



# Master Plan

Public Hearing Draft March, 2025

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## City of Imlay City – Master Plan

PH Date

Adoption PC

Adoption City Commission

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James Blount, Co-Chairperson

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Craig Horton

### City Clerk/ Treasurer

Dawn Sawicki-Franz

Planning Consultant Services provided by:



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## Chapter 1 Introduction



Imlay City is a close knit community with a focus on family and small town living. Imlay City is located at the major intersection of M-53 (Van Dyke Road) and Interstate I-69. This provides for a variety of shopping and jobs due to the ideal location. People can enjoy the traditional downtown with historic homes or newer developments and housing options located off Van Dyke Road. The main community principals are listed below:

- Small Town Feel – Safe and Friendly
- Walkable Community
- Maintain Roots and Local Ties
- Quality School District
- Historic Character



The Master Plan was adopted in 2025 and included public engagement at various times and ways throughout the planning Process. The project to update the plan began early in 2024 and featured engagement through focus groups, community survey, visioning meeting, open house, and public hearing. The entirety of the Master Plan was evaluated and updated to reflect the desired future for the community. The main achievements of this plan are below:

- Improving Walkability
- Expanding Commercial Options (businesses in downtown, on Van Dyke, diversity)
- Expanding Housing Availability
- Maintaining and Improving Recreation/ Quality of Life
- Support and Investment into the Traditional Downtown



## What is a Master Plan

A Master Plan is a document that pulls together the goals, desires and vision of the community as they relate to land use. It acts as a "guide" for future land use decisions and provides a framework upon which the Zoning Ordinance, and any amendments, can be based. The City of Imlay City Master Plan identifies and examines current population, housing, utilities, natural resources, community facilities, transportation, and land use. The implications of each are analyzed and translated into a series of issues, goals and recommendations to be followed by the City. This effort culminates in the creation of a Future Land Use Plan, which identifies what the future land uses should be for all areas of the City for ten or so years. The Future Land Use Plan is the result of, and based upon, the entire master planning effort.

In short, the Master Plan is a well thought-out document that is intended to give long-term guidance to the daily decisions that must be made with regard to land use. Land uses and individual land use cases change over time. People request variances or question whether or not the Zoning Ordinance allows them to conduct a particular activity on their land. The Master Plan is a resource that can be referred to by the Planning Commission, Zoning Board of Appeals or the City Commission as they look to resolve questions relating to land use.



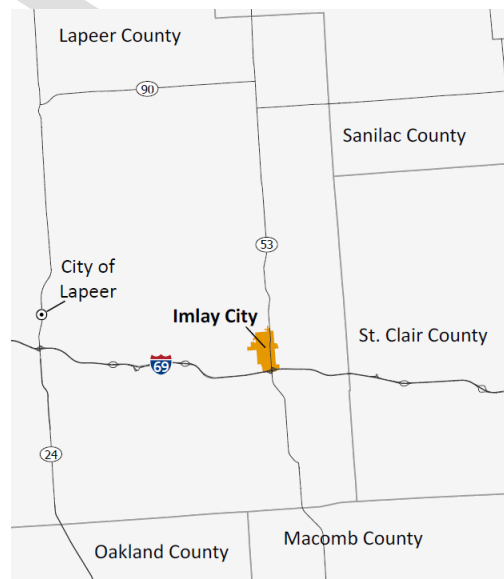


## Chapter 2 Community Profile



Imlay City is named after William H. Imlay who was an early settler in the area. The City's early growth was largely due to the existence of several railroads that traversed this area of Michigan. Established in 1870, the community's population reached 500 people within the first year and a half. By then, Imlay City contained a school, two hotels, four general stores, two hardware stores, a furniture store, a drugstore, two carriage and blacksmith shops, a saw and planing mill, a livery stable and an elevator. By 1914, the town began building around streetcar lines. (Source Imlay City Historical Society)

Imlay City has continued to grow since then and has become a comprehensive community that offers a full range of services to residents and the surrounding community. The City also has increasingly become a bedroom community for the metro Detroit area to the south.



Map 1-1: Location Map

In the 1930s, families began traveling to Michigan from Mexico to work on the farms. Some of those families settled here permanently, while others come back seasonally to work in the fields and the Vlastic pickle plant. The muck farms and pickle factory jobs were a primary pull to the Imlay City area. The Hispanic community began to grow in Imlay City, and today makes up around a third of the population of the City.

Imlay City is located in the southeast portion of Lapeer County, approximately 55 miles north of Detroit and halfway between Flint and Port Huron. The City encompasses 2.5 square miles and is located immediately north of Interstate 69, as illustrated on the map inset. Good highway access, including proximity to I-69 and I-94 and I-75 (via I-69) enhances Imlay City’s capability for long-term development and local and intra-county commerce.

## Demographic Information

Data used in the following sections is from the U.S. Census Bureau, American Community Survey 5-year Estimates, and Esri forecasts. This section includes information on total population, age breakdown of residents, and race and ethnicity. This section includes forecast information regarding the population and age group.

### Population Trends

**Table 2-1 compares** Imlay City’s historical population change with several surrounding communities, Lapeer County, and the State. Most communities saw modest population changes between 1980 and 1990, barring the City of Lapeer, which grew by almost 2,000 residents in this time. Analyzed places saw a significant population boom from 1990 to 2000. Imlay Township and Lapeer County were the only places in which the population increased between 2000 and 2010, a likely result of the Recession.

During this time, Imlay City lost 270 residents, a 7 percent decrease. In 2020, Imlay City’s population once again increased, experiencing a 2.9 percent growth. Imlay Township saw the only population decrease in this timeframe (-0.4 percent). The highest population for the City was in 2000 at 3,869. It is anticipated based on the changes in the last ten years and last forty years to see moderate increase in population size if housing growth is a policy of this Master Plan.

Table 2-1: Population Over Time

Place	1980	1990	2000	2010	2020	Change 2010-2020		Change 1980-2020	
						#	%	#	%
Imlay City	2,495	2,921	3,869	3,597	3,703	106	2.9%	1,208	48.4%
Imlay Township	2,238	2,143	2,713	3,128	3,115	-13	-0.4%	877	39.2%
Village of Almont	1,857	2,354	2,803	2,674	2,846	172	6.4%	989	53.3%
City of Lapeer	6,198	7,759	9,081	8,841	9,023	182	2.1%	2,825	45.6%
Village of Romeo	3,509	3,520	3,721	3,596	3,767	171	4.8%	258	7.4%
Lapeer County	70,038	74,768	87,904	88,319	88,619	300	0.3%	18,581	26.5%
Michigan	9,262,078	9,295,297	9,952,450	9,883,640	10,077,331	193,691	2.0%	815,253	8.8%

## Age Breakdown

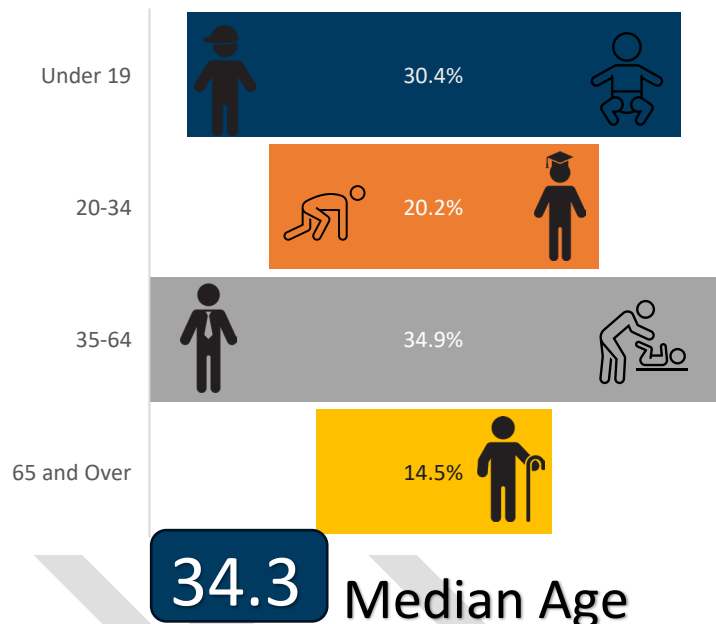
Compared to surrounding communities, Imlay City is on the younger side, with the highest range between age 25 to 34 at a third of the population. Another almost third of the population is under 19 indicating a strong family demographic within the City. The smallest population within the City are those who are 65 years or older (14.5%).

Similarly, every unit of government except Imlay City has a median age range within 5 years of the state average. Imlay City's median age of 34.3 is notably lower than the rest. The oldest community, barring the County, is Romeo with a median age of 43.9.

## Age Group Forecasting

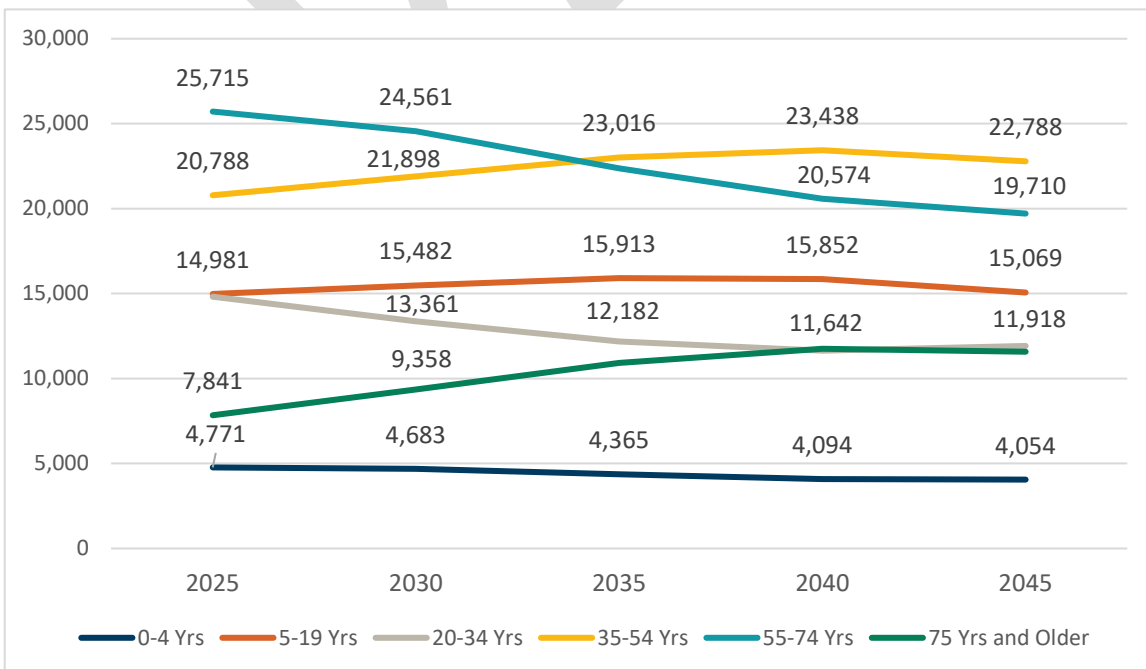
Lapeer County population trends through 2045 are based on a September 2019 report published by the State of Michigan Department of Technology, Management, and Budget. The report uses a population projection model that is based on arithmetic measure of population dynamics over time, which are calculated from age specific birth rates, death rates, and net migration. For this analysis county level data is used to help determine a general trend.

Figure 2-1: Age Breakdown



**34.3** Median Age

Figure 2-2: Age Group Population Forecast – Lapeer County



Source: Michigan Population Projections by County through 2045 by State of Michigan Department of Technology, Management, and Budget

According to the report, the population for Lapeer County is expected to decrease by the year 2045 to 85,115 citizens (a decrease of 3.9 percent from its 2020 population of 88,619) **shown in Figure 2-2**. Assuming that the Imlay City follows the Lapeer County trend, its population may also decrease by 3.9 percent from 3,703 in 2020 to approximately 3,559 residents by 2045. Over time, it is anticipated that the largest age group of 55 – 74 years will decrease with 35-54 years taking its place as the largest age group. The 19 years or younger age group stays relatively constant with a slight decrease over time. The age group with the most growth overtime is 75 years or older, while the age group Lapeer County is losing the most is 20–34-year-olds.

### Household Size

The number of persons per household constitutes household size. Since the 1970s, the nationwide trend has shown a decline in household size. This trend has occurred because of a number of reasons which include a declining number of children per family, higher divorce rates, and the growing number of elderly living alone.

If the household size of a community is lower than average, this means that new housing units might be necessary to accommodate more citizens needing suitable places to live. This can be true if the overall population of a community is declining and still cause strain on the housing network. Based on the 2022 American Community Survey 5-year estimates, Imlay City’s persons per household was 2.25 which is lower than the State of Michigan (2.45) and Lapeer County (2.54).

Table 2-2: Household Size

Place	Persons Per Household
Imlay City	2.25
Imlay Township	2.75
Village of Almont	2.44
City of Lapeer	2.09
Village of Romeo	1.99
Lapeer County	2.54
Michigan	2.45

Source: 2022 American Community Survey 5-year Estimates

Table 2-3: Household Types

Household Type	Imlay City		Imlay Township		Lapeer County	
	#	%	#	%	#	%
Married Couple Families	633	38.7%	822	72.7%	20,055	58.6%
Single Male Families	68	4.2%	25	2.2%	1,722	5.0%
Single Female Families	206	12.6%	65	5.7%	3,214	9.4%
Householder Living Alone	655	40.1%	152	13.4%	7,849	22.9%
Other Non-Families	73	4.5%	67	5.9%	1,399	4.1%
HHs w/ one or more people under 18	540	33.0%	379	33.5%	9,892	28.9%
HHs w/ one or more people 65 or older	402	24.6%	305	27.0%	10,050	29.4%
<b>Total Households</b>	<b>1,635</b>	<b>100%</b>	<b>1,131</b>	<b>100%</b>	<b>34,239</b>	<b>100%</b>

Source: 2022 American Community Survey 5-year Estimates

## Household Composition

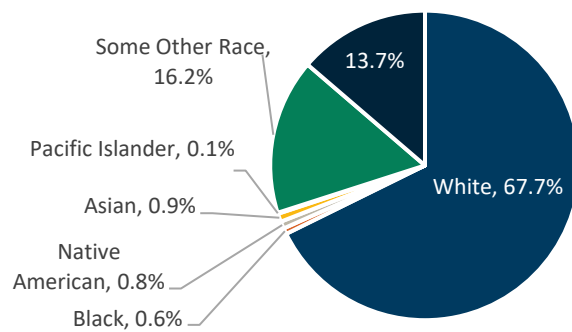
This section examines households in terms of the relationships among the persons who share a housing unit. Some households are families consisting of two or more persons related by blood, marriage, or adoption; while others are non-family households composed of persons living alone or with unrelated persons.

Household characteristics for the City and other surrounding communities based on 2022 data are compared in **Table 2-3**. The highest percentage of households in Imlay City are Householders Living Alone, at 40.1%. This percentage is nearly double in comparison to Lapeer County. About a third of the households are married couples which is significantly lower than the County average. Imlay City's statistics are otherwise consistent with other communities in the table, in that no percentages are the highest or lowest in any category among all places shown.

## Race & Ethnicity

Imlay City is the most diverse community of all places analyzed (Imlay Twp, Village of Almont, City of Lapeer, Village of Romeo). Moreover, those identifying as having Hispanic Origin account for one third of all residents. This is roughly six times higher than the County. The highest demographic is white at 67.7%. The third largest group is some other race (16.2%). The next largest group is two or more races (13.7%).

Figure 2-3: Racial Breakdown



## Summary Conclusion

Imlay City has generally experienced some level of growth for the last several years. There are two projections on population growth where there could be small growth or decrease in population. It is not anticipated to experience major growth. About a third of the population is under age 19 and another third 35 – 64 years old. Looking at forecasts, the largest increase are 75 Years and older and 35-54 years old. The age group leaving are those who are 20 -34 years old. Household sizes are lower compared to surrounding jurisdictions and have single households living alone. Imlay City is more diverse with a high Hispanic population.

## Economy

This section will review the economic condition of those living in the City. Data reviewed in this section include income, unemployment, industry, occupation, worker inflow and outflow, and commute time.

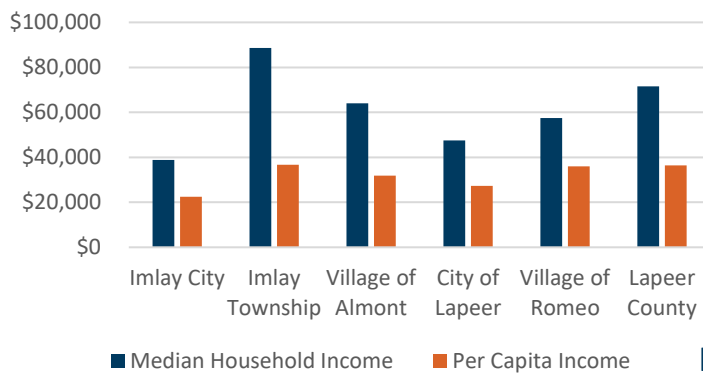
Studying income levels is a good way to measure the relative economic health of a community. Two measures of income (median household and per capita) are illustrated for the City, County, State, and surrounding communities. Household income is a measure of the total incomes of the persons living in a single household. Per capita income is a measure of the incomes of every citizen of an area, including children. Because per capita income is based on the average of all individuals, they are much lower than median household incomes.

Table 2-4: Median Household & Per Capita Income

Place	Median Household Income		Per Capita Income	
	2023	2028	2023	2028
Imlay City	\$38,859	\$43,575	\$22,442	\$25,714
Imlay Township	\$88,672	\$98,680	\$36,739	\$41,510
Village of Almont	\$63,955	\$71,073	\$31,913	\$36,467
City of Lapeer	\$47,511	\$53,071	\$27,293	\$31,444
Village of Romeo	\$57,518	\$64,634	\$35,980	\$42,185
Lapeer County	\$71,512	\$79,523	\$36,403	\$42,003
Michigan	\$65,287	\$75,808	\$38,288	\$44,180

Source: 2023 and 2028 Esri Forecasts

Figure 2-4: Median Household & Per Capital Income 2023



### Median income comparisons

**Table 2-4** shows the median household and per capita income levels for 2023, based on Esri forecasts. The 2023 Imlay City’s median household income (\$38,859) is by far the lowest of all places shown. The City’s per capita income is the lowest as well.

The township median household incomes (\$88,672) are the highest of the surrounding and similar communities. The highest per capita income is the Village of Romeo (\$42,185).

It is important to monitor income as inflation rises impacting resident's buying power and affordability. Imlay City is projected to have an increase in median and per capita income of about \$4,000 by 2028. This is one of the lowest growth rates of all places shown.

Table 2-5: Income Sources

Total Households	1,635
With earnings	1,233
With interest, dividends, or net rental income	60
With social security income	398
With retirement income	137
With supplemental security income	308
With public assistance or food stamps/SNAP	324
With other types of income	356

Source: 2022 American Community Survey 5-year Estimates

### Household Income Sources

**Table 2-5** shows household income sources for Imlay City based on 2022 data. Values will not equal the total number of households, as some households may have multiple forms of income. The most common income source is wage earning followed by approximately 25% use social security income. It is important to note that about 20% of the households using supplemental security income, another 20% using public assistance or food stamps.

### Unemployment rate


The total civilian labor force over the age of 18 years in the City is 1,841. Unemployment in Imlay City is low at 3.7% based on the 2022 ACS. It is nearly half the rate of the State average and is the second lowest among all communities shown.

3.7%



Unemployment

1,841



Civilian Labor Force

## Industry Breakdown

The industry breakdown is the industry that residents in Imlay City have. The top industries in Imlay City are Manufacturing (25.3%), Construction (19.4%), and health care, social assistance (14.7%) based on the 2022 ACS. All other industries breakdown are less than 10% of the proportion of the workforce.

## Occupation Breakdown

Shown in Table 2-6, are the occupation classification of those who live in the City. White collar jobs include management, engineering, social services, legal, education, sales, healthcare practitioner. Blue collar jobs are construction, repair, maintenance, production, and transportation. Services are considered health support services, protective services, food preparation, building maintenance, and personal care/service. In the City almost half of the residents have jobs that are classified as blue collar (48.7%). There is a higher number of blue collar workers in Imlay City than the County's percentage.

## Worker Inflow & Outflow

Most residents of Imlay City do not work within the City. The image to the right shows the number of residents who live in the City and work elsewhere (1,202), live and work in the City (309), or work in the City, but live elsewhere (2,371) shown in **Figure 2-5**. Despite its smaller size, Imlay City is an employment destination for many people in the surrounding area, given their high number of inflow workers.

## Commuter Time

Travel time to work is for residents 16 years of age or older. Imlay City has the low average travel to work times at 29.5 minutes. As shown in Table 2-7, are the one-way commute times.

Table 2-6: Occupation

Occupation	Imlay City		Lapeer County	
	#	%	#	%
White Collar	577	31.3%	21,285	52.0%
Blue Collar	897	48.7%	13,812	33.7%
Services	367	19.9%	5,866	14.3%
<b>Totals</b>	<b>1,841</b>	<b>100%</b>	<b>40,963</b>	<b>100%</b>



Figure 2-5: Worker Inflow/ Outflow

Table 2-7: Commute Time

	Less than 10 minutes	10 - 29 Minutes	30 - 59 Minutes	60 Minutes or More
Imlay City	21.2%	40.0%	22.8%	16.0%
Imlay Township	12.0%	21.8%	46.4%	19.7%
Village of Almont	9.0%	39.8%	41.1%	10.0%
Lapeer County	11.1%	35.8%	35.2%	17.9%



## Education Attainment

Imlay City's residents' education attainment focuses on those who have a high school diploma and bachelor degree or higher. Imlay City has the lowest high school diploma rate at 74.1% compared to nearby communities and county or state average. This trend continues when looking at the bachelor's degree or higher at 8.5% which is 6% lower than the City of Lapeer. This is based on data from the 2022 ACS 5 Year Estimates.

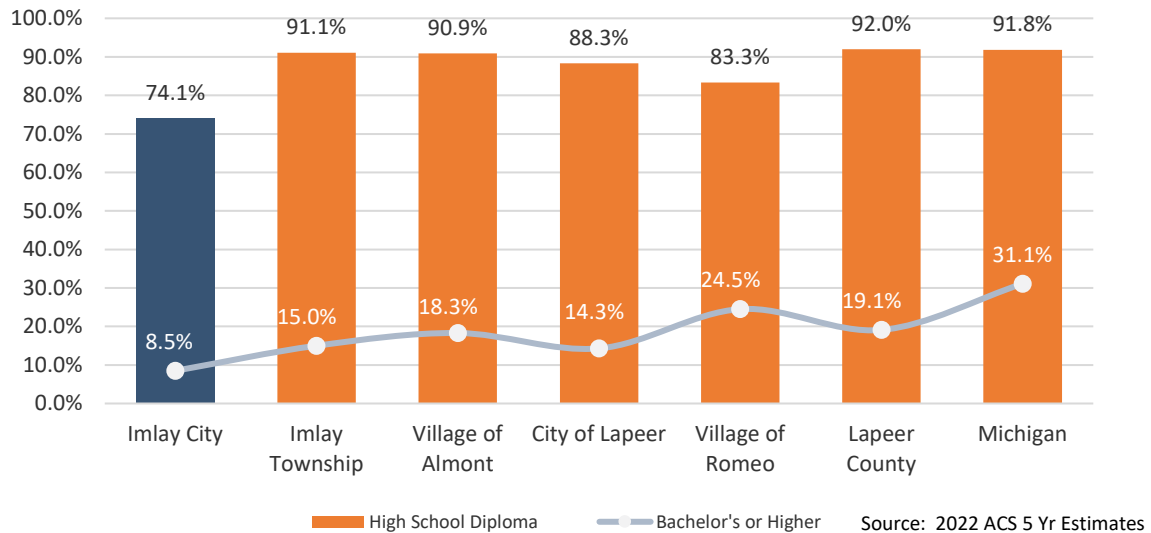


Figure 2-6: Education Attainment

## Summary Conclusion

Imlay City's median income of \$38,859 and per capita income of \$22,442 are also among the lowest in the surrounding area. The City possesses a low unemployment rate that is roughly half as much as the State's. Blue collar workers account for nearly half of the City's workforce. Imlay City experiences a spike of individuals travelling into the City on a daily basis for work. Those who live in Imlay City work very close by with an average commute of 29.5 minutes.

## Housing Study

A housing study provides insight into the existing housing stock within the City. Included in this study is data about housing types, total number of dwelling units, number of bedrooms, the age of structure, occupancy characteristics, and affordability. The information provided by Lapeer County offers an examination of state equalization value and its impact on taxation.

### Dwelling Units

To have residents, you must have places for them to live. Different people need different types of housing to accommodate their personal preferences. According to ACS 5-year estimates, in 2022, the total number of dwelling units in the City is 1,635. Discussed later 6% of housing units in Imlay City are vacant.

### Housing Type

Housing stock is the most basic measure of housing that refers to the type of housing units found in a community. The housing units are separated into five different categories: Single Unit Structures, Two to Four Unit Structures (ex. duplex units), Five to Nine Unit Structures (e.g. apartment units), 10 or More Unit Structures, and Mobile Home or Other Units. The neighboring graphic and table below shows the distribution of housing units for the City, surrounding communities, and Lapeer County in 2022.

Given its small size, Imlay City has greater range of living options for residents. The majority (42.1%) of the City's housing structures are Single Units, Two to Four Unit Structures account for 15% and 16.4% are 5 or more unit structures. The remaining 26.6% falls under the Mobile Home or Other category. Presumably, manufactured housing, such as those found in the Maple Grove Community in the southwestern corner of the City represent the majority of this value.

