

# Vision 2025

## >moving Wixom forward

### > **Live.**

#### *Placemaking .....2*

- Land Use
- Neighborhoods/Housing
- Physical Improvements
- Corridors/Subareas
- Gateways

### > **Work.**

#### *Economic Development 3*

- Businesses
- Industry
- Recruitment
- Research and Development

### > **Play.**

#### *Parks and Recreation ....4*

- Public Parks
- Recreation Programs
- Private Recreation
- Public Health

### > **Sustain.**

#### *City Services .....5*

- Transportation
- Infrastructure
- Public Safety
- Fiscal Sustainability
- Facilities

The City of Wixom has undergone a number of significant positive changes over the past decade. This is due to a commitment to providing quality public services, supporting a vision for a Village Center Area, and continued diversification of the local tax base. Looking into the future, the City sought to develop a vision for the community that was based on public input and support.

Vision 2025 is an update to the city's strategic vision, Wixom 2010, which was developed in 1993. Vision 2025 was prepared simultaneously to revisions to the Parks and Recreation Plan and set the stage for the Master Plan update.

This Vision 2025 document is based upon public input responding to information presented on community sustainability at a series of visioning workshops that were held at the Community Center in the fall of 2011. For those that could not attend the workshops, the information and questions were available on the City's website.

The questions cover four main topic areas, including Placemaking, Economic Development, Parks and Recreation, and City Services. They represent a targeted refinement of categories used in the Wixom 2010 Vision and relate to current opportunities and challenges facing the City. Each topic area has a listing of primary goals along with a series of recommended strategies to guide elected and appointed city officials as they make decisions affecting the community.

#### **Key Results from Visioning Process**

One of the common themes in the questionnaire responses is the need to maintain the high level of city services residents and businesses currently receive. More specifically, respondents indicated that they would be willing to support a citywide millage if it allowed the City to maintain current service levels including infrastructure maintenance and repairs. Other key findings include the following:

- Build on the strengths of emerging industries in the area (i.e. Providence Hospital, Plasan, Eberspacher, Wolverine Inc., and Moeller Manufacturing) that are likely to provide employment into the future.
- Redevelop the Ford site with a stronger presence along Wixom Road to create a dynamic corridor on both sides of the street.
- Continue to pursue diverse housing stock in the VCA to accommodate seniors and empty nesters.
- Partner with local businesses and civic organizations to broaden offering of special events (concerts, farmer's markets, art fairs, holiday events, etc.)

# Placemaking

Placemaking is an approach to planning that considers the needs and desires of local residents to create a vision for the future that will be attractive and welcoming to them. The City of Wixom intends to capitalize on its local community assets: local parks, civic facilities, community spirit, history and character, to promote better health, happiness, and well-being. By incorporating the most cherished aspects of the community into the overall vision, the plan is more likely to respond to the needs of Wixom residents and result in the type of community desired.

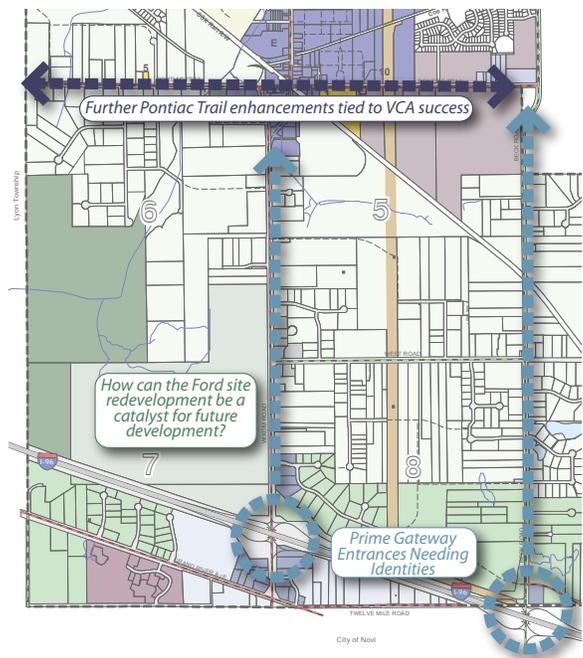
## Goal 1: Enhance and improve Wixom's Small Town Character.

- Continue to enforce existing housing, rental, and maintenance codes to ensure neighborhoods remain strong and vital.
- Preserve quality single-family neighborhoods.



## Goal 2: Create attractive entryways into the city that enhance the city's image.

- Reimagine the Wixom Road corridor as a gateway to downtown Wixom. Pursue quality site design, streetscape improvements, and wayfinding to connect to the VCA.
- Redevelop the Ford site with a stronger presence along Wixom Road to create a dynamic corridor on both sides of the street. This site, both visually and economically, can provide a more modern and sustainable development for Wixom and the region.
- Strengthen the image of Beck Road as a corridor into the city and the VCA through quality site design and aesthetic enhancements like improved signage and the addition of street trees and landscaping.



