



VILLAGE OF GOODRICH MASTER PLAN

GOODRICH, GENESEE COUNTY, MICHIGAN

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_____, 2020

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INTRODUCTION



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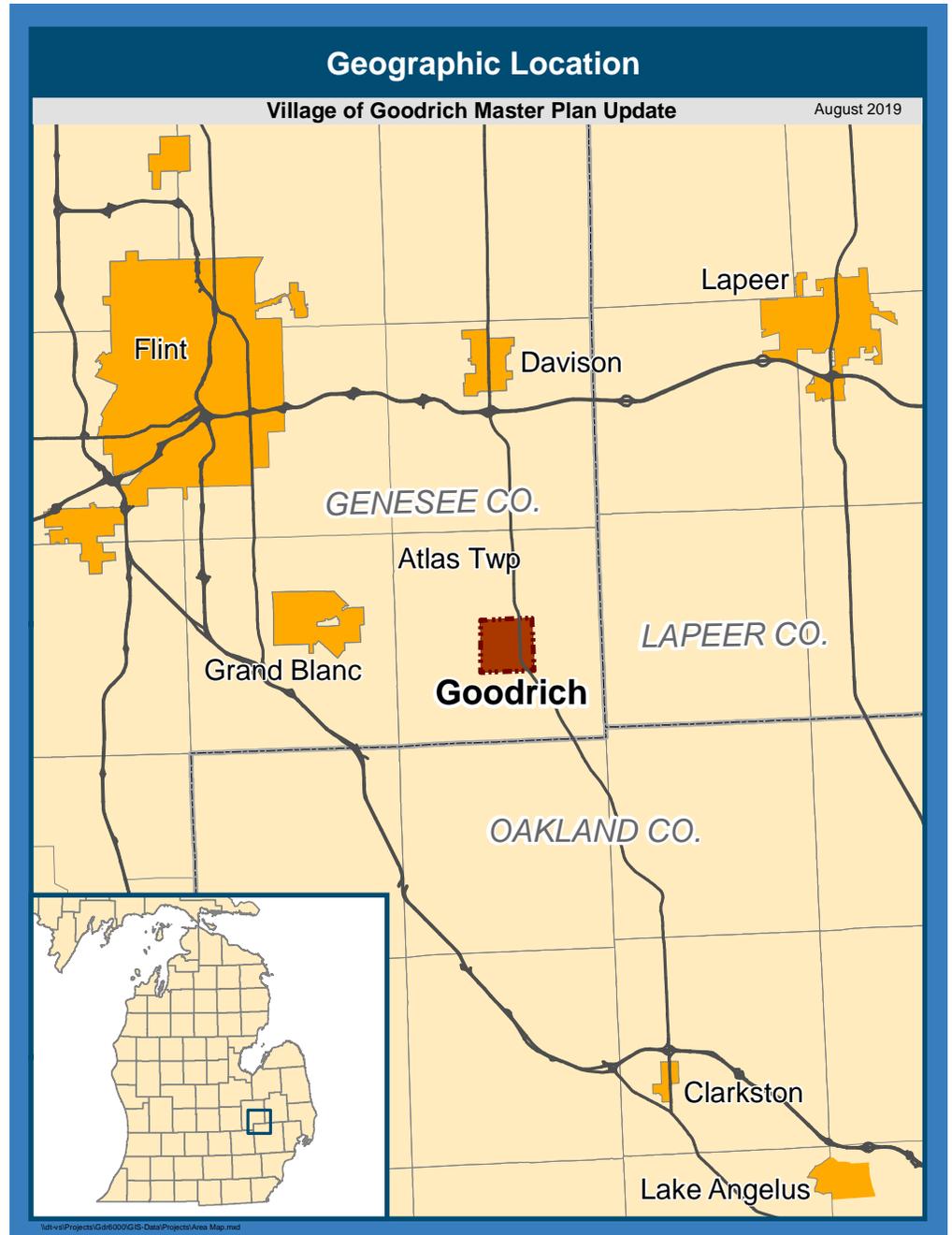
GOODRICH COMMUNITY PROFILE

HISTORY OF GOODRICH

Goodrich began to take form in the late 1830's as the Goodrich family and others (many of them from western New York State) bought and cleared the forest land for farming. In 1844, Kearsley Creek was dammed, creating the Mill Pond, which is still a centerpiece of Goodrich. A four story flour and grist mill was constructed along the Mill Pond. This mill produced flour and generated electricity until it was converted to manufacturing uses during World War II. Unfortunately in 1970, this landmark building was destroyed by a fire. The Mill Pond's current dam was built in 1919.

Historically, the Goodrich/Atlas Township area was primarily agricultural. In the early years, downtown Goodrich was the center of commercial and service activity. Among the many uses which were once located downtown were the Goodrich Hotel (currently used as apartments); churches; a "Wildcat" bank which issued its own currency; a library; a post office; a fire hall; grocery stores; a drug store; a hardware store; and other typical downtown uses. A fire in 1916 destroyed many of the downtown buildings, which were replaced by the current "brick block".

From 1900 to 1931, Goodrich was a stop on the electric Detroit United Railway interurban line which ran from Detroit to Flint and beyond. Farmers



used this railway to ship their produce and milk to Detroit. With the rapid growth of car ownership and road paving in the Teens and Twenties, southeast Michigan's interurban system quickly disintegrated. The 1931 abandonment of the S. State Road rail line coincided with the paving of M- 15. Thus, Goodrich's important transportation link was replaced.

In 1957, the Village formally incorporated, but the community's small-town character remains closely linked with surrounding Atlas Township's rural character. The Downtown remains the focal point. Over the years, downtown had been described as "sleepy, but thriving." However, the age of the automobile allowed residents to shift their buying patterns to other towns. Though the downtown has experienced mixed fortunes in the past, Goodrich has retained its rich tradition of community spirit, with active volunteer organizations, and generous community fund-raising and support for hospice, schools, library, community center, several churches, and many civic-minded organizations. Goodrich's location near the Oakland County border, coupled with the accessibility provided by M-15 to I-69 and I-75, provides convenient access to employment and population centers in both Genesee and Oakland County.

For the Village to continue to thrive in the 21st Century, Goodrich's leaders will have to honor the past and its small-town character while guiding it into a future that all residents can appreciate and enjoy.

Influential Factors

The future of the Village of Goodrich is related to several factors:

- **Regional Trends**, such as the residential, industrial and commercial development in surrounding communities leading to new residents discovering Goodrich.
- **Population Characteristics** of residents in the area, population increases (including age of residents, income and types of occupancies) will encourage certain businesses, developers, and residents to consider locating to the Goodrich area.
- **Existing Land Use and Visual Image** which help shape the community's physical character will influence whether and where development occurs. The availability and rural character of vacant land, the mixture of land uses, the traditional downtown, the golf course, and availability of convenient shopping are significant assets.
- **Economy and Real Estate Market** will influence the prosperity of Goodrich, since most residents are employed outside the village.
- **Natural Features**, such as the numerous wetlands, the Mill Pond, Kearsley Creek and its floodplain, forests, and the rolling terrain provide the visual and environmental assets that give Goodrich its distinct character, but also constrain development potential.



Goodrich Commons



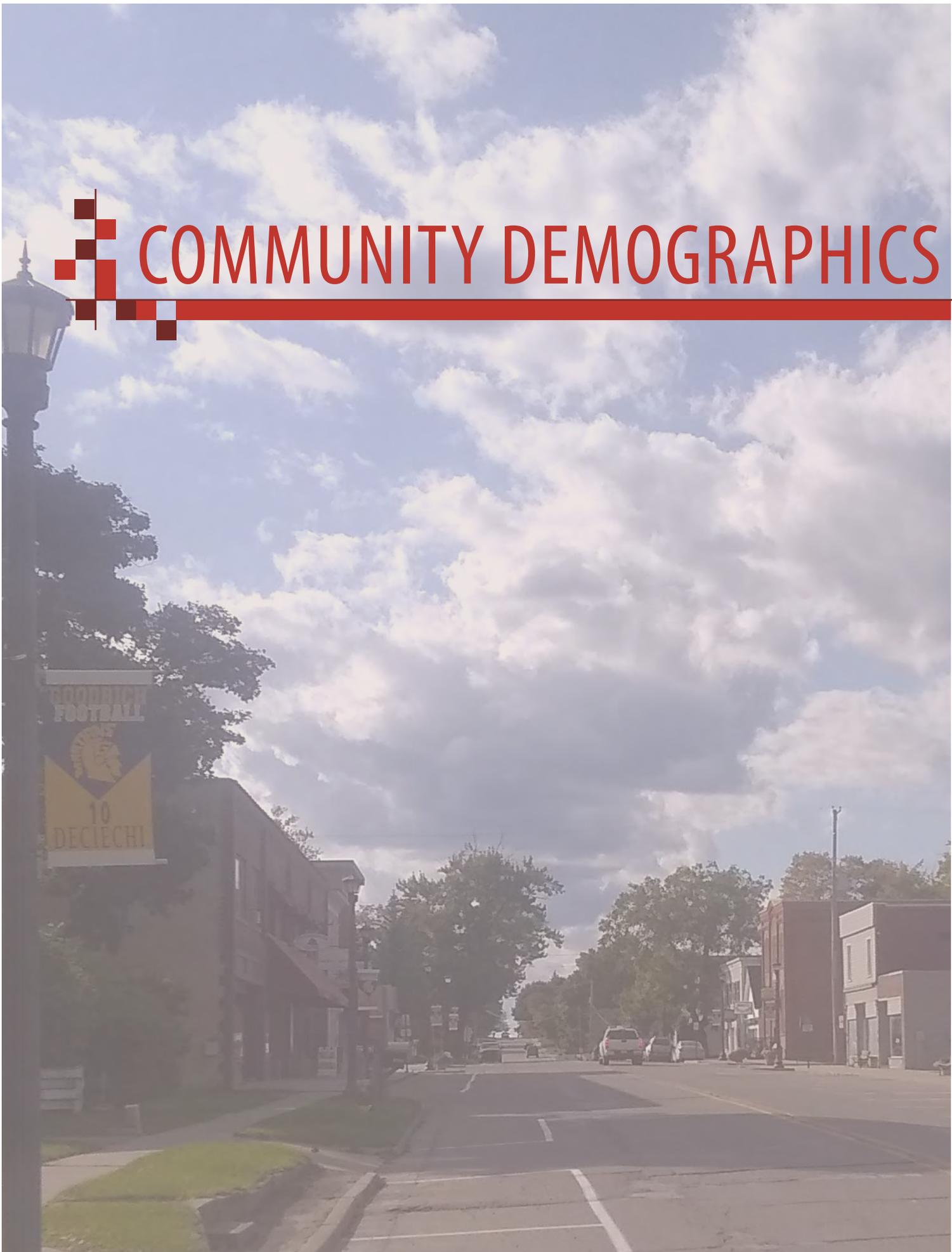
Welcome to Goodrich

- **Transportation** continues to play an important role in the development of the village. The convenient access via M-15 and other routes allows commuters working in outlying communities to live in Goodrich; however, continuing increases in traffic volumes will also affect the future quality of life.
- **Community Policies Toward Growth** and the policies followed by community leaders, including the direction of this Master Plan and the Zoning Ordinance, will be important in determining the amount and quality of development in the Village.
- **Adjacent Community's Policies Toward Growth and Sprawl** will significantly impact the appearance and feeling of the Village. If Atlas Township permits suburban residential and strip commercial developments adjacent to the Village, this activity will negatively impact the character and aesthetics of the community.
- **Community Facilities and Services** influence the quality of life and people's desire to live or do business in Goodrich. The quality of a community's facilities, such as the schools, parks and recreation, police and fire protection, and condition of roads, affect locations decisions.





COMMUNITY DEMOGRAPHICS



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COMMUNITY DEMOGRAPHICS

According to U.S. Census Bureau information, the Village’s 10-year average growth rate has been increasing since 1970. In 1990, the Village constructed sanitary sewers which significantly increased the village’s capacity for development. Within the last ten years, Goodrich’s population has increased by approximately 8.5%, which reflects a similar trend to the pattern of residents who seek to move out of the heart of metropolitan areas towards rural communities between 1990 and 2000.

Goodrich’s growth is expected to continue; however, growth rates will likely start to slow moving towards 2030. The trend of moving away from cities in the 1990’s and 2000s is slowing while the trend of moving away from the Midwest continues. This trend is shown through the steady decrease in population in Genesee County and a small increase in population from 2010 to 2020. Like most communities in the United States, Goodrich’s household size has decreased since the 1990’s and is expected to continue to decrease into the future. This will impact the type of residential units in demand, school enrollment, and a variety of other factors directly related to Village life.

POPULATION

Providing population projections in Michigan has been difficult over the last 40 years due to several macro-economic forces that has been impacting the State’s economy and its residents, including: major shifts in the auto industry; reduction in the manufacturing and construction sectors; younger adults desiring to live in vibrant urban communities; and substantial national demographic shifts from the American Midwest to the South and Southwest. There are several external factors including ongoing globalization, impacts of technology, spread of broadband, impacts of climate change, changes in the American family, and changes to U.S. immigration policy that are not factored into these projections.

In the Village’s 2008 Master Plan, the Genesee County Metropolitan Alliance estimates, from 2005, illustrated continued growth of Genesee County while the alliance now illustrates a much more modest increase from 406,211 in 2017 to 423,030 in 2040 (4.2% growth over the period) versus the 2008 projection for 467,527 residents living in the county by 2035 (15.1% growth over the period).

Figure 1: Goodrich and Atlas Township Population Trends 1970-2040

Area	1970	1980	1990	2000	2010	2020	2040*
Village of Goodrich	775	795	916	1,353	1,801	2,022	2,396
Atlas Township (not including Village)	2,314	4,096	4,635	5,904	6,133	6,330	6,768
Genesee County	445,589	450,449	430,459	436,141	433,054	406,211	423,030

Source: US Census Bureau, Genesee County Metropolitan Alliance (GMCA)

*2040 Projections from Genesee County Long Range Transportation Plan

With all this broad information interpreted, there are microeconomic factors operating within the Goodrich area that do anticipate continued modest growth within both the Village of Goodrich and Atlas Township. These microeconomic factors include ongoing decline of the City of Flint that is driving suburbanization within Genesee County and northern Oakland County areas and desire for new larger suburban homes. With all of the indices illustrating modest population growth within the Village for the foreseeable future, the Master Plan's future land use map will address the need to accommodate this modest growth.

Current projections for Michigan are for modest growth through 2040 with certain areas growing while other areas in decline. With all of the extenuating factors (inter-US migration and continued shrinking American family) remaining the same, a conservative estimate is that Goodrich will see modest growth until 2040, and the City's Future Land Use Map will accept this growth.

AGE CHARACTERISTICS

The age distribution of the population plays an important role in planning the future, since each age group desires a different set of special facilities and services. In 2000, the largest age group in the Village of Goodrich was "family forming" age category, between the ages of 20 and 44, making up 38% of the population. The next largest age group was 5-19 years of age, accounting for 23% of the population. Currently, the largest age group in the Village are those peoples aged 45-64 making up 28.5% of the total current population. This statistic suggests that many of the people who were in their "family forming" years have remained in the Village over time. The second largest category are those people aged 20-44, who make up 25.8% of the population.

Nationwide, the fastest growing segment of the population are those over 65. Many of these elderly residents will be able to retain their independent lifestyle, but there will be an increasing demand for all types of senior-oriented housing, including specialized care housing units. This is especially true if the largest percentage of the population continues to be the 45-64 age group, as they are likely to age in place. This shift in the age of the population of Goodrich is best exemplified through the increasing median age. Since 2010, the median age in Goodrich has increased from 37 years to 41 years.

The projected shift of Goodrich's population to these older age categories will generate a greater need for special services, such as a senior center to provide meals, support services, and socialization. The hospice provides convenient outpatient care services, which may be needed by some elderly residents. The hospice and other care providers may need to expand their services in response to the changing demographics. This plan includes additional discussion on the range of services that will likely be in demand and the most suitable areas for a public or private senior oriented housing development in the Village.



Goodrich Meadows subdivision



Reid Elementary School playground

RACE AND GENDER CHARACTERISTICS

According to the 2013-2017 American Community Survey Estimates, 52.4% of Goodrich residents were female. Goodrich is a racially homogenous community, with only 2.3% non-white residents. There has only been a modest 0.8% increase in racial diversity since 2000, which is lower than both Genesee County (1.3%) and Michigan (1.8%) during the same period.

