

**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

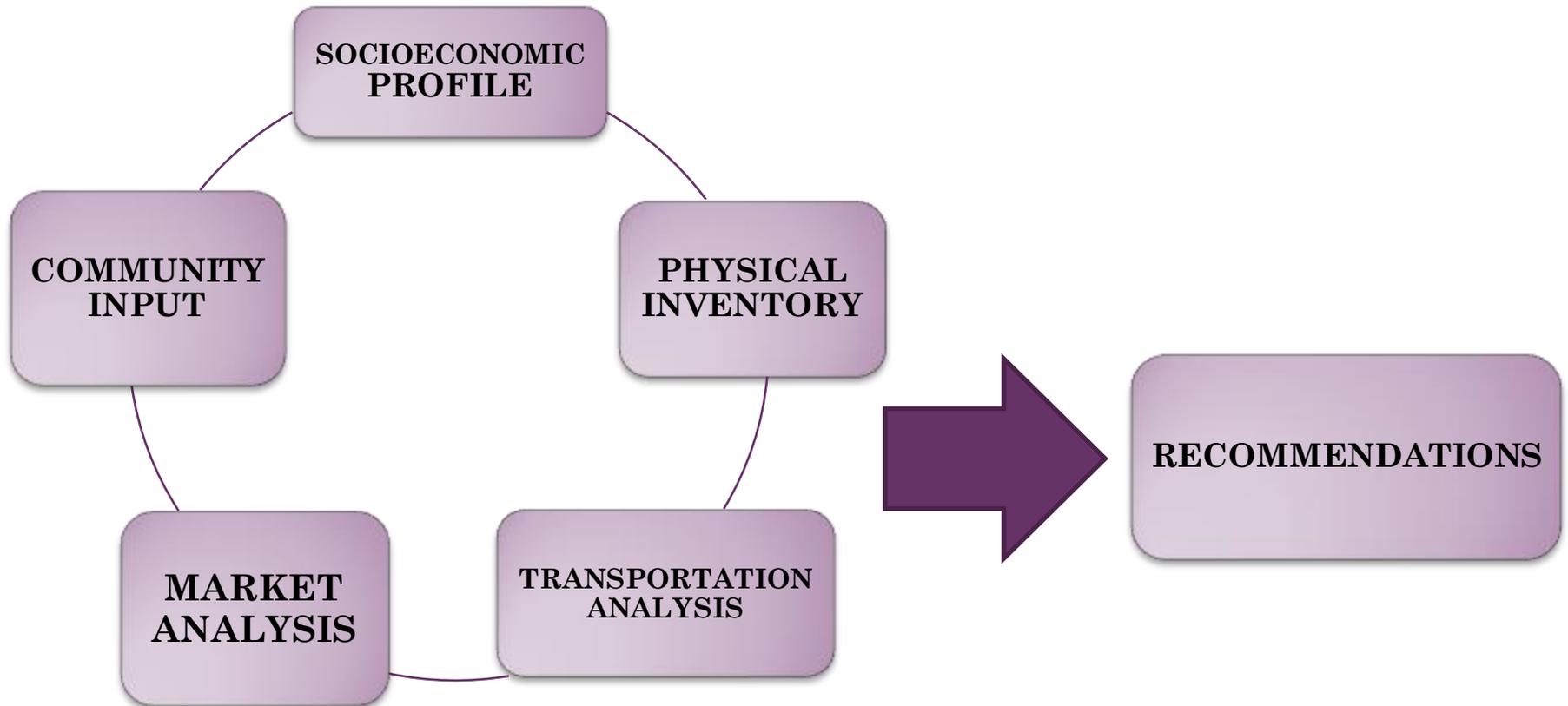


Project

- 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





BEECH ST.

MAIN ST.

CLARK ST.

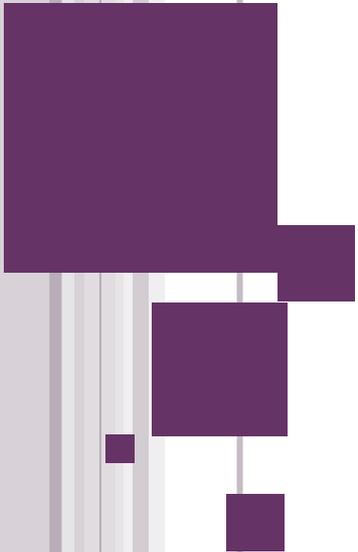
GRAND RIVER

CHESTNUT ST.

ELM ST.

