

## Appendix 1

### Survey Results

During most of the planning process, the municipal web site provided an on-line survey that people could access and share their views about key planning issues. This opportunity was provided as community leaders recognized that not everyone

is inclined to attend a public meeting and share thoughts verbally and in a public setting. The availability of this survey was advertised in the community newsletter. Surveys were also made available as handouts to encourage those without a

computer could participate if so inclined. In total, 53 survey responses were obtained and the majority of these were generated on-line. A final tally of data obtained is provided below:

Students are often given the grades of A, B, C, D, and F on the quality of their work. Suppose the City of Luna Pier was graded the same way as a place to live. What grade would you give it?

Please indicate whether you agree or disagree with each of the following statements:

Do you agree or disagree that the City of Luna Pier needs the following types of development:

**Do you live in the City of Luna Pier?**

Answer Options	Count/Percent
Yes.....	45/84.9%
No .....	8/15.1%

**How long do you plan to live in the City of Luna Pier?**

Answer Options	Count/Percent
Up to 5 years.....	7/13.2%
5 years up to 10 years.....	7/13.2%
10 years or more.....	10/18.9%
All my life.....	21/39.6%
Don't live there.....	8/15.1%

**In terms of overall quality of life, would you say that things in the City of Luna Pier have improved, stayed the same, or are worse, than three years ago?**

Answer Options	Count/Percent
Improved.....	14/26.9%
Stayed the same.....	26/50.0%
Are worse.....	12/21.3%

**What are the major issues facing residents of the City of Luna Pier in the future (choose no more than 3)?**

Answer Options	Count/Percent
Taxes.....	13/25%
Utility Costs.....	15/28.8%
Lack of a Tax Base.....	22/42.3%
Safety.....	3/5.8%
Lack of Housing Choices.....	1/1.9%
Jobs.....	8/15.4%
Traffic Problems.....	1/1.9%
General Appearance.....	24/46.2%
Aging Infrastructure.....	19/36.5%
Commercial Area Redevelop.....	27/51.9%
Other (please specify).....	11/21.2%

**What do you consider to be the key strengths of the City of Luna Pier (choose no more than 3)?**

Answer Options	Count/Percent
Family-oriented .....	15/28.8%
Parks and Rec. facilities ..	18/34.6%
Schools .....	1/1.9%
Unique local businesses .....	2/3.8%
Small & Quaint.....	34/65.4%
Lake Erie .....	44/84.6%
Friendly community .....	16/30.8%
Other (please specify).....	6/11.5%

**What, if any, are key weaknesses of the City of Luna Pier (choose no more than 3)?**

Answer Options	Count/Percent
No Weaknesses .....	0/0.0%
High Taxes .....	14/27.5%
Traffic .....	2/3.9%
Property Maintenance .....	23/45.1%
Lack of Affordable Housing....	2/3.9%
Cond. of Commercial Areas ....	31/60.8%
Limited Retail Options ....	32/62.7%
Inadequate Parking .....	10/19.6%
Lack of Jobs .....	14/27.5%

**Luna Pier's location on Lake Erie creates an opportunity to advance a community image based on nautical themes. In similar communities, it is common to see architectural styles, street lights, building colors, signage and banners that reinforce the feeling of being near the Lake. Should Luna Pier take steps toward encouraging this kind of identity?**

Answer Options	Count/Percent
Yes .....	46/86.8%
No .....	5/9.4%
Not Sure .....	2/3.8%

Answer Options	Count/Percent
A .....	0/0.0%
B .....	20/37.7%
C .....	30/56.6%
D .....	3/5.7%
F .....	0/0.0%

Answer Options	Agree/Disagree
Luna Pier is a good place to live.....	50/2
Luna Pier is a good place to raise children .....	43/7
Luna Pier is a safe place to live.....	49/3
Luna Pier has adequate parks and public areas .....	47/6
Luna Pier has adequate cultural facilities .....	13/38
Luna Pier has a good school system .....	35/15
Luna Pier has an attractive commercial area.....	8/45
Luna Pier has adequate parking .....	29/22
Luna Pier has adequate close by shopping areas .....	14/39
There are adequate services for the elderly .....	28/19
There are adequate job opportunities .....	4/45
It is important to preserve/enhance local character/identity .....	49/3

Answer Options	Agree/Disagree
Single-Family Homes under 100K .....	21/29
Single-Family Homes \$100K-\$200K .....	35/16
Single-Family Homes \$200K-\$300K .....	30/20
Single-Family Homes <\$300K .....	18/30
Town Homes or Apartments .....	26/25
Senior Housing/ Retirement Community .....	32/17
Senior Assisted-Living Facility .....	29/20
Senior Citizen/ Nursing Home .....	17/31
Strip Shopping Center .....	26/24
Small Retail Stores .....	43/6
Grocery Stores .....	43/8
Bistro/Wine Bar .....	38/14
Neighborhood Tavern .....	33/16
Casual Dining .....	44/6
Convenience Stores .....	42/10
Fast Food Restaurants .....	31/21
Family Restaurants .....	39/11
Fine Dining Restaurants .....	33/16
Child Care Facilities .....	30/18
Gas Stations .....	45/7
Auto Service Businesses .....	27/23
Lodging (Hotels/Motels).....	33/7
Professional Offices .....	37/14
Corporate Offices, Training Research/Facilities .....	24/26
Distribution Facilities (Warehouses) .....	13/37
Manufacturing Facilities .....	14/36
Specialty Food Stores .....	27/23



