

Wilbraham Business Survey

Alphabetized Survey Responses by Question

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1.How can Wilbraham help to grow your business
Add business listings to the town website with good optimization
Allow better signage
Allow signs on the side of the road
Allowing more signage(temporary)outside and antiques or other things to attract customers
Be less restrictive about size of commercial signs
Business Resource Center
Change some zoning to allow more affordable housing
Clean-up run down buildings on Boston Road
Continue to Develop Boston Road
Develop resources for residents and non-residents to find businesses faster and easier
Directories, broaden permit opportunities (more services available on each permit so we don't need so many)
Ease up on the enforcements of signs, restrictions by selectman on food versus liquor sales ratio for restaurants
Help develop Riverfront/River road by Chicopee River, Accross from Ludlow Mills
Help us spread the word about our services
If we are not on the main road, temporary signs during critical times for advertising. Highlight business somehow. We should check the guidelines for marketing. We need all the help we can get. Help the greater good of the community also helping offer what Wilbraham residents and the business community needs. Thank You for your support. Joe.
Improve PVTA services
Improve traffic flow on Boston Road from Main Street to BigY/Home Depot
Improve traffic flow on Boston Road, Review sign laws
Make it easier to have a sign to let people know your ever here
Marketing, we have terrible signage. Direct people through the internet, printed directory, referral center,controlled growth (concerned about an expansion of Wilbraham Gardens into skilled nursing/rehab arena),employment help filling positions to ensure quality and minimize overtime expenses
More advertising opportunities in the local paper
More local activities such as events and festivals
More signage
More town water,sewer,natural gas
Most importantly we need public transportation so that people without cars can work here. Filling vacant positions is so hard we have chronic overtime expenses (Wingate)
My only problem with town policy is that there is no option of putting a sign by the road. I think by paying a permit fee and getting signs approved this wouldn't take away from the towns landscape. Customers would be more likely to spend money in Wilbraham. Businesses in Springfield all advertise their specials/deals by the road so clients are more likely to shop at those businesses
No answer
Not sure more businesses would help,(medium size)
Offer more to residents, businesses in term of 1 stop shopping and entertainment
Push mixed use development along Boston Road, more dense new developments with more open space (i.e. smaller lots for single family homes with less of a large parcel being developed)

1. How can Wilbraham help to grow your business

Put more retail in town to drive more business

Relax sign laws especially for businesses that are not visible from the street

Rezoning

Stop future growth of any other skilled nursing facilities

There needs to be more quality retail in town

I own development planner to create plans to comprehensively use the undeveloped areas - particularly Boston Road

We are a general construction company who does work exclusively with the federal gov't

2.Complementary Businesses Desired
A town van that could engage residents of Wingate at Wilbraham in community activities. Our residents are also Wilbraham residents.
Advertising,marketing
Amusements,family oriented programs or businesses
Any
Children & family counseling programs
Drive through, Big Box, Grocery
Energy Sources
Enhance manufacturing options
Gathering places
High tech - light manufacturing
Home furnishings
Intensive,comprehensive services for elders to return home after rehabilitation without needing to return to the hospital
Larger employers with employess that need housing
Legal, medical, banking, manufacturing
Low priced restaurants
Mid size hotels, marketplaces
No answer
No answer
No answer
No answer
None
None at this point
Professional Services are more likely to thrive,retail has to compete with the mall

2.Complementary Businesses Desired

Small Businesses and Non-profits

Small businesses, boutiques, sidewalk cafes, restaurants, pedestrian friendly, park and walk, access to businesses

Social businesses, night life

Trader Joe's

Trader Joe's

We are a financial planning firm so any upscale retail would be beneficial

Whole Foods Market

Wilbraham needs a hub. A place where people can efficiently and pleasantly enjoy shopping, dining and recreation. Affordable housing nearby, good sidewalks, and attractive landscaping would increase the appeal.

