



VILLAGE OF PINCKNEY

Marketing Plan

Village Hall
220 S. Howell
Pinckney, MI 48169
www.villageofpinckney.org

This marketing plan has been created as part of the village's efforts to obtain status as a certified community in the Redevelopment Ready Communities (RRC) program through the Michigan Economic Development Corporation (MEDC).

Gateway to Play

Purpose

The Village's marketing plan reflects the desire of the Village to promote the village as a unique, livable community that combines the small-town charm with all the amenities. The Village aims to be a prosperous community providing business opportunities through a high quality of life preserving its natural resources, enhancement of its recreational opportunities and diverse neighborhoods with varied housing options.

The Planning Commission who acts as the Downtown Development Authority Board will be responsible for the evaluation of the effectiveness of the marketing plan. The Planning Commission will report to the Village Council, at their annual joint session, the highlights, accomplishments and recommendations for the upcoming year. An assessment of the village assets assists in marketing to potential developers, residents, businesses and tourists.

The Village addressed the issues identified in the RRC baseline report it received in 2016. Key revisions were made to the zoning ordinance, an economic development strategy developed, documents were updated and revised for clarity to assist prospective developers through the site plan review process. Pinckney finally achieved RRC certification in 2018 and are currently seeking re-certification in 2024.

Introduction

The Village of Pinckney is located in southern Livingston County along M-36, a major east-west road corridor through the County. Pinckney's 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.

Downtown is a walkable, mixed-use area with several business blocks surrounded by a town square. The Village and its Downtown Development Authority, support the development and redevelopment of its downtown offering utilities, reconstructed streets, adjacent municipal parking lot and quaint, hometown atmosphere. Pinckney, deemed the "Gateway to Play", boasts miles of non-motorized trails, the 11,000-acre Pinckney State Recreation Area (complete with camping), nine inland lakes and year-round attractions for outdoor enthusiasts providing opportunity for a mixture of nature and development in the area.

The Village of Pinckney is a member of the Economic Development Council of Livingston County (EDCLC) working with Ann Arbor Spark that collaborates with the Michigan Economic Development Corporation (MEDC).

Community Assets


The village is surrounded by small town living that provides a friendly environment. From the rural atmosphere of Putnam and Hamburg Townships, with the many lakes and recreation opportunities, to the cities of Ann Arbor, Brighton and Howell that provide both higher education opportunities as well as healthcare facilities, private schools and privately-owned recreational facilities.

Putnam Square is in the center of downtown and provides a central location for events throughout the

year that attract visitors which include parades, Art in the Park, Food Truck Fridays, Spooktacular, Light Up the Park and more. The village is fortunate to have an active area Chamber of Commerce, Rotary Club, and other community organizations instrumental in the coordination of these events. In addition, there are over 43,500 acres of parkland owned by the State and the Huron-Clinton Metropolitan Authority providing camping, swimming, boating, hiking and golfing. The Village has been branded the "Gateway to Play".

The village maintains an online presence through its website providing an opportunity to advertise what the village has to offer including the ability to retrieve documents and information such as permits and notifications of upcoming events. The village Facebook page provides information on upcoming events, essential information and a means of communication with the public.

The Village provides reminders and updates through a newsletter sent to residents and business owners four times per year through the utility billing process. The village's Downtown Development Authority sends newsletters to business owners which also provides information on upcoming events and encourages participation, as well as providing information on available resources through the Michigan Economic Development Corporation and Small Business Administration.



Village of Pinckney

DOWNTOWN DEVELOPMENT AUTHORITY
2003 HAWELL STREET, PINCKNEY, MICHIGAN 48169 • www.villageofpinckney.org/DA

New Temporary Signs Ordinance

For some time now, the Planning Commission has been working on changes to the Village Signs Ordinance. Under the previous ordinance, temporary signs were prohibited in all districts. This was not something that was actively enforced for various reasons including COVID, but more importantly, there was an understanding that there is a need for controlled temporary signage and an appropriate ordinance to regulate them. Unfortunately, in many instances, these temporary signs became numerous and a bit out of control.

