CITY OF IONIA

MASTER PLAN

Adopted November 2025

CITY OF IONIA

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The residents of the City of Ionia

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CHAPTER 1

INTRODUCTION

INTRODUCTION

The City of Ionia boasts many historical features, resources, and strong community traditions. It possesses a large historical downtown that remains intact. It includes many historic homes built in the late 19th and early 20th centuries that highlight the City's historical significance and character. Annually, the City hosts the nation's largest county free fair, attracting hundreds of thousands of visitors each summer. It offers more than a dozen city parks and two extensive non-motorized trail systems, including a part of the State of Michigan's cross-state trail network. The city boasts affordable, walkable neighborhoods, unique boutiques, and restaurants. The Grand River, Michigan's longest river at over 250 miles, bisects it, providing excellent outdoor recreation opportunities and unique wildlife experiences. As such, the City of Ionia is an attractive year-round destination for residents and visitors alike.

The City of Ionia's 2025 Master Plan is a large update from earlier plans. Contributions from the Planning Commission, stakeholder group members, and community engagement activities have supplied valuable information that informed the development of the Plan. The Planning Commission has revised its goals, emphasizing new areas of reinvestment such as housing, central business district investment, and redevelopment opportunities along major commercial corridors. The City gave special attention to an over 173-acre former prison site, presenting a prime opportunity to focus on the envisioned goals. The City of Ionia will carry out many new policy objectives in the future.
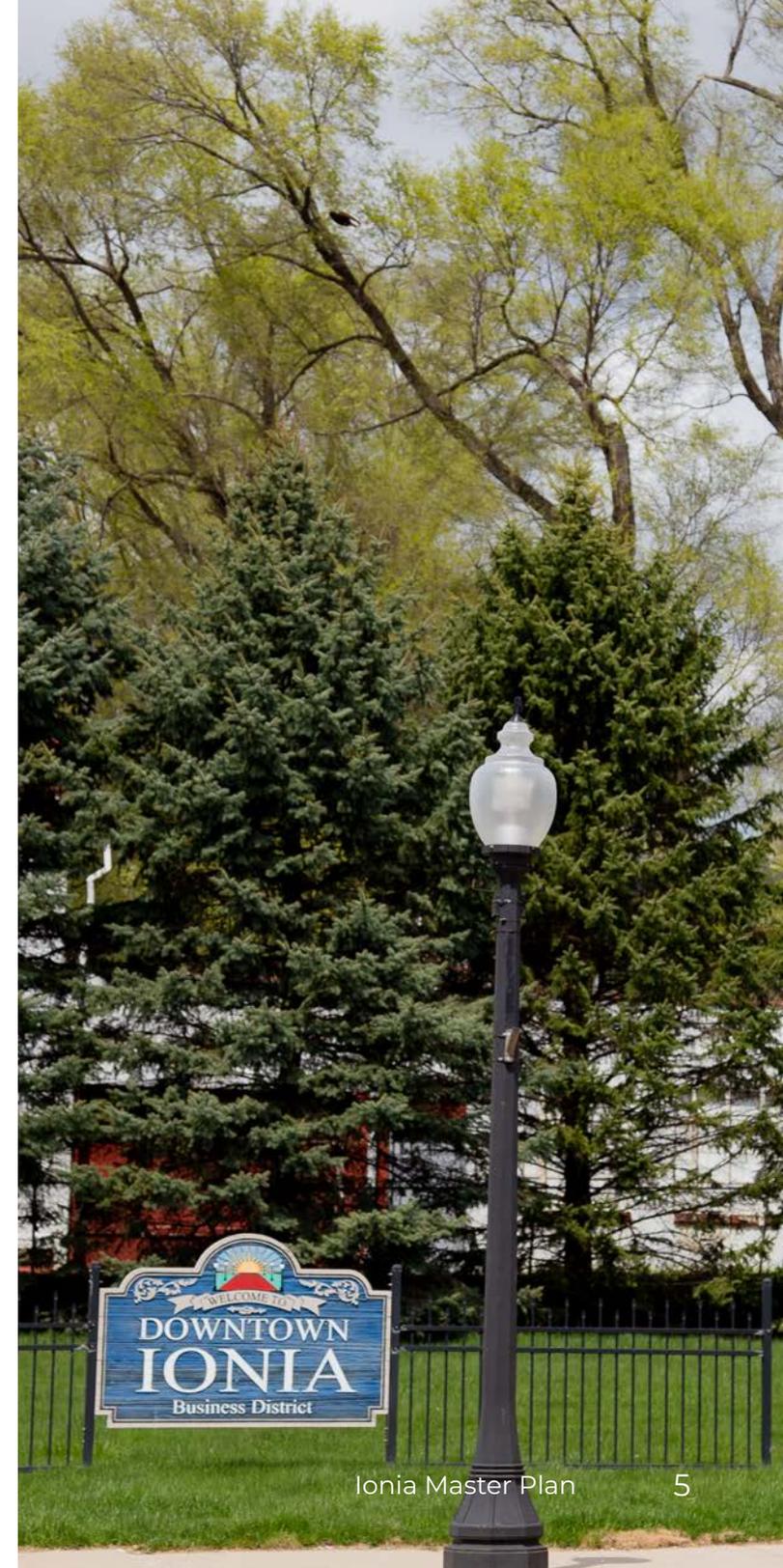
WHAT IS A MASTER PLAN?

A master plan outlines what a community is, describes its values, and highlights the future aspirations of its residents and businesses. The Ionia Master Plan comprises various sections, including a description of current data and trends related to the City's population, natural features, and services. Goals and objectives offer a framework to aid local officials, Planning Commission members, City staff, and the public to achieve that vision.

THE DIFFERENCE BETWEEN A MASTER PLAN AND A ZONING ORDINANCE

A Master Plan is a policy document that comprehensively outlines the land use development goals for the entire city over an extended period, typically up to 30 years. During these decades, a community may revisit and amend its plan to discuss changes in policy or land use if the Planning Commission believes the amendment better meets the community's future needs. In fact, the State of Michigan requires that the Planning Commission revisit and review their Master Plan every five years to decide if amendments are necessary.

A Zoning Ordinance differs from a Master Plan because it comprises local laws regulating land use in the community. The Master Plan guides the creation of the Zoning Ordinance. It models these regulations to further the overall goals outlined in the Master Plan, along with state regulatory requirements and applicable case law. So, while the Zoning Ordinance isn't a copy of the Master Plan, it uses the Master Plan's policies to create the framework for local jurisprudence.

IONIA'S MASTER PLANNING PROCESS

The effort to develop the City of Ionia Master Plan began in January 2024 and comprised the following phases that follow the statutory guidelines established by the Michigan Planning Enabling Act.

COMMUNITY PROFILE

A community profile (Chapter 2) has a summary of the existing conditions present in the community as of 2024. Gathering data from many resources set the foundation for which the Planning Commission created the new Master Plan. In addition, from statutory guidance, this is a critical part of any Master Plan because it provides a factual basis, backed by hard data, on which new city polices can be based.

COMMUNITY ENGAGEMENT

A well-rounded Master Plan must contain input from its community members (Chapter 1). Not only the desires of the City or Planning Commission but also the community members who engaged to shape it. The policies of any Master Plan must be based on the feedback of those who live in Ionia. The Planning Commission developed a large community outreach campaign, described in greater detail in this introduction.

GOALS AND OBJECTIVES

The Commission worked through several visioning sessions to further develop its vision for the City over the next 30 years. With gathered knowledge from community input, the Commission worked on several focus areas to funnel its policy ideas. The Planning Commission used goals from the 2019 Ionia Master Plan, community input, and its own thoughts and ideas, as a basis to create a comprehensive list of policy goals. This list of goals was then further honed to create a more focused and specific set of policy items that the Planning Commission will work on in the coming years (Chapter 9).

IMPLEMENTATION STRATEGIES

Implementation Strategies outlined in the Implementation Matrix, in Chapter 10, are the steps that the community must take to meet the policy goals and objectives created by the Planning Commission. These are strategic steps and task assignments given to specific city departments, commissions/authorities, or stakeholder groups. By following these steps, the City of Ionia will fulfill its goals and reach its vision for the City's future.

FUTURE LAND USE

The Planning Commission, with guidance from policy goals, created a future land use strategy and future land use map (Chapter 10) for the City of Ionia. One or more of the City's current zoning districts in the Zoning Ordinance relate to each future land use. This is also called the Zoning Plan, and it helps with all future property rezoning in Ionia.

The City has a responsibility to look beyond its day-to-day issues and zoning permits. It must provide a blueprint for its land use and development, looking into the future, basing its policy on the feedback from the community and up-to-date data.

THE CITY OF IONIA IS UPDATING ITS MASTER PLAN

What is a Master Plan?

- It's a **vision plan** for how the City will grow and develop.
- It contains:
  - Maps that identify suitable locations for commercial, residential, and mixed-use development;
  - Locations where the City should encourage redevelopment;
  - Strategies for fostering economic development; and
  - Methods for conservation of natural and historic resources.

Why is planning important?

- The Master Plan is a **blueprint** to improve the overall livability of a community.
- It provides a **guide to important issues** like:
  - How a community looks and feels;
  - Investments in the downtown area;
  - Where the City should allow and encourage different building styles and housing types; and
  - Informs zoning

Why are we here today?

To hear from you!

The City of Ionia is updating their Master Plan and needs your help!

Your feedback will help us align your needs and desires with implementable policy.

Take our online survey!

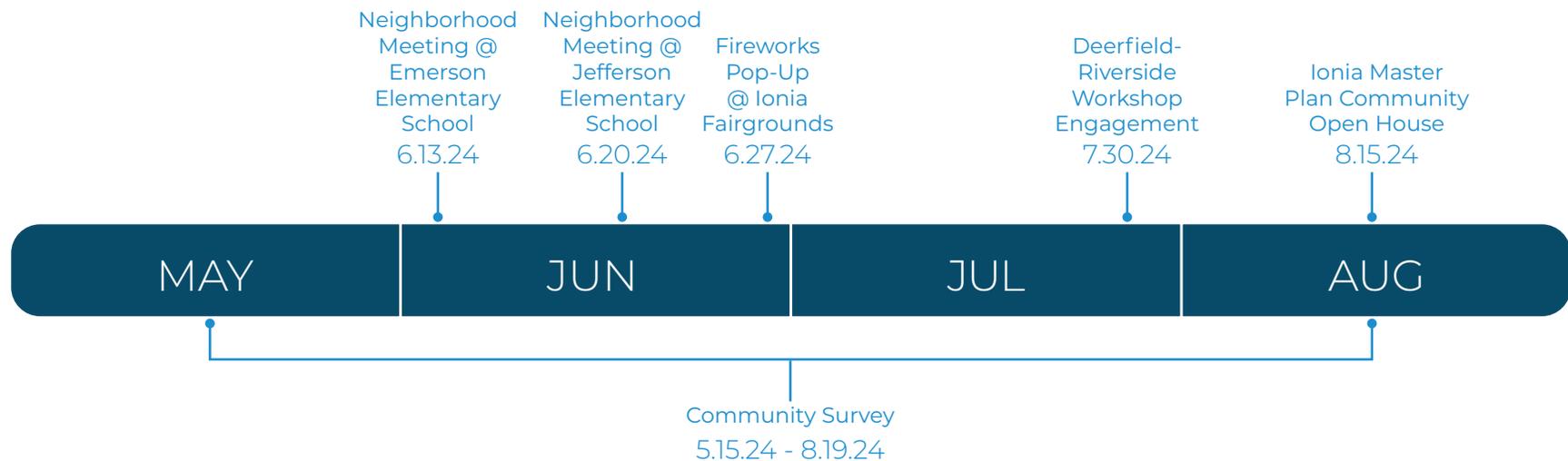Printed copies are available at City Hall

surveymonkey.com/r/2024IoniaMasterPlan

COMMUNITY ENGAGEMENT

The City of Ionia completed an extensive community engagement program over six months. This program included various activities to gather community input through an online public survey and several workshops. The Planning Commission conducted an online public survey from May 15 to August 19, 2024, to collect public opinions on land use and planning. This community input helped to shape policy decisions for the new Master Plan. The survey collected quantifiable data from residents and visitors, which informed policy for application related to growth and development in the community over the coming decades. The Planning Commission held work sessions to integrate additional feedback into the new Master Plan. Stakeholder meetings brought together key community leaders and business owners to offer their insights. An open house provided an informal setting for residents to learn about the plan and share their opinions directly with city officials.

Pop-up engagement events reached even more residents. The project team scheduled times to visit community festivals and activities to catch members of the public in a comfortable setting to make sure the community's voice was heard. This comprehensive engagement program reflected the City's commitment to developing a Master Plan that truly represents the needs and aspirations of its residents. A subarea study and workshop (Chapter 8) focused on the Deerfield-Riverside site redevelopment. This was a standalone workshop focusing on this one specific area of the City and its potential for future development.

A total of 849 surveys were completed from May 15, 2024 through the August 19, 2024.

Neighborhood Meeting @ Emerson Elementary School
6.13.24

Neighborhood Meeting @ Jefferson Elementary School
6.20.24

Fireworks Pop-Up @ Ionia Fairgrounds
6.27.24

Deerfield-Riverside Workshop Engagement
7.30.24

Ionia Master Plan Community Open House
8.15.24

MAY	JUN	JUL	AUG

Community Survey
5.15.24 - 8.19.24

ONLINE SURVEY AND METHODOLOGY

The Planning Commission developed its survey questions with help from Williams & Works. The survey was organized into two categories: respondent background information and Master Planning, land use, and policy questions. Multiple survey pages clustered similar questions.. The team conducted the survey via SurveyMonkey's online tool and disseminated it through hard copy and digital methods such as the City's 2024 Master Plan website, handouts, postcard mailings, local businesses, and institutional promotion, and City outreach channels like the City newsletter. Local television broadcasts also announced the Master Plan and its survey, and print media articles published interviews. By the final deadline of August 19, 2024, 849 people had submitted survey responses.

While only 361 (42.52%) respondents identified as being residents of the City of Ionia, another 336 (39.57%) respondents lived in the four townships nearest the City limits, approximately within a six-mile radius of the City itself. These responses are valuable as well, simply because these township residents attend Ionia schools, visit Ionia parks, are likely to enroll in community activities, shop at stores in the City, and ultimately are likely to identify as being from Ionia. Fewer than 18% of the respondents lived outside the City or surrounding townships; most identified as being from other locations within Ionia County.

Overall, the rate of return for residents of the City of Ionia was 5.5%, with a confidence interval of plus-or-minus 4.1% (CL 95%), or approximately. Using the City of Ionia's population of per the 2020 census data (which subtracts inmate population) and also subtracting the 2,648 persons who are minors, results in a survey with a 9.2% return rate. This is one adult resident (18 or older) for every ten adult residents. The survey also had a 79% completion rate, with respondents typically spending an average of 10 minutes taking the survey.

It is important to note that results should not be interpreted with a purely scientific mindset because of the sample size, sample population, and other limitations of a nonscientific survey. But the survey provides valuable perspectives on the community's opinions about relevant land use and planning issues in the City. The survey successfully resulted in actionable, quantifiable information from a large group of diverse individuals compared to typical participation in other forms of public input (community open houses, visioning sessions, etc.).

BACKGROUND QUESTIONS

The survey began with a background section; the purpose was to set up baseline responses from the survey takers. The background section showed a relatively even split, with approximately the same number of participants from the City of Ionia and the neighboring townships. A smaller part of the survey takers was from other areas in Ionia County or outside the County altogether. Most of the survey takers have also lived in the community for over 20 years. Over 25% of those who responded to the survey were between the ages of 35 and 44 years, followed by another 20% who were between the ages of 25 and 34 years (Figure 1-1). Many small communities typically have an overweighted representation of survey respondents 65 years or older; surprisingly, in Ionia, nearly half of the survey takers were between 25 and 44 years old.

Figure 1-1. What is your age?
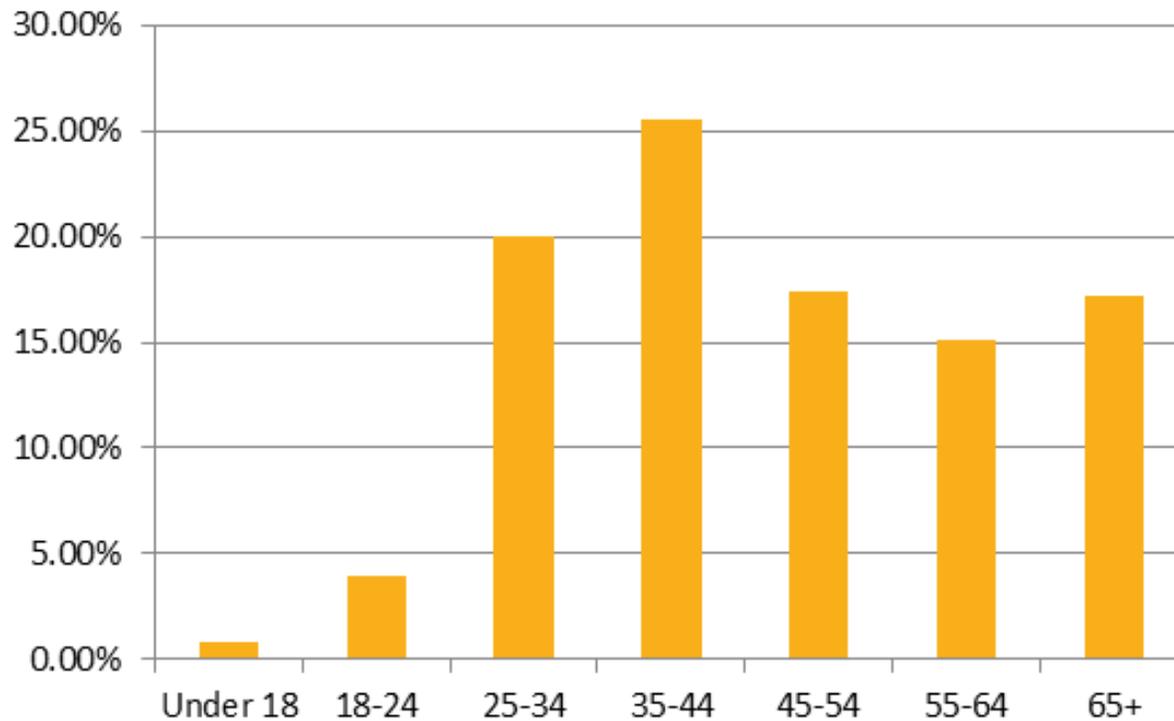
HOUSING QUESTIONS

Most respondents stated that they have two people living in their household, and most homeowners answered they owned and lived in a single-family detached home. The survey asked respondents to consider if they were moving to Ionia today, what housing they would seek, and if that housing was available in the City.

About half the respondents said their desired home was available, while the rest said their desired home was unavailable and that new housing options would help both owners and renters. Affordability was one of the greatest issues with housing. While affordability is a relative term, many noted that they would love to have a wider variety of housing options that would offer more affordable solutions because the home they would prefer is unavailable, or those available do not meet their needs.

When asked about the homes they feel should be in greater supply, about half of the respondents stated that single-family detached homes were the most desirable. This is an expected response, as Ionia primarily has neighborhoods with detached housing options that have been the most dominant form of housing development over the last century. Many of these homes are historically significant and community members often identify where they live in the City by their neighborhoods. What is significant is that over 30% of the respondents also felt that the City needed more attached single-family and multi-family housing. The Planning Commission agrees this is achievable through both rental and ownership options.

Figure 1-2. What types of businesses would you like to see in the City?
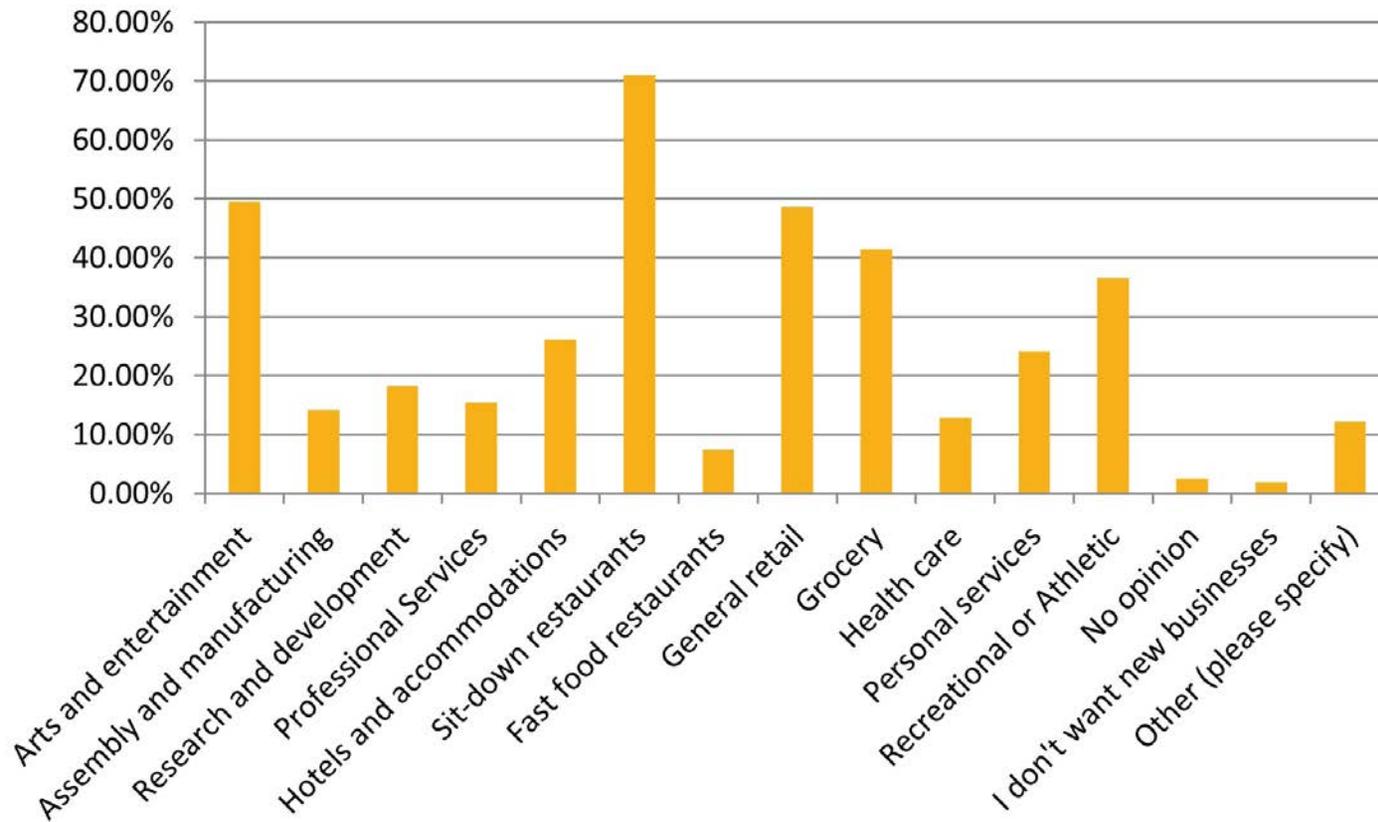
ECONOMIC DEVELOPMENT QUESTIONS

Researchers asked several questions about the City's economic growth and development. One example of this queried survey takers where they did their primary shopping; the purpose of this question was to find a basic market leakage factor. A market analysis provided a general idea of where people got goods and services, after in-depth study. Most respondents (over 75%) do most of their retail shopping in or around the City of Ionia. A little less than half showed they had their personal and professional services fulfilled in the City of Ionia. Most respondents noted that entertainment and recreational destinations required traveling outside Ionia County to fulfill these needs.

Another question asked respondents what types of new businesses they would like to see in the City. Expanding the dining options within the City was the most popular choice for respondents. Many comments noted they would like to see more options available in the Downtown area to further expand the nightlife and vibrant atmosphere of the Downtown.

The Planning Commission discussion of this report analysis highlighted outdoor cafes and patio dining options as attractive ideas for future restaurants. More entertainment, retail shopping, and grocery stores were very important as well.

COMMUNITY INVESTMENT QUESTIONS

Another section of the survey asked questions on specific features of the community, such as streets and sidewalks, parks, recreation opportunities, public safety, etc. When asked specifically what features would be most attractive to either expand further or consider adding, respondents noted such items as more street trees, high-visibility crosswalks at major intersections, and more parking options. Regarding non-motorized street and sidewalk features, respondents specifically cited further bicycle lane improvements as a higher priority.

NEIGHBORHOOD MEETINGS

The City of Ionia sought input into its Master Plan through various engagement activities throughout the summer. These included neighborhood meetings held at neighborhood elementary schools with targeted invitations distributed to best engage community members.

Local elementary schools hosted two neighborhood meetings, at which approximately 50 individuals took part in total. Each event centered on three station activities focusing on particular topics, such as connectivity/mobility, future land uses, and community development. Each station contained informational and interactive activities pertaining to specific items.

MOBILITY/CONNECTIVITY STATION

The mobility and connectivity station featured three different scenarios containing different on and off-street options. The designers created the figures for a typical cross-section width of a downtown or residential neighborhood street in the City.

They contained features such as sidewalk amenity spaces, larger sidewalks, wider traffic lanes, shared bike lanes, or separated bike lanes. The activity didn't need participants to like every feature provided; its purpose was to inspire direct feedback and commentary on individual items they liked or disliked. Engagement organizers recorded these comments.

Figure 1-3. Future Land Use and Penny Jar Voting Boards
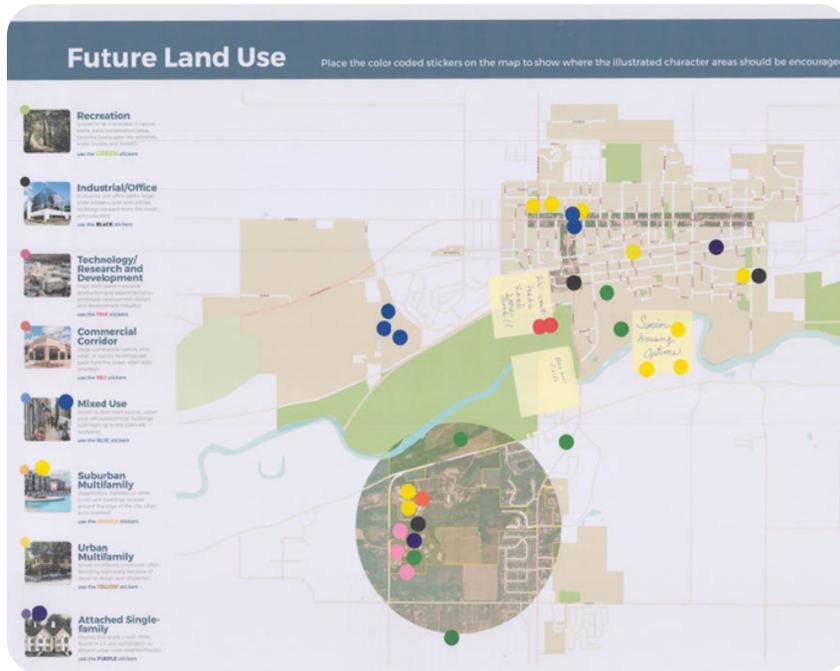
FUTURE LAND USE STATION

The Future Land Use station invited participants to find specific areas of the City for potential future development. The m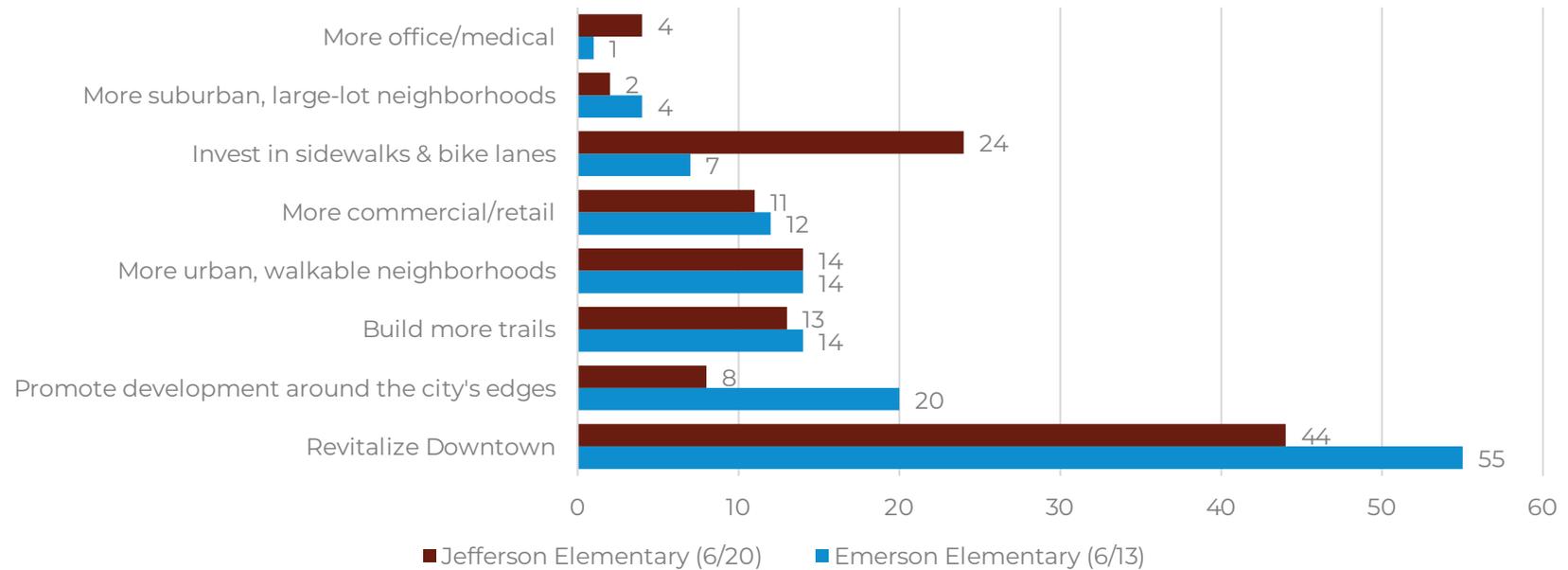ap and activity permitted City-wide opportunities but also emphasized the commercial corridors on Lincoln Avenue and Dexter Street. Different colored sticker dots showed specific land use types. Each sticker placement identified residential, business, and industrial opportunities around the City.

Besides the future land use visioning, the facilitators gave participants ten pennies, symbolizing their tax dollars, and instructed them to divide these pennies into jars representing the different development investments the City could plan. These investments correspond to various land use concepts, and the topics receiving more pennies were areas identified by participants as priorities for future consideration. Areas identified as needing higher priority were investing in the downtown, promoting more residential development on the City's edges, installing more bike lanes, and offering more non-motorized-friendly connections around the City.

Figure 1-4. Neighborhood Meeting Penny Jar Results

Category	Jefferson Elementary (6/20)	Emerson Elementary (6/13)
More office/medical	4	1
More suburban, large-lot neighborhoods	2	4
Invest in sidewalks & bike lanes	24	7
More commercial/retail	11	12
More urban, walkable neighborhoods	14	14
Build more trails	13	14
Promote development around the city's edges	8	20
Revitalize Downtown	44	55

■ Jefferson Elementary (6/20)   ■ Emerson Elementary (6/13)

DOWNTOWN STATION

The downtown station aimed to gather information on what aspects of Downtown Ionia were favorable to people and what changes might encourage future visits. Both questions prompted comments, and a separate board listed more options to encourage more visits downtown.

Respondents noted the atmosphere, culture, history, and small businesses in the downtown and E. Main Street areas. The respondents' findings showed that increased public events and spaces, renovated buildings, and other restaurants and shopping options would encourage more frequent visits to downtown.

FIREWORKS POP-UP

On June 27th, a pop-up event took place at the Ionia Fairgrounds preceding a fireworks display. The event ran from 7:00 p.m. to 9:30 p.m., with approximately 30 individuals taking part. The event featured a penny jar activity and a future land use activity, which were like, but slightly adapted to the new public location, as compared to those conducted at prior neighborhood meetings.
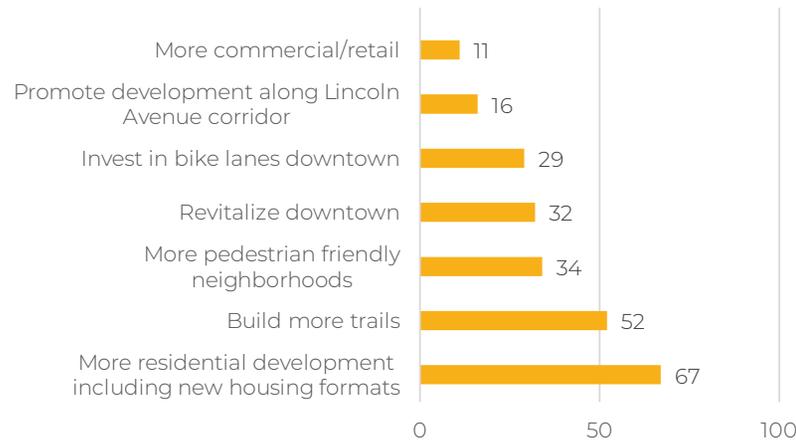
PENNY JARS STATION

The activity structure remained consistent with neighborhood meetings, though some options were changed. Figure 1-5 below illustrates how participants ranked the different activities provided.

FUTURE LAND USE STATION

The Future Land Use mapping activity focused on the Deerfield-Riverside Complexes and the Lincoln and Dexter commercial corridors. It allowed participants to comment on specific land use types beyond the provided sticker options, like the events in the community workshops.

Figure 1-5. Ionia Fireworks Pop-Up Event Penny Jar Results

Activity	Value
More commercial/retail	11
Promote development along Lincoln Avenue corridor	16
Invest in bike lanes downtown	29
Revitalize downtown	32
More pedestrian friendly neighborhoods	34
Build more trails	52
More residential development including new housing formats	67

CITY HALL OPEN HOUSE

Ionia City Hall hosted an open house on August 15th from 4:00-7:00 pm, attracting 15 attendees. The event aimed to present various engagement activities undertaken thus far and to ask for further input on mobility and preferences related to the Downtown area.

DOWNTOWN STATION

Participants in the downtown activity shared their opinions on attractive features, using stickers and a comment section to suggest specific improvements. A downtown board surveyed people about their favorite aspects of Downtown Ionia. Top responses included trails and walkability (6), the Ionia Theatre (3), historic architecture (4), and local stores (3). People suggested grocery stores, a live music venue, expanded shopping hours, new walking destinations, and quality eateries as desired options.

MOBILITY STATION

We asked participants for feedback on their observations of city mobility, focusing on their reactions to features of the presented design concepts. Many participants were not keen on all residential streetscape options, but scenario concepts, encouraged discussion and showed potential options for future development.

Figure 1-6. Open House Downtown Board

CONCLUSION

In conclusion, the comprehensive public engagement strategy employed by the Planning Commission proved to be highly effective in gathering meaningful input from a broad cross-section of the community. By offering multiple opportunities for residents, business owners, and visitors to participate—through surveys, workshops, open houses, and online platforms—the City was able to collect a wealth of feedback. Participants shared insights about the features they most appreciated, such as local amenities, character, and community events, while also identifying areas of improvement and unmet needs. This input has provided the City with a clear understanding of community values and priorities, and it will serve as a valuable foundation for guiding future planning, investment, and policy decisions.

Participants next offered comments about what they liked and disliked on the various commercial streetscapes. One person liked the wide sidewalks and creating spaces for cafe seating and other amenities, and thought the existing parking around the City was satisfactory as it is. Another person pointed out the dangers bikers faced because of inconsiderate drivers advocating for the addition of bike lanes.

IONIA TODAY

OUR PEOPLE

The City of Ionia has undergone significant changes over the past several decades and continues to grow. Although the city has protected many unique historical elements of the community, the city is gradually transforming. Recognizing the importance of historical trends and current data equips the Planning Commission with an accurate understanding of the community's status and informs the extent of strategic planning required to achieve its goals. This chapter presents an overview of the City, including its population, economy, natural environment, public facilities, and community assets. This comprehensive assessment provides the Planning Commission with essential baseline data on current conditions and identifies areas that require strategic focus for future development.

DEMOGRAPHICS

The analysis of community demographics is critical for the development of a comprehensive master plan. This section provides detailed data on facets of Ionia today, such as the population, social dynamics, and employment characteristics within the city. These factors offer valuable insights into future conditions, enabling an informed approach to priorities like housing needs while also guiding land development.

POPULATION

Over the past decade, the City of Ionia has experienced population growth, increasing from 6,132 to 6,582 residents. This represents an approximately 7% rise in population during this period. It should be noted that these numbers were calculated by removing the correctional institution population of the City which was 6,796 individuals; but those residing in nursing homes or other non-correctional group quarters (82 people) were still included in the 2020 total resident count. There has also been a gradual increase in the population of both Ionia County and the State of Michigan. However, the area surrounding the City of Ionia has not changed significantly, except for Berlin Township, which has shown a 12% decline over the past decade.

Figure 2-1. Regional Population Change (2000-2020)
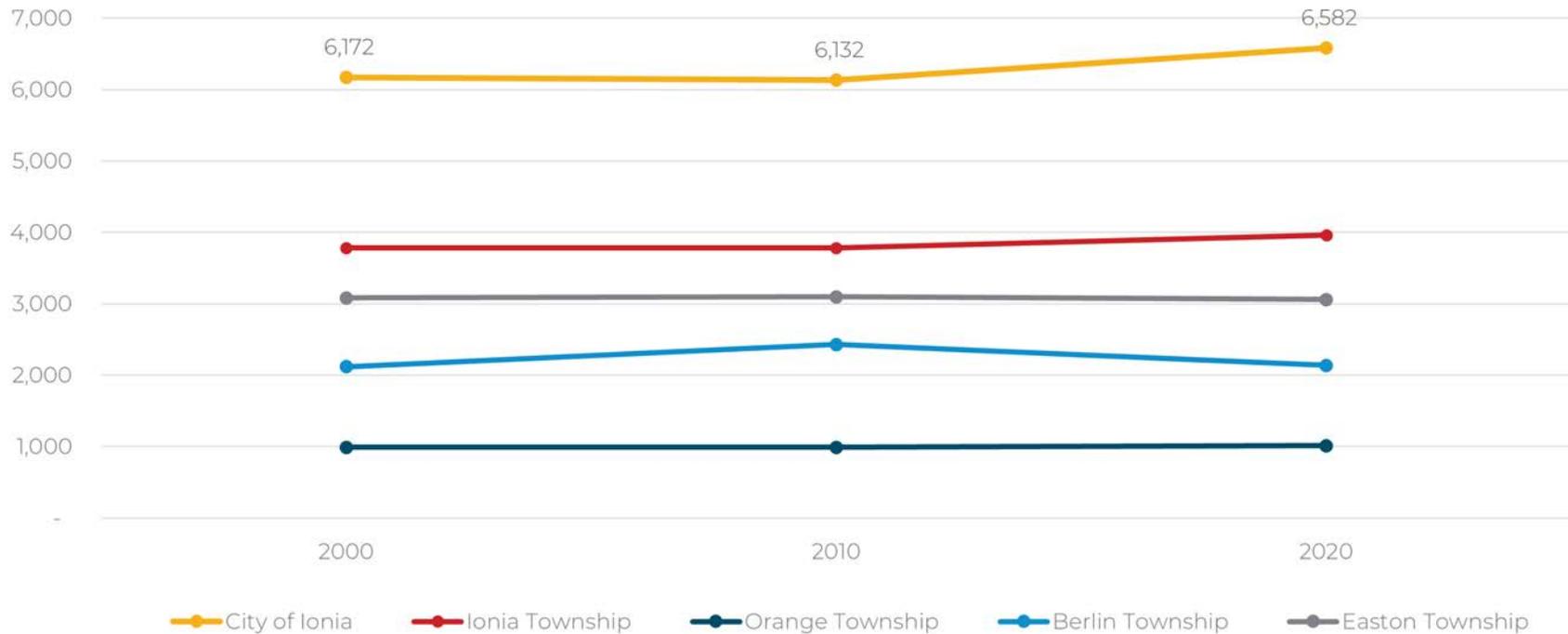
Source: U.S. Census Bureau, 2000-2020 Decennial Census.

Table 2-1. Regional Population Trends, 2000-2020

	2000	2010	2020	Change (2010-2020)	Percent Change (2010-2020)
City of Ionia	6,172	6,132	6,582	450	5.5%
Ionia Township	3,779	3,779	3,961	182	5%
Orange Township	987	987	1,012	25	3%
Berlin Township	2,116	2,430	2,138	(292)	-12%
Easton Township	3,082	3,098	3,058	(40)	-1%
Ionia County	63,905	64,064	66,804	2,740	4%
Michigan	9,883,640	9,900,571	10,077,331	176,760	2%

Source: U.S. Census Bureau, 2000-2020 Decennial Census.

POPULATION PROJECTIONS

Applying simple statistical averaging techniques can help project the City's population growth through 2050, based on past trends from the U.S. Census Bureau data and the City of Ionia. These projections provide a general sense of future growth and can help understand the City's future position. This section examines three projection techniques.

ARITHMETIC METHOD

The Arithmetic Method estimates the future population by calculating the annual average change. Table 2-2 shows that Ionia's population has increased by an average of 17 people per year since 1980.

GROWTH RATE METHOD

This approach presumes that future growth, or decline, will mirror historical rates, similar to the Arithmetic Method. Data from the U.S. Census shows the City experienced an annual population growth rate of approximately 0.25% between 1980 and 2020. Table 2-2 presents the projected population figures for the year 2050 based on the Growth Rate Method.

BUILDING PERMIT METHOD

The Building Permit Method is another technique for population projection. The growth rate is determined by the number of residential building permits issued by the County for the City. From 2014 to 2024, the City of Ionia received an average of 5.6 building permits per year, totaling 56 permits. According to the Census Bureau, the City's average household size was 2.71 persons. Extrapolating these figures into the future can project potential population growth if current trends remain consistent. Table 2-2 summarizes the population projection based on the number of building permits provided by the County. These projections assume past trends will continue, which may limit their reliability but still provide useful information.

Table 2-2. Population Projections, 2030-2050

	RATE	2030	2040	2050
Arithmetic Method	17 persons/year increase	6,752	6,922	7,092
Growth Rate Method	0.25% persons/year increase	6,592	6,602	6,612
Building Permit Method	15.18 persons/year increase	6,734	6,886	7,038
Average		6,693	6,803	6,914

Source: U.S. Census Bureau, 2000-2020 Decennial Census; Ionia County Building Department.

RACE

The demographic composition of the population (Table 2-3) shows that white individuals make up 69.7% of the total population. Black or African American residents make up 22.5%, while those identifying with Two or more races account for 4.9%. The categories of Some Other Race and American Indian and Alaska Native contribute 1.9% and 0.6%, respectively. Those of Asian descent represent 0.3%, and Native Hawaiian and Other Pacific Islanders comprise 0.03%.

Table 2-3. Racial Composition, 2020

RACE	# of People	% of people
White alone	9,329	70%
Black or African American	3,012	23%
Two or more races	651	5%
Some Other Race	252	2%
American Indian and Alaska Native	86	0.6%
Asian	44	0.3%
Native Hawaiian and Other Pacific Islander	4	0.03%

Source: U.S. Census Bureau, 2020 Decennial Census.

AGE

Analyzing the age distribution yields critical insights that help shape policies and strategies concerning education, healthcare, housing, recreational facilities, and social services, ensuring the City accommodates the diverse needs of its residents across different life stages. As illustrated in Figure 2-2, the median age within the City has consistently risen over the past two decades, showing an aging population. This trend holds significant implications for various sectors, including healthcare, social services, and housing.

Figure 2-2. Median Age 2000-2022
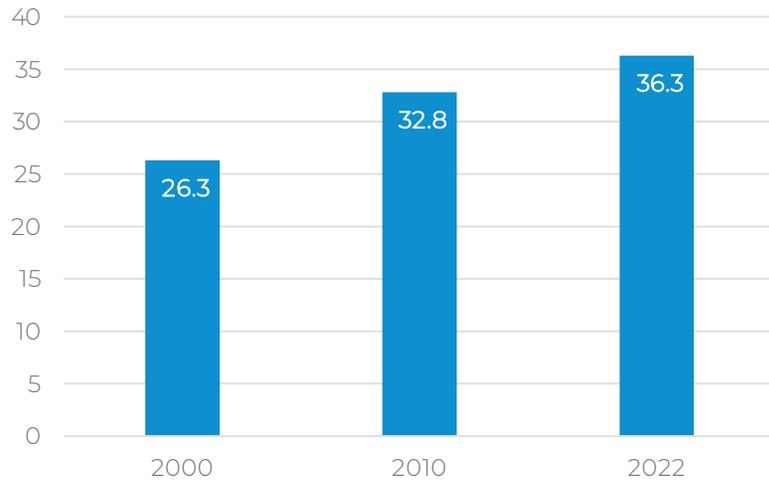
Source: U.S. Census Bureau, 2022 American Community Survey

Table 2-4. Age Composition, 2022

| AGE COHORT	# of People	% of people
Under 5 years	770	6%
5 to 9 years	586	4%
10 to 14 years	661	5%
15 to 19 years	631	5%
20 to 24 years	1,155	9%
25 to 29 years	1,514	12%
30 to 34 years	976	7%
35 to 39 years	1,333	10%
40 to 44 years	872	7%
45 to 49 years	1,068	8%
50 to 54 years	885	7%
55 to 59 years	742	6%
60 to 64 years	584	4%
65 to 69 years	472	4%
70 to 74 years	416	3%
75 to 79 years	123	1%
80 to 84 years	139	1%
85 years and over	154	1%

Source: U.S. Census, 2022 American Community Survey

As shown in Table 2-4, the largest age group is within the 25 to 29 years range, making up 12% of the population, followed by those aged 30 to 34 years at 7%. Significant percentages appear in the 20 to 24, 35 to 39, and 45 to 49 year categories, resulting in a balanced distribution across other age brackets. The presence of individuals across various age groups shows a mixed population, underscoring the importance of considering the needs and services tailored to the different requirements of each age cohort.

INCOME

Analyzing income distribution within a city is crucial for determining the earnings of individuals and businesses. This information assists the City in effectively planning its tax policies and understanding the financial resources available for essential services and infrastructure development. Such analysis ensures that the City can adequately meet residents' needs and maintain the strength of the community.

Median household income is a key metric for assessing the economic vitality of a region and identifying disparities among communities. Figure 2-3 illustrates notable income shifts in the City of Ionia, Ionia County, and the State of Michigan. In 2010, the median income in the City of Ionia was $30,339, which increased substantially to $60,413 by 2022. Similarly, both Ionia County and the State of Michigan saw significant rises in their median incomes. These considerable increases signal economic growth and enhance financial well-being within the community and the wider region. It is crucial to account for factors such as inflation and cost of living when evaluating these figures to get a thorough understanding of the economic landscape.