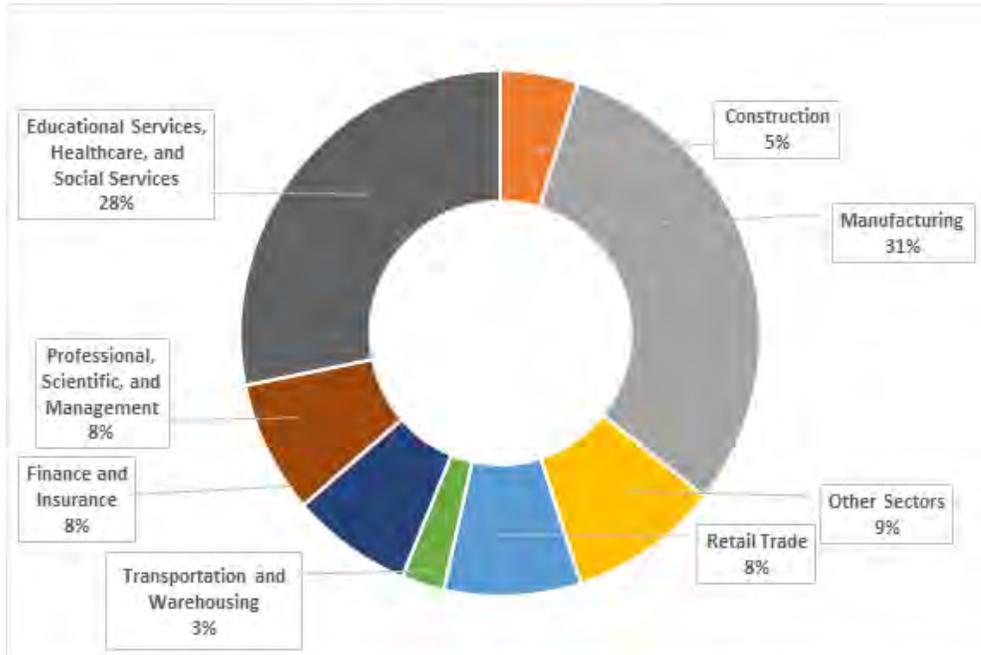
EDUCATION

Statistics from the 2013-2017 American Community Survey indicate approximately 95% of adults 25 years and over have a high school degree in the Village. Of that segment, nearly 47% of the adult population 25 and older went on to obtain an associates, bachelor's, or graduate degree, which exceeds the state average by nearly 20%.

EMPLOYMENT

Figure 2 illustrates the distribution of occupations for employed Goodrich residents as noted in the 2013-2017 American Community Survey for those full-time, year-round employees age 16 and older. Manufacturing has the largest number of employees among Goodrich residents at nearly 31%. The Educational Services, Healthcare, and Social Assistance category also employs a high number of Goodrich residents at 28%.

Figure 2: Occupations by Employment Sector



HOUSEHOLD INCOMES

The median household income for the Village of Goodrich is \$80,938. This is an increase of \$15,849 (approximately 24%) from the median household income in 2000 of \$65,089, but with 17 years of inflation added in, the income growth is actually non-existent. However, a comparison of median household income indicates that Goodrich residents have a much higher average income than Genesee County, which only increased 7.3% over the same period.

With a comparison of median household income between the Village of Goodrich and the surrounding Atlas Township indicates that the Goodrich residents continue to lag their Township neighbors.

LOW AND MODERATE INCOME FAMILIES

According to the Department of Housing and Urban Development, the definition of Low- and Moderate-Income families are those people earning 50% to 80% of the median income for that area. The 2013-2017 American Community Survey estimates that at least 27 % of Goodrich households were classified as having low or moderate incomes. The same data estimates that in 2017 3.2% of Goodrich’s population was classified as living below the poverty level. Both of these percentages increased modestly from 2000, which is likely a lasting effect of the Great Recession.

An ongoing concern is the limited supply of new housing priced as affordable, especially “starter” homes for younger families, who often have limited financial resources to purchase a home. In addition to affordable new housing for young families, there is an apparent need for affordable housing for the elderly and aging populations. This Master Plan includes strategies to help encourage development of affordable housing, preferably within or as part of a development that also includes housing options for higher income households and older people. It also designates additional medium density residential areas on the Future Land Use Map, which could accommodate more affordable housing options, including rental units, smaller condominiums, senior-oriented apartments, and smaller, more affordable homes.

Figure 3: Median Household Income

Area	Median Household Income
Village of Goodrich	\$80,938
Atlas Township	\$89,079
Genesee County	\$45,231

Source: US American Community Survey 2013-2017



M-15 and Village Offices

HOUSEHOLD CHARACTERISTICS

According to the 2013-2017 American Community Survey 5-year Estimates, the majority of houses in the village of Goodrich are currently occupied (nearly 96%), leaving less than 5% of homes in the Village vacant.

Figure 4: Housing Units

	Total Housing Units	Occupied Housing Units	Vacant Housing Units
Village of Goodrich	702	671	31
Genesee County	191,958	166,838	25,120

Source: 2013-2017 American Community Survey

HOUSING TENURE

Housing is predominantly tenured by homeowners at 88% with renters occupying only about 12% of all occupied units. Genesee County has a significantly higher percentage of renters where owners occupy approximately 70% of the occupied housing units while renters occupy around 30% of the occupied units.

Figure 5: Housing Tenure

	Owner-Occupied	Renter-Occupied
Village of Goodrich	594	77
Genesee County	117,034	49,804

Source: 2013-2017 American Community Survey

HOUSING AGE

The number of homes with the risk of lead-based paint hazards within the Village of Goodrich, and within Genesee County is estimated in the Year Structure Built table to the right. The actual number of housing units in the Village and surrounding County with lead-based paint is not available; however, an assumption can be made that any housing unit built before 1980 is presumed to have a higher risk of lead-based paint. Based on the data in the table, nearly 34% of homes in the Village of Goodrich were built before 1980 and therefore likely have a higher risk of lead-based paint hazards. Within the greater Genesee County, over 70% of houses were built before 1980. Due to the public health issue posed by lead paint, these statistics suggest that the older homes within the Village and region may require lead-based paint remediation.

Figure 6: Year Structure Built

	Before 1950	Between 1950-1979	After 1980
Village of Goodrich	140	98	464
Genesee County	36,464	98,884	56,610

Source: 2013-2017 American Community Survey



NATURAL FEATURES



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NATURAL FEATURES

Many outstanding natural features grace the Village such as the Mill Pond, rolling hillsides, wetlands, wildlife habitats, mature vegetation, impressive vistas, Kearsley Creek, and a large amount of open space. Natural features are assets which should be preserved and enhanced; the Village has made great strides in the last decade to upgrade the condition of its natural resources and strengthen its dedication to environmentally friendly policies. Continued consideration should be given to the benefits natural features provide and the irreversible losses that occur when they are neglected and destroyed.

Natural features often present development constraints, including addition of significant cost, to the construction of a project. It is possible to prevent negative environmental impacts before they occur with proper planning and enforcement of regulations which effectively manage natural features while providing opportunity for development in some areas of the Village. Identifying and preserving natural features will help Goodrich retain its small-town character and continue its efforts to maintain the quality of its natural resources.

BENEFITS OF NATURAL FEATURES:

- Wetlands functions (groundwater purification, preservation of Mill Pond water quality, flood control, pollution reduction, unique plant and animal habitat)
- Recreation opportunities, (hunting, fishing, skating, swimming, sledding, walking, skiing)
- Aesthetics (views, serenity, rural character)
- Pollution reduction (CO2 emissions, noise, water, waste)
- Increased variety of wildlife and vegetation
- Educational opportunities (natural history, biology, geology, ecology)

The Natural Features Map in the Appendix illustrates significant natural features within the Village, including floodplains, wetlands, and water features.



Goodrich Mil Pond

SOILS

Native soils affect site design and construction cost, and are also a basis for determining the presence of regulated wetlands. The USDA released updates to Genesee County Soil Survey in 2018, and classifies soil and describes the suitability of native soils for various types of development. Soil suitability was judged according to limitations for foundations for building, septic tank disposal fields, roadway location, and depth of seasonal high water. In areas without other natural features constraints (i.e. steep slope, wetlands), the Village of Goodrich is made up of primarily well and moderately suited soils.

STEEP AND ROLLING SLOPES

The varying topography enhances the rural character of Goodrich, but also restricts certain types of development. While development in areas of steep slopes may result in higher construction costs since these slopes usually require grading or erosion control measures, rolling topography may also enhance development by increasing property values and serving as a buffer from nearby uses. Areas of steep slopes are highlighted on the Natural Features Map (see Appendix).

100-YEAR FLOODPLAINS

The 100-year floodplains within the Village of Goodrich have been determined by the Federal Emergency Management Agency (FEMA). An area that is designated to be within the 100-year floodplain is any area where there is a one percent chance of a flood occurring within any given year. FEMA identifies floodplains to determine eligibility for the National Flood Insurance Program. To ensure all development falls outside of the 100-year floodplain, all site plans and subdivision plats for development, which have areas within the 100-year floodplain, should be required to delineate the floodplain elevation line. Using the Michigan Department of Environment, Great Lakes, and Energy (EGLE) model for local floodplain ordinances, the Village may consider requiring more restrictive development ordinances related to setbacks from floodplain areas.

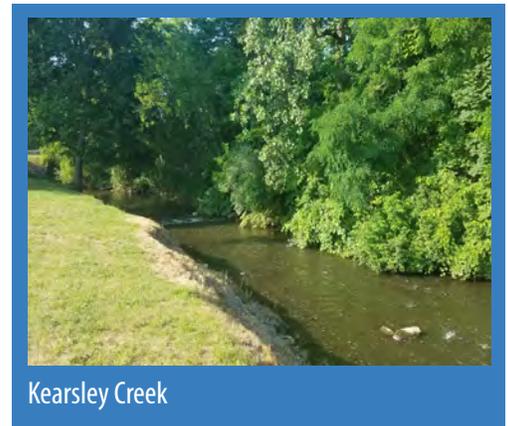
WETLANDS

Wetlands are important natural resources which provide both aesthetic and functional benefits. Since industrialization, over 70% of Michigan's wetlands have been destroyed by development and agricultural activities. Michigan enacted the Geomare-Anderson Wetland Protection Act (Michigan Public Act 203 of 1979) to protect the State's remaining wetlands. The State of Michigan may require permits before altering regulated wetlands, and their presence may prohibit development in some locations.

The wetlands shown on the Natural Features Map generally fall within low lying areas, around the Mill Pond, and along creeks and water courses. The map delineates the general boundaries of significant wetlands, but not necessarily all the wetlands regulated under the State Wetlands Act.



Undeveloped open space



Kearsley Creek

NATURAL FEATURES ISSUES

Local wetlands protection can help preserve these important resources and can be achieved in a variety of ways. Foremost is insuring that developers have received all necessary Michigan Department of Environment, Great Lakes, and Energy (EGLE) reviews or made permit applications, prior to final action on any proposed projects.

There are several techniques which the Village could use to assist in local wetland protection. Some of these could be incorporated into existing development review procedures. Others, particularly a local wetland ordinance addressing wetlands smaller than the five acre minimum regulated by EGLE is an option but this approach may be administratively burdensome.

Among the simpler options which Goodrich may consider are:

- Revise the site plan review requirements and Planned Unit Development provisions in the Zoning Ordinance with more specific language to preserve wetlands and other sensitive natural features
- Amend the Zoning Ordinance to require a 25 to 100 foot building and parking lot setbacks from regulated wetlands
- Encourage preservation of natural features by directing clustered development to the most buildable portion of the site while retaining the overall density (some communities offer a density bonus as an incentive)
- Establish public education programs regarding the importance of wetlands.



Local wetlands

NATURAL FEATURES ASSETS

The Mill Pond and Kearsley Creek are two natural assets which contribute to the quaint character of the Village. The Mill Pond began to take form in the late 1830's as the Goodrich family and others bought and cleared the forest land and dammed Kearsley Creek to create the Mill Pond. The Creek and Pond were used to conjunction with a flour mill to produce flour and generate electricity. Historically, this area was a focal point of development.

Aesthetic and Recreational Opportunities are provided by the spectacular views, the excitement of rushing water at the dam, a place to ice skate and a tranquil setting for relaxing or fishing. Yet, the pond is only visible along a few short segments of roadway. Homes, offices and convenience store block most views.

The village can realize the full aesthetic potential of the pond by improving the visual linkages between the Mill Pond, the downtown, and village parks. Continuing to promote public activities in the park's open spaces could also help integrate these three focal points in the village. Additional public land along the shoreline should also be considered as a way of making the visual and recreational benefits available to more residents and an asset for the community.



Kearsley Creek Park

Farmland and Open Spaces are valuable natural features which can also contribute to the rural setting and small-town character, which most Goodrich residents deeply value.

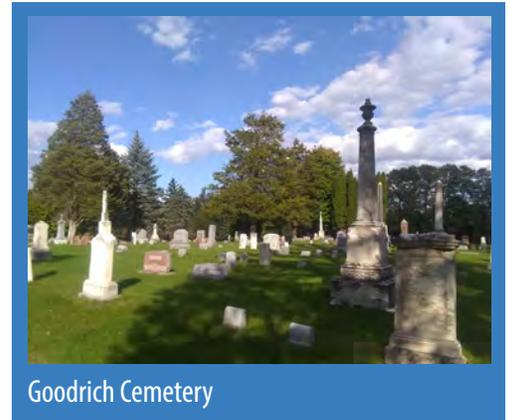
Farmland accounted for approximately 360 acres (25% of the total land area) in 1990, representing just a drop of just 44 acres since 1969. However, the availability of sanitary sewer service results in a gradual replacement of most of the agricultural lands with residential development. In 2007, there was only 34 acres remaining and in 2019, the acreage dropped to ____

A couple of “hobby farms” and limited agricultural use continue to exist in the Village, and help preserve the desired rural atmosphere. These uses will need to be carefully controlled to prevent significant conflicts with residential areas. However, newcomers must respect the heritage of the area, which may require accepting the odors and other impacts of the rural uses.

Open Space is largely responsible for the charming village character. Open space still accounts for 40% of the Village’s land area. Residents and community leaders have emphasized the important of preserving some of this open space character as the area develops.

Some of this open space is regulated by EGLE wetlands preservation activities. However, local standards are needed to preserve other types of open space. Among the strategies of the Master Plan is to preserve open space through site plan review standards, more flexible Planned Unit Development standards and more descriptive methods or developing marketable open space/ cluster housing.

Controlling commercial development along M-15/S. State Street within and adjacent to the Village is very important in preserving the rural character of the community and its feeling of open space. The Village and Township should work closely in regard to development regulations that control the type, layout, and appearance of all commercial development in each respective community.



Goodrich Cemetery



EXISTING LAND USE



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EXISTING LAND USE

INTRODUCTION

An inventory of existing land use provides a base for a Master Land Use Plan, identifying which uses should be encouraged to remain (in the Future Land Use Map) over the 10-15 year time frame of this Plan. Existing Land Use also identifies the presence and character of land use conflicts, and may help identify opportunities for reducing or eliminating them.

Existing land use and the quality of site development plays a significant role in the community image. Because Goodrich's concentrated land use identifies it as a village, it provides both contrast to the lower density development in Atlas Township and a community identity to residents. The historic downtown brick buildings and denser housing creates an unique "sense of place" separate from Atlas Township.

Currently, a motorist passing along M-15 may scarcely notice a distinct community and be oblivious to the downtown area just a few hundred feet away. This Plan addresses this issue by identifying and designating parcels east of the Mill Pond on Hegel and S. State Roads, expanding the Central Business District east to M-15 in the Future Land Use Map.

2020 EXISTING LAND USE

Development within the Village limits in 2020 was inventoried and mapped using the generalized land use categories described on the following pages. The physical distribution of land uses is illustrated on the Existing Land Use Map. Acreage for each land use category is noted in Figure 4. The 2022 Master Plan update inventory generally determined existing land use by calculating total land designation rather than approximate land cover. For example, a 10-acre parcel with a single family house on one acre was mapped as 10 acres of single family. However, it should be noted that the previous calculations for 1990 and 2007 were calculated in the opposite way (i.e. 10-acre parcel with one acre of single-family was calculated as 1 residential and 9 vacant). This shift in calculation primarily only affects the values for residential and vacant land. Although this method of calculating land cover area implies that there is more development than what exists, it is a better way to understand the total percentage of land that the Village is devoting to each land use.



