



THE
CITY of HILLSDALE
MICHIGAN

TIFA Placemaking Plan

Executive Summary



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B R i
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INTRODUCTION

The City of Hillsdale has many valuable assets. It has a significant number of historic downtown buildings and a walkable, friendly small town atmosphere. At the same time, there are aspects of the downtown that can be improved on to make the downtown more vibrant. The purpose of this placemaking plan was to specifically identify contributing characteristics, both positive and negative, and develop a physical design plan to help guide future development and improvements toward the community's desired goals.

KEY GOALS OF THE PROJECT

- Improving the existing parking lots
- Accessibility
- Potential to reconfigure Broad / Hillsdale / North / Howell Streets
- Road and Parking development for the Keefer House Hotel and Dawn Theater
- Screening of trash services
- Murals and Art throughout the downtown
- Pedestrian consideration throughout the downtown






The Placemaking Plan project is one of several planning projects that occurred on a similar time line and have been coordinated. Others were a recent traffic study completed by Wade Trim that explored reconfiguration options for the Broad/Hillsdale/North/Howell Streets intersection. The study was reviewed by MDOT and comments have been integrated into this study. The second related planning project is the Michigan Economic Development Corporation's (MEDC) Rising Tide initiative that occurred concurrently and integrally with the placemaking plan process.



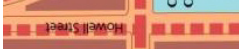

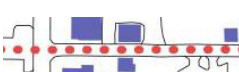
EXISTING CONDITIONS & SITE ASSESSMENT AREAS

Beckett & Raeder, Inc. spent significant time downtown analyzing existing conditions and photographing the existing conditions. Downtown Hillsdale consists of many aspects that make up the downtown core. In order to better understand and communicate findings, areas of distinct character within the downtown were identified. Each studied area highlights various aspects that make the downtown community strong, while also understanding how certain areas could be further developed to help make the community stronger. Site assessment areas identified were:

- Character Zones

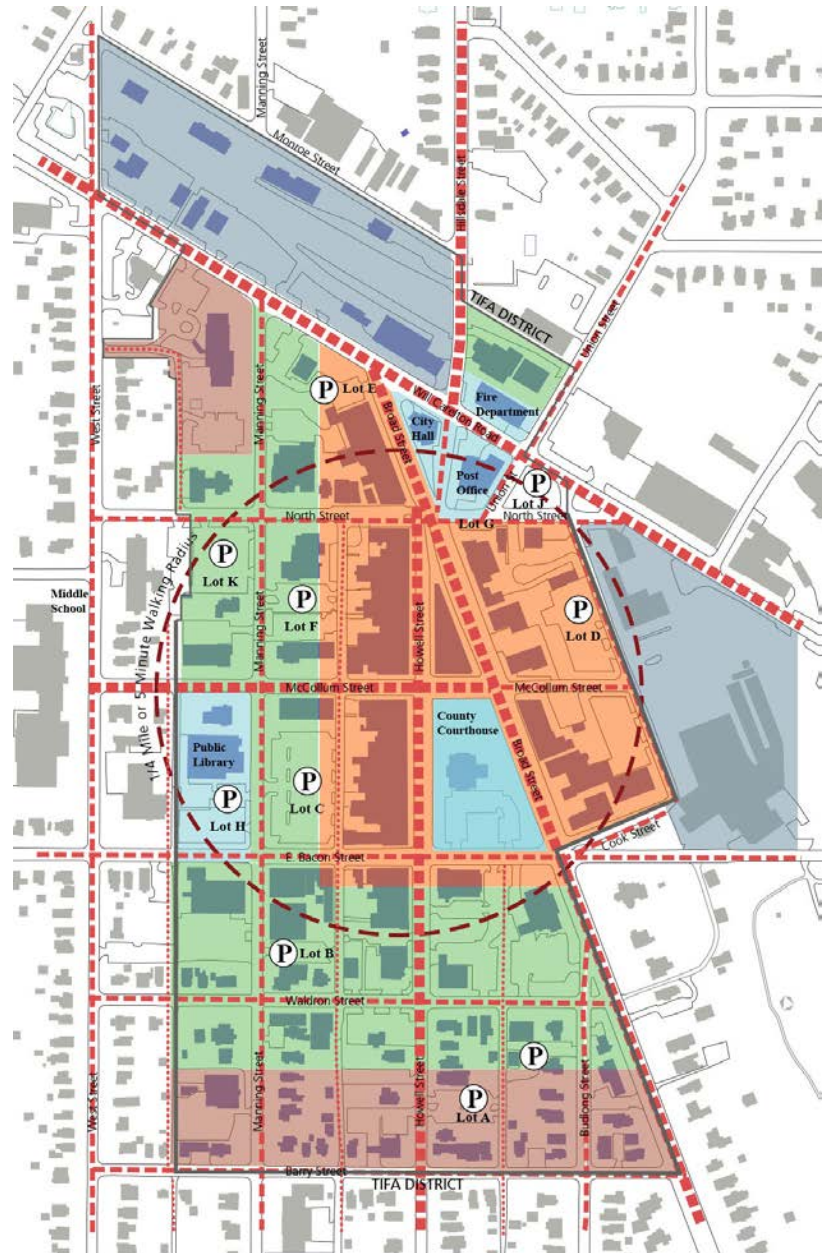
- Civic 
- Downtown 
- Industrial 
- Residential 
- Business / Residential 

- Streets / Traffic Patterns

- Primary 
- Secondary 
- Alley 

- Pedestrian Connections

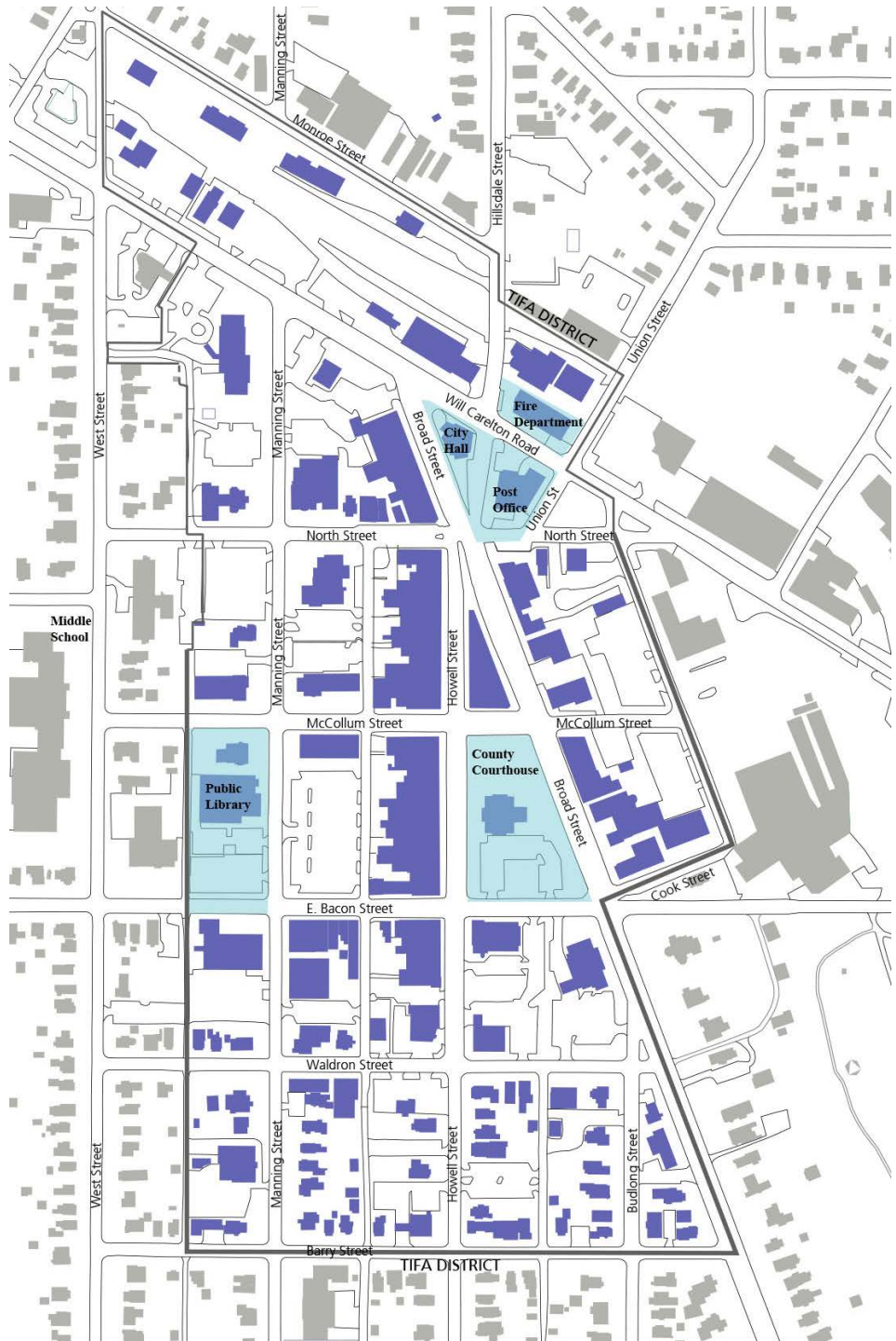
- Parking
- Furnishings
- Signage
- Utilities
- Vegetation
- Art / Architecture
- Paving



EXISTING CHARACTER ZONES

CIVIC -

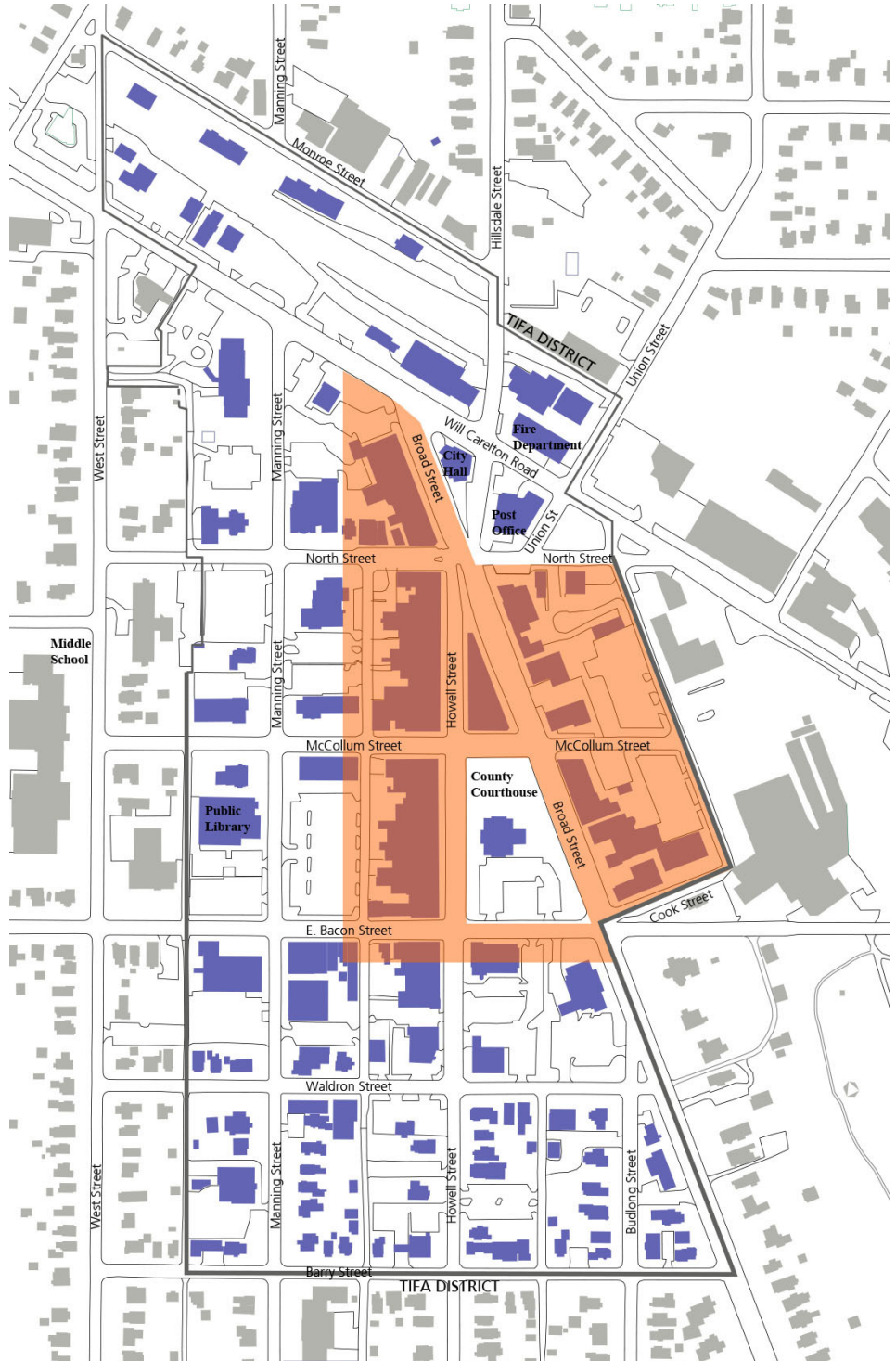
The civic zone is a prominent land area within the community that is constructed to be its political and civic center. The civic zone in downtown Hillsdale is identified as prominent public buildings that strongly contribute to the downtown character. These include the County Courthouse, City Hall, the Post Office and Library and Mitchell Research Center.



EXISTING CHARACTER ZONES

DOWNTOWN -

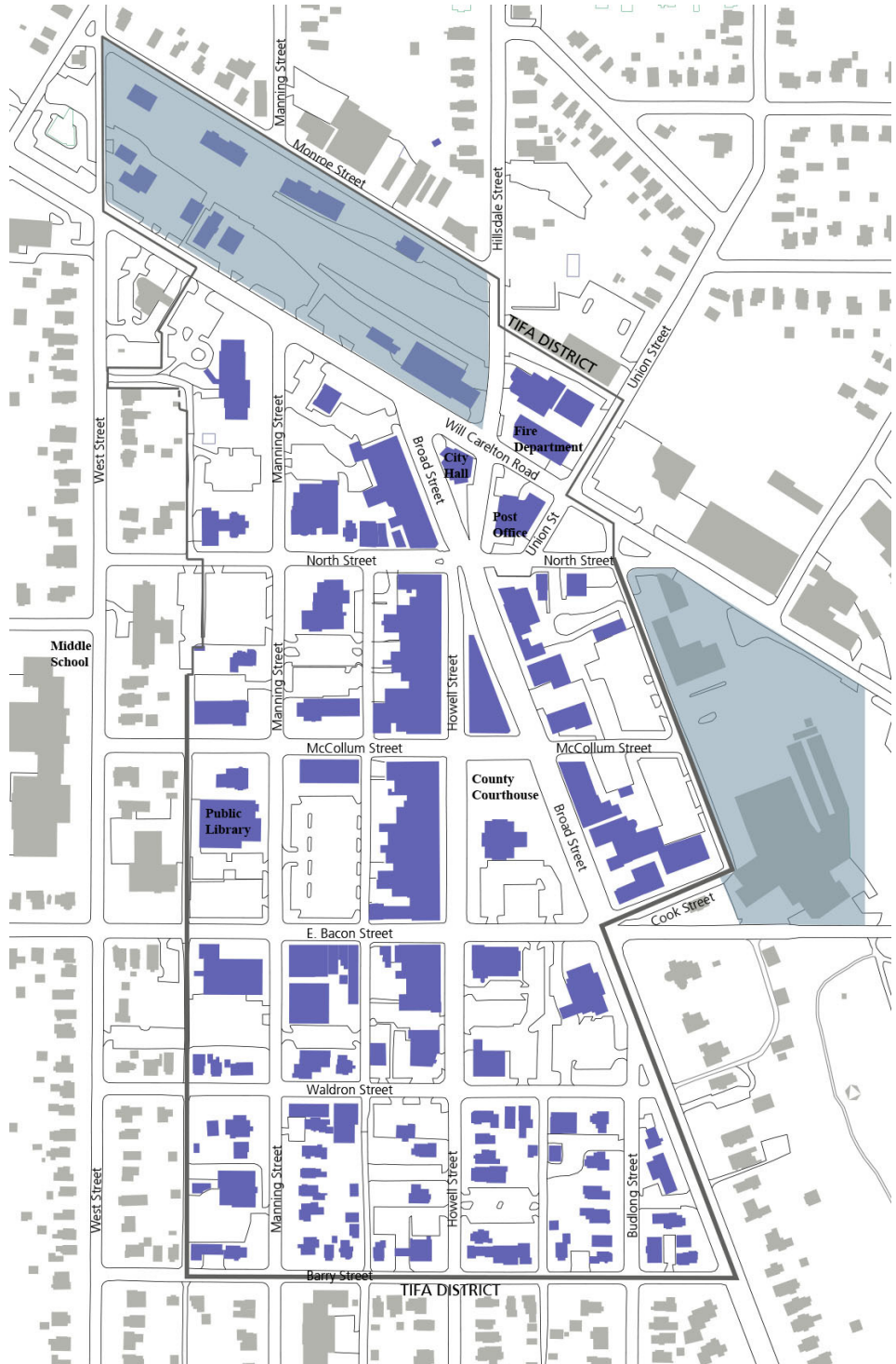
The Downtown Zone is primarily the traditional 2-3 story mixed use areas of the downtown core containing retail services, restaurants, upper floor residential, and other related uses. Architecture is traditional and substantial in form and materials.



