



**West End Revitalization Strategy Planning
Community Survey
March 16, 2021**

To aid in the development of a thorough, community-driven revitalization strategy for the West End Community, we are asking for your thoughtful consideration of several issues that will be incorporated into our discussions and redevelopment strategy going forward. In advance of our next West End Community Meeting, which is ***tentatively planned for Tuesday, April 20, 2021***, please review and provide responses to the following community survey. Please provide your responses by ***5:00 PM on Friday, April 2, 2021***.

For your convenience, this survey is also available electronically via Survey Monkey:

<https://www.surveymonkey.com/r/2MCWKFT>

Feel free to share this survey with others in your neighborhood, household, workplace or broader community. The more responses we have, the better our plan will be. Your responses to this survey will remain confidential and can be mailed, dropped off, or emailed as follows:

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1. PRE-SURVEY QUESTION: Please let us know thoughts on this first question, whether you complete the survey or not. Responses to this question will help inform our meeting locations, preparations and set up!

Based on current regional conditions, how do you prefer to meet?

- In person (masked, socially distanced in a large group setting, e.g., Gypsy Hill Gym)
- Video conference (FaceBook Live, Teams, Zoom)

- Hybrid (allowing both in-person and video attendance for those not comfortable with either of above settings)

2. I am participating as (check all that apply):

- West End Resident
- West End Business Owner
- Community Stakeholder (elected or appointed representative)
- Faith-based Organization (clergy, leader, member or employee)
- Non-profit Organization (leader, board member, director, member or employee)
- City Staff Representative
- Other: _____

3. If a RESIDENT, please provide the number of persons living in your household: ____

4. Do you currently rent or own your home?

- Rent
- Own
- Other: _____

5. How long have you lived in West End?

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-25 years
- More than 25 years
- Not applicable

6. Identify the geographic area (street boundaries, specific corridors, general area(s), etc.) most people think of when referring to West End:

7. When you think of West End in its CURRENT state, what word or phrase immediately comes to mind:

8. When you think of West End in its FUTURE state, what word or phrase immediately comes to mind? (NOTE: This should be creative and colorful... it might end up being our tag line!):

9. Consider the following revitalization activities related to Housing Improvements, and rank top 3 based on West End's need (1 = highest, use only numbers 1-3):

- Multi-family rehabilitation / reconstruction of 2 or more units in one structure
- Multi-family new construction of 2 or more units in one structure
- Multi-family large-scale development with amenities (swimming area, playground, community center, gated entry, etc.)
- Single-family housing rehabilitation / reconstruction
- Single-family new construction

10. Consider the following revitalization activities related to Community/Recreational Improvements/Expansion, and rank top 3 based on West End's need (1 = highest, use only numbers 1-3):

- Small neighborhood park, playground, jogging/bike, walk trail
- Large park in neighborhood with pavilions, sport courts, pool/water feature, playgrounds, bike/walk trail
- Cultural (e.g., museum, history or heritage center)
- Community Activity Center
- Family/Youth Services
- Senior Services
- Other: _____

11. Consider the following revitalization activities related to Commercial Improvements/Expansion, and rank top 3 based on West End's need (1 = highest, use only numbers 1-3):

- Existing business expansion
- New small businesses added

___ Large Scale industrial expansion

12. Consider the following revitalization activities related to *Infrastructure Improvements/Expansion*, and rank top 3 based on West End's need (1 – highest, use only number 1-3):

- ___ Street Lighting
- ___ Streets, Curbs, Sidewalks
- ___ Stormwater Storage/Conveyance
- ___ Water and/or Sewer Lines
- ___ Communications/Broadband Services

13. What new program(s) or events could be implemented to have a significant impact in the target area?

14. What public improvements to the community, if any, would you like to see completed in the next 5-10 years?

15. How would you suggest needed services and businesses be attracted to the area and what might those services and businesses be?

16. What are the most pressing issues to address in West End? Rank Top 3 Choices. (1 = most pressing, use only numbers 1-3):

- ___ Public safety
- ___ Limited business hours
- ___ Neighborhood reputation
- ___ Cleanliness
- ___ Pedestrian Safety

- ___ Storefront appearance
- ___ Availability/quality of goods & services
- ___ Lack of parking
- ___ Lack of foot traffic
- ___ Other: _____

17. The stakeholder planning process has identified the following preliminary list of types of commercial tenants as both desirable and appropriate for this district. With which do you agree? (Check all that apply):

- Fresh Produce Market
- Fresh Meat and/or Fish Market
- Retail Clothing Shop
- Book / Record Store
- Florist / Flower Market
- Specialty Store (music, art, crafts, antiques, etc.)
- Bakery and/or Ice Cream Parlor
- Sit Down Family Restaurant
- Bar / Music Venue
- Small Cafe / Bistro / Deli
- Family entertainment (arcade, bowling alley, putt-putt, etc.)
- Other: _____

18. To what extent are existing local businesses meeting local demand for retail goods and services?

- Not at all
- Somewhat
- Mostly
- Always

19. Is there sufficient demand to support new businesses in any of the desired tenant categories?

- Yes
- No

20. Are there other categories of retail or service businesses that might be more likely to succeed in the district given current market conditions?

- Yes No

If yes, what ideas do you have: _____

21. When considering economic development in West End, please identify the priority of the following needs:

- Job creation / training / placement
- Business expansion through loans or grants
- Business stabilization through loans or grants
- Empowerment and self-sufficiency opportunities reducing generational poverty in federally subsidized housing
- Commercial or industrial improvements related to economic expansion
- Start-up business assistance
- Small business loans
- Business mentoring
- Creation of business incubator providing space to assist new firms
- Other: _____

22. If you are a West End BUSINESS OWNER OR COMMERCIAL/INSTITUTIONAL REPRESENTATIVE, what is the nature of your business?

- Not Applicable (*Skip to Optional Questions at end of survey on Page 10*)
- Lodging
- Professional Service
- Construction
- Commercial Service Provider
- Residential Service Provider
- Recreation / Entertainment
- Restaurant / Bar

- Retail Store
- Other: _____

23. How long have you operated your business at this location?

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-25 years
- More than 25 years

24. How many employees to you have?

	Full-Time	Part-Time	Seasonal
Less than 5	_____	_____	_____
5-10	_____	_____	_____
More than 10	_____	_____	_____

25. What is/are primary market area(s) for the majority of your sales or business (select any that apply):

- West End Neighborhood
- Staunton / Augusta County
- Central Shenandoah Region
- Western Virginia / Eastern West Virginia
- Statewide
- Mid-Atlantic Region
- National
- International

26. Which type of customer is responsible for most of your sales or business?

- Local residents
- Seasonal residents
- Tourists

Other: _____

27. Which of the following categories do you think attracts most of your customers? (Select up to 3):

- Own a home in the area
- Employed in the area
- Proximity to other local services / amenities
- Proximity to downtown Staunton
- Walkability of community
- Attractiveness of community
- Local events
- Cultural / historical attractions
- Other: _____

28. Based on customer comments and personal experiences, which of the following should be addressed in order to increase visitation to the area? (Select up to 3):

- Improved community facilities (e.g., public restrooms)
- Improved sidewalks and pedestrian amenities
- Street landscaping / beautification
- Increased security
- Increased number of special/community events
- Additional community attractions
- Other: _____

29. How would you characterize your business activity level over the past 1-2 years of operation (pre-pandemic)?

- Decreasing
- Stable
- Increasing

30. Check any type of investment or improvement you plan on making in the next 1-2 years:

- New/expanded marketing & promotional activities

- New/expanded products, services, or inventory
- Physical improvements
- Additional employees
- None
- Other: _____

31. In addition to a strong economy, what are the critical factors for the success and growth of your business? (Check all that apply):

- Advertising/marketing
- Financing
- Foot traffic
- Public access
- Qualified labor
- Technology/Telecommunications
- Tourism
- Other: _____

32. What are some of the major issues or obstacles facing your business today? (Check all that apply):

- Availability of employees
- Availability of telecommunication/technology services
- Cash flow/working capital
- City/state codes or regulations
- Cost of rent/property taxes
- Current economic conditions
- General operating costs
- Insurance costs
- Limited property improvements
- Outdated facilities or equipment
- Payroll costs
- Shrinking customer traffic
- Skill level / training of employees

Other: _____

OPTIONAL PERSONAL DATA:

NOTE: All data provided will remain anonymous and is requested only for purposes of defining our community to clarify and enhance results of the above survey.

33. My age is:

- Under 18
- 18-24
- 25-44
- 45-55
- 56-61
- Over 62

34. My race/ethnicity is:

- White or Caucasian
- Black or African American
- Hispanic or Latino
- Asian or Asian American
- Native American or Alaskan Native
- Native Hawaiian or other Pacific Islander
- Another Race

35. My yearly household income is

- Under \$15,000
- \$15,000 - \$25,000
- \$25,000 - \$40,000
- \$40,000 - \$75,000
- \$75,000 - \$125,000
- Over \$125,000

END OF SURVEY
Thank you for your participation!