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**VILLAGE OF GOODRICH**  
**MASTER PLAN**

**JULY 2008**

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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, this land-mark building was destroyed by a fire in 1970). The current dam which forms the Mill Pond 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: 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 Railway which ran from Detroit to Saginaw and Bay City. Farmers used this railway to ship their produce and milk to Detroit. The abandonment of the rail line coincided with the paving of M-15. Thus, Goodrich retained an important transportation link.

The Village was incorporated in 1957, but the community’s character remains closely linked with surrounding Atlas Township. 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. Goodrich’s leaders must guide the village through the 21<sup>st</sup> Century, honoring the past while creating a future that all residents can appreciate and enjoy.

## Influential Factors

The future of the Village of Goodrich is related to a number of factors:

- **Regional Trends**, such as the residential, industrial and commercial development in surrounding communities will lead 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 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 strong.
- **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 limit development potential.
- **Transportation** continues to play an important role in the development [f the village. The convenient access via M-15 and other routes allows commuters working in outlying communities to live in Goodrich. 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, can determine the amount and quality of development in the Village.
- **Community Facilities and Services** influence the quality of life and people's desire to live or do business in Goodrich. The provision of sanitary sewers, in particular, has greatly increased the carrying capacity (i.e. population potential) of the Village. The quality of other community facilities, such as the schools, parks and recreation, police and fire protection and condition of roads, affect locations decisions.

## Demographics

According to U.S. Census Bureau information, the Village’s 10 year average growth rate has been steadily increasing since 1970. Within the last ten years, Goodrich’s population has increased by approximately 47% which reflects the 1990’s trend of residents who seek to move out of the heart of the regional metropolitan areas. In addition, the construction of sanitary sewers in 1990 significantly increased the village’s capacity for development. Goodrich’s growth is expected to continue into the future.

While the growth rate for 2000-2010 will likely be less than 47%, an increase in the population is expected in the due to the availability of public utilities and vacant land for residential development. Similar to most communities in the United States, the household size of Goodrich decreased in 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.

**Figure 1: Goodrich and Atlas Township Population Trends 1970-2035\***

Area	1970	1980	1990	2000	2005**	2035*
Village of Goodrich	775	795	916	1,353	1,566	2,154
Atlas Township (not including Village)	2,314	4,096	4,635	5,904	6,215	6,986
Genesee County	445,589	450,449	430,459	436,141	446,114	467,527

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

\* 2035 Figures as Estimated by GCMA

\*\*2005 Data from GMCA

## 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.

Analysis of the Village’s age distribution revealed a significant finding. 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 for 38% of the population. The next largest age group was 5-19 years of age, accounting for 23% 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. One of the entry-level senior oriented housing types includes “interim care” where units include full independent amenities, but some meals are prepared and eaten in a shared setting.

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.

**Race and Gender Characteristics**

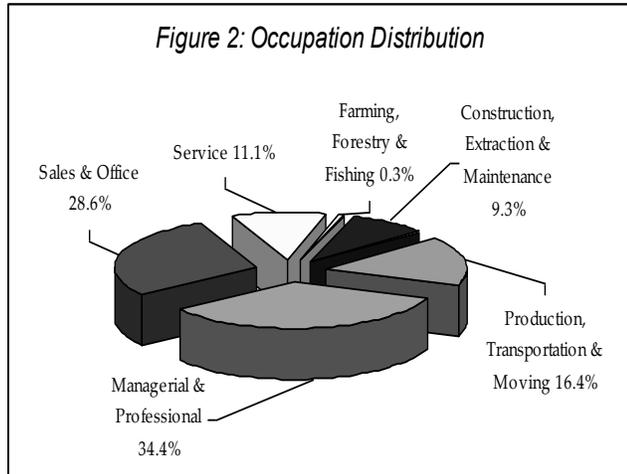
According to the 2000 US Census, 49.6% of Goodrich residents were female. In addition, Goodrich was a racially homogenous community, with only 1.5% non-white residents.

**Education**

Statistics from the 2000 U.S. Census Bureau indicate approximately 93% of adults 25 years and over have a high school degree in the Village. From that segment, 37% of the adult population 25 and over went on to obtain a college degree.

**Employment**

Figure 2 illustrates the distribution of occupations for employed Goodrich residents in the 2000 US Census. White-collar occupations, including managerial, professional, sales, and office accounted for 63% of Goodrich residents. Generally, these occupations pay average or higher than average wages, which translates into a higher than average median household income discussed in the next paragraph.



**Household Incomes**

The median per capita income for the Village of Goodrich was \$26,089 in 2000, while the median household income was \$65,089. A comparison of median household income indicates that Goodrich residents have average

**Figure 3: Median Household Income**

Area	Median Household Income
Village of Goodrich	\$ 65,089
Atlas Township	\$ 73,720
Genesee County	\$ 41,951

Source: US Census Bureau

incomes somewhat less than surrounding Atlas Township residents, but higher than the overall Genesee County average. As discussed above, white-collar jobs generally provide higher salaries than service sector positions. This is one explanation for the relatively high salaries and disposable income levels of both the Village of Goodrich's and Atlas Township's households.

### ***Low and Moderate Income Families***

According to the 2000 US Census data and the Genesee County definition of moderate income households, 22% of Goodrich households were classified as having low or moderate incomes. In 2000, 2.7% of Goodrich's population was classified by the US Census as living below the poverty level.

An ongoing concern in the village is that new housing should include homes that are affordable to younger "startup" families, who often have limited financial resources to purchase a home. This 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. The Plan 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.

### **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 improve 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 illustrates significant natural features, including soils with severe limitations and areas of steep slope, floodplains, wetlands, and water features.

### ***Soils***

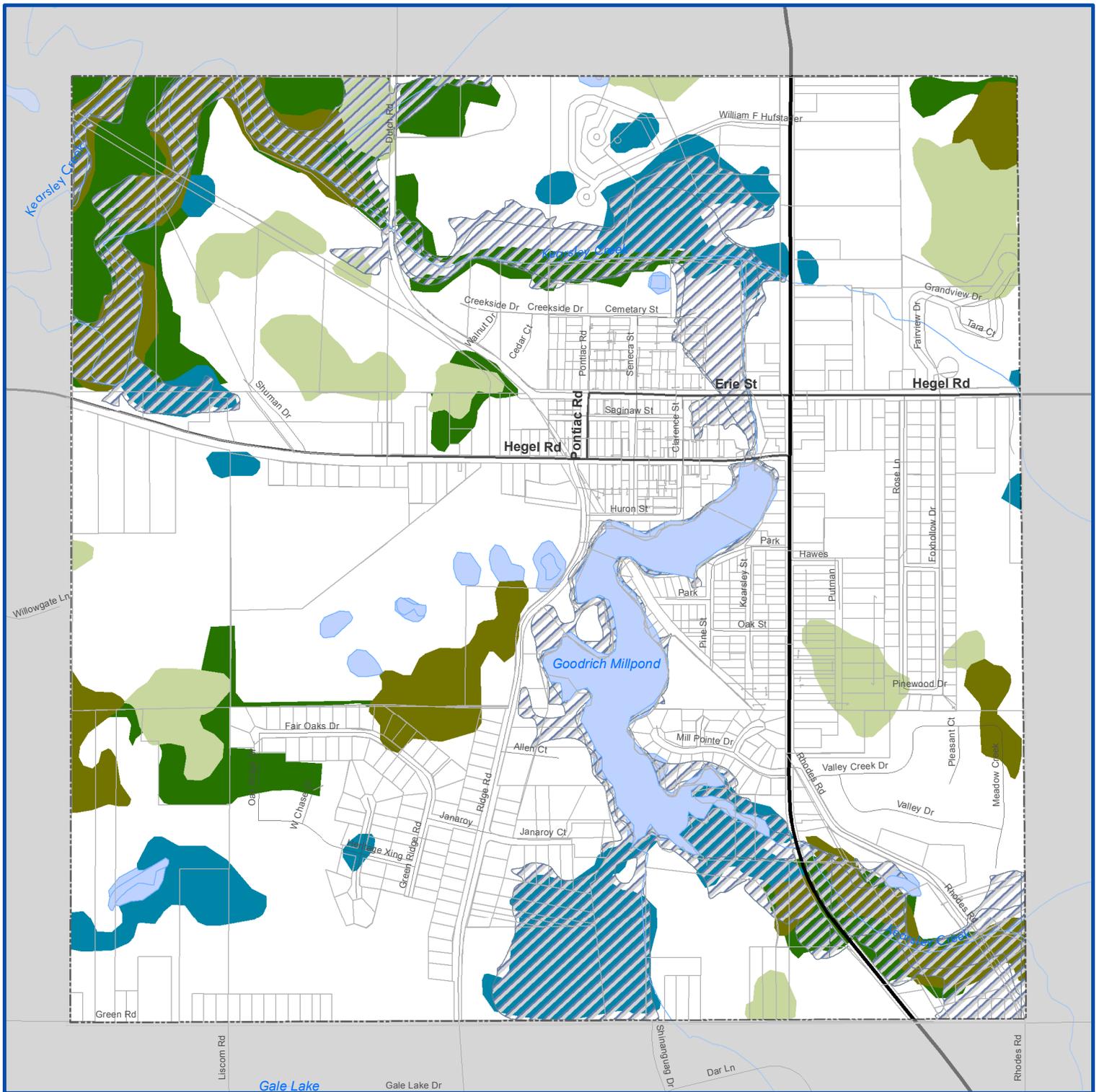
Native soils affect site design and construction cost, and are also a basis for determining the presence of a regulated wetland. The USDA released the Genesee County Soil Survey in 1972, which classifies soil and describes the suitability of native soils for various types of development. Soil suitability was judged according to limitations for foundations for building, septic tank disposal fields, highway 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.

