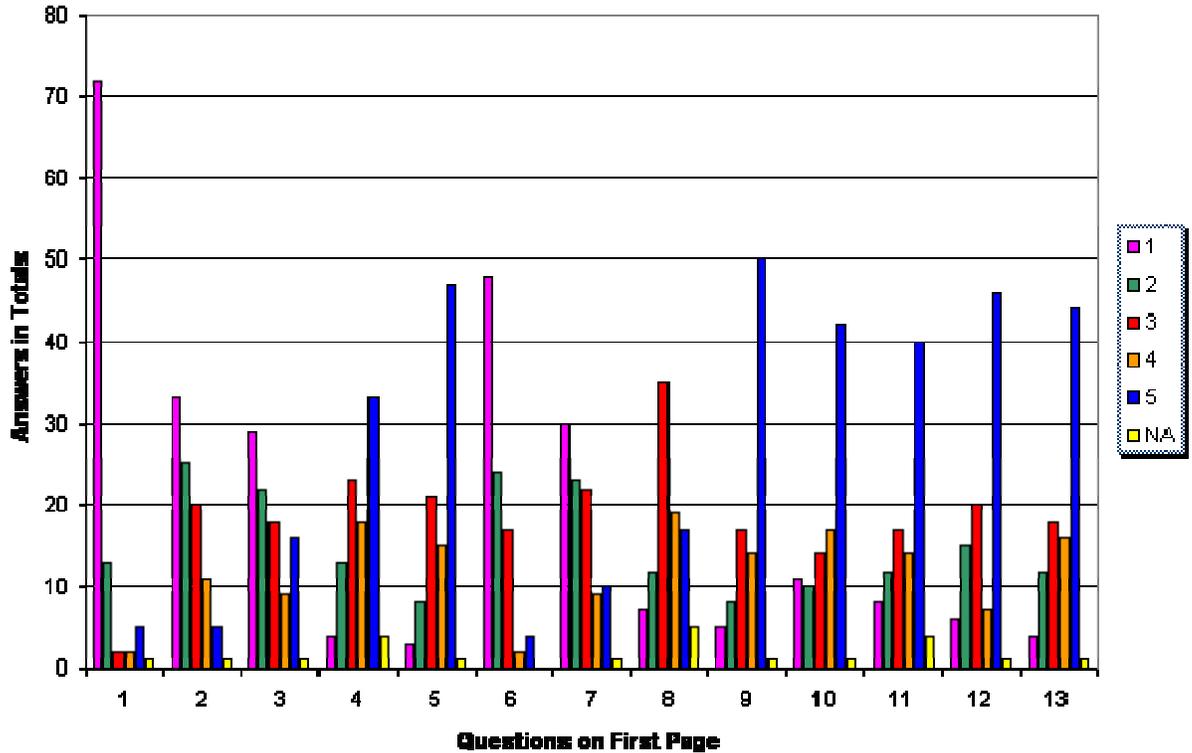


**Degree of Importance (survey--1st page) Tally Results**

|           | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>NA</b> | <b>totals</b> |
|-----------|----------|----------|----------|----------|----------|-----------|---------------|
| <b>1</b>  | 72       | 13       | 2        | 2        | 5        | 1         | 95            |
| <b>2</b>  | 33       | 25       | 20       | 11       | 5        | 1         | 95            |
| <b>3</b>  | 29       | 22       | 18       | 9        | 16       | 1         | 95            |
| <b>4</b>  | 4        | 13       | 23       | 18       | 33       | 4         | 95            |
| <b>5</b>  | 3        | 8        | 21       | 15       | 47       | 1         | 95            |
| <b>6</b>  | 48       | 24       | 17       | 2        | 4        |           | 95            |
| <b>7</b>  | 30       | 23       | 22       | 9        | 10       | 1         | 95            |
| <b>8</b>  | 7        | 12       | 35       | 19       | 17       | 5         | 95            |
| <b>9</b>  | 5        | 8        | 17       | 14       | 50       | 1         | 95            |
| <b>10</b> | 11       | 10       | 14       | 17       | 42       | 1         | 95            |
| <b>11</b> | 8        | 12       | 17       | 14       | 40       | 4         | 95            |
| <b>12</b> | 6        | 15       | 20       | 7        | 46       | 1         | 95            |
| <b>13</b> | 4        | 12       | 18       | 16       | 44       | 1         | 95            |

**Degree of Importance (1st Page)**



## **Referral Questions for Degree of Importance Chart**

**Question 1-It is very important that the zoning code be written to attract businesses to the central business district.**

**Question 2-It is very important that the zoning code preserve the historic nature of the business district.**

**Question 3-The zoning code should limit the types of businesses that may be in the central business district.**

**Question 4-The zoning code should have rules that require buildings that are to be repaired, maintained, and improved to look like the historical buildings in the downtown area regardless of the cost.**

**Question 5-The City should decide how the fronts of the buildings should look.**

**Question 6-The building owners should decide how the fronts of the buildings should look.**

**Question 7-Business owners should decide how the front of their stores appear even if they will not appear similar to the neighboring stores.**

**Question 8-Pedestrian walkway patterns are more important than parking.**

**Question 9- The zoning code should require all construction done on a building be done so that the building will look like the buildings on each side of it.**

**Question 10-The zoning code should require a new building, or a building replacing a destroyed building, to be built to the same height as the two buildings on each side of it.**

