

VOLUME I

ECONOMIC DEVELOPMENT PLAN

THE VILLAGE OF WEBBERVILLE  
INGHAM COUNTY, MICHIGAN

As Approved by the Village Council  
At the Public Hearing on May 21,  
1984

Prepared by the Webberville Downtown Development Authority with the assistance of the Ingham County Department of Development, the Ingham County Economic Development Corporation, and Karen Popek, principal of The LandPlan Company.

## TABLE OF CONTENTS

	<u>Page</u>
Part I: Introduction.....	1
Part II: Background.....	3
Location.....	3
District Boundary.....	3
Growth Trends.....	7
Existing Land Use.....	7
Other Public Facilities.....	7
Part III: Goals, Objectives and Strategies.....	12
Goals.....	12
Objectives and Strategies.....	13
Part IV: Project Descriptions and Costs.....	16
Commercial.....	17
Industrial.....	18
Residential.....	19
Recreation.....	20
Public Facilities.....	21
Part V: Areas for Future Development.....	23
Part VI: Implementation.....	33
Zoning.....	33
Ownership Conveyance.....	33
Displacement and Relocation.....	35
Methods of Financing Projects.....	35
Keeping Up-to-date.....	37
Appendix A: Industrial Park Requirements and Desirable Features.....	1A
Appendix B: More about Recreation Projects.....	3A

## LIST OF FIGURES AND TABLES

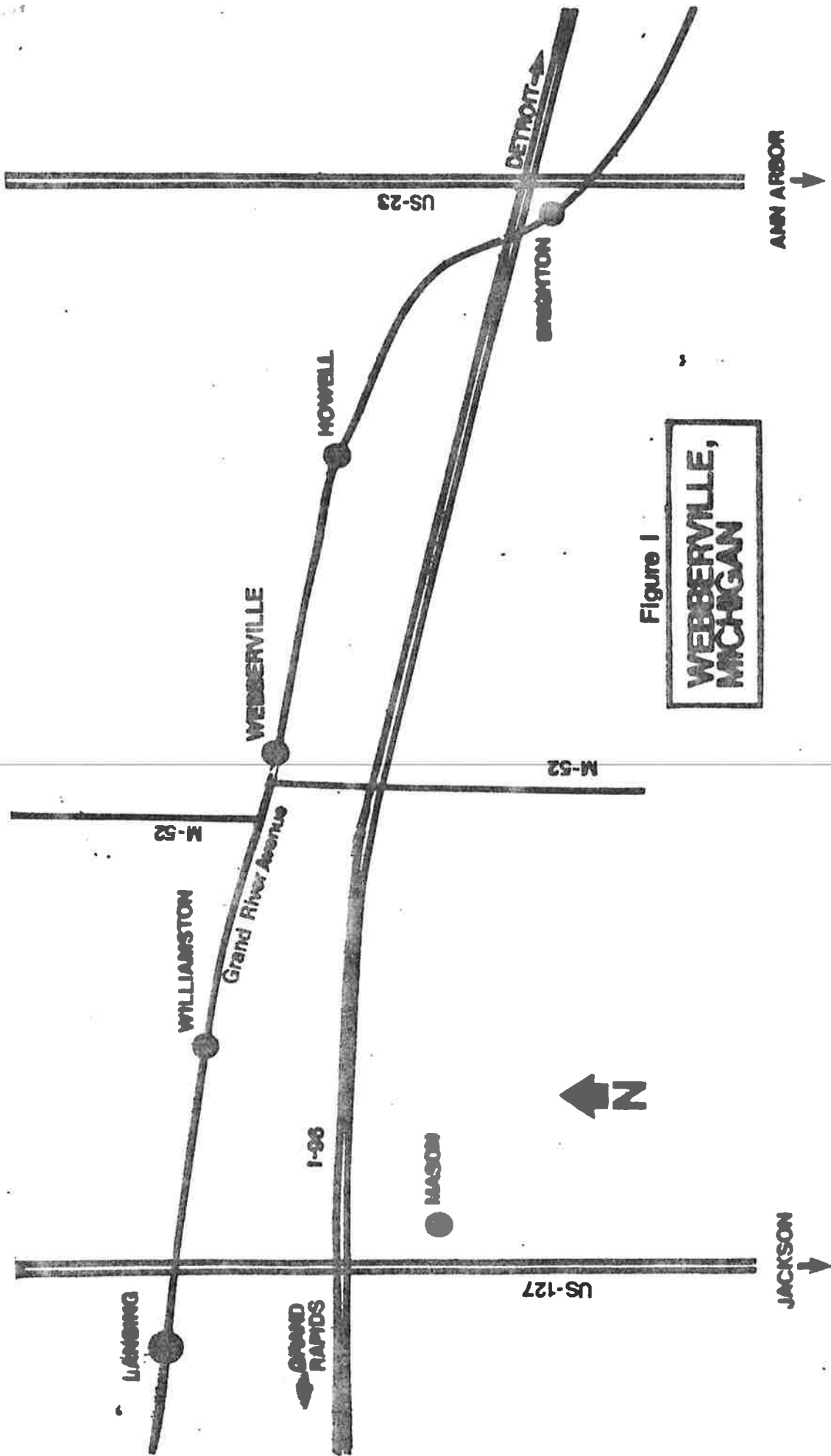
Table I: Land Use Potential for Development Areas.....	26
Table II: Recreation Opportunities.....	5A
Figure I: Location Map.....	4
Figure II: Downtown Development District.....	6
Figure III: Existing Land Use.....	8
Figure IV: Sewer System.....	9
Figure V: Water System.....	10
Figure VI: Soil Suitability for Residential and Commercial Usage.....	24
Figure VII: Areas for Future Development.....	25
Figure VIII: Zoning Map.....	34
Figure IX: Existing Recreation.....	4A
Figure X: Soil Suitability for Recreation.....	6A