### ***100-year Floodplains***

The 100-year floodplains within the Village of Goodrich have been determined by the Federal Emergency Management Agency (FEMA). A 100-year floodplain is an area within which there is a one percent chance of a flood occurring within any year. FEMA identifies floodplains to determine eligibility for the National Flood Insurance Program. All site plans and subdivision plats for development which may be in the 100-year floodplain should be required delineate the floodplain elevation line. Using the MDNR model local floodplain ordinances, the village may consider requiring more restrictive development ordinances related to the floodplain areas.



Map Two

# Natural Features

Village of Goodrich Master Plan

-  100-Year Floodplain
-  Woodland
-  Forested Wetland
-  Scrub-Shrub Wetland
-  Water

Note: This map is intended to depict the general location of natural features and to serve as a guide for community-wide planning. This map does not create any legally enforceable presumptions regarding whether property that is or is not included on this map is in fact a regulated wetland or floodplain. There may be areas not shown on this map that are subject to regulation. This map should not be considered a substitute for on-site field inspections conducted by certified professionals which is necessary to delineate the precise boundaries of regulated and/or protected natural features.



July 2008  
 Data Sources: MiCGI, FEMA, NWI, Wade-Trim,  
 Village of Goodrich, LSL Planning, Inc.



## *Wetlands*

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

## *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 any necessary MDNR reviews or made permit applications, prior to final action of 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 the MDNR, would probably not be cost effective in the Village due to the administrative demands.

Among the options which Goodrich should 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 setback from regulated wetlands.
- Encourage preservation of natural features by directing clustered development to the most build able portion of the site while retaining the overall density (some communities offer a density bonus as a incentive)
- Establish public education programs regarding the importance of wetlands.

**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 in conjunction with a flour mill to produce flour and generate electricity. Historically, this area was a focal point of development.

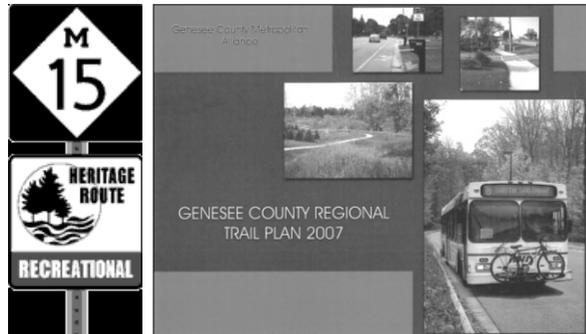
**Aesthetic and Recreational Opportunities** are provided by the spectacular views, the excitement of rushing water at the dam, a place to ice skate and a tranquil setting for relaxing or fishing. Yet, the pond is only visible along a few short segments of roadway. Homes, offices and convenience store 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 north shoreline should also be encouraged as a way of making the visual and recreational benefits available to more residents.



The Goodrich Area Bike Path is another fantastic amenity in the Village, extending along Hegel Road from Gale Road in Atlas Township to Oaktree Elementary in the Village, and also extends along the length of State Road (M-15) within the village limits. The path segment along M-15 is part of the M-15 Recreational Heritage Route, which spans 19 communities in four counties between Ortonville on the south and Bay City on the north. More specific analysis and recommendations related to the Village of Goodrich Parks and Recreation can be found in the Genesee County Regional Trail Plan 2007 and the Village of Goodrich Parks and Recreation Plan.



**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. This represents 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.

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 located and 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 almost half of the acreage in the village. Residents and community leaders have emphasized the important of preserving some of this open space character as the area develops.



Some of the open space is regulated by the MDNR 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, more descriptive methods or developing marketable open space/cluster housing, and as the greater setbacks for buildings and parking along M-15 (such as the bank and office building north of Erie Street).

## 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.

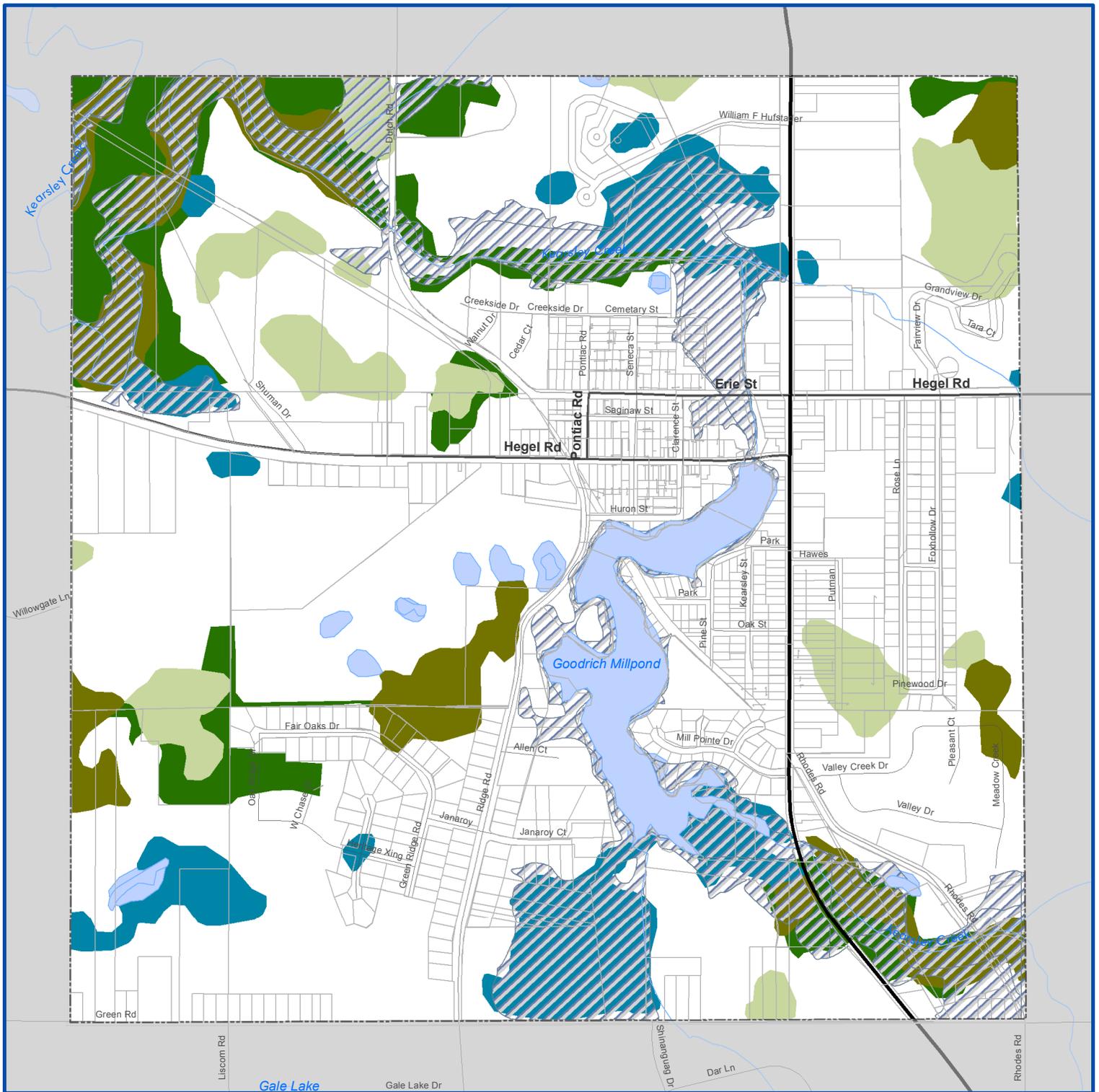
Existing land use and the quality of site development influences the community image. The intensity of development compared to the surrounding township helps identify Goodrich as a separate community. Because Goodrich's concentrated land use identifies it as a village, it has the opportunity to provide both contrast to the lower density development in Atlas Township and a community identity to residents.

