City of Colonial Heights Community Assessment Survey Results Report

DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

These following results reflect the opinions and preferences of respondents who answered the Colonial Heights Community Assessment Survey, which ran from September 20, 2024 to November 5, 2024, receiving a total of 751 responses.

Notes:

- The survey included closed-ended and open-ended questions. The responses to open-ended questions have been collated and grouped into categories by the Department of Planning and Community Development Staff. For open-ended questions, the sum of all the category responses will not equal the total number of responses received since certain responses did not address the question and, therefore, were not categorized. In addition, some questions allowed multiple responses to rate certain choices which will exceed the 100 % total.

- The response percentages are rounded to the nearest whole number for each question.

- Graphs are provided to help illustrate information throughout the results spreadsheet. However, not all questions include a graph, and graphs do not include all response categories.

- The report is intended to be a summary of the questions in the survey itself. Please read the introduction to understand how the analysis was performed.

If you have any questions whatsoever on the survey results, please contact the Department of Planning & Community Development at (804) 520-9297 and ask to speak with a Planning staff member. You will be connected with a staff member working directly on the survey that can answer your questions. You may also email the department at planning@colonialheightsva.gov.

INTRODUCTION

This document summarizes the results of the survey using statistical analysis techniques to generate conclusions and recommendations on the data as a whole, as well as providing some insights into the data collected based on correlations and current market and development trends. More research is needed to refine responses to more specific grouping for analysis. It is important to remember that a large portion of the results are opinion and preference responses, and not necessarily from a user of a service or facility. In addition, if a particular demographic group is predominantly present from the survey sample, then typically the overall results will most likely reflect the most prominent demographic group in the overall results and not the City overall. However, other responses not as prominent are not without merit or note as the purpose of the survey was to collect information from ALL residents. Further outreach and analysis are needed to determine any specific opinions provided by the non-prominent demographic groups which will be provided later. It should also be noted that, at times, responses to questions can be contradictory to other questions, and that there may be friction between desires and realistic expectations; all of which must be balanced by City leaders.

When reading the summary report, please note percentages presented within parentheses in the text represent the preceding information to the responses of the survey. In addition, this report provides a summary of all the questions based on prevalent themes, related subjects, and noteworthy responses. Survey responses have been shared with city departments.

BACKGROUND

In consultation with the Planning Commission, City Council and various city departments (Public Works and Engineering, Recreation and Parks, and Economic Development), Planning staff started preparing and developing a community assessment survey in April 2024 to gather the residents' preferences and opinions of the City's physical environment and evaluate the City's progress towards meeting its Comprehensive Plan goals and objectives. The idea of the survey was first mentioned at City Council's retreat in March of 2024, with a proposal presented to City Council at their June 18, 2024 special meeting. The survey was developed and presented to the Planning Commission for informal feedback at their July 2, 2024 meeting, which Staff used to further refine the survey questions to obtain the Planning Commission's recommendation at the August 7, 2024 meeting. City Council endorsed the survey questions on September 17, 2024.

Approximately 7,913 surveys were mailed to every residential address in the city registered with the United States Postal Service via a postcard with a scannable QR code shortly after the September City Council meeting and remained open for respondents until close of business November 5, 2024. There were five (5) outreach sessions conducted by city staff and Planning Commission members through September and October of 2024. Out of the 751 responses collected in this timeframe, most respondents used the online survey method to provide their

answers (93%); however, there were 49 paper surveys collected at the designated pick-up/drop-off locations at City Hall, City Library, and the City Community Center. Based on the software we used to perform the survey, the targeted response number to achieve a statistically significant sample size for the city's population was 377.

RESPONDENT DEMOGRAPHICS

The most prevalent age group that responded to the survey is the 60 to 79 years age cohort (46.21%) followed by 50 to 59 years age cohort (20.11%). Together 50+ age cohort represents two-thirds of the survey respondents (66.31%). Together with the responses from the 80+ years age cohort (5.73%), the 60+ age cohort is significantly more represented in this survey (nearly 52%) compared to the actual city population as the 65+ age cohort only represents 18.3% of the City's population based on the 2020 United States census. In short, over half of the survey respondents was from approximately 18% of the city's population. This results in opinions and preferences of the other city's residents remaining largely underrepresented in the survey, particularly in the group of adults from 19 to 49. Per the US Census, the median age in Colonial Heights is 38.5 which is similar to the State's median age of 39.3; however, the majority of responses selected an age group well above that number. However, all responses have merit and are worthy of consideration.

The majority of respondents were women (55.66%) consistent with the City's 2020 demographics (54.5%). The majority of respondents identified as "White" (88.42%). The second largest group of respondents identified as "Black or African American" (5.19%). In the 2020 Census, nearly 69% of the population identified as white, and 15% identify as Black or African American. The largest group of respondents are retired and do not work representing 38.35% of the respondents. Out of those respondents that do work, most are office professionals who work from home (15.71%) or in the City of Colonial Heights (14.65%). Of those who provided a location, over a third of the responses identified as residing east of I-95 and north of Temple Avenue (42%) with modest participation across the many neighborhoods of the City.

The largest group of respondents have lived in their home for 21+ years (40%) followed by those that have lived in their home for less than 5 years (24.5%), and 6-10 years (16%). The largest group of respondents have lived in the city for 21+ years (56.86%) followed by those that have lived in the city for less than 5 years (17%). Comparatively, these two groups (lived at current residence for 21+ years and less than 5 years) are the two largest groups of the survey; however, more analysis is needed to compare the types of responses from these two groups. The number of respondents who stated they own their home without a mortgage directly corresponds to the number of respondents who are retired (38% for each). More analysis is needed to determine the relationship of tenure at household and city (graphics below).

How long have you lived in Colonial Heights?

How long have you lived at your residence?
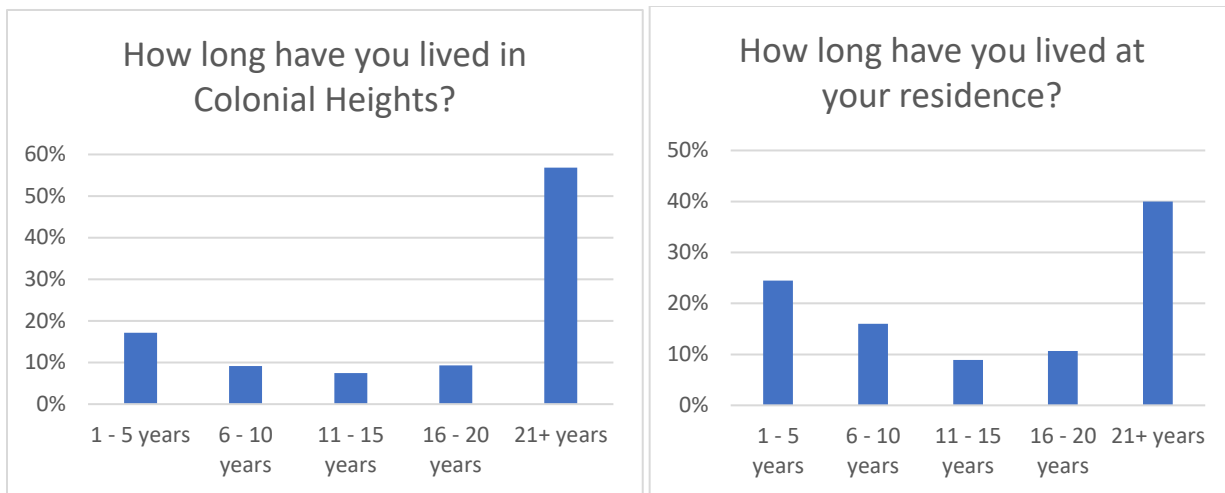
Section Summary

While the majority of responses are from a specific age demographic, the experience, values, and demographics of respondents are significant since they represent those of long-term residents who presumably have been significantly shaped by and have significantly shaped the established culture and development of the city. More analysis and further outreach are necessary to determine how the values and perspectives of younger, newer, middle tenured, and non-White residents compare with those shared by the majority of this survey's respondents.

PREVALENT THEME: CITY HAS SMALL-TOWN WITH SUBURBAN CHARACTER

The Overwhelming majority of respondents described the character of the city and their respective neighborhood as either "Small-town" (City – 63%; Neighborhood – 54%) or "Suburban" (City – 33%; Neighborhood – 41%), with the latter characterization likely attributed to the fact that a large majority of respondents (64%) are located in areas that have a suburban land development pattern (i.e. larger lot sizes, greater setbacks from the street and their neighbors, and predominantly detached single family housing). The northeast portion of the City where the most recent suburban style development is the most prevalent accounted for a near majority of responses (42.5%). Overall, respondents cited the city's small-town character as one of its greatest assets (49%).

Consistent with the typical small-town community, survey respondents expressed pride and appreciation for their city by participating in civic activities such as voting (76%), neighborhood meetings (15%), and city events/festivals (53%). The majority of respondents described their neighbors as likely to help each other out (71%) and their neighborhoods as safe (12%), quiet (47%), and convenient (16%). A near majority of respondents (42%) expressed a level of comfort walking in their neighborhood and preferred their current 1-story or 2-story detached single family home to higher-density housing with shared walls (65%). Throughout the survey,

respondents expressed a sense of uniformity, connectedness and belonging, and appreciation for the city's design as single-family neighborhoods.

Insights: **The City's Small Town with Suburban character is desirable and dependent on its current land development pattern.**

Despite challenges facing the Tri-City area, Colonial Heights is still a desirable Small-Town.

While the survey revealed a growing concern for a lack of property maintenance, and fears that the City will experience economic decline and crime increases, most respondents stated that the city continues to be a clean, safe, neighborly, and family-friendly place. The majority of respondents were satisfied with their neighborhood (60%) with the majority of responses sharing desired improvements related to maintaining or enhancing current local services (15%) or infrastructure (29%).

Suburban style development is dependent on auto-oriented convenience.

Convenience was a major value for respondents and one of the top aspects respondents liked about their neighborhood and the city as a whole. However, it was NOT important for the majority of respondents to live within walking distance of most features, except for parks (48%). Only a minority of respondents shared that there were places they would like to go in the city but have trouble accessing by foot and or bike (18%). While there are requests for extending the sidewalk network within neighborhoods, street improvements were the top priority for the largest group of respondents (39%).

The established pattern of neighborhoods and housing support Small-Town Suburban character.

There was a strong impression that the City's single-family neighborhoods support its small town with suburban character and represent the overall sense of community. Respondents overwhelmingly preferred 1-story and 2-story detached single family homes as the main housing typology for Colonial Heights (95%) as well as the current and preferred housing for their adult children. However, a large group of respondents did not believe the city has housing available/affordable for their children (30%). Interestingly while single family detached dwelling was the preferred housing type and current housing type of most respondents, 15% of respondents believe they would not have housing options meeting their needs at age 60.

Future Land Use & Development Topic -- Housing Types & Location

Questions 32 through 40 of the survey are housing specific questions. For new development, the preferred housing type was 1 story detached single-family homes (32%), followed by 2 detached story single-family homes (27%). However, there was a notable number of responses supporting the following types of dwellings:

Answers	Responses (%)
New home types that offer more than one unit but look like a single-family home	15%
Apartment w/ elevator access	14%
Assisted-Care Residence	13%
2 story - Townhouse or Row house (dwelling is in a row of attached dwellings)	10%
Apartment (dwelling shares a wall with another building and is located below or above another dwelling)	8%
Accessory Dwelling Unit, In-law apartment, or backyard cottage	8%

The following are the most prominent locations selected for new housing to be developed:

Answers	Responses (%)
Redevelopment near the mall	42%
Undeveloped land near existing residential areas	36%
Redevelopment of existing neighborhoods	29%
Redevelopment at Pickwick Shopping Center	27%
Redevelopment along the Boulevard	27%

Overall, there was a recognized need for new housing with only 4% of responses stating no new housing was needed. In addition, respondents generally favored more overall development in the city; more details on this are provided in the Commerce section of the report.

Insights: "Myth busting" Misperceptions on Housing

Most of City's Housing is NOT Rental.

There was a significant number of written responses that referenced the negative affect that renters have on the city and the assumption that "most of the City's housing" is renter occupied. Based on the US census, this is not an accurate assessment of the city's housing as nearly two-thirds of the housing has remained owner occupied for the past few decades. While there has been a recent decline in home ownership in the City since 2010, this rate has remained consistent with the State home ownership rate if not higher than the State home ownership rate for the past 3 decades. Given the last apartments were built around 2003, the increase in renter occupied housing is most likely correlated with a few different factors:

- **Lack of Newer Constructed homes.** The City's slower pace of single-family home construction and the fact that the majority of the City's housing stock is comprised of older and small housing units conducive to rental housing have contributed to less home ownership options in the city. This older and smaller housing stock served as starter homes. Over the years, the size of the homes has made them more suitable for rent and

less desirable than owner-occupied housing in today's residential marketplace. For instance, 2 bedrooms/1 bathroom houses are generally less desirable due to resell value. Smaller size houses are generally not in demand for home ownership as the trend to construct larger homes has persisted in the residential marketplace for the past few decades.

- **High concentration of service and hospitality businesses.** The City serves as a regional hub just south of Richmond with a high concentration of service and hospitality jobs. While integral for the success of the retail and service industry, these jobs generally have lower wages where homeownership requires long term planning. Combined with an accredited school system and accredited law enforcement, high quality of affordable housing, and close proximity to these jobs, the City has an appeal as a desirable place to live for the employees of these industries and sectors.

Townhouses are NOT always Rental.

There is also a common misunderstanding in the responses that townhouses are the same as apartments and that townhouses are for renters. The two terms, apartments and townhouses, are referenced interchangeably in the individual survey comments from the respondents or visitors to staff's outreach tent. Both terms are types of construction and not dependent on these types of ownership. While the townhouse style of development is typically a form of ownership across the state, the majority of older townhouses in Colonial Heights located along Lakeview, Dupuy, Westover, Ellerslie and Newcastle represent dwellings controlled by an entity who provides rental housing which may explain the perception. Townhouses located in the northeast portion of the City on Brandywine and those in Dunlop Village are owned by individuals. The determining factor for ownership is whether the dwelling unit is conveyed to an individual for ownership residence. While not an accurate assessment of townhouses, this perception was notably mentioned and can be understood given the existing ownership model for townhouses in the City.

PREVALENT THEME: IMPROVED APPEARANCE AND MAINTENANCE OF CITY NEEDED

Overall, there was an expressed sense of dissatisfaction with the current appearance of commercial buildings, residential neighborhoods, and streets in the City with three aspects to this shared dissatisfaction:
- residential properties in neighborhoods need to be maintained better,
- city streets need to be improved with sidewalks and/or repaved, and
- commercial properties along the Boulevard need to improve their appearance.

More than half of respondents (57%) expressed dissatisfaction with the appearance of streets and buildings in the city. Nearly a third of the respondents (27%) reported having unmaintained structures in their neighborhoods and would like to see that the properties in their neighborhoods are maintained, with improvements to laws and code enforcement.

Many of the respondents (40%) reported that high-quality curb appeal was an important neighborhood feature for them. Among various aspects, unkept/neglected properties are the top response that residents liked least about living in the city (14%) with traffic (9%), and taxes (8%) following. While 44% of respondents stated they have NOT considered leaving their neighborhood, those that have considered leaving their neighborhood revealed the "lack of property maintenance from property owners" as their main reason for considering relocating (21%) followed by "problems with neighbors" second at 12%. Many respondents requested neighborhood clean-up drives to help and guide fellow neighbors who need help in property maintenance and in making exterior home repairs.

There were a significant number of responses indicating dissatisfaction with the appearance of the Boulevard corridor and its businesses. Around 6% respondents stated the existing condition of Boulevard as their least favorite aspect of living in the city and an equal number of them (6%) requested Boulevard facelift. While specific details are not provided that would "improve" the appearance of the Boulevard businesses, there seems to be a general desire to regulate the types of uses on the Boulevard (i.e. no more car washes or "vape shops") and have businesses update their appearance of the buildings and sites to be proportionate to the extent of the use citing concerns of overparking, lack of landscaping, and older outdated facades. Another concern was the vacancy of business storefronts in the City. Of those who considered leaving the city, the "condition" of Southpark Mall was listed as concern for 7% of respondents. Another 7% stated an "increase in crime" as a reason to consider leaving the City.

Recurring comments expressed a desire for the City to maintain curbs and gutters clear of leaves, grass, etc. (10%), prune bushes trim trees along the streets (14%), and repair potholes on city streets (8%). Respondents expressed a desire for the City to build sidewalks along all the main roads in the city (21%), and 10% expressed a desire for improved street lighting along alleys, streets in residential neighborhoods and in parks. Traffic mitigation measures and roadway improvements accounted for 58% of responses regarding City sustainability efforts with infrastructure development/improvement accounting for another 30% of responses.

Insights: Property Maintenance and upkeep is a value of the community.

Property Maintenance is viewed as essential to maintain the City's small-town with suburban character.

The shared opinion of a small-town with suburban character is expressed in the respondents' strong emphasis on high-quality curb appeal and property maintenance. Respondents expect neighbors to maintain their property at a high standard and that city government use its full authority to ensure private property owners comply with regulations. Property maintenance is noted as the reason why some respondents have considered leaving the city.

Perception that older and/or unattractive properties are a 'Lack of Maintenance'.

Respondents understood the lack of private property maintenance as a breakdown in the strong social norms and cohesion that are fundamental to its small-town with suburban character; however, there are certain requests expressed that demonstrated a misinterpretation of what can be required with property maintenance by the City. The City does not have authority to enforce attractiveness such as requiring the power washing of the exterior of homes. While algae on a home may represent inattention to the exterior of a house or considered unattractive, it is not a code violation enforceable by the City. The City is only authorized to enforce codes that address a danger to the health, safety and welfare of the public. In addition, comments regarding "ugly" businesses along the Boulevard is example of changing architectural aesthetics over years and decades of development. Addressing 'unattractive' requires different solutions than code enforcement. The number of responses looking for enhanced code enforcement creates an unachievable goal when the focus is on attractiveness versus enforceable code violations.

Lack of property maintenance and appearance of streets is perceived as the largest contributing factor of decline for City neighborhoods.

While the lack of property maintenance has shown to impact adjacent properties, usually a large conglomeration of unmaintained properties must be present to detract the overall appearance of a neighborhood or community rather than a property or two. The City does NOT have any areas or neighborhoods deemed to be blighted by federal or state standards. However, responses reveal that there is a perception that City neighborhoods need maintenance.

Future Land Use & Development Topic -- Commercial Areas

Questions 41-51 are questions regarding the City's economy. Question 49 asked about development in the City generally. Overwhelmingly, the respondents of the survey recognized the importance of land development within the City to assist in funding projects and services as 92% of the respondents favored development/redevelopment. A majority of respondents favored some development as long as it is compatible with adjacent properties and maintained the current tax rate (68%). Another 24% favored development/redevelopment throughout the City to generate tax revenue to fund city projects and services.

Overall, the majority of respondents recognized the decline of economic activity taking place at Southpark Mall and a desire to see more businesses locate within the City despite a large majority of respondents sharing that they were overall satisfied with the stores, shops and restaurants of the city (46%). Approximately 63% of respondents stated that they hardly ever visit the mall or never visit the mall. Despite the overarching theme of the City being a safe and quiet small town, 31% of respondents shared that they prefer not to go there and that it is

unsafe. Of those that visited the mall, respondents shared that they frequented certain stores of which those that had exterior access to the parking lot were the most popular (37%).

