

Belmont Consumer Survey

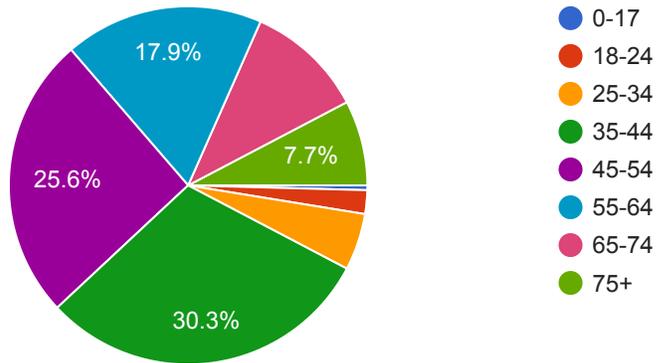
235 responses

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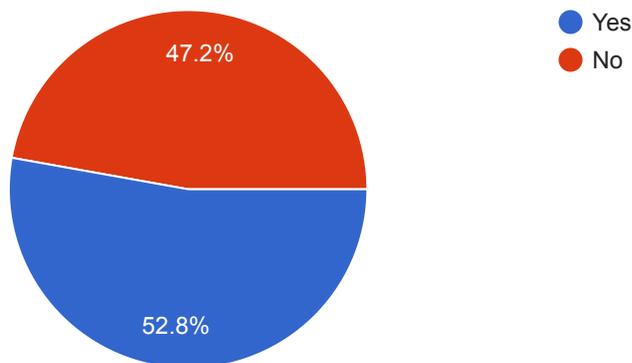
What is your age?

234 responses



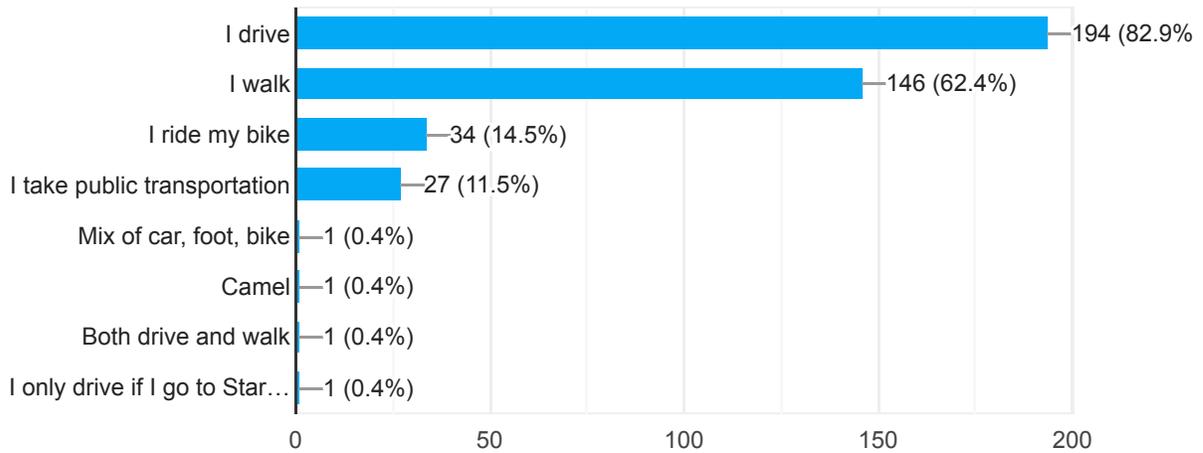
Are any members of your household under the age of 18?

231 responses



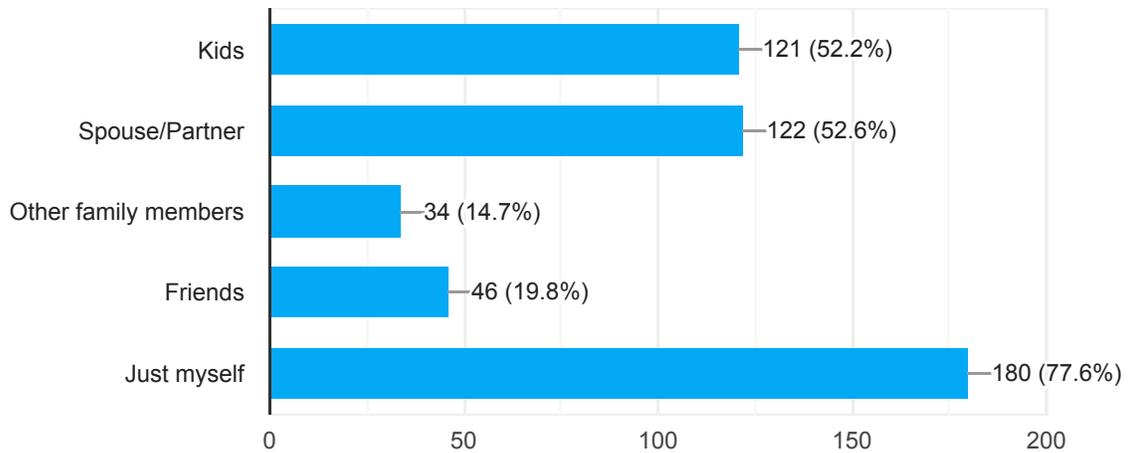
How you get to shopping areas on Trapelo Road (check all that apply):

234 responses



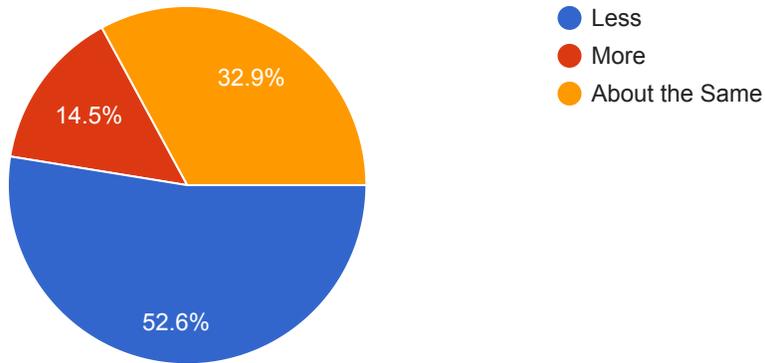
When you visit Trapelo Road businesses, who are you bringing? (check all that apply)

232 responses



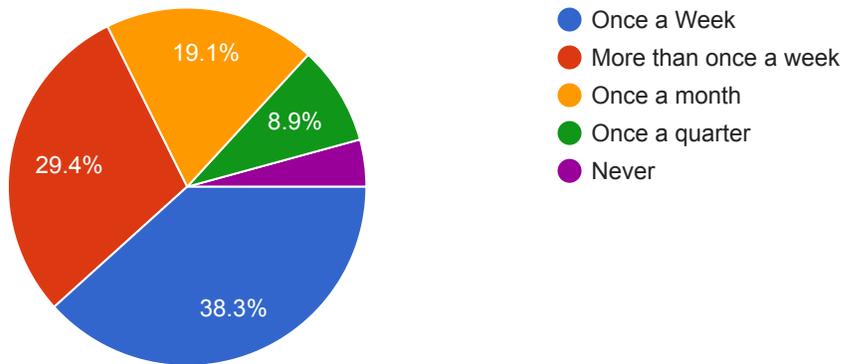
Since March of 2020, are you visiting these businesses less, more or about the same?

234 responses



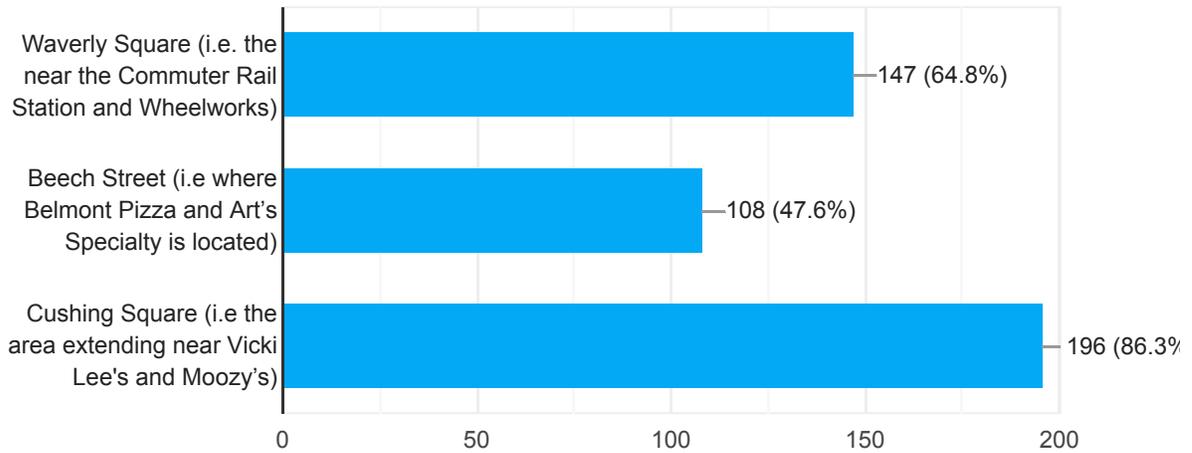
Since March of 2020, how often do you visit these areas to go shopping, eat, run errands or attend events:

235 responses



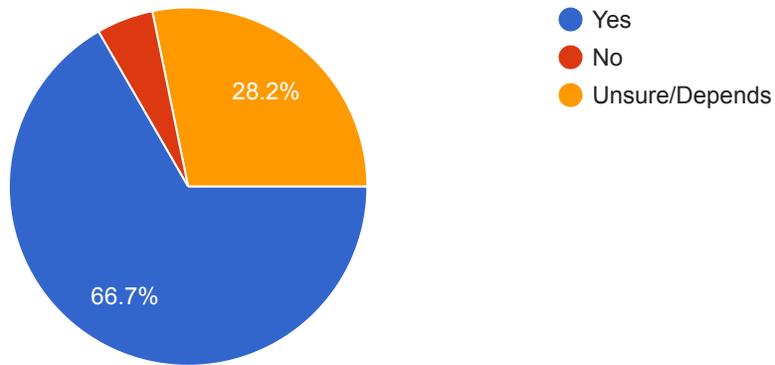
Prior to March of 2020 did you regularly shop/dine/run errands/attend events in the following areas along Trapelo Road (check all that apply):

227 responses



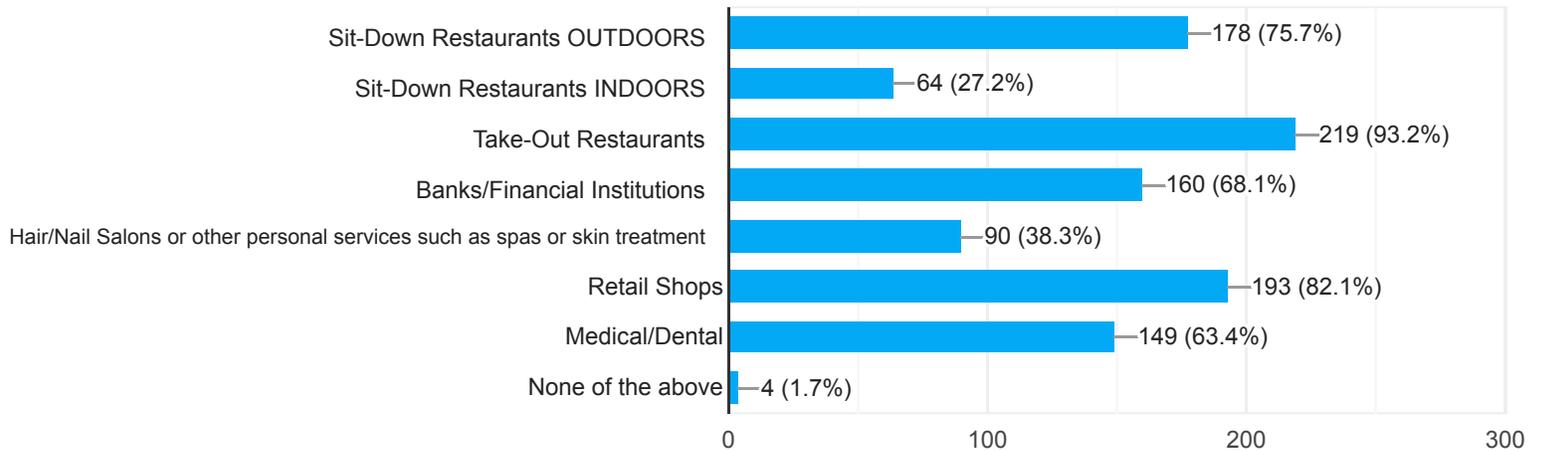
Do you feel comfortable visiting these businesses since March 2020?

234 responses



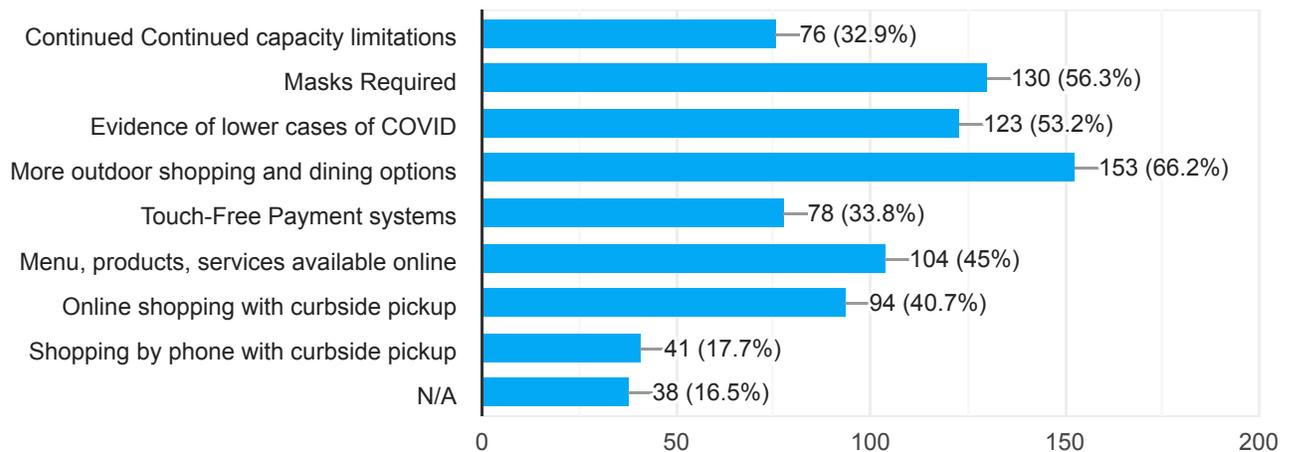
What types of businesses do you feel safe/comfortable visiting? (Check all that apply)

235 responses



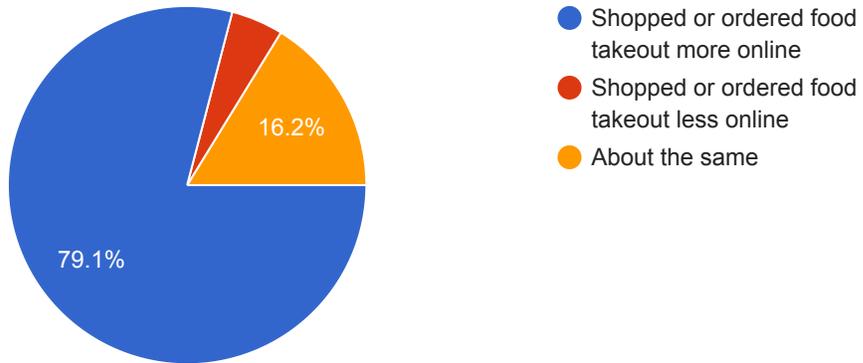
When it comes to business operations and the situation with the COVID-19 pandemic, please indicate what would make you more likely to shop at a local business? (Check all that apply)

231 responses



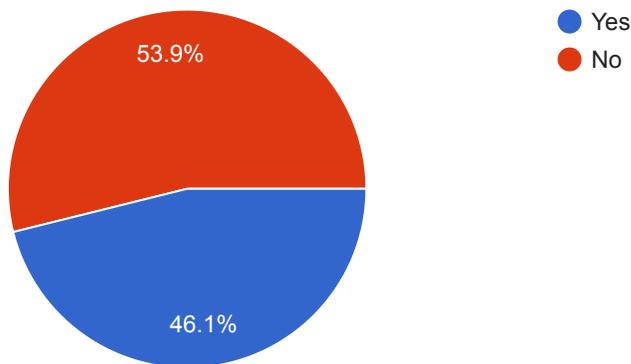
In general, since March of 2020 how have your online shopping or dining (including takeout & delivery) habits changed?

234 responses



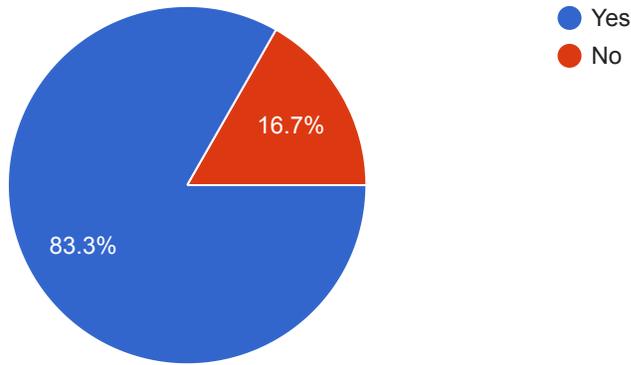
Since March of 2020 have you shopped online with businesses along Trapelo Road?

232 responses



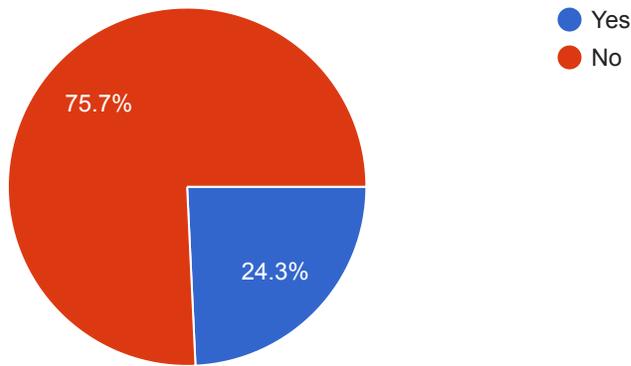
Since March of 2020 have you ordered delivery/takeout from Restaurants along Trapelo Road?

233 responses



Since March of 2020 have you ordered delivery/curbside pickup from Retail Businesses along Trapelo Road?

235 responses

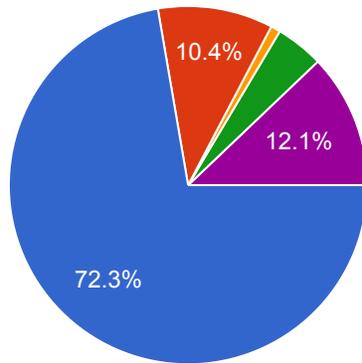


WAVERLY SQ QUESTIONS



What best describes your shopping habits in Waverly Square PRIOR to March 2020 (pre-COVID)?

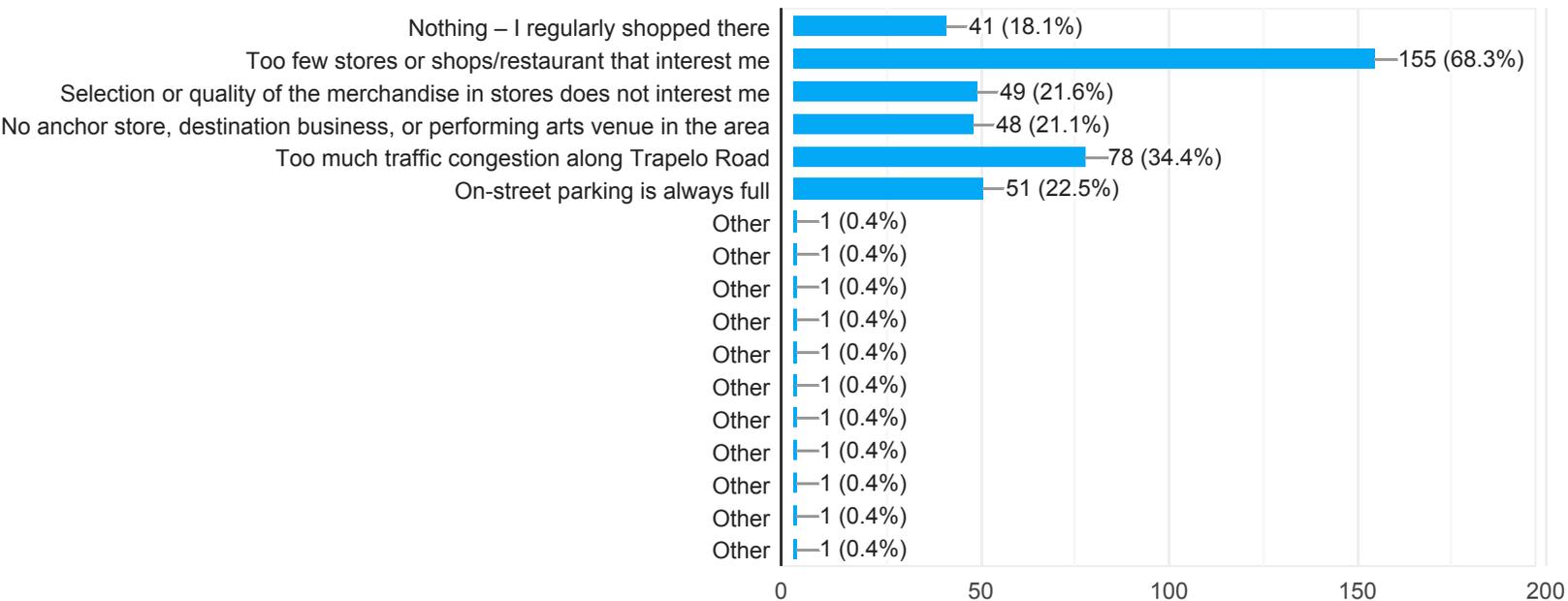
231 responses



- I will visit one business for a specific reason and then leave
- I will visit multiple businesses for a few reasons and then leave
- I like to take time to stroll and window shop, visiting multiple businesses
- I may visit a business on my way to or from commuting or running other errands
- I don't shop there

Prior to March of 2020 (pre-COVID), what prevented you from regularly shopping/dining/running in the Waverly Square area?(check all that apply)

227 responses

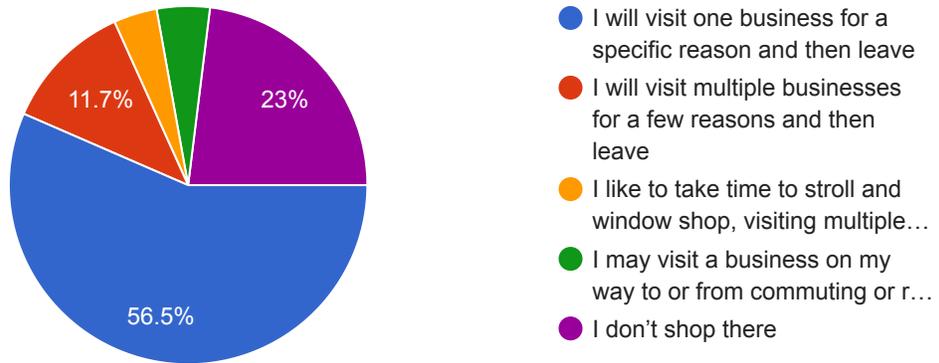


BEECH STREET AREA QUESTIONS



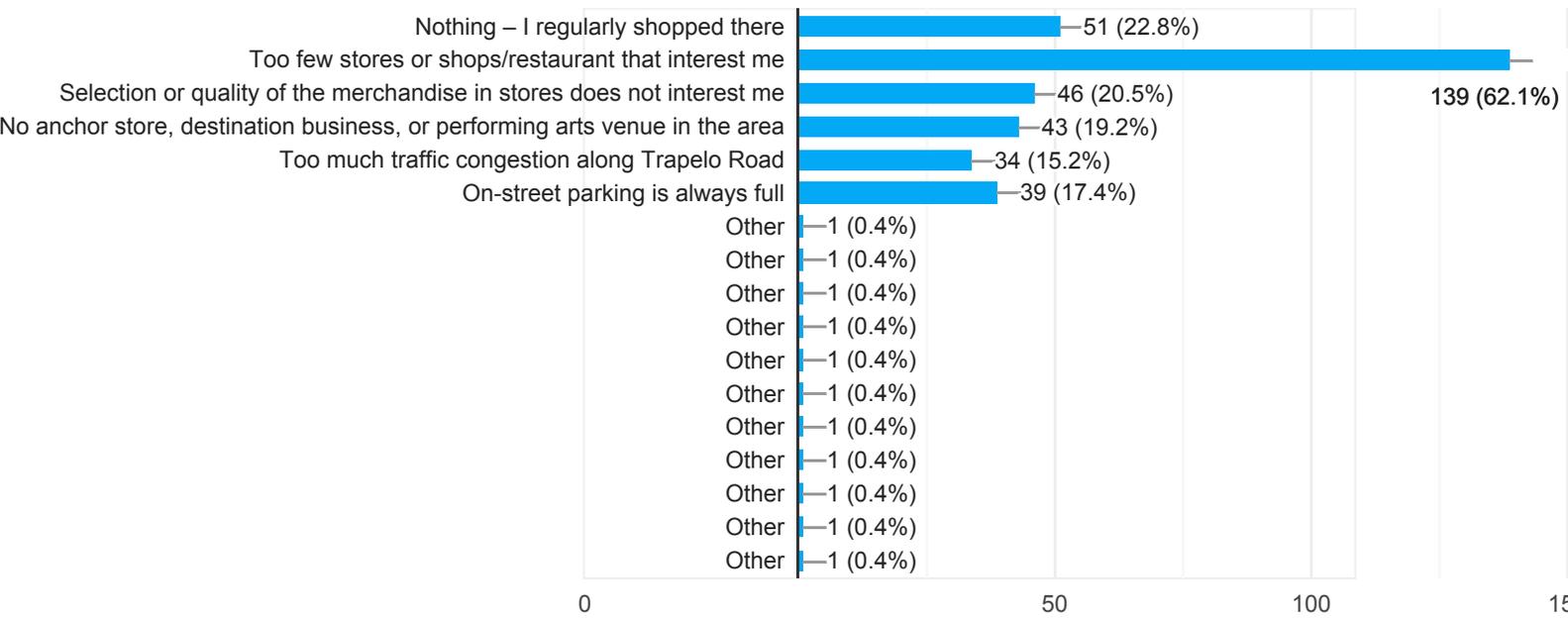
What best describes your shopping habits in the Beech Street area PRIOR to March 2020 (pre-COVID)?

230 responses



Prior to March of 2020 (pre-COVID), what prevented you from regularly shopping/dining/running in the Beech Street area?(check all that apply)

224 responses

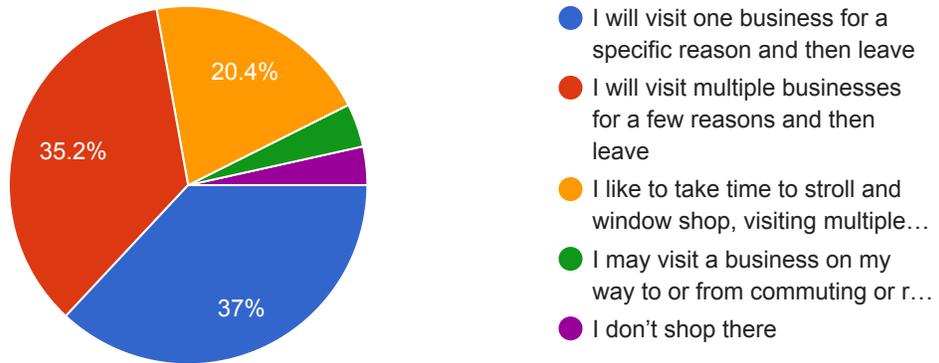


CUSHING SQUARE AREA QUESTIONS



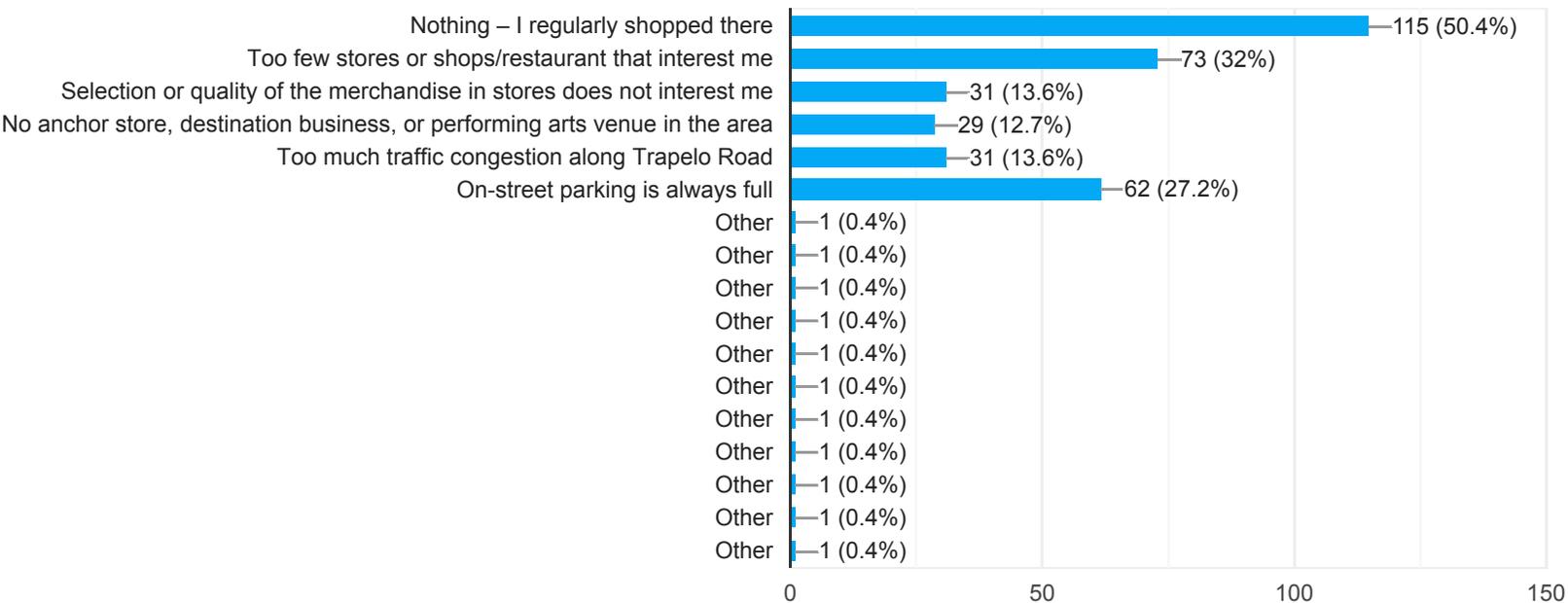
What best describes your shopping habits in the Cushing Square area PRIOR to March 2020 (pre-COVID)?

230 responses



Prior to March of 2020 (pre-COVID), what prevented you from regularly shopping/dining/running in the Cushing Square area?(check all that apply)

228 responses



Appendix

What influences your decision to shop online or in-person along Trapelo Road vs a big-box retailer or online retailer like amazon.

Clothes stores are overpriced. Would a Paper Store in Belmont More restaurants to choose from.

Whether I am shopping for a commodity item (Amazon) or for fun (in-person). I tend to patronize cafes and restaurants more than clothing/retail in general.

Wanting to support local businesses

Convenience of shopping app, habit

I can find what I want online faster

Depends on what they carry

Convenience

Amazon takes 5 minutes, it's quicker for me to walk to cushing square than to try and park but my schedule doesn't allow for an extra hour to pick up a birthday gift or some screws to fix a drawer. I was really hoping that the new starbucks complex would have underground public parking :(

Predictable store hours — too many shops close early for people fully employed to get there before closing

They're a corporation that benefit Jeff Bezos.

Cost, availability of products

Convenience

Availability of products needed

Big-box and online have a larger selection. I prefer smaller shops when getting a special item.

Ease of online shopping which allows me to see what items are available.

Local stores support the community

Lack of products and selection along respell

Knowing what is available at stores.

Availabilty of item

Convenient

I prefer to shop local

convenience/parking

Availability of things I need

Easier, no parking issues

Want to support local stores

convenience of location

Convenience

Like to shop local when possible—often limited by selection or hours
supporting local businesses

Support small businesses, a more personable shopping experience, unique items

Quick and easy

I don't like to shop on Amazon, but if I can't find it at a local store than I will use Amazon. Bigger variety of retail will allow this to happen

I want to support local businesses whenever possible.

Ease of getting a variety of different things at the same time while not having to take the kids to a bunch off different places.

If I know I can find what I'm looking for at a local shop I will shop there in person. If I am unsure I will sometimes call to find out, otherwise I will order online.

Price and a timing of need

Supporting local owners

perishable items (food, drink), desire to support local if they actually have what I need.

Finding different things you dont see on line

Prefer to support local when possible.

Availability of products

Risk - not leaving my house is appealing.

Supporting local businesses - Amazon doesn't need my dollars

If the stores along Trapelo have what I need, that's usually where I go. If I need something and can't get out or it is late at night, I order online.

I would rather shop local and support local businesses

Traffic, congestion, noise, rude drivers, danger to being pedestrian and/or driver. Very aggravating area to walk or drive around. Most people just cut through as fast as they can.

Traffic rules are not enforced. Lot of car horns and flipped fingers every day. Cushing had a lot of potential that has been squandered in the last decade with very poor visioning and design.

Development being stuck in a court battle is another big issue hurting the area. Cars there should be limited. Belmont voluminous car traffic doesn't contribute and bring more customers to our stores and restaurants. It is the opposite. Shopping in Belmont is very limited, and forces you to spend your money in neighboring towns, or online.

I want to support local businesses whenever I can.

Like to support local merchants, and can get same-day pick up

Availability of what I am looking for

prefer shopping locally if i can, i prefer handling what i am buying to make sure it is what i need

Product selection and efficiency

Prices, selection

"I want to keep local businesses in business

"

Amazon has different goods I need than Trapelo Rd stores

Variety of goods/services and prices, although I'm willing to pay a bit more to support local businesses

Convenience, if I need something right away

Price, selection,

supporting local businesses

Convenience

Convenience

Convenience of curbside pickup and delivery

Convenience, variety of needs, sizes available at all or in stock

Selection - convenience

I try to support local businesses. I no longer drive, so I depend on online shopping and delivery

Store hours and item selection

Guilt

I like to support local businesses!

It's hard for stores to stock as many items as you find online. Also, I'm closer to Belmont Center so when I want to walk or bike I go there.

If I know I can find the item on Trapelo Rd., I will get it there.

Parking

Not enough variety. We were hopeful for the spot that is now a gym.

Availability, how quickly i need the item

I go to shops on Trapelo for specific items

Haven't ever thought about it.

Depends. I (almost) always get books from Belmont Books. But I almost always get office supplies on-line. I always get medicines from Belmont Pharmacy. But I get clothes on-line (NO men's clothing stores in Belmont! One can only buy do many t-shirts from Champions)

<<frown>>

If there is a store that has what I am looking for

Selection options

want to support local business

Prefer to shop locally

Want to keep money local

I shop in-person if there are unique items I like.

The things I consider getting at Amazon are different than the things I consider getting at shops in this corridor. E.g., I wouldn't get a bike online, and I get my spirits at Spirited Gourmet, but other than these and a few other exceptions, there aren't a lot of internal debates.

I will only shop at a big-box retailer or online retailer if an item isn't available at a local shop.

Convenience

Availability and price

Convenience

Want to support local businesses

Knowledge that the store will have what I'm looking for

I am not interested in helping the big box retailers rule the world!!

I don't shop at trapelo road because often the smaller retailers often don't have the selection I'm looking for, are a mix of high end and chintzy, and often aren't open after 5-5:30pm. Other

than Vicki Lee's there's no sizeable sit down restaurant - would love to see more of a family joint option that's open for dinner. It's hard to walk to (e.g. Belmont street/common street walk lights are busted).

Most of what I buy online is not available on Trapelo Rd.

Support local shops

Always avoid big box

Time

Service, get it now

like the local shops

Availability; try to support local business as it fits with budget (Spirited Gourmet is not on Amazon! But it's convenient to get stuff at the grocery store); parking; shops and restaurants of interest.

The availability of what I am looking to buy.

I always prefer to buy locally but I don't always know where I can get a product at a local retail store.

ease and support of small, local business

Knowledge of what is available in stores along Trspelo Road and convenience.

Cost and availability

Choice of stores and traffic. The former Ben Franklin (5 & 10) aka Hollingworth's was a wonderful place to shop for anything. Children, sewing, hardware (limited), cards, candy, interesting holiday decorations, gifts, etc. Matt the owner struggled during the construction which stretched on for years and years. Businesses cannot survive with no parking etc. The traffic is another obstacle. Who would drive to Waverley after 4pm? The narrowing of Trapelo Road has been an obstacle.

Online for convenience, in person to support local store and get outside

Knowing I'm supporting local business, relatively competitive pricing

Selection and time

Convenience, variety of needs, sizes available at all or in stock

Selection and price

Convenience: parking, knowing that I'll find what I'm looking for

Items I can't find online or speciality items I want to buy in person

like to see the items before purchasing

Availability of goods I want. Any excuse not to use Amazon. But I really don't buy much and I am fairly price-sensitive.

I try to support local businesses as much as I can, but if they do not carry the items I need I am forced to rely on big-box retailers or Amazon.

I want to support my town

Like to support local businesses when possible

Convenience

Knowing the stores and what they sell

More options, more affordable

I want to try and support local stores

Selection

Apples and oranges. Things I buy at big box stores are things I wouldn't buy at a smaller shop.

Convenience, unfortunately.

If I know it's available, i will buy locally

What's being sold

Convenience

Closer to home

Convenience

Well...organizations have a WORKING website

If the merchandise is available

Variety of items available

i want to support our town and businesses here

Destination/ seeing people

preference for local business

Prefer to support local businesses when possible

Immediate need

Availability of goods

Selection.

Availability, fulfillment speed, price

I enjoy shopping locally when I can, for unique items and ordering food.

I detest Amazon

Amazon has more things for sale. Also, I often shop late at night when stores are closed.

Easier and cheaper

Retail shops

"Parking not easy in Belmont and those islands narrowing street are ridiculous

"

Shopping locally!

I like to keep local businesses open

More selection and cheaper

I almost never shop at big box stores - maybe 2 -3 times a year at Costco. I also try to avoid shopping with Amazon unless it's an item I can't find locally. If I do have to buy something on Amazon, I will tend to bundle other purchases with that item. I much prefer to shop at our local small businesses.

If there are stores with merchandise I need & normal prices, I would buy in the store rather than order on line

Specialty item

Convenience

Amazon quality sucks, and I don't like the hassle of having to return poor items. I think the biggest competition would be Target, since it is close by.

Verity, restaurants, interesting shops, coffee shops, music, bars, movie theater.

Price, selection, and convenience

Location within walking distance and price

Convenience, selection, guaranteed amazon will have my item

Availability/Selection

Verity, restaurants, interesting shops, coffee shops, music, bars, movie theater.

Needs to be close in price, friendly service,

Choice and variety

Access

Depends what I am shopping for.

If its something I want to try on, or touch. Could use a shoe store. Need a bucher/deli, Sit down Mexican restaurant. Sit down mediterranean restaurant. sit down burger restaurant. could use more doctors offices. pediatricians, dermatologists etc.

store hours, merchandise availability

Want to support local businesses

Convenience, selection, reliable stock of inventory, and price

like to support local restaurants

Mostly inventory and hours. I want to support small biz, but hours or lack of quality products are issues.

Selection

Availability/Selection

I would absolutely rather shop local, but COVID limited how/when I went out. Parking is generally a challenge, and I am also looking for more specialized items. I wish that the restaurants in the Waverley area were as unique as Cushing Square/the Center.

Wanting to support my neighbors

It depends on the item and how difficult delivery may be. For example, I shop at Zia's and wouldn't buy clothes via Amazon. I am ready to try Savinos outdoor dining. I use Shasleen where they are very careful. Also use Jayne's Flowers where they will continue to use masks. I include Magnolia Wine in the Trapelo Road corridor; it was there when nothing else was and have used them for years. I would not ever use the liquor stores at Shaws or Arts.

Breadth of selection, price, convenience

Availability of what I'm looking for

Shops along Trapelo are limited, high priced and generally don't sell what I need.

Easiness & quality of products

Want to support local but sometimes the cost differential is too much, or don't feel like they are taking enough Covid precautions

Convenience of getting everything I need at one place

Shops along Trapelo are limited, high priced and generally don't sell what I need.

I would like more varied dining options along trapelo road. I would also love a real neighborhood cafe that is not Starbucks or Dunkin Donuts. Or a main stream children's clothing shop.

Merchandise I am looking for. Too bad a cute retail store left Cushing Sq to move to Leonard Street. I used to shop there for myself and gifts.

Help my community

Need a gift immediately

Area needs a wider variety of Merchandise offered in stores

Help my community

Selection. Many stores on Trapelo just do not offer what I shop for. Many look run down and uninviting.

To support local business

Support local businesses

prices

Supporting local business invigorates our community.

Convenience

Price, selection, convenience

convenience, parking

to make Belmont thrive

I prefer supporting local, but they don't always have the things I need (so I go online or to big box)

Prices and selection

I limit Amazon shopping to very specific items not easily found locally and/or need quickly, e.g. tempered glass tea pitcher

Big box for specific items like electronics, hardware. Trapelo for coffee shop or specialties like Art's and Jaynes Flowers

Unique variety of items offered

I worry that if we all shop at Amazon all the time, Amazon will be the only choice we have.

Increased traffic congestion and lack of parking due to over-development of Cushing Square and the entire Trapelo Road corridor. We don't need more homes, we need more businesses to relieve the tax burden on residents.

easy to shop online.. more selections....price is discounted

I prefer to support local and smaller businesses.

only shop on Trapelo Rd. for a specific item

friendly personal service

Selection, store hours. In the winter, lack of clear sidewalks!!! Building next to Aram's where Essentials Salon used to be NEVER shoveled. Moving the bus stop away from the intersection at Cushing/Trapelo was a mistake - too much emphasis on car drivers and not the commuters

who take the bus and would be far more likely to pop in to make a purchase are now let off far from the storefronts.

Better and more personalized service. Contact with store owners. Ability to receive goods immediately.

Prefer to support local businesses; more personal service in local shops; don't like Amazon or big box stores.

When you can't find what you're looking for in one of these areas (Waverly Square, Beech Street, Cushing Square), please tell us where you do your shopping or dining (shopping center name including the location)?

Burlington
Belmont Center, online
Online, TJ Maxx, HomeGoods
Belmont center
Amazon

Amazon/Home Depot
Belmont Center, Porter Square. Harvard Square has same parking problems that I find in the trapelo area during commuter times but porter square is open later.
Arlington, Bel center, Cambridge
Harvard Sq
Belmont Center, Harvard Square, Mass Ave in Arlington
Belmont Center, Harvard Square

Arsenal Mall area or online
Burlington Mall

I used to get groceries at Shaws/Star Market. Over the years they started eliminating more and more of the items I want. Even though it is further to drive, I now shop at Market Basket.

Harvard square, arsenal, Belmont center, Burlington mall
Target Watertown
Watertown Arsenal Yards/Target. Chestnut Hill mall or the street

Porter Square Cambridge

Downtown Belmont, Burlington Wegmans, Arsenal Home Depot, Waltham Costco and Market Basket
Target - Watertown,
Obviously depends on what I am looking for. Usually will go big box or Amazon
Belmont Center, Watertown, Fresh Pond Shopping Center
Online
Watertown, Waltham, Newton
Belmont Center, Lexington
online

Trader Joe's needed there
Amazon, Harvard center, Boston back bay
Moody Street, Waltham
Watertown Target
Town Center, Waltham (Costco) or Online.
Watertown Mall and Arsenal Yards
Alewife Shopping Center
Amazon, Target
Amazon
Belmont center, hillside ace hardware, online
Home Depot and elsewhere

Target/Arsenal yard
Belmont Center, Somerville, Cambridge, Arlington. As a last resort, box stores and amazon.
Target, Amazon, Whole Foods
I spent most of my money between Arlington, Cambridge, Lexington, Watertown and Belmont.
Belmont residents have worked hard to prevent good shopping and amenities in our town.
One is often forced to travel elsewhere and thus contribute to traffic congestion and less money
for our own town.
Belmont Center, Watertown, Harvard Square, Central Square
Burlington mall or Arsenal/target mall
Fresh Pond Shopping Center
Market Basket in Burlington, BJ's in Waltham, Belmont center occasionally, Home Depot etc
Belmont center, Fresh Pond, Target/Arsenal
Amazon
Belmont center, out of town
Target - Watertown, Belmont Center, Wegmans - Burlington
Market Basket, Macy's, Amazon, Wayfair, Burlington Mall
Amazon or Fresh Pond
Belmont Center, Watertown, Cambridge
Belmont Center

Amazon

Belmont Center
Belmont center, Arsenal mall, dicks sporting goods online, Burlington mall area

Amazon, Instacart, Fiorellos, Shangri La (🙄)
Arsenal Mall area, Watertown, MA
Amazon, target in Watertown
Belmont Center, online, target
Target, Burlington Mall
Arsenal Target/HomeDepot area
Fresh pond

Harvard or Porter Square in Cambridge.

Target in watertown, Wegmans in newton, amazon

Fresh pond area. Watertown downtown. Arsenal yards. Downtown crossing.

Watertown Mall; Alewife Mall; Burlington Mall area

I don't. I go online. Or, since my primary consumer purchases are books, there are a variety of used book stores in Cambridge.

Belmont Center, Target, Amazon, specialty websites

Arsenal Mall area, Watertown

Belmont Center

Belmont Center, Cambridge (Porter Square; Harvard Square)

Harvard Sq, Watertown Arsenal

Cambridge

Hillside Garden

Belmont Center

Trader Joe's, target

Waltham

Fresh Pond (Trader Joe's etc.)

Burlington (market basket, Burton's), moody st in Waltham, Watertown square

I don't really think of Trapelo Rd as a shopping destination.

Amazon

Belmont center

Leonard street downtown

Ace hardware

BestBuy in Watertown, Barnes and Noble online

Belmont Center- if possible

Costco in Waltham, Target in Watertown, Tags in Cambridge

Belmont center, curbside pickup at large retailers (Target, Dick's), and then online if I can't find it in a store

Belmont Center

Watertown, Waltham, Amazon

In Watertown, Arlington, or online

Watertown Mall but Target does not have everything. It may be replaced as well. Arsenal Mall is not as good anymore as well.

Online, Burlington Mall, Harvard Square

Fresh Pond Mall,

Leonard street Belmont center

Belmont center, Arsenal mall, dicks sporting goods online, Burlington mall area

Online

Arsenal Yards, Target for shopping

Market Basket

Fresh Pond Shopping Center, especially, Petsmart, Whole Foods and Trader Joes. Sometimes the Waterown Malls. I would love a greengrocer in Cushing Square. There once was one, plud a small food market (Highland).

Stop & Shop (Watertown), Wegmans (Natick)

Other towns - Watertown, Waltham, Cambridge, Burlington

Amazon

Watertown arsenal, Belmont center, alewife

Target

Belmont center

Amazon

Harvard Square, Burlington Mall

Belmont Center

Fresh pond mall, Arsenal mall area

Groceries Fresh Pond, Restaraunts Cambridge/Boston

Burlington - everything is there

Market basket Burlington, Burlington mall

Online or Watertown mall

Watertown, cambridge

Cambridge, mass ave, concord center, online

Fresh pond, Cambridge

usually Target in Watertown, online, and restaurants in Watertown.

Belmont Center

Belmont Center, Watertown stores

Belmont Center

Amazon or big box retailer (Target, Best Buy, etc)

Burlington Mall and surrounding area

Natick Mall, Wrentham Outlets

Arlington, Burlington ,Cambridge waltham, Newton ,Boston New York

Target, Watertown MA, Home Depot, Watertown MA

Belmont Center

Great road shopping center Bedford ma

Home Goods, TJMax, Paper Store in Waltham

Belmont center

Waltham? Cambridge?

Aseby Sq, Arsenal, and Target mall

Belmont Center or Arsenal Mall

Cambridge or downtown Boston for dining, although we do patronize restaurants in Belmont Center.

Market Basket, Burlington Mall, Trader Joe's, Target,

Lexington

Belmont Town Center

Target in Watertown, dining in Cambridge (Freshpond or along Mass Ave) or Arlington, Go to Cambridge, Somerville, Boston.

Amazon, Target (Watertown), Ace hardware (Belmont)

Belmont center

Target, Watertown

Amazon or other big stores, Delivery from other towns

Go to Cambridge, Somerville, Boston.

Lexington Arlington Cambridge burlington

Target watertown

Watertown- Arsenal or downtown

arsenal mall

belmont center, cambridge

Belmont Center, Cambridge, online

Amazon or other towns (e.g., Burlington)

Arsenal mall

Arsenal in Watertown usually. Occasionally in Belmont center or Arlington centers.

Target

Amazon or other big stores, Delivery from other towns

Online

Belmont Center

My doctor is worried about grocery stores still. Have ordered my beef from River Rock Farm in Brimfield and Mills Coffee in Providence RI for years. I use Whole Foods delivery for other meat and veggies but will use Farmer Tim during the summer. It's Amazon or Staples for toilet paper and trash bags etc. I was a Fresh Pond market customer before they closed and I miss them; Formaggio Kitchen is not the same.

No one place

Amazon, Arsenal Yards, Target

Star market

Arlington and Cambridge

Target, porter square in Cambridge

Watertown Target, Watertown restaurants

Trader Joe's fresh pond, market basket Waltham, uncommon ground and town diner

Watertown

Arlington and Cambridge

Burlington mall, Belmont center

Lexington center, Burlington mall and Nordstrom's Rack

Waltham

Go to Davis square, harvard square or Watertown

Shop online Macy's or Amazon or Home Depot

Waltham

Belmont center and online

Most things

Belmont Center

Watertown

Harvard Square

Belmont Center

Arsenal yards, Burlington mall

Fresh Pond: WFM, TJ Maxx; Watertown: Target, Sister Thrift

Amazon

Trader Joe's (Fresh Pond), Target (Watertown), Costco (Waltham), Amazon (online)

Arsenal Yards, Fresh Pond

Inman Square, Harvard Square, Copley/Newbury Street area, Burlington Mall (MA)

Cambridge, harvard sq or copley area. Sometimes Burlington Mall

Concord Center. It is the best for stores, look, and during COVID, they had free parking and

Arsenal Mall/Yards

Mt. Auburn St., Watertown, Arlington Center, HSq Porter Sq Central Sq, Cambridge. Cambridge.

Burlington, Natick,

Coolidge Square in Watertown; Watertown Farmer's Market when in season; Trader Joe's,

online for some bulk staple food items

Shoppin in Watertown

Costco, Russo's, Stop + Shop

Davis Square, Porter Square

Various places.

Watertown Mall; Fresh Pond shopping centers

Fill in the blank: The thing I love most about the Trapelo Road corridor is _____

Local restaurants and cafes

Being accessible by walking

Cushing square area, very neighborhood feeling. Wide sidewalk, variety of shops.

the neighborly feel I get when walking around

The variety of small and locally owned businesses that really care about our community and the area. Belmont as a whole is such a supportive community that loves to do fun inclusive town wide events- events like these make the town special and are what people talk about with friends and family

Small mom and pop shops, one of a kind gems

It's width.

The potential! There is great potential in this area and I hope that the town spends some time on development and bringing in new and young businesses.

Very close to home

Arts Specialties. (Need more stores like that and LESS banks!

Vicki Lee's!

it's convenient location.

The variety of shops

It's close to my house

arts specialties and the bike store.

its possibility

how close it is to where I live

Starbucks

I live close by. Otherwise is uninspiring

nearby

Yet to be discovered

Spirited Gourmet/Starbucks/UPS/Vicky Lee's. Wish 5&10 was nicer, seems shabby now.

Cushing Square's potential for a great commercial center if The Bradford would have the lawsuit issue resolved and we would have some nice businesses go in there. The rumor that Legal Seafoods would go in that big space made us all very hopeful. It would bring a lot of

business in that area and I believe that the other small eateries would benefit from it too as they would offer a different experience. Also, better transportation would help - a Belmont Shuttle or something like that to connect all those commercial centers in-town would be a great added value and alleviate some of our traffic issues.

Nothing

how much traffic there is and how fast the vehicles are going.

The growing up retail shop in Cushing square.

How walkable everything is.

Proximity to my home

Variety of types of businesses and variety of levels of business

that there are some okay shops versus a vast suburban wasteland of banks, chain restaurants and crappy coffee chains,

The people in the neighborhood, and the people that work in the area, they're very nice

It is always left much to be desired

Moozy's down to Starbucks over to Bake Haus

There a lot of "this satisfies a need" shops, restaurants, and services in this stretch

It is walkable for the most part, I can take transit, and there are great cafes and shops.

That there are so many locally-owned businesses

It has good bones, and opportunity to grow. It is very nice to be able to walk or bike and finish

some errands without a lengthy trip in the car. Sadly it didn't reach its full potential yet, except as an excellent cut through route which is by intentional design. Waverley is especially scary

and dangerous to anyone not in the car. Very inhumane scale and design to walk around. I only

drive to Star market sporadically. It is impossible to visit any other business unless I park a car at

Star Market and leave it there. Accessibility to any other business is terrible by car or foot. Rush

hour before Covid-19 reached epic proportions. With big additional residential developments

slated for this part of town, it is unclear how will Waverley function at all?

its convenience to my home and my child's school.

Good restaurant choices and I like to support local businesses

variety of food choices

it's BELMONT!

The potential!

Walkable

the potential

local restaurants, and wine shops close to home

The transformation from what it used to be! A traffic congested, potholed wasteland.

Convenience

So many little surprises of stores. I wish it felt like a more dense corridor of retail.

Cushing Square

Variety

Shopping local if there is something I know I can get when I need it. The restaurants & spirited are easier to support on a whim.

Great local shops close to home.

Hometown pride

Convenience

Eating outside at Bakehaus or Moozy's.

it's easily walkable and right on public transit.

how close it is to our home and that my kids can walk it.

I live there!

Its proximity to my home.

That it is my neighborhood.

The specific LOCAL businesses. All That Matters. Thyagos. Belmont Pizza. Linda's Pizza.

Bakehaus Cafe. Aram's. Both wine stores (Art's; Spirited Gourmet). Vickie Lee's. Belmont

Pharmacy. Winters Hardware. Waverley Square has NONE of that. Nothing to go to Waverley

Square for (except Star Market which is a drive-in and leave place, and the Thai restaurant, which simply isn't good enuf to compete with Patou's and Shine).

Can't think of anything. In Belmont Center, I love the sense of community

Spirited Gourmet , 5 and 10 and surrounding Cushing square stores

The shops in Cushing Square

Nearby

Cushing Square

Cushing Square

Vast variety of shops and restaurants!

Art's Specialties!

Variety of stores

Its easy to walk to

convenience

The town feel

I like the area between Moozy's and Cushing Sq.

Moozy's

Star market

Near where I live so I can walk there

Savino's, Spirited Gourmet, and Vicki Lee's. Used to love Ben Franklin but ... sigh.

"Small independently owned shops in a walkable setting.

"

Close proximity to home
So close to home!
Spirited Gourmet
It is close to home

Convenience. Also I believe in supporting local businesses.
Cookies from Vicki Lee's
CVS for photo processing, Vicki Lee's for desserts, good condition of sidewalks

Shopping local if there is something I know I can get when I need it. The restaurants & spirited are easier to support on a whim.

it's my neighborhood. . . hope to see more businesses.
Growing Up Belmont. LOVE that store and the owner is so super nice.

The shops, the convenience,
The shuttered Studio Cinema. I hope it comes back.

What about the stores on Belmont st? Sopia's? Fiorellia? Linda's DONut? Aren't they in Belmont? Why wasn't this area included or do you not count these as part of Belmont?
Wheelworks

It's close to where I live.
Discovering little shops. I miss the Studio Cinema!

Variety
Convenience

I don't love it
Its potential. Cushing Square is a destination for me, the others not really, except for the Shaws at Waverly
Cushing Square
its geographically convenient

Pizza shops
Convenience

Neighborhood feel
Convenient location and nice people. I do wish we had more variety of restaurants here.

It's close to where I live, convenient

Family and small businesses. Would love to see a farm stand / store with fresh, local produce and veggies near Cushing.

Nothing

Cafe and pharmacy access

Some of the spots that have been there since I was a kid

Small shops with different merchandise. Cafes casual American food.

It's small town feel, close to home, walkable

Being able to walk to stores I want to go to.

still has a small town center feeling . enjoy the merchants and availability of many services and interesting businesses. traffic becoming very heavy at all times though

It's close by.

The road diet

Convenience to home

Vicki B's and PO and Starbucks

Walking.

location close to where I live

I don't like the corridor: awful traffic

Close by

Wheelworks?

The Bakehaus and Teddy's Kitchen

Proximity to my home

Studio Cinema :-)

Convenience

close by. not chain stores.

The redesigned of the corridor.

I live off of Beech St and Trapelo and like being able to walk to all of places and support Belmont businesses

The access to public transportation

The food

The redesigned of the corridor.

I only like Cushing Sq because better beautification.

Proximity to home

Scale and feel, easy access

It is near my house.

the neighborhood feel of Cushing square. Could you add second story office space to these existing buildings?

the few interesting shops and cafes. Arts Specialities, Jaynes flowers, Growing up, Bakhaus it is close to my home.

local restaurants, antique stores, hair salons, CVS

Lots of small businesses, but it's honestly not a great area for shopping - I want it to be!

Cushing Square

The food

my proximity, and anything related to items/activities for children.

It's beginning to come alive and be interesting. It begins with Magnolia Wine and goes down through Waverley Square.

It is very near my home in Watertown. I make the most use of restaurants (Mark and Toni's, Bakehaus...]

I can comfortably walk to it from my home.

New developments

that it reflects Belmont as a community. It's essential to the commercial vibrancy of the city.

Starbucks

Proximity

aesthetically pleasing but it's not practical. Between the parking lane and the (concrete island) corridors, emergency vehicles cannot fit. No where to pull over so they just drive on the other side of the road. Also when there is an emergency and they are pulled over on the side of the road, cars cannot pass and then traffic backs up a lot. This pertains to the Cushing square area. Living in Cushing Square makes it easy to walk to numerous local restaurants/businesses - can't beat the convenience (unless a small grocery store moves into the Bradford)

Good restaurants (but I wish there were more)

Starbucks

Linda's donuts

Convenience

Walk

Sweetheart Tea, Bakehaus, Starbucks

A wider variety of merchandise offered, more restaurants vs take out and beautification of most store fronts is a must. The area in general looks very rundown.

Walk

Quick ride

variety

Seeing people I know!

Proximity to my home

Some shops, such as Vicki Lee's and Tick Tock Chocolates have high quality offerings.

nothing much except it's convenient

it's close to home. And Art's!

How close it is to my home

It is becoming more vibrant with efforts such as this to update, enhance, diversify. New trees have been great!

Love the shops I like such as Arts and Jaynes, Haven for Hair, Chocolate shop. Love that the area has great potential for development and improvements. We NEED Indie shops. Would love fine bistro dining or small coffee shops. No more Dry Cleaners, Banks, Karate places!! Give us something we can build a community around. We want more from our neighborhood. Upgrade storefronts especially in Beech area. Looks shabby and dated. Great work on the trees a few years back. More flower pots and bike racks etc. Studio Cinema space needs to be revitalized. They missed the mark on that. I could go on. Thanks you for this survey!

Not much. It desperately needs improvement

Walking distance from my home

the 73 bus and the Commuter rail. Years ago I suggested a cross-town shuttle from Belmont Center to Cushing Sq. sustainably-powered by veg. oil or electricity. I'm suggesting it again.

Its local,

If feels very local and authentic- not big chains (except for CVS).

convenience of dentist, hair dresser, bank.

The variety of local businesses and personal relationships with the business owners.

It's conveniently close to my home with bus access.

the personalized service.

Variety & that it's a real neighborhood (& close to home)