The historic downtown brick buildings and homes create a "sense of place". In contrast, the auto-oriented commercial strip along M-15 is similar to many other commercial strips. A motorist 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 State that could expand the Central Business District out to M-15 in the Future Land Use Map.

### *2007 Existing Land Use*

Development within the Village limits in 2007 was inventoried and mapped using the generalized land use categories described on the following pages. The physical distribution of land uses is illustrated on Map Three. Acreage for each land use category is, and compared with a similar inventory in 1990 noted in Figure 4. Similar to the 1990 inventory, the 2007 Master Plan update inventory generally determined existing land use by calculating land cover area, rather than land ownership (for example, a 10 acre parcel with a single family house on one acre was mapped as one acre of single family and nine acres of vacant, since potentially the remaining 9 acres could be developed in the future; this does not apply if the remaining 9 acres could likely not be further developed).

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 17 years, including development of vacant and agricultural lands into over 320 acres of additional single family residential neighborhoods. Some reconfiguration of the cement operation on the west side of M-15 resulted in an increase in industrial land, and several areas of office and commercial development along M-15 resulted in a modest 30% increase in the Commercial and Office category.



Map Two

# Natural Features

Village of Goodrich Master Plan

- 100-Year Floodplain
- Woodland
- Forested Wetland
- Emergent Wetland
- Scrub-Shrub Wetland
- Water

Note: This map is intended to depict the general location of natural features and to serve as a guide for community-wide planning. This map does not create any legally enforceable presumptions regarding whether property that is or is not included on this map is in fact a regulated wetland or floodplain. There may be areas not shown on this map that are subject to regulation. This map should not be considered a substitute for on-site field inspections conducted by certified professionals which is necessary to delineate the precise boundaries of regulated and/or protected natural features.



July 2008  
 Data Sources: MiCGI, FEMA, NWI, Wade-Trim,  
 Village of Goodrich, LSL Planning, Inc.





**Figure 4. Existing Land Use Acreage**

	1990	2007	% Change
Residential	127.0	456.2	259%
Commercial and Office	35.6	46.3	30%
Industrial	4.0	11.9	197%
Public/Semi-Public	150.5	178.8	19%
Agricultural	360.0	34.1	-91%
Vacant, Roads, and Water	748.1	731.7	-2%
TOTAL*	1,425.2	1,459.0	

*\*Different total related to discrepancies in calculation, not actual loss of land area.*

**Existing Land Use Categories**

**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** is a broad category which includes 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.

**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 and mineral extraction and trucking uses.

**Public/Semi-Public** indicates public parks, private recreation (the golf course), churches, government buildings, the hospice, and schools.

**Agricultural** includes stables and other agricultural operations and accessory uses.

**Vacant/Right-of-Way** is a category which includes open space (includes wetlands, forests and other areas), utility stations and easements, and public street rights-of-way.

### *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.

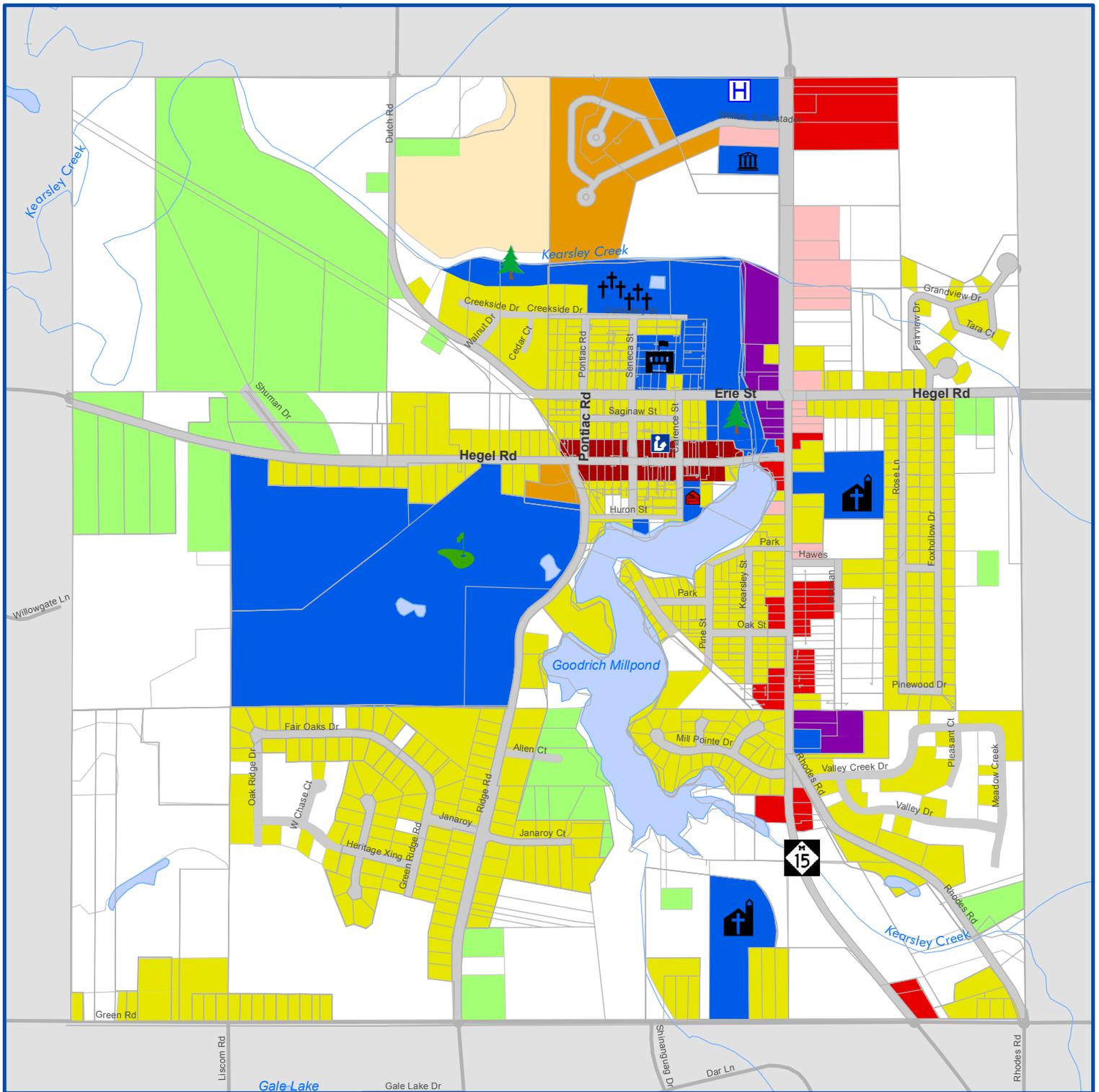
One of the goals of this Plan is to establish a vision for the future land use that balances the desired distribution of land uses for the whole village with the compatibility of adjacent land uses. This goal requires that existing land use conflicts be evaluated and eliminated or reduced over the life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

**The gravel/cement plant** located along M-15 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 uses associated with this use are unattractive and detract from the aesthetic quality of the area and the overall image of the Village.

