

# ***APPENDIX C: 2013 INPUT SUMMARY***

April 23, 2013

- Address housing issues – quantity, quality, and appropriate demographic/market.
- Connect downtown to the university.
- Address issues at traffic intersections.
- Need more non-motorized transportation options.
- Dumpsters and garbage are issues in student areas.
- Need more active economic development and active partnerships with regional entities.
- Develop incentives to encourage university faculty to live in the City.
- City parks are nice, an asset for the City.



- Make Bellows Housing more like East Lansing.
- More retail/services near campus.
- Have things for students downtown, connect to University.
- Enjoy connectivity of parks – No real reason to expand. Connect path to roads at parks.
- There is a demand for student living/housing downtown.
- Worst intersection – East Campus and Preston.
- Find ways to get parts of non-motorized plan implemented.
- Make Bluegrass and Bloomfield walkable, with pedestrian connection.

## **Mt. Pleasant Master Plan Community Input Open House**

April 23, 2013

- Need signage on existing bike paths.
- There is no bike access to Meijer.
- Make 127 at Bluegrass and Broomfield pedestrian friendly (and Apian Way).
- Will the S. Washington / S. Main Street study be implemented?
- Limit rentals to south of High Street.
- Convert houses north of High Street to single family homes if possible.
- Provide homes near University for professors, faculty, and staff.
- Faculty live out-of-town.
- Need to integrate faculty families with community.
- City should focus on families and not student landlords.
- Invest in long-term residence for Mt. Pleasant.
- Relocate industrial property from Washing and Michigan.
- Clean up LaCross Glass building.
- Love the parks – Very pleasing.
- Concern with people that have to leave their home. Where do they go? DHS?
- Need housing opportunities for a variety of income levels.
- Please get the Dog Park moving forward.
- Do not allow dumpsters in residential areas.
- Garbage containers for rentals are unsightly.
- Restrict to alley pick-up.
- Perhaps charge more for rental licenses.
- Not strict enough rules for landlords or older homes.
- Make student housing more appealing and diverse in appeal.
- Does zoning code address small wind and solar?
- House on Mosher and Fancher – Unoccupied since 1990, mold, please address this building, may not be connected to sewer. House is “bringing down the neighborhood”.
- Please prune trees on S. Fancher.
- There is a GLUT OF STUDENT RENTAL APTS. and bringing down property values.
- Don't like restaurants in middle of parking lot (Sav-a-Lot store), eliminates parking, tough to find a good place to park.
- Why are we putting in so many restaurants – Too many pizza places.
- Downtown looking good.
- Need low income housing for senior citizens – With Green and Gardens.
- Sustainability – Huge issue – Make future improvements address clean water and sustainability.
- Garbage – On edge of student housing. Plastic dumpsters, you see them everywhere everyday! Why isn't garbage being picked up on the alley?
- Trucks do pick up garbage on the alley.
- Code limits rentals to 2 non-family members – Renters work around this and finagle the rules.
- Need nice housing near University for professors and staff.
- Concerned with density in college town area.
- Want to see Mt. Pleasant grow and become a “place”.
- Downtown needs more options – More restaurants.
- Goal – Make community more sustainable.
- Make Cherry a one-way heading west from Mission – Eliminate entry drives on Mission into development.
- Need future connections to East Campus Drive – Steve and Doug – Happy's Pizza and Century Properties.
- Make properties have greater access to foot traffic in area.
- Make community more pedestrian friendly and bike friendly.

## **Mt. Pleasant Master Plan Community Input Open House**

April 23, 2013

- Need to address traffic congestion at Broomfield and Mission, and Pickard & Mission.
- Mission corridor congested throughout.
- Living by rentals is a bad experience.
- Owner occupied much better neighborhood.
- Draw line at High Street.
- Make zoning line the street, not the backyard.
- Bring areas back to Owner occupied Single Family Homes.
- Like the downtown park.
- Love connectivity to trails.
- Collaboration between City and Township is essential.
- City should complete all curbs and gutters in neighborhoods.
- Downtown used to be a Mecca.
- Today, there is a much better “marriage” between CMU and City.
- Would like to see an outdoor ice rink in the City.
- Lack of upkeep at student housing is a problem to neighbors.
- Concern of mid-block creep of some zoning boundaries.
- Retired people have money, so the City should do more to capture their dollars.
- Need a retirement community to keep the retired people here – Market Rate (not Maple Wood)
- Want safe places/community (for seniors), 4 levels: independent living, apartments, assisted living, nursing (dementia) – Large development, can bring jobs.
- There is a concern of neighborhood residents that they are in the minority relative to the overall population.
- Paved parking at boarding houses / rental complexes would be much more attractive.
- Need to discourage absentee landlords.
- Over time, as homes get bought by developers, and get converted to rentals, and get redeveloped to bigger multi-family structures, future purchase of property by residents is likely impossible.
- Is there an architectural theme that is innate to Mt. Pleasant?
- Building facades are important.
- Concerned that the City has not adopted any aspects of the non-motorized.
- “The Greenway Loop” – Citizens really want to see that happen, grad student thesis/research demonstrates widespread community usage.
- City has a density problem.
- The “Golden Goose” is the student population.
- Lots of good things in the City have moved out. The City has all the “action”, not surrounding Townships.
- What if CMU opened a credit union in the City? Could be a job creator.
- Some City policies are impeding growth.
- Connect City with Tribe through non-motorized pathway plan.
- Tribe needs City support crossing 127 via Remus (non-motorized connection).
- City strategy for future growth and development is to plan and market regionalism as a mid-Michigan destination – Highlight City’s attributes (partner with Regional Economic Development Agency and Tribe).
- City buildings need to go higher, need more density.
- There is a demand for student living in downtown.
- City should hire an engineer to determine which alleys to eliminate: Would help with property values. Would help eliminate City costs.

# Sign-In Master Plan/ Mt. Pleasant Center Open House

April 23, 2012

Name	Address	Phone	Email	About	E-newsletters
Brian Anderson	200 E. Broadway Mt. Pleasant, MI 48858	989-772-2858	<a href="mailto:banderson@mmdc.org">banderson@mmdc.org</a>	Work in City	No
Lois Arnold	1313 Bennett Mt. Pleasant, MI 48858	989-773-4317		Live and work in the City	Already do
Chris Bundy	311 N. Franklin Mt. Pleasant, MI 48858	989-772-4696	<a href="mailto:cmbundy@frontier.com">cmbundy@frontier.com</a>	Live in City	Already do
Steve Bush Sentry Properties	PO Box 532 Midland, MI 48640	989-513-4444	<a href="mailto:Bush.properties@yahoo.com">Bush.properties@yahoo.com</a>	Own business in City	Yes
Jane Butcher	1002 Glenwood Mt. Pleasant, MI 48858	989-772-1443		Live in City	
Sarah Christensen	1007 Harold Ave. Mt. Pleasant, MI 48858	989-506-2838	<a href="mailto:sarah@greentree.coop">sarah@greentree.coop</a>	Live and work in City	Already do
Christopher Coale City of Mt. Pleasant	1151 Appian Way, Mt. Pleasant, MI 48858			Live & work in City, CMU student	
Donna Collins	1810 Beech Ave. Mt. Pleasant, MI 48858				
Diane Current	215 E. High St. Mt. Pleasant, MI 48858	989-772-0526	<a href="mailto:diane@dcurent.org">diane@dcurent.org</a>	Live in City	
Jackie Curtis	7442 E. Beal City Road Mt. Pleasant, MI 48858	989-772-0597	<a href="mailto:Jac62iris1@yahoo.com">Jac62iris1@yahoo.com</a>		Yes
Roxy Danevant	3844 E. Rosebush Rd. Rosebush, MI 48878	989-433-0095			
Jeff & Cam Ellis	213 N. Fancher Mt. Pleasant, MI 48858	989-772-7040	<a href="mailto:jpcellis@yahoo.com">jpcellis@yahoo.com</a> <a href="mailto:camellis1@frontier.com">camellis1@frontier.com</a>	Live and own business in City	Yes
Zach Foote			<a href="mailto:Foote1zj@cmich.edu">Foote1zj@cmich.edu</a>	CMU student	No
Samantha Fiani	301 W. Maple Apt. 5 Mt. Pleasant, MI 48858	810-623-2622	<a href="mailto:smfiani@gmail.com">smfiani@gmail.com</a>	Live, work, own a business and CMU student	Yes
Corey Friedrich	1152 Highland St. Mt. Pleasant, MI 48858	989-560-4462	<a href="mailto:cfriedr@crdl.org">cfriedr@crdl.org</a>	Live and work in City	Already do
Craig Graveratte	4185 W. Beal City Rd. Weidman, MI 48893	989-309-0977	<a href="mailto:cgraveratte@sagchip.org">cgraveratte@sagchip.org</a>		No
Marcell Hadden	9560 E. Remus Mt. Pleasant, MI 48858		<a href="mailto:mahadden@sagchip.org">mahadden@sagchip.org</a>		No
Susan Horgan	1010 South Kinney Mt. Pleasant, MI 48858	989-773-3022	<a href="mailto:Horgansusan29@gmail.com">Horgansusan29@gmail.com</a>	Live in City	Yes
Kristina Hasanaj		586-819-6198	<a href="mailto:Hasan1k@cmich.edu">Hasan1k@cmich.edu</a>	CMU Student	
Kathy Hill	111 E. Broadway Mt. Pleasant, MI 48858	989-773-3689	<a href="mailto:khill@artreachcenter.org">khill@artreachcenter.org</a>	Work in City	
Doug Jackson	3271 Applewood Midland, MI 48690	989-835-1556	<a href="mailto:drjackson3211@att.net">drjackson3211@att.net</a>	Own a business	Yes
Sally Kniffer & Jim Ramon	Mt. Pleasant	989-533-9448	<a href="mailto:Earthhugger11@yahoo.com">Earthhugger11@yahoo.com</a>	Work in City	No



Patty Stangle-Krcmarik	201 West Drive Mt. Pleasant, MI 48858	989-773-0778	<a href="mailto:pstanglek@yahoo.com">pstanglek@yahoo.com</a>	Live in City	
Dave & Sue Lapham	5770 Carriage Lane Mt. Pleasant, MI 48858	989-772-4568		Own business	Yes
D&D Real Estate Steve Lawrence	1100 Wendrow Way Mt. Pleasant, MI 48858			Live and work in the City	
John & Cil Lorand	1351 Tomah Drive Mt. Pleasant, MI 48858	989-772-5694	<a href="mailto:Cil.lorand@gmail.com">Cil.lorand@gmail.com</a>	Live in City	Yes
Frank C. Loutier	7070 C. Broadway Mt. Pleasant, MI 48858	989-775-4076	<a href="mailto:fcloutier@sagchip.org">fcloutier@sagchip.org</a>		
Shannon Martin	Ziibiwing	989-775-4750	<a href="mailto:smartin@sagchip.org">smartin@sagchip.org</a>		
Bryan Mielke		989-772-7482		Work & own a business in the City	Already do
Mike Miller	Commercial Bank	989-773-0355	<a href="mailto:millermi@commercial-bank.com">millermi@commercial-bank.com</a>	Work in City	Already do
Joe Olivieri	1426 Orchard Dr. Mt. Pleasant, MI 48858	989-330-5704		Live, work and own a business in City	Already do
Carey Pauquette	219 E. Bennett Mt. Pleasant, MI 48858	989-317-0257	<a href="mailto:cpauquette@sagchip.org">cpauquette@sagchip.org</a>	Live in City	Already do
Dave Prout	309 W. Main Mt. Pleasant, MI 48858	989-560-1070	<a href="mailto:proutdl@yahoo.com">proutdl@yahoo.com</a>	Live, work and own a business in the City	Yes
Steve Pung	139 E. Broadway Mt. Pleasant, MI 48858	989-779-6310	<a href="mailto:spung@isabellabank.com">spung@isabellabank.com</a>		Already do
Allison Quast	502 S. University Mt. Pleasant, MI 48858	989-854-0444	<a href="mailto:Allison@motorilessmotion.com">Allison@motorilessmotion.com</a>	Live, work and own business in City	Already do
Sam & Lara Raisanen	507 S. University			Live and work in City	
Lois Sandobrook	4423 W. Belmont Rd. Blanchard, MI 49310	989-866-2358	<a href="mailto:fairviewacres@msn.com">fairviewacres@msn.com</a>		Yes
Amanda Schafer	PO Box 1283 306 S. University Mt. Pleasant, MI 48858	989-773-7322	<a href="mailto:aschafer@mpacf.orrq">aschafer@mpacf.orrq</a>	Work in City	Already do
Leo Schlickemeyer	3710 S. Isabella Apt. 201 Mt. Pleasant, MI 48858		<a href="mailto:lschlickemeyer@mt-pleasant.org">lschlickemeyer@mt-pleasant.org</a>	Work in City & CMU student	
Don Seal		989-775-4151		Work in City	No
Matthew Sous	520 S. Lansing Mt. Pleasant, MI 48858	989-714-9253	<a href="mailto:msous@mt-pleasant.orrq">msous@mt-pleasant.orrq</a>	Live and work in City	
George & Sherry Sponseller	1309 S. Lynnwood Mt. Pleasant, MI 48858	989-772-0155	<a href="mailto:Spons77@aol.com">Spons77@aol.com</a>		
Rich Swindlehurst	110 W. Michigan Mt. Pleasant, MI 48858	989-621-6076	<a href="mailto:richswindlehurst@aol.com">richswindlehurst@aol.com</a>	Live, work and own business in City	Already do
Ryan Sytsma	1300 Gezon Mt. Pleasant, MI 48858	616-717-6648	<a href="mailto:Ryan.sytsma@gfs.com">Ryan.sytsma@gfs.com</a>		Yes
Cathy Tilmann	417 N. Franklin Mt. Pleasant, MI 48858	989-772-5451		Live in City	No

Jean William	5661 S. Crawford Mt. Pleasant, MI 48858	989-772-7339	<a href="mailto:Jean109437@aol.com">Jean109437@aol.com</a>	Yes
Woody Woodruff	2010 S. Lincoln Rd. Mt. Pleasant, MI 48858	989-772-4606 ext. 241	<a href="mailto:wwoodruff@uniontownshipmi.com">wwoodruff@uniontownshipmi.com</a>	

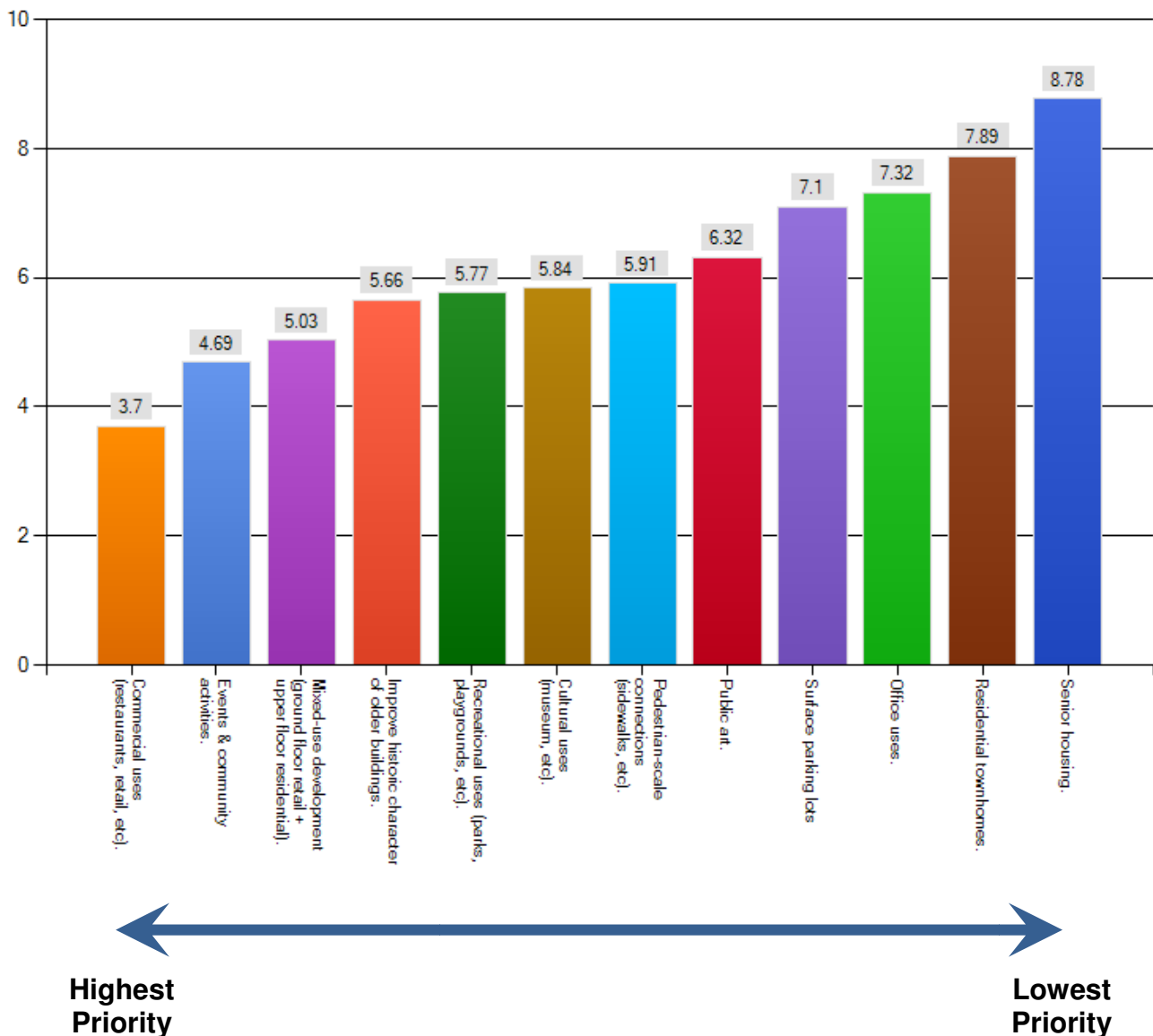
## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.

This chart shows the resultant rankings for all 580 survey respondents. All graphs show the average ranking for each of the 12 items in the survey.



See page 39 of the file called *mtpleasant\_survey\_results\_deatil.docx* for the raw data output for all 580 survey respondents to Question #1.

answered question: 578 | skipped question: 2



## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

These data compare the resultant rankings for various groups taking the survey. A total of 8 sub-sets were created, all detailed on pages 3 through 10.

**1 = Highest Priority and 12 = Lowest Priority**

		Commercial uses (restaurants, retail, etc)	Events & community activities	Mixed-use development (ground floor retail + upper floor residential)	Improve historic character of older buildings	Recreational uses (parks, playgrounds, etc)	Cultural uses (museum, etc)	Pedestrian-scale connections (sidewalks, etc)	Public art	Surface parking lots	Office uses	Residential townhomes	Senior housing
All survey respondents	580	3.70	4.69	5.03	5.66	5.77	5.84	5.91	6.32	7.10	7.32	7.89	8.78
Live in the City	338	3.82	4.60	4.99	5.76	5.75	5.85	5.97	6.31	7.30	7.47	7.80	8.94
Live downtown	50	4.86	4.49	4.85	5.36	4.88	5.82	6.00	5.14	8.00	8.46	8.21	9.69
Don't live in the City	202	3.49	4.78	5.15	5.56	5.78	5.86	5.63	6.47	6.77	6.96	8.22	8.66
Age 24 or younger	66	4.91	4.95	6.06	5.92	4.95	5.88	6.49	6.40	7.72	7.98	7.37	9.05
Between ages 24 to 65	411	3.66	4.55	4.91	5.63	5.76	5.87	5.75	6.38	7.26	7.43	8.18	9.03
Age 65 or older	62	2.70	5.00	4.90	5.74	6.53	5.51	5.60	6.24	5.11	5.79	6.95	7.12
Meeting in a Box respondents	150	2.88	4.22	4.69	4.97	5.33	6.12	5.11	6.68	5.16	5.71	7.59	8.29
Took the online survey	430	4.02	4.86	5.16	5.92	5.94	5.72	6.21	6.19	7.84	7.94	8.01	8.97

### **Color Code Used to Highlight the Resultant Rankings:**

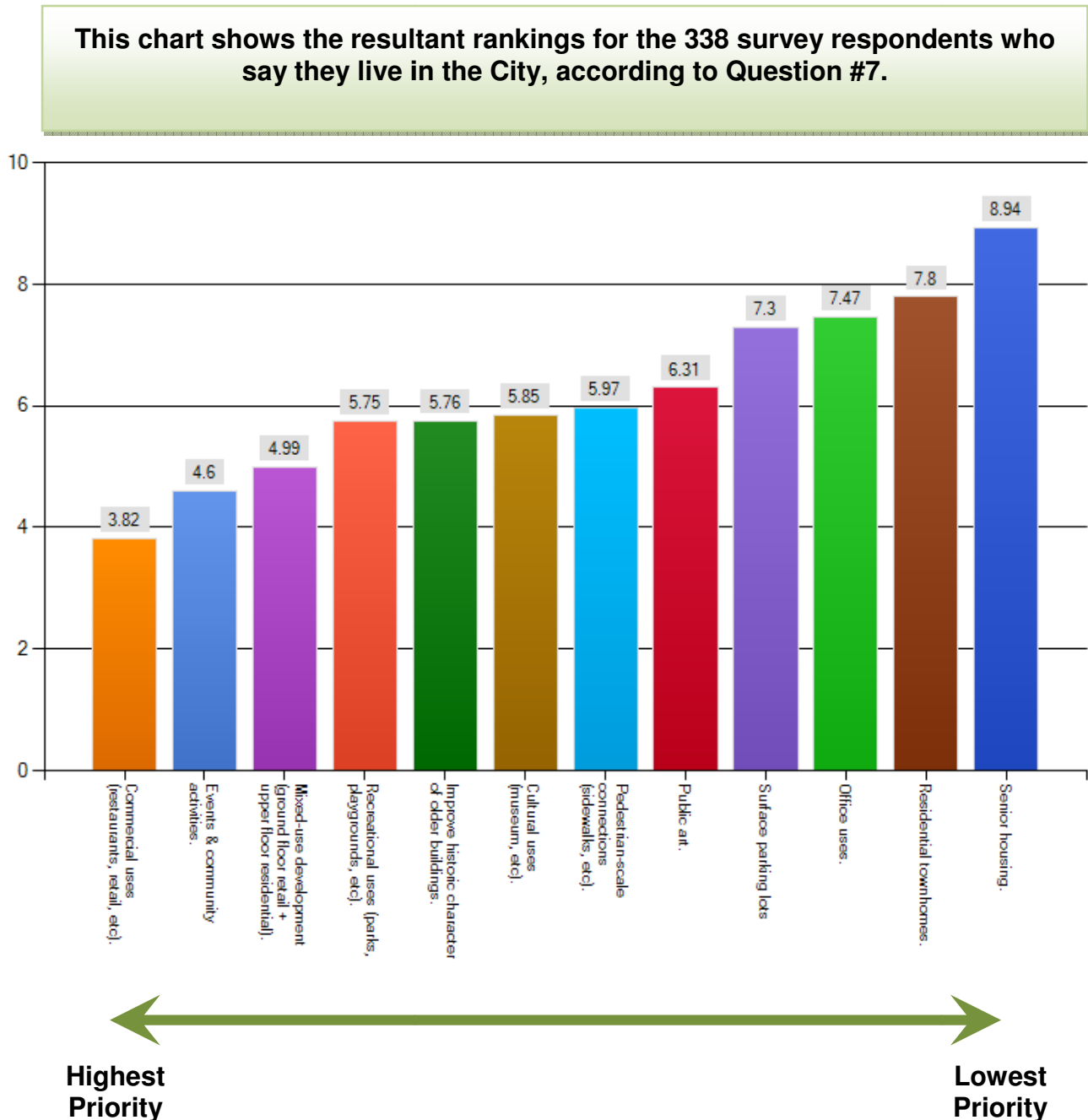
1st Ranked Choice	2nd Ranked Choice	3rd Ranked Choice	4th Ranked Choice	5th Ranked Choice
0.00	0.00	0.00	0.00	0.00

## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.



answered question: 338 | skipped question: 0

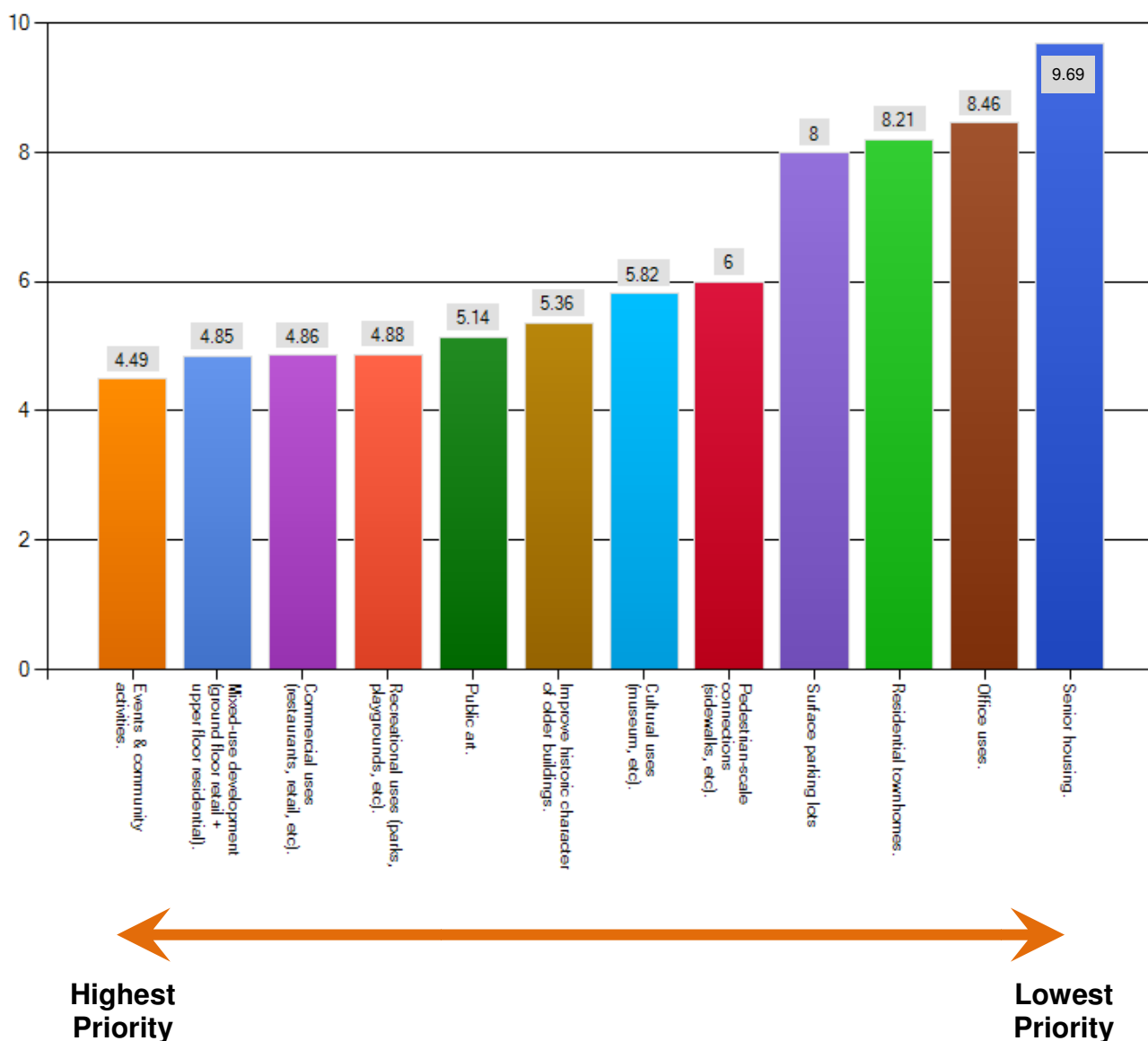
## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.

This chart shows the resultant rankings for the 50 survey respondents who say they live downtown, according to Question #6.



answered question: 50 | skipped question: 0

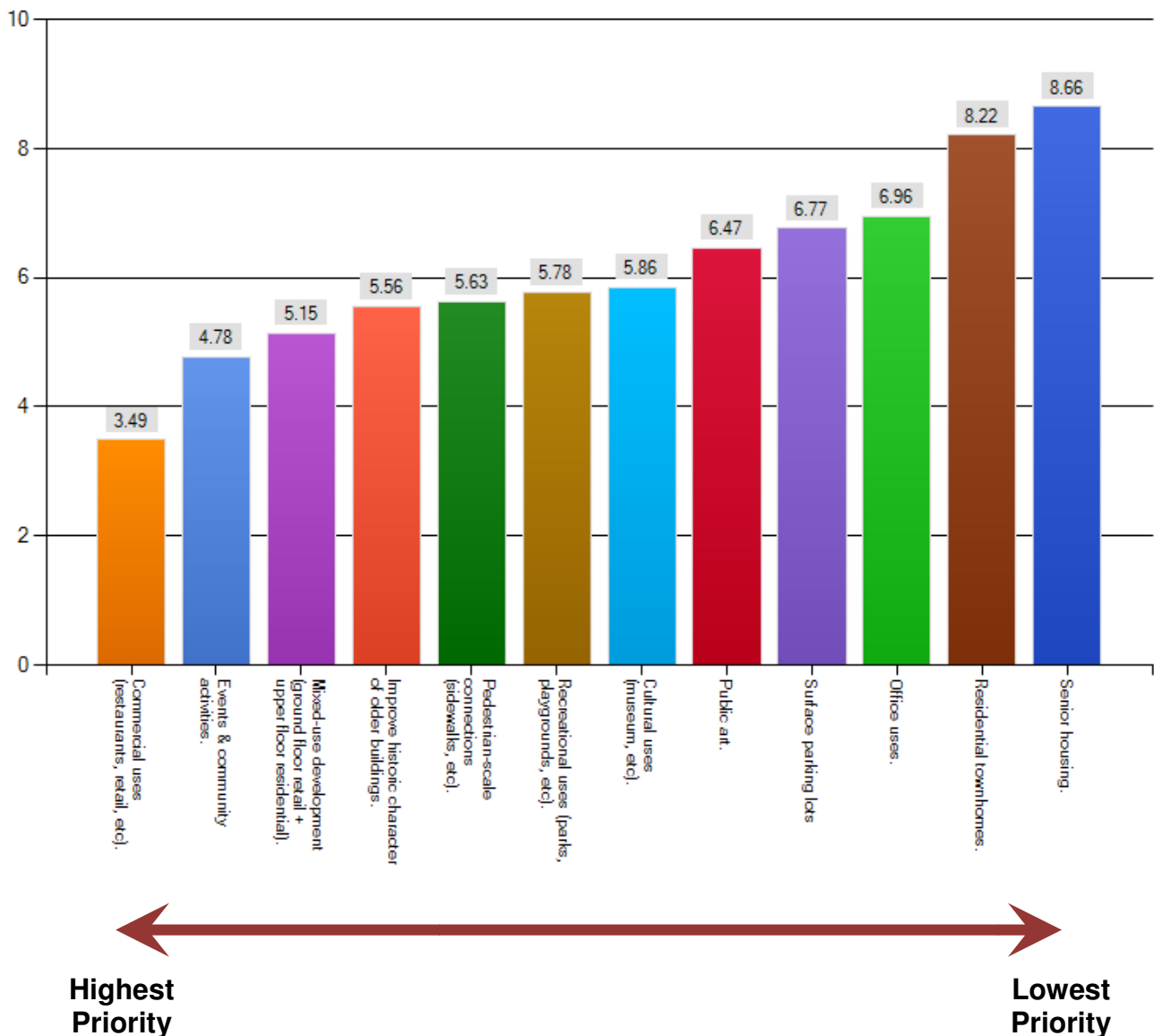
## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.

This chart shows the resultant rankings for the 202 survey respondents who say they don't live in the City, according to Question #7.



answered question: 202 | skipped question: 0

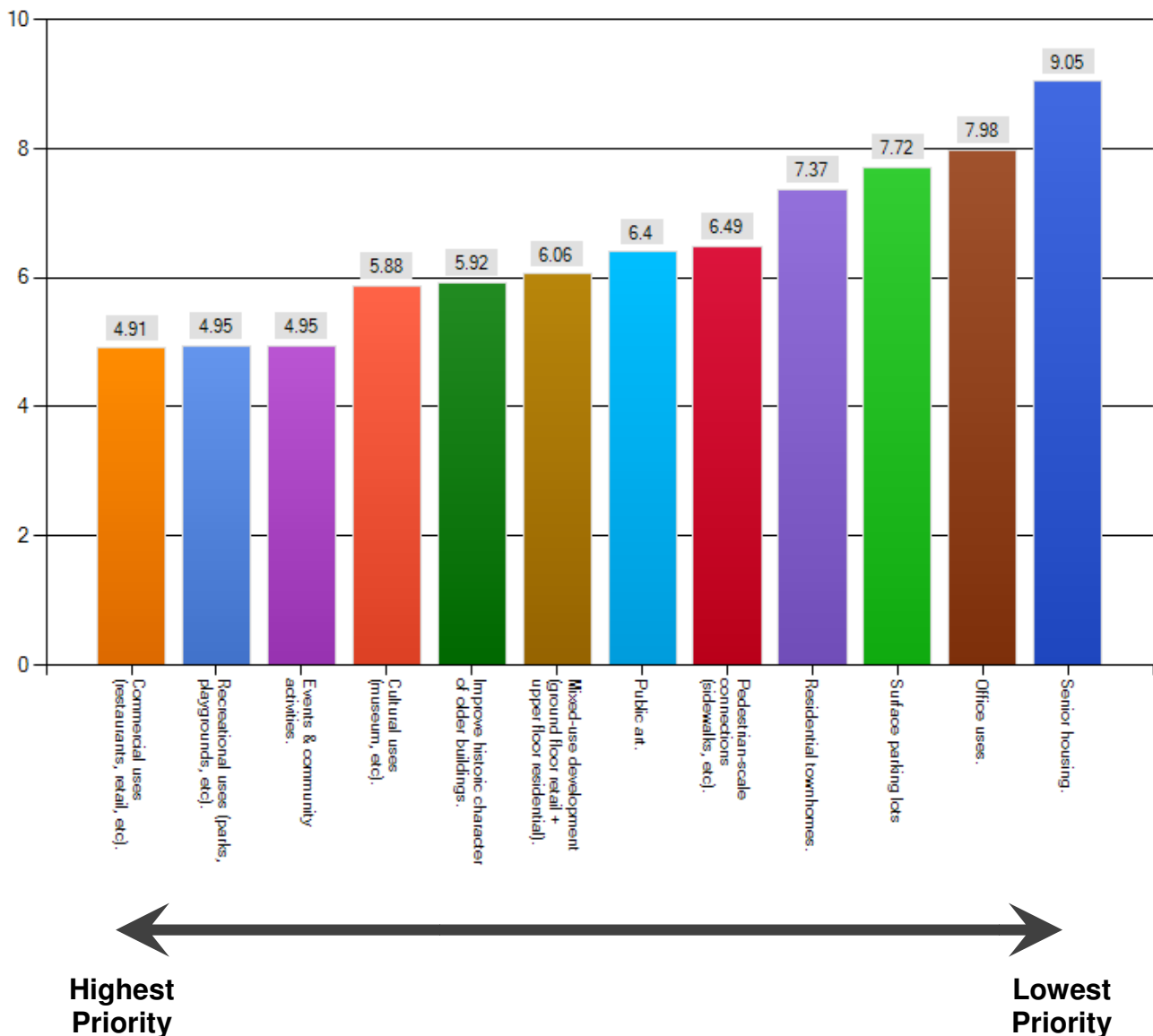
## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.

This chart shows the resultant rankings for the 66 survey respondents who say they are age 24 or younger, according to Question #8.



answered question: 66 | skipped question: 0



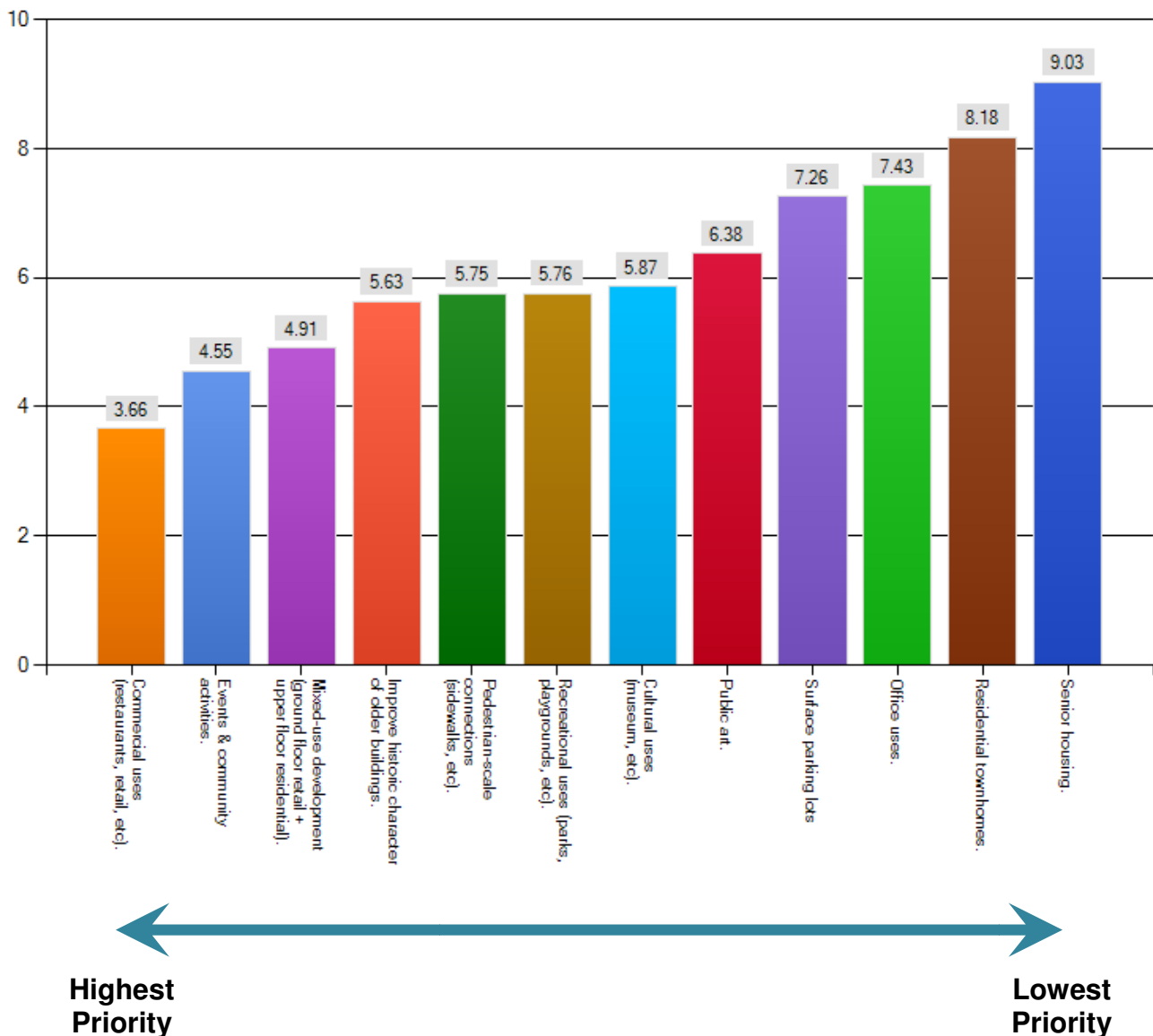
## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.

This chart shows the resultant rankings for the 411 survey respondents who say they are between the ages of 24 to 65, according to Question #8.



answered question: 411 | skipped question: 0

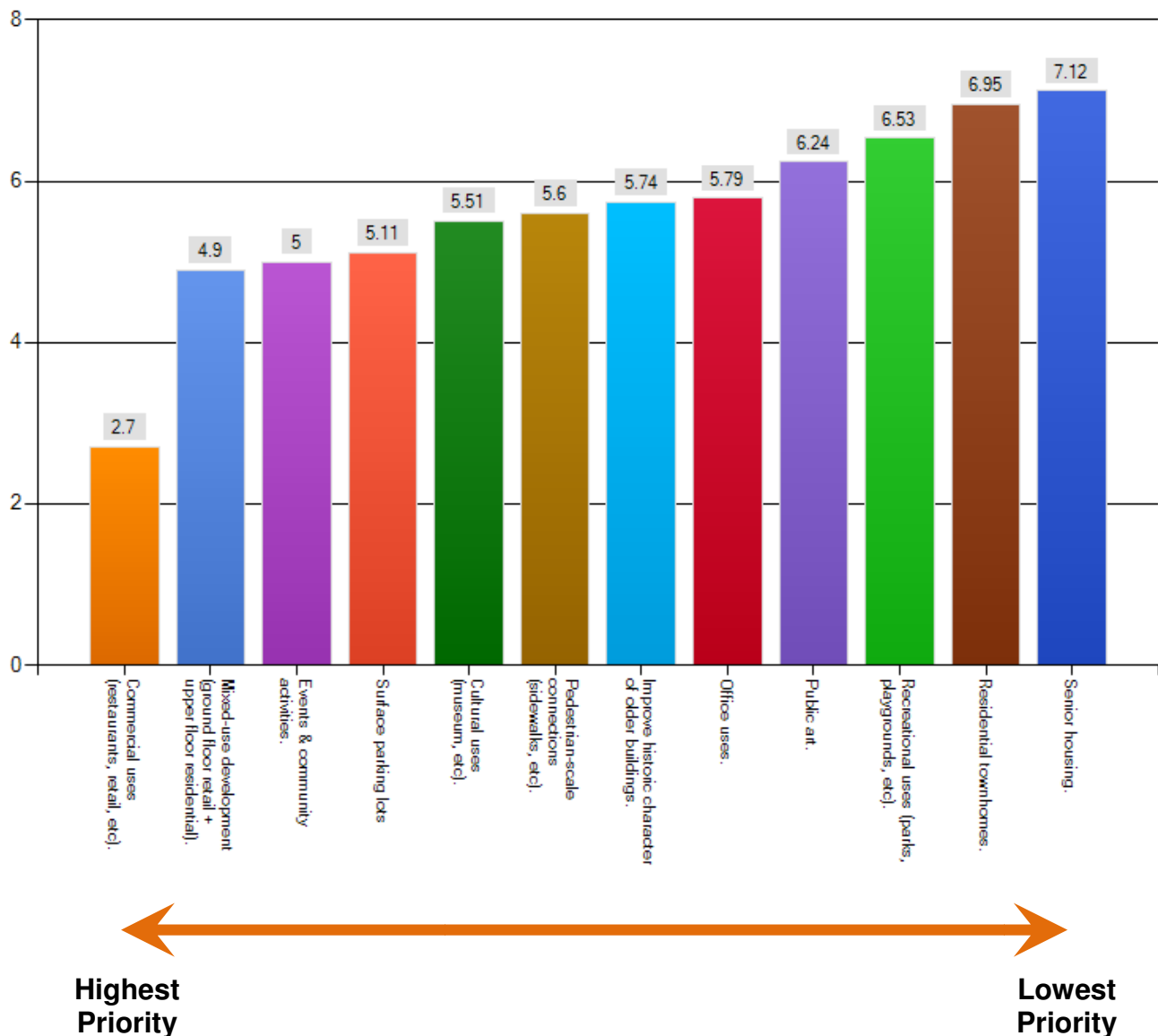
## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.

This chart shows the resultant rankings for the 62 survey respondents who say they are age 65 or older, according to Question #8.



