

DRAFT

Report on Online and Consumer Survey  
For  
Roxborough Development Corporation



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**Roxborough Development Corporation  
Online Consumer and Stakeholder Survey  
Executive Summary  
April 24, 2015**

The Roxborough Development Corporation (RDC) sought consumer feedback about its operation and its commercial corridor centered on Ridge Avenue as part of a Strategic Planning process. The purpose of the survey was to learn about commercial corridor consumer preferences and what stores, restaurants, and businesses would make Ridge Avenue more appealing for shoppers.

Donna Ann Harris of Heritage Consulting Inc. worked with James Harry Calamia, Executive Director of RDC, to create a survey that would be short, yet provide enough detailed consumer insights to make suggestions about future activities for Roxborough Development Corporation. The survey had 26 questions with several text boxes for write-in comments. The Roxborough Development Corporation Consumer and Stakeholder Survey was open for three weeks from March 9, 2015 to March 30, 2015. Survey Monkey was used as the survey instrument.

There were 650 survey responses, an impressive result and a statistically valid sample. Since more than 385 people answered the survey, the survey results are considered a “statistically representative sample size.” This means that the survey results are accurate as if 95% of the general population of the City of Philadelphia had taken the survey.

Therefore, the findings should be considered seriously as high quality intelligence as well as fresh information about current shoppers. This information will be useful to both Roxborough Development Corporation and to business owners on Ridge Avenue. Both groups should use this information to make changes in current marketing, business recruitment and retention, and advertising practices.

### **Summary of the Survey Findings**

Survey respondents believe that these four activities are critical to the future of the Ridge:

- Clean up the drug dealing on Ridge Avenue (73.91%)
- Fill vacancies existing along the corridor (65.68%)
- Improve the shabby and tired appearance of some Ridge Avenue properties (65.53%)
- Clean up the nuisance bars along Ridge Avenue (54.37%)

All four of these concerns are serious and will require sustained effort over many years to create substantive change. In trying to make positive change in the corridor, the RDC must address these issues with a variety of partners because the RDC does not control the solutions to any of these four key issues.

No event held in the corridor was considered a “great success” by more than 50% of respondents. The highest ratings came from people who either had no opinion of the event or did not attend. We can surmise that existing events are either not well marketed, or they are not meeting the needs of area shoppers. In addition the three highest rated events happening in the district were not organized by the RDC.

Only twenty five percent (25.16%) of survey participants viewed Roxoberfest as a “great success.” Other RDC produced events including Roxborough Solstice, RoxArt Gallery Openings and May Craft Fair had low shopper recognition with more than 60% of respondents saying they did not attend any of them. All of these events were new in 2014 and 2015. Therefore, all RDC events should be carefully reviewed by the Promotion Committee to cater to the two main consumer groups noted below.

Based on the survey results, there are two primary consumer groups that shop the Avenue today.

- A Gen X woman, between 30 and 49, who lives in a two person household, living in Roxborough zip code. This group represents 45% of all customers.
- A Baby Boom woman between 50 and 69, who lives in a two person household with no children, in the Roxborough zip code. This group represents 30% of all customers.

Over 60% of survey participants selected word of mouth as the most useful resource when they are planning to visit the corridor. Other highly rated information sources include the Roxborough Review, Roxborough Patch, banners, and posters in stores. The RDC website was not cited as a major information source for local shoppers.

The sales leakage for both restaurants and retail stores is profound based on answers to questions 10 and 11. Shoppers are not finding what they want on Ridge Avenue and travelling elsewhere to shop and dine. The most common restaurant check size was under \$20.00, representing breakfast, or possibly an inexpensive lunch. Similar to dining out, shoppers are making very modest sized purchases (under \$30 dollars) at Ridge Avenue shops. This may be because there are many low-priced stores along Ridge, or they are making most of their high end purchases at other commercial corridors, shopping malls, and strip shopping centers.

The five most requested retail shops were: Trader Joe’s (123); Clothing stores (unspecified) (107); Bookstore (63); Target (59) and Shoe Store (unspecified) (49).

The five most requested dining or eateries were: BYOB restaurant (60); Italian restaurant (55); Brewery/brew pub (54); Bar (47) and Trader Joe’s (40).

The five most requested entertainment activities were: Movie theater (96), Live music/venue (27); Concerts/Venue (21), Kid friendly activities (18) and Art Gallery (16).

Nearly two thirds of consumers (74%) said they do not visit the Ridge Avenue commercial corridor more frequently because it fails to provide enough stores or shops that interest them. An additional 60% said there are few restaurants or drinking places they wish to patronize. More than half indicated (57.45%) that the current shops on the Avenue don't have the selection of goods or merchandise that they are looking for.

### **Recommendations**

1. The RDC board and staff need to work with the 5<sup>th</sup> District Police Captain to address drug dealing and nuisance bars. Any progress on these issues should be communicated widely.
2. The Design Committee should continue to clean up and address the shabby appearance of the Avenue. In order to improve the corridor's appearance, the RDC should plant real flowers in planters and water them, work with partners to replace dead trees, continue to promote the City's Storefront Improvement Program, and celebrate and promote any positive change on the Avenue.
3. The Design Committee should work with the Philadelphia Parking Authority to address broken parking meters and aggressive parking enforcement. They should do the same with Streets department about paving and potholes.
4. The RCD Board needs to invest in a new RDC web site, while the staff and the Promotions Committee continue to collect email addresses. Actively promote events and activities using traditional and social media.
5. The Promotions Committee should revise the current RDC special events and create new retail events that meet the needs of the two primary consumer groups that currently shop on the Avenue.
6. The ER Committee should continue its work to fill the vacancies and change the business mix in the corridor using the suggestions for new retail, restaurants and entertainment options discussed in this report.
7. The ER and Design Committees should work together with existing restaurants to determine if they are willing to upgrade the exterior appearance of their restaurant, food/beverage options, and hours to meet the needs of the current shoppers as expressed in this survey.

## Introduction

As part of its Strategic Planning process, the Roxborough Development Corporation (RDC) wished to collect important feedback from merchants, property owners, residents, employees and visitors to the Ridge Avenue commercial corridor in order to help understand needs and establish priorities for improvements and changes.

The purpose of the survey was to learn about commercial district consumer preferences and what stores, restaurants, and businesses would make the Ridge Avenue commercial corridor in Roxborough more appealing for shoppers. Donna Ann Harris of Heritage Consulting Inc. worked with James Harry Calamia, Executive Director of RDC to create a survey that would be short enough, and yet provide enough detailed insights from consumers to make suggestions about future activities for Ridge Avenue.

The survey had 26 questions with several text boxes for write-in comments. The Roxborough Development Corporation Consumer and Stakeholder Survey was open for three weeks from March 9, 2015 to March 30, 2015. Survey Monkey was used as the survey instrument.

As an incentive to increase participation, RDC offered one \$50 Visa gift card in weekly random drawings on March 13, March 20, and March 27 and at the end of the survey period on March 30. These prizes were awarded by RDC staff on the date indicated.

The survey link was sent to Roxborough Development Corporation's e-mail list three times and the link was posted on the organization's Facebook page several times. The RDC staff also made a concerted effort to gather paper surveys from shoppers who might not have access to a smart phone, tablet, or computer. Paper surveys were supplied to the following establishments with the following results:

- **Roxborough Libraries (Ridge Avenue & Andorra):** An intern visited both library locations on March 17th and 18th to raise awareness with people in the library, and gave out 15 printed copies. We received five completed surveys back from those locations.
- **State Representative Pam DeLissio Office:** Delivered 10 printed copies to Pam Delissio's office on March 16th. Only one was completed and returned.
- **Journey's Way:** Visited Journey's Way on March 25th during senior lunch to talk about Roxborough 2020 Survey and passed out printed copies. Gave out 25 copies and left 30 copies. Left an additional 15 copies at Pensdale and 15 copies at Fairthorne, both housing complexes of Journey's Way. We received back fifteen copies.
- **Bob's Diner:** Dropped off 40 copies at Bob's Diner on Friday, March 27th to distribute through the weekend rush. Only received two completed copies.
- **Beneficial Bank:** Mark O'Connor made great efforts to have customers fill out the survey in the bank. We received about 10 copies back from that location.

All told, 34 paper surveys were completed and they were entered into the Survey Monkey data base by RDC staff.

At the very end of the survey period on March 30, 2015, 57 surveys were submitted by a robot or other program through Survey Monkey, which all had the same IP address. While these surveys were complete, in that they answered all questions, they had fake names and fake email addresses, and were completed in less than 47 seconds each. We judged that these surveys were inappropriate to include and therefore removed these from our survey results.

The final tally of surveys results that we used for this analysis was 650 responses. This is an impressive result from the RDC, and a statistically valid sample. Since more than 385 people answered the survey, the survey results are considered a “statistically representative sample size.” This means that the survey results are accurate as if 95% of the general population of the City of Philadelphia had taken the survey. Therefore, the findings should be considered seriously as high quality intelligence about the current Ridge Avenue shopper.

#### *How this report is organized*

This report is organized in two sections, survey responses and an appendix with four sections. The survey sought the same information from all participants. This report is organized by survey question, and includes the most important information from the survey for each question, as well as a brief analysis. We also offer several paragraphs describing “Who is the Ridge Avenue Shopper Today?” based on the demographic materials from the survey in the next section of this report.

We provide four appendices at the end of the report. Appendix B and D contain all the responses for the two open-ended questions (4 and 25). Both appendixes have been organized by topic, and every survey response is included. These are actual comments made by survey participants and they have not been altered in any way (except to correct obvious spelling errors). Appendix A contains graphs of the survey responses for each of the multiple-choice questions as a record of the responses. Appendix B contains all the responses to questions 12, 13 and 14.

#### *How to use this report*

The survey findings are useful to both the Roxborough Development Corporation and to the business owners in the commercial corridor because the survey provides fresh information from and about current shoppers. This survey and the resulting findings report is only helpful if its findings are actually employed by the RDC and local merchants to enact change in current marketing, business recruitment/retention, and advertising practices. We encourage Roxborough Development Corporation to actively circulate this report and explain its significance to retailers in the commercial corridor.

## Who is the Ridge Avenue Shopper today?

Eighty two (82%) percent of survey respondents (549 people) said that they lived in Roxborough zip code 19128 (Roxborough). Six percent (6.2%) reside in 19127 (Manayunk) and nearly two (1.9%) percent live in in 19129 (East Falls). Therefore, the RDC should market to their neighborhood.

Unlike surveys we have conducted for other commercial corridors in the region, there was not a single type of consumer group that stood out as the typical Ridge Avenue shopper. Women are the primary shoppers on the Ridge, they represent 65% of all survey respondents. To capture the current shopper the RDC's marketing, advertising, and promotional activities should be tailored towards a female audience.

We believe that the most valuable way to characterize the Ridge Avenue shopper today is by age. The survey findings indicate that four age groups were significant. Generally accepted generational cohort terms for these groups are:

- 30-39 year olds are the younger half of the Gen X cohort, representing people born between 1975 and 1984. There were 190 respondents and this group which represented almost 30% of the survey total. This group will be defined as Younger Gen Xers.
- 40-49 year olds are the older half of the Gen X cohort usually thought of as those born between 1965 and 1984. We had 103 respondents, or 15% of the survey from this group. This group will be defined as Older Gen Xers.

The larger Gen X cohort, representing 30 to 49 year olds, is almost half (45%) of all Ridge Avenue shoppers. Grouped together this group of women shoppers should be considered the primary audience for events and marketing efforts in the corridor.

The other significant consumer group for marketing purposes is as follows:

- 50-59 year olds are the tail end of the Baby Boom generation, which is usually defined as those born between 1946 and 1964. For our survey there were 115 respondents in this age range, almost 18% of the entire survey. For the purposes of this section we will call this group young Baby Boomers.
- 60-69 year olds are considered part of the Great Generation, those who were born after World War II but before 1964. We had 100 survey participants in this group, representing 15% of this group. This group will be defined as older Baby Boomers.

Furthermore, women Baby Boomers (ages 50 to 69) represent 30% of all current shoppers on Ridge Avenue, a significant subset of all shoppers.



### *Other marketing characteristics*

Almost 40% of survey respondents say they live in two person households, and 63% of survey respondents reported not living with any children under age 17 in Question 24. Therefore, organizing events with children's components will not resonate with these two important consumer groups.

Finally, twenty percent (20%) of the survey respondents preferred not to answer our question about their household income, we recommend that the RDC not rely on the survey results for marketing purposes.

In summary, there are two primary customer groups:

A Gen X woman, between ages 30 to 49, who lives in a two person household, and resides in the Roxborough zip code (19128). This group represents 45% of all customers

A Baby Boomer woman, between ages 50 to 69, who lives in a two person household with no children, and resides in the Roxborough zip code. This group represents 30% of all customers.

One survey respondent summed up the marketing effort ahead by saying "Roxborough seems to be in a state of transition. It appears that there are more young professionals in the neighborhood in years past. The store mix & overall feel doesn't really appear to meet their retail needs. Not sure whether that is their purchasing power isn't that great or the existing merchants don't recognize this group as an opportunity to grow their sales. Not sure the best way to appeal/attract Millennials, but the existing stores don't seem to be doing it."

## **Recommendations**

Of the 650 survey participants, a very large majority (82.15%) said they were Roxborough residents. However, only 65% indicated that they were customers who used the Ridge Avenue commercial corridor. Approximately 20% of residents do not identify themselves as customers who shop at Ridge Avenue establishments, a missed opportunity.

We hoped to see better survey representation from employees working at businesses on Ridge Avenue, but there were only 33 respondents (5.08%), which is a very small subset of survey participants. We also expected that business owners/merchants would have a better showing but there were only 25 participants (3.85%). Commercial property owners were an even smaller number of survey participants, with only 13 surveys returned from these key stakeholders (2.00%).

The low participation in the survey from these key stakeholders is disappointing but not uncommon based on our experience undertaking surveys of this kind in other commercial corridors in the region. This poor showing from BID assessment payers (property owners)

means that RDC outreach to both merchants and property owners should be an on-going process. The survey results should be shared with merchants and property owners so they can take action based on these results to grow their businesses.

*Rethink special events, add retail events*

Question 2 asked about current special events held in the commercial corridor, whether they were organized by the RDC or not. No event captured more than 50% of respondents' vote of confidence as being a "great success." The highest ratings came from people who either had no opinion of the event or did not attend. This reflects a widespread lack of awareness of events or that the events are not meeting the needs of area shoppers.

The three highest rated events deemed "great successes" were the Gorgas Park Concerts/Movie Nights (45.43%), the Gorgas Park Harvest Festival (40.34%), and the Philly Cycling Classic (39%). None of these events held in the district are organized by the RDC.

Only twenty five percent (25.16%) of survey participants viewed Roxtoberfest as a "great success." It also received the highest "inadequate" rating (3.28%) of any of the RDC produced events. Roxtoberfest is only two years old which might explain the lack of enthusiasm for this event by the survey participants. The Promotion Committee should consider how to revise this event so that it might have broader appeal to women, who are the primary consumer group on the Ridge.

Other RDC produced events including Roxborough Solstice, RoxArt Gallery Openings, or May Craft Fair also had low shopper recognition with more than 60% of respondents saying they did not attend any of them. All of these events are organized by the RDC but are new events in 2014 and 2015. These events should be carefully reviewed by the Promotion Committee to determine how these events can be recast to cater to the main consumer group on the Avenue a Gen X woman in a two person household.

*Retail events needed*

All of the events listed in Question 2 would be considered special events rather than retail events. The purpose of special events is to introduce or re-introduce event attendees to the commercial district, so that event attendees will return to shop or dine. Special events are not designed to "ring cash registers that day." If shop owners get a sales boost from a special event, that should be considered a bonus.

In contrast to special events, retail events are intended to drive sales and ring cash registers. An example of a local retail event is The Hoagie Trail in Tacony, which promotes increased sales in the four Hoagie shops on Torresdale Avenue. Another example is the Girls Night Out retail event, which promote shopping in women's clothing and accessories stores. If the RDC wants to help local business increase sales, they should focus on a mix of both special events and retail

events throughout the year. The Promotion Committee of the RDC should begin to plan retail events designed to increase sales at Ridge Avenue businesses in the coming year.

### *Critical activities of the RDC*

We identified a host of priorities for Ridge Avenue from our Strengths, Weaknesses, Opportunities and Threats (SWOT) workshop held on February 18, 2015. The 26 priorities we listed in Question 2 varied widely from reducing vacancies, to improving the pedestrian experience, in addition to creating a more expansive business mix on the Avenue.

Over 50% of respondents identified the following four topics as critical to the Ridge Avenue commercial corridor's revitalization and improvement:

- Clean up the drug dealing on Ridge Avenue (73.91%)
- Fill vacancies existing along the corridor (65.68%)
- Improve the shabby and tired appearance of some Ridge Avenue properties (65.53%)
- Clean up the nuisance bars along Ridge Avenue (54.37%)

All four of these concerns are serious and will require sustained effort over many years to see substantive change. In trying to make positive change in the corridor, the RDC must address these issues with a variety of partners because the RDC does not control the solutions to any of these four key issues.

It is interesting that business recruitment and retention issues did not rise to the very top of the survey respondents' concerns. One survey respondent remarked about the vacancy issue with this insightful comment "I checked "Neutral" on "Fill vacancies....." because I think it more important not to fill a vacancy with just anything (like a check-cashing business or a thrift store)." The RDC should keep this concept in mind and focus on filling vacancies with quality businesses.

### *Safety and perceptions of safety*

While the 5<sup>th</sup> Police District is considered the safest in Philadelphia, there was nevertheless, overwhelming concern about drug dealing and "sketchy" or undesirable patrons of several nuisance bars along Ridge Avenue. If the corridor is not considered safe by local residents, then they will spend their dollars elsewhere. Despite the persistent complaints about drug dealing and nuisance bars, more than 60% (60.19%) of respondents to Question 7 said that they feel safe in the Ridge Avenue commercial corridor.

The RDC needs to address the drug use and nuisance bar issues in the corridor. Working with the Police Captain should be the first order of business for the RDC Board. Develop a strategy

together to address these twin concerns—drug dealing and nuisance bars with the Captain, and your City Councilperson. Review the survey comments from Questions 4 and 25 with police personnel and identify how to take action to address shopper concerns. Encourage increased police presence and enforcement of existing laws along Ridge Avenue. Acknowledge the concerns of area shoppers about these key issues through your various communication channels, and highlight what the RDC and the local police Captain are going to do to address safety and the perception of safety on Ridge Avenue. Aggressively promote any positive change around the important issues.

#### *Appearance of the corridor*

There were a considerable number of write in comments dealing with the poor appearance of storefronts, planters, trees, and the streetscape in general in Questions 4 and 25, which would correlate with the high response in Question 3. There were complaints about maintenance and cleanliness of the corridor, as well as some fake plants in the planters and dead trees.

The RDC needs to continue its effort to clean the corridor, and work with business and property owners to make improvements to their signs, awnings, and facades using the City's Storefront Improvement Program matching fund and other programs as available. Despite the millions of dollars that have been invested in the corridor, survey respondents do not think it is attractive.

Perhaps more before and after photos in RDC publications may help convince local shoppers that change is coming or has arrived. Ribbon cuttings and other promotion of any new quality business in the corridor should be a high priority. Survey respondents noticed and appreciate the Foodery as a new addition on the Avenue. New businesses will help transform the tired appearance of storefronts and facades.

#### *Parking issue.*

Problems around parking, including road conditions, broken parking meters, and aggressive ticketing were all called out often in the write in comments for both Questions 4 and 25, but it did not rise to be considered a highly rated "critical" issue in Question 3. In fact "fix the parking meters they are always broken" was only seen as critical by 20.28% of survey respondents.

Survey respondent's concerns about parking included the availability and cleanliness of parking lots, the time allotted on parking meters, their general upkeep, the high likelihood of getting a ticket while visiting the corridor and the terrible road quality. Since parking is a real and significant problem for survey respondents, without intervention, it will continue to be a challenge regardless of how attractive the stores and restaurants become on the Ridge. Alongside actively recruiting more relevant and desirable businesses, the RDC should consider ways to improve the parking and road conditions for existing and potential consumers. Working with the Philadelphia Parking Authority to make improvements to parking meters and parking ticket management, should be a high priority for Design Committee members.

Similarly working with the Streets Department on street paving and pothole repair should be a priority for the Design Committee.

#### *Communicating about change*

The RDC must address the parking, drug use, nuisance bar and cleanliness issues to clarify that the RDC is listening to its stakeholders and shoppers. None of these matters are quick fixes, but the RDC should be prepared to address them with available funds. Both the board committees and staff need to come up with real strategies they can implement over the next six months to address these issues, along with event planning, business recruitment/retention, and general administration of the BID. Finally the RDC must tell its shoppers about any positive change. Use traditional and social media to hammer home your successes.

#### *Better marketing needed all around*

An analysis of the responses provided in Question 3, where survey takers were asked to rank the importance of potential programs or activities to the improvement of the Ridge Avenue commercial corridor, suggests some potential answers to the general lack of participation in district events on Ridge Avenue.

Nearly 40% (39.56%) of survey participants agreed that the RDC could do a better job marketing Ridge Avenue to Roxborough residents. This survey result lends credence to the theory that a lack of advertising or outreach to residents may be one of the factors contributing to the depressed attendance rates at events. New RDC staff is already working on expanding communication efforts.

In addition, 35% of respondents felt that planning new special events to bring people to Ridge Avenue was critical to the corridor's improvement, as well as, creating new events to raise awareness of the corridor's restaurants and stores (31.99%), boosting its online presence (26.60%), and adding more special events particularly around the holidays (25.43%). In accordance with the survey findings, any new special or retail event should be organized with women shoppers in mind.

With the emphasis on *new* events, these responses could suggest that exiting events do not resonate with the key demographic that responded to the survey. Another possibility is that the events as a whole need to be more closely tailored to current shopper needs and desires. The Board and staff of the RDC should consider how their events should be redesigned to meet the needs of the two groups we identified as the key shoppers on Ridge Avenue.

#### *Evening use*

The corridor is well used during the day, especially on both Saturday and Sunday as many residents run errands and grocery shop. This is probably because these three grocery stores are open when people have free time to shop on weekend days.

However, the corridor is not well used in the evening. There is a noticeable drop off in activity during the evenings on Friday (20.92%), Saturday (21.08%), and Sunday (12.77%), which may indicate that there is little night life.

Survey results show that shoppers are clearly travelling outside the corridor to dine at night. Due to these statistics, the RDC should identify how they wish to address low evening corridor use. Given the concern in other questions about the nuisance bars, the Board may want to consider if broadening the business mix to include late night/entertainment or restaurant district fits the character of the community.

Overall, the three most popular reasons to spend time on Ridge Avenue across all categories were to pass through, go to a grocery store, or buy something at Stanley's Hardware. Stanley's Hardware proved fairly popular in all categories, with 30% of users indicating that they went there to buy something at least once a week and nearly 25% (23.58) twice a week. The store is clearly popular, and likely an anchor institution for the community.

#### *Communications*

The next set of questions asked involved how people get news about the commercial corridor.

A whopping 71.23% of survey participants (463 people) wrote that they never visited the RDC website, suggesting that they were unaware of it. Considering this finding, it is clear that the RDC website needs wholesale change. It is time to invest in a high quality website to become "the" central location for information about all the business in the district, highlight RDC and non-RDC produced events in the corridor, as well as present information on incentives and programs for area businesses. The website should also function as a transparent repository for RDC related budgets, agendas, minutes, bylaws, IRS 990 and other reports and documents of concern to the corridor business and property owners.

#### *Where to advertise*

The following resources rated highest when people needed information about the Ridge Avenue commercial corridor

- |                     |        |
|---------------------|--------|
| • Word of Mouth     | 62.31% |
| • Roxborough Review | 37.85% |
| • Roxborough Patch  | 31.69% |
| • Banners           | 26.31% |
| • Posters in stores | 26.15% |

This list should be shared with the shops and restaurants on the Avenue so they understand how they should be spending their advertising dollars to reach existing customers that shop Ridge Avenue now. The RDC Promotions Committee should consider offering training for local merchants about how they can influence word of mouth comments about their business in order to grow sales.

### *Sales Leakage*

The sales leakage for both restaurants and retail are profound based on answers to questions 10 and 11. Shoppers do not find what they want on Ridge Avenue, and consequently, go elsewhere to shop and dine.

The responses to questions 10 and 11 reinforce what we already know from these survey respondents: they are leaving the neighborhood to eat dinner. The most common restaurant check size was under \$20.00, which means that shoppers may be having an inexpensive breakfast or lunch on the Avenue, or a takeout meal or their two person family.

Similar to dining out, shoppers make very modest-sized purchases (under \$30.00) at Ridge Avenue shops. This may be because there are many low-priced stores along Ridge Avenue, or they are making most of their high end purchases at other commercial corridors, shopping malls, and strip shopping centers. People are going out of the area to shop for anything more than hardware or groceries.

### *What retail shops do Ridge Avenue shoppers want?*

Question 12 asked write in comments for the most requested retail shops. The following shops had more than 30 specific requests.

- |  |     |
|--|-----|
| • Trader Joes                                    | 123 |
| • Clothing stores (not specified)                | 107 |
| • Bookstore                                      | 63  |
| • Target   | 59  |
| • Shoe Store                                     | 49  |
| • Card/Gift Store (Hallmark, Michaels mentioned) | 42  |
| • Home goods (Marshalls, TJ Maxx mentioned)      | 32  |

Some of these write in choices are not traditional retail shops, such as Trader Joe's, but this store is top of mind for local consumers. All responses to this question are listed in Appendix B.

These responses are consistent with Question 15 where we asked for what types of stores would want to make you shop more often on Ridge Avenue? The shops that showed the most interest for survey respondents were, with more than 50% response saying yes, were:

- Movie Theater 68%
- Home goods 67%
- Bookstore new or used 66%
- Music venue, club, theater 64%
- Plants nursery and garden supplies 61%
- Performing arts center 54%
- Arts and crafts 53%

There were requests for both Mom and Pop and name brand stores in the write in comments of Question 4 and 25. There seems to be a need for an anchor store like Marshalls, Target and Staples indicating that area residents want the convenience of these kinds of name brand middle income shops and super stores nearby.

There were 63 general requests for clothing stores and 37 requests for Target and 26 for a book store to be brought to the Avenue in the write in comments. Several people specifically mentioned Barnes and Noble, while others wished to see an independent or used book store come to the corridor.

#### *What kind of entertainment venues?*

As consistent with other questions on preferences, write in respondent's first choice for new entertainment options downtown was overwhelmingly a movie theatre with 30% (138) total respondents naming that specifically as their top choice for new entertainment options (combining first and second choices). Despite the fact that there is a 12 screen movie theater less than a mile away on Main Street in Manayunk, another movie theater would do well on Ridge Avenue based on these comments. All the responses for this question are listed in Appendix B.

The RDC Economic Restructuring Committee should also work directly with current tenants whose businesses fit in any of these categories to help them expand their business given current consumer demand as expressed in this survey.

#### *What kinds of restaurants?*

Question 13 asked for write in comments on two eateries that survey respondents most wanted to see on the Ridge. The following eateries had more than 30 specific requests.

- |                                  |    |
|----------------------------------|----|
| • BYOB restaurant                | 60 |
| • Italian restaurant             | 55 |
| • Brewery/brew pub               | 54 |
| • Bar                            | 47 |
| • Trader Joes                    | 40 |
| • Mexican restaurant             | 35 |
| • Family friendly establishments | 33 |



- Café 31
- Gastro pub 31
- Indian restaurant 31
- Coffee shop 30

All of the responses to this question are listed in Appendix B.

The following dining options garnered more than 60% interest (answered YES) from respondents in Question 16 and are listed in order of interest:

- Mid-Priced sit down restaurant 80%
- Full service sit down restaurant 79%
- BYOB 73%
- Bar/Pub/Tavern/Brew Pub 60%
- Coffee shop 60%

Some of these restaurants already exist on the Ridge, but they could get more sales if they improved the appearance of their shops, food offerings or customer service. There were many qualitative comments such as “a nice American brew Pub” or “more healthy food options.”

Some participants did provide more specific suggestions, however, as illustrated by the 32 people who named Trader Joe’s as their first choice and the other eight (8) who named Trader Joe’s as their second choice in this category. With nearly 25% (24.3%, 102) of the write-in comments, Trader Joe’s was by far and away the most highly requested choice for new stores on Ridge Avenue. Other name brand restaurants included Wendy’s and Panera and were named by a total of 27 and 26 people respectively. Please review both Appendix B and C to identify the specific requests for new restaurants.

#### *Business retention*

There is pent up demand for better businesses on the Avenue. A simple and cost effective approach would be to work with the successful business on the corridor that fit in these highly rated categories noted here. The ER Committee explain what shoppers want, and how they might be able to refashion their current offerings to meet this unmet demand. Helping successful businesses expand is the first option we encourage the RDC’s ER Committee to explore.

#### *Business recruitment*

After the RDC makes a good faith effort to get quality business to expand, then the RDC should focus on new business recruitment efforts. Current shoppers expressed exactly what kind of business they want to see on the Avenue.

These aforementioned lists should represent the RDC's Economic Restructuring Committee's restaurant recruitment priorities for the next several years. Despite the fact that there are already several kinds of restaurants and cafes on the Avenue that fit these categories, local shoppers want to see more of these kinds of establishments catering to a more upscale shopper based on their write in comments in Questions 4 and 25, as seen in Appendix B and D below.

It is the job of the RDC ER Committee and staff to actively identify existing shop owners in other locations and ask them to expand into a second (or third!) location on Ridge Avenue. The ER Committee can develop a brief, but effective, recruitment package to use when promoting business to recruit for the Avenue.

The ER Committee should work with skilled marketing experts to understand the current retail trade area statistics and be able to explain why the Avenue represents a unique market niche that is distinct from Main Street in Manayunk.

### *Opinions about the RDC*

There were 54 highly positive comments about the RDC and the survey itself from write in Question 25, see all of these in Appendix D. Many people seemed to be pleased to be asked their opinions about the future of The Ridge. Several respondents had an excellent understanding of the role of the RDC and said, "You guys have been doing a great job the past few years. Some great things have happened, you convinced an iconic craft beer store to open up shop right in the center of the neighborhood, and turned an abandoned warehouse into an influx of younger new people to the area (Planet Fitness), as well a bunch of other great things. Now just keep the momentum going."

Despite the commercial district's challenges, people generally expressed genuine love and concern for the Roxborough neighborhood and hoped for real change. Many shared a desire to frequent Ridge Avenue, and said they would do so over other areas so if the Ridge offered better retail and dining options. Area residents are going elsewhere to shop and dine, and they made it clear that they would prefer to stay in the neighborhood if there were better shopping and dining options here.

Survey participants also understood that the residential neighborhood was experiencing demographic change, with an influx of younger people. Survey participants were looking for shops to serve a middle income demographic, while others sought more upscale fare. At the same time, some long-term residents expressed regret about the changes to Ridge Avenue, while others were nostalgic for the Ridge Avenue of the 1960s and 70s. Finally shoppers made comparisons to other commercial districts to emulate, including East Passyunk, Mt. Airy, Chestnut Hill, and some more suburban enclaves.

Our analysis of the survey responses begins below.

**Question 1. We are seeking feedback from customers, business owners, commercial property owners, municipal employees and policymakers. Please check at least ONE answer, and any other that applies to you.**

It is notable that 650 people responded to the survey, potentially indicating a high level of community participation and engagement. Of the 650 individuals who responded, a large majority (82.15%, 534) said they were Roxborough residents. Nearly 65% (62.31%, 405) indicated that they were customers who used the Ridge Avenue commercial corridor, seeming to suggest that approximately 20% of residents do not identify as customers who shop at Ridge Avenue establishments.

Employees working at businesses on Ridge Avenue (5.08%, 33) were a very small subset of survey participants with only 33 survey respondents. We did not get high response from merchants (business owners) or property owners, which is disappointing as their input could have been valuable to our recommendations. As property owners are paying the BID assessment and we expected more interest and involvement in the survey from these important stakeholders. Continued outreach to these key groups is essential.

The survey participants who provided write-in answers to this question offered a myriad of responses; including having children who attend school in Roxborough, being a member of Soroptimist, Old Academy Players, the president of the 21st Ward Fourth of July Association, a board member of The Savoy Company, a member of the SEPTA Citizens Advisory Committee and the Manayunk Roxborough Art Center Board President. Many of the write-in responses included people who identified themselves as business owners or residents of Manayunk, or former Roxborough residents or employees of the commercial corridor. The write in responses to this question suggests a continued interest in the community despite participants who actually live or work elsewhere.

**Question 2. Roxborough Development Corporation and others are working on projects in the community and considering other events and activities to improve the commercial corridor. Please rate EVERY event/activity listed below.**

The three most popular events that survey respondents deemed “great successes” were the Gorgas Park Concerts/Movie Nights (45.43%), the Gorgas Park Harvest Festival (40.34%), and the Philly Cycling Classic (39%). These three events held in the district are organized by other entities than the RDC. Other events viewed as a great success at 23.09% were the Ridge Runners Car Show and 22.66% about the Community Easter Egg Hunt. Moreover, both of these events are not organized by the RDC.

While no events or activities were pointedly disliked, the Fourth of July Parade was deemed inadequate by 6.22% of survey responders, as was 3.12% about the Philly Cycling Classic. This information should be relayed to these event organizers with the hope that these events can be revised so that they meet the needs of local shoppers and drive traffic into the stores.

#### *RDC events*

Only twenty five percent (25.16%) viewed Roxtoberfest as a “great success,” but it also received the highest “Inadequate” rating (3.28%) of any of the RDC produced events. Roxtoberfest is only two years old which might explain the lack of enthusiasm for this event by the survey participants. The Promotion Committee should consider how to revise this event so that it can better meet the needs of women shoppers.

It is important to note that no one event captured more than 50% of respondents’ vote of confidence as being a “great success.” Every event had at least one third (26.52%) and at most 62.40% of participants said they either had no opinion of the event or did not attend. This reflects a widespread lack of awareness of events or the event is not meeting the needs of area shoppers.

For example, 62.40% of respondents and 60% of respondents said they did not attend the Roxborough Solstice, RoxArt Gallery Openings, or May Craft Fair, respectively. All of these events are organized by the RDC, but were new events in 2014 and 2015.

#### *Better marketing needed all around*

An analysis of the responses provided in Question 3 (below) where survey takers were asked to rank the importance of potential programs or activities to the improvement of the Ridge Avenue commercial corridor, suggests some potential answers to the general lack of participation.