EXISTING CHARACTER ZONES

INDUSTRIAL -

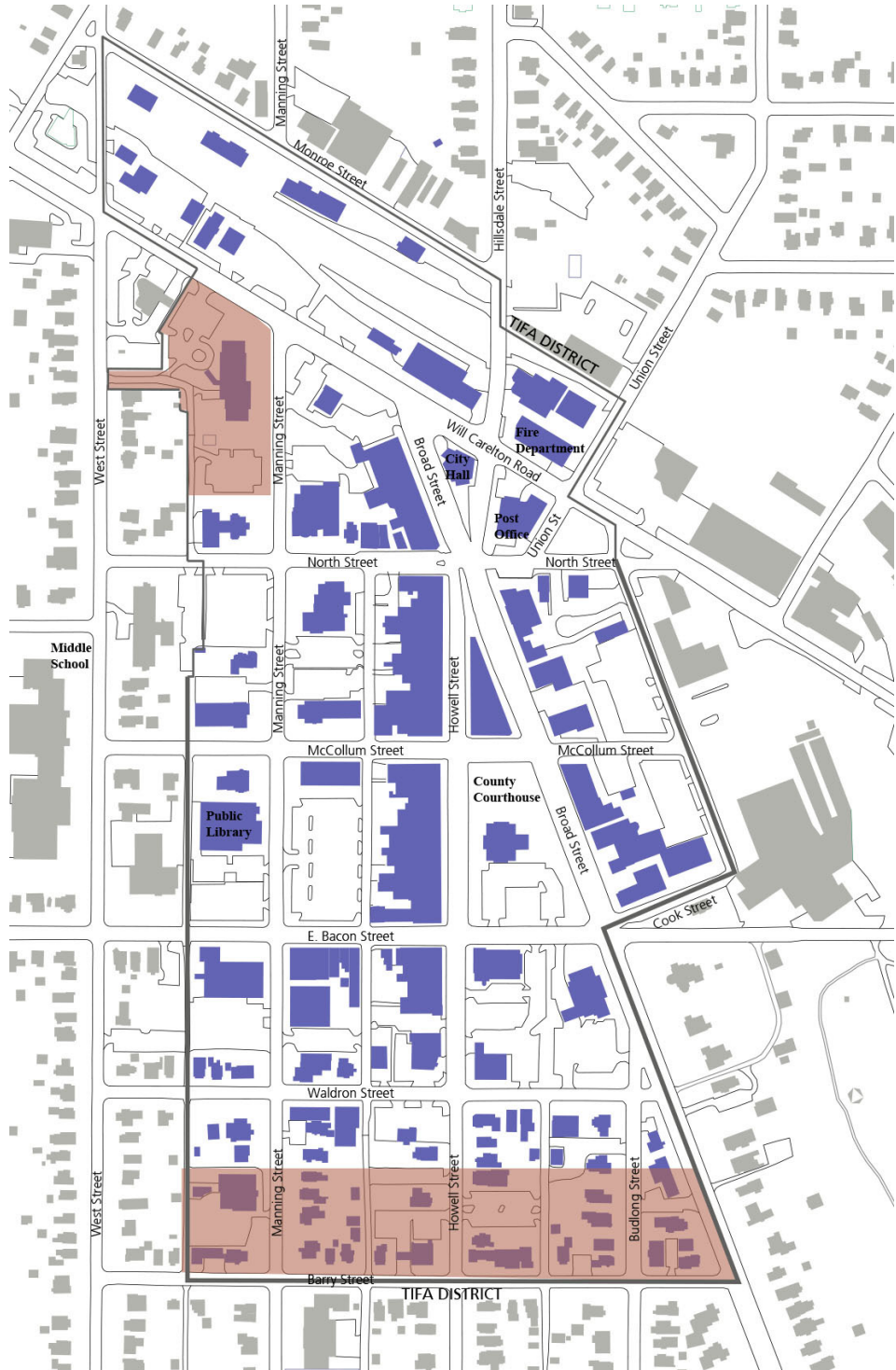
The industrial zone is adjacent to the downtown core. It encompasses businesses that are characterized as industrial use. Within the TIFA district there are two industrial areas. One is the rail yard vacancy adjacent to Will Carleton and the other is the mill and adjacent properties off of Ferry Street.



EXISTING CHARACTER ZONES

RESIDENTIAL -

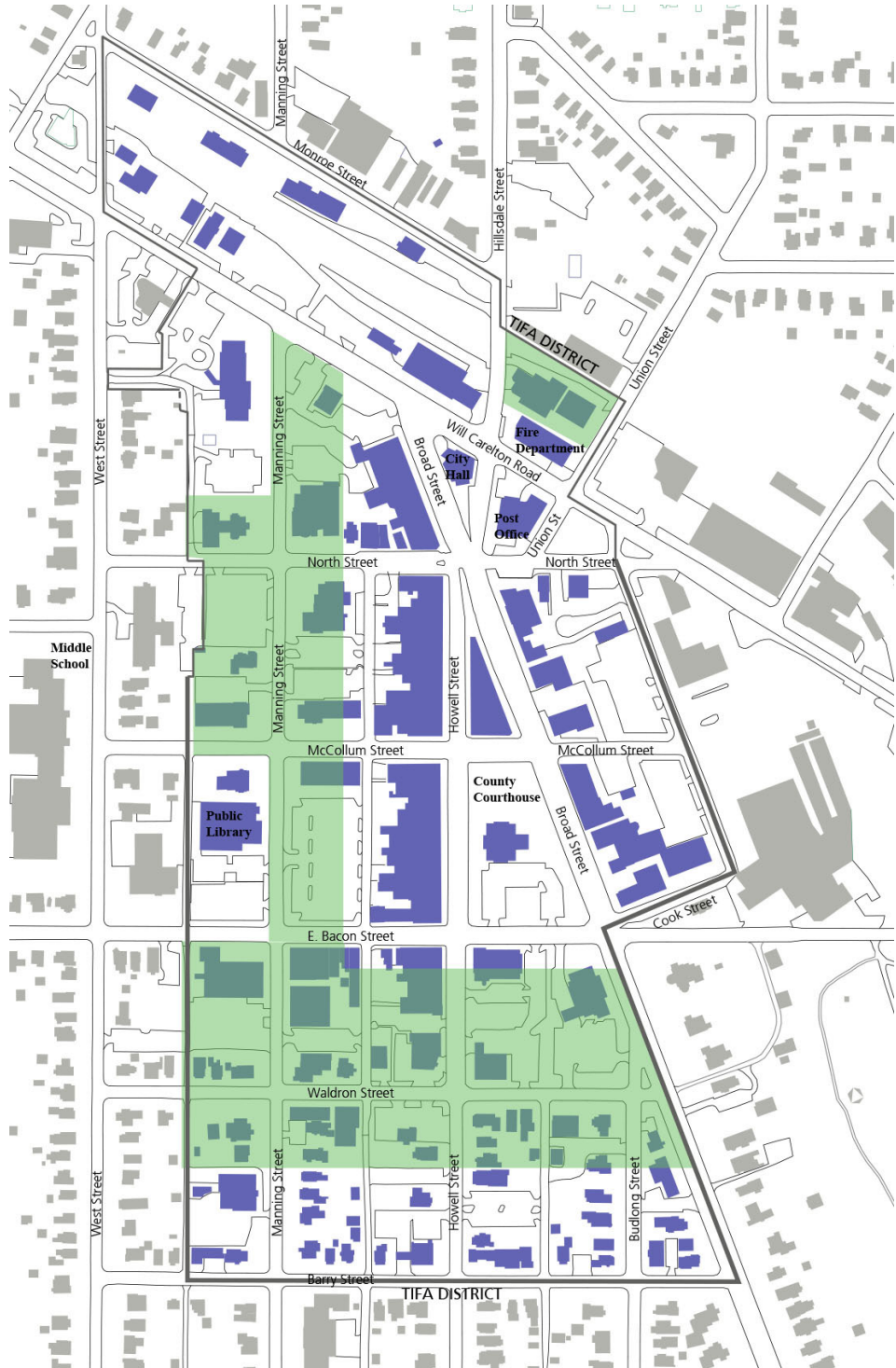
Residential zones are found primarily along the edges of the TIFA district in Hillside. There is a strong pattern of multi-family and single family residential at the south of the downtown core. There is also a large high-rise senior living complex to the north west at the corner of Manning and Will Carleton.



EXISTING CHARACTER ZONES

BUSINESS / RESIDENTIAL -

Along the west, south, and a small portion to the north east of the downtown core, there is a mix of residential businesses that have been converted from residential homes. Several examples of suburban character and commercial infill are also present.



EXISTING STREETS & TRAFFIC PATTERNS

During the existing site inventory walk-through, Beckett and Raeder, Inc. studied the traffic patterns along the primary and secondary streets, as well as the uses of the alleys. Measurements of lane lines, identifying circulation routes and on-street parking were observed and recorded to help facilitate discussion and design considerations as the study progressed. Primary streets often had wider lanes than necessary. Circulation routes tended to have some one-way streets and then changes to two-way abruptly so that it created a confusing circulation pattern. Some circulation routes that were identified creating challenges for Hillsdale College users to access the downtown services. This was a need identified in the initial TIFA meeting. The large expanse of Broad Street creates a separation of the west and east side of the downtown core, thus also identifying a need to re-work the roadway design to help with the vehicular and pedestrian experience downtown. Current sidewalk conditions in the downtown core could offer more opportunities for retailers to expand to the outside, such as an outdoor cafe. Other observations concerning pedestrian circulation involved the need for updated accessibility.

Types of Streets Identified and Study were:

- Primary Streets
- Secondary Streets
- Alley Access

Other Components to Traffic Patterns Identified were:

- Pedestrian Connections
- Sidewalks
- Alley and Parking Lot Connections



EXISTING STREETS & TRAFFIC PATTERNS

PRIMARY STREETS



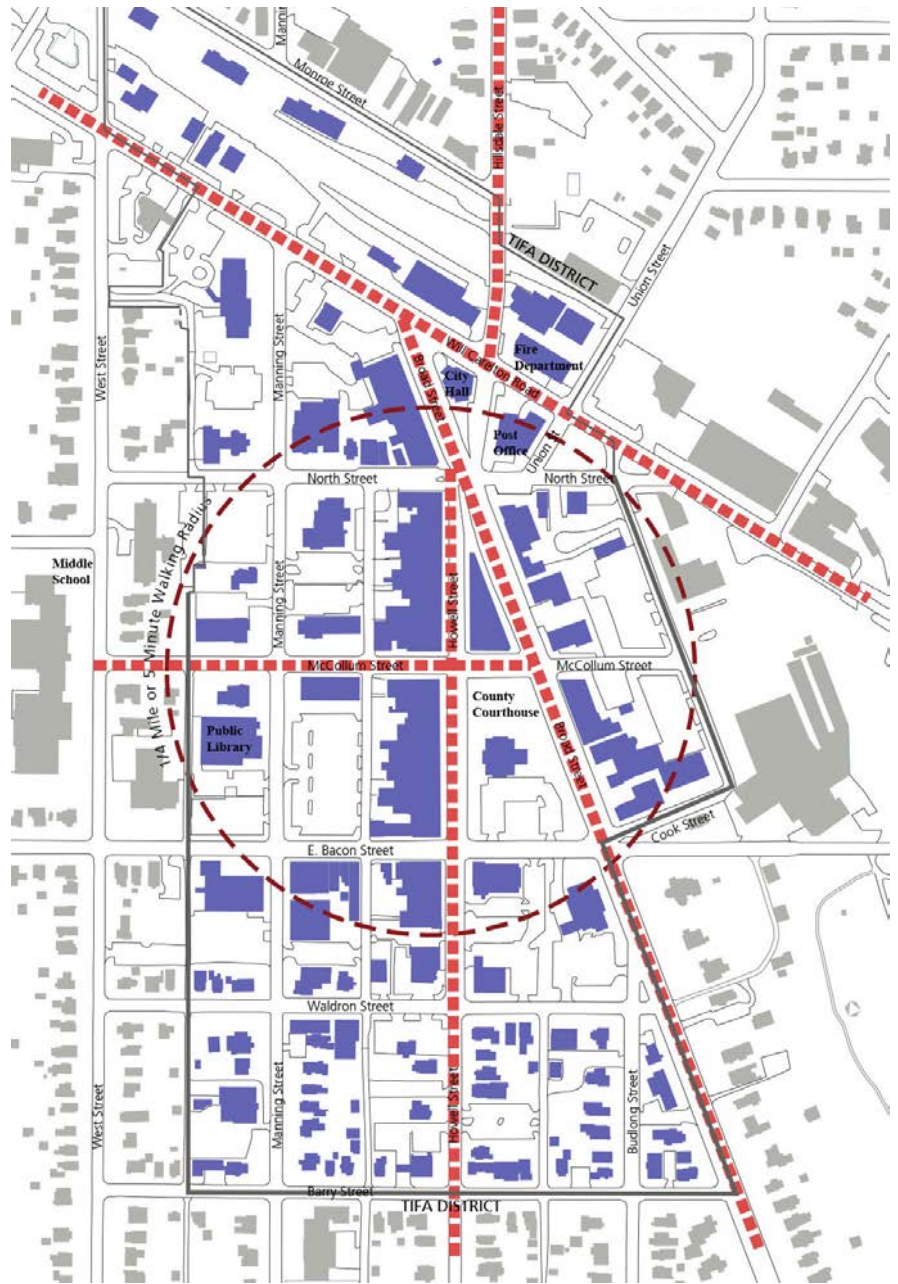
WILL CARLETON ROAD
Four lane, two-way road



HOWELL STREET
One lane from Broad to McCollum Streets. One-way road with angle and parallel parking on one side, parallel parking on the other and an additional left turn lane. Road width averages 45'. Building face to building face dimensions avg. 70'.



HOWELL STREET
Two lane at McCollum Street,, with a right turn lane, two-way road with parallel parking on both sides. Road width averages 50'. Building face to building face dimensions avg. 80'



EXISTING STREETS & TRAFFIC PATTERNS

PRIMARY STREETS



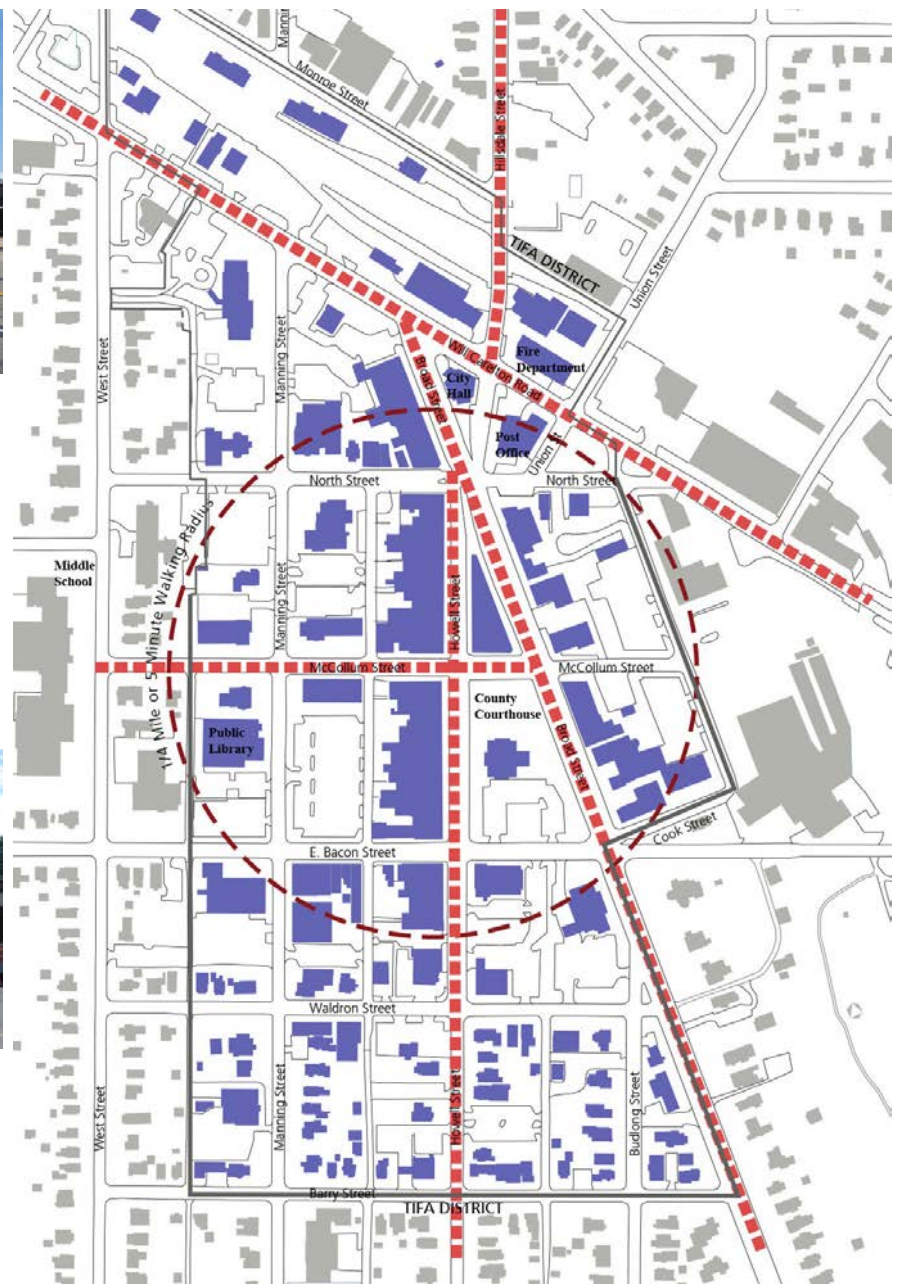
BROAD STREET

Four lane, two-way road with parallel parking on both sides. Road width averages 60'. Building face to building face dimensions avg. 100'



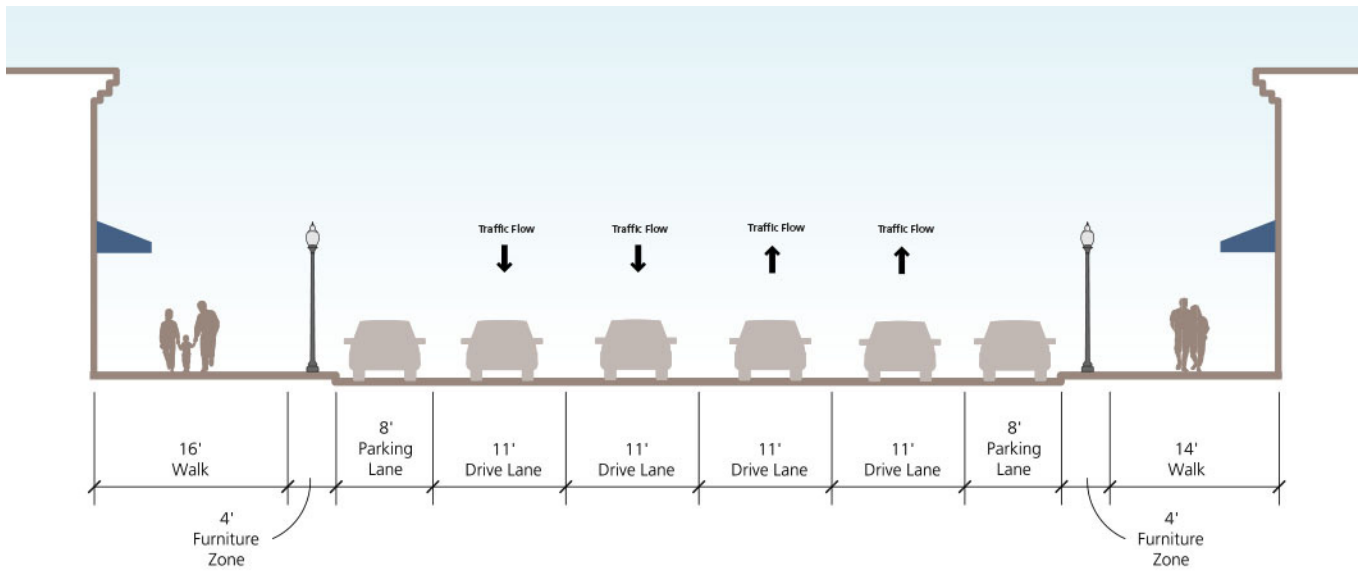
MCCOLLUM STREET

Two lane, two-way street with parallel parking on both sides. Road width averages 45'. Building face to building face dimensions avg. between 70' - 95'.