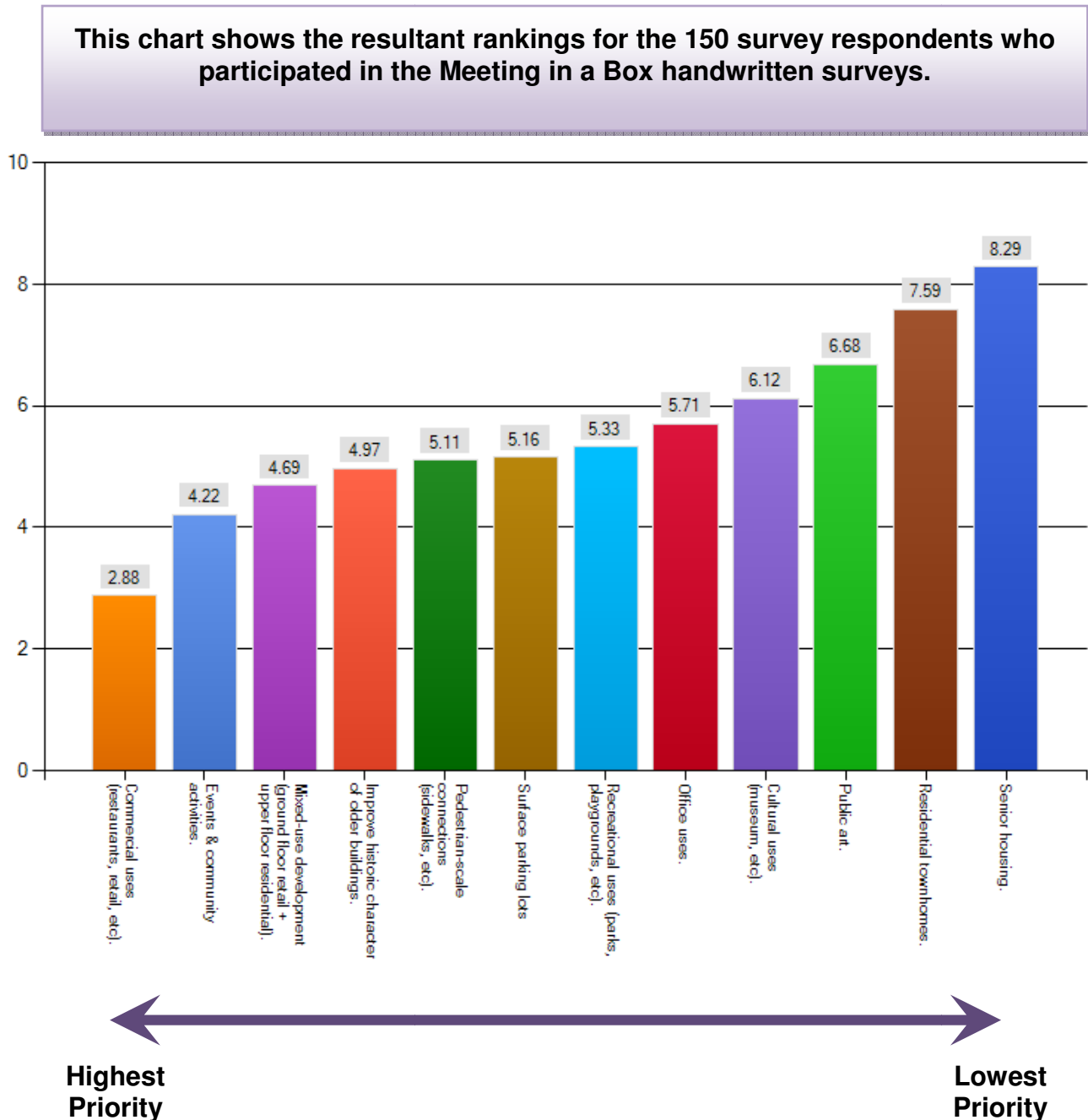
answered question: 62 | skipped question: 0

## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.



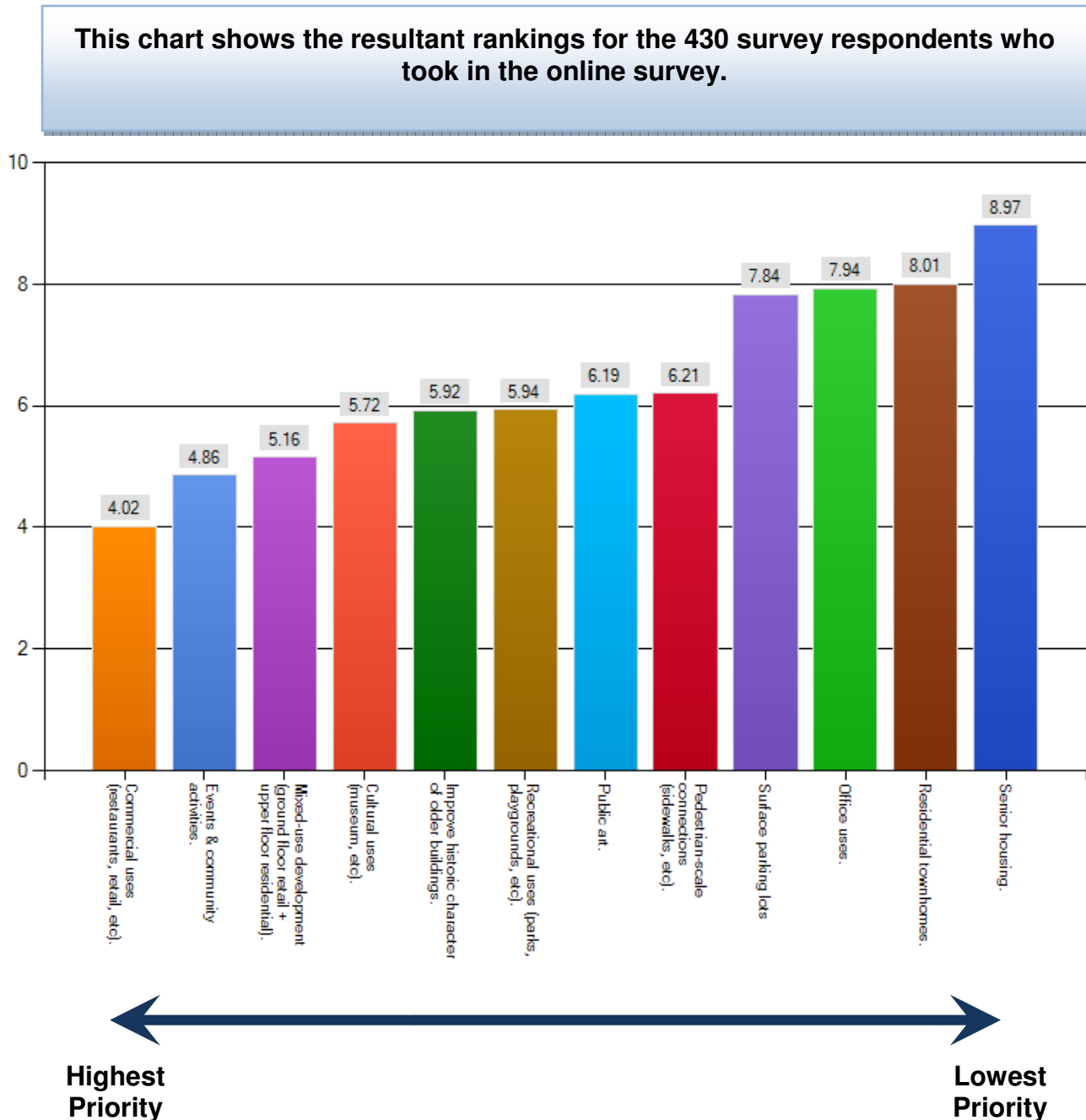
answered question: 150 | skipped question: 0

## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area?

Please note that 1 = Highest Priority and 12 = Lowest Priority. You are allowed to use each ranking value just once.



answered question: 428 | skipped question: 2

Final Results | June 10, 2013 | 580 Total Respondents

139 total responses

- More restaurants
- More outdoor café areas
- More outdoor seating for restaurants
- Events
- Activities
- Art
- More businesses
- More boutique stores
- Parks
- Improved parking
- Keep downtown clean
- Make downtown more family-friendly
- Farmer's market improvements
- Retain young professionals

A word cloud shaped like a horizontal oval, representing the 'Downtown' area. The word 'DOWNTOWN' is the largest and most central. Other prominent words include 'PARKING', 'PLEASANT', 'COMMUNITY', 'AREA', 'CITY', 'BUSINESSES', 'ART', 'BETTER', 'ACTIVITIES', 'ALSO', 'AROUND', 'BUILDINGS', 'DEVELOPMENT', 'EVENTS', 'HOUSING', 'LIKE', 'MT', 'NEED', 'PARK', 'RESTAURANTS', 'SEE', 'LOT', 'GREAT', 'MANY', 'MAYBE', 'NEEDS', 'NEW', 'NICE', 'OUTDOOR', 'PEOPLE', 'RETAIL', 'SUMMER', and 'TOWN'. The words are in various sizes and orientations, creating a dynamic visual effect.



## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

### 3. What do you like best about downtown Mt. Pleasant?

428 total responses

#### Main Ideas:

- Small shops, unique shops, variety of shops
- Restaurants
- Locally-owned businesses
- Historic buildings
- Unique character
- Friendly small-town character
- Safe
- Parks
- Events
- Walkability, sidewalks
- Night life

See page 7 of the file called *mtpleasant\_survey\_results\_deatil.docx* for list of survey comments from this question.



## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

### 4. If you could change one thing about downtown Mt. Pleasant, what would it be?

435 total responses

#### Main Ideas:

- Improved parking
- More shops, better variety of shops
- More stores
- Stores are that are open later in the evening
- More restaurants, more variety
- Aesthetic improvements/clean up of certain areas in downtown
- Address loitering issues
- Community center for youth
- More events
- Better infrastructure accommodations for/more usage by bicyclists
- More downtown housing options

See page 17 of the file called *mtpleasant\_survey\_results\_deatil.docx* for list of survey comments from this question.



Final Results | June 10, 2013 | 580 Total Respondents

437 total responses.

- Restaurants
- Shops
- Events
- Businesses
- Stores
- Food, places to eat
- Walkability
- Art Reach
- Night life
- Small town atmosphere
- [Respondents listed many specific locations and businesses they liked]

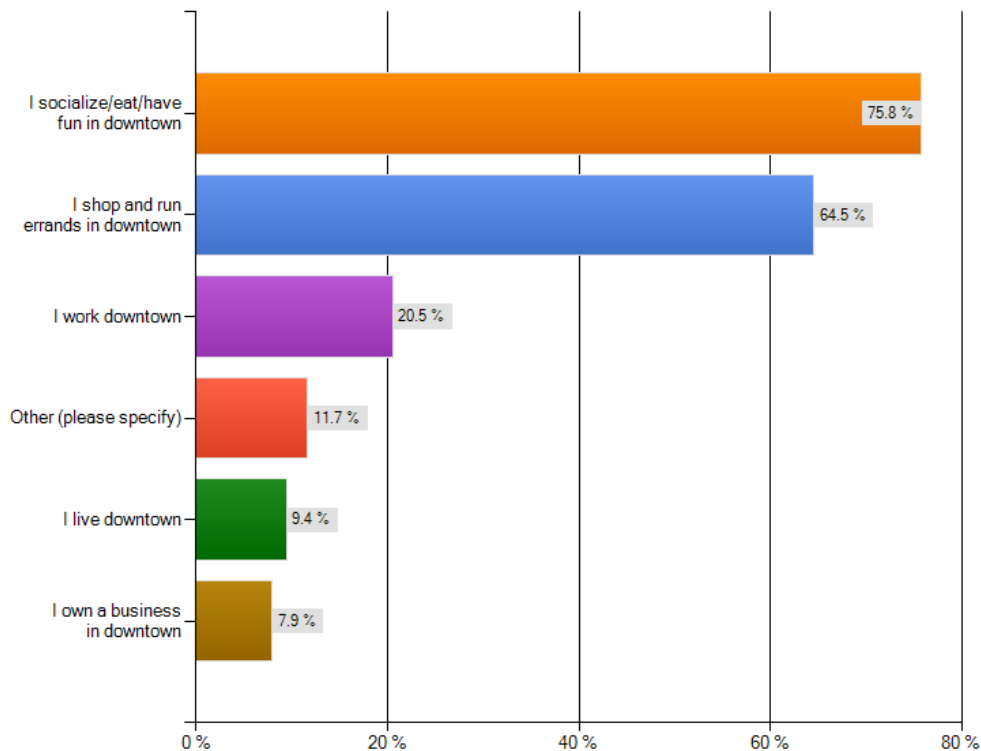
See page 29 of the file called ***mtpleasant\_survey\_results\_deatil.docx*** for list of survey comments from this question.



## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

### 6. Which of the following describes your relationship to downtown? (Please check all that apply.)



#### Other (please specify) – 62 total responses:

- Lunches - food
- restaurants
- Spouse works downtown
- County building
- Use banking institutions
- Banking
- Don't head downtown much
- meetings
- manage business with a downtown branch
- I have lived in downtown in the past.
- Library
- I come to downtown mt pleasant when I visit friends and family
- visitor
- CMU faculty
- Lived there as a student
- Tourism
- Live in central Mount pleasant but Downtown is very close and convenient for it's many possibilities in one small area.
- Use the parks and library
- Having worked downtown, I always enjoyed the "fraternity" of those that worked and interacted in the downtown space on a daily basis.
- CMU Altni that visits often
- I want a reason to go downtown!
- I live very close to downtown.
- I go there every once in awhile to eat.
- My children attend SHA.
- Former Resident
- I used to love going downtown, but there is nothing there for me much anymore.
- I work very close to the area delineated by the yellow boundaries on your map
- I live right near downtown, within walking/biking distance.
- visit the library and hair stylist, restaurants - ride bikes, parks.
- I get some personal services downtown
- I've been downtown
- Volunteer in downtown area.
- I live close enough to walk.
- I use the streets to get to Union Township.
- visit Art Reach Gallery
- I bring needlepoint art pieces to Main Frame Gallery for framing
- Art Reach events
- I live close to downtown
- I live blocks away and can walk to downtown, even though I rarely do.
- i live in walking distance.
- I volunteer downtown
- I volunteer at various non-profits located in the down town area.
- I live near downtown
- walk, exercise
- see above
- Take walks through downtown (live 1 mile away)
- In the last 24 years, I've only been downtown maybe 15 times... sad
- I live and work near downtown
- BANKING AND ACCOUNTING SERVICES
- I am moving from out of state to Mt. Pleasant in a month.
- Manage a non-profit downtown.
- Go to events
- I work at CMU
- Used to work near downtown, and eat downtown a lot.
- I own a home adjacent to "downtown" as outlined in the "interactive" map
- I live out of town, so I come to downtown for some specific businesses.
- Life long resident of the old north end.
- Used to live and work downtown up until 6 months ago
- I live within walking distance
- live near downtown
- I live 3 blocks from downtown
- I grew up downtown and frequently visit

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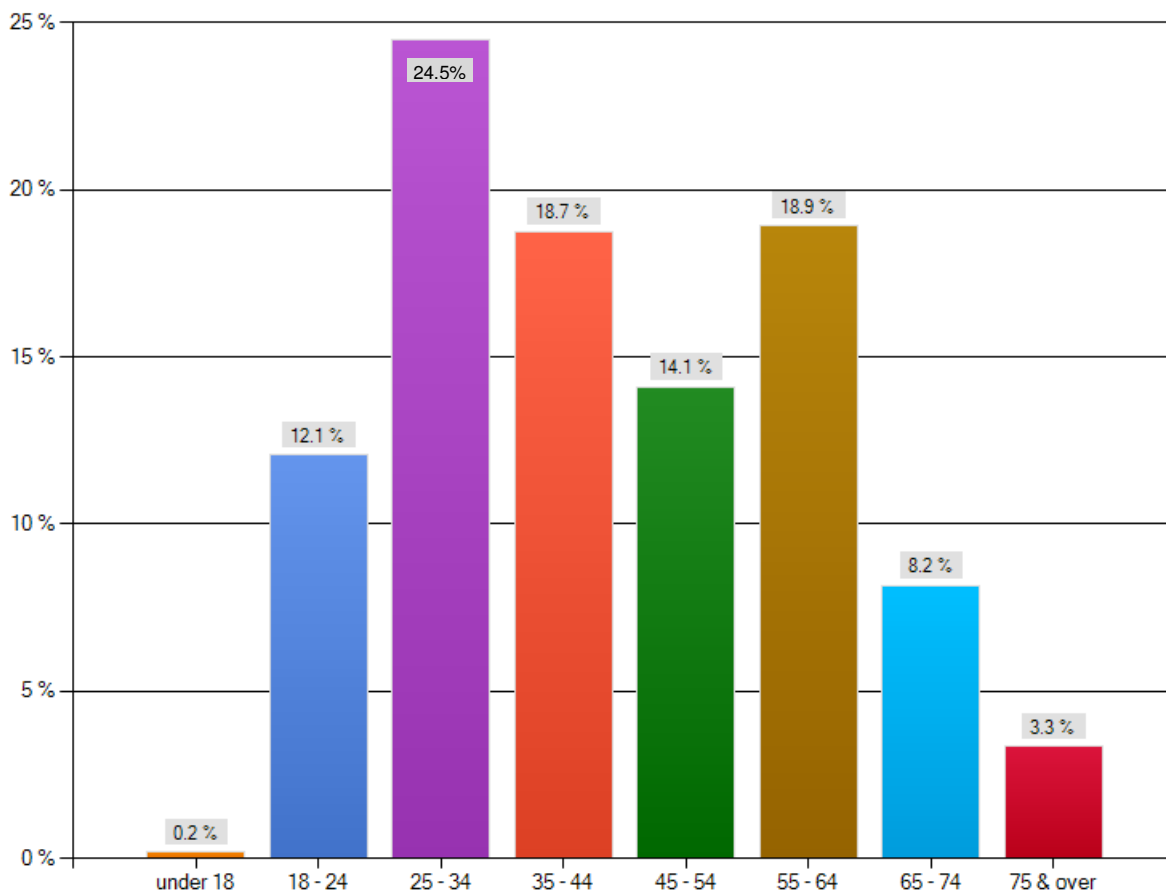
### 7. Do you live in the City of Mt. Pleasant?

Yes – 62.6%

No – 37.4%

answered question: 540 | skipped question: 40

### 8. What is your age?



answered question: 539 | skipped question: 41



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### 2. If there are other kinds of uses and/or activities that you think should be located in the downtown Mt. Pleasant area, please share your ideas:

139 total responses.

- Parking structure
- multi-level parking
- Community pool would be useful.
- Pool
- Shops, reataurants, parking
- Gasoline Station
- Parking ramp
- New employee parking on Broadway, main employees can't park in downtown street access parking
- No summer permits allowing for parking spaces to be purchased
- Community events
- more unique specialty shops and quaint restaurants
- more indoor activities for the long winter months
- Events
- Events and activities that draw people to downtown should be the focus. Downtown has to be user friendly.
- More family friendly. Open evenings and weekends, family dining.
- Large antique mall, slow down traffic
- Encourage new concept stores, clothing housewares.
- We need parking - multi-level would solve the problem
- Youth center for activities.
- Festival-type (art fairs, etc.) activities, men's clothing store
- Shops should stay open after 5pm to allow working people chance to shop - especially on Friday night.
- Unique mid-range clothing stores that would attract a variety of age groups.
- More roundabouts to keep traffic flowing
- Open area for events/concerts/etc., child/family firendly
- Parking and activities
- dog park please :)
- more dining options
- Bring back Mardi Gras
- downtown needs to commit to be open later-hard to drive business there when only a few open
- dog park
- more parking! more boutique type shopping (clothing)
- Anything to get more people downtown.
- Bike lanes-along with doggie waste stations located in some of the parks-human/pet water stations. Pet/dog park. Bus stop routes-regular drop off/pick up times.
- I like the small gift shop, restaurants, and historic character.
- Designated bike paths around downtown area.
- Lighting downtown, reduce parking violation fees, property owners/renters should get parking passes.
- Community center for children and teens to use after school. Many come to the library and it doesn't really have the proper facilities. Perhaps the library could be expanded to include a community center.
- Parking for office employees is a problem but on the other hand I don't want to see more parking lots. Reduce parking fee violations. \$16.00 is too much.
- More Parking!
- Public restrooms
- If CMU, MMCC or other schools have programs involving careers that involve providing goods or services to the public -- say, culinary arts or retail management or the like -- it might be a positive reflection on both the school and the community to have a downtown presence; a student-run store or eating spot or the like. In Ann Arbor, I kind of like driving around downtown and seeing the UM presence there. Among other things, it may be one way to repurpose older, neglected buildings and make them attractive.
- Don't park patioes in parking spots.
- More infrastructure for dogs.
- Build it up! Such a cute area, needs to be more to do aside from a few shops and restaurants. Mixed-use is a great plan- loft apartments will bring more people into downtown.