H I S T O R Y





SOCIOECONOMIC PROFILE

Population

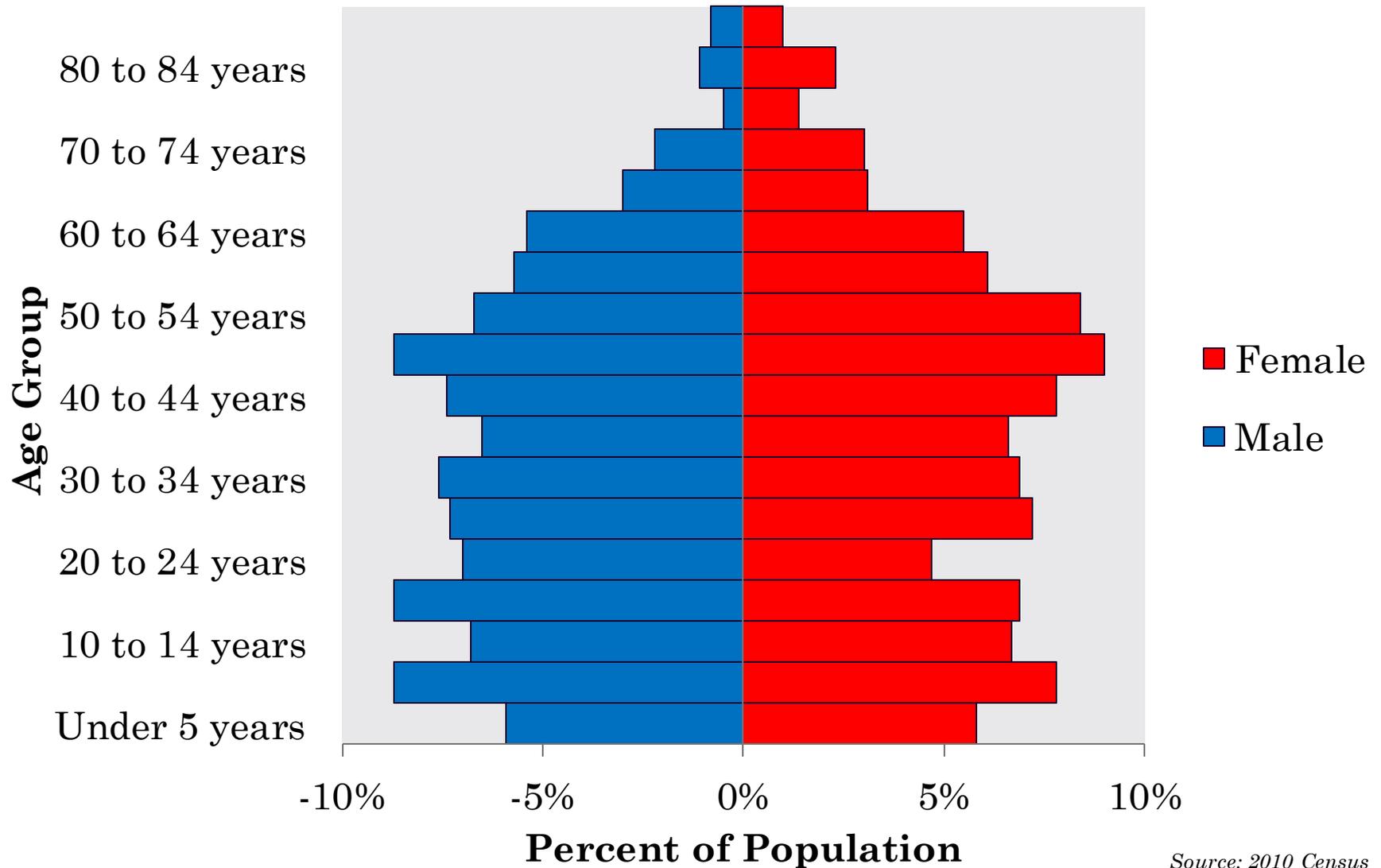
Education

Economy

Occupation

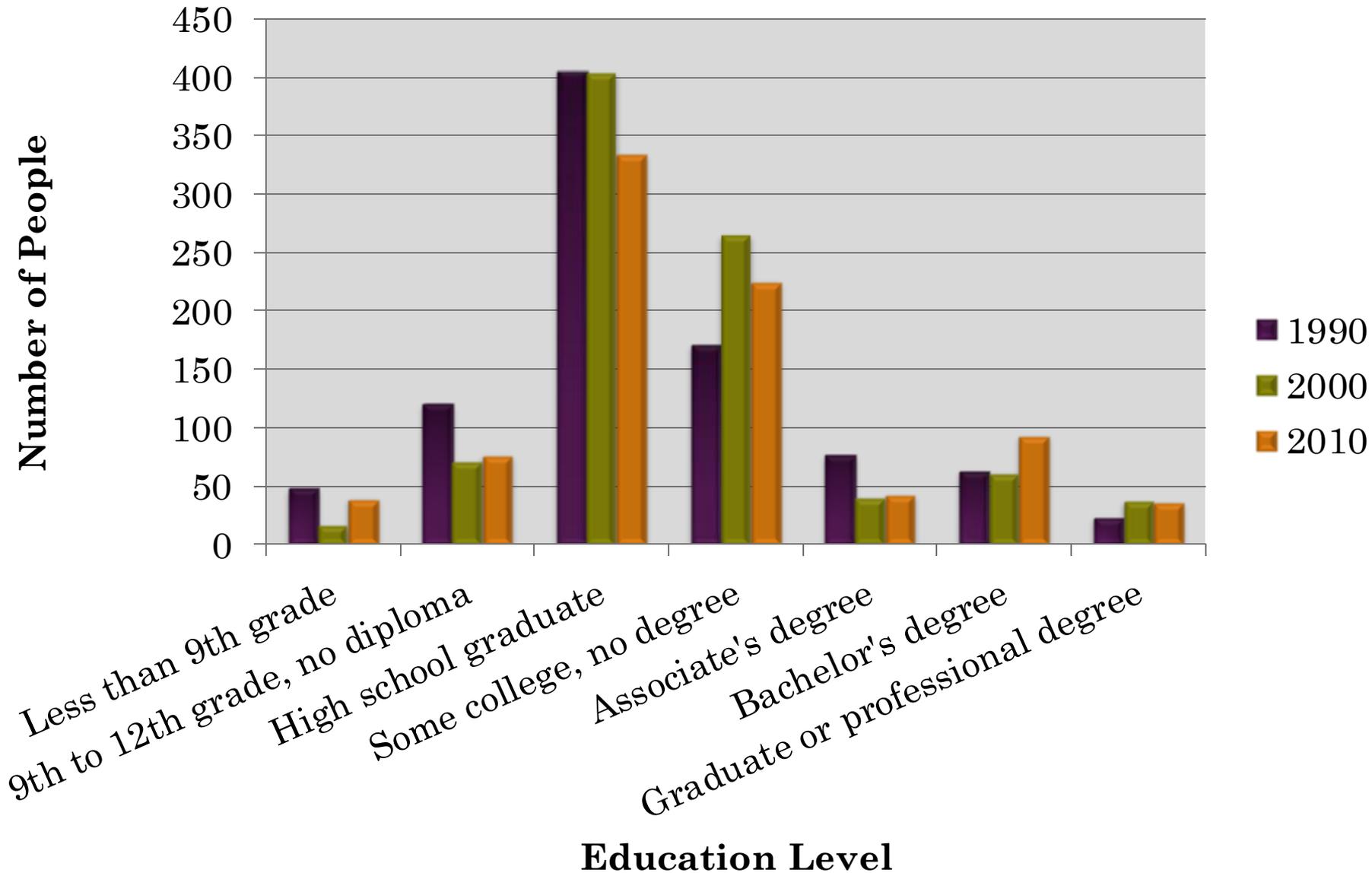
Housing

POPULATION



Source: 2010 Census

Webberville Educational Attainment Population 25+



ECONOMY