**Homes and businesses located near sensitive wetlands and the Mill Pond.** Although there is not currently a serious problem, caution should be exercised to protect Goodrich's 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 this conflict.



Map Three

# Existing Land Use

Village of Goodrich Master Plan

- Agricultural
- Very Low Density Single-Family Residential
- Low and Medium Density Single-Family Residential
- Multiple-Family Residential
- Central Business District
- General Commercial
- Office-Service
- Industrial
- Institutional
- Right-of-Way
- Water
- Vacant



**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.

**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.

The fragmented and poorly setback **mixture of uses along M-15** 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, office, and residential uses along M-15, and divides the corridor into more distinct use areas. Some of the isolated residential structures may gradually be converted to office or low intensity commercial uses that share access and have coordinated parking and circulation 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. Existing, concentrated areas of residential (three or more adjacent homes) should be protected through buffering and zoning. The key long range consideration of redevelopment at these locations should be with larger sites (combination of lots) 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.

**Entryways along M-15** 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 should be defined through additional landscaping and high-visibility entrance signage with a coordinated theme to support the M-15 corridor and the Downtown.

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 some headway has been made in the last 10 years to reduce these problems, further progress can be made in the future.

## Transportation System

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.

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

### Current Traffic Patterns

Over the past decades, the increasing long distance commuting patterns have increased traffic volumes significantly. While the Village’s location along M-15 provides easy access to I-75 and I-69, it 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 a number of 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.

*Figure 5. Average Daily Traffic on M-15*

	1983	1989	2006	Annual % change 83-89	Annual % change 89-06
North of Village	6,600	10,400	14,300	9.6%	2.1%
South of Village	6,500	9,060	15,000	6.5%	3.8%

Source: Michigan Department of Transportation

### Traffic Impacts of Land Use Decisions

The increasing traffic volumes emphasize the importance of considering long term traffic impacts created by land use decisions. The Village should ensure that development is consistent with overall community goals and can be served by cost-efficient services and transportation facilities.

## 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.

The Michigan Department of Transportation has 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 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, and the unrealized action items have been carried over and emphasized in the next chapter's State Road/M-15 Corridor action items. 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.

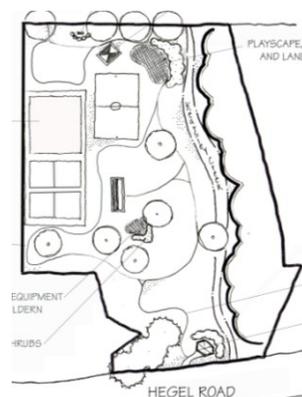
More recently, the **M-15 Access Management Plan**, finalized in December 2004, outlines a set of improvements related to driveway access (access management) and a coordinated review procedure for developments along M-15 to continuously improve safety and maintain capacity as new developments come in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

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.

## Non-Motorized Transportation

Pedestrian pathways separate from the roadway have been installed in several areas of the village pursuant to the Parks and Recreation Plan. Two pathways in the village connect Atlas Township/Goodrich High School with Oaktree Elementary, and runs the length of State Road (M-15) as part of the M-15 Recreational Heritage Route. Additional details about funding, concepts, and plans for parks and pathways can be found in the Genesee County Regional Trail Plan 2007 and the Goodrich Parks and Recreation Plan.



## Community Facilities and Services

Community facilities, including the parks, schools, and places of worship, are important contributors to the quality of life residents have come to expect and enjoy 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 Department** service is funded through a millage assessment in the Village. The new Village/Township fire station is located adjacent to the Mill Pond downtown.
- **Police** coverage for the Village is provided by the Genesee County Sheriff Department.
- **Public School** district includes an elementary school located in the Village north of downtown near Goodrich Commons. Secondary schools that serve Goodrich children are located in adjacent communities.
- **Garbage Collection** is handled by a private firm under contract with the Village.
- **Village Library** is in an historic downtown building owned by the village. The library is part of the Genesee District Library Association with funding provided annually from the village and Atlas Township.
- **Village Parks**, including Goodrich Commons and several other pieces of property owned by the village for recreation and open space, provide opportunity for recreation and relaxation close to home. Additional details can be found in the Parks and Recreation Plan.
- **Road Maintenance** is provided by the village for all roads in the village limits, except for M-15 (maintained by the State) and Green Road (maintained by the County).

# 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. 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. The Plan is intended to ensure that continued development is high quality and complements the Village Atmosphere.



## Master Plan Goals, Objectives and Action Strategies

The Action Plan is divided into the following six planning categories, to correspond with the elements of the Master Plan analysis:

- Land Use and Community Image (including Future Land Use)
- Downtown Goodrich
- Environmental Preservation and Recreation
- Transportation
- State Road/M-15 Corridor Plan
- Community Facilities & Services
- Intergovernmental/Agency Cooperation and Public Involvement

### **MASTER PLAN MISSION STATEMENT:**

*To provide a visionary outlook to guide 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 lifestages and income levels, particularly for housing.*

Each category has an identified goal for the year 2017, issues which should be addressed, planning objectives, and action strategies (implementation). The goals, objectives and 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 in Goodrich. Thus, this section of the Plan must be reviewed and amended periodically.

Format of the Action Plan (example):

**Planning Category**

**Year 2017 Goals:** *The goals are long range, broad policy descriptions of the desired physical and social character when Goodrich approaches the end of this 10-15 year planning horizon. These are statements of "where Goodrich wants to as it approaches 2017."*

**Issue:** Issues were identified throughout the planning process; through interviews, public workshops, data analysis and the survey of citizens and businesses.