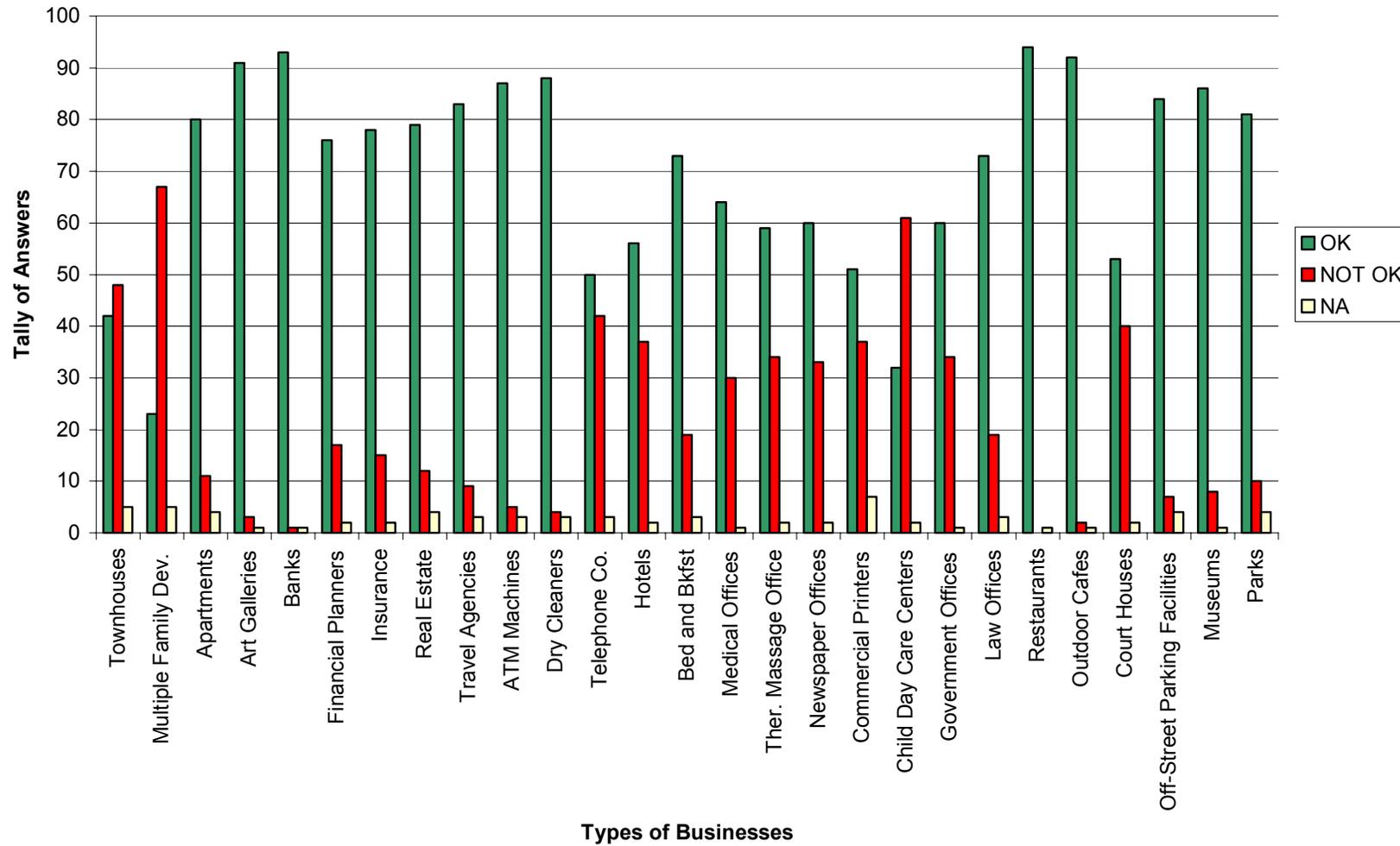
**Question 11-The zoning code should require all buildings be modified, rebuilt, or repaired to look like historic buildings.**

**Question 12-The zoning code should require the City approve what range of colors the business owner may paint his building.**

**Question 13-The zoning code should determine the size and style of the windows a business owner may put in his or her building.**