## Goal 3: Continue enhancements in the Village Center Area to reach its full potential.

- Continue to pursue diverse housing stock in the VCA to accommodate seniors and empty nesters
- Look for opportunities to connect the VCA to adjacent neighborhoods through streetscape improvements and non-motorized connections
- Develop the east retail building along Pontiac Trail and seek new businesses to fill vacant storefronts.



The current economic environment is more challenging than ever. With the closure of the Wixom Ford Plant and possible elimination of the state personal property tax, the City is working diligently to diversify its industrial base. However, additional efforts can be made to strengthen small businesses and the local economy. The City can facilitate business location by providing information to potential investors, and can advocate for additional educational and knowledge-based resources in response to the national shift in employment from manufacturing to service and knowledge-based industries.

**Goal 4: Encourage redevelopment of underutilized and vacant commercial/ industrial sites and buildings.**

- Inventory vacant sites and buildings and promote opportunities to potential businesses.
- Reuse former industrial and commercial buildings, including incubator space for new businesses or high-tech industries.



**Goal 5: Continue to diversify economic base (R&D, office, medical, medical manufacturing, high tech manufacturing, other modern industrial).**

- Build on strengths of emerging industries in the area (ie Providence Hospital) that are likely to provide employment into the future.
- Where feasible, attract green industry and jobs.
- Continue to promote workforce development and education.



**Goal 6: Continue to improve the City's capacity to attract new businesses.**

- Establish a program to identify, target and recruit companies most likely to locate in Wixom. This effort would supplement the existing efforts of the county and state while providing better coordination between all units of government.
- Promote Wixom through a branding and marketing campaign (i.e. Pure Michigan).



Wixom Ford Site Redevelopment  
Revised Initial Concept Plan 8-11-11



# Parks and Recreation

*Wixom's Parks and Recreation programs are a strong component to residents' quality of life. Community health begins with being active, so providing the facilities necessary to recreate are critical to the long-term health of the community. Parks and Recreation can also influence placemaking and economic development, since residents and business alike have found that strong recreation programs typically translate into vibrant places with robust economies.*

**Goal 7: Promote healthy and active lifestyles for residents of all ages, incomes, and abilities.**

- Provide continued recreation opportunities at the City Center.
- Partner with schools to promote Safe Routes to School.
- Continue to enhance walkability between the VCA and adjacent neighborhoods.



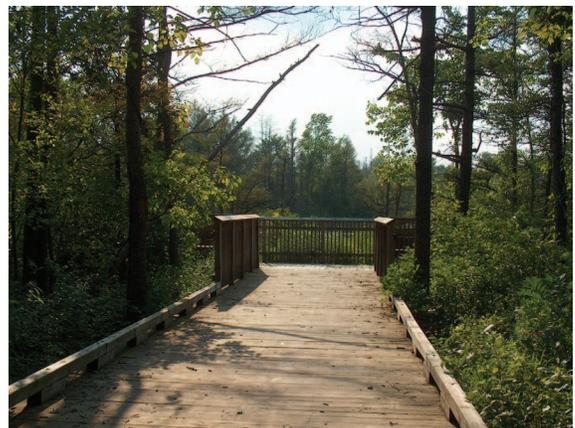
**Goal 8: Promote recreation programming to enhance a sense of community and interaction among residents year-round.**

- Partner with local businesses and civic organizations to broaden offering of special events (concerts, farmer's markets, art fairs, holiday events, etc.).
- Continue to seek out grants and funding opportunities for improvements to parks and recreation.



**Goal 9: Create a clean, healthy, and attractive environment.**

- Preserve and connect greenspace and natural resources.
- Protect and improve air and water quality.



# City Services

The City of Wixom strives for a high quality of life for current and future residents by maintaining a diverse and unified offering of community facilities and services. A key challenge is ensuring facilities are up-to-date, maintained appropriately, and conveniently located for residents throughout the city. The City must continue to make investments in its public infrastructure to meet the needs of current and future resident and business constituencies. This involves both improvements to physical systems, but also an awareness of changing technology, resident desires and trends, so that provision of services like libraries still meets demand in the age of electronic communication, utilities like sanitary sewer lines remain in good shape to protect the community health, roadways are maintained to facilitate safe and convenient travel, and fire and police departments are funded to provide necessary public safety.

**Goal 10: Provide fiscally sound, high-quality municipal facilities and services.**

- Public Safety
- Library
- Roads
- Water and sewer infrastructure



**Goal 11: Make it comfortable and easy for people to walk and bicycle throughout the city, and support viable alternatives to driving.**

- Continue to enhance and improve non-motorized system throughout the city, and connect to neighboring communities.
- Participate in regional discussions regarding development of a regional transit system.



**Goal 12: Ensure that Wixom is socially, environmentally, and economically sustainable in the long term.**

- Continue to evaluate the efficiency of the provision of city services.
- Explore sustainable alternatives for city buildings, power, and fleets.
- Use multi-year budgets and forecasting to maintain fiscal viability and explore supplemental service funding (i.e. dedicated millages bond issuance, etc.) as may be needed.



*prepared in collaboration with*



**LSL Planning, Inc.**

*Community Planning Consultants*