

VILLAGE OF PINCKNEY

ECONOMIC DEVELOPMENT STRATEGY



Gateway to Play

Village Hall
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EXECUTIVE SUMMARY

The Village of Pinckney is located in southern Livingston County. Pinckney's central location offers its residents convenient access to the major metropolitan centers of Lansing, Flint, Detroit, and Ann Arbor via the major expressways of I-96, US 23, and I-94. Interstate 96 is approximately 12 miles north of Pinckney, US-23, 13 miles to the east and Interstate 94, nine miles to the south. This convenient location is advantageous for the Village's economic prosperity and the general quality of life for its residents, many of whom are commuter families that desire a more rural environment.

In the first decade of the 2000's, the Village was impacted by the economic downturn. The Southeastern Michigan region lost virtually all of the jobs garnered during the robust 1990's. The Village's downtown area was hit hard by the loss of employment, and several buildings remained vacant for years. The COVID-19 pandemic had a significant impact on the manufacturing, healthcare services, retail trade, talent and workforce. Retail is expected to continue to decline and brick and mortar retail sales jobs affected by growth in online shopping and labor saving technology (ie: self-checkouts and the desire for warehouse clubs and discount stores). In order for the Village to remain economically competitive, it is important that economic development continues to be a key priority for the Village

This economic development strategy will serve as a framework for the Village in order to promote a prosperous and vibrant community for residents, visitors, and businesses. A strong business climate is essential to both grow business and jobs while at the same time continue to place priority on maintaining the values and small-town feel of the Village. This document uses information from the Southeast Michigan's Comprehensive Economic Development Strategy, Economic Development Council of Livingston County, the Village of Pinckney Master Plan, the Parks and Recreation Master Plan, the DDA Development Plan, and the Village's Capital Improvement Plan in order to establish a guide for economic development that aligns with set-goals while preparing for new trends in the global economy.

The vision laid out in this strategy includes renewed investment and increased foot-traffic in the Village downtown as the central point in the village; enhancing and embracing Pinckney's small-town identity. The Village must be inclusive to accommodate a changing workforce through new housing, educational, and recreational opportunities. Providing bicycle and pedestrian mobility options is an important and key component of our region's transportation system. A nonmotorized system improves quality of life by increasing mobility, health and recreation options for people of all ages and abilities.

The implementation of this strategy must take present challenges in the Village into account in order to reduce obstacles and achieve optimal results. Vacancies in Downtown Pinckney hinder development, and strategies to promote infill development and redevelopment are essential to the revitalization of downtown. In addition, local companies struggle to hire the talent that they need in Livingston County. A successful economic development strategy must consider ways to be inclusive of workers from a variety of backgrounds in order to satisfy local talent needs. The impact of the pandemic made some workers more vulnerable than others. According to SEMCOG, those workers are likely to have less formal education and more likely to be young, female, minority, and part-time employees. This along with the dramatic aging of the population, makes it difficult for employers to find qualified workers. It is important to have effective plans and policies that can help provide security and equity to vulnerable populations.

In order to encourage economic development locally, the Village works closely with the Downtown Development Authority (DDA) and the Economic Development Council of Livingston County (EDCLC). The DDA is a Tax Increment Financing (TIF) district that was established in 2001. Through its authority, the DDA captures tax increases associated with building and/or property improvements within the district. The

amount of taxes captured through the TIF is then reinvested in the DDA District, facilitating further investment by property owners and encouraging downtown development.

The pandemic demonstrated the increase in need for available and affordable broadband access for education, business and quality of place. It is critical for every element of our lives and is an essential tool for remote learning, work-from-home, economic development, community services, creating quality places and attracting talent and access to essential services.

The Economic Development Council of Livingston County (EDCLC) is the local Economic Development Organization representing Livingston County. The EDCLC oversees a contract with Ann Arbor SPARK, whose staff provides county-wide business expansion, attraction, and retention services. The EDCLC is a part of the Greater Ann Arbor Region and partners closely with the Michigan Economic Development Corporation and Michigan Works! Southeast to connect local companies with resources to help them invest and create new jobs.

POPULATION CHARACTERISTICS

According to the U.S. Census Bureau, the population of the Village of Pinckney showed significant increases over the past thirty years, consistent with the growth experienced by Putnam Township and Livingston County. According to SEMCOG data, after losing population between 2001 and 2011, southeast Michigan’s population started growing again in 2012. Projections provided by SEMCOG indicate continued population increases in the future. The proportion of households with children have decreased from 2010 to 2020, while households with seniors have increased.