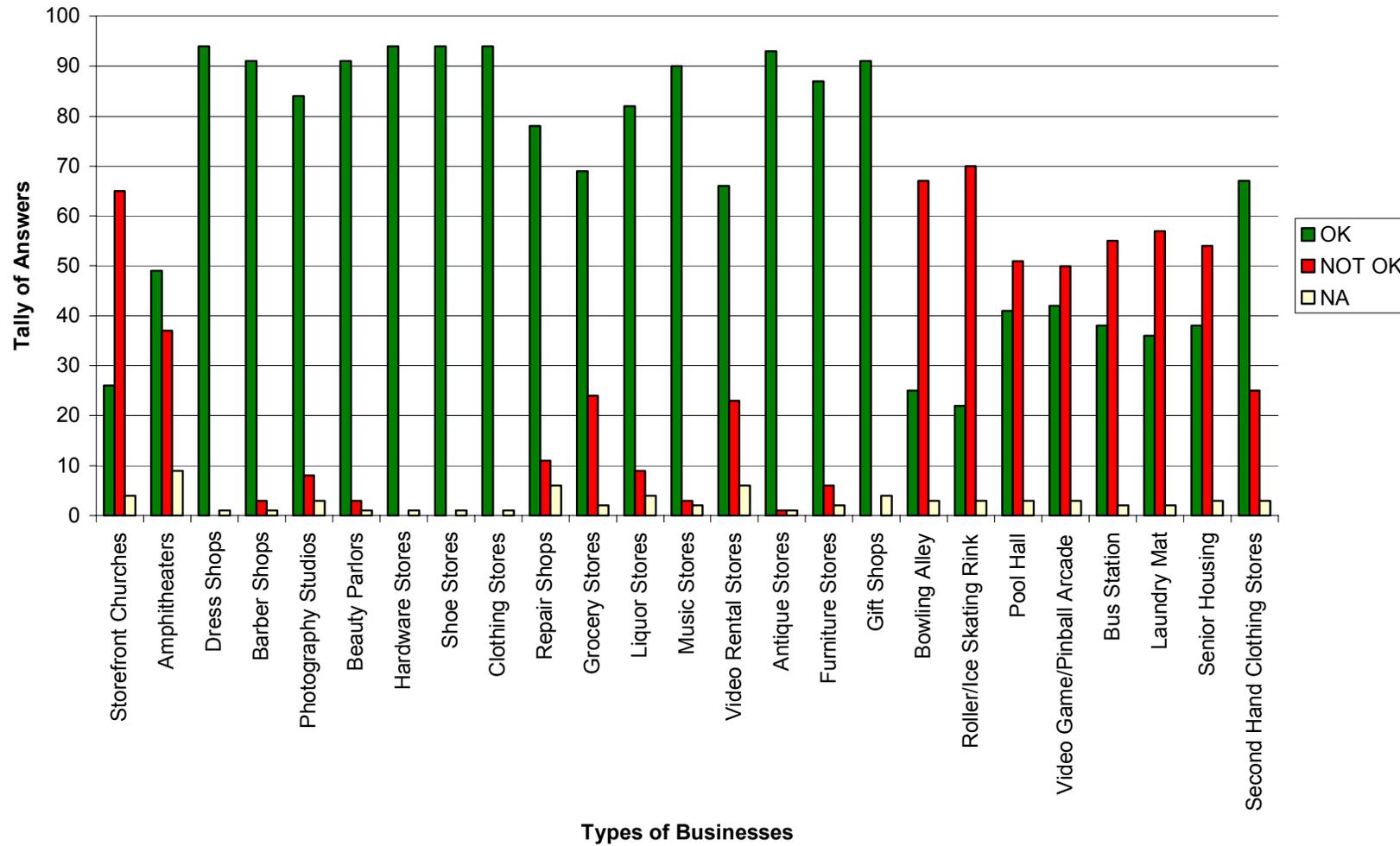
| <b>Type of Business</b>       | <b>OK</b> | <b>NOT<br/>OK</b> | <b>NA</b> | <b>Totals</b> |
|-------------------------------|-----------|-------------------|-----------|---------------|
| Townhouses                    | 42        | 48                | 5         | 95            |
| Multiple Family Dev.          | 23        | 67                | 5         | 95            |
| Apartments                    | 80        | 11                | 4         | 95            |
| Art Galleries                 | 91        | 3                 | 1         | 95            |
| Banks                         | 93        | 1                 | 1         | 95            |
| Financial Planners            | 76        | 17                | 2         | 95            |
| Insurance                     | 78        | 15                | 2         | 95            |
| Real Estate                   | 79        | 12                | 4         | 95            |
| Travel Agencies               | 83        | 9                 | 3         | 95            |
| ATM Machines                  | 87        | 5                 | 3         | 95            |
| Dry Cleaners                  | 88        | 4                 | 3         | 95            |
| Telephone Co.                 | 50        | 42                | 3         | 95            |
| Hotels                        | 56        | 37                | 2         | 95            |
| Bed and Bkfst                 | 73        | 19                | 3         | 95            |
| Medical Offices               | 64        | 30                | 1         | 95            |
| Ther. Massage Office          | 59        | 34                | 2         | 95            |
| Newspaper Offices             | 60        | 33                | 2         | 95            |
| Commercial Printers           | 51        | 37                | 7         | 95            |
| Child Day Care Centers        | 32        | 61                | 2         | 95            |
| Government Offices            | 60        | 34                | 1         | 95            |
| Law Offices                   | 73        | 19                | 3         | 95            |
| Restaurants                   | 94        | 0                 | 1         | 95            |
| Outdoor Cafes                 | 92        | 2                 | 1         | 95            |
| Court Houses                  | 53        | 40                | 2         | 95            |
| Off-Street Parking Facilities | 84        | 7                 | 4         | 95            |
| Museums                       | 86        | 8                 | 1         | 95            |
| Parks                         | 81        | 10                | 4         | 95            |