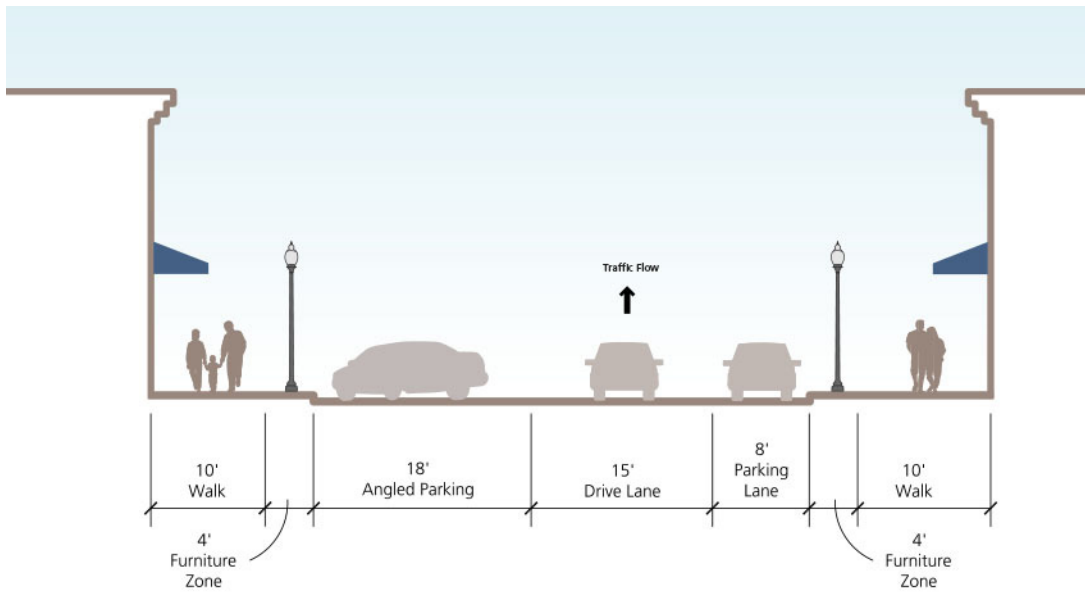


EXISTING STREETS & TRAFFIC PATTERNS

EXISTING PRIMARY STREET CROSS SECTIONS



BROAD STREET



HOWELL STREET

EXISTING STREETS & TRAFFIC PATTERNS

SECONDARY STREETS



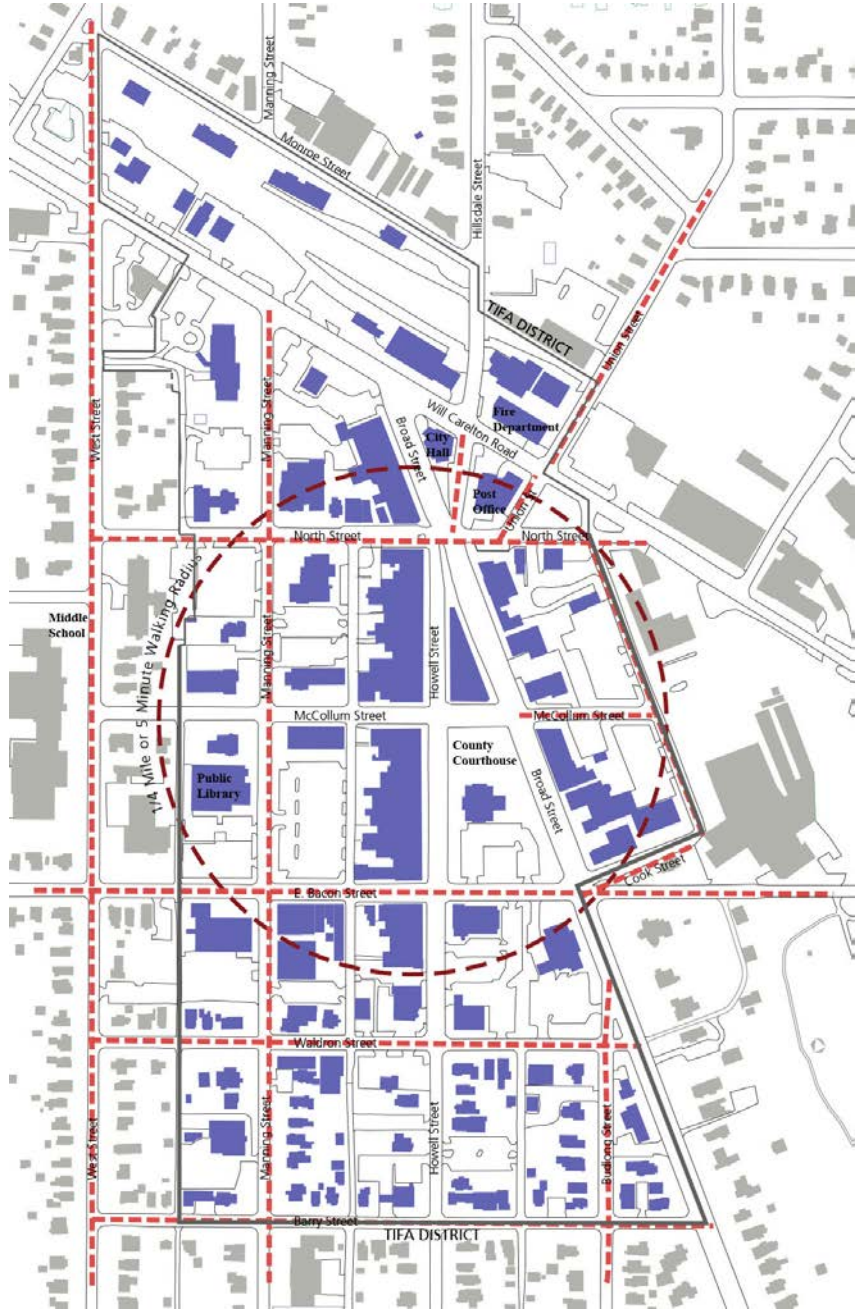
BACON STREET

Two lane, two-way street with parallel parking on both sides. Road width averages 45'. Building face to building face dimensions avg. 60'.



NORTH STREET

Two lane, two-way street. Road width averages 35', plus angle and parallel parking in some locations. Intersection at Broad Street- right turns only. Building face to building face dimensions avg. 65'.



EXISTING STREETS & TRAFFIC PATTERNS

SECONDARY STREETS



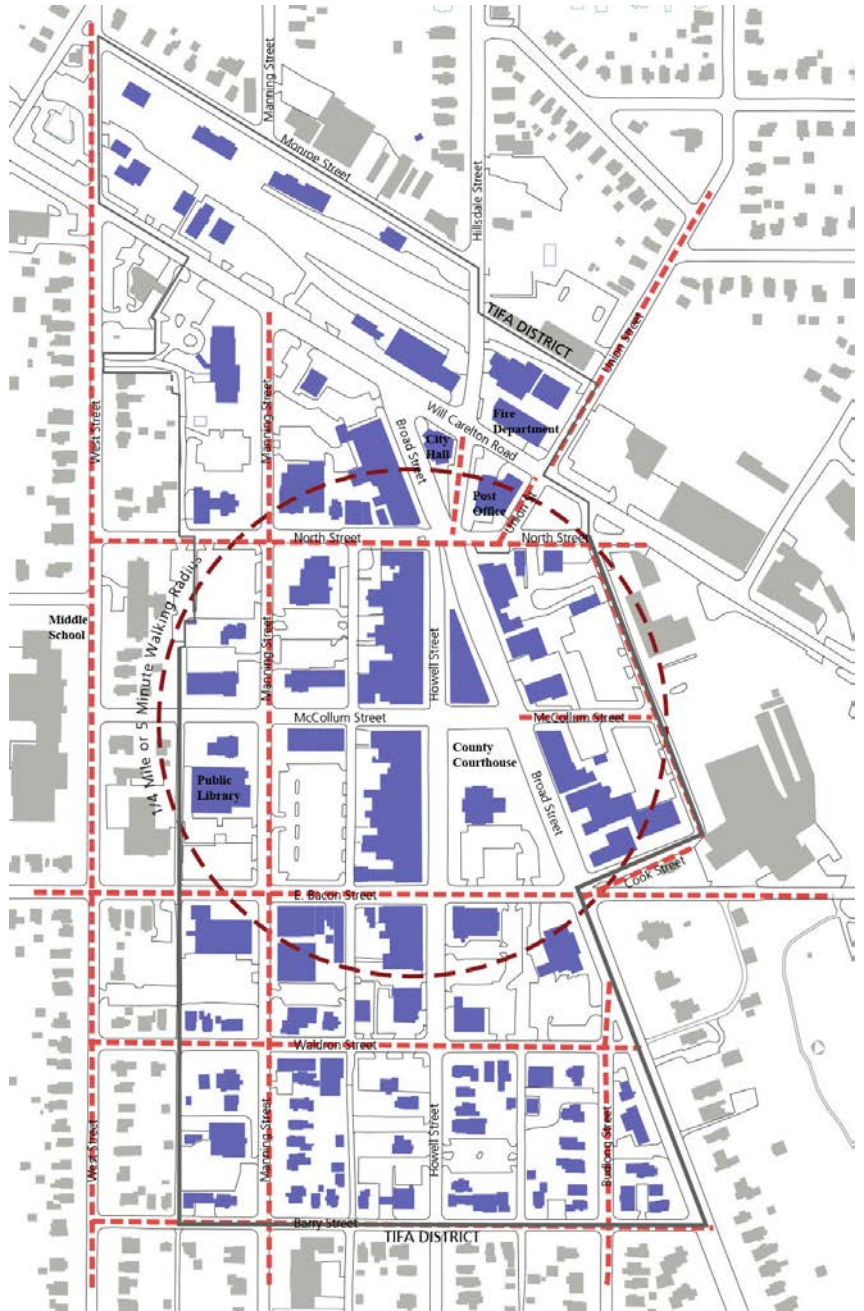
BARRY STREET

Two lane, two-way street with parallel parking on both sides. Road width averages 30'. Building face to building face avg. 78'-80'.



MANNING STREET

Two lane, one-way street. Road width averages 30'. One-way occurs after Bacon Street. Building face to building face dimensions avg. 65'-70'.



EXISTING STREETS & TRAFFIC PATTERNS

SECONDARY STREETS



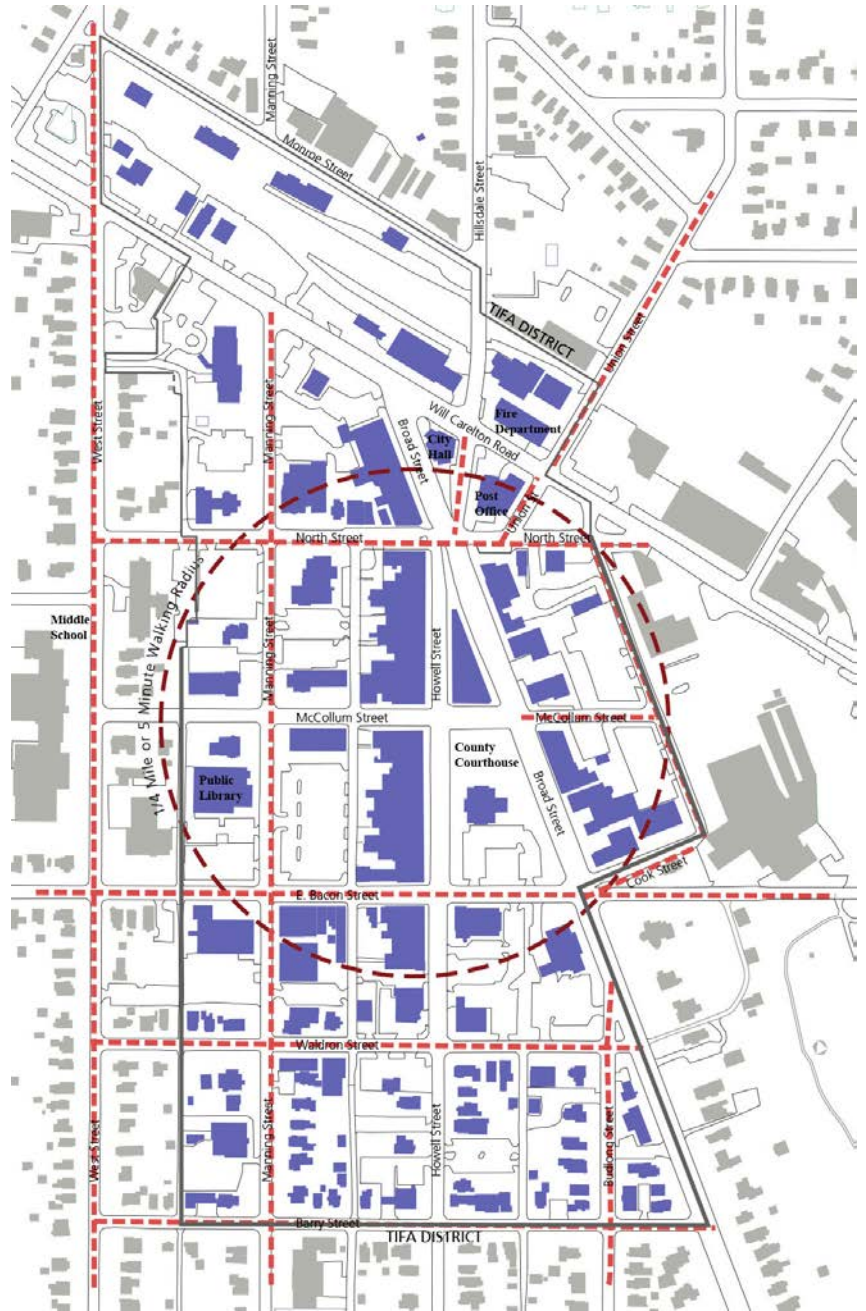
BUDLONG STREET

Two lane, two-way street with parallel parking on both sides. Road width averages 40'. Building face to building face dimensions avg. 90'-95'.



MONROE STREET

Two lane, two-way street. Road width averages 30'. Mix between asphalt and brick. Building face to building face dimensions avg. 85'-90'.



EXISTING STREETS & TRAFFIC PATTERNS

SECONDARY STREETS



CITY HALL

One-way street to Will Carleton Road. Road width averages 24' with angle parking. Building face to building face dimensions avg. 85'.



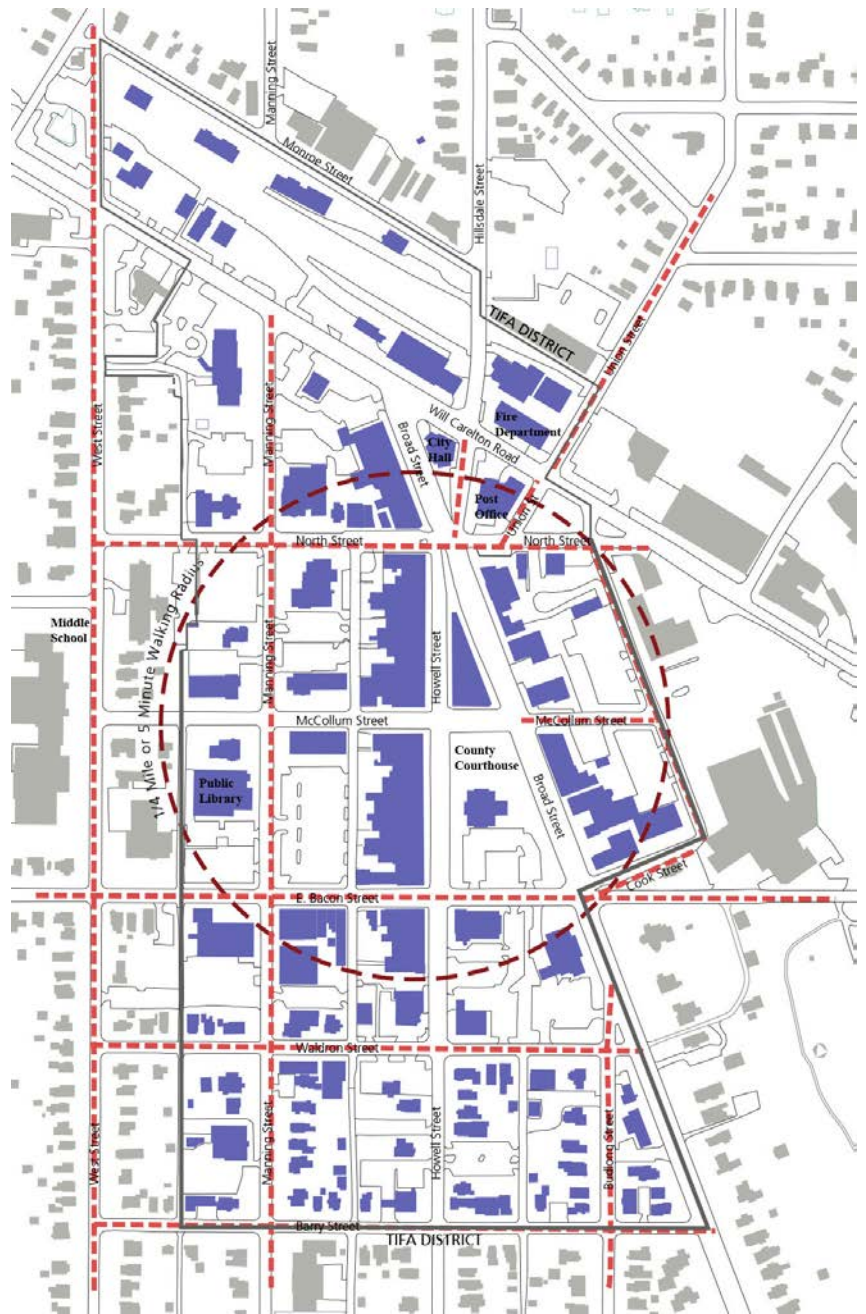
UNION STREET

Two-way street with parallel parking on one side. Road width averages 35'.