POPULATION AND HOUSEHOLD DATA

	Census 2020	Census 2010	SEMCOG 2045
Total Population	2,415	2,427	2,845
Household Population	2,347	2,417	2,824
Housing Units	934	927	-
Occupied Units	921	869	1,156
Average Household Size	2.53	2.78	2.44

*Source: U.S. Census Bureau & SEMCOG

FORECASTED POPULATION CHANGE 2015-2045

Age Group	2015	2020	2025	2030	2035	2040	2045	Change 2015 - 2045	Pct Change 2015 - 2045
Under 5	136	136	125	102	92	123	127	-9	-6.6%
5-17	455	375	392	400	350	477	440	-15	-3.3%
18-24	229	151	152	142	86	161	205	-24	-10.5%
25-54	923	826	789	737	743	1,106	1,070	147	15.9%
55-64	292	294	289	258	208	263	281	-11	-3.8%
65-84	164	220	252	325	497	632	584	420	256.1%
85+	27	28	47	66	82	118	138	111	411.1%
Total	2,226	2,030	2,046	2,030	2,058	2,880	2,845	619	27.8%

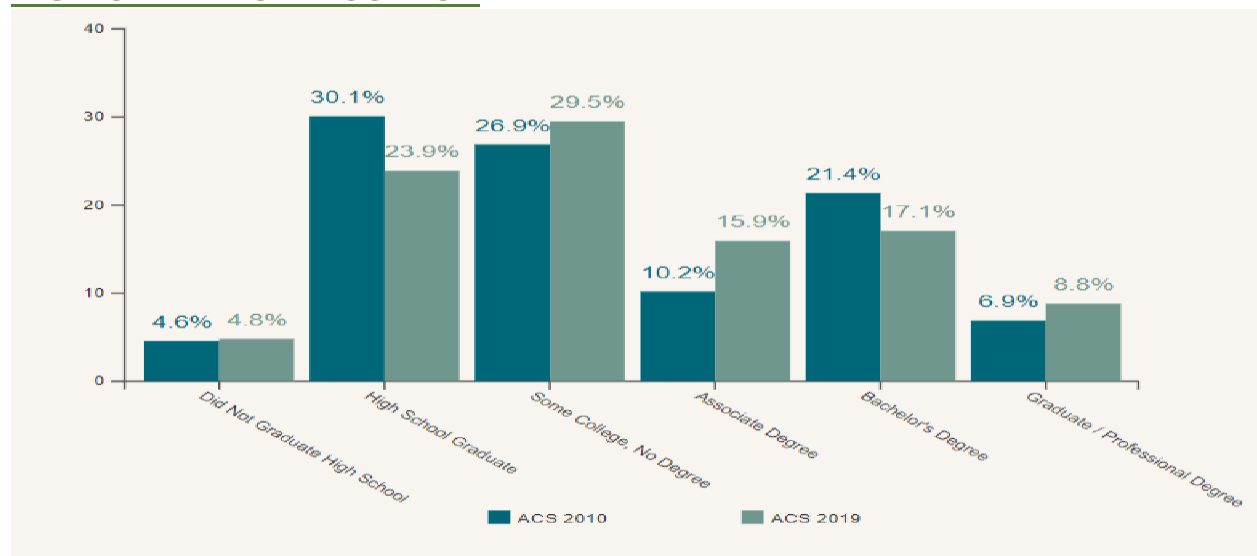
*Source: SEMCOG 2045 Regional Development Forecast

RACE

Race and Hispanic Origin	Census 2010	Percent of Population 2010	Census 2020	Percent of Population 2020	Percentage Point Change 2010-2020
Non-Hispanic	2,384	98.2%	2,361	97.8%	-0.5%
White	2,344	96.6%	2,207	91.4%	-5.2%
Black	2	0.1%	11	0.5%	0.4%
Asian	8	0.3%	25	1%	0.7%
Multi-Racial	25	1%	108	4.5%	3.4%
Other	5	0.2%	10	0.4%	0.2%
Hispanic	43	1.8%	54	2.2%	0.5%
Total	2,427	100%	2,415	100%	0%

*Source: U.S. Census Bureau Decennial Census, SEMCOG

HIGHEST LEVEL OF EDUCATION



*Source: U.S. Census Bureau, ACS 5 Year Estimates 2006-2010/2015-2019, SEMCOG

HOUSING

The growth in population, households, and housing units from 2000 and 2020 for the Pinckney-Putnam area is consistent with the trend in the economy experienced in Livingston County and southeast Michigan. There was a clear drop in the total of residential building permits in the mid 2000's with significantly fewer permits issued from 2005 to approximately 2012.

