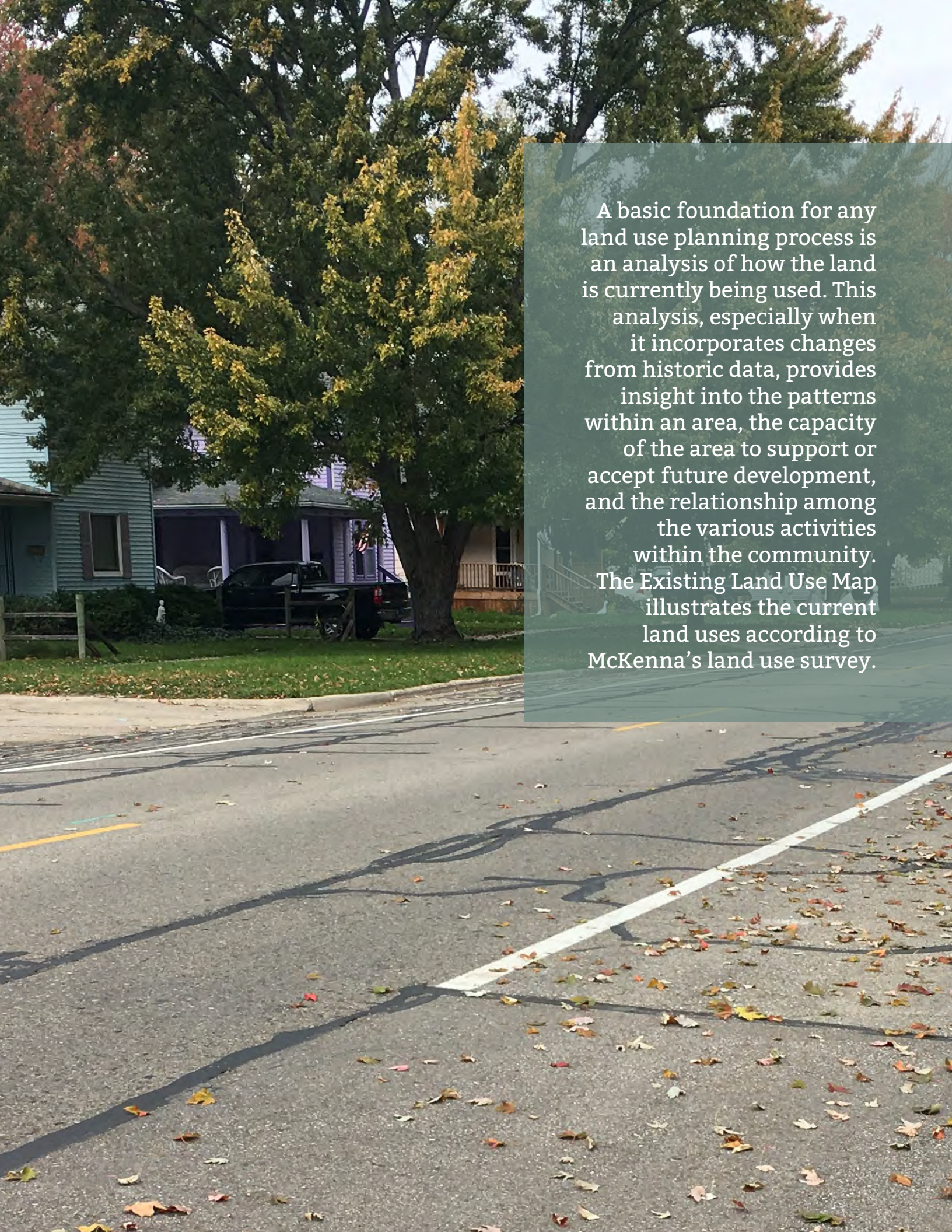
There are no fixed route services serving St. Johns. The City will work with Clinton Transit to evaluate service and ridership on an ongoing basis, and to evaluate the need for fixed-route service, including commuter service to Lansing and East Lansing, in the future.

06.