The concern for economic growth of the city was almost split evenly (53% concerned vs. 47% not concerned), and those who were concerned stated gave the following reasons:

- The decline in economic activity for the City, (22%)
- Lack of economic growth or development (22%)
- Lack of new non-residential tax revenue or a decrease in existing non-residential tax revenue (10%)
- Appearance of commercial buildings along the Boulevard (6%)

When asked how often they leave the city for services, goods and activities, over half (59%) of the respondents stated they left the city daily, twice a week, or every weekend to attain goods and services or participate in activities, and another 22% stated they leave the city every other week or twice a month. The top 5 answers for what respondents were leaving the city to patronize are as follows:

Answers	Responses (%)
Restaurants	63%
Medical Services (e.g. primary care doctor, specialty doctor, dentist, etc.)	56%
General Retail Shopping	52%
Apparel and clothing stores	49%
Indoor amusement, recreation, and entertainment (e.g. bowling, movie theatre, etc.)	48%

Insights: Great desire for resurrection of commercial areas.

Reliance on City Leadership.

While many comments stated that improvement was necessary at the mall, 30% of the respondents did not have a preference or suggestion for what type of development should take place there. The leading suggestion is a desire to see a diversity of stores compared to its current makeup (27%). In short, while there is a strong desire to resurrect Southpark Mall, there also seems to be an acknowledgement that the vacancy at the mall is a challenging issue and an effective solution will need to come from others more knowledgeable on the subject.

The City does NOT own the mall.

As previously mentioned, several responses who indicated a need for redevelopment and/or reinvestment at Southpark Mall mentioned that the City needs to construct and invest in development at Southpark Mall (the "Mall"). The City does not own the Mall and therefore any

development or reinvestment venture is incumbent on the property owner to pursue. The City can explore possibilities within its authority to create a favorable environment for redevelopment and/or reinvestment; however, even policy or code changes will need to reflect current market trends and demands to incite reinvestment/redevelopment.

OVERALL SATISFACTION

The final question of the survey (#53) asked respondents to rate their satisfaction with certain aspects of the City. While there were many areas where the respondents expressed a desire to see improvements and/or enhancements of certain aspects of the city's physical form or the appearance of their neighborhood, the majority of respondents are mostly satisfied or slightly leaning towards satisfaction. For instance, there is significant responses requesting more parks and greenspace, and improvements for neighborhood safety, with both of these aspects being a value of the respondents, yet over 55% of the respondents stated that they were satisfied with those two elements, and another 5% or more are very satisfied. While (27%) of respondents named the City's parks as its best attraction, nearly 10% of respondents requested the installation of more streetlights in alleys, neighborhood streets, and parks to attract more people to feel safe to walk in these areas.

Over 40% of the respondents are satisfied with the stores and restaurants in the City. The respondents were mostly indifferent regarding the employment opportunities, affordable housing, and arts and culture programs provided in the City with a slight lean towards satisfaction. The appearance of streets and buildings was the only category to receive a dissatisfaction score as the highest response with over 40% of the respondents scoring this response. However, nearly 40% of the respondents were satisfied with the pedestrian safety of the City despite also requesting pedestrian improvements. Many of the respondents used the comment section to state the mall needs resurrection, redevelopment, or demolition citing its decline as an eyesore.

RECOMMENDATIONS

Small Town Suburban Character & Housing

The lack of remaining land to develop for new housing is an inherent challenge the city faces. In addition, current zoning requirements for the older portions of the City create additional design and financial challenges for existing homeowners to expand their home since many homes were built before the current zoning code. Special permitting process can increase costs and delay construction for older areas where continued investment is essential to maintain neighborhood vitality. Revisions to city ordinances are needed to better enable the continued investment and development of detached single-family housing particularly in the older portions of the City where the lots were recorded prior to current zoning standards. The city does not have the luxury of plentiful land as it is approaching buildout; therefore, new

strategies are needed. Changes that encourage new and affordable housing options while also maintaining the character and form of existing neighborhoods are needed.

- *Evaluate the City's residential zoning districts and Zoning Map to ensure that land is appropriately zoned to achieve the goals of the master plan and that existing uses align with the zoning district's objective.*
- *Revise the City's residential zoning districts to better enable the expansion and improvement of existing detached single-family housing and infill/redevelopment of lots with detached single-family housing.*
- *Revise zoning regulations to allow accessory dwelling units onsite with single family dwellings to address concerns with affordable housing for family members (elderly, disabled, and young adults).*
- *Research alternative designs for multiple unit dwellings that fit the character of the City (small town with suburban) and maintain compatibility with adjacent neighborhoods.*
- *Perform outreach to attain public opinion and preference of alternative designs of housing.*

Improved Appearance and Maintenance of City Needed

Neighborhoods and City Improvements

In addition to traditional code enforcement, the city can endeavor to address the root causes of code violations through proactive community engagement, education, and collaboration with local service providers. This approach could prove very beneficial when dealing with residents who lack the knowledge about codes and/or the resources to abate their property issues. Through partnerships with local non-profits, social service agencies, and resident groups, the city can identify ways of assisting residents and strengthening neighborhood relationships, especially for elderly, disabled, and/or low-income residents.

- *Supplement traditional code enforcement with outreach and resident assistance programs that provide resources that educate the public on the purpose and extent of the City's Code and options available for those in need of assistance.*
- *Undertake a feasibility study to validate potential of incentivizing residents in the neighborhoods to maintain their properties to meet higher standards of curb appeal.*
- *Encourage communities with high responses for higher standards of property maintenance to implement a homeowner association (HOA) and/or civic organization for their particular neighborhood to achieve the higher standard that is not enforceable by Code.*
- *Enhance communication with the public to educate on the benefits of property maintenance, the City's current transportation planning efforts, and capital improvement plan.*

Commercial Areas

The decline of economic activity at Southpark Mall is consistent with the nationwide phenomenon where many "brick & mortar" retailers are closing stores to shift to online retail due to lower costs of products being shipped directly to a household. Several mall operators and localities in Virginia are adapting to the changing marketplace with strategies that include conversions to new and different commercial uses and/or the infusion of compact and walkable residential onsite to diversify and attract an onsite customer base. While more detached single-family housing is the preferred housing type, there seems to be an acknowledgement that housing located at the Southpark Mall, Pickwick Shopping Center, and commercial areas along the Boulevard may aid in enhancing the appearance and economy of the City, albeit this needs further outreach and communication to gauge support.

- *Evaluate the City's commercial zoning districts and Zoning Map to ensure that land is appropriately zoned to achieve the goals of the master plan and that the use aligns with the zoning district's objective. Amend city code to relax requirements where appropriate to promote business activity and redevelopment.*
- *Perform outreach specifically to gain more insight as to what forms of development and uses residents would support at Southpark Mall, Pickwick Shopping Center, the Boulevard, and other prominent commercial areas in the City.*
- *Perform a market analysis to determine what uses Colonial Heights may be able to attract with the development and redevelopment of existing commercial land, and what sectors have capacity for growth.*
- *Designate activity centers along the Boulevard enabling a higher diversity of commercial and recreation uses compatible with adjacent properties and the small-town with suburban character of the City.*
- *Update Master Plan to provide more specificity to the desired development to take place at designated mixed-use areas in the City.*
- *Enhance City's communication with the public to educate on the nuances of public financing of improvements, the impacts the lack of growth (both population and land development) has on city budget, and the challenges faced to balance city expenses with current tax rate and fees.*
- *Brand and market the Pickwick Avenue area as a special area to the city similar to Old Towne Petersburg and Downtown Hopewell, and explore the possibility of creating a small business incubator in this area. Leverage its proximity to the Architectural District.*
- *Develop a vision for the desired architectural appearance of the Boulevard and implement that vision.*
- *Undertake a feasibility study to validate incentivizing businesses along Boulevard to update/modernize their building façade and parking lot.*

1. What is your age?

Closed-ended question

Total Answered: 751

Age Groups	Responses (%)	Responses (#)
Under 18 years	0%	0
19 to 24 years	1%	6
25 to 29 years	4%	27
30 to 39 years	11%	85
40 to 49 years	12%	92
50 to 59 years	20%	151
60 to 79 years	46%	347
80+ years	6%	43
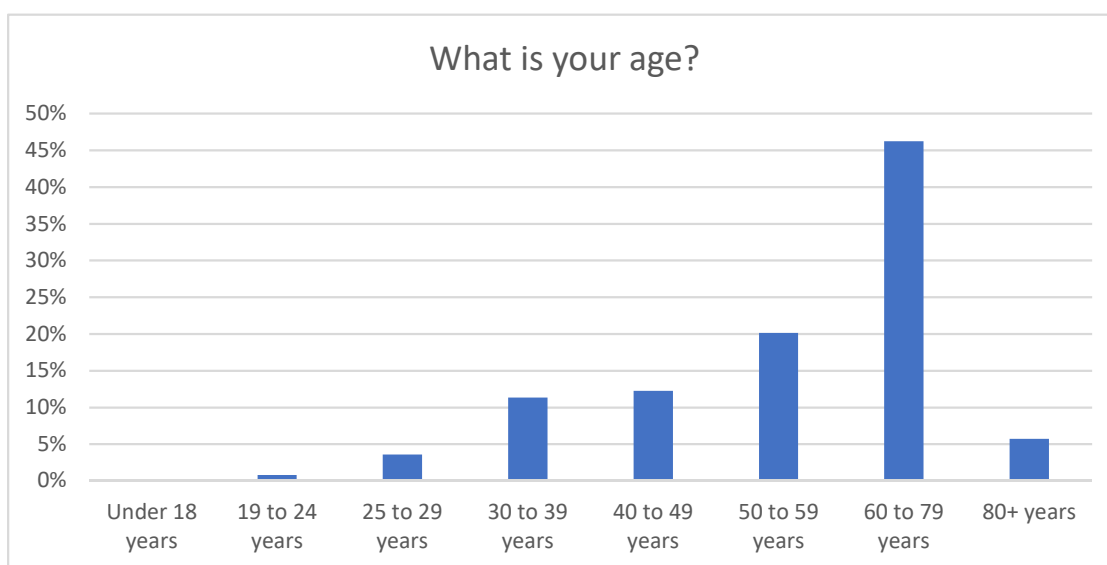
2. How many people live in your household? (Please enter a number)

Closed-ended question

Total Answered: 741

Age Group	Average Number	Total Number	Responses
Under 18 years?	1	350	443
18+ years?	2	1445	733

How many people live in your household? (Please enter a number)
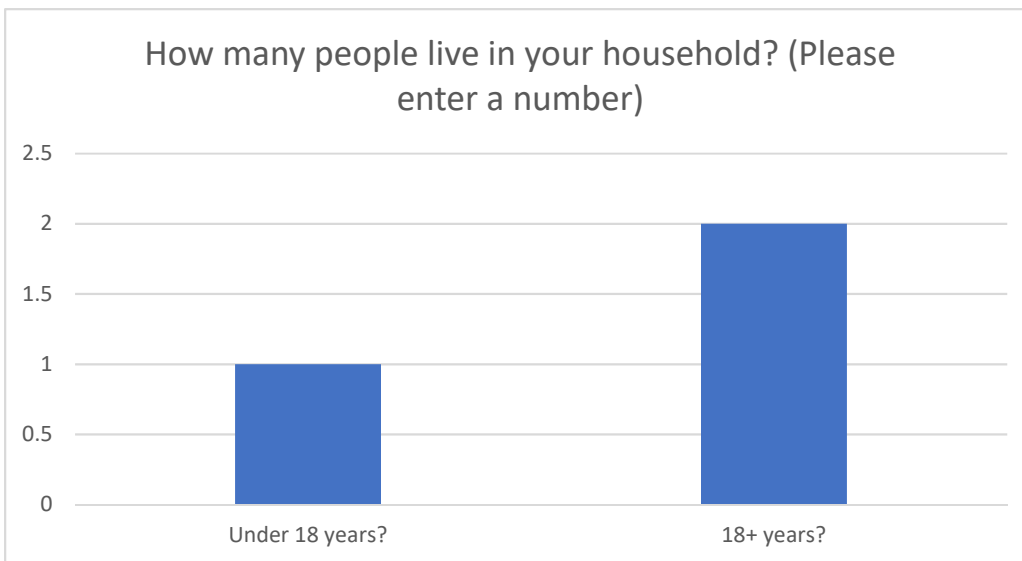
3. How would you describe your gender?

Closed-ended question

Total Answered: 751

Gender	Responses (%)	Responses (#)
Male	41%	305
Woman	56%	418
Prefer not to respond	4%	28

How would you describe your gender?
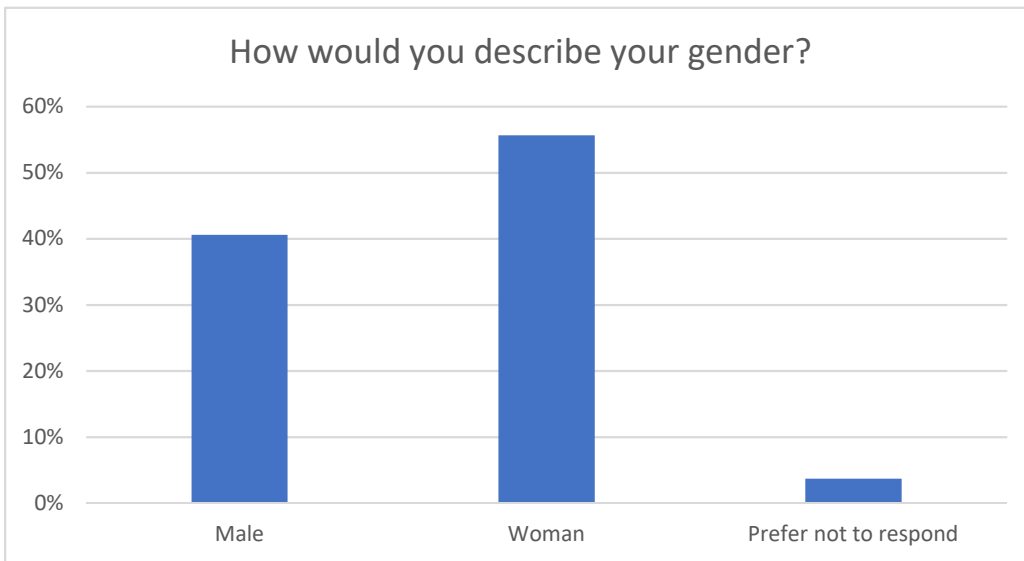
4. What races and/or ethnicities do you identify with? (Please select all that apply)
Closed-ended question
Total Answered: 751

Races/ Ethnicities	Responses (%)	Responses (#)
American Indian or Alaska Native	1%	11
Asian or Asian American	2%	13
Black or African American	5%	39
Hispanic or Latino	3%	19
Middle Eastern or North African	0%	0
Native Hawaiian or other Pacific Islander	1%	5
White	88%	664
Other Race(s)/Ethnicity(s) (please specify)	5%	35
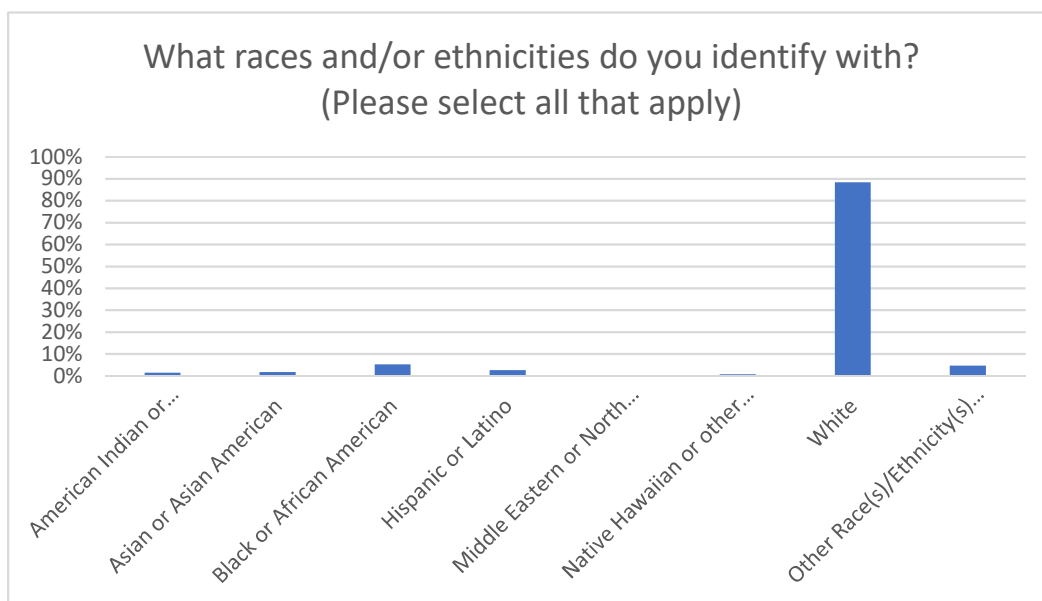
5. What is your primary language?
Closed-ended question
Total Answered: 751

Language	Responses (%)	Responses (#)
English	99%	746
Spanish	0%	1
Chinese	1%	4
Korean	0%	2
N/A	0%	1

What is your primary language?

6. How long have you lived at your residence?

Closed-ended questions

Total Answered: 751

Years	Responses (%)	Responses (#)
1 - 5 years	25%	184
6 - 10 years	16%	120
11 - 15 years	9%	67
16 - 20 years	11%	80
21+ years	40%	300

How long have you lived at your residence?
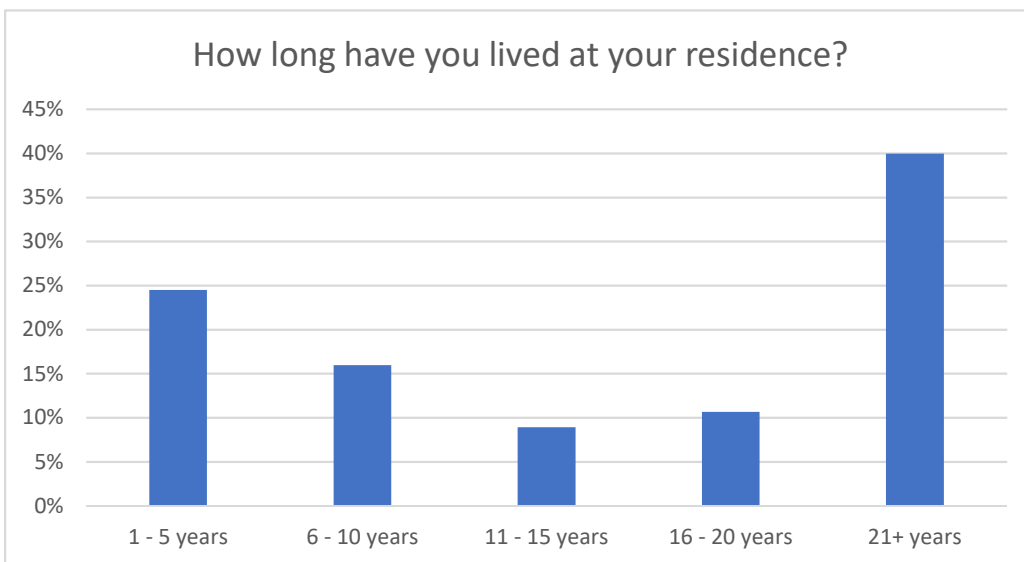
7. How long have you lived in Colonial Heights?

