

## Downtown Crozet Development Survey

March XX, 2015

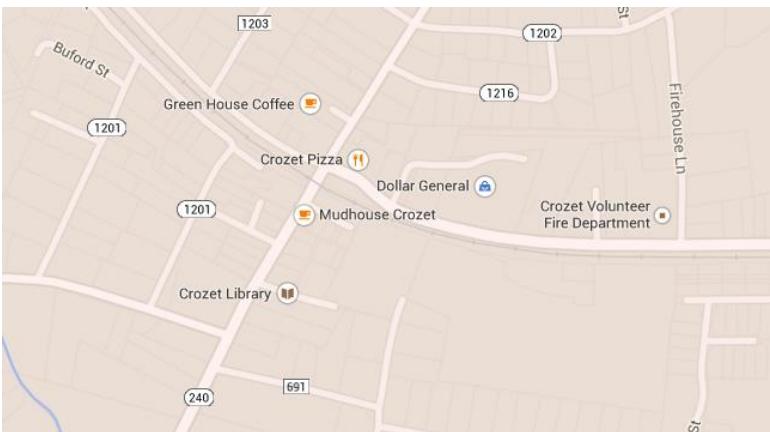
Dear Crozet Area Resident and/or Business Owner:

Most of you are aware that Crozet has been designated as an Albemarle County growth area. The Crozet Master Plan, created in 2010, outlines plans for the area for residential, commercial and industrial growth. The Barnes Lumber property – as seen from Rt. 240 near the former Crozet Library – is encompassed in this Master Plan. The property was acquired by a local development group, along with the CSX property, to redevelop the abandoned property into a “true downtown space” as envisioned in the Master Plan.

To be successful, downtown redevelopment will require active and ongoing community input and support. Therefore, the Crozet Community Association (CCA) is working with the Crozet Community Advisory Council (CCAC), developers, property owners, businesses and the County to host a series of public engagement meetings later this year. The purpose of these meetings will be to **start with the Master Plan vision** and develop an execution strategy for downtown development, including development of the Barnes Lumber property. The meetings will address issues like access and road alignments, parking, civic amenities, economic development, financing and marketing.

In advance of these meetings, we need your input. We want as many members of the community involved in this process as possible. Please complete this anonymous survey by April XX, 2015 and share the survey link in email, on Facebook, Twitter, etc. with family and friends in the Crozet area.

As a reference, we've included a map of the area referred to as “downtown Crozet” in many of the survey questions.



Thank you for your time,

The Crozet Community Association

### 1. What four businesses, attractions or organizations do you frequent most in downtown Crozet?

- a. \_\_\_\_\_ b. \_\_\_\_\_  
c. \_\_\_\_\_ d. \_\_\_\_\_

**2. How often do you dine at the following locations?**

	Never	Weekly	Monthly	Occasionally	Rarely
Downtown Crozet.....	ε	ε	ε	ε	ε
Rt. 250/Harris Teeter.....	ε	ε	ε	ε	ε
Old Trail.....	ε	ε	ε	ε	ε
Charlottesville.....	ε	ε	ε	ε	ε
Waynesboro.....	ε	ε	ε	ε	ε

**3. How often do you visit retail establishments**

	Never	Weekly	Monthly	Occasionally	Rarely
Downtown Crozet.....	ε	ε	ε	ε	ε
Rt. 250/Harris Teeter.....	ε	ε	ε	ε	ε
Old Trail.....	ε	ε	ε	ε	ε
Charlottesville.....	ε	ε	ε	ε	ε
Waynesboro.....	ε	ε	ε	ε	ε

**at the following locations?**

**4. Please list all reasons why you shop in locations other than downtown Crozet.**

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (Specify)	N/A
Rt. 240/Harris Teeter.....	ε	ε	ε	ε	ε	ε	ε	ε	
Old Trail.....	ε	ε	ε	ε	ε	ε	ε	ε	
Charlottesville.....	ε	ε	ε	ε	ε	ε	ε	ε	
Waynesboro.....	ε	ε	ε	ε	ε	ε	ε	ε	

**5. How often do you eat out...**

(● mark ONE answer for each question)

	5 or more times a week	2-4 times a week	Once a week	1-2 times a month	Less than once per month	Never
...for breakfast?.....	ε	ε	ε	ε	ε	ε
...for lunch?.....	ε	ε	ε	ε	ε	ε
...for dinner?.....	ε	ε	ε	ε	ε	ε

**6. What two restaurants or types of cuisine would you most like to see come to downtown Crozet?**

a. \_\_\_\_\_ b. \_\_\_\_\_

**7. What types of businesses would you like to see/see more of in downtown Crozet? (rank by importance – 1 Not Important – 5 Very Important).**

- ε Restaurants/Bars
- ε Retail
- ε Hotel
- ε Professional Services
- ε High Tech
- ε Manufacturing/light industrial
- ε Other \_\_\_\_\_