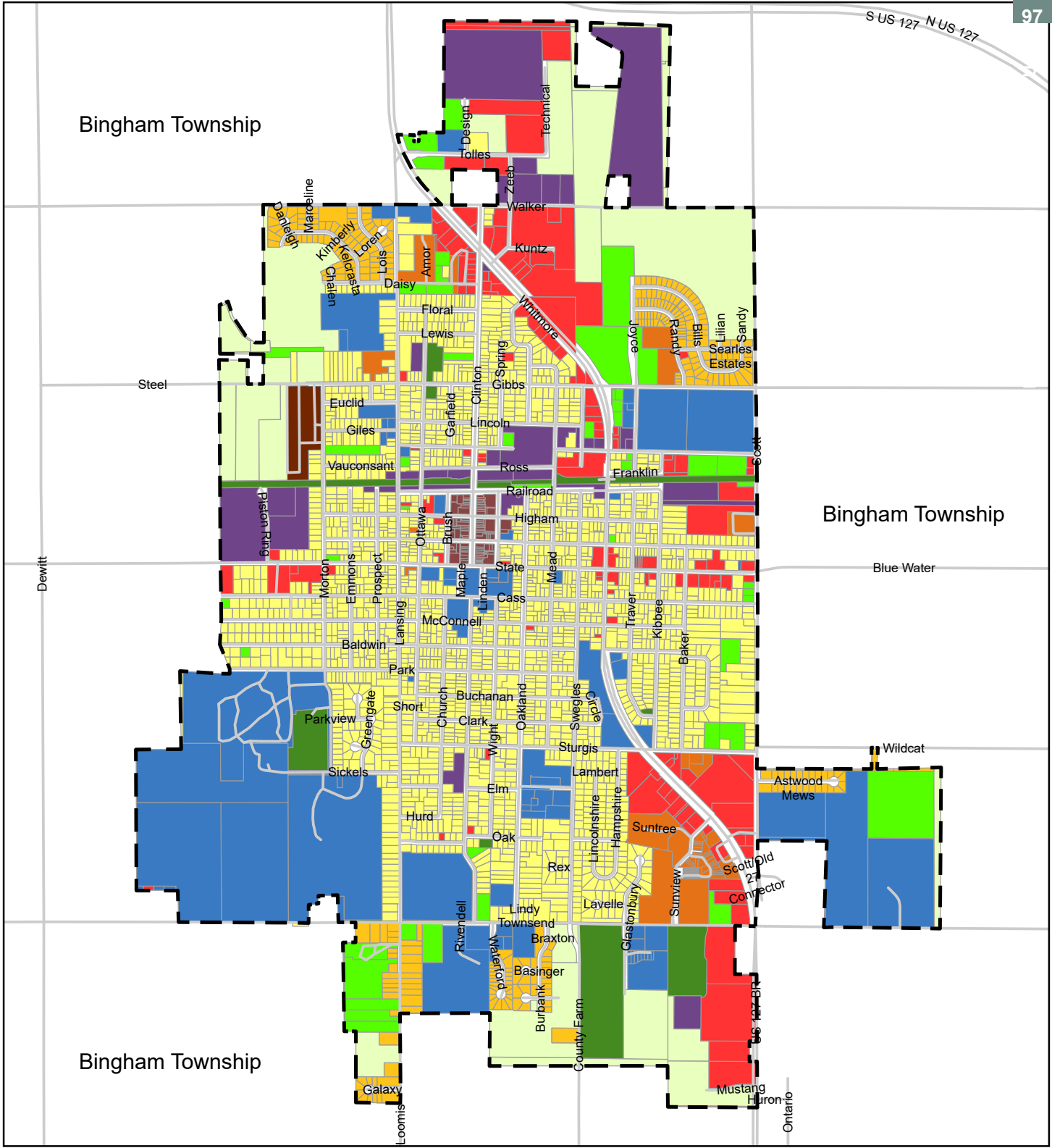
Supporting Analysis: Existing Land Use







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

City of St. Johns, Michigan

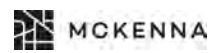
April 5, 2019 - DRAFT

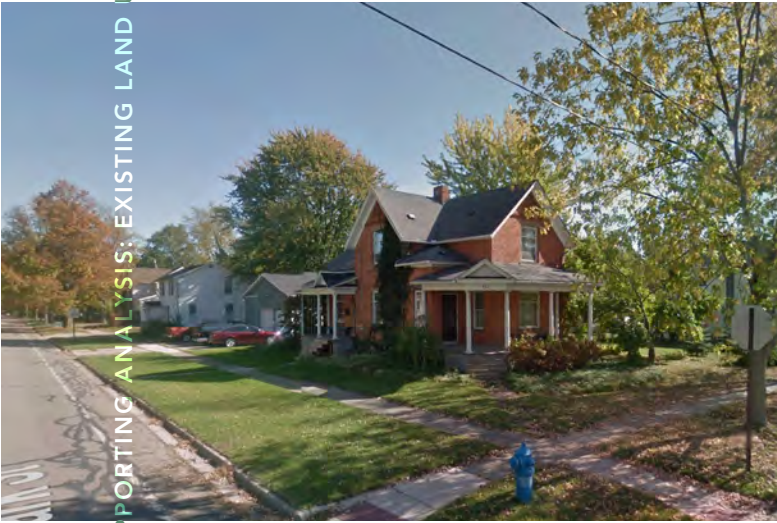
Legend

- Commercial
- Institutional
- Residential
- Suburban Residential
- Downtown
- Agricultural
- Multiple-Family Residential
- Industrial
- Vacant
- Recreational
- Manufactured Home
- St. Johns Boundary



Basemap Source: MCGI 2017
 Parcel Source: Clinton County GIS 2018
 Data Source: McKenna 2019





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

Table 1 shows the relative populations of St. Johns and the comparison communities.