Closed-ended question

Total Answered: 751

Years	Responses (%)	Responses (#)
1 - 5 years	17%	129
6 - 10 years	9%	69
11 - 15 years	7%	56
16 - 20 years	9%	70
21+ years	57%	427

How long have you lived in Colonial Heights?
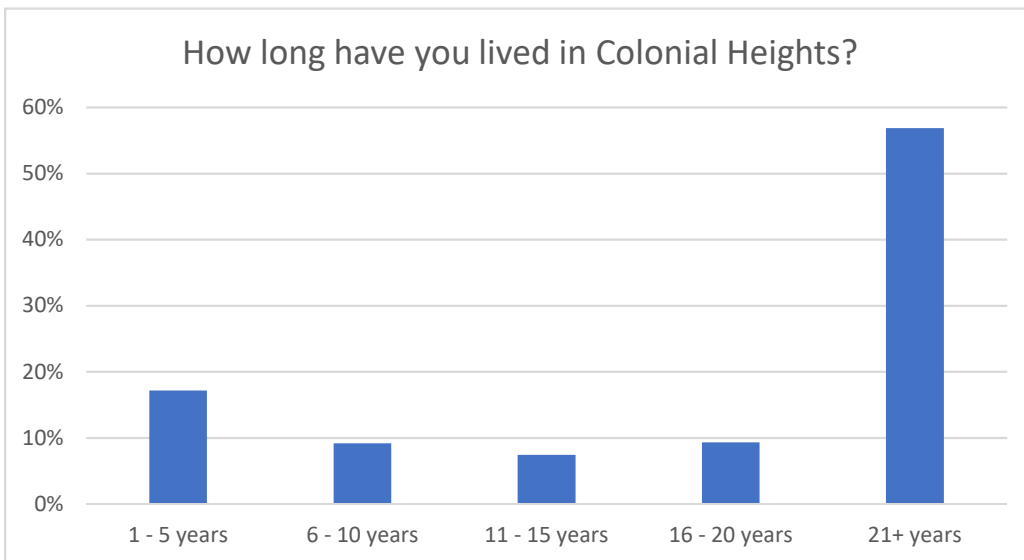
8. How would you classify your occupation?
Closed-ended question
Total Answered: 751

Occupation	Responses (%)	Responses (#)
Retiree	39%	292
Professional Office (e.g. Management, Administration)	25%	191
Caregiver (e.g. stay at home parent/guardian, childcare provider, adult care provider)	5%	41
Trades (e.g. electrical, plumbing, mechanical)	4%	32
Medical Office	4%	31
Education (e.g. teacher)	4%	31
Sales/retail	3%	19
Information Technology	3%	19
Service/retail	2%	15
Indoor Laborer (e.g. industrial manufacturing)	2%	14
Entrepreneur	2%	13
Public safety	1%	11
Service industry (e.g. restaurants, hotels, housecleaning, etc.)	1%	8
Automobile, Machinery Service & Repair	1%	7
N/A	1%	6
Outdoor Laborer (e.g. landscaping services, hardscaping services, irrigation)	1%	5
Driver (e.g. truck driver, school bus driver)	1%	5
Disabled	1%	5
Military	0%	2
Science/Lab & Research Technician	0%	1
Unemployed	0%	1
Arts	0%	1
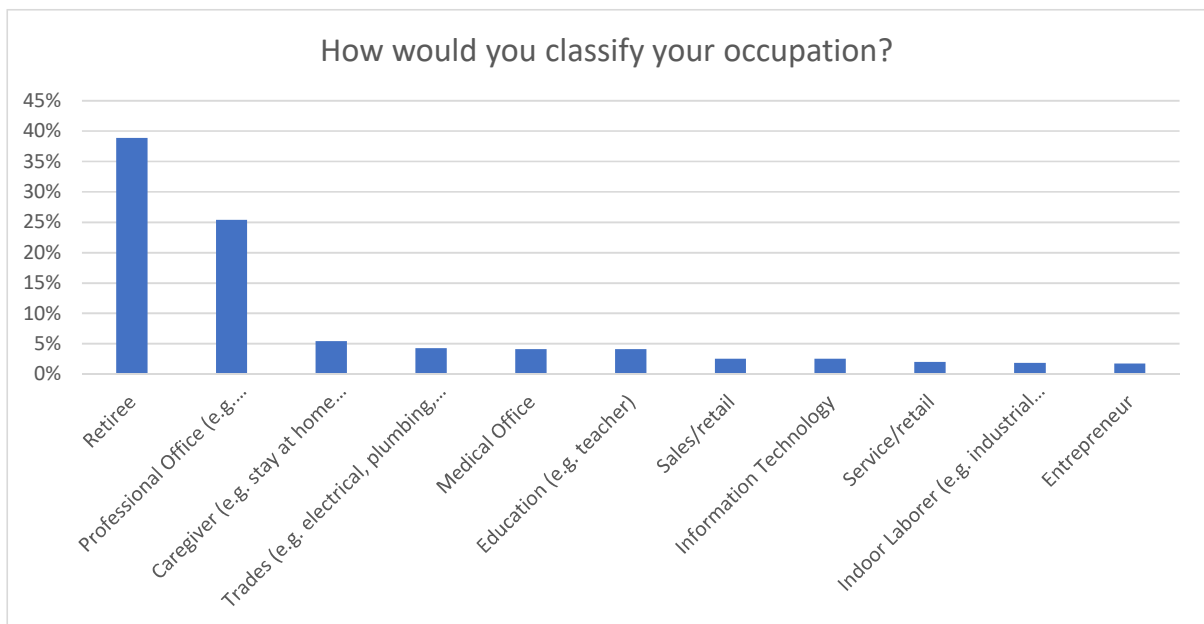
9. Where do you travel for work?

Closed and open-ended question

Total answered: 751

Destination	Responses (%)	Responses (#)
I do not work/Retired/NA	34%	254
I work from home	17%	125
In the City of Colonial Heights	15%	111
Chesterfield Coutny	13%	96
City of Richmond	7%	50
Prince George County	4%	29
Henrico County	3%	19
City of Petersburg	2%	16
City of Hopewell	2%	13
Multiple locations within VA	1%	11
Multiple locations (including out of state)	1%	8
Dinwiddie County	1%	7
Hanover County	1%	4
Blackstone	0%	2
On the Road Truck Driver	0%	2
Other	0%	2
Emporia	0%	1
Fredericksburg	0%	1
Surry County	0%	1
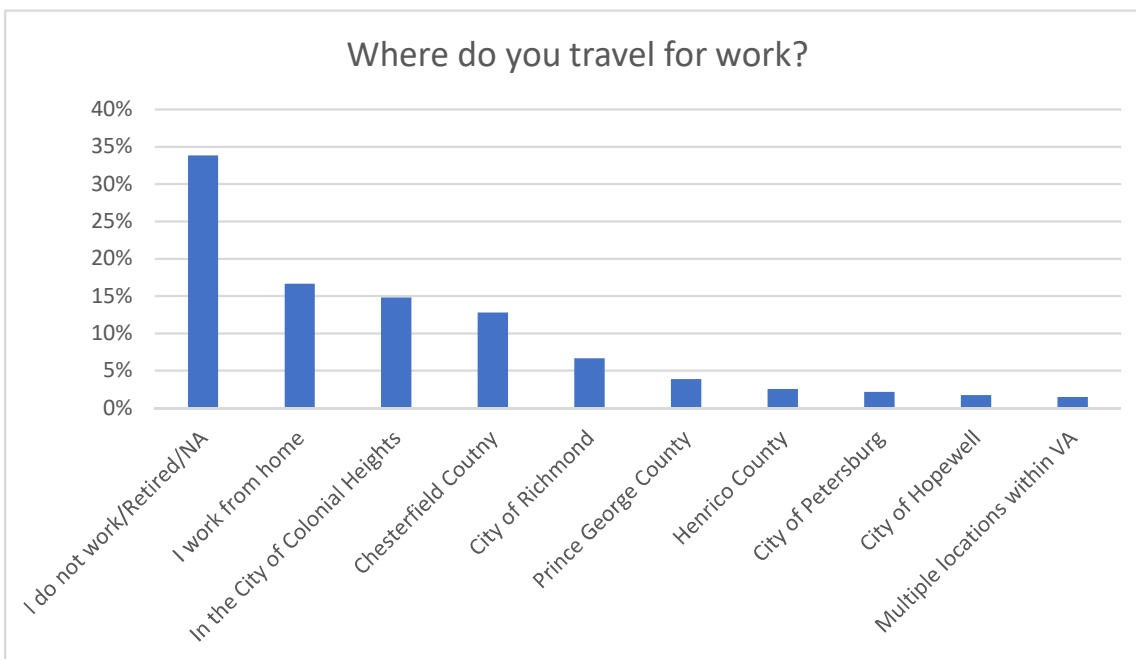
10. In the last 12 months, have you done any of the following?
(Please select all that apply.)
Closed-ended question
Total Answered: 751

Activity	Responses (%)	Responses (#)
Voted in a local election	76%	571
Visitied a city park	69%	519
Attended the Colonial Heights Christmas Parade or Fort Clifton Festival	53%	398
Gathered with neighbors	44%	333
Volunteered with a community-based organization/non-profit	26%	198
Attended a city meeting, public hearing, or public affair	19%	140
Attended a neighborhood gorup or association meeting	15%	114

In the last 12 months, have you done any of the following? (Pleaseselect all that apply.)

11. On which format are you more likely to provide feedback to the city?

Closed-ended question

Total Answered: 751

Format	Responses (%)	Responses (#)
Surveys	61%	460
Email or electronic messaging service	18%	135
Informally with City staff directly	9%	64
Comments on city websites or social media	6%	43
Informally with a group of other citizens	5%	34
Formal public meetings	2%	15
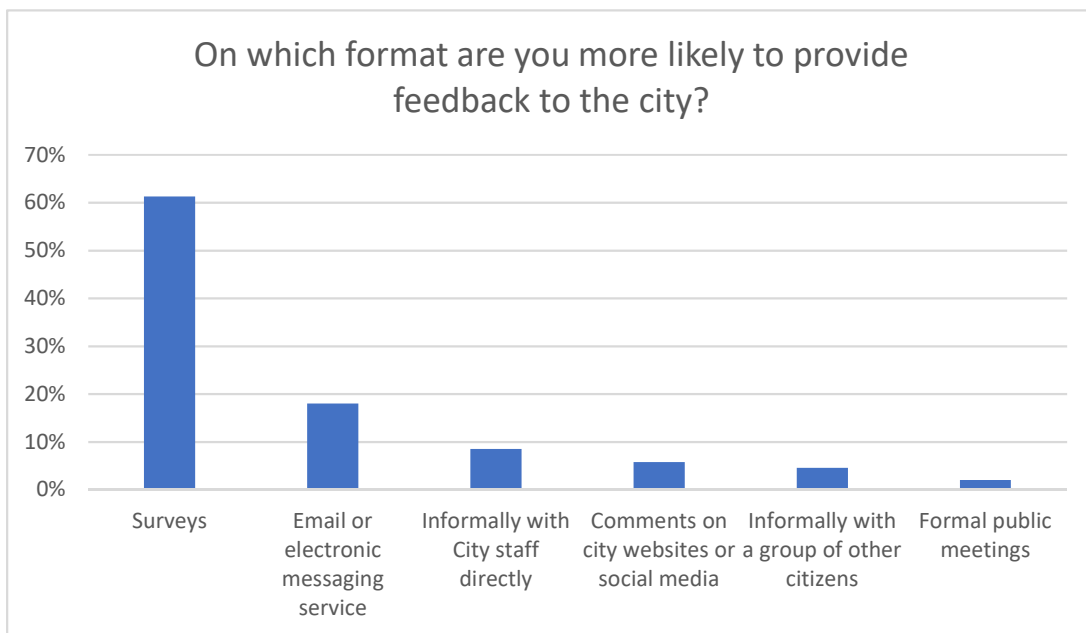
12. Where do you live?

Open-ended question

Total Answered: 650

Neighborhood	Responses (%)	Responses (#)
Fort Clifton	37%	240
Violet Bank	12%	80
Sherwood Hills	10%	68
Westover Snead	10%	68
Ellerslie Dunlop	7%	48
Shepherd Stadium	6%	36
Southpark	6%	36
Lakeview	4%	26
Archers Hill	3%	22
Toll House	3%	22
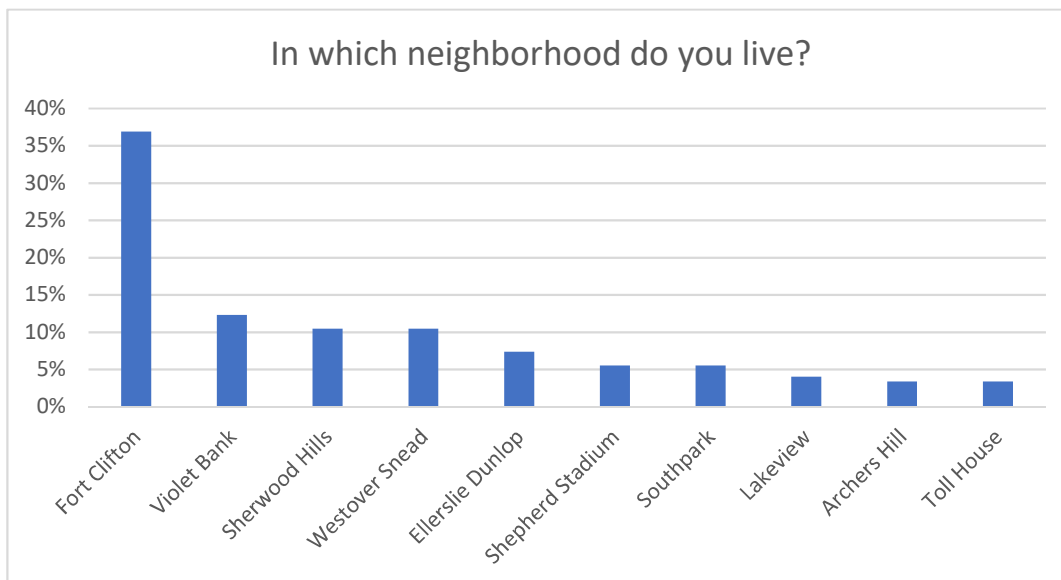
12 (Continued). Where do you live?

Open-ended question

Total Answered: 650

Voting Precinct	Responses (%)	Responses (#)
5	32%	208
4	21%	136
2	19%	122
3	17%	113
1	10%	67

In which district do you live?

■ 1 ■ 2 ■ 3 ■ 4 ■ 5
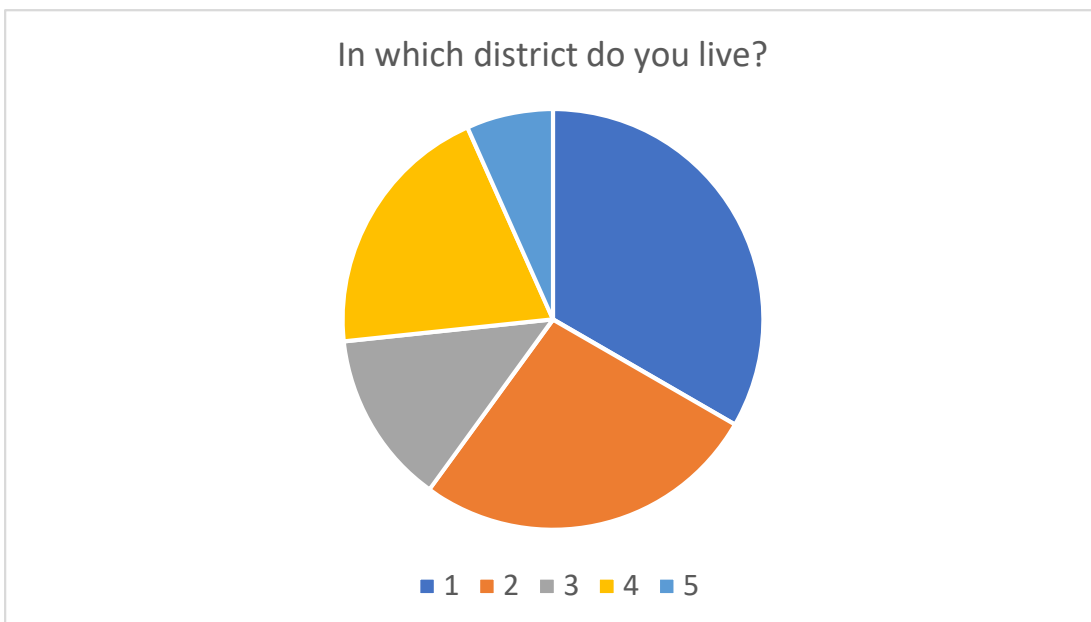
13. What do you like most about your neighborhood?

Open-ended question

Total Answered: 632

Item	Responses (%)	Responses (#)
Quiet/Peaceful	47%	295
Neighbors	28%	175
Convenience	16%	102
Safe	12%	74
Property Maintenance	7%	44
Clean	4%	26
Close to Shopping	3%	18
Trees	3%	17
Close to Parks	2%	14
History	2%	14
Close to Schools	2%	12
Nothing	2%	10
My Home	1%	7
Type of Housing/Residential Development	1%	7
Walkability	1%	7
Code Enforcment/Maintenance Regulations	0%	3
It's Home	0%	2
Diversity	0%	1

What do you like most about your neighborhood?
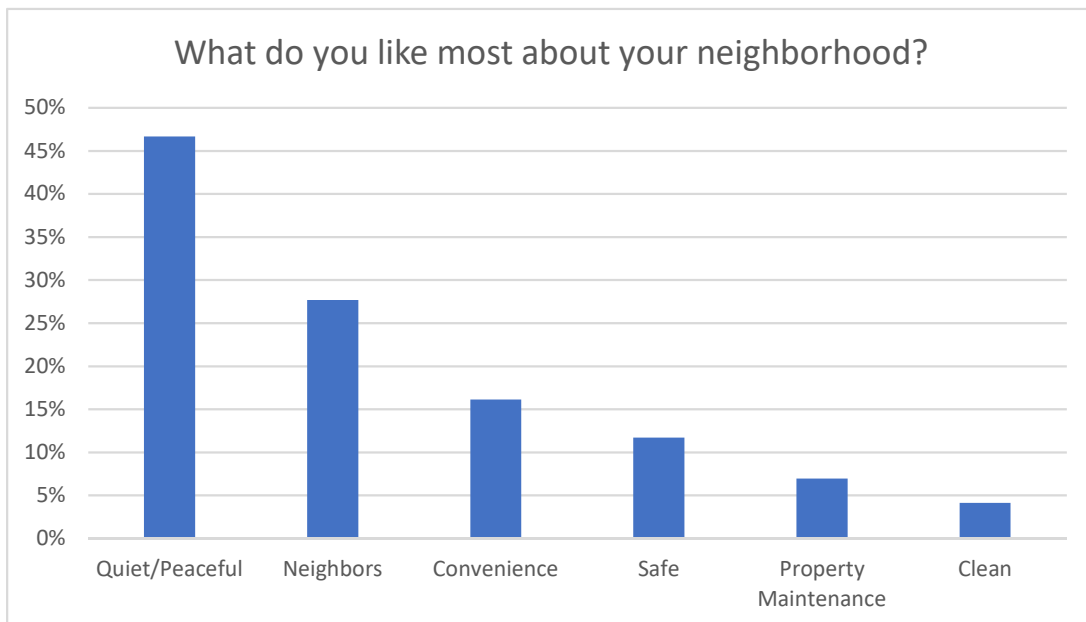
14. What would you like to see changed in your nieghborhood?

