

Municipality of Brighton

**Downtown Revitalization
Resident Survey**

January/February 2015

1. SURVEY INTRODUCTION

This survey is an integral part of Brighton's Downtown Revitalization Process and will provide critical information regarding the needs of our residents.

The information collected will assist the community by:

1. Measuring current shopping patterns
2. Identifying the ideal mix of businesses and services to meet community needs.
3. Identifying residents' perceptions of the downtown
4. Guiding future downtown projects

The information you provide will be kept CONFIDENTIAL and will ONLY be used for the objectives listed above. The information WILL NOT be given to any other group and will be destroyed once all data has been analysed.

Surveys can be completed online or printed at: www.brighton.ca and returned by the following methods
NO LATER THAN FEBRUARY 27, 2015:

By Mail:

Municipality of Brighton
P.O. Box 189
Brighton, ON
K0K 1H0



In Person:

Municipal Office
35 Alice Street, Brighton
Between Monday-Friday
8:30 am - 4:30 pm

Brighton-Cramahe Chamber of Commerce
74 Main Street, Brighton
Between Monday – Friday
10 am - 4 pm

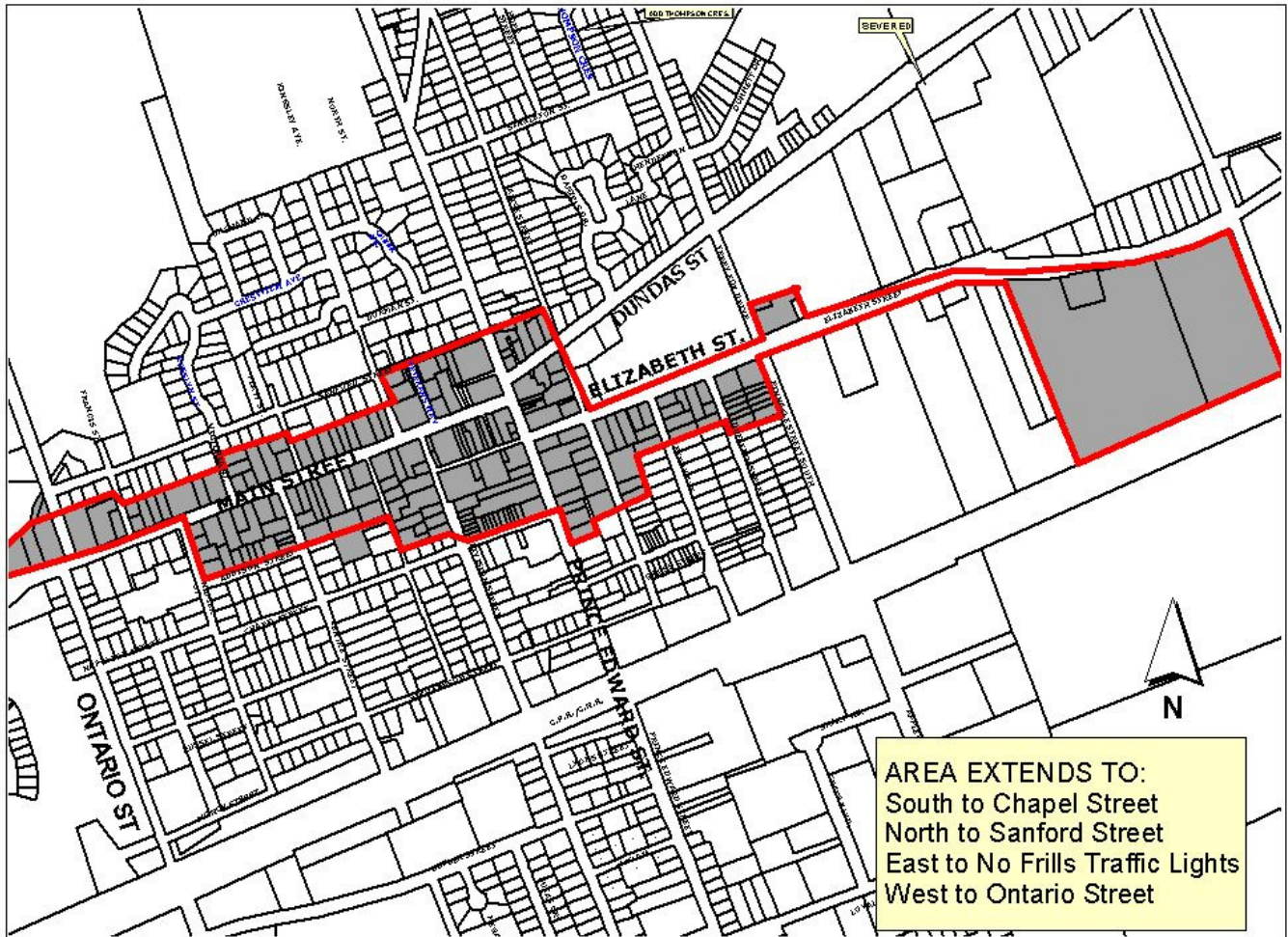
The Robbins Nest
53 Main St., Brighton
Monday – Wednesday (9:30 am – 4 pm)
Thursday – Friday (9:30 am – 5 pm)
Saturday (9:30 am – 4 pm)