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- better restaurants; Bars; local entertainment; for such a big college town-downtown lacks ANY entertainment.. & no i am not some young college student. I am actually from Mount Pleasant!! Unlike other cities (grand rapids, Lansing) Mount Pleasant offers little to do downtown"
- Improved public transportation.
- Improve parking (more, as in a parking garage); retail that is more affordable; parking is more important than outside dining...stop renting spaces to Midori.
- The promotion of ALL Downtown Businesses should be much more. Downtown Mt. Pleasant has a variety of unique bars, stores and restaurants, both old and new and its a shame that we as a community don't hear more about the Downtown from those in charge of the Downtown; The Downtown needs much more community events happening. Several more organized events throughout the year with more effort to draw people of all ages should be a must.
- I would love downtown Mt. Pleasant to keep the historic look but to add more cultural and recreational attractions.
- I'd really love some sort of social gathering place. Maybe something that resembles a strip club, but more exotic. I'd like a strip club that had a petting zoo within the club, but a little bit more refined. So you could get a beer, sit down, watch the show, and pet a pony as it walked by.
- Festivals, beer, wine walk, jazz fest!
- Dog park would be great to have!
- Small grassy, garden area with benches to sit and enjoy downtown; Outdoor theater area to enjoy outdoor concerts, etc.; Nice restaurant/bar similar to Tiffany's in Frankenmuth"
- Another brewery (or two or three) to compete with Mountain Town. Brew culture with a relaxed, almost coffee house atmosphere is a fast growing trend throughout the state. Mt Pleasant would do well to diversify in this realm. Better quality with greater variety will bring tourists in from around the state, especially if an annual microbrew festival becomes one of Mt Pleasant's big events.
- Somewhere to teach cooking like a community kitchen, The health Dept, Mi state Coop services and others could teaching cooking healthy meals, canning, how to do's and business start ups could use.
- Overall appearance of downtown and what would make Mt. Pleasant unique.....So, it makes Mt. pleasant known!
- Pretty much just let businesses and persons decide what to do with the place. They'll do better than central planners could ever do, because people want to use things most efficiently since it's their own money. Try making it available commercially to the local community, and get people to rent some places. People tend to make, plan, and do community stuff a lot better when they're left well enough alone to do it, and it'll save whatever budget the city has to either put towards paying off any debts, or move to reduce taxes to give that money back to citizens so they can afford the rising costs of living, and put their money towards the downtown area in the form of businesses and rentals. That's not a glorious activity for officials, but it would be the right thing to do, and honestly it would look well upon them and the community; Allowing the sheriff and police to host seminars on concealed carry permits, and teach people in the community about their responsibility to help protect each other to maintain a free society, and ways to assist the police in times of crisis when people need help; Forming an official city militia might be neat. If it's good enough for Switzerland to expect everyone to be trained shots, then it should be good enough for us to encourage the practice, considering our society was based on their's - holding yearly shooting competitions for city militia members might help make it catch on. It would be one of the things people could do that would reinvigorate people to be more involved in the community, as well.
- we need more activities that would make the town more fun to be in
- clean sidewalks, cleaned up vomit, empty trash containers elimination of trip and fall hazards
- The farmers market is so big in our community which is great! There needs to be a spot for these vendors, just not a pavilion with run down picnic tables.
- I think the mixed-use development is a good idea because it brings in more businesses and also more residents to frequent the businesses; I like the idea of more cultural buildings, but I'm not sure what would be a good fit for downtown that would draw enough people to sustain it; I also like the idea of public art, but fear it would become a target for vandalism; I really enjoy the parks that are already downtown, but your bounding box doesn't seem to cover them so i didn't rate parks as high as i would otherwise; There is already quite a few offices downtown and the residential tower already has the senior housing covered so I rated them both low.
- More small businesses, community art and the feel of a bustling downtown.
- You should combine your MUD's instead of retail focus on the cultural and the events in those areas, your public art/rec. use can be intertwined as well.
- We have way too many offices and not enough attractions downtown. I have been to many college towns and the downtown is the epicenter for everything. Shopping, food and fun. Mission street is a disgrace to Mount Pleasant and is just plain ugly. We need to work to change the shopping and eating areas to downtown. Where people can walk!! We have way too much traffic. Stop allowing business to build on mission!!!! I can't believe there is still development along this street! We are a city lets utilize our downtown,
- The safety of the parks should be addressed to help prevent potential assaults, fights, destruction etc.
- Please stop referring to the annual bike race as the "Tour de Mont Pleasant". It's out of place for a town with no other connection to French Culture. "Tour of Mount Pleasant" works just fine.
- Retail clothing stores that everyone can afford to shop in - not just high end clothing stores.
- More outdoor cafe areas - perhaps make Broadway to Main (from Gray's Furniture) a no traffic area with picnic areas, walkways, public art. Actually, could do in an L shape and make Main from Broadway over past the Ward as walk only. This

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would be a great area to have outdoor events, art shows, walking access to stores, cafes. Parking would be behind the buildings. I don't think closing off these streets would inhibit the flow of traffic much -- not that large of an area to drive around.

- I think what we have downtown is wonderful and the landscape with the lights are great, but I also think that when we look at spending money for such uses, that we should use it to update things that would make Mt. Pleasant the town of the future.
- I loved Yoga in the Park last summer. It would be great to have more community activities like this. Also, a weekend like Dickens in the summer that brought everyone down town would be awesome.
- Maybe centralize parking more instead of lots of parking lots spread around downtown. This would allow for bigger developments in the future.
- For Downtown to remain active and become more vibrant we need to encourage retail and restaurants for evening activity and office use for day-time activity. Without those two elements there IS NO downtown. Residential homeowners are an integral part of that equation too. To attract people, we need our parks to be maintained but we don't need new ones, culture (art, museums, book stores, music) to be encouraged, and buildings to be kept in character. All the things listed above are important but it is almost impossible to prioritize them.
- I would like to see more cultural events, free/educational events (art, yoga, music, a pow wow at the park perhaps, outdoor theatrical performance, etc). Downtown is becoming and can continue to be a connecting point for the community and a great place for visitors to enjoy.
- Downtown should be a destination with a lot of foot traffic and multi-age full time residents
- some of the old buildings have the bricks falling right on to the ground..others, look amazing.
- More outdoor seating for restaurants, example: Midori.
- Maybe a summer time concert weekend. Almost like common ground in Lansing. It brings a lot of people from the community and far away into the city.
- a 'time square'
- I think downtown Mt. Pleasant could be a hub for festivals and community/cultural events, a large park could be the backdrop for this. The large piece of land that already looks like a park in the northwest part of the yellow outline, by the Chippewa River, could be designated for this (land just north of the restaurant Camille's on the River). Or the already established Nelson Park could be used for this. I would try to utilize both areas for community events. Easily walkable sidewalks and bike path lanes on the roads throughout downtown would compliment this. While museums of art, history, and the like are accompanied by attractive public art in the city. Reviving older buildings by improving their historic features in my opinion will make the downtown overall more appealing to the eye and will potentially attract more local restaurants and retail businesses to the area. I would try and keep the selection of these businesses as eclectic as possible, and keep going with the theme already in place of them being local businesses. I would discourage large nationwide chain businesses from establishing roots in the downtown area. Some mixed-use development could be great for the area, it would provide the benefit of supplying housing areas while also meeting retail/restaurant needs. I don't feel very positive however towards putting town-homes/senior living in the outlined area if practical preexisting structures must be torn down to accommodate this, or if green spaces like the northwest section by the river must be taken over by those types of projects. Also I feel that office buildings and surface parking lots add the least amount of potential to downtown Mt. Pleasant.
- The traffic lights should be re synched, as well as the cross walk lights. The timing is horribly off at many of the locations.
- Synched up traffic lights would be excellent as a driving activity. Mission/Broomfield is off synch, and has caused some close calls lately
- Mount Pleasant needs a larger music and art scene to draw people in and accessibility along with a well developed and cared for recreation and parks system will be vital to bring people to the area. A larger night life and inexpensive late night restaurants in the downtown area could make the place more attractive
- A public pool would be very nice during the summer months, but I know that it would be very expensive to keep up. Maybe charging a nominal fee could help to offset the cost, but I would understand if it is too expensive.
- More cafe type places, upscale-more shops that are better suited for younger clientele than current offering
- Specific retail: Higher-end women's size clothing retailer; Mimes on street corners; horse and buggy rides year round; Outside live music; mass transit and connections; artists, artisans, woodworkers, etc.
- I would like to see a better town square area and more focus on diverse businesses coming in to downtown. There are WAY to many hair salons and nothing else to draw people in anymore. Our priority should be a SAFE area for residents and families.
- Improved farmer's market location (Saturday); Biking friendly streets; College friendly businesses or improved advertising to students; Geocaching festival or treasure hunt!!!!; Zombie walks (not during Halloween because Halloween is saturated with zombie walks); Community pillow fight; Return of Fourth of July sidewalk sales.
- better farmers market downtown-Saturday or one that extends into the evening on a weekday; redevelopment of town center-a park or place for kids to play"
- Please don't put a portable patio in the parking areas.
- Community gardens; Music events
- The Art Walk is a boon to our city, if we could expand on large-scale community events that focused on the ENTIRE community we could attract more tourism. The parks are also wonderful, however many college students are unaware of them, perhaps we could hold events/public art displays/concerts within the park system, and update the parks with more swimming/activity areas.
- the alleys should be cleaned up and better dumpster use -

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- "Our downtown is like a ghost town after 4:30. Especially in the summer. Too many offices and banks taking up sidewalk real estate. Visit Philadelphia, Boston, and other cities that have shopping, eating, and places OPEN to visit after dinner. Right now you go to Midori or wherever and leave downtown when you are done eating. The lighting along Main st to bring the college students downtown is a great idea but WHERE are you wanting them to go? There needs to be some boutiques and stores like Stone Soup downtown, AND open after 5."
- Create diversity of retail options in downtown
- I think that a good mix of these uses is what is needed.
- It was difficult to fill out this survey understanding the parking dilemma of the downtown area. All of the above mentioned items could make the downtown viable if there were parking spaces to accommodate the influx of traffic any of these items would bring to the downtown area. Maybe a parking "structure" should have been one of items listed.
- Unfortunately the regional site is not in this survey but the best use for that would be to convert the best 2 yellow brick buildings into returning vets housing. There is a big need for this. They do not need to be torn down. I think there is government money to do this. It should be investigated. Sam
- We need to encourage the walking culture by having mixed residential/commercial buildings. But the commercial occupants need to be the practical things people go to everyday, not jewelers and gift shops. I'm thinking of a small groceries, convenience stores, coffee shops and the like. The parking behind the North side of Broadway and on Franklin could be developed to give the stores a main street style front and a strip mall style back.
- Prioritizing the list in this fashion is misleading and does not reflect my true values. My first 5 items rank #1 with me.
- I would like to see some special outside artistic installation using metal, mosaic, concrete ceramic materials to create interest and culture in the downtown area.
- Retail, retail, retail.
- The Midori restaurant is a big success. I'd like to see another nice coffee shop in the downtown area. I miss the Daily Grind. I really would like us to preserve the historic buildings including the beautiful older homes nearby. Some of the inappropriate building has ruined the historic nature of the area, such as the awful party story with a big neon sign. Why was that allowed? Could there be greater incentives to turn the historic homes into single family homes again? The cultural activities are great and I'm always in favor of more. I really appreciate all the nice planted flowers, and the way you have done the parking lots with the brick and blue fence with landscaping. It looks much nicer. I would encourage more of that attractive detail to existing downtown parking lots. It is nice having ArtReach downtown. Is there any way there could be some nicer landscaping of the parking lot around the court house? It is so stark. Maybe adding some more trees and taking out a few parking spaces would help. It is never a full lot. I'd like to see the businesses that are in the old part of downtown thrive. I know the Greentree is talking about moving away. Is there anyway that they could be helped to stay in their location? I would really like to see some mixed use historic looking buildings with nicely built condos. This would help downtown. Please try to avoid awful plain only functional buildings. The more you can encourage the pedestrian quality of the downtown, the better. Is there a way to make the parking lot used for the farmer's market a little more attractive? Could some of the plain ugly buildings be given an incentive to add flower boxes in the summer, or potted plants in planters on the sidewalk? I approve of the addition of seating outside in the summer.
- Remove the parking lot adjacent to the war memorial and make it a garden / amphitheater / community gathering space, and make the parking lot behind the shops on Broadway into a multi-level garage.
- Restaurants! But the "old guard" has to stop blocking liquor licenses of new restaurants. It's hard to make a go of it with a nice restaurant without selling liquor and too many great places have folded because established restaurants actively oppose their applications for liquor licenses - except for those who are "connected" politically or economically.
- Dog park?
- farmer's market, concerts - events that bring people to see our beautiful town :)
- I think Mount Pleasant needs a retail scene similar to Lansing's around the MSU area. The older downtown area of Mount Pleasant I believe would benefit greatly. The retail aspect of Mount Pleasant is limited and the nearest cities that are less limited in their retail offering are quite far away.
- The events that are held downtown are terrific. I would like to see a food festival and the blues concert return from a few years ago.
- It would be great if there were actually reasons to visit downtown. It is so boring. The only options we have are a few bars- which aren't bad, but I would like more to do.
- Military veteran housing / better housing options for younger Mount Pleasant residents.
- Dog park
- What we need above anything else is parking! Sometimes when I come downtown I absolutely have to find a spot to park, so I drive around until I find one. Other times when we want to eat lunch downtown we drive around and around and the go to eat on Mission. If the casual shopper just want to look around the town I bet they leave because there is no parking!
- As I opined when sitting on the Downtown Boards, the City's only hope is to let development occur naturally and without interference of regulations, restrictions and politics. I have first hand knowledge of developers who had ideas for downtown and were discouraged and turned away by City Planners and Officials. I personally was developing plans to build housing in downtown Mt. Pleasant as far back as 2004 only to be stopped by City Planners and the Downtown Development Board. When I resigned from the Board downtown, I informed Michelle Sponseller that I would instead focus my efforts in the neighborhood south of High St. I began tearing down outdated and unsafe housing in 2003 and between 2003 and 2010 we personally redeveloped 7 properties. The significance of this is driven home by the recent dramatic increase in new

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development in this neighborhood. The City of Mt. Pleasant fails to understand one important fact. When you have one lead developer who starts redevelopment, there is usually many others who will come in and immediately start following the lead of the first developer. You will never get the first developer to start unless you allow he or she to take risks and develop their individual ideas. YOU CANNOT CONTROL developers and dictate what you as a City want, or think is a good idea. The City needs to allow risk takers their free hand to develop their ideas without excessive regulations and restrictions. A must read for anyone involved in this discussion is an editorial that was written by Ezra Klein of the Washington Post. This appeared in the Sunday, March 18, 2012 opinion section of the Las Vegas Review Journal. The title reads, ""LEADERS OF URBAN CENTERS NEED TO RETHINK POLICIES THAT DISCOURAGE HOUSING DEVELOPMENT"". I also strongly advise that the collectors of this survey data to research and study how the City of Las Vegas downtown is encouraging developers. 100% different approach which is having a 100% different result. Lastly, the City needs to rethink its position on first floor residential. Until you have residents living downtown by the thousands you have no hope or chance to develop retail and office. Simply go to other cities that have benefited from new development to see evidence of this simple truth. Ann Arbor and East Lansing have encouraged new housing in their downtown's and .... yes for college students. The new housing is the catalyst for retail and office development.

- Downtown needs to function as the "center" of the region. This goes beyond specific and individual uses, but in the a cultural/mental aspect it should be seen as where decisions get made, where business happens. There should be a certain amount of prestige to being located downtown, having a Broadway and Main address should be something special. Downtown should be something aspirational. There should be less focus on Mission and more focus on the downtown. Less concerns with the parking, and more concern with the built environment and amenities.
- Small amphitheater
- The vacant lot between Water Works and the City hall would be a nice place to have some sort of an English garden with a statue or a granite fountain to improve the ascetic beauty of the area where families could walk through and appreciate. Right now it's just a sand lot. If restoration of our historic buildings in downtown was a priority maybe less criminals would vandalize the property or even decide to come to that area. As a resident and business owner in dtmp I love living in an area of town that provides myself and those around me with a good quality of life. Being a bail agent and working with slime all day I can't stand criminals, blight, and antisocial activity (ie graffiti and drug use) in my town. We need to reestablish that downtown Mt. Pleasant is safe, classy, and a warm place to be. Activities like the Tour de Mont Pleasant, the sidewalk art sales, ie bring a sense of cosmopolitanism to down town and this is what we should strive for. We each need to do our job to keep our properties kept and implement new ideas for what will improve our city. If the streets and sidewalks are kept clean and safe more people will want to travel their paths, if what they see while traveling is ascetically pleasing (not an eyesore or blight) they will stay longer an return again. The types of shoppes and services offered from the area need to be the types that encourage shopping and eating, and have upscale professional office buildings. Zero tolerance for drunken disorderly behavior should be enforced and even a road sign that reads, ""No loud music in this area turn down your car's bass while driving in this area"". We've got to take back Mt. Pleasant and establish it as a safe, classy, friendly place to live and do business... Parades are good for the area... Hmm... I'm thinking... I'm thinking... And maybe demolish some of the homes in the area that are abandon or are not kept to code. I have a lot of pride in my city and I don't want to see criminals and antisocial people screwing it up.
- My wife, son, and I are moving to Mt. Pleasant from New Haven, CT and we will be living downtown. We have had many positive experiences in New Haven that we have not experienced in other small cities. These include: - Small neighborhood markets with fresh and prepared food with seasonal, outdoor seating ; - Restaurants with seasonal, outdoor seating; - Diverse restaurant choices: Mexican, Italian, Thai, Japanese, American, etc.; - Food carts and trucks with healthy, diverse choices; Bike shops, biking lanes, places to park bicycles, and neighborhood bike repair man working on a sidewalk downtown; - Multiple farmers markets across the city; - Citizen-based groups/events to celebrate and take care of the city parks, etc.; We are excited to support the growth of downtown Mt. Pleasant!Thanks.
- Activities during the colder months - January - April - otherwise people forget downtown exists. A hotel/convention center - something that gets people downtown consistently and frequently and promotes our local businesses to frequently rotating visitors. More niche businesses that attract younger markets and/or meet everyday needs vs. occasional needs or wants
- Get rid of the churches.
- There need to be more activities for adults -- not just adults and their young families.
- Mt Pleasant should work on attracting and retaining young professionals and their families.
- Continue with interesting events that bring people outside the community to downtown Mt. Pleasant. Also, outdoor plazas and gathering areas for people to congregate and intermingle.
- mixed-use zoning, lofts for young professionals/CMU faculty, and well-shoveled sidewalks connecting nearby neighborhoods to commercial uses
- More family friendly for all age stuff like Midland & Grand Rapids have. We have very few full family events. Either they are for adults or kids. We are more than a college town so we should act like it!
- More robust farmers market. More outside seating at restaurants. Maybe rooftop seating at restaurants. Community garden.
- We need more walking trails in our wonderful park system. For example, at the Lincoln street bridge put a paved trail on the old railroad bed to connect it to the Bordens Building. Another example, need a trail on the east side of island park along the river bank. Have an icecream shop in or around the Bordens building or somewhere along the trail system. That's my 2centsworth.



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- The curb appeal around downtown should have stricter laws, some of the houses near downtown turn people away. More places like Midori (Sushi Bar) should go in, also it was a great idea to have them install that outdoor patio. It makes downtown look very nice and appealing.
- Improving sidewalk lighting on streets other than Main and Broadway to make streets like Washington, University, and Michigan "Main" pedestrian shopping areas. Downtown festivals are great. Maybe an Art Fair like Ann Arbor and East Lansing have.
- More shopping and restaurants, also, more family oriented activities/businesses.
- Green/sustainable development; Cyclist-friendly pathways; Promote LOCAL business; Farmers Market- Awareness/promotion, + Invite more vendors
- I would love to see Main and Broadway streets shut down in the summer evenings and weekends with outdoor seating for restaurants, music and vendors and to encourage pedestrians.
- TOP TWO PRIORITIES: We should work toward the greening of downtown: more gardens, parks, local food outlets/restaurants, more prominent farmers' market, and food co-op as a focal point. -AND- We should work toward the beautification of downtown: restoring old buildings, adding more public art, attracting more museum-style attractions, encouraging a diversification of businesses.
- A sound shell over a permanent stage with lighting a amplification would be welcome addition. Tiered parking would give way to lawn chairs for events. An awning over the area would be nice but not a necessity.
- It would be nice to see annual events advertised more and support such as the summer festival and homecoming for CMU.
- More nightlife. Much more nightlife. Give out liquor licenses like candy.

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### 3. What do you like best about downtown Mt. Pleasant?

428 total responses.

Fluidness
Restaurants, arts
Its energy
Small hometown feeling
Walking
Variety of specialty retail and restaurants.
Walkability-financial sector
Max and Emily's
Convenience to businesses
Historic features
Small shops.
Overall friendly community atmosphere
Community
Quaint, clean, attractive, no vacant buildings
It is convenient to visit
Plenty to do yet still seems small.
Max & Emily Summer Concerts
Walking from store to store
Ease of Parking
The small town culture.
Nice clean small town atmosphere
Restaurants and shops
Variety of stores, four way stop signs at intersections helps with safety.
Community activities, events on the weekends to bring people together in the community
Walkability from my office to places I like to visit.
Walkability
Increase and improvement in community events in recent years. Safe, quaint.
It's attractive with interesting array of businesses.
Restaurants and shopping
Places to eat
Old buildings are well cared for, good parking
Ambiance, downtown events
The feel of community
Events and activities; bringing the community together (concert series, parades, etc.)
Historic nature of buildings and food options
Restaurants
Culture, activities, unique shops, character
Character, old buildings, walkable
Small town feel
The shops
Most store fronts used.
Nice small town atmosphere, easy access!
Safe, friendly, easy to walk around
Proximity of business within walking distance.
Quaint look. Vintage buildings.
The character of the older buildings.
Hlstory
Old look
Good specialty shops.