Nearly 40% (39.56) of survey participants who agreed that the RDC could do a better job marketing Ridge Avenue to Roxborough residents seems to lend credence to the theory that a lack of advertising or outreach to residents may be one of the factors contributing to the depressed attendance rates at events.

**Question 3. Roxborough Development Corporation is planning programs aimed at revitalizing or improving the commercial corridor along Ridge Avenue. Please rate the importance of EVERY one of the following activities.**

All 650 respondents answered this question. Out of a list of 26 priorities ranging from reducing vacancies, to improving the pedestrian experience, to a wider business mix and more, over 50% of respondents identified the following four topics as critical to the Ridge Avenue commercial corridor's revitalization and improvement:

- Clean up the drug dealing on Ridge Avenue (73.91%)
- Fill vacancies existing along the corridor (65.68%)
- Improve the shabby and tired appearance of some Ridge Avenue properties (65.53%)
- Clean up the nuisance bars along Ridge Avenue (54.37%)

These issues are all serious and will require sustained effort over years to see substantive change. If the corridor is not considered safe for local residents, then they will spend their dollars elsewhere.

The other concerns about filling vacancies and addressing the tired appearance of storefronts are typical commercial corridor revitalization efforts. Despite the fact that millions have been spent on improvements to the corridor, area shoppers still think the corridor looks shabby.

Since one of the RDC's main goals is to alter perceptions of itself and the Ridge Avenue commercial corridor, the above results may not be surprising. These comments reflect a prevailing view of the area as one largely impacted by drug dealing and vacancies, as well as, concerns over the run-down appearance and undesirable behavior around some of the corridor's properties and businesses. While this may not be true, it is how shoppers currently perceive Ridge Avenue.

Interestingly, one element of this challenge may be quickly remedied – when the responses for “critical” and “important” were combined, nearly 90% (88.08) of respondents identified “keep(in) the Ridge Avenue planters well maintained” as high on their list of priorities. The RDC Design Committee should plant real plants in the planters this spring and summer and make a payment arrangement with an organization or individual to water them.

When the responses for “unimportant” and “irrelevant” were combined, the community identified the following three items as the least important to them for improving downtown:

- Encourage people to live on Ridge Avenue above retail/service stores (14.95%)
- Fix the parking meters, they are always broken (13.26%)
- Boost the commercial corridor's online presence through Facebook, Twitter, Pinterest, and Instagram (7.67%)

It is interesting to note here that fixing parking meters was low on the scale of “critical” issues for the RDC to address. This matter came up frequently in the write in comments in Questions 4

and 25. These results were mirrored when analyzed as least “critical” to the community; with the exception of assemble parcels for redevelopment opportunities, of which only 20.19% of voters thought were critical.”

#### **Question 4. Is there something else that the Roxborough Development Corporation should be doing?**

Two hundred and sixty two (262) people (40% of all survey responders) provided a write in answer to this question. The write-in comments largely mirrored the priorities indicated above, including: cleaning up the Ridge and making it feel safer to residents and visitors, fixing the problem of nuisance bars, and generally sprucing up the appearance of the Avenue. Our comments below are organized by topic, with the highest number of comments listed first.

##### *Parking issues*

More than 50 respondents identified parking and street maintenance issues as major improvements they would like to see. Respondents made comments in the write in questions like “fix the parking issue, it’s a nightmare and a parking ticket trap.” Another said “almost all of the above is dependent on ample, easy parking. This issue has to be resolved for people to come out more regularly to Ridge.”

##### *Clean Safe and Attractive*

There were close to 100 comments regarding a clean, safe and attractive corridor.

##### *Drug dealing and nuisance bars*

Thirteen people specifically mentioned concerns involving drug use on the Avenue, and an additional twelve expressed distaste for “nuisance bars,” often singling out Peck Miller’s as the culprit. Survey respondents said “I would like to add that the only bar I consider a nuisance is Peck Miller's because of the seedy appearance and crowd it draws in” and “I just want to stress the importance of eliminating nuisance bars and drug dealing.”

There were 16 comments about safety, either expressing they do not feel safe on the Avenue, wanting more police patrols or describing muggings or other crimes that neighbors have witnessed. Several people attributed the Ridge’s undesirability to these issues with comments like, “Ridge Ave is filthy around Ridge & Leverington, it's very seedy at night, I would wait for a bus & I did NOT feel safe for the 1st time in 27 yrs I've lived here, undesirable people & drug addicts walking around Ridge Ave at night, I know of several people who were also jumped at that corner of Ridge & Leverington waiting for a bus, the entire Ridge needs to be cleaned up.”

In their write in comments, 15 survey participants indicated a desire for a cleaner and more cohesive experience on the Ridge, both with the types of businesses, the look of the area, and the quality of the options. When writing about an improved business mix, respondents referred to wanting more upscale dining options, less fast food joints, and more diversity in retail establishments.

The shabby appearance of storefronts, and complaints about RDC planters, and planning/zoning/landmark matters also drew between eight and 16 comments each.

#### *Better business mix*

There were more than 120 requests for new and better businesses along Ridge Avenue, and the comments included both additional retail/dining options *and* the quality of the establishments. It is clear that survey respondents know what they want on the Avenue and what they do not. Twenty eight (28) people expressed frustration with the number of fast food restaurants on the corridor and another 30 specifically requested for no more pizza shops. Respondents indicated an interest in mid-range sit down restaurants or bars that appeal to 30 something crowds—the primary demographic responding to this survey.

Finally there were comments dealing with primarily residential issues (dealing with planning - and zoning, student use of housing, and residential trash pick-up) and comments that did not fall neatly into other categories.

All comments made by survey respondents are included, we did not eliminate any. The only changes we made were to correct obvious spelling errors. For a complete list of comments for Question 4, please see Appendix B.

### **Question 5. What times of the week are you on the commercial corridor? Check at least one answer, and any others that apply.**

The most common time for people to visit Ridge Avenue is Saturday during the day (63.38%), a typical time to run errands. The corridor is also fairly popular (51.58%) during business hours during the week (9-5, Monday to Friday) and also on Sunday during the day (48.31%). Unlike other commercial corridors that do not have businesses that are open on Sunday, Ridge Avenue shoppers use the corridor in Sunday because the three major grocery stores are open. Ridge Avenue seems to be busy every day during the day time also interesting is the fact that close to half of the survey respondents use the corridor on weekdays after 5pm (45.54%).

Finally, nearly 10% (7.23%) of respondents said that they don't shop on the Avenue at all, which is a high percentage based on surveys we have conducted for other commercial corridors in the region. This represents a missed opportunity.

**Question 6. Over the last month, about how many times have you gone to Ridge Avenue for these reasons? Check at least ONE answer, and any others that apply. One answer per row please.**

Nearly 75% (73.05%) of respondents indicated that they passed through the Ridge Avenue commercial corridor more than three times a week on their way to another destination. This is not uncommon for a commercial district that is situated along an arterial. As 82% of respondents identified as residents, this suggests that a large number of Roxborough residents commute elsewhere to work, thus driving along Ridge Avenue more than three days a week to access main transportation routes. Ridge Avenue itself serves as a major thoroughfare between Montgomery County and Philadelphia. Therefore, it is likely that an even larger number of people pass through the corridor more than three times a week. We understand the AADT (Average Annual Daily Traffic Count) daily traffic count along Ridge Avenue is 23,000 vehicles, a substantial number.

Apart from passing through, the most common reasons to visit the Avenue more than three times a week were to go grocery shopping (49.53%) and to run or walk for exercise along the corridor (19.78%). The next two most popular activities were to pick up take out from a restaurant on the Avenue (16.96%), or to go to a bank (16.69%).

Within a week, people were least likely to repeatedly (three times or more) spend time on Ridge Avenue; go to work at Roxborough Memorial Hospital (4.61%); visit another professional office, accountant, or real estate office (4.5%); go to work at one of the nonprofit organizations along Ridge Avenue (4.47%); or to go to work at the Fairmount Behavioral Health System (0.63%).

In total numbers, respondents used Ridge Avenue for the following reasons (in descending order):

• Passing through	592
• Go to one of the grocery stores	564
• Buy something at Stanley's Hardware	512
• Get take out from a restaurant on Ridge Avenue	475
• Go to a bank	382
• Run or walk for exercise along Ridge Avenue	333
• Sit down to eat at a restaurant or café	321
• Use Gorgas Park	317
• Visit a service business/office for medical, dental or eye appointment	291
• Visit a beauty salon, barber or other personal service provider	290
• Visit the library	224
• Visit a pub/tavern/bar	212
• Attend a special event along Ridge Avenue	151



- Visit other professional office, accountant or real estate office 132
- Use Kendrick Recreation Center 119
- Go to church services 76
- Go to work at Roxborough Memorial Hospital 44
- Go to work at one of the nonprofit organizations along Ridge Avenue 43
- Go to work at Fairmount Behavioral Health System 11

Eighty seven (87) survey respondents provided write-in answers. Twenty (20) survey participants responded that they frequented Ridge Avenue various times throughout the week to get gas, often specifying the Wawa. Seventeen (17) noted that they go to the post office. An additional seventeen (17) survey respondents indicated that they got coffee on Ridge Avenue, either from Starbucks, Wawa, Café Roma or unspecified locations. Fourteen (14) people said they go to the gym, including: the YMCA, Planet Fitness, and the Kendrick Recreation Center.

**Question 7. How often do you visit the Roxborough Development Corporation’s website [www.roxborough.us](http://www.roxborough.us)? Check at least ONE answer, and any others that apply to you.**

While all 650 respondents answered this question, a staggering 71.23% of survey participants (463 people) wrote that they never visited the RDC website, suggesting that they were unaware of it. Only seven said that they visited the Roxborough Development Corporation’s website on a daily basis, eight (8) said they viewed it several times a week, and fourteen (14) weekly; indicating that the RDC website highly underutilized. The largest group of users visited the site monthly (25.85%, 168); suggesting that respondents perhaps visited the site when searching for information about a specific event or activity, rather than to keep abreast of RDC’S activities.

**Question 8. When you are planning to visit the Ridge Avenue Commercial Corridor, which of the following resources are most useful to you? Check at least ONE answer, and any others that apply to you.**

Despite the availability of numerous web sources for local information, over 60 percent (62.31%) of respondents said that they found word of mouth to be by far the most useful resource when visiting the Ridge Avenue commercial corridor. This is not uncommon in commercial corridors, and indicates that the RDC should be focusing on promotion and advertising that will positively influence chatter about the corridor. Note that the Philadelphia Inquirer, the city’s major newspaper, is not among the top rated places to get news about Roxborough.

At least 20% or more respondents also found the following resources helpful:

- Word of Mouth 62.31%

- Roxborough Review 37.85%
- Roxborough Patch 31.69%
- Banners 26.31%
- Posters in stores 26.15%

The least utilized resources were sought out by 20% or fewer respondents. Respondents generally do not look here for news about the corridor.

- A-frame signs or other signage on Ridge Avenue 17.38%
- Roxborough Development Corporation web site 10.15%
- Northwest Philadelphia Newsworks 10.00%
- Philly Speaks 8.62%
- Roxborough Resource Guide 3.23%
- Roxborough Development Corporation Twitter feed 2.92%

Sadly both the RDC website and Twitterfeed do not appear on this list. We have already discussed that the RDC web site needs wholesale change. The Twitter feed is new (created in 2015), and deserves more time to develop.

Ninety eight (98) people provided write-in responses for this question, which is a very high number of comments. This is not surprising given the young demographic of the current Ridge Avenue shopper, respondents identified Facebook (29), Yelp (8), and online search engines like Google (7), as well as emails (4), as their preferred resource when planning a visit to the Avenue. Several people wrote to express their amazement at the number of available resources saying, "I didn't realize there were so many options. Now I do." Another comment was "I wasn't even aware of all these resources!" Finally, "Rox Patch is fairly useless. Happy to learn other web options exist. Concerning that I'm first hearing of them after living here four years."

Approximately 15 people said that they didn't use any of the above resources for their information; some provided no further information, while others said they saw advertisements while passing through or at a doctor's office.

**Question 9. Please note how strongly you agree or disagree with the following statements. Please rate EVERY statement listed below, one answer per row please.**

When analyzing this question exclusively along the "Strongly Agree" column, the responses to garnered a relatively flat distribution, with most people (in this case, still less than 50% of respondents) who strongly agreed with the need for more variety of restaurants (44.84%), that there are not enough retail shops that they patronize on the Avenue (42.95%), and that there is a dearth of restaurants that they enjoy there (41.22%). We suspect that people are simply not enthusiastic about current retail and restaurant offerings on the Avenue.

Respondents do not want to worry about getting a parking ticket while visiting the Avenue (38.62%) An anchor store like a Trader Joe's or a Walgreens would be a good addition to the corridor (36.72%). A third of community members opined that they had to leave Ridge Avenue to find restaurants that they liked (31.97%).

When combining the Strongly Agree column with the Somewhat Agree column, a more statistically significant picture takes shape. Over 60% (62.15%) of respondents said that they eschew Ridge Avenue for Main Street Manayunk when shopping or dining, because they cannot find what they want on the Ridge Avenue corridor. They feel that there are not enough retail shops that they patronize ( 85.11%) as well as restaurants that they enjoy on Ridge Avenue (85.94%) and, as a result, indicated that they felt compelled to leave the Avenue in order to find a desirable place to eat (69.61%). Over 60% (61.56%) felt that Ridge Avenue could benefit from an anchor store such as Trader Joe's or an urban sized Target, Staples or Walgreens.

Over 50% thought more directional signage to parking lots would be helpful (59.06%), especially in light of their perception that Ridge Avenue is too congested (56.59%) and that many people prefer to park in a parking lot (51.42%).

Despite the persistent complaints of perceived drug abuse and use in the area, more than 60% (60.19%) of respondents said that they feel safe in the Ridge Avenue commercial corridor. Nearly 60% of people believed that the RDC should work more closely with the civic associations (58.59%).

Interestingly enough, over 50% of community members said that they wanted to see more special events in the commercial corridor, seeming to lend credence to the theory that the lack of participation in Ridge Avenue events is largely due to lack of awareness of them, rather than lack of interest.

People most strongly disagreed with the statements "we need more national chain restaurants" (21.88%), "the commercial corridor has a good selection of restaurants that I patronize" (17.73%), and "Ridge Avenue storefronts are well maintained"(16.09%). These statements changed slightly when the Disagree and Strongly Disagree columns were combined; with the addition of "Ridge Avenue storefronts are well maintained" (55.78%) and "I think the commercial corridor is clean" (47.42%) as top concerns. This suggests that there is room for improvement in the appearance and cleanliness of the Ridge Avenue commercial corridor.

### **Question 10. During a typical visit to the Ridge Avenue Commercial Corridor, how much do you spend on eating and drinking during one visit?**

Consumers spent money on eating and drinking within a variety of ranges, though a higher number reported spending on the lower end of the spectrum:

<u>Range</u>	<u>%</u>	<u>Respondents</u>
\$20.00 to \$29.99	23.38%	152
\$10.00 to \$19.99	17.85%	116
\$30.00 to \$39.99	13.23%	86
\$50.00 to \$59.00	8.15%	53
\$0.00 to \$5.00	7.54%	49
\$40.00 to \$49.00	6.92%	45
\$5.01 to \$9.99	4.92%	32
\$60.00 to \$69.00	4.00%	26
\$70.00 to \$79.99	2.15%	14
\$90.00 to \$100.00	1.08%	7
\$80.00 to \$89.99	0.77%	5
More	0.15%	1

The amount spent on eating and drinking in the corridor is low at \$20 to \$30 dollars. This does not represent a dinner for two at an upscale establishment. Less than 10% indicated that they spent more than \$50.00 during any one visit; and based on earlier write-in comments, it may be safe to assume that those that did may have been doing so when visiting the grocery store.

There is clearly a dearth of higher end establishments such as fine dining restaurants on Ridge Avenue now where one could spend in excess of \$50.00 for a meal. Only one person reported spending more than \$100.00 during a typical trip to Ridge Avenue and less than 15 spent between \$80.00 and \$100.00. Nearly 10% (7.08%) of respondents did not recall their spending habits, while 18 (2.77%) preferred not to answer.

### **Question 11. During a typical visit to the commercial corridor, how much do you spend at retail shops during one visit?**

The distribution of the consumer spending habits below were fairly consistent with the responses provided to the question above regarding spending on eating and drinking; with one notable exception, nearly 20% (16.31, 106) of respondents said that they did not recall their retail spending habits.

<u>Range</u>	<u>%</u>	<u>Respondents</u>
\$20.00 to \$29.99	16.92%	110
\$10.00 to \$19.00	14.77%	96
\$0.00 to \$5.00	13.69%	89
\$30.00 to \$39.99	9.85%	64
\$5.01 to \$9.99	5.85%	38

\$50.00 to \$59.00	5.54%	36
\$40.00 to \$49.00	4.92%	32
\$60.00 to \$69.00	3.23%	21
\$90.00 to \$100.00	2.31%	15
More	1.08%	7
\$70.00 to \$79.99	0.92%	6
\$80.00 to \$89.99	0.77%	5

The bulk of consumer spending occurred between the \$0 to \$40 ranges, with 25 people preferring not to answer.

Similar to dining out, shoppers are making very modest sized purchases at Ridge Avenue shops. This may be because there are low price stores along Ridge, or they are making most of their high end purchases at other commercial corridors, shopping malls, and strip shopping centers.

**Question 12. We want to know what types of businesses would make you want to shop along the Ridge Avenue Commercial Corridor more often. Please name two kinds of restaurants or eateries you would like to see on Ridge Avenue? Please supply your answer in words.**

542 people responded to this open-ended question. Some participants did provide more specific suggestions, however, as illustrated by the 32 people who named Trader Joe's as their first choice and another eight (8) who named Trader Joe's as their second choice.

Across both columns, Wendy's and Panera were also named by a total of 27, and 26 people respectively.

Many people said they wanted to see qualitative changes to the business choices made for Ridge Avenue, saying things like "mid-priced restaurants; no more pizza parlors, hoagie shops," and "upscale BYOs sit down table service," and "BYOB - good for date night NOT PIZZA/HOAGIE;" indicating that if available, people would be willing to spend more money on higher quality dining experiences.

Among the first choice write-ins, the most sought after businesses were BYOBs, Italian restaurants, brewery/brew pubs, and Trader Joe's. Nearly 5% of respondents (4.6%) said they wanted to see more family friendly establishments and restaurants on Ridge Avenue, as well as, a nicer bar (4%) and a gastro pub (3.87%). These selections were echoed as top priorities in the second choice column as well, save for the demotion of an Italian restaurant by a Mexican establishment and less of an interest in Trader Joes. This data suggests that exploring zoning for

BYOB restaurants, as well as, recruiting businesses that fit the above preference profile should be a priority for business recruitment.

We categorized any type or specific business if there were more than five mentions in the survey write-ins. We sorted all responses and grouped common responses across both columns together. Any response with more than five answers is included here. We list preferences in order of interest:

• BYOB restaurant	60
• Italian restaurant	55
• Brewery/brew pub	54
• Bar	47
• Trader Joes	40
• Mexican restaurant	35
• Family friendly establishments	33
• Café	31
• Gastro pub	31
• Indian restaurant	31
• Coffee shop (ideally independent)	30
• Upscale dining options	27
• Wendy's	27
• Healthy options, resto/grocery	26
• Panera	26
• Vegetarian	25
• Steakhouse (Outback mentioned)	24
• Seafood restaurant (Red Lobster mentioned)	24
• American food (Ruby Tuesday mentioned)	21
• Sushi restaurant	20
• Bakery	18
• Burger joint	18
• Farmers market	14
• Mid range/priced restaurants	14
• Olive garden	14
• Asian restaurants	13
• Whole foods	13
• Fast food joints	12
• Fried chicken restaurant (Chick Fil A)	11
• Chipotle	11
• Mediterranean restaurant	11
• Sit-down restaurant	11
• Breakfast oriented restaurant	9
• Vietnamese/Pho restaurant	9
• Wine bar	7

- Apple Bees

6

Please note that of these 36 categories, “name brand” chains account for only a third (11) of all responses, indicating that Mom and Pop type of restaurants are appealing to current shoppers.

It is interesting to note that Italian Restaurant is the second highest rated restaurant that people want to see. We understand there are now more than half a dozen pizza places on the Ridge. There is a clear interest in Italian food, and perhaps one or more could add broader options to their menu, spruce up their store and improve customer service in order to drive more sales. To see a complete breakdown between first and second choices, please refer to Appendix C.

### **Question 13. What kind of new retail stores would you most like to see along Ridge Avenue? Please supply your answer in words**

Four hundred and twenty (420) people responded to this open-ended question. With nearly 25% (24.3%, 102) of the write-in comments, Trader Joe’s was by far and away the most highly requested choice for any new store on Ridge Avenue. This was followed by 63 general requests for clothing stores, 37 requests for Target, and 26 for a book store. Several people specifically mentioned Barnes and Noble, while others wished to see an independent or used book store come to the corridor. These selections were echoed as top priorities in the second choice column as well, with the addition of shoe stores capturing nearly 6% of the write-in comments.

Overall, 25% of respondents indicated an general interest in clothing retail options; including 11.7% desiring shoe stores, 6.7% children’s clothing stores, 6% women’s clothing, and 5% men’s. This suggests that a store like Target (14%) that caters to a variety of genders and age ranges may be an asset to the area.

Shoppers were also interested in seeing a card or gift shop (10%) on the Avenue, identifying a Hallmark card store or a Michael’s as potential options. In addition to a Trader Joes, 6% of community members were also excited by the idea of frequenting a coop grocery store or a Whole Foods (5.5%). Survey responders also thought that a sporting goods store (5.2%) and a Walmart (4.5%) would be good additions to the commercial corridor.

We categorized any type or specific business if there were more than five mentions in the survey write-ins. We sorted all responses and grouped common responses across both columns together. Any response with more than five answers is included here in order of most to least:

- |                                   |     |
|-----------------------------------|-----|
| • Trader Joe’s                    | 123 |
| • Clothing stores (not specified) | 107 |
| • Bookstore                       | 63  |

• Target	59
• Shoe Store	49
• Card/Gift Store (Hallmark, Michaels mentioned)	42
• Home goods (Marshalls, TJ Maxx mentioned)	32
• Children's clothing store	28
• Food coop	25
• Women's clothing store	25
• Whole Foods	23
• Sporting goods/outdoor	22
• Men's clothing store	21
• Walmart	19
• Arts and Crafts store	18
• Old Navy	18
• Healthy food options	17
• Garden/Nursery/Hardware store	14
• Music/record store	14
• Consignment/discount clothing	13
• Farmers market	13
• Bakery	11
• Electronics/computer store	10
• Gap	10
• Kids	8
• Pet store	6
• Office supply store	5

Of the 28 different kinds of retail stores most requested by current shoppers above, only seven (7) are “name brand” retail operations, indicating that there is a role for Mom and Pop retail stores on Ridge Avenue.

To see a complete breakdown between first and second choices, please refer to Appendix C.

**Question 14. What kind of new arts, entertainment or leisure activities would you like to see on Ridge Avenue? Please supply your answer in words.**

Four hundred and twenty (420) people responded to this open-ended question. As consistent with previous questions, respondent's first choice for new entertainment options in the corridor was overwhelmingly a movie theatre with 30% (138) total respondents naming that specifically as their top choice for new entertainment options (combining first and second choices).



Ridge Avenue customers are also interested in live music (16.5%, 69) of all types in a variety of environments including outdoors, at late night dining establishments, and at concert/performance venues. Jazz was the most specified music type with 12 people writing it in.

Family friendly or children's/kids' activities were requested by less than 10% of survey respondents (8.4%, 35). This is consistent with other survey responses telling us the vast majority of current shoppers do not have children at home.

A smaller number of Ridge Avenue consumers were generally interested in arts related activities, such as galleries (4.3%, 18) and a theatre (5.3%, 22), as well as, late night coffee shops with readings or performances (3.8%, 18). We sorted all first and second choice responses and grouped common ones together. Any response with more than five answers is included here, organized by most requested to least requested entertainment options.

• Movie theater	128
• Live music	39
• Family/kid friendly activities	35
• Concerts/venue	30
• Art Gallery	25
• Theatre playhouse	22
• Coffee house	16
• Bowling alley	15
• Bookstore	14
• Yoga	13
• Exercise	12
• Jazz club	12
• Outdoor events	12
• Late night coffee shop w/events	11
• Painting classes	11
• Food trucks/night market	10
• Arcade	9
• Beer garden	9
• Plays	9
• Arts festival	6
• Bike lane/club	6
• Comedy theatre	6
• Flea Market	6
• Performing art center	6

No "name brand" entertainment option was mentioned in this list.

To see a complete breakdown between first and second choices, please refer to Appendix C.

**Question 15. Would you visit Ridge Avenue more often if it offered more of the following retail stores, merchandise or service businesses? Check at least ONE answer, and any others that appeal to you.**

Responses to this question were consistent with the themes and suggestions provided elsewhere in the survey.

The most sought after additions to the Ridge Avenue commercial corridor were a movie theater (68.35%), a home goods store (67.94%) a book store (67.94%), music venue, club, theater (64.53%) and a plants, nursery, garden supply store (61.49%). Other desirable offerings were a performing arts center (54.33%), an arts and crafts store (53.81%), and a museum or historic site (50.08%).

When looking at the “maybe” column in relation to the “yes” column, it appeared that respondents were most open to the possibility of tech, luggage, and fine arts related additions to the Avenue. While no option reached higher than 37% popularity, people considered a computer store, a handbags, leather goods, luggage store, and a fine original artworks gallery businesses as potentially attractive.

Current shoppers were not interested in the following businesses on the Avenue: bridal/formal wear store for women (69.28% NO), an additional hair/nail salon (67.60%NO), or a dollar store (63.55% NO). Respondents were also uninterested in a Pharmacy/Drug store (49.96%NO), a children’s clothing store (43.09%NO) or a space for children’s activities for birthday parties (42.60% NO).

**Question 16. Would you visit the Ridge Avenue Commercial Corridor if it offered more of the following food or dining options? Check at least ONE answer, and any others that appeal to you.**

Eighty percent (80.61%) of all respondents said that they would be interested in frequenting a mid-price sit down restaurant, followed by a full service sit down restaurant (79.65%) and a BYOB restaurant that captured 73.45% of responses. Given the income brackets reported by survey participants, this suggests that the lack of money spent on the Avenue is largely as a result of the lack of opportunity to do so.

It seems likely that given the option to spend more money at a higher quality dining establishment, current shoppers would and could afford to. The following five dining options also garnered more than 50% interest from respondents: They are listed in order of interest:

- Coffee Shop 60.64%
- Bar/Pub/Tavern/Brew Pub 60.00%

- Café open late night 58.00%
- Diner open late night 57.35%
- Fine dining (white tablecloth restaurant) 50.40%

The two least desirable dining options still garnered a fair amount of the vote. 41.55% of respondents said they'd like to see a Vegetarian/Vegan restaurant and 33.11% liked the idea of a limited service take out restaurant.

**Question 17. Which one of the following is the main reason you do not visit the Ridge Avenue Commercial Corridor more often? Please pick at least ONE statement, and any others that apply to you.**

Nearly two thirds of consumers (74.00%) said they do not visit the Ridge Avenue commercial corridor more frequently because it fails to provide enough stores or shops that interest them. This response was not surprising based on previous answers.

An additional 60% felt similarly about the availability and draw of eating and drinking places on the Avenue. There are few restaurants or drinking places they wish to patronize.

More than half indicated (57.45%) that the shops that are there do not have the selection of good or merchandise that they are looking for.

Half (49.85%) note that the shops that are there have poor quality merchandise and provide poor service. Between these three categories, a significant amount of all current shoppers and diners are dissatisfied with the commercial corridor's current offerings and want different shops and more diverse dining opportunities.

As was noted in a majority of the comments, close to 40% of people (36.15%) need to go elsewhere to meet their shopping and dining needs. This represents a lost opportunity for Roxborough and the RDC to capture and retain these dollars in the community. People also complained that the Avenue lacked an anchor or destination store (33.08%) and that the existing storefronts are not well maintained (31.08%).

A small number of respondents said that one of the reasons they do not frequent the commercial corridor more often is that the area's parking lots are full when they come to visit (6.15%). This suggests that if the parking problem was resolved, additional shoppers might be more likely to visit Ridge Avenue. Respondents were least impacted by the distance to Ridge Avenue from where they lived (2.15%) or the number of special events held there (1.08%).

The write-in answers reflected the survey results, with comments on the lack of desirable stores, concerns over the presence of drug users ("the people walking around looking like they are on

drugs or drunk," "riff raff also present on ridge," and " drug addicts, prostitutes & homeless everywhere," and the general appearance and upkeep of the corridor. Several people complained of infrastructure deficits, saying things like "#1 reason = pot holes," "fix the METERS, they are always BROKE & I wind up with a ticket 7 out of 10 times I visit Ridge Ave," "roads look like they have been hit by mortar fire," "road surface condition is so poor I have damaged my vehicle. I currently avoid the area until it is fixed," and "there is no ambiance -- sidewalks need repair."

Interestingly, three people also specifically mentioned wanting to avoid "Roxborough High students and their behavior on their walk down Ridge describing them as "crowds of unruly high school students" and "rude intimidating high school kids."

## DEMOGRAPHIC QUESTIONS

### **Question 18. Do you work or live in Roxborough? Check at least ONE answer and any other that apply.**

Close to eighty five percent of survey respondents (549 people) said that they lived in Roxborough; only 107 (16.46%), however, work in the neighborhood. This corroborates an earlier theory that many residents of Roxborough commute elsewhere to work. One hundred and seven (107) specified that they worked in Philadelphia (20.15%) and 64 of them also live there (9.85%). Sixty six (66) survey respondents (10.15%) reported that they worked somewhere else while an almost equal number said they were retired or do not work (9.23%, 60). It is unclear whether those who responded this way identified as unemployed, were too young to work, or were indeed retired. Fifty one (51) participants (7.85%) live in Northwest Philadelphia/suburbs and 41 respondents (6.31%) said they worked there. Less than 5% of respondents (3.23%, 21) said they lived elsewhere and 5 people chose not to answer the question (0.77%).

The next question also corroborates that the Ridge Avenue shopper is locally based.

### **Question 19. What is your home zip code? Please supply your answer as a number**

Six hundred forty one (641) people provided their zip codes. Close to eighty five percent of survey respondents (549 people) said that they lived in Roxborough zip code 19128 (Roxborough). Six percent (6.2%) reside in 19127 (Manayunk) and nearly two (1.9%) live in 19129 (East Falls).

The remainder of zip codes provided amounted to less than 1% of total responses, respectively, indicating that survey responders overwhelmingly hail from neighborhoods on or surrounding the Ridge Avenue commercial corridor. The RDC should market to their neighborhood.

This is significant, in that consumer dissatisfaction indicates that shoppers are forced to dine and shop elsewhere, rather than capturing their dollars on the Avenue itself. This may, however, also be a function of the area's proximity to other desirable commercial corridors such as Main Street Manayunk. It also suggests, though this may be a function of advertising reach on the part of the RDC that few people are travelling to shop and dine on Ridge Avenue from surrounding areas.

Zip Code	Responses	Percentage
19128	537	83.8%
19127	40	6.2%
19129	12	1.9%
19144	5	0.8%
19462	4	0.6%
19119	3	0.5%
19444	2	0.3%
19147	2	0.3%
19026	2	0.3%
45840	1	0.2%
38111	1	0.2%
34652	1	0.2%
19807	1	0.2%
19454	1	0.2%
19446	1	0.2%

19422	1	0.2%
19406	1	0.2%
19403	1	0.2%
19401	1	0.2%
19149	1	0.2%
19148	1	0.2%
19146	1	0.2%
19138	1	0.2%
19135	1	0.2%
19134	1	0.2%
19118	1	0.2%
19111	1	0.2%
19106	1	0.2%
19103	1	0.2%
19087	1	0.2%
19082	1	0.2%
19038	1	0.2%
19025	1	0.2%
19014	1	0.2%
19008	1	0.2%
19004	1	0.2%
19002	1	0.2%
19001	1	0.2%

18976	1	0.2%
18974	1	0.2%
10709	1	0.2%
8901	1	0.2%
6525	1	0.2%

### Question 20. What is your gender?

identified their gender as “other” and 6 declined to answer. Two thirds of current shoppers on Ridge Avenue are women.

The 2010 US Census information for the Roxborough zip code 19128 indicates that 35,239 people lived in this zip code.<sup>1</sup> Slightly more than half of the people living in this zip code were women (52%) and 48% were men<sup>2</sup>. This is a similar split in Philadelphia as a whole, where demographics are more evenly split between male and female.

Given the preponderance of female survey participants, RDC may want to actively seek out the opinions of male respondents to capture their shopping habits and dining preferences. To capture the current shopper, then marketing, advertising, and promotional activities should be tailored towards a female audience.

### Question 21. Which category below includes your age?

All of the survey respondents offered their age in response to this question. The key numbers are as follows:

- 29.23% 30 – 39
- 15.85% 40 – 49
- 17.69% 50 – 59
- 15.38% 60 – 69.

<sup>1</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<sup>2</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

The 2010 demographics of 19128 in the 2010 US Census information shown below in a chart.

There are twice as many 30 to 39 year old survey respondents than there are local residents of that age. According to the census materials below, we would expect that 14.9% of the 30 to 39 year old population would be shopping on Ridge Avenue. However, area shoppers in the 30 to 39 year old range are 29.23% of the total survey response.

For 40 to 49 year olds, we have slightly more shoppers of that age range (15.85%) than live in the zip code are similar to those living in the neighborhood at 11.4%.

For 50 to 59 year olds, we have slightly more shoppers in that age range (17.89%) than live in the zip code, at 12.8%

Finally for those 60 to 69 year olds, we again have close to double the number of shoppers in that age range (15.38%) than live in the zip code at 9.0%.

Number	Percent	
<b>SEX AND AGE</b>		
<b>Total population</b>	35,239	100.0
<b>Under 5 years</b>	1,606	4.6
<b>5 to 9 years</b>	1,238	3.5
<b>10 to 14 years</b>	1,280	3.6
<b>15 to 19 years</b>	1,434	4.1
<b>20 to 24 years</b>	3,878	11.0
<b>25 to 29 years</b>	5,332	15.1
<b>30 to 34 years</b>	3,219	9.1
<b>35 to 39 years</b>	2,033	5.8
<b>40 to 44 years</b>	1,914	5.4
<b>45 to 49 years</b>	2,111	6.0
<b>50 to 54 years</b>	2,303	6.5
<b>55 to 59 years</b>	2,231	6.3
<b>60 to 64 years</b>	1,854	5.3
<b>65 to 69 years</b>	1,303	3.7
<b>70 to 74 years</b>	931	2.6
<b>75 to 79 years</b>	871	2.5
<b>80 to 84 years</b>	802	2.3
<b>85 years and over</b>	899	2.6
<b>Median age (years)</b>	34.2	( X )
<b>16 years and over</b>	30,836	87.5
<b>18 years and over</b>	30,219	85.8
<b>21 years and over</b>	29,364	83.3
<b>62 years and over</b>	5,889	16.7
<b>65 years and over</b>	4,806	13.

