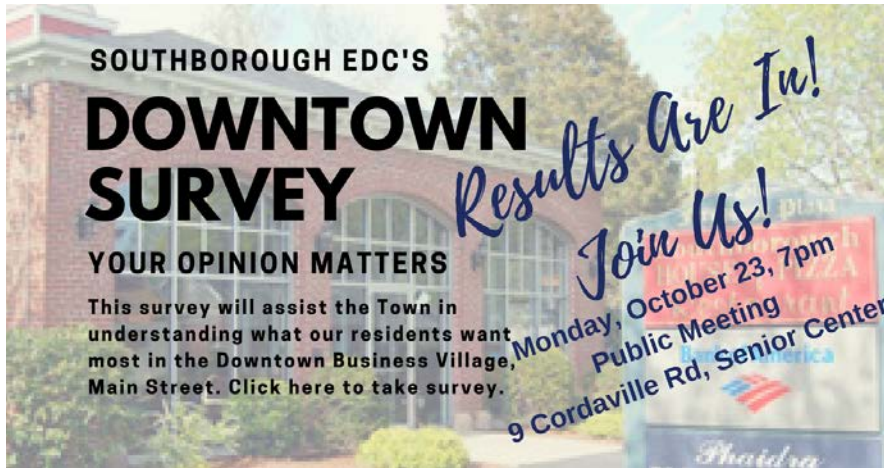


Doing Business In Southborough

Southborough's EDC Downtown Business Village Survey

Monday, October 23, 2017



427

Total Responses

Survey included review and input from Boards & Committees

Expansive Outreach

August 8 – September 30, 2017

- Southboroughedc.com
- Social Media: Twitter, Facebook

Collaboration with:

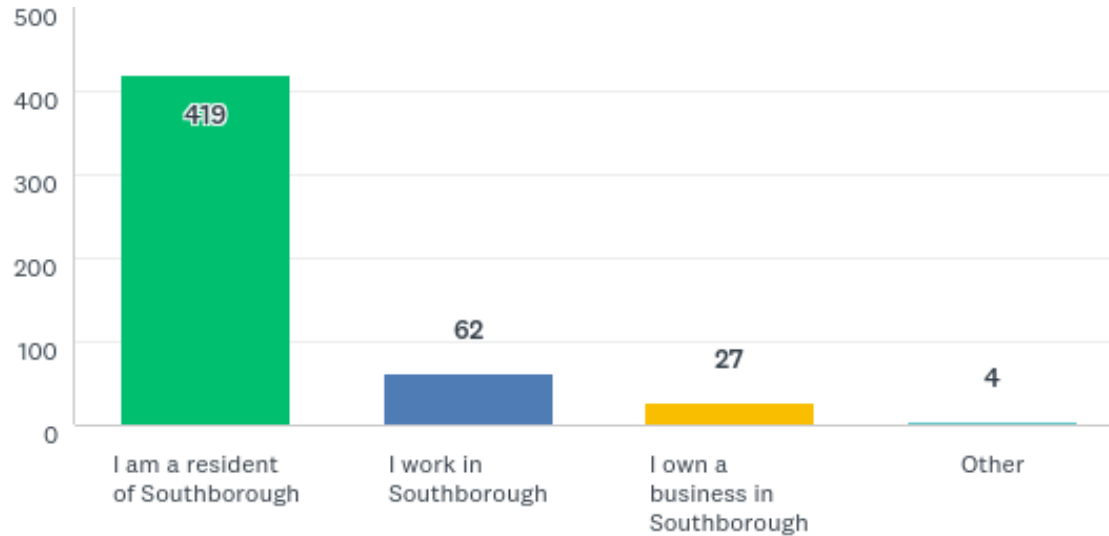
- Southborough Boards & Committees
- Department of Recreation
- Southborough Library
- Mysouthborough.com

Flyers distributed:

- Main Street Businesses
- EDC Breakfast – Sept 23

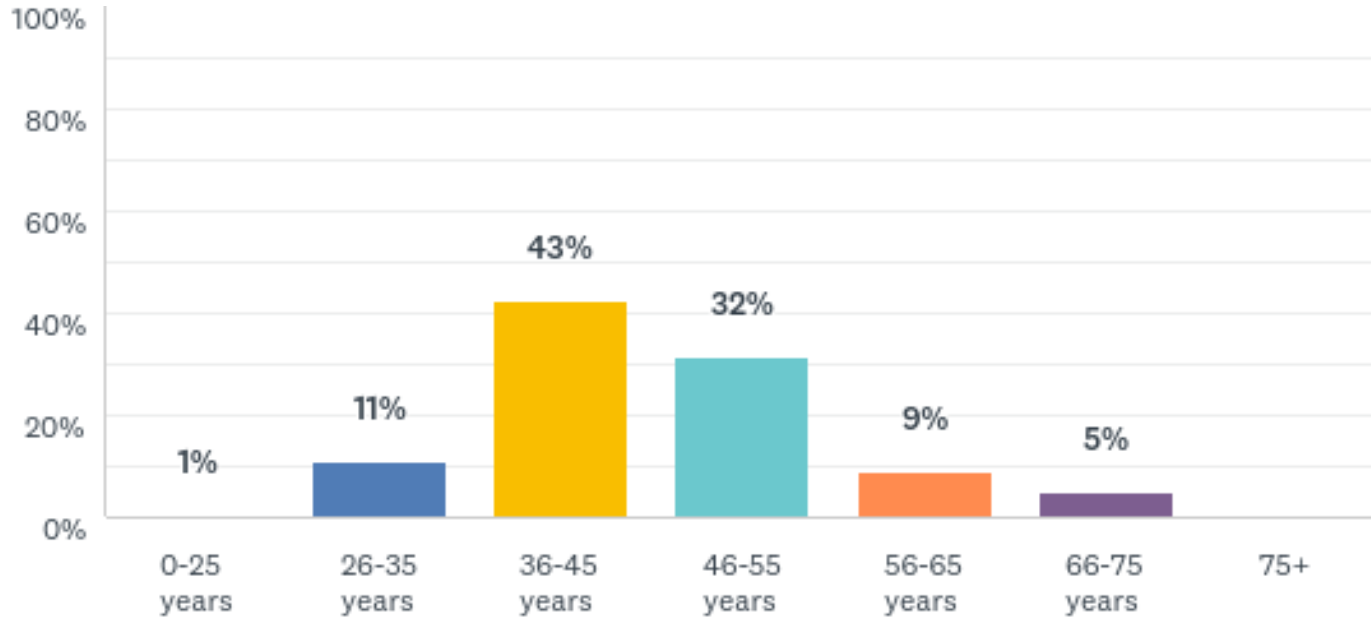
Q2: What is your relationship to Southborough?

Answered: 426 Skipped: 1

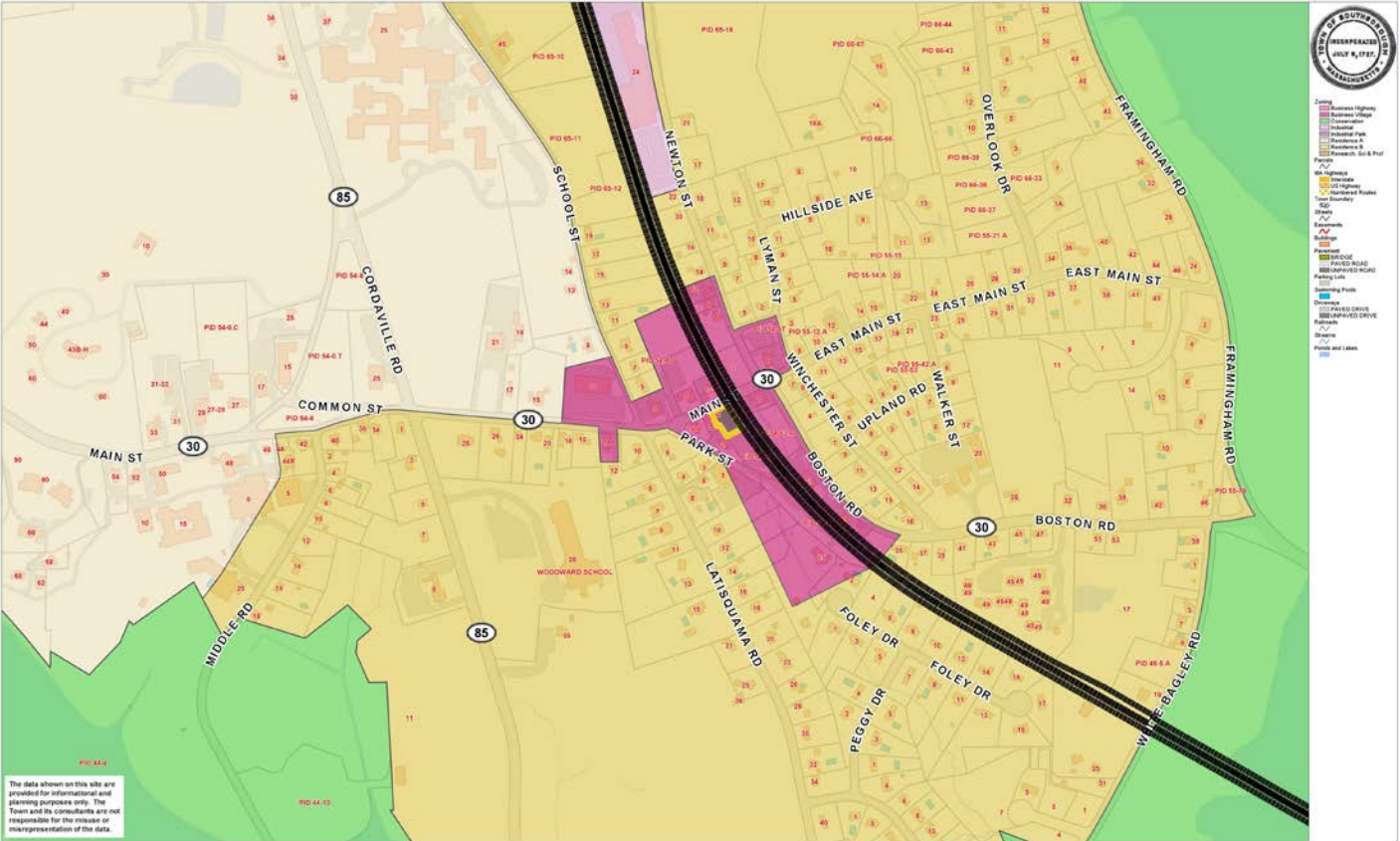


Q1: What is your age?

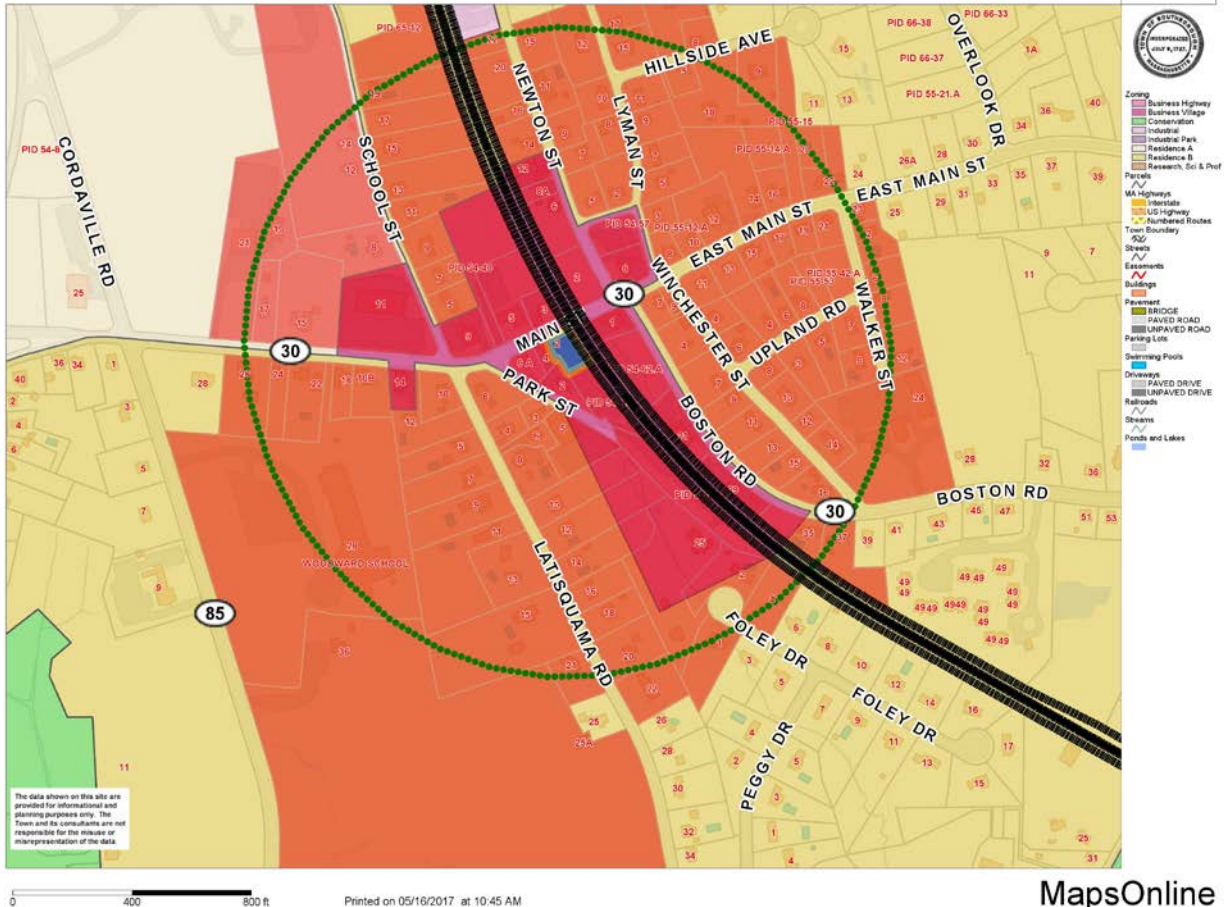
Answered: 424 Skipped: 3



Business Village District

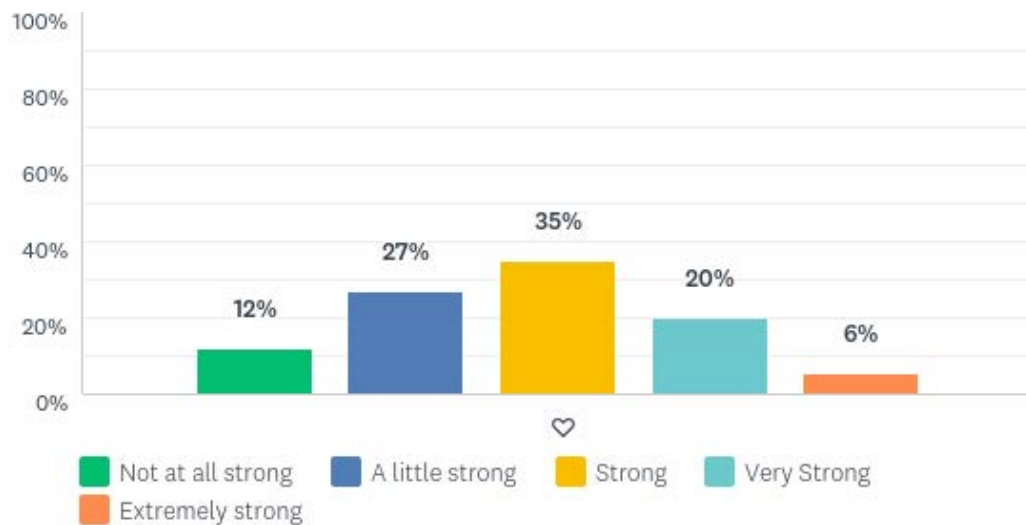


Business Villae District



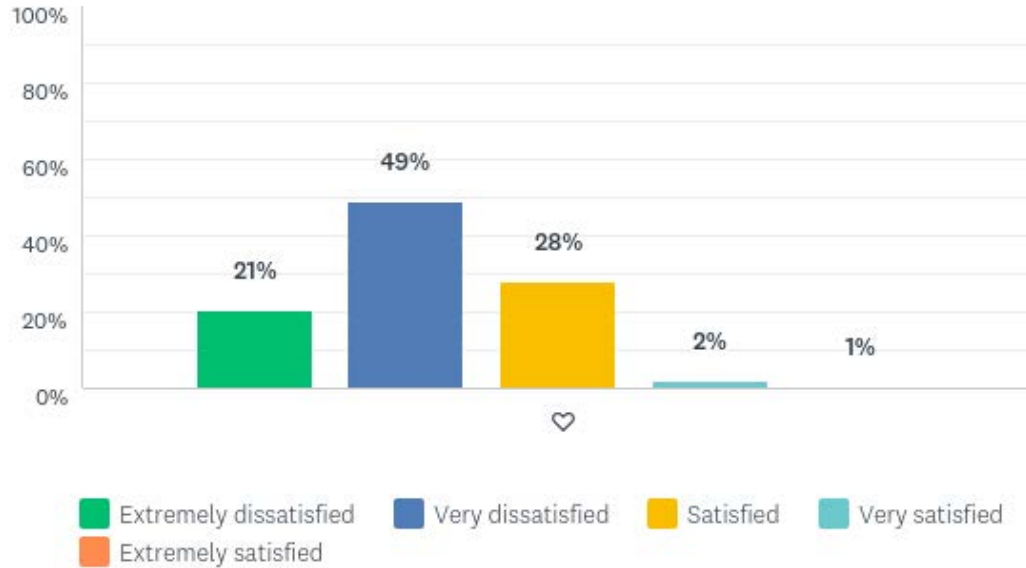
Q7: How strong is the sense of community in this area?

Answered: 420 Skipped: 7



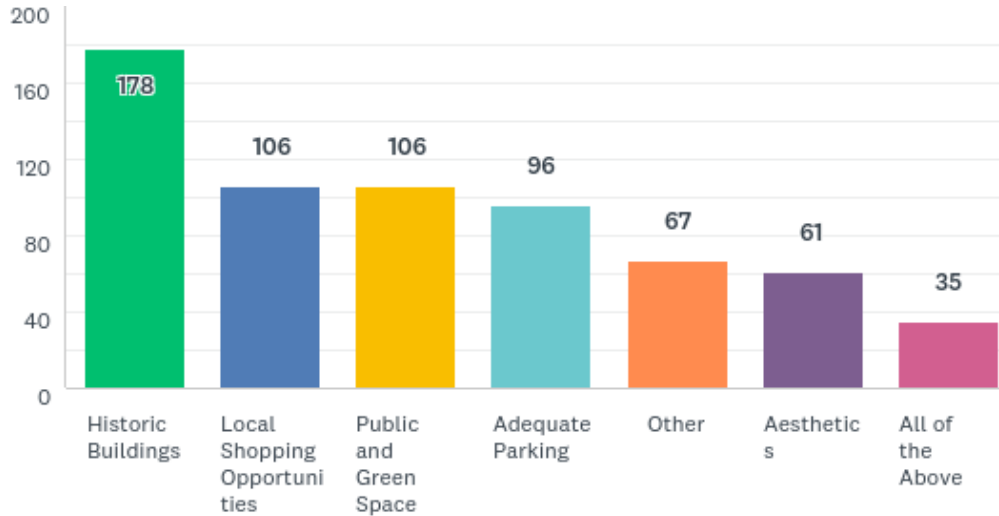
Q16: How satisfied are you with the business climate Downtown?

Answered: 330 Skipped: 97



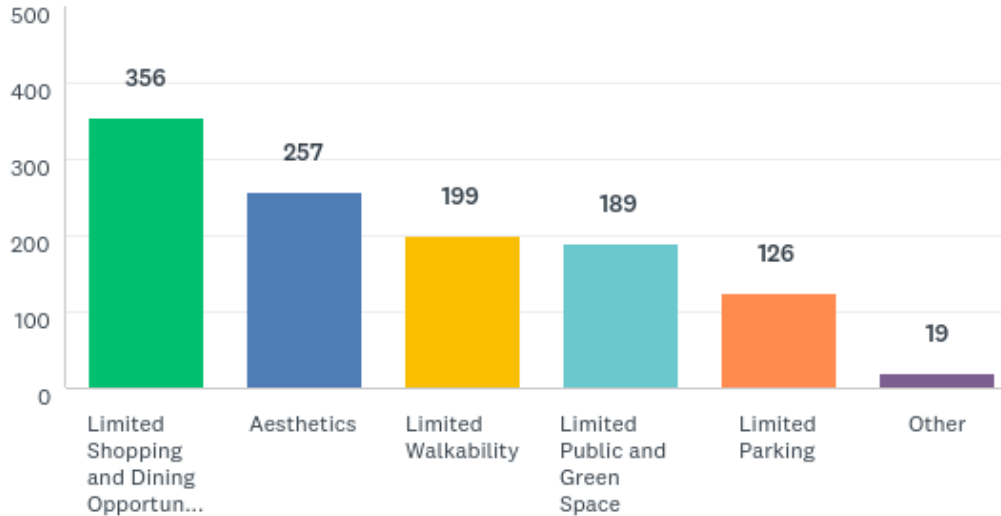
Q8: What do you like about our Downtown Business Village District?

Answered: 373 Skipped: 54



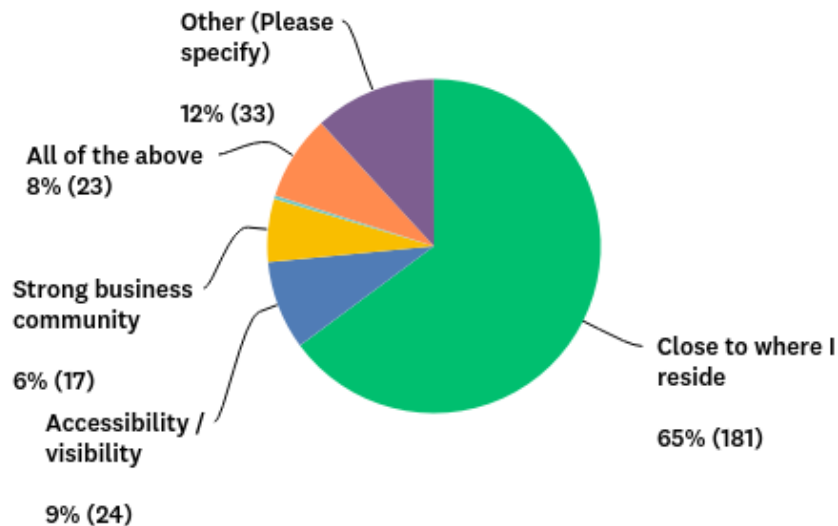
Q9: What don't you like about our Downtown Business Village District?

Answered: 413 Skipped: 14



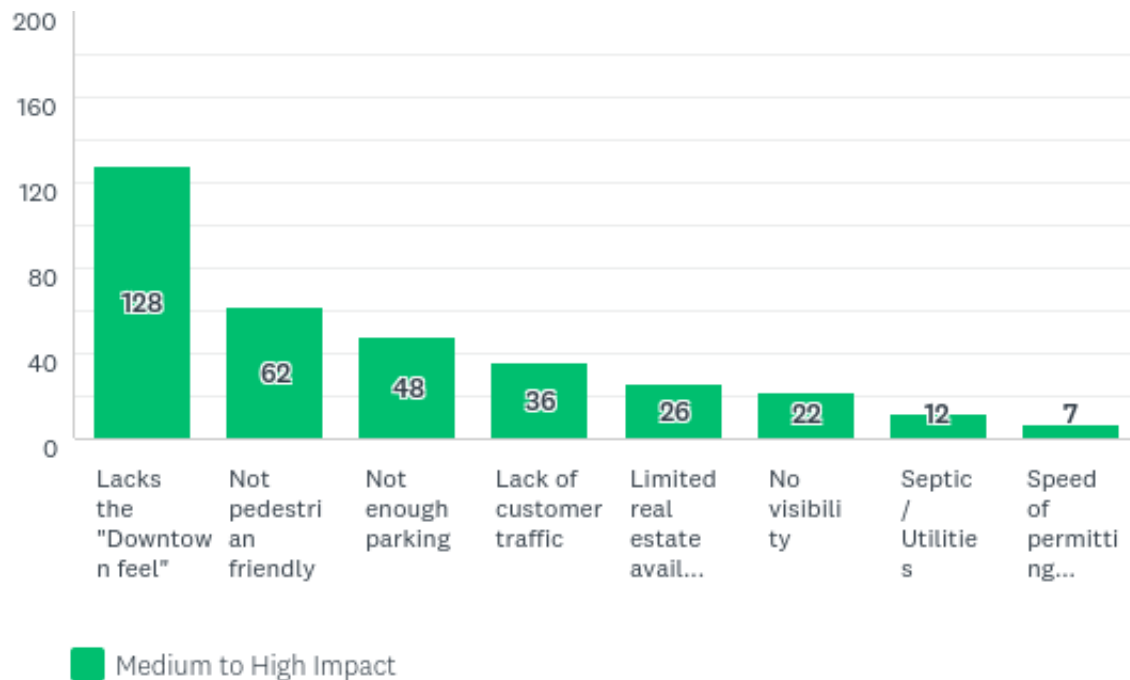
Q17: What are your greatest advantages to doing business in the Downtown Business Village, as opposed to another location?

Answered: 279 Skipped: 148



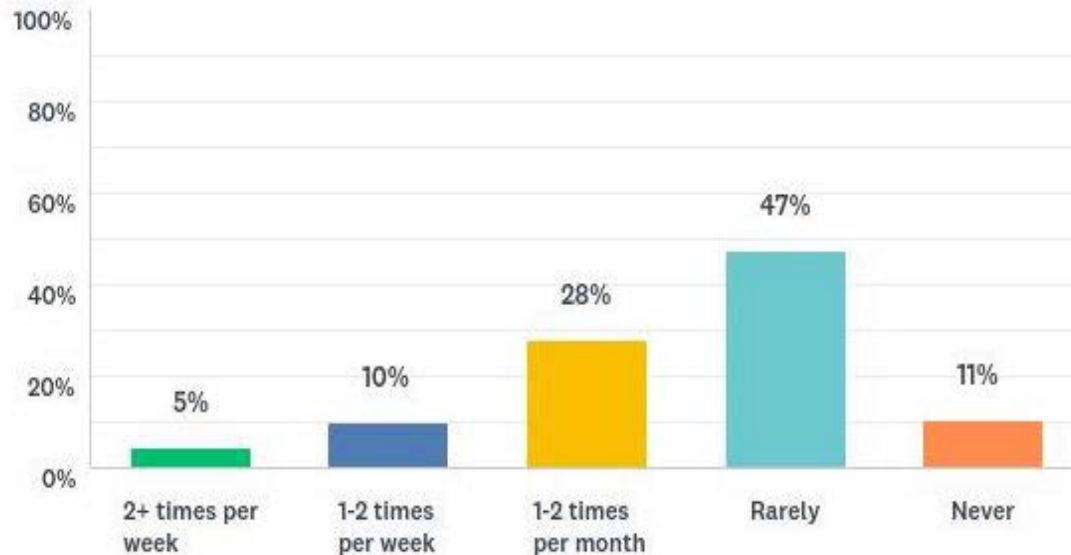
Q18: What are your greatest impediments to doing business in the downtown?

Answered: 229 Skipped: 198



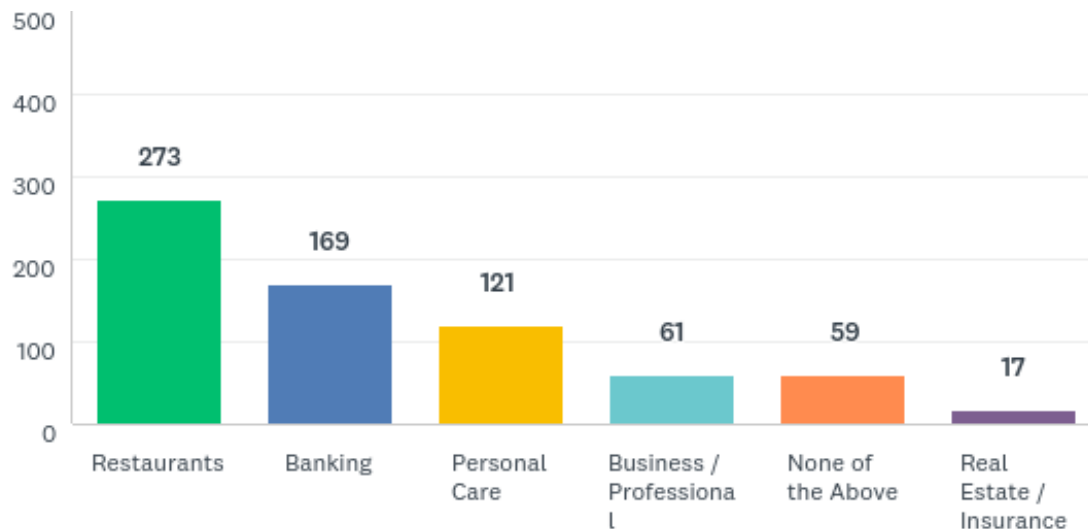
Q10: How often do you shop and/or eat in the Downtown Business Village, Main Street?

Answered: 425 Skipped: 2



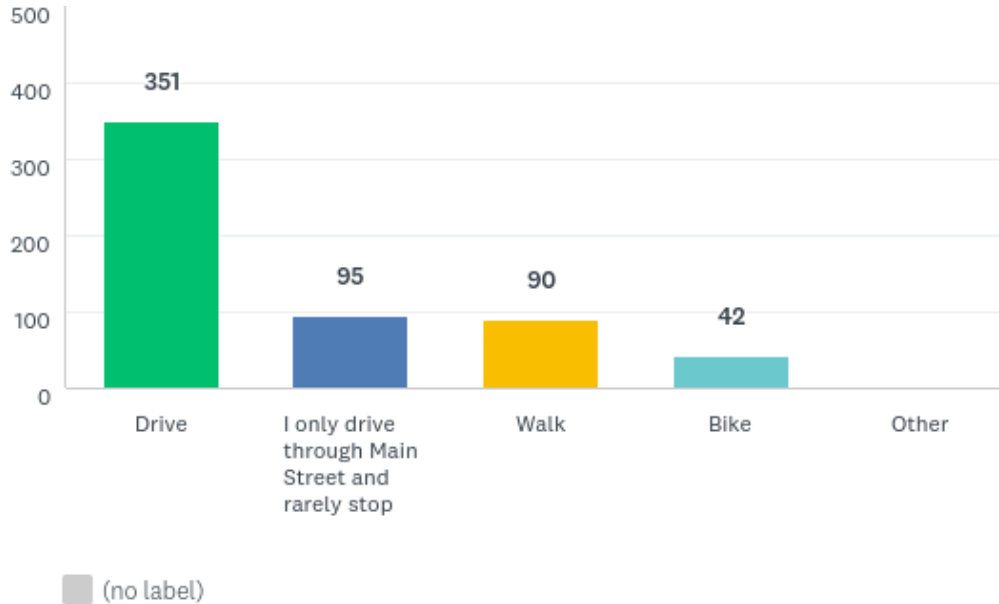
Q11: What services do you patronize in the Downtown Business Village District?

Answered: 421 Skipped: 6



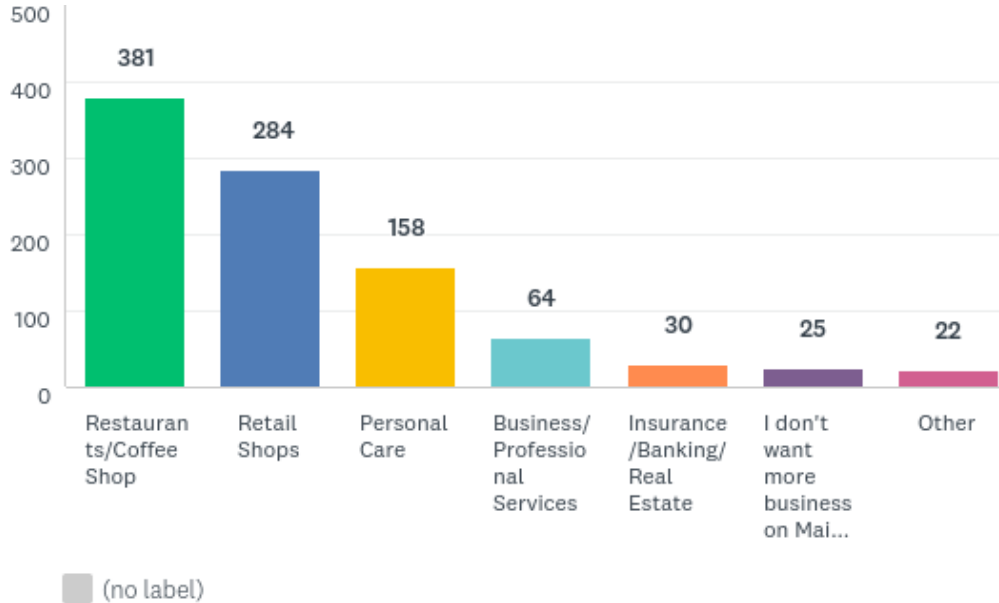
Q12: How do you travel to the Downtown Business Village?

Answered: 423 Skipped: 4



Q3: What type of businesses would you like to see more of in the Downtown Business Village?

Answered: 422 Skipped: 5



Q3: What type of businesses would you like to see more of in the Downtown Business Village? Comments

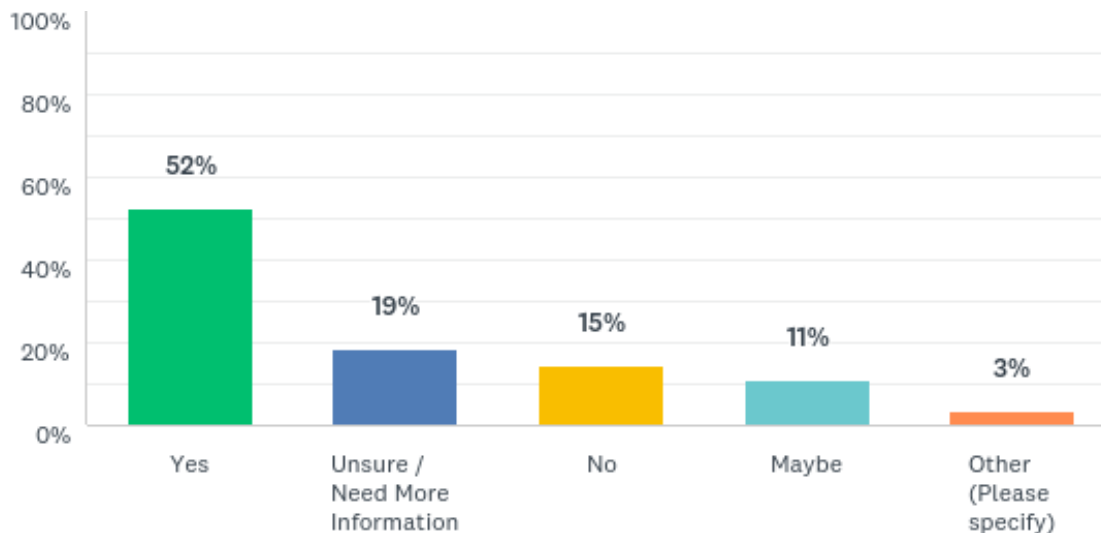
Answered: 422 Skipped: 5

Q3 Check all that apply; What type of businesses would you like to see more of in the Downtown Business Village?

Businesses Quality Places Pub Restaurant
Retail Bakery Grocery Shop Community Food
Town Center

Q4: Would you support small scale mixed-use buildings in the Downtown Business Village District? (Consisting of first-floor retail/restaurant shops on street level, with second level condo/apartment dwellings?)

Answered: 427 Skipped: 0



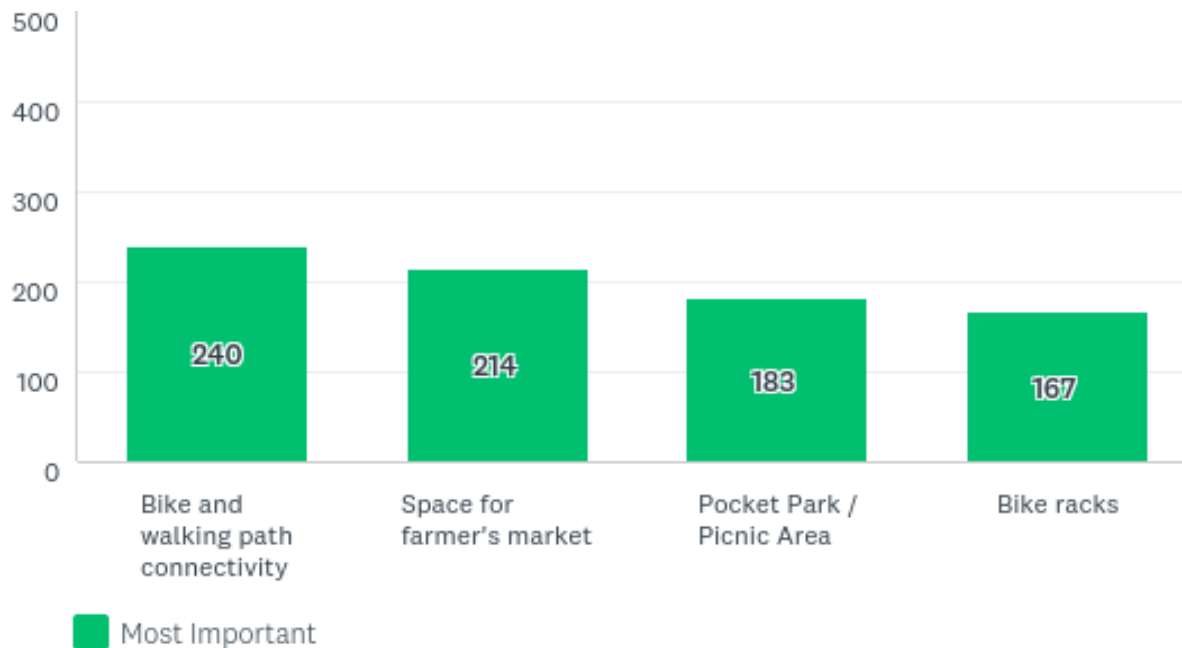
Q4: Would you support small scale mixed-use buildings in the Downtown Business Village District? (Consisting of first-floor retail/restaurant shops on street level, with second level condo/apartment dwellings?) Comments

Answered: 427 Skipped: 0

- ✓ Most favored mixed-use with condos
- ✓ Most say no apartments
- ✓ Concerns about traffic and parking with increased volume

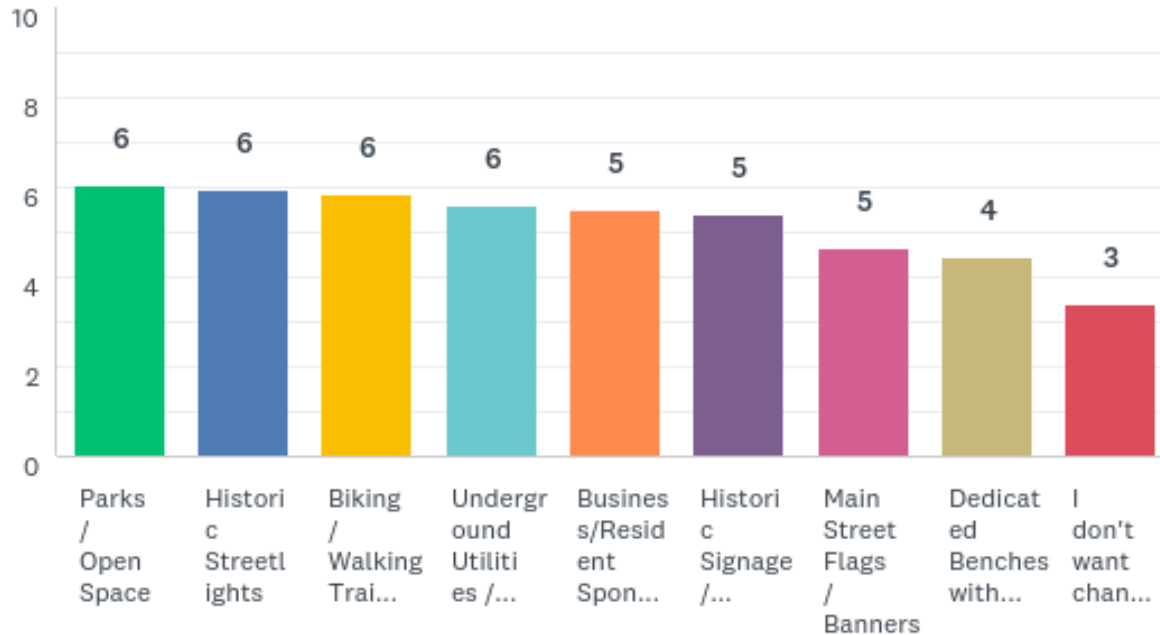
Q5: Rate in order of importance, the kind of open space/common areas, bike connectivity would add to the value of the Downtown Business Village.

Answered: 424 Skipped: 3



Q6: Rank in order of importance the type of beautification efforts you'd like to see in the Downtown Business Village / Main Street?

Answered: 410 Skipped: 17



Summary and Take Aways

- Residents and businesses care deeply about Downtown. Strong sense of community.
- Residents and business want improvements.
- More amenities:
 - 90% want more restaurants. Publik house/pub mentioned repeatedly.
 - 67% want more retail shops.
 - Most are open to small-scale mixed use. Only 15% opposed
- Aesthetics are important.
 - Downtown “feel” essential.
 - Historic buildings, signage and markers highly valued.
 - “Public spaces” and connectivity valued.



Q20: Are you interested in participating in the EDC's Downtown Business Village Work Group efforts?

Answered: 377 Skipped: 50

ANSWER CHOICES	RESPONSES	
No, thank you.	82.23%	310
Yes (Your answers will remain anonymous in the survey, however you can email the EDC, at pdigiovanni@southboroughma.com to sign up for more information to learn how you can be involved.)	17.77%	67
TOTAL		377

For more information: southboroughedc.com/downtownsurvey/