Open-ended question

Total Answered: 610

Item	Responses (%)	Responses (#)
Street Improvements	39%	239
Speeding	16%	99
Private Property Upkeep/Code Enforcement	21%	131
Increased Law Enforcement	5%	29
Less Rental Properties	5%	29
City Property Maintenance	3%	17
Park Space	2%	15
Poor Pet Etiquette	2%	15
Right of Way Violations	1%	9
Community Engagement	1%	8
Better Animal Control	1%	5
HOA Improvements	1%	5
Noise	1%	4
Trash Pickup	1%	4
Businesses	0%	3
Lower taxes/Tax incentives	0%	3
Road Safety	0%	2
Homeless Services	0%	1
Public Transportation	0%	1

What would you like to see changed in your neighborhood?
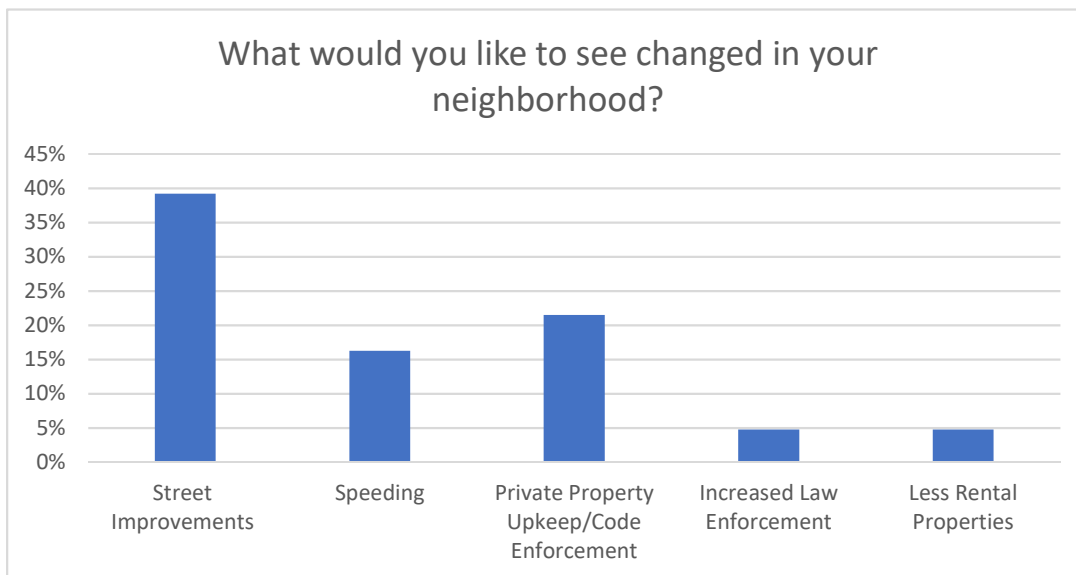
15. How would you describe the character of the neighborhood?
(Please select all that apply)

Closed and open-ended question
Total Answered: 751

Item	Responses (%)	Responses (#)
Small-town	49%	365
Suburban	37%	276
Neglected	8%	61
Historic	7%	53
Residential	4%	29
Urban	3%	24
Friendly/Helpful	2%	17
Older Age Community	1%	8
Quiet/Quaint	1%	5
Dysfunctional	0%	3
Cut through neighborhood	0%	2
Rental Community	0%	1
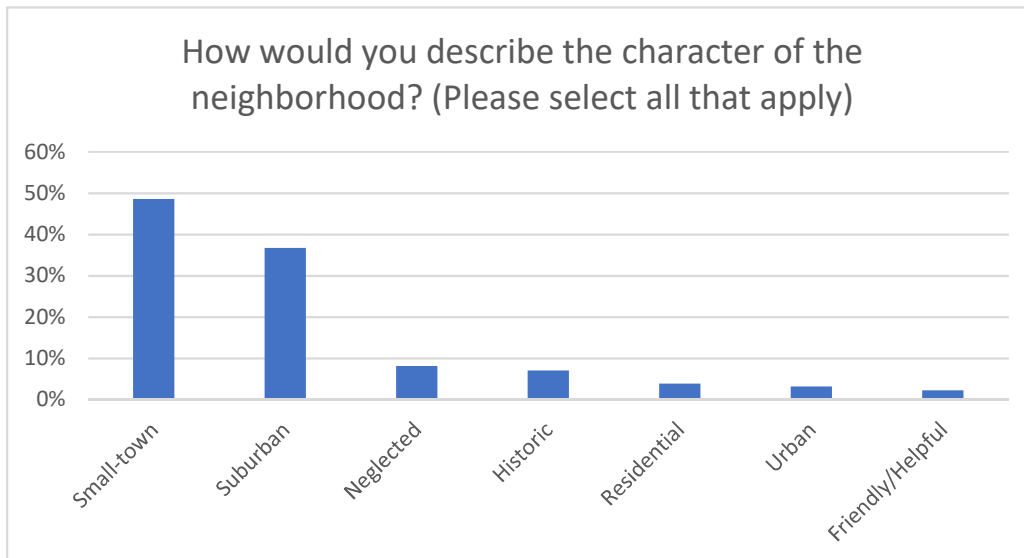
16. How much do you agree or disagree with the following statements about your neighborhood?
Closed-ended question
Total Answered: 670

Activity	Strongly Agree (%)	Strongly Agree (#)	Agree (%)	Agree (#)	Undecided (%)	Undecided (#)	Disagree (%)	Disagree (#)	Strongly Disagree (%)	Strongly Disagree (#)
People in my neighborhood help each other out	15%	98	56%	374	18%	121	9%	63	2%	14
My neighborhood is pedestrian-friendly	17%	113	49%	327	8%	56	18%	121	8%	53
My neighborhood is clean	17%	113	55%	371	12%	78	14%	92	2%	16
My neighborhood floods frequently	6%	39	11%	76	11%	71	49%	331	23%	153
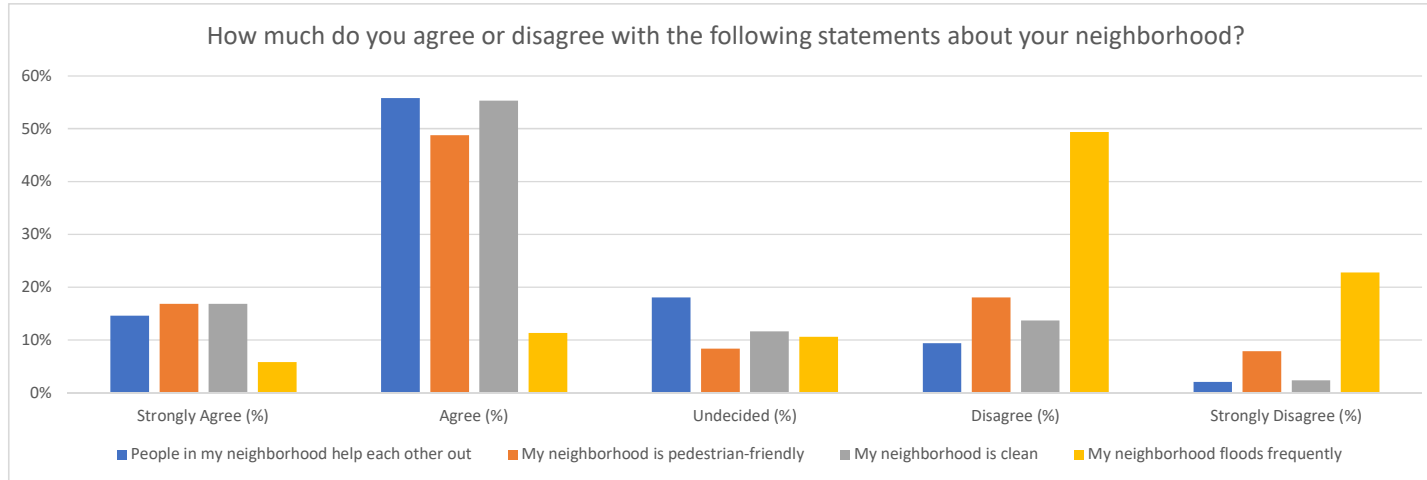
17. Does your neighborhood have any of the following property issues?
(Please select all that apply)

Closed and open-ended question
Total answered: 670

Item	Responses (%)	Responses (#)
Tall grass	38%	253
No	28%	187
Unmaintained structures	27%	180
Inoperable vehicles	26%	177
Open, vacant houses	16%	106
Broken windows	5%	35
Clutter/Junk	4%	28
Overgrowth	2%	12
Trash	1%	8
Cars parked in front yard	1%	4
Poultry & Fowl	0%	3
Dead vegetation	0%	2
Illegal Home Occupations	0%	2
Commercial Trucks parked on property	0%	2
Flooding	0%	1

Does your neighborhood have any of the following property issues? (Please select all that apply)
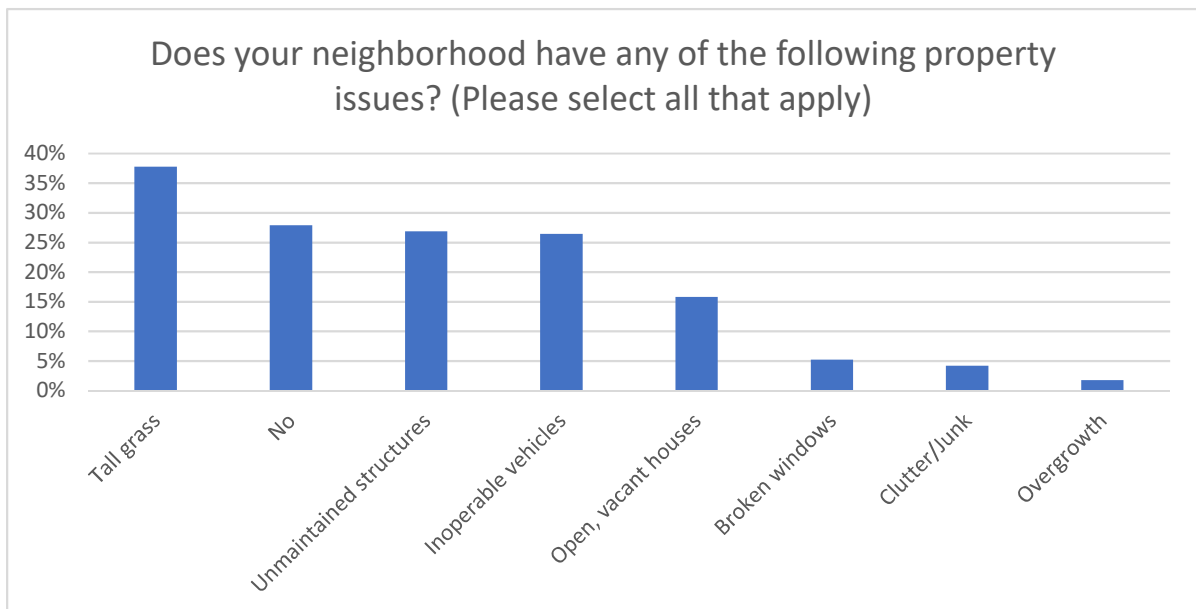
18. How important to you are the following neighborhood features or characteristics?

Closed-ended question

Total Answered: 670

Features/Characteristics	Very Important (%)	Very Important (#)	Important (%)	Important (#)	Somewhat Important (%)	Somewhat Important (#)	Unimportant (%)	Unimportant (#)	Completely Irrelevant (%)	Completely Irrelevant (#)
Residents of different ages	11%	72	29%	194	27%	178	22%	149	11%	77
Affordably priced housing	27%	179	36%	242	21%	139	10%	65	7%	45
A mix of housing types (single-family detached, townhomes, apartment)	8%	52	9%	63	16%	109	40%	269	26%	177
Street trees	20%	132	30%	200	26%	171	17%	115	8%	52
Sidewalks	0%	239%	28%	188	18%	119	12%	82	6%	42
Bike routes	20%	132	20%	137	27%	182	22%	147	11%	72
High-quality curb appeal	40%	270	37%	247	16%	110	4%	27	2%	16
Different architectural styles	12%	81	21%	140	30%	200	28%	185	10%	64
Historic buildings	16%	107	19%	130	22%	149	25%	169	17%	115

How important to you are the following neighborhood features or characteristics?
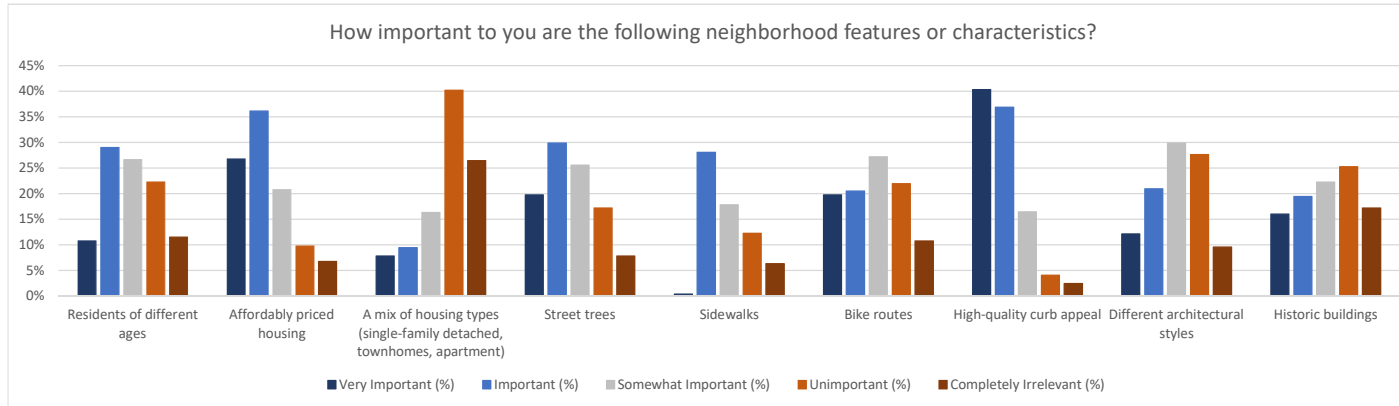
19. How important to you is it to live within walking distance to the following?
Closed-ended question
Total Answered: 670

Features/Characteristics	Very Important (%)	Very Important (#)	Important (%)	Important (#)	Somewhat Important (%)	Somewhat Important (#)	Unimportant (%)	Unimportant (#)	Completely Irrelevant (%)	Completely Irrelevant (#)
Stores	9%	63	17%	113	20%	135	40%	271	13%	86
Jobs/Occupation	7%	44	11%	71	14%	97	44%	296	24%	159
Daily Services	11%	73	22%	145	22%	145	33%	219	13%	84
Banks	7%	49	19%	127	22%	147	39%	262	12%	82
Restaurants	0%	59%	22%	147	22%	146	36%	239	11%	76
Parks/Open Space/Recreational Centers	21%	140	27%	183	25%	169	18%	121	8%	54
Schools	15%	101	20%	134	17%	117	27%	184	20%	131
Biking and walking trails	17%	117	27%	178	27%	180	19%	130	10%	64

How important to you is it to live within walking distance to the following?
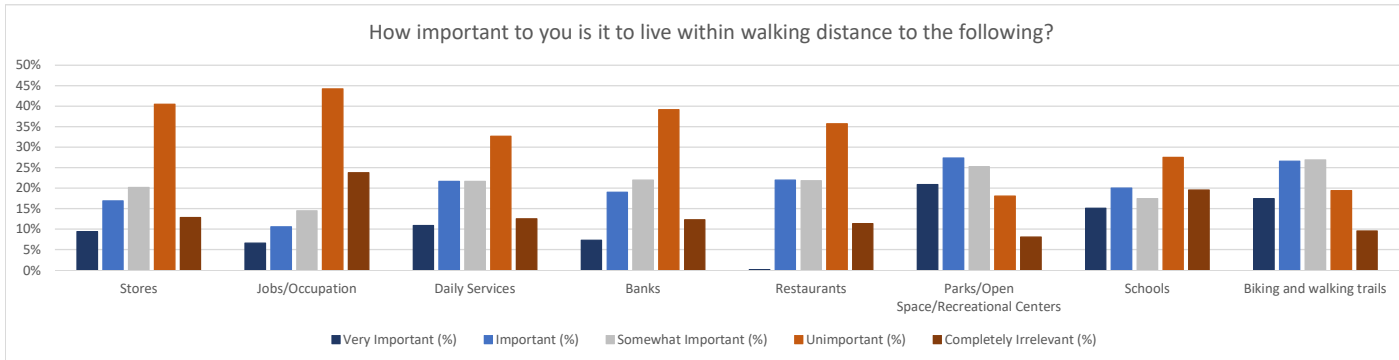
20. Have you thought about leaving your neighborhood? If "Yes", why?
(Please select all that apply)
Open-ended question
Total Answered: 653

Item	Responses (%)	Responses (#)
I have not thought about leaving my neighborhood	44%	287
Lack of property maintenance from property owners	21%	139
Problems with neighbors	12%	77
Noise pollution	11%	72
Lack of sidewalks	8%	52
Too expensive to afford	7%	44
High taxes	5%	31
Flooding issues	5%	30
Lack of adequate green spaces	4%	28
Too far from family	4%	28
Lack of entertainment options	4%	27
Traffic and Speeding Issues	3%	18
Lack of employment options	2%	16
Lack of public transportation	2%	16
Crime/Safety	2%	12
Poor and congested roads	1%	7
Poor Code Enforcement	1%	7
Poorly maintained and congested roads	1%	7
Neighbor Problems	1%	6
Trash	1%	5
Life change	0%	1

Have you thought about leaving your neighborhood? If "Yes", why? (Please select all that apply)
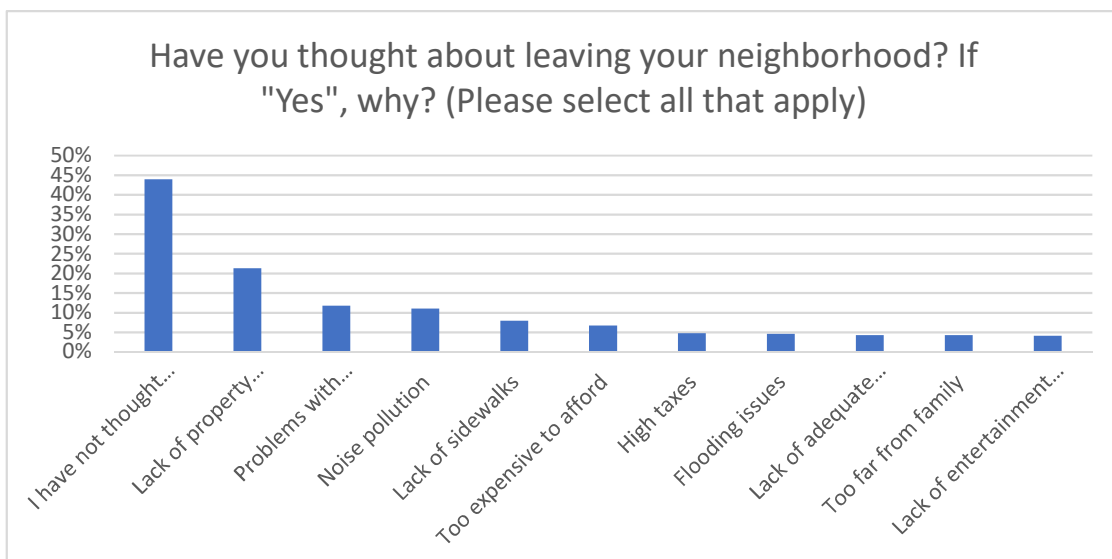
21. Overall, how satisfied are you with your neighborhood?

