

East Garrison Town Center Survey 2023

A summary of the results from PREG Town Center, conducted in 2023.

Responses:

593 responses were received. Social media was used to solicit responses: Facebook, NextDoor. Flyers were put on every door in EG. Responses were solicited from neighbors of EG as well as residents, however 89.9% of respondents were EG residents.

Interests:

The reasons for EG residents and friends to go to a Town Center are many. The survey was divided into main categories:

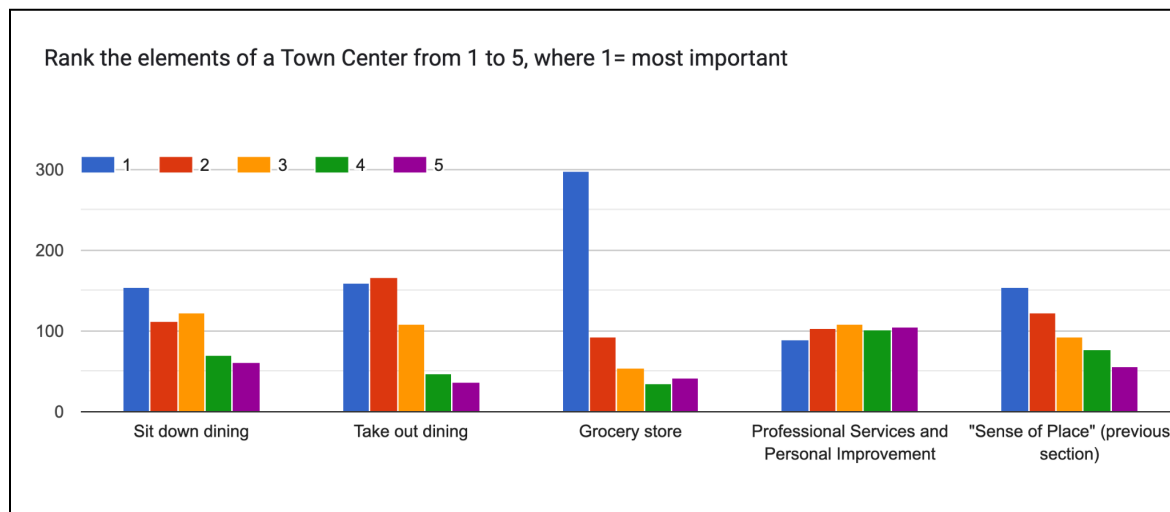
- General questions
- Dining
- Grocery store
- Professional services
- General “Sense of Place”
- Big Picture

The way the survey was written allowed for individuals to express their interests, however strong trends were noticeable.

Summary: In a community of (at the time) about 900 homes, responses from 532 people shows great enthusiasm for a community hub.

BIG PICTURE

We asked respondents about the “big picture” as the last question in the survey, but when analyzing their replies it is good to look at this first. Here is the response when asked to rank the main categories in order of importance. Grocery store is a clear #1 (298 respondents). Dining of some kind is also important with take out dining ranking #1 (160) or #2 (167) and sit down dining ranked #1 (154). Sense of place (155) is a more nebulous concept but shows that many residents long for a location they can be proud of.

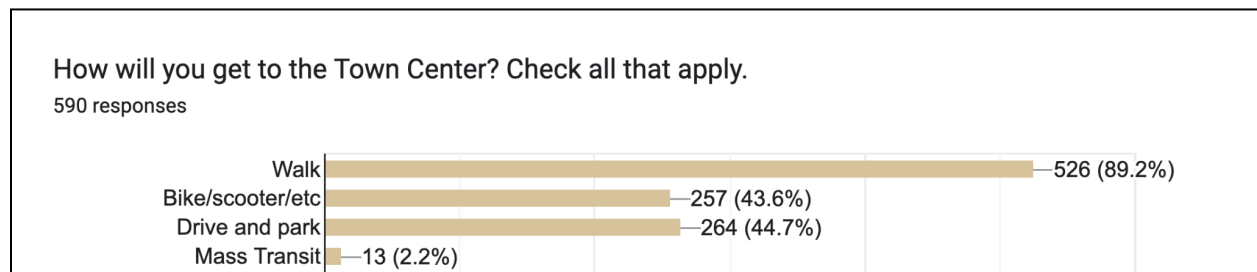


“What would bring you to the Town Center?”

This chart included a short answer asking for more ideas. There were almost 40 individual ideas, from Barre classes to farmers market to library to community pool. Respondents were asked to “check all that apply”. The majority of responses were:

“What would bring you to the Town Center?”	Number of respondents	Percent of total respondents
dining: coffee, snacks, sit-down or takeout	565	95.4%
shop for necessities, groceries etc	525	88.7%
Meet friends and neighbors	439	74.2%
concert or performance	322	54.4%
after hiking/biking in the National Monument	237	40%

When asked how they would get to the Town Center again there were many individual responses, but three main trends. NOTE: Century Developers did a “high level” survey of the need for a Town Center and their data found that (based on the number of roof-tops vs number of businesses) there would need to be substantial support from outside the community for any businesses

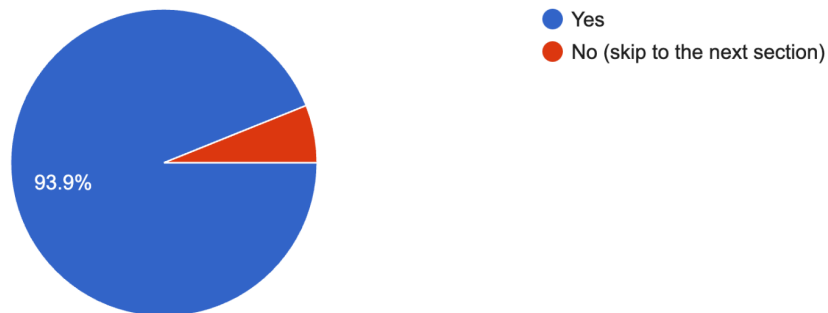


DINING:

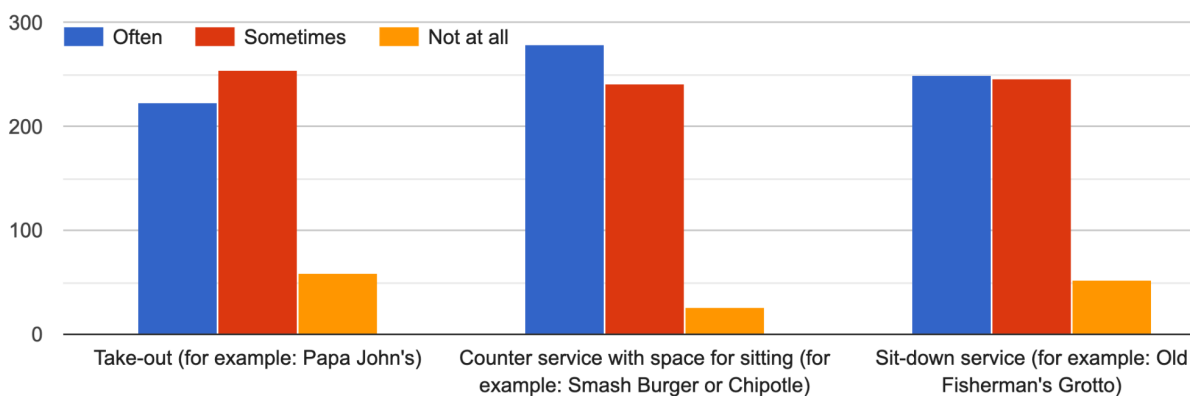
In casual conversation EG residents seem to think a place to get food is a priority, but we wanted to know more specifics.

DINING OPTIONS Should there be dining choices in the EG Town Center?

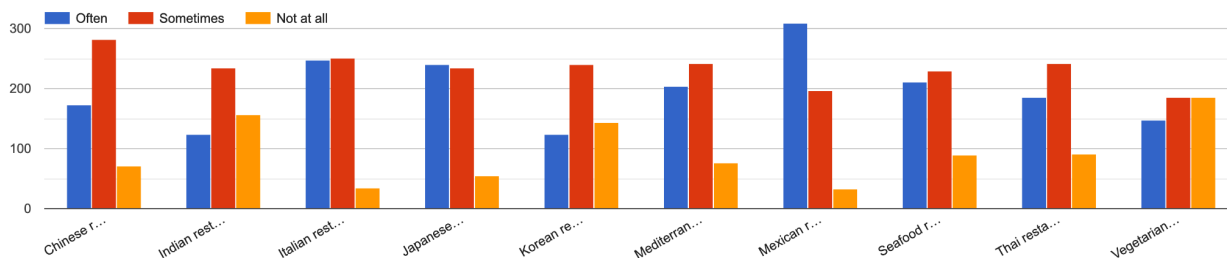
593 responses



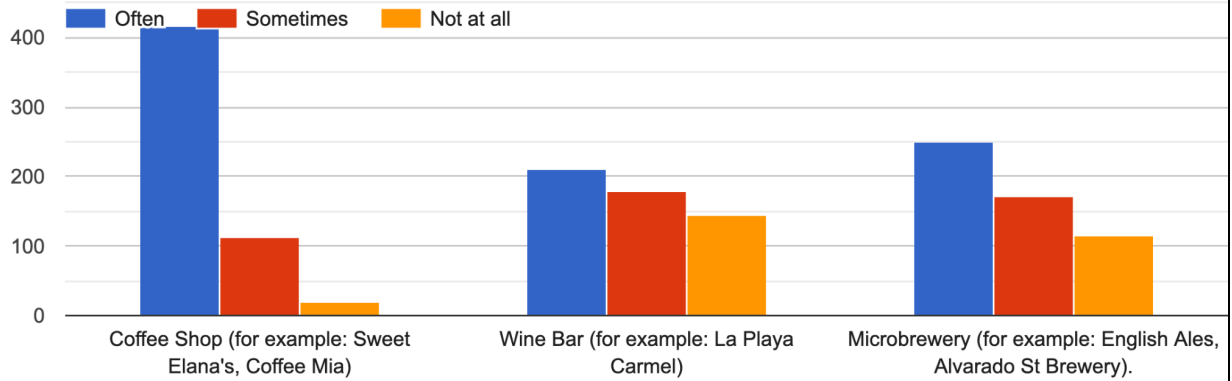
How often would you come to the Town Center for these different types of dining?



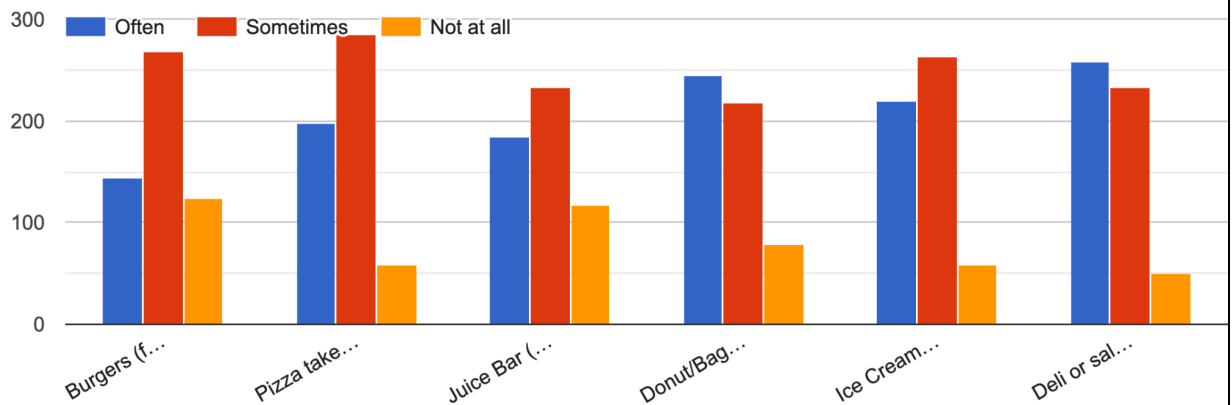
How often would you visit the Town Center for these types of cuisine?



How likely are you to get a coffee, or visit a brewery or wine bar?



Fast Food - how likely are you to stop in for fast food?



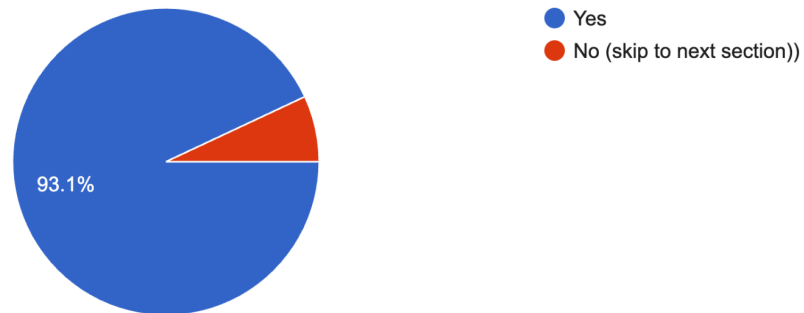
When asked for other ideas there were many, from bagels and bakery to small market with a sandwich shop, to salad place, to sit-down restaurant, to yogurt shop. Several responses mentioned non-corporate or local ownership.

GROCERY STORE

The original sales plan for EG included a market in the Town Center. There have been casual discussions about how nice it would be to have a grocery store, so we looked for more information about if residents would shop at a grocery store, and if so what kind of shopping would they expect.

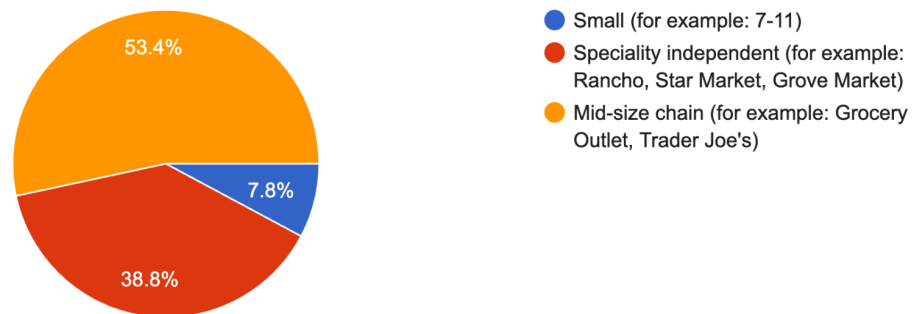
GROCERY STORE OR MARKET Would you shop at a grocery store or market in the Town Center?

590 responses

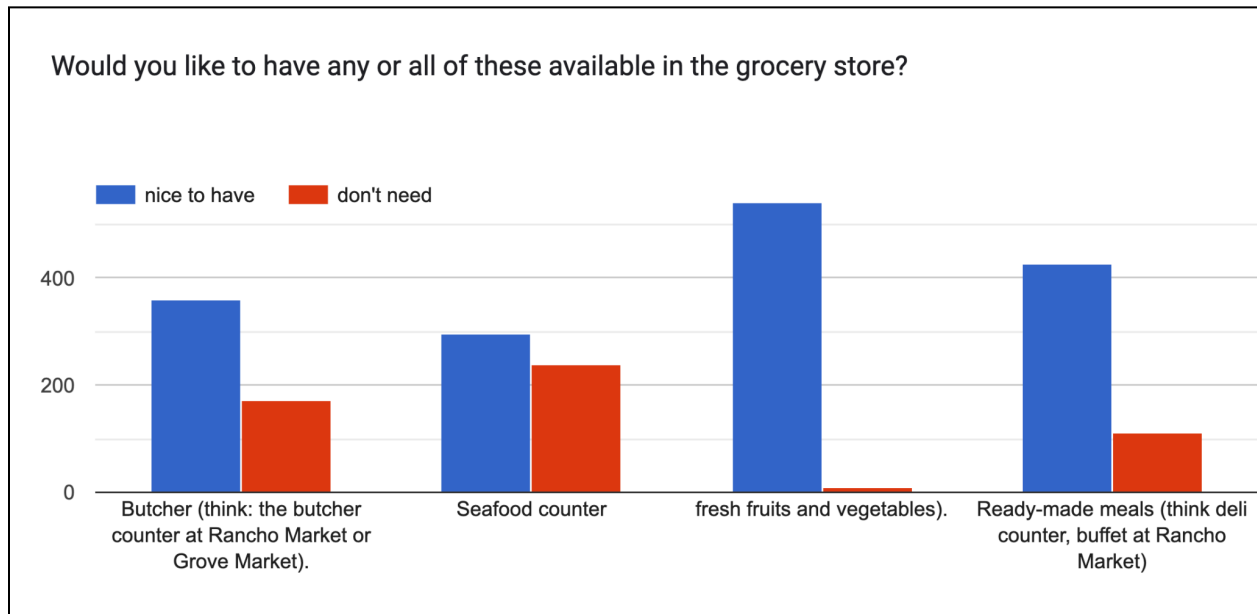


How big should a grocery store be?

551 responses



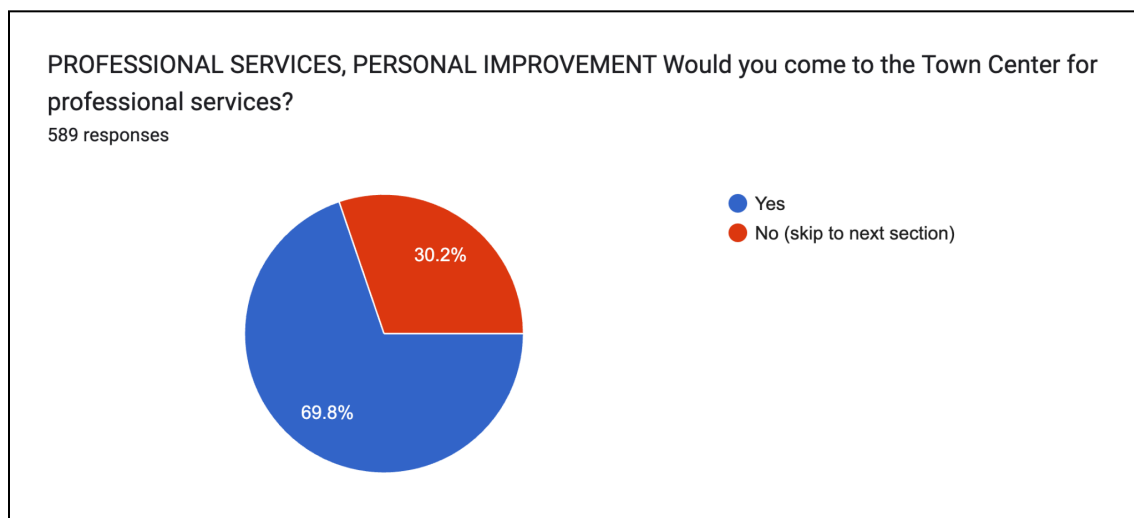
When asked “Would you like to have any or all of these available in the grocery store?” 541 respondents said fresh fruits and vegetables, 428 said ready-made meals, 361 said butcher, and 295 said seafood.



When asked for further comments, many respondents repeated that fresh local organic produce was a priority.

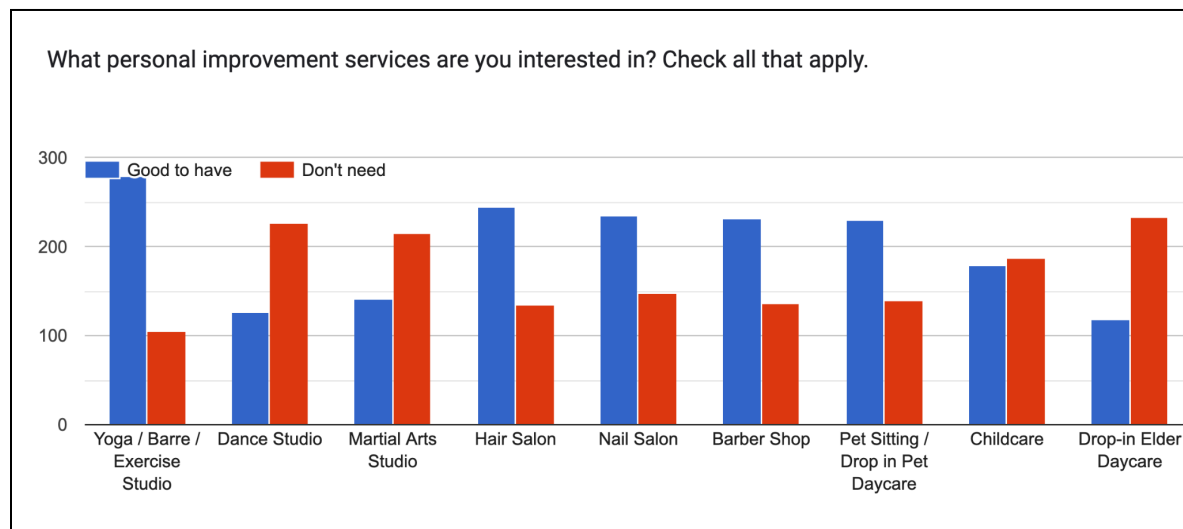
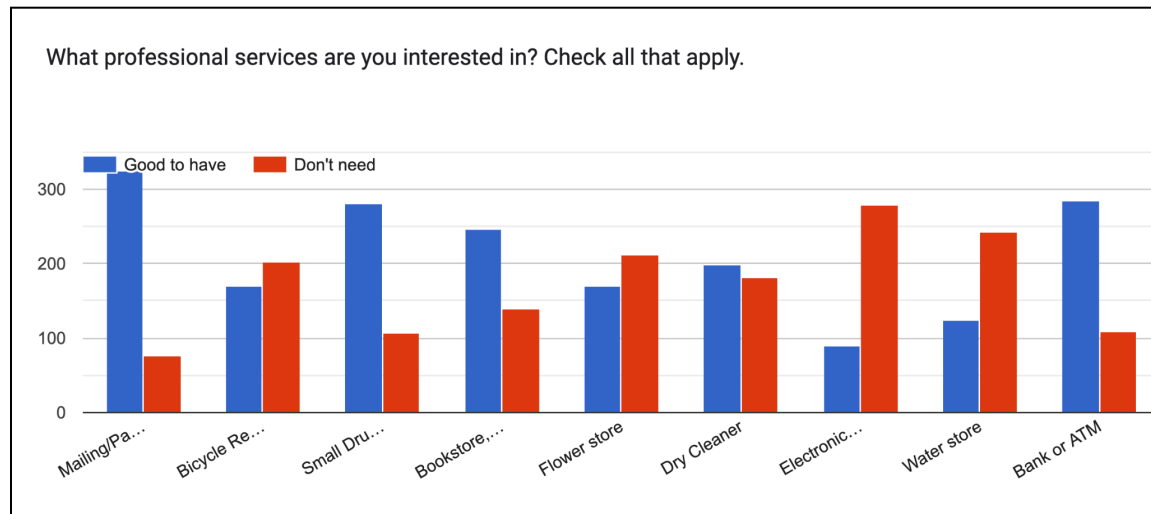
PROFESSIONAL SERVICES

The next set of questions asked about services that would be beneficial for the Town Center. It is interesting that a majority said they would not go to the Town Center for these services, but among those who would there were some trends



For “What professional services...?” question the choices were:

- mailing/package store (think UPS, Amazon boxes)
- bicycle repair shop
- small drugstore
- bookstore, card and gift store, newsstand
- flower store
- dry cleaner
- electronics repair and support
- water store
- bank or ATM



When asked “Should our Town Center include these facilities and services? Check all that you might use” again there were many individual suggestions. The main responses were for:

facility/service	Number of respondents	Percent of total respondents
Outdoor music and performance venue	415	72.6%
library	380	66.4%
Public restroom	374	65.4%
Picnic area	365	63.8%
playground	248	43.4%
Transit center	188	32.9%

SHARE YOUR IDEAS

Again, EG residents and Friends have many ideas! Notable are spaces to rent, venues for performances and classes, and ways to attract people who have come to the National Monument to hike or bike.

Conclusion: EG residents have big dreams for their community. There are lots of individual ideas, but also trends: a place to dine, to buy fresh produce, and to gather as a community. Many survey respondents have opted in to help make the dream a reality.

Survey prepared and analysed by PREG
[results](#)

Helen Shamble
eastgarrisonpreservation@gmail.com