**What are the top 3 things you would like to see the City of Luna Pier accomplish in the next ten years?**

Answer Options	Count/Percent
Expand parkland & green space .....	7/13.5%
Create/Expand/connect/ bike paths .....	14/6.9%
Create a stronger tax base .....	21/0.4%
Maintain/develop/enhance existing character .....	16/30.8%
Improve roads .....	7/13.5%
Make the waterfront more of an attraction .....	36/69.2%
More commercial development .....	12/23.1%
Make commercial area more active and vibrant .....	26/50.0%
More housing choices .....	2/3.8%
Other (please specify) .....	13/25.0%

**Do you have any specific ideas about how the lake shore can be enhanced and redeveloped to be a greater community asset?**

- The following is a sample of comments:**
1. Build a small lighthouse at the pier.
  2. Ferry to islands; develop waterfront area with restaurants, shops, etc.; develop shopping / retail area with more quaint, small town type shops.
  3. Make it a harborside community with quaint shops, restaurants and more.
  4. Develop the center of the city.

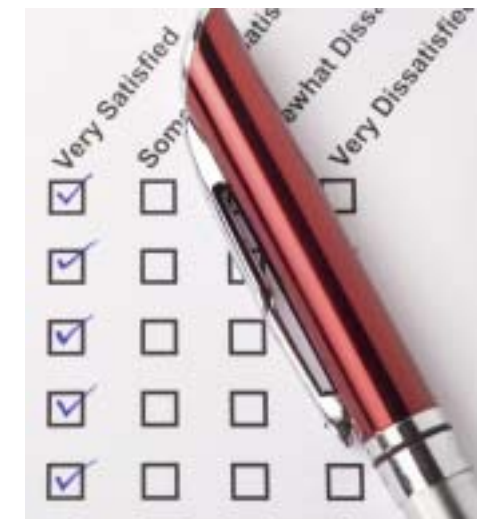
5. Updated local attraction signage at the corner of Luna Pier and Harold.
6. Connect the Harold Dr bike lane to the old Trolley bridge near the public launch, convert it into a bike/walking/inline bridge and make a new trail that follows the channel east to the lake (approx. 2100ft), then another 1400ft of lakeside trail to its fruition.
7. New lighted boardwalk extended out into lake providing ferry service with seasonal activity on the boardwalk (artists, musicians, vendors, etc.) and the harbor park area more appealing (only area public beach and park).
8. Dredge the lagoon side of the pier so boaters can dock to shop or eat. Rebuild or convert the upper part of the bath house on the beach to an eatery with a large deck overlooking the lake.
9. Build a new marina area. Put a restaurant on the beach. Attract people to the water!!!
10. Improve our image with being a lake front town and build up our commercial area to reflect this and welcome visitors to or city. Improve and enlarge our beach area.
11. Dredge the harbor and promote our town to the boating community.
12. A waterfront developed area with attractions such as food, fine dining and bar area would be great.

**Luna Pier is the first City a visitor to Michigan encounters when north- bound on I-75 and tourism is among Michigan’s largest industries. It has been suggested that the City could capitalize on this location and promote a “First Taste of Michigan” with a variety of stores and/or restaurants featuring Michigan food products (apples, cherries, fudge, wine, great lakes fish, etc.). Ideally, this would include multiple establishments offering many products. Please share your thoughts on this idea.**

**The following is a sample of comments:**

1. That would be a great way to attract people to the city.
2. This would be great, keeping convenience of shopping, family activities, and focus being Lake Erie.
3. The idea is sound but there must be an “Anchor” to bring in activity. The peripheral businesses are exposed to too much risk without a main draw and the worst thing ever that could happen would be businesses open up then close due to no traffic.
4. This is the first exit that tourists could stop because of the access to the lake. I agree with this concept of the First Taste of Michigan, I feel it would bring much more revenue into the community.

5. Luna Pier’s main attraction must first be the Lake and its beach. Then, and only then, will people come to the city and make the above “variety of stores and/or restaurants, etc.” viable and profitable enough to exist.
6. I feel these are good things to try. We first have to get rid of the idea that we are a small cottage town that don’t want strangers in our city. You can not promote a town that don’t want to be promoted.
7. First Taste of the Great Lakes.
8. I think that would be great, but lean more toward the waterfront theme, with seafood and such.



**Luna Pier Road (between I-75 and Lake Erie) is the obvious commercial center of the City. Over the very long term as property is redeveloped, which type of very general redevelopment scenario makes the most sense to you?**

Answer Options	Count/Percent
Encourage a unique commercial corridor with the look and feel that is similar to that of a downtown (parking in the rear of buildings, wide sidewalks and pedestrian-friendly, buildings pulled forward toward the street, smaller individual businesses in individual buildings or combined in multi-use structures and pedestrian-orientation) .....	44/95.7%
Encourage a largely auto-oriented corridor (parking lots in front of the buildings, substantial buildings setbacks from the road, larger building footprints, single use structures separated from each other) .....	2/4.3%

**Approximately how old are you?**

Answer Options	Count/Percent
18-24 .....	2/3.8%
25-34 .....	8/15.4%
35-44 .....	7/13.5%
45-54 .....	20/38.5%
55-64 .....	12/23.1%
65 and over .....	3.5.8%

**Are you:**

Answer Options	Count/Percent
Male .....	27/50.9%
Female .....	26/49.1%

**How many people live in your residence?**

Answer Options	Count/Percent
1 .....	4/7.5%
2 .....	30/56.6%
3-5 .....	16/30.2%
More than 5 .....	3/5.7%

