

Farmers Market 2015 Survey Results

1. I am a ...

	Number of Response(s)	Response Ratio
Downtown property owner	5	6%
Downtown business owner	27	27.8%
Employee of a downtown business	42	43.2%
Resident of downtown Midland	3	6.1%
Other	7	17.5%
No Responses	0	0.0%
Total	84	100%

10 Comment(s)

Also a downtown property owner
both downtown business and property owner
i also live 1 mile from downtown
I am a downtown resident and also an employee of a downtown business
I am also a downtown business owner
I am both a business owner and a property owner
I serve as the Saint Brigid volunteer representative at the Downtown Business Association meetings.
I work in the downtown area for the Great Lakes Loons.
Property owner and business owner
Strong likelihood that I will be purchasing both the business and property.

4. On a scale of 1 to 5, with 1 being extremely familiar and 5 being not at all familiar, how familiar are you with Momentum Midland's proposal for relocation of the Farmers Market?

	Number of Response(s)	Response Ratio
1	32	38%
2	15	18%
3	9	11%
4	16	19%
5	12	14%
No Responses	0	0%
Total	84	100%

3 Comment(s)

I am now more familiar with the proposal; but I do admit that it was not clear to me in the earlier meetings on this topic that the intent was to take out two lanes of the Putnam Bridge.
Momentum Midland is the best thing that has happened to Midland in years.
waiting on the studies to learn more

5. What is your level of agreement with the following statement: Having the Farmers Market located in downtown Midland is important to the downtown district

	Number of Response(s)	Response Ratio
Strongly agree	61	73%
Agree	16	19%
Neutral	2	2%
Disagree	2	2%
Strongly disagree	3	4%
No Responses	0	0%
Total	84	100%

5 Comment(s)

Brings thousands to downtown Midland.
By downtown Midland, I assume the new location is included in this statement.
Having the farmers market brings more people to down town which in returns helps with business's

I also feel that a great infrastructure (roads, traffic lights, and traffic light timing particularly) are equally as important. You cannot continue to develop without adjusting roads to keep traffic down. Increase traffic is not appealing.

I don't find that many farmers market customers actually trek up the hill to shop Downtown. I feel the proposed location is in a similar proximity to where it is now.

6. The Farmers Market is an important asset to the future of downtown Midland

	Number of Response(s)	Response Ratio
Strongly Agree	55	65%
Agree	21	25%
Neutral	3	4%
Disagree	2	2%
Strongly disagree	3	4%
No Responses	0	0%
Total	84	100%

1 Comment(s)

The Farmers Market attracts people committed to buying quality and buying local. These are who we see as our customers.

7. Moving the Farmers Market to a location outside of the downtown district would have what impact on the downtown?

	Number of Response(s)	Response Ratio
Strong positive impact	6	7%
Slight positive impact	0	0%
No impact	2	2%
Slight negative impact	25	30%
Strong negative impact	50	60%
No Responses	1	1%
Total	84	100%

3 Comment(s)

Building housing and dining/entertainment is more important

I would reduce exposure and traffic.

Putnam park is a great location to move it

8. Moving the Farmers Market to a location outside of the downtown district would have what impact on YOUR business?

	Number of Response(s)	Response Ratio
Strong positive impact	3	4%
Slight positive impact	3	4%
No impact	40	48%
Slight negative impact	23	27%
Strong negative impact	14	17%
No Responses	1	1%
Total	84	100%

6 Comment(s)

Building housing and dining/entertainment is more important

Farmer's market is not highly utilized by the guests of the hotel. My Chef's use it, and the convenience of walking over having to drive is a issue, but minor.

I do not get any Farmer's Market traffic where i am located. On buttlles

Overall no impact:

Slight Positive - potentially more parking for our current members.

Slight Negative - less opportunity to attract people to our Church and school.

Saturday Mornings we see more traffic in the store due to people being downtown for the Farmers Market. The farmers market downtown provides a pull to Downtown for many people that would probably never come downtown.

We don't rely on the farmers market, but it helps.

9. The current location of the Farmers Market benefits MY downtown business

	Number of Response(s)	Response Ratio
Strongly agree	13	15%
Agree	18	21%
Neutral	35	42%
Disagree	9	11%
Strongly disagree	9	11%
No Responses	0	0%
Total	84	100%

5 Comment(s)

Current market does not greatly impact Saint Brigid.

I think the Hill is a barrier for people to both shop the Farmers and the main downtown busiensses. Having it up away from the flood plain might encourage more Farmer's Market shoppers to stay in the Downtown and Shop and Eat.

It was even stronger when there was a good cook-to-order breakfast restaurant in downtown. Then a significant number of people came up to Main Street after being at the market. I feel strongly that there needs to be that kind of restaurant somewhere on Main between Rodd and Ashman to bring customers into our part of the street. Otherwise, the benefits will move to the East End.

Our employees enjoy having it close by.

When I am at my permanent location, the FM traffic certainly has a very positive impact.

10. In its current location, please list one or more benefits that the Farmer' Market provides to downtown businesses

64 Response(s)

Accessible by foot to coffee shops, restaurants, other shopping.

Added pedestrian traffic to local stores and businesses.

Additional opportunities for potential customers due to influx of people

Awareness of the downtown businesses

Being so close to the H hotel and all of the Main street businesses creates a lot foot traffic that, in turn, creates more potential business.

