

**Heritage Shopping Center
Civic Association Survey**

We are in the midst of planning the revitalization of Heritage Shopping Center and would like to receive as much feedback from local customers as possible. If you'd like to give us your thoughts and ideas, please fill out the survey below and send it to:

Heritage Shopping Center
Attn: Mike Webb
7857 Heritage Drive, Ste 300
Annandale, VA 22003

Please rate (from 1 to 4) the type of retail businesses you would like to see at Heritage Shopping Center:

- 1 = Very Important Merchant
- 2 = Like to Have, but not Essential
- 3 = No Opinion
- 4 = Do Not Want

- | | |
|----------------------------|--|
| _____ Convenience Store | _____ Pet Supply Store |
| _____ Coffee Shop | _____ Photo Store |
| _____ Laundromat | _____ Dollar Store |
| _____ Computer Store | _____ Gift Store (e.g. Hallmark) |
| _____ Video Store | _____ Emergency Health Care Center |
| _____ Hair Salon | _____ Shipping Store (e.g. UPS or Mail Boxes, Etc...) |
| _____ Nail Salon | _____ Education/Tutoring Center |
| _____ Dry Cleaner | _____ Cell Phone Store |
| _____ Fast Food Restaurant | _____ Toy Store |
| _____ Restaurant | _____ Kids Activities Center (e.g. Karate, Ballet classes) |
| _____ Ice Cream Shop | _____ Gym |
| _____ Flower Shop | _____ Clothing Store |
| _____ Music Store | _____ Shoe Store |
| _____ Pet Store | |
| _____ Auto Service Station | |

Please list any other type of store you would like to have: _____

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2. Please list the top 3 **specific name-brand** retailers (e.g. Starbucks, McDonald's, etc...) you would like to see at Heritage Shopping Center:

- 1. _____
- 2. _____
- 3. _____

3. Given that we will have a full-service grocery store, how important is a convenience store (like 7-11) to you? (Rate 1 to 4; 1= Very Important; 4= Not Important)

4. What would you suggest to enhance the safety and security at the shopping center?

5. When Giant was open, how many times a week did you shop at Heritage Center?

4 or more 3 2 1 Hardly ever

6. As we plan for the renewal and revitalization of Heritage Center, list three things that you think we could do to enhance the value of the shopping center to you and the community.

- 1. _____
- 2. _____
- 3. _____

7. Please tell us about yourself or your family:

a. Single Married, no kids Young family Empty nester

b. How long have you lived in this county: _____ years

c. What do you value most about this community?

d. What is the biggest problem in the community?