Closed-ended question

Total Answered: 670

Destination	Responses (%)	Responses (#)
Very satisfied ("I'd rather not live in any other city")	11%	73
Satisfied ("I really like living here")	49%	325
Just OK ("It could be better")	31%	207
Dissatisfied ("Many problems concern me")	7%	47
Extremely dissatisfied ("I'd like to stop living here")	3%	18
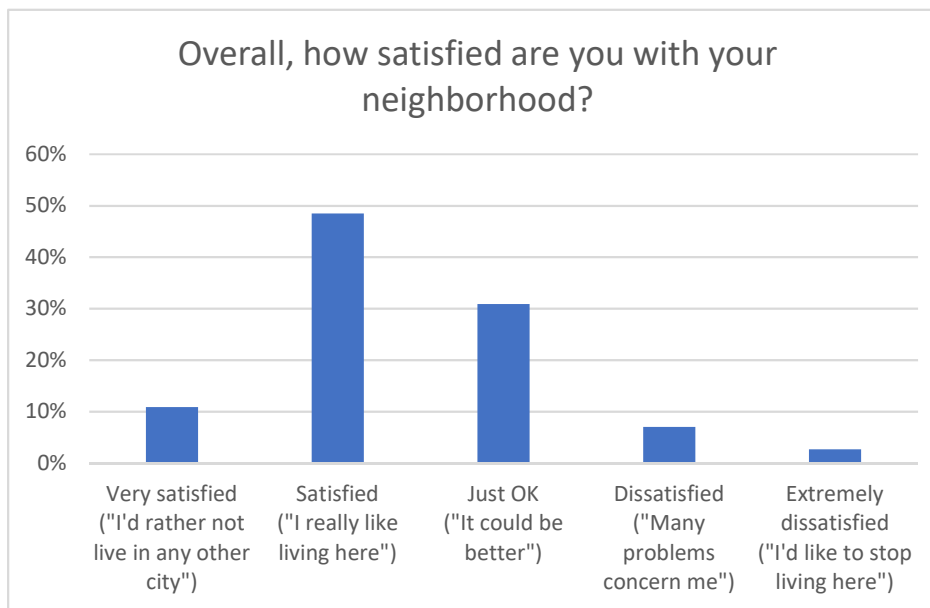
22. How would you describe the character of the city? (Please select all that apply)

Open-ended question

Total Answered: 633

Item	Responses (%)	Responses (#)
Small-town	63%	397
Suburban	33%	210
Historic	7%	43
Neglected	4%	27
Urban	3%	22
Small Town becoming Urban	2%	15
Cut through neighborhood	0%	3
Bedroom Community	0%	2
Rental Community	0%	2
Military Town	0%	1
Poor	0%	1
Quaint/Quiet	0%	1
Stagnant	0%	1
Suburban with small-minded mentality	0%	1

How would you describe the character of the city? (Please select all that apply)
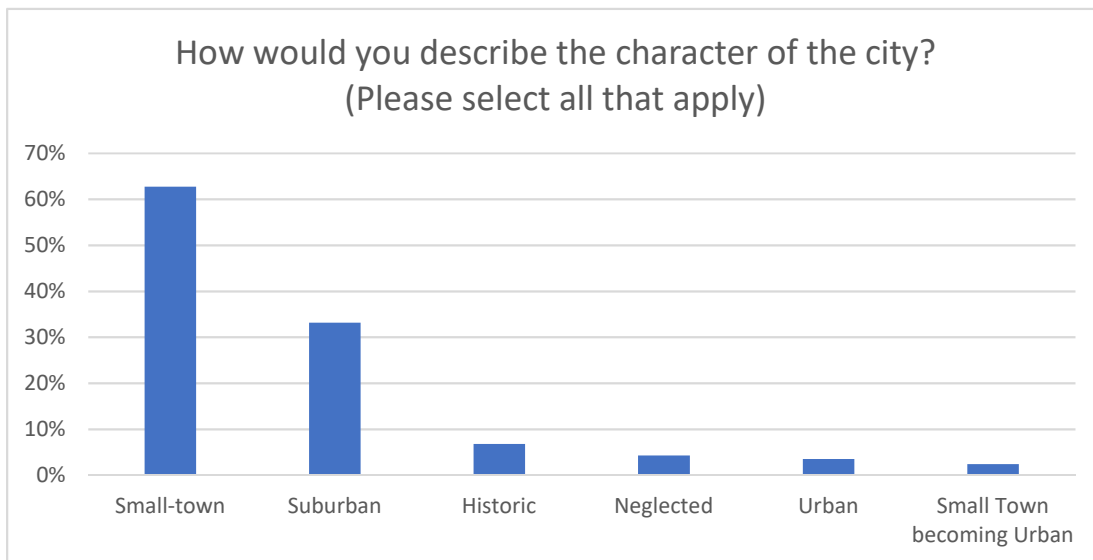
23. What do you like best about living in Colonial Heights?

Open-ended question

Total Answered: 584

Item	Responses (%)	Responses (#)
Convenience/Convenient	35%	207
Small Town	17%	101
Schools	11%	67
Family/Friends/Neighbors	10%	60
Low crime and safe	8%	48
Quality City Services	7%	41
Location	7%	39
Quiet	6%	36
Park and Recreation Facilities	5%	30
Hometown	3%	19
Cost of Living	2%	14

What do you like best about living in Colonial Heights?
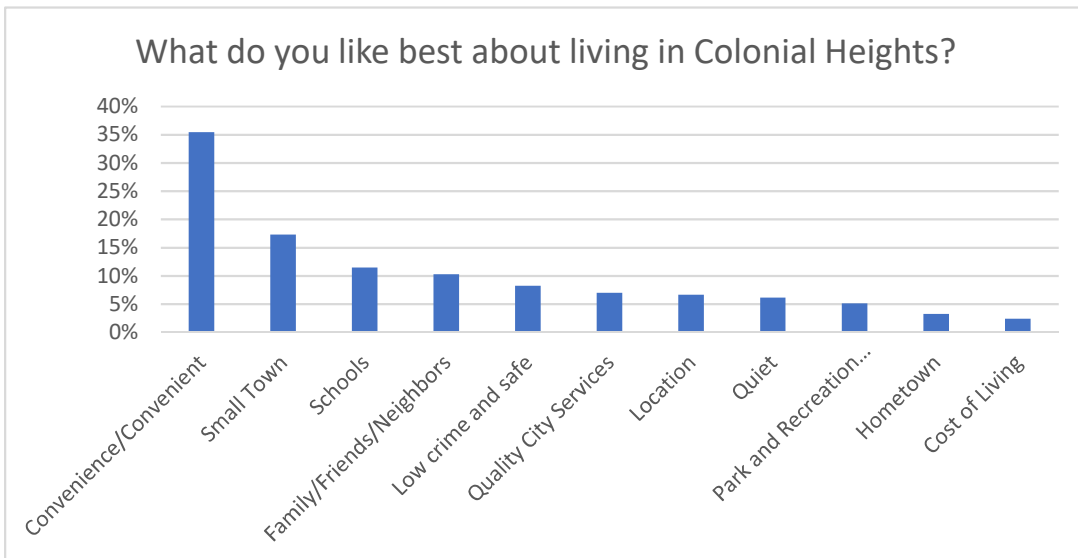
24.What do you like least about living in Colonial Heights?

Open-ended question

Total Answered: 584

Item	Responses (%)	Responses (#)
Unkept/neglected properties & Lack of code enforcement	14%	82
Traffic	9%	51
Taxes	8%	49
Increase in Crime	7%	43
Condition of Southpark Mall	7%	41
Poor road conditions	6%	37
Noise	4%	25
Limited Restaurants	4%	23
Speeding	4%	21
Rentals	4%	21
Lack of Things to do	4%	22
Not pedestrian friendly	3%	19
Boulevard	3%	18
Condition/Quality of Businesses	3%	18
City Government	3%	15
Outdated Mindset	2%	13
Overcrowded	2%	12
Trash	1%	8
Lack of Vision	1%	8
Lack of Parks/Recreation	1%	7
Lack of Public Transportation	1%	6
Condition of Public Space	1%	6
Lack of venue space	1%	6
Look of the City	1%	6
Lack of Community Activities	1%	4
No Main Street	1%	3
Lack of Community	0%	2
Lack of different housing types	0%	2
Too many apartments	0%	2
Cost of Living	0%	1
Lack of diversity	0%	1
Lack of Historic Preservation	0%	1
Lack of job options	0%	1
Lack of privacy	0%	1
Lack of Public Safety	0%	
Water Bill	0%	1

What do you like least about living in Colonial Heights?
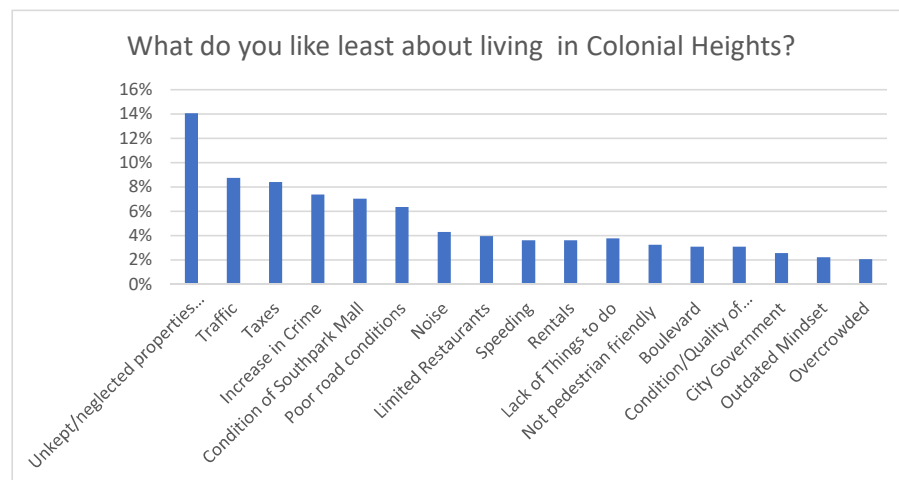
25. What do you think the city needs to be a better place to live?

Open-ended question

Total Answered: 586

Item	Responses (%)	Responses (#)
Improve local services (Police, trash, streets)	15%	89
Repurpose/upgrade the Southpark Mall	10%	56
Better law/code enforcement	9%	54
Better stores and restaurants	9%	50
More sidewalks and pedestrian crossings	8%	48
Lower taxes	7%	39
Facelift Boulevard	6%	34
More recreation and entertainment	4%	23
Reduce rental properties/regulate them better	4%	22

What do you think the city needs to be a better place to live?
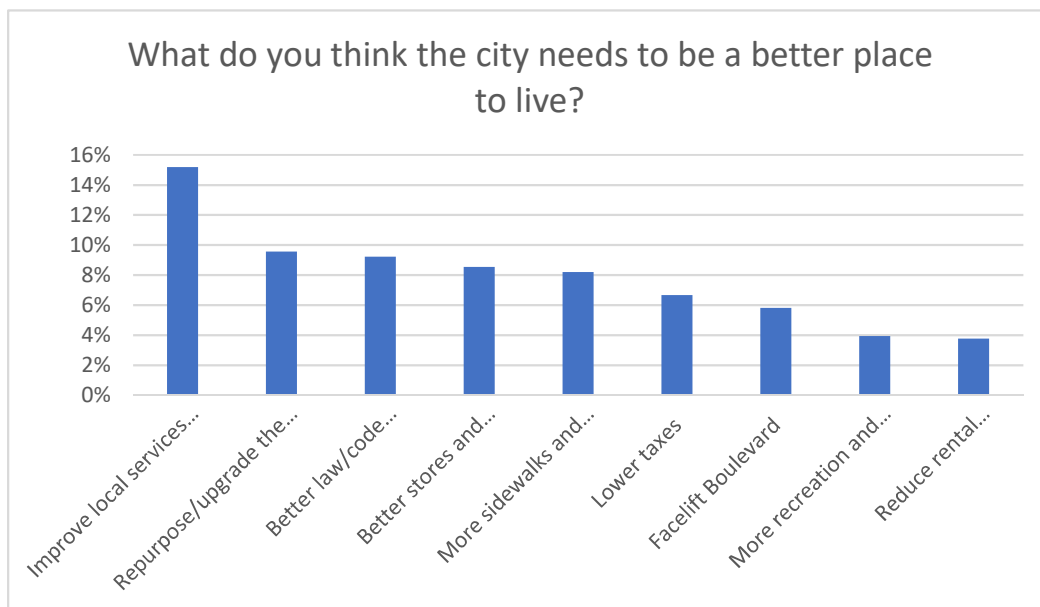
26. Where do you feel most comfortable walking in the city? Please explain why?
Open-ended question
Total Answered: 586

Item	Responses (%)	Responses (#)
My Neighborhood (Not specific)	42%	244
Nowhere	12%	69
Anywhere	8%	45
Conduit Road	5%	30
Conjurer's Neck	3%	17
Places where sidewalks are (generic)	2%	12
Boulevard	2%	11
North End	2%	11
Sherwood Hills	2%	9
North Side of the City (generic)	1%	8
Ellerslie Avenue (Ellerslie Dunlop)	1%	6
Library	1%	6
Fort Clifton	1%	3
Mt. Pleasant	1%	6
Mall	1%	5
Commercial Areas (general)	1%	4
Dunlop Farms	1%	4
Violet Bank	1%	5
Parks (general)	17%	97
Schools Campuses (general)	10%	61
Side streets (general)	1%	3
Briarcliffe	0%	2
Court House	0%	2
Lakeview	0%	2
Gill's Point	0%	1
Historic Area (generic)	0%	1
Archer's Hill	0%	2
Shepherd Stadium	0%	1
Westover Snead	1%	5
Raleigh	0%	1
Roslyn	0%	1
Rosyln Ofice Park	0%	1
South Side of the City (generic)	0%	1
Temple Avenue	0%	1
Yacht Basin	0%	1

Where do you feel most comfortable walking in the city? Please explain why?

27. Are there places you want to go to in the city but have trouble accessing by foot or bike?
Closed-ended question
Total Answered: 633

Answer	Responses (%)	Responses (#)
No	82%	518
Yes	18%	115

Are there places you want to go to in the city but have trouble accessing by foot or bike?
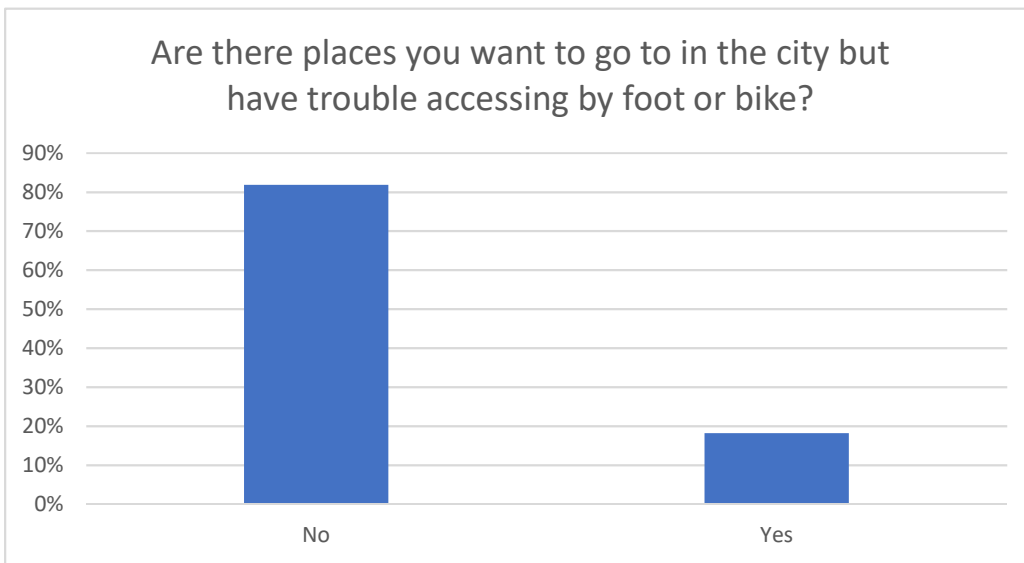
28. Are there places you want to go to in the city but have trouble accessing by foot or bike?

Open-ended question

Total Answered: 145

Item	Responses (%)	Responses (#)
Conduit Road	17%	24
Mall/Commercial Stores	15%	22
Boulevard	12%	17
Temple Avenue	10%	14
Public Facilities	9%	13
Parks	6%	8
River Trail	3%	4
Grocery Stores	2%	3
Ellerslie	2%	3
Westover Avenue	1%	2
Baseball Stadium	1%	1
Dunlop Farms	1%	1
Food Lion	1%	1

Are there places you want to go to in the city but have trouble accessing by foot or bike? If "Yes", please specify where?

29. What do you feel are the top attractions in the city?

Open-ended question

Total Answered: 580

Item	Responses (%)	Responses (#)
Parks	27%	154
Shepherd Stadium	18%	107
Southpark Mall	11%	66
Keystone Truck and Tractor Museum	7%	39
Historic Sites (Generic)	6%	33
Restaurants	6%	33
Library	5%	27
Violet Bank Museum	3%	19
Festivals	2%	10
Schools	2%	9
Movie Theatre	1%	8
Old Brickhouse	1%	6
Swift Creek Mill Playhouse	1%	5
Community Center	1%	4
Cucumber Tree	1%	4
Big Box Stores (Walmart, Target, Sam's Club, etc.)	1%	3
Boulevard	0%	2
Fort Greg-Adams	0%	2
VSU	0%	2

What do you feel are the top attractions in the city?
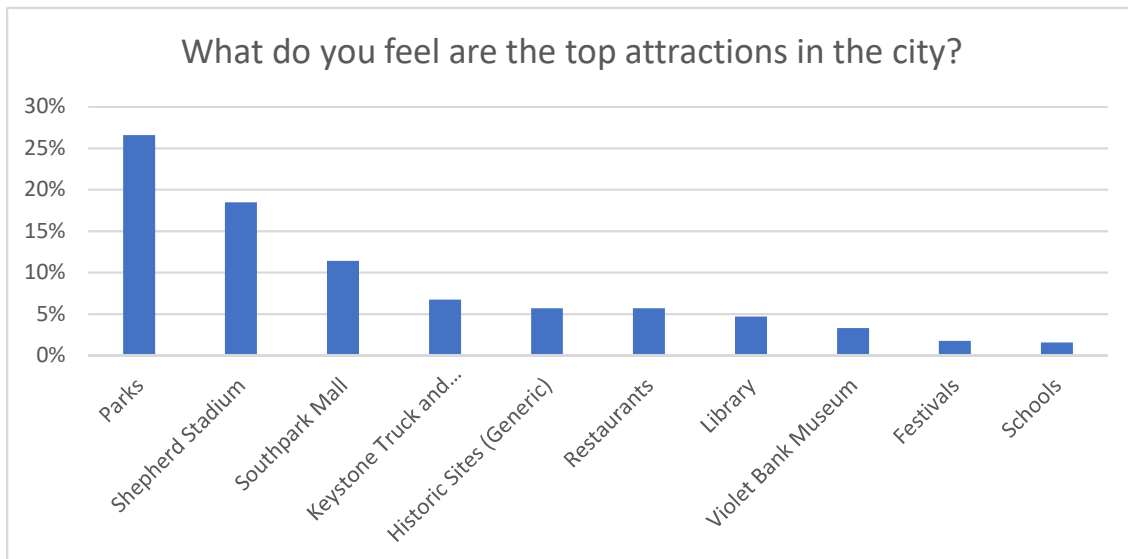
30. Is there an attraction you feel the city would benefit from having?
Open-ended question
Total Answered: 525

Item	Responses (%)	Responses (#)
None	22%	113
Better restaurants and stores	11%	57
Updated/Transformed Southpark Mall	10%	50
Attractions for Families and Kids	7%	38
Music/Concert Venues or Ampitheatre	6%	33
Better Parks and Trails	6%	32
Entertainment Space	3%	18
Indoor Sports Facility	3%	17
City Festivals and Gatherings	3%	14
Dog Park	2%	12
Skate Park	2%	11
Downtown Area	1%	5
Splash Pad	1%	5
Acitivities for Youth	1%	4

