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TABLE OF CONTENTS

VILLAGE OF QUINCY MASTER PLAN

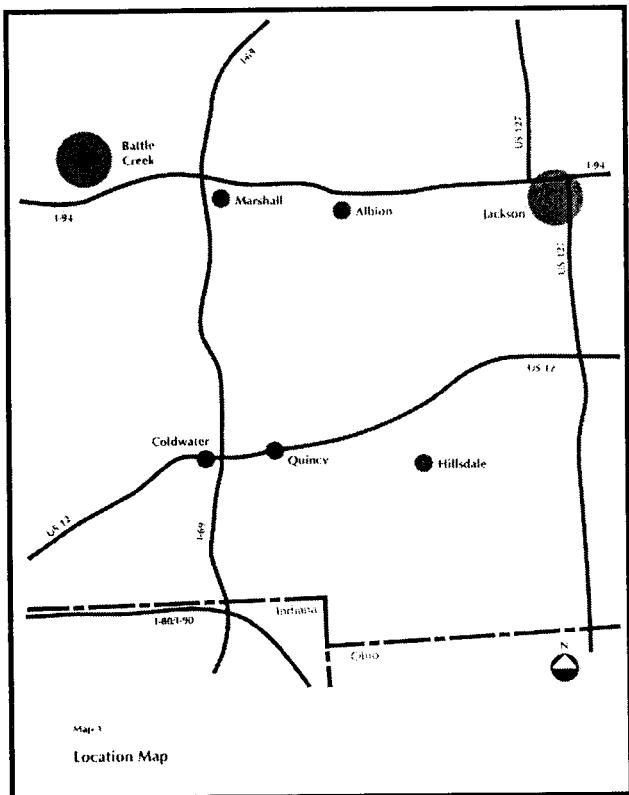
1. Introduction - Why a Master Plan?
2. Community Profile
 - A. Background
 - B. Existing Land Use
 - C. Population, Housing and Economy
 - D. Circulation
 - E. Environmental Concerns and Resources
 - F. Community Facilities and Services
3. Issues, Goals, and Recommendations
4. Citizen Involvement
5. Downtown Plan
6. Future Land Use Plan
7. Implementation

Appendix A: Development Guidelines

Appendix B: Downtown Building Forms

SECTION 1: INTRODUCTION

The land use decisions which the Village of Quincy makes over the next several years will have a fundamental impact on the character and quality of life in the community. During its initial formation, the Village of Quincy was developed primarily as a service center for the surrounding agricultural farms. With improvements to the highway network, people can more readily access Quincy and it is becoming a "bedroom" community for residents. People can work in adjacent communities such as Coldwater while living in the smaller villages like Quincy.



With growth also comes the potential to eliminate those things that attract people to rural areas. Quincy officials and residents are concerned about maintaining the quality of their community, particularly the quality of residential life and

traditional character of the village. This Master Plan is intended to protect and preserve those qualities on which residents place such great value.

The Village has put considerable thought and effort into development of this Master Plan. The preparation has included work by the Planning Committee, the Downtown Development Authority (DDA) and the Village Council. A more specialized study on Downtown has been incorporated into the planning process so that direction can be provided. Presentations have been held for both the Master Plan and downtown to keep the public informed on progress that has been made. In summary, this document expresses the views of the entire community with regard to land use and takes a comprehensive look at issues that relate to the Village of Quincy.

WHAT IS A MASTER PLAN?

A Master Plan is a document that pulls together the goals, desires and vision of the community as they relate to land use. It acts as a "guide" for future land use decisions and provides a framework upon which the zoning ordinance, and any amendments, can be based. The Village of Quincy Master Plan identifies and examines a wide range of physical issues including population, housing, public services, natural resources, circulation, utilities, and land use. The implications of each is analyzed and translated into a series of goals and policies to be followed by the Village. This effort culminates in the creation of a Future Land Use Plan. This plan identifies what the future land uses should be for all areas of the Village over the next 5-10 years. The Future Land Use Plan is the result of, and based upon, the entire master planning effort.

WHY DO WE NEED A MASTER PLAN AND WHAT WILL IT DO?

In short, the Master Plan is a well thought-out document that is intended to give long-term guidance to the daily decisions that must be made

with regard to land use. Land uses and individual land use cases change over time. People request variances or question whether or not the zoning ordinance allows them to conduct a particular activity on their land. The Master Plan is a resource that can be referred to as the Village Council looks to resolve questions relating to land use.

The Master Plan also acts as the starting point for all zoning ordinance updates and amendments. Michigan State law requires that all zoning ordinances be based upon a comprehensive master plan. The Master Plan gives a legal basis for zoning and identifies how the community is protecting the "health, safety and welfare" of the population. In the event that either the zoning ordinance or a decision of a Village Council is challenged in court, the Master Plan will provide the planning rationale to support the land use regulation.

HOW WILL THE MASTER PLAN BE USED?

The Master Plan will be used primarily by the Planning Committee and the Village Council as a guide in making land use decisions. This would include the adoption of zoning amendments, the review of land use approval applications, and requests for variances from the Zoning Ordinance. Applicants seeking approval on land use decisions will also find the Master Plan to be a valuable tool for understanding the long-term goals of the Village. The Master Plan can likewise be used by other citizen committees to assist them in their review of issues that are land use related.

WHEN WILL THE MASTER PLAN BE UPDATED AGAIN?

Master Plans are typically updated in their entirety every 5-10 years. Of course amendments can be made on a regular basis as changing conditions dictate. The Future Land Use Plan which is part of the Master Plan will tend to be

updated more regularly as requests are made for changes in zoning designation. The correct way to deal with a request for such a change is to first examine the future land use designation to see if it matches the requested zoning classification. If it does not, then the Village should first consider whether conditions or circumstances have changed that dictate an amendment to the Future Land Use Plan. If conditions have not changed, then the request for a zone change should be denied. All zoning actions should be based upon the direction of the Master Plan.

SECTION 2: COMMUNITY PROFILE

BACKGROUND

The Village of Quincy is centrally located in Quincy Township, is on the eastern edge of Branch County. Quincy, which is known as "the gateway to the chain of lakes," is located approximately 40 miles southeast of Battle Creek, 40 miles southwest of Jackson, and five miles east of Coldwater (see Map #1). Between Coldwater and Quincy is I-69 which traverses between Indianapolis to the south and Flint and Port Huron to the north. US-12 (Chicago Street) is the main east/west thoroughfare in the Village which extends eastward to Detroit and westward to Chicago. Main Street is the primary north/south artery through the Village. The Branch County Rail Line intersects the Village just north of, and parallel to, Chicago Street and accesses the industrial park in the northwest portion of the Village.

EXISTING LAND USE

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

The Existing Land Use Map (Map #2), presents a generalized picture of existing land uses in the Village. A discussion of the land uses corresponding to the map is detailed below.

Low Density Residential

The majority of the residential areas in the Village of Quincy are south of Chicago Street and extend east and west from the central business district to the Village limits. The remainder of the housing, and much of the more recent construction, is located north of Chicago Street in the central and eastern portions of the Village. A significant mix of housing types exists throughout the Village as well a range of housing qualities. Streets are

characterized by mature vegetation and a traditional, grid-like pattern. The majority of housing in the Village is single-family residential in nature.

Multiple Family Residential

Most of the multiple family housing is located in the southeastern corner of the Village, just north of Glenn Avenue, in one apartment complex. An additional, smaller apartment complex is centrally located in the Village between Chicago Street and Jefferson Avenue. Additionally, throughout the Village, predominantly along Chicago Street, a series of former single family structures have been converted into apartment units.

Public and Quasi-Public

The Village of Quincy has several locations which constitute public and quasi-public lands. In addition to the Village offices, the post office, several churches, and the well-preserved historic public library are all located in the Village downtown. In the east portion of the Village are the school campuses which offer athletic fields and play equipment for residents. Throughout the Village are several churches as well as a cemetery in the extreme southwest portion of the village on Lake (Quincy) Boulevard. Finally, several small public parking lots are located within proximity to the Central Business District (CBD), including one just north of the CBD which provides for overnight tractor-trailer parking.

Commercial

The majority of commercial uses are located along Chicago Street with some additional businesses located just north and south of Chicago Street on Main Street. A wide range of commercial uses can be found along Chicago Street, ranging in size from large farm equipment sales to small bait shops and food stores. Approaching downtown Quincy as the speed limit reduces from 50 m.p.h. to 35 m.p.h., commercial structures are more densely located and on-street parking as well as "walkable" storefronts can be found. Finally, some "random" commercial activity occurs out of residential houses in the neighborhood south of Chicago Street. These

include appliance repair, ceramic sales, and a snack shop adjacent to the schools.

Industrial

The majority of industrial activity is located in the northwest quadrant of the Village. This is the location of Acorn Window Systems, Inc., as well as several large grain elevators and railroad services etc. . More industrial development is located at the south end of the Village, where Quincy Products, Inc. is located. Additionally, on the west end of the Village on either side of Taylor Street, are warehouse facilities that may be used for storage. This is also the case on the east end of the Village south of Liberty Street.

Agricultural

The Village of Quincy is essentially surrounded by agricultural land. The soils in the area are conducive to growing crops such as hay, corn, potatoes, grains, and livestock. All of these crops are raised in abundance. The only agricultural activity that takes place within the Village itself is located in the southeast and northwest corners. Surrounding agricultural land is located in Quincy Township.

Vacant Land

The Village of Quincy does not have an abundance of vacant land. However, there is the opportunity to purchase 150 acres south of the Village. Several vacant lots are located at the eastern and western edges of the Village. In addition, at the south edge of the Village, at Liberty and Main Streets, a significant parcel of agricultural land has been slated for development and currently lies vacant. The area's vacant land is largely comprised of former agricultural tracts with some smaller parcels throughout the Village. There is also an opportunity to extend Jefferson Street to the east and develop additional vacant land. These vacant lands are not differentiated from the agricultural land uses on the Existing Conditions Map.

Downtown

Quincy's downtown area is located primarily at

the intersection of Chicago and Main Streets and is centrally located to the surrounding residential neighborhoods. The downtown has a potentially attractive mix of building designs, good on-street parking, and significant daily traffic counts to support retail businesses. The downtown is surrounded by a variety of uses including residential and industrial. A more detailed downtown assessment is found in the Downtown Plan within this Master Plan.

Recreation

Marble Lake Park, a Branch County facility, abuts the southwest Village limit and, along with school facilities, provides most of the recreation facilities for Village of Quincy residents. Additionally, two DNR fishing access sites compliment the Marble Lake Park.

Marble Lake Park was originally slated to have a swimming beach; however development costs and County budget cuts did not allow this plan to come to fruition. The County is, however, examining an expansion to the camping facilities. A community-wide effort was undertaken in 1990 and the result was the creation of an ad/hoc committee. This committee eventually presented the County Parks' Board with a swimming beach constructed entirely with donated resources. The swimming beach remains a local facility supported by public interests. The Village is interested in expanding and upgrading the park.

One small park, located east of Main Street and north of Park Street, provides picnic tables, tennis courts, and modular playground equipment.

A private dance hall is located on Chicago Street heading west towards Coldwater. This is a large facility that attracts many patrons during evenings and weekends and thus far has proved very popular with residents from adjacent communities as well.

Other than the facilities described, the Village lacks any extensive community-wide recreation facilities and is in need of additional activities for residents.

POPULATION, HOUSING AND THE ECONOMY

The purpose of this section of the Master Plan is to identify present and future trends in the population, housing and economy of the Village of Quincy and to determine future needs. The 1980 and 1990 U.S. Census reports are the primary sources of information for this profile.

Current & Future Population

The purpose of this portion of the Master Plan is to identify present and future trends in the population, housing and economy of the Village of Quincy and to determine future needs. The 1980 and 1990 U.S. Census reports are the primary sources of information for this profile.

According to the U.S. Bureau of the Census, the Village of Quincy experienced an increase in population from 1,569 in 1980 to 1,680 in 1990; a small increase of 111 persons. This is not surprising since there has not been very much new residential development since 1980.

Unless there is an increase in new housing construction in Quincy, it is unlikely that the population will increase that much. The average household size is decreasing and the "baby boom" generation is aging. This translates into a lower population figure if the number of housing units in the village remains the same. There is demand for new housing in the Quincy area, however, so it is possible that new development may occur in the coming years. This factor will determine whether the population will remain constant or increase in the future.

TABLE 1
Population By Age

	1980	1990
0-17 years	482	552
18-24 years	198	141
25-44 years	425	538
45-54 years	146	152
55-64 years	124	126
65+ years	194	171
Total Population	1569	1680

Number of Housing Units and Vacancy Rate

Table 3 illustrates the number of housing units and vacancies for the Village of Quincy. As illustrated, there has been an increase of 45 units since 1980. As mentioned above, there has not been a significant amount of new residential development in the village in the past two decades.

Residential Building Permits

Table 2 details new housing construction in The Village of Quincy from 1992 to 1997.

Year	TABLE 2	
	Residential Building Permits	
1992		15
1993		14
1994		20
1995		14
1996		23
1997		18
1998		21

TABLE 3
Number of Housing Units and Vacancies

	1980	Percent of Total	1990	Percent of Total
<i>Owner Occupied</i>				
421	65%	417	60%	
<i>Renter Occupied</i>				
187	29%	220	32%	
<i>Vacant</i>				
37	6%	56	8%	
Total Units	645	100%	693	100%

Economic Characteristics

As shown in Table 4, there has been an increase in the total number of people employed in the Village of Quincy. Much of this increase has come in the managerial and service sectors, as opposed to the technical and farming industries. These numbers are consistent with national trends toward more service oriented employment and

away from labor intensive industries. Traditional manufacturing and farming industries tend to be more highly mechanized and require less workers than in the past.

TABLE 4
Occupations

	1980	1990
Employed Persons	638	732
16 years and over		
Managerial	99	151
Technical	138	102
Service	98	118
Farm/Fish/Forestry	16	13
Other	287	348

TRANSPORTATION AND UTILITIES

Transportation

Overview of Transportation Systems

Land uses and transportation systems function interdependently. More intensive land uses require a higher level of circulation service; lower intensity land uses require a lower level of circulation service. A minimum level of service is expected for all land uses and must be maintained.

Road Network

Major east/west highway access is provided through Quincy by US-12 (Chicago Street). Five miles west of the Village US-12 interchanges with I-69, a four lane, divided, limited access highway. Significant traffic counts of cars and tractor trailers exist on this portion of US-12. I-69 extends north to Lansing and then east to Flint and Port Huron where it eventually enters Canada. To the south, I-69 passes through Fort Wayne, and eventually to Indianapolis, Indiana.

North/south access through the Village is provided primarily by Main Street which bisects the Village. The areas north and south of the Village are dominated by agriculture and other low density uses, and as a result, traffic on Main Street is relative low.

Functional Classification of Roads

The basic source of revenue for road maintenance and improvement is the State-collected gas and weight tax. These taxes and fees are paid by motorists as part of the cost for gasoline and diesel fuel, and through vehicle registrations with the Secretary of State.

Regional planning agencies and transportation agencies use standards set forth in the Highway Classification Reference Manual (U.S. Department of Transportation, Federal Highway Administration, 1989), which follow the guidelines of the Federal-aid Highway Act of 1973 and the Intermodal Surface Transportation

Efficiency Act of 1991 (ISTEA). The manual outlines a functional classification of streets for rural areas, small urban areas and urbanizing areas.

Road classifications identify the type and volume of traffic that are appropriate for each segment of the road network. The classifications establish expectations among residents, City officials, and transportation engineers concerning the operational characteristics of each road.

Rural Arterials: The Village of Quincy has jurisdiction over all roads within the Village with the exception of US-12, which is a State road running east-west through the Village. Main Street which runs north-south through the center of the Village is classified as a county primary. Interstate 69, which runs north-south, west of the Village, may be classified as a principal arterial.

Additionally, the Village has a major and local road classification system. Major roads are defined as suitable for truck traffic. Local roads are designated solely for local traffic. Major roads include: Taylor St., Berry Street, the east and west ends of Liberty Street east of Main Street, Liberty west of Main, Main Street, Church Street, Arnold Street, Cole, Maiden Lane, Colfax Street, Fulton St., and Mueller Ave.. The remaining streets in the Village are classified as local, with the exception of Lake Blvd., a county primary road.

Additional Transportation

Indiana Northeast operates the railroad tracks which run parallel to and north of US-12. The tracks run from Quincy through Coldwater and on to Sturgis where they connect with the CONRAIL system.

Public Transit is provided by BATA, Branch Area Transit Authority, on a dial-a-ride basis. A Village representative sits on the BATA board.

The nearest airport is located in Coldwater. This facility is only able to accommodate small corporate jets. For passenger service, the nearest airports are located in Kalamazoo, Battle Creek, Elkhart, Indiana and Fort Wayne, Indiana.

Circulation Patterns

In general, the road system in Quincy is good, and characterized by non-winding and well-maintained roads. US-12 and Main Street are fully paved and run continuously through the Village. The majority of neighborhood and additional surface streets are also fully paved with some improvements required. Some gravel roadways do exist within the Village as well.

The relatively regular and straight road patterns of Quincy provide good accessibility to all portions of the Village. Furthermore, Interstate 69 provides easy and quick access to the Village from surrounding metropolitan areas. Circulation patterns pose no substantial restrictions to development or growth in the Village.

With the exception of US-12, the current agricultural and limited residential land uses in the Village do not generate large amounts of traffic on the Village's roads. Some of the industrial uses, particularly the uses in the northwest portion of the Village and the tractor-trailer parking facility off of Main and Park Streets, are traffic generators which require adequate access on roads able to carry large weight amounts.

Utilities

Village Water Supply

The existing water supply for the Village of Quincy is obtained from three (3) ground wells: the Park Street well and the two wells at Glen Avenue. The Park Street well was originally constructed in 1941 and subsequently rebuilt in the early 1970's and again in 1990. It is a 12" diameter well, 75 feet deep and equipped with a 40 HP turbine pump. The capacity of this well is estimated at 785 gpm (gallons per minute) and an iron removal plant was constructed in 1998.

The Glen Avenue East well was constructed in 1960. It is 10" in diameter, 102 feet deep and is equipped with a 40 HP turbine pump. The capacity of this well is estimated at 500 gpm. The Glen Avenue West Well was constructed in 1983 and rebuilt in 1991. It is 12" in diameter, 110 feet deep and is also equipped with a 40 HP turbine pump. The capacity of this well is estimated at 500 gpm.

Available Groundwater Supplies

In 1966, the U.S. Geological Survey, in cooperation with the County of Branch, completed a water resources study for the County. The following information regarding the availability of groundwater in the Quincy area is based on information available from this report.

Glacial drift is the main source of fresh water in the Quincy area. Large yields can be obtained from sand and gravel in the outwash deposits. Locally, where the drift is thin, Quincy area varies from 100-200 feet. All existing wells in the Village are located in glacial drift.

Bedrock is also a major source of fresh water in the Quincy area. Water from the glacial drift is hard and often contains excessive iron and contains high chlorides. As chlorides occur mostly in the bedrock formations, every effort should be made to drill wells only in the overlaying glacial deposits.

Water Consumption

Quincy Products is the largest single water user in the area, accounting for approximately 58% of the total present industrial water consumption. Acorn Components, Inc. is the second largest industrial user with about 39% of the total industrial consumption. The other industries in the area account for the remaining 3%. Industrial water consumption accounts for about 48% of the annual water consumption for the village. Commercial water consumption is relatively small, accounting for only 11% of the total consumption. Residential use is estimated at 58 gallons per capita per day. In comparing this figure with other small communities, it is noted that the residential use in the Village is

comparatively 15 to 20 percent lower than in neighboring communities. It is projected that the residential water consumption will increase to 70 gallons per capita per day by the year 2000.

Water Distribution System

The Village of Quincy's water distribution system was originally built in the year 1894. The original system included 27,600 lineal feet of 4", 6", 8" and 10" cast iron water mains. There is also a 400,000 gallon elevated rivited storage tank, constructed in 1999, with a height to low water line of approximately 120'. The existing system is comprised of water mains varying in size from 1 1/4" to 12" and, as in many older communities, the majority of the 4" and under water mains have become inadequate as the Village has grown. This is especially true at the perimeters and system "dead ends" where pressure losses become extreme. Many of the streets in the Village have dual mains in use. Information for a new updated distribution map is an ongoing project with many new projects underway.

There is currently an emergency source of standby power in the form of a portable generator, which is shared with 7 sewage lift stations.

Village of Quincy Wastewater System

The wastewater treatment system for Quincy was constructed with aid provided by the Federal Sewage Works Grant under the Federal Water Pollution Control Act, State aid provided by Act 239 of Public Acts of 1966 of the State of Michigan and Village Revenue Bonds. The project included construction of a pumping station near the existing sewage treatment plant, a force main from the pumping station to the lagoons, two aerated lagoons and one storage lagoon, and a spray irrigation system to include a pumping station. Construction started in March 1971 and the system went into operation in August 1972.

The sanitary system has a capacity of 535,000 gallons per day and a present load of 240,560 gallons per day. There is no direct discharge of treated final effluent to any water course.

Monthly samples taken from seven monitoring wells on the site must meet prior levels of nutrients and coliform in the ground water.

ENVIRONMENTAL RESOURCES

The natural features of the Village of Quincy such as hills, lakes, rivers, soils and woodlands are an important resource to the community. Some value their aesthetic value and natural resource value, while some view these features as obstacles to development. From any perspective, sound planning must examine the differences in the natural environment across the City's landscape. This review will help to ensure that land uses are compatible with, and preserve and protect available natural resources.

In considering the natural environment in the planning process, suitability of the land to accommodate development and improvements is reviewed. Data on natural features was assessed based on maps and surveys and described in terms of capability and suitability for development. For survey and analysis purposes, the environment of Quincy is divided into the following natural systems: woodlands, wetlands, topography, surface water, ground water, agricultural land, drainage patterns and soils.

Topography

The topography in Quincy consists of a combination of nearly level to gently rolling land. Elevations range from 1,000 feet to 1,020 feet above sea level. The areas with more noticeable changes in topography are generally located along water bodies, particularly Marble Lake.

Vegetation/Woodlands

Within the Village and along most residential streets, many mature shade trees exist, which contribute greatly to the character of the area. Additionally, at the north end of the Village as well as at the southeast, several small upland hardwood stands are present.

Trees are an important element in creating and maintaining the rural and historical appearance and character of Quincy, and should be protected.

Wetlands

According to the Michigan Resource Information System (MIRIS) maps, a significant wetland exists that extends north from the railroad tracks along the west border of the Village. This location is an abandoned gravel quarry. Additionally, there are extensive wetlands southwest of Quincy at the northern end of Marble Lake. Some smaller wetland areas are present within Quincy Township, and are located sporadically.

Surface Waters

A vast supply of water resources exist in the area. As mentioned, Marble Lake is located in the southeast corner of the Village. Marble Lake is part of the "Chain of Lakes" that extend southwest to Coldwater Lake. Additionally, the Sauk River flows northwest from the western shore of Marble Lake and connects to the St. Joseph River. Eventually, this waterway makes its way to Lake Michigan. Finally, Hog Creek is located northeast of the Village, and flows across the corner of the township.

Lakes and ponds are generally considered inland depressions, constantly filled with water which form a part of a larger drainage basin. The lakes are supplied by groundwater sources and exhibit regular inflow and outflow patterns. Ponds often result from the side effects of small dams, spillways, or other impoundments. Rivers, streams, and small channels on the other hand, collect at the low points of a flow system.

Soils

The majority of the Village lies on soils of the Locke-Barry-Hillsdale Associations. These soils are typically characterized as level to moderately sloping, somewhat poorly drained, and well-drained loamy soils on till plains and moraines.

The northeast quarter of the Village is located on similar soils, but more loamy and sandy. These are soils of the Matherton-Sebewa-Branch Association.

In terms of development, many of these soils have severe limitations due to wetness and tendency to pond. The Hillsdale and Owosso soils have the fewest limitations, but the areas where these soils are present are predominantly developed.

Groundwater

The surrounding area has significant groundwater resources. Contamination of this precious resource can occur through non-point sources of contamination from chemicals as well as activities associated with commerce, industry and farming. Groundwater protection must address the operational features of land uses. Groundwater contamination is most frequently the result of leaking septic systems, improper floor drains, improper storage of hazardous substances, leaking underground storage tanks, above ground spills, overfilling of tanks, condensation from air emissions, and improper waste disposal. Many of these avenues of contamination can be addressed in site plan review.

Agricultural Lands

Over time, agriculture production has played an important role in the development of Quincy, and contributes greatly to the character of the community. The preservation of agricultural land provides environmental, aesthetic, recreational and historic benefits to the community. Open farmland also assists in the replenishment and maintenance of groundwater supplies.

COMMUNITY FACILITIES & SERVICES

Schools

Quincy Community Schools serve the Village of Quincy, Quincy Township, and several surrounding areas. All school buildings and grounds are located within the boundaries of the Village. The current facilities are comprised of Jennings Elementary School, Quincy Middle School, and Quincy High School. All buildings are located on a common campus, and the Middle and High School are attached. A new technology center was also built in 1999.

Since the 1972-73 school year when there were 1,780 students enrolled in Quincy enrollment has been on the decline. In 1982, the trend reversed and school enrollment has slowly and steadily continued to rise. In 1994 enrollment was reported to be 1,574.

Emergency Services

The Village of Quincy employs four full-time police officers, three part-time officers along with a community service officer. Dispatch is handled by 911 Central Dispatch, an entity separate from the Village. Additionally, a County Sheriff and a State Police Post are located in nearby Coldwater.

Quincy also has a volunteer fire department that is jointly funded between the Village, Butler Township, Algansee Township, and Quincy Township. Again, dispatch is provided by 911. A tanker and five fire engines are housed in a new fire department located at 39 E. Chicago Street. Emergency ambulance and medical services are provided by the Lifecare Ambulance Service. Quincy is serviced by a clinic which is associated with Community Health Center of Branch County and one dental office. The nearest hospital is Community Health Center of Branch County in Coldwater, with an emergency room and 138 beds. A new multi-specialty clinic affiliated with Hillsdale Hospital is located on the east side of the Village.

Village Office & Staff

The Village office is located at 17 West Chicago Street in the heart of the downtown area. The building contains a boardroom, several small offices, a reception area, and houses the police facility for the Village. Garages for police vehicles are located adjacent to the Village office. The downtown location is convenient and with proper interior and exterior updating could contribute to a positive Village identity.

Quincy employs a treasurer, administrative assistant and clerical support staff. The Public Works staff also includes four full-time employees that maintain the streets along with the water and sewer systems. The Department of Public Works is currently located adjacent to the Village Park.

SECTION 3: ISSUES, GOALS AND RECOMMENDATIONS

A primary purpose of the Master Plan is to give direction to the future use of land in a community. For the plan to work effectively, it must reflect the views of the people who live and own property there. This involves obtaining a consensus on a wide variety of issues through an aggressive citizen participation process. Issues of concern are identified, discussed and potential solutions reviewed. A common set of goals and recommendations are then developed for inclusion in the plan which express these desires.

ISSUE STATEMENTS

An issue is a statement of a problem, a situation for which corrective action is recommended.

GOAL STATEMENTS

A goal statement indicates what is to be accomplished pursuant to each issue identified above. In addition, the goals statements give the Planning Committee an agreed upon framework by which the planning process is to follow.

RECOMMENDATION STATEMENTS

In the early stages of master plan development, it is beneficial to develop and have available a set of general goals to follow. As the plan develops, however, there is a greater need to become more specific in how the various issues will be addressed. Recommendations must be formulated that indicate how each of the goals will be attained. For example, a goal of the Village might be to ensure that adequate residentially-zoned land is available in the future. The related recommendation is to investigate the feasibility of annexing additional land for single family residential development.

OVERALL

ISSUE #1: The Village continues to experience increased levels of growth and development.

GOAL: Maintain the small-town character that makes Quincy unique and a great place to live by encouraging quality development.

RECOMMENDATIONS:

- A. Establish site and building design guidelines to ensure that new development is of a high quality, both in appearance and function.
- B. Maintain an up-to-date Zoning Ordinance that reflects current trends in land use and development.
- C. Provide the necessary tools to effectively enforce the laws and codes related to zoning and property maintenance.

ISSUE #2: Image

GOAL: Maintain Quincy's reputation as a great place to live and create a distinct system by which Village entrances and roadways are unique and characterized by local color and history.

RECOMMENDATIONS:

- A. Identify key entryways into the Village and prepare plans for improvement that address signs, landscaping, land use and the elimination of blighting conditions.
- B. Establish a street tree program throughout the Village and require that street trees be planted in front of newly constructed houses.

RESIDENTIAL

ISSUE #1: There is a need for additional single family housing in Quincy.

GOAL: Attract single family housing development that will serve the needs of the community while not altering the character of the Village or compromising the existing school system or other public services.

RECOMMENDATIONS:

- A. The Village should take a pro-active role in facilitating the development of single family residential development.
- B. Land may need to be annexed from Quincy Township for additional residential development to take place.

ISSUE #2: Negative impacts of certain rental housing units.

GOAL: Ensure that rental housing units are maintained and remain an asset to the community.

RECOMMENDATIONS:

- A. Establish rental control regulations to address property maintenance.
- B. Enforce zoning, building code and property maintenance regulations to ensure that rental units do not become a blighting influence on the community.

ISSUE #3: Mix of housing types

GOAL: Maintain environment that encourages pride of ownership and contributes to the affordable and easily marketable home stock that makes Quincy an attractive place to live.

RECOMMENDATIONS:

- A. Encourage the proper mixture of housing types to suit the needs of all residents of Quincy.
- B. Use zoning districts to accommodate the amount and type of residential development desired.

COMMERCIAL

ISSUE #1: Downtown businesses and pedestrian environment.

GOAL: Create a lively downtown environment that has a good variety of businesses and maintains historical character and aesthetics of Village.

RECOMMENDATION:

- A. Continue to improve and restore the facades of buildings in the downtown area.
- B. Screen parking and loading/unloading areas with attractive landscaping and decorative features such as fencing and walls.
- C. Institute a sign program that reflects the historic character of downtown.
- D. Establish attractive entryways into the downtown from both ends of Chicago Street.
- E. Improve the lighting for downtown to eliminate dark areas.
- F. Provide improvements to the parking areas behind the buildings.

ISSUE #2: Future business development in the downtown area.

GOAL: Encourage attraction of new businesses to Quincy to provide the proper variety and mix that will attract shoppers.

RECOMMENDATIONS:

- A. The downtown business community should establish a business recruitment program and actively solicit new retailers.
- B. The recommendations identified in the Downtown Plan section of this document should be implemented.

ISSUE #3: The management of future commercial growth.

GOAL: Ensure that all future commercial growth is located appropriately and of high-quality to maximize the beneficial impact of development.

RECOMMENDATIONS:

- A. Prevent the sprawl of commercial development into abutting residential neighborhoods.
- B. Ensure that new development is of a high quality through an update of the Zoning Ordinance and proper site plan review.
- C. Provide proper access management for commercial sites at all locations.

ISSUE #4: The landscaping for many commercial and industrial sites tends to be unattractive and, at times, ineffective.

GOAL: Provide guidance to developers and property owners with regard to site landscaping design.

RECOMMENDATIONS:

- A. Expand upon the Landscaping Section of the Zoning Ordinance to include improved landscaping standards for site plan review.
- B. Encourage the use of a variety of plantings on each site so that all developments do not have the same appearance.

INDUSTRIAL

ISSUE #1: The potential encroachment of commercial and industrial development on residential land.

GOAL: Maintain the proper balance between commercial, industrial and residential land uses in an effort to create distinct and attractive districts which will serve the needs of each use.

RECOMMENDATIONS:

- A. Ensure that there are enough commercial zoning districts in the Zoning Ordinance to prevent commercial uses from locating on industrially-zoned land.

PARKS & RECREATION

ISSUE #1: Parks and recreation services

GOAL: Improve existing parks and recreation facilities and develop additional recreational possibilities

RECOMMENDATIONS:

- A. Provide additional activities for teenagers.
- B. Upgrade existing playground and park facilities to meet federal safety standards.

SECTION 4: CITIZEN INVOLVEMENT - VISIONING SESSION & VISUAL PREFERENCE

A key component in the development of a Master Plan is the involvement of the public. It is critical that citizens play a role in the decisions that will shape the future growth of the community well into the future. A series of public workshops were held as part of the master planning process to give the public such an opportunity.

The consulting team began by taking a tour of downtown and meeting with select property/business owners. A variety of ideas were expressed concerning ways to improve downtown. The consulting team also met with key Village officials to discuss downtown and other key issues in the community.

In the evening, a public workshop on the Master Plan was held at the high school. This meeting included members of the Village Board, the DDA, Village officials and interested citizens. An introduction on the Master Plan was presented including the following:

- ◆ What is a Master Plan, its importance and how it can be used in the future.
- ◆ Process to update the Master Plan in the future.
- ◆ Elements that can be included in the Master Plan.
- ◆ How to incorporate existing and future work into an overall Master Plan.
- ◆ How to keep the Plan up-to-date.

VISIONING SESSION

Following the introduction, a "visioning session" was held to help develop a vision for how the Village should develop and grow. Participants were asked to discuss the most highly regarded

elements to Quincy, the key issues to be addressed and what everyone's ideas are for the future. Once a list of ideas was assembled, each person was given five (5) votes to be placed alongside the most desired items. The top vote getting items were then incorporated into the following vision statement for the Village of Quincy:

Village of Quincy Vision Statement

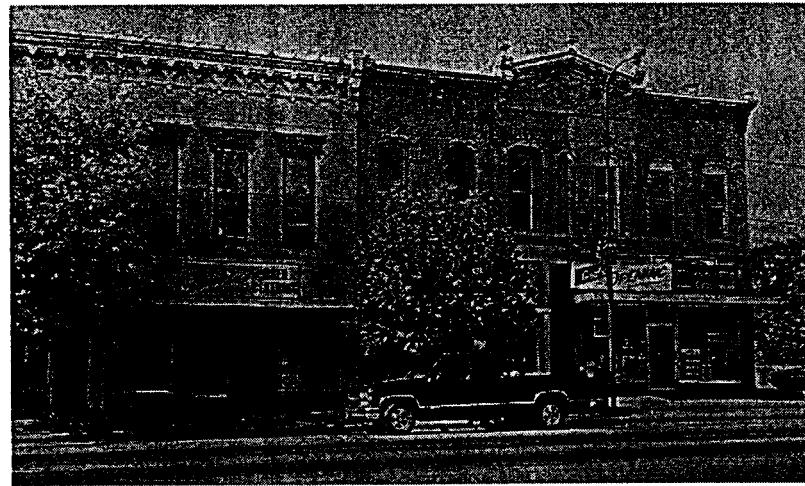
To maintain the traditional, small town atmosphere of the community; develop a vibrant, active downtown that attracts shoppers; continue to provide a quality school system; increase the supply of single family residential homes; attract companies to the industrial park to provide additional employment opportunities for residents; develop additional recreation facilities for people of all ages; and improve the overall appearance of the Village by eliminating clutter and providing additional green space.

VISUAL PREFERENCE SURVEY

After the visioning session was completed, a visual preference survey was conducted. Participants were given an opportunity to rate a series of slides depicting site design features such as signs, landscaping, architecture, screening, streetscape, etc. The results of this survey were compiled and presented to the community as part of the final presentation. The visual preference survey results also provided the basis for the design guidelines that are found in Appendix A of this document.

**SECTION 5:
DOWNTOWN PLAN**

GIBBS
PLANNING
GROUP



The Village of Quincy has two-story structures that create an attractive urban street. These buildings are rich with architectural history and character.

INTRODUCTION

Gibbs Planning Group, Inc. (GPG) was retained by The Strader Group to provide qualitative consulting services in analyzing the downtown Village of Quincy, Michigan. The commercial strip is located along US-12 in the Village of Quincy. US-12 historically served as a main route between Detroit and Chicago, and more recently as a traditional "small-town main street".

This study is based on GPG's visits to the site's trade area. GPG met with Village officials formally and informally to analyze different merchandising concepts as they relate to sales in the market. Interviews with store owners and general discussions of

Quincy's downtown were also held during these visits. The site's study area was thoroughly walked and competitive retail projects were analyzed.



There are several historic homes in Quincy that are well maintained and in good condition. However, some of the front lawns are being used for less than ideal purposes.

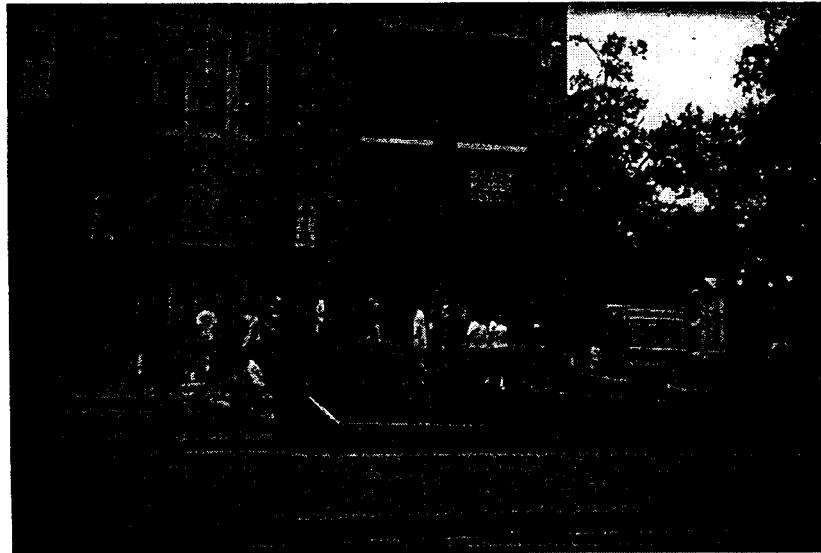
Background

The Village of Quincy is seeking recommendations to improve its downtown. The Village is interested in improving not only the type and number of businesses located in the downtown area, but the appearance of its streetscape and the condition of its downtown buildings.

GPG has identified market and retail niches that Quincy's downtown core could benefit from. Additionally, GPG is also studying ways in which the downtown can attract visitors from outside the Village.

This evaluation identifies potential impediments to downtown retail shopping and offers solutions to correct unforeseen problems. The issues to be addressed for the Village of Quincy include the following:

1. What merchandising and management improvements can be made in the shopping district study site that may increase the overall perception of quality, service and value for the district's shops?
2. What type of vehicular circulation, parking and signage improvements could potentially be made to the shopping district to improve sales to the existing retailers located in the district?
3. What specific regional and national retailers would be likely to locate in the study area?
4. What can be done to increase customer patronage in the area?
5. How does the location of certain businesses affect the prosperity of the downtown area?
6. Overall, how can the downtown business environment create a livelier atmosphere, one that has a good variety of businesses and maintains historical character and aesthetics of the Village?

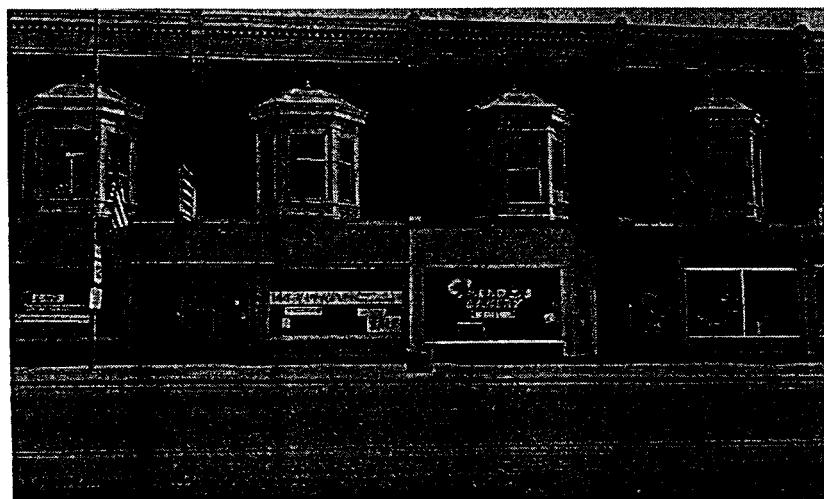


The Village benefits from its schools being within walking distance of the downtown. Retailers and restaurants should take advantage of this captive customer group.

OBSERVATIONS

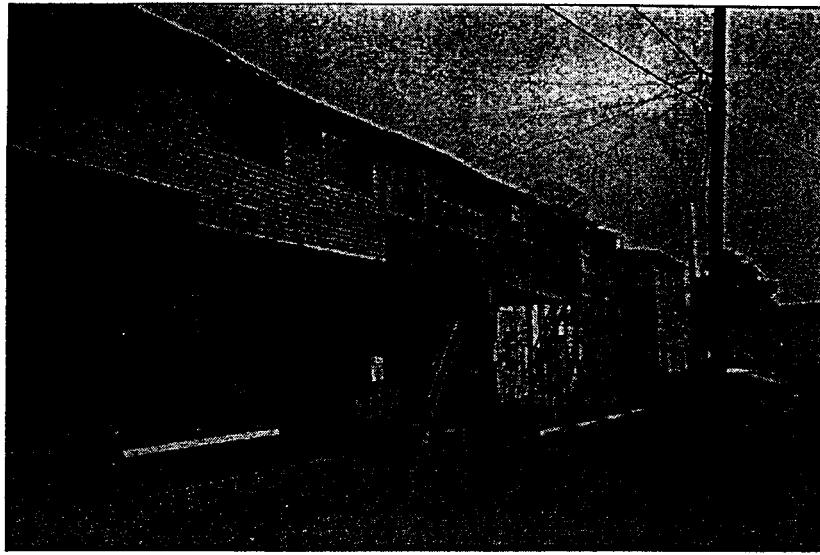
General Commercial Observations

1. Some storeowners have made significant improvement to their buildings, including lighting and redecorating. These improvements are catalysts for other merchants to follow and improve the conditions of their own establishments.
2. Quincy's downtown has many strengths, with on-street parking, multi-story buildings, and widened sidewalks. It is with these strengths that Quincy can continue a revitalization process of improved merchandising and maintenance of facades.
3. Some storefronts are being used for services that are not retail, such as the accountant's office located on the first floor. Such uses do not provide the pedestrian traffic or window displays that are essentials for a successful shopping area.
4. Trees on the main street need trimming and in some cases block views of the storefronts, window displays and signage.



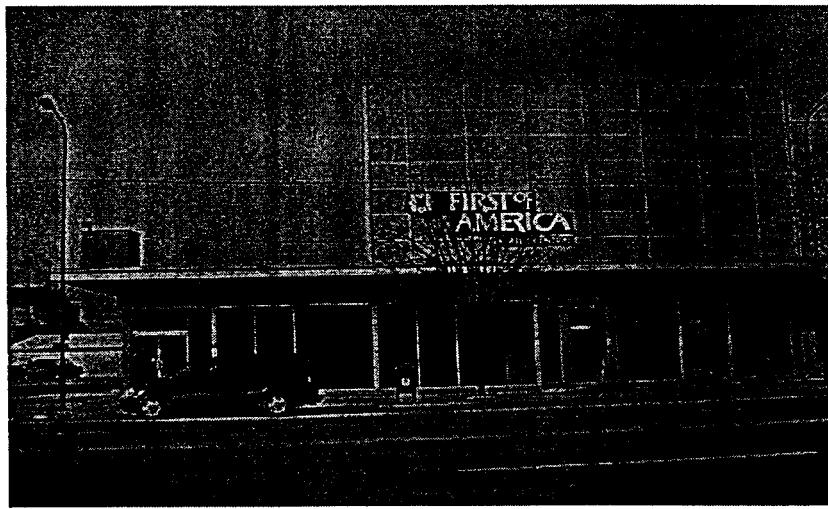
This attractive building façade would benefit from maintenance and renovation and an effort to create some consistent effective signage and attractive window displays.

5. Lots of temporary signs were evident throughout the Village. Such signs do not portray the sale of quality goods.
6. Fourth of July flags were displayed which added color and liveliness to the Village's appearance. Seasonal displays such as this are important for the marketing of a small town.
7. Main Street's speed limit and truck traffic should be analyzed to determine if the higher traffic speeds are discouraging pedestrians from crossing the street and /or lingering in the downtown area.
8. In the "main-main intersection" of N. Main and Chicago Road, there are three corners with 2-3 story buildings, which give the sense of a thriving urban environment. Yet the remaining corner is a Citgo gas station that is set far back into the corner, and is only one-story. This severely weakens the urbanism at these crucial corners of the downtown.
9. Business hours in Quincy are inconsistent, and this discourages people from shopping downtown. Furthermore, competing retail areas have strict hours of business that are more consistent, and consumers will tend to shop in areas with reliable, predictable hours of operation.
10. Some storeowners have taken it upon themselves to plant flower boxes and display flowerpots in front of their stores, which give the streetscape a more lively and active environment. It is essential that these amenities be maintained on a consistent basis so as to appear fresh and not used as trash receptacles.



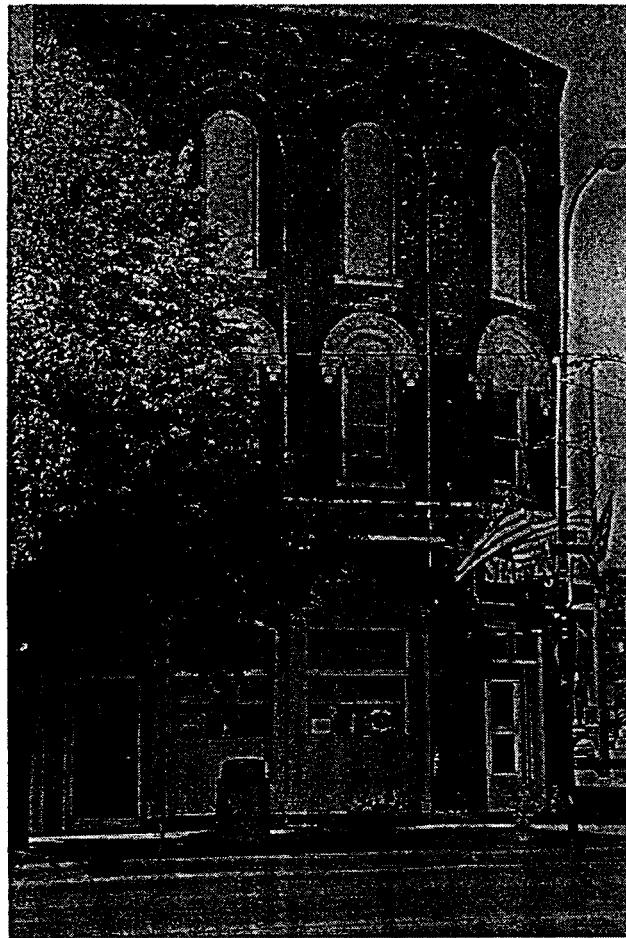
Parking areas behind stores are adequate but present unpleasant views of the rears of the stores and poorly maintained 2nd story apartments. Maintenance and proper striping of parking areas is important to customer satisfaction.

11. There are weak connections from the street fronts to parking lots. These connections have loose stone surfaces, and are not pedestrian-friendly.
12. The urbanism is weak in some areas...(people are living with their front entrances directly behind the main street in alleys).



The First of America Building will be vacated presenting an opportunity to redevelop the building structure in to a more attractive retail or restaurant location that's design is more complimentary to the historical character of the Village's architecture. It is also important for Quincy to aggressively pursue an alternative financial institution for the Village.

13. With First of America planning to leave downtown Quincy, the Village will need to replace this type of tenant, as banks are important to the success of historic downtowns.

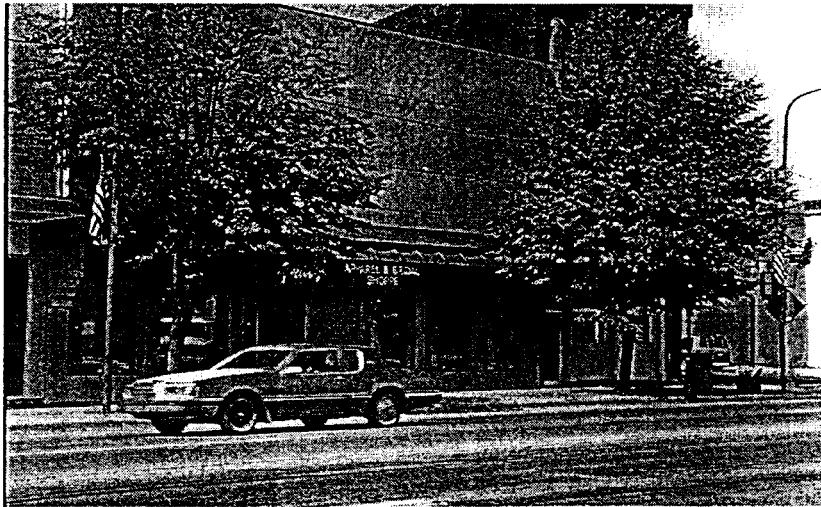


This unique and historic building would greatly benefit from 1) painting 2) residential or office use of the 2nd and 3rd floors 3) appropriate signage and display windows that welcome the customer inside.

General Commercial Recommendations

The overall goal of Quincy's commercial businesses should be to create a niche shopping area that is based on a fairly consistent theme. Such a theme may be to build on the strength of the bridal store with complimentary businesses (another bridal salon, tuxedo, catering, and registry) or through the attraction of some better restaurants and resulting complimentary shops. It is important, however, to maintain the

small town historic flavor of Quincy in *any* redevelopment or renovation.



Patti's Apparel and Bridal Shoppe helps anchor the downtown and draws customers from beyond the normal trade area of the Village. Complimentary stores and restaurants should be sought out for Quincy.

Some general recommendations Quincy Village officials can promote for downtown improvement include:

1. Efforts to merchandise stores more consistently on a seasonal basis with more frequent window and in-store display changes.
2. The absolute necessity to maintain clean windows, storefronts and sidewalks, at all times.
3. The absolute necessity of illuminating window displays at night even when businesses are closed.
4. Removal of taped signs on windows that look worn and consider replacing with appropriate retail signage and/or information boards.
5. Cross-merchandising as an effective means of encouraging customers to shop at a variety of stores.
6. Grouping merchandise by theme, season, or color was encouraged.
7. Proper use of storefront and in-store signage and merchandise identification.
8. Advertising in local papers with specials or coupons, particularly for the restaurants and cafes.

9. Including music throughout the downtown stores, which encourages shoppers to feel comfortable and relaxed.
10. The need to maintain sight lines throughout the stores to encourage customers to move among the different displays within the store.
11. The necessity of marketing efforts to attract complimentary business to Quincy by interested parties. Other small communities in southwestern Michigan are good sources for shops and restaurants that may wish to open a second or third store.
12. Landlords need to be willing to invest in the leaseholds of their buildings in order to attract and retain tenants.
13. Selection of a Village color to paint all sign poles, trash receptacles, street lamps, benches and other amenities.
14. Improve signage that welcomes visitors to the Village.
15. Any new commercial design should be complimentary to the historic character of the Village's Architecture



The welcoming signs that visitors see as they approach the Village from the East and West are in need of updating and are overshadowed by much larger commercial signs. This is the first impression for a visitor to the Village of Quincy.

These recommendations are intended to serve as starting points or general ideas for the merchants. The Village can also act as a catalyst for its implementation.

Signage

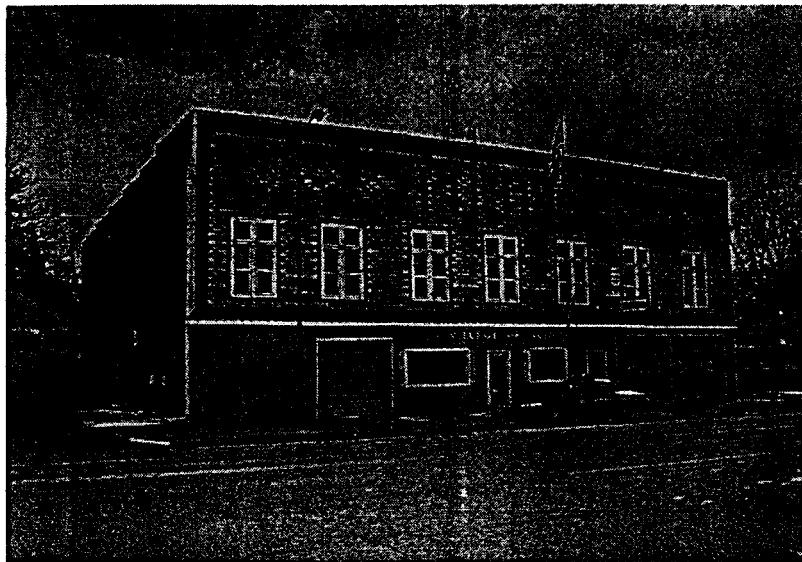
Different retail shops and restaurants, many with signs that compliment their facades, enhance the buildings along Chicago Road in downtown Quincy. Clear signage on each doorway and entrance lobby will clearly establish the location and significance of each store or restaurant.

In order to create a sense of place for Quincy and its merchants, this study recommends that small projecting blade signs be encouraged on business storefronts. An appropriate and proper signage code should be enforced so those signs are designed to integrate well with the business storefront and theme. Well-designed signs will contribute to the general impression that Quincy contains specialty shops and restaurants that offer a variety of goods of quality and value.

In addition, GPG recommends that Quincy replaces or updates the signage that welcomes travelers and potential customers to the Community. The present signage is overshadowed by nearby commercial signage and looks worn and tired.

Streetscapes

A vital need for Quincy's downtown streetscape is the upkeep and maintenance of the exterior of buildings. This includes regular painting to maintain the building's appearance, regular cleaning of exterior signage and awnings, and proper lighting in store windows. Shop owners should be encouraged to keep their lights on in window displays at night to add to the safety of Quincy at night and protect their property. As the streetscape improves, the overall atmosphere of this retail corridor will also improve, affecting customers and shop owners alike.



The 1st story façade of the Village Offices with its numerous garage entranceways does not present itself well to a pedestrian oriented streetfront. Civic buildings should reflect the architectural qualities of the Village's best buildings.

Parking

At the present time, there seems to be adequate parking available for Quincy's downtown area. There are on-street parking spaces, and vehicular traffic can also use the nearby surface lots behind some of the main stores. Yet merchants felt that easily accessible parking was somewhat of a concern for the downtown. It is important for the parking areas to be kept free of litter at all times and regular striping of the parking areas and crosswalks facilitates parking and creates the impression of additional parking spaces.

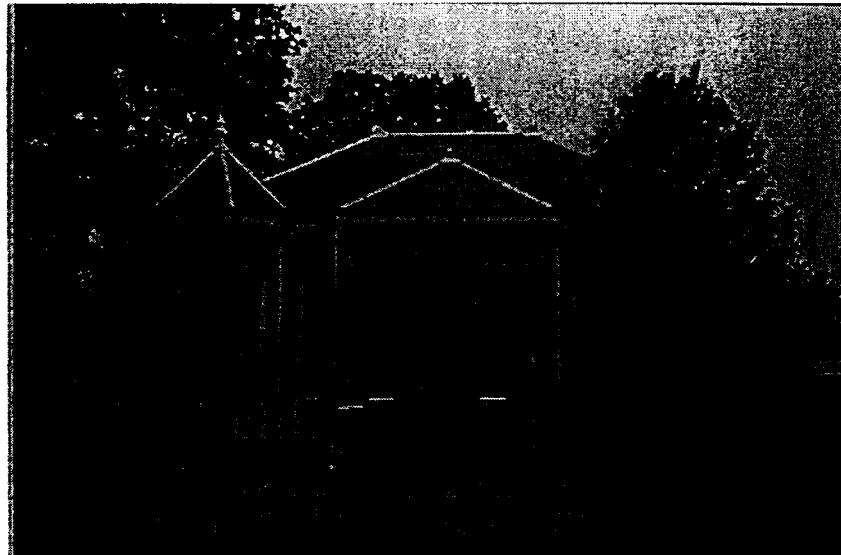
In a meeting with one of the retailers, he expressed concern that employees were parking in the available on-street spaces, thus occupying these spaces for the majority of the store's operating hours. This particular owner was interested in ways to draw in their old clientele and attract new customers.

To increase the opportunity retailers have to attract customers GPG recommends either metered parking along the major downtown street or effective enforcement of timed parking.

Metered parking can encourage rapid turnover, and discourage the use of these spaces by employees. Retailers may have new opportunities in regaining the customers they have lost due to competition in other areas that have more accessible parking.

Squares & Greens

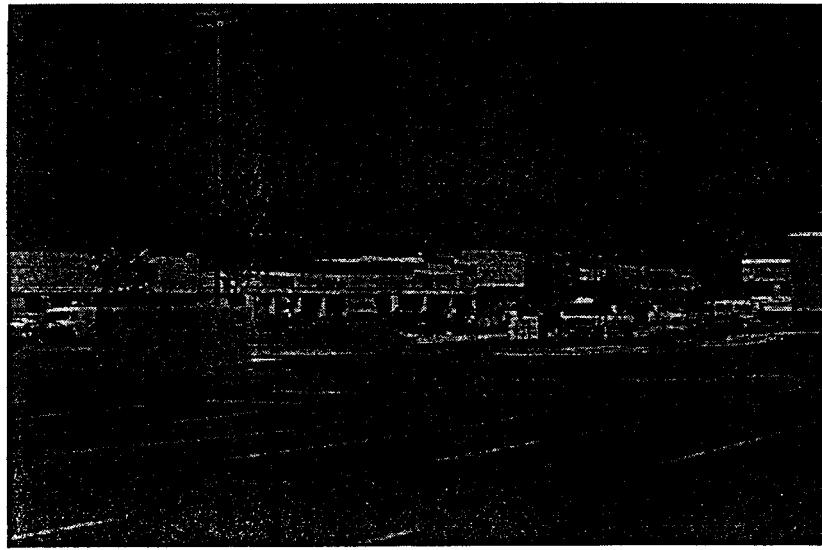
The Village of Quincy is lacking well-designed squares and green spaces in the downtown. These areas help to define a downtown as well as allow for interaction between merchants and customers. These squares could become ideal locations for sidewalk sales and community events. Furthermore, they allow for a break in paved surfaces.



Well-maintained public buildings such as Quincy's library are an important part of the small town character that is essential to a vibrant community

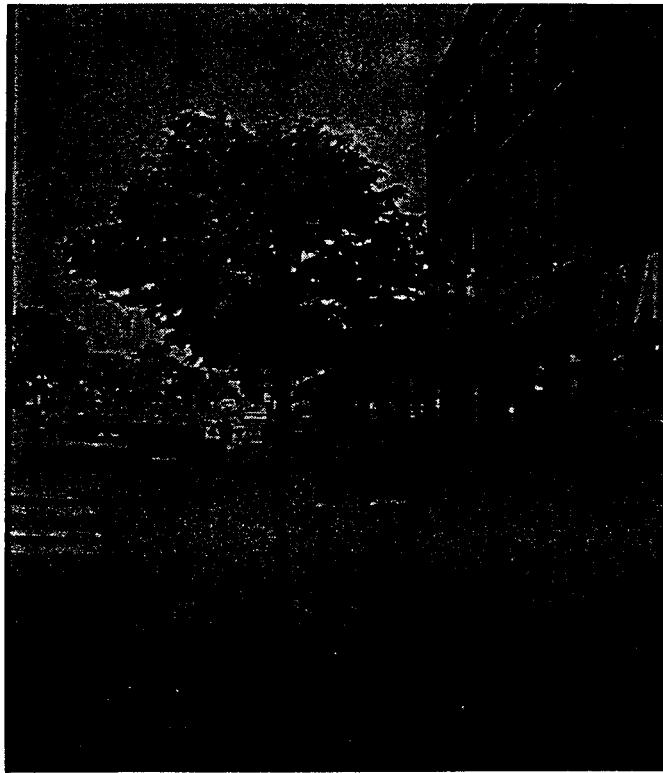
General Competitive Retail

In addition to the previously mentioned commercial developments, the residents and visitors to Quincy have several alternatives for their shopping destinations. Such retail concentrations are largely located in nearby Coldwater and include:



Much of the residents of Quincy's consumer spending for food, clothing, and household items occurs at the Wal-Mart/ Farmer Jack shopping area on the East Side of Coldwater. Most new commercial entities entering this trade area are choosing to locate at this retail concentration.

1. The recently developed restaurant/retail area located at route US-12 and I-69 represents the major competition for food, clothing and household items to the Village of Quincy's retailers.
2. Downtown Coldwater presents a pleasant small town shopping alternative to the Quincy area resident. The community has a variety of small independent retailers that provide some interesting shopping.
3. Some residents of Quincy indicated that periodically they did some shopping at Lakeview Square Mall in Battle Creek or at Westwood Mall in Jackson for additional department store choices.
4. These shopping districts provide both mid-market and upper-end shopping alternatives to consumers in the area.



*Downtown Coldwater, while experiencing some vacancy,
Offers a pleasurable and pedestrian friendly shopping
experience.*

SECTION 6: FUTURE LAND USE PLAN

The Future Land Use Map which is presented in this section (Map #3), is the culmination of the master planning process. This map, and the associated narrative entitled "Land Use Categories", make up the Future Land Use Plan. The Future Land Use Plan is based upon consideration of the analysis, the trends in development, the results of the critical issues analysis, and the issues, goals, and recommendations set forth in the plan. It reflects the input of the Planning Committee, the Village Council, the DDA and residents of Quincy.

The Future Land Use Map indicates what the land uses should be in Quincy ten or more years from now. This does not mean that the Village should change its zoning districts immediately to correspond to the Future Land Use Map. Some of the designations will match existing conditions while others will not. What it does mean, however, is that it should be a "road map" for the location of land uses in the village over time.

The Future Land Use Map is intended to guide land use decisions in Quincy and assist Village officials with the development of land use regulations. It can be an invaluable tool when used to evaluate requests for rezonings, vacation of rights-of-way or for variances from the Zoning Ordinance. Requests that do not follow the Future Land Use Map should be denied. If Village officials wish to amend the Future Land Use Map to reflect changing conditions, then this should be done before a change in zoning is approved.

LAND USE CATEGORIES

Single Family Residential

This district is intended for single family residential development with lot sizes that are

typical of the community currently. The existing density within this district is 4.4 units per acre. This district is intended to recognize and maintain the older established residential areas of the Village which were developed with a consistent lot size and development pattern. The grid system subdivision design, architecturally significant homes and smaller urban lots are typical for this district.

Recommended density for future development is 4 to 5.5 units per acre. This density level is conditioned, however, on the ability of the development to meet all other area requirements without needing variances. It is also the desire to provide new developments that display some of the characteristics of the historic, traditional neighborhoods in the Village. New developments that utilize a more traditional, grid pattern and provide common open space can utilize the higher density standard above.

Areas chosen for inclusion in this district were primarily based on existing housing density; a need to reserve more land for similar development; availability of public sewer and water; and environmental factors which would permit this range of housing density. This district is consistent with the plan goal to provide new single family residential development in the Village.

Multiple Family Residential

This district is intended for multiple family residential development with a density of up to 14 units per acre. This density level is conditioned, however, on the ability of the development to meet all other area requirements without obtaining variances.

Areas designated as Multiple Family were selected based primarily on existing high density development, close proximity to major thoroughfares and low impact to Quincy streets. Most of the multiple family residential areas on

the Future Land Use Map are larger complexes with only two buildings having three or four units. It is anticipated that apartment units will also be located on the second and third stories above stores in downtown. This district also furthers the goal to provide for a variety of housing types and values.

It is not the intent of this District to encourage the conversion of larger, single family residential structures into multiple family units. Conversely, new areas designated for multiple family development should only be for undeveloped land areas, not conversion of existing buildings.

Office

There are no areas identified on the Future Land Use Map as office since it is anticipated that these uses will locate in the Central Business District or commercial areas.

Central Business District

This district is intended for a blend of retail, office, and service establishments. The focus of this district should be entertainment, specialty retailing, small offices and government buildings. Residential uses (primarily apartments) also fit into this mixture of uses and help to create activity after the businesses have closed. Higher site design standards should be implemented for this district because it is a strong focal point for the Village.

The area identified as Central Business District on the Future Land Use Map is the Downtown area of Quincy and runs primarily along Chicago Street and Main Street.

Commercial

This district is intended for the widest variety of retail and service businesses. Businesses could range from apparel shops, auto service, and restaurants through small commercial strip

centers. Locations for this district are based on collector or arterial frontage; low impact to Quincy streets; proximity to existing commercial developments of a similar type; and compatibility to adjacent uses. This district is intended to serve the commercial needs of the motoring public along Chicago Street.

Industrial

This district is intended for general light industrial development and the districts are located primarily on the north side of Chicago Street and to the south of Glenn Ave. The location of the industrial districts were determined by the existing location of Quincy's industrial park and land. Since there is a finite amount of industrial land, it is important to maintain the integrity of the available land by ensuring development from industrial users only. Heavy commercial land uses such as truck repair and lumber yards should be restricted to commercial zoning districts only.

Quasi-Public/Institutional

This district is intended for uses intended to serve a large segment of the public including government agencies. Included are schools, churches, cemeteries, nursing homes and government functions. These uses are scattered throughout the Village and should be listed as special land uses in any zoning district where they are to be permitted. This is due to the propensity of these uses to expand in response to the growing population; thereby having the potential to impact adjacent residential neighborhoods.

Park

The only area designated as park land is the existing park at N. Main Street and E. Park Street. Additional park land is desirable in the future but as of yet, location (s) have not been identified. Any new residential developments should incorporate open space and park land as a component.

SECTION 7: IMPLEMENTATION

Along with the Future Land Use Plan, a key feature of the Master Plan is the implementation section. This includes a list of prioritized items that will guide Village planning and development efforts in the coming years. Some can be undertaken in the next year while others may take a longer period of time. The list of tasks is as follows:

1. **Update the Zoning Ordinance.** Although interim Zoning Ordinance amendments were prepared in 1998, they were intended as a stop gap measure only. A complete update of the Zoning Ordinance is needed to (1) address the design items identified in the visual preference survey; (2) meet changes in state and federal law; (3) protect the existing and intended character of the community; and (4) give Village officials the tools necessary to properly review land use requests.
2. **Land Division/Subdivision Regulations.** At present, the Village of Quincy does not have adequate regulations to govern the division and consolidation of platted lots or unplatted parcels. Nor are adequate subdivision regulations in place should a plat request be submitted to the Village. New state laws make it imperative that communities have appropriate regulations in place.
3. **Downtown Plan.** The Downtown Plan in this document presents a series of recommendations for the improvement of Downtown Quincy. Included are building-by-building recommendations for exterior improvements to each commercial structure in downtown. These recommendations should be implemented

by the DDA and Village Council in cooperation with the local business and property owners. Establishing a downtown business association will help coordinate the efforts of the merchants and could lead to joint marketing efforts.

4. **Parks & Recreation Master Plan.** The Michigan Department of Natural Resources (MDNR) has competitive grant money available each year for qualified parks and recreation projects. The Village of Quincy is eligible to apply for this funding providing a current Parks & Recreation Master Plan is in place. The Village should begin identifying potential recreation projects for future funding.
5. **Develop a Truck Parking Facility.** One of the key issues before the Village recently has been the parking of tractor trailers on residential driveways. This practice does not enhance neighborhoods or property values. The Village should consider developing a new, secure truck parking lot and pursue prohibiting tractor trailer parking in residential neighborhoods. The rent for the lot could offset the debt incurred for improvements.
6. **Single Family Residential Development.** The Village should aggressively market the land it owns on S. Main Street for single family residential development. Additional adjacent land will be needed to properly develop the site. Any new development must be of high quality and have a traditional grid pattern appearance; as opposed to a more suburban subdivision.

APPENDIX A: DEVELOPMENT GUIDELINES

Architecture: Historic Buildings

Objective: To encourage maintenance of the original architectural character of the building while creating an inviting street environment for pedestrians and passing vehicles.

With existing storefronts, it should always be remembered that the storefront is part of a larger structure and should relate to the building's overall character. Furthermore, it should be realized that a commercial block may contain several storefronts and that each individual shop should harmonize with its neighbor. This is not intended to restrict individual expression and storefronts can vary tremendously to express the nature of the business and the identity of the owner. The original details and materials, however, should always be retained. A storefront's original design is the best guide for any renovation project.

- * Aluminum and porcelain siding and detailing should be avoided because the materials do not match other historic building materials.
- * Decorative features such as columns or brackets should be retained and replaced when deteriorated.
- * Signage should be simple and the size limited to the proportions of the storefront. A sign should never be large enough to overpower the shop nor should it obscure a building's architectural features.

* The use of architecturally sympathetic awnings is encouraged to add visual interest and create a sense of enclosure along commercial streets. Awnings should compliment the distinct character of each storefront. Continuous awnings which cross over several storefronts are discouraged and internally illuminated canopies are prohibited.

* Building colors should compliment the original architecture of the building and not be overly bright or offensive.

Architecture: Modern Existing Buildings & New Construction

Objective: To maintain the overall architectural character of the neighborhood or block while creating an inviting street environment for pedestrians and passing vehicles.

With modern existing buildings and new construction, storefronts should have a high-quality facade design that can attract customers and contribute to the desired image. The architectural elements should compliment those found on nearby buildings and adequate window space should be provided to display goods and services offered.

- * Buildings should not be set back from the property line of the commercial street. At corner locations, new construction should be built to the property line of both the commercial street and adjacent side street.
- * Store entrances should be located along the commercial street frontage. Secondary entrances adjacent to accessory parking are also encouraged.

- * Display windows oriented to the public right-of-way should be incorporated into the building's form and architectural style for retail uses. Retail storefronts are encouraged to utilize at least 40% of the front facade with windows.
- * The scale, proportion, rhythm, cornice height and fenestration of new construction must be consistent with the architectural character of surrounding buildings.
- * Durable building materials which provide an attractive, quality appearance must be utilized. Earth-toned brick or similar quality material must be utilized on all sides. The Planning Committee may consider other high quality materials to express the individuality of the building.
- * Color selection must be made on the basis of aesthetic unity and to articulate special elements of design. Bright, offensive colors should be avoided, especially as the primary color of the building.
- * Sidewalks should be constructed of concrete or a decorative pavers rather than asphalt, and should never be made of dirt.
- * Where feasible, pedestrian crosswalks in parking lots, driveways and at intersections should be made of decorative masonry pavers.
- * The design of streetscape amenities should be coordinated and consistent along the street for a minimum of one block.
- * Amenities should be located in defined zones which do not impede pedestrian circulation.
- * Where the sidewalk width is fifteen (15) feet or greater, the use of sidewalk space for outdoor cafes and the display of merchandise (such as books and flowers) is permitted.
- * Walks should be a minimum of five (5) feet wide. Where more foot traffic is expected, increase the width by at least two (2) feet. Where a car bumper might overhang the sidewalk, the sidewalk should be made at least three (3) feet wider than normal.

Streetscape/Pedestrian Circulation

Objective: Develop an integrated streetscape for the entire downtown area to create an aesthetically pleasing, pedestrian-friendly environment and improve the image of Downtown Quincy.

An integrated streetscape program will help connect the currently disjointed areas of downtown and create a common identity for this area of the village. Merchants within commercial districts are encouraged to work with the Village and organize their efforts to plan, install and maintain a higher quality of streetscape improvements in order to enhance the image and visibility of the retail areas. Streetscape amenities that improve the character of the pedestrian street include low-level lighting, brick pavers, benches, banners, ornamental lighting and street trees.

Vehicular Circulation/Parking

Objective: Provide safe, efficient traffic flow through the downtown area along with adequate parking to serve nearby uses.

To remain viable, an adequate supply of parking is needed to serve businesses on pedestrian-oriented streets. Design guidelines for parking attempt to improve the appearance of parking lots while avoiding conflicts between pedestrians and vehicles.

- * Off-street parking lots must not be located along the sidewalks of the primary commercial street.
- * Consolidation of parking lots to serve multiple properties is recommended to maximize the efficiency of downtown parking. Single business accessory lots are discouraged.
- * Driveways should be located away from the corners of buildings to increase pedestrian visibility and to avoid blind corners.
- * All driveways, parking lots and walks should be paved, either with asphalt or concrete, and maintained without large cracks or deterioration of the surface. Masonry pavers are an optional decorative opportunity.
- * All driveways and parking lots should be defined by concrete curbs 6 to 8 inches high. Timbers, wheel stops and asphalt curbing must be avoided due to their appearance, short life span and vulnerability to trucks and cars.
- * Parking lot spaces and driving lanes should be identified with painted striping. The use of double striping should be encouraged for parking spaces to improve separation between vehicles.
- * Parking must be screened from the public right-of-way and adjoining uses. A landscape screen 36 inches high will screen wheels, bumpers, and paving, but allow views. Ornamental wrought iron (or facsimile) fencing can be used in combination with landscaping to screen parking areas.
- * Vertical elements should be used, such as planted, curbed islands and medians, to help define the circulation pattern and visually contain the parking area.
- * Separate and protect walks from parking areas and driveways with curbs and planted areas. Place walks in parking lot islands and medians when logical.
- * Parking lot islands should be a minimum of 10 feet wide and as long as the adjacent parking space.
- * Parking lot islands and medians should include shade or street trees, low shrubs and ground covers and grass.
- * Landscaping for parking lots should be simple and easy to maintain. Hardy shade trees, low evergreen shrubs or ground covers and grass are good choices.
- * Planting medians should be at least 5 feet wide.

Landscaping

Objective: Incorporate landscaping into the design of both public areas and private properties to functionally improve the area while making it more attractive and compatible with the surrounding environment.

Landscaping is an integral component in creating a sense of place in Quincy. A consistent tree and flower planting program can enhance the identity and image of downtown, especially in the commercial areas.

- * Where possible, green space should be used to separate adjoining developments, enhance the roadway, strengthen the pedestrian setting, and soften the built environment.
- * Maintain a view area between the roadway and developments between 3 feet and 12 feet above grade where no landscaping will obscure views of the businesses or compromise security and traffic safety.

- * Street trees should be used to offer visual relief from long, uninterrupted views of utilities and light poles. To be effective, however, street trees must not be located where they will grow to interfere with utility lines at maturity. Trees which have been pruned and cut back around utility lines are eyesores; even though they are better than no trees at all.
- * Trees which produce a messy fruit and attract birds should be avoided near paved areas.
- * On narrow sidewalks, trees should be installed in tree grates.
- * Landscaping should emphasize simple design and quality materials. Easy maintenance should be a prime consideration. Residential designs and materials such as timbers should be avoided, since they deteriorate rapidly.
- * Lawn areas should have defined edges. Use concrete walks, steel edging or curbing for permanent edging.
- * Foundation plantings should make use of evergreens for year-round interest, as well as other low shrubs or small trees. It is important to consider what the mature size of any plant used at a foundation location. Plants that grow tall will require regular pruning to keep them in line.
- * Plant species native to Southeast Michigan are the best choices. Avoid plants which are susceptible to the salt used on the roads, pollution produced by cars and trucks, and wind.
- * As a submittal requirement for site plan review, building elevations should show proposed plant materials at maturity.
- * Artificial plantings should be avoided and rocks, boulders, wood chips, etc. should not be used as a replacement for landscaping.

Screening

Objective: Make delivery and trash storage areas accessible yet inconspicuous. Screen other essential yet unsightly elements which detract from the overall look of the village.

Service and utility functions can often be selectively located out of public view. Screening is required for other elements and activities which must be located in a visible area. The purpose of screening is to visually integrate the unsightly element into the public environment. A few different options for screening are discussed below.

- * Locating unsightly elements out of public view is the first preference. The undesirable element should be located where the least number of people will see it for the shortest length of time. Trash storage and service areas, for example, should be to the rear of buildings and shielded from public view.
- * Partial screening is all that might be needed to effectively reduce the visual impact of some site elements such as parking. Partial screening, especially with low landscaping, softens the view while tying the element into the surrounding environment. This may be preferred to full screening for security or functional reasons.
- * No screening is often an overlooked option. Trying to screen items which are only marginally obtrusive sometimes calls more attention to them. For example a meter box which is not close to a sidewalk may only require a coat of paint in the right color to blend with its background, whereas surrounding it with

plantings would attract unnecessary attention and memorialize it.

- * Dumpsters require full screening. The enclosure should be constructed of brick or decorative masonry block that matches or complements the exterior of the building. Where feasible, the doors to the enclosure should be oriented away from the public right-of-way. Shared use of dumpsters by tenants is encouraged.
- * Service and delivery bays, garage doors and loading/unloading doors should not face onto a public right-of-way.
- * Loading and service areas should be located where they are least visible. Full screening should be required when visible from the public right-of-way. Partial screening, which provides boundaries between public and service areas, is absolutely necessary.
- * Rooftop utilities must be fully screened so they are not visible from ground level. New development should incorporate rooftop utilities within the roof geometry (including parapet walls) to avoid the need for screens on the roof.
- * Utilities and transformers should be painted a color which blends with the setting rather than drawing attention to them with plantings.
- * Walls and fences should provide interruptions such as piers or columns for interest.
- * Every effort should be made to encourage power authorities to place their transmission lines underground wherever possible.

Lighting

Objective: Incorporate lighting into site design which will make the area more attractive and safe after dark.

Lighting can be used to enhance site features and the overall appearance of the site and neighborhood. Lighting can be used to accent landscaped areas, emphasize building textures and architectural features, highlight pedestrian walkways and building entrances, and establish a special character.

- * Lighting of off-street parking areas should be designed to reflect light away from adjacent residential properties, with a maximum intensity of one (1) foot candle at the property line.
- * Lighting of parking lots should provide illumination adequate for security, typically at an intensity no greater than ten (10) foot candles within the site.
- * While ornamental light fixtures are desired, a shoe box or domed fixture is preferable to the cobra head or wall-pac design for appearance.
- * In general, pole-mounted overhead lighting should be used for parking lots, as opposed to building-mounted lighting. Building-mounted lighting may be used to illuminate storage and loading/unloading areas but must be directed downward and have a maximum intensity of one (1) foot candle at any property line. In no case shall non-ornamental, building-mounted lighting be used on the front of a building.
- * Lighting location and levels should respond to site features such as steps, ramps, walkways and building entrances.

- * Light posts should be placed so that they do not create hazards for pedestrians or vehicles.
- * The design of exterior building illumination should avoid exposed light fixtures. Flashing or moving lights should not be permitted.

Signage

Objective: Establish a uniform signing system that effectively provides essential information to approaching motorists/pedestrians and maintains the architectural character of the building.

Signs are one of the most prominent visual elements on the street. If well designed, signs add interest and variety to a building's facade. On the other hand, signs, more than any other single feature, can detract from even the most attractive storefront and clutter its surroundings. An appropriately designed sign should:

1. Identify the business clearly and attractively;
2. Enhance the building on which it is located; and
3. Make a positive contribution to the general appearance of the street and neighborhood.

All Signs

- * The sign shape should be kept simple and regular.
- * Text should be written in a style that is simple and easy to read. Avoid script and complicated lettering styles.
- * Signs should be compatible with the architecture and color of the building.
- * Signs should be composed of durable, weather resistant, architectural-quality

materials with a long life-span. Avoid signs which look home-made or have a residential character.

* Sign fabrication and installation should be by a qualified, experienced professional.

* Indirect lighting should be shielded or directed so that it does not adversely affect surrounding properties or the vision of motorists and pedestrians.

* Signs with moving parts or blinking, flashing or fluttering lights or parts should not be allowed, except for time or temperature signs.

* Electrical elements such as wires, conduits, junction boxes, transformers, ballasts, switches and panel boxes should be concealed from view.

* Structural supports should be enclosed and not visible.

* All visible sides and edges should be finished.

* Signs which advertise businesses and services no longer available should be removed.

* Indirectly illuminated signs with an historic appearance are preferred over internally illuminated signs. In all cases, internally illuminated box signs are prohibited. Signs painted directly on the building or applied to a building surface should be discouraged and in all cases be subject to the same regulations as mounted signs.

* Awning signs and symbols which are designed, painted, or sewn onto awnings are not permitted. Internally illuminated canopies or awnings should be avoided since they have a bright, overpowering appearance.

- * Signs should be no lower than the top of a display window head or an 8' height, whichever is lower. Signs are not to be located on the roofs of buildings.
- * All proposed signs should be reviewed in conjunction with the architecture to ensure compatibility with the building's overall architectural character.
- * Portable signs, temporary signs, plastic flagging and other advertising paraphernalia are prohibited. If allowed for temporary events such as a grand opening, a permit procedure with a time limit should be strictly enforced by the Village.
- * Billboards are prohibited.

Signs for Historic Buildings

- * The use of internally illuminated and neon signs should be discouraged. Low intensity, indirect lighting is preferred.
- * The lettering style and color selection should match the architectural character of the building and have an historic "flavor."

APPENDIX B:
DOWNTOWN BUILDING FORMS