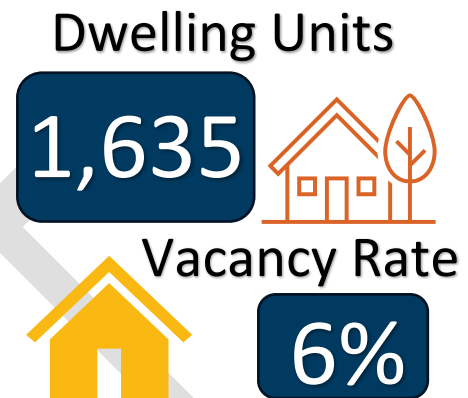
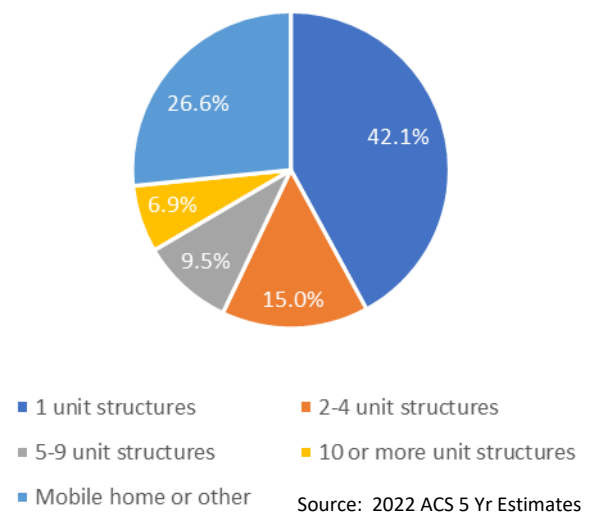


Figure 2-7: Number of Units



Unit Type	Imlay City		Imlay Township		Village of Almont		City of Lapeer		Lapeer County	
	#	%	#	%	#	%	#	%	#	%
1 unit structures	688	42.1%	1,087	96.1%	918	79.3%	1,907	52.2%	29,131	85.1%
2-4 unit structures	245	15.0%	5	0.4%	37	3.2%	363	9.9%	930	2.7%
5-9 unit structures	155	9.5%	0	0.0%	19	1.6%	459	12.6%	794	2.3%
10 or more unit structures	112	6.9%	0	0.0%	53	4.6%	597	16.3%	901	2.6%
Mobile home or other	435	26.6%	39	3.4%	130	11.2%	326	8.9%	2,483	7.3%
Totals	1,635	100.0%	1,131	100.0%	1,157	100.0%	3,652	100.0%	34,239	100.0%

Source: 2022 American Community Survey 5-year Estimates

The majority of housing units have two or three bedrooms (68.8%), according to 2022 ACS 5-year Estimates. The majority of the housing units within the City do not have a large number of bedrooms of 4 or more at about 10%. There could be interest in for housing with no bedrooms and 1 bedrooms which is about 20% of the current housing stock. This is due to the population projections regarding additional elderly and trend to continue to see a lower number of persons per household.

Total Housing Units	Imlay City	
	#	%
No bedroom	40	2.2%
1 bedroom	325	17.7%
2 bedrooms	563	30.6%
3 bedrooms	701	38.2%
4 bedrooms	181	9.9%
5+ bedrooms	27	1.5%
Totals	1,837	100.0%

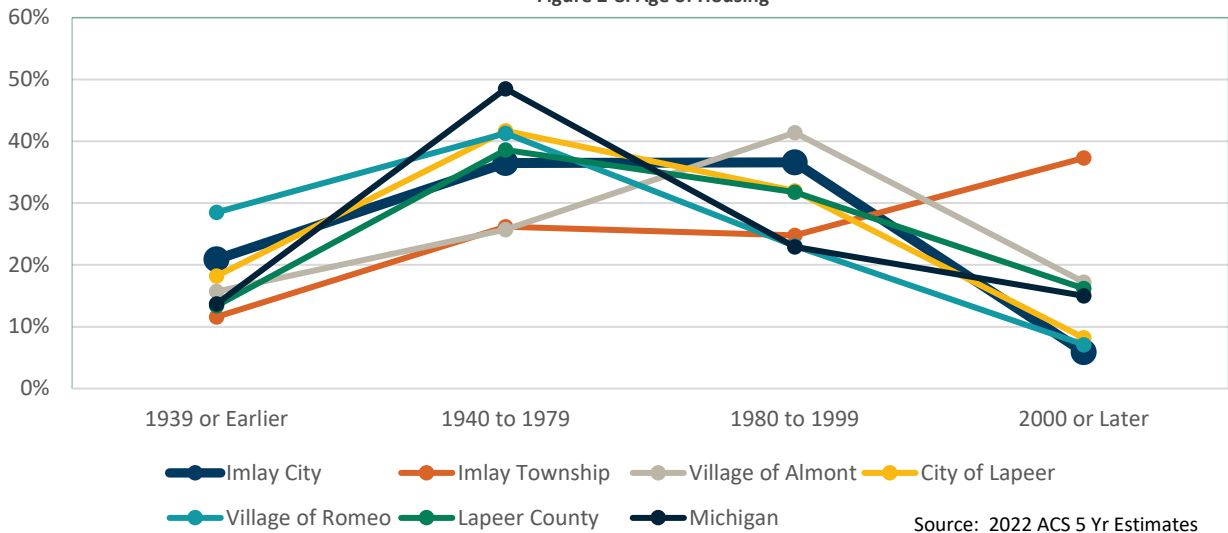
Source: 2022 American Community Survey 5-Year Estimates

### Age of Structure

Analyzing the age of housing units is a method used to measure the physical condition of the total housing stock in a community. These groupings of aging of housing are helpful in determining the economic viability of housing structures. Any housing unit classified into the oldest two housing age categories could need rehabilitation or repairs. However, some of the older housing might be well built and desirable because of its historical or architectural value; while at the same time, newer housing might not be of good quality.

The figure below shows the percentage of housing units in each category for Imlay City and the surrounding communities. Imlay City has the lowest percentage of houses built after 2000 (5.9 percent). As a result, Imlay City's housing stock looks to be aging at a faster rate than surrounding communities. Approximately 36% of the house stock is between 1940 to 1979 and 1980 to 1999. In review of housing within Lapeer County, Imlay City has the largest percentage of housing build in or earlier than 1939.

Figure 2-8: Age of Housing



### Housing Tenure

According to Esri Housing Profiles, 52.8% of Imlay City's occupied housing is Renter-Occupied, while the other 47.2% is Owner-Occupied. While this distribution is similar to the nearby City of Lapeer, Imlay City's Renter-Occupied housing percentage is much higher than the County and State. This may be, in part, due to the lower percentage of single-family homes relative to

**Renter Occupancy**

**53%**

surrounding communities. A higher percentage of renters is not necessarily a negative indicator in the health of a housing market. Depending on if there is concern regarding quality of rental housing, some communities adopt rental codes and require annual inspections of property.

Generally, a five-percent vacancy rate is considered necessary to provide an adequate housing selection and to keep home prices from rising faster than inflation. Vacancy rates below five percent indicate a restricted housing market. **As shown in the table below**, 6% of housing units in Imlay City are vacant. This is a positive contributing factor in determining the health of the City’s housing selection.

### Forecasting Renter vs Owner

**As shown in the table**, the Esri Housing Profile forecasts the total number of housing units in Imlay City to stay almost exactly the same from 2023 to 2028. However, a slight increase is expected in Owner-Occupied housing (1.1%) as well as Vacant Units (0.7%). Seeing as these percent changes are so minimal, no significant alteration to Imlay City’s housing selection is expected.

Table 2-8: Tenure of Housing

Category	2023		2028		Percent Change
	#	%	#	%	
Occupied Housing	1,526	94.0%	1,516	93.3%	-0.7%
Owner-Occupied	720	47.2%	732	48.3%	1.1%
Renter-Occupied	806	52.8%	784	51.7%	-1.1%
Vacant Units	98	6.0%	109	6.7%	0.7%
Total Housing Units	1,624	100.0%	1,625	100.0%	

Source: 2023 & 2028 Esri Forecasts

### Housing Financials

In 2022, Imlay City’s Median House Value was \$142,600. This was the lowest median value of all places analyzed. Moreover, it is significantly lower than the County (\$219,300) and State (\$201,100). It is the most consistent with the median house value found in the City Lapeer.

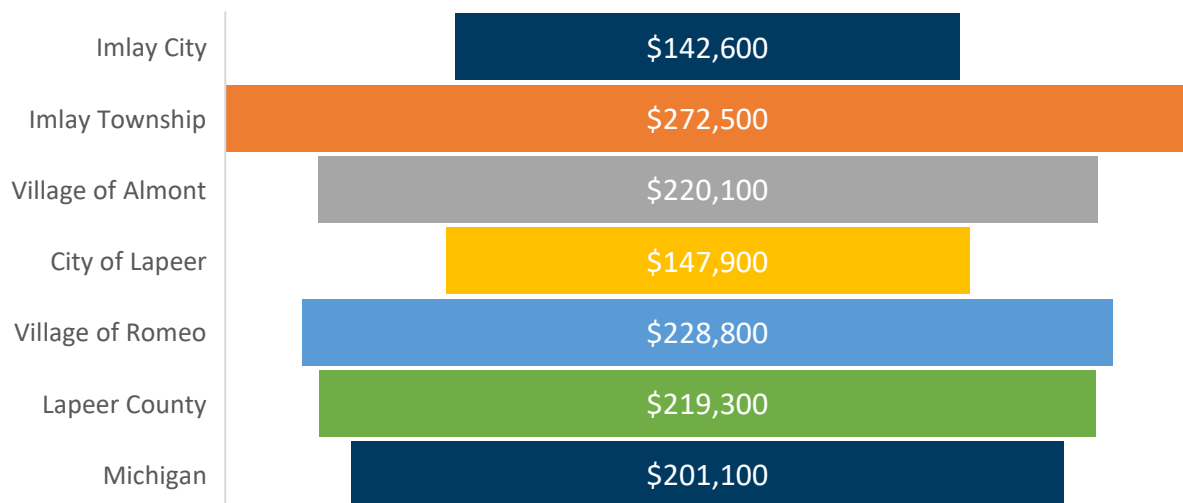


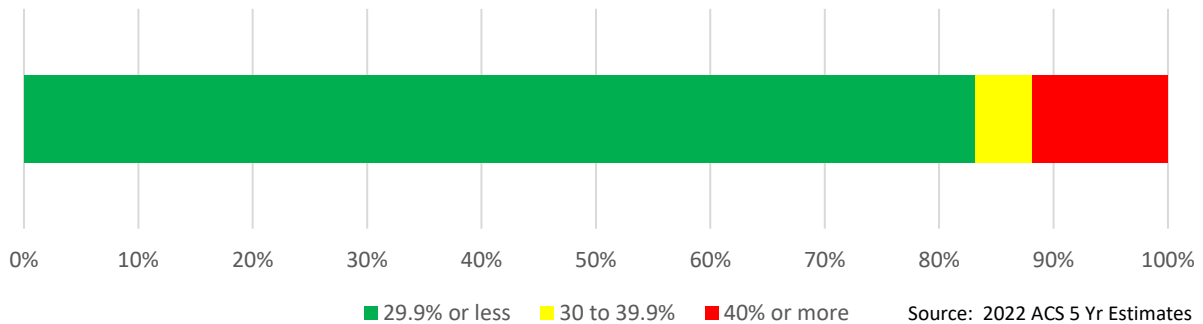
Figure 2-9: Median House Value

Source: 2022 ACS 5 Yr Estimates

## Mortgage Affordability

The data provided in the **below graphic shows** the percentage of household income that is used to pay for housing mortgages. It is a general recommendation that housing mortgages do not exceed one third of a household's income. According to ACS 5-year estimates, 83.1% of homeowners are using less than 30% of their income, showing a wide majority have an affordable rate for their home. It should be noted mortgage affordability does not account for maintenance costs related to home ownership such as repairs or replacements.

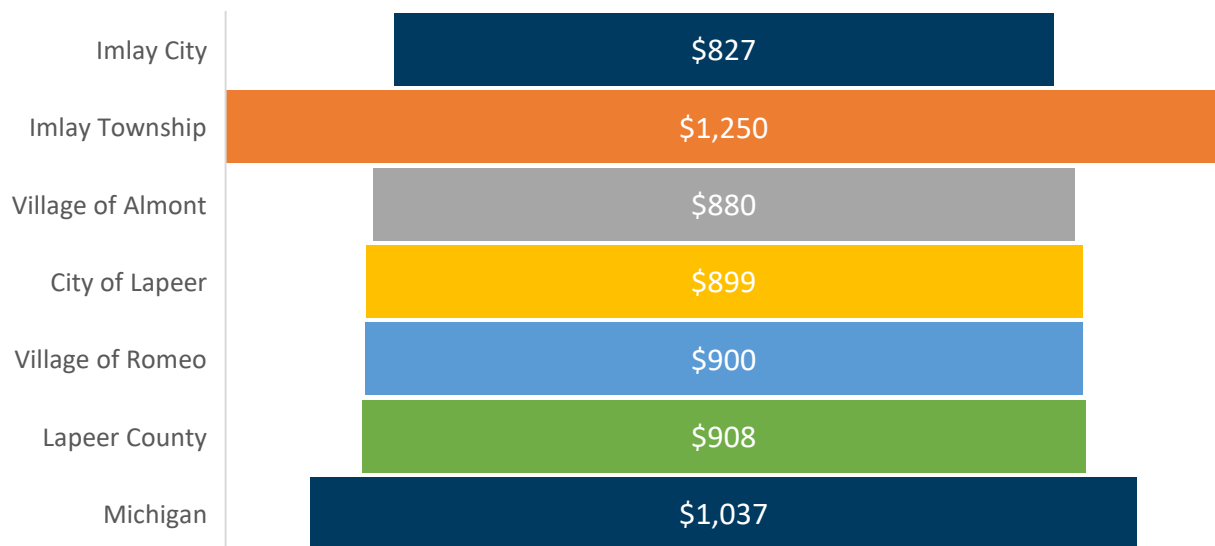
Figure 2-10: Mortgage Affordability



## Median Rent

Similar to Median Housing Value, Imlay City's Median Rent is the lowest of all places analyzed at \$827/month. Although, Almont (\$880), Romeo (\$900), the City of Lapeer (\$899), and Lapeer County (\$908) are all within \$100 of Imlay City's median. The most affordable place to live is Imlay City. Factors that contribute to lower rental options is age of rental housing, condition of rental housing, amenities as part of the rental (apartment complex with garage space for example), and desire to live in the area.

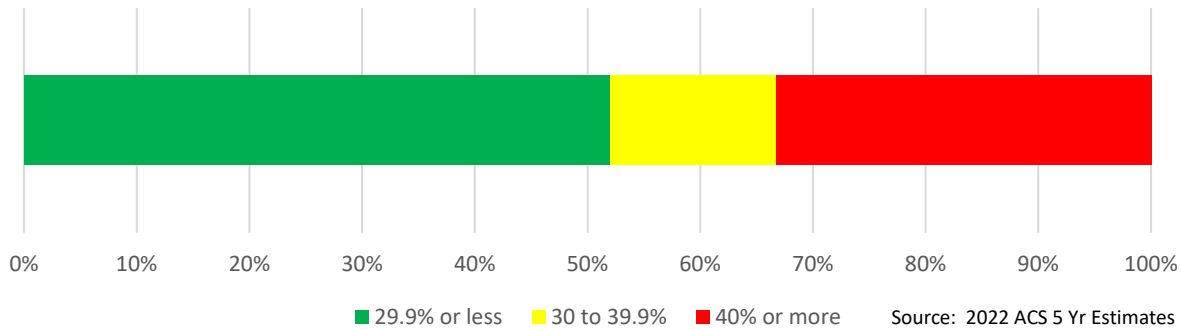
Figure 2-11: Median Rent



Source: 2022 ACS 5 Yr Estimates

## Renter Affordability

Using the same standards as homeowners where rental costs under one third of a household's income is considered affordable, 52% of renters in Imlay City spend less than 30% on rental costs and 14.7% spend between 30-40%. This shows rent prices show a higher cost burden for those who are renting in Imlay City. This is related to the level of income of those in the City is lower than most of the County. It may be appropriate to look at additional solutions for the surrounding area to provide affordable housing and or additional financial assistance for rental housing.

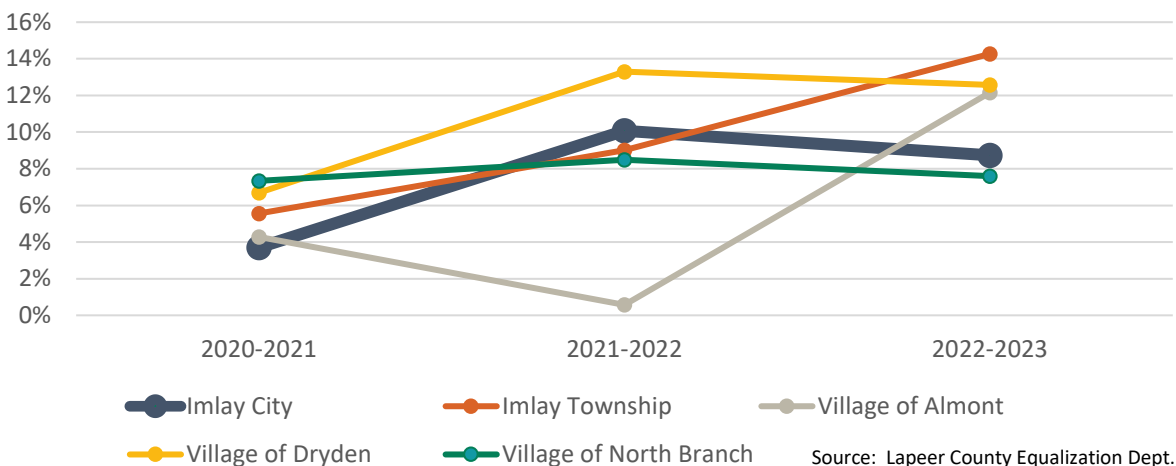


## State Equalized Value

Lapeer County's Equalization Department publishes an annual report on state equalized value, which helps the valuation of local government revenue. To the right, you can see the percentage change year-to-year for the last three years. Imlay City has experienced an increase in state equalized value over the last several years. Provided below is a graphic comparing Imlay City to surrounding communities. It shows a breakdown of the percentage changes for the City. The average increase over a three-year period is 7.50%. There is one minor dip of almost 3% last year.

Imlay City	
<b>Value Change</b>	
2022 to 2023	8.74%
2021 to 2022	10.07%
2020 to 2021	3.70%

Figure 2-12 State Equalized Value Change



Based on the information provided in the U.S. Census, the rate of population growth from 2010 to 2020 in Imlay City was 2.9%. The City should continue to monitor the state equalized value changes in comparison to the rate of population growth. Although it is a percentage change average over different periods of time (due to the lack of available data), the City should monitor this number to ensure the level of services compared to amenities available with an increased population while revenue is decreasing.

### Looking to the Future

Residential development is a key component to the future of any municipality. Some of the main components that make up the housing stock available in Imlay City are a total of 1,635 dwelling units, 53% of the housing is renter occupied (more than homeowner), 72% of the housing stock was built between 1940 and 1999, 6% vacancy of housing, and 69% of the housing stock has 2-3 bedrooms in the dwelling unit.



*Concept New Construction for Imlay City*

Some of the key advantages the City has towards housing are:

- A vacancy rate of 6%, demonstrating a healthy housing selection
- Good variation of housing options
- High levels of mortgage affordability
- The median rental rate is the lowest in the area \$827

This chapter has also uncovered some areas where Imlay City maybe falling behind. To be discussed in more detail in other chapters, there are areas throughout the City that present an opportunity for growth. Some of these topics include:

- The median house value of \$142,600 is among the lowest in the area
- A lack of newer housing options
- Roughly half of renters in Imlay City have affordable rental costs

### Dwelling Units

1,635



6% Vacancy

72% Built Between  
1940 - 1999

69% Units Are  
2-3 Bedrooms

### Renter Occupancy

53%



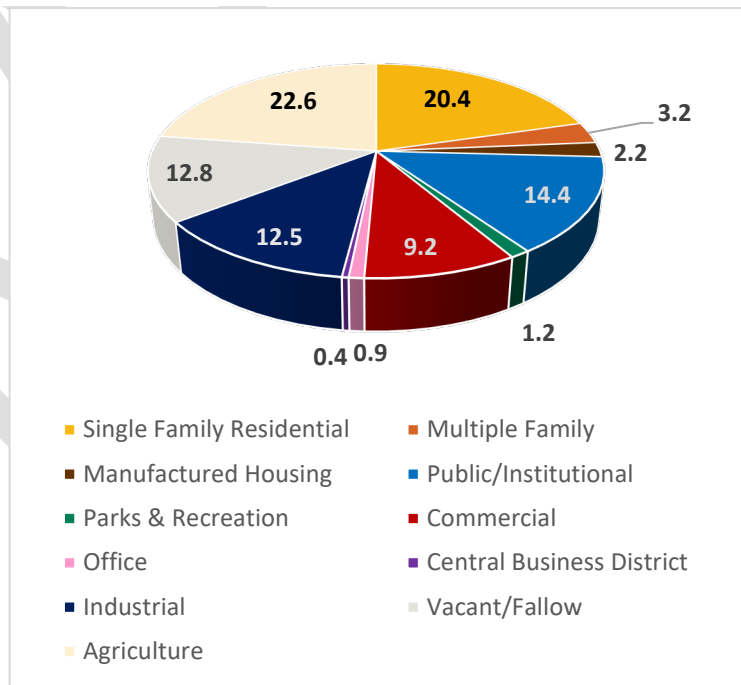


## Chapter 3 Existing Land Use



A fundamental step in preparing a community Master Plan is to review the existing land use patterns. This analysis not only identifies what and where particular uses have occurred, it also provides insight as to where future development might occur and where conflicts may exist or develop.

Presently, the City of Imlay City encompasses a total land area of approximately 1,601 acres, of which roughly 1,033 acres (64%) have been developed. The **Existing Land Use Map** presents a generalized picture of existing land uses in the City. To the right, is a breakdown of the percentage of each existing land use classification. A discussion of each existing land uses shown on the map is detailed below.





## Single-Family Residential

The single-family residential category includes single-family detached, single-family attached and manufactured homes. The residential areas in Imlay City are fairly evenly dispersed to the north and south of the downtown area. Single-family dwelling units are the predominant housing type in the City. There are several historic homes located north of the downtown area. In total, single-family residential land occupies 327 acres, or 20.4% of the total land area.



## Multiple Family Residential

Multiple-Family Residential Multiple-family residential development is characterized as having three or more dwelling units. Imlay City has multiple family dwelling units dispersed throughout the City. Notably, along the eastern city limit, north of the railroad, plans to construct housing for migrants is currently underway. There are five acres, or 3.2% of the City's land classified as multiple-family residential.

## Manufacturing Housing Residential

There is one primary manufacture housing residential development located within the City. It is located along Almont Road south of Newark Road. This development encompasses 35 acres or 2.2% of the available land in the City.

## Public & Institutional

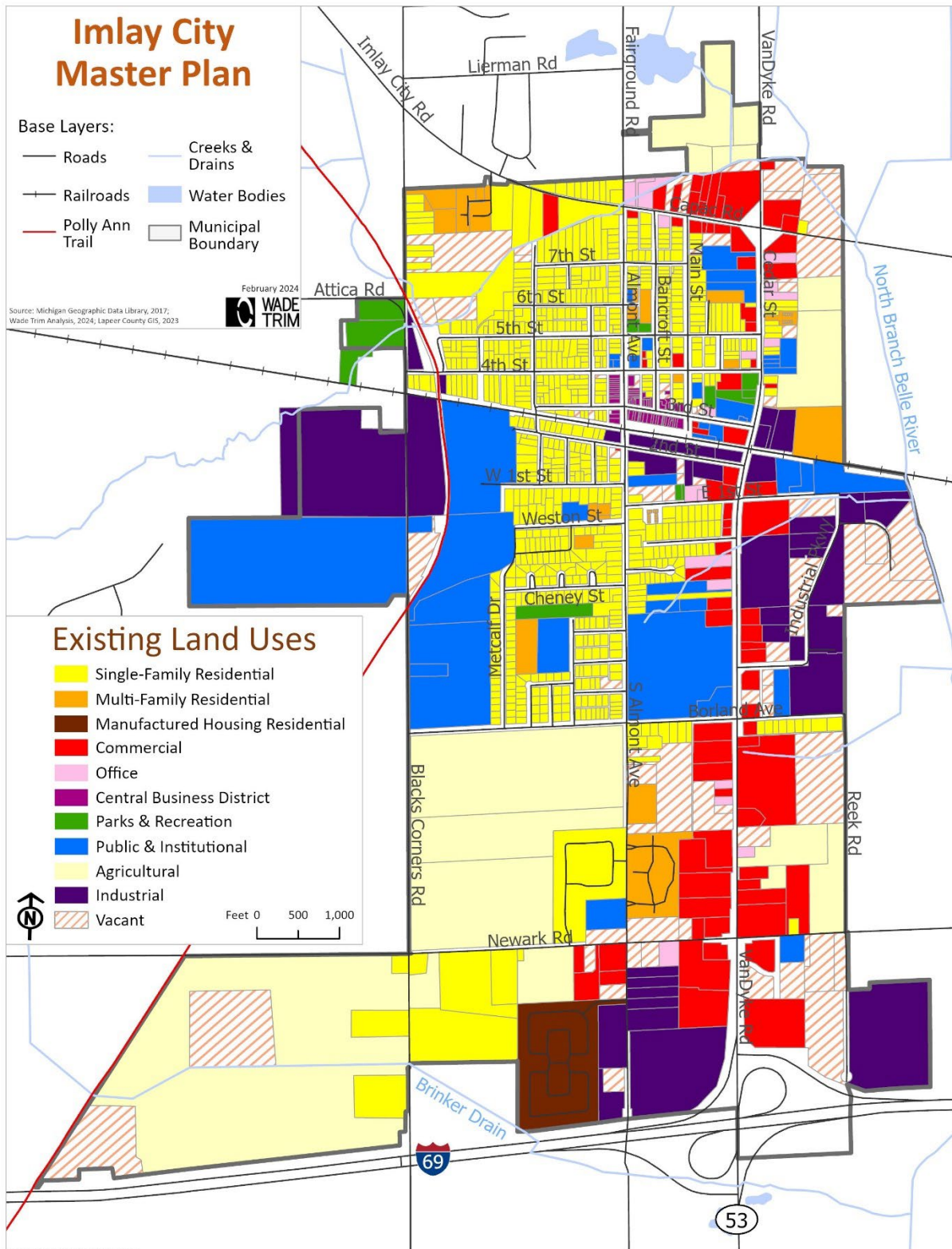
Public and Institutional Public and Institutional land uses include those parcels owned and operated by the City, utility companies, schools, religious institutions, and other not-for-profit organizations for civic purposes. This includes the primarily Imlay City Community Schools (located along Black Corners Road) and Eastern Michigan State Fairgrounds (located off of Cedar Street (Van Dyke M-53) and Borland Road. Public and institutional lands comprise 230 acres, or 14.4% of Imlay City.



## Parks and Recreation

The City owns several parks including the 9-acre Lion's Park, Old School Park, Rotary Park, and Veteran's Park. Parks, which are described further in Section F below, make up a total of approximately 19 acres in Imlay City. Events held in the City include the Winter Playground, Cinco de Mayo, Polly Ann Trail Walk, Summer Concert Series, Blueberry Parade, Summer Movie Series, Street Scarecrow Decorating Contest, and Merchant Trick or Treat. There are 20 acres, or 1.2% of the City's land, classified as recreation.