## PART I: INTRODUCTION

The Webberville Village Council appointed several residents and business leaders to a Downtown Development Authority (DDA) in the fall of 1982. The DDA was charged with preparing a Development Plan according to the requirements of Public Act 197 of 1975, The Downtown Development Authority Act. When adopted by the DDA and the Village Council, this plan will represent agreement among local government and business leaders and other citizens about how to balance economic stability with economic growth during the next few years.

The goals, objectives, strategies and subsequent projects contained in this plan are based on information found in Volume II of the Economic Development Plan, which includes Appendix A (Survey Analysis) and Appendix B (Survey Forms). Several conclusions about the direction economic development should take in Webberville can be drawn from that information:

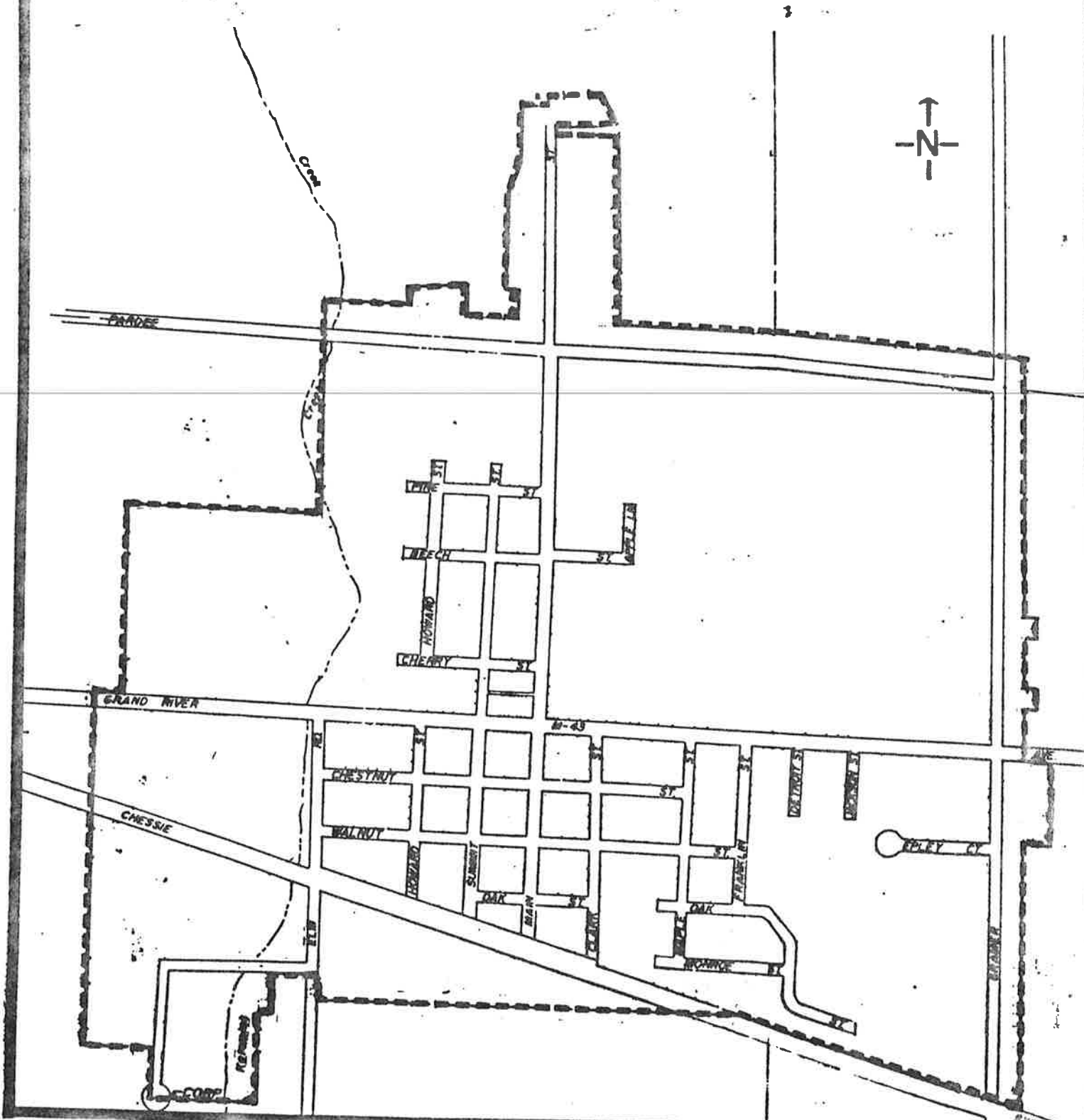
1. Residents generally are satisfied with public and commercial services available to them. However, they want increased recreational opportunities in terms of activities and facilities. Other than school facilities and a nearby golf course, there are no parks or playgrounds. They also desire more dime store-type merchandise to be available.
2. Owners of existing businesses believe Webberville has good market expansion potential, and many intend to expand in the next five years.