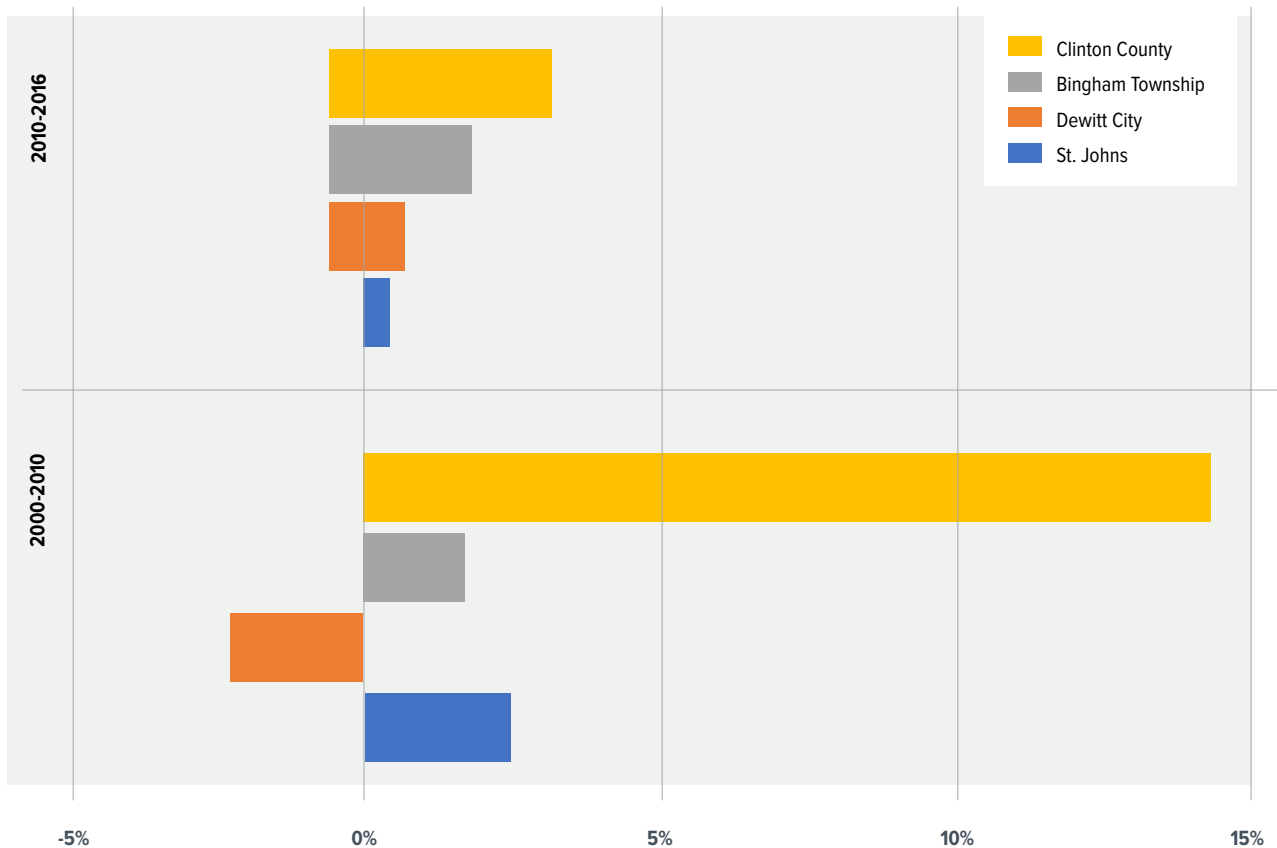
Table 1: Population

| 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 |

Source: US Census Bureau

St. Johns has experienced a slight increase in population since 2000, Bingham Township and Clinton County also experienced slight decreases. The only community of study that has experienced population decline since 2000 is the City of Dewitt. St. Johns has seen an increase of approximately 200 people since 2000, with majority of the growth happening between 2000 and 2010. In the same time frame, Clinton County gained nearly 10,000 residents between 2000 and 2010. Figure 5 below shows the population change over time in each of the communities of study.

Figure 5: Population Change Over Time



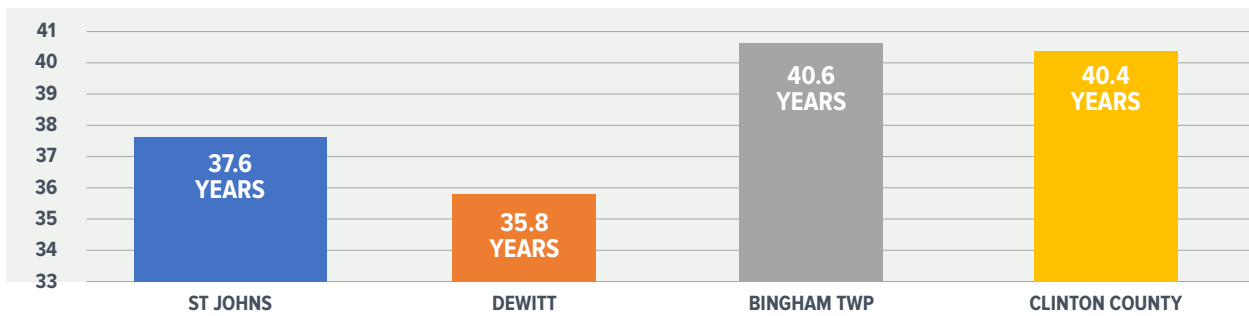
Source: US Census Bureau

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 6 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 6: Median Age, 2016



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 2 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 6.4% of all males in St. Johns. 6.4% of St. Johns male population of 3,885 is 249 males under the age of 5 in St. Johns. Generally speaking, the gender ratios are similar across all age categories and communities.

