



Village of Brooklyn Master Plan

MARCH 2026 DRAFT

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Background & Regional Trends



N. Main Street.

INTRODUCTION

The Village of Brooklyn is located in the southeastern portion of Jackson County in the south-central region of Michigan's lower peninsula. It is located within an area known as Irish Hills, named after immigrants who settled there in the mid-1850s. The landscape is picturesque, characterized by rolling hills and an array of kettle lakes (a depression in the ground left by glacial activity, later filled by water).¹ The area is home to several parks, including the expansive 654-acre Hayes State Park Cambridge Junction Historic State Park. The area also hosts the Michigan International Speedway, adding a unique blend of natural beauty and recreational activity to Brooklyn's landscape.²

The residents of Brooklyn, which number just over 1,300, use M-50, also known as Brooklyn Road, to travel the area. M-50 is the major route through the community which provides regional access, with Michigan Avenue (US-12) running just south of the Village. Together these routes give residents access to services in the surrounding region.

WHAT IS A MASTER PLAN?

A master plan is a strategic document that provides a framework for the Village of Brooklyn to assess its current state and develop a long-term vision for its future. It serves as a guide for decisions related to land use planning and social, economic, and environmental development. It studies the Village's history, evaluates present conditions, and gathers public input to provide a framework for future growth and development. Essentially a policy document, the Master Plan inventories Brooklyn's strengths and assets, as well as recognizes opportunities for growth and improvement, and provides a direct link between community preferences and policy. It also identifies the community's vision, defines holistic goals that help achieve that vision, and steers the Village towards a sustainable future.

The sections within this Master Plan include Background; Community Profile; Housing; Natural Features, Recreation, and Open Space; Community Facilities and Utilities; Transportation; Economic Development; Land Use Framework; and Implementation.

The Michigan Planning Enabling Act (PA 33 of 2008) (MPEA) enables jurisdictions to create master plans to efficiently manage limited resources, promote public health, safety, inclusion and general welfare, preserve and sustain the environment and natural resources, and direct zoning decisions.

Relationship to the Zoning Ordinance

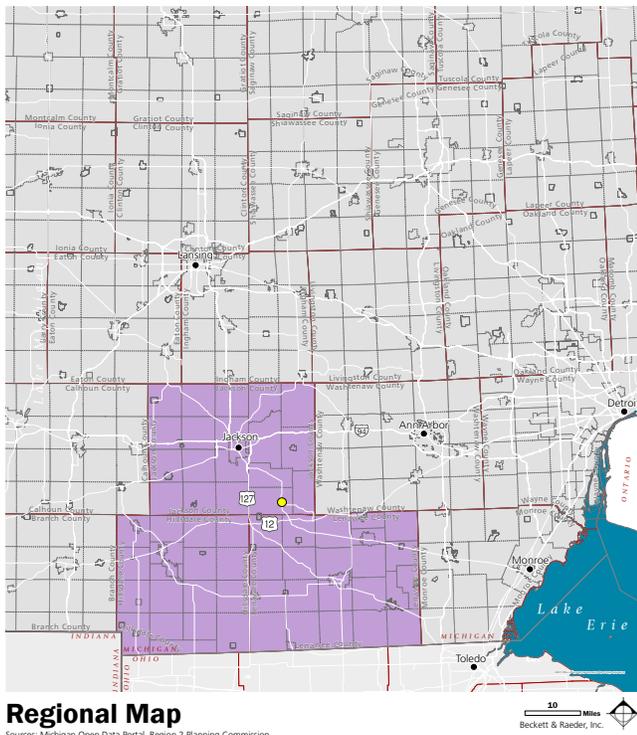
The Master Plan is not a binding agreement but rather a planning framework. The Zoning Ordinance, on the other hand, is local land use law. The Zoning Ordinance is a set of regulations that provide the details and exacting specifications of how and where development will occur, and it is regulated by the Michigan Zoning Enabling Act (PA 110 of 2006). The MZEA requires a direct relationship between these two documents: the Master Plan supports the Zoning Ordinance, and the Zoning Ordinance implements the Master Plan. Only when the two documents are in sync can they serve as effective planning tools.

REGIONAL CONTEXT

The Village of Brooklyn, located in southeastern Jackson County in south-central Lower Michigan, is a small community spanning just over a square mile. Brooklyn is the home to over 1,313 residents and serves as a hub for another 7,300 in the surrounding Columbia Township.³ The Village is situated along Brooklyn Road (M-50), which serves as the main route through the area. This road, along with the broader state highway network, provides residents access to cultural, educational, shopping, and employment opportunities in the Jackson area and other nearby urban centers. Brooklyn is located approximately 15 miles southeast of Jackson, the seat of Jackson County. It is about 38 miles southwest of Ann Arbor, the seat of Washtenaw County. U.S. Highway 12 (US 12) runs east to west and is just south of the Village.

Jackson County is within the Region 2 Planning Commission (R2PC) which serves Jackson, Hillsdale, and Lenawee Counties. R2PC functions as a strategic planning, research, and advisory hub for its member governmental units. Its staff offers comprehensive planning services that support member communities, encompassing transportation, economic development, and community planning assistance.⁴

Map 1: Regional Map



Regional Map
Sources: Michigan Open Data Portal, Region 2 Planning Commission

- Village of Brooklyn
- County Boundaries
- ⋯ Municipal Boundaries
- Region 2 Planning Commission

BACKGROUND

Brooklyn's history dates back to June 1832, when Calvin Swain, a reverend from New York, claimed a 40-acre plot of land and established a settlement originally called Swainsville. Swain was instrumental in the development of the community, setting up a sawmill and Baptist churches.⁵ In 1836, the settlement's name was changed to Brooklyn, in honor of Brooklyn, New York. The official renaming took place on August 5, 1836, when a document was filed in the Jackson County office, along with a plat of the Village.⁶

The Village saw further development in 1870 when Addison Cook and Joseph Griswold brought the first railroad to Brooklyn. Since 1881, the local newspaper, originally named The Brooklyn Exponent (now The Exponent), has documented both the joyful and challenging events in the community.⁷

Brooklyn became a popular summer retreat for Detroit residents who built cottages around the area's lakes. In 1938, Henry Ford of the Ford

Motor Company began constructing a factory in Brooklyn to produce vehicle parts. The Ford Motor Company Brooklyn Plant opened in 1939 and contributed to the war effort during World War II by manufacturing parts for B-24 bombers. After the war, the plant produced components for Ford cars and trucks until it closed in 1966.⁸

PAST PLANNING

2019 Village of Brooklyn Master Plan

The 2019 Village of Brooklyn Master Plan update, building on the original 2006 plan, was developed with significant citizen participation, ensuring the community's vision was accurately represented. The plan identified community needs and created a set of goals with action items to address the needs.

Goals and Actions:

Public Services Goal: Collaborate with Columbia Township and other entities to provide essential public services while maintaining local control over development.

- » Actions: Participate in the Leoni Township Wastewater Treatment System board, evaluate cooperation with Columbia Township for public safety services, limit service extensions outside the village without annexation, and develop accessibility plans for village facilities.

Economic Development Goal: Engage with local economic development organizations to attract diverse commercial and industrial opportunities.

- » Actions: Produce an annual report on economic development, attract various employment opportunities through the Brooklyn-Irish Hills Chamber of Commerce, and consider mixed land uses in downtown and major developments.

Environmental Protection Goal: Work with environmental organizations to safeguard and enhance local natural resources.

- » Actions: Collaborate with the River Raisin Watershed Council and enforce the Jackson County Drain Commissioner's stormwater management policy.

Transportation Goal: Promote intergovernmental cooperation for a multimodal transportation system.

- » Actions: Participate in the Jackson Area Comprehensive Transportation Study, maintain the Village’s asset management program for streets, review street designations with relevant agencies, and pursue complete streets initiatives, including sidewalk improvements and regional trail networks.

Recreation Goal: Expand recreational opportunities in the Village and surrounding areas.

- » Actions: Regularly update a 5-year recreation plan, develop master plans for village recreation facilities, and collaborate with the Irish Hills Intermunicipality Committee.

Housing Goal: Ensure a viable and attractive housing stock with diverse options.

- » Actions: Review rezonings and developments for balanced housing types and values and establish maintenance codes for properties.

Municipal Government Goal: Evaluate and enhance the function of the municipal government.

- » Actions: Review the village’s administrative structure, reinforce land use patterns that support plan goals, and carefully manage land use conflicts between residential and nonresidential areas.

The plan also included a future land use plan as a way to foster the future vision for the Village of Brooklyn.

2019 Village of Brooklyn Corridor Improvement Authority Tax Increment Financing and Development Plan

The Village of Brooklyn prepared a new Corridor Improvement Authority (CIA) Tax Increment Financing (TIF) and Development Plan to address several key issues: the previous Downtown Development Authority (DDA) Plan was never properly implemented, and declining property values since the 2008 recession hindered the necessary Tax Increment Financing (TIF) capture for financing projects. Additionally, the original plan had become outdated due to changes in rural economic development. The new plan, under the CIA, aims to collaborate with Columbia Township, redevelop commercial districts, and establish a long-range plan for capital projects tailored to current economic conditions.

The CIA Board created the following goals:

- » Redevelop vacant or underutilized properties within the Development area.
- » Improve the business climate of the Development area to prevent economic decline and deterioration of the tax base.
- » Encourage historic preservation of existing structures, where practical, in the Development area.
- » Attract new or expanded development to the Main Street (M-50) and Wamplers Lake Road (M-124) corridors.

The TIF Development Plan for Brooklyn outlines various projects aimed at redeveloping commercial corridors, correcting deterioration, encouraging historic preservation, and promoting economic growth. The projects are categorized into four main areas:

- » Signage - Enhancing business visibility and community identity through unified signage, particularly along major roads.
- » Physical Improvements - Streetscape enhancements, sidewalk upgrades, decorative lighting, and landscaping to unify and improve commercial areas.
- » Marketing and Promotion - Supporting economic growth through events and promotional activities, with a focus on cost-neutral initiatives.
- » Business Assistance - Providing funds for façade and building renovations to create a unified architectural appearance in commercial districts.

These projects are prioritized based on impact, feasibility, and available funding, with a focus on “pay-as-you-go” financing. The plan also includes provisions for updating and amending the project schedule and budget over time to reflect changing economic conditions and ensure effective implementation.

2023 Village of Brooklyn Capital Improvement Plan

A Capital Improvement Plan (CIP) is a strategic plan for managing and funding a community’s public infrastructure projects. It identifies projects, forecasts funding sources, prioritizes improvements based on available resources, and sets timelines

for completion. The CIP links these expenditures to broader long-term plans, aligning community goals with public spending priorities. By guiding future growth and incorporating hazard mitigation, a CIP helps communities manage risks, promote resilience, and anticipate the potential impacts of growth on both the built and natural environments.⁹

The Capital Improvements Plan (CIP) outlines priority projects for Brooklyn over a six-year period, with the intent to update the plan annually. Completed projects are removed each year, and new projects are added, ensuring the CIP remains dynamic and relevant. Key projects slated for completion between 2020 and 2025 include:

- » Mill Street Bridge Replacement
- » Lansing Street Lift Station Upgrade
- » Water and Sanitary Sewer Main Replacement and Extensions
- » Connection to Trails and Sidewalk Repair/Extension
- » Street Rehabilitation and Monroe Street Reconstruction
- » Equipment Purchase and Replacement
- » Water Plant Upgrades, including an Electric Generator
- » Municipal Parking Improvements

The CIP also includes a process for updating project summaries and budgets annually to reflect changes in funding, costs, and project completion status.

Region 2 Planning Commission Comprehensive Economic Development Strategy

The Region 2 Planning Commission created this Economic Development Strategy to map out goals to complete in a timeline to create more economic stability in its planning region. The plan was comprised of four overarching strategies to create this vision:

- » Create Fiscally Sustainable Quality Connected Places
- » Link Development with Transportation and Other Infrastructure
- » Provide Placemaking Amenities to Attract Talent
- » Attract and Retain Business; Encourage Innovation

Action items from this report that are directly related to Brooklyn include: housing goals to ensure that quality options of all types for all income levels are available; creating a loan fund that municipalities can use to help encourage new business development; and improving access to alternative transportation, which would allow more rural areas like Brooklyn to have access to the wider region. The plan also mentions placemaking efforts done through multiple jurisdictions to encourage a more cohesive region, specifically trail connectivity.¹⁰

2014-2020 Jackson County Strategic Plan

The 2014-2020 Jackson County Strategic Plan was developed through a collaborative effort between the County and the City of Jackson. A group of local leaders focused on community planning using a collective impact model. This collaboration began in 2012 when the County sought to re-evaluate its 2008-2013 Strategic Plan. The focus areas of Jackson 2020 aligned closely with the County's existing strategic goals, with the addition of a new goal related to Community & Social Supports. The strategic priorities set by the Jackson County Board of Commissioners included:

- » Economic Development
- » Safe Community
- » Healthy Community
- » Arts, Recreation, & Cultural Opportunities
- » Community & Social Supports (new addition)
- » Government Efficiency & Effectiveness
- » Education
- » Improved Work Environment

Each of these goals was accompanied by specific action steps and metrics to measure success, ensuring a structured approach to achieving the County's strategic objectives.

2009 Columbia Township Master Plan

The Columbia Township Master Plan serves as a long-term vision for the Township, with goals, objectives, and strategies focused on key areas such as natural features, agriculture, residential land uses, commercial land uses, office land uses, and industrial development. It emphasizes preserving the small-town character, rural atmosphere, and natural beauty of the Township, while also

addressing the needs of an aging population, promoting responsible residential development, and guiding commercial and industrial growth. The Plan is designed to be flexible and is intended to be periodically reviewed and updated as the community evolves. The Plan also recognizes the importance of protecting environmentally sensitive areas, such as wetlands and floodplains, and includes specific policies to safeguard these resources from detrimental development.

The Jackson Area Comprehensive Transportation Study: 2050 Long Range Transportation Plan

The Jackson Area 2050 Long Range Transportation Plan (LRTP) is a comprehensive guide developed by the Jackson Area Comprehensive Transportation Study (JACTS), which serves as the Metropolitan Planning Organization (MPO) for the City of Jackson and Jackson County. The Plan is designed to meet federal requirements set by the Infrastructure Investment and Jobs Act (IIJA) and focuses on a horizon year of 2050, ensuring

the transportation system in the area remains sustainable, efficient, and aligned with federal, state, and local goals.

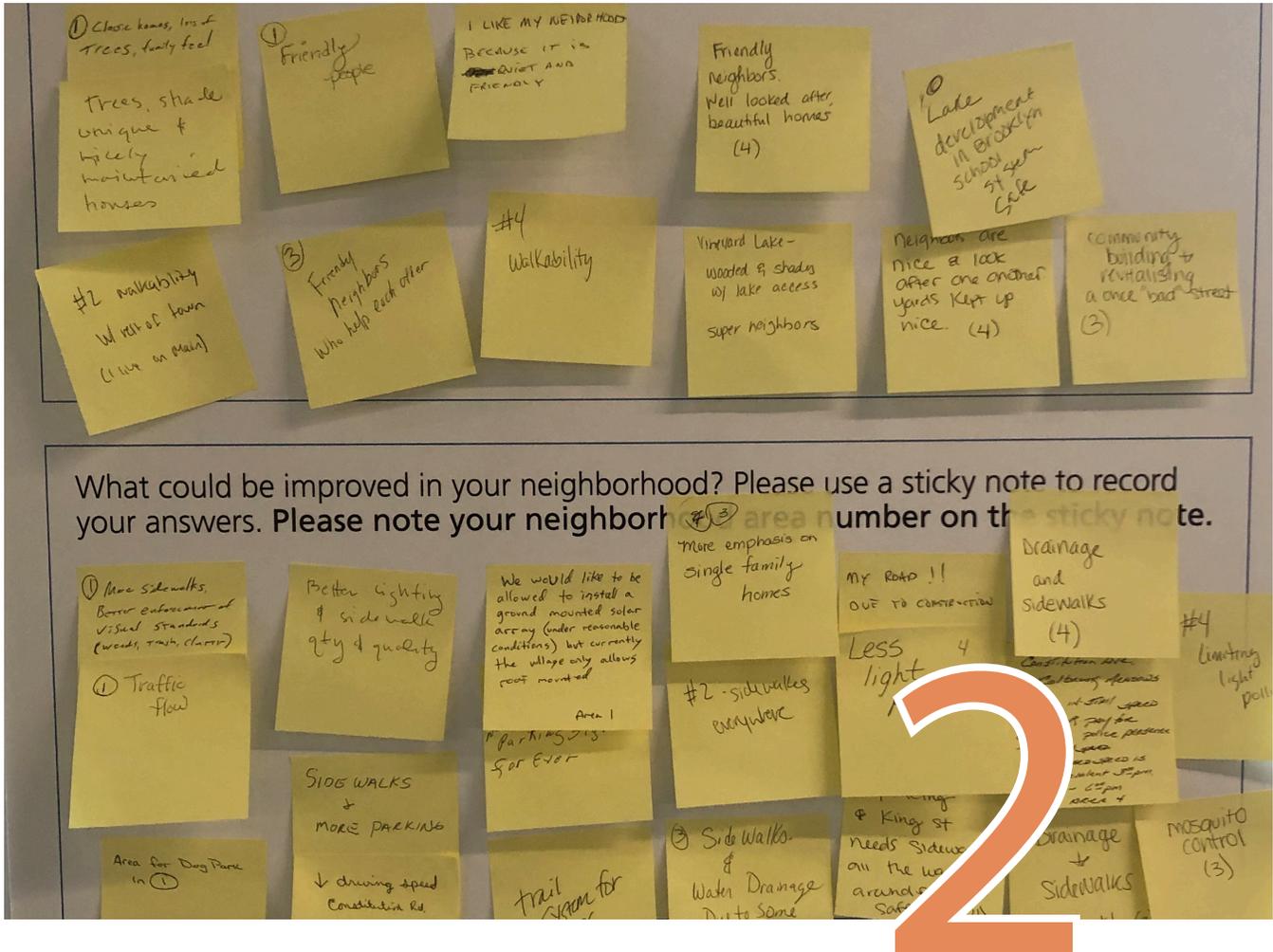
The Jackson Area 2050 Long Range Transportation Plan (LRTP) emphasizes a coordinated approach to transportation planning among federal, state, and local agencies to effectively use federal funds. It sets goals aligned with community values and federal initiatives, focusing on safety, accessibility, environmental protection, economic vitality, and system resilience. The Plan involves extensive public participation, reviews all transportation modes, and aligns with state and regional plans. It employs a performance-based approach to evaluate investments and uses socio-economic data to assess future needs, prioritizing the maintenance of the existing transportation network. Operational strategies are included to enhance network efficiency and safety, including specific projects along M-50 (Brooklyn Road) between Napoleon Road and Austin Road as well as the need to address potential flooding.

Sources

- 1 Schepeler, Matt, Where, exactly are the Irish Hills?, 8-31-2024, TheExponentLive.com
- 2 Ibid.
- 3 American Community Survey, 2022 5 Year Estimates, DP02.
- 4 Region 2 Planning Commission, 8-27-2024, www.region2planning.com/.
- 5 The Historical Marker Database, Brooklyn's Founder, 9-1-2024, hmdb.org
- 6 Brooklyn-Irish Hills Chamber of Commerce, Brooklyn, Michigan, 9-1-2024, www.brooklyn.net/other_bklyns/bklyn_mi.html
- 7 Ibid.
- 8 The Historical Mark Database, Ford Motor Company Brooklyn Plan, 9-1-2024, hmdb.org
- 9 Planning for Hazards, Capital Improvement Plan, 8-26-2024, planningforhazards.com/capital-improvement-plan
- 10 Region 2 Planning Commission, Comprehensive Economic Development Strategy, 10-23-2024.



Community Engagement



COMMUNITY ENGAGEMENT SUMMARY

The Village of Brooklyn’s master planning process incorporated a multi-pronged approach to community engagement, beginning with a community survey, progressing into a community open house, and incorporating steering committee meetings throughout. The results from each engagement component are described below.

SURVEY SUMMARY

To begin a dialogue with Brooklyn residents about their vision for the community over the next two decades, the Village distributed a community survey. This survey was open from January 17, 2025, to March 7, 2025, and received a total of 205 responses. Of the survey’s respondents, 58.5% were from the Village of Brooklyn themselves while about one third were from neighboring townships – a smaller portion were from other nearby communities such as Lake Columbia and Columbia Township.

Responses from the survey simultaneously paint a picture of the Village’s current conditions, highest priorities, and appropriate recommendations across various sections found later on in the plan.

Community Characteristics and Priorities

Survey respondents identified family life, health and safety, and environmental quality as the highest rated quality-of-life characteristics for the Village. Conversely, village infrastructure, recreational opportunities, and access to local decision makers and engagement opportunities were ranked the lowest.

Quality-of-Life Ratings



Survey respondents were asked to identify their top three priorities for the Village of Brooklyn. These priorities are included in the following list and ranked from most popular priority (receiving support from 41% of respondents) to the least popular priority (receiving support from 16% of respondents)

1. Facilitate safe, non-motorized connectivity through sidewalk improvements and expansions.
2. Enhance Brooklyn’s look and feel through improved property maintenance, safety, and appearance.
3. Expand recreational opportunities in the Village.
4. Maintain and enhance existing parks and green spaces.
5. Upgrade public facilities, such as public restrooms and parking areas in high-traffic spaces.
6. Develop housing that is affordable to encourage both residence and employment in Brooklyn.
7. Update the zoning ordinance to be user-friendly and to encourage attractive developments.
8. Establish an identity and design standards to help attract businesses.
9. Upgrade Village infrastructure (i.e., water and sewer) to allow for new development.

Survey respondents indicated that expanding recreational opportunities and maintaining and enhancing existing parks and green spaces are among their highest priorities, aligning with the aforementioned dissatisfaction with recreational opportunities in the present.

Respondents were asked to provide examples of ways that the Village can enhance its small-town charm. Their suggestions are listed below from most to least mentioned:

- » **Events** throughout the year to attract visitors to the Village of Brooklyn.
- » **Revitalization and maintenance** to improve the appearance of homes, yards, and business facades. Many respondents noted that flowers and additional landscaping elements would act as a revitalization agent. Respondents also noted the importance of code enforcement and abiding by existing ordinances, especially in relation to the appearance of personal homes and property.

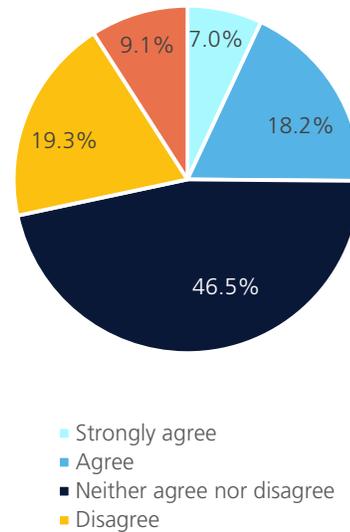
- » **Business attraction and retention** to reduce vacancies and offer a greater variety of shops. Respondents highlighted the connection between supporting new businesses and improving the appearance of shopfronts that are currently vacant.
- » **Family-oriented activities, systems, and spaces** to support current families in the Village. Specific suggestions included more sporting facilities and additional parks, outdoor activities for families and children, spaces for families to spend time together, making downtown family-friendly, safer sidewalks connections from and between neighborhoods, and events and parades that serve as an attractor for both residing and visiting families.
- » **Sidewalks** to promote safe walkability across the community and to improve non-motorized connections.
- » **More dining spaces** that provide a greater variety of cuisine.
- » **Parking improvements**, including clearer signage to indicate where parking is available and, where appropriate, added parking spaces to help meet unmet parking demand.
- » **Road improvements** to improve driving safety within the community. Suggested improvements include lower speed limits and repaving appropriate parts of the road system.
- » **Recreation opportunities**, including additional parks, recreational businesses (such as mini golf), and a more comprehensive trail system to support walking, biking, and natural exploration.
- » **Embrace new ideas** and acknowledge that times are changing, especially when considering solutions to challenges facing the community.

Housing

Survey takers were asked to evaluate various aspects of Brooklyn’s housing market based on their own experiences and preferences. Respondents indicated the degree to which they agree or disagree with the sentiment that they “can easily find housing in the Village of Brooklyn.” The greatest portion of respondents (46.5%) indicated that they “neither agree nor disagree” with this statement—these respondents are likely to be long-time residents of the Village that may not have had to look for new housing in years. Of the remaining

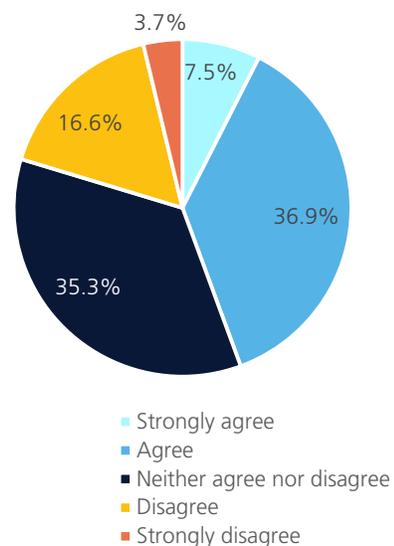
respondents, 25.2% agreed or strongly agreed with the sentiment, slightly fewer than the 28.4% who disagreed or strongly disagreed.

“I Can Easily Find Housing in Brooklyn”



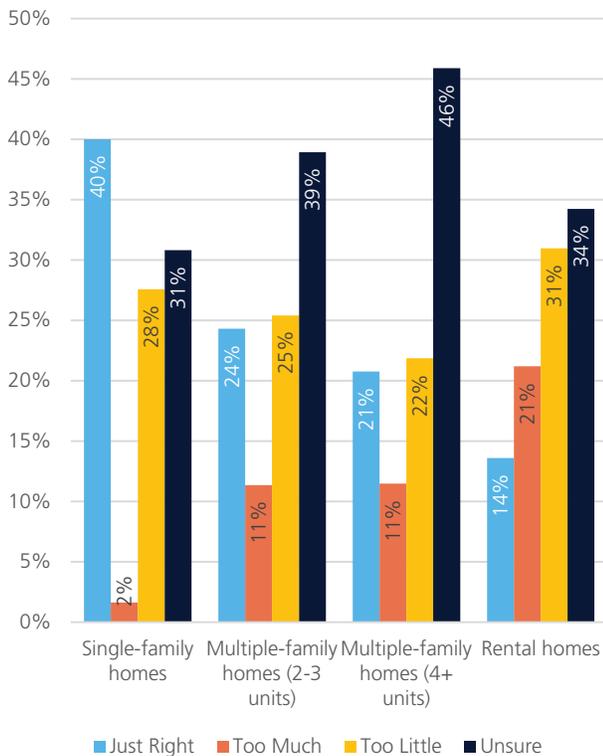
Respondents were also asked to evaluate the variety of housing types that currently exist within the Village. While a large portion (35.3%) neither agreed nor disagreed with the statement that “there are a variety of housing types in the Village of Brooklyn,” the greatest portion of respondents (44.4%) agreed or strongly agreed with this sentiment. Just over one fifth of all respondents disagreed with the variety of housing types to some extent.

“There are a Variety of Housing Types in Brooklyn”



To expand on the previous question about housing variety in the Village, respondents were asked to indicate whether there were too many, too little, or the right amount of certain housing types. Single-family homes were the most popular housing typology relative to the other options with 40% indicating that their current presence is “just right” and 27.6% indicating that there are currently “too little.” Interestingly, rental housing received the most divisive responses – though 21.2% of respondents stated that there is “too much” rental housing in the Village (the most of all typologies), 31% indicated that there is “too little” rental housing, also exceeding other typologies in terms of identifying the need for more. Two- to three-unit multiple family homes (duplexes and triplexes) were popular typologies to survey takers with over a quarter of respondents indicating that there are currently “too little” of these housing types in the Village.

Evaluating the Presence of Housing Types



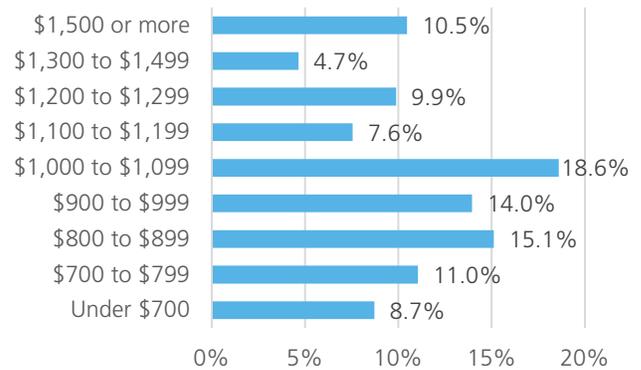
To assess housing affordability for survey takers, respondents were asked to use a sliding scale to indicate the maximum affordable purchasing price for housing in Brooklyn. The average purchasing price of all responses was \$192,293. The figure below illustrates the distribution of responses by maximum affordable purchasing price.

Affordable Purchasing Price in Brooklyn



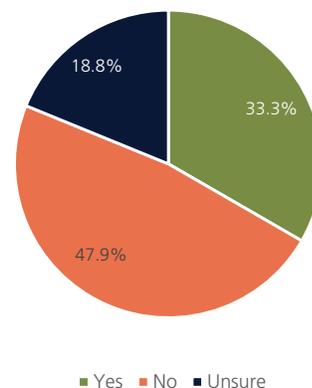
Respondents were also asked to assess rental affordability by sharing the maximum monthly rent they are able to pay. The average monthly rent was \$995. The figure below illustrates the distribution of responses by maximum affordable month rent.

Affordable Rent in Brooklyn



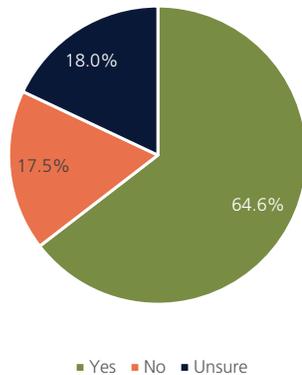
Nearly half of all survey respondents indicated their opposition to supporting small homes less than 500 square feet in size for the Village of Brooklyn. Respondents that are unsure of the appropriateness of these homes may benefit from examples or additional educational efforts to illustrate their likely appearance, anticipated costs, and community-oriented benefits.

Are Homes Less than 500 sq. ft. Appropriate in Brooklyn?



Survey respondents overwhelmingly supported (64.6%) the adoption of an ordinance related to the maintenance of rental properties. Respondents who are unsure of their support would benefit from an educational presentation about the intention behind the ordinance, how it will be enforced, and anticipated benefits for multiple groups of residents and stakeholders.

Support for Rental Property Maintenance Ordinance

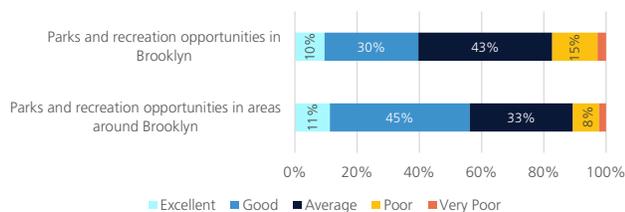


Parks and Recreation

To support this Master Plan’s effort to reexamine the Village’s parks and recreation plan, survey takers were asked to evaluate existing recreational opportunities, provide ideas for future park and recreation planning, and identify improvements for existing and planned parks.

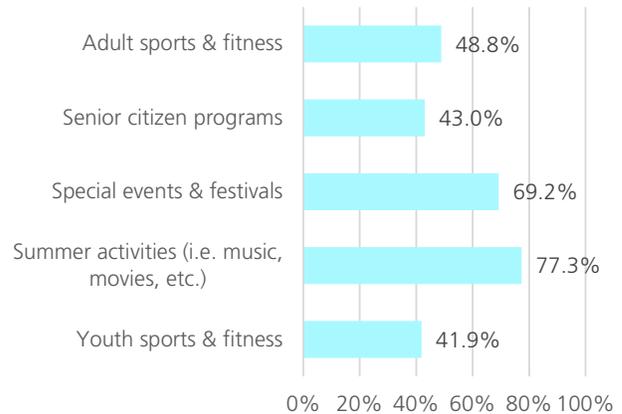
Respondents began by rating parks and recreation opportunities available in Brooklyn and in surrounding communities. While most respondents do not consider parks and recreation to be “poor” or “very poor” in both geographies, the greatest portion of respondents (43%) considers Brooklyn’s park and recreation system to be “average.” Conversely, more than half of all respondents (56.1%) rated parks and recreation opportunities in communities surrounding Brooklyn to be “excellent” or “good” (compared to just 39.7% in Brooklyn itself).

Evaluating Parks and Recreation Opportunities



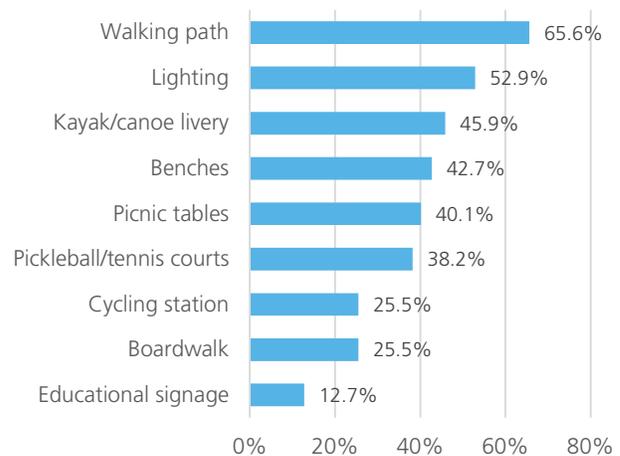
When asked to identify desirable recreational programming opportunities, most respondents expressed support for more summer activities (77.3%) and special events and festivals (69.2%), aligning with previous responses that emphasized a need for more community events and family-oriented activities and spaces.

Desired Recreational Programming



Survey takers were asked to indicate which improvements they would like to see at Swain Park. An added walking path and additional lighting were the most popular choices with over 50% of all respondents supporting these efforts (65.6% and 52.9%, respectively). Respondents had the opportunity to write in additional ideas for improvement. Improving the basketball court and providing new hoops were emphasized in these responses.

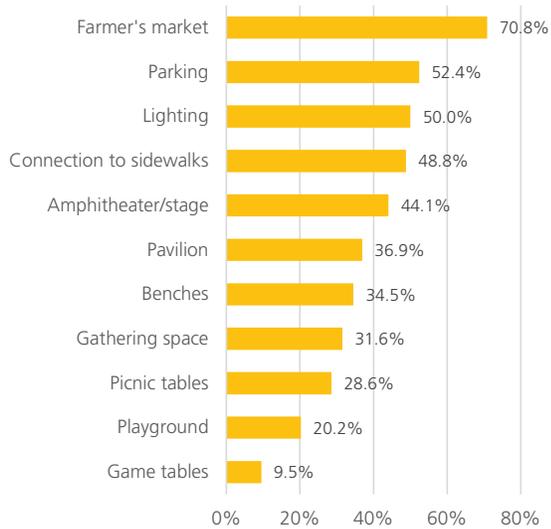
Desired Improvements at Swain Park



In anticipation of plans to reimagine the park and parking lot space on Monroe Street east of downtown, respondents were asked to select which

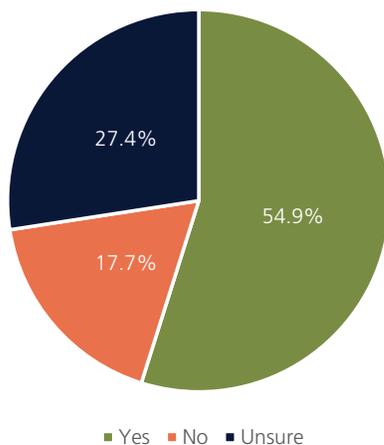
features they would like to see in the space to support a dynamic, flexible gathering spot for the community. Most (70.8%) respondents indicated that a farmer’s market would be a welcome addition to the space while many others supported additional parking (52.4%) and lighting (50%).

Desired Improvements at Monroe Street Park



Survey takers were asked to generally indicate if they would support a new park on the west side of town (west of Main Street). More than half (54.9%) expressed their support. Additionally, more than a quarter (27.4%) stated that they were unsure about the park. The “undecided” survey takers comprise a greater portion than survey takers who said that they did not support adding this park and would likely benefit from additional engagements and more information to better understand the park and to participate in the planning process.

Support for West Side of Town Park

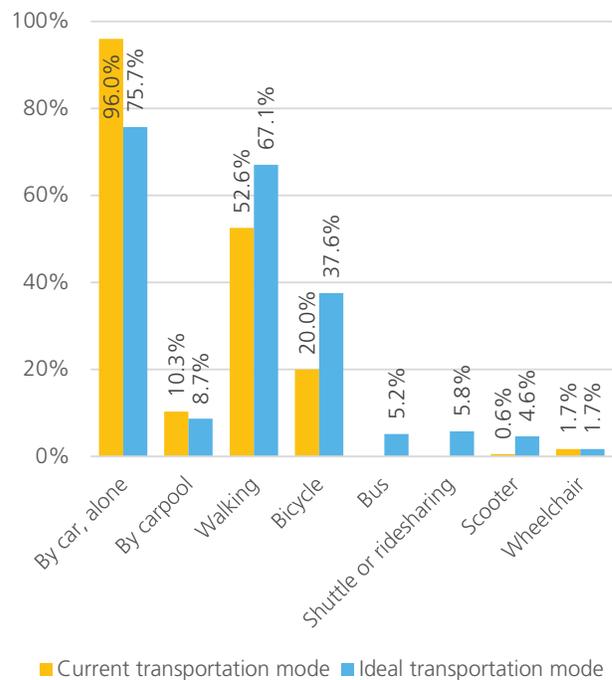


Mobility and Streetscape

Survey takers were asked a series of questions related to their own personal modes of transportation around the Village as well as their experiences with and perspectives of non-motorized infrastructure across the Village.