Map 3-1 Existing Land Use



## Commercial

Commercial land uses refer to business retail, offices, and service operations outside of the Central Business District (CBD). CBD and office uses are classified separately below. Most of the existing commercial uses are located along the Cedar Street (M-53) corridor, with some overflow on Capac Road (M-21) and Newark Road. Commercial land uses occupy 148 acres, or 9.2% of all land uses.

## Office

Office land uses include those businesses such as realtors, medical offices, insurance brokers, and financial service providers. Land devoted to office uses cover 15 acres, or 0.9% of the City and are generally found along the major commercial corridors of M-53 and M-21.



## Central Business District

The downtown covers approximately seven acres along Third Street between M-53 and Almont Avenue. It is a traditional downtown characterized primarily by two story buildings with no front yards and on-street parking. Downtown mixed-use land uses occupy six acres, or 0.4% of all land uses.

## Industrial

Imlay City's industrial development is concentrated in four primary locations: the industrial park east of Cedar Street; south of downtown along W. Second Street; along Blacks Corner Road; and south of Newark Road on both sides of M-53, including the Rubber Enterprises facility. Industrial land uses occupy 201 acres, or 12.5% of all land uses.

Land Use Category	Acreage	%
Single-Family Residential	327	20.4%
Multi-Family Residential	51	3.2%
Manufactured Housing Residential	35	2.2%
Parks & Recreation	20	1.2%
Public & Institutional	230	14.4%
Commercial	148	9.2%
Office	15	0.9%
Central Business District	6	0.4%
Industrial	201	12.5%
Vacant/Fallow	206	12.8%
Agricultural	362	22.6%
<b>Total</b>	<b>1,601</b>	<b>100.0%</b>

Source: Wade Trim Analysis, March 2024

## Vacant Land / Fallow

Imlay City's vacant land is largely located east of M-53 behind the commercial development that fronts the highway and in the industrial park. There are also several key undeveloped parcels along M-53 and along Newark Road. Smaller undeveloped parcels are distributed throughout the City. Some vacant land is located in low-lying areas along streams that are prone to flooding, but most vacant parcels face few constraints and will likely be developed as the market warrants. Commercial land uses occupy 206 acres, or 12.8% of all land uses.

## Agricultural

Imlay City has some active agricultural land located along the boundary of the City limits on the north side (along Van Dyke Road), east side behind properties along Cedar Street (Van Dyke Rd) and closer to Reek Road and Newark Road, and on the west side near the intersection of Black Corners Road and Newark Road. These agricultural lands have not received development pressure yet to be a different land use and can remain farmland until property owners and/or developers request otherwise. There are 362 acres, or 22.6% of the City's land, classified as agricultural.

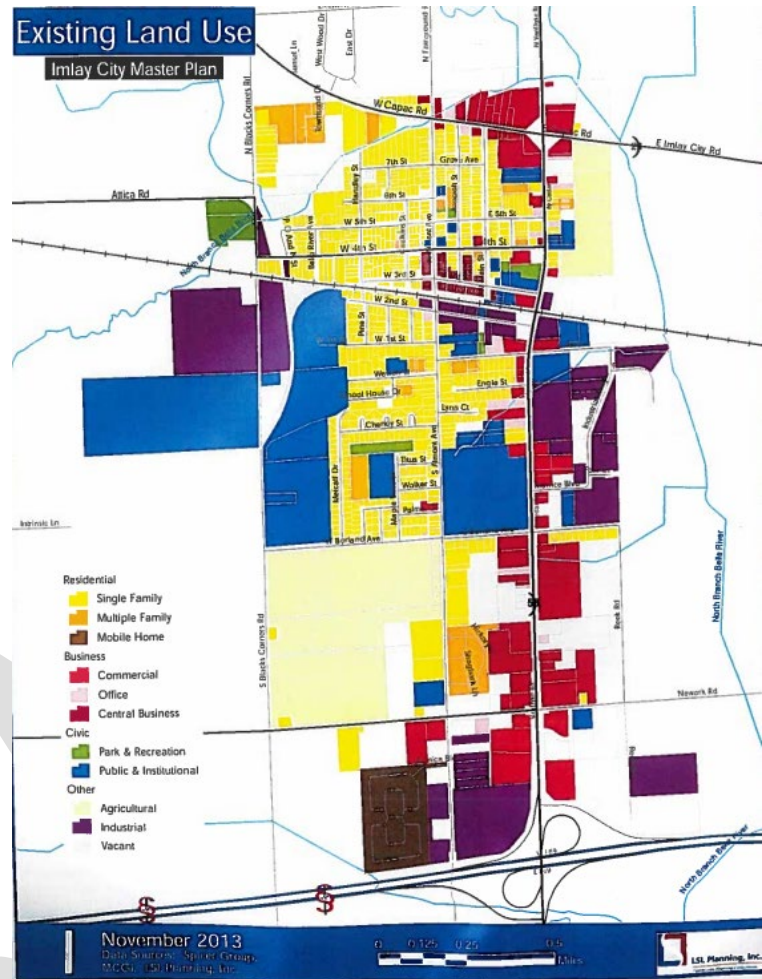
## Over Time

Imlay City's previous Existing Land Use Chapter in their Master Plan from 2013 shows some generally minor, yet notable changes in comparison to this updated chapter. While viewing the existing land use map in comparison to the 2024 inventory, there are several differences worth noting. Based on category classification, in the 2013 map considered duplexes as single-family residential while the new map considers them to be multi-family.

The most prominent change is the annexation of property in the southwest corner of the City. This land, bordered by Blacks Corners Road and the Polly Ann Trail, was previously controlled by Imlay Township. Much of the existing land use map from 2013 is similar to the 2024 inventory with a few changes along the Van Dyke corridor. Many of the changes in Imlay City have mainly been redevelopments of existing commercial spaces. There remain some vacant commercial spaces today that still need tenants.

## 425 Agreement Area

As previously noted, there has been property transferred from Imlay Township since 2013 on the southwestern corner of the City. In effect in 2024, the City and Township entered into a 425 Agreement regarding the transfer of 250 acres of property into the City. The current existing land uses of the 425 agreement area are single family homes, vacant, and agricultural.



## Looking to the Future

The overall land use pattern can be characterized as underdeveloped. Approximately 22.6% is classified as agricultural and 12.8% as vacant (together is 35.4% of the land use). Looking at property that is developed the next largest category is single family residential (22%) followed by public and institutional (14%).

For vacant areas, it is important to note that not all areas are shovel ready. Some may need additional road access. There are several residential properties with deep lots with the majority left as natural spaces. If the opportunity arises, it will be important to review access to road frontage and compatibility with surrounding areas- especially near existing residential single family homes.

In review of the other land use classifications, there appears to be reasonable public & institutional and parks and recreation land use coverage (total of 15.6%). These properties provide public enrichment and services, but typically do not provide funding assistance regarding taxes. When evaluating the future land use map, potential capacity for commercial and multiple family type developments are anticipated to be needed. Providing more commercial opportunities (office, downtown, or commercial) increases the diversity of goods and services available. Providing additional housing options can help spur residential growth and more affordable housing opportunities.

### Existing Land Use

#### Top Three Land Uses:

- Agricultural (23%)
- Single Family Residential (22%)
- Public & Institutional (14%)



#### Top Two Anticipated Needs:

- Additional Housing (Multiple)
- Additional Commercial
- Additional Industrial



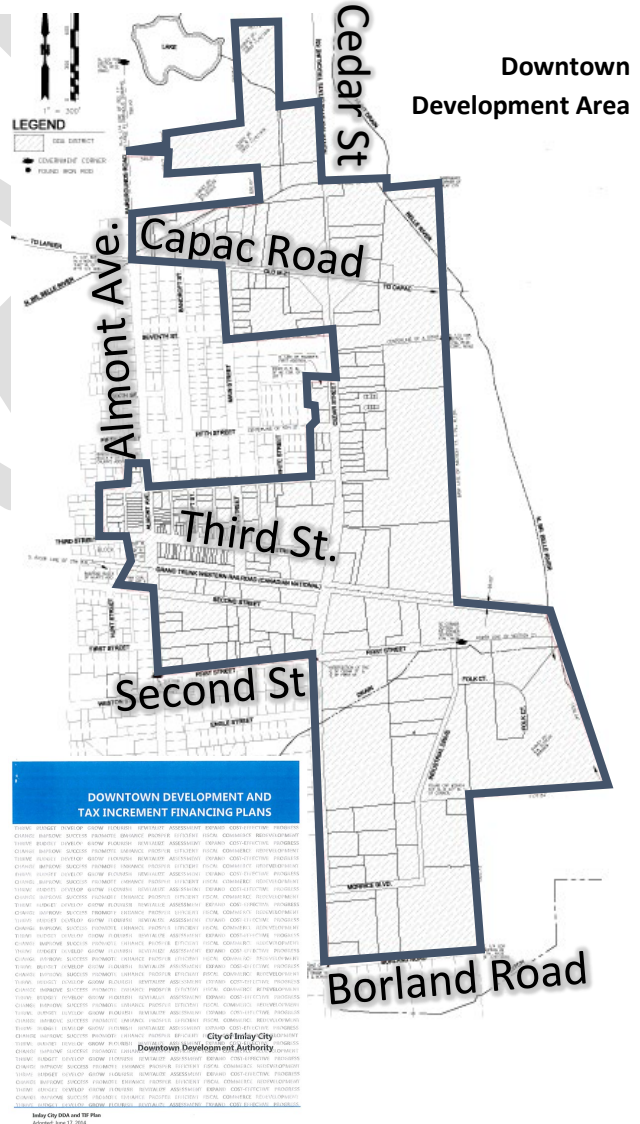
## Chapter 4 Downtown Vision



The downtown development district was established in 1976 and is at the heart of Imlay City. The Downtown Development Authority (DDA) is the governmental agency responsible for improvement of public spaces, running activities, and facilitation of Tax Increment Financing (TIF) funds within this established district area. The DDA area encompasses the traditional downtown along Almont Avenue and Third Street, industrial area along Second Street, industrial area along Industrial Pkwy, commercial development along Capac Road (old M-21) and the Cedar Street (Van Dyke M-53) commercial corridor from the City's limits to the north to south to Borland Road.

The DDA has a mixture of commercial and industrial uses with minimal residential. The types of commercial development ranges between the traditional downtown with one to two-story buildings to strip mall type development along Cedar Street. The industrial development ranges from more historic buildings near residential to traditional industrial park like setting.

The traditional downtown has decorative wide sidewalks, diagonal free on-street parking, sidewalks amenities like benches and trash cans, streetscape landscaping areas, pedestrian level street lighting with banners, and various other public spaces with art.



## How TIF Works

For each DDA District it is required to have a TIF Plan, which outlines various improvements for the district to justify the collection of revenue. The revenue generated for the district is the capture of new taxes generated to incentive development or redevelopment, programing, and other public improvements.

The tax capture at the base year overtime can incrementally increase generated from increases in property values of those within the established district. Incremental value increases overtime allows for additional spending and investments within the district area.

## Surrounding the DDA

There are historic homes located in the pocket between the traditional downtown on Third Street up to Capac Road. These historic homes have mature street trees and sidewalks along most roadways. The properties directly north of the DDA district are in Imlay Township and primarily consist of single-family residential development with street trees and sidewalks throughout. To the south on the west side of Cedar Street is additional residential areas with newer housing. At the intersection of Borland and Cedar Street, outside of the DDA district is the Eastern Michigan Fairgrounds. Further south along Cedar Street, is additional commercial development. To the east of the DDA district is Imlay Township primarily undeveloped wetland area. To the west of the DDA district is the Polly Ann Trail.

## SWOT Analysis

In June of 2024, we conducted a brainstorming visioning meeting with the DDA and membership. One of the discusses at the meeting included a SWOT Analysis.

### Strengths

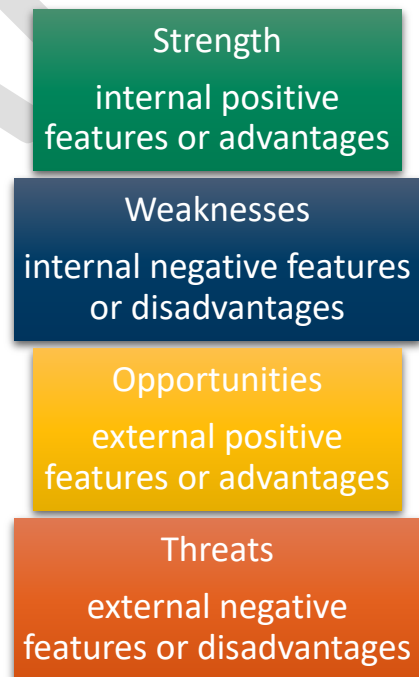
Identified strengths included in no particular order):

- Good landscaping and streetscaping
- Maintaining the historic attributes of buildings (ex. Depot Train Station)
- Pedestrian friendly downtown
- Variety of activities like summer concerts and farmer's market
- Several parks and green spaces in downtown area
- Well maintained downtown
- Primely located near expressway
- Diversity of stores and nationalities
- Great City Staff/ Downtown Development Authority (DDA)

### Weakness

Identified weaknesses included (in no particular order):

- Too many vacant and blighted buildings
- Lack of retail options



- Lack of evening restaurants
- Lack of home goods
- Lack of apparel
- No activities after 5:00pm
- Low draw to come and stay within the traditional downtown
- Not located on the main drag (Van Dyke) to get additional pass-thru traffic
- Better advertising of what is currently in downtown



## Opportunities

Identified weaknesses included (in no particular order):

- Continue to improve the DDA group and staff to organize to make improvements
- Surrounded by historic homes
- Good school district
- Plenty of parking in traditional downtown
- Present local police department
- Drive-Thru town, that is not congested like Village of Almont

## Threats

Identified weaknesses included: environmental concerns of existing properties, existing blighted properties, and absence of pedestrian crossing on Cedar St./ Van Dyke Road (M-53).

## Solutions

During this discussion we further dig into what are the top problems and brainstorming solutions. There were two groups that did this exercise with the most supported items listed first followed by the least supported.

### Vacancy of Buildings

- Regular inspection/ code enforcement
- More resident dwelling units
- Market exterior façade grant program
- Review ordinance and design guidelines to maintain historic review
- Create an interior grant program
- Increase community involvement

### Attracting People to Area

- Promote activities at the Fairgrounds
- Better signage downtown
- Bring in anchor store downtown

Problem to Solve	Solutions	Table: _____
<p>VACANCIES</p> <p>LIMITED DINING OPTIONS</p> <p>ATTRACTING PEOPLE Traditional Downtown</p> <p>LACK OF RETAIL Downtown</p> <p>LACK OF ATTRACTIONS / LANDMARKS</p>	<p>MORE PRESIDENTS</p> <p>MARKET FAÇADE GRANTS - Exterior</p> <p>CODE ENFORCEMENT, INSPECTIONS - Interior</p> <p>Market Façade grant - Interior</p> <p>PROMOTE RESIDENTIAL CONSTRUCTION (RI/RP) TO DEVELOPERS City wide</p> <p>SOLEICIT BUSINESSES PEOPLE WANT Let's know us - Bring at trade conf</p> <p>PROMOTE ACTIVITIES @ FAIRGROUNDS</p>	
<p>Thru Traffic Downtown</p> <p>Building Maintenance, curb appeal</p> <p>Lack of connectivity</p> <p>No p.m. activities (draw)</p> <p>No incentive to start a business downtown</p> <p>Contamination</p>	<p>Better signage, Anchor store, Retail, store front</p> <p>ordinance or guideline, planning, community opinion involved</p> <p>sidewalks around fairgrounds, crosswalks Van Dyke</p> <p>Retail open late, community space more than made in park weeks</p> <p>grants, funding, help advertising, better communication</p>	Table: _____



- Promote additional residential construction around City
- Offer assistance to help business advertise
- Better communication to public ex. Official social media

### Lacking Downtown Businesses

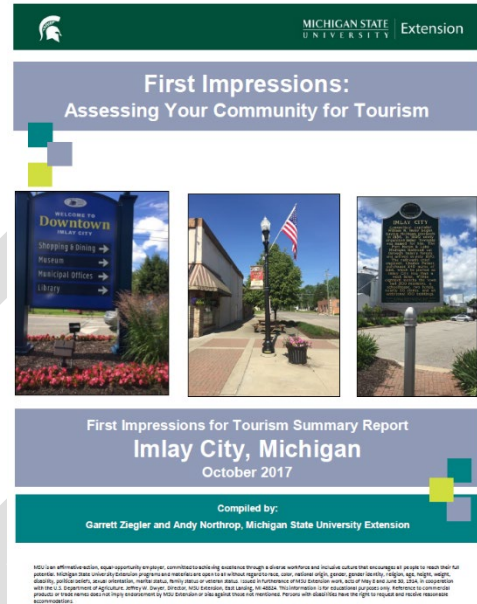
- Get to Know Imlay City marketing campaign
- Obtain grant/ funding to start a business downtown
- Solicit businesses people want
- Retail open late
- Active community space more than music in the park

## FIT/ Tourism Report

The First Impressions (FI) program is meant to help communities learn about their existing strengths and weaknesses as seen through the eyes of first-time visitors. This summary report is based on the observations of four visitors/assessors. Each was provided a stipend to cover their travel to and from Imlay City.

Before beginning an unannounced visit to Imlay City, each assessor conducted online research of the destination. This research helped plan and shape the visit based on personal interests and activities in the community. Each then traveled individually to Imlay City between May 15 and June 30, 2017. Each assessor recorded his or her experiences driving and walking through Imlay City, visiting stores, restaurants, outdoor spaces, and additional tourism-related sites. Each evaluated community characteristics by completing a multi-page assessment focused on initial and lasting impressions, community information, visitor motives, the destination and its downtown, the residential area, and tourism assets. They also provided input on the quality of information relative to Imlay City found online. The findings are included in the FI report.

While the full list of findings can be found in the First Impressions for Tourism Summary Report, the following is a list of lasting impressions, both positive and negative, garnered from the program's participants:



### Most Positive Experiences

- The “surprising” downtown – inviting, historic, expansive and well maintained
- Exploring the surrounding neighborhoods
- Interactions with local businesses and talking about things to do in the area
- Visit to the historical museum
- Quality and abundance of signage pointing out things to do and points of interest

### Most Negative Experiences

- Very quiet downtown – almost too quiet in the evening – lacks vibrancy tourists are looking for
- Sparsely attended downtown farmers market and a lack of businesses and shops open during the day on Saturday
- Lack of breakfast options in the downtown area as well as a lack of outside dining options
- Very little water access in the area

## Community Desire

This analysis is based on the Community Survey conducted in April and May of 2024. For the full survey results, see the summary in Chapter 10 Public Engagement Community Survey Section, below is a summary of content specific to the DDA.



Most survey respondents described the downtown as declining or losing ground (47%) and steady or holding its own (31%). Out of the Imlay City resident responses, 81 people identified as living downtown. The reasons they lived downtown included feeling safe, proximity to amenities, community and walkability, and their love for the area. Of those who identified living downtown the rental rates ranged from \$800 to \$2,500. The average rental cost was \$880 which is slightly above the average City median rental housing rate of \$827.



## Design

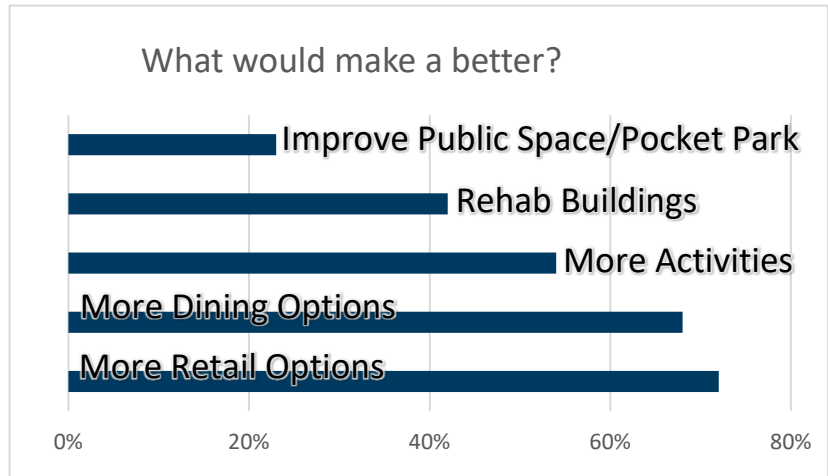
When asked about the top favorable attributes of Imlay City, many of the community members' responses reflected characteristics of the downtown district. These attributes include the small-town atmosphere (81%), safe community (60%), walkable environment (39%), friendly atmosphere (39%), and historic character (30%). However, simultaneously the top response to describe the least favorable aspect of the community was that downtown district is not vibrant enough (62%). The downtown design continues reflects the cherished qualities identified in the survey, like the quaint charm reminiscent of small-town America, a sense of security, access to amenities, pedestrian-friendly infrastructure, and a representation of the local character of Imlay City. It would seem the focus is to want more activities, businesses, and/or programming in the downtown area. Additionally, when asked what branding improvements the community survey respondents thought the City needed, over half (64%) responded that physical landmarks were needed for the community.

## Uses We Want



The most frequently visited cities for dining and entertainment needs were the City of Lapeer and Imlay City. This survey points to insufficient local options and diversity. Nonetheless, there was a considerable proportion of respondents that prioritized Imlay City to meet their dining and entertainment needs. The survey revealed the most common reasons why responses visited downtown the most was for dining (27%), festivals and events (21%), and personal services such as salons (16%).

Respondents overwhelmingly endorsed the idea of occupying vacant storefronts, with 95% considering it of high importance or important. Additionally, most of the respondents expressed interest in increasing the presence of retail (72%), expanding dining options (69%), offering more activities downtown (54%) would improve the downtown area. Additionally, respondents indicated their willingness to frequent downtown Imlay City if there were more diverse ethnic restaurants (63%), casual dining options (50%), bakeries (47%), breweries or distilleries (47%), and ice cream and sweet shops (43%).



### Activities/Funds

The DDA provides a variety of activities such as summer concert series (June thru August), farmers market (July thru October), WinterFest, and more. The DDA partners with other entities like the Hispanic Services Center to host a Cinco De Mayo celebration.

The DDA provides cultural enrichment thru their support of the downtown Art & History Walking tour featuring local artists, historic homes, historic churches, and other points of interest specific to Imlay City (Eastern MI State Fairgrounds, train viewing platform, etc.).

### Recommendations

In addition to the downtown authority community meeting, a joint community meeting on July 11, 2024 with Imlay Township and Imlay City residents took place. For the full summary about strategies for the downtown are located in Chapter 10. To assist in the conversation the DDA was divided into three areas traditional downtown, Van Dyke Corridor, and industrial park.



The community members consistently expressed importance of improving walkability and accessibility along the Van Dyke Corridor. The community also frequently expressed a desire to diversify the stores in the traditional downtown area. Additionally, the community expressed a need to enhance the local youth engagement, with a particular focus on creating a youth recreation and community center to bring young people together. Detailed discussions of the community’s input on the downtown development can be found in the Visioning and Brainstorming Meeting section. The **bolded bullets** below are solutions highlighted by the participants in the Community Visioning Meeting.

## Administration

- Work to mentor/foster a new generation of those who will be active within the DDA Board.
- **Continue to review and improve processes for uses, zoning requirements, loan applications, etc. so it is easier for business to start in the DDA district.**
- **Continue to pursue funding opportunities like grants and providing low interest loans for those within the district.**
- **Continue to engage with various community organizations such as the Chamber of Commerce, Hispanic Service Center, Rotary Club, etc.**
- Continue to support DDA staff on continued education and training.

## Fostering and Attracting Business

- **Continue to evaluate the need for gap funding to help start up businesses, rehabilitation of interior and exterior of buildings, etc. through exploration of loan programs, low rent incubator space, low rent kitchen space, development of private investment group, etc.**
- Work to provide training or handouts to help existing businesses better compete with online sales, marketing, etc.

## Target Amenities

- **Plan for the development of a Youth Center at the Imlay City grain elevator site to include spaces for indoor recreation, study rooms, and a skate park.**
- **Work to develop outdoor recreation amenities including a sledding hill, disc golf course, dog park, and pickleball courts.**

## Capital Improvements/TIF Projects

- **Continue to work with Michigan Department of Transportation (MDOT) to develop a crossing for Van Dyke Road at multiple points.**
- **Work to incrementally fill in sidewalk gaps located in the DDA district especially along Van Dyke Road, Borland Road, etc.**
- Continue to collaborate with the City's Department of Public Works to make infrastructure improvements to the sidewalks, roadways, water, and sewer assets.



# Chapter 5 Development & Redevelopment



## Organizational Partnerships

Imlay City has direct access to I-69. I-69 is an international trade corridor with linkage to Canada. The organization **I-69 International Trade Corridor** includes Shiawassee, Genesee, Lapeer, and St. Clair Counties and helps to provide state and local incentives such as real and personal property tax abatements, job creation credits, and tax-free renaissance zones. This specific corridor segment has four expressways, links to the CSX and Canadian National railway lines, direct access to the Bishop International Airport, major crops in the area include soy beans, corn, sugar beets, hay & wheat, poultry, and dairy production.



Lapeer County specifically also has the **Lapeer Development Corporation (LDC)**. Its main office is located in the City of Lapeer, but they provide assistance throughout Lapeer County. Resources and information they assist various size companies with include financing, licensing, taxation, human resource issues, selling, accounting, business planning, developing a market strategy, small business cohort, consultant education and training services and more.

The Michigan Economic Development Corporation (MEDC) is a state entity that helps to promote economic development within the state. Imlay City is participating in the **Redevelopment Ready Community (RRC)** program to adopt best practices to assist in economic development.



## Built Out Forecast

It can be difficult to comprehend how a community may in the future. Master Plan and Zoning Ordinances are meant to shape the future of a community, in part, by prescribing what types of land uses should occur and at what densities. Nevertheless, questions remain regarding topics like max build density, growth limits for the community, and the future effectiveness of current policies. A build-out forecast aims to address these uncertainties.

The build-out process began by identifying all agricultural and vacant land within Imlay City and separating each parcel into their applicable zoning designation. Next, each vacant parcel was given their projected maximum development density allowed by their current zoning district classification. The current Zoning Ordinance requirements regarding minimum lot size are listed below. Several of the non-residential zoning districts do not have minimum lot size requirements.

- R-1 Single Family Residential – 9,600 sqft or 0.22 acres
- R-2 Single Family Residential – 7,500 sqft or 0.17 acres
- RT Two-Family Residential – 4,000 sqft or 0.09 acres
- RM-1 Multiple Family – Total number of rooms is limited to parcel/ 1,200 sqft

At present, 35.5% or 568 acres of buildable land in Imlay City is considered vacant or agricultural. When these parcels are assigned to their appropriate zoning districts, the amount of buildable land for future development broken down by zoning category is found in the table below.

