MICHIGAN/GRAND RIVER AVENUE CORRIDOR SUB-AREA PLAN: WEBBERVILLE

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GOAL STATEMENT

The goal of the project is to develop a downtown development strategic plan that may...

- REVITALIZE downtown Webberville
- Promote SUSTAINABILITY
- STRENGTHEN the community
- RETAIN existing residents and businesses as well as ATTRACT new ones
Client
- Tri–County Regional Planning Commission

Project
- Michigan Avenue – Grand River Avenue Corridor Design Project
  - "The Mid-Michigan Program for Greater Sustainability"
    - Sustainable Communities Grant Program for the Department of Housing and Urban Development
SCOPE OF WORK

COMMUNITY INPUT
SOCIOECONOMIC PROFILE
PHYSICAL INVENTORY
TRANSPORTATION ANALYSIS
MARKET ANALYSIS

RECOMMENDATIONS
Where is the Village of Webberville?
SOCIOECONOMIC PROFILE

Population
Education
Economy
Occupation
Housing
Webberville Educational Attainment
Population 25+

Number of People

Education Level

- Less than 9th grade
- High school graduate
- 9th to 12th grade, no diploma
- Some college, no degree
- Associate's degree
- Bachelor's degree
- Graduate or professional degree

Source: 2010 Census
## Median and Average Household Income

(In 2011 Inflation Adjusted Dollars)

<table>
<thead>
<tr>
<th>Place</th>
<th>Median Household Income</th>
<th>Mean Household Income</th>
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<tbody>
<tr>
<td>Webberville</td>
<td>50,417</td>
<td>56,226</td>
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<tr>
<td>Leroy Township</td>
<td>62,083</td>
<td>64,422</td>
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<tr>
<td>Ingham County</td>
<td>45,758</td>
<td>61,159</td>
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<tr>
<td>Michigan</td>
<td>48,669</td>
<td>64,478</td>
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</tbody>
</table>

Source: 2007-2011 ACS Estimates
Occupation

Webberville, MI 2010

- Sales and Office: 18.3%
- Production, Transportation, and Material Moving: 23.8%
- Management, Business, Science and Arts: 17.1%
- Service: 12.9%
- Natural Resources, Construction, and Maintenance: 27.9%

Leroy Township, MI 2010

- Sales and Office: 26.9%
- Production, Transportation, and Material Moving: 28.5%
- Management, Business, Science and Arts: 10.2%
- Service: 8.2%
- Natural Resources, Construction, and Maintenance: 26.3%

Source: U.S. Census Bureau, 2007-2011 ACS Estimates
Housing Occupancy
Webberville, MI, 2010

Occupied housing units: 83.70%
Vacant housing units: 16.30%

Source: U.S. Census Bureau, 2006-2010 American Community Survey
PHYSICAL INVENTORY

Current Land Use
Downtown Business Inventory
Parcel Condition Survey
Streetscape Analysis
Historic Preservation
DOWNTOWN BUSINESS INVENTORY

- **Methods**
  - Walking survey, photography

- **Criteria**
  - Type of business
  - Vacant or occupied

- **Findings**
  - 31 businesses within study area
  - Majority businesses within the “Service” sector
  - Clustering of services including community schools
  - 2 municipal parking lots
  - 6 vacant structures, 1 vacant parcel
Parcel Condition Survey

- **Methods**
  - Walking survey, photographs

- **Criteria**
  - Based on 12 elements

- **Scoring**
  - 1 = “good” condition
  - 2 = “fair” condition
  - 3 = “poor” condition
  - N/A = they did not possess the given criterion
Downtown Webberville
Parcel Analysis Blocks
Parcel Condition Survey

Findings

- Central Business District buildings located at sidewalk edge
- Parking occurs both on-street and off-street
- The overall qualities of the parcels in are in “good” to “fair” condition
Parcel Condition Survey

Example: “good” condition
- Ramp for accessibility
- Clean and intact siding
- Good condition window frames, gutters, and roof
- Greenery in front

Example: “fair” condition
- Siding is dirty and damaged
- Window frames appear outdated
- Lack of greenery
**STREETSCAPE ANALYSIS**

- **Methods**
  - Walking survey, photographs

- **Criteria**
  - Based on three categories:
    - Exterior Furnishing
    - Exterior Signage
    - Public Exterior Lighting

- **Scoring**
  - 1 = “good” condition
  - 2 = “fair” condition
  - 3 = “poor” condition
  - N/A = they did not possess the given criterion
STREETSCAPE ANALYSIS

Findings

- Streetscape present on two blocks of Grand River Avenue going east and west and one block of Main Street going south
- The overall qualities of streetscape are in “good” condition
HISTORIC PRESERVATION

- Represents true character of the area
- Can increase property values and spur downtown revitalization

- Webberville Elementary School is on National Historic Register
  - Built in 1912

- Other notable sites:
  - Current Masonic Temple
    - High School prior to 1913
  - Block of parcels on Grand River Avenue
    - Built after a fire around 1919
Block of Parcels on North Side of Grand River Avenue: Past
Block of Parcels on North Side of Grand River Avenue: Present
TRANSPORTATION ANALYSIS

Traffic Volumes
Complete Streets
Traffic volume in Grand River Avenue, 2004-2010

- Gramer to Wallace
- S Webberville to Elm
- Elm to Main
COMPLETE STREETS

Definition: The concept that streets should accommodate all modes of transportation
- Pedestrians
- Bikes
- Vehicles
- Mass Transit

Source: Smart Growth America
Webberville Sidewalk Network

Legend
- Blue: Existing sidewalk
- Red: No sidewalk, interruption
- Gray: No sidewalk
MARKET ANALYSIS
Retail Gap Analysis
Consumer Preference Analysis
Retail Gap Analysis

Leakage/Surplus Factor by Industry Subsector

Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

Leakage/Surplus Factor

0 10 20 30 40 50 60 70 80 90 100
CONSUMER PREFERENCE ANALYSIS

Midland Crowd

- Do-It-Yourself projects
- Home improvement projects
- Children’s products
- Family restaurants
COMMUNITY INPUT
Survey (Resident & Business)
Public Workshop
COMMUNITY INPUT: SURVEY

Residential Survey

Who: Residents of Webberville
How: Monthly newsletter, website, public offices, strategic planning meeting and public meeting
Participants: 19 respondents

Business Survey

Who: Businesses within designated study area
How: Phone interviews
Participants: 9 businesses
COMMUNITY INPUT: PUBLIC WORKSHOP

When
February 18, 2013

Who
11 attendees

What
Strengths, Weaknesses, Opportunities, Threats Analysis
Things that are great about Webberville

Things that are holding Webberville back

Things that can change for the better

Things that can hinder that change

SWOT ANALYSIS
(Strengths, Weaknesses, Opportunities, Threats)
<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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<tbody>
<tr>
<td>Location</td>
<td>Open Space</td>
<td>Area Expansion</td>
<td>High Tax Base</td>
</tr>
<tr>
<td>Cultural Center and Schools</td>
<td>Parking Enforcement</td>
<td>Place for events and shopping</td>
<td>Outside Communities</td>
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<tr>
<td>Strong existing local businesses</td>
<td>Connectivity and Uniformity of sidewalks outside study area</td>
<td>New Open Space</td>
<td>Lack of Signage</td>
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<tr>
<td>Adequate parking</td>
<td>Attracting new residents and visitors on weekends</td>
<td>Marketing and Development</td>
<td>Uninterested Residents</td>
</tr>
<tr>
<td>Sidewalks and Streetscape in study area</td>
<td></td>
<td>Walking and Biking</td>
<td></td>
</tr>
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<td></td>
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<td>New Businesses</td>
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**SWOT ANALYSIS FINDINGS**
RECOMMENDATIONS

Sidewalk Network Improvement
Open Space Feasibility Study
Parking Management Plan
Branding Study
**SIDEWALK NETWORK**

- Sidewalks outside the downtown are incomplete
- Improve the network by filling in the gaps
- Improvements can increase pedestrian safety and encourage residents to walk to downtown
OPEN SPACE STUDY

- Residents want more recreation space in downtown
- Conduct an open space feasibility study that reviews existing policies for the creation and preservation of open space
- Consider an open space plan within the master plan
Parking Management

- The community expresses a lack of parking enforcement
- A parking management plan can improve the parking composition of the study area
- It can ensure the enforcement of existing parking regulations
BRANDING STUDY

- Webberville lacks a brand
- Conduct a branding study, which would involve the creation of a brand
- The brand could reflect a unique asset of the Village
- This can lead to attracting both new residents and visitors
THANK YOU!

Full Report: http://ced.msu.edu/publications/reports/planning