Bring people downtown

Brings a large number of people downtown on a weekly basis.

Brings additional traffic to the area twice a week

Brings in a lot of weekend foot traffic.

Brings many people to the downtown area.

Brings more people downtown two days a week and increases the opportunity that they will stay downtown and visit a downtown business or church while they are here.

brings people down to the tridge, the water, brings people on the rail trail, and over to the p park. The way the movement of traffic flows folks coming and going are able to visit business on each each end of main street.

brings people downtown to eat at the restaurants and shop at the stores

Brings people from outside the area to downtown.

Brings people in on a Sunday morning

Brings people through downtown.

brings people to the area

Brings people to the Tridge and the parks

Can bring in additional people during open hours. People attending the Farmer's Market are more aware of local businesses.

Convenience for my culinary team

Customer/client traffic

Drawing a large number of people to the downtown area on Saturdays during the summer.

Draws People Downtown

Economic benefit

Exposure and traffic

Foot Traffic

Fresh Produce

Gets people going through downtown.

I'm able to purchase fresh produce for my appetizer items. Brings people to downtown. Brings people from outside Midland to downtown Midland to browse.

I'm sure there are a few people that stop at the restaurants after/before market, but I think most people go down the hill to market, then leave.

increase in potential customers.

Increased consumer traffic.

increased foot traffic and sales

Is its location and availability for the customers.

It brings great traffic flow even if only two days a week. It gives a special, vibrant quality to the downtown area. It is convenient and affordable to local farmers and other businesses which EXTREMELY important from the economic side of the coin. It is a well know, established destination that residents and guest enjoy.

It brings in a diverse group of people to the downtown area allowing them to see what other goods and services are offered.

It brings many people close to the center of downtown.

It brings people downtown on Wednesdays and Saturdays

It brings people downtown that normally don't come here. Even if they aren't purchasing they are discovering.

It brings people downtown who later stop into my business and other business downtown. It was designed by Alden B. Dow and represents a piece of local history.

It brings people to the downtown area! Hopefully, they will stay and shop, buy coffee and have lunch!

It brings people to the tridge area and creates awareness of the Downtown.

It brings potential customers to the downtown area. It brings people from other communities to Midland and exposes them to the other businesses there.

It brings so many people to the downtown area that wouldn't normally be there. Helps to drive business to these stores/shops.

it doesnt

parking forces people to park in the retail area and walk down, putting farmer's market customers in close proximity to other downtown businesses.

It is located near the tridge, which is a tourist destination of sorts.

It is walking distance from my cafe

It is what people are use to and people might not like the change in scenary or atmosphere if it were moved. Might result in less traffic. The smaller location and larger number of people could be good as it creates a buzz.. a feeling of community. If you make it larger and create a new location the Charm may be lost.

No benefit,

none

People are attached to the location and dislike change of any sort.

Residents can access rail trail safely and walk, use walkers and amigos to get to farmers market. Easy and safe access.

The amount of people the market brings to downtown gives people the opportunity to venture on to other businesses in the area that they did not know about. The market gives reason to walk around downtown and see what it has to offer.

The current location allows the consumers to walk Main Street and go into the shops that are open. They may have breakfast or grab a coffee and then go the Market.

The current location has historically been a trading site for hundreds of years perhaps we need to consider two markets

The market brings people down town

the market brings people in, and in turn the people stay around and see other business in the area and visit them as well. thousands of people come to the downtown for produce

Traffic flow toward downtown businesses.

Traffic, and a market for residents..

Traffic, quality of life

Walking distance to businesses, bringing people downtown provides businesses exposure

you basically have to drive or walk past businesses downtown to get to the market

11. In its current location, please list one or more drawbacks the Farmers Market has on downtown businesses

65 Response(s)

- does nothing to leverage the market activity into other downtown investments (like residential, commercial space). If we can leverage the market into other investments, then all downtown businesses will benefit.

Being at the bottom of the Hill on the flood plain. Prevents easy access to rest of Downtown. Parking and traffic congestion.

Clogged parking

Congested parking. Also, most people who attend the farmers' market now drive in and out of Downtown. They aren't walking around. If it's up on Main Street citizens will have more access to stores. It will only benefit our businesses

Congestion and overcrowding of parking spaces

Limited space - limited numbers of vendors

Congestion at the tridge

Crowded and that space can be better utilized for recreation.

Disconnected from downtown

Employee parking

Farmers Market vendors and guests take resident parking on Wednesdays and Saturdays. They do not see the signs on our overflow parking and residents become very stressed when they lose their assigned spot. Disadvantage is that it is now too crowded for seniors to navigate safely in farmers market. Many don't go on Saturday to avoid falls.

Flooding

honestly we don't see traffic from the farmers market. people rarely walk up the hill and once they get their produce they feel the need to take it home to keep it fresh and they don't really shop

I cannot think of any.

Limited space to grow: How so? the proposed recreational area will demand much more space and it is carved out.

Limited parking: again, a recreational area, provided it is not intended for hotel guests and condo owners only, will require many more spaces for parking.

Heavy traffic: 5 hours twice a week?

I don't believe that there are any drawbacks to having the farmers market in its current location.

