

## Michigan/Grand River Avenue Corridor Sub-Area Plan:

# WEBBERVILLE



Michigan State University Practicum Team

Catalina Alfaro  
Elizabeth Hart  
Jasmin Haynes  
Darilis Vázquez Ramos



cover images:

Gazebo Park

Credit: Village of Webberville website

<http://villageofwebberville.com/>

Light post at corner of Grand River and Main

Credit: Catalina Alfaro

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

*A Report*

BY

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Alfaro, Catalina  
Hart, Elizabeth  
Haynes, Jasmin  
Vázquez Ramos, Darilis

*From the*

School of Planning, Design and Construction  
Michigan State University

FOR

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Tri-County Regional Planning Commission

*In partnership with*

Village of Webberville

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# EXECUTIVE SUMMARY

The Michigan/Grand River Avenue Corridor Sub-Area Plan for Webberville was created as a resource for the Tri-County Regional Planning Commission and the Village of Webberville. The purpose of this document was to develop a downtown development strategic plan that may assist in the revitalization of Webberville in order to promote sustainability, strengthen the community, and retain existing residents and businesses as well as attract new ones. For the purposes of this plan, downtown Webberville is defined as the area North to South along Main Street from Beech Street to Chestnut Street, East to West along Grand River Avenue from Elm Street to Clark Street, and an annexed area of the community schools.

To accomplish this goal, we developed a physical inventory assessing land use, parcel condition, and streetscape; transportation analysis; trade area analysis; and an analysis of the community's strengths, weaknesses, opportunities, and threats (SWOT) incorporating community input via a public workshop and surveys.

The beginning step of the process was a demographic analysis of the Village of Webberville, through the creation of a **socio-economic profile**. This profile includes considerations such as population count, employment status, educational attainment, and housing occupancy. The team found that Webberville is a small bedroom community – population 1,272 – that has been experiencing population decline for the last two decades.

The team next conducted a series of inventories of downtown Webberville: physical condition (including parcel condition analysis and streetscape analysis), land use and businesses, and transportation. Several maps were created during this process, including a land use map, a business inventory map, and a traffic volume map. The inventories revealed that:

## **Physical condition**

- The majority of parcels are in “good” to “fair” condition.
- The streetscape within the study area is in “good” condition.

- The community elementary school is the sole building on the National Historical Register, though there are others of historical note.

#### **Land use and businesses**

- The most common land use in the study area is “Single-Family” housing, followed by “Personal Services”.
- Vacancies consist of 6 vacant structures and 3 vacant parcels.
- Thirty-one businesses are present in the study area.
- The most common businesses are in the “Service” sector.

#### **Transportation**

- Downtown Webberville’s proximity to a highway interchange and a business park exposes the area to a great deal of vehicular traffic, but most of that traffic does not travel through the downtown.
- Grand River Avenue itself in downtown Webberville is pedestrian and cyclist-friendly; however, the streets that connect to it could use improvement.

The team then conducted a **market analysis**, taking into consideration retail gap and the possible consumer preferences of those who live in proximity to downtown Webberville. It was found that:

- The consumer base of downtown Webberville is mostly middle-class families who often eat out at family and fast food restaurants, and spend money on children’s merchandise.
- There is significant opportunity to capture revenue in markets such as: Food & Beverage Stores; Food Services & Drinking places; General Merchandise Stores; and Motor & Vehicle Parts dealers.

**Community input** was incorporated throughout the process through a resident survey, a business survey, and a public meeting. The surveys’ questions assessed Webberville citizens’ expectations for the future of the downtown area. The public meeting allowed community members to conduct an analysis of the strengths, weaknesses, opportunities, and threats (SWOT) that exist in downtown Webberville together. The results of the two surveys and the public meeting were combined in a final SWOT analysis matrix. Much of the community input corresponded to what the team’s independent findings. In addition, the community identified the following:

#### *Strengths*

- Strong existing local business
- Location of the Cultural Center and Schools
- Proximity to Webberville Business Park and Golf Course

#### *Weaknesses*

- Lack of parking enforcement
- Inability to attract residents or visitors on weekends and evenings

*Opportunities*

- Expansion of Gazebo Park and creation of more open space
- Walking or biking trail to connect with the Business Park
- More attractive and street-oriented business
- Marketing and initiatives to promote development

*Threats*

- Competition from other communities
- High taxes
- Lack of Webberville sign near major highway

Based on the community input and the previously mentioned analyses, the team was able to generate several **recommendations** to revitalize downtown and promote sustainability. These include:

- Improve sidewalk connectivity
- Encourage cycling into downtown
- Create a parking management plan
- Conduct a brand management feasibility study
- Conduct an open space feasibility study

The team is optimistic that the goal of revitalizing downtown Webberville can be accomplished and it is hoped that our plan is the first step toward reaching that goal.

# ACKNOWLEDGEMENTS

The MSU Practicum Team would like to thank the Tri-County Regional Planning Commission and the Michigan State University Urban and Regional Planning Department for their assistance in making this project a success; the Village of Webberville's residents for their support and input during community meetings, as well as the Webberville Downtown Development Authority, Village Council and Clerk for their continued assistance throughout the project.

We would like to personally thank the following individuals for their continual guidance and support:

- Harmony Gmazel – Land Use Planner, Tri-County Regional Planning Commission
- Dr. Rex LaMore – Professor, Michigan State University
- Dr. Zenia Kotval – Professor, Michigan State University
- Jason Ryan Cox – Graduate Assistant, Michigan State University

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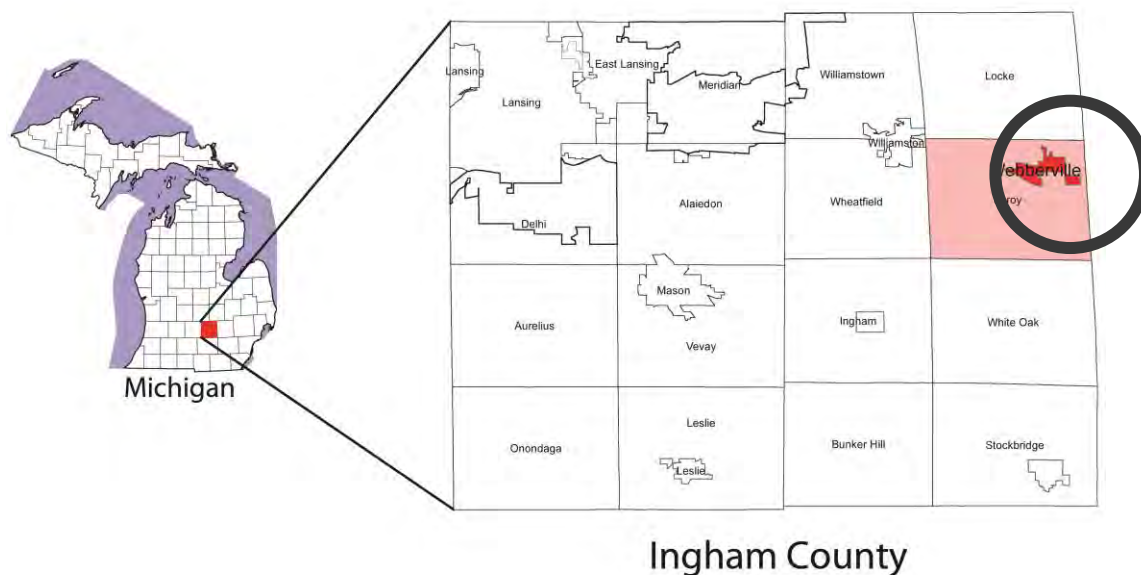


# INTRODUCTION

The Village of Webberville, Michigan is a rural community about 35 miles east of Lansing, the state's capital, within Leroy Township and Ingham County (Figure 0.1). The village has seen a decline in the number of residents and businesses within the last two decades.

The village partnered with the Tri-County Regional Planning Commission and Michigan State University to create a corridor sub-area plan. It is hoped that the plan will help reverse this trend by assisting in the revitalization of Webberville's downtown.

**Figure 0.1.** Location of the Village of Webberville.



## Planning Practicum

This report was prepared by Michigan State University students as part of the capstone Practicum course. The Urban and Regional Planning Practicum course is for both undergraduate and graduate planning students to transform knowledge and

skills from other planning courses into professional experience. The course offers students the opportunity to collaborate with a professional clientele in a Michigan community. Students work with this client to create a report of feasible recommendations for the community's needs using data collection and analysis techniques. Throughout the duration of the course, the students meet with the planning instructors to receive critical feedback, in order to construct the best final product. The final recommendations will then be presented for final review by the client(s) and instructors.

## Tri-County Regional Planning Commission

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This project was made possible by the Mid-Michigan Program for Greater Sustainability (MMPGS), funded by the U.S. Department of Housing and Urban Development Sustainable Communities Regional Planning Grant Program. The program includes regional planning efforts that integrate housing, land-use, transportation, environmental, economic, and workforce and infrastructural development in a comprehensive and inclusive manner.

This Plan will play a role in the Michigan/Grand River Avenue Corridor Design Project, one of the MMPGS's efforts to promote sustainable planning in Northeast Ingham County on a 21 mile corridor linking the State Capital building with the Village of Webberville. In a greater regional context, this plan seeks to implement the goals found within the Regional Growth Choices for Our Future policy document that guides growth in Mid-Michigan in a sustainable manner.

## Goal and Methods

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The goal of the project is to develop a strategic plan that may revitalize downtown Webberville – North to South along Main Street from Beech Street to Chestnut Street, East to West along Grand River Avenue from Elm Street to Clark Street, and an annexed area of the community schools – in order to promote sustainability, strengthen the community, and retain existing residents and businesses as well as attract new ones.

The project includes a socioeconomic profile, an inventory of downtown land use patterns and existing zoning, analysis of parcel conditions and streetscape, a business inventory, and an analysis of transportation patterns, consumer trends, and community input. The plan will culminate in recommendations for the Village's next steps in implementing the plan including improvement in walkability and public spaces, increased safety, and the establishment of a connection between the core downtown with the surrounding community.

# SOCIO-ECONOMIC PROFILE

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The socio-economic profile presents existing conditions for the Village of Webberville. Information has been assembled from a variety of sources to describe the current situation. Areas of discussion include a history, a demographic and economic profile.

## History

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In 1812, settlers from Detroit came to the area known today as Webberville, originally named Phelpsstown. In 1849, a plank road was built from Detroit to Lansing to aid in traveling, today the road is known as Grand River Avenue. The town became a tollage along the route, making it a prime stop for travelers.

**Figure 1.1.** Railroad station in Webberville



When a new railroad station (Figure 1.1) was being built a mile east of the town, the town decided to move from its center to be near the station so travelers could get off the train and walk into town. Both the plank road and railroad were successful in bringing in new settlers, creating new growth for the town.

In 1850, the town was renamed Leroy, until the post office was closed in 1862. In 1867, when the post office was reestablished, the town was renamed to Webberville, because there was already another town named Leroy. And in 1883 the town was incorporated into a village. In 1912, the surrounding swampland and forest began to turn into farmland and new businesses were being built within the downtown (Figures 1.2 and 1.3).

**Figure 1.2.** Downtown Webberville – Grand River and S. Main St., 1900



**Figure 1.3** Downtown Webberville – Grand River and N. Main St., 1900



The new high school (Figure 1.4) was opened in 1913 and today (Figure 1.5) it is still in use as the elementary school and is on the National Historic Registry.

Figures 1.4 & 1.5. Webberville Elementary School, 1913 (left) & 2010 (right)



The village installed its first streetlight and lamps in 1921; by 1923 the whole village was electrified and by 1924 Grand River Avenue was paved into a two lane highway (Figure 1.6).

Figure 1.6. Stoplight in Downtown Webberville, 1931



The growth of the village continued into the 21<sup>st</sup> century with the building of new grain elevators and establishment of the business park (Figures 1.7 & 1.8). The history of the town plays a role in the growth of the community and can still be seen throughout the town.

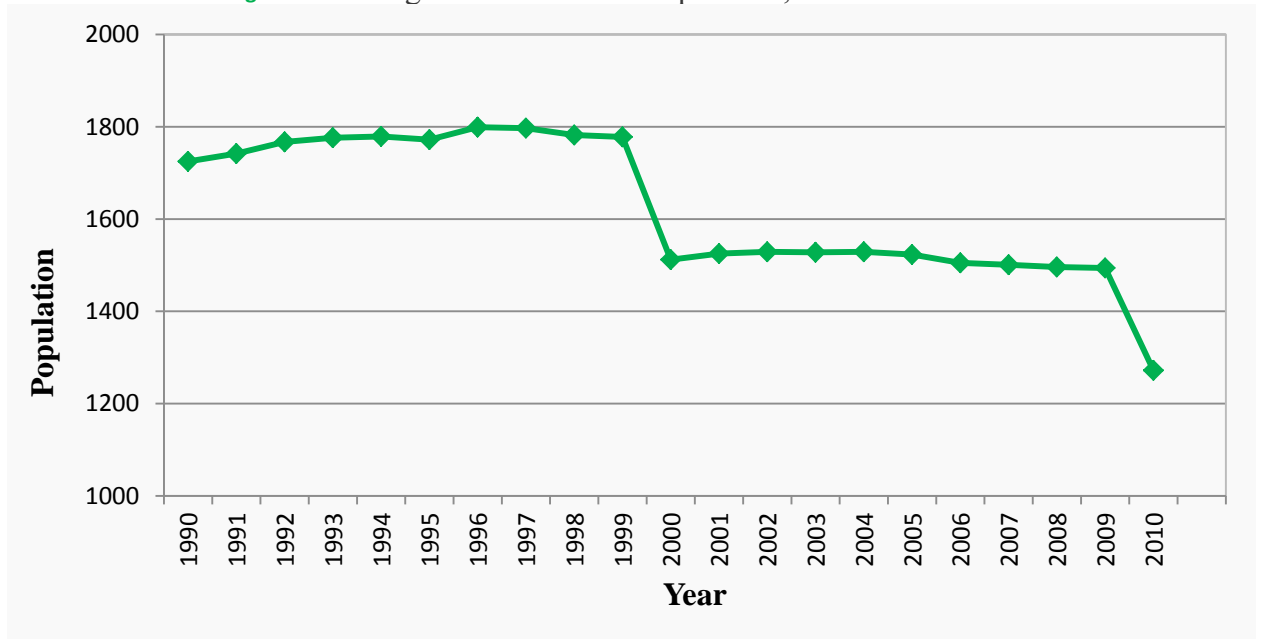
Figures 1.7 & 1.8. Webberville Business Park (left) & Grain Elevators (right)



## Population

In 2010, the Village of Webberville had a total population of 1,272 people. This is a loss of 26 percent over 20 years (Figure 1.9). Table 1.1 shows the areas surrounding Webberville—Leroy Township and Ingham County. These two areas both have shown small loss over the past 20 years.

Figure 1.9. Village of Webberville Population, 1990-2010



Source: U.S. Census Bureau

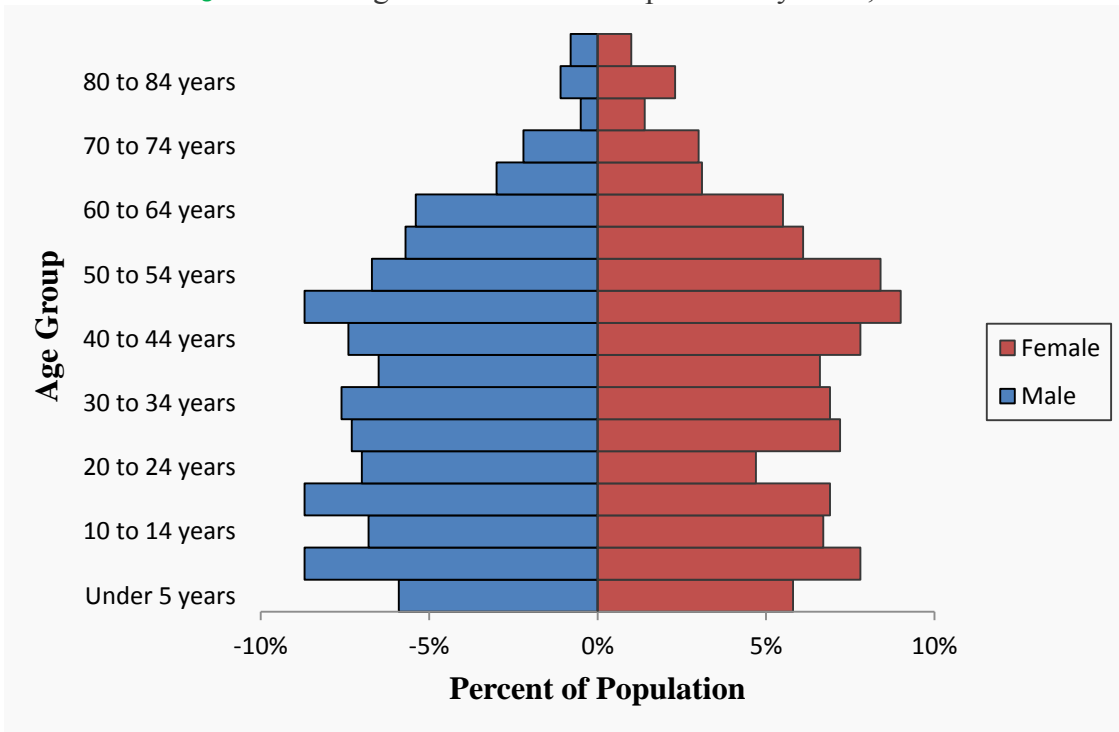
**Table 1.1.** Population Change in Ingham County, Leroy Township and Webberville, 1990-2010

	1990	2000	2010	Population Change (%) 1990 - 2000	Population Change (%) 2000-2010	Population Change (%) 1990-2010
Ingham County	282,095	279,668	280,761	-0.86%	0.39%	-0.47%
Leroy Township	3,561	3,653	3,530	2.58%	-3.37%	-0.87%
<b>Webberville Village</b>	<b>1,725</b>	<b>1,512</b>	<b>1,272</b>	<b>-12.35%</b>	<b>-15.87%</b>	<b>-26.26%</b>

Source: 1990-2010 U.S. Census

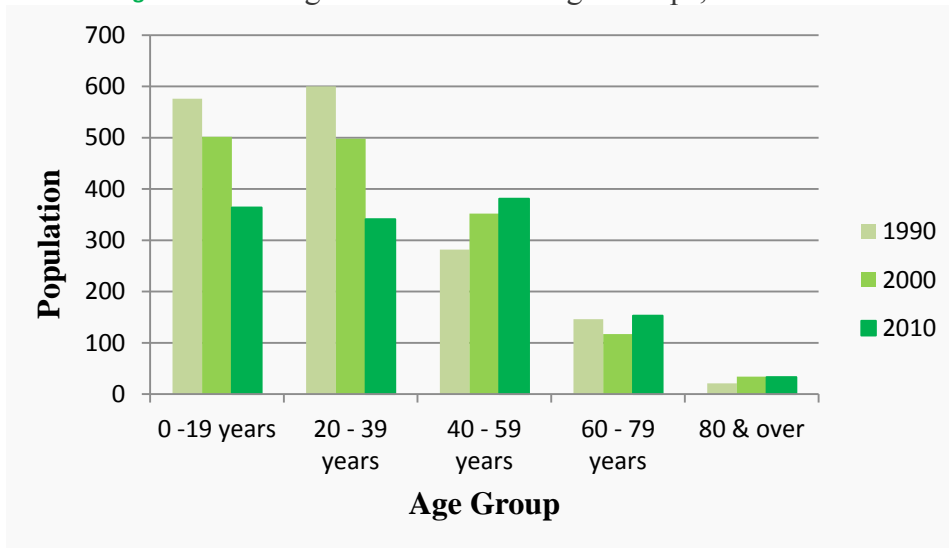
The population pyramid in Figure 1.10 shows that the largest age groups in Webberville are between 5-9 and 45-49 years old. The median age of Webberville’s residents is 35.6 years old. Figure 1.11, shows that between 2000 and 2010 Webberville has experienced population loss in the 0 to 39 year olds, an increase in 40 to 79 year olds, and a relatively stable population count in those citizens 80 years and older.

**Figure 1.10.** Village of Webberville Population Pyramid, 2010



Source: 2010 Census

**Figure 1.11.** Village of Webberville Age Groups, 1990-2010



Source: 1990-2010 U.S. Census

The Village of Webberville has been experiencing a decrease in population, with an increase in the aged population. A loss in population could lead to decrease in local businesses or an increase in vacant properties.

## Race

Webberville is racially homogenous. Table 1.2 shows that within a twenty year span the village has maintained a 97 percent White population or higher. From 1990 to 2000, the non-White population increased; however after 2000, Webberville’s population decreased in each non-White category.

**Table 1.2.** Village of Webberville Percentage of Race, 1990-2010

	1990	2000	2010
White	97.9%	97.0%	97.5%
Black	0.0%	0.6%	0.6%
American Indian	0.2%	0.3%	0.2%
Asian or Pacific Islander	0.2%	0.3%	0.1%
Other Race	1.7%	1.8%	1.7%

Source: 1990- 2010 U.S. Census



## Education

The Village of Webberville has seen a decline in school enrollment from 2000 to 2010 for every grade (Table 1.3).

**Table 1.3.** Village of Webberville School Enrollment

	2000 US Census	2006 - 2010 ACS Estimates	% Change over 10 years
Pop. 3 or more years enrolled in school	468	272	<b>-41.88%</b>
Elementary School (1st - 8th grade)	225	105	<b>-53.33%</b>
H.S (9th-12th grade)	104	89	<b>-14.42%</b>
College or Graduate School	64	42	<b>-34.38%</b>

Source: 2000 U.S. Census and 2006-2010 ACS Estimates

In 2010, only eleven percent of Webberville's population 25 years and over had acquired a Bachelor's degree or higher (Table 1.4). This is lower than both the township and county percentages.

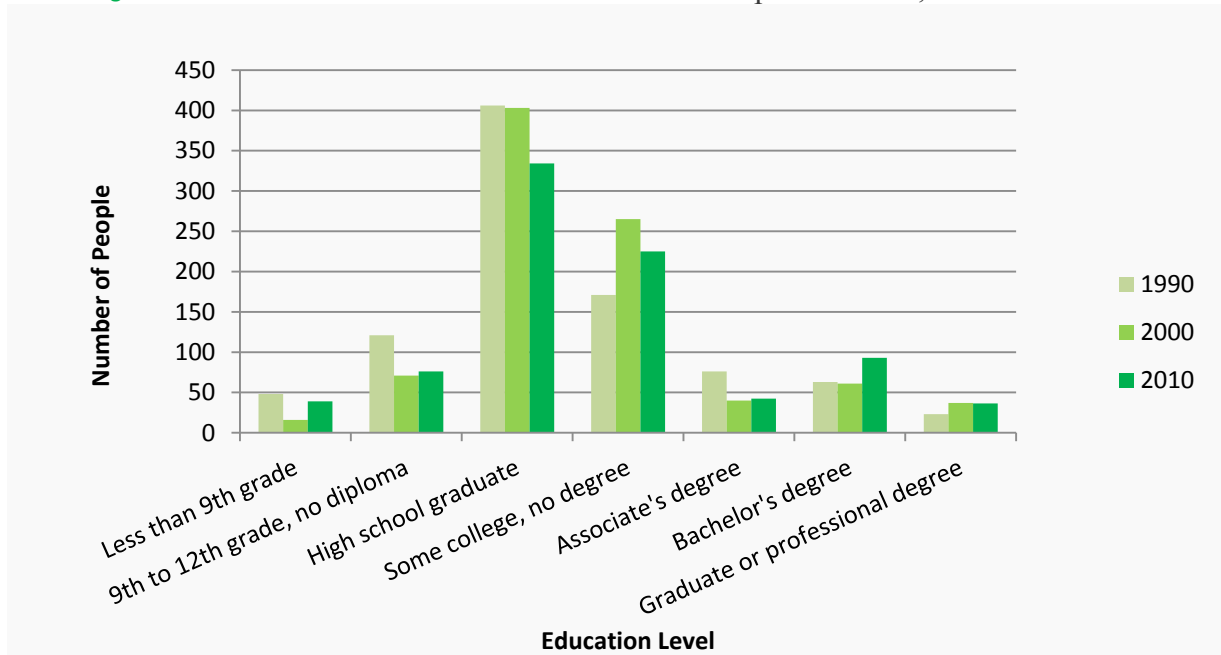
**Table 1.4.** Educational Attainment for Ingham County, Leroy Township, and Webberville, 2010

	High School Diploma	Bachelor's Degree	Graduate or Professional Degree
Ingham County	21.30%	19.90%	14.40%
Leroy Township	37.50%	13.10%	8.20%
<b>Village of Webberville</b>	<b>35.50%</b>	<b>11.00%</b>	<b>4.30%</b>

Source: 2010 U.S. Census

Figure 1.12 shows that over the majority of the population twenty five years and older have graduated from high school; and roughly twenty percent of the same population has acquired an Associate's degree or higher.

Figure 1.12. Webberville Educational Attainment – Population 25+, 1990-2010



Source: U.S. Census Bureau, 2007-2011 American Community Survey

## Employment

According to 2007-2011 American Community Survey (ACS) 5-year estimates about half of Webberville’s total population is in the labor force. The labor force population has declined over the past twenty years, which is consistent with the total population decrease. Of those in the labor force 94 percent are employed, which is slightly higher than Leroy Township (Tables 1.5 and 1.6).

Table 1.5. Webberville Employment Status

Webberville Employment Status	1990 Census		2000 Census		2007-2011 ACS 5 year Estimates	
	Number	Percent	Number	Percent	Number	Percent
Civilian Population In Labor Force 16 Years And Over:	879	100	817	100	652	100
Employed	782	88.96	784	96	613	94.02
Unemployed	97	11.04	33	4	39	5.98

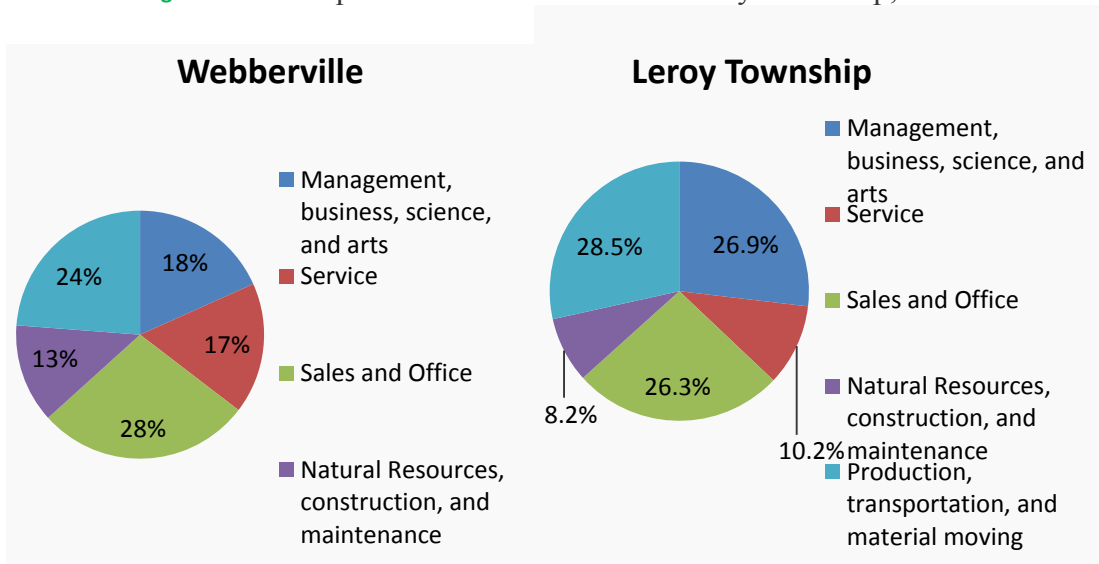
**Table 1.6.** Leroy Township Employment Status

Leroy Township Employment Status	1990 Census		2000 Census		2007-2011 ACS 5 year Estimates	
	Number	Percent	Number	Percent	Number	Percent
Civilian Population In Labor Force 16 Years And Over:	1807	100	1,873	100	1746	100
Employed	1674	92.64	1793	95.7	1546	88.55
Unemployed	133	7.36	80	4.3	200	11.45

### Occupation

In 2010, the largest occupation among the employed residents in Webberville was the Sales and Office sector (Figure 1.13).

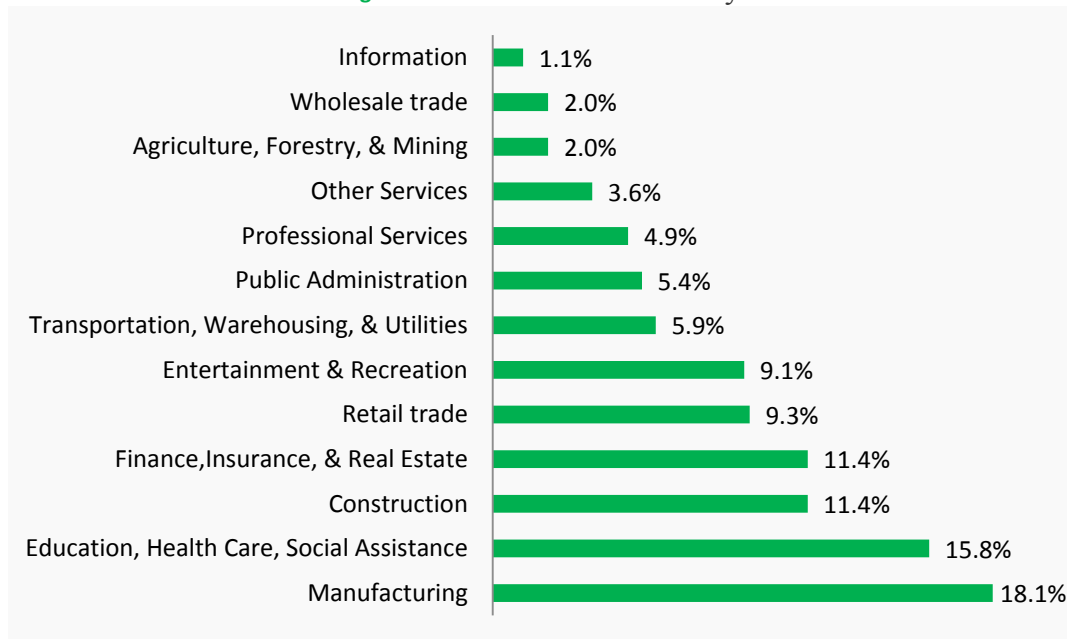
**Figure 1.13.** Occupation in Webberville and Leroy Township, 2010



Source: U.S. Census Bureau, 2007-2011 American Community Survey

Figure 1.14 shows that about 34 percent of the working population work within either Manufacturing or Educational Service and Health Care and Social Assistance industries.

**Figure 1.14.** Webberville Industry



Source: 2010: U.S. Census

## Income

According to the 2007-2011 ACS Estimates the median household income of Webberville - \$50,417- in 2010, was slightly higher than Michigan and Ingham County (Table 1.7). Although Webberville experienced a median household income higher than the state and the county, their median household income is lower than that of the surrounding community of Leroy Township.

**Table 1.7.** Median and Average Household Income (2011 Inflation Adjusted Dollars)

Place	Median Household Income
Webberville	50,417
Leroy Township	62,083
Ingham County	45,758
Michigan	48,669

Source: 2007-2011 ACS

## Commuter Time

Table 1.8 indicates that the majority travel time to work is between 30 to 44 minutes.

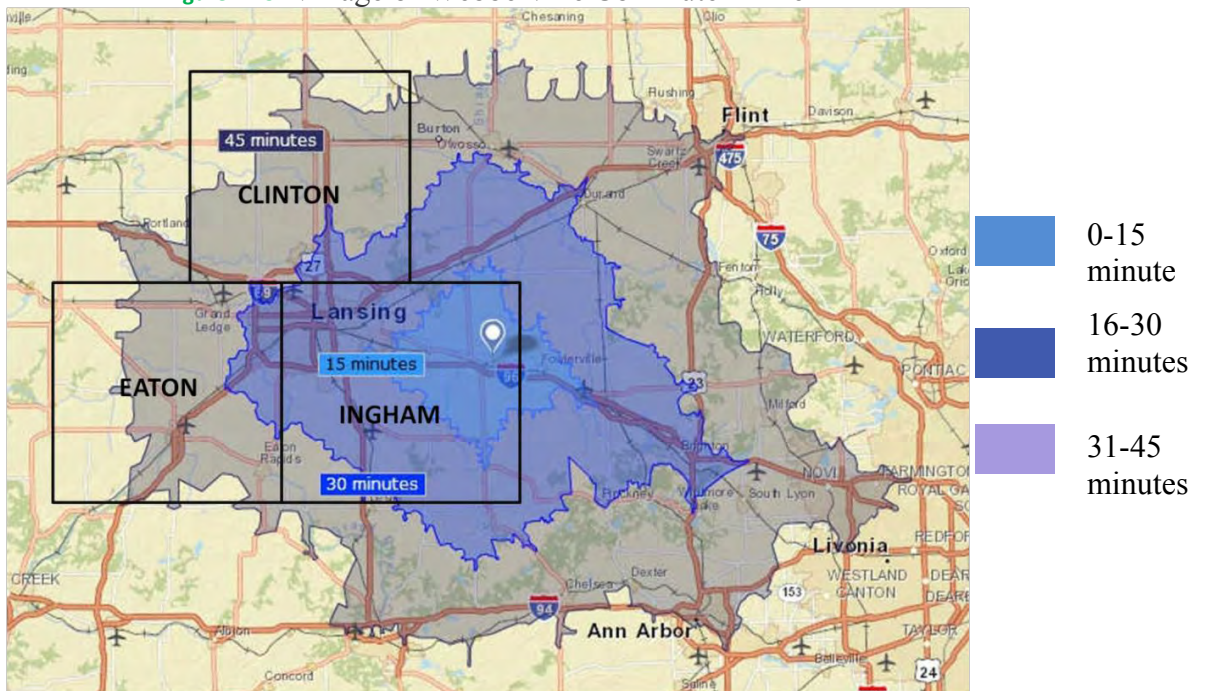
**Table 1.8.** Village of Webberville Travel Time to Work

Time	Commuters
Total	650
Less than 14 minutes	157
15-29 minutes	140
30-44 minutes	227
45 + minutes	126

Source: 2006-2010 ACS

Figure 1.15 shows the boundaries of the Michigan Tri-County area, the Village of Webberville, and distances for travel time. Fifty-four percent of workers are traveling more than 30 minutes, and are traveling well outside of Webberville and Leroy Township to work.

**Figure 1.15.** Village of Webberville Commuter Time



Source: 2000 ESRI

Table 1.9 shows that according to 2006 – 2010 American Community Survey (ACS) Estimates almost 50 percent of the working age population are traveling outside of Ingham County to work.

**Table 1.9.** Village of Webberville Workers by Place of Work

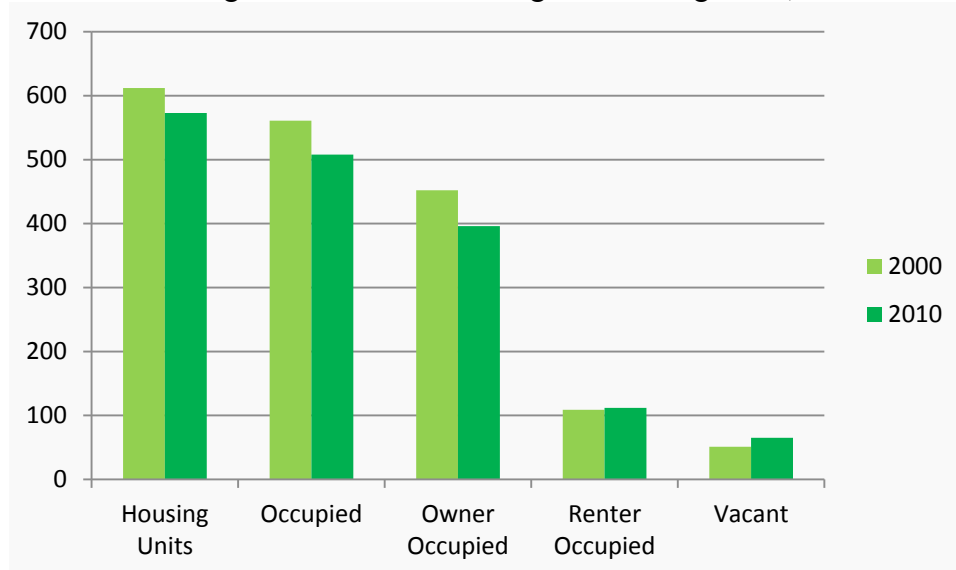
	Total	Percent
Worked within Michigan	661	100%
Work within Ingham County	342	51.7%
Work outside of Ingham County	319	48.3%

Source: 2006-2010 ACS

## Housing

Webberville experienced a decrease in the number of housing units, occupied units, and owner occupied units, but has seen an increase in vacant and renter units between 2000 and 2010 (Figure 1.16).

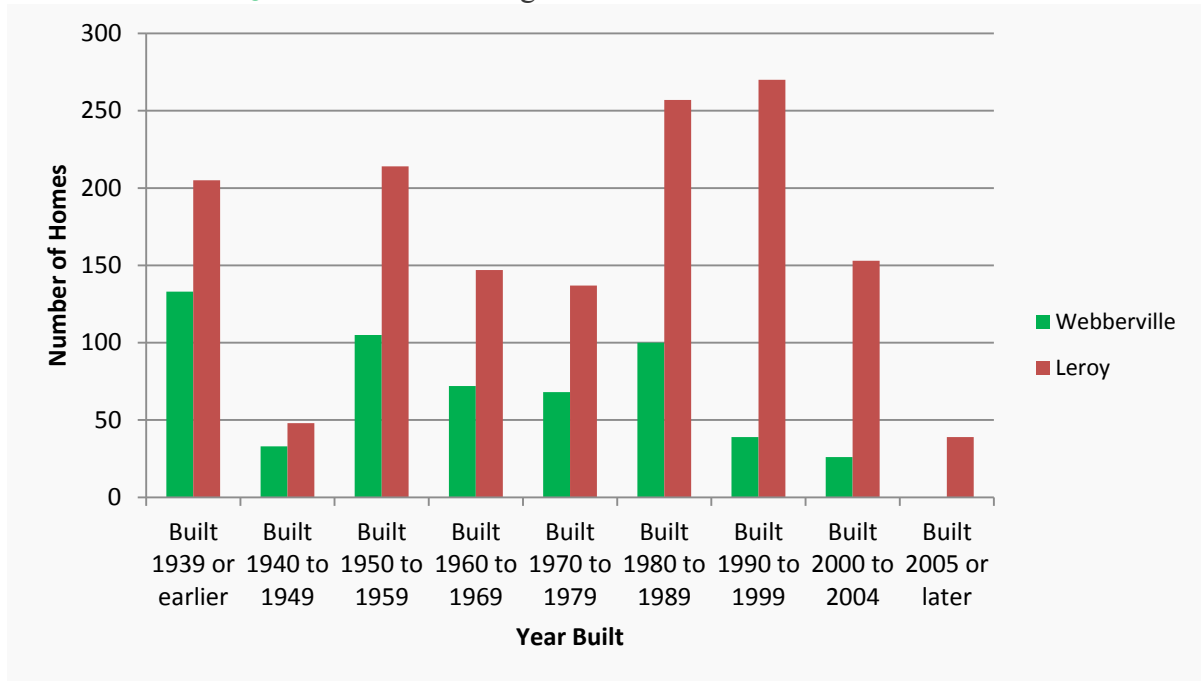
**Figure 1.16.** Village of Webberville Change in Housing Units, 2000-2010



Source 2000-2010: U.S. Census

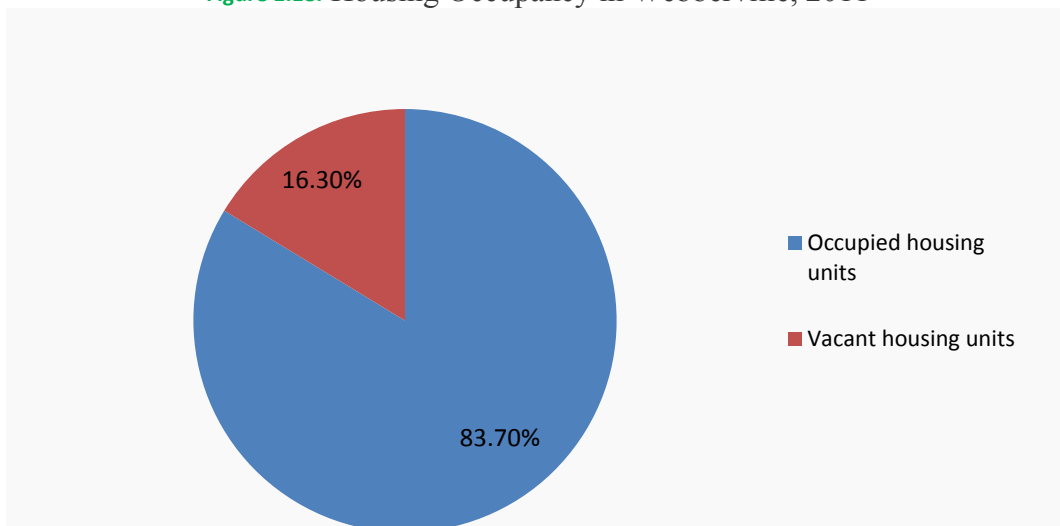
Figure 1.17 shows that over 120 houses were built before 1939 and new housing development came to an end in 2004. According to the 2010 Census, Webberville has a total of 573 housing units. The majority of these houses were built prior to 1990 and just over 16 percent of the houses are vacant (Figure 1.18). Of the 508 occupied housing units, about 78 percent are owner-occupied.

**Figure 1.17.** Year Housing Structure Built in Webberville



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

**Figure 1.18.** Housing Occupancy in Webberville, 2011



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

## Summary

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Webberville appears to be a bedroom community in a rural setting that has gone through a number of changes since 1990. The population has declined 28 percent in a 20 year span and remains racially homogenous. The median age is 35.6 years old suggesting that there are young families and professionals that live in the community. With the decline in population a number of other things were affected, like the increase in vacant housing units and a decreasing young population.



# PHYSICAL INVENTORY

The following section discusses the physical conditions of the downtown study area. The physical boundaries of the sub-area are outlined as well as existing land use and zoning. Our team conducted a downtown business survey, parcel condition survey, and streetscape analysis. This section gives an overview of conditions and the criteria used to assess the data collected. The information is used to gain a better understanding of the composition of the businesses and the land uses in the Village.

**Figure 2.1.** Sub-Area Boundaries



Source: Google Maps

## Designation of Boundaries of the Sub-Area

The planning area boundary is located within the jurisdiction limits of the Village of Webberville and the Village of Webberville Downtown Development Authority. The Village of Webberville established the Downtown Development Authority in accordance to Act 197 of 1975, through the adoption and publication of Ordinances approved October 4, 1982; June 3, 1985; September 22, 2003; April 19, 2004; and April 23, 2007. (*Webberville, MI Code of Ordinances Chapter 32*) For the purposes of this project, the boundaries are illustrated in Figure 2.1 and can be generally described as incorporating properties North to South along Main Street from Beech Street to Chestnut Street, East to West along Grand River Avenue from Elm Street to Clark Street, and an annexed area of the community schools. Within these

boundaries are 65 parcels including the Post Office, various homes and businesses, the public library, and community schools.

## Existing Land Use and Zoning

The Downtown Development Authority made zoning data for the Village available; however, current land use data for the planning area was unavailable. This information was gathered through independent inventory and analysis.

When planning for future land use, it is important to be familiar with current land uses as well as current zoning ordinances. Our team conducted a walking survey in January of 2013 in which all 65 parcels within the planning area were reviewed.

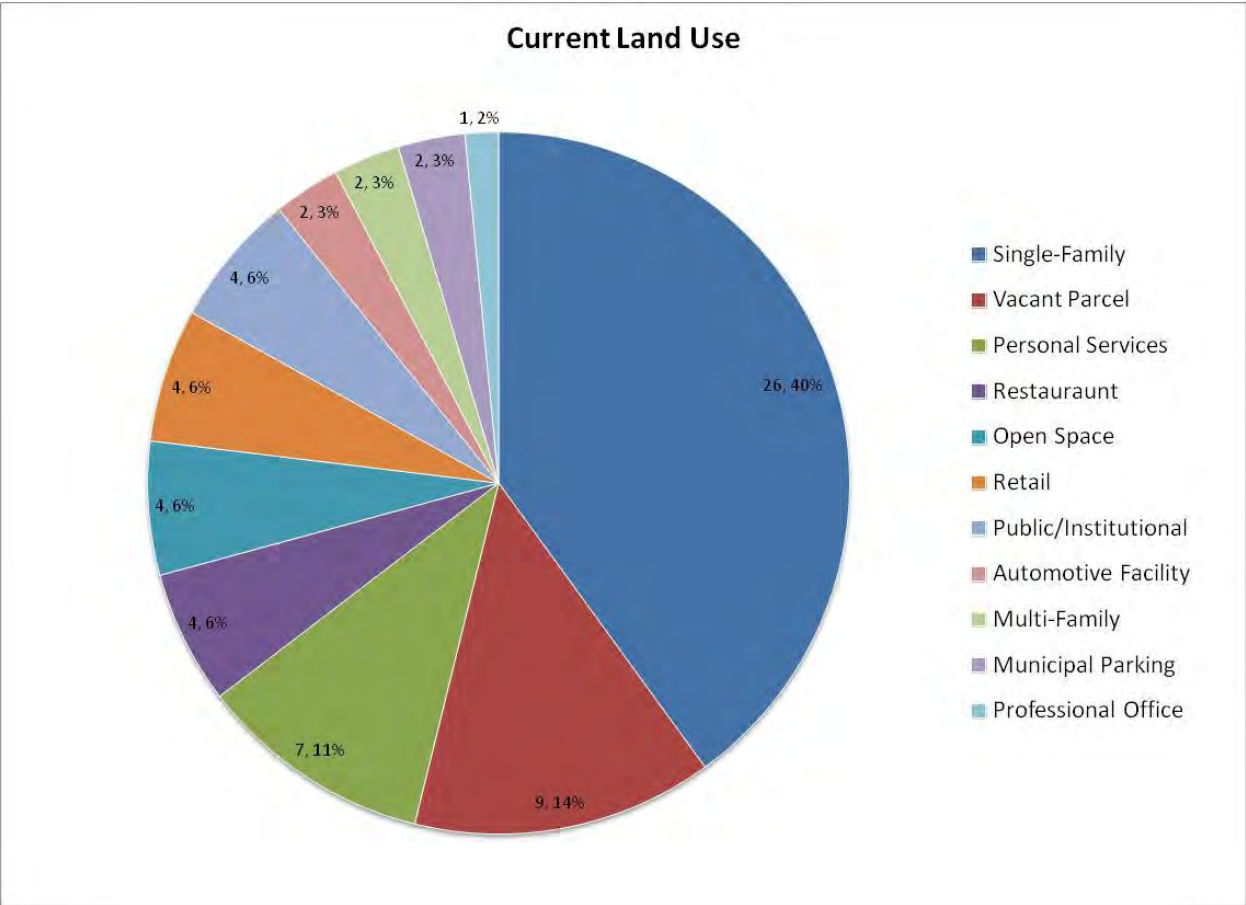
Figure 2.2. Downtown Current Land Use



Classifications were created to identify the different land uses within the target area (Figure 2.2).

A cluster of uses can be found around the intersection of Grand River Avenue and Main Street. Clustering refers to land use patterns in which related activities are located close together, usually within convenient walking distance. A variety of businesses and the community schools are located in the center of development. This increases accessibility by making it easier to run several errands at the same time, increases opportunities to interact with neighbors, and creates transportation nodes. Parcels were categorized into 11 land use classifications (Figure 2.3).

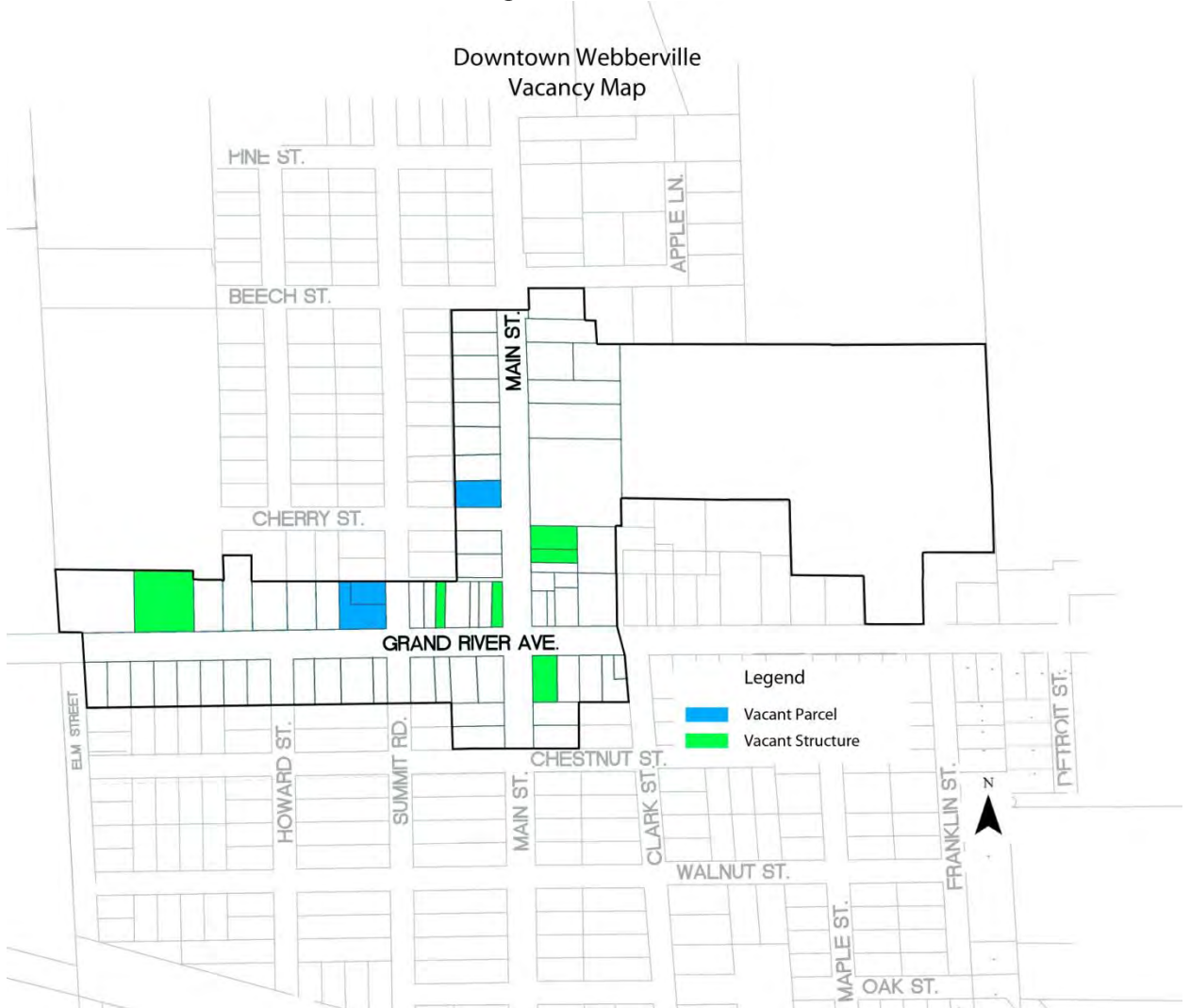
Figure 2.3. Chart of Classifications



The most common land use (excluding vacant parcel) within the boundary is “Single-Family” with a total of 26 parcels, followed by “Personal Services” with a total of 7 parcels. Examples of “Personal Services” include James Barone Dentistry, Lloyd’s Barber Shop, Carpet Masters, and Citizens Bank. These parcels can be seen distributed throughout the downtown area.

When classifying vacancy through the walking survey, two categories were used: vacant parcels, where no structure is currently built and vacant structures. There are 3 vacant parcels and 6 vacant structures, which are shown in Figure 2.4. Knowing where vacancy is present within a community is important when considering new development.

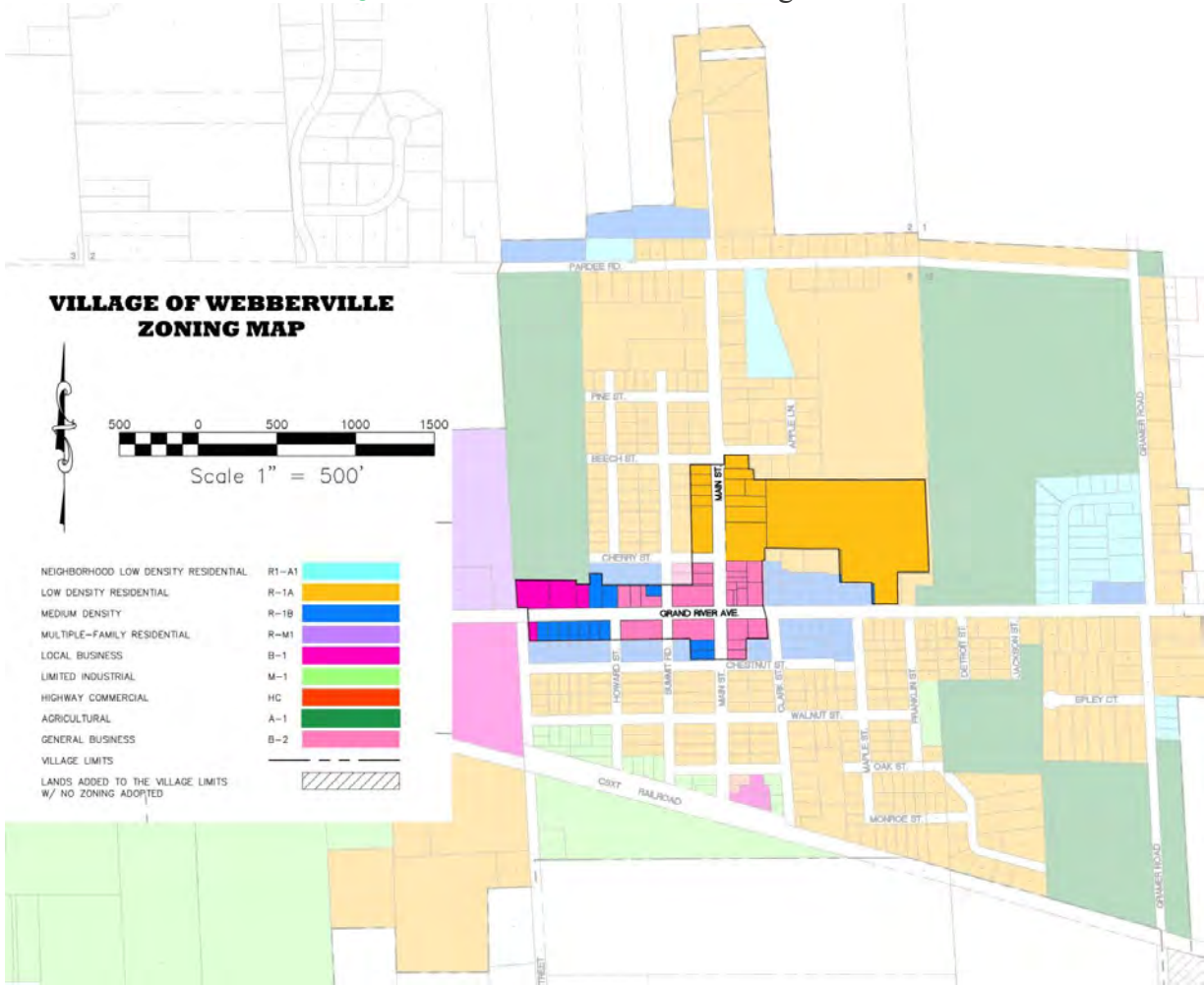
Figure 2.4. Map of Vacant Parcels



Zoning is critical in understanding the future land use trends of an area. Zoning can be used to guide growth and development in unison with current and future land use and to protect health, safety, appearance, and prosperity. Zoning can help protect property values, it can make properties attractive to developers, it can help prevent overcrowding of land, and it can also facilitate attractive growth with community involvement. The Village's zoning map (Figure 2.5) represents a

valuable tool when analyzing current uses and considering vacant parcels as sites for future development.

Figure 2.5. Downtown Current Zoning



The majority of the planning area has been zoned as “General Business, B-2”. This classification is explained as: “[General Business] districts are designed to cater to the needs of a larger consumer population than is served by the local business districts and, typically, accommodates those retail and business activities that serve the whole community. The activities require land and structure uses that generate

large volumes of pedestrian and vehicular traffic.” (*Webberville, MI Code of Ordinances 153.061*)

“Local Business, B-1” is another zone represented within the downtown planning area. This classification is designed to provide convenient, day-to-day retail shopping and service facilities for persons residing in adjacent residential areas with a minimum impact upon surrounding residential development. (*Webberville, MI Code of Ordinances 153.060*) This zone can be seen bordering the western edge of the downtown planning area.

Residential zones are also prevalent in the planning area, with 28 parcels in this classification. Residential zones within the downtown fall into two categories: R-1A Low Density Residential and R-1B Medium Density Residential.

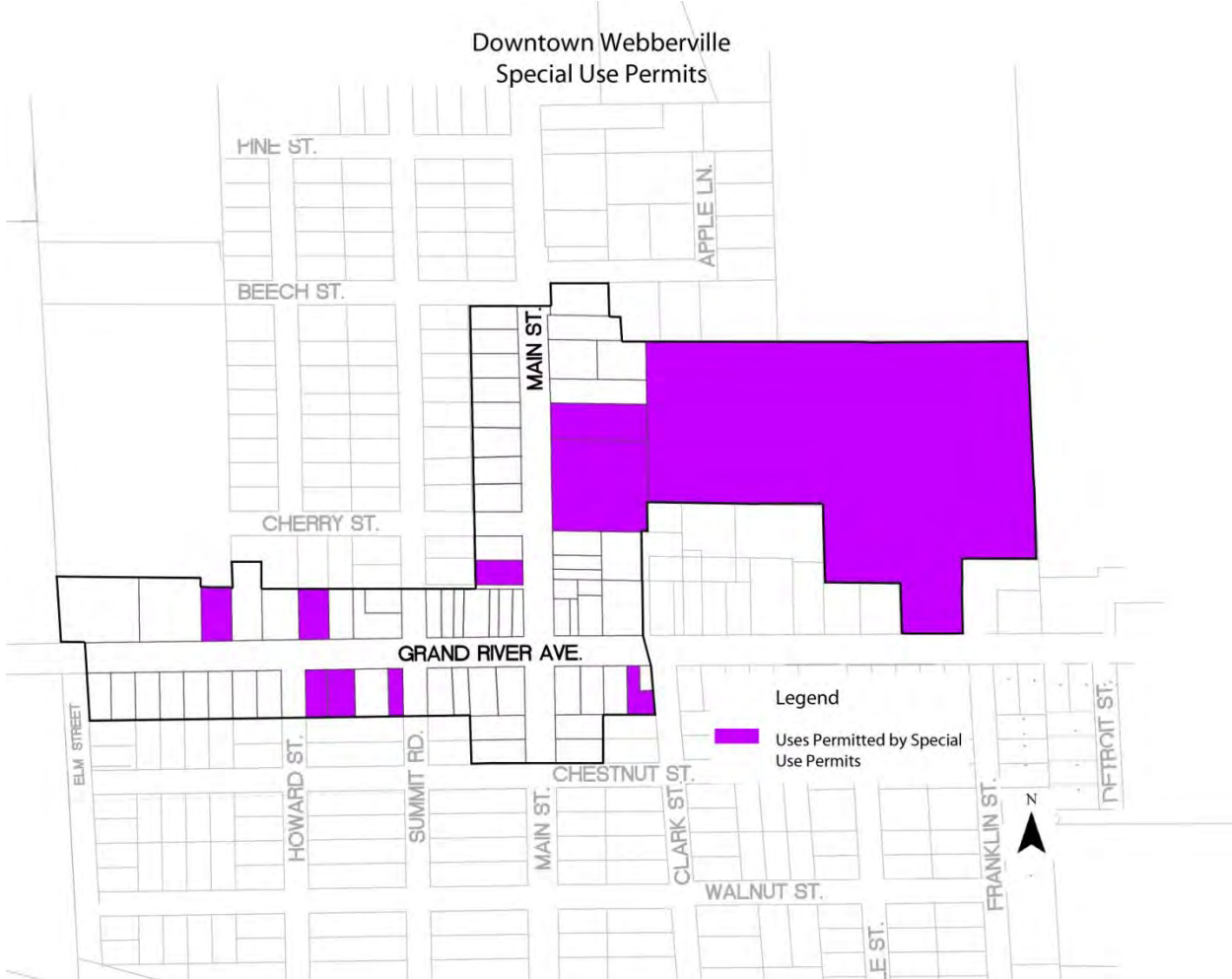
The R-1A District, One-Family Low Density Residential encourages the development of residential properties of a semi-rural character within areas of the village presently without public water and sewerage services and likely to remain without the services for an indefinite period. This district includes existing low-density one-family properties as well as areas within which the development appears both likely and desirable. (*Webberville, MI Code of Ordinances 153.056*)

The R-1B District, Medium Density Residential is intended to provide for a diverse residential environment wherein both single-family and two-family dwellings can be accommodated side by side. It provides for a mixture of these two housing types and thereby offers a greater choice in living environments. The district also includes areas within the village which presently have, or will have within a reasonable future period, public water and sewer facilities. (*Webberville, MI Code of Ordinances 153.058*)

The community schools are located in Low Density Residential zoning. According to the Village’s ordinances, educational and social institutions are a use permitted by special use permit. The ordinance defines the use as, “Public or private elementary and secondary schools, institutions for higher education, auditoriums and other places for assembly, and centers for social activities.” (*Webberville, MI Code of Ordinances 153.056*)

Land uses permitted by special use permits are present within the downtown. State law requires that local zoning ordinances provide specific protections to “grandfather-in” existing uses of land that don’t conform to the new or amended ordinance. (*Michigan Association of Planning: Planning and Zoning Officials Academy Vol. 12, No. 5*) Figure 2.6 displays the parcels allowed by special use permits in the planning area.

Figure 2.6. Map of Special Use Permits



The residential uses located within the B-1 District, Local Business and B-2 District, General Business are allowed by special use permits according the Village’s Code of Ordinances. Special use permits add flexibility to the zoning ordinance.

### Downtown Business Inventory

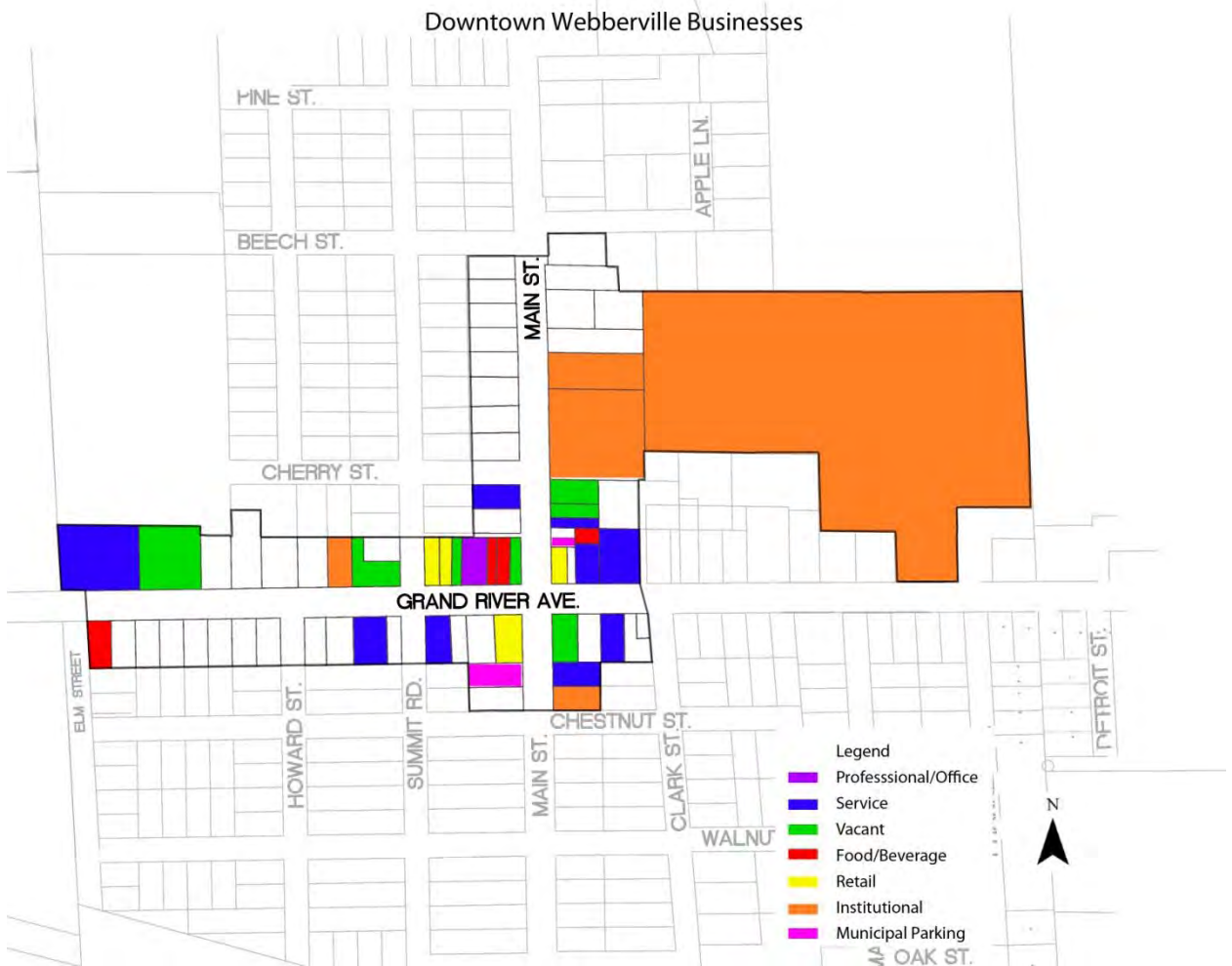
An inventory and analysis of businesses within the planning area was completed by our team in January of 2013. Our criteria focused on the type of businesses that were present and whether they were vacant or occupied. We took photographs to document our findings (Figure 2.7).

Figure 2.7. Snapshot of Downtown



Figure 2.8 represents the record of businesses taken during a walking survey of the study area.

Figure 2.8. Downtown Businesses Map





A total of 31 businesses were reviewed. The planning area is occupied by a variety of businesses, with a majority of businesses within the “Service” sector. This map can be a useful tool in assessing the businesses within the planning area and considering future development.

Our team organized the inventory into categories relating to the type of business. The categories are in coordination with the Current Land Use map.

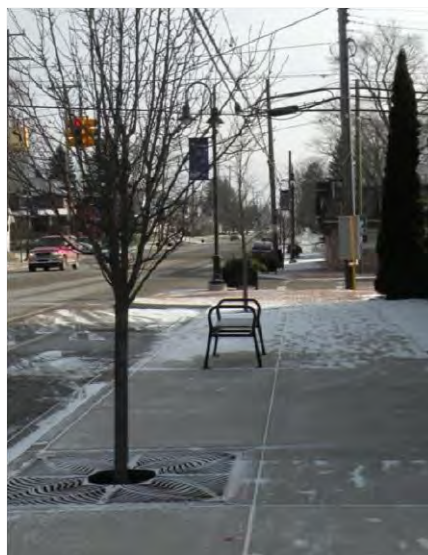
## Parcel Condition Survey

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The Village of Webberville, based on current practices in city planning, has central business district buildings located at the sidewalk edge. This allows pedestrians to comfortably walk from one shop to another along a pleasant street environment that is shared by pedestrians and cars alike. Parking occurs both on-street and in small parking lots. On-street parking serves the additional purpose of creating a buffer between people on the sidewalk and cars on the street. Off-street parking lots are located on North Main Street behind Webberville Party Store and on South Main Street behind Village Drug Shop. A few buildings in this planning area are also mixed-use, with retail or services located on street level and residences on one or more floors above the street level.

Figures 2.9 to 2.11 are snapshots of the study area, displaying sidewalks, streetscape, and parking.

**Figure 2.9.** Downtown Sidewalk



Figures 2.10. Downtown Crosswalk



Figure 2.11. Downtown On-Street Parking



A visual assessment of the conditions in the downtown was conducted to highlight physical issues and opportunities. The information for this section was collected through a walking tour of the planning area. The criteria for each parcel within the downtown boundary were based on the following elements listed in Table 2.1.

A score of 1, 2, or 3 was given to each parcel for each criterion. A score of 1 being in “good” condition, 2 being in “fair” condition, and 3 being in “poor” condition. Parcels scored N/A if they did not possess the given criterion.

Table 2.1. Parcel Condition Survey Criteria

Criteria	Score	Description
Windows	1	Present, with no to very minor damages. No glass damage, frames appear new.
	2	Present but look in poor condition. Damages do not appear to need window replacement.
	3	Damage to glass and frame, repairs may include window replacement.
Doors	1	Present, with no visible damages.
	2	Minor damages. Does not appear to need door replacement.
	3	Major damages visible. Damage repair may include door replacement.
Siding	1	No major damages visible. Siding materials appear largely intact.
	2	Some damages visible, maintenance required. Damages do not appear to be a public health risk.
	3	Major damages visible. Siding repairs likely to need replacement and may pose a public health risk.
Roof	1	No major damages visible. Roofing materials appear primarily intact.
	2	Minor damages. Lack of maintenance is evident. Damages do not appear to be a public health risk.
	3	Severe damages visible. Damages to roof likely pose a public health risk.
Paint	1	No major chipping visible.
	2	Minor chipping visible, some maintenance required.
	3	Major chipping visible, repair likely to require complete repainting.
Gutters	1	Present, with no visible damages.
	2	Minor damage visible. Lack of maintenance is evident.
	3	Major damages visible. (e.g. gutters hanging) Repairs may require complete replacement.
Yard	1	No visible clutter, lawn appears managed.
	2	Some visible clutter, lawn appears unmanaged.
	3	Lack of upkeep apparent, clutter clearly visible.
Fencing	1	Fencing intact, little to no paint chipping visible.
	2	Fencing intact, minor damages visible, may require repainting.
	3	Fence not intact, repair and repainting necessary.
Lighting	1	Multiple visible light features, bulbs appear to work.
	2	One visible light feature, bulbs appear to work.
	3	No visible light features.
Accessibility	1	Steps/ramps intact with visible railing.
	2	Steps intact, no railing.
	3	Steps appear to require maintenance, no railing.
Décor/ Greenery	1	Greenery appears to be well-managed, décor present.
	2	Greenery needs maintenance, no décor present.
	3	Greenery requires repair, no décor present.
Signage	1	Visible signage, appears to be intact
	2	Visible signage, some repair required.
	3	Hard to see signage, sign requires replacement.

Figure 2.18 shows how the parcel condition survey was organized by block. This map was created in order to better display the areas assessed. Table 2.2 displays the average scores of each block by criterion.

Figure 2.18. Parcel Condition Survey by Block Map



**Table 2.2.** Parcel Condition Survey Criteria Analysis by Block Averages

Block	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Decor / Greenery	Signage	Average
<i>I</i>	1.3	1.3	1.3	1.3	1.56	1.67	2	1.67	2.1	1.1	1.8	1.43	<b>1.45</b>
<i>II</i>	1.8	2	2	2	1.8	1.67	2	na	2.4	1	2	1.5	<b>1.83</b>
<i>III</i>	1.5	1.75	1.75	1.5	1.75	1.75	1.67	2	2.25	1	1.33	2	<b>1.68</b>
<i>IV</i>	1.75	1.2	1.75	1.5	1.8	1.67	2	na	2.5	1.5	2.25	2	<b>1.81</b>
<i>V</i>	1.75	2	2	2.25	1.75	2	2.33	3	2.5	1.5	2.33	3	<b>2.06</b>
<i>VI</i>	1.71	1.71	2	1.86	2.14	2	2	2	2.71	1.71	2	1.5	<b>1.99</b>
<i>VII</i>	1.57	1.43	1.57	1.71	2.17	1.2	2	na	2.57	1.13	2	2	<b>1.81</b>
<i>VIII</i>	1.29	1.57	1.14	1.57	1.57	1.71	1.86	2	2.43	2	2.43	na	<b>1.76</b>
<i>IX</i>	1.33	1.5	1.25	1.5	1.4	1.67	2	na	2.33	1.33	2	1	<b>1.62</b>
<b>Overall</b>	1.52	1.56	1.58	1.64	1.77	1.71	1.98	2.00	2.41	1.37	2.06	1.71	<b>1.75</b>

Reference Appendix A for tables with scores for all parcels

All the scores were averaged for each parcel and criterion and an overall average was given to the entire analysis. The lowest average criterion was accessibility at 1.37. This score indicates that the parcels overall have “good” accessibility meaning steps and/or ramps were intact with visible railing. The highest average criterion was lighting at 2.41. This score indicates that the parcels overall had “fair” to “poor” lighting meaning the parcels had one or no visible light features. The entire analysis averaged 1.75. This score indicates that the parcels assessed are overall in “good” to “fair” condition.

There is an advantage to Webberville’s current building stock and development pattern, if viewed over the long term: the lack of a distinct architectural history allows Webberville to “revitalize itself” by creating a cohesive and pedestrian friendly style for the village and for future developments.

## Parcel Condition Examples

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As mentioned, in the study area there are a number of parcels that scored in the range of 1.5 to 2.0 average points, meaning the qualities of the parcels in general are in “good” to “fair” condition. Pictured in the next page (Figures 2.19 & 2.20) are examples of such parcels.

**Figure 2.19.** “Good” Condition Parcel



This parcel is considered “good” condition because it has a ramp for accessibility, the siding is clean and intact, the window frames, gutters, and roof appear to be in good condition, and there is greenery in front.

**Figure 2.20.** “Fair” Condition Parcel



This parcel is accessible and has a rail for safety, it is considered “fair” condition because the siding is dirty and damaged in some places, the windows appear to be outdated, and there is a lack of greenery.

## Historic Preservation

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The historical composition of the Village was also researched by our team when collecting inventory and analyzing the study area.

Webberville Elementary School is on the National Historical Register (Figure 2.21). The entrance to the elementary school is on North Main Street. The original 1912 building is a rare Michigan example of a school that has been in continuous use for over 80 years. (Source: <http://www.webbervilleschools.org/district/the-history-of-webberville/>)

Figure 2.21. Webberville Elementary School



Source: Google Images

The National Register of Historic Places is the Nation's “official list of places worthy of preservation”. The National Register is a program of the National Park Service, United States Department of the Interior. In Michigan, the State Historic Preservation Office administers the program. Michigan boasts over one thousand National Register-listed sites, including such diverse historic properties as houses, commercial and residential areas, farm and factory complexes, cemeteries and parks, monuments, ships and shipwreck sites. (Source: [http://www.michigan.gov/mshda/0,4641,7-141-54317\\_19320\\_61889-280616--,00.html](http://www.michigan.gov/mshda/0,4641,7-141-54317_19320_61889-280616--,00.html))

There are other notable historic buildings within the study area: the mixed-use building located on Grand River Avenue between Summit Road and Main Street

and the Masonic Temple located on Grand River Avenue between Main Street and Clark Street.

The mixed-use building located on Grand River Avenue was built shortly after a fire that occurred around 1919. The Masonic Temple used to be the community high school prior to 1913 when the new high school was opened.

The following pictures display what the mixed-use building on Grand River Avenue looked like in 1931 and what it looks like today.

**Figure 2.22.** Grand River Avenue circa 1931



**Figure 2.23.** Grand River Avenue circa 2013



There are many benefits of historic preservation. Historic preservation can increase property values and it can spur downtown revitalization. There are also tax benefits at the federal, state, and local levels. Additional benefits include increased connections to cultural and historic heritage, increased dialogue among residents regarding ancestors and history, and increased quality and value to the local economy.

## Streetscape Analysis

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Downtown Webberville is largely void of “greenscape”. Greenscapes focus on the core elements of a high quality recreation system: parks, recreation, greenways, and trails. Parking spaces and sidewalks occupy most of the street frontage, with minimal space devoted to landscaping. Historic pictures of Webberville dating back

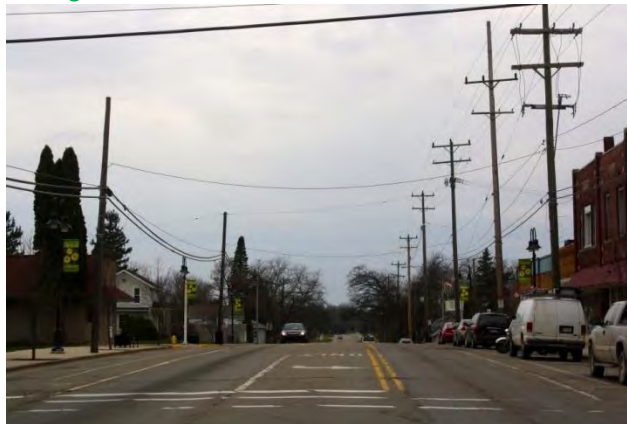


to 1931 (Figure 2.24) portray a streetscape with an abundance of trees; present-day Webberville (Figure 2.25) portrays a streetscape that has lost much of its historic downtown tree canopy along the corridor.

**Figure 2.24.** Grand River Avenue circa 1931



**Figure 2.25.** Grand River Avenue circa 2013



The downtown does display furnishings that are well maintained, organized, and flow nicely throughout the planning area; however, these furnishings are limited to two blocks of Grand River Avenue going east and west, and one block of Main Street going south.

The primary streetscapes in downtown Webberville are found along Grand River Avenue and Main Street passing through the downtown area. The data collected for this analysis was gathered by a walking survey of the planning area conducted by the team in January 2013. The criteria were divided into three categories: furnishings, signage, and lighting; all of which are owned by the Downtown Development Authority. Table 2.3 displays the description of each score based on the elements listed in Table 2.3.

A score of 1, 2, or 3 was given to each parcel for each criterion. A score of 1 being in “good” condition, 2 being in “fair” condition, and 3 being in “poor” condition. Parcels scored N/A if they did not possess the given criterion. The scores for each parcel and each criterion were then averaged.

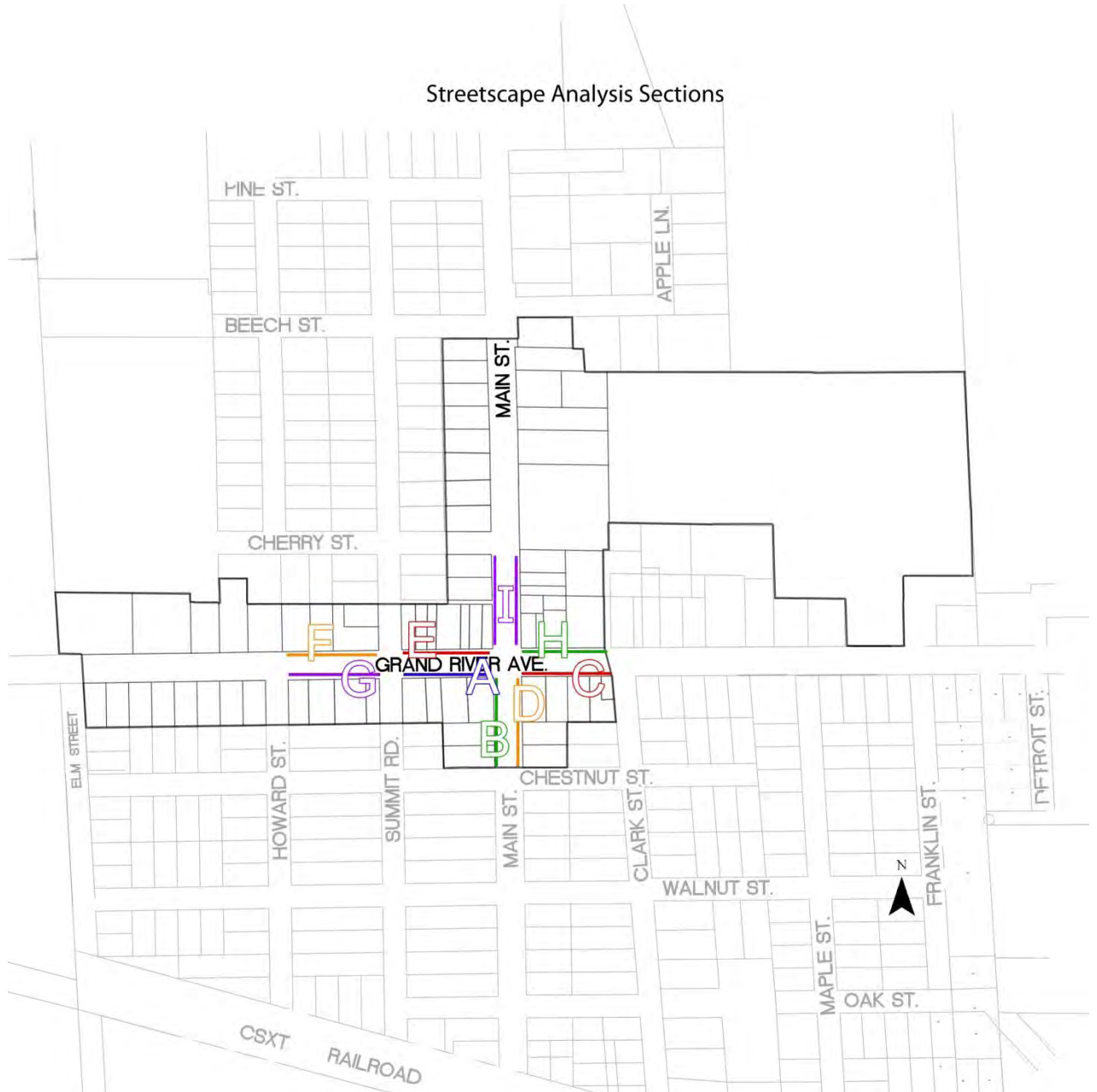
**Table 2.3. Streetscape Analysis Criteria**

Criteria	Score	Description
<b>Exterior Furnishing</b>		
Visual Clutter	1	No visual clutter, well balanced furnishings.
	2	Some visual clutter, but not off-putting.
	3	A lot of visual clutter, furnishings clash, not appealing to the eye.
Grouped with other furnishings	1	Well grouped with other furnishings.
	2	Somewhat grouped but lacking in areas.
	3	Not grouped at all.
Low-Maintenance, Easily Replaceable	1	Does not take much maintenance, well secured, can be easily replaced.
	2	Takes some maintenance, could be costlier to replace.
	3	Requires heavy maintenance, difficult to replace.
Benches, Garbage cans, Tree gates	1	Present and intact.
	2	Some present and intact.
	3	Not present or not intact.
<b>Exterior Signage</b>		
Direction signs and identification signs	1	Present and intact.
	2	Present in some places.
	3	Not present.
Effectively communicate information	1	Signage effectively communicates information.
	2	Communicates some information or could be clearer.
	3	Does not effectively communicate information.
Coordinated with furnishings	1	Signage is organized and coordinates well with furnishings.
	2	Signage somewhat coordinates with furnishings.
	3	Signage does not coordinate with furnishings.
<b>Public Exterior Lighting</b>		
Coordinated with furnishings	1	Lighting coordinates well with furnishings.
	2	Lighting somewhat coordinates with furnishings.
	3	Lighting does not coordinate with furnishings.
Durable materials	1	Materials are visibly durable.
	2	Materials appear somewhat durable.
	3	Materials appear to have damages, could indicate less durable materials.
Promotes safety and security	1	More than one light fixture visible, appear to be intact with bulb.
	2	One light fixture visible, appear to be intact.
	3	No light fixtures present, could have missing bulbs.

In order to assess the streetscape conditions, the analysis was broken into 9 total sections (Figure 2.26). These sections should not be confused with the Parcel Condition blocks because the analysis was conducted separately. These analysis zones were decided upon to display the data that was collected by our team. The

zones highlight different features within the downtown such as benches, light posts, garbage cans, tree gates, greenery and signage.

Figure 2.26. Streetscape Analysis Zones



**Table 2.4. Streetscape Analysis by Zone**

Zone	A	B	C	D	E	F	G	H	I	Average Score
<b>Exterior Furnishing</b>										
Visual Clutter	1	1	1	1	1	1	na	1	na	1
Grouped with other furnishings	na	1	1	1	2	Na	na	1	na	1.2
Low-Maintenance, Easily Replaceable	1	1	1	1	1	1	na	1	na	1
Benches, Garbage cans, Tree Gates	1	na	1	1	1	3	na	1	na	1.33
<b>Exterior Signage</b>										
Direction signs and identification signs present	1	1	1	1	2	2	3	1	na	1.5
Effectively communicate information	1	2	1	2	1	1	3	1	na	1.5
Coordinated with Furnishing	1	na	1	na	2	3	3	1	na	1.83
<b>Public Exterior Lighting</b>										
Coordinated	1	1	1	1	1	3	3	1	na	1.5
Durable Materials	1	1	1	1	1	1	1	1	na	1
Promote Safety and Security	1	1	1	1	1	3	3	1	na	1.5
<b>Average Score</b>	<b>1</b>	<b>1.13</b>	<b>1</b>	<b>1.11</b>	<b>1.3</b>	<b>2</b>	<b>2.67</b>	<b>1</b>	<b>na</b>	<b>1.34</b>

Table 2.4 displays the average scores of each criterion by zone.

Based on the scoring of 1 “good”, 2 “fair”, 3 “poor”, or N/A, the scores were then averaged for each parcel and criteria; an overall average of 1.34 was given to the entire analysis. This indicates that streetscape in the downtown is in “good” condition.

Six of the nine zones scored “good” condition and two zones scored “fair” condition. Zone I scored N/A in every category because there was no streetscape that coordinated with the other zones, even though this zone is within the sub-area boundary.

Zone A, C, and H scored the best with a 1. There is no visible clutter. The furnishings are well balanced and organized. (E.g. when there is a street light, there is usually a matching bench or trashcan nearby.) Signs are present and intact and the signs effectively communicate information. As for lighting, the criterion was based on how well the lights coordinated with the other furnishings, and if the lights were frequent enough to promote a sense of safety.

Zones F and G scored the poorest with a 2 and 2.67. These zones had a lack of benches, garbage cans, and tree gates. They also lacked signs that effectively communicate information.

Figures 2.27 to 2.35 are examples of each zone.

Figure 2.27. Streetscape Zone A, Grand River Ave. looking West



Figure 2.28. Streetscape Zone B, Main St. looking North (left) and South (right)



Figure 2.29. Streetscape Zone C, Grand River looking West (left) and South-East (right)



Figure 2.30. Streetscape Zone D, Main St. looking East (left) and South-East (right)



Figure 2.31. Streetscape Zone E, Grand River Ave. looking West (left) and East (right)



Figure 2.32. Streetscape Zone F, Grand River looking North-West (left) and East (right)



Figure 2.33. Streetscape Zone G, Grand River Ave. looking West



Figure 2.34. Streetscape Zone H, Grand River Ave. looking North-East



Figure 2.35. Streetscape Zone I, Main St. looking North-West (left) and North (right)



## Summary

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The physical inventory allowed us to obtain an accurate perspective of the study area. The Current Land Use map displays a visual record of what uses make up the downtown; we also analyzed the Zoning map. When comparing this information, we found a cluster of uses permitted by special use permits that are in compliance with the Village ordinances.

A business inventory of the study area was conducted. This helped us determine what types of businesses currently make up the downtown.

The physical inventory also includes Parcel Condition Survey and Streetscape Analysis, both conducted by walking tours of the study area. The surveys required separate criteria based on various elements.

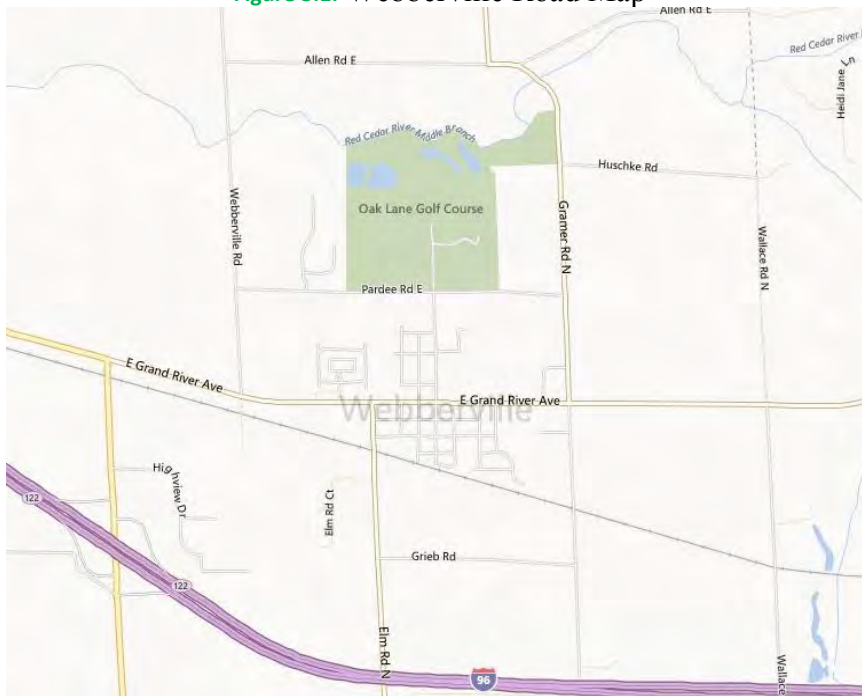
The Parcel Condition Survey revealed that the majority of parcels are in “good” to “fair” condition. The Streetscape Analysis helped us visualize the extent of the streetscape features. The findings show that streetscape within the downtown area is in “good” condition. The findings also show that the streetscape is confined to the study area.

Historic preservation was highlight in the section as well. The Village has one building on the National Historical Register, the elementary school. But there are other notable historic buildings. This is significant because historically preserved buildings and districts can greatly benefit the study area as well as the whole Village.

# TRANSPORTATION

The need to transport people and goods is the reason the Michigan/Grand River Avenue corridor exists. In order to develop, a place needs to draw in people and keep them in. This section examines the transportation aspect of downtown Webberville in three ways: how to access the downtown via different modes; the traffic volumes in the Webberville area; and, using the Complete Streets concept, how the downtown infrastructure accommodates the different transportation modes.

Figure 3.1. Webberville Road Map



Source: Bing Maps

The nearest airport is the Capital Region International Airport, 23 miles northwest in Lansing, followed by the Bishop International Airport, 40 miles northeast in Flint. The nearest Amtrak and Greyhound stations are 18 miles west in East Lansing.



## Accessing Downtown Webberville

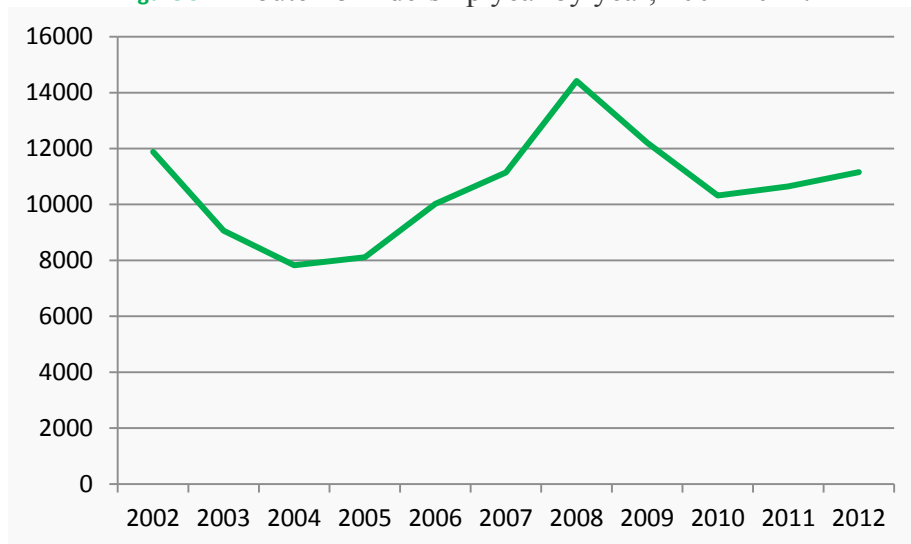
The main access to downtown Webberville from outside the village is Grand River Avenue. This road can be accessed from anywhere in the state via Interstate 96 (I-96) ; the exit ramps are two miles away from the Main Street and Grand River Avenue intersection. Downtown Webberville can also be accessed from Leroy Township through Stockbridge, Elm, or Gramer Roads.

### PUBLIC TRANSPORTATION

The Capital Area Transportation Authority (CATA) provides bus service from the CATA Transportation Center in downtown Lansing, through East Lansing, Okemos, and Williamston, to Webberville via Route 48. There is a single stop within the study boundaries – in front of the public library, on South Main Street. The bus departs this stop once a day at 7:00 a.m. and returns at 5:53 p.m.; the scheduled total time of this ride is one hour from this stop to the CATA Transportation Center and vice versa.

Since its start in August 2001, Route 48 has carried 123,623 rides (as of February 2013). Ridership peaked in October of 2001 with 1,389 rides and in June of 2008 with 1,388 rides (Figure 3.2). With the exception of December, average monthly ridership has remained relatively stable from month to month (Table 3.1).

Figure 3.2. Route 48 Ridership year by year, 2002-2012.



Source: Capital Area Transportation Authority

Another public transportation option to reach Webberville is the CATA Rural Service, which is a “demand- response” transit service for rural residents needing transportation into the village. CATA’s network includes bus service to the Amtrak

and Greyhound station and the Lansing airport, which makes it possible for residents and visitors to reach Webberville from outside the Tri-County area without using a private vehicle.

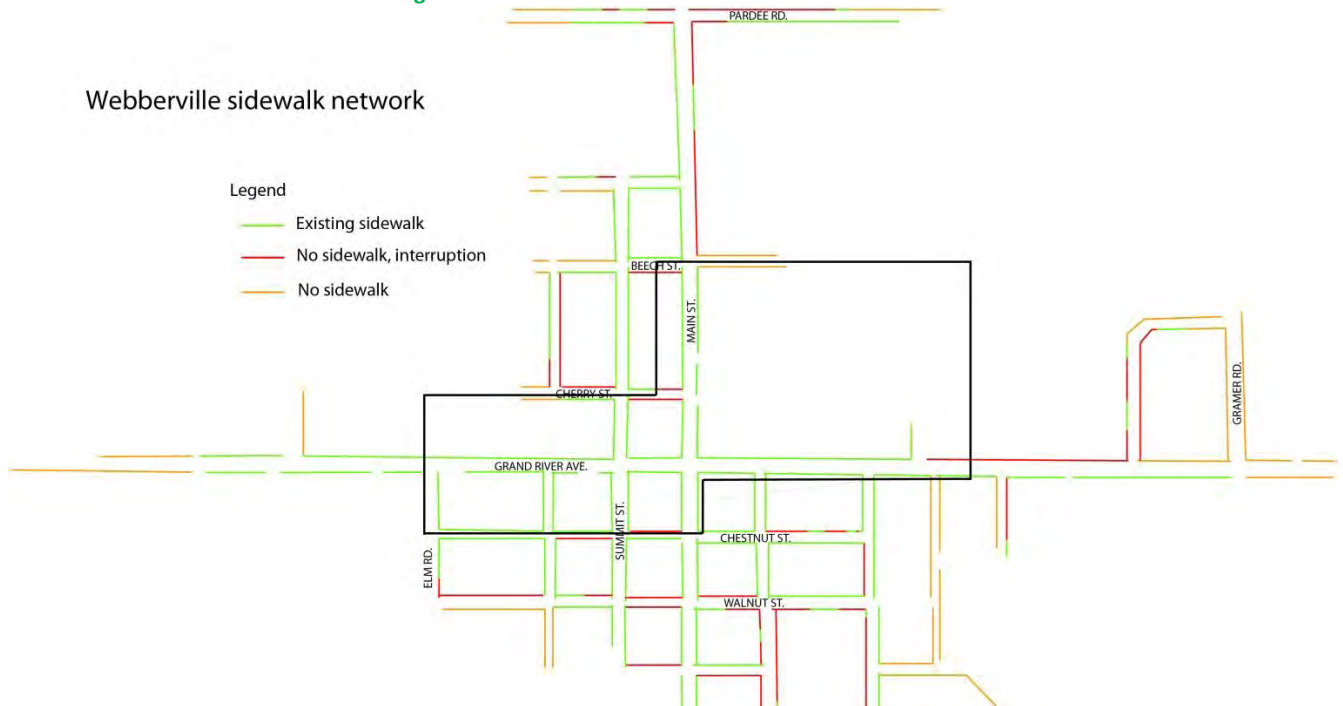
**Table 3.1.** Route 48 Average Monthly Ridership, 2001-2013

Month	Average
January	944
February	948
March	989
April	934
May	874
June	854
July	827
August	852
September	876
October	989
November	853
December	764

Source: Capital Area Transportation Authority

### WALKING AND CYCLING FROM IMMEDIATE AREAS

**Figure 3.3.** Webberville Sidewalk Network



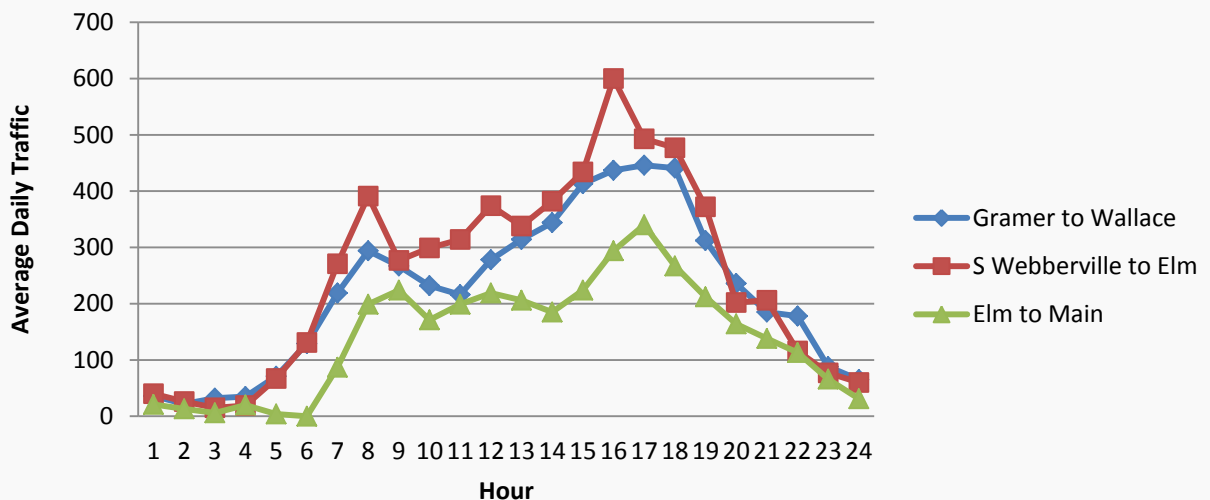
A portion of Grand River Avenue – roughly from the post office to the high school, as explained in the Complete Streets sub-section – has bike lanes which may be used to access downtown. Yet, no other road in the area has bicycle lanes or any signage reminding potential cyclists – and current drivers – that they may be cycled on. Neither is there a dedicated trail for cyclist access to downtown, though just south of the downtown there are railroad tracks that cyclists may follow which connect with the business park and beyond.

Figure 3.3 shows the sidewalk connectivity to downtown. There are missing links in the network, making it more difficult for nearby residents – even some of those that do have sidewalks in front of their houses – to walk downtown or to the school. Also, there are some places that are not connected at all, such as the mobile home park east of downtown, the golf park north (in Leroy Township), and the athletic facilities in the school complex.

### Traffic Volumes

Analyzing traffic volume reveals how many and at what times of the day motorists go through downtown Webberville. This data helps businesses predict how many potential customers they may be able to attract and when – but it also helps understand the behavior of motorists in the area in order to develop strategies to draw them into the downtown.

Figure 3.4. Traffic volume in Grand River Avenue, Time in day, 2004-2010



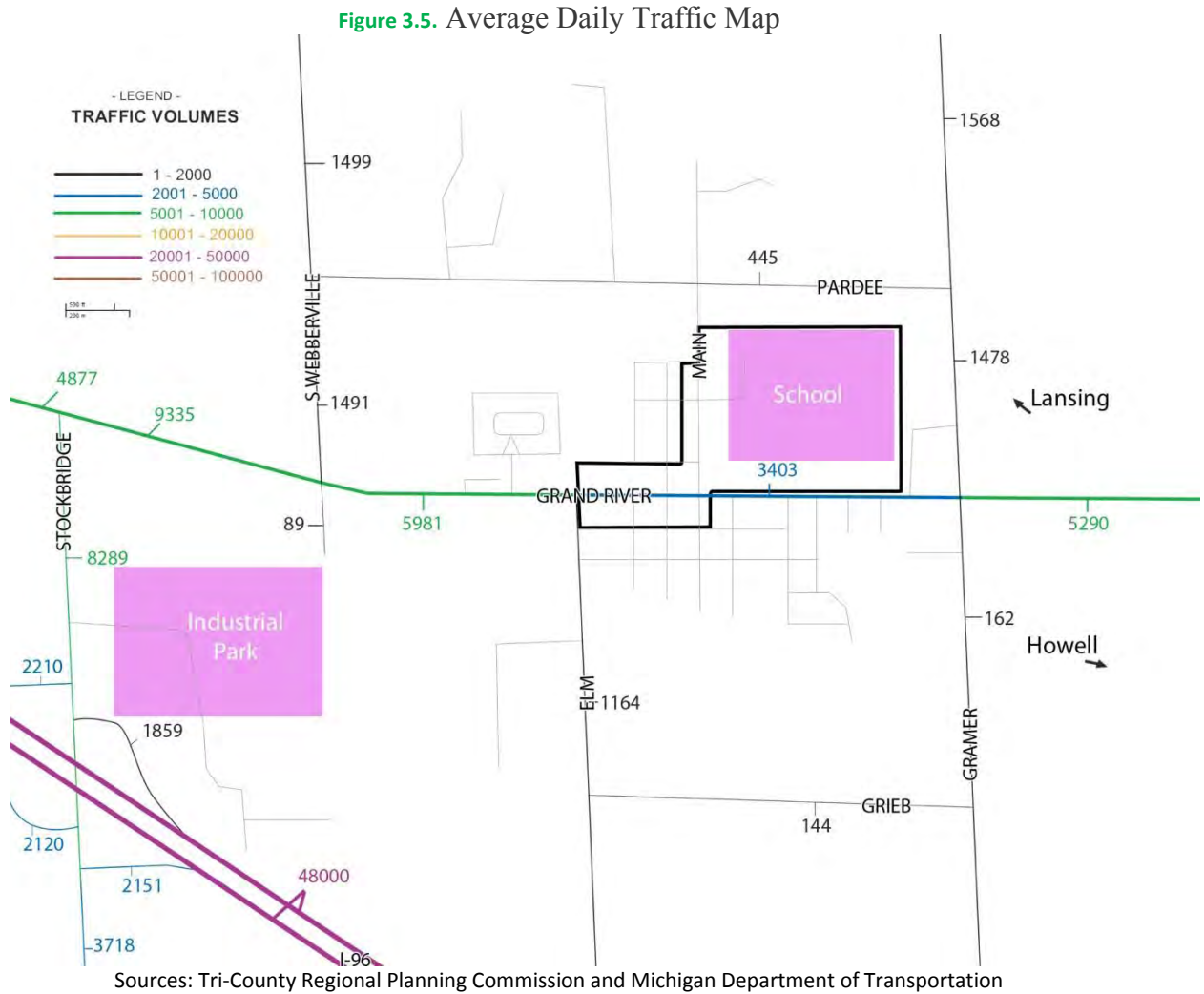
Source: Tri-County Regional Planning Commission  
 See Appendix B for tables with all available times of day data

Traffic counts have been taken throughout the years on behalf of Webberville by the Michigan Department of Transportation and the Ingham County Road Commission. These traffic counts were obtained from the regional Traffic Count Data System developed and maintained by TCRPC and from a statewide traffic count map by the Michigan Department of Transportation (MDOT, 2013).

A map with traffic volume by time of day is presented below (Figure 3.4).

The traffic in Webberville peaks two times a day, once in the morning at about 8 a.m. and again in the evening at about 4 p.m. This is likely due to people commuting to and from work and school.

The two roads with the most traffic volume in the Webberville area are Stockbridge Road and Grand River Avenue. Figure 3.5 indicates the average daily traffic volumes for all roads in the area for which the data is available.



From this map, one trend becomes apparent; many motorists drive near downtown Webberville every day, but never enter it. Through South Webberville and Elm Roads, people from Leroy Township can reach the industrial park or the I-96 ramps, both on Stockbridge Road, without going through downtown Webberville; those who live in the mobile home park west of Elm Road can also reach these destinations without going through the downtown. Leroy Township residents can access Grand River to go to Howell through Gramer Road, again avoiding downtown. Most crucially, those from other parts of the region who work in the industrial park southwest of downtown Webberville do not need to travel far from the I-96 ramps to reach their workplaces.

On the other hand, those who live east of downtown Webberville but work west of it, and vice versa, may need to go through downtown Webberville on their way to work and back. Also, the Webberville schools, which are within the downtown, represent a major attraction of motorists from outside the area. This may explain why the daily traffic pattern on Grand River, within downtown Webberville (the Elm to Main link), closely mirrors the pattern of the links outside the area, peaking in the morning and the afternoon.

In short, the traffic volume data for the Webberville area shows that there are thousands of motorists driving close to downtown – traffic volume that could be taken advantage of.

## Complete Streets

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“Complete Streets” is the idea that all modes of travel should exist in harmony on a street. Private vehicles should have their place, but there should also be room for public transportation, cyclists, and pedestrians. This means that infrastructure for all modes must be provided, and also that cycling and walking, which are often divested, should be encouraged.

The Institute of Transportation Engineers (2010) issued a document called *Designing Walkable Urban Thoroughfares: A Context Sensitive Approach* which provides guidelines for the design of complete streets. According to the classification in this document, the Webberville sub-area of the Grand River corridor is a C-3 (General Urban) avenue. Details on what this classification means are provided in Appendix B. The guidelines were taken into consideration in evaluating this sub-area of the corridor by user – vehicles, bicycles, and pedestrians.

## VEHICLES AND PARKING

Grand River Avenue has one lane in each direction, plus a middle turning lane; Main Street also has one lane in each direction, but does not include a turning lane.

The only stoplight in the village is found at the intersection of Main Street and Grand River Avenue. The posted speed limit for Grand River Avenue in the study area is 30 miles per hour.

The study area contains a total of 129 free parking spaces—72 on-street spaces and 57 spaces in municipal parking lots. The on-street parking spaces are along Grand River Avenue and Main Street; 37 parallel spaces and 35 parallel and angled spaces, respectively. In addition to these parking spaces, there are two municipal parking lots – one behind the Webberville Drug Shop and another behind the Webberville Party Store – providing 39 and 18 spaces, respectively. However, there are no prominent signs that inform passersby of these two free parking lots, which could give the impression that there is less parking than is actually present.

**Figure 3.6.** Parallel Parking Spaces on Grand River Avenue



**Figure 3.7.** Angled Parking Spaces on Main Street



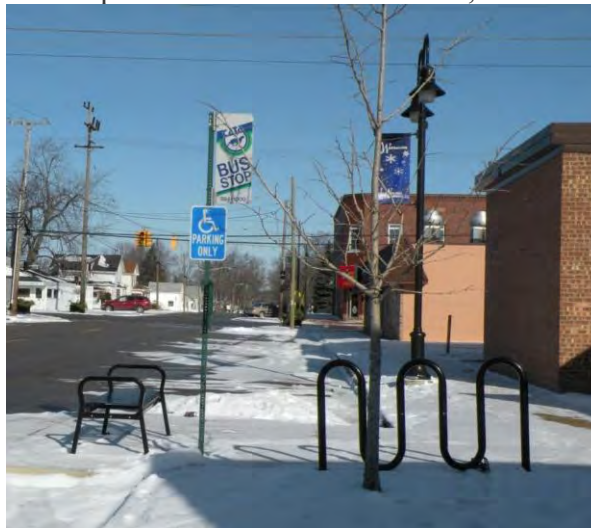
Figures 3.6 and 3.7 show the on-street parking in downtown Webberville. This type of parking provides easy access to retail and services from a car, and it also serves to slow down traffic, making conditions more comfortable for cycling and walking.

## BICYCLES

There are bicycle lanes on both sides of Grand River Avenue from the Post Office to Gramer Road; however, beyond these two points the bike lane ends with no sign indicating its end. Where there are parallel parking spots, the bike lane is between the parking and the road.

There are two bike racks in downtown Webberville, both are on Main Street—one is north of Grand River, next to the Webberville Party Store, and the other is south of Grand River Avenue, in front of the library (Figure 3.9). Additionally, there is a small bike rack at the entrance of the Middle/High School campus.

**Figure 3.9.** Bus Stop with Bench and Bike Rack, South Main Street



## PEDESTRIANS AND TRANSIT STOPS

The sidewalks within the boundary are generally uninterrupted and in good condition. As part of making the area more inviting for pedestrians, the Village of Webberville remodeled the streetscape in 2008. The results are discussed in a previous section. This streetscape is an important part of what makes Downtown Webberville walkable.

The Main Street and Grand River Avenue intersection has pedestrian signals on all four corners. Each of the corners are designed to comply with the American Disabilities Act (ADA) specifications, including a safety strip to indicate the end of the sidewalk. Other intersections do not have pedestrian signals because they do not have a stoplight.

Most blocks in the area are about 300 feet in width, and therefore pedestrian-friendly; however, the block on the north side of Grand River Avenue is three times

as long. The block extends, uninterrupted, from Summit Street to Elm Road, with no mid-way crossing for pedestrians.

There is one bus stop in the area, on South Main Street in front of the library (Figure 3.9). It has the bus schedule and map posted, a bench, and a bike rack; there is no shelter, but transit users can seek shelter under the entrance of the library nearby. As mentioned previously, a bus to and from Lansing stops here twice a day.

## Summary

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Downtown Webberville is easily accessible via private vehicle and the Capital Area Transportation Authority provides public transportation options between Webberville and Lansing which connect with multiple other transportation methods. Downtown Webberville's proximity to a highway interchange and a business park exposes it to a lot of vehicular traffic. There is ample parking space in downtown, as well as some accommodation for pedestrians and cyclists.

The issues identified by this analysis were: a lot of the vehicular traffic in Webberville does not go through the downtown area; there are is no clear signage directing to the parking lots; there is no encouragement of cycling from the areas immediately surrounding downtown; and sidewalks leading into downtown are incomplete.

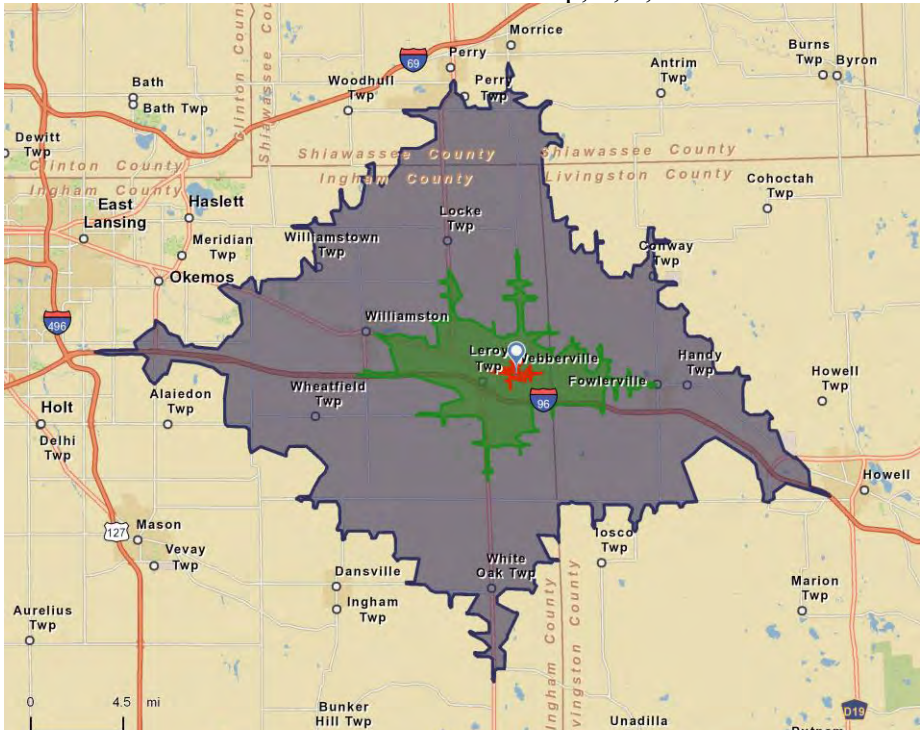


# MARKET ANALYSIS

A market analysis helps to identify opportunities for business growth in an area. This analysis consists of two parts: retail gap and consumer preferences. The purpose of the analysis is to understand the demand in the Webberville area for various kinds of retail, as well as the competition, and thus learn what types of business downtown Webberville can sustain. An analysis of consumer preferences in the area will assist with the targeting of consumers for the area.

The tool utilized to conduct this analysis was the Esri Business Analyst. “Esri Business Analyst combines demographic and business data, detailed maps, and advanced spatial analytics “to output a set of analyses that help answer locational questions for businesses and business potential questions for local governments (Esri, 2013).

Figure 4.1. Downtown Webberville Trade Area Map, 2, 7, and 15-minute drive time



Source: Esri

In order to complete the market analysis, an area for analysis had to be defined. To establish it, the intersection of Grand River Avenue with Main Street was selected and three polygons were generated according to drive time, representing 2 minutes (walking distance), 7 minutes – primary trade area, and 15 minutes – secondary trade area (Figure 4.1). Based on these polygons, reports were generated on retail potential and consumer profiles.

The walking distance area extends along Grand River Avenue between Stockbridge and Webberville Roads to between Gramer and Wallace Roads (the county boundary); and from the Oak Lane Golf Course to Elm Road just north of Grieb Road – seven hundred and seventy-three people live within walking distance of downtown Webberville. This covers all of the businesses within downtown Webberville, but it does not reach the area around the I-96 ramps and the industrial park.

**Table 4.1. Population Summary for Trade Area, 2012**

	Walking distance	Primary area	Secondary area
Total Population	773	3,720	29,464
Households	319	1,413	11,001
Average Household Size	2.42	2.63	2.66
Median Household Income	\$49,327	\$51,078	\$54,478

Source: Esri

The primary trade area is the area from which it takes 7 minutes or less, driving, to access downtown Webberville. It extends over various townships (Leroy, White Oak, Lock, Handy, Williamston), into Livingston County, stopping just short of neighboring Williamston’s and Fowlerville’s downtowns. The secondary trade area is the area from which it takes 15 minutes or less, driving, to get to downtown Webberville. It goes further into Livingston County and into Shiawassee County, stopping short of the Meridian Mall in Okemos, Michigan, and the downtown in Howell, Michigan, but covering the Tanger Outlet Center that is in the latter. A summary of demographic characteristics in these areas is presented in Table 4.1.

## Retail Gap Analysis

A retail gap analysis compares the spending potential of the population in a given area to actual sales across different retail categories. This retail potential is calculated using household income in the area combined with consumer expenditure data from the Bureau of Labor Statistics; the Esri tool also incorporates Tapestry Segments, explained in the next sub-section (Esri, 2013). The difference between spending potential in a category and actual sales is called a retail gap. Table 4.2 shows the gap analysis results for downtown Webberville’s trade area. Refer to Appendix C for full results.

Table 4.2. Gap Analysis for Downtown Webberville's Trade Area

Industry Group (NAICS number)	Walking distance		Primary trade area		Secondary trade area	
	Retail Gap	Factor	Retail Gap	Factor	Retail Gap	Factor
Motor Vehicle & Parts Dealers (441)	<b>1,488,890</b>	100	<b>4,925,881</b>	54.6	<b>19,371,006</b>	19.9
Automobile Dealers (4411)	<b>1,292,961</b>	100	<b>4,076,756</b>	51.4	<b>13,447,905</b>	15.6
Other Motor Vehicle Dealers (4412)	84,544	100	470,343	<b>100</b>	3,585,253	<b>77.4</b>
Auto Parts, Accsries. & Tire Stores (4413)	111,385	100	378,783	61.1	2,337,848	37.1
Furniture & Home Furnishings Stores (442)	129,604	100	657,234	89	2,482,131	25.1
Furniture Stores (4421)	71,652	100	402,671	92.3	2,098,646	39.7
Home Furnishings Stores (4422)	57,952	100	254,563	84.2	383,485	8.3
Electronics & Appliance Stores (4431)	196,821	100	909,346	94.3	2,227,617	16.1
Bldg Materials, Garden Equip. & Supply Stores (444)	213,635	100	941,149	74.7	6,730,052	52.6
Bldg Material & Supplies Dealers (4441)	201,842	100	848,638	72.7	6,981,688	<b>64.7</b>
Lawn & Garden Equip & Supply (4442)	11,793	100	92,511	<b>100</b>	<b>-251,636</b>	<b>-12.6</b>
Food & Beverage Stores (445)	692,187	69.9	2,229,586	41.6	13,244,504	25.1
Grocery Stores (4451)	595,874	66.6	1,871,888	37.9	<b>13,728,858</b>	30
Specialty Food Stores (4452)	42,401	100	116,438	65.3	<b>-1,444,504</b>	<b>-37.7</b>
Beer, Wine & Liquor Stores (4453)	53,912	100	241,260	<b>100</b>	960,150	30.3
Health & Personal Care Stores (446,4461)	<b>-26,863</b>	<b>-6.1</b>	456,112	27.7	554,956	3.1
Gasoline Stations (447,4471)	<b>707,449</b>	53.7	<b>-579,214</b>	<b>-5.8</b>	<b>-9,149,753</b>	<b>-10.3</b>
Clothing & Clothing Accessories Stores (448)	278,319	100	1,256,926	97.2	<b>-7,110,744</b>	<b>-24.6</b>
Clothing Stores (4481)	227,988	100	997,403	96.5	<b>-5,034,559</b>	<b>-22.6</b>
Shoe Stores (4482)	26,057	100	132,759	<b>100</b>	<b>-2,121,206</b>	<b>-48.1</b>
Jewelry, Luggage & Leather Goods (4483)	24,274	100	126,764	<b>100</b>	45,021	2
Sporting Goods, Hobby, Book & Music Stores (451)	114,350	100	475,224	96	2,157,934	35.1
Sporting Goods/Hobby/Music Instr (4511)	60,441	100	247,646	92.6	1,691,241	<b>63</b>
Book, Periodical & Music Stores (4512)	53,909	100	227,577	<b>100</b>	466,693	13.4
General Merchandise Stores (452)	<b>1,510,636</b>	100	<b>5,160,577</b>	59.2	<b>45,086,664</b>	<b>61.6</b>
Dept. Stores Excl. Leased Depts. (4521)	330,845	100	3,416	0.1	4,070,476	14.9
Other General Merchandise Stores (4529)	<b>1,179,791</b>	100	<b>5,157,162</b>	<b>100</b>	<b>41,016,187</b>	<b>89.3</b>
Miscellaneous Store Retailers (453)	139,179	100	323,719	31.7	<b>-4,401,499</b>	<b>-27.5</b>
Florists (4531)	18,726	100	<b>-200,351</b>	<b>-58.7</b>	<b>-20,339</b>	<b>-1.7</b>
Office Supplies, Stationery & Gift (4532)	56,119	100	259,815	76.8	1,091,209	26.2
Used Merchandise Stores (4533)	9,611	100	11,142	17.4	<b>-832,581</b>	<b>-56.2</b>
Other Miscellaneous Store Retailers (4539)	54,722	100	253,113	91.2	<b>-4,639,787</b>	<b>-50.7</b>
Food Services & Drinking Places (722)	568,809	39.8	<b>2,431,808</b>	34.4	6,629,487	8.7
Full-Service Restaurants (7221)	13,009	1.5	831,573	26.6	3,516,273	11.4
Limited-Service Eating Places (7222)	451,828	100	1,096,209	32.8	1,384,291	3.7
Special Food Services (7223)	69,439	100	412,007	94	894,167	13.7
Drinking Places - Alcoholic Bev (7224)	34,533	100	92,019	58	834,756	60.8

\*In bold type: Highest leakages and surpluses in each column

Source: Esri

The retail gap in dollars is accompanied by a number called a leakage or surplus factor. The factor is more than 0 when the people who live in the area have a greater spending potential than actual sales. Therefore, a positive, or leakage, factor means that the residents are spending their money elsewhere. Conversely, the factor

is less than 0 when the money spent in the area is more than the spending potential of the people that live there. This leads to a negative, or surplus, factor – people must be coming from outside the area to spend money in the area.

A low number as surplus factor, then, is a possible sign of health; while a high leakage factor is a possible sign of opportunity, because there is demand that can be captured by a new store in the area. It is also important to consider the gap in dollar amount; some retail categories need more sales to sustain a store. For example, the analysis for the walking distance area indicates that there is a leakage factor of 100 in the home furnishings category. Yet, the gross retail gap is \$129,604, which is probably not enough to sustain a store in this category. This is to be expected since there are 773 people living in the area, which would typically not be enough to sustain a home furnishings business. In order to have an idea of whether there is potential for a furnishings store in downtown Webberville, then, we need to look at the primary or secondary areas.

**PRIMARY AND SECONDARY TRADE AREAS**

The top 3 categories by gross retail gap in both the primary and secondary trade areas were General Merchandise Stores, Motor Vehicle & Parts Dealers, and Food Services & Drinking Places. The categories did differ in rank in each trade area (Table 4.3).

**Table 4.3.** Top 3 Retail Categories by Gap, Primary and Secondary Trade Areas

Primary Trade Area

Industry Group	Potential	Sales	Gap	Factor
General Merchandise Stores (452)	6,940,269	1,779,692	5,160,577	59.2
Motor Vehicle & Parts Dealers (441)	6,976,828	2,050,947	4,925,881	54.6
Food Services & Drinking Places (722)	4,752,959	2,321,152	2,431,808	34.4

Secondary trade area

Industry Group	Potential	Sales	Gap	Factor
General Merchandise Stores (452)	59,161,098	14,074,434	45,086,664	61.6
Food & Beverage Stores (445)	33,033,997	19,789,493	13,244,504	25.1
Motor Vehicle & Parts Dealers (441)	58,243,906	38,872,900	19,371,006	19.9

Source: Esri

Looking at the top subcategories *by leakage factor* (Table 4.4) reveals more. Seven subcategories have a leakage factor of 100 in the primary trade area. By contrast, in the secondary trade area – which covers Tanger Outlet Center – there are only 5

subcategories above 50. Had the trade area been defined slightly larger, it would have covered Meridian Mall and thus leakage would be lower (and surplus larger). This shows that competition in the secondary trade area is significantly stiffer, particularly in the east and west corners; however, there is less competition to the north and south, which represents an opportunity.

**Table 4.4.** Top Retail Subcategories by Leakage Factor, Primary and Secondary Areas

Primary trade area

Industry Group	Potential	Sales	Gap	Factor
Other Motor Vehicle Dealers (4412) <sup>1</sup>	470,343	0	470,343	100
Lawn & Garden Equip & Supply (4442)	92,511	0	92,511	100
Beer, Wine & Liquor Stores (4453)	241,260	0	241,260	100
Shoe Stores (4482)	132,759	0	132,759	100
Jewelry, Luggage & Leather Goods (4483)	126,764	0	126,764	100
Book, Periodical & Music Stores (4512)	227,577	0	227,577	100
Other General Merchandise Stores (4529) <sup>2</sup>	5,157,162	0	5,157,162	100

Secondary trade area

Industry Group	Potential	Sales	Gap	Factor
Other General Merchandise Stores (4529) <sup>2</sup>	43,474,218	2,458,031	41,016,187	89.3
Other Motor Vehicle Dealers (4412) <sup>1</sup>	4,109,221	523,968	3,585,253	77.4
Bldg Material & Supplies Dealers (4441)	8,885,161	1,903,473	6,981,688	64.7
Sporting Goods/Hobby/Music Instr (4511)	2,187,020	495,779	1,691,241	63
Drinking Places - Alcoholic Bev (7224)	1,103,688	268,932	834,756	60.8

<sup>1</sup> Not "Automobile Dealers" or "Auto Parts, Accsries. & Tire Stores." <sup>2</sup> Not "Dept. Stores Excl. Leased Depts." Source: Esri

The subcategories that rank at the top in one area are different for each area. In the primary area, the subcategories with leakage factor 100 that were not ranked high in the secondary area were: Beer, Wine & Liquor Stores; Shoe Stores; Jewelry, Luggage & Leather Goods; and Book, Periodical & Music Stores. Shoe Stores showed a surplus in the secondary trade area. However, this does not mean that there cannot be a shoe store in Webberville; the village could sustain a shoe store if the sales potential is great enough.

There were two subcategories that had high leakage factors in both the primary and secondary trade areas: General Merchandise Stores other than department stores and Motor & Vehicle Dealers other than those in automobiles and parts, just as their parent categories rank at the top by gross retail gap. This makes a strong case for General Merchandise Stores and Motor & Vehicle Dealers in Webberville's segment of the Grand River Avenue corridor; though an auto dealer may be judged

incompatible with a downtown, and as our team’s ground survey found, a used car dealer in the study area failed previously. It is also important to note that there are several auto dealers in Okemos and Howell, just outside the trade area.

**WALKING DISTANCE AREA**

Because there are relatively few people living within walking distance of downtown Webberville, it calls for a different analytical approach; instead of looking at the top leaking categories by sales potential, we looked at selected categories that were judged to have potential to be sustained by the walking-distance population –and workers (Table 4.5). It was found that the number of businesses in Esri’s data differed from the numbers from our business inventory, since Esri’s data is a snapshot in time taken before this document was developed.

**Table 4.5. Selected Retail Categories, Walking Distance Area**

Industry Group	Potential	Sales	Gap	Factor	# Businesses
General Merchandise Stores (452)	1,510,636	0	1,510,636	100	0
Dept. Stores Excl. Leased Depts. (4521)	330,845	0	330,845	100	0
Other General Merchandise Stores (4529)	1,179,791	0	1,179,791	100	0
Food & Beverage Stores (445)	841,458	149,271	692,187	69.9	1
Grocery Stores (4451)	745,145	149,271	595,874	66.6	1
Specialty Food Stores (4452)	42,401	0	42,401	100	0
Beer, Wine & Liquor Stores (4453)	53,912	0	53,912	100	0
Food Services & Drinking Places (722)	999,556	430,746	568,809	39.8	2
Full-Service Restaurants (7221)	443,756	430,746	13,009	1.5	2
Limited-Service Eating Places (7222)	451,828	0	451,828	100	0
Special Food Services (7223)	69,439	0	69,439	100	0
Drinking Places - Alcoholic Bev (7224)	34,533	0	34,533	100	0
Health & Personal Care Stores (446,4461)	206,692	233,555	-26,863	-6.1	1

Source: Esri

The analysis indicated that there is leakage in the General Merchandise Stores, Food & Beverage Stores, and Food Services & Drinking Places categories. The gross retail gap is largest in “Other General Merchandise Stores,” which includes Warehouse Clubs and Supercenters as well as smaller General Merchandise stores. The Health & Personal Care Stores category actually has a surplus, indicating that the drug store in downtown serves more than the people in the immediate area. Considering that the potential market of Food Services & Drinking Places includes the workers in the business park – not taken into account by Esri’s data –, one can conclude that there is maybe still room for growth in this category in downtown.

Consumers

Esri Business Analyst divides consumers into segments based on a patented formula. These segments are types of people who exhibit certain lifestyle characteristics and consumer preferences. This analysis can help entrepreneurs know what kinds of businesses could prosper in downtown Webberville.

Table 4.6 shows the presence of each segment in Webberville’s trade areas. There was a clear dominant segment in the population within Webberville's boundaries: “Midland Crowd.” For the wider trade areas, other segments that emerged include: “Green Acres” and “Exurbanites.”

Table 4.6. Break-down of Tapestry Segments by Percentage, Webberville’s Trade Area

Walking distance		
Segment	% pop.	cumulative
Midland Crowd	100	100

Primary trade area		
Segments	% pop.	cumulative
Midland Crowd	80.6	80.6
Green Acres	17.4	97.9
Crossroads	1.8	99.7

Secondary trade area		
Segments	% pop.	cumulative
Green Acres	24.0	24.0
Midland Crowd	20.5	44.6
Exurbanites	16.8	61.4
Aspiring Young Families	6.9	68.3
Cozy and Comfortable	6.0	74.3
Crossroads	6	80.3
Rustbelt Traditions	5.9	86.2
In Style	5.6	91.8
Milk and Cookies	4.2	96.0
Midlife Junction	3.5	99.5

Source: Esri

Table 4.7 shows the consumer preference descriptions of the Midland Crowd, Green Acres, Crossroads, and Exurbanites segments. Some commonalities among the segments represented in Webberville’s trade area are worth noting. The two top segments (Midland Crowd and Green Acres) like do-it-yourself projects; similarly, the “Exurbanites,” “Cozy and Comfortable,” and “Rustbelt Traditions” (not shown here) segments are interested in home improvement projects, both in taking on

simple ones themselves and in contracting out the more complicated ones. The “Crossroads,” “Aspiring Young Families,” and “Milk and Cookies” (not shown here) segments buy children’s products such as toys and children’s clothing. The “Aspiring Young Families” and “Cozy and Comfortable” segments both are described as often eating out at family restaurants.

**Table 4.7.** Descriptions of Selected Tapestry Segments in Webberville’s Trade Area



**Midland Crowd**

These politically active, conservative residents vote, work for their candidates, and serve on local committees. Their rural location and traditional lifestyle dictate their product preferences. A fourth of the households own three or more vehicles; they typically own or lease a truck, and many own a motorcycle. Proficient do-it-yourselfers, they work on their vehicles, homes, and gardens and keep everything in tip-top shape. They hunt, fish, and do woodworking. Dogs are their favorite pets. They patronize local stores or shop by mail order. They have recently bought radial tires. They often go to the drive-through at a fast-food restaurant.



**Green Acres**

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.



**Crossroads**

Mindful of their expenses, *Crossroads* households budget for what they buy and choose selectively where to spend their money. They shop at discount department stores such as Wal-Mart and Kmart. Many shop for groceries at Walmart Supercenters. Their priorities are their families and their cars. Children are the focus of their lives, and they buy children’s products in addition to groceries. They drive domestic cars and trucks and handle the maintenance themselves. Investing and saving for retirement are a low priority; many households do not own mutual funds, stocks, or retirement savings accounts. Home improvement projects also rank low.



**Exurbanites**

Because of their lifestage, *Exurbanites* residents focus on financial security. They consult with financial planners; have IRA accounts; own shares in money market funds, mutual funds, and tax-exempt funds; own common stock; and track their investments online. Between long-term care insurance and substantial life insurance policies, they are well insured. Many have home equity lines of credit. To improve their properties, *Exurbanites* residents work on their homes, lawns, and gardens. They buy lawn and garden care products, shrubs, and plants. They will tackle some home improvements, but hire contractors for more complicated projects.

Source: Esri 2013



## Opportunities

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The land use inventory in the previous section determined that there are nine vacancies in downtown Webberville. These could be occupied by the types of businesses identified above as being in demand, such as General Merchandise stores and Food and Beverage Places. They could also be occupied by businesses that are not retail, such as offices or movie theaters.

Some types of businesses benefit from clustering because their customers like to comparison shop before making a decision. This is especially true of those that sell big-ticket items such as cars or furniture, but it can also be true of shoe stores or clothing stores. One strategy that the Village of Webberville could pursue is seeking these types of businesses creating a specialized district.

The analysis above takes into account primarily the households around downtown Webberville. There are two other consumer groups that could be drawn to spend in downtown given they spend much of their week close to it: teenagers from the Webberville High School and the workers of the Webberville Business Park. These two groups have particular spending habits that a corridor development strategy should take into account – for example, teenagers may like to spend money on make-up and video games, and office workers may like to go out to lunch.

Another opportunity is that Webberville currently has no branding. The nearest thing to a brand the Village has is the Downtown Development Authority's logo and tagline "Shop. Dine. Relax." (Figure 4.2). Thus, the Village has a great opportunity to define itself and to attract more people to this section of the corridor. Branding will be further addressed in the Recommendations section.

Figure 4.2. Webberville DDA Logo



Source: Village of Webberville website.

## Summary

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The market analysis determined that there is significant leakage – opportunity to capture the market – in: Food & Beverage Stores; Food Services & Drinking places; General Merchandise Stores; and Motor & Vehicle Parts dealers. The consumer base of downtown Webberville – its market – is mostly middle-class families who often eat out at family and fast food restaurants, and spend money on children’s merchandise. This is valuable information both for business owners (existing and prospective) and for the Village’s government, as it helps determine what customers to target and what kinds of businesses to attempt to recruit.

According to this analysis, an economic development strategy for the corridor’s Webberville sub-area could involve the Village seeking to: recruit the types of businesses that are in demand; target high and middle school students and workers as consumers; and create a brand for the downtown.

# COMMUNITY INPUT

A plan should not just be made for residents; it should be made with residents. Involving the residents in the planning process builds trust and faith in the plan. Public opinion was heavily considered throughout the creation of our downtown development strategic plan. Residents' opinions were gathered and analyzed in a variety of ways including a public meeting, and both a resident and business survey. This section describes the planning process and how public opinion was gathered and used to shape the plan.

## Surveys

The Michigan State University Practicum team conducted two surveys, one for the residents of Webberville and the other for the businesses in the study area. The resident survey was provided to the community through the monthly newsletter, sent out with the water bill to all residents, and through distribution at both a strategic planning meeting and a public meeting conducted by the team. The business survey was conducted through telephone interviews with businesses within the designated study area. To ensure confidentiality the team members made it known on the survey, at the public meetings, and on the interviews that their names would not be associated with their responses. The next sections summarize the responses from each survey.

### RESIDENTIAL SURVEY

The survey was open for approximately two months and a total of 19 residents responded to the survey. In general, these questions assessed residents' expectations for the future of the downtown.

*What do you like about Webberville's Downtown?*

This question was directed to get an idea of what residents specifically like about the Downtown. The responses that were among the most repeated were:

1. Availability of parking
2. Neat and clean
3. Walking distance
4. Sidewalks, lighting, landscaping, beautification, and aesthetics

5. Small town character
6. Local business: Sinclair's Bar and Grill, Fool's Gold, and Moo Hoo's Ice cream
7. Blend of older buildings with new buildings
8. Library and Cultural Center
9. The Gazebo Park
10. Location on Grand River Avenue
11. Elementary, Middle, and High School

*What things would you like to see improved?*

This question was directed to help establish what the residents want improved to make the downtown a better place. The responses that were among the most repeated were: Expanding the sidewalks and streetscape from the downtown into the surrounding community

1. Signage for the Village and businesses need symmetry or a theme
2. Buildings need to be inviting and colorful
3. Storefronts need to be appealing, create a identity that follows the one with the Village

*Do you have any ideas you would like to see implemented in the downtown?*

This question was directed to find what type of things the residents want to see within their downtown. The top responses were:

- Better communication between the whole community
- Outside seating for eating and gatherings, not necessarily for restaurants
- Making use of empty buildings and lots through collaboration with owners
- Bringing in new businesses that will add variety and cater to all age groups, specifically young entertainment, a gas station or grocery store
- Open space to hold community events or a place for residents to gather

#### DOWNTOWN WEBBERVILLE BUSINESS SURVEY

The business survey was conducted through telephone interviews and was distributed to business owners at the public meeting. A total of 9 businesses responded to the survey. Their responses indicate what the strength and weaknesses are of having a business within the downtown and what should be changed to make having a business there better.

*What are the main strengths in the downtown for your business?*

This question was directed to get a general idea of what makes Webberville a good place to have a business. The top responses were:

1. Small town and hometown feel
2. Location on Grand River Avenue

### 3. Access to parking

#### *What is hurting your business?*

This question was directed to get an idea of what makes it hard for businesses to thrive. The top responses were:

1. High property taxes, makes it hard to sell property or stay in business
2. Low community support affects current business and possible new business
3. Lack of police and regulation on ordinances and parking
4. Competition in other communities
5. Small population and low traffic flow

#### *What do you think should change?*

This question was directed to get an idea of what types of changes need to take place to help businesses grow within the area. The top responses were:

1. Creating opportunities to bring new businesses, visitors, and residents
2. Involving businesses through community events and meetings
3. Collaboration with school to create activities for the students

### SURVEYS SUMMARY

Results of the survey helped elucidate the perceptions, attitudes, and desires that Webberville residents and business have in relation to downtown and its future. What follows is a summary of some important findings that will be considered when developing recommendations for the plan.

Based on the survey results, a majority of the respondents believe that:

1. Downtown has great streetscape, blending of old and new buildings, and cleanliness.
2. Downtown has a small group of great local business and amenities that create the small town character.
3. Downtown businesses need more attractive facades that are inviting, visible signage and blends with the aesthetics of the rest of the area.
4. Downtown should implement several initiatives to increase attractiveness, such as keeping a well preserved surrounding neighborhoods, and holding cultural and community activities.
5. Downtown features such as easy access are attractive to residents.
6. Downtown needs to perform better in regards to filling commercial space, attracting new development and creating open space.
7. Downtown needs to improve the enforcement of parking ordinances.
8. Downtown needs to utilize its location on Grand River Avenue to attract more traffic flow.
9. Downtown lacks connection with the rest of the Village.

## Public Workshop

A public meeting was held February 18, 2013 in downtown Webberville to gain input for the plan. Approximately 11 citizens, business owners, and Village employees were present at the public meeting. During the meeting a SWOT Analysis was conducted to get feedback on the strengths, weaknesses, opportunities, and threats that exist in the downtown. Along with the survey responses a final SWOT analysis was created.

### STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ANALYSIS

The SWOT analysis started with the definition of terms:

- Strengths—Things that are great about Webberville.
- Weaknesses—Things that are holding Webberville back.
- Opportunities—Things that can change for the better.
- Threats—Things that can hinder that change.

The key findings of the SWOT analysis are shown below.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Location on Grand River Avenue and proximity to I-96</li> <li>• Adequate parking</li> <li>• An attractive streetscape</li> <li>• The Gazebo park as a central place and unique identity</li> <li>• Strong existing local business</li> <li>• Location of the Cultural Center and Schools</li> <li>• Proximity to Webberville Business Park and Golf Course</li> <li>• Availability of commuter bus</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of parking enforcement</li> <li>• Gazebo Park is small; little room for gatherings, benches, or picnic areas</li> <li>• Inability to attract residents or visitors on weekends and evenings</li> <li>• Missing connectivity and uniformity of sidewalks and street lighting</li> <li>• Lack of a variety of businesses</li> <li>• Residents think there is a lack of communication with school and community</li> <li>• Vacant parcels and buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown can be a place where residents come for community events, shopping or business</li> <li>• Expanding Gazebo Park and creating more open space and recreation space</li> <li>• More attractive and street-oriented business in Downtown</li> <li>• Expanding sidewalks and streetscape throughout Village</li> <li>• Walking or biking trail to connect with the Business Park</li> <li>• Programs and initiatives to provide opportunities for development or marketing to make the Village a destination spot</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from other communities: employment, retail, events, and entertainment</li> <li>• High tax base is unattractive to businesses and residents</li> <li>• Lack of collaboration and communication with the school, businesses, and community</li> <li>• Disinterest from residents</li> <li>• Outdated zoning ordinance</li> <li>• Lack of signage near major highway to show where Webberville is</li> </ul>

## Summary

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Public input helped identify key strengths, weaknesses, opportunities, and threats that exist in the study area. Residents find that communication and collaboration with the whole community is a necessity in order to help make the downtown a sense of place for residents and a destination for visitors. With the public input analysis our team was able to better define recommendations for the Village.

# RECOMMENDATIONS

## IMPROVE SIDEWALK CONNECTIVITY

The sidewalks leading to downtown / the corridor from the surrounding residential areas and the golf course are incomplete, which diminishes the safety of walking downtown. It is recommended that the Village focus on filling the gaps in the sidewalk network first, then on expanding the sidewalks to other areas.

## ENCOURAGE WALKING WITHIN DOWNTOWN

Community input indicated that people perceive the municipal lots to be too far from businesses. However, they are no further away than many shopping mall parking lots. To correct this perception and encourage people to go into downtown businesses, it is recommended that the Village carry out a campaign, for example through its newsletter, and perhaps develop a walking distances map of the Village.

## ENCOURAGE CYCLING INTO DOWNTOWN

Currently, the only portion of the downtown that encompasses bike lanes is Grand River Avenue. However, most cyclists will access Grand River Avenue from somewhere else. It is recommended that the bike lanes be extended to other streets

The Village may also consider installing signs or painting “sharrows” on the pavement to indicate that cyclists may use the. The advantage of bike lanes is that they increase cyclist safety; however, in streets with less traffic such as Cherry Street, the latter alternative could prove adequate.

## PLANNING DOCUMENTS

When we were in the process of collecting inventory and organizing data about the study area, we lacked important planning documents that could assist in the analysis phase. We did not have documents such as a master plan, land use map or mapping information to reference our data collection.

We were able to create a Land Use map and Business Inventory map based on the data collected during our walking surveys and Adobe Photoshop. Digital mapping data such as GIS (geographical information system) is a valuable tool that is designed to capture, store, manipulate, analyze, manage, and present all types of geographical data. This system is useful when creating and editing maps.



It is recommended that the Village invest in obtaining such planning documents and data in order to get a better visual and digital understanding of the community’s framework as well as determine goals and objectives that will help the community grow.

**PARKING MANAGEMENT PLAN**

The Village of Webberville has thorough ordinances that address parking within the downtown study area. Yet, our community input identified that there are issues of enforcement of the parking ordinances.

Parking management refers to policies and programs that result in more efficient use of parking resources. Parking management includes several specific strategies. When appropriately applied parking management can significantly reduce the number of parking spaces required in a particular situation, providing a variety of economic, social, and environmental benefits (Litman 2012).

Parking management can be beneficial in many ways such as,

- Improved quality of service
- Revenue generation
- Reduces land consumption
- Improved walkability
- More livable communities

It is recommended that the Village of Webberville research the possibilities of a parking management plan in order to improve the composition of the downtown study area as well as address the issue of enforcement.

**INSTALL SIGNS FOR THE PARKING LOTS ON GRAND RIVER AVENUE**

There are 57 free parking spaces in two municipal lots in downtown Webberville. However, the hundreds of motorists who drive on the corridor every day may not be aware of them. It is recommended that parking signs be installed along Grand River Avenue pointing to these two parking lots, especially the lot behind the Village Drug Shop, which is the larger of the two.

**BRANDING**

Webberville’s downtown is a small area with many authentic attributes; therefore, the village should brand itself as such. It is recommended that a feasibility study for brand management be completed. The village can look to towns such as Shrewsbury, England and Royal Oak, Michigan.

Royal Oak, Michigan has branded itself as a place to “Shop, Dine, Play, and Reside.” Royal Oak created a trendy logo for its downtown area (Figure 5.1) and has created a significant presence online.

Figure 5.1. Downtown Royal Oak Logo



Shrewsbury, England branded itself as the “one off” town. The town uses “one off” as a way to highlight the authenticity and hand-made culture of the town. The city printed its logos on stickers and rubber stamps, and gave them out to their businesses in order to assist with town marketing.

Figure 5.2. Shrewsbury, England Logo



The advertising for the city always includes some show of the town’s authenticity. Shrewsbury has a very strong internet presence, as well. Their website shows off every facet of the town—the authenticity, the attractions, the dining, and even lodging. (Source: <http://www.visitshrewsbury.com/>)

Webberville could adopt some of the concepts used by Shrewsbury and Royal Oak in order to create a successful brand and become well-known for whichever asset they choose, which would attract visitors from outside the area into its downtown.

## OPEN SPACE PLAN

During the community input process, residents identified open space as priority for Webberville's future. To preserve and acquire open space for the community it is recommended that the Village do an open space feasibility study. The study should be used to review current conditions and policies, as well as, determine what is needed, and the best location for future open space.

The Village may also consider creating an open space plan within the master plan. The open space plan should provide a vision, goals, objectives, and an implementation process. To successfully create a plan the village can look to other open space initiatives from Michigan and around the nation.

For example, Tempe, Arizona has a successful open space plan within its master plan. The city uses the concept of "placemaking" as the framework for the plan, making the downtown full of compelling destinations and public spaces. According to the Project for Public Spaces, placemaking is a multifaceted approach to the planning, design, and management of public spaces that involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, in order to discover their needs and aspirations. (Source: <http://pps.org/projects/tempeopenspace/>)

Placemaking involves a public process that leads to recommendations for the improvement and revitalization of public spaces. These changes will afford citizens public and private activities, welcoming amenities, and good physical and social connections to their surrounding community. Through this process Tempe, Arizona was able to specifically focus on places where there will be a clear benefit for everyone.

The Village may also look to the Michigan Placemaking Initiative to improve the quality of their community through placemaking. The initiative, known as MIplace (Source: [miplace.org](http://miplace.org)), is based on a single principle: people choose to settle in places that offer the amenities, social and professional networks, resources and opportunities to support thriving lifestyles. Open space or Green space is one of the key components used to make placemaking effective.

Webberville may consider adopting some of the processes used by Tempe, Arizona in order to create a more pleasant, distinctive, stimulating, attractive and safe downtown for residents and visitors. The village may also consider partnering with the Michigan Placemaking Initiative in order to connect to resources that will be helpful in the process of creating an open space plan based on placemaking components.

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# APPENDIX



Parcel Analysis Blocks Map



Also in page 34

Block I

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
1	2	2	3	2	2	na	3	2	2	1	2	2	2.09
3	2	1	1	1	1	na	na	na	2	1	1	1	1.22
5	1	1	1	1	1	na	na	na	2	1	na	1	1.13
7	1	1	1	1	1	na	na	na	2	1	na	2	1.25
9	1	2	1	1	2	na	na	na	2	1	na	na	1.43
11	1	1	2	1	2	na	na	na	2	1	na	2	1.50
13	1	1	1	1	1	na	na	na	2	1	na	1	1.13
31	2	2	1	2	2	2	2	2	2	1	2	na	1.82
35	1	1	1	2	2	2	1	na	3	2	2	na	1.70
37	1	1	1	1	na	1	2	1	2	1	2	1	1.27
<b>Average</b>	1.30	1.30	1.30	1.30	1.56	1.67	2.00	1.67	2.10	1.10	1.80	1.43	1.45

Block II

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
24	1	1	1	2	1	1	2	na	3	1	2	1	1.45
26	2	2	3	2	2	2	2	na	3	1	2	2	2.09
28	2	2	na	2	2	na	na	na	2	1	na	1	1.71
30	2	3	2	2	2	2	na	na	3	1	na	na	2.13
33	2	2	na	2	2	na	2	na	1	1	na	2	1.75
<b>Average</b>	1.80	2.00	2.00	2.00	1.80	1.67	2.00	na	2.40	1.00	2.00	1.50	1.83

Block III

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
2	1	1	1	1	1	1	2	2	2	1	1	1	1.25
4	2	3	3	2	3	2	2	na	2	1	2	3	2.27
6	2	2	2	2	2	2	na	na	3	1	na	2	2.00
42	1	1	1	1	1	2	1	na	2	1	1	na	1.20
<b>Average</b>	1.50	1.75	1.75	1.50	1.75	1.75	1.67	2.00	2.25	1.00	1.33	2.00	1.68



Block IV

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
16	1	1	1	1	1	na	2	na	2	2	na	1	1.33
18	2	1	2	1	2	2	2	na	2	2	3	2	1.91
20	na	na	na	3	2	na	2	na	3	1	1	3	2.14
22	3	2	3	2	3	2	2	na	3	2	3	a	2.50
49	1	1	na	1	1	1	2	na	2	1	2	1	1.30
69	na	1	1	1	na	na	na	na	3	1	na	3	1.67
<b>Average</b>	1.75	1.20	1.75	1.50	1.80	1.67	2.00	na	2.50	1.50	2.25	2.00	1.81

Block V

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
8	2	2	3	3	2	2	3	3	3	1	3	3	2.50
46	2	2	2	2	2	2	2	na	2	2	2	na	2.00
51	2	2	2	2	2	na	na	na	3	2	na	na	2.14
61	1	2	1	2	1	2	2	na	2	1	2	na	1.60
<b>Average</b>	1.75	2.00	2.00	2.25	1.75	2.00	2.33	3.00	2.50	1.50	2.33	3.00	2.06

Block VI

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
10	1	1	2	1	2	2	2	na	3	1	2	1	1.64
12	1	2	1	2	2	2	2	2	2	1	na	2	1.73
14	2	2	2	2	3	2	2	na	3	2	na	na	2.22
44	2	2	3	2	3	2	2	na	3	2	na	na	2.33
53	2	2	2	2	2	2	2	na	3	2	na	na	2.11
55	2	1	2	2	1	2	2	na	2	2	2	na	1.80
57	2	2	2	2	2	2	2	na	3	2	na	na	2.11
<b>Average</b>	1.71	1.71	2.00	1.86	2.14	2.00	2.00	2.00	2.71	1.71	2.00	1.50	1.99

Block VII

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
15	na	na	na	na	na	na	3	na	na	1	3	3	2.50
17	2	2	2	2	2	na	2	na	3	1	na	1	1.89
19	1	1	2	2	2	1	2	na	3	1	na	na	1.67
21	2	2	1	1	2	1	2	na	3	1	2	na	1.70
23	1	1	1	2	2	1	2	na	2	2	2	na	1.60
25	2	1	1	2	2	2	2	na	2	1	1	na	1.60
27	2	2	3	2	3	na	2	na	3	1	na	3	2.33
29	1	1	1	1	na	1	1	na	2	1	2	1	1.20
<b>Average</b>	1.57	1.43	1.57	1.71	2.17	1.20	2.00	na	2.57	1.13	2.00	2.00	1.81

Block VIII

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
41	2	2	2	2	3	2	2	2	2	2	2	na	2.09
43	2	2	1	1	1	2	2	na	3	2	2	na	1.80
45	1	1	1	2	1	2	2	na	2	1	2	na	1.50
47	1	2	1	2	2	2	2	na	2	1	2	na	1.70
59	1	2	1	2	2	2	2	na	3	2	3	na	2.00
63	1	1	1	1	1	1	1	na	2	3	3	na	1.50
65	1	1	1	1	1	1	2	na	3	3	3	na	1.70
<b>Average</b>	1.29	1.57	1.14	1.57	1.57	1.71	1.86	2.00	2.43	2.00	2.43	na	1.76

Block IX

Parcel	Windows	Doors	Siding	Roof	Paint	Gutters	Yard	Fencing	Lighting	Accessibility	Décor / Greenery	Signage	Average
32	1	1	na	1	1	2	2	na	2	1	2	1	1.40
34	1	2	1	2	1	2	2	na	3	1	na	na	1.67
36	2	2	1	2	1	2	2	na	2	1	2	na	1.70
38	2	2	2	2	3	2	3	na	3	2	3	na	2.40
40	1	1	1	1	na	1	2	na	2	2	2	na	1.44
67	1	1	na	1	1	1	1	na	2	1	1	1	1.10
<b>Average</b>	1.33	1.50	1.25	1.50	1.40	1.67	2.00	na	2.33	1.33	2.00	1.00	1.62

## Appendix B. Transportation

Traffic counts: East-West Roads

Road Link	Pardee	Grand River					Grieb
	webberville to (City Limits)	Gramer to Wallace	webberville to Elm	Elm to Main	Main to Gramer	Perry to webberville	Elm to Gramer
Date	2008/05	2010/07	2007/10	1991/04	1991/04	2006/08	2006/08
Total	445	5,290	5,981	3,403	3,249	7,131	144
0:00-1:00	0	36	40	21	21	58	0
1:00-2:00	0	22	26	13	9	17	1
2:00-3:00	2	32	15	6	16	30	1
3:00-4:00	1	35	19	20	6	22	0
4:00-5:00	2	71	67	4	0	52	1
5:00-6:00	10	129	131	0	0	172	2
6:00-7:00	<b>34</b>	219	271	87	65	338	3
7:00-8:00	28	<b>294</b>	<b>391</b>	199	182	<b>420</b>	<b>11</b>
8:00-9:00	15	267	277	<b>224</b>	<b>194</b>	373	<b>11</b>
9:00-10:00	18	232	299	171	190	366	3
10:00-11:00	<b>34</b>	216	314	199	170	384	5
11:00-12:00	16	278	374	219	201	369	8
12:00-13:00	14	314	338	206	199	454	4
13:00-14:00	18	344	382	185	190	438	6
14:00-15:00	44	413	434	224	243	469	5
15:00-16:00	<b>70</b>	437	<b>600</b>	294	<b>274</b>	554	10
16:00-17:00	36	<b>446</b>	493	<b>340</b>	270	505	16
17:00-18:00	26	441	477	267	242	<b>612</b>	<b>22</b>
18:00-19:00	30	312	372	212	216	424	9
19:00-20:00	26	236	202	164	166	300	10
20:00-21:00	11	185	206	138	163	290	6
21:00-22:00	4	178	116	113	140	244	5
22:00-23:00	6	88	77	66	56	164	3
23:00-24:00	0	65	60	31	36	76	2

In **bold**: peak in the morning and afternoon in each link

Traffic counts: North-South Roads

Road	S webberville			Elm	Gramer		
Link	Allen to Pardee	Pardee to Gd River	Gd River to (Dead End)	Gd River to Grieb	Huschke to Pardee	Pardee to Gd River	Gd River to Grieb
Date	2006/08	2007/10	2004/09	2006/08	2006/08	1990/08	2007/10
Total	1,499	1,491	89	1,164	1,568	1,478	162
0:00-1:00	7	9	0	3	22	19	0
1:00-2:00	2	5	0	1	6	11	0
2:00-3:00	5	3	0	1	7	4	5
3:00-4:00	4	4	2	0	10	8	4
4:00-5:00	20	7	0	5	13	16	5
5:00-6:00	42	45	0	10	86	36	7
6:00-7:00	75	80	0	24	68	74	7
7:00-8:00	<b>104</b>	<b>124</b>	8	54	<b>120</b>	<b>108</b>	6
8:00-9:00	94	94	8	<b>73</b>	57	84	5
9:00-10:00	72	57	8	52	40	49	<b>15</b>
10:00-11:00	66	54	<b>10</b>	68	68	49	11
11:00-12:00	90	69	7	72	55	71	12
12:00-13:00	75	59	7	66	50	69	13
13:00-14:00	78	122	2	70	61	76	<b>21</b>
14:00-15:00	86	96	<b>9</b>	78	98	97	14
15:00-16:00	92	130	6	85	140	<b>130</b>	10
16:00-17:00	<b>134</b>	<b>137</b>	5	91	114	121	14
17:00-18:00	132	128	2	<b>116</b>	<b>162</b>	121	5
18:00-19:00	103	110	8	77	102	103	5
19:00-20:00	70	44	3	70	93	78	0
20:00-21:00	74	58	2	60	64	58	2
21:00-22:00	46	38	1	48	62	47	0
22:00-23:00	16	9	0	24	40	31	0
23:00-24:00	12	9	1	16	30	18	1

In **bold**: peak in the morning and afternoon in each link

## Design Parameters for Walkable Urban Thoroughfares – General Urban (C-4)

	Residential		
	Boulevard [1]	Avenue	Street
<b>Context</b>			
Building Orientation (entrance orientation)	front	front	front
Maximum Setback [2]	15 ft.	15 ft.	15 ft.
Off-Street Parking Access/Location	rear	rear, side	rear, side
<b>Streetside</b>			
Recommended Streetside Width [3]	16.5-18.5 ft.	14.5 ft.	11.5 ft.
Minimum sidewalk (throughway) width	8 ft.	6 ft.	6 ft.
Pedestrian Buffers (planting strip exclusive of travel way width) [3]	8 ft. planting strip	8 ft. planting strip	6 ft. planting strip
<b>Traveled Way</b>			
Target Speed (mph)	25–35	25–30	25
Number of Through Lanes [5]	4–6	2–4	2
Lane Width [6]	10–11 ft.	10–11 ft.	10–11 ft.
Parallel On-Street Parking Width [7]	7 ft.	7 ft.	7 ft.
Min. Combined Parking/Bike Lane Width	13 ft.	13 ft.	13 ft.
Horizontal Radius (per AASHTO) [8]	200–510 ft.	200–330 ft.	200 ft.
Medians [9]	4–18 ft.	Optional 4–16 ft.	None
Bike Lanes (min./preferred width)	5 ft./6 ft.	5 ft. / 6 ft.	5 ft. / 6 ft.
Access Management [10]	Moderate	Low	Low
Typical Traffic Volume Range (ADT) [11]	10,000–35,000	1,500–20,000	500–5,000

1. Multiway boulevards are a special form of boulevards. Generally they add one-way, 16–20 foot wide access lanes adjacent to the outer curb and separated from the through traffic lanes by a longitudinal island at least 6 ft. wide (10 ft. if accommodating transit stops). Access lanes have curb parallel parking plus one moving traffic/bike lane with a target speed of 15–20 mph. All vehicular traffic on the access lanes is local. See Chapter 6 section on multiway boulevards for additional information.
2. For all context zones with predominantly commercial frontage, this table shows the maximum setback for buildings with ground floor retail. In suburban contexts, office buildings are typically set back 5 ft. further than retail buildings to provide a privacy buffer. In general urban and urban center/core areas, office buildings are set back 0–5 ft. Setback exceptions may be granted for important civic buildings or unique designs.
3. Streetside width includes edge, furnishing/planting strip, clear throughway, and frontage zones. Refer to Chapter 8 (Streetside Design Guidelines) for detailed description of sidewalk zones and widths in different context zones and on different thoroughfare types. Dimensions in this table reflect widths in unconstrained conditions. In constrained conditions streetside width can be reduced to 12 ft. in commercial areas and 9 ft. in residential areas (see Chapter 5 on designing within constrained rights of way).
4. Desired target speeds on avenues serving C–4 and C–5/6 commercial main streets with high pedestrian activity should be 25 mph.
5. Six lane facilities are generally undesirable for residential streets because of concerns related to neighborhood livability (i.e., noise, speeds, traffic volume) and perceptions as a barrier to crossing. Consider a maximum of four lanes within residential neighborhoods.
6. Lane width (turning, through and curb) can vary. Most thoroughfare types can effectively operate with 10–11 ft. wide lanes, with 12 ft. lanes desirable on higher speed transit and freight facilities. Chapter 9 (Traveled Way Design Guidelines) (lane width section) identifies the considerations used in selecting lane widths. Curb lane width in this report is measured to curb face unless gutter pan/catch basin inlets do not accommodate bicycles, then it is measured from the edge of travel lane. If light rail transit or streetcars are to be accommodated in a lane with motor vehicles, the minimum lane width should be the

Design Parameters for Walkable Urban Thoroughfares – General Urban (C-4) (continued)

	Commercial		
	Boulevard [1]	Avenue	Street
<b>Context</b>			
Building Orientation (entrance orientation)	front	front	front
Maximum Setback [2]	0 ft.	0 ft.	0 ft.
Off-Street Parking Access/Location	rear, side	rear, side	rear, side
<b>Streetside</b>			
Recommended Streetside Width [3]	19 ft.	16 ft.	16 ft.
Minimum sidewalk (throughway) width	8 ft.	6 ft.	6 ft.
Pedestrian Buffers (planting strip exclusive of travel way width) [3]	7 ft. tree well	6 ft. tree well	6 ft. tree well
<b>Traveled Way</b>			
Target Speed (mph)	25–35	25–30 [4]	25
Number of Through Lanes [5]	4–6	2–4	2–4
Lane Width [6]	10–12 ft.	10–11 ft.	10–11 ft.
Parallel On-Street Parking Width [7]	8'	7–8 ft.	7–8 ft.
Min. Combined Parking/Bike Lane Width	13 ft.	13 ft.	13 ft.
Horizontal Radius (per AASHTO) [8]	200–510 ft.	200–330 ft.	200 ft.
Medians [9]	4–18 ft.	Optional 4–18 ft.	None
Bike Lanes (min./preferred width)	5 ft. / 6 ft.	5 ft. / 6 ft.	5 ft. / 6 ft.
Access Management [10]	High	Low–Moderate	Low–Moderate
Typical Traffic Volume Range (ADT) [11]	15,000–50,000	1,500–30,000	1,000–15,000

width of the transit vehicle plus 1 ft. of clearance on either side. Most modern streetcars or light rail vehicles (LRT) can be accommodated in an 11 or 12 ft. wide lane but designers need to consider the LRT vehicle's "dynamic envelope" when designing on horizontal curves and intersections.

7. An 8 ft. wide parking lane is recommended in any commercial area with a high turnover of parking.
8. For guidance on horizontal radius—see AASHTO's "green book" section on "Minimum Radii for Low Speed Urban Streets—Sharpest Curve Without Superelevation." Dimensions shown above are for noted target speeds and are found on Exhibit 3–16 (Page 151) in *A Policy on Geometric Design of Highways and Streets* (2004), assuming a superelevation of –2.0 percent reflecting typical cross slope. Depending on design vehicle, horizontal curves may require lane widening to accommodate large vehicle off-tracking. See AASHTO's section on "Traveled Way Widening on Horizontal Curves" for guidance.
9. See also Chapter 9 for additional detail on medians. For curb to curb intersection crossing distances of 60 ft. or more, medians should be at least 6 ft. wide to serve as a pedestrian refuge, otherwise the median should be at least 4 ft. wide. Where left turn lanes are to be provided, median widths should be increased by the width of the turn lane(s). Where left turn lanes are not needed (e.g., long blocks) median widths may be as little as 4 ft.
10. Access management involves providing (i.e., managing) access to land development in such a way as to preserve safety and reasonable traffic flow on public streets. Low, moderate and high designations are used for the level of access restrictions. A high level of access management uses medians to restrict mid-block turns, consolidate driveways and control the spacing of intersections. A low level of access management limits full access at some intersections, but generally uses minimal measures to restrict access.
11. These ranges of typical traffic volumes are intended to help determine the characteristics of thoroughfares. Volumes can fluctuate widely on all thoroughfare types. These ranges are not intended to establish guidelines or upper bounds for designing thoroughfares.
12. Double-lane roundabouts are not recommended in urban areas with high levels of pedestrians and bicyclists.

## Appendix C. Retail Gap

### Retail MarketPlace Profile

Drive Time: 2 minutes

Latitude: 42.667

Longitude: -84.17404

Summary Demographics						
2010 Population						832
2010 Households						330
2010 Median Disposable Income						\$43,161
2010 Per Capita Income						\$21,555
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,245,329	\$1,119,007	\$6,126,322	73.2	4
Total Retail Trade	44-45	\$6,245,773	\$688,261	\$5,557,512	80.1	2
Total Food & Drink	722	\$999,556	\$430,746	\$568,809	39.8	2
Industry Group						
Motor Vehicle & Parts Dealers	441	\$1,488,890	\$0	\$1,488,890	100.0	0
Automobile Dealers	4411	\$1,292,961	\$0	\$1,292,961	100.0	0
Other Motor Vehicle Dealers	4412	\$84,544	\$0	\$84,544	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$111,385	\$0	\$111,385	100.0	0
Furniture & Home Furnishings Stores	442	\$129,604	\$0	\$129,604	100.0	0
Furniture Stores	4421	\$71,652	\$0	\$71,652	100.0	0
Home Furnishings Stores	4422	\$57,952	\$0	\$57,952	100.0	0
Electronics & Appliance Stores	4431	\$196,821	\$0	\$196,821	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$213,635	\$0	\$213,635	100.0	0
Bldg Material & Supplies Dealers	4441	\$201,842	\$0	\$201,842	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$11,793	\$0	\$11,793	100.0	0
Food & Beverage Stores	445	\$841,458	\$149,271	\$692,187	69.9	1
Grocery Stores	4451	\$745,145	\$149,271	\$595,874	66.6	1
Specialty Food Stores	4452	\$42,401	\$0	\$42,401	100.0	0
Beer, Wine & Liquor Stores	4453	\$53,912	\$0	\$53,912	100.0	0
Health & Personal Care Stores	446,4461	\$206,692	\$233,555	-\$26,863	-6.1	1
Gasoline Stations	447,4471	\$1,012,883	\$305,435	\$707,449	53.7	1
Clothing & Clothing Accessories Stores	448	\$278,319	\$0	\$278,319	100.0	0
Clothing Stores	4481	\$227,988	\$0	\$227,988	100.0	0
Shoe Stores	4482	\$26,057	\$0	\$26,057	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$24,274	\$0	\$24,274	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$114,350	\$0	\$114,350	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$60,441	\$0	\$60,441	100.0	0
Book, Periodical & Music Stores	4512	\$53,909	\$0	\$53,909	100.0	0
General Merchandise Stores	452	\$1,510,636	\$0	\$1,510,636	100.0	0
Department Stores Excluding Leased Depts.	4521	\$330,845	\$0	\$330,845	100.0	0
Other General Merchandise Stores	4529	\$1,179,791	\$0	\$1,179,791	100.0	0
Miscellaneous Store Retailers	453	\$139,179	\$0	\$139,179	100.0	0
Florists	4531	\$18,726	\$0	\$18,726	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$56,119	\$0	\$56,119	100.0	0
Used Merchandise Stores	4533	\$9,611	\$0	\$9,611	100.0	0
Other Miscellaneous Store Retailers	4539	\$54,722	\$0	\$54,722	100.0	0
Nonstore Retailers	454	\$113,306	\$0	\$113,306	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$16,939	\$0	\$16,939	100.0	0
Vending Machine Operators	4542	\$23,954	\$0	\$23,954	100.0	0
Direct Selling Establishments	4543	\$72,414	\$0	\$72,414	100.0	0
Food Services & Drinking Places	722	\$999,556	\$430,746	\$568,809	39.8	2
Full-Service Restaurants	7221	\$443,756	\$430,746	\$13,009	1.5	2
Limited-Service Eating Places	7222	\$451,828	\$0	\$451,828	100.0	0
Special Food Services	7223	\$69,439	\$0	\$69,439	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$34,533	\$0	\$34,533	100.0	0

# Retail MarketPlace Profile

100 W Grand River Ave, Webberville, MI, 48892  
 Drive Time: 7 minutes

Webberville team  
 Latitude: 42.667  
 Longitude: -84.17404

## Summary Demographics

2010 Population	3,483
2010 Households	1,298
2010 Median Disposable Income	\$47,153
2010 Per Capita Income	\$25,431

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$33,877,627	\$14,209,996	\$19,667,631	40.9	19
Total Retail Trade	44-45	\$29,124,667	\$11,888,844	\$17,235,824	42.0	11
Total Food & Drink	722	\$4,752,959	\$2,321,152	\$2,431,808	34.4	7
<b>Industry Group</b>						
Motor Vehicle & Parts Dealers	441	\$6,976,828	\$2,050,947	\$4,925,881	54.6	1
Automobile Dealers	4411	\$6,006,975	\$1,930,219	\$4,076,756	51.4	1
Other Motor Vehicle Dealers	4412	\$470,343	\$0	\$470,343	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$499,511	\$120,728	\$378,783	61.1	0
Furniture & Home Furnishings Stores	442	\$698,016	\$40,782	\$657,234	89.0	0
Furniture Stores	4421	\$419,542	\$16,871	\$402,671	92.3	0
Home Furnishings Stores	4422	\$278,474	\$23,911	\$254,563	84.2	0
Electronics & Appliance Stores	4431	\$936,753	\$27,407	\$909,346	94.3	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,100,562	\$159,413	\$941,149	74.7	1
Bldg Material & Supplies Dealers	4441	\$1,008,051	\$159,413	\$848,638	72.7	1
Lawn & Garden Equip & Supply Stores	4442	\$92,511	\$0	\$92,511	100.0	0
Food & Beverage Stores	445	\$3,791,642	\$1,562,055	\$2,229,586	41.6	3
Grocery Stores	4451	\$3,403,018	\$1,531,130	\$1,871,888	37.9	2
Specialty Food Stores	4452	\$147,364	\$30,925	\$116,438	65.3	0
Beer, Wine & Liquor Stores	4453	\$241,260	\$0	\$241,260	100.0	0
Health & Personal Care Stores	446,4461	\$1,051,321	\$595,209	\$456,112	27.7	2
Gasoline Stations	447,4471	\$4,717,138	\$5,296,352	-\$579,214	-5.8	2
Clothing & Clothing Accessories Stores	448	\$1,275,220	\$18,294	\$1,256,926	97.2	0
Clothing Stores	4481	\$1,015,697	\$18,294	\$997,403	96.5	0
Shoe Stores	4482	\$132,759	\$0	\$132,759	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$126,764	\$0	\$126,764	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$485,092	\$9,869	\$475,224	96.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$257,515	\$9,869	\$247,646	92.6	0
Book, Periodical & Music Stores	4512	\$227,577	\$0	\$227,577	100.0	0
General Merchandise Stores	452	\$6,940,269	\$1,779,692	\$5,160,577	59.2	0
Department Stores Excluding Leased Depts.	4521	\$1,783,107	\$1,779,692	\$3,416	0.1	0
Other General Merchandise Stores	4529	\$5,157,162	\$0	\$5,157,162	100.0	0
Miscellaneous Store Retailers	453	\$672,543	\$348,824	\$323,719	31.7	2
Florists	4531	\$70,452	\$270,803	-\$200,351	-58.7	1
Office Supplies, Stationery & Gift Stores	4532	\$299,158	\$39,344	\$259,815	76.8	0
Used Merchandise Stores	4533	\$37,577	\$26,435	\$11,142	17.4	1
Other Miscellaneous Store Retailers	4539	\$265,356	\$12,243	\$253,113	91.2	0
Nonstore Retailers	454	\$479,284	\$0	\$479,284	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$85,488	\$0	\$85,488	100.0	0
Vending Machine Operators	4542	\$130,793	\$0	\$130,793	100.0	0
Direct Selling Establishments	4543	\$263,003	\$0	\$263,003	100.0	0
Food Services & Drinking Places	722	\$4,752,959	\$2,321,152	\$2,431,808	34.4	7
Full-Service Restaurants	7221	\$1,981,670	\$1,150,097	\$831,573	26.6	5
Limited-Service Eating Places	7222	\$2,220,672	\$1,124,463	\$1,096,209	32.8	2
Special Food Services	7223	\$425,270	\$13,263	\$412,007	94.0	0
Drinking Places - Alcoholic Beverages	7224	\$125,348	\$33,329	\$92,019	58.0	0



# Retail MarketPlace Profile

100 W Grand River Ave, Webberville, MI, 48892  
 Drive Time: 15 minutes

Webberville team  
 Latitude: 42.667  
 Longitude: -84.17404

## Summary Demographics

2010 Population	28,070
2010 Households	10,396
2010 Median Disposable Income	\$50,185
2010 Per Capita Income	\$27,889

	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$289,725,452	\$212,886,675	\$76,838,778	15.3	269
Total Retail Trade	44-45	\$248,447,785	\$178,238,495	\$70,209,290	16.5	205
Total Food & Drink	722	\$41,277,667	\$34,648,180	\$6,629,487	8.7	65
<b>Industry Group</b>						
Motor Vehicle & Parts Dealers	441	\$58,243,906	\$38,872,900	\$19,371,006	19.9	19
Automobile Dealers	4411	\$49,819,123	\$36,371,218	\$13,447,905	15.6	10
Other Motor Vehicle Dealers	4412	\$4,109,221	\$523,968	\$3,585,253	77.4	1
Auto Parts, Accessories & Tire Stores	4413	\$4,315,562	\$1,977,713	\$2,337,848	37.1	9
Furniture & Home Furnishings Stores	442	\$6,182,364	\$3,700,233	\$2,482,131	25.1	11
Furniture Stores	4421	\$3,692,624	\$1,593,978	\$2,098,646	39.7	2
Home Furnishings Stores	4422	\$2,489,740	\$2,106,255	\$383,485	8.3	9
Electronics & Appliance Stores	4431	\$8,016,983	\$5,789,366	\$2,227,617	16.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,758,883	\$3,028,831	\$6,730,052	52.6	23
Bldg Material & Supplies Dealers	4441	\$8,885,161	\$1,903,473	\$6,981,688	64.7	13
Lawn & Garden Equip & Supply Stores	4442	\$873,722	\$1,125,358	-\$251,636	-12.6	10
Food & Beverage Stores	445	\$33,033,997	\$19,789,493	\$13,244,504	25.1	20
Grocery Stores	4451	\$29,774,638	\$16,045,779	\$13,728,858	30.0	11
Specialty Food Stores	4452	\$1,193,923	\$2,638,426	-\$1,444,504	-37.7	7
Beer, Wine & Liquor Stores	4453	\$2,065,437	\$1,105,287	\$960,150	30.3	2
Health & Personal Care Stores	446,4461	\$9,173,401	\$8,618,445	\$554,956	3.1	13
Gasoline Stations	447,4471	\$39,755,294	\$48,905,047	-\$9,149,753	-10.3	14
Clothing & Clothing Accessories Stores	448	\$10,918,540	\$18,029,284	-\$7,110,744	-24.6	36
Clothing Stores	4481	\$8,636,835	\$13,671,394	-\$5,034,559	-22.6	22
Shoe Stores	4482	\$1,142,698	\$3,263,904	-\$2,121,206	-48.1	9
Jewelry, Luggage & Leather Goods Stores	4483	\$1,139,007	\$1,093,986	\$45,021	2.0	6
Sporting Goods, Hobby, Book & Music Stores	451	\$4,156,268	\$1,998,334	\$2,157,934	35.1	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,187,020	\$495,779	\$1,691,241	63.0	7
Book, Periodical & Music Stores	4512	\$1,969,248	\$1,502,555	\$466,693	13.4	2
General Merchandise Stores	452	\$59,161,098	\$14,074,434	\$45,086,664	61.6	4
Department Stores Excluding Leased Depts.	4521	\$15,686,879	\$11,616,403	\$4,070,476	14.9	2
Other General Merchandise Stores	4529	\$43,474,218	\$2,458,031	\$41,016,187	89.3	2
Miscellaneous Store Retailers	453	\$5,792,040	\$10,193,538	-\$4,401,499	-27.5	47
Florists	4531	\$587,221	\$607,560	-\$20,339	-1.7	5
Office Supplies, Stationery & Gift Stores	4532	\$2,627,249	\$1,536,040	\$1,091,209	26.2	10
Used Merchandise Stores	4533	\$323,965	\$1,156,546	-\$832,581	-56.2	12
Other Miscellaneous Store Retailers	4539	\$2,253,604	\$6,893,392	-\$4,639,787	-50.7	21
Nonstore Retailers	454	\$4,255,012	\$5,238,590	-\$983,579	-10.4	4
Electronic Shopping & Mail-Order Houses	4541	\$750,897	\$740,881	\$10,016	0.7	1
Vending Machine Operators	4542	\$1,130,444	\$65,314	\$1,065,131	89.1	0
Direct Selling Establishments	4543	\$2,373,670	\$4,432,396	-\$2,058,725	-30.2	2
Food Services & Drinking Places	722	\$41,277,667	\$34,648,180	\$6,629,487	8.7	65
Full-Service Restaurants	7221	\$17,189,924	\$13,673,651	\$3,516,273	11.4	34
Limited-Service Eating Places	7222	\$19,272,982	\$17,888,691	\$1,384,291	3.7	24
Special Food Services	7223	\$3,711,073	\$2,816,905	\$894,167	13.7	5
Drinking Places - Alcoholic Beverages	7224	\$1,103,688	\$268,932	\$834,756	60.8	2



## Webberville Survey

Michigan/Grand River Avenue Corridor Sub-Area Plan: Webberville

**General description:** Our project involves the creation of a downtown development plan for the Village of Webberville in Ingham County. The project will include an inventory of downtown land use patterns and existing plans. The project will also highlight development opportunities, visibility issues, transportation patterns, cultural amenities, sustainability, and land use structure. The final plan will culminate in recommendations for the Village's next steps in implementing the Plan including: 1) improvement in walkability and public spaces; 2) increased safety; and 3) the establishment of a connection between the core downtown with the surrounding community. This plan will play a critical role in what is known as the Michigan/Grand River Avenue Corridor Design project as a part of the Mid-Michigan Greater Sustainability Program.

With this survey, we are looking to incorporate the community's ideas in our plan. The boundaries of the downtown have been defined as follows: North/South: Cherry Street to Chestnut Street and East/West: Elm Street to Franklin Street with an annexed area of Beech to Cherry Street along Main Street

- 1) What do you like about Webberville's Downtown?
  
  
  
  
  
  
  
  
  
  
- 2) What things would you like to see improved?
  
  
  
  
  
  
  
  
  
  
- 3) Do you have any ideas you would like to see implemented in the downtown?



## Webberville Survey

Michigan/Grand River Avenue Corridor Sub-Area Plan: Webberville

**General description:** Our project involves the creation of a downtown development plan for the Village of Webberville in Ingham County. The project will include an inventory of downtown land use patterns and existing plans. The project will also highlight development opportunities, visibility issues, transportation patterns, cultural amenities, sustainability, and land use structure. The final plan will culminate in recommendations for the Village's next steps in implementing the Plan including: 1) improvement in walkability and public spaces; 2) increased safety; and 3) the establishment of a connection between the core downtown with the surrounding community. This plan will play a critical role in what is known as the Michigan/Grand River Avenue Corridor Design project as a part of the Mid-Michigan Greater Sustainability Program.

With this survey, we are looking to incorporate the downtown business' ideas in our plan. The boundaries of the downtown have been defined as follows: North/South: Cherry Street to Chestnut Street and East/West: Elm Street to Clark Street with an annexed area of Beech to Cherry Street along Main Street.

- 1) Do you own your business? Building? Property?
- 2) What are the main strengths in the downtown for your business?
- 3) What is hurting your business?
- 4) What do you think should change? What is hindering the change?
- 5) What role do you play in the community?