

**WEBBERVILLE
MICHIGAN**



**A COMMUNITY DEVELOPMENT PLAN
FOR THE YEAR 2000**

INDUSTRY

RECREATION

EDUCATION

RETAIL

HOME

PLANNING THE FUTURE

TO

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**A Community Development Plan
for
Industry
Recreation
Education
Retail
Home**

Webberville, Michigan

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TASK FORCE MEMBERS

Village Council

John Leonard, President
Robert Kuch, Trustee Pro-tem
Bruce Carr, Trustee
Gerald House, Trustee
Rosa Jones, Trustee
Rodney Ross, Trustee
Dean Silsby, Trustee

Downtown Development Authority

Mel Hahn, Chair
Bob Chick
Janice Crowe
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Rita House
John Leonard
Vivian Laux
Bobby Mason
Lanny McCord
Dick Paff
Elsie Upton

Ingham County Department of Development

Ed Grobe, Director

Adopted September 10, 1990

Revised August 20, 1991

Special recognition needs to be given to the Task Force members and those who attended the Strategic Planning meeting for their invaluable contributions.

WEBBERVILLE STRATEGIC PLANNING ATTENDEES

<u>NAME</u>	<u>BUSINESS</u>
Gerald Alchin	Alchin Plumbing Inc.
Wayne Babcock	United Methodist Church
Randy Bodwin	Kolas, Bodwin and McKenney, P.C.
Jim Brodie	Pres., Webberville Lions
Bruce Carr	Village Council
Bob Chick	Webberville Distributing
Janice Crowe	Webberville DDA, resident,
	Asst. Manager Capital Fed.
Bob D'Alcorn	Ingham Co. Road Comm.
Bill Drushel	Webb. Feed - E. Lansing
George Eisek	GT Auto Sales, Inc.
Larry Elliot	Village Drug Shop
Bill Elzerman	Elzerman's Greenhouse
Gene Englerth	Elementary school principal
Mike Flynn	Fire Chief
Ed Ford	Mgr. Kalamink Creek Apts.
Dennis Forsberg	Industrial property owner and
	Contractor of Main's for water
	system.
Bob Francek	Webberville Hardware
Brian Franke	Franke's Heating
Denise Fulton	Superior Log Homes
Ed Grobe	Ingham County Dept. of Dev.
Mel Hahn	Andersons
Mildred Hawley	Keen-agers
Mike Heinrich	Heinrich Grain Systems
Brian Hitchcock	A & D Hitchcock Trucking
Tom Hook	Neon Light Works/Vantown
Steve and Dawn Horton	Fowlerville News & Views
Jerry House	Village Council
Ron House	Moore's Farm Repair
John Iverson	Mich. Dept. of Commerce
Rick Jerue	ALLTEL Mich. Inc.
Rosa Jones	Village Council
Ted Karikomi	Physician
Margaret Kennedy	Spartan Travel
Vivian Laux	Webberville DDA, Republic Bank-
	Central
John Leonard	Village Council
Doug Liverance	Republic Bank-Central
James Lowe	Resident
Bobby, Brenda, Robert Mason	Mason's Mobile
Dr. Gloria McCormick	Webberville Schools
Lana Mierson	The Enterprise
Dick Paff	ALLTEL Mich, Inc., resident

Webberville Strategic Planning Attendees -- continued

<u>NAME</u>	<u>BUSINESS</u>
Jacqueline Rosher	Friends of the Library
Rodney Ross	Village Council
Bill Rykert	Bill's Bargains
Randy Schafer	Ingham County Commissioner
Edward Schultz	Sup't. Webb. Schools, DDA
Mary Ann Sesti	Dr. Karakomi, Webberville Family Medical Services
Marjorie Showerman	Keen-agers
Dean Silsby	Village Council
Bernard Simons	Oak Lane Golf Course
Eugene Smith	Smith Sign Shop
Debbie Stabenow	58th Dist. State Representative
Gordie Stone	Fool's Gold/Casey's Pizza
Vern Stowe	Consumer's Power
Bill Vanzwoll	VZ's Market
Erma Vanzwoll	VZ's Market
Della Weaver	Resident
Nancy Ann Webb	Webberville teacher
Rich Wellmen	Webberville Grocery
Janice Wheeler	Resident
John Witek	Webberville Apts.
Robert Witek	Webberville Apts.

FOREWORD

State economic development is above all a direct function of local economic development. Through the establishment of sound economic development plans in the communities of Michigan, the state is able to achieve a healthy, diverse economy.

Many challenges face the state's small rural communities. Limited resources can cause barriers in today's highly competitive and rapidly changing global economy. Successful economic development in small communities is most often achieved through creative development efforts which are conceived, initiated and administered by local leaders.

In early April 1990, over sixty local residents, business leaders, and state and county agency experts participated in an effort designed to help meet economic development challenges in the village of Webberville. Participants assessed the interrelationships of many issues and their implications for the area. The strategies summarized in this plan are a result of that assessment and of the committed participation of these local leaders.

Webberville citizens and leaders from business, local government, community organizations, and service agencies are committed to work together to encourage economic growth, while maintaining their small town atmosphere. In the long term, these partnerships will determine the success of economic development initiatives in the village of Webberville.

The objectives of this Community Development Plan are to provide an analysis of existing community conditions, to establish development goals, to prioritize public infrastructure needs and to outline a development strategy. By accomplishing these objectives, the village will address critical revitalization needs. In addition, this document will provide the village with a new municipal management tool to complement the development plan and zoning ordinance.

EXECUTIVE SUMMARY

A survey of issues and concerns of Webberville residents and business leaders was conducted in April of 1990. Once these issues and concerns were ranked, committees were established to determine strategies, rationales, and implementations for each of the issues. This cooperative effort resulted in the formation of many recommendations, along with the following top development priorities for the village of Webberville:

1. Expansion of the manufacturing sector by promoting new business development, establishing small businesses, developing agriculture production and processing, and establishing a large industry.
2. Establishing commercial endeavors to include downtown renovation and new retail stores.
3. Implementing service related programs that would include affordable housing, improved infrastructure, transportation and city services.
4. Developing a community recreational/educational service such as a movie theater, senior citizen's activities, and a community park.

These above priorities have been established by a Task Force of Webberville leaders as the catalyst of a working economic development plan for the village. These priorities represent a clear statement of community economic development priorities. They also represent a committed effort by Webberville leaders to focus on a limited number of high priority issues. The ongoing process involved in strategic planning suggests a commitment by Webberville leaders to move forward with these priorities and cooperatively shape a positive future for the village.

The four priorities will contribute to a higher quality of living for residents, as well as providing a broader tax base and allowing greater self sufficiency. The residents and business owners of Webberville enjoy their community and the small-town atmosphere it offers. They recognize the need for modest growth to provide more jobs and strengthen the tax base and do not object to any implementation to achieve this, as long as the quality of life is preserved for current and future residents.

COMMUNITY DEVELOPMENT UPDATE

The Webberville Community Development Task Force has its origins in the village's 1982 creation of the Webberville Downtown Development Authority (DDA). A comprehensive survey of the village was implemented in 1983 in conjunction with the Ingham County Department of Development. The results of this survey were used to develop the "Economic Development Plan" for Webberville which focused on improving the quality of life, maintaining and expanding the tax base and maintaining and developing community pride. The village council approved and adopted the plan in 1984. Also in 1984 the village began discussion on the development of a Tax Increment Financing (TIF) Plan for the village as a method of financing the objectives of the development plan. Sites were also looked at to build an Industrial Park, and a 300 acre tract was selected.

The year 1985 saw the annexation of the 300 acres, re-zoning of Industrial Park land and selection of an engineering firm to begin design work on the park. During this year there was continued work on the TIF Plan which resulted in the plans approval in November by the village council.

The year of 1986 focused on repair of downtown streets and sidewalks which were funded by special assessments and a bank loan which is secured by special assessment levies and TIF revenues.

As mapping was being completed on the Industrial Park the village received an inquiry by a major corporation to locate in the proposed Park. The firm, however, chose to locate in nearby Williamston's Park due to the fact that this Park had virtually completed infrastructure.

In 1987 the DDA began working with the Ingham County Department of Development to promote the Park. A study done by the village engineer projected infrastructure costs at 3-4 million dollars, and determined water and sewer as the top priorities for the Park.

The DDA proposed a client of CSX Railroad to locate in the Park, but no further word was received by CSX. A Canadian firm made an inquiry but informed Webberville in 1988 that due to the loss of a large contract they would be unable to locate in the Park.

Two more inquiries were made by firms in 1988, but neither proved out. One company chose a Howell Park with more complete infrastructure, and the other firm decided against a new building. During this time the Webberville DDA was invited to participate in the Pooled Bond Program for Ingham County which provides for joint financing with other DDA's at attractive rates.

The start of 1989 saw a downtown fire which destroyed the library and a restaurant. A Joint Building Authority Advisory Group (council, DDA, and LeRoy Township) was established to study and review needs for new/renovated buildings in the downtown area which resulted in \$10,000 being given for design work on a

proposed library/community center project. Several firms again expressed interest in the Park, but to no avail.

The DDA continued to improve the downtown area by repairing curbs and gutters and resurfacing N. Main St., tearing down an old fire hall building to make room for development, and completing the Grand River lighting project during the holiday season.

In the current year, 1990, the results of a low income survey show the village is eligible to apply for grant money through the Cities in Transition program. An updated Community Development is required for this.

The DDA and Village Council approved the library/community center project. The DDA, Village Council and LeRoy Township will all assist in funding the project.

A Task Force Program provided Webberville leaders with an opportunity to take an inventory of village strengths and weaknesses and then determine where to concentrate future economic development efforts. The results of that meeting, and subsequent committee meetings are what comprise this Plan.

As the preceding chronology shows, lack of Industrial Park infrastructure has resulted in Webberville losing several potential firms. With the proper infrastructure in place, a vital Industrial Park, a top priority for Webberville, is in reach. It is also apparent from the activities of the preceding decade that despite setbacks, the community is committed to promoting economic development and working towards a better village.

COMMUNITY PROFILE

Population

The population of Webberville currently stands at 1,871. This is a 17 percent increase over the 1980 count. Projections show the population will continue to grow and reach 2,410 by the year 2000. This is evidence of Webberville's need to plan for the future to ensure the village is ready to meet the challenges of anticipated growth.

The median age of Webberville residents is 26, and 51% of the population is female. Senior citizens account for 9% of the population. There is a need to provide community services to the senior residents of the village, especially in light of the fact that U.S. population projections show that this age group will be among the fastest growing in the coming years.

Education

Village educational facilities include one elementary school, one junior high and one senior high school. Total school population is 833 students. This is pertinent to Webberville's need for a community park: ten acres should be provided for every 1000 children. Webberville schools also have a very low 1.1% drop-out rate. This is an indicator of a quality labor force that is committed and reliable.

Higher education opportunities are numerous in the nearby Lansing/East Lansing area. Michigan State University, Lansing Community College and Davenport Business College are all within 20 miles of the village, and offer residents close access to improve their skills or develop new ones to meet employment needs of future industries that may locate in Webberville's Industrial Park.

Health Care

The village currently has a new clinic with three doctors, one dentist and an optometrist. Four hospital facilities in Lansing (20-25 miles away) provide 1,272 beds.

Media

Four local area television stations are able to be accessed by village residents. Twelve local radio stations, the daily Lansing State Journal and the weekly Williamston Courier Enterprise round out the media services available to Webberville residents. These are resources that could be used to attract both residents and non-residents to the Webberville downtown, and to new recreational endeavors that the village is seeking.

Municipal Services

Webberville has its own police force which is supplemented by the Ingham County Sheriff's Department. LeRoy Township provides fire department services for the village.

Electrical, natural gas, solid waste and telephone service are all available.

Water and sewer system improvements have been made in recent years. However, in order to provide facilities for new growth in the village continued expansion and improvement is necessary. The Department of Public Health is currently requiring Webberville to construct a new water tower.

A new water tower is also considered essential in order to attract firms to the Industrial Park which will in turn broaden the tax base and provide local jobs to the community. The cost of recent improvements to the water and sewer system has resulted in a heavy burden to the village's residents.

Tax Base

Webberville's 1990 State Equalized Value is \$13,036,706. The following table shows the high tax rate in Webberville as compared to other communities in Ingham County.

Webberville	82.5%
Williamston	79.9
Mason	71.8
Dansville	69.1
Stockbridge	68.8
Alaiedon Township	60.0

As is evidenced by the table, Webberville residents would see a great financial benefit by expanding the tax base.

Transportation Access

Webberville is located in a geographic centralized location in mid-southern Michigan. The village is easily accessible by two major roadways, I-96 and M-52, as well as the CSX rail line. Lansing's Capital City Airport is located 24 miles away and Detroit's airports and water ports are within sixty miles.

This excellent transportation location is a great incentive to attracting firms into the much needed Industrial Park.

Village Employment

The principal economic base employer is the Webberville schools with 79 employees. No other firms in the village employ more than 30 people. There is a great need to provide more employment opportunities for Webberville's 1871 residents, and the anticipated increase of future residents.

Housing

The current housing stock finds 11.5% of the homes in the poor/very poor physical condition range. Webberville's existing housing stock is also considered to be inadequate for future growth projections. Many proposed new homes have not been built due to the up front costs to the new home owner of having to provide themselves the necessary sewer and water facility extensions to the proposed building site. An improved and expanded housing stock would enhance the village's appeal to potential Industrial Park firms that are concerned about adequate and available housing for their employees.

Land Use

There are 756.3 acres of land in the village. Primarily a residential community, approximately 21.5 percent of land is used for one and two family homes, mobile homes and apartments. Commercial uses account for close to four percent, and with the annexed land for the Industrial Park, industrial uses account for 28 percent. The available industrial sites are comprised of twelve sites over 120 acres. Agricultural or otherwise vacant uses account for 41 percent and an additional 6 percent of land is classified as Public/Semi Public. Current land use provides adequate room for growth in the village.

ASSESSMENT OF STRENGTHS AND WEAKNESSES

One of the first activities of the April 5, 1990 Strategic Planning Meeting was to define the strengths and weaknesses of the village of Webberville. The following list was determined by those attending the meeting.

Strengths:

- work ethic
- small town atmosphere
- transportation system (I-96, M-52, railroad)
- people interested, committed, supportive
- students, kids
- golf course
- location (9,100,000 people within two hours)
- agriculture
- excellent road system
- room for future growth
- utilities (new sewer system; utilities to Industrial Park)
- school system

Weaknesses:

- utilities (utilities not developed into Industrial Park; inadequate water tower for industry and residents)
- communication within village
- no recreation park
- day care
- parking - downtown
- jobs for young people
- emergency medical services
- high taxes
- lack of retailers
- public transportation

CITIZEN RECOMMENDATIONS

Participants of the Strategic Planning Meeting were asked to respond to a list of possible projects to be undertaken within the village. Following is a list, in ranked order, of those projects most participants wish to see implemented in Webberville.

RANKING OF ISSUES/CONCERNS

Water Tower
Sewer and Water System
Parks/Recreation
Parking
Industry/Jobs
Downtown
Library/Community Center
Retain Small Town Atmosphere
Village Eye Appeal
Housing
Adult/Child Day Care
Ambulance Service
Money/Financing
Millage Rates
Sidewalks
Substance Abuse
Second Exit For School
Communication In Village
Left Turn Lane
Property Taxes
Need For Land
24 Hour Police Protection
People For Jobs
Village Mail Service
Youth Activities
Progressive People
Leadership
Lack Of Direction
Public Transportation

GOALS FOR THE DEVELOPMENT OF THE VILLAGE OF WEBBERVILLE

The following goals are reflective of extensive survey work done in the early 80's and of several public meetings held in the Village. By establishing goals the community is able to determine strategies and implementations to achieve the desired development of Webberville.

A. Community Facilities

1. Adequate levels of community services and facilities including public water, sanitary sewer, transportation, storm drainage, schools, recreation, police, fire, health and solid waste disposal should be provided as communities grow.
2. Capital improvements should guide land development to achieve community strategies, and new development should maximize the effectiveness of capital improvements both financially and operationally.
3. Capital improvement should preserve and enhance existing development and the natural environment.
4. Creating a balance between land uses: proposed changes in the future use of community needs should also provide a well balanced land use pattern capable of meeting present and future residential, commercial, industrial, recreational, and public facility needs. This includes encouraging not only different types of development but also development which is fiscally sound, i.e., development whose public service costs do not exceed its revenue generation unless the community consciously determines it is desirable to subsidize that new development. For example, such might be the case with an elderly housing development or a new industry. This balance between land uses in the community involves encouraging the provisions of:
 - a. All types of residential development ranging from large low-density units to high density multiple-family uses to satisfy and accommodate all economic and social groups within the community. Existing neighborhoods should be protected from encroachment by incompatible residential and nonresidential land uses. All residential neighborhoods should engender a character which makes it a quiet, safe, convenient, fully serviced, and attractive place to live.

- b. Commercial development which is located in places that are economically feasible to provide goods and services to the community in clean, attractive, safe and convenient surroundings.
- c. Light industrial development which is well located on fully serviced sites with room for expansion. These sites should be easily accessible to major transportation routes and be buffered from other types of development.
- d. Transportation facilities in an integrated and fully serviced network that provides for the rapid, safe and economical movement of people and goods within and through the area.
- e. Recreational areas that provide a variety of facilities to serve all areas and age groups. These major recreation land open-space areas and areas of potential significance should be preserved for future land use, and coordinated with other areas on a regional basis to integrate an interlocking network.
- f. Public facilities which are strategically located to provide adequate service to meet existing and future needs of the citizens of the community.
- g. Means to protect agricultural land on the fringe of the developed area from conversion to other uses until it is established that a substantial demand exists.

B. Housing

- 1. To provide an adequate supply of decent, safe, and sanitary housing in a diversity of styles and locations and in price ranges affordable to all residents of the community.
- 2. New housing developments should occur in compact or cluster forms in areas currently served, or soon to be served, with adequate community facilities and utilities.
- 3. Redevelopment and rehabilitation of existing residential neighborhoods should occur to maintain and improve the quality of living environment.

C. Employment

1. To allow for a wide range of employment possibilities to enhance the economic base of the community.

D. Environment & Heritage

1. Insure intelligent, efficient and economical use of natural resources such as energy, land and water resources.
2. Preserve areas of the natural environment that are sensitive and valuable ecosystems such as wetlands and recharge areas.
3. Preserve the community's small town atmosphere.
4. Create a balance between land uses within the community.
5. Providing effective means for incorporating substantive forms of citizen participation into the decision-making process.

LONG-TERM RECOMMENDATIONS

- A. To fully develop the industrial park with infrastructure and businesses to cause employment expansion and increased incomes so citizens can afford to maintain their homes.
- B. The Village has, and will continue to support applications for FmHA and HUD housing rehabilitation within the Village.
- C. The Village participates with the County Department of Development and the Michigan State Housing Development Authorities in determining home repair needs and eliminating unsafe housing.
- D. The Village works with the County Department of Development in assisting new and existing businesses.
- E. With the establishment of a certified industrial park and the location of several businesses within the park, the DDA and the Village must work to protect the integrity and growth of the park and encourage new businesses in the downtown district by enlarging and improving the district's facilities.

SHORT-TERM RECOMMENDATIONS

Realizing that economic change is a community change, and that economic development should be viewed as a process that preserves the good and improves the less good in community life, a Task Force was created to evaluate the priorities of the residents and business owners in the village of Webberville. The Task Force recommendations, which were formulated in 1990 and are presented in this chapter, represent an important phase in the process of formulating economic development priorities for the village. In developing these priorities, the Task Force focused on the goals and recommendations of community residents and business owners. The issues addressed in this chapter are those judged by the Task Force to be the most important development priorities for the Village. The priorities are:

- A. Expansion of the manufacturing sector through programs which promote new business development, encourage establishment of small businesses, development of agricultural production and processing, and establishment of large industry, while in the process creating jobs for the community and lessening the burden of property taxes on the home owners.
- B. Establishment of commercial endeavors which would include downtown renovation and new retail stores that would provide services such as clothing and grocery stores, a gas station, ~~creation of restaurants - which also include a fast-food~~ restaurant, a car dealership and development of a shopping center that would include businesses such as a dry cleaners, a beauty shop and a bakery. The establishing of new commercial enterprises would make the village less dependent on surrounding communities and the money spent by the community would then remain in the community.
- C. Implementation of service-related programs that would include housing for elderly or low-income residents, improvements in water and sewage service, creation of public transportation, extended local telephone coverage, expanded home delivery mail service, establishment of additional churches, and better police service which would include 24-hour protection and emergency medical training. Emergency medical care, which includes enticing another doctor to practice in the community, are also important to community residents. Public service improvements desired are better water/sewer service, stricter animal control and better street/sidewalk maintenance. The above mentioned improvements would significantly improve the quality of life for village residents while allowing it to be self sufficient yet able to maintain its small town atmosphere.

- D. Development of community recreational/educational services for community residents of all ages was listed as important by the Task Force. The establishment of a park is a top priority for community citizens. Other suggestions offered include possibilities such as a roller rink, miniature golf/driving range, video arcade, a movie theater and activities for senior citizens. Residents of the village are forced to go outside the community for recreation and education. The establishment of these services would significantly improve the quality of leisure time for Webberville residents.

IMPLEMENTATIONS

Committee members have established strategies, rationales and implementations for each of the priorities. Each goal was looked at in terms of how the project would improve the quality of life in the village and whether the small town atmosphere would be retained with each implementation.

Expansion of Manufacturing Sector

Strategy:

Efforts should be undertaken to attract new manufacturing/industrial operations and other value-added enterprises.

Rationale:

Industrial operations in the area will enhance the property tax base, which in turn can lessen the property tax burden on residents. New businesses will offer job opportunities to residents of the village.