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3. Scale of 1-10 How easy doing business in Wilbraham (most respondents used 1=difficult...10=easy)	
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	10
10 very easy	
10 we don't interact with a lot of Wilbraham businesses since we are a construction company	

3. Scale of 1-10 How easy doing business in Wilbraham (most respondents used 1=difficult...10=easy)

3-5 very hard people from Wilbraham don't do much business here. They come from Longmeadow, Palmer, Monson, Ware

7, some challenges to get to main arteries - Mass Pike & Route 91

8 Signage laws are confusing and don't seem to be applied evenly

8-difficult

No answer

No answer

Very comfortable, great support 9

We have had no problems

Wilbraham is fairly easy for my business, reception in front of certain boards could be less confrontational

4. Business Incentives that attracted/keep your business in Wilbraham
Affordable lease on Boston Road
Birth, start-up 52 years ago
Business started 21 years ago do to no other skilled nursing facilities being in town at that time
Clean, healthy, family oriented
Commercial and residential taxes on equal rate
Demographics of Wilbraham, good customer base
Expense of moving
Favorable tax rates
Friendly atmosphere, easy accessibility to MassPike and Interstate 91
Growing Community
I am a resident and have a home based business
I do not own a business in Wilbraham
I live here
I live here
Land/space, the right clientel
Local Identity
Location
Location - centrally located and surrounded by other small businesses
Low rent
Low/stable tax policies
More local businesses, small businesses
My clients come from all the surrounding communities. Boston Road traffic is getting more congested, but it's still easier than going to downtown springfield.
My rent is very affordable. We enjoy being part of a small community
N/A
No answer
No answer
No answer
None

4. Business Incentives that attracted/keep your business in Wilbraham

None

None

None

Residences and schools making living here comfortable

The commercial prop. rate is one

The people in Wilbraham

This old building, old time charm

Wingate at Wilbraham has been here 25 years and should be here many years to come provided the cost of doing business does not change significantly and the reimbursements are not out too much as part of health care reform.

Wingate at Wilbraham is 25 years old. We are meeting our financial goals and enjoy the safe, stable Wilbraham setting

5. Does Wilbraham Have Enough Business Diversity to keep residents in town
It's good
Mostly yes
No
No - we need shopping in Wilbraham I think people who live here would love to support local businesses
No answer
No answer
No, but not interested in having a "Holyoke Mall complex" in town
No, not enough to draw to satisfy all age groups and businesses
No. Diversity, affordability and access are required to make Wilbraham a shopping destination
Not much youth oriented clothing/shopping

5. Does Wilbraham Have Enough Business Diversity to keep residents in town

Probably not - because of people's desires for low prices- but there is already diversity of businesses here with quality businesses

We need more lunch places

Wonderful array but can use more retail

Yes

Yes

Yes

Yes

Yes

Yes I do. I do feel as though we could all benefit from the community shopping in town

Yes, but more people need to be aware of the services offered in town

Yes, in a boutique, specialty shop way. There is no big box all purpose store, nor does there need to be (Walmart, Kmart, Target, etc.)

Yes, we have the mall, nearby restaurants, and professional offices. People will still travel to other malls or other towns for dining because they want variety.

6. What business should be brought in to broaden shopping appeal
A village commons type shopping center
Advertising opportunities
Big Box Store
Clothing boutiques for men, women, children, household goods, decorating, furnishings, garden center - small not Home Depot
Clothing stores - Panera Bread, more things for kids to do year round
Coffee shop/deli - Starbucks, Panera, Target - people shop in East Longmeadow and Enfield and eat, they may do more errands in those towns instead of Wilbraham because they are already there
Department Stores
Events and Festivals
Greater access to public transportation
Keep it Local Advertising; Bumper Stickers
Larger Dept. Stores
Less zoning difficulty
Marketing and Business support services
Marketplaces, theme parks, community-business and residents interacting
More residents/customers
More variety of retail
No answer
No answer
No answer
No answer
Open house events, discounts offered to people who live in town
Panera bread and Starbucks
Panera bread or bakery

6. What business should be brought in to broaden shopping appeal
Panera bread, bakeries, diverse restaurants
Pier one, Home Goods, Bed Bath, Xmas Tree shop, Barnes and Noble
Specialty shops along Main Street, Small retail within Housing along Boston Road
Target, Trader Joes, and Starbucks
Unique retail, do not repeat mall offerings
Whole Foods, Trader Joes