Is there an attraciton you feel the city would benefit from having?
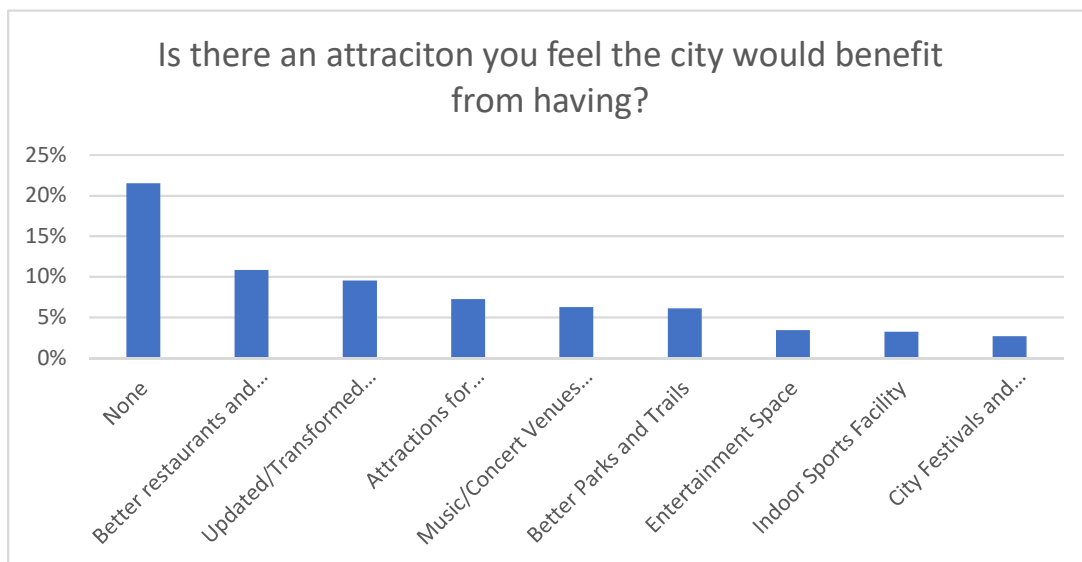
31. Have you visited any of the following? (Please check all that apply)
Closed-ended question
Total Answered: 619

Answer	Responses (%)	Responses (#)
White Bank Park	73%	454
Fort Clifton	70%	431
Keystone Truck and Tractor Museum	68%	418
Shepherd Stadium	63%	393
Roslyn Landing Park/Appomattox River Trail	54%	332
Violet Bank Museum	52%	320
Lakeview Park/Reservoir/Pickleball Courts	49%	302
Appamatuck Park	21%	130
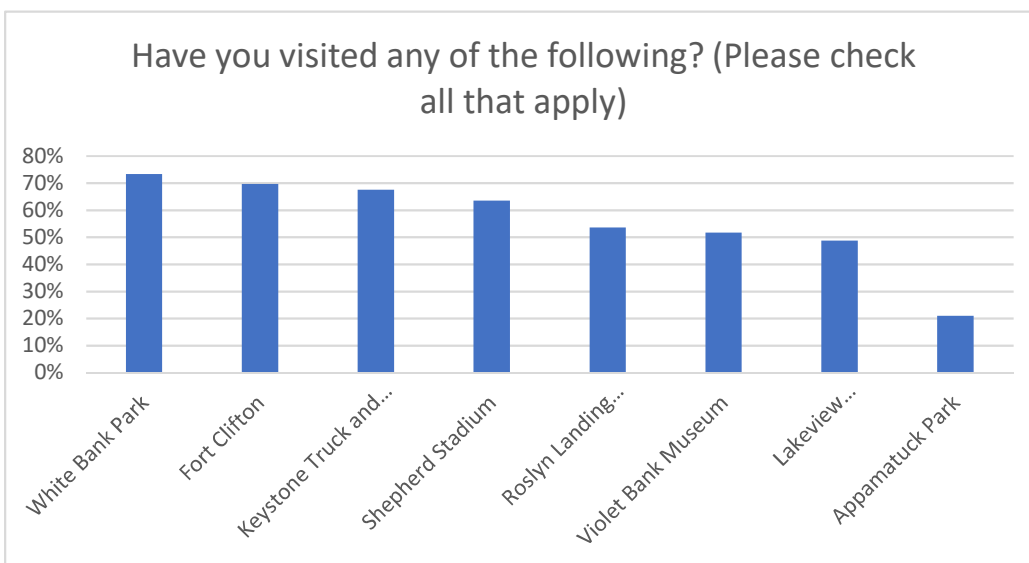
32. Do you rent or own your current home?

Closed-ended question

Total Answered: 622

Answer	Responses (%)	Responses (#)
Own with a mortgage	54%	337
Own without a mortgage	38%	236
Rent	8%	49

Do you rent or own your current home?

■ Own with a mortgage ■ Own without a mortgage ■ Rent

33. In what type of dwelling do you currently reside?
(If you have more than one residence in Colonial Heights, please choose your primary one.)
Closed-ended question
Total Answered: 622

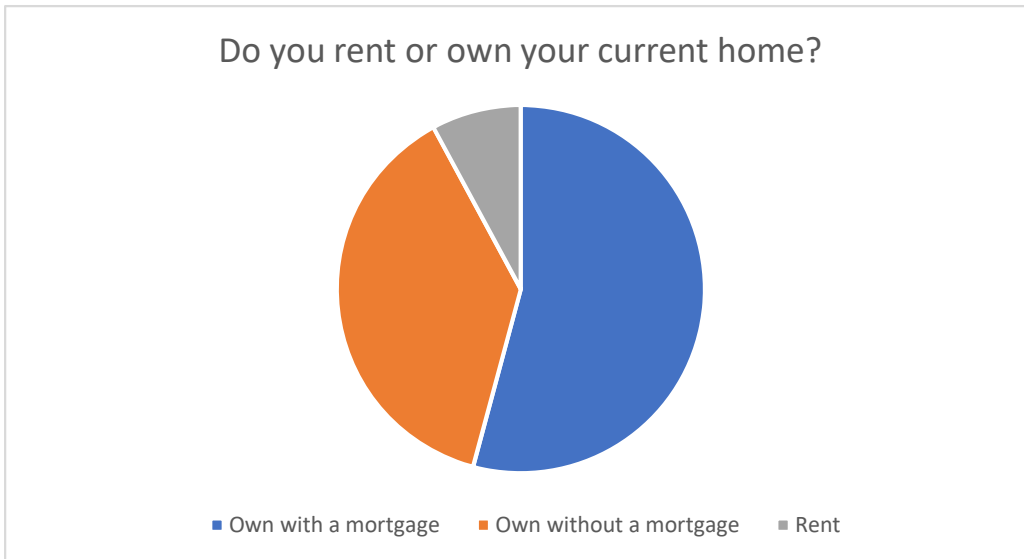| Answers	Responses (%)	Responses (#)
1 story - Detached Single Family Home	48%	298
2 store - Detached Single Family Home	47%	292
2 story - Townhouse or Row house (dwelling is in a row of attached dwellings)	1%	6
3 story - Townhouse or Row house (dwelling is in a row of attached buildings)	1%	5
Duplex (dwelling is attached to only one dwelling)	0%	3
Apartment (dwelling shares a wall with another building and is located below or above another dwelling)	0%	3
2 story with basement	0%	3
Accessory Dwelling Unit, In-law apartment, or backyard	0%	2
I currently do not have a stable place to live	0%	1
Assisted-Care Residence	0%	0

In what type of dwelling do you currently reside? (If you have more than one residence in Colonial Heights, please choose your primary one.)
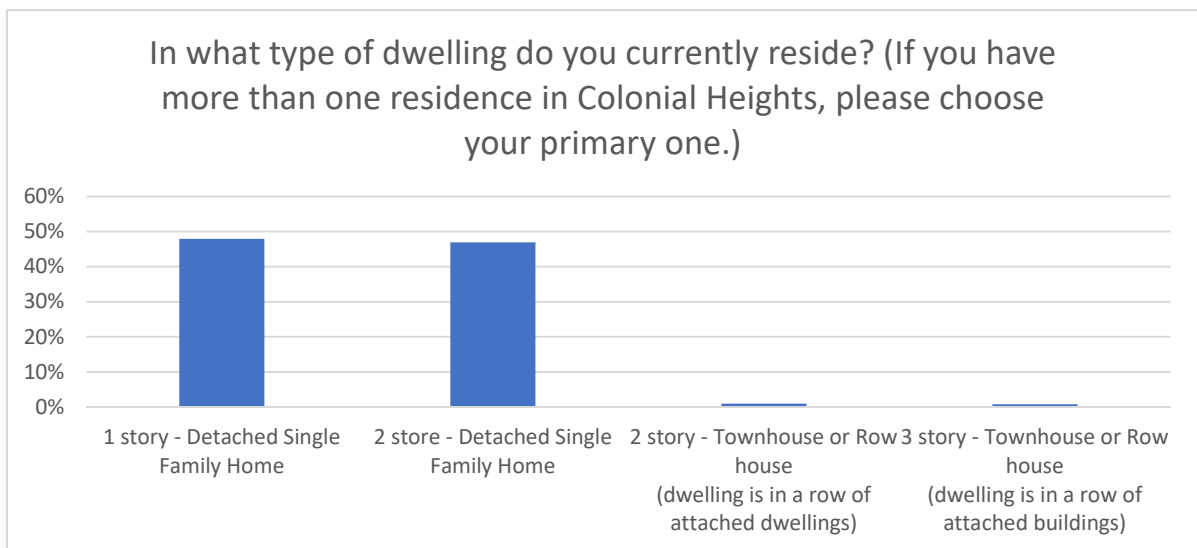
34. In what type of dwelling would you prefer to be living in today?
Closed-ended question
Total Answered: 622

Answers	Responses (%)	Responses (#)
My current type of dwelling	69%	430
1 story - Detached Single Family Home	20%	125
2 store - Detached Single Family Home	6%	39
Senior (55 plus) Community	1%	5
Accessory Dwelling Unit, In-law apartment, or backyard	0%	3
Duplex (dwelling is attached to only one dwelling)	0%	2
2 story - Townhouse or Row house (dwelling is in a row of attached dwellings)	0%	2
Apartment (dwelling shares a wall with another building and is located below or above another dwelling)	0%	0
Apartment w/ elevator access	0%	0
3 story - Townhouse or Row house (dwelling is in a row of attached buildings)	0%	0
Assisted-Care Residence	0%	0

In what type of dwelling would you prefer to be living in today?

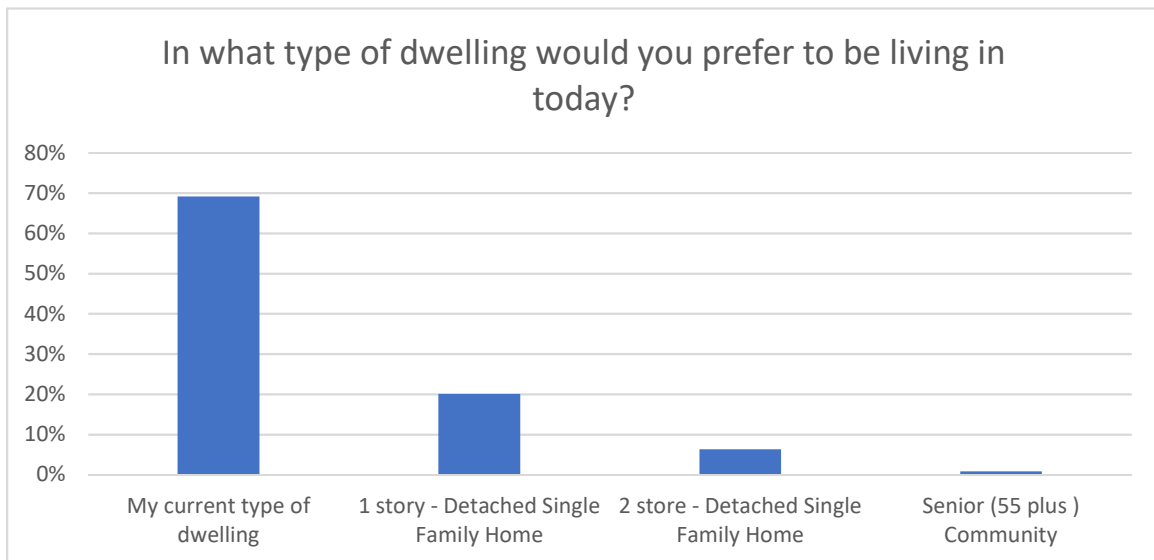**35. If you have adult children, in what type of dwelling would they prefer to live?**
Closed-ended question
Total Answered: 622

Answers	Responses (%)	Responses (#)
I do not have adult children	32%	202
My current type of dwelling	27%	169
2 store - Detached Single Family Home	15%	95
1 story - Detached Single Family Home	15%	93
Apartment (dwelling shares a wall with another building and is located below or above another dwelling)	1%	4
2 story - Townhouse or Row house (dwelling is in a row of attached dwellings)	1%	4
Accessory Dwelling Unit, In-law apartment, or backyard	1%	4
Apartment w/ elevator access	0%	3
Duplex (dwelling is attached to only one dwelling)	0%	0
3 story - Townhouse or Row house (dwelling is in a row of attached buildings)	0%	0
Assisted-Care Residence	0%	0

If you have adult children, in what type of dwelling would they prefer to live?
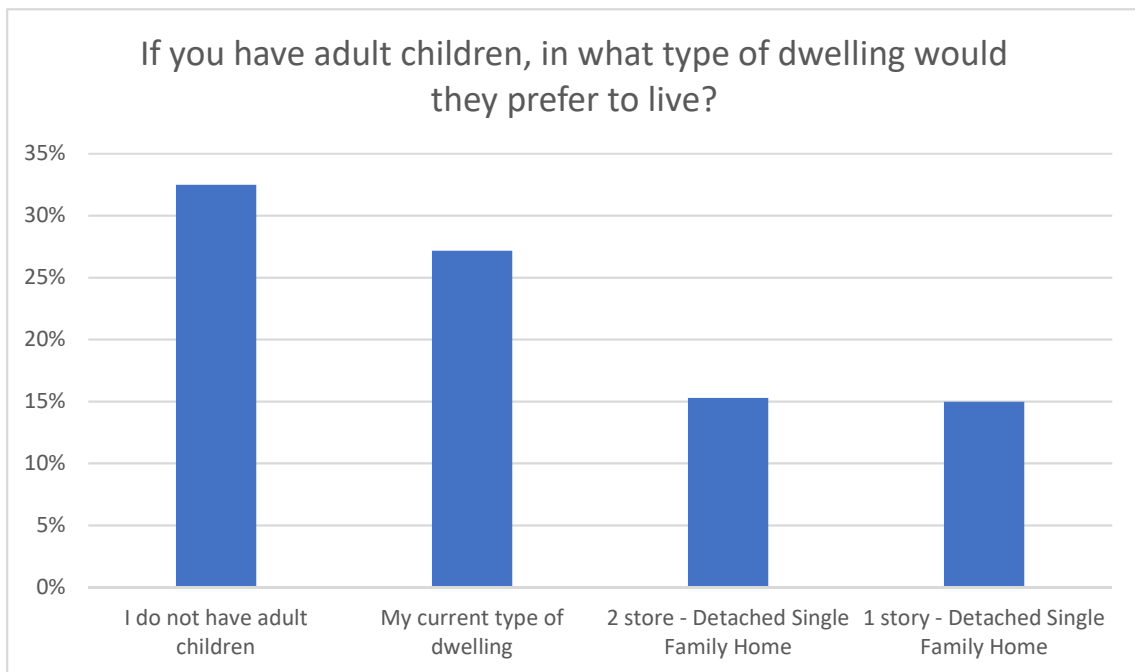
36. Ideally what type of dwelling would you prefer to be living in at age 65+?

Closed and open-ended question

Total Answered: 622

Answers	Responses (%)	Responses (#)
My current type of dwelling	57%	353
1 story - Detached Single Family Home	31%	195
2 story - Detached Single Family Home	2%	11
Assisted-Care Residence	2%	11
Senior (55 plus) Community	2%	10
Accessory Dwelling Unit, In-law apartment, or backyard cottage	1%	8
Apartment w/ elevator access	1%	7
2 story - Townhouse or Row house (dwelling is in a row of attached dwellings)	1%	5
Duplex (dwelling is attached to only one dwelling)	0%	2
Apartment (dwelling shares a wall with another building and is located below or above another dwelling)	0%	1
3 story - Townhouse or Row house (dwelling is in a row of attached buildings)	0%	0

Ideally what type of dwelling would you prefer to be living in at age 65+?
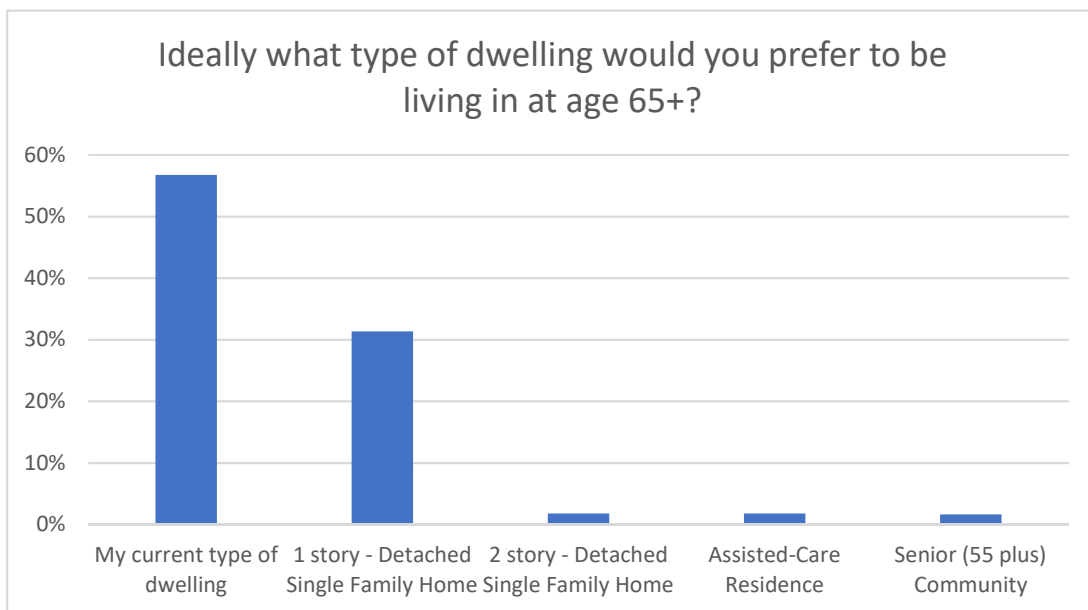
37. What type of housing, if any, is needed in the city? (Please check all that apply.)
Closed and open-ended question
Total Answered: 622

Answers	Responses (%)	Responses (#)
1 story - Detached Single Family Home	84%	523
2 story - Detached Single Family Home	27%	167
New home types that offer more than one unit but look like a single-family home	15%	94
Apartment w/ elevator access	14%	84
Assisted-Care Residence	13%	80
2 story - Townhouse or Row house (dwelling is in a row of attached dwellings)	10%	61
Apartment (dwelling shares a wall with another building and is located below or above another dwelling)	8%	52
Accessory Dwelling Unit, In-law apartment, or backyard	8%	52
3 story - Townhouse or Row house (dwelling is in a row of attached buildings)	5%	30
Duplex (dwelling is attached to only one dwelling)	5%	28
Senior Living/Retirement	2%	13
Affordable	2%	11
Mixed-Use Residential	1%	5
Community of apartments and townhomes	0%	1
Efficiency Apartments	0%	1
Garden Home	0%	1
Variety	0%	1