Since the Village was platted in 1837 around a central town square north of a mill and on a main trail, the Pinckney-Putnam area has largely remained a rural community including low density residential development in the Township and higher density residential development with commercial establishments in the Village along Main Street. This development pattern is principally due to a limited road network combined with numerous lakes, wetlands, and natural features. The predominant land use in Putnam and Pinckney is residential with rural residential land uses encompassing about half of the Township's land area

and single-family residential land uses about half of the Village land area. Parks, trails, and open spaces amount to 12 percent of the Village and 27 percent of the Township.

Anticipating future demand for land use supports the redevelopment process while respond to economic changes. It can balance the needs of the community by providing a mix of housing options and outdoor recreation. Regional data should factor in the decision-making process to ensure that we can coordinate and sustain growth.

HOUSING TYPES

Housing Type	ACS 2010	ACS 2019	Change 2010-2019	New Units Permitted Since 2018
Single Unit	822	768	-54	4
Multi-Unit	82	169	87	0
Mobile Homes or Other	0	0	0	0
Total	904	937	33	4
Units Demolished				-0
Net (Total Permitted Units - Units Demolished)				4

*Source: U.S. Census Bureau, ACS 5 Year Estimates 2006-2010/2015-2019, SEMCOG (ACS=American Community Survey – US Census)

HOUSING VALUE AND RENT

Housing Value (in 2019 dollars)	ACS 2010	ACS 2019	Change 2010-2019	Percent Change 2010-2019
Median housing value	\$214,477	\$178,100	-\$36,377	-17%
Median gross rent	\$1,224	\$699	-\$525	-42.9%

*Source: U.S. Census Bureau, ACS 5 Year Estimates 2006-2010/2015-2019, SEMCOG

HOUSING TENURE

Housing Tenure	Census 2010	ACS 2019	Change 2010-2019
Owner occupied	690	714	24
Renter occupied	179	195	16
Vacant	58	28	-30
Seasonal/migrant	2	0	-2
Other vacant units	56	28	-28
Total Housing Units	927	937	10

*Source: U.S. Census Bureau, ACS 5 Year Estimates 2006-2010/2015-2019, SEMCOG

WORKFORCE

Individual incomes increased 10.3% from 2010 to 2021 while the median household income increased 3.2% in the village for that same period. Baby boomers are retiring or nearing retirement in great masses, leading to reductions in workforce size, skill sets and institutional knowledge. Industries most impacted by the COVID-19 pandemic were food services and drinking places, hospitality, and indoor recreation and entertainment. The strongest regional employment growth is in health services. It is important

to pay attention to shifts in society and understand the transformation of future healthcare services. With the increase in remote work opportunities, people have more flexibility about where they live as long as they have good broad band. Changing demographics and economics requires workforce attraction and retention.

The development of electric and autonomous vehicles will affect transportation and infrastructure. We need a balance of modes of transportation to provide access to work and services. COVID-19 pandemic emphasized the importance of health on our economic resilience. Recent events highlighted the importance of diversity, equity and inclusion that impacts our region, opportunities and prosperity. The pandemic made it clear that our region’s health and economy are linked.

Rank	Where Workers Commute From	Workers	Percent
1	Pinckney	194	22.9%
2	Putnam Twp	159	18.8%
3	Hamburg Twp	153	18.1%
4	Out of the Region, Instate	62	7.3%
5	Dexter Twp	53	6.3%
6	Genoa Twp	40	4.7%
7	Unadilla Twp	29	3.4%
8	Brighton Twp	24	2.8%
9	Out of State	23	2.7%
10	Dexter	16	1.9%
-	Elsewhere	94	11.1%
* Workers, age 16 and over employed in Pinckney		847	100%

Rank	Where Residents Work *	Workers	Percent
1	Ann Arbor	296	21.1%
2	Pinckney	194	13.8%
3	Scio Twp	117	8.3%
4	Out of the Region, Instate	66	4.7%
5	Green Oak Twp	64	4.6%
6	Brighton Twp	59	4.2%
7	Northfield Twp	57	4.1%
8	Brighton	47	3.3%
9	Genoa Twp	34	2.4%
10	Pittsfield Twp	31	2.2%
-	Elsewhere	441	31.4%
* Workers, age 16 and over residing in Pinckney		1,406	100%

Source: U.S. Census Bureau – 2012-2016 CTPP/ACS Commuting Data and Commuting Patterns in Southeast Michigan

INCOME LEVELS

Income (in 2021 dollars)	2010	2021	Change 2010-2021	Percent Change 2010-2021
Median Household Income	\$65,990	\$68,086	\$2,096	3.2%
Per Capita Income	\$34,343	\$37,879	\$3,536	10.3%

Source: U.S. Census Bureau, 2006-2010 and 2017-2021 American Community Survey 5-Year Estimates

Annual Household Income	Workers	Percent
\$200,000 or more	296	21.1%
\$150,000 to \$199,999	194	13.8%
Scio Twp	117	8.3%
Out of the Region, Instate	66	4.7%
Green Oak Twp	64	4.6%
Brighton Twp	59	4.2%
Northfield Twp	57	4.1%
Brighton	47	3.3%
Genoa Twp	34	2.4%
Pittsfield Twp	31	2.2%
Elsewhere	441	31.4%
	1406	100.00%

Source: U.S. Census Bureau, 2006-2010 and 2017-2021 American Community Survey 5-Year Estimates

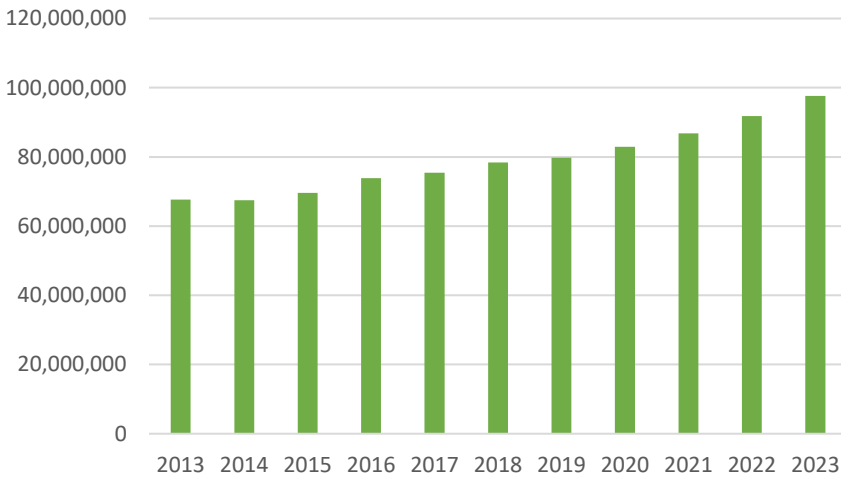
Poverty	ACS 2010	% of Total (2010)	ACS 2019	% of Total (2019)	% Point Chg 2010-2019
Persons in Poverty	167	7.3%	141	6.1%	-1.2%
Households in Poverty	60	6.9%	63	6.9%	0%

*Source: U.S. Census Bureau, ACS 5 Year Estimates 2006-2010/2015-2019, SEMCOG

TAX BASE

Today, the Village's total taxable value is \$97,631,245 which, at a millage rate of 8.0587, yields the Village's general fund over \$786,780 in property tax revenue. Property tax revenue is the Village's largest revenue source, making up 50% of the total general fund.

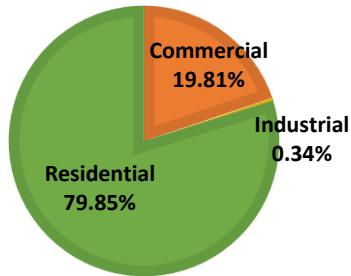
Pinckney Total Taxable Value over 10 Years



2013 TV	67,688,140
2014 TV	67,522,940
2015 TV	69,623,040
2016 TV	73,885,470
2017 TV	75,407,630
2018 TV	78,390,260
2019 TV	79,800,770
2020 TV	82,901,390
2021 TV	86,821,810
2022 TV	91,756,582
2023 TV	97,631,245

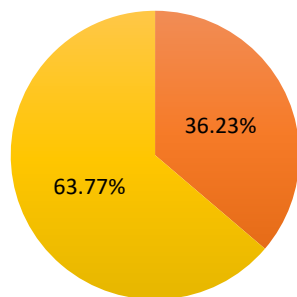
2023 Real Property Taxable Value by Class

Commercial Industrial Residential



Agricultural	0
Commercial	18,439,365
Industrial	316,694
Residential	74,304,955
	93,061,014