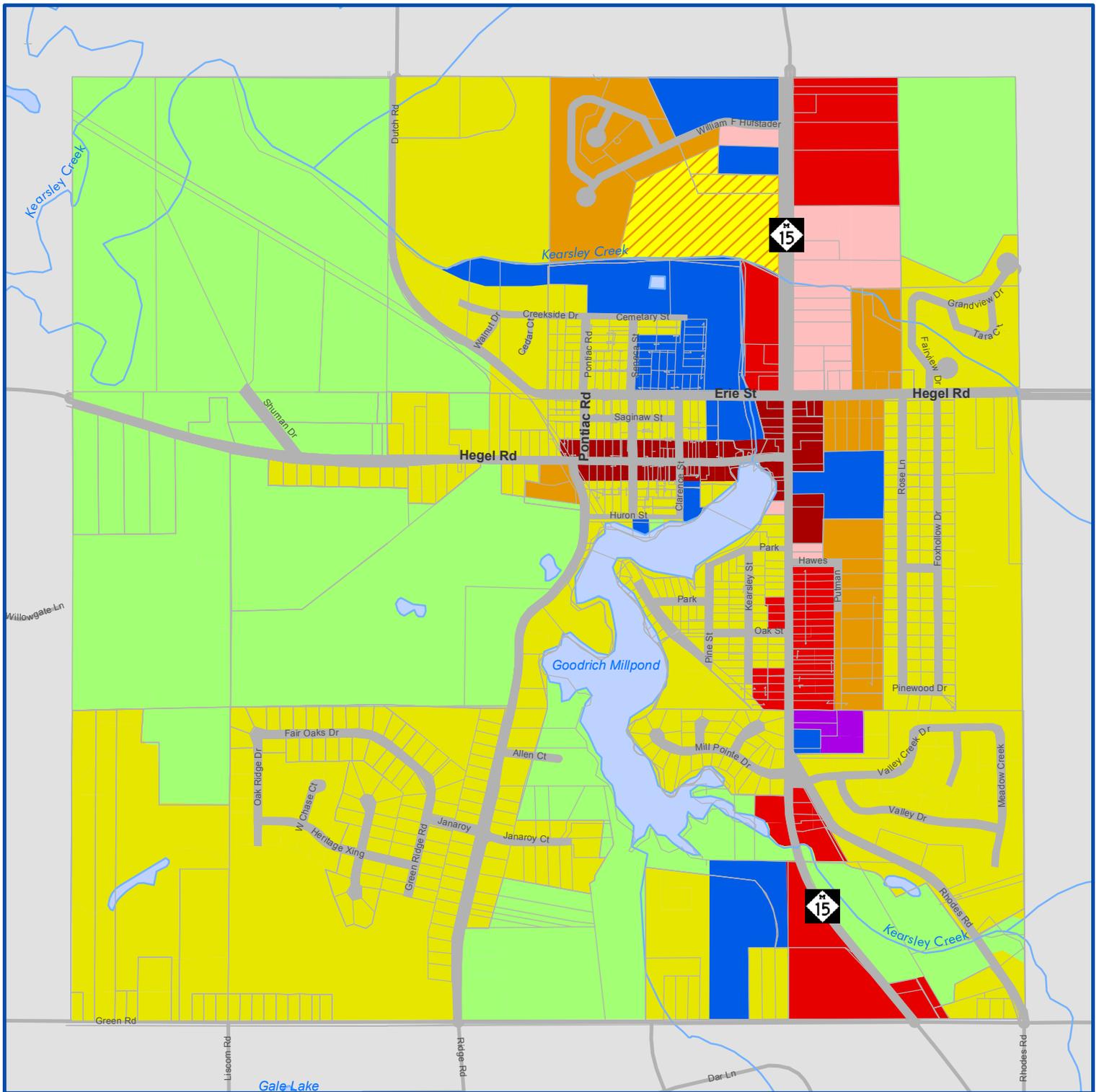
**Objective:** Objectives describe, in a general fashion, how the Village of Goodrich hopes to address the issues and attain the long range goals. These objectives should be referenced when decisions are contemplated to ensure that actions are consistent with the Master Plan. Actions aimed toward achieving the objectives should be made continuously over the next ten to fifteen years.

**Action strategies:** The strategies are specific, measurable, actions which, if implemented, will help achieve the goal. These are the Master Plan recommendations, their rationale, and the implications. The strategies are numbered for easier reference to the corresponding issues and objectives.

**Priority:** listed as being high, moderate, or low priority, based on the survey findings and discussions at master plan workshops. Some strategies are tied to progress or achievement of other actions.

**Time frame:** is given as being immediate (1 year or less), short range (1-5 years), medium range (5-10 years) and long range (more than 10 years). A few are listed as "on-going" and should begin implementation within 1 year of Plan adoption. Some actions that are considered "high" priority may still be listed as having a medium or long range timeframe due to start-up costs or activities needed before implementation can begin.

**Responsibility:** for implementation of the strategy is assigned to the Village, county, agency, resident groups, chamber of commerce, private businesses, Michigan Dept. of Natural Resources (MDNR), Michigan Dept. of Transportation (MDOT), etc, where appropriate.



Map Four  
**Future Land Use**  
 Village of Goodrich Master Plan

- Very Low Density Residential
- Office-Service
- Low Density Residential
- Industrial
- Medium Density Residential
- Institutional
- Planned Unit Development
- Right-of-Way
- Central Business District
- Water
- General Commercial



July 2008  
 Data Sources: MiCGI, Wade-Trim,  
 Village of Goodrich, LSL Planning, Inc.





## **Land Use and Image**

**Year 2017 Goal:** *In 2017 Goodrich will still be a high quality, primarily residential, community with a variety of housing types for all income levels. Desirable commercial uses will continue to be located in the revitalized Downtown and along the well managed M-15 commercial corridor; additional development has been accommodated without loss of valued environmental resources or the distinct Village character.*



**Issue L1.** There are many land use conflicts throughout the Village. Existing conflicts should be eliminated and steps taken to prevent future conflicts.

**Objective L1.** Reduce the impact and promote the gradual elimination of conflicting or incompatible land uses through gradual elimination, relocation, redevelopment, adaptive reuse or addition of sufficient buffering.

### **Strategies:**

**L1a.** Amend zoning map to designate significant conflicting uses as non-conforming, thus establishing greater control over their future.

Priority: High

Time Frame: Immediate

Responsibility: Village of Goodrich

**L1b.** Establish more restrictive Special Land Use standards in the Zoning Ordinance for sensitive uses (schools, golf courses, high traffic generators, uses which pose a greater threat to the sensitive environment, etc.) such as landscape/buffer requirements, upgraded parking standards, and locational criteria.

Priority: High

Time Frame: Immediate

Responsibility: Village of Goodrich

**Issue L2.** How can the Village accommodate growth while protecting the Village's heritage?

**Objective L2.** Develop a future land use plan to guide zoning decisions, promote the residential character, limit strip commercial and help preserve natural resources.

**Strategies:**

**L2a.** Village decision-makers should refer to the Future Land Use Plan, including the Future Land Use Plan Map, illustrated and described on the following pages, when making any land use and zoning decisions. Compliance with the plan should be one of the key criteria used in making zoning decisions. The Village Zoning Map should be annually reviewed, and amended if necessary, to comply with the Future Land Use Map. The map should be reviewed by the Planning Commission and Council each year and modified as conditions change.

Priority: High

Time Frame: Immediate

Responsibility: Village of Goodrich

Action Plan: Land Use & Image

**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.

**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)** 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, 1-4 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.

**Medium Density Residential (MDR, 4-12 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 (C)** 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)** are 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** 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.

**Issue L3.** Goodrich needs to preserve neighborhoods and historic buildings.

**Objective L3.** Preserve and upgrade existing neighborhoods and historic structures, while accommodating new development.



**Strategies:**

**L3a.** Protect the long-term stability of neighborhoods through adequate code enforcement, buffering homes from incompatible uses, protection through zoning and possible adoption of a blight ordinance.

Priority: High

Time Frame: Short term

Responsibility: Village of Goodrich

**L3b.** Explore and promote home rehabilitation programs (depending upon the availability of county or federal funding). The Village could also initiate its own a low cost painting program or other programs for low income homeowners and renters.

Priority: Medium

Time Frame: Short term

Responsibility: Village of Goodrich, Genesee County

**L3c.** The Village should participate in any "renter education" programs in the future. These are programs which teach renters of the importance of establishing good references, credit, etc.

Priority: Low

Time Frame: Long term

Responsibility: Village, County, State

**Issue L4.** Goodrich needs housing for people of all income groups and lifestyles.

**Objective L4.** Encourage development of a wide variety of housing styles, types and prices without disrupting the positive character of existing residential areas. Ensure that some of the new residential development is affordable for young families, persons with low-to-moderate incomes, and the elderly.

**Strategies:**

**L4a.** Promote the development of special housing for the elderly (either non-profit or private) in a location within walking distance of the Downtown and grocery store. This could be complemented by establishing a senior center in the Downtown, jointly funded by Atlas Twp.

Priority: Moderate

Time Frame: Medium range

Responsibility: Village of Goodrich, Atlas Twp., Genesee County, MSHDA, Farmers Home Admin.

**L4b.** Amend the Village Ordinances to promote affordable housing which meets local market preferences through flexible street width standards, acceptance of lower setback dimensions, reduced lot area requirements and allowance for planned unit developments and "clustered" or open space residential developments.

Priority: Moderate

Time Frame: Short range

Responsibility: Village of Goodrich

**L4c.** Maintain and enhance communication and concurrent reviews with various review agencies (Michigan Departments of Natural Resources and Commerce, Genesee County) to minimize delays/costs.