Wayfinding signage

A comparison with the 1990 Plan’s existing land use inventory indicates that several areas of significant land use change have occurred in the past 30 years, including development of over 380 acres of vacant and agricultural lands into single family residential neighborhoods. Some reconfiguration of the cement operation on the west side of M-15 resulted in an increase in industrial land (*What resulted in the increase from 12 acres in 2007 to 30 in 2020*). Several areas of office and commercial development along M-15 resulted in a 63% increase in the Commercial and Office category.

Figure 7. Existing Land Use Acreage

	1990	2007	2020	% Change 2007 to 2020
Residential	127	456.2	510.3	3.70%
Commercial and Office	35.6	46.3	56.6	0.70%
Industrial	4	11.9	30.9	1.40%
Public/Semi-Public	150.5	178.8	178.1	-0.05%
Agricultural	360	34.1	86.2	3.60%
Vacant, Roads, and Water	748.1	731.7	587.9	-9.90%
TOTAL*	1,425.20	1,459.00	1450.2	

Source: Wade Trim.

Due to the impact of the Great Recession and Michigan’s economic woes through the 2000s, there was only modest change between 2007 and 2020 in comparison to the significant changes that had transpired between 1990 and 2007.

EXISTING LAND USE CATEGORIES

AGRICULTURAL

Includes commercial farming, stables, and other agricultural operations and accessory uses.

SINGLE FAMILY RESIDENTIAL -

Includes detached one family homes, with Very Low Density Residential being larger lots and lower density residential in the outlying areas of the Village (typically VLDR zoning districts), and Low and Medium Density Residential being smaller lots with higher densities located in the more central areas of the Village (typically LDR and VCR zoning districts).

MULTIPLE FAMILY RESIDENTIAL

Indicates residential structures with multiple living units, such as apartments, condominiums, duplexes, or any other residential situation where at least one wall is shared by two or more dwellings.

CENTRAL BUSINESS DISTRICT

Includes a broad mixed use category of commercial, office, government, retail, service and single/multiple family residential uses located in the central/historic downtown area.

COMMERCIAL (RETAIL/SERVICE)

Includes businesses which sell a product or provide a service. Restaurants, groceries, retail sales, hair care, auto repair and body shops and gasoline sales are typical uses included in this category.



Central business district

OFFICE

Includes professional office (e.g. doctors, dentists, real estate sales), banks, and other low intensity office-related uses.

INDUSTRIAL

Includes manufacturing and/or processing plants, warehouses, cement processing, mineral extraction, and trucking uses.

PUBLIC/SEMI-PUBLIC

Indicates public parks, private recreation (the golf course), churches, government buildings, the hospice, and schools.

VACANT/RIGHT-OF-WAY

Includes open space (includes wetlands, forests and other areas), utility stations and easements, and public street rights-of-way.

The 2020 Existing Land Use Map may be viewed in the Appendix.



EXISTING LAND USE ISSUES

Land use conflicts are typically instances where a more intense use is adjacent to a less intense use, causing negative impacts on adjacent uses such as traffic, noise, dust, and glare from lights. These conflicts and negative impacts detract from the desired character of the community, may diminish property values, and may discourage quality development or redevelopment. In addition to land use conflicts, other problems areas exist that need to be addressed.

One of the goals of this Plan is to establish a vision for the future land use that balances the desired distribution of land uses for the whole village with the compatibility of adjacent land uses. This goal requires that existing land use conflicts be evaluated and eliminated or reduced over the life of the Plan.

A review of the existing land use patterns in the Village identifies a number of land use conflicts. Among the Plan recommendations are that zoning regulations be revised where necessary to contain, transfer into more compatible uses, or eliminate the existing land use conflicts. These conflicts and problems are identified and potential solutions addressed below:

Gravel/Cement Plant

The gravel/cement plant located along M-15/S. State Road near the intersection of Erie Road conflicts with the surrounding neighborhood, causing the Village's most severe land use conflict. The negative image portrayed by this facility also detracts from the image of the Village along the main through route (M-15) and the overall quality of development along M-15. Some specifics of the situation:

- Noise, dust, and semi-truck traffic (which are common for this type of business) regularly impact surrounding residential, commercial, and public (school and park) uses.
- Trucks often park on Erie Road or use it for maneuvering purposes, causing a traffic safety problem. The site is too small for easy truck movement and too close to the intersection for smooth traffic flow.
- Despite modest improvements in the last decade, the buildings and outside activities associated with this use are unattractive and detract from the aesthetic quality of the area and the overall image of the Village.

Properties Near Environmentally Sensitive Areas

Homes and businesses located near sensitive wetlands and the Mill Pond. Although there is not currently a serious problem, the Village should exercise caution to protect the valuable wetland resources from being destroyed, polluted, or otherwise negatively impacted by development in adjacent areas. Preserving views of the Mill Pond is also important to retaining the village's natural character. Expanding minimum setbacks from wetland and water features is one possible zoning technique to address any potential future conflict.



Cement plant on M-15/S. State Road



Wetlands

Condition of Commercial Districts

Continued improvement of the Downtown must remain a priority to preserve the Village's most important, unifying feature. The structural conditions of downtown buildings and occupancy status have a direct impact on the historic homes and businesses in the area. The Village should continue to implement the recommendations from the Downtown Study as opportunities arise to complete the restoration of this area to a viable activity center. The commercial corridor along M-15/S. State Road is also a concern with numerous blighted, underutilized, and vacant properties that impact the overall appearance and vitality of the Village.

Insufficient School Parking

Insufficient parking for the elementary school staff and visitors, especially during special events, causes parking to overflow into nearby neighborhoods, causing congestion and inconvenience to local residents (*With the new Middle School, is this still an issue? How often do they use the auditorium?*).

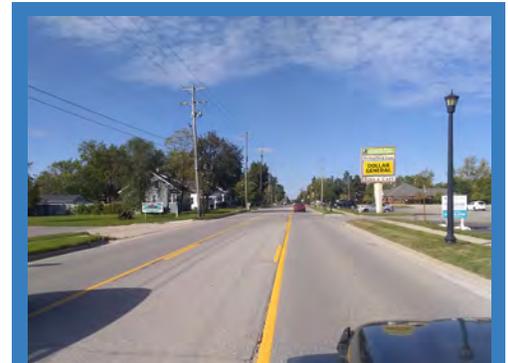
Mixture of Uses Along M-15

The fragmented and poorly setback mixture of uses along M-15/S. State Road continues to create problems as industrial and commercial uses conflict with homes adjacent or across the street. The Master Plan encourages retaining and developing a mixture of commercial and office uses along M-15. Some of the isolated residential structures may gradually be converted to office or low intensity commercial uses that share access and have coordinated parking with other nearby parcels. Unorganized, unplanned development of these small vacant and residential lots with commercial uses could repeat many of the current site and traffic problems along M-15, including poor setbacks, a proliferation of signs and unnecessary, conflicting access points, and poor circulation within and between neighboring businesses. High-quality landscaping and architecture should be encouraged to fit the character of the area residential, improve corridor aesthetics, and present a coordinated, high-quality image of Goodrich. The industrial uses along the west side of M-15 should be gradually phased out or relocated and redeveloped with high-quality commercial or mixed-use buildings that complement and enhance the Downtown.

The M-15 Access Management Plan includes land use revisions and recommendations for coordinating uses and development along the corridor to improve safety and aesthetics. The primary long-range consideration of redevelopment at these locations should be with larger sites, which allow sufficient room for parking, improved driveway spacing, and adequate buffers from residential uses to the rear, consistent with the adopted M-15 Access Management Plan.



Appearance of M-15 commercial strip



Residential and commercial uses along M-15

Lack of Entraceways

Existing entry points along M-15/S. State Road into the Village are unattractive and do little to support a unique sense of place in the Village. The billboards near the south entrance, for example, are incompatible with the natural surroundings (wetlands, Kearsley Creek, woodlands, and visible wildlife). Both M-15 entryways into the Village should be defined through additional landscaping and high-visibility entrance signage with a coordinated theme for both the M-15 corridor and the downtown district.

Shallow M-15 building and parking setbacks and the proliferation of signs along the M-15 corridor present an unappealing appearance and distract from the more pleasing aesthetic qualities of the Village. While progress has been made in the last 20 years to reduce these problems, further attention should be devoted in the future.





TRANSPORTATION ANALYSIS

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TRANSPORTATION ANALYSIS

Historically, transportation has been among the Village’s most influential elements in shaping its development character. The Detroit Urban Railway and later M-15 provide accessibility necessary to allow Goodrich to prosper.

Situated along M-15, approximately 10 miles southeast of Flint (via I-69) and 20 miles northwest of Pontiac/Auburn Hills (via I-75), provides an ideal location for residents of the Village of Goodrich to commute to both the Flint and Detroit metropolitan areas.

TYPES OF TRANSPORTATION NETWORKS

The Federal Highway Administration (FHWA) developed the National Functional Classification (NFC) to group streets and highways into classes, or systems, according to the level of service they are intended to provide. This system was introduced in 1968, and by the 1970s, all major streets and highways were required to be classified. Transportation engineers and planners around the country now recognize the NFC as the unofficial road classification system for all roads within their communities. The roads within Goodrich are under the jurisdiction of the Village of Goodrich; however, M-15/S. State Road is maintained by M-DOT while Green Road is maintained by Genesee County Road Commission. Besides M-15/S. State Road, all roads in Atlas Township are maintained by the county road commission.

The definitions and classifications are based on the Functional Classification Guidelines, as outlined in the 1989 FHWA document and updated in a 2008 FHWA memorandum. The streets and highways within the Village are classified based on the NFC and its jurisdiction identified below.



Principal arterial

Figure 8. Federal Roadway Classification of Village Goodrich Roads

National Functional Classification (NFC)	Road
Interstate	None
Principal Arterial	M-15
Minor Arterial	Hegel Road (west of M-15)
Major Collector	Hegel Road (east of M-15), Erie Street (west of M-15), Pontiac Street (between Erie Street and Hegel Road)
Minor Collector	None
Local Streets	All other public streets within the Village

Source: Michigan Department of Transportation

FEDERAL FUNCTIONAL CLASSIFICATIONS

Interstates and Other Freeways and Expressways: are the prominent road type in the NFC hierarchy intended to carry the major portion of trips entering and leaving urban areas, as well as a majority of the trips bypassing the area. Principal arterials have planned rights-of-ways of 200 feet or greater, and provide high speed, uninterrupted travel with limited access or restricted access to regionally important urban areas and amenities, such as airports. This system is a major source for interstate travel and fall under the jurisdiction of the Michigan Department of Transportation (MDOT). No roads in Goodrich are classified as a freeway.

Principal Arterials: serve major metropolitan centers focusing on providing a high degree of mobility and may also serve rural areas. These roadways provide both through and local traffic, and they do provide access to abutting land uses. M-15 is classified as a Principal Arterial.

Minor Arterials: serve a similar in function to principal arterials, but they generally carry less traffic and connect to smaller urban centers. The minor arterial system interconnects with and augments the principal arterial system by providing for trips of moderate length with less traffic mobility. Accessibility is greater but stops are more frequent due to signalized intersections. Minor arterial streets are generally spaced from 1/8 – 1/2 mile in the central business district to 2 – 3 miles apart in the suburban fringes, but are normally not more than 1 mile apart in fully developed areas. Minor arterial planned rights-of-ways are usually up to 100 feet wide. Hegel Road west of M-15 is classified as a Minor Arterial.

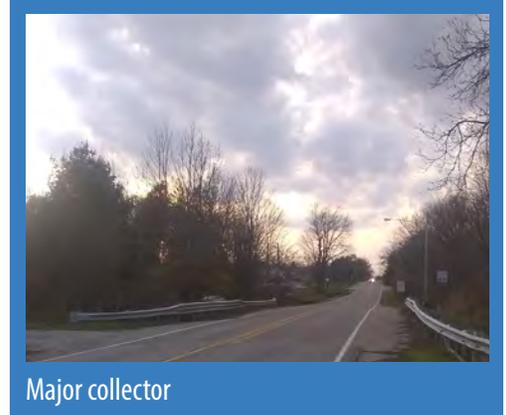
Major Collectors: provide access and traffic circulation within residential neighborhoods, commercial and industrial areas. These streets differ from the arterials in that they usually enter neighborhood areas to distribute travelers throughout the entire system to and from their destinations. Collector streets also collect traffic from local streets and channel them into the arterial system. Major collectors are important intra-county travel corridors and provide service to county seats not on an arterial route, to larger towns not directly served by the higher systems, and to other traffic generators of equivalent intra-county importance. Major collectors planned rights-of-ways are generally 80 to 100 feet wide depending upon urban or rural configurations. Hegel Road (east of M-15), Erie Street (west of M-15), Pontiac Street (between Erie Street and Hegel Road) are classified as Major Collectors.

Minor Collectors: collect traffic from local roads and private property and bring all developed areas within a reasonable distance of a major collector or arterial road. These roads are generally spaced on half section lines with planned rights of way of 66 feet. No roads in the Village are designated as Minor Collectors.

Local Streets: comprises all streets and roadways not identified in one of the higher systems. Local streets primarily provide direct access to abutting land and to minor collector streets. Movement of through traffic is usually discouraged on local streets. All of the remaining public roads in the Village are designated as Local Roads.



Minor arterial



Major collector

STATE OF MICHIGAN ACT 51 CLASSIFICATION

Michigan’s Public Act 51, PA of 1951, as amended, is the mechanism under which the State of Michigan shares state gas tax revenues for road maintenance with its municipalities. Eligible units of government are awarded funds based on the mileage of roadway within their boundaries. The Village of Goodrich is responsible for all of the roadways within their jurisdiction except for M-15 and Green Road.

The State of Michigan retains a portion of the gas tax revenues, which are allocated to MDOT for maintenance and upgrading of the interstate highways and state trunklines within the local jurisdictions. The remaining funds are allocated to local units of government by a set formula, and ultimately, the allocation depends upon the length of roadway in each classification.

Under Act 51, Michigan’s roads are divided into five categories – State Trunkline Highways, County Primary Roads, County Local Roads, City Major Streets and Local Streets. In regard to State funding and responsibility, the Village of Goodrich is only directly concerned with the last two categories – City Major Streets and Local Streets. M-15 is a State Trunkline that passes through the Village, and it is maintained by the Michigan Department of Transportation. There are 2.33 miles of City Major Streets and 8.81 miles of Local Streets in Goodrich. Designed to carry higher volumes and heavier weighted vehicles at greater speeds, City Major Streets receive more funding per mile than Local Streets which typically serve only residential areas.



Local street

CURRENT TRAFFIC PATTERNS

Long distance commuting patterns have significantly increased traffic volumes in the area over the last quarter century, and the growth of both Metropolitan Flint and Detroit have impacted Goodrich. While the Village has easy access to I-75 and I-69, M-15 is also positioned to handle a high volume of pass-through traffic from residents and employees of surrounding communities.

This traffic pattern has resulted in increasing traffic volumes that have outpaced the growth of the Village population. Increasing traffic volumes can be attributed to several factors:

- New development along M-15 and in the surrounding communities
- More dual income households and more vehicles per household generate more trips from each residence
- People are more willing to travel longer distances to work and to shop.



M-15/S. State Road south of Downtown

Figure 9. Average Daily Traffic on M-15

	1983	1989	2006	2017	% Change 2006-2017
North of Village	6,600	10,400	14,300	13,448	-5.90%
South of Village	6,500	9,060	15,000	13,907	-7.30%

Source: Michigan Department of Transportation

Since the Great Recession, there has been a moderate decrease in the traffic volumes, but with modest growth expected along the entire M-15 corridor, these volumes will likely increase over the term of this Master Plan Update.

TRAFFIC IMPACTS OF LAND USE DECISIONS

As a result of the increasing traffic volume, it is important to consider the long-term traffic impacts of land use decisions. The Village should ensure that development is serviced by transportation facilities, is cost-efficient, and is consistent with community goals.

