Spring Lake Business District Needs Survey

The Spring Lake Managed Business District Steering Committee is developing a vision for our business district including how best to go about bringing sustainable improvement to it. As a stakeholder in the Spring Lake business community, your perspectives are important to us. We ask that you take a few moments to complete the following survey and return it by April 27. Thank you. *All responses are confidential*

Stakeholder status: ☐ Property Owner ☐ Business owner who owns business location
☐ Business owner who rents business location ☐ Employee of Spring Lake business

Business district conditions

On a scale of 1 to 5, rate your level of agreement with the statements below. All questions refer to the business district (1 = strongly agree, 5 = strongly disagree)

	Strongly Agree **1**	**2**	**3**	**4**	Strongly Disagree **5**
Building facades and awnings are well maintained	☐	☐	☐	☐	☐
Sidewalks are kept clean	☐	☐	☐	☐	☐
Trash and litter removal is adequate	☐	☐	☐	☐	☐
Code enforcement is adequate	☐	☐	☐	☐	☐
Street lighting is adequate	☐	☐	☐	☐	☐
Parking is adequate	☐	☐	☐	☐	☐
Parking enforcement is adequate	☐	☐	☐	☐	☐
Streetscape (benches, trash receptacles, etc.) is adequate	☐	☐	☐	☐	☐
Tree maintenance is adequate	☐	☐	☐	☐	☐
Visitors feel safe with the current level of police presence	☐	☐	☐	☐	☐
Public restrooms are available and adequate	☐	☐	☐	☐	☐
The quality of our retailers is excellent	☐	☐	☐	☐	☐
The business district has several vacancies	☐	☐	☐	☐	☐
I can find what I need at our local stores	☐	☐	☐	☐	☐
Certain kinds of stores are missing from our business district	☐	☐	☐	☐	☐
Tax incentives for building improvements would be beneficial	☐	☐	☐	☐	☐
Assistance with business financing would be beneficial	☐	☐	☐	☐	☐
Visitors can find the shopping district easily	☐	☐	☐	☐	☐
Visitors can find individual businesses easily	☐	☐	☐	☐	☐
The business district has a well understood image	☐	☐	☐	☐	☐
Marketing of the business district is adequate	☐	☐	☐	☐	☐
Merchants would benefit from collective marketing	☐	☐	☐	☐	☐
Local government regulation is business friendly	☐	☐	☐	☐	☐

Please answer the questions on the back

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1. What do you love about Spring Lake as a town?

2. What are the top three things in the Spring Lake business district that are good for your business or commercial property?

3. What three things would it be most important to improve in the Spring Lake business district to enhance your business or commercial property?

4. From where do your customers come?

5. Would it be helpful to you to receive information regularly about local market trends? ☐ Yes ☐ No

6. What are your thoughts regarding business district design standards?

7. Name five types of stores that you would like to see come to Spring Lake (be as specific as possible):

8. If your business is not in the immediate area of Third Avenue, would you like to be included in whatever business development programs are done for that area? ☐ Yes ☐ No

9. Any other suggestions for improving business in Spring Lake:

Your information (optional- this information is only to assist us in managing the survey. Answers will be tabulated without identifying respondents.)

Your name	
Job Title	Business Name
Address	
Telephone Number	

Please return to the address below by April 27
Spring Lake Managed Business District Steering Committee
c/o Clayton Livery Service, Inc.
1207 Third Avenue, Spring Lake, NJ 07762