Priority: High

Time Frame: Short range

Responsibility: Village of Goodrich

## Downtown Goodrich

**Year 2017 Goal:** *In the year 2017, the Downtown will be attractive, structurally sound and vibrant, offering a distinct and exciting commercial focal point for the community.*

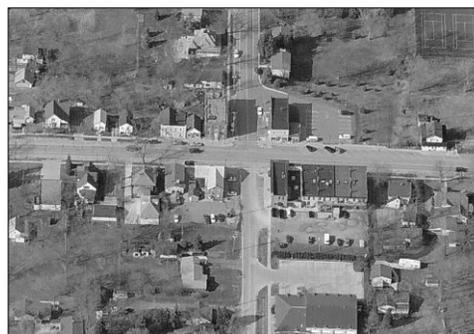


**Issues D1.** How can Goodrich attract business to the Downtown? Businesses tend to be attracted to M-15 instead of Downtown. Retail, office and restaurant uses are virtually non-existent Downtown, attracting few patrons and offering little spin-off potential for prospective uses.

**Objective D1.** Downtown's long-term success will depend, at least in part, on its ability to grow and accommodate new businesses and activities. Provision of area to expand and adequate and safe parking is a key.

### **Strategies:**

**D1a.** Continue to encourage a compatible, complementary mix of convenience retail and service uses in the Downtown. Encourage CBD-oriented businesses to expand east to and along M-15 and a short distance north and south (as illustrated on the Future Land Use Map) to create a strong visual marker along the through route announcing the Village and Downtown area. Emphasis should be given to retail and high volume service uses on the ground level; office/service and apartments upstairs.



Priority: High

Time Frame: Short term

Responsibility: Village of Goodrich, Chamber of Commerce

**D1b.** A bed and breakfast inn should be encouraged in the Downtown, commercial or office uses should be encouraged on the first floor of all buildings east of Clarence, and a restaurant near the Mill Pond would add a unique dimension to the Downtown. Themes and uses could be geared toward recreation enthusiasts interested in the M-15 Recreational Heritage Route on the east end of the Downtown.

Priority: Moderate

Time Frame: Short to medium range

Responsibility: Village, Chamber of Commerce, developers

**Issue D2.** While inroads have been made in the last decade to increase the aesthetics and vibrancy of the Downtown, some elements are still unattractive and several property

owners are absentee landlords and apparently have little interest in improving their buildings.

**Objective D2a.** The Downtown should be oriented toward the pedestrian. It should be a safe, convenient, attractive and enjoyable experience to walk through Downtown. While variety and diversity should be encouraged in the Downtown, there should also be a unity in the business district.

**Objective D2b.** The Downtown should capitalize on the presence of the Mill Pond, Park, and M-15 Recreational Heritage Route. They are unique natural and recreational features which could greatly enhance the business district if given a more prominent presence through design, public facilities projects, and events.

**Strategies:**

**D2a.** Continue creation of a "Village Center" at the intersection of Hegel and Clarence with trees, benches, brick pavers in the sidewalk, curb extensions ("bump-outs") at the corner and a town clock. Implementing these strategies will support the downtown plan as well as calm traffic and improve the aesthetics of the M-15 corridor through the village. Downtown building facades should conform to established guidelines which will provide a high-quality, distinctive, harmonious character to the district (see Downtown Plan).

Priority: Moderate

Time Frame: Short to medium range

Responsibility: Village of Goodrich, Chamber of Commerce, County, business owners

**D2b.** Take advantage location near the Mill Pond and Commons by creating a physical and visual link with light fixtures, landscaping, pavement, an upgraded park entry, brick pavers, seating areas, ornamental plantings, overlook, etc. Efforts to create a stronger, apparent link between the Downtown and the M-15 Recreational Heritage Corridor would provide another reason for tourists and recreation enthusiasts to visit the village.

Priority: Moderate

Time Frame: Short to medium range

Responsibility: Village of Goodrich, Park and Recreation Plan/Committee, Chamber of Commerce, business and private donations, Michigan DNR (funding).

**D2c.** Downtown promotion and leadership is needed to help develop activity spaces, organize community events (sidewalk sales, concerts, festivals, recreational events) and coordinate advertising.

Priority: Moderate to high

Time Frame: Short range

Responsibility: Village of Goodrich, possible Downtown Development Authority, Chamber of Commerce, businesses

**D2d.** As development occurs in the Downtown, the village should investigate upgrading the traffic control at the Hegel/Clarence intersection (red flasher, pedestrian activated light, etc.)

Priority: Low

Time Frame: Medium to long range

Responsibility: Village of Goodrich, County Road Commission



## Environmental Preservation and Recreation

**Year 2017 Goal:** *In the year 2017 Goodrich will have maintained and improved residents' quality of life through preservation of important environmental features, and the provision of quality recreational facilities and programs for all age groups.*

**Issue E1.** Water quality of the Mill Pond has significantly improved in the last decade, but renewed and continued vigilance is needed to ensure it remains a viable amenity.

**Objective E1.** Revive and re-emphasize past efforts to improve public education and understanding of the sensitivity of the Mill Pond, including actions needed by individuals to continue the improving quality of the Pond.

**Strategies:** Education and Citizen Initiatives.

**E1a.** Revive and revise past educational campaigns to make residents aware of the negative impacts on the water system resulting from the use of lawn fertilizer, washing cars with soap, dumping motor oil into the ground, raking leaves and lawn clippings into the Mill Pond, and burning them along the shore,



Priority: High

Time Frame: Short range

Responsibility: Village of Goodrich, County, MDNR

**E1b.** Residents should be encouraged to test their soils before fertilizing to minimize use of the wrong chemicals or over fertilizing. For example, lawns may not need the phosphorus included in many fertilizer products; lawns near the Mill Pond and creek should not be fertilized in the late fall. Residents should contact the County Cooperative Extension Service or U.S. Soil Conservation District staff for explanations on the testing process and impacts of fertilizer. The village should make informational materials available at the village office and at village events to increase awareness.

Priority: High

Time Frame: Short range

Responsibility: Village of Goodrich, County, MDNR, residents

**Issue E2.** Long range environmental concerns, such as solid waste, need to be addressed in the future.

**Objective E2.** Promote recycling as new markets for recycled goods are created over the timeframe of this Plan. Monitor studies for any type of waste facility in the area.

**Strategies:**

**E2a.** Promote resource recovery (recycling) locally through citizen/business educational programs, in joint efforts with Atlas Township, other nearby communities, the Genesee Co. Solid Waste Management Plan, and with private waste hauling firms. A recycling station for plastic milk jugs, tin, aluminum and glass could be installed at a convenient

location in the Village or at the Atlas Township Hall (when markets for recycled goods improve).

Priority: Moderate

Time Frame: Short range

Responsibility: Village, County, Atlas Twp. residents, Chamber of Commerce, MDNR, Mich Dept. of Labor/Community Services Div.

**E2b.** The Village administration should take the lead on a recycling program. Village stationary should be on recycled paper. The proposed Village newsletter could identify nearby used oil collection sites, explain where solid waste generated in Goodrich goes, updates on recycling, etc.

Priority: High

Time Frame: Immediate to short range

Responsibility: Village of Goodrich



**Issue E3.** Park and recreation improvements will be needed as the area's population grows, but residents prefer that local funding be targeted for schools and other services.

**Objective E3a.** The Village Commons should be upgraded and public areas along the Mill Pond expanded.

**Objective E3b.** The Village and township should work jointly to improve parks and recreation facilities, and provide special activities for seniors and teens.

**Strategies:**

**E3a.** The Village should define the entrance to the Commons, improve access between the Commons and the Mill Pond. Park facilities should be maintained and improved in conjunction with the elementary school facilities.

Priority: Low

Time Frame: Medium to long term

Responsibility: Village, Goodrich Schools, Atlas Twp.

**E3b.** Construct an activity center for seniors and teens, preferably in the Downtown. The facility and activities would be directed by a committee that should include senior citizens and teenagers.