When asked about current and ideal modes of transportation, respondents identified solo car travel as the most popular modality for both categories. However, more than half of all respondents identified walking as a current mode of transportation. While many respondents (75.7%) still identified car travel as an ideal mode of transportation, this is a reduction from individuals who currently primarily travel by car, indicating that a group of respondents has a desire to reduce or eliminate their car dependency. Walking and biking were also noted as ideal modes of transportation for significant portions of respondents. Each modality had more support as an ideal mode of transportation than a current mode of transportation, indicating that residents in the Village are interested in increasing their walking and/or biking habits.

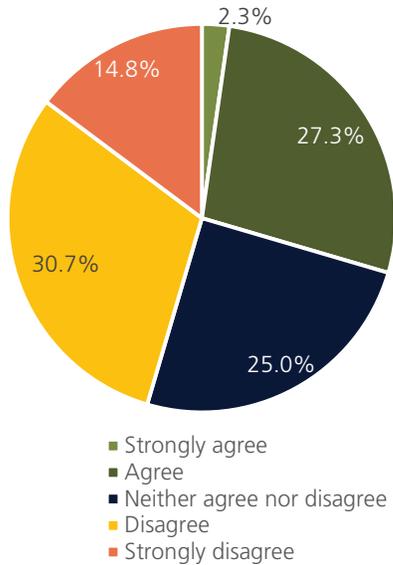
Current and Ideal Modes of Transportation



Nearly half (45.5%) of all survey respondents stated that they “disagree or strongly disagree” with the statement that Brooklyn has ample sidewalks in good condition for walking or biking. This

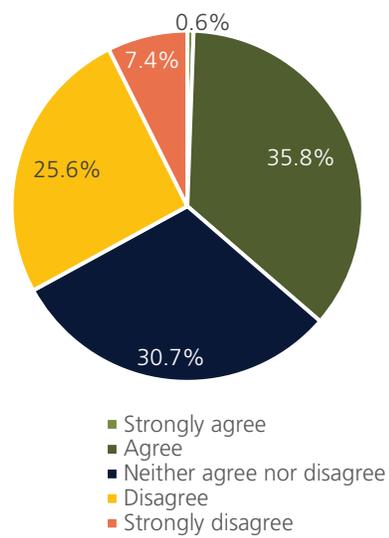
evaluation aligns with previously mentioned desires to improve the Village’s sidewalk system to better promote non-motorized forms of transportation.

Sidewalks in Brooklyn are in Good Condition



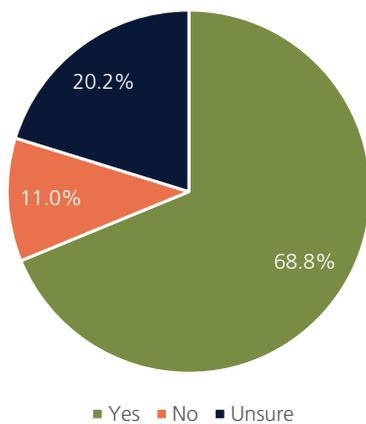
evaluate pedestrian lighting infrastructure in areas across Brooklyn to identify priority areas for improvement.

Pedestrian and Street Lighting is Adequate



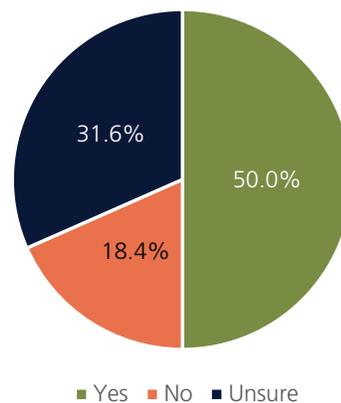
Further aligning with previous sentiments identified in this survey, a majority of survey respondents (68.8%) supported the prospect of having the Village dedicate additional resources to sidewalk improvements and expansions

Support for Efforts to Improve and Expand Sidewalks



Like the previous question, respondent support to dedicate resources and efforts to improving and expanding lighting across the Village is somewhat split. Exactly half of all survey takers expressed support for these efforts—while nearly a third of respondents stated that they are uncertain about pursuing these efforts, additional education, information, and tangible plans may shift the perspective towards being more favorable.

Support for Efforts to Improve and Expand Lighting



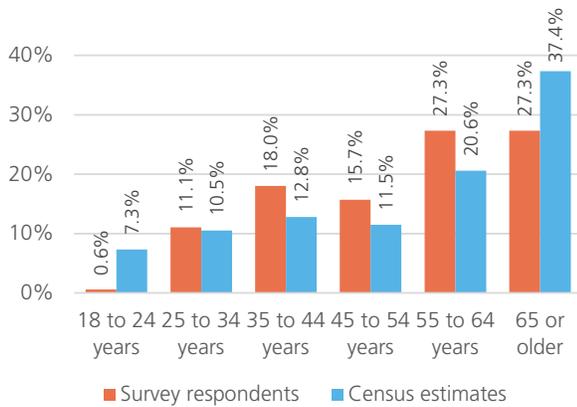
When asked about the adequacy of street lighting for safe travel at night, respondents were fairly evenly divided. While the greatest portion of respondents (35.8%) stated that they “agree” with the sentiment, 33% indicated that they “disagree” or “strongly disagree” with the sentiment, and 30.7% were unsure. The division in these results may indicate that the Village should officially

Demographics

The survey concluded with demographic questions to better understand how survey respondents compare to the Village’s entire population.

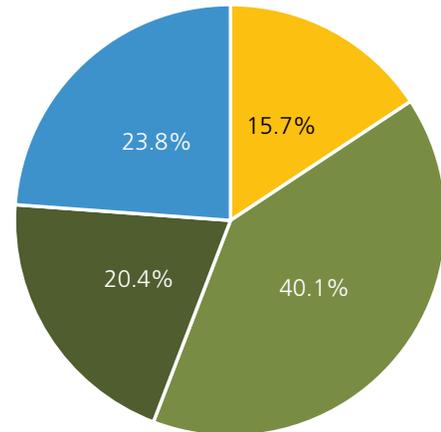
The median age (50th percentile) of survey respondents is estimated to be on the younger end of the 55- to 64-year age range. This is slightly older than the Village’s median age of 50.9 years in 2023. However, the distribution shown in the figure below shows that the largest discrepancy is present between individuals aged 18- to 24-years, indicating that younger adults may not be as aware of opportunities for engagement in the Village.

Age Comparisons



The figure below illustrates the distribution of household sizes for survey respondents. In 2023, Brooklyn had an average household size of 2.06 individuals and an average family size of 3.09 individuals, largely aligning with the household sizes of survey respondents.

Household Size



■ 1 person ■ 2 people ■ 3 people ■ 4 people or more

The annual household incomes of survey respondents skew higher than the annual household incomes of all households in the Village. The median household income (50th percentile) of survey respondents would fall in the \$75,000 to \$99,999 income bracket, significantly higher than the median household income of the Village in 2023 (\$48,750).

Annual Household Income



Concluding Thoughts

To conclude the survey, respondents were asked to share final thoughts and comments related to the Village of Brooklyn’s Master Plan. Many topics previously mentioned in the survey were reiterated, including:

- » Business attraction, support, and communication
- » Family-oriented activities and spaces
- » Community events
- » Improved parking management with clear and attractive signs
- » Prioritize lighting improvements to promote Village safety
- » Slower speed limits to improve road safety
- » Revitalization and beautification efforts, including more flowers
- » Larger network of sidewalks and bike paths
- » Dedicated efforts to maintain residential properties, including the enforcement of existing ordinances

OPEN HOUSE SUMMARY

On June 11, 2025, the Village of Brooklyn hosted a Community Open House to expand upon input gathered from the community survey and to gather insights from the public regarding other relevant areas. Approximately 60 individuals attended the open house, including members of Brooklyn’s various boards and commissions. Open house results and summarized and presented in the following section.

Favorite Small Towns

To begin the progression through Open House boards, attendees were asked to identify their favorite small towns and what they liked about them. Chelsea, Tecumseh, Harbor Springs, and Fenton were most frequently mentioned. Other towns included Oscoda, Mason, Grand Haven, Fishtown, Charlevoix, Petosky, South Haven, Frankfort, Glen Arbor, and Traverse City.

The attributes of the small towns provided by attendees centered around walkable, vibrant downtowns that offer notable retail and business density as well as appealing places to eat and drink. Respondents also noted the appeal of connections to recreational spaces and parks as a bridge between commercial, retail, and recreational uses.

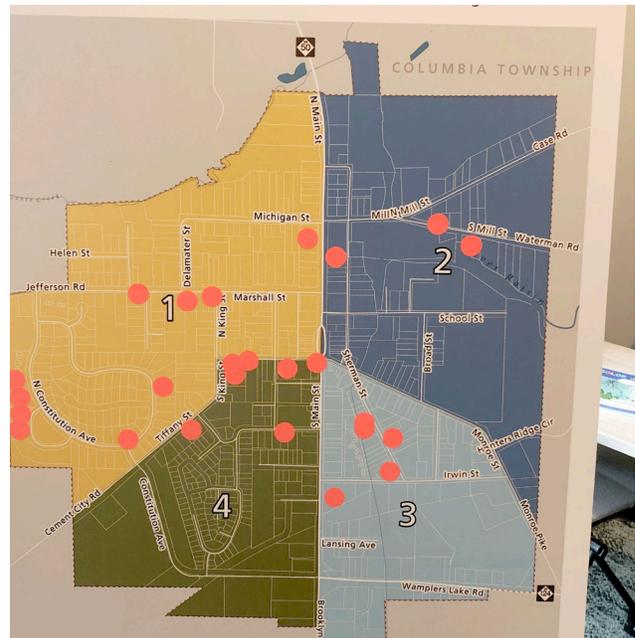
Brooklyn Neighborhoods

Open house attendees were asked to mark which of the four Village quadrants they live in to target specific insights and suggestions to their general neighborhood. These results are displayed in the image below.

In addition to marking their place of residence within the Village, attendees were asked to provide specific insights about their neighborhood, including what they like the most and what they would like to improve.

Neighborhood 1	
Likes	Areas for Improvement
Classic homes, lots of trees, family feel. Shade, unique and nicely maintained homes. Friendly people.	Need more sidewalks to promote more connectivity and walkability across the neighborhood. Better enforcement of visual standards (e.g., weeds, trash, dump) is also necessary along with improved traffic flow and possibly an area for a dog park.

Neighborhood 2	
Likes	Areas for Improvement
There is good walkability with the rest of town.	Need lower driving speeds to avoid roads being used as a cut through. We would like to have sidewalks everywhere.
Neighborhood 3	
Likes	Areas for Improvement
Friendly neighbors who help each other. Opportunities for community building and the revitalization of a once “bad” street.	Mosquito control. Drainage and sidewalks to promote safety. More emphasis on single-family homes. Sidewalks and water drainage due to some flooding. Excessive traffic.
Neighborhood 4	
Likes	Areas for Improvement
Walkability, friendly neighbors, well looked after beautiful homes. Neighbors are nice and look after one another. Yards are kept up nice.	Limiting light pollution. Improved drainage and sidewalks. Less light pollution. Need sidewalks all the way around the area for child safety.



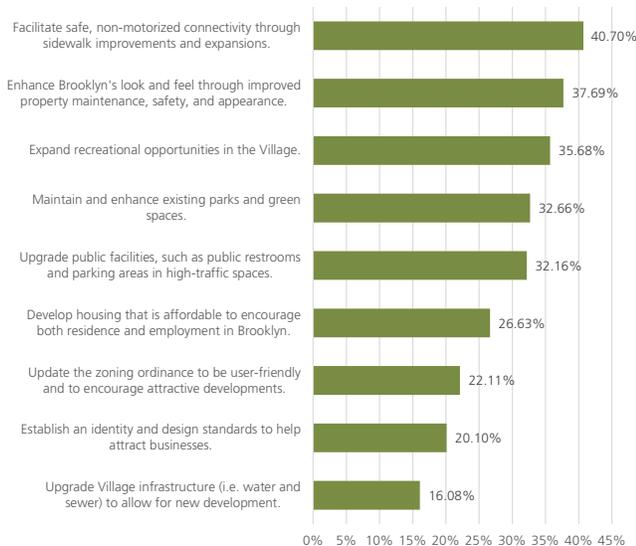
In addition to comments about specific parts of Brooklyn, open house attendees provided comments and suggestions for other areas of improvement that apply to the entire Village. These comments are summarized on the following page:

- » Sidewalks across the Village need repairs.
- » The area behind businesses on the Square appears ugly and is underutilized.
- » There is a need for more connections to outdoor recreation and trails.
- » There is a need for more parking and a trail that connects the lakes to the Village.
- » Sidewalks should be expanded to add connections to grocery stores.
- » Parking zones should be expanded or added in residential and business areas.
- » Parking signs would help navigation throughout the Village.
- » Parks within housing developments would be appreciated as current access to other parks require a long walk.
- » Light pollution should be reduced to benefit wildlife in the area.

Village Priorities

Open house attendees were asked to identify their top three priorities for the Village of Brooklyn to confirm or expand upon results provided through the previous community survey. While both the survey and open house share the highest priority as identified by Village residents (“facilitate safe, non-motorized connectivity through sidewalk improvements and expansions”), open house attendees prioritized the drive to “establish an identity and design standards to help attract businesses” much higher than survey takers. All results are provided in the figure below.

Open House Priorities



Parks and Recreation

To inform the direction of development and improvement for two Village parks, attendees were asked to provide input about Weatherwax Park and Swain Park.

With the context that the Village plans to reimagine the park and parking lot space on Monroe Street east of Downtown to create a dynamic and flexible community gathering spot, open house attendees were asked to provide suggestions of what they would like to see in Weatherwax Park.



- » **Parking:** Most comments centered around the need for more parking at the park. Specific suggestions included pursuing a better parking layout, strategically designing parking to maximize the number of spaces, allowing parking on both sides of the road, and prioritizing added parking before pursuing improvements to the park.
- » **Farmer's market:** Attendees suggested using the space to host a farmer's market, or something else that would retain public parking spaces.
- » **Updated accessibility:** Some comments called for updated accessibility at various features within the park, such as the bathroom, sidewalks, and tables.
- » **New or updated facilities:** In addition to requests that prioritize updating accessibility across various parks of the park, attendees suggested other facility improvements or additions within the park. These areas included picnic tables, an outdoor venue or pavilion, bike parking, and improved signage.
- » **Activities and events:** Many attendees provided suggestions for activities or events that they would like to have hosted in the park.

Specific suggestions included concerts, wellness activities, art shows, and yoga.

- » **Other:** The final suggestions for Weatherwax Park included the construction of a river walk or a ribbon park along Monroe Street.

To guide the direction of future development at Swain Park, attendees were asked to “dream big” with possible improvements that they would like to see.



- » Walking path: Many open house attendees suggested incorporating walking trails and pathways across the park, specifically to safely enjoy and walk along the stream. Some of these comments included a request for lighting along these pathways to further ensure visitors’ safety.
- » Trail connections: Separate from requests to include walking paths within the park, attendees also suggested bolstered trail connectivity between the park and existing trail networks, other parks, and the Village in general through safe walking and biking infrastructure that allows non-motorized access
- » Increased accessibility: Attendees called for greater accessibility across the park to enable universal enjoyment of the park for kids and visitors of all abilities.
- » Playground/play equipment enhancements: Many comments provided suggestions for play equipment and play facilities that they would like to see incorporated at the park. Specific suggestions included pickleball courts and general sport courts, a splash pad, benches near the play area, a natural playground addition, games, activities, and events.
- » Eco-friendly features: Some suggestions emphasized the desire to ensure that any additions to the park should be researched

to promote sustainability and harmony with nature. Specific suggestions included natural playground equipment, walking paths that do not disrupt native plant species, and, if lighting is added, lights that do not harm the existing ecosystems (e.g., red lights).

- » Dog park: Many attendees suggested and supported a dog park within Swain Park.
- » River access and kayaking: In addition to suggestions to incorporate walking paths within the park to allow river access, some comments explicitly expressed a desire to access the river general enjoyment, fishing, and kayaking. Attendees requesting kayaking suggested incorporating kayak landings to encourage this activity.

Housing Preferences

Open house attendees were asked to indicate which housing typologies they would support the development of in the Village. The results are shown in the image below, followed by a ranking of options from most to least popular.

- » Single-family homes: 16
- » Mixed-use: 15
- » (tied) Senior living: 10
- » (tied) Townhomes: 10
- » Two-family homes (duplex): 6
- » Tiny homes: 5
- » (tied) Three, four-family homes (triplex/quadplex): 4
- » (tied) Apartments: 4



Redevelopment Sites

The Village identified 13 sites of redevelopment, each categorized by their existing zoning district. Open house attendees were asked to provide comments and suggestions regarding how they would like to see these sites redeveloped. All feedback is recorded in the table below; however, some of the suggestions may not be feasible.

Sites	Feedback
Site 1	Rent property to start-ups. Possible activity center, park, or trails. Recreation area with pickleball, sports areas, etc.
Site 2	N/A
Site 3	Commercial development. Recreation area with pickleball, sports areas, etc.
Site 4	Senior center – add senior living/multi-family housing. Apartment/condo with residents owning their units.
Site 5	Apartment/condo with residents owning their units.
Site 6	Multi-family and group homes. Apartment/condo with residents owning their units.
Site 7	Accessible, affordable housing. Single-family homes and park.
Site 8	Walking trails and/or park. Residential development to encourage growth and affordable housing. Dog park to allow dogs to run free. Park or scenic drive. Apartment/condo with residents owning their units.
Site 9	Kids' park (or park in general). Single-family homes and group homes. Dog park.
Site 10	Park.
Site 11	Park.
Site 12	Farmer's market. Parking expansion or building. Make an entrance to the park; add more greenery/trees. Purchase and expand Swain Park – pickleball, parking, indoor facility, etc.
Site 13	Property next to Weather Wax Park can accommodate extra parking. Take down buildings and put in parking. Add Ribbon Park with walk along river or use the area for parking. Mixed-use – level 1, commercial; level 2, residential with parking required (maybe underground). River walk and Safe-Routes-to-Schools path.

Additional Comments

The open house concluded with a board asking attendees to provide additional comments or questions.

The vast majority of comments (7 out of 10) suggested or supported the idea of a social district in Brooklyn supported by local businesses. Other comments noted the important of affordable transportation to and from the Village to the county, appreciation for the Edison lights going up, and a consideration of what the Village can do to attract more restaurants and bars.



Community Profile



Parade on Main Street.

Reviewing demographic information is crucial for the master planning process, as it provides essential insights into the community’s socioeconomic characteristics. This understanding helps shape strategic goals and actions that promote inclusive growth and development within the Village of Brooklyn. This section will highlight significant trends within the Village, as well as include regional comparisons to offer a comprehensive view of broader influences affecting growth and development in the area.

DATA SOURCES

The demographic information in this chapter was sourced from the following locations.

- » **The U.S. Decennial Censuses from 2020, 2010, 2000, and 1990** are among the most reliable sources of demographic information in the country. Mandated by the U.S. Constitution, the primary goal of the decennial census is to achieve a complete count of the U.S. population. Since its inception in 1790, the census has provided a critical reference point for tracking population changes over time. Although the census has been conducted for over 200 years, the questions have evolved to better reflect modern society. For instance, questions regarding past rebellion against the U.S. are no longer included. The most recent censuses have gathered data on age, sex, race, relationships within households, and household tenure.
- » **The American Community Survey (ACS)** replaced the “long-form” questions of the decennial census starting in 2000, gathering similar information on social, economic, and housing conditions on an ongoing basis.

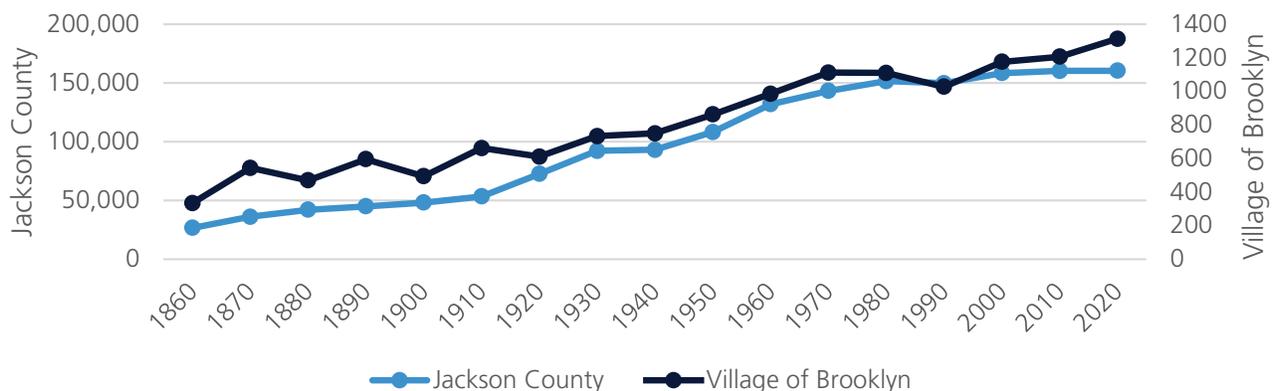
Including these detailed questions in the decennial census would be more resource-intensive and could lower the response rate for the primary population count. Unlike the decennial census, the ACS is not a full survey of the U.S. population but rather a sample. Each year, a random selection of households receives the ACS, and the Census Bureau uses these responses to generate estimates for the broader population. Because the ACS is a sample survey, smaller communities require several years of data collection to produce accurate estimates. For communities with fewer than 20,000 residents, data must be collected over a 60-month period, resulting in what are known as 5-year estimates. Since the Village of Brooklyn has a population under 20,000, this plan will rely on ACS 5-year estimates.

The small size of the Village of Brooklyn poses challenges for data collection, leading to a larger margin of error in estimates from sources like the U.S. Census and the American Community Survey. With a smaller population, sample sizes are limited, making it difficult to capture accurate and reliable data across various demographic and economic indicators. These sampling issues can result in estimates that are less precise, making it harder to draw accurate conclusions about trends such as income, poverty, or housing in the community. As a result, data for small communities like Brooklyn should be interpreted cautiously, recognizing the potential for variability in reported figures.

POPULATION

Over the past 160 years, the population in the Village of Brooklyn has experienced positive trend in growth. While there have been periods

Figure XX: Jackson County and Village of Brooklyn Population, 1860-2020



Source: U.S. Decennial Census, 1860-2020

Table XX: 1990-2020 Population

	1990	2000		2010		2020	
	Count	Count	Growth	Count	Growth	Count	Growth
Village of Brooklyn	1,027	1,176	14.5%	1,206	2.6%	1,313	8.9%
Columbia Township	--	7,234	--	7,420	2.6%	7,392	-0.4%
City of Jackson	38,303	36,316	-5.2%	33,534	-7.7%	31,309	-6.6%
Jackson County	149,756	158,422	5.8%	160,248	1.2%	160,366	0.1%

Source: U.S. Census Bureau, 1990-2020

of population decline, there is an overall growth trajectory. The population measured 1,313 in the 2020 Decennial Census, the highest ever recorded in the Village, and this trend of growth looks to continue. Growth trends in Jackson County have paralleled this growth overall, though it seems to have leveled out in recent decades.¹

Population and Household Size

Since 1990, the Village of Brooklyn has experienced steady population growth, increasing by 14.5% between 1990 and 2000, followed by more modest growth of 2.6% from 2000 to 2010, and then an 8.9% rise from 2010 to 2020, reaching 1,313 residents. In contrast, Columbia Township, which surrounds the Village, saw slower growth of 2.6% between 2000 and 2010, followed by a slight decline of 0.4% from 2010 to 2020, leaving its population at 7,392. The City of Jackson has experienced consistent population decline, with a 5.2% decrease from 1990 to 2000, a 7.7% drop from 2000 to 2010, and a further 6.6% decrease from 2010 to 2020, reducing its population to 31,309. Meanwhile, Jackson County overall saw a 5.8% population increase from 1990 to 2000, but growth slowed to 1.2% from 2000 to 2010, and

essentially stagnated with a 0.1% rise from 2010 to 2020, bringing the County’s population to 160,366.²

The U.S. Census defines a household as “all the people who occupy a housing unit (such as a house or apartment) as their usual place of residence.”³ A family household is a household with two or more people living together who are related by birth, marriage, or adoption.⁴ Between 2010 and 2020, the total number of households in Brooklyn increased from 549 to 606. At the same time, the average household size in Brooklyn decreased from 2.22 in 2010 to 1.98 in 2020, showing a steady decline. Family households, however, increased slightly during this decade with 283 family households in 2010 and 302 in 2020.⁵⁶ These trends signify that Brooklyn is experiencing growth but is also adapting to changing demographics, with an increasing number of households opting for smaller family structures. If this trend continues, future planning decisions, including the types of housing and community services in the area should accommodate these changes.

In Columbia Township, the total number of households increased from 2,941 in 2010 to 3,190 in 2020. The average household size slightly decreased from 2.48 in 2010 to 2.36 in 2020. Family

Table XX: Household Statistics

	Village of Brooklyn		Columbia Township		City of Jackson		Jackson County	
	2010	2020	2010	2020	2010	2020	2010	2020
Total Households	549	606	2,941	3,190	14,107	12,727	60,612	62,567
Average Household Size	2.22	1.98	2.48	2.36	2.48	2.34	2.55	2.39
Family Households (families)	283	302	2,216	2,041	8,364	6,396	41,508	37,839

Source: U.S. Decennial Census, 2010, 2020

households in Columbia Township also experienced a decline, going from 2,216 in 2010 to 2,041 in 2020. The City of Jackson and Jackson County observed a reduction in all statistics from 2010 to 2020.⁷⁸ The increase in households and population in Brooklyn, in contrast to stagnation or decline in surrounding areas, suggests that the Village has amenities that are not as easily found in surrounding areas. Affordability may be attractive as well as it providing a better lifestyle for those who wish to “settle down” as indicated by the increasing median age.

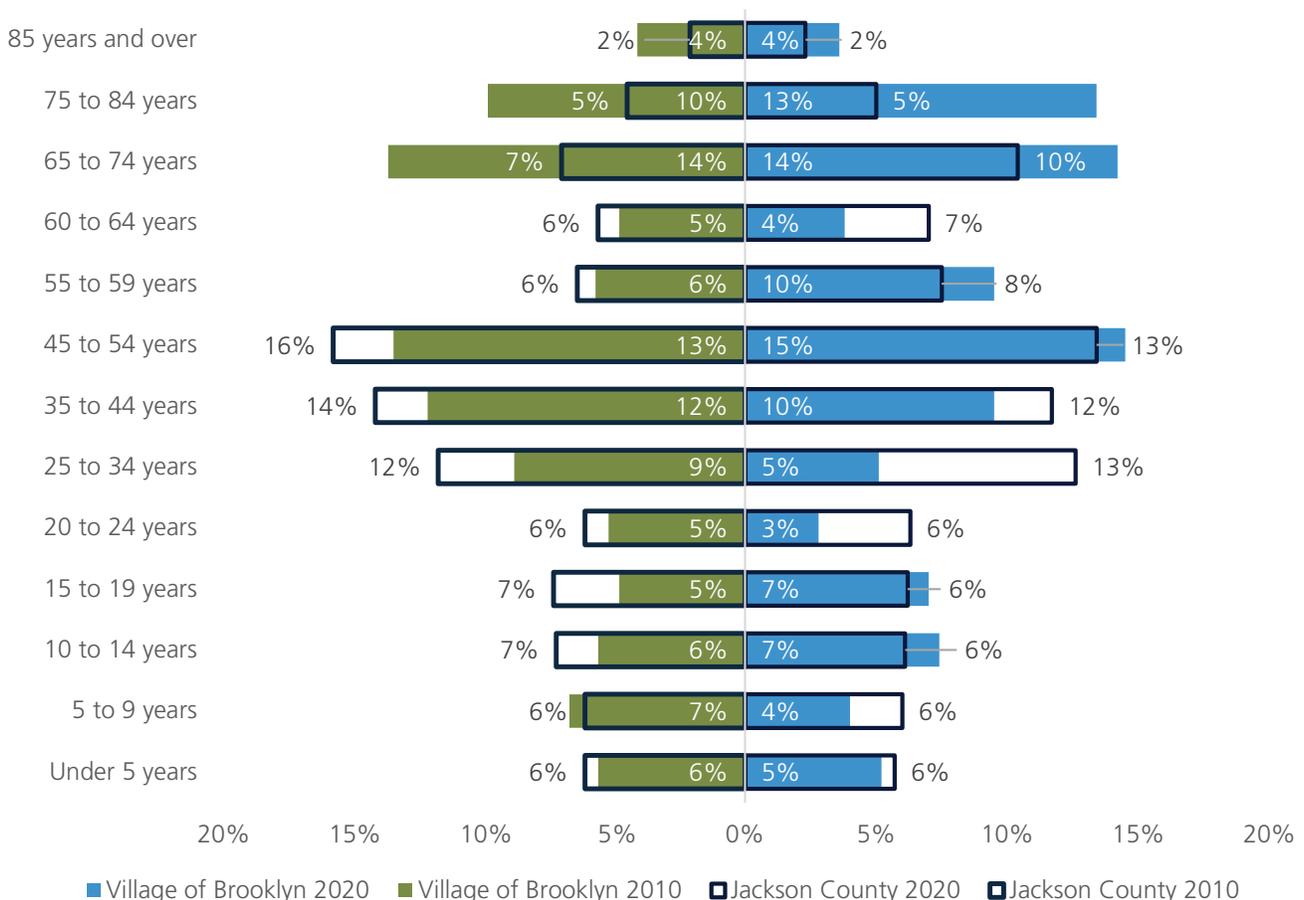
Age Composition

The age composition of a community is important because it directly impacts the needs and demands of its residents, influencing factors like housing requirements, education system demands, healthcare services, and employment opportunities.⁹

Between 2010 and 2020, the Village of Brooklyn and Jackson County both experienced notable shifts in

age distribution and an increase in their median ages. In Brooklyn, the median age rose from 45.8 to 50.5, indicating an aging population. The most significant increases were seen in the 45 to 54 years and 75 to 84 years age groups, with the 45 to 54 years group growing from 13% to 15%, and the 75 to 84 years group increasing from 10% to 13%. Meanwhile, the younger age groups, particularly those aged 5 to 9 years and 20 to 24 years, saw declines. Similarly, Jackson County’s median age increased from 39 to 41.6 during the same period. In Jackson County, the 25 to 34 years and 65 to 74 years age groups showed the most growth, with the 25 to 34 years group increasing from 12% to 13%, and the 65 to 74 years group growing from 7% to 10%. Both areas reflect a broader trend of aging populations, with more growth in older cohorts and declines in some younger age groups.¹⁰ With an almost five-year increase in median age over the past decade, Brooklyn should ensure that resources are in place to accommodate these residents as they grow older.

Figure XX: Population Pyramid Village of Brooklyn and Jackson County, 2010 & 2020



Source: U.S. Census Bureau

SOCIOECONOMIC INDICATORS

Education

Education attainment plays a critical role in determining health outcomes, making it essential for communities like the Village of Brooklyn. Research shows that individuals with higher levels of education, particularly beyond high school, experience significantly better health outcomes. The relationship between education and health has grown stronger over time and increasing the overall education level of a population leads to improvements in public health.¹¹ This highlights the importance of educational attainment in shaping not only economic opportunities but also the health and well-being of residents.¹² In the Village of Brooklyn, 92.2% of residents aged 25 and over have completed high school or equivalent education, slightly below Columbia Township (96.3%) but higher than the City of Jackson (87.3%) and Jackson County overall (92.0%). About 7.8% of Brooklyn residents have not completed high school, which is higher than Columbia Township's 3.7% but lower than the City of Jackson's 14.9% and comparable to Jackson County's 8.0%.

In terms of higher education, 10.1% of Brooklyn residents hold an associate's degree, which is similar to Columbia Township (9.8%) and Jackson County (10.5%), but higher than the City of Jackson (8.2%). The percentage of residents with a bachelor's degree in Brooklyn stands at 15.4%, close to Jackson County's 14.9%, but lower than Columbia Township (19.0%) and higher than the

City of Jackson (10.7%). Lastly, 5.7% of Brooklyn's population hold a graduate or professional degree, which is lower than Columbia Township (15.5%) but higher than the City of Jackson (4.6%) and somewhat lower than Jackson County (7.6%). Overall, Brooklyn shows relatively strong high school completion rates, and a higher percentage of bachelor's degree holders compared to the City of Jackson, while Columbia Township leads in higher education attainment.

Income and Poverty

Median household income represents the income level at which half of the households in a given area earn more and half earn less. It is calculated by ranking all household incomes in ascending order and identifying the income of the household in the middle. This makes it a more accurate reflection of the typical income in a community, as it is not affected by a few extremely high or low incomes, unlike the average household income, which can be skewed by outliers. As a result, the median household income provides a clearer picture of the financial well-being of a population and is a valuable tool for assessing economic conditions within a community like the Village of Brooklyn.¹³

The median household income for the Village of Brooklyn is \$43,365, which is slightly higher than the City of Jackson's \$41,988, but significantly lower than both Columbia Township (\$79,911) and Jackson County (\$62,581). Looking at the income distribution, 17% of households in Brooklyn earn less than \$14,999, while 20% of Brooklyn's households fall into the \$50,000 to \$74,999 range, which is comparable to the surrounding areas.

Table XX: Education Attainment for Residents Over 25 Years

	Village of Brooklyn	Columbia Township	City of Jackson	Jackson County
Population 25 years and over	740	5,675	20,415	112,132
Less than 9th grade	1.2%	0.8%	2.7%	1.8%
9th to 12th grade, no diploma	6.6%	2.8%	10.0%	6.2%
High school graduate or equivalent	33.8%	30.1%	38.1%	35.5%
Associate's degree	10.1%	9.8%	8.2%	10.5%
Bachelor's degree	15.4%	19.0%	10.7%	14.9%
Graduate or professional degree	5.7%	15.5%	4.6%	7.6%

Source: American Community Survey, S1501

However, Brooklyn has a smaller percentage of households earning over \$100,000 (13%), especially when compared to Columbia Township (14% earning \$100,000 to \$149,999, and 25% earning over \$150,000). Only 4% of Brooklyn’s households earn more than \$150,000, which mirrors the City of Jackson but is much lower than Columbia Township and Jackson County.¹⁴ The Village of Brooklyn has a higher proportion of lower-income households, and a smaller share of high-income earners compared to its neighboring communities, contributing to its lower median household income.