2023 Personal Property Taxable Value by Class

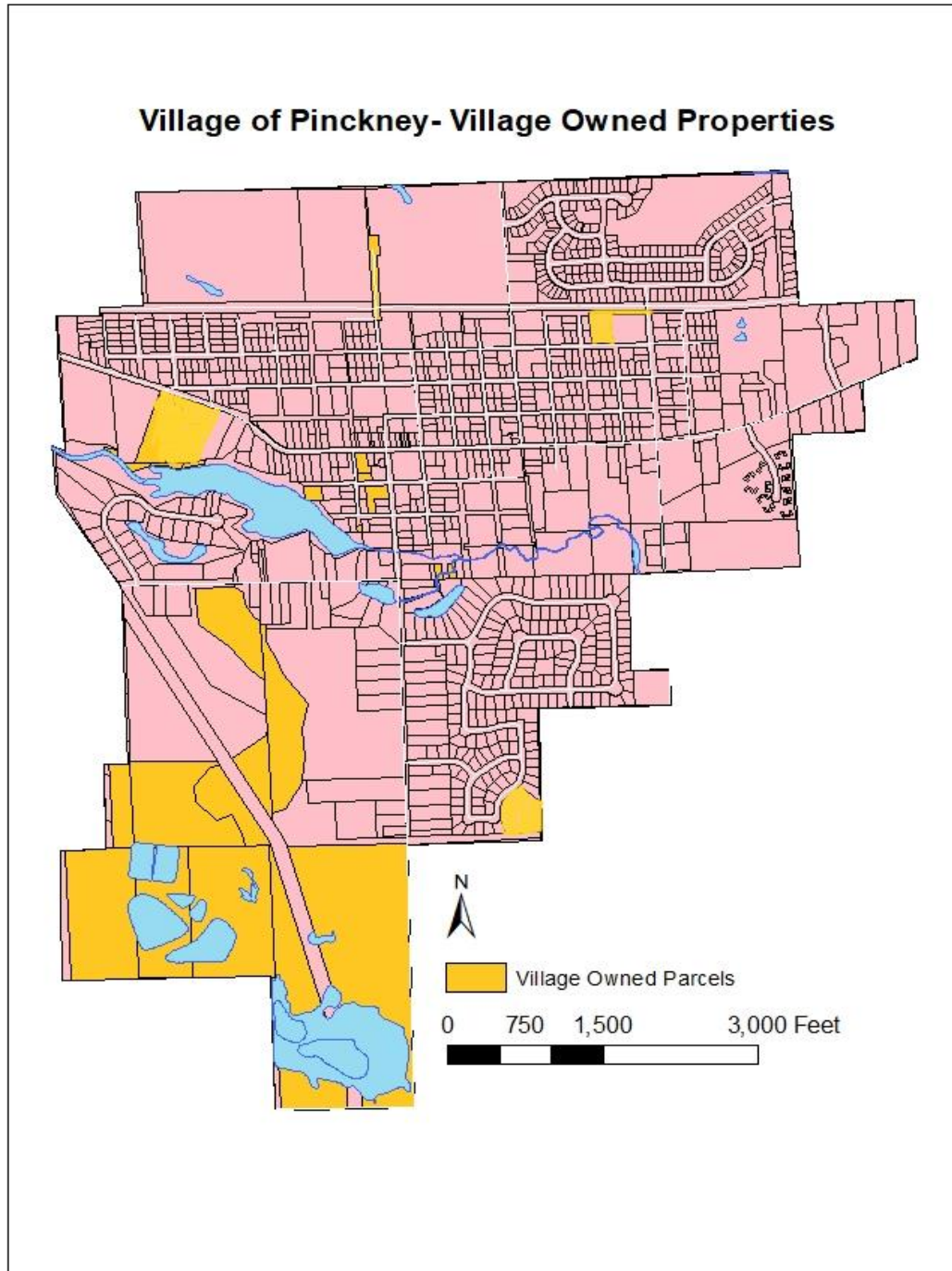


Commercial Utilities

Commercial	1,655,867
Utilities	2,914,364
	4,570,231

Source: Livingston County Equalization Department

VILLAGE OWNED PROPERTIES



A majority of the land and structures owned by the village are for municipal sewer and water services. Additionally, the Village Hall/Police Station is located on S. Howell Street a block south of Main Street. The Department of Public Works utilizes a former industrial site adjacent to the aeration plant for equipment and supplies. Waterworks Park, known as Loy Bond Memorial Park, is approximately 3.5 acres and located in the Portage Dells subdivision.

The Pinckney Cemetery was donated to the Village of Pinckney and is overseen by the Cemetery Board. The cemetery is approximately 25 acres and is designed to accommodate approximately 4800 grave sites. There is also a columbarium on-site.