# DOWNTOWN DEVELOPMENT DISTRICT

Webberville, Michigan




Figure II






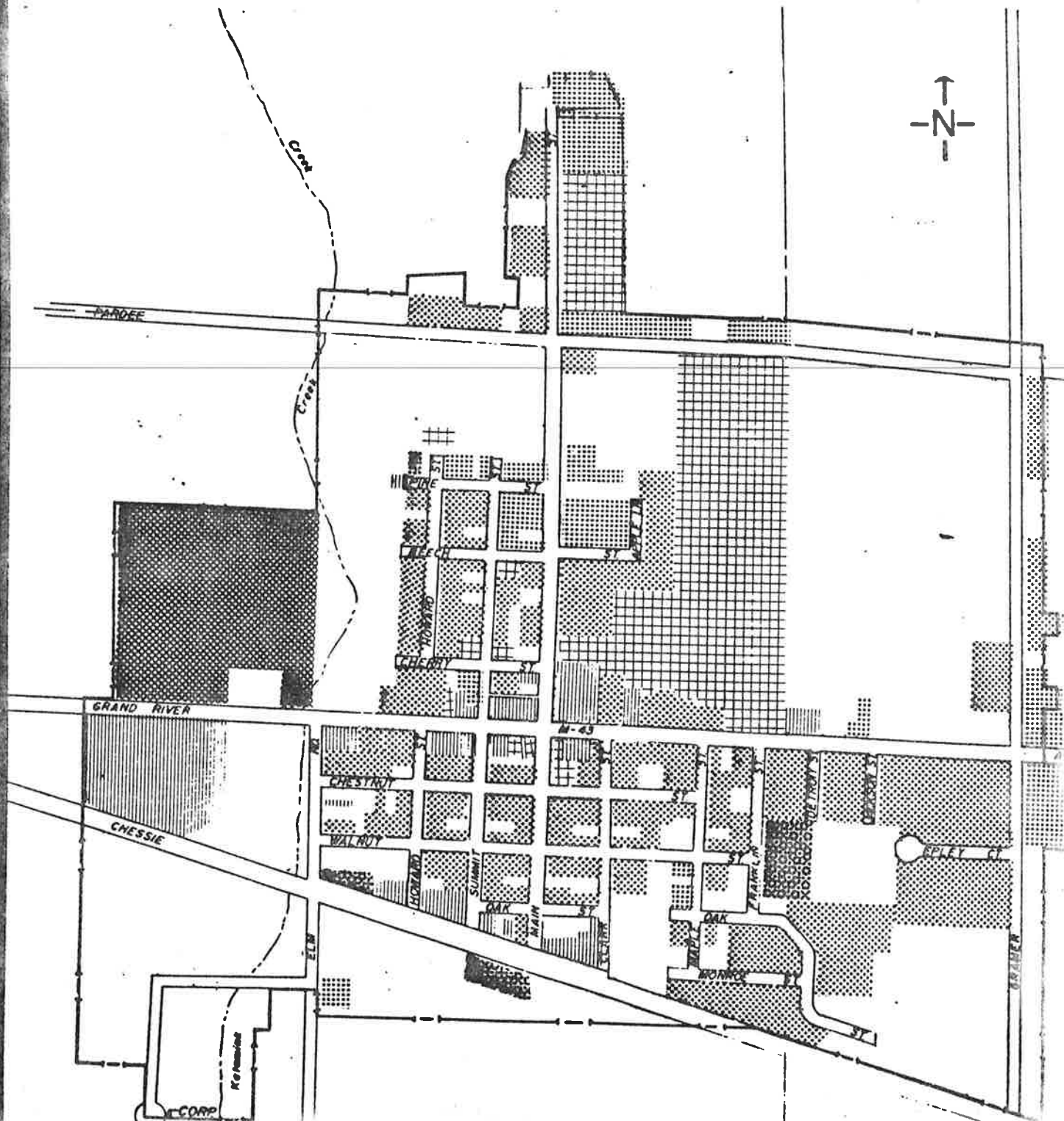
# EXISTING LAND USE

## Webberville, Michigan

Figure III

-  Public and Semi-Public
-  Low Density Residential
-  High Density Residential

-  Agricultural and Vacant
-  Industrial
-  Commercial



# Water System Webberville, Michigan

Figure V

----- Water Lines

----- County Drain

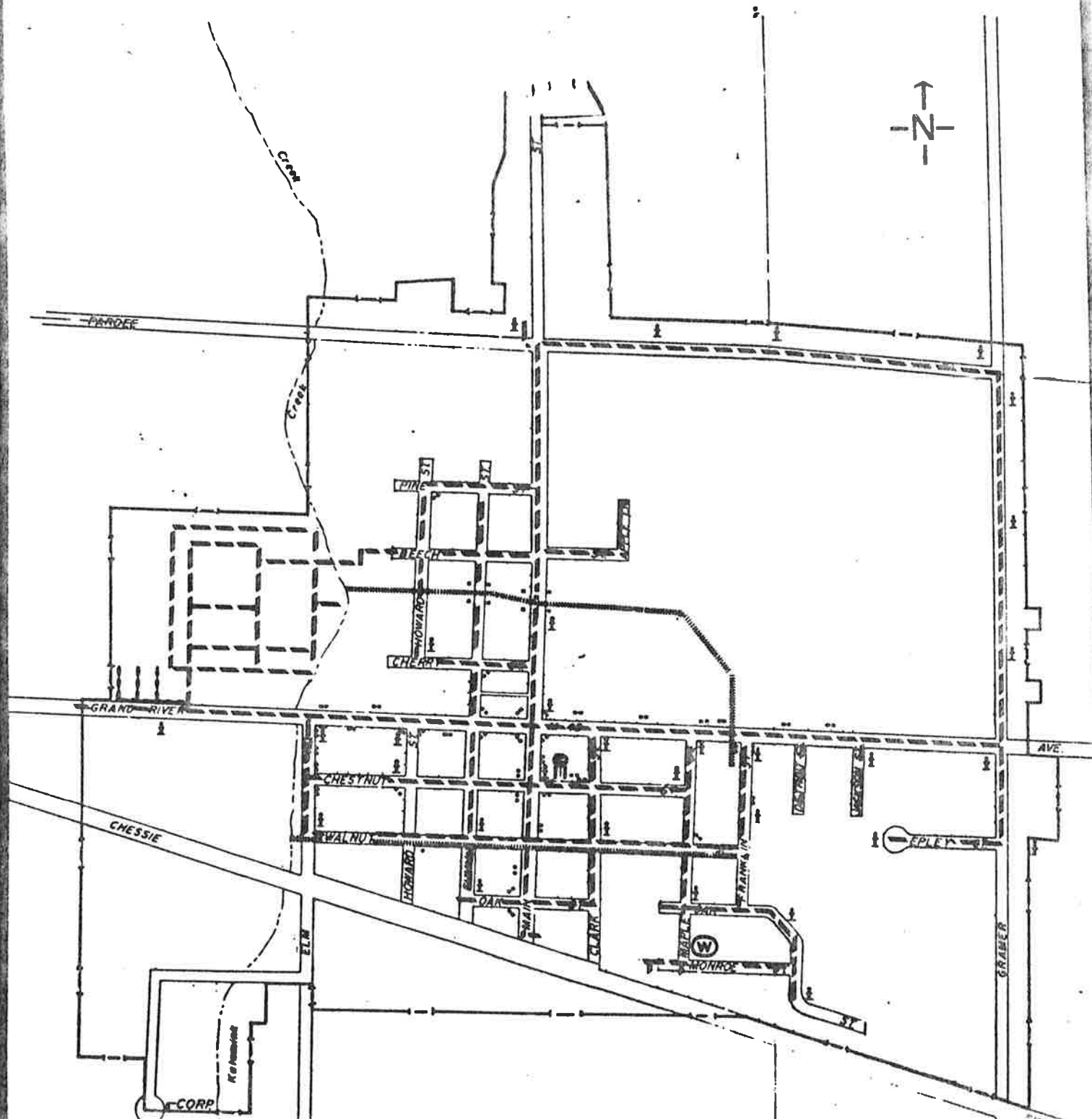
||| Water Hydrants

⦿ Water Tower

----- Estimated Water Lines

⊙ Well

- - Storm Drains



### PART III: GOALS, OBJECTIVES AND STRATEGIES

The framework of this development plan is built of goals, objectives and strategies: policy statements which provide the Village with guidance on development decisions. The Downtown Development Authority met several times during the summer and fall of 1983 to discuss and agree upon what it believed to be the most appropriate guidelines for future development in the DDD. Not everyone agreed with each objective, strategy or project; compromise was required. Yet each member realized that the plan was not written in stone and that part of the planning process is to change with changing circumstances. As projects are accomplished, others will take their place. What is important is to start.

