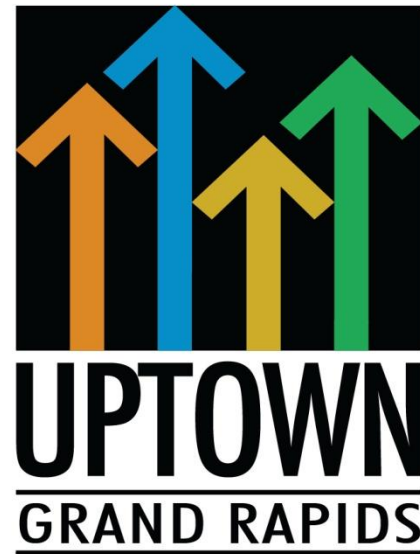


**Uptown Corridor Marketing Study Report
Findings, Analysis and Recommendations
October 2017**

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Uptown Corridor Marketing Study Report

In the first quarter of 2017, Uptown collaborated with Calvin College to conduct marketing research for the district. A team of marketing and finance students surveyed Uptown business owners and several area residents about their perceptions of Uptown, its greatest assets, challenges and recommendations for improvements. The Calvin students, in collaboration with an Uptown Co-Manager, designed the survey questions and sent the surveys to all Uptown business owners and five area Neighborhood Associations, including Heritage Hill, Midtown, East Hills, Baxter and Eastown. The survey went out electronically to all 300 Uptown businesses. The Neighborhood Associations sent out the electronic survey link for area residents to fill out. A total of 134 Uptown business owners and 264 residents completed the surveys. This report provides the findings and analyses of the business and resident surveys.

This report contains three sections:

- I. Uptown Business Survey Findings and Analysis..... (pp. 3-14)
- II. Uptown Resident Survey Findings and Analysis..... (pp. 15-36)
- III. Ideas and Action Items for Uptown Committees..... (pp. 37-38)

I. Uptown Business Survey Findings and Analysis

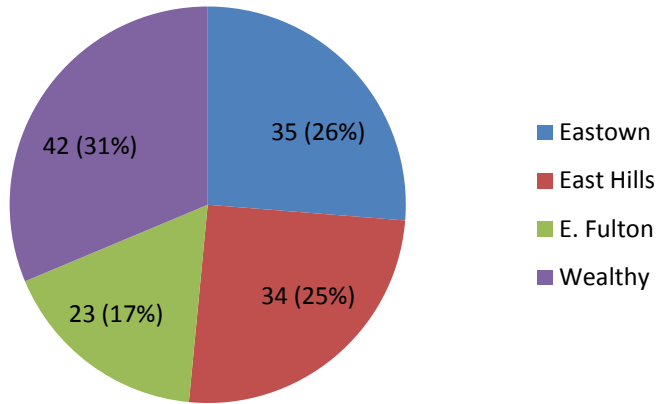
Highlights from Uptown Business Survey Results

- 134 businesses completed the survey: of those 46% have been in business more than 12 years.
- 77% of respondents stated their business is performing “*Very Well*” or “*Well*.” Only 2% (three owners) said their business was performing “*Poorly*.”
- In response to the question, “*Do you feel you have a good understanding of the role the Uptown Corridor plays in the area,*” 67% of the respondents answered “*Yes*” or “*Somewhat*” and 33% answered “*No*” or “*Not Really*.”
- In response to “*What type of business does Uptown need,*” the most frequent comments mentioned:
 - More retail: grocery stores, food markets, hardware, clothing and home décor stores.
- In response to “*What is working well in Uptown,*” the most frequent comments involved:
 - The robust growth, redevelopment activity and the increase in foot traffic,
 - Improved marketing, branding and collaborative community events,
 - Greater cohesion and communication amongst Uptown and the business districts.
- In response to “*What needs to improve in Uptown,*” the most frequent comments involved:
 - Need to improve parking and pedestrian safety,
 - More marketing and events to give Uptown larger presence,
 - Even more communication and coordination between Uptown and the business associations,
 - Need to engage more businesses in Uptown’s efforts.

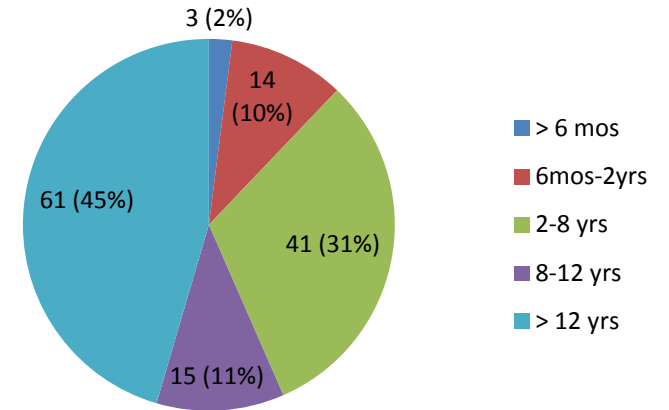
“The events that Uptown puts on are great. I really think they are building business community with the mixers. I hope to see the community grow as owners not just getting to know each other, but supporting each other with business.”

Business Owner

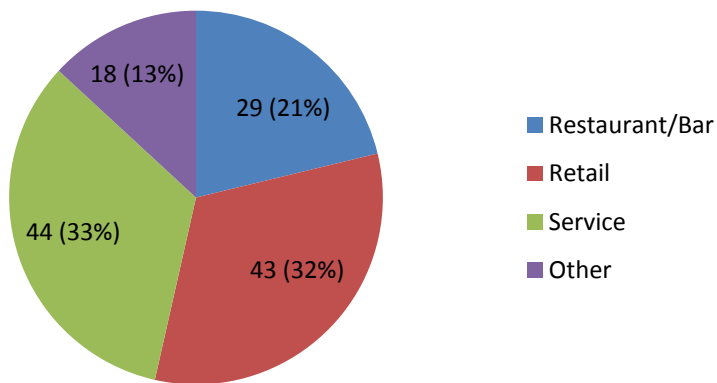
1. What business district are you located in? (134 respondents)



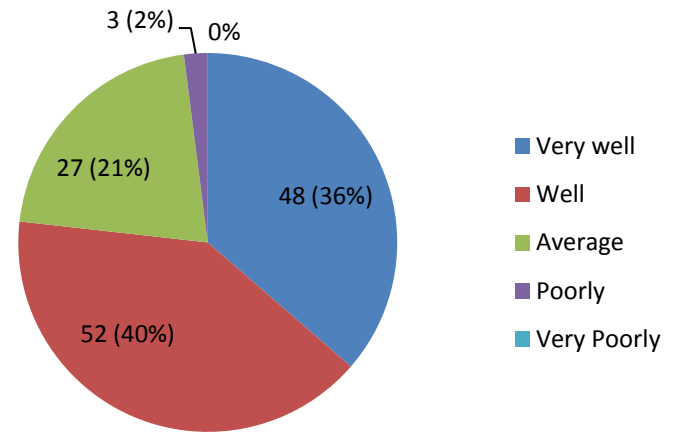
2. How long have you been in business (134 respondents)



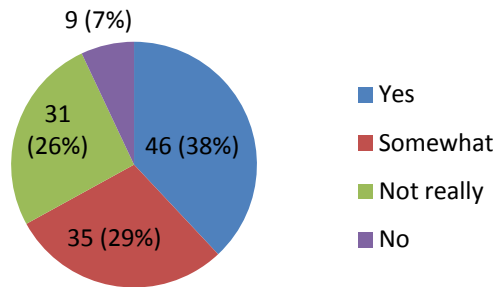
3. What type of business do you own? (134 respondents)



4. How would you say your business is performing? (130 respondents)



5. Do you have a good understanding Uptown’s role? (121 respondents)



Comments from business owners that have a good or “somewhat” of an understanding of Uptown’s role.

- I am on the BID Board of Uptown
- I was on that committee for since its inception until 2014. Yes I understand How the CID/BID and Tiff function and the benefits they provide.
- Collects taxes to market and advertise collectively for the district.
- We're very fortunate to have these entities that recognize the value of small business culture and support neighborhoods.
- I have served on marketing committee. Having this money and committees has helped. I would like to see more help with individual districts figuring out good projects that can fall under the cid/bid scope.
- Governing board making decisions regarding use of tax dollars collected via SID/BID& govt.
- I believe the Uptown Corridor is how we apply for SIDs and BIDs to the City of Grand Rapids. It how we acquired our trash receptacles, signs, and other beatifying aspect to the street. Other than that, my understanding is a little fuzzy.
- I think that the Uptown Corridor is responsible for organizing events, advertising and community growth within the different business districts and neighborhoods that are part of Uptown.
- Have very clear understanding; serve on Uptown BID Board
- Seems to be good inter-relationship joining forces between the four separate business districts.
- I think it is a great program.
- Additional cash flow for neighborhoods
- More strength in numbers. It has helped these communities have a voice to the city and has united these communities to work together.
- The Business Improvement District does a good job promoting area and getting cooperation from owners to keep things looking clean and easily accessible for visitors and consumers. The signage and bike racks set it apart from other districts and give the area a unique feel.
- I serve on the BID/CID boards so I am very well aware of its benefits.
- I just stepped down from my term as a BID rep--I don't have any questions
- I've been lucky enough to have this board and its missions explained to me personally. I think we need more information in more hands.
- Umbrella organizations
- Both BID and CID have been communicated well from concept, inception by boards and committees.
- I would like to see them send out a survey of what property owners want done with that money. Snow removal should be considered.
- I'm on the BID board, so I am aware of what the CID and BID do.

Comments from business owners that are unsure or lack an understanding of Uptown's role.

- I think there is a lot more education that needs to happen in understanding the benefit of Uptown to the business districts and community members.
- Don't really know.
- There seems to be a lot of layers to the bureaucracy in the neighborhood. The Uptown BID & CID seems to function like Downtown Inc. but Uptown has the added layers of 4 business district associations. The most vital retail events are coordinated by Uptown BID & CID, this is why we don't understand the need for a neighborhood business association.
- I don't really have an understanding of how all of this works.
- Need info/education on their roll.
- I don't know what Uptown Corridor has control over, what funding is available, what core issues it's working on, etc.
- It is unclear who can attend BID/ CID meetings. If that is public or not. Pushing out communication to their accomplishments and when they meet would be good.
- There is no communication from the CID or BID. We're paying for this, but getting precious little in return.
- Taxes
- Would like to see tangible evidence of assistance to EBA and ECA
- Can never seem to remember which (BID or CID) is responsible for what.
- I don't know what it?- they? does/do. If anything. Have I paid dues to something like this? Doesn't really ring a bell. The leadership seems to be taken, just fine, by some of the businesses. I don't even know who came up with "Uptown! It isn't! It NEVER was called that. Why confuse things? It's so amateurish. Everything on the South side of Fulton, going south as most of the area does, is SOUTH! (SE). People say HUH ? when one refers to "Uptown". It's confusing and it needs to stop. Saying that Donkey is "on Wealthy just West of Eastern " or Marie Catrib is "Lake Drive at Diamond", is SO much more helpful for people trying to find these businesses. Saying "Uptown" tells people absolutely nothing. People are "branding'-happy and slogan-happy these days, I know; but "Uptown' is useless and worthless - and confusing to those who were going to spend money at these businesses but can't find them easily!! Has anyone thought about "East End", or East Side", if a directional moniker is so darned important? I'm not even sure that a directional label makes any sense at all given that these are non-contiguous neighborhoods or business districts and are quite spread out, not even within walking distance of each other, for most people.

6. What type of businesses does Uptown need?

Theme	Comments
<p>More Retail, Retail, Retail</p> <ul style="list-style-type: none"> - Small grocery stores - Hardware stores - Clothing stores - Home décor - Fewer restaurants <p>(84 comments)</p>	<ul style="list-style-type: none"> • Grocery store (mentioned 24 times, especially those with organic produce/healthy food) ¹ • Hardware stores (mentioned 6 times) • A real grocery store like Trader Joes or preferably Fresh Thyme. • A local grocer/wine shop like Nourish was. • Rakowski Farm just moved in so if they keep enhancing offering this will be perfect • Local organic grocery. • A grocery - or some would say 'another' centralized grocery (besides Fulton family fare) • More specialty small retail stores. Hard to compete with Internet shopping though? Wine bar Charcuterie Retail type store. No More Brew Pubs...enough already... • Consignment • Shoes. All indy retail shops. Please No more real estate, financial, accounting. • Jewelry manufacturers, glass blowing, pottery, arts & crafts that one can observe, experience & take home. • MORE retail stores! NOT more restaurants! Clothing/flower store • Toy store • More retail. Gifts, accessories, home decorations at a moderate price point. Rebel is an excellent example of a successful store that has a variety of goods and price points for all shoppers. Clothing retail. • More retail. Businesses that offer different types of 'shopping' for actual merchandise as opposed to items that are secondary to the actual business. • Moosejaw style retailer. Urban Outfitters. • Apple Store • Bike shop. • Flower/florist shop • More shopping • Convenience type store. • More Boutiques- fewer restaurants • Donuts, cookies, coffee shop • Office supply store • Always room for more retail, • Electronics Store • Office Supply Store • Convenient store, phone store • Retail • Upscale retail shops/boutiques that are destinations in and of themselves, not relying on area foot/vehicle traffic. • Office Supply store would be amazing as well • More retail. No more restaurants • Retail for children and women.

¹ Identical comments, made more than 5 times, are grouped and counted.

	<ul style="list-style-type: none"> • A sporting goods store to encourage kids to get out and be active. • High end market • Retail. Retail. Retail • A proper men's shop, there's only one really (Mercy Supply) and even they don't have everything. • Bike/skateboard/ urban sports lifestyle shop. • A women's clothing store (NOT a used resale shop) think downtown Holland • Shoe and accessories • More unique boutique stores. • Additional retail • Real fruit smoothies • More retail. Wealthy St. specifically needs a gift shop and/or kids shop. Anything that fits well with Wealthy@Charles and Lee & Birch. • Unique shops • Pet stores • Music/music instruments • Clothing • Uptown as a whole could use more new clothing/retail shops, • More retail to make it a shopping destination. The shopping retail seems to be dwindling and more service type businesses are coming in. That doesn't help retail. • No more breweries. It's becoming saturated. • More actual retail - clothing, pet store, general merchandise. Tailor/seamstress, clothing. • More of a retail presence • More retail businesses not food related • Bookstore, shoe repair, or some other "practical" type of business. That will bring people in that might be going elsewhere where they can run an errand not just whet their whistle or have a meal. • Shoe/clothing store • Gift shops • More boutique type places (clothing, nick-nacks, etc.)
<p>More restaurants, especially in certain underserved districts (East Fulton)</p> <ul style="list-style-type: none"> - Quick take-out - Casual <p>(26 comments)</p>	<ul style="list-style-type: none"> • Additional restaurants • Casual Dining • Food trucks • More restaurants within certain business districts where they are lacking. Food and shopping to encourage people to walk the sidewalks and hang out. • Restaurants and places where adult beverages might be served. • East Fulton specifically needs more restaurants. • More restaurants that are open later into the evening or allowing food trucks in the area. More specifically, restaurants that do take out for business owners in the area. Well run dining. • Lunch restaurants • Quick restaurants (walk-in / order / take-out) • Bar / Restaurant • A NICE restaurant • A diverse mix of restaurant and retail. Deli. Fast breakfast, like a bagel place with seating. (Einstein Bagel)

	<ul style="list-style-type: none"> • More variety(price and food) when it comes to restaurants • Certain kinds of eateries in certain parts of the district (E. Fulton) • Sandwich/ salad shop. Healthy / casual food option. • Restaurants that stay open later at night • Affordable restaurants. Everyone seems to be going "upscale". • Chinese restaurant • Fast casual food • Cool restaurant/bars • Casual, but not too casual, Eating and drinking establishments (Easttown & E. Fulton) • Craft Cocktail • Legitimate sports bar • Regular" restaurant (burgers and beer), • Affordable takeout food • Restaurants and entertainment venues.
<p>Medical, business services and other (17 comments)</p>	<ul style="list-style-type: none"> • Medical professional/ dental professional • Dry cleaners/laundry mat • Bank or credit union • Bank • Professional treatment (chiropractic, dental, etc) • Nail Salon • Medical or dental • Library • Parking • Dry cleaners • B&B or boutique hotel • UPS/fed x ship from location. • More professional services (CPA, attorney, etc....) • More professional office space - not "fun" but brings in people spending money (after dentist, lawyer visit, etc.) • Condos or condos with an elevator for people to purchase, not rent • Corporate headquarters, national chain store • Parking garage
<p>Spa/Gym (7 comments)</p>	<ul style="list-style-type: none"> • Gym. Spa. • Day spa, • Exercise places • Gym • Nail salon/Spa • Salons • Specialty ladies cosmetic/skin care spa. Natural product retail store.
<p>More minority-owned businesses (3 comments)</p>	<ul style="list-style-type: none"> • More minority owned businesses and businesses that speak to people of color • MINORITY businesses of any kind RETAIL - no more restaurants please or we will lose our mixed used and become like downtown • More retail, services-African American owned

General comments	<ul style="list-style-type: none"> • The current mix, I think, is good. Not sure what would be needed. • Anything that has a good business plan to stay open longer than a year or 2. • Seems to me that most bases are covered. • So much growth these past several years I can't think of anything specific other than for new business to have strong plan and diligence to overcome the first few years. • Interesting local spaces • Successful engaged ones that represent the diversity of interest in the neighborhood
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7. What is working well in Uptown?

Theme	Comments
Robust growth, redevelopment and foot traffic (28 comments)	<ul style="list-style-type: none"> • There is an eclectic variety of businesses. • Business going very well. • Growth & Development • Development and community • Growth • Real estate development • Revitalizing areas that would otherwise be dead, making it a place where small businesses can exist and thrive. • There seems to be a positive customer satisfaction of the businesses mix available. • New business = foot traffic • Redevelopment • Growth • Restoration of historic structures • More foot traffic • More people are shopping/spending their money here and more are traveling in from outside of downtown. • Increased investment, property values, and business traffic. • Uptown is a destination for visitors. It has 4 vital business districts • Quite robust activity • Lots of terrific development business and residential throughout the Corridor. • The look/feel, quality/uniqueness of businesses • Lots of Activity • Increased awareness of the perspective shopping districts, Increased property values(residential and commercial) • Lots of people/customers. Most properties are occupied. • Seems to be great energy • Retail growth • Improvement in the business climate /interest • People are spending money • Spots are starting to fill in and the corridor is being viewed as a destination not a place to avoid in Grand Rapids • Continued improvements on Michigan St.

<p>Improved marketing, branding and collaborative community events</p> <p>Greater cohesion and communication and amongst Uptown and the business districts</p> <p>(24 comments)</p>	<ul style="list-style-type: none"> • Events for participation. Mixers • I think that the Shop Hop has been very successful in the past. Last year was our first time participating and it was a lot of fun to be a part of. I think that they also have a few other annual events that seem to be very well attended. • Shop Hop representation at our monthly meetings. • Collaborative marketing and special events, eg Shop Hop. • Branding or teaching people about UPTOWN. • Branding this community consistently with way-finding signs and trashcans sets this area apart and helps define it. • Mutual events i.e.Shop Hop • Common branding and marketing efforts. • Shop Hop • Key stakeholders are very engaged and have made tremendous efforts to improve internal marketing efforts (unity, participation, succession planning, etc) • Shop Hop feels like a cohesive event between all districts • Pulling the 4 business districts together providing money for improvement projects, advertising, etc. • The events that Uptown puts on are great. I really think they are building business community with the mixers. I hope to see the community grow as owners aren't just getting to know each other, but supporting each other with business • Shop Hop • Mixers • Communication • Communication and connecting all business districts. • Good communication to business owners. Positive messaging overall. • BID/CID are going well with new co-managers and with new interest by owners in being involved. projects are getting done, more businesses are moving in knowing what uptown is and does. • Regular meetings & events Business owner involvement • Events are well attended • Increased collaboration between districts and focus • Following up on different topics • Marketing events that promote neighborhood awareness
<p>Safe, clean and desirable neighborhood</p> <p>(12 comments)</p>	<ul style="list-style-type: none"> • People's sense that this is a safe neighborhood seems to be getting better • Desirable place to live and work • Funding for area wide trash and recycling receptacles; cleanup crew helps keep neighborhoods clean and are visible in the community • Spruced up!! • Streets free of litter (mostly). • Improved streetscape maintenance • Trash cans, Landscaping • Walkability • Streetscape improvements • Increased amount of housing available Increase in better quality housing • Crime isn't too bad (could be less of it, though). • Improvement with planters and street clean up

New Co-managers (4 comments)	<ul style="list-style-type: none"> • New co-managers • Co-Managers! • We finally have a great budget and staff • It's nice that there are full time employees now
Bike-friendly measures (2 comments)	<ul style="list-style-type: none"> • Increased interest in recognizing the bike community frequents this area and we need to provide bike racks for ease of traveling to here • Bike racks

8. What needs to improve in Uptown?

Theme	Comments
Parking and pedestrian safety (14 comments)	<ul style="list-style-type: none"> • Parking (mentioned 7 times) • Transit that shuffles shoppers between the 4 business districts. • Metered parking on Cherry St. in front of retail businesses that are close to restaurants. • Becoming more active on how parking will play our with all of the development, will there be metered parking or permit parking coming in the future? • Parking is always a constant challenge. • Parking • Pedestrian safety. • Safer pedestrian crossways • Lake Dr is often impossible to walk across. There should a crossing area where cars are on instructed to stop for pedestrians. I would put that crossing in the area of the post office entry. I think this would be a huge improvement for our walking friendly Eastown. • Public transportation • Eastown will likely soon need additional parking. • City funded parking lots. Shared profit from city parking meters. • More pedestrian/cycling friendliness • Mobility / traffic calming / pedestrian safety
More external marketing and events to give Uptown larger presence (14 comments)	<ul style="list-style-type: none"> • Communication. Still need updated business directories. • More awareness and recognition of the most unique stores and conscious commerce. • Bigger presence within GR so everyone understands what Uptown is. • More street visible advertising opportunities and events for the small businesses who are here. • I think that awareness is the biggest thing. Some people that live here might not even know what Uptown is and that there are different business districts and neighborhoods within Uptown. • Coordination of events • More events

	<ul style="list-style-type: none"> • Common advertising outside of Solace Magazine - more diverse publications or outlets that market to a larger population, even outside Grand Rapids • More events would be great • Need a storefront--more marketing of the district • Better wayfinding between neighborhoods - easy to walk b/t each neighborhood but doesn't feel very connected • Marketing and events (that benefit everyone) • A monthly communication as to what is happening - new businesses, etc. The Internet should be easy for Uptown, if it is paying attention, to pass on what is going on without neighbors • Increased awareness of district and what it has to offer to outside.
<p>More communication and coordination between Uptown and the individual business associations</p> <p>Engage more businesses</p> <p>(13 comments)</p>	<ul style="list-style-type: none"> • Communication between the cid/bid boards and business associations (Which, may I mention, is getting better all the time with Dianne and Christine) • Uptown BID & CID members need to report back to the business districts and provide updates on what is being achieved and/or what money is being spent on. • A better understanding by the general public of what the CID and BID do. • A sense of companionship from shop to shop who support each other as local businesses is needed. I want to know more about what other businesses do. • Communication between districts • Business owners need to truly understand what Uptown is as an entity and what they do. They generally don't understand or ask. • More financial commitment for East Hills I miss Mark and Neighborhood Ventures, they seemed connected and actively engaged in helping grow and promote my business. NV was a resource for me if I had questions, they had lots of ideas, suggestions and energy. They were proactive rather than reactive • More cohesive identity • Stakeholders awareness and volunteer involvement • More business participation. • Need to engage even more businesses- to understand what Uptown offers • More varied business involvement • Need to engage more business owners - new blood
<p>Continue upgrading the infrastructure and the look of Uptown</p> <p>(9 comments)</p>	<ul style="list-style-type: none"> • Streetscape • Beautification • Lighting Bike racks • Ensuring development not in historic districts is in keeping with the traditional business zoning model and historic nature of the district • Need to improve the condition of Wealthy Street in Easttown. Some older buildings need painting or other superficial improvements to improve appearance. • Easttown (Wealthy Street) infrastructure needs to be upgraded. It is looking tired. • More effective follow up with owners of obsolete and unsafe buildings • We need benches for patrons, and also public restrooms. • Heated sidewalks on Cherry St. like on Monroe Center Downtown

<p>Affordability and inclusivity concerns</p> <p>(3 comments)</p>	<ul style="list-style-type: none"> • More affordable spaces for startup businesses. The rents have risen too sharply and make it difficult to have a variety of small business. • I think we need to read out to the neighborhood more try to include some of the longer living residents and reach out to the school more. Make it not seem like just richer, hip, white people are allowed there • More affordable housing options
<p>Improve public safety</p> <p>(2 comments)</p>	<ul style="list-style-type: none"> • Policing • Improvement in overall safety of the area especially at night.
<p>Miscellaneous</p>	<ul style="list-style-type: none"> • Discourage additional restaurants/alcohol. • Limit the number of apartments/rentals/other residences - if we get another bad recession and they seem inevitable in the modern age - alot of these new market rate developments are going to lose tenants and they're going to magnets for trouble. Take an afternoon and look at late 20th century apartment development in Detroit, Southfield, et al - just a nightmare, for police and for the law-abiding residents. All started out as market rate!!i • Still plenty of room to continue to improve the businesses along Michigan St.

II. Uptown Resident Survey Findings and Analysis

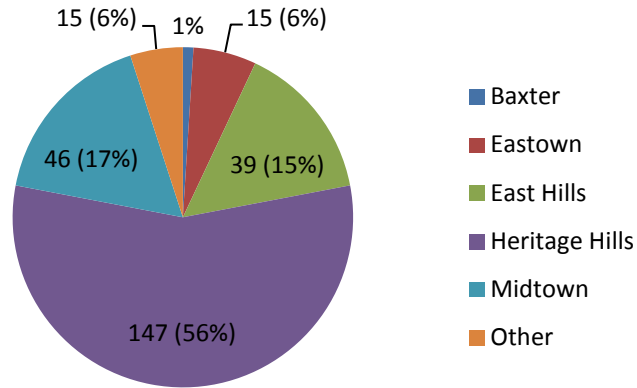
Highlights from Uptown Resident Surveys

- 264 area residents completed the survey; 56% of these respondents live in the Heritage Hill neighborhood.
- In response to “*What do you like/appreciate most about Uptown,*” the most frequent comments involved:
 - The proximity, convenience and walkability of the area.
 - The diverse, high quality and unique offerings of Uptown shops, restaurants and breweries.
 - Others mentioned: the historic neighborhood, supporting local businesses and the friendly business owners and staff.
- In response to “*What do you dislike about Uptown,*” the most frequent comments involve:
 - Limited parking, traffic congestion and need for Uptown to become more “pedestrian-friendly.”
 - Desire for greater business diversity specifically: more retail (especially grocery/food markets) and fewer restaurants.
 - Much of the shopping and dining becoming too expensive and trendy.
- In response to what type of additional businesses does Uptown need, top responses involved:
 - More retail such as grocery/food markets, clothing, hardware and home décor stores
- 87% of the respondents believe Uptown should collaborate more with area Neighborhood Associations. Most frequent recommendations involved:
 - More outreach and communication such as Neighborhood Association newsletter updates, attending relevant meetings and conducting periodic resident surveys on important issues.
 - Co-sponsoring key events such as neighborhood clean-ups, art events, community-centered shopping nights, etc.

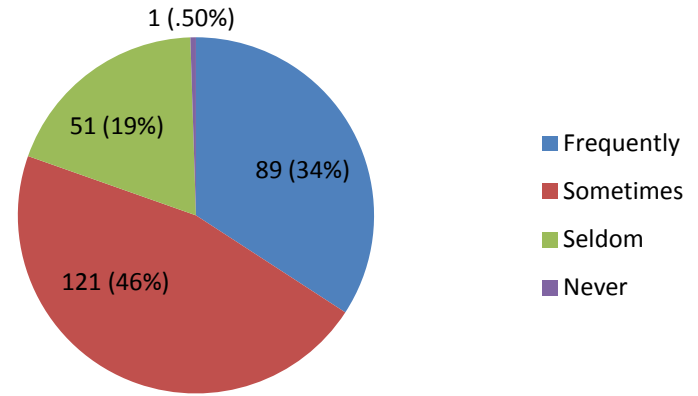
“Uptown is unique and full of character and history. That makes me love the area.”

Resident

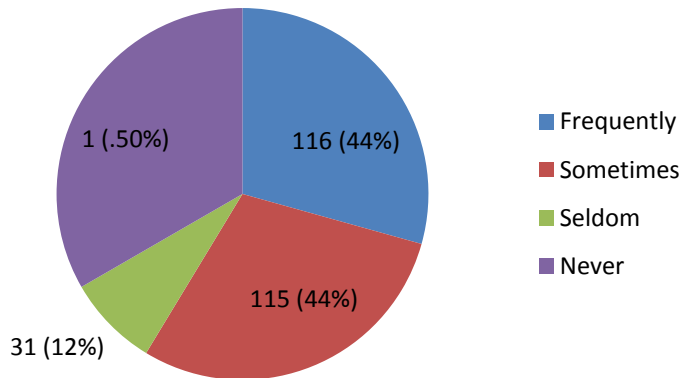
1. What neighborhood do you live in? (264 respondents)



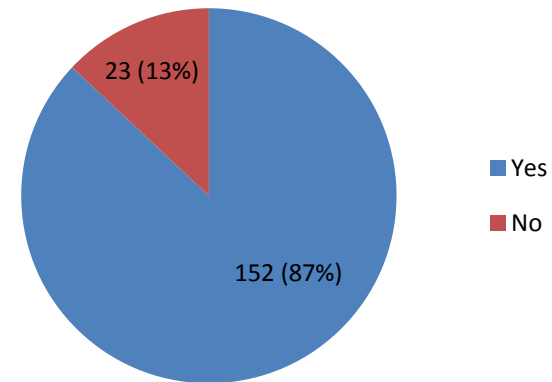
2. How often do you shop in Uptown? (262 respondents)



3. How often do you dine out in Uptown? (263 respondents)



4. Should Uptown collaborate more with area Neighborhood Associations? (175 respondents)



5. What do you like/appreciate most about Uptown?

Themes	Comments
<p>The proximity, convenience and walkability</p> <p>(92 comments)</p>	<ul style="list-style-type: none"> • Walkability/ close proximity to home (Mentioned 72 times)² • Close location to my house- can walk or bike to certain areas in nice weather. I love the feel of the mom and pop stores and value that I'm able to walk from home to them- my favorite summer activity. • Close to work. • I like that the stores are close. • I can walk or ride my bike, • I also like that I can shop and eat without having to get in my car. • It is relatively close and compact. • Atmosphere. The fact that it's part of a wonderful, thriving city that I love. • I can get almost everything I need in the Uptown business district which is great. The hours are not always what I need but I understand that Uptown is not a mall or 28th street; small business owners need a day off. • The accessibility to walk from my home. • Walk/ride a bike for everything we need! • Pedestrian friendly...walkable user friendly • Location • It's nice to walk around • Super close, safe • Close to home; nice neighborhood feel • Human scale • I love how walkable the district is. Especially living in East Hills, I can easily walk to Wealthy Street, Cherry Street or make my way to Easttown. I can also ride my bike everywhere. • Energy, pedestrian orientation, walkable, There are about 30 places to eat, all within walking distance from home. There are five places to do yoga all within walking distance from my home. • The walkability of stores to home is nice - even though I don't have time to take advantage of it lately. • I can get everything I need within a short walk
<p>The diverse, unique, high quality shops, restaurants and breweries</p> <p>(88 comments)</p>	<ul style="list-style-type: none"> • Diversity and uniqueness of businesses (mentioned 40 times) • The food • Lots of baked goods--Wealthy St. Bakery, Van's. • More shops, restaurants, and microbreweries are springing up all the time • Shops and restaurants have greatly improved. • Great dining, pubs, coffee, • Some of the stores are REALLY clever. • Really good restaurants. Businesses with unique items and experiences. • Great restaurants • Pretty good selection. • Excellent mix of old & new • Eclectic dining / shops

² Identical comments, made more than 5 times, are grouped and counted.

- Interesting merchandise
- Quality bakeries and butcher shops
- Great dining - new food feel.
- Variety. Original merchandise.
- Donkey, antique stores
- Love the book store, Cheri Inn and the flower shop. Also deli place is great.
- Prices, for the most part, haven't become outrageous.
- Great value
- The quality and appearance of the storefronts
- Affordable
- Thrill of the hunt
- Density of establishments.
- Breweries
- Marie Catrib's, Cheri Inn, Brewery Vivant, book store!
- Excellent restaurant choices
- The stores offer many unusual items for sale and this provides enjoyable shopping.
- Great variety of restaurants /breweries. Range in prices and tastes so you can always find somewhere to go
- The diversity of options and price points, how places are consolidated in areas.
- Buying clothes not found anywhere else
- Great restaurants that are not chains. Great place to get a unique gift
- We like the diversity of the area and the entrepreneurial spirit. Restaurants with good food; creative stores.
- The stores carry unique items that I can't find anywhere else.
- Specialization of offerings
- The newer businesses are attracting more customers.
- Spirit Dreams, Nona Salon, CVS, antiques shop.
- It's easy to buy crack if you know where to look 😊
- Great dining options, cute boutiques
- Restaurants, antique stores, different types of stores.
- Unique boutique and antique options. So many great restaurants and evening options. (Grove, Greenwell, Maru, Brewery Vivant, Donkey, Winchester) so many of my favorites are here.
- There are many of the needs for day to day living.
- It's nice to take people from out of town to show them unique qualities about GR. Good quality products.
- Good service and good food and atmosphere
- Fulton St. Farmers Market is great option for local food.
- Cute shops, good food, variety of retail
- You can get different things from big box stores. Food is actually less expensive at farmers market when in season
- I think I can, in many cases, find things I couldn't find elsewhere.
- You are doing a great job! Possibly the best variety of shops - I can purchase anything from luggage to dog food in Uptown; cannot say that even about Downtown.

Clean, safe and historic neighborhood

Strong sense of community with a good vibe

(43 comments)

- There are usually lots of people on the street. Uptown makes me reminisce about small towns where I lived before moving to the city.
- Interesting, hip
- I like the feel and would love to have more disposable income to allow more frequent patronage.
- Diverse community. Youthful
- It pretty much has everything we want. We are a 'destination' for people to come visit us, with plenty to do.
- Mostly my neighbors- I appreciate them more than anything else. I appreciate the diversity of my neighborhood and the quality of people who have chosen to live here.
- That neighborhood feel
- Sense of community
- A sense of community (I run into people that I know there all the time).
- I do love the revitalization of the neighborhoods in general. Nice to see so many people out and about
- Bricks, architecture, continuous streetscape block of buildings.
- Homey, Park
- We love living in this mixed use (residential/commercial) neighborhood
- Historic neighborhood
- Hipness
- Productive reuse of historic properties
- Hidden parking
- Attention to trees and other public green space
- Signage.
- Love the personal, community feel
- Has a good vibe/upbeat, cheery store fronts,
- Hometown feel.
- A sense of community, kind people • It's a fresh change of atmosphere, not hectic and the vibe
- Atmosphere. The fact that it's part of a wonderful, thriving city that I love.
- Brings people to the area and gets them familiar with the changes
- We love the personality of the neighborhood meaning the aesthetics and the variety. safe
- Friendly, no so hectic
- Feels safe to walk in the area.
- The atmosphere: a little funk, totally NOT gaslight village!
- That they make use of existing buildings
- Neighborhood character
- Clean and safe feeling
- Historic and mom & pop feel, eclectic feel
- I guess there's a vibe, but I'm not sure I care.
- The feel of people on the street... like Wealthy area
- Neighborhood feel, safe, welcoming
- Cultural activities are the cornerstones.
- Cherry Street looks amazing. Fulton near Diamond is nice too.
- Love the look and feel. Very swank. Historic, clean.
- I appreciate how vibrant and active the community is. Whereas many business districts feel manufactured or

	<p>otherwise artificial, Uptown is unique and full of character/history that makes me love the area.</p> <ul style="list-style-type: none"> • Revitalization of Wealthy Street. Small business opportunities for new owners • The sense of history, the sense of neighborhood in these areas. • Neighborhood character
<p>Supporting small, locally owned businesses (41 comments)</p>	<ul style="list-style-type: none"> • Small, independent, locally-owned businesses (mentioned 18 times) • Local ownership • Prefer to frequent locally owned business • Managers, locally owned businesses such a Spirit Dreams and Wealthy at Charles and Books and Mortar • I love supporting local. • We love that it is proprietary and not national chains. • We love as well as the commitment to local and the green initiative. • Very few national chains. • I like the small businesses • Small stores, friendly & personal service • Small businesses, Eclectic shops and non-franchise restaurants. • Lots of local/artisanal options • It is part of the community / Local • Having owned small businesses, I appreciate the small business owner and what he endures on daily basis. • The diversity of locally owned business • Support local and small businesses • Local ownership of stores, not big box or chain, feel. • Local vendors, well I assume they are local, are they? • Easy in/out, small and local atmosphere. • Locally owned, small businesses as opposed to big box/chain stores. • I love that a lot are local and farm to table and run by small business owners. • Most importantly, independent businesses/no chains. • Interesting local, small stores. • Small, local businesses that are able to impact the community in a big way with business practices that matter (fair trade, Leed certification, sustainability, triple bottom line, etc.)
<p>Friendly business owners and staff (28 comments)</p>	<ul style="list-style-type: none"> • Friendly, helpful business owners (mentioned 8 times) • Pleasant owners, • Personalized treatment from store personnel • Lovely business owners, • Friendly businesses, sensitive to residents. • Knowing many of owners • Friendliness and everyone-welcome of our store owners and employees (especially in a time when so many stores are making news for shutting out shoppers of specific demographics) • Know business owners personally • Friendly owner vibe • "Usually" good customer service • Appreciate the commitment of proprietors to community and service. Friendly • I like the people I interact with in the stores.

	<ul style="list-style-type: none"> • I know the shop owners. It is no small accomplishment to be a part of this neighborhood. Twenty five years ago we could only hope it would turn out so well. • I like the small businesses, much more personable • Owners often in store and get to know us. Lots of owners and staff are neighbors. Independently owned. • You have the opportunity to really get to know businesses owners and staff. Also you seem to feel safer in these smaller districts because you know owners and other shoppers and socialize. • Customer friendly businesses - always good service • Personalized service • Owners of businesses are investing in their local neighborhood(s). • The merchants are all very friendly • You can get to know the employees.
<p>Convenient parking (6 comments)</p>	<ul style="list-style-type: none"> • Parking • Easy parking, • Can park close and run in. • Good mix of pedestrian/driving options • Parking accessible. • Ease of parking

“I can purchase anything from luggage to dog food in Uptown- cannot say that even about downtown.”
Resident

“Uptown makes me reminisce about small towns where I lived before moving to the city.”
Resident

6. What do you dislike about Uptown?

Theme	Comments
<p>Limited parking and traffic congestion.</p> <p>Needs to be more "pedestrian-friendly"</p> <p>(62 comments)</p>	<ul style="list-style-type: none"> • Limited/lack of parking (mentioned 26 times) • Not as pedestrian friendly as it should be. Not as parking friendly as it should be. Lighting and security is insufficient especially in parking areas and on side streets where people have to park to visit the Uptown. • Parking can be a hassle, the increased traffic on wealthy is frustrating. • Too much car traffic. • Not as pedestrian friendly as it could be. • It's not very walkable due to the spread out pockets • Parking and walking - winter, extra time it takes, unknown of where you are going and if one parking spot encourages visiting other places. • If I didn't walk, I don't think I'd be able to find parking • Traffic, parking no surprise there! • Parking is difficult to come by. Dangerous for bikers. • Having everything at an intersection of two busy streets can make walking less appealing. • Only easily accessible via east-west corridors. • Parking - but I walk. • Parking options could be better (but let's be real, GR sucks at parking options as a whole), better bike and pedestrian paths to get from one part of town to another would be nice. • Parking can be an issue • Bus lines run at same time. • I wish more people used public transit, biked, or walked into the Uptown district. Parking for quantities of visitors/patrons is challenging. • Parking parking parking!! Some folks even use our driveway as a parking lot • Beer crowds" taking the on-street parking. Weekend ramblers slowing traffic on routes I use often • I don't think it needs many more restaurants since it seems it is becoming inundated with traffic and congestion. It is still okay, but as neighborhoods, we need to be careful. • Wealthy too busy between Paris and Eastern • Parking and congestion • Parking can be a problem but I'm retired and can go shopping or out to eat when not so busy • Parking is beginning to become more difficult but it is still manageable. • A lack of parking spaces and too many new condominiums close to the walkways. • Parking is tough. Driving is tough especially on Cherry St between Eastern & Diamond, because of all the restaurants bring so close together. • Parking, but it really doesn't bother me that much. • So spread out and parking can be a problem in some of the areas. • Lots of on street parking, but the spots are always filled. • Congested with cars. Limited parking sometimes. Too much to deal with in terms of bikes, cars, skate boarders, etc. Feels chaotic for a driver.

	<ul style="list-style-type: none"> • Not pedestrian friendly at all • Meter parking!!!! • Parking can be problematic depending on the time of day. • I am concerned about the increased density when large apartment buildings are erected and about the probability that parking will become more of a problem. • Sometimes parking issues. • Parking stinks • Traffic, traffic, traffic
<p>Desire greater business diversity:</p> <ul style="list-style-type: none"> - More retail, especially grocery and food markets - Too many restaurants - Limited choices and selections <p>(38 comments)</p>	<ul style="list-style-type: none"> • So many restaurants, like no one does anything but eat! • Too many restaurants, beer joints, coffee shops. • Not enough professional buildings (dentist, doctor, etc.) • Sometimes it feels like it is only restaurants. • Need more variety of food. I hear a taqueria is going across from donkey; there are like 6 pizza joints, and Eastown has several middle eastern type places within a clump. • Too many "boutiques" popping up on Cherry. Would prefer a coffee shop or bakery! • I wish there were more stores- particularly clothes and furniture. • I would like to see a larger variety of retail (not chain retail) like a florist. Also, additional 'service' type businesses, like dentists, doctors, auto, etc. • Can I just say that I really miss the coop/organic foods store that used to be next to Art of the Table? I was really sad that they weren't able to continue their retail store. • I'd love to have a small grocery store or bodega closer to my house. • I am need of one good grocery store with variety and standardized pricing compared to the suburbs. • We need more markets and grocery stores. • Lack of grocery store and clothing stores. • Lack of any decent grocery store. • No real grocery stores--but those need to be quite large, so they would not fit so well. • A grocery store would be nice for the basics. Wealthy Market is not it. • Really need a good grocery store (broader selection) in the neighborhood • We need more markets and grocery stores. • No grocery store • Need grocery store. • Just wish there was more, especially a full service grocery store. • I wish there was a bigger grocery store with competitive prices. I would LOVE an ALDI nearby • Love to see more boutiques in neighborhood. Right now there are a lot of antique shops and restaurants. • I think Michigan St should be included so Uptown can help shape future plan and add more retail on Michigan. As it stands there are too many bars and not enough grocery, convenience, and retail shops. • Need more retail stores, less restaurants • I'd like to have a good shoe shop close by. • No roof top decks. We NEEDED a roof top deck!! ... and what is that jewelry store even doing on the corner of diamond and cherry???? It's never open, it has 4 and a half jewelry pieces inside, and there are so many better things that could go there! like a rooftop deck mixology!! • Restaurants are too similar.

	<ul style="list-style-type: none"> • It would be nice if there were even more shops. • I would like to see more variety (I mean, do we really need another coffee shop?) • Lack of diversity; lacking staples. • Consistency of items to purchase - especially regular or staple items, shortage of basics • Limited choices and selection • I wish there was coffee shop and more heaters to sit outside when it starts to warm up • You have to want what they've got because the selection is often not as broad. • Sometimes don't have the selection I want, don't have the clothing options • limited choices/selection • Lack of diversity, types of businesses aren't relevant to me, would prefer more common, practical shops
<p>Shopping and dining becoming too expensive and trendy (30 comments)</p>	<ul style="list-style-type: none"> • I don't know if it's the rents or what, but most of the shops are for clothes I'd never buy or absurd things like specialty chocolates. • Some areas are not accessible/inviting to lower income and working class people who live in the area and surrounding areas. Many of the newer businesses serve a very homogenous, limited demographic. • Pricey • Not many grocery stores or boutiques that are affordable • Grocery store too expensive • I'd like to have a diner of some kind where you can get regular food at a reasonable price. • Getting too expensive • Expensive and high-end, not every day types of purchases. • It's getting more and more expensive. • Cost - shops are much more expensive than elsewhere • Lack of options for those without much money • Pricey stores • Most stuff is more expensive • Expensive • Most offerings are higher end--restaurants & stores--than what I need or want. • Prices are quite high • I feel as though many of the businesses cater to "high end" retail & dining experiences. A potential customer needs to have a bit of money in their pocket to actually shop local. Ideologically, I support the 'shop local' ethos, it's just difficult to consistently support local businesses while managing a tight budget. • Some merchandize is expensive or limited options • Smaller shops tend to be higher priced • Elitist shops that we have too many off that cater to out of towners rather than the neighborhood • Shopping is mostly trendy and not practical, also tends to be very expensive. • It feels disconnected and trying too hard to be trendy. • Expensive. Trendiness? • Too expensive, too yuppie, not enough essential services. Too trendy • I am ready for there to be more. More of everything. More clothing. More thrift shops. More variety in food. More music stores. More varied-income shopping opportunities. More varied-income eating opportunities. A \$20 plate of mac n cheese might be delicious, but I'm ready for the same plate for \$7 in a diner setting, too. I want everyone to enjoy our neighborhood.

	<ul style="list-style-type: none"> • High prices, mainly non essential items. • Expensive, but I understand why • A bit pricey • Expensive, • Most offerings are higher end--restaurants & stores--than what I need or want.
<p>Too many vacant, neglected buildings (11 comments)</p>	<ul style="list-style-type: none"> • Some of the wasted pockets currently unused • Boarded up storefronts • Empty buildings • Too many vacant buildings and neglectful owners. • Some properties slow to develop • Some of the area continues to be dilapidated and in need of repair. Rundown buildings/homes and trash, debris scattered about does not give one a good feeling about shopping or dining in an area • Too many empty storefronts • Too many vacant buildings and neglectful owners. • Many buildings have yet to be reclaimed and revitalized so the district lacks cohesiveness and streetscape appeal; especially Wealthy Street. • Empty or useless buildings take up prime real estate • 3 words - Spike and Mikes.
<p>Problems detracting from the neighborhood (6 comments)</p>	<ul style="list-style-type: none"> • Drunk kids hanging around. • Sometimes trash in streets • Often dirty (wrappers/trash), not as colorful as East town • Need to feel safer after dark • There is a lack of green space also. • Motorcycle noise in summer... did I say motorcycle noise?
<p>Issues regarding business hours (5 comments)</p>	<ul style="list-style-type: none"> • Shops aren't open late enough for people who work during the day • Hours - Many shops and restaurants are closed by the time I get home from work • Store hours frequently close at 6 - hard to get there after work. • Closed on Sundays; lack of evening hours • Really it is only the hours that I have a complaint about. Some restaurants are too busy and way too loud at night w/their music!
<p>Desire more racial diversity (4 comments)</p>	<ul style="list-style-type: none"> • Lack diverse owners • More minority run businesses • Need more black and brown owned businesses. More diversity in front of the house in service industry. • Less diverse / racially integrated than when I moved here in 1974 • Lack of diversity among patrons
<p>Improve street conditions (3 comments)</p>	<ul style="list-style-type: none"> • Poor road conditions in many places • Bumpy road (cobblestones) • Wealthy street cobblestones in the area need repair, making it unpleasant to drive on.
<p>Longer waits at restaurants (3 comments)</p>	<ul style="list-style-type: none"> • It seems like the waiting lists are getting longer at the eating establishments. • Marie Catrib's is almost always very crowded. • If anything, some places have gotten too popular so we have to wait now! :)

Miscellaneous	<ul style="list-style-type: none"> • Shoe store guy carries mostly Chinese made shoes. Bosch's Reef moved out • Poor service or product quality at many of the businesses. Not consistent and spotty service. • Unfortunate that we couldn't support the Gracie's dog store. • I like local stores and restaurants more than national chains which tend to be owned by fascist corporatists and not the common people. • I dislike that a number of restaurants do not allow children (well behaved children) after a certain time. I'm looking at you Donkey. • Would like a compromise in historical preservation towards local businesses so that the buildings would be more affordable
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7. Recommendations to improve Uptown.

Themes	Comments
<p>Specific requests for businesses especially:</p> <ul style="list-style-type: none"> - More retail - Grocery store - Affordable shops & eateries <p>(70 comments)</p>	<ul style="list-style-type: none"> • Grocery store (mentioned 14 times) • More retail (mentioned 6 times) • Would be nice to have small art house theater, 1 or 2 screens, a decent convenience store on Wealthy. • Would like to see more art galleries and art related events in the area, with a focus on local artists • Would love to see one more breakfast place. • Maybe a card shop, more gift shops • More restaurants and stores that are dog friendly. • Love to have stuff setup where there are long stretches to walk and have shops, parks, food, etc... • Happy that we have two banks in the area ... how about a LMCU mini branch or ATM. • An antique/junk store in Cherry Hill would be great. • More diverse shops. Don't need 8 coffee shops on the same street. • Additional bookstore would be nice • Encourage people to invest in interesting stores and business with a personal approach. • Grocery store and a cluster of everyday shopping stores..groceries, hardware, pharmacy,etc • No more yoga studios. We good. Thanks. 🙏🙏🙏 • Add some Greek restaurants. • Get rid of half the breweries- more retail stops. • An anchor grocery store would be nice, other than that I like our independent shops • In current horrible retail environment I'm not sure that any store I want to regularly use could make it on Wealthy. • More variety in retail options including more day-to-day basics such as a a grocery store, hardware, etc. • I would like to see more everyday retail businesses (as opposed to specialty shops) that support the people who are living in the neighborhood.

- Rather than get a big-box grocer, help Wealthy Market be better grocery store, upgrade from junk food
- Food truck spot like Little Fleet in Traverse City to help get more foot traffic.
- Get a big grocery to build a store on the corner of Wealthy and Division.
- WE NEED AFFORDABLE GROCERIES DOWN HERE.
- We need a small grocery that serves fresh veg and some necessities. At the moment we have one with Martha's, but they slant to the alcohol more than grocery.
- A health food store would be nice. I drive down to Harvest Health on Eastern & Burton because too far to walk.
- More affordable shopping
- Would like to see a Meijer's go in down town but not in the Uptown neighborhood.
- Better food and better goods
- More dining and retail shopping options geared towards families.
- If Elk made better beer (or edible food) I'd go there all the time. It's really about quality more than anything else.
- We could use a small community grocery store like what is available in bigger city neighborhoods.
- Need a grocery store (Nourish was too specialty and too expensive, and Wealthy Market is too beverage-focused). Bring in some mid-priced stores. Not everything needs to be high-end or gourmet.
- A decent grocery store would be great!
- Small convenience store (not another liquor store)
- We could probably use some more anchor stores to make each place walkable and more likely to loiter. It's probably the only way clothing stores will make it.
- More clothing stores
- More rooftop decks, less always-closed jewelry stores. It would be cool if we had a speakeasy, or smaller cocktail lounge. Also, Gia, what is going in there?? Maybe a speakeasy cocktail lounge????
- Medical marijuana dispensaries.
- More variety/diversity
- A Neighborhood Italian restaurant.
- Men's clothing store.
- Get practical stores/products
- Diversify
- Attract neighborhood services like dry cleaning, affordable take-out, non-trendy shops
- Get some more day to day type stores - like hardware, grocery... if we can avoid having to drive for most anything - that would be great. Boutiques are nice - but we are a thriving neighborhood that has day to day needs. That said, I wouldn't want to pay boutique prices for lightbulbs. So it can be tough, I know. If I never had to go to 28th St., I would be happy. I'm not saying bring a Costco there of course. :)
- Increase some very special women's clothing stores.
- Would like to see more small shops such as greengrocers, butchers, etc. to take the place of a grocery store, with reasonably affordable pricing rather than convenient store pricing.
- A smaller concept Meijer like they are doing on the west side would be awesome.
- Bring in shops for staples
- Calling for unique new bizs that attract more diverse crowd-- encourage new bizs to cater to wider audiences

<p>Improve traffic congestion, parking and pedestrian safety</p> <p>(48 comments)</p>	<ul style="list-style-type: none"> • Increase parking (mentioned 18 times) • Traffic should drive slower on Wealthy. • Street signs should be posted at ALL pedestrian crosswalks on Wealthy, Cherry and Fulton, requiring automobile traffic to "STOP for Pedestrians in the Crosswalk." Increase the amount of safe parking options. • Remove meter parking and be nice if trolley would run the area from all districts one day a week. • We also need parking spaces. The stores and restaurants are sporadically placed. • Find a way to limit the car traffic • Increasing walkability even more • Would love to see a fleet of people-movers, trolley, small busses - so I could walk to or park at one end, then access other parts & return to starting point • Free shuttle buses. • Apartments need parking because most don't ride a bike or take the bus • A shuttle bus would provide transportation to all parts of area and might cut down on need for additional parking. • New apts being added and there is not enough parking for people already there- this problem always ignored • Bring back pedestrian crosswalk road signs that were temporarily placed in middle of street at crosswalks last yr. • Dedicated on-street parking for businesses. Or more parking meters near businesses. • Continue to improve parking • Improve police presence after dark. • Enhanced bike friendliness. • Promote the bus routes and schedules. Promote Biking and Walkability. Do both outside of the Uptown district. Expand the 'people crossing' signage, like in East Hills, throughout the Uptown district. • Parking on main streets needs to have a decent gap so when pulling out of a business or a cross street with a stop sign you can see traffic from both ways • Less motorcycle traffic in the summer! • I'm not sure how you could do it but increase parking would help but it doesn't really deter people from patronizing these smaller business districts. • It would be great to have a true focus on walkability. Some local smaller streets could be turned into neighborhood only one ways or shut off altogether to make it safer to walk • A bit more parking or better signs where parking is • Continue to improve parking, improve police presence after dark • Promote the bus routes and schedules. Promote Biking and Walkability. Do both outside of the Uptown district. Expand the 'people crossing' signage, like in East Hills, throughout the Uptown district. • More parking & get more information out about what is available in the uptown district • More crosswalks & protected bike lanes. Make it safer for people over cars. • Please maintain the roads and sidewalks. I don't care about parking, but pedestrians and bikers should be safe. • DO NOT add parking meters • Pedestrian and bike friendly infrastructure.
<p>More Uptown marketing, promotions and special events</p> <p>(18 comments)</p>	<ul style="list-style-type: none"> • Advertise businesses more. • More recognition of "Uptown" and a way to link areas. Would love a trolley or bus loop • The shop hop for example - so much fun! • Publicity! I don't really see a lot of advertising. Some businesses do e-mail but there really isn't any listing of businesses, etc. Check out Saugatuck and check out how they promote businesses and advertise

	<ul style="list-style-type: none"> • Better/greater marketing. Make it broader to the entire greater GR vicinity. • Consistent signage • Keep up the Shop Hop, and other events that promote business owners' philosophies • Love to see something like "Uptown Business of the Month" program where each month residents are mailed a postcard about that featured store & maybe a promo to bring in card to the business that month. • More family friendly--interesting events for the community to enjoy. • Neighborhood events • Busking that is regulated and well done is very fun and adds energy to the streets. • More participation by uptown business in neighborhood events • Create more activities during the summer/fall to get the community together • More communications to residents. Quarterly newsletter or flyer delivered to mailboxes of upcoming events. • More special events • Keep up with the festivals and encouraging people to get out there and experience it. • Continue to recognize different cultures and socioeconomic groups (community events) • Figuring out a way for more businesses to stay. Maybe another shop hop but for summer
<p>Improve infrastructure, landscape and clean up trash</p> <p>(16 comments)</p>	<ul style="list-style-type: none"> • Fix the stupid brick streets, including Logan and Wealthy • Greenery, like planters with seasonal plants & flowers • Clean up trash more often. • Improve streetscape in Eastown. • Clean trash, more neighborhood art/streetside flower beds • Improve lighting on sidewalks and in parking areas • Stop a minute and consider the infrastructure and effected neighborhoods before continuing to add add add! • Expanding green space where possible. • More trees and planters. • Cleaning ambassadors! I'm a downtown ambassador and I'd love to see a program started in uptown. • Landscape the parking lot at the Family Dollar (or whatever chain that is) on Wealthy Street. • Maintain flower beds & trash • Beautification, trees and flowers, Keep the sidewalks better maintained to foster walking. • More colorful plantings (in ALL neighborhood districts),
<p>Desire for more affordable and racially diverse businesses</p> <p>(16 comments)</p>	<ul style="list-style-type: none"> • Culturally/racially diverse ownership and staff • A better focus on affordability. It is important to have business practices that matter but also important for the business' target market to be able to afford the products/goods • Affordability. • Increase diversity of choices across income scales. • Getting business owners who are African American to have a larger presence. • It would be great to have more inexpensive options for eating (eg ethnic street food) and shopping. • More variety!! There's a very specific demographic that CAN shop in Uptown that is eating \$20 mac n cheese with fancy chocolates for dessert while picking up custom framed art in expensive outfit from Lee & Birch. It's appealing to that demographic, but what about families in our neighborhood? I want to shop here, because I LIVE here. not just cater to those who drive in from Cascade and EGR because they heard our stores are 'cool.' • Offers rental spaces that more people can afford • Rent controlled shops targeting minority business owners and lower price point items would benefit the district.

	<ul style="list-style-type: none"> • Perhaps a cheap dinner type restaurant that offers breakfast and lunch. • Less trendy and costly options although that may prove difficult if rents are high. • Love to see more businesses that offer food & services that are more affordable to all. While there are many households that have substantial spending cash, there's also large college population & lower income residents who need cheaper alternatives. Uptown should try to make their businesses more welcoming to ALL residents. • Work on the perceived community attitude re: "gentrification" • I would like to see more services and stores that appeal to African Americans. As a person who was involved in the early stages in bringing back Wealthy Street, I am quite distressed with how the development has not done that - leaning toward gentrification. That is not solely what we had in mind, although economic development was • Access to lower cost dining options. Having a small affordable grocer would be nice. • Modify the perception that food and drink offerings in your establishment are "ultra, ultra special" [Reminder: Chicago, LA, and NYC still exist!]
<p>Rehab dilapidated buildings (14 comments)</p>	<ul style="list-style-type: none"> • Encourage the biker club to either fix up that dump or move. • No empty buildings. Provide tax credits for businesses • Continued investment/incentives for revitalizing former storefronts along Wealth; much unrealized potential • There are still empty buildings needing to be repaired or torn down. • The only improvement I can see is if all the vacant buildings were to house more businesses • Renovation of existing structures that are in line with Historical Preservation guidelines in mind. • Well maintained storefronts • Keep filling up the empty store fronts!!! If you build it, they will come! • Work on converting low value properties. Find incentives to entice owners. • We still have run down properties adjacent to thriving businesses. improvement seems to be painfully slow especially on west end of the district • Hold people accountable to maintaining the space. We have more businesses closing and a loss of traffic & clientele to Westside & downtown. The better maintained everything is, more likely people will invest in our area. • Better tenant recruitment for vacant properties. • The East Fulton district - primarily Fulton and Diamond - has improved, but still looks shabby. • Remove liquor store at diamond and wealthy, it adds a seedy element with all of the cheap beer posters plastered in the windows.
<p>Expand business hours and days open (7 comments)</p>	<ul style="list-style-type: none"> • Stay open later • Sunday hours • Shops open during dining hours seems like the ticket! Those are places i would wander into & buy something. • Sunday and evening hours. • Having a couple of later nights during the week. • Have at least 1 night a week that they're open later • Be open on a Sunday which is my only day off
<p>Miscellaneous</p>	<ul style="list-style-type: none"> • Support continued improvement of Congress Elementary as way to benefit this community and make connections with the families that attend the school

8. What type of businesses does Uptown need?

Themes	Comments
<p>Grocery store and food markets</p> <p>(75 comments)</p>	<ul style="list-style-type: none"> • Grocery store (mentioned 54 times) • Specialty grocery store like Trader Joe's • Food Truck spot • Bulk food/coop/organic food store was great. I miss being able to easily get bulk grains at really affordable prices. • Food would be nice but they'd never make it (Nourish couldn't) • I miss the organic market that used to be on Wealthy Street • Small scale grocery - maybe a little satellite store of Fulton Hts D&W • Grocery stores that sell more than chips and alcohol • A local grocery store (Not Family Fare) • Moderately priced grocery store? • Wish we had a better grocery store. Family Fare is pretty mediocre. I tend to drive to Fresh Thyme • An affordable grocery store with necessities.. oh!! Farmers Market..forgot that.. love the Farmers Market. .. • Food markets with lots of fresh (Michigan) produce. Small butcher shops good examples. • Healthy food store like Harvest Health • Specialty food store • Another mart/grocery store, specifically one focusing on the products they source • Just a little higher end grocery store with exocotic ingredients • A year-round, quality produce and meat market on Wealthy Street (like a Kingma's or Ken's). • Food coop • A Horrock's or Ken's type produce market • Small supermarket like a Kingma's or nicer quality DW like the Beltline has.
<p>More retail especially:</p> <ul style="list-style-type: none"> - Clothing - Home décor - Hardware <p>(68 comments)</p>	<ul style="list-style-type: none"> • More (affordable) clothing stores (mentioned 16 times, Men and Women nearly equally) • Home décor stores (mentioned 6 times) • Hardware (mentioned 6 times) • Thrift shops/ Office supply • Office supply stores • Florist/flower/plant • Garden stores • Pharmacy/Drug Store • Book store with parking • Schuler type bookstore • More arts/crafts/hobby shops. • Something to replace Phil's, but I'm not sure that's possible. • Pretty much anything that targets a lower to slightly lower price point. • It is a nice variety currently. Will miss Phil's stuff. • The whole city needs access to more staple goods; boring things like socks. • I'm afraid it's doomed to boutique clothing • Motorcycle helmets • Decent convenience store, not a liquor store

	<ul style="list-style-type: none"> • Nice to have a high end home decor shop (Anthropology) & fabric shop. Currently we drive to 28th St. • Asian market • Electrical devices • Music store fronts • Ethnic grocery store/garden store • I like the antique stores. A florist • Shoe store/ thrift • Practical and affordable retail • Home stuff - Dean & DeLuca Electronic stuff • Dollar store • More boutiques and a variety of shops. • Yarn shop, craft stores • Another high quality flower shop since Burgetts closed in the area. • Naturopathic shop with natural remedies • More cooking type stores. • Sporting goods, • Outdoorsy sports - bikes, discs for disc golf etc, they could even book some sort of tours for GR visitors. • Children's clothing stores • Card shop/office supply • Garden store • Shops that sell collectible coins • Medical marijuana dispensaries • Outlet store for Merrell or Wolverine or some other local well-known brand • Consignment shops like Georgie's in Ada, yarn shop sorely missed when it closed in Easttown. • Pharmacy west of east town is desperately needed
<p>Eateries, and restaurants, especially:</p> <ul style="list-style-type: none"> - Ethnic - Take-out - More food options <p>(33 comments)</p>	<ul style="list-style-type: none"> • Quality deli on Wealthy Street that's opened 7 days a week for breakfast, lunch, and dinner. • Within walking distance closer to St Mary's - restaurants, lunch options, donut shop, ice cream • Italian Restaurant, cocktail lounge • Inexpensive food options. • Food trucks • Take-out food. • Yoga Juice bar • More cheap takeout options (I miss Wealthy Station & Schezuan Garden) • Deli Martha's South • More brewpubs. • More upscale restaurants • This city could always use more breakfast restaurants. When Gaia closed that really left a hole in our hearts. :(• Affordable dinning, • Gelato shop again, west end of wealthy • A cat cafe. Another cat cafe. A third cat cafe. • 24-hour coffee shop • Ethnic food!!! (Indian, better Thai, better pizza/Italian,)

	<ul style="list-style-type: none"> • Another local sandwich shop and/or cafe; • Custom ice cream place like Baskin Robbins/Cold Stone, etc. • Coffee shop with parking, • We are hoping to see a nice deli/coffee shop go into The Oakwood. • It would be nice if there were a deli like Weiner's used to be or an ethnic grocer or so. • Breakfast place. • More variety in dining. • More coffee shops; Ice cream • Not a brewery or bar! Tired of seeing them everywhere. • Cherry specifically needs a coffee shop. • Chinese would be nice. Wouldn't complain about a few more bars (not dive bars). • Diners, we can probably cool it on the coffee shop thing for awhile. The opportunity is endless here. It just needs to be a mix that everyone can enjoy. • Coffee shops • Family restaurants • Chinese/Korean/Greek restaurant • Authentic taco stand
<p>More business and professional services (14 comments)</p>	<ul style="list-style-type: none"> • Carwash • Dry cleaners, upholstery • Major bank ATM site • Barber shop • Gas station • Routine businesses - like banks, dry cleaners, etc. Right now some of these districts are attracting a lot of younger professionals but there are no banks, dry cleaners etc. in these districts • Copy facilities • Gas station though there are two on Michigan and Fuller. There's a dry cleaner there too and pharmacy; and the CVS on Lake Drive. Seems like we've got pretty much what we need • Doctors, Dentists • Spa • Nail salon • Vacuum repair shops • Watchmakers • Dry cleaner west of East Town. ATM/Bank west of East Town
<p>Children and family entertainment, especially around the arts (8 comments)</p>	<ul style="list-style-type: none"> • Family recreation (like Sky zone, Chuckie Cheese, Dave & Busters, Roller skating) • Movie theater, • Arcade • Play place for kids • Something kid friendly - could be a toy store or activity center. • Art studio with group art classes, jazz club • Music/arts/entertainment • A paint or art studio would be cool. The wine and paint evening events, or at USAA they have pottery classes. Something along those lines that has classes/activities.

<p>Pet- related stores (6 comments)</p>	<ul style="list-style-type: none"> • Pet grooming • Pet supply • Dog groomer and pet supplies • Dog care • pet store • Dog salon
<p>Miscellaneous</p>	<ul style="list-style-type: none"> • Pedicabs • Trolley/light rail loop from downtown up Fulton/Lake to Eastown and back to downtown via Wealthy Street. • More community gardening. (I'm really stretching here bc it has most of what I like already.) • It would be great to see it develop into something similar to a big city burrough, like Brooklyn. • Allow Wealthy Market to obtain a liquor license • A field and fire location

9. How should Uptown go about collaborating with the area Neighborhood Associations?

Themes	Comments
<p>Ideas for more Uptown outreach, communication and collaboration</p> <ul style="list-style-type: none"> - Attend relevant meetings - Updates in neighborhood newsletters - Periodic surveys - Collaborative planning <p>(57 comments)</p>	<ul style="list-style-type: none"> • I don't actually know the interaction right now, but it would seem like a good idea to have an Uptown representative go to the neighborhood meetings to hear what the neighbors want. • Might consider using technology to keep neighbors informed. • Share calendars within each others' newsletters. • Partnering on area specific planning. Use NA's contacts to continue learning what specific areas need and want. • More advertising, • In a way that is not burdensome to these small nonprofits. Ads in neighborhood newsletters, coupons for neighbor • Right now, each neighborhood feels fractured from one another with little collaboration. If Uptown is meant to be an overarching entity, it should work more as a partnership between everyone involved. Neighborhoods should have more opportunity to collaborate with one another and Uptown could help facilitate that. • Attend their meetings, provide new residents with a directory of shops and services or direct them to a website that has this information. • Not sure - on line- mail - newsletters • Outreach Collaborative marketing • Surveys & Town hall meetings • Start with this, a survey and then involve community associations and meetings • Promote businesses in their newsletters • HHA does a pretty good job of spreading the word on district events but I still feel like as a South Hill resident I am not as aware of Uptown as I should be. • Joint newsletter of what's happening, events, offerings, etc. • Form a group to explore Idea of a joint committee of interested neighbors and business owners.

- Asking questions like this. Heritage Hill, especially, has lost most of its neighborhood shops in the last 40 years
- Town hall meetings and/or email survey such as this one
- Hold meetings to talk to the people living in the area or with surveys like this one
- Occasional questionnaires like this, newsletters with updates
- Planning together
- Ask about needs of residents in the area.
- Share meeting minutes, attend other neighborhood meetings
- Develop a partnership and monthly meetings to plan collaborative events & discuss hot topics.
- A good way is by the email of Nextdoor Midtown. I think a lot of people read that and would have great input. Not everyone can go to meetings. Thank you
- Come to Neighborhood assoc. meetings, send out flyers, hold informational sessions for residents to attend
- Presence at meetings
- They could attend monthly meetings.
- Direct contact with each by attending monthly meetings.
- Town hall meeting?
- Have boards interact, communicate with each other, maybe meet as a larger group once or twice a year.
- Reach out to them. Invite them to Uptown planning meetings. Seek invitations to their meetings.
- Maybe provide updates in newsletters so residents know more about upcoming events in Uptown.
- Strategize and meet somewhat regularly, not just w/ Directors but also board or other people representing them.
- By not just dealing with the Heritage Hill Assoc but to go directly to the neighbors (surveys?)
- Require staff or a board member attend monthly NA board meetings for the purpose of information gathering/sharing
- Uptown business district could advertise new businesses more with the neighborhood.
- Coupons, buy ads in newsletter like Martha's does that kind of thing
- Being involved with the neighborhood associations are a start.
- Try to reach out to the Heritage Association as they have an active group that are deeply committed to the success and needs of the area.
- Make certain they attend meetings or have a representative on the Heritage Hill Homeowners association board
- Ask for input.
- Mail survey invites to residents; increase marketing/branding for Uptown business district
- Reach out to African American, Muslim, Hispanic people
- Identify areas of common interest & work together on them; encourage businesses to be involved w/ neighborhoods (Brewery Vivant does an excellent job of this).
- I'd encourage the uptown business district to spread the word through social media about all neighborhood meetings to ensure all residents and business clientele have the opportunity to learn about what's being worked on in our community. The more voices, the better we are. If UBD can act as a proponent of info to spread the messages of local neighborhoods, we're more likely to all be involved to make positive change.
- Advertisement sharing, participating at events at the Midtown Green etc
- Feedback
- Information sharing; possible Board appointment
- Neighborhood meetings, face book "collaborations"?
- Feedback surveys, focus groups.
- I think they collaborate w/ East Hills but they should be in touch with Cherry Hill and Heritage Hill neighbors.

	<ul style="list-style-type: none"> • Reach out to community stakeholders. • Have quarterly meetings, maybe town hall style with uptown and all neighboring association members to discuss • team up on community events/improvements • They simply need to show up and be part of the agenda for Cherry Hill Historic District meetings, East Hills Council of Neighbors, Baxter Community, and others in the area, and not leave any one area out. It really is that easy, just getting on the agenda once a month with them. • Doing a great job, keep communicating.
<p>Co-sponsor community and business events (17 comments)</p>	<ul style="list-style-type: none"> • Co-host neighborhood events. • Street fairs, events, garden walks, • Sponsor/participate in clean-up projects, events & festivals Help publicize events • Possible to create art crawls / brewery crawls? • Learn more about neighborhood history over several decades: residents, businesses, schools, churches • Become sponsors for the Heritage Hill home tour and get advertising in the tour brochure • I'm a big fan of community events- would happily support local businesses in the mix of that. • More Shop Hop events, neighborhood street fairs, etc • Holding more promo events for shopping and encourage block parties as being a sponser. • Sponsorship opportunities through more community events like Midtown on Tap. • Shopping nights, discounts/, community-centered events • Coordinating special neighborhood events with business events... • More shop hop • Help with Heritage Hill Homes Tour - by businesses supporting Heritage Hill • Sponsorship for neighborhood events • Collaborate on obtaining & placing public art • Host collaborative events
<p>Comments from neighbors who agree with collaboration but have no specific ideas (13 comments)</p>	<ul style="list-style-type: none"> • Don't know about it, but it seems logical that they would be. • I don't have specific examples, but collaboration sounds like a good idea in general. • This is a good start. • Not sure how to answer this. • I don't know really how much they are doing so now, but it is always a good idea • I have no idea. There wasn't an option to select other then yes or no. • There is power in numbers. If the area neighborhood associations work together to promote each other and lobby for each other, we will be a strong city. • No idea, just thought collaboration sounds better than not collaborating. All depends on what end goal is. Want to drive more utilization, reach out and offer what the neighborhoods are seeking. Sometimes difficult when neighborhood is transient renters and constantly changing. • My "yes" answer is IF it would be beneficial to both. • Working with them in a way that positively influences them both whether it is driving property value or foot traffic. • That is up to them to decide • Not sure. Just think collaboration is better than not. • Uptown??? Thought we were East Hills. When did the umbrella name Uptown arrive? And why is it needed. • No specific idea... but groups should always cooperate as much as possible. Constituency wins.

<p>Work to minimize the impact of business district on residential neighborhoods especially parking</p> <p>(7 comments)</p>	<ul style="list-style-type: none"> • Make sure there are still some good parking areas. • Realize that WE LIVE in the surrounding neighborhoods, which means that we don't appreciate having side-streets jammed with cars. Nor do we appreciate listening to the past-midnight whoops of intoxicated people making their way back from the various and sundry drinking establishments nearby. • Neighbor involvement related to issues (parking) • Work with residents on parking solutions. • More Communication about how local neighbors are affected. Also, need to promote better respect from the "tourist" who often forget that people live here. Not everyone is here only to "party"! We love to see Uptown flourishing, but at what expense to our own lifestyles. • Work on parking
<p>Work cooperatively around business recruitment</p> <p>(6 comments)</p>	<ul style="list-style-type: none"> • Sponsor and leverage ties that associations have. They have websites and email lists that can court favor. One example is former Clark Market. Location could be gold mine to a quality retailer such (Trader Joes) or one that presents business plan that meets local needs. Prior owners offered little quality foodstuffs other than snackfood and liquor. Should have leveraged neighborhood assocs and surveyed neighbors to see what they would support. • Ask for neighborhood association feedback before opening stores that may conflict with neighborhoods • Survey neighbors on what businesses they would like to see move into the districts, etc. • Developing strategies to attract unique new businesses • Survey the Heritage Hill residents who actually live in the homes surrounding the Uptown business district. Heritage Hill residents want additional quality retail and restaurant establishments in the Uptown business district that they can walk to and patronize. If you build them, they will come.... • I don't know. But communication is always good. Perhaps the neighborhood associations could make clear to the business community the types of retail stores which people feel are lacking in their area. But then, this survey is trying to do the same thing. Maybe that's enough.
<p>Discounts for area residents</p> <p>(4 comments)</p>	<ul style="list-style-type: none"> • Offer incentives (frequent user card?) to neighbors • Local neighborhood discounts • Frequent purchase cards • Discount for locals who live with the increased traffic and parking issues
<p>Financial support</p> <p>(2 comments)</p>	<ul style="list-style-type: none"> • Financially - It is the Neighborhood Associations that have made the neighborhoods the safe and desirable places to live that they are. Without their effort, the vibrancy of the community is lost and with it goes the business community. Business needs to step up and insure the Neighborhood Associations are on a solid financial ground. • There is a huge amount of buying power from the residents who live in Uptown. Support the associations, support the parks, make district safer for pedestrians and cyclists.
<p>Miscellaneous</p>	<ul style="list-style-type: none"> • Adding Michigan St would tie in the Midtown Neighborhood Association who are being overrun by the Michigan St corridor business association and the city. Uptown would strengthen MNAs voice. • Social services • Transportation between the districts • The neighborhood associations need a business based perspective

III. Ideas and Action Items for Uptown Committees

Marketing Committee: external marketing activities

- Share the relevant survey feedback from Calvin study with the Uptown business community, Neighborhood Associations and area residents. Include any important follow up action items that the Uptown Board and Committees plan to undertake.
- Take some of the compelling, positive comments/quotes from the Resident Survey and incorporate into Uptown's marketing materials: website, brochures, ads, Facebook, etc.
 - *"Uptown makes me reminisce about small towns where I lived before moving to the city."*
 - *"Uptown has a great upbeat vibe."*
 - *"I can purchase anything from luggage to dog food in Uptown- cannot say that even about downtown."*
 - *"Uptown has a real hometown feel."*
- Design a more detailed Uptown map for distribution to area hotels, museums, Experience GR, airports, etc.
- Uptown quarterly updates to area Neighborhood Associations (for inclusion in their newsletters, Facebook pages, etc.)
- Consider ways to more substantially (and frequently) highlight new and long-established businesses on an ongoing basis.
- Research additional opportunities for joint business district advertising/promotions beyond Solace Magazine.
- Explore the possibility of extending the downtown shuttle to the Uptown Corridor.
- Keep updated calendar of events on Uptown's website. Solicit Neighborhood Associations to submit important community events.
- Consider sponsoring 1-2 more collaborative community/business events (gallery, restaurant, antique store tours/crawls, events that are specifically geared to neighborhood shopping, ArtPrize collaboration, busk/street performances, etc.)
- For the annual Concierge Tour, in addition to highlighting businesses, add an educational component that includes history of the neighborhoods, significance of architecture, etc. as this was appreciated by many attendees this past year. In survey feedback of 2017 tour, some attendees expressed a desire for even more historical information and interesting neighborhood facts.
- In partnership with local historical societies, consider launching an Uptown History Week showcasing its historic buildings, long-term businesses, residents, events, etc.
- Continue "Throwback Thursday" social media posts highlighting Uptown's historic structures from the past and what they look like today. When prior intern posted several of these historic photos in early 2107, they received the largest number of responses and comments from neighbors and other city residents.
- Uptown Marketing Press Kit – Send tool kit to new Uptown businesses with event link, artwork, press release so all businesses are promoting a consistent message at their business, online, media, etc.

Business Development Committee: *internal marketing activities*

- Consider launching some type of frequent purchase discount shopping/dining program for area residents.
- Design new “Welcome Packet” for new incoming businesses (resources, FAQ, Uptown background and facts, contact information, etc). Make available on website.
- Continue regular monthly e-newsletter updates to all Uptown businesses.
- Business 2 Business – create a program/campaign for businesses that use other businesses within Uptown (ie. Eastown Financial gives a 5% discount for one year to a new Uptown business that uses them for services).
- Explore potential role for Business Development Committee to play in recruiting desired new businesses to the area.

Design Committee

- Recommendations from the survey included: well-lit parking lots, pedestrian safety measures, more ornate flower planters throughout district. Include area Neighborhood Associations in the planning.
- Ensure all available public parking lots (metered/unmetered) are prominently displayed on Uptown’s website, brochure, maps, etc.
- Update business district wayfinding signs.