Of the 650 survey respondents, there are four distinct age groups that shop on Ridge Avenue. These four groups span traditional generational cohorts as discussed in the section above about the Ridge Avenue shopper today.



Just 10% of all survey respondents were young adults (21-29, 11.08%) and older adults (70 or older, 6.62%) were perhaps undercounted in the survey because it was primarily implemented online. There was a considerable effort to reach out by RDC staff to get printed surveys from an older demographic.

Given this, young people such as 18- 20 year olds and children 17 or younger were greatly underrepresented, with 5 responses recorded from the former group and only one response from the latter, while 3% of respondents preferred not to answer. With such a small sample of responses from these age ranges, it is difficult to determine whether the survey conclusions reflect the opinions of the area's youngest residents.

## Question 22. How many people currently live in your household?

Close to 40% (38.15%) of survey respondents live in two person households. 20% live in three-person and 18% live in four-person households. This might suggest family units or singles living in group situations. Nearly 8% of respondents live in household units with five or more member. Below please find the household statistics from the RDC survey:

<u>People</u>	<u>%</u>	<u>Responses</u>
1	13.69%	89
2	38.15%	248
3	20.00%	130
4	18.00%	117
5	5.85%	38
More than five	1.69%	11
Prefer not to answer	2.62%	17
Total		650

According to the 2010 US Census for 19128, two person households –husband wife family only were 35.3%<sup>3</sup> This is very similar to the survey results. The 2010 19129 Census also indicates that 12% of the 19128 population consists of nonrelatives in households.<sup>4</sup> This may indicate that there were adults with roommates living in the area.

HOUSEHOLDS BY TYPE		
Total households	16,169	100.0
Family households (families) [7]	7,787	48.2
With own children under 18 years	2,713	16.8
Husband-wife family	5,703	35.3
With own children under 18 years	1,994	12.3
Male householder, no wife present	607	3.8
With own children under 18 years	199	1.2

<sup>3</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<sup>4</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<b>Female householder, no husband present</b>	1,477	9.1
<b>With own children under 18 years</b>	520	3.2
<b>Nonfamily households [7]</b>	8,382	51.8
<b>Householder living alone</b>	5,690	35.2
<b>Male</b>	2,298	14.2
<b>65 years and over</b>	439	2.7
<b>Female</b>	3,392	21.0
<b>65 years and over</b>	1,238	7.7
<b>Households with individuals under 18 years</b>	3,059	18.9
<b>Households with individuals 65 years and over</b>	3,624	22.4
<b>Average household size</b>	2.16	( X )
<b>Average family size [7]</b>	2.86	( X )

### Question 23. What is your approximate average yearly household income?

Approximately a quarter of respondents preferred not to answer this question. Because such a large number refused to give this information, we have little confidence that these survey responses can be used to understand the income levels of the area.

Survey respondents primarily came from middle and upper-middle class households.

Below please find the income statistics from the RDC survey:

<u>Range</u>	<u>%</u>	<u>Respondents</u>
0-\$24,999	3.54%	23
\$25,000-\$49,999	8.77%	57
\$50,000-\$74,999	15.08%	98
\$75,000-\$99,999	15.08%	98
\$100,000-\$124,999	15.08%	98
\$125,000-\$149,999	9.38%	61
\$150,000-\$174,000	5.85%	38
\$175,000-\$249,999	5.54%	36
Above \$250,000	1.54%	10
Prefer not to answer	20.15%	131
Total		650

The 2013 update information from the US Census for 19128 is as follows.

<b>NCOME AND BENEFITS (IN 2013 INFLATION-ADJUSTED DOLLARS)</b>				
<b>Total households</b>	15,297	+/-381	15,297	(X)
<b>Less than \$10,000</b>	961	+/-200	6.3%	+/-1.3
<b>\$10,000 to \$14,999</b>	523	+/-165	3.4%	+/-1.1
<b>\$15,000 to \$24,999</b>	1,306	+/-261	8.5%	+/-1.6

\$25,000 to \$34,999	1,257	+/-265	8.2%	+/-1.7
\$35,000 to \$49,999	2,017	+/-290	13.2%	+/-1.9
<b>\$50,000 to \$74,999</b>	<b>3,139</b>	<b>+/-313</b>	<b>20.5%</b>	<b>+/-1.9</b>
\$75,000 to \$99,999	2,060	+/-263	13.5%	+/-1.8
<b>\$100,000 to \$149,999</b>	<b>2,387</b>	<b>+/-301</b>	<b>15.6%</b>	<b>+/-1.9</b>
\$150,000 to \$199,999	1,015	+/-203	6.6%	+/-1.3
\$200,000 or more	632	+/-142	4.1%	+/-0.9
Median household income (dollars)	62,052	+/-3,969	(X)	(X)
Mean household income (dollars)	77,632	+/-3,763	(X)	(X)

There are fewer Roxborough shoppers in the 50K to 75K income range (15%) than would be expected from the area population which is 20% in that income range. <sup>5</sup>

Both shoppers and zip code residents in the 75K to 100K income range, are similar at 15% for shoppers, and 13.5% in this income range of residents. <sup>6</sup>

There are higher income (\$100,000-\$150,000) shoppers than residents in 19128. Shoppers in the \$100,000 to \$150,000 income range are 24.5% of the total. Residents of that income group in the zip code are only 15.6% in this income group.<sup>7</sup> There is an almost ten percentage point increase of higher income residents shopping on Ridge Avenue here than compared to the 2011 Census. This difference may suggest that the district is attracting higher income people from outside the zip code. This might make sense because there are three large grocery stores which act as a regional draw.

Again, because 20% of the survey respondents preferred not to answer this question we suggest that the RDC not rely on these statistics for marketing purposes.

## Question 24. How many children age 17 or younger live in your household?

Over 60% of respondents indicated that they did not have teenagers or children under 17 living at home. Assuming that the demographics of the survey participants are reflective of the area's demographics, this suggests that programming and advertising for young children and teenagers may not be as relevant for the Ridge Avenue Commercial Corridor.

Below please find the responses from the RDC survey:

<u>People</u>	<u>%</u>	<u>Responses</u>
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<sup>5</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<sup>6</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<sup>7</sup> <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

None	63.69%	414
One	15.85%	103
Two	12.62%	82
Three	4.15%	27
More	.31%	2
Prefer not to answer	3.38%	22
<b>Total</b>		<b>650</b>

The 2010 US Census information does not ask this question so there is no comparison available.

### **Question 25. Please share any further comments about Roxborough Development Corporation, this survey or any other thoughts about the Ridge Avenue commercial corridor.**

Almost 40% of all respondents (36.7%, 239) shared further comments in this section.

There were 54 highly positive comments about the RDC and the survey itself. Please review all of them in the Appendix D.

There were 18 complaints or other comments about the RDC including several regarding the need for more consistent communication. For example, "The only information I receive about Rox comes from a very occasional email from RDC. By contrast, EFCC sends excellent and regular email blasts about East Falls events, issues, and notices." We assume that the addition of communication staff at the RDC this year will remedy many of these complaints.

Survey respondents thought there is a need to keep the Ridge clean, as there were fifteen comments related to cleanliness of the Avenue.

There were more comments here about perceptions about safety rather than real crime examples as there were in Question 4. Here there were 14 comments about safety about drug related issues, far fewer comments, and seven (7) about nuisance bars than we saw in Question 4 responses above. Finally there were 15 comments about safety in general.

There were a large number, sixty two (62) comments, about general attractiveness of the streetscape, storefronts, and general appearance. On the whole these comments were negative. There were sixteen (16) comments about parking, way finding, and traffic--most of which were negative.

By far the largest number of comments involved businesses that people wanted to see on the avenue, including over 120 comments. The Foodery was mentioned most often as a high quality new addition to the Ridge Avenue shopping scene. There were requests for brand name

as well as Mom and Pop type stores. Again Trader Joes was mentioned often as a business that many would like to see recruited to the area.

Comments here were similar to Question 4 remarks about poor business quality, business mix and customer service. Here there were 64 comments about the poor quality stores. One person put it this way: "Main reasons I don't shop in Rox: 1. Parking always seems like a hot mess; if there are public lots, I don't know where they are; 2. I don't know what shops are there; 3. Most of the shops I know about don't interest me."

Despite the commercial districts challenges, people generally expressed genuine love and concern for the Roxborough neighborhood and hoped for real change. Many shared a desire to frequent Ridge Avenue, and said they would do so over other areas so if the Ridge offered better retail and dining options. Area residents are going elsewhere to shop and dine, and they made it clear that they would prefer to stay in the neighborhood if there were better shops and restaurants.

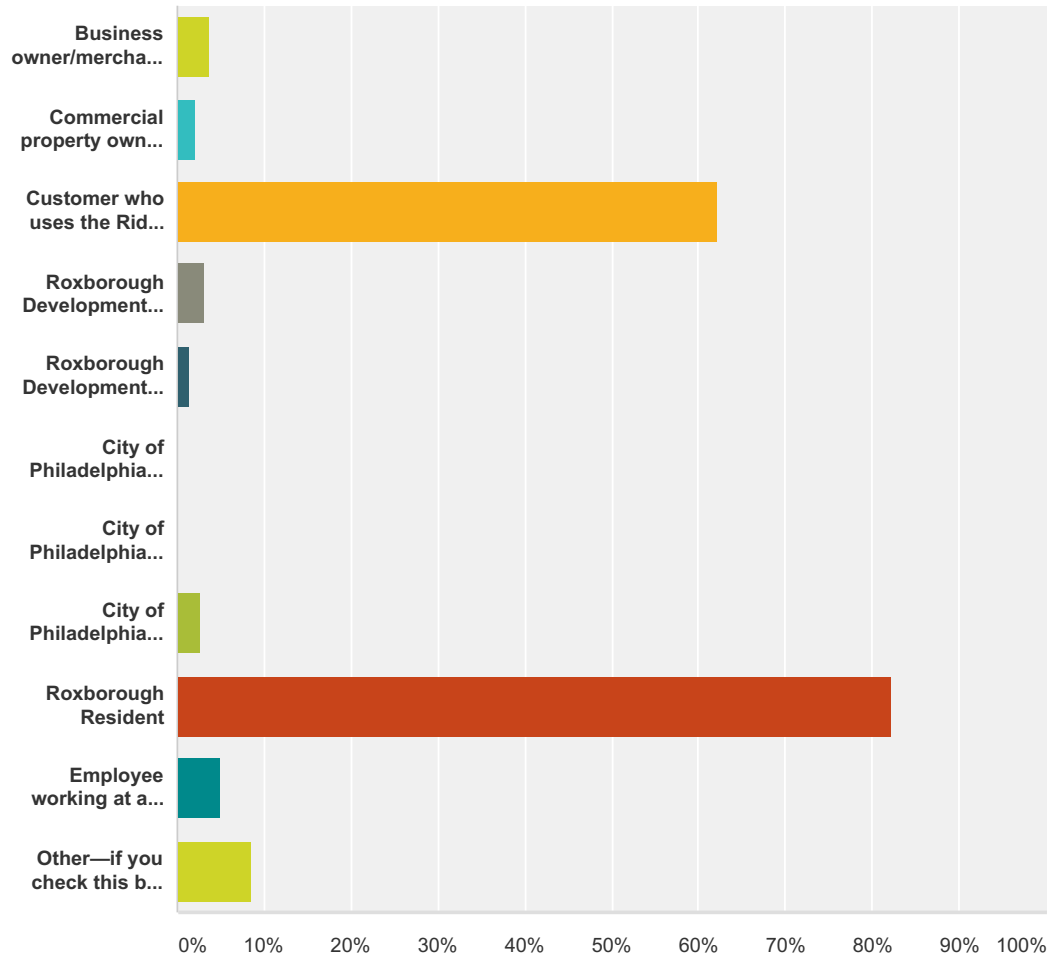
For a complete list of comments from Question 25, please see Appendix D.

## **Appendix A**

### **Survey Monkey Charts**

**Q1 We are seeking feedback from customers, business owners, commercial property owners, municipal employees and policymakers. Please check at least ONE answer, and any other that applies to you.**

Answered: 650 Skipped: 0



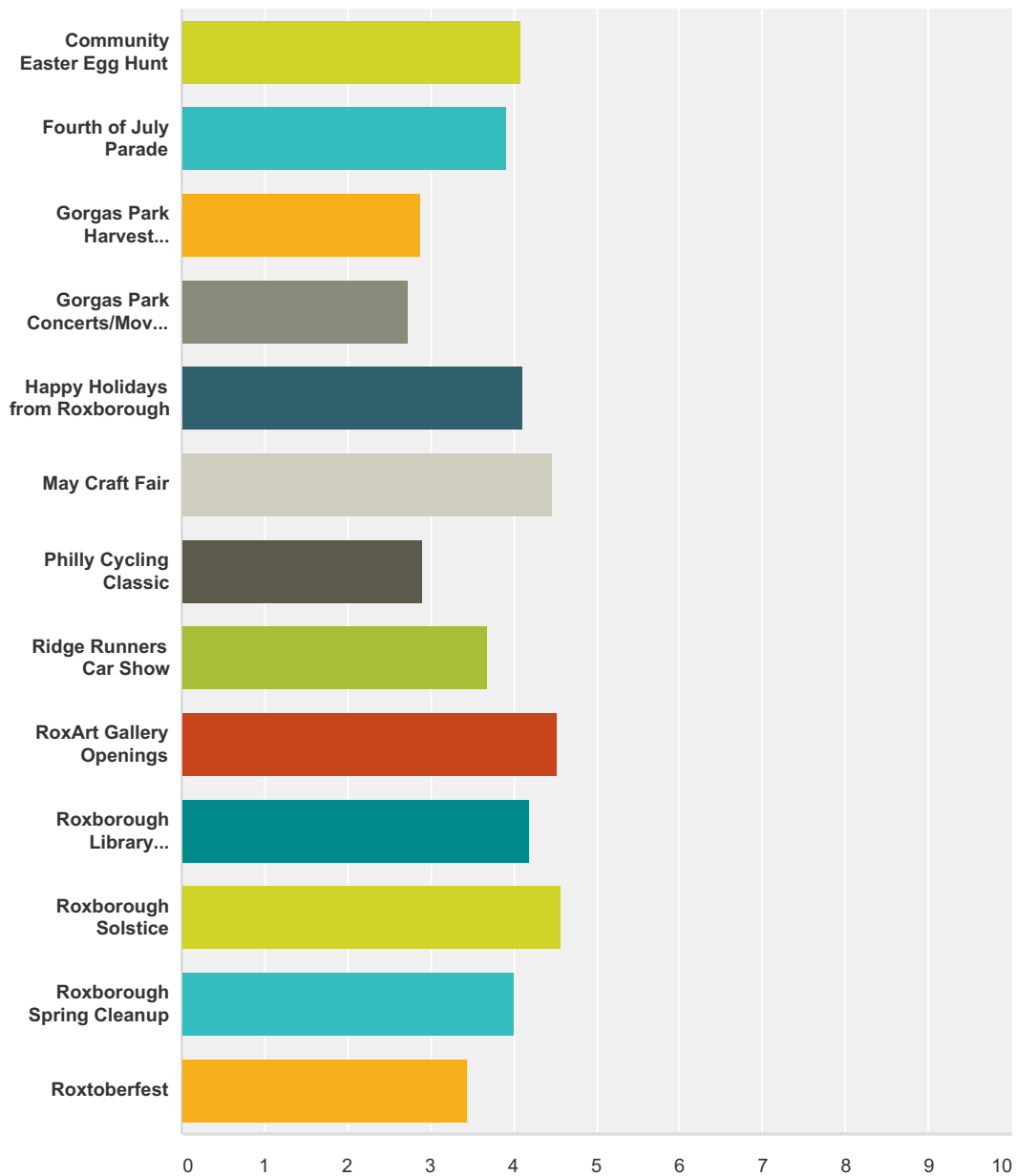
Answer Choices	Responses
Business owner/merchant on the Ridge Avenue Commercial Corridor	3.85% 25
Commercial property owner on the Ridge Avenue Commercial Corridor	2.00% 13
Customer who uses the Ridge Avenue Commercial Corridor	62.31% 405
Roxborough Development Corporation Volunteer	3.23% 21
Roxborough Development Corporation Board Member	1.38% 9
City of Philadelphia elected official	0.31% 2
City of Philadelphia appointed official (Boards and commissions)	0.15% 1

City of Philadelphia government employee	2.77%	18
Roxborough Resident	82.15%	534
Employee working at a business on Ridge Avenue	5.08%	33
Other—if you check this box you must provide a written answer	8.62%	56
<b>Total Respondents: 650</b>		



**Q2 Roxborough Development Corporation and others are working on projects in the community and considering other events and activities to improve the commercial corridor. Please rate EVERY event/activity listed below. One answer per row please**

Answered: 650 Skipped: 0

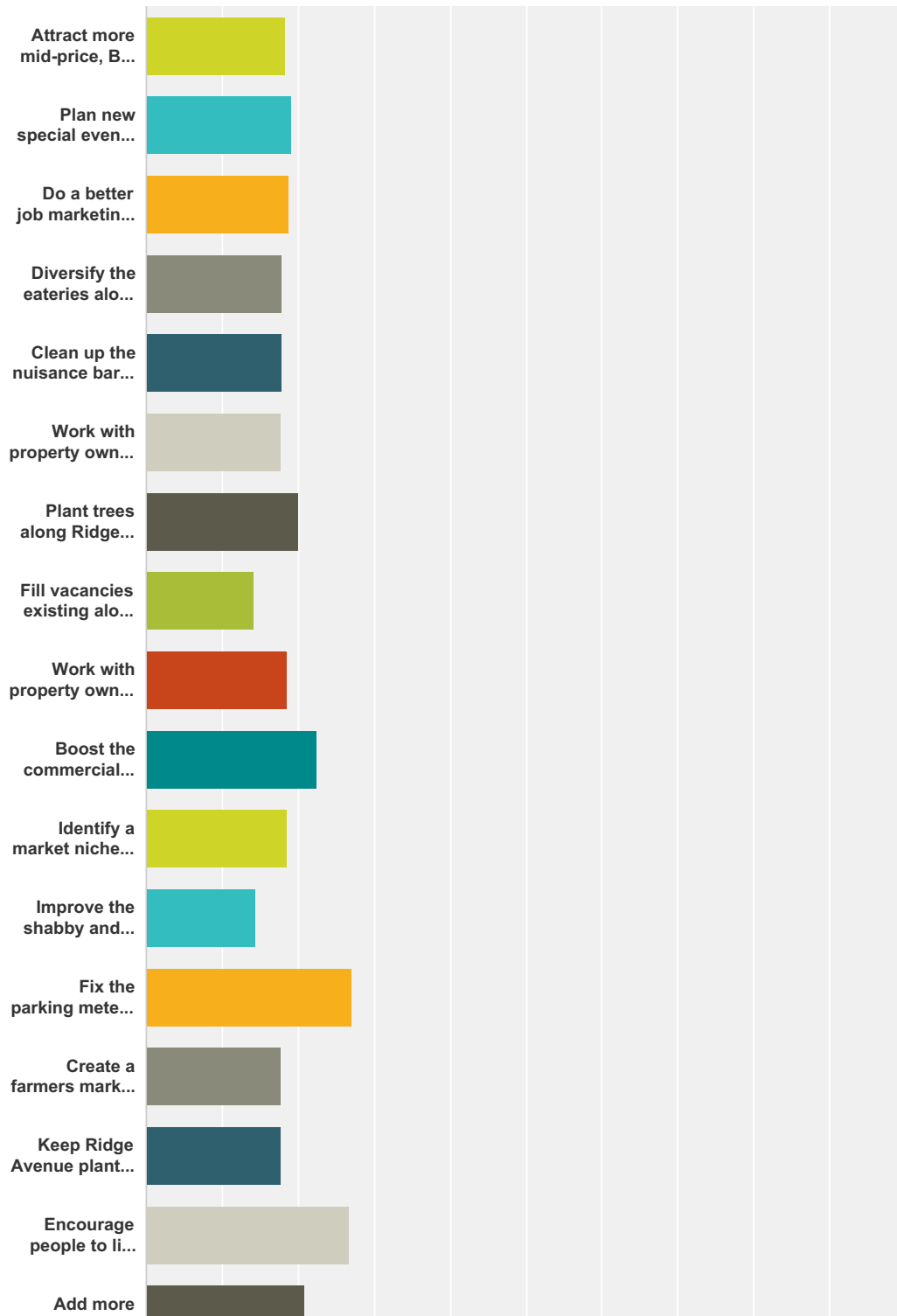


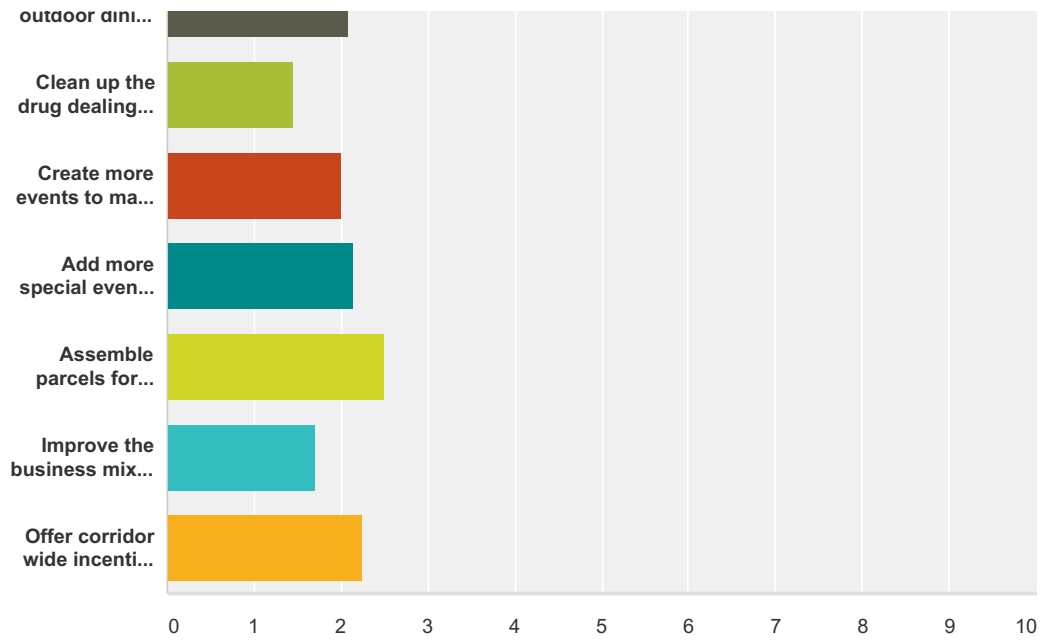
	Great success	Some success	Neutral	Inadequate	Failure	No opinion/Did not attend	Total	Weighted Average
Community Easter Egg Hunt	22.66% 145	11.88% 76	8.91% 57	1.25% 8	0.63% 4	54.69% 350	640	4.09

Fourth of July Parade	<b>16.64%</b> 107	<b>18.35%</b> 118	<b>12.29%</b> 79	<b>6.22%</b> 40	<b>0.78%</b> 5	<b>45.72%</b> 294	643	3.93
Gorgas Park Harvest Festival	<b>40.34%</b> 261	<b>22.26%</b> 144	<b>5.72%</b> 37	<b>1.24%</b> 8	<b>0.31%</b> 2	<b>30.14%</b> 195	647	2.89
Gorgas Park Concerts/Movie Nights	<b>45.43%</b> 293	<b>20.93%</b> 135	<b>4.65%</b> 30	<b>0.93%</b> 6	<b>0.00%</b> 0	<b>28.06%</b> 181	645	2.73
Happy Holidays from Roxborough	<b>14.06%</b> 90	<b>18.44%</b> 118	<b>12.81%</b> 82	<b>2.66%</b> 17	<b>0.31%</b> 2	<b>51.72%</b> 331	640	4.12
May Craft Fair	<b>11.36%</b> 72	<b>14.67%</b> 93	<b>11.83%</b> 75	<b>1.42%</b> 9	<b>0.63%</b> 4	<b>60.09%</b> 381	634	4.46
Philly Cycling Classic	<b>39.00%</b> 250	<b>18.88%</b> 121	<b>10.30%</b> 66	<b>3.12%</b> 20	<b>2.18%</b> 14	<b>26.52%</b> 170	641	2.90
Ridge Runners Car Show	<b>23.09%</b> 148	<b>19.03%</b> 122	<b>11.70%</b> 75	<b>1.56%</b> 10	<b>0.94%</b> 6	<b>43.68%</b> 280	641	3.69
RoxArt Gallery Openings	<b>7.89%</b> 50	<b>15.62%</b> 99	<b>13.88%</b> 88	<b>1.89%</b> 12	<b>0.16%</b> 1	<b>60.57%</b> 384	634	4.53
Roxborough Library Storytime	<b>19.57%</b> 126	<b>14.44%</b> 93	<b>7.30%</b> 47	<b>1.40%</b> 9	<b>0.31%</b> 2	<b>56.99%</b> 367	644	4.19
Roxborough Solstice	<b>10.76%</b> 69	<b>11.54%</b> 74	<b>13.26%</b> 85	<b>1.56%</b> 10	<b>0.47%</b> 3	<b>62.40%</b> 400	641	4.57
Roxborough Spring Cleanup	<b>14.00%</b> 90	<b>22.86%</b> 147	<b>11.35%</b> 73	<b>1.87%</b> 12	<b>0.78%</b> 5	<b>49.14%</b> 316	643	4.00
Roxtoberfest	<b>25.16%</b> 161	<b>22.66%</b> 145	<b>10.78%</b> 69	<b>3.28%</b> 21	<b>0.78%</b> 5	<b>37.34%</b> 239	640	3.44

**Q3 Roxborough Development Corporation is planning programs aimed at revitalizing or improving the commercial corridor along Ridge Avenue. Please rate the importance of EVERY one of the following activities.. One answer per row please.**

Answered: 650 Skipped: 0





	Critical	Important	Neutral	Unimportant	Irrelevant	No opinion	Total	Weighted Average
Attract more mid-price, BYOB restaurants to Ridge Avenue	43.84% 281	38.53% 247	12.01% 77	3.74% 24	0.62% 4	1.25% 8	641	1.83
Plan new special events to bring people to the Ridge Avenue Commercial Corridor to shop and dine	35.37% 226	46.64% 298	12.83% 82	2.19% 14	1.25% 8	1.72% 11	639	1.92
Do a better job marketing Ridge Avenue to Roxborough residents	39.56% 254	42.37% 272	12.62% 81	2.80% 18	0.93% 6	1.71% 11	642	1.88
Diversify the eateries along Ridge Avenue	43.64% 278	39.87% 254	13.19% 84	1.26% 8	0.78% 5	1.26% 8	637	1.79
Clean up the nuisance bars along Ridge Avenue	54.37% 348	23.59% 151	14.37% 92	4.69% 30	1.25% 8	1.72% 11	640	1.80
Work with property owners to undertake more façade restorations	41.46% 267	43.79% 282	11.96% 77	2.02% 13	0.16% 1	0.62% 4	644	1.77
Plant trees along Ridge Avenue	32.71% 209	41.63% 266	20.34% 130	3.29% 21	0.94% 6	1.10% 7	639	2.01
Fill vacancies existing along the corridor	65.68% 423	29.97% 193	2.80% 18	0.78% 5	0.31% 2	0.47% 3	644	1.41
Work with property owners to place attractive displays in vacant storefronts	37.44% 240	44.46% 285	14.51% 93	2.18% 14	0.62% 4	0.78% 5	641	1.86
Boost the commercial corridor's online presence through Facebook, Twitter, Pinterest, and Instagram	26.60% 170	39.91% 255	22.69% 145	5.95% 38	1.72% 11	3.13% 20	639	2.26
Identify a market niche for Roxborough/Ridge Avenue and brand it effectively	42.75% 274	38.69% 248	13.42% 86	2.18% 14	0.78% 5	2.18% 14	641	1.86
Improve the shabby and tired appearance of some Ridge Avenue properties	65.53% 424	27.67% 179	5.26% 34	0.62% 4	0.31% 2	0.62% 4	647	1.44
Fix the parking meters, they are always broken	20.28% 130	26.52% 170	33.23% 213	7.80% 50	5.46% 35	6.71% 43	641	2.72

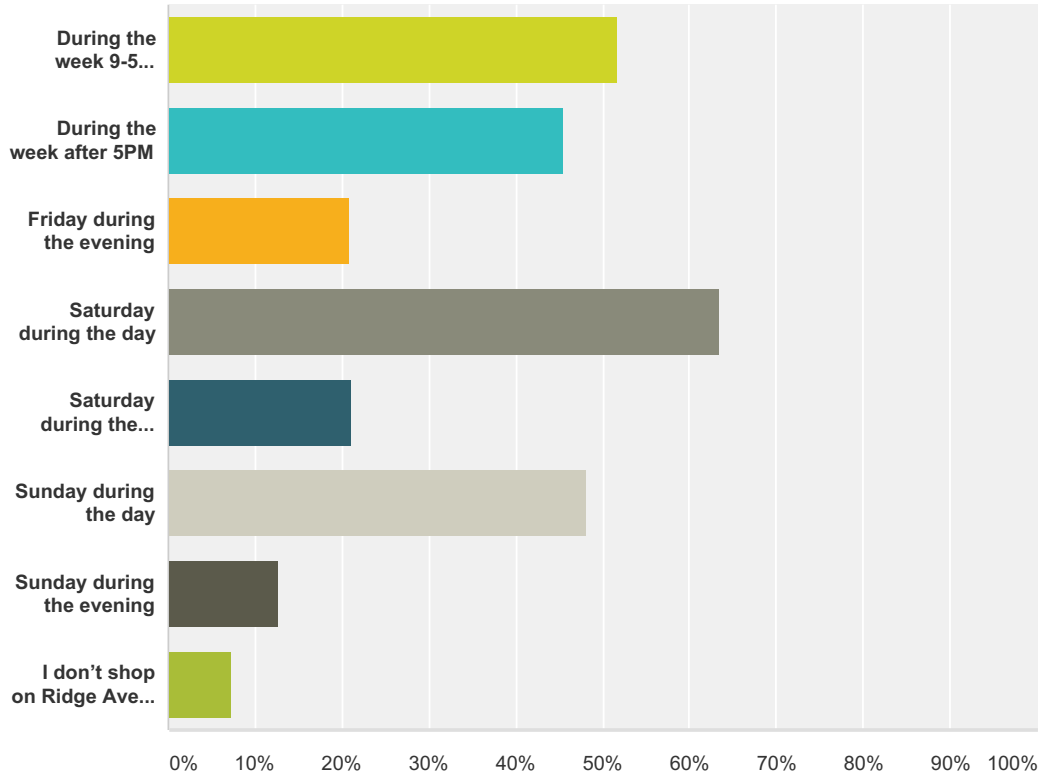
Create a farmers market, food coop or farm stand	<b>44.84%</b> 287	<b>39.22%</b> 251	<b>11.41%</b> 73	<b>3.28%</b> 21	<b>0.94%</b> 6	<b>0.31%</b> 2	640	1.77
Keep Ridge Avenue planters well maintained	<b>40.09%</b> 259	<b>47.99%</b> 310	<b>8.51%</b> 55	<b>1.86%</b> 12	<b>0.77%</b> 5	<b>0.77%</b> 5	646	1.78
Encourage people to live on Ridge Avenue above retail/service stores	<b>15.73%</b> 101	<b>28.50%</b> 183	<b>38.32%</b> 246	<b>10.44%</b> 67	<b>4.52%</b> 29	<b>2.49%</b> 16	642	2.67
Add more outdoor dining or sidewalk cafes	<b>32.39%</b> 207	<b>38.50%</b> 246	<b>20.97%</b> 134	<b>5.32%</b> 34	<b>1.88%</b> 12	<b>0.94%</b> 6	639	2.09
Clean up the drug dealing on Ridge Avenue	<b>73.91%</b> 473	<b>16.09%</b> 103	<b>5.47%</b> 35	<b>0.63%</b> 4	<b>1.09%</b> 7	<b>2.81%</b> 18	640	1.47
Create more events to make customers more aware of stores and restaurants	<b>31.99%</b> 206	<b>46.12%</b> 297	<b>16.30%</b> 105	<b>2.95%</b> 19	<b>1.09%</b> 7	<b>1.55%</b> 10	644	2.00
Add more special events to the corridor especially around the holidays	<b>25.43%</b> 163	<b>43.37%</b> 278	<b>24.96%</b> 160	<b>4.37%</b> 28	<b>0.78%</b> 5	<b>1.09%</b> 7	641	2.15
Assemble parcels for redevelopment opportunities	<b>20.19%</b> 128	<b>38.80%</b> 246	<b>28.08%</b> 178	<b>3.47%</b> 22	<b>1.58%</b> 10	<b>7.89%</b> 50	634	2.51
Improve the business mix in the commercial corridor	<b>48.27%</b> 307	<b>37.58%</b> 239	<b>11.64%</b> 74	<b>0.63%</b> 4	<b>0.31%</b> 2	<b>1.57%</b> 10	636	1.72
Offer corridor wide incentives to current business owners	<b>25.47%</b> 163	<b>42.97%</b> 275	<b>22.66%</b> 145	<b>3.44%</b> 22	<b>0.63%</b> 4	<b>4.84%</b> 31	640	2.25