Isolated and therefore minimum benefit to downtown

It is a long walk from my cafe

It is not as connected with downtown. Let it be a part of downtown by not being down the hill. Also, with it being outside a majority of the time, people do not have the access to it that they should.

It is not in plain sight and tends to be hidden from people passing through Midland if they aren't looking specifically for the market.

It is slightly separated and the parking available allows people to only visit the farmer's market and then leave.

Limited schedule (2 days per week) reduces opportunities for more visitors to downtown.

Limited seasons - restaurants miss the traffic in cold weather.

No

None

none

None

none

none to me personally

Not open year round, floods in most springs, and lacks the proper facilities a farmer's market should have.

Occupies river front space

Packed. Weather really affects it.

parking - traffic congestion - lack of space at actual market

Parking can become a slight issue on market days.

Parking congestion

Parking during busy downtown events

Parking for business owners and employees

Parking is challenging.

Parking is taken up by people only attending the market. The market is only open a short window of time that the downtown business are actually open, the majority of market shopping is completed by the time the businesses are open for the day.

Parking is the only drawback I cant think of- sometimes its challenging on Saturday morning parking issues

parking crowded

parking overflow of vendors

Parking! Which is a problem anytime there is something going on downtown Midland.

parking, seasonal

People can park right next to the farmers market without having to walk/travel past the downtown businesses.

people drive right past all the downtown stores. they don't even see what is going on

People park in front of businesses to get to the market, and make it more difficult for customers trying to enter these shops to do their shopping.

Poor parking

Saturates an already saturated area. Too busy in one spot - frustrates attendees of the farmers market and early downtown shoppers.

Seasonal, Limited Markets, Old School

Separated by virtue of being behind businesses.

Separated from main street

Some folks aren't willing to walk back up the hill to downtown businesses. They drive right to the market and leave without visiting other downtown locations.

some people stay away because of the parking

sometimes parking is an issue and as the market has become super crowded, there is a slight negative impact when people decide not to come downtown because of the farm market crowd

Still Too far away.

Takes up parking and due to its location, people shop at market, then leave.

Taking up parking for "regular" customers.

the drawback is that they allow too many vendors. it is like a flea market now instead of a "farmers market".

the hill. Again nothing to invite people to walk up..

The parking has gotten ridiculous on market days, all our employees park down by the market and we are all displaced on Wednesdays and Saturdays. Employees have to park on the street, and sometimes forget to move and then get ticketed.

The size and room for the farmer's market is a major drawback to the success of the market.

too far away.

TRAFFIC AND PARKING. Crowded aisle ways. Too many people stop and talk to others blocking aisle ways and baby strollers don't allow you to see the vendor's goods. Parking and crowded aisles ways deter me from going to the Farmers Marker.

Traffic congestion

Parking issues

Way too crowded, simply not enough space the way the current market is laid out.

12. Movement of the Farmers Market to the location proposed by Momentum Midland would have a positive effect on downtown Midland

	Number of Response(s)	Response Ratio
Strongly agree	39	46%
Agree	14	17%
Neutral	16	19%
Disagree	7	8%
Strongly disagree	8	10%
No Responses	0	0%
Total	84	100%
24 Comment(s)		

A vibrant market (especially with emphasis placed on healthy organic produce meat, and other goods these day) is very important, not only to customers but to local farmers as well. This new location would give plenty of room for vendors and even growing room which would benefit many.

Allowing for year round operation would draw crowds to other businesses in what is currently an off-season.

Best decision ever. It will give an immediate boost to our downtown.

Building housing and dining/entertainment is more important

By moving it to the new downtown location- you are allowing it to grow and expand (the current Farmers Market is bursting at the seams), while still keeping in an accessible area for all and still keeping it in the downtown area.

combine the downtown and enlarge the entire downtown

even more traffic, with the new park attractions, and the farmers market it could ad more traffic over all.

Having people at the top of the hill instead of the bottom will make it more likely that they will walk around before leaving the downtown area.

holding opinion until studies come back

I am having trouble picturing how that location has more space than the current location, but I do see that there can be better parking options pretty close (loons, parking structure). I do not like the idea of reducing the number of lanes on the poseyville bridge

I am neutral on the location movement. It does not impact my business. And as a Midland resident, i default to the professionals making the decisions. I prefer the current location of having the FM by the tridge, but i'm still going to go to the FM if it's relocated.

I don't think the location will have as much of an impact as expanding the number of vendors and adding space for year round vendors. It would also make it an easier walk to get to other businesses (though it might be a bit longer, it wouldn't be up hill.)

increased business in downtown area, economic development, increase visibility and use of downtown area, greater appeal to more people, greater appeal to younger demographic

It depends on having restaurants and businesses that will attract the market customers.

It depends on whether you trust the people who are running downtown right now. The initial move of the Farmers Market may have a slight negative effect on downtown businesses. However, if the overall downtown is greatly improved then in the long run this may bring more business to downtown.

It would create better pedestrian traffic flow between the East End and the rest of downtown, effectively enlarging the perceived size of downtown.

It's unclear as to whether there would be a positive impact - there should be a positive impact if the right businesses can attract more people downtown; however given the recent concerns noted from our neighbors who live on the others side of the Putnam Bridge, we may alienate them towards supporting downtown Midland businesses including the Farmers Market.

