**What role does this district play in SWM?**
- Commercial/retail – regional
- Good investment in area (hotels, etc.)
- Potential for Growth: 94 Corridor

**What role should this district play in SWM tomorrow?**
- Mixed use
- Walkable/livable
- Multimodal
- Grocery store important
- Improved Regional shopping center
- Ox Creek Park + Trail

**Who Should be the Target Market (Shop/Play)?**
- Keep shoppers here (not to South Bend/Kalamazoo)
- Become a destination shopping place
- Place for “entertainment experiences” / food trucks / farmer’s market / music venue
- A place to relax/read -> fireplace

**Who Should be the Target Market (Live/Work)?**
- Townhomes
- Young professionals
- Walk to lunch

**To attract the Target Markets, what improvements should be considered?**
- Clean
- Landscape
- Light
- Aesthetic
- Experience – community fireplace
- Focal point to draw them in
- Blight/Demo needed
- Free the creek/paddle trail – flowing water with multi-use: path continue to downtown
What is the Identity of Exit 29 Today?
- “Benton Harbor” – no lines between Township & City
- “bad reputation/stigma” for attracting businesses
- Old/tired/antiquated
- Ugly
- Failing landscape
- Threatened-crime (Perception)
- No sense of place of where you are
- Get in/get out
- Industrial/antiquated
- East-industrial - West-commercial
- Congested-avoid it

What should the Identity of Exit 29 be Tomorrow?
- More inviting wayfinding signs
- Something lovely/experience
- Orchard – Fruit Trees
- Ox Creek – aesthetic with still managing water as focus
- Gateway to Twin Cities
- Welcoming (signage, etc.)
- Plantings/sidewalks maintenance *Adoption
- Architectural Bridge