#### Goals

A goal is a broad statement describing how the Village should be in the future. Continuous effort is needed to work toward the achievement of a goal. Goals must not conflict with each other. Otherwise, progress will be undirected and results of development may be unpleasantly unanticipated. Webberville has set three goals for itself:

GOAL # 1: TO IMPROVE THE QUALITY OF LIFE IN THE VILLAGE FOR ALL RESIDENTS, WHILE RETAINING THE EXISTING SMALL-TOWN ATMOSPHERE.

GOAL # 2: TO MAINTAIN AND EXPAND THE LOCAL TAX BASE, WHILE PROVIDING JOBS FOR VILLAGE RESIDENTS.



OBJECTIVE # 2: TO FOSTER AND/OR ATTRACT NEW RETAIL AND SERVICE BUSINESSES TO THE DOWNTOWN AREA IN ORDER TO DIVERSIFY SHOPPING AND SERVICE SELECTION.

STRATEGY A-2: TO PROMOTE WEBBERVILLE AS A GOOD PLACE TO DO BUSINESS AND TO ENCOURAGE THE FORMATION OF NEW BUSINESSES FROM WITHIN THE COMMUNITY.

OBJECTIVE # 3: TO SUPPORT EXISTING INDUSTRIES AND TO ASSIST THEM IN THEIR EXPANSION EFFORTS.

OBJECTIVE # 4: TO FOSTER AND/OR ATTRACT LIGHT INDUSTRY OR AGRICULTURALLY-RELATED INDUSTRY, CENTRALIZING ITS LOCATION TO LESSEN THE COSTS OF MUNICIPAL SERVICE PROVISION AND TO MINIMIZE THE DISRUPTION OF RESIDENTIAL NEIGHBORHOODS.