The poverty line, also known as the Federal Poverty Level (FPL), is an economic measure used to determine if a person or family’s income qualifies

them for certain benefits and programs. The Census Bureau uses money income thresholds that vary by family size and composition to calculate the poverty line.¹⁵

In the Village of Brooklyn, females are more likely to experience poverty, with 14.6% living below the poverty level, compared to 11.0% of males. Among age groups, 15.6% of individuals under 18 years live in poverty, representing the highest rate among all groups. Those aged 18 to 64 years have a poverty rate of 11.4%, while 13.7% of residents aged 65 years and over fall below the poverty line. These figures suggest that younger individuals and older adults, particularly females, are more affected by poverty in the Village of Brooklyn.¹⁶

**Federal Poverty Level (FPL)
2024**

For Individuals - \$15,060

For a family of 2 - \$20,440

For a family of 3 - \$25,820

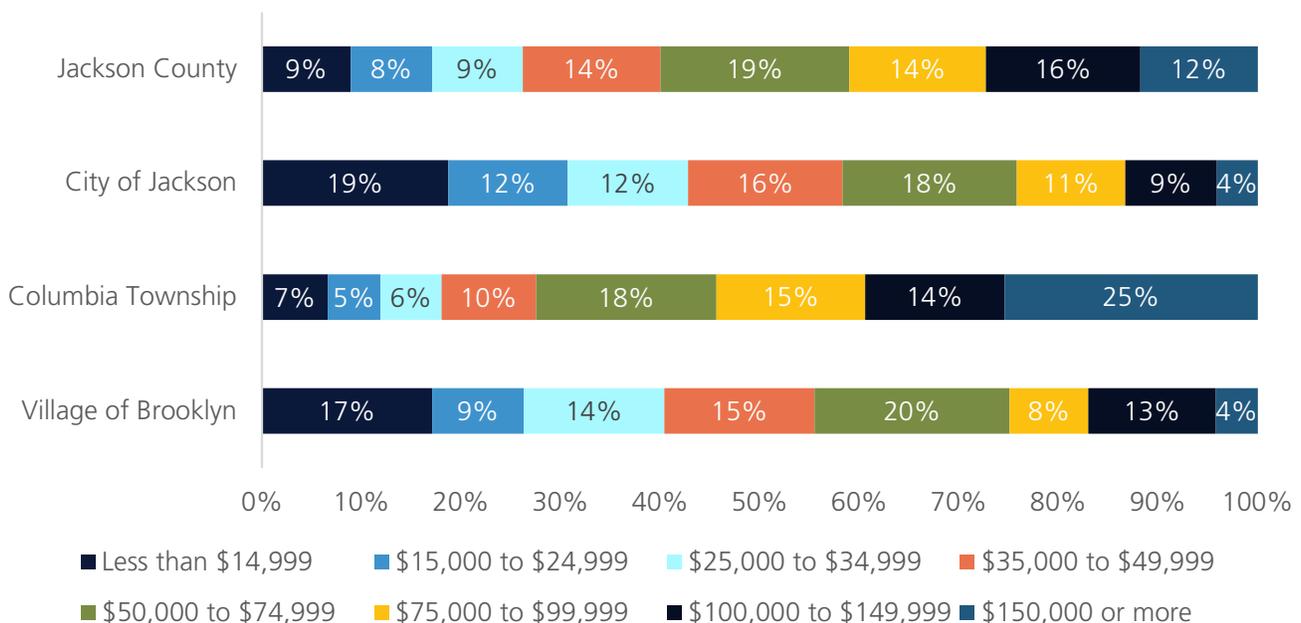
For a Family of 4 – \$31,200

Table XX: Poverty Status in the Village of Brooklyn, 2022

	% of Group Below Poverty Level
Male	11.0%
Female	14.6%
Under 18 years	15.6%
18 to 64 years	11.4%
65 years and over	13.7%

Source: American Community Survey, S1701

Figure XX: Household Income, 2022



Source: American Community Survey, DP03

Labor Force

The American Community Survey (ACS) tracks employment data for residents of all municipalities, it tracks this information for all noninstitutionalized persons meaning those who are not in institutional group quarters facilities such as correctional institutions, juvenile facilities, skilled nursing facilities, and other long-term care living arrangements.¹⁷

The Village of Brooklyn has a civilian noninstitutionalized population of 453 people between the ages of 19 and 64, with 70.6% of this population participating in the labor force, slightly below the rates in Columbia Township (79.0%) and Jackson County (76.9%), but similar to the City of Jackson (71.3%). Employment rates in Brooklyn are strong, with 68.9% of the population employed, which is higher than the City of Jackson (63.5%) but lower than Columbia Township (78.4%) and Jackson County (71.9%). The unemployment rate in Brooklyn is relatively low at 1.8%, much lower

than the City of Jackson’s 7.8%, and somewhat higher than Columbia Township’s 0.7% but significantly below the Jackson County rate of 4.9%. Meanwhile, 29.4% of Brooklyn’s population is not in the labor force, a proportion similar to the City of Jackson (28.7%) but higher than Columbia Township (21.0%) and Jackson County (23.1%). These figures suggest that while Brooklyn has solid employment levels, there is a slightly larger proportion of its population not participating in the labor force compared to surrounding areas.¹⁸

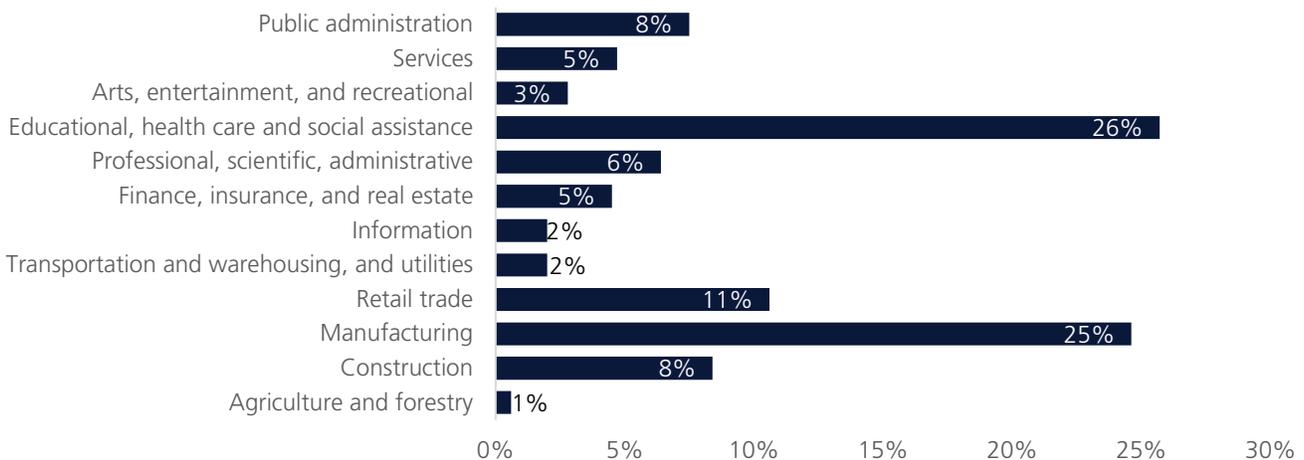
In the Village of Brooklyn, the three largest employment sectors are educational, health care, and social assistance, which employs 26% of the population, followed by manufacturing, which accounts for 25% of employment, and retail trade, employing 11% of the population. These three sectors represent a significant portion of the workforce, indicating a strong reliance on education, healthcare, manufacturing, and retail industries in the Village’s local economy.¹⁹

Table XX: Labor Force Participation, 2022

	Village of Brooklyn	Columbia Township	City of Jackson	Jackson County
Civilian noninstitutionalized population 19 to 64 years	453	4,123	19,340	87,954
In labor force	70.6%	79.0%	71.3%	76.9%
Employed	68.9%	78.4%	63.5%	71.9%
Unemployed	1.8%	0.7%	7.8%	4.9%
Not in labor force	29.4%	21.0%	28.7%	23.1%

Source: American Community Survey, S1501

Figure XX: Employment by Sector Village of Brooklyn Residents*



Source: American Community Survey, *People who live in Brooklyn

KEY TAKEAWAYS

- » The increase in households and population in Brooklyn, in contrast to stagnation or decline in surrounding areas, suggests that the Village has amenities that are not as easily found in surrounding areas. To continue to attract and retain residents to Brooklyn should continue to work to improve its offerings and make the community more attractive.
- » With an almost five-year increase in median age over the past decade, Brooklyn should ensure that resources are in place to accommodate these residents as they grow older.
- » The Village of Brooklyn has a higher proportion of lower-income households, contributing to its lower median household income. This community is attainable for residents of various income levels which is rare in many places. Affordability in this community should be monitored so that Brooklyn can continue to be a place for all.
- » The two largest employment sectors are “educational, health care, and social assistance” and “manufacturing” accounting for over 50% of the workforce. While these sectors appear to be strong at the present time, attracting more jobs to the area could be to diversify the workforce making it stronger in the event of unforeseen economic conditions.

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Housing



Single-family homes.

Housing remains one of the most critical challenges facing communities across Michigan and the nation. A primary factor contributing to the housing crisis, along with rising home prices and rents, is that housing production has not rebounded to levels seen before the Great Recession in 2008.¹ It is projected that by 2045, Michigan will have a deficit of 150,000 housing units.² To address this housing crisis, the Michigan State Housing Development Authority (MSHDA) has established a strategic goal of creating or rehabilitating over 75,000 housing units between 2022 and 2027.³ Achieving this target will require proactive efforts from every community in Michigan to address housing challenges.

CHARACTERISTICS OF HOUSING IN BROOKLYN

Housing Units

Housing data for the Village of Brooklyn reveals an increase in housing units from 2000 to 2020, with an increase from 507 to 606 units, representing a growth of 19.5%.⁴ This rise in units slightly outpaced the growth of the population. During the same time

period, the average household size shrunk from 2.19 in 2000 down to 1.98 in 2020.⁵ This trend toward smaller households is important because it creates a demand for additional housing units, even in the absence of a numerical increase in population.

Vacancy

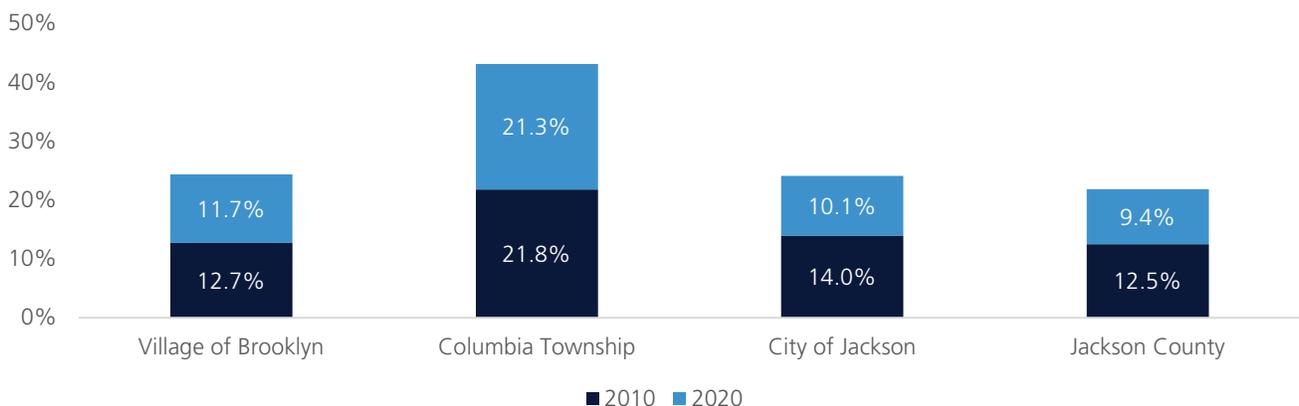
The figure titled, “Percentage of Vacant Units, 2010 & 2020,” presents data on total vacant housing units and their corresponding percentages of total housing stock for the Village of Brooklyn, Columbia Township, City of Jackson, and Jackson County in 2010 and 2020. In 2010, the Village of Brooklyn had 84 vacant units, accounting for 12.7% of its total housing stock. By 2020, this number decreased slightly to 80, lowering the vacancy rate to 11.7%.⁶ Though the percentage of vacant housing units is approaching a high threshold, about 68 of these vacant homes were for seasonal use and used at least part-time during the year.⁷ Because the Village does not have any active short-term rental listings operated by VRBO or AirBnB, these seasonal vacancies are attributed to Brooklyn residents who use these homes seasonally, most commonly leaving them vacant during the winter

Table XX: Total Households, 2000-2020

	Village of Brooklyn	Columbia Township	City of Jackson	Jackson County
2000	507	2,894	14,210	58,168
2010	549	2,941	14,107	60,612
2020	606	3,190	12,727	62,567
Total Change	19.5%	10.2%	-10.4%	7.6%

Source: U.S. Census

Figure XX: Percentage of Vacant Units, 2010 & 2020



Source: U.S. Decennial Census, 2010 & 2020

when they leave to spend time in the south.

The U.S. Census categorizes a housing unit as vacant when it is uninhabited at the time of data collection. The table titled, "Vacancy Status," shows a breakdown of vacancies, with the majority of Brooklyn's vacant units being used seasonally.⁸

Age of Housing Stock

The age of housing units is a vital metric for several reasons. Older homes often require more maintenance which may impact living costs and housing affordability, as residents may need to invest in upkeep. The figure titled, "Portion of Housing Built by Year," shows the year of construction for housing in Brooklyn. Over half of housing in Brooklyn is older than 50 years.⁹ Older homes are often located near the Village center and more desirable because of walkable surroundings and because they typically built to a higher standard than newer housing. Older homes may need work to satisfy modern safety and health

regulations, potentially exposing residents to hazards like lead paint or outdated plumbing.¹⁰ Market demand and property values are also influenced by housing age; while some older homes may be desirable for their charm, others may be seen as less valuable compared to newer constructions.¹¹ Brooklyn shows a moderate mix of housing ages and varying needs for upkeep, which impacts supply and affordability for new renters and homeowners. Compared to many communities in the State of Michigan, Brooklyn has a notable amount of newer housing (housing less than 50 years).

HOUSING DIVERSITY

Having a variety of housing options is beneficial for several reasons. Housing variety enhances economic resilience by accommodating different job markets and income levels, making communities better equipped to withstand economic fluctuations. Additionally, it allows communities to adapt to changing demographics and lifestyles, meeting the evolving demand for different types of housing. A mix of housing types can also address affordability issues by promoting competitive pricing, increasing mobility for residents as their circumstances change.¹²

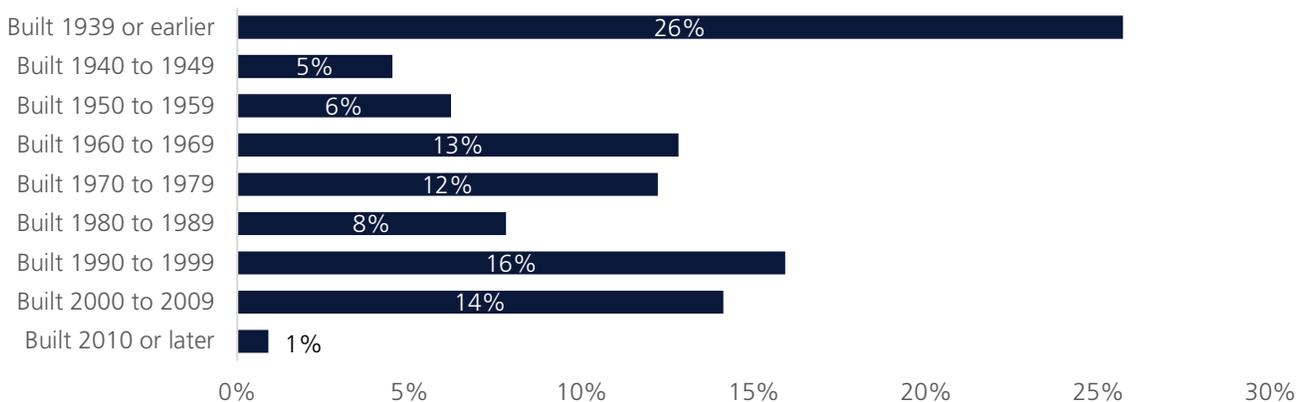
While over half of the Village's housing (58%) is single-family detached homes, there are more diverse housing types than many communities in the State. The Village has a higher percentage of multi-family housing than its comparisons, especially when looking at larger apartment buildings, with 17% of its housing stock located in buildings with 20 or more units.¹³ This wide range of housing is an advantage as the Village can continue to provide more housing types to attract a broader range of residents.

Table XX: Vacancy Status

Vacancy Status: Village of Brooklyn	
Total:	89
For rent	8
For sale only	2
For seasonal, recreational, or occasional use	68
Other vacant	11

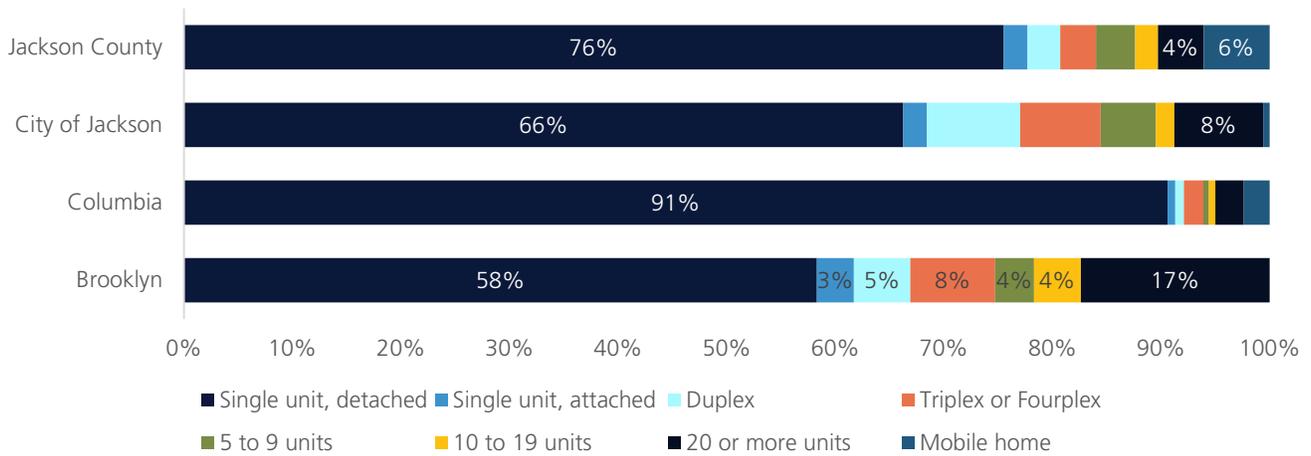
Source: U.S. Decennial Census 2020

Figure XX: Portion of Housing Built by Year



Source: American Community Survey, DP04

Figure XX: Housing Typologies, 2022



Source: American Community Survey, 2022

HOUSING TENURE

Tenure refers to the financial arrangement and ownership structure that determines a householder’s ability to reside in a household. In 2010, 57.7% of households were owner-occupied, a figure that saw a reasonable gain by 2020 when 67.2% of households were owner-occupied.¹⁴ The increase in homeownership from 2010 to 2020 shows that the community is committed to living in Brooklyn.

HOUSING COST AND AFFORDABILITY IN BROOKLYN

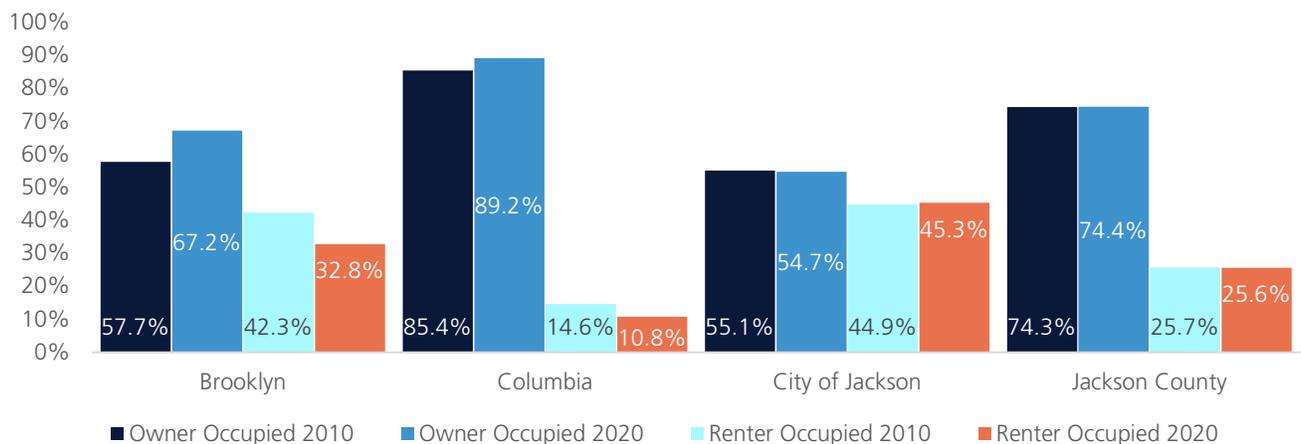
Affordability remains a significant challenge for many homeowners and prospective homebuyers

throughout the State. According to Michigan’s 2022 Statewide Housing Plan, home prices surged by 84% between January 2013 and October 2021, in contrast to a national average increase of 48% during the same timeframe.¹⁵

Value of Homes

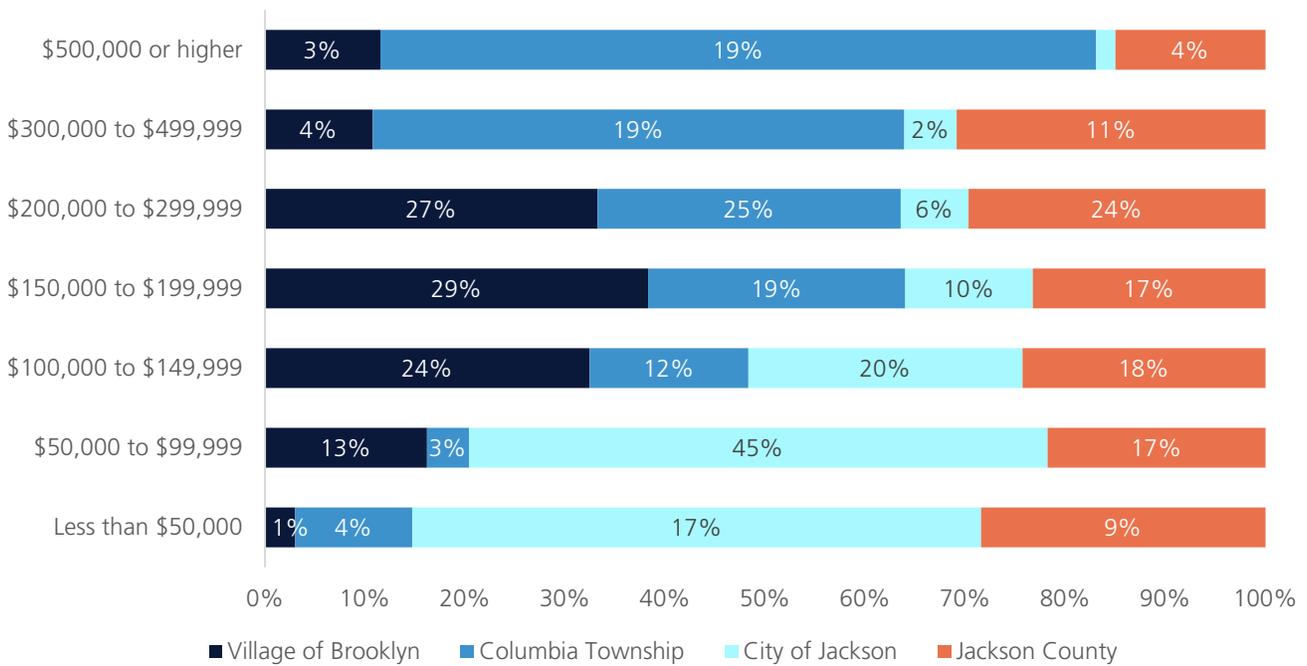
The value of homes reflects the economic stability and growth of a community, with higher values often signaling strong local economies and generating more property tax revenue to fund public services like schools and infrastructure. Rising home values also help individuals build wealth through home equity, encouraging investment in properties and contributing to community stability. Rapidly increasing home

Figure XX: Tenure, 2010 & 2020



Source: American Community Survey, 2022

Figure XX: Owner-Occupied Home Values, 2022



Source: American Community Survey, DP04

values can lead to affordability challenges, pricing out lower-income residents and limiting access to housing. Balancing home values with affordability is essential for fostering inclusive, thriving communities.¹⁶

In the Village of Brooklyn, the median value of a home was \$166,700 in 2022.¹⁷ The median is recognized as a better measure than average because it is less affected by outliers (in this instance, extremely high or low figures) than an average. In comparison to the other geographies, Brooklyn has a greater offering for middle-income households, which could help attract more people who are starting careers and families. It will be important that the Village adds more housing to ensure that housing demand does not drive prices up and become unattainable for those who wish to live there.

Household Income and Housing Affordability

The statewide value of housing has dramatically risen in recent years with an average increase of 64.3% from 2015 to 2022; Jackson County, during the same period, saw an increase of 49.5%.¹⁸ Additionally, from 2015 to 2022 the median

household income in Jackson County increased by about 35.1% (from \$46,326 to \$62,581).¹⁹ The figure titled, “Median Home Value vs. Median Household Income, Jackson County, 2015-2022,” shows that in 2015, the median home value was approximately 2.4 times higher than the median incomes; by 2022, this same figure was about 2.7.²⁰ This increase shows that incomes are not keeping up with rising home prices, and if the trend continues, issues stemming from the lack of affordability will likely increase.

Defining Housing Affordability

Affordable: Households spend <30% of income on housing costs.

Unaffordable: Households spend 30%-50% of income on housing costs.

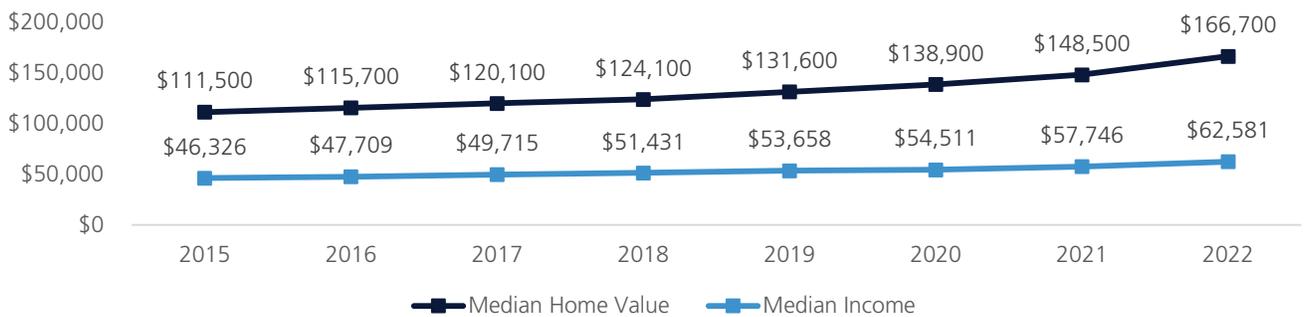
Severely Unaffordable: Households spend >50% of income on housing costs.

Source: U.S. Department of Housing and Urban Development (HUD)

The figure "Households Spending 30% or More Income on Housing, Jackson County 2015-2022" shows that household burdened by their costs is reducing overall. Results from the Brooklyn Community Master Plan Survey shows that approximately one-quarter feel that it is difficult to find housing in the Village, about 1 in 5 said that there were not sufficient housing options in Brooklyn, and over half said that the price to purchase a house was outside of their budget. While the portion of the Village that are cost burdened by their housing costs is reducing overall, just under one-quarter of households still find it difficult to cover these costs.²¹

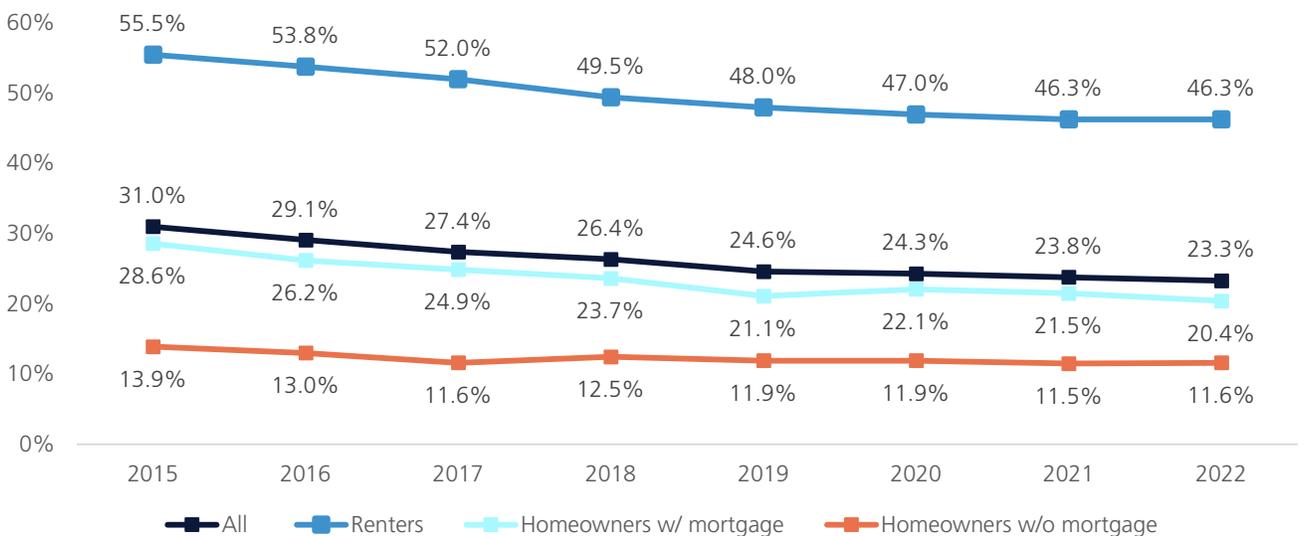
Homeowner costs are assessed by mortgage payments, insurance, and other housing-related expenses. Among the 330 owner-occupied units in the Village, 53.3% have a mortgage.²² In 2022, the median monthly cost for households with a mortgage in Brooklyn was estimated at \$1,282, just below the County estimates (\$1,293).²³ In terms of affordability, roughly 65% of homeowners live in units considered affordable units while 35% live in units that cost more than 30% of household income.²⁴ Given that roughly 12.8% of people in the Village live below the poverty line, but an estimated 26.5% spend more than 30% of their income on

Figure XX: Median Home Value vs. Median Household Income, Jackson County, 2015-2022



Source: American Community Survey, DP03, DP04

Figure XX: Households Spending 30% or More Income on Housing, 2015-2022

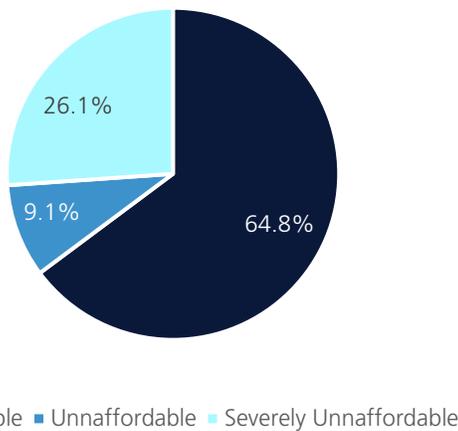


Source: American Community Survey, DP04

housing, there are likely more households who are having difficulty affording all their needs.

The percentage of income that owner-occupied households with a mortgage spend on housing provides valuable insights into the feasibility of homeownership. In 2022, the average monthly cost of housing for these households in Brooklyn was \$1,282.²⁵ Notably, 26.1% of households with a mortgage spend 35% or more of their income on housing, indicating that more than one-quarter of these people are finding their housing costs to be severely unaffordable. Another 9.1% spend between 30-35% of their income on housing.²⁶

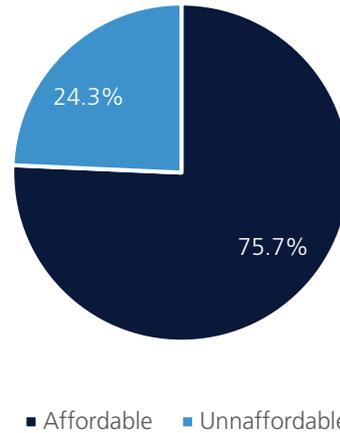
Figure XX: Affordability for Owner-Occupied Households With a Mortgage



Source: American Community Survey, DP04

In 2022, the average monthly cost of housing for owner-occupied households without a mortgage in Brooklyn was \$515. Nearly a quarter of owner-occupied households without a mortgage still find the cost of housing unaffordable, indicating that a significant number are nearing the threshold of financial strain.²⁷ This portion of households may face difficulties in covering other essential expenses. It is also likely that many homeowners with a paid-off home are on a fixed income. With 13.7% of Brooklyn’s senior residents (over 65) being below the poverty line, they may be feeling financial pressure to afford basic needs.²⁸

Figure XX: Affordability for Owner-Occupied Households Without a Mortgage

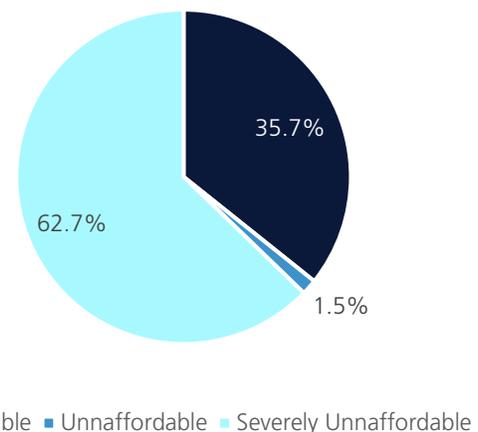


Source: American Community Survey, DP04

Renter Occupied Affordability

The measure “gross rent” also includes utilities, as a proportion of household income.²⁹ In 2022, the median rent in the Village of Brooklyn was \$915 monthly.³⁰ Almost two-thirds of renters in Brooklyn live in unaffordable units based on their income levels. These renters find themselves in a difficult position, as they are priced out of homeownership while still facing high rents in rental units.³¹ The high percentage of renters spending such a significant portion of their income on housing underscores the urgent need for affordable rental options and support mechanisms to alleviate the financial strain on these households.

Figure XX: Affordability for Renter Households



Source: American Community Survey, DP04

HOUSING SOLUTIONS

To address housing issues in Brooklyn such as aging housing units and lower-income households experiencing issues with affordability, the Village may consider some of these resources.

Missing Middle Housing

There is a broad spectrum of housing options between single-family homes and multi-unit apartment complexes that remain underutilized in Brooklyn. “Missing Middle” housing, a term that describes residential structures similar in size to single-family homes but configured with multiple units, typically have lower purchase prices and maintenance costs. The Village’s zoning ordinance can be adjusted to facilitate the development of various Missing Middle housing types across different zoning districts, beyond R-1 and R-2 where duplexes and accessory dwelling units (ADUs) are currently a conditional use.³² Michigan communities are changing their zoning to make ADUs a permitted use to add more housing units to a community. Parks and open spaces should be encouraged in close proximity to all configurations of housing.

Land Banking

A land bank is a governmental body that holds property with the goal of selling the property and

returning it to the tax roll, where it can provide value to the community. Since land banks have discretion on when to sell a property and to whom, they may preemptively state that a certain property is used for housing, and they will only sell it to a developer who has specific plans for residential construction.³³ The Village can partner with the Jackson County Land Bank to explore partnerships and create a strategy to effectively developing more options.³⁴

Multiple Homes Allowed of Larger Lots

For larger lots that are double the size of the minimum lot or more, more residential structures could be permitted through the zoning ordinance. This provision removes the need to split the lot for two structures, reducing the process and costs for the property owner. This would create more housing opportunities without exceeding the allowable density, even when following all setbacks and other zoning standards.

Historic District Designation

In Michigan, Public Act 169 of 1970, the Local Historic Districts Act allows municipalities to establish historic districts, acquire resources for preservation, and preserve historic resources.³⁵ To pursue this route, Brooklyn would appoint a committee to study the history, get public input, and prepare a report, and determine whether

Figure XX: Missing Middle Housing



to use this designation.³⁶ Doing this is beneficial because a historic district offers benefits, including legal protection for the district, oversight through review and approval of new construction, demolitions, and exterior modifications, and financial incentives to support property owners in maintaining and enhancing historic properties.³⁷

Housing Incentive Programs

The State recognizes the need for new housing units across all of Michigan.³⁸ In 2022, they passed several laws that were intended to add to the housing supply and encourage construction.

SB 432 – PILOTS for Housing

This legislation would grant local governments the authority to create Payment in Lieu of Taxes (PILOT) policies and enter into PILOT agreements with developers constructing or renovating affordable housing units. This law would enable local governments to review PILOT agreements for developments not seeking state or federal tax credits, thereby providing a valuable tool for governments and developers to collaborate on addressing local workforce housing needs.³⁹ The approval or denial of a tax exemption under this subdivision must be in accordance with an ordinance or resolution concerning the selection of workforce housing projects that are adopted by the governing body. The owner of a housing project exempt from taxation under this section shall pay the municipality an annual service charge for public services in lieu of all taxes, with differing incentives for new construction and rehabilitation projects.⁴⁰

SB 364 – Neighborhood Enterprise Zone Expansion

Neighborhood Enterprise Zones (NEZ) support infill revitalization for owner-occupied housing and mixed-use buildings in eligible communities. A local governing body designates a compact and contiguous neighborhood enterprise zone. The expansion lets the local government support new residential homes and condominiums or new mixed-use buildings (in whole or in part) that include residential units with ground-floor retail, and rehabilitated facilities that meet certain investment criteria.⁴¹

SB 364 – Attainable Housing Facilities Act

A local government entity can create an “attainable

housing district” where property owners within it can apply for a partial property tax exemption provided. This supports a 50% property tax reduction of the statewide commercial, industrial, and utility average if determined affordability criteria are met. The state criteria for this bill are below:

- » At least 30% of the units in the development cannot exceed the affordability criteria for 120% of the county-wide area median income (AMI).
- » Local governments have flexibility to negotiate for higher than 30% of units if it aligns with community goals.
- » This tool can only be used for four or fewer rental units with a minimum required investment of \$5,000. For five or more rental units, there are additional criteria.⁴²

SB 422 – Residential Facilities Exemption

The establishment of a Residential Facilities Exemption provides a temporary tax abatement for qualified new housing developments in districts designated by local governments. This applies to projects with five or more units and a minimum investment of \$50,000. The exemption supports both the renovation and expansion of older residential units, as well as the construction of new residential units within these districts.⁴³

Financial and Housing Support

Jackson County Department on Aging

The Jackson County Department on Aging provides services to elderly residents. While they do not provide financial support to elderly residents, they do provide household services for residents 60 and over across the County, including meals which lower the financial burden on residents who have difficulty making ends meet.⁴⁴

Community Action Agency – Jackson County

Community Action is a nationwide program that seeks to promote self-sustainability for its clients through a variety of programs.⁴⁵ The Community Action Agency in Jackson County is a State Housing Assessment and Resource Agency (HARA) which seeks to address housing needs on an individual level.⁴⁶ The agency also provides Utility Assistance and emergency home repair for those in need. These services are available to Brooklyn residents

who qualify, helping to reduce financial burdens while maintaining quality housing.⁴⁷

Greater Jackson Habitat for Humanity

Greater Jackson Habitat for Humanity provides critical home repair services to homeowners with limited financial resources (below 60% Area Median Income) to maintain their homes. A variety of services are available to qualifying homeowners in the Village of Brooklyn.⁴⁸

KEY TAKEAWAYS

- » Brooklyn may consider exploring historic district designations to protect older homes and their distinct character.
- » Parks and open spaces should be encouraged in all residential zoning districts.
- » Brooklyn has greater housing-type diversity than most communities in the State; however, there is

an opportunity to encourage and allow for more Missing Middle housing types, such as accessory dwelling units, duplexes, and triplexes.

- » Many renters in Brooklyn are spending more than they can afford on housing costs, making housing affordability a key concern for many residents in the community.
- » There are opportunities for Brooklyn to explore partnerships with Jackson County, regional organizations like the Region 2 Planning Commission (R2PC), and the private sector to allow for more growth strategies like land banking to have more control in how land is developed.
- » The Village may investigate the recently passed State laws that incentivize housing development and improvements to existing housing to proactively encourage affordable housing options.

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Natural Resources & Open Space



Swain Park.

THE BUILT ENVIRONMENT

The State of Michigan has seen changes in weather, including warmer temperatures, more intense storms, and unpredictable weather events. These shifts have had a significant impact on infrastructure and landscapes throughout the state, also affecting the Village of Brooklyn, making it important to consider these impacts in future planning.