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Activities and arts they do have - festival of banners, chairs, summer concerts
Easy access to businesses.
Easy walking from point A to point B.
The constant attention and activity. Keeping downtown up to date and changing with new construction.
Restaurants
The variety of businesses.
Friendly atmosphere, people walking/talking
Restaurants
Availability of parking and ease of getting around.
Easy for us to work there. Roundabout is excellent.
Bank headquarters, boutique shops, historic buildings
Max and Emily's
Easy access to downtown district
Events - downtown comes to life =)
The community feel
Small town feel
I like the historic feel and all of the shops and restaurants.
Very nice community
Community feeling, good retail shops
Outdoor environment, local business
I like that everything is walking distances, including parks, restaurants, and businesses.
Locally owned shops/restaurants/bars, nice parks
Events, restaurants/bars
Easy to get to.
Easy to get to stores - stores not crowded
Small town feeling
character-access to stores, restaurants & walkable
The ease of walking from parking to stores
small shops and restaurants
Old town feel
the ability to walk places that are more of a small-town feel
Borden building, Mountain Town station, rail trails
unique businesses within walking distance
Emergence of entertainment venues
the atmosphere and variety of businesses
Easy to maneuver and park
Shopping
updated look of storefronts, family run businesses, unique shops
It is clean
homey feeling
My job
various types of businesses, friendly businesses, parks and recreation important
Shops and restaurants and parks
shopping/dining in non-chain restaurants
Conveniences
Historic buildings, shopping, Art Reach, restaurants
the lighting
Shopping and activities
full of businesses
quaint feel
Restaurants.
community flavor, vibrant businesses

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It is accesible geographically and convenient (parking and traffic movement)
beautiful old buildings
small, easy to walk to everything. lots of parks, parks connected.
The flower pots, baskets in summer
Independent retailers, restaurants - unique businesses
See previous- also the library, art reach.
Daytime-it is very nice and fairly busy, easy to get around.
Traditional "downtown" is small enough to make it largely accessible on foot.
Ease of parking, walkability.
Walkable parks
Historic buildings, shops.
Everything is accessible, alot of diversity in the business community.
Ease of walking, variety of shopping
Events, night life, restaurants.
Art Reach
lots of things to do: eat, shop, entertainment.
The environment and the experience as well as the variety
The restaurants and summer concert series
The Shops on Broadway and Main Street. The nicer dining options like Midori, The Brass and Mountain Town Station.
Local restaurants
Retail shops. Sense of community
Its walkability; the fact that most of the stores are occupied (we live in a community where this isn't the case, and it's sad...also a blight magnet); the mix of businesses and services; the relative ease of parking and getting around -- fairly non-confusing layout for visitors; the lack of gridlock.
The atmosphere
Small, safe, bars
The summer activities and stans
A great library.
Close restaurants/bars, great meeting points, and great "city" type atmosphere.
The friendly atmosphere.
Restaurants and Bars are in walking distance. Unique Retails shops.
The restaurants and events that occur downtown.
Unique businesses, outdoor dining, art reach, bookstore, vets memorial and flag
I love the events and the pedestrian friendly layout.
that's a hard question.
The friendly community atmosphere. I can walk down the street and have multiple people say hello.
Barmuda Triangle
Dickens weekend. Shopping downtown. The parks.
Mix of options available (dining, retail, business)
Walkability
The thing that I like best about downtown Mt. Pleasant is the closeness of all the establishments/businesses. There are a lot of great restaurants, shops, and other businesses that are right next to each other which makes it easy to be able to walk from place to place.
The best part about Downtown Mt. Pleasant is the history, the long lasting businesses and the loyal locals who keep these older businesses and new favorites thriving.
I like our diverse businesses. Nice restaurants. I like to wander around the shops and see whats new. I like the themed events that are organized with special stuff going on.
I am about to move up there. When I visited it had a lot of nice places. I really enjoyed the brewery?
Max & Emily's, Pisonello's, Marty's Bar, The Upper Cut, Ace of Diamonds, the Library, and Simply Engraving!
It's the "old downtown" and I love the history of it and you can walk to all of the shops/businesses.
The dinning and bars that you can walk to. Having the variety of shops, dinning and nightlife is very important.
Locally owned shops! Everybody knows your name!

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Retail offerings, summer concert series, parades.
Size, ease of getting around.
Walkability, historic feel of the better kept buildings, no parking meters, great restaurants, love that it's so close to Island and Nelson Parks.
Walkable from anywhere "downtown" to anywhere "downtown". Nice sidewalks for the most part.
Library is awesome but needs an addition--a little small for the size community it serves.
The couple of new restaurants - Camille's and Midori. Other than that it at all needs much improvement all the way around.
the structure and the businesses!
Jimmy Johns is the best sandwich shop. Broadway Theater is beautiful. The pharmacy is excellent. The commercial businesses in the area seem to have awesome service all around.
The events and specialty boutique shops (i.e. gluten free bakeries)
the parks
Bars
the location
The old buildings and activities.
Localized are in which to walk, enjoy local and historic buildings, play areas, fishing, art and downtown events.
The bars, restaurants & shops.
Night Life, PArks
More pleasant feeling than the rest of the popular areas (Mission). Not as "busy."
Pisanellos
Restaurants
The ease of access. The variety of dining establishments. The efforts to keep commercial space filled at all times.
There are lots of shops and businesses and eateries, it has a different character during the day than at night. Easy to walk everywhere.
Small-town feel is nice. I like the Christmas lights in the winter.
Blend of space use
Small Town feel
The places to eat and the local businesses.
parks, food, and night life
The small size and the historic feel.
It's got charming atmosphere as you walk or drive down the streets.
Variety of Restaurants and Bars
Destination for entertainment, shopping, dining etc. Parking and walking around finding unique stores and establishments
Character; locally owned businesses; history
Max and Emily's and Stan's---it is important to have successful restaurants in the area!
It's walkability
Scenery - Decorations for different seasons (lights for Christmas, banners for spring, chair affair, etc.)
Landscaping
Walkability.
People walking on the streets, the community garden, free parking
The look and convenients.
Walkability! I love being able to walk downtown and have a wide variety of businesses and restaurants to choose from. I also really enjoy events downtown (i.e. Le Tour, Max and Emily's concerts, etc.)
I like its small town feel with lots of stores in walk-able distance.
The restaurants, with outside seating. Community events held there.
Art Reach and their activities for our community. It brings the community together as well as bringing in visitors from the area.
Unique stores
Island park and Nelson park
The atmosphere
It's small size.

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Food, drinks, retail
Unique shops
Locally owned shops and restaurants, art, night-life, lots of trees, beautiful parks to view the river.
The look of the historical buildings, the parks, the events that happen and the variety of retail/restaurants - however, I think more small local retail shops could be enticed to come to downtown.
The restaurants, bars, and small town feel.
It's walkability and historical feel
The shopping, the restaurants, the stores
We have a great park system and I love that they are interconnected for walking, biking, kayaking, tubing, and jogging. My favorite part of living downtown is access to the parks in the summer.
Walkability; local flavor; many businesses and restaurants.
Unique businesses. Community feel. Center of activity.
The easy access to to every shop and small town atmosphere.
It's a good mix of nice shops and restaurants plus great parks.
The environment and friendliness!
old buildings
little shops, cafes, walker-friendly
I like its historic character. As much of that should be preserved and future development should seek aesthetic harmonization. It is generally easy to find one's way around.
Character of of architectural style.
I like the old buildings and retro-style lighting with brick sidewalks.
The activities that draw the community together, namely Max and Emily concerts, the bike races, Mardi Gras, etc.
The unique shops - the yoga shop, cooking shops, gift shops, etc.
The atmosphere
The variety of restaurants, shops, etc., available within a few blocks (mostly) of each other.
The shops, restaurants and historical buildings.
Restaurants
Everything is connected by either foot or a short drive. Also, parking is primarily free.
I think the city does a great job of making downtown beautiful and clean looking. The downtown looks quaint and friendly.
The downtown calendar of events each year brings many community, regional and statewide people to our beautiful city. This frequently brings them back for future dining, shopping, or recreaitonal activities. Michelle is creative, hardworking and open to suggestions and recommendations.
Independent restaurants and retail shops
I like the community and town feel of the downtown area. I like to walk around it and see life happening. It would be nice to have the storefronts all occupied.
Character, charm, community events
See my last comment....but also I like the free parking. As a small business owner I am surprised by how many of my clients complain about not enough parking, but if we were in a large city, they would have to walk much, much further! I appreciate that the city is working on creating more parking currently. I love our small town, friendly feel, and that we are starting to get more diverse and culturally interesting. I hope that continues.
Restaurants, visiting art work, and events
historic quality, boutique style businesses, unique restaurants.
Historic atmosphere.
Honestly, I am not sure.
its cute!
The independently owned restaurants and shops! Please, no more Jimmy John's or chains downtown!
Variety of retail establishments
Sidewalks and bikeability
Reasons for people to come to the downtown area
the culture. art-food-music- the vibe it gives off.
the small town feel to it
The character and close vicinity of things

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I love the feeling of home and the warmth of downtown. I like the idea of all the little shops that I can go and visit. It is very pretty and the parks are beautiful
I like the variety of places to eat, such as Midori Sushi and Martini Lounge, Dharma Mojo, Max and Emily's, Camille's on the River, etc. I also like that downtown is close to the Chippewa River and Central Michigan Universities Campus.
Island Park
I enjoy the fact that the area is full of nature and there is easy access to the parks.
Central Michigan University
Welcoming feel
Farmer's Market and the Book Garden
The parks and the night life
The different shops and places to eat.
The homey atmosphere. Lots going on in a small area.
All of the shops in walking distance.
Small, midwest, college town
I like the parks and the connectivity of the parks to downtown. As a biker and runner, it is very nice to be able to run from park to park, as well as through downtown without constantly having to worry about being hit by a car. As a student, I also enjoy the bars from time to time.
The wide array of businesses.
What I like best are the local businesses and restaurants, the pedestrian pathways, the plants, and the original character.
Midori, mountain town, walk ability
Restaurants and local independent businesses
Quiet, slow, safe, old buildings brought up to date, no high-rises; no parking garages
The fact that all the stores in the downtown are all family owned by people that live. & support our community.
Historic charm; foliage; ongoing art activities (banners, chairs, art walk, etc)
GreenTree Coop. I would like to see them in a better downtown location.
I love the summer events.
Parks, bars, bookstore, Market on Main, the bike shop, library
It's small and very pedestrian friendly.
Variety of things
- The festivals (Summer Fest, Dickens, Ladies Night, Concert Series, etc.)
- Farmers' Market
- Local shops/restaurants
Vitality of the business community
I enjoy the small town atmosphere.
Attractive. Nice variety of shops. Convenient benches.
Unique shops, walkability, historic nature
walkable/bikeable from where I live
Quaint look and safe feel
traffic circle is unique
It is compact enough to be easily walkable, and store owners take pride in the areas outside their stores as well as the insides..The trees add so much to the appearance of the sidewalks.
Bookstores, flowers and green areas, and shop owners who are friendly
Art events
Evening activities
The parks and walking areas.
Eating/walking
trail system
parking in front of stores
The developing feel of community from events like a Dickens' Christmas, Art Reach banners, homecoming parades, etc.
The shops, the recent building renovations that have taken place and the culture that it offers.
Small town feel



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Max & Emily's Trillium Art Reach Midori
Increasing diversity of downtown--beginning to get mix of retail, arts, culture
that it is still a downtown & has activities
variety of retailers and the historical atmosphere
It is nice to walk around, and there are paintings on the buildings like in Cat Alley and the black and white tree. There is a feeling of community.
I like the independent businesses and restaurants and try to practice the precepts of the 3/50 project regularly. I am sorry when businesses close--and sorrier still about empty storefronts. (I just saw that The New Yorker shop is going out of business, but then I don't have kids and have never shopped there.)
The mix of opportunities and ease of walking around
The few nice unique stores that meet the special needs of our residents.
The local shops and restaurants. I like that the library is downtown.
I love to shop downtown and like that boutique type stores downtown. I also like that two restaurants have outside seating in the summer. Midori was a nice addition to the downtown and Max and Emily's has very friendly people who are involved in the community. I very much enjoy the events that happen downtown. Especially Dickens Christmas, Mardi Graw, parades, and concerts.
The small shops and restaurants!
Restaurants
small town historical look
The shops and restaurants.
ample parking, ease of walking
small town feel. convenience - easy parking, good parks
It is very easy to access and find parking.
The variety of restaurants and the events and music they sponsor; our active community theater; the parades and celebrations such as Dickens. The art! Art Walk Central was a wonderful event.
the variety of businesses.
Art Reach, Restaurants, Interesting Shops, Children's Museum
Pedestrian friendly; unique restaurants
Locally owned commerce
There are things that could be improved, but on the whole everything is better on Broadway (downtown).
I like the older historic buildings that are renovated and the different business venues.
Safe. Well lit. Parking is accessible. Art walk. Sidewalk chalk. Broadway theatre. Midori.
The convenience of being able to do so many errands in one place.
Easily walkable-lots of options close by.
Mix of retail and restaurants. Public events to draw people downtown.
Increased local restaurants and boutiques. I want it to be a place I can do a lot of shopping/dinning.
It has character. I appreciate the artsy feel that downtown is slowly acquiring.
It's nice to walk around, especially in the summer with the farmers' market and outdoor seating at cafes - it feels more like a real community then.
Many are locally owned.
The friendly business owners. The brass search & finds while walking. The events.
Art in areas. Small shops.food
I like living near old town Mount Pleasant because it is cute and I can walk there easily. I like some of the restaurants, the Broadway theatre, and some of the stores. I really like the blue and brick styling that has been added on sidewalks. My favorite is the brick pattern that is along University avenue. I don't like the areas where you did part brick and part grass along mission.
Its visual character. Although, unlike many vibrant small Michigan towns, it appears to be more of a facade. There are very few dining options and shopping options all seem in a similar category and mostly appeal to an older demographic.
I like the small shops, deli's, restaurants and bars all blending with offices.

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Max & Emily's/Isabella Banks summer concerts
The historic character of the buildings and homes, and the easy access to parks and walking paths.
sidewalks I can walk to do my shopping restaurants - I would like more gourmet restaurants open for dinner.
The variety of restaurants and the farmers' market
Walk-ability, easy access, location near river and parks, relatively quiet
It's much more attractive than it used to be! Nice work updating while keeping its small town charm. Shops are more creative and unusual which is very appealing - i shop there more than i used to. Some good restaurants, too, but see comments above. I don't eat there very often because i'm disappointed by the resistance toward newcomers. (This is the worst of "small town" attitudes - not a part of their charm!)
Character of old buildings.
I love the historic feel to the downtown. I hope we can preserve and encourage this feel.
The scenic beauty of our parks
Brass cafe, market on main, grey's, small businesses with quality service
It is easy to walk around and has diverse shops
small shops...Trillium, specialty shops, restaurants
Public art displays and Max and Emily's
Shopping at Trilliums
Historic nature with local businesses.
events and atmosphere
I love the charm it possesses. It's pedestrian-friendly, and one often sees pedestrians walking around downtown and going in and out of shops. I also love the summer concert series on Broadway.
The activities in the summer, small shops, good restaurants
The walk ability of it all. I can walk from campus to downtown Mt Pleasant in 10 minutes.
green tree coop
Pretty walkable, friendly, nice storefronts
Some of the buildings are architecturally interesting
looks nice and more inviting, and has many good restaurants and bars. It is also close to campus and includes many options for parks. Veteran memorial in Island Park is also very nice.
Bars/ night life
The diversity of businesses
I can get there from home by taking the RiverRiverwalk Pathways.
the mix of unique restaurants and retail shops with businesses and office space. I also like the residential use of buildings on second floors.
It's character
Island Park
Its kept up, clean, festive. It caters to the seasons, such as the Dickens etc.
The Bird.
Restaurants (The Brass Cafe, etc.). Shopping Variety (Ecclestone; The Market on Main, etc.).
Events, activities going on. Friendly safe environment.
Proximity to parks, walkable, well kept
Density, walkability, restaurant mix, and access. I like that I can park my car 2 blocks away from my office and not have to get in it again if I need to go to the bank, get my hair cut, get groceries, get my computer repaired, get my bike repaired, buy flowers, go to the library, go to the post office, visit my accountant, etc.
The atmosphere. Love the people and the shops. The shop owners make you feel like a neighbor and not a stranger off the street.
I like the walkability of the downtown. I.E., being able to walk from night spot to night spot, restaurants and theatre.
historic buildings
The variety of stores and eateries. Lots of planned activities for many audiences.
Personal service in the shops, good restaurants, the ability to run into people you know ... overall friendly vibe.
Downtown charm. Fun to walk around

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Character and walkability
ART REACH
It's generally safe, friendly people, I like the rivers that flow through it, the parks are very the therapeutic to the mind and body ,I like the professional office buildings, I like I Uncuff Bail Bonds, LLC's nice lawn and well kept yard and flowers, I like that there are no bums walking around town asking me for the money I earned and worked hard for, I like that there are few hip hop people around... That makes me feel safe. I like the rustic street lights that hang over the streets and look cool especially with the bright beautiful banners the city attaches to them in the summer. I like the beautiful monuments in the city that show respect to our soldiers. The Brass cafe is a classy place that offers outstanding dishes at reasonable prices in a fancy but not stuffy atmosphere, Mindori is expensive as heck and you still feel hungry after you've left but they are a pretty classy nevertheless so I'm sure criminals stay don't frequent the establishment so they're aok with me. I'm sure they also bring in the bourgeoisie of the area who have money to spend and don't cause crime and problems and are usually pleasant to be around and look face to face with (good skin and dental hygiene). Mt. Town station is also a nice establishment where criminals know to stay away from. They have a beautiful building and a nice location and although they are a brewery they maintain a great image by doing good business and not serving people to excessive limits. City hall is a pretty cool building too... They have a nice lawn.
I enjoy the summer months when there are opportunities to eat in a street side environment. I also enjoy the close proximity of the parks to the main downtown area.
The variety...a bar, restaurant, bakery, hairstyle and yoga and cycling all in a block
The City and the Downtown businesses combine together to keep downtown active. Something is always happening. The Downtown looks presentable and the City plans projects to keep it looking presentable.
Being able to walk to parks and get food easily
It's all easily walkable
I enjoy the diverse restaurants and shops that are downtown and outdoor seating that wishes you to stay longer.
Being able to walk lots of different places
I like restaurants and shops
Gathering places for city wide events makes me feel more connected to my community.
Restaurants, bars, art reach, events, music
I feel safe when walking, shopping and attending events.
That it's safe to walk from place to place. Kid friendly area with the park nearby. I wish there were more kid friendly things to do there.
It's a real small town downtown- you can go, eat, shop, hang out, and not have to drive from place to place. Everything is within a few blocks of each other, and close enough to walk from north campus too!
That there are plenty of sidewalks to go walking down
The food-related businesses and the foodie-related events. I would love to see even more local food movements happening.Many of the businesses downtown would also benefit from such events and could easily get involved.
The parks, concerts, LeTour, farmers market, Broadway theater
The unique restaurants and businesses
It's close, and my bank is there.
I like small shops and good restaurants. Small town atmosphere but with a variety of both of the above. Love the evening concerts.
Its character, including the old buildings, and its close connection to parks with walking areas.
Easy parking and walkability
Restaurants and shops.
close proximity of the business local appeal
The fact most of the businesses are locally owned.
Brass Cafe, Market on Main, Max and Emily's, Midori, Motorless Motion, the ability to shop, bank and have a coffee in the same area. I think it is important to retain the entertainment downtown, especially Max and Emily concerts. I like the open space of the town center.
Independent speciality shops that offer products and services not generally available from the large retail chains. It makes for a more individualized and intimate shopping and eating experience.
walkability. Would like to see a safer bike path
Community and purpose.
Variety of needs can be fulfilled

## Downtown Survey for Mt. Pleasant's Master Plan

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I like the small unique retail businesses and restaurants
mixed-use zoning, few empty storefronts
That more restaurants are coming in.
Restaurants
getting more stores
How walkable and friendly it seems.
restaurants and cultural events
no big box retail and restaurants
I Like That It is Easy To Get Around On Foot
Walkability, good restaurants, variety of businesses. Outdoor concerts. Midori, Market on Main, Cupcake shop, Bike shop.
Walkability, safety, unique shops, mixed use buildings, public art, various events.
Safe area.
Some small retail shops, some restaurants/bars.
Unique shops that are not big-box retailers.
Nice restaurants like Midori
The Mom and Pop restaurants and locally owned shops
I like it's artsy, yet calm environment provided by the style of the buildings, the park, and the cultural events/shops.
I like the variety of stores it has to offer as well as the aesthetic of all the buildings. It has a lot to offer both children and adults.
The friendly business community.
The atmosphere and the older buildings.
The restaurants.
I like that everything is within walking distance and the diverse shopfront. The historic buildings are nice and it doesn't feel too claustrophobic.
The retail stores and the summer concerts.
The fun mix of local businesses, beautiful parks, and recreation opportunities
The sense of community (unfortunately in the summer only), people are outside walking, talking and having a great time. In the evening downtown springs to life!
The local businesses
The park system and trails for bikes/ walking.
Small cozy feeling. I like that it is walkable.
The eclectic mix of establishments: Max & Emily's, Brass Cafe, The Bird, GreenTree Co-op, Motorless Motions, Flour Uprising, Midori, Broadway Theater, Gray's, Stan's, Art Reach, Book Garden, etc.
Compact, friendly easily navigated on foot or by bicycle.
Best restaurants in town; close to park system and river. Wide sidewalks on Broadway.
I feels safe and is a great place to walk and bump into people you know.
The art events such as the decorated chairs that you can bid on.
There are more events happening to draw people to downtown
You can get in and out without all the caoss of the Malls
Variety of restaurants and stores.
I like walking around I the shops, having a coffee or other drink or snack.
I also enjoy the small town atmosphere at community events, particularly the art reach events.
Walkable.
Street events, like the Max & Emily's series. I love Le Tour. And I always can find a place to park.
I like the easy access to business and restaurants. It's here, available, and nice.

## Downtown Survey for Mt. Pleasant's Master Plan

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### 4. If you could change one thing about downtown Mt. Pleasant, what would it be?

435 total responses.

Bowling alley, better parking
Change focus. As long as current tenants, remain, it is a business and financial center, not a retail center.
Parking - needs more
More diverse restaurants
More signage regarding historic downtown and the park system.
parking
Better Shops
easier to park or walk to business
More retail, more restaurants
More shops.
Faster snow removal or Heated streets/sidewalks
Parking for employee area and public
more activities (concerts) in the downtown area
More good stores
More parking
Better lighting at night
Parking is terrible
More parking
Eliminate the rentals that are not maintained above the business that attract undesirable people.
More stores to browse in
More outdoor venues (i.e. patio for dining)
PARKING!! A bookstore-quality (Bigger)
More retail
The limited parking. A parking garage would be nice.
No cars!!
Clear the loitering out. Maybe create other areas outside the downtown area for people that just want to sit on the corners of the street.
more sidewalk for restaurants outdoor patios
Improve parking.
Make it bigger with more ethnic food.
Snow day removal processes
Parking (2hrs for those that work all day - not good for them)
Better/improve and space for bikers
Have a performance space at town center
More residential townhomes for professional renters/owners - not college
Cleanliness (bar areas)/walkability, more welcoming
More emphasis on activities and establishments that promote gatherings.
Exterior look of buildings
A swimming pool
Reasonable retail, open more hours
Parking
I would change...
More specialty stores with a wide range of interests.
Lots more parking.
Add more character, interesting venues i.e. stores, restaurants/bars
Get rid of the blinders (extended sidewalks with planters and trees) at intersections and restrict parking for view at intersections.
More retail outlets. It's tough though to compete with malls.