MANNING STREET

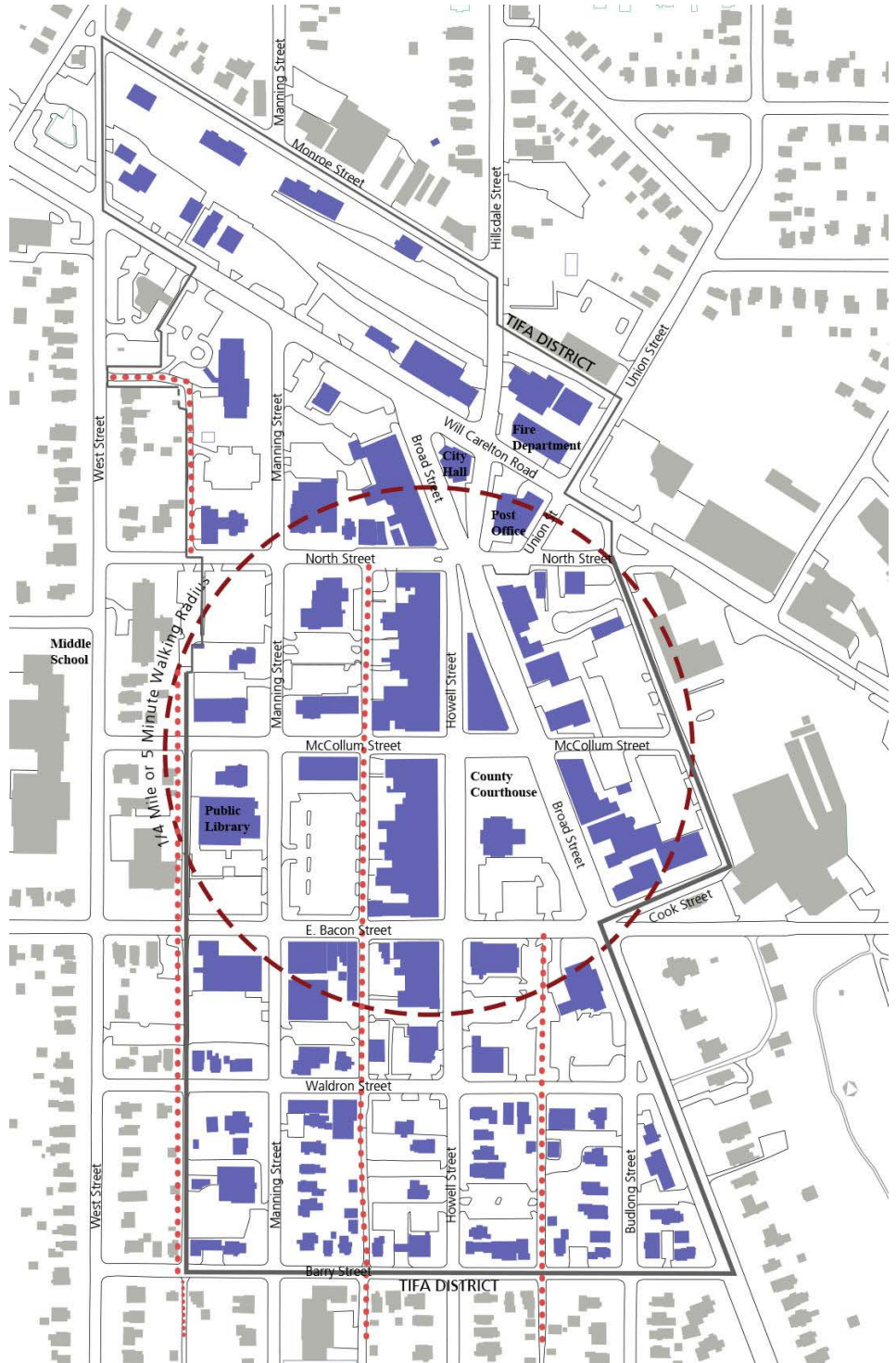
Two lane, two-way street until Bacon Street. Road width averages 35'.



EXISTING STREETS & TRAFFIC PATTERNS

ALLEYS -

Alleys tend to average 20-24' wide and the majority are two-way



EXISTING STREETS & TRAFFIC PATTERNS

PEDESTRIAN CONNECTIONS

Throughout the downtown, there are various types of sidewalks and alley / pedestrian connections. Pedestrian access from the businesses to the parking lots are not well defined or uncomfortable for pedestrians. Better connections between the two would be helpful in the downtown.



SIDEWALKS

Current sidewalk conditions show short block distances to businesses, however the sidewalk widths vary creating inconsistencies downtown where outdoor uses for businesses may prove helpful in strengthening the downtown experience. Accessibility is currently an issue along some sidewalks as well, particularly at a stepped sidewalk condition at Bacon Street.



ALLEY AND PARKING LOT CONNECTIONS

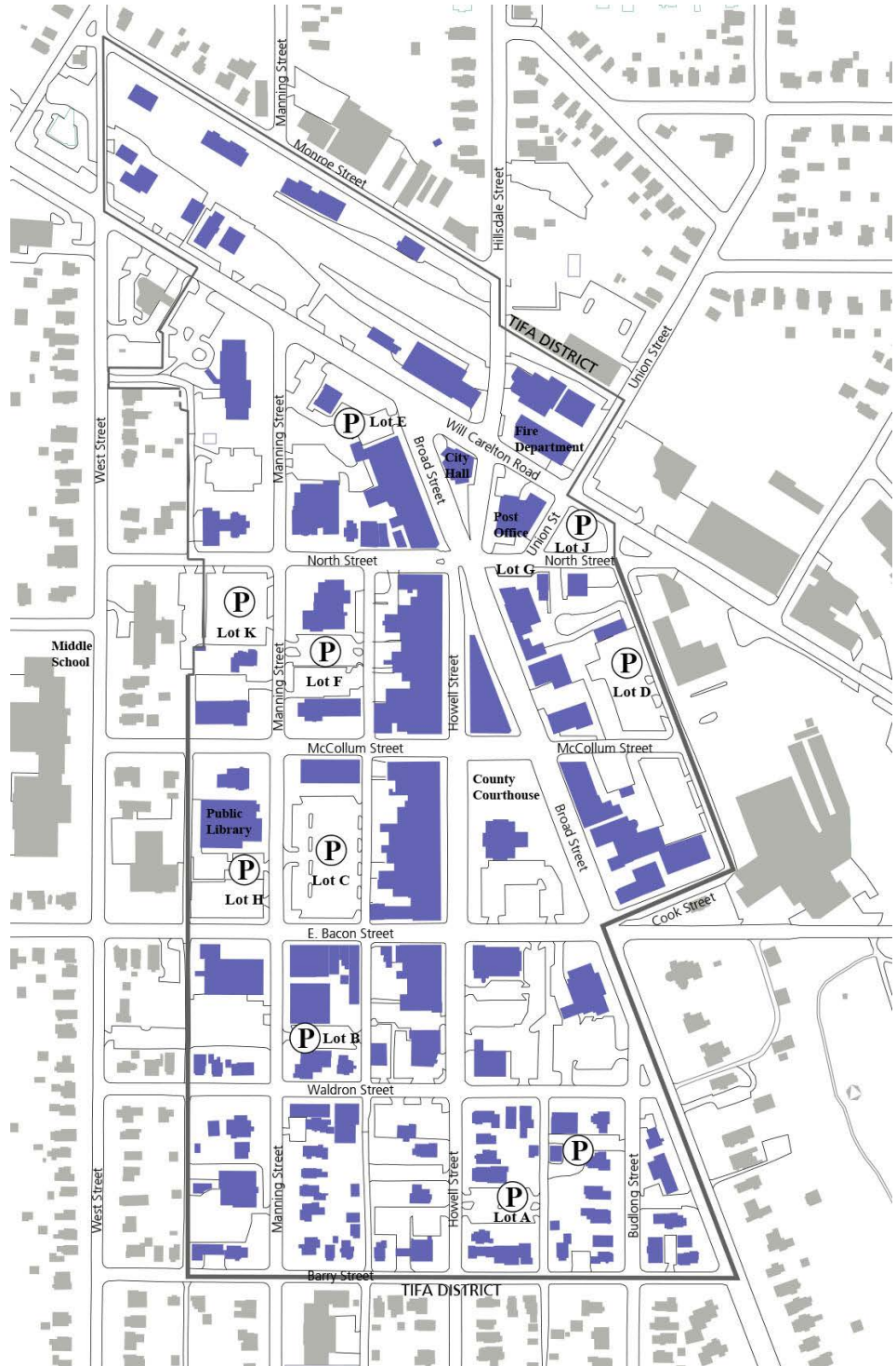
Currently there are some alleys where pedestrian access is available from the parking lots, however most are not accessible from the alleys and force the pedestrian to go around the block to the entrances along Broad Street and others. During the assessment Beckett and Raeder, Inc. also studied the walking distance from parking lots to the buildings. Some parking lots present an accessibility challenge.



EXISTING STREETS & TRAFFIC PATTERNS

PARKING

Parking lots and on-street parking are fairly well distributed throughout downtown with a limited amount of wayfinding signage. Vegetation, lighting and furnishings vary in each lot without any consistency. Accessibility issues and uncomfortable pedestrian connections make some lots undesirable for regular use.



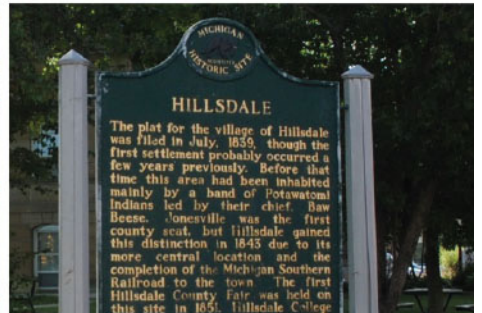
EXISTING SITE FURNISHINGS

There are various furnishings within the downtown of Hillsdale. A wide variety of litter receptacles, benches, planters, and lighting are used. A consistent material / color / brand of furnishings would help unify the downtown TIFA district. Below is a list of existing furnishings that were considered during the initial site inventory study and identified in the proposed plans: One type of furnishings that was not currently offered downtown were bike racks.

LIGHTING
BENCHES
PLANTERS

TRASH RECEPTACLES
DRINKING FOUNTAINS
SIGNAGE

ART & ARCHITECTURE
VEGETATION
PAVING



VISIONING SESSION OUTCOMES

Two visioning sessions were held on October 20, 2016. Various stakeholder groups were asked to respond to three different questions about the downtown. The first question was "What are the best aspects of downtown?" The second question was "What aspects of downtown could be better?" And the final question asked was "How do you envision downtown in 20 years?" Each person who attended the meeting was allowed to provide their answer on a large communal sheet of paper. Then the answers were reviewed and put into various tables that outlined a hierarchy of responses. The full outcome of responses is listed in the Appendices of this report.

Exercise #1

What are the best aspects of downtown?

Examples:
What works well? Where are your favorite places? What are your favorite activities?

| | | |
|----|----|---|
| 1 | | Stocks Park |
| 2 | •• | Architecture in General |
| 3 | •• | The Palace Cafe / The Coffee Cup / Hunt Club |
| 4 | | Boutiques / Quaint Character / 2 Flower Shops |
| 5 | | Safety / Parking |
| 6 | | Planters / Hanging |
| 7 | | Traffic Flow / Ea |
| 8 | | Farmer's Market |
| 9 | • | Checker Records / Pub n Grub |
| 10 | | |

PM-1

Exercise #3

How do you envision downtown in 20 years?

Examples:
What occurs downtown? How does it look? How does it function? What is different from today? What is the same as today?

| | | |
|---|--|--|
| 1 | | • Consistent lighting, buried utilities • better wayfinding, heavily landscaped |
| 2 | | business incubator |
| 3 | | walking mall, outdoor eatery (plaza) better sidewalk usage by businesses |
| 4 | | improved use of alleys for shopping & outdoor eating |
| 5 | | Hotels |
| | | on retail, Bakery, at Farmer's Market |
| | | family activities every weekend |
| | | consistent Christmas |
| | | tions |
| | | downtown residential |

Exercise #2

What aspects of downtown could be better?

Examples:
What could be improved? What could look better? What could function better?

| | | |
|----|---|--|
| 1 | | • Bury Utilities |
| 2 | 2 | • Traffic Patterns / Pedestrian • one-way streets |
| 3 | | • Lack of signage continuity / wayfinding • lighting continuity |
| 4 | 1 | • Blighted properties |
| 5 | | Architectural Unfortunately designed buildings |
| 6 | | • Need for larger planters w/ small trees |
| 7 | | Ferris St. Parking transition |
| 8 | | |
| 9 | | |
| 10 | | |

VISIONING SESSION OUTCOMES

What are the best aspects of downtown?.

| 2:00 PM Session | | 6:00 PM Session | |
|-------------------------|----------------|------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Architecture | 4 | Architecture | 8 |
| Farmers Market | 2 | Restaurants | 4 |
| Events | 2 | Stocks Park | 3 |
| Atmosphere | 1 | Variety of shops | 3 |
| Lots of errands at once | 1 | Streetscape - Flowers/murals | 2 |

What aspects of downtown could be better?

| 2:00 PM Session | | 6:00 PM Session | |
|-----------------------------|----------------|------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Streets & traffic pattern | 5 | No cohesive branding | 7 |
| Lack of nighttime activity | 4 | Traffic from college to city | 6 |
| Parking lot looks/lighting | 2 | Blighted properties | 6 |
| Walking dangerous at points | 1 | Visually appealing sidewalks | 1 |

How do you envision downtown in 20 years?

| 2:00 PM Session | | 6:00 PM Session | |
|--|----------------|-------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Fully occupied downtown with hotel and restaurants | 5 | Re-energized Keefer Hotel | 8 |
| Architecture stay the same | 3 | Destination retail | 7 |
| Family friendly | 1 | Classy/consistent décor | 2 |
| Events year-round | 1 | Cohesive streetscape/branding | 2 |
| Weekend/evening vibrancy | 1 | Good grocery store | 1 |

PRIMARY DESIGN PLAN GOALS

Visioning session results were used to develop Primary Design Goals. These were used throughout the design process in order to provide a downtown design plan that meets the needs of the community. The design goals established by the steering committee were:

- "Set the stage" for extended activity times, seasons, and community events
- "Set the stage" for private investment and business development
- Respect existing significant architecture
- Improve vehicular circulation
- Improve pedestrian experience
- Reinforce and enhance character unique to Hillsdale
- Create consistent "branding"



DOWNTOWN DESIGN PLAN

To assist in communicating specific recommendations of the design plan, Beckett and Raeder, Inc. identified six focus areas in the TIFA district that are integral to most effectively achieving the primary design goals. The six areas identified were:

1. The Downtown Core
2. Will Carleton Road Experience
3. Bike Trail Gateway
4. Midtown Experience
5. Downtown Edges
6. Ferris Lot Experience



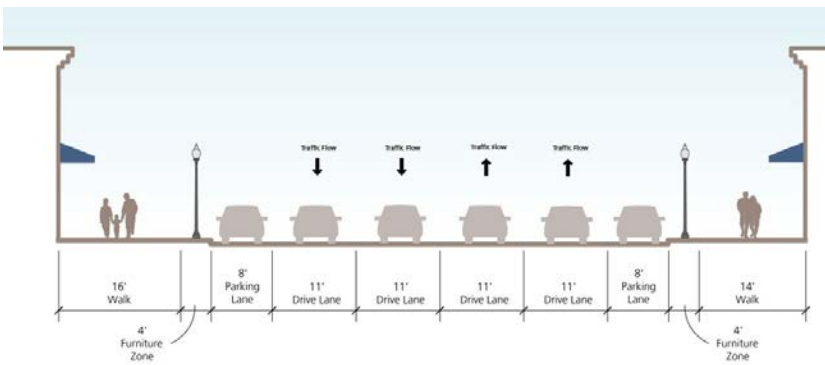
DOWNTOWN CORE

The Downtown Core includes the Broad Street, North Street, and Howell Street intersection improvements. Currently there are circulation issues with all three streets, as discussed earlier in the report and as such should be re-envisioned to provide both a safe vehicular circulation plan as well as safer access for pedestrians utilizing the businesses along these streets. The plan also identifies a balance of vehicular and pedestrian uses by providing additional on-street parking and a public festival and market plaza where an additional road was causing traffic and safety issues. A proposed public plaza between the existing City Hall and Post Office would provide a significant civic space for daily use as well as an event space that the city doesn't currently have. Other goals identified in the visioning sessions were to incorporate access to the Keefer Hotel. This development would provide new opportunities to the downtown core and as such a plaza space in front of the hotel became a goal in the design phase. In addition to providing safer circulation patterns for Broad, North and Howell, the Union Street access and adjacent parking lot was improved to lessen further vehicular circulation onto North Street; thereby alleviating further congestion in the downtown core. This offers a parking lot option for the post office and adjacent buildings while also offering further on-street parking closer to businesses.