Link all of Downtown together

Links the 'east side' + beautiful ball park with the 'west side' which is more heavily trafficked. No more dead zone! Brings opportunity for more growth.

Moving the Farmers Market to the proposed location would not benefit the current downtown businesses. It is to far removed from the Main St businesses.

Simply cannot predict the outcome for all. My inital reaction is that having to destroy a bridge lane to make room for the market seems a bit like putting a square peg in a round hole. Seems forced, but if the pluses outway the negative of destroying a trafice lane, maybe it's a good thing.

the movement of the market by itself is unlikely to have a change. adding the other components of the market and plan will have a much more positive effect and cause people to linger downtown more. Making it year round will also help to revitalize the area. The hours it open only on saturday are not enough to have a measureable impact on my business
The proposed location is too far from the local businesses to walk and people will not leave the market and go downtown to shop.

The size and position of the proposed location is not conducive to the function of the market. Reducing the number of bridge lanes is unwise and unsafe and unfriendly to residents, students, businesses and employees in Bullock Creek area and beyond (e.g. HSC). It would disrupt the connections within the Great Lakes Bay area that we are trying to establish and strengthen, and would not help connection to the downtown at all. It would be yet another isolated area in the Ball Park area.

13. Movement of the Farmers Market to the location proposed by Momentum Midland would have a positive effect on MY business

	Number of Response(s)	Response Ratio
Strongly agree	22	26%
Agree	15	18%
Neutral	31	37%
Disagree	9	11%
Strongly disagree	5	6%
No Responses	2	2%
Total	84	100%

13 Comment(s)

I don't feel the farmers market impacts my business at all

If our residents can find safe access to get to the new location, the larger space would be more beneficial to safety. Going indoors in winter would be a nice change for residents. Finding safe ways for amigos, walkers and seniors to get from RP to the new market location would be great.

It moves the exposure and traffic away from us.

More people - easier to get to the market when walking--no big hills, easier for those with physical challenges

Neutral because we see positive and negative impacts. We are primarily concerned about the potential longer term impact on available convenient parking spaces for our members; on the other hand - we recognize the opportunity for more people visiting downtown increases the chance that they will visit our Church or attend one of our events. Regarding the parking in downtown Midland, our concern is in reference to the longer-term vision and proposals.

new positive changes benefit everyone

Not 100% sure, assume yes because more people will stay and shop and eat Downtown if they don't have to climb the Hill. Our busiest time of year coincides with the farmers market. The move could either be a huge benefit or it could crush us. The worst thing that could happen is that our parking lot fills up with people who visit the farmers market, but not our store. That's the trend we are already seeing with the restaurants that have opened on Townsend. There is also a huge opportunity for people to walk right over from the market. We could see a boom in business. Its hard to envision which way it will go.

Pedestrian traffic does not currently come up the hill from the market, customers would be more likely to explore downtown on foot while at the market if it is moved up onto Main St.

The additions to the proposed FM will increase the probability of hotel guests visiting.

The in the proposed location, we would more than likely see a decrease in foot traffic on market days, but the parking issue would for the most part be resolved.

The market will be in our neighborhood creating exposure.

We don't gain customers from the market and would probably benefit from having less traffic around our business during the hours of the market for employee and current customer parking.

14. In the proposed location, please list one or more benefits the Farmers Market would have on downtown businesses

64 Response(s)

- placing the Market on Main St as part of the business community
- creating better opportunities for residential and commercial investment

A larger market might attract more people to downtown. A year-round indoor market could bring more customers to downtown during the slower months.

A market open all year would help generate more traffic downtown. Being right on Main Street would also help increase traffic for Main Street businesses. The riverfront area could be used for additional exciting additions and attractions.

Better visibility, better access, more options, would function more as a piece of downtown, parking would be more shared to encourage access to the rest of downtown

Bring people to Main Street and spark economic development

Congestion would be lessened and parking wouldn't be so crazy

Draw more public in winter to downtown restaurants and stores.

Easy to walk from the market to Main Street businesses
Potential for more retail space on streets parallel to Main St
Public restrooms!!!!

even more traffic, with the new park attractions, and the farmers market it could ad more traffic over all. I'm planning on more Residential locations and Farmers Markets are a huge draw for potential renters. We can't afford to lose it to another location not near Downtown.

Expanded vendors should mean a bigger draw to the area, plus a flatter walk to other businesses.
having it remain in downtown

How many of our downtown shops and restaurants are frequented on Saturday morning? Numerous families decide to walk downtown when they are done visiting the farmers market and grab lunch/ stop at a couple stores. Without the draw of the farmers market- their sales would wane on Saturdays

I don't think it would benifit

If it's up on Main Street citizens will have more access to stores. It will only benefit our businesses

I'm sure the East End and the Dow buillings containing retail would find it beneficial, but only on that side of the bridge. No incentive to be a part of the old fashion downtown

I'm thinking that more people would visit the Farmers Market if there was more parking available. I also find that many people won't walk up the hill to downtown. I have heard of quite a few people that have quit coming down on Sat. because of the parking problem and market crowding.

improved traffic flow and visibility

In the light of all the disadvantages I have listed, I cannot think of any benefits. I do not see building of a "food mall" and relocating the FM as a promising development. Malls are fading away, concentration of food vendors in one place and moving them away from downtown would diminish instead of increase the diversity of offerings and vibrancy

Increased downtown traffic benefits other businesses.

Increased foot traffic

increased people in the downtown area, increases business opps for local retail
economic development!!

It allows consumers to park and shop the many great stores located downtown.

It could potentially free up parking spaces immediately in front of businesses. Being open year round might also bring more people to the city in winter and early spring as well.

It helps link the East End district to the rest of downtown, which in turn, increases the size of the downtown. It will draw people further down Main St, drawing more attention to businesses that people may not normally visit. Plus, the biggest asset in the downtown area, the baseball stadium, as the chance to be seen by more visitors.

It might free up some parking.

It will accommodate more businesses and be open all year thus improving the traffic benefit.

It will be more connected with downtown as well as spread downtown towards the city more. It is easier to get to.

It will draw people to other areas of downtown. The current location has very limited entrance/exit options, whereas the proposed location allows for shoppers to enter from all directions, creating more foot traffic and more exposure to downtown businesses.

it would be much easier to by around the other stores and it will make downtown even prettier.

it would be open year round and that will generate more traffic. it will also have a food court and other amenities that will make people want to plan to spend time and not get their stuff and go home.

It would help tie Dow Diamon and Eaqt End to central downtown district

keeping people downtown, so they would still eat and shop at downtown stores, given that the parking is better down by East End and the loon's it would allow for parking at the old farm market for folks coming to the downtown stores, so that would eliminate the need to avoid downtown on market days.

Keeping the people in the downtown area

Larger, more space, would tie in the east end with the downtown,

Link downtown with the ball diamond and East end. Bring new development in.

Link east end and downtown

Location for Riverside residents and downtown people could pick things up at noon or on way home like milk, etc. Deli at noon would be especially beneficial for local business people.

Maybe some foot traffic increase in some businesses close to proposed location, but all in all, once the hype of the new location dies down, I feel that is will be business as usual for most businesses in the area.

More density of businesses and therefore potential customers

More year round visitors to downtown Midland

More parking would be available

More room and area for the farmer's market, which is a huge benefit and positive.

Much larger potential to bring new customers to downtown businesses; potential to bring new businesses to downtown, which, in turn, brings new customers to all businesses.

New construction/appearance of improvement/growth.

Organized commercial venue.

Venue for small business start-up.

Connection of main street corridor to East end.

no change

Noen

NONE

None that I can see.

Open year round

Opportunity to be open more days per week

Larger number of vendors

Larger space to accomidate more shoppers

Opportunity to have year round businesses in the new location and more vendors. Also, the current Farmers Market area could be developed for greater recreation use.

Potentially more people depending on the year-round businesses recruited.

Providing connectivity between all ends of Main St. Stimulate economic growth along the east end of Main, which is often overlooked at this time.

Short walking distance. Easier access to farm fresh local foods which is positive to both our business and local economy

Will link the east end to the west end of downtown unifying the entire downtown district

The entire downtown area would have a "more" happening feeling. It would continue the re-creation process in an area 10 short years ago was heading in a downward spiral.

The Farmers Market can bring people in all year around! With better connectivity downtown, there will be more opportunities for growth. Both of these are benefits for all of downtown.

the year around activity at the new location and the year around activity proposed at the current location would bring a lot more people downtown in the winter & spring.

There are really no benefits - it is going to upset a lot of people and cost a lot of money that could be spent elsewhere in the community with tax payers money.

tying the East end with the rest of downtown

Will bring in additional people to the downtown area.

People attending the Farmer's Market are more aware of local businesses.

It can be located in an area that can be open to the public for more than just a few hours, twice a week.

Will create more room for additional local vendors and a larger selction of goods.

with more parking and more vendors - it would allow more people to come downtown as the present situation causes people- not to come(no parking & crowded

Would have Main Street access, better stalls for vendors, all shoppers and vendors would be out of the rain.

Would hope more there are more shoppers, would hope they would walk from the market to downtown businesses.

Would open up the current location to develop more of a 'park' or place for outdoor activities. Hopefully it would begin the

Year round capabilities bring people to downtown Midland during all seasons. More activity in the downtown areas where businesses are closer together. Parking will be much easier. Better utilize the space the current farmers market sits on.

year round traffic of customers

15. In the proposed location, please list one or more drawbacks the Farmers Market would have on downtown businesses

55 Response(s)

-

?

Bring to down town and and future development would bring

People downtown town to live and work

Will that work.

By shifting traffic on the Poseyville Bridge, which would be a good thing in many respects, may cause traffic build-up during heavy drive-time hours.

Change is scary ;)

Changing around the poseyville bridge lanes.

Closing a portion of the posyville bridge would limit traffic flow from the south of town. Taking out infrastructure doesn't make sense.

Competition with existing restaurants.

Construction confusion and limited access to downtown from East End while being established. East End bldg. is bringing many people to the restaurants on the East End that otherwise did not thrive in the past. Keep this gateway open during construction so East End employees will continue to support downtown.

Don't know. None for my particular business.

Draw people away from existing businesses and offices.

I believe the proposed location is to far removed from the downtown business and feel it would not benefit me as a business Manager.

I don't see a lot of drawbacks. Perhaps parking would be an issue?