What type of housing, if any, is needed in the city? (Please check all that apply).
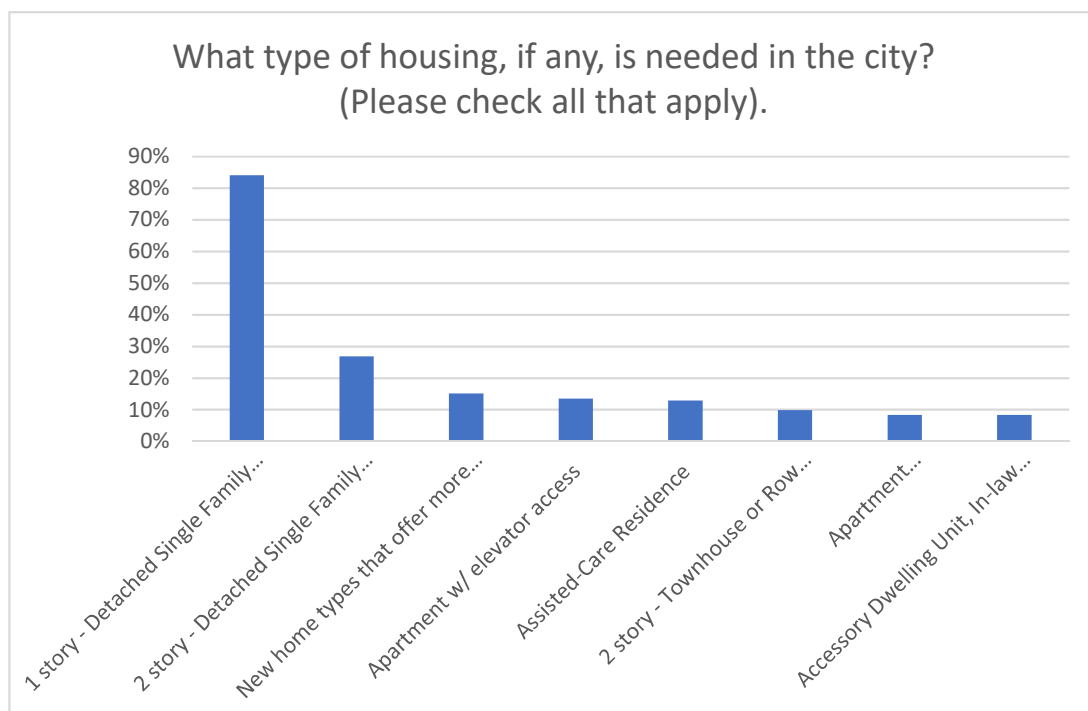
38. Where should that housing be located? (Please check all that apply)

Closed and open-ended question

Total Answered: 622

Answers	Responses (%)	Responses (#)
Undeveloped land near existing residential areas	36%	222
Redevelopment near the mall	42%	259
Redevelopment along the Boulevard	27%	170
Redevelopment at Pickwick Shopping Center	27%	171
Redevelopment of existing neighborhoods	29%	181
Don't know where	9%	56
No additional housing needed	4%	22
Redevelop existing neighborhoods	1%	5
Wherever needed and possible	0%	3

Where should that housing be located? (Please check all that apply)
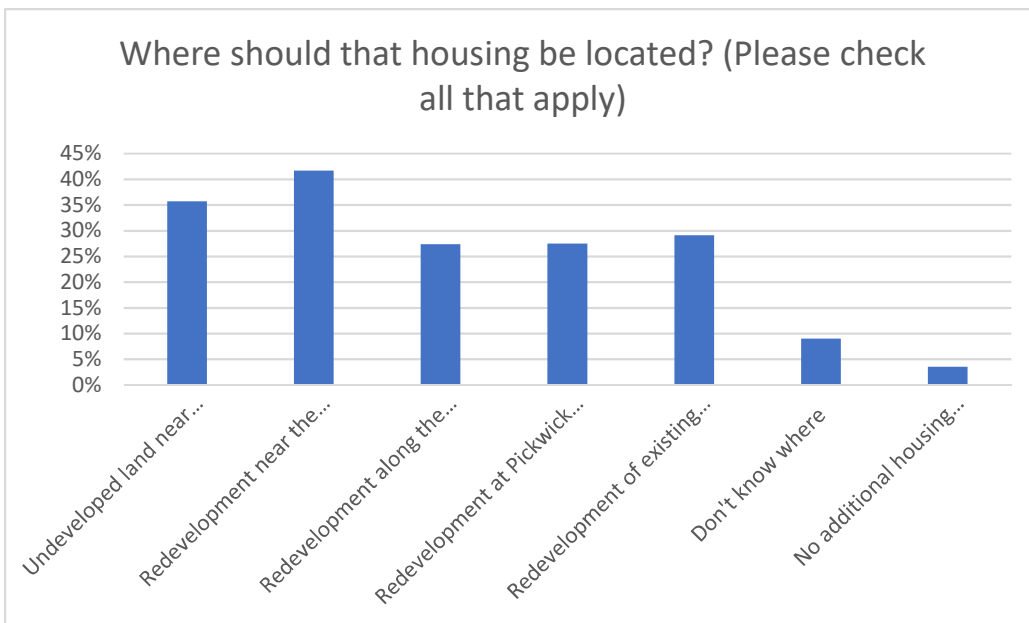
39. Are there particular ages at which you believe you will not have housing options available to meet your needs? (Please check all that apply)

Closed-ended question

Total Answered: 622

Answers	Responses (%)	Responses (#)
19 to 24 years	9%	59
25 to 29 years	9%	53
30 to 39 years	6%	39
40 to 49 years	4%	26
50 to 59 years	3%	17
60 to 79 years	15%	95
80+ years	24%	151
None	57%	356

Are there particular ages at which you believe you will not have housing options available to meet your needs? (Please check all that apply)
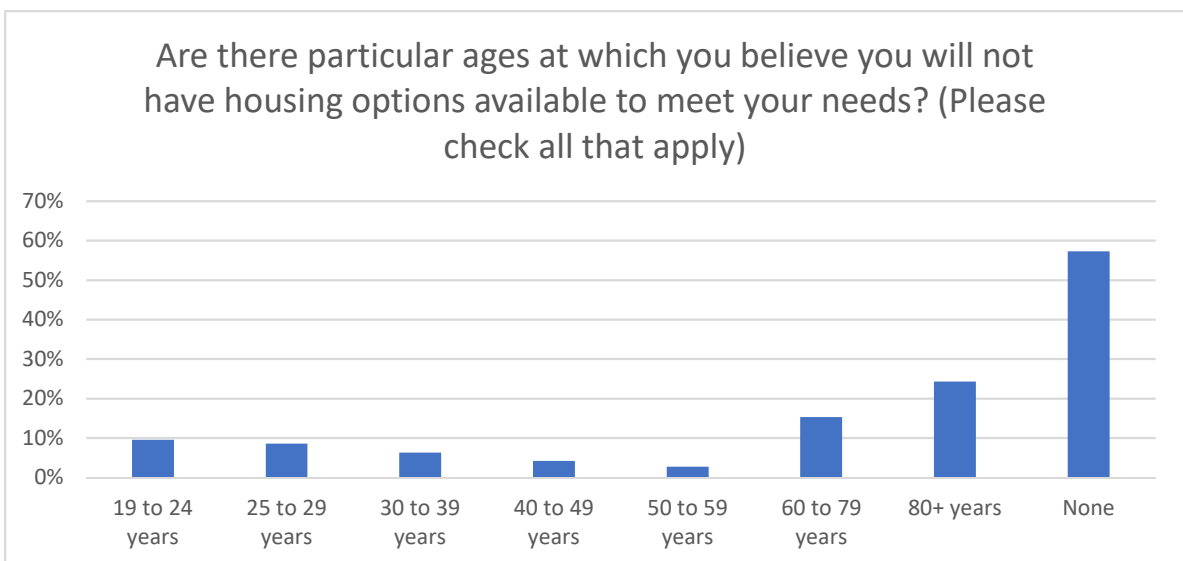
40. If you are a parent, do you believe the city has housing available/affordable for your children?

Closed-ended question

Total Answered: 622

Answers	Responses (%)	Responses (#)
Yes	30%	186
No	34%	214
Not applicable (NA)	36%	222

If you are a parent, do you believe the city has housing available/affordable for your children?

■ Yes   ■ No   ■ Not applicable (NA)
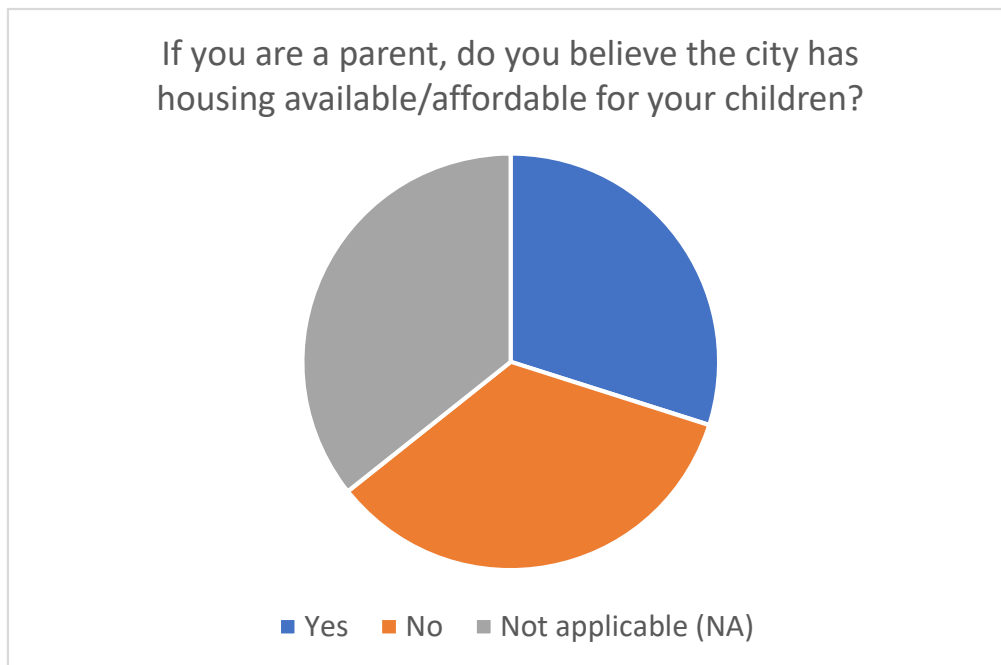
41. Do you buy from small businesses that are not national chains in the city?

Closed-ended question

Total Answered: 622

Answers	Responses (%)	Responses (#)
Yes	80%	497
No	17%	104

Do you buy from small businesses that are not national chains in the city?

Yes   No

42. Do you have a favorite small business in the city that you want to share?

Open-ended question

Total Answered: 410

Answers	Responses (%)	Responses (#)
No	26%	105
Daffodill Boutique	10%	42
Vicenzo's	7%	29
Mi Rodeo	6%	25
Carini's	5%	21
Dance's Sporting Goods	5%	19
Colonial Italian Restaurant	5%	19
Sweet Southern Charm	4%	15
Don Jose	3%	12
Ace Hardware	3%	12
Farmer's Market	2%	10
Auto Repair	3%	11
Hair Salon (generic)	3%	11
Johnson Cleaner's	2%	7
Conner Small Engine Repair	1%	6
El Caporal	1%	6
Cakes and Moore Bakery	1%	5
Dry Cleaners (generic)	1%	5
Home Services	1%	5
Colonial Plumbing	1%	4
Health Care (generic)	1%	4
Milk and Honey	1%	4
Side Street Gallery	1%	4
The Appliance Place	1%	4
Animal Care (generic)	1%	3
Autoworks	1%	3
Benny's Tavern	1%	3
Chain Restaurant (generic)	1%	3
Colonial Tire	1%	3
Keystone Grille	1%	3
Keystone Tractor Museum	1%	3
Shumate Auto	1%	3
Teresa's Beauty Bar	1%	3
That Pet Spot	1%	3
A Little Bit of This and That	0%	2
Blondie's	0%	2
Cabin Creek Interiors	0%	2
Captian Tom's Seafood	0%	2
Curly's Furniture and Thrift	0%	2
Expressions Jewelry	0%	2
Hamilton Golf	0%	2
Home Repair (generic)	0%	2

James River Printing	0%	2
Jewelry Creations by Shirley Whitt	0%	2
Legendary Auto Glass	0%	2
Lucky Garden	0%	2
Once Upon a Child	0%	2
Penelope James Hair	0%	2
Sgt. Pepper's Pizza	0%	2
Sherwood Automotive	0%	2
Swift Creek Mill	0%	2
The Award Shop	0%	2
The Bowling Alley	0%	2
Thrift Store (generic)	0%	2
Tina's Nails	0%	2
Top's China	0%	2
Tri-Cities Jujitsu	0%	2
Bad as Philly	0%	2
Balch Allignment	0%	1
Barwick and Associates, CPAs	0%	1
Benjamin Moore	0%	1
Bishop Insurance	0%	1
BLVD 926	0%	1
Boulevard Coin	0%	1
Boulevard Flowers	0%	1
Buckley's Locksmith	0%	1
Carlton's Auto Repair	0%	1
China Buffet	0%	1
Colonial Collission	0%	1
Colonial Heights Computer Repair	0%	1
Colonial Heights Vet	0%	1
Connolley's Tattooing	0%	1
CVA Home Pros	0%	1
Dixie Chick's Hair Salon	0%	1
Duck's Locksmith	0%	1
E. Alvin Small Funeral Home	0%	1
Family Laundromat	0%	1
Florist (generic)	0%	1
Flowers with Style	0%	1
Fruit Fixed	0%	1
Funeral Home (generic)	0%	1
FYE	0%	1
Goodness and Mercy International Food Market	0%	1
Hair/Beauty Salon (generic)	0%	1
Hair Dance	0%	1
Hair Looks	0%	1
Healing Hands Massage	0%	1
Hot Spot Electronics	0%	1

Impressions Jewelry	0%	1
Julie Ann's Massage	0%	1
Keith's Boat Service	0%	1
Lion's Mane	0%	1
Little Ceasar's	0%	1
Los Bandidos	0%	1
Modern Table Top Gaming	0%	1
Moore & Co. hair Artistry	0%	1
Nature's Own Bakery Outlet	0%	1
Ocean Nails	0%	1
One Hour Optical	0%	1
Peaceful Sage Wellness	0%	1
Pizza (generic)	0%	1
Priority Home Solutions	0%	1
Pro Cleaners	0%	1
Pro Nails	0%	1
Publix	0%	1
Real Estate (generic)	0%	1
Red's Tax Service	0%	1
Rosita's Tienda	0%	1
Sedona Tap House	0%	1
Shear Duo	0%	1
Southern Belle Hair Salon	0%	1
Swift Creek Creations	0%	1
Syngery PT	0%	1
Target	0%	1
The Avenue Hair Salon	0%	1
The Master's Touch Hair Salon	0%	1
TL Nails	0%	1
Tri-City Scuba	0%	1
Tuffy Auto Repair	0%	1
Tyler Realty	0%	1
Uncle Leo's Auto Repair	0%	1
Vape Shop	0%	1
Regenesis Thrift	2%	10

43. Do you have a favorite small business elsewhere that you would like to see located in the city?

Open-ended question

Total Answered: 322

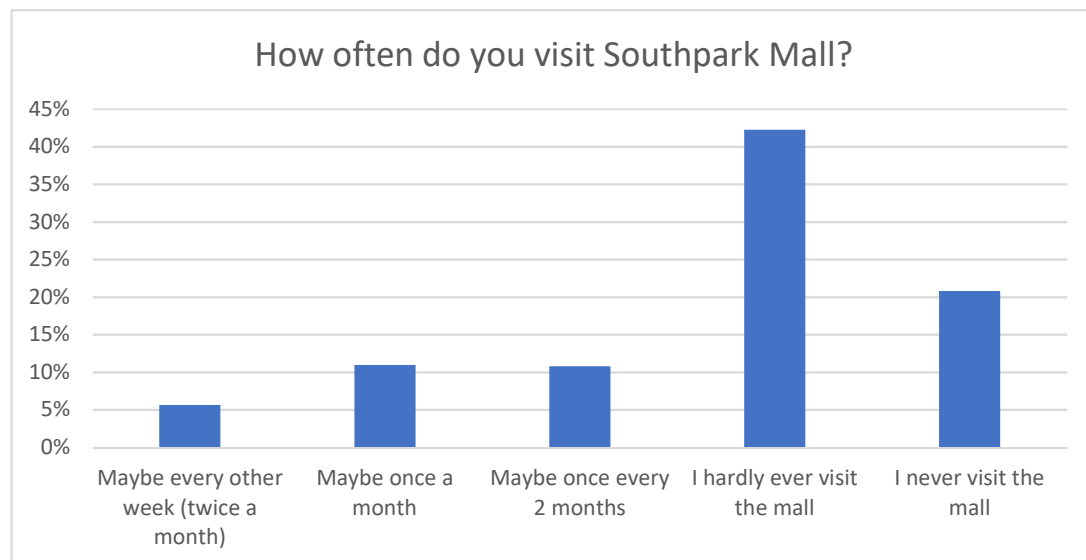| Answers	Responses (%)	Responses (#)
None, N/A, No	54%	174
Diverse Restaurants	17%	56
Cafe - Coffee/Bakery/Ice Cream	13%	42
Boutique - Specialty	11%	34
Antique Stores	4%	12
Brewery	2%	6
Local Grocery	2%	6
Creative Spaces	1%	4
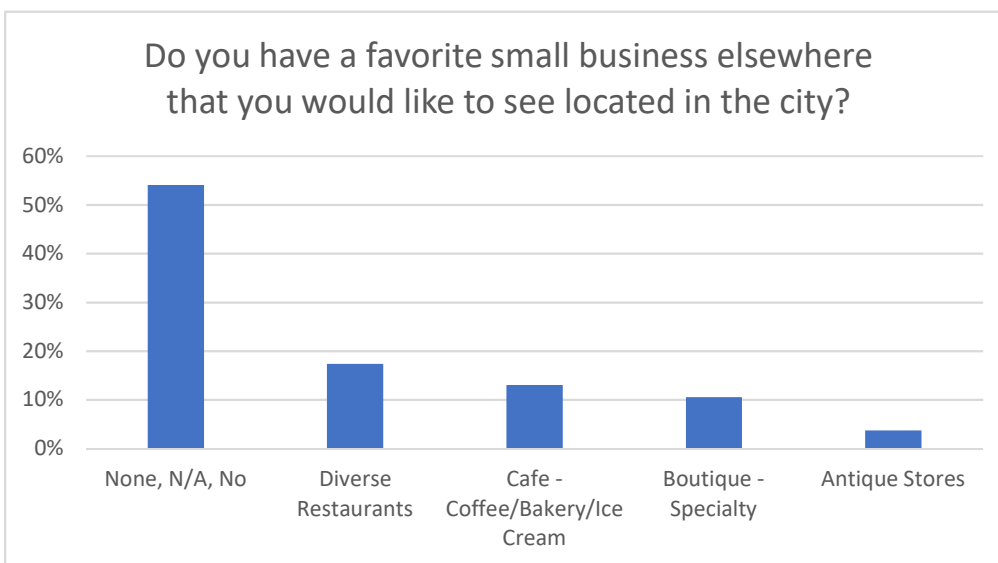
44. How often do you visit Southpark Mall?

Closed-ended question

Total Answered: 601

Answers	Responses (%)	Responses (#)
Daily	0%	2
Every week or weekend	4%	23
At least twice a week	2%	12
Maybe every other week (twice a month)	6%	34
Maybe once a month	11%	66
Maybe once every 2 months	11%	65
Only for holiday shopping	3%	20
I hardly ever visit the mall	42%	254
I never visit the mall	21%	125

45. Why do you visit the mall?

Open-ended question

Total Answered: 480

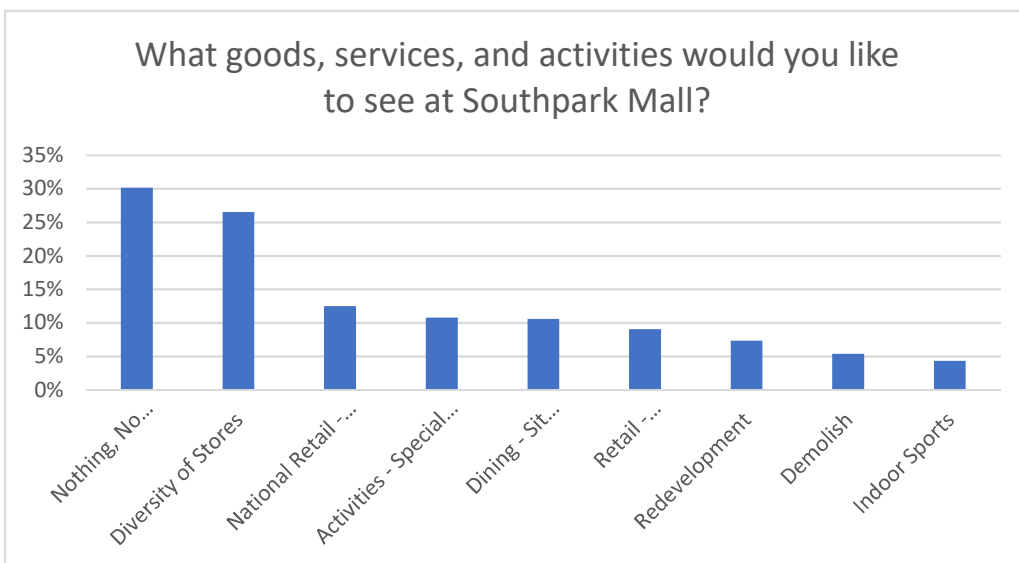| Answers	Responses (%)	Responses (#)
Shopping - Dick's Sporting Goods, Macy's, JC Penney, Five Below, Chik-fil-A	37%	179
Don't prefer to go/unsafe	31%	148
Movies	12%	57
Food court and restaurants	7%	33
Walking	5%	26
Shop Clothing	5%	24
Holiday Shopping	4%	20
Neccesity Shopping	4%	18
Services - fitness, salon	3%	13
Pick up online order or return	1%	5
Visit stores outside of the mall	1%	4
Church	1%	3
Sale items	1%	3
Fun	0%	1
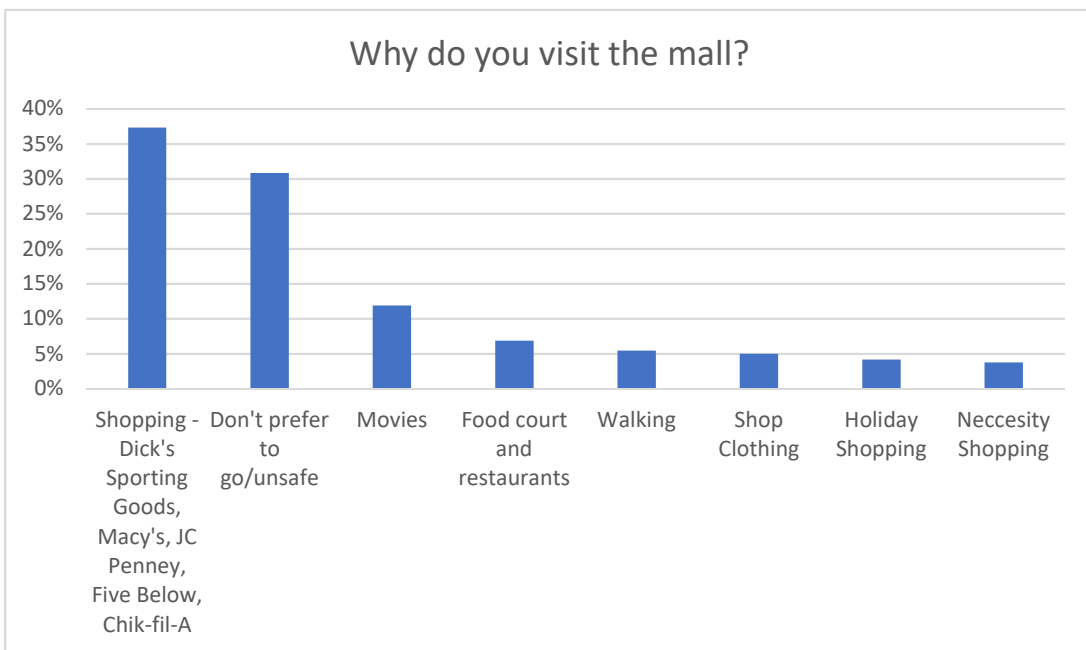
46. What goods, services, and activities would you like to see at Southpark Mall?

Open-ended question

Total Answered: 464

Answers	Responses (%)	Responses (#)
Nothing, No Preference, N/A	30%	140
Diversity of Stores	27%	123
National Retail - Box/Department Store	13%	58
Activities - Special Events	11%	50
Dining - Sit Down/Higher-End	11%	49
Retail - Clothing/Apparrel/Other	9%	42
Redevelopment	7%	34
Demolish	5%	25
Indoor Sports	4%	20

What goods, services, and activities would you like to see at Southpark Mall?

47. For what services, goods, and activities do you leave the city to attain? (Please select all that apply)

Closed and open-ended question

Total Answered: 601

| Answers	Responses (%)	Responses (#)
Restaurants	63%	376
Medical Services (e.g. primary care doctor, specialty doctor, dentist, etc.)	56%	336
General Retail Shopping	52%	315
Apparel and clothing stores	49%	295
Indoor amusement, recreation, and entertainment (e.g. bowling, movie theatre, etc.)	48%	286
Outdoor amusement, recration, and entertainment (e.g. nature trails, parks, pickleball, etc.)	39%	232
Auto Services and Repair	28%	168
Grocery Shopping	24%	144
Places of worship like church	22%	133
Home repair services (e.g. roofer, plumber, electrician)	20%	118
Personal services (e.g. dry cleaning, salons, spa services)	18%	106
All my shopping takes place in the city	6%	38
Childcare services	3%	20
Professional services (e.g. tax preparation, attorney)	3%	17
Arts/Performance Events	0%	3
Concert/Performance Venues	0%	2
Food Markets	0%	2
Libraries	0%	1
Cultural Events	0%	1
Museums/Historical Sites & Resources	0%	1
Sports Events	0%	1
Youth Sports Programs	0%	1
Household goods repair and maintenance	0%	1

48. How often do you leave the city for services, goods, and activities?
Closed-ended question
Total Answered: 601

Answers	Responses (%)	Responses (#)
Daily	14%	87
Every week or weekend	30%	183
At least twice a week	15%	88
Maybe every other week (twice a month)	22%	133
Maybe once a month	9%	55
Maybe once every 2 months	4%	24
Only for holiday shopping	0%	2
I hardly every leave the citys for services, goods, and activities	5%	29
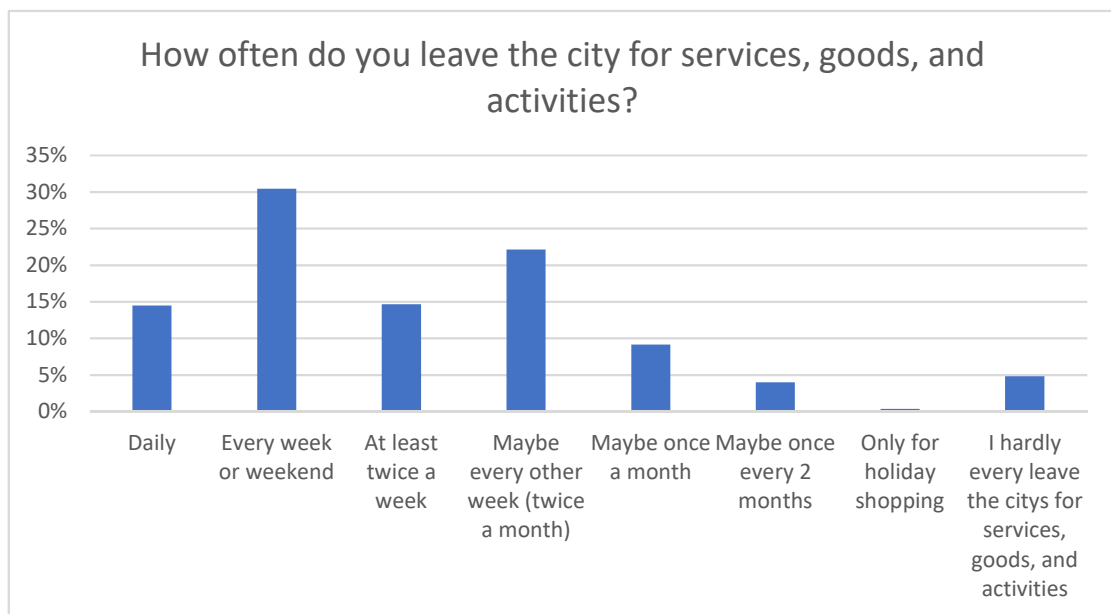
49. The City's primary contributing revenue source is the real estate tax, which is the tax imposed on land and improvements (buildings and structures) in the city. An increase in improvements adds more revenue to the city's budget and also allows the costs for infrastructure and services to be distributed across more taxpayers to help fund projects and services. What is your general opinion of development and/or redevelopment taking place in the city?

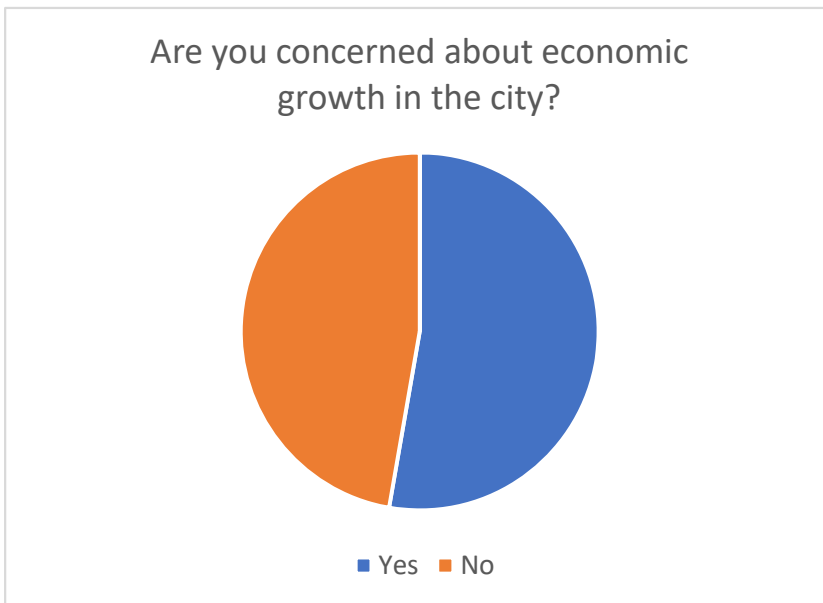*Closed-ended question*

Total Answered: 601

Answers	Responses (%)
No additional development should take place in the City, even if the lack of development causes upward pressure on the city's tax rate to fund projects and services. I want the City to stay just as it is.	8%
I favor some development as long as it is compatible with adjacent properties and helps maintain the current tax rate. Some areas could be redeveloped and look better.	68%
I welcome development/redevelopment throughout the city, as the development/redevelopment of the properties increases tax revenue for the city. A significant increase in tax revenue can help fund city projects and services.	24%

50. Are you concerned about economic growth in the city?
Closed-ended question
Total Answered: 601

Answers	Responses (%)	Responses (#)
Yes	53%	317
No	47%	284

Are you concerned about economic growth in the city?

■ Yes ■ No

51. Are you concerned about economic growth in the city? If "Yes", why?

Open-ended question

Total Answered: 310

Answers	Responses (%)	Responses (#)
The city is in decline/Loss of businesses/Same old businesses	35%	109
Need more non-residential tax revenue	10%	31
Need more development and businesses suitable for city and residents	36%	112
Need to attract new/younger residents	6%	19
Concerned for loss of small town character	5%	17
High real estate taxes/property values	5%	15
Growth can bring crime and unwanted activity	3%	8
City is not working to bring new businesses	2%	7
Wasted public funds	2%	6
Limited space for growth	2%	5
Need better public infrastructure to support growth	1%	4
Overcrowded	1%	3
Residents are leaving	1%	2

Are you concerned about economic growth in the city? If "Yes", why?
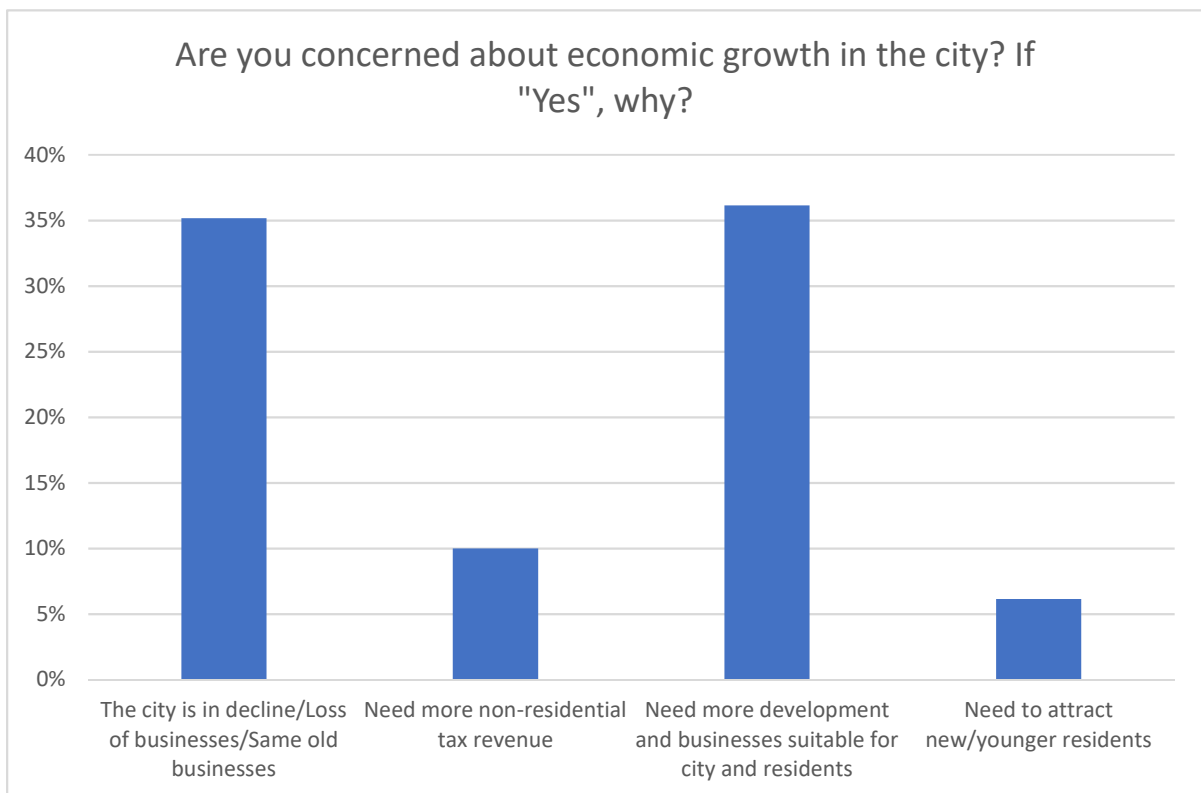
52. What are your top three priorities related to sustainability in the city?
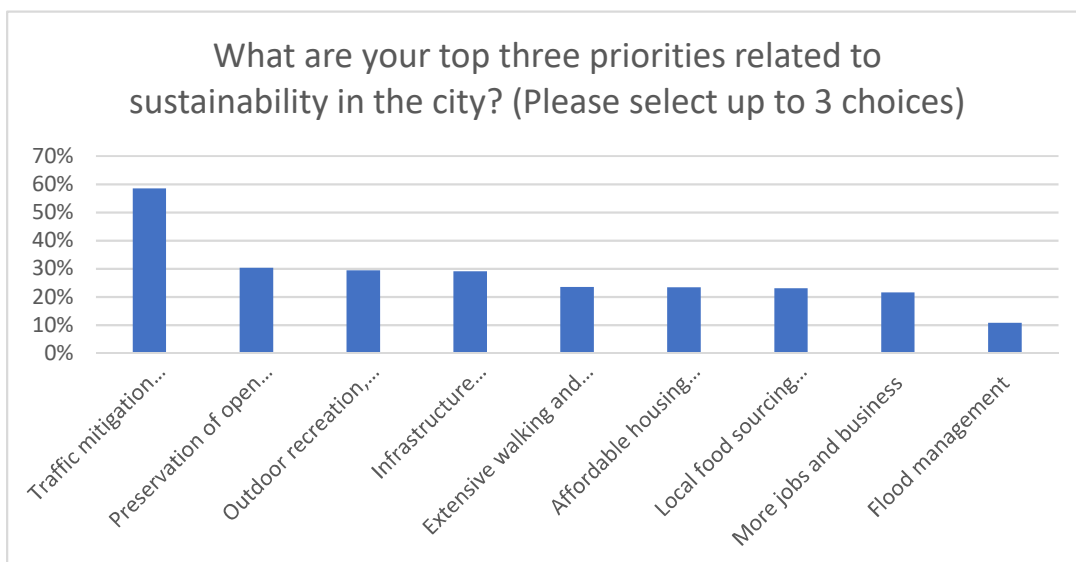**(Please select up to 3 choices)**
Closed and open-ended question
Total Answered: 595

Answers	Responses (%)	Responses (#)
Traffic mitigation measures/Roadway improvements	58%	348
Preservation of open spaces and tree planting	30%	180
Outdoor recreation, including parks	29%	175
Infrastructure development	29%	173
Extensive walking and bicycling network	24%	140
Affordable housing options	23%	139
Local food sourcing (i.e. farmer's market)	23%	137
More jobs and business	22%	128
Flood management	11%	64
Renewable energy and energy efficient programs	8%	50
Regional transportation and public transit	7%	42
Improve code enforcement	1%	8
Park and ride lots/Carpool programs	1%	6
Improve property maintenance	1%	5
Improve schools	1%	5
Infrastructure improvement	1%	5
Public safety	1%	4
Traffic management	1%	3
Lower taxes	1%	3
Relationship betweeen city government and residents	0%	2
Tree management	0%	1
Resident morale	0%	1
Better grocery store	0%	1

What are your top three priorities related to sustainability in the city? (Please select up to 3 choices)

53. Please rate your satisfaction with the following city aspects:

Closed-ended question

Total Answered: 592

Aspects	Very Satisfied (%)	Very Satisfied (#)	Satisfied (%)	Satisfied (#)	Indifferent(%)	Indifferent (#)	Dissatisfied (%)	Dissatisfied (#)	Extremely Dissatisfied (%)	Extremely Dissatisfied (#)
Employment Opportunities	2%	14	26%	154	58%	344	12%	69	2%	11
Parks and greenspace	7%	42	57%	339	17%	103	17%	98	2%	10
Appearance of streets and buildings	1%	4	26%	151	17%	103	43%	254	14%	80
Neighborhood safety	8%	46	54%	321	13%	79	19%	113	6%	33
Pedestrian safety (traffic and intersections)	0%	12%	39%	230	19%	113	31%	186	9%	51
Stores and restaurants	3%	19	43%	257	20%	117	28%	165	6%	34
Affordable housing	3%	15	29%	170	43%	257	20%	117	6%	33
Arts and culture programs for adults	2%	14	22%	133	46%	275	23%	135	6%	35
Arts and culture programs for children	3%	15	26%	154	51%	300	17%	100	4%	23
Access to medical care	7%	42	57%	336	22%	130	12%	71	2%	13
Affordable childcare options	1%	6	13%	74	73%	433	10%	59	3%	20
Walking and bike trails	2%	14	39%	228	33%	195	22%	128	5%	27
Entertainment	2%	9	21%	126	35%	206	32%	190	10%	61
City services	5%	32	50%	294	24%	142	15%	91	6%	33

Please rate your satisfaction with the following city aspects: