



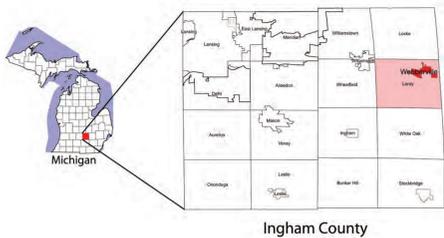
WEBBERVILLE



Introduction

The Michigan / Grand River Avenue Corridor extends from the Michigan Capitol Building in Lansing to the Village of Webberville. As such, Downtown Webberville is key to the corridor's vitality. The goal of the project is to develop a strategic plan that may...

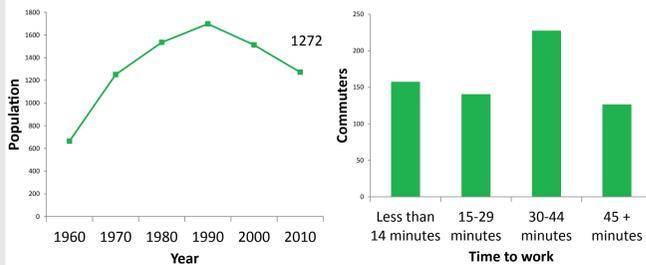
- **Revitalize** downtown Webberville
- Promote **sustainability**
- **Strengthen** the community
- **Retain** existing residents and businesses



Location of Webberville

Webberville Profile

The first settlers in Webberville arrived 200 hundred years ago from Detroit. Today, the Village can be described as a small bedroom community in a rural setting.



(Above) Total population, 1960-2010; Time to work (Below) Other Webberville quick facts. Source: U.S. Census, ACS

Median age	35.6 years
Median household income	\$50,417
Unemployment rate	5.98%
Housing vacancy rate	16.30%

Methods

- Historical research
- Census data collection
- Walking survey and photographs
- Land use and business inventory
- Parcel and streetscape assessment
- Complete streets analysis
- Mapping
- Retail gap analysis
- Consumer preferences analysis
- Community input

Findings

- Most parcels within the study area were found to be in good condition
- Streetscape was present and consistent throughout study area
- Webberville is easily accessible via I-96; a commuter bus and a demand-responsive transit option are available
- There is much traffic volume in Webberville that is not currently going through the downtown
- Pedestrian and cyclist infrastructure within the downtown is adequate; however, sidewalk connectivity in the rest of the Village is lacking
- There is market opportunity in many retail categories, particularly auto & parts dealers and general merchandise stores
- The consumer base of downtown Webberville is middle-class families



Land use map of downtown Webberville



Streetscape at corner of Main Street and Grand River Avenue



Bicycle lanes and parallel parking on Grand River Avenue

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Location on Grand River Avenue and proximity to I-96 Strong existing local business An attractive streetscape The Gazebo park as a central place and unique identity 	<ul style="list-style-type: none"> Missing connectivity and uniformity of sidewalks and street lighting Lack of parking enforcement Gazebo Park is too small Inability to attract residents or visitors on weekends and evenings 	<ul style="list-style-type: none"> Become a place where residents come for events, shopping or business Expansion of Gazebo Park and creation of more open space More attractive and street-oriented business 	<ul style="list-style-type: none"> Competition from other communities High taxes Lack of collaboration with the school, businesses, and community Outdated zoning ordinance Lack of Webberville sign near major highway

SWOT analysis from the public workshop held on February 18, 2013

Recommendations

- Conduct an **open space** feasibility study that would review existing policies for the creation and preservation of open space; and possibly an open space plan within the master plan.



Gazebo park at corner of Clark Street and Grand River Avenue

- Consider the implementation of a **parking management plan** in order to improve the parking composition of the downtown area and ensure the enforcement of existing parking regulations.
- Improve the **sidewalk network** outside the downtown by filling in the gaps, in order to increase pedestrian safety and encourage residents to walk to downtown.
- Conduct a **branding** study, which would involve the creation of a brand around a unique asset of the Village in order to attract both new residents and visitors.

Acknowledgements

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