STRATEGY A-4: TO IMPROVE SEWER AND WATER DELIVERY TO SITES TARGETED FOR INDUSTRY.

STRATEGY B-4: TO STUDY THE NEED AND FEASIBILITY OF ANNEXING LAND FOR INDUSTRY.

OBJECTIVE # 5: TO PLAN FOR GREATER HOUSING CHOICE, IN TERMS OF COST AND TYPE, FOR PRESENT AND FUTURE RESIDENTS.

STRATEGY A-5: TO PLAN FOR ADEQUATE HOUSING FOR ALL RESIDENTS.

STRATEGY B-5: TO ENCOURAGE A PLANNED DEVELOPMENT FOR UPPER-INCOME RESIDENTS.

STRATEGY C-5: TO UPGRADE EXISTING HOUSING -- ESPECIALLY ALONG GRAND RIVER, THE "MAIN STREET" SHOWN TO THE WORLD.

OBJECTIVE # 6: TO IMPROVE THE ATMOSPHERE AND FACILITIES OF THE MOBILE HOME PARK FOR THE BENEFIT OF PARK RESIDENTS AND THE REST OF THE COMMUNITY.

STRATEGY A-6: TO IMPROVE RELATIONS WITH THE MANAGEMENT OF THE MOBILE HOME PARK, AMONG PARK RESIDENTS, AND BETWEEN THE PARK AND THE REST OF THE COMMUNITY.

OBJECTIVE # 7: TO EXPAND YEAR-ROUND RECREATIONAL ACTIVITIES AND FACILITIES, PARTICULARLY FOR YOUTHS AND SENIOR CITIZENS.

STRATEGY A-7: TO INCREASE ACTIVITIES IN EXISTING FACILITIES OR RENOVATE EXISTING FACILITIES WHERE POSSIBLE, OR TO ACQUIRE, CONSTRUCT OR DEVELOP NEW FACILITIES.

#### PART IV: PROJECT DESCRIPTIONS AND COSTS

A project is one definite action, preferably within a stated time limit which will help to achieve one or more objectives within the guideline of a strategy. Often more than one project is required to accomplish an objective and there may be alternative projects to cover changing circumstances.

The following pages describe known or potential development projects desired by the DDA which could be implemented during the next ten years. Included are: (a) brief project descriptions; (b) estimates of completion times required; and (c) rough approximations of costs, usually given in ranges. Many of the projects contemplated are programmatic rather than construction projects and will, therefore, cost relatively little to accomplish. Major projects, such as developing a community park or repairing the sewage lagoon, will be more expensive and likely will have to be accomplished in phases over a longer time than more readily "do-able" projects. No attempt has been made to rank the necessity of one project in relation to another; setting priorities will be the next task of the DDA and the Village Council.

The key to successful downtown revitalization is a strong partnership between public interests and private interests. Therefore, projects listed here are not necessarily public improvements only. They may be funded privately or with some combination of public and private efforts. Potential methods of financing these projects are discussed in Part V: Implementation.

	<u>Cost</u>
5. <u>Keep vacant buildings filled, and upgrade deteriorated retail space</u> On-going. To acquire and upgrade deteriorated space and offer it for sale would vary in cost, depending on property. Demolition averages \$.16/cu. ft.	varies
6. <u>Solicit new businesses</u> On-going. Costs vary depending on amount of donated time and type of project	varies
7. <u>Prepare a promotional brochure and distribution plan</u> Requires research, writing, printing and distribution costs. Can be prepared in two months	\$4000-\$6000
8. <u>Form a local branch of Junior Achievement</u> Three-to-six month start-up with minimal cost	varies
9. <u>Establish training programs with school and older business owners</u> Could be established within one year, with training time determined by skills to be acquired. Costs vary according to available leadership and materials	\$10,000-\$50,000

---

#### Industrial

1. <u>Create a Plant Rehabilitation District at the site of Webberville Manufacturing to assist with renovation</u> Established in January, 1984, with tax abatement recommended for eight years	\$70,000-\$75,000
2. <u>Create an Industrial Development District at the site of Webberville Manufacturing to assist with expansion</u> To be established within three-to-five years	\$400,000-\$750,000
3. <u>Prepare cost/benefit analysis for annexation of land at M-52 and Grand River</u> Annexation studies can be completed in two-to-six months. Costs vary depending on consultant chosen	\$5000-\$15,000
4. <u>Create a certified industrial park</u> (See requirements and desirable features in Appendix A) Park could be created and opened within two years and filled within five-to-ten years, depending on economy. Either Village or developer may install improvements	

## Recreation

	<u>Cost</u>
1. <u>Prepare and submit a recreation plan to establish eligibility for recreation grants</u> This requires working with the Webberville Recreation Commission	\$3000-\$5000
2. <u>Increase recreational activities in the Village</u> This involves making better use of existing facilities and using other facilities previously unused for recreation. Nature of activities and costs will vary	varies
3. <u>Establish a community park and/or neighborhood playground</u> No site has yet been chosen so development costs and time are tentative. See Appendix B for more recreation information and identification of potential park sites	
- Work with Webberville Recreation Commission to make site selection, screen consultants, etc. (two-to-six months)	minimal
- Site acquisition (five-to-50 acres for park) (six months to one year)	\$0-\$75,000
- Engineering/design (five-to-ten percent of project cost)	
- Site development (three-to-six months)	\$10,000-\$100,000
- Equipment purchase/installation	\$5000-\$50,000
- Parking	\$7000-\$15,000
4. <u>Establish a community meeting or activity center</u> Requires working with Leroy Township, the Webberville schools or local churches to develop in existing facilities. Operational in three-to-six months	minimal
5. <u>Establish a community swimming pool</u> (in cooperation with schools) Outdoor pool with bath house, parking (one-to-two yrs.)	\$1.2 million

	<u>Cost</u>
5. <u>Improve the storm drainage system</u>	
Upgrading and expansion of existing system, excluding mobile home park and O'Neil property on Elm Rd. (within ten years)	\$1.6 million
6. <u>Repair and extend sidewalks</u>	
- Repair of existing walks should take precedence over laying new walks and could be phased over five years. Assume four and one-half walks @ \$8/lineal foot	\$71,000
- New walks: assume four and one-half foot width @ \$7/lineal foot	\$190,300
7. <u>Improve street system</u>	
- Pave existing gravel roads: assume 20 feet width @ \$10/lineal foot	\$68,500
- Pave new streets: assume 20 feet width @ \$15/lin. ft.	
- Repair curb-and-gutter: assume \$7/lineal foot	\$4300
- Extend curb-and-gutter: assume \$6/lineal foot	
o Grand River from creek to high school	\$15,450
o Main from Cherry to Chestnut	\$4950

Project costs have been estimated from several sources. References which were especially useful include two publications by Capitol Consultants: Water System Study for the Village of Webberville, Michigan, 1980, and the Facilities Plan for the Webberville Planning Area, 1981. Paul Thompson of Fishbeck, Thompson, Carr and Huber was helpful in supplying cost estimates for various public facilities. Other costs were estimated from the Michigan Department of Transportation's Average Unit Contract Prices for the Third Quarter 1983 and from the Department of Natural Resources' 1983 Construction Costs Summary.

