

DOWNTOWN ANDOVER RETAIL SURVEY

JANUARY, 2018



RKG

Business Name _____

Business Address _____

Business Type / Description _____

Years operating at current location _____

Rent Own

If renter, monthly rent _____

Estimated % draw of customers

Andover residents _____ %

Neighboring community residents _____ %

Regional (drive in) residents _____ %

Other visitors _____ %

Target customer demographic (if any)

ie. Millennials, retirees, etc.

Number of current employees

Full-time _____

Part-time _____

In the past 3 years business has...

Improved

Worsened

Stayed the same

Only just opened

Other

Which of the following might improve business at the current location? (check all that apply)

Complementary stores/restaurants
such as: _____

Additional parking options

Improved streetscape/pedestrian amenities

More residents/employees within walking distance

Stronger marketing of Downtown Andover as a whole

Other

A mixed-use project has been proposed for Dascomb Road near I-93. How might the following potential components impact your downtown business, if at all?

20,000 square feet of restaurant space
(approximately 6 businesses, at range of price points)

50,000 square feet of retail
(no single store larger than 25,000 square feet)

35,000 square foot grocery

250+ housing units, age-restricted (55 and older)

Additional notes