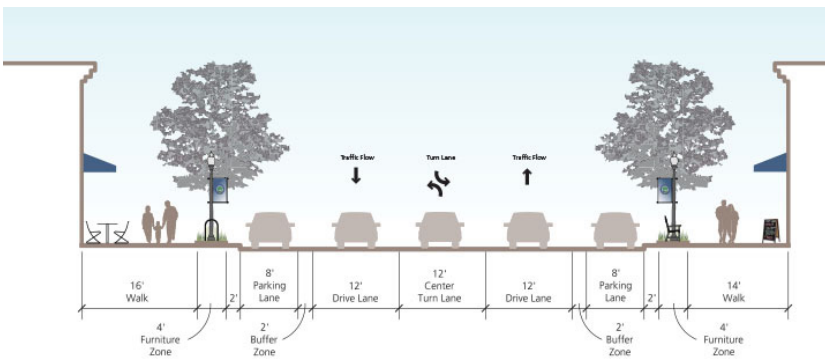


DOWNTOWN CORE

Broad Street & Howell Street Cross Sections



Broad Street - Existing



Broad Street - North of McCollum



REPRESENTATIVE CHARACTER OF THE DOWNTOWN CORE



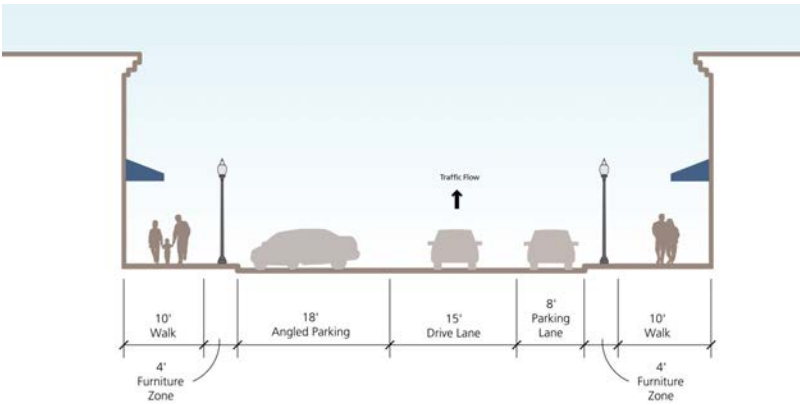
Outdoor Plaza Spaces for Events and Gathering



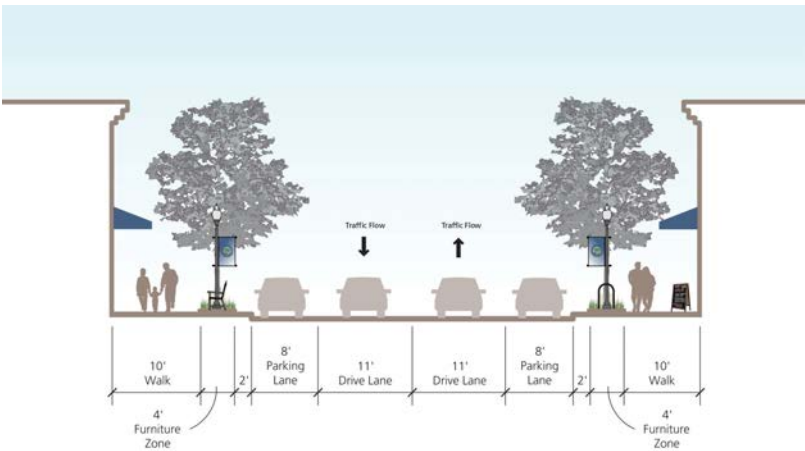
Outdoor Cafes along the Sidewalks

DOWNTOWN CORE

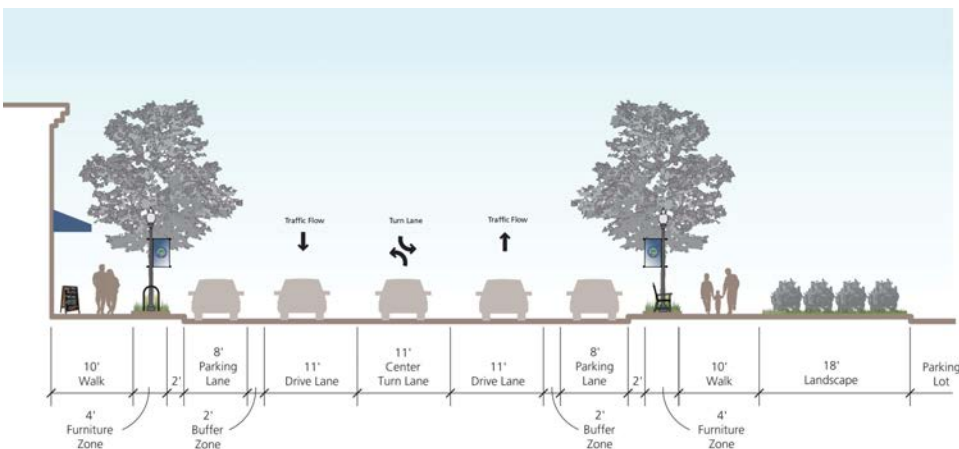
Howell Street Cross Sections



Howell Street- Existing



Howell Street - North of McCollum



Howell Street - South of McCollum



DOWNTOWN CORE - INTERSECTION ALTERNATIVES

INTERSECTION OPTION 1

This option offers a two-way North Street and Howell Street through traffic while closing off the west side of North Street and developing more parking along the west side of North Street. and a drop off area for the future Keefer Hotel development. This also allows for a plaza space in front of the Keefer Hotel where public art may be displayed and/ or cafe tables and chairs. This plan alleviates the congestion and un-safe circulation patterns that currently occur between the Broad, Howell and North Street intersection. This plan also closes off Hillsdale Street between City Hall and the Post Office allowing for a public plaza. There is additional on-street parking is available in this option.



DOWNTOWN CORE - INTERSECTION ALTERNATIVES

INTERSECTION OPTION 2

This option offers a two-way North Street through traffic. This plan also closes off Hillsdale Street between City Hall and the Post Office allowing for a public plaza. Howell Street would remain a one-way street going from north to south. An infill building opportunity is presented in this plan once North Street is straightened out into a two-way intersection with Broad Street. There is additional on-street parking available in this intersection option as well.



DOWNTOWN CORE - INTERSECTION ALTERNATIVES

INTERSECTION COMPARISON

These are the two options presented at the final Public Meeting. Comments received from those in attendance did not result in a strong preference for either concept. As implementation projects get closer, these options will be reviewed further and discussed with the community to arrive at a circulation pattern mostly appropriate for all stakeholders.



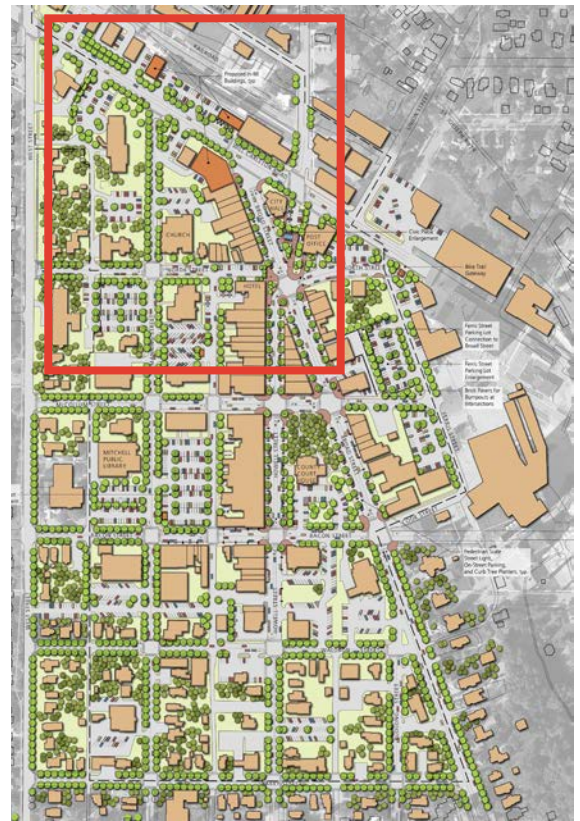
Option 1



Option 2

WILL CARLETON ROAD EXPERIENCE

The proposed Will Carleton Road experience aims to provide proposed in-fill development to increase density, enhance the wayfinding arrival experience, and create walkable connections to the downtown core. Addition of street tree plantings and streetscape amenities are proposed in order to soften the road edges and assist with access control to the downtown.

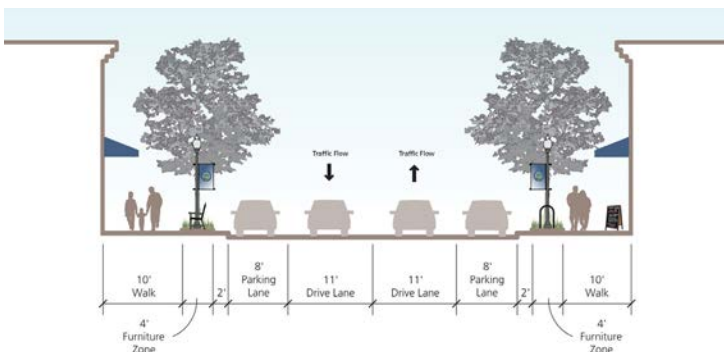


MIDTOWN EXPERIENCE

The Midtown experience aims to reconfigure parking lots to improve circulation and provide more spaces while also looking to increase screening opportunities with vegetation and updates to the interior planting medians. There is an opportunity to explore shared use of public and private lots to increase parking efficiency and quality. Shared refuse and recycling opportunities would minimize the need for many different waste containers in the alleyways and provide a cleaner look to the back of the buildings. Improving the linkages between the parking and destinations for the pedestrians would make a great impact in the community as well as improving accessibility throughout the downtown.

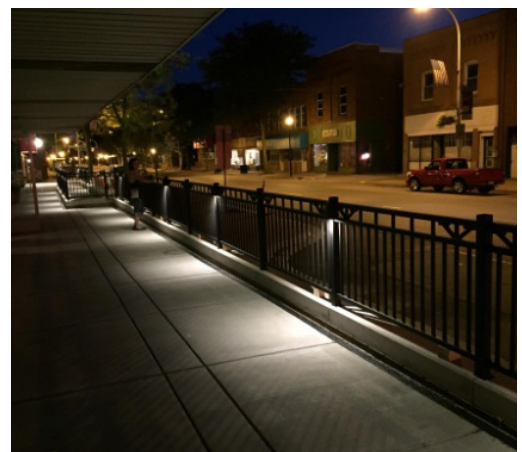
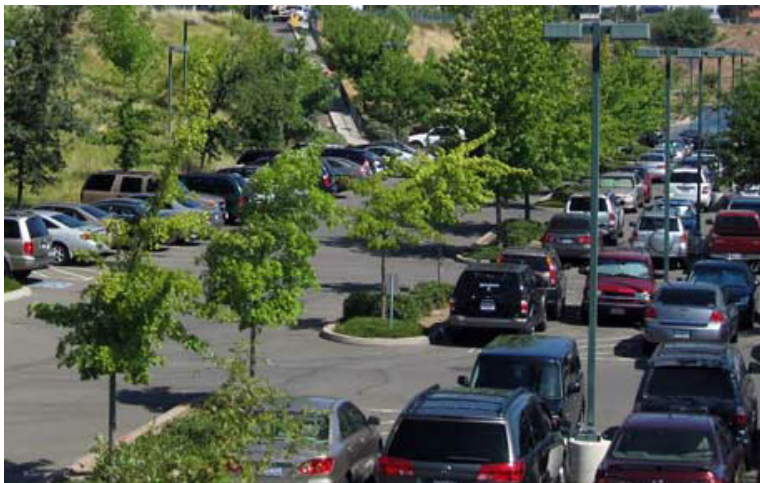


Other areas to consider in Midtown to enhance user experience would be to improve the lighting in the parking lots, balance the vehicular and pedestrian uses in the alleys, provide a pedestrian promenade in the alley to connect to the businesses on Broad Street, improve the alley entrances with outdoor uses, and provide a safer sidewalk along Bacon Street.



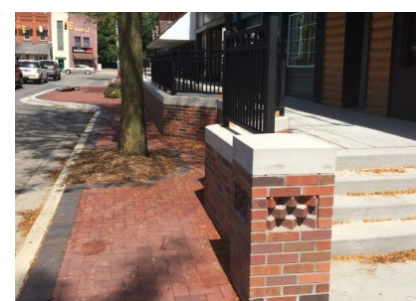
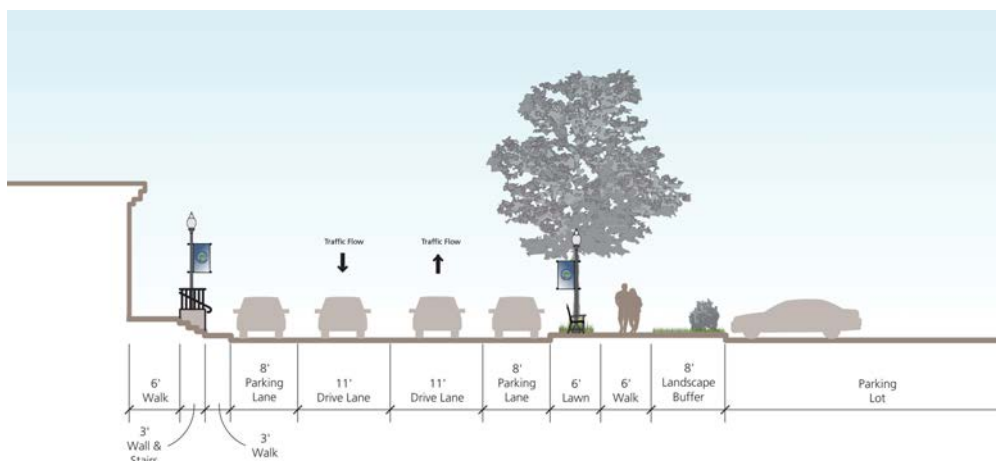
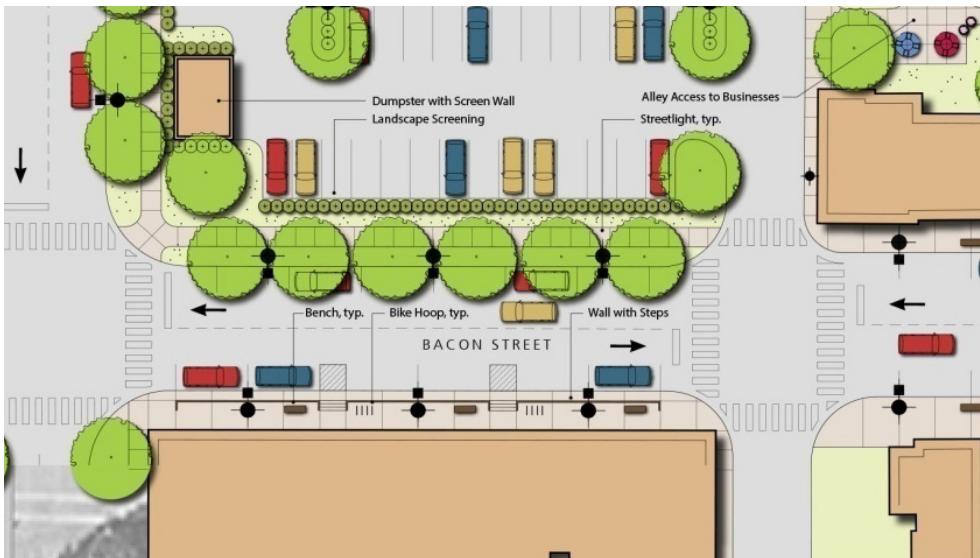
MIDTOWN EXPERIENCE

REPRESENTATIVE CHARACTER



MIDTOWN EXPERIENCE

REPRESENTATIVE CHARACTER



DOWNTOWN EDGES

The downtown edges are situated primarily along the south and south west area of the TIFA district. Providing parking lot screening and interior green spaces within the existing suburban character infill developments would help unify the downtown district. Parking lot access control, sidewalk maintenance, street tree, and lighting improvements would also reinforce desired district character.



FERRIS LOT EXPERIENCE

The Ferris parking lot improvements include expanding the lot to the north, reconfiguring the parking lot to add more spaces, and providing landscape screening and interior green spaces. Pedestrian connection improvements include a new stair connection to the Broad Street Alley and accessible routes from McCollum Street. Lighting improvements and vehicular access control have also been considered.



CHARACTER IMAGES

Beckett & Raeder, Inc. assembled a variety of example images to illustrate intent and potential character of an implemented design plan. The images are examples from other communities and the steering committee was encouraged to consider solutions unique to Hillsdale during detailed design for implementation.

