North Nursery Corridor Business Survey Results

October 25, 2023
1. My business is conveniently located near my customer base. My customers do not have to travel far to reach me.
2. Please indicate whether you think there is too little, just enough, or too much of the following as it relates to customer access and your business’s success:

- Access to public transportation/Acceso al transporte público:
  - Too Little: 10%
  - Just Enough: 60%
  - Too Much: 40%
  - Unknown/Unsure: 10%

- Customer and employee parking:
  - Too Little: 5%
  - Just Enough: 65%
  - Too Much: 25%
  - Unknown/Unsure: 5%

- Traffic surrounding your business:
  - Too Little: 20%
  - Just Enough: 80%
  - Too Much: 0%
  - Unknown/Unsure: 0%

- Handicap parking & ADA accessible sidewalks/ramps surrounding your site:
  - Too Little: 7%
  - Just Enough: 83%
  - Too Much: 0%
  - Unknown/Unsure: 10%

- Amenities nearby that help attract customers:
  - Too Little: 15%
  - Just Enough: 60%
  - Too Much: 25%
  - Unknown/Unsure: 0%
3. How many full-time and part-time employees does your company have total?
4. More than 50% of my employees:

- Live in the immediate neighborhood: 50%
- Live in another Irving neighborhood: 17%
- Live outside of Irving: 21%
- Unknown/Unsure: 12%
5. More than 50% of my employees work:

- Full time (30+ hours per week): 77%
- Part time (1 to 29 hours per week): 23%
6. More than 50% of my employees work:

- On-Site: 91%
- Remote: 0%
- Hybrid (partially on-site and partially remote): 9%
7. If you have difficulty attracting and retaining qualified employees, what factors do you think are contributing? Please select all that apply.
8: Please provide any additional comments you'd like to share about access to customers and employees in the Nursery Corridor neighborhood and how it affects the success of your business.

• -Tren se queda estacionado mucho tiempo (The train stays parked for a long time)

-Remodelacion Avenidas demasiado tardadas (It’s taken too long to repair the streets)
9. Neighboring properties have a well-maintained landscape and a good physical appearance overall.
10. Please indicate whether the following statements are not an issue, a minor issue, or a major issue that is currently negatively impacting the success of your business:
11. Please indicate whether you think there is too little, just enough, or too much of the following as it relates to your business’s success:

- Code enforcement presence:
  - Maintenance and enhancements to the outside of neighboring businesses:

12. Please provide any additional comments you'd like to share about the appearance of the Nursery Corridor neighborhood and how it affects the success of your business.

• Mantenimiento calles (Maintain the Streets)
13. Please indicate whether the following statements are not an issue, a minor issue, or a major issue that is currently negatively impacting the success of your business:

- Speeding cars, vehicle noise, or other traffic disturbances nearby:
  - Not an issue impacting the success of our business: 90%
  - A minor issue that is impacting the success of our business: 10%
  - A major issue that is impacting the success of our business: 0%
  - Unknown/Unsure: 0%

- Lack of security or feelings of safety; Crime concerns:
  - Not an issue impacting the success of our business: 0%
  - A minor issue that is impacting the success of our business: 0%
  - A major issue that is impacting the success of our business: 90%
  - Unknown/Unsure: 10%
14. Please indicate whether you think there is too little, just enough, or too much of the following as it relates to your business’s success:

- Lighting around business and parking lot:
- Security Cameras around business and parking lot:
- Police presence:
Let us know any additional comments you’d like to share about the safety and security of the Nursery Corridor neighborhood and how it affects the success of your business.

- No hemos tenido ningún problema con LA Seguridad; Si hay vigilancia suficiente (No problems with security, the area is safe).
16. Thinking toward the future, which statement best describes your perception of this neighborhood in relation to the success of your business?

- This neighborhood’s structures look nice and durable. They don’t need repair or reinvestment. It’s a good place to do business. (33%)
- Some structures need repair/reinvestment or need to be replaced. It’s an okay place to do business, but it needs work. (5%)
- This neighborhood has seen better days. Many structures need repair or should be completely replaced. (5%)
- This neighborhood has great potential, but large areas should be redeveloped into new housing or commercial uses. (9%)
- This neighborhood is a lost cause for my business. My original vision for this neighborhood was more positive than it is now. (10%)
- Prefer Not to Answer: (5%)

Pie chart showing the distribution of responses.
17. Which category best describes the primary economic sector of your business?
18. What is your approximate annual gross revenue?

- Under $100,000: 27%
- $100,001 - $499,999:
- $500,000 - $999,999:
- $1,000,000 - $1,999,999:
- $2,000,000 - $4,999,999:
- $5,000,000+:
- Prefer Not to Answer: 5%
19. How long has your business been operating at this location?
20. Do you rent or own the building that your business operates out of?
21. Does your business fall under any special consideration categories? Please answer based on ownership regardless of whether your firm has been officially certified or designated by a local, state, or federal agency. Check all that apply.

- Minority-owned: 32%
- Woman-owned: 27%
- Veteran-owned: 9%
- Not applicable: 4%
- Prefer not to answer: 5%
- Other (such as DBE, HUB, SBE, etc.), please specify: 23%
22. The City of Irving hosts a number of programs and/or entities that can assist business owners. Please select each of the following that you would like to learn more about:

- Certifications for my business such as minority-owned, woman-owned, veteran-owned, and others:
- How the Irving Hispanic Chamber of Commerce assists small businesses in Irving regardless of owner ethnicity:
- How the City of Irving Small Business Recovery and Resiliency Program may provide direct grant funding to my business:
- The City of Irving's Minority and Women-Owned Business Program and contracting opportunities:
23. Which of the following resources would your business benefit from? Please select all that apply.
24. Please provide any additional comments, concerns, and/or suggestions for improvement that you’d like to share with the City regarding your experience as a business owner in the Nursery Corridor neighborhood.

• No Comments
25. Would you like to receive further information from the City about the Nursery Corridor Neighborhood Planning Process? 

Ten provided contact information for further communication.