Dragonfly
23 Main St., Brighton
Monday – Saturday
10 am – 5 pm
Sunday
12 – 4 pm

If you have any questions or require further information, please contact:

Laurie Caouette
Economic Development & Revitalization Coordinator
lcaouette@brighton.ca
613-475-0670, ext. 108

Downtown Revitalization Study Area



Study Area Rationale:

East to No Frills:

The 18.4 acres of land immediately west of No Frills is zoned District Commercial to permit retail and service commercial development. An anchor tenant is required as part of any site plan that is submitted in future. This is in place to ensure that highway retail development does not negatively impact consumer traffic in the downtown core.

Main Street west to Ontario Street:

In order to balance economic growth with small town appeal, Brighton's Official Plan provides for the commercial conversion of existing buildings along Main Street as far west as Ontario Street, which is currently in transition from residential to commercial use. The policies are intended to achieve a balance between low profile commercial and residential uses in the same building or in separate buildings. Conversion would be permitted provided the external design and residential character of the building and character of the area are not adversely impacted.

I am completing this survey on behalf of myself
 I am completing this survey on behalf of my entire household.

Please indicate number of residents living in your household. _____

2. DOWNTOWN SHOPPING TRENDS & ANALYSIS

1. How often do you visit the Brighton Downtown Business Area?

Every day	2-5 times a week	Once a week	Once a month	Very Rarely or Never

2. How often do you visit the Brighton Downtown Business Area for the following? (Mark one answer for each activity)

	Two or more times a week	Once a week	Twice a month	Once a month	Very Rarely/ Never
Quick errands (gas, convenience store, etc.)					
Grocery shopping					
Clothing shopping					
Antique shopping					
School					
Government Services					
Hardware, paint, wallpaper shopping					
Pharmacy & drug store					
Gift & novelty shopping					
Restaurants					
Personal care (hair salon, spa, esthetician)					
Professional services (insurance, accounting, legal)					
Banking/Financial Services					
Culture & Entertainment (church, etc.)					
Recreational activities					
Health Care & Physical Activities (i.e. physician, gym, etc.)					
Work					
Special Events					
Other (please specify)					

3. What are the top three reasons you choose "NOT TO SHOP" in the Downtown Business Area?

	Main Reason	Secondary Reason	Third Reason
Store/Business Hours			
Parking			
Prices			
Customer Service			
Product Selection/Availability			

	Main Reason	Secondary Reason	Third Reason
Pedestrian Safety			
Signage			
Public Transportation			
Downtown Events			
Attractiveness of Area			
Other (please specify)			

4. What are the top 3 reasons you choose "TO SHOP" in the Downtown Business Area?

	Main Reason	Secondary Reason	Third Reason
Close to Home			
Close to Work			
Price			
Service			
Quality			
Selection			
Unique Products			
To Support Local Businesses			
Other (please specify)			

5. What is your PRIMARY shopping destination for each of the following (Choose ONE destination per line).

	Brighton	Trenton	Belleville	Kingston	Cobourg	GTA	Internet
Quick errands (gas station, convenience store, etc.)							
Grocery shopping							
Clothing shopping							
Furniture shopping							
Appliance, TV, electronics shopping							
Automotive supply stores							
Hardware, paint, wallpaper shopping							
Pharmacy & drug store							
Gift & novelty shopping							
Restaurants							
Personal care services (hair salon, spa, esthetician)							
Professional services (insurance, accounting, legal)							
Banking/Financial Services							
Culture & Entertainment							
Recreational activities							
Health Care & Physical Activities							
Work							
Special Events							

6. Please RANK the importance of the following characteristics on your decision to purchase common goods (i.e. groceries, clothing, electronics, hardware, appliances (1=most important, 5=least important).

	1	2	3	4	5
Name Brand					
Customer Service					
Quality					
Price					
Local Availability					
Other (please specify)					

7. How strongly do you agree or disagree with the following statements? (mark one answer for each statement)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Stores in my downtown are open when I want to shop.				
Businesses in my downtown sell the products/services I want.				
Prices of products/services in my downtown are reasonable.				
I like the look and feel of my downtown.				
I feel safe in my downtown, even at night.				
Parking in my downtown is convenient and easy to use.				
I try to shop locally whenever possible.				
I prefer to shop outside of my community's downtown.				
I am happy with my community's recreation facilities and programs.				
I am happy with my community's entertainment options.				
I am happy with my community's cultural activities (theatre, art gallery, churches, etc.)				

8. If stores in your downtown offered extended hours, when would you most likely shop? (Mark two answers)

Monday after 6 pm	
Tuesday after 6 pm	
Wednesday after 6 pm	
Thursday after 6 pm	
Friday after 6 pm	
Saturday after 5 pm	
Sunday	
Other (please specify)	

3. BUSINESS & DOWNTOWN DEVELOPMENT

1. In your opinion, is there a need to improve the appearance and safety of the Downtown Business Area?

	Yes
	No (If no, please continue to Question 3)

2. If you answered YES to Question 1, please RATE the following:

	Very Important	Needs Improvement	No Improvement Needed
Trees & Grass			
Planters & Hanging Baskets			
Flower Gardens			
Exterior Building Appearance			
Window Displays			
Better Signage			
Better Lighting			
Better Garbage/Litter Removal			
Sidewalks & Crosswalks			
Picnic Tables & Benches			
Video Surveillance/ Public Protection			
Public Washrooms			
Other (please specify)			

3. What ADDITIONAL businesses or services do you think are needed in the Downtown Business Area? (Select all that apply)

<input type="checkbox"/>	Children's Clothing Store	<input type="checkbox"/>	Housewares
<input type="checkbox"/>	Ladies' Clothing Store	<input type="checkbox"/>	Hotel/Motel
<input type="checkbox"/>	Men's Clothing Store	<input type="checkbox"/>	Gift/Souvenir Store
<input type="checkbox"/>	Discount Clothing Store	<input type="checkbox"/>	Art Gallery
<input type="checkbox"/>	Pharmacy	<input type="checkbox"/>	Music Store
<input type="checkbox"/>	Convenience Store	<input type="checkbox"/>	Art/Craft Supply Store
<input type="checkbox"/>	Butcher	<input type="checkbox"/>	Grocery Store
<input type="checkbox"/>	Banking/Financial Services	<input type="checkbox"/>	Performing Arts and Cultural Facility
<input type="checkbox"/>	Bakery	<input type="checkbox"/>	Tourism-related Business
<input type="checkbox"/>	Fine Food Restaurant	<input type="checkbox"/>	Furniture/Appliance Store
<input type="checkbox"/>	Casual Dining Restaurant	<input type="checkbox"/>	Electronics Store
<input type="checkbox"/>	Fast Food Restaurant	<input type="checkbox"/>	Office Supply/Computer
<input type="checkbox"/>	Clothing Repair/Alterations	<input type="checkbox"/>	Sporting Goods Store
<input type="checkbox"/>	Government Services	<input type="checkbox"/>	Post-Secondary Education (satellite campus)
Other (Please specify):			

4. Using the scale provided, please rate the following aspects of the Downtown Business Area.

	Excellent	Good	Fair	Needs Improving
Storefront – Appearance of Facades				
Storefront – Window Displays				
Storefront - Signage				
Street Furniture (lights, benches, waste containers, picnic tables)				
Plantings, Trees, Flower Boxes, Green Space				
Sidewalks, Pedestrian Environment				
Traffic Flow on Streets in the Area				
Public Safety Services (lighting, security, police presence, etc.)				
Vandalism and Graffiti				
Litter				
# Parking Spots				
Parking Signage				
Highway Signage/Tourism Directional Signs				
Visual Identity of the Area (banners, signage)				
Public Washroom Availability				
Accessibility for People with Disabilities				
Appropriate Variety of Businesses				
Number of Vacancies/Turnover				
Organization of Special Events				
Promotion of Special Events				
Merchant Advertising				
Variety of Available Goods and Services				
Quality of Available Goods and Services				
Range of Prices for Goods and Services				
Availability of Downtown Residential Space				

5. What is your opinion about living in the Downtown Business Area?

<input type="checkbox"/>	I live in Downtown Brighton now.
<input type="checkbox"/>	I am interested in living in Downtown Brighton.
<input type="checkbox"/>	I may consider living in Downtown Brighton given the right circumstances.
<input type="checkbox"/>	I am not interested in living in Downtown Brighton (Proceed to Question 7)

6. Within the next 7 years, in which of the following would you prefer to live, other than a single family residence?
(Select your first and second choice)

	First Choice	Second Choice
Rental Townhouse		
Rental Apartment		
Condominium Unit		
Assisted Living		
Other (Please Specify)		

7. Do you know someone who has moved from Brighton or decided not to move to Brighton because of a lack of suitable or available residential options in the downtown?

	Yes
	No

8. Do you know someone who would be interested in moving into a rental townhouse, rental apartment or condominium if they were available in the downtown?

	Yes
	No

4. COMMUNITY OF THE WHOLE

1. What Downtown Brighton events have you attended in the past year? (Select all that apply)

	Applefest		Art on Main
	Santa Claus Parade/Light Up Brighton		Remembrance Day Ceremony
	Concerts in the Park		Spring Flower Festival
	Pumpkin Carving Contest (Oct. 31)		Rotary Street Dance
Other (Please specify):			

2. How do you usually find out about LOCAL businesses or services? (Select all that apply)

	Newspaper		Website
	Radio		Flyers
	Community Bulletin Boards		Television
	Word-of-mouth		Social Media
Other (Please specify):			

3. Please indicate what you would most like to see developed or added to Brighton’s Downtown.

	Very Important	Somewhat Important	No Improvement Needed
Farmer’s Market			
Parks and/or Green Space			
Residential Development			
Special Events			
New Library			
Multi-Use Facility			
Walking & Biking Trails			
Sports or Recreational Facility (please specify)			
Youth Activities			
Meeting Facilities			
Waterfront Access/Boat Landings			
Historical Walks/Tours			
Public Transportation			

4. How important do you think heritage buildings are to Brighton's character?

	Very Important
	Somewhat Important
	Not Important

5. Should Brighton taxpayers financially subsidize a façade improvement program for businesses in the downtown core?

	Yes
	No

6. Do you and/or your partner (if applicable), plan to continue living/working in Brighton?

	Yes
	No

7. Please suggest any services or facilities that you feel are needed.

8. Please suggest any services or facilities for SENIORS that you feel are needed.

9. Please suggest any services or facilities for YOUTH that you feel are needed.

10. Please suggest any SPECIAL EVENTS you would like to see in the Downtown Area.

5. DEMOGRAPHICS

REMINDER: The information you provide will be kept CONFIDENTIAL and will ONLY be used for the objectives listed at the beginning of this survey. The information will NOT be given to any other group and will be destroyed once all the data has been analyzed.

1. How many people in total live in your household?

	1
	2
	3
	4 or more

2. What is the age & gender of each family member?

Male/Female (please circle one)	Age:	Male/Female (please circle one)	Age:
Male/Female (please circle one)	Age:	Male/Female (please circle one)	Age:
Male/Female (please circle one)	Age:	Male/Female (please circle one)	Age:

3. What is your annual household income?

	Under \$24,999
	\$25,000 - \$49,999
	\$50,000 - \$74,999
	\$75,000 - \$99,999
	Over \$100,000

4. Where do you work?

	I work in Brighton or within in 10 km radius
	I work outside a 10 km radius of Brighton
	I am presently unemployed
	I am retired
	Other (Please specify):

5. Are there are any other comments you would like to share regarding Brighton's Downtown Revitalization?

YOUR OPINION MATTERS!

Thank you for taking the time to complete this survey. See next page for contest information.

6. CONTEST

As a token of our appreciation for your time and effort, all respondents can choose to complete Section 6 of the survey for a chance to win a prize basket from downtown merchants.

To be eligible for the draw, please fill out the ballot below and deposit **separately** from your **COMPLETED** survey in the drop boxes at the following locations.

Municipal Office
35 Alice Street, Brighton
Between Monday-Friday
8:30 am - 4:30 pm

Brighton-Cramahe Chamber of Commerce
74 Main Street, Brighton
Between Monday – Friday
10 am - 4 pm

The Robbins Nest
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Once the surveys have been collected, a ballot will be drawn and the winner will be notified.

Ballot – Brighton Downtown Revitalization

Name: _____

Address: _____

Phone Number: _____

Email Address: _____

In the event my ballot is chosen, I consent to having my name posted online at www.brighton.ca and on social media pages managed by the Municipality of Brighton.