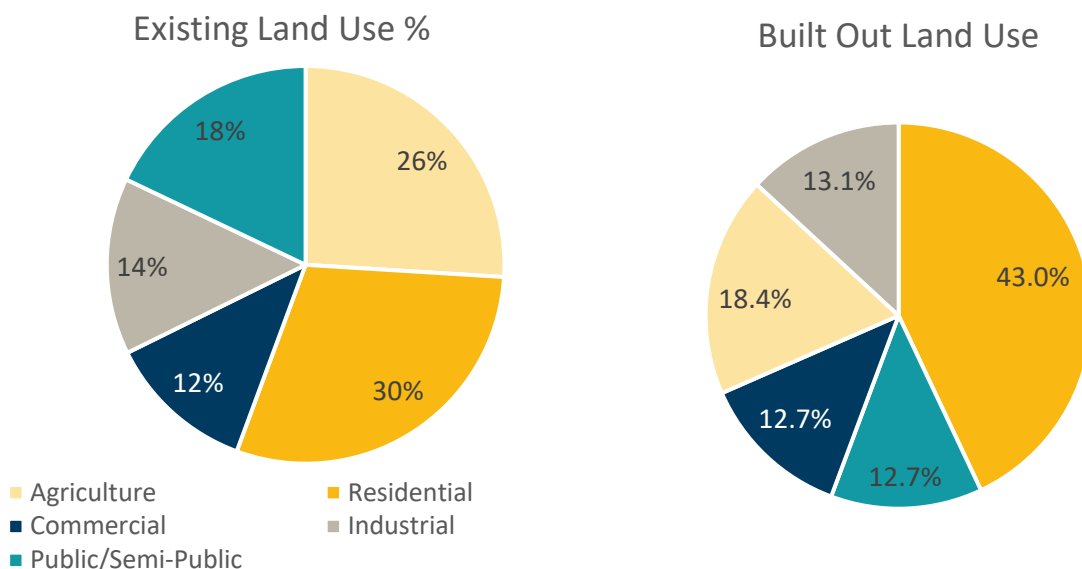
Table 5-1: Built Out Analysis of Land Use

Current Zoning District	Current # of Lots	Total Acreage	Potential # of Splits	% of Vacant
R-1 One Family Residential	17	360.2	1,637	63.5%
R-2 One Family Residential	5	3.3	20	0.6%
RT Two-Family Residential	0	0	0	0%
RM-1 Multiple Family Residential	12	67.0	No Min	11.8%
OS-1 Office Service	2	0.5	No Min	0.1%
B-2 Central Business	6	1.1	No Min	0.2%
B-3 General Business	37	78.6	No Min	13.9%
I-1 Light Industrial	12	52.5	No Min	9.3%
I-2 General Industrial	1	4.1	No Min	0.7%
<b>Total</b>	<b>92</b>	<b>567</b>	<b>N/A</b>	<b>100.0%</b>

Source: Wade Trim Analysis, 2024

It is important to know if our community has enough land to accommodate its projected growth or desired growth. The State of Michigan Department of Technology, Management, and Budget projects that Lapeer County’s population is expected to decrease by the year 2045 to 85,115 citizens (a decrease of 3.9 percent from its 2020 population of 88,619). Assuming that the Imlay City follows the Lapeer County trend, its population may also decrease by 3.9 percent from 3,703 in 2020 to approximately 3,559 residents by 2045. However, average household size is expected to continue to decline, leading to a demand for more houses despite decreased populations. This reduction in population but increase in housing needs is due to the shrinking average size of households. According to these build-out results, more than enough new households can be created under current zoning to accommodate this new population growth.

The mix of land uses that will be present at build-out is also noticeable. In the future, we may need to plan for enough commercial and employment uses to support the new population. The figures below show the current mix of uses as compared to the land use mix that would be present at build-out.



# Imlay City Master Plan

- Base Layers:
- Roads
  - Railroads
  - Polly Ann Trail
  - Parcels
  - Creeks & Drains
  - Water Bodies
  - Municipal Boundary

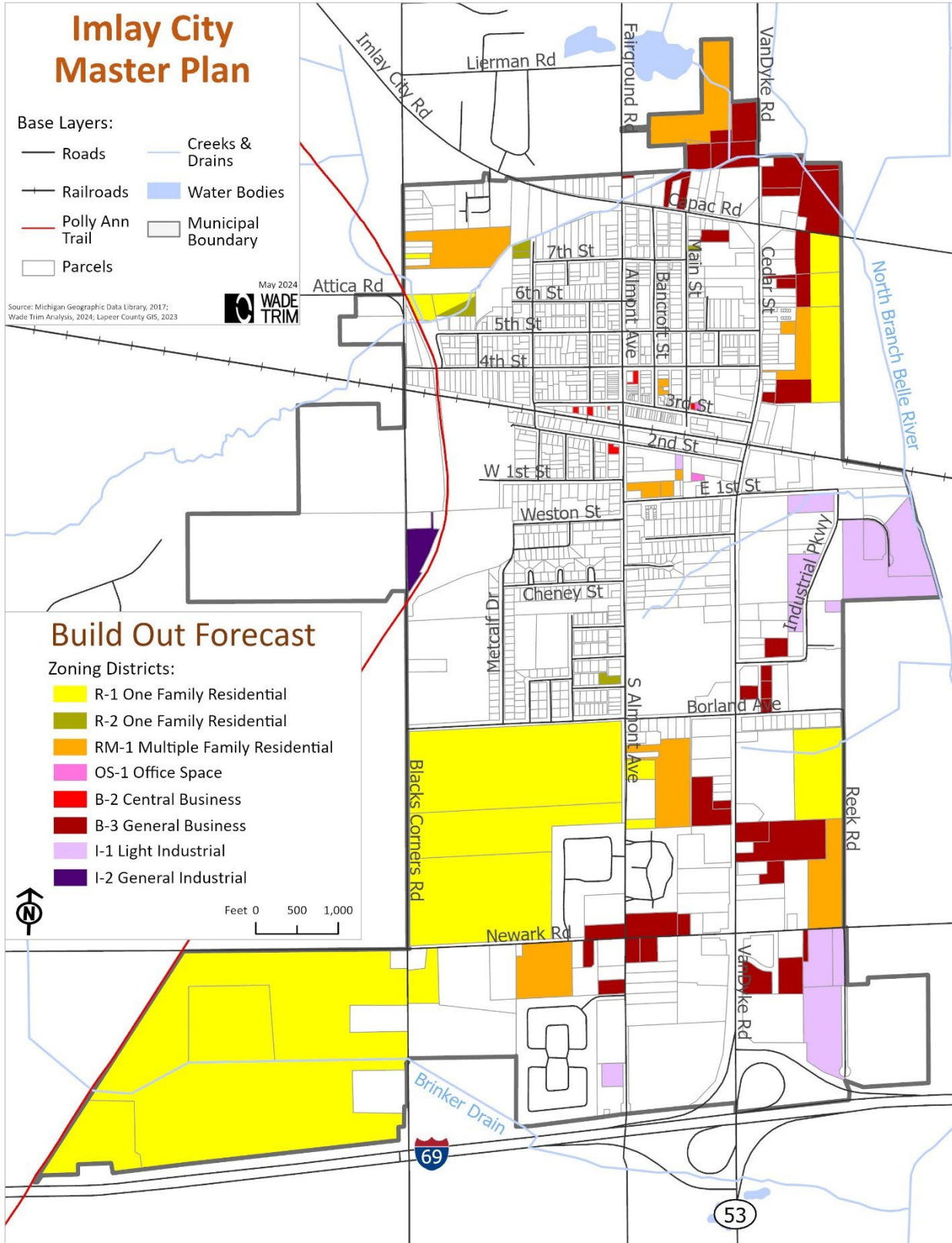
Source: Michigan Geographic Data Library, 2017;  
Wade Trim Analysis, 2024; Lapeer County GIS, 2023



## Build Out Forecast

- Zoning Districts:
- R-1 One Family Residential
  - R-2 One Family Residential
  - RM-1 Multiple Family Residential
  - OS-1 Office Space
  - B-2 Central Business
  - B-3 General Business
  - I-1 Light Industrial
  - I-2 General Industrial

Feet 0 500 1,000



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### *Implications for Planning:*

The City has adequate capacity to accommodate the expected population growth until the year 2045. It also appears that the land use mix will be very similar to the current mix when the City is built out. The build-out is meant to provide a context for where the City is headed given current policies. Some questions to consider when planning for the future of the City include:

- Is this amount of growth the amount we want? Would we like the City to grow more? Less? How fast?
- Should we have a different mix of land uses in the future? For example, do we need more office/industrial areas for employment? Do we need more commercial services for our residents?
- If there are not sufficient areas for new growth in the buildout analysis, where are these sites that could be redeveloped or developed?

## Target Industry

Imlay City has a high occupancy of the industrial properties located within the City. One of the largest employers is Vlasic Pickles processing plant. To continue to provide long term economic stability within the community a diversity of industry can be helpful to providing more opportunities and economic resiliency. Below are a few prime industries that could be targeted or may come on their own to the community.

### Food Production and From Ag to Store

There are some existing operations in the surrounding area like Vlasic Pickles and Carrot Packing (Imlay Twp). These operations would be located near agricultural products being grown and nearby interstate access to I-69.

The ideal location for these type operations would be located near the intersection of Blacks Corner and Newark Road. This undeveloped land provides a range of easy to develop area with nearby utility access.



More rural communities are engaging in rural tourism allowing for outdoor, homemade, or local use of goods and products. Imlay City being located with direct access to I-69 and Van Dyke M-53 make it easy to navigate to here and further into the thumb. More inner city or suburban communities are looking to engage in micro-tourism. “Micro-tourism” is where people want to journey 1-2 hours from their home. The Eastern Michigan State Fair Grounds provides a major draw to the general area and provides additional events throughout the year.

The nearby proximity to agricultural operations and home occupations is great for Imlay City. When operations become so successful it is no longer appropriate to be located where they are, the City has available utility access and vacant development for expansion of these operations. Unique experiences like breweries, wineries, rural event venues, farm to table restaurants, continuation of farmers market, etc. all fit into the agricultural tourism category. In order to create opportunity for agricultural-related tourism to flourish in the city, officials need to build relationships with landowners and operators to better position the City to provide the necessary support and/or infrastructure.



## Continued Building on Industrial Facilities

There are many successful industrial businesses in the City. There is additional industrial land available within the 425 Agreement area near Blacks Corners Road and Newark Road. By providing more available land, it could provide more opportunity for existing operations to expand or new operations to come into the City. The current industrial park is home to various business that manufacture brush products, automotive suppliers, engineering software, prototyping, paving company, shipping, and communication. The industrial park is located within the Downtown Development Authority (DDA) which could assist in additional development opportunities and facility enhancements.

## Residential Development

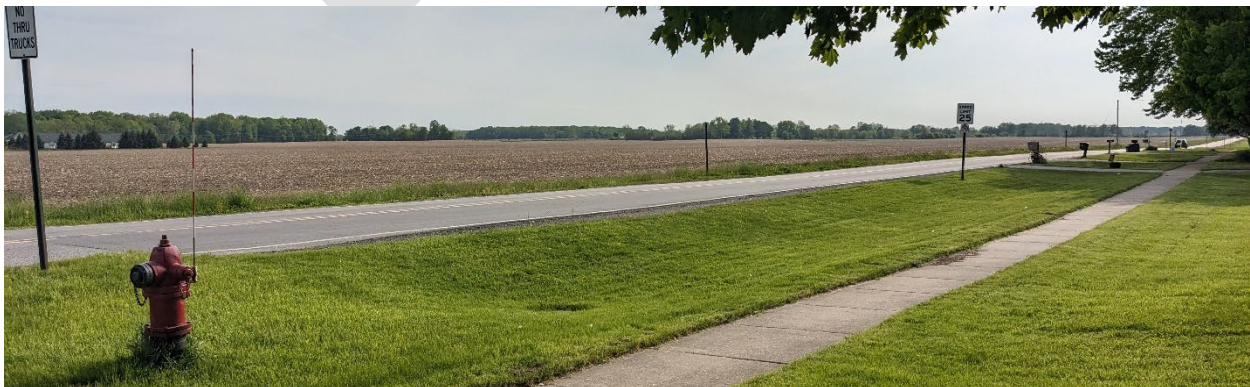
Compared to other cities within Lapeer County Imlay City is the most affordable. Affordability paired with a quality school district, local police and fire department, and real sense of community can make people desire to be part of your community or stay as long as they can. There are a variety of vacant land located away from major thoroughfares that could be focused on residential development. Different residential development that is in high demand and low quantity in the City is multiple family or other than single family homes. As shown in Chapter 2 Community Profile, there are smaller family units located within the City limits. Missing middle housing is used commonly throughout the housing topic as a regional need. Housing types such as small walk-up apartments, duplexes, attached single family units, and tiny homes are all examples of potential housing types that could be put in various areas of the City.

The City should review the future land use locations for dense residential and look at the provisions in the Zoning Ordinance to see if various housing types are allowed and reasonable to approve.

## Undeveloped Property

### Cedar Street (Van Dyke M-53)

Cedar Street also known at Van Dyke Road (M-53) is a major thoroughfare under jurisdiction of the Michigan Department of Transportation (MDOT). The speeds along Van Dyke within the City limits vary from 35 mph near the downtown area to 50 mph on either side of the downtown area. This road segment closer to I-69 is five lanes of traffic and is downsized to two lanes on the northside with two traffic lights within the City limits. There is the existing presence of several shopping centers which have some store front vacancies. It is important to acknowledge that private landowners may control pricing making it feasible or not for specific tenants to occupy these spaces. Many of the existing tenants located along Van Dyke Road are established chain or franchises the utilize the high traffic count Van Dyke provides. The redevelopment of space within strip malls can be tricky, but the City can review their requirements and work with property owners to see



the occupancy number increase as occupying an existing building can be less costly than a new constructed building. Based on focus group discussions, Imlay City needs additional population to pull in additional national brands. This is done by increasing the number of dwelling units in the City or nearby area.

There are some vacant properties ideal for commercial development or larger parcels that could use redevelopment on the north and south sides of Imlay City along Van Dyke Road. Partnerships between MDOT, property owners, City and LDC are to be essential in helping develop these properties.

### Blacks Corners Rd & Newark (NE)

The existing farmland located on the northeast corner of the intersection of Blacks Corners and Newark Road could be considered prime for development. This property also has access and goes to Borland Avenue and Almont Avenue. The subject property is currently zoned R-1 Single Family Residential. The surrounding land uses include a residential neighborhood to the north and northeast, multiple family to the east and to the south across Newark Road a mixture of residential and commercial uses. Provided is a map that shows the subject property and surrounding area's current zoning.



It is important when reviewing appropriate development opportunities that proper buffering or use compatibility is taken into account in regard to the surrounding residential areas. It may be appropriate for this property to be multiple types of residential with some single family to more dense models.

### Blacks Corners Rd & Newark (SW)

One of the major development opportunities within the City is the newly acquired property near the intersection of Black Corners Road and Newark Road. The subject property is currently zoned R-1 Single Family Residential. The surrounding land uses include agricultural, Polly Ann Trail, Township Park Space and office. Provided is an aerial map of the general area and current zoning. Some important factors in to review to assist in the appropriate land use classification are listed below:



- The existing land use are currently agricultural, vacant, and single family residential.
- Newark Road on this segment is considered a paved major collector.
- The property is directly north of I-69.
- Minimal to no wetlands located onsite, but there is a water course that goes through the property.
- A portion of Black Corners Road is gravel.

## Expansion of City Boundary

There are two main ways the City's boundary can be increased. It is common to wait until there is no longer a plentiful amount of developable land and/or there is demand for additional utility services for development.

### Annexation

An annexation is defined as the transfer of property from one municipality to another. For annexation to be viable it must be contiguous with the municipal border, land touching the boundary must be proportional to the territory annexed, and no islands of property can be created. It is the City's stance that there is no need for annexation of additional property from Imlay Township as there is sufficient undeveloped property within the City limits. Property owners have the right to apply for annexation in the City, but it is not anticipated the City will annex additional property at this time.



### 425 Agreement

A 425 agreement is between two municipalities for the transfer of property with various conditions or components. The purpose of this agreement is to foster an actual economic development project. These agreements commonly include not just the transfer of property, but the sharing of revenue for a period of time, utility sharing agreements, etc. As previously mentioned in Chapter 3, the City on the southwest corner in 2024 entered into a 425 Agreement with Imlay Township for 250 acres. This agreement included access to residential water taps and revenue sharing for a period of time.

It is the City's stance there is no need for an additional 425 Agreement at this time, but should the time arise, the City will work with the Township to do what is best for the greater Imlay community.



## Chapter 6 Natural Features



### Topography

The topography of Imlay City is generally flat and poses no significant constraint to development. The elevation ranges from 830 feet to 810 feet above sea level with a gradual slope from the southwest to northeast. The City's most varied topography is generally located along the streams in the east end of the City and in the City's northwest corner.

### Surface

The north branch of the Belle River runs southwest to northeast through the northwest corner of the City and through Lion's Park. It then turns south and runs just east of the City limits. Two small streams or drains on the eastern portion of the city drain to the river, one of which is underground in the vicinity of M-53. These are the only significant water features. Imlay City falls under the North Branch Belle River watershed, which is a sub-watershed of the Belle River Watershed. The North Branch of the Belle River drains out of Long Lake in Attica Township in southeast Lapeer County. It flows from the southwest to the northeast through Lions Park, near the southwest corner of Attica Road and Blacks Corners Road in Imlay City. The main branch of the Belle River flows north and east after starting in a marshy area near the boundary of Lapeer County and Oakland County. The river is joined by the North Branch in western St. Clair County and flows south and east into St. Clair County, it passes through a northeast corner of Macomb County, and returns to St. Clair County reaching the outlet at Marine City.

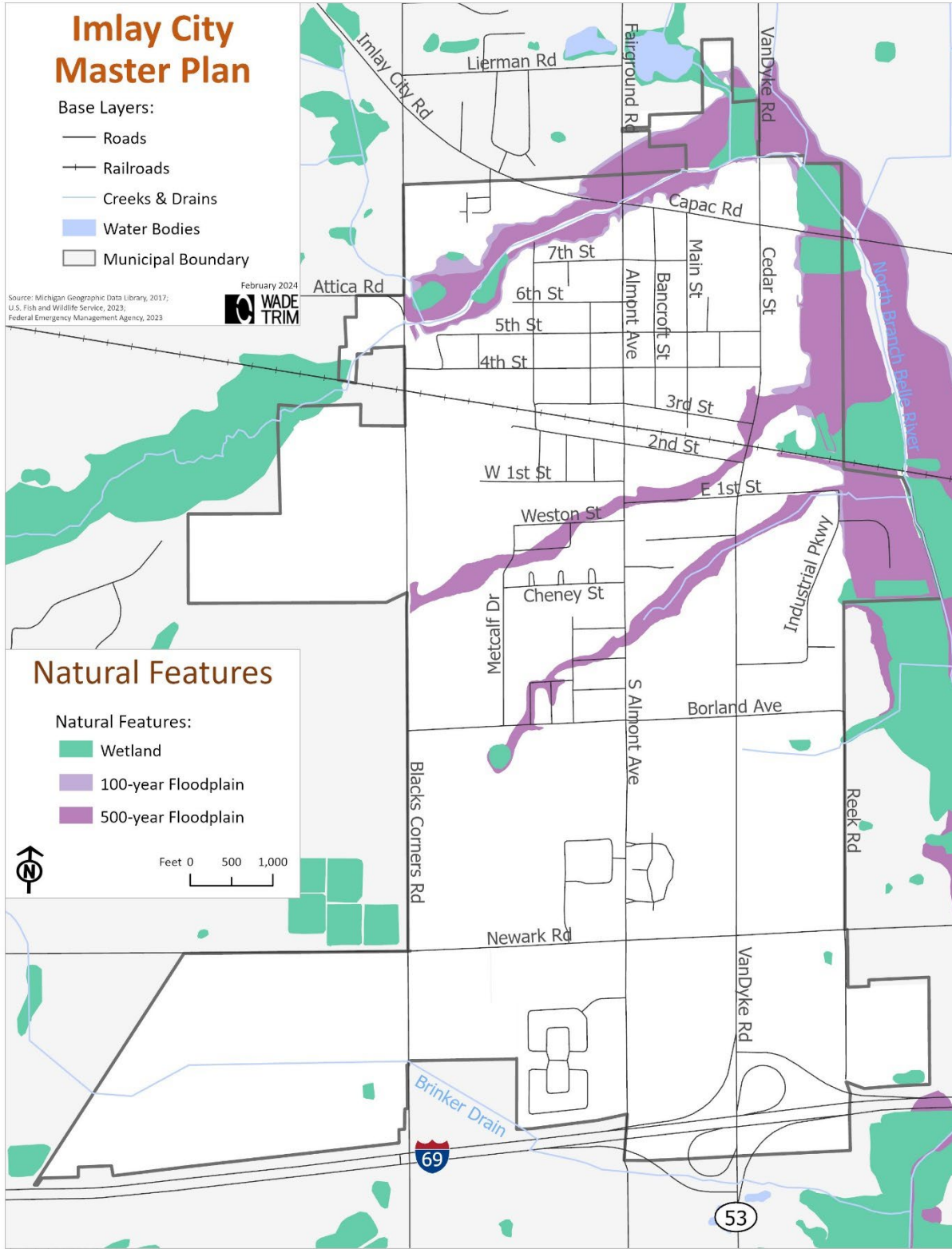
### Soils

The predominant soil associations in the area are composed of the gray-brown podzolic type and are typical of heavy forestation. This soil type is useful for growing a variety of crops including grains and vegetables.

### Floodplains

Surface water drainage in the City is provided by a system of improved storm drains and natural water courses shown in Map 6-1. The north branch of the Belle River, the Bigelow Drain, and two small tributaries located between Borland Road and Third Street comprise the natural system. The drains, however, are prone to flooding in times of extreme wet weather. Existing floodplains are located along these water courses as well as along the extreme east boundary of the City. The City has made extensive improvements to the drains and their storm water capacities. In response, the Federal Emergency Management Agency (FEMA) revised the Flood Insurance Rate Map (FIRM) in 2007.

Map 6-1 Wetland & Floodplain



## County Drains

The Lapeer County Drain Commission controls certain water bodies within the City. The drains within the City include the Newark Road Branch/ Belle River Drain on the southern side and O'Dell Drain on the north west corner. The county drain system helps with the direction and channeling of water especially during rain events.

## Trees

The City would like to acknowledge the value of not just woodland areas, but the use of tree cover. The tree covered areas are useful for environmental and aesthetic reasons and should be protected and planned where deemed necessary. Some of the benefits include:

- Soil stability and erosion control
- Improve water quality
- Filter pollution from the air
- Decrease noise pollution (species dependent)
- Provide a habitats for wildlife
- Minimize heat island effect (increased surface temperature due to roads or buildings, etc.)
- Provide shade and relief from sun
- Streetscape beautification
- Provide privacy screening between properties
- Help provide low rates of “psychological distress” (mental health)
- Street trees can be utilized toward traffic calming

Imlay City is a member of the Tree City USA for the last 23 years. The City maintains a modicum of tree cover through regulation of the Zoning Ordinance that require landscaping design and buffer, parking lot trees, landscaping of detention/retention ponds, tree inventory and replacement criteria of significant trees. The City also has a tree ordinance. Imlay City has existing several large street trees in the historic area of the City that add to this unique character and charm.



## Stewardship

The City can impact the natural environment through best management practices. Encouraging Low Impact Development Improvements is an ideal way to achieve this goal. Examples of Low Impact Development include:

**Mitigate Existing Impervious Surfaces.** Requiring parking lot islands, vegetated road medians, green roofs, pervious pavement or pavers, and reducing the amount of required parking spaces can all help decrease the amount of impervious surface requiring the overflow to be absorbed somewhere else.

**Allow Infiltration Techniques.** The addition of rain gardens, infiltration trenches, bioretention ponds, and permitted pervious surfaces will help decrease the peak flow rates of stormwater runoff. This method allows for more stormwater to be absorbed onsite rather than to a larger collection area. Specific species can be planted in these areas that are particularly adapted to absorb water or have wet root systems.

**Vegetation Buffer and Natural Buffers.** Vegetation helps to control soil erosion, pollutant concentration, and total volume runoff. Keeping non-mowed or natural vegetation areas provides these benefits and can typically off-set maintenance cost when compared to standard manicured lawns. It is important that low maintenance plantings are utilized to ensure the long-term life of these areas due to cost and energy.

These strategies can be encouraged or required in the Zoning Ordinance to help facilitate their implementation. One way to encourage additional trees in a parking lot is to waive a certain amount of parking spaces in lieu of additional trees being planted. Another example could be writing an exception for curbed parking lot areas allowing spillways into bioswales.



## Chapter 7 Community Facilities



This chapter reviews various public services within Imlay City. This includes services provided by the City like police and fire, facilities in the City like library and senior center, and public utilities such as water and sanitary facilities.

### Public Services

Imlay City's City Hall, Fire Department, and Police Department are all located in the downtown area. Within the municipal offices is the Downtown Development Authority (DDA) office, City Manager, Clerk/Treasurer, Assessor, Zoning Administrator, and meeting chambers.

### Downtown Development Authority

As discussed more in depth in Chapter 4 Downtown Vision, the City has a Downtown Development Authority (DDA). The DDA boundary includes the traditional downtown along Second Street and Almont Avenue, but also includes major portions of the M-53 Cedar Street (Van Dyke) corridor from the City limit to the north to Borland Road. The DDA is quasi-governmental who's revenue is obtained through collection of the Tax Incremental Financing (TIF) based on property specifically located within the DDA district.



## Imlay City Police Department

The Imlay City Police Department (ICPD) consists of a Chief, Sergeant, Administrative Assistant, and four Officers. In addition to community policing, the ICPD provides several other services to residents including burn permits, and code enforcement. In recent years, ICPD released their Community Notification System. This optional system alerts residents in real-time for localized emergency situations and relevant community advisories.



## Imlay City Fire Department

The Imlay City Fire Department (ICFD) provides fire protection to Imlay City and surrounding Imlay Township on a contract basis. Currently, there are 19 paid per call highly trained firefighters consisting of 14 firefighters, a Chief, Assistant Chief, Captain and two Lieutenants. ICFD participates in numerous activities promoting fire safety and other community services. ICFD is a member of a mutual aid pact that gives and receives automatic and requested mutual aid to the surrounding communities in times of emergencies. ICFD is a member of the Lapeer County Fire Association and the Michigan State Fire Association.



## General Services

General services provided to residents include placement of holiday decorations in the downtown, leaf and brush collections, sidewalk repair/replacement, winter maintenance such as salting and snow removal in the downtown area, and reading and servicing of water meters. These services are primarily through the City's Department of Public Works located at 605 Folk Court.

## Imlay City Library

The Ruth Hughes Memorial District Library serves the residents of Imlay City, Imlay Township, and Attica Township. Features and amenities of the library include meeting rooms, quiet rooms, computers, wi-fi access, and copy services. Additionally, programs are available such as story-times, crafting and seasonal events, presentations and speakers, computer classes, a summer reading club, and more. In addition to books, DVDs, and audiobooks on CD, the library also provides access to thousands of electronic books, comics, movies, music albums, and television shows available for download through its Overdrive and Hoopla digital collections.



COUNTY OF  
**LAPEER**  
*Michigan*

## Imlay City Senior Center

The Imlay City Senior Center is located in the downtown area. This facility is facilitated through the Lapeer County Department of Senior Programming. Participants must be 60 years or older and a resident of Lapeer County. Services provided at the center include balanced lunches on weekdays, senior activities such as bingo, card games, and exercise groups, sewing, support groups, and informative presentations. Additional services provided for seniors in Lapeer County include home delivery meals, care management, in-home

personal care and homemaking services, respite, home chore services, and transportation. The Greater Lapeer Transportation Authority (GLTA) provides assistance to seniors with rides to wellness.

## Hispanic Service Center of Imlay City

Imlay City is unique with at least one third of the population is Hispanic. This non-profit organization located in downtown Imlay City, focuses on providing programs to provide information, assistance, resources, support to Lapeer County, limited housing, and senior community.



## Public Utilities

### Water System

Water is provided to City residents via the Imlay City Water Department in conjunction with the Department of Public Works (DPW). Imlay City purchases water from the Great Lakes Water Authority (GLWA). GLWA operates a water treatment plant north of Port Huron from which Imlay City receives its water via a 72" transmission line. Imlay City operates the system of water mains that carry this water to residents' home service line.

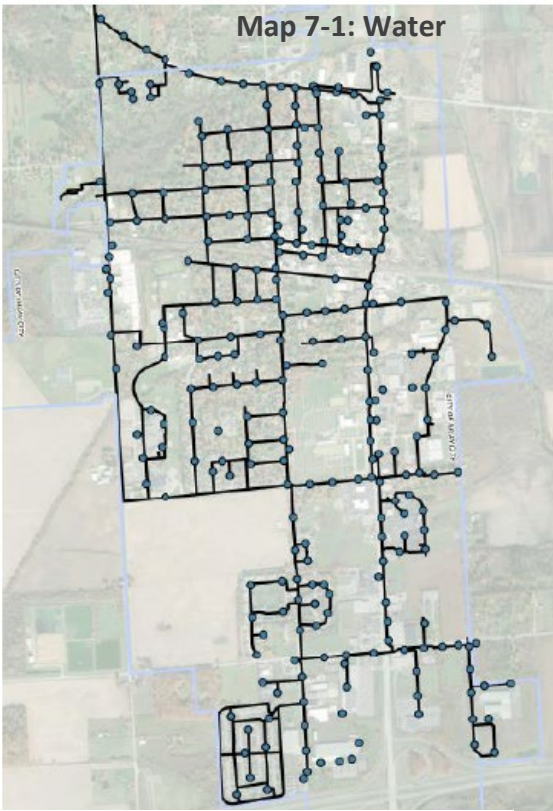
There are a minimal number of residential homes located on a well system. Any new construction is required to connect to the City's municipal water system.



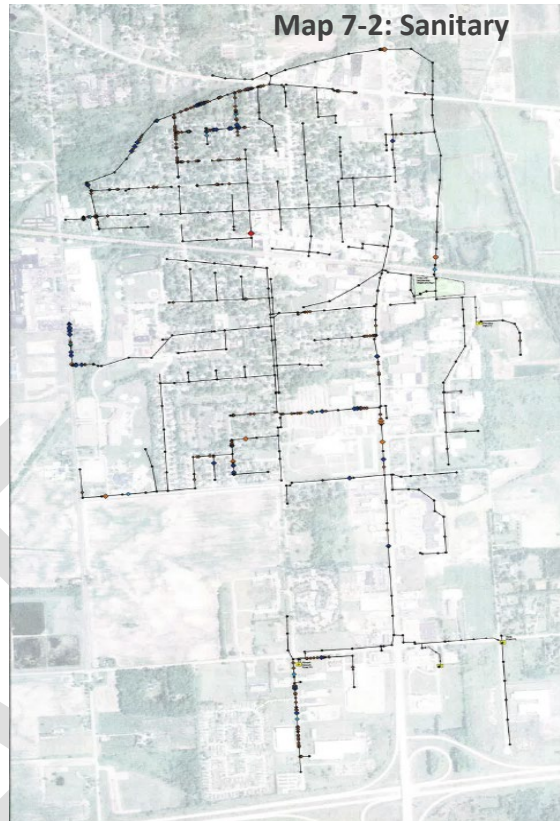
The City has two water towers. One is the landmark water tower near the downtown area. The tower was originally constructed in 1964 and has the capacity to hold 250,000 gallons of water. The second water tower is the Vlastic tower near the industrial park built in 1994 and has the capacity to hold 500,000 gallons of water. Half of the water is served for Vlastic's fire suppression system.

Water usage varies by the time of year, but looking at the average total million gallons per month in the winter (October – March) is 20,976,669 gallons. While in the summer months (April thru September) the average total million gallons per month is 38,755,799 gallons.

As shown in Map 7-1, the City has water accessibility throughout its limits. The least developed portions of the City are the southwest corner including the 425 Agreement Area along Newark and Black Corners Road.



Source: Water Reliability Study, Spicer Group



Source: Wastewater Asset Management Plan, Spicer Group

### Sanitary Sewer

The City's sewer system leads to the Imlay City Waste Water Treatment Plant, located on First Street near Industrial Parkway. The plant is operated by three city employees. The sanitary sewer system includes a lift station in the industrial park and the Reek Road lift station to help move waste to its proper destination. The treatment facility is rated with a design capacity of 0.9 million gallons per day.

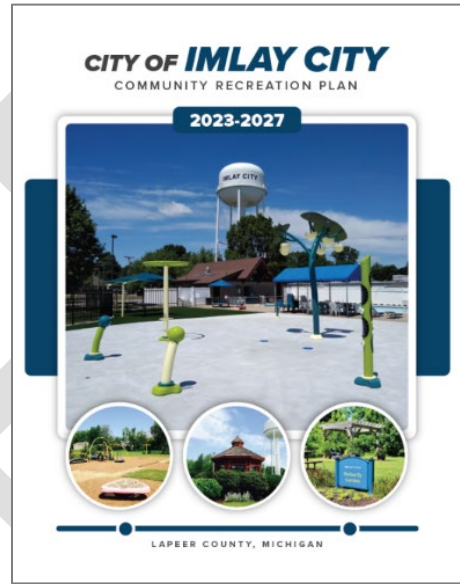
The sanitary sewer system is primarily focused on the northside of the City. South of Borland Road is primarily undeveloped property except for those located along Van Dyke Road and commercial plazas closest to I-69. There are no known residential septic systems remaining in the City limits.

## Chapter 8 Parks & Recreation



Imlay City values and shows the need for City owned parks and recreational facilities through the development of the 2023 Parks and Recreation Plan. Public amenities like playgrounds, walking trails, ball fields, etc. increase the quality of life for residents and those in the surrounding area. This chapter provides an executive summary of main concepts in the parks and recreation plan. For more information about the parks and recreation plan please read the full parks and recreation plan available on the City's website.

Many recreation facilities are provided through the public schools and City five parks, which are described below. North of downtown, east of the municipal offices and west of M-53, is the Imlay City public outdoor swimming pool which is open during the summer months. Additional details on parks and recreation for the City can be found in the City's Parks and Recreation Master Plan.



According to the Imlay City 2023-2027 Community Recreation Plan, the City owns and operates five public parks (Lamb Steele Park, Lions Park, Old School Park, Rotary Park, Veteran's Park) and a public garden (Butterfly Garden).

- Rotary Park, located on E 1<sup>st</sup> St, consists of a new playscape area which was constructed by community volunteers and paid for by contributions from the Imlay City Rotary Club and other local grant programs.
- The Butterfly Garden was established in 2016 and has a pergola, walking path, and natural area.
- Veteran's Park, located in a residential enclave between Cheney and Titus Streets, generally consists of open space with a walking path laid throughout the property.
- Old School Park recently gained an additional half acre of property that is now part of Imlay City's parks system.
- Lions Park offers a variety of recreational opportunities, including ball fields, basketball courts, play equipment, picnic areas, and restrooms. It is located at the intersection of Attica Road and Blacks Corners Road.
- Lamb Steele Park consists primarily of the swimming pool and splash pad with associated picnic area, and a gazebo used for summer concerts, outdoor movies, and weddings. It is located next to the Imlay City offices.

The Imlay City 2023-2027 Community Recreation Plan lays out several action items based on result gleaned from the Plan. Several of these items are applicable to Imlay City not only in a recreation sense, but in the idea of bettering the community as a whole. The document is structured so each facility or park has their own

set of goals and action items. These action items focus on subjects including maintaining good communication between the City Boards to ensure that consistent goals are followed in decision-making. Moreover, the Plan found implications of reduced funding at the public and private sector have prompted both sectors to work collaboratively in the development of projects. For example, private companies could build recreation facilities on public property through a long-term lease agreement. Some of the main action items related to concepts in the Master Plan are listed below:

- Creating comprehensive bike/walking path network throughout the City.
- Better sidewalk connection to Lion’s Park
- Create a comprehensive trail network connecting all parks and other community facilities. Directional signage and markers could guide residents through the network. Trail markers can indicate information such as the minutes to the next few destinations and rest areas could be provided where land is available.
- Develop additional park signage within DDA for wayfinding.
- Work with area township in planning for recreational facilities.
- Coordinate with Lapeer County to take active role on addressing the lack of physical activity in Imlay City residents.
- Continue collaboration with fairground property for future usage.
- Continue cooperation with Imlay Community Schools.

Projects identified in the Five-Year Action Plan include renovations and the upgrading of neighborhood parks. It is recommended that neighborhood associations and residents be involved in the design and implementation process prior to the renovation of the neighborhood park. This level of involvement should include participation in the design process, fundraising, maintenance assistance, seasonal park cleaning, and monitoring.

Provided in the plan, are various concept layout maps showing potential ideal location of various park improvements as well as potential pathways to increase connectivity.





## Chapter 9 Transportation & Circulation



This chapter will review the main forms of transportation including rail, roadways, alternative transportation for seniors, and sidewalks. A variety of transportation allows members of the community to more easily navigate the City, desired recreation option, and way to get to key destinations to shop, work, or pleasure.

### Railroad

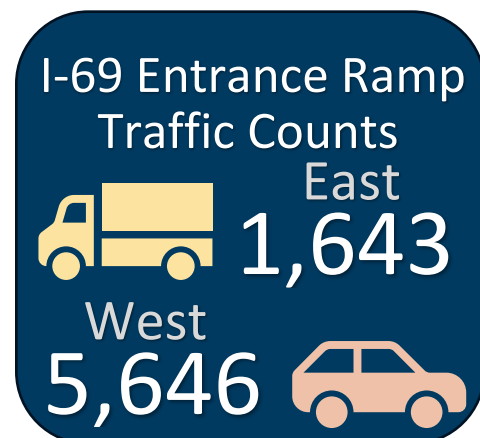
A distinct visual within the center of the City is the Canadian National Railway. The railroad line runs near the traditional downtown and is part of a railroad bridge over Cedar Street (M-53). The rail line is an important asset in supporting further economic development in the community. Land use decisions should continue to capitalize on its availability. The rail line also serves as the Amtrak for pedestrian transportation between Port Huron and Chicago. The two closest stops include the City of Lapeer and City of Port Huron.



### Roadways

Roadways are primarily focused on automobile and truck traffic. There are some segments of the roadways that are shared to include bike lanes on the north side of the City. This section will talk about road classification and traffic counts. Traffic counts are from the Michigan Department of Transportation (MDOT) Traffic Counts. The count is based on Average Annual Daily Traffic (AADT).

**Interstates** are at the highest end of mobility classification. They provide maximum speed, volume, and capacity, with no property access on the route. Interstate I-69, which runs along



the southern border of the City's limits. Imlay City has a direct entrance and exit ramp onto the freeway. Direct access allows for passersby to stop for food, gas, overnight accommodations, or other reasons. The average east bound traffic count is 22,206 AADT.

The **State Highway also known as a principal arterial** is Cedar Street also known as Van Dyke Road (M-53). This corridor is under the jurisdiction of the Michigan Department of Transportation (MDOT). The traffic counts on M-53 just south of Newark Road at the southern boundary of the City is 17, 749 AADT. Near Borland Road is 19,172 AADT. South of Capac Road (Old Imlay City Rd) AADT is 17,212.

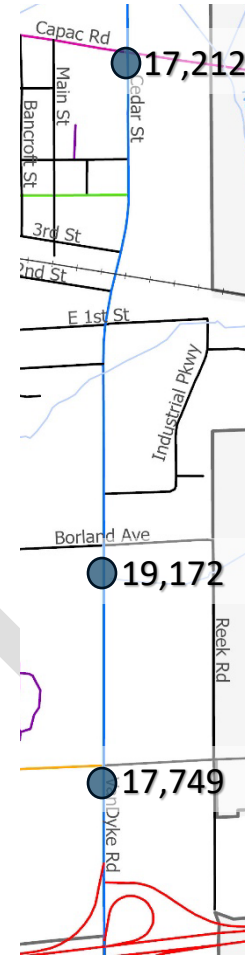
**Minor arterials** are similar in function to principal arterials except they carry trips of shorter distance and to lesser traffic generators. The only minor arterial road is Capac Road also known as Old Imlay City Road. The traffic count east of the Imlay City boundary is 2,023 AADT while west on the City limits it is 5,815 AADT. These are part of the City's responsibility to maintain.

**Major Collector** is a roadway that is busier than minor or local roads, but provides for more local transportation to business areas or development. The only major collector in the City is Newark Road up to Cedar Street (M-53). On Newark Road just west of Blacks Corners Road is 4,292 AADT, while just east of the City boundary the traffic count is 1,651 AADT. This would imply more people use Newark Road to get in Imlay City and likely use of the entrance onto I-69. These are part of the City's responsibility to maintain.

**Minor Collector** is a roadway that provides access to local destinations and is more used than a standard local roadway. The only minor collector in the City is 4<sup>th</sup> Street a portion of Blacks Corners Road to Attica Road. This roadway is commonly an alternative to using Capac Road near the downtown area and historic neighborhood area in the City. These are part of the City's responsibility to maintain.

**Local Roadways** are the majority of the classification of roads within Imlay City. These roadways focus on serving the immediate residents and/or tenants and typically have a low traffic count. These are part of the City's responsibility to maintain.

**Private Roadways** are maintained by 3<sup>rd</sup> party organizations. In the City these are commonly mobile home parks, apartment complexes, or other residential neighborhoods.



# Imlay City Master Plan

Base Layers:

-  Railroads
-  Creeks & Drains
-  Water Bodies
-  Municipal Boundary


February 2024



Source: Michigan Geographic Data Library, 2017;

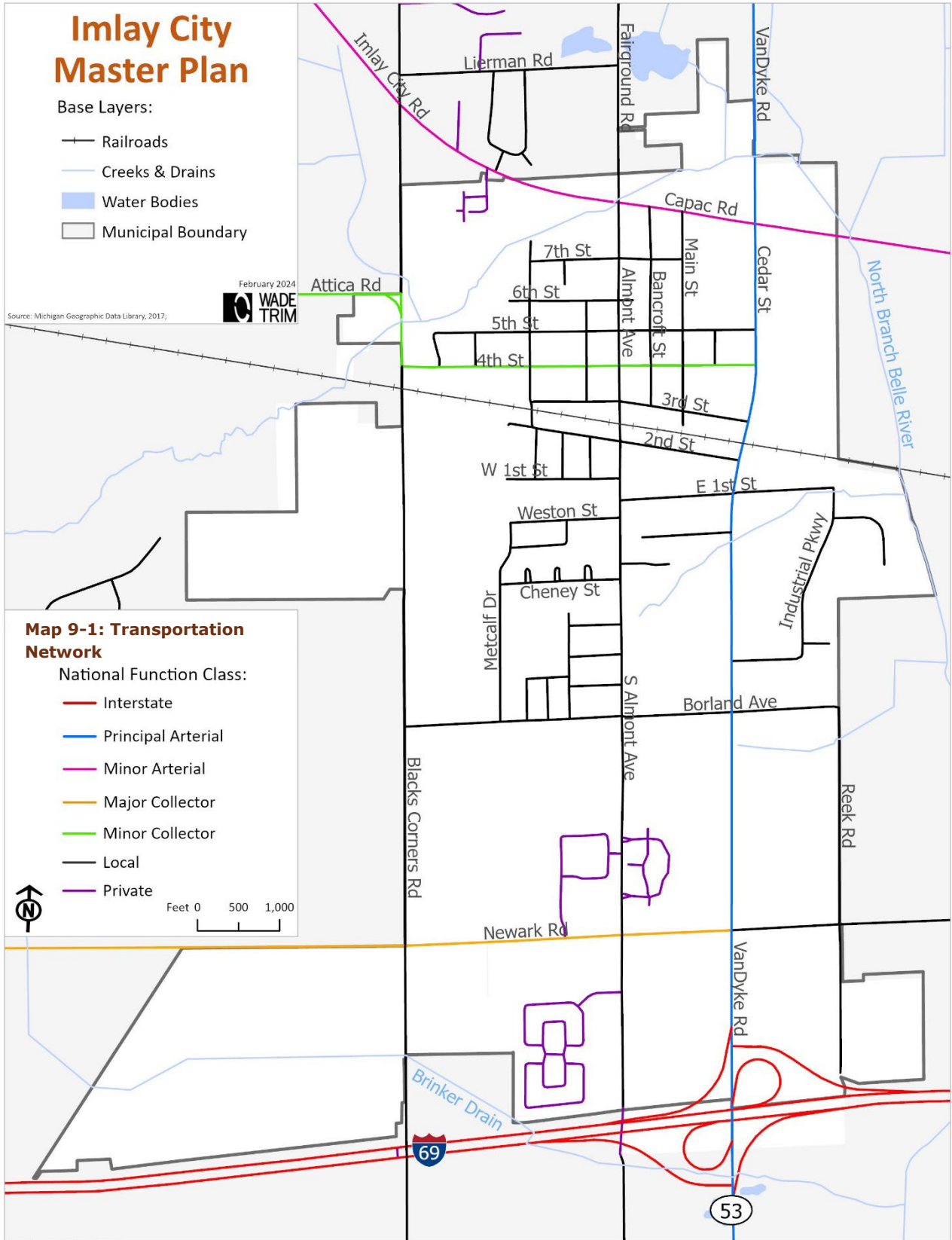
## Map 9-1: Transportation Network

National Function Class:

-  Interstate
-  Principal Arterial
-  Minor Arterial
-  Major Collector
-  Minor Collector
-  Local
-  Private



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## Motorized Recommendations

Roads in the City have had a tremendous influence on development. As people's first impression of the City, they immediately convey the character of Imlay City. Many of the streets in the City fall under the City's jurisdiction. However, a variety of streets are managed by the Lapeer County Road Commission and State of Michigan (MDOT).

- **Access Management.** The City currently manages access points along M-53 / Cedar Street through the Zoning Ordinance. As part of the site plan review process, cross-access and driveway location provisions are encouraged by granting additional flexibility for parking and additional signage, where other conditions are met.
- **Maintain Grid Street System.** The majority of the local streets utilize a grid system for the road network. This makes it easier for public safety to navigate and efficient development.
- **Deter development of Dead Ends.** The majority of the local streets utilize a grid system for the road network. One dead end near the City limits is 1<sup>st</sup> Street east of Cedar Street (M-53). Dead ends generally decrease efficiency of using space for development, more expensive to maintain, decrease efficiency of roadways system, and decrease public safety access and maneuverability.
- **Site Development Requirements.** The Planning Commission can request submittal of Traffic Impact Studies to evaluate the need for passing lanes, deceleration lanes, etc. on City streets. Additional regulations may apply on County and MDOT Roads.

## Complete Streets

Historically, transportation decisions were made in the interest of motorized safety, and while such efforts have resulted in improved safety on Michigan roads, they have also resulted in degraded environments for pedestrians, bicyclists and transit riders. For years, road rights-of-way have served their function of moving vehicular traffic; however, they are a tremendous public asset that can be used for much more. They represent important connections within a community, provide routes for travel and commerce, and project the first impression that will shape the community's image.



Roads should still be preserved for their intended function, but they should also be designed to accommodate all expected users of the road. Non-Motorized facilities are beneficial for the following reasons:

- They provide additional connections between homes, schools, parks, public transportation, offices, and retail destinations.
- Dedicated facilities for walking, biking or transit improve safety by reducing potential crashes between motorized and non-motorized users.
- They encourage walking and bicycling, with corresponding health and fitness benefits.

- They can help ease transportation problems by increasing the transportation network’s overall capacity and reducing congestion.
- They provide options to make fewer driving trips, resulting in savings on operation and maintenance of motor vehicles.
- They help enhance the economic vitality of connected commercial areas.
- They support sustainability goals and objectives by advocating a reduction in fuel use and a corresponding reduction in air pollution and carbon emissions.

Two bike lanes are within the City limits. One is located along both sides of Almont Avenue, starting at 4<sup>th</sup> Street, stretching north into Imlay Township. The other is along both sides of Capac Road, running east-west through the entire city. According to Imlay City’s 2023-2027 Community Recreation Plan, the City has incorporated bike lanes in local and major street reconstruction projects to improve connection to parks and recreation facilities.

### *Recommendations for Complete Streets*

The City with development of the Capital Improvement Plan should review with road projects if sidewalks should be constructed or repaired with the roadwork. Continue to look for additional funding to assist in the development of complete for sidewalks and bike lane expansions. Continue to work and coordinate with MDOT to ensure multi-user safety of Cedar Street (M-53).

## Alternative Transportation

Lapeer County provides a ride service for people 60 years and older. Transportation request service is operated out of the Imlay City Senior Center Monday through Friday. There is a minimal cost to seniors to use this service. The intent of this service is to help seniors maintain their independence by providing reliable transportation within Lapeer County.

## Non-Motorized

The intent of this section is to provide information about the current state of non-motorized networks and to identify needs and recommendations.

### Sidewalk Inventory

Sidewalks are essential in the community life for pedestrian an alternative modes of transportation. Sidewalks provide an often-safe route for pedestrian to trail by foot for exercise or for a specific purpose to go shopping, explore downtown, get to parks, etc.

In review of aerial images and local staff knowledge, provided is an inventory of existing sidewalks within the City. Sidewalks exist throughout the City, mostly in the traditional core and in newer residential developments. In the downtown area, the sidewalks are well maintained and provide variety of street treatments like landscaping, trash cans, pedestrian scale light-posts, benches, designated crossings throughout, and on-street parking. Non-motorized facilities along South Cedar Street were patchy and incomplete. Connectivity or route creation increase the likelihood a sidewalk will be used especially when a common destination is desired.



There are three principal concerns: incomplete network of sidewalks, narrow sidewalks, and sidewalks to nowhere. The general quality of these sidewalks is high, but as mentioned during public engagement, the lack of complete networks impacts accessibility for disabled, youth, and elderly individuals.



# Imlay City Master Plan

## Base Layers:

- Roads
- Railroads
- Creeks & Drains
- Water Bodies
- Municipal Boundary

Source: Michigan Geographic Data Library, 2017;  
Wade Trim Analysis, 2023



February 2024

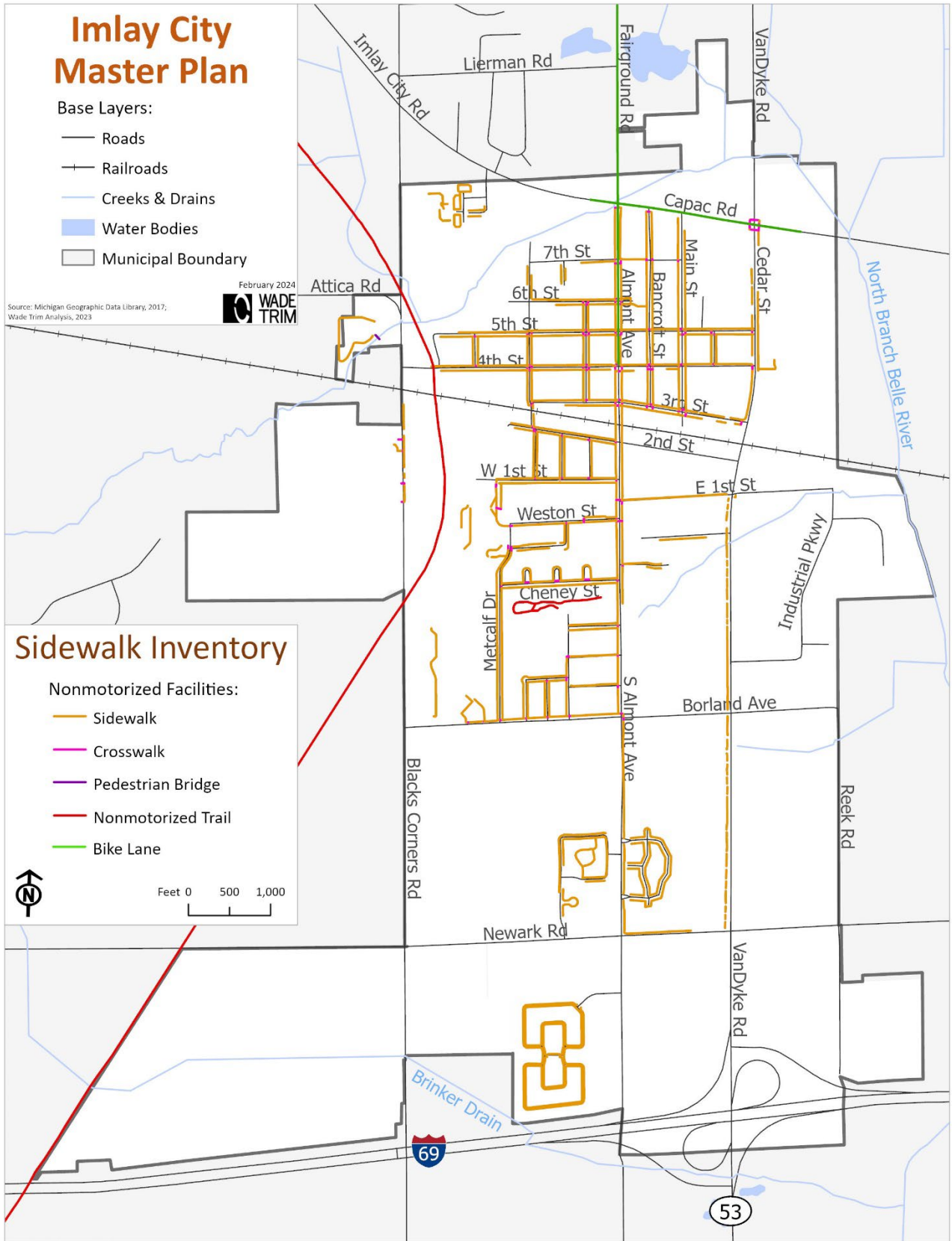
## Sidewalk Inventory

### Nonmotorized Facilities:

- Sidewalk
- Crosswalk
- Pedestrian Bridge
- Nonmotorized Trail
- Bike Lane



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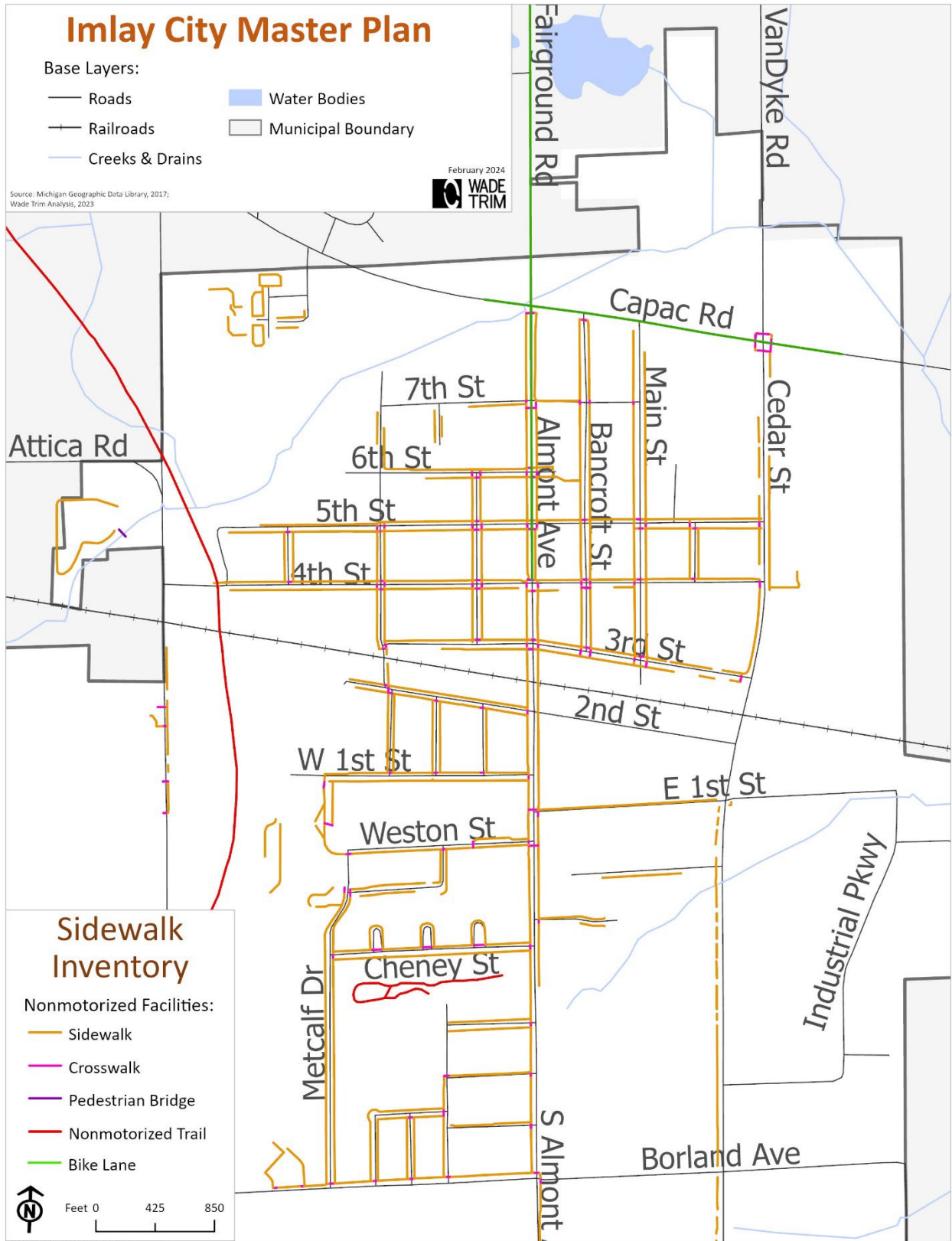
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# Imlay City Master Plan

## Base Layers:

- Roads
- Railroads
- Creeks & Drains
- Water Bodies
- Municipal Boundary

Source: Michigan Geographic Data Library, 2017;  
Wade Trim Analysis, 2023



## Sidewalk Inventory

### Nonmotorized Facilities:

- Sidewalk
- Crosswalk
- Pedestrian Bridge
- Nonmotorized Trail
- Bike Lane



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## Polly Ann Trail

The Polly Ann Trail is a 20-mile former rail corridor from Bordman Road to Kings Mill, passing through Dryden, Imlay City, and Lum. This trail connects to the Polly Ann Trail in Oakland County, which will eventually connect to the Paint Creek, Clinton River, and Macomb-Orchard Trails. The Friends of the Polly Ann Trail of Lapeer County is a grass roots organization of citizens that supports



the development and operation of the Polly Ann Trail in Lapeer County. The group was formed in October of 1997 to promote the acquisition of the unused rail corridor once known as the Polly Ann Railroad. Their mission is to support the development of the Polly Ann Trail through community informational campaigns, political action, volunteer labor, and fundraising projects.

## Non-Motorized Recommendations

Recent legislative and policy changes at the State and Federal level are paving the way for a new way of thinking about transportation. Not surprisingly, increasing fuel costs, desires to improve air quality, concerns about community health, coupled with campaigns to end obesity, especially among children and teens, have all contributed to a demand for travel alternatives to the single-occupant vehicle. Complete Streets seeks to meet that demand through policy and regulatory changes that shift the focus from solely auto-oriented planning to one that considers “all users” of the roadway.

Improving sidewalk and pathway systems will encourage more walking within the community, especially for those taking shorter trips. They also provide travel options for those without access to a personal vehicle, such as students, seniors and those with limited ability. A proposed pathway system for Imlay City is shown on Map Two: Non-Motorized Facilities Plan, which indicates the following:

- **Polly Ann Trail.** Increase wayfinding to the trail and from the trail to the downtown area. Consider additional ways to provide alternative routes that connect to the Polly Ann Trail like the North Branch Belle River extension discussed in the Parks and Recreation Plan.
- **Sidewalk Network Improvements.** Sidewalks are currently required by the City in certain places. Sidewalks are generally required in residential areas of the City.
  - Five foot wide sidewalk could be required along both sides of all internal roads within any residential subdivision, site condominium, and multiple family developments.
  - Sidewalks provide a level of comfort for pedestrians, and should be maintained free of obstructions and hazards. This includes filling in gaps, replacing cracked or heaving slabs, widening sidewalks where activity is high, and clearing the walkways of vegetation, obstacles and snow.
- **Shared Roadway.** Many bicyclists use existing roads and road shoulders for travel. Shared roads are typically indicated by the “sharrow” pavement marking, but can be made even more visible through painted lanes, signage or physical barriers. Where feasible and where a need exists, road shoulders can be widened or paved to improve safety and comfort for non-motorized users.
  - Wider and protected bike paths required along the entire length of M-53 / Cedar Street.

- Additional bike paths are envisioned along portions of First Street, Borland Road, Almont Avenue, Newark Road.
- **Cedar Street (M-53) Crossings.** Though there are sidewalks on portions of Cedar Street, the only location is at Capac Road on the north side of the City. Other potential crossing has no clear pedestrian concerns. Elements like pedestrian refuge medians within the roadway, pedestrian-activated traffic signals or flashers, pavement striping and signage can be used to improve safety and comfort for all users. The photo below of Oxford would be more appropriate near the downtown where traffic speed slow, while the one in Lake Orion would be better for higher traffic areas.



# Chapter 10 Public Engagement



The City made multiple attempts to get input throughout the Master Plan process. Strategies during the beginning developments of the plan include community survey and focus groups. An activity done in the middle of the process was the visioning & brainstorming meeting. Near the end of the process the open house was completed. Public engagement is crucial in the development of buy in and meeting the needs of public.

## Community Survey

The community survey was conducted in April and May 2024. The survey was circulated in the newsletter with the spring water bill, email blast, social media, flyers in the community, and shared on the website. A total of 375 responses were recorded with 62% were current City residents and 19% were Imlay Township residents. Throughout the summary of the results, there will be notes when the Imlay City resident responses were critically different from the total community responses. The survey was available in English and Spanish.

## Respondents

The majority of the Imlay City respondents lived in Imlay for more than 10 years, with about half of the total respondents living in the City for 20 years or more. The top three age breakdown of respondents include 35 to 54 years (48%), 55 to 64 years (18%), and 25 to 34 years (14%).

## General Sense of Community

There was a relatively significant level of agreement among both the total respondents and the City resident responses regarding the most favorable and least favorable aspects of Imlay City. Among the top eight favorable attributes prioritized by City respondents, historic character stood out slightly more often than growing up within the City.

The least favorable aspects of the community include downtown district is not vibrant enough, tax rate, availability of youth activities, lack of recreation options, and lack of non-motorized pathways. Imlay City resident respondents emphasized the write-in “Other”

### Most Favorable Aspects

1. Small-town atmosphere
2. Safe neighborhoods and community
3. Walkable neighborhood
4. Friendly people or atmosphere
5. Proximity to family friends
6. Quality of the school district
7. Grew up here
8. Historic character of community

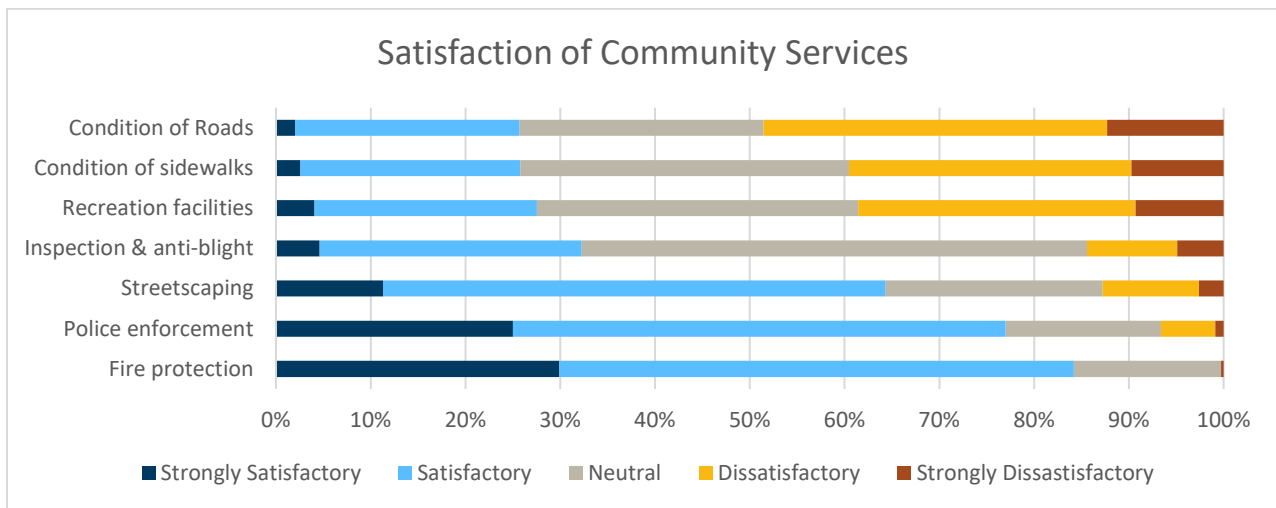
### Least Favorable Aspects

1. Downtown district not vibrant enough
2. Tax rate
3. Availability of youth activities
4. Recreation option
5. Affordability
6. Other (specified)
7. Lack of non-motorized transportation (bike paths, sidewalks, etc.)



category over the lack of non-motorized transportation. Within write-in responses, the City residents consistently expressed dissatisfaction for the poor sidewalk conditions, poor street conditions, and high water and utilities bills.

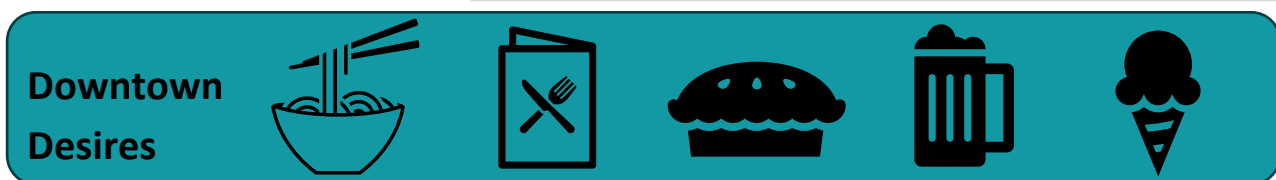
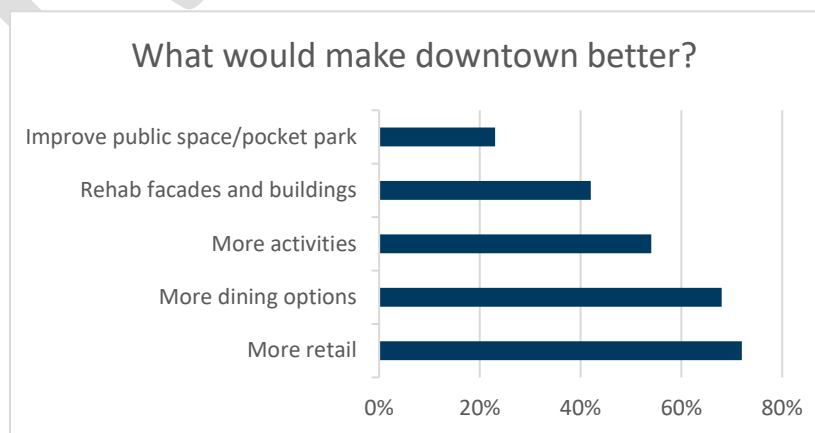
The survey assessed community services within Imlay City. The respondents displayed high satisfaction for fire, police, and streetscaping. However, the lowest satisfactory ratings were given for the condition of roads, sidewalks, and recreation facilities. These findings align with the findings within the least favorable aspects of the community.



### Economic Development / Downtown

Moreover, certain respondents highlighted the positive aspect of Imlay City’s proximity to neighboring cities. The most frequently visited cities for dining and entertainment needs were the City of Lapeer and Imlay City. This preference may reflect the respondents’ dissatisfaction for there are not enough options/diversity locally. Nonetheless, there was a considerable proportion of respondents choosing to remain in Imlay City for their dining and entertainment needs.

The survey revealed the most common reasons why responses visited downtown the most was for dining (27%), festivals and events (21%), and personal services such as salons (16%). Additionally, most of the respondents expressed interest in increasing the presence of retail (72%), expanding dining options (69%), offering more activities downtown (54%) would improve the



downtown area. Additionally, respondents indicated their willingness to frequent downtown Imlay City if there were more diverse ethnic restaurants (63%), casual dining options (50%), bakeries (47%), breweries or distilleries (47%), and ice cream and sweet shops (43%).

### Future of Imlay

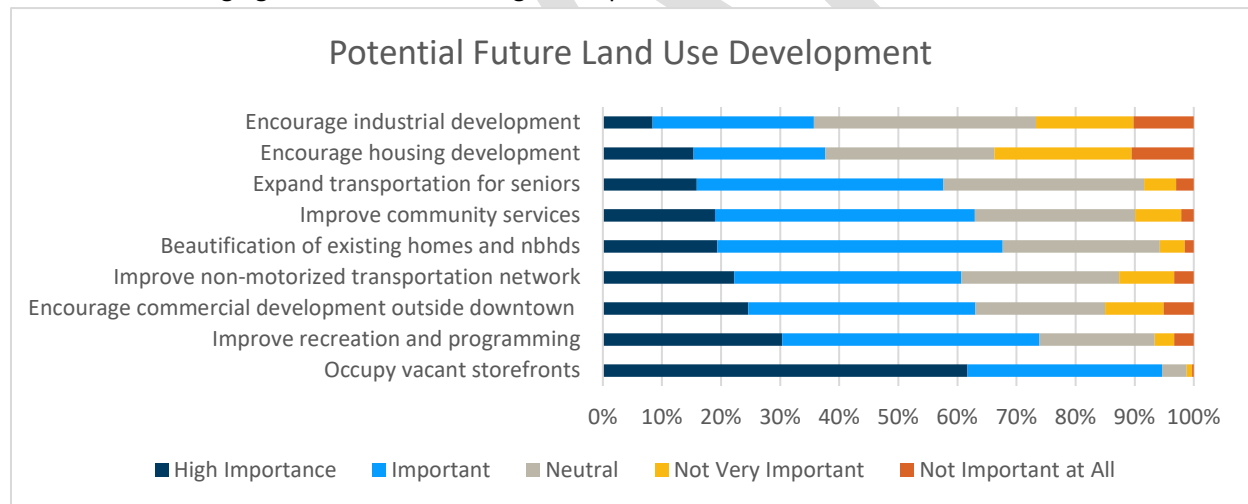
This section addresses survey questions regarding the development of Imlay City over the next 5 to 20 years. City residents predominantly favored construction of small single-family detached homes under 1,500 ft (33%) and large single-family homes over 1,500 ft (30%). However, there was limited support for additional housing development (senior housing, mixed use,

**Housing Desired:**  
Under 1,500 sqft &  
More than 1,500 sqft

**Type of People Desired:**  
Young Families  
Middle-Aged Adults

attached single family homes) driven by concerns for land preservation and maintaining the small-town feel. Despite this, over 65% of residents expressed no interest in moving from the community. Looking towards growth, it was asked what types of people they would like to see in the community. The top two most desired groups include young families and middle-aged adults moving to Imlay City.

Respondents overwhelmingly endorsed the idea of occupying vacant storefronts, with 95% considering it of high importance or important. Additionally, there was strong support for improving and expanding the recreational facilities and programs with 75% of the respondents rating it as highly important or important. Most other potential land use development propositions collected majority positive responses, except for initiatives encouraging industrial and housing development.



Imlay City residents identified several barriers to improving jobs and economic growth. The most prominent barriers described included high cost of living or business operations (48%), the retention of young skilled workers (42%), job availability (40%), insufficient infrastructure (35%), and the need for quality-of-life amenities such as parks and recreation (32%). The survey also delved into attitudes toward marijuana facilities within Imlay City. Most respondents (60%) expressed opposition to recreational facilities in the City and the majority (90%) were opposed to unlimited number of recreational marijuana facilities in the City.

Sidewalks and pedestrian crossing were discussed throughout the survey. Specifically, there was strong positive response (73%) in favor of adding a pedestrian crossing to Van Dyke Road. The community

emphasized the sidewalks crossings on Van Dyke (M-53) to be at Borland Road/ Kroger Plaza / Fairgrounds area and near the downtown area.

## Community Identify

In discussions about Imlay City's identity, community members predominantly characterized Imlay City as small-town American and expressed a desire for it to maintain its essence in the future (50%), as well as being family-centric (12%).

In discussions about Imlay City's sense of place, community members most often thought about the Van Dyke and I-96 interchange (32%) and local family and friends (19%). Multiple comments about what makes you think of Imlay City include Vlasic's pickle factory. Additionally, most residents expressed a preference for the City's color scheme of dark and light blue. Regarding communication about local activities, community members indicated that they relied on Facebook (63%), word of mouth (44%), and newspapers (28%), while also expressing a need for improved communication and increased community involvement.



## Focus Groups

On April 30, 2024 the City hosting focus group discussions for specific stakeholders within the community. We invited a variety of organizations to attend in person or respond to a questionnaire if they were unable to attend in person. Wade Trim facilities discussion about community life, youth, housing, economic development and land use, and parks and recreation and pathways. Below is a list of the organizations that participated:

- **St. Paul's Lutheran Church** – Is one of many churches located on the north side of the City. They have a Food for Families program, active youth group, and provide a variety of other activities to add to community life.
- **New Hope Baptist Church** – Is a church located on the south side of the City. They provide various worship services and bible study in addition to other social and service events/groups.
- **Imlay City Community Schools** – Is the local school district with an early learning center, two elementary schools, one middle school, one high school, and venture high school.
- **Lapeer Development Corporation** – Was established in 1981 non-profit focused to lead and coordinate economic development within Lapeer County.
- **Tri-County Bank** – Is one of the local banks in Imlay City.
- **Imlay City Area Chamber of Commerce** – Is a non-profit organization that sponsors a variety of programs and events within Imlay City and focuses on providing local investment.
- **Downtown Business** – We had a representative from a business located in the downtown area.
- **Real Estate Companies** – We had local real estate representatives attend.
- **Land Owners within Imlay City** – A few major developed and undeveloped land owners joined various discussions. Many of these property owners do not live in the City, but do have a close tie working in the City or have family within Imlay City or Imlay Township.
- **Imlay City Parks & Recreation Committee** – Is a group of appointed members of the community that focus on City Parks and Programming.



community, people are welcoming and lots of community events to participate in. The youth in Imlay City are described as outdoor people enjoying hands on-activities, enjoy working with adults, and commonly bored or un-challenged on activities available locally.

**For things they wished they could change include:**

- Traffic Light by Kroger / Borland Road
- M-53 Traffic Calming and Safety
- Pedestrian walkability/ crossings throughout City
- Fill vacant / blighted buildings
- Embrace large local Hispanic population
- More events at the fairgrounds
- High taxes
- More to do in the community
- Thriving downtown
- Rental housing in bad condition
- Volunteer shortage
- Stray cat control
- More job opportunities
- Access to utilities



**Suggestions on how to make community life better include:**

- More advance warning about elections and community events (flyers in community)
- Better coordination of group activities in community (too much going on at same times)
- Continue to celebrate businesses that give back to the community
- Low taxes/ tax incentives for small businesses
- Voluntary faith based programs in school
- Increased walkability throughout community
- Local investment clubs to assist in start ups or local businesses
- Increase Façade Grant utilization
- Improve the quality of the interior of downtown buildings
- Known ways to help get investments that don't require a bank formula
- Shelter for women, children, and young men
- Ensure there is mentorship of community (government or civic groups) to help raise the next generation into rather than figuring it out on their own or waiting to be asked
- Provide opportunity for youth involvement (Asking them not waiting for call to service)
- Consider having a student on various City board to keep a youth perspective or doing a youth summit
- Ensure input is being taken from City residents rather than those outside Imlay City who have an opinion about Imlay City.

We asked how members of the community stay informed most indicated using Facebook or word of mouth. It was mentioned there are several key individuals in the community that serve on multiple community groups that help cross network on events or awareness of what is going on in the community.

## Housing / Economic Development and Land Use

Regarding housing and economic development, there was a desire for more to be offered in Imlay City. The current condition of housing in Imlay City was characterized as full and not enough to meet demand, older homes of lesser value, with a few very nice historic homes, lots of rentals, some homes are run-down and need hard rehabilitation, and when something goes up it sells fast. The downtown area is described as wanting, too empty, and beautiful streetscaping. It was stressed there is desire to keep marijuana out of the downtown area. Some suggested improvements to the downtown include:

- Improve entrance from, M-53/ Almont Avenue
- Allow more people to live downtown
- Amtrak stop in downtown Imlay City
- Increase awareness to connection to Polly Ann Trail

The Van Dyke corridor was described as scary and deadly for both pedestrians and vehicles. There were suggestions for enhancements to include:

- Additional traffic lights
- Street calming
- Reduce the number of curb cuts on M-53 and start use of service drive

Many young buyers are looking for move in ready homes, minimal yard maintenance and affordable. There is likely some homeowners that would like to down-size, but there are not many options to do that so they are stuck living where they are currently. Some of the major barriers for economic development or housing growth included primarily cost of for expansion for utilities and inability to get financing from traditional institutions where Imlay City does not have enough data to support their “model”.

### **Uses they would like to see in the community included:**




- Add a Chick-fil-a
- Additional grocery store
- Incubator Businesses Downtown
- Art Store & Cooking Classes
- Additional housing options
- More local owned restaurants & small retailers
- Sit Down Restaurants (chain like Applebee’s)
- Diversity of restaurant foods available
- Hometown Bar open late
- Brewery downtown (someplace opened late)
- More clothing/ shoe/ department store options
- More entertainment for families, teens and young adults (There are a lot for young children)
- Community Center for young people
- Agricultural Supply Store

## Parks and Recreation and Pathways

The recreation conversation focused comments included ensuring there are a diversity of activities for kids of all age groups. Many members commented on the phenomenal maintenance of parks (simply let the City know and it will be taken care of shortly). Additionally, it was commented how wonderful City staff has been to work with and they genially care about the City.



**Seniors:**

- Higher use of senior center
- More activities at senior center like bus trips
- Better Communication
- Better lunches on location



**Polly Ann Trail:**

- Extend of maintained surface (woodchips or limestone)
- Better understanding of trail map while on trail
- More trail connections within City



**City Park System**

- Barrier Free ADA Play Equipment
- Disc Golf (18 hole minimum)
- Dog Park
- More use of Veteran's Park
- Skate Park/ four season

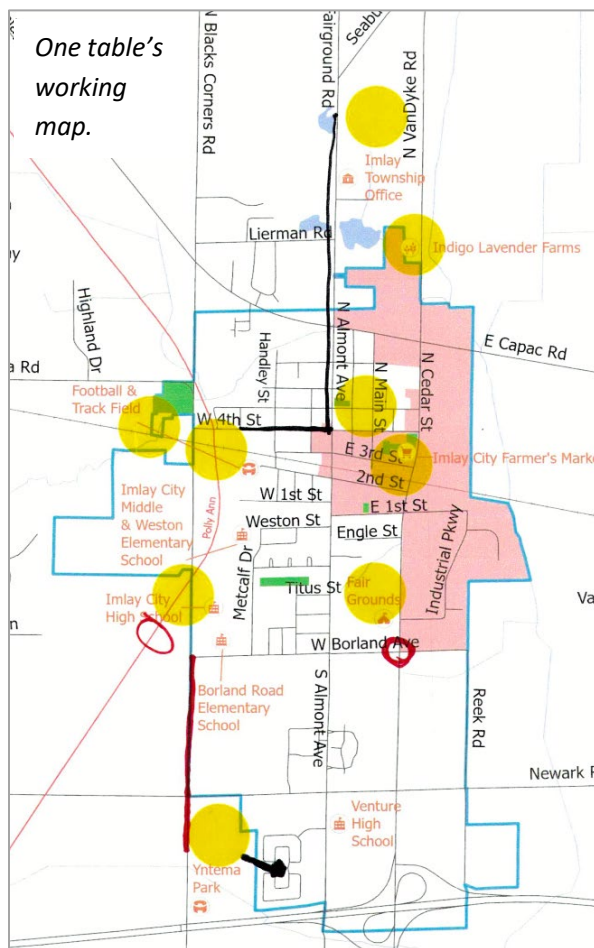


## Visioning & Brainstorming Meeting

On July 11, 2024, Imlay Township and Imlay City had a joint public visioning meeting in the Imlay City Fire Hall. The session was advertised with public postings, social media, eblast service, and the local newspaper. Overall attendance was strong, with a total of 34 people signing in. More than half of the attendees were residents of Imlay City, and eight of the total attendees were residents and business owners.