Impervious Surfaces

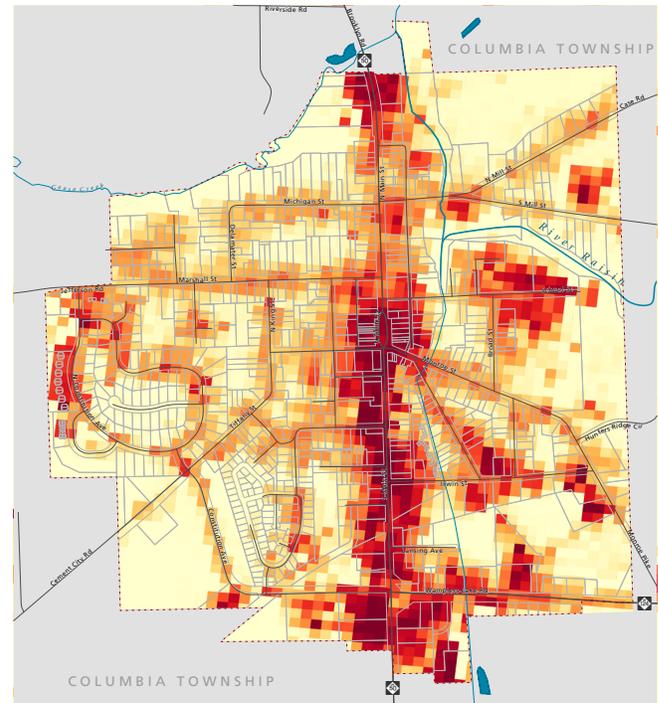
The built environment in the Village of Brooklyn includes impervious surfaces such as roads, parking lots, roofs, driveways, and sidewalks. These non-porous surfaces prevent water from infiltrating the ground, leading to increased stormwater runoff, erosion, and potential flooding. They also contribute to Urban Heat Islands (UHI) by absorbing and retaining solar heat, which can increase energy consumption in buildings. The map titled "Impervious Surfaces" highlights the distribution of these surfaces within the Village. Large sections of imperviousness are visible primarily along Main Street, as well as other roadways, and within neighborhoods. Understanding and managing high concentrations of impervious surfaces is crucial for improving stormwater management and maintaining the overall environmental quality of the Village.

URBAN HEAT ISLANDS (UHI)

An urban area with higher temperatures than surrounding rural areas, due to heat created by energy from people, cars, buildings, or buses, and heat that is trapped due to densely packed buildings or impervious surfaces like streets and parking lots.

Source: National Geographic

Map XX: Impervious Surfaces



Impervious Surfaces

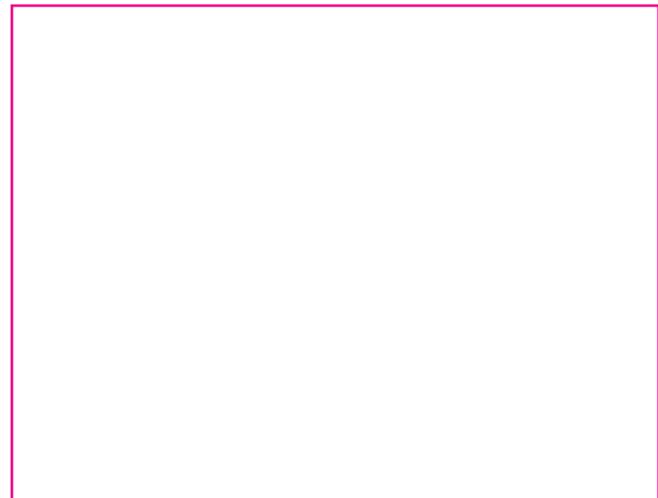
Sources: Michigan Open Data Portal, Village of Brooklyn, National Land Cover Dataset (NLCD) 2021

Village of Brooklyn

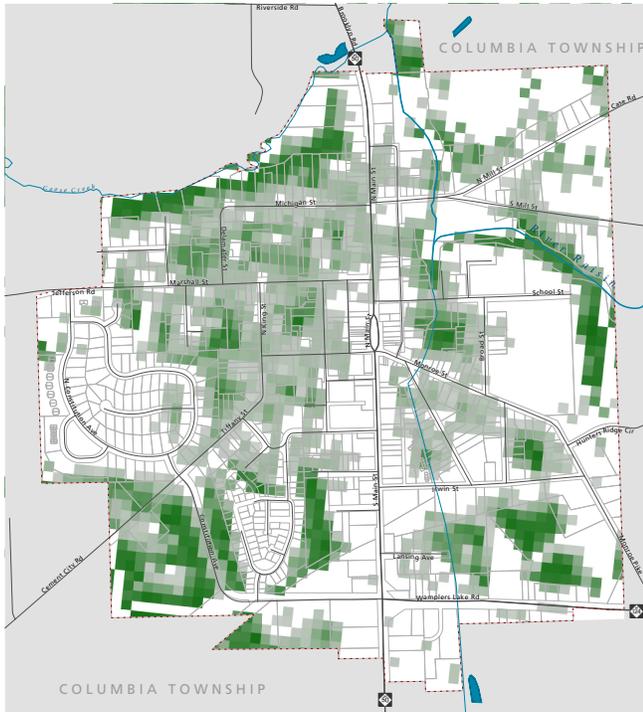
Percent Impervious

0% 100%

500 Feet
Beckett & Raeder, Inc.



Map XX: Tree Canopy Coverage



Tree Canopy Coverage

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County, U.S. Geological Survey (USGS)

Village of Brooklyn

Tree Canopy Coverage

0% 100%

Tree Canopy Coverage

The Village of Brooklyn features significant tree canopy coverage. Trees offer numerous benefits such as:

- » Providing shade,
- » Cooling the air,
- » Managing stormwater,
- » Filtering pollutants,
- » Reducing energy costs,
- » Improving water quality, and
- » Improving air quality.

Areas with low- to medium-intensity development, as well as open space development, most commonly provide more space for vegetation and tree coverage. The map titled “Tree Canopy Coverage” reveals that the areas with low to medium impervious surface coverage display higher tree canopy coverage. The Village benefits from nearby open spaces such as the fields at Columbia Upper Elementary, which can lessen the negative effects of

the nearby development. The highest tree canopy coverage is observed near Goose Creek, the River Raisin, and the southwestern corner of the Village, where there is minimal development compared to the center of the Village. Tree coverage varies within neighborhoods. Areas with high tree canopy coverage generally have cooler temperatures and better environmental quality due to the numerous benefits of trees. Therefore, the Village can prioritize planting additional trees or vegetation in areas with high impervious surface coverage while also maintaining existing tree coverage.

Green Infrastructure

Implementing green infrastructure in the Village of Brooklyn presents valuable opportunities to enhance stormwater management and improve environmental quality through various ecological practices that go beyond traditional human-made infrastructure such as piping and drains. Possible methods such as rain barrels, native rain gardens, bioswales, permeable surfaces, planter boxes, green roofs, and tree canopies are outlined in the table titled “Green Infrastructure Methods.”

THE NATURAL ENVIRONMENT

The surrounding natural environment of the Village of Brooklyn is characterized by its diverse water resources, parks, and recreation areas. With fifty-two lakes within a ten-mile radius, these natural features play a vital role in maintaining the environmental health and well-being of the community. The natural environment encompasses elements such as watersheds, floodplains, wetlands, parks, and recreation areas.

Water

The surrounding region’s numerous lakes and water resources contribute to the overall economic health of the region, supply fresh water, and substantially improve the area’s natural beauty, recreational opportunities, and local ecosystems. The Irish Hills area is particularly known for its lakes. The lakes provide essential services to the Village of Brooklyn, enhancing the quality of life for residents and visitors alike. The Village of Brooklyn is also home to several creeks and rivers, including the River Raisin, which is a significant waterway in the area. The Brooklyn Dam, constructed in 1939, has been a notable feature on the River Raisin. However, due to safety

Table XX: Green Infrastructure Methods

Method	Description	Example
Rainwater Harvesting	Systems that collect and store rainwater for later use.	
Rain Gardens	Shallow, vegetated gardens that collect and absorb runoff from streets, sidewalks, and roofs.	
Planter Boxes	Boxes along sidewalks, streets, or parking lots that collect and absorb rainwater; they can be designed with a notch to allow additional stormwater to flow in, as with rain gardens. These also serve as streetscaping elements.	
Bioswales	Linear and vegetated channels, typically adjacent to a road or parking lot, that slow, retain, and filter stormwater.	
Permeable Pavement	Pavement that absorbs, filters, and stores rainwater.	
Green Roofs	Vegetated roofs that absorb and filter rainwater.	
Tree Canopy	Trees reduce and slow stormwater flow.	

Source: United States Environmental Protection Agency

concerns and the desire to restore the river's natural flow, plans are underway to demolish the dam. This project aims to reconnect up to 44 miles of upstream habitat, allowing migratory fish and other species to pass through, thereby enhancing the ecological health of the river system.¹

The Brooklyn Dam, built in 1939, provided hydroelectric power until 2006. The Department of Environment, Great Lakes, and Energy determined the dam was a high hazard potential with catastrophic human impacts if it were to fail, and that the dam should be removed. This dam removal project aims to restore a high-gradient section of the River Raisin, which will provide significant ecosystem benefits like habitat connectivity and 44 miles of new fish passage. The project will eliminate safety risks, restore approximately 2,600 feet of river using Natural Channel Design, replace the Mill Street bridge, and construct natural rock rapids at Nooney Dam, at Vineyard Lake east of the Village of Brooklyn. This seven-step River project began in 2023 with a feasibility study and is expected to conclude in Summer 2026 when the dam removal and stream restoration is completed.²

Watersheds

Watersheds play a crucial role in maintaining the health of our environment and communities. A watershed basin is an area of land that drains rainwater and snowmelt into a body of water such as a lake, river, stream, or wetland; groundwater is also connected to surface water within a watershed.³ The Village of Brooklyn is located within the Raisin watershed basin. This watershed, along with nearby watersheds such as the Grand, Huron, and Maumee, connects to significant river systems that support diverse aquatic life and provide essential resources for agriculture, industries, and recreational activities. The River Raisin flows through the Village and contributes to the area's natural beauty and biodiversity. Effective watershed management is essential for safeguarding water quality, reducing flood risks, and maintaining sustainable water supplies.

The River Raisin Watershed Council plays an important role in these efforts by promoting stewardship, conducting water quality monitoring, and engaging the community in preservation initiatives. The Watershed Management Plan was

published in 2009, with the support of various partners such as the Lenawee Conservation district and was partly funded by the Michigan Department of Environmental Quality's Clean Water Act grant. The plan provides a detailed evaluation of water quality issues, management goals, and recommendations, along with information on the watershed's geology, history, climate, flora and fauna, land use, and hydrology.⁴

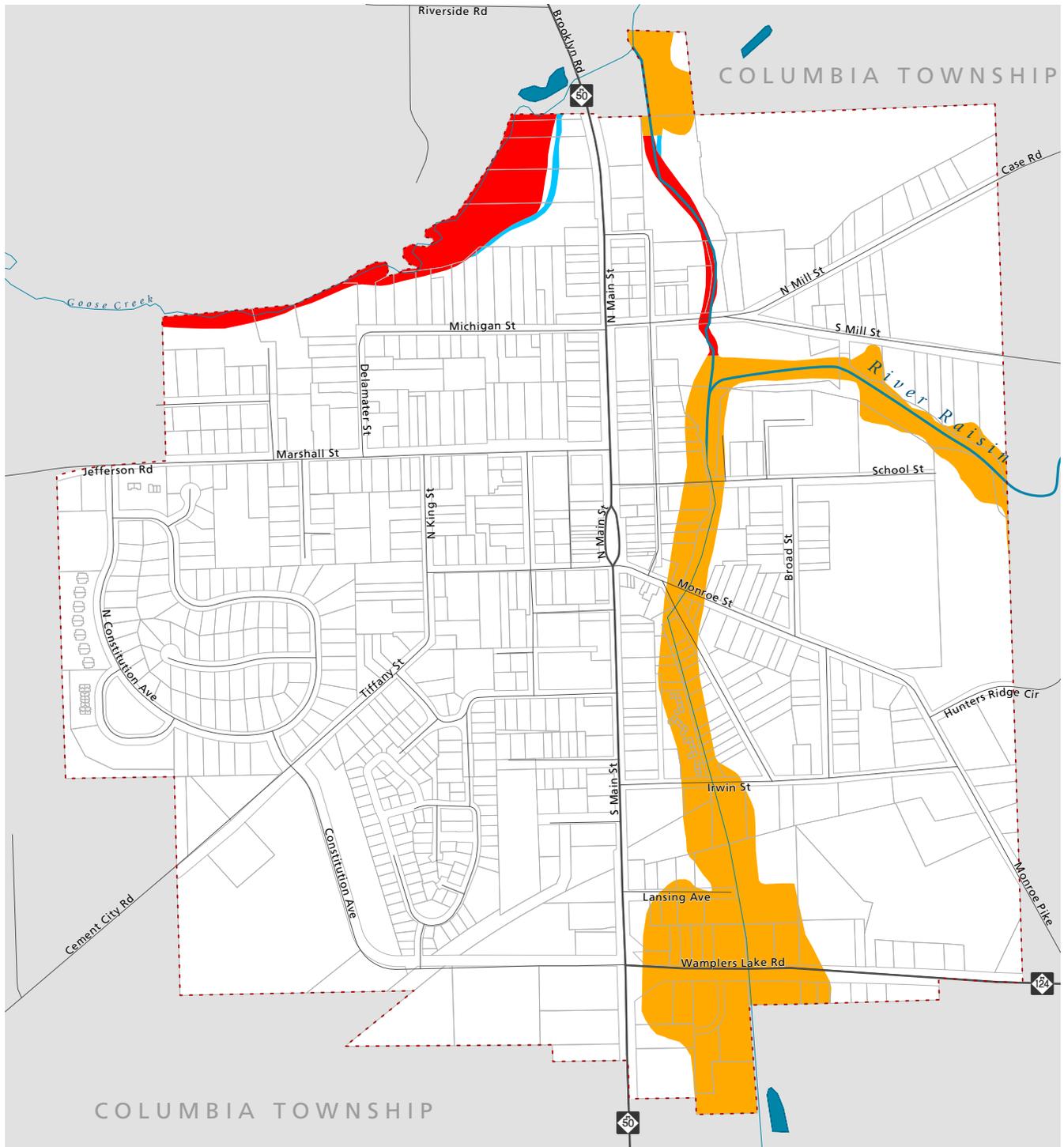
Floodplains

Floodplains support natural ecosystems by providing essential habitats for plants, animals, and aquatic life. Development in floodplains should be limited due to their environmental importance and range of ecosystem services. Development in these areas can lead to increased erosion, pollution, and water temperatures, decreased water quality, loss of habitats and biodiversity, higher costs for flood insurance, and greater flood risks for infrastructure and communities.

The Village of Brooklyn contains several floodplain areas, categorized as 100-year and 500-year floodplains or floodways. Floodplain management in the Village of Brooklyn is guided by regulations from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) and the Federal Emergency Management Agency (FEMA). The Village Zoning Ordinance states that the Village of Brooklyn is responsible for managing and enforcing floodplain regulations as per state and federal guidelines and will utilize the FEMA Flood Insurance Study (FIS) and the Flood Insurance Rate Maps (FIRMs) for Jackson County. The map titled "Floodplains," shows that a significant portion of the east side of the Village lies within the 100-year floodplain and that the northwest corner is a floodway. Development in these areas should be limited.

The Village currently has standards that limit development in flood-prone areas. Section 62-381 of the Village Ordinance states that land subject to periodic flooding shall be used only for agriculture and recreation uses, provided that no structures are located within the area subject to flooding. Continued enforcement of these standards is important to ensure responsible growth that does not exacerbate flooding, and the Village may consider reevaluating land identified as "subject to periodic flooding."

Map XX: Floodplains



Floodplains

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County, FEMA Flood Data

- Village of Brooklyn
- Moderate to Low-Risk Area, 500-Year Floodplain
- High-Risk Area, 100-Year Floodplain
- Floodway



Table XX: Wetland Types by Acreage

Wetland Type	Total Acreage	% Wetlands	Definition
Freshwater Forested/ Shrub Wetland	26.48	45.39%	Characterized by woody plants taller than six feet and are usually farther way from water than emergent wetlands.
Freshwater Emergent Wetland	21.93	37.59%	Characterized by rooted herbaceous hydrophytes, like moss and lichen.
Lake	8.56	14.67%	Located along the edges of lakes and ponds, characterized by shallow water and saturated soil conditions.
Riverine	0	0%	Located within or adjacent to rivers and streams, characterized by periodic or continuous moving water.
Freshwater Pond	1.37	2.35%	Found in or around small, shallow bodies of freshwater, characterized by saturated soil and diverse plants/animals.
Total	58.35	100%	
Potential Restorative Wetlands	114.64	N/A	Areas where wetlands may be fully or as closely restored to their existing conditions.

Source: EGLE

Wetlands

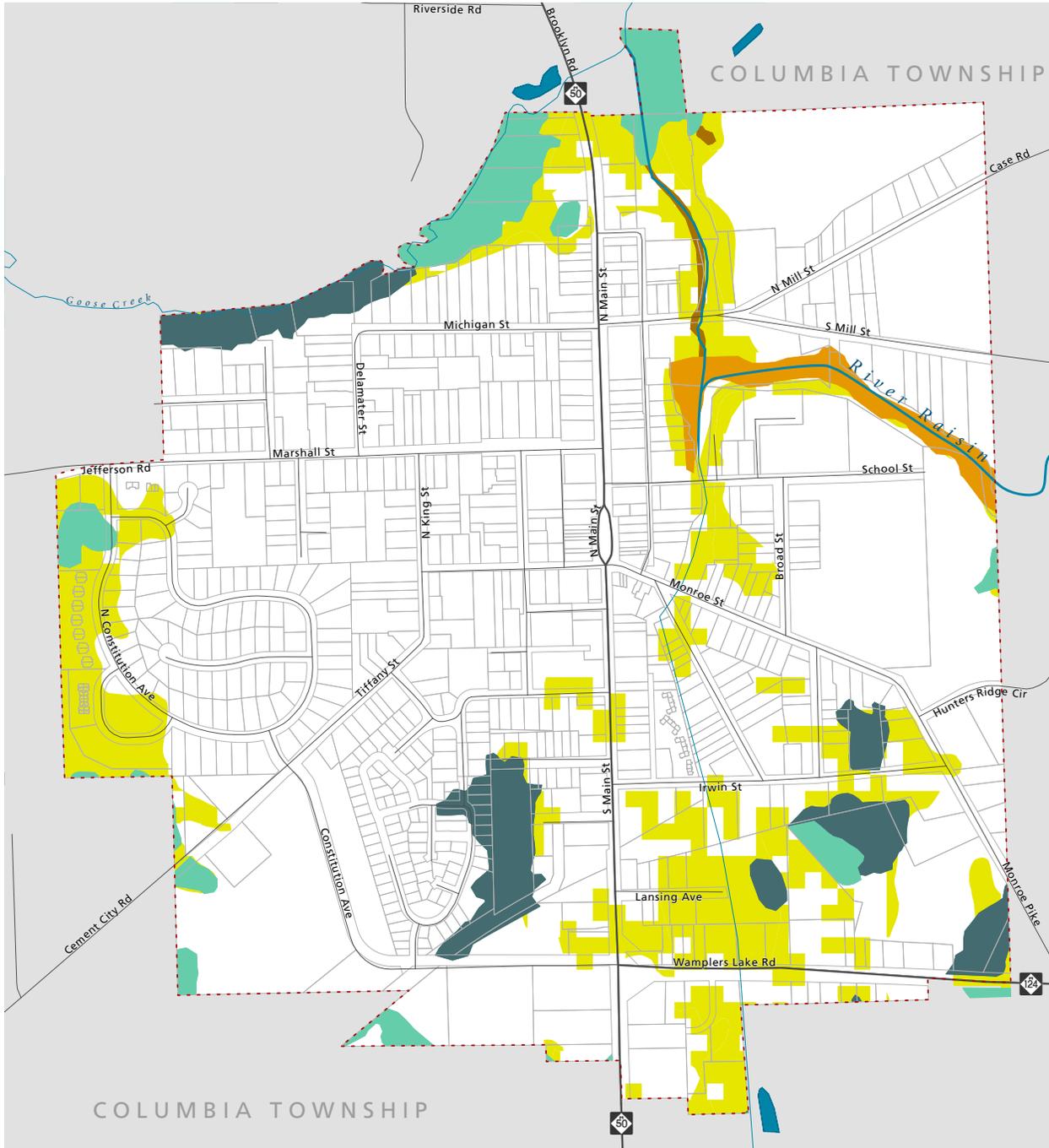
The Village of Brooklyn supports a variety of wetland types. Wetlands provide essential ecosystem services such as water filtration, flood mitigation, and habitats for a wide array of plant and animal species. Restorable wetlands are areas that have been modified or degraded but have the potential to recover their natural functions through restoration efforts. These efforts may include re-establishing native vegetation, water management, and removing invasive species. In Michigan, wetland restoration projects are regulated and often require permits from EGLE.⁵ The map titled, “Wetlands,” helps to identify potential restorative wetland areas and existing wetlands by type. Of the 185 acres of potential restorative wetlands within the Village, most are shown east of Main Street near the River Raisin and the southeastern portion of the Village. Moreover, of the nearly 60 acres of existing wetlands within the Village, the majority are classified as freshwater forested/shrub wetlands or freshwater emergent wetlands and are visible in various sections of the Village. Both existing and potential restorative wetland areas impact the quality of the natural landscape. The Village of Brooklyn’s Zoning Ordinance considers wetlands

in the context of driveway standards, site plan approvals, preliminary plan requirements, and final site plan review criteria. These regulations ensure that wetlands are considered and protected during the planning and development process.

PARKS & RECREATION

Brooklyn’s parks are managed by its recently formed Parks Board. Swain Memorial Park, named in honor of its founder Calvin Swain, is located at Tecumseh Street and River Street alongside the River Raisin. This park features open green spaces, a pavilion, and an upgraded playground. It serves as a central location for outdoor recreation for the community. Weatherwax Park and Village Square are additional parks that the Village of Brooklyn manages. Weatherwax Park is a future community space, to be located in the existing parking lot behind Main Street. Potential improvements include a pavilion, amphitheater, seating areas, and Farmer’s Market location. Village Square is the central area in the middle of Main Street in the Village’s downtown, which features the identifying pavilion for the Village. Private recreation facilities are also available nearby, such as the Hill’s Heart of the Lakes Golf Course and the Brooklyn Sportsman’s Club.

Map XX: Wetlands



Wetlands

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County, Environment Great Lakes and Energy (EGLE) Open Data

- Village of Brooklyn
- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Freshwater Pond Wetland
- Lake Wetland
- Potential Restorative Wetland*



*The term "historic wetland" is not synonymous with "restorable wetland." Wetland restoration or reestablishment is dependent on a number of factors including past land treatments (filling, flooding or land leveling), current land use and changes in hydrology. Some recent studies have demonstrated that some wetlands may not be restorable due to landscape-level changes to hydrology. Efforts to reestablish wetlands have been focused on less intensively developed land (i.e., agricultural lands) or on undeveloped land. It is extremely rare for wetlands to be reestablished in intensively developed areas.

KEY TAKEAWAYS

- » Tree coverage within the Village provides considerable benefits, such as cooler temperatures and better environmental quality. The Village may prioritize additional tree plantings in areas with high impervious surface coverage while also maintaining existing tree coverage.
- » Implementing methods of green infrastructure, such as rain barrels, native rain gardens, bioswales, permeable surfaces, planter boxes, green roofs, and tree canopies can boost stormwater management and improve environmental quality within the Village
- » The Village benefits from the many water resources within the region, including 52 lakes within a ten-mile radius, which extensively enhance the area’s natural beauty, recreational opportunities, and local ecosystems.
- » The removal of the Brooklyn Dam is expected to significantly decrease community risk in the event of a dam failure. This removal will impact the community and regional ecosystem in ways that are expected to be positive; however, Brooklyn should closely monitor the River Raisin and associated waterbodies to ensure that any possible negative impacts are known.
- » Continued enforcement of floodplain standards is important to ensure responsible growth that does not exacerbate flooding, and the Village may consider reevaluating land identified as “subject to periodic flooding.”
- » Continued protection of wetland areas during the planning and development process is vital to maintaining water quality, mitigating flooding, and preserving habitats. Brooklyn may consider wetland restoration in select areas of the Village.
- » With a newly formed Parks & Recreation Board, enhancing and maintaining the Village of Brooklyn’s parks and recreational facilities is a top priority.

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Community Facilities & Utilities

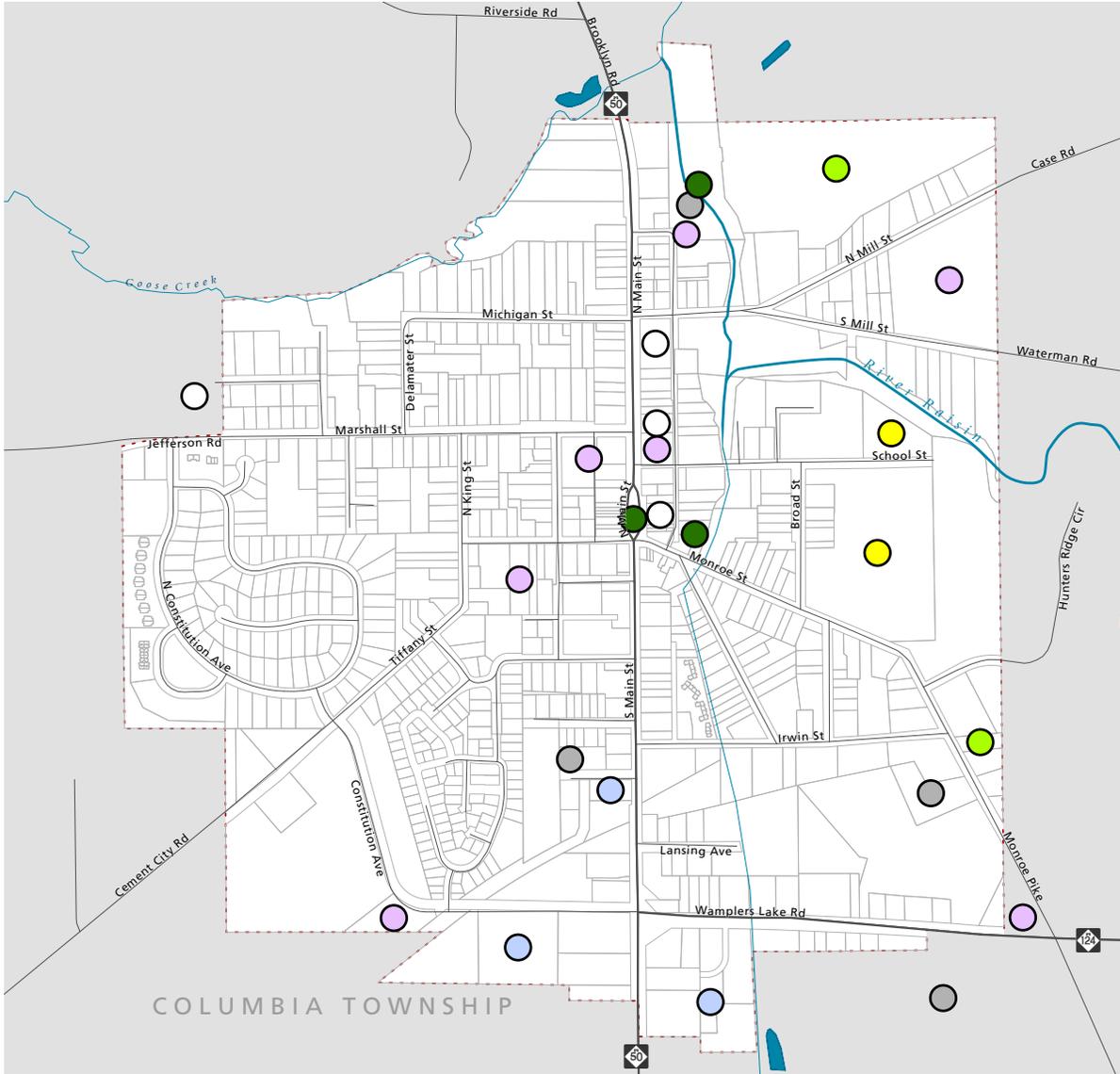


Public art in downtown Brooklyn.

The existing facilities in a community are an important consideration in the master planning process. Community institutions, such as schools, libraries, and medical resources are critical community assets, while facilities such as utilities

and emergency services are fundamental to the daily functions of the Village and its residents. This chapter of the Master Plan details the facilities and services that contribute to the health, safety, culture, and operation of Brooklyn.

Map XX: Community Facilities



Community Facilities

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County

- Village of Brooklyn
- Government
- Medical Facilities
- Private Recreation
- Public Park
- Public
- Religious or Service
- Utilities



VILLAGE BUILDINGS & SERVICES

Village Hall

Brooklyn's Village Hall is in the center of Downtown at 121 N. Main Street. Village Hall is the home to the offices of the Village Manager and Clerk, also serving as the location for community meetings.¹



Brooklyn Village Hall
Source: Village of Brooklyn

Public Safety Services

The Village of Brooklyn partners with Columbia Township for public safety services. These services are partially funded through Village property taxes and are located within the Columbia Township Office building at 8500 Jefferson Road, just beyond the western border of Brooklyn.²

Police Service

Township police officers generally do not enforce Brooklyn's municipal code but aid the code enforcement official as needed. The Jackson County Sheriff and the Michigan State Police also have law enforcement jurisdiction and provide police services within Brooklyn.³

The Jackson County Court System serves as the forum for individuals accused of committing a criminal offense within the Village. Defendants who require detention are held at Jackson County Jail. Brooklyn is responsible for prosecuting violations of the municipal code, including any associated costs.⁴

Fire and Rescue Services

The Columbia Township Fire Department provides fire and rescue services, headquartered at 8500 Jefferson Road. These services include fire operations, basic level EMT services, water rescue, as well as hazard material responses, vehicle rescue, and community education through fire safety and prevention programs taught to schools, churches, daycares, businesses, youth, and civic groups.⁵



Columbia Township Fire Engines
Source: Columbia Township

Brooklyn Post Office

The United States Postal Service in Brooklyn is located at 235 N. Main Street and provides a variety of services to the community beyond sending packages, including printing and financial payment services.⁶



Brooklyn Post Office
Source: Google

EDUCATION SERVICES

Columbia School District

Columbia School District (CSD) serves Brooklyn students and those in the surrounding areas. CSD is under the umbrella of Jackson County Intermediate School District (JCISD), which serves the whole County.

Columbia Elementary

Located at 320 School Street on the northeast side of Brooklyn, Columbia Elementary serves children in the area from pre-school to 2nd grade. During the 2022-23 school year there were 323 students, with a student teacher ratio of approximately 14 students per teacher.⁷

Columbia Upper Elementary

Located across from Columbia Elementary at 321 School Street, Columbia Upper Elementary serves children in the area from 3rd through 6th grade. The enrollment during the 2022-23 school year was 420 students with a student teacher ratio of approximately 16 students per teacher.⁸

Columbia Central Jr/Sr High School

Located at 11775 Hewitt Road, Columbia Central Jr/Sr High School serves students from 7th through 12th grade. Enrollment during the 2022-23 school year was 654, and the student to teacher ratio was about 20 students per teacher.⁹

Columbia Options High School

Columbia Options High School is in nearby Clarklake, at 4460 N. Lake Road. The school is open to students from 9th through 12th grade and provides an alternative education style, with flexible options to serve students uniquely.¹⁰ During the 2022-23 school year the total enrollment was 88 students.¹¹

Jackson District Library - Brooklyn Branch

The Brooklyn Branch of the Jackson District Library sits at 207 N. Main Street in the Village. The library was originally formed in 1918, as an independent library, and later became a part of the Jackson County Library system.¹² In 1998, the Brooklyn Library Board purchased the former Brooklyn Post Office building and converted it into a new library. An update and expansion of the building occurred in 2021.¹³ There is a community meeting room at the library that the public may reserve. The Village also uses this meeting room for community meetings that need a larger space than what Village Hall can accommodate.



Brooklyn Branch Library
Source: Jackson District Library

Higher Education

Jackson College

Located in the City of Jackson, approximately 11 miles north of the Village of Brooklyn, Jackson College has served the community for almost 90 years.¹⁴ The college offers over 50 associate degree and certificate programs, with an enrollment of about 5,500 students.¹⁵

Baker College – Jackson Campus

Located just north of Jackson, about 20 miles north of Brooklyn, Baker College's Jackson campus offers higher education at all levels from certificate programs through doctoral degrees.¹⁶

Spring Arbor University

Located approximately 22 miles west of Brooklyn in Spring Arbor, Spring Arbor University is a private Methodist University that has been open for over 150 years.¹⁷ The university offers over 70 degree programs and has an enrollment of approximately 1400 students.¹⁸

Adrian College

Located in the City of Adrian, about 21 miles southeast of Brooklyn, Adrian College is a private United Methodist liberal arts college. The school has been open in the City since 1859 and has a current enrollment of approximately 1,800 students in more than 90 degree programs.¹⁹

HEALTHCARE FACILITIES & SERVICES

There are a variety of healthcare facilities in Brooklyn and the surrounding area that serve the medical needs of Brooklyn residents. There are two medical centers offering primary care and urgent care services. Additionally, there are several options for vision, dental, and other types of therapy services within the Village. The closest large medical facilities for more specialized care are in Jackson and Ann Arbor.

WellWise Services Area Agency on Aging is located at 107 Chicago Street and has a variety of programming options including educational classes and in-home care options. These resources help older adults and adults with disabilities maintain health and promote their independence to live in their homes and as part of the Brooklyn Community.

Anyone who needs assistance can reach out to WellWise and get connected with resources.²⁰

VILLAGE INFRASTRUCTURE

Department of Public Works

Brooklyn's Department of Public Works (DPW) has a team of five employees, who are responsible for the day-to-day maintenance of Village infrastructure. Responsibilities include water and sewage services, facilities operations, street maintenance, and snow clearing.²¹

Utilities

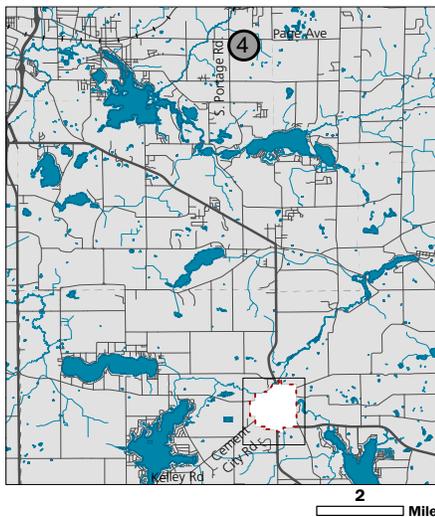
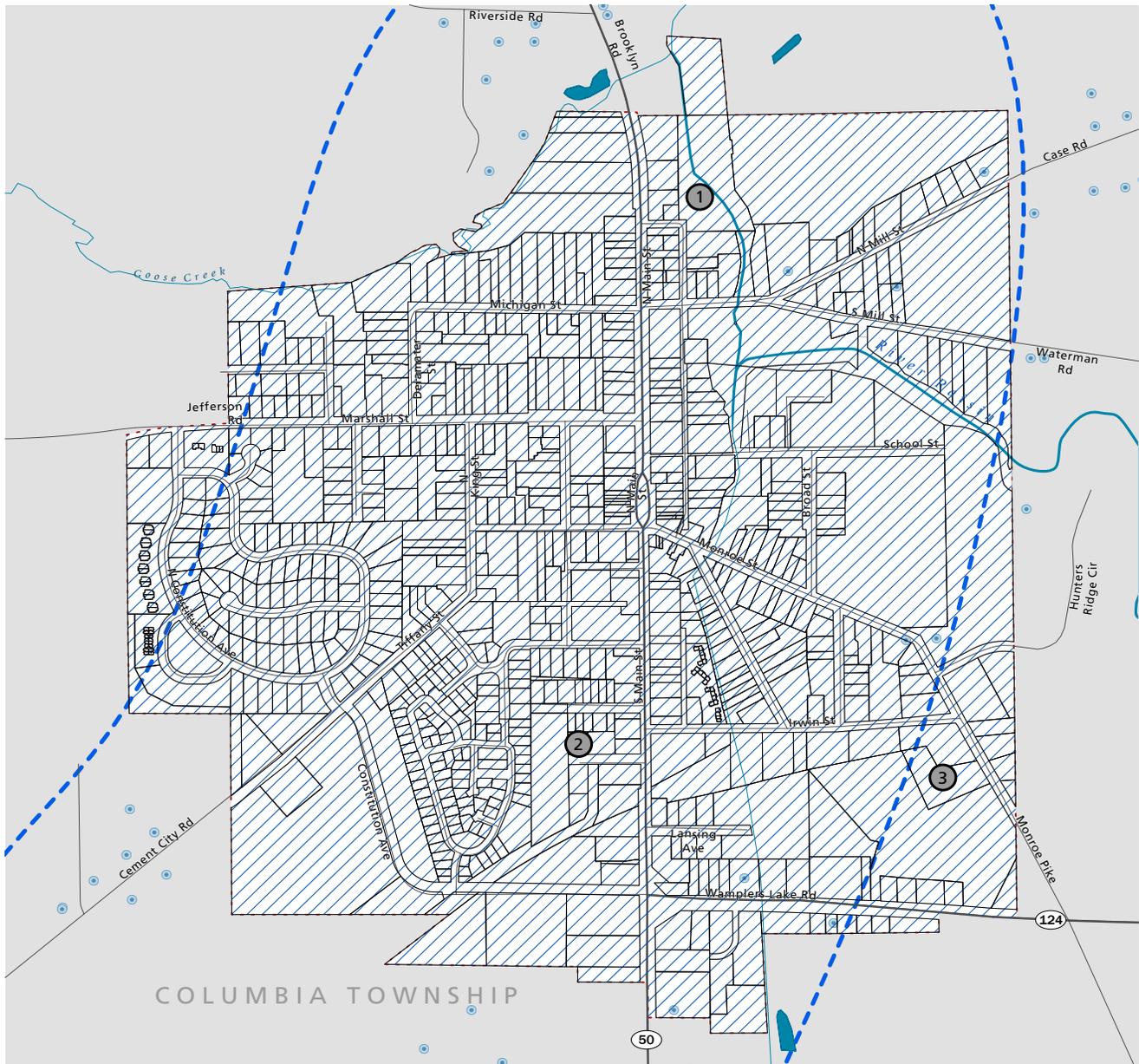
The map titled, "Public Utilities," shows the coverage of public water and sewage utilities, as well as locations of private wells in Brooklyn. There are five properties within the Village that still have private wells. All other properties are connected to public water.