Median and Average Household Income (In 2011 Inflation Adjusted Dollars)

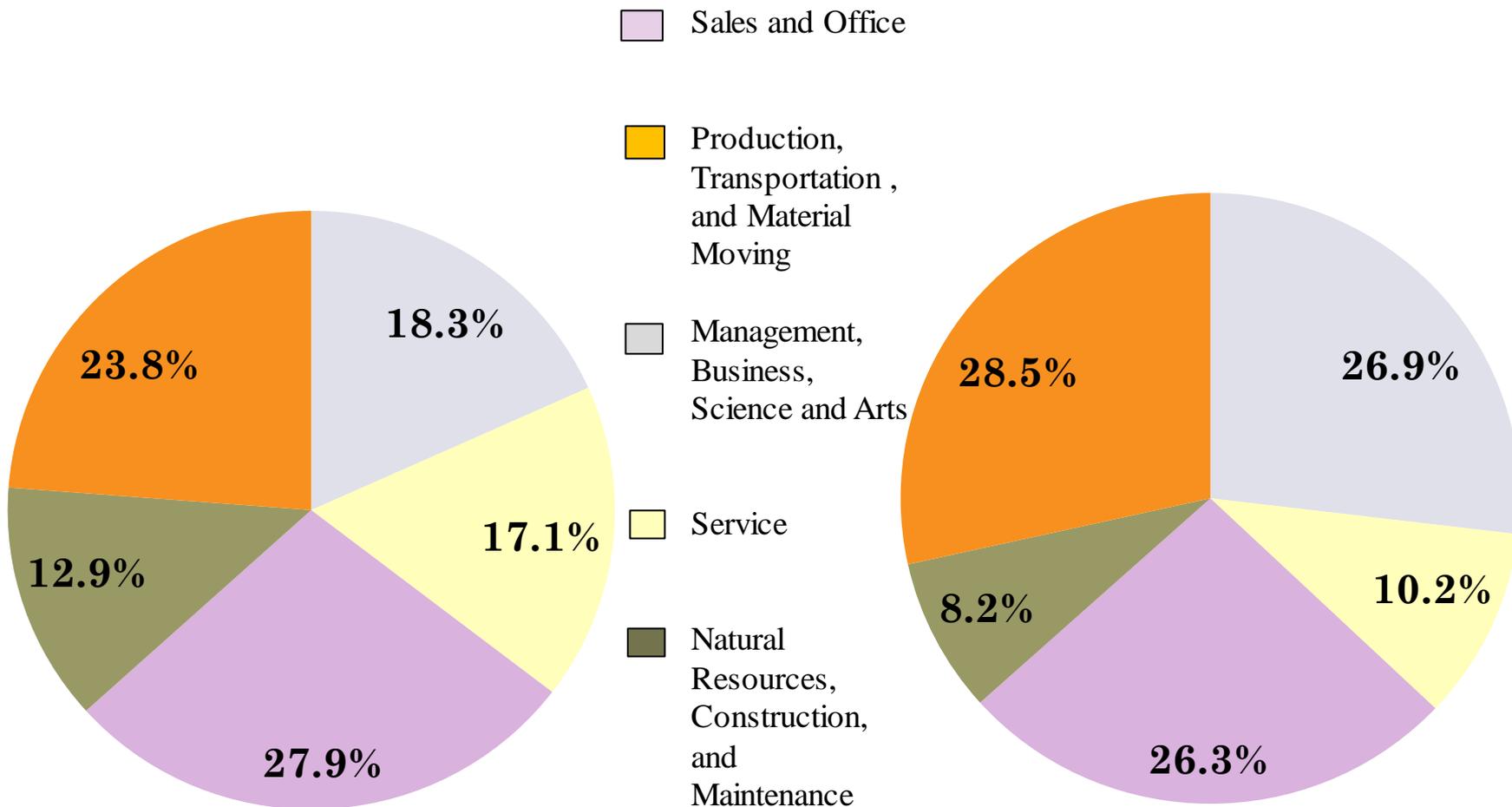
Place	Median Household Income	Mean Household Income
Webberville	50,417	56,226
Leroy Township	62,083	64,422
Ingham County	45,758	61,159
Michigan	48,669	64,478

Source: 2007-2011 ACS Estimates

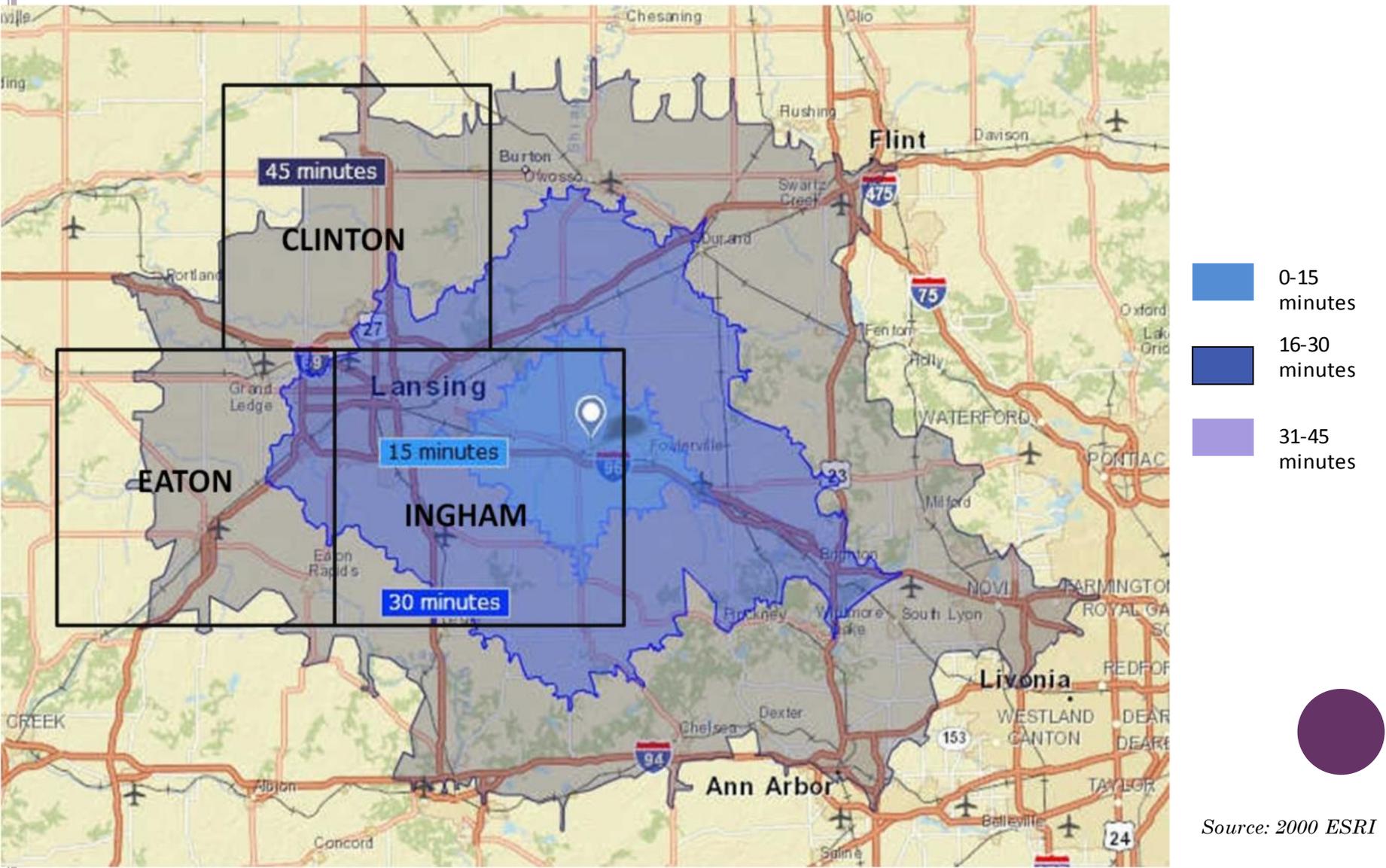
Occupation

Webberville, MI 2010

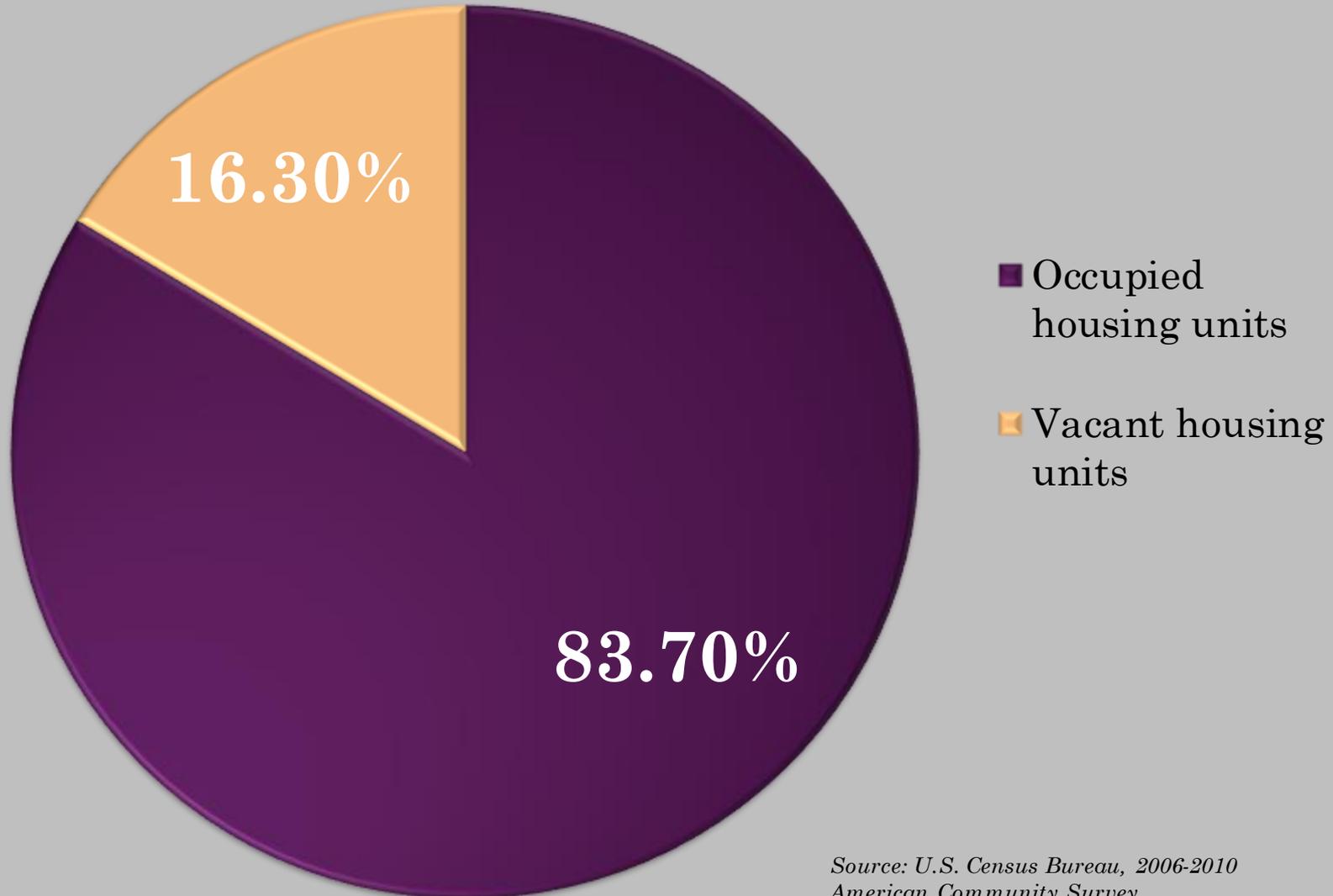
Leroy Township, MI 2010



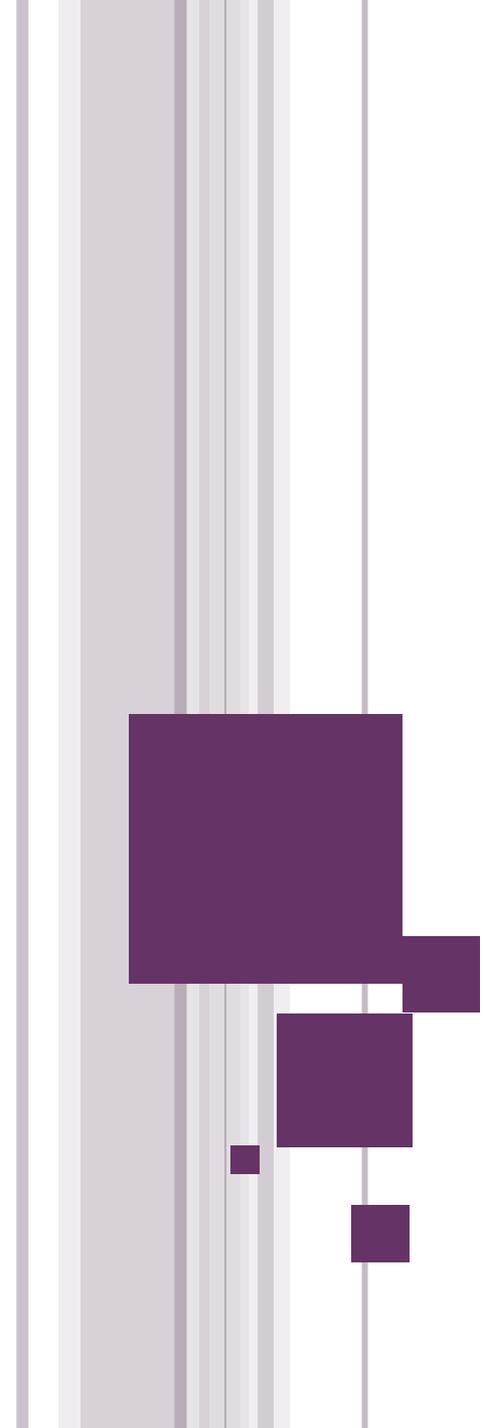
COMMUTER TIME



Housing Occupancy Webberville, MI, 2010



*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 Webberville Current Land Use Map

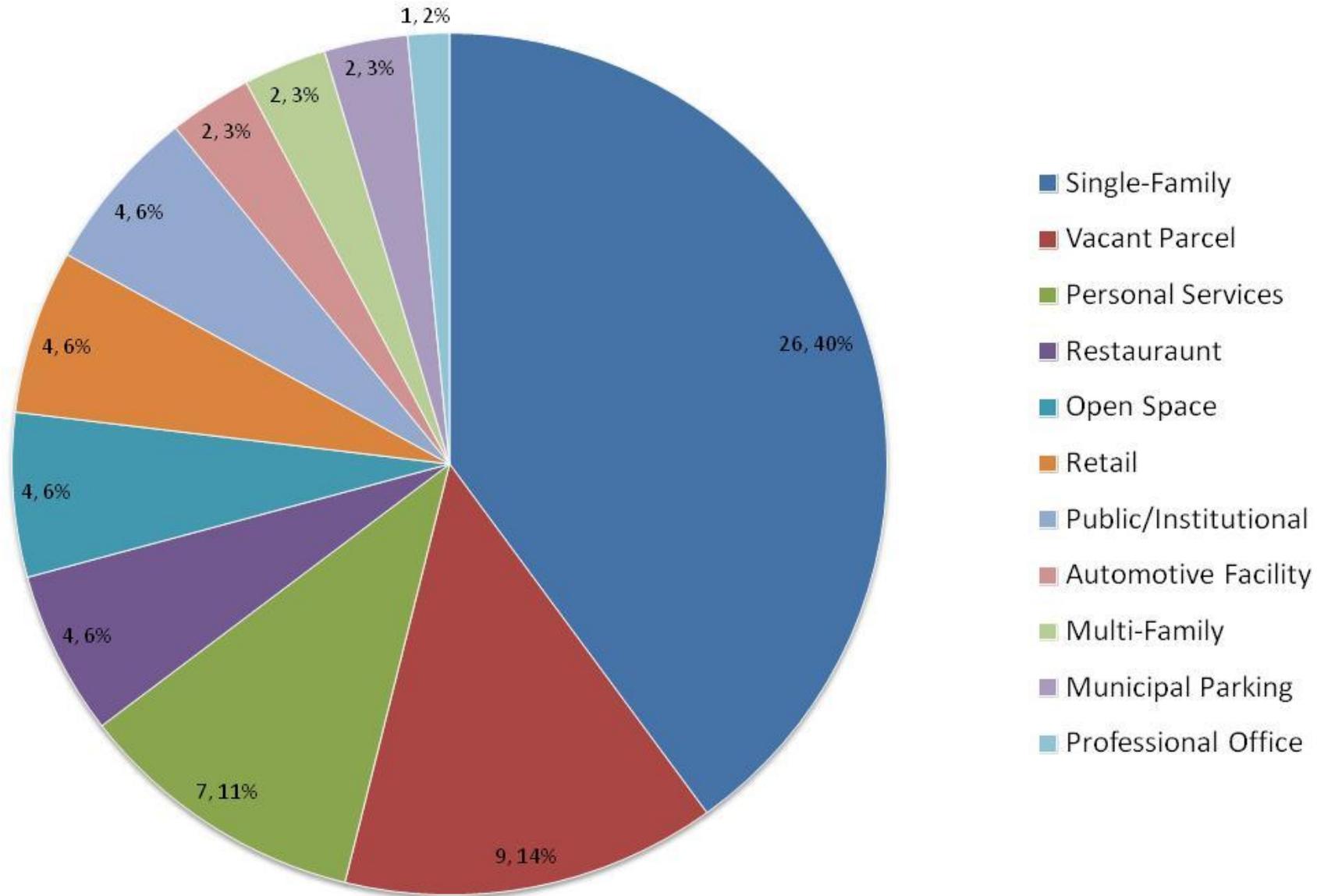


Legend

- Single-Family
- Multi-Family
- Restaurant
- Professional Office
- Personal Services
- Open Space
- Vacant Parcel
- Public/Institutional
- Municipal Parking
- Automotive Facility
- Retail



Current Land Use



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



Downtown Webberville Businesses



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 Sections



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





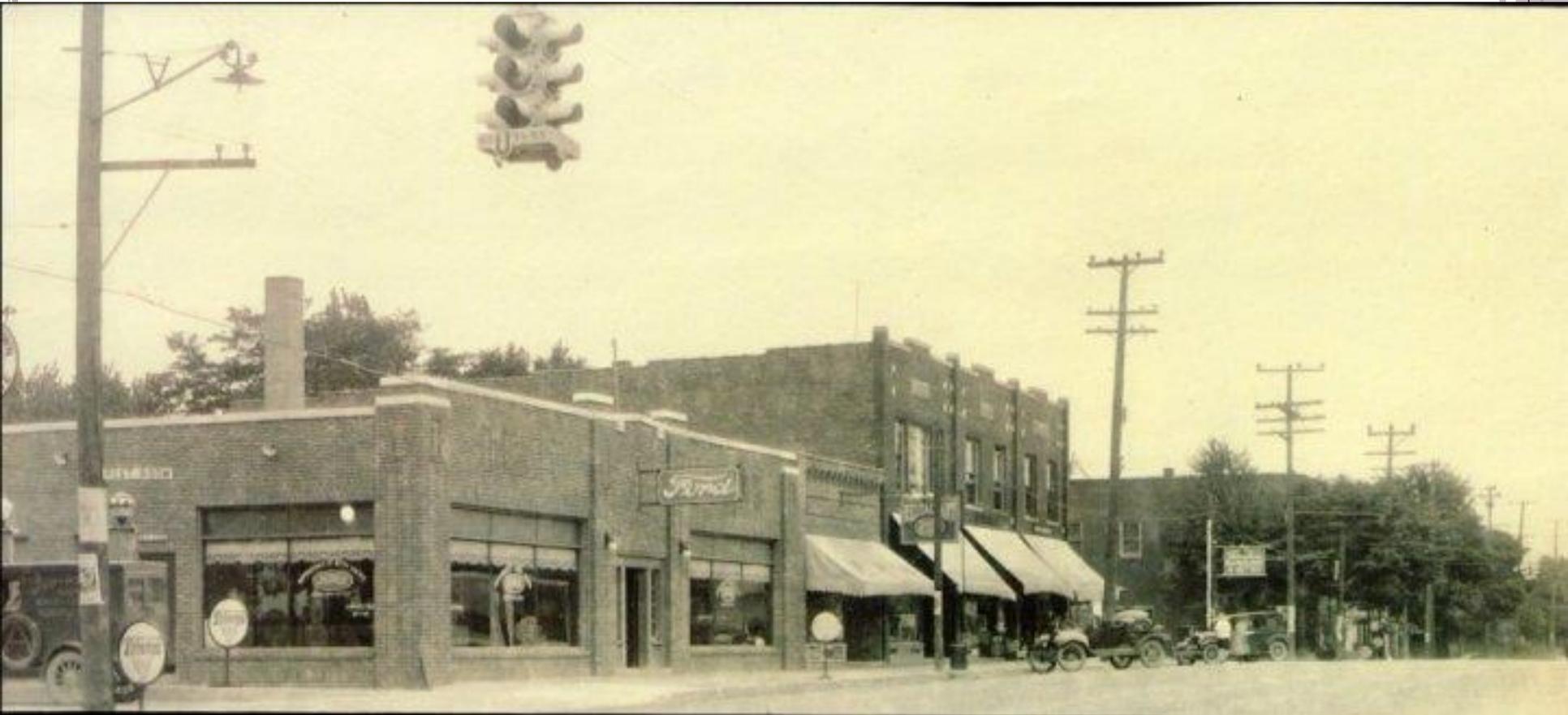
HISTORIC PRESERVATION

- 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

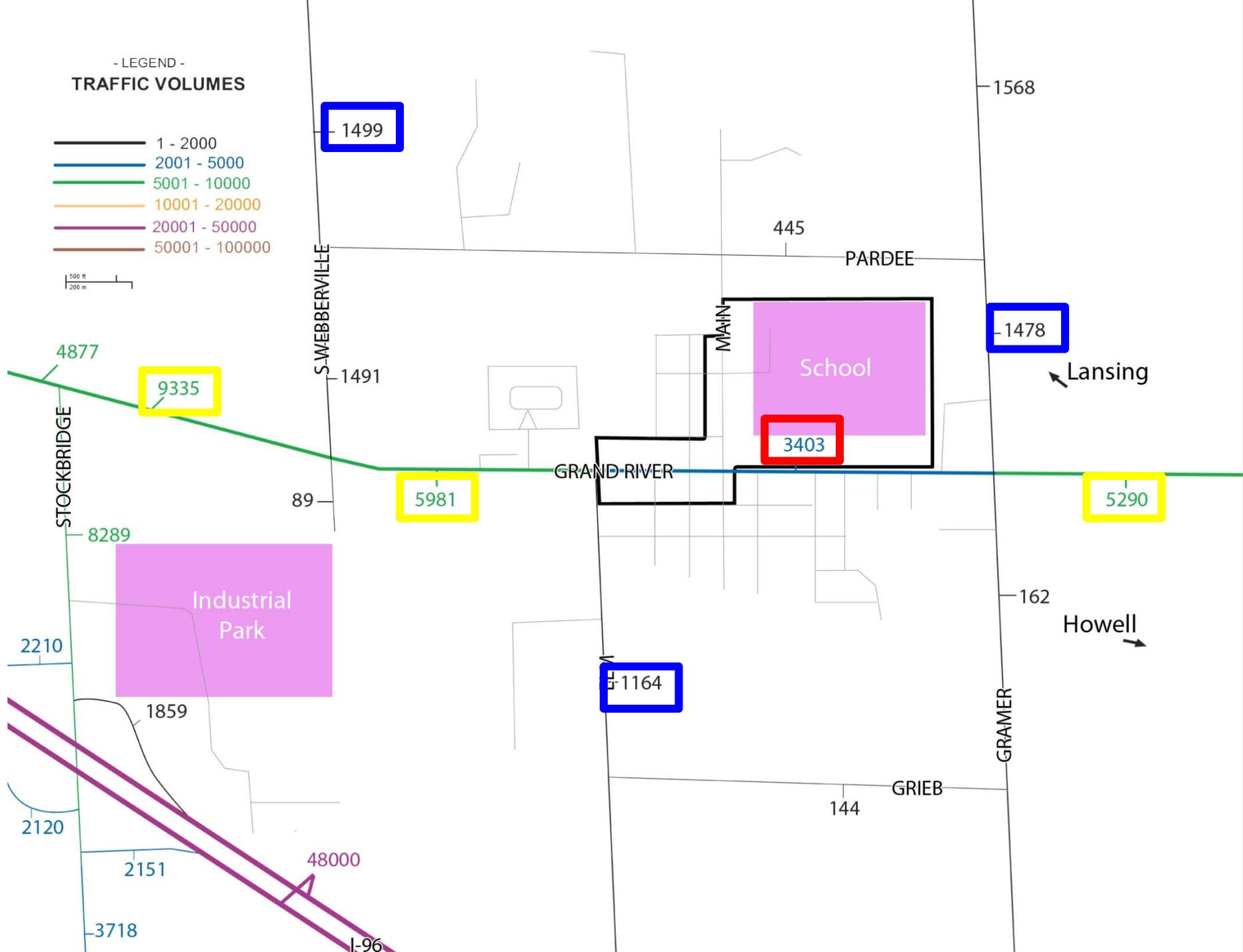
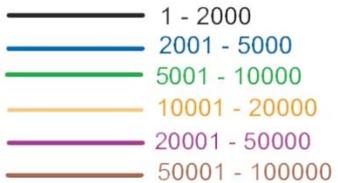