- In-Fill Architecture
- Streetscape
- Lighting
- Paving
- Benches
- Trash Receptacles
- Planters
- Tree Grates
- Bike Racks
- Plaza Details
- Public Art
- Parking Lot Plantings
- Dumpster Screening



CHARACTER IMAGES - IN-FILL ARCHITECTURE



CHARACTER IMAGES - STREETSCAPE



CHARACTER IMAGES - LIGHTING



CHARACTER IMAGES - PAVING



CHARACTER IMAGES - BENCHES & TRASH RECEPTACLES



CHARACTER IMAGES - PLANTERS



CHARACTER IMAGES - TREE GRATES & BIKE HOOPS



CHARACTER IMAGES - PLAZA DETAILS



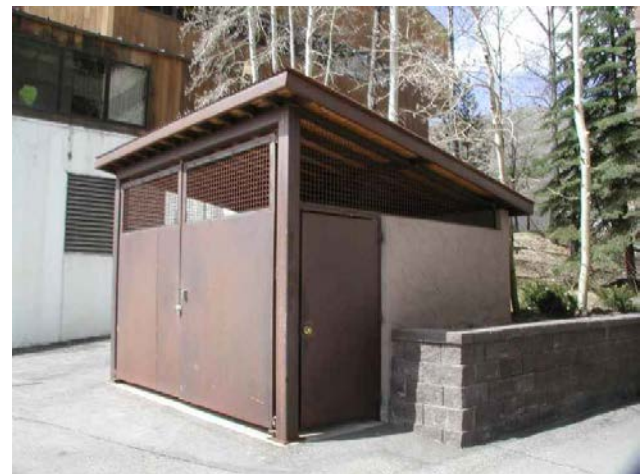
CHARACTER IMAGES - PUBLIC ART



CHARACTER IMAGES - PARKING LOT PLANTINGS



CHARACTER IMAGES - DUMPSTER SCREENING



IMPLEMENTATION STRATEGY

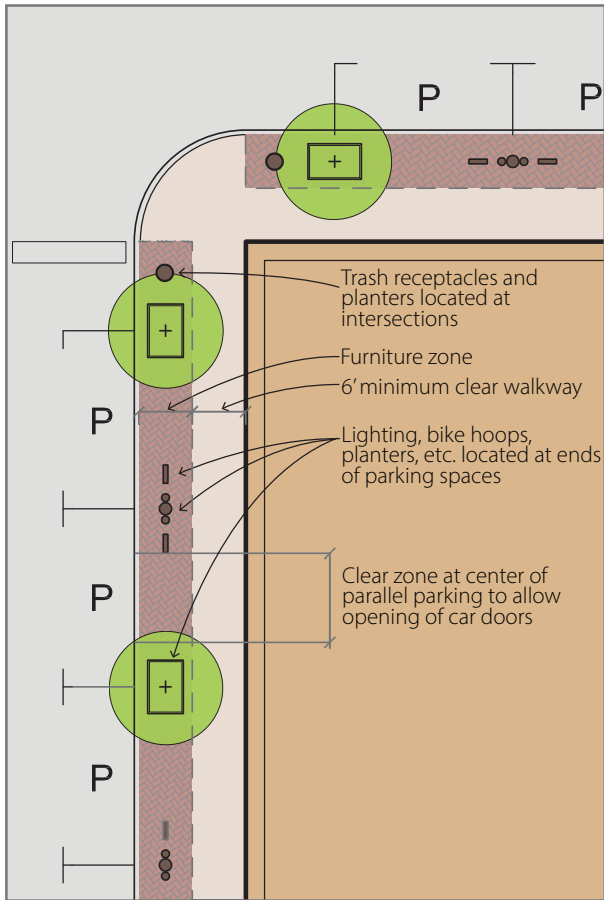
Potential implementation projects were discussed with the Steering Committee and priorities were developed for projects with greatest positive impact. The TIFA Board will monitor grant and development opportunities, which may ultimately influence the order of implementation.

| PRIORITY GROUP | PROJECT | POTENTIAL COST RANGE | POTENTIAL GRANT OPPORTUNITIES |
|----------------|--|------------------------------|-------------------------------|
| 1 | Broad Street Improvements (Carleton to Waldron) "Complete Streets" roadway modifications, 4-to-3 lane conversion, pedestrian improvements, streetscape furnishings and lighting, and North/Hillsdale/Howell intersection revisions | \$3,000,000 - \$3,500,000 | 1,6,7,8,9,12,13 |
| 1 | Convert West and Manning Streets to Two-Way Pavement marking and signage changes for two-way conversion | \$25,000 - \$50,000 | 1,6,7,8,9,12,13 |
| 1 | Midtown Alley Improvements (North to Bacon) Alley improvements, pedestrian improvements, ADA access, streetscape furnishings and lighting | \$800,000 - \$1,000,000 | 13 |
| 1 | Civic Plaza Community plaza space with special pavement, water feature, lighting, and utility hook-ups for special events | \$500,000 - \$750,000 | 3,4,5,12,13 |
| 2 | Howell Streetscape (North to Waldron) "Complete Streets" roadway modifications, pedestrian improvements, streetscape furnishings and lighting | \$1,300,000 - \$1,700,000 | 6,7,8,9,12,13 |
| 2 | Bacon Streetscape (Broad to Manning) "Complete Streets" roadway modifications, pedestrian improvements, ADA access, streetscape furnishings & lighting | \$900,000 - \$1,100,000 | 6,7,8,9,12,13 |
| 2 | McCullom Streetscape (Broad to Manning) "Complete Streets" roadway modifications, pedestrian improvements, streetscape furnishings and lighting | \$750,000 - \$950,000 | 6,7,8,9,12,13 |
| 2 | Midtown Parking Lot Improvements Reconfigured parking to increase efficiency, interior green space, landscape screening, lighting, and shared refuse | \$500,000 - \$750,000 | 13 |
| 2 | Baw Besse Trailhead and Connections Ferris Street trailhead and shared-use roadway markings/signage throughout downtown | \$100,000 - \$150,000 | 3,4,5,13 |
| 3 | Ferris Street Parking Lot Improvements Reconfigured parking to increase efficiency, interior green space, landscape screening, lighting, and stair access to Broad Street alley | \$250,000 - \$350,000 | 13 |
| 3 | DDA Sidewalk & Street Tree Improvements On-going sidewalk and street tree maintenance fund for as-needed removal/replacements | \$15,000 - \$25,000 Annually | 13 |
| 3 | Infill Building Opportunities Capture potential for infill or rehabilitation development as opportunities arise | TBD | 2,10,11 |
| 3 | Shared Parking Opportunities Work with downtown land owners to reconfigure and consolidate existing parking lots for greater efficiency and shared use | TBD | 13 |

| KEY: POTENTIAL GRANT OPPORTUNITIES | |
|------------------------------------|--|
| 1 | FHWA Congestion Mitigation and Air Quality Improvement Program |
| 2 | MDEQ CMI Brownfield Redevelopment Grants |
| 3 | MDNR Land and Water Conservation Fund |
| 4 | MDNR Natural Resources Trust Fund Grants |
| 5 | MDNR Passport Grants |
| 6 | MDOT Rural Task Force Program |
| 7 | MDOT Safe Routes to School Program |
| 8 | MDOT Small Urban Program |
| 9 | MDOT Transportation Alternatives Program |
| 10 | MSHDA Historic Preservation Grants |
| 11 | MSHDA Community Development Block Grant |
| 12 | USDA Community Facilities Grant |
| 13 | Local partners and private foundations |

SHORT-TERM FURNISHINGS IMPROVEMENTS

All streetscape projects included in the Implementation Strategy are anticipated to include site furnishings such as bicycle hoops, trash receptacles, benches, wayfinding signage, etc. Permanent locations for these furnishings will ultimately need to be coordinated during detailed design of the projects in order to be coordinated with curb reconfigurations and sidewalk renovations. However, we understand there is a desire to install “temporary” furnishings, particularly bicycle hoops and trash receptacles, to serve current needs until the larger projects are implemented. The diagrams below suggest typical furnishing placements and locations based on potential user demand.



Typical furnishing placement



Potential short-term furnishings locations (red dots)

APPENDIX A- KICK-OFF MEETING AUGUST 31, 2016



KICK-OFF MEETING NOTES **Hillsdale TIFA Placemaking Plan** City of Hillsdale TIFA

Meeting Date: Wednesday, August 31, 2016
Meeting Time: 10:00 AM
Meeting Location: Hillsdale City Hall


initiative

Attendees: Please refer to attached sign-in sheet.

Welcome & Introductions

Alan Beeker opened the meeting by thanking everyone for attending and introducing Brian Barrick and Christy Summers from Beckett & Raeder (BRI).

Project Introduction & Background

Alan Beeker gave a brief introduction to the Placemaking Plan project and how it originated. Hillsdale TIFA applied for a grant from the Michigan State Housing Development Authority and was awarded \$15,000 toward development of a Placemaking Plan for the TIFA district, which is essentially the downtown.

The Placemaking Plan project is one of several planning projects on similar timelines that will need to be coordinated. One is a recent traffic study completed by Wade Trim that explores reconfiguration options for the Broad/Hillsdale/North/Howell Streets intersection. The study is currently under review by MDOT and comments are expected around mid-September. The second related planning project is the Michigan Economic Development Corporation's (MEDC) Rising Tide initiative. BRI has been commissioned by MEDC to serve as the Rising Tide project consultant.

Primary Contacts

Brian Barrick noted that Alan and Brian will be the primary points of contact for the project. Open communication is encouraged and everyone is invited to contact either Alan or Brian at any point during the process.

Hillsdale TIFA Representative:

Name: Alan Beeker
Address: 97 N. Broad Street
Hillsdale, MI 49242
Phone: (517) 437-6449
Email: abeeker@cityofhillsdale.org

Beckett & Raeder Representative:

Name: Brian Barrick, PLA, ASLA
Address: 535 West William, Suite 101
Ann Arbor, MI 48103
Phone: (734) 663-2622
Email: bbarrick@bria2.com

APPENDIX A - KICK-OFF MEETING AUGUST 31, 2016

Project Scope of Work & Schedule Overview

Brian Barrick gave an overview of the attached Scope of Work and Schedule included in BRI's proposal. The group expressed excitement for the proposed process and looks forward to actionable recommendations.

Key Issues & Considerations

For BRI's general understanding, Brian Barrick asked the group for key issues and considerations for the TIFA district. Discussion included the following:

- Improvement of existing public parking lots (function & beautification)
- Accessibility
- Family of furnishings (lights, benches, bike racks, etc.)
- Potential reconfiguration of Broad/Hillsdale/North/Howell Streets intersection including parking area between City Hall and Post Office
- Parking and drop-off considerations for 2 TIFA owned buildings being marketed for redevelopment (Keefer House Hotel & Dawn Theater)
- Explore opening 2-way traffic on North Street for easy Post Office Access vs. closing North Street for additional parking.
- Improvements and visual softening of the "wedge"
- Accessibility improvements for Bacon Street sidewalk/steps
- One way streets make wayfinding difficult and create a barrier between the College and downtown.
- Wayfinding – college, hospital, downtown, M-99, bike trail, parks, etc.
- Past studies have shown parking quantities in downtown are sufficient but personal observations of the group are that it is not all conveniently located and connectivity to desired destinations could be better
- The Ferris Street parking lot is remote from desired destinations and is down a steep hill from downtown.
- Spaces marked for overnight parking are not convenient for downtown mixed-use residents
- Illegal overnight on-street parking is a problem for snow removal in the winter
- Need for overnight parking will continue to increase with additional residential units currently being developed downtown.
- Planning Commission is interested in exploring form-based code
- Screening of trash/service areas
- Before/after photo renderings will be helpful for public support
- Desire to bury overhead utilities
- Plan for fiber optic service downtown, and possibly throughout the community
- Consider existing bike trails and provide linkages to downtown
- Provide bike racks downtown
- Railroad property is primarily used as a storage yard and is unsightly
- Consider long term maintenance and limited staffing available
- A number of murals exist throughout downtown and more are being considered, including on flour mill silos
- Walkability of downtown is important for the business environment and also for students walking to the Jr. and Sr. High Schools that are just west of the TIFA district

 *initiative*

APPENDIX A - KICK-OFF MEETING AUGUST 31, 2016

Key Stakeholders & Community Representatives

Based on discussion of Key Issues & Considerations, the group discussed additional stakeholders and community groups that are active in downtown and may be interested in the Placemaking Plan process:

- Hillsdale Business Association
- Hillsdale College
- Hillsdale County
- Hillsdale County Community Foundation
- Hillsdale Community Schools
- Hillsdale Hospital
- TIFA district property and business owners
- Hillsdale Heritage Association
- Mitchell Research Center
- Garden Club
- City Recreation Department
- Elks
- Kiwanis
- Rotary
- Art Works
- David Wheeler (owner of flour mill)

 *initiative*

ACTION ITEM: Alan Beeker will contact Hillsdale College, Hillsdale Hospital, Hillsdale and Community Schools to see if they would like to have a representative on the Steering Committee.

Background Data & Base Information

BRI requested copies or digital files for previous studies, planning reports, workshop results, GIS mapping, CAD mapping, utility mapping, etc. pertaining to the TIFA district.

ACTION ITEM: Alan Beeker, Mary Wolfram, and Scott Keiser will gather available information and forward to BRI. BRI will review and advise the City of any additional needs.

Open Discussion

BRI thanked everyone for a very productive meeting and expressed excitement to be working with the community. BRI will be scheduling a day in the next few weeks to begin the on-site physical analysis. BRI will be in contact to schedule the next meeting.

Information contained herein is the author's best understanding of discussion and decisions which occurred at the referenced meeting. Any believed inaccuracies are to be provided to the author in writing within 5 business days of issuance. If corrected minutes have not been reissued by the author within 10 business days, these minutes will be considered final.

APPENDIX A - KICK-OFF MEETING AUGUST 31, 2016

Hillsdale TIFA Placemaking Plan
City of Hillsdale TIFA

KICK-OFF MEETING SIGN IN SHEET

DATE: Wednesday, August 31, 2016
TIME: 10:00 AM
LOCATION: Hillsdale City Hall

| Name | Company | Phone/Fax | E-mail Address |
|--------------|-----------------------------|------------------------------|-----------------------------------|
| Kathy Newell | Blossom Shop | 517-437-4160 | hillsdaleblossomshop MF@yahoo.com |
| Laura Smith | Planning Commission | 517-437-4315 | calamitysmith@sbccglom.net |
| Debra Kamen | Forster Business Owner-TIFA | 517-287-5578 | debra.kamen@sadexa.ca |
| Jake Hannel | DPS | 517-437-6490 | shannel@cityofhillsdale.org |
| CHRIS SUMMAR | SUMMAR - SCHOOL | 517-439-1501 | CSUMMAR@SUMMAR.SCHOOL.COM |
| David Mackie | City of Hillsdale | 517-437-6444 | dmackie@cityofhillsdale.org |
| Mary Wolfram | Economic Development | 517-914-1248 517-437-6479 | ewolfram@cityofhillsdale.org |

B R
Beckett & Raeder
Landscape Architecture
Planning, Engineering &
Environmental Services

APPENDIX A - KICK-OFF MEETING AUGUST 31, 2016

Hillsdale TIFA Placemaking Plan
City of Hillsdale TIFA

**KICK-OFF MEETING
SIGN IN SHEET**

DATE: Wednesday, August 31, 2016
TIME: 10:00 AM
LOCATION: Hillsdale City Hall

| Name | Company | Phone/Fax | E-mail Address |
|--------------|----------------------|--------------|-----------------------------|
| Scott Kaiser | Hillsdale B.P.U. | 517-437-6415 | skaiser@hillsdalebpu.com |
| ALAN DEEKER | ZONING ADMINISTRATOR | 517-437-6449 | adeeker@cityofhillsdale.org |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |



Help Shape Your Downtown!

Downtown Hillside Placemaking Plan



ALL ARE WELCOME

The Tax Increment Financing Authority is beginning a comprehensive planning process to improve the downtown experience for residents and visitors alike.

Please come and share your insights about downtown's future!

6 - 8 p.m. on Thursday, October 20

Hillside Community Library

11 E. Bacon Street

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016



VISIONING SESSION SUMMARIES

Hillsdale TIFA Placemaking Plan

City of Hillsdale TIFA

Meeting Date: Thursday, October 20, 2016

Meeting Times: 2:00 PM & 6:00 PM

Meeting Location: Hillsdale Community Library



Attendance: 6 participants at 2:00 PM session
12 participants at 6:00 PM session

Overview of Sessions

Each visioning session was identically structured and specifically designed to solicit thoughts, opinions, and desires on topics that will assist BRI in developing a placemaking design plan, project priorities, and implementation strategies. Each session began with Brian Barrick and Sara Topolosek from Beckett & Raeder (BRI) giving an overview of the Hillsdale downtown Placemaking Plan process. A brief slideshow presentation was given to assist participants in evaluating the physical condition of downtown as it exists today. For reference, a copy of the slideshow is attached to this summary.

Following the slideshow, BRI lead participants through seven interactive small group exercises. Participants worked in groups of six to brainstorm on the following questions:

- Exercise #1: What are the best aspects of downtown?
- Exercise #2: What aspects of downtown could be better?
- Exercise #3: How do you envision downtown in 20 years?
- Exercise #4: What groundwork is needed to realize the 20-year vision for downtown?
- Exercise #5: Who needs to be on the bus?

At the conclusions of Exercises #1 through #5, participants were asked to place one sticker next to each of their two highest priority brainstorming responses. During Exercise #6, a volunteer for each small group was asked to present the top three priorities for Exercises #1 through #3. The top three priorities from each small group were used to create a consolidated list for each exercise. For Exercise #7, participants were given two more stickers for each consolidated exercise list and asked to vote on their two highest priorities in order to establish overall collective priorities of everyone attending the sessions.

Visioning Results

Below is a summary of priorities resulting from Exercise #7. For reference, a full record of all small group exercise responses and priorities is attached to this summary.

| | | | |
|---|--|--|---------------------------|
| Beckett & Raeder, Inc. 535 West William, Suite 101 Ann Arbor, MI 48103 | Petoskey Office 616 Petoskey St., Suite 100 Petoskey, MI 49770 | Traverse City Office 921 West 11th St., Suite 2E Traverse City, MI 49684 | Toledo 419.242.3428 ph |
| 734 663.2622 ph 734 663.6759 fx | 231 347.2523 ph 231 347.2524 fx | 231 933.8400 ph 231 944.1709 fx | |
| www.bria2.com | | | |

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #1: What are the best aspects of downtown?

| 2:00 PM Session | | 6:00 PM Session | |
|-------------------------|----------------|------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Architecture | 4 | Architecture | 8 |
| Farmers Market | 2 | Restaurants | 4 |
| Events | 2 | Stocks Park | 3 |
| Atmosphere | 1 | Variety of shops | 3 |
| Lots of errands at once | 1 | Streetscape - Flowers/murals | 2 |

Exercise #2: What aspects of downtown could be better?



| 2:00 PM Session | | 6:00 PM Session | |
|-----------------------------|----------------|------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Streets & traffic pattern | 5 | No cohesive branding | 7 |
| Lack of nighttime activity | 4 | Traffic from college to city | 6 |
| Parking lot looks/lighting | 2 | Blighted properties | 6 |
| Walking dangerous at points | 1 | Visually appealing sidewalks | 1 |

Exercise #3: How do you envision downtown in 20-years?

| 2:00 PM Session | | 6:00 PM Session | |
|--|----------------|-------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Fully occupied downtown with hotel and restaurants | 5 | Re-energized Keefer Hotel | 8 |
| Architecture stay the same | 3 | Destination retail | 7 |
| Family friendly | 1 | Classy/consistent décor | 2 |
| Events year-round | 1 | Cohesive streetscape/branding | 2 |
| Weekend/evening vibrancy | 1 | Good grocery store | 1 |

Exercise #4: What groundwork is needed to realize the 20-year vision? (not prioritized)

| 2:00 PM Session | 6:00 PM Session |
|---------------------------------------|----------------------------------|
| Visioning Response | Visioning Response |
| MDOT/City cooperation | Investment capital |
| Better communication within community | Bureaucratic red tape (less) |
| More positive community involvement | Public participation/involvement |
| Better leadership | Productive planning sessions |
| Employment & disposable income | MDOT street reconstruction |
| | Revenue sharing |
| | Big developer |
| | Teamwork |
| | Incentives |
| | Physical barriers (eliminate) |

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #5: Who needs to be on the bus? (not prioritized)

| 2:00 PM Session | 6:00 PM Session |
|--------------------------|----------------------------|
| Visioning Response | Visioning Response |
| MDOT | Hillsdale College |
| Local government leaders | Service clubs |
| Entrepreneurs | Local businesses |
| Youth | Chamber of Commerce |
| Service clubs | Public at large |
| Church groups | Private donors |
| Private donors | Investors |
| | Governor (revenue sharing) |



Attachments

Visioning session slideshow
Full record of visioning responses and priorities

Summary prepared by Brian Barrick, Beckett & Raeder, Inc. Questions or comments may be directed to bbarrick@bria2.com.

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

VISIONING SESSION RESPONSES

Hillside TIFA Placemaking Plan
City of Hillside TIFA

October 20, 2016

Exercise #1: What are the best aspects of downtown?

| 2:00 PM Session | | 6:00 PM Session | |
|---------------------------|----------------|--|----------------|
| Group 1 | | Group 2 | |
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Architecture | 4 | Stocks Park | 1 |
| Architecture in general | 3 | Good parking | 1 |
| Atmosphere | 1 | Openness | 3 |
| Wedge | 1 | Architecture | 2 |
| Courthouse | 1 | Nice Shopping variety, mixed use, Farmers market | 2 |
| Lots of errands at once | 1 | Well lit, clean, safety, no graffiti | 2 |
| Trees | 1 | Streetscape, flowers, murals | 2 |
| Walking/walkability | 1 | Restaurants, coffee shops | |
| Safe for kids to go alone | 1 | Kid oriented bus. | |
| Well lit at night | 1 | | |
| Farmers market | 2 | | |
| Events | 2 | | |

Exercise #2: What aspects of downtown could be better?

| 2:00 PM Session | | 6:00 PM Session | |
|---|----------------|---|----------------|
| Group 1 | | Group 2 | |
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Parking lots look better | 2 | Bury utilities | 1 |
| Streets/Traffic pattern | 5 | Traffic patterns, one way streets, pedestrian | 3 |
| Walkability dangerous at points | 1 | Lack of signage/lighting continuity | 1 |
| Hours of operation at stores | 3 | Blighted properties | 4 |
| Lack of nighttime events | 3 | Unfortunatley designed buildings | |
| Creepy at night | 1 | Need for larger planters with trees | 1 |
| Lack of consistently good restaurants | | Ferns Street parking transition | |
| Too much concrete | | | |
| Better seating spots outside | | | |
| Transitions for walking/parking | | | |
| No businesses like bookstores, galleries, culture | | | |
| Parking laws not enforced | | | |
| No hotels | | | |
| Liquor licenses not concentrated | | | |

Exercise #3: How do you envision downtown in 20 years?

| 2:00 PM Session | | 6:00 PM Session | |
|---|----------------|--|----------------|
| Group 1 | | Group 2 | |
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Architecture remain same | 3 | Consistent lighting, buried utilities, better wayfindi | 2 |
| Destination hotel | 1 | Business incubator | 1 |
| Restaurants open all the time - quality/variety | 1 | Walking mall, plaza, outdoor eatery, business side | 2 |
| More downtown apartments | 1 | Improved use of alleys for shopping/leating | 2 |
| Weekend/evening vibrancy | 1 | Boutique hotels | 2 |
| Active community participation | 1 | Destination retail, bakery, permanent farmers mark | 2 |
| Streetscape harmonious | 1 | Family activities every weekend | 2 |
| Fully occupied downtown | 4 | Classy consistent Christmas decor | 1 |
| Fully rehabbed mill | | More downtown residential | |
| Family friendly | 1 | | |

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #1

What are the best aspects of downtown?

Examples:

What works well? Where are your favorite places? What are your favorite activities?

| | | |
|----|---------------------------|--|
| 1 | Best aspects of downtown. | Arch. architecture, small town atmosphere, friendly character, trees, fountain at Conithonal, Central square Architecture |
| 2 | | atmosphere. |
| 3 | | wedge. |
| 4 | | Courthouse |
| 5 | | lots of errands @ once / post office etc. |
| 6 | | trees |
| 7 | | walking / walkability |
| 8 | | safe for kids to go alone |
| 9 | | well lit @ night (LED, lighting) |
| 10 | | Farmers Market |

AM - 1

- Parades
- Street Dance
- Movies on

EVENTS

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #1

What are the best aspects of downtown?

Examples:

What works well? Where are your favorite places? What are your favorite activities?

| | | |
|----|-----|---|
| ① | | Stocks Park |
| ② | • • | Architecture in General |
| ③ | • • | The Palace Cafe / The Coffee Cup / Hunt Club |
| 4 | | Boutiques / Quaint Character / 2 Flower Shops |
| 5 | | Safety / Parking |
| 6 | | Planters / Hanging Baskets |
| 7 | | Traffic Flow / Ease of use |
| 8 | | Farmers Market |
| ⑨ | • | Checker Records / Jilly Beans / Broadstreet / Underground Pub n Grub |
| 10 | | |

PM-1

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #1

What are the best aspects of downtown?

Examples:

What works well? Where are your favorite places? What are your favorite activities?

| | | |
|----|---|---|
| 1 | | Good Parking ● |
| 2 | | Openness |
| 3 | 1 | Architecture ●●● |
| 4 | 2 | ● Nice Shopping / Farmers Mkt. ● - Variety - Mixed Use |
| 5 | | well lit • Clean " safety • No graffiti |
| 6 | 3 | ● Street scape ● • flowers • murals |
| 7 | | Restaurants / Coffee Shops |
| 8 | | Kid-oriented Bus. |
| 9 | | |
| 10 | | |

PM-2

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #2

What aspects of downtown could be better?

Examples:

What could be improved? What could look better? What could function better?

| | | |
|----|--|---|
| 1 | | ● Parking lots - look better w/ trees lights ● |
| 2 | | ● Streets/Traffic Pattern - impossible ● |
| 3 | | ● Walkability dangerous @ points |
| 4 | | hours of operation @ store. |
| 5 | | ● lack of nighttime events ● |
| 6 | | ● creepy @ night ● |
| 7 | | lack of consistently good restaurants with good food → |
| 8 | | too much concrete. |
| 9 | | seating outside - better spots |
| 10 | | - transitions for walking / parking elderly 24hr activity - no businesses like bookstores, galleries, culture. parking laws not enforced. |

AM-1

no hotels - not many liquor licenses concentrated. *





APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #2

What aspects of downtown could be better?

Examples:

What could be improved? What could look better? What could function better?

| | | |
|----|---|--|
| ① |  | Traffic From College to City [esp. around city hall] |
| 2 | | Stop Light too high at Howell/Bacon |
| 3 | | Signage |
| 4 |  | Too many knick knacks on Courthouse lawn |
| ⑤ |  | No cohesive Branding |
| 6 | | Better bike/motorcycle parking |
| ⑦ |  | More visually appealing sidewalks |
| 8 | | Walkability |
| 9 | | Street Lights harsh at night |
| 10 | | |

PM-1

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #2

What aspects of downtown could be better?

Examples:

What could be improved? What could look better? What could function better?

| | | |
|----|---|---|
| 1 | | Bury Utilities ● |
| 2 | 2 | ● Traffic Patterns / Pedestrian ● one-way streets ● |
| 3 | | Lack of signage continuity / wayfinding lighting continuity ● |
| 4 | 1 | ● Blighted properties ● ● |
| 5 | | Architecture Unfortunately designed buildings |
| 6 | | ● Need for larger planters w/ small trees |
| 7 | | Ferris St. Parking transition |
| 8 | | |
| 9 | | |
| 10 | | |

PM-2

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #3

How do you envision downtown in 20 years?

Examples:

What occurs downtown? How does it look? How does it function? What is different from today? What is the same as today?

| | |
|----|---|
| 1 | Architecture remain same. |
| 2 | Hotel - destination |
| 3 | Restaurants - open all the time quality variety. |
| 4 | More downtown apartments |
| 5 | Weekend vibrancy Programming events throughout year. ART + CULTURE |
| 6 | Weekend (Evening) vibrancy / open businesses |
| 7 | Active Community Participation w/ Civic involvement |
| 8 | Street Scapes ^{easy to drive & get around} harmonious. |
| 9 | fully ^{restaurants / hotel} occupied downtown. open. ^{- Market} with fewer office more activity focus. |
| 10 | Fully rehabed Mill in background. |

Family friendly places for kids to play downtown

AM-1





APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #3

How do you envision downtown in 20 years?

Examples:

What occurs downtown? How does it look? How does it function? What is different from today? What is the same as today?

| | | |
|----|---|---|
| 1 |  | Good grocery store |
| 2 |  | Keefe Hotel → reenergized, different use |
| 3 | | More charm, less vacancy |
| 4 | | Art Studio → Stocks Mill |
| 5 |  | More emphasis on architecture... ^{→ define our style} consistency even with new construction |
| 6 | | Live events / parades that bring out 50%+ of community |
| 7 |  | A festival |
| 8 | | Historic Home / Building Tour / Historic Walks |
| 9 | | More modernized technology [charging stations] |
| 10 | | A large enterprise that employs many |

PM-1

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #3

How do you envision downtown in 20 years?

Examples:

What occurs downtown? How does it look? How does it function? What is different from today? What is the same as today?

| | |
|----|--|
| 1 | <ul style="list-style-type: none"> ● Consistent lighting, buned utilities ● better way finding, heavily landscaped |
| 2 | business incubator |
| 3 | <ul style="list-style-type: none"> ● walking mall, outdoor eatery (plaza) ● better sidewalk usage by businesses |
| 4 | <ul style="list-style-type: none"> ● improved use of alleys for shopping & outdoor eating |
| 5 | <ul style="list-style-type: none"> ● Boutique Hotels |
| 6 | <ul style="list-style-type: none"> ● Destination retail, Bakery, ● Permanent Farmer's Market |
| 7 | Baker Family activities every weekend |
| 8 | <ul style="list-style-type: none"> ● Classy consistent Christmas Decorations |
| 9 | <ul style="list-style-type: none"> ● More downtown residential |
| 10 | |

PM-2

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #4

What groundwork is needed to realize the 20-year vision for downtown?

Examples:

What obstacles are there to overcome? What opportunities could be seized? Think physical, organizational, operational, financial, etc.

| | | |
|----|-----|--|
| 1 | ● ● | Road reconstructions/improved flow / ^{\$} MDOT City coop. ● ● |
| 2 | | We need to build off master plan for Downtown. & Implement it w/ funds / & who does what. |
| 3 | ● ● | More positive steps community involvement - civic concern - community connections ● |
| 4 | ● | No disposable income, shrinking middle class, unemployment. 2nd poorest county in state. |
| 5 | | Capitalize on our Assets College, Fiber, |
| 6 | | Education improved, Bridges out of Poverty programs. |
| 7 | | Drug issues v. employment. |
| 8 | ● ● | Better connect communication with a community ● |
| 9 | ● | Better leadership - |
| 10 | | |





AM-1

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #4

What groundwork is needed to realize the 20-year vision for downtown?

Examples:
 What obstacles are there to overcome? What opportunities could be seized?
 Think physical, organizational, operational, financial, etc.

| | | |
|----|---|---|
| 1 |  | Planning Sessions that are productive ↳ Committee creation |
| 2 |  | Poor public participation / involvement |
| 3 |  | Lack of capital |
| 4 |  | Bureaucratic Red-tape |
| 5 | | Opportunity: Low real estate cost |
| 6 | | Opportunity: community pride |
| 7 | | Owner compliance w/ attractiveness |
| 8 | | |
| 9 | | |
| 10 | | |

PM-1

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #4

What groundwork is needed to realize the 20-year vision for downtown?

Examples:

What obstacles are there to overcome? What opportunities could be seized?

Think physical, organizational, operational, financial, etc.

| | | |
|----|--|---|
| 1 | | MDOT, Street Reconstruction/Sidewalk |
| 2 | | Revenue Sharing |
| 3 | | Big Developer |
| 4 | | Retain Students / Youth / college Graduates |
| 5 | | Lack of incentives |
| 6 | | Art & Culture |
| 7 | | Physical barriers / walkability / Bike Routes |
| 8 | | LACK of teamwork |
| 9 | | |
| 10 | | |

PM-2

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #5

Who needs to be on the bus?

Examples:
 Government organization? Private organizations? Non-profit organizations?
 Key individuals?

| | | |
|----|-------|---|
| 1 | ● | Retain Youth |
| 2 | ● | Entrepreneurs w/ Conscience / Local BUS |
| 3 | ● ● | Local Gov't leaders / |
| 4 | ● | MDOT / OTHER STATE AGENCIES |
| 5 | | IMPROVE TOWN/GOWN RELATIONSHIP NO MORE THEM/US MENTALITY SERVICE CLUBS / NON-PROFITS CHURCH CHURCH GROUPS PRIVATE DONORS / PROMINENT INDIVIDUALS SCHOOL GROUPS |
| 6 | ● | |
| 7 | ● | |
| 8 | ● ● ● | |
| 9 | ● | |
| 10 | | |

AM-1








APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #5

Who needs to be on the bus?

Examples:
 Government organization? Private organizations? Non-profit organizations?
 Key individuals?

| | | |
|----|---|--|
| 1 |  | Service Clubs (Rotary, Kiwanis, etc.) |
| 2 | | School Kids |
| 3 | | M-DOT |
| 4 |  | Hillsdale College $\begin{matrix} \rightarrow \text{Faculty} \\ \leftarrow \text{Staff} \end{matrix}$ \rightarrow Supporters |
| 5 | | Police / Fire / City Council / Post Office |
| 6 |  | Local Businesses |
| 7 |  | Chamber of Commerce / Downtown Business Development |
| 8 | | ME DC |
| 9 | | Churches |
| 10 |  | Public at Large |

PM-1

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #5

Who needs to be on the bus?

Examples:

Government organization? Private organizations? Non-profit organizations?

Key individuals?

| | |
|----|--|
| 1 | Private donors / organizations Investors w/ Connections |
| 2 | College / students / community |
| 3 | Governor / Revenue sharing |
| 4 | Service organizations |
| 5 | Hospital |
| 6 | Churches |
| 7 | Business owners |
| 8 | Chamber |
| 9 | Local Citizens |
| 10 | |

PM-2

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #1

Community Priorities - Best aspects of downtown





| | | |
|----|---|---------------------------------------|
| 1 | | PALACE CAFE, HUNT CLUB, COFFEE CUP |
| 2 |  | ARCHITECTURE * |
| 3 |  | STOCKS PARK |
| 4 |  | RESTAURANTS |
| 5 |  | VARIETY OF SHOPS |
| 6 |  | STREETSCAPE - FLOWERS + MURALS |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |

PM-CP

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #2

Community Priorities - aspects that could be better






| | | |
|----|---|--|
| 1 |  | TRAFFIC FROM COLLEGE TO CITY (HALL) * |
| 2 |  | SIGNAGE LIGHTING NO COHESIVE BRANDING |
| 3 |  | MORE VISUALLY APPEALING SIDEWALKS |
| 4 |  | BLIGHTED PROPERTIES |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |

PM-CP

APPENDIX B - PUBLIC MEETING, OCTOBER 20, 2016

Exercise #3

Community Priorities - 20 year vision for downtown

| | | |
|----|---|--|
| 1 |  | RE-ENERGIZED KEEFER HOTEL |
| 2 | | (NEW OLD) CONSISTENT ARCHITECTURAL EMPHISIS |
| 3 |  | GOOD GROCERY STORE |
| 4 |  | STREETSCAPE COHESIVE BRANDING |
| 5 | | BOUTIQUE HOTEL |
| 6 |  | DESTINATION RETAIL |
| 7 |  | CLASSY / CONSISTENT CHRISTMAS DECOR (GRANT) |
| 8 | | |
| 9 | | |
| 10 | | |

PM-CP

Help Shape Your Downtown!

Downtown Hillsdale Placemaking Plan



ALL ARE WELCOME

The Tax Increment Financing Authority is conducting a comprehensive planning process to improve the downtown experience for residents and visitors alike.

Please come and share your insights about downtown's future!

6:30 - 8 p.m. on Tuesday, March 7th

Hillsdale Community Library

11 E. Bacon Street

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017

THE CITY HILLSDALE MICHIGAN

TIFA Placemaking Plan

March 7, 2017
Public Meeting

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TIFA Placemaking Plan

March 7, 2017
Public Meeting

Visioning Session held on October 20, 2016

- 2:00PM session with 6 participants
- 6:00PM session with 12 participants

Exercise #1
What are the best aspects of downtown?
Examples: What works well? Where are your favorite places?

| | |
|----|--------------|
| 1 | Stocks Park |
| 2 | Architecture |
| 3 | The Plan |
| 4 | Boutique |
| 5 | Safety |
| 6 | Plants |
| 7 | Trail |
| 8 | F |
| 9 | |
| 10 | |

Exercise #2
What aspects of downtown could be improved? What could be lost?
Examples: What could be improved? What could be lost?

| | |
|----|-----------------|
| 1 | Buy White |
| 2 | Traffic one-way |
| 3 | Lack of |
| 4 | Bligh |
| 5 | Am |
| 6 | Ne |
| 7 | F |
| 8 | |
| 9 | |
| 10 | |

Exercise #3
How do you envision downtown in 20 years?
Examples: What does downtown look like in 20 years? How does it function? What is different from today? What is the same as today?

| | |
|----|---|
| 1 | Consistent building, better utilities, better landscaping, heavily landscaped |
| 2 | business incubator |
| 3 | walking mall, outdoor eatery |
| 4 | better sidewalk usage by businesses |
| 5 | improved use of alleys for shopping & outdoor eating |
| 6 | Boutique Hotels |
| 7 | Destruction retail, Bakery |
| 8 | Permanent Farmer's Market |
| 9 | Family activities every weekend |
| 10 | Classy consistent Christmas Celebrations More downtown residential |

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Visioning Session Results

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



THE CITY OF HILLSDALE
MICHIGAN

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March 7, 2017
Public Meeting

What are the best aspects of downtown?

| 2:00 PM Session | | 6:00 PM Session | |
|-------------------------|----------------|------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Architecture | 4 | Architecture | 8 |
| Farmers Market | 2 | Restaurants | 4 |
| Events | 2 | Stocks Park | 3 |
| Atmosphere | 1 | Variety of shops | 3 |
| Lots of errands at once | 1 | Streetscape - Flowers/murals | 2 |

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Visioning Session Results



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March 7, 2017
Public Meeting

What aspects of downtown could be better?

| 2:00 PM Session | | 6:00 PM Session | |
|-----------------------------|----------------|------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Streets & traffic pattern | 5 | No cohesive branding | 7 |
| Lack of nighttime activity | 4 | Traffic from college to city | 6 |
| Parking lot looks/lighting | 2 | Blighted properties | 6 |
| Walking dangerous at points | 1 | Visually appealing sidewalks | 1 |

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Visioning Session Results

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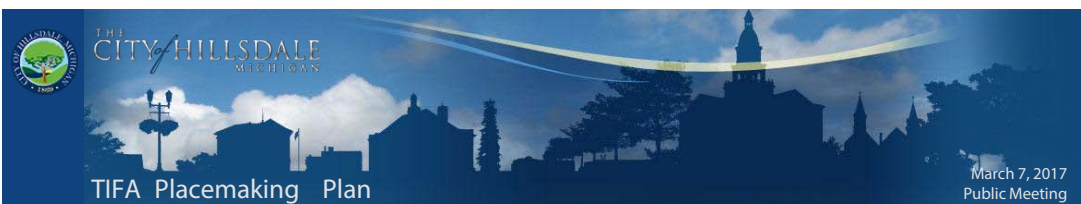


How do you envision downtown in 20-years?

Visioning Session Results

| 2:00 PM Session | | 6:00 PM Session | |
|--|----------------|-------------------------------|----------------|
| Visioning Response | Priority Votes | Visioning Response | Priority Votes |
| Fully occupied downtown with hotel and restaurants | 5 | Re-energized Keefer Hotel | 8 |
| Architecture stay the same | 3 | Destination retail | 7 |
| Family friendly | 1 | Classy/consistent décor | 2 |
| Events year-round | 1 | Cohesive streetscape/branding | 2 |
| Weekend/evening vibrancy | 1 | Good grocery store | 1 |

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Primary Design Plan Goals

Downtown Design Plan

- “Set the stage” for extended activity times, seasons, and community events
- “Set the stage” for private investment and business development
- Respect existing significant architecture
- Improve vehicular circulation
- Improve pedestrian experience
- Reinforce and enhance character unique to Hillsdale
- Create consistent “branding”



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Downtown Core

- 4-to-3 lane conversion of Broad Street
- Broad/North/Howell intersection improvements
- Balanced vehicular and pedestrian uses
- On-street parking
- Public festival & market plaza
- Keefer Hotel plaza
- Union Street & parking lot improvements

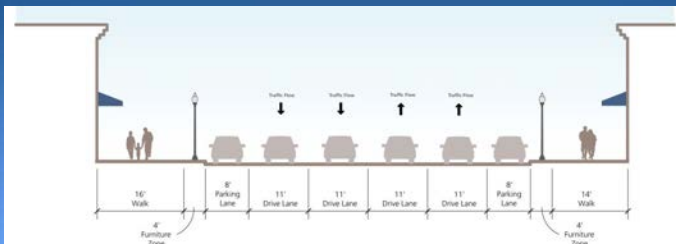


Downtown Core

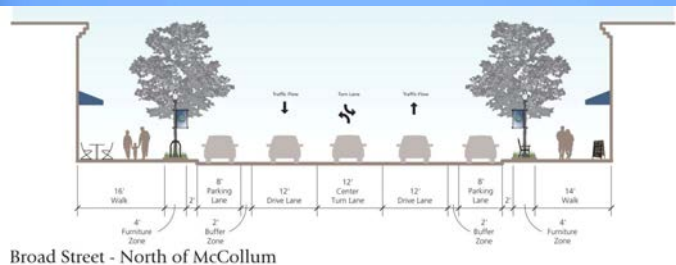
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Broad Street



Broad Street - Existing



Broad Street - North of McCollum

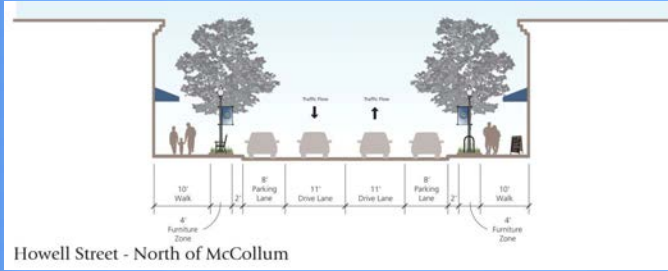
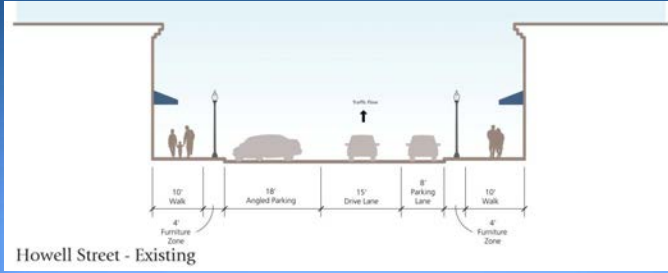
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Howell Street



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Downtown Core


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Representative Character



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Downtown Core

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Intersection Option 1

- Two-way North Street / Howell Street through traffic
- Close Hillsdale Street
- Close west leg of North Street



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Intersection Option 2

- Two-way North Street through traffic
- One-way Howell Street
- Close Hillsdale Street



Downtown Core

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Intersection Comparison

Downtown Core



Option 1



Option 2

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Will Carleton Road Experience

Will Carleton Road Experience

- Downtown gateway
- Infill building opportunities
- Access control
- Street tree plantings





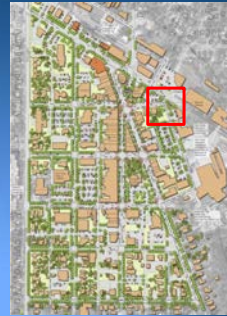
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Bike Trail Gateway

- Bike Trail Access to Downtown



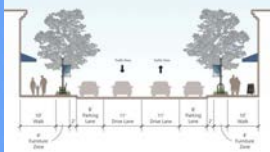
Bike Trail Gateway

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Midtown Experience


- Parking reconfiguration, screening, and interior green space
- Shared use parking
- Shared refuse and recycle facilities
- Improved pedestrian linkages from parking to destinations
- Accessibility improvements
- Lighting improvements



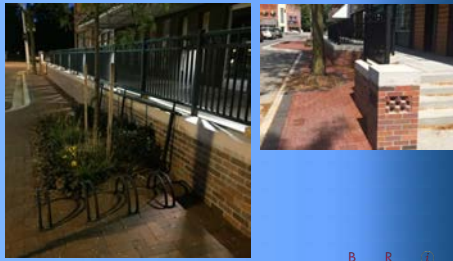
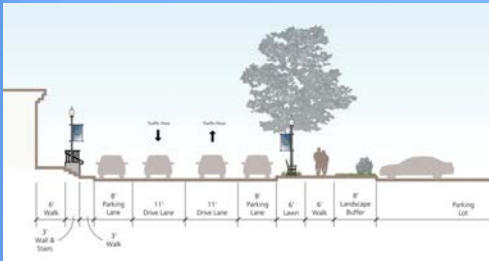
Midtown Experience

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Representative Character



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Midtown Experience


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Downtown Edges

- Parking lot screening, and interior green space
- Access control
- Sidewalk maintenance
- Street tree plantings and maintenance
- Lighting improvements



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Downtown Edges



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Midtown Experience

- Parking reconfiguration, screening, and interior green space
- Balanced vehicular and pedestrian uses in alley
- Pedestrian promenade in alley
- Improved alley entrances with outdoor uses
- Shared refuse and recycle facility
- Bacon Street sidewalk safety improvements
- Lighting improvements




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Representative Character








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Ferris Lot Experience

- Building demolition
- Parking reconfiguration, screening, and interior green space
- Accessibility improvements
- Lighting improvements
- McCollum Street sidewalk improvements
- Ferris Street access control and plantings



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Character Images

- In-Fill Architecture
- Streetscape
- Lighting
- Paving
- Benches
- Trash Receptacles
- Planters
- Tree Grates
- Bike Racks
- Plaza Details
- Public Art
- Parking Lot Plantings
- Dumpster Screening



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Infill Architecture



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Streetscape



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Benches




Trash Receptacles



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Character Images

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Planters



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Tree Grates




Bike Hoops



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Plaza Details



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Plaza Details



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Public Art



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Parking Lot Plantings



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Dumpster Screening



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Potential Implementation Projects

- Broad Street Improvements
 - 4-to-3 lane conversion
 - Broad/North/Howell intersection reconfiguration
 - Howell Street two-way conversion
 - Streetscape
- Two-way Conversions
- Civic Plaza
- Midtown Alley Improvements
- Midtown Parking Lot Improvements
- Secondary Street Streetscapes
 - Howell
 - Bacon
 - McCollum
- Ferris Street Parking Lot Improvements
- Shared Parking Opportunities
- Infill Building Opportunities
- Sidewalk and Street Tree Improvements



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Next Steps

 THE CITY HILLSDALE MICHIGAN

TIFA Placemaking Plan

March 7, 2017
Public Meeting

Next Steps

- Refine the Draft Design Plan based upon steering committee comments into a Final Design Plan
- Refine list of potential implementation projects
- Develop conceptual project budgets and identify potential funding opportunities
- Develop implementation strategies and priorities
- Finalize documentation and provide an executive summary of the process and products



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Next Steps

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PLACEMAKING PLAN
COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION **1**

OPTION **2**

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:



PLACEMAKING PLAN
COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION **1**

OPTION **2**

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

DESIRE BOTH

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

DESIRE 3 LANE CONVERSIONS ON BROAD -
HOWELL - ~~PARALLEL~~ ONE-WAY SOUTH
NEED DROP-OFF ~~AREA~~ IN FRONT OF ~~REAR~~
MERIDA - NOT 100 FT AWAY -



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

~~SE~~ Closing North Street is a Huge NO

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

*The idea of a square next Hall, and leaving North St.
a two way street.*



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

*- in favor of green space in the midtown lot, as well as sidewalks behind the Howell Street
businesses opposite the midtown lot*
- love the civic plaza idea!

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

I Do not like north Street Being closed off with option #1



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

Worried about blocking North Street

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

We can't close North Street, I have a business on North Howell, which would be improved if 2 way.

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION **1**

OPTION **2**

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 **6** 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

I agree a public plaza area should be developed. I believe the closing of the hillsdale right of way would be detrimental to the Carleton/Howell/Hillsdale intersection area. I would suggest the development of the ~~area~~ park area on the →



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION **1**

OPTION **2**

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 **8** 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

Love the suggested furnishings.

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:

OPTION 1

OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

Leave North Street open to the east

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD



17 S. Norwood Ave
Hillsdale, MI 49242

PREFERRED INTERSECTION OPTION:



OPTION 1



OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

I support the idea of a fountain downtown, and the idea of beautification. Unfortunately, Hillsdale businesses downtown are not open past 5pm, which is essentially, preventing the downtown from thriving. The coffee cup and palace restaurant close at 2pm. The Jilly Bean closes at 4pm. Getzers closes

at 6pm. Mercers closes at 5pm. Downtown underground is now closed permanently. There is only The Hunt Club that is open late. There is no nightlife or shopping in the evenings in downtown Hillsdale. The business owners downtown MUST change their thinking and STAY OPEN TILL AT LEAST 8 PM. Also, the pet store downtown is disgusting. The store is dirty. Animals are living in dirty cages. There is bird poop on the floor and cob webs on the ceiling. Why would anyone shop downtown? They wouldn't. We don't. We drive to Jackson & cold water because there are shops and major restaurants that are open past 5pm to enjoy. Downtown Hillsdale has nothing to offer. The changing of the traffic patterns, the fountain, the plaza, and the new curbs and pavement/sidewalks are a great idea - but until there are businesses to enjoy. Hillsdale downtown will remain a ghost town.

I come from Bowling Green, OHIO, which is a thriving, bustling busy, downtown. It is also a college town. Hillsdale is doing everything wrong. Bowling Green clubs and restaurants stay open till midnight & 2 AM. with lots of music, food, & entertainment to enjoy. Hillsdale is doing everything wrong. STAY OPEN! GET MAJOR RESTAURANTS! Open some clubs, comedy club, music, dancing, pizza places, - stay open! WAKE UP!!

I support eliminating one-way streets, too. They are very unwelcoming,

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:



OPTION 1



OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

TO MY MIND, OPTION 1 ONLY WORKS WELL IF THERE ARE
VIABLE PLANS TO REMODEL AND USE THE KEIFER.



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:



OPTION 1



OPTION 2

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

No option Prefer it to stay the same,

Please let us know any thoughts you may have about the Placemaking Plan:

Howell Street Needs to be two way again.

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017



PLACEMAKING PLAN COMMENT CARD

PREFERRED INTERSECTION OPTION:



OPTION **1**



OPTION **2**

STRENGTH OF PREFERENCE:

0 1 2 3 4 5 6 7 8 9 10
NOT MUCH OF A PREFERENCE VERY STRONG PREFERENCE

Please let us know any thoughts you may have about the Placemaking Plan:

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017

PLACEMAKING MEETING SIGN IN SHEET DATE: March 7, 2017

| PRINT NAME: | EMAIL ADDRESS: | PHONE #: |
|-----------------|---|---------------|
| Julie Kost | Julian.Kost@Comcast.net | 425-2746 |
| MSLAIN JACK L | | 517-437-3212 |
| Will Morrey | will.morrey@ hotmail outlook.com | 517-798-2467 |
| Alison McDowell | Alison@herosnost.com | 517.610.10456 |
| Kathy Newell | hillsdaleblossomshow@yahoo.com | 437-4161 |
| Ruth Brown | TRAVELGIRL4@COMCAST.NET | 398-0116 |
| David Mackie | dmackie@cityofhillsdale.org | 308-249-9065 |
| Kevin Conant | KevinConant@yahoo.com | 517-4374002 |
| Scott Sessions | ScottSessions | 517-437-5089 |
| Amber Yoder | a.yoder@gmail.com | 425-3945 |
| Penny Swann | penny.swann@yahoo.com | 517-320-3052 |
| Corey J Murray | cmurray@hillsdale.net | 517-437-7351 |
| John Davi | JJD1943@GMAIL | " 610-5327 |
| Ronda Tulloch | rondatulloch@gmail | 517-607-1540 |
| Steve Tulloch | tullochsteve@hotmail.com | 517-607-1554 |
| Andrew Gelzer | adgelzer@gmail.com | 2039808457 |
| Tom Hatfield | ben.Stolen4rowe@gmail.com | 517 425 0868 |
| Nancy Swanson | | 517-610-2024 |
| Sherry Vreeland | 35 yr. Hallett | 517-398-1288 |
| Jake Hammel | jhammel@Cityofhillsdale.org | |

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017

Hillsdale Placemaking Plan

Public Meeting - March 7, 2017

PREFERRED INTERSECTION OPTION:

- | | |
|-----------------------|--|
| Option 1- | 7 favorable responses 7.0 average strength of preference |
| Option 2- | 11 favorable responses 6.8 average strength of preference |
| Dislike Both Options- | 2 responses |

COMMENTS RECEIVED:

Option 1-

1. "To my mind, option 1 only works well if there are viable plans to remodel and use the Keifer."
Strength of Preference: 8
2. "No Comment."
Strength of Preference: 7
3. "I support the idea of a fountain downtown and the idea of beautification. Unfortunately, Hillsdale businesses downtown are not open past 5pm, which is essentially preventing the downtown from thriving. The coffee cup and palace restaurant close at 2pm. The Jilly Bean closes at 4pm. Gelters closes at 6pm. Merebeth's closes at 5pm. Downtown Underground is now closed permanently. There is on the hunt Club that is open late. There is no nightlife or shopping in the evenings in downtown Hillsdale. The business owners downtown must change their thinking and stay open till at least 8pm. Also, the pet store downtown is disgusting. The store is dirty. Animals are living in dirty cages. There is bird poop on the floor and cobwebs on the ceiling. Why would anyone shop downtown? They wouldn't, we don't. We drive to Jackson and Coldwater because there are shops and major restaurants that are open past 5pm to enjoy. Downtown Hillsdale has nothing to offer. The changing of the traffic patterns, the fountain, the plaza, and the new curbs and pavement / sidewalks are a great idea- but until there are businesses to enjoy- Hillsdale downtown will remain a ghost town. I come from Bowling Green, Ohio, which is a thriving, bustling, and busy downtown. It is also a college town. Hillsdale is doing everything wrong. Bowling Green clubs and restaurants stay open till midnight and 2am, with lots of music, food and entertainment to enjoy. Hillsdale is doing everything wrong. Stay Open! Get major restaurants! Open some clubs, comedy club, music, dancing, pizza places, Stay open!! Wake up! I support eliminating one-way streets too. They are very un-welcoming, and Hillsdale needs to welcome more tourism and shopping- Amen."
Strength of Preference: 8
4. "Leave North Street open to the East."
Strength of Preference: 4
5. "No Comment."
Strength of Preference: 8
6. "Love the suggested furnishings."
Strength of Preference: 8
7. "I agree a public plaza area should be developed. I believe the closing of the Hillsdale right-of-way would be detrimental to the Carleton / Howell / Hillsdale intersection area. I would suggest the development of the park area on the courthouse block."
Strength of Preference: 6

APPENDIX C - PUBLIC MEETING, MARCH 7TH, 2017

Hillsdale Placemaking Plan

Option 2-

1. "We can't close North Street. I have a business on North Howell, which would be improved if two-way."
Strength of Preference: 7
2. "No Comment."
Strength of Preference: 2
3. "Worried about blocking North Street."
Strength of Preference: 6
4. "I do not like North Street being closed off with Option #1."
Strength of Preference: 6
5. "No Comment."
Strength of Preference: didn't respond
6. "No Comment."
Strength of Preference: 10
7. "No Comment."
Strength of Preference: 6
8. "No Comment."
Strength of Preference: 10
9. "In favor of green space in the midtown lot, as well as sidewalks behind the Howell Street businesses opposite the Midtown Lot. Love the civic plaza idea."
Strength of Preference: 8
10. "The idea of a square next to City Hall and Leaving North Street a two-way street."
Strength of Preference: 10
11. Closing North Street is a huge NO!"
Strength of Preference: 10

Dislike Both Options-

1. "Dislike 3 long conversions on Broad. Howell prefer one-way south. Need a drop-off in front of Keifer, not 100 feet away."
Strength of Preference: 1
2. "Howell needs to be a two-way again. Prefer the plan stays the current configuration."
Strength of Preference: None