**Q4 Is there something else that the  
Roxborough Development Corporation  
should be doing?**

Answered: 261 Skipped: 389

**Q5 What times of the week are you on the commercial corridor? Check at least ONE answer, and any others that apply.**

Answered: 650 Skipped: 0

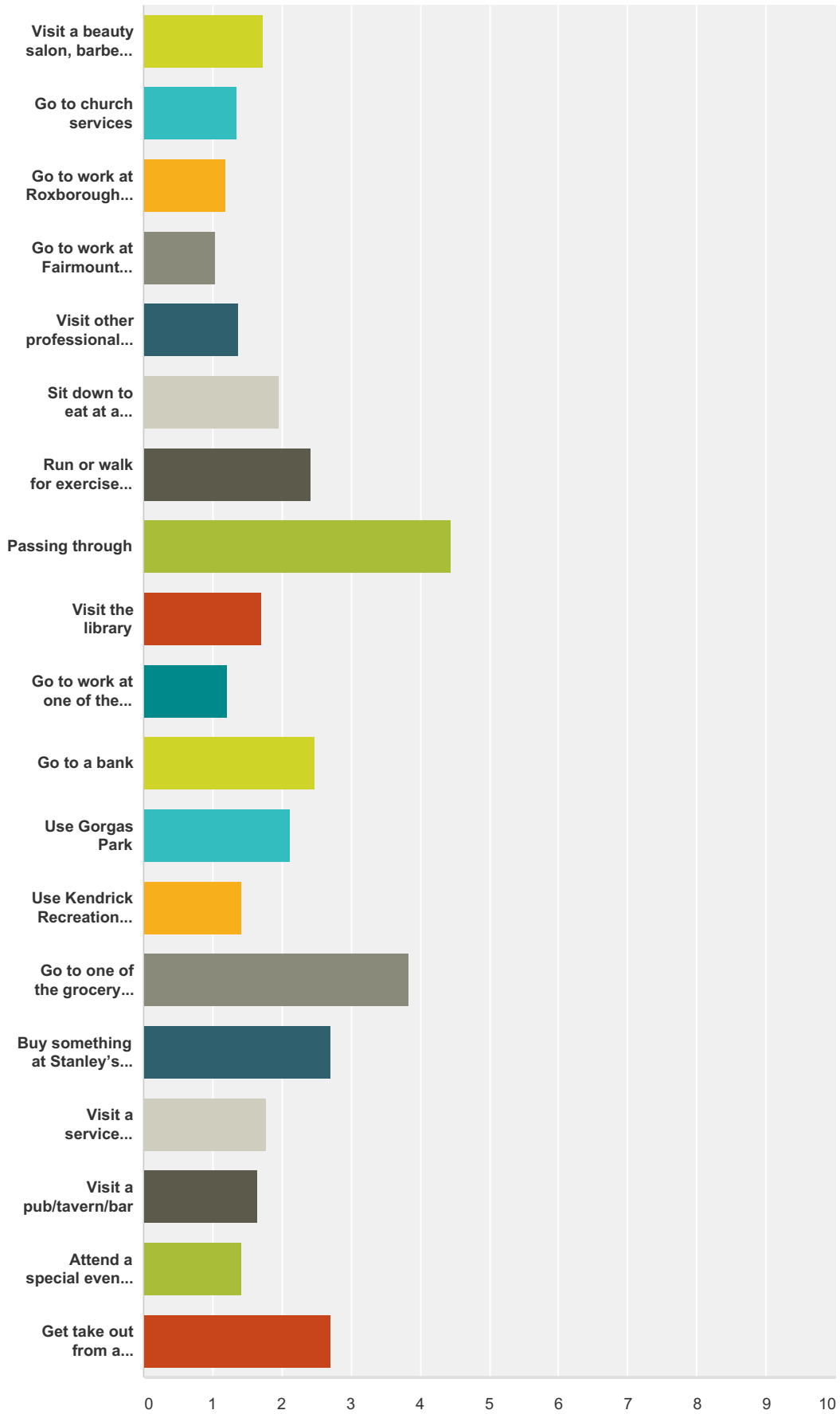


Answer Choices	Responses
During the week 9-5 (Monday to Friday)	51.85% 337
During the week after 5PM	45.54% 296
Friday during the evening	20.92% 136
Saturday during the day	63.38% 412
Saturday during the evening	21.08% 137
Sunday during the day	48.31% 314
Sunday during the evening	12.77% 83
I don't shop on Ridge Avenue at all	7.23% 47
<b>Total Respondents: 650</b>	

**Q6 Over the last month, about how many times have you gone to Ridge Avenue for these reasons? Check at least ONE answer, and any others that apply. One answer per row please**

Answered: 650 Skipped: 0

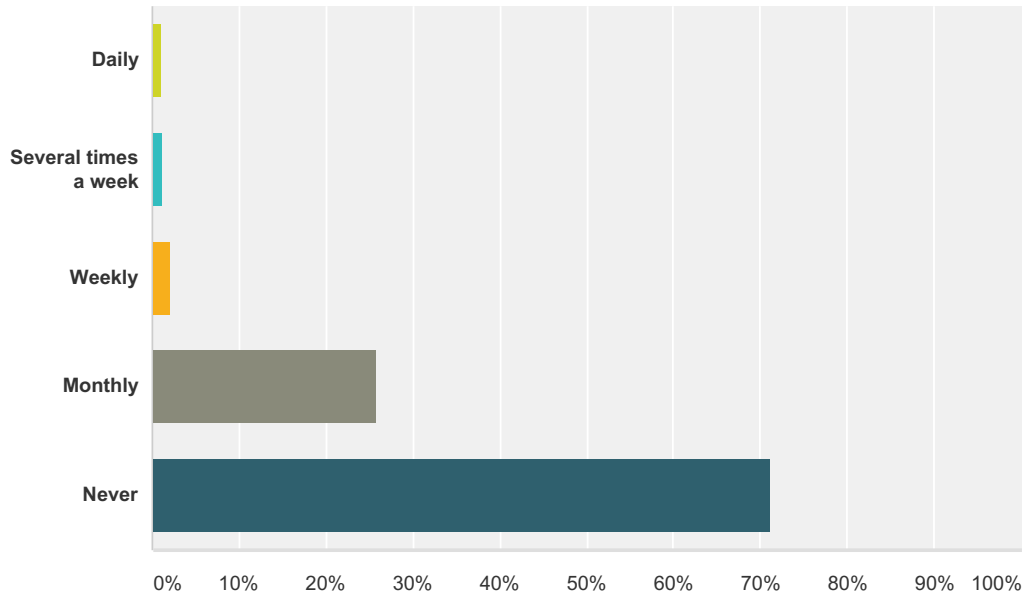




	None	Once	Twice	Three times	More	Total	Weighted Average
Visit a beauty salon, barber or other personal service provider	54.40% 346	29.87% 190	8.18% 52	3.46% 22	4.09% 26	636	1.73
Go to church services	87.94% 554	1.90% 12	2.06% 13	2.54% 16	5.56% 35	630	1.36
Go to work at Roxborough Memorial Hospital	93.00% 585	1.91% 12	0.48% 3	0.95% 6	3.66% 23	629	1.20
Go to work at Fairmount Behavioral Health System	98.26% 623	0.47% 3	0.63% 4	0.32% 2	0.32% 2	634	1.04
Visit other professional office, accountant or real estate office	78.78% 490	11.09% 69	5.63% 35	1.93% 12	2.57% 16	622	1.38
Sit down to eat at a restaurant or café	49.45% 314	23.46% 149	15.43% 98	4.88% 31	6.77% 43	635	1.96
Run or walk for exercise along Ridge Avenue	46.89% 294	11.16% 70	13.40% 84	8.77% 55	19.78% 124	627	2.43
Passing through	5.58% 35	2.07% 13	8.13% 51	11.16% 70	73.05% 458	627	4.44
Visit the library	64.39% 405	16.06% 101	8.90% 56	4.77% 30	5.88% 37	629	1.72
Go to work at one of the nonprofit organizations along Ridge Avenue	93.13% 583	1.28% 8	1.12% 7	0.80% 5	3.67% 23	626	1.21
Go to a bank	38.68% 241	17.66% 110	16.53% 103	10.43% 65	16.69% 104	623	2.49
Use Gorgas Park	50.39% 322	18.62% 119	11.89% 76	7.04% 45	12.05% 77	639	2.12
Use Kendrick Recreation Center	81.20% 514	7.74% 49	3.95% 25	1.26% 8	5.85% 37	633	1.43
Go to one of the grocery stores	11.32% 72	10.38% 66	10.22% 65	18.55% 118	49.53% 315	636	3.85
Buy something at Stanley's Hardware	19.50% 124	30.03% 191	23.58% 150	12.26% 78	14.62% 93	636	2.72
Visit a service business/office for medical, dental or eye appointment	53.51% 335	27.64% 173	10.54% 66	3.99% 25	4.31% 27	626	1.78
Visit a pub/tavern/bar	66.24% 416	16.88% 106	8.44% 53	3.98% 25	4.46% 28	628	1.64
Attend a special event along Ridge Avenue	75.80% 473	14.90% 93	4.33% 27	2.40% 15	2.56% 16	624	1.41
Get take out from a restaurant on Ridge Avenue	24.72% 156	24.56% 155	22.82% 144	10.94% 69	16.96% 107	631	2.71

**Q7 How often do you visit the Roxborough Development Corporation’s website www.roxborough.us? Check at least ONE answer, and any others that apply to you.**

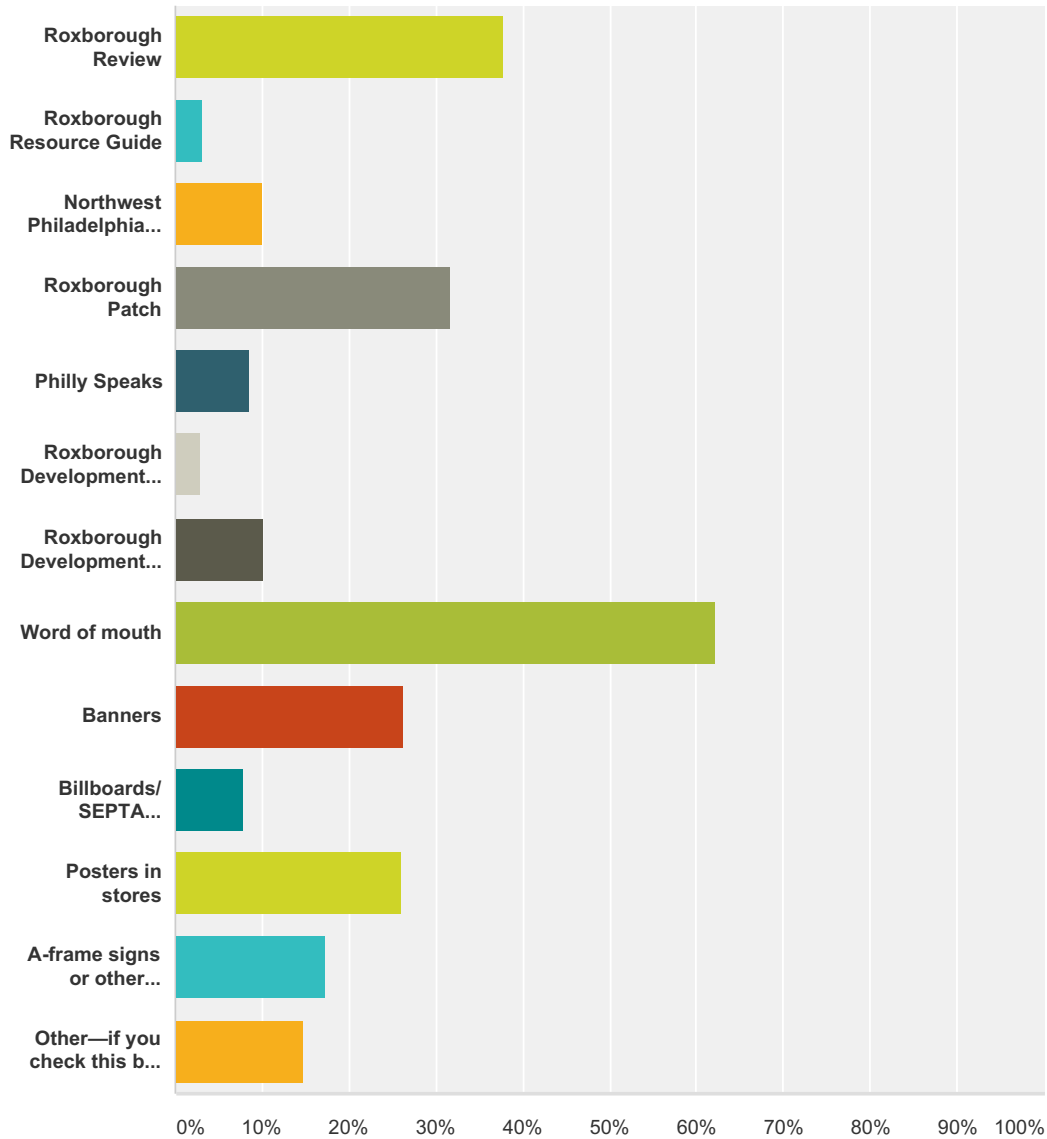
Answered: 650 Skipped: 0



Answer Choices	Responses
Daily	1.08% 7
Several times a week	1.23% 8
Weekly	2.15% 14
Monthly	25.85% 168
Never	71.23% 463
<b>Total Respondents: 650</b>	

**Q8 When you are planning to visit the Ridge Avenue Commercial Corridor, which of the following resources are most useful to you? Check at least ONE answer, and any others that apply to you.**

Answered: 650 Skipped: 0

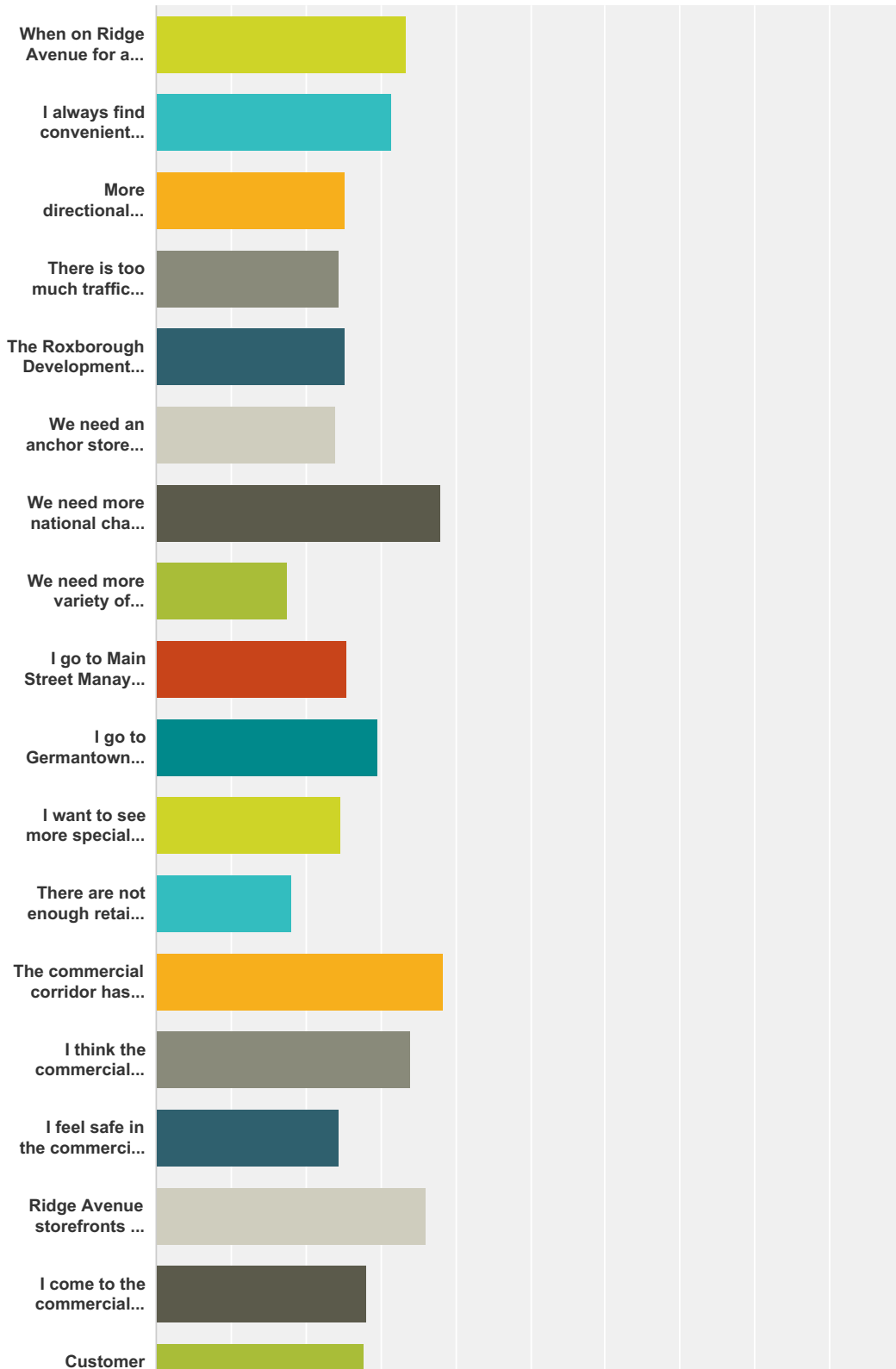


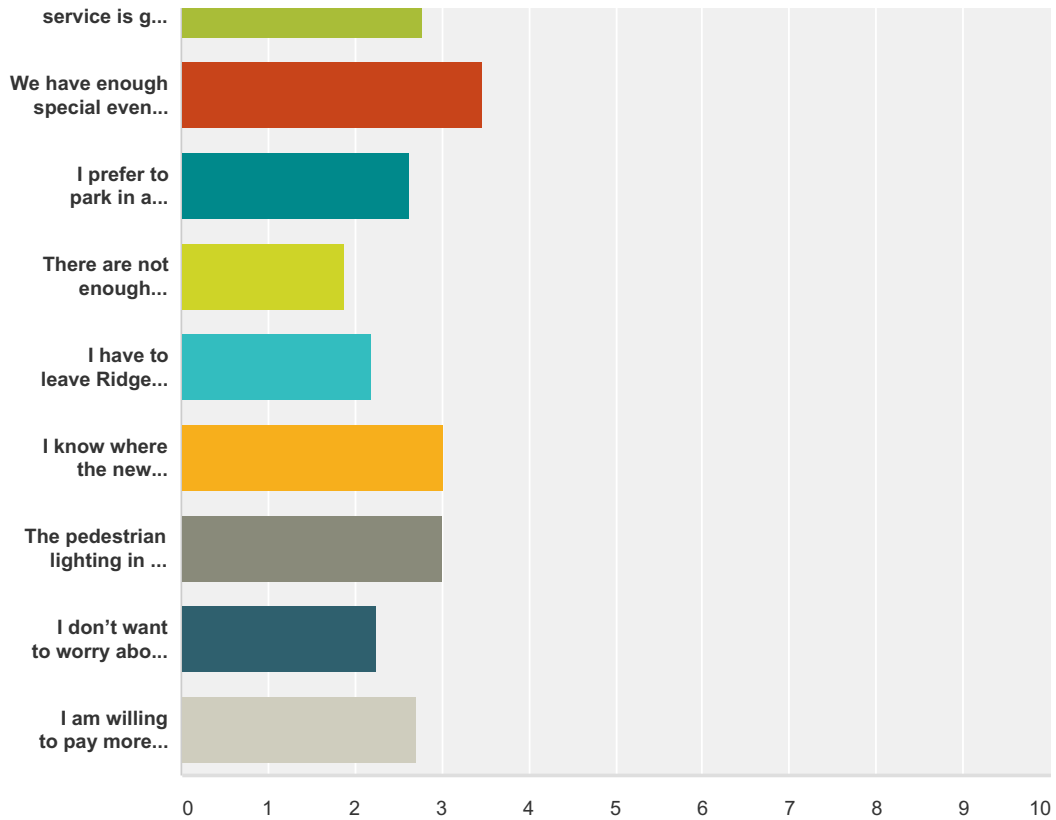
Answer Choices	Responses
Roxborough Review	37.85% 246
Roxborough Resource Guide	3.23% 21
Northwest Philadelphia Newsworks	10.00% 65
Roxborough Patch	31.69% 206

Philly Speaks	8.62%	56
Roxborough Development Corporation Twitter feed	2.92%	19
Roxborough Development Corporation web site	10.15%	66
Word of mouth	62.31%	405
Banners	26.31%	171
Billboards/ SEPTA Advertising	7.85%	51
Posters in stores	26.15%	170
A-frame signs or other signage on Ridge Avenue	17.38%	113
Other—if you check this box you must supply an answer in words	14.92%	97
<b>Total Respondents: 650</b>		

**Q9 Please note how strongly you agree or disagree with the following statements. Please rate EVERY statement listed below, One answer per row please.**

Answered: 650 Skipped: 0





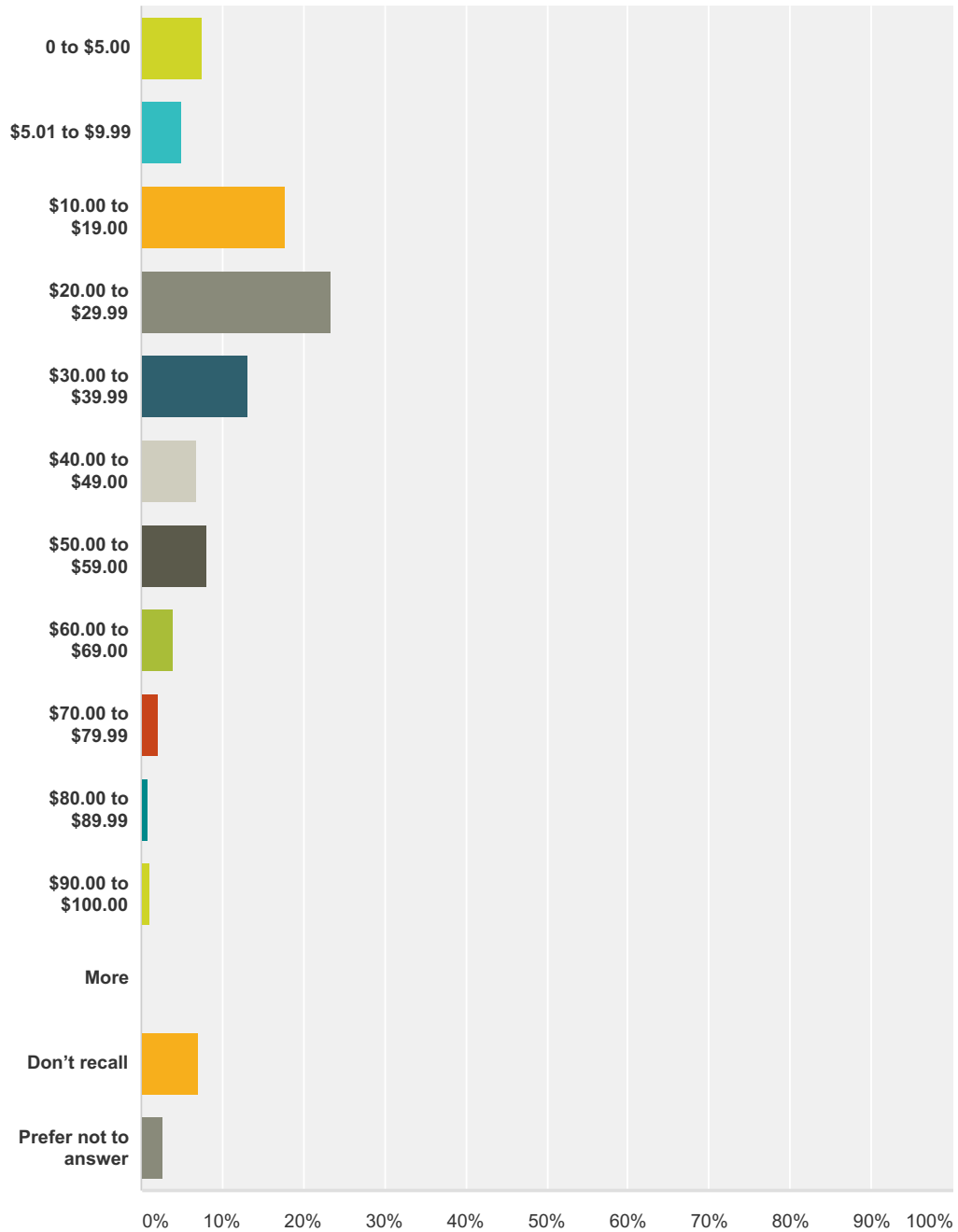
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	No opinion	Total	Weighted Average
When on Ridge Avenue for an appointment, I also visit a restaurant or a shop	4.75% 30	26.74% 169	30.06% 190	18.99% 120	7.44% 47	12.03% 76	632	3.34
I always find convenient parking on Ridge Avenue	5.51% 35	31.02% 197	25.35% 161	24.09% 153	8.82% 56	5.20% 33	635	3.15
More directional signage to parking lots would be helpful	16.69% 106	42.36% 269	27.40% 174	5.83% 37	1.42% 9	6.30% 40	635	2.52
There is too much traffic on Ridge Avenue	20.44% 129	36.13% 228	27.26% 172	12.52% 79	1.58% 10	2.06% 13	631	2.45
The Roxborough Development Corporation should work more closely with the civic associations	20.94% 134	37.66% 241	28.59% 183	2.66% 17	1.09% 7	9.06% 58	640	2.52
We need an anchor store, such as a Trader Joes or an urban sized Target, Staples or Walgreens on Ridge Avenue	36.72% 235	24.84% 159	13.91% 89	12.03% 77	10.78% 69	1.72% 11	640	2.40
We need more national chain restaurants	7.24% 46	10.71% 68	20.79% 132	20.16% 128	37.64% 239	3.46% 22	635	3.81
We need more variety of restaurants	44.84% 287	41.09% 263	10.78% 69	1.72% 11	0.47% 3	1.09% 7	640	1.75
I go to Main Street Manayunk to shop and dine because I cannot find what I want on Ridge Avenue.	26.64% 171	35.51% 228	12.93% 83	11.06% 71	9.81% 63	4.05% 26	642	2.54
I go to Germantown Avenue in Chestnut Hill to shop and dine because I cannot find what I want on Ridge Avenue.	18.38% 118	28.97% 186	16.98% 109	16.51% 106	12.31% 79	6.85% 44	642	2.96
I want to see more special events in the commercial corridor	16.54% 105	39.37% 250	33.07% 210	5.51% 35	2.99% 19	2.52% 16	635	2.47

There are not enough retail shops that I patronize on Ridge Avenue	<b>42.95%</b> 274	<b>42.16%</b> 269	<b>8.78%</b> 56	<b>3.13%</b> 20	<b>1.72%</b> 11	<b>1.25%</b> 8	638	1.82
The commercial corridor has a good selection of restaurants that I patronize	<b>0.63%</b> 4	<b>10.53%</b> 67	<b>22.01%</b> 140	<b>40.72%</b> 259	<b>22.48%</b> 143	<b>3.62%</b> 23	636	3.85
I think the commercial corridor is clean	<b>2.82%</b> 18	<b>19.87%</b> 127	<b>28.17%</b> 180	<b>33.80%</b> 216	<b>13.62%</b> 87	<b>1.72%</b> 11	639	3.41
I feel safe in the commercial corridor	<b>15.86%</b> 102	<b>44.32%</b> 285	<b>25.19%</b> 162	<b>9.33%</b> 60	<b>4.35%</b> 28	<b>0.93%</b> 6	643	2.45
Ridge Avenue storefronts are well maintained	<b>1.72%</b> 11	<b>11.25%</b> 72	<b>29.84%</b> 191	<b>39.69%</b> 254	<b>16.09%</b> 103	<b>1.41%</b> 9	640	3.61
I come to the commercial corridor for special events	<b>9.19%</b> 58	<b>38.67%</b> 244	<b>29.16%</b> 184	<b>13.00%</b> 82	<b>5.23%</b> 33	<b>4.75%</b> 30	631	2.81
Customer service is good in Ridge Avenue stores	<b>7.51%</b> 48	<b>40.38%</b> 258	<b>34.43%</b> 220	<b>8.76%</b> 56	<b>2.97%</b> 19	<b>5.95%</b> 38	639	2.77
We have enough special events in the commercial corridor now	<b>2.83%</b> 18	<b>13.66%</b> 87	<b>40.35%</b> 257	<b>26.69%</b> 170	<b>9.58%</b> 61	<b>6.91%</b> 44	637	3.47
I prefer to park in a parking lot	<b>21.54%</b> 137	<b>29.87%</b> 190	<b>28.93%</b> 184	<b>9.12%</b> 58	<b>3.77%</b> 24	<b>6.76%</b> 43	636	2.64
There are not enough restaurants that I enjoy on Ridge Avenue	<b>41.22%</b> 263	<b>40.75%</b> 260	<b>11.13%</b> 71	<b>3.61%</b> 23	<b>1.88%</b> 12	<b>1.41%</b> 9	638	1.88
I have to leave Ridge Avenue to find a restaurant I like	<b>31.97%</b> 203	<b>37.64%</b> 239	<b>16.06%</b> 102	<b>9.13%</b> 58	<b>3.31%</b> 21	<b>1.89%</b> 12	635	2.20
I know where the new restaurants are along Ridge Avenue	<b>10.52%</b> 67	<b>31.24%</b> 199	<b>19.31%</b> 123	<b>25.75%</b> 164	<b>10.83%</b> 69	<b>2.35%</b> 15	637	3.02
The pedestrian lighting in the commercial corridor makes me feel safe at night	<b>7.36%</b> 47	<b>32.71%</b> 209	<b>34.12%</b> 218	<b>12.83%</b> 82	<b>4.85%</b> 31	<b>8.14%</b> 52	639	3.00
I don't want to worry about getting a parking ticket when I come into the commercial corridor	<b>38.62%</b> 246	<b>28.57%</b> 182	<b>16.80%</b> 107	<b>5.49%</b> 35	<b>4.87%</b> 31	<b>5.65%</b> 36	637	2.26
I am willing to pay more than I would elsewhere to support Ridge Avenue Commercial Corridor businesses	<b>12.19%</b> 78	<b>38.13%</b> 244	<b>27.66%</b> 177	<b>12.81%</b> 82	<b>6.09%</b> 39	<b>3.13%</b> 20	640	2.72



### Q10 During a typical visit to the Ridge Avenue Commercial Corridor, how much do you spend on eating and drinking during one visit?