**8. What 2 specific businesses would you most like to see in downtown Crozet?**

- a. \_\_\_\_\_ b. \_\_\_\_\_

**9. Which of the following local events did you attend in the last 12 months? (● mark ALL that apply)**

- ε Crozet Music Festival
- ε Crozet Arts & Crafts Festival
- ε Crozet Farmer's Market
- ε Athletic Events – SOCA, YMCA, WAHS, etc.
- ε Crozet Library Events/Storytime
- ε Restaurant Week
- ε Summer Camps
- ε Community Parades
- ε Other \_\_\_\_\_

**10. Which civic features would you most like to see developed in downtown Crozet? (check all that apply)**

- ε Outdoor Performance Venue
- ε Crozet Visitor Center
- ε Wine Tourism Center
- ε Farmers Market
- ε Park/Pedestrian Plaza Area
- ε Other \_\_\_\_\_

**11. What do you think are the greatest benefits to growing the downtown Crozet area? (rank; 1 Least – 5 Greatest)**

- ε More Restaurant/Retail Options
- ε Additional Venue Space for Local Events
- ε Beautification of the Downtown Area
- ε Local Job Creation
- ε Less Driving to Charlottesville/Across Afton Mountain
- ε Provides a Greater Sense of Community
- ε Other \_\_\_\_\_

**12. What factors do you think are preventing downtown development? (rank; 1 Not Preventing – 5 Greatly Preventing)**

- ε Number of Residents Does Not Support Additional Commerce
- ε Street Design
- ε Limited Parking
- ε Costs Involved in Developing Downtown Area
- ε Area Not Physically Attractive to Businesses
- ε Proximity of Area Not Attractive to Businesses
- ε Community Does Not Support Downtown Development
- ε Local Authorities Do Not Support Downtown Development
- ε Other \_\_\_\_\_

**13. How would you describe Crozet in 3 words to someone thinking about moving here?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**14. What features do you think most describe Crozet as a brand? (rank; 1 Disagree Strongly – 5 Agree Strongly)**

1. Community-Minded
2. Mountain Views
3. History/Culture
4. Walking
5. Biking
6. Claudius Crozet
7. Railroad
8. Families/Neighborhoods
9. Rural Area
10. Wineries
11. Breweries
12. Golf
13. Schools
14. Boutiques
15. Agriculture/Gardens
16. Arts
17. Locally-owned Restaurants
18. Locally-owned Businesses
19. Parks/"Green" Space
20. Other \_\_\_\_\_

**15. What is your greatest fear of growth in the downtown Crozet area?**

- ε Overpopulation/Overcrowding Area
- ε Overcrowding Area Schools
- ε Losing Sense of Community/"Small Town Feel"

- ε Costs of Goods/Services Increasing
- ε Consumers Not Supporting Local Businesses
- ε New Development Losing Crozet's Culture/History
- ε Competing Businesses
- ε Driving/Parking Concerns
- ε Current Infrastructure (i.e. Roadways) Not Supporting Growth
- ε Environmental Concerns
- ε Other \_\_\_\_\_

**16. On a scale of 1-5, how supportive are you of the development of downtown Crozet? (rank; 1 Not Supportive – 5 Extremely Supportive)**

**17. For local business owners, rank the factors that would be most important to you in deciding to move your business to downtown Crozet.**

	Low 1			High 5
Cost to lease/own ...	ε	ε	ε	ε
Location/amount of parking.....	ε	ε	ε	ε
Proximity to other businesses.....	ε	ε	ε	ε
Types of surrounding businesses	ε	ε	ε	ε
Visibility of business from road	ε	ε	ε	ε
Pedestrian friendly	ε	ε	ε	ε
Ease of access for employees.....	ε	ε	ε	ε
Quality of space.....	ε	ε	ε	ε
Walkability from neighborhoods....	ε	ε	ε	ε
Proximity to my home.....	ε	ε	ε	ε

**18. What types of housing would you like to see in downtown Crozet?**

- Apartments for rent                   ε
- Condominiums                       ε
- Townhomes                           ε
- Single family homes               ε

**Would you have any personal interest in any of these options if they were available? Y/N**

**19. Any other thoughts related to growth in downtown Crozet?**

**20. Are you a: (check all that apply)**

- ε Crozet resident

- Local business owner
- Property owner
- Employee/non-owner of a local business
- None of the above

**21. If you work outside the home, how far is your commute?**

- 0-5 miles
- 6-10 miles
- 11-20 miles
- 21-30 miles
- Greater than 30 miles
- I work at home
- I am not employed

**22. What is your age?**

- under 18
- 18-24
- 25-44
- 45-54
- 55-64
- Over 64

**23. What is your gender?**

- Male
- Female

**24. What is the highest level of formal education you have completed? (● mark ONE)**

- Less than 9th grade
- 9th to 12th grade, no diploma
- High school graduate
- Some college, no degree
- Associate degree
- Bachelor's degree
- Graduate or professional degree

**25. How many people reside in your household?**

- 1
- 2
- 3
- 4
- 5
- 6 or more

**26. What is your household's combined annual income? (● mark ONE)**

ε under \$15,000

ε \$15,000 - \$24,999

ε \$25,000 – 34,999

ε \$35,000 - \$49,999

ε \$50,000 - \$74,999

ε \$75,000 - \$99,999

ε \$100,000 - \$149,999

ε over \$150,000