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Either eliminate the poorly designed barriers to good traffic flow (i.e. the curb extensions) or make the main streets a pedestrian only mall.
Take out the parts of streets that come out. Better flow of traffic and fire trucks can get in better.
Business owners more responsible
More sidewalk activities, including dining
Remove the rotary!!
More and better x-mas decorations for holiday season
I would pay more attention to fire prevention without threat.
Parking
Parking
More specialty shops
Biggest complaint I hear is parking
More restaurants, more sidewalks
No snow
Build a roof across all buildings and make it a year round shopping area - need a highrise parking area.
More shops open later.
Provide shoe store and men's clothing store, more and better parking
Add a men's clothing store
More parking
More shopping for lady apparel
Men's clothing store
Parking
Parking
Better parking.
Parking
Parking - more 10 hour parking
Less traffic, too much parking w/in. Parking on perimeter, encourage walking.
Parking lots are confusing about when you can't park at certain times.
Parking!
More parking
more street events
more things to do to attract downtown. no businesses are open late enough
Less large offices that take up so much of what might be retail spaces
walking & biking-easier access bike racks/parking
None
better parking
More retail
more biking lanes
Revamp old structures
hours of operation on businesses
more parking
Add more attractions to evenings and weekends if possible
More parking
increase parking, require business owners to NOT park in front of their businesses
More to do
round about
Parking
more parking=problem
increase dog friendliness similar to T.C. have leash holders by shops or other place to tie up dogs, dog drinking fountains
Additional parking
Congestion - confusing parking :(
More retail bus.

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Outside restaurant like martini place. Looks bad.
more parking
more parking, both long term and short term
Parking.
Parking (and not allowing businesses to encroach on already limited parking)
More retail and residences
more parking
bike lanes-places to lock up bikes on streets outside of stores/restaurants.
More angled parking, more bike friendly
More retail shops
Would like more of the same; advertise more, especially the students don't know where downtown is.
The lighting is not acceptable for downtown at night. The lights pointing down to avoid light pollution is a disaster. It is not safe nor inviting, notwithstanding the large number of light fixtures and the cost of maintaining.
Lack of quality restaurants (I have dined at all of them)!
Hours that stores are open, including weekend.
Parking
More bike and pedestrian friendly. It's difficult with poor visibility due to too many cars on Broadway. It would be great to have easier biking to shops and restaurants.
Reduce parking violation fees.
Focus on unique businesses
More things to do during the day.
There should be recycling containers downtown and in the parks.
parking
More places for activities! Especially kid friendly among all the shops! A toy shop perhaps?
More outdoor events
Fewer non profits in the store fronts i.e. Red Cross - that building would be a much better place for a shop, and Red Cross could relocate to a side street. I would also like to see offices like Northwest Mutual and the CBS moved off of Broadway so that those 2 blocks could be a fun place to walk along, shop and dine.
No more parallel parking
Add more shopping and create a more pleasing environment (aesthetic). Add more unique events as possible to attract people to visit.
Add some extra parking.
More restaurants, later food options
The circle drive needs to go back to how it was
Put an additional on the library so there are more study rooms. Also a place to have very large meetings in the downtown area would be nice. And some place to have a kitchen for parties, where you can cook yourself.
A focus on more young professionals.
Much of the parking downtown is not adequately sized for full-size trucks and SUVs, which are popular with local residents.
I believe there should be an entertainment section and an office / business section.
More restaurants.
kids hanging out... they need a place to hang out
More cute boutiques like Emma's more of a "fun night out" atmosphere
More businesses open later, more types of businesses (retail and restaurants).
care less about the older generations and more about what Mount Pleasant should be like. The urban planners of this town should visit downtown Lansing for a day.
not sure
Keep the history
Fewer cars/parking. More bike/pedestrian usage.
More character
If I could change one thing about downtown Mt. Pleasant, it would be the parking. I know that there is limited space available, but there doesn't seem to be enough parking available whenever I want to go downtown. The limited number of spaces sometimes deters me from going downtown.

## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

Those in charge of promoting and planning Downtown events miss the boat. It could be so much more, with fun events, more community involvement, and building a sense of community between business owners and residents. Downtown Mt. Pleasant is a missed opportunity. Several fantastic businesses with little support in promotion from those in charge of building up the community. Downtown MP needs a change.
I would extend the hours. I know lots of businesses close up by 5 and are not open sundays because they dont get enough business at those times to warrant staying open but there are lots of times when I end up down town with time to shop but everything is closed up.
I would like to live downtown but when I was trying to find a place for next year found very limited options.
More parking/parking garage
Improved parking, especially on the streets.
The image. Stop focusing on the roudy college students and more on the community members. Students will be out of control of times that's ok. Its the quality of stores and dinning that will get people from out of town to want to come to Mt. Pleasant instead of talk about the casino.....
More things for kids. Bike lanes. Parking limitations by hour when patronizing the local businesses.
More benches, areas to sit and enjoy downtown atmosphere. More unique restaurants.
Clean up some of the building that have not been well-maintained. ESPECIALLY the upper levels of the older buildings. They are too often left untouched when an establishment invests in a face lift. It's very noticeable and makes the whole street look a little shabby.
Revitalizing the downtown convenience store would be nice it's pretty awful in there but every town needs a convenience store. If it wasn't so nasty I'd be there all the time. There also needs to be some enforcement downtown for the loitering of what I would call "dusty" people. They hang around the alleys, downtown discount store, etc up to no good and scare families and elderly alway from walking downtown and enjoying an evening because of having to dodge grown men on bmx bikes or drug addicts sitting in the new war memorial downtown. We know its hard to rid a town of stuff like that, everyone has it. But it just seems like the police/city is content letting these people roam the streets and live in nasty group homes together downtown without doing anything about it. We all know it happens but no one wants to talk or do anything about it. Last week I witnessed a dirty kid arrested for theft downtown. Saw him 4 days later walking the streets again with his crew. I personally heard the officer talking about previous charges for HEROIN and he's back on the streets of downtown 4 days later? That is not how you revitalize a downtown.
The area near the corner of Main and Pickard and area across from the post office. That is a very ugly corner and visitors coming into town that way, get to see a old ware houses a vacant corner and a ugly party store.
more restaurants and cafes with out door seating - think big city feel
art throughout town that makes Mt Pleasant unique. Inviting and welcoming!
Abolish the one way streets. Opening more parking space.
More things to do. There is an abundance of bars...
i would take out the turnarown
more dining options
cleaner
Traffic direction.
Parking
More apartment living, parking, and get rid of that ridiculous roundabout.
More events
Better parking so that you could actually more easily get to the restaurants and other shops that are there.
I like how connected it is to the west side of the town (with the park trails going from Pickard nearly to Broomfield) but I wish it was more connected to everything east of Mission as well.
More trails and parks. Ice cream. Family activities.
More parking
The loitering by so many questionable characters. Facade improvements by the corner discount store (or better yet...a new retail/dining establishment at that location!).
More restaurants, shops and housing.



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The word "tobacco" is spelled wrong on the Discount Drugs banner. I think more modern art around the downtown area would be lovely, as well. Maybe hiring CMU students to do some things. More live music during the summer in the downtown area would be a good idea, too. There are plenty of local musicians that would love to play. Something similar to the Max & Emily's Summer Concert Series, but more regular. Maybe something like every other week at Island Park, or in front of the Vietnam Memorial, or anywhere, really. More live music.
More restaurants
More student-friendly businesses
Parking stinks.
Get downtown discount to either move out or do some considerable remodeling/cleaning. The place is dingy, and unclean inside, and it has been for over 10 years. It makes a really poor impression compared to the other businesses downtown. Especially at such a prominent corner location.
More parking
I wish I had a reason to go to downtown more often... probably if there was a coffee shop there, I would hang out at it all of the time! But, because Max and Emily's is really the only option for that (and I'm not a huge fan of their food), I don't hang out there.
More retail options
Less banks and more retail, restaurants, entertainment etc.
Add a yield to pedestrians cross walk on Broadway St.
I think some of the store fronts look pretty shotty, especcally if you look at the residential space above them. I would like more shopping that appeals to a larger crowd. There are only so many knick-knack stores we need. More kids events?
Incorporate some attractions for college students and high school students what about a dance club?
I like the idea of more retail stores on first level with office space/housing on the upper levels.
A food store would be a nice addition. An alternative to Ric's or Meijer.
More restaurants, more family friendly businesses
More flowers.
I think it would be nice if they restored the older buildings to look like how they used to be. More shops and places to eat would be nice as well.
More variety of restaurants in the downtown area that are not bars!
We need more restaurants downtown
Increase the amount of businesses that can be used by the community to encourage more moment of people there.
More interesting stores like other downtown areas, some that are trendy and touristy like Emma's. A cool paper store, vinegar and oil, some antique stores would be great too. With CMU and the casino here things like this would bring people downtown!
put the brick the street back and get rid of the round about in the middle of town.
Overnight parking restricting. Currently it promotes drunk driving.
Have clothing stores that people can actually afford to shop in!
Places to sit outside in the summer to eat or have a cocktail. I also would like a coffee shop of some sort of bakery.
Some type of discounts for CMU students would make them come down there more often. Even offer some type of Holiday shopping program. I always bought my Christmas presents downtown because they were more unique and I enjoy supporting a local business.
Showcase MUCH more art, more of the local Ojibwe culture, more art and music and cultural festivals. Don't cut down any more trees, don't allow the beautiful historic building to be turned into dull office spaces.
Make Broadway and Main closed to traffic and walk areas with green areas, fountains, public art, benches -- make it a more park like space. It would make it a nice area to have a Farmer's Market and have public in the area to shop the stores.
More NICE housing options for young couples!
I used to live downtown and had to move out because I was feeling threatened by the little "gangs" that would hang out in the street during the morning/evening hours. I am a single 20 something female, and it really made leaving for work in the morning and coming home at night very uncomfortable. I would like to see an effort to reduce their presence in this area.
More arts/cultural events to draw people to downtown.

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Well, since everything is centrally located, I wouldn't want to change that, but we should work more on being the city of the future.
I guess I would like to see more events or spaces that get people out in the community together. I love the summer concert series and the art walk. I feel like they really do a great job at this already, but I think one of the most important missions of the downtown area should be to inspire community togetherness, pride, and activism, as well as bring people into the community. Any expansion of this is positive.
Make it more bike-friendly
Eliminate low income housing.
More entertainment
The "shady" corner of Main & Broadway where people "hang out" .. sometimes makes me feel uncomfortable. (NE corner area)
More walkable businesses downtown
more benches and park-like feel
Have stores like we used to have: Gittleman's--women's clothing; family shoe store carrying all sizes; Dollar store/dimestore; Penny's; quaint but inexpensive cafes; a grocery store! I know that is way more than one thing!
I would look to build some bigger developments (within reason) to make it more residential. The downtown feels rather small.
I would keep local businesses and restaurants from going out of business so quickly, and get people to shop at more local businesses (Green Tree, Market on Main, local book stores) as opposed to using big chain stores.
Make more of a concerted effort to fix up the Broadway Theater.
The lack of parking-perhaps a parking structure would help with the difficulty parking. The improvements to Jockey Alley are a start.
parallel parking to angled parking
It feels too crowded sometimes with not enough open business.
I can't really think of anything I would change off the top of my head. Maybe spruce up the buildings some?
More of an Ann Arbor or Downtown Birmingham type of 'vibe'
More businesses that appeal to an 18-30 year old crowd that aren't just bars.
Sometimes the downtown businesses are not welcoming to individuals from out of town and also some events. Some shop owners are rude and talk negatively about other businesses and people in the community. As a shopper, I don't want to walk into a store and hear bad language and gossip about other shops/people in the town.
Many of the shopkeepers need to be much more open about embracing downtown events. Some are really good about this; but others have a negative attitude about events. (Put up nasty signs or complain incessantly at public meetings about how inconvenient events are for them). This gives Mt. Pleasant a negative image with our visitors and also with our community members who attend downtown events or the hundreds of volunteers who work at events as well.
Updating (preserving) the buildings in the downtown area.
Add more useable retail in existing spaces - having a grocery store back would be nice (used to be one where NAPA is). We need affordable variety
More outdoor dining establishments
A community center for the youth to hang out at, where they can be safe and drug free, would be amazing. They loiter in front of the library or at town center...but there is little for youth to do in this town that is interesting, fun, engaging and DIVERSE....so I can understand why.
Make it a destination that residents and tourists want to visit.
has been moving toward more vibrant, but i think more businesses, restaurants, office space, and town homes for young professionals would make it even better. It's all about the atmosphere.
More reliable/available parking for customers.
we get the trees back :)
Office space on the ground level and the really ugly facades of some of the downtown buildings that were "updated in the 70's.
Increase accessible parking, enforce employee parking zones
More restaurants
I think parking can be very trying
creating more outside space
not enough local businesses
closer to campus

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If I could change one thing about downtown I would try to add more shops and try to advertise downtown better.
I would utilize existing spaces (Nelson Park, or the undeveloped area by Camille's on the River) for use as a community area with room to have events and festivals there to add a cultural feel to this part of the city.
more restaurants
Better roads and more parking.
How the bumper destroying parking lot inclines scratch up my bumper
More community events
More small-town stores, such as local retail places
Nothing.
More outdoor seating and landscaping.
Expand the shopping district.
A roundabout on the corner of Main and Broadway would be nice for the flow of traffic and pedestrians.
More culture. I wish there was more art, music, films, museums, etc... I would also like a little more green space or even a community garden or something along those lines. I feel like it's all parking on top of businesses on top of parking on top of businesses. It would be nice if there was one big parking lot on the outskirts of downtown and then the actual downtown was just sidewalks, green spaces, and businesses/apartments.
I would add more shops and eateries. Some more seating, as well.
More restaurants like Midori, more cafes, cooler stores, more housing for students/grad students who don't want typical student options (quieter, more stylish)
More independent businesses that offer a unique shopping experience
Lots of small (preferably locally-owned) shops and boutiques and no more space for financial and related institutions. (I don't mind having them, but they don't attract people to downtown on an ongoing basis)
More great retail shops.
Residential housing
Downtown would be alive and vibrant instead of run down and trashy like it is becoming. Someone else should buy the Ward theatre and fix it up.
I wish there were more places to "hang" out.
More pedestrian/bike friendly. More community events
I would like to see more "lean back" places, so to speak -- somewhere I can plop down, do some work on my laptop (important for a young professional like myself), and maybe grab something small to eat. Also, if Mt. P doesn't want to open a mall ("insufficient demand," yeah sure) then why not have some mall-based retailers (FYE, Hollister, etc etc) open stand-alone businesses downtown?
Not enough job opportunities
- Angle parking on both sides - The discount party store on the corner seems sketchy.
I would take out the round-about.
Fewer banks, a variety store,
More cultural events, nice restaurant.
Retailers aren't open on weekends and there isn't enough diversity in the retailers we do have
Stores open later and more on weekends
University street and Broadway corner is very hard to see when stopped and making a turn.
Re pave Jockey Alley but that is finally happening!
Would like to see more shops and maybe fewer office buildings. Most store owners try to keep up their buildings, which I appreciate. I like the smaller shops and the art gallery.
More things to attract more people to downtown
More public art, and expansion of our parks system.
Close the section of Broadway St in the immediate downtown and make it a walking mall . They have done this in Boulder Co. and it is wonderful!
More cultural locations/events...more storefronts dedicated to things like concert venues, art studios/galleries, class spaces. Ditch the silly trinket shops.
more family / community events
make the 2 blocks on Main and Broadway each a one way...
Add more unique shops (boutique-like).

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Accessibility and parking.
street parking
nothing
Get rid of the low life and gang people that are there. This needs to be dealt with! The graffiti needs to be eliminated AS SOON AS IT APPEARS! Gangs should not be allowed in Mt. Pleasant period! The City needs to send a message that YOU are NOT welcome HERE! We also have a LOT of river frontage that is not being used to our advantage. Can you say San Antonio?
Fill ALL vacant street-level spaces with interesting/diverse businesses
more stores
its a little too small
More art
Improve the parking lots and sidewalks. I'm so glad the lot behind Art Reach, et al., is being dealt with this year!
using public funds to enable more community events in Broadway theater
The hours that the businesses are open. They are not open at times when people would like to explore downtown.
Parking. I was at an event at Art Reach last night and had to risk using a private lot to get to the event. Even when Jockey Alley was open it was difficult.
Resurface the sidewalks and parking lots.
Better selection
stores that do not carry quality merchandise
Get more people down town. Does the walk way to campus help[ any?
more retail development, more housing
more businesses and cultural offerings
I wish there were more shops I could go to on a regular basis. I'd like it be more like an outdoor mall.
The businesses don't have a cohesive look that ties them all together. Some businesses look down-right shabby and rather low-rent. Why isn't Downtown Discount and Jo-Jos held to a standard? I don't have a problem with what they sell, but how can they sit side-by-side with an upscale shop or a gallery or the sushi lounge? If we want to attract the best to our downtown, we need to look our best to the public. It's an easy, inexpensive fix: Get the crap out of the windows so pedestrians can look into the store. Let the light in. Be enticing. And please: no more salons, spas, barbers allowed. And I sure do miss the trees. I know why they're gone, but they truly made the streets beautiful. Let's get those replaced as soon as we can.
Better parking
I would prevent modernization of buildings and focus on restoring the historic atmosphere. I don't like the current angled parking. Visibility when backing out of those spaces invites car crashes.
More restaurants and unique stores. Outdoor seating at restaurants in summer.
Roof top patio dining option!
The inadequacy and quality of the parking spaces- I would have more and improved parking. I would also change the inability of downtown businesses to have flower planters, sandwich boards of various sizes, etc.
The unkept business and residential buildings that are interlaced within the renovated and nicely kept downtown area. Also the element of undesirable residents who are drawn to the low-cost college rent. Not sure how that could be changed or addressed.
To have public restrooms.
Parking can be difficult; I really dislike the current angled parking on Main St. and Broadway- hard to back up at busy times. I would also like more upscale bars and restaurants like Midori-this is a good start but we need more.
More retail stores
More cultural attractions...restaurants especially.
More convenient parking. Sometimes lack of parking spaces, forces me to move on, and go to drive through eateries on Mission St. Or makes me decide that I won't be able to shop in a certain store that I was hoping to.

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I would have more adult gathering places - as opposed to student-type beer bars. Part of doing that, though, is getting more people living and circulating around downtown - which is why I chose "mixed use development" as my first priority. And part of that, of course, is making Mt. P. welcoming to everyone - no matter their race or sexual orientation. A number of friends won't touch downtown, or even live in Mt. P., because of the racism and intolerance here. I see all of these issues as interconnected.
Eliminate the gathering area for seemingly unproductive people that hang around the flag at the corner of Main and Broadway.
Better parking fees/time to be parked. I've been deterred from wanting to be down there for any length of time because I will get a parking ticket. I am constantly looking at the time. Not a relaxed way to really enjoy several hours. Yes, you have extended parking locations, but they are usually full for the workers of the downtown area.
More shopping down town
The court house is so stark and the lot is so huge and ugly. Could you add some of the nice brick and blue fencing and add some landscaping spots? The lot is never full. Could you make the parking lot where they have the farmer's market look cuter and more a part of downtown? Could there be incentives for people to buy and fix up houses near downtown? I like the greater density. The parking lots we have are fine. I don't think we need more. It would be nice for people who live downtown to have a small market (other than Greentree). I appreciate the public library. Street musicians in the summer would be nice. I like the detailing and the former Borden building.
More restaurants and up-to-date shops that appeal to people under 60.
Eliminate public assistance housing above the shops.
The congregation of the young skateboarders, & others, just hanging around.
Shopping hours later in the evening.
more high quality restaurants return to having a weekday farm market downtown - not Island Park but in actual business district like Saturday market is. a larger venue for outdoor concerts - especially one that doesn't face west in evening like have currently in the way too tiny area.
Improve parking
Renovate historic buildings
See above.
Wider range of restaurants.
Great Question. I wish I had a great answer. I really like so many of the shops/restaurants downtown. I think the parking is very good, the sidewalks are wide and accessible. I like all the parades and events in downtown. More Art???
Shady kids and people that smoke on the sidewalk and hang out on the corner
Get rid of the restaurant that overflowed on to teh sidewalk and took up parking spaces.
More stores that have unusual items. More restaurants.
More eating outside on the sidewalk type of feel
I think that the apartments above the businesses are kind of slummy.
Have more higher end stores like Trilliums
Make it more active and not centric around just office/bank industry. There needs to be greater long-term emphasis on getting the general public downtown and understanding its value to the community. It takes community engagement to keep downtown vibrant.
more retail or a coffee shop downtown
I would like to see retail stores more geared toward college students, but not big-box stores.
Better biking access
farmer's market downtown on the weekends, not thursdays when most people work.
More retail, fewer boring businesses, but I understand those folks feed the local retailers
I would like it to be the happening place and discourage big box retail in the surrounding areas.
start expanding it towards campus more, and encourage more attractive businesses and cultural attractions for the younger residents and students. Implement more community events that are appealing to the younger demographic.
More residential area
The look of the buildings. Some are attractive, others not so much. The appearance over all needs some work
It may not be considered downtown but Island Park and Nelson Park need to have the sidewalk access to both extended completely throughout. Now you can only walk half way around them on sidewalks. The rest of the way you have to walk on the roads. It is dangerous as you are sharing it (the road) with cars, bikes and other walkers.

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Better accessibility for pedestrians and bicycles without having to dodge cars.
I would like to see more restaurants and residential housing such as townhomes.
The people who hang around in the city center
The parking when you get to the corners on Broadway you can't see anything
Add a Teen Center
Widen the streets
TAKE OUT THE PARKING ENHANCEMENTS. IT IS VERY DIFFICULT TO PULL OUT OF COURT ST. ON TO BROADWAY.
Eliminate restrictions on housing.
No more student or lowlife housing. Upgrade housing offerings and upgrade clientele.
more retail shops
Diversity of stores. Would like to see more retail on ground level.
More outside restaurant seating during warmer months. More stores/restaurants open on Sunday. Sorry that's two...
More upper level housing
West Downtown would be leveled and built with mixed, residential/retail uses. Less second story offices and more second story residences. The outer edges of downtown should have medium density housing (like row houses, condominiums, etc.) that AREN'T targeted to seniors for LIHTC type developments, instead, make them
As someone who works downtown and has to deal with parking every day, I would say parking would be the one thing I would change downtown. The lot on the corner of Broadway and Main is a mess. The lines aren't evenly spaced (some are huge some are too small), i'd like to see it get repainted (I think we could get a couple extra spaces from repainting/organizing) and i'd also like to see the first row of 3 hour parking gone. I think that the majority of people parking in this lot are people who work down here and not shop, so it isn't really necessary. I understand that there aren't a lot of options for adding spots, just because there isn't room. But maybe we could take away some 3 hour parking? I know that your response is always "there is plenty of parking at the city building" well that's 4 blocks away from my office and is not practical.
Post signs to encourage reduced traffic speed. Often cars and trucks drive too fast through downtown, especially along Broadway.
parking
Lower property taxes for businesses.
Make it funkier! We need hip new shops and restaurants -- an artsy vibe. So much of downtown feels dated, and though the historic character is a great feature, I think the shops and restaurants need to keep up with the trends.
Parking. More shops.
Blue Gator
Catch whoever is spray painting those gang marking periodically, like to see more people behaving themselves when they are drinking on the patios of liquor establishments. People not speeding down Broadway... Hmm I'd like Dickens' Christmas to be a couple of weeks in the winter. I just don't want crime or blight or anyone who is bad around my town... They can go live elsewhere... Mt. Pleasant is a pleasant town and we need to keep it that way.
A few more upscale retail establishments would be a nice addition.
More higher level retail/unique places like the around the plate place. More for the college campus to want to come and see
I would give more consideration to the possibility of fire without threatening the building owners. I would create a spirit among building owners to cooperate together to remove potential causes of fire. We cannot do that with the current fire chief.
More things to do at night
Better art
I would like the downtown to expand and thrive with diverse restaurants and shops.
Put a tree back in where the large pine tree was taken out
LaTour because it's a pretty specialized event and if your not interested in it you have to avoid downtown that weekend
I would bring more businesses from Mission into downtown.
Lighted fountain in town center!
Get that damn church out of the Ward Theatre!
More businesses and places to eat.
So many offices that most of the general public have no use for.

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Updated apartments- I would have LOVED to live above a store downtown, but for example, as far as I know none of them have central air. I know the buildings are old, so it's time to update them (and charge a little more for rent to make up for the cost of the renovations). Those should be known as the best apartments in the city- it's a shame they aren't being modernized as well as they should be.
parking!
If I could change one thing I would improve the look of some of the worn down buildings and bring in more upscale businesses also I would like to see a dog park area near the island park area.
More parking! Its challenging to find a place to park on weekdays and too cold most days of the year to walk a long distance to a store or restaurant.
I would have some businesses stay open later. Instead of closing around 5:00 it would be nice if at least one weekend per month stores stayed open. We should be trying to make it into a cultural center where people want to go in the evening. Too many bars and not enough other activities especially for families in the downtown area.
Not really sure.
Get rid of the parades.
I like it when stores are open at night and on weekends. More sidewalk eating opportunities.
There's not much there for adults. Bring in more restaurants (no more fast foods or lunch-only places), shops, a cultural center.
More restaurants and retail
More gift shops and restaurants. Shops should stay open LATE on Friday and Saturday night to capture the diners.
Maybe think about a pedestrian shopping area. We need more restaurants.
to have more of a draw. Traverse City does a great thing with Friday night Live during the summer. Unique businesses
More shopping and dining options.
parking parking parking
Upgrade the historic buildings and make the upstairs apartments more conducive to young professionals, rather than it becoming a low-rent district.
Remove the "modern" facades from some of the more historic buildings and allow their unique architecture to once again create a more vibrant and attractive setting.
more clothing, for men.
More restaurants and shops.
Small, outdated housing
Parking can be a problem. Although angled parking added more spaces, it's difficult to exit these spaces because of blind spots.
more residential for non-students, increased number of restaurants with international food...Thai, *real* Mexican, etc.
Less bars. More attractive for families to "hang out" on a Saturday afternoon.
I would more parking.
the graffiti, needs to have more things to do
The type of housing that is available, thus changing the demographic of who lives downtown.
better restaurants and retail, more cultural events
allow private entities and free market dynamics to shape it's future instead of outside paid lobbyists (consultants) . Also, to protect and preserve private property rights.
Have More Long Term Parking
More outside seating for restaurants in the summer. A better farmers market, as they have in Traverse City and Ann Arbor. More for young professionals or students rather than older people (Mole Hole).
More public art
Mission Street is way too dangerous for 40 MPH
Change parking back to parallel - hate current parking on street as it is too difficult to see when backing up. Encourage retailers NOT to park in customer parking. If I can't park downtown, I don't stop to shop downtown.
Need more restaurants to attract nightlife other than Midori and The Brass.
Higher end stores/restaurants.
Less low-income housing
There should be bike lanes downtown and all the way to campus.
The curb appeal of the houses around downtown.

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I would update a few of the more run-down buildings to go along with the more historic feel.
I would expand on the parks and maybe offer more children's events.
We need more businesses down town and more of a night life. Isabella bank has taken a large portion of the real estate down town without increasing the number of people coming downtown, particularly after 5:00 PM. A 24 hour fitness center, a Barnes and Noble Book Store, some coffee houses, an electronics place like Best Buy, more restaurants, an ice cream place could all bring people downtown in the evenings. Having an Amphitheater that seated 3000-5000 people and bought in big name acts on the weekends in the summer on the river around the Borden building or in Nelson Park would be spectacular.
More shopping.
Easier access and less congestion on the roadways.
More venues for live/local music.
Put in a parking ramp.
To make it more cyclist-friendly
Little outside seating for restaurants, lots of office buildings do not draw people downtown, we need deals/punch cards/ coupons for downtown.
I would prefer if the landlords that rent the lofts above the businesses downtown screen their renters a little more so that fewer delinquents, drunks, and troublemaking natives. It would encourage me to walk downtown more often if the residents weren't so loud and threatening
I would add more community events on a larger scale
Enhancing the classiness. It seems a little grungy. Also, I would remove the hideous corner drugstore on Broadway and Main. That space could be used by a business that would add to the attraction of downtown. Additionally, I would reclaim the Ward Theater as a local (preferably art-house) cinema. I would work to attract young, art-focused young professionals to inhabit the downtown area.
Improve some of the craptacular buildings.
ONLY one thing? Better retail shops.
The parking lot behind the bank, Max and Emily's needs to be fixed! It's a mess!
Less traffic, more opportunities for local businesses
Make working people park in designated lots so many park where shoppers park and leave their cars there all day.
Stores would be open until 8:00pm a couple of nights per week, can't shop when they close at 6:00pm
In the evening when I am dining out, all of the stores are closed. I would like just a few more shops, maybe something for kids... A pottery painting place or something?
Close the streets and make a pedestrian mall.
More restaurants, fewer offices.
I would like to see more angle parking or a parking ramp.
The incredibly bad, stick-in-the-mud attitudes of some merchants. And the scummy people who live there. Raise the downtown rents and convince them to move to the old, apartments on Deerfield Road.
It's really kind of old and dumpy.



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### 5. What attracts you to visit downtown Mt. Pleasant?

437 total responses.

Bank-shops
Shops/eateries
Activity
Community, unique retail, restaurants.
Financial Sector/Retail
businesses
Atmosphere
Shopping, restaurants, special events
Restaurants & Events, The retail downtown has nothing to brag about.
Eating
Banks, Max & Emily
Restaurants
Events
Very little
Stores
unique stores
Retail shops, parks
Need something at a store/business
Work. I also will visit downtown for social events weekend dinners.
The family owned businesses
Restaurants, business
Food and activities
Business calls and banking
The shops and events/activities.
Restaurants
Bars and restaurants.
quaint area
Reataurants, parks, retail.
The shopping, eating, but in the summer the CONCERTS!!
Restaurants and shopping
Restaurants
Stores
Restaurants/Art Reach
Events
I love the shops, especially Art Reach, Trillium, and Baskettree. Great customer focus and focus on community.
Events/activities, restaurants
Food.
Shopping at unique shops
Activites, shopping
Isabella Bank, City offices.
Businesses
The shops and restaurants
I work there, good restaurants
Small unique retail shops
Restaurants/shopping, events/special events
I like walking distance to banks, title companies
Parking is so bad. I am not much attracted. Only go downtown by necessity.
It is easily accesible from any direction.
What there now.

## Downtown Survey for Mt. Pleasant's Master Plan

Final Results | June 10, 2013 | 580 Total Respondents

Shopping
Restaurants, banks, clubs
Quaint look, remodeling that has been done.
Trees and flower. Why were the trees on Main Street removed?
The Brass Cafe restaurant and Isabella Main Office Bank.
Activities, look of the area.
County building
Shops
Banking needs
I sometimes shop there.
Uniqueness
Stores/shopping, bank, dance studio, salon, parades, festival events
Restaurants, library, parks
Concerts, eating
Banking
Restaurants/bars.
Restaurants, bank
I always run into people I know - it is an extremely congenial downtown.
Restaurants
Specific needs
History, parks
Dining/events
Events
Good food!
Meetings.
Shops
work, shops
Business, events, concerts.
The businesses and restaurants.
Bars/restaurants, park, activities/events
Unique stores/businesses
nightlife, bars, shops
Eat at local rest.
nightlife, restaurants
Restaurants, shopping
parades/events, shopping, art reach
Stores
work
Above two items.
shops, festivals, & art
Business
unique stores, ability to walk, etc.
events/restaurants/shops
I work there
Shopping
easily walk to business locations
I work there and don't live to far.
businesses & events
Shopping/food, need music on the street
Shopping and parks and special events
shops/restaurants
The stores and restaurants

## Downtown Survey for Mt. Pleasant's Master Plan

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Festivals, shopping, businesses
Activities
Events and shopping
shops and events that take place
events-summer concerts, christmas events, etc.
Retail.
local shops
Banking, cultural, City Hall
work
specific shops/restaurants, parks
Good restaurants, good parking
Local businesses
Restaurants, shops, parks, events, Art Reach, my church.
The businesses, restaurants, etc.
Food/Drink
Events and restaurants.
Art Festivals, Midori
Shops, restaurants, banking.
Specific businesses, especially Trillium, Ace of Diamonds, and Max and Emily's
Events, night life, restaurants.
Art Reach and special events...music, parades.
multi use of restaurants and retail
Familiarity and tradition. I love it and it makes me feel more at home than anywhere else in town!
Events
Island Park, dinner out and shopping.
Reataurants, used book stores, businesses, unique shops
Shopping and sense of community
Finding stores, restaurants and professional services we don't have in our own community. Probably Greentree Coop has been our greatest magnet downtown.
Everything
Dining and drinks, events, Island Park, shopping
Island park and the concerts
Post office and library. Sidewalks too.
Close restaurants/bars, great meeting points, and great "city" type atmosphere.
When events are happening.
Eating and Drinking mostly
stores and restaurants
able to walk from place to place, bookstore
Very cool restaurants! We need more like Midori!
Shopping, dining and events.
The bird, Emma's, and Stans
The bars and restaurants, along with the many things to see. For instance art on the buildings and sidewalks.
Grew up there
The small town atmosphere
Broadway Theatre, Brass Cafe. Large events (i.e. Dickens).
Historic feel
The things that attract me to visit downtown Mt. Pleasant are the restaurants, bars, and Headliner's Salon.
Church, the library, as well as good restaraunts and bars. Good service providers as well. (Stacy McNerny - Excellent massage therepy!)
I will work at CMU starting this fall.
Businesses that I use.
The unique shops.

## Downtown Survey for Mt. Pleasant's Master Plan

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shopping, dinning and nightlife. We can walk around and have that small town unique experience. Character of all the locations is very important rather than chains. Those are no fun and I support small businesses.
Shops
Restaurants and events like Art Reach.
Stores,
Old favorites like Max & Emily's and Green Tree. As well as new favorites like Midori and The Market.
Restaurants, shopping, the "bar scene"
The Library and the Brass Cafe--best food around.
the need to occasionally visit Isabella Bank
Atmosphere, shopping
Errands to downtown businesses, as they seem to provide superior service.
The location.
the people
cheap drinks
food and drink
Shopping
Santa clause and lights in winter months, fishing, swimming, parks and water park as well as summer fest (fireworks), farmers market and outdoors movies at city hall in warmer months.
The bars
Night life, Small Shops for gifts, Parks
Good food, easy walking
Pisanellos and other restaurants (like Stans and Mountaintown). The parks
Clean, neat, safe
The restaurants. The nightlife to a certain extent. And the people that work and play downtown. Downtown is where we can come together as a community to celebrate all that we have.
Shopping locally, keeping money spent local.
The scenery.
Concerts, food, hair care, shopping
Max and Emily's
The Brass, Motorless Motion, Midori and Max and Emily's.
Convenience and being able to avoid Mission Street traffic.
Restaurants and dance instruction
Entertainment. ie restaurants/bars or event of some sort
Local businesses; farmer's market
I don't go that often anymore, but it's usually just to eat. I used to be there all the time when Grace Church was there. Sometimes we'll go for the parades.
I support local business
Restaurants (Outdoor seating at restaurants/bars)
The few retail stores we have
Events
Biking/Walking
Nearby parks
The Bird Bar & Grill.
The Public Library.
banking, library, Max and Emily's, community events
Since of community.
Events and the variety of businesses.
Food and farmers market
The restaurants and shops.
Art Reach Activities and community events.
Events, restaurants, stores
Island park

## Downtown Survey for Mt. Pleasant's Master Plan

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Nightlife
My childred attend Sacred Heart Academy and my banking is downtown.
Shopping, food, parks
It's very convenient to have everything nearby with nice parks to sit outside or a great place to grab a bite to eat. You can't do all that (shop, sit outside and grab a bite to eat) anywhere else in the city.
Locally owned shops and restaurants, art, night-life, lots of trees, beautiful parks to view the river.
The restaurants and unique shops.
Bars, restaurants, walking space.
I love being down there in the summer time, especially when there are events and things to do. Events and attractions also help get attention for businesses in the downtown area. I discovered places I never even knew existed due to this.
the attempt to support local business
Mainly the people and the atmosphere. I have lived here since 98 and I love being in Mt. Pleasant.
parks, new and eclectic businesses, events, bars & restaurants, aesthetics of the old buildings
Restaurants.
The parks and events
Max & Emilys, Baskettree, Downtown Drugs, ICCU, varoius bookstores, Market on Main, bars, good parking
The ability to walk and visit things.
restaurants, basketree
Not much anymore unless I attend one of the outdoor summer concerts. Those are nice. I do enjoy taking a visiting grandchild to Downtown Drugs to the soda fountain.
The shops, restaurants, and bars.
Number of non-chain businesses.
The feeling of community and sense that I am supporting the people I live with.
The restaurants.
The businesses that are located in the downtown are ones that I frequent. I enjoy having Art Reach located there with the Let's Do Lunch activities. My hairdresser and credit union are also located there.
the unique selection of shops
Easy options for lunch, my dentist, bank, ArtReach, community activities such as Dickens Christmas or the concert series that Max and Emily's sponsors.
Restaurants
Eateries, bars and local events.
Unique shops
The City has been great about keeping up downtown as best they can with the budget they have. It always looks beautiful with the trees and flowers all Spring and Summer. Many of the shopkeepers are very creative with their windows also so their shops look warm and welcoming.
Restaurants, specialty retail shops
Same as question one..... community. Plus I live downtown;
Location, events
I own a business here :) But I do enjoy downtown and I appreciate what the city does to foster it's development. A huge shout out to Michelle Sponseller, I hope the city truly recognizes what she does for all of us! Tim Brockman as well. I would like to continue to see DIVERSITY encouraged and cultural events promoted. This way, we can attract a large group and make all feel welcome, while helping business and our city flourish.
My restaurant and drug store.
restaurants, parks.
Restaurants and shops.
I own a business downtown, but do enjoy the different food and shopping choices available.
the storefronts and history
Brass Cafe, Midori, Plate Boutique, Motorless, Market on Main, Art Reach, The Bird.
Restaurants/retail business
Farmer's market, restaurants/bars, events
Events & shops & resturants
Stans.

## Downtown Survey for Mt. Pleasant's Master Plan

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food
the nice stores
The parks and shops.
The restaurants/bars and Green Tree Natural Grocery
The nature and out doors.
Restaurants and the community
Quaintness/park
The Book Garden and Farmer's Market
the bars
Usually, Island Park or the places to eat.
Food and drink.
Events.
Art, Culture, recreation
I usually go downtown to eat, or relax/play sports in Island Park.
Businesses like Market on Main, GreenTree, Midori, Max and Emily's, Flour Uprising, and the Brass Cafe.
I like to visit specific shops and go walking and exploring. I also like the music festivals and other events.
Midori, parks
Unique restaurants and local businesses
A need for a specific kind of product, often a gift which I want to be unusual, distinctive. An opportunity to sit outside with friends and a coffee or snack
Better customer service & the people that work in the downtown seem to care about the downtown
Everything! Great shops, Art Reach, open entertainment, farmers' market
GreenTree Coop, Art Reach, walking trails
Good weather. Farmer's Market (Thursday).
When I go downtown it's usually because of The Brass and the Market on Main, as well as Max and Emily's. I usually avoid the bars on weekends, but during the week they're low-key enough.
Food
- Parks, local businesses/restaurants, festivals, Broadway theater events, etc.
Art Reach, restaurants
The retail businesses and restaurants.
Shopping. Green Tree. Art Walk. Chair affair. Summer special events. Dickens Christmas. Broadway productions.
Unique Shops.
The Brass
restaurants
The Library and the Post office--there is really no other reason to be there.
Nice restaurants, friendly people and the trees and flowers.
Good food. (Market on Main, the book stores, Trillium is great as is the staff..... Green Tree grocery is a great store.
Art events Food Shopping
The parks and the art.
Shops and restaurants- Bike shop and the library
Right now it's mainly restaurants. If there were high quality cultural events happening downtown (there are, in my opinion, very few right now) they'd be high on my list of reasons to visit.
parks / trails, food, art gallery, near my sister's home
the summer concerts and the Midori
Stores like Basketree, Art Reach, Emma's, Mole Hole... where you can make an afternoon of shopping. Personal care places (salons,, etc) not so much because chances are one can't park nearby and would rather have an interesting shop in that space.
Events and resources
unique retail and restaurant businesses.

## Downtown Survey for Mt. Pleasant's Master Plan

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visiting friends, shopping
I NEED something from one of the stores.
A few specific businesses: Brass Cafe, Market on Main, Main Frame Gallery, Trillium
theatre, restraunts & events
I normally go to a specific place to buy something.
There are places to walk around and appreciate without having to spend money I don't have
The shops and restaurants--I love Emma's, the Plate Boutique, Max & Emily's, Ace of Diamonds, the Book Garden, Midori, and the Brass. [I'm particularly grateful to see that Midori has solid business despite the high prices. I only go there every few months (\$100 for dinner, drinks, and tip for two is steep).]
Art Reach, Brass, Greentree, Farmers' market
Good shopping and restrants, ART.
When there is an event downtown, including farmer's markets. If I'm downtown to eat I generally walk around and visit businesses.
The friendly people. It is also fun to run into other locals.
Small shops and restaurants.
Events, recreation
business and retail stores
I like the Ginkgo Tree Inn. Try it you'll like it.
dining, shopping
restaurants, art reach, library
Max and Emily's, Art Reach, CRDL, and Off Broadway Studio...basically the places I go to over and over.
The ease of walking, the overall friendliness. The creativity of our shops, restaurants and events. It's a charming place. Let's use that to our advantage!
The unique stores.
The variety of services, i.e., banking, shopping, health services, accounting and legal services, restaurants, the hair salon, car repairs, tailoring services, and I can walk to everything in just a few minutes. I don't find the parking to particularly problematic, either.
Cultural
Brass cafe, Midori, Green tree, Isabella Bank, Gray's
Local businesses, community activities, parks
Convenience, ambience, and the wide range of businesses which are located there.
Art Reach and it's diverse attractions! They need a larger building for the Mt Pleasant population!
Good food, music and art.
The wonderful attitude of the people that work downtown.
Restaurants and night life.
The shops and restaurants. The ease of parking. Special events.
unique shops - it is the opposite of the "mall" atmosphere
Local shops with unique merchandise. Love Art Reach. Also love cultural food. Enjoy Midori.
Usually a special store or restaurant.
Small specialty shops
I like walking between places. Along the way I see the pride of the store owners in their displays, how the art is scattered from banners, chairs, brass art, ect..and while there are a few areas I don't like to walk by because of rough looking groups of people - for the most part feel comfortable.
Art in the streets and shops.
Restaurants, hair salons, coffee places, The Broadway Theatre, the Greentree, events such as parades, Dickens Day, music in the streets, farmer's market, Artreach activities.
The Wellspring Literary Series at Art Reach, Max and Emily's. That's it.
Work.
Isabella Bank Shopping-Trillium, Basket Tree Food-Max & Emily's New businesses-Kitchen Shop, Cupcake Shop

## Downtown Survey for Mt. Pleasant's Master Plan

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The special events, the live plays and events at the Broadway, and the park system.
shop at coop, farmer's market
Usually dining - (the restaurants)
Art and music related activities
See above
Small, unique businesses. I wish there was more diversity.
I like the unique shops and restaurants that are not part of a corporate chain. I also get my hair cut in downtown.
Parks, Farmer's Market, Restaurants (not like Mission, Pickard, etc., with the chain type restaurants)
Quality service
Art Reach, the library, community activities (dickens festivities), Strider races at max and emilys
1. Trillium
Salon, small specialty shops, award shop, food, drink, art reach
We like to go for walks downtown when the banners, painted chairs, sidewalk chalkings, and art walk displays are out. Other than that we do not go down town much.
Restaurants/ shopping
Restaurants, architecture and access to parks.
events
The nightlife mainly. I also like to go to the restaurants in downtown, and the summer concert series. I also frequent the parks all over Mt. Pleasant.
The activities in the summer, small shops, good restaurants
All the unique shops. The theatre and the parks are two of my favorite attractions downtown.
stores and shops, bars
events, walks through the area, and dining...not much in terms of shopping that I like
nothing at this point.
veteran memorial/Island Park, bars, restaurants, brewery
Parks
Eating establishments
Restaurants
Restaurants, Events and Shopping at ArtReach.
the unique shops and quaint atmosphere.
Work
Good businesses downtown
Events for kids
Good mix of restaurants and retail including banks.
My office.
Restaurants and shopping. Activities (Dickens Christmas, etc.)
Proximity to my home
Events
Proximity to house.
Mix of stores and restaurants
Boutique retail shops (though they could have better hours), improving restaurants (Midori and Camille's took that a long way, Gingko Tree leaving was sad), and easy access (free, accessible parking, fairly centrally located amenities). I fear the competitive influence that Mission Street has on Downtown. I think festivals in the downtown can be better, I think a more casual "Beer Tent and a Band" type of festival in the summer would do very well, and help push towards a more diverse base. Concert series are fantastic.
The different places to eat, there's a lot of variety.
Theatre, live music, great food, and art.
Riding my bike all over park trails, shopping and eating
It feels like a warm gathering place. It's easy to walk there from my home, and that's where I go to meet people, get work done, shop for local gifts and grocery items, etc.
Fun to walk around. Like small business.
Unique resturants, shopping
fun



## Downtown Survey for Mt. Pleasant's Master Plan

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I moved from Detroit to mt pleasant because I like small towns and its not far from trout streams and the woods and I can't stand the blight and crime of Detroit. I also don't like hip hop culture and i found that most people in Mt. Pleasant prefer wearing camo, blue jeans, and collared work shirts opposed to wearing sagging pants and baggy shirts that usually are of the colors blue or red signifying one's affiliation to a gang. I like country suburban people not inner city thugs... The quality of life in the town was good and strong and that's the where I want to be and would like to help maintain.
Dining and occasional visits to Art Reach.
Initially it was Motorless motion then the brass so now mainly madori and other eatery
It is a pleasant place to come to.
Things to do
The small shops and restaurants
Being a part of a close-knit community. Feeding the local economy. Meeting my neighbors. Knowing that I am providing a living income and personal freedom for my neighbors.
Food mostly, Max & Emilys, stans, Jimmy Johns..
Events
It is within walking distance of my house, so I shop there for as many of my needs as possible.
Events and activities, concerts, restaurants
events, art, music. bars, restaurants - Art Reach, Market on Main, Flour Uprising, Rubbles, The Brass Cafe.
Events...parades, concerts, tour de mt pleasant
Uniqueness and food spots like midori, stans, max and emilys
I love how it seems like there is always something going on! When the weather's nice, there is some kind of festival or event every couple of weeks, which is something uniquely Mount Pleasant.
It's quaint
Community Events Restaurants Retail/Services
Parks, concerts, parks
Dining.
Not parades.
Small shops, Trillium and specialty shops and a place to eat.
At this time, I mostly walk around the area, although occasionally I eat downtown as well. I think the area is beautiful and would love to see it further developed to be more of a vibrant center -- a place in which adults want to spend more of their free time, socializing. There's very little sense of community in this town for residents who live here, because there's so little to do.
Restuarants
Shops, restaurants and events. It's an attractive downtown that's not on a main thoroughfare - which is good.
Restaurants.
Small Business. Bob's Barber Shop, Mt Pleasant Tire
Walkability
Events, entertainment, restaurants
The character of the build environment, convenient shopping within easy walking distance of each merchant.
uniqueness of the stores
Restaurants and shops.
Bars/restaurants
Easy to walk to and pleasant.
the six places to eat, hardware store, bike store, proximity to current residence, pedestrian/bike friendly
Stan's
Dining
some of the stores
Unique shops and great food.
resturants
unique retail and resurants
Work
Close by. Less hassle to get in and out than elsewhere in town. Has small-town feel.

## Downtown Survey for Mt. Pleasant's Master Plan

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I live within three blocks of downtown and regularly walk the area for pleasure or purpose - to get to dinner with a friend or to browse/buy at shops.
Nothing right now except a haircut & banking.
Events, food, some retailers
The merchants and their relationship with their customers.
Events.
Nice shops and eating
Bars and restaurants, and some shopping
Work... Restaurants
I love the atmosphere, as well as the variety in restaurants and the bookstores!
The aesthetic beauty and quaint local stores that are unique to Mount Pleasant. I also love all of the events that are held downtown that are really exciting and fun.
Broadway theater and the restaurants.
I like to check out the restaurants.
Restaurants, bars, family focused activities.
The night life of bars and restaurants.
GreenTree co-op and other local businesses. The farmers market and summer events are a big draw in the warm season, as well as the proximity of Island Park.
festivals, M&E's music in the summer, restaurants, sidewalk sales, parades
I enjoy skating through in the summertime
Island Park
The eclecticism of the downtown. Mostly GreenTree Co-op. I adore the sidewalk art. I also enjoy the diverse, sophisticated eateries.
Bars, restaurants, specialty retail.
Restaurants, bars, close to parks and river.
The food and beverage venues and the special events.
The college town atmosphere and the support of CMU.
local businesses
I like walking around downtown.
The shops and restaurants. We enjoy the chair affair and summer events. I also love the banners! I am happy to hear about the new plan to make patio seating more available in the summer time!
Midori. The Brass.
Food. Nightlife. Events.
restaurants and events. banking and other business issues

## Downtown Survey for Mt. Pleasant's Master Plan

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**This table shows the raw data output for all 580 survey respondents to Question #1.**

**1 = Highest Priority and 12 = Lowest Priority**

	1	2	3	4	5	6	7	8	9	10	11	12	Rating Average
<b>Commercial uses (restaurants, retail, etc).</b>	<b>35.3%</b> <b>(186)</b>	15.4% (81)	11.0% (58)	8.0% (42)	5.1% (27)	5.3% (28)	6.6% (35)	2.5% (13)	2.7% (14)	1.9% (10)	2.3% (12)	4.0% (21)	3.70
<b>Office uses.</b>	1.2% (6)	7.5% (39)	10.0% (52)	7.9% (41)	6.2% (32)	9.3% (48)	6.6% (34)	9.1% (47)	8.5% (44)	10.0% (52)	<b>13.1%</b> <b>(68)</b>	10.6% (55)	7.32
<b>Residential townhomes.</b>	2.5% (13)	5.3% (28)	5.1% (27)	7.0% (37)	6.8% (36)	6.8% (36)	6.1% (32)	9.3% (49)	10.4% (55)	<b>13.8%</b> <b>(73)</b>	13.4% (71)	13.4% (71)	7.89
<b>Senior housing.</b>	2.6% (14)	2.4% (13)	3.6% (19)	3.8% (20)	4.5% (24)	6.2% (33)	6.4% (34)	6.6% (35)	11.8% (63)	14.1% (75)	15.2% (81)	<b>22.7%</b> <b>(121)</b>	8.78
<b>Mixed-use development (ground floor retail + upper floor residential).</b>	<b>15.0%</b> <b>(80)</b>	14.4% (77)	9.9% (53)	11.2% (60)	8.4% (45)	8.2% (44)	6.9% (37)	7.3% (39)	8.4% (45)	4.1% (22)	2.8% (15)	3.2% (17)	5.03
<b>Recreational uses (parks, playgrounds, etc).</b>	6.9% (37)	9.6% (51)	<b>12.9%</b> <b>(69)</b>	10.7% (57)	11.8% (63)	9.2% (49)	9.2% (49)	7.1% (38)	6.0% (32)	6.2% (33)	5.8% (31)	4.5% (24)	5.77
<b>Cultural uses (museum, etc).</b>	7.1% (37)	7.8% (41)	<b>12.6%</b> <b>(66)</b>	11.1% (58)	11.5% (60)	8.0% (42)	9.6% (50)	9.0% (47)	8.6% (45)	7.6% (40)	4.6% (24)	2.5% (13)	5.84
<b>Public art.</b>	4.2% (22)	9.1% (48)	9.3% (49)	8.9% (47)	<b>13.6%</b> <b>(72)</b>	9.1% (48)	10.2% (54)	7.8% (41)	8.5% (45)	6.8% (36)	6.0% (32)	6.6% (35)	6.32
<b>Improve historic character of older buildings.</b>	9.6% (51)	8.5% (45)	11.3% (60)	10.2% (54)	10.7% (57)	<b>11.5%</b> <b>(61)</b>	10.5% (56)	7.3% (39)	6.8% (36)	5.3% (28)	5.1% (27)	3.4% (18)	5.66
<b>Surface parking lots</b>	8.2% (44)	7.3% (39)	8.2% (44)	6.0% (32)	5.1% (27)	7.5% (40)	6.0% (32)	9.4% (50)	10.1% (54)	8.6% (46)	9.4% (50)	<b>14.2%</b> <b>(76)</b>	7.10
<b>Pedestrian-scale connections (sidewalks, etc).</b>	8.5% (46)	8.9% (48)	10.2% (55)	9.8% (53)	9.8% (53)	9.3% (50)	8.7% (47)	<b>10.9%</b> <b>(59)</b>	6.9% (37)	8.5% (46)	5.9% (32)	2.4% (13)	5.91
<b>Events &amp; community activities.</b>	15.3% (86)	<b>17.8%</b> <b>(100)</b>	8.6% (48)	13.2% (74)	9.4% (53)	9.3% (52)	7.0% (39)	6.1% (34)	3.2% (18)	3.7% (21)	3.4% (19)	3.0% (17)	4.69

# Downtown Survey for Mt. Pleasant's Master Plan

**The City of Mt. Pleasant is updating its Master Plan and the downtown community would like your input.** City staff, the Planning Commission, and consultants from Spicer Group will be working together throughout 2013 to create a Master Plan that addresses the City's needs for today while setting a new future course for growth and development. A key component of this project is the prioritization of action items for Mt. Pleasant's downtown area, including the coordination of various planning documents used by the Downtown Development Board and the Central Business District Tax Increment Finance Authority. The Planning Commission would like your input on various aspects of the downtown area.

The information you share will be used to draft Master Plan goals and strategies that are specific to Mt. Pleasant's downtown. **This survey is short and should take no more than 10 minutes to finish.**

The area bounded in yellow is the focus of this survey and the information you share should highlight your thoughts, ideas, and experiences with the downtown area.



# Downtown Survey for Mt. Pleasant's Master Plan

**1. In the chart below, please assign a rank to each of the following items in the downtown area. Imagine that you have a limited budget and about ten years to make something happen. Under your direction, which of the following uses and activities should be encouraged more in the downtown area? Please note that 1 = Highest Priority and 12 = Lowest Priortiy. You are allowed to use each ranking value just once.**

	1	2	3	4	5	6	7	8	9	10	11	12
Commercial uses (restaurants, retail, etc).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office uses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential townhomes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior housing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed-use development (ground floor retail + upper floor residential).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational uses (parks, playgrounds, etc).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural uses (museum, etc).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public art.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve historic character of older buildings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surface parking lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian-scale connections (sidewalks, etc).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events & community activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. If there are other kinds of uses and/or activities that you think should be located in the downtown Mt. Pleasant area, please share your ideas:**

# Downtown Survey for Mt. Pleasant's Master Plan

## Parting Thoughts

**3. What do you like best about downtown Mt. Pleasant?**

**4. If you could change one thing about downtown Mt. Pleasant, what would it be?**

**5. What attracts you to visit downtown Mt. Pleasant?**

**6. Which of the following describes your relationship to downtown? (Please check all that apply.)**

- ☐ I live downtown
- ☐ I work downtown
- ☐ I shop and run errands in downtown
- ☐ I socialize/eat/have fun in downtown
- ☐ I own a business in downtown
- ☐ Other (please specify)

**7. Do you live in the City of Mt. Pleasant?**

- ☐ Yes
- ☐ No

## Downtown Survey for Mt. Pleasant's Master Plan

### 8. What is your age?

- ☐ under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 & over

**Thanks for completing our survey!**

**The City of Mt. Pleasant would also like to invite you to a community input event on Tuesday, April 23, 4:00 pm to 8:00 pm. This event concerns the whole City, and it is an *open house*, which means you can stop by for 10 to 15 minutes to learn about the city, view maps and other information. City staff, officials, and facilitators will be available to discuss your ideas about the future of Mt. Pleasant. This open house will be hosted in Council Chambers at City Hall and light refreshments will be provided.**

**Should you have further suggestions or questions about the City's update to its Master Plan, please contact Jeff Gray, Director of Planning and Community Development, (989) 779-5346.**



# We need your input!

If you have something to say about downtown Mt. Pleasant, we want your input!



Go to [mtpleasantmasterplan.com](http://mtpleasantmasterplan.com) or scan this QR code to take our opinion survey



The Mt. Pleasant Planning Commission is updating its Master Plan and the downtown community would like your input. City staff, the Planning Commission, and consultants from Spicer Group will be working together throughout 2013 to create a Master Plan that addresses the City's needs for today while setting a new future course for growth and development.



# ***Mt. Pleasant Master Plan***

## **Meeting in a Box**

### **Agenda**

#### **1. Facilitator Introduction**

#### **2. What is a Master Plan?**

#### **3. Status of the City's Current Master Plan Effort**

#### **4. Today's Community Input Activity**

- Survey has 8 questions, takes 10 minutes to complete.
- A map of the downtown area under consideration is on the cover of the survey.

#### **5. Wrap Up**

- Further suggestions or ideas about downtown that wasn't covered by the survey?
- Any final thoughts about the City as a whole?

#### **6. Next Steps**

#### **Questions about the Master Plan?**

Jeff Gray | Director of Planning and Community Development | [jgray@mt-pleasant.org](mailto:jgray@mt-pleasant.org) | (989) 779-5346

#### **Attend the Community Input Open House**

Tuesday, April 23, from 4:00 pm to 8:00 pm  
Commission Chambers at City Hall, 320 W. Broadway  
Light refreshments will be provided

#### **Connect**

[www.mt-pleasant.org/our\\_city/city\\_master\\_plan](http://www.mt-pleasant.org/our_city/city_master_plan) | [twitter.com/MtPleasantMI](https://twitter.com/MtPleasantMI) | [www.facebook.com/mtpleasantmi](https://www.facebook.com/mtpleasantmi)



## **Mt. Pleasant Master Plan: Comments Provided at the Meeting in a Box Sessions**

June 10, 2013

### **Groups**

- Rotary
- Kiwanis
- Zonta
- Optimists
- Jaycees
- Junior Achievement
- others

### Comments made at the meetings, contributed during open discussion:

- Questions about work with CMU – coordination on Master Plan.
- Will there be more roundabouts?
  - Bellows mini-circle was not good
  - Others like Walled Lake can be confusing
  - Can work well if done right
- Downtown parking is an issue – Are we losing spaces on Jockey Alley?
- Is the City still encouraging driveways to close on Mission?
- Is warehousing an appropriate use that can be implemented at Mt. Pleasant Center?
- Can the existing buildings at Mt. Pleasant Center be re-used?
- There is not enough parking in downtown in the “right locations”
- Jockey Alley should have a parking structure
- Employee parking areas in downtown should be delineated
- Alternate north/south road from Mission
- Extend Broadway to Lincoln (need Union Township cooperation?)
- Do something with the river
- Buildings on Mission Street are close to the street
- Concerns about consultant selections on Mt. Pleasant Center and street design projects
- There are right-turn lane issues at High/Mission (there are no right-turns)
- Should have a retirement center/independent living

# ***APPENDIX D:***

## ***ECONOMIC DEVELOPMENT ACTION PLAN***

**City of Mt. Pleasant**

**Economic Development Action Plan**

**Endorsed by City Commission**  
**April 14, 2008**

# **ECONOMIC DEVELOPMENT ACTION PLAN**

## **City of Mt. Pleasant, Michigan**

### **FRAMEWORK FOR THE ACTION PLAN:**

- 1. Place major focus of short term (next 1-3 years) economic development efforts on Mission Street.**
- 2. Be opportunistic relative to economic development prospects for all other parts of the city.**
- 3. Clearly communicate that the City is open for business for good development.**
- 4. Be prepared, as a City government, to be flexible, nimble, and ready to move quickly and divert all necessary resources if a project or projects with significant investment and job creation knock on our door.**
- 5. Emphasize and encourage redevelopment and major rehabilitation as opposed to 'low cost – dress up' solutions.**
- 6. Maintain and enhance the City's prominence as the region's commerce and population center.**
- 7. Increase the tax base with new positive growth and redevelopment in accordance with the strategic plan and adopted City Commission goals.**
- 8. Maintain and enhance the city's image as a good place to live, work, play and visit.**

# **MISSION STREET**

## **Primary Objectives:**

- ☐ **As a City government, focus discussion and attention on Mission Street.**
- ☐ **Improve the curb appeal of Mission Street from Broomfield Road to Pickard Street.**
- ☐ **Encourage redevelopment and private sector reinvestment.**
- ☐ **Work to get a reduction in the amount of vacant buildings and vacant space.**
- ☐ **Consider changing current zoning regulations and Master Planning for Mission Street to allow for more efficient and better site design and aesthetics.**
- ☐ **Work with the Michigan Department of Transportation to improve traffic safety and pedestrian crossings on Mission Street and intersecting side streets.**
- ☐ **Utilize available Tax Increment Financing funds, general fund dollars, and other sources of funding to support private sector redevelopment/reinvestment along Mission Street.**

## **WHEN OPPORTUNITY KNOCKS.....**

### **Primary Objectives:**

- ☐ **Although Mission Street will be the focal point of short term economic development efforts, the City must be committed to economic development in all parts of the city.**
- ☐ **The City needs to be responsive and flexible to the development community and the marketplace in all parts of the city and make decisions on development issues that advance the strategic plan and adopted City Commission goals.**
- ☐ **The City needs to be open to new and different forms of development than have historically located in the city.**
- ☐ **The City needs to seriously evaluate strategically increasing the density and intensity of development in target areas.**
- ☐ **Encourage new residential development, with an emphasis on owner occupied development to support our commercial areas.**
- ☐ **Continue to support the expansion of our existing manufacturing related businesses and recruit new employers who offer above average wages.**
- ☐ **Be prepared to provide appropriate incentives to secure significant levels of redevelopment/reinvestment and above average wage job creation.**
- ☐ **Be prepared to balance the short term interests of residents, business owners, and other interests with the long term benefits of an expanded revenue base and community improvement.**

# **WE ARE OPEN FOR BUSINESS**

## **Primary Objectives:**

- ☐ **To the extent possible, try to have the City Commission, Planning Commission, Zoning Board of Appeals, and the other boards and commissions that have an impact on growth and development in the city work toward the common goal of promoting positive development and redevelopment in the city.**
- ☐ **Be positive. At all levels of the City government, we need to let the world know that this is a good place to live, work, and do business. Let things that have occurred in the past, be in the past.**
- ☐ **Allow the staff to work with the development community prior to review by the various boards and commissions as a way to increase efficiency and improve project quality.**
- ☐ **Work with the Chamber of Commerce, Middle Michigan Development Corporation, Industrial Development Corporation, Visitors and Convention Bureau, Central Michigan University, the Tribe, service clubs, and others to promote the city.**



# **READINESS**

## **Primary Objective:**

- ☐ **Although this may not be as critical as it was in the past (especially in the case of manufacturing and high tech ventures), the City needs to be ready to ‘do what it takes’ (scheduling special meetings, expediting approvals, diverting resources, etc.) to attract certain economic development prospects.**
- ☐ **In general, the City needs to be flexible and accommodating as there is significant competition in attracting high quality development prospects, especially when higher than average wage jobs are being created.**

# **REDEVELOPMENT/MAJOR REHABILITATION**

## **Primary Objectives:**

- ☐ **Encourage the demolition and rebuilding of non-historic buildings and sites that have outlived their best years.**
- ☐ **Where demolition is cost prohibitive or the building is worth saving, encourage major rehabilitation of the structure.**
- ☐ **Be prepared to provide incentives, when necessary, to encourage redevelopment and major rehabilitation projects.**
- ☐ **To the extent possible, discourage short term building and site ‘fixes’ as they can defer needed major rehabilitation.**

# **MAINTAIN AND ENHANCE THE CITY'S PROMINENCE AS THE REGION'S COMMERCE AND POPULATION CENTER**

## **Primary Objectives:**

- ☐ **Maintain and enhance the quality of life for city residents, property owners, and other stakeholders.**
- ☐ **Work to ensure that the Isabella County Complex remains in the city.**
- ☐ **Work to ensure that existing and new State and Federal offices stay in the city.**
- ☐ **Work with Central Michigan University to partner on initiatives and projects that are mutually beneficial and to encourage entrepreneurial activity in the city.**
- ☐ **Encourage private sector reinvestment in the city.**
- ☐ **Make a concerted effort to 'bulk up' densities and building prominence in strategic locations in the city over time.**
- ☐ **Identify underutilized properties/areas and allow for design incentives (density, height, setback, etc.) to encourage redevelopment.**
- ☐ **Support the local school systems.**
- ☐ **Continue to provide high quality public services.**
- ☐ **Support and cultivate innovation in all sectors.**

# **INCREASE TAX BASE WITH NEW POSITIVE GROWTH AND REDEVELOPMENT**

## **Primary Objectives:**

- ☐ **Promote Mission Street redevelopment.**
- ☐ **Promote redevelopment of Pickard Street where appropriate.**
- ☐ **Develop long term strategy for redevelopment of land north of Pickard Street west of Mission Street.**
- ☐ **Continue to support and enhance the downtown.**
- ☐ **Encourage and provide incentives to stimulate investment/reinvestment in the city's neighborhoods.**
- ☐ **Facilitate the development of the 'Broomfield/Crawford' properties in a manner consistent with adopted City Commission goals and in general accordance with the City's Master Plan.**
- ☐ **Review the City's Master Plan and zoning regulations and make sure that they advance the kind of growth that the City is seeking.**
- ☐ **Work Central Michigan University, Middle Michigan Development Corporation, Industrial Development Corporation, and other partners to spur the development of University Park.**

# **MAINTAIN AND ENHANCE CITY'S IMAGE AS A GOOD PLACE**

## **Primary Objectives:**

- ☐ **Continue to support City services, capital projects, and initiatives that directly and indirectly support resident, property owner, and stakeholders quality of life matters.**
- ☐ **As the City's Park system is regularly identified as a key City asset, continue a strong commitment to Park and Recreation facilities and activities.**
- ☐ **Continue and consider expanding the City's street tree program.**
- ☐ **Consider an initiative to make the City more 'walkable & bikeable' to address traffic congestion concerns.**
- ☐ **Improve the curb appeal of Mission Street.**
- ☐ **Continue the commitment to a healthy downtown.**
- ☐ **Maintain emphasis on safe and appealing neighborhoods.**