Figure 2-3. Median Income, 2010-2022
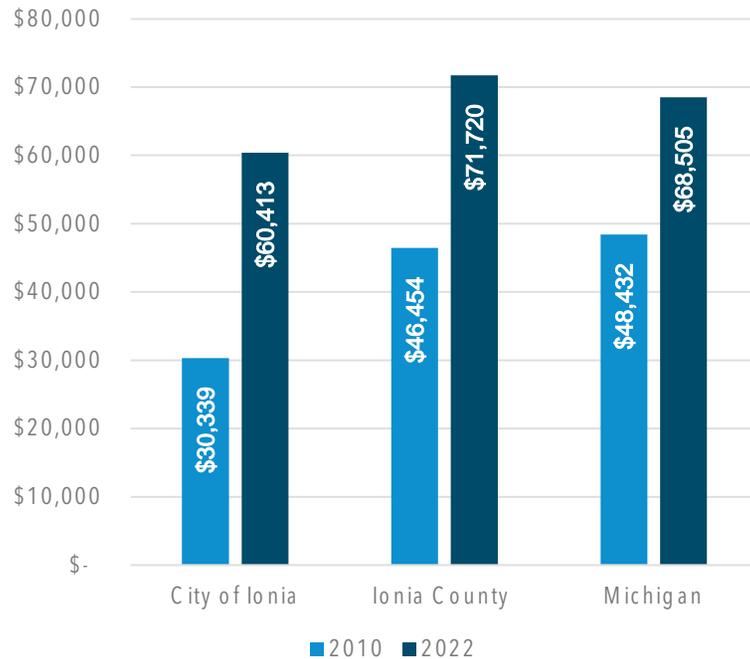
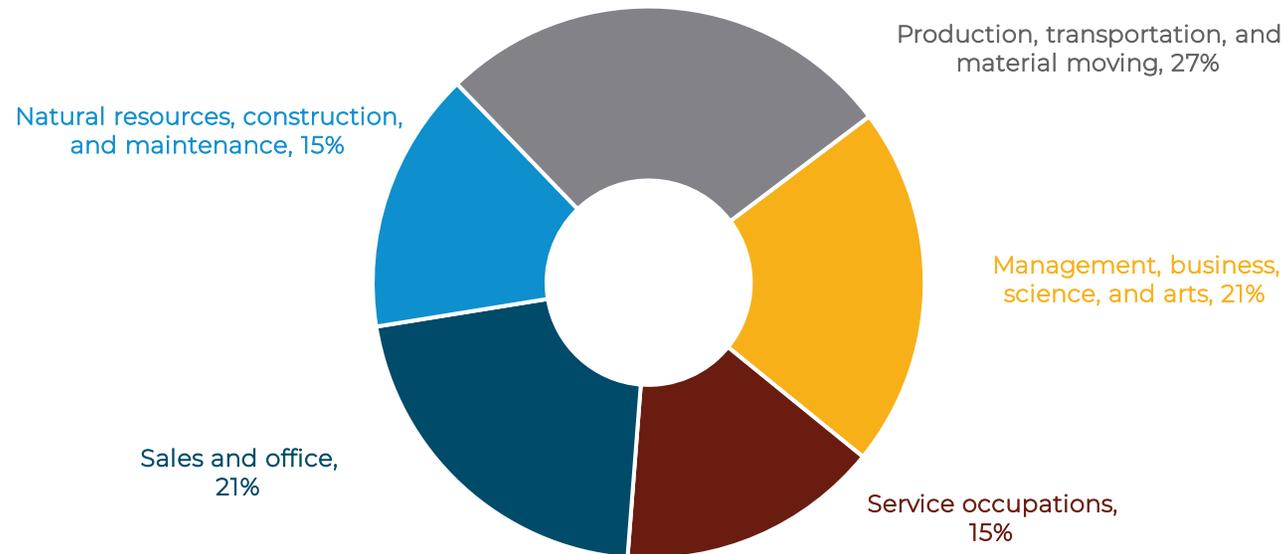Source: U.S. Census, 2010-2022 American Community Survey

EMPLOYMENT

Employment data is crucial for the Ionia Master Plan, providing insights into the economy, workforce, infrastructure, housing needs, and community development. It helps ensure sustainable growth and well-being for the community by addressing economic, social, and livability factors.

LABOR FORCE

In 2022, 4,978 residents 16 years old and older were in the labor force, with a 6.9% unemployment rate. Though the unemployment rate decreased from 8.9% in 2010, it was slightly higher than the state average of 4.6% and the county average of 4.4%. Figure 2-4 illustrates the variety of occupations in the City. Production, transportation, and material moving occupations make up a notable portion. Management, business, science, and arts and Sales and office categories each represent 21%, showing substantial involvement in professional and commercial roles. Both service occupations and natural resources, construction, and maintenance account for 15% each, highlighting an even distribution across service-oriented and construction-related fields.

Figure 2-4 | Largest Employment Sectors in Working Population, 2022

Production, transportation, and material moving, 27%

Management, business, science, and arts, 21%

Service occupations, 15%

Sales and office, 21%

Natural resources, construction, and maintenance, 15%

Source: U.S. Census, 2022 American Community Survey

INDUSTRY

Industry employment data from the Census Bureau provides important information about the economic structure of a region, detailing the distribution of employment across various sectors. This data includes diverse industries such as manufacturing, healthcare, finance, technology, and others.

The employment distribution (Table 2-5) across different industries in the City shows a varied employment landscape. Manufacturing employs 27% of the workforce, showing a significant presence in the production sector. Retail trade follows with 18%, reflecting the role of commerce and consumer services. Educational services, health care, and social assistance collectively contribute 12%, highlighting the importance of the healthcare and education sectors. Public administration, agriculture, forestry, fishing, hunting, mining, and professional, scientific, and management services each employ approximately 9%, 7%, and 5%, respectively. The arts, entertainment, recreation, accommodation, food sectors, with construction, and other services, each account for 5% of employment.

Table 2-5 | Employment by Industry, 2022

EMPLOYMENT INDUSTRY	# of People	% of people
Manufacturing	1,329	27%
Retail trade	914	18%
Educational services, health care and social assistance	594	12%
Public administration	446	9%
Agriculture, forestry, fishing and hunting, and mining	365	7%
Professional, scientific, and management, and administrative and waste management	262	5%
Arts, entertainment, recreation, and accommodation and food	262	5%
Construction	259	5%
Other services, except public administration	253	5%
Transportation and warehousing, and utilities	144	3%
Finance and insurance, and real estate and rental and leasing	120	2%
Information	20	0.4%
Wholesale trade	10	0.2%

Source: U.S. Census, 2022 American Community Survey

NATURAL FEATURES

Ionia is renowned for its diverse natural features that contribute to its picturesque landscape. The city sits amidst rolling hills and extensive farmland on the banks of the Grand River. These attributes provide residents and visitors with opportunities for recreational activities, such as fishing, kayaking, walking, biking, and hiking. The city boasts many parks and green spaces, offering a serene environment for all. The surrounding areas encompass a blend of woodlands and open spaces.

The diverse features of Ionia not only offer environmental benefits such as supporting biodiversity, improving air quality, and enhancing climate resilience but also significantly contribute to the City's aesthetic appeal, cultural identity, and overall quality of life. These natural amenities serve as essential gathering places for recreation, community events, and social interactions, bolstering the City's economic position and future growth through tourism, property value appreciation, and attracting businesses and skilled workers. Recognizing the importance of natural features within the master plan is crucial for promoting environmental sustainability, elevating the quality of life, attracting visitors and businesses, and preserving the unique identity of the City.
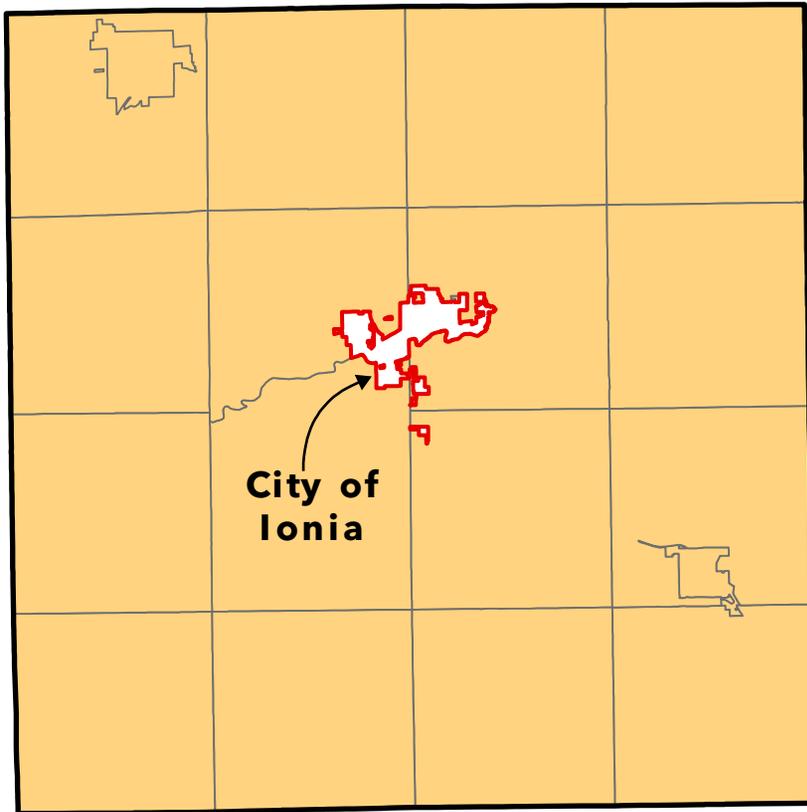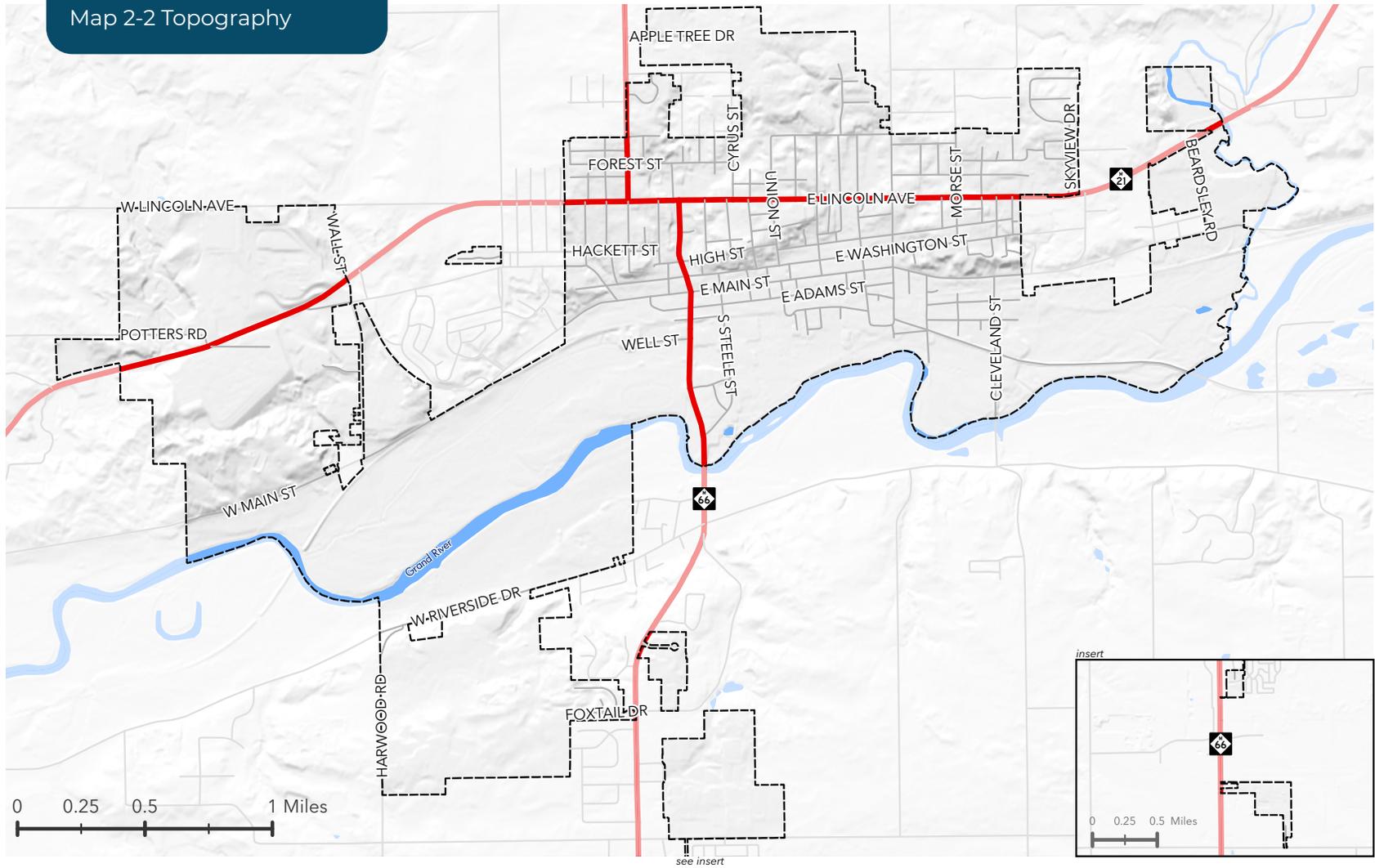
Map 2-1 Geography

GEOGRAPHY

Situated in the center of Ionia County (Map 2-1), the City lies within the Grand River Valley. Glacial melt-water shaped this area during the last ice age, creating a distinctive geography for the native inhabitants and early settlers who engaged in trading, fishing, and traveling within and along Prairie Creek and the Grand River.
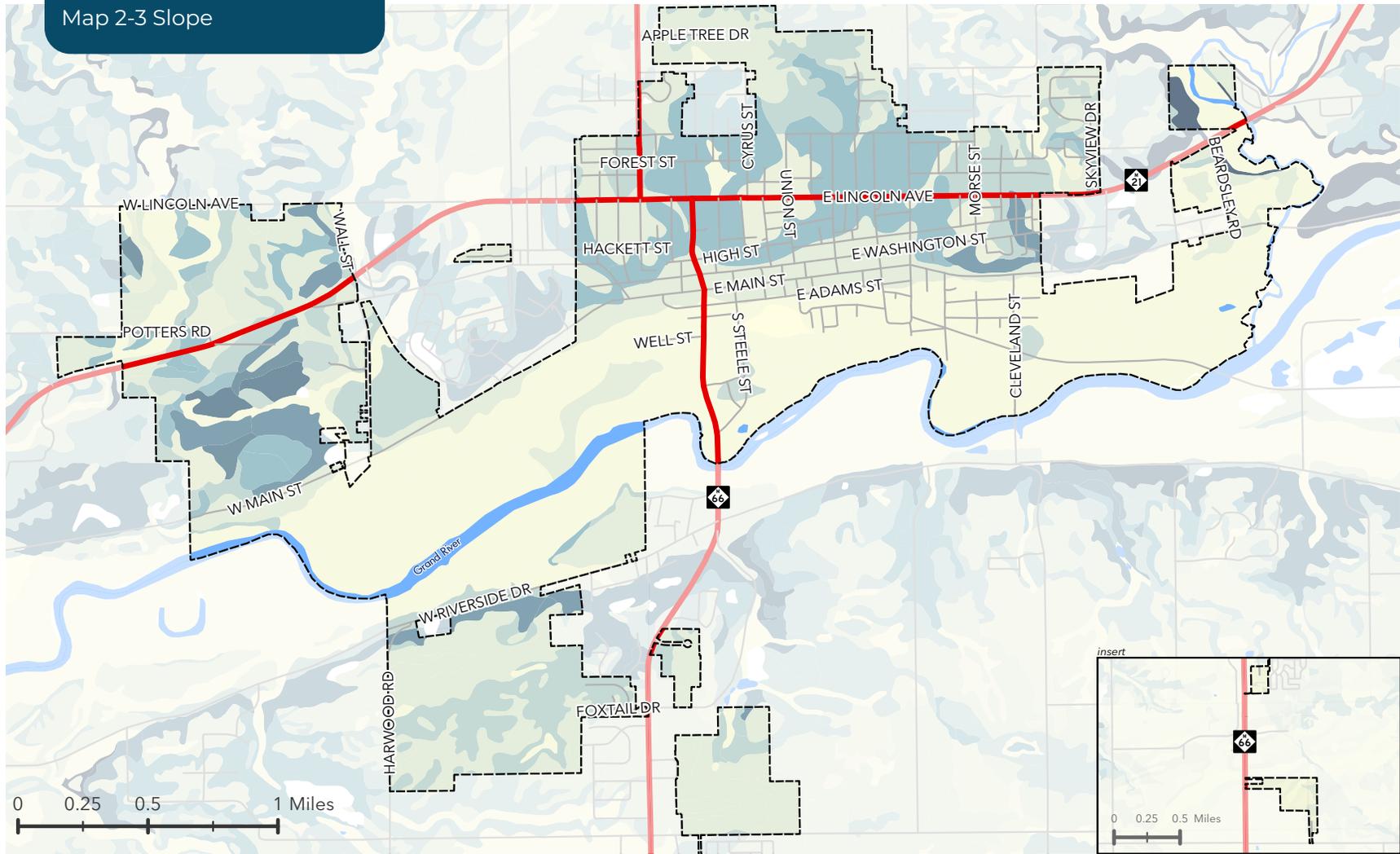
Ionia County

City of Ionia
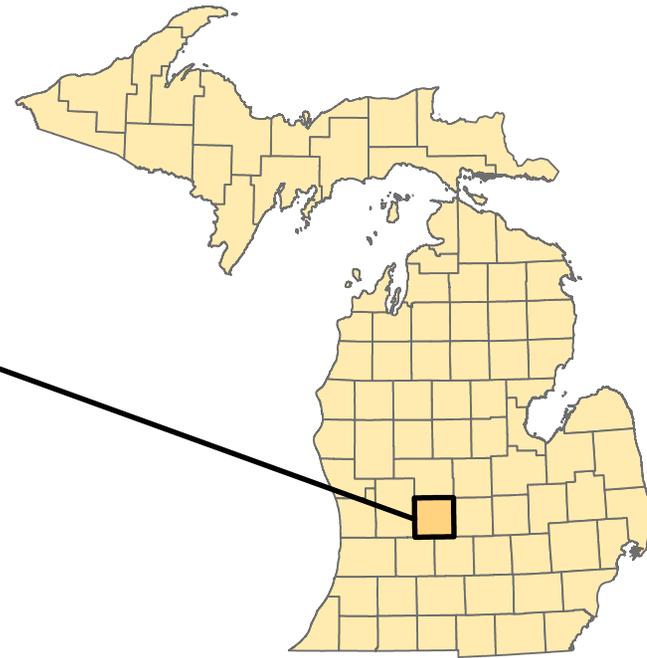
SLOPES AND TOPOGRAPHY

Ionia's unique geography, with rolling hills sloping away from the Grand River where the city center lies, shapes its local identity. Maps 2-2 and 2-3 illustrate the various slope gradients and topographic features in the city.

Map 2-2 Topography

APPLE TREE DR

CYRUS ST

FOREST ST

UNION ST

E LINCOLN AVE

MORSE ST

SKYVIEW DR

BEARDSLEY RD

W LINCOLN AVE

WALL ST

HACKETT ST

HIGH ST

E WASHINGTON ST

POTTERS RD

E MAIN ST

E ADAMS ST

CLEVELAND ST

WELL ST

S STEELE ST

W MAIN ST

Grand River

W RIVERSIDE DR

HARWOOD RD

FOXTAIL DR

see insert

0   0.25   0.5   1 Miles

insert

0   0.25   0.5 Miles

N

Map 2-3 Slope

APPLE TREE DR
CYRUS ST
FOREST ST
UNION ST
E LINCOLN AVE
MORSE ST
SKYVIEW DR
BEARDSLEY RD
W LINCOLN AVE
WALL ST
HACKETT ST
HIGH ST
E WASHINGTON ST
POTTERS RD
E MAIN ST
E ADAMS ST
WELL ST
S STEELE ST
CLEVELAND ST
W MAIN ST
Grand River
W RIVERSIDE DR
HARWOOD RD
FOXTAIL DR
see insert

insert

0   0.25   0.5   1 Miles

Slope Gradient

0%   33%

Ionia Master Plan   39

SOILS

The soil composition in the City of Ionia predominantly comprises fine materials, such as clay and silt, in the lower-lying areas, and mixed loamy materials, including clay, silt, and sand in regions away from the river and at higher elevations. This distribution aligns with the glacial outflow characteristics that shape the city's geography and the overall region. Map 2-4 illustrates the City's range of soils.

Understanding soil types is crucial during the planning process as they significantly impact construction and development projects, infrastructure requirements, and stormwater management. Environmental factors, such as soil contamination, also play an essential role in directing urban development strategies. By incorporating comprehensive knowledge of the City's soils into planning processes, municipalities can enhance resilience, promote sustainable growth, and create urban environments that are safe and ecologically balanced.

The City of Ionia has five distinct soil types:

- Clay mixed
- Loamy mixed
- Fine mixed
- Sandy mixed
- Loamy

Because of the predominance of loamy and fine-mixed soils, water runoff is less problematic than other areas with soils less suited for water infiltration. Loamy mixed soils feature a blend of sand, silt, and clay particles and offer good drainage and aeration, making them suitable for certain plant species that prosper in well-drained conditions. Loamy mixed soils are helpful for development projects. This band of predominantly loamy mixed soils follows the Grand River through downtown; other mixed soils lie farther from the river.

Map 2-4 Soils

APPLE TREE DR
W LINCOLN AVE
FOREST ST
CYRUS ST
UNION ST
E LINCOLN AVE
MORSE ST
SKYVIEW DR
BEARDSLEY RD
WALL ST
HACKETT ST
HIGH ST
E WASHINGTON ST
POTTERS RD
E MAIN ST
E ADAMS ST
CLEVELAND ST
WELL ST
S STEELE ST
W MAIN ST
Grand River
W RIVERSIDE DR
HARWOOD RD
FOXTAIL DR
see insert

insert

0   0.25   0.5   1 Miles

Legend
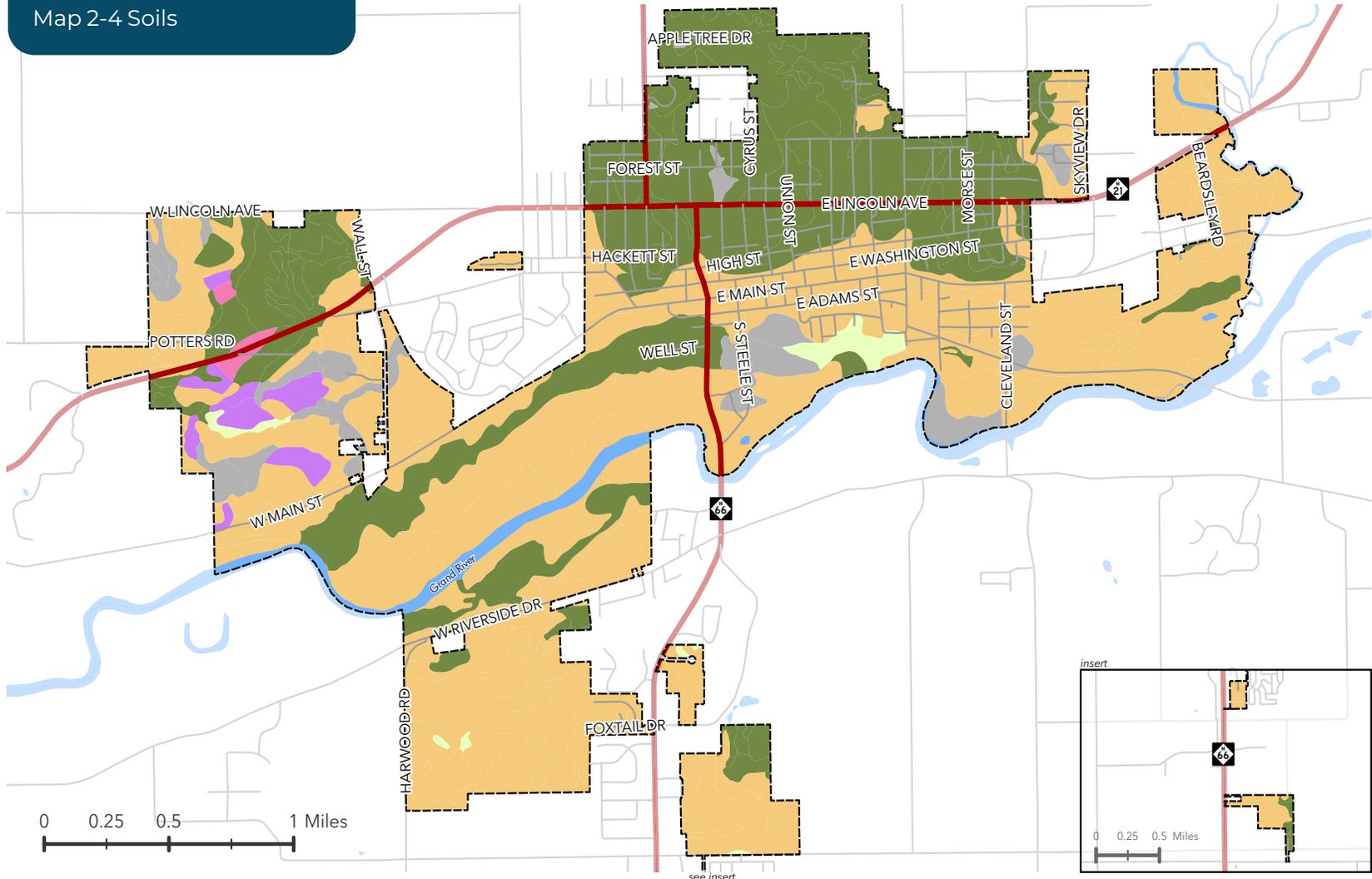
- Clayey mixed
- Loamy mixed
- Fine mixed
- Sandy mixed
- Loamy
- No data

N

WETLANDS

The City of Ionia encompasses several wetland areas within its boundaries. These wetlands, primarily in the lower-lying regions near the Grand River, have remained largely preserved as the city developed. The Mid-Michigan Land Conservancy describes the Ionia Natural Area, established in 2015, as a 120 acre preserve with 2,500 feet of Grand River shoreline that is bounded by the Fred Meijer Grand River Valley Rail Trail to the north and the Grand River to the south, just west of Prairie Creek.

Wetlands serve as natural barriers against flooding and aid in stormwater management. This is crucial for Ionia because of its proximity to a major river and low elevation areas prone to flooding. The City must preserve these wetland areas to the fullest extent possible to facilitate flood control, groundwater recharge, and support wildlife habitats. The City features both freshwater emergent wetlands and freshwater forested/shrub wetlands, characterized by wet and dry areas covered by shrubs and trees.

HYDROLOGY

The City features several notable waterways, including a segment of the Grand River. The Grand River endows the City with a distinctive character and offers various recreational activities, such as kayaking and fishing. Prairie Creek, a tributary of the Grand River, defines the eastern boundary of the City and similarly provides residents with opportunities for recreation and appreciation of the stream's natural beauty.
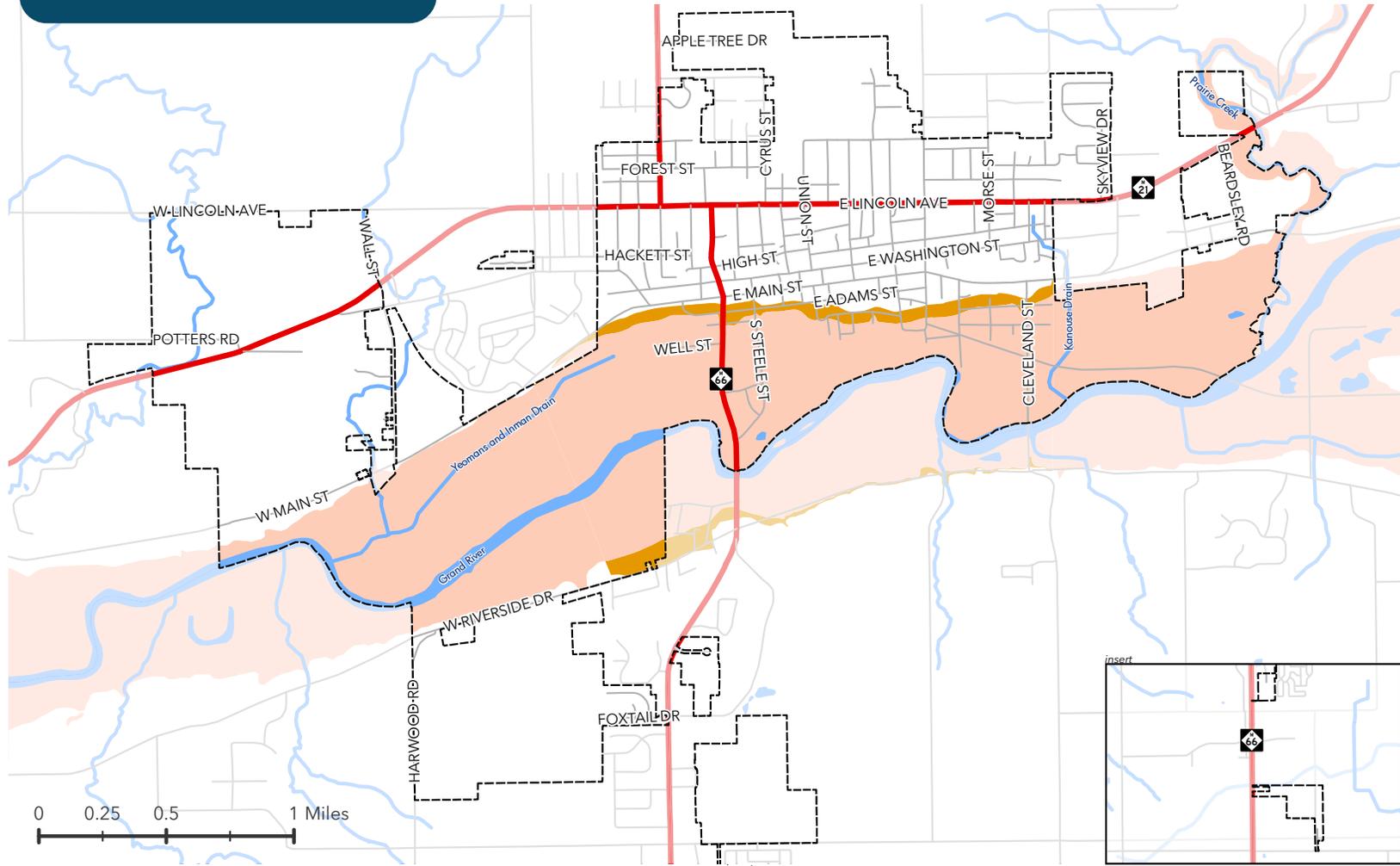
Map 2-5 Wetlands

APPLE TREE DR

CYRUS ST

FOREST ST

SKYVIEW DR

BEARDSLEY RD

W LINCOLN AVE

UNION ST

E LINCOLN AVE

MORSE ST

WALL ST

21

HACKETT ST

HIGH ST

E WASHINGTON ST

POTTERS RD

E MAIN ST

E ADAMS ST

CLEVELAND ST

WELL ST

S STEELE ST

W MAIN ST

66

Grand River

W RIVERSIDE DR

HARWOOD RD

FOXTAIL DR

see insert

0   0.25   0.5   1 Miles

insert

66

0   0.25   0.5 Miles
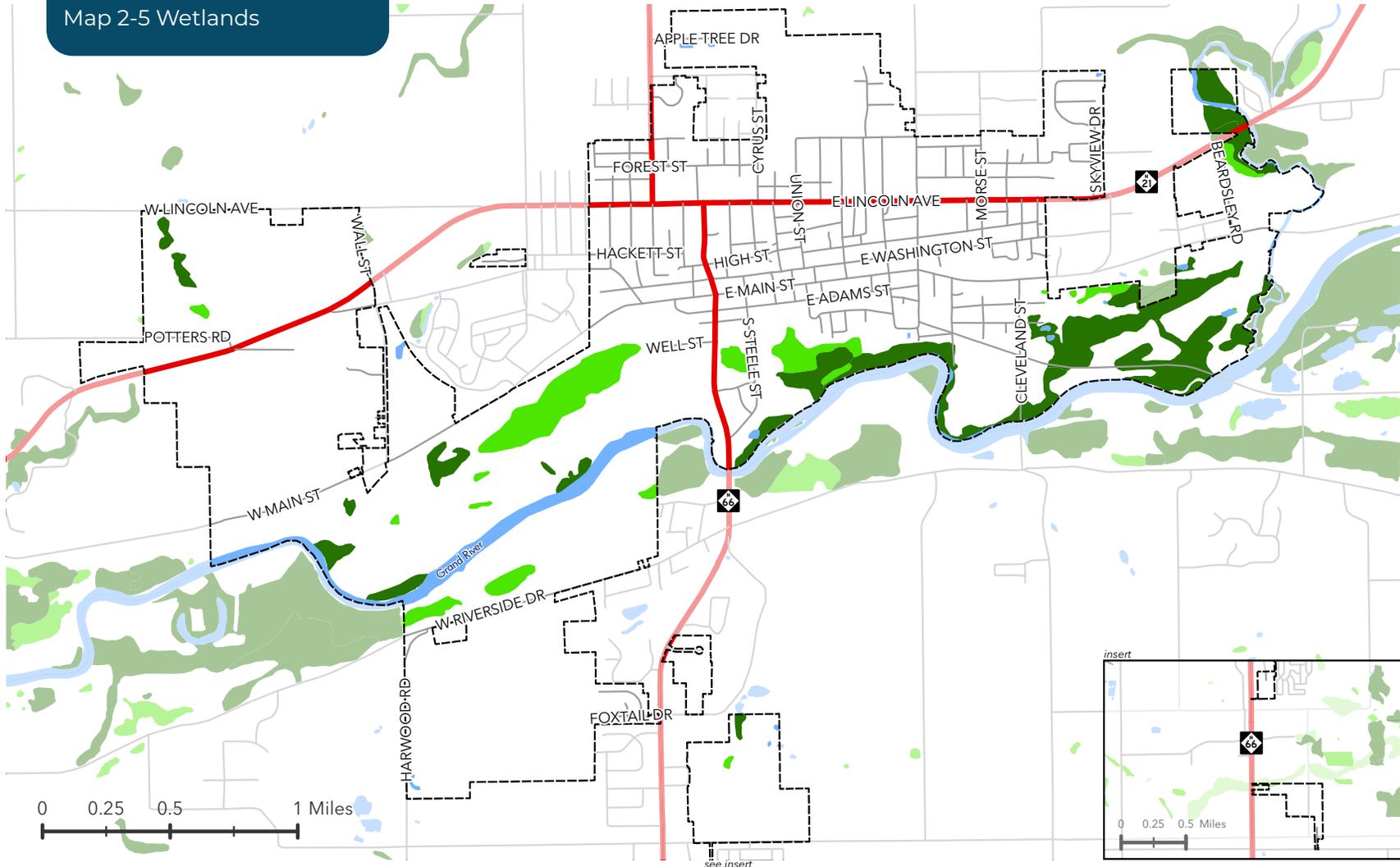
Freshwater Emergent Wetland
Freshwater Forested/Shrub Wetland
Lakes/Ponds/Streams

N

Map 2-6 Hydrology & Floodplains

APPLE TREE DR
CYRUS ST
FOREST ST
UNION ST
MORSE ST
SKYVIEW DR
Prairie Creek
BEARDSLEY RD
W LINCOLN AVE
E LINCOLN AVE
WALL ST
HACKETT ST
HIGH ST
E WASHINGTON ST
POTTERS RD
E MAIN ST
E ADAMS ST
CLEVELAND ST
Kanouse Drain
WELL ST
S STEELE ST
Yeomans and Inman Drain
Grand River
W MAIN ST
W RIVERSIDE DR
HARWOOD RD
FOXTAIL DR
see insert
insert

0   0.25   0.5   1 Miles

100-Year Floodplain
500-Year Floodplain
Streams and Rivers

N

Multiple County drains are present within the City, as depicted on Map 2-6. While these drains may not consistently exhibit water flow, they play a crucial role in stormwater management, ensuring that the City and surrounding areas remain dry following rain events and annual snow melt.

FLOODPLAIN

The City is within a significant portion of the 100-year floodplain designated by the Federal Emergency Management Agency (FEMA), and certain areas of the 500-year floodplain (Map 2-6). While the floodplain excludes much of the downtown and residential areas, some homes, and businesses, such as those along the Steele Street Corridor, the Ionia Fairgrounds, and a significant part of M-66, are within the floodplain and therefore face increased flood risk. It is noteworthy that M-66 is a critical crossing over the Grand River between Saranac and Lyons, aside from Cleveland Street. The City should consider the implications of floodplains in future developments, especially with the occurrence of increasingly frequent flooding events because of climate change.

LAND COVER

The land cover of the City encompasses developed areas, forests, wetlands, and open spaces. Land cover denotes the vegetation and land use within a specific community. The National Land Cover Dataset (NLCD), compiled by the United States Geological Service (USGS) in 2019, provided the land cover data for the City. Researchers produced this dataset by analyzing LandSat™ satellite imagery through an automated computer-based process. By comparing the satellite data to aerial photographs and evaluating the quality of the computer-based interpretation, researchers ensured accuracy.

Officials released the 2019 data in May 2021 to provide "explicit and reliable information on the Nation's land cover and land cover change." This information helps to determine the distribution of vegetation, development patterns, and their evolution over time throughout the city. The 2019 NLCD classifies various land cover types based on a modified Anderson Level II classification system. The Anderson system categorizes land cover hierarchically, with higher levels offering more detail, as observed through remote sensing technologies, such as satellite imagery. Although the land cover data may not be entirely precise, it offers a broad understanding of the overall land cover composition within the city.

The four classifications of developed land are open space, low intensity, medium intensity, and high intensity, according to the Anderson Level II system. Developed open space areas comprise a mix of constructed materials

Table 2-6. Land Cover

LAND COVER CATEGORY	# of Acres	% of Total
Developed, Open Space	524.0	14.1%
Developed, Low Intensity	610.9	16.5%
Developed, Medium Intensity	576.7	15.6%
Developed, High Intensity	270.4	7.3%
Barren Land	5.3	0.1%
Forest	491.0	13.3%
Agriculture/Open Space	779.7	21.0%
Wetlands	447.0	12.1%
TOTAL	3705.1	100.0%

Source: National Land Cover Dataset, 2019

and predominantly vegetated spaces, such as lawns. This classification mandates that impervious surfaces compose less than 20% of the total coverage. Examples include large lot single-family houses, parks, golf courses, and landscaped areas for recreation, erosion control, or aesthetics. Developed low intensity areas contain a blend of constructed materials and vegetation, with impervious surfaces representing 20% to 49% of the total coverage, typically including single-family housing units.

Developed medium intensity areas also feature a mix of constructed materials and vegetation, but impervious surfaces make up 50% to 79% of the total cover, commonly comprising single-family housing units and lighter commercial areas. Finally, developed high intensity areas comprise regions with many residential or commercial/industrial buildings, such as apartment complexes and row houses. Impervious surfaces account for 80% to 100% of the total cover.

The remaining land cover types in the city include forest, barren land, wetlands, and agriculture/open space. Agriculture/open space comprises various land cover classes, including shrub land, herbaceous areas, pastures, and cultivated croplands. The forest land cover class includes evergreen and deciduous forests, while the wetland land cover class encompasses emergent freshwater wetlands and freshwater forested/shrub wetlands.

As illustrated in Table 2-6, a combination of open spaces characterizes the land cover of Ionia, including the Ionia Fairgrounds, and more developed areas such as Downtown. This distinctive blend of land cover sets Ionia apart from other cities.

Map 2-7 Land Cover

Legend:
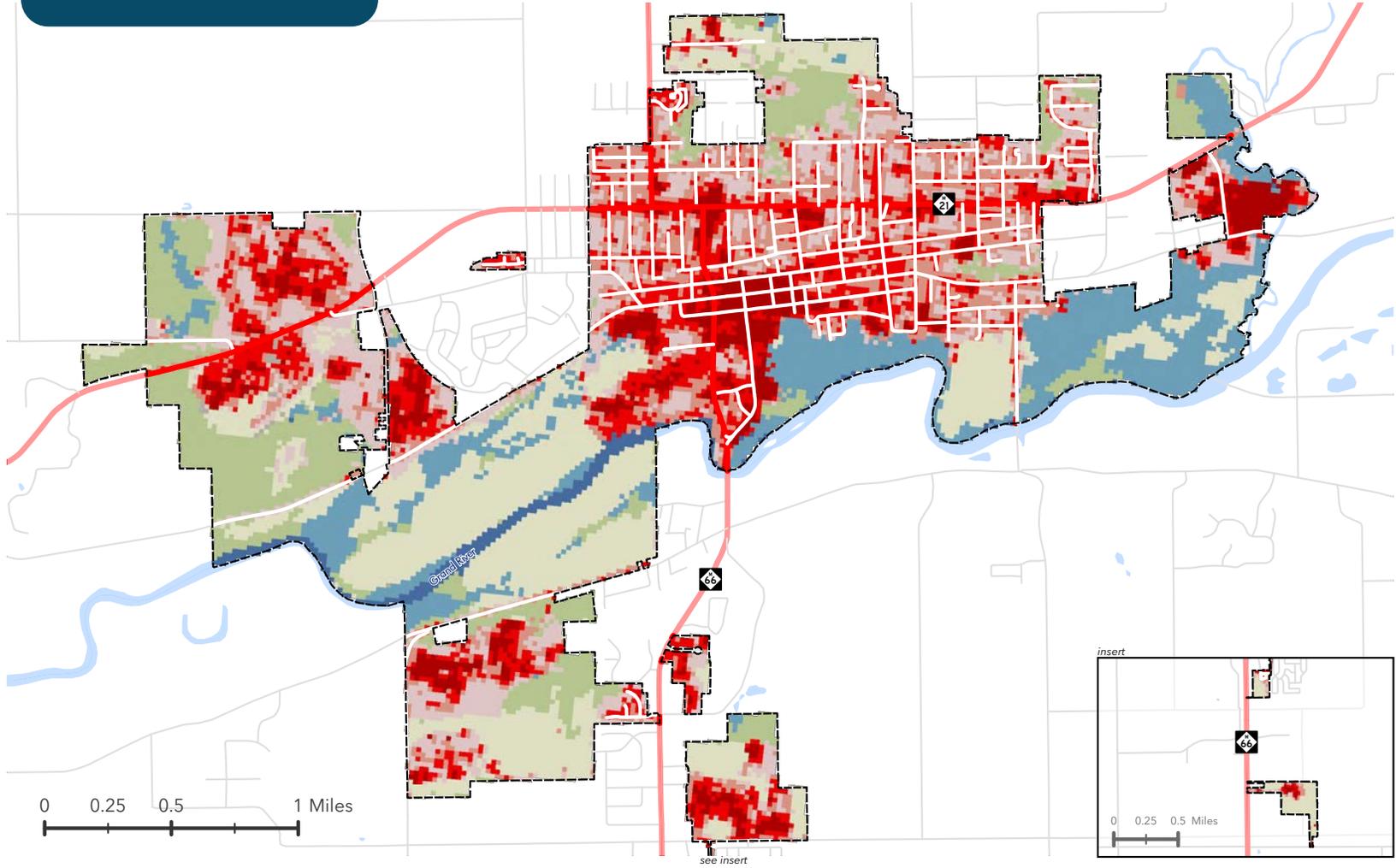
- Developed, Open Space
- Developed, Low Intensity
- Developed, Medium Intensity
- Developed, High Intensity
- Barren Land
- Forest
- Agriculture/Open Space
- Wetlands
- Open Water

Grand River

insert

see insert

N

0   0.25   0.5   1 Miles

COMMUNITY FACILITIES

Community facilities play a crucial role in the daily lives of residents by fostering civic engagement and community pride, supporting cultural activities, and providing opportunities for recreation and economic functions. Besides City functions and services, such as water and sewer, public safety, and parks, and recreation, this also includes many outside the City government itself, such as the Ionia Community Library, Ionia Public Schools, Ionia County ISD, and the county government. It is essential to consider these facilities during the planning process to ensure the vitality of the community and the future development of facilities that meet the needs of residents for years to come. The following summarizes the community facilities, services, and infrastructure that support the residents of the City.

EDUCATION

The City of Ionia falls predominantly within the jurisdiction of the Ionia Public School District. The Ionia Township School District No. 2 administers a smaller segment in the northern part of the City, which includes North LeValley Elementary School as its sole educational institution. Table 2-7 presents enrollment statistics for the Ionia Public School District. Besides the schools listed in Table 2-7, the Public School District offers a virtual school known as Douglas R. Welch Virtual High School, which educated 77 students during the 2023-2024 school year.

Table 2-7 Ionia Public Schools Enrollment (2023-2024)

SCHOOL	2023-2024
Boyce Elementary	258
Emerson Elementary	171
Jefferson Elementary	284
Rather Elementary	321
Twin Rivers Elementary	192
Ionia Middle School	613
Ionia High School	801
TOTAL	2,717

Source: Ionia Public Schools

Figure 2-5 Public School Enrollment (2002-2023)
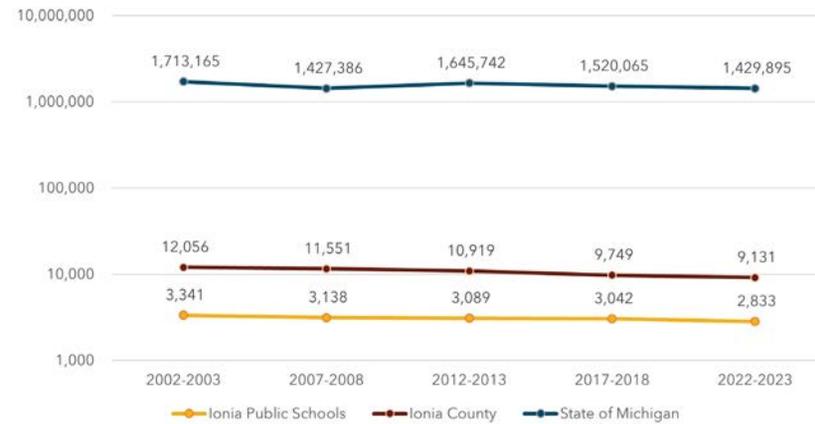
Source: Ionia Public Schools and Michigan Department of Education

Enrollment in Ionia Public Schools has been decreasing. Between the 2002-2003 school year and the 2022-2023 school year, enrollment declined by 508 students, representing a 17.9% decrease. In comparison, public school enrollment across all of Ionia County declined by 32.0% and 19.8% across the State of Michigan during the same period. This contrasts with the increasing population in the city and is likely due to declining birth rates and an increase in the average age of residents. Figure 2-5 illustrates the trend in school enrollment.

TRANSPORTATION

Transportation options in the city primarily comprise private automobile travel. Ionia is the crossroads of M-66 and M-21, connecting residents to neighboring communities and distant areas. M-66 also connects to Interstate 96, approximately 5.5 miles south of downtown.

Ionia residents have access to two cross-city non-motorized trails: the Fred Meijer Grand River Valley Rail Trail and the Fred Thwaites Grand River Trail. The Fred Meijer Rail Trail extends west to the City of Lowell and east to the Lyons/Muir area and is being further expanded by the State of Michigan Department of Natural Resources.