Priority: Moderate

Time Frame: Short to long term

Responsibility: Village, Atlas Twp. Atlas Schools, MDNR, County

**E3c.** Construct park/ball fields in or near the southern part of the Village, as development occurs.

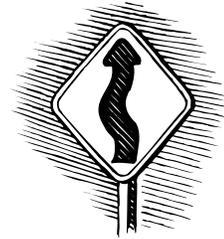
Priority: Low

Time Frame: Short to long term

Responsibility: Village of Goodrich, Atlas Twp., MDNR (funding)

**Transportation**

**Year 2017 Goal:** *Goodrich will have an efficient and safe system for all modes of transportation (motor vehicles, pedestrians, and bicyclists), but streets and traffic will not dominate the Village atmosphere.*



**Issue T1.** Condition of roads needs to be improved. The Village has jurisdiction over all the roads in the Village, with the exception of M-15 (MDOT) and Green Road (Genesee Co. Road Commission).

**Objective T1.** Improve the conditions of the roads in a cost effective manner and pave where necessary; however, street improvements to accommodate traffic should be secondary to retaining the Village atmosphere.

**Strategies:**

**T1a.** Maintain, and review annually, a system to rank short and long range roadway improvements and paving of dirt roads. Priorities should be established for streets functioning as a major street (M-15, Hegel, Ridge, Erie), with poor surface/base conditions, average daily traffic volumes of over 2000 vehicles per day. This could be implemented as part of an annual Village Capital improvement Program (C.I.P.). A special millage for street paving may be needed in the future.

Priority: High  
Time Frame: Short term, annual on-going  
Responsibility: Village

**T1b.** Downtown circulation and appearance should be improved through repaving Hegel Rd. and repairing curbs and sidewalks.

Priority: Moderate  
Time Frame: Short range  
Responsibility: Village

**T1c.** In conjunction with on-going improvements to the roads, the Village should continue to incorporate projects to improve and expand the non-motorized systems (sidewalks, pathways, and bike lanes) as part of the C.I.P., following the recommendations of the Genesee County Regional Trail Plan 2007 and the Goodrich Parks and Recreation Plan.



Priority: Moderate  
Time Frame: On-going  
Responsibility: Village

### State Road/M-15 Corridor Plan

This section of the Action Plan incorporates the content of 1999 Goodrich State Road/M-15 Corridor Plan by reference and emphasizes elements of that plan that have not already been implemented.



**Year 2017 Goal:** *Management of the anticipated continued growth along the M-15 corridor will be consistent with the established quality of life in the Village by carefully regulating access patterns, site design, architectural features, and signage.*

**Issue M1.** How can Goodrich prevent the loss of the sense of place as development pressure and traffic volumes continue to increase along M-15?

**Objective M1.** Implement the recommendations of the Goodrich State Road/M-15 Corridor Plan to systematically improve the image of the M-15 corridor.

**Objective M2.** In concert with the Goodrich State Road/M-15 Corridor Plan, build on the recently completed M-15 Access Management Plan to protect the public investment in the road system (particularly M-15) by controlling land use, access and setbacks along major roads to minimize congestion, accident potential and the need for expensive road improvements.

**Objective M3.** Continue to promote strict regulation of signs, limiting or prohibiting portable signs, banners and billboards, encouraging and regulating an increase in landscaping, and development of entry identity zones which distinguish Goodrich from other communities along M-15.

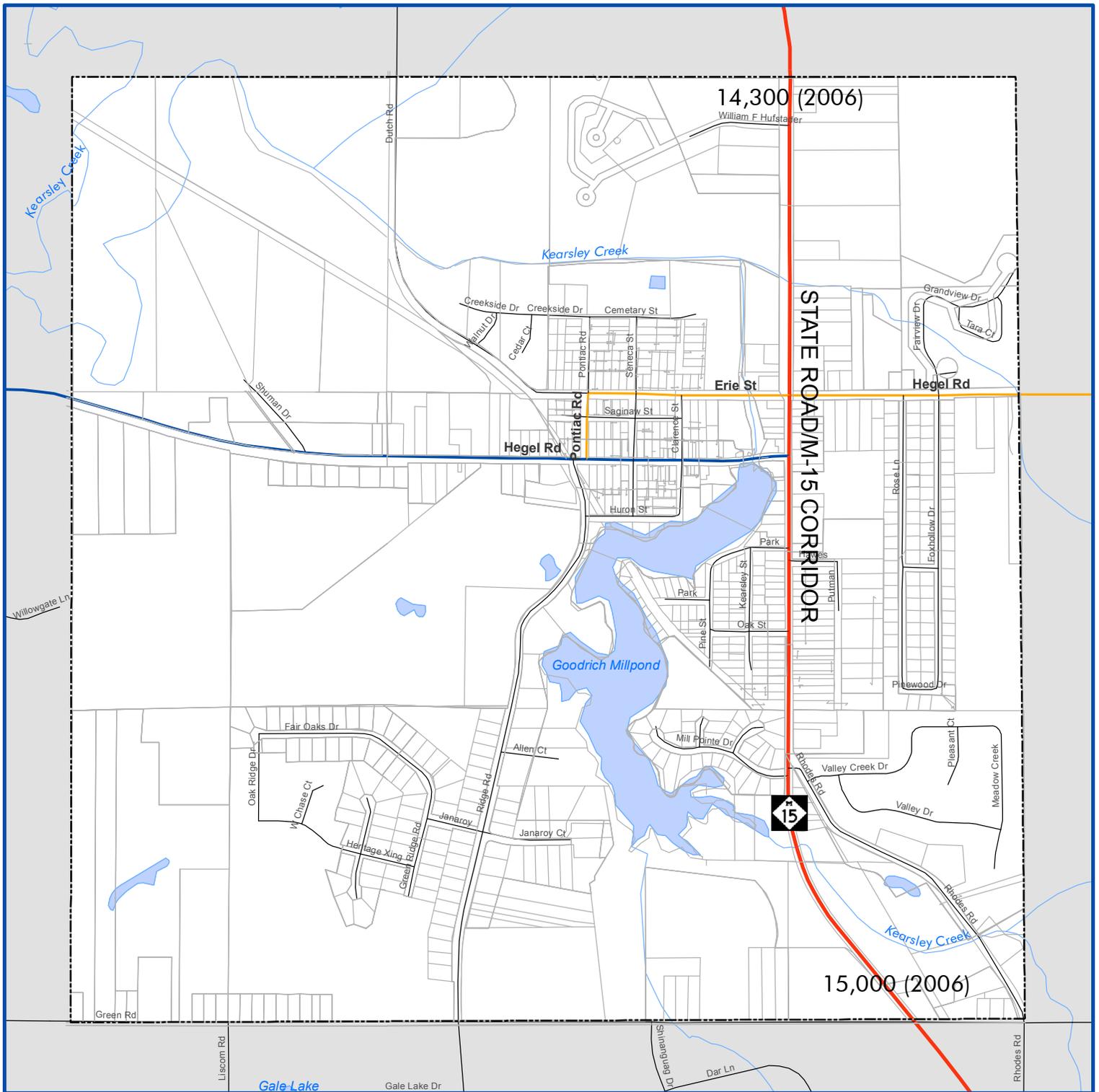
**Objective M4.** Minimize future potential negative impacts on property and buildings along M-15 by encouraging new development on the east side of the road to be setback at least 15 feet from the right-of-way line to accommodate any future potential expansion of the roadway by MDOT.

**Strategies:** All are High Priority recommendations and lie within the responsibility of the Village including Planning Commission and Council.

**M1a.** Amend the Village of Goodrich Zoning Map to implement the land use recommendations on the Master Plan Future Land Use Map along the M-15 Corridor.

**M1b.** Amend the Village of Goodrich Zoning Ordinance to provide design standards for the CBD, including specific gateway standards.

**M1c.** Continue to implement and enforce the architectural guidelines set forth in the site plan review section of the zoning ordinance.



Map Five

# Transportation

Village of Goodrich Master Plan

MDOT Functional Classification

— Principal Arterial

— Minor Arterial

— Collector

— Local Street

2,500 Average Daily Traffic



July 2008

Data Sources: MiCGI, Wade-Trim, MDOT, Genesee County Village of Goodrich, LSL Planning, Inc.,



LSL Planning, Inc.  
Community Planning Consultants



**M1d.** Coordinate between adjacent property owners in the Village to install the described gateway design features.

**M1e.** Include requirements in the Zoning Ordinance to accommodate pedestrian orientation for all development, especially along M-15 and Hegel Road.

