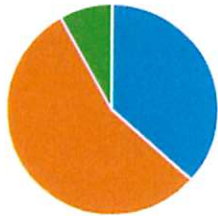


## Detroit Downtown Visioning Survey Initial results summary (6/7/2022 – 161 respondents)

### 1. Visioning theme. Which phrase/description do you think should guide Detroit's development?



**Orange (56%):** "Growing and vibrant town that attracts visitors from across the region"

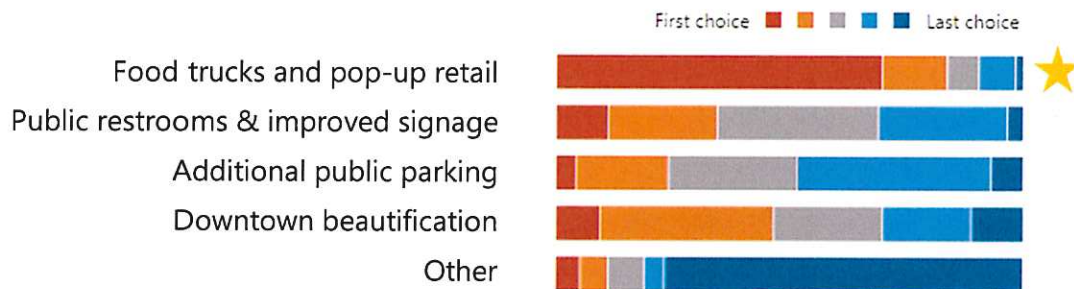
**Blue (35%):** "Lake resort community with top tier recreational opportunities"

**Green (9%):** Other

Key ideas from "other" responses:

- Maintain small community feel
- All-season/year-round recreation & community
- Welcoming and family friendly
- Both a resort and a vibrant community

### 2. Downtown corridor. What do you see as the most important short-term (pre-sewer) projects/developments to pursue as a city?



Key ideas from "other" responses:

- **Parks:** Update city park to be more appealing for kids, and add amenities (e.g., pavilion, stage area, sidewalks, play structures)
- **Food/services:** Centralized area with food and retail options
- **Signage, art, installations:** fire memorial; signage for community center and marinas; murals honoring Detroit's history
- **Clean-up:** Encourage people to clean up burned properties and signs; fill pits; remove temporary fencing
- **Sewer:** Focus on finishing infrastructure, particularly a temporary septic solution for downtown businesses

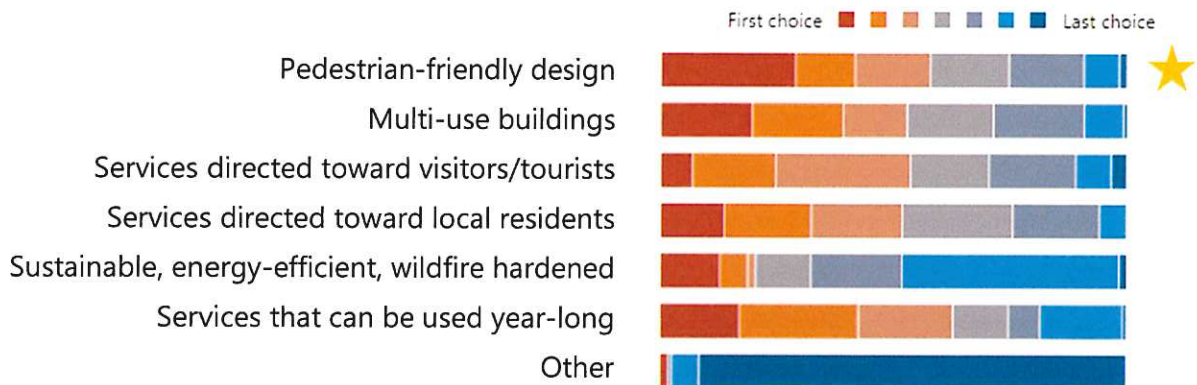
**3. Community events.** What kind of events would you support and attend in downtown Detroit?



Most popular ideas from "other" responses:

- Beer garden or festival
- Live music in the park
- Family friendly events

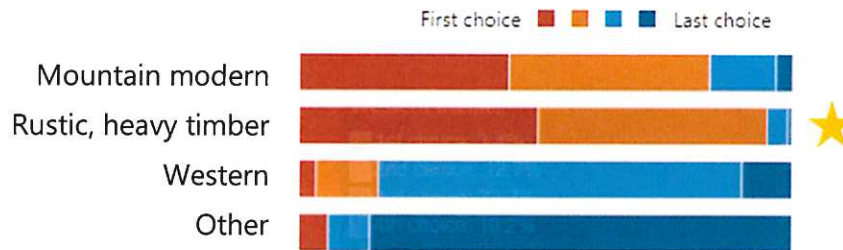
**4. Downtown functionality.** What would be most important to you in Detroit's rebuilt downtown (following sewer installation)? Rank the following choices.



Key ideas from "other" responses:

- Centralized business area
- Parking
- Let businesses build however they want to

5. **Architectural theme.** What do you imagine downtown Detroit looking like? Rank the following choices. Example photos are provided below.



Key ideas from "other" responses:

- **No theme** (~10 respondents): Let business owners do whatever they want; allow a mix of architectural styles; just restore what it looked like pre-fire; keep regulation to a minimum
- **Uniqueness:** Honor Detroit's history and connection to nature (railroad, logging, fishing/wildlife, historic landmarks); don't emulate Sisters
- **Alpine/mountain theme:** Alpine village design; emphasize mountains/camping/hiking
- **Logging/timber theme:** Honor logging heritage; timber-based architecture

6. **Businesses and services.** What businesses would you most like to see and/or use in Detroit? Pick your top 3 choices.

Bakery or ice cream shop.	56
Outdoor gear retailer/rental shop.	36
Laundromat.	28
Grocery store.	78
Co-working spaces for remote ...	8
Restaurants or bars.	143
Coffee shop.	47
Local artist shops.	18
Hardware store.	66
Hotels and lodges.	52
Other	6



**Most popular:** 1) restaurant/bar, 2) grocery store, 3) hardware store, 4) bakery/ice cream shop

Most popular ideas from "other" responses:

- Sit-down restaurant/bar (open year-round) – overwhelmingly most popular
- Museum or cultural/artisans center
- Businesses that work with tourists (in terms of hours, as well as retail offerings, e.g., fishing gear, artisan shops to browse, motels)

**7. What makes Detroit Detroit?** Any other thoughts about the future of Detroit's downtown corridor?

Key ideas from "other" responses:

- **Lake, recreation, and natural beauty:** lake and mountains; peacefulness; beautiful scenery; wide variety of recreational opportunities
- **Family and community:** Strong community; family and friends; full-time residents specifically
- **Small town feel:** Safe, small, and charming; freedom
- **History/heritage:** Lumber industry past

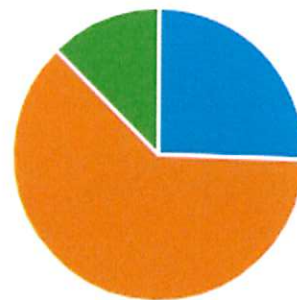
**8. Do you own a business in Detroit, or are you interested in starting a business in Detroit?**

27 respondents said "yes." Businesses and business interests included:

- Food trucks and restaurants (8)
- Lodging and vacation rentals (5)
- Gear rental shop (2)
- Laundromat (1)
- Excavation company (1)
- Marina, marine repair/sales/storage (3)
- Woodworking (1)

**9. Are you a Detroit resident?**

● Yes, full-time.	41
● Yes, part-time.	100
● No.	20



**10. How old are you?**

● <18	0
● 18-24	2
● 25-44	41
● 45-64	91
● 65+	27