Map 2-9 Transportation Network

APPLE TREE DR
CYRUS ST
FOREST ST
W LINCOLN AVE
WALL ST
UNION ST
E LINCOLN AVE
MORSE ST
SKYVIEW DR
BEARDSLEY RD
21
HACKETT ST
HIGH ST
E WASHINGTON ST
POTTERS RD
E MAIN ST
E ADAMS ST
CLEVELAND ST
WELL ST
S STEELE ST
W MAIN ST
Grand River
W RIVERSIDE DR
66
HARWOOD RD
FOXTAIL DR
see insert

0   0.25   0.5   1 Miles

insert
66
0   0.25   0.5 Miles
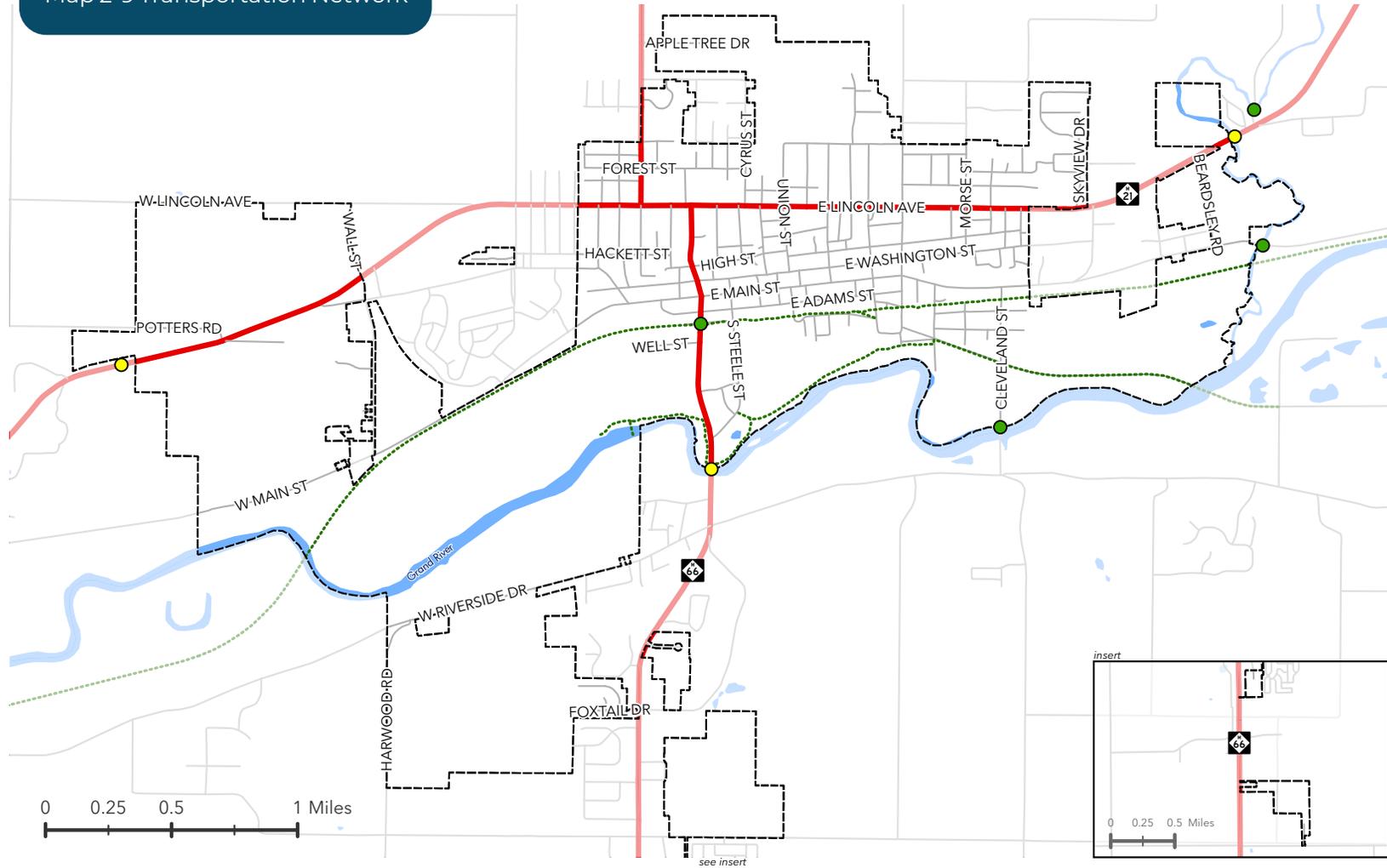
Bridge Conditions
● Good
● Fair
● Poor

Roads
━━ State Highways
── Streets

┄┄ Trails

N

The City of Ionia manages the Fred Thwaites Trail, within its city limits, and it runs parallel to the Fred Meijer Rail Trail. These trails offer recreational opportunities for residents and provide a non- motorized option for traversing the City and visiting destinations in the region.

PUBLIC MICRO TRANSIT OPTIONS

Dial-a-Ride Ionia (I-DART) is a public micro transit provider funded through state and federal programs, fares, and local millage. It operates primarily as a demand response service (call-ahead pickup). I-DART shuttles passengers around the City and Ionia County. The service operates nine Americans with Disabilities Act- compliant vehicles. I-G0, launching in June 2025 is the County's new On-Demand ridership porgram. The cost of riding depends on the distance traveled, starting at $3.00 and reaching up to $15.00 per ride, with $3.00 added for each additional passenger according to the programs website.

The Ionia County Commission on Aging (ICCOA), which provides demand response services for adults aged 60 or older and individuals with disabilities, also serves the City of Ionia. Appointments, shopping trips, senior centers, and adult day care are easier to access for older adults and people with disabilities lacking other transportation options thanks to this service. Medical and dialysis appointments have priority over other requests. ICCOA's fares are $1.50 per one-way trip within Ionia County and $10.00 per one-way trip outside the County, with additional stops costing $1.50 each. ICCOA offers a discount transit card option for $15, providing 11 in-County rides.

Because of the small community size of Ionia, with just over 8,000 residents, there is limited demand and funding available for a mass transit fixed-route system like those in Grand Rapids (The Rapid) or Lansing (CATA). Currently, I-DART is conducting a public opinion survey to assess the feasibility of extending its services to a county-wide level.

IONIA COUNTY AIRPORT

The County Airport Board manages the Ionia County Airport, three miles south of downtown Ionia. It features a 4,300-foot paved runway and a 4,000- foot turf runway, along with new hangar space, fueling, rental spaces, and a 24-hour terminal building for flight planning.

Michigan airports have their own Zoning Boards and regulations for structures near the airport. The airport property includes specific runway protection zones, with four regulatory zones based on distance:

- Zone 1: Special permits required for all new structures and alterations to existing structures.
- Zone 2: Special permits required for structures over 25 feet.
- Zone 3: Permits required for structures over 100 feet.
- Zone 4: Permits required for structures over 200 feet.

The Michigan Department of Transportation and the Federal Aviation Administration set these regulations.

UTILITIES

PUBLIC WATER

The Ionia Public Utilities Department manages the City's water system, supplying clean drinking water to the City of Ionia and portions of Berlin, Easton, and Ionia Townships. The system includes nine Type 1 groundwater wells, 68 miles of distribution lines, three pressure districts, a booster station, and five storage facilities with a combined 3-million-gallon capacity, capable of providing 5.76 million gallons per day. A Type 1 well is defined as a community well serving more than 25 people under direct oversight from EGLE, Type 2 wells are non-community wells, permitted by local county health departments. In 2003, the Michigan Department of Environment, Great Lakes, and Energy (EGLE) assessed the City's water source as highly susceptible to contamination, establishing a Wellhead Protection Program to safeguard the area's drinking water.

PUBLIC SEWER

The Ionia Public Utilities Department operates the City's sewer system, which can treat 4 million gallons per day. Current usage is 1.75 million gallons treated per day. The system has 52 miles of sewer lines and a wastewater treatment facility at 720 Wells Street serving the City and surrounding townships. The Ionia Regional Utilities Authority (IRUA) owns the wastewater treatment plan and the south lift station and is represented by members from each constituent community. Each municipality is responsible for its own collection system to transport wastewater to the plant.

INTERNET

Broadband internet access and affordability are issues in Michigan and across the country, particularly outside large urban areas and regions with persistent poverty. Building and maintaining broadband infrastructure in the region can be economically challenging because of low population density and vast geographic distances. This makes it less cost-effective for internet service providers to invest in the infrastructure to deliver high- speed internet.

This section sources information from Connected Nation (Michigan). This non-profit organization works to enhance access, adoption, and utilization of broadband services for all individuals at the local, state, and federal levels. The 2021 Maximum Advertised Residential Speeds Map reports household internet speeds in Ionia County as follows (measured in megabytes per second (M) and gigabytes per second (G), download speed/upload speed):

- 0M/1M–98.76% (of total households)
- 25M/3M–94.75%
- 100M/10M–92.68%
- 1G–18.41%

The City's unserved/underserved list included only a few residential or mixed-use areas. In the City, Spectrum (cable), AT&T (internet), HughesNet, ViaSat, and Starlink (all satellite), and Surf Internet and Point Broadband (Fiber Optic) are major providers of internet and cable services. Overall, the residents of the City of Ionia have adequate broadband coverage.
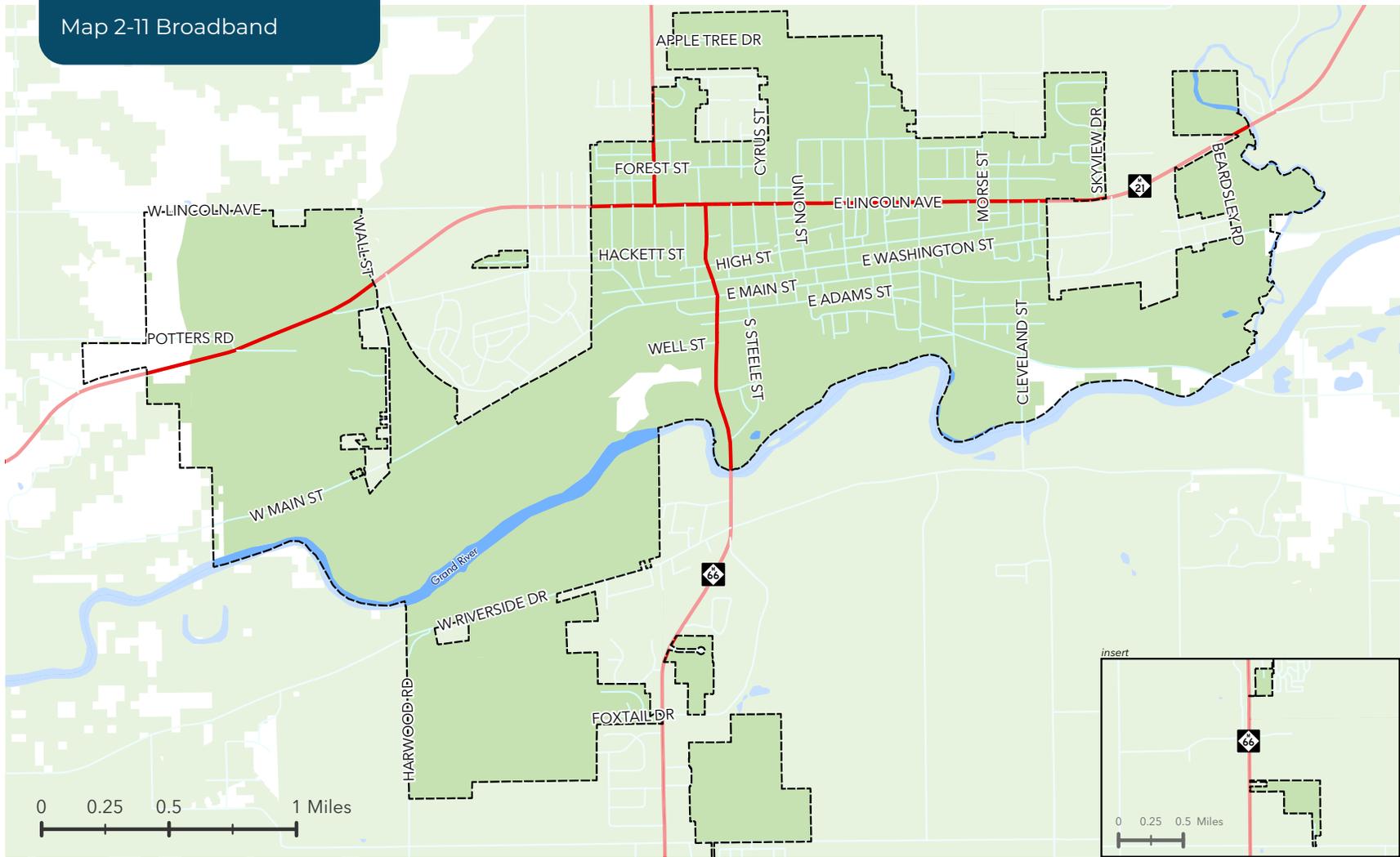
Map 2-10 Wells and WPAs
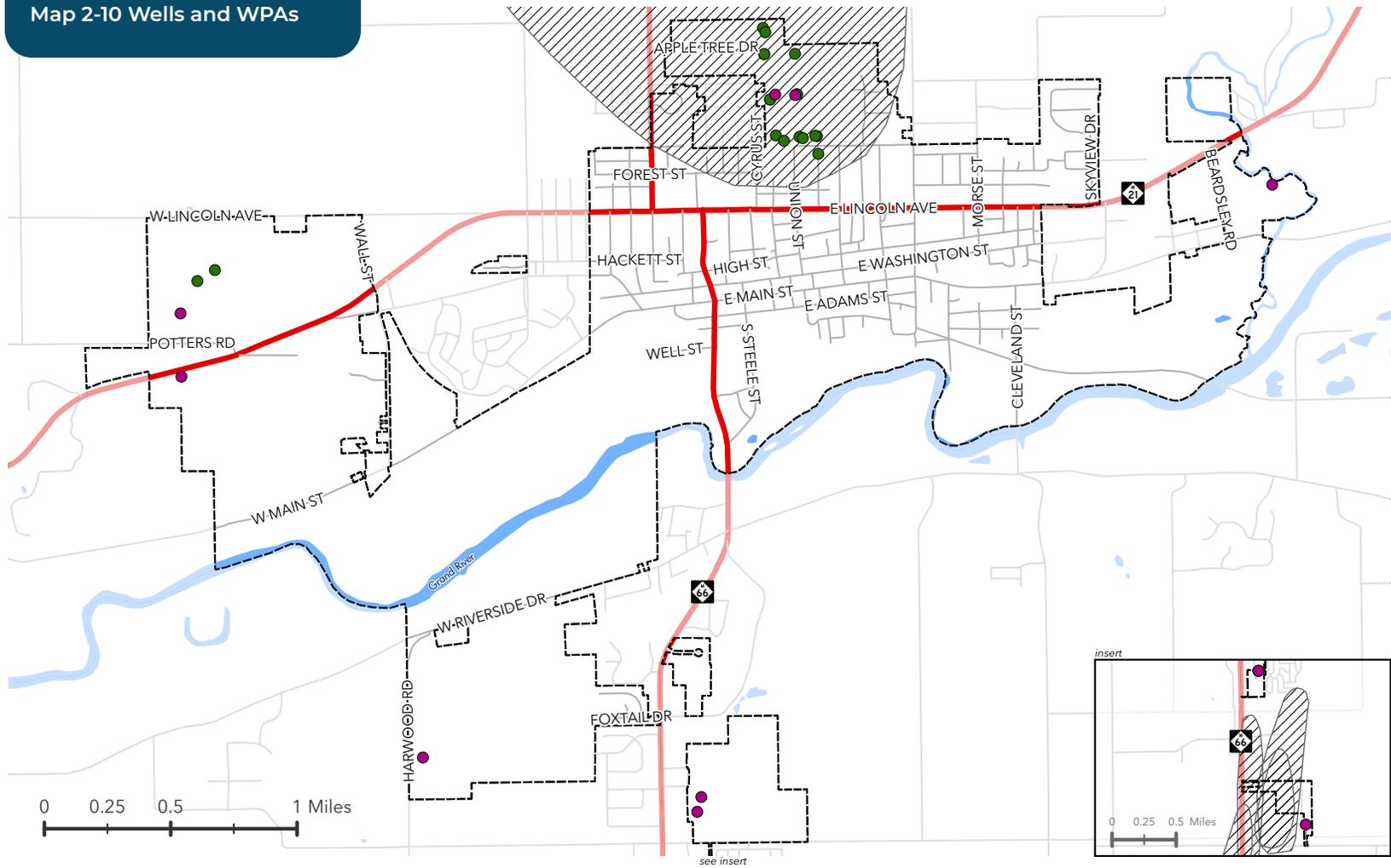
Type 1 Wells
Type 2 Wells
Wellhead Protection Areas

Map 2-11 Broadband

APPLE TREE DR

CYRUS ST

FOREST ST

UNION ST

E LINCOLN AVE

MORSE ST

SKYVIEW DR

BEARDSLEY RD

W LINCOLN AVE

WALL ST

HACKETT ST

HIGH ST

E WASHINGTON ST

CLEVELAND ST

POTTERS RD

E MAIN ST

E ADAMS ST

WELL ST

S STEELE ST

W MAIN ST

Grand River

W RIVERSIDE DR

HARWOOD RD

FOXTAIL DR

see insert

insert

0   0.25   0.5   1 Miles

0   0.25   0.5 Miles

100M/10M (megabytes per second (upload speed/download speed))

N

PUBLIC SAFETY

Public safety encompasses both police and fire protection. All Ionia Public Safety officers have undergone training in policing, firefighting, and medical first response. The Public Safety Department ensures a safe environment for the community by enforcing laws, suppressing fires, responding to emergencies, and providing public safety education.

The Department currently employs 15 full-time officers and 10 paid-on-call firefighters. The department provides police services to the City and parts of Ionia Township under contract. For several decades, contractual agreements have also delivered fire services and emergency response to Easton and Ionia Townships.

PUBLIC WORKS

The Public Works Department maintains 26 miles of streets, a 68-mile water distribution system, and a 52-mile sewer collection system. It also cares for over 600 historic streetlights, city forestry, and handles seasonal city decorations. The Department manages all solid waste programs, including yard waste collection and street sweeping, and parks and cemetery maintenance.

PARKS & RECREATION

The Parks and Recreation Department manages City parks, the Fred Thwaites Grand River Trail, ISD softball fields, and the Armory Community Center, which includes a gymnasium and two conference rooms. The Department provides various parks and recreation programming for residents and visitors of the community.

The department also offers a range of year-round recreation and leisure services to meet the needs of the community, including programming for health and fitness, as well as personal enjoyment and enrichment. Activities include basketball, adult pickleball, adult corn hole, adult city league basketball, youth corn hole, and youth spring soccer, among others.

Map 2-12 Parks and Recreation

Robinson Park

Well Fields

Hale Park

Governor Green Park

McCann Park

Armory Community Center

Perry Park

McConnell Park

Dog Park

Balice Park

Ionia Natural Area

Trailhead Park

Shattuck Park

Steele Street Park (coming soon)

Harper Park

Fred Thwaites Grand River Trail

Bertha Brock Park

Ionia County Fairgrounds

Grand River

Boat Launch

Fred Meijer Grand River Valley Trail

Ionia ISD Ballfields

High School Soccer Fields

see insert

insert

0   0.25   0.5 Miles

66

0   0.25   0.5   1 Miles

- Balice Park
- Fred W. Green Park
- Fred Thwaites Grand River Trail
- Hale Park
- Harper Park

- Ionia Dog Park
- McCann Park
- McConnell Park/Fun Forest
- Meijer Skate Park
- Perry Park

- Riverside Park
- Robinson Park
- Shattuck Park
- Trailhead Park
- Veterans Memorial Park

N

IONIA THEATRE

Constructed in 1931 for Vaudeville performances, the Ionia Theatre replicates the design of New York's Roxy Theatre with its Art Deco decorations. Although it transitioned to "moving pictures" during the Great Depression, the theatre deteriorated until community efforts facilitated its restoration in 1984. Currently equipped with modern amenities while retaining its historic charm, it hosts various events, demonstrating the efficacy of community support and historic preservation. The Ionia Theatre is operated and managed by the Ionia Downtown Development Authority and the City of Ionia, featuring a director, an assistant director, two part-time staff members, and a part-time custodian.

Regularly scheduled volunteers assist with concessions, ticketing for movies and live performances, and routine cleaning of the theatre. Community support enables the theatre to provide high-quality live performances and first-run movies at affordable prices. Recently, an ad-hoc committee was appointed to study theatre operations and recommend strategies to restore operational self-sufficiency. Operating as well as capital expenditures are currently subsidized by the City's General Fund, which may not be sustainable in the long term.
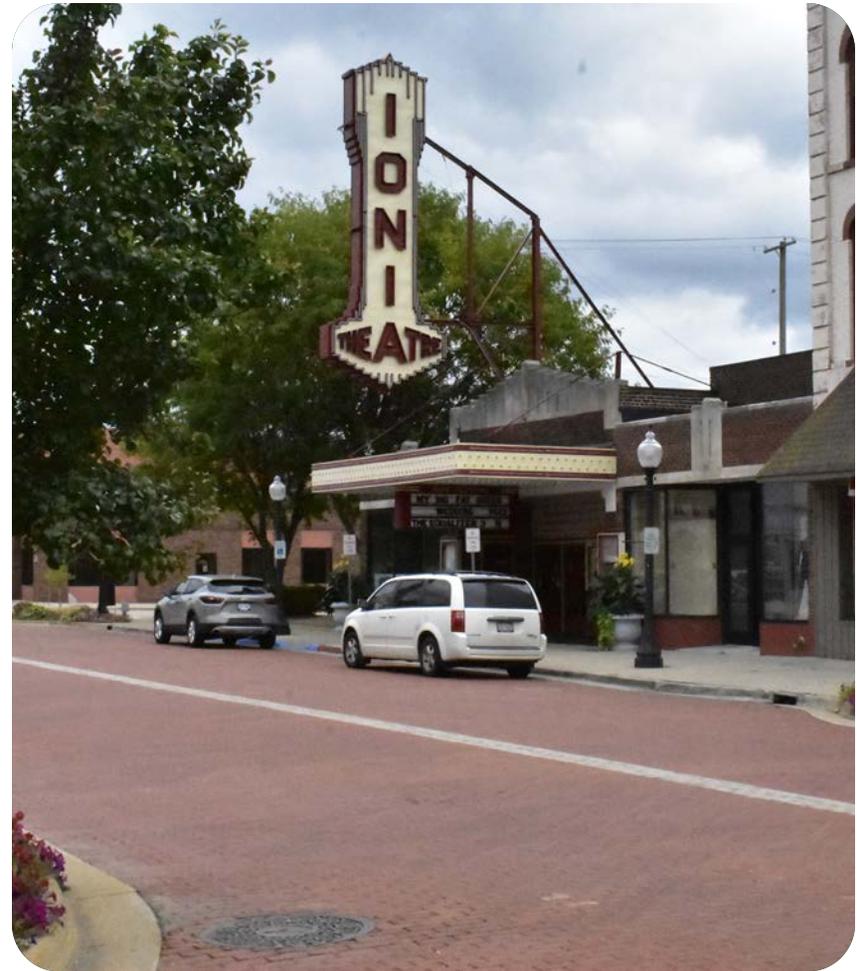
CHAPTER 3

OUR VISION
FOR HOUSING

PLANNING FOR HOUSING

Housing data is indispensable in a master plan, as it provides essential insights into a community's current and future housing needs. This data identifies housing trends, assesses housing affordability, determines housing supply and demand, and guides policy decisions related to housing development and land use. A comprehensive understanding of the housing landscape enables effective planning for housing initiatives, addressing community growth, supporting economic development, and ensuring affordable housing options for residents.

The City of Ionia recently conducted a housing study to get an up-to-date market analysis of housing inventory, supply, and demand, and socioeconomics. Although the study primarily focused on the City, it included comparative market data at the county level. The 2021 Residential Target Market Analysis by LandUse USA/Urban Strategies concluded a significant need for single-family and multi-family alternative housing formats.

New housing options identified include attached single-family duplexes, triplexes, quadplexes, town homes, or row houses, cottage courtyard homes, accessory dwelling units, and small-scale neighborhood multifamily buildings. Based on these findings, the City of Ionia has prioritized promoting ways to attract more housing.

The planning process incorporated extensive community engagement and stakeholder meetings. The Planning Commission and other stakeholders have actively taken part in planning for Ionia's future housing needs. The planning team held public workshops to gather community residents' visions for housing development over the next 30 years and identify potential areas for city growth.

Several vital ideas emerged from stakeholders and the community, demonstrating firm support for new housing development. During the workshops, participants received land use options to help them identify preferred development formats in city neighborhoods. The feedback revealed some opportunities for infill housing; however, most established neighborhoods lacked such opportunities because of area constraints. For example,

accommodating small scale multifamily buildings, though preferred, would likely require developers to remove existing housing in many of Ionia's neighborhoods.

The most preferred residential formats identified by the community were cottage-courtyard homes, town homes, and two- or three-unit attached single-family homes (duplexes and triplexes). This outcome supports the findings of the 2021 Target Market Analysis, confirming the necessity for alternative residential formats.

While the data shows that detached single-family residences remain highly desirable, the demand for alternative formats has increased significantly in recent years, likely because of the housing shortage highlighted post-COVID-19.

THE COTTAGE COURTYARD OR POCKET NEIGHBORHOOD

One approach that preserves single-family detached home options while integrating the alternative format needs is through the development of cottage courtyards or cluster home communities. The growing demand for new single-family homes increasingly positions the cottage courtyard concept as a viable option. Designers situate homes within pocket neighborhoods, orienting them around a central common green space and designing the front facades to face the interior courtyard. This design is most effective for a large lot neighborhood infill development. However, planned developments can use open space to create new neighborhoods with cottage courtyards in mixed-use residential developments, developing cottages individually or in clusters. One can implement this method on less than one acre.

Another benefit of this pocket-neighborhood design is the ability to both incorporate detached and attached single-family homes into the same development. In a straightforward one-acre development, the density of residential dwelling units can range from 5 to 10 houses per acre or greater. Parking is strategically on the periphery, minimizing motor vehicle traffic within the clustered neighborhood and reducing pedestrian/motor vehicle interaction.
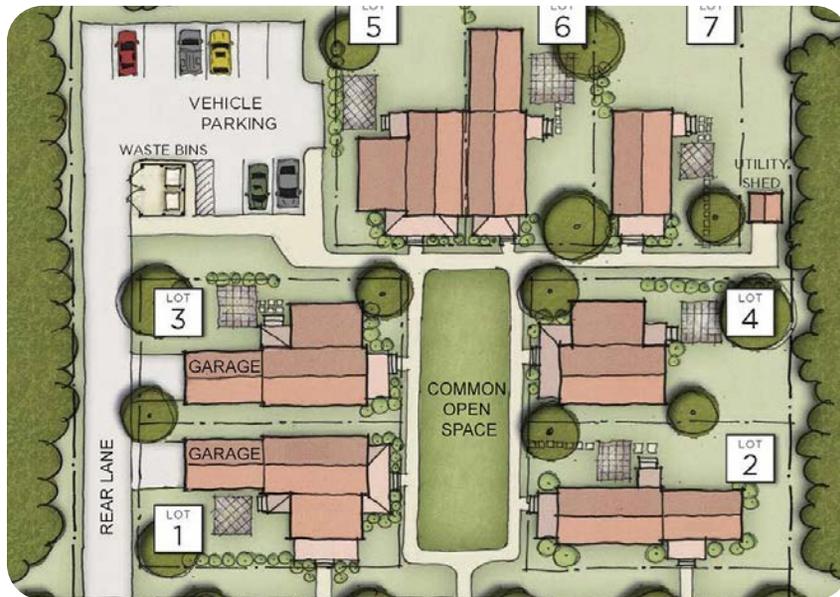
Source: Congress for New Urbanism
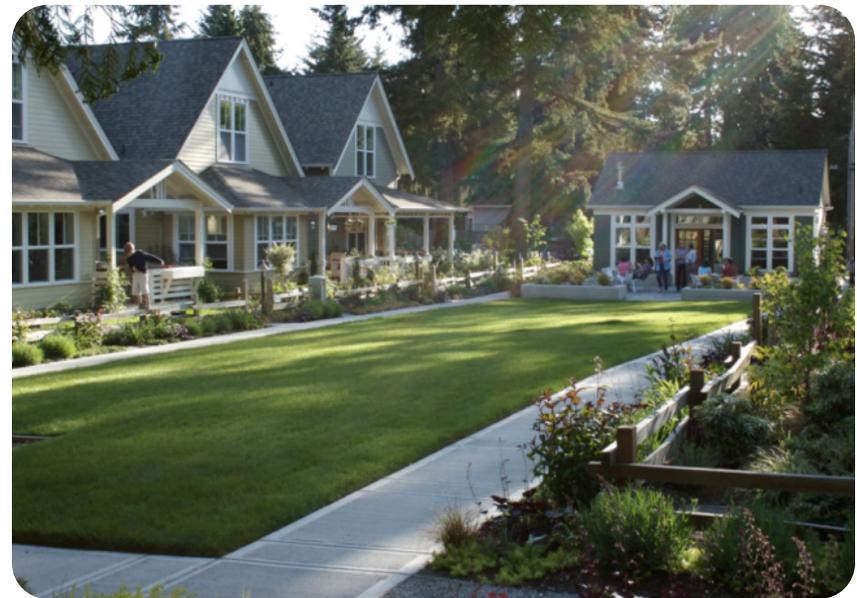
Source: Danielson Grove, Ross Chapin Architects

Water Street Town homes in Bay City, Michigan   Source: Google

TOWNHOMES OR ROWHOUSES

An efficient and aesthetically pleasing use of space is the townhouse concept, particularly in two- or three-floor models. Developing three floors is crucial for maintaining a floor plan of 1,500 to 2,000 square feet, which fits the archetype of today's residential homes. In theory, with efficient use of space, a developer could accommodate several units within one acre of land. These residences share common walls and typically contain three or more single-family units per lot.

It is advisable to keep the front facade free from automobile-dependent design elements, such as garages. Parking should be at the rear of the building, thus reducing pedestrian and motor vehicle interaction points on the sidewalk to one or two driveways rather than many driveways. Small town home structures can integrate into detached single-family neighborhoods easily, while larger planned developments can use land more efficiently building town homes.

DUPLEXES AND TRIPLEXES

While small multiplex attached single-family homes are historical in America, they have often been out zoned by many communities since the mid-20th century. Modern zoning codes now recognize these historic residential uses and are appreciating their importance. The City of Ionia has updated its residential district regulations to include duplexes by-right in low-density residential district neighborhoods and triplexes by- right within its medium-density residential district neighborhoods. This update addresses a shift towards developing residential neighborhoods in alternative ways from the post-WWII suburban model that has characterized American residential development ever since. These developments can be more attainable than traditional detached formats and provide options for those seeking not to downsize but to "right-size" their homes while remaining in modern neighborhoods. Small attached single-family buildings fit well into post-war neighborhood plans.

Best practices suggest designers position motor vehicle accommodations, such as parking, either behind or integrated into the rear of the building to prevent garages from dominating the street-facing facade. Frequently, builders place a large two-car garage at the front of new homes, which can detract from the focal point of the front door. This design choice can undermine the community-oriented purpose of the neighborhood. Some zoning codes include design considerations, such as usable front porches, as a mandatory addition to new homes to seamlessly blend a new house into an older neighborhood or to give a new neighborhood a more traditional look. A "usable" front porch refers to covered front porches that occupy at least 50% of the total width of the front facade, with dimensions no less than eight feet long and six feet deep. Designers should design these porches to accommodate residents comfortably.

Source: Preangerstraat 24 in Enschede, source Funda.nl

This illustration, as presented in an Ukiah, California housing, and zoning policy study, depicts a post-war neighborhood with 10 detached single-family homes making up a common city block (top figure). An alternative layout (bottom figure) shows that using a multi-format housing component could enable a developer to construct up to 18 single-family homes in the same land area with applicable zoning.
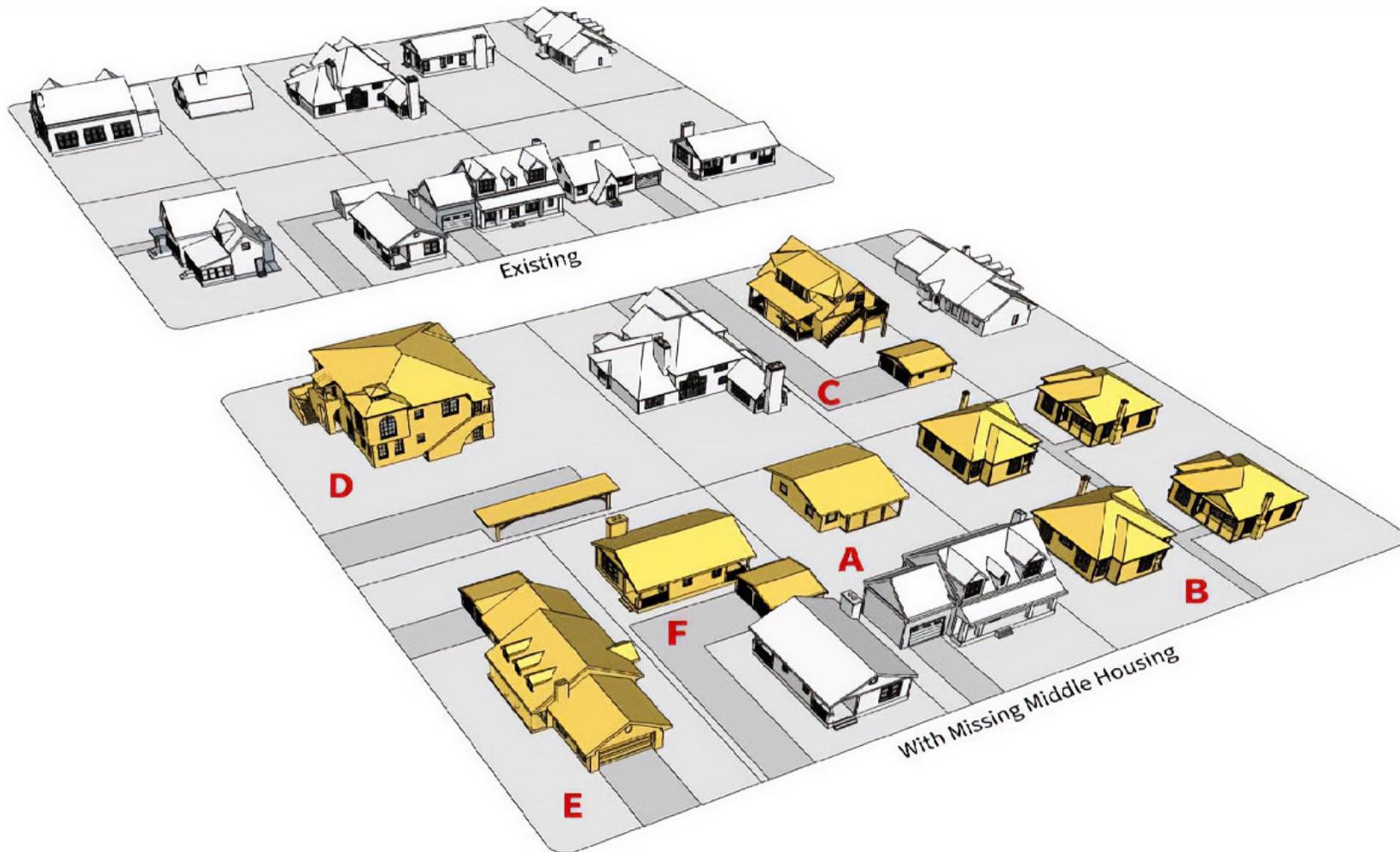
Source: City of Ukiah, CA

The 2021 Ionia housing study showed that around 30% of incoming residents prefer attached housing formats, while approximately 70% choose detached single-family homes on individual lots. This discrepancy results in a housing imbalance within the City of Ionia. Currently, 44% of the total housing units in the City comprise attached formats, which surpass the projected future demand based on migrating residential population estimates.

Essentially, there is an oversupply of attached housing units relative to future demand projections. Notably, most of these attached units are converted homes constructed before 1940, many of which are in deteriorating conditions, rendering them undesirable to potential residents. Urban economics and affordability play major roles in this scenario. Landlords often unlawfully subdivided these old homes into multi-unit residences, thus evading detection during conversion, in violation of city ordinances and county building codes. However, the cost of living and limited availability of affordable homes have resulted in many residents feeling compelled to live in these lower-cost options, as they represent the only financially workable choice.

The study shows that while new construction should predominantly focus on single- family detached homes, this does not denote a need only for medium to large-sized homes. There is substantial demand for smaller homes in cottages, duplex, and townhouse or row house formats, all featuring private entrances. The 2021 Ionia housing study reported that it is imperative to consider that for each new owner-occupied single-family home constructed, the robust rental market in the City necessitates the construction of five new rental units, for reasons mentioned above.

Many factors influence the overall cost of construction per square foot for builders and, as a result, for purchasers. The efficient use of space makes these configurations both cheaper and more efficient.
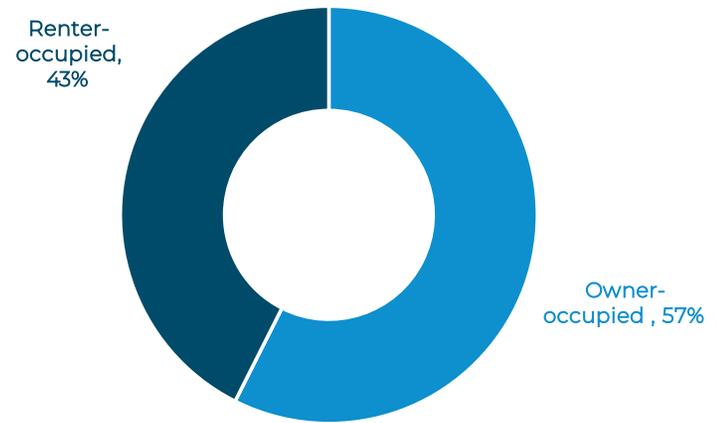
The developer's cost of construction decreases per unit. For instance, if the construction cost for a single-family detached home on a one-acre parcel is $155 per square foot, the same lot could accommodate a four-unit attached single-family structure at a construction cost of $300 per square foot. When dividing the $300/sq. ft. construction cost by four, it equates to $75/sq. ft. per home, making the single-family detached home on one acre more than twice as expensive for the developer to build. This enables the builder to price the homes at a more attainable level, while still achieving a reasonable return on investment compared to what they would need to charge for the single-family detached home to maintain a comparative return on investment.

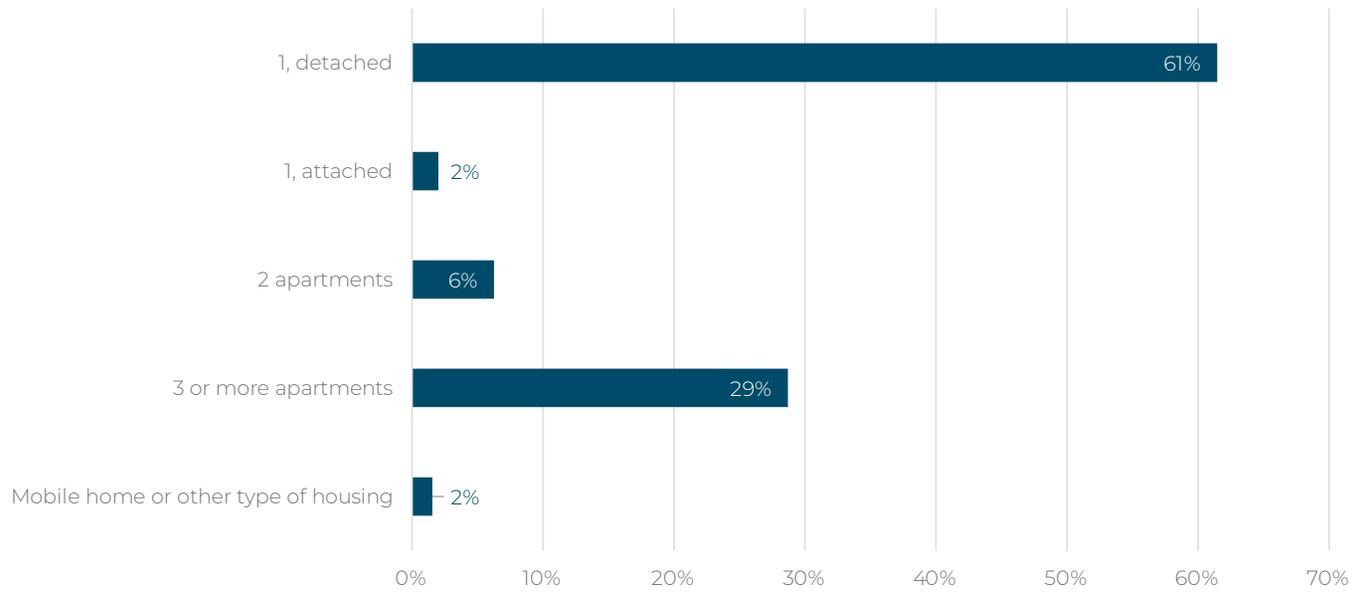## Figure 3-1. Housing by Occupancy

Occupied, 93%

Vacant, 7%
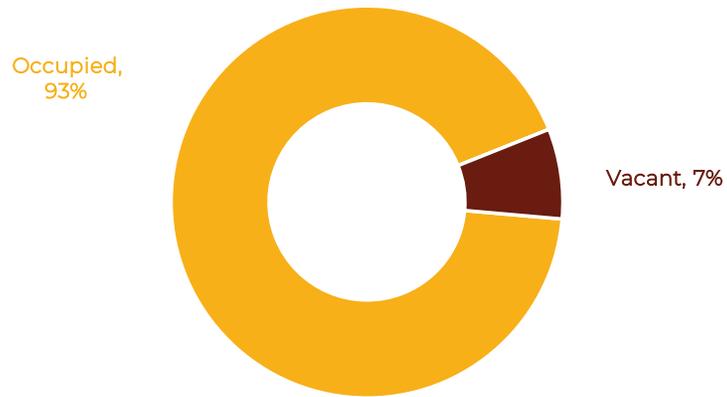
Source: U.S. Census, 2020 Decennial Census

Figure 3-2. Occupancy Characteristics

Renter-occupied, 43%

Owner-occupied, 57%

Source: U.S. Census, 2022 American Community Survey

Figure 3-3. Housing Units in Structure

Category	Percent
1, detached	61%
1, attached	2%
2 apartments	6%
3 or more apartments	29%
Mobile home or other type of housing	2%

Source: U.S. Census, 2022 American Community Survey

Occupancy characteristics provided by the Census Bureau support the conclusions formulated by the 2021 LandUse USA housing study. According to the 2020 U.S. Census, the City of Ionia has 2,772 housing units. 2,566 of these units (93%) serve as primary residences for their occupants. The census reported approximately 206 (7%) of the housing units as vacant. The U.S. Census estimates the average household size to be 2.71 persons. The 2022 American Community Survey shows that 57% of housing units were owner-occupied, with renters occupying about 43%.

The City's housing is mainly (61%) detached single-family homes. Attached single-family residences comprise 2% (duplexes), whereas multi-unit structures (three or more units) make up 29% of all Ionia homes. Finally, mobile homes and other housing types make up 2% of all housing units. The community's diverse housing options cater to a wide range of preferences and needs.

In conclusion, it is imperative that the City continue to provide more housing development opportunities and creative development options to attract potential developers. The vacant land at the former Deerfield-Riverside complexes provides a once-in-a-generation opportunity for the City. A partnership between Ionia and the State Land Bank Authority will guide the development of this large vacant space. The City can use the data backed by the 2021 LandUse USA housing study, and all the community and stakeholder engagement feedback from this master planning process to push for a mixture of new housing options, for both homeowners and home renters.

OUR VISION FOR MOBILITY & ACCESSIBILITY

MOBILITY AND ACCESSIBILITY

Public feedback during community engagement showed a strong preference for non-motorized links between key destinations, such as City parks and the historic Downtown. They stressed the need for safe, efficient, car-free travel options. Walking paths, bike lanes, and clearly marked crosswalks provide safer, easier ways to get around town without a car.

These methods of transportation not only reduce traffic congestion but also contribute to improved physical health by encouraging more active lifestyles. Non-motorized travel options can foster a greater sense of community by providing spaces where residents can meet, interact, and enjoy outdoor activities together. The Plan highlights well-maintained sidewalks, dedicated cycling routes, and improved signage as essential components for effectively supporting these non-motorized travel options. Enhanced connectivity can lead to a more vibrant and accessible urban environment, increasing the overall quality of life for all community members. During the Deerfield-Riverside Workshop, participants also included similar mobility and accessibility options to link the core of the City and the future development site on the far edges of town.

CREATING A STRONGER SENSE OF PLACE THROUGH ENHANCED CONNECTIVITY

Non-motorized options, such as walking paths, bike lanes, and pedestrian street crossings, play a crucial role in shaping vibrant communities and strengthening neighborhood identities. These transportation methods do not merely offer alternative ways to move about the city; they serve as vital tools in fostering an enhanced sense of community and creating spaces where residents can build deeper connections with their surroundings and each other.

They also contribute significantly to developing a unique sense of place and identity within neighborhoods. Well-maintained sidewalks, dedicated cycling routes, and improved signage are not just functional elements; they are integral to the aesthetic and cultural fabric of a community. These components help to define the character of neighborhoods, making them recognizable and cherished by residents and visitors alike.

During one Planning Commission work session, a Commissioner observed Ionia possesses historic housing stock and traditional pre-WWII neighborhood design features. He pointed out that the City would benefit from incorporating more community elements, such as increased mobility options, to establish a stronger neighborhood identity. He observed that, in many other communities, amenities draw people to specific neighborhoods, building pride among residents. This pride translates into better maintenance of personal property and overall neighborhood upkeep, encouraging neighbors to collaborate by keeping their block in excellent condition.

Non-motorized connectivity also plays a pivotal role in promoting social interactions and fostering a sense of belonging. Walking paths and bike lanes often become informal meeting places where neighbors greet one another, share conversations, and build relationships. Ultimately, it is not just about providing alternative means of transportation; it is about creating a more inclusive, connected, and vibrant community where residents can thrive. As Ionia continues to grow, prioritizing non-motorized mobility will be essential in building a resilient and sustainable urban environment for future generations.

| 3½' | 6' | 2' | 3½' | 2' | 7' | 9' | 9' | 7' | 2' | 3½' | 2' | 6' | 3½' |
| | Sidewalk | | | | Parking lane | Drive lane | Drive lane | Parking lane | | | | Sidewalk | |
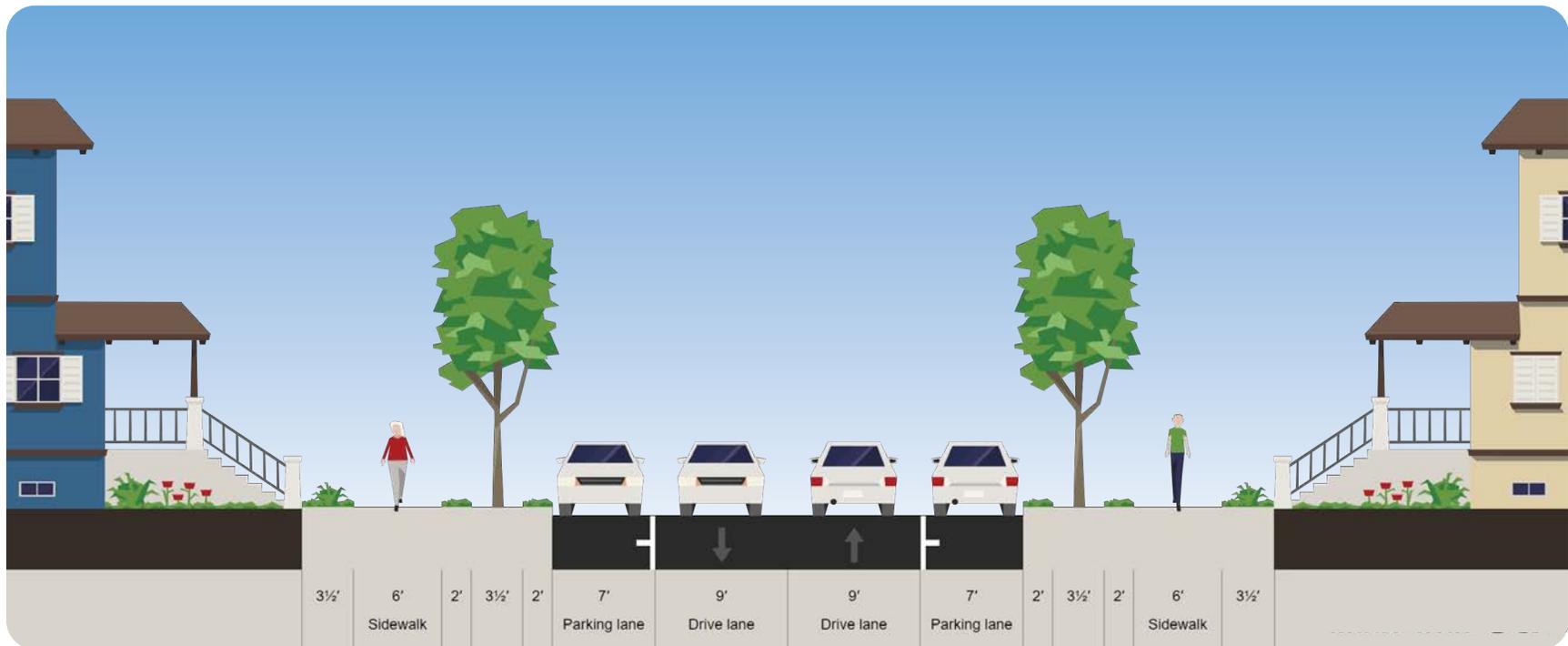
A CITY OF TRAILS

The City of Ionia features two notable trails: the Fred Meijer Grand River Valley Rail Trail and the Fred Thwaites Grand River Trail. The Fred Meijer Grand River Valley Rail Trail is a regional trail that connects Ionia directly to the City of Lowell, located 13 miles to the west. This trail has some paved sections and some crushed gravel sections. This trail links to the Fred Meijer Clinton-Ionia- Shiawassee Trail, which extends east through the Cities of Portland (Ionia County), St. Johns (Clinton County), and Owosso (Shiawassee County).