### Acceptable Businesses-Part 1



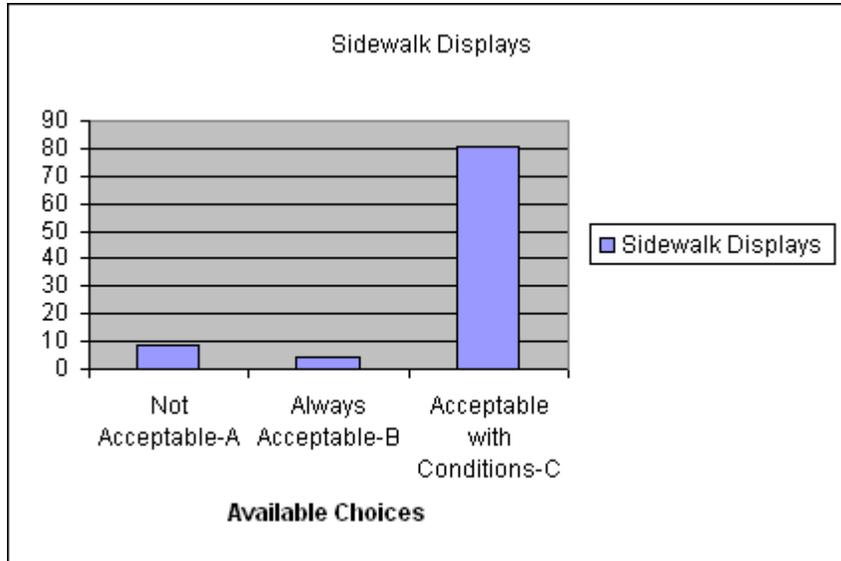
| <b>Type of Business</b>        | <b>OK</b> | <b>NOT<br/>OK</b> | <b>NA</b> | <b>Totals</b> |
|--------------------------------|-----------|-------------------|-----------|---------------|
| Storefront Churches            | 26        | 65                | 4         | 95            |
| Amphitheaters                  | 49        | 37                | 9         | 95            |
| Dress Shops                    | 94        | 0                 | 1         | 95            |
| Barber Shops                   | 91        | 3                 | 1         | 95            |
| Photography Studios            | 84        | 8                 | 3         | 95            |
| Beauty Parlors                 | 91        | 3                 | 1         | 95            |
| Hardware Stores                | 94        | 0                 | 1         | 95            |
| Shoe Stores                    | 94        | 0                 | 1         | 95            |
| Clothing Stores                | 94        | 0                 | 1         | 95            |
| Repair Shops                   | 78        | 11                | 6         | 95            |
| Grocery Stores                 | 69        | 24                | 2         | 95            |
| Liquor Stores                  | 82        | 9                 | 4         | 95            |
| Music Stores                   | 90        | 3                 | 2         | 95            |
| Video Rental Stores            | 66        | 23                | 6         | 95            |
| Antique Stores                 | 93        | 1                 | 1         | 95            |
| Furniture Stores               | 87        | 6                 | 2         | 95            |
| Gift Shops                     | 91        | 0                 | 4         | 95            |
| Bowling Alley                  | 25        | 67                | 3         | 95            |
| Roller/Ice Skating Rink        | 22        | 70                | 3         | 95            |
| Pool Hall                      | 41        | 51                | 3         | 95            |
| Video Game/Pinball Arcade      | 42        | 50                | 3         | 95            |
| Bus Station                    | 38        | 55                | 2         | 95            |
| Laundry Mat                    | 36        | 57                | 2         | 95            |
| Senior Housing                 | 38        | 54                | 3         | 95            |
| Second Hand Clothing<br>Stores | 67        | 25                | 3         | 95            |

### Acceptable Businesses-Part II



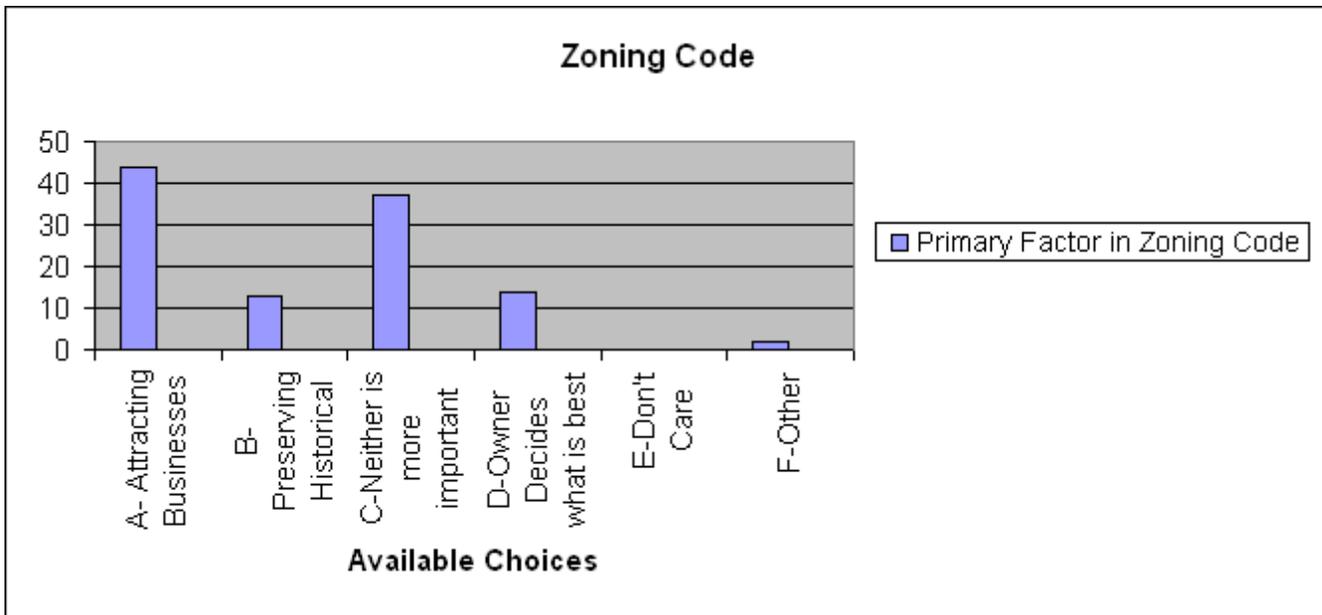
**Question 15: A business owner's display of merchandise on the sidewalk is:**