Implementation:

During the next three years the Webberville DDA, with the support of its parent body, the Webberville Village Council, and with the cooperation of the governing board of LeRoy Township and the Ingham County Department of Development should coordinated the following activities:

1. Construct a new water tower located within the Industrial Park. The water tower is vital to attracting firms into the Park as the existing tower is insufficient to meet the needs of potential Park industries.
2. Plan for a road system within the Industrial Park.
3. Create and distribute promotional materials to attract manufacturing firms to the Industrial Park.
4. Plan to construct a sewer system within the Industrial Park.
5. Work with the area school systems to help provide a trained work force immediately available for hire by the new industry/retail businesses.
6. To protect the integrity of the Industrial Park through proper buffering, the DDA should expand the park area by gaining control of adjacent property south of the Expressway and north to the CSX railroad.
7. Provide adequate truck routes to and from the Park by upgrading Webberville Road, the rail crossing and extending interior roads.

Establishment of Commercial Endeavors

Strategy:

The DDA should undertake activities that will promote the growth of the downtown business area in order to encourage community citizens to spend their money locally, and offer them less dependence on surrounding areas. Many owners of existing Webberville businesses have indicated they intend to expand due to favorable market expansion potential.

Rationale:

By having businesses active in the downtown area, the appearance of Webberville's Main Street will be greatly improved. Money spent locally has a tendency to stay in the local economy seven fold. An improved downtown will attract more outside dollars.

Implementation:

The DDA, during the next three years, in cooperation with the Webberville Village Council and the Ingham County Planning Commission, should coordinate the following activities:

1. Create a theme for the community which can be the focus around all other activities.
2. Promote the building of a local motel and/or encourage the establishment of a "Bed and Breakfast" business.
3. Conduct and sponsor a "Buy Local" campaign, utilizing promotional materials such as bumper stickers, buttons, newspaper ads etc., with messages like "shop Webberville," and "Support Your Local Businesses."
4. Support the development of the I-96/M-52 exit with businesses/franchises that will stop traffic long enough to re-direct people to the downtown and local area.
5. Establish a low-interest loan fund to assist downtown business owners to improve store fronts.
6. Support the formation of a local Chamber of Commerce.
7. Increase parking facilities in the downtown area by creating two lots.
8. Create expanded off-street parking facilities and traffic circulation plan.

Implementation of Service Related Programs

Strategy:

To improve the quality of life while allowing Webberville to be more self-sufficient and able to retain its small town atmosphere by implementing the following service related programs:

A.) Expansion and improvement of sewer and water systems.

Strategy:

To build a new water tower and continue expansion and improvement of water and sewer system.

Rationale:

Continued expansion and improvement of the sewer and water system is necessary to allow for and provide facilities for new growth in the village as well as to upgrade pressure and quality of water to current residents. Funds to maintain and improve the village facilities are derived directly from providing these services, therefore it is in the village's best interest to provide all economically feasible hook ups.

C.) Child Care Facility

Strategy:

To make quality child care available to community residents.

Rationale:

A lack of child care facilities in the Webberville community prevents parents from pursuing educational or career goals.

Implementation:

Collaborate with school system to develop suitable child care programs by:

1. Finding sources of financing.
2. Determining rules and regulations pertaining to development of a child care facility.
3. Determining a suitable location.
4. Hiring a competent administrator to oversee the operation, hire personnel, set fee schedules and policies, and report to council.

D.) 24-Hour Ambulance Service

Strategy:

~~Establish a 24-hour ambulance service for the Village.~~

Rationale:

To provide improved emergency service to residents and businesses, and to promote growth and development of the community.

Implementation:

After an evaluation of costs it has been determined that establishment of this service is not feasible at this time. This issue is important to the future of Webberville and therefore should remain on the list of strategic issues and reviewed at a later date as to its possible feasibility.

E.) Sidewalks

Strategy:

To provide a safe walkway for residents, especially children and the elderly.

Rationale:

Poor condition of sidewalks and a lack of sidewalks force residents to walk in the roadway. This is a special concern for children going to school and for elderly

people shopping in the business area. New walks need to be provided for the relocated store fronts. Old walks should be repaired and new ones built to provide safe pedestrian passage for all four seasons.

Implementation:

Priority will be given to repair of old walkways. Once this is completed new walks will be constructed. Main and Grand River will serve as the boundaries for the Village to be divided into four sections. These will be special assessment districts for the purpose of funding the sidewalk improvements/additions.

Property owners will pay fifty percent of materials and labor on the placement of sidewalks. This can be paid at the time of completion or placed on the tax roll over a five year period at six percent interest. Citizens whose property is on a corner lot will only pay for the longest corner. The village will pay the other fifty percent in addition to removing old walks. New houses built will be required to place sidewalks across the front of their property. To provide relief for Senior Citizens, sidewalks will be placed on their property, but payment will be made by the new owners when the property is eventually sold.

The Northeast corner of Webberville was completed in 1984, and the Southeast corner is currently approximately 2/3 complete. As monies become available the improvements and additions will continue.

F.) Public Transportation

Strategy:

To provide public transportation from the Webberville area to surrounding communities.

Rationale:

Better public transportation services will give residents more freedom of choice in shopping, entertainment and working facilities. It will also enable residents of nearby communities to visit Webberville. An added benefit would be the conservation of natural resources that public transportation provides.

Implementation:

Currently the Capital Area Transportation Authority (CATA) is expanding their Rural Service to the Webberville area through the "Williamston Ride-Ride/Webberville, Williamston, Meridian Mall Connector." It is expected that this service will begin in October of 1990 travelling mainly on Grand River while deviating

somewhat to pick up the existing Rural Service riders.

G.) Village Mail Service

Strategy:

To provide a convenient source of mail delivery to local residents.

Rationale:

Minimal post office parking has led to a considerable amount of congestion on Grand River. Senior Citizens are also burdened by the lack of delivery service.

Implementation:

A committee will be formed to write a petition and gain signatures from the 500 local residents who currently use the post office boxes. This petition will be sent to the local Postmaster for review and the Postmaster will then forward it to Lansing for approval or rejection.

H.) Improved Village Communications

Strategy:

To improve communication between Webberville government, businesses and local residents.

Rationale:

Improved communication leads to better cooperation and support between varying segments of the village population. Local government is most effective when informed of the concerns of residents and business owners.

Implementation:

The following steps will form a bridge to facilitate a smooth flow of information throughout the village:

1. Publish minutes and reports of council and DDA meetings in the Williamston Enterprise and the Fowlerville News and Views.
2. Mail a quarterly newsletter to all households within the Village informing residents of all recent projects and developments. It has been estimated that the cost of printing and mailing the newsletter will be \$1000.00 per year and will be funded through the Village Council budget.
3. Appoint a council member to serve as a liaison between the council and local business owners to discuss problems and concerns within the village.
4. Appoint advisory groups consisting of residents and business owners to serve when the village is

- undertaking major projects.
5. Invite local business owners to a designated council meeting to express their current needs and concerns.

I.) 24-Hour Police Coverage

Strategy:

To provide a police force of sufficient size in order to allow 24 hour coverage and increased police services.

Rationale:

Increased visibility of officers is a deterrent to crime and keeps the community and police force in greater contact with one another. With manpower at its optimum level the police can provide increased services to the community.

Implementation:

Initiate the following:

1. Alcohol and drug enforcement counter-measure programs.
2. Training programs, information services and demonstration programs.
3. Joint problem solving sessions between police and community leaders.
4. Community crime prevention planning programs.
5. Expand the police force to sufficient size thereby benefitting the community in terms of police protection, emergency services, and uninterrupted service to the community each hour of every day.

J.) Millage Rates

Strategy:

To have the Village officials put the needs and desires of the community in the forefront of their decision to reduce or increase the millage rate.

Rationale:

To insure the millage rate is at the level necessary to maintain the services and special needs of the community, while also not overburdening Village taxpayers.

Implementation:

The village officials are putting the tax payers first in their desire to raise or lower the millage rates. In the past four years the Village officials have rolled the taxes back to comply with the Headlee Truth and Taxation Law. The possibility of a lower millage rate in the Village of Webberville is not feasible without a

reduction in services. At the same time the council should not increase the millage rate without consulting the taxpayers for a vote for more services.

K.) School Driveway Exit

Strategy:

To provide a second exit from the Webberville High School parking lot thereby reducing congestion at the point of egress onto Grand River.

Rationale:

A recent design change which includes a segregated exit drive from the high school onto East Grand River has enhanced egress onto the highway, but a second exit lane would further enhance the traffic flow and provide for a more safe and orderly exit of vehicles.

Implementation:

To provide a plan for continued development of the exit drive at Webberville High School by:

1. Increasing the width of the driveway by sufficient footage to accommodate one additional lane for exiting vehicles only. By having two exit lanes one could be designated as left turn only and the other as right turn only.
2. A secondary plan would make necessary improvements, including but not limited to widening and paving of the rear exit drive onto Pardee Road.

L.) Four Lane Roadway and Left Lane Turning

Strategy:

To provide a four lane roadway on Grand River Avenue between Gramer Road and M-52, and to seriously consider enhancement of left hand turning.

Rationale:

Increased usage of Grand River has led to a need to improve traffic flow, and provide safe passage through the village.

Implementation:

The following steps should be taken to better facilitate vehicular traffic on Grand River between Gramer Road and M-52 (Stockbridge Road):

1. Increase the width of the highway from two lanes to a four lane highway.
2. Provide for an asphalt or cement bicycle path

- between Elm Road and Webberville Road.
3. Provide for pedestrian crossings at appropriate locations at or near businesses located west of the main business district.

M.) Housing

Strategy:

To make an effort to ensure a way for the community to provide an adequate supply of safe and sanitary housing in a diversity of styles and locations and in a price range affordable to all residents.

Rationale:

The present lack of affordable, safe housing limits future growth of the community. There is a great need for new housing and steps need to be taken to ensure that possible new housing developments have sufficient land available.

Implementation:

The Village, in cooperation with the Township, should establish a plan to set aside the needed land to ensure the future growth of Webberville. The plan should include the following:

1. To design a land use plan for the future needs of the community.
2. To annex property by legal means if necessary.
3. To encourage development of land in and around the village.
4. Continue a housing rehabilitation program with Ingham County.

N.) Library/Community Center

Strategy:

To develop facilities for a library and community center in the Village of Webberville.

Rationale:

The community library was destroyed by fire in 1989 and needs to be replaced. The community needs the library to support education in the area and to give residents a nearby resource facility. In addition, the community lacks a modern facility in which to hold meetings and other activities. Both of these facilities would serve as cultural centers for residents and would provide identity for the community.

Implementation:

A joint building advisory group has been formed between the Village Council, the DDA, and LeRoy Township to study the possibilities. This group has defined a location and has put together a plan to provide the above.

A proposal to build a combination Library/Community Center building has been approved by the three groups above. Plans have been drawn to renovate an existing building that will become the new community center. The building will also house new village administrative offices and new police offices. The library will be new construction and would be added to the existing community center building.

Financing for the construction will come from a variety of sources including local government funds, private grants, government grants, special community promotions, and borrowed funds. The total cost of this project is estimated at \$450,000 and is expected to be completed by July 1991.

O.) Development of Parking Areas.**Strategy:**

To create additional parking facilities for existing and potential new businesses.

Rationale:

The present lack of sufficient parking has hindered the downtown business district, making expansion difficult. The convenience and safety of citizens is a major concern.

Implementations:

The Webberville DDA in cooperation with the Village Council should complete the following parking areas: Lot No. 1 by the fall of 1990 and Lot No. 2 by the spring of 1991. For this to happen the following should take place:

1. Design a parking lay-out.
 - A.) Lot No.1, Southeast corner of Grand River and Main, behind the barber shop and auto parts store. The owner of the barber shop has expressed his desire to cooperate.
 - B.) Lot No.2, Southwest corner of Grand River and Main, behind the Memorial.
2. Develop a plan for upkeep, maintenance and leases.
3. Obtain funding from DDA and State Grants.
4. Establish a time element for completion.

5. Develop a plan for parking restrictions:
 - A.) Time limits.
 - B.) Reserved spaces for store owners and employees.
 - C.) Open spaces.
 - D.) No parking times (2:00 a.m. to 4:00 a.m.).
6. Future needs of additional parking areas will be addressed as the need arises.

IMPLEMENTATION OF COMMUNITY EDUCATIONAL/RECREATIONAL SERVICES

Leisure time activities should be provided and supported through municipal programs and new recreation oriented businesses. These activities would benefit community residents as well as those outside of the community.

A.) Community Parks and Recreation Programs

Strategy:

Through community wide involvement, promote and support the development of a parks and recreation program.

Rationale:

Establishing a parks and recreation program will improve the quality of life for residents of all ages by offering more leisure time alternatives in the village. A community park was listed as a top priority by Strategic Planning attendees, as well as those responding to a 1983 survey.

Implementation:

Through the following steps the Webberville Village Council, with additional support from local groups and businesses, would develop a park and recreation program:

1. Appointment of a parks and recreation commission.
2. Prepare and submit a recreational plan to establish eligibility for grants.
3. Locate and purchase park sites.
4. Upgrade existing recreational facilities.
5. Involve schools and surrounding township governments.

B.) Recreation Oriented Establishments

Strategy:

Bring recreation oriented endeavors to the village.

Rationale:

Recreation activities allow for a better quality of life and can provide economic benefits by providing jobs, diversifying the tax base, and attracting outside dollars.

Implementation:

Seek to attract recreational businesses such as a movie theater, bowling alley or water park.

PREVIOUS STUDIES

Economic Development Plan, Village of Webberville,
May 21, 1984

Zoning Ordinance, Village of Webberville,
September 23, 1987