The Fred Meijer Flat River Trail (Lowell to Alma) connects closely with the Fred Meijer Grand River Valley Rail Trail. On-street and side path connections along the Grand River through Cascade and Ada Townships in Kent County allow access to the Grand Rapids trail network across western Michigan. This directly links the City of Ionia to 122 miles of riding surface and 18 other trail towns, and it is near an additional 271 miles of trails and 45 trail towns.

The City of Ionia lies within the continuously expanding regional non-motorized trail network that crosses the state. This strategic positioning presents a significant opportunity for the City to attract trail users and offer amenities. Ionia is positioned as a destination for visitors seeking dining options, a local bike shop, boutique shopping, festivals, regional parks, and the Ionia Free Fair.

PLANNING FOR DEVELOPMENT

Source: Will Katerberg, Weekly Image

ECONOMIC DEVELOPMENT

Economic development involves more than job recruitment; it includes strategic planning to position the community for new opportunities in industry, small business development, and entrepreneurship. It is important to emphasize features such as an educated workforce, attractive neighborhoods, outdoor recreation, vibrant downtowns, and parks, which enhance quality of life and are factors in attracting and keeping talent. The City collaborates with the Ionia Area Chamber of Commerce, the Downtown Development Authority, the Ionia County Economic Alliance (ICEA), and the Right Place, a regional economic development corporation, to showcase these aspects to potential developers.

In 2019, the City completed an Economic Development strategy, including a SWOT analysis to assess the community's strengths, weaknesses, opportunities, and threats. The city controls internal factors, such as strengths and weaknesses, and can improve them through policy changes. The community must strategically navigate external factors as opportunities and threats. Because the City has prioritized expanding economic development and has strategically planned for recent policy changes, Ionia earned Certified Redevelopment Ready Community status from the Michigan Economic Development Corporation, granting eligibility for state resources and showcasing local development sites.

The study collaborated with community stakeholders to establish economic development goals, including:

- Developing a downtown that preserves its historical architectural character while accommodating contemporary trends in amenities and services.

- Maintaining and enhancing the appearance and function of the Lincoln Avenue (M-21) corridor. Continuing efforts to improve the Dexter Street (M-66) corridor within the City limits by addressing vehicle access, landscaping, street furniture, signs, and turning movements, culminated in the pedestrian and bikeway bridge over South Dexter Street serving as a gateway to Ionia.

- Planning for and implementing land use and development policies that support and build upon the strengths of the downtown area.

- Increasing the number of events in the DDA district to support local businesses.

- Preserving existing industrial land uses in the City; marketing and promoting existing sites and considering new sites in the downtown area; providing a range of opportunities within land zoned for industrial land uses to reflect current market trends.

- Continue implementing traffic calming or pedestrian safety measures in areas concerned with driver and/or pedestrian safety to make the City a walkable, pedestrian-friendly community.

- Further invest in infrastructure and land development to attract the medical and technological industries.

INDUSTRIAL AND TECHNOLOGICAL INNOVATION

Industrial expansion and investment are always key factors in economic development. Industrial properties provide the greatest bang for the tax dollar a local community can receive compared to the cost of services the City must provide. The City of Ionia has a history of industrial manufacturing. Large industrial operators in the City include Ventra Group and Matcor-Matsu, both automotive components suppliers and the largest industrial operations in Ionia. Other industrial operations include Orion Manufacturing, Enwork Furniture, Peerless Midwest, Custom Components Corporation, Arcanna, and Diamond Engineering. The City of Ionia maintains the Orchard View Industrial Park, which contains several light industrial production facilities. Orchard View's strategic position is one and a half miles from two Consumers Energy Substations providing the industrial park with a 99.17% electric reliability rating. These substations also service the north side of the City.

The Economic Development Strategy reported that Ionia has the strategic advantage of being close to the Grand Rapids and Lansing markets while maintaining a low cost of living. Its real estate values are relatively affordable compared to Grand Rapids, and it provides various amenities for residents and businesses.

The City has preserved and would like to expand its light manufacturing heritage while exploring opportunities for technological and innovative industries. Although the Orchard View Industrial Park has limited availability and small lot sizes, future development will more likely occur in a dedicated business innovation park at the former Deerfield-Riverside Complexes.

Along with previously discussed potential residential development and mixed housing to meet city needs, this plan will elaborate on this subarea later (Chapter 8). The City intends to split the property roughly in half, with 80 acres allocated to a business park and the remaining half for residential expansion.

Industrially zoned land closer to downtown is available for development. However, a significant portion of this property lies within or near floodplains that experience regular flooding annually, causing substantial design measures to mitigate flood risks. The Deerfield-Riverside Subarea offers open space with access to electricity, gas, telecommunications, and public water and sewer utilities. Future development must address the need for on-site fiber optic networks and increased accessibility via county roads.

Addressing these challenges will require high-speed IT connections, coordination with the Ionia County Road Department, and ample development space. The City can efficiently provide several 5- to 10-acre lots from the approximately 80 acres available. Once these factors are addressed, the City and its economic development partners might build speculative industrial flex space on one lot. This would make the property ready for immediate occupancy and allow customization by the new tenant.

The City's high quality of life, low cost of living, attainable housing, and strategic location near an interstate highway equidistant between the Grand Rapids and Lansing markets—both home to large universities and research institutions—make Ionia an attractive option for businesses seeking suitable accommodations within a welcoming community.

Many potential development opportunities exist and new zoning practices have enabled previously non-conforming properties towards their full development potential.

COMMERCIAL DEVELOPMENT OPPORTUNITIES

The Economic Development Strategy identified three core commercial areas in the City for development: the Central Business District (Main, Washington, and Adams Streets), Lincoln Avenue (M-21), and Dexter Street (M-66) corridors as focal points for economic development goals. The City of Ionia has implemented policies to make these commercial areas more zoning friendly, including mixed-use formats, upper level and first floor residential spaces, favorable dimensional restrictions, and expanded use opportunities. Several locations around the City are suitable for development.

To provide an example of one location ripe for development in Downtown Ionia is the property on the southwest corner of W. Main Street and W. Adams Street. A recent split of a larger parcel, which included Michigan Works! created this property. The property is just under two acres in area and could fit a 22,000 square foot building footprint that fronts both W. Main Street and W. Adams Street. Table 5-1 integrates this example into a broader zoning context, demonstrating the ease of implementing this hypothetical development at the downtown edges. The Planning Commission's recent amendment of its zoning ordinances allowing this land use makes redevelopment possible.

DEVELOPMENT EXAMPLE
CORNER OF W. MAIN AND W. ADAMS STREETS

Zoning Data		Property Data	Development Option Example
Zoning District	Standards	B-3 District	B-3 District
Use		Vacant	• Retail (2,500 ft.^{2}) • Cafe (2,000 ft.^{2}) • Residential (42 - 1b/1b & 2b/1b) • Grocery Market (14,200 ft.^{2})
Lot Area (min.)	n/a	1.92 ac.	1.92 acres
Lot Width (min.)	n/a	256 ft.	256 ft.
Height (max.)	n/a	n/a	3 stories
Front Setback (min.)	30 ft.	n/a	30 ft.
Side Setback (min.)	20 ft.	n/a	20 ft.
Rear Setback (min.)	20 ft.	n/a	20 ft.
Min. Residential |Floor Area	500 ft.^{2}	n/a	640 ft.^{2}
Lot Coverage (max.)	n/a	n/a	26% (22,000 ft.^{2})
Parking	varies	n/a	74 - Residential 82 - Market 11 - Retail 10 - Cafe

Under new zoning standards, this property could develop into a mixed-use development containing commercial businesses such as retail, a small market, and cafe space while also providing many new residential units on the second and third floors. A proposed development such as this would accomplish the goals the Planning Commission and the public wish to see, providing more development near the downtown, supplying more shopping, dining, and living opportunities.

While this site is known to have some contamination due to former industrial use, many former industrial brownfields are being redeveloped all over Michigan. Examples include the Shaw-Walker site in Muskegon, the Fisher Body Plant in Detroit, and the Overton and Everton Piano Factory sites in South Haven. The rendering above is simply a hypothetical idea of what could feasibly fit upon the acreage of this property. While this is only a concept, it reiterates the potential for fresh development of existing properties in the downtown and along the major commercial corridors in the City of Ionia.

OUR HISTORIC DOWNTOWN

The Downtown area is home to a variety of locally owned shops, boutiques, and eateries that contribute to the town's welcoming and community-oriented feel. The Downtown area has long served as the commercial and cultural center of the community. This blend of old and new keeps the area vibrant and economically relevant while preserving its historic charm. Antique stores, cafes, gift shops, and restaurants line Main Street, offering both residents and

visitors a place to explore and enjoy local flavor. Hosting many events, such as seasonal festivals, parades, and farmers' markets, brings the community together and highlights the area's culture. One example is the Ionia Free Fair—one of the largest and oldest fairs in Michigan—a major summer attraction, located just outside downtown.

The Downtown's ongoing redevelopment and reinvention are priorities for both the Planning Commission and the Downtown Development Authority. The City of Ionia invested millions of dollars into recreating the streetscape along Main Street. Significant improvements are likely to be made during future capital projects. Ideas such as outdoor cafes, activated alleyways, inviting sidewalk spaces, more mixed-use residential, facade improvements, and connections to the nearby dog park and future Steele Street Park provide many examples of how the community can work to create a more vibrant downtown.

During community engagement exercises, residents repeatedly expressed a desire for an outdoor entertainment or performance venue. With the help of multiple grant awards, the City of Ionia is planning to create such a public space in the new Steele Street Park. We should note the Steele Street corridor is immediately outside the downtown area, but inside the Downtown Development Authority District, therefore allowing the capture of tax dollars to provide eligible public improvements. The Planning Commission has planned to use this north- south corridor to provide a direct link from the Fred Meijer Grand River Valley Rail Trail into the heart of Downtown Ionia.

Map 5-1 Downtown Development Authority District
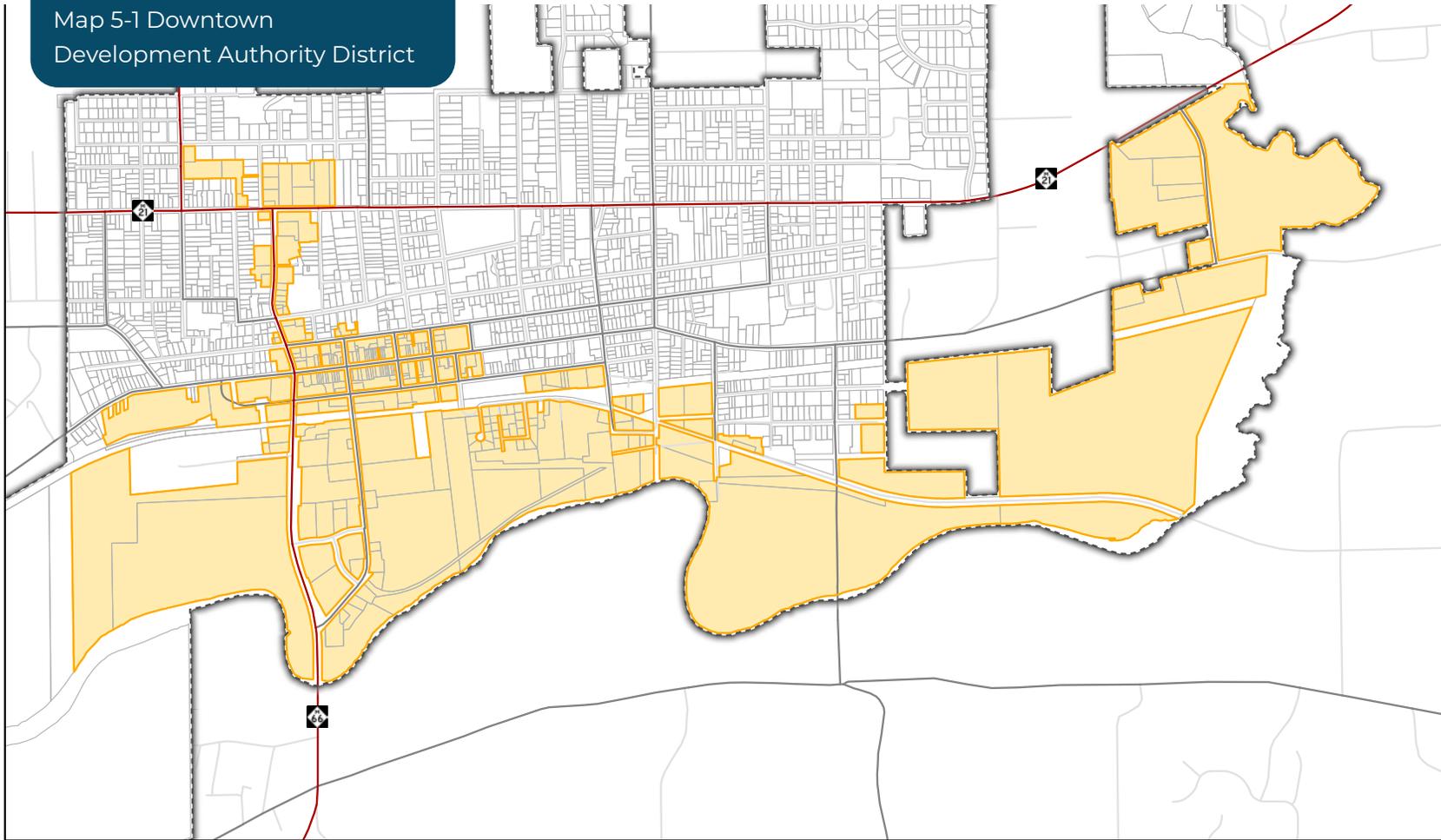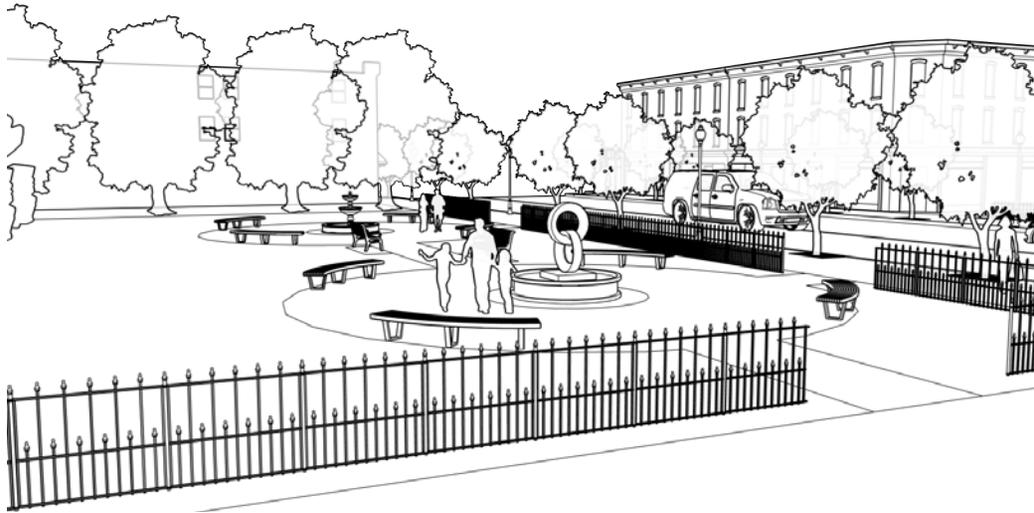
DDA Boundary
City Boundary

N

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Miles
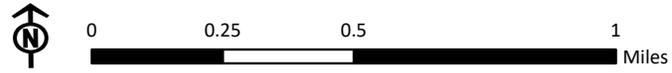
CITY OF IONIA
DDA DISTRICT

Development Opportunity

Figure. 5-2. Gateway Park looking SE towards the Community Center from S. Dexter St.

Gateway Park - NE corner of S Dexter St. & W. Main St.

Figure. 5-3. Gateway Park looking East down W. Main St.

Gateway Park is currently a vacant green space at the very entrance to Historic Downtown Ionia. The Ionia Downtown Development Authority, which owns the property, has planned to improve this space into a future "formal" gateway into the Downtown. The 2023 Ionia Parks and Recreation Master Plan has identified this space as a potential future development and investment site. There is presently a significant park and recreation footprint at this intersection. Both Veterans Memorial Park and the Ionia Community Center and Parks and Recreation Department offices are located across W. Main Street.

This conceptual plan provides potential community gathering space, outdoor amenities such as benches and walkways, as well as fencing that matches the Veterans Memorial Park across the street to ensure continuity. Besides basic park features, this concept includes the installation of features such as public art, a small fountain, or outdoor fireplace, as discussed by the Planning Commission and mentioned in the community engagement process by community members.

CHAPTER 6

PARKS & RECREATION

OUR CITY PARKS

Ionia currently has twelve parks, a considerable number for a city of over 8,000, and plans for additional parks are underway. Every resident lives within a ten-minute walk of a park. The parks and recreation areas in Ionia are more abundant and attractive than in larger communities. Park sizes vary, from less than an acre to over a dozen acres. Many have a mix of active and passive recreational areas. Dozens of community members taking part in the Master Plan's engagement process expressed appreciation for city parks and a desire for more recreation opportunities.

Existing City park features, such as playgrounds, restrooms, pavilions, and athletic areas, offer renovation and upgrade opportunities. The City's 5-year Parks and Recreation Plan details goals and actions for facilities and programming over the next several years. However, this Plan points out the necessity of aligning future development with the City's comprehensive Master Plan.

RECREATIONAL OPPORTUNITIES

Prioritizing new recreational opportunities (active, like athletic fields, and passive, like nature trails) in existing and new parks guided input from the public, stakeholders, the City, and the Planning Commission. Suggestions included improved Grand River connections—boat and kayak/canoe launches, accessible public riverfront space, and connections between the Fred Thwaites River Trail, the Fred Meijer Grand River Valley Rail Trail network, and the downtown. The Planning Commission also considered using the old pedestrian bridge in Riverside Park to create cross-connections to the south riverbank, thus connecting City-owned property there to W. Riverside Drive and the Deerfield-Riverside development.

EXPANSIONS

Engagement feedback suggested regional park connections, such as Bertha Brock Park or the Ionia State Recreation Area. Because these locations are beyond city limits, they necessitate a collaborative plan between Berlin and Easton Townships, the County, and the City. The engagement feedback suggested Steele Street Park for development, including athletic fields, areas for community gatherings, and outdoor entertainment options. These would showcase the distinctive environment of the Grand River Valley.
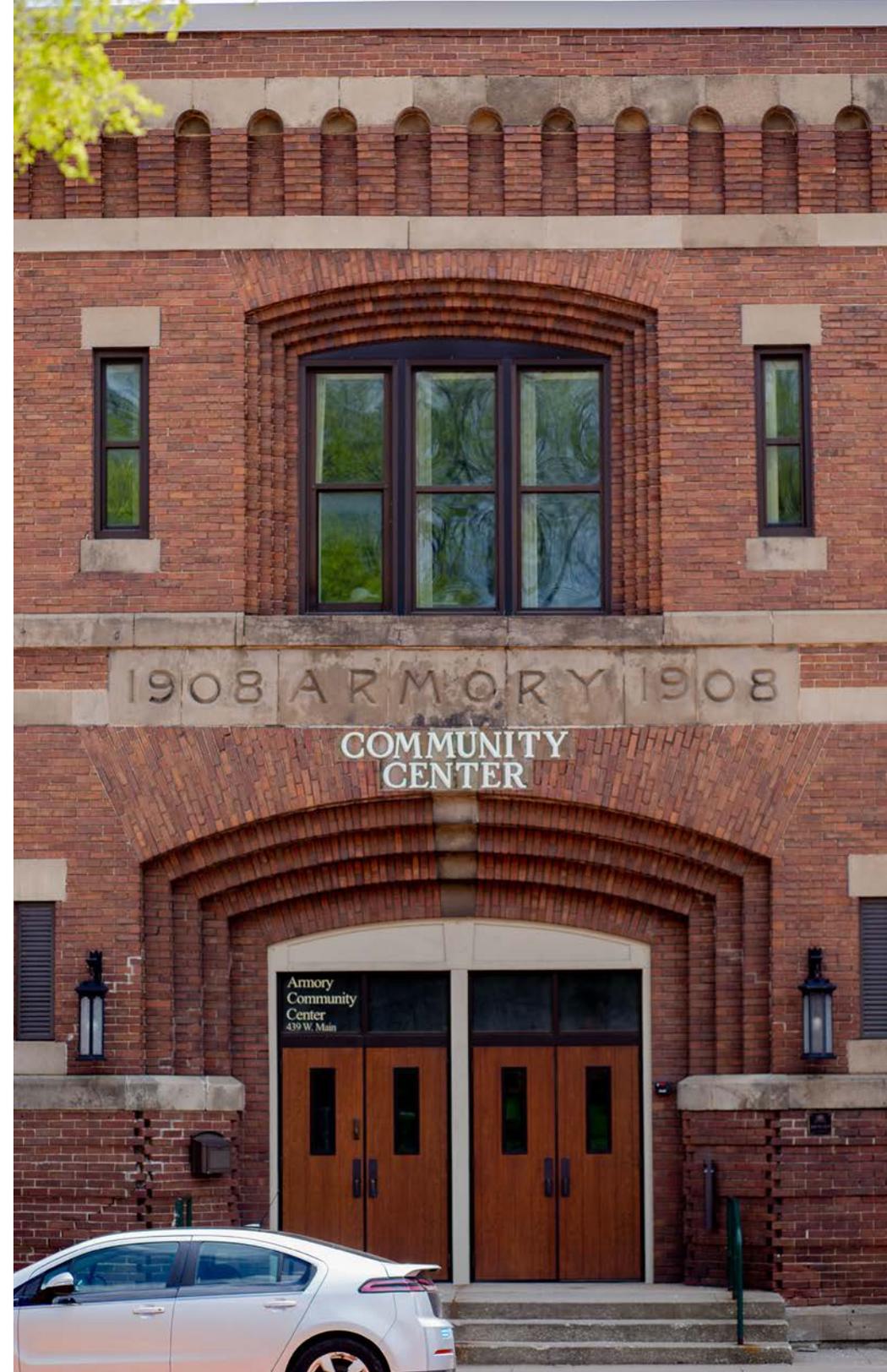
Other suggestions called for creating accessible public spaces—trails, picnic areas, benches, and open green spaces—along the Grand River to improve the riverfront for public use. The proposal included redeveloping water access points, specifically by renovating the boat launch for all vessels and creating a new kayak/canoe launch with amenities.

ENVIRONMENTAL AND EDUCATIONAL INITIATIVES

Encouraging local environmental organizations to host events, such as birdwatching tours, river cleanups, and tree-planting drives, can engage the community in enhancing the City at minimal cost. Suggested improvements include creating bike and pedestrian routes linking neighborhoods to regional trails, and nearby natural areas with safe crossings, directional signage, and shaded rest areas. The park highlighted the installation of way-finding signage at trail heads and intersections, the promotion of park and trail maps, and continued planning for Steele Street Park with multipurpose spaces like a community pavilion, performance stage, and recreational facilities.

The plan recommended continued promotion of Steele Street's development as a significant north-south parkway-like corridor downtown for both motorized and non-motorized users. It also called for the creation and installation of purposely designed way-finding signage and park maps for trails and parks, with cohesive, visually appealing signage throughout the trail system identifying distances, park locations, and nearby attractions. Ensuring that trails and park amenities are ADA-compliant with wide, stable pathways, accessible seating, and inclusive play structures were part of the goals.

STEELE STREET CORRIDOR

Source: Summer Stage of Delafield - Delafield, WI

STEELE STREET CORRIDOR PLAN

A key access point to the city's center is the half mile-long Steele Street corridor. Despite not continuing as a subarea plan in this Master Plan, specific corridor objectives are still being pursued. Accomplishments to date include streetscaping, a design of Steele Street Park Phase I, and the finished Ionia Dog Park (completed 2024), among other projects. To ensure the City's ongoing commitment to developing this gateway corridor, the Planning Commission has included components of that plan in this updated Master Plan. Ionia's 2019 Master Plan expanded upon the City's 2012 Steele Street Corridor concept, using updated environmental information and community feedback to create a complete redevelopment plan for a specific subarea. For improved consistency with community land use goals and to address inconsistencies in the corridor, the revised plan now includes updated FEMA floodplain maps. To maintain sustainable practices and environmental hazard mitigation, professional engineering is required for future development in the area to safeguard the floodplain and the floodway.

Situated conveniently near Downtown, within the Downtown Development Authority District, this corridor is a key access point to the City's core. Despite the half-mile district's diverse service and retail businesses, Matcor-Matsu, a global auto parts company, is the largest landowner. Early corridor plans included a vision encompassing public and private properties, leading to discussions about mixed-use development and residential growth. Repurposing the privately owned, historic grain silos situated beside the Fred Meijer Grand River Valley Rail Trail (the former railroad) was part of the vision. Because of the significant private property involvement and the need for private owners' cooperation, commitment, and investment, the City initially focused the Steele Street Plan on publicly owned land under its direct control. Commercial development is planned for the west side of Steele Street, as shown on the accompanying map.

Repurposing this commercial area into a mixed-use development could increase residential options for the community and enhance the central business district by providing more shopping, dining, and destination attractions. The planned development's proximity to the Fred Meijer Grand River Valley Rail Trail ensures convenient access to and from the historic downtown.

Steele Street Park Draft Concept

Dog Park

Steele Street Park

Map Legend

Future Commercial Development Area

Existing Building

Improved Streetscape

Redbrick / Stamped Road

Downtown Inset

Activated Alley Greenspace

Main Street

The "complete streets concept" will guide future development of this corridor and its connections to the Downtown and surrounding areas. Complete street design prioritizes pedestrians and those with disabilities. Key improvements focus on better trail access, particularly creating direct routes to the Fred Meijer and Fred Thwaites Grand River Trails.

Cyclists and pedestrians can access both the Fred Meijer Grand River Valley Rail Trail and the Fred Thwaites Grand River Trail from the Corridor. As commercial parcels redevelop along the corridor, opportunity exists to construct new connecting trails to the existing public system.

Overall, the Steele Street Corridor Plan presents a balanced, visionary approach to development, integrating recreation, housing, commerce, and connectivity while preserving natural features and enhancing the link between the corridor and Downtown Ionia.

DEERFIELD-RIVERSIDE SUBAREA PLAN

DEERFIELD-RIVERSIDE SUBAREA

In 2022, the City of Ionia began planning to redevelop the former Riverside and Deerfield Prisons at 777 West Riverside Drive. The complexes operated and evolved for over a century until closure in the early 2000s. As a once in a lifetime opportunity, the City recognized the necessity to remediate and revitalize the 173-acre property; it aimed to transform the valuable area into new housing and a business/industrial park.

To involve the public in the Deerfield-Riverside planning process, the City sought feedback during its 2024 Master Plan revision, holding a public workshop to provide an interactive planning experience. The workshop featured a consultant-led visionary concept exploration for the entire site, proposing new housing typologies, parks, and open spaces, commercial and mixed-use areas. It also provided the opportunity to develop an innovation district within the City and provide high-tech development space for a future business park. This concept, developed in 2022, facilitated the City and State Land Bank Authority's acquisition of state legislative appropriations for property clearance and remediation.
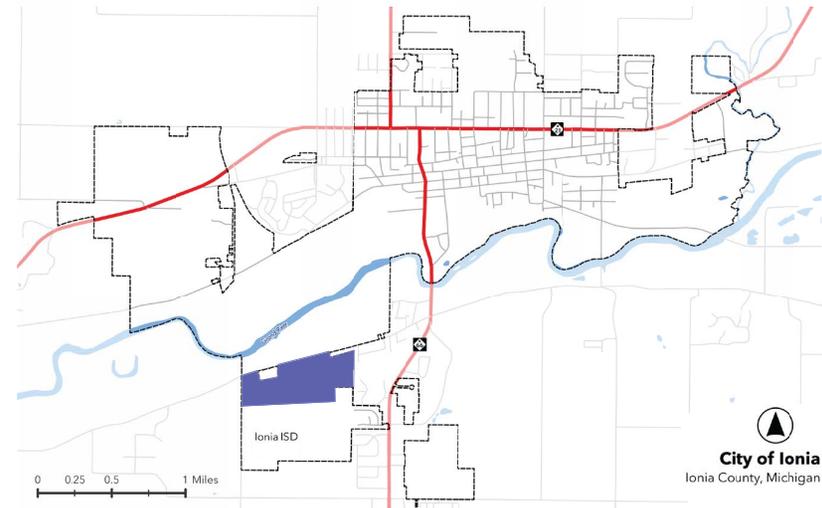
The workshop took place on July 30, 2024 from 6:00 to 8:00 p.m., with approximately 50 attendees. It comprised two breakout activities in groups of six to eight individuals and a brief presentation by Williams & Works staff regarding the City's housing and economic requirements.

BREAKOUT #1: COMMUNITY NEEDS

During the initial group activity, project leaders asked participants to consider the community and identify needs that could improve the quality of life in Ionia. This exercise facilitated discussions about land use across the community, allowing individuals to share their observations, experiences, and reasons for their choices in an organized manner. All work groups took part in the discussion, aiming to find common ground on quality-of-life improvements.

Afterward, the project leaders asked work groups to suggest suitable enhancements for the Riverside-Deerfield site. The goal of this phase was for each workgroup to take on a planner's role and identify workable development options for the property. Through detailed discussions, the work groups determined which items from their lists were implementable at the site and explained their importance. The groups identified several common recommendations. The discussions were comprehensive, with multiple groups highlighting various housing options, including affordable senior housing, multi-generational housing, and accommodations for disabled individuals. Participants emphasized the need for diverse commercial facilities such as grocery stores, restaurants, hotels, and entertainment venues to create a vibrant community.

Technological advancements that were suggested included zoning for high-tech businesses, providing fiber optic internet, and using renewable energy in new construction. Responses also highlighted recreational ideas, such as indoor and outdoor facilities plus arts and entertainment venues. Many prioritized green spaces, walkable areas, better traffic flow, and improved transit.

The groups underscored the importance of educational resources and vocational training centers, mental health services, and enhanced healthcare facilities. The groups suggested a community land trust to maintain affordability and prevent industrial pollution. Overall, the workshop's collaborative effort aimed to transform the former prison site into a thriving, inclusive, and innovative part of the City of Ionia.

BREAKOUT #2: FUTURE LAND USE SITE DESIGN

During the second segment of the Riverside-Deerfield Workshop, participants received an informative presentation from the project team. This presentation included background information from other City studies and reports on housing and economic development. The aim was to furnish participants with relevant and current data for consideration in the overall site redevelopment process.

The facilitators guided participants in creating a master plan for the area. Participants received small tiles depicting 15 different land uses, including various residential, commercial, and industrial uses, entertainment venues, parks, recreation areas, and institutional spaces. The groups received instructions to arrange the tiles on a large aerial map of the property, based on their assessment of optimal site functionality.

Participants placed 83 tiles to show preferred land uses on the site. Parks were the most popular, appearing ten times, followed by research and technology centers and cottage court housing with eight placements each, and town homes and row houses with seven placements. Neighborhood businesses had the fewest placements,

with only one, while entertainment, mixed uses, and offices each had two placements. Participants highlighted insufficiently covered land uses by adding 11 sticky notes to the consultant team's 15 options.

Participants in the workshop strongly favored green spaces, research/technology centers, and diverse housing, shaping future site development. A collaborative effort showed the community's vision of a thriving, inclusive, and useful area in Ionia, matching the city's goals and desires.

THE CONCEPT PROCESS

The City commissioned Williams & Works to evaluate the existing neighborhood housing from a zoning perspective and to develop a conceptual plan that addressed identified needs while incorporating alternative housing options. The aim of this plan was to support the City's efforts in redeveloping the former Riverside and Deerfield Prison complex sites. The conceptual plan subsequently enabled the City to secure over $20 million in grant funding from the State of Michigan. Although the study was conceptual, it showed that the property size is adequate for substantial neighborhood-scale development, integrating various land use and residential formats. This additional acreage might accommodate hundreds of new housing units, and the City is keen on achieving this while adhering to the requirements outlined in their 2021 Target Housing Market Analysis.

The City used Williams & Works' entirely fictional, but functional site plan to obtain a state appropriation and subsequently solicit qualifications from interested developers. Housing developers, in discussions with the City, created new site plan concepts, as shown in the updated site plan. The City understands that detached single-family housing will probably comprise a portion of this development, but is asking that future development include additional formats, as supported by the aforementioned workshop results.

The City wants to avoid the disjointed post-war cul-de-sac design concept that is generically stamped across the nation and instead, use this space to create new opportunities for homes of multiple types, attached and detached. The City is stressing creative design using concepts such as the cottage courtyard, duplex, or town home, while also addressing senior housing deficiencies in the City. Another goal is to preserve the neighborhood unit, designing in traditional grid patterns where workable.

sheet of 1 **1**   **777 W RIVERSIDE DRIVE**

PPN 34-204-800-000-005-10 & 34-010-120-000-215-00
CITY OF IONIA, MI
CONCEPTUAL SITE LAYOUT
03.08.22

williams&works
engineers | surveyors | planners

616.224.1500 phone
549 Ottawa Ave NW
williams-works.com
Grand Rapids, MI 49503

W RIVERSIDE DR

HARWOOD RD

LOT 1
±10.1 ACRES

LOT 2
±9.3 ACRES

LOT 3
±10.3 ACRES

LOT 4
±12.2 ACRES

LOT 5
±11.1 ACRES

LOT 6
±10.1 ACRES

LOT 7
±9.4 ACRES

LOT 8
±10.9 ACRES

EXISTING CEMETERY

LEGEND

A POINT OF ENTRY
B DUPLEX TYP.
C OVERLOOK
D TOWNHOME TYP.
E SHARED COURTYARD
F PARK & EXISTING PAVILION
G RENOVATED MIXED USE BUILDING
H SMALL-SCALE COMMERCIAL

I MULTI-FAMILY HOUSING TYP.
J POTENTIAL AREA OF DEV. EXPANSION
K PARK & NEW PARK SHELTER
L EXISTING BARN
M PROPOSED INDUSTRIAL LOT TYP.
N EXISTING POLE BUILDINGS
O EXISTING MAINTENANCE AND STORAGE BUILDINGS

0' 60' 120' 240'

Nearly half the property is being developed by the City into an innovation district. The plan includes ample space for technology and R&D personnel. The prior decommissioned prison complexes on this property ensures adequate public infrastructure for future development. A well-designed transportation network, capable of handling expected traffic, is achievable through the City's partnership with the Ionia County Road Department and Berlin Township. Its location near major highways and interstates, and proximity to research institutions in two large metropolitan areas, makes this new innovation district attractive to business developers. With active advancement of housing and business development, the City is on the cusp of significant future growth.

THE DEERFIELD-RIVERSIDE PLAN

WORKSHOP INSPIRED DESIGN

The July 30, 2024, Deerfield-Riverside Subarea Plan Workshop brought the community together to imagine the site's future redevelopment. Participants identified community needs and suitable site plans and uses. Key findings revealed a preference for affordable senior housing, recreational options, proximity to the Ionia County ISD, and a technology business park. The workshop showed firm support for housing variety (e.g., cottages, townhouses, small apartment buildings), but participants worried about industrial noise, inadequate roadways, and more traffic. Essentially, the workshop provided useful perspectives on approved site uses and challenges to address in the next phase of development.

W RIVERSIDE DR

HARWOOD RD

FORMER DEERFIELD FACILITY

FORMER RIVERSIDE FACILITY

Ionia ISD

0   0.25   0.5   1 Miles

City of Ionia
Ionia County, Michigan
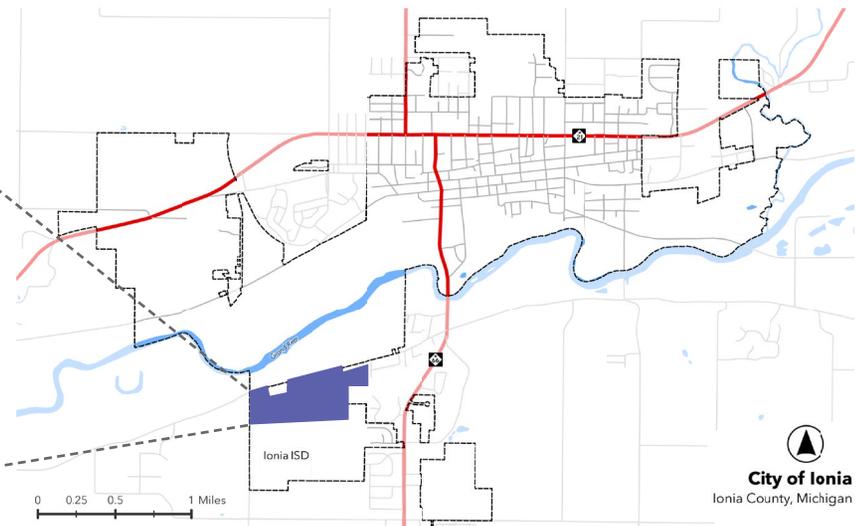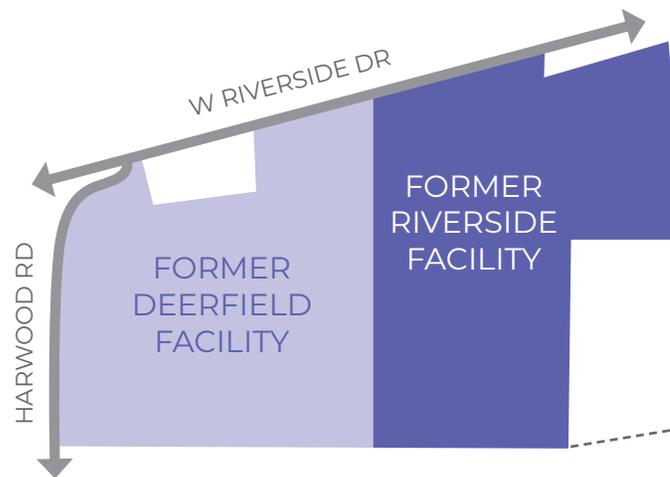
LAND USES AND HOUSING TYPES RECOMMENDED

for the Deerfield-Riverside Property based on workshop participant input and recent market studies.

SENIOR HOUSING

TOWNHOMES

INSTITUTIONAL + COMMUNITY CENTER

COTTAGE COURT

DUPLEXES & TRIPLEXES

HIGH TECH INDUSTRIAL PARK

SMALL-SCALE APARTMENTS

COMMERCIAL & MIXED USE

PARKS
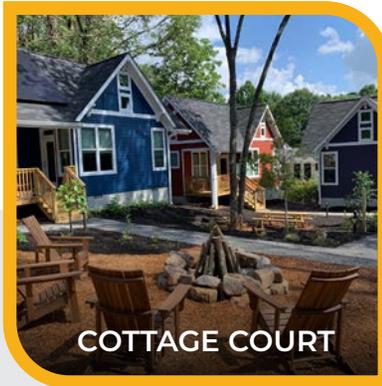
REVISED DIAGRAMMATIC DESIGN
based on the workshop Participant input

GRAND RIVER

Assess potential improvements to M66 and W Riverside Dr to address safety and traffic concerns

W RIVERSIDE DR

Affordable Senior Housing

Townhomes

Cottage Court Style Homes, Duplexes + Triplexes

Improve Harwood Rd to accommodate industrial uses

Central Green or Courtyards

General Commercial + Mixed-Use

EXISTING CEMETERY

HARWOOD RD

Industrial, research + technology park, solar energy

Apartments

Institutional + Community Center

Preserved Forest

New connection to ISD & Tuttle Rd

DIAGRAM KEY

- Residential
- Commercial + MU
- Institutional
- Industrial
- Recreation
- ••• Trails + Sidewalks*
- Existing Roads

*Note that trails and sidewalks shown along existing roadways were specifically identified by workshop attendees whereas the locations for internal paths should be based on the future development layout, considering internal and external site connectivity.

A VISION FOR THE FUTURE

Ionia's location near Grand Rapids and Lansing, along with its lower real estate prices, many trails, and recreational spaces, affordability, and convenient I-96 access, makes the Riverside-Deerfield site attractive for development. A key part of the design is making a vibrant, walkable area that embodies Ionia's current identity and resilience. The Ionia Housing Study (2021) projects that Ionia could gain up to 45 new home buyers and 235 new renters yearly. To combat the housing shortage, this study promoted the development of cottage courts, duplexes, triplexes, and townhouses featuring private entrances. Besides the housing types shown, the diagram includes plans for affordable senior housing and small apartments.

Housing priorities of this subarea plan include:

- Providing diversity in housing stock and unit size at a variety of price points
- Integrating trails, sidewalks, street trees, connecting green and gathering spaces
- Creating homes and neighborhoods where people can age-in-place
- Encouraging the development of quality, lasting homes

Green spaces should preserve natural features and offer a mix of active and passive recreation, including trails, courtyards for regular neighbor interactions, and spaces for community gatherings and events.

Economic market analysis has pinpointed demand for medical and technology sector growth in the City's future, and this site has ample space to accommodate these uses. Several workshop groups supported the concept of a research technology park and industrial uses on the Deerfield-Riverside property and suggested integrating utility solar. Using natural buffers, like forests and hills, coupled with supplemental screening techniques and circulation improvements will all play a big part in the successful integration of these facilities with on-site and surrounding uses.

The designers envisioned some small-scale general commercial and mixed-use buildings central to the site, supporting nearby workers and residents and adding a small-town feel, although this wasn't a design priority. Conversations with the Ionia County ISD, the property's southern neighbor, regarding opportunities for expansion should continue, as some workshop attendees noted their desire for instructional assets, like on-site educational programming or campus development. Other institutional uses considered during the workshop included the development of clinics or a community recreation center. Planners should carefully plan circulation routes in and around the site to provide clear views, service multiple modes of transportation (bike, walk, and roll), and seek opportunities for future connections through adjacent properties.
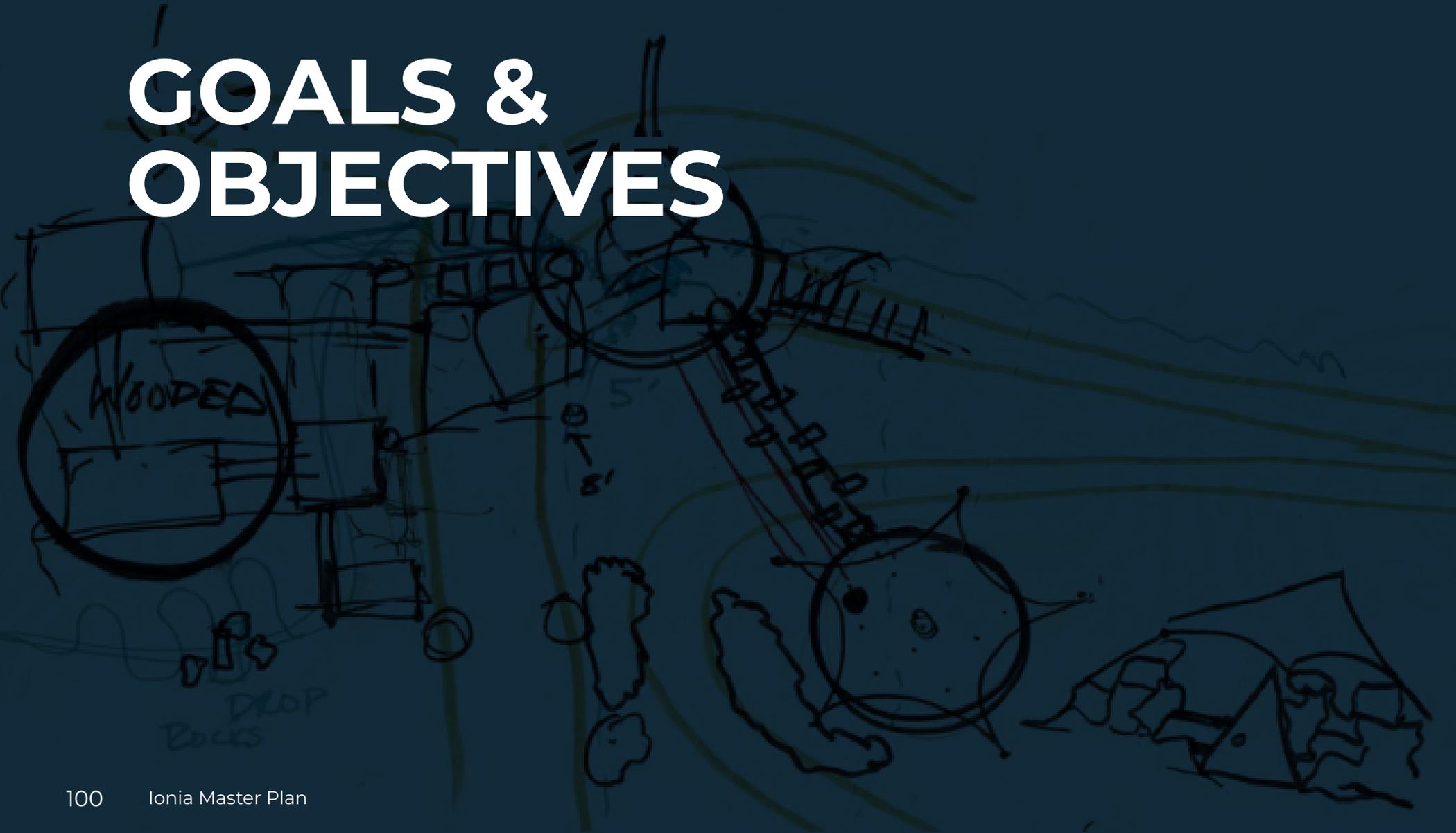
GOALS & OBJECTIVES

GOALS AND OBJECTIVES

Planning and land use policies found in the Master Plan must be founded upon the needs and desires of the community they serves. Writing this Master Plan included a significant and multi-faceted effort to gather community opinions, which were discussed in Chapter 1. This public engagement campaign, coupled with best planning practices and previous efforts completed by the City, led to the development of the goals and objectives outlined in this plan.

These goals and objectives are Ionia's primary planning and land use policies that will guide development, redevelopment, preservation, and community improvement efforts for the next twenty to thirty years. Ionia's vision for the future is rooted in these statements. The goals are intended to describe a desirable end state for Ionia over the life of this plan. Each goal statement is intended to be general but achievable through cohesive, concerted effort.

Each goal statement is supported by more specific objectives. As the City accomplishes an objective, it moves itself closer to achieving the larger goal that it supports. Thus, objectives can be considered as milestones on the way to achieving the goal.

CREATING A VISION FOR SUSTAINABLE AND INTEGRATED DEVELOPMENT

The purpose of the Master Plan is to provide a clear vision and road map for the future growth and enhancement of the City's physical, social, and economic environment.

The goals and objectives of this Master Plan are designed to address the multifaceted needs of the community, ensure sustainable development, enhance quality of life, and foster a cohesive urban environment. By prioritizing goals in topic areas such as community development, neighborhoods and housing; mobility and connectivity; and others, this plan aims to create a functional, efficient, vibrant, and inclusive city. The fulfillment of these goals will aid in establishing Ionia as a leader that allows for a creative, sustainable transformation while preserving its historic roots, cultural values, and charm.

COMMUNITY DEVELOPMENT

Facilitating community development is the cornerstone of the Master Plan, achieved through public-private partnerships and the cultivation of an environment that allows small businesses to thrive and bring unique cultural experiences to residents and visitors.