In the visioning meeting the attendees participated in three activities. The activities were to identify the locations of destinations and natural areas, describe Imlay City downtown strategies, and discuss creative solutions to local challenges.



### Destinations, Natural Areas, and Desires

Participants indicated on maps some of the most frequented destinations, significant natural areas, and potential locations for new destinations or natural areas they would like to see in the community. They also identified the locations where new pedestrian connections could improve the walkable infrastructure to the destinations they identified.

The top destinations were:

- Indigo Lavendar Farm
- Downtown Imlay City
- Kroger shopping center

The top natural areas were:

- Polly Ann Trail
- Lion's Park
- Township Park
- Yntema Park

The participants discussed the challenges for pedestrian and cyclist accessibility. They expressed a desire to connect Imlay City amenities with the Township with sidewalks and bikeways. Specifically, they wanted to see a path from the Township Office

down N Almont Ave to 4<sup>th</sup> Street leading toward the Polly Ann Trail Trailhead. In addition, the participants described a potential path connecting Imlay City High School and Yntema Park.

The community members desired to see more businesses in the Imlay City downtown area, particularly retail and grocers. Additionally, there was a strong desire to have a central location for teenagers and young people. Specifically, they described a youth activity center that could include study rooms, an indoor gym,



and a skatepark near the Imlay City vacant grain elevator property. The community also desired to see more outdoor activities including a local orchard or cidery, a sledding hill, disc golf, dog park, and pickleball courts.

## Imlay City Downtown Strategies

The Imlay City Downtown Development Authority (DDA) impacts the quality of life and provides enrichment and basic needs for both City and Township residents. This exercise asked participants to rank all strategies and identify the top three. There were three categories: overall DDA area, traditional downtown, and Van Dyke Corridor. The top three in each category include:

### Overall DDA Area:

- Youth Engagement
- Business Retention
- Business Recruitment

### Traditional Downtown:

- Diversity of Stores
- Downtown Night Life
- Additional Housing Downtown

### Van Dyke Corridor:

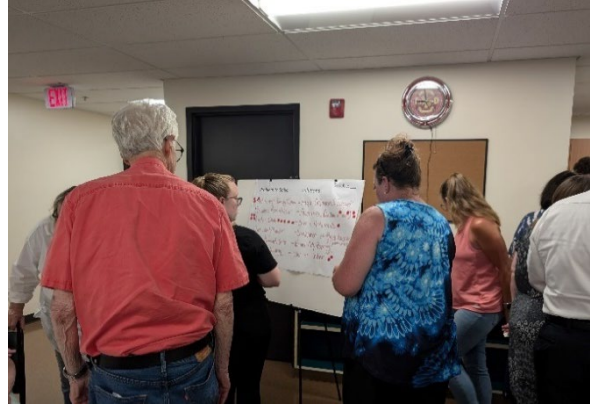
- Crossing Van Dyke
- Infrastructure Improvements
- Beautification of Van Dyke

Overall, there was strong consensus that a **safe crossing on Van Dyke Road** was of great importance to them (91%), and 58% of the participants found it to be a top priority compared to all the other possible development strategies. The second overall top priority was to **diversify stores in the traditional downtown** (32%), and 88% of the participants found it to be of great importance to them. The third most voted on strategy was to **engage the youth as an overall DDA strategy**. 85% of the participants found believed that youth engagement was of great importance to them, and 26% found it to be a top priority compared to all other development strategies.



## Creative Solutions

The final exercise asked for groups to list together top problems and list solutions for each. Each group then presented these ideas to one another and at the end each participant received two stickers to vote on the top solutions. The summary of the findings is listed below, the number in parathesis is the number of votes it received:



- **Downtown Development**
  - With an anchor store such as bars or restaurants (11x)
  - With a brewery (9x)
- **Economic Development and Business Recruitment**
  - Business and economic development through tax breaks, incentives, and limiting property taxes (11x)
  - Business recruitment through tax breaks or grants (5x)
- **Vacant/Underused Properties**
  - Address idle property ownership through tax assessments and implementing fees after a period sitting vacant. (2x)
  - Address vacant buildings by searching for investors, grant funding, and establishing a focus group to connect business plans to investors. (1x)
  - Address vacant buildings by developing a pavilion or community center. (1x)
- **Walkability**
  - Expand safe pedestrian only areas by developing a public square or open public space. (7x)
  - Pedestrian walkway over or under Van Dyke Road, a stoplight at Kroger/Borland Road, sidewalk along on M-21. (6x)
- **Housing**
  - Develop and diversify housing within the City limits. Specifically calling out mixed use, diversify housing sizes, reducing zoning requirements, and extending City services. (3x)
  - Develop new housing with subdivision infrastructure. (1x)
- **Community Policy**
  - Develop a stronger sense of community cohesion through events celebrating the Hispanic culture and local population. (5x)
  - Develop a cohesive architectural design or theme enforced by adopting ordinances. (3x)

## Open House

Imlay City hosted an open house in conjunction with Imlay Township for the development of each jurisdiction’s Master Plan. It took place on September 23, 2024 with approximately 40 participants. The open house featured four informational boards specifically related to Imlay City, covering the topics of housing, marijuana, sidewalks, and re-envisioning Van Dyke Road. These were accompanied by a survey for attendees to fill out as they viewed each board.

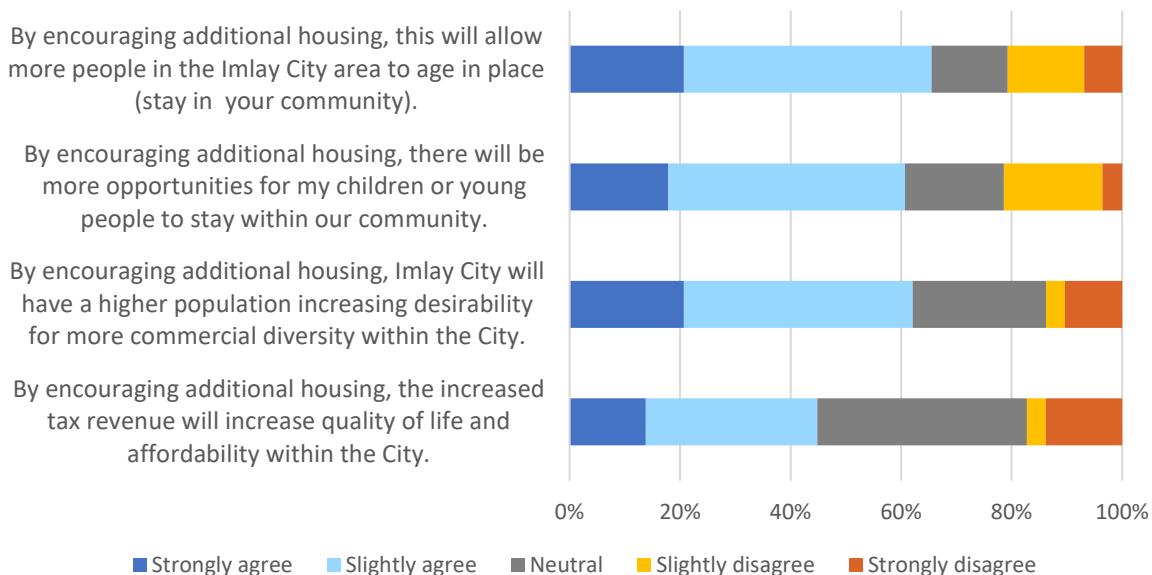


## Housing

The first board showed demographic and housing data collected as part of Chapters 2 and 3 along with the Existing Land Use Map in this Plan. 77% of participants said they felt Imlay City is somewhat affordable; 2/3 of people said they would support moderate residential growth in the City and the most popular strategy to help with housing affordability was encouraging more living in downtown or other mixed use developments.



Participants were given four different statements about housing and asked to indicate their level of agreement on each. Results are shown below:

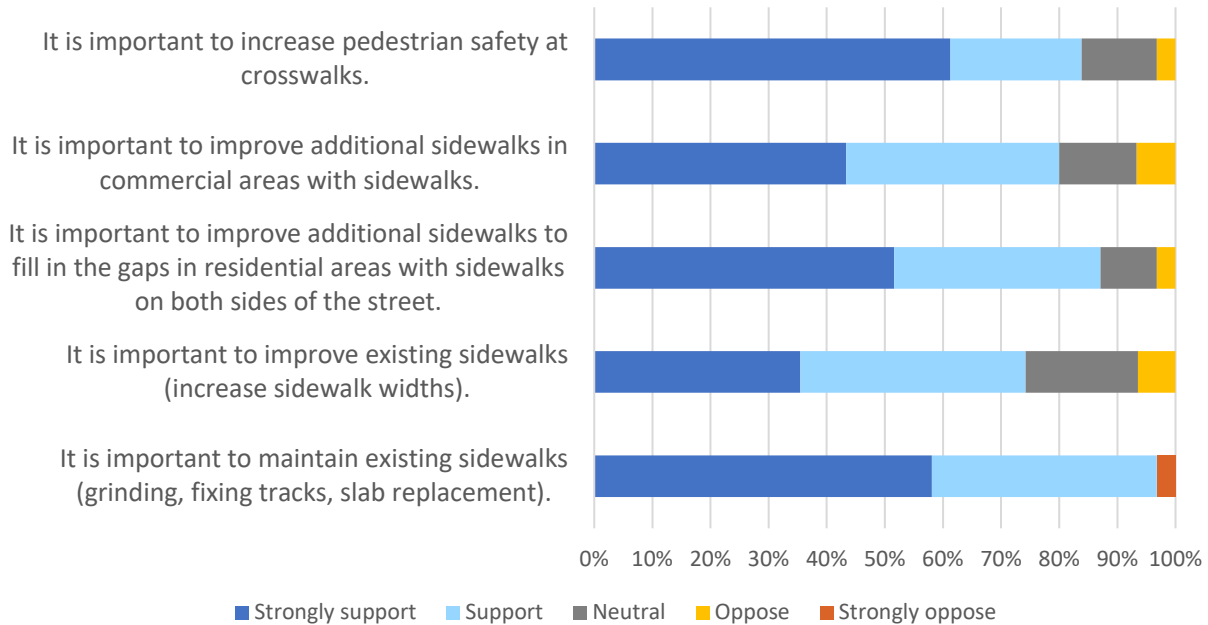


## Marijuana

This board provided information on Imlay City’s current status with allowing medical or recreational marijuana, public input survey results, and descriptions of different types of medical and recreational marijuana facilities. Participants overwhelmingly opposed (over 50% strongly opposed or oppose) any form of medical or recreational marijuana facility in the City. The three types of facilities with the most opposition include provisioning centers, processors, grow facilities, and microbusinesses.

## Sidewalks

Sidewalks is a major amenity within the City and there was a lots of public interest on improving walkability throughout the community. There was a map of the City showing existing nonmotorized pathway indicated (sidewalks, crosswalks, trails, etc.) in addition to information about how to report sidewalk repairs to public works, survey results, Imlay City’s sidewalk maintenance strategy, and a map of the Polly Ann Trail in Lapeer County. Participants were asked to list their level of support regarding five different aspects of sidewalk infrastructure. Results are shown below:

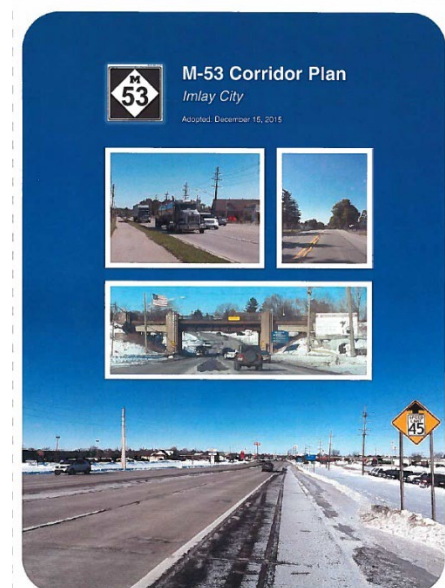


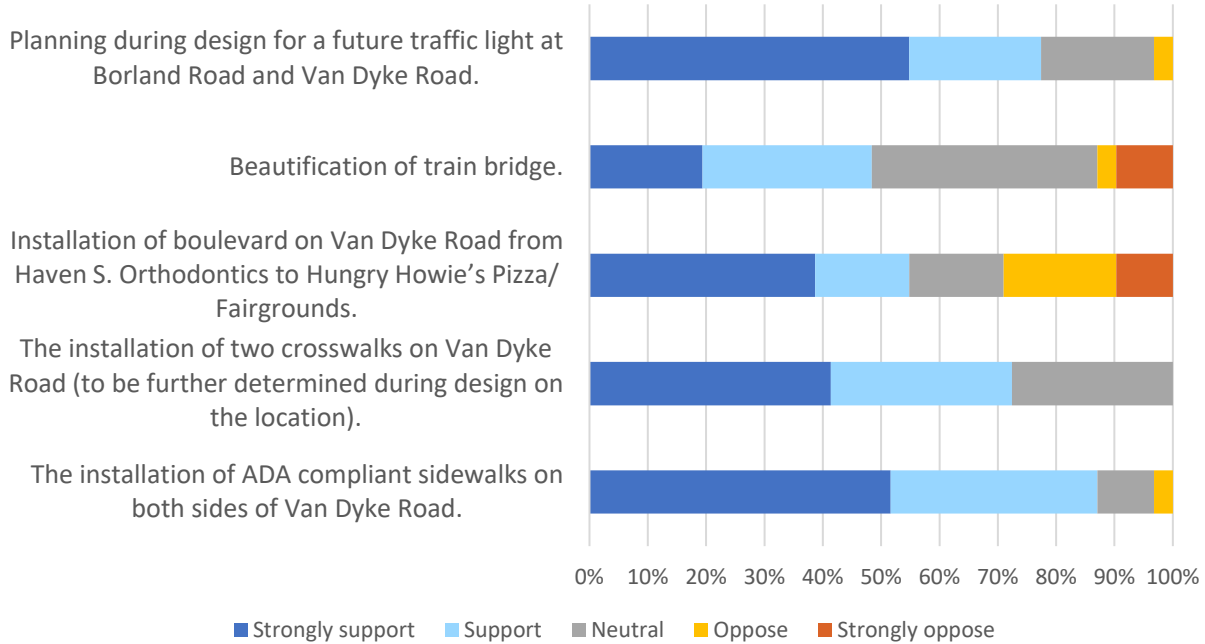
Furthermore, respondents showed strong support (78%) for additional connections to the Polly Ann Trail. There was overwhelming requests for improved material of the Polly Ann Trail located outside of the City limits.

## Envision Van Dyke Road

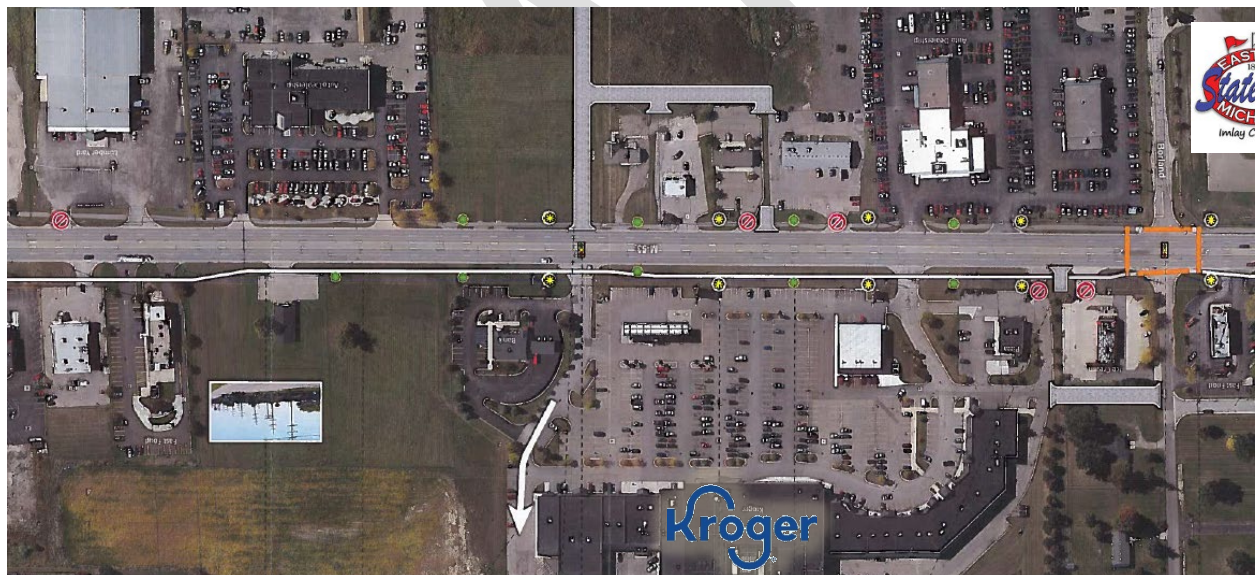
The Envision Van Dyke Road is a proposal being considered in cooperation with MDOT to redesign Van Dyke Road (Cedar Street). Provided was the previous corridor plan showing, a boulevard option and asked for input on various features as part of the MDOT proposal. Majority of the participants were aware of the project prior to coming to the open house. Major concepts of the plan include adding a boulevard and pedestrian crossings. The desire for pedestrian crossing and increased safety have been major concerns throughout the Master Plan update process.

Respondents were then asked to rank their level of support regarding several aspects of the project. Results are as follows:

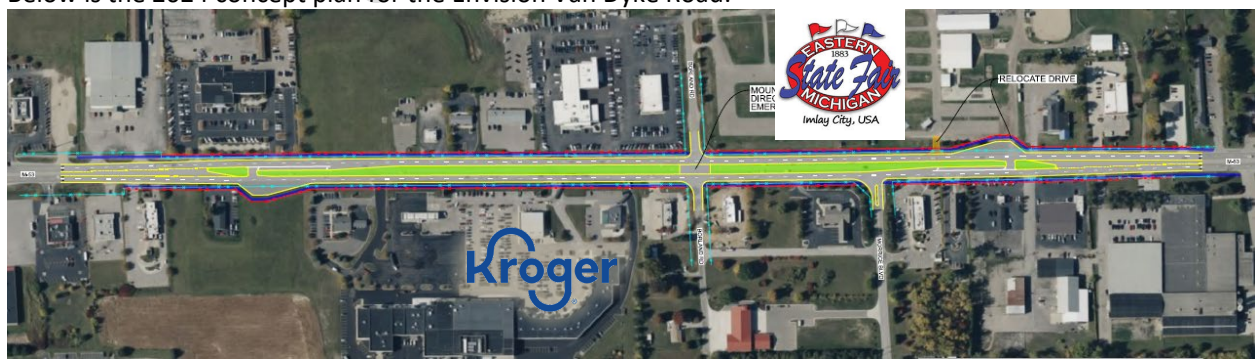




Below is the 2015 Corridor Plan Concept for Van Dyke Road:



Below is the 2024 concept plan for the Envision Van Dyke Road:





## Chapter 11 Goals & Actions



The master plan is as a roadmap for future growth and development within a community which is intended to ensure that Imlay City remains a highly desirable community to live, work, or visit. It describes and evaluates various physical and systemic factors within the community, including population, economy, housing, land uses, natural features, community facilities, and transportation. For the Master Plan to be an effective and fair document, it includes the perspectives of community input along with a technical assessment of the current land uses and best practices for future development.

Based on these concepts, a set of comprehensive goals and action items have been created to achieve the desired development outcomes. The goals are value based and describe the ideal outcomes of planning and development, while the action items are measurable steps aimed at achieving the goals.

### OVERALL

**Maintain Imlay City's reputation as a great small town and a great place to raise your family.**

- Identify key entryways into the City and prepare plans to create a stronger gateway image development for corridors into the City.
- Continue to coordinate with Imlay City Public School to improve the community and have win win situations.
- Encourage the continued provision of high quality school facilities that contribute to the desired quality of life and that attract new residents and businesses to the City.
- Support community organizations and citizen groups in their efforts to provide needed facilities and services that benefit the community.
- Work with high speed internet providers to expand service to residents and businesses in the Imlay City area.
- Explore opportunities for joint services and facilities with other groups including schools, churches, surrounding communities, and organizations.
- Explore the development of a youth center or more youth programming.



## Good Governance

**Ensure that Imlay City practices good governance principles such as transparency, accountability, responsibility, and coordination.**

- Maintain an up-to-date Zoning Ordinance that reflects current trends in land use and development.
- Create a set of development guidelines that provide the quality standards that are expected in the City, and publish incentives that may be issued for qualifying projects.
- Continue to work on Redevelopment Ready Community (RRC) Program certification to incorporate best practices for business development and facilitation.
- Maintain a five year capital improvement program (CIP) to prioritize the expansion or installation of public facilities and services in relation to funding availability.
- Initiate regular discussions with the Fair Board, major developers, or other stakeholders to identify current needs, future plans, and potential impacts to the Fairgrounds.
- Communicate information of interest to residents through the City's web page and newsletters.
- Coordinate with other agencies, municipalities, businesses and citizens to share project responsibilities, reduce project overlapping, and maximize usefulness of City resources.

## Residential

**Maintain and protect existing residential neighborhoods and maintain diversity of quality homes.**

- Maintain residential areas and separation of incompatible land uses such as industrial and commercial uses by evaluating the Zoning Ordinance.
- Evaluate the master plan and rezoning decisions to ensure these policies and decisions stabilize residential areas by preventing the encroachment of incompatible land uses into residential neighborhoods.
- Promote maintenance and rehabilitation of existing housing and residential neighborhoods.
- Enforce zoning, building code and property maintenance regulations to ensure that rental units do not become a blight on the community.



**Support new residential developments that offer a variety of quality housing options based on the needs of the community. Including special housing needs such as senior housing, affordable housing units, and lifestyle choices such as families and young professionals.**

- Allow for a mix of dwelling types and densities, where they can be supported by the market, and served by adequate infrastructure and services.
- Support the creation of residential units on the upper floors of commercial buildings in downtown Imlay City.
- Attract developments that offer affordable and appropriate housing for seniors.
- Promote Planned Development Districts and flexible zoning options for development proposals that may require some regulatory flexibility, but that will result in higher quality development options.

- Require future residential developments to be served by a grid road system that is integrated with the City's existing road system.
- Encourage usable and convenient open space be provided with new residential development.
- Retain the residential neighborhoods near downtown Imlay City to add vitality to the downtown and provide convenient services to those residents.

## Downtown Vitality

### **Maintain the historical character and aesthetics of downtown Imlay City.**

- Promote a walkable environment for pedestrians while discouraging auto-oriented and suburban-style developments that are not appropriate for downtown environments.
- Promote visual and physical links between Cedar Street (M-53) and downtown Imlay City, such as landscaped walkways, streetscapes, and public art.
- Encourage additional outdoor seating areas for local restaurants and businesses.
- Maintain attractive entryways/gateway into the traditional downtown; especially at the M-53/3rd Street intersection.

### **The traditional downtown area has high occupancy and provides a variety of basic services, restaurants, and products.**

- Work with the Imlay City Downtown Development Authority to collectively plan for the downtown, and to collaborate on implementation efforts.
- Continue to support a blend of civic, retail, office, service, residential and entertainment uses that help create an active environment throughout the day and into the evening.
- Ensure the relocation of local (e.g. Imlay City offices), state and federal (e.g. post office) institutional uses downtown.
- Promote community events in the downtown area to attract business and attention to downtown shops.
- Continue to enforce maintenance and design codes, and improve or restore the façades of buildings in the downtown area.

## Commercial Development

### **Identify locations for general commercial growth and provide guidance to future developers.**

- Maintain and infill commercial corridors along Cedar Street and Old Imlay City Road to provide a diversity of businesses and employment for City, surrounding area, and region.
- Promote high-quality standards for new commercial developments, including building design, signs, lighting, strategic parking, and loading facilities, access design, and landscaping by evaluating the Zoning Ordinance requirements.
- Diversify commercial businesses along Cedar Street by regularly review of uses allowed within the Zoning Ordinance.



## Industrial

**Maintain a strong industrial and employment base for Imlay City and the region.**

- Maintain existing industrial uses by facilitating expansion plans and removing regulatory barriers.
- Investigate, through discussions with Imlay Township, opportunities to add industrial land to the City.
- Ensure new industrial uses are located and developed so that they create minimal impacts on nearby uses by evaluating requirements within the Zoning Ordinance for landscaping, setbacks, etc.
- Support innovative opportunities to keep up with changing technologies by reviewing the Zoning Ordinance.

## Parks & Recreation

**Provide a comprehensive system of public and private parks, recreation facilities and open spaces that are accessible and usable to all residents.**



- Promote the continued implementation of the Parks and Recreation Master Plan.
- Promote the continued implementation of the pathway system throughout the City to connect parks to one another.
- Explore opportunities for joint recreational services with other groups including schools, churches, surrounding communities (Imlay Township, Lapeer County, etc.), and organizations.
- Encourage the inclusion of usable open space within the development of new residential subdivisions.
- Acknowledge the Fairgrounds as a contributor to the overall parks and recreation system in Imlay City, and work with the Fair Board to identify and encourage an expanded range of activities that serve the overall needs of City residents.
- Continue to support and collaborate with Friends of the Polly Ann Trail that goes thru Imlay City.

## Transportation

**Maintain a safe, balanced, and coordinated multi-modal transportation system adequate to accommodate the current and future needs of Imlay City.**

- Continue to implement a continuous non-motorized pathway system, separate from the traveled thoroughfares that link residents to existing pathways, community facilities, schools, businesses, landmarks and adjacent communities.
- Ensure adequate provisions for the on-going maintenance of pedestrian pathways by evaluating the CIP plan.
- Ensure off-street parking areas are appropriately sized and developed in a manner that is aesthetically pleasing by evaluating requirements within the Zoning Ordinance.
- Coordinate long-range transportation needs with MDOT, the Lapeer County Road Commission, and adjacent communities.