Answered: 650 Skipped: 0

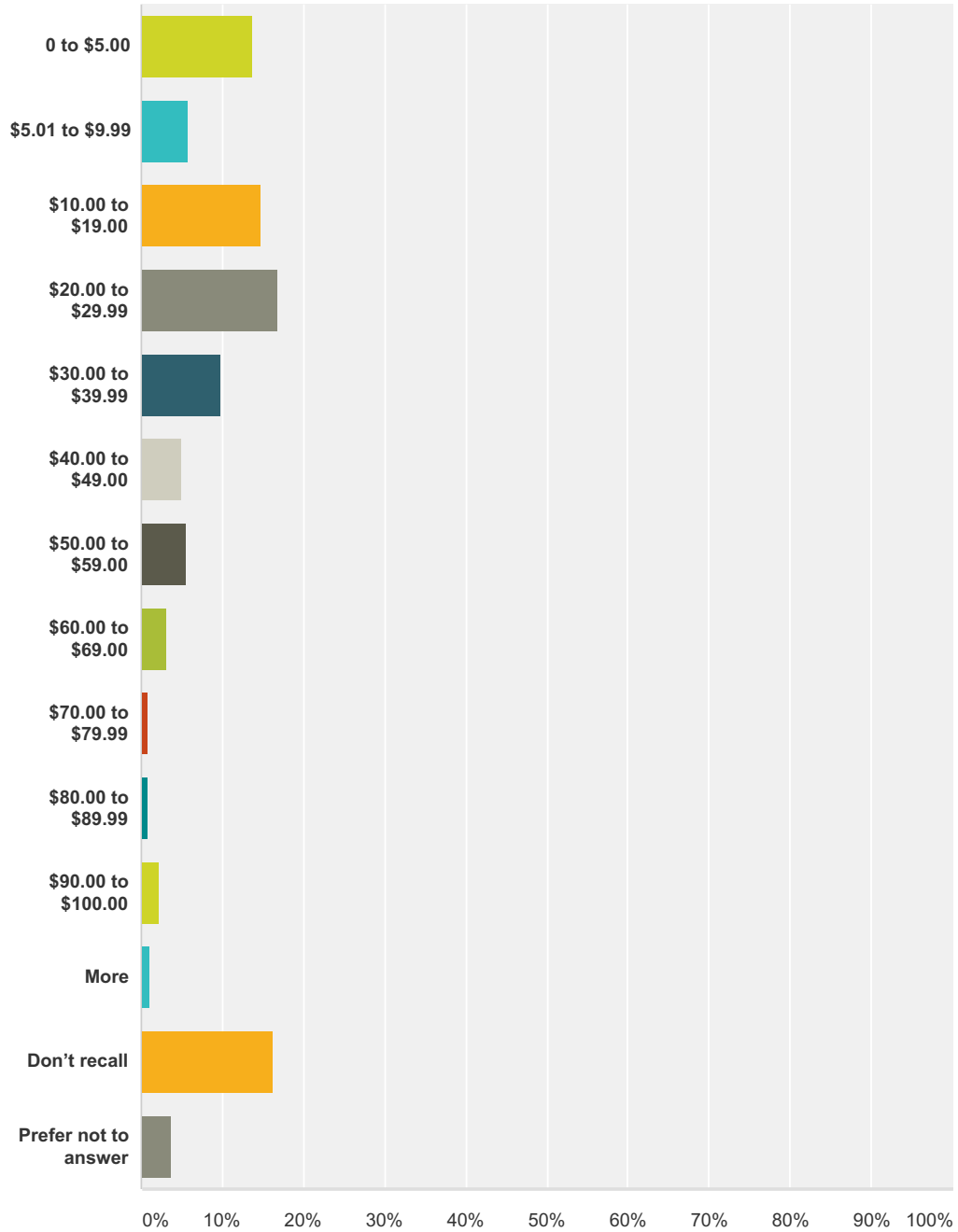


Answer Choices	Responses	Count
0 to \$5.00	7.54%	49
\$5.01 to \$9.99	4.92%	32

\$10.00 to \$19.00	17.85%	116
\$20.00 to \$29.99	23.38%	152
\$30.00 to \$39.99	13.23%	86
\$40.00 to \$49.00	6.92%	45
\$50.00 to \$59.00	8.15%	53
\$60.00 to \$69.00	4.00%	26
\$70.00 to \$79.99	2.15%	14
\$80.00 to \$89.99	0.77%	5
\$90.00 to \$100.00	1.08%	7
More	0.15%	1
Don't recall	7.08%	46
Prefer not to answer	2.77%	18
<b>Total</b>		<b>650</b>

### Q11 During a typical visit to the commercial corridor, how much do you spend at retail shops during one visit?

Answered: 650 Skipped: 0



Answer Choices	Responses	
0 to \$5.00	13.69%	89
\$5.01 to \$9.99	5.85%	38
\$10.00 to \$19.00	14.77%	96

\$20.00 to \$29.99	16.92%	110
\$30.00 to \$39.99	9.85%	64
\$40.00 to \$49.00	4.92%	32
\$50.00 to \$59.00	5.54%	36
\$60.00 to \$69.00	3.23%	21
\$70.00 to \$79.99	0.92%	6
\$80.00 to \$89.99	0.77%	5
\$90.00 to \$100.00	2.31%	15
More	1.08%	7
Don't recall	16.31%	106
Prefer not to answer	3.85%	25
<b>Total</b>		<b>650</b>

**Q12 We want to know what types of businesses would make you want to shop along the Ridge Avenue Commercial Corridor more often. Please name two kinds of restaurants or eateries you would like to see on Ridge Avenue? Please supply your answer in words.**

Answered: 542 Skipped: 108

Answer Choices	Responses	
First Choice	100.00%	542
Second choice	91.14%	494

**Q13 What kind of new retail stores would you most like to see along Ridge Avenue?  
Please supply your answer in words**

Answered: 516 Skipped: 134

Answer Choices	Responses	
First choice	100.00%	516
Second choice	85.08%	439

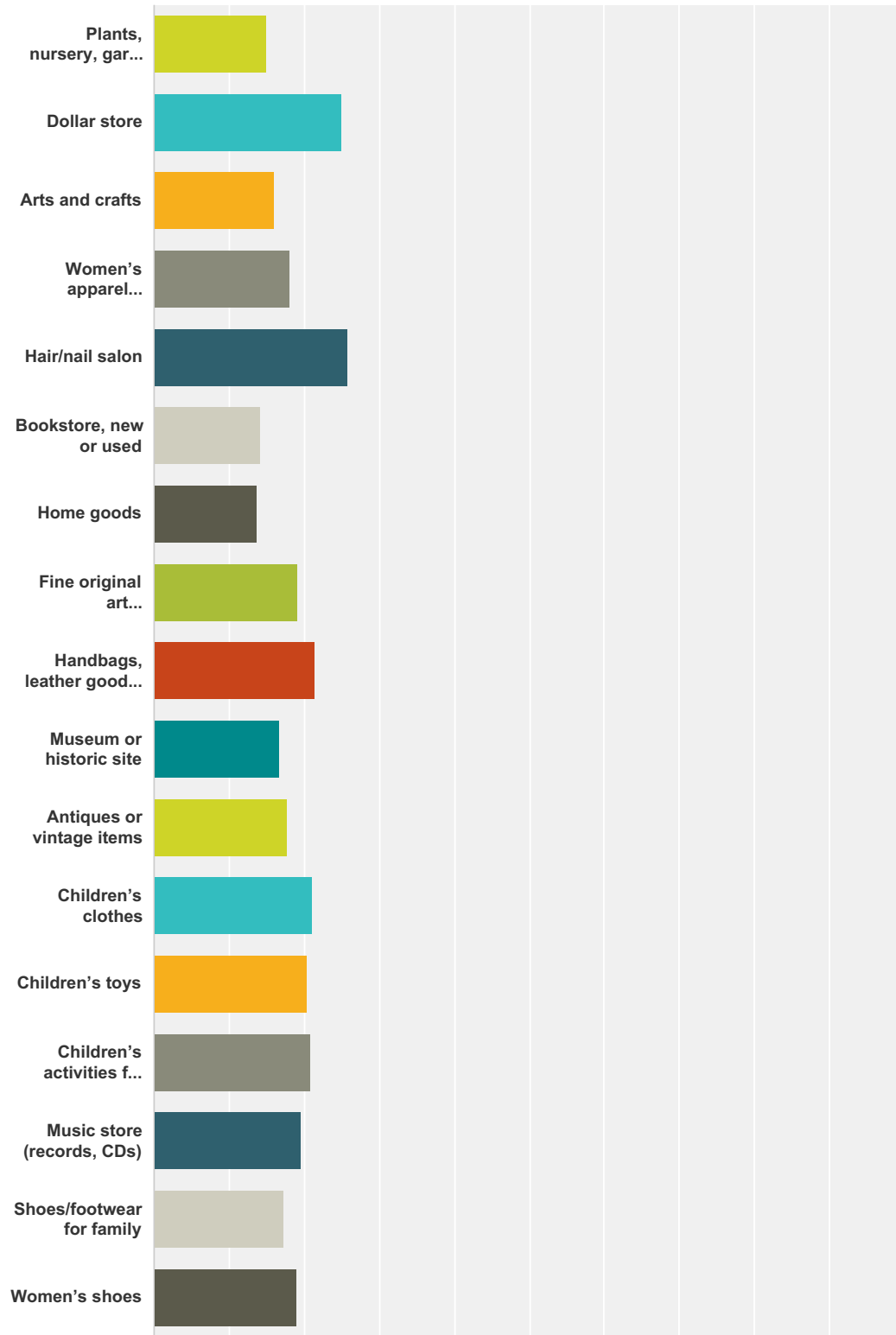
**Q14 What kind of new arts, entertainment or leisure activities would you like to see on Ridge Avenue? Please supply your answer in words.**

Answered: 421 Skipped: 229

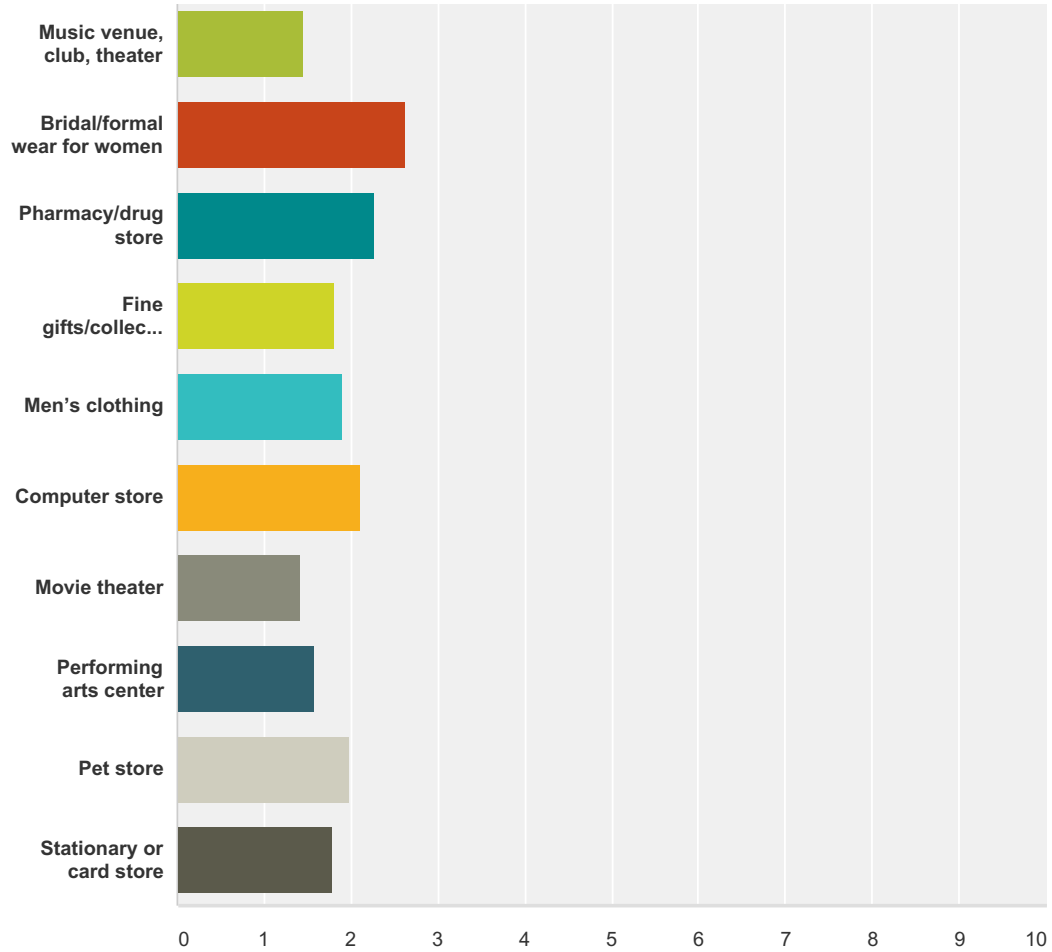
Answer Choices	Responses	
First choice	99.76%	420
Second choice	74.11%	312

**Q15 Would you visit Ridge Avenue more often if it offered more of the following retail stores, merchandise or service businesses? Check at least ONE answer, and any others that appeal to you.**

Answered: 650 Skipped: 0





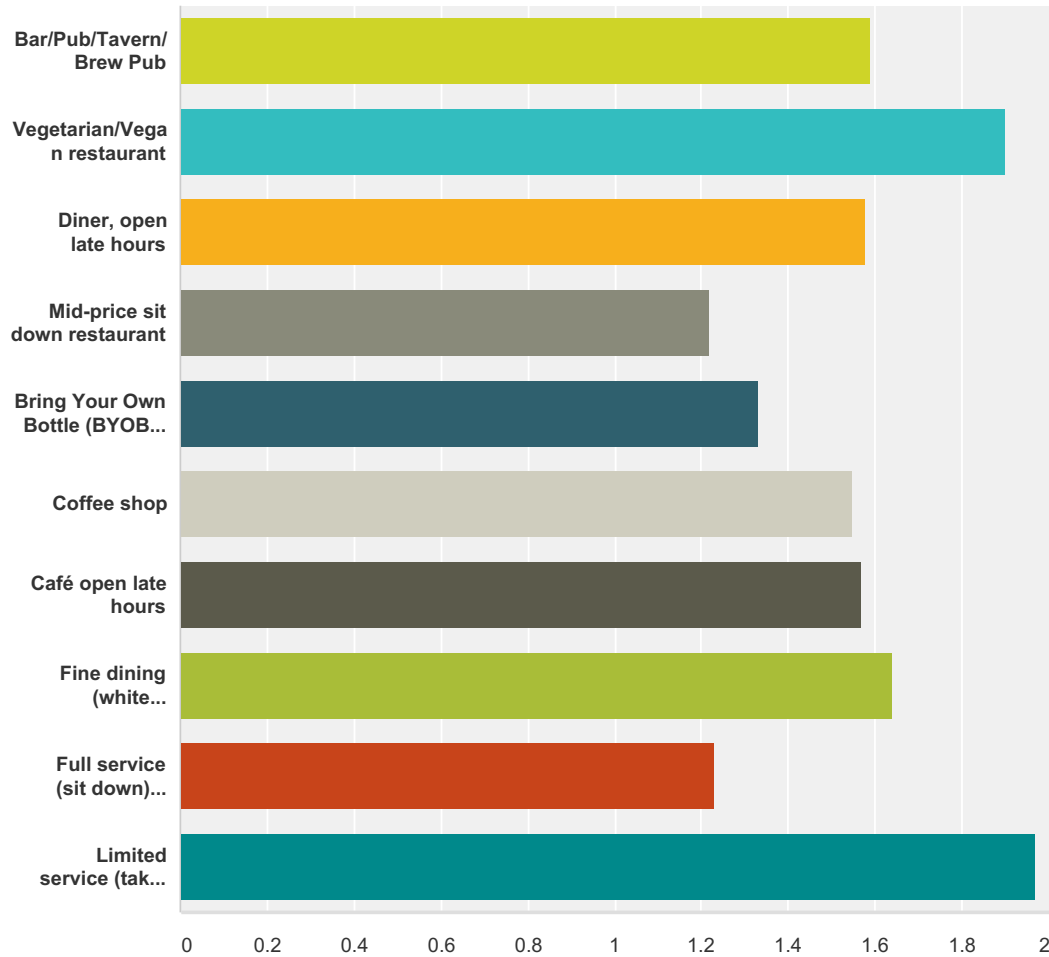


	Yes	Maybe	No	Total	Weighted Average
Plants, nursery, garden supply	61.49% 380	26.86% 166	11.65% 72	618	1.50
Dollar store	13.96% 85	22.50% 137	63.55% 387	609	2.50
Arts and crafts	53.81% 332	31.44% 194	14.75% 91	617	1.61
Women's apparel boutique	43.30% 268	31.02% 192	25.69% 159	619	1.82
Hair/nail salon	9.54% 58	22.86% 139	67.60% 411	608	2.58
Bookstore, new or used	66.35% 420	24.01% 152	9.64% 61	633	1.43
Home goods	67.94% 426	26.63% 167	5.42% 34	627	1.37
Fine original art work/gallery	35.35% 216	36.99% 226	27.66% 169	611	1.92
Handbags, leather goods, luggage	23.90% 146	37.15% 227	38.95% 238	611	2.15
Museum or historic site	50.08% 309	32.09% 198	17.83% 110	617	1.68

Antiques or vintage items	<b>45.99%</b> 287	<b>30.61%</b> 191	<b>23.40%</b> 146	624	1.77
Children's clothes	<b>32.68%</b> 201	<b>24.23%</b> 149	<b>43.09%</b> 265	615	2.10
Children's toys	<b>32.41%</b> 199	<b>31.11%</b> 191	<b>36.48%</b> 224	614	2.04
Children's activities for birthday parties etc.	<b>34.63%</b> 213	<b>22.76%</b> 140	<b>42.60%</b> 262	615	2.08
Music store (records, CDs)	<b>37.52%</b> 233	<b>27.54%</b> 171	<b>34.94%</b> 217	621	1.97
Shoes/footwear for family	<b>47.89%</b> 295	<b>30.52%</b> 188	<b>21.59%</b> 133	616	1.74
Women's shoes	<b>40.69%</b> 249	<b>28.92%</b> 177	<b>30.39%</b> 186	612	1.90
Music venue, club, theater	<b>64.53%</b> 402	<b>24.56%</b> 153	<b>10.91%</b> 68	623	1.46
Bridal/formal wear for women	<b>6.54%</b> 40	<b>24.18%</b> 148	<b>69.28%</b> 424	612	2.63
Pharmacy/drug store	<b>19.87%</b> 121	<b>33.17%</b> 202	<b>46.96%</b> 286	609	2.27
Fine gifts/collectibles	<b>41.79%</b> 257	<b>34.80%</b> 214	<b>23.41%</b> 144	615	1.82
Men's clothing	<b>37.36%</b> 232	<b>35.10%</b> 218	<b>27.54%</b> 171	621	1.90
Computer store	<b>25.93%</b> 160	<b>37.44%</b> 231	<b>36.63%</b> 226	617	2.11
Movie theater	<b>68.35%</b> 432	<b>21.68%</b> 137	<b>9.97%</b> 63	632	1.42
Performing arts center	<b>54.33%</b> 339	<b>32.37%</b> 202	<b>13.30%</b> 83	624	1.59
Pet store	<b>37.06%</b> 229	<b>27.18%</b> 168	<b>35.76%</b> 221	618	1.99
Stationary or card store	<b>44.37%</b> 272	<b>31.97%</b> 196	<b>23.65%</b> 145	613	1.79

**Q16 Would you visit the Ridge Avenue Commercial Corridor if it offered more of the following food or dining options? Check at least ONE answer, and any others that appeal to you.**

Answered: 650 Skipped: 0

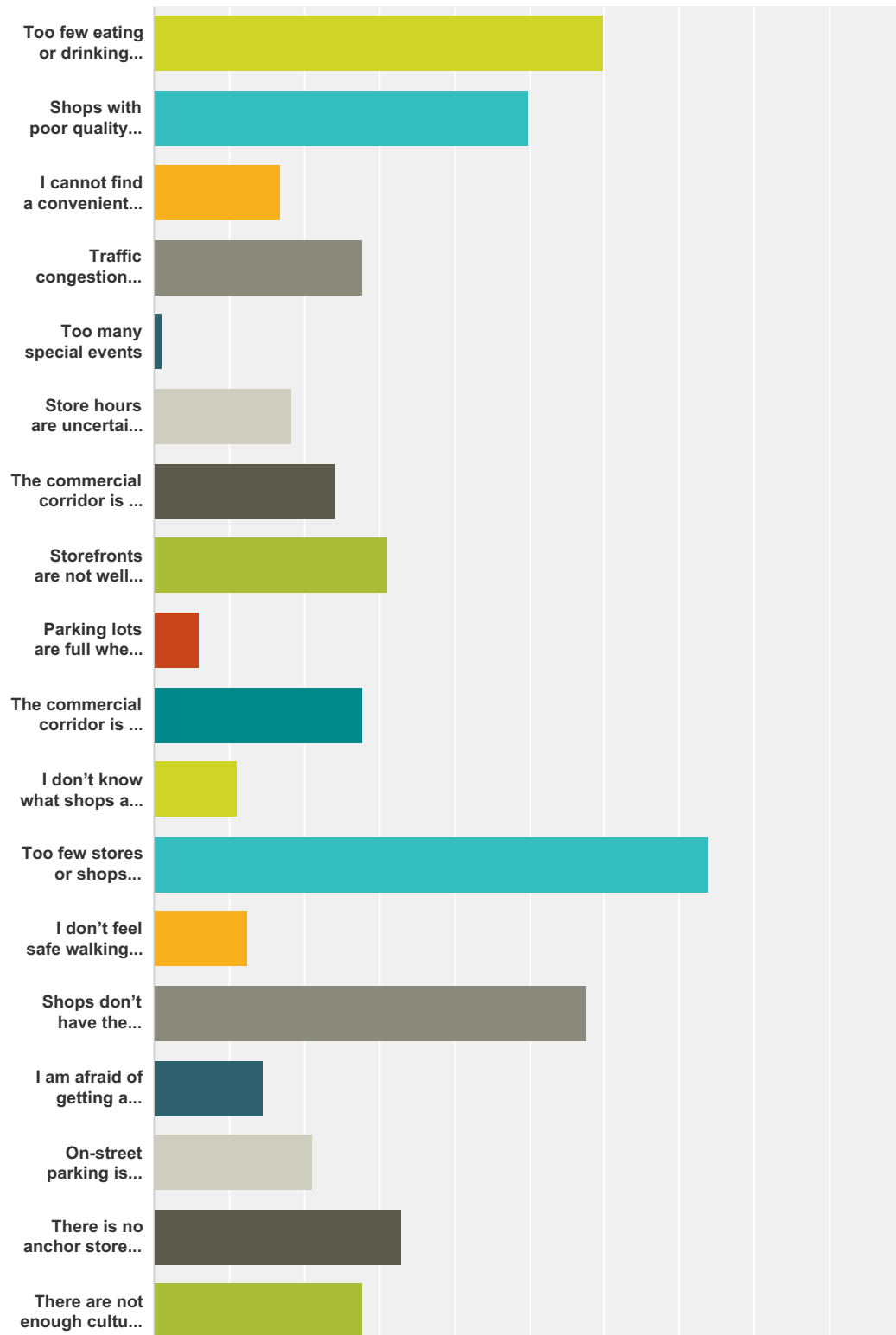


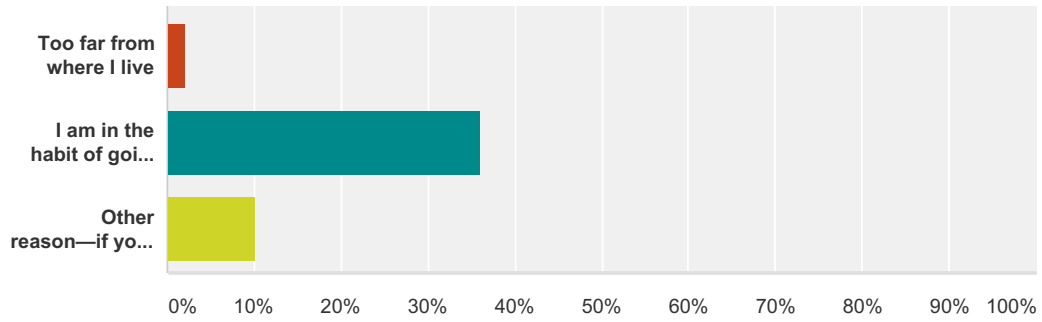
	Yes	Maybe	No	Total	Weighted Average
Bar/Pub/Tavern/Brew Pub	60.00% 372	21.13% 131	18.87% 117	620	1.59
Vegetarian/Vegan restaurant	41.55% 258	27.05% 168	31.40% 195	621	1.90
Diner, open late hours	57.35% 355	27.63% 171	15.02% 93	619	1.58
Mid-price sit down restaurant	80.61% 503	17.15% 107	2.24% 14	624	1.22
Bring Your Own Bottle (BYOB) restaurant	73.45% 462	19.87% 125	6.68% 42	629	1.33

Coffee shop	<b>60.64%</b> 379	<b>23.52%</b> 147	<b>15.84%</b> 99	625	1.55
Café open late hours	<b>58.00%</b> 359	<b>27.30%</b> 169	<b>14.70%</b> 91	619	1.57
Fine dining (white tablecloth) restaurant	<b>50.40%</b> 313	<b>35.10%</b> 218	<b>14.49%</b> 90	621	1.64
Full service (sit down) restaurant	<b>79.65%</b> 501	<b>17.33%</b> 109	<b>3.02%</b> 19	629	1.23
Limited service (take out, counter service only) restaurant	<b>33.11%</b> 202	<b>37.05%</b> 226	<b>29.84%</b> 182	610	1.97

**Q17 Which one of the following is the main reason you do not visit the Ridge Avenue Commercial Corridor more often? Please pick at least ONE statement, and any others that apply to you.**

Answered: 650 Skipped: 0

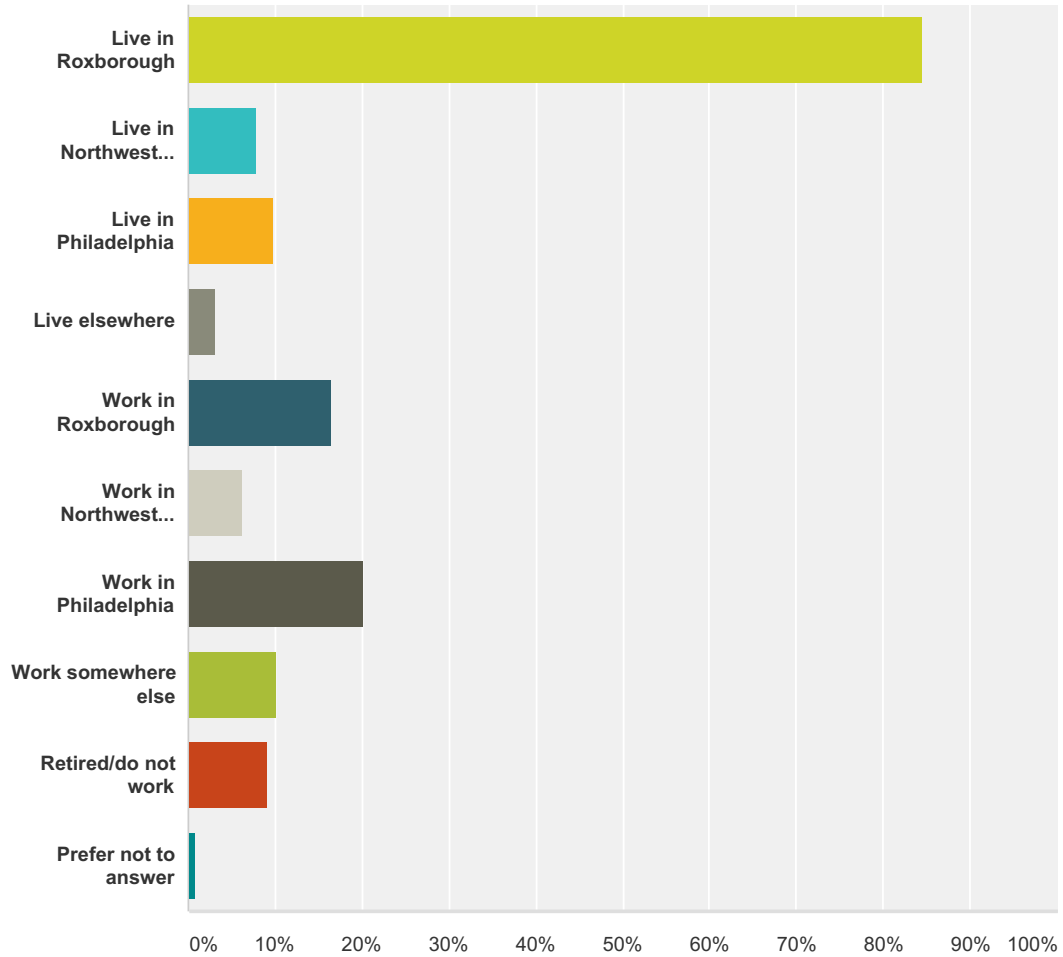




Answer Choices	Responses
Too few eating or drinking places that interest me	59.85% 389
Shops with poor quality merchandise and service	49.85% 324
I cannot find a convenient place to park	16.92% 110
Traffic congestion along Ridge Avenue	27.69% 180
Too many special events	1.08% 7
Store hours are uncertain or inconvenient	18.31% 119
The commercial corridor is not clean	24.15% 157
Storefronts are not well maintained	31.08% 202
Parking lots are full when I come to the commercial corridor	6.15% 40
The commercial corridor is not well kept	27.85% 181
I don't know what shops and restaurants are in the commercial corridor	11.08% 72
Too few stores or shops interest me	74.00% 481
I don't feel safe walking along Ridge Avenue	12.46% 81
Shops don't have the selection of merchandise I want	57.54% 374
I am afraid of getting a parking ticket	14.62% 95
On-street parking is always full when I come to Ridge Avenue	21.08% 137
There is no anchor store or destination business in the commercial corridor	33.08% 215
There are not enough cultural or performing arts venue in the commercial corridor	27.85% 181
Too far from where I live	2.15% 14
I am in the habit of going elsewhere	36.15% 235
Other reason—if you check this box you must provide an answer in words	10.15% 66
<b>Total Respondents: 650</b>	

**Q18 Do you work or live in Roxborough?  
Check at least ONE answer and any other  
that apply.**

Answered: 650 Skipped: 0



Answer Choices	Responses
Live in Roxborough	84.46% 549
Live in Northwest Philadelphia/ suburbs	7.85% 51
Live in Philadelphia	9.85% 64
Live elsewhere	3.23% 21
Work in Roxborough	16.46% 107
Work in Northwest Philadelphia/ suburbs	6.31% 41
Work in Philadelphia	20.15% 131
Work somewhere else	10.15% 66
Retired/do not work	9.23% 60

Prefer not to answer	0.77%	5
<b>Total Respondents: 650</b>		

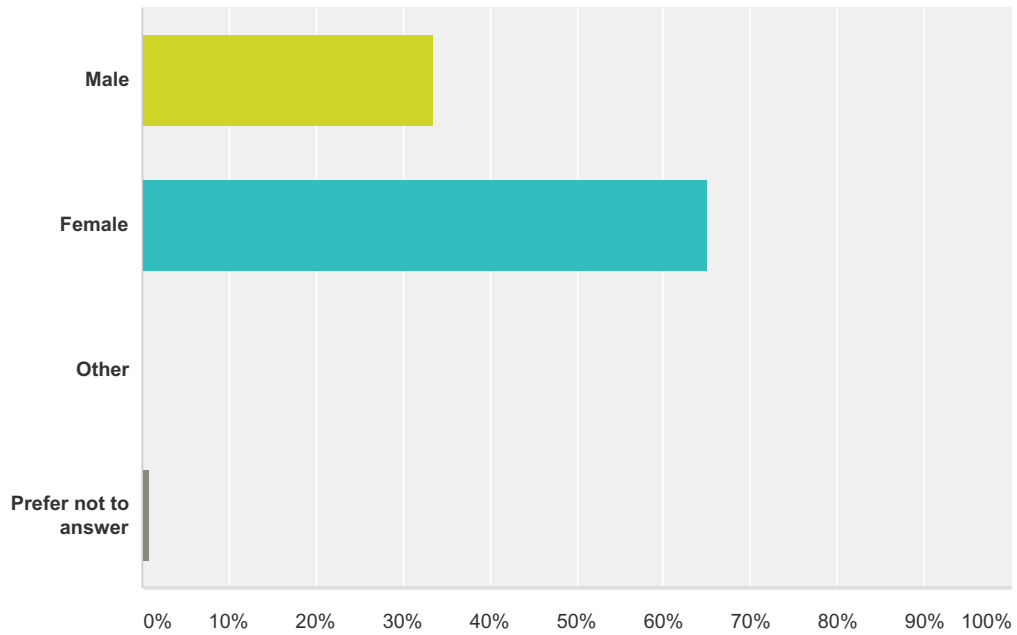


**Q19 What is your home zip code? Please supply your answer as a number**

Answered: 650 Skipped: 0

### Q20 What is your gender?

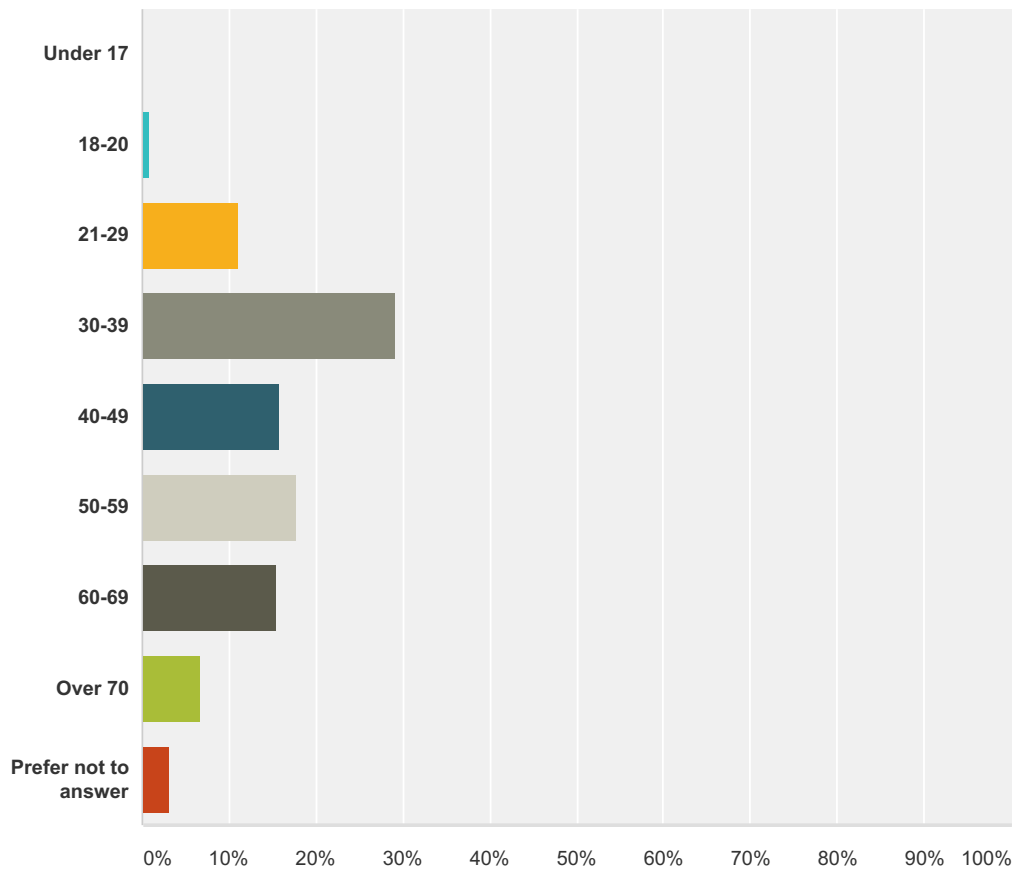
Answered: 650 Skipped: 0



Answer Choices	Responses
Male	33.69% 219
Female	65.08% 423
Other	0.31% 2
Prefer not to answer	0.92% 6
<b>Total</b>	<b>650</b>

### Q21 Which category below includes your age?

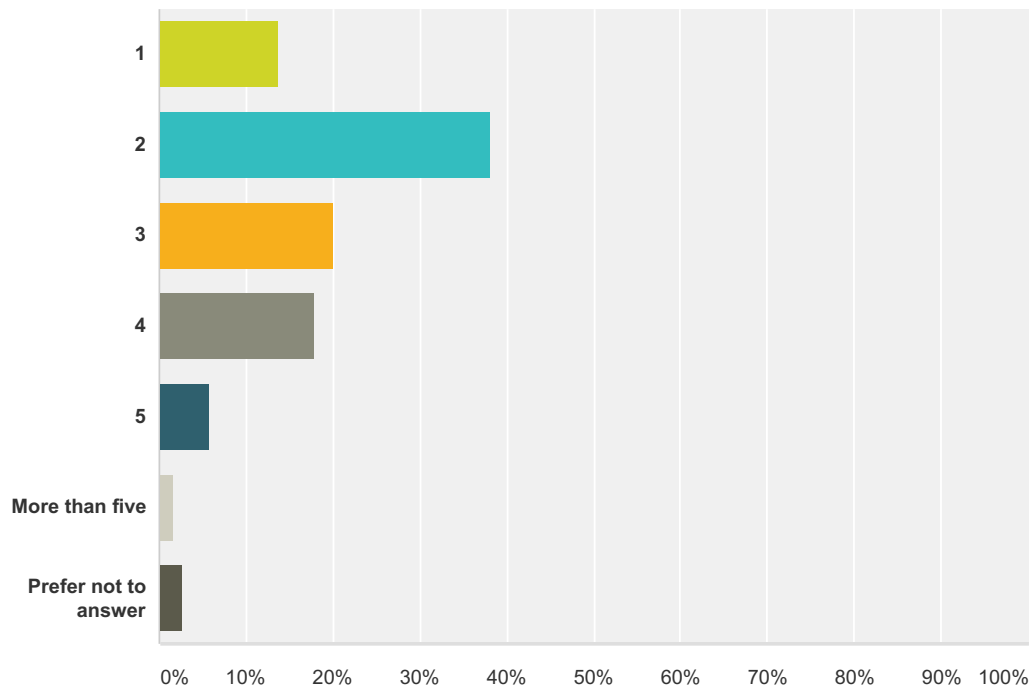
Answered: 650 Skipped: 0



Answer Choices	Responses
Under 17	0.15% 1
18-20	0.77% 5
21-29	11.08% 72
30-39	29.23% 190
40-49	15.85% 103
50-59	17.69% 115
60-69	15.38% 100
Over 70	6.62% 43
Prefer not to answer	3.23% 21
<b>Total</b>	<b>650</b>

### Q22 How many people currently live in your household?

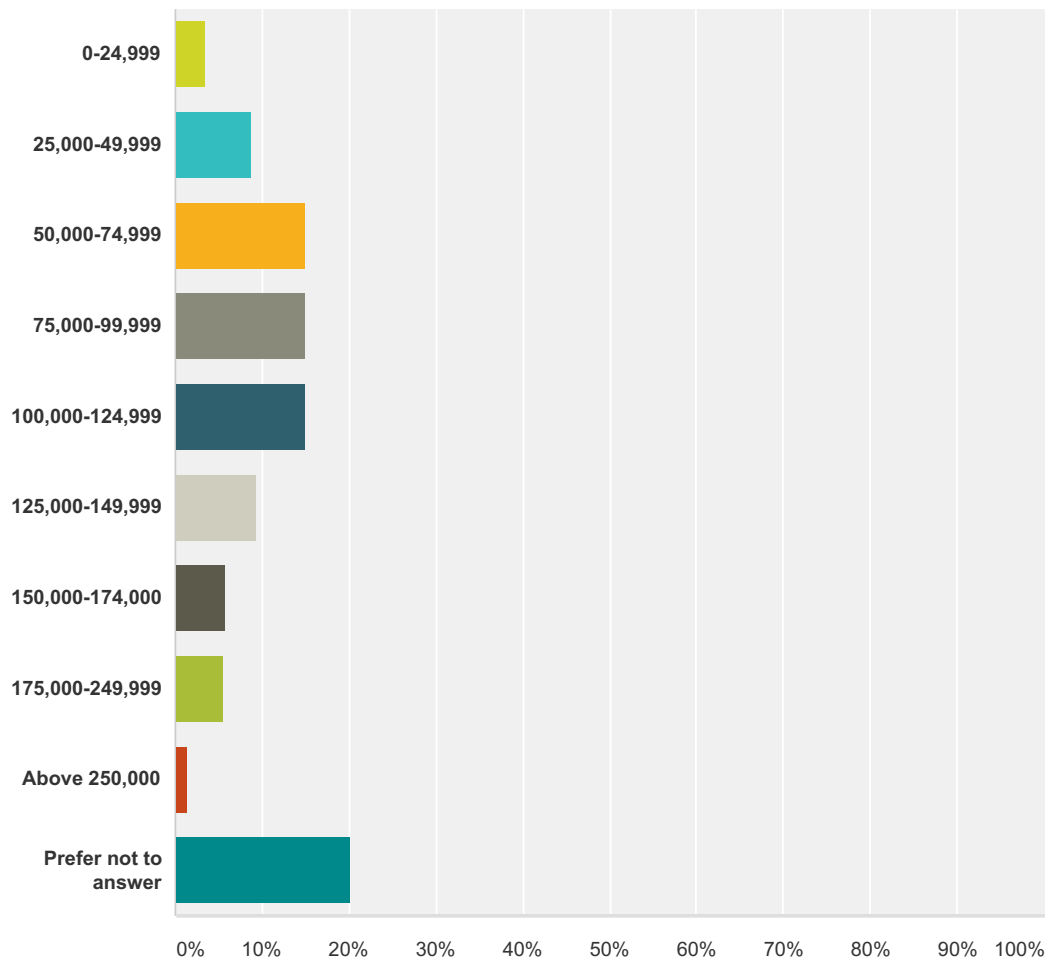
Answered: 650 Skipped: 0



Answer Choices	Responses	Count
1	13.69%	89
2	38.15%	248
3	20.00%	130
4	18.00%	117
5	5.85%	38
More than five	1.69%	11
Prefer not to answer	2.62%	17
<b>Total</b>		<b>650</b>

### Q23 What is your approximate average yearly household income?

Answered: 650 Skipped: 0

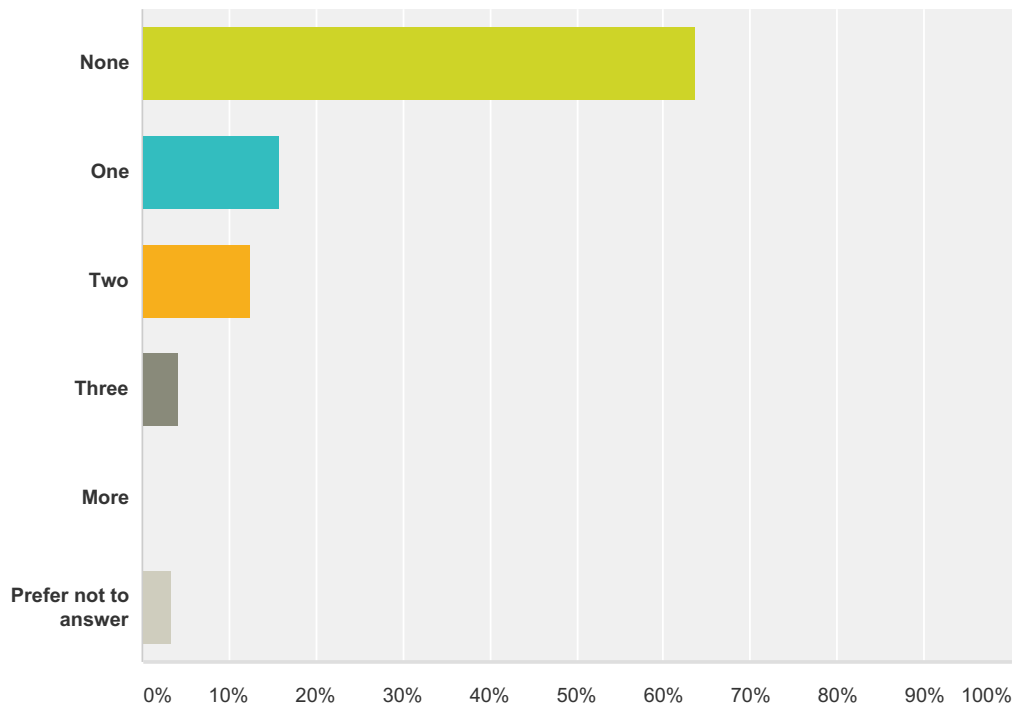


Answer Choices	Responses
0-24,999	3.54% 23
25,000-49,999	8.77% 57
50,000-74,999	15.08% 98
75,000-99,999	15.08% 98
100,000-124,999	15.08% 98
125,000-149,999	9.38% 61
150,000-174,000	5.85% 38
175,000-249,999	5.54% 36
Above 250,000	1.54% 10

Prefer not to answer	20.15%	131
<b>Total</b>		<b>650</b>

### Q24 How many children age 17 or younger live in your household?

Answered: 650 Skipped: 0



Answer Choices	Responses
None	63.69% 414
One	15.85% 103
Two	12.62% 82
Three	4.15% 27
More	0.31% 2
Prefer not to answer	3.38% 22
<b>Total</b>	<b>650</b>

**Q25 Please share any further comments about Roxborough Development Corporation, this survey or any other thoughts about the Ridge Avenue commercial corridor.**

Answered: 239 Skipped: 411



**Q26 If you would like to be entered into a random drawing to win one (1) of four (4) \$50.00 Visa Gift Cards, please provide all of the following information. This will be used to notify you of the drawing results and for no other purpose. The random drawing for one of the four gift cards will be made on March 13, March 20, March 27 and on March 30 at the end of the survey period. Winners will be contacted on the drawing date to come to the Roxborough Development Corporation office to pick up your gift card.**

Answered: 462 Skipped: 188

Answer Choices	Responses	
Name	99.57%	460
Email address	98.70%	456
Phone number	93.94%	434

## Appendix B

**Question 4. Is there something else that the Roxborough Development Corporation should be doing? NO COMMENTS HAVE BEEN ELIMINATED, EDITED OR CHANGED IN ANY WAY, EXCEPT TO CORRECT SPELLING ERRORS.**

### General Positive Comments about RDC

- These all seem like great ideas
- It would be extremely helpful for the RDC to engage in a vision/plan that extends beyond bringing businesses and shopping to Ridge Avenue. A more comprehensive plan drawing in housing, open space, parking, and other community issues beyond just shopping would be extremely helpful to identifying what Roxborough "means" (i.e. what the brand is).
- Property owners should vote on board members.
- They are doing a great job.
- Newsletter
- More communicating/networking with businesses outside of the BID. There should be a membership program for the RDC, and there should be tangible benefits for businesses to join. Andorra needs to be part of the discussion moving forward.
- Working with landlords that pay into their funds that are on the corridor
- You guys have been doing a great job the past few years. Some great things have happened, you convinced an iconic craft beer store to open up shop right in the center of the neighborhood, and turned an abandoned warehouse into an influx of younger new people to the area (Planet Fitness), as well a bunch of other great things. Now just keep the momentum going
- Crossroads Cafe and The Foodery have laid a nice groundwork. Continue down that path.
- This is well covered. I would have gone to more events if I knew about them, and I have been a home owner in the area for over 10 years.
- You are doing a fine job
- You are rock stars
- Engage owners in collaboration and collective dialogue
- You're done a good job over the years. Keep up the good work.
- Because of the scope and deep seated historical nature of the challenges along the business corridor I'd pick 3, focus on attaining addressing those issues and use it as spring board to all of the other issues.
- I do believe that the corridor needs a revitalization and that it has some amazing potential.
- The RDC is attempting to deal with multiple problems with a limited staff and budget. It is a partly volunteer organization and although admirable it may be better to go after

what can be changed for the moment. All of these long range studies are wonderful but in the near term people are looking for positive change in their lifetimes!

### **Negative about RDC**

- As for the Corporation, I found out of this corporation via a Google search. I didn't know you exist. Maybe send a flyer out to people's homes or put a flyer up at a store front so everyone knows you exist? More clever social media? Open dialogs on Facebook with all of us? Maybe ask a question and let everyone answer, you don't have to answer, but you'll know what we all have to say, at least.
- Make the RDC membership less of a stumbling block to businesses
- being more community orientated
- Don't understand why you are buying buildings & not allowing small businesses the chance to purchase
- Stop raising rent for small businesses. For example, Crossroads Coffee House. Your organization is responsible for shutting down a good business.
- Better online news/blog presence. Rarely know what is happening along the Ridge Ave corridor
- The general word I hear is that RDC increases rent/costs and makes it harder for businesses to stay open.
- Stop ignoring lower Ridge Ave. The RDC was supposed to plant trees, improve traffic and pedestrian crossings, and install lighting and trash compactors as part of the "Ridge Ave Master Plan". Lower ridge received 1 out of place light, 2 trash cans and zero pedestrian crossings. Also, the RDC was silent while the residents of lower Ridge opposed a dangerous and illegal auto shop at Ridge and Osborn. If RDC continues to ignore important community safety issues and leave promises to residents unfulfilled, then it is nothing short of a fraud.

### **Parking, Traffic, Parks Way finding Comments:**

- Work with SEPTA to provide covered bus stops at all stop areas.
- Allow businesses to give some type of coin vouchers for parking meters. They are very annoying when trying to shop on the Ridge and some seniors (myself not included yet) don't feel comfortable using the parking lots.
- Allowing more time at the meters or a little more free parking
- Almost all of the above is dependent on ample, easy parking. This issue has to be resolved for people to come out more regularly to Ridge.
- Better multi-level kiosks instead of meters
- Change the parking lot hours from 2 to 4 hours. Give people time to use beauty shops, eat, and shop.
- Clearly mark parking spots that are off Ridge
- Create parking lots. With all the activities parking is awful.
- Plus fix the parking issue, it's a nightmare and a parking ticket trap.

- Free parking lots
- Extend parking lot hours to 4
- Improve parking and current parking lots
- Improve the Leverington street parking lot increase free parking for shoppers and employees.
- Keep the parking lots clean and attractive.
- Parking and drive thrust like Wendy's
- Focus on walkability for new developments.
- Don't worry so much about parking.
- Parking lots should be built behind the businesses and storefronts should abut the sidewalk.
- Parking permits for employees of businesses along the Roxborough corridor.
- Provide adequate parking.
- Provide more FREE parking, off and on street.
- The sidewalks and street are also a mess and need to be fixed, the corridor is an embarrassment to drive down with out of town guests.
- Improve road conditions and enforce buses to use bus lane that is provided rather than slowing down / clogging up traffic.
- Dealing with traffic
- Free parking lots
- Extend parking lot hours to 4
- Fix the AWFUL pot holes! Make ridge Ave easier to drive on.
- Focus on walkability for new developments. Don't worry so much about parking.
- Get our roads fixed
- Repair the streets and potholes. Often Ridge Ave is avoided in preference for Henry Ave due to this.
- Repair third-world roads!
- Work on traffic calming. Right now there are lots of people who want to use the commercial corridor as a speed way. There are a significant number of large trucks. This traffic should be pushed to Henry Ave and Ridge should be a nice place to walk/bike.
- You won't attract families and small business if all you have are speeding cars. Increased sidewalk dining, a park let or two, and slower cars could probably do a lot to help develop the corridor.
- Work with the city to get Ridge repaved — it is a mine field from Main St to Andorra and beyond.
- Find out what other successfully redeveloped areas have done and follow that formula AND for gawd sakes clean it up... including sink holes...er... pot holes.
- Yes. I think somehow we need to link main. Street with Ridge Ave successfully. I think we could draw crowds to Ridge Ave from Manayunk, if maps were displayed strategically on various intersections. These maps can provide the many foot trails that exist and give info to the public transportation line that connects the two neighborhoods.

- Removing Ridge as a trucking route, makes streets unsafe for use. Improve ped crossing. No one is actually stopping for mid block crossings at designated areas. Create more bicycle friendly design (think bike lanes) to pull away from Main Street.
- Work with the parking Authority as they limit the convenience of patrons go to Ridge Ave. to shop. I can go to Andorra Shopping Center and not pay for parking or worry about a \$ 26 over the limit parking!!!!!!!
- Work with the city and business to allow for permit parking at Leverington Shoppers lot either for residents or for those who work on Ridge. This will relieve parking congestion on the side streets during the day.
- Traffic is a nightmare
- The parking lot at the Wissahickon station is severely underutilized. There could be residential or commercial development on the property literally right next to the train station, but that valuable parcel is not used. I think that should be a priority moving forward--to remove unsightly parking and move the station toward a Manayunk/East Falls model. Don't encourage people to drive to the station, force them to walk or take public transit.
- Providing better transportation-- and more often-- between Roxborough and Center City, and also between Roxborough and Mt Airy would help a lot. If it's easy to get here and leave here, people will be more likely to visit. We have a lot in common with Mt. Airy, but there is no direct bus route between us.
- Needs to be walkable, that's why the bottom of the hill flourishes. There needs to be some way to get to/from home walking without having to drive. Maybe a ridge shuttle system?
- Also, parking is terrible everywhere in Roxborough and Manayunk, so affordable parking lots or garages strategically placed along Ridge Ave, or on side streets would be helpful. The street itself has always been narrow so adding trees, though beautiful, may just make the sidewalk even more congested.
- If all of the above are a success, where will the crowds coming to the Ridge Avenue commercial corridor park?
- Maintain walk ability and family friendly/young professional options.
- Also, the Ridge and Roxborough intersection needs better traffic control. Too many cars speed and endanger pedestrians trying to cross.
- A camera along with lights that have a "left-turn" light would make this intersection safer for both pedestrians and cars.
- Get the bikes off the sidewalks and make those sidewalks pedestrian friendly. Pedestrians are the ones who have the greatest possibility of stopping and being customers.
- Be friendly to residents when planning for Roxborough because they are here for the long run, so they are the steady customers.
- I don't know if the Roxborough Development Corporation has any control over this issue, but properly maintaining potholes and crumbling sidewalks would help to keep Roxborough an appealing neighborhood. If the RDC has any contacts with the city, it would be great to redo some torn apart sidewalks and patch up some streets.

- Create some public space, that has constant human traffic
- Crafts festivals in Grogas Park.
- A fountain

### **Clean, Safe and Attractive Comments:**

#### **Drugs**

- There is no denying the drug problems on Ridge Ave. During most days it looks like a scene from 'The Walking Dead' because there are so many drug-hazed zombies grazing the Ridge. As a resident, it's sad and embarrassing would hope that a systemic and thorough approach would be made to the drug issue throughout the entire neighborhood, not just Ridge Ave.
- You obviously know that there are nuisance bars and drug dealing on Ridge Avenue as you've included in the survey. What are you doing about it?
- The drug issues is prevalent through Roxborough and Manayunk and I'm nervous about the drug issue being pushed into the residential part of the neighborhood if it's pushed off Ridge Ave.
- More place to get out of rain; awnings okay, but arcades/arched walkways would look better.
- With Peck Miller's, Interac druggies, and the empty building, that corner really takes the whole avenue down.
- Getting rid of the drug dealers/buyers & drunks is #1 priority
- Yet we have nicknamed this part of ridge "meth alley"....although we still do take our baby and dogs for walks down to Starbucks a few times a week.
- Getting the drunks off the Ridge and drugs
- I just want to stress the importance of eliminating nuisance bars and drug dealing
- I think the drug situation is the main reason I don't shop on Ridge Ave...aside from the lack of attractive stores
- I walk my son down Ridge every day and feel it is unsafe and messy. The other day I am pretty sure I watched a drug deal take place.
- Undesirable people & drug addicts walking around Ridge Ave at night,
- Less drug dealing at the Dunkin Donuts on ridge. I don't want to take friends from, out of town to see that.

#### **Safe**

- Pressure the police to make arrests! Known drug dealers, vagrants, noise violations. I have watched crime reported it, confronted criminal and police, no arrests made. This is why I will move out of Roxborough.
- Get police on ridge out of the cars and dealing with the community not just driving past it
- Also keeping the school children under control at dismissal.

- Dollar stores attract trashy customers that come from other neighborhoods and then these people clutter Ridge Ave. Which makes it look like a "not so safe" place to live. Where do these people come from?
- Please do something about Roxborough High School and its students walking down Ridge at dismissal to their bus stops. They use foul language and quite honestly behave like animals. I stay away from the Ridge and shopping there at all costs between 2:30-3:30pm. I could never see the Ridge offering outdoor eating while these kids walk by using curse words and running around while families are trying to eat. Please do what you can to clean up that school. It is a blight on our neighborhood.
- Something has to be done about Roxborough High School. People are terrified to go up the Ridge between 2 and 4pm because of the students at dismissal. I even encountered a few stores who lock their doors to keep them out because often some of them are looking to cause trouble. I'm no expert on managing that sort of thing but something, anything to help cut down on their foot traffic down Ridge Ave should be done.
- Try to improve the police presence on Ridge Avenue. Considering the amount of police driving up and down Ridge Avenue, there is little to no deterrent for drug dealers and especially users, so sell and use out in the open. It is a disgrace.
- Make it a safe corridor; undertake an effort to prevent crime
- Increasing security around "nuisance" areas like the field/lot on Pensdale across from St. Tim's. Someone close to me was held up there. So more patrols or a police presence in areas where shady activity is commonplace, especially at night.
- I know of several people who were also jumped at that corner of Ridge & Leverington waiting for a bus, the entire Ridge needs to be cleaned up,
- Ridge Ave is filthy around Ridge & Leverington it's very seedy at night, I would wait for a bus & I did NOT feel safe for the 1st time in 27yrs I've lived here, Try to keep unwelcome trouble out.
- More night life is needed so the streets feel safe at night.
- Not safe
- Get police to enforce noise problems from motorcycles as well as cars & trucks w/ no mufflers. Also, ATV's in street & motorcycles & bicycle stunts in street
- Make it a safe corridor; undertake an effort to prevent crime
- Add interesting lighting to focus areas to create ambiance and security

### **Nuisance bars, drunks**

- Classing up the nuisance bars would go a long way
- In reference to the above question regarding "nuisance bars" I would like to add that the only bar I consider a nuisance is Peck Miller's because of the seedy appearance and crowd it draws in.
- Shut down Peck Miller's and De Leo's. Encourage neighborhood places that do well and are not nuisances.
- Close Peck Millers.

- You need to get rid of the bar, apartments & prostitution there. There were also gangs of men hanging on the sidewalks this year around there, drinking in the afternoon/evenings. Really who is going to use a shopping district when they have to pass a gantlet of drunks? Side walk covered in vomit & shit. Bedbug mattresses, they even lit one on fire. Then the fights. And I only pass it twice a day - so image all that goes on there all the time.
- Most important are the vacant buildings, the sketchy stores, and the people that frequent around peck millers and the surrounding area.
- We don't want to have a park where drunks hang out.
- . And the people hanging out smoking. In front of Peck Millers bar
- Mainly Miller's bar and the check cashing place next door. Those are the first two establishments that you see on Ridge Ave. when you approach from Green Lane. The patrons that it attracts brings the neighborhood down.
- GET RID OF THE UGLY BILLBOARDS AND PECK MILLER'S!!!!!!
- Clean up the bums or whatever you want to call them,
- GET RID OF THE BAR!!!!

### **More cleaning needed**

- Clean up the Ridge
- Street cleaning
- Clean up the corridor in general
- Really need to clean up the trash. I've spent a few months in the suburbs and when I come back it's even more shocking and disgusting.
- Promoting less trash pickup and reduced littering.
- The sidewalks and street are also a mess and need to be fixed,
- Also, IDK who made the recommendations for what plants to put in the planters, but they did not last and look horrible.
- Keeping it clean.
- Our biggest hurdle is cleanliness of the streets. If a trash order was enforced I believe the area will be much more attractive for resident's future residents and visitors.
- Clean streets & side walks
- Clean up the area in front of the old bank at Green Lane at the bus store. It feels like walking a gauntlet.
- Clean up the corridor in general, remove garish signs and eliminate the scummy looking businesses or make them improve their building facades.
- Clean. Clean
- Cleaning up is most important.
- Cleaning up the eyesores.

### **Planters, trees and streetscape comments**

- Make the avenue look inviting, maintain plantings.



- Stop thinking cheap planters will work. This isn't chestnut hill and sidewalk space comes at a premium.
- Replace the planters. They are full of trash, don't drain properly and the plants have not survived
- The planters you installed are falling apart. have the Saul school kids make some instead
- Please don't use artificial flowers in the hanging baskets...it should be real flowers or no flowers. I can't imagine what the artificial flowers cost but they don't look good.
- Plant trees and clean up planters they look absolutely terrible!!!
- Plant trees along the corridor and repair sidewalks - partner with Philly Streets department so this is cost free
- Except for Gorges Park, Maintenance, Maintenance, Maintenance is a forgotten task in rest of the area.
- Trees, plantings, trash receivers, sidewalks, curbs, sewers, lighting, city parking lots are terrible!
- More trees and landscaping along the corridor

### **Storefronts and shabby appearance**

- Ridge Ave looks like a cheap rundown street.
- Enforce existing regulations related to signage for example. Billboards are a disgrace.
- Erect a Painting of Pretzel Pete somewhere along the avenue. He was a staple in our community.
- The new businesses that have opened like the urban exchange and Community thrift are unattractive with horrible thrift store windows.
- Remove garish signs and eliminate the scummy looking businesses or make them improve their building facades.
- Get rid of the poverty-drawing stores! If you have pawn shops and such, poor people will drive the other customers away.
- The corner of Green & Ridge is disgusting. Also--improve the yard at Kendrick Rec Center.
- Set a standard for the appearance of the storefronts. Perhaps a pallet of colors that are appealing and coordinated
- Instead of wanting to shop and stroll I'd rather spend my time elsewhere.
- Encourage more pedestrian traffic by making the streetscape more attractive and inviting. Perception and appearances are critically important.
- It is dirty and just is not a place I want to be.
- Placing attractive displays in vacant storefronts is important, Parking lots, chain family restaurants, chain stores, a real nice playground for the children with all of this being clean, drug free area, modern appearance, family oriented with a pot hole free Ridge Ave.
- avoid new businesses with trashy signage

### **Planning, Zoning and Landmark matters**

- Fix up and fill the existing business properties and stop ripping things down and filling them with strip mall type building
- More involvement to prevent historic buildings from being torn down
- Outreach and assist local business owners in working with L&I regarding addressing/correcting violations by chronic problem commercial landlords.
- Be much tougher on outside developers, make it know we want to preserve our history and discourage tear downs.
- Keep Roxborough' special, village-like appearance. Work on keeping what buildings make this village atmosphere so pleasant. I live close to the ex-Bunting House. That corner was so English village like with the Bunting House. It still has that atmosphere but Fast Food would ruin it.
- Working on zoning and planning for long term elopement.
- Decrease the number of vacant lots & place businesses there that will improve the area & bring in tax money.
- Work with PCPC to shrink the business corridor, which can strengthen it in turn. There have been vacant storefronts for over two years (if not more) on Ridge above and below Manayunk Av. They should be converted into office space or residential.
- Be more involved with zoning issues along the corridor - i.e. Bunting House/Wendy's. A vocal minority has left an eyesore on that corner
- Consolidate the retail corridor into nodes. It is too stretched out, sprawling. Nodes could be: within 1/4 mile of the Wiss train station; around Stanley's and bike shop; from Acme to Bob's and from Bob's to Gorgas; around Wawa/CVS; around Shoprite/Ivy Ridge.
- Enforce zoning laws and force owners to clean up their properties and remove all trash and other unsightly objects so as to maintain property values in Roxborough.
- Advocate for denser, mixed-use commercial/residential developments featuring ground floor retail or commercial uses with residential units above.
- Prohibit new curb cuts and low-density, suburban-style developments along the Ridge Avenue corridor.

### **Businesses that people want**

- More department stores, such as Marshalls, Ross, Macy's, maybe a mall including the above stores
- Businesses should cater to the needs of Roxborough Residents.
- More eating places that offer food other than pizzas and steak sandwiches
- Get some "restaurateurs" in here with some sort of incentive to make something interesting to create some buzz and excitement. Convince someone like Dimeo's in upper Rox to open a location down Ridge with some outdoor seating like Adobe Cafe. The place is overcrowded every time I'm there, they're probably already looking for a bigger place. They have a ton of fans because they have a lot of character but they're in a boring shopping center.

- Use the Foodery as an advantage!! It's just sitting there with craft beers everywhere and only one or two BYO restaurants in walking distance. A liquor license cost a lot of money for a startup restaurant. Some of the best and most creative restaurants I've been to be BYO. Talk with businesses and get them to work together more too. Soul to Sole and the Foodery could easily complement each other. As well as Phu Fha and the Foodery. See if Sole would be willing to turn the dumpy trash filled lot in the back into some nice outdoor seating like Cafette used to be in Chestnut Hill.
- If you attract businesses with some creative incentives, all the other problems on Ridge will work themselves out. Also on a side note, what a shame to see Crossroads go like that, what a great place. Not many people knew it though because you literally couldn't see inside from the sidewalk! I walked right passed for about a year after I moved here because I just couldn't see inside. The dark nature of the inside and the reflection of the glass makes it very uninviting for that type of establishment. People like to know what they're walking into. I'm sure it's an obvious problem, as the Foodery was clearly done right. But it's just not practical to have such an uninviting food establishment IMHO, same goes for Taylors really.
- JD McGillicuddy's and The Foodery are both well run establishments with local, respectful crowds. There should be more bars like them along Ridge Ave.
- Would love a better mix of retail in the stores- would love to be able to walk to Old Navy/ Five Below or many of the strip mall style stores on Chemical Road. The Hallmark store that just closed in Ivy Ridge would make a nice sidewalk store along Ridge too.
- I also think a Farmers Market, with multiple vendors, on Saturdays April- October would be great.
- We really need a decent health foods/natural store- the co-op idea.
- Options for nicer dining/bar scene on Ridge Avenue. I take almost all of my business elsewhere because we don't have these items here. I'd much rather keep it in Roxborough!
- Too many pizza places and nail salons. Need more stores where people can shop - card store, etc.
- Attracting a few BYOB's (especially with the Foodery presence) and. I think those are the key to giving the development ball some needed momentum.
- Attracting more service business rather than retail. Hard to compete with big box. Perhaps a few mid-size anchors...Marshall's? like you would see in a strip mall
- Open a card store/gift shop-especially since the Hallmark store in Domino Lane shopping center has closed.
- Bring more stores like the Foodery and Bring popular restaurants options. Need anchor stores/restaurants to bring more people in.
- Byob and a gastro pub !!!
- Diversity in restaurants.
- Do more to encourage National or Larger Regional Brands stores into move the area which tend to have better products vs some of the local lower end stores. Wawa,

Dunkin Donuts, CVS and the Foodery are great examples. Maybe a Domino's Pizza or DiBruno Cheeses.

- Encourage independent retails and start ups to take a chance on the Ave by offering low rent incentives to vacant properties.
- Encourage more organic type stores and push Roxborough to be more "green". Times are changing and people are leaving Roxborough to shop and eat so they can buy healthy alternatives.
- Everything above is/are great ideas... but you definitely need to be more selective in who moves into the stores.
- Have stores/restaurants that are open later
- Get better stores. Clothing stores for adults and kids, A shoe store would be nice.
- In order to shop on the Ridge there has to be stores to shop in besides nail salons, hair salons, dollar stores and pizza shops
- Trader Joe's would be fantastic but a girl can only dream.
- Perhaps a Trader Joe's or similar higher end food market.
- Please get Trader Joe's to come to Ridge Ave. I've already sent them a few requests over the years.
- A Trader Joe's or Whole Foods would be excellent businesses to attract.
- More department stores, such as Marshalls, Ross, Macy's, maybe a mall including the above stores
- More eating places that offer food other than pizzas and steak sandwiches
- More family friendly.
- Not geared so much toward singles or college students.
- Explore the possibilities for a Trader Joes and the like
- Practical stores would be a benefit- along the lines of a Trader Joe's. .
- Put Trader Joes into the old Restaurant Despot at Wiss transfer station.
- Open a Trader Joes or Whole Food to the corridor!
- On the weekends some stores close early-that is inconvenient for people who work 9-5 and depend on the weekends to do shopping.
- We need better bar / restaurant options in the mid price range. Attract a microbrew. No more pizza joints and nail salons. Upscale Fast Food would be ok, like a Chipotle.
- New businesses should be required to have pedestrian friendly designs.
- Bring more Restaurants and shops to ridge to replace the vacated stores.
- Bring in more normal businesses.
- Businesses that the neighborhood residents can patronize.
- Bring more national brands to the corridor. They automatically spruce up the area because of their high standards.
- I love the Roma Bakery and the Foodery and look forward to trying other venues as well.
- Although already rated as very important, I think that bringing more businesses and entertainment options to Ridge Ave for a young adult, but still middle class crowd. As a 30 year old, paying off a million loans, a mortgage, and taxes, I have high taste but not a lot of superfluous money.

- A boutique movie theater would be a great addition, I learned from my neighbor that at one time there were 2 or 3 movie theatres on Ridge Ave. Currently, we have to drive 20 minutes to see an indie film.
- Ridge needs to be diverse...you should be able to find everything you need on Ridge.
- Roxborough seems to be in a state of transition. It appears that there are more young professionals in the neighborhood in years past. The store mix & overall feel doesn't really appear to meet their retail needs. Not sure whether that is their purchasing power isn't that great or the existing merchants don't recognize this group as an opportunity to grow their sales. Not sure the best way to appeal/attract Millennials, but the existing stores don't seem to be doing it.
- A beer garden would be nice.
- Roxborough residents are mostly families and college students, business should target this population: children stores? Book stores? more coffee-shops
- Capitalize on the large student population to bring them to the Ridge.
- Work with Philadelphia University .Places like the Foodery are also great example of types of stores that work well on the Ridge.
- Bring businesses that will bring people to the area to shop and dine. Ridge Avenue needs a major overhaul so it is more inviting.
- More family friendly businesses
- Need anchor stores/restaurants to bring more people in.
- Establishing restaurants along the street has been difficult, if you watch how it goes for them over the years.
- 2 thrift stores is adequate; diversify and find interesting and affordable shops and restaurants.
- Encourage healthy local options.
- We currently patron Starbucks, Zesto's, Romas bakery, Romas pizza, Mr. P's at Ivy Ridge, World Wide Aquarium & Pets, Family Dollar, Planet Fitness, ShopRite, Acme, Stanley's, Sunoco at Leverington, TD Bank, and Citizens Bank at Lyceum.
- Attract a children's play cafe, similar to Lulu's Casita in Ardmore, Treehouse Cafe in Chestnut Hill, and Play Cafe in Bryn Mawr.
- Attract better grocery store options
- Attract high end shops and restaurants.
- Attract nicer type stores...
- Allowing more Fast Food in Roxborough
- Work on getting the Wendy's here.
- Need stores, children, ladies, men, shoe shops that will draw people, there is nothing to draw anyone to the Ridge Ave.
- There also aren't any bars or sit-down restaurants of interest to my husband and I on Ridge Ave.
- Open a card store/gift shop-especially since the Hallmark store in Domino Lane shopping center has closed
- Find a tenant for the bank building at Ridge and Green Lane.
- Try bringing another co-op or Whole Foods to the area.

- The plan for the little park near dollar store is okay, but there needs to be some business that sells food, ice-cream, pastries, cafe with beer/wine, maybe children playground.
- a major big box store (Walmart, K-Mart)
- Actively recruit businesses and work with owners (an incentive?) to maintain a balance so the corridor isn't all steak shops, nail and hair salons!
- add more restaurants the attract the younger crowd that lives here
- Maybe they could hold a market at Gorgas Park or potentially open a storefront along the corridor.
- work with Manayunk Roxborough Food Co-op on Farmers Market and Co-op
- You should work with the Manayunk-Roxborough Food Co-op Initiative that's already in place.
- Roxborough residents are mostly families and college students, business should target this population: children stores? Book stores? more coffee-shops
- Roxborough seems to be in a state of transition. It appears that there are more young professionals in the neighborhood in years past. The store mix & overall feel doesn't really appear to meet their retail needs. Not sure whether that is their purchasing power isn't that great or the existing merchants don't recognize this group as an opportunity to grow their sales. Not sure the best way to appeal/attract Millennials, but the existing stores don't seem to be doing it.
- More family friendly businesses
- Home goods stores for home-owners, restaurants for families?
- Focus on creating an atmosphere for businesses especially smaller BYOB type establishments to be attracted to the area.
- To echo the "market niche" question in the earlier section - this is a major point. And big-name brands. Foodery + Lennie's + Phu Fa (sp?) are great examples; There needs to be something done about getting more quality businesses on Ridge, particularly indie coffee shops. Since Crossroads closed there really is no place to go except chains like Starbucks & Dunkin.
- Incite Trader Joe's to move into the neighborhood somewhere, the farm Henry Got Crops is a special place in Roxborough, and "under marketed" - work with them to get presence on Ridge (farm stand).
- Ridge Ave needs a great gastropub on Ridge.
- The corridor needs to attract businesses like Foodery, specialty items that attract new and young residents, but have an appeal to a wide audience (who doesn't like a cheap - but clean- family friendly area to get a bottle of beer and sandwich?!). RDC needs to effectively organize and resist the bids from corporations/businesses like Wendy's, Domino's, pizza/hoagie/salons - they are ugly.
- Not enough dining,
- Look at what is working on Main Street Manayunk, West Chester, Doylestown, and Chestnut Hill and emulate that. Limit the amount of dollar stores and cash for gold.
- Get some BYO's, high end shops, organic foods that will turn it from an embarrassment to a beautiful area. And then the money will come if that's the bottom line.

## No more of these please!

- Too many hair salons
- Please help to not bring in Fast Food joints that will lower the market value of homes in and around Roxborough and that will cause loitering
- limit the chain store presence
- Get rid of the cheap/tacky looking store fronts. Check cashing, no name dollar store, etc. There are way too many pizza & steak shop
- Get rid of corners stores (bodegas) and braid shops... some of the businesses are attracting people from outside neighborhoods that junk it u
- If we're committed to improving the Ridge, we need to move beyond nail salons
- Residents should have a say on the amount of nail salons and cell phone stores on the Ridge.
- Keep chains and Fast Food out.
- Keep Fast Food restaurant off the Ridge unless they're in a shopping center
- Keep out Fast Food, i.e. McDonalds, Wendy's, Burger King, etc.
- dollar store + Metro PCS and aforementioned beauty salons are sub-par and should be unacceptable businesses for the area
- Less Fast Food, banks, and super markets. More actually businesses.
- Eliminate the dollars stores and low end thrift stores, have a quota on nail salons, beauty salons, pizza shops.
- We don't need any more pizza places or nail salons. Avoid cheap restaurant Discouraging Wendy's and other Fast Food enterprise development
- No more drug Stores
- The Dollar Stores, check cashing, and nuisance bars need to go.
- Stop renting to pizza and check cashing places.
- Remove the "beeper stores", hairdressers, thrift stores and dollar stores. There is no retail presence. There is no retail base or reason to go to that corridor.
- Get rid of smoke shops and e-cigarettes
- More eating places that offer food other than pizzas and steak sandwiches
- Please stop putting in pizza shops, Chinese restaurants and nail salons. ROXBOROUGH is overrun with these type of establishments.
- Please help to not bring in Fast Food joints that will lower the market value of homes in and around Roxborough and that will cause loitering
- Remove the "beeper stores", hairdressers, thrift stores and dollar stores. There is no retail presence. There is no retail base or reason to go to that corridor.
- We don't need any more phone, hair or nails stores.
- Dollar stores and check cashing businesses are, nationwide, associated with undesirable neighborhoods.
- Don't let Wendy's build a restaurant on Ridge Ave. Main St doesn't have a Fast Food place and neither should Ridge Ave.
- Not so many dollar stores

- Ridge Ave. appears very run down and businesses such as the cash exchange, tattoos, and the family dollar portray a lower standard of living and attract a less than family atmosphere Dollar Stores, Consignment Shops, Endless Hair and Nail "Salons" mixed with other pointless stores will never reach the same level of prosperity and community am engaged as the aforementioned locations.
- No more "trash" businesses.
- Discourage chain business
- No more Fast Food.
- Don't need pizza, nail, Beauty, check cashing shops. It is a shame that the Ridge looks bad, I have lived here since 1939 and remember many great stores,
- Can we please have no more pizza shops, dollar stores, and other low class nonsense? ENOUGH of the check cashing places & pawn shops along with nail places they are filling up the Ridge with the wrong people, Ridge Ave has become nowhere to shop, and there are no stores desirable to shop in? 2nd hand stores? Check cashing?
- Do NOT allow Dominos or other chains to further junk-up the Ridge.
- No more Fast Food.
- No more "trash" businesses.
- Discourage chain business ES and encourage healthy local options.
- Dollar Stores, Consignment Shops, Endless Hair and Nail "Salons" mixed with other pointless stores will never reach the same level of prosperity and community am engaged as the aforementioned locations.
- Limit the amount of dollar stores and cash for gold.
- We don't need more hoagie/pizza joints.

### **Comments on business mix**

- I use to always shop on Ridge there is nothing on it worth shopping.
- Places like the Foodery are also great example of types of stores that work well on the Ridge.
- Bring businesses that will bring people to the area to shop and dine. Ridge Avenue needs a major overhaul so it is more inviting.
- Establishing restaurants along the street has been difficult, if you watch how it goes for them over the year
- There really is no "commercial corridor".
- Though there are some services available there is no shopping available.
- Updating/keeping up with the times. I feel like ridge Ave is stuck in a time warp and could use a youthful boot.
- The 7-11 should be shut down - it's an eye sore.
- I heard Domino's Pizza was denied the right to open on Hermit Ave by the Neighborhood Association. They shouldn't have that much power.
- The corridor is an embarrassment to drive down with out of town guests.



- There is next to nothing to attract anyone to Roxborough, though it has so much potential, and parking unlike Manayunk. Please let's start getting up to 2015 as far as shops and restaurants go.
- . I do not like to bring friends and family around that scene. I would like more to be done to help eliminate those people from hanging around store fronts
- Something needs to be done with the vacant properties and cheap corner stores that invite the wrong crowd.
- Work with and for the businesses.
- The perception is that only the poor and homeless frequent Ridge Ave. and Central Roxborough.
- The entire span of ridge Ave starting at Wissahickon especially is just dilapidated. It's embarrassing. Before I moved here I came to the area to buy a drum set from someone I met online and coming up near the train station for the first time I swear I thought I was driving into the ghetto.
- This is a nice neighborhood, but it's in shambles and needs to be fixed up so it can be saved.
- It's a shame, we have lived here our whole lives and love to promote local business.

### **Differentiating and competing with Manayunk/Chestnut Hill**

- Right now except for a few stores, it's perceived as a lower blue collar type of destination. The RDC really needs to decide given what the area is currently like, who they want to attract and how to position Roxborough vs Manayunk, Conshi, Plymouth Meeting, Flourtown, and Chestnut Hill etc.
- . You need to create something that will attract people to move from Main Street for the shopping/dining. The sidewalks need to be open and appealing for walking. The stores need to be attractive to the young crowd and families that visit Main Street most. It needs to feel safer and cleaner on Ridge Avenue.
- Turning it into another Main Street would be a bad idea
- Develop an atmosphere to create a distinct niche. Chestnut Hill and Main St Manayunk have this, Ridge Ave doesn't, but it is getting better.
- For example the middle class district since Chestnut Hill has that upscale vibe and Manayunk the college party feel.
- Eventually have the Ridge be a "grown-up" competitor to Main St. Manayunk.
- You have quite the task to compete with Manayunk, but maybe the focus should be on offering the many residents in/around/near Ridge Ave a viable alternative to going to Main St Manayunk.
- I'm not keen on going down the hill to Manayunk Main Street.
- Rox has a lot going for it - just needs a stronger main street to attract more affluent visitors. Definitely needs good restaurants. Would much rather go to Ridge than Main.

### **Marketing the Ridge**

- Create a more unified look to market the corridor as a brand such as what is done in Chestnut Hill.
- More advertising, not everyone is internet Savvy
- Encourage something like 1st Fridays and/or have businesses stay open later on Fridays & Saturdays & maybe one weekday.
- BUT it needs another solution than just a Band-Aid. The most critical issue stated above is "Identify a market niche for Roxborough and BRAND it effectively".
- Marketing to businesses to come to the ridge.
- Marketing shopping and dining, with reasonable prices, to the residents of Roxborough, especially families Advertise events & businesses with posters and banners.
- Advertise more in East Falls
- Marketing shopping and dining, with reasonable prices, to the residents of Roxborough, especially families. Turning it into another Main Street would be a bad idea.
- Use the strong points Ridge Ave currently has to your advantage. It's a great location with a middle income population. You already have people here, you don't have to attract them, and you need to make them stay. A more laid back alternative to somewhat "uptight/snobby" Chestnut Hill and "yuppie" Main St. with more of a family environment. It's a place to be able to park your car comfortably and take a breath from the busyness of Manayunk or Center City. A west Mt Airy feel in a more centralized "corridor."
- I think it's important for the Development Corporation to take a look and keep in mind the interests of the newer population that has taken residence in the neighborhood. By no means do I want the interests of lifelong residents to be neglected.

### **Residential issues**

- Policing Rentals! the entry block where the Wissahickon sign is,,, up to Manayunk Ave often has strewn garbage, little concern with clean putting out garbage or recycle, and some never shovel snow. A disgrace.
- The Main Street development, while perhaps a financial success, has made life hell for many of the lifelong residents who just want to have some peace and a place to park. I hope any development on Ridge Ave first and foremost serves the community of people who have their roots in the neighborhood.
- Encourage more residential density in the immediate vicinity of the commercial corridor. The more residents living within walking distance, the better chance existing businesses have to flourish and the more likely new businesses will see it as an attractive location.
- We are new to the ridge age area with just purchasing a home on green lane.
- The amount of college kids is ruining the family atmosphere as well. Is it possible to deter the amount of college kids by having police ACTUALLY enforce laws? I have college kids next door that have vandalized properties on camera and constantly party and the police sometimes don't even show up when called. For this exact reason I'm

looking to sell my house and move out of the neighborhood. It's a shame because I really wanted this to work out.

- Yet, the community is full of middle-class people. Give us a reason to shop and eat there!
- There has been an influx of college students in Roxborough and Manayunk, but there's nothing for them on Ridge Ave. except Starbucks. Students are potential customers.

### **Other comments that don't fit in other categories**

- Yes add adaptive swings for disable community children in Gorgas Park
- Encourage young chefs to start a BYOB in some of the vacant building, including the old bank building on Ridge and Green;
- Expand plans noted above off of Ridge and into the whole neighborhood.
- Support your local civic. Be more inviting to public participation on RDC
- Force the AMY Northwest students and cross guards to use proper crosswalks instead of the middle of a busy street. Why do they encourage jaywalking, especially during rush hour?
- Grant writing and fundraising
- Greater presence
- If you are trying to tackle everything listed under question#3, you are already biting off more than you can chew.
- Expand focus to the blocks beyond Ridge Avenue - the people who shop Ridge live on Houghton, Pechin, Rector....it is a whole, not just the Ridge.
- Also attract more services... the Healthcare facility is a great idea. What about a veterinarian clinic and do some pet related events. How about a motorcycle show with a lighted bike parade at night. I can help with that!!
- In increase rides and swings in Gorgas Park.
- Shovel the snow
- Shuttle for seniors.
- Bring more culture activities to the corridor: art galleries, versatile theater space.
- Get involved with the Greater Philadelphia Chamber of Commerce for guidance on diversifying and improving businesses.
- Don't focus so much on new special events, you're not going to fool anyone into thinking Ridge Ave is something it isn't. We just need the right atmosphere
- Because of the scope and deep seated historical nature of the challenges along the business corridor I'd pick 3, focus on attaining addressing those issues and use it as spring board to all of the other issues.
- Can we make the high school more local and high achieving?
- Community garden / park space in empty / vacant lots,
- Get the community more involved
- getting the police to walk along ridge, get out of their cars, talk to people, say hello, become a part if the community

- Handicap! Build a weather-covered benched-area. Seniors.
- have a movie tavern or roller skating place for kids to go to and enjoy family time
- Have better food vendors and exhibitors at special events.
- Involvement in civic organizations
- List community groups/clubs/athletic teams & contact info on the website. The church list is needs to be updated. I can meet with you sometime to go into greater detail
- Working with the schools to better address the openings and dismissals in order to manage student travel better
- Work with the local public schools. Dobson, Cook-Wiss and Shawmont would all benefit from a partnership with RDC. Also work with the Local Boy Scout Troops more.
- The empty spot where that beautiful building was demolished was a sin - a black hole for the Avenue.
- Do Pop Up Restaurant/Gallery/Stores. Be creative, don't take the "easy way" out of the business blight.
- The corridor is too big, shrink it down.
- Capitalize on the large student population to bring them to the Ridge.
- Work with Philadelphia University.
- Look at what is working on Main Street Manayunk, West Chester, Doylestown, and Chestnut Hill and emulate that.
- All businesses should be wheelchair accessible.
- Crafts festivals in Gorgas Park.
- Work with business owners to diversify staff--employee people with disabilities.
- I just moved to Roxborough in January. I was attracted by reasonable home prices, easier access to parking and proximity to Manayunk Main St. I enjoy supporting the businesses on Ridge Ave, as they are close to my home, as well as those along Henry Ave.
- If we improve the yard, families will meet and get to know each other better. It should be a safer place for our kids to play.
- Can we make an ordinance to not allow poor spelling in business names? i.e., replacing s with z
- More family events at Gorgas park
- Maze Gardens!

## Appendix C, Questions 12, 13 and 14

**Question 12. We want to know what types of businesses would make you want to shop along the Ridge Avenue Commercial Corridor more often. Please name two kinds of restaurants or eateries you would like to see on Ridge Avenue? Please supply your answer in words.**

First Choice		Second Choice	
BYOB	36	Bar	25
Italian	36	BYOB	24
Brewery/brew pub	34	Brewery/brew pub	20
Trader Joes	32	Mexican	20
Family Friendly	25	Italian	19
Bar	22	Steakhouse	14
Gastro pub	21	Healthy food options: resto/grocery	14
Wendy's	19	Café	14
Coffee shop indy	19	Seafood	13
Indian	19	Asian	13
Upscale	18	Indian	12
Café	17	Sushi	11
Mexican	15	Vegetarian	11
Panera	15	American	11
Vegetarian	14	Coffee shop indy	11
Healthy food options: resto/grocery	12	Panera	11

Farmers market	11		Burger	10
Seafood	11		Gastro pub	10
Bakery	10		Upscale	9
Steakhouse	10		Trader Joes	8
American Food	10		Bakery	8
Sushi	9		Wendy's	8
Burger	8		Family friendly	8
Chick Fil A/Fried Chicken	7		Mid range/price resto	8
Fast Food	7		Olive Garden	8
Whole Foods	6		Whole Foods	7
Mid range/price resto	6		Chipotle	7
Olive Garden	6		Fast Food	5
Sit-down	6		Sit-down	5
Mediterranean	6		Wine Bar	5
Breakfast oriented	5		Mediterranean	5
Coop Grocery	5		Apple Bees	5
Organic plus gourmet	4		Breakfast oriented	4
Chipotle	4		Chick Fil A/Fried Chicken	4
Clothing	3		Farmers market	3
Cosi	3		Movie Theater	2
Vietnamese	3		Music store	2
Shoe store	2		Bookstore	1
Electronics	2		Clothing store	1

Cooking or Kitchen supply	2		Shoe store	1
Wine bar	2		Art supply store	1
Bookstore	1		Antiques	1
Children's clothes	1		Cosi	1
Men's clothes	1			

**Question 13. What kind of new retail stores would you most like to see along Ridge Avenue? Please supply your answer in words**

First Choice			Second Choice	
Trader Joes	102		Clothing store	44
Clothing store	63		Bookstore	37
Target	37		Shoe store	24
Bookstore	26		Target	22
Shoe store	25		Trader Joes	21
Card and Gift store	23		Card and Gift store	19
Children's clothing store	19		Home Goods store	18
Women's clothing store	16		Whole Foods	12
Men's clothing store	15		Sporting Goods	11
Coop Grocery	15		Garden/ Hardware store	11
Home Goods store	14		Consignment/Discount	10
Whole Foods	11		Coop Grocery	10
Walmart	11		Organic plus gourmet	9

Sporting Goods	11		Children's clothing store	9
Old Navy	9		Women's clothing store	9
Arts and crafts store	8		Old Navy	9
Organic plus gourmet	8		Arts and crafts store	8
Farmers market	8		Walmart	8
Music store	7		Music store	7
Bakery	5		Electronics/computer store	7
Family Friendly	4		Men's clothes	6
Consignment/Discount	3		Bakery	6
Electronics/computer store	3		Farmers market	5
Pet store	3		Gap	4
			Kid friendly	4
			Office supplies	4
			Pet store	3

**Question 14. What kind of new arts, entertainment or leisure activities would you like to see on Ridge Avenue? Please supply your answer in words.**

First Choice		Second Choice	
Movie theater	96	Movie theater	32
Live music/venue	27	Kid friendly activities	17
Concerts/venue	21	Live music/venue	12
Kid friendly activities	18	Theatre	11



Art Gallery	16		Bookstore	10
Theatre	11		Outdoor events	10
Gallery	10		Art Gallery	9
Coffee	10		Concerts/venue	9
Yoga	9		Gallery	8
Bowling	9		Coffee	6
Jazz club	9		Exercise	6
Exercise	6		Bowling	6
Arts festival	6		Late night coffee shop entertainment	6
Food trucks night market	6		Arcade	5
Beer garden	5		Yoga	4
Late night coffee shop entertainment	5		Beer garden	4
Bookstore	4		Food trucks night market	4
Arcade	4		Painting classes	4
Bike lane/club	4		Movie Tavern	4
Comedy venue	4		Performing art center	3
Plays	4		Jazz club	3
Performing art center	3		Block party	3
Swimming pool	1		Flea Market	3
			Bike lane/club	2
			Comedy venue	2
			Swimming pool	1



## Appendix D

**NO COMMENTS HAVE BEEN ELIMINATED, EDITED OR CHANGED IN ANY WAY, EXCEPT TO CORRECT SPELLING ERRORS.**

**Question 27. Please share any further comments about the Ridge Avenue commercial corridor, this survey or any other thoughts about downtown.**

### General Positive Comments about the RDC

- I think it's great that the RDC is asking for feedback from residents and visitors. Thank you.
- Please do not release my information to other sources/ this is specifically for use of the Roxborough. Redevelopment Corp!
- At the people that clean and sweep up do a fantastic job, always see them working.
- I am excited to see the Roxborough Development Corporation working to bring quality retail and dining to the ridge avenue corridor.
- The RDC has a great opportunity in front of them. They have a large/long/diverse commercial corridor (walkable, bikable, and drivable), historic architecture, lots of close-by residents, solid urban demographics, greenery, decent city parking, and inexpensive real estate (to rent or buy). But there needs to be better marketing, better branding, and better promotions (e.g. street light banners, tasteful signage, way-finding signs, historical markers, etc.). We have the right people and energy, I even believe we have enough money; we just need a more detailed plan.
- Great Survey.
- Wish the RDC success with its efforts.
- I would like to know how many answers you got and the results.
- Make residents more aware of all the online resources available that will let folks know what is available in Roxborough.
- The RDC is doing a lot of improve the ridge which very god
- This is a great survey! Thanks for asking for input! I hate having to leave Philadelphia for so many things! (Especially retail stores, child-friendly indoor activities- there are no places to have children's birthday parties!) Keep the family friendly events coming!
- This is a thorough survey.
- Our family attended at least half of the RDC events
- My option is RDC is more concerned with filling stores with an any tenant opposed to the RIGHT tenant. Most current tenants are not an appropriate choice for long term growth
- This Roxborough 2020 imitative is an excellent step, and exactly the kind of forward-thinking planning that has already seemed to help neighborhoods across Philadelphia. Great to see this come to what is almost my backyard, and really appreciate your efforts!

- Unending potential, this rooting for you! But you must try to cooperate with other department corps & civics & the ward and they should do the same.
- Survey was well thought out and constructed.
- Thanks for trying to beef up the Ridge!
- The events you guys have are awesome.
- Noble effort thank you.
- I would like to see this Development Corporation extend all the way up to Port Royal Road.
- I thought the survey was very complete!
- RDC does a great job organizing special events, Ridge Ave. improvements, business improvements, promotions of businesses and events, fund raising and doing the many things the City doesn't do.
- Thank you for putting this together.
- I do hope that you are successful in bringing more activity and better stores to the area.
- Thank you, I think this area is tricky and could be made a much more pleasant place with strong community behind it.
- I commend the RDC for working with the Foodery, which was rejected by your counterparts in Manayunk. It's a destination for the Ridge, and didn't bring any madness. Keep it up.
- It's good to know people are thinking about the long-term economic stability of the neighborhood. Thanks for all you do!
- It's great that you are surveying people who work and live in Roxborough for this purpose.
- We love this town and wish we could support its businesses/restaurants instead of driving to other neighborhoods but it currently doesn't meet our needs.
- Keep up the great work!
- Keep up the interest and good work. It counts.
- But there are bright spots...the planters are great....seems like more of an effort was made around the holidays. I would be interested in finding out more about volunteer opportunities in hopes of helping to affect a positive change within this community.
- I would be interested in volunteering with the RDC and finding out ways to get involved as a community member.
- Did not know RDC existed
- As a business owner on the Ridge Avenue Corridor and a Roxborough native, I am so excited to be taking this survey. Looking forward to change. Willing to help in any way possible.
- Glad you are working on this. I have lived here for 15 years and was involved with changing the Ridge, but little progress has been made.
- Good job as of late, keep up the good work
- I love the idea of this survey - good information with which to work toward a goal. I hope the data is put to good use.
- I think it's great you're looking into how to improve Ridge Avenue!
- I think Ridge Avenue has a great deal of potential as a commercial corridor.

- I think Ridge Ave. has a ton of untapped potential.
- We got to clean up the Ave a bit and really attract a perhaps two awesome retail and restaurant establishments like a Trader Joes and a microbrew pub.
- I am an educational researcher and am very interested in seeing the results of this survey.
- I appreciate that Roxborough Development Corporation is handing out this survey. I'm glad that our community is safe and clean.
- Thank you for your time in putting this survey together,
- I appreciate the survey and think the Rox. Dev. Corp is definitely on the right track and making some great progress!
- I appreciate the newsletter and generally reaching out to people in the neighborhood. I think a lot of people in this neighborhood are truly interested in seeing it thrive in the future.
- I appreciate what you do!
- Thanks for the work you are doing!
- Thank you for showing an interest. I hope we see results.
- I know you try really hard. It is difficult to get some businesses to come into the city. It seems that everything new that is tried is protested by some group.

### **Complaints about and improvements the RDC can make**

- Instead of fighting with the community over a WENDY'S being built, which it should it would light up that corner & supply jobs to the kids that live here, try & cooperate with the other associations & residents, along with commercial business owners, it seems there's lots of in-fighting & contention between the Development Corp & these other agencies
- Instead of fighting with the community over a WENDY'S being built, which it should it would light up that corner & supply jobs to the kids that live here, try & cooperate with the other associations & residents, along with commercial business owners, it seems there's lots of in-fighting & contention between the Development Corp & these other agencies
- Also, we live in 19128 but never receive the review in our mailbox.
- I hope that any strategic planning is geared to serving the life-long residents of Roxborough: the young to the elderly I did not attend many of the events listed in #2 above b/c I did not know about them. I did not know about [www.roxborough.us](http://www.roxborough.us) prior to this survey. I will visit the website now that I know about it.
- How will we know what is contained in your 5 year plan?
- Also I don't hear about the events until after they have happened and are covered in the Review.
- The special events and everything else Roxborough has to offer are not well advertised. I think simply improving the promotion efforts would go a long way.
- The survey is too long. You should cut some of the questions out. I doubt many people will complete it.

- There should be an option on it to join an email list if there is not already.
- Another reason for some of the pessimism I feel is that some good ideas, like the planters, were not done well, and not maintained. And those tacky plastic plants, they need to go. T
- The corner of ridge and Roxborough needs to be developed. You fought the Wendy's but now there is just a big empty ugly lot. A Wendy's would have been nice
- The RDC should be abolished as presently constituted. The vision of gas stations, car washes and laundromats is folly, although some Board members have profited mightily. The signage is atrocious. Has anybody noticed that the carwash now sell USED CARS. A great look. This survey was difficult to answer as it seemed the main concern was eating establishments.
- Please rethink your survey questions - questions such as "I don't like...." With a liker scale is very confusing on a survey and generally will not deliver reliable results.
- Chose issue and projects that you can fix right away. Make your stand and develop projects that you will complete and having lasting impact. You need to walk the line between what are the expected demographic expectations and what lays the foundations for future end users
- Who picked the teal color for the Welcome to Roxborough sign in front of TD bank? If the Corporation is going to be picking colors to improve the corridor, attention to this kind of detail should be considered. Color is important, it sets a tone and overall feeling. That teal color is a disappointing choice. Makes me think of the awful Welcome to Main Street Manayunk sign, if the Manayunk Corporation had a choice now to change it - the reflection of the design I am sure.

#### **Parking, traffic, and way finding comments:**

- Again, no more parking lots.
- Parking behind the storefronts or not at all.
- As long as there are speeding cars the commercial corridor will suffer.
- This can easily be started by traffic calming on Ridge and pushing the fast-moving through traffic onto Henry Ave, which is better able to handle this anyway.
- I do not drive. Therefore I am not concerned about parking and congestion.
- Providing more plantings to buffer restaurants with outdoor dining from the existing automobile traffic.
- Plus the roads really need to be taken care of much better!
- Investment in infrastructure required by the City and at the municipality and state levels.
- Lately I've been avoiding Ridge Avenue due to traffic congestion and very poor road surface. Shop-Rite is my grocery store and I go there with careful planning to avoid the congestion and the potholes.
- Additional off street parking.
- One important change would be to increase the hours for parking in the lots.
- Parking is an issue

- Signs for the parking lots
- The meters and ticket given out are horrible
- Too much Traffic
- Traffic is terrible. All the new building is going to make it so much worse.
- When is Ridge Avenue going to be repaved???? The entire length of the street needs to be resurfaced soon.

### **Clean, safety and attractive comments:**

#### **Clean**

- Ridge needs to be cleaner, planters and trees well kept. They are a waste of time and money at this point.
- Please clean it up.
- Too much sidewalk clutter.
- Honor boxes, planters that aren't maintained, The Ridge needs much more greening further up.
- Trash strewn about. Graffiti.
- We need a decent Post Office. I always walk down to Main St. To avoid the extremely rude treatment at Roxborough PO and some of my friends do, also. This has been going on for decades
- It could be better than main street- just needs some cleaning up.
- Ridge needs to be clean with better appearing storefronts.
- Main thing is to keep the corridor clean and welcoming.
- Needs to be kept clean in order to attract people to the area.
- Enforce dog poop laws.
- Enforcement of litter laws.
- Make it pretty!
- Make it safe and attractive
- I would love to see more frequent clean up events.

#### **Safety— drug related**

- Drugs, one co-owner is a convicted child molester. What exactly do you do?
- Got to clean up the drug issue. Green Lane is a disaster! It's starting to spill over to my street Conarroe. We are so not happy about that over here! My neighbors are all in agreement.
- If people are dealing drugs on the street, you can put in a fancy restaurant and have it fail be no one wants to go there. And they don't see ridge. Ave as a place to spend a lot of money on dining.
- Furthermore, the police need to shut down the drug house on Green Lane behind Peck Miller's

- If you clean up the drugs and brought in more normal family friendly stores, not upscale like Main Street, Ridge Avenue would be a great place to spend more time
- Enforce the law, clean up the Ridge, get the drugs off of Ridge Avenue. Increase presence of police bike patrol to 24-7.
- Disband the group of drug addicts on the steps of the Dunkin Donuts
- Traffic is not bad, it is accessible via public transit, there is enough parking, and it is a walkable area.
- Take on a special project to stop drugs, domestic violence, human trafficking.
- Close down the illegal boarding house, and take a good look at the bars/taverns on the Ridge - owners fist fighting in the middle of the street,
- It would help send the message that we want a clean, safe neighborhood.
- Need to get rid of the drug addicts and groups of teenagers who walk Ridge after leaving Roxborough H.S.
- Nothing else matters until you get the junkies off Ridge Avenue, and out of Gorgas Park. The problem is not just the dealers, but the amount of users walking around at all hours, hanging at the 7-11, gas stations, CVS and Wawa, and hitting people up for money.
- Close down the nuisance bars: DeLeo's, Peck Miller's, and Fountain Street Bar (if it doesn't fall down on itself).

### **Safety –Bars**

- Getting rid of bars like Peck Millers and the Dollar Store would also help make the area more inviting.
- Ridge Ave. has trashy low class places (I.e. Most of the bars, check cashing places, etc.) that attract trashy people who hang out at them and outside of them. Girls get cat called at.
- There are nasty bars.
- I think that Peck Miller's has got to go,
- I also would recommend working with property owners to reduce the amount of nuisances (specifically associated with Peck Millers) - this is a huge distraction.
- Close Peck Miller's! The bars on ridge are dirty. They have drug dealers making deals in parking lots in front of everyone.
- I do not feel comfortable going into Peck Millers

### **Safety in general**

- I am tired of seeing the creepy hippie guy going around doing snooping in his golf cart. What is he up to?!
- Rox high school students are a nuisance after school
- There is not enough street lighting and there are a lot of people who seem to be up to no good.



- We need more police officers, the officers in the police station are very good but we don't have enough it seems
- And finally, the police need to enforce the noise ordinance for loud motorcycle pipes. It is a serious drag on my quality of life on Ridge.
- Ridge Avenue has changed since I've lived there. There seems to be a lot more trouble in Ridge Ave then I remember.
- The kids that leave the school scare the older people. They are rude & loud.
- don't let it be a hangout for kids - have had enough of that in our own street at unsupervised residences (no parental controls)
- Another issue I've heard about, but don't experience because I'm at work, is the concern of older people about the HS kids on the Ridge mid-afternoon
- Better police presence between 4am and 7am for early commuters.
- Something needs to be done with the riff raff so people feel safe I never go alone because I do not feel safe in Ridge Ave.
- Ridge Ave also does not feel safe.
- There needs to be better lighting and a stronger police presence. Doesn't seem very safe or welcoming.
- I regularly use the bus stop at Ridge and Green Lane even though the sidewalk area around it is usually covered with trash and/or unsavory-looking and-acting people. It's a shame that that corner with a stop for 4 busy buses is very uninviting, even off-putting, due to the businesses and non-profit that face it. That corner is a very sad lost opportunity for the development of the Roxborough community. But, keep on trying.....
- More lighting on Ridge and police patrolling Ridge on foot from the high school to at least Green Ln. Walk on Ridge during school dismissal and you will be amazed at the vulgarity and the actions of these students.
- More police presence day and night would help

### **Concerns about trees, streetscape and storefronts**

- The corridor is not that attractive.
- The current store fronts are uninviting.
- Dirty run down
- Sounds like you've got the right idea - add an anchor store and clean it all up. I imagine the rest would fall into place after that.
- I hope with the new zoning overlay that real improvements will come to the corridor and neighborhood as a whole.
- The storefronts look like crap and send the wrong message.
- I am with the MRFC trying to bring that angle to the Ridge and Rox community.
- Also, the color of lighting can make a difference in whether or not people will want to spend time in a place. Lighting should be warm and plentiful.
- Also, I think someone should work on getting that "Welcome to the Ridge "sign up next to the Manayunk sign near the Wissahickon station. That was a great idea I heard awhile back.

- And also maybe two or three well placed trash cans might go a long way. i.e. near Starbucks
- It'd be nice to have some rules for new store name signs and color... really the Planet Fitness is embarrassing. This isn't Lakers territory it's Sixes.
- Corner of Ridge & Green Lane ruins the whole commercial area.
- Besides not having many businesses that I frequent, the corridor looks run down and has no character, so it isn't inviting.
- I appreciate any improvements that are made, especially the trees and planter boxes
- Rundown stores
- The plantings are not well done and not maintained
- Can a Big Belly be installed at the Septa stop next to the Urgent Care?
- The storefronts look like crap and send the wrong message.
- Better maintenance of planters would be great... they look trashy in winter.
- I feel safe but there are few businesses that attract me.
- Businesses along Ridge Avenue with few exceptions just take a sign and nail it to the wall or cover their windows with them. There is no respect for laws or conformity.
- Clean up the dingy looking areas and consider creating a niche destination to attract customers from outside the area.
- Dead and artificial flowers have to go.
- Poorly decorated and poorly maintained storefronts are not inviting.
- I noticed that the community thrift shop's windows were so dirty that you could barely see in.
- I believe this is an excellent idea for new ideas. Change the face, outlook, & feeling of the Ridge
- There are so many open store fronts with potential that are underutilized or vacant. If the right merchants and restaurant owners leased these store fronts, specifically on Ridge Ave between Lyceum and Green Lane, it would be a great improvement.
- Although I go into the dollar store next to the post office, the window display is just awful.
- Is it possible to make it so that new stores keep a strict storefront lettering and design criteria like in Chestnut Hill?
- All the different signage doesn't seem to have much of a restriction, it looks so ugly and unkempt. Not neat and tidy.
- Would like to see a common theme among retail stores and restaurants
- The entire shopping street looks rundown and is not inviting.
- Finish the sidewalk and curb projects that seem to have been started 2 years ago
- Plant more trees.
- Reduce the number of open parking lots along Ridge, or at least cover them with trees and bushes (especially evergreens so it's year round); do the same with gas stations and car shops.
- Empty storefronts makes it look run down.
- I have lived here all my life and enjoy walking. We often walk from Domino Lane to Hermit St. The sidewalks are cracked, broken, dirty and often difficult to maneuver.

There is no "curb appeal" to the shops. There needs to be some uniformity among the storefronts.

- Past mistakes such as building storefronts in front of beautiful old houses on Ridge,(IE; strip of store fronts across from Starbucks which held the old flower store) needs to be corrected and never repeated.
- I loved the idea of putting planters on the streets, but I've noticed that they are mistaken for garbage receptacles unfortunately.
- I think it could help the look of Ridge to replace those with something that can hold plants but that people can't throw trash into. Hanging baskets
- Too many abandoned buildings (like the bank at Green lane and ridge), and the ridge looks ugly with all the billboards on it.
- I wish it was cleaner, less drugs, and better stores. I would definitely utilize it more often.
- More trees.
- Ridge Avenue is plagued by poor storefront signs,
- Too many backlit signs
- Since the planters are not being maintained, constantly vandalized and being used as trash cans, maybe they should be removed.
- Something has to be done with the empty ugly lot on Ridge and Roxborough
- The stores aren't popular
- The stores don't look "individually decorated", they just look like a mishmash of bad styles and taste. Maybe something to pull it all together? Awnings?
- The planters on EVERY corner are ridiculous. Bad planning.
- Remove (auction off) the intermediate ones and keep the major corners IF they are maintained
- Trash cans need to be emptied every day or two.
- Plantings maintained.
- Dead trees removed.
- There are so many open store fronts with potential that are underutilized or vacant. If the right merchants and restaurant owners leased these store fronts, specifically on Ridge Ave between Lyceum and Green Lane, it would be a great improvement
- And if you try to remove some of the eye sores on Ridge and add some greenery, then I think it will make a huge different
- Decorate the corridor to the 9s at Christmas, people will want to shop if festive
- Very sad to see so many businesses closed along Ridge Avenue. Would like to see it revitalized like Main Street or Chestnut Hill.
- Sometimes it's really hard to put luster on something old and faded. I think the main corridor, between Shurs and Gorgas park needs to be totally knocked down and started over. The physical buildings do not fit with today's lifestyle and types of brick and mortar business's needs.
- The corridor is not that attractive.
- The signage is often ugly in new places.

- ugly store fronts cluttered with signs, cheesy businesses (I'd rather buy tokens at a machine vs Ace checking)
- Get rid of ugly from parking

### **Problem with the current business mix, service, quality**

- The dollar stores, cash for gold, peck millers all need to go.
- Check Cashing stores, etc. should be totally eliminated.
- Too many nail, pizza and wasteful space.
- I checked "Neutral" on "Fill vacancies....." because I think it more important not to fill a vacancy with just anything (like a check-cashing business or a thrift store)
- I am opposed to the Wendy's and other fast food franchises coming to Ridge Avenue for many reasons
- Use vacant stores for pop up shops / events
- If Main Street can't get retail going what makes you think Ridge Ave. can?
- The central business district has too many "red flag" businesses that indicate a neighborhood on the downhill: check cashing, dive bar, grungy nail salons, that horrifying conglomeration of fences and crappy buildings for the produce place in Ivy Ridge, thrift stores, empty shops.
- The dollar stores, laundromats, cigarette shops, Cricket stores, and second-hand shops don't promote the type of growth that Roxborough resident's desire.
- Bringing Popeye's and Wendy's is not helping and will actually hurt!
- The 7-11 along Ridge right in the heart of Roxborough throws everything off. You want a small town vibe, not suburbia.
- The Ridge needs dire help not just more eating places.
- Embarrassed to say we live near the Ridge, so we try to bypass it as often as we can
- We really need to enact legislature to prevent more nail salons. Pawn shops, and thrift stores from opening up on Ridge. This area is bustling with younger families and professionals, yet Ridge Ave has little to do The restaurants also are lacking in most areas or are just too much of the same thing ( pizza, hoagies, Chinese).
- NOT A WENDYS OR DOMINOES.
- No fast food wanted nor desired....lowers the environment and emits unpleasant odors throughout the community.
- The places on parts of ridge are the problem and they need to go. Ridge Ave needs to become more like Main Street
- As I stated before. It's time to get rid of the dollar stores, nail salons and cash for gold businesses. Allowing chain stores and restaurants to take root on Ridge or in NW Phila as a whole, our neighborhood will lose any character and become another vapid and useless suburb.
- Ridge Avenue has become a wasteland full of cheap stores, Dunkin Donuts and way too much pizza. I eat at the Thai restaurant regularly Phu Faa, As it is perhaps the ONLY halfway decent place to get a sit down meal that isn't a bar.

- Not dollar store, not super high end prices. Shoprite and CVS are fine but no more pharmacies needed, really.
- Roxborough certainly does not need any more Dunkin Doughnuts, Dollar Stores, nail and hair salons, or pizza stores. No more Fast Food, Drug stores.
- No more pizza shops.
- Neither would be to strongly support the few good places there are such as the Foodery, Lennie's, Morrison's, Kitch-n Collectibles. We do not need any more pizza or hoagie places on Ridge Avenue
- We have enough nail/hair salons, pizza/Chinese places and drug stores.
- Most other places the service is crap, the selection is crap and stores are dirty.
- Please stop with the fast food and pizza places.
- We don't need any more nail salons.
- We need shops that you would walk down the street and want to go in. We need places that use to be on Main streets years ago
- Eliminate check cashing type businesses.
- We have enough great pizza, sandwich and Chinese restaurants, more variety may be well received.
- No more nail salons!
- There are more and more vacant stores and too many pizza shops, hairdressers, etc., etc.
- Please, not Target. Maybe far away near the U-Haul but not near Leverington please.
- No more eye-sores like Planet Fitness, that building should have been closer to Domino Lane, it's ugly where it is now.
- I hope this is not replaced with fast foods (Bunting House location).
- In general the only restaurants are diners/ethnic food/bars that do not serve good food. Only Davitas has free parking
- The only shops on that stretch of road that I ever visit are Custards Cakes
- Quite frankly Roxborough restaurants are a disgrace.
- We don't need fast food like the proposed Wendy's.
- Cheap and unhealthy options are not going to attract people to the corridor. The few people who they would attract will already be in the area and they are not the kind of people who are going to patronize mid to high-end shops.
- If it wasn't for going to Roma's, the post office and the library, I would just drive through the mid-shopping region and not stop to shop.
- I dislike the dollar stores that sell poorly made merchandise.
- I am concerned the quality of businesses/life in the community will diminish rather than improve.
- I obviously don't think we need a lot more retail because everyone is going to the big box stores.
- Please no more nail salons, hairdressers, take out places or banks! I think Planet Fitness has been a great addition to the corridor.
- Enough with the chain stores!
- We would have a sidewalk full of hair pieces, fake nails, and just empty sidewalks because there seems to be a trend of more empty stores then businesses

- Windowless bars and abandoned store fronts are never a good thing
- That will indeed happen if more down-scale chain businesses and fast food restaurants open
- There are too many of the same kind of store (e.g.: nail salon, pizza place, etc.). Not sure why so many stores close but it seems like there needs to be more draw for people to come to the ridge.
- There really should be a moratorium on the following businesses on Ridge Avenue: Hair Salons, Nail Salons, Pizza Establishments, Hoagie Establishments, Dollar Stores, and Pharmacies
- You should also do marketing similar to Main Street in Manayunk-flood Facebook with postings, etc.
- Wawa and CVs really blew it, not for them, but for us. Place like that should be completely walkable, meaning they should be right up the sidewalk and cars should go in back. Wawa as a gas station makes that area suddenly very car-centric. We love Wawa but they should have stuck with their more urban model.
- For instance, a dollar store is not a bad thing, but the particular dollar store on Ridge and Green Lane is (or was) quite dirty and doesn't attract you to step in for a child's toy or a decoration. Can the Development Corp offer some help? The empty and dusty storefronts in that block and others nearby just give a feeling of gloom and are kind of sad, not a place you really want to linger.
- There are too many of the same kind of store (e.g.: nail salon, pizza place, etc.). Not sure why so many stores close but it seems like there needs to be more draw for people to come to the ridge.
- No more banks, no more car washes, no more oil change places.
- It is also imperative to rid the corridor of the lower end retailers. Take a lesson from Mayfair in NE Philly - begin a petition to ban the opening of any such shops, grandfathering in the current merchants.
- Too many low quality stores, fast food and no relevant restaurant choices.
- Check Cash "Store" has to go
- Also, some things we have enough of already. We have enough drug stores
- Chain restaurants - McDonald's, Burger King Type restaurants attract create traffic congestion and detract from the small town feel.
- Please: no more hair and nail salons, Pizza places, or pawn shops.
- RDC needs to be more visible to the present businesses and address their needs in addition to trying to grow the community.

### **Businesses people want**

- Better stores like the kitchen store and The Foodery will certainly make Ridge Avenue better.
- I think the expansion of the Foodery to have a German beer hall experience might be good.

- While I would like the quality and quantity of thriving businesses to improve along Ridge Avenue I think it is important Ridge provide something Main Street does not; which is convenient, affordable, and family friendly businesses for the everyday person.
- Would love to be able to combine some smaller shops to create larger retail.
- I use the corridor for convenience- errands and take out. If there were better restaurants, I would frequent more. I like to support local business.
- Currently I go to dry cleaners, Dunkin Doughnuts, Planet Fitness, Gorgas Park, Wawa, CVS, ACME, Primos, Manhattan bagel.
- And a cafe, besides Starbucks, is a must
- It would be nice to have a brewery for middle-age couples with no children as well as a restaurant for families. As far as restaurants, diversity would be nice.
- GOOD FOOD!!
- I would love to see new shops and restaurants that mimic what Main Street in Manayunk has or what Germantown Ave in Chestnut Hill has to offer.
- Also, it would be great if there was a year-round indoor farmers market type option or a food co-op from which to purchase groceries.
- I enjoy going to the Foodery and corner stone inn, however
- I suggest professional services that local and distant customers can utilize
- I'd like to see more restaurants with private/special event space
- If a restaurant does not have serve liquor, most times the restaurant will seat a party discreetly with a BYOB.
- I would like to see more quality establishments so that I can shop in my neighborhood and not go elsewhere which is currently the case. Many residents such as myself spend our disposable income in other communities that support our interest and income levels.
- It would be nice to be able to Christmas shop (ALL) on the Ridge. I don't think this has really been possible in the last 15 years.
- For example, a Trader Joe's is much different and draws a different type of customer than a Rite Aid or Staples. Trader Joes is good. Rite Aid bad.
- I think Ridge Ave should have healthier food options.
- I love going to The Foodery as they are open for lunch and dinner.
- I love my community but there are so few businesses that offer the products that I go elsewhere for.
- Really looking for reasons to visit more often but not much on ridge to offer.....would love 24 hour cafe w free wifi
- Require new business to be retail, determined to bring walk-in traffic, use side connector streets for service
- This place could be absolutely great with just a push of commercial activity from a big name store (Trader Joes / whole food) as that will cement the area for the next generation.
- I am not vegan or vegetarian, but it would be great to be able to get healthy wraps or prepared foods (like Weavers Way or Essene @ 4th and Bainbridge).
- A place that served fresh juices and wheatgrass would also be great!

- Currently, when I come to Ridge Avenue, I get what I need and go, there's no browsing that happens. I believe anchor stores could really help create a destination to walk to.
- Feel that the audience will ultimately be more local - there is an opportunity to be neighborhood serving restaurants and businesses
- some great places have opened up but there is no follow through by business owners to market or provide good service so the first impression is bad and we never go back, especially with our kids
- We need bookstores, cultural activities
- I would really enjoy a farm stand. Thank you
- It's important to me that Roxborough keeps up with the times and cares about the communities health and eating habits as well, which is why I think a supermarket like Trader Joes or Whole Foods should be brought in.
- I also think a farmers market is a must, and not just a stand, but multiple vendors with a variety of goods.
- And, I may visit shops in the area btwn Hermitage and Lyceum, an easy walk from my home.
- I think some sort of "night out" to highlight the restaurants would be awesome- something simple like food trucks or tables at Gorgas park during the concerts, or something even bigger like the diner en blanc events.
- I truly hope that the success of the Foodery will be a catalyst for future growth along the Ridge.
- The foodery was a great addition.
- There are SO many residents who are longing for a good BYOB, a nice bar with excellent food, etc.,
- I couldn't live w/o the shoe repair shop, the Acme, Shop Rite, bank (Wells Fargo), and Stanley's. Wish Award cleaners was still there. I used to live in Cambridge, and they would commission artists to create a lighting display to hang over the streets every winter. It was always exciting to see what the design would be, and it made the area warm and inviting.
- I think a food co-op with an indoor farmer's market model would go a long way toward bringing the community together and facilitating neighbor interaction.
- The restaurants will attract new patrons to the corridor who may in time support an expansion of the non-food retail.
- I think people would like the center of the corridor more if some local neighborhood favorites moved there. Some options are: Custard & Cakes Creamery, Pierogi Kitchen, and one of Chubby's/Dallesandros/Barry's. People treat those places as a local destination even without other shops nearby.
- I think a good strategy for revitalization of the corridor would include some of the following ideas: using pop-up shops within vacant buildings (and advertising them heavily) including temporary spaces for successful food trucks, etc, work with the Roxborough CSA co-op to use a vacant storefront for distribution/purchase, create some family friendly outdoor dining, family friendly restaurants.



- Interesting restaurants will attract me to the commercial corridor. Lighting, at night, is the best
- And the question above asked whether I had to leave Ridge to find a restaurant I like. There's a couple, like Taylor's for breakfast, but there's not much of interest. As for movies, if they were movies like at the Ritz, or some of the area theatres, like Jenkintown, Wayne, the old Bala, even old films, yes. If it is a variation on Main Street
- Manayunk Roxborough Food Co-op is for both communities -- although our Farmers market will be in Pretzel Park for the third year, we would like to have one on Roxborough as well.
- Also, a storefront can be in either location as long as it has a street view for foot traffic and use of a parking lot.
- Please help the Foodery get a permit for a back patio.
- Opening a healthy, even gluten free eatery, would bring in a new group of customers. there is no such restaurant in the immediate area
- It needs better stores, bars and restaurants.
- It would be amazing to have a Trader Joes. I believe it would do so well.
- Also, I would LOVE a Trader Joe's and restaurants that offer healthier options.
- A Trader Joe's would start an upward trend for this area! Let's make it happen!
- For the first question of #9, I don't really think we need an anchor store so much as we just need a Trader Joes.
- The Foodery is one of the best things that has happened to Ridge Ave! Shops with practical inventory (such as Fabric, Stationery, Books, and Gardening Supplies) will be very useful.
- GET A CO-OP!
- We mainly leave this area for Main Street to eat on the weekend and it would be nice to have a target (like on city line) but might cause too much congestion traffic wise.
- In my opinion the Ridge Avenue corridor is lacking places and establishments of interest and offers mediocre merchandise and eateries.
- Many of us are frustrated at the choices that our local super markets like Acme, Super Fresh and Shop Rite sell.
- I would look to tie restaurant uses to activities, such as outdoor movie night and pizzas for purchase from a restaurant along Ridge Avenue.
- Please bring in fresh, organic and green. Thank you for caring what we think
- Currently Foodery is the only eatery I would patronize, and I am not much for sandwiches.
- We don't need another Mexican restaurant, there's so many now. Cuban or Columbian restaurants are great!
- Maybe something like a good rotisserie chicken place, or a Brazilian BBQ take-out restaurant would stir things up. We love that there are more Thai places.
- Just hoping that they really do make improvements
- Creamery, Stanley's, the Acme, Starbucks and Bob's diner.

- Families usually like burger places too, but please try to find mom & pop owners... not McDonalds. I am a resident and I frequently will only stop along Ridge Ave. on my way home or if I need something specific. There is no reason for me to stay.
- We need a malt shop. People in our community want to be healthier and happier.
- We need really good bakeries that are open later for people who shop after work, with better jams, pies, pastries and bread. I've been to the ones on Ridge and they're lacking and unfriendly.
- And we would like not necessarily a chain, but something similar to Whole foods, Trader Joe's. Weavers' way?
- Garden shops. Fabric shop like in fabric row, doesn't have to be JoAnn or Michael's arts and crafts.
- We need something like The Container store. That type of thing, but mid-range prices.
- Ridge Ave needs more mid to high end stores, bars and restaurants. It could also use more small parks and green space to explore.
- The Foodery is an excellent first step, but there are still too many low-rent, unattractive, and less-savory storefronts and hangouts.
- I think the most critical step is to first fill the vacant properties with new retailers, boutiques, and restaurants.
- Things like the shoe maker are helpful. Artelier Arthur, also. (But it is easy to miss him since he's slightly off the Ridge.). So many shops have even been tried down on Main St. That haven't made it that I used to frequent, e.g., Pottery Barn, Chico's and other boutiques, but they didn't get the street traffic.
- The farmer's market on Ridge, also never took off. Maybe an expansion of the outdoor Amish Market, sort of like done on Germantown Ave. in the nicer months?
- Use open spaces for a farmer's market, special events, etc.
- But how about some nice, decent restaurants with good, healthy food for the rest of us living and working in Roxborough?
- Friendliness, cleanliness and variety are must(s).
- While I think food-related businesses are important, I'm not sure they're the silver bullet, especially for Central Roxborough.
- So much depends on the quality and nature of restaurants and shops. So, for instance, I'd love to have an interesting woman's wear shop, or sports clothing shop, or household goods, etc. but the nature, quality and cost of the goods will determine if I use it. Similarly for food.
- REALLY miss Crossroads. One of the main reasons I went to Ridge.
- If an anchor store like Trader Joe's could come along, that would be awesome.
- I would love to see Ridge Ave add some higher end stores and bar/restaurants!
- Would love a cafe that is open a bit later for coffee/ small bites.
- I hope they add different stores and restaurants.
- The loss of Gil's was a real blow and sent me to almost any other destination for a nice dinner.
- I also would like to see more places for nice but casual dining along Ridge Ave.

- I think it's tough for the Ridge Ave. corridor to compete against shopping centers or districts that can accommodate large format retailers (Target, Dick's, Old Navy, etc.).
- I would be nice to have a place for fun outing ex. movie theatres, playhouse etc.
- Taylor's service has gone down even though prices went up. I don't mind higher priced food/items if they are quality or well serviced.
- I love Stanley's, the Secret Garden, Foodery. Just feels we're lacking a bit. But I'm here to support it where I can.
- There is a need for more quality establishments nearby such as fresh, local food purveyors so I don't need to drive to Chestnut Hill every week.
- An Aldi or Trader Joe's instead of a fast-food chain would be highly welcome.
- More quality bars as well. Some diversity in dining would help, though we have a decent selection in the vicinity, even if not along the corridor.
- A record store would be nice.
- Trader Joes, Whole Foods would be welcome stores. Everyone I talk to would love it. I personally would like a fabric store since there are hardly any around. I have to go to Germantown or Olney for fabric and sewing notions. It's very frustrating. It would be a good thing.
- I have been heartened by the development going on, the addition of the Foodery was so fantastic! I like Taylors but my husband and I would love to have better restaurants and bars along the ridge.
- A destination, Corner Stones would be perfect with better management a chief with a following. Boris's appliance shop is a big step in the right direction, but not enough on its own. Critical mass, We miss Cross Roads, but it was never marketed right.
- A store like Trader Joes would bring shoppers into the corridor which in turn would boost commercial traffic into the other businesses.
- Also, we need to stop the NIMBYism preventing quality establishments like the Foodery from having outdoor seating.
- There is no reason to lose traffic to Manayunk. Roxborough can also have sidewalk dining and a nice place to stroll.
- The only businesses I patronize are Stanley's True Value Hardware, Maggiano's Auto Repair and Morrison's Pharmacy, plus an occasional trip to Starbucks Cafe.
- We should be serious about Ridge Ave. having all the options of low to high price for a range of food and retail products.
- Taylors and the Foodery is a good start.
- I'm happy to see the Urgent Care and the new store fronts across from Bob's diner and the new Wawa but it still has a long way to go.
- Would love to see more healthy food options.
- Even a salad and sandwich place would be nice. Somewhere to get a nice brunch. Somewhere to go for dessert. Brunch or a nice breakfast.
- We need more healthy options like a Co Op. We could use a group for walks during the day since I don't feel safe walking alone.
- Consider Pop-up shops in vacant storefronts.
- We also think the Foodery is a wonderful addition to the neighborhood.

- I think we need a Whole Foods or Trader Joe's (preferably Trader Joe's) as well as a few trendy restaurants that people could go to instead of heading into the city.
- Adobe does a great job as a family destination restaurant as does Bob's and Cafe Roma's, and Roma's Pizza. Foodery is great for kids too but only when it's not crowded.
- The highlights of the lower corridor are The Foodery, The Vintage Kitchen Shop, and the new Taylors. There are no clothing stores that are not used clothing.

### **Genuine concern about the neighborhood, commercial district and its image**

- I would hope that in addition to local development, RDC would also work with local civic organizations to protect the remaining historic structures along Ridge Avenue and adjacent neighborhoods in order to prevent future Bunting House/empty lot situations.
- It would be wonderful to see a revitalized ridge avenue, similar to Germantown avenues Main Street.
- By introducing positive change to the neighborhood, more young professionals will be drawn to the area.
- Young professionals and longtime residents will be the foundation of an improved corridor.
- Instead of building new homes, we should invest in properties already standing
- The Ridge Avenue Corridor should be more like Main Street in Manayunk. It should be a destination with desirable activities. I would like to see more bars.
- The Roxborough Business Corridor should complement the strengths of Main Street in Manayunk.
- I hope there is change. I would be more than happy to volunteer to help or attend meetings.
- Increasing the commercial corridor could help grow real estate properties.
- Places such as Chestnut Hill and Ambler have pleasant Main Sts. that are easy to walk on and shop windows to look into. The corridor is a very long one to maintain. I think the area of concentration should be Fountain St to Roxborough Ave.
- Please don't turn it into a place that only appeals to the college kids and renters in Manayunk, they've already monopolized Main Street and that is driving old Manayunkers out of their homes and into the suburbs.
- I just don't find many places I would like there. I have tried a few restaurants.
- It's so close to my house (walking distance - closer than Main Street) however I almost never walk to Ridge because there's nothing of interest there, so always end up walking to Main St or going to Chestnut Hill. I would love to see Ridge Ave improve and offer more enticing restaurants / shops etc. as it currently feels like very low end options.
- Simulate some successes in Chestnut Hill, Mt Airy or even Haddonfield but I know retail is tough. Conshy seems to have a great mix with new restaurants and is kept REALLY clean.
- We need to bring back the stores and the atmosphere of Ridge Ave from back in the 60's and 70's. There were movies to go see, A good selection of stores to shop in, And even

the store owners placing their goods out on the sidewalk to attract customers. If we did this today. Bring back the fun of Ridge Ave.

- T Well this first positive step to change Ridge Avenue. It is a very nice town to live in but Ridge Avenue business section is terrible.
- There is a block-to-block cohesion in Roxborough but there is not an overall community cohesion. Ridge Ave. restructuring could very well be the answer to the fragmentation of the community.
- My son is here with his nonprofit, The Philadelphia Project, and I would like to see Roxborough really showcase itself to those who come here to serve by doing many of the things listed in this survey.
- I would like to share an idea that I would love to see happen here. The Baltimore Creative Alliance sponsors a Lantern Parade in Patterson Park every October. I lived in Baltimore for 9 years and saw this event become bigger and bigger every year. Families, couples, Brownie troops, etc attend workshops where they are shown how to create and decorate the lanterns. On the evening of the event there are stands selling snacks, glow sticks etc. Before dark, the lanterns get lit and a procession is formed and wanders thru the park. At the end of the procession, there was usually some form of entertainment and snacks for sale. (And, of course, the parade was usually led by mummers from Philly!) Check the site <http://www.creativealliance.org/> Any Lantern Parade thru Gorgas Park would start off on a smaller scale, but I think it would be a wonderful addition to the events that have been happening recently!
- We would love additional or expanded special events like Roxtoberfest. We travel to other neighborhoods to attend food truck festivals. Music festivals crafts shows etc and love, love being able to walk to them in our own neighborhood.
- The spring cleanup is great, but I would love to have something at least monthly on the weekend. I will be out of town this year for the cleanup and it is disappointing
- I care a lot about Roxborough. I live close by and had resided in Roxborough for half of my life. I am totally bummed out about properties that were torn down near Ridge and Roxborough Ave., as I grew up there and my parents had a business there. The properties were attractive and historic.
- I have lived in Roxborough for the past year. I do not know a single friend or family member that targets Roxborough as a dining destination, nor shopping hub.
- I find myself looking into other areas to live due to how stagnant the Ridge Ave corridor is.
- I'm a member of the "You know you are from Roxborough" page on Facebook. It's a great way for people to keep in touch, even if they don't live in town anymore. And I think those people on the page feel very connected and care about the town. Sorry not to answer all the questions. Folks who live in Rox. Need to have input. Those of us who live away can only hope.... Thanks for what you are doing
- Some of the other shops seem to have strange/changing hours.
- I miss the old Ridge Ave from the 70's & 80's
- We need to leverage assets like Gorgas Park and our historic buildings.

- There are many beautiful historic buildings in Roxborough. We need to leverage this. Store front improvement grants could go a long way.
- Love Roxborough it is family friendly.
- The businesses on Ridge need to start appealing to the folks who live in Andorra or Lafayette Hill.
- Let the fancy folks and the young, loud crowd have Manayunk - I don't think Rox should strive for that –
- I would love to see a few parklets, perhaps as an incentive to open a new local coffee shop, or even outside of the Starbucks if that's the only place we can find.
- Lack of variety in shops, lots of traffic and congestion, difficulty in parking --- these are some of the Ridge's main problems.
- Main reasons I don't shop in Rox: 1. Parking always seems like a hot mess; if there are public lots, I don't know where they are; 2. I don't know what shops are there; 3. Most of the shops I know about don't interest me. Note: The only information I receive about Rox comes from a very occasional email from RDC. By contrast, EFCC sends excellent and regular email blasts about East Falls events, issues, and notices
- I think the Roxborough commercial corridor has great potential.
- Grew up in Roxborough. Lived there for 50+ years. Still enjoy going back.
- I would love to see the Ridge become more like Chestnut Hills main strip. Or a more classy or sophisticated version of Main Street, Myk.
- We should not want a Main street, Chestnut Hill or Mt. Airy Germantown Ave.
- I am a former resident and love Roxborough and would LOVE to see Ridge Ave cleaned up to be more like Chestnut Hill
- After many years of living in Chestnut Hill I purchased a home in Roxborough. I absolutely love how close my home is to the Wissahickon, yet very close to center city by bus.
- The problem is that most people I know who live in Roxborough, including myself, are leaving the corridor to do their shopping; either to Main Street Manayunk for dining and drinking or the surrounding area for grocery and other retail shopping.
- The commercial corridor is too long - I would focus your efforts on Central Roxborough from Lyceum to Fountain to start with since I think that's what people think they hear "Roxborough". Given the changing nature of the community, with more young people and young families, you should try to attract more businesses that cater to these populations.
- I also bike to work. I have lived in Manayunk and Roxborough for nearly 4 years and I think that there is a lot of promise to make Roxborough a great city neighborhood.
- I believe people have their hearts in the right places and with some help from you they will be visiting and spending more time and money in the area.
- Roxborough people present a "family" image to the outsiders and keeping us involved here can only be positive for all. Sincerely hoping we can see some of these things happening here in my new home. To me, a two-part strategy which featured (1) a range of quality stores needed for routine purchases that people who can walk to the corridor or drive to from the areas immediately outside of walking distance (like where I live in

Upper Roxborough) as well as (2) a broadening of the range of local, non-national dining options.

- I'm excited to see that passionate people are taking an interest in the growth of Roxborough in the last few years. I've had the opportunity to be heavily involved in Manayunk planning and projects with M.D.C. over the last year, and as someone who lives halfway between the two communities, I would be very glad to see that same level of participation in Roxborough. Hopefully this survey is just a first step in building that community participation in the growth of the commercial corridor.
- I'm so excited to know that there is hope for Ridge Avenue. It has such potential and although I sometimes want to move, I have a feeling that this place could be awesome in a few years!
- Get more youth of the neighborhood involved. Many people my age are afraid for the value of our homes. They need to take the school where they bus kids in and move them off of ridge
- I believe the Ridge Avenue commercial corridor has the potential to be as affluent as the Germantown corridor in Chestnut Hill, as well as Suburban Square, Narberth, Media, etc.
- Looking forward to see the master plan. Would love to see the Foodery's success act as a catalyst for other businesses to step their game up and realize that Roxborough wants more and is willing to support more.
- My family loves living in Roxborough and we would like to shop more locally and support local businesses. We need more stores that have what we need!
- I actually really like that we are now a college town. I know a lot of people don't like it. Now we need stores and services to keep people here when they are done college and start to work.
- Nashville, its restaurants, and wonderful country music and blues clubs. The Ridge would be a terrific place to offer the same type of venues. The Ridge could also be made attractive to the baby boomers/middler agers who do not feel comfortable on Main Street but still want to have fun.
- Ridge is getting better. Offers a variety of shops etc...Actually one can easily fulfill ones needs...
- Roxborough has "good bones" and really has room for improvement.
- Roxborough is No. 3 of neighborhoods in Philly to live in.
- Hoping Ridge Avenue can attract creative, hip businesses that are still family oriented.
- The Ridge has serious potential to become a grown-up version of Main Street!
- Also, The Wissahickon Park is the greatest asset in Philadelphia County, get people here for it.
- I moved here 1.5 years ago and really like the people but find myself leaving the area to spend my income because I cannot find the restaurants and stores where I would prefer to shop in Roxborough.
- We love our neighborhood and think there is so much potential for the Ave to be a vibrant place for the community to come together. There are so many of us hoping change will come on the Ridge!

- If the plan brightens up the street, provides jobs to Roxborough people and serves the demographic of Roxborough, especially its families and children, I believe it will be a success
- In my 25 years living in Roxborough, I've never seen any improvements along the Ridge Ave business corridor that made me want to do business there.
- We love Roxborough and would love to utilize Ridge Ave more. =
- My husband and I frequently walk from our house to Ridge to get coffee at Starbucks and frankly, when it was open, we did try Crossroads but it was subpar.
- We should see from those commercial corridors what Ridge Ave does not have and make sure we get it there.
- I am usually in Roxborough for reasons other than visiting the Ridge Ave Commercial Corridor. I typically don't do a lot of shopping there because I live in a different neighborhood and travel by public transit, so sometimes it is challenging to get home with a lot of purchases.
- Ridge Ave has the potential to be another Main Street/Germantown Ave but it needs to be diversified and store fronts should be improved/maintained.
- I tried to go to the library on Ridge near Gorgas Park several times, but it seems to be closed all the time, so now I just go to Central Library or East Falls. These "little things" compounded make the Ridge a less than desirable destination
- I used to live in Roxborough and I would love to see it get revitalized.
- This is a VERY convenient place to live, nice modest housing, we have open space but the ridge is an embarrassment to our community.
- Rox/ Manayunk is in a sweet spot right now and the ridge is the weak link.
- We moved to this area with the hope that Ridge would improve - that was 5 years ago and I would actually say Ridge has gone further downhill, with the exception of the Foodery.
- I like Roxborough a lot! Moved into Manayunk when I was college-age and going to Drexel. I've been in the area ever since!
- I love Roxborough. Lived here my entire life.
- Would live for Ridge to get a facelift. I run and walk my dogs on Ridge all the time.
- We've let Mt. Airy surpass Roxborough in terms of destination restaurants and stores - we are better than that! I'd rather support Roxborough businesses but there isn't anything interesting
- The basic bottom line to improving Roxborough and the rest of this city is creating a public school system that works for people. If there were good schools people with extra income to spend in an improved Rox corridor might stay here instead of moving to suburbs. Fix the school system and everything else will fall into line!!!

#### **Other comments not fitting into other categories**

- The bus route on the Ridge makes things tricky, yet at the same time, could be draw drop people off to take advantage of a nice area rather than pass through on the way to Andorra.



- If volunteers are needed for anything with the Development Corporation or any community councils, sign me up. I'm not always available, but would like to pledge a certain amount of time to community work and would follow through with whatever I pledge.
- I think we should have more places for activities for young people such as skating rink or movie theater
- The idea of having historic sites open to the public for tours is very interesting
- Celebrate the 325th anniversary of Roxborough Township beginning in 2015...contact the Roxborough Manayunk Wissahickon Historical Society.
- Also, I like that your meetings lately are in religiously neutral locations like Adobe and Crossroads, we'd rather not go to a church for meetings.
- Try to get at least one person from each community organization to participate in quarterly meeting with RDC to share the vision.
- It would be nice if the public recreation centers were better maintain and families could enjoy the pools all summer long and longer hours.
- Festivals are great, miss the fireworks on the fourth of July. Our Fourth of July parade is best of Philadelphia. It would be great if better promoted via news and TV.
- Focus on the strip between Gorgas Park and Roxborough Hospital.
- More kid friendly places.
- As a transplant from out of state, I fell in love with Roxborough and all of its potential. It currently is a great place to live, with access to nature (Wissahickon) and the city. I do believe that in the next few years, it could become an even better place to live with improvements made to Ridge Avenue.
- We must strengthen and preserve Roxborough's unique and historic character.
- Anti-Smoking Areas
- Anything that is going on in northern Liberties or Passion.... Mirror it!!!
- Work with area schools that have business/entrepreneur incubator programs, including the Corzo Center for the Creative Economy at the University of the Arts, as well as Drexel, Penn, Temple, Philadelphia University, etc., for corridor revitalization possibilities.
- Partner with a class to come up with (low-cost) facade improvement ideas.
- Brainstorm with current Ridge Avenue business owners on improvements.
- I would be very interested in working for/with the Roxborough Development Corporation and create a great community. I'm an editor w/ writing and social media experience looking to work for an organization such as this one.
- Increase the family activities at the Library. I just visited the Charles Santone Library and was blown away with the quality of the programming for Children- great example. If you want families to visit Ridge Avenue and remain in the neighborhood, providing these services would be huge.
- Listen more, preach less.
- I belong to a couple of organizations that would like to meet at restaurants along the corridor. Soroptimist used to meet at Coyle's and then Cornerstone because they had a

separate room for us to meet in. It would be great to have a moderately priced restaurant with private rooms for organizations to meet together.

- Engage Community in Civic Responsibilities Projects
- I drove by your office today and was wondering what if any improvements would be made to the area as it is stuck in a time warp.
- Less events, more cleaning up of streets and businesses.
- Need to be able to buy stores for sale without the few owners who monopolize everything getting them before everyone else knows there for sale

## Credits

This report was written by Donna Ann Harris, principal of Heritage Consulting Inc. and Ariana Zeno, a consultant working with Heritage Consulting Inc. this year.

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Prior to starting her firm eleven years ago, Ms. Harris was State Coordinator for the Illinois Main Street program for two years and the Manager of the Illinois suburban Main Street program for four years. During her tenure as State Coordinator, Ms. Harris served 56 Illinois Main Street Communities, led a staff of 12, and managed a budget of over a million dollars.

Since 2004, Ms. Harris has worked with state, countywide and local Main Street programs in 23 States. She has spoken for the last eleven years at the National Main Street Center annual conference, and at the International Downtown Association annual meetings in 2013, 2008 and 2009. Ms. Harris has published six feature articles in the National Main Street Center's quarterly journal *Main Street News* on fundraising, business improvement districts and advocacy. She also writes regularly for The Main Street Story of the Week for the National Main Street Center.

AltaMira Press published her book *New Solutions for House Museums: Ensuring the Long-Term Preservation of America's Historic Houses* in 2007.

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Prior to joining Heritage Consulting Inc. Ms. Zeno worked for over three years in research and policy analysis at PolicyLink, a national nonprofit committed to promoting racial and economic equity. While there, she coordinated the implementation of over 40 national programs focused on reversing infrastructure, health, and educational disparities in marginalized communities. Ms. Zeno has also consulted at the Department of Veterans Affairs and assisted them in strategic planning and the development of a new vendor management office.

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