THE M-15 CORRIDOR

Each street in the Village has a threshold capacity beyond which undesirable congestion becomes more frequent. Most of the streets in the Village are well under their capacity, but some operational problems are already being experienced along M-15. The potential capacity of M-15 is lowered by conflicting turning movements in and out of the numerous closely spaced driveways. Thus, while additional commercial development may be attracted by the high visibility and traffic volumes along M-15, only a certain amount can be safely accommodated.

Due to the lessening of traffic and significant cost to widen the M-15 corridor from I-75 to I-69 through northern Oakland County and southeastern Genesee County, the Michigan Department of Transportation's original plan that received a draft Environmental Impact Statement and U.S. Department of Transportation Section 4(f) approval in 2001 is on hold at this time. If it were to be developed as proposed, it would significantly impact M-15/S. State Road through the Village.

The Michigan Department of Transportation does have jurisdiction along the M-15 right-of-way, but the Village has authority to regulate land use and site plans. The limited right-of-way along M-15 and the shallow setbacks of existing development will make it difficult and expensive to widen the roadway in the future without negatively impacting adjacent properties and businesses. To this end, the **Goodrich State Road/M-15 Corridor Plan** was prepared and adopted in 1999 to identify the existing issues and opportunities along the corridor and make recommendations for gradual improvement as development occurs in the future. That plan is incorporated into this Master Plan by reference. The Plan included policies, Future Land Use recommendations, Design Guidelines, and an Action Plan that provide a roadmap for the gradual improvement of M-15's appearance, function, and vitality, including providing a visual marker to signal the adjacent Central Business District.

More recently, the M-15 Access Management Plan, finalized in December 2004, outlines a set of improvements related to driveway access (access management) and a coordinated review procedure for developments along M-15 to continuously improve safety and maintain capacity as new developments come in to the village and other jurisdictions along M-15.



Traffic along M-15/S. State Road



Looking west on the M-15 Corridor

In addition to restricting and coordinating driveway access and setbacks, landscaping provides both visual and functional benefits, such as directing traffic flow, screening refuse dumpsters, buffering incompatible land uses and shading parking lots. Landscaping along the street edge can assist motorists in identifying a business access, unify businesses and give character to the otherwise typical strip commercial corridor.

Signs along M-15 also influence the perception of the community. The north and south entries to the Village along M-15 are characterized by billboards, portable signs and banners. Business signs along M-15 are typical of small town “strip”. There are numerous small signs placed close to the roadway, including several that are poorly maintained. These signs create an unsightly and uninviting business area. The current sign standards should be amended to reduce the number and size of signs and encourage additional higher quality signs. The Village should also consider additional restrictions on the use and placement of portable signs.



South bound M-15/S. State Street

NONMOTORIZED TRANSPORTATION

As a part of the development of the Village’s Master Plan, a Nonmotorized Transportation Vision Plan was prepared. This plan is to guide nonmotorized efforts within the Village and connections into Atlas Township over the next ten to 15 years. The Nonmotorized Vision Plan is included in the Appendix.

Nonmotorized transportation includes walking, bicycle riding, small-wheeled transport (skates, skateboards, and scooters), and wheelchair travel. Various studies state that between 33% and 40% of all Michiganders do not have authorization or access to a personal vehicle. These individuals are either too young or too old, disabled, unable to afford a car, or have lost their driving privileges. Because of its availability to nearly everyone, a safe, widespread, and convenient nonmotorized network is the most equitable form of transportation investment.

One significant existing nonmotorized asset is the Hegel Road Trail that connects the school’s complex to the edge of the Village’s downtown district. This pathway was recently extended north to the Atlas hamlet at Perry and Gale Roads. Efforts are underway to continue the pathway west along Perry Road to Grand Blanc Township. The Hegel Road Pathway is part of the biking route of the Michigan’s Iron Belle Trail that is being developed. The Iron Belle Trail is a major state initiative that will eventually connect Belle Isle Park in Detroit with Ironwood in the western Upper Peninsula with two nearly separate routes with one for walking and the other for biking.



Hegel Road Trail

Some identified benefits of nonmotorized networks include:

- Safer trips for nonmotorized users including students
- Increased nonmotorized trips due to the improved convenience and comfort of a widespread network, desire for exercise, and/or reduction of car trips
- Increased property values for properties located near or adjacent to nonmotorized networks
- Reduction in vehicular congestion
- Reduction in fossil fuel energy consumption and reduction in environmental impacts of vehicular trips
- Creation of new spaces that foster community and resident connectivity.

Currently, the Village does have significant sidewalk gaps connecting across M-15/S. State Road and connecting south along Ridge Road. Other gaps exist throughout the Village, and these gaps should be closed when feasible.

With the coming revolution of personal transportation – the expansion of ebikes (bicycles with electrical assist or with fully electric propulsion), electric scooters, and other small-scale personal transportation options (vehicles under 1,100 total pounds gross vehicle weight) – nonmotorized networks will become even more vital to the future health and competitiveness of communities.

The Village of Goodrich Nonmotorized Transportation Vision Plan is an effort to identify significant issues within the community and develop a route plan that charts a course for the community. The plan's main goal is to connect major destinations within the Village for the various user groups while also connecting the Village system to destinations in Atlas Township and beyond. This plan reflects routes envisioned within the Genesee County's Non-Motorized Plan and the Village's Parks and Recreation Plan.

Due to the physical constrictions of the existing road network, the vision plan proposes a system that will predominately service the school-age children commuting to school and families that are walking to the downtown, parks, or other local destinations.

Community sidewalks and pathways were identified as recreational amenities that residents strongly desired. The Master Plan public survey results illustrated overwhelming support of improving the nonmotorized options within the community. The Village should adopt a Complete Streets ordinance so that all roadway projects within the Village are to be developed with all roadway users in mind including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. Partnership efforts should continue with Genesee County and Atlas Township relative expanding nonmotorized options in the Village and connecting to locations beyond its boundaries.

With the advent of new technologies, personal transportation is expected to significantly change over the next twenty years, and the vision plan will help to prepare the Village for this coming transportation transformation.





COMMUNITY FACILITIES & SERVICES



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COMMUNITY FACILITIES AND SERVICES

Community facilities, including the parks, schools, and places of worship, are important contributors to the quality of life for residents in Goodrich. Successful management of growth in Goodrich is largely dependent on coordination of infrastructure and services to effectively serve new development. This includes regularly updating policies and procedures to provide services and facilities that meet growing demands. The village staff plays a key role in maintaining these services through code enforcement, engineering and planning reviews, and other municipal services. The following facilities and services are offered through the Village or available through a public agency in the Village:

FIRE SERVICE

The Atlas Township Fire Department provides fire protection for both the Village of Goodrich and surround Atlas Township with paid on-call firefighters. The service is funded through a millage assessment in both the Village and Township. The Village/Township fire station was built prior to the turn of the Millennium, and it is located adjacent to the Mill Pond in downtown Goodrich.

POLICE

Police coverage for the Village is provided by the Genesee County Sheriff Department while Atlas Township is patrolled by its own police department.

PUBLIC SCHOOLS

Goodrich Area Schools public school district includes Reid Elementary School, which is located at 7501 Seneca St, just north of downtown near Goodrich Commons. This facility offers Kindergarten and first grade while Oaktree Elementary, located at the main school complex, teaches second grade and up. The public school's complex, which includes the Goodrich Middle and Goodrich High Schools, is located west of the intersection of Hegel and Gale Roads, approximately one and one half miles west of Downtown Goodrich.

SEWER SERVICE

Sanitary sewer service is provided for the residents of the Village and the system has been extended into Atlas Township for the schools complex and two other developments. The sewer service is provided by the Genesee County Drain Commissioner through their Water & Waste Services division. All residents in the Village are on individual water wells.



Goodrich High School Martians

REFUSE COLLECTION

Garbage collection is handled by a private firm under contract with the Village, which includes curbside recycling for residents.

LIBRARY

Started by the Goodrich Ladies Association in 1877, the Village library merged into the Genesee District Library Association in the early 1950s. In 1980, the library moved into its present location in the former Atlas Township Hall Lyceum Building. The system is funded through a county-wide millage.

MUSEUM

The Goodrich/Atlas Historical Society operates the Goodrich Ladies Library Museum to honor the 21 women who started a library association in 1877. The building is open to the public every other Saturday and offers tours for school-age children.

PARKS

Three parks are currently owned and operated by the Village:

1. Goodrich Commons, a seven acre site, is located between Erie Street and Hegel Road. The park includes a basketball court, pair of tennis courts, a pavilion, and playground equipment. Volunteers have been completing a variety of beautification efforts at the park.
2. Kearsley Creek Park, a six acre site is located northwest of the intersection of Cemetery Street and Pontiac Street. This undeveloped parkland is to be a passive park with a walking trail along the Kearsley Creek.
3. Huron Street Park, 1/20 of an acre undeveloped parcel, is just west of Ridge Road at the northwestern corner of the Goodrich Mill Pond. It is envisioned to provide fishing access to the pond.

Downtown's Reid Elementary School offers five additional acres of public park space just to the north of Goodrich Commons. Additional details regarding the facilities can be found in the Village's Parks and Recreation Plan 2015.

Atlas County Park abuts the Village's western boundary, north of Hegel Road, and the park is operated by the Genesee County Parks and Recreation Commission. Opened in 2018, the 155 acre park extends northward to the southern edge of the Atlas Mill Pond. Access to the park is from a small parking area off of Hegel Road. The park offers hiking, fishing, and paddling along the Kearsley Creek.

ROAD MAINTENANCE

Road maintenance is provided by the Village for all roads within the municipal limits, except for M-15 (maintained by the State) and Green Road (maintained by the County).



Goodrich Ladies Library Museum



Goodrich Commons



MARKET OPPORTUNITIES



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MARKET OPPORTUNITIES

The following market study provides an analysis of the Village of Goodrich’s commercial market opportunities. The market data included in this analysis was obtained from Esri, Inc. for the primary retail trade area for the Village of Goodrich, whose limits are drawn based on a 10-minute driving radius from Downtown Goodrich. The trade area includes all of the Village of Goodrich, much of Atlas Township, and borders Davison Township and Grand Blanc. These limits can be viewed on the Downtown Goodrich – 10 Minute Drive Radius Map provided in the Appendix. The analysis of this primary retail trade area includes information obtained from Esri’s Retail MarketPlace Profile (2017) and Demographic and Income Profile (2010) for the Village of Goodrich and its 10-minute drive radius.

For reference, the Esri market profiles for the Goodrich Retail Trade Area are included in Appendix B.

POPULATION AND INCOME CHARACTERISTICS

The Village of Goodrich has grown consistently since 2010, increasing in population from 1,801 to 1,941 (2018 American Community Survey 5-Year Estimates). This is a growth rate of about 7.7% which is considerably higher when compared to neighboring communities like Atlas Township, Grand Blanc, and Davison whose populations declined between 2010 and 2018.

According to Esri, the 2010 population of the Goodrich primary retail trade area is 13,765 citizens. As of 2019, the population of the primary retail trade area is projected at about 14,183 citizens, which represents a 3.0% growth from 2010. By 2024, Esri projects that the population of the trade area will increase only slightly to 14,197. This represents less than 1% growth since 2019, and a 3.1% growth since 2010.

The number of households in the primary retail trade area is also projected to grow in the short-term, increasing from 4,833 in 2010 to 5,028 in 2019 to 5,049 by 2024 (4.4 percent increase).

Average household incomes in the primary retail trade area are increasing as well. As of 2019, the average household income was \$111,728. It is predicted to increase to an average household income of \$125,262 by 2024. This represents a 12.1% increase over the 5-year span. In general, the median household income (\$88,333 in 2019) is significantly higher than the median household income for the State of Michigan (\$54,938 in 2018).



Goodrich Mill Pond

As of 2019, the age range with the highest percentage of people within the primary retail trade area is 45-64 with 33.4% of the population. Esri predicts this age group to decrease to approximately 31% of the population over the next 5 years.

In summary, the population of the Village of Goodrich and of the Goodrich primary retail trade area is remaining relatively steady, but may suffer from population loss in the somewhat-distant future. Similarly, the number of households are increasing, as are the average and the median household incomes in the trade area. Since 2010, the population within the trade area is aging.

RETAIL POTENTIAL

Currently, within the Village of Goodrich Primary Trade Area, the total estimated demand for retail products (Retail Trade and Food & Drink) is approximately \$243,772,846 per year. This is compared to a current estimated supply of \$97,270,801 from an estimated 72 businesses within the trade area. This differential leaves a retail gap of \$146,502,045 suggesting that the Village of Goodrich may be able to support more local business activity than it currently does.

The current estimated retail demand, supply, and gap for the various industry groups is provided in the adjacent summary table. The fully detailed table with market data for industry sub-groups is provided in the Appendix.

As shown in the Appendix, Esri estimates that every industry group with the exception of Sporting Goods, Hobby, Book, & Music Stores have a retail demand that exceeds the current supply.

The largest gaps in demand versus supply, as indicated by the highest leakage/surplus factors, include:

- Nonstore Retailers – 100.0 leakage/surplus factor
- General Merchandise Stores – 91.8
- Electronics & Appliance Stores – 89.4
- Clothing & Clothing Accessories Stores – 85.4

Figure 10: Downtown Goodrich Primary Retail Trade Area

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage & Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	\$45,892,732	\$14,487,884	\$31,404,848	52	5
Furniture & Home Furnishings Stores	\$7,543,897	\$2,690,507	\$48,53,390	47.4	4
Electronics & Appliance Stores	\$7,232,948	\$403,904	\$6,829,044	89.4	1
Bldg. Materials, Garden Equip. & Supply Stores	\$16,342,516	\$6,667,832	\$9,674,684	42	6
Food & Beverage Stores	\$38,591,708	\$21,683,975	\$16,907,733	28.1	9
Health & Personal Care Stores	\$15,668,406	\$8,287,538	\$7,380,868	30.8	4
Gasoline Stations	\$24,211,784	\$10,978,060	\$13,233,724	37.6	2
Clothing & Clothing Accessories Stores	\$11,963,901	\$941,704	\$1,102,197	85.4	3
Sporting Goods, Hobby, Book & Music Stores	\$6,101,059	\$14,696,462	(\$8,595,403)	-41.3	3
General Merchandise Stores	\$34,397,931	\$1,461,753	\$32,936,178	91.8	2
Miscellaneous Store Retailers	\$7,936,937	\$3,826,150	\$4,110,787	34.9	11
Nonstore Retailers	\$4,093,533	\$0	\$4,093,533	100	0
Food Services & Drinking Places	\$23,795,495	\$10,990,622	\$12,804,873	36.8	23

Source: Esri Retail MarketPlace Profile

NEW ECONOMY

EMERGING ECONOMIC TRENDS

It is important to view local economic statistics in the context of nation-wide and international economic trends. Recent American trends suggest that a “new” economy has emerged which differs substantially from the 19th and 20th Century industrial economy. The book, *The Economics of Place: The Value of Building Communities Around People* compares the key characteristics of the New Economy with the Old Economy, which is shown in Figure 11.

The New Economy is a shift to a knowledge-based economy from a manufacturing-based economy, which has resulted in an accompanying societal change. In contrast to the Old Economy, where a typical economic development strategy was to subsidize infrastructure and provide tax breaks to attract large manufacturers, the New Economy economic system requires an economic development strategy that makes investments aimed at attracting and retaining the next generation of workers. These new workers, particularly skilled workers and young entrepreneurs, will drive local economies, as jobs and industrial development choose to locate in places where these workers have already chosen to settle.

COMPETITION IN THE NEW ECONOMY

Communities that want to succeed in the New Economy should look to provide the fundamental conditions necessary to attract the key drivers of the New Economy. Therefore, “placemaking” is a key economic development strategy. The idea of using sense of place as an economic development tool is not unique to the Village of Goodrich. Indeed, the State of Michigan is building the state’s economic development model on the placemaking concept. Simplified, the idea of placemaking is to celebrate those elements that define a community -- the spaces, the culture and the quality of life -- to make the place a desirable place to call home that is unique and provides a variety of amenities, which in turn attracts a range of new businesses and investments.