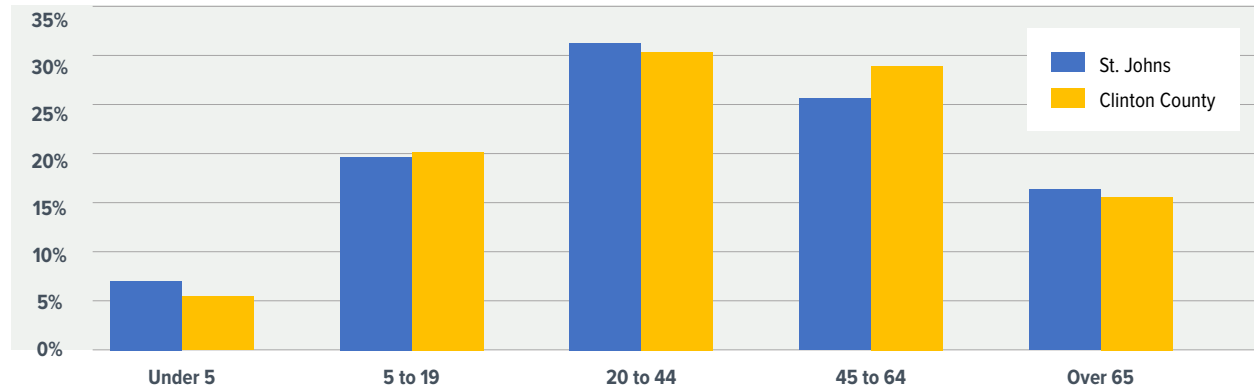
Table 2: Gender Breakdown by Age Structure, 2016

| | ST. JOHNS | | DEWITT CITY | | BINGHAM TOWNSHIP | | CLINTON COUNTY | |
|--------------|--------------|--------------|--------------|--------------|------------------|--------------|----------------|---------------|
| | MALES | FEMALES | MALES | FEMALES | MALES | FEMALES | MALES | FEMALES |
| Under 5 | 6.4% | 7.7% | 6.8% | 6.9% | 4.9% | 3.6% | 5.4% | 5.4% |
| 5 to 19 | 21.5% | 17.9% | 23.7% | 28.0% | 27.3% | 21.7% | 21.0% | 19.5% |
| 20 to 44 | 32.7% | 29.7% | 28.9% | 27.2% | 25.7% | 27.1% | 30.4% | 29.8% |
| 45 to 64 | 24.9% | 26.6% | 27.9% | 37.2% | 30.7% | 31.7% | 28.6% | 28.9% |
| Over 65 | 14.4% | 17.8% | 12.6% | 8.0% | 11.3% | 16.0% | 14.7% | 16.2% |
| TOTAL | 3,885 | 4,066 | 2,018 | 2,639 | 1,434 | 1,462 | 38,180 | 39,065 |

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 Mature Families while St. Johns holds a higher percentage of the family forming age category.

Figure 7: Age Structure, 2016



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 93% white residents.

Table 3: Racial Composition, 2016

| | ST. JOHNS | DEWITT CITY | BINGHAM TOWNSHIP | CLINTON COUNTY |
|---------------------------|-----------|-------------|------------------|----------------|
| White | 94.4% | 95.8% | 95.6% | 93.9% |
| Black or African American | 1.5% | 1.4% | 0% | 1.5% |
| American Indian | 0.1% | 0% | 0.9% | 0.2% |
| Asian | 0.8% | 2.0% | 0% | 1.6% |
| Two or more races | 2.9% | 0.9% | 3.3% | 2.5% |
| Other | 0.3% | 0% | 0.2% | 0.4% |

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 lower percentage of high school graduates when compared to the other geographies. Additionally, they have the lowest college attendance percentage when compared to the other geographies. This indicates that high school graduates in St. Johns are not pursuing college education at the same rate as the other study areas.

Table 4: Educational Attainment, 2016

| | ST. JOHNS | CITY OF DEWITT | BINGHAM TOWNSHIP | CLINTON COUNTY |
|---------------------------------|-----------|----------------|------------------|----------------|
| Less than High School | 11.1% | 2.4% | 3.7% | 6.3% |
| High School Graduate | 88.9% | 97.6% | 96.3% | 93.7% |
| Attended College | 56.5% | 81.9% | 64.5% | 65.7% |
| Associate Degree | 8.1% | 5.9% | 15.2% | 10.6% |
| Bachelor's Degree | 13.5% | 29.9% | 15.9% | 19.8% |
| Graduate or Professional Degree | 8.6% | 23.6% | 4.4% | 10.9% |

Source: US Census Bureau

Economics

INCOME

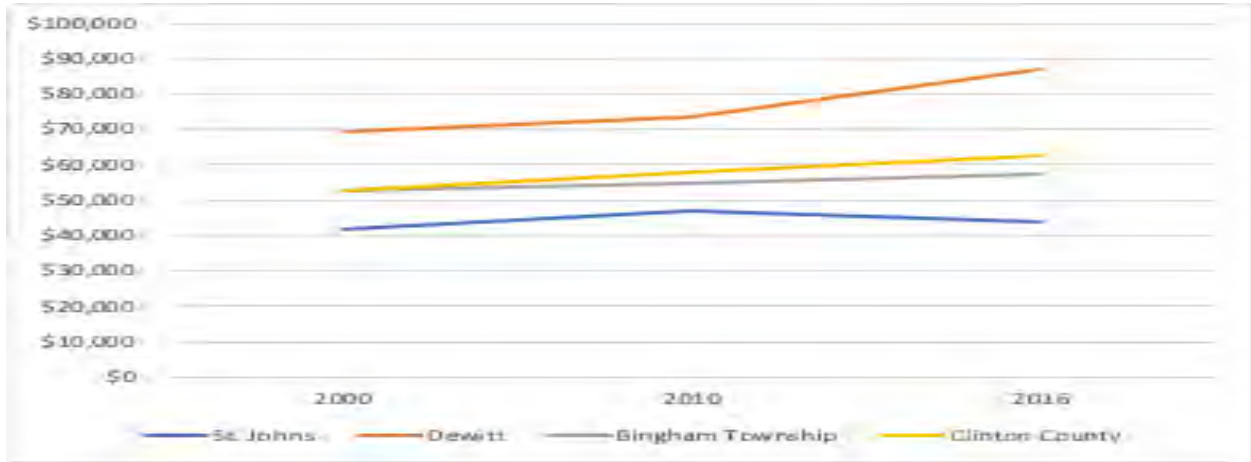
As shown in Table 5, St. Johns Median Household Income is significantly lower than the comparison communities and Clinton County. Businesses in St. Johns can benefit from Dewitt's relative prosperity due to the proximity of the two communities.

Table 5: Median Household Income

| | ST. JOHNS | CITY OF DEWITT | BINGHAM TOWNSHIP | CLINTON COUNTY |
|------|-----------|----------------|------------------|----------------|
| 1990 | 27451 | | | |
| 2000 | \$41,713 | \$69,174 | \$52,853 | \$52,806 |
| 2010 | \$46,728 | \$73,701 | \$54,620 | \$58,016 |
| 2016 | \$43,765 | \$87,230 | \$57,552 | \$62,646 |

Source: US Census Bureau

Figure 8: Growth in Median Income Since 2000

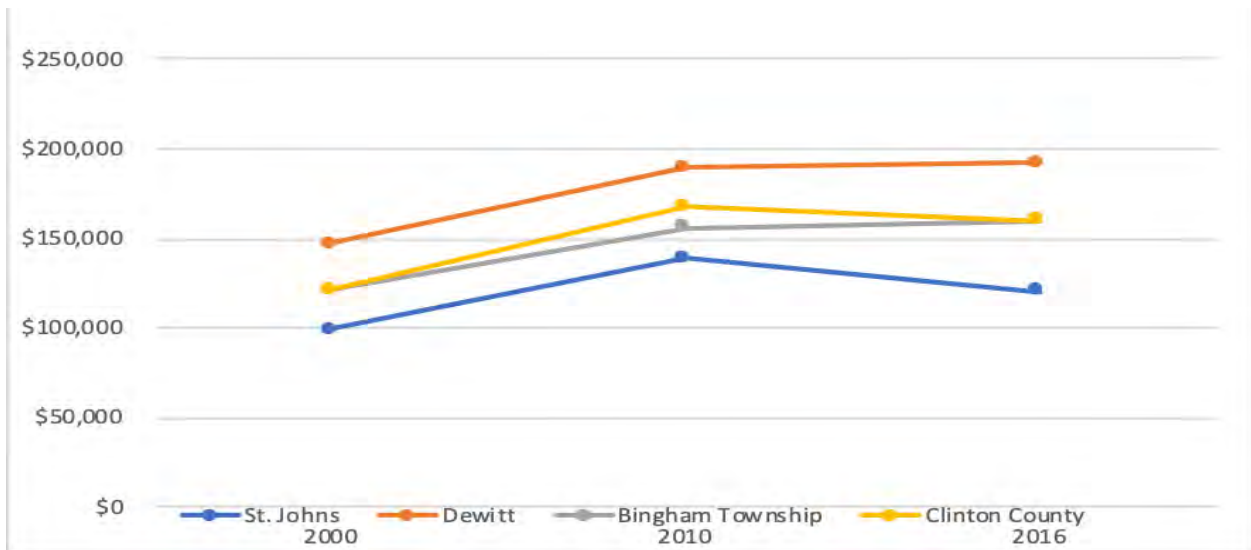


The median household income for St. Johns and Dewitt had different starting points in 2000 but grew at similar rates between 2000 and 2010. However, between 2010 and 2016 Dewitt’s median household income sky rocketed while St. Johns’ decreased by approximately \$3,000. Clinton County and Bingham Township 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 \$120,300. 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.

Figure 9: Change in Median Home Value



Source: US Census Bureau

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, except with a greater proportion in St. Johns employed in Retail occupations when compared to Clinton County. 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 6: Occupational Sectors, 2016

| | ST. JOHNS | | CLINTON COUNTY | |
|-------------------------------------|-----------|------------|----------------|------------|
| | NUMBER | PERCENTAGE | NUMBER | PERCENTAGE |
| Agriculture and Mining | 50 | 1.5% | 1,050 | 2.9% |
| Construction | 225 | 6.8% | 2,178 | 5.9% |
| Manufacturing | 394 | 11.9% | 4,123 | 11.2% |
| Transportation and Utilities | 124 | 3.7% | 1,378 | 3.8% |
| Information | 16 | 0.5% | 546 | 1.5% |
| Wholesale Trade | 57 | 1.7% | 797 | 2.2% |
| Retail | 555 | 16.7% | 3,625 | 9.9% |
| Finance, Insurance, and Real Estate | 243 | 7.3% | 2,797 | 7.6% |
| Tourism and Entertainment | 159 | 4.8% | 2,780 | 7.6% |
| Education and Health Care | 829 | 25% | 9,034 | 24.6% |
| Professional Services | 234 | 7.1% | 3,462 | 9.4% |
| Other Services | 240 | 7.2% | 1,774 | 4.8% |
| Government | 191 | 5.8% | 3,167 | 8.6% |

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 21.6 minutes, a commute that could reach Dewitt or Lansing.

Table 7: Commute Destinations

| TIME OF COMMUTE | PLACES OF WORK | PERCENTAGE OF RESIDENTS |
|------------------|---|-------------------------|
| Under 10 Minutes | St. Johns / Bingham Township | 32.3 |
| 10-19 Minutes | Dewitt | 15.5 |
| 20-29 Minutes | Alma, Lansing, Holt | 15.9 |
| 30-44 Minutes | Mount Pleasant, Eaton Rapids, Fowlerville | 29.3 |
| 45-59 Minutes | Clare, Jackson, Howell | 3.7 |
| Over 60 Minutes | Kentwood / Grand Rapids, Battle Creek | 3.1 |

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

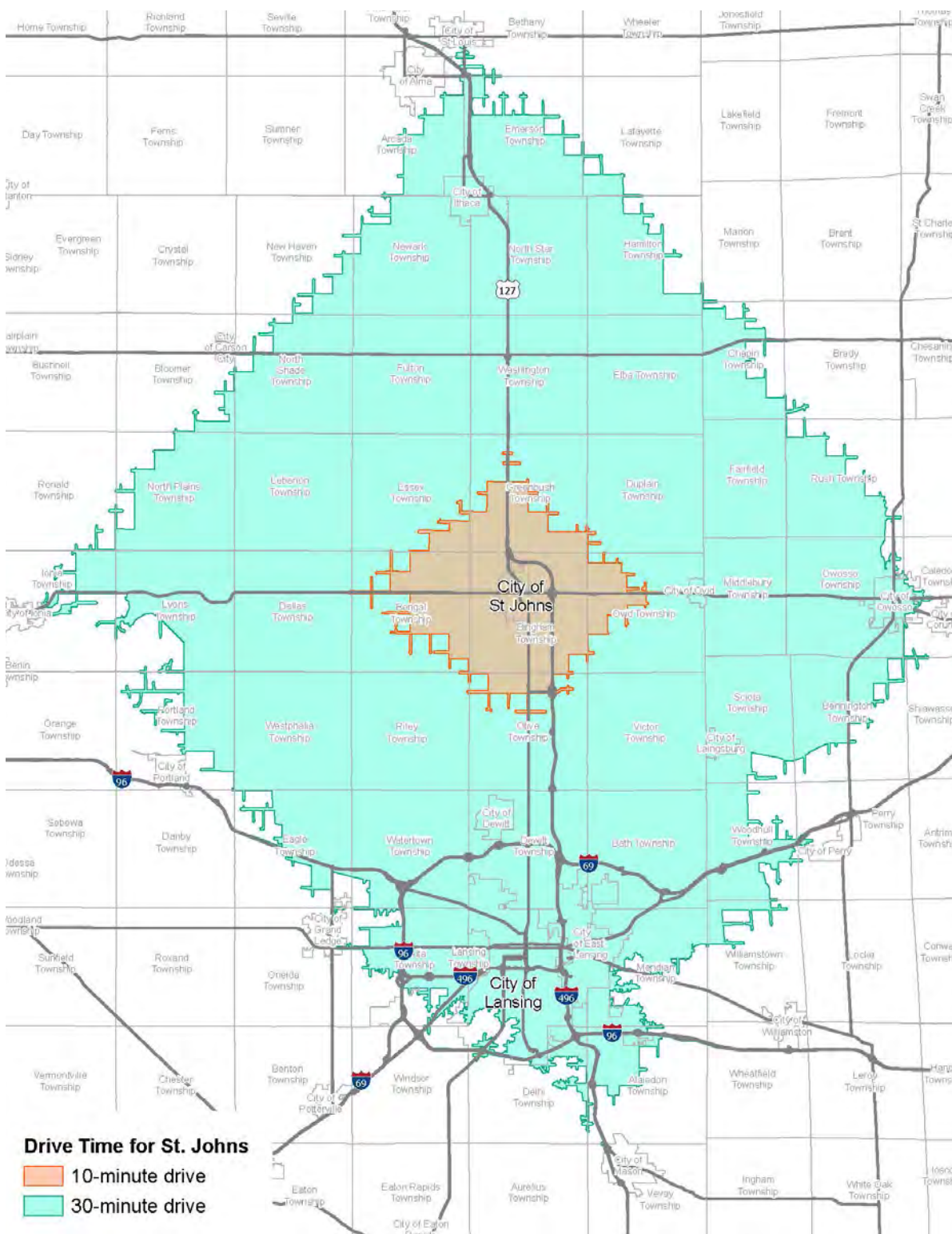
shows unmet demand in several categories with gas stations (17) and beer, wine, and liquor stores (5) showing the most potential. Although there is unmet demand in several retail categories, the extent of the trade area also means this demand can be met with a new store in another part of the trade area. 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 8: 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

Map 10: 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.

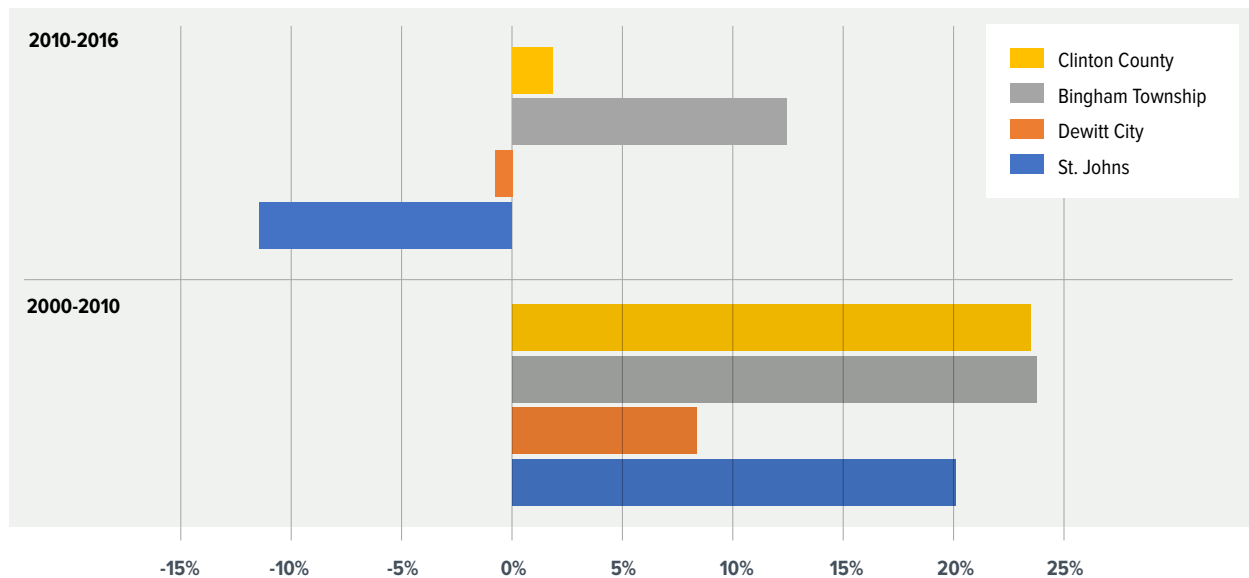
Table 9: Number of Households

| 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 |

Source: US Census Bureau

Figure 10 shows the household trends in St. Johns and the comparison communities between 2000 and 2016. 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.

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 Bingham Township. However, the average household size is increasing in St. Johns, Dewitt, and Clinton County.

Table 10: 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 |

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 two-family and multiple family units when compared to Clinton County. However, Clinton County has a higher rate of single family detached units when compared to St. Johns.

Table 11: Housing Type, 2016

| | ST. JOHNS | | CLINTON COUNTY | |
|------------------------|--------------|------------|----------------|------------|
| | NUMBER | PERCENTAGE | NUMBER | PERCENTAGE |
| Single Family Detached | 2,078 | 62.1 | 24,289 | 78.4 |
| Single Family Attached | 107 | 3.2 | 686 | 2.2 |
| Two-Family | 125 | 3.7 | 284 | 0.9 |
| Multiple Family | 905 | 27.1 | 3,811 | 12.4 |
| Mobile Home | 130 | 3.9 | 1,896 | 6.1 |
| TOTAL | 3,345 | 100 | 30,974 | 100 |

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 12: Housing Tenure, 2016

| | ST. JOHNS | CITY OF DEWITT | BINGHAM TOWNSHIP | CLINTON COUNTY |
|--------|-----------|----------------|------------------|----------------|
| Owner | 56.5% | 74.0% | 78.5% | 74.5% |
| Renter | 36.5% | 21.5% | 14.7% | 18.84% |
| Vacant | 7.0% | 4.52% | 6.78% | 6.63% |

Source: US Census Bureau

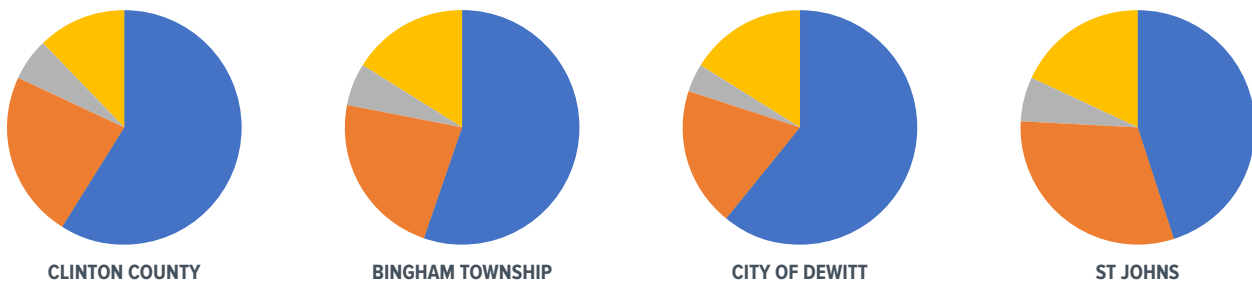
Household Composition details the occupancy characteristics of households within a community. Household Composition categories include; married-couple family, non-family householder living alone, non-family householder not living alone, and other family. The following Table depicts the household compositions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

Table 13: Housing Composition, 2016

| | ST. JOHNS | DEWITT CITY | BINGHAM TOWNSHIP | CLINTON COUNTY |
|---|-----------|-------------|------------------|----------------|
| Married Couple Family | 44.90% | 61.20% | 55.60% | 58.60% |
| Non-Family Householder living alone | 31.30% | 19.30% | 23.20% | 23.30% |
| Non-Family Householder not living alone | 5.50% | 3.60% | 5.50% | 6.30% |
| Other Family | 18.30% | 15.90% | 15.70% | 11.80% |

Source: US Census Bureau

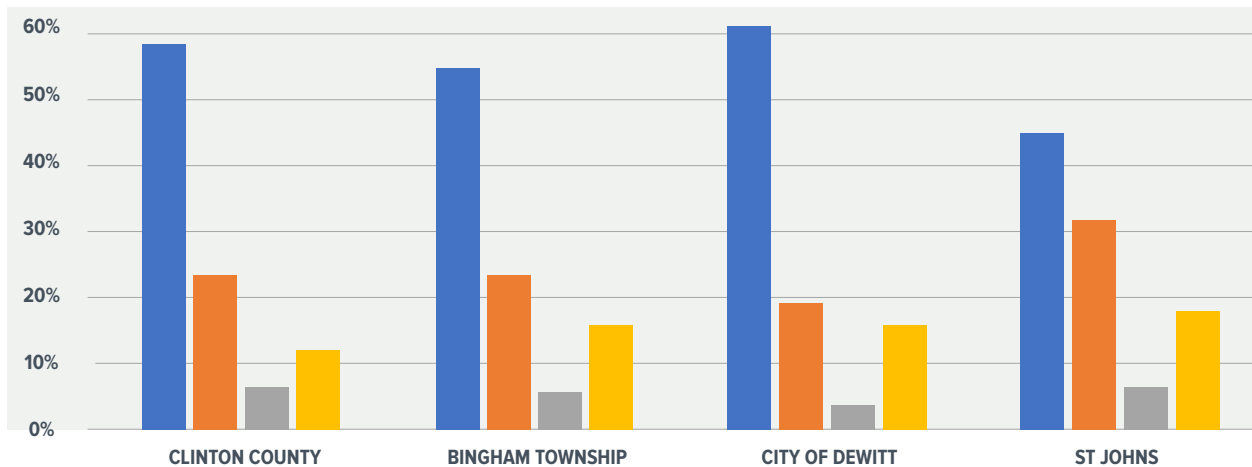
Figure 11: Household Composition, 2016



Source: US Census Bureau

■ Married Couple Family
■ Non-Family Householder living alone
■ Non-Family Householder not living alone
■ Other Family

Figure 12: Household Composition Comparison, 2016



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 increase population from 2010 to 2016. About 200 people came to St. Johns between 2000 and 2016. The median age in the community (37.6) is lower compared to Clinton County (40.4). This supports the conclusion that St. Johns has a higher percentage of young families as compared to surrounding communities and the County. However, the most prevalent difficulty in St. Johns is ambulatory difficulty. This is having serious difficulty walking or climbing stairs. Independent living difficulty is the next largest disability group in St. Johns.

St. Johns has a large white population which makes up 94.4% 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. Compared to Dewitt City, Bingham Township, and Clinton County they also have the lowest number of residents with a college education.

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. St. Johns has a lower average household size than the surrounding communities and it is the same as it was in the year 2000 at 2.43. St. Johns has a higher rate of two-family and multiple family units when compared to Clinton County. However, Clinton County has a higher rate of single family detached units when compared to St. Johns. St. Johns has the highest vacancy rate as well as the highest renter rate at 7% and 36.5% renter when compared to the surrounding communities. 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 household income at St. Johns is \$43,765. 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. Currently, the median home value in St. Johns is \$120,300. 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 21.6 minutes, and is a commute that could reach Dewitt or Lansing.

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 of 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 responded 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?

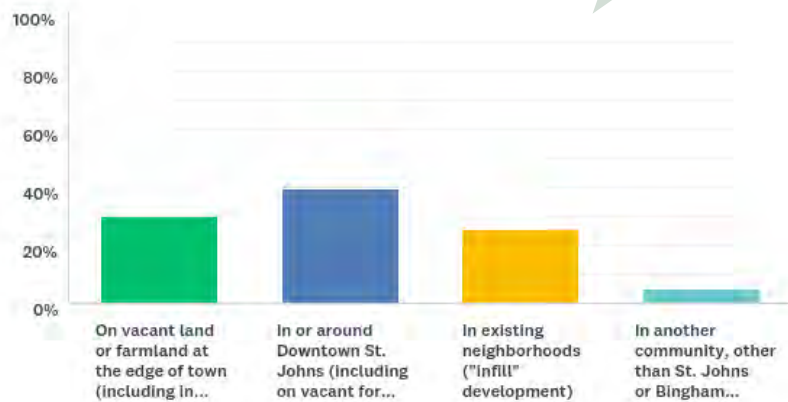
| RESPONSES | OVERALL | CITY OF ST JOHNS RESIDENTS | BINGHAM TOWNSHIP RESIDENTS | OUTSIDE RESIDENTS |
|---------------|-------------|----------------------------|----------------------------|-------------------|
| Anywhere | 20.10% | 20.11% | — | — |
| Bad Sidewalks | 2.39% | 2.79% | — | — |
| Commercial | 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% |

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% |

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% |

Staff Acknowledgments



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