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**Findings Report
Torresdale Avenue Shopper Survey
For The
Tacony Community Development Corporation**



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Tacony Shopper Survey Findings Report

Executive Summary

The Tacony Community Development Corporation (TCDC) sought consumer feedback about its operation and commercial district as part of a new Strategic Planning process. The purpose of the survey was to learn about consumer preferences including what stores, restaurants, and businesses would make the Torresdale Avenue commercial corridor more appealing for area shoppers.

Donna Ann Harris of Heritage Consulting Inc. worked with Alexander Balloon, Director and Corridor Manager of the TCDC, to create a survey that provided enough detailed consumer insights to make recommendations about future TCDC activities. The forty attendees at the November 2016 SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis workshop identified their major concerns which were then tested with a broader segment of the public through the shopper survey. The survey had 22 questions with several text boxes for write-in comments. The Tacony Shopper Survey was open for three weeks from December 7, 2016 to January 3, 2017.

Although 203 completed surveys are considered a good response, this survey cannot be considered a “statistically valid representative sample.” We would have needed 384 responses to give us 95% confidence that the opinions expressed in our survey are the same as the approximately 31,000 people that live in the 19135zip code which includes Tacony per the 2010 US Census.¹ Regardless, the survey findings provide fresh information from and about current shoppers, and should be considered seriously as high quality intelligence to make decisions about the commercial corridor’s future.

Top priorities

Over 50% of respondents identified the following five (5) topics as the highest priority for the Tacony commercial corridor’s revitalization and improvement.

1. Make Torresdale Avenue safer at night
2. Improve police presence on Torresdale Avenue
3. Bring more security cameras along Torresdale Avenue
4. Reduce the number of vacancies in the commercial corridor
5. Continue to work with property owners to encourage revitalization of storefronts and historic buildings in the commercial corridor using the matching façade improvement program

Improving safety along Torresdale Avenue, especially at night time for pedestrians, was documented in three of the top five concerns mentioned above. Despite the TCDC’s work to install 62 security cameras as well as an improved police presence in the last four years, safety is still a major concern. Reducing the number of vacancies along Torresdale Avenue could also improve the perception of safety. Lighted storefronts with active uses add shoppers to the corridor, and would add to the 30 storefronts already rehabilitated through the Tacony Storefront Improvement Program. Finally, our

¹ <http://censtats.census.gov/data/NJ/0603402139510.pdf>

survey respondents still believe that the TCDC should focus on the business mix on the corridor as they have done for the last four years.

The next group of priorities are:

- Bring more fresh food, fruits, and vegetables to local markets
- Plan new special events to bring people to the commercial corridor to shop or dine
- Torresdale Avenue should serve neighborhood residents
- Create more “Shop Local” kind of campaigns
- Promote the Tacony-Disston Community Development National Register Historic District to visitors
- Attract more volunteers to participate in TCDC’s work
- Encourage shop owners to coordinate one night on which they are all open past 6PM
- Make Torresdale Avenue more like Passyunk Avenue with lots of restaurants and shops open late

These activities all center on the promotion of businesses, as well as the consumer goods and services the businesses offer, along Torresdale Avenue. The selections show that there is a desire to better promote the businesses in Tacony to attract more customers. Fresh food is a popular concern, as well as hours of operations.

Based on the write in comments in Question 4, the same key activities emerged: make the corridor safer, change the business mix, continue cleanliness and beautification efforts, address housing concerns, and promote and advertise events, shops, and the neighborhood itself.

The top reasons that survey respondents do not use the corridor more often are:

- Too few stores or shops that interest me (70%)
- Personal safety or perception of safety (68%)
- Selection or quality of the merchandise in stores does not interest me (48%)
- Too few eating or drinking places that I patronize (47%)
- Torresdale Avenue is not clean (46%)

The TCDC should continue to add more stores in the corridor as two of the top three issues relate to the type of shops and restaurants in the corridor. The TCDC has made great strides in addressing the cleanliness of Torresdale and Longshore Avenues by hiring Ready Willing and Able crews to clean two times a week. To address safety concerns, the TCDC installed 62 security cameras. Still, shoppers are concerned about these basic issues.

Top restaurant requests

The restaurants that local shoppers want most in the corridor are:

- Ethnic Restaurants: Italian and Mexican
- Traditional Restaurants: Seafood, Family Friendly Restaurants
- Grocery/Bakery/Butcher/Deli: Bakery Fresh/Organic Food Market
- Chain/Franchise/Specified Restaurants: Starbucks, Panera Bread
- Coffee Shop: Starbucks

Top retail store requests

The retail stores that local shoppers want most in the corridor are:

- Clothing and Shoe Stores: general clothing store, shoe store
- Hobby, Craft, and Gift Stores: gift and card store, books
- Home Goods, Improvement, and Hardware: hardware store, general store
- Grocery Store, Fresh Food, and Produce: produce, general grocer
- Restaurants and Prepared Foods: bakery, Wawa

Event participation

Survey participants were asked to rate the six events held in or near the commercial corridor: Winterfest, Fall Fest, Flea Markets, Summer Concert Series, Small Business Saturday, and the Hoagie Trail. These events are arranged by an array of organizations, including the Civic Association, the Library, and the TCDC, but all are viewed as only moderately successful by survey participants. Based on the survey responses, a good portion of area residents do not know about these events. The TCDC should improve its retail events, Small Business Saturday, and the Hoagie Trail. The TCDC should share the survey information with its partners and work with them if they are willing to boost the advertising for their events and add more family and kid friendly activities. Such events would appeal to half of the corridor shoppers that have children at home, a highly important shopper demographic for Tacony.

Spending in the corridor

The most common sum spent by a survey shopper s patronizing dining and drinking establishments is under \$30 during a typical visit. The current dining options appear to be either diners or quick, casual, inexpensive places for lunch and dinner. This could contribute to the modest check sizes noted here. Also at issue is the fact that much of Tacony is “dry” due to deed restrictions on land once owned by the Disston Saw Works. There are a few bars outside of the deed restricted area. The deed restrictions limit the location for any restaurant wishing to serve liquor. Other restaurants that rely on Bring Your Own Bottle (BYOB) policies are one possible option.

The most common sum spent by a Torresdale Avenue shopper patronizing retail stores and shops is under \$20 during a typical visit. This sum is lower than restaurant spending and may indicate that the current retail mix on Torresdale Avenue does not meet the needs of current shoppers, as they are spending their money in shops located elsewhere. Information about spending should be shared with merchants and restaurateurs in the corridor.

Recommendations

Based on the survey results, we are making the following recommendations to the TCDC as key activities to undertake in their new 2017-2022 Strategic Plan.

1. **Expand the TCDC's current high quality working relationship with the 15th Police District and continue to work with merchants, property owners, and residents to sustain and magnify safety improvements for the commercial corridor.**

Build on the TCDC's existing organizational partnerships with Tacony Town Watch and the 15th Police District Advisory Council over the last four years, which has resulted in 62 security cameras installed, 30 storefronts renovated, an expanded police presence, and the addition of pedestrian lighting to the neighborhood. Continue to monitor crime statistics and report these figures regularly to the public via the TCDC newsletter and social media pages.

2. **With the TCDC's longstanding partners, enhance family friendly, family serving activities in the neighborhood.**

Work with the Tacony Historical Society and the Tacony Civic Association to expand current events held in the corridor and create new events for families, as more than half of the area shoppers have children at home. Work with the Tacony Branch of the Free Library to support childhood and summer reading programs. Explore creating a part time VISTA position with TCDC to manage events and work with volunteers.

3. **Improve the convenience retail goods and services being offered along Torresdale Avenue and fill in the gaps in the market that are not currently being met.**

Share this survey information with existing retailers and restaurants, and discuss how they can add product lines or make upgrades to existing merchandise that are highly desired by survey respondents. By 2022, bring the vacancy rate down to five percent (5%) by filling storefronts with new shops and eateries based on shopper survey results. Continue to promote the corridor with ad buys, promotional and image activities on the TCDC's shoptacony.com and visitacony.com websites, its social media outlets, and through updated Small Business Saturday and the Hoagie Trail events.

4. **Work collaboratively with the Tacony Branch of the Free Library to grow entrepreneurship and small businesses in Tacony.**

Partner with the library staff to create a series of regular training programs for local entrepreneurs and home based businesses who wish to expand their skills and grow their businesses. Continue to maintain the "hot list" of vacant buildings, and create a list of tenants that are interested in opening a shop in Tacony when an appropriate vacancy occurs. Continue

to partner with other organizations and agencies to bring technical assistance and high quality tenants to Tacony.

5. Continue to clean and beautify Torresdale and Longshore Avenues.

Continue to contract with Ready Willing and Able cleaning crews to sweep Torresdale and Longshore Avenues during the week. Continue to host clean up days in partnership with the Tacony Civic Association. Continue to use CLIP, 311, and other city departments to ensure that abandoned cars, graffiti, and other nuisances are removed from the business district.

6. Build the Tacony Community Development Corporation into an even stronger, more diverse, and financially stable organization.

Relocate the TCDC office to the library once its Small Business Development Center is open. Continue to diversify the TCDC's revenue sources, add more volunteers from the neighborhood, and build the TCDC Board of Trustees. Expand communication channels and advertise the corridor widely. Continue to invest in the Tacony Storefront Improvement Program so that by 2022, half of the 100 storefronts in the corridor have been rehabilitated.

Introduction

As part of its second Strategic Planning process, the new Tacony Community Development Corporation (TCDC) organization wished to gain consumer feedback about its operation and the downtown. The purpose of the survey was to learn about downtown consumer preferences including what stores, restaurants, and businesses would make the commercial corridor along Torresdale, Princeton, and Longshore Avenues more appealing for shoppers.

Donna Ann Harris of Heritage Consulting Inc. worked with Alexander Balloon, Director and Corridor Manager of TCDC, to create a survey that provided enough detailed consumer insights to make suggestions about future activities for Tacony's commercial district.

The Tacony Shopper Survey had twenty-two (22) questions with several text boxes for write-in comments. The survey was open for three weeks from December 7 2016 to January 3, 2017. Requests for participation were sent via email, posted on the TCDC's Facebook page, listed on the ShopTacony.com website, and communicated in several email blasts. Councilman Henon also sent the survey to his mailing list and posted to his office's Facebook page. All this timely publicity generated 203 completed responses in the survey period. Two \$25 gift certificates to Fink's Hoagies and Marie Huff Hairdressing were offered to encourage survey participation. Two random winners were chosen at the end of the survey period in January 2017. Survey Monkey was used as the survey instrument.

Although 203 completed surveys are considered a good response, this survey cannot be considered a "statistically valid representative sample." We would have needed 384 responses to give us 95% confidence that the opinions expressed in our survey are the same as the approximately 31,000 people that live in 19135 zip code of Philadelphia per the 2010 US Census.² The 19135 zip code is the smallest unit area that the US Census uses for the American Community Survey data available on the US Census web site.³ Our 203 survey responses give us only 85% confidence that the survey respondents' opinions are similar to those in the 19135 zip code ⁴ This confidence level is below the common standard that researchers use for surveys.

Therefore, our survey results are only accurate for the group that took the survey, and we cannot generalize for the entirety of the 19135 neighborhoods of Tacony and parts of Wissinoming. Our findings are an important but not a wholly reliable assessment of the views of the all the shoppers in the Tacony area of Northeast Philadelphia.

² <http://censtats.census.gov/data/NJ/0603402139510.pdf>

³ <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

⁴ <https://www.surveymonkey.com/mp/sample-size-calculator/>

Despite the small size of the sample, we believe that the information presented is a good snapshot of the enthusiasm and concerns of current Tacony shoppers. 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 the TCDC, its Trustees, and the business owners in the commercial corridor. All groups should use this information to make changes in current marketing, business recruitment and retention, and advertising practices.

How this report is organized

This report is organized in two sections: survey findings and an appendix with four (4) sections. The survey sought the same information from all participants. Survey findings are organized by survey question, and include the most important information from the survey for each question and a brief analysis.

We provide three appendices at the end of the report. Appendix A contains graphs of the survey responses for each of the multiple-choice questions as a record of the responses. Appendix B contains answers to open ended Question 4. Appendix C contains all the responses for Questions 11, 12, and 13 about preferences for new dining, shops, and entertainment in downtown. All appendices have been organized by topic with every response included. These are actual comments made by survey participants and they have not been edited or altered in any way, except to correct obvious spelling errors.

Publicizing the survey results

It would be wise to distribute and discuss this report with area commercial real estate brokers so they can assist the TCDC in bringing high quality tenants to the district to meet the needs of current customers. New entrepreneurs as well as current business owners and managers will benefit from these responses and may utilize them to expand and meet neighborhood customer preferences. Provide this report to other economic development agencies and groups in the area to determine how to align these findings with current economic development efforts in Northeast Philadelphia.

We suggest making this survey findings report available on the ShopTacony.com website, making copies for local merchants (on CD or flash drive), and hosting small gatherings of merchants or other local officials to explain the results to ensure that the value of the information is understood.

Summary of survey findings

Who participated in the survey?

Almost three quarters of the survey respondents were Tacony residents (75%). The second highest category of responses came from residents and visitors who regularly use Torresdale Avenue (50%). Of the 26 respondents (12%) that selected “other” it is interesting to note that 12 identified themselves as a person involved in an organization in Tacony or as a person doing business in Tacony, while nine (9) are former residents and four (4) live in the surrounding area.

As is typical of surveys we have conducted for other downtown organizations, there was limited participation in the survey by businesses owners of merchants. Only twelve (12) responses came from business owners or merchants located within the corridor, comprising 5% of the respondents. Commercial property owners within the corridor contributed eight responses, which is only 3% of the total. To gain further insights from these important stakeholders, consider using focus groups or individual interviews to learn more about their concerns.

How do survey respondents view existing events?

Survey respondents were asked about six events held in and around the commercial corridor

	Great/some success	N/A did not attend
Summer Concert Series	53%	34%
Tacony Flea Markets	49%	31%
Fall Fest	47%	40%
Small Business Saturday	43%	35%
Winterfest	39%	45%
Hoagie Trail	33%	43%

These events in the commercial corridor are coordinated by an array of organizations, including the Civic Association, the library, and the TCDC, but are viewed as only as moderately successful with survey participants. The TCDC should rethink its own retail events (Small Business Saturday and the Hoagie Trail) to make them more attractive for residents. The TCDC may want to share this information with its partners and work with them if they are willing to boost the advertising for their events and add more family and kid friendly events. Such events would capture half of shoppers that have children at home, a highly important demographic for Tacony.

Top priorities for Tacony CDC

Over 50% of respondents identified the following five (5) topics as critical to the Tacony commercial corridor’s revitalization and improvement:

1. Make Torresdale Avenue safer at night (86% Critical, 11% Important)
2. Improve police presence on Torresdale Avenue (73% Critical, 23% Important)
3. Bring more security cameras along Torresdale Avenue (71% Critical, 22% Important)
4. Reduce the number of vacancies in the commercial corridor (68% Critical, 28% Important)
5. Continue to work with property owners to encourage revitalization of storefronts and historic buildings in the commercial corridor using the matching façade improvement program (54% Critical, 36% Important)

Improving safety along Torresdale Avenue was expressed in three of the top five major concerns among the survey participants, specifically night time safety for pedestrians. Despite the installation of 62 security cameras as well as an improved police presence in the last four years, safety at night is still considered a major concern. Reducing the number of vacancies along Torresdale Avenue could also improve the perception of safety along the corridor by lighting up storefronts at night with active uses. This would add to the perceived safety of the corridor while simultaneously continuing the revitalization of storefronts and historic buildings. These survey respondents still believe that the TCDC should focus on the business mix in the corridor as they have done for the last four years.

A second tier of concerns arose, and were voted as an important or critical concern by 75% or more of the 203 survey participants.

1. Bring more fresh food, fruits, and vegetables to local markets (41% Critical, 51% Important)
2. Plan new special events to bring people to the commercial corridor to shop or dine (43% Critical, 46% Important)
3. Torresdale Avenue should serve neighborhood residents (41% Critical, 48% Important)
4. Create more “Shop Local” kind of campaigns (35% Critical, 49% Important)
5. Promote the Tacony-Disston Community Development National Register Historic District to visitors (31% Critical, 50% Important)
6. Attract more volunteers to participate in TCDC’s work (25% Critical, 52% Important)
7. Encourage shop owners to coordinate one night on which they are all open past 6PM (24% Critical, 52% Important)
8. Make Torresdale Avenue more like Passyunk Avenue with lots of restaurants and shops open late (32% Critical, 43% Important)

These activities all center on the promotion of businesses, as well as the services the businesses offer, along Torresdale Avenue. The selections show that there is a desire to better promote the businesses in Tacony to attract more customers; simultaneously, survey respondents would like for the business to also offer better services as well. Fresh food is a popular concern, as well as hours of operations and how the business can better serve the residents themselves.

Question 4. Open Ended Comments

About half (104) of the survey respondents made comments in Question 4, which was an opportunity to supply open-ended comments. We sorted their comments into topics to create our analysis here. We supply all the comments from the survey in Appendix B. None have been eliminated or edited. We have corrected obvious spelling errors.

The survey respondents made comments about all aspects of the Tacony shopping district. The comments fell into 13 different categories which almost exactly mirror the Question 3 responses.

1. Safety concerns: 40
2. Business mix, and business attraction activities: 34
3. Cleaning and beautification: 18
4. Residential concerns: 16
5. Promote the avenue, business and the neighborhoods: 15
6. Limit the number/type of certain business: 15
7. Complaints about specific businesses in the corridor: 11
8. Appearance: 8
9. Compliments to the TCDC: 7
10. Parking, Traffic and Pedestrian Safety: 6
11. Comments about City programs: 5
12. Miscellaneous comments that did not fit in other categories: 6

Make the corridor safer

There were 40 comments about safety issues, on topics ranging from the symbols of crime (drug dealers and prostitutes) to ways that the police should address crime. Some respondents said that they don't feel comfortable visiting Torresdale Avenue because they feel unsafe, preferring to take their discretionary spending elsewhere. Many of the comments centered on the drug trade and prostitution occurring in the corridor.

Business mix and business attraction

Thirty-four (34) respondents indicated a desire for improved and increased retail and dining options in the Torresdale commercial corridor. This issue elicited the second highest number of comments. Respondents feel that the current retail options are unappealing, too down-market for the area demographics, or simply not varied enough. Customers would like to patronize area retailers but they feel that they cannot find what they are looking for on Torresdale Avenue, so they travel to a nearby commercial district to shop instead.

Cleanliness and beautification

The cleaning efforts are working and the corridor's litter is being addressed. There were 15

comments about littering and related beautification efforts. Comments focused on getting merchants to tidy up more, and on the need for more trash cans such as Big Belly cans throughout the corridor.

Limiting specific businesses on the corridor

There were 15 comments about limiting the type or number of businesses in the corridor, focusing mainly on personal service businesses such as hair and nail salons, Chinese food stores, and dollar stores.

Residential concerns

The most passionate comments were related to residential issues and the types of renters in the neighborhood. Fifteen comments were made about housing and residential issues. Most focused on Section 8 rental units as being a scourge on the neighborhood.

The focus of the TCDC is the commercial corridor, not the residential housing stock, but the success of the corridor is directly tied to the health of the community that surrounds it. The Tacony Community Development Corporation has already started a web site, visittacony.com, to promote the neighborhood as a good place to live and raise a family.

Promote and advertise events, shops, and the neighborhood itself

There were fifteen comments in this area. Many expressed surprise about the events happening in the corridor because they did not know about them. Survey respondents also want to promote individual business through advertising. Some people offered specific ideas for promotional events they would like to see.

Complaints about the 7-11

There were seven complaints about the local 7-11 store, mainly because of loitering, begging, and the perception that drug dealing occurs in the parking lot.

When are, you shopping the corridor?

More than two thirds (86%) of survey respondents noted that they pass through Torresdale Avenue several times or more a week. This is typical of most of the other shopper surveys we have conducted for downtown revitalization clients we have worked with over the last seven years.

Eating at a restaurant was the second most often cited reason for visiting Torresdale Avenue and the commercial corridor with half of all respondents saying they were in the corridor at least once a month to eat. This finding demonstrates that dining is a popular reason to visit the

commercial corridor. One concern is that a third (30%) of all shoppers NEVER come to eat at a restaurant in the corridor.

Shopping at a retail store was another activity that consistently brings people into the district as slightly more than a third (37%) visited the corridor once or twice a in the last month. An important caveat for downtown retail, however, is that slightly more than a quarter (27%) of those surveyed NEVER came to the district over the last month to shop at a retailer.

A third of our survey population visited a bar or tavern more than once in the last month. Tacony has few bars or taverns because the Disston Saw Works placed deed restrictions on much of the neighborhood that prohibit the sale of alcohol. However, a far greater number do not go do bars. Sixty four percent (64%) of respondents never visit a bar or tavern in the area.

Despite the high number of personal and professional service providers located in the district, they do not appear to be a major traffic generator nor a major draw for the shoppers who participated in our survey.

How do you learn about downtown activities?

The top six most useful resources for getting information about downtown Tacony were more traditional forms of media.

1. *Northeast Times* ads or news articles – 73%
2. Word of mouth - 60%
3. Banners and A-frame or sandwich board signs – 40%
4. TCDC Facebook page—37%
5. Visit Tacony website --17%
6. Philly.com web site --13%

In Tacony, online resources are being used, but they are secondary to traditional print media and neighborly word of mouth.

The Executive Committee, comprised of the officers, should continue to expand the organization's email list, grow its presence on Facebook, Twitter, and Instagram, and continue to communicate about the work of the organization using the most effective traditional and new media tools identified here. This data is extremely important to both the TCDC Executive Committee and to local merchants, so they can adjust their ad buys and reach customers more effectively.

We recommend that this information be widely shared with all business and property owners in the downtown, so business owners can make changes in their advertising efforts using this new and fresh information from a large cross section of current shoppers.

The Torresdale Avenue visitor experience

This question was designed to gauge the general visitor experience on Torresdale Avenue. The issues with the most polarity was:

- When I visit Torresdale Avenue for an appointment, I also visit a store or restaurant (11.33%). Additionally, 33% agreed with this statement indicating that the stores and restaurants on the corridor are intriguing to visitors of Torresdale Avenue.
- I am willing to pay more than I would elsewhere to support commercial corridor businesses (10.34%). 41.87% of survey participants also agreed with this statement, showing that there is local small business support in Tacony.

The option “agree” saw higher votes. The following options received more than 30% of the votes:

- When I visit Torresdale Avenue for an appointment, I also visit a store or restaurant (33%). This option was also considered neutral by 20.2% of participants.
- It is easy to find parking. 33% of participants agreed with this statement. However, another 27.09% disagreed.
- I come to Torresdale Avenue for special events (33.5%)
- Customer service is good in Torresdale Avenue stores (36.95%)
- I know where the new shops and restaurants are in the commercial corridor. 33% of participants agreed with this statement. However, another 27.09% disagreed.
- I am willing to pay more than I would elsewhere to support commercial corridor businesses (41.87%)

The following three items received more “strongly disagree” votes than any others.

- I think Torresdale Avenue is clean (26% strongly disagree)
- I feel safe when I walk along Torresdale Avenue (33% strongly disagree)
- Torresdale Avenue should be for Tacony residents, not visitors (40% strongly disagree)

These responses are consistent with the information found in Question 3, where participants relayed concerns about the safety of Torresdale Avenue and conveyed a desire to better promote the corridor businesses.

How much do you spend when dining in the corridor?

The most common sum spent by a survey shopper who is patronizing dining and drinking establishments is under \$30 during a typical visit. This sum indicates a dinner for two at a modest restaurant or a family meal at a quick casual dining place.

The current dining options appear to be diners or quick, casual, inexpensive places for lunch and dinner. This could contribute to the modest check sizes noted here. Also at issue is the fact

that much of Tacony is “dry” due to the deed restrictions on land once owned by the Disston Saw Works. There are a few bars outside of the deed restricted area. The deed restrictions limit the location for any restaurant wishing to serve liquor. Other restaurants that rely on Bring Your Own Bottle (BYOB) policies are a possible option. These findings are important to share with restaurateurs in the corridor.

How much do you spend at a retail store in the corridor?

The most common sum spent by a Torresdale Avenue shopper patronizing retail stores and shops is under \$20 during a typical visit. This sum is lower than restaurant spending and may indicate that the current retail mix on Torresdale Avenue does not meet the needs of current shoppers, as they are spending money in shops elsewhere.

An important observation is that more than thirteen percent of respondents (13%) indicated that they “don’t recall,” possibly suggesting that survey participants are less accustomed to shopping at retail stores and shops in Tacony. This compares with the less than five percent (4.9%) that could not recall what they spent at dining and drinking establishments in the previous question. Like the previous question, these findings should be shared with downtown retailers.

Most requested restaurants

Respondents asked for a diverse range of shops and eateries. We have grouped responses into several categories encompassing similar suggestions. These categories were:

- Ethnic Restaurants (63): Italian (33), Mexican (7)
- Traditional Restaurants (40): Seafood (9), Family Friendly (7)
- Grocery/Bakery/Butcher/Deli (35): Bakery (15), Fresh/Organic Food Market (10)
- Chain/Franchise/Specified Restaurants (29): Starbucks (9), Panera Bread (5)
- Coffee Shop (28): Starbucks (9)
- Frozen Treats (13)
- BYOB Restaurant (12)
- Sit Down/Eat in Restaurant (11)
- Wine/Bars/Pubs (11)
- Healthy Options (10)

See the entire list in Appendix C in the back of this report.

Most requested dining formats

These are the types of restaurants that survey participants would most like to see in the commercial corridor:

- Ice cream shop (78%)
- Full service/ sit down restaurants (77%)
- Family friendly restaurant with a kid's menu (67%)
- Coffee shop or café open late hours (62%)
- Fine dining, white table cloth restaurants (56%)

As has been noted in the past, parts of Tacony are “dry” due to deed restrictions on the land formerly belonging to Disston Saw Works. There are just a few bars/restaurants that serve liquor outside of the deed restricted area, but they are not in Torresdale Avenue's commercial center. The liquor prohibition limits restaurant viability on Torresdale Avenue to BYOB establishments.

See the entire list in Appendix C in the back of this report.

Most requested retail shops

When survey participants were asked for retail options that would make the Tacony corridor a more popular destination, respondents provided a full range of options from clothing stores to hardware stores and even a variety of name brand establishments. The responses were diverse enough to group into several categories encompassing similar suggestions. These categories were:

- Clothing and Shoe Stores (62): general clothing store (26), shoe store (13),
- Hobby, Craft, and Gift Stores (61): gift & card Store (25), books (12)
- Home Goods, Improvement, and Hardware (38): hardware store (28), general store (4),
- Grocery Store, Fresh Food, and Produce (28): produce (10), general grocer (7)
- Restaurants and Prepared Foods (15): bakery (5), Wawa (4)
- Bargain Stores (13): Family Dollar (6), Five Below (4)
- Specialty Stores (11): pets (4), sporting goods (2)
- Brand Name Super Stores (10): Walmart (4), Target (2)
- Beauty/Grooming (7)
- Pharmacy (7)
- Entertainment Store or Venue (6)
- Professional Services (5)
- Boutiques (4)
- Health/Fitness/Wellness (4)
- Thrift/Consignment Store (3)
- Misc. Comments (12)

See the entire list in Appendix C in the back of this report.

Most requested retail stores

When asked if specific kinds of retail formats would encourage them to visit to corridor more often, these are the top stores survey respondents most want to see in the corridor

- Home goods (69%)
- Card and gift store (68%)
- Movie theater (67%)
- Book store, new or used (65%)
- Shoes/footwear for the whole family (65%)
- Music venue, club, theater etc. (64%)
- Arts and crafts (63%)
- Plants, nursery, gardening supplies (61%)

These results show that survey respondents desire to build upon the existing strengths of the commercial district, especially its dining and restaurant scene, while also expanding to include entertainment venues, complementary retailers, and specialty items. Our respondents are remarkably consistent in their interest in stores to locate to the avenue.

Most requested entertainment options

When survey participants were asked for entertainment, club, and arts venue options that would make the Tacony corridor a more popular destination, respondents provided a full range of options from expanding the already existing programs at the Tacony LAB to the addition of new bars and the establishment of businesses providing social and cultural activities. Responses were grouped into several categories encompassing similar suggestions. These categories were:

- Art Centers & Live Performing Arts Venues (86): Music venue/performance (28)
- Outdoor Events and Festival (30): Christmas Bazaar (3), summer carnival/fair (3)
- Retail Stores & Restaurants (24): Coffee shop (7)
- Entertainment Venues (22): Movie theater (14), arcade (2)
- Health & Wellness Centers (19): Yoga studio (4), gym/fitness center (4)
- Leisure & Hobby (16): Craft store/classes (6), book store (3)
- Bar/Drinking/Eating Establishment (12): Beer garden (4)
- Youth & Family Focused (11)
- Educational Locations (6)
- Miscellaneous comments (12)

Why don't you shop the corridor more often?

The top reasons that survey respondents do not use the corridor more often are:

- Too few stores or shops that interest me (70%)
- Personal safety or perception of safety (68%)
- Selection or quality of the merchandise in stores does not interest me (48%)
- Too few eating or drinking places that I patronize (47%)
- Torresdale Avenue is not clean (46%)

The TCDC should continue to work on the business mix in the corridor, as two of the top three issues relate to the type of stores in the corridor. The TCDC has made great strides in addressing the cleanliness of Torresdale and Longshore Avenues by hiring Ready Willing and Able crews to clean three times a week. They have also addressed safety concerns by installing 62 security cameras. Still, shoppers remain concerned about these basic issues and more must be done to change these perceptions in the coming years.

Survey Respondent Demographics

Residents shop in the corridor

The clear majority of survey responses came from people who live in Tacony, at a staggering 62%. Another thirty percent (30%) of our survey respondents came from people living in Northeast Philadelphia. The clear majority of Torresdale Avenue shoppers are local people living in the neighborhood and nearby.

Forty-four (44) of the survey respondents work in Philadelphia, making up 21.67% of respondents. An additional thirty-six (36) respondents (17.73%) work in Tacony. The wide distribution of work places included twelve percent (12%) that work in the Northeast, two and a half percent (2.5%) that work in New Jersey, and seven percent (7%) that work in other Pennsylvania suburbs.

More women than men shop in the corridor

Far more females (69%) than males (29%) completed this survey, which is typical of most surveys we have conducted for other Main Street clients over the last seven years. This reinforces that women make most of the purchasing decisions in the home.

How old are Torresdale Avenue shoppers?

Tacony shoppers are predominantly 50 to 59 years old., Those at the younger end of the Baby Boom generation are the top users (26%) of the commercial corridor. Another thirteen percent (13%) of shoppers were 40 to 49 years old and fourteen percent (14%) were between 30 and 39. Both groups make up the entire Gen X cohort. These three age groups make up seventy percent (70%) of all shoppers in the corridor. Understanding these three major demographic profiles will help the TCDC clarify how to market events and recast any existing events to appeal to these three important consumer groups.

Survey respondents did not include any young people 20 and younger. Young people under 21 represent a whopping 67% of the 19135 population. Thus, the focus on programming for families with children under 21 makes the most sense for marketing to those in the neighborhood. The TCDC may want to undertake focus groups with teens and young adults to supplement the information from this survey about this important consumer group.

The Philadelphia City Planning Commission's district plan for the North Delaware district, which includes Tacony and other nearby zip codes, noted that this district has seen its younger school aged populations increase by 13% in the last 20 years.⁵ At the same time, the number of seniors declined in this district by a third in the last 20 years.⁶

Small families shop the corridor

Small families and couples represent the largest proportion of survey respondent's household size. The top three responses were:

Survey Respondents

- 2 (28%)
- 4 (22%)
- 3 (19%)

Per the 19135 US Census, 69% of the population in the zip code are under 21 years of age. Families with younger children are a growing part of the population per the North Delaware District Plan published by the Philadelphia City Planning Commission in 2016.⁷ Family friendly activities held in the corridor would be appropriate, given that half of the shoppers we surveyed had children at home.

How many shoppers have children at home?

Half (50%) of the survey respondents have children at home, while half have no children at home. Survey respondents have small families as indicated by the following:

- 1 child: 22%
- 2 children: 13%
- 3 children: 8%
- 4 children: 1%

⁵ http://phila2035.org/wp-content/uploads/2016/05/Node1_Exec-Summary_DRAFT_v12_FINAL.pdf

⁶ http://phila2035.org/wp-content/uploads/2016/05/Node1_Exec-Summary_DRAFT_v12_FINAL.pdf

⁷ http://phila2035.org/wp-content/uploads/2016/05/Node1_Exec-Summary_DRAFT_v12_FINAL.pdf

Recommendations

The Tacony Community Development Corporation Board of Trustees, staff, volunteers and partners have worked very hard for the last four year to address the major issues confronting the corridor when downtown revitalization work began in 2011. Successes include 22 façade improvements to corridor businesses through the Commerce Department's Storefront Improvement Program. Most of these investors were existing businesses in the corridor. The vacancy rate has plummeted from 30% to less than 10%. New and exciting stores and restaurants have opened in the corridor. Notable examples include the first bakery in a generation, a fresh fish shop, a florist, a coffee shop, a craft beer tavern, and most recently an organic pet food emporium.

These successes have been noticed by area residents that shop the corridor, yet there is more to do. We provide the following six suggestions as priorities for the TCDC in the coming five years for the new 2017-2022 Strategic Plan.

1. **Expand the TCDC's current high quality working relationship with the 15th Police District and continue to work with merchants, property owners, and residents to sustain and magnify safety improvements for the commercial corridor.**

Build on the TCDC's existing organizational partnerships with Tacony Town Watch and the 15th Police District Advisory Council over the last four years, which has resulted in 62 security cameras installed, 30 storefronts renovated, an expanded police presence, and the addition of pedestrian lighting to the neighborhood. Continue to monitor crime statistics and report these figures regularly to the public via the TCDC newsletter and social media pages.

2. **With the TCDC's longstanding partners, enhance family friendly, family serving activities in the neighborhood.**

Work with the Tacony Historical Society and the Tacony Civic Association to expand current events held in the corridor and create new events for families, as more than half of the area shoppers have children at home. Work with the Tacony Branch of the Free Library to support childhood and summer reading programs. Explore creating a part time VISTA position with TCDC to manage events and work with volunteers.

3. **Improve the convenience retail goods and services being offered along Torresdale Avenue and fill in the gaps in the market that are not currently being met.**

Share this survey information with existing retailers and restaurants, and discuss how they can add product lines or make upgrades to existing merchandise that are highly desired by survey respondents. By 2022, bring the vacancy rate down to five percent (5%) by filling storefronts with new shops and eateries based on shopper survey results.

Continue to promote the corridor with ad buys, promotional and image activities on the TCDC's shoptacony.com and visittacony.com websites, its social media outlets, and through updated Small Business Saturday and the Hoagie Trail events.

4. Work collaboratively with the Tacony Branch of the Free Library to grow entrepreneurs and small businesses in Tacony.

Partner with the library staff to create a series of regular training programs for local entrepreneurs and home based businesses who wish to expand their skills and grow their businesses. Continue to maintain the "hot list" of vacant buildings, and create a list of tenants that are interested in opening a shop in Tacony when an appropriate vacancy occurs. Continue to partner with other organizations and agencies to bring technical assistance and high quality tenants to Tacony.

5. Continue to clean and beautify Torresdale and Longshore Avenues.

Continue to contract with Ready Willing and Able cleaning crews to sweep Torresdale and Longshore Avenues during the week. Continue to host clean up days in partnership with the Tacony Civic Association. Continue to use CLIP, 311, and other city departments to ensure that abandoned cars, graffiti, and other nuisances are removed from the business district.

6. Build the Tacony Community Development Corporation into an even stronger, more diverse, and financially stable organization.

Relocate the TCDC office to the library once its Small Business Development Center is open. Continue to diversify the TCDC's revenue sources, add more volunteers from the neighborhood, and build the TCDC Board of Trustees. Expand communication channels and advertise the corridor widely. Continue to invest in the Tacony Storefront Improvement Program so that by 2022, half of the 100 storefronts in the corridor have been rehabilitated.

The following section is an analysis of each survey question.

Analysis of Survey Questions

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.

This question was answered by all 203 respondents, with the clear majority of them identifying as Tacony residents (75.37%). The second highest category of responses came from residents and visitors who regularly use Torresdale Avenue (50.25%). Of the 26 respondents (12.81%) that selected “other,” it is interesting to note that 12 identified themselves as a person involved in an organization in Tacony or as a person doing business in Tacony, while nine (9) are former residents and four (4) live in the surrounding area.

Twelve (12) responses came from business owners or merchants located within the corridor, comprising 5.91% of the respondents. Commercial property owners within the corridor contributed eight (8) responses to the survey, comprising 3.94%, while four (4) volunteers for the Tacony CDC rounded out the survey representing 1.97% of respondents.

Question 2: The Tacony CDC is working on projects with others in the commercial corridor and considering other events and activities to improve the shopping district. Please rate EVERY event/activity listed below.

Of the six events hosted in Tacony, the Summer Concert Series organized by the Civic Association was deemed the most successful with more than half (55.66%) of respondents considering it to be of great or some success. Out of the 203 survey participants, nearly seven percent (6.9%) felt neutral towards the Summer Concert Series, while two percent (2.46%) found it inadequate, and one person deemed it a failure. Despite its success, 70 survey participants or a third of the respondents (34.48%) noted that they did not attend the Summer Conference Series or had no opinion about it.

The Tacony Flea Markets, a Civic Association event, were voted as the second most successful event with almost fifty percent (49.01%) of participants considering it to be of great or some success. Fifteen percent (15.35%) of participants reported being neutral towards the event, while four percent (3.96%) found it inadequate. Again however, despite its success, thirty percent (31.68%) of the participants either did not attend or reported no opinion of the event.

Fall Fest, organized by the Councilman’s office, was also reported to be successful with close to fifty percent (47.76%) of participants finding it to be of great or some success. Eight percent (8.46%) reported being neutral toward the event, and two percent (2.49%) found Fall Fest to be inadequate. In a continued trend, forty (40%) percent of participants either did not attend Fall Fest or reported no opinion of the event.

Forty three percent (43%) of respondents viewed Small Business Saturday to be of great or some success. This event is hosted by the TCDC. But fifteen percent (15.76%) reported being neutral, and thirty five percent (35.47%) of the participants either did not attend or reported no opinion of the event. Additionally, three percent (3.45%) of respondents found the event to be inadequate while two percent (2%) viewed it as a failure.

Winterfest, which is organized by the library, was of great or some success for nearly forty percent (39.31%) of survey participants, but thirteen percent (13.43%) considered themselves neutral and forty five percent (45.27%) had no opinion or did not attend.

Of the six events noted, the Hoagie Trail was considered least successful. It is organized by the TCDC. Of the 203 survey participants, 78 or one third of them found Hoagie Trail to be of great or some success. Fifteen percent (15.35%) were neutral towards the event, while forty three percent (43.07%) of participants either did not attend or reported no opinion of the event. Five participants found Hoagie Trail to be inadequate, and one person found the event to be a failure.

While none of the events hosted by Tacony CDC and other entities were considered failures, all of them saw only moderate success with survey participants. The TCDC should rethink its own events to make them more attractive for residents. The TCDC may want to share this information with its partners and work with them if they are willing to boost the advertising for their events and add more family and kid friendly events., Such events would appeal to half of shoppers that have children at home, a highly important demographic for Tacony. Please see the section on the demographics of the survey participants later in this report.

Question 3: The Tacony CDC is planning programs aimed at revitalizing or improving Torresdale, Longshore, and Princeton Avenues. Please rate the importance of ALL the following activities. One answer per line please.

All 203 respondents answered this question. Out of a list of 18 priorities ranging from reducing vacancies to improving the pedestrian experience to a wider business mix and more, over 50% of respondents identified the following five (5) topics as critical to the Tacony commercial corridor's revitalization and improvement with scores above fifty percent (50%), agreeing that these projects were critical for the organization

1. Make Torresdale Avenue safer at night (86.70% Critical, 11.33% Important)
2. Improve police presence on Torresdale Avenue (73.40% Critical, 23.15% Important)
3. Bring more security cameras along Torresdale Avenue (71.92% Critical, 22.66% Important)

4. Reduce the number of vacancies in the commercial corridor (68.47% Critical, 28.57% Important)
5. Continue to work with property owners to encourage revitalization of storefronts and historic buildings in the commercial corridor using the matching façade improvement program (54.68% Critical, 36.45% Important)

Improving safety along Torresdale Avenue was expressed in three of the top five major concerns among the survey participants, specifically night time safety for pedestrians. Despite the installation of 62 security cameras as well as an improved police presence in the last four years, safety at night is still considered a major concern. Reducing the number of vacancies along Torresdale Avenue could also improve the perception of safety along the corridor. Lighting up storefronts at night with active uses could add to the perceived safety of the corridor while simultaneously continuing the revitalization of storefronts and historic buildings. These survey respondents still believe that the TCDC should focus on the business mix on the corridor as they have done for the last four years.

The following activities were voted as an important or critical concerns by 75% or more of the 203 survey participants.

1. Bring more fresh food, fruits, and vegetables to local markets (41.87% Critical, 51.23% Important)
2. Plan new special events to bring people to the commercial corridor to shop or dine (43.84%, Critical, 46.31% Important)
3. Torresdale Avenue should serve neighborhood residents (41.38% Critical, 48.28% Important)
4. Create more “Shop Local” kind of campaigns (35.96% Critical, 49.26% Important)
5. Promote the Tacony-Disston Community Development National Register Historic District to visitors (31.03% Critical, 50.25% Important)
6. Attract more volunteers to participate in TCDC’s work (25.62% Critical, 52.22% Important)
7. Encourage shop owners to coordinate one night on which they are all open past 6PM (24.14% Critical, 52.22% Important)
8. Make Torresdale Avenue more like Passyunk Avenue with lots of restaurants and shops open late (32.02% Critical, 43.35% Important)

These activities all center on the promotion of businesses, as well as the services the businesses offer, along Torresdale Avenue. The selections show that there is a desire to better promote the businesses in Tacony to attract more customers. Simultaneously, survey respondents would like for the business to also offer better services.

Fresh food is a popular concern, as well as hours of operations and how the business can better serve the residents themselves.

There was disagreement about the importance of pedestrian and bicycle amenities in the corridor. Thirty one percent (31.35%) of survey participants thought that improving the pedestrian and bicycling environment on Torresdale Avenue was a critical concern, while another forty two percent (42.86%) found it to be an important concern.

Forty one percent (41.67%) of participants considered adding more pedestrian amenities such as flowers, flags, and banners to be important. Twenty seven percent (27.09%) of participants noted that adding pedestrian amenities was a critical concern.

Of the eighteen (18) activities presented to the survey participants, the only option that received a majority negative ranking was “Do nothing more, Torresdale Avenue is great the way it is.” Forty three percent (43.84%) of participants marked this option as irrelevant, while ten percent (10.84%) considered the option not important, and another seventeen percent (17.73%) stated they had no opinion. In comparison to the responses received to the questions regarding improving Torresdale Avenue, survey participants favor ongoing efforts to better the corridor.

Question 4: Is there something else that the Tacony CDC should be doing about the Torresdale Avenue shopping district?

About half (104) of the survey respondents made comments in this open-ended question. We sorted their comments into topics to create our analysis. We supply all the comments from the survey in Appendix B. None have eliminated or edited. We have corrected obvious spelling errors.

The survey respondents made comments about all aspects of the Tacony shopping district. The comments fell into 13 different categories, which almost exactly mirror the Question 3 responses.

1. Safety concerns: 40
2. Business mix, and business attraction activities: 34
3. Cleaning and beautification: 18
4. Residential concerns: 16
5. Promote the avenue, business and the neighborhoods: 15
6. Limit the number/type of certain business: 15
7. Complaints about specific businesses in the corridor: 11
8. Appearance: 8
9. Compliments to the TCDC: 7
10. Parking, Traffic, and Pedestrian Safety: 6
11. Comments about city programs: 5
12. Miscellaneous comments that did not fit in other categories: 6

The concerns that survey respondents had varied widely, with more negative comments than positive.

Survey respondent write in comments are not in complete alignment with the priorities noted in Question 3 above. Housing issues were a concern that did not appear in the list of priorities in Question 3. Our analysis of comments from write in Question 4 are below.

Make the corridor safer

There were 40 comments about safety issues, on topics ranging from the symbols of crime (drug dealers and prostitutes) to ways that the police should address crime. Some respondents said that they don't feel comfortable visiting Torresdale Avenue because they feel unsafe, preferring to take their discretionary spending elsewhere. Many of the comments centered on the drug trade and prostitution occurring in the corridor. Some representative comments on safety were:

"Between drug dealers, people on drugs, and teens riding bikes in groups and riding in front of your car it's scary to drive on Torresdale."

"The prostitution and drug traffic is an epidemic."

"Most vital to me is increased police presence to promote decreased fears of residents who wish to venture shopping out there."

"We need to stop being known as an area that turns a blind eye to this behavior and only uses its businesses as a "last resort".

Business mix and business attraction

Thirty-four (34) respondents indicated a desire for improved and increased retail and dining options in the Torresdale commercial corridor. This topic elicited the second highest number of comments. They feel that the current retail options are unappealing, too down-market for the area demographics, or that there is simply not enough variety.

Customers would like to patronize area retailers, but they feel that they cannot find what they are looking for on Torresdale Avenue so they travel to a nearby commercial district to shop instead. Below are some representative comments from survey respondents on business mix.

"We need a hip/alternative music venue and a brewery which would attract the 20 to 30 crowd who are now hanging out in Port Richmond, Northern Liberties, etc. This will introduce them to Tacony and possibly interest them in moving there. "

"Have more shops that locals could frequent i.e. Coffee shop, hardware store, antique shops, boutiques, possibly start with an anchor store with mass appeal."

Cleanliness and beautification

The cleaning efforts are working and the corridor's litter is being addressed. There were 15 comments about littering and related beautification efforts. Here are two typical comments:

"Get shop owners to clean the sidewalks."

"Encourage business owner to sweep out front their property frequently."

Limiting specific businesses on the corridor

There were 15 comments about limiting the type or number of businesses in the corridor, focusing mainly on personal service businesses such as hair and nail salons, Chinese food stores, and dollar stores. Here are two typical comments.

"Stop the many nail salons and pizza places from overtaking the business district."

"Less Chinese food, pizza stores, barber shops, nail salons."

Residential concerns

The most passionate comments were related to residential issues and the types of renters in the neighborhood. Fifteen comments were made about housing and residential issues. Most focused-on Section 8 rental units as being a scourge on the neighborhood.

The focus of the TCDC is the commercial corridor, not the residential housing stock, but the success of the corridor is directly tied to the health of the community that surrounds it. The Tacony Community Development Corporation has already started a website, visittacony.com, to promote the neighborhood as a good place to live and raise a family. Typical comments from survey respondents were:

"Make landlords responsible for their property and who they rent to."

"Stop renting to people without jobs or on section 8. Do not allow any more section 8 housing in the neighborhood."

Promote and advertise events, shops, and the neighborhood itself

There were fifteen comments in this area. Many expressed surprise about the events happening in the corridor because they did not know about them. Survey respondents also want to promote individual business through advertising.

"Tacony needs to advertise"

"Promote local business - card shops, bakery, clothes store etc."

“Advertise events and Tacony in itself.”

Some people offered specific ideas for promotional events they would like to see.

“Having all events well-advertised. I've lived in Tacony my whole life and have not heard of any of these events along Torresdale Ave.”

“Sidewalk shop days where each store can showcase their products/services during a time slot. This could be one Saturday a month.”

“More parades to celebrate the historical and ethnic diversity of the community.”

“Weekend Food Truck events like at 30th Street Station. Outdoor cafes with music like Manayunk.”

Complaints about the 7-11

There were seven complaints about the local 7-11 store, mainly because of loitering, begging, and the perception that drug dealing occurs in the parking lot.

Parking, traffic, and pedestrian safety

There were nine respondents who commented on issues related to parking, traffic, and pedestrian safety.

“Dedicated parking lot for people to utilize if businesses start to develop more.”

“Make it safer to cross the street. “

Compliments to the TCDC

“I hope you can do what you are striving for.”

“I am pleased with the development of the district thus far.”

“Tacony CDC's mission should be to promote the economic prosperity within its community. With the neighborhood becoming more diverse it is of great importance to create community engagement events. A cooperative community is a strong community, with the help of the Tacony CDC we can make Tacony an inclusive, culturally rich environment that will promote growth within.”

Finally, there were other comments with suggestions about ways to make the district more attractive (8 comments), and five comments about various city programs.

Question 5: Over the last month, about how many times have you gone to Torresdale Avenue for these reasons? Check at least ONE answer, and any others that apply. One answer per line please.

Of the two-hundred (200) survey participants that responded to this question, eighty six percent (86.5%) noted that they pass through Torresdale Avenue several times or more a week. This is typical of most of the other shopper surveys we have conducted for downtown revitalization clients we have worked with over the last seven years. This was by far the most popular response to the question. It presents an opportunity to ask, what can be done to persuade these passersby to visit, shop, and dine along the corridor?

Before reviewing the results of those respondents to Question 5, it is important to note the Tacony Shopper Survey was active from December 7, 2016 to January 3, 2017, during the traditional holiday season. This may have impacted the results to Question 5 which are explored in the following paragraphs.

Eating at a restaurant was the second most often cited reason for visiting Torresdale Avenue and the commercial corridor, with slightly more than a quarter (27%) of respondents visiting several times a month, a quarter (25%) visiting once a month, and fourteen percent (14%) visiting twice a month. One concern is that a third (30%) of all shoppers NEVER come to eat at a restaurant in the corridor. This finding demonstrates that dining is a popular reason to visit the commercial corridor.

Even though Tacony has few bars or taverns because of the Disston Saw Works deed restrictions on much of the neighborhood that prohibit sale of alcohol, a third of our survey population visit a bar or tavern more than once in the last month. However, a far greater number do not go to bars. Sixty four percent (64%) never visit a bar or tavern in the area.

Shopping at a retail store is another activity that consistently brings people into the district, as slightly more than a third (37%) visited the corridor once or twice in the last month. An important caveat for downtown retail, however, is that slightly more than a quarter (27%) of those surveyed NEVER came to the district over the last month to shop at a retailer.

Survey participants reported that they **did not come** to the corridor for over the last month to “visit the pop up library” (65%), “go to an event in the corridor” (48%), “visit other professional office, accountant, or real estate office” (72%), or to “visit a doctor, dentist, or other health care provider” (65%). Almost sixty percent (58%) never “visit a beauty/nail salon, barber shop, or other personal service provider.”

Despite the high number of personal and professional service providers located in the district, they do not appear to be a major traffic generator or draw for the shoppers who participated in our survey.

Question 6: When you are planning to visit Torresdale Avenue, which of the following resources are most useful to you? Check at least one answer, and any others that apply to you.

All 203 survey participants responded to this question with the top three responses indicating that more traditional forms of spreading information are preferred in the Tacony neighborhood. The top three most useful resources for the survey participants are:

1. *Northeast Times* ads or news articles – 73.39%
2. Word of mouth - 60.59%
3. Banners and A-frame or sandwich board signs – 40.89%

The TCDC Facebook was also indicated to be a useful resource for gathering information on corridor happenings, with slightly more than one third (37.44%) of participants reporting that they use it. An additional seventeen percent (17.73%) of participants utilize the Visit Tacony website, while thirteen percent (13.79%) found Philly.com articles to be useful. In Tacony, online resources are being used, but only second to more traditional print media and neighborly word of mouth.

The Executive Committee and staff should continue to expand the organization’s email list, grow its presence on Facebook, Twitter, and Instagram, and continue to communicate about the work of the organization using the most effective traditional and new media tools identified here.

This data is extremely important to both the TCDC staff and Executive Committee and to local merchants so they can adjust their ad buys and be more effective in reaching customers. We recommend that this information be widely shared with all business and property owners in the downtown so business owners can make changes in their advertising efforts with this new and fresh information from a large cross section of current shoppers.

Question 7: Please note how strongly you agree or disagree with ALL the following statements. Please rate ALL the following activities. One answer per line please.

This question was designed to gauge the general visitor experience on Torresdale Avenue. All 203 survey respondents answered this question. This question asked respondents to rate on a five-option scale that ranged from “Strongly Agree” to “Strongly Disagree” with an additional option for “No Opinion.”

Survey respondents most strongly agreed with the following two statements. They were the only two that received over 10% of the votes on that question.

- When I visit Torresdale Avenue for an appointment, I also visit a store or restaurant (11.33%). Additionally, 33% agreed with this statement, indicating that the stores and restaurants on the corridor are intriguing to visitors of Torresdale Avenue.
- I am willing to pay more than I would elsewhere to support a commercial corridor businesses (10.34%). 41.87% of survey participants also agreed with this statement, showing that there is local small business support in Tacony.

The option “Agree” saw higher votes. The following are the options that received more than 30% of the votes:

- When I visit Torresdale Avenue for an appointment, I also visit a store or restaurant (33%). This option was also considered neutral by 20.2% of participants.
- It is easy to find parking. 33% of participants agreed with this statement. However, another 27.09% disagreed.
- I come to Torresdale Avenue for special events (33.5%)
- Customer service is good in Torresdale Avenue stores (36.95%)
- I know where the new shops and restaurants are in the commercial corridor. 33% of participants agreed with this statement. However, another 27.09% disagreed.
- I am willing to pay more than I would elsewhere to support a commercial corridor businesses (41.87%)

The two statements that received the most “strongly agree” responses also appear in this list. These are important factors for people in the Tacony neighborhood. Tacony residents are willing to pay more to support local business owners and for the convenience of having such services within their neighborhood. Furthermore, visitors of Torresdale Avenue, even when in the area for other appointments, find businesses along the corridor intriguing and worth visiting.

Survey participants appear to enjoy the events along Torresdale Avenue, with 33.5% of them indicating that they have participated in them. Additionally, 33% of survey participants find the shop owners to provide great customer service. A point of contention along Torresdale Avenue is the easiness of parking, as is learning about new business openings. Each of these topics received 33% of votes under agree, but also 27.09% of votes under disagree.

On the other end of the spectrum, there was a consistent theme in the following three statements, which elicited the most “strongly disagree” responses. The top comments were:

- I think Torresdale Avenue is clean (26.6%)
- I feel safe when I walk along Torresdale Avenue (33.99%)
- Torresdale Avenue should be for Tacony residents, not visitors (40.39%)

These responses are consistent with the information found in Question 3, where participants relayed that there was concern about the safety of Torresdale Avenue and conveyed a desire to better promote the corridor's businesses.

Question 8: During a typical visit along Torresdale Avenue, how much do you spend at dining and drinking establishments?

This question received 203 responses. The five most frequent responses were:

- \$20.00 to \$29.99 (25.12%)
- \$10.00 to \$19.99 (14.78%)
- 0 to \$5.00 (13.30%)
- \$30.00 to \$39.99 (12.32%)
- \$50.00 to \$59.99 (6.90%)

The current dining options appear to be either diners or quick, casual, and inexpensive places for lunch and dinner. This could contribute to the modest check sizes noted here. Also at issue is the fact that much of Tacony is "dry" due to the deed restrictions on land once owned by the Disston Saw Works. There are a few bars outside of the deed restricted area. The deed restrictions limit the location for any restaurant wishing to serve liquor. Other restaurants that rely on Bring Your Own Bottle (BYOB) policies are one possible option.

The most common sum spent by a survey shopper patronizing dining and drinking establishments is under \$30 during a typical visit. This sum indicates a dinner for two at a modestly priced restaurant or a family meal at a quick casual dining place.

These findings are important to share with restaurateurs in the downtown district.

Question 9: During a typical visit along Torresdale Avenue, how much do you spend at retail stores and shops?

This question received 203 responses. The five most frequent responses were:

- 0 to \$5.00 (19.2%)
- \$10.00 to \$19.99 (16.75%)
- \$20.00 to \$29.99 (15.27%)
- Don't recall (14.29%)
- \$30.00 to \$39.99 (9.85%)

The most common sum spent by a Torresdale Avenue shopper patronizing retail stores and shops is under \$20 during a typical visit. This sum is lower than restaurant spending and may indicate that the current retail mix on Torresdale Avenue does not meet the needs of current shoppers, as they are spending money in shops elsewhere. The distribution of consumer spending at retail stores and shops appears to be skewed towards the lower (less money spent) end of the spectrum.

- Almost twenty percent (19.2%) spend less than five dollars (\$5) at a shop on a typical visit.
- Fifteen percent (15%) spend between \$20 and \$29 at a retail shop during a typical visit.
- Almost fifteen percent (14.2%) do not recall what they spent at a retail store on a typical visit.
- Nine percent (9%) spend between \$30 and \$39 during a typical visit.

An important observation here is that more than thirteen percent of respondents (13%) indicated that they “don’t recall,” possibly suggesting that survey participants are less accustomed to shopping at retail stores and shops in Tacony. This compares with the less than five percent (4.9%) that could not recall what they spent at dining and drinking establishments in the previous question.

Like the previous question, these findings should be shared with downtown retailers.

Question 10: We want to know what types of businesses would make you want to shop on Torresdale Avenue more often. Please name two kinds of new restaurants or eateries you would like to see here. Please provide a short response.

Of the 203 survey participants, 154 answered this question and provided a total of approximately 320 suggestions on the types of new restaurants and/or eateries, as well as retail shops, that they would like to see in along Torresdale Avenue. Survey respondents were given two opportunities to write in comments. We have combined the list here for analysis purposes.

When survey participants were asked for business options that would make Torresdale Avenue a more appealing destination, they provided options ranging from casual dining establishments and fine dining restaurants to fresh food stores and entertainment venues. Responses included a variety of name brand establishments (34 names). As is common for any write in response, there were also many qualitative comments like “not a take out,” “a good bakery,” or “good pub grub.”

Since the diverse range of responses formed list of various shops and eateries, they were grouped into several categories encompassing similar suggestions. These categories were:

- Ethnic Restaurants (63): Italian (33), Mexican (7)
- Traditional Restaurants (40): Seafood (9), Family Friendly (7)
- Grocery/Bakery/Butcher/Deli (35): Bakery (15), Fresh/Organic Food Market (10)
- Chain/Franchise/Specified Restaurants (29): Starbucks (9), Panera Bread (5)
- Coffee Shop (28): Starbucks (9)
- Frozen Treats (13)
- BYOB Restaurant (12)
- Sit Down/Eat in Restaurant (11)
- Wine/Bars/Pubs (11)
- Healthy Options (10)

The top five categories reported from survey respondents were:

Ethnic Restaurants (63 responses) – Respondents suggested a range of ethnic restaurant options reaching around the entire globe. The most common suggestion was for an Italian restaurant (33 responses) followed by a Mexican restaurant (7 responses), and then succeeded by a series of Asian, Middle Eastern, and European restaurants.

Traditional Restaurants (38 responses) – Respondents provided a range of various traditional and American dining options from seafood and steaks to burgers and barbecue options. Seafood restaurants were suggested by nine (9) respondents. Following closely were family friendly establishments and cafes, which each received seven (7) responses.

Grocery/Bakery/Butcher/Deli (35 Responses) – Respondents were most interested in adding a bakery, which received fifteen (15) responses alone, to Torresdale Ave. This was followed by ten (10) requests for a fresh food market.

Chain/Franchise/Specified Restaurants (29 responses) – Respondents provided a range of chain restaurants. The most popular was Starbucks with nine (9) suggestions, followed by Panera Bread with five (5) responses.

Coffee Shop (28 Responses) – Nineteen (19) respondents requested a coffee shop be added to Torresdale Avenue, some requesting outside seating, or live music. An additional nine (9) respondents, as stated above, specified that they would prefer a Starbucks in the area.

Although not reporting within the top five categories, survey participants also presented a range of other restaurant and/or eatery options. Vegan, vegetarian, and other special dietary options were suggested along with a desire for more bars, pubs, and drinking establishments. In addition to these suggestions, participants suggested specialty eateries, casual restaurants, and breakfast/lunch restaurants.

Question 11: What kind