The Downtown Development Authority (DDA) owns a lot on Main Street which is the current home of the Pinckney Community Garden. The site is .31 acres zoned Central Business District and is adjacent to the municipal parking lot also owned and maintained by the DDA.

Most recently, the Village purchased 1.60 acres on Hamburg Road next to Pittsfield Products that will be outfitted with playground equipment, leaving plenty of room for outdoor activities and plans to eventually connect to the Lakeland Trail.

REDEVELOPMENT READY PRIORITY SITES

135 W. Main Street

4714-22-404-003

Vacant Buildable Lot. This .31 acres adjacent to the DDA's municipal parking lots was purchased by Authority and is currently being used as a community garden within the Central Business District (CBD). After unsuccessful efforts to sell the property, the site was developed as a community garden/gathering space bring community members together and beautify the area until such time as economic conditions improve.

211 W. Main Street

4714-22-404-004

This approximately 7,000 square foot building had been a blighted/ functionally obsolete structure for many years. The building and site have been renovated with space currently for lease with potential as a small brewpub, recreational retail shop (bikes, bike repair, running and hiking shoes and equipment, canoes/kayaks, etc.). The rear of the building is currently being used as a fitness center.

509 E. Main Street

4714-23-305-024

This is two platted lots, which make up approximately $\frac{3}{4}$ acre. A 1,260 square foot building sits on the property. There is 242 feet of frontage and the lot is 132 feet deep. The building previously served as a gas station and auto repair. Currently it only operates as auto repair. The 2023 Assessed Value was \$222,881. The property is zoned Secondary Business District (SBD). Both municipal water and sanitary sewer are available at the property line. The village would like to see a restaurant/tavern redevelop this lot. Medical/Professional offices are also needed in this area. This property can be considered for Brownfield Redevelopment.

935 W. Main Street

4714-22-300-003 & 4714-22-401-153

Two parcels make up the 14-acre available site, which includes a 39,000 square foot former elementary school and playground. In 2022 renovations began to turn the blighted structure into an adult marihuana grow, processor and retail facility. Much of the playground equipment has been donated to the Village, and it is anticipated that a portion of the property's eastern border adjacent to the Pinckney Cemetery will

also be donated for future cemetery use. Revenues for the Village will increase via license fees, increased tax base and revenues from the State of Michigan.

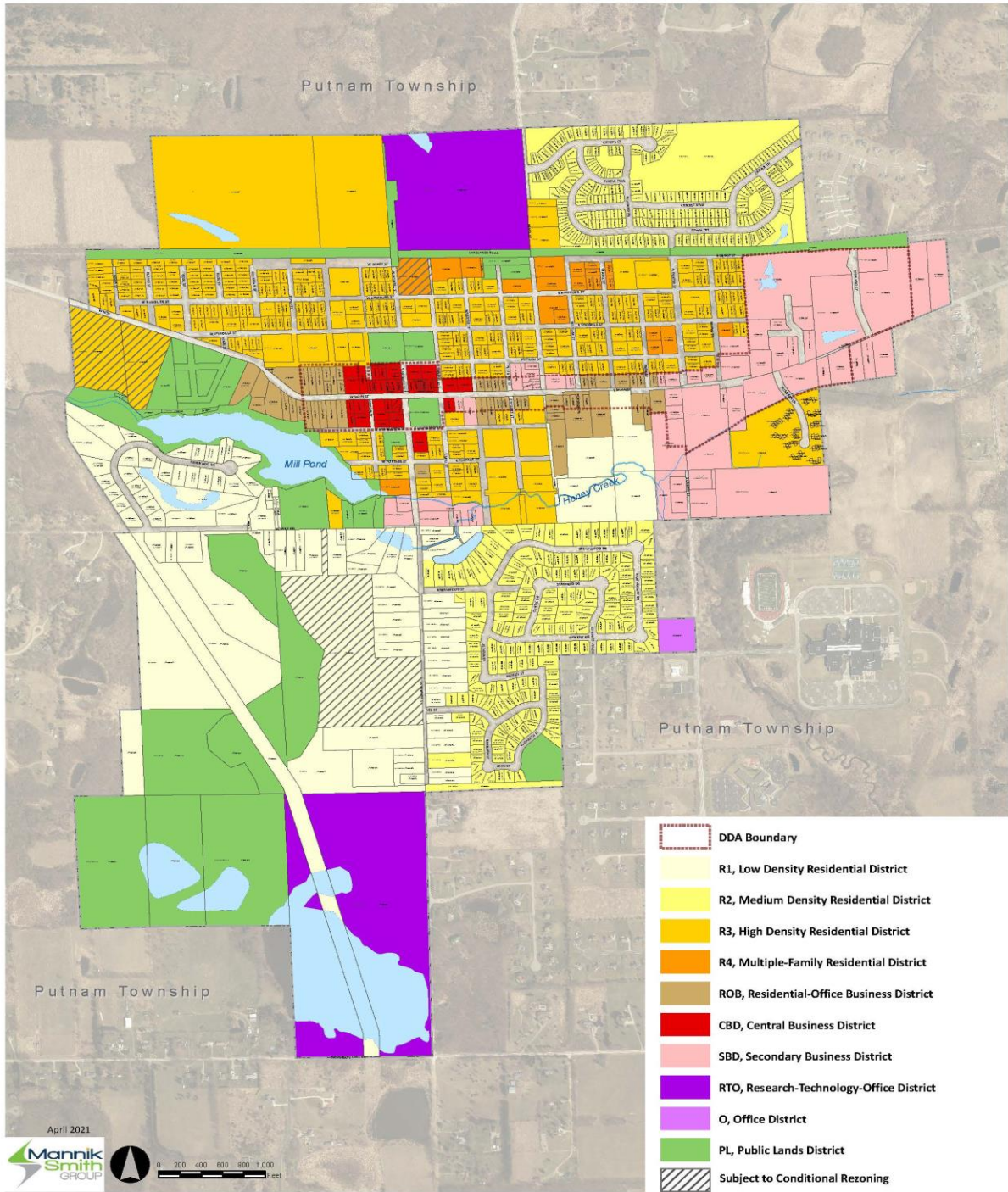
551 E. Hamburg St.