I feel if traffic congestion is increased in the Poseyville bridge area non Farmers Market customers will avoid the area.

If, as proposed, current food related stores are moved to the proposed area, downtown would loose a lot of its diversity necessary for a commercially successful downtown. People who come to shop in those places now, notice other businesses as well and add them to their list of must see places. Renting space in the new FM may not be as affordable. in the proposed location, people will not have to drive down town to get to the market, they can by pass it.

It could cause problems with parking and may cause congestion along Ellsworth and possible even Main coming from the East End Building.

It might pull people away from the other shops, taking away the likelihood that they'll wander in and explore the other businesses located further downtown or down side streets.

It moves it away from the current businesses thus reducing exposure.

It's add the far end, east of town. There is a huge gap between that and the businesses. People don't walk up the hill to shop, I don't see them changing their behavior and walking three to four blocks to the nearest stores for shopping. Part of the plan needs to be how we will retrain people to walk that short distance.

Less exposure for current businesses (for all but those at East End), no longer in walking distance (for all but those at East End)

less favorable entrance point from the south

make it harder to get out to the Bullock Creek area.

More a walking distance to local downtown shops.

Might be harder to park.

no drawbacks

NONE

None

none

None

none

none

none.

None.

parking

-Parking issues for businesses

-The businesses out on Poseyville will be more inconvenient to access due to traffic flow issues

- there will be a shift in attention from one side of main street to the other, this could negatively affect businesses, but Parking will probably still be an issue for shoppers.

PARKING!!!!!!

People being afraid of busy roads for crossing.

People wouldn't need to go directly through the downtown shopping area to get to it so some businesses may be overlooked.

possible decreased foot traffic

Potential to draw away from main downtown area and towards East End.

Potential traffic congestion and/or parking issues, but I believe those can be addressed. I can't think of any other negatives.

Safety of pedestrians - specifically due to speed of the cars coming over the bridge into town (George St.). Basing this on experience of crossing this street to go to a Loons game.

See earlier comments. Seems to be a forced location if you have to destroy a perfectly good bridge lane.

separates the downtown from the proposed location, too far for people to walk from proposed site to downtown. People need convenience/and attractions to walk from one end of the "downtown" to the East End. No incentive now and even less with your future plans

takes the "walking" smoothly to businesses on main street out of the picture. Growing will allow food in the building and it will take away from the long time food vendors on main street. It will slowly hurt the small businesses downtown if the market grows any larger and more vendors are brought in.

The negative impact would be more on individuals trying to use the poseyville bridge as far as I can tell

There are not any

This move would not benefit the businesses in downtown. It has taken quite a few years to build the momentum to downtown. Why would anyone take this away from Downtown.

Traffic flow going to current Farmers Market past downtown businesses would not occur. The new market would be a destination spot away from current businesses.

Traffic problems/ flow will be even more difficult for drivers to access Poseyville Road.

Traffic nightmares, parking would be worse, moving the Farmers Market would only bring business to the Loon's stadium area

visitors to FM pass by local business, and miss the opportunity to walk by and visit.

We might get sick of the excitement of all the new people who would frequent downtown. Seriously - has anyone experienced the wonders that Eastern Market did for Detroit? Do you know that hundreds of people in Grand Rapids make a pit stop at the downtown farmers on their way home from work to pick up dinner?

Would occupy ideal real estate for housing

16. Please provide any additional comments you have for the DDA to consider in regard to the presence of the Farmers Market in downtown Midland and on downtown businesses

42 Response(s)

All great change comes with great discussion and debate. The conversations surrounding the Farmers' Market have been around for a decade, and the issues facing the current market are well documented.

Consider potential challenges with current location once the market is moved - teenager hang out, crime....

Downtown Midland, in its current mindset and ways, is for old people. We have so many intelligent, young, vibrant, and very well paid individuals brought to this town who thrive for a 'bumpin' downtown atmosphere- where they can walk back to their studio apartments after a night out full of live music, a thrilling ball game, or a show. They want to be in awe of charming buildings that host niche mom and pop shops. They want to shop at the big farmers market for dinner after being out on the waterfront trails for a few hours. Downtown Midland has potential to provide this.

Farmers market is a great idea, but I do not believe it is the first thing that Downtown Midland needs. There is no life in Downtown after 5 PM. For Midland to become a vibrant downtown, like Ann Arbor, Holland, or Grand Rapids, you need to have housing and dining and entertainment options in downtown Midland. Downtown should be the place that people come to spend their discretionary income and live, not a place people only come to at 8 AM for work and leave at 5 PM when work ends. With the Loons having home games 70 nights a summer, restaurants and bars could do excellent business attracting Loons fans to come before and after the game, pumping money into downtown Midland. A farmers market still will only attract people on Sunday mornings like the current one does and I am still not sold that the planned restaurant spaces inside the farmer's market will be dinner and after hour destinations like they are intended to be. East End and State Street do not instill confidence in me.

Future development is something every citizen should want for our community. A trendy new downtown market location is necessary for growth to continue both in the residential and commercial arena. Way to many Midlanders shop and play in more upbeat highly populated downtowns, we need to provide products and service that makes our community one worth staying "home" for.

