

## COATESVILLE COMMERCIAL DEVELOPMENT OPPORTUNITY SURVEY — Area Residents

The City of Coatesville is conducting a survey to develop a strategy for improving shopping opportunities — retail products and all types of services — in the city. We need your help and ideas. Please take a few minutes to answer the questions below.

THANK YOU for your assistance!

1. Where do you live? \_\_\_\_\_; ZIP Code: \_\_\_\_\_
2. How many people live in your household? \_\_\_\_\_ You are: \_\_\_ Male \_\_\_ Female
3. Based on your experiences, please rank the current shopping environment for products and services in the City of Coatesville using a scale of 1 (excellent) to 5 (poor).

	Excellent	Poor
In the Downtown	1-----2-----3-----4-----5	
Overall, citywide	1-----2-----3-----4-----5	
4. Rank the current residential environment for households located in the City of Coatesville using a scale of 1 (excellent) to 5 (poor).

	1-----2-----3-----4-----5
--	---------------------------
5. Please identify the one major advantage and disadvantage to living in the City of Coatesville.  
Advantage \_\_\_\_\_  
Disadvantage \_\_\_\_\_
6. What types of products and services do you (and other members of your household) purchase from retail and service businesses located in the City of Coatesville?  
\_\_\_\_\_
7. In which one of the following do you shop for products and services the most?  

___ Downtowns	___ Indoor malls	___ Outdoor mall/“Lifestyle Center”
___ Stand-alone stores	___ Other _____	
8. Which one type of retail store do you enjoy shopping in the most?  

___ Small specialty stores	___ Large discount stores (ex: Target, Wal-Mart)
___ Department stores (ex: Sears, Macy’s)	___ Factory outlet stores
___ Small chain stores (ex: Gap, Footlocker)	___ Large chain stores (ex: Home Depot, Staples)
9. What percent of your household’s total expenditures is spent on goods and services purchased from retail and service businesses located in the City of Coatesville? \_\_\_\_\_ %
10. On average, how many times a month do you (and other members of your household) shop for products and services in the City of Coatesville? \_\_\_\_\_
11. What types of additional establishments would increase your interest in shopping for products and services in the City of Coatesville? (Please choose no more than 5 establishments.)

___ Brand name chain stores	___ Small upscale specialty shops	___ Arts-related shops
___ Grocery stores	___ Upscale restaurants	___ Factory outlet stores
___ Farmers’ market	___ Family restaurants	___ Discount stores
___ Amusement & entertainment places	___ Department stores	___ Household products stores
___ Personal services (other than health care)	___ Business services	___ Financial services
___ Brewpub/taverns	___ Health care services	___ Building contractors
___ Distributors	___ Bakery	___ Antique stores
___ Other _____		

12. What three (3) types of development activities are most needed in the City of Coatesville?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Commercial/professional offices   | <input type="checkbox"/> New residential housing | <input type="checkbox"/> More residential rehab       |
| <input type="checkbox"/> More retail/service stores        | <input type="checkbox"/> Job training programs   | <input type="checkbox"/> Reuse of old sites/buildings |
| <input type="checkbox"/> Large regional-oriented projects  | <input type="checkbox"/> Local tax changes       | <input type="checkbox"/> Improve physical appearance  |
| <input type="checkbox"/> Heritage tourism promotion        | <input type="checkbox"/> More parking            | <input type="checkbox"/> Development loan programs    |
| <input type="checkbox"/> Public safety programs            | <input type="checkbox"/> New traffic patterns    | <input type="checkbox"/> Marketing/promotion programs |
| <input type="checkbox"/> Industrial-oriented opportunities | <input type="checkbox"/> Hotel/motels            | <input type="checkbox"/> Other _____                  |

13. Where do you (and other members of your household) do most of the shopping for products and services? (You may choose more than one area.)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> City of Coatesville                | <input type="checkbox"/> Lionville Area         | <input type="checkbox"/> Exton Area           |
| <input type="checkbox"/> Business Route 30 in Caln Township | <input type="checkbox"/> Downingtown            | <input type="checkbox"/> King of Prussia Area |
| <input type="checkbox"/> Parkesburg Area                    | <input type="checkbox"/> West Chester Area      | <input type="checkbox"/> Malvern/Paoli Area   |
| <input type="checkbox"/> Kennett Square Area                | <input type="checkbox"/> City of Lancaster Area | <input type="checkbox"/> Other _____          |

14. What following changes are most needed to improve shopping conditions in the City of Coatesville?

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> More off-street parking  | <input type="checkbox"/> More on-street parking | <input type="checkbox"/> Improved traffic flow | <input type="checkbox"/> Safer environment  |
| <input type="checkbox"/> Larger variety of stores | <input type="checkbox"/> Improved lighting      | <input type="checkbox"/> Better storefronts    | <input type="checkbox"/> Longer store hours |

15. Do any of the following features increase or decrease your desire to shop in the City of Coatesville?

- Increase desire to shop:  Road system  Rail lines  Public transit routes  Rivers/Creeks  Other: \_\_\_\_\_  
Decrease desire to shop:  Road system  Rail lines  Public transit routes  Rivers/Creeks  Other: \_\_\_\_\_

16. What one area of the City of Coatesville should be targeted as the top priority area for new shopping-oriented development activity?

- West End  1<sup>st</sup> Ave. to 5<sup>th</sup> Ave.  6<sup>th</sup> Ave. to 10<sup>th</sup> Ave.  Other area \_\_\_\_\_

17. What is the most reasonable prospect for your household over the next 5 years ?

- Stay in current residence  Relocate outside the city  Relocate inside the city  Unsure at this time

18. What actions should be undertaken to improve product and service shopping opportunities in Coatesville?  
\_\_\_\_\_

19. Imagine that downtown Coatesville becomes vibrant once again, with many stores, offices, museums, and a more active Coatesville Cultural Society. People routinely come downtown for an afternoon or evening of shopping, socializing, or entertainment. Activity increases so much that parking becomes difficult. If a public parking lot were developed as part of a comprehensive improvement program for the Coatesville rail station area to accommodate commuters, shoppers, and other visitors, what is the **maximum** amount you would be willing to pay to park in the new downtown Coatesville parking lot? (Please **answer all parts** of the question.)

- a. Hourly:  \$1.00 or less  \$1.25  \$1.50  \$1.75 or more  I would not use the lot hourly.  
b. Daily:  \$10.00 or less  \$15.00  \$20.00  \$25.00 or more  I would not use the lot daily.  
c. Monthly:  \$180.00 or less  \$200.00  \$220.00  \$240.00 or more  I would not use the lot monthly.

20. If commuter rail services were expanded at the Coatesville train station, would you (or other members of your household) use the expanded service: (Please **answer all parts** of the question.)

- a. ...at least once a week?  Yes  No  
b. ...at least 3 times a week?  Yes  No  
c. ...at least 5 times a week?  Yes  No

21. If the Chester County airport expanded services to include connector or direct flights to Philadelphia and other major cities, would you (or other members of your household) make frequent use of the airport for air travel?

- Yes  No

THANK YOU for your help!