Figure 11. New Economy versus Old Economy

Key Features of the Old Economy	Key Features of the New Economy
Inexpensive place to do business was key.	Being rich in talent and ideas is key.
Attracting companies was key.	Attracting educated people is key.
A high-quality physical environment was a luxury, which stood in the way of attracting cost-conscious businesses.	Physical and cultural amenities are key in attracting knowledge workers.
Success = fixed competitive advantage in some resource or skill. The labor force was skills dependent.	Success = organizations and individuals with the ability to learn and adapt.
Economic development was government-led. Large government meant good services.	Bold partnerships with business, government and nonprofit sector lead change.
Industrial sector (manufacturing) focus.	Sector diversity is desired, and clustering of related sectors is targeted.
Fossil fuel dependent manufacturing.	Communications dependent, but energy smart.
People followed jobs.	Talented, well-educated people choose location first, then look for or create a job.
Location mattered (esp. relative to transportation and raw materials).	Quality places with a high quality of life matter more.
Dirty, ugly, and a poor quality environment were common outcomes that did not prevent growth.	Clean, green environment and proximity to open space and quality recreational opportunities are critical.
Connection to global opportunities not essential.	Connection to emerging global opportunities is critical.

Source: *The Economics of Place: The Value of Building Communities Around People*, Edited by Colleen Layton, Tawny Pruitt & Kim Cekola, Michigan Municipal League, 2011.

Moving forward, the Village should employ a balanced economic development strategy that celebrates the high quality of life already present in Goodrich while making investments and implementing policies that enhance that quality of life. Specifically, Goodrich should implement improvements that are desired by targeted populations who are the drivers of the New Economy, as follows:

- Young creative talent (ages 25-34)
- Knowledge workers (ages 35-54)
- Pre-retirees (ages 55-64)

Figure 12 outlines key characteristics of each of these targeted populations along with strategies that can be employed by Goodrich to attract these populations. These strategies should be considered by the Village in the development of policies and approaches related to land use and development.

Figure 12. Strategies to Attract the Drivers of the New Economy

Targeted Population Group	Characteristics of the Targeted Population Group	Strategic Improvements to Attract the Targeted Population Group
<p>Young Creative Talent (age 25-34)</p>	<ul style="list-style-type: none"> • This group mostly grew up in the suburbs and would rather live downtown in the nearby big city – until they pair up and start to have children and decide to move to the suburbs for better schools and homes with yards • Lack of specific amenities may impair their choice to stay in the suburbs 	<ol style="list-style-type: none"> 1 Improve transportation options, especially trips between home and work 2 Improve restaurant and entertainment options 3 Build infill housing with greater variety of types 4 Attract mixed-use developments 5 Create more bike paths and links to parks, green and blue infrastructure both within the suburb and connect to more urban and more rural places a few miles away
<p>Knowledge Workers (age 35-54)</p>	<ul style="list-style-type: none"> • This group is for the most part, already well served by the suburbs which were designed for them • They appreciate the wealth of jobs and other opportunities that a large city and its suburbs provide, but, the suburbs may be “boring” and they do not like the time delay and stress associated with suburb-to-suburb traffic movement and the lack of intergovernmental infrastructure cooperation 	<ol style="list-style-type: none"> 1 Maintain good schools 2 Provide a wide range of sports at good recreational facilities and other activities for youth and families 3 Maintain good shopping areas 4 Improve transportation options 5 Attract mixed-use developments 6 Create more bike paths and links to parks, green and blue infrastructure both within the suburb and connect to more urban and more rural places a few miles away 7 Target regional scale quality of life improvements that cannot go downtown such as major airports, amusement parks, regional scale parks, certain sports teams, etc.
<p>Pre-Retirees (age 55-64)</p>	<ul style="list-style-type: none"> • Few apartments and elderly housing complexes • Lack of evening activities and social opportunities • Few entertainment and cultural opportunities • Limited mobility choices 	<ol style="list-style-type: none"> 1 Improve transportation options 2 Increase apartment and elderly housing options 3 Increase access to cultural centers 4 Attract mixed-use developments 5 Create more bike paths and links to parks, green and blue infrastructure both within the suburb and connect to more urban and more rural places a few miles away

Adapted from: *The Economics of Place: The Value of Building Communities Around People*, Edited by Colleen Layton, Tawny Pruitt & Kim Cekola, Michigan Municipal League, 2011.



REDEVELOPMENT READY SITE IDENTIFICATION

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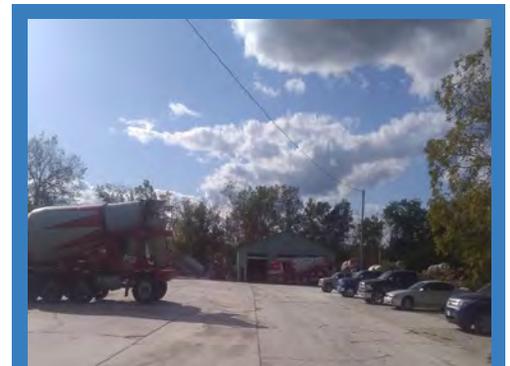
REDEVELOPMENT READY SITE IDENTIFICATION

With input from both the general public through the January 2020 Open House and the Master Plan Steering Committee, six priority redevelopment sites in the downtown and along M-15/S. State Road have been identified for their ability to stimulate the area development market. These six opportunity sites have been identified so that the Village would be more easily able to engage the assistance of the Michigan Economic Development Corporation (MEDC) through its Redevelopment Ready Communities program. This program requires each community to complete several steps of analysis and process improvement to reduce the municipal government's impediments to investment within the community.

Review and process improvements include analysis of the community's Master Plan and Zoning Ordinances to ensure communities have created documents that support development, analysis of the development review processes, and identification of sites that could have catalytic effects on development within the core of community.

The Village's Master Plan – January 2022 meets or exceeds all of the program's minimum requirements. Many of the Redevelopment Ready Community (RRC) program's desired Zoning Ordinance changes have been incorporated into this plan's Zoning Plan as well. Continued implementation of this Master Plan through completion of the revisions to the Village Zoning Ordinance would bring the Village closer to full compliance with the RRC program requirements.

One final RRC program activity is the identification of several redevelopment sites in or adjacent to the community's downtown district. In selection of these sites, the primary selection criteria are: location (in or adjacent to commercial district), vacant or blighted, undeveloped (including surface lots and vacant upper stories), and offer an opportunity for significant impact. Other selection criteria considered include: community goals, available resources and capacity, market feasibility, current land conditions, site challenges, and interested land ownership. The program's primary goal is select sites that will benefit from marketing support from the MEDC and the redevelopment of these sites will have catalytic impacts that will ripple out beyond the specific site.



Ken's Ready Mix

The Master Plan Steering Committee has selected six sites that have been identified as having significant redevelopment opportunities. The three commercial properties are blighting or underutilized, and their redevelopment would help to significantly enliven their immediate vicinities. Reid Elementary is a under-utilized school and redevelopment of this site could create a significant downtown redevelopment opportunity. The Hill property adjacent to the downtown provides for a unique opportunity to connect the downtown to the mill pond and create opportunities for public access to the mill pond while developing an amenity that would bring visitors to downtown to experience the unique and pleasing natural setting. The remaining property is vacant and its redevelopment could be in a manner that extends the downtown district east to M-15/S. State Road.

All of these Redevelopment Ready Sites could provide further opportunities that have been identified within the Master Plan by supporting the redevelopment of the downtown district and/or improving the aesthetic and functional character of the M-15/S. State Street commercial corridor.

The six Goodrich Redevelopment Ready Sites are:

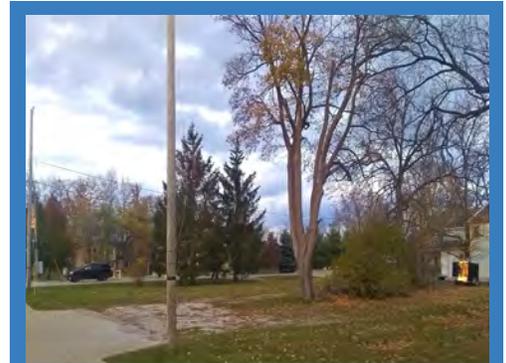
- 1) Ken's Ready Mix – 8022 S. State Road north to the Cartwright Drain
- 2) Vacant Lot at the southeast corner of Hegel Road and M-15/S. State Road
- 3) Top Worldwide -7523 S. State Road
- 4) Reid Elementary – 7501 Seneca Street
- 5) Hempton's Goodrich Body Shop 10195 Hegel Road
- 6) Hill Property - 10272 Hegel Road

These six properties are important redevelopment opportunities within the downtown and M-15/S. State Road business districts, and dynamic urbanistic redevelopments would have catalytic impacts on their respective districts by eliminating a blighting use and intensifying uses within their districts.

No actions are anticipated at this time by the Village of Goodrich to acquire or redevelop these properties. The master planning process has only identified properties that meet the MEDC's RRC program goals for site identification.



Top Worldwide



Vacant lot at SE corner of Hegel Road and M-15



GOODRICH ACTION PLAN



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GOODRICH ACTION PLAN

MISSION STATEMENT: MASTER PLAN INTENT

The Mission Statement, which describes the intent of this Plan, reflects the community assets and critical issues outlined in the Community Profile and input received during the public engagement process. The Plan is intended to provide a visionary outlook for the Village's planning, development, and policy decisions. The Plan recognizes that the Village of Goodrich is in the path of growth emanating from northern Oakland County and from the Flint metropolitan area. The Plan is intended to ensure that continued development is complimentary to maintaining the Village's "small-town" character.

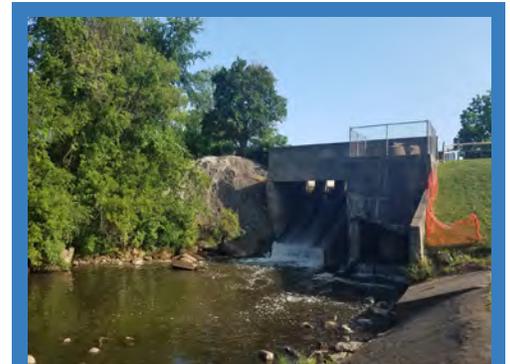
To provide a visionary outlook in guiding the Village's future decisions on land use, regulations, infrastructure, and policies. The Plan strives to preserve the Village's heritage, address existing planning issues and guide future decisions to effectively manage growth. The Mission is also to address the special needs of persons of all life stages and providing housing options for young families and those working in the service sector.

MASTER PLAN GOALS, OBJECTIVES, AND ACTION STRATEGIES

The Action Plan is divided into the following six categories/issue areas, which correspond with ideas that were identified during the planning and public engagement portions of the plan's development:

- A. Support Downtown Redevelopment
- B. Improve the Aesthetics and Function of the M-15/S. State Road Corridor
- C. Retain the Small-town Character
- D. Preserve the Area's Environmental Assets
- E. Expand Nonmotorized Transportation Options
- F. Support Intergovernmental Cooperation

Each category/issue area is described and action strategies are presented. These action strategies herein should be used in conjunction with the Future Land Use Map to ensure consistent policy decisions regarding land use and development within the Village. Unexpected events will undoubtedly occur, which may change the goals and planning issues facing Goodrich. Thus, this section of the Plan must be reviewed and amended periodically.



Kearsley Creek dam

A. Support Downtown Redevelopment

Concern over the health of the downtown business district and desire for more pedestrian friendly commercial activity were recurring themes during the Plan's public engagement activities. The main thrust of addressing this area of concern is for maintaining and improving the downtown district by enhancing its historic character while encouraging new complimentary uses/activities/developments by:

1. **Zoning regulations** - Developing an overlay zoning district with Form-based Code components that support preservation of existing buildings and encourages new mixed-use "missing middle" infill buildings that provide a mixture of income and tenancy options for young families, moderate income workers, and the elderly while providing a built-in stream of customers and adding to the district's vibrancy. **(High)**
2. **Business development** - Expand the footprint of the downtown east to M-15/S. State Road to develop a visual presence that announces the downtown district to the through traffic passing along the main north-south route. **(Medium)**
3. **Recreation-based development** - To develop an attraction that will enhance the appeal of visiting the downtown and gain highly sought after public access to the Mill Pond at the eastern end of the downtown district. **(High)**



Downtown Goodrich

B. Improve the Aesthetics and Function of the M-15/S. State Road Corridor

The general condition and appeal of the M-15/S. State Road corridor through the Village was a second overwhelming concern identified during the engagement process. Develop design guides, zoning ordinance amendments, or overlay district regulations for the M-15/S. State Road corridor in the Village that requires new construction to adopt design standards that support a unique sense of place in the Village through the use of decorative and pedestrian-scale lighting, decorative design elements, and landscaping. Respondents wanted to improve the aesthetic character of the corridor while supporting quality auto-orientated retail by focusing development along the central part of the corridor.

1. **Eliminate disjointed zoning** - Village actively rezone residential properties north of Rhodes Road to General Commercial but allow residential to remain as a legal nonconforming use. **(High)**
2. **Centralize development and limit sprawl** - Downzone properties south of the Kearsley Creek to Office-Service. **(Medium)**
3. **Improve aesthetic character of corridor** - Revise zoning requirements to improve design requirements for commercial development along the corridor. **(High)**
4. **Strengthen identity** - Install gateway entrances into the Village at Kearsley Creek and at the northern border with the Township. **(Medium)**
5. **Eliminate conflicts** - Support the elimination of non-conforming uses along the corridor and require access management where possible. **(Low)**



Strip mall along M-15/S. State Road

C. Retain Small-Town Character

Support the commercial and residential districts of the Village while ensuring the Village remains the commercial center of Atlas Township. Limit the impact of parking on the downtown and M-15/S. State Road corridor by adopting flexible parking requirements. Encourage all area commercial activity to locate within the Village and work to retard the spread of suburban sprawl.

1. **Land use regulation review** – conduct a Zoning Ordinance Audit to identify areas that support sprawling commercial and residential development and revise the Zoning and General Ordinances. **(High)**
2. **Coordinate with Atlas Township** – conduct periodic meetings between the Village Council and Atlas Board of Trustees to discuss land use issues and host joint work sessions between the community’s Planning Commissions to ensure that community’s vision and regulations are mutually supportive. **(Medium)**



Small-town character

D. Preserve the Area’s Environmental Assets

Retention of the small-town character requires that much of the remaining open spaces and wetlands to remain. Key goals are to preserve the remaining natural characteristics of the community by preserving the health of the Mill Pond, Kearsley Creek, limit development in sensitive areas and woodlands, and protect wetlands with appropriate setbacks and design requirements

1. **Retain existing low-density zoning districts** – do not permit changes to the Master Plan or Zoning Maps that would allow higher density development to locate in environmentally sensitive areas. **(Low)**
2. **Evaluate existing regulations** – ensure the Village supports environmental stewardship amongst its residents and businesses through adoption of green infrastructure zoning standards that encourages/requires low-impact development techniques including rain gardens/bioswales, green roofs, pervious pavement, tree canopy minimums, interior parking lot landscaping minimums; preservation of the Mill Pond; purchase of “green options” when long-term benefits outweigh increased costs; and municipal support of the adoption of green technologies by the private sector. **(Medium)**
3. **Green energy regulations** - adoption of regulations that allow small-scale solar and wind power as-a-right. **(Medium)**

E Expand Nonmotorized Transportation Options

Utilize the Nonmotorized Vision Plan to develop specific projects to connect neighborhoods together and with the downtown while ensuring connectivity into neighboring community including efforts at a regional nonmotorized network.

1. **Zoning and land development regulations** – ensure that sidewalks and nonmotorized pathways are required to be installed during site development and require provision of bicycle parking at commercial and industrial uses. **(Medium)**
2. **Interconnection** – work with adjoining Atlas Township and regional entities to ensure that regional pathways connect to and through the Village and provide interconnections within the Village. **(High)**
3. **Recreation Plan** – ensure that the Village’s Recreation Plan is up-to-date and on file with the Michigan DNR (high) and work to establish a joint recreation plan with the Township. **(Low)**



Undeveloped field

4. **Partnerships** – work with Atlas Township and the schools to encourage youth to actively commute to school through establishing Safe Routes to Schools committees. **(Medium)**
5. **Implementation of Nonmotorized Vision Plan** – constantly explore options to expand the Village’s nonmotorized network, leverage the Iron Belle Trail, and adopt a Complete Streets policy. **(High)**

F Support Intergovernmental Cooperation

The Village and the Township communities and governments are limited in capacity and cannot support additional services individually. Strive to build better working relationships between the Village and the Township through periodic joint meetings, explore shared services including recreation and senior citizens services.

1. **Shared services** – explore working together to fund recreational and senior citizens services that would be too expensive and underutilized by residents of the communities individually. **(Medium)**



M-15 Heritage Trail



FUTURE LAND USE



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FUTURE LAND USE PLAN

USING THE FUTURE LAND USE PLAN

The Future Land Use Plan is intended to guide land use and zoning decisions. The plan map should be used in conjunction with the goals and objectives when reviewing applications and considering rezonings.

MONITORING THE FUTURE LAND USE PLAN

The Village should review the Master Plan and Future Land Use Plan annually. This should be at a joint meeting of the Village Council and Planning Commission. Representatives from Atlas Township, Genesee County, and area service providers should be specifically invited to attend this meeting.

FUTURE LAND USE PLAN CATEGORIES:

Very Low Density Residential (VLDR)

One unit per acre or less - environmentally sensitive area, and is generally located in areas with strong rural character, and areas with sensitive natural resources, that should be preserved and protected as development occurs. Areas noted as Very Low Density Residential should be considered for Planned Unit Development (PUD) and open space/cluster housing projects that provide tools to realize appropriate return on investment while achieving the intent of this designation.

The golf course is included in this category to allow future residential development along the edges of the golf areas. The VLDR future land use designation would still allow “hobby farms,” stables, and similar uses that contribute to the Village identity. The Preservation district corresponds to the Very Low Density Residential Zoning District.

Low Density Residential (LDR)

One to four units per acre - comprises most of the Village. Uses in this classification would generally correspond to the dimensional standards of the Residential LDR Zoning District, which has a minimum lot size of 10,000-12,000 square feet. In addition to traditional single family subdivisions, Low Density Residential could include attached or detached dwellings clustered on a section of the site as a Planned Unit Development (PUD) or residential open space/cluster project. Conversion of larger single family homes to multiple-family uses should be discouraged. Similar to the A-1 Zoning District, Low Density Residential could also include churches, parks, municipal buildings, and other quasi-public uses as Special Land Uses, to ensure their compatibility at specific locations.



Very Low Density Residential

Medium Density Residential (MDR)

Four to 12 units per acre - includes higher density attached and detached developments, including housing for the elderly. There are several areas proposed for medium density residential along M-15. This generally corresponds with the current Residential LDR and VCR Zoning Districts, which allows densities of up to 5 units per acre, and the Residential MDR Zoning District, which allows for up to 12 units per acre. Higher densities of 8-12 should be considered for housing for the elderly, which generates less traffic than more traditional multiple family projects.

Office/Service (OS)

Includes offices and lower intensity commercial service uses (banks, barber shops, professional and medical offices, etc.). Office/Service designations are all located along M-15.

General Commercial (GC)

Includes Office/Service and higher intensity commercial uses (grocery stores, restaurants, general retail, and auto related). The Plan clusters general commercial uses, rather than allowing a continuous strip along M-15, in an effort to minimize traffic operations problems. Special site design standards along M-15 were prepared in conjunction with the M-15 Access Management Plan to encourage landscaping, smaller and fewer signs, unsightly portable signs, and poorly spaced and designed driveways.

Central Business District (CBD)

Includes all the traditional Downtown uses, including retail stores, professional offices, personal service shops, upper floor residences, the post office, library and other public and quasi-public uses. Commercial uses that require a significant amount of parking may not be appropriate, and should be listed as Special Land Uses or directed to the M-15 corridor.

Industrial Uses (I)

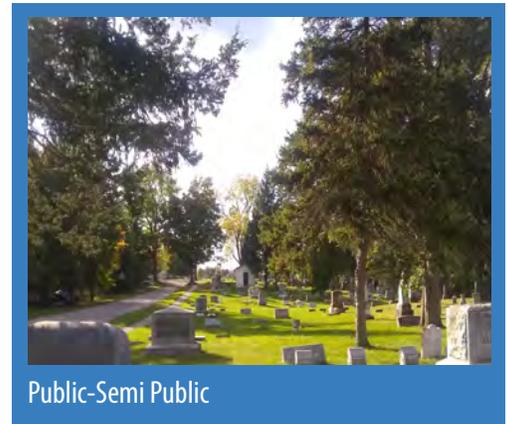
Generally considered to be inconsistent with the residential character of Goodrich. Quality industrial development needs sufficient buildable land area adjacent to utilities and transportation infrastructure, which are generally unavailable in the Village. Thus, future industrial use has been designated for just one location: east side of M-15 in the southern half of the Village. Two other existing industries are inappropriately located, conflicting with adjacent land uses. If these sites are proposed for redevelopment, they should meet the Future Land Use Map.

Public-Semi Public (PSP)

Includes governmental and quasi-governmental uses and institutions, such as the library, park, Village offices and facilities, fire station, large public utility buildings, schools, and the hospital.



Medium Density Residential



Public-Semi Public



ZONING PLAN



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ZONING PLAN

According to section 2(d) of the Michigan Planning Enabling Act, PA 33 of 2008, the master plan shall include a “Zoning Plan” - depicting the various zoning districts and their use, as well as standards for height, bulk, location and use of building and premises. The Zoning Plan serves as the link between the Master Plan and the Zoning Ordinance and guides the Planning Commission in preparing modifications to the Village’s Zoning Ordinance in order to assist in and channel implementation of the Master Plan.

RELATIONSHIP TO THE MASTER PLAN

The Master Plan describes the community’s vision, objectives, strategies, and action policies for the development of Goodrich. This Zoning Plan is based upon the results of the Master Plan - it is intended to identify areas where the existing zoning is inconsistent with the objectives and strategies of the Master Plan and guide the amendments and revisions to the Zoning Ordinance. As a result of the development of this Master Plan and experience in enforcing the Zoning Ordinance, this zoning plan identifies inconsistencies and opportunities for improvement during future revisions to the Village’s Zoning Ordinance.

The following describes the general purposes and characteristics of the Goodrich Village Zoning Ordinance in relation to the Master Plan. Please note, these descriptions are for reference only and will be more closely examined and discussed as the Goodrich Planning Commission revises the current Zoning Ordinance.

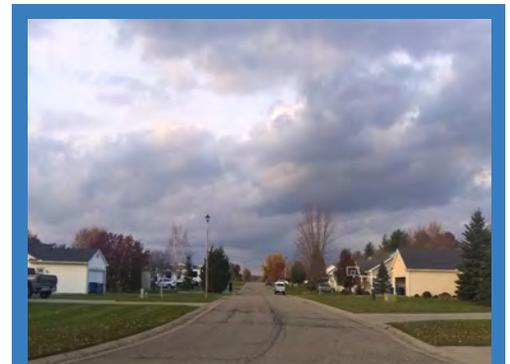
To assist in formalizing the linkage between the Village’s Master Plan Future Lane Use Map and the Zoning Maps, the following paragraphs match the land uses of the Master Plan with the Zoning districts.

Residential

The Master Plan’s Residential uses include:

- Very Low Density Residential (VLDR)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)

These designations range in density from less than one unit per acre in environmentally sensitive areas for the VLDR, which would allow hobby farms to densities of 1-4 units per acre for the LDR while the MDR would allow up between 4-12 units per acre.



Residential land use

These residential land uses correspond in use and an increasing intensity to the following zoning districts:

- Very Low Density Residential District (VLDR)
- Low Density Residential District (LDR)
- Village Center Residential District (VCR)
- Medium Density Residential District (MDR)
- Planned Unit Development District (PUD)
- Office-Service (OSD)

The Manufactured Housing District is a residential district is not envisioned as a land use within the Village. The Planned Unit Development Zoning land use is only mapped in section of the Village, north of Kearsley Creek and west of M-15.

Commercial

The Master Plan's commercial land uses include:

- Office-Service (OSC)
- Central Business District (CBDC)
- General Commercial (GCC)

The intensive of these land uses increases from the Office-Service as the lowest in intensity and serves as a transition from residential to commercial land uses to the most intensive General Commercial, which is for auto-serving commercial businesses along M-15.

These commercial land uses correspond in use and intensity to the following zoning districts:

- Office-Service District (OSD)
- Central Business District (CBD)
- General Business District (GBD)
- Planned Unit Development District (PUD)

The Zoning Ordinance allows PUD districts to be residential, commercial, or mixed.

Industrial

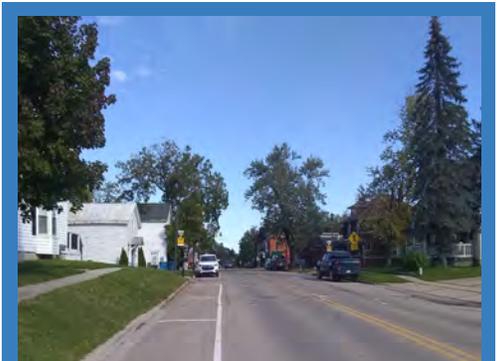
The Industrial Master Plan land use corresponds directly to the Industrial District (IND), and it is to allow for light manufacturing activities to be allowed in the Village.

Other

The Master Plan identifies Public-Semi Public land uses as their own category; however from a zoning perspective, many of these governmental and quasi-governmental uses are permitted within residential zoning districts either by right or conditionally. Schools, churches, and cemeteries being the most stringently regulated within the residential districts.



Residentially zoned district



Commercial land use and commercially zoned

Recommended Zoning Ordinance Modifications

To implement the recommendations of the Master Plan, the following zoning modifications should be evaluated for adoption by the Planning Commission:

- Additional efforts continue to be necessary to eliminate nonconforming uses including the concrete mixing facility at the northwestern corner of Hegel Road and M-15/S. State Road, as this intensive industrial use negatively impacts development in the immediate vicinity and the aesthetic character of the M-15/S. State Road corridor as a whole.
- The Central Business District zoning should be modified with an overlay district or Form-based Code that will encourage the development of mixed use multi-story structures in the downtown district, build-to-lines, encourages outdoor dining and the maximum allowable building height should be increased to 40 feet to permit three-story buildings.
- The properties from the Kearsley Creek south to the Village's southern border should be downzoned so that commercial uses can be focused between the creek north to Hegel Road/Erie Street along with public improvements and amenities. This action will enhance the overall appearance while supporting the rural character of the area.
- Review the Zoning Ordinance uses to ensure that New Economy uses are permitted within the Village's Office-Service District (OSD), Central Business District (CBD), and General Business Districts (GBD).
- The General Business district design requirements should be made more stringent regarding design standards in regard to landscaping, parking lot buffering, decorative lighting, and architectural detailing.
- Village to actively amend the Official Zoning Map to change Office-Service Districts between Village Hall and the Kearsley Creek to General Business Districts.
- Explore adopting zoning regulations that allow for a variety of zoning options including accessory dwelling units in certain districts, co-housing, micro-units, live-work units, and other housing types that expand upon the traditional larger single family offering that currently predominates the Village.
- A Zoning Audit should be completed that reviews the Village's Zoning Ordinance regulations to determine what changes are necessary to further the vision and goals of the Master Plan including retaining the rural character, enhancing the downtown district, and improving the appearance and functioning of the M-15 commercial corridor.



Master Plan Open House - January 27, 2020



Master Plan Open House - January 27, 2020

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APPENDICES A



Soil Type

Soil Types:

	Arkport Loamy Fine Sand		Colwood Silt Loam		Miami Loam
	Boyer Loamy Sand		Conover Loam		Miami Clay Loam
	Brookston Loam		Conover-Metamora Sandy Loams		Miami-Metea Complex
	Carlisle Muck		Landes Fine Sandy Loam		Oakville Fine Sand
	Celina-Conover Loams		Linwood Muck		Perrin Loamy Sand
	Celina-Owosso Sandy Loams		Houghton Muck		Sloan Silt Loam
	Ceresco Fine Sandy Loam		Metamora Sandy Loam		Spinks-Oakville Loamy Sands
	Colwood Loam		Wawasseo Loam		Water

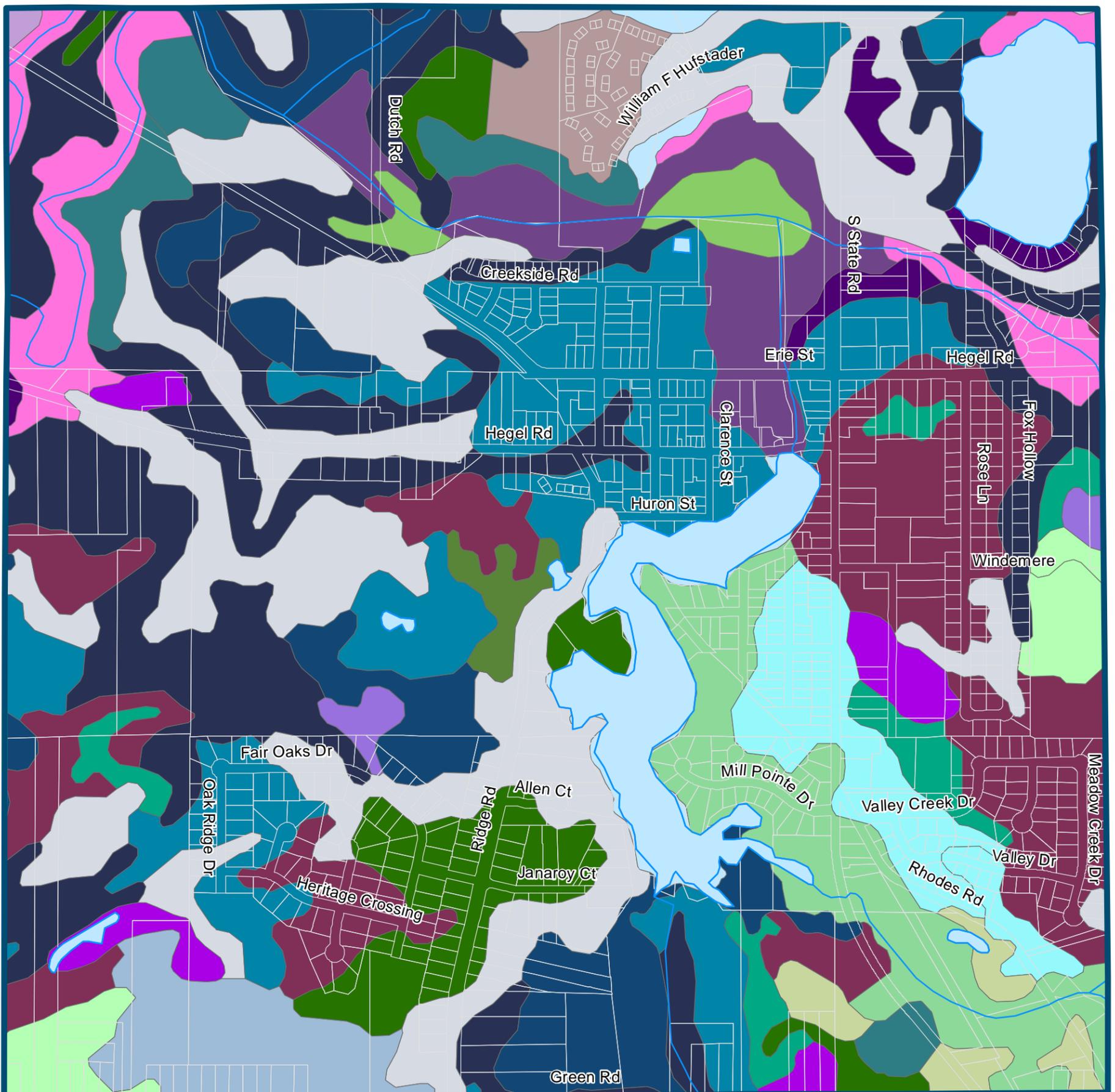
Base Data:

	Village of Goodrich		Roads
	Tax Parcels		Rivers
	Lakes		

0 0.075 0.15 0.3 Miles

*This map is intended to serve as a guide for community planning. Soil Survey information derived from the Soil Survey Geographic Database (September 16, 2019)

Source: Wade Trim; Village of Goodrich Master Plan 2008; Genesee County GIS; SSURGO Soil Survey - USDA Geospatial Data Gateway

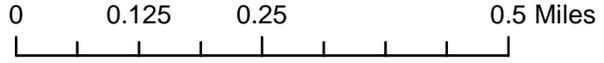


Natural Features

Village of Goodrich Master Plan Update

January 2020

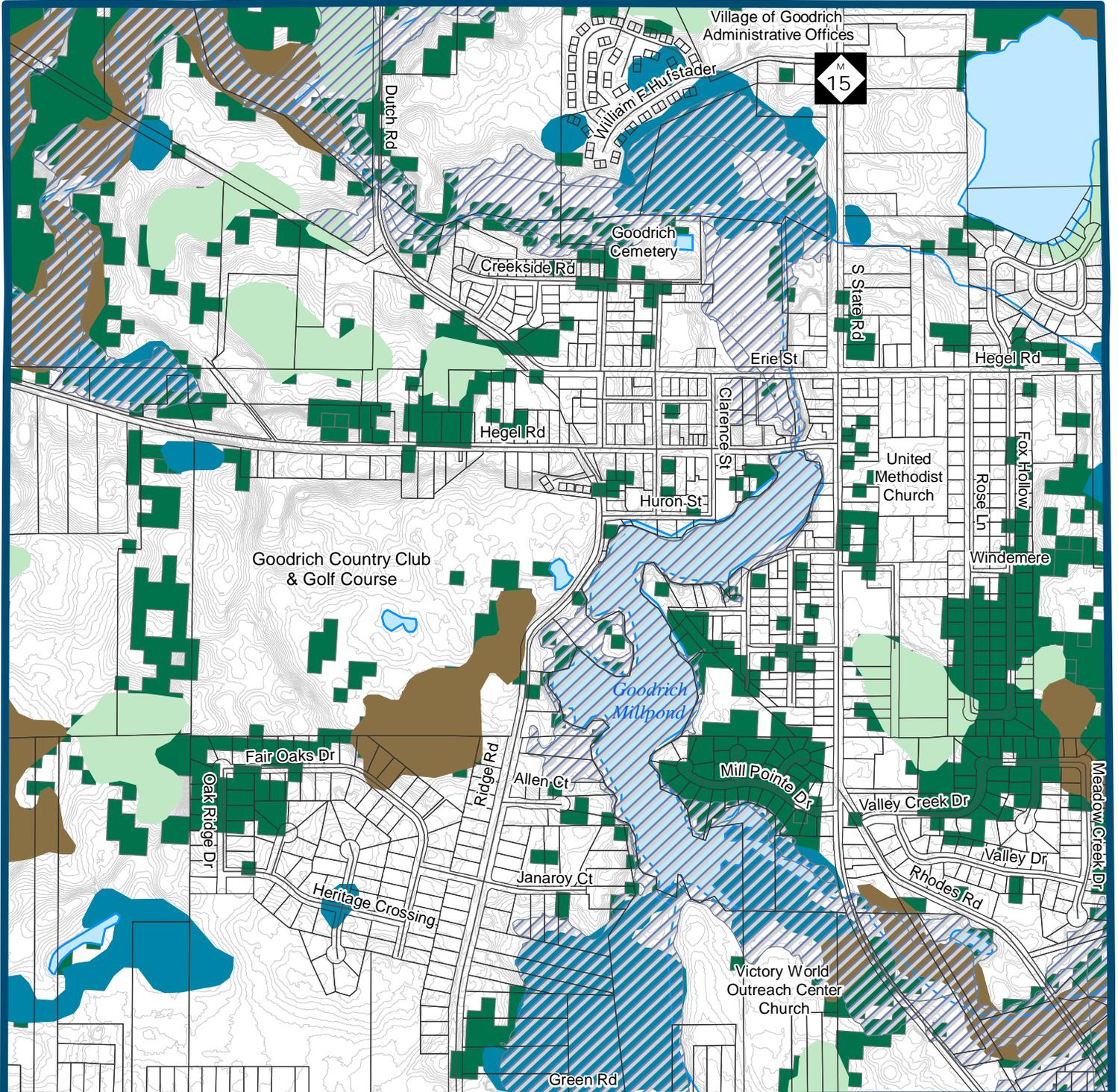
-  Village of Goodrich
-  Tax Parcels
-  Roads
-  Rivers
-  Topography
-  Woodland
-  Emergent Wetland
-  Forested Wetland
-  Scrub-Shrub Wetland
-  100-Year Floodplain
-  Lakes



Source: Wade Trim; Village of Goodrich; FEMA; NWI; State of Michigan CGI



*This map is intended to serve as a guide for community planning and is not a legally enforceable depiction of natural features. This map should not be substituted for on-site field inspections.

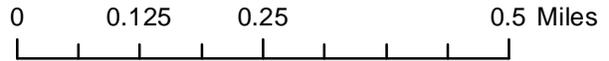


Existing Land Use

Village of Goodrich Master Plan Update

January 2020

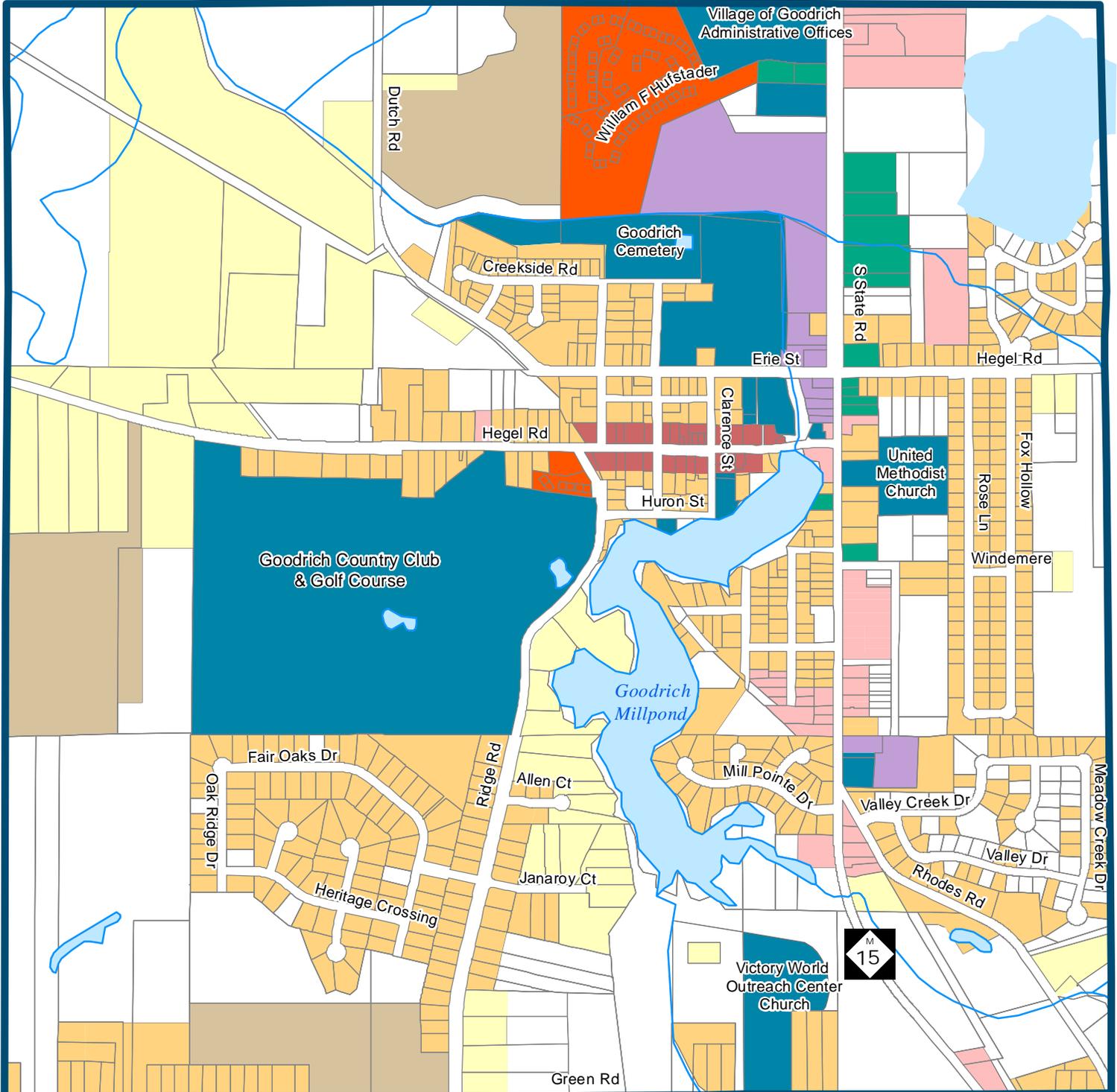
- | | |
|--|--|
|  Agricultural |  Institutional |
|  Central Business District |  Low Density Single-Family Residential |
|  Commercial |  Medium Density Single-Family Residential |
|  Industrial |  Multiple-Family Residential |
|  Vacant |  Office/Service |
|  Village of Goodrich |  Rivers |



Source: Wade Trim;
Village of Goodrich Master Plan 2008;
Genesee County GIS



*This map is intended to serve as a guide for community planning. Existing Land Use determined using parcel data from Genesee County Fetch GIS.

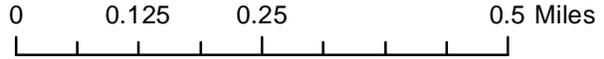


Transportation

Village of Goodrich Master Plan Update

August 2019

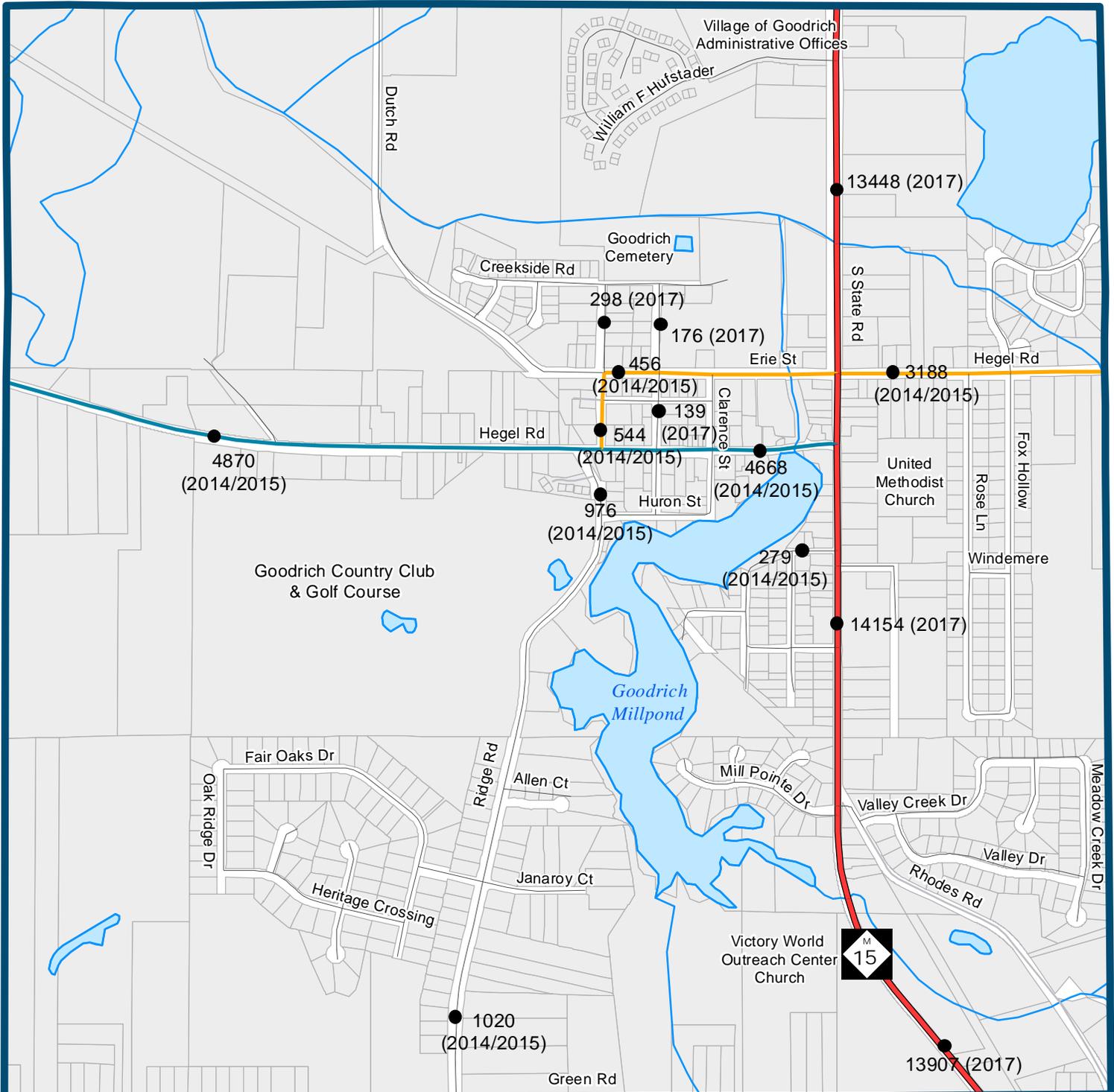
-  Village of Goodrich
-  Principal Arterial
-  Tax Parcels
-  Minor Arterial
-  Lakes
-  Collector
-  Rivers
-  Local Street



Source: Wade Trim; Village of Goodrich; MDOT; Genesee County



*This map is intended to serve as a guide for community planning. Traffic count data shown for years 2014/2015 and 2017.



Nonmotorized Transportation Vision Plan

Village of Goodrich Master Plan Update

January 2020

-  Village of Goodrich
-  Existing Shared Use Path
-  Proposed Shared Use Path
-  Tax Parcels
-  Lakes
-  Rivers

0 0.125 0.25 0.5 Miles

Source: Wade Trim; Village of Goodrich; MDOT; Genesee County



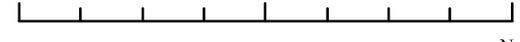
Future Land Use

Village of Goodrich Master Plan Update

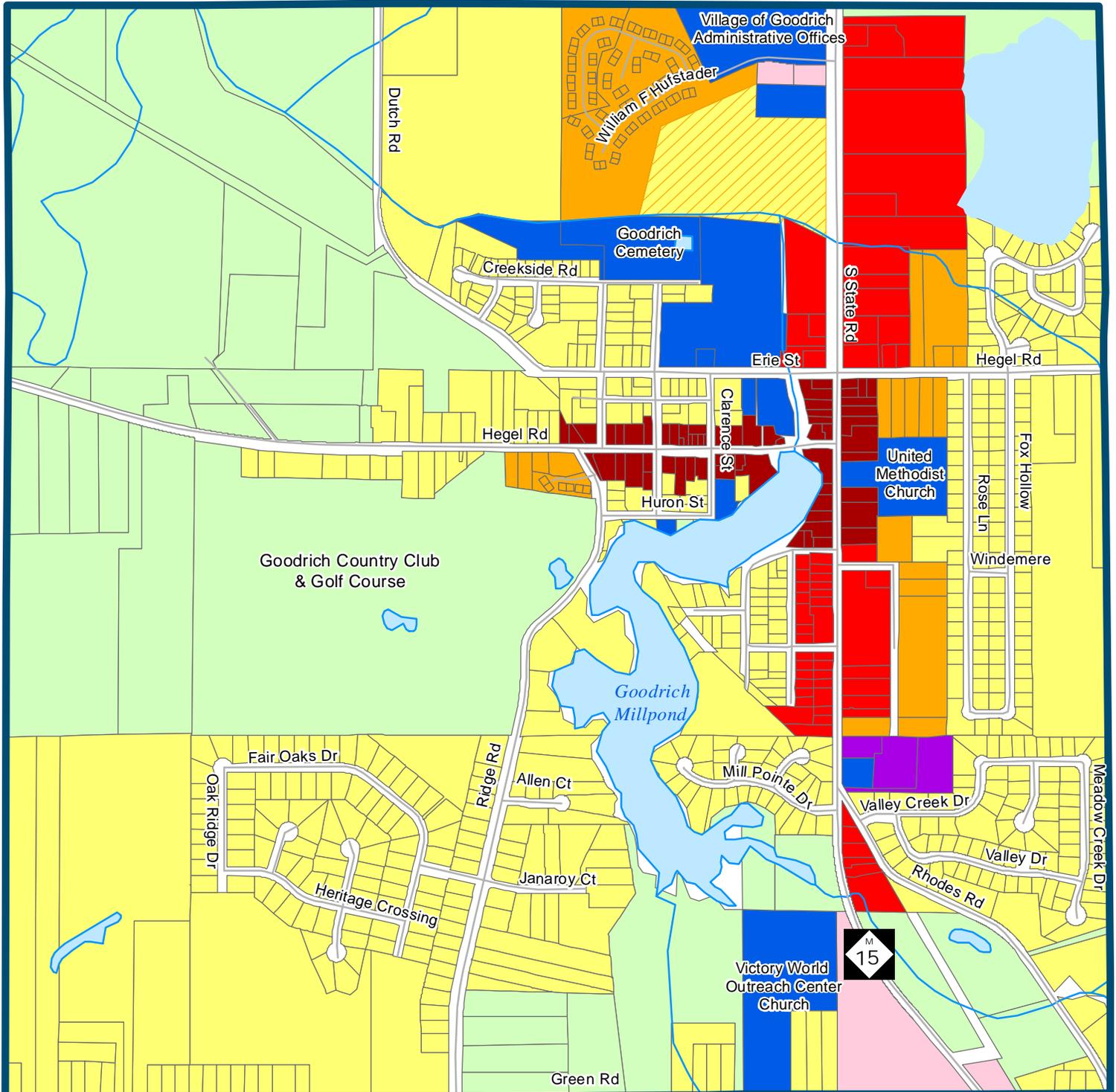
November 2021

- | | | | |
|--|------------------------------|---|---------------------------|
|  | Very Low Density Residential |  | General Commercial |
|  | Low Density Residential |  | Central Business District |
|  | Medium Density Residential |  | Industrial |
|  | Office / Service |  | Village of Goodrich |
|  | Institutional |  | Rivers |
|  | Planned Unit Development | | |

0 0.125 0.25 0.5 Miles



Source: Wade Trim;
Village of Goodrich Master Plan 2008;
Genesee County GIS

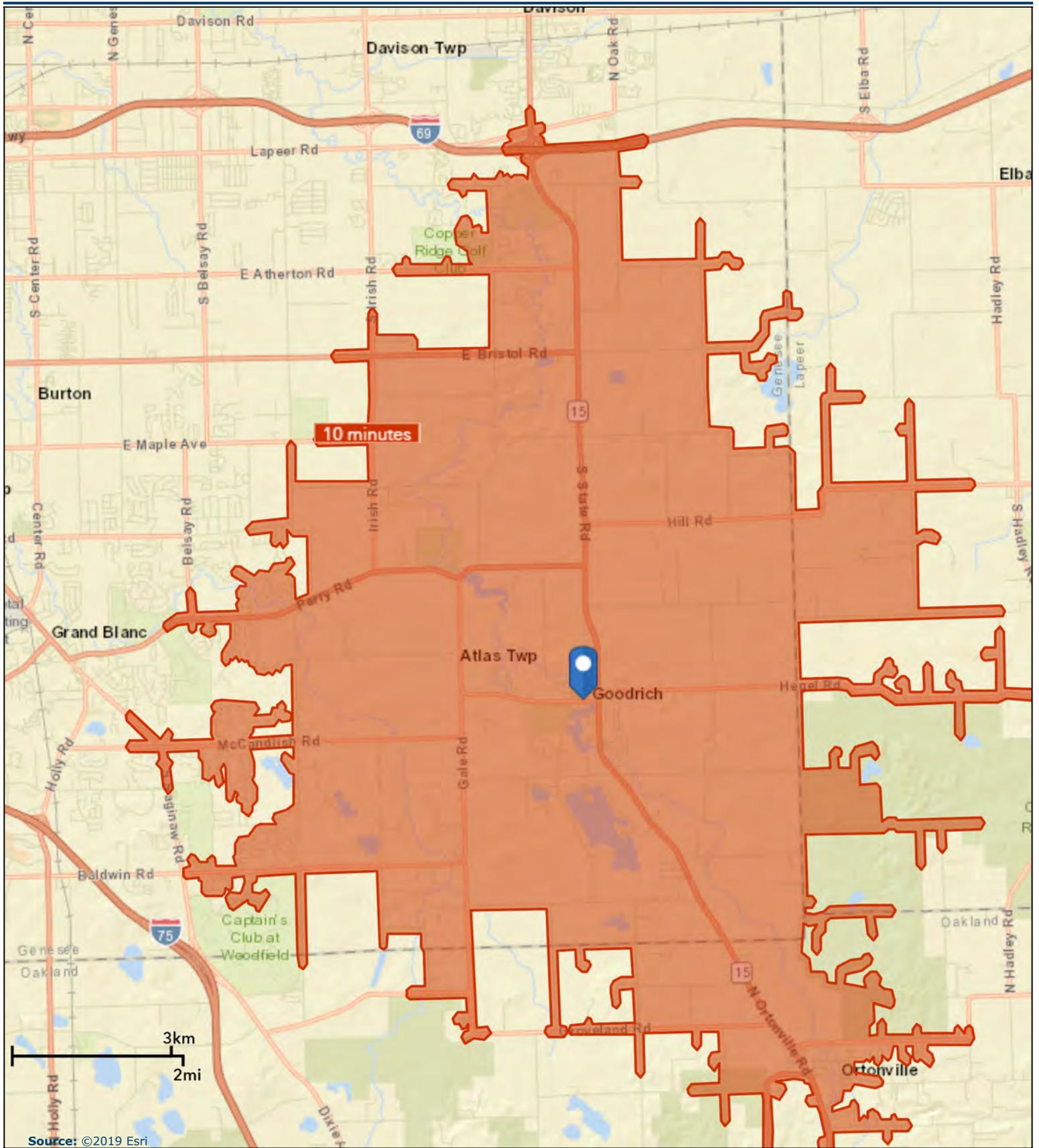




APPENDICES B



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Source: ©2019 Esri



Retail MarketPlace Profile

10237 Hegel Rd, Goodrich, Michigan, 48438
 Drive Time Band: 0 - 10 minute radius

Prepared by Esri
 Latitude: 42.91707
 Longitude: -83.50524

Summary Demographics

2019 Population	14,183
2019 Households	5,028
2019 Median Disposable Income	\$68,020
2019 Per Capita Income	\$39,515

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$243,772,846	\$97,270,801	\$146,502,045	43.0	72
Total Retail Trade	44-45	\$219,977,351	\$86,280,179	\$133,697,172	43.7	49
Total Food & Drink	722	\$23,795,495	\$10,990,622	\$12,804,873	36.8	23

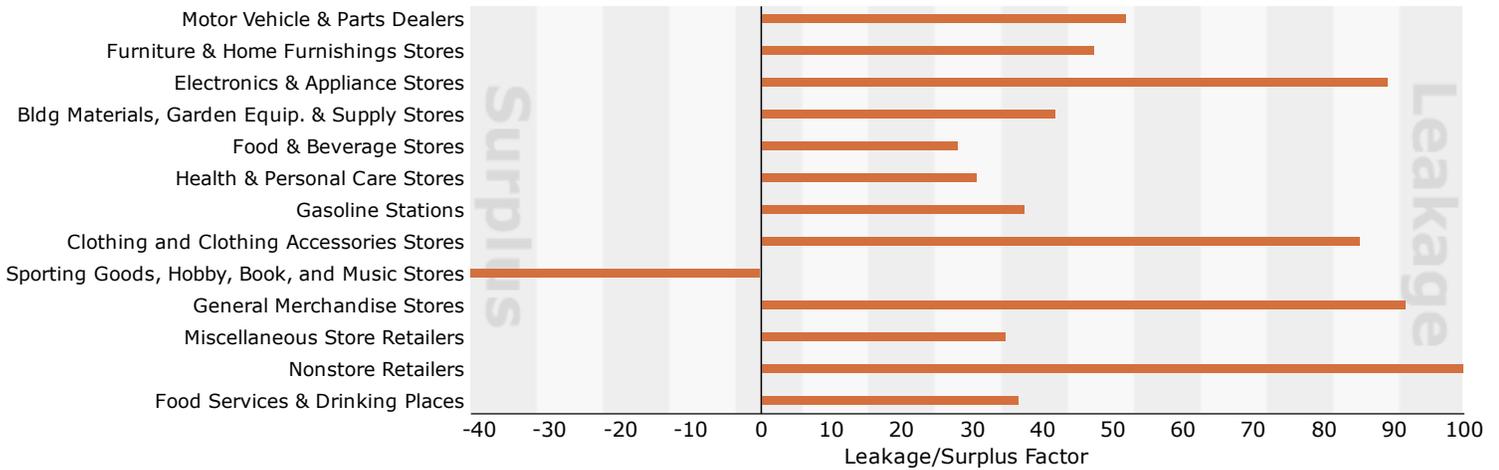
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$45,892,732	\$14,487,884	\$31,404,848	52.0	5
Automobile Dealers	4411	\$36,923,251	\$13,153,281	\$23,769,970	47.5	2
Other Motor Vehicle Dealers	4412	\$4,113,127	\$942,648	\$3,170,479	62.7	2
Auto Parts, Accessories & Tire Stores	4413	\$4,856,354	\$0	\$4,856,354	100.0	0
Furniture & Home Furnishings Stores	442	\$7,543,897	\$2,690,507	\$4,853,390	47.4	4
Furniture Stores	4421	\$4,529,945	\$375,036	\$4,154,909	84.7	1
Home Furnishings Stores	4422	\$3,013,952	\$2,315,471	\$698,481	13.1	3
Electronics & Appliance Stores	443	\$7,232,948	\$403,904	\$6,829,044	89.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,342,516	\$6,667,832	\$9,674,684	42.0	6
Bldg Material & Supplies Dealers	4441	\$14,910,998	\$5,677,201	\$9,233,797	44.8	5
Lawn & Garden Equip & Supply Stores	4442	\$1,431,518	\$0	\$1,431,518	100.0	0
Food & Beverage Stores	445	\$38,591,708	\$21,683,975	\$16,907,733	28.1	9
Grocery Stores	4451	\$33,808,631	\$20,485,371	\$13,323,260	24.5	5
Specialty Food Stores	4452	\$1,885,539	\$910,223	\$975,316	34.9	3
Beer, Wine & Liquor Stores	4453	\$2,897,538	\$0	\$2,897,538	100.0	0
Health & Personal Care Stores	446,4461	\$15,668,406	\$8,287,538	\$7,380,868	30.8	4
Gasoline Stations	447,4471	\$24,211,784	\$10,978,060	\$13,233,724	37.6	2
Clothing & Clothing Accessories Stores	448	\$11,963,901	\$941,704	\$11,022,197	85.4	3
Clothing Stores	4481	\$7,886,194	\$686,074	\$7,200,120	84.0	2
Shoe Stores	4482	\$1,701,338	\$0	\$1,701,338	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,376,368	\$255,630	\$2,120,738	80.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$6,101,059	\$14,696,462	-\$8,595,403	-41.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,140,906	\$14,654,672	-\$9,513,766	-48.1	3
Book, Periodical & Music Stores	4512	\$960,153	\$0	\$960,153	100.0	0
General Merchandise Stores	452	\$34,397,931	\$1,461,753	\$32,936,178	91.8	2
Department Stores Excluding Leased Depts.	4521	\$23,855,820	\$0	\$23,855,820	100.0	0
Other General Merchandise Stores	4529	\$10,542,111	\$1,461,753	\$9,080,358	75.6	2
Miscellaneous Store Retailers	453	\$7,936,937	\$3,826,150	\$4,110,787	34.9	11
Florists	4531	\$439,359	\$0	\$439,359	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,699,010	\$98,047	\$1,600,963	89.1	1
Used Merchandise Stores	4533	\$1,400,746	\$627,539	\$773,207	38.1	5
Other Miscellaneous Store Retailers	4539	\$4,397,823	\$3,074,981	\$1,322,842	17.7	5
Nonstore Retailers	454	\$4,093,533	\$0	\$4,093,533	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,253,761	\$0	\$3,253,761	100.0	0
Vending Machine Operators	4542	\$230,498	\$0	\$230,498	100.0	0
Direct Selling Establishments	4543	\$609,275	\$0	\$609,275	100.0	0
Food Services & Drinking Places	722	\$23,795,495	\$10,990,622	\$12,804,873	36.8	23
Special Food Services	7223	\$697,775	\$0	\$697,775	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,475,076	\$993,501	\$481,575	19.5	2
Restaurants/Other Eating Places	7225	\$21,622,643	\$9,997,120	\$11,625,523	36.8	21

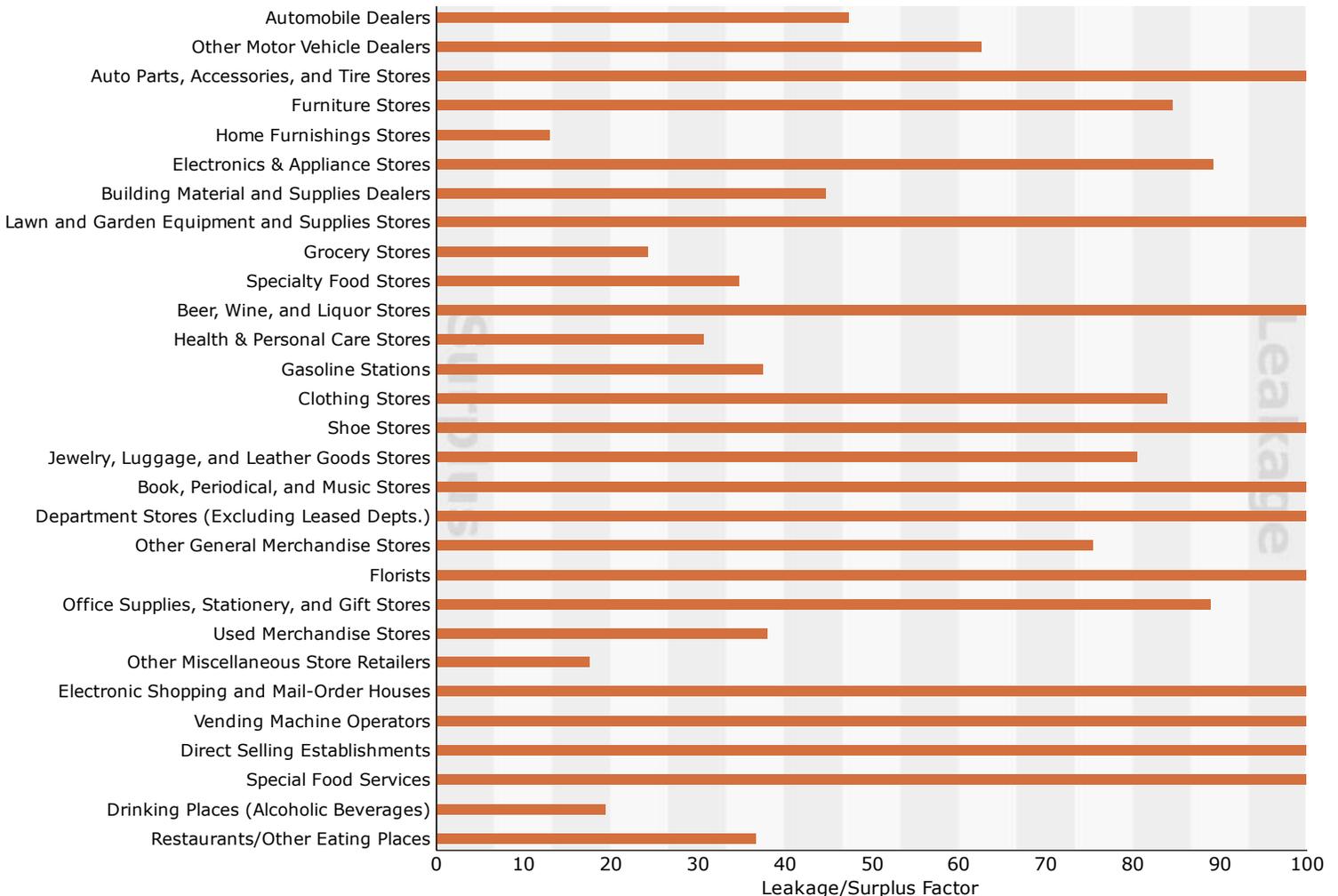
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





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