I am a strong proponent of the proposed farmer's market. It will create more opportunities for vendors, spur additional business opportunities in the surrounding area and strengthen the connection between East End and downtown. Additionally, it will mitigate current issues with potential flooding, which has a negative bottom line impact for vendors at the Farmer's market. Year round vending opportunities will create additional revenue opportunities for vendors as well.

I believe a new Farmer's Market can be a staple to downtown Midland. It will bring in more people to the downtown area and create a higher demand for more local shops/eateries.

I have a possible venture I would like to talk to the DDA and the City about... It would be of value, for the area but it may take some cooperation on the City's behalf.

I hear a lot of comments that a big reason behind the Farmers Market move is to increase the viability of the East End investment - even if it would be at the expense of the rest of downtown. I think there is some truth to this. I think that the move still should happen but the reasons to be in favor of it are that it allows for a year round market as well as far better use of the riverfront - not that it will help downtown.

I really like the concept of a year around market. I do not like the fact that it is so far removed from the Main St businesses. Midnight on Main was such a big hit the first couple of years, then it was moved to East End and has since been a flop! Not at all good for businesses on Main.

I support the new location. A modern FM has documented positive affects of other cities.

I think it's important to expand the market to allow for more vendors, as well as have indoor/outdoor space to allow for the market to be successful under different weather conditions. The current market is wonderful but we are rapidly outgrowing it, and a new market could be a catalyst for additional businesses and development in the downtown area.

Also, I think it is important that the market be unique and capture the spirit of the area -- something a little more welcoming and less flashy/industrial than East End. Feedback from Midland residents could be very important here. The cultural feeling should be homegrown and not imported.

Really hoping something happens here, as this market could really help build some local momentum!

I think the brightest spot for relocating the farmers market is the new options for what can then be done at the riverfront. The proposed structure also can provide several new uses beyond the farmers market. It will better connect current downtown with Dow Diamond.

I think you would keep the Bullock Creek people happy if you kept 3 lanes on the Poseyville bridge. Also, I know some of the negative comments are coming from people who think it's going to increase our taxes. I think the financing of it needs to be a little clearer.

I travel the Poseyville Bridge on a daily basis to and from work and have experienced added traffic congestion with the current bridge work. The current work has the bridge limited to one lane in either direction which is similar to the proposal if the market is moved. I also know as someone who travels this every day the current traffic isn't as bad as it will be in a few weeks once school has started and more people are done with summer vacations. I don't object to the proposed location of the market but strongly object to taking a valuable bridge into town from 4 lanes to 2.

I truly think that your intent for a new vibrant farmers market is wonderful. Part of the appeal to Downtown Midland is the small town feel. If we can keep that same feel and move the farmers market, then I am for it.

It is important to keep traffic flow and parking front and center in your plans as well. No one wants to feel like it is a chore or inconvenience to go to market. If you have to drive around for 15 minutes, once you finally make it to downtown Midland, looking for parking and walk 10 minutes to walk there because the closest spot you could find is 5 blocks away, wouldn't you just go to Meijer instead?

Is it possible to keep the size of the poseyville bridge, just move it? If you only have a 2 lane approach, you are going to make things more difficult for those who do business and work in that area... Again, if it is difficult to get to, people will seek an alternative which will eventually hurt businesses in that area.

In my opinion the Farmers Market would need to remain downtown. There is not another location that would make sense. I feel it would a negative impact on many of the small businesses downtown if it is moved. I do feel Midland needs a year round market and downtown is the perfect place.

Increased economic activity

lay the foundation for further expansion of the downtown area

It is easy to be pessimistic about change, but I hope people will look at the bigger picture. The move is just one piece of the puzzle. Overall we should see a lot of good from all of the changes they are proposing. it would be the springboard for downtown growth for decades to come.

Look at the City of Des Moines, capital of Iowa and what they have done. The farmers market is actually on the main streets downtown and closes exactly at 12. All vendors are removed and it provides both parking and space for everyone. They have the same seasonal weather as we do so the argument against that is mute. When I go to the farmers market even on my lunch hour, I don't stop at any of the downtown stores. I go to the market and leave.

Midland needs this to happen. The chance for this city to grow and become more vibrant is something that is long overdue. Midland is not currently looked at as a destination place for people to work and reside in. By allowing the chance for more businesses, living space, activities and refreshed vibe, you are allowing Midland the chance to grow as a community.

Note the proposal is to change the Farmers Market to a Public Market. How many present stall holders are farmers as opposed to other businesses? Important statistic. Is it the City's/DDA's function to set up competition to present businesses? Fine line between that and development.

Obviously I am in support of this proposal. I feel that a year-round and expanded farmer's market will be a benefit to the entire downtown area, will draw more people from Midland and from surrounding areas to our downtown and will make Midland a Saturday morning destination.

Overall the design is great and I hear very positive feedback from the one in Flint that is similar. As a property owner I support this development. The market by itself is unlikely to create the revitalization desired but is a necessary first step. The streetscape on main street is in need of the proposed work and will hinder the benefits the market will add. The final piece to make downtown a destination beyond the hours the farmers market is open is to complete the riverfront proposal. This concept is desperately needed and is what will make downtown a true destination place and allow for tourist marketing to help grow our retail and restaurant businesses downtown. I just don't see the market as the silver bullet. Please build this new farmers market location.