GOAL	OBJECTIVES
COMMUNITY DEVELOPMENT **GOAL #1** **The unique character and charm of Downtown Ionia will be preserved as the cultural, historical, social, and economic heart of the Ionia community.**	• Identify, encourage, and proactively plan for infill development opportunities for residential, commercial, and industrial land in the City, and limit the proliferation of sprawl in its outside perimeter
	• Promote walkability between the City's residential neighborhoods and downtown Ionia by creating a more vibrant street life. This will be accomplished by improving sidewalk connectivity and circuitry to adjacent neighborhoods, calming traffic, and maintaining a walkable, people-oriented environment
	• Create more community festivals and on-street events that attract people to downtown Ionia, promoting its cultural importance throughout the region
	• Explore at least one grant funding opportunity annually to aid in the enhancement of public gathering spaces, along with additional improvements that foster a safe, comfortable, and convenient atmosphere for everyone

GOAL	OBJECTIVES
COMMUNITY DEVELOPMENT **GOAL #2** **Ionia's public streets and pedestrian infrastructure, such as streetlights, benches, sidewalks, and crosswalks, will be perpetually maintained to a high standard to create safe and attractive neighborhoods.**	• Create and maintain an inventory of amenities and their locations around the City, along with a maintenance and/or replacement schedule to ensure that pedestrian amenities are maintained at a safe and accessible standard. • Develop a long-term complete streets program to maximize the number of City streets that are accessible to pedestrians, bicyclists, users of assistive devices, and vehicles.
COMMUNITY DEVELOPMENT **GOAL #3** **Downtown Ionia will be characterized by a vibrant street life and historic atmosphere that is a destination for shoppers, diners, and visitors.**	• Actively recruit one unique, locally owned restaurant, boutique, and/or specialty shop per year that will attract visitors from the west-central Michigan region • Promote more residential development in the downtown and transitional commercial areas, such as Dexter Street and Lincoln Avenue • Actively support downtown redevelopment that is rooted in Ionia's unique history to foster an appealing and unique sense of place that recognizes its heritage • Activate alley space by incorporating features such as hanging lights, colorful umbrellas, colored concrete, public murals, and art. • Install more attractive landscaping, hardscapes, and outdoor lighting in public parking lots in accordance with the City's Capital Improvement Plan (CIP)

MOBILITY AND CONNECTIVITY

A community with a thoughtful, well-planned pedestrian network that connects residential neighborhoods to community destinations such as schools and parks enhances safety and social equality. Similar networks connecting neighborhoods to the downtown and other commercial areas provide safe and efficient mobility options, reduce dependence on automobile travel, and create a higher quality of life.

GOAL	OBJECTIVES
MOBILE AND CONNECTIVITY **GOAL #1** **The Adams and Washington Street corridors will be characterized by wide sidewalks and attractive landscaping, and will serve as key multi-modal transportation corridors in the City.**	• Develop a streetscape plan for both Washington and Adams Streets with specific and intentional emphasis on the expansion of landscaping and street trees where feasible. • Place additional outdoor seating amenities, street trees, and pedestrian-friendly crosswalks in strategic locations to encourage the use of public sidewalks.
MOBILE AND CONNECTIVITY **GOAL #2** **Ionia's streets will contain traffic-calming measures at suitable locations to prioritize pedestrians and cyclists in addition to motorists, resulting in a safe and usable street network for all members of society.**	• Intentionally evaluate the implementation of traffic-calming measures annually when street reconstruction projects are planned and programmed. • Install crosswalk enhancements at major intersections in the City to improve safety for pedestrians and motorists alike.

GOAL	OBJECTIVES
MOBILE AND CONNECTIVITY ## GOAL #3 **Ionia will be characterized by a safe, accessible, and connected transportation system for all members of the community, regardless of age, ability, or socio-economic status.**	• Support and fund, as appropriate, a feasibility study with Ionia Dial-a-Ride and surrounding communities to evaluate the creation of a regional transit authority. • Incorporate pedestrian and bicycle features and improvements into street reconstruction projects as part of annual street improvement planning. • Work with MDOT to develop the M-66 and M-21 corridors with facilities that accommodate all modes of the transportation system, especially for people who bike and walk. • Install lighting in accordance with the City's municipal standards to improve safety for Ionia's citizens. • Conduct quarterly inspections to ensure that all streetlights are properly maintained and functional. • Continually maintain City-owned transportation infrastructure (roads, sidewalks, runways, alleys, etc.) in accordance with City policy and best practices.

HOUSING AND NEIGHBORHOOD DEVELOPMENT

This Master Plan emphasizes neighborhood development and housing, recognizing these as critical components for a robust and inclusive community. Suggestions from the public and the City's elected and appointed leadership highlight the importance of infill development opportunities in residential neighborhoods, small-lot development, accessory dwelling units, and diverse housing formats.

This plan seeks to welcome all socio-economic groups by offering housing solutions such as cottage courtyard developments, town homes, and row houses. Moreover, this plan advocates for smaller-scale multiple-family buildings and increased opportunities for duplexes within and consistent with the fabric and character of existing single-family neighborhoods, thus creating more flexible and varied housing choices. Senior housing and other age-related housing solutions are also prioritized to ensure the City's housing stock supports a diverse population and meets evolving demographic needs.

GOAL	OBJECTIVES
HOUSING AND NEIGHBORHOOD DEVELOPMENT **GOAL #1** **Small-scale, context-sensitive residential developments such as duplexes, town homes, and cottages will be welcomed in Ionia in context-appropriate locations to increase affordable and attainable housing options.**	• Promote the newly adopted residential zoning ordinance amendments that enable the construction of smaller, alternative housing formats, which provide more affordable options to existing and future residents. • Encourage the development of accessory dwelling units (ADUs) in single-family neighborhoods to allow affordable rental options for residents by providing information on the City's website and newsletter. • Encourage the development of attached single-family housing options in the Low- and Medium-Density Residential zoning districts by communicating with developers about these options.

GOAL	OBJECTIVES
HOUSING AND NEIGHBORHOOD DEVELOPMENT **GOAL #2** **Ionia will be characterized by a variety of housing types available in accessible and well-maintained neighborhoods.**	• Make the City's zoning ordinance accessible on the City's website, along with staff contact information. • Attend regional housing workshops to engage with potential developers that build small-scale, context-sensitive developments with housing options such as duplexes, town homes, and cottage courts. • Promote and market Ionia and the City's flexible zoning requirements through zoning fact sheets and other methods. • Update and maintain the City's Housing Study for use in promoting new housing development.
HOUSING AND NEIGHBORHOOD DEVELOPMENT **GOAL #3** **Ionia's senior population will be accommodated and welcomed through the promotion of both aging-in-place options and the development of assisted living facilities.**	• Promote new zoning amendments that permit the development of ADUs to provide elder family members the opportunity to live independently but remain close to relatives. • Work with interested developers to create single-story cottage courtyard homes either through large-lot residential neighborhood infill development, if available, or via new housing developments on vacant land within the City. • Leverage MSHDA's MI Housing CDBG-eligible funding to support the construction of qualifying affordable senior assisted living facilities. • Market the City of Ionia via its website and related online resources as a desirable, welcoming community with an identified need for assisted living and nursing home facilities.

DOWNTOWN DEVELOPMENT

The Ionia Downtown Development Authority (DDA) consists of a nine-member board of directors and is guided by the Downtown Development Authority Director. It operates under the Michigan Re-codified Tax Increment Financing Act (Act 57 of 2018, as amended). This legislation enables the Ionia DDA to establish a development district in which a 2-mill property tax is collected, generating revenues for DDA operations and downtown marketing. In 2024, the DDA undertook a strategic planning process to identify project and planning priorities. The Master Plan has been updated to reflect these priorities and initiatives.

GOAL	OBJECTIVES
DOWNTOWN DEVELOPMENT **GOAL #1** **Ionia's downtown will be preserved and revitalized, reflecting its cultural and architectural importance to the region for the benefit of future generations.**	• Utilize local and state economic development incentives to encourage renovation of downtown storefronts that restores historic architectural elements. • Establish a new DDA and tax increment financing (TIF) plan by 2026 to generate funding for public infrastructure improvements. • Promote historic business signage, such as projecting signboards over business entrances. • Consider developing architectural design guidelines for downtown development that incorporate historic architectural elements into modern buildings, fostering a strong community identity. • Continue to beautify City streets with permanent and seasonal landscaping installations, public art, and murals. • Implement the recommendations detailed in the Ionia Theatre ad-hoc committee report to preserve the historic Ionia Theatre for the benefit of future generations.

GOAL	OBJECTIVES
DOWNTOWN DEVELOPMENT GOAL #2 **Downtown Ionia will be promoted and enhanced to highlight its role as a community center and hub of activity through the development of gateway features that draw attention to downtown Ionia.**	• Develop the vacant property located on the northeast corner of West Main Street and South Dexter Street to create a formal gateway into the historic downtown. • Identify funding sources such as grant agencies, DDA tax increment financing, or private donations for the development of gateway features around the downtown. • Create conceptual preliminary designs to assist with grants, funding opportunities, and promote sites for community donations. • Include community amenities that the public can enjoy year-round, such as community art, an outdoor fire pit/fireplace, or a small fountain. • Provide space for street vendors' stalls/tents during community events on Main Street.

GOAL	OBJECTIVES
DOWNTOWN DEVELOPMENT **GOAL #3** **Downtown Ionia will be proactively marketed as identified in the City's Marketing Strategy to encourage continued yet managed growth and development.**	• Leverage the City's status as a Redevelopment Ready Community (RRC) to market available development sites throughout the state. • Market a downtown parking map to identify the quantity and location of all public parking spaces, including special event parking. • Create signage and an informative kiosk at the new Fred Meijer Grand River Valley Rail Trail Trailhead that markets downtown Ionia to regional trail users and promotes restaurants, bathroom facilities, bike repair shops, and similar amenities. • Utilize a variety of outreach methods such as broadcast media, print media, and social media to promote the City's unique restaurants, shops, festivals, and parks to the greater region. • Continue to find new methods to advertise available properties in the DDA for commercial, industrial, or mixed-residential development opportunities.
DOWNTOWN DEVELOPMENT **GOAL #4** **The Steele Street corridor will be redeveloped and known as a hub of economic activity in the City.**	• Secure grant funding for the full multi-phase development of Steele Street Park. • Work with property owners to promote redevelopment opportunities at the vacant commercial sites south of the Fred Meijer Trail to developers. • As Steele Street Park is developed, work to ensure the park is connected to surrounding commercial, industrial, and recreational properties along the Steele Street and Dexter Street corridors.

GOAL	OBJECTIVES
DOWNTOWN DEVELOPMENT ## GOAL #5 **Vehicular parking in downtown Ionia will be carefully managed, balancing the need to provide both on-street and off-street public parking amenities while minimizing the footprint of parking areas.**	• Investigate the creation of a downtown parking permit program to ensure sufficient spaces are available for residential parking in the downtown. • Create a public parking map to identify and quantify parking resources.
DOWNTOWN DEVELOPMENT ## GOAL #6 **Ionia will encourage thoughtful residential development downtown that complements its historic character and adds to the vibrancy and economic resiliency of downtown Ionia.**	• Work with downtown property owners who wish to renovate buildings with residential units by connecting them with redevelopment and financing options. • Promote upper- and lower-level residential units in commercial and office buildings to enable barrier-free housing on lower levels, thus allowing the maximization of upper-level redevelopment without costly elevator installation.

ECONOMIC DEVELOPMENT

Economic development is a crucial component of a Master Plan as it can directly influence the ability of the City to prosper, provide a high quality of life for its residents, and generate revenue that the City can leverage to provide the highest levels of service. A strong local economy in Ionia can help to improve economic conditions throughout the region, fund critical infrastructure improvements, attract desirable new business and industry, and cultivate a stable and resilient economy over the long term.

GOAL	OBJECTIVES
ECONOMIC DEVELOPMENT **GOAL #1** **Ionia will be home to profitable, sustainable, job-producing local businesses that contribute to a healthy, diverse, and resilient local economy.**	• Compile information needed by new businesses located in downtown Ionia to make business start-up as smooth as possible with online information and printed brochures.
	• Develop a business incubator program through public-private partnerships to provide space for business and industry start-ups.
	• Update the list of available vacant properties throughout the City for development and continue to utilize the MEDC as a method for promoting redevelopment opportunities.
	• Continue to work with the MEDC, Ionia County Economic Alliance, and the Right Place to promote the City of Ionia and attract innovative and exciting new businesses and industries.
	• In cooperation with the Ionia Area Chamber of Commerce and others as appropriate, utilize regional marketing and branding techniques showcasing Ionia's business opportunities, workforce, and exceptional quality of life.

ECONOMIC DEVELOPMENT

GOAL	OBJECTIVES
ECONOMIC DEVELOPMENT **GOAL #1 CONT'D**	• Maintain and improve the Downtown Business Directory and distribute it online and through various other avenues as appropriate. • Partner with surrounding townships to coordinate a regional approach to economic development.
ECONOMIC DEVELOPMENT **GOAL #2** **Ionia will retain its industrial and manufacturing heritage and grow its current industrial base by promoting future investment opportunities for both existing and industrial facilities.**	• Via partnership with the Ionia County Economic Alliance, work with existing industrial facilities to determine their future needs, ensure long-term industrial retention, identify opportunities for future expansion, and assist businesses facing limited growth potential due to the lack of space. • Identify infrastructure and utility needs that may enhance and enable the growth and further development of existing industrial operations.

ECONOMIC DEVELOPMENT

GOAL	OBJECTIVES
ECONOMIC DEVELOPMENT **GOAL #3** **Ionia's economic and employment base will be known for its manufacturing and high-tech business opportunities.**	• By 2027, develop a high-tech based business park offering large lots, quality high-tech infrastructure, and proximity to a highly educated and specialized workforce. • Expand upon the Health Services District concept and promote expansion of medical and health services facilities near the hospital. • Work closely with MDOT and the Ionia County Road Commission to develop a smooth, well-connected, and easily navigable transportation network for industrial traffic, safely and efficiently directing trucks and vehicles between the City and regional highways. • Conduct a study for regional economic development and industry needs that can be used to expand Ionia's employment base and attract high-tech industry.

DEERFIELD-RIVERSIDE SUBAREA

Located on the south side of W. Riverside Drive and east of Harwood Road, the Deerfield-Riverside Subarea represents a unique opportunity for Ionia to redevelop a large property into a mixed use hub of activity. The property's size of more than 160 acres – coupled with its proximity to key transportation corridors – make it worthy of focused attention and planning to ensure that this site is home to a quality, sustainable development that serves the community and region for decades to come.

GOAL	OBJECTIVES
DEERFIELD-RIVERSIDE SUBAREA ## GOAL #1 **The Deerfield-Riverside Subarea will be home to a variety of housing options consistent with the Riverside-Deerfield Subarea Plan and housing typologies identified in the City's Housing Study.**	• Encourage developers to explore housing development options other than conventional detached single-family housing in the Deerfield-Riverside Subarea, such as duplexes, triplexes, attached town homes, or small-scale apartments. • Encourage senior housing options within the subarea, whether through the creation of a specific facility or zero-step housing options to facilitate aging in place. • Promote pedestrian-friendly traditional neighborhood design consisting of traditional grid patterns, sidewalks, visible crosswalks, streetlights, walkable recreation space, and abundant street trees. Avoid mid-century suburban sprawl cul-de-sac patterns that prioritize automobiles over people.

DEERFIELD-RIVERSIDE SUBAREA

GOAL	OBJECTIVES
DEERFIELD-RIVERSIDE SUBAREA ## GOAL #2 **The subarea will be home to a new technology and innovation business park, providing employment opportunities for skilled workers.**	• By 2027, develop a new City of Ionia technology and innovation business park focusing on large lots with all appropriate infrastructure necessary to support desired development. • Implement design standards or zoning regulations to ensure that the business park is adequately buffered from adjacent residential areas through ample berming, vegetation, or other forms of landscaping and screening.

CHAPTER 10

FUTURE LAND USE

LAND USE

The Future Land Use chapter of the Master Plan is critically important because it serves as the primary policy guide for how a community grows, develops, and preserves its unique character. It establishes a framework that informs land use decisions, ranging from development proposals and rezoning requests to public infrastructure investments and partnerships with the private sector. By laying out where and how different land uses—such as residential, commercial, industrial, and open space—should be located and integrated, it ensures that growth happens in a coordinated, sustainable manner. This chapter is essential for balancing the need for economic development and housing by protecting natural resources, historic areas, and community identity. It helps avoid sprawl by encouraging compact, efficient land use patterns and supporting infrastructure that aligns with future needs.

The Future Land Use chapter provides predictability and transparency for residents, developers, and decision-makers alike, clearly articulating the community's vision and expectations for future development. In doing so, it fosters informed choices and consistent actions that support long-term goals, such as resilience, affordability, equity, and quality of life. Because communities are facing a multitude of new challenges such as fluctuating market forces, changing demographics, and the effects of climate change, this chapter serves as a crucial tool that ensures that daily land use decisions will consistently align with a community's long-term values and priorities.

With its well-planned grid of streets providing easy city-wide access, Ionia also offers an architecturally rich downtown, many parks perfect for recreation, top-rated schools for families, and a wide variety of recreational amenities for all ages, making it a convenient and enjoyable city to live in. Cyclists can easily access many destinations in central and western Michigan from the City, thanks to the convenient connection to the extensive Fred Meijer Grand River Valley Rail Trail network, which provides ample opportunities for exploration. The City boasts a significant number of historic single-family homes, which add to the unique neighborhood charm and well-defined structural character of the area.

In order to meet the housing needs of Ionia's diverse population, which includes people from various income brackets, there is a need for more housing options. Many parcels of land, currently vacant or underdeveloped, stand poised and ready to be revitalized through redevelopment initiatives. Future development projects stand to gain considerably from leveraging the existing functional qualities of the city's infrastructure for improvements and enhancements. The City, recognizing its key role as an employment center, is committed to ongoing development and expansion of its internal business sector, including its institutions and industries.

Map 9-1. Existing Land Use

APPLE TREE DR
W LINCOLN AVE
WALL ST
POTTERS RD
FOREST ST
CYRUS ST
UNION ST
E LINCOLN AVE
MORSE ST
SKYVIEW DR
Prairie Creek
BEARDSLEY RD
HACKETT ST
HIGH ST
E WASHINGTON ST
Kanouse Drain
E MAIN ST
E ADAMS ST
WELL ST
S STEELE ST
CLEVELAND ST
Yeomans and Inman Drain
Grand River
W MAIN ST
W RIVERSIDE DR
HARWOOD RD
FOXTAIL DR
see insert
insert

0   0.25   0.5   1 Miles

Residential   Correctional Facility   Quasi-Public
Industrial   Fairgrounds   Vacant
Commercial   Public   Trails

N

EXISTING LAND USE

The Planning Commission and City Council can better understand and influence future land use decisions by identifying how city parcels are currently used. Following is a summary of land use categories, as depicted in the Existing Land Use Map.

RESIDENTIAL

This land use classification pinpoints areas primarily used for residential development. This classification labels most of the City's land, encompassing its northern, eastern, and western sections, as residential. While various housing types exist, detached single-family homes are the most common.

COMMERCIAL

Commercial land in the City of Ionia includes uses such as professional services, retail, office, and medical spaces, restaurants, and related businesses. The primary roads and the Central Business District are their primary locations.

RECREATIONAL/TRAILS

This land use classification identifies parcels used for public or private recreation. This encompasses Ionia's parks, trails, and future recreational facilities.

PUBLIC/QUASI-PUBLIC

Religious, educational, and governmental uses are all included in this land use classification. Churches, municipal buildings, and K-12 schools in Ionia are among the parcels in this category.

INDUSTRIAL

The City's eastern boundary and its industrial park fall under the industrial land use designation. The City's southern edges, between the downtown, the Grand River, and adjacent neighborhoods, also have many industrial applications.
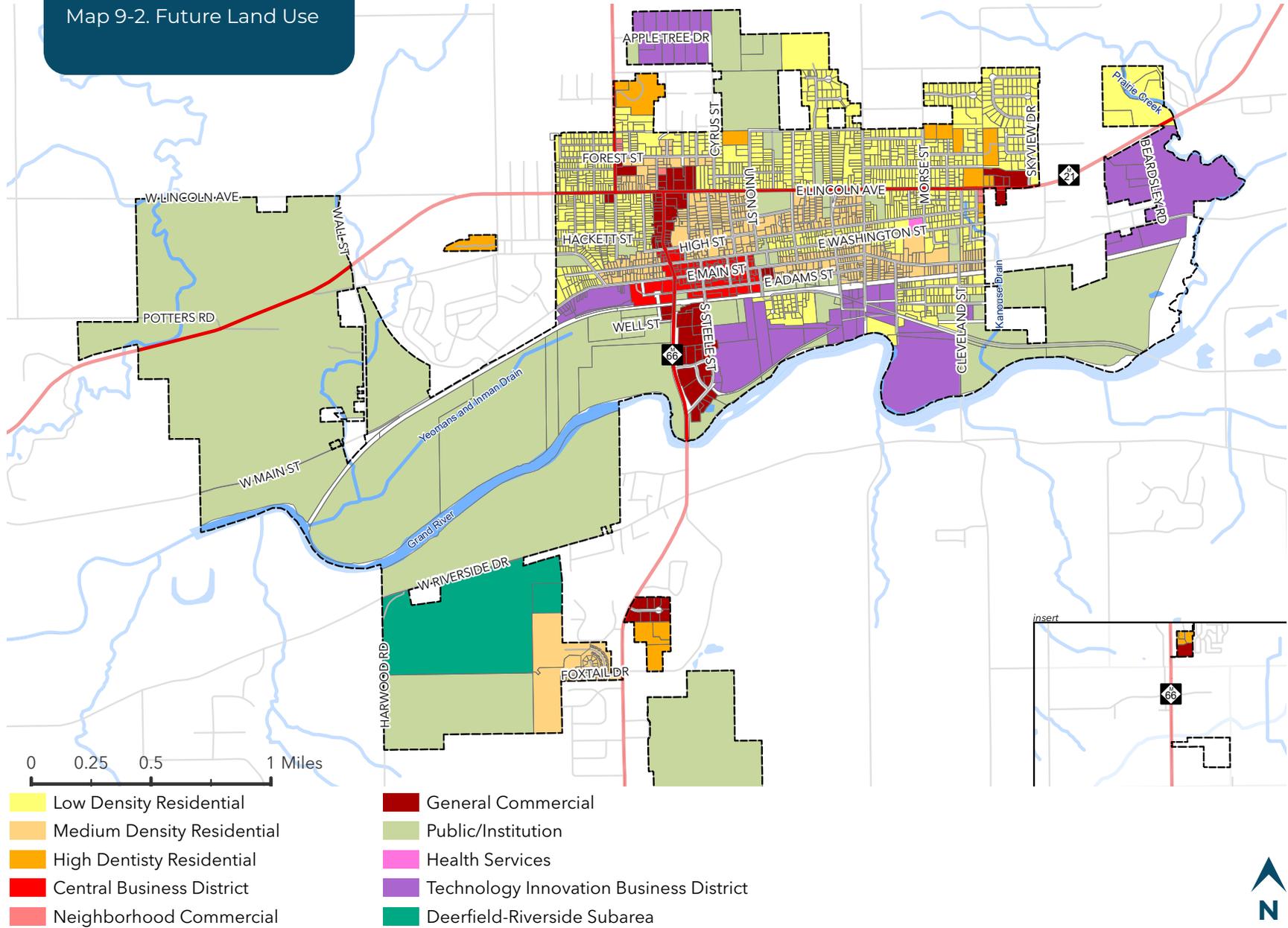
CORRECTIONAL FACILITY

This is land owned by the State of Michigan and houses Department of Corrections facilities.

FAIRGROUNDS

The Ionia Free Fair leases this land, owned by the City of Ionia, for the state's largest annual county fair.

General classifications, unlike zoning district designations, categorize existing land uses. All residential zoning districts will receive the classification "residential".

Map 9-2. Future Land Use

APPLE TREE DR
CYRUS ST
FOREST ST
W LINCOLN AVE
E LINCOLN AVE
UNION ST
MORSE ST
SKYVIEW DR
WALL ST
HACKETT ST
HIGH ST
E WASHINGTON ST
BEARDSLEY RD
Prairie Creek
E MAIN ST
E ADAMS ST
Kanouse Drain
POTTERS RD
WELL ST
STEELE ST
CLEVELAND ST
66
Yeomans and Inman Drain
W MAIN ST
Grand River
W RIVERSIDE DR
HARWOOD RD
FOXTAIL DR
insert
66

0   0.25   0.5   1 Miles

Legend

- Low Density Residential
- Medium Density Residential
- High Dentisty Residential
- Central Business District
- Neighborhood Commercial
- General Commercial
- Public/Institution
- Health Services
- Technology Innovation Business District
- Deerfield-Riverside Subarea

N

FUTURE LAND USE

The following section details the future land use plan, as shown graphically in the Future Land Use Map. This data will provide crucial support to Ionia's Planning Commission and City staff as they review development requests, zoning updates, and other policies, thus ensuring that future growth and redevelopment are well-informed and strategically planned. Each land use designation in the future should possess a distinct identity, ensuring clear differentiation and avoiding ambiguity in planning and development processes. Several factors determine the most suitable land use designation in areas with adjacent designations. These factors include intended land use, available infrastructure, accessibility, and neighboring property uses. Offering a general perspective on expected growth and development patterns, the Future Land Use Map serves as a valuable tool for visualizing the long-range plans for the next several decades, providing a roadmap of potential urban and infrastructural changes.

The future land uses identified in this Plan are:

- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Central Business District
- Neighborhood Commercial
- General Commercial
- Health Services
- Technology Innovation Business
- Public/Institutional
- Riverside-Deerfield Subarea

The plan for future land use provides a broad framework for development in the decades ahead. The city will find it most useful for evaluating development requests, zoning changes, and regulatory changes that support this plan's goals.

The city's zoning districts relate to its future land use plan. The future land use map and the zoning map, however, are distinct.

The zoning ordinance governs city land use. The city's future land use plan, a policy decision by the planning commission, guides development to achieve desired outcomes.

LOW-DENSITY RESIDENTIAL

Classic urban design—accessible, tree-lined streets on a predictable grid—underpins this designation, making it ideal for walking, cycling, and wheeled mobility. These homes feature inviting front yards and porches or stoops, uniform setbacks for a symmetrical appearance, and well-preserved historic architectural details. This designation upholds the traditional character that has, for over 100 years, defined various city residential areas. Accessory dwelling units, corner-lot duplexes, and other housing types, along with single-family homes, could also qualify for this designation, especially on land near Downtown, the Central Business District, and trails.

IMPORTANT CONCEPTS

Residential developments ought to prioritize superior building materials and architectural design. New construction in established neighborhoods must integrate with existing architecture and character.

Consider adjacent and nearby residential lots when determining the lot size. City neighborhoods differ. Some have smaller lots, others have larger ones. Developers can build diverse Ionia housing meeting various homeowner needs through flexible options. Recent changes to the City's Zoning Ordinance now accommodate the items described above.

New development should complement the surrounding neighborhood character; thus, projects on large, undeveloped parcels around the city and other key locations require careful evaluation.

- Homes should incorporate features such as walkways, porches, or stoops to better connect with the community visually and physically.

- To create a cohesive and attractive streetscape, building codes mandate setting garages and ADUs back from the main house.

- Develop and maintain safe pedestrian and cycling routes to foster neighborhood and downtown connectivity.

- Streetlights, trees, and street furniture should line the streets to provide a safe, comfortable environment. Promote or mandate the use of green infrastructure, including bioswales, rain gardens, and native, drought-tolerant plants.

- Prioritize connections to parks, schools, public spaces, and nature, creating enjoyable routes for cyclists, pedestrians, and wheelchair users.

- The approval of places of worship depends on their construction, maintaining the neighborhood's established character.

- Interior lots should be at least 40 feet wide and 4,000 sq. ft. in area. Corner lots should be at least 65 feet wide and contain no less than 8,000 sq. ft. to accomodate permitted attached single-family development.

DESIRED LAND USES: Single-Family Detached Homes, Single-Family Attached Homes (corner lot duplexes), Accessory Dwelling Units, Parks, and Schools.

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
LDR - Low-Density Residential District	Open Space Developments

FACTORS TO CONSIDER:

- Keeping density low preserves the residential character of the neighborhoods.

- In certain cases, authorities might permit denser development and/or alternative land uses along the border between similar areas, provided these uses do not harm surrounding land uses. The neighborhood's established aesthetic and functional styles must guide new construction.
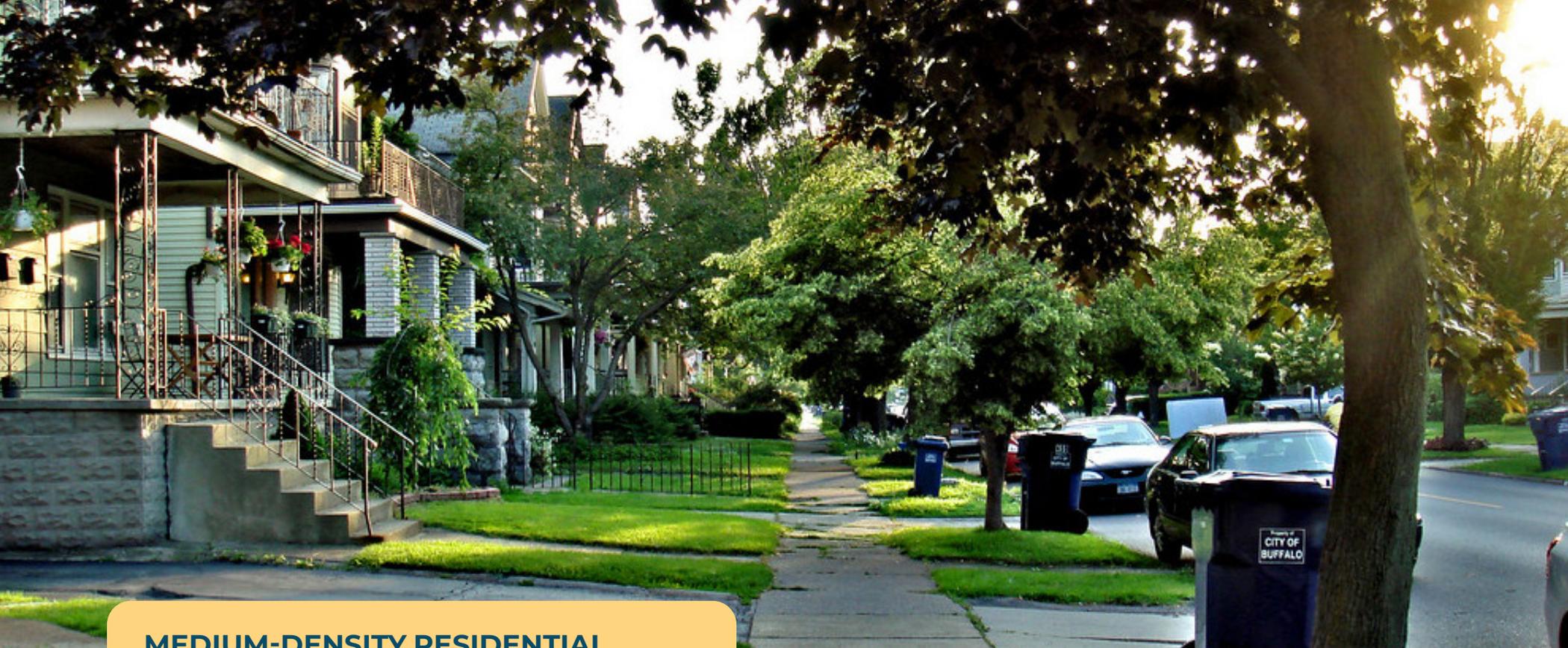
MEDIUM-DENSITY RESIDENTIAL

This designation classifies attached and detached single-family homes on smaller lots as town homes or duplexes. Homes should cater to a wide range of residents, considering age, ability, life stage, household type, and income. The future land use map shows areas for medium density residential development. Sidewalks, trails, bike lanes, and street design should ensure connectivity between new developments and existing/planned infrastructure.

IMPORTANT CONCEPTS

- High-quality, long-lasting developments require attractive, durable building materials and architecture that complement the neighborhood.

- To better connect with surrounding neighborhoods, building plans should include walkways, porches, and stoops.

- A project may contain one story or multiple stories.

- Install and maintain walkways that are pedestrian-friendly, such as sidewalks, bike lanes, and trails.

- Strengthen links between public spaces and natural elements.

- Proposals need to incorporate green areas and/or convenient access to parks with recreational amenities like play areas.

- Residential parking might not be required for all houses. Expedite parking reduction approvals in site plan reviews to incentivize development. Consider secure, convenient, covered long-term bike parking as a car parking alternative.

- The Cty promotes the renovation of existing neighborhoods.

- Minimum lots sizes should be 40 feet wide and at least 4,000 square feet.

- Promotion of larger lot development or joining lots to accomodate up to permitted three unit attached single-family dwellings.

- Larger lot development can accomodate up to 8 attached single-family dwellings or townhomes with special use permissions.

DESIRED LAND USES: Single Family Attached, Single Family Detached, Duplexes, Town homes.

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
MDR - Medium-Density Residential	East Main Preservation Overlay District

FACTORS TO CONSIDER:

- Structures such as apartment complexes, which are characterized by their multi-story design and high-density nature, do not fall under this particular classification.

- Several blocks surrounding the Central Business District offer many sites that are highly suitable and readily available for medium-density residential construction or mixed-use projects, presenting developers with attractive options for new construction.

- This category would be appropriate for mixed-use or residential development along the Steele Street corridor.

HIGH-DENSITY RESIDENTIAL

On the outskirts of the city, there are only a few small areas where large apartment buildings and other multi-family housing complexes can be found. Due to the fact that this style of development, while important, is not feasible for most parts of the city, and the city desires a higher density of housing. This designation allows for a higher density of residential growth within the existing urban fabric of the community, which will result in an increase in the number of homes that the area can accommodate. The aim of this plan is to create a variety of housing options in order to meet the diverse needs and preferences of the city's residents; this will promote inclusivity and provide a broad spectrum of choices that are suitable for various lifestyles and living situations. Because they increase the efficiency of land and public service utilization and provide a wide array of amenities to a larger population, dense housing developments offer numerous advantages.

IMPORTANT CONCEPTS

- To foster visual and physical connections with the neighborhood, developments should feature architectural elements, including walkways, porches, or stoops.

- Neighborhood character, present or planned, can inform projects spanning two or more stories.

- Enhance connections between public spaces, nature, and current mobility networks.

- The design should feature green spaces and/or easy access to parks and recreational opportunities.

- Exploration of ways to reduce parking requirements for homes, perhaps offering faster approvals as an incentive. Consider providing a few secure, safe, conveniently located, and covered long-term bike parking spaces instead of car parking spaces.

- The City will support infill projects that benefit existing neighborhoods while minimizing the impact on infrastructure.

- Providing the development complements the neighborhood, the City could permit religious buildings there.

- Lots must be at least 15,000 sq. ft. in area for any multifamily development containing 4 or more dwelling units.

- Minimum lot width must be at least 125 feet to accommodate these larger developments and their required off-street parking.

DESIRED LAND USES: Apartment Complexes, Multi-Family Residential, Assisted Living Facilities, Senior Housing, Mixed-Use Planned Developments.

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
HDR - High-Density Residential District	Planned Unit Developments

FACTORS TO CONSIDER:

- Such a development could lead to the construction of denser residential projects with multiple stories, resembling apartment complexes that consist of numerous buildings.

- In some cases, zoning rules allow for the incorporation of limited non-residential spaces into otherwise residential buildings. The acceptability of this hinges on whether the nonresidential use provides tangible benefits to residents while also complementing the existing neighborhood's design and character, much like a well-executed planned unit development would.

CENTRAL BUSINESS DISTRICT

This favorite spot for locals is actively seeking to attract a wider range of visitors and residents to help revitalize the Downtown, with the goal of establishing it as Ionia's central, thriving hub of activity. Downtown's impressive collection of multi-story buildings showcases a rich tapestry of unique architectural styles and historical significance, thus warranting dedicated preservation initiatives. Downtown's charming atmosphere is easily accessible, just a short distance from the Grand River and the Steele Street corridor, and is characterized by its many small shops, local eateries, well-maintained streets, and attractive parks.

IMPORTANT CONCEPTS

- A vibrant ground floor will feature restaurants, cafes, studios, and other people-oriented businesses. This is strongly recommended.

- To create a pleasant and accessible streetscape, include sidewalk sales, outdoor seating, and public art. Non-street-activating uses, such as offices, should occupy upper floors.

- Density should be encouraged. The placement of buildings should be alongside sidewalks. Ground floor street frontages should maximize transparency. The City will promote multi-story buildings that are in keeping with the historic character of the existing buildings.

- Focus Downtown improvements on infrastructure that make biking, walking, and rolling safer and more convenient, thus prioritizing mobility. Keep streets connected and safe for pedestrians by slowing traffic and improving key intersections and crossings for a good deal of transportation.

- The potential for further development along Washington and Adams Streets warrants continued study.

- Measures, such as adjustments or waivers to public parking, deferred or shared parking agreements, and other methods, should reduce parking spaces.

- To encourage using bikes instead of cars, install bike racks that are easy to find and use. Position bike racks by curbs, street furniture, and building entrances to emphasize cyclist safety and security.

- Ensure streetscape elements—trees, sidewalks, decorative paving, lights, plantings, trash cans, bike racks, and benches—are both added and kept up.

- This classification may include public spaces, so long as the redevelopment preserves the neighborhood's current identity. Urban form and function should guide the use and programming of the space.

DESIRED LAND USES: Retail, Office, Commercial, Mixed Use, Institutional, Public Spaces.

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
B-2 - Central Business District	B-3 - General Commercial District

FACTORS TO CONSIDER:

- The potential for further development along Washington and Adams Streets warrants continued study.

- Position bike racks by curbs, street furniture, and building entrances to emphasize cyclist safety and security.

- This classification may include public spaces, so long as the redevelopment preserves the neighborhood's current identity. Urban form and function should guide the use and programming of this space.

GENERAL COMMERCIAL

The more open planned commercial corridors situated along Lincoln Avenue (M-21) and Dexter Street (M-66) are characterized by a significantly larger scale of commercial activity than other areas. Rather than broadly expanding commercial zones, this Master Plan prioritizes enhancing existing buildings and constructing new ones only within already developed areas, thereby focusing on infill development and revitalization.

IMPORTANT CONCEPTS

- Street-facing buildings ought to add to the street's aesthetic appeal, counteracting monotonous large building areas. Implementing regulations for greater than 50% transparency, high-quality materials, and rhythmic facade designs can realize the city's goal of three-dimensional building forms.

- This designation centers on automobile development; however, these areas need improvement. Proper landscaping is needed for driveways and parking lots, and their size should fit their purpose. Parking maximums, unlike minimums, allow inclusion of pedestrian and cyclist-friendly infrastructure, minimizing impervious surfaces and mitigating stormwater issues.

- The City should promote rear-loaded developments to hide vehicles, provided the site is suitable.

- Development patterns supported by complete streets should improve access for various modes of transportation, including safer conditions for those who bike, walk, or roll, and improved transit locations.

- Making it easier for residents to reach nearby areas by supporting walking and cycling instead of driving.

- Landscaping is the key to creating shade and a softer feel in the corridor. Requiring native and drought-tolerant plants where applicable.

DESIRED LAND USES: Retail/Commercial, Office, Mixed Use, Indoor Recreation

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
B-3 - General Business District	HSD - Health Service District HDR - High-Density Residential

FACTORS TO CONSIDER:

- The focus of this future land use classification is service, retail, and restaurant uses, with an emphasis on the Lincoln Avenue retail corridor.

- Developers can add residential uses to a commercial development following zoning ordinance regulations.

NEIGHBORHOOD BUSINESS

Instead of allowing commercial zoning to spread into existing residential areas, this Master Plan prioritizes the revitalization and improvement of current commercial zones, thereby focusing on the enhancement of already established commercial areas rather than outward expansion into residential neighborhoods. Focusing development within specifically chosen areas, such as nodes and corridors, allows the community to foster a lively blend of retail, dining establishments, personal and professional services, and small-scale office spaces, thereby safeguarding the unique charm and structural integrity of neighboring residential zones.

This targeted approach is designed to promote sustainable land use and efficient infrastructure, and the result is an attraction of higher-quality development including higher-end residential projects, which will be located in walkable, amenity-rich areas. Through strategic development that builds upon the assets of current commercial hubs, the City aims to foster the creation of more dynamic, economically resilient districts; these districts will serve the needs of both present residents and accommodate anticipated future population increases, while simultaneously preserving the close-knit character of Ionia neighborhoods.

IMPORTANT CONCEPTS

- This small-scale designation does not include large parking areas.

- The usual building size will probably be less than 5,000 square feet.

- Promoting walking and cycling connections to nearby areas for easier access without the need for cars.

- Off-street parking within 300 feet is desirable.

DESIRED LAND USES: Cafés, office, retail, single-unit dwellings.

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
B-1 - General Business District	HSD - Health Services District LDR - Low-Density Residential District

FACTORS TO CONSIDER:

- Support walkable, connected neighborhoods

- Concentrating development in established areas encourages walking and biking by placing housing and amenities closer together.

- Infill sites offer flexible opportunities for a mix of housing types, small businesses, and neighborhood-scale services.

- Thoughtful infill can restore vibrancy to older neighborhoods, improve public spaces, and preserve the social and architectural identity of the community.

- Directing growth to existing areas helps ensure that both current and future residents benefit from reinvestment, amenities, and long-term improvements

TECHNOLOGY INNOVATION BUSINESS DISTRICT

Ionia's robust manufacturing sector remains crucial to its economy, fueling job growth and significantly contributing to property tax revenues that support vital services and infrastructure. Industries in the city benefit from its strategic location on M-21 and M-66, providing easy access to transport, strong supply chains, and a large workforce. These connections make Ionia a more attractive location for businesses, both those already established and those considering future investments in the area.

To meet the changing economy and community needs, the City recently revised its Zoning Ordinance to allow mixed-use developments in industrial zones as a special land use. This amendment broadens the Planning Commission's authority to review and potentially approve further residential additions. Permissible developments may include upper-story apartments or accessory dwelling units, developed independently or with a residential developer, provided they harmoniously support the property's primary industrial function. This flexibility opens doors to many innovative live-work options, boosting employee housing, fostering entrepreneurship, and enabling the adaptive reuse of industrial spaces.

Due to significant past investment and strategic consistency, Ionia's established industrial properties are expected to continue serving manufacturing and related sectors. Challenges remain; however, key areas offer opportunities for innovative economic activities with potential for substantial growth and diversification. Developing technology businesses at the old Riverside-Deerfield site offers Ionia a promising path to economic diversification, complementing its existing robust industrial sector.

The City recognizes that, depending on the situation, some non-industrial firms in industrial areas might adjust to cater to the needs of industrial employees. However, conventional retail development strategies have been deemed unsuitable for these unique districts. City policy prioritizes industrial jobs, thus limiting retail in these areas.

IMPORTANT CONCEPTS

- A buffer should exist between industry and housing (existing and planned) to shield residents from noise, smell, and light pollution.

- Despite an automobile-centric development, driveways, and parking lots must have proper landscaping and sizing. Planners ought to incorporate non-motorized options such as bike racks, given that car ownership is not universal.

- The look of buildings on the street should add to the street's aesthetic appeal and should reduce the monotony of large building walls. Using high-quality materials, regularly articulated facades, and significant transparency (over 50%) yields a three-dimensional form.

- Given that many new areas may require on-site stormwater management, we recommend implementing green infrastructure, including bioswales, rain gardens, and native, drought-tolerant plants.

- Position loading areas to the side or back of the structure, away from public view, to maintain privacy.

DESIRED LAND USES: Manufacturing, Processing, Assembly, Research, Office, Limited Retail/Service Brewing/Distillery/Technology/Biomedical/Agriscience

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
T – Technology Innovation Business District	B-3 General Commercial District
	HSD - Health Services District
	Planned Unit Developments

PUBLIC - INSTITUTIONAL

The City's landscape is a blend of public administration buildings, various schools and educational facilities, and diverse religious sites, which are distributed across its many neighborhoods.

IMPORTANT CONCEPTS

- Good connections between public facilities and housing developments should be a priority for city planners.
- Integrate universal design principles.
- High public activity necessitates providing sufficient parking.

DESIRED LAND USES: Government Buildings, Religiously Affiliated Facilities/Places of Public Gathering, Schools

PRIMARY COMPATIBLE ZONING

All districts

POTENTIALLY COMPATIBLE ZONING

Institutional uses such as government facilities, places of worship, and other facilities may be located in several designations. If the City is contemplating a zoning change due to the redevelopment of an institutional use, it should carefully evaluate surrounding zoning districts and land uses to ensure that the character of future development is compatible with the surrounding neighborhood.

RECREATIONAL

This designation serves to emphasize the abundance of parks located throughout the Ionia region, particularly those situated alongside significant natural landmarks such as the Grand River, thereby showcasing the area's commitment to preserving its natural beauty and providing recreational spaces for its residents and visitors. A detailed 5-year plan, developed by the City, provides a roadmap for the consistent maintenance and upgrades of its park and recreation facilities, ensuring they continue to serve the needs of the community and remain well-maintained.

IMPORTANT CONCEPTS

- Design for universal access and recreation, benefiting all ages and abilities.

- Maintaining natural buffers along waterways, including Prairie Creek and the Grand River, will clean pollutants from stormwater runoff after substantial precipitation or snow melt. When making improvements, protect sensitive natural features like steep slopes and high-quality areas by creating buffer zones.

- Keep these uses connected and promote further connections.

DESIRED LAND USES: Parks, Outdoor Recreation, Indoor Recreation

PRIMARY COMPATIBLE ZONING

Any residential or commercial district

FACTORS TO CONSIDER:

- Adhere to the City's Parks and Recreation Plan's recommendations, goals, and strategies.
- The City will consistently develop new parks and recreation areas under existing plans.
- Parks and recreation areas ought to meet community needs and enhance the local area.
- Think about what the neighborhood is like now and what it will be like in the future.

Map labels:

W RIVERSIDE DR

LOT 1 ±10.1 ACRES
LOT 2 ±9.3 ACRES
LOT 5 ±11.1 ACRES
LOT 6
LOT 7
LOT 8 ±10.9 ACRES

EXISTING CEMETERY

LEGEND

- (A) POINT OF ENTRY
- (B) DUPLEX TYP.
- (C) OVERLOOK
- (D) TOWNHOME TYP.
- (E) SHARED COURTYARD
- (F) PARK & EXISTING PAVILION
- (G) RENOVATED MIXED USE
- (I) MULTI-FAMILY HOUSING TYP.
- (J) POTENTIAL AREA OF DEV. EXPANSION
- (K) PARK & NEW PARK SHELTER
- (L) EXISTING BARN
- (M) PROPOSED INDUSTRIAL LOT TYP.
- (N) EXISTING POLE BUILDINGS

RIVERSIDE-DEERFIELD SUBAREA

The location of the former 173-acre prison complexes is identified by this land use designation, highlighting a prime redevelopment opportunity within the city limits, representing a significant chance to revitalize a large area and contribute to the city's growth. Through thoughtful planning and design, the site's redevelopment serves as an interesting example of how large-scale, formerly institutional properties can be successfully repurposed to create vibrant mixed-use districts, demonstrating the potential for revitalization. The subarea master plan, designed for this area, feasibly integrates residential, commercial, and civic components, thoughtfully serving the needs of both current and projected populations.

The redevelopment project's inclusion of a diverse range of housing options, encompassing single-family homes, town homes, and multi-family units, directly and effectively addresses the City's increasingly urgent need for a wider variety of housing choices that are both diverse and affordable for its residents. Besides other features, the plan includes the development of public green spaces, pedestrian-friendly streets, and convenient local amenities, all contributing to the creation of a neighborhood that is both easily walkable and strongly oriented toward community life.

By addressing a critical housing shortage and stimulating economic activity, this redevelopment successfully achieves infill development goals while simultaneously strengthening connections to and improving integration with surrounding neighborhoods, resulting in a more cohesive community. This site's successful reuse provides a substantial model illustrating how underutilized properties can be successfully repurposed to address the current needs of the community, all while staying true to the City's long-range planning goals and objectives.

IMPORTANT CONCEPTS

- Design new homes with universal accessibility in mind, for example, zero-step entryways, to benefit people of all ages and abilities.

- The housing will be a mix of detached single-family homes, attached single-family homes (duplexes, townhouses), multifamily housing, and alternative formats such as ADUs, cottage courtyards, and pocket neighborhoods.

- Encouraging light industries in technology, research, development, agricultural and biomedical sciences, and information sectors.

- This is not intended for heavy manufacturing, assembly, trucking, warehousing, distribution centers, or similar applications.

- Employ as much open space as possible as a buffer to separate residential and commercial areas.

DESIRED LAND USES: Detached single family residential, attached single family residential, multifamily residential, mixed uses, light industry and research and development, parks and preservation areas, and elder specific housing options.

PRIMARY COMPATIBLE ZONING	POTENTIALLY COMPATIBLE ZONING
T – Technology Innovation Business District MDR – Medium Density Residential	LDR – Low Density Residential

FACTORS TO CONSIDER:

- Follow the recommendations, goals, and strategies of the City's Economic Development Strategy.

- Value the consideration that the community provided when envisioning this space.

- The intention of the neighborhood's existing and planned future environment.

- Ensure appropriate buffering between the residential and technology or business uses.

- Provide well designed transportation network to keep residential and industrial traffic separate and truck traffic to a minimum.

IMPLEMENTATION MATRIX

PROJECT OR PROGRAM	DESCRIPTION	PRIORITY	PRIMARY RESPONSIBLE PARTY
Zoning Amendment - site plan and special use review chapters	Amend the Site Plan Review and Special Land Use chapters procedures to follow RRC best practices.	HIGH	PlanningCommission/ City Council
Zoning Amendment - PUD chapter	Amend the PUD chapter to provide a more efficient review process through the rezoning process.	HIGH	PlanningCommission/ City Council
Zoning Amendment - Mobile Home Park district chapter	Update the chapter to be consistent with the Michigan Manufactured Housing Commission regulations and clearly define features a jurisdiction has when reviewing a manufactured home park.	MEDIUM	PlanningCommission/ City Council
Zoning Amendment - Renewable Energy updates	Amend the ordinance to comply with State of Michigan regulations and develop reasonable regulations for those systems under the "utility" scale sizes.	HIGH	PlanningCommission/ City Council
Transportation and Connectivity	Develop a comprehensive non-motorized transportation study to provide analyses for facility locations, critical intersections, and potential traffic calming techniques.	LOW	Planning Commission/Public Works

PROJECT OR PROGRAM	DESCRIPTION	PRIORITY	PRIMARY RESPONSIBLE PARTY
Transportation and Connectivity	Develop a parking study or analysis of all the on-street and off-street parking available in the downtown.	LOW	Planning Commission/DDA
Neighborhoods and Housing	Promote the exploration of partnerships to connect resident groups in need (i.e., low-to-moderate income households, the elderly, and disabled populations to assist them with maintaining their households or finding affordable and attainable housing options.	MEDIUM	City Staff
Neighborhoods and Housing	Begin a concentrated effort to attract developers that will fill the need for assisted living and nursing home facilities.	MEDIUM	City Staff
Development	Further expand upon plans to retain current businesses in the downtown and other commercial/industrial areas of the City.	HIGH	DDA/Ionia Chamber of Commerce
Development	Maintain and post an active list of available properties for purchase or development in the City.	HIGH	DDA/City Staff
Development	Continue to expand efforts to market Ionia as a desirable and quality place to relocate for business opportunities.	HIGH	DDA/Ionia Chamber of Commerce

ZONING ORDINANCE RECOMMENDATIONS

As the City's most important tool for managing how land is utilized, the Zoning Ordinance plays a crucial role in shaping urban development. The Zoning Ordinance dictates development standards that are two-fold: general standards applicable to all development, and district-specific standards designed to address unique local conditions and needs within individual zones. To enforce the guidelines of the Ionia Master Plan, the City relies on and employs its Zoning Ordinance to ensure compliance with the plan's stipulations.

The City's commitment to improving and modernizing its regulations has led to a comprehensive, multi-year review and revision of its Zoning Ordinance, a process that has actively incorporated community feedback and addressed the complexities of a dynamic urban environment. This update has been specifically designed to function as a pivotal element within the City's comprehensive strategic plan, directly supporting the City's efforts to realize the objectives outlined in its Master Plan. The development of housing and residential areas are key examples of the City's objectives and guidelines, and are, therefore, considered paramount to the success of its overall strategic plan. To modernize its residential districts and improve housing development options, the plan incorporated research and data from previous master plans and the detailed findings of the 2021 housing study.

The previous single-family zoning has been replaced by three new residential districts, each offering a different density: low-density, medium-density, and high-density housing options. The updated dimensions and broader permitted uses of the new districts directly result from the relationship between lot size and density and the housing that can be built there. As an example, the Low-Density district's zoning regulations specifically permit the construction of accessory dwelling units, as well as duplexes on corner lots. These updates to Ionia's housing will benefit both current and future residents, as the modernization of many multi-family buildings and the establishment of improved, affordable housing development standards are implemented.

The Ionia Planning Commission might expand the zoning ordinance to cover:

- Updating the Planned Unit Development (PUD) chapter.
- Updating the Site Plan Review and Special Land Use chapters to better match recommended practices.
- Ordinance definitions will be expanded to clarify development standards for specific land uses, including lot dimensions and facilities.
- Revise parking standards to align with contemporary methods.
- Develop an ordinance for private road construction.
- Create a temporary land use and development regulation.

- To comply with Michigan's manufactured housing commission standards, the Mobile Home Community chapter requires expansion in design, review, and procedures.

- Assess the Open Space Standards' features for possible inclusion in the Planned Unit Development Chapter.

- Develop a Conditional Rezoning Ordinance adhering to Michigan's statutory zoning regulations.

- Update the zoning ordinance to align with Michigan's renewable energy standards.

- Revisit recently amended ordinances to review for any needed changes or additions based on implementation feedback.

The Planning Commission should make the following considerations when determining whether a proposed rezoning would comply with the goals and future land use policies of the Ionia Master Plan. The Planning Commission should consider:

- Does the proposed rezoning comply with the Future Land Use Plan?

- What are the potential effects on the surrounding community? Is the proposed rezoning compatible with the surrounding districts and land uses?

- What environmental considerations did the Planning Commission make? Will there be adverse stormwater runoff, excessive noise, odor, or other offensive effects?

- Have there been many rezonings in the proposed area recently? Is this because of the Future Land Use Plan or some other reason?

- Will this rezoning create a contradiction in the Future Land Use Plan and therefore require a Master Plan amendment?

- Are there more suitable locations for this proposed land use?

- Will a traditional rezoning potentially create land uses that may significantly affect the surrounding community? Would a conditional rezoning be more appropriate to tighten up the rezoning conditions?

APPENDIX: ENGAGEMENT REPORT

City of Ionia Master Plan Community Engagement Report

October 2024

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The City of Ionia sought input into its master plan through various engagement activities throughout the Summer of 2024. These events included an online survey, neighborhood meetings, pop-up events, workshops, and open houses. The events were held at various locations across the city to engage the different members of the community best. Each activity was set up to gain insight into community preferences regarding future land use, mobility, public resource use, and other master planning topics. A timeline of events is below.

- Community Survey: May 15, 2024 to August 15, 2024
- Emerson Elementary School Neighborhood Meeting: June 13, 2024
- Jefferson Elementary School Neighborhood Meeting: June 20, 2024
- Fireworks Pop-Up at the Ionia Free Fair: June 27, 2024
- Deerfield-Riverside Workshop Engagement: July 30, 2024
- Ionia Master Plan Community Open House: August 15, 2024

Neighborhood Meetings

Two neighborhood meetings were held in June 2024 to guide the development of the master plan. The first meeting was held at Emerson Elementary School on June 13 from 6:00 to 7:00 p.m. Around 30 people, ranging from younger children to older adults, attended the event.

The second meeting was at Jefferson Elementary School on June 20 from 6:00 to 7:00 p.m. Around 15 to 20 people attended the event, again with a broad age range of individuals present.

Welcome Boards

Two boards were used at these meetings to introduce the event and various activities. The first board discussed what a master plan is and why planning is important. The board also introduced the City of Ionia Master Plan update with a QR code and link for the online survey. The second board introduced the stations at the event: the Downtown Station, the Mobility Station (which included a Penny Jar activity), and the Mobility Station.

Downtown Station

The Downtown station sought insight into what people liked about Downtown Ionia and what changes would encourage them to visit in the future. Both questions allowed people to leave comments, and specific options were included on a separate board asking people what would bring them Downtown more in the future.

At Emerson Elementary, people generally appreciate the atmosphere, culture, history, and small businesses in the Downtown and Main Street areas. People indicated they would visit Downtown more if there were more public events and spaces, renovated buildings, and more restaurants and shopping options. A complete transcription of participants' comments is in Appendix 2.
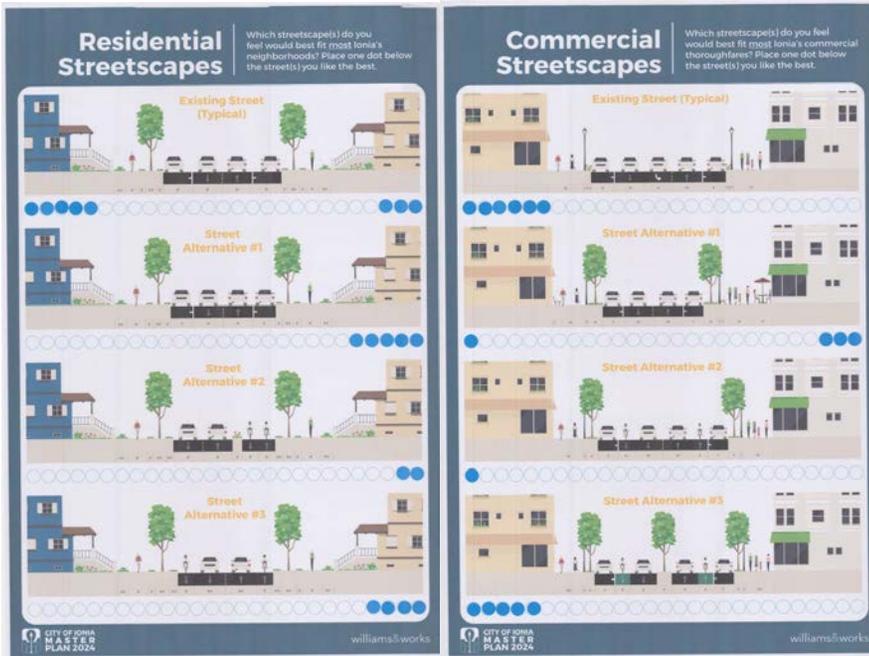
Figure 1. Selections for things people would like to see more of downtown

Mobility Station

The Mobility station presented several alternative streetscapes for Ionia's residential and commercial areas and asked participants to indicate their preferences and leave comments about the different alternatives. The alternatives concerned the presence and position of parking and bike lanes, the separation of traffic lanes and trees, seating, lighting, and ornamental plants in the right-of-way along sidewalks.

Figure 3. Neighborhood Meeting Penny Jar Voting Results

Figure 3. Neighborhood Meeting Penny Jar Voting Results

At Emerson Elementary, the top preference among commercial streetscapes was the existing street layout, which received six votes. Street Alternative #3 received five votes, Alternative #1 received 4, and Alternative #2 received one vote. Among residential streetscapes, the existing layout received eight votes, followed by Alternative #1 with five votes, Alternative #3 with 4, and Alternative #2 with two votes. Comments for each alternative can be found in Appendix 2.

Penny Jar Voting

Participants were given 10 pennies representing their tax dollars and told to distribute them into jars representing various public goods that the City of Ionia could provide. These goods relate to different land use concepts, and the topics that received more pennies are likely areas that the participants saw as more important to prioritize in the future. The results from each event are described below.
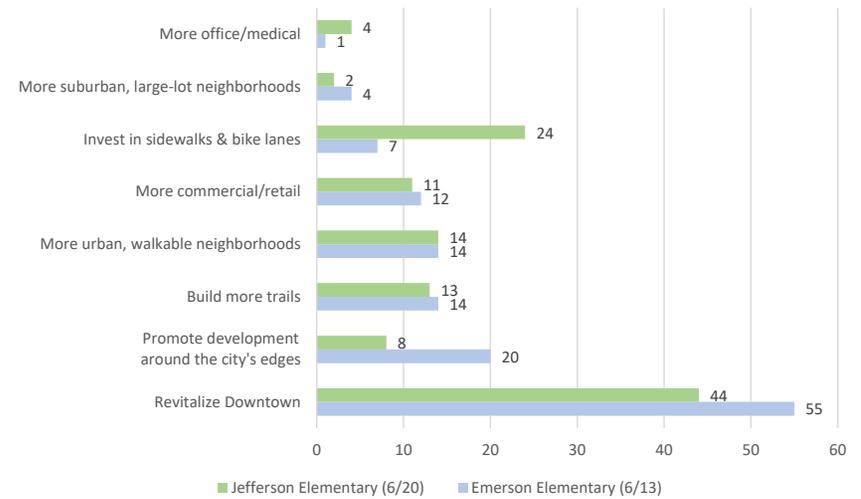
At Emerson Elementary, *revitalizing Downtown* was by far the highest priority. There was also interest in *promoting development around the city's edges*, *building more trails*, *creating more urban, walkable neighborhoods*, and *adding commercial and retail developments*. These last two points may relate to the interest in revitalizing the Downtown area, as new commercial developments like restaurants and stores accessible to residents on foot could increase Downtown activity.

At Jefferson Elementary, *revitalizing Downtown* was once again the highest priority, although by a smaller margin than at Emerson. *Investing in sidewalks and bike lanes* was the next highest priority, followed by developing *urban, walkable neighborhoods*. Relatively less important at Jefferson Elementary *was promoting development around the city's edges*. Jefferson and Emerson's lowest scoring issues were *more office, medical,* and *suburban, large-lot neighborhoods*.

Future Land Use

The Future Land Use station was crucial in the master planning process. It encouraged participants to indicate specific areas of the city where they wanted to see different types of future development. The map and activity highlighted the two commercial corridors on Lincoln Avenue and Dexter Street in addition to the previous Deerfield-Riverside Prison Complex.

Future Land Use
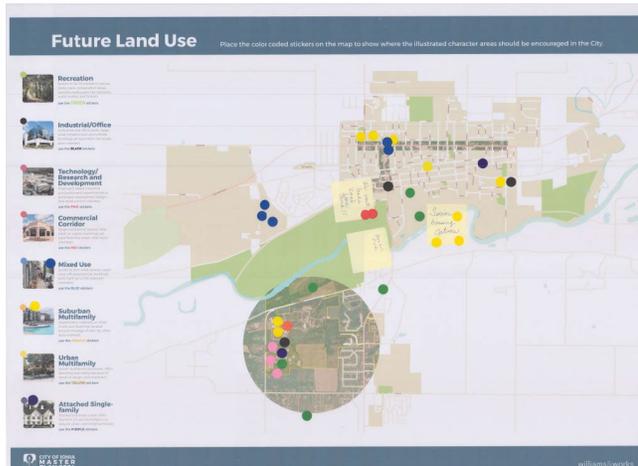
At Emerson Elementary, participants expressed interest in various land uses across the community. Urban multifamily housing, recreation, and technology or research and development were of particular interest. Participants also expressed interest in various forms of specialty housing, such as senior housing and affordable or public housing.

Ten yellow dots were placed on the map, indicating interest in urban multifamily housing. Two of these dots were placed at the Deerfield-Riverside Complex, three along the Dexter Avenue corridor, three on a sticky note indicating a general interest in senior housing options, and two in other areas around the city.

Six green dots indicated interest in recreation, such as parks and trails. One was in the Deerfield-Riverside Complex, three were in open spaces or vacant areas near the Grand River, and two were outside the city limits. One sticky note on the map suggested baseball fields.

Five blue dots were placed on the map, indicating interest in mixed-use development. Three dots were placed by the Old Michigan Reformatory, and two were placed at the intersection of Dexter Street and Lincoln Avenue.

Three pink dots were placed in the Deerfield-Riverside Complex, indicating an interest in technology, research, and development.

Two black dots were placed on the map, indicating interest in industrial and office developments. One was placed in the Deerfield-Riverside Complex, one at the Dexter Street and Adams Street intersection, and one east of Cleveland Street.

Two purple dots were placed, indicating interest in attached single-family housing. One was placed in the Deerfield-Riverside Complex, and the other on Washington Street between Jefferson and Morse.

Two red dots were placed on the map, indicating an interest in large commercial spaces. These stickers were placed with a sticky note suggesting a preference for Fred's Food Store to return.

One orange dot was placed on the map, indicating an interest in suburban multifamily housing. This dot was placed in the Deerfield-Riverside Complex.

At Jefferson Elementary, participants expressed interest in various land uses, especially in the Deerfield-Riverside area. There was limited interest in commercial uses, as no stickers were placed in favor of commercial corridors or mixed uses—the two options that include commercial options.

Eight yellow dots were placed on the map to indicate interest in urban multifamily housing options. Five dots were placed on the historical Deerfield-Riverside Complex, and three were located along Main Street between Steele Street and Jefferson Street.

Five green dots were placed on the map, indicating interest in outdoor recreational facilities.

Three purple dots were placed on the map to indicate interest in attached single-family housing options. All three were placed at various locations throughout the Deerfield-Riverside Complex.

Two pink dots were placed on the map, indicating interest in technology or research and development facilities. Both dots were placed within the premises of the Deerfield-Riverside Complex.

Two orange dots were placed on the map, indicating interest in suburban multifamily housing options. Both dots were placed in the Deerfield-Riverside Complex.

Two black dots were placed on the map, indicating interest in industrial or office uses. Both black dots were placed in the Deerfield-Riverside Complex.

No blue or red dots were placed on the map. These colors represented mixed-use and commercial corridors.

Two sticky notes were placed near the commercial corridor on Lincoln Avenue. One mentioned, "Places to sit and eat and enjoy things we buy downtown." The other highlighted "Stores with cool stuff and events and good food."

Two sticky notes were placed near the Grand River at M-66, suggesting that NMT be extended into the city (potentially with a bridge) and that that be represented in city plans for grant funding.

A sticky note in the Deerfield-Riverside area suggested homeless or emergency shelters for people who experience severe winter cold or summer heat.

Other sticky notes indicated an interest in studio apartments in empty buildings and turning empty spaces downtown into affordable housing for young adults, single adults, and single parents.

Comment Cards

Comment cards allowed participants to provide additional input on the master planning process not covered by the other activities.

At Emerson Elementary, one comment card was left. The card offered suggestions relating to lawn maintenance.

No comment cards were left at Jefferson Elementary.

Fireworks Pop-Up

On June 27th, a pop-up event was held at the Ionia Fairgrounds before a fireworks show. The event was held from 7 to 9:30 p.m., and around 30 people participated in the various activities. This event included a penny jar activity and a future land use activity, slightly different from the versions conducted at the neighborhood meetings.

Penny Jars

The activity structure was the same as it was for the neighborhood meetings, but some of the options changed. Figure XXX below shows how participants prioritized the various activities offered.

Figure 5. Fireworks Pop-Up Penny Jar Results
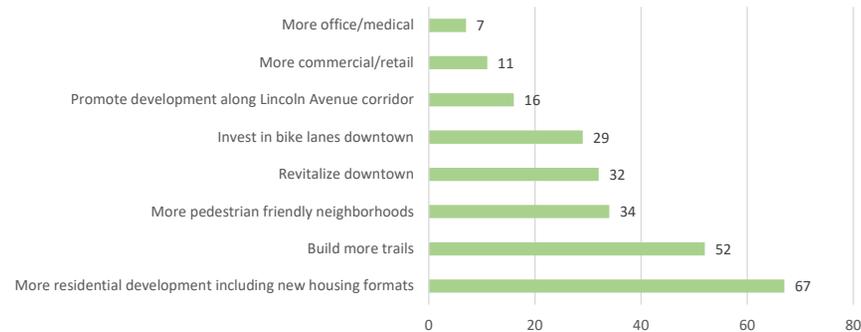
Future Land Use

The Future Land Use mapping activity included two boards that zeroed in on the areas where feedback on future land use was sought: the historical Deerfield-Riverside Complex and the Lincoln and Dexter commercial corridors. The boards also included an area for people to comment on additional or more specific land use types not represented by the sticker options.

Figure 6: Future Land Use Suggestions at the Fireworks Pop-Up Event

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The Lincoln and Dexter corridor had five stickers placed:

- Two blue stickers for mixed-use development on Lincoln Avenue
- One purple sticker for attached single-family housing between Hall St and Cyrus St on Forest St.
- One red sticker for a commercial on S Steele St., south of Washington
- One green sticker for recreation in the Ionia Fairgrounds

Sixteen stickers were placed on the Deerfield-Riverside Complex board:

- Seven green stickers for recreation were placed throughout the property
- Four yellow stickers for urban multi-family development were placed in two main areas
- Four purple stickers for attached single-family housing were placed in two areas—three clustered right next to each other and one in the southwest portion
- One pink sticker for technology or research and development was placed on Riverside Drive at the northern portion of the property

Comment Cards

Participants at the fireworks pop-up left two cards. One card indicated an interest in having more cultures represented through people and ethnic food and more school fundraisers to support field trips. The other card expressed an interest in a YMCA facility that included an indoor track, pool, and similar facilities, in addition to a hotel like other communities in the area (i.e., Rockford) are developing.

Riverside-Deerfield Subarea Plan Workshop

On July 30th, a workshop was held at the Armory Community Center to discuss plans for the former Riverside-Deerfield prison property. The event occurred from 6:00 to 8:00 p.m., and around 50 people attended. The workshop included two breakout activities in groups of 6-8 people and a short presentation from Williams & Works staff on housing and economic needs in the City of Ionia.

Breakout #1: Community Needs

The first activity was a brainstorming session in which participants considered the community's needs. First, they were asked to list general ideas for what is needed to enhance the quality of life in the City of Ionia. Next, they were asked to determine which needs could most reasonably be fulfilled at the Riverside-Deerfield property. At the end of the activity, each table shared some of their findings with the larger group.

Results

Group 1 discussed several topics and believed most would fit well at the former prison complex. These include multi-use facilities, housing (including affordable senior housing), new diverse restaurants, arts and entertainment, soccer nets, and things that can create a walkable, livable, and playable community. They were also interested in North-South bike paths but did not believe the Riverside-Deerfield complex was the best place to fulfill this need.

Group 2 believed that all its needs for the City of Ionia could be fulfilled at the former prison complex. This includes various types of housing, zoning for high-tech jobs, human resources and recruiting jobs, renaissance zones, hotels, midsize grocery, fast/casual restaurants, more than one clothing store for men, women, and children, higher education options, a new vocational facility, broadband internet, and the expansion of state-of-the-art healthcare.

Group 3 believed that issues in the City of Ionia include access to affordable senior housing, traffic jams on M-66, high-tech businesses, inadequate zoning, and the lack of a community center. At the Riverside-Deerfield complex, they believe there should be no mixed-use, that property taxes should be captured, and that high tech should be avoided, as it leads to pollution.

Group 4 thought three community needs could be fulfilled at the Riverside-Deerfield complex. This includes several types of affordable housing, various indoor and outdoor recreation options, and a hotel and conference center. The group also believed that the City of Ionia needs improved City code enforcement, especially relating to property ownership, access to mental health, juvenile detention, foster system support (through a career tech center and vocational expansions), greater variety of commerce, and entertainment opportunities for adults.

Group 5 thought most, but not all, of their community needs could be satisfied in some way at the Riverside-Deerfield complex. This includes a tech center focusing on industrial, home trades, and welding uses; senior housing with various amenities; a transit system to satisfy gaps from taxis and Ubers; multigenerational housing; and a novel recreational public space. They also saw the need for a grocery store in town, a library, and affordable housing.

Group 6 believed several of their community needs could be fulfilled at the Riverside-Deerfield complex, but not all of them. Those that could be fulfilled include affordable workforce and senior housing, solar panels on brownfields, the preservation of green space through walking paths and parks, historic preservation (by building new housing on the property, new developments would not be needed downtown), community recreational facilities, more development staff at the City to help people apply for grants, and having non-profit builders developing homes. This group also believed that the property should include only two entrances and exits, two from the site, a community land trust should be considered to maintain affordability, and no heavy industry should be included. Additional needs that the group did not feel would be fulfilled at the site include moving the library downtown, maintaining the theater, improving the marketing of opportunities and entertainment for young adults, encouraging homeownership rather than rentals, enforcing blight and rental codes, and other ordinances, and improving private energy efficiency.

Group 7 found that the city needed improved traffic flow in several places, more housing for disabled individuals (like zero-step housing), more one—and two-bedroom rentals, and public safety capacity that accounts for a growing population. At the Riverside-Deerfield complex, they believed that adding Michigan Left turns from Riverside Rd and light at Miller St and M-66 would be helpful.

Overall, Breakout Session One successfully generated ideas about many different uses in the City and helped each group think comprehensively about the entire project site. The group often tried to fill needs that the City presently doesn't contain and also those uses that would be most beneficial or successful at this specific location, many of those focused on affordable housing, housing for older adults, and alternative residential housing formats (attached single-family and multifamily housing options). The master plan team wrapped this session up and regrouped to move on to the next segment of the workshop. The next segment will focus more specifically on the design and placement of use types after providing the participants with background data and information gathered from recent housing and business analyses created for the City.

## Breakout #2: Future Land Use Site Design

After a brief presentation on housing and market factors in the City of Ionia and a preliminary design plan for the site, groups were given several small pieces of paper with images representing 15 different land uses. They were instructed to place the pieces of paper on a large property map as they saw fit. Sticky notes were also available to leave additional comments or indicate land uses not included in the images. Once a group had placed all the land uses, they wanted to use in their preferred locations, the photos were taped to the map. Again, at the end of the activity, each group shared their ideas with the larger group.

Results

Eighty-three icons indicated a desired land use on the Riverside-Deerfield property. Parks were the most popular, appearing ten times, followed by research and technology centers, cottage court housing with eight placements, and townhomes and rowhouses with seven placements. The least popular land uses included neighborhood businesses (1 placement), entertainment, mixed uses, and offices (2 placements each). Participants added 11 sticky notes to indicate land uses they did not feel were adequately covered by the 15 options.

The six groups placed an average of 13.8 icons each, although one group only placed one icon and expressed that it was generally happy with the proposed preliminary site plan. Without this group, the other five groups placed an average of 16.4 icons each.

Figure 7. Results by Group
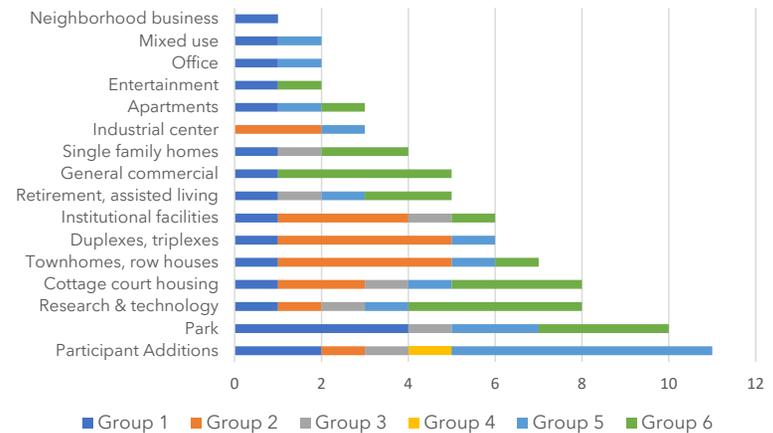
The property was divided into four quadrants to offer additional context regarding the spatial distribution of the land use placements (See Map 1). Twenty-seven icons were placed in the southeast quadrant, followed by 25 in the northeast, 22 in the southwest, and 9 in the northwest (Note: due to the shape of the property, not all quadrants are the same size). On average, across the six groups, 4.5 per group were placed in the southeast quadrant, 4.17 in the northeast, 3.67 in the southwest, and 1.5 in the northwest.

Figure 8. Riverside-Deerfield is divided into quadrants

Figure 9. Results by Quadrant
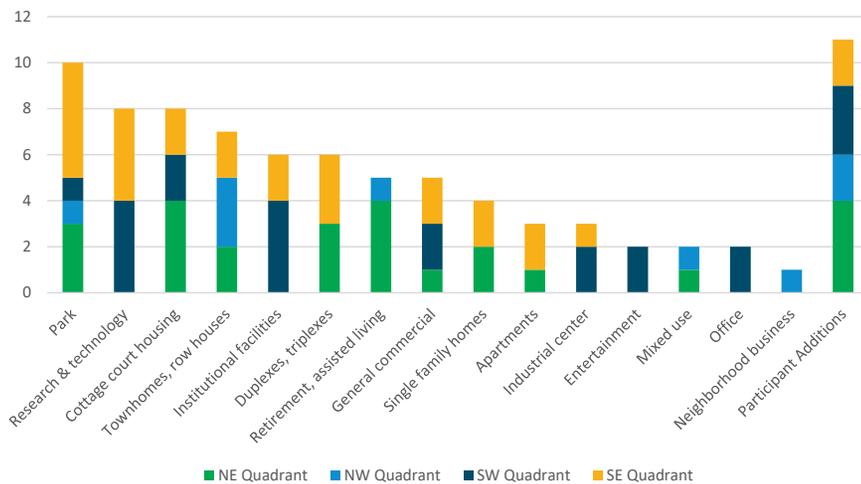
Comment Cards

A participant in the workshop left one comment card. This individual recommended rental options for senior citizens who do not need additional care.

Another person left a pre-written letter expressing an interest in an affordable mixed-age community with utilities provided by the City of Ionia and green space available. The individual also discussed the maintenance and management of rental properties. They then expressed their preference for the light industry, which has no sizeable semi-truck traffic and restricted entry for industrial vehicles. Regarding the city in general, the individual discussed the importance of maintaining Ionia's historical character and recommended steps to achieve this. They also encouraged the City to financially support the development of a library in the downtown area.

Ionia Master Plan Community Open House

On August 15th, an open house was held at Ionia City Hall from 4:00-7:00 pm, with 15 people in attendance. The purpose of this open house was to share with the community some of the engagement activities undertaken so far and to gather additional input on mobility and preferences relating to the downtown area. The same activities on these topics were carried out at the neighborhood meetings. The mobility activity asked people which of four alternative streetscapes was their preference and offered the opportunity to add comments. The Downtown activity asked participants to comment on what they like about Downtown and what would bring them Downtown (both stickers for specific future improvements and a comment option).

DEERFIELD-RIVERSIDE WORKSHOP

On July 30th, 2024, a workshop was held at the Armory Community Center to garner desired public feedback for the former Riverside-Deerfield prison property. The event took place from 6:00 to 8:00 p.m., and around **50 people** were in attendance. The workshop included two breakout activities in groups of 6-8 people.

Breakout Session 1

- The first activity had participants identify needs that may make the quality of life better for the entire community of the City of Ionia. It allowed participants an opportunity to discuss their thoughts about land use in the community, share their own personal observations, experiences, and reasoning behind their choices. All of the workgroups discussed with each other, working to reach a group common ground.
- The workgroups were then asked to identify which of the needs outlined in the first activity would be an appropriate addition to specifically the Deerfield-Riverside site. Each workgroup indentified which of the choices they made in the first half of this breakout session a feasible option for potential development on the property. Often getting into concentrated debates, the six groups had to come to a consensus about not only what items on their lists could be placed at the site but why it was important to do so.

Breakout Session 2

- After a presentation on housing and market factors in the City of Ionia and a preliminary design plan for the site, groups were given small pieces of paper with images representing 15 different land uses. They were instructed to place the pieces of paper on a large aerial map of the property as they saw fit. Sticky notes were also available for participants to leave comments or indicate land uses that were not included. Afterward, each group shared their ideas with the larger group.
- A total of 83 icons were placed to indicate a desired land use on the Riverside-Deerfield property. **Parks** were the most popular, appearing 10 times, followed by research and technology centers and cottage court housing with 8 placements, and townhomes and rowhouses with 7 placements. The least popular of the land uses included neighborhood businesses (1 placement), entertainment, mixed uses, and offices (2 placements each).
- The six groups placed an average of 13.8 icons each, although one group only placed one icon and expressed that it was generally happy with the proposed preliminary site plan.
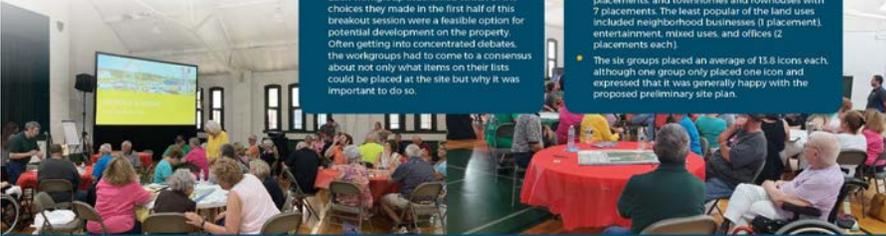
williams&works

NEIGHBORHOOD GATHERINGS

The City of Ionia held two community open houses in June 2024, one at Emerson Elementary School and the other at Jefferson Elementary School. Each meeting lasted approximately one hour and provided several workstations for community members to provide feedback. Approximately **40 people** attended each event.

Station 1: Downtown

- Participants were asked about things that they love about the downtown. Then they were given several options to choose from, such as:
  - More places to work, shop, live, eat, and gather
  - more public events.
  - more ways to get around (bikes, scooters, etc.)
  - more attractive streetscaping

Station 2: Mobility

- Participants were presented possibilities for new street designs and different configurations for specific corridors. The configurations contain new options for streetscape, motor vehicle travel lane width, and the inclusion of on-street parking, bicycle lanes, and boulevards.

Station 3: Future Land Use

- This station provided participants with the opportunity to identify specific uses of the city, including residential (in multiple formats), business (in multiple formats), entertainment, parks and recreation, and industry (in multiple formats). Participants also identified the best locations for new development of each of these uses around the City.
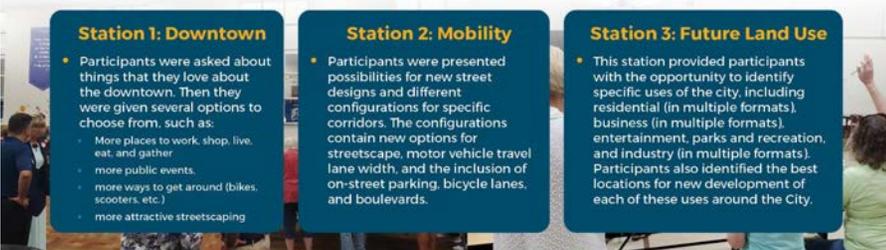
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POP-UP AT THE FIREWORKS

The City of Ionia held one pop-up community engagement event in June 2024, at the Ionia Fairgrounds. This event was held for a couple of hours during the fireworks festival. This event had community feedback from all age groups, from children to adults, and had about **25 – 30 attendees** participate. It consisted of two stations.

Station 2: Penny Jars

- The second station contained ten jars, each with a different use or feature that could be developed in the City of Ionia. Each participant received only ten pennies and was asked to use the pennies provided and vote by spending them on any or all of the options labeled.

Station 1: Future Land Use

- This station provided participants with the opportunity to identify specific uses of the city, including residential (in multiple formats), business (in multiple formats), entertainment, parks and recreation, and industry (in multiple formats). Participants also identified the best locations for new development of each of these uses around the City.

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SHAPE IONIA'S FUTURE

The survey began in April and will **close this Friday, August 16.**

Are you one of the 763 that have already taken the online survey? If not, please take it today!

surveymonkey.com/r/2024IoniaMasterPlan

What would you like to see in the community?

- Share your favorite things about Ionia and what features or activities you wish to see
- Share your vision for the former Deerfield/Riverside Prison Complex
- It only takes **less than ten minutes** to complete!

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Results

Downtown Activity

One of the Downtown boards asked people what they love about Downtown Ionia. Common responses included discussion of the trails and walkability (6), the theatre (3), the architecture or historic character of the area (4), and various stores and local establishments (3). In discussing what would bring people Downtown in the future, three people mentioned grocery stores, four people mentioned music, and one person each discussed the hours of operation of stores, having destinations for walks, and quality food offerings and healthy menus.

People were also asked to place stickers next to the improvements that would bring them to Downtown in the future. The results of this activity are as follows:

- More places to shop: 4
- More places to work: 0
- More places to live: 1
- More places to eat: 7
- More public events: 2
- More ways to get Downtown: 2
- More entertainment spaces: 3
- More places to gather: 2
- More attractive/maintained streets: 0

Mobility Activity

Participants were asked to comment on what they did. They did not like the various residential streetscape options. One person noted the on-street parking available on the existing typical street. Three people mentioned the separation of bike lanes from traffic in Street Alternative #2, with one person adding that it would pose challenges for parking. Another person commented that they voted for Alternative #2 but that Alternative #3 was acceptable to them.

People were asked to place stickers next to their liked residential street designs. The results are as follows:

- Existing Street (Typical): 0
- Street Alternative #1: 1
- Street Alternative #2: 5
- Street Alternative #3: 0

Participants next offered comments about what they liked and disliked on the various commercial streetscapes. One person commented on having a turn lane as an option in the existing streetscape. In Alternative #1, one person liked having café seating and thought there was decent parking. At the same time, another individual noted that the other alternatives were dangerous to bikers because drivers are inconsiderate of them. For Alternative #2, two people expressed concerns about biker safety, with one person noting that bike lanes were needed.

People were also asked to place stickers next to commercial street designs they liked. The results are as follows:

- Existing Street (Typical): 1
- Street Alternative #1: 2
- Street Alternative #2: 3
- Street Alternative #3: 1

Community Survey

Introduction

The City of Ionia conducted an online public survey from May 15th through August 15th, 2024, to gather public opinions regarding land use and planning. This community input helps guide policy decisions in the new City of Ionia Master Plan. The survey gathered quantifiable data from residents and visitors, which will help set policy relative to growth and development in the community over the next twenty or more years. This chapter presents the survey's findings. It includes a summary of the methods used to solicit feedback, its findings in terms of the input and quantified data received, and an analysis of the significance of the conclusions.

Methodology and General Information

The Planning Commission developed the survey questions with assistance from Williams & Works. The survey was organized into two categories: (1) respondent background information and (2) master planning, land use, and policy questions. Multiple survey pages were created to cluster similar questions together. The survey was conducted through SurveyMonkey's online tool and publicized through hardcopy and digital methods, including the City's 2024 Master Plan website, handouts, postcard mailings, local promotion at businesses and institutions, and City outreach channels such as the Parks & Recreation Department newsletter. In addition to these methods, public notice of the Master Plan and its survey was aired for local television broadcasts, and interviews were published in print media articles. Eight hundred forty-nine (849) responses were completed by the August 15, 2024 deadline. Using a confidence level of 95%, the resulting *approximate* rate of return is 12.9% with a confidence interval of plus-or-minus 1.34% (approx. +/- 12 persons) using the City of Ionia population of 6,592 (2020). There was a 79% survey completion rate, and the typical time spent taking the survey averaged 10 minutes and 20 seconds.

It should be noted that due to the sample size, sample population, and other limitations present in online surveys generally, results should not be interpreted with a purely scientific mindset; however, results of the survey provide valuable perspectives of the community's opinions regarding relevant land use and planning issues in the city. The survey was successful because it resulted in objective, quantifiable information from a large group of diverse people compared to typical participation in other forms of public input (community open houses, visioning meetings, etc.). The survey is one of several tools the City of Ionia Planning Commission uses to help set land use planning policy, prioritize projects for capital improvements, and make decisions over the next five years or more.

Throughout our survey analysis, we may base our estimations on the published 2020 US Decennial Census data because it is the most recent official 100% count of all residents living inside the City of Ionia. The total population of the City of Ionia, as reported by the Census Bureau, was 13,378 persons

(2020). This census, however, includes the inmate population housed within the three State of Michigan correctional facilities on Bluewater Highway (M-21). The Michigan Department of Corrections website reported that these facilities' total inmate population was 6,786 (2020). We sought to utilize data sourced from the Michigan Department of Corrections because we could identify the 2020 inmate population for every facility throughout the state and not just take a generalized group quarters count from the census information. As we researched this information further for the City of Ionia, comparing group quarters populations from the Census Bureau and published MDOC population counts resulted in a margin of error of +/- 92 people, which can skew the data for calculating the city's noninstitutionalized resident population. Therefore, we stuck with the published MDOC data as our source.

We did not use the American Community Survey 5-year estimates anywhere in our analysis for population estimates. This is primarily because communities with small populations often have higher margins of error; this is why a rolling five-year period is necessary to gather data to try and create a more accurate estimate. Therefore, using these two data sources (2020 decennial census and MDOC inmate data), we can conclude that the City of Ionia's resident population is more accurately 6,592.

We do know that *not all* survey takers are, in fact, residents of the City of Ionia. Many respondents came from the surrounding townships or villages, and most reside within a 10-mile radius of the City of Ionia. Because of these causal factors, the Planning Commission crafted questions for respondents that seek to identify where these respondents come from anonymously. A total of 361 (n=849, 43%) of the respondents were, in fact, residents of the City of Ionia. While 336 respondents (n=849, 40%) came from Ionia, Easton, Berlin, or Orange Townships. Therefore, for these estimations, we can reasonably conclude that 697 (n=849, 83%) of all survey takers live within approximately 6 miles of the city based on the site category selection in the survey itself.

The survey format enabled respondents to provide confidential replies using a "check-the-box" or similar format to expedite the completion of the online form and maximize the response rate. This format also facilitated consistent scoring, which allowed the analysis to be performed. Some respondents completed the survey but left various items blank; however, all surveys had nearly all responses answered and, therefore, could be scored. Only one question (Q1, "Where are you from?") was responded to by every survey taker. The question with the most skips was Q19, "Which changes would attract people to downtown or increase the frequency of your visits to downtown Ionia?" This question received 633 responses and 216 skips (n=849, 75%). One of the most significant factors for incomplete surveys is the overall number of detail-oriented questions and how long it takes to answer. This creates a situation that we refer to as "survey fatigue." Some questions allowed respondents to fill in the blanks and leave comments. Question 23 at the end of the survey was open-ended. It provided respondents space to write about anything they had to comment about regarding this master plan or the city generally. When reporting and quoting survey responses in this report, spelling and grammar mistakes were often obvious, and corrections were made for clarification's sake.

Data Entry and Measurement

The online survey tool SurveyMonkey presented respondents with a standardized set of questions from which they could choose responses. Some questions only permitted one answer, some permitted multiple answers, and others allowed space for individual comments. This method restricted acceptable entries to those required by the survey form, providing a standardized method for conducting analysis and observing trends.

Three scoring scales—nominal, ordinal, and ratio — were used to report the data received. A nominal scale merely counts responses by particular classification (e.g., resident or non-resident). This scale is useful for separating responses into working groups or evaluating the overall sample to determine whether it represents the larger population. Items 1, 3, 6-15, and 19-22 were designed with a nominal scale. The majority of the survey was structured using nominal variables.

An ordinal scale is more useful in gaining insight into respondent beliefs because it includes the characteristics of rank order. That is, one item is greater or lesser than another or has more or less of a particular quality based on a commonly understood standard. An ordinal scale enables some greater judgment about the relative strength or weakness of particular responses (e.g., "greater than," "more important than," etc.). It does not, however, include a quantifiable or consistent interval between the various points in the scale. Items 2,4, and 16-17 were designed with an ordinal scale.

Ratio and open-ended measurements comprised one question each. A ratio scale can be used for question 5 since respondents were asked how many people live in their homes in this question. Lastly, question 23 featured an open-ended write-in response for participants to provide additional thoughts about planning and zoning or the city not covered in the survey.

The ordinal scales used were converted to interval scales to report the survey results. This means that a numeric value was assigned to each response with an interval of "1" between each point on the scale. For example, in Question 16, "Very Important" responses were assigned the number 5, "Neutral" responses were assigned the number 3, and so forth. This was done to enable the measurement of the central tendency of all responses, which is accomplished by determining the item's arithmetic mean (or average) response. However, it must be recognized that assigning value to the scale's intervals does not automatically result in an accurate interval scale because each respondent will have his/her own interpretation of the interval. Nevertheless, in aggregate, this procedure does enable a comparison of the items from one to the next.

Analysis

Background Questions

1. Where do you live? (100% completion, n=849, 0 skips)

   Respondents were asked to identify where they were from. The plurality of respondents resided in the City of Ionia (42.52%), followed by Ionia Township (16.49%), Elsewhere in Ionia County (those locations not described explicitly in the question) (12.37%), Easton Township (11.54%), Berlin Township (9.54%), None of the Above (anywhere else outside of Ionia County) (5.54%), and finally, Orange Township (2.00%). The following answers were provided in the "If none of the above, please specify the community in which you live":

   - Orleans Township
   - Ronald Township
   - Lyons Township
   - Boston Township

- Village of Muir
- Village of Westphalia (Clinton County)
- Grattan Township (Kent County)
- Caledonia Township (Kent County)
- Algoma Township (Kent County)
- Vergennes Township (Kent County)
- Gowen, MI (Montcalm Township, Montcalm County)
- Carson City, MI (Montcalm County)
- City of Lansing
- City of Grand Rapids
- Eaton County, MI
- Washtenaw County, MI
- Montcalm County, MI
- Kent County, MI
- State of New York (1)
- Greenville, South Carolina (1)
- City of Los Angeles (1)

The majority of respondents were residents of the City of Ionia. However, as evidence suggests, many came from outside the immediate surrounding area of the City but still were within the general West-central or West Michigan regions. There are some outliers; three respondents came from out of state. We can only speculate that they were either visitors to the City for some purpose or were former residents who have moved and may have heard about the survey from family or friends who still reside in the Ionia area. Several of these "if none of the above, please specify" respondents did note that they were either former residents of the City of Ionia, had been from Ionia and were looking to move back, or that they were from outside the community but were looking to move into the community soon. This is valuable information for the Planning Commission when making housing, community, and economic development policies in this Master Plan.

Where do you live?
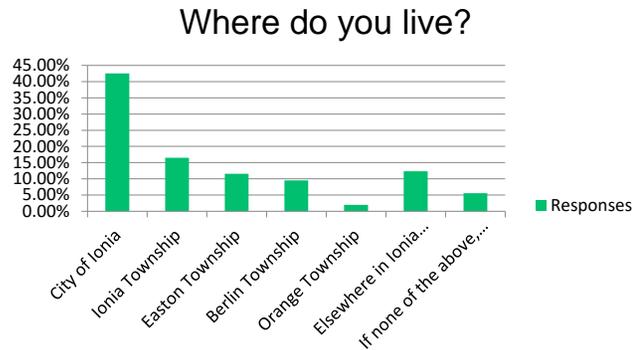
2. How long have you lived in the City of Iona? (99.5% completion, n=845, 4 skips)

The second question asked respondents how long they have lived in the community. More than 97% (n=845, four skips) lived in the Ionia area. More than 60% have lived in the Ionia area for over 20 years, and another 15% have lived in the area between 10 and 20 years. Therefore, roughly three-quarters of all survey respondents have been long-time residents of the city or local area. Only 185 people lived in the area for less than ten years.

3. Which of the following best characterizes your connection to the City? (please select all that apply.) (99.3% completion, n=843, 6 skips)

Over 72% of the respondents (n=614) are residents of the City of Ionia. Seventy-seven (9.1%) identified as business owners in the City. Over two hundred (n=201) respondents work within the City, and another 107 reported themselves as local volunteers. More than 99% of the total respondents identified themselves with one category provided (n=843, six skips).
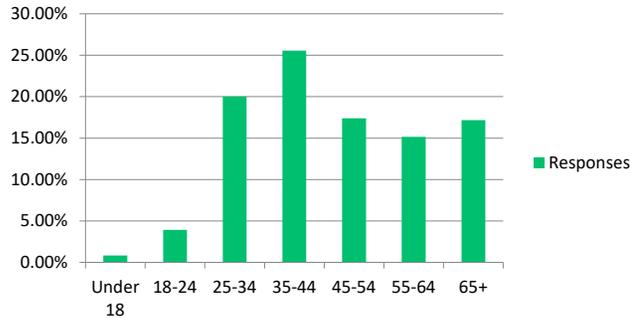
4. What is your age? (99.5% completion, n=845, 4 skips)

Question four asked how old the survey respondents were. The plurality of the respondents identified between the ages of 35 and 44 (25.56%, n=216), followed by the 25-34 (20.00%, n=169) age cohort. Therefore, just under half of the survey respondents were between the ages of 25 years and 44 years. This is an impressive quantity and reflects well on the methods used by the Planning Commission to gather this public input. Often, the younger working-age populations (25 years to 44 years) that work day jobs, are raising children, and have daily household responsibilities above and beyond those age groups that are older or younger often get under-represented in community surveys.

The Planning Commission should be proud to have received this amount of quality feedback from this extremely important group of community members. The remaining respondent age groups comprise the percentage of and rank in the following order: third is the 45 to 54 years old, many recent empty nesters (17.40%, n=147), fourth are those members of the public that are 65 years and older, categorized as the retirees (17.16%, n=145). Ranked fifth are the 55 to 64-year-olds who are approaching their later working years and preparing to retire in the next decade (15.15%, n=128). A small portion of respondents who can be categorized in the early-life and/or college years (18 to 24-year-olds) (3.91%, n=33). Finally, the Planning Commission did receive valuable feedback from a few respondents who were students (under 18 years old) (0.83%, n=7).

What is your age?

Including yourself, how many people live in your household? (Please select only one. Household members do not need to be related.)


5. Including yourself, how many people live in your household? (Please select only one. Household members do not need to be related.) (99.3% completion, n=843, 6 skips)

    Most respondents who answered this question (n=843, six skips) had two members living in their household, approximately one-third (33.57%), followed by three members (18.8%), four members (17.1%), five members (12.0%), one member (10.9%), and then it dropped off significantly. So, correlating this information with the total number of respondents and results in question four, of the 418 respondents between 18 and 44 years, a large amount may be either one or two-person households.

    This reinforces the trend over the last few decades that more residents live alone or do not have children. This is a trend found nationwide, but especially in the State of Michigan. Our population has aged significantly in a relatively short time, and the younger generations do not have children anywhere near the rate that their parents or grandparents did. The majority of those in the millennial population are choosing not to have children or wait until much later in life to have children (often well into their late thirties or even forties).
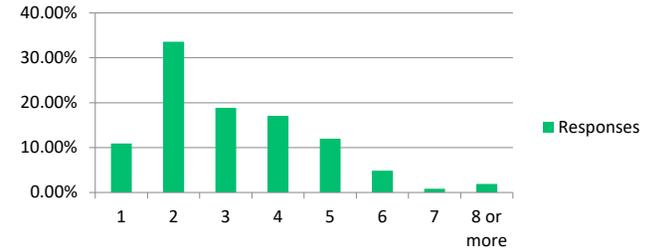
6. Please select the most important reason(s) you live or would live in the City of Ionia from the following list. (Please select only three.) (77.1% completion, n=655, 194 skips)

    Six hundred fifty-five people (655) responded to at least one identified item or selected "other." There was a total of 194 skips to this question, which heralds back to our discussion earlier in the introduction that explains that questions that require a little bit more thinking or time to answer will receive higher rates of "survey fatigue," which will cause a respondent to move on to the next question. However, many respondents still took the time to answer this question. The plurality of the respondents responded that they lived in Ionia because they grew up there (47.6%, n=312). The second most significant response was that they lived presently or are looking to live in the City of Ionia because they work in the City of Ionia (32.52%, n=213). Then there are a handful of responses that have similar percentages of answers, being that the City is identified as a safe area to live (24.43%, n=160), they enjoy the proximity to other larger regional cities, likely Lansing and Grand Rapids (25.03%, n=164), they want the parks and trails in the City (23.51%, n=154), or appreciate the local character (15.11%, n=99).

7. If you live in the City, do you own or rent your residence? (87.5% completion, n=743, 106 skips)

    Question seven asked the respondents if they lived in the City and whether they owned or rented their homes. It should be noted that approximately slightly more than half answered they lived in the City (54%), while just under one-half reported they did not live in the City (43%). The question received an 87.5% response rate (n=743, 106 skips). Therefore, using this information, we can calculate that 83% of the City residents who responded owned their homes, while 17% of City residents were renters. It should be noted that according to our community background information (community background report), only 57% of the total households in the City of Ionia are owner-occupied, and 43% are renter-occupied households. Therefore, most who took this survey and live in the City of Ionia are homeowners, not renters. So, this large segment of the population either chose not to participate while taking this survey and skipped the question

or was unaware of the survey in the first place and did not have an opportunity to answer these questions. The Planning Commission must remember this when developing housing policy in the new Master Plan.

8. If you live in the city, what type of residence do you live in? (86.2% completion, n=732, 117 skips)

In question eight, respondents were again asked to identify whether they lived in the City (56% lived there, 43% did not). Seven hundred thirty-two (732) responded to this question, and 177 skipped it (86% answered). Those who did live in the City were provided with several different housing formats to see what types they lived in; their choices were single-family detached, two-family or multifamily (duplex, apartments, etc.), retirement community/assisted living, mixed-use housing, and manufactured homes—of those respondents who did live in the City of Ionia, 345 or 84% lived in detached single-family homes. 44 or 11% lived in some attached single-family or multifamily building. Fourteen (14) respondents lived in manufactured homes, and only a handful (2%, n=8) lived in either a mixed-use building or a retirement/nursing home. Only nine (9) people, or 1.23% of the respondents, responded in the "Other, please specify" selection; three appeared to be detached single-family homes, one seemed to be mixed-use, and one appeared to be multifamily. The other cannot be identified. However, we cannot be sure these people live inside or outside the city limits. So, they have not been included.

9. If you were to relocate to new housing within the City, is the housing type you would be seeking available? (84.0% completion, n=713, 136 skips)

Question nine asks the respondents if they were to relocate or move to the City of Ionia. Is the type of housing that you would be looking for actually available? It is essential to understand that we are not asking if the housing is available because there is a vacant home to move into. This question asks if the type of home (detached single-family, two-family, multifamily, manufactured, etc.) is available for either purchase or lease in the City. The Planning Commission wrote this question purposely to discover the demand for different housing formats in the City soon. This question also provided space for commenting on whether the type of home they would like to live in is currently unavailable. Half (50.6%) reported that the housing they would look for is currently available; twenty-nine percent (29.3%) reported flat out that the housing they are looking for is currently not available but did not answer further what that housing is—one-fifth (20.1%) commented that the housing they would look for is presently not available and obliged the Planning Commission with further comments to precisely what they are looking for. Therefore, approximately half of the sample respondents concluded that Ionia does not have the types of housing they would be looking to move into if they were to move to the city.

This is very important for the Planning Commission to consider further. I cannot record all 143 comments here; however, some respondents claimed they are looking for more condominiums (mixed formats). Independent senior housing was heavily commented upon, and low-rise accessible/barrier-free senior housing and assisted living/nursing home facilities were also popular. However, the largest and most heavily mentioned issue was the lack of affordable or attainable housing options in any housing format model. Some say they would love to move into the city but cannot afford homes worth over $300,000.

10. What housing types are needed in the City? (Please select all that apply.) (87.3% completion, n=741, 108 skips)

Question ten asked the respondents directly what housing typologies they would like to see in the city, and this could be for various reasons. It may be because they feel there isn't enough of a particular volume of housing types because of a demand for it. They may also think an option should be available but is nowhere to be found in the city presently, and there may also be an identified need. Some responded that they were uncertain or unsure of what types of housing the city may need more of.

About half of the respondents identified detached single-family homes as being in need. Many respondents (38.7% and 30.36%) also felt that the city needed more multifamily apartments and attached single-family options, such as duplexes, quadplexes, townhomes, etc.) respectively. More than 20% of the respondents also felt that other housing options such as retirement communities/assisted living facilities (22.67%), tiny homes [under 500 sq. ft.] (23.08%), and mixed-use housing (19.97%) are all in great demand. It should also be noted that about 20% of the respondents agreed that there should be more infill housing in many different housing formats, if practicable.

11. Where should housing be developed? (Please select all that apply.) (77.8% completion, n=660, 189 skips)

Question eleven asked the survey respondents where they felt it was most appropriate to develop new housing in the city. The Planning Commission supplied a few popular location options for creating this housing. These options included continuing the redevelopment of old commercial buildings in commercial districts, mixed-use residential in the historic downtown proper, the former prison property (Deerfield – Riverside Prison Complex), and in-fill throughout the city in all available neighborhoods. Finally, housing should be added in a mixed-use light industrial district, and district parcels should be allowed to develop some housing in the same district and possibly on the same parcel or adjoining parcels with housing for workers, etc. To balance the response choices, the Planning Commission also identified an option for those who did not want more housing and an option for other comments.

Astoundingly, 65% of respondents (64.09%, n=423) would like to see the former prison complex site developed for new housing, and nearly 60% of the survey respondents felt that vacant commercial space in commercial districts should be turned into residential housing options (59.24%, n=391). As mentioned in question ten, developing in-fill housing options on vacant land throughout the city is popular among respondents (43.94%, n=290). This can be creatively done with many different housing formats for various locations and needs. One-fifth of the respondents felt that further re-development of the historic downtown buildings should continue to be renovated for upper-level residential, as many had been used historically. Less than 8% responded that the city didn't need more housing or provided reasoning for there negative response.

12. What types of new businesses would you like to see within the City boundaries? (Please select all that apply.) (86.1% completion, n=731, 118 skipped)

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This question was asked by the Planning Commission to assist with planning policy regarding economic development opportunities. The Planning Commission doesn't control what type of business or who the company is relocating or expanding in the community. The Planning Commission plays a large role in approving new development projects around the city, which may be either new builds or renovations of existing buildings. It is also essential for the Planning Commission to assist the City with identifying potential economic development opportunities so that the City and its other affiliated organizations, such as the Downtown Development Authority or Brownfield Redevelopment Authority, who have more direct roles in attracting potential businesses and developers, can seek out these identified opportunities.

The Planning Commission identified different business types to receive more input from the respondents. These included arts and entertainment, assembly and manufacturing, research and development, financial and professional services, hotels and accommodations, sit-down restaurants, fast-food restaurants, retail, health care, personal services, and recreational, fitness, and sports-related. Sit-down, non-fast food restaurants were the most popular choices (71%, n=519), arts and entertainment businesses (50%, n=362), retail shopping (49%, n=355), and Grocery (41.6%, n=303) were the most identified business types that the respondents would like to see more of in the city. The questions also offered response options of no need for more business and other – please specify. Many of these comments revolved around expanded options for grocery and food markets in the City of Ionia proper, which is not far south of the city. Also, there was an identified need for more industry and technical businesses. Some respondents also desired more educational facilities, such as community college satellite campus options and technical training schools.

13. Where are you most likely to go for the following goods and services? (85.9% completion, n=729, 120 skips)

This question categorized specific consumer needs categories and identified areas in the region to best account for where city residents are shopping or be provided with their needs. The Planning Commission identified a handful of broad consumer categories, such as arts and entertainment, services (accounting, medical, dry-cleaning, hair care, etc.), shopping (groceries, clothing, home goods, etc.), and recreation and sports-related activities. The locations identified to garner insights into purchasing travel patterns (which can be classified in consumer market analysis as "leakage" were the "City of Ionia," the "City of Belding," the "City of Greenville," "Elsewhere in Ionia County," or "Elsewhere outside Ionia County." For the arts and entertainment, most consumers traveled outside of Ionia County to receive these goods and services (72.2%, n=517). For typical services, about half of the respondents either remained in the City of Ionia (48.8%, n=351) or traveled outside of Ionia County (41.2%, n=296). For shopping needs, more than three-quarters of the respondents shop in the City of Ionia (76.7%, n=556), and for recreation activities, more than half (51.2%, n=356) go outside Ionia County, while more than one-third remain in the City of Ionia (36.4%, n=253). Many of those who did choose to reply with "Other – please specify" identified that they do a good amount of shopping online.

14. Which improvements should be made to the City street? (Please select all that apply.) (76.7% completion, n=651, 198 skips)

Therefore, this question was particular and received many skipped responses (about one in every four respondents). The Planning Commission developed it to identify the residents' needs and desires, factoring in the quality and features of their local street network. The Planning Commission often discusses transportation infrastructure, including pedestrian and non-motorized options, as well as motorized traffic features; and these discussions help develop future policy goals that can be inserted into the City's Capital Improvements Program. To help the survey taker understand each item, it briefly described what that feature might be and where a resident may find one if installed. These choices included road diets, bulb-outs, and other motorized traffic calming measures. In addition, several pedestrian and non-motorized choices were provided, such as bike boxes, on-street bike lanes, separated bike lanes, and high-visibility crosswalks. Finally, other complete street best practice examples included street trees, street furniture, wayfinding signage, and more on-street parking options. The Planning Commission also added more dedicated off-street parking options as well.

More street trees were the most popular response (35.3%, n=230) for the street-scape portion of complete streets. Street trees often add much-needed shade and soften the hard or sterile feeling of streets or roads with little or no trees. The essential pedestrian requests were for the installation of high-visibility crosswalks (34.7%, n=226), followed by more off-street parking options (31.6%, n=206) and more on-street parking options (15.8%). Added on-street parking allows for a physical barrier between the pedestrian on the sidewalk and moving motorized traffic.

Which improvements should be made to City streets? (Please select all that apply)
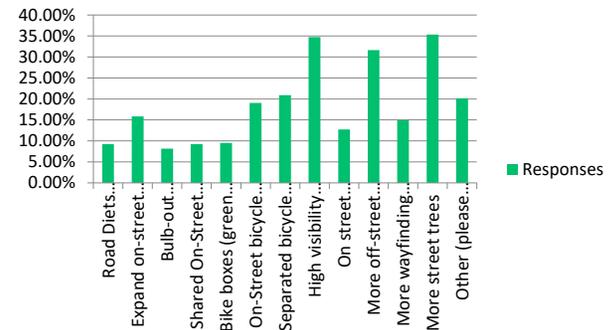
Popular non-motorized options were separated bicycle lanes (20.9%, n=136) and on-street bicycle lanes (19.1%, n=124). We cannot report on all 130 responses made in the comment portion; however, roundabouts and more street lighting were reported as items that may be appropriate, in addition to many feeling that adding or planning for features such as bike lanes (all types) is a poor option for the city's streets.

33

15. What aspects of living in the City need the most improvements? (Please select only three.) (74.6% completion, n=633, 216 skips)

This question was intended to gauge the respondents' opinions of specific factors that affect the quality of life in the City of Ionia. Some choices presented to survey takers are outside the Planning Commission's direct role in land use policy decisions. However, it does provide an excellent opportunity for the City to receive feedback about some services it offers or must conduct routinely. The most identified need for improvement in the City was recognized as the vibrancy of the downtown area (42.3%, n=312), followed by housing availability (39.6%, n=251), and cost of living locally (32.1%, n=203). The Planning Commission may plan to continue to make the downtown more vibrant and work with other committees or city authorities to accomplish this goal.

What aspects of living in the City need the most improvements? (Please select only three).
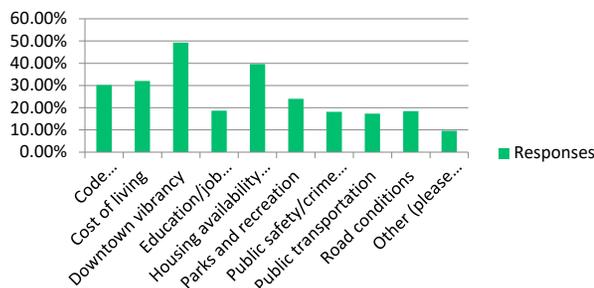
16. In terms of potential City business priorities, how important are the following? (81.9% completion, n=695, 154 skips)

Question 16 was constructed using ordinal variables, requesting the respondents to rank the business priorities provided. Each priority allowed the respondent to answer if it was "very important," "important," "neutral," "not important," or "not at all important," then each classification was weighted 5 points for "very important" and 1 point for "not at all important." The question asked respondents how the City should respond to specific concentration areas of community development. These included "encouraging redevelopment in the downtown," "more housing opportunities," "expanding nearby shopping opportunities and retail," "encouraging infill development," and finally, "expanding office development." ranking and calculation to receive an overall weighted average for each community development concentration Respondents then selected their priority for each concentration area.

The community concentration "encouraging redevelopment in the downtown" (weighted avg. 4.26, n=689) was considered the highest priority for survey respondents, followed by "more housing opportunities (weighted avg. 4.06, n=684) and "expanding nearby shopping opportunities and retail (weighted avg. 4.00, n=691). It can be concluded that those who took the survey considered housing and the downtown/commercial opportunities the primary concerns, and the city should concentrate its efforts on these in the short term.

17. How important is the Ionia Theatre to you? (81.7% completion, n=694, 155 skips)

This question provided an ordinal set of variables for how important the respondents felt the Ionia Theatre was to them. Therefore, this question is similar in type but not design compared to question 16. This is because weighing responses by creating value for them was unnecessary. It is simply a question designed to ask the respondent how they feel. Most respondents (34.6%, n=240) felt the Ionia Theatre is extremely important to them and thought it benefited the community. While those who felt the theatre was either very important (25.2%, n=175) or somewhat important (25.9%, n=180) came in relatively identical value rates. Therefore, we can conclude from this question that more than 85% of the survey respondents agree that the Ionia Theatre is important to them, and the remaining 15% felt that it was not important to them at all.

18. What would increase your visits to the Ionia Theatre in the next year? (77.3% completion, n=656, 193 skips)

This question was designed to gauge those who have or would attend the Ionia Theatre. It focused on programming options and improvements to grow the Theatre's attendance. More than 37% (37.8%, n=248) of the respondents said they would like seating improvements more than programming changes. This question also left an "other; please comment" option (20.9%, n=137). While we cannot write out all 137 responses in this choice option, many of the responses noted were combinations of a couple of the other choice options:

- Improved seating, and more PG-13/R-rated movies
- Improved sound quality
- Greater variety of shows
- Change to new movies sooner
- Preserve the historical features of the theatre while modernizing essential equipment/services
- More live show options (performances), improved sound and projection quality
- Hearing impaired options
- Easier access for those with mobility issues
- Later movie times
- I love the theatre, don't change it
- More joint events outside (movies and outdoor-event combo)
- Symposiums and lecture series

35

36

19. What changes would attract people to downtown or increase the frequency of your visits to downtown Ionia? (Please select only three) (74.6% completion, n=633, 216 skips)

This question asked the respondents to select up to three options they felt would attract more people to downtown Ionia. These options ranged from more mixed-use housing, grocery stores/markets, and hotels. To public art, more eating/drinking establishments, and more shopping destination options. The respondents were only allowed to select three or fewer items.

What changes would attract people to downtown or increase the frequency of your visits to downtown Ionia? (Please select only three)
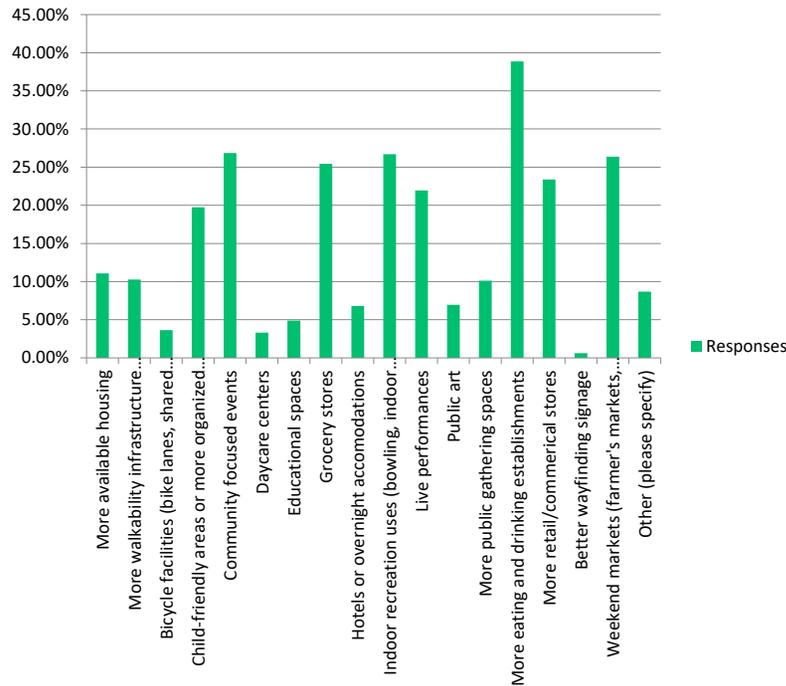

As you can see from this figure, most respondents felt that the downtown needed more eating and drinking establishments, community-oriented events, indoor recreation (bowling, pool/billiards, indoor rock-climbing, etc.), weekend markets, and general grocery markets. More shopping options and outdoor events/live performances are also popular responses. The other choices received much less (<15%-20%) consideration than the items that we have listed.

20. Should those living outside the City limits pay a higher user fee for the services they currently use in the City (i.e., parks and recreation facilities, etc.)? (81.3% completion, n=689, 160 skips)

This question was a simple yes or no question that was intended to poll the respondents; many, as mentioned in the introduction to the survey section, live within a 6-mile radius of the City about whether they feel it is necessary to charge or tax the jurisdiction within a short radius of the City to pay for their usage of the City's facilities that only city residents are paying for. Overwhelmingly, more than 78% of those respondents did not feel that those who live outside the city limits should have to pay for the parks and recreation facilities, etc., that they may use.

Should those living outside the City limits pay a higher user fee for the services they currently use from the City? (i.e., Parks and recreation facilities, etc.)
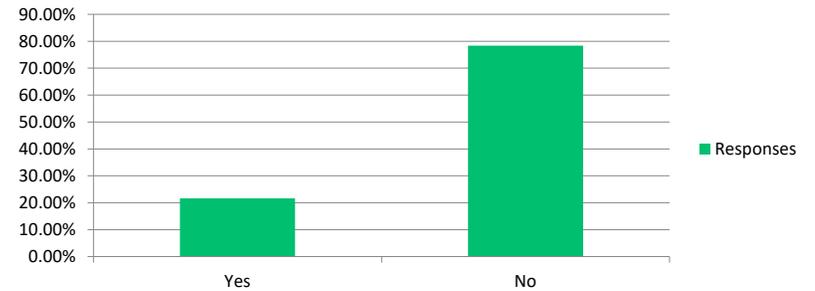
21. When developing the 164 acres at the former Deerfield/Riverside prisons, what land uses are needed most in the City? (please select only three) (79.5% completion, n=675, 174 skips)

This question focused on the former Deerfield and Riverside Prison sites where the City can promote development. Several different land use options were provided, and the respondents were asked to choose the three that they felt were the most important to provide because the City lacks them elsewhere. The three most popular options for future development options are 1) apartments and multifamily dwellings (rental and for sale) (41.2%, n=278); 2) detached single-family homes (32.9%, n=222); and open space and recreational opportunities (32.7%, n=221). The least popular option was more office development (1.8%, n=12).

When developing the 164 acres at the former Deerfield/Riverside Prisons, what land uses are needed most in the City? (Please select only three)
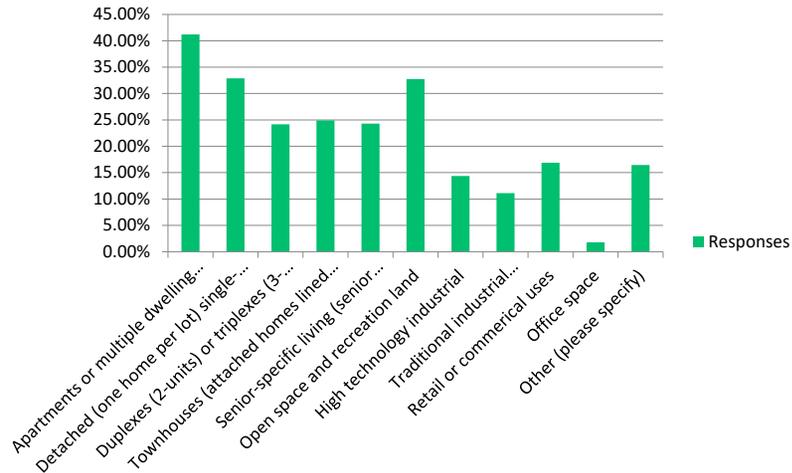
22. What types of industry should the City of Ionia attract more of? (please select only three) (78.9%, n=670, 179 skips)

This question asked respondents which industry types (several options were provided) they felt would benefit the City. The most significant responses were given promoting greater attention to attracting 1) telecommunication/data processing/information tech (41.8%, n=280); 2) research and development options (34.8%, n=233); and distribution centers/warehousing (32.7%, n=219). Light manufacturing, energy, and biotechnology were closely grouped after these top three. This question was provided with an "other; please specify" option. However, most responses selected under this option were "I don't know" or "unsure." There were also many options for specific items, stores, or uses such as Wal-Mart, arts and crafts, community centers, etc., that, while valuable, don't necessarily directly answer the question asked to them. It is important to note that several comments were left regarding high-tech and research and development options based in the agricultural or crop-science sectors because the region has such a strong agricultural heritage.

23. If you have any final thoughts about what you would advise the City to include in the Master Plan, add them here. (36.5% completion, n=310, 539 skips)

This question was left as an open-ended commentary about things that survey takers feel should be considered in developing the master plan or provide any comments they feel are important about the city that the city should consider further. While we cannot summarize all 310 responses here, some comments included (all responses in the appendix):

- The fairgrounds need to be updated and renovated; they are looking old
- More food market options in the City north of the river
- A new library
- Develop access to the river for canoeing/kayaking
- A community social district
- Initiating a community land trust to provide more affordable housing options
- Stop focusing on parks and focus on the vacancy rates of downtown buildings
- Need for a nice hotel and conference center
- Downtown small business development
- Don't close the Ionia Theatre
- Community multi-sports complex
- Higher-end/higher-educated job options
- More affordable housing options, both rental and for sale, in the city
- Bike trails are not connected and need to be connected between parks and existing regional trails
- Age-friendly communities and more nursing home options
- Public transportation options
- Community mental health facilities
- More housing options for those who are unhoused
- Tiny homes and community gardens
- More rental options that are not age-restricted communities
- Coordination with the township south of the City to develop a better sidewalk/trail system for people to walk/bike from the City to this area safely
- More restaurants and destination spots in the downtown
- If the development of the former prison sites advances, more attention must be paid to the Riverside Drive/M-66 intersection.

1.	Ionia used to attract people… active downtown and fair. We need to revitalize to do that again. One way is build track at fairgrounds back by the barns for tractor pulls etc., reimagine the grandstand into food, bathrooms and vendor booths, create the inner track area as an amphitheater similar to Meijer Gardens. Then, use it for concerts from April/May through September. There are plenty of acts to fill it even with the Arena and Meijer Gardens. Concerts could also be held during fair as it was always the grandstand shows that brought people in and then they spent money on midway. Revitalizing downtown is big to Ionia's survival, but revitalizing the fair to make it actually the "Best 10 days of summer" again is also key. Right now, it just isn't.
2.	Be conservative, and use local taxpaying businesses to get the work done. But I can't believe I even have to say the second part. Our leadership is a bunch of check grabbers.
3.	like i said there are some city employees lining their pockets instead of putting the taxes into the city. This town has way more tax revenue then say Lowell but yet is a complete dump!
4.	Doesn't matter what the surveys say, the city will do what "they" want. Not enough people show up to monthly city meetings so the people running the show never hear from people. All people running the show need to touch grass and own just from people that agree with them. The city doesn't care what I want or think but when they want a new stupid library they'll visit my house.
5.	Better traffic flow from Berlin Township to downtown Ionia, speed bumps on side streets and within city limits, improve/upgrade parks, more entertainment and dining options.
6.	Tear down the original Rite Aid because it's BLIGHT. Build a 24-hour diner on the lot next to Dollar General. MOST OF ALL, MAKE THE CURRENT RITE AID A GROCERY STORE.
7.	Put policies in place that would lead to revitalizing the appearance of the M66 corridor. Several residential and commercial properties along Dexter from Lincoln to Riverside have very little appeal, which can make our community look bad to those passing through.
8.	Pick your battles. No everything needs to be fought to the death just for the sake of being right or winning. Life's too short to not let people do things they want like having a jacuzzi or fence. The city has a lot of rules in place that already aren't followed you don't need more
9.	Attracting new companies who will employ over 100 people, maybe tax free for two to five years or something of the like. Working people spend money and pay taxes. NO more low income housing! We need to attract people that have money. Not people that need help. I know that's mean but I believe that is reality.
10.	One of the biggest things I/we would love to see, and I know others would too, is for the City of Ionia to have their very own band shell to bring in summer concerts that are sponsored by local businesses and others?! Such as Lowell, Rockford, Grand Ledge, Hastings, Portland, for

	examples, because this is a really huge thing in other Cities nearby, and they do remarkable with crowd draws, and brings dollars into the community as shopping and dining occurs! A band shell site for such venues could go right there at the Steele street property by the dog park would be ideal to build a band shell! As for retail, would love to see more clothing and shoe stores. It seems like everything has to be bought online or visit the local Meijer and Walmart. Also, would love to see a lot more venues at the Ionia free fair Grand stand.
11.	No more thrift stores, storage facilities, or chain restaurants. Please. Also, churches and large, non-retail companies don't belong in shopping areas.
12.	I truly believe we need to have and offer safe places for kids and teens of all ages to be able to go
13.	Grocery store at each end of town. Maybe a little mini mall if Deerfield has apartments like clothing, shoe, kids clothing stores.
14.	To address the immediate need for housing/rental units and allow more downtown buildings to be converted to 100% housing instead of vacant commercial spaces that will likely never be occupied at the same rate.
15.	Start caring about your downtown business/building owners.
16.	Have more events. On Christmas month make downtown look like a Christmas town. Have all business required to decorate during that time also bring back the ice sculptures.
17.	Family growth and support more family values and entertainment more family friendly
18.	If you build more living spaces, you need to make them affordable
19.	A new library, even if not in the Mercantile building, should be prioritized, planned for, and carried out. It would be a huge benefit to the community. More/improved parks and public spaces are also needed, as well as housing.
20.	A social district from the new dog park and encompass that entire 2-3 block area. DDA should give some focus to Venue 404, and help get some grants to update that gem. It checks all the boxes for a large state DDA grant.
21.	Homeless place rather they can pitch tents or rent rooms or both but make somewhere for homeless people that they can feel safe.
22.	Make Ionia beautiful. We need a draw to bring people here. The flowers are beautiful. Do not listen to the jerks. We could use a concert area. The fairgrounds are utilized, and more can be sponsored.
23.	We need families to grow here! Please help relocate the library, perform regular upkeep on existing playground/recreation equipment, develop easier access to the river for kayaking.
24.	Please consider the people. The everyday people.

25.	Replace the park fence that was taken away during road construction on Hackett and Rice said they would leave their area better than they found it they sure didn't
26.	Please consider a community land trust to keep housing affordable, especially for seniors. The blight in the city is a real turn-off for new buyers. Look at Sherwood Forest, phase 2, and consider the possibility of developing a manufactured home community.
27.	None
28.	In need of affordable housing. I work with many low income people. There is not enough low income housing nor reliable afc homes. Also, desperately need more transportation options. Especially, for low income people.
29.	We have an animal shelter but none for humans. Very sad. Most people are one paycheck away from being homeless. Yes there is the women's shelter, but what about the men and families. Also need grocery/ pharmacy for those that do not have transportation up the hill.
30.	Less city taxes
31.	Do something with the Silo's possible Internet WIFI tower. Buy back the Consumers parking area which does nothing but grow weeds. Nature walkway around DNR spillway
32.	I want a dog park
33.	LEAVE DEERFIELD EMPTY. WE DON'T NEED MORE WELFARE RECIPIANTS.
34.	Try asking the residents in the area what we want. Most of us don't want additional housing out in our area that will drive up our property tax and devalue our neighborhood when the city sells the section 8 housing to an out of state company who doesn't care to maintain the development. As voters we had the right to vote whether or not we wanted to pay for the library, ask us if we want to pay for this.
35.	Providing free/reduced transportation (Dial a Ride?), to and from whatever is developed on the prison property, may be necessary for Ionia residents without a vehicle or needing financial aid.
36.	Please consider making any plan pedestrian friendly and accessible. There is already a lot of commercial development; we need green spaces in midst of this and community gathering areas. Also consider that being automobile-dependent makes places/towns inaccessible (and a hazard to the safety) to many people.
37.	Businesses downtown need people. I think Ionia should have made better choices when building a dog park instead of housing, A thriving town needs to have people in order to grow. I have visited many towns and only the ones with housing close to main street are flourishing. These towns have many types of businesses, they have a captive audience enjoying outdoor cafes. we need to think BIG.
38.	No housing that attracts low or no income families, illegal immigrants or any type of rental units.

39.	Quit constantly raising the water and sewer costs! You're driving people out of the city. It costs way to much to live inside the city limits.
40.	Stop big focus on parks …. … tackle empty ugly buildings /lots. i.e., old BOSLEY building, old Pawn Shop empty dirt lot (old dealership) on M21 by 66, Empty ugly store fronts downtown!!!
41.	The city needs to promote and encourage downtown businesses. Put more effort into supporting small businesses. Downtown does not need more office space or ground-level dwellings. It needs retail businesses. Other nearby towns (for example, Lowell & Greenville have thriving downtown businesses. Don't charge vendors fees or male them get licenses for such events as Thursday in the Bricks. DO NOT CLOSE DOWN THE THEATER! THIS TOWN NEEDS LEADERS WHO SUPPORT LOCAL BUSINESS, NOT DISCOURAGE IT!
42.	More retail in downtown. Always thought shared retail in some of the larger buildings. More events, large and small to bring more people to the downtown area.
43.	We need a nice hotel and more restaurant options. It's ridiculous and sad that smaller surrounding communities have these things and Ionia does not. People have come here for weddings etc. and they have to be referred to Portland for a place to stay. Target, Qdoba, and Panera would all do excellent here. Bigby needs a drive thru location, lots of people hoped they would move when the old Burger King site was remodeled and they did not. I love Ionia, I grew up here but, it saddens me that this community keeps itself from thriving as it could.
44.	Silver sneakers for Senior. More pickleball courts. Park benches downtown to rest on. More privately owned restaurants. A bakery
45.	You have a Parks and Rec department and school that provides sports that many in town don't seem to be able to afford. There is grass growing in the cracks at the tennis courts on Jackson street, no soccer nets in town for kids practice so they use the tennis courts. The water park is frequently busy and the equipment is being used. City officials need to drive around and survey what is going on to see what is needed. What are the realtors telling you about housing? Until I need a house, I won't know what is needed. I am a senior and have asked Park and Rec as well as Ionia High to incorporate Silver Sneakers for seniors to use the local Armory and Pool. I hope it is in the works but I am not optimistic. I know of 15 people that drive out of town where Silver Sneakers is offered.
46.	Would hate to see apartments or housing at the prison property. The roads and intersections and nearby neighborhoods would be too busy and congested. It is already too difficult to pull out onto 66 from riverside. This would make it so much worse and dangerous. As a nearby resident of this area, this is very disappointing to even think of this much development in that rural area. Maybe expanding school programs such as Heartlands would be a better choice.
47.	We are in dire need of affordable housing so young people and young families can move and work here!

48.	I wish you luck it is hard to make a city unique without a large company that comes in and helps offer growth
49.	Housing just needs to ACTUALLY be affordable for the common buyer/renter, which I understand is crazy impossible in the market today. That would be the goal, though.
50.	I have heard a rumor that many low income housing units were planned for Deerfield. This is concerning for the amount of services this would require our schools to provide and the size of our schools. Our schools can grow but the type of housing needs to be balanced.
51.	The city and county should offer more support to the downtown area and redevelopment and new housing by pursuing grants from the state and federal governments. This Riverside development will need roads, sewer and water, etc. Ionia should offer to install this to ensure affordable housing and the success of the project. There needs to be a knowledge, educated grant writer on staff pursuing the monies available to development especially in an area such as Ionia. Ionia has nothing to offer young people and nothing available for older residents. Ionia has been stuck in this rut for decades. Look to Greenville if you want to new things happening.
52.	Affordable housing is an issue, blight is an issue in areas surrounding the city
53.	Na
54.	Multi-sports complex
55.	I look forward to meeting others involved
56.	Maybe a hotel-like structure for the homeless and those without some income
57.	Look at the population data that you are serving. Age and what do the age groups currently show interest in.
58.	More things for families to do together or more for our children. Ice skating/hockey rink or facility, indoor/outdoor recreation facility. Canoe/kayak/tubing
59.	We need something more to attract people to Ionia not just the prisons or fair. Some type of sport facility or indoor track something for the kids to do without having to drive to Grand Rapids.
60.	I would like to see more high end job availablity, more housing that is suitable for single, working class people. These would attract younger people who are energetic, skilled and who want to not only live here but work here, thereby making Ionia more than a bedroom community.
61.	A sports complex would give local kids a place to have fun, be active and stay safe. Our current armory is outdated, not large enough for the need, doesn't have ample parking and is in need of an upgrade.
62.	Indoor sports complex. Give our youth a competitive edge. If you want a job, you already have one. The Ionia armory has been a great stepping stone for youth sports, but our youth

	need an up to date facility that can allow them to thrive in out of school activities, while allowing the city to collect money from it.
63.	We love our city, but more affordable single-family houses are needed. We are lucky to own a home, but the cost of new homes is so outrageous that people cannot move in to town!
64.	The town needs more family fun spaces for kids attractions
65.	Allow for a downtown social district and increase number of pickleball courts
66.	Reinvestment into vacant buildings and land. Upkeep from city of the ordinance for blight to attract new business and keep Ionia competitive to neighboring towns. City maintaining what we have, remove graffiti and weeds to look more presentable. Clear contact person to report issues to- get run around between departments on who is responsible.
67.	Think as much about the people who are already here as you do about the people you want to attract. Provide opportunities for all our low-income children so they have the opportunity to be our backbone in the future. Aim to create a caring, diverse community, not an exclusive one that is just like you.
68.	I love riding bikes but not in Ionia I dislike that the trails are not connected. No continuous circle. So I ride in Portland, Greenville, Lansing, and Grand Rapids
69.	I would really like to have a grocery store in or near downtown.
70.	a leaf vacuum to help all tax-paying citizens with a city service.
71.	Reasonable costs for the area, no high-rise buildings, places with plenty of nature added, room for community gardens too.
72.	Cultivate/attract jobs to this area. Prisons are no longer the answer. The downtown needs to be revitalized with retail or other incubators. Ionia needs to attract business and address the housing needs. There are few event venues or sit-down restaurants to bring people to the city.
73.	Much more must be done to draw in tourist dollars.
74.	It should be noted RCF opened in 1885. ITF (Deerfield) opened in 1985, 100 years later. I worked at both facilities and retired from Ionia Maximum.
75.	I love the third space that is created downtown when the street is closed off for community events. Here are my top priorities: affordable housing, sidewalks (especially up hill to high school), third space that is always present.
76.	We need more single family houses. At the time of writing this there are only 4 houses listed on Zillow for less than $160,000 and one of them looks like it should be condemned. I see so many listings for privately owned apartments for rent on Facebook we don't need more.
77.	help the veterans and homeless

78.	Move the IFF grounds to this location - out of the flood zone !
79.	Give us some water we can actually drink instead of water that looks as if it came straight from the river. Every time I bring it up I'm told the ole stand by statement (they are flushing hydrants). Hydrants don't get flushed every day of the year.
80.	Homeless shelters or low income based housing seems to be a problem.
81.	Please keep in mind that the cost of living is outrageous and most people can't live a better quality of life with the stress of rents and groceries and utilities being so extreme
82.	Ionia needs entertainment, trampoline parks, go carts, arcade, paintball. A water park could be cool, zip lines and a sky bridge. Ionia just needs something fun to do that will entertain the community but also bring in lots of others from around the area.
83.	Mental health facilities or rehabilitation center.
84.	Would like to see more places for 55 and older based on income.
85.	Because of the drug problem we have, we need to have better access to narcan along with areas to provide the homeless with necessities
86.	Do something
87.	Age-friendly community - increased accessibility for seniors as well as more public transportation options.
88.	companies that pay better, affordable housing, easier access to public transportation, a homeless shelter, sidewalks on major roadways such as meijer hill is needed
89.	Waterpark and big hotel. Trolley to the fairgrounds and bridge to no where. Use the fairgrounds. Ionia could grow with concerts.
90.	Make Ionia GREAT AGAIN!!
91.	Once you fill the Deerfield space, you won't get green space back. You can never have enough green space! There are already so many available spaces to apply the other visions. The river views are prime for green space. The other ideas can go anywhere else.
92.	Quit overtaxing and double dipping on water usage
93.	First of all the Deerfield facility is not connected to downtown so utilizing it for low income would be a waste for such a large property. The property should be used to better everyone in the area. Good jobs would enhance the local economy and make it so there would be less need for low income housing. Using some of it for housing would make some sense. The property has some of the best views in the area. But who is going to buy the houses if we don't have good paying local jobs. How many people in Ionia work outside this county? Why? Why can't we have good paying jobs here? When people work outside Ionia, they shop outside Ionia. Who wants to drive 30 miles each way to work then have to drive to town to have to get your kid a pair if cleats? Most people will just pick them up after work

	on their way home. Good paying jobs also brings people to us rather than pulling people away. This isn't rocket science it's common sense. If Ionia keeps rotting away because of poor choices then it will cease to be anything more than a city in decline.
94.	We don't need more shopping or storage units. We have a bunch. We need affordable housing! People need somewhere to live.
95.	More stuff for the kids to do
96.	A sports complex would be a huge benefit to our town. We have a serious lack of available spaces for our athletes.
97.	Avoid anything that is going to raise property taxes.
98.	An amphitheater would be an awesome addition, and well-maintained Pickleball and tennis courts would be wonderful, too.
99.	We do not need any more fast food and commercial businesses. We need more things to for kids of all ages to enjoy. We have parks, but parks are just not enough.
100.	I think batting cages or other outdoor recreational activities would be a great addition to Ionia. My boyfriend and I go to Grand Ledge every few weeks for the batting cages, mini golf, go karts, and arcade and I think Ionia could benefit from having activities like these available.
101.	Use the 164 acres to help out our planet. It would be great to be able to walk multiple different sized trails within the acres. This could be used as a site for 5k/10k trail runs. Used for the schools as a field trip. Use it to educate and preserve the nature beauty surrounding Ionia.
102.	The only reason to have expensive housing is that it is in a convenient location to an attraction.
103.	More funding for the homeless, including building a shelter.
104.	The splash pad is not safe for kids. I have seen several registered sex offenders there watching kids in their swimsuits. your "solution" to put a needle storage there only encouraged it and not they are there more often. Instead of endangering children send them to rehab or build them cheap housing
105.	Acknowledge there is a homeless issue! I work for the schools, and I'm homeless; I may be eligible for income-based, but I don't want to live in drug& bug infested housing. I'm facing living in my vehicle.
106.	Would love to see a beautiful park with things to do. Like I said disk golf or soccer fields walking/bike trails, maybe even an outdoor theatre
107.	A planet fitness in Ionia would be cool

108. After traveling to many towns to watch sporting events Our community lacks in this area and that would be a good testament as to why we no longer have the numbers to have freshman, JV & Varsity teams at our high school

109. I do not want to bring "big city life" into this small, quiet city. This mindset is destroying small towns like this one all over the country. I moved here from a large Indianapolis suburb to escape all of that. The basic needs of Ionia residents need to be met first, especially affordable housing. We can add office space to downtown all we want, but it sits empty because rent is too high and the businesses that do try to come in are not sustainable. We need solid businesses downtown, not more collectibles and trinket stores or stores that are open a few hours here and there whenever the owner feels like showing up. Ionia does not need to be transformed into something new or unrecognizable. Most people that live here are here for the small town charm and how quiet it is. Personally, I would be heartbroken if that happened to Ionia and I would likely move away. Ionia is perfectly situated between two large cities that are not too far of a drive for bigger box stores, recreation and medical offices. We don't need to bring all of that here.

110. More stuff for kids to do

111. Please, please add something for kids. For trampoline parks, arcades, museums, pretty much anything we have to drive 40+ minutes

112. Drug infested downtown needs cleaning so seniors and others can feel safe no matter what's there. Ionia needs housing regulations enforcement so the dumpy yards and homes aren't allowed and dumpy mobile home areas are eliminated. Clean up downtown and areas around it and enforce some housing regulations before adding more just to be turned into dumps.

113. A more vibrant downtown to attract outsiders (like Lowell) offering abatement opportunities. Inner city development (i.e. the old Meijer/Bosley corner and Old Berger lot. M-66 and M-21 corner. Grocery store in town. Run down rental property brought up to code (slumlords be damned)

114. Ionia has the impression of being a prison town. When prisoners are released, do they really leave or do they remain in Ionia? It appears they stay...thus Ionia appears to be an unsafe place to live. Especially with halfway houses right downtown.

115. I hope there can be focus on walkability, education and affordable housing units (apartments/condos). These three things, especially the education and affordable housing would allow residents a chance to improve their lives in a meaningful way. Outside of the retirement population, there is a lot of housing and general financial insecurity in Ionia, but unfortunately there are also a lot of people here (perhaps a vocal minority) who are resistant to any type of meaningful change. I hope that those people can be ignored as a lot of the vitriol (such as regarding the library project) is not constructive or beneficial to improving Ionia. PS - Watch out for fake survey answers, as there doesn't seem to be anything preventing people from taking the survey two or more times.

116. I believe a fenced in dog park would make a great addition to the community. I also think a bar that has some sort of bar with entertainment (dancing, karaoke, theme oriented) would draw some younger residents of the community together.

117. Creating more housing for homeless will only raise taxes as someone has to cover the cost.

118. Affordable housing Ionia is to expensive to live here

119. I provide professional services to people in Ionia County, most in the City of Ionia. Many of the people I work with live in public housing on the north end of town. They often don't have transportation to the south end of Ionia. With Rite Aid likely closing, we must encourage another pharmacy to open on the north side of town in order to serve a large, often overlooked population. They will have great difficulty accessing vital medications.

120. In need of more baseball fields for practices to continue when games start. Recreational space in general. Similar to Genoa Township Park in Brighton, MI. Has trails, large updated play structure, sledding hills for winter time. I strongly believe we need aything that invests in our children!

121. In my opinion, there needs to be homeless shelters for the homeless families living out on the streets. They need food and shelter 🙏 not only for Ionia County but Kent and Montcalm as well. I feel if it is put together in the right way it can be ran and operated mainly by charities and volunteers willing to pay it forward. Could be ideal for probationers to do community services by keeping the place clean washing dishes and such. Just my thoughts. I feel the good Lord agrees with my ideas. I hope you, as the community of Ionia, do too. Thank you for allowing me to add my opinion on this.

122. Please consider local legislation for tiny home living opportunities

123. Veteran Services

124. More funding and/or support for the parks and recreation department. They do so much good for both residents and non residents with what they offer. Keegan Rice and everyone involved make a huge positive difference in the community and are severely under appreciated.

125. The downtown needs help, I don't think the city is doing enough to keep the downtown area alive. I don't think converting store fronts to apartments will keep the downtown business going.

126. I feel that we need more affordable housing in Ionia and I feel that we need a 5 below a hobby lobby and golden corral we would enjoy a family buffet to attend....

127. Housing is needed terribly bad. Especially housing for those that work and struggle to make ends meet yet do not qualify for government subsidies or assistance. Those are the ones falling through the cracks right now

128. Strip malls

129. We do not need another park.

130. a safe place for homeless and emergency housing

131. Tiny homes, community gardens, low income housing and a homeless shelter.

132. I moved to Ionia for two simple reasons. 1 its location between Lansing and GR as my wife and I are respectively are employed there, and 2 because it was more affordable. In the short time I've lived here I've noticed that Ionia gets an INSANE amount of traffic on 66. So much so that I frequently find myself asking, where are all these people going? I struggle to believe that people traveling North/South on 66 are going anywhere but somewhere North (or South) of here. Certainly if they were traveling between GR and Lansing they'd likely stay on 96, Grand River or 21. So for me this begs the question...how to we get folks to stop here rather than just drive through? Well, I think housing, entertainment and hospitality offerings are part of it. I also think this little town has a lot to offer if we just polished it up. Let's emphasize more smooth traffic flow and in doing so, add in some landscaping (again similar to M45 in Allendale with Michigan lefts) and put in a bike path (doubling as a sidewalk) from Ionia proper to the top of the hill. Maybe a fishing pier or two all the river near 66. I think the old family video location right on the river is ripe for a restaurant with a patio along or even slightly over the river. What a cool spot to have an upscale meal and enjoy the river. While I know there are some lower income folks in the community (and we cannot forget them) I think Ionia's future truly rests on attracting middle class folks to reside here and commute into GR or Lansing for work. Especially with the inflated housing prices in those communities.

133. Homeless shelter

134. Please do NOT include more senior specific living arrangements. All of the recent and ongoing builds are for seniors only. This leaves a mass majority of the rest of the town without options to rent. Renting is very very hard to find, Ionia is the worst when it come to finding a rental.

135. I believe it's really important for us to create spaces to come together (for theatre, music, gardening, etc.) inexpensively and on neutral ground. Our sense of community has plummeted, unfortunately. Add these in walkable fashion to eateries and bars (still creating community) and something we can get behind that's good for the earth (sustainability and nature should be part of that). Let's dream together!!

136. I love using the river trail and attending community events. Though I live in Ronald Township, I work in town and love to walk Main Street and see how it is growing. A small amphitheater where people could play live music or rent out to put on small comedy shows etc would bring a bit of nightlife to town. If built right, they don't need a lot of lights or sound equipment. As an adult with older kids getting out socially without having to go to GR or Lansing would be great.

137. The entire area has a shortage of golf courses.

138. We need a bike path/sidewalk along 66 to connect the downtown to the businesses south of town.

139. Add some murals to the downtown

140. What is going to happen to the land south of the new dog park? Community garden?

141. Affordable Housing, public transportation, and downtown development are much needed. We very much need quality sit-down family restaurants, especially breakfast food.

142. Lower water and sewer rates! They are getting out of hand.

143. The Ionia housing supply is well over 50-100 years old and in dire need of blight enforcement and programs for repair and rehab. Over 50% of Ionia's housing has been turned into rentals creating a disastrous situation of absentee slum lords and residents with no investment in the community. No more rentals, and especially chopping up the large beautiful homes. Market what you have and set the standards to the highest to attract the type of resident that benefits the community as a whole, prompt home ownership. Beautiful tree lined streets will do more for the community than public art!!!! Have business corridors that are of the highest standards with semi and truck traffic out of residential areas of each Main Street enforcing truck routes thru city. Slow traffic speeds. Enhancement and expand upon historical structures. More trees and greenspaces and care for those that exist or are created. Industry should be made to pay for the roads and services they receive and use.......look at East Main at Ventra and the service road at Ventra South they are destroyed and not repaired. Keep neighborhoods whole and do not scatter commercial businesses through to erode their character.

144. The site of the former Deerfield/Riverside Prisons is our last opportunity for a safe route to south Ionia on foot or bicycle. This is a needed route for many to access safe travel between "downtown" and the growing number of amenities only located in south Ionia.

145. Landlords need to more accountable for the state in which their homes are rented and often left in disrepair while being rented. Inside and out. It seems that houses that have been divided into apartments are the biggest offenders. The city is doing a great job in terms of infrastructure. Let's clean up the junk housing that slumlords have let deteriorate.

146. A new library would benefit Ionia in SO MANY ways!

147. More help for homelessness, mental health and drug abuse.

148. Check out Greer, SC and Hendersonville, NC. Both are smaller cities that took a great downtown (like Ionia) and made these cities come alive. I would open a business in downtown but I've been watching it for 6 years and it's still the same.

149. Please consider an indoor/outdoor sports complex. The area next to the new dog park would be prime for a baseball/softball quad. As a family who travels all over Michigan playing on fields such as these, it always amazes us how many people can be brought into a small city like Potterville with just a simple complex. We visit local businesses like eateries, down shopping, and local hotels, all while there for one weekend. In addition, we rely too

heavily on the school's facilities for our sports and the Armory does not have the space to hold larger events, again bringing people IN to the city. Lastly, we often find ourselves in Portland and Lowell on weekends for bars and good food. We meet groups of friends from Ionia out of town to visit these places. Ionia needs more options so we spend our money here.

150. The city is so afraid of being sued that they don't do anything for the community. The events that Ionia has are organized by community organizations. The theater needs to be loved and some energy needs to be put behind it. Theaters aren't as popular as they once were so how do we turn it into a space that works better and that will bring people to the movies?

151. A sports complex is important for all ages to maintain health and give people an option to participate with others in their community instead of going outside of Ionia. Stuff is scattered all over the city and many people really don't know where to go to see what is available.

152. I appreciate the opportunity to take this survey and think that there were some important questions included. I do hope that the city listens to the input but also questions the intentions of the survey takers. I was reluctant to answer some of the questions pertaining to the city in the "very important" ""important" "neutral" etc. sections because it was very open ended and the city likes to pursue their own agenda items relentlessly. But my idea of what it means to improve areas of town isn't necessarily going to match the city's idea but I worry you will make my survey responses fit your own vision. Please be open minded, open to input. The best things the city can do is to improve Parks & Rec programming, DDA and Theatre. We pay good money for these services and for the people in these positions but don't see a lot of output. We certainly aren't comparable to other towns and what they're able to provide their community. Also, it really is toxic that Ionia is always THE best, THE best staff, THE best town, THE best of everything. If we're the best and can't recognize areas to improve upon then we'll never grow and get better. it's nice to recognize effort and good work but when staff think they're THE BEST then they don't strive to do and be more (as evidenced with many departments at the city)

153. Somebody once told me…If you don't have anything good to say, then don't say anything at all…

154. I can't think of anything else at this time.

155. It is unfair to tax people who don't live in the city. Most people in the country already have higher taxes because they usually have land!

156. Industry and housing needs to look forward toward technology, the manufacturing of today, and affordable smaller dwellings, something akin to boxables.

157. Help build a new auditorium for live performances

158. A proper library is an infrastructure for the future.

159. Sidewalks on the South State Street (M-66) hill. Very dangerous for bikers and pedestrians; scary for drivers.

160. Make Ionia safer

161. I'd volunteer to help with beautification and tree-planting efforts

162. The city has not put enough resources into community building and education/job opportunities. Currently, the best option for most people is to leave Ionia after graduating high school. As an educated professional without children, the only reason I stay in Ionia is because my husband and myself are able to commute relatively easily to Lansing for work and our house was very cheap. I feel like I miss out on a lot by living here and would not consider it an option to keep living here if I was planning on having children. One of the major reasons is because of the lack of support from our community towards things like the library, which I know is not the fault of the city, but is more of a general issue with the attitude of people in this area.

163. Everyone wants downtown Ionia to thrive but it full of stores that are only open a few hours a day and different days. A grocery store would be a great addition to the downtown area but there's not adequate parking to support one and taxes are high on the buildings that would fit a grocery store.

164. Make Downtown what it once was. No more pawn shops, no more tanning salons, no more antique shops, no more slums. Actual businesses that sell high-demand goods to attract people and nice apartments. Also a weekend market on Main Street is a brilliant idea.

165. Have a social district around downtown.

166. No

167. Reduce/eliminate turning older larger homes in slum apartments. These should be restored into single family homes or demolished for other use.

168. Add streetlights on Washington Street, Lafayette Street, and Adam Street that are similar to Main Street. This would increase safety and property values.

169. Devising a master plan is complicated. Many of the older generations remember the Ionia of our youth and do not want to accept that those days are gone, probably forever. The days of a viable downtown full of retail shops are over. The days of professionals and executives living in Ionia, although not over, are waning. Well over one-half of public school and DOC employees do not live in the Ionia area. Why? The easy answers are housing, city income tax, and a perception that Ionia is becoming a lower socioeconomic city. I am old enough to remember other attempts by the city to identify issues and prepare for the future. Progress 90 (if I remember correctly) spent months trying to address the issue of maintaining a viable downtown to no avail. Times change, and so must the city. Making tough decisions that may not be popular is essential. Improving the local housing market must be the priority.

170. Love the direction the town is going with rejuvenating the downtown area. Looking forward to seeing more of the buildings, revitalized and more choices of shopping. We do not have

	very many clothing store options unless you go to the big box store and the one boutique downtown.
171.	A large indoor sports complex.
172.	This sounds great as long as my taxes don't go up more.
173.	I would love to see the storefronts of downtown Ionia become fuller. Also, more restaurants like the old Coney Island or small diner
174.	Diverse cultural foods and events for the family to have fun and joy the districts. More restaurants and cocktail and wine establishments
175.	Jobs and affordable starter housing
176.	Lower taxes
177.	Emphasis on blight reduction and code enforcement. The lack of code enforcement makes the city look trashy and unappealing. Ionia can be more than a prison town with some work on cleaning it up.
178.	concentration on revitalization of downtown, enhancement of code enforcement
179.	Remove income tax. It's theft
180.	More recreational offerings: softball/baseball fields, soccer fields, public indoor gym (basketball, volleyball, pickleball, batting cages, indoor walking track, etc.) The public schools do not have enough space to host all the recreational sports offered and our community needs an indoor sports complex.
181.	I would advise a similar survey to this be distributed to local teenagers to gather their input. They will be joining this community as adults before we know it and I think their opinions may be refreshing and eye-opening.
182.	parking garage like in Marshall
183.	Ordinance on cats. Too many roaming. More emphasis on the future library. Enforcement of odd even parking.
184.	We have a very walkable city. Cleaning up eyesores and residences that are obviously uncared for would help a lot.
185.	We are one of the only cities that has a river running through it that hasn't actually developed around the river and water access. That would be a great shopping and entertainment area. I also think an outdoor Music venue would be amazing. The one in Ada is a great example. They also have a beautiful outdoor stage at Warner Vineyards...great example of entertainment by the water
186.	Drive-in

187.	Additional baseball, softball, and basketball fields/courts are needed near downtown. Youth and adult tournaments draw significant numbers to surrounding areas (St. Johns, Potterville, Portland, etc.). The library needs to be completed and moved to the new space.
188.	A more vibrant downtown to attract local business to the area
189.	We need things for kids to do. This will help lead kids away from crime and drug use as teens and young children. Not expensive either. Something like a fun Tyme that is in Lansing. Putt Putt Golf, batting cages, go-carts, tree climbing. Something
190.	Let's make Ionia great again! It has such a bad reputation as a "Prison" town. Boring. Not keeping up with the times.
191.	Health and fitness is a major attraction to people, it would be nice to see more walking trails with trail heads and bathrooms and have them maintained all year. It bums me out that the walking trail in town is not even plowed in the winter and unsafe to walk. Believe me, people will use a nice safe walking path all year, especially one connected to downtown or the fairgrounds, and it will attract more healthy people to town. Thank you!
192.	All Restaurants downtown should make their restrooms ADA-compliant
193.	Soccer fields near downtown, community center with sports complex, new library
194.	We plan on leaving this town as soon as possible. I've lived here my entire life and it's sad to me to see the direction this once small town is going. You guys are trying to make this place something it's not. Ionia is a small town, quit trying to make it a city!!
195.	There are few high paying jobs for the people of the city/county here. Another Ventra, Magna, THK would be a big win for us all.
196.	Downtown social district to pull in more people
197.	The parks need ADA-accessible equipment. We also need more than one splash pad
198.	The safety of walking within the city is limited due to aggressive dogs, and there is a need for stricter laws/consequences for unsecured dogs. Grocery options within the city limits
199.	A recycling plant. Ionia County doesn't have one and this is a beautiful area, the natural beauty would be helped tremendously with one. Plus, it would help with jobs.
200.	Lower property taxes, fix these and maintain these bad roads!!!!!!
201.	Go visit other thriving cities. A city does not thrive on antique/thrift stores and churches. Ionia has plenty ty of those down town. Ionia needs fairgrounds that can be used EVERY DAY of the year, not just when the river is low. We lose all sorts of money from people that won't store things in the flood zone buildings, horse shows that would rather stay on dry ground, buildings that need to be repaired every year from flood/ice damage. Limit mayor and other elected officials terms, get new blood and ideas in office. 25 plus years was WAY too long. Revitalize parks that the city abandoned. Do something with the old hospital property and parking lot. Make Ionia a place that people want to stop instead of just pass thru to go

somewhere else. Sell or repurpose all of the abandoned empty buildings. They are eyesore. Take advantage of the river running thru the city. Maintain the footbridge at the fairgrounds and the parking lot across the river during fair. Do something about the crime and also the homeless. Ionia itself is going downhill very fast, pretty soon downtown will only be a ghost town

202. as mentioned, walking path up south Ionia hill to Meijer's

203. I feel most strongly about the non-enforcement of any blight ordinances. It is difficult to get excited about our community and bringing in new businesses, housing, etc., when there are so many properties that need to be cleaned up first. I am embarrassed to give friends directions to my house because the drive north from town is disgusting. People don't even need to spend money. Just clean and tidy up your property. Please, drive by the side streets near Jefferson School. You could tell some to at least mow the lawn and take your junk to the dump. Thank you.

204. Future focus, look to Grand Rapids for ideas that can be downsized to fit our community. We need to evolve and focus on future not just keeping history

205. More advertising around about City of Ionia.

206. I think the city should consider making the "Meijer Hill" more accessible to pedestrians. There are several times a day that people walk up and down that hill (including someone in a motorized wheelchair) and there is no safe method to do so. The risk of someone getting hurt is very high with no sidewalk or designated path.

207. Adapt the old grain silos to some useful purpose, as done in other communities... or tear it down. Attract light industry, a Hobby & Fabric Store, and support a County Visitors Bureau to promote the area.

208. Ionia's location is a double-edged sword. Since it is equal distance between Grand Rapids and Lansing, it is a good location for couples that work in both cities. Unfortunately, the same situation pulls people away from Ionia to Lansing and Grand Rapids for retail and services. I think it's important that Ionia doesn't try to compete with Lansing and Grand Rapids, instead focus on being a special niche of things that people would love to have local.

209. More events downtown with better advertising. Bring Mardi Gras back, weekend shopping on main like Lowell does...

210. Junk the so called historic buildings and build new. Stop the curse that is the Free Fair. It loses money and it gets worse every year.

211. The atmosphere for a Sunday flea market once a month is ideal for this community. Look at the Litchfield, Illinois as an example

212. Definitely better seating at the Ionia theater. We travel to Lowell a lot for their comfortable seats. More sit down chain restaurants. Another splashpad or better park. We travel to Rosewood park in Jenison a lot because the park is accommodated to bigger and small kids plus the ease of the splash pad right next to it. The rubber flooring or cement would be best too. The current splash pad with mulch is not good for kids running back and forth to get wet bare feet. And a grocery store at the "bottom of the hill" would be awesome maybe in the old rite aid space or the large empty space next to dollar general.

213. More affordable apartments/townhomes, something to bring more jobs

214. Outdoor seating for restaurants. We need something to bring people to down town, later hours and weekends would be a start

215. Ionia should be the central hub of an inter-county public transportation effort between Grand Rapids and Lansing. The city should embrace its potential as a bedroom community for these two large urban areas - our ideas will be much more meaningful with a wealthier tax base from which to draw. Additionally, I would like to never ever see a motorized scooter rolling down the shoulder of M-66 ever again, this is the hallmark of an undeveloped city, makes south of town look like Flint with people walking on the grass shoulders and riding on the paved shoulders. You can worry about housing once you have people who'd like to live here! Please consider starting by making Ionia and entering/exiting it more friendly to non-vehicular traffic

216. We love Ionia and we want to see its success. We want the old Ionia reputation replaced with the one it deserves. This area has so much potential to be even better and we're thrilled to support it in every way we can.

217. The implementation of new housing to combat the current housing crisis would provide homes for current Ionia residents, as well as bring in new residents which would boost employment rates, and therefore would be a great opportunity to build more manufacturing facilities in preparation for incoming job seekers.

218. I'm really all about the benches. Maybe a little dog area would be cool. Like the one at these coordinates: (43.5547981, -79.5822693)

219. Please add more entertainment venues in town! The younger crowd tends to travel to grand rapids or Lansing and it would attract more people to the area. Bars, escape rooms, comedy shows, etc. would make myself and others much more likely to stay in town for a fun night out!

220. The city board needs to be wiped everyone on it is in it for their own interest. Ionia is desperate for higher paying jobs the city is in poverty. Downtown is dead and will stay dead because no one can afford to support each other so online shopping for the best price is now a way of life.

221. Do the code enforcement!

222. I'm not a city planner, but I think focusing on bringing skilled facilities with large growth potential (biotechnology, health, IT, etc.) would bring more people with a larger amount of disposable income to Ionia. That would hopefully bring more business, and would allow existing businesses to possibly flourish. People in those professions may be looking for lower cost of living areas.

223. Code enforcement! So many homes and yards are run down/over grown and full of junk cars, and trash. Makes the city look really trashy.

224. We can't live on the fact we have a beautiful brick main street if businesses are not there to make downtown a destination. We're still only known for "free fair" and "prisons" to so many. people . This town needs commerce and marketing. BOTH.

225. More attention to the public parks is needed. We have so many parks downtown, but it's hard to find one that's enjoyable. We end up going to the intermediate school park. More resources to improve the timeliness of taking action on rundown or abandoned houses. There are a lot of homes downtown that just sit and rot, yet local law enforcement goes after low hanging fruit of un-mown lawns, trash bins left out by the curb, parking, etc. Meanwhile, there are properties that have sat vacant for years with no action.

226. Think of the children. We need things our children can do and things for families to do. We need to have more things that keep families together and young adults away from drugs.

227. We need to bring back the beauty of our downtown specifically Washington and Main Streets. I would like to see the rental homes on west Washington and West Main St. be cleaned up. As a resident and home owner of this part of town. I hate seeing these beautiful old homes not being taken care of and people hanging out at all hours. I will like to see public safety walk the streets and have more public connection.

228. The city is ugly and filled with lazy, overweight people with little to do recreationally or educationally. But thank goodness we are getting a dog park!

229. With a town filled with low income households, find a way to drive that out to bring in a better community that will in turn grow the city into a thriving clean respectable community and not the dump that it is. Fix the damn roads and keep up with county roads better! The people running this make too much money to lack so much common sense.

230. a botanical garden, a carousel, tiny train, study spot/coffee house open late, bakery

231. Our children have no fun place to be especially teens… trees are a must for shade… but stop placing under electric wires. Dog park and splash pad would draw all Ionia county residents!

232. The soccer and baseball/softball fields need to be brought back into the city limits. There's a lot of missed business with them out south of town. There have been talks of wanting downstairs residential on main street and before going ahead and allowing it think first of the how reducing the business space will affect whether or not a business will have enough room for operation. The second thing is what type of people will a small apartment attract. Third where will these residents park. Constantly the public will say (I would have stopped but there weren't any spots out front so I thought you were busy) in reality business was dead and all the spots were taken up by residents. There needs to be more parking either from the city or property owners. A parking ramp wouldn't be a bad idea.

233. Look at Greenville, Lowell, Portland, etc., and note their amenities.

234. Protect historical character of downtown. Ban use of steel for use on historic buildings in DDA district. Perennials on side streets. More trees. More blight enforcement

235. An indoor recreation or indoor options for youth in our area would be utilized and so beneficial. We deal with so many cold months that having indoor areas for recreation is highly needed. The youth of our city is this community's future this needs to be focused on beyond the education system, how they spend their time outside of school hours and the options and availability to them.

236. We have made great progress with our city streets, water and sewer, and sanitary sewer. We need to develop the Steele Street empty area into baseball/soccer fields. We need more businesses downtown and less non-profits. The non-profits do not generate a tax for the city. The city and county really need to step up and become more communicative to ALL citizens.

237. I would like the city to consider updates to the boat launch area near the free fair location. Restrooms, fish cleaning station, elevated launch located away from river deposition locations, erosion control, etc.

238. Consider the lack of contractors in the area and seek a trade school for the area this would considerably bolster our local economy

239. A Dog Park would be nice. Quality restaurants with outdoor seating on Main Street. Shutting off an area so people can walk around with alcohol. Travel to downtown Midland. They have all of Main Street blocked off with so many restaurants participating in outdoor seating. People play games in the street like bean bag toss, walking around with beer. They have specialty bakery shops. They have a beautiful toy store that is so busy! My favorite businesses in Ionia are Cooks, Olivera's, and SoZo's. If all three were downtown on Main Street, that would be wonderful! I travel to Greenville to go to Five and Below or Marshall's.

240. N/A

241. Ionia has become very run down. Something needs to be done with all these vacant houses and empty store fronts. We have to go out of town to shop for clothing. I go to Lowell Meijer to shop as our local Meijer is usually out of things I need. I go to Greenville Walmart for the same reason. There is nothing appealing here.

242. I want to see the splash used for what it's meant to be for not homeless and druggies down there bathing and sitting. They can hang out at pocket change considering they are the ones encouraging the homeless in that area

243. Na

244. I think having big retail stores like Target, Hobby Lobby, TJ Maxx or Marshall's, for example, would attract more job opportunities and keep people who currently live in the city / surrounding city of Ionia from going outside of town as much to Greenville, Lansing or Grand rapids for things like that.

245. Ionia is a beautiful city with a strong sense of community. If anything, I really think crosswalks for the schools are very important.

246. The taxes on my current home in the city is the main reason I'll be moving; they value you my home at 550k costing almost 6k a year in taxes to live in the city.

247. Do something about the homeless that hang around city parks. It definitely keeps us away. A sports complex would be sweet too.

248. Anything done to the former prison lots, must also keep in mind how we need to better manage the 66/Riverside intersection. Any development to those lots would will see an increase in accidents/death at that intersection

249. West Washington St. and the like need some serious cleaning up. If you don't believe me? Go for a stroll down the sidewalk any time of day and think to yourself if you would want your kids or parents in that area.

250. You are working on some things. Dog park is awesome. We need more restaurants (sit down) and definitely nice, affordable housing. Not low income, as we have that, need to attract outsiders here. I know it can be done.

251. Look at trying to reach larger companies to want to have a facility in Ionia to help create more high paying livable wage jobs without people having to drive to Lansing or Grand Rapids

252. I would love to see our downtown life come back. With shops and a couple breweries. I think we could use a community center that is always open that offers something for everyone. I think having a real YMCA here with its own facility would be a great idea. I think the parks could all use a good update. The fun forest has been so neglected. There has been missing parts for years. I would also love to see Ionia get a children museum. I know Coldwater has one and they aren't too much bigger than we are. There is a lot of families here that have to go out of town every weekend to take their kids to fun places like children museum, bouncy houses, or trampoline parks. Or even out of town to better parks. I would to see people coming from out of their home town to Ionia because we have awesome parks or things to do.

253. Better Wi-Fi south of town. Need to attract or entice people to move here but when they look at houses and there is no cell signal and not able to work from home this is a high deterrent!

254. We live near the Deerfield/riverside area. Please consider the ads residents as you consider what to has that area for in the future. We don't want it to be the slums of Ionia and bring our home values down.

255. To build a better city and GROW our city, housing really needs to be addressed. Families are already struggling to find homes, apts., etc. to rent in our area. Logically, you can't bring more people in if there is nowhere to put them.

256. Don't be so darn petty with snow on residential sidewalks, keep cats and dogs under control, help for older or disabled with outside stuff

257. be more inclusive

258. An open air amphitheater with space for flea market and or farm market.

259. Solving the downtown issues and making it vibrant quickly is job 1.

260. There seems to be a lot of new green space areas around town that may be better suited for low income housing, apartments, commercial uses, etc.

261. Arts and entertainment are needed- on a typical night in Ionia the only form of entertainment is the theater, or a bar.

262. Coordinated planning efforts with Ionia County government. How to support and grow opportunities from being county seat.

263. Clean up the blight should be number one. Ionia tends to have a large slum image! Clamp down on rental violations.

264. Thank you for seeking input from residents. We need to hold landlords accountable for letting properties become trashed and causing blight/property values to become impacted in a negative way.

265. Please don't overbuild Ionia. A lot of people choose to live here because it's a small town and has the small town feel. The focus seems to be constant growth, but I'm not sure why. We could improve the city without turning it more industrial/into a big city/adding more people. Part of the charm of small towns are the historical buildings, parks, etc. They also contribute to the heritage of the town and make it unique compared to other places. More emphasis should be placed on preserving the history, even when it might cost more. For example, do we really need to redo/rip out the beautiful, unique theater interior to get more visitors? If we have the resources to sustain it as-is, it's more important to keep the older style and not make it like everywhere else. Not everything needs to be modernized. In a lot of areas, this actually attracts people to a place. Please keep in mind as you make this plan that we can improve our city and increase tax revenue without making it industrial and adding tons more people. People are starting to appreciate attractive small towns again as places become overcrowded. Thank you!

266. New Auditorium!! Fine Arts are very important and the auditorium we currently have is a disgrace!

267. Dog park

268. Assessing residential street parking and making our parks safer for whom they are intended for.

269. Thank you for the opportunity to take the survey online. Moving the existing library would have been a good step toward modernizing the downtown area.

270. I love the many kid-friendly outdoor entertainment options that are available; we use the parks, bike paths, and splash pad weekly. I would love to see more development for indoor child-friendly play spaces, along the lines of Taggart's Playground in Portland or BEL Museum in Belding. I would also be much more likely to keep my shopping and medical appointments local if there were some kinds of 2 hr. daycare in the Meijer / Corewell Pennock area that let me conveniently shop or visit the doctor.

271. How about fill up Reformatory with homeless or less expensive housing. Recently redone areas for prisoners being housed. Close to downtown...Easy Peezy.

272. Increase incentives for small businesses to fill downtown stores. Sit down restaurants with outdoor seating.

273. Listen to downtown businesses and public; more public transportation

274. The biggest improvement Ionia could make is to offer additional all-ages recreation opportunities year-round. Similar sized communities offer community centers with a wide variety of classes, activities, etc. It would be great to have those same types of lifelong learning/engagement options in the city.

275. Not from here, but some potential ideas for entertainment to enhance downtown would encourage my family to visit more. We visit Portland often for the parks, bike trails, and food and drink options. Hope this helps.

276. Downtown is lame on Friday and Saturday nights we go to Lowell. Take a look at the city of Marshall and all the things they do. Maybe a wine walk? I don't mind the diversity of the social-economic spectrum here. It adds the culture however, attracting a more affluent population might bring more tax dollar. Limiting the number of rentals and encouraging the revitalization of the older trash homes through incentives. This town has a lot of potential. I am a little underwhelmed in my 3 yrs living in the City of Ionia. I don't mind paying the 1% tax but I feel the tax is weighted towards social services and less towards making Ionia a place where people want to live.

277. Open space for child and adult recreation and sports is awful in Ionia. The only option that is remotely maintained is through the public schools, and the schools barely have enough space for all of their own "in house" athletic teams. Our town needs outdoor space for baseball, softball, soccer, pickleball, tennis, and football. In addition, an indoor complex for volleyball, basketball, and other indoor winter activities would make a huge impact on our community.

278. Should make more use of the fairgrounds attract more revenue. More concerts . More attractions

279. This town is going places.

280. Things that you are not going to go looking for tax money to pay for it, like the library no one wants to pay out of their taxes. Do what you can with what you have we know you're not using it all where it should be spent.

281. Focus on redeveloping downtown. The store fronts are outdated. More retail and less second hand stores. We need a bakery, coffee shops and sidewalk dining areas.

282. There is too much blight in Ionia and homes are, especially some of the most historic homes, are not being cared for. Garbage bins are left on the curb or they are parked in front of the residents homes. Indoor furniture should not be allowed on porches or yards. We need to consider the type of people that we want to attract to our town. We don't want to be a hub for a lot of low income because we start to see big city problems. Let's be the town that welcomes back retired Ionians. Our downtown is lovely but according to business owners, they get charged for outdoor seating, signage, etc. If we want a thriving downtown, the business owners should be offered better support. The Ionia Theater is the heart of downtown but has become too pricey. I think the vision for our town should include all the things that make one a better person (health, fitness, arts, cultural entertainment, general wellness, etc.).

283. To make more things in Ionia to do perhaps 🙄 more outdoor things at the Fairgrounds. Certain carnivals or outdoor things, live bands, etc. bring an arcade center or rec center.

284. Focus on the contiguous city. The industrial park on Appletree should be fully utilized. Don't start a new industrial park at Deerfield. A traffic study would need to be conducted for access to M-66. There is no good way to access 66 without more traffic lights which cause misery for trucks on the hill. Let's connect our trails. We have wonderful pedestrian bridge over the Grand River which is blocked off This was supposed to take us to State Park. Let's be forward thinking about bike and walking trails that take us around city to Meijer and state park.

285. I feel the Master Plan should encourage diversity and increased business opportunities for minority-led organizations

286. Don't create the dog park, it is a waste of money

287. Please consider a homeless shelter and more low-income housing. Both are underserved by the city.

288. NO manufacturing, assembly plants in the former Deerfield/Riverside prison property....the stamping and forklift/trucking noise would be too horrific.

289. I think the city with wanting to keep the old town feel should do exactly that. Go back to old town ways. The city needs to make it attractive to businesses, so they want to bring their business downtown. Downtown Ionia isn't out by Walmart it's down the brick road in the middle of town. We need to focus on the revitalization of that. Make the community surrounding that more attractive. Make it affordable yet competitive in pricing of down town buildings. Make conditions on the using of those buildings to include the entire building (i.e., business on bottom apartments above) that way we are getting better use of the buildings and the maintenance of those buildings will be up kept.

290. The downtown area should be the focal point of the City. A new library would be crucial and could get people down there.

291. Green space

292. There are many unused areas in commercial building which should be updated and used as housing.

293. Na

294. We need to draw professionals and young families to the area. A focus on education opportunities both classroom and amusement i.e. a zoo, planetarium or aquarium.

295. It would be nice to think of the lower income...or do something for families with poor rental history, call it 2nd chance housing, or something like that.

296. No new property taxes no mileages

297. Clean up the trash buildings. Homeless all along the river. Make the trail safe for women and children. Hotel in Ionia is trash. No way I'd ever let anyone stay there. It's all Addicts and government living not a hotel. It's trash

298. We need to grow jobs that require advanced education to attract more educated middle class people to our community. We need more housing to keep the cost of housing reasonable.

299. fix roads in and outside of the city many roads that should have been fixed years age have been patched multiple time and cause damage to vehicles

300. We need a Riverwalk. Not what we have but wide walkways, benches, maybe a riverside outdoor theatre, maybe some food stands on weekends. Just a place for people to walk/exercise, sit and watch the river, see who you happen to run into, enjoy our natural resource.

301. Don't change the city of Ionia from why people moved here. People moved to Ionia because it is Ionia. Don't try to make it a Grand Rapids or some hipster place or something that we are not.

302. We need more for the future, not enough to keep the youth occupied.

303. Housing is a huge need. When I was looking to downsize a few years ago there was nothing available. Many homes in the city are blighted and there appears to be a lack of code enforcement. I was hesitant to purchase a home in the city because the neighborhood could become blighted quickly. Pine Vista is no longer a viable option for seniors now that it houses all ages. The senior development up by the hospital will be a good option, but too expensive for many. I would be afraid to invest in a condo there because of lack of blight control for nearby homes.

304. See your housing like condos townhouses that aren't expensive green eggs or acres is way too expensive for people to stay at separate community from housing areas

305. Nothing in particular, I would just love to see this city modernize if possible.

306. No other thoughts, but several of these questions said to choose 3 but it would only allow me to select one.

307. A professional cultural resources study including archaeological survey of the Deerfield site prior to design and development.

308. mobile home parks gouge people when they are allowed to raise the rent any time they want. Power goes out all the time in Sherwood forest.

309. Housing is needed so badly here. Affordable housing. Families are having to look in other cities because of it. Daycare centers. We can't work if we cannot find childcare for our kids. And childcare we can trust! Recreation facilities that is year around.

310. Keep working to make it a great place to live and other businesses to feed off that will follow.

APPENDIX 2 – Emerson Elementary Comments

Comment Cards

- Clean up lawns
    - Mowing-brush
    - Cars junk

What do you LOVE about Downtown?

- Downtown in general: -Historical buildings; -Bricks; -Businesses-upper residential; -Downtown events chili dog
- Cook's Ice Cream!!!; Brick Street; Music; Historic buildings
- Historic bldgs.; Brick Street; Hopefully moving Library!
- Bricks on Main St.
- Cook's + Co.; Ionia Smoothie Co.; Downtown Market
- Brick Pavers
- The sandstone buildings. I love the History of this town.
- Put more money in County Park
- I really like the market downtown if you can add more that'd be cool.
- Theatre
- Old Store Fronts; Brick Streets; Local Shopping
- Events that happen downtown
- Theater
    - Yes!
- Theatre; Brick Street; Library; Cooks; Shopping; Eating; 1st Thurs. on the Bricks
- Small-town smiles on their way into businesses :)
- Downtown events
- Quiet/Safe roads; Antique stores
- The new Speaker System
- Not much
- Old storefronts; pretty buildings; Brick Street

- Upgrading old store-fronts. Supporting small business merchants
- Shopping
- New speaker system; theatre; beautification; shops-restaurants; special activities

What would bring you Downtown in the future?

- Culture; better/and more good food/drink; cool events; pretty/quaint stores
- Involve more combined groups during current events (e.g. Chamber/DDA/City EE's
- Grocery store; Entertainment (music); Farmer's Market
- Non-motorized connection on "South Ionia" Hill (M-66)
- More active businesses/store fronts; Events/entertainment; Restaurants; Upper Res Housing-Nice units
- Unity
- Entertainment; Music on the Bricks
- More restaurants
- Link Bridge at Fairgrounds to Riverside Development
- More events
- Refurb buildings exteriors with original designs
- Library/Community center
- Grocery store; A/C in the schools!
- Library w/ Community Space
    - Yes! Yes!
    - Yes! Yes!
- Events
- Library

Commercial Streetscapes Comments

Street Alternative #1

- Stop seating to keep turn lane at intersections?
- I believe Downtown outside sitting/lounging areas would benefit restaurants, shops, etc. Not sure if downtown parking would be compromised?

- It would be nice to have room for outdoor/sidewalk dining/seating, however I appreciate the center lane to alleviate traffic

Street Alternative #2

- Not a big need for bike lanes on Main St. It shouldn't be used as a thru-way
- There is room for bikes and a big sidewalk
- No need bike lane
- Need for bike lane on Main St.
  - No

Street Alternative #3

- There are trees, space for cars and bikes and walking

Residential Streetscapes Comments

Existing Street (Typical)

- Many of our City Streets only have parking on one side
- More "off street" parking in areas w/ limited parking on one side of the street only
- I'd hate to see available street parking disappear
- I think there are too many streets w/ parking on both sides. That should be revisited.

Street Alternative #1

- Widen sidewalks but keep lanes same width with parking on one side
- Widen streets to allow odd/even Parking on all streets especially W. Washington
- I really like the idea of wider sidewalks but still feel it's important to have on street parking in most neighborhoods

Street Alternative #2

- Bikes have their own lanes away from cars
- Reduced bike injuries

Street Alternative #3

- Bikes have their own lanes in the road
- Need sidewalks on all side streets, including hill south of town

Future Land Use Map:

- Senior housing Options

- We want Fred's Food Store Back!!
- Baseball fields

Transcribed Verbal Comment summaries

- Traffic on Riverside + Tuttle—access drives and road widening needed
- More affordable and public housing
- Senior housing by other things like commercial
- Promote what we already have—recreation (county park is underutilized
- Grocery store—NOT dollar stores. Places like Fred's
- More Trails

APPENDIX 3 – Jefferson Elementary Comments

Commercial Streetscapes

Street Alternative #1:

- Trees and outdoor seating are desirable, keep traffic moving in or around area
- Keep street narrow to provide sidewalk & café area. Bike lanes on Washington?

Street Alternative #2

- Like additional trees while maintaining width and ability to care for streets as we do during winter

Street Alternative #3

- Remove middle tree add sidewalk seating. Biking on side of road not between vehicles.

Residential Streetscapes

Street Alternative #1

[No Comments]

Street Alternative #2:

- Bike lanes are great, but hope they're connected around the city, not just sporadic areas.

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- Road markup to visually narrow

Street Alternative #3:

- Road striping to visually narrow Drive lanes to slow traffic

What do you LOVE about Downtown?

- Love the movie theater + dog park (coming soon!)
- Community events blocking off main street; -3rd space
- I love that on pokemon Go there are so many Pokéstops and that's all because of our community, so I'm very glad to have Ionia!
- Love using the trails
- Pretty streets & potential
- Getting more diversified
- -Dog park; -Current eateries; -Bike/Walking Trails

What would bring you Downtown in the future?

- Places to buy groceries
- Social events; fun stuff
- Dancing; -social + ballroom/bands DJs
  - ^yes!
- Tabletop Gaming lounge
- Signage directing M-66 traffic to downtown
- Signage to downtown parking
- Craft/quilt store
- No more antique
- More clothing options
- Leot grocery store!!!
- More stores + businesses downtown
- More retail downtown, tourist oriented; City orchestrate busses from senior centers for day visits
- Need $ available for Homes on Dexter/State St. for fixing up area; Poor impression as so many are not in good condition

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- Locations + communication to aid homeless w/ shelter during extreme cold or heat
- Bakery
  - ^Yes Pierson's!
- Gift shops
- More community areas would be great, and some areas to meet friends and play games like: Pokémon Go, cards, chess.
- -More food/pubs; -More Park+Rec; -Events for seniors

APPENDIX 4 – Pop-Up Firework Event Comments

- A Real ymca with indoor track, pool etc.
  - A Decent Hotel like Rockford is building
- More cultures represented – more people from around the world + more ethnic food
  - More fundraisers in the schools to support field trips

APPENDIX 5 – Community Open House Comments

Comment Card

- Active places for seniors. A place to live with activities like pickleball, walking trails, connection across Riverside to the City/DNR trail system (bridge across river). Space for natural drainage (rain gardens) to filter stormwater downhill + could be reused for things like watering lawns. Existing detention pond could be a nice amenity connected to the walking trails.

What would bring you Downtown in the future?

- Night life; music
  - ^Yes!
- Small music; Amphitheater
- Stores open longer/Mondays
- Having destinations for walks
- More quality food offerings. Healthy menus.
- Grocery story
- Grocery store definitely needed North of town
- Grocery downtown on north end
- Music; Goyebe

What do you LOVE about Downtown?

- Hilly + connected trails

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- The potential in the historic building district
- Rail trail, public bike trails
- Walking Trails Bike Trails
- Ionia theatre
- Original architecture
- Theatre
- Theater
- Going out to eat downtown
- Brick street
- Trails
- Red Brick Street & Historic Streetlamps
- Ionia City Market
- Walkability
- Ice cream shop – nice + quaint
- The walking/bike trails
- Essentials, like grocery + banks, are already outside of town so there isn't as much of a reason to come into downtown

Residential Streetscapes

Existing Street (Typical)

- On street parking

Street Alternative #1

None

Street Alternative #2

- Separated bike lanes
- Voted for #2, but #3 would be ok too.
- Buffer between bikes + cars is great.
- Like Safest for non-motorized traffic. But obviously not good for parking.

Street Alternative #3

None

Commercial Streetscapes

Existing Street (Typical)

- Leaves turn lane as an option

Street Alternative #1

- Like: café seating decent parking
- Drivers are highly inconsiderate of bikers- alt # 2 + 3 area a danger to bikers

Street Alternative #2

- Bike lanes are needed.
- A little concern about bikes + people opening their car doors without looking first

Street Alternative #3

None

Residential Streetscapes Sticker Count

- Existing Street (Typical): 0
- Street Alternative #1: 1
- Street Alternative #2: 5
- Street Alternative #3: 0

Commercial Streetscapes Sticker Count

- Existing Street (Typical): 1
- Street Alternative #1: 2
- Street Alternative #2: 3
- Street Alternative #3: 1

What would bring you Downtown in the future? Sticker Count

- More places to shop: 4
- More places to work: 0
- More places to live: 1
- More places to eat: 7
- More public events: 2
- More ways to get Downtown: 2
- More entertainment spaces: 3
- More places to gather: 2
- More attractive/maintained streets: 0

Resolution No. 2025-28

CITY OF IONIA
COUNTY OF IONIA, MICHIGAN
CITY COUNCIL

A RESOLUTION ADOPTING THE PROPOSED
CITY OF IONIA MASTER PLAN

At a regular meeting of the City Council for the City of Ionia held on November 5, 2025, at 6:30 PM, in the Council Chambers at Ionia City Hall, 114 N. Kidd Street, Ionia, Michigan, there were:

PRESENT: Tim Lee, Margot Cook, Tom Millard, Richard Starr, Mary Patrick, Troy Waterman, Brenda Cowling, John Milewski

ABSENT: Jeff Winters

The following resolution was offered for adoption by Councilmember Starr and seconded by Councilmember Millard:

WHEREAS, the Michigan Planning Enabling Act, MCL 125.3801 et seq. ("MPEA") authorizes the Planning Commission to prepare a Master Plan for the use, development, and preservation of all lands in the City; and

WHEREAS, the Planning Commission prepared a Master Plan and on August 6, 2025, the City Council authorized the distribution of the Master Plan to the Notice Group entities identified in the MPEA; and

WHEREAS, notice was provided to the Notice Group entities as provided in the MPEA; and

WHEREAS, the Planning Commission held a public hearing on October 8, 2025, to consider public comment on the proposed Master Plan, and to further review and comment on the proposed Master Plan; and

WHEREAS, following the public hearing, the Planning Commission recommended adoption of the proposed Master Plan to the Ionia City Council; and

WHEREAS, the City Council finds that the proposed Master Plan is desirable, proper, and reasonable, and furthers the use, preservation, and development goals and strategies of the City.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. ***Adoption of Master Plan.*** The Ionia City Council hereby approves and adopts the proposed Master Plan, including all of the chapters, figures, descriptive matters, maps, and tables contained therein.

2. ***Distribution to Notice Group.*** Pursuant to MCL 125.3843, the City Council approves the distribution of the Master Plan to the Notice Group.

3. **Findings of Fact.** The City Council has made the foregoing determination based on a review of existing land uses in the City, a review of the existing Master Plan provisions and maps, the recommendations of the Planning Commission, as well as the assistance of a professional planning group. The City Council also finds that the proposed Master Plan will accurately reflect and implement the City's goals and strategies for the use, preservation, and development of lands within the City of Ionia.

4. **Effective Date; Repeal.** The proposed Master Plan shall become effective on the adoption date of this resolution. The prior Master Plan is hereby repealed upon the proposed Master Plan becoming effective.

YEAS: Tim Lee, Margot Cook, Tom Millard, Richard Starr, Mary Patrick, Troy Waterman, Brenda Cowling, John Milewski
NAYS: None
ABSTAIN: None
ABSENT: Jeff Winters

RESOLUTION 2025-28 DECLARED ADOPTED ON NOVEMBER 5, 2025.
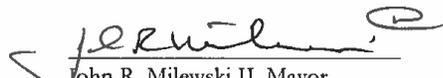
John R. Milewski II, Mayor
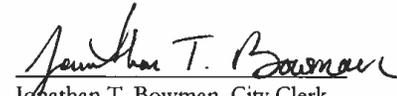
Jonathan T. Bowman, City Clerk

CERTIFICATION

I hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the City Council of the City of Ionia, Ionia County, Michigan at a regular meeting held on November 5, 2025, and that the public notices of said meeting were given pursuant to Act No. 267 of the Michigan Public Acts of 1976, including in the case of a special or rescheduled meeting notice of publication or posting at least eighteen (18) hours prior to the time set for the meeting.
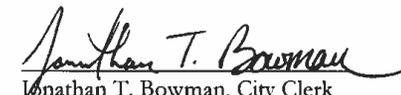
Jonathan T. Bowman, City Clerk
Ionia City Hall
114 North Kidd Street
Ionia, Michigan 48846
Telephone No: (616) 527-4170

CITY OF IONIA
PLANNING COMMISSION
COUNTY OF IONIA, MICHIGAN
RESOLUTION 2025-01

A RESOLUTION RECOMMENDING ADOPTION OF THE PROPOSED CITY OF IONIA MASTER PLAN TO THE CITY COUNCIL AND CONSTITUTING PLANNING COMMISSION APPROVAL OF SUCH MASTER PLAN

At a regular meeting of the City of Ionia Planning Commission held on October 8, 2025, at 4:30 PM, in the Council Chambers at Ionia City Hall, 114 N. Kidd Street, Ionia, Michigan, there were:

      PRESENT: Ryan Gregory, Keturah Kelley, Tim Lee, and Jason Perry
      ABSENT: Logan Bailey, Michael Donaldson, and Judy Swartz

The following resolution was offered for adoption by Planning Commissioner Lee and seconded by Planning Commissioner Gregory:

WHEREAS, the Michigan Planning Enabling Act, MCL 125.3801 et seq. ("MPEA") authorizes the Planning Commission to prepare a Master Plan for the use, development, and preservation of all lands in the City; and

WHEREAS, the Planning Commission prepared a Master Plan and submitted such plan to the City Council for review and comment; and

WHEREAS, on Wednesday, August 6, 2025, the Ionia City Council received and reviewed the proposed Master Plan prepared by the Planning Commission and authorized distribution of the Master Plan to the Notice Group entities identified in the MPEA; and

WHEREAS, notice was provided to the Notice Group entities as provided in the MPEA; and

WHEREAS, the Planning Commission held a public hearing on today's date to consider public comment on the proposed Master Plan, and to further review and comment on the proposed Master Plan; and

WHEREAS, the Planning Commission finds that the proposed Master Plan is desirable, proper, and reasonable and furthers the use, preservation, and development goals and strategies of the City;

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. ***Approval of Proposed Master Plan.*** The Planning Commission approves the proposed Master Plan, including all of the chapters, figures, descriptive matters, maps, and tables contained therein.

2. ***Distribution to City Council.*** Pursuant to MCL 125.3843, the City Council has asserted by resolution its right to approve or reject the proposed Master Plan and therefore, the approval

granted herein is not the final step for adoption of the plan as provided in MCL 125.3843. In addition, the Planning Commission hereby approves distribution of the proposed Master Plan to the City Council. The Planning Commission respectfully recommends that the City Council give final approval and adoption of the proposed Master Plan.

3. **Findings of Fact.** The Planning Commission has made the foregoing determination based on a review of existing land uses in the City, a review of the existing Master Plan provisions and maps, and input received from the City Council and at the public hearing, as well as the assistance of a professional planning group. The Planning Commission also finds that the proposed Master Plan will accurately reflect and implement the City's goals and strategies for the use, preservation, and development of lands within the City of Ionia.

4. **Effective Date.** The Master Plan will be effective upon adoption by the Ionia City Council.

YEAS: Ryan Gregory, Keturah Kelley, Tim Lee, and Jason Perry
NAYS: None
ABSTAIN: None
ABSENT: Logan Bailey, Michael Donaldson, and Judy Swartz

PLANNING COMMISSION RESOLUTION 2025-01 DECLARED ADOPTED.

Dated: 10·08·2025   Submitted By: _____

Logan Bailey, Chairperson
Ionia Planning Commission

CERTIFICATION: I hereby certify that the foregoing is a true and complete resolution adopted by the City of the Ionia Planning Commission at a Planning Commission meeting held this 8th day of October, 2025.
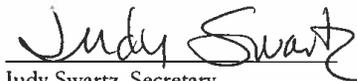
Judy Swartz, Secretary
Ionia Planning Commission

CITY OF IONIA

MASTER PLAN