|                          | Not Acceptable-A | Always Acceptable-B | Acceptable with Conditions-C |
|--------------------------|------------------|---------------------|------------------------------|
| <b>Sidewalk Displays</b> | 9                | 4                   | 81                           |



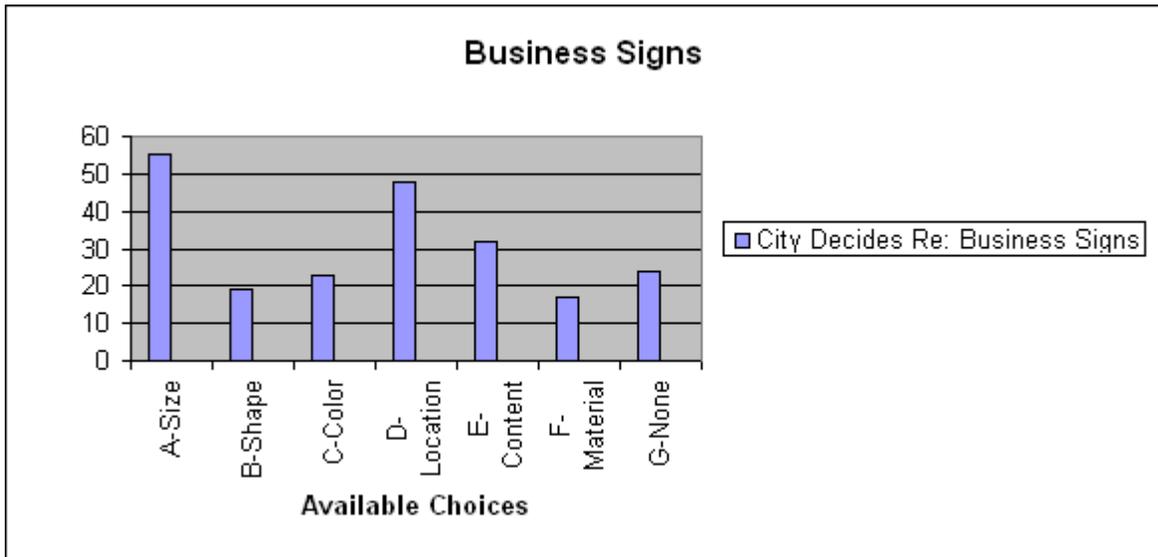
**Question 16: The primary factor that should be emphasized in the zoning code is:**

|                                      | <b>A- Attracting Businesses</b> | <b>B-Preserving Historical Nature</b> | <b>C-Neither is more important than other</b> | <b>D-Owner Decides what is best for business</b> | <b>E-Don't Care</b> | <b>F-Other</b> |
|--------------------------------------|---------------------------------|---------------------------------------|---|--|---------------------|----------------|
| <b>Primary Factor in Zoning Code</b> | 44                              | 13                                    | 37  | 14   | 0                   | 2              |



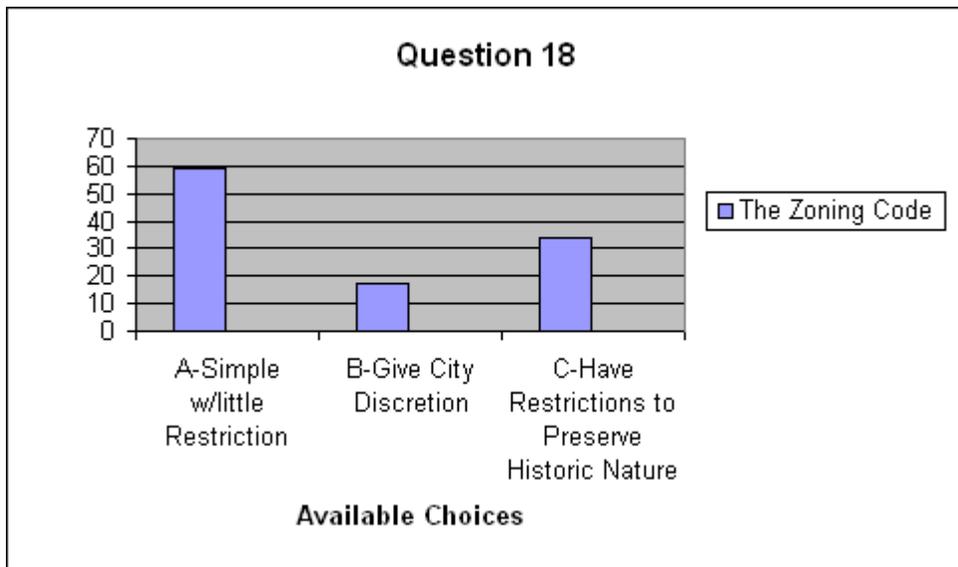
**Question 17: The City should decide the following characteristics about business signs:**

|  | A-Size | B-Shape | C-Color | D-Location | E-Content | F-Material | G-None |
|--|--------|---------|---------|------------|-----------|------------|--------|
| <b>City Decides Re: Business Signs</b> | 55     | 19      | 23      | 48         | 32        | 17         | 24     |



