



## Survey Results for: Redevelopment of 700 State Street (former River Inn)

*DevelopSpringfield purchased three lots at the corner of State and Thompson Streets (the former River Inn) in the Mason Square area for redevelopment purposes. Our goal is to have the property redeveloped for commercial use to increase jobs, add to the City's tax base and stimulate further revitalization and economic development in the area. Your responses to the survey questions below will help us evaluate alternative uses that are consistent with the needs of those who live, work or travel within the State Street corridor that are also realistic given the size of the site (1.5 acres), its location and current market conditions.*

### 1) Please select all that apply--I currently:

	Responses # / %	Total Answers
I live in Mason Square Area (Bay, McKnight, Old Hill or Upper Hill)	92 / 17.79%	517
I work on or near State Street	210 / 40.62%	517
I attend a college or school on or near State Street	132 / 25.53%	517
None of the above	83 / 16.05%	517

### 2) How often do you travel by car on State Street through the Mason Square area? (check only one)

	Responses # / %	Total Answers
Daily	176 / 37.37%	471
Frequently (2 or more times per week)	143 / 30.36%	471
Occasionally (a few times per month)	105 / 22.29%	471
Rarely or never	47 / 9.98%	471

### 3) How often do you travel by bus on State Street through the Mason Square area? (check only one)

	Responses # / %	Total Answers
Daily	27 / 5.73%	471
Frequently (2 or more times per week)	22 / 4.67%	471
Occasionally (a few times per month)	25 / 5.31%	471
Rarely or never	397 / 84.29%	471

### 4) How often do you walk or bike on State Street through the Mason Square area? (check only one)

	Responses # / %	Total Answers
Daily	24 / 5.10%	471
Frequently (2 or more times per week)	41 / 8.70%	471
Occasionally (a few times per month)	80 / 16.99%	471
Rarely or never	326 / 69.21%	471

*We are interested in gaining your input on alternative uses for the State & Thompson Street site. To remain consistent with our goals, only commercial uses that can realistically fit on the site are being considered. Big Box retailers such as Walmart and Home Depot or a supermarket, for example, cannot be accommodated on the site. The alternative uses listed below are examples of retail and food service establishments that frequently locate in small or moderately sized freestanding buildings or that co-locate with other businesses in small to mid-sized commercial buildings.*

**5) Please indicate how often you would likely patronize the following business establishments if one were developed at the corner of State and Thompson Streets:**

	Frequently # / %	Occasionally # / %	Rarely # / %	Never # / %	Responses
Name Brand Gas Station	79 / 16.77%	145 / 30.79%	118 / 25.05%	129 / 27.39%	471
Full Service Bank/Credit Union	71 / 15.07%	123 / 26.11%	131 / 27.81%	146 / 31.00%	471

**6) Please indicate how often you would likely patronize the following chain or franchise coffee/donut shop if one were developed at the corner of State and Thompson Streets:**

	Frequently # / %	Occasionally # / %	Rarely # / %	Never # / %	Responses
Dunkin Donuts	132 / 28.03%	150 / 31.85%	95 / 20.17%	94 / 19.96%	471
Honey Dew Donuts	47 / 9.98%	112 / 23.78%	120 / 25.48%	192 / 40.76%	471
Starbucks	121 / 25.69%	102 / 21.66%	86 / 18.26%	162 / 34.39%	471

**7) Please indicate how often you would likely patronize the following chain or franchise casual sit-down restaurant if one were developed at the corner of State and Thompson Streets:**

	Frequently # / %	Occasionally # / %	Rarely # / %	Never # / %	Responses
Chili's Grille & Bar	83 / 17.62%	147 / 31.21%	113 / 23.99%	128 / 27.18%	471
Chipotle Mexican Grille	127 / 26.96%	142 / 30.15%	90 / 19.11%	112 / 23.78%	471
TGI Fridays	82 / 17.41%	140 / 29.72%	132 / 28.03%	117 / 24.84%	471
Friendly's	101 / 21.44%	162 / 34.39%	106 / 22.51%	102 / 21.66%	471
Panera Bread	161 / 24.18%	170 / 36.09%	71 / 15.07%	69 / 14.65%	471
Qdoba Mexican Grille	62 / 13.16%	120 / 25.48%	135 / 28.66%	154 / 32.70%	471

**8) Please indicate how often you would likely patronize the following chain or franchise fast food restaurant if one were developed at the corner of State and Thompson Streets:**

	Frequently # / %	Occasionally # / %	Rarely # / %	Never # / %	Responses
Chic-fil-A	76 / 16.14%	103 / 21.87%	95 / 20.17%	197 / 41.83%	471
McDonald's	35 / 7.43%	90 / 19.11%	127 / 26.96%	219 / 46.50%	471
Pizza Hut	42 / 8.92%	84 / 17.83%	127 / 26.96%	218 / 46.28%	471
KFC	63 / 13.38%	86 / 18.26%	125 / 26.54%	197 / 41.83%	471
Taco Bell	49 / 10.40%	86 / 18.26%	120 / 25.48%	216 / 45.86%	471
Subway	78 / 16.56%	130 / 27.60%	116 / 24.63%	147 / 31.21%	471
Wendy's	75 / 15.92%	129 / 27.39%	106 / 22.51%	161 / 34.18%	471

**9) Please indicate your level of support of the possible development of each of the uses listed below if one were considered for development at the corner of State and Thompson Streets:**

	<b>Strongly Support # / %</b>	<b>Support # / %</b>	<b>Neutral # / %</b>	<b>Oppose # / %</b>	<b>Strongly Oppose # / %</b>	<b>Responses</b>
Name Brand Chain Gas Station	70 / 14.86%	112 / 23.78%	170 / 36.09%	44 / 9.34%	75 / 15.92%	471
Dunkin Donuts	118 / 25.05%	135 / 28.66%	118 / 25.05%	49 / 10.40%	51 / 10.83%	471
Honey Dew Donuts	48 / 10.19%	91 / 19.32%	192 / 40.76%	73 / 15.50%	67 / 14.23%	471
Starbucks	115 / 24.42%	95 / 20.17%	155 / 32.91%	53 / 11.25%	53 / 11.25%	471
Chili's Grille & Bar	80 / 16.99%	124 / 26.33%	184 / 39.07%	39 / 8.28%	44 / 9.34%	471
Chipotle Mexican Grille	125 / 26.54%	126 / 26.75%	154 / 32.70%	24 / 5.10%	42 / 8.92%	471
TGI Fridays	89 / 18.90%	120 / 25.48%	188 / 39.92%	35 / 7.43%	39 / 8.28%	471
Friendly's	104 / 22.08%	128 / 27.18%	168 / 35.67%	39 / 8.28%	32 / 6.79%	471
Panera Bread	160 / 33.97%	152 / 32.27%	113 / 23.99%	24 / 5.10%	22 / 4.67%	471
Qdoba Mexican Grille	56 / 11.89%	98 / 20.81%	213 / 45.22%	49 / 10.40%	55 / 11.68%	471
Chic-fil-A	79 / 16.77%	85 / 18.05%	152 / 32.27%	56 / 11.89%	99 / 21.02%	471
McDonald's	38 / 8.07%	60 / 12.74%	159 / 33.76%	90 / 19.11%	124 / 26.33%	471
Pizza Hut	41 / 8.70%	74 / 15.71%	180 / 38.22%	82 / 17.41%	94 / 19.96%	471
KFC	66 / 14.01%	81 / 17.20%	160 / 33.97%	73 / 15.50%	91 / 19.32%	471
Taco Bell	49 / 10.40%	76 / 16.14%	171 / 36.31%	77 / 16.35%	98 / 20.81%	471
Subway	73 / 15.50%	120 / 25.48%	163 / 34.61%	57 / 12.10%	58 / 12.31%	471
Wendy's	70 / 14.86%	120 / 25.48%	150 / 31.85%	53 / 11.25%	78 / 16.56%	471
Full Service Bank/Credit Union	96 / 20.38%	121 / 25.69%	176 / 37.37%	35 / 7.43%	43 / 9.13%	471