TRANSPORTATION ANALYSIS

Traffic Volumes
Complete Streets

- LEGEND -
TRAFFIC VOLUMES



1499

9335

5981

3403

1478

5290

1164

1568

445

1491

89

162

144

2210

8289

1859

2120

2151

3718

48000

I-96

STOCKBRIDGE

S WEBBERVILLE

GRAND RIVER

PARDEE

MAIN

GRAMER

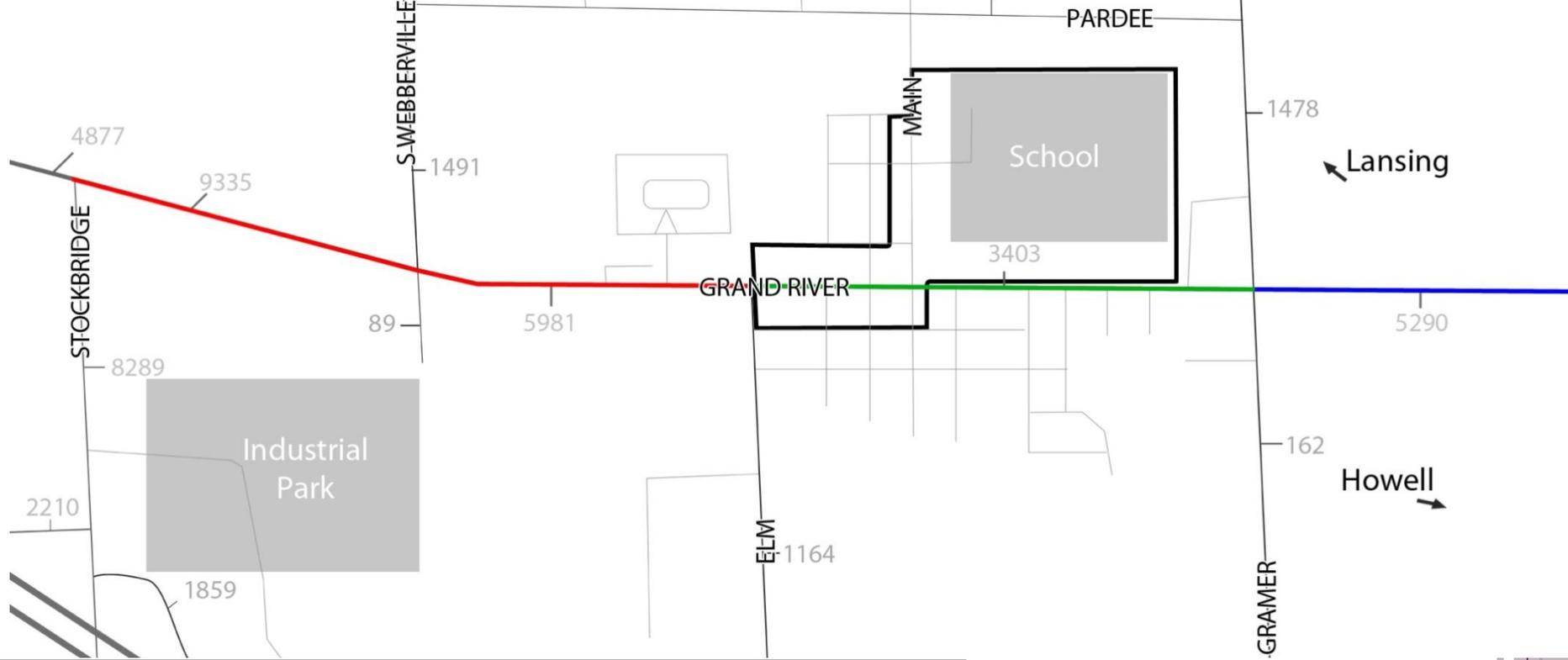
GRIEB

School

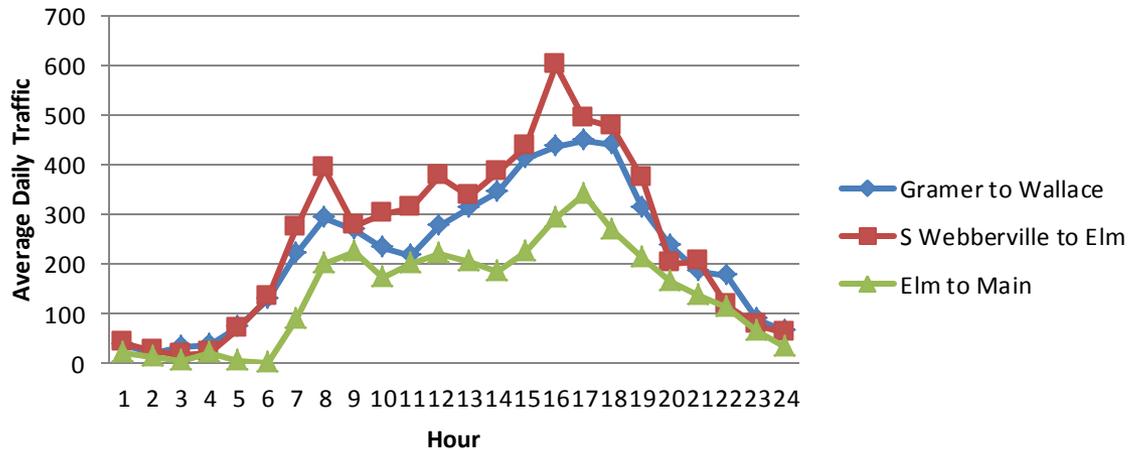
Industrial Park

Lansing

Howell



Traffic volume in Grand River Avenue, 2004-2010



COMPLETE STREETS

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



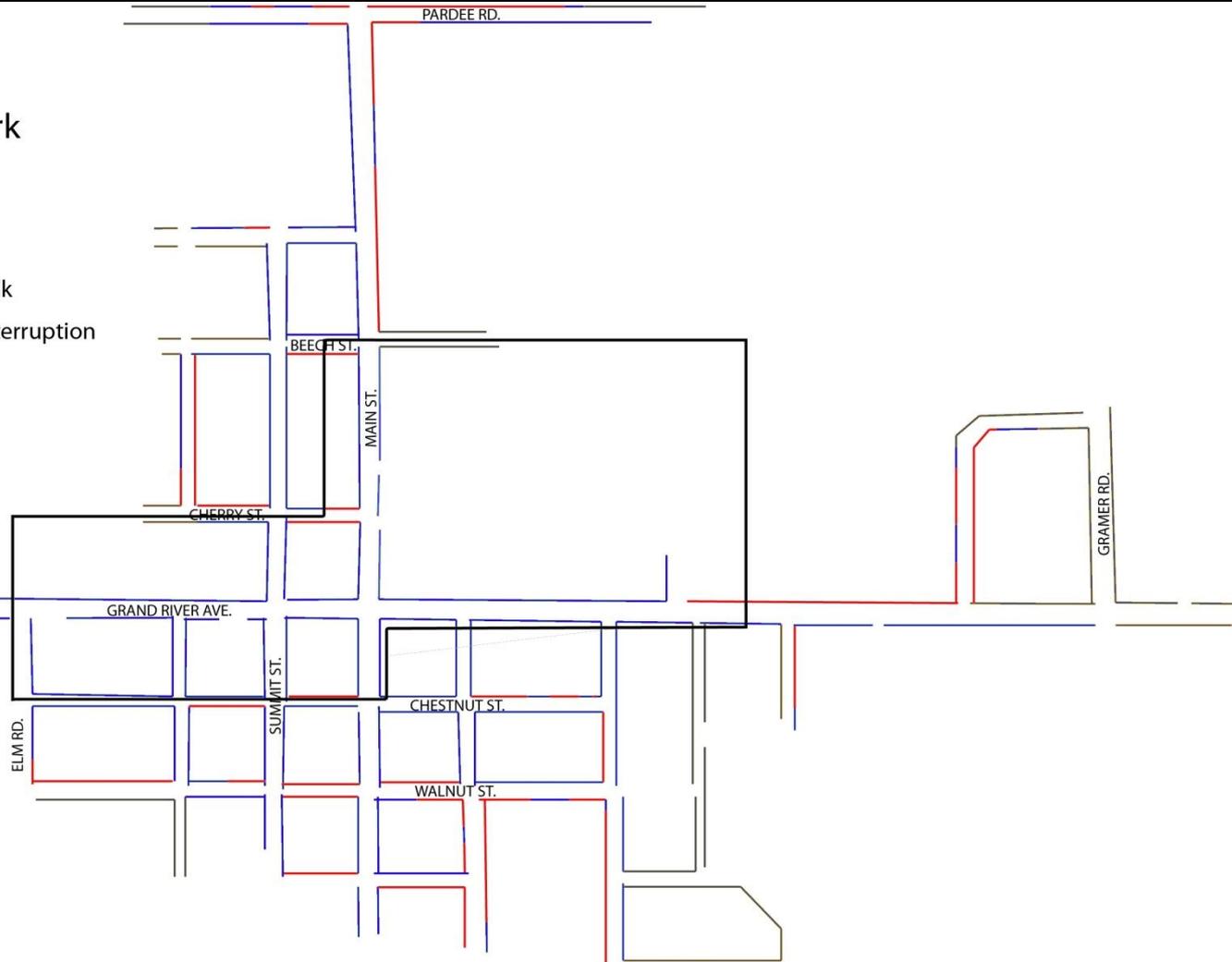
Source: Smart Growth America



Webberville Sidewalk Network

Legend

- Existing sidewalk
- No sidewalk, interruption
- No sidewalk





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MARKET ANALYSIS

Retail Gap Analysis

Consumer Preference Analysis

RETAIL GAP ANALYSIS

Leakage/Surplus Factor by Industry Subsector

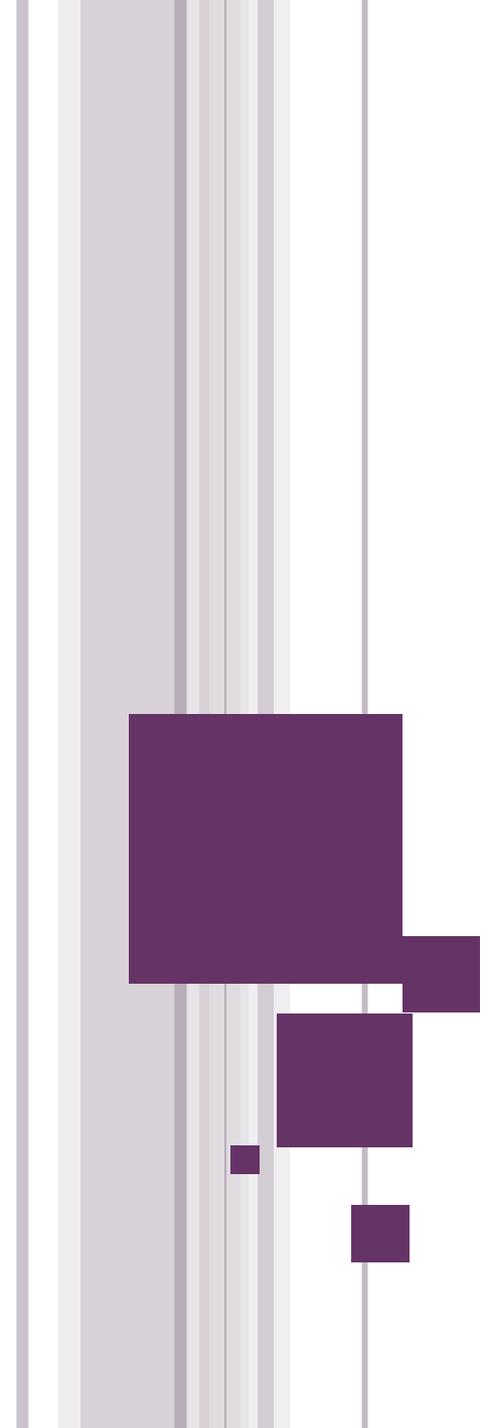


CONSUMER PREFERENCE ANALYSIS

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 news
letter, 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

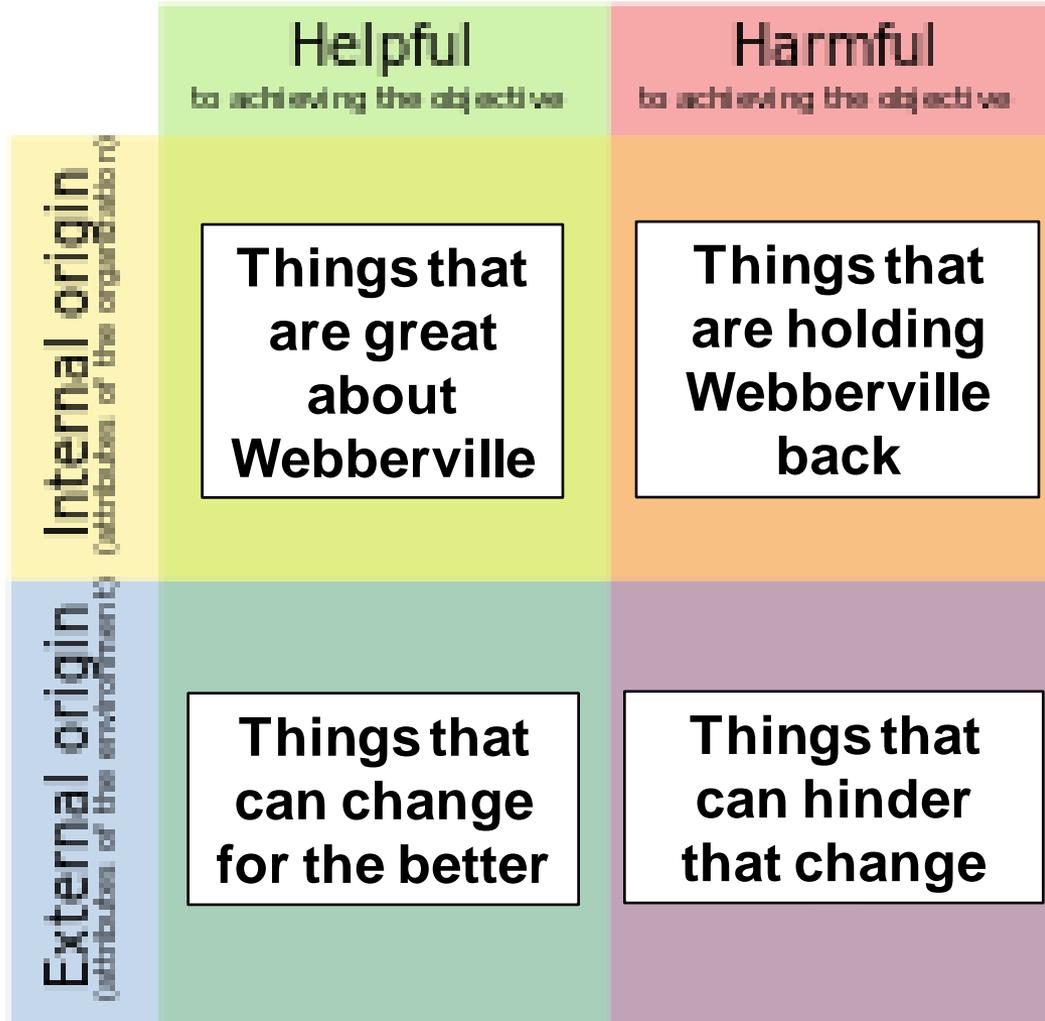
What

Strengths,
Weaknesses,
Opportunities,
Threats Analysis



SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, Threats)



SWOT ANALYSIS FINDINGS

STRENGTHS

- Location
- Cultural Center and Schools
- Strong existing local businesses
- Adequate parking
- Sidewalks and Streetscape in study area

WEAKNESSES

- Open Space
- Parking Enforcement
- Connectivity and Uniformity of sidewalks outside study area
- Attracting new residents and visitors on weekends

OPPORTUNITIES

- Area Expansion
- Place for events and shopping
- New Open Space
- Marketing and Development
- Walking and Biking
- New Businesses

THREATS

- High Tax Base
- Outside Communities
- Lack of Signage
- Uninterested Residents



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

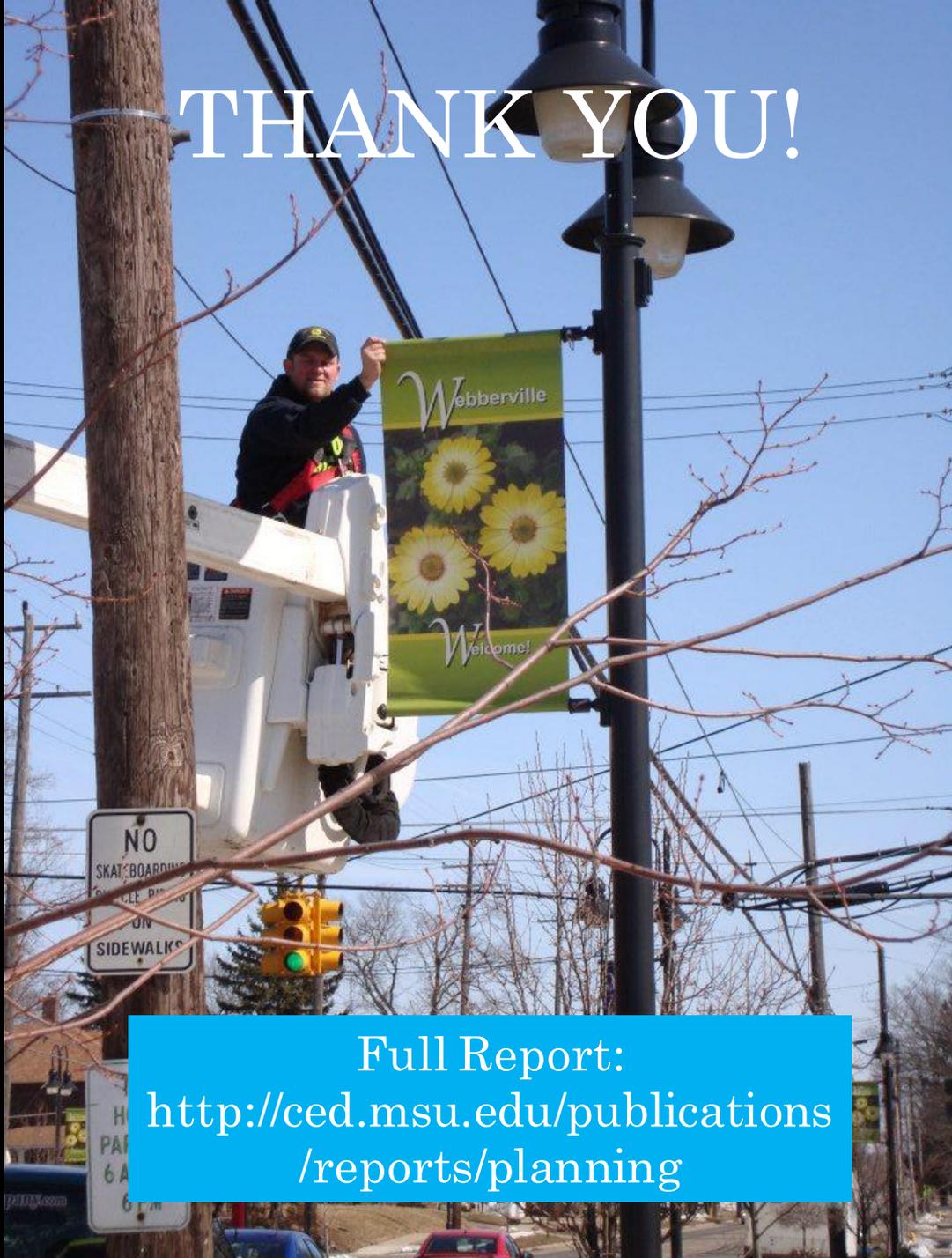


BRANDING STUDY

- 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>