- Encourage use of transportation impact studies to determine the amount of parking, and road improvements that may be needed to provide safe access to development.
- Link new subdivisions with existing residential areas to form neighborhoods, including street and pathway connections.

DRAFT

# Chapter 12 Future Land Use Plan



The Future Land Use Map, which is summarized in this section, is the culmination of the master planning process. The Future Land Use Map and the associated land use category narratives make up the Future Land Use Plan. The Future Land Use Plan is based upon consideration of the analysis, the trends in development, the results of the critical issues analysis, and the issues, goals, and recommendations set forth in the Plan. It reflects the input of the Planning Commission, the City Commission and the residents of Imlay City. For each future land use classification, there is a description of the intent, appropriate uses, and location criteria to help evaluate when the use of the district is appropriate. The Future Land Use Map indicates what the land uses could be in Imlay City ten or more years from now. This does not mean that the City should change its zoning districts immediately to correspond to the Future Land Use Map. This chapter is intended to be a "road map" for the location of land uses in the City over time. The Future Land Use Map is intended to guide land use decisions in Imlay City and assist City officials with the development of land use regulations.

## Large Lot Neighborhood

This designation is intended for single-family and duplex residential developments with lot sizes that are currently typical of the community. Desired densities would have average lot sizes between 9,600 to 10,900 square feet. It is encouraged wherever feasible to maintain the existing grid system subdivision design, architecturally significant homes and urban lots are typical for this designation. In addition, for new developments planned common open space should be developed as new residential areas are developed. It is important these neighborhoods continue to provide sidewalks and street trees to maintain the small town feel desired by the community.



The location criteria for large lot neighborhoods include surrounding existing housing density; a need to reserve more land for similar development. The availability of public sewer and water; and environmental factors impact the range of housing density.



## Traditional Neighborhood

Surrounding the downtown area, is the traditional historic neighborhood. Desired densities would have average lot sizes between 7,500 to 10,900 square feet. This designation is intended to recognize and maintain the older established residential areas of the City which were developed with a consistent lot size and development pattern. It is important to note, current lot sizes in this classification can lack modern desired amenities such as garages onsite requiring on-street parking. Limited home

occupations can be appropriate in this district based on expansion pressures from the traditional downtown and commercial businesses along Capac Road (Old Imlay City Road). It is important these neighborhoods continue to provide maintenance and expansions of the sidewalks and maintain street trees to protect the small town feel desired by the community.

The location criteria for this development are located adjacent to the downtown area, south of Capac Road, west of Van Dyke Road. The availability of public sewer and water; and environmental factors impact the range of housing density.

## Dense/Multiple Family Residential

This designation is intended for dense single family and multiple-family residential development with a density of up to 14 units per acre. Uses include multiple family developments, attached tri-plex, attached four-plex, cottage style developments, assisted living facilities, and more. These developments should continue the sidewalk network, green space/community space, and uphold building design consistent with the surrounding area.



Areas designated as Multiple-Family were selected based primarily near existing high density development. This use should be located in close proximity to major thoroughfares and low impact to Imlay City streets. These developments should be developed near public water and sanitary infrastructure. The classification can also act as transitional space between single family and non-residential developments.

## Low Intensity Commercial

This designation is intended for low intensity, retail oriented office uses. The office areas will allow the conversion of single family homes for business purposes, while minimizing negative impacts on traffic volumes and adjacent residential districts. Businesses could include medical office, financial office, personal services, and similar uses. It is important to maintain appropriate buffer and minimize nuisances to nearby residential uses.

It is designed specifically for low intensity office uses along M-53, Capac Road and other locations where offices can be an effective transitional use between non-residential to residential uses.

## Downtown

This classification is intended for a blend of retail, office, service, entertainment, government offices, and limited residential establishments. This is the traditional downtown area of the City with existing buildings ranging from one story to three stories. Mixed use within the same building is encouraged. Residential uses (primarily apartments) also fit into this mixture of uses and help to create activity after the businesses have closed. It is encouraged the downtown area maintain a historic charm through building facades, exterior lighting, outdoor seating, and encouraging use of public space throughout the downtown.

The downtown area of Imlay City and runs primarily along Third Street from M-53 west to Almont Ave.



## Commercial

This designation is intended for the widest variety of retail, service businesses, auto service, and restaurants through small commercial strip centers. For the commercial areas adjacent to M-53, this designation is intended to serve the commercial needs of those within Imlay City, commuters, or freeway users. It is not the intent of the City to allow commercial land uses to sprawl throughout the community or in all areas along M-53 and Capac Road. Much of the M-53 frontage north of the railroad overpass is not designated commercial. This area is to remain for residential and office uses as a break or relief from the continuous commercial along the highway. In addition, this area has a narrower road right-of-way and smaller lot sizes than the area to the south.

Locations for this designation are based on collector or arterial frontage; low impact to Imlay City streets; proximity to existing commercial developments of a similar type; and compatibility to adjacent uses. It is important for commercial uses to be concentrated in existing commercial areas and whenever possible redeveloped rather than using un-touched land.

## Planned Unit Development: Residential - Commercial

Planned unit developments as a future land use classification is intended to provide flexibility to specific properties for diversity of land uses onsite, design, layout, type of structure, natural feature preservation, open space, and historic character. When applied to a residential setting, it is anticipated a more intense density will be developed like attached dwelling units or small lot detached homes. In addition, it is common these developments provide public or community open space. The commercial element of these developments commonly are focused along major roadways and provide needs of the those in the development and greater Imlay City area.

This classification may be appropriate for transitional areas between different land uses and located on arterial or collector thoroughfares. These intense operations should be located near appropriate water and sewer capacity.

## Planned Unit Development: Commercial - Industrial

Planned unit developments as a future land use classification is intended to provide flexibility to specific properties for diversity of land uses onsite, design, layout, type of structure, natural feature preservation, open space, and historic character. This classification would see it appropriate for a commercial, industrial, and/or a mixture of the two in the future. In a commercial setting a variety of uses would be most appropriate near the road frontage and can service needs of the industrial park or the general public. Industrial uses would be appropriate in any space on the property, but should ensure proper buffers from neighboring residential or agricultural properties in the Township.

This classification may be appropriate when located near the intersection of Blacks Corner Road and Newark Road. These intense operations should be located near appropriate water and sewer capacity.

## Planned Industrial

This designation is primarily intended for general light industrial development and the designations are located primarily on the west, south and east edges of the City. The location of the industrial designation was determined by the existing location of Imlay City's industrial parks and uses. As discussed earlier in the Master Plan, there is a need for additional planned industrial space. There is existing vacant land in the industrial park for existing industries to eventually expand their operations. The City will foster expansion of their existing industrial business community members and needs the ability to provide land for new industrial businesses. Appropriate industries for the industrial park include manufacturing, agricultural goods processing, research, automotive, and more.

Because of their size and potential impacts, heavier commercial land uses such as truck repair and lumber yards are also appropriate uses for the industrial areas.

## Industrial

This designation is for the existing older industrial land located to the immediate south of downtown. This land has been used for general industrial uses, largely because of its proximity to the rail corridor. Sensitivity to the abutting residential land uses is essential while encouraging incrementally improvements to building appearance, landscaping, and walkability in this area.

## Fairgrounds

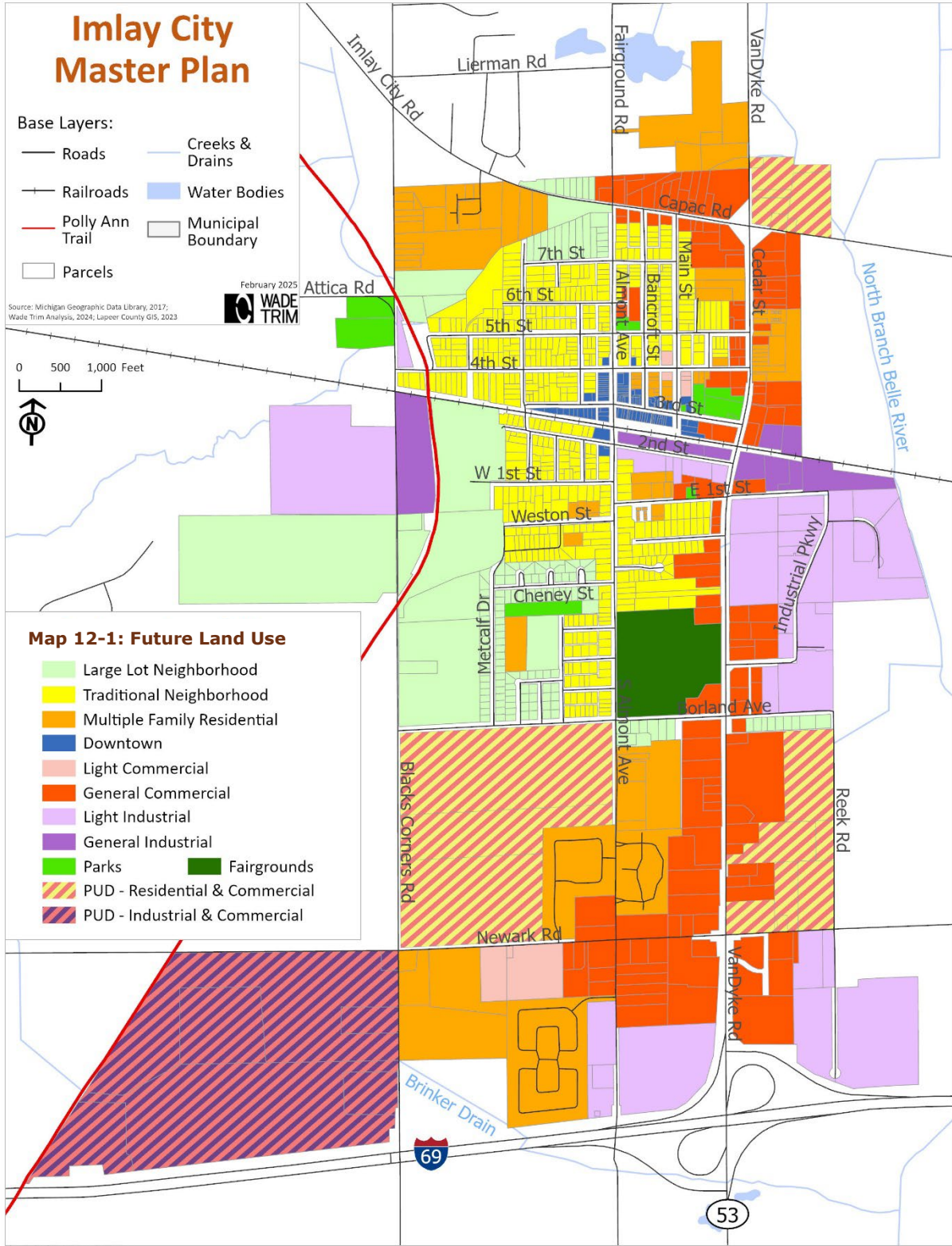
The Eastern Michigan Fairgrounds property is a unique and dynamic use. In order for the City to manage the variety of uses a separate future land use classification was established. The diversity of uses include: parking areas, carnival, trade shows, market, animal/livestock exhibits, auctions, camping, fireworks display, temporary storage and more. The fairgrounds are located on M-53, Borland Road, and Almont Avenue.

If this is the case in the future, it is the City's intention to see development of the fairgrounds property that is consistent with the established pattern of development along M-53. That is, to encourage high quality commercial uses along the frontage of M-53 that transition into residential land uses similar to those already established along S. Almont Avenue.



## Park Land

Residents and neighboring community members treasure the designated park space throughout the City. This classification identifies all City park property and protects these uses of land. These public spaces include a variety of recreational opportunities and their management. These areas are commonly adjacent to residential areas that will use these areas for recreational purposes.





# Chapter 13 Implementation Plan



This chapter will identify how to implement the goals, policies, and coordinating plans of this Master Plan. There are various ways to implement the Master Plan and the City will choose when it is appropriate to implement that future. This Master Plan is intended to provide a policy direction for the future with flexibility because no one can predict the future. Per Michigan Public Act 33 of 2008 (Michigan Planning Enabling Act), this section complies with providing the relationship between the Master Plan and Zoning Ordinance.

## Zoning Plan

The zoning plan is intended to identify the connection with the Master Plan to the Zoning Ordinance. The future land use plan is a potential future for the City. When the City deems it appropriate, the following changes to the Zoning Ordinance can be completed. Below is a table comparing the future land use classifications to the current zoning map. There are several existing zoning districts could be consolidated and ultimately removed from the City. These existing zoning districts are not widely used and when evaluated on a case by case basis could be changed to another zoning district to maintain the existing character of the surrounding area.

Future Land Use Plan	Zoning Ordinance
<b>Large Lot Neighborhood</b>	R-1 One Family Residential
<b>Traditional Neighborhood</b>	R-2 One Family Residential
	<del>R-T Two Family Residential</del>
<b>Multiple Family Residential</b>	RM-1 Multiple Family Residential
<b>Low Intensity Commercial</b>	*OS-1 Office Space*
	*B-1 Local Business*
<b>Downtown</b>	B-2 Central Business
<b>Commercial</b>	B-3 General Business
<b>Planned Unit Development (Residential – Commercial)</b>	PUD Planned Unit Development
<b>Planned Unit Development (Commercial – Industrial)</b>	
<b>Fairgrounds</b>	FD Fairgrounds
<b>Industrial</b>	I-2 General Industrial
<b>Planned Industrial</b>	I-1 Lighting Industrial
<b>Parks</b>	PL Park Land
	<del>P-1 Vehicle Parking</del>
<b>Key: Remove Zoning District, * Consolidate *</b>	

The Zoning Ordinance as a whole as been abstractly or generally referred to. Below based on the content are things to consider when reviewing the zoning ordinance for possible necessary amendments:

### Zoning Districts:

- Minimum lot sizes for all zoning districts
- Housing types allowed in residential and commercial districts
- Diversity of uses allowed in commercial, downtown, and industrial districts
- Evaluation of building design standards for residential zoning districts

- Evaluation of building design standards for non-residential zoning districts
- Evaluation of the Planned Unit Development as an overlay verse district

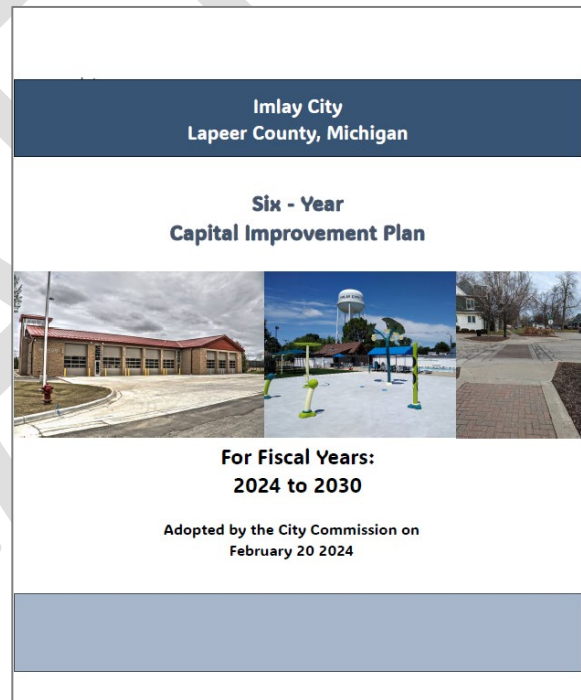
### Site Development Standards:

- Encouragement of low impact parking lot drainage detention
- Evaluate the number of required parking spaces
- Evaluate requirements associated with requiring sidewalks with new developments
- Evaluate driveway access management standards (coordination with MDOT)
- Landscaping requirements for new and existing developments
- Evaluate tree replacement landscaping requirements
- Required buffer zones between residential and non-residential zoning districts
- Evaluate exterior lighting requirements for non-residential zoning districts
- Water course setback

### Capital Improvement Plan (CIP)

A capital improvement plan is a 6 year project and budget tool to identify physical improvements a community needs. These capital improvements like land acquisition, building, utility, equipment, etc. can require repair, replacement, or new assets are commonly costly. The plan is to help anticipate these needs and plan ahead on how to finance these items. The CIP is reviewed on an annual basis and updated to reflect priorities for the upcoming year during budget discussions.

The capital improvement plan should focus on capital improvements for the City Department of Public Works infrastructure (roads, water, sewer, storm, equipment), Parks and Recreation, Downtown Development Authority (DDA), Fire Department, Police Department, etc.



### Neighborhood Improvement Authority

The Neighborhood Improvement Authority (NIA) is enabled by PA 57 of 2018 and focuses on capturing funds to improve and grow residential neighborhoods and economic growth. The NIA is a method Imlay City could utilize to collect additional revenue over time to put investments back into the community. The primary goals of the NIA district are to enhance property values of residential, commercial, mixed use, or industrial properties, revitalize existing neighborhoods, promote economic development, foster community engagement, expand utility service areas for water, sewer, and stormwater management, repair and maintain crucial existing infrastructure for utilities, roads, and non-motorized transportation, and continue to foster small town high quality of life for residents. The NIA district would consist of all City property located outside of the Downtown Development Authority (DDA) to ensure it does not conflict with other captures.

This NIA would utilize a separate TIF plan. This would not directly raise taxes, but would reallocate tax funds collected as values would naturally increase overtime. The funding collected would be required to be used within the NIA district.

## Guidance for Development Decisions

This plan is designed for routine use and should be consistently employed during any process affecting the community's future. Private investment decisions by developers, corporations, and landowners should consider the plan's direction as it is the guide for future growth and stability of the community. There are a variety of documents or procedures that can be developed and maintained to make the development process timely and effective as possible.

### Planning Commission

A role of the Planning Commission is to provide recommendations to the City Council and city administration. This planning function is a continuous process which does not terminate with the completion of the Master Plan. Planning is an ongoing process of identification, adjustment, and response to problems or opportunities that arise. In order to sustain the planning process, generate positive results, maintain momentum, and respond to change, the plan should be reviewed and updated every five years, at a minimum (refer to the Planning Enabling Act). In addition, the Planning Commission or other designated committees, can prepare sub-area or topic-based plans for specific issues or areas of concern as specified in the Master Plan. The Planning Commission's work does not end with the adoption of this plan. Every year, the Planning Commission should establish/update its annual work plan based upon this plan's recommendations.

### Downtown Development Authority's Board

The DDA should be viewed as the development arm of city government, as opposed to just a funding source for public improvements. The DDA can leverage private investment using its ability to capture tax increment, both current and future, and direct it toward specific development projects. Without this investment, many projects would not be feasible, ensuring they would not be built and the city loses new tax revenue moving forward.

### Coordination Between Boards

In no certain order, the Planning Commission, City Commission, Zoning Board of Appeals, Parks and Recreation Commission and other groups are essential for the implementation of the plan. To that end, there should be a regularly scheduled coordination session between these groups to discuss work plans and priorities for the year. Resources can be allocated and schedules developed to minimize the duplication of effort and conflicting interests.

### Other Strategies

The City where appropriate may consider establishing separate police power ordinances to help protect the public safety, health, and welfare of the community. Existing police power ordinances the City should reevaluate include Building Code, Blight Ordinance, Subdivision Control, Chapter 99 Trees and Chapter 100 Sidewalks based on feedback during the Master Plan update process.

In addition to policy creation, to implement changes to the community also take funding. Repetitively throughout the master planning process, sidewalk maintenance and expansion are desired within the community. Ultimately, either grant funding, federal and/or state programs, private investment or increased

revenue within the community is required to achieve these goals. Increased infill of development as well as growth of the number of users (residential, commercial, or industrial) to a point can assist and making the services within the community more affordable. Communication with residents and impacted parties can assist in the success of implementation of desired elements. The City will continue to pursue grant opportunities to assist in the implementation of community needs. The City will continue to partner with other agencies like Lapeer County who provides various senior services within the community. There are a variety of organizations within the community like the Hispanic Service Center, Rotary Club, etc. who provide a diversity of needs for residents. Continued partnership with them will assist in implementing core community initiatives.

## Implementation and Priority

The implementation in this section is intended to include all other mics. Strategies discussed in the Master Plan. The strategies are listed in seven categories: overall, good governance, residential, downtown vitality, non-residential development, parks and recreation, and transportation. Each strategy has a responsible party, timeframe, and tentative funding source identified. It is recommended as part of the Planning Commission’s annual report to review this table to communicate various action items other responsible parties may want to take up that year to incrementally implement the Master Plan.

Below is a quick table showing five action items to complete in the next year:

Project	Target Year
<b>Create Guide for Development</b>	2026
<b>Update Parks &amp; Recreation Plan</b>	2027
<b>Update Zoning Ordinance</b>	2028
<b>Achieve RRC Certification</b>	2029
<b>Five Year Review of Master Plan</b>	2030

### Timeframe Key

**Now:** Begin work immediately upon plan adoption.

**Near:** Begin work within 1 to 2 years. Inform the task leader(s) and initiate a committee if necessary. The committee should meet at least (1) time per year starting now until the time of implementation to ensure any further work and study on the action is completed and implementation begins on time.

**Next:** Begin work within 3 to 5 years. The Planning Commission should monitor the progress of the near-term action items and be ready to continue progress with these next action items.

**Ongoing:** Actions that require continuous monitoring or effort.

### Responsibility Key

**BC:** Business Community (Chamber of Commerce, Lapeer Development Corp, etc.)

**CA:** City Administration/Staff

**CC:** City Commission

**CG:** Community Group

**DDA:** Downtown Development Authority

**PL:** Planning Commission

**PR:** Parks and Recreation Commission

### Funding Key

**P: Public** - includes public funds from the City general operating budget, Lapeer County, and State funding. Public funds may also include local government bonds.

**TIF: Tax increment Finance** - Revenues through the City's Downtown Development Authority as authorized by City Commission.

**O: Private/Other** - includes funds from private sources, such as grant monies, foundations, corporations, or personal property owners.

### Strategic Implementation Table

Task	Responsibility	Timeframe	Funding
<b>Overall</b>			
Identify key entryways into the City and prepare plans to create a stronger gateway image development for corridors into the City.	CA, CC & BC	Next	TIF
Continue to coordinate with Imlay City Public School to improve the community and have win win situations.	CA	Ongoing	-
Support community organizations and citizen groups in their efforts to provide needed facilities and services that benefit the community.	CA	Ongoing	-
Work with high speed internet providers to expand service to residents and businesses in the Imlay City area.	CA	Now	P
Explore the development of a youth center or more youth programming	CA, CC, PR	Next	P
<b>Good Governance</b>			
Update the Zoning Ordinance to implement Master Plan and best practices.	CA & PL	Next	P

Strategic Implementation Table			
Task	Responsibility	Timeframe	Funding
Create a set of development guidelines that provide the quality standards that are expected in the City, and publish incentives that may be issued for qualifying projects.	CA	Now	P
Continue to work on Redevelopment Ready Community (RRC) Program certification to incorporate best practices for business development and facilitation.	CA, CC& PL	Ongoing	P
Maintain a five year capital improvement program (CIP) to prioritize the expansion or installation of public facilities and services in relation to funding availability.	CA	Ongoing	P
Communicate information of interest to residents through the City's web page and newsletters.	CA	Ongoing	P
Coordinate with other agencies, municipalities, businesses and citizens to share project responsibilities, reduce project overlapping, and maximize usefulness of City resources.	CA	Ongoing	P
<b>Residential</b>			
Promote maintenance and rehabilitation of existing housing and residential neighborhoods.	CA	Ongoing	P – O
Enforce zoning, building code and property maintenance regulations to ensure that rental units do not become a blight on the community.	CA	Ongoing	P
Promote residential growth within the City that maintain the existing character and diversity of housing needs.	CA	Ongoing	P
<b>Downtown Vitality</b>			
Promote a walkable environment for pedestrians while discouraging auto-oriented and suburban-style developments that are not appropriate for downtown environments	CA & PL	Ongoing	-
Maintain attractive entryways/gateway into the traditional downtown; especially at the M-53/3rd Street intersection.	DDA	Now	TIF
Promote community events in the downtown area to attract business and attention to downtown shops.	BC, CG, DDA	Ongoing	TIF
Continue to enforce maintenance and design codes, and improve or restore the façades of buildings in the downtown area.	CA & DDA	Ongoing	P
Continue to support a blend of civic, retail, office, service, residential and entertainment uses that help create an active environment throughout the day and into the evening.	CA & DDA	Ongoing	P
<b>Non-Residential Development</b>			
Maintain and infill commercial corridors along Cedar Street and Old Imlay City Road to provide a diversity of businesses and employment for City, surrounding area, and region.	BC, CG, DDA	Ongoing	-
Maintain existing industrial uses by facilitating expansion plans and removing regulatory barriers.	CA	Ongoing	-
Investigate, through discussions with Imlay Township, opportunities to add industrial land to the City.	CA	Next	P
<b>Parks &amp; Recreation</b>			
Promote the continued implementation of the Parks and Recreation Master Plan.	CA, CC, PR	Ongoing	P

Strategic Implementation Table			
Task	Responsibility	Timeframe	Funding
Promote the continued implementation of the pathway system throughout the City to connect parks to one another.	CA, CC, PR	Ongoing	P & O
Explore opportunities for joint recreational services with other groups including schools, churches, surrounding communities (Imlay Township, Lapeer County, etc.), and organizations.	CA, CC, PR	Ongoing	P & O
Acknowledge the Fairgrounds as a contributor to the overall parks and recreation system in Imlay City, and work with the Fair Board to identify and encourage an expanded range of activities that serve the overall needs of City residents.	CA	Ongoing	-
Continue to support and collaborate with Friends of the Polly Ann Trail that goes thru Imlay City.	CA, CC, PR	Ongoing	P & O
<b>Transportation</b>			
Continue to implement a continuous non-motorized pathway system, separate from the traveled thoroughfares that link residents to existing pathways, community facilities, schools, businesses, landmarks and adjacent communities.	CA	Ongoing	P & O
Coordinate long-range transportation needs with MDOT, the Lapeer County Road Commission, and adjacent communities.	CA	Ongoing	P & O
Encourage use of transportation impact studies to determine the amount of parking, and road improvements that may be needed to provide safe access to development.	CA	Ongoing	O

## Annual Report and Master Plan Maintenance

Per the Michigan Zoning Enabling Act, an annual report by the Planning Commission is required on an annual basis. This report is required to summarize activities for that year and is encouraged to think what the Planning Commission should do the upcoming year. This report when approved by the Planning Commission is then forwarded to the City Commission. As part of the identifying goals for the upcoming year, review the implementation table in the next section to see what is appropriate to implement the Master Plan.

The Master Plan per the Michigan Planning Enabling Act is required to be evaluated every five years. Criteria to consider if an amendment to the Master Plan is necessary is listed below:

