

Norwalk Business Owners Survey

Regional Plan Association & Norwalk Redevelopment Agency

July 2017

Regional Plan Association (RPA) is working with Norwalk Redevelopment Agency to update the redevelopment plan for the Wall Street/West Avenue area. This survey is intended to collect information about the businesses within the area. Your responses will be valuable in shaping a plan that fosters a successful business environment in the neighborhood.

Learn more about the plan at NorwalkRedevelopmentAgency.com

IDENTIFYING INFORMATION

Business Name: _____

Year Business Established: _____

Business Address: _____

Respondent's Name: _____

Respondent: do you live in Norwalk?

Yes If yes, which neighborhood? _____

No

SURVEY QUESTIONS

1. Do you rent or own the business location?

Rent

Own

2. How many years has the business been at this location?

_____ **years at this location**

3. How many years has the business been in Norwalk, even if in a different location?

_____ **years in Norwalk**

4. Does this business currently have a single location or multiple locations?

- Single Location
- Multiple Locations in Norwalk
- Multiple Locations outside Norwalk

5. What made you decide to locate your business in this part of Norwalk?

- I thought the neighborhood was “up and coming”
- The rent/price was low.
- Foot Traffic
- It was located here before me
- Other: _____

6. What are the advantages of your current location to your business? What are the disadvantages?

Advantages: _____

Disadvantages: _____

7. Do you feel the track Norwalk and the neighborhood is on now will make your business more successful or less successful?

- More Successful
- Less Successful
- Unsure

Please explain your answer: _____

8. In what way(s) is the business environment in the neighborhood helpful and/or harmful to your business?

Answer: _____

9. What do you think of the recent developments in the neighborhood? What impact do you think future residential developments will have on your business?

- Positive impact

Negative Impact

Other/Unsure

Please explain your answer: _____

10. Do you believe the neighborhood needs more businesses to locate here?

Yes

No

Please explain your answer: _____

11. How long do you see your business staying in Norwalk?

For the foreseeable future

For the next 10-20 years

For the next 5-10 years

For the next 3-5 years

Less than 2 years

Please explain your answer: _____

12. What are the three most important factors for keeping your business in the neighborhood versus other parts of Norwalk or the region?

Maintaining existing customers

New customers

More businesses nearby

Lower rents

Lower property taxes

Activity in the neighborhood

Employees are easy to find/like the location

Other: _____

13. What is the top issue that would have the greatest impact on your ability to stay in the neighborhood?

Rent

Property taxes

Customer base

Other: _____

14. How many employees does your business have?

- 0-4
- 5-9
- 10-19
- 20+

15. Where do the majority of your employees live?

- Within Norwalk
- Adjacent to Norwalk
- Elsewhere
- Unsure/Don't know

16. Do you know how the majority of your employees get to work?

- Walk
- Drive
- Bus
- Train
- Other
- Unsure/Don't know

17. Do you believe the Wall Street/West Avenue neighborhood has an identity?

- Yes
- No

Please explain your answer: _____

18. What infrastructure is most important to support your business?

- Parking
- Transit access
- Pedestrian/public spaces
- Other _____

19. What do you like least about the neighborhood that you would change if you could?

Answer: _____

20. What do you like most about the neighborhood that should never change?

Answer: _____