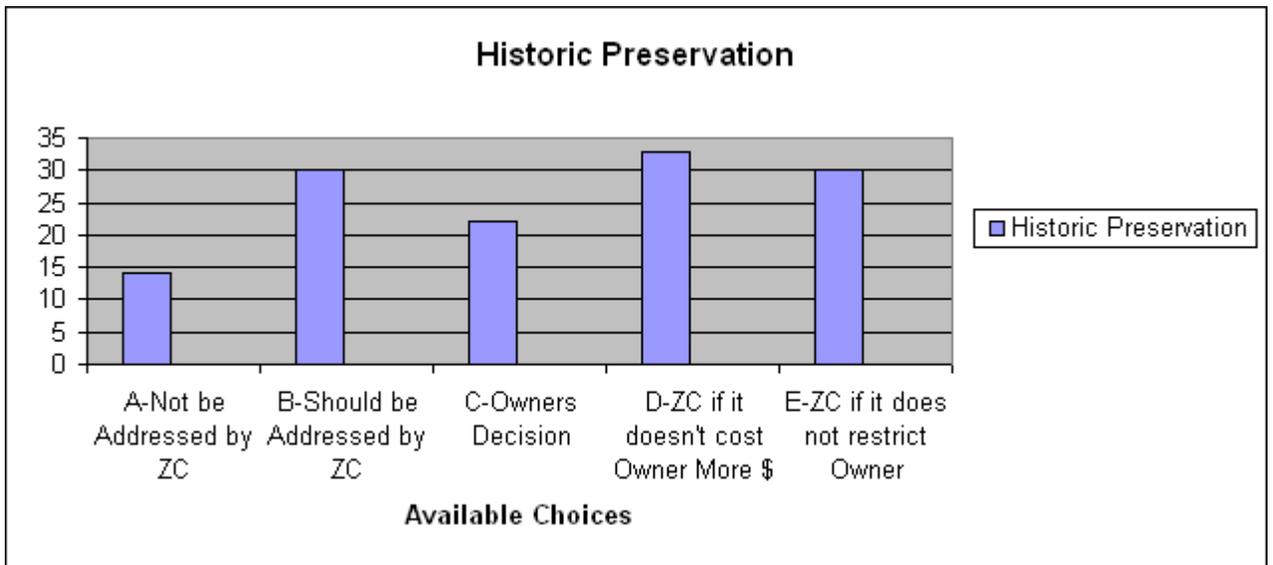
**Question 18: The zoning code should:**

|                        | <b>A-Simple w/little Restriction</b> | <b>B-Give City Discretion</b> | <b>C-Have Restrictions to Preserve Historic Nature</b> |
|------------------------|--------------------------------------|-------------------------------|--|
| <b>The Zoning Code</b> | 59                                   | 17                            | 34   |



**Question 19: Historic Preservation:**

|                       | A-Not be Addressed by ZC | B-Should be Addressed by ZC | C-Owners Decision | D-ZC if it doesn't cost Owner More \$ | E-ZC if it does not restrict Owner |
|-----------------------|--------------------------|-----------------------------|-------------------|---------------------------------------|------------------------------------|
| Historic Preservation | 14                       | 30                          | 22                | 33                                    | 30                                 |



## **Comments from Downtown Survey**

**Re: Question 1-It is very important that the zoning code be written to attract businesses to the central business district.**

- 80- “No. Marshall should have a blueprint for desirable businesses and go after it-not allow all comers”

**Re: Question 2-It is very important that the zoning code preserve the historic nature of the business district.**

- No comments

**Re: Question 3-The zoning code should limit the types of businesses that may be in the central business district.**

- 241—“No strip bars downtown. No churches.”
- 121—“Depending on the type of business-case by case”
- 43—“The types of businesses presently located in the Central Business District should set the example.”

**Re: Question 4-The zoning code should have rules that require buildings that are to be repaired, maintained, and improved to look like the historical buildings in the downtown area regardless of the cost.**

- 11—“That’s not a fair question”
- 141-“Zoning code should work with businesses and buildings to make sure they are handicap [accessible]. Historical [society] can work with owners of the buildings to help with colors, windows, etc. and their building supplies. This will give the look of the old building that is not so costly.”
- 41-Re: Regardless of cost “This is too harsh”
- 152-“Could make time allowances and help owners with cost”
- 80-“Regardless is a loaded word”
- 123-“The economy has a lot to do with this now”
- 43—“Only if the building is currently listed as a historical building.”

**Re: Question 5-The City should decide how the fronts of the buildings should look.**

- 124—“No way [should the City decide how the fronts of buildings should look] Not the City, maybe a committee.”
- 241-“Safety only! No loose bricks, etc.”
- 123—“Again, economy has a lot to do with this”
- 43—“Only that they be kept in good repair”

**Re: Question 6-The building owners should decide how the fronts of the buildings should look.**

- 241—"Yes, paint and lighting"
- 41—"With the assistance of a professional provided by Main Street if needed"
- 98—"but meet City zoning requirements"

**Re: Question 7-Business owners should decide how the front of their stores appear even if they will not appear similar to the neighboring stores.**

- 241—"Individuality is a plus!"
- 98—"No, must be jointly done."

**Re: Question 8-Pedestrian walkway patterns are more important than parking.**

- 11—"They are both important"
- 100—"This is a toss up"
- 141-Parking is very important for the way the downtown is laid out and the walking takes care of itself. If there are stores on the side streets, there should be a map placed where people will see where everyone is located."
- 241—"No bikes, no skateboards, no brick and no bump outs"
- 41—"Equal importance"
- 80—"Economic development-Depends on walkable communities"
- 186—"Why are you asking this question? Both are important."

**Re: Question 9- The zoning code should require all construction done on a building be done so that the building will look like the buildings on each side of it.**

- 141—"It is important not to have carbon copies of buildings. This is what gives a downtown its appeal"
- 43—"Only if a new building, and then only to resemble. Existing buildings should be original"

**Re: Question 10-The zoning code should require a new building, or a building replacing a destroyed building, to be built to the same height as the two buildings on each side of it.**

- 100—"Build back to height and architectural style it was"
- 41—"Should be built the same height as it was originally built"
- 43—"Replacement should be rebuilt close to original. New buildings should resemble existing buildings."

**Re: Question 11-The zoning code should require all buildings be modified, rebuilt, or repaired to look like historic buildings.**

- 11-“Not feasible”
- 124—“No way [should the City decide how the fronts of buildings should look] Not the City, maybe a committee.”
- 141-“With the help of the historical society, zoning, and the business owner, you can have a building that will have the look the downtown wants and the building owner will be happy with it. It takes a lot of listening and working together to have this happen.”
- 23-“Not zoning code \$\$\$\$”
- 241-“1810? 1860? 1910? 1920? 1950? 1960?”
- 41-“This would be great in an ideal world”
- 80-“Not “themey”, we are not Disney-but historic integrity should prevail”
- 43—“More that they should be restored as much to original as possible.”

**Re: Question 12-The zoning code should require the City approve what range of colors the business owner may paint his building.**

- 141—“No way [should the City decide how the fronts of buildings should look] Not the City, maybe a committee.”
- 241—[The City] “may only suggest and offer help”

**Re: Question 13-The zoning code should determine the size and style of the windows a business owner may put in his or her building.**

- 124—“No way [should the City decide how the fronts of buildings should look] Not the City, maybe a committee.”
- 23—“To meet fire code as needed”
- 41-“Cost is the issue. Impossible to mandate \$\$ spent”
- 80-“This may be the most critical issue raised in this survey”

**Re: Question 15-A business owner's display of merchandise on the sidewalk is:**

- A. Not acceptable.
- B. Always acceptable.
  - 11—"In good taste"
- C. Acceptable as long as it does not interfere with walking on the sidewalk.
  - 141—"This does affect people"
  - 141- "and its not funky"
  - 80—"Should be controlled as signage or signals-does not address aesthetics"
  - 38—"With rules and policies pre-set and approval"
  - 184—"Doesn't look trashy and cluttered."
  - 43—"And in good taste"

**Re: Question 16-The primary factor that should be emphasized in the zoning code is:**

- A. Attracting businesses to the central business district.
  - 247—"Marshall is losing business and needs to focus on attracting new business"
  - 187-"Business has to be #1. That's the only way to fund historical preservation."
  - 80-"Also, business clustering could be achieved or driven through planning commission working with owners and realtors in recruitment."
  - 80-"Attracting patrons is primary. Retaining quality businesses is main object, not replacing them"
- B. Preserving the historical nature of the central business district.
- C. Neither is more important than the other
- D. Letting the business owner decide what is best for his business.
  - 241-"Developing the maximum potential of each individual business"
  - 116-"Business owners and the city need to work cooperatively. However, building owners have a vested interest and own the property, so they should not be overly regulated on what they can do with what they own"
- E. I don't care.
- F. Other.

**Re: Question 17-The City should decide the following characteristics about business signs:**

- A. Size.
  - 241- "only in general guidelines"
- B. Shape.
- C. Color.
- D. Where it is displayed.
  - 43—"Only for safety's sake"
- E. Content.
  - 11—"Unless unruly"
  - 100-"Appropriateness"
  - 28-"Appropriateness"

- 116-“Business owners should know what is appropriate! Maybe some regulations should apply”
- 241-“Nothing indecent; local ethical standards”
- 98-“Approve”
- F. What it is made of.
  - 241-“Durable material”
  - 5-“Only pertaining to safety”
- G. None of the above.
  - 41-“A uniform look is what we are after but mandatory does not build relationships”
  - 152-“Can we bar neon?”
  - 76-Re: Content -“It needs to be appropriate, otherwise I don’t care.”
  - 38-“Common sense and good appearance”

**Re: Question 18-The zoning code should:**

- A. Be simple and not place many restrictions on building or business owners.
  - 241—“Simple and open to basis-evaluation with liberal basis for obtaining a variance”
- B. Give the City boards and commissions a lot of discretion.
  - 2—“Never”
- C. Include restrictions that require the building or business owner to preserve the historic nature of the building.
  - 250—“Funds should be available to assist and appeals should be permitted”
  - 41-“All of these have to work together”
  - 137-[Historic nature] “Why? We have people buying historic homes to tear down”
  - 170-[The zoning code] “Should be in an advisory function”