# **SOIL SUITABILITY FOR RESIDENTIAL AND COMMERCIAL USAGE**     **Figure VI** **WEBBERVILLE, MICHIGAN**

Houses and small commercial  
with septic, lagoon or sewer



Houses and small commercial  
only with sewer



Soil composition varies -  
on-site inspection required



Houses and small commercial  
with septic or sewer



Houses  
with septic or sewer



Houses and small commercial  
with lagoon or sewer



Houses  
only with sewer

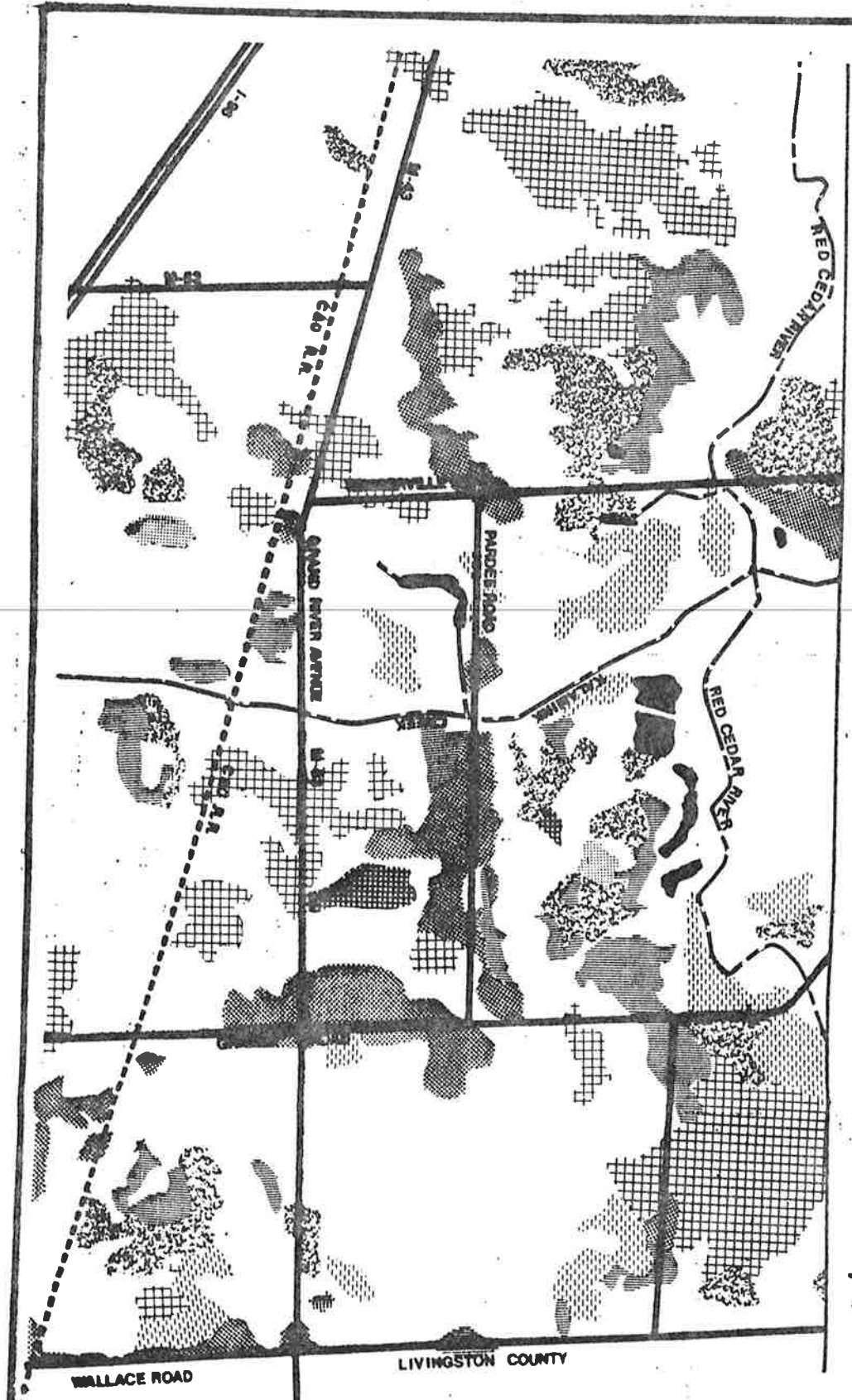


TABLE I

## Land Use Potential for Development Areas

Land Use Potential	Development Areas														
	1	2	3	4	5	6A	6B	6C	7	8A	8B	8C	8D	8E	8F
Housing:															
Low density						X		X						X	X
High density or planned unit development								X		X					X
Commercial or office:	X										X		X		
Industry:		X	X												
Recreation:	X			X			X	X	X		X	X	X	X	X
Open space:					X										

Webberville, Michigan

#### Development Area 4

The smallest development area, it is zoned R-1A Low Density Residential and is the sight of the Village's well. If the building were fenced, the remainder of the site could be developed as a neighborhood playground to serve the surrounding residential area.

#### Development Area 5

This site is zoned A-1 Agricultural and is the location of the former Village landfill. The land is low with soils unsuitable for development and should be retained as open space.

#### Development Area 6A

This area at Main and Pardee currently is undeveloped and zoned R-1A Low Density Residential. It has been platted for single family development and will be known as Webberville Heights.

#### Development Area 6B

This is zoned R-1A Low Density Residential and is owned by the Webberville School District. Because it abuts other recreational land and is



the entire area lies along Kalamink Creek and incorporates the flood plain, however, the potential exists to treat the area as a unit. Recreational use of the flood plain particularly would be appropriate for paths, trails and picnic areas.

#### Development Area 8A

Area 8A is vacant and zoned R-M1 High Density Residential. Approximately 24 multiple units are proposed for this site. The development will be a credit to the community at this visible Grand River location if landscaped buffers between the units and the existing apartments and mobile homes are required and if advantage is taken of the scenic qualities of the creek.

#### Development Area 8B

This vacant site is zoned B-2 General Business. It has an excellent Grand River location next to existing business and would be suitable for business or office complex development. However, it is adjacent to Kalamink Creek and the flood plain and also could be used for recreation.

#### Development Area 8C

This area also is zoned B-2 General Business but lies in the flood plain.

residential development, but also could serve as an excellent location for a community park due to the extent of the flood plain and good access from Main and Pardee.

# ZONING MAP

## Webberville, Michigan

Figure VIII

**R-1A** Low Density Residential

**R-1B** Medium Density Residential

**R-M1** High Density Residential

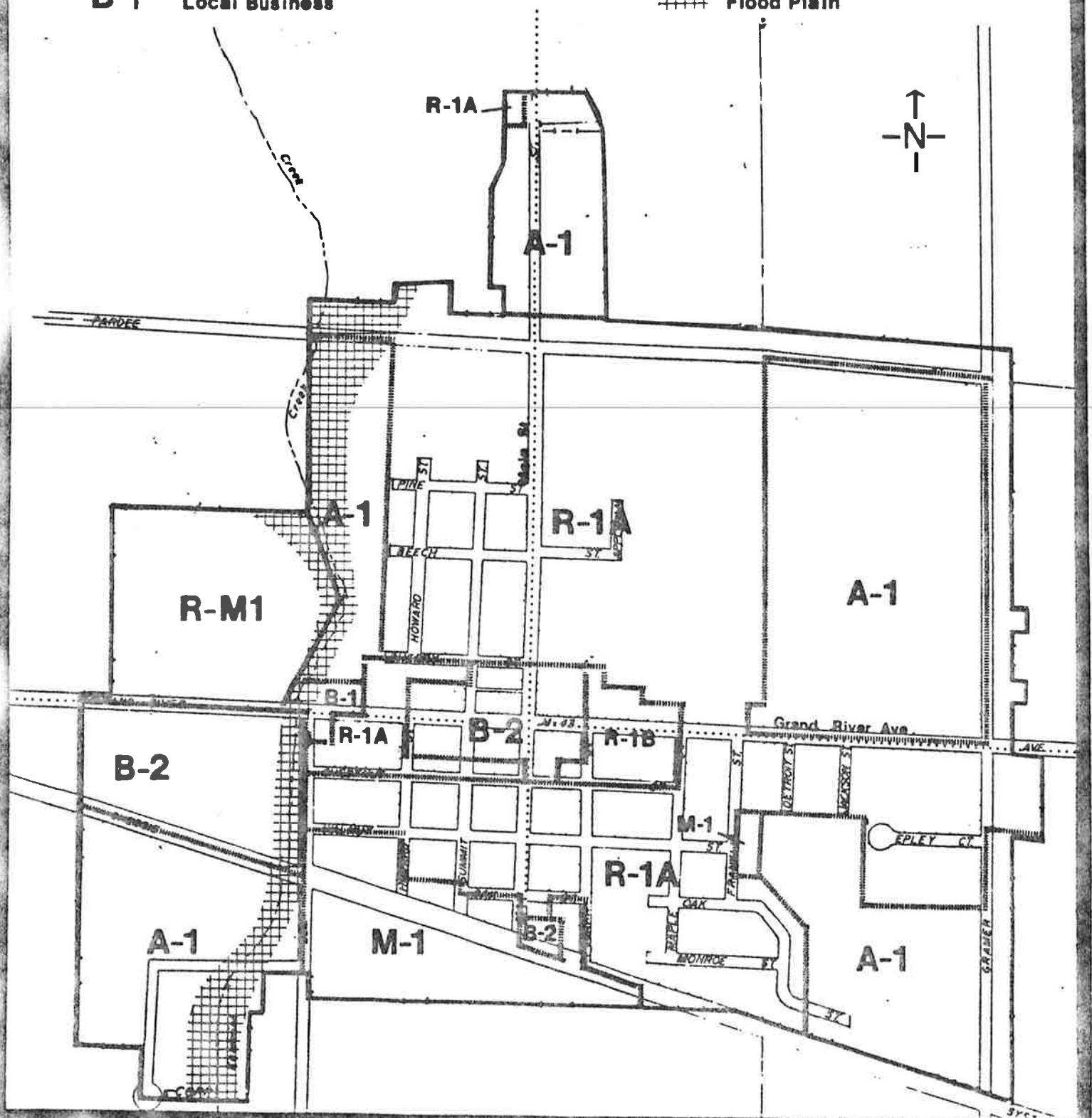
**B-1** Local Business

**B-2** General Business

**M-1** Limited Industrial

**A-1** Agricultural

 Flood Plain



Another method of financing projects is by the DDA's issuance of revenue bonds. The county Economic Development Corporation (EDC) also may issue bonds. Bonding is a means of lowering the costs of borrowed money to private developers.

Housing project objectives may be achieved by grants obtained through various programs of the Department of Housing and Urban Development (HUD) and the Farmers Home Administration (FmHA) at the federal level or from the Michigan State Housing Development Authority (MSHDA). Of course, private monies also are available for such projects.

Commercial and industrial projects, if not funded privately, may be financed through grant programs housed in either the Michigan Department of Commerce or the federal Department of Commerce.

Public facilities, such as sewer and water systems, also may be financed by grants from the state and federal departments of commerce. Other potential sources include Environmental Protection Agency (EPA) grants or FmHA loans.

Recreation funding is available from the Kammer Fund administered by the Michigan Department of Natural Resources (DNR) and from the Land and Water Conservation Fund (L&WCF or LAWCON), a federal program also administered by the Michigan DNR.

The availability of various funding sources will, of course, depend on the current level of funding in a particular program at the time a project is ready to be begun.

APPENDIX A:  
INDUSTRIAL PARK REQUIREMENTS  
AND  
DESIRABLE FEATURES

APPENDIX B:  
MORE ABOUT RECREATION PROJECTS

Sixty-five percent of the people responding to the Residential Opinion Survey felt that parks and recreational opportunities in Webberville are inadequate (See Volume II.). The Downtown Development Authority has targeted the expansion of recreation opportunity as one of its most important projects.

A community park may be one aspect of this expansion, but a specific site has not yet been selected. Because this facility would be a major community investment, it is vital to carefully plan for the park. A complete and well-thought-out recreation plan for Webberville would be essential, both for carrying out community goals responsibly and for securing outside funding where possible. The Webberville Recreation Commission could play a key role in plan preparation. Recreation plan requirements are contained in the publication, Community Recreation Planning: Guidelines for Land and Water Conservation Fund Eligibility, 1983, Michigan Department of Natural Resources.

Much of the information necessary for a recreation plan may be found in both Volumes I and II of the Economic Development Plan: community description, needs assessment, goals and inventory of existing recreation opportunity. In the next few pages, maps and tables are included which pertain to recreation in Webberville.

Figure IX shows the location of existing recreational facilities in the Village. Facilities include both indoor and outdoor public, private and semi-public availability. Table II further describes these opportunities.

Figure X shows generalized soil suitability to support various kinds of recreation in the Webberville area. Of course, individual sites would have to

TABLE II: RECREATION OPPORTUNITIES

	PUBLIC	SEMI-PUBLIC	PRIVATE
Indoor:	<p>LIBRARY (with Leroy Twp. &amp; Ingham County): occasional movies</p> <p>COMMUNITY HALL (Leroy Twp.): meetings, receptions</p> <p>2 GYMNASIA (high school &amp; elementary school): basketball and volleyball</p> <p>ADULT EDUCATION (high school)</p>	<p>BAPTIST CHURCH: large meeting room</p>	<p>THE ARCADE: video arcade</p>
Outdoor:	<p>OAK LANE GOLF COURSE: golf &amp; cross-country skiing</p> <p>2 TENNIS COURTS (high school)</p> <p>4 PICNIC TABLES (high school)</p> <p>4 SOFTBALL DIAMONDS (high school): Recreation League &amp; slow/fast pitch</p> <p>1 BASEBALL DIAMOND (high school)</p> <p>2 PLAYGROUNDS (elementary &amp; high schools)</p>		<p>Note: special annual events include the Corn Festival and the Firman's Field Day</p>