4714-23-304-080 & 4714-23-301-010

This site includes two separate platted parcels, approximately .8 acres each, separated by Pearl Street. The first parcel, 4714-23-304-080, has a 16,088 square foot building on it. The property has frontage on Pearl Street, a main north/south thoroughfare in Livingston County. This building previously served as a church and a rectory/office space. The property owner has received site plan approval for a small group home for adults with disabilities and residential therapy services.

LAND USE

Zoning Districts Village of Pinckney Michigan



THE VISION

The vision that this economic development plan sets out to achieve embraces Pinckney's small-town character and encourages demographic diversity and innovation, while establishing the Village as an attractive place to live, work and play. Pinckney strives to be a place of economic opportunity. From traditional employment options to entrepreneurial endeavors and development opportunities, Pinckney, Michigan is a fully supportive partner in private efforts to create local prosperity. Where necessary, Pinckney will take steps to help create a physical and social environment conducive to economic success and wealth creation.

The Village of Pinckney seeks to be a lively, walkable destination that is characterized by recreational opportunities and business diversity, in both service and retail-based industries; plans should emphasize Downtown Development to establish downtown as the central hub for residents, visitors, and businesses. New housing will be established above storefronts to increase foot-traffic and activity in the Village core. Continued enhancements to Downtown, including streetscape improvements, branding, and private investment, will help to promote Pinckney as a destination community.

As a community with a large residential commuter population, it is important to consider economic development on a regional scale. The economy is not bound to the Village's boundaries, many residents who live in Pinckney work outside of Pinckney. With that, economic development goals should consider the Village's role in the greater region. Community leaders in Pinckney should continue building relationships with other local leaders to establish goals that address the bigger picture.

In addition to regional collaboration, innovation, diversity, and the attraction of firms that are knowledge-based or provide critical services to residents will help the Village thrive. As Southeastern Michigan continues to focus on innovation and next-generation industries, Pinckney must continue to promote its small-town identity and leverage its position as a recreational destination to remain a desirable place for workers in the new economy to reside.

This vision helps guide the Village in creating new goals and objectives. Continued collaboration with economic development partners and regional leaders will help the implementation of recommendations included in this strategy. Ongoing evaluation of the strategy's implementation will ensure progress towards economic development goals.

ECONOMIC DEVELOPMENT GOALS AND STRATEGY

CAPITAL IMPROVEMENT

Goal: Ensure that transportation and utility service infrastructure meet the needs of business and residents in the community. Accommodate a diverse range of users and encourage multi-modal transportation. Identify opportunities to enhance sense of place and community identity through capital improvements.

1. Complete the Mann & Depot Street Project. Replace sanitary sewer on Mann St. North of M36.
2. Continue to repair crosswalks and sidewalks in Downtown Pinckney and enhance streetscape. Provide incentives to encourage maintenance and façade enhancements within the Central Business District with emphasis on historic preservation.
3. Identify Pathways from trail system to public roads. Add features to on-going construction projects. Continue to work with the necessary agencies and explore funding options for the multimodal pathway project to Pinckney High School.

COMMUNITY DEVELOPMENT/ PLACEMAKING

Goal: Promote Pinckney as a great place to live, work, and play through coordinated marketing and downtown development activities. Increase diversity of housing and transportation options and mixed-use developments. Rehabilitate and revitalize older buildings and neighborhoods as an alternative to new construction. Manage growth to maintain small town character of the Village.

1. Provide residential opportunities in the Central Business District with particular emphasis on residences above first floor commercial or office.
2. Encourage public and private investment in the rehabilitation of vacant and obsolete buildings in the Central Business District.
3. Require adequate transitional areas, uses or buffers between residential and non-residential uses to lessen potential conflicts and remove conflicting or undesirable uses from residential areas.
4. Encourage new residential development that is consistent with the existing small-town character of Pinckney, emphasizing grid street patterns, small lot sizes, narrow streets, sidewalks, common spaces, and small front yards.
5. Promote a mixture of housing opportunities and alternatives for all segments of the population including the elderly and low and moderate-income households.
6. Incorporate development standards into the zoning ordinance for new construction and redevelopment of improvements of existing structures in the CBD, mixed-use areas, and commercial/office zoning districts to improve walkability, encourage multiple uses, ensure consistent and quality architecture, promote historic restoration, and require parking lots to be at the rear or sides of developments.
7. Develop incentives for proposals in the CBD that increase the diversity of uses.
8. Provide services such as snow and trash removal, sidewalk and street repair, and street cleaning to improve and maintain the appearance of downtown.
9. Encourage better maintenance of downtown property by landowners and tenants, and provide incentives for property owners to make physical improvements to their property.
10. Market the Downtown area to attract appropriate commercial development as well as consumers of goods and services.
11. Coordinate Village activities with the Chamber of Commerce, merchants, the Downtown Development Authority, and Putnam Township to improve the business climate and quality of life.

12. Market the Village as a regional recreation hub, or Trail Town, that provides convenient access to thousands of acres of state parks and recreational areas with active and passive recreational opportunities.
13. Explore alternatives to reduce the amount of through traffic on M-36/Main Street in cooperation with the Michigan Department of Transportation (MDOT) and the Livingston County Road Commission (LCRC).
14. Improve the function and appearance of local streets and streetscapes providing adequate rights-of-way and appropriate improvements for the traffic volume experienced.
15. Coordinate efforts with the Pinckney DDA to develop a circulation plan for the CBD that includes adequate parking, pedestrian circulation, loading areas, traffic directional signs, and controlled access.
16. Link the trail system to the commercial districts (CBD and SBD) through pathways and directional signage to provide safe non-motorized travel to key destinations.
17. Cooperate with surrounding townships to coordinate land use planning and community infrastructure services to serve the needs of the public.
18. Preserve an interconnected system of open spaces or green infrastructure and encourage the integration of open spaces and natural features in site development proposals.

BUSINESS DEVELOPMENT

Attract new companies that will help to improve the standard of living in the Village. Discourage industrial uses that threaten the small- town character of the Village.

1. Promote the development of planned research and development/light industrial parks guided by design standards that address architectural details, landscaping, parking, access management, signage, and environmental protection.
2. Discourage higher intensity industrial uses that require large areas of land, produce nuisances, or could threaten the small-town character of the village and overall quality of life.
3. Provide infrastructure such as broadband and wireless technologies to attract and retain high technology businesses.
4. Provide land for research, technology, and light industrial uses away from residentially used or zone land and environmentally sensitive areas.
5. Work with Ann Arbor SPARK to retain existing companies and accommodate new growth.

REGULATIONS AND PROCEDURES

Establish regulations and procedures that will advance the health and welfare of Village residents. Align goals and objectives in planning documents and CIP.

1. Promote a mixture of housing opportunities and alternatives for all segments of the population including the elderly and low and moderate-income households.
2. Develop incentives for proposals in the CBD that increase the diversity of uses including residential.
3. Update economic development strategy every 5 years according to Master Plan, DDA plan, CIP and County Comprehensive Economic Development Strategy (CEDS).
4. Evaluate economic development strategy implementation annually.
5. Assist the Village Council in annually updating a comprehensive capital improvements plan for Village facilities and major equipment expenditures.