Run the traffic study AFTER school starts to get a true picture. Otherwise, it will be subject to a bunch of criticism

the concept of Momentum Midland is a great concept but spending money on a market that should really be only seasonal will only be hurting the smaller businesses downtown as well as Farmer Jacks. Why should we run these businesses out in order to grow something that should only be seasonal? Maybe revisit the "farmers market" original concept and see how it has gotten out of hand. Please don't create a "flea market" because that is the way we see it going.

the East End and the downtown are not part of the same space. They are two different places. Downtown needs interesting retail shops - different from Mall and big city stores. Think Holland, Traverse City Downtown should be a destination not a just convenient place to bring children to trick or treat.

for the East End and Downtown to become one integrated environment, the streets should all have the same attractive feel. There should be shops all along main street to the East End. right now with the Chemical Bank building has nothing to bring people to the middle.

Unique Shops in a unique atmosphere.

Where are all these new residents suppose to do daily shopping? not a drug store or grocery store any where, which automatically means any residents must leave the area to shop - how does that help

The Farmers' Market is one of the major draws of customers to the downtown area during the summer.

If the size was increased and the market held year-round, it would definitely be a plus for the downtown area.

The Farmers Market is the center of most Midlanders Saturday mornings. There have been Farmers Markets similar to the one proposed opened in areas like Flint & Detroit and it revitalized and grew the businesses/area near it. We want the growth of the Farmers Market and the relocation would foster that. This is a great plan to move the Farmers Market to a better location downtown and allowing it to expand and positively impact our area.

The Farmers Market should be moved to Dan Dan Mattress Man location. Large indoor structure for year round and multiple businesses, adjacent to park for people to take lunch to benches, major roads on both sides, parking could be arraigned on all sides of building so no-one walks their pumpkin more than two rows to their car, you could put multiple entrances on the building on all sides, provides closer link to circle business district.

The majority of attendees to the market enjoy rubbing shoulders with everyone and enjoy meeting people. You can always find a parking place within 5 minutes. Most people are only there for about 15 minutes.

The Putnam Bridge overpass acts like a barrier on Main St, putting the market there would turn a negative into a positive and pull people to it from both directions. I think it is a brilliant plan, as long as altering the vehicular traffic flow on the bridge itself doesn't create a problem.

This is a must for the future of Midland

This is a big if, but lets say Ace Hardware can no longer compete with the big Home Improvmeent Stores and closes. Imagine buying up that entire 2 blocks in that area and giving the current small and micro business owners on Townsend options for permanent spot in the New Farmers Market built on their former location. You could offer Deckers another location Downtown closer to the other Bars & Resturants. Maybe the Old Post Office. The Cleaners is already out of business so no worries there. Sure this would be more money, but we have seen this done before for River Side. This area to me is the best spot for a Permanent Farmers Market, and it's closer to the Main Downtown Area and would certainly still tie the whole downtown together from the Ball Diamond to M20 without impacting the business and homeowners that use the bridge.

This is a brilliant idea. We need change in order to make this town appealing to all generations. It needs to grow in order to grow population in the city. Speaking as a young professional, this is what we are looking for... a downtown atmosphere with a homey and safe feel to it.

Two Comments regarding the proposal:

1) Our primary concern at Saint Brigid is around potential loss of convenient parking spaces for our Church and school parishioners and visitors. While the move of the Farmer's Market may not directly impact our parking situation - the longer term vision of the changes being proposed could negatively impact parking.

2) Given the history of the Putnam Bridge ('Bridge of Friendship') and the recent concerns expressed - how do we weigh the potential benefits of what this move brings to downtown vs. the cost of alienating and breaking community friendships? The good intentions of this proposal to enhance these community connections may not be achieved based on recent concerns over the removal of two lanes of the bridge.

We have had the opportunity to learn that established businesses and commercial spaces are not so easy to develop and once they are removed, traffic and hence economic benefits greatly diminish. Omelets and More (what a traffic generator that was!) and Hamilton's bakery are the prime examples. FM is a destination in Midland. The rule of thumb in city planning is, if something functions well, do not touch it. We can still maintain the 2x a week FM in its present location even if other contents are developed as well. Instead of building an in-door farmers market, why not develop a smaller, but well supplied food store (independent since chains like Trader Joe's or Wholefoods do not see it profitable to invest here) that downtown desperately needs. It would be within reach for many downtown residents, Riverside tenants, as well as employees in the entire downtown to buy food for the day after work. Develop a new place and leave all existing food vendors and FM where they are.

We will still have to find a way to tie in East End with downtown. Reasons to make them want to walk a couple of blocks and spend some time. Right now it's pretty much park, shop, leave.

While the current Farmersâ€™ Market has served our community well for years, it is now struggling to meet the needs of a growing number of vendors and customers due to limited parking, flooding, aging infrastructure and a lack of room for growth and capital investment at the current location. Meanwhile, relocating the Farmersâ€™ Market would activate a new portion of Main Street and create a more vibrant, walkable Downtown. In addition, the recommended site leverages the success of the market by creating attractive commercial investment opportunities nearby. The relocation would also enable the Riverfront to be reprogrammed into a vibrant center of activity all year long. The new, year-round market would create new energy and activity Downtown and make Downtown a more unique destination with a greater variety of uses, features and activities.

will be a great benefit to this city.