Municipal Water

The entirety of Brooklyn receives its water supply from a village-wide well system which serves all residences and businesses. Almost the entire Village is within a wellhead protection area.²² The wellhead protection area protects the groundwater underneath from possible contaminants with regular testing to protect the municipal water supply.²³ At the present time, no regulated substances were found in the water supply that exceeded the allowable range.²⁴ The Village Code of Ordinances requires that any structure in the Village which is used for occupancy, employment, recreation, or any other use that is within the utility service area must be connected to it.²⁵

The Village has made significant investment in recent years to improve the water quality and the system's capacity to serve residents, including a water tower replacement in 2006 and multiple maintenance projects on the tower since. The Village also replaced several water mains and pumps in 2022 to ensure clean water and sufficient flow for residents. Lastly, in 2023 and 2024, the Village replaced individual water meters at the customers' locations. These efforts ensure that the capacity remains sufficient to meet current and future needs, and ensures that the water is clean for consumption.²⁶

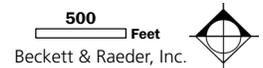
Map XX: Public Utilities



Public Utilities

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County

- Village of Brooklyn
 - Water or Sewer Facility
 - Wellhead Protection
 - Private Water Wells
 - Public Water & Sanitary Sewer Coverage
1. Brooklyn Water Plant
 2. Brooklyn Water Tower
 3. Brooklyn Department of Public Works (DPW)
 4. Leoni Twp. Wastewater Treatment Plant (WWTP)



Municipal Sewer Service

Brooklyn's municipal sewer service is a part of a sewage treatment system in Leoni Township. The facility serves 13 different municipalities, and in 2023, the facility underwent a renovation project totaling more than \$11 million. The improvements include the replacement of system parts, the conversion of anaerobic basins into anoxic basins, as well as new pumps, chemical feeds, and other replaced infrastructure. These improvements will ensure the facility is able to continue serving the region going forward.²⁷ The capacity of this system handles an average of three million gallons daily (MGD) of sewage with the capacity to handle a maximum daily flow of 4.8 MGD, and a peak hour of 8.0 MGD.²⁸ The Village Code of Ordinances require that any structure in the Village which is used for occupancy, employment, recreation, or any other use that is within the utility service area must be connected to it.^{29,30}

The Leoni plant can handle current levels of sewage. However, there is a moratorium on Part 41 from EGLE due to limited affluent capacity. This has stifled economic growth in the region as these limits do not provide for future growth.

Other Services

Two companies provide electricity and natural gas services for the Village.³¹ Similarly, there are several companies that provide internet services as well as solid waste removal, and residents may choose their providers at their discretion.

KEY TAKEAWAYS

- » Despite its small size, the Village of Brooklyn offers a host of services and amenities to its residents, including educational facilities, emergency services, and water and sewer infrastructure.
- » There are many inpatient medical facilities in the Village including primary care physicians, dentists, optometrists, and others. There are nearby medical facilities in Jackson as well as Ann Arbor for more specific and intensive medical needs.
- » WellWise Services Area Agency on Aging provides many valuable services to older and disabled residents to ensure they can live as independently as possible.
- » The water system in the Village is a well, and maintenance on it has been completed consistently, with upgrades made to ensure that the system functions as it should. Currently the system has plenty of capacity to serve Village requirements.
- » The Village lies within a well protection area, that is monitored to ensure the water in it is clean for human consumption. Data collected shows that the Village water supply remains safe for use.
- » The Village sewage system is a part of a larger system that is headquartered in Leoni Township. The system serves 13 communities in the area, and a recent \$11.8 million upgrade to the system was completed in 2023, giving the system the capacity to serve current capacity needs. However, EGLE's moratorium on Part 41 was implemented due to limited affluent capacity and therefore does not provide for future growth.

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Transportation



N. Main Street.

Transportation networks are essential to any community as they facilitate the movement of individuals from one place to another. They additionally support a community's economy by allowing for the flow of goods into and out of the area. Sidewalks, roads, highways, and other avenues of mobility make up the transportation network, making it important to evaluate their quality, safety, and effectiveness.

This chapter of the Master Plan provides an overview and analysis of the transportation network in the Village of Brooklyn, including the road classifications, quality, and safety measures. It also offers strategies to improve or continue the development of the transportation network. Lastly, it explores the Village's additional forms of transportation, discussing the non-motorized trails, public transit, and the airport in the Village.

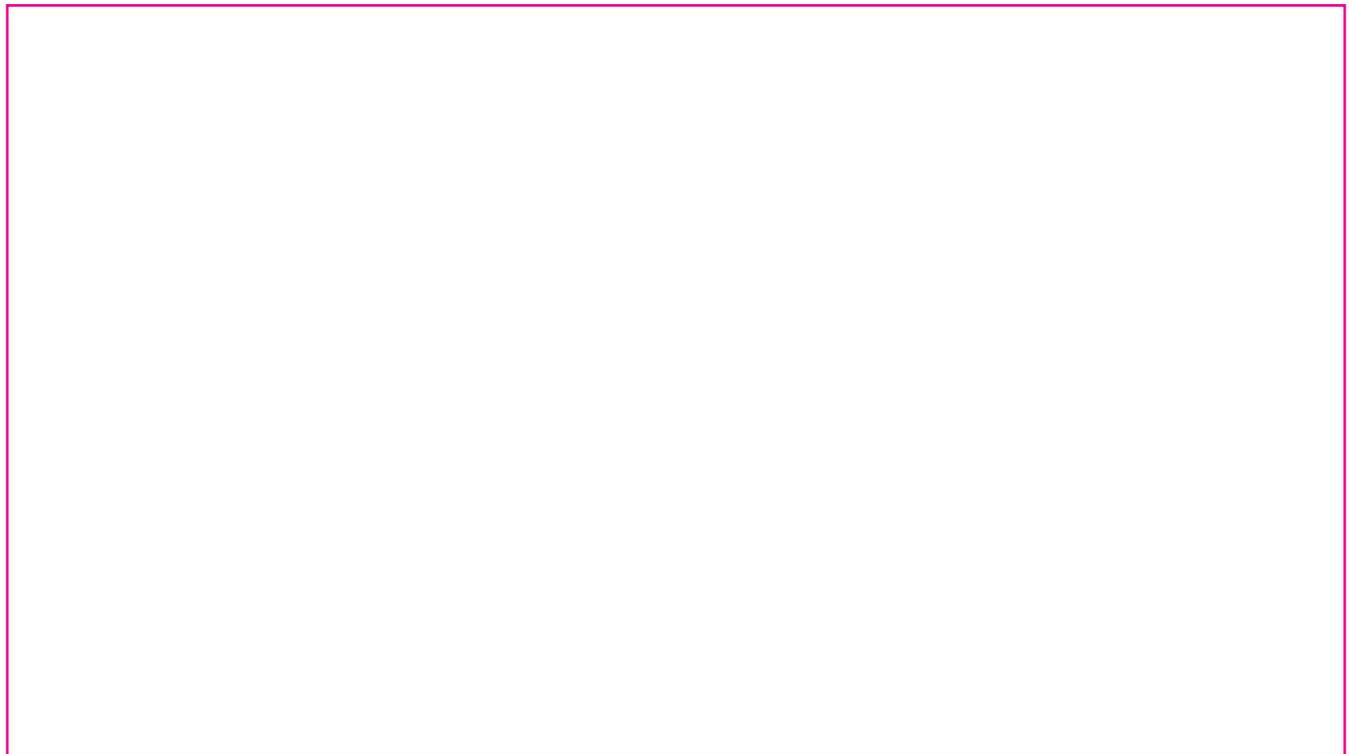
ROAD NETWORK

The Village of Brooklyn is located within convenient distances of larger cities, such as Jackson, Ann Arbor, and Lansing, connecting residents to a variety of amenities and services. State highways, including M-50 and M-124, intersect or are connected to the Village. These serve as essential links to the surrounding areas.

Smaller roads within the Village ensure easy access to residential, commercial, and recreational areas.

Road Classification and Traffic Volumes

The Michigan Department of Transportation (MDOT) uses the hierarchical National Functional Classification (NFC) system by the Federal Highway Administration (FHWA) to categorize roads into different groups.¹ The categories of roads are based on features such as speed limit, traffic volume, geography, design, and average trip distance. Ultimately, a road's classification within the NFC system may indicate the level of funding and maintenance it receives. A road may be categorized as an arterial, collector, or local road. Sub-categories within these classifications exist to distinguish between roads that are highly similar in purpose and structure. For instance, principal arterials typically support long-distance travel and a high number of commuters, while minor arterials support moderate-distance commutes and serve as connectors between principal arterials. Collectors – major and minor – direct traffic from local roads into arterials and typically have lower speed limits. Lastly, local roads provide direct access to land use, are usually publicly accessible, and have the lowest speed limits. The largest proportion of roads are classified as local roads. The map, "NFC & AADT," indicates the categorization of the roads in the Village of Brooklyn.



Arterials

The Village of Brooklyn has one arterial. Main Street (AADT of 10,986), which is classified as a minor arterial, cuts through the Village from the north to the south. It is the most heavily utilized road in the Village and connects to the state highway M-50 on both ends of the Village's boundaries. To the south of the Village, M-50 additionally connects with US-12. Main Street therefore carries traffic through Brooklyn Village and allows for the Village to be connected to other municipalities in Southeast Michigan.

Collectors

There are several major collectors within Brooklyn. Wamplers Lake Road (AADT of 4,494) is the most utilized major collector in the Village. It connects the southeast side of the Village to Columbia Township and merges with M-124 beyond the Village's boundaries. Jefferson Road / Marshall Road (AADT of 3,826) is located on the western half of the Village and connects with Columbia Township to the west and Main Street on its east end. It is intersected with another major collector, N King Street (AADT of 1,468), which carries traffic on the west side of the Village. Lastly, Constitution Avenue (AADT of 3,139) is another classified major collector located on the southern side of the Village.

Local Roads

The majority of the Village's roads are classified as local roads. The arterial and collector roads cut through the Village, leaving space for large pockets of local roads throughout Brooklyn. These local roads provide direct access to residential units and local establishments, which makes them important to residents and community members. The Village of Brooklyn has the jurisdiction to maintain and improve local roads as needed. Therefore, this is one aspect in which the Village can directly improve the experience of residents in the Township.

National Functional Classification

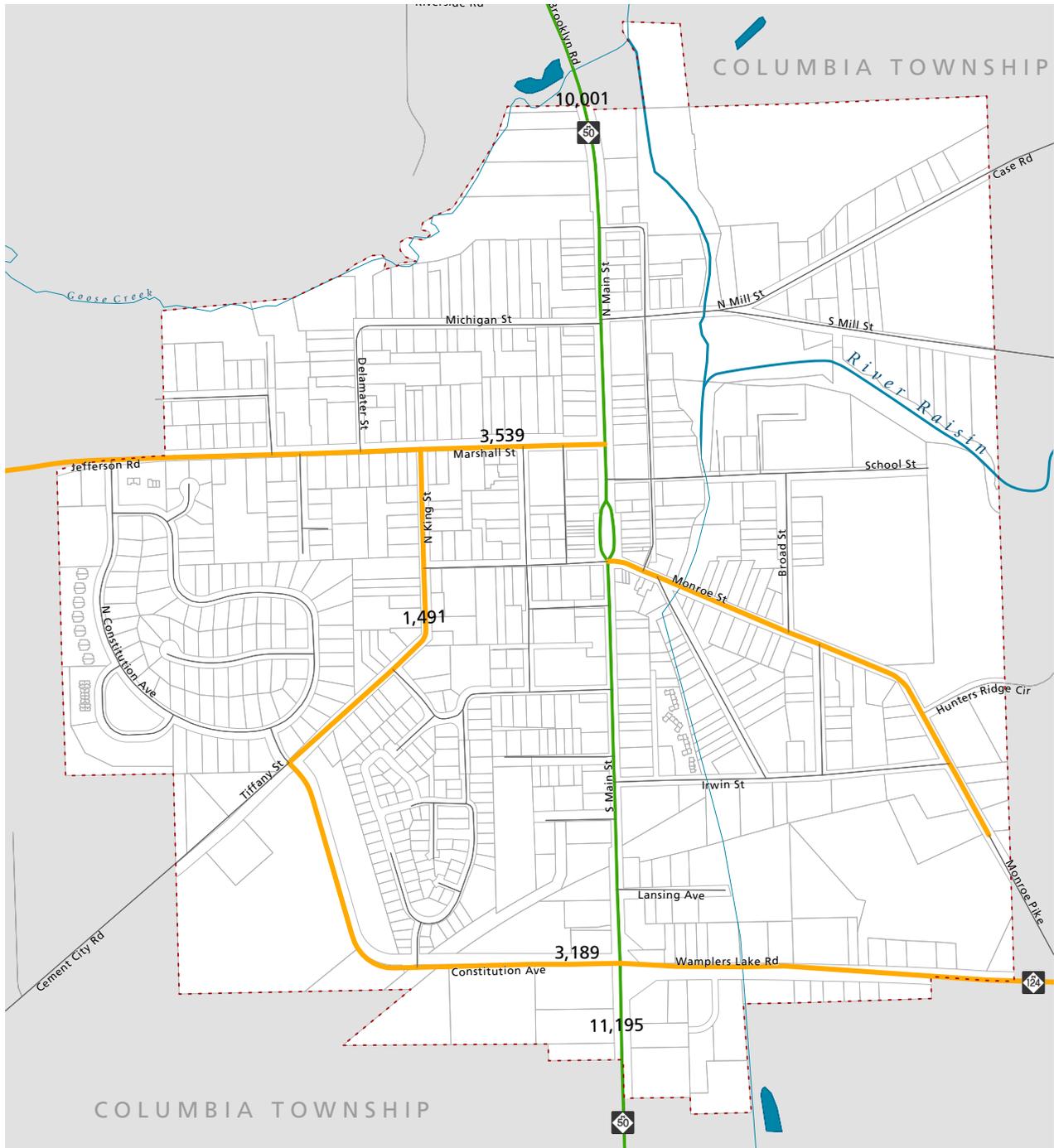
Arterials: long-distance travel and high speed limits.

Collectors: moderate-distance travel and moderate speed limits.

Local Roads: short-distance travel and lower speed limits.



Map XX: NFC & AADT



NFC & AADT

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County, Michigan Department of Transportation (MDOT)

- Village of Brooklyn
- Non-Certified Roadway
- Local
- Minor Arterial
- Major Collector

2024 Average Annual Daily Traffic (AADT)

500 Feet

Beckett & Raeder, Inc.

Road Quality

It is important to understand the quality of any municipality's roads because this can affect the safety and wellbeing of residents. It can also indicate the roads' level of accessibility and efficiency. The Pavement Surface Evaluation and Rating (PASER) is a visual survey conducted by the Transportation Asset Management Council (TAMC) that determines road conditions in a community. A road can be categorized as good, fair, or poor. The map, "PASER Ratings," indicates the quality of the roads in the Village of Brooklyn.

Roads of poor quality make up the smallest proportion of the three PASER categories in the Village. Monroe Street, on the east side of the Village, is the longest and most notable stretch of poor-quality road conditions. At its intersection with Monroe Street, Water Street is also rated poorly. Smaller residential roads, such as Ashley Court, Stephanie Court, and River Street, are also labeled poor in quality.

The Village's central road network is mostly rated to be in fair condition. This includes Main Street, Marshall Street, King Street, and School Street. These roads make up some of the most heavily used roads in the Village, which may explain why they are of fair quality. On the northeast side of the Village, S Mill Road is also labeled to be fair in quality.

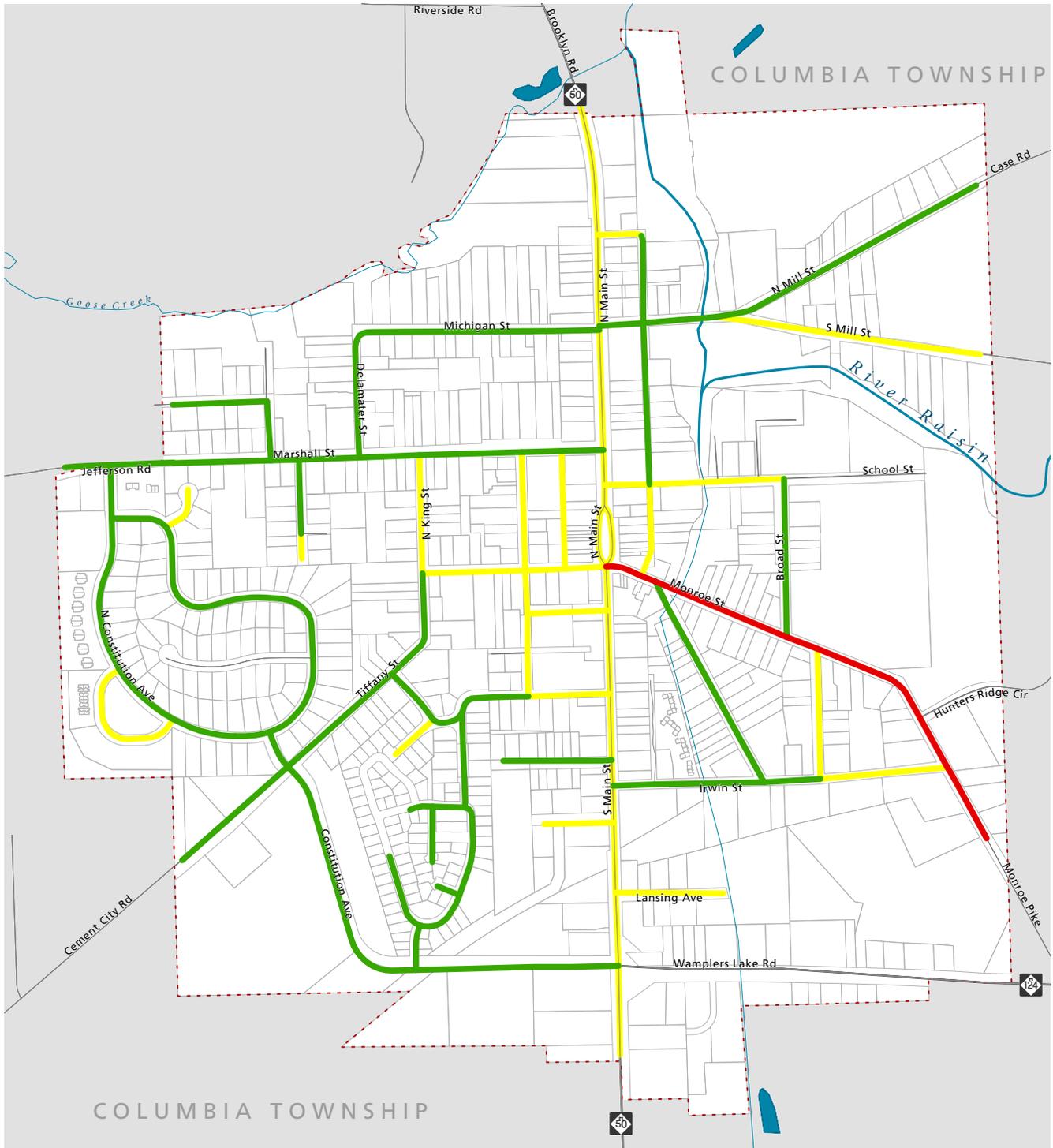
Many of the Village's roads are good in quality, according to the PASER system. This includes busier

roads, such as Constitution Avenue, Tiffany Street, Jefferson Road, and part of Marshall Street. It also includes slower, local roads, such as Michigan Street, N Constitution Avenue, Irwin Street, Broad Street, and Delamater Street. The Village of Brooklyn only has jurisdiction over roads that are classified as local roads. As such, the Village can dedicate funds and efforts to address the local roads rated "poor" by the PASER system. The Village does not have jurisdiction over all other roads. As such, the Village should advocate for the maintenance of these roads to MDOT in order to see improvements. For many of the Village's busier roads that were rated "fair," this may be beneficial to ensure the longevity and continued benefits of these roads.

Road Safety

There were a total of 24 crashes or traffic-related incidents in the Village of Brooklyn in 2023. There were no reported vehicle accidents involving pedestrians or bicyclists and nearly all of the accidents resulted in no injury to any individual. Three incidents may have led to an injury, including one possible injury to an individual, one minor injury, and one serious injury. These crashes tended to occur most on the Village's busier roads, including Main Street and Wampers Lake Road. In all, the number of crash incidents in the Village was relatively low in comparison to other nearby municipalities. See the map, "Crash Data," for more information on the traffic incidents in the Village.

Map XX: PASER Ratings



PASER Ratings

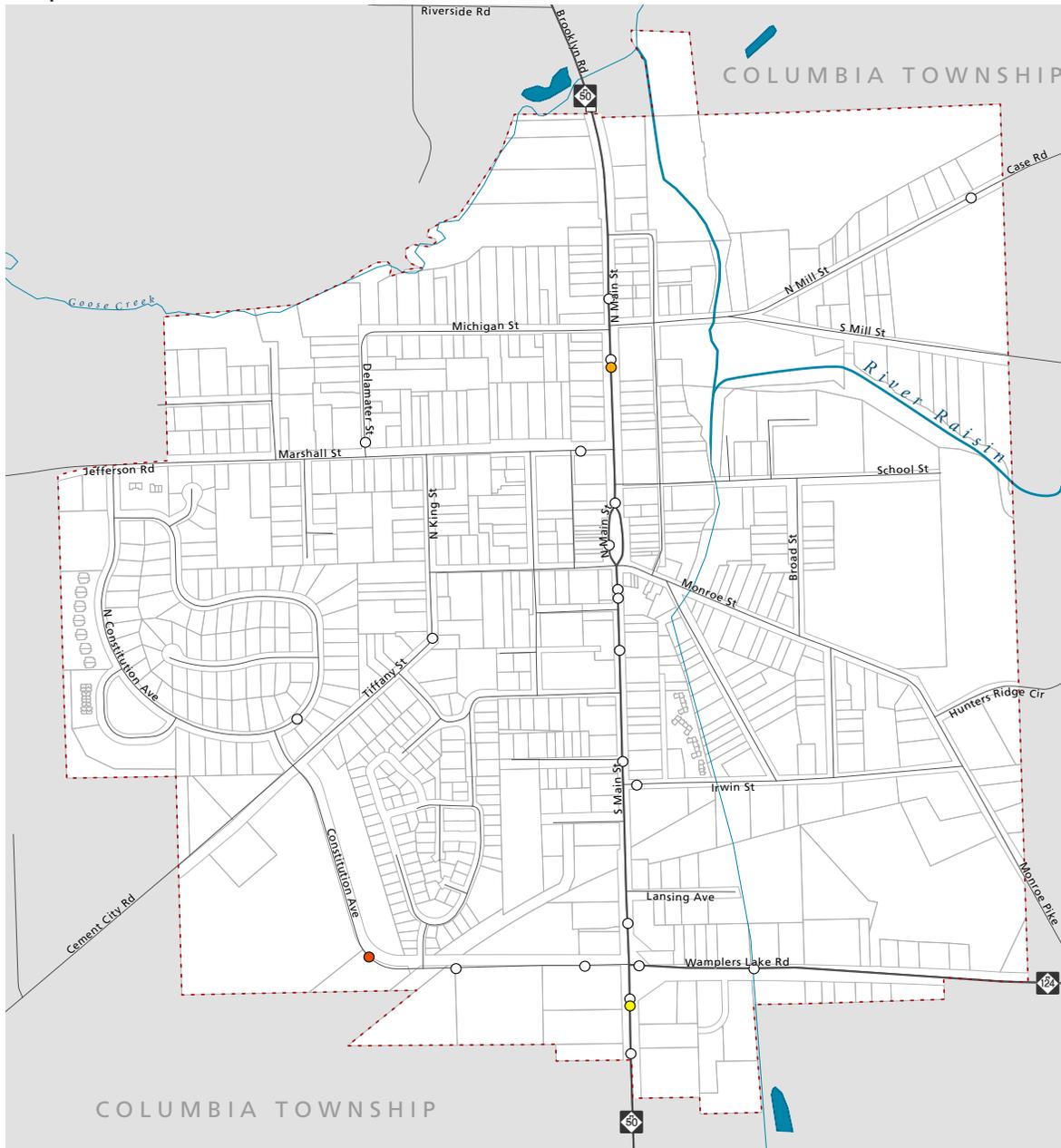
Sources: Michigan Open Data Porta, Jackson County Department of Transportation, Village of Brooklyn

Village of Brooklyn

- Good
- Fair
- Poor



Map XX: Crash Data



Crash Data

Sources: Michigan Open Data Portal, Village of Brooklyn, Michigan Traffic Crash Facts (MTCF)

- Village of Brooklyn
- No Injury
- Possible Injury
- Minor Injury
- Serious Injury
- Fatal Injury
- Pedestrian Involved
- Bicyclist Involved
- No Pedestrian or Bicyclist



MULTI-MODAL TRANSPORTATION AND COMPLETE STREETS

Complete Streets

Complete Streets are beneficial to a transportation network because they can be used to address the different mobility needs of a community. Creating Complete Streets involves developing space for different forms of transportation to occur safely on the same road. When incorporated effectively into a community, Complete Streets increase

accessibility, reduce stress on any one form of transportation, and increase the overall safety of community members. Aspects of Complete Streets can be implemented on their own or in conjunction with others. This allows for communities to create plans that can be simple or complex, and tailored to their desires, needs, and resources. In the Village of Brooklyn, strategies to implement components of complete streets could involve adding more crosswalks to facilitate safe pedestrian flows or incorporating street landscaping to increase the appeal and health of pedestrian and cyclist pathways.

Complete Street Elements



Sidewalks



Bicycle Lanes



Curb Extensions



Safe Crossing



Wayfinding Signage



Street Landscaping



Green Infrastructure



Street Furniture



Street Lighting

Non-Motorized Pathways

The non-motorized pathways in any given municipality serve various purposes, including connecting residents to amenities and creating outlets for recreation. In the Village of Brooklyn, there is a network of sidewalks within the Village and a connected network of bicycle routes outside the Village. These non-motorized pathways exist on the Village's busier and centrally located roads, indicating that they draw pedestrian traffic to local businesses and organizations on these roads. There is an additional proposed Safe Routes to School-funded pathway that crosses through the center of the Village and extends southwest of it. See the map titled, "Non-Motorized Transportation," to see the Village's non-motorized network.

Over 73% of residents in the community-wide survey supported an allocation of Village resources to sidewalk improvements and expansions. As such, on roads where there are incomplete or no sidewalks, it would be beneficial to install sidewalks to further develop the network of pedestrian paths that exist in the Village. Bikeways that connect directly to the Village on the Village's north and south ends provide an opportunity to create more substantial bikeways within the Village as well. Bicycle lanes can simplify and improve a community's mobility networks, but they can also serve as recreational spaces for residents. By creating bicycle lanes in the Village of Brooklyn that connect with the bicycle lanes outside of the Village, there is the potential to create an effective network of bicycle lanes that benefits residents' mobility and recreational options.

Public Transportation and the Jackson Area Transportation Authority

The Jackson Area Transportation Authority (JATA) primarily provides transit services to residents of the City of Jackson; however, there are some services that extend to the entirety of Jackson County.² The Reserve-A-Ride program allows residents of the County to reserve a curb-to-curb bus service that will transport them anywhere in the County. The Village of Brooklyn falls under the program's Zone 3, meaning that the service is only available Monday, Wednesday, and Friday from 6 a.m. to 6 p.m. Fares are free for children under the age of five, \$3.00 for seniors or disabled individuals, and \$10.50 for any other passenger.

Aside from this program, there are no other forms of public transportation in the Village. Although the Village is small in size and easily navigable, it may still be beneficial to expand public transportation program options for the many residents who do not own vehicles or are unable to drive.

AIRPORT

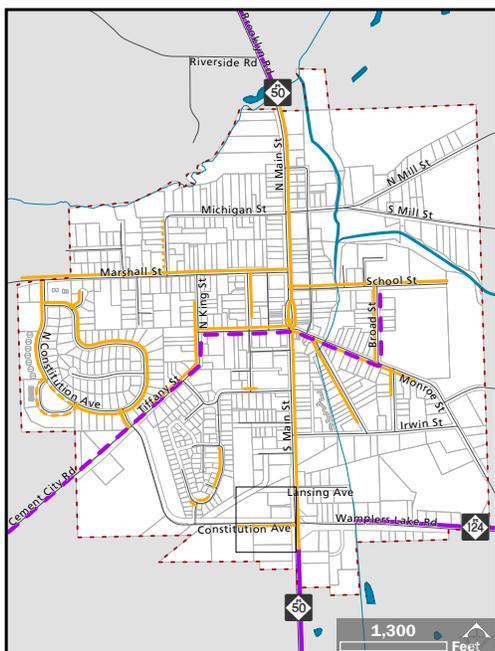
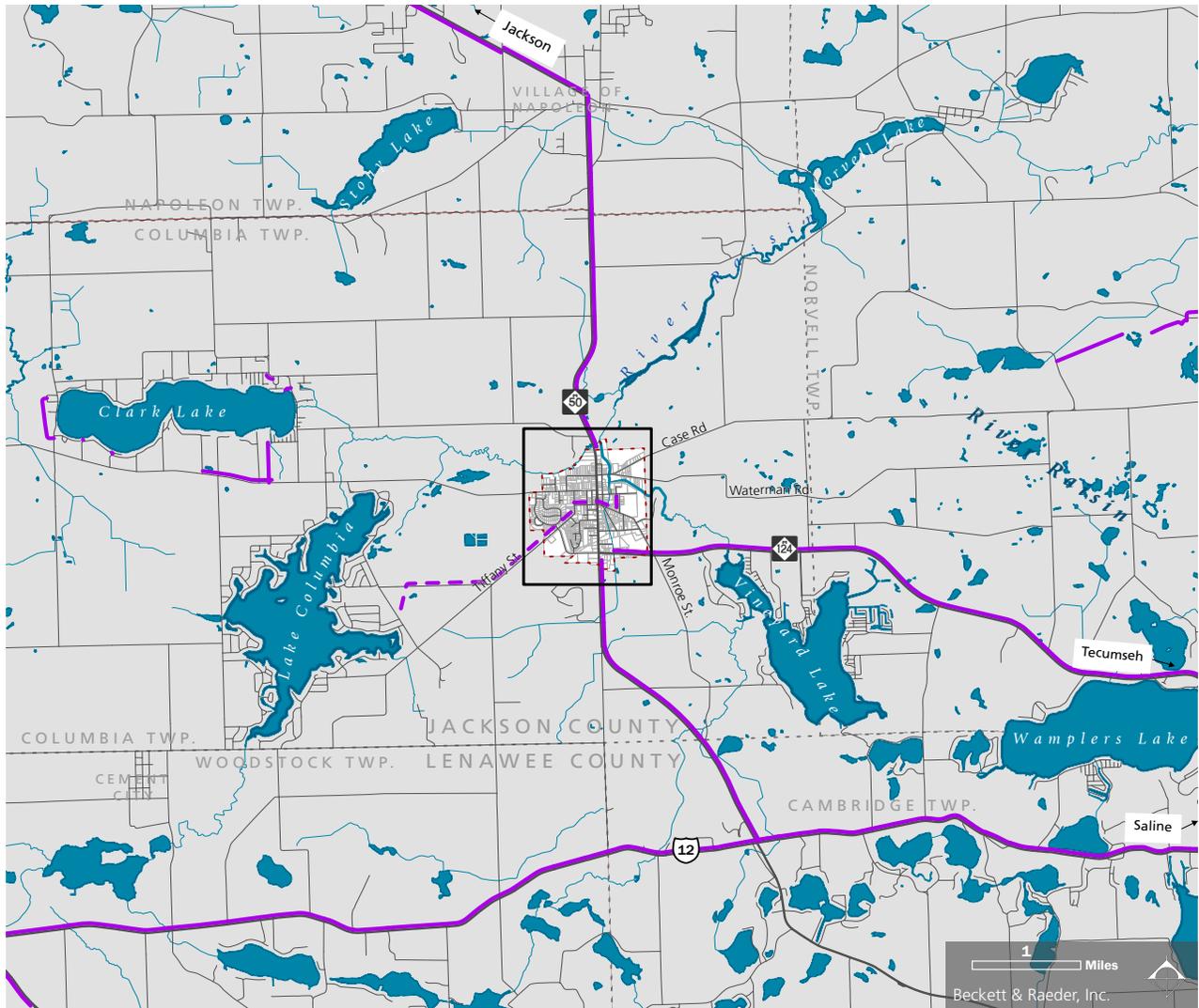
The Village of Brooklyn is also connected via air travel. The Brooklyn Airport is a privately owned, public-use airport in the southeast corner of the Village. According to the Michigan Aviation System Plan (MASP), the Brooklyn Airport was classified as a Tier 3, A-1 airport in 2023. This indicates that the airport is smaller and services the local population of the Village of Brooklyn.³ It also signifies that the regulations that dictate the maintenance, operations, and infrastructure of the airport are less rigid, as compared to other airports.

In 2023, the airport utilized a total of seven aircrafts, completed a total of 1,315 operations, and transported a total of 2,620 passengers.⁴ The airport additionally contributed to the local economy by providing jobs, labor income, and general output in both the local and state economies. The economic output of the airport in 2022 amounted to just over 1 million USD locally and over 1.4 million USD state-wide. Furthermore, the airport contributed to the tax revenues collected by the Village and State of Michigan through income taxes and sales taxes.

As an airport within the public aviation system, the Brooklyn Airport complies with the requirement to maintain an Airport Approach Plan. This document specifies the zoning regulations near an airport, typically concerning land uses and height requirements. Any future development in close proximity to the Brooklyn Airport must adhere to these requirements.

The Brooklyn Airport is an asset to the Village and surrounding local municipalities, as it supports the community and offers yet another form of transportation to individuals who may benefit from having a wider range of mobility options. It may be beneficial to explore the manners in which the airport can be further embedded within the existing transportation network in the Village or to

Map XX: Non-Motorized Transportation



Non-Motorized Transportation

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County, Region 2 Planning Commission

- Village of Brooklyn
- Existing Bikeway
- Proposed Safe Routes to School (SRTS)-Funded Nonmotorized
- Sidewalk (both sides)
- Sidewalk (one side)

possibly expand the airport as it already serves as an important transportation hub within the Irish Hills region. The airport should be positioned as an important institution and supported so that it may continue to serve the population in the Village and nearby municipalities.

KEY TAKEAWAYS

- » The Village of Brooklyn is connected by the region's road network to other cities and municipalities, such as Jackson, Ann Arbor, and Lansing. Main Street is the only arterial road in the Village.
- » Most of the roads in the Village are local roads, meaning that Brooklyn has jurisdiction over the majority of its roadways.
- » The majority of the roads in the Village are rated by the PASER system to be in good or fair condition.
- » There have been relatively few crash or traffic incidents in the Village with no reports of fatal injuries.
- » There is an extensive bikeway network just outside the Village that can be expanded within the Village's boundaries as well.
- » There are no direct and exclusive forms of public transportation in the Village, presenting an opportunity to partner with other local transportation resources.
- » The Brooklyn Airport provides a connection to Brooklyn residents by air travel, and it serves as an employment center and a driver for economic activity. As a transportation hub in the Irish Hills Region, there are opportunities for expansion.

Sources

- 1 Michigan Department of Transportation, The National Functional Classification (NFC), 2017.
- 2 Jackson Area Transportation Authority, Reserve-A-Ride Program, <https://mijata.org/reserve-a-ride/>.
- 3 Michigan Department of Transportation, MASP 2000: Airport Development Standards, 2000.
- 4 Michigan Department of Transportation, Office of Aeronautics, Economic Benefits Analysis (EBA), 2022.



Economic Development



Downtown Brooklyn.

The economic circumstances of a community are determined by a vast array of factors that exist at local, regional, national, and global scales. While the Village of Brooklyn has a distinct local economy, there is an inherent level of transience between the Village’s residents, their places of employment, and the individuals that are employed by businesses located in the Village. These populations of current and future residents and employees illustrate the importance of understanding economic trends that impact the surrounding region.

The Region 2 Planning Commission is responsible for creating and updating the Comprehensive Economic Development Strategy (CEDS) for the counties of Hillsdale, Jackson, and Lenawee every five years. The CEDS highlights demographic trends pertinent to economies across the region and what communities can expect in terms of workforce composition, household incomes and economic prosperity, and industrial strengths and weaknesses in the near future.

As a whole, Region 2 boasts a robust presence of higher education, many natural resource and outdoor recreation amenities, downtowns with a strong sense of place, vibrant arts and culture scenes, innovative priorities that serve entrepreneurs, and a demonstrated investment in renewable energy sources for projects and businesses. Alongside these strengths, the region is grappling with regional population loss and aging populations, low levels of educational attainment at the college level, per capita incomes that are significantly lower than the U.S. and Michigan averages, outdated infrastructure and limited broadband access, and challenges to worker attraction and retention.¹

Given these regional strengths and weaknesses as well as their anticipated effects on economic trends, Region 2’s current strategy includes the following priorities:

1. Create fiscally sustainable quality connected places.
2. Link development with transportation and other infrastructure.
3. Provide placemaking amenities to attract talent.
4. Attract and retain businesses and encourage innovation.

This chapter provides an inventory of employment trends and workforce participation, systems and structures that currently support the Village’s economic and commercial landscape, community insights, and recommendations for future actions. Included in these recommendations are 12 priority redevelopment sites that the community has identified as prospective areas of additional investment.

VILLAGE WORKFORCE AND EMPLOYMENT

Employment Status

Compared to Jackson County and the State of Michigan, the Village of Brooklyn has both the lowest rate of unemployment (1.3%) and the highest rate of residents over 16 who are not participating in the labor force (52.3%).

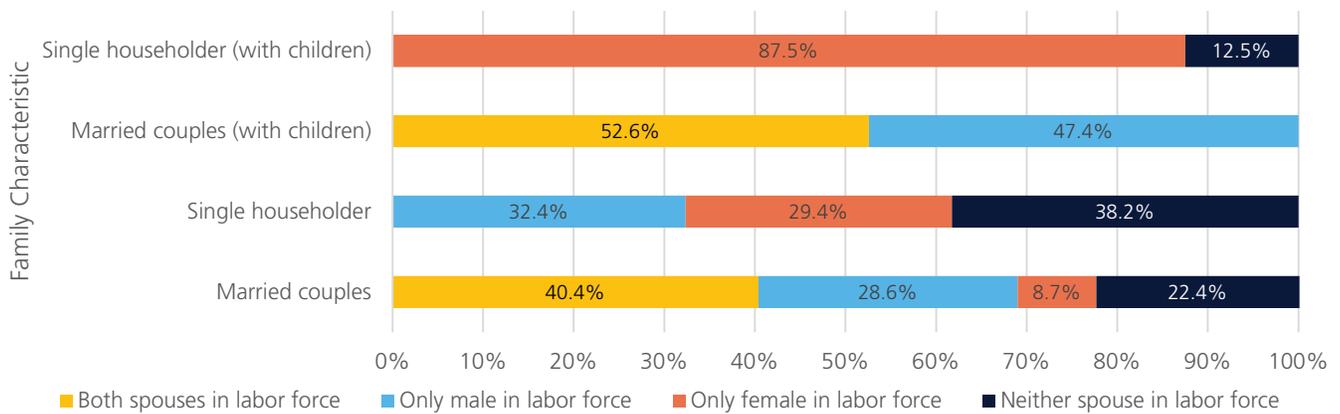
Given that Brooklyn and Jackson County both have aging populations, the portion of individuals not participating in the labor force is expected to increase over the next 20 years. By 2045, Jackson County’s workforce is projected to decrease by almost 12% due to a combination of factors, including more aging residents and fewer residents between the ages of 20 and 55. Brooklyn’s population trends project even fewer residents between the ages of 20 and 45 as well as more residents older than 65, indicating that this decrease in the area workforce is likely to be more pronounced than Jackson County. Jackson

Table XX: Employment Status, 2023

	Village of Brooklyn	Jackson County	State of Michigan
Employed	46.4%	53.4%	57.8%
Unemployed	1.3%	3.3%	3.6%
Not in labor force	52.3%	43.2%	38.6%

Source: American Community Survey 2023, Table DP03

Figure XX: Labor Force Participation by Family Type, 2023



Source: American Community Survey 2023, Table S2302

County’s worker-per-senior ratio is also anticipated to decrease by 2045 – in 2020, the County had approximately 2.74 workers per senior. This ratio is projected to decrease to 2.11 workers per senior over the next 20 years, meaning that just over two workers will contribute to Social Security for every retiree who is receiving benefits.²

In addition to the age of workers, household and familial compositions serve as significant contributors to workforce participation. The figure titled “Labor Force Participation by Family Type, 2023” distills households and family type by householder (single vs. married) and the presence of children. Notably, there were no single male householders with children in Brooklyn in 2023. For various family and household compositions, women have a lower prevalence of labor force participation. In married couples with children, no family reported only the female in the labor force – either both spouses were in the work force, or only the male. Married couples without children also portray a smaller portion of women as the only worker in the family.

Employment Industries and Income

From 2013 to 2023, Brooklyn’s working population decreased by approximately 4.6%. The table titled “Employment by Industry, 2013 and 2023” illustrates how the employment sectors of Brooklyn residents have changed over a 10-year period. Manufacturing and educational services, health care, and social assistance have maintained their prevalence over the decade while also increasing

the number of residents employed within both industries. However, the industries of retail trade, transportation and utilities, and arts, entertainment, and food services experienced notable decreases over the same period.

In 2023, the median income of all workers in the Village of Brooklyn was \$44,750, a 31.7% increase from the median income in 2018 (\$33,977). For the Village’s workers that are employed on a full-time, year-round, the median income in 2023 was \$56,830, a 35.1% increase from the median income in 2018 (\$42,059). The increase in professional services-related positions tracks with the higher median incomes. The figure titled “Median Income by Occupation” illustrates the difference in median income across occupations and type of employment. Residents employed in the business and finances field had the highest median incomes with little variation between all workers and full-time, year-round workers. Health diagnostics and treatment, computer and science, and law enforcement workers are also among the occupations with the highest median incomes.

Commuting Patterns

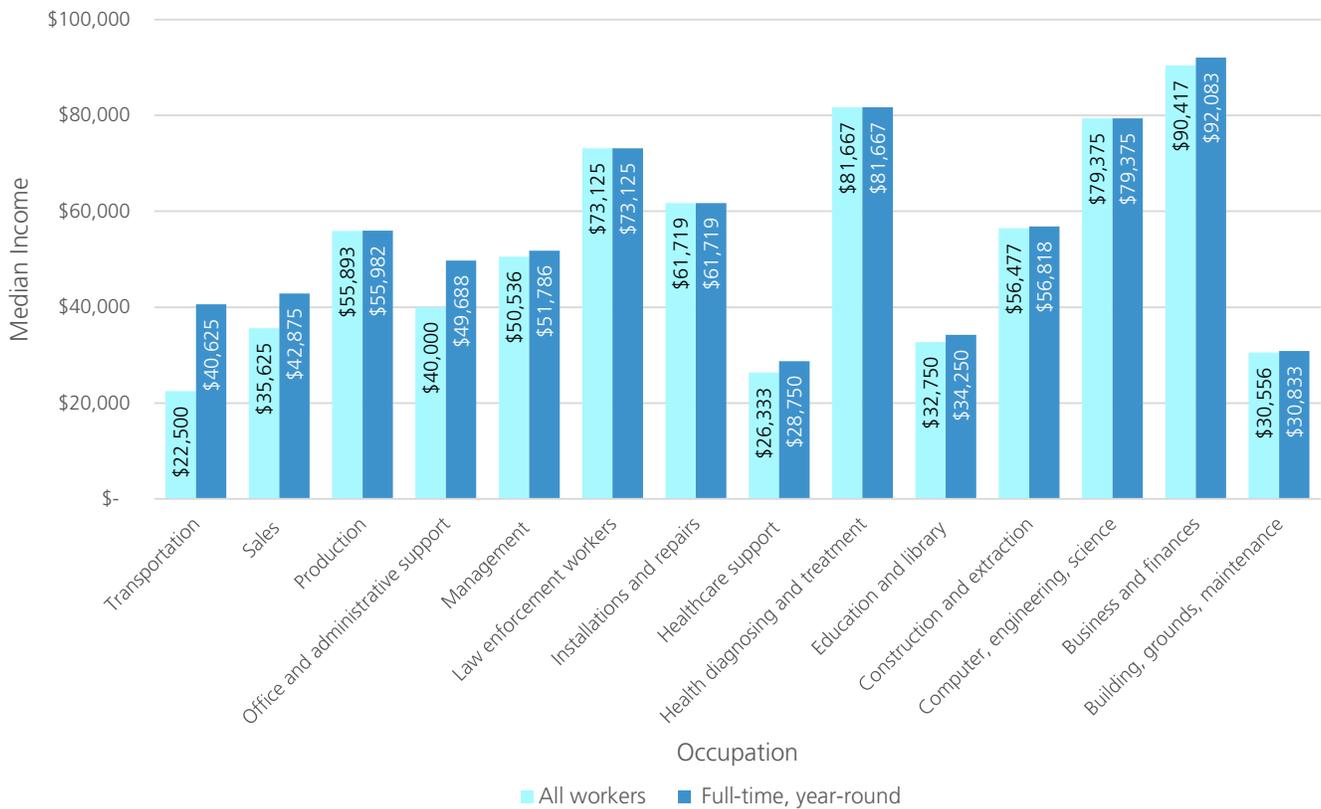
In 2021, approximately 671 individuals were employed within the Village. Of these individuals, only 35 were residents – the remaining 636 individuals commuted into Brooklyn for work but resided elsewhere. Conversely, 524 Brooklyn residents were employed in the same year; however, 489 of these individuals were employed outside of the Village.

Table XX: Employment by Industry of Brooklyn Residents, 2013 and 2023

Industry Classification	2013	2023	Change
Agriculture, forestry, fishing and hunting, mining	3	2	-1
Construction	31	25	-6
Manufacturing	83	99	+16
Wholesale Trade	8	3	-5
Retail Trade	55	37	-18
Transportation, Warehousing, and Utilities	32	7	-25
Information	3	3	No change
Finance, Insurance, Real Estate	19	11	-8
Professional Services	15	50	+35
Educational Services, Health Care and Social Assistance	96	111	+15
Arts, Entertainment, Recreation, Accommodation, and Food Service	40	19	-21
Other Services	33	24	-9
Public Administration	16	23	+7
Total Jobs	434	414	-20

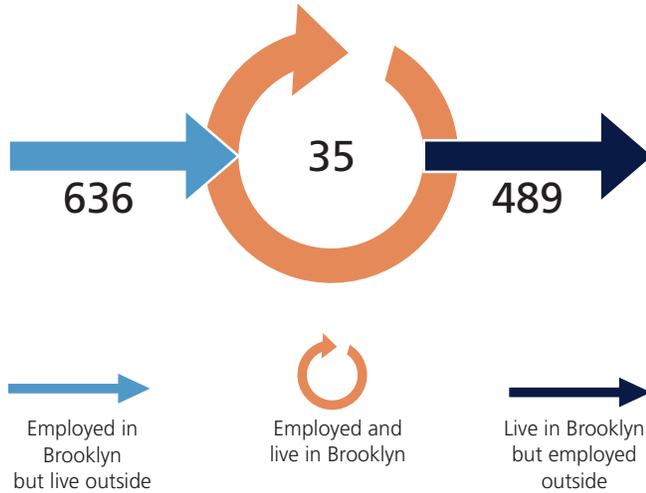
Source: American Community Survey, 2013 and 2023 5-Year Estimates, Table S0801

Figure XX: Median Income by Occupation



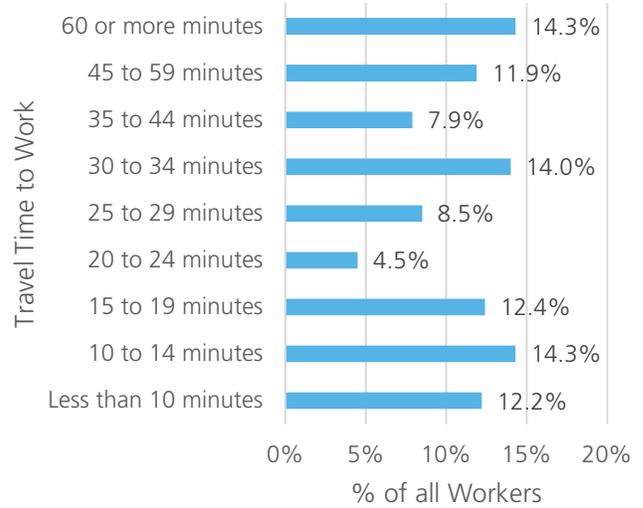
Source: American Community Survey, 2023 5-Year Estimates, Tables S2411 and S2412

Figure XX: Commuting Graphic



Source: U.S. Census, OnTheMap

Figure XX: Length of Commute, 2023



Source: American Community Survey, 2023 5-Year Estimates, Table S0801

Corridor Improvement Authorities and Tax Increment Financing

In Michigan, Corridor Improvement Authorities have the ability to establish a Tax Increment Financing (TIF) Plan to fund projects to improve commercial corridors. By establishing a TIF district, taxes paid on increases to the area’s taxable valuation that result from CIA improvements are used to fund other CIA projects. The original taxable valuation of the Development Area is taxed as normal with funds distributed to applicable tax entities until the TIF district expires.

Example: A Development Area has a taxable value of \$1,000,000 before a TIF district is established. Relevant taxing entities will receive normal tax payments from this \$1,000,000 valuation until the TIF expires, typically after 20 years. Projects implemented by the CIA throughout the life of the TIF increase the taxable valuation of the entire area to \$1,750,000, a \$750,000 addition. The CIA will only capture the taxes from this \$750,000 increase to continue to fund improvements.

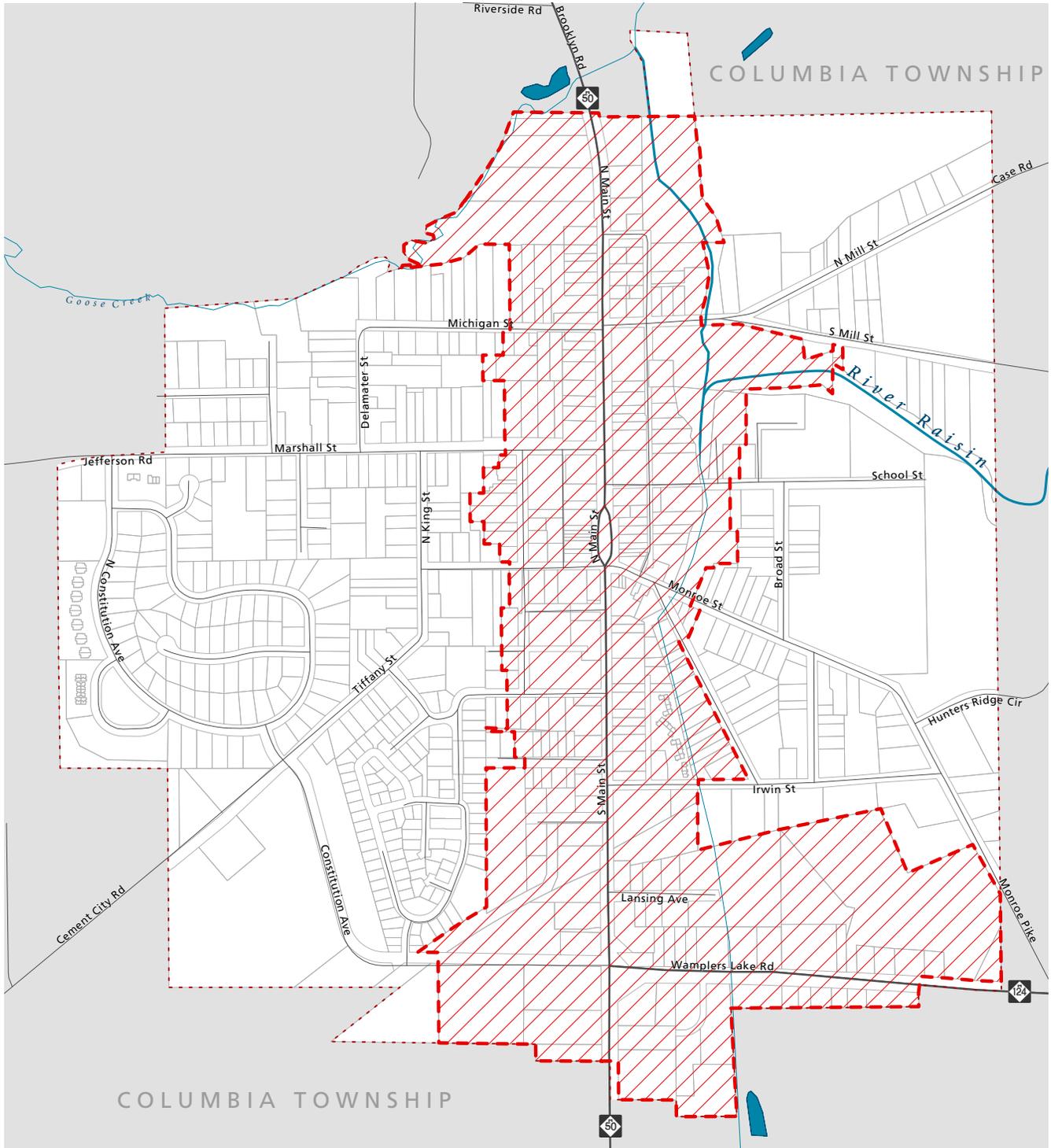
Source: Village of Brooklyn Corridor Improvement Authority

In 2023, the average commute time for workers residing in Brooklyn was 30 minutes. The figure titled “Length of Commute, 2023” illustrates the distribution of commute times. In the same year, 64.5% of all Brooklyn workers were employed in Jackson County while 34% were employed in a different county, and just 1.5% worked outside of the State of Michigan, indicating some of the County’s economic viability as an employment center for Village residents. However, a majority of workers (79.3%) were employed outside of the Village, aligning with commuting patterns from 2021 in which the vast majority of Brooklyn residents are employed outside of the community.³ Of the Brooklyn residents employed outside of the Village, about 45% worked in roles 10 to 24 miles to the northwest – these individuals are most likely employed in the City of Jackson and commute to the City on a regular, if not daily basis.

CORRIDOR IMPROVEMENT AUTHORITY

In 2018, the Village Council established a Corridor Improvement Authority (CIA) to correct and prevent deterioration in the business districts, redevelop commercial corridors, and promote economic growth of the commercial district. With the CIA’s establishment, the Authority has designated a Development Area

Map XX: Corridor Improvement District



Corridor Improvement District (CID)

March 24, 2025

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County

-  Village of Brooklyn
-  Boundary of Village of Brooklyn CID Parcels



that has a Tax Increment Financing (TIF) Plan and Development Plan.⁴

The CIA’s project priorities fall into four categories: signage, physical improvements, marketing and promotion, and business assistance. The initial implementation schedule for all project phases ends in fiscal year 2038, and projects are scheduled based on feasibility, need, and anticipated availability of funds from the TIF capture as well as other sources.

Signage priorities include the installation of “blade signs” to identify businesses from walking along Village sidewalks. Physical improvements to Village sidewalks and non-motorized pathways are an ongoing priority for Brooklyn.

Physical improvements will include the installation and replacement of banners, signage, and landscaping with plans to add landscaping across the Development Area. The TIF capture is intended to support these efforts alongside grants, private donations, owner contributions, and user fees. Physical improvements are also intended unify the commercial landscape of the Development Area and to enhance access to underutilized and underdeveloped parts of the area through improved sidewalk quality, streets, and parking areas and added decorative lighting and landscaping.

Marketing and promotion efforts will support CIA-sponsored events and may partially fund an Events Coordinator position to plan these events and coordinate volunteer involvement to navigate budgetary constraints. Corridor promotion will also include advertising, marketing, and other promotional activities. While these efforts should

eventually be self-sustaining, TIF funds from the CIA are necessary for initial implementation.

Business assistance projects in Brooklyn will focus on the creation of a unified architectural appearance within the Development Area through façade improvements and building renovations. The design and implementation of these efforts will require external grants from MEDC and MSHDA alongside TIF funds. Rear façade improvements also support this goal as these efforts will encourage the utilization of rear business entrances and make better use of existing public parking lots.

COMMUNITY PERSPECTIVES

Master Plan Community Survey

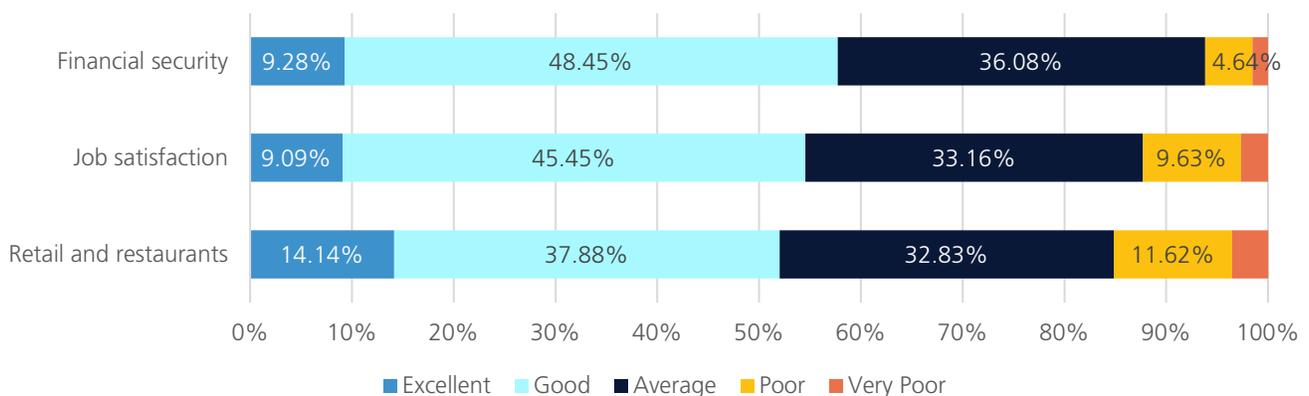
With 205 responses, the Master Plan Community Survey provides critical insights about various aspects of the Village of Brooklyn. Perspectives specific to the Village’s economy and economic development strategies are detailed in this section.

Quality-of-Life Characteristics

Survey takers were asked to rate a series of quality-of-life indicators as “excellent, good, average, poor, or very poor.” The following figure illustrates the ratings given to economic quality-of-life characteristics.

Over 50% of all survey takers rated each indicator as “Excellent” or “Good.” Of the three characteristics that respondents evaluated, “retail and restaurants” received the lowest overall ratings with over 15% of individuals marking them as

Figure XX: Economic Quality of Life Characteristics



“poor” or “very poor.” The desire for a greater variety of restaurants and retail spaces is reiterated throughout the survey.

Enhancing Small-Town Charm

In this open-response question, survey takers were asked to offer ways that the Village of Brooklyn can enhance its small-town charm. Suggestions specific to supporting the Village’s business landscape, economic development, and attracting visitors and new residents are described below:

- » **Community Events:** Brooklyn’s current community event schedule is highly regarded by survey takers with many individuals noting that additional events and marketing to support them would aid business patronage across the Village. Events are also regarded as opportunities to attract visitors to Brooklyn and to highlight it as a destination throughout the year. The Farmer’s Market and summer music series are included in these comments.
- » **Business Attraction and Support:** Many responses highlight various ways in which the Village can support its business landscape, which is regarded as an intrinsic part of Brooklyn’s small-town charm. Many respondents noted the importance of attracting new businesses to vacant storefronts to both stimulate the Village’s economy and to encourage well-maintained storefront appearances. Respondents also shared the sentiment that supporting small businesses and local entrepreneurs is a worthy endeavor for the Village, suggesting intentional listening, financial support and grants, and reduced bureaucratic requirements as ways to attract them. Longer hours of operation and appropriate retail attraction were also noted as ways to utilize retail spaces as points of attraction for visitors to the Village.
- » **Dining:** Throughout the survey, respondents highlight a desire for more restaurants and dining establishments. In some cases, these requests and suggestions are associated with a desire to have more spaces where families can spend time together.

Additional Comments

At the survey’s conclusion, respondents were asked to provide additional comments pertaining to the Master Plan. Three themes arose in relation to the Village’s trajectory of economic development:

- » **Community Events:** As discussed, the Village’s community events and activities are definitive assets and present the opportunity for sustained buy-in and patronage of commercial centers. Given this existing satisfaction, there is a definite appetite for more events and opportunities to admire all that Brooklyn has to offer.
- » **Sidewalks and Walkability:** Sidewalks and the general walkability of the Village simultaneously act as a current weakness and opportunity for improvement. Respondents highlighted the connection between a safe, walkable village and thriving business landscape that consistently attracts visitors – prioritizing sidewalk improvements and expansions will allow for more full enjoyment of what Brooklyn has to offer.
- » **Small Business Landscape:** Survey takers appreciate the presence of small businesses in the Village but also seek a greater variety of stores, including department and convenience stores. Respondents also highlight the importance of small businesses in making Brooklyn a destination for visitors.

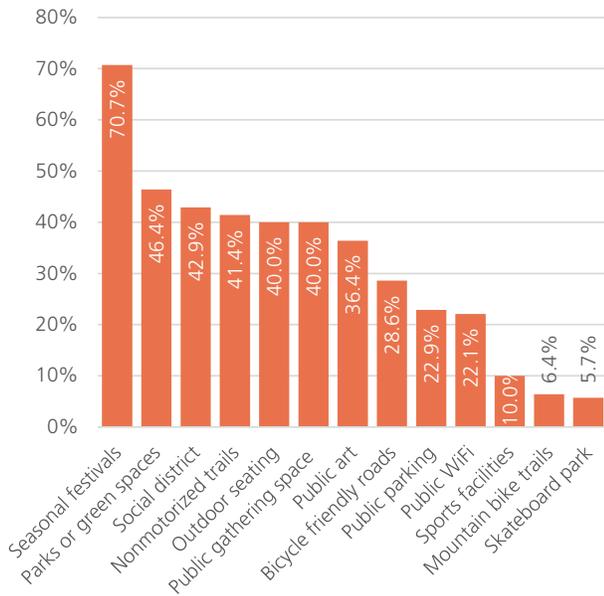
Corridor Improvement Authority Survey

In 2023, the Village of Brooklyn’s Corridor Improvement Authority (CIA) distributed a survey to better understand the desires and priorities of Brooklyn residents, especially as they pertain to the Village’s economic development trajectory.

- » **Over 70% of survey respondents identified seasonal festivals and events as a “public amenity” that they would most like to see developed in Brooklyn.** Parks and green space, a social district, nonmotorized trails, outdoor seating, and public gathering spaces were other popular amenities that

received support from at least 40% of all survey respondents. Of the events that the Village currently hosts, the 4th of July Parade, Christmas Parade, and Open Air Markets are the most popular.

Figure XX: Desired Public Amenities



» The figure titled “Desirable Scenarios for the Future of Brooklyn Main Street/M-50 Corridor” illustrates respondent preferences regarding the corridor’s development in the future. The most popular scenario included the corridor’s transformation to accommodate green spaces, natural elements, and pedestrian-level amenities.

Respondents also favored a scenario in which the corridor acts as a central meeting place with activities, coffee shops and brew pubs, and cultural and recreational spaces. The least popular scenario was one that emphasized additional housing development, specifically housing typologies that are accessible to a wide range of residents.

» Over half of all survey respondents (59.4%) indicated that public art displays would improve the look and feel of the Village. While only 12.4% expressed explicit opposition to the prospect of incorporating displays of public art across the Village, a sizable portion of respondents (28.3%) expressed uncertainty about the benefits of public art. The Village might consider gradually incorporating public art displays so that residents have tangible examples of how public art might improve the community.

Figure XX: Public Art Perceptions

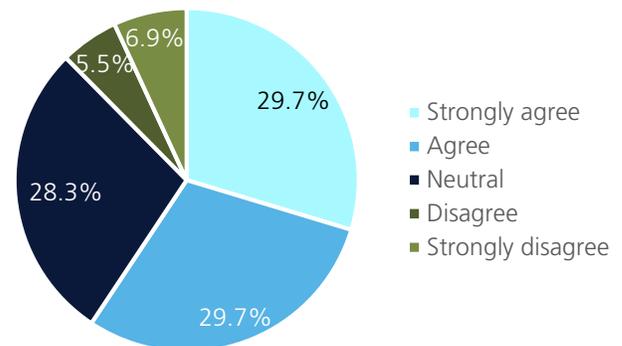
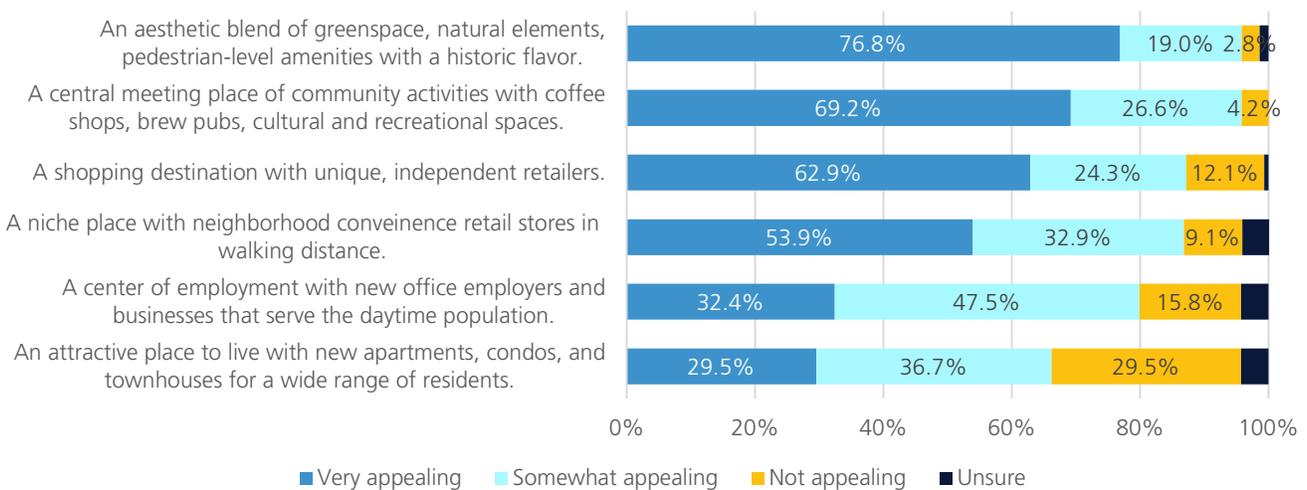


Figure XX: Desirable Scenarios for the Future of Brooklyn Main Street / M-50 Corridor



» When asked to evaluate Brooklyn across a series of statements and characteristics, most survey respondents indicated that they feel safe in the Village (even at night), that they prioritize shopping locally, and that they like the look and feel of Brooklyn. Conversely, most respondents indicated dissatisfaction with the entertainment options in Brooklyn and the cultural opportunities in Brooklyn as well as a sense of hesitation in bringing out-of-town guests to the Village.

» Brooklyn residents identified the most important characteristics of a shopping area, highlighting friendly customer service, overall safety of the area, and the ability to shop on the weekends as the most important traits. While still considered important by a majority of respondents, the price of shops and the ability to shop after 5pm on weekdays were identified as the least important characteristics of a shopping area.

Figure XX: Resonant Statements

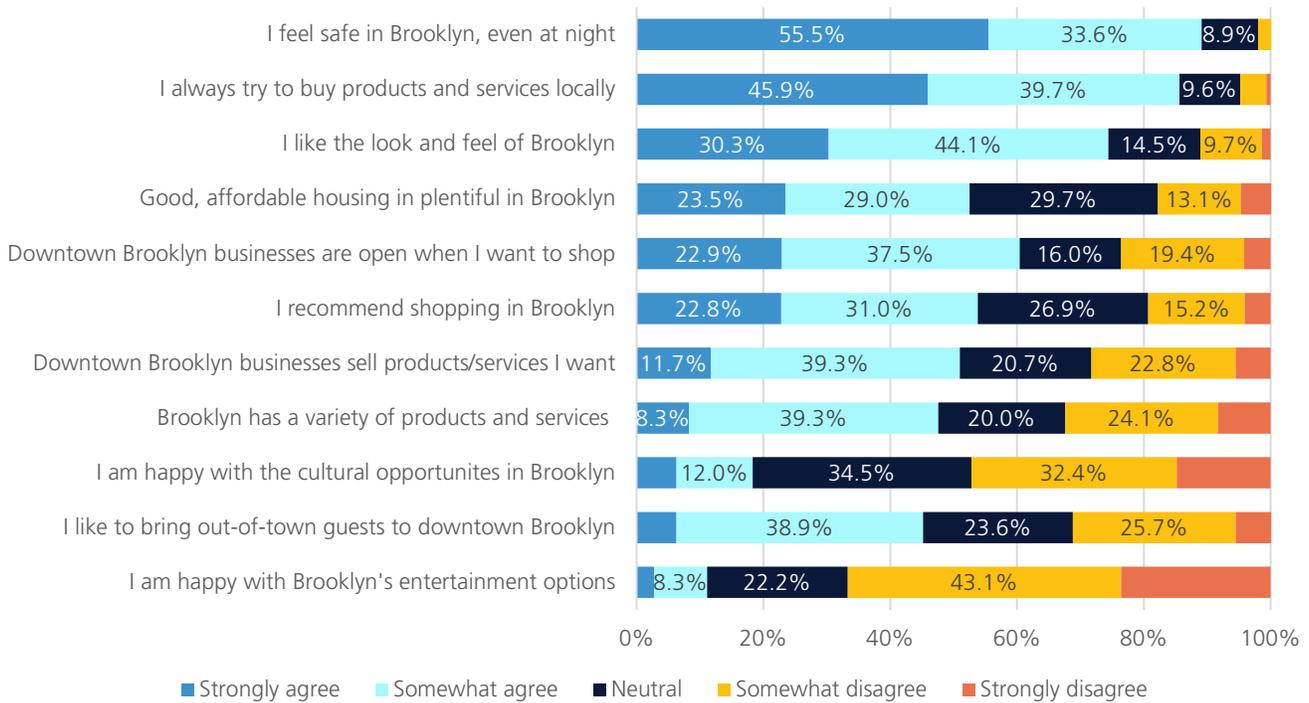


Figure XX: Attractors to a Shopping Area

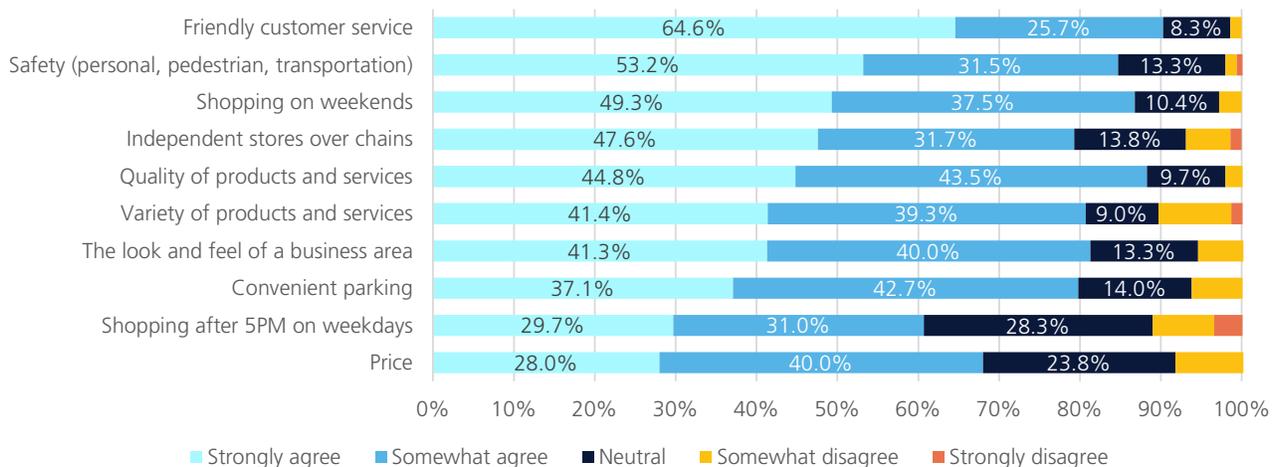
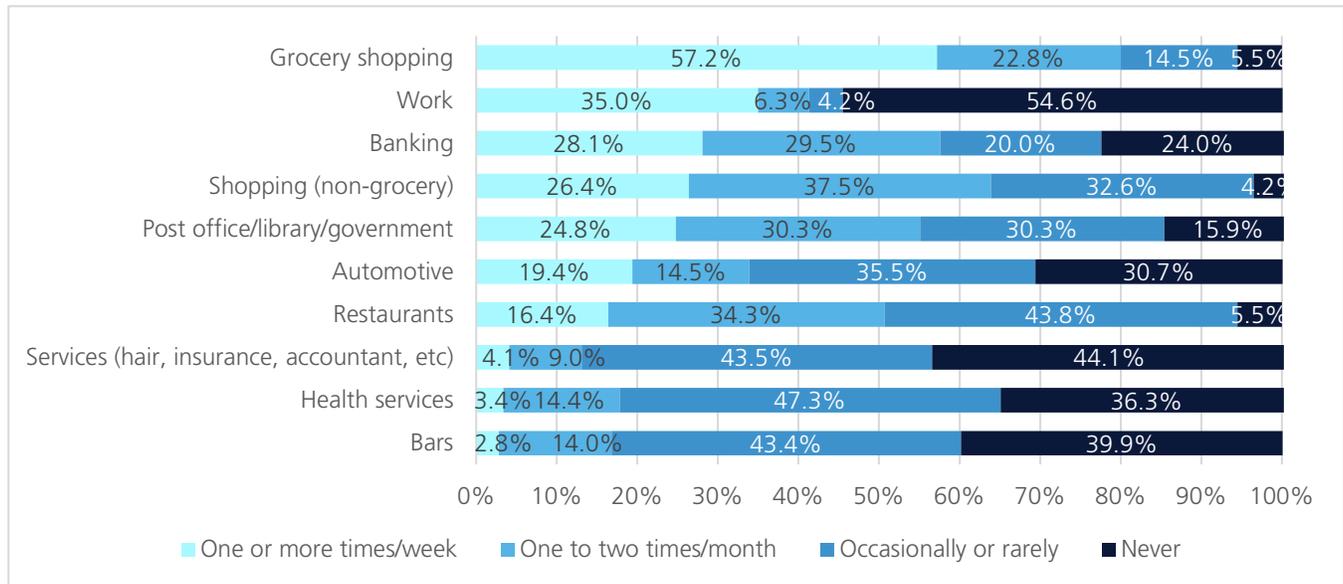


Figure XX: Reasons for and Frequency of Visits to Brooklyn Main Street



- » **Survey respondents indicated that grocery shopping, banking, and shopping (in general) drive their visits to Brooklyn Main Street.** While 35% of respondents indicated that work brings them to the corridor at least once a week, respondents who do not work in the area (about 55% of respondents) would not come to the corridor for that purpose.
- » **When asked to identify why they would not purchase from or patronize various shops and service providers in Brooklyn, selection of products and services was consistently regarded as the greatest barrier.** More than 60% of respondents indicated that selection was an issue for art, craft, and hobby supplies (70.7%); clothing (73.4%); dining and restaurants (60.4%); furniture (81.0%); gifts (64.5%); specialty foods (68.8%); and spirits and wine (74.6%).

Additionally, Village events, initiatives, and everyday activities provide opportunities to support existing local businesses. When seeking caterers, vendors, service providers, or even event spaces, the Village can give preference to local businesses to formalize a business agreement and integrate local assets on a regular basis.

Economic development incentives exist to encourage desirable developments and activities. While many incentive programs are enacted to attract large companies to an area, Brooklyn may consider utilizing these programs to support existing businesses with the intention of solidifying their own economic identity and ensuring a strong local business landscape.

Finally, community banks within the Village can serve as an asset for businesses and the community alike. Coordination between these banks and the Village may produce a simple, streamlined application process for small business loans, removing administrative barriers for existing businesses seeking financial support.

ECONOMIC DEVELOPMENT STRATEGY

Support for Existing Businesses

To support Brooklyn’s existing businesses and ensure that they thrive in the future, the Village can expand its marketing and tourism strategies to intentionally attract customers. This approach is aligned with the Corridor Improvement Authority’s current development strategy. For businesses outside of the Development Area, the Village can collaborate with the CIA to expand their efforts in promoting visibility for existing businesses.

Identification and Attraction of Future Businesses

In addition to fostering a supportive environment for the Village’s existing businesses, it is important to consider the ways in which Brooklyn can attract new business development, especially for businesses that are particularly desirable to residents. The 2023 CIA survey asked residents to identify the types of businesses they would most

like to see added to the Village along the M-50 Corridor. The seven most popular responses are listed below:

1. Restaurants
2. Fast Food
3. Clothing Stores
4. Movie Theater
5. Bar or Brewery
6. Grocery
7. Bookstore

These business and shop types point to various gaps that currently exist within the Village that residents would be highly likely to support with new development.

Supporting and attracting new businesses often depends upon the support that the hosting community is able and willing to provide, including financial resources, technical assistance, and infrastructural systems. Economic development incentives exist to support local and existing businesses and to attract new businesses that fulfill specific requirements and desired characteristics. These incentives may include tax breaks, grants, and/or low-interest loans for businesses that Brooklyn seeks to recruit to the community.

The Village may also benefit from pursuing an adaptive reuse program in which vacant buildings are repurposed as the site of new businesses. Adaptive reuse simultaneously reduces building vacancy and underutilization and provides spaces for new businesses, regardless of the building's original use. As the Village explores opportunities to enact an adaptive reuse program, it has the ability to identify eligibility requirements that articulate the types of businesses that are both desired and best suited for adaptive reuse. Businesses that fulfill these requirements may receive an economic development incentive in the form of waived fees for permitting.

Prioritizing a business-friendly environment is also critical to attracting new businesses. A significant component of this environment is ensuring that appropriate infrastructure is in place, including broadband, energy infrastructure, and the opportunity to share specialized facilities (such as shared commercial kitchens and business incubators). Business-friendly practices also

include streamlining the permitting and zoning processes for businesses to make it easier and more affordable from the start of the process. Additionally, clear, consistent processes to obtain permits and approvals, and resources and support from local officials and staff are necessary, including application assistance and educational efforts that target local and prospective business owners about the application and approval process.

Mixed-Use Development Potential

Allowing and encouraging mixed uses in commercial centers of any community have numerous benefits and almost inherently increase the area's vibrancy. By permitting residential spaces alongside retail and dining spaces, residents are given the opportunity for immediate patronage of these businesses which creates and encourages walkability.

The Village can create an environment that is supportive of mixed uses by identifying commercial areas that are most amenable to incorporating housing units. Mixed-use spaces are often multiple stories with commercial uses on the ground floor and housing units located above – this structural typology is already present along Brooklyn's Main Street. The Village should ensure that areas with desirable features are zoned to allow for residences. Further, allowing housing as a principally permitted use rather than a special land use streamlines development efforts and is more likely to encourage the implementation of mixed uses.

Additionally, the conversion of existing buildings to accommodate residential and commercial uses is supported by principles of adaptive reuse. To reutilize vacant structures so that they accommodate residential, commercial, and mixed-use needs alike, the Village should inventory all buildings that are currently vacant and consider an adaptive reuse program that provides mutual benefit to Village residents and prospective occupants.

Research and Development Attraction

As a small Village known for its small-town charm, Brooklyn is not well suited for heavy industrial uses. The nearby City of Jackson is a more appropriate host for industrial and manufacturing uses that can take advantage of a larger city's infrastructure. Brooklyn, therefore, is a more suitable place for

lighter research and development types of uses in its few industrially zoned properties. Attracting these lighter types of industrial uses would serve the Village well for future types of industries to target.

Community Development Plan

In tandem with priority projects identified by Brooklyn’s CIA, the Village should create and implement a Community Development Plan that includes various initiatives for commercial areas beyond the designated CIA Development Area. Brooklyn’s General Commercial zoning district largely encompasses Main Street/M-50 through the center of the Village. The General Commercial area is also surrounded by residential uses, creating an enormous opportunity to explore walkability and residential access to desirable commercial uses. To capitalize on the Village’s existing structure and to expand the place identity of Brooklyn beyond the CIA’s boundaries, the Community Development Plan should consider and incorporate the following elements:

Streetscape Elements

Brooklyn’s sidewalk network is an asset of the community, with consistent connectivity in

residential areas and on both sides of Main Street. The Village should prioritize and ensure that streets are lighted adequately, especially at nexus points between residential neighborhoods and commercial zones surrounding Main Street. Brooklyn’s community survey revealed significant support for dedicating more resources towards improving Village lighting at night with 50% of all survey takers in favor of this. About 69% of all survey takers simultaneously supported sidewalk improvements and expansions, a critical element of improved streetscapes and encouraging walkability. Strategically placed street furniture can also encourage greater walkability and business patronage when residents have the opportunity to spend time outside during their trips to various businesses.

Zone Development

There are distinct differences amongst different commercial areas of the Village that are worth characterizing. Having “character zones” can help guide what types of development occurs where to help ensure that new development is planned and appropriate. There are three character zones within the Village of Brooklyn, summarized in the table titled, “Brooklyn Commercial Character Zones.”

Table XX: Brooklyn Commercial Character Zones

Character Zone	Defining Features	Appropriate Development
North End	Low density commercial businesses and structures, each with their own parking lot. Some businesses share a structure (and parking lot) – however, there is abundant space between these structures. Sidewalks in the area support connectivity between businesses and nearby residential neighborhoods.	Professional services, office space, auto shops, personal services, pet care, fast food establishments, recreation spaces/ establishments.
Downtown	Two-story mixed-use commercial structures with welcoming facades, large display windows, and charming awnings. Building materials typically include brick, stone, and concrete. The area is walkable with wide sidewalks, marked crosswalks, and on-street parking in front of storefronts.	Mixed-use developments (i.e. residential above commercial), professional services/offices (attorney, accountant), personal services (salons, barber shops), restaurants, food shops, recreation/hobby spaces.
South End	Predominately auto-oriented businesses, shopping centers, and strip plazas with large parking lots. Sit-down and drive-thru fast-food establishments are located within shopping centers or as separate structures within the shared parking lot. Some (but not consistent) sidewalk connectivity.	Medical offices, personal care services (salons, barber shops), food establishments (restaurants, fast casual, fast food), auto services, gas stations, hotels/short term accommodations, warehouses, banks/financial offices.

Placemaking Opportunities

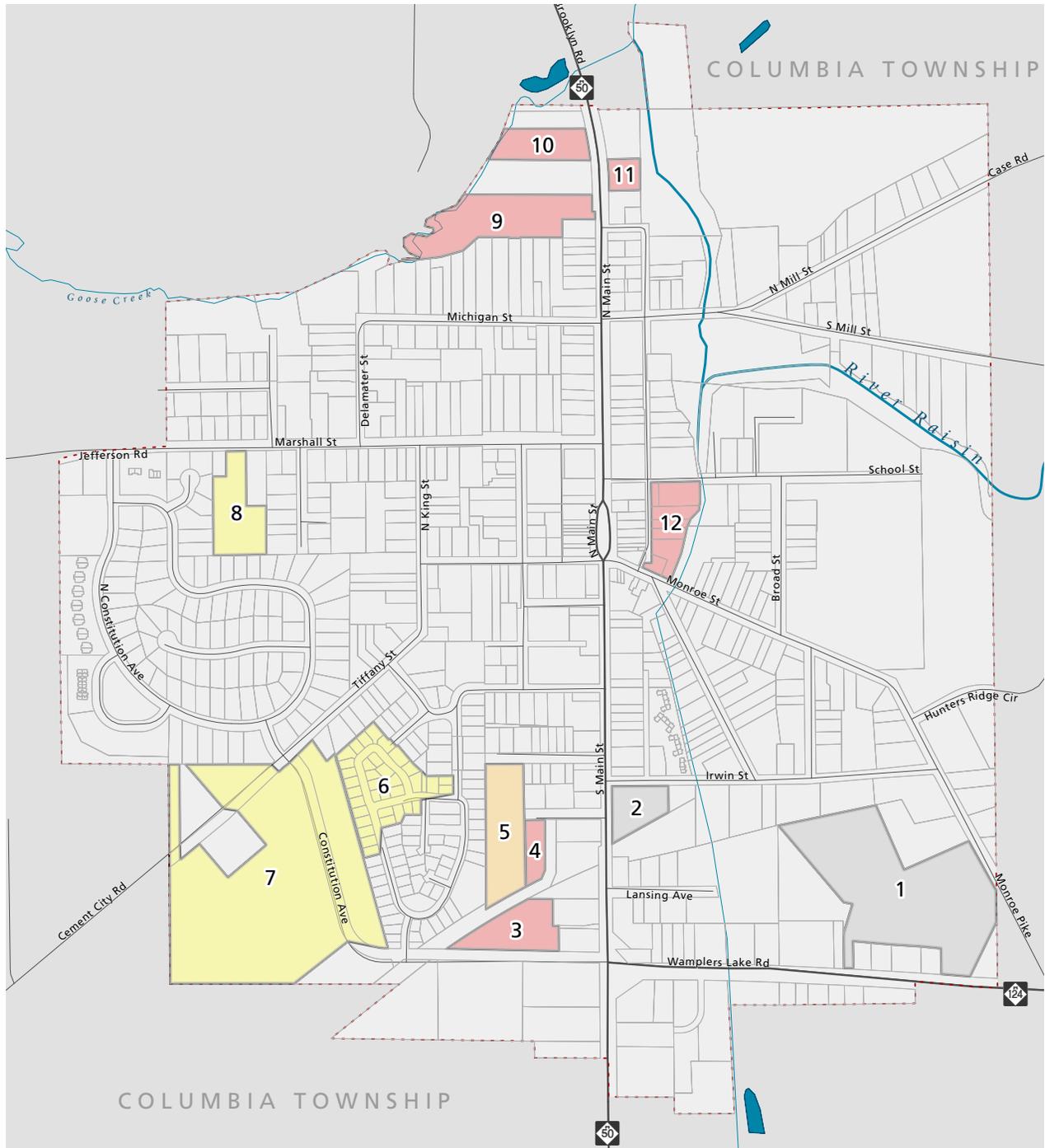
Placemaking elements exist to define the aesthetic identity of a community, create vibrancy along commercial and residential corridors, and promote greater safety and patronage of certain areas by increasing the number of “eyes on the street.” Events, design elements, public art, interactive displays, and landscaping all play a role in defining public spaces and attracting visitors to them. Community survey respondents note overwhelming support for more community events and recurring gathering opportunities, including Farmer’s Markets and local music series throughout the spring and summer months.

Parking Analysis

Conducting a parking analysis for all commercial areas in the Village will provide critical information that can be used to create or adjust the current parking strategy, amend existing parking requirements in the zoning ordinance, and

possibly support future plans for development that utilize land in more productive ways than parking lots. Evaluating parking demand and capacity is especially necessary for commercial areas that are adjacent to neighborhoods—if existing parking lots become overwhelmed, visitors may park on residential streets and possibly create a nuisance for neighborhood residents. However, parking studies may also reveal that existing parking areas are grossly underutilized—in the event that there is a mismatch in parking demand for different sites, parking management plans are intended to clearly direct visitors to appropriate parking areas and ensure consistent, easy access. Underutilized parking areas are also often an indication that the zoning ordinance’s current parking requirements do not match the current need or reality of businesses and patrons. Findings from the study can support zoning amendments that reduce parking requirements. These reductions often benefit prospective business owners for whom parking requirements may have previously presented a barrier to development.

Map XX: Redevelopment Sites



Redevelopment Sites

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County

 Village of Brooklyn

Zoning District

- R1 - Residential
- R2 - Residential
- Commercial
- Industrial



REDEVELOPMENT SITES

Industrial Properties

Site #1 – Brooklyn’s Southeast Corner (Parcel 126-010-01)



Property Description

Currently, Site #1 is undeveloped forest. Brooklyn’s Accessible Self Storage is located along the northeast boundary of the site, an auto shop is directly north, and a contracting business is located along the southern boundary.

Basic Features

Zone	I-1 – Light Industrial
Size	16.608 acres
Utilities	No, but possible to connect
Features	Undeveloped forest
Owner	Brooklyn Development Group
Sales Price	For sale

Community Vision

Community input about possible uses or developments for this site center around two main ideas: developing the site into a recreation area or developing the site into a space that could be rented to local start-ups. Specific recreational suggestions for the site include the development of an activity center or park that would feature trails, sport courts (such as pickleball), and plenty of areas dedicated to various sports. Based on current zoning, this could also be an ideal site for a research and development use.

Site #2 – 105 Irwin Street



Property Description

Site #2 currently vacant. Historically, the site hosted Lasting Image Salon & Spa and Vineyard Lake Marine and Service, a boat, jet ski, and snowmobile mechanic shop. The eastern portion of the site used to store boats and other vehicles that are waiting for repairs and maintenance or to be picked up. With S. Main Street abutting the site to the west and Irwin Street to the north, a car wash is located south of the site and a home health care service is to the east.

Basic Features

Zone	I-1 – Light Industrial
Size	2.067 acres
Utilities	Yes
Features	Old Lumber Yard, boat repair and maintenance.
Owner	Fill in
Sales Price	Fill in

Community Vision

Community members expressed that this area would be suitable for commercial development given its location within the Village. Mixed-use development would be appropriate.

Commercial Properties

Site #3 – North of Constitution Street, West of S. Main Street (Parcel 227-001-15)



Property Description

Currently, Site #3 is vacant, cleared, and undeveloped. A forested area acts as the site’s northwest boundary line which also serves as a buffer between the parcel and a residential neighborhood. Constitution Street lies along the site’s southern boundary with a retirement community just further south. A few general commercial uses lie along the eastern boundary of the site, including Dollar General, McDonald’s, and Huntington Bank.

Basic Features

Zone	C-2 – General Commercial
Size	3.122 acres
Utilities	Yes
Features	Undeveloped, open space.
Owner	Fill in
Sales Price	For sale

Community Vision

Community members expressed support to use this site to develop additional senior living accommodations or a senior center to support various activities for the Village’s senior residents. Input also indicated support for using the site to develop multi-family housing in either apartment or condominium form.

Site #4 – Detroit Street (Parcels 226-011-01 & 226-011-02)



Property Description

Site #4 is comprised of two vacant parcels. The site is currently forested and located west of an urgent care center and a small shopping plaza. Detroit Street, **though unfinished**, acts as the site’s northern boundary. The western boundary of Site #4 is a larger undeveloped parcel (Redevelopment Site #5).

Basic Features

Zone	C-2 – General Commercial
Size	3.37 acres
Utilities	Yes
Features	Wooded area adjacent to shopping plaza and urgent care center
Owner	Columbia Health Enterprise
Sales Price	Fill in

Community Vision

Community members expressed support to use this site to develop multi-family housing in either apartment or condominium form.

Residential Properties

Site #5 – Detroit Street (Parcel 482-001-00)



Property Description

Site #5 is currently undeveloped and heavily forested. Located just west of the Brooklyn Water Tower, it is also adjacent to a smaller redevelopment site (Site #4) and, further to the east, a commercial area along S. Main Street. The site's western boundary is adjacent to a residential street of single-family homes.

Basic Features

Zone	R-2 – Multi-Family Residential
Size	4.480 acres
Utilities	Yes
Features	Undeveloped, forested land.
Owner	Columbia Health Enterprise
Sales Price	Fill in

Community Vision

Community members suggested a variety of residential developments as appropriate uses for this site. Multi-family homes (in the form of an apartment building or condominium complex) were suggested for development.

Site #6 – Unfinished Phases of Lighthouse Village (E. Lowry Street, W. Lowry Street, Erie Lane Area)



Property Description

Adjacent to the Lighthouse Village housing development, Site #6 is comprised of numerous parcels that were initially intended to be developed as a part of the residential neighborhood. Currently, the site is undeveloped and hosts a wooded area. Erie Lane and St. Clair Circle both extend into and terminate within the site.

Basic Features

Zone	R-1 – One- & Two-Family Residential
Size	6.428 acres
Utilities	No
Features	Undeveloped, wooded land adjacent to Lighthouse Village.
Owner	Fill in
Sales Price	Fill in

Community Vision

Because the County owns most of the parcels within this site, it is best suited to be transformed into a park, either with or without additional residential development.

**Site #7 – Brooklyn’s Southwest Corner
(Kerr Property, Parcel 201-002-05)**

Site #8 – Marshall Street (Parcel 403-001-00)



Property Description

This property is comprised of forested, undeveloped land. Constitution Avenue cuts through Site #7 towards its eastern border, and an unpaved road cleared of trees extends to the approximate center of the site. There are two residential structures on the parcel that this site surrounds, one on either side of Tiffany Road. Cornerstone Community Church is located at the southeast border of the site, and the eastern border is adjacent to the Lighthouse Village housing development.

Property Description

Located within a single-family neighborhood, Site #8 is an undeveloped, vacant parcel of land that is surrounded on all sides by single-family homes. The site itself is comprised of a mix of cleared vacant land and forested vacant land with access to the parcel possible from Marshall Street along the northern boundary.

Basic Features

Zone	R-1 – One- & Two-Family Residential
Size	30.874 acres
Utilities	No, but possible to connect
Features	Fill in
Owner	Fill in
Sales Price	For sale

Basic Features

Zone	R-1 — One- & Two-Family Residential
Size	3.541 acres
Utilities	Yes
Features	Vacant land with flat and forested areas, located among single-family homes.
Owner	Fill in
Sales Price	Fill in

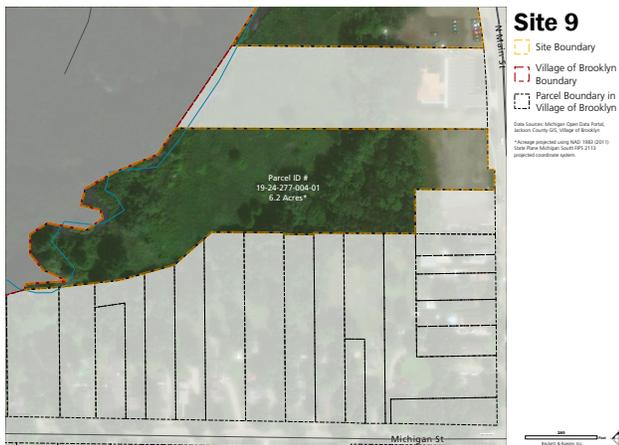
Community Vision

Community input for this site centered around suggestions for various residential and recreational developments. Recreational suggestions included the development of a walking trail network, scenic driving area, dog park, or large park in general. Residential development suggestions include housing to accommodate Village growth and affordability, a multi-family apartment complex, or a condominium complex to allow housing occupants to purchase and own their units.

Community Vision

Suggestions from the community for the site’s development each acknowledge and align with the current surrounding context of the area, which is residential. Uses that complement and enhance the existing site would include the development of a park or a dog park as well as an open green space available to the public.

Site #9 – N. Main Street (Parcel 277-004-01, south of dentist)



Site #10 – N. Main Street (Parcel 277-005-01, north of dentist)



Property Description

Site #9 is currently vacant and mostly undeveloped. Spanning from the west side of N. Main Street to the Village’s western boundary, the easternmost portion of the site is covered in impervious surface and located just north of Creative Kids Daycare and Preschool and south of a family dentist office. The central portion of the site is forested, and the western portion of the site along Goose Creek and the Village’s boundary is undeveloped flat land. A residential neighborhood is located just south of the site.

Basic Features

Zone	C-2 – General Commercial
Size	6.206 acres
Utilities	Yes
Features	Impervious surface, forest, undeveloped land.
Owner	Fill in
Sales Price	For sale

Community Vision

As a commercially zoned property at the northern gateway to the Village but also adjacent to residential uses, this site is best suited for future mixed-use development.

Property Description

Site #10 is currently vacant. The easternmost portion of the site (abutting N. Main Street) is paved with impervious surfaces. A small, wooded area is present near the center of the site, and the westernmost portion that extends to the Village’s western border is comprised of flat, undeveloped land. Located just south of an auto parts store, the impervious portion of the site is occasionally used to provide extra parking.

Basic Features

Zone	C-2 – General Commercial
Size	2.485 acres
Utilities	Yes
Features	Impervious surface/ parking area, forest, undeveloped land.
Owner	Fill in?
Sales Price	For sale

Community Vision

As a commercially zoned property at the northern gateway to the Village, this site is best suited for future commercial development.

Site #11 – N. Main Street (Parcel 152-002-01, south of Wesco)



Property Description

Site #11 is adjacent to Swain Park. Minor landscaping separates the site from the park, but Swain Park visitors must drive through Site #11 to access the parking lot for the park.

Basic Features

Zone	C-2 – General Commercial
Size	0.876 acres
Utilities	Yes
Features	Paved surface, entrance to Swain Park.
Owner	Fill in
Sales Price	For sale

Community Vision

This site is best suited to be combined with the existing Swain Park site. Community input about this site recognizes and builds upon the surrounding uses and immediate geographical context. Most suggestions include expanded recreational uses to compliment Swain Park, such as creating an entrance for the park, expanding the park to provide pickleball or indoor facilities, and/or adding more greenery and trees to the area. Additionally, developing the site to expand parking for Swain Park received support from residents.

Site #12 – School Street, Water Street, Monroe Street



Property Description

Site #12 is located east of Brooklyn’s Central Business District. The site encompasses Weatherwax Park and currently includes a mix of businesses, vacant structures, parking, a residence, and undeveloped woods. The parking area is Village-owned and typically utilized by those visiting downtown as well as visitors of Weatherwax Park. Single-family homes are located near the site along Monroe Street and Broad Street – while Site #12 is not bounded by Broad Street, the site is close to the street as well as Columbia School District schools and properties.

Basic Features

Zone	C-2 – General Commercial
Size	3.072 acres
Utilities	Yes
Features	Vacant structures, Village parking, wooded area, Weatherwax Park.
Owner	Fill in
Sales Price	Fill in

Community Vision

Insights from the community expressed support for developing additional parking to either encompass a portion of the area or all of it if existing buildings are demolished. Other suggestions focused on the site’s proximity to Weatherwax Park and the river, emphasizing a desire to develop a ribbon park and/or river walk to take advantage of the site’s natural features. The site’s proximity to the schools illuminated the opportunity to incorporate the area (and a possible river walk) into the Safe-Routes-To-Schools network. Community members also suggested townhome or mixed-use development with commercial uses on the first floor and residential uses on the second.

KEY TAKEAWAYS

- » While Brooklyn’s unemployment rate (1.3%) was considerably lower than the County’s (3.3%) and the State’s (3.6%) in 2023, the Village also has the greatest percentage of residents over 16 that are not participating in the workforce.
- » The employment industries of manufacturing and educational services, health care, and social assistance are the most prominent in the Village. Both industries have grown in the number of residents that are employed in them from 2013 to 2023. Conversely, the industries of retail trade, transportation and utilities, and arts, entertainment, and food services experienced notable decreases over the same period. Since 2023, the addition of Atlas, Taco Bell, and BC Pizza (along with retail spaces in Choate Market Place) have worked to bolster the retail and food service industries.
- » In 2023, the average commute time for workers residing in Brooklyn was 30 minutes. On a daily basis, 636 individuals are predicted to commute into the Village for work while 489 Village residents commute outside of the Village boundary. Only 35 individuals are predicted to live and work in the Village.
- » Brooklyn’s Corridor Improvement Authority (CIA) was established in 2018 to combat deterioration in business districts, redevelop commercial corridors, and promote economic growth. The CIA’s Tax Increment Financing (TIF) Plan and Development Plan prioritizes updated signage and improvements to non-motorized pathways, physical improvements to unify the Village’s commercial landscape, marketing and promotion efforts for CIA-sponsored events, and business assistance projects to support the creation of a unified architectural appearance in Brooklyn.
- » Community survey insights highlighted the ways in which the Village’s commercial areas could support overall small-town charm. The most prominent insights from survey takers included a desire for even more community events and associated marketing to attract visitors, business attraction and support to lower the presence of vacant storefronts across the Village, and more restaurants and dining establishments.
- » The four primary components of Brooklyn’s economic development strategy include offering support for existing businesses, identifying desired uses and attracting future businesses, pursuing (and encouraging) mixed-use development, and pursuing the creation of a Community Development Plan. Ideally, this plan will cover and recommend desirable streetscape elements and placemaking opportunities, describe zone development typologies for distinct commercial identities across the Village, and conduct a parking analysis to determine overall parking capacity and utilization.
- » The chapter concludes with overviews of 12 different redevelopment sites. These sites are distributed across the Village and are currently zoned for industrial, commercial, and residential uses. Each site’s description includes the characteristics of the site currently, zoning and ownership information, and community insights regarding desirable uses to pursue in each space.

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- 3 United States Census Bureau, American Community Survey, 2023 5-Year Estimates, Table S0801
- 4 Village of Brooklyn Corridor Improvement Authority. “Development Plan and Tax Increment Financing Plan – 2019.” April 8, 2019. <https://www.villageofbrooklyn.com/pdfs/reports/CIA/TaxIncrementFinancing-DevelopmentPlan.pdf>



Land Use Framework



N. Main Street.

EXISTING LAND USE

The Existing Land Use map shows the relationships among the Village’s fundamental land use categories. Because land is taxed based on how it is used, the map is based on information from Brooklyn Village Assessor. The “exempt” categories refer to land which is not taxed, usually due to ownership by local, state, or federal government as well as religious exemptions. Any Village-owned exempt land includes areas such as parks, Village buildings, or Village-owned redevelopment properties.

Each parcel in the Village is classified by the assessor into one of the five following land use categories:

- » Residential
- » Commercial
- » Industrial

- » Exempt
- » River Raisin Restoration Area

Residential, commercial, and industrial categories are distinguished as “vacant” or “improved.” In this context, “improved” land has a structure on it, whereas “vacant” properties are those which do not have a structure on them—sometimes also referred to as “unimproved.” These are development and redevelopment opportunities, and Brooklyn contains both.

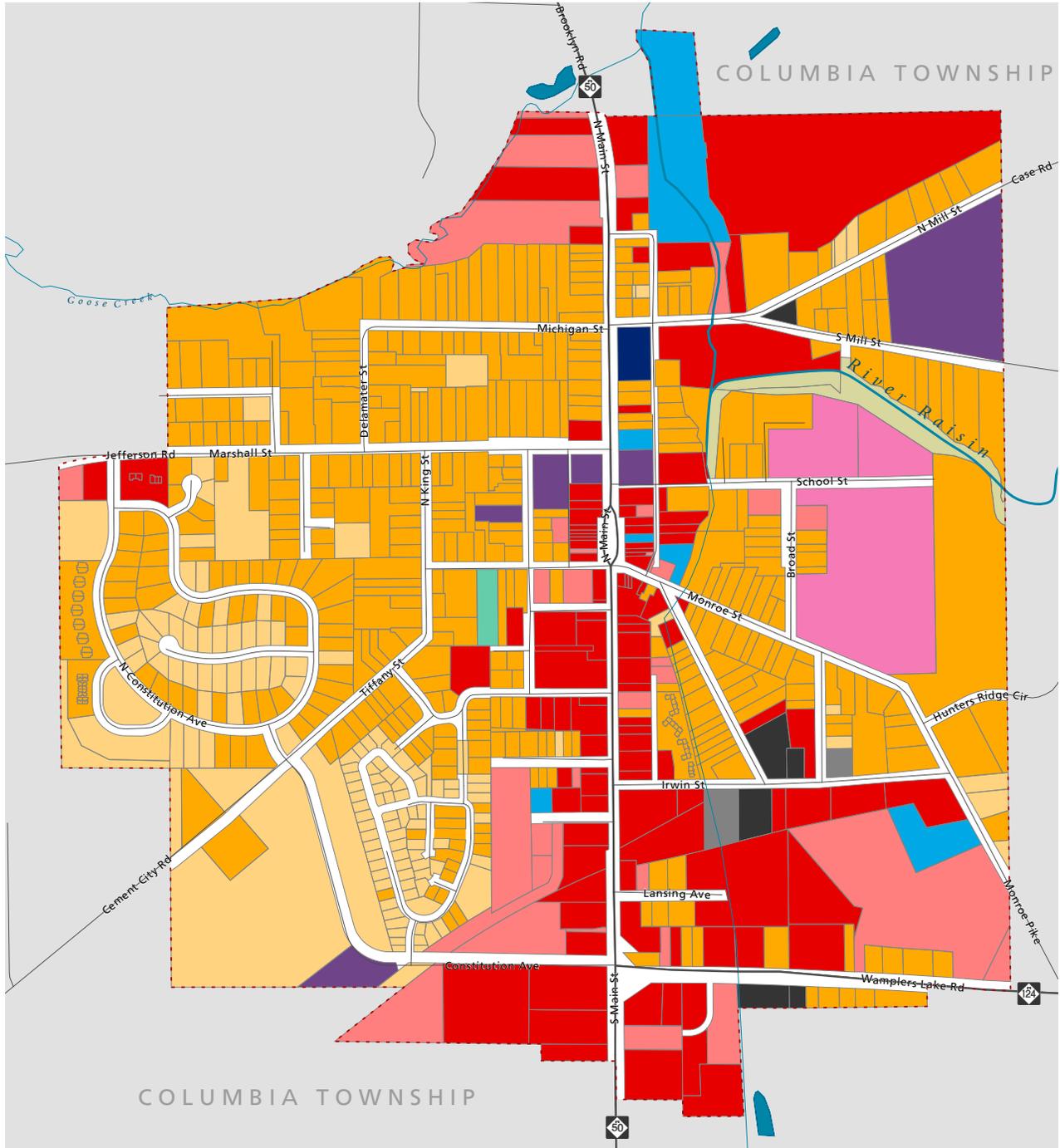
The land use pattern in Brooklyn is typical of a small village in a rural setting. Dense commercial uses cluster along Main Street at the center of the Village, and residential uses radiate outward from the commercial core. A few industrial and commercial uses sit on the periphery of the Village, and exempt land uses are scattered throughout. The River Raisin has shaped development patterns particularly in the northeast quadrant of the Village.

Table XX: Existing Land Use

Land Use	Acres	Percent
Residential		
Improved	222.16	41.0%
Vacant	72.53	13.4%
Commercial		
Improved	118.95	22.0%
Vacant	51.90	9.6%
Industrial & Utility		
Improved	5.08	0.9%
Vacant	2.24	0.4%
Exempt		
Education	26.01	4.8%
Federal	1.48	0.3%
Local	14.60	2.7%
Other	1.33	0.2%
Religious	18.29	3.4%
Other		
River Raisin Restoration	6.56	1.2%
Total	541.12	100%

Source: Village of Brooklyn Assessor

Figure XX: Existing Land Use Map



Existing Land Use Map

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County

500 Feet
Beckett & Raeder, Inc.

01/26/2026

- Village of Brooklyn
- Residential, Improved
- Residential, Vacant
- Commercial, Improved
- Commercial, Vacant
- Industrial & Utility, Improved
- Industrial & Utility, Vacant
- Exempt, Federal
- Exempt, Local
- Exempt, Education
- Exempt, Religious
- Exempt, Other
- River Raisin Restoration Area

Residential Land Uses

Residential land uses are the largest category in Brooklyn, representing over half of the Village. 25% of residential land (~73 acres) is classified as vacant, leaving a large amount of space open for new housing development. This land presents prime development opportunities that many communities throughout the state do not have, especially considering the nationwide housing crisis.



Commercial Land Uses

Commercial land uses comprise just under one-third of the Village. Commercial land uses cluster predominantly along Main Street (M-50). There are small commercial areas at the northern and southern borders of the Village as well. Currently, about 10% of Brooklyn's total land is (30% of all commercial land) is vacant commercial space, meaning that there are many acres of prime redevelopment opportunities in Brooklyn.



Industrial & Utility Land Uses

Industrial land uses in Brooklyn are limited, covering roughly 1.4% of land in the Village. These sites are scattered on the eastern side of the Village, about one third of industrial land uses are vacant at the present time meaning there are opportunities for smaller scale industrial redevelopment.



Exempt Land Uses

Exempt Land Uses are all parcels that do not pay taxes, these exemptions are given to a variety of categories including government-owned property, schools, and religious institutions. Exempt uses account for about 11% of all usable land in the Village of Brooklyn.



River Raisin Restoration Area

The Upper River Raisin Watershed Restoration and Connectivity Project (URRWRCP) is a major environmental initiative aimed at improving the River Raisin's ecological health and safety. The River Raisin Restoration Area in Brooklyn spans 6.6 acres (1.2% of total land use) and follows the shoreline of the River Raisin on the eastern side of the Village.

ZONING

The Village of Brooklyn last updated its zoning map in 2021. It has five zoning districts: One & Two Family Residential, Multiple-Family Residential, Central Business District (CBD), General Commercial, and Light Industrial. One & Two Family Residential zoning makes up the majority of the Village, and Multiple-Family Residential zoning districts are located on the edge of downtown as a buffer between the commercial areas and single-family residential areas. The CBD encompasses the center core of the Village, while the General Commercial District predominantly lines along Main Street. There is one Light Industrial area in the southeast corner of the Village.

FUTURE LAND USE

A Future Land Use Map (FLUM) is a policy document that is used to inform zoning decisions. It is often more generalized than the zoning map. The FLUM should be used as a guide for prospective changes in the future, such as changes in land use and zoning. A proposed zoning change should be compatible with its future land use category, making the FLUM a crucial policy document for the Village.

It is important to note that a large driver of the State of Michigan's requirement to revisit a community's master plan every five years is to ensure that future land use categorizations and their placements are aligned to community preferences – if not, the map and future land use categories should be updated.

Future Land Use Categories

One-Family Detached Residential

The One-Family Detached FLU category maintains detached single-family dwellings primarily in the western and northeastern portions of the Village where these structures define the current landscape. Gentle increases in density may be enabled by a combination of increases in allowable lot coverage, reductions in setbacks, and reductions in minimum required lot sizes.

One- and Two-Family Residential

The One- and Two-Family FLU category allows two-family dwellings, in addition to one-family dwellings.

Multiple-Family Residential

The Multiple-Family Residential FLU category allows a full array of housing formats and allows increased density

where it can be accommodated in the context of the surrounding neighborhood and available infrastructure. This category will expand missing middle housing and accommodate various housing typologies and a range of densities. The Multiple-Family category is focused near the heart of the Village, to facilitate linkages with retail, services, dining, entertainment and public activities.

Mixed Use

The Mixed Use FLU category is strategically placed throughout the Village and intended to provide additional flexibility in appropriate uses in areas that were previously commercial only. Predominantly located along or near the northern portion of Main Street, parcels with the Mixed Use FLU category may act as a bridge between existing residential neighborhoods, commercial uses, and plots of land that are currently vacant. The area designated Mixed Use along Irwin Street towards the southern end of Brooklyn presents a similar opportunity to develop land in proximity to a variety of commercial uses and tangential to a different residential area.

Downtown

The Downtown FLU category encompasses (and slightly expands) the existing CBD. The Downtown is characterized by walkability, a mix of uses, and compatible storefront facades that draw patrons. While the only residences of the Downtown area are those located on the second floor of mixed-use establishments, the area is close to surrounding residential areas, highlighting the need to continue to encourage safe walkability and general connectivity to the Main Street corridor.

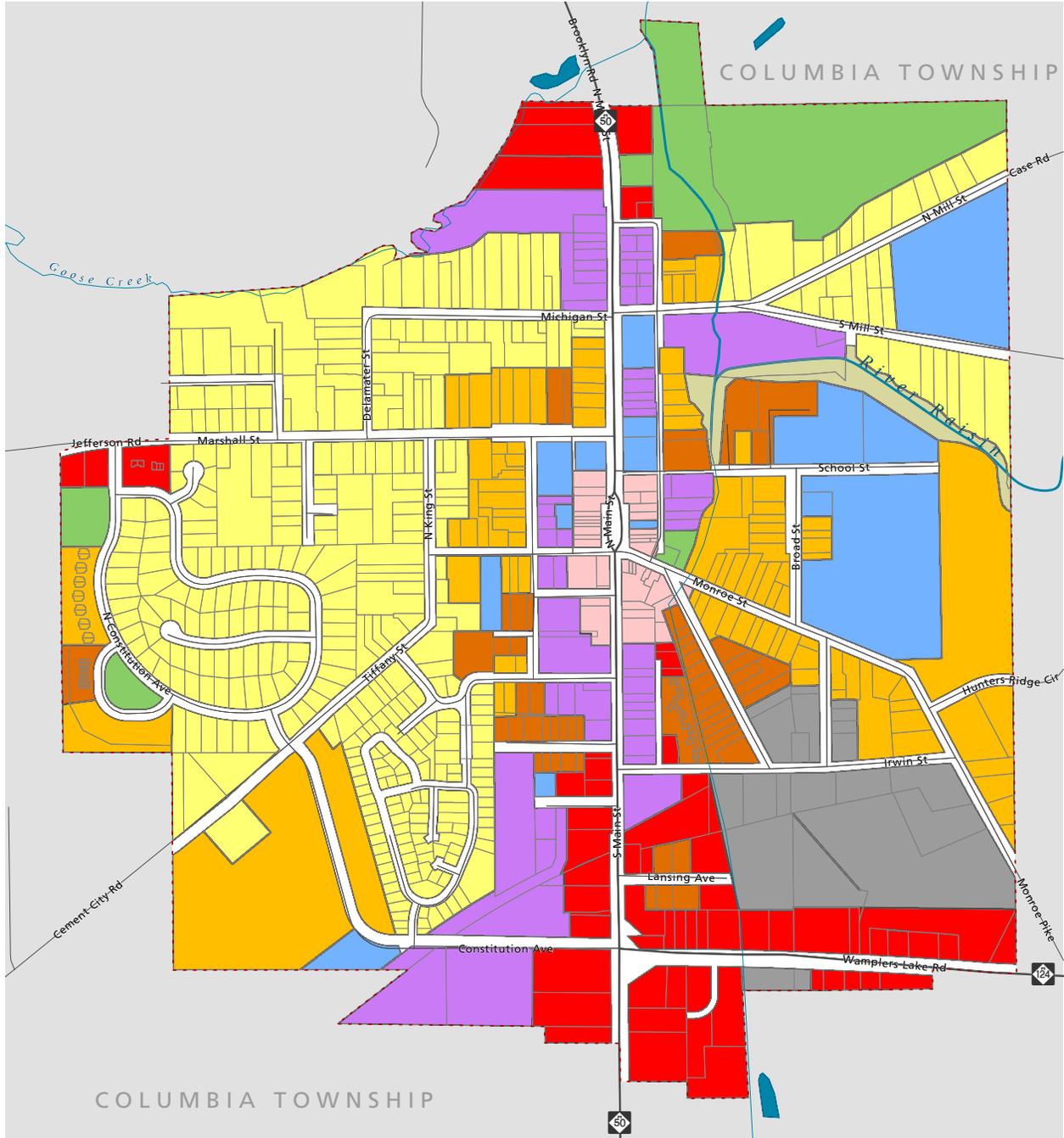
Commercial

The Commercial FLU category is predominantly located throughout the southern portion of Brooklyn along South Main Street, but also includes the northernmost end and offices on the west side of the Village. This category encourages all commercial uses – offices, retail spaces, food establishments, short-term accommodations, gas stations, and so on. Unlike the Mixed Use category area along North Main Street, the Commercial areas are mostly distinct and separate from residential neighborhoods, making the area more appropriate for higher-traffic uses.

Industrial

The Industrial FLU category, located in the Village's southeast corner, does not deviate much

Figure XX: Proposed Future Land Use



Proposed Future Land Use

Sources: Michigan Open Data Portal, Village of Brooklyn, Jackson County

500 Feet
Beckett & Raeder, Inc.

Map Date: March 5, 2026

Village of Brooklyn

- | | |
|---|---|
| One-Family Detached Residential | Commercial * |
| One- and Two-Family Residential | Industrial |
| Multiple-Family Residential | Institutions |
| Mixed Use | Parks & Open Space |
| Downtown | River Raisin Restoration |

from Brooklyn’s light industrial zoning district. Appropriate uses in the future include non-intensive industrial activities and research and development uses; additionally, some recreation and strategic commercial uses would be appropriate.

Institutions

The Institutions FLU category encompasses the Village’s various community anchors, including numerous churches and religious institutions, schools and school offices, a veteran’s organization, the library, USPS office, and Brooklyn Village offices. Establishing a new place type specific to institutions, which are currently located in

residential and commercial zones supports increased compatibility with surrounding areas.

Parks & Open Space

The Parks & Open Space FLU category designates parts of the Village that are intended to remain in their current state OR that might present the opportunity to be developed into a park. Each of the areas included in this category are largely undeveloped but located in proximity to residential neighborhoods, commercial corridors, and, in one case, Brooklyn’s downtown. This proximity supports increase use of these areas for recreational uses, or as opportunities to spend time outside.

Table XX: Zoning Plan

FLU Category	Corresponding Zoning District(s)	Recommended Changes
One-Family Detached Residential	R-1: One & Two Family Residential	Limit housing formats to one-family detached dwellings and invite gentle density increases via increases to allowable maximum lot coverage, decreased minimum setbacks, and reduced lot sizes.
One- and Two-Family Residential		Expand upon the housing options in the One-Family Detached Residential category by allowing two-family dwellings (duplexes).
High Density Residential	R-3: Multiple-Family Residential	Allow all housing formats, including multi-unit buildings, townhomes, ADUs, and others. Allow all densities where infrastructure is available and neighborhood compatibility can be achieved.
Mixed Use	R-3: Multiple-Family Residential C-2: General Commercial	Establish a Mixed Use Zoning District to simultaneously expand and outline guidelines for appropriate residential and commercial uses within the district. Encourage developments with first-floor commercial and second-floor residential uses.
Downtown	C-1: Central Business District	Require a minimum height of two stories. Establish storefront “decency” standards that require vacant storefronts to maintain curb appeal. Establish specific facade building material standards to protect and maintain “charm” based on survey results. Adjust parking requirements based on parking study results.
Commercial	C-2: General Commercial	Establish corridor design guidelines to unite commercial districts outside of Brooklyn’s downtown. Encourage walkability between adjacent commercial and residential areas.
Industrial	I-1: Light Industrial	Adequately buffer industrial zones from residential areas. Allow more commercial uses by-right in the industrial zone to allow the adaptive reuse of vacant properties. Encourage research and development uses.
Institutions	R-1 and R-2: One-Family Detached, One- and Two-Family Residential C-2: General Commercial	Establish an Institutional Zoning District so that public and institutional uses are provided for in specific parts of the Village.
Parks & Open Space	R-1: One & Two Family Residential C-2: General Commercial	Establish a Parks Zoning District to protect and preserve development in areas designated as parks or open space.



Implementation



Swain Park.

Good planning uses data and community preferences to shape a preferred course of action. In this section, findings from the plan’s “existing conditions” chapters as well as community engagement insights are used to build an Action Plan of strategies that support the implementation of the Master Plan. Each action item is accompanied by information (such as responsible party, possible partners, and general timeframe) to support its full implementation. The timeframes for each action item are defined below:

Immediate: Complete within 1 year

Short-Term: Complete within 1-3 years

Mid-Term: Complete within 3-5 years

Long-Term: Complete within 5-10 years

HOUSING

Summary

- » Brooklyn has a more diverse stock of housing than many communities across Michigan; however, there is an opportunity to encourage and allow for more Missing Middle housing types, such as accessory dwelling units, duplexes, and triplexes.
- » Many renters in Brooklyn are spending more than they can afford on housing costs, making housing affordability a key concern for many residents in the community.
- » There are opportunities for Brooklyn to explore partnerships with Jackson County, regional organizations like the Region 2 Planning Commission (R2PC), and the private sector to allow for more growth strategies like land banking to guide how land is developed.
- » The Village may investigate the recently passed State laws that incentivize housing development and improvements to existing housing to proactively encourage affordable housing options.

Community Input

- » Of the Village’s goals that are related to housing, most survey respondents strongly supported initiatives to enhance Brooklyn’s look and feel through improved property maintenance, safety, and appearance.

- » Residents have differing perceptions on how easy it is to find housing in Brooklyn. The greatest portion of respondents stated that they are “unsure” about how easy or difficult it is to find housing, likely an indicator that these residents have lived in the Village for many years and have not left their current home or looked for new housing.
- » 44.4% of respondents believe that Brooklyn has a variety of housing options.
- » Nearly half of all respondents indicated that they do not believe that tiny homes (500 sq. ft. or less) are appropriate in Brooklyn while one third expressed their support for them.
- » 64.6% of respondents support the implementation of a rental property maintenance ordinance.
- » Many respondents expressed the importance of revitalization and maintenance efforts to improve the appearance of homes, yards, and business facades. They noted that flowers and additional landscaping elements would act as a revitalization agent.
- » Community members described the importance of code enforcement and abiding by existing property maintenance ordinances, especially in relation to the appearance of personal homes and property.
- » When asked to describe preferences for housing typologies within the Village at the community open house, single-family homes were noted as the most preferable, followed closely by mixed-use homes (located on the second floor of commercial buildings). Senior living and townhomes received broad support as well.
- » Open house attendees noted that the most desirable aspects of all neighborhoods across Brooklyn included classic home designs, well-maintained homes and yards, abundant trees, walkability, and friendly neighborhoods. Attendees noted that for each neighborhood, there are opportunities to expand the sidewalk network, enforce visual standards and neighborhood clean-ups, lower driving speeds to promote safety, improve drainage infrastructure, and limit light pollution.

Table XX: Housing, Action Items

Action Item	Responsible Party/ Possible Partners	Timeframe
Amend Code Enforcement regulation and procedures to match International Property Maintenance Code regulations and procedures.	Planning Commission; Village Council; Village Code Enforcement	Immediate
Investigate appropriate standards for accessory buildings and garages.	Planning Commission	Short-Term
Amend the zoning ordinance to permit missing middle housing typologies in R-2 and R-3 residential zoning districts based on parcel sizes and existing neighborhood character.	Planning Commission; Village Council	Short-Term
Pair Code Enforcement efforts, amendments, and procedures with educational and neighborhood cleanup efforts to support property maintenance.	Village Code Enforcement; Corridor Improvement Authority; Walkability Committee; Community Development Organizations	Short-Term
Develop a rental property maintenance ordinance to ensure that rental properties are inspected to ensure a standard of living expectation that is consistent across the Village to promote health, welfare, and public safety.	Planning Commission; Village Council	Short-Term
Re-zone all residential parcels within the Village to match the updated zoning code and FLU map.	Planning Commission; Village Council	Short-Term
Consider and explore historic district designations to protect the distinct characteristics of older homes and historic neighborhoods.	Planning Commission; Village Council; Irish Hills Historical Society; State Historic Preservation Office	Mid-Term
Develop and adopt regulations on all new commercial development in and around downtown to encourage the inclusion of a residential or mixed-use component.	Planning Commission; Village Council; Corridor Improvement Authority; RRC	Mid-Term
Develop and adopt a housing pattern book with a diverse range of pre-approved housing templates across various typologies, including missing middle housing types.	Planning Commission; Village Council; MSHDA; MEDC	Long-Term
Amend the zoning ordinance to permit parks as a conditional land use in all residential zoning districts.	Planning Commission, Village Council	Short-Term
Work with private and nonprofit housing developers and others to encourage development and the redevelopment of vacant, underutilized, and brownfield sites, potentially in conjunction with a pre-approved housing pattern book.	Planning Commission; Village Council; Private and nonprofit housing developers; HUD; MEDC; MSHDA; RRC	Long-Term

NATURAL FEATURES, OPEN SPACE, AND RECREATION

Summary

- » Tree coverage within the Village provides benefits like cooler temperatures and better environmental quality.
 - » Implementing methods of green infrastructure, such as rain barrels, native rain gardens, bioswales, permeable surfaces, planter boxes, green roofs, and tree canopies can boost stormwater management and improve environmental quality within the Village.
 - » The Village benefits from the many water resources within the region, including 52 lakes within a ten-mile radius, which extensively enhance the area's natural beauty, recreational opportunities, and local ecosystems.
 - » The removal of the Brooklyn Dam is expected to significantly decrease community risk in the event of a dam failure. This removal will impact the community and regional ecosystem in ways that are expected to be positive; however, Brooklyn should closely monitor the River Raisin and associated waterbodies to ensure that any possible negative impacts are known.
 - » Continued enforcement of floodplain standards is important to ensure responsible growth that does not exacerbate flooding, and the Village may consider reevaluating land identified as "subject to periodic flooding."
 - » Continued protection of wetland areas during the planning and development process is vital to maintaining water quality, mitigating flooding, and preserving habitats. Brooklyn may consider wetland restoration in select areas of the Village.
 - » With a newly formed Parks & Recreation Board, enhancing and maintaining the Village of Brooklyn's parks and recreational facilities is a top priority.
- opportunities in the Village was the 3rd highest priority for respondents. Maintaining and enhancing existing parks and green spaces was the 4th highest priority.
- » Survey respondents emphasized a desire for more recreation opportunities in the Village, including additional parks, recreational businesses (such as mini golf), and a more comprehensive trail system to support walking, biking, and natural exploration.
 - » 39.7% of all survey respondents rated parks and recreation opportunities in Brooklyn as "Excellent" or "Good"; conversely, 43% of all respondents consider these opportunities "Average."
 - » 77.3% of all survey respondents expressed support for more summer activities as a part of their desired recreational programming, and 69.2% expressed support for more special events and festivals.
 - » Suggestions to improve Swain Park included a number of complimentary items from both survey respondents and open house attendees. These suggestions include implementing a walking path to enjoy the stream (as well as some lighting to ensure safety), trail connections within the park and between other areas in the Village, greater universal accessibility, playground equipment enhancements (including sport courts and a splash pad), eco-friendly features for playground equipment and walking path materials, a dog park, and a kayak/canoe livery.
 - » Suggestions to reimagine Weatherwax Park along Monroe Street also came from survey results and open house attendees. These ideas included parking improvements to address the current layout and expand capacity, instituting a farmer's market, updating accessibility for park features (such as the bathroom, sidewalks, and tables) as well as the features themselves, developing more parking and more lighting, creating a connection to sidewalk network, using the park to host various activities and events, and pursuing the construction of a river walk or a ribbon park along Monroe Street.
 - » 54.9% of all survey respondents expressed support for a park on the west side of town

Community Input

- » 75.4% of all survey respondents rated the environmental quality of the Village as "Excellent" or "Good."
- » Of the nine priorities that were outlined in the community survey, expanding recreational

Table XX: Natural Features, Open Space, and Recreation, Action Items

Action Item	Responsible Party/ Possible Partners	Timeframe
Redesign Weatherwax Park to cater to community events and parking.	Parks Board; Corridor Improvement Authority; Village Council	Immediate
Explore opportunity to expand Swain Park out to M-50 by purchasing vacant parcel with grant funding.	Parks Board; Village Council; MDNR	Immediate
Develop a Green Infrastructure Ordinance that supports sustainable landscaping, stormwater management, and tree maintenance in alignment with RRC requirements.	Planning Commission; Village Council; RRC	Short-Term
Review and amend street tree requirements as part of site development and site plan review process.	Planning Commission; RRC	Short-Term
Review and amend landscaping requirements as part of the site development and site plan review process.	Planning Commission; RRC	Short-Term
Align actions related to the Village’s park and recreation system with the current Parks and Recreation Plan and through the pursuit of grant funding through Michigan’s Department of Natural Resources.	Parks Board; Village Council; MDNR; R2PC; Experience Jackson; Intermunicipality Committee	Short-Term
Develop parking lot standards which address landscaping, beautification, and drainage concerns. Require all new development, and substantial re-surfacing projects to adhere to new standards.	Planning Commission	Short-Term
Incorporate events, festivals, and activities into the recreational programming of the Village.	Parks Board; Planning Commission; Corridor Improvement Authority; Community Stakeholders	Short-Term
Create a feasibility study for a park on the west side of the Village, identifying best-fit locations, land acquisition options, community need, and site-specific concepts.	Parks Board; Village Council; MDNR	Short-Term
Create a feasibility study for a path that connects Swain Memorial Park and Weatherwax Park.	Parks Board; Walkability Committee; Planning Commission; Village Council; MDNR	Short-Term
Install bike parking that incorporates an element of public art and provides a sense of placemaking.	Planning Commission; Corridor Improvement Authority	Short-Term
Conduct a tree inventory to document current tree canopy and identify priority areas for expansion by developing an Urban Forestry Management Plan. Share the findings of this inventory to educate the public about best practices for maintaining tree coverage and appropriate regulations for tree maintenance and replacement.	Parks Board; Planning Commission; Village Council; Walkability Committee	Mid-Term

Action Item	Responsible Party/ Possible Partners	Timeframe
Consider monitoring and renaming land identified as “subject to periodic flooding.”	Planning Commission; Village Council	Mid-Term
Evaluate the benefits and general need to restore wetlands in appropriate areas of the Village by conducting a wetland inventory and feasibility study.	Planning Commission; Village Council; MDNR	Mid-Term
Complete the MI Green Communities Challenge	Michigan Green Communities; EGLE	Mid-Term
Enforce floodplain standards to ensure that sustainable growth does not increase flood risk.	Village Council; Planning Commission; MDNR	Long-Term
Coordinate with the Arbor Day Foundation for a tree giveaway program to support private property owners in planting trees on their property.	Village Council; MDNR; Arbor Day Foundation	Long-Term

COMMUNITY FACILITIES AND UTILITIES

Summary

- » Despite its small size, the Village of Brooklyn offers a host of services and amenities to its residents, including educational facilities, emergency services, and water and sewer infrastructure.
- » There are many inpatient medical facilities in the Village including primary care physicians, dentists, optometrists, and others. There are nearby medical facilities in Jackson as well as Ann Arbor for more specific and intensive medical needs.
- » WellWise Services Area Agency on Aging provides many valuable services to older and disabled residents to ensure they can live as independently as possible.
- » The water system in the Village is a well, and maintenance on it has been completed consistently, with upgrades made to ensure that the system functions as it should. Currently the system has plenty of capacity to serve Village requirements.
- » The Village lies within a well protection area, that is monitored to ensure the water in it is clean for human consumption. Data collected shows that the Village water supply remains safe for use.
- » The Village sewage system is a part of a larger system that is headquartered in Leoni

Township. The system serves 13 communities in the area, and a recent \$11.8 million upgrade to the system was completed in 2023.

Community Input

- » 40.4% of survey respondents stated that they believe Village infrastructure is of “Excellent” or “Good” quality. Conversely, 23.2% of respondents consider the infrastructure to be “Poor” or “Very Poor.”
- » Survey respondents indicated that upgraded public facilities, such as public restrooms and parking areas in high-traffic spaces, are a priority for future investment.
- » Pedestrian lighting infrastructure across the Village was perceived as adequate by 35.8% of all respondents. However, 33% indicated that they considered this infrastructure to be lacking, and 30.7% were unsure. The division in these results may indicate that the Village should officially evaluate pedestrian lighting infrastructure in areas across Brooklyn to identify priority areas for improvement.
- » 50% of survey respondents support dedicated efforts to improve and expand lighting.
- » In identifying areas for improvement in neighborhoods across Brooklyn, attendees that live in Area 3 (southeast quadrant) noted concerns about water drainage as well as instances of flooding.

Table XX: Community Facilities and Utilities, Action Items

Action Item	Responsible Party/ Possible Partners	Timeframe
Perform an audit of street lighting and public safety conditions and use results to create a plan to expand lighting throughout the Village.	Village Council; Walkability Committee; Planning Commission; CIA	Immediate
Evaluate where in the Village public facilities (i.e., public restrooms and parking) should be expanded. Pursue grant funds for these projects.	Village Council; Planning Commission	Immediate
Explore the benefits and challenges of expanding the water utility and related partnerships outside of the Village.	Village Council; Planning Commission	Immediate
Encourage buried power lines and fiber with all new development and redevelopment projects, and consider zoning ordinance language that prohibits structures and restrict plantings to ornamental trees and lower landscaping underneath power and telecommunications lines that must remain aboveground.	Planning Commission	Short-Term
Partner with the WellWise Services Area Agency on Aging for Village events and other applicable uses such that the Agency is promoted to residents, and the Village utilizes the space for community-driven purposes.	Village Council; Planning Commission; Parks Board; WellWise Services Area Agency on Aging	Short-Term
Implement recommendations from the Lighting Plan to expand lighting throughout the Village.	Village Council; Walkability Committee; Planning Commission; CIA	Short-Term
Establish the Village of Brooklyn as a clear leader in regional discussions regarding the future of the Regional Sewer System and other wastewater management plans. Actively work with all local stakeholders to develop understanding and buy-in for the shared economic value of an upgraded and consolidated regional sewer infrastructure.	Village Council; Planning Commission; Village Manager; DPW Manager; County Drain Commissioner; Columbia Township	Mid-Term
Develop a new community building for use by Scouts, museum, seniors, and community groups to replace old Scout Cabin.	Village Council; Planning Commission; Parks Board; Local Scout group	Mid-Term
Implement projects to expand public facilities with acquired grant funds.	Village Council; Planning Commission	Mid-Term

TRANSPORTATION

Summary

- » The Village of Brooklyn is connected by the region’s road network to other cities and municipalities, such as Jackson, Ann Arbor, and Lansing. Main Street is the only arterial road in the Village.
 - » Most of the roads in the Village are local roads, meaning that Brooklyn has jurisdiction over the majority of its roadways.
 - » The majority of the roads in the Village are rated by the PASER system to be in good or fair condition.
 - » There have been relatively few crash or traffic incidents in the Village with no reports of fatal injuries.
 - » There is an extensive bikeway network just outside the Village that can be expanded within the Village’s boundaries as well.
 - » There are no direct and exclusive forms of public transportation in the Village, presenting an opportunity to partner with other local transportation resources.
 - » The Brooklyn Airport provides a connection to Brooklyn residents by air travel, and it serves as an employment center and a driver for economic activity. As a transportation hub in the Irish Hills Region, there are opportunities for expansion.
- » Parking improvements (such as clearer signage to indicate available parking and adding parking spaces where appropriate) were discussed by respondents as opportunities for improvement.
 - » Road improvements were noted as a priority to improve safe driving within the Village. Lower speed limits and repaving appropriate parts of the road system were suggested improvements.
 - » While 96% of survey respondents state that they often use a car as their transportation method, only 75.7% stated that this was their ideal form of transportation. Conversely, 52.6% stated that they walk regularly, but 67.1% stated that walking is their ideal form of transportation. Similarly, 20% bike regularly, but 37.6% would prefer to bike.
 - » 45.5% all survey respondents stated that they “disagree or strongly disagree” with the statement that Brooklyn has ample sidewalks in good condition for walking or biking. This aligns with desires to improve the Village’s sidewalk system to better promote non-motorized forms of transportation.
 - » 68.8% of survey respondents supported the prospect of dedicating additional Village resources to sidewalk improvements and expansions.
 - » In identifying possible areas for improvement in Brooklyn’s neighborhoods, open house attendees that lived in Neighborhood 2 (northeast quadrant) noted concerns about fast driving in the neighborhood and using a residential road as a cut through.

Community Input

- » Survey respondents indicated that increasing safe, non-motorized connectivity through sidewalk improvements and expansions is the highest priority for the Village. Sidewalks as a

Table XX: Transportation, Action Items

Action Item	Responsible Party/ Possible Partners	Timeframe
Explore funding for sidewalk improvements at the local, state, and federal levels.	Walkability Committee; Village Council	Immediate
Conduct a parking study for the Downtown district and surrounding residential and commercial areas to determine existing capacity and strategies for better parking management.	Village Council; Corridor Improvement Authority; Parks and Recreation Commission; Transportation/Parking Study Consultant	Immediate

Action Item	Responsible Party/ Possible Partners	Timeframe
Evaluate the adoption of a complete streets policy or ordinance to formalize Michigan's Complete Streets legislation (2010 PA 135) and require the implementation of complete streets elements during roadway planning and design.	Village Council; Planning Commission; MDOT	Immediate
Enhance the City's major gateways with appropriate landscaping, street-scaping, signage, and branding.	Village Council; Planning Commission	Immediate
Identify sidewalk segments that have the greatest need for repairs and develop a phased plan to implement these repairs in coordination with MDOT and with other partners as needed.	Walkability Committee; Townships; Village Council; MDOT; Safe Routes to Schools	Short-Term
Adopt design standards that require the implementation of complete streets elements during roadway planning and design.	Village Council; Planning Commission; MDOT	Short-Term
Require and amend street tree requirements as part of site development and site plan review process.	Planning Commission; RRC	Short-Term
Review and amend landscaping requirements as part of the site development and site plan review process.	Planning Commission; RRC	Short-Term
Implement traffic calming measures at strategic road segments and intersections to improve safety for non-motorized transportation methods across the Village.	Village Council; Planning Commission; Michigan Department of Transportation (MDOT); Jackson County Department of Transportation (JCDOT)	Short-Term
Develop a subarea plan for the corridor (M-50) with additional crosswalks and traffic calming measures and apply for the Transportation Alternatives Program (TAP).	Walkability Committee; Corridor Improvement Authority; Village Council; MDOT; Engineering Consultant; Office of Rural Prosperity	Short-Term/Mid-Term
Conduct a traffic study for the highest volume traffic areas of Brooklyn to investigate avenues of traffic calming to promote greater safety for drivers and bicyclists that share the road.	Village Council; Transportation Asset Management Council (TAMC); JCDOT; Transportation Consultant	Mid-Term
Investigate traffic patterns on Constitution Road and assess the feasibility and impact of traffic calming measures to discourage speeding.	Village Council; JCDOT	Mid-Term
Encourage walking, biking and other recreation by strengthening Brooklyn's nonmotorized trail network within the village as well as its connections with the region's nonmotorized network.	Village Council; Planning Commission; Parks and Recreation Commission	Mid-Term
Develop a nonmotorized transportation plan that identifies priority multimodal routes and the improvements needed to achieve comfort for various user types using MDOT's Multi Modal Development and Delivery Guidebook.	Village Council; Planning Commission	Long-Term

ECONOMIC DEVELOPMENT

Summary

- » While Brooklyn's unemployment rate (1.3%) was considerably lower than the County's (3.3%) and the State's (3.6%) in 2023, the Village also has the greatest percentage of residents over 16 that are not participating in the workforce.
- » The employment industries of manufacturing and educational services, health care, and social assistance are the most prominent in the Village. Both industries have grown from 2013 to 2023; however, the industries of retail trade, transportation and utilities, and arts, entertainment, and food services experienced notable decreases over the same period.
- » In 2023, the average commute time for workers residing in Brooklyn was 30 minutes. On a daily basis, 636 individuals are predicted to commute into the Village for work while 489 Village residents commute outside of the Village boundary. Only 35 individuals live and work in the Village.
- » Brooklyn's Corridor Improvement Authority (CIA) was established in 2018 to combat deterioration in business districts, redevelop commercial corridors, and promote economic growth. The CIA's Tax Increment Financing (TIF) Plan and Development Plan prioritizes updated signage and improvements to non-motorized pathways, physical improvements to unify the Village's commercial landscape, marketing and promotion efforts for CIA-sponsored events, and business assistance projects to support the creation of a unified architectural appearance in Brooklyn.
- » The four primary components of Brooklyn's economic development strategy include offering support for existing businesses, identifying desired uses and attracting future businesses, pursuing (and encouraging) mixed-use development, and pursuing the creation of a Community Development Plan. Ideally, this plan will cover and recommend desirable streetscape elements and placemaking opportunities, describe zone development typologies for distinct commercial identities across the Village, and conduct a parking analysis to determine overall parking capacity and utilization.
- » The chapter concludes with overviews of 12

different redevelopment sites. These sites are distributed across the Village and are currently zoned for industrial, commercial, and residential uses. Each site's description includes the characteristics of the site currently, zoning and ownership information, and community insights regarding desirable uses to pursue in each space.

Community Input

- » Community survey insights highlighted the ways in which the Village's commercial areas could support overall small-town charm. The most prominent insights from survey takers included a desire for even more community events and associated marketing to attract visitors, business attraction and support to lower the presence of vacant storefronts across the Village, and more restaurants and dining establishments.
- » 54.5% of survey respondents rated their job satisfaction as good or excellent.
- » 52% of survey respondents rated the Village's retail and restaurants as excellent or good.
- » Survey respondents expressed moderate support to update the zoning ordinance to be user-friendly and to encourage attractive developments. The same is true for establishing a downtown business identity and design standards to help attract businesses.
- » Survey respondents expressed the importance of revitalization and maintenance to improve the appearance of business facades. Many noted that flowers and additional landscaping elements would act as a revitalization agent.
- » Business attraction and retention to reduce vacancies and offer a greater variety of shops were highlighted by the community as well, highlighting the connection between supporting new businesses and improving the appearance of shopfronts that are currently vacant.
- » Family-oriented activities, systems, and spaces to support current families in the Village were continually supported. Specific suggestions included more sporting facilities and additional parks, outdoor activities for families and children, spaces for families to spend time together, making downtown family-friendly, safer sidewalks connections from and between neighborhoods, and events and parades that serve as an attractor for both residing and visiting families.

- » At the community open house, attendees provided feedback on 12 possible redevelopment sites. These sites are scattered across the Village and are currently zoned for residential, commercial, or industrial uses. Suggestions varied widely and included many requests for more parks, general recreation areas, and additional housing.
- » When asked to provide examples of small towns that are doing things well, open house attendees noted that the most desirable attributes included walkability, vibrant downtowns with a dense balance of retail spaces, businesses, and dining establishments, and strong connections between commercial areas and recreational spaces.

Table XX: Economic Development, Action Items

Action Item	Responsible Party/ Possible Partners	Timeframe
Attract commercial development to the downtown that will serve the needs of the community and complement the existing mix of businesses (e.g. restaurants, retail, entertainment, etc.)	Planning Commission; Downtown Business Community	Ongoing
Identify gaps in existing mix of businesses and develop and implement a strategy to attract commercial development to the downtown that will fill these gaps and serve the community.	Planning Commission; Corridor Improvement Authority; Business Community	Immediate
Work with current property owners of identified redevelopment sites as well as prospective developers to facilitate development processes that align with the Master Plan.	Village Council; Planning Commission; Developers	Short-Term
Continue investing in façade improvements of existing buildings to increase the appeal of commercial storefronts across commercial properties.	Planning Commission; Corridor Improvement Authority (CIA); RRC; MEDC	Short-Term
Create marketing and tourism strategies to attract customers to the existing businesses.	Planning Commission; Corridor Improvement Authority; Chamber of Commerce; EJ; IM	Short-Term
Market vacancies in Brooklyn’s industrial zones to lighter industrial uses, including research and development industries as well as office and non-nuisance industrial uses.	Planning Commission; Corridor Improvement Authority; MEDC; RRC; Accelerate Jackson	Short-Term
Create and implement a Community Development Plan that includes various initiatives and goals for commercial areas beyond the designated CIA Development Area.	Planning Commission; Village Council	Short-Term
Pursue partnership with Columbia Township to support further economic development within existing commercial corridors.	Village Council; Planning Commission; Corridor Improvement Authority	Short-Term
Establish a mixed-use commercial zone to support a wide range of compatible uses in direct proximity to each other.	Village Council; Planning Commission	Short-Term
Re-zone all commercial and industrial parcels within the Village to match the updated zoning code and FLU map.	Village Council; Planning Commission	Short-Term

Action Item	Responsible Party/ Possible Partners	Timeframe
Coordinate and implement DRIVE Jackson strategies and goals to advance broader regional strategy.	Village Council; Chamber of Commerce; DRIVE Jackson; Intermunicipal Council	Mid-Term
Formalize and pursue appropriate development in economic development zones outlined in the Master Plan.	Village Council; Planning Commission; Corridor Improvement Authority; Chamber of Commerce	Mid-Term
Support commercial development by encouraging the revitalization of buildings that have become vacant and/or retrofitting them to support new commercial activities.	Planning Commission; CIA; MEDC	Mid-Term
Implement RRC Essentials Best Practices to streamline development review processes to support and incentivize the repurposing of vacant buildings and help plan for and prioritize the Village's future.	Planning Commission; Village Council; Village Staff; RRC; MEDC	Mid-Term
Explore and implement opportunities to support economic development and business attraction throughout the Village, including simplified zoning ordinance language for prospective business owners, administrative approval processes for desirable commercial uses, and strong channels of communication between applicants and staff.	Village Staff; Planning Commission; Village Council; RRC	Mid-Term
Add a commercial district blight ordinance with special conditions for the maintenance and appearance of vacant properties.	Village Staff; Planning Commission	Mid-Term
Develop and provide aesthetic design guidelines for new buildings in the Village.	Village Staff; Planning Commission	Mid-Term
Support the development of new, attainable housing by connecting these actions to the needs of the workforce and efforts to attract and retain workers.	Village Council; Planning Commission	Mid-Term

FUNDING OPPORTUNITIES

The landscape of grant funding is quickly changing in terms of grant availability and general eligibility terms. Despite the ever-fluctuating nature of grant funding opportunities, the Village of Brooklyn's adoption of an updated Master Plan represents a productive step towards having the ability to competitively pursue grant funds that align with any of the action items outlined in this chapter. State and community-based entities that commonly offer grants in alignment with the Village's most prevalent goals are described below. While the actual grants offered may change from year to year, these entities

are highly likely to continue in their ability to provide funding for communities that seek it.

State of Michigan

Michigan Department of Agriculture and Rural Development

The Michigan Department of Agriculture and Rural Development provides grant opportunities to promote the sustainability of land-based industries and support infrastructure that benefits rural communities.¹ The Rural Development Fund provides support to ensure the sustainability of land-based industries (such as food and agriculture,

forestry, and tourism), rural infrastructure systems, business development and job retention, and talent development and training, include workforce housing and childcare.

Michigan State Housing Development Authority (MSHDA)

MSHDA seeks to support the development and provision of safe and affordable housing, neighborhoods, and communities through financial and technical assistance. Grants provided by the Authority commonly support low-income housing subsidies, incentives for housing development, neighborhood maintenance and development, and overall housing financing and development.

Michigan Economic Development Corporation (MEDC)

MEDC seeks to promote the economic viability and development of places across the entire state of Michigan. Many funding opportunities are intended to support small, local businesses by offering financial support – however, various other grant programs are geared towards communities that seek to pursue redevelopment projects that will reactivate and attract visitors, therefore supporting the local economy.

Michigan Department of Environment, Great Lakes, and Energy (EGLE)

Funding opportunities provided by EGLE are intended to help applicants achieve the mutual goal of protecting and enhancing environmental quality across Michigan.² A broad array of grant and loan programs offer support for brownfield remediation and redevelopment, waste and stormwater infrastructure projects, preventing pollution and environmental contamination, and providing funding for the installation of renewable energy sources.

Michigan Department of Labor and Economic Opportunity (LEO)

The Rural Readiness Grant Program, administered through LEO, provides rural communities with up to \$50,000 to support collaborative planning and capacity initiatives. Funds from the grant can be used to support a wide range of local needs, including housing, broadband, placemaking, energy, transportation, health, infrastructure, and economic development.³

Michigan Department of Natural Resources (MDNR)

MDNR administers grants intended to support healthier, safe, and more vibrant communities through various recreational opportunities, enhanced wildlife habitats, and robust public safety systems. While many of the Department's grants support recreational goals and projects that align with a community's most recent Parks and Recreation Plan, many other community domains can be supported and funded through departmental grants. Other areas include aquatic and wildlife grants, forestry grants, and law enforcement and safety grants.⁴

Michigan Department of Transportation (MDOT)

MDOT provides grant funding, primarily for state and local road agencies, in order to pursue the greatest possible impact on economic development and job creation across the state.⁵ Focus areas for the Department's various grant programs include electric vehicle infrastructure, bike path and streetscape improvements, Safe Routes to Schools, general transportation infrastructure, and a Rural Task Force Program.

Michigan Health Endowment Fund

The Michigan Health Endowment Fund provides grants to nonprofit organizations in Michigan that work to improve health and wellness opportunities within communities. There are several categories of grants, such as "healthy aging" and "nutrition & healthy lifestyles." WellWise Services in Brooklyn has received Michigan Health Endowment Fund grants in the past, and there is an opportunity for the Village to partner with WellWise Services to pursue additional grant funding.⁶

Community Foundations

Jackson Community Foundation

The Jackson Community Foundation seeks to improve the quality of life for Jackson County, Michigan residents by distributing grants from donor's contributions to support a wide range of community priorities. Grants support youth, education, and teaching; community building and systems change initiatives; young professionals; and various community-based activities.⁷

Consumers Energy Foundation

Consumers Energy Foundation offers funding and grant support to communities located across Michigan's lower peninsula. Grants offered by the foundation should focus on poverty reduction and providing benefits to economically vulnerable residents; protecting and/or restoring land, water, and air quality; and supporting Michigan's economy through safe neighborhoods, job growth, and tourism.⁸

Sources

- 1 Michigan Department of Agriculture and Rural Development. "Rural Development Fund Grants." <https://www.michigan.gov/mdard/business-development/grantfund/rural-development-fund-grants>
- 2 Michigan Department of Environment, Great Lakes, and Energy. "Funding opportunities." <https://www.michigan.gov/egle/regulatory-assistance/funding>
- 3 Michigan Department of Labor and Economic Opportunity's Office of Rural Prosperity. "2025 Office of Rural Prosperity Rural Readiness Grant Guidelines." <https://www.michigan.gov/leo/-/media/Project/Websites/leo/Documents/ord/RRGP4/RRGP-Round-4-Guidelines.pdf?rev=574bfde2b76a4199b124282996ef7ccf&hash=397EDD91A82734B2CA36227ADAB4A3C7>
- 4 Michigan Department of Natural Resources. "Grants." <https://www.michigan.gov/dnr/buy-and-apply/grants>
- 5 Michigan Department of Transportation. "Grant programs." <https://www.michigan.gov/mdot/programs/grant-programs>
- 6 Grant Programs." Michigan Health Endowment Fund. 2025 <https://mihealthfund.org/grantmaking>
- 7 Jackson Community Foundation. "Grants." <https://www.jacksoncf.org/grants>
- 8 Consumers Energy Foundation. "Grant Seekers." <https://www.consumersenergy.com/community/foundation/grant-seekers>

Appendix