**M1f.** Provide regulations in the site plan review or non-conforming section of the Zoning Ordinance to address the gradual upgrade of non-conforming sites (to encourage progress toward standards).

**M1g.** Provide protection for existing single family homes which are currently classified as non-conforming uses to allow resale to homeowners.

**M1h.** Accommodate a reasonable amount of arterial commercial activity along the M-15 corridor while discouraging a continuous commercial strip (see M-15 Access Management Plan and Future Land Use Map).

**M1i.** Develop strong visual entries to Goodrich at the north and south ends of M-15 by eliminating or discouraging unattractive signs/billboards, portable signs, banners, streamers and unscreened outdoor storage, emphasizing the views of natural features and strengthening the visual link to the Downtown.

## Public Facilities & Services

**Year 2017 Goal:** *Goodrich will provide quality and cost effective facilities and services meeting the quality of life needs of residents and businesses, resources for maintaining and improving the facilities and services available.*



**Issue P1.** Fire and police protection demands and costs will continue to rise.

**Objective P1.** Safe, responsive and cost effective police, fire and emergency services.

### **Strategies:**

**P1a.** Frequently evaluate different potential Police and Fire coverage plans, including a joint Police/Fire Department Board with Atlas Township.

Priority: Moderate

Time Frame: On-going

Responsibility: Village, Atlas Twp., Police/Fire Depts., County Sheriff, Michigan State Police

**Issue P2.** Maintaining and improving the quality of education is considered essential, but may require additional millage. The local elementary school is already at capacity. Anticipated development will result in crowded classrooms and eventual need for school expansion.

**Objective P2.** Retain and continue to improve the quality of education in the area.

### **Strategies:**

**P2a.** Redesign, modernize and expand the existing elementary school in the Village; adding sufficient parking. The school and Village may need to agree on joint use of the Commons for playground equipment.

Priority: Moderate

Time Frame: Short to medium term

Responsibility: Village, Goodrich Area Schools

**P2b.** The Village should support other expansions needed by the Goodrich Area Schools. School consolidation may need to be considered as a long term, cost-effective action.

Priority: Moderate

Time Frame: on-going

Responsibility: Village, Goodrich Area Schools

**Issue P3.** The increased population and zoning ordinance standards will place an increased burden on the Village staff, elected officials and planning commission members. New facilities and services will be needed. Public demands and activism will likely increase as growth occurs. The expectations and desires of new residents may clash with those of long term residents.

**Objective P3.** The Village should provide the resources necessary to implement the Master Plan in a cost-effective manner. Communication with the public should continue to receive special emphasis.

**Strategies:**

**P3a.** Retain and expand community facilities and services both within the Village and beyond its borders, emphasizing the special needs of certain groups such as low-moderate income households, physically handicapped, teenagers and the elderly. This may include park improvements and expansion, property acquisition, library improvements, bike path construction, development of a teen and/or senior center, etc. (See recreation section).



Priority: High

Time Frame: on-going

Responsibility: Village, Atlas Twp., library, County

**P3b.** Developers may elect to assist in funding public improvements, such as street and intersection projects, and expansion of the sanitary sewer system.

**P3c.** The Village should publish a quarterly newsletter with articles identifying new projects, providing education on recycling and Mill Pond clean-up efforts, profiles of new businesses, announcement of Downtown events and library programs, profiles on life-long residents; articles by staff, residents, high school students, elderly residents, etc. The newsletter could be developed jointly with Atlas Township. Annual volunteer editors could be used.

**P3d.** Village leaders and staff will need to keep informed of new planning tools, building codes, funding programs, etc. through seminars and special meetings. The master plan and zoning ordinance should be reviewed annually and amended as needed.

**P3b-d:** Priority: Moderate

Time Frame: varies, generally on-going

Responsibility: Village of Goodrich

**Intergovernmental Agency Cooperation And Public Involvement**

**Year 2017 Goal:** *The Village, township, county and area agencies will work cooperatively on planning decisions which may affect Goodrich; Village residents of all age groups will undertake leadership roles and promote decisions which are responsive to citizen concerns while ensuring long term benefits for the Village.*



**Issue 11.** The Village of Goodrich and Atlas Township share many services and need to cooperate. The decisions of both the Village and township, especially land use and zoning decisions, have an impact beyond their respective borders. Some Village residents feel they face a double Village/township tax, yet are not consulted in township decisions.

**Objective 11.** Cooperation between Goodrich and Atlas Township in directing and regulating development, and in making decisions which affect both communities.

**Strategies:**

**11a.** Develop compatible land use patterns along community borders through master plans and a system of notification on rezoning requests, site plan reviews, variance requests and other land use considerations. A formal agreement should be drafted and adopted by Goodrich and Atlas Township requiring that all requests for rezonings, Conditional Use permits (Special Land Uses) and other major developments within 1/2 mile of the Village/township boundary will be submitted to the other community for comment prior to action.

Priority: High

Time Frame: Short term

Responsibility: Village of Goodrich, Atlas Twp.

**11b.** Develop a joint Park and Recreation Master Plan, pursue a recreation/senior/teen center and submit a joint application to the Michigan Dept. of Natural Resources to assist in funding the design and construction of a bike path along Hegel Rd. (See recreation section.)

Priority: Moderate

Time Frame: Short term

Responsibility: Village of Goodrich, Atlas Twp.

**11c.** Consider an informal annual meeting between Village and township leaders to consider shared issues such as development activity, street improvements, drainage, parks & recreation, police/fire service, recycling, etc.

Priority: High

Time Frame: on-going

Responsibility: Goodrich, Atlas Twp., Genesee Co.

**Issue 12.** Goodrich has limited financial resources and authority. The Village is dependent upon the county and state for many services; communication and coordination are critical.

**Objective 12.** The Village should establish and maintain on-going communication with area agencies, keep involved in studies and have a role in developing improvements.

**Strategies:**

**12a.** The Village should improve coordination with all review agencies. Letters should be sent to the MDOT and Genesee County Road Commission (for streets with their jurisdiction) outlining the desired procedure for approving driveway permits. The road authorities should be requested to submit comments to the Village planning commission prior to approval of site plans or plats.

Priority: High

Time Frame: Short term

Responsibility: Village of Goodrich

**12b.** The Village should request studies at the Clarence/Hegel intersections as traffic and pedestrian volumes increase, by the Genesee County Road Commission. Traffic signals or other improvements to promote safety of motorists and pedestrians may be necessary.

Priority: Low Time Frame: Medium range

Responsibility: Village of Goodrich

**12c.** The Village should develop a procedure to ensure compliance with the state wetland act. This could include requiring a wetland determination for all projects in areas shown to exhibit wetland characteristics on the natural features map. Building permits should be contingent on a MDNR wetland permit.

Priority: High

Time Frame: Short range

Responsibility: Goodrich, MDNR.

**12d.** Concurrent reviews should be sought with the Michigan Department of Commerce when reviewing plats.

Priority: Moderate

Time Frame: Short term

Responsibility: Village of Goodrich

**Issue 13.** Citizens are becoming more active and demanding in managing growth. Public desires and expectations will likely change as new residents move into the area.

**Objective I3:** Continuous and productive public involvement in planning and other key decisions affecting the community.

**Strategies:**

**I3a.** Promote community pride and citizen participation through the educational system and leadership training: an annual Village open house, annual public forum (review of the years' activities), inviting student groups to meetings or to serve on committees, developing Village liaison groups, organizing Downtown "clean-up" days, programs to paint homes of elderly citizens, etc.

Priority: Moderate

Time Frame: on-going

Responsibility: Goodrich, Atlas Twp., Goodrich Area Schools, Chamber of Commerce

**I3b.** Periodic Village or Village/township newsletter (as described in the facilities and services section).

Priority: Moderate

Time Frame: Short term

Responsibility: Goodrich, Atlas Twp

