

PURPOSE & GOALS

These survey questions serve as an opportunity for the public to engage in the planning process. As such, they are important in setting the tone for the rest of the public engagement process. The goals of the survey are to develop a better understanding of the views and opinions of: Highlands's residents, business owners, and property owners.

The Highlands community survey goals:

Identify...

1. How the Highlands community currently view the study area.
2. What the community imagines a sustainable and vibrant Downtown to look like.
3. The types of strategies they think would best produce their vision in the Downtown.
4. The types of businesses and development that people think would be appropriate in the Downtown.
5. How much interest there is to work on strategies previously identified strategies.
6. Potential economic and community development responses to COVID-19

Highlands Community Survey on Bay Avenue Redevelopment

Introduction

As a community, we are currently working on an Area of Redevelopment Plan for the Downtown Commercial Business District. If you are not familiar with the project, you may wish to read more about it here (www.highlandsborough.org) before taking the survey.

The questions are intended to give us an idea of how you see the downtown, what you envision it becoming, and how you think we should best go about achieving that vision. It is important to know that the following survey is one of several opportunities for you to participate in the plan making process. If you want to know more about future engagement opportunities, you can read more here. (www.highlandsborough.org)

A note regarding COVID-19

We understand that as a result of COVID, your life may be substantially different than it was many months ago. We know this may make it hard to think about what the Downtown should be in one year, let alone in ten years. When answering these questions, please assume that COVID will be substantially under control within the next year. However, if you think there will be long-term impacts from the crisis, please consider those in your responses.

Questions:

1. Which of the following describes you (check all that apply)
 - a. I live in Highlands
 - b. I work in Highlands
 - c. I own a business in the Central Business District
 - d. I own a business but not in the Central Business District
 - e. I own a property in the Central Business District
 - f. I own a property not in the Central Business District
2. Please select a few adjectives that describe the look and feel of Downtown Highlands before the outbreak of COVID (check all that apply)

Active	Diverse	Quiet
Attractive	Dramatic	Refined
Beautiful	Dull	Remarkable
Boring	Eclectic	Safe
Bustling	Empty	Sensible
Busy	Evolving	Small
Calm	Exciting	Spacious
Charming	Expensive	Stale
Cheap	Friendly	Stressful
Cheerful	Fun	Suburban
Clean	Genuine	Surprising
Colorful	Gritty	Terrifying
Comfortable	Hectic	Traditional
Congested	Historic	Tranquil
Consistent	Lively	Ugly
Contemporary	Modern	Uncomfortable
Cosmopolitan	Noisy	Unique
Crowded	Peaceful	Unsafe
Cultured	Pleasant	Varied
Deserted	Predictable	Welcoming
Dirty	Pretentious	Other (specify)

3. Over the past year, which of these activities have led you to visit Downtown Highlands (select all that apply)
 - a. Retail/Shopping
 - b. Restaurants and dining
 - c. Personal services (dry cleaner, laundry, veterinary)
 - d. Banking or personal finance
 - e. Entertainment or special events
 - f. Religious services
 - g. Recreation or fitness
 - h. Other ____

4. Imagine that we as a community were successful in creating a sustainable, vibrant economy downtown. Please select a few adjectives that describe the look and feel of Downtown Highlands in 10 years (check all that apply)

Active	Diverse	Quiet
Attractive	Dramatic	Refined
Beautiful	Dull	Remarkable
Boring	Eclectic	Safe
Bustling	Empty	Sensible
Busy	Evolving	Small
Calm	Exciting	Spacious
Charming	Expensive	Stale
Cheap	Friendly	Stressful
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Deserted	Predictable	Welcoming
Dirty	Pretentious	Other (add)

5. Please imagine that in 10 years, this plan has been successful, and a sustainable and vibrant Downtown Highlands has been built. Please **pick up to five** of the following statements to describe what that place looks like in your mind. The Downtown is...
- Family friendly
 - A great place to grab a drink and go out with friends
 - Active during the day and in the evenings
 - A good place to start a business
 - A place with a diversity of dining options
 - A place with a diversity of retail / shopping options
 - An economic engine that serves the entire region
 - A tourist destination
 - A safe and attractive place to walk and bike
 - A welcoming place for people of diverse racial and ethnic backgrounds
 - A place with regular community events and activities
 - A place with a strong relationship to the Shrewsbury River
 - A good place to be outdoors, exercise, or be active
 - Other

6. Imagine that you have the control over how to implement this plan. Please choose what you think are the top 3 factors in what would most support the creation of the sustainable vibrant Downtown you envisioned in the previous question:
 - a. Supporting existing business
 - b. Attract new/different businesses
 - c. Preserving historic character and identity
 - d. Providing new/better parks and open space amenities
 - e. Attracting more residents
 - f. Expanding economic opportunities to low-income or vulnerable populations
 - g. Preventing gentrification or displacement of current residents & businesses
 - h. Improving living conditions for existing residents
 - i. Making the downtown cleaner and/or more attractive
 - j. Providing community events
 - k. Making the downtown more physically attractive/welcoming
7. Distinguishing Downtown Highlands from other downtowns in the region will be important to creating a sustainable economy. Which of the following do you think makes Highlands unique AND would support revitalization Downtown, if enhanced or promoted? Please choose what you think are the top 3 factors in importance:
 - a. The architecture Downtown
 - b. The current size & scale of buildings
 - c. The types of businesses in Downtown
 - d. The family-friendly atmosphere
 - e. The Borough's History
 - f. Being an affordable place to live
 - g. Being an affordable place to start a business
 - h. The cultural diversity of its residents and businesses
 - i. The quality of its open/civic spaces
 - j. The Shrewsbury River and the downtowns relationship to it
 - k. Its relationship with and proximity to the Twin Lights National Monument
 - l. Other

8. Which of the following businesses would you spend at least \$20 a month at if it were in Downtown Highlands:
- a. Amusements/arcade/game lounge/bowling alley/indoor mini golf
 - b. Artist makers space
 - c. Art galleries
 - d. Body Art (tattoo, piercing, etc.)
 - e. Book/music stores
 - f. Child Day-Care
 - g. Coffee shops
 - h. Clothing/shoe stores
 - i. Drugstores / Convenience Stores
 - j. Entertainment venues (playhouse, theater, concert hall, etc)
 - k. Fitness Centers
 - l. Food stores (Specialty or grocery)
 - m. Household goods (Hardware, furniture, pets)
 - n. Restaurants/Bars (Casual/Pub/Sports)
 - o. Restaurants (Family-Friendly)
 - p. Restaurants (Fine Dining)
 - q. Restaurants (Delivery/Take-out)
 - r. Salons/spas
 - s. Other (specify)
9. Which, if any, types of housing/commercial/retail/mixed use do you think would help support the sustainable vibrant Downtown you envisioned in previous questions, if they were located on Bay Avenue?
- a. Single-family houses
 - b. Twin / two-family / semi-attached homes
 - c. Townhouses
 - d. Apartments over retail/commercial; mixed-use (maximum 3 stories)
 - e. Apartments over retail/commercial; mixed-use (maximum 4 stories)
 - f. Apartment building (maximum 3 stories)
 - g. Apartment building (maximum 4 stories)
 - h. Age-specific housing (i.e. 55 and over)
 - i. Affordable housing
 - j. Other (specify)
 - k. None
10. Please use this space for any other vision you have for the Redevelopment Plan. **OPEN END**

Thank you for participating in this survey!

If you are completing this survey on paper, please return it to the Borough Office at 42 Shore Dr.