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June 25, 2018

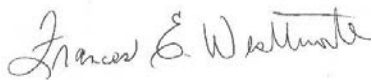
Dear Neighbor,

The Commons Development Committee is excited to share with residents the results of our survey and focus group. The Committee opted to conduct a survey and focus group for neighboring landowners to gather current, detailed information on what residents would like to see on the Town Commons. We deliberately did not consider cost or funding at this point. The goal was to learn what residents wanted, if anything.

The Committee felt it is important the community had the same data as the Committee. The Committee will use this data, and information about costs, to inform the development of a comprehensive plan. The plan is likely to be multi-stage with initial steps being less costly. The Committee will share the plan with the community for feedback prior to undertaking efforts to improve the Commons.

The Committee presented data in PowerPoint slides from a Town Hall Meeting on Monday, June 25, 2018. Additionally, the Committee developed a table that summarized the data by item. We attached the slides and table to this letter, posted on the Town website. The Committee invites comments from the public either at their meetings, through letters dropped off at (or sent to) the Committee care of the Town Hall, or through emails sent to commons@town.irvington.va.us or directly to me.

Sincerely,



Frances E. Westbrook
Town Council Member, Committee Chair
fwestbrook@town.irvington.va.us

Irvington Town Commons Questionnaire

Responses

- 228 total – including surveys that were submitted noting counted for two
 - o Electronic 46 of 228 or 20.18%
 - o Paper 182 of 228 or 79.82%

1. Do you

Response	N (count)	% of respondents
Any response	221	
Blank	7	
Live in Irvington seasonally (that is summer and/or holidays)	63	28.51%
Live in Irvington full-time	152	68.78%
Work but do not live in Irvington	6	2.71%

Commented [CDC1]: We received 46 responses through the web-based survey. This represents 20 percent of the total respondents (46/228).

Commented [CDC2]: We received responses from 221 people for this item. This will be the denominator for any calculations of percentages in this table.

Commented [CDC3]: Seven people who submitted surveys did not complete this item.

Commented [CDC4]: Sixty-three of the people who responded to the survey live in Irvington seasonally.

Commented [CDC5]: Nearly sixty-nine percent of respondents live in Irvington full-time.

2. How many years have you lived in Irvington (seasonally or full-time)?

Response	N (count)	% of respondents
Any response	220	
Blank	8	
Less than 5 years	31	14.09%
Between 5 and 10 years	39	17.73%
Between 10 and 15 years	51	23.18%
Over 15 years	99	45.00%

Commented [CDC6]: Thirty-one respondents have lived in Irvington less than five years.

Commented [CDC7]: Nearly eighteen percent of respondents have lived in Irvington between five and ten years.

3. How often are children in your Irvington household?

Response	N (count)	% of respondents
Any response	211	
Blank		
Less than 4 weeks a year (skip to Question 5)	159	75.36%
More than 4 weeks a year but not part-time	18	8.53%
Part-time (including all summer or shared custody)	21	9.95%
Full-time	13	6.16%

Commented [CDC8]: Approximately seventy-five percent of respondents have children in their household less than 4 weeks a year.

4. Thinking about the children who are often in your Irvington household, are they mostly

Response	N (count)	% of respondents
Any response	87	
Blank	141	
Not yet attending elementary school (that is preschool or younger)	12	13.79%
Attending elementary school (that is K – 5)	23	26.44%
Attending middle school (that is 6 – 8)	9	10.34%
Attending high school (that is 9 – 12)	7	8.05%
Older than high school aged	36	41.38%

Commented [CDC9]: NOTE: 52 people indicated they had children at least four weeks a year. Some people completing the paper version did not skip this question, which is why the response number is higher than the number who indicated they had children more than four weeks a year.

Commented [CDC10]: Approximately forty-one percent of respondents who indicated they had children in their Irvington household had children who are older than high-school aged.

Irvington Town Commons Questionnaire

5. Have you or members of your household visited the Irvington Commons during the past year?

Response	N (count)	% of respondents
Any response	225	
Blank	3	
Yes	203	90.22%
No	22	

Commented [CDC11]: Three people who submitted surveys did not complete this question.

Commented [CDC12]: Ninety percent of people completing this survey indicated they, or members of their household, had visited the Irvington Town Commons during the past year.

6. Check all the reasons below that you or members of your household visited the Irvington Commons

Response	Responded Yes	
	N (count)	% of respondents
Any response	225	
Blank	3	
Enjoying the garden/landscape	60	26.67%
Exercise (tennis courts, sports on the commons, walking)	82	36.44%
Museum event including crab festival	105	46.67%
Playground	58	25.78%
Special event including July 4th parade, dog show, car show	172	76.44%
Use of the picnic tables	25	11.11%
Village Improvement Association (VIA) event (farmers' market, July 4th concert, etc.)	177	78.67%
Walking the dog	61	27.11%

Commented [CDC13]: Sixty respondents to this survey indicated they visited the Irvington Town Commons to enjoy the garden or landscape.

This represents nearly twenty-seven percent of the people who selected at least one reason they, or a member of their household, had visited the Irvington Town Commons.

Commented [CDC14]: Nearly seventy-nine percent of people who selected at least one reason they, or a member of their household, had visited the Irvington Town Commons, had done so for a VIA event.

7. Please use the space below to either explain why you and your household do not visit the Irvington Commons or identify how you have used the Irvington Commons.

[Summary not presented here. Please slides for themes identified from survey responses and the in-person meeting with neighboring landowners.]

Irvington Town Commons Questionnaire

8. Please circle yes or no for each of the 29 types of facilities in the table. Rank your top 5 from 1 to 5 with 1 indicating the most needed facility.

Type of Facility	Would like to see on the Commons		Ranked	
	N (count)	%	N (count)	% in Top 5
Baseball and softball fields	23	10.09%	22	27.27%
Bell tower - McGinnis property bell gifted to town	78	34.21%	48	54.17%
Bocce ball court	37	16.23%	25	28.00%
Community center	40	17.54%	34	52.94%
Electric car/golf cart charging facilities	30	13.16%	25	37.50%
Exercise trail	89	39.04%	53	64.15%
Farmers' market facility	133	58.33%	106	87.74%
Football/lacrosse fields	8	3.51%	21	19.05%
Gardens	111	48.68%	64	70.31%
Horseshoe court	45	19.74%	34	35.29%
Lighting	72	31.58%	46	56.52%
Off-leash dog parks	39	17.11%	34	52.94%
Outdoor amphitheater/theater	73	32.02%	61	62.30%
Outdoor basketball courts	27	11.84%	27	33.33%
Outdoor tennis courts	88	38.60%	54	57.41%
Parking	50	21.93%	40	55.00%
Permanent bathrooms	80	35.09%	70	74.29%
Picnic areas with grill area	77	33.77%	46	71.74%
Playground equipment and play areas	116	50.88%	75	81.33%
Private event venue	43	18.86%	29	44.83%
Public art (e.g. sculpture)	67	29.39%	36	41.67%
Shade	120	52.63%	74	70.27%
Soccer fields	17	7.46%	24	41.67%
Spray grounds/spray park (like the water pad in Kilmarnock)	19	8.33%	27	29.63%
Storage for town belongings	49	21.49%	42	47.62%
Town hall	37	16.23%	38	55.26%
Visitor center	46	20.18%	40	52.50%
Water feature (e.g. wishing well)	28	12.28%	28	39.29%
Wild flower garden	99	44.74%	61	67.21%

Commented [CDC15]: Data Cleaning. Because the web-based survey did not include a Yes/No question, any facility ranked less than 6 was counted as a Yes for these calculations.

Individuals who did not circle Yes were counted as a No.

Commented [CDC16]: Twenty-three of the 228 people who responded to the survey indicated they would like to see baseball and softball fields on the commons.

Commented [CDC17]: Twenty-five people ranked a bocce ball court in their response to the survey.

Commented [CDC18]: Nearly fifty-three percent of the people who ranked a community center in their response ranked it in their top five.

Commented [CDC19]: Fifty-eight percent of the people who responded Yes or No to items (or on the electronic survey, ranked an item 5 or higher) said "yes" to a farmers' market facility.

9. Below, please provide any additional suggestions you have for how the Irvington Commons should be used or things that should be included.

[Summary not presented here. Please slides for themes identified from survey responses and the in-person meeting with neighboring landowners.]

A decorative graphic on the left side of the slide. It features a large, light green circle in the top left, a smaller medium green circle in the top center, and four leaf-shaped elements. Two of these leaves are detailed with a close-up photograph of a green leaf's veins, while the other two are solid colors (one light green, one medium green).

Irvington VA Commons Development Committee – Survey Results

Who received a survey?
How many were returned?





Who received surveys?

- All unique property owners in the Lancaster County landbook as of January 1, 2017 received a cover letter, survey, and return envelope.
- 383 surveys mailed.



Responses

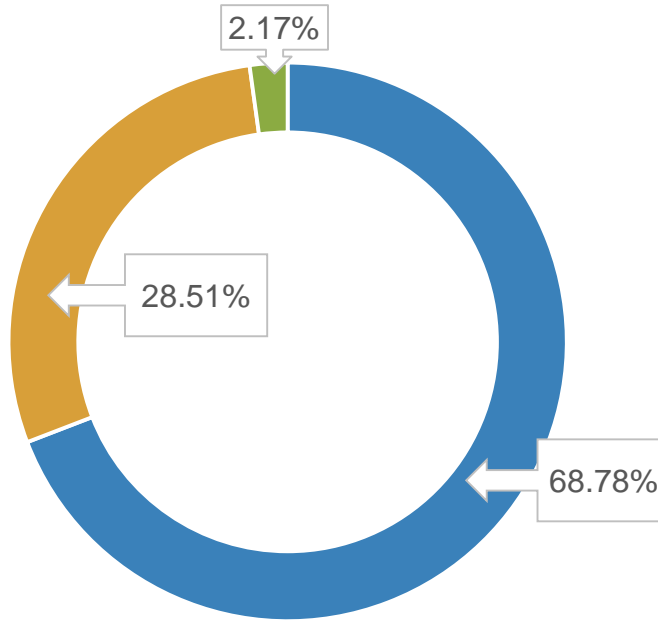
- A total of 228 responses
 - 46 completed on-line (20.18%)
 - 182 completed paper surveys (79.82%)



Description of Respondents



Living in Irvington

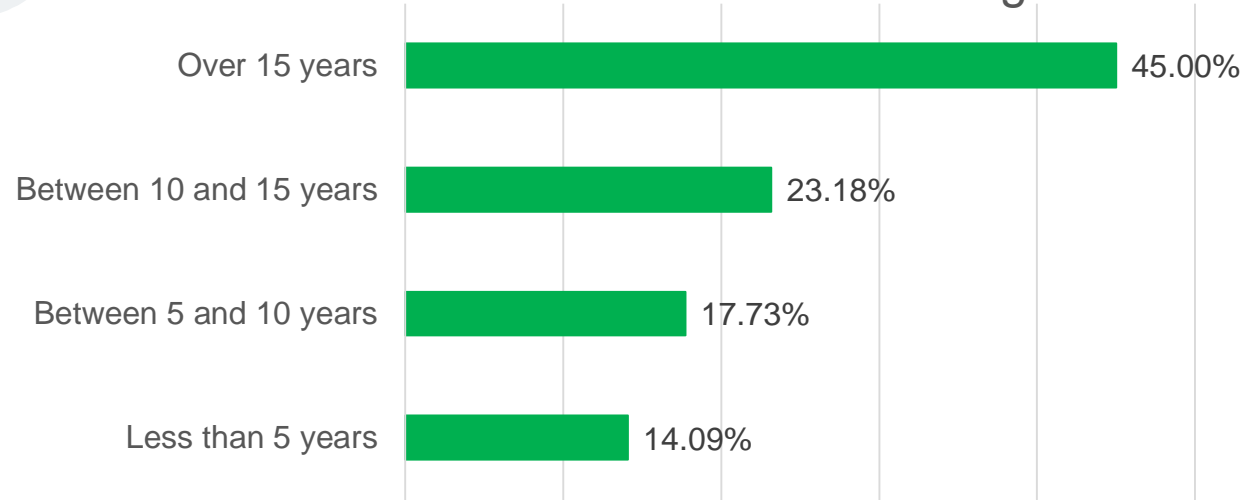


■ Full-time ■ Seasonal ■ Work

Nearly 69 percent of respondents reported they live in Irvington full-time.

Note: 221 responses, 7 blanks

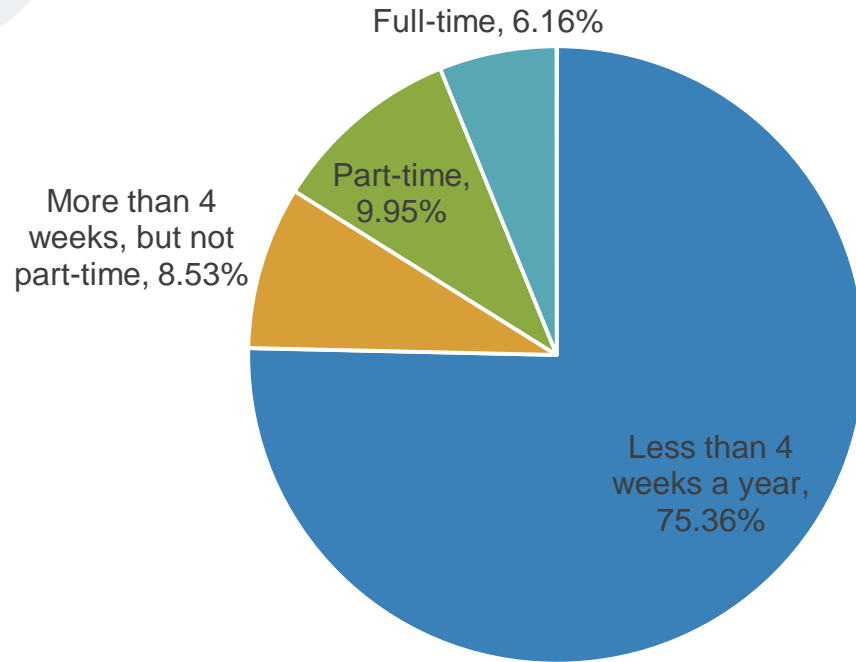
Number of Years Lived/Worked in Irvington



Forty-five percent of respondents have lived or worked in Irvington for more than 15 years.

Note: 221 responses, 7 blanks

Children in Irvington Household



Seventy-five percent of respondents have children in their Irvington household less than 4 weeks a year.

Note: 211 responses, 17 blanks

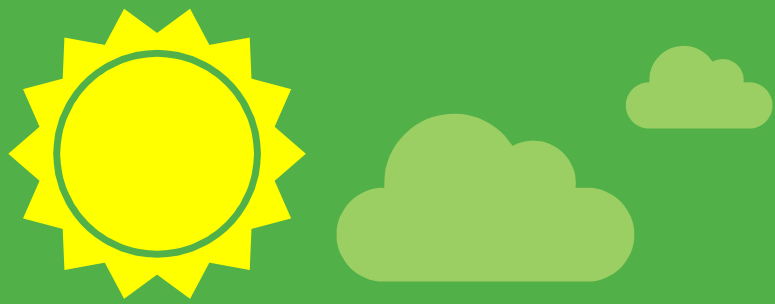


Age of Children

- 13.79% younger than elementary school
- 26.44% - in elementary school
- 10.34% in middle school
- 8.05% in high school
- 41.38% older than high school

Of those who reported the age of the children in their households, forty-one percent have children older than high school.

Note: 87 responses (52 indicated on the previous question they had children in their household more than 4 weeks a year).



Use of the Current Commons

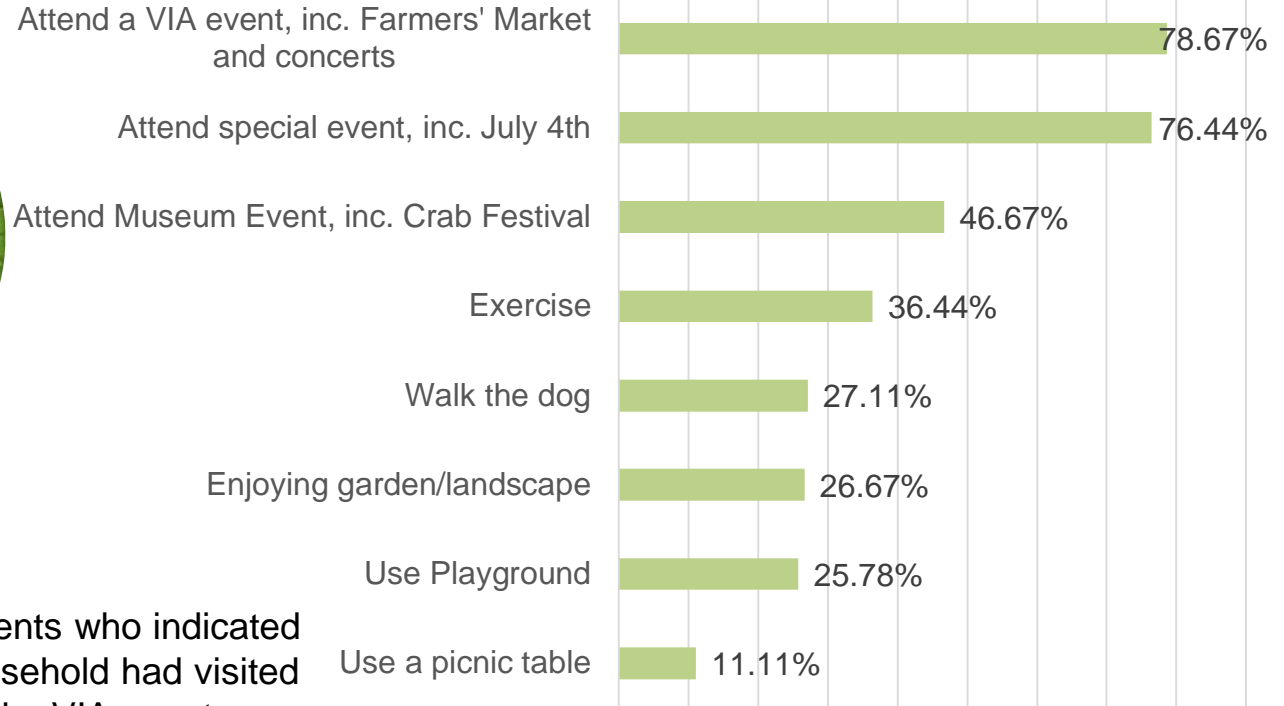


Use of Commons in past year

- 90.22% indicated they, or a member of their household, had visited the Commons in the past year

Note: 225 responses, 3 blank

Why Did People Visit the Commons?



Nearly 79 percent of respondents who indicated they or a member of their household had visited the Commons did so to attend a VIA event.



What Might the Future Hold for the Commons?



Notes

- We deliberately presented a range of options, without considering cost at this time.
- Future work will consider data collected and associated costs
- Additional presentations will be made to keep residents informed and invite your input.



Data Cleaning

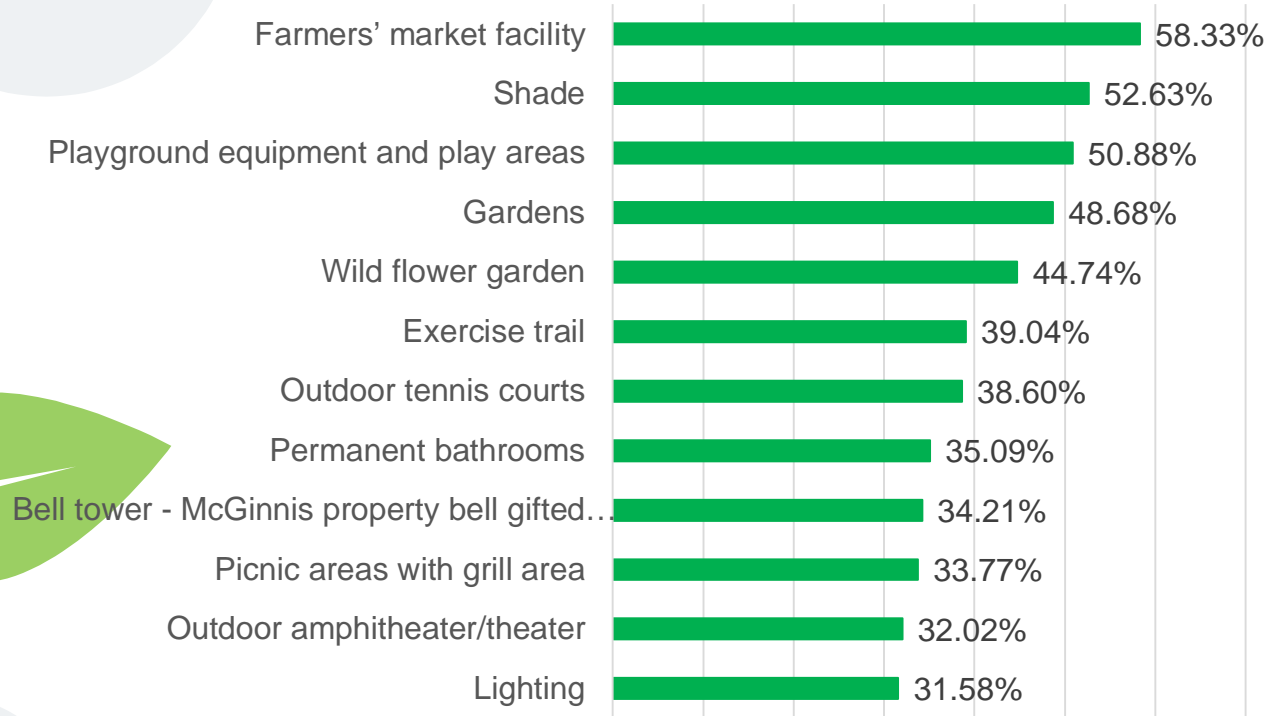
Paper respondents

- If you did not select yes or no, defaulted to no.

Web respondents

- Did not have the yes/no option.
- Anything ranked less than 6 was marked yes.

% Yes

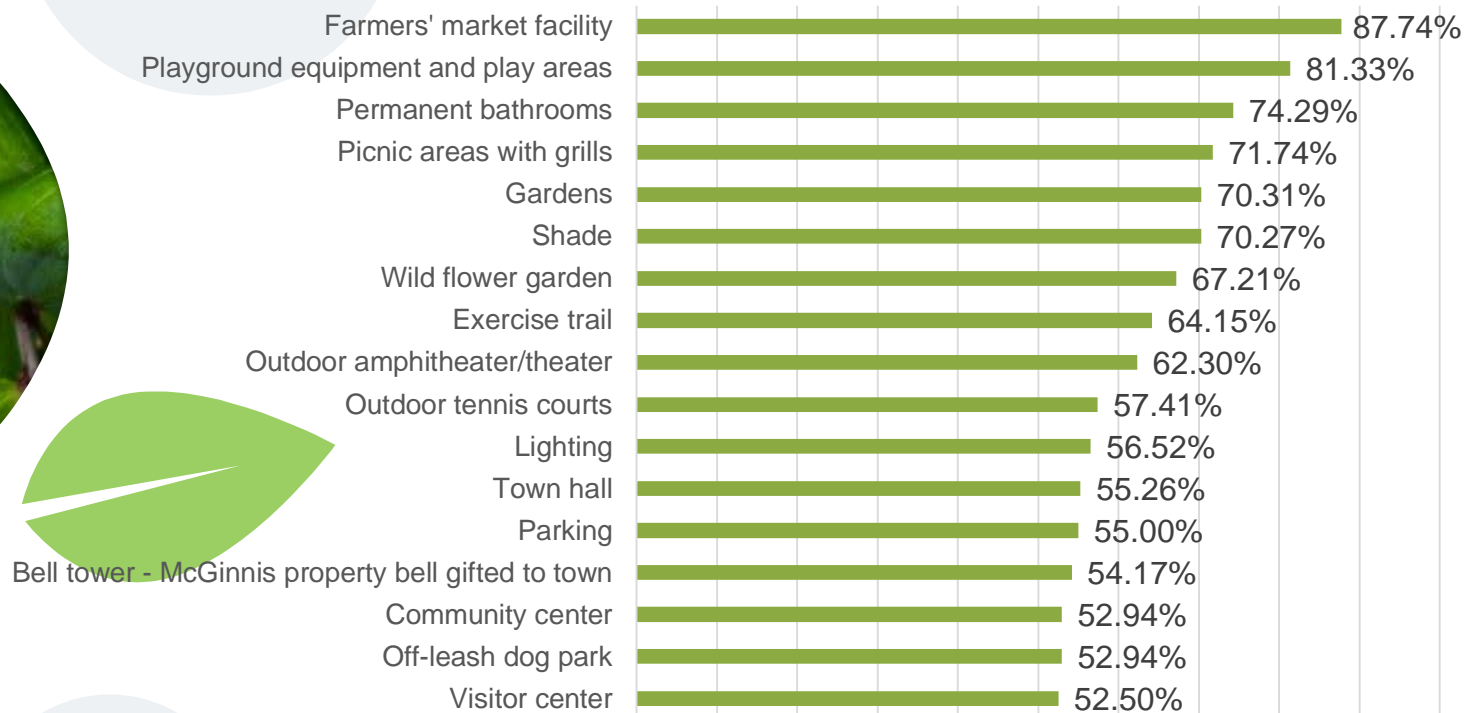


The most popular facility was a facility for the Farmers' Market, with nearly 60 percent of respondents indicating they would like to see one on the Commons.

Note: 228 responses for all, no blanks



% Ranked in Top 5



Nearly 88 percent of people who ranked the Farmers' Market Facility, ranked it in their top five.

The background is a solid light green color. On the left side, there are several decorative elements: a large, detailed green leaf with visible veins, a smaller solid green leaf, and a bright lime green leaf. There are also several light green circles of different sizes scattered around the leaves.

What have
residents said?



Sources

- In-person meeting with individuals who own abutting land (11 people)
- Additional text on surveys



Keep it green and simple

- Leave it alone, preserve OPEN space.
- There's not a whole lot to do there, but sometimes that's not a bad thing
- Remain open to be conducive to multiple uses
- Openness and simplicity are very appealing and iconic in a small town
- Care must be taken not to ruin it!

- Fence for boundary
- Buildings on North Commons



Watch costs (and taxes)

- Town money could be supplemented by grant or foundation money
- No reason to [do anything], refund tax money
- One needs to understand costs before saying "I want this." One needs to understand maintenance and liability. To tax the many for the wants of a few is unjust. Residents should not be forced to pay for the wants of tourists and a few families with children.
- We should be spending our funds in a way which increases both tourism and a "town" feeling to attract new residents.



Playground

- Placement and equipment are not safe
- Would have gone more if the facility was safe and upgraded
- Incorporate steamboat theme to tie to museum and area



New buildings/development

- Some is ok, but limited
- Irvington seems to be holding back good growth - we need to let it happen
- Add to the Museum
- Spaces/structures with more than one use like a farmers' market facility that can also be used as a private event venue and community center
- I think a Visitor Center could be accomplished by leasing existing space in town. Maybe the same for Town Hall.



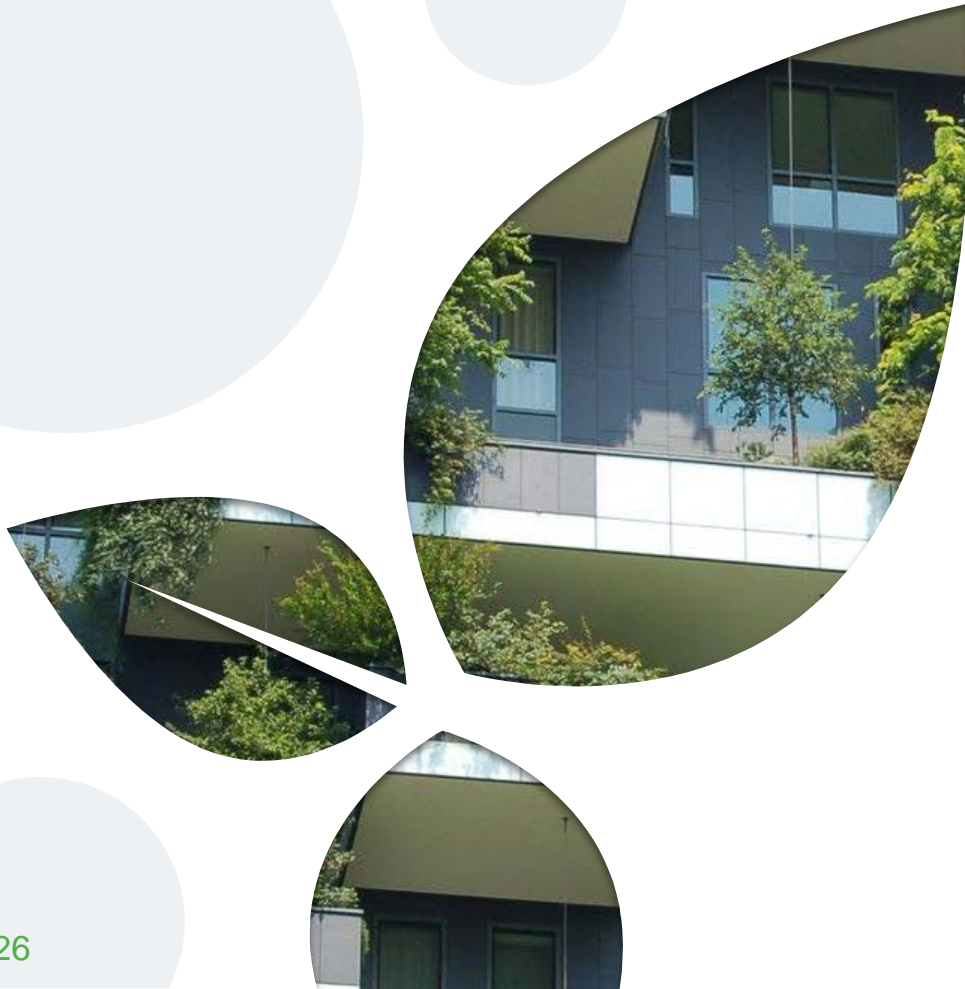
Other

- Sell and buy waterfront
- Sell and buy Vineyard Meadows for Farmers' Market, etc.
- Bike trail to Kilmarnock
- Trail Chesapeake Drive into North Commons
- Swimming pool



Next Steps





- Survey data, including this presentation, will be posted on town website.
- Commons Development Committee will continue to meet to develop a plan.
- Share additional feedback using the Commons Committee email (commons@town.Irvington.va.us).
- Notes can be dropped off or sent to the Town Hall (P.O. Box 174, Irvington).