**Re: Question 19-Historic preservation:**

- A. Should not be addressed by the zoning code.
- B. Should be addressed by the zoning code.
  - 11—“Within reason”
- C. Should be the individual business or building owner’s decision.
  - 241-“Let DDA and Main Street Program work. City should stay out unless they pay or give tax abatement”
- D. Should be addressed by the zoning code only if it does not cost the business or building owner any more money than if it was not part of the zoning code.
  - 202-“Additional cost within reason”
  - 80-“This is a ridiculous premise!”
- E. Should be addressed by the zoning code only if it does not restrict the business or building owner’s decisions.
  - 250-“We have restored a historic building-working with the realtors to assist current and prospective owners with remodeling/restoration can be a big help.”
  - 141-“All should work together on his/her building”
  - 41-“We need a code but again, it does not have to be so restrictive”

- 76-“We would need to have qualified experts, but not go overboard. If more money is needed, consider funding alternatives like grants or tax credits.”
- 80-“Some acquisitions naturally require a standard of care that is superior (ie. Historic buildings-golf turf vs. weeds) “all historic buildings should be owned but not all buyers should own historic buildings””

## Re: Types of Businesses

- High percentage – Would like to keep apartments to 2nd floors. Some would like to see service on 2nd floors.
- 105—“I would like to see more shops and antique stores in the main block— others further out acceptable but I would rather see something “not ok” verses an empty building deteriorating. Banks, financial planners, insurance on a limited basis. Small specialty grocery stores. Pool Hall should be Gentleman’s Club.
- 254-Re: **Repair Shops** “Depends on what kind”
- 28-“These ok usages are from a “street” level viewpoint. Second story opens many usages (services).
- 254-Not hard industry. **[Bus station]** “but nearby”
- 141-“All of the above works together to make a downtown what it is. Example, child goes to dentist, was good, goes to an ice cream store afterwards. Then shops for shoes or clothes for school.”
- 141-**[Bowling alley, skating rink, pool hall, bus station]** “not downtown, but within walking distance”
- 1-**[storefront churches]** Voted no, but “grandfather the one that is there”
- 23-Suggested “Gentleman’s Night Club”. **[Laundromat]** “with drycleaner”
- 253-**[Law offices]** “We do however have too many lawyers!!”
- 241- **[Townhouses]** “Not now, construction-no room” **[Bed and Breakfasts]** “Not in central business district” **[Child care center]** “One block off main street” **[Government offices]** “use parking” **[courthouses]** “use parking” **[storefront churches]** “how about a nice mosque?” **[Bowling alley]** “didn’t work for Schuler’s” **[bus station]** “Please, great idea! **[Senior housing]** “No room, costs too much”
- 113-“Limit the number of beauty parlors”
- 156-“We have most of these businesses in Marshall now. Many flourishing downtowns have these options for drawing tourists and residents to their “city center”.
- 80-“Prefer as few services (ie. Attorney, Physician, Financial, etc.) in retail storefronts as possible-these businesses increase traffic but should be at building rear or off-street level (we need elevators and 2<sup>nd</sup> story boardwalks!! ADA”
- 183-“Parking is the most essential ingredient for a successful downtown business. The 3 (townhouses, multiple family, apts) would only cause a great burden on the parking we have at this point.”

- 79- [bowling alley, skating rinks] “Not enough room for them in the downtown” [senior housing] “Not enough room upstairs apartments are too difficult for seniors”

### Write-ins:

- 105—“I feel our downtown should be made up of a variety of business. If the 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> floors are to be developed we will need services for the people who live above the store fronts. Even in today’s world, Laundromats are offering personal music, internet connections, even massages while we wait. Every business that comes to town is someone’s dream or passion. Color or signage is going to be part of their personality of their business. WE may not like all the choices, but they are attracting different ages and needs of the public. What is used today may be the “hot color” of tomorrow. And of course cost—there is a lot of us “new” ones who have plans on improvement as money works in. To force someone beyond their means is unacceptable. These are old buildings and we already have to embrace what these buildings give to us-some are costly!”+
- 28-(Paste in) Appropriateness for the architectural style of the building, either the original building date or last major renovation done to structurally secure the building. The decision of the zoning should be based on the qualifications of the members of the board to make decisions in regards to historical buildings, e.g. building preservationist, architect with historical restoration qualifications. Also based on a study done, pictorially as well as historical as to the original use of the building, usage over the years as well as current condition and use.
- 250-As you can see, I’m trying (superficially) to balance the needs and wants of property owners with the “wants” of historical designers. I do not like the idea that Marshall become a phony gingerbread village, nor a home of mixed bags.
- Thank you for letting me voice my opinion-Sue Hennink
- 241-“Specialization is the root to extinction”
- 164-Parking meters should be checked more often-to keep store owners from taking up customer parking!!!!
- 156-Historic preservation can be very costly and business owners are struggling as is...
- 156-While we can agree that some “guidelines” should be imposed to maintain integrity-some options should be the business owners. Beware of too much governmental control.
- 185-“I’m a Historic Preservationist but the City cannot be trusted. They seem to want total control and that will be the total destruction of downtown. All the building and business owners are doing an exemplary job now without mandates.”
- 2-“If the City wants us all to look alike, the City and tax payers should pay for the cost, not the business owner.”