Under the new ordinance as adopted by Village Council, the following temporary signs are allowed:

- In the CBD, one (1) portable sidewalk sign per ground floor commercial space is allowed, a maximum of four (4) feet high and six (6) square feet per side (12 square feet max for double sided).
- In all other districts, four (4) signs are allowed per parcel, a maximum of four (4) feet high and six (6) square feet per side (12 square feet max for double sided) - the typical yard sign.
- In all districts, temporary signs:
 - Shall be on private property only with property owner permission
 - Shall be non-illuminated
 - Shall be made of weather-resistant materials
 - Shall not be located in a public right-of-way and located and designed to avoid interference with or obstruction to vehicular and pedestrian traffic.
 - Streamers, flags, etc. or strictly prohibited (This does include the feature flag often seen as "Open," "Now Hiring," etc.)
 - All temporary signs shall be removed when weather conditions create potentially hazardous conditions.

Thank you to everyone who have brought their signs to compliance that fast. Please contact the Planning Department at Village Hall with any questions.

Please note that you must know what they can do for you. To request the Best Monday of every month at 1:00 pm (with the exception of holidays), everyone is invited to attend these meetings and become involved. If you are interested in serving as a board or sub-committee, an application can be found on the Village website www.villageofpinckney.org.

DOWNTOWN EVENTS
May 27th Memorial Day Parade
June 3rd Art in the Park
June 3rd Art in the Park
June 21st Food Truck Friday
July 12th Food Truck Friday
August 16th Food Truck Friday
Thursday in July/August (located in the Park) Concerts

Michigan Economic Development Corporation (MEDCO) helps to connect businesses to new resources, meet new partners and access the additional capital they need from the state. If your business needs support to reach its full potential, the MEDCO is available to help. Visit michiganbusiness.com/meco to learn more about MEDCO's business assistance programs.


Downtown Development Authority (DDA)

The village's Downtown Development Authority was established in 1991 adopting both a Development Plan to halt property deterioration and promote economic growth and a Tax Increment Financing Plan for investment and necessary improvements for revitalization of the village's business district. The DDA's reinvestment has funded significant streetscape improvements on Main Street (M-36) between Marion and Mill streets.

The DDA provides programs such as the Building Improvement Rebate Program. This program is offered to improve and strengthen Pinckney's DDA district. By providing support and incentives, the DDA is working with property and business owners to encourage visual improvements to existing commercial building facades, signs, and awnings to enhance the businesses in the Pinckney DDA District.

Within the downtown, vacant land purchased by the Authority in 2011 provides for both a municipal parking lot as well as a community garden for both residents and non-residents to grow fresh produce and provide a place for individuals to gather and feel a sense of community while improving aesthetics downtown. In 2023 the DDA installed four EV charging stations to partner in the charging capacity across the state and add Pinckney as a destination to stop for travelers as well as provide opportunity to area residents to charge their vehicles while shopping, dining or participation in recreational activities.

The DDA also provides funding for local events, community banners, sidewalk improvements and beautification efforts.



Village of Pinckney

Spring 2024

220 N. Howell Street, Pinckney, MI 48169 | Village Hall: 734-878-4266 • DPW: 734-878-8068 • Police: 734-878-3700 | www.villageofpinckney.org

Yes, we know! With so many fun events, the Village has a lot to offer! In 2024, we're excited to bring you the "Gateway to Play" experience. From the historic downtown to the beautiful parkland, there's something for everyone. We're looking for ways to make your visit even more enjoyable. We're looking for ways to make your visit even more enjoyable. We're looking for ways to make your visit even more enjoyable.

SPRING CLEAN-UP
Mark your calendar for April 27-28! The Village is joining with Huron Township to sponsor a Spring Clean-Up event. It's a great chance to help out your community and enjoy the outdoors. We can enjoy the sun on our own more often by doing the job.

DownTown Community Garden
In 2023 the Village of Pinckney Downtown Development Authority established a community garden on a vacant parcel owned by the Authority with 2000 sqm located at 125 W. Main Street. The program provides a place for residents to grow fresh produce and plants. Individuals, groups, or businesses are encouraged to participate. For more information, please contact the Village Hall at 734-878-4266 or visit www.villageofpinckney.org/downtown-community-garden.

Memorial Day Parade
Monday, May 27, 2024
10:00 AM - 12:00 PM
Starting at 1200 W. Main Street and ending at 1200 W. Main Street.

Spring Fire Hydrant Flashing
The Pinckney DPW crew flashes hydrants throughout the Village of Pinckney in early spring. The purpose of this is to ensure that the hydrants are in good working order and to identify any leaks or damage. The flashing process is a safety measure and is necessary for the hydrants to function properly. The flashing process is a safety measure and is necessary for the hydrants to function properly.



Community Garden

Branding & Marketing

Marketing and branding are essential for promoting the unique assets of the community. Recognizing this, in 2011 the Village’s Downtown Development Authority contracted with New Moon Visions to develop a distinct brand and logo that highlight the unique attributes of the Village and tagline that identifies what we have to offer to be used throughout all Village materials.

The Village logo is bright and recognizable with the primary colors of orange, green, blue and gold. The logo is used on village documents, community banners and promotions and is often used in conjunction with the Village’s tagline “Gateway to Play”. With the surrounding lakes and water activities, nearby horse farms, and access to miles of pedestrian and bicycle trails, Pinckney provides access or ‘gateway” to these and many area activities.



The historic downtown is the core of the Village of Pinckney and is the center of many various activities. The Village has a collection of photos used for the website and promotional material.



	ECONOMIC DEVELOPMENT STRATEGY	CORE MESSAGE	ACTION
TRANSPORTATION	Ensure that transportation and utility service infrastructure meet the needs of business and residents in the community. Accommodate a diverse range of users and multi-modal transportation. Identify opportunities to enhance sense of place and community identity through capital improvements.	Pinckney's street network provides for the safe and efficient movement of people and goods within and through the community. Streets and sidewalks are major considerations in a community's development. Adequate roads are essential to the conduct of commerce and daily activities. Only interstates, arterials, and collectors are considered federal-aid roads and are eligible for federal funds under the National Highway Systems (NHS) or Surface Transportation Program (STP). The Village is responsible for the maintenance of many of the local and collector roads, MDOT oversees M-36 and the Livingston County Road Commission is responsible for Pearl Street (D-19) and a portion of Dexter-Pinckney Road. The Village of Pinckney does not maintain private roads unless otherwise accepted by the Village Council. Typically, a private association maintains private roads.	As remaining land in the Village and larger tracts of land in surrounding areas are developed, conditions on these roads may worsen. Cooperative arrangements with communities in the region, Livingston County, and State that address land use planning and access management would likely help improve traffic flow within and through the Village and the region in general. Efforts to increase non-motorized transportation throughout the Village and improve connections to surrounding communities may also help to lessen traffic flow. All of this may best be addressed as a long-range plan that advocates and coordinates road improvements and the construction of non-motorized facilities throughout the region.
HOUSING & ATMOSPHERE	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 the small-town character of the Village.	The Village of Pinckney has beautiful surroundings, friendly people and small-town charm, and when visitors arrive, they see that it is a peaceful place to raise a family with safe neighborhoods and a strong sense of community. The village offers historical small-town charm with all the amenities of a big city.	<ul style="list-style-type: none"> • Require adequate transitional areas, uses and buffers between residential and non-residential uses • Promote mixture of housing opportunities, provide residential opportunities in central business district with particular emphasis on residences above first floor commercial or office • Revitalize older residences and neighborhoods with both public and private investments in rehabilitation • Encourage new residential development that is consistent with the existing small town character of Pinckney

Progress toward meeting the goals and objectives of the plan:

- The village brand of “Gateway to Play” has been used to market itself to both potential residents as well as tourists. We are able to promote safety, atmosphere, affordability and hometown feel.
- Adult Recreational Marijuana Establishments ordinance has led to four provisional licenses being granted for two separate locations in the village allowing for the re-use of an abandoned elementary school as well as new commercial construction in the village’s secondary business district.
- The addition of a 123 new single family home development is in the final stages of site plan approval. The open space development will connect these residents to the Lakeland Trail as well as the central business district.
- The village recently purchased property to be used as a village park with amenities to be added and eventual connection to the Lakeland Trail, furthering the pedestrian/bicycle transportation system.
- Village Council recently added two (2) ad hoc members to the Planning Commission/DDA. These members do not have to be residents of the Village which will allow two members of the business community to sit on the board. These two positions will not be voting members but will be able to participate in discussion and give valuable input.

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

The village’s central business district offers historic buildings across from Putnam Park which can be the center of activities and various functions. The secondary business district in the eastern portion of the village offers opportunity for mixed uses along the M36 corridor, a major east-west road through Livingston County. The proximity of I-96 and US-23 provides for a convenient location and advantageous to potential commercial uses.

- Promote and maintain quality commercial and office development/redevelopment that meets the needs of Pinckney residents while strengthening the Village’s tax and employment base.
- Promote the CBD as the retail and service center of the Village.
- Encourage a mixture of uses in the CBD including upper-floor residential.
- Coordinate with Pinckney’s business community to identify the needs and promote collaborative efforts.
- Work with local and regional economic development agencies (i.e., Pinckney DDA, Livingston County Economic Development Council, Ann Arbor Spark, and the Michigan Economic Development Corporation) to identify opportunities for continued economic development and job creation in the Village

Objectives:

1. Review and encourage the use of the Central Business District Design standards during the site plan review process for new construction and redevelopment or improvements of existing structures in the CBD, mixed-use areas, and commercial/office zoning districts to:
 - a. Improve walkability;
 - b. Encourage multiple uses;
 - c. Ensure consistent and quality architecture (particularly building facades);
 - d. Promote historic restoration; and
 - e. Require parking lots to be at the rear or sides of developments.
2. Discourage strip style commercial development in favor of developments with multiple buildings, shared drives and parking, and abundant landscaping.
3. Develop incentives for proposals in the CBD that increase the diversity of uses including residential.
4. Provide services such as snow and trash removal, sidewalk and street repair, and street cleaning to improve the appearance of downtown.
5. Promote additional off-street public parking downtown behind buildings.
6. Promote and strongly encourage the preservation, renovation and maintenance of historic buildings.
7. Promote the reuse of existing buildings as an alternative to new construction.
8. Encourage redevelopment of vacant properties and obsolete buildings in the CBD and other commercial areas.
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. Continue to utilize the Putnam Township Square as a focal point and center for the CBD.

Establish regulations and procedures that will advance the health and welfare of Village residents. Align goals and objectives in planning documents and the Capital Improvement Plan. Reduce administrative burden to streamline new developments.

With solicited public participation, the 2020 Village Master Plan accurately reflects the goals and strategies for the use, preservation and development of lands in the Village of Pinckney. Zoning regulations are reviewed, adopted and/or amended to further the goals of the plan. The five-year plan will be reviewed and updated by the Planning Commission and Council for 2025.

The Pinckney-Putnam Parks and Recreation Master Plan articulates a vision for parks and recreation in Putnam Township and the Village of Pinckney with the goal of providing outdoor recreation for persons of all ages and all abilities that are clean and safe. In 2023, the Village and Township adopted a plan to guide recreation planning and development over the next five years through 2027. The revised and updated Plan is intended to meet state standards for community recreation planning that are necessary to gain eligibility for grant programs.

- Explore alternatives to calm traffic on M-36/ Main Street in cooperation with the Michigan Department of Transportation (MDOT) and the Livingston County Road Commission (LCRC).
- Develop and improve safe non-motorized travel to key destinations to link uses such as shopping, offices, and residential areas to parks, schools, and activity centers.
- Develop and improve pedestrian and bicycle (non-motorized) transportation throughout the Village by providing sidewalks and on-street bicycle accommodations.
- Promote the use of the Mike Levine Lakelands Trail and provide enhanced connections from the trail to the Village center, adjacent residential areas, and Pinckney High School.
- Coordinate efforts with the Pinckney DDA to develop a circulation plan for the CBD that includes adequate parking, pedestrian and bicycle circulation, loading areas, traffic directional signs, and controlled access.
- Incorporate access management standards into the Zoning Ordinance to improve traffic flow and safety for motorists and pedestrians.
- Improve the function and appearance of local streets and streetscapes providing adequate rights-of-way and appropriate improvements for the traffic volume experienced.

Actions

- Continue to support existing businesses, expand and attract new businesses to the village. Encourage business owner input during DDA meetings.
- Once the village achieves RRC re-certification status, work with the EDC to utilize promotional material.
- Continue to support downtown beautification projects and seek partnerships with local business owners
- Review and update the DDA Plan and include more detailed marketing plan
- Explore new opportunities for business recruitment and retention through the MEDC and Ann Arbor Spark
- Continue to explore avenues to promote local business through social media.
- Explore promotional opportunities and partnership with Pure Michigan
- Annually, the DDA Board will review the village's marketing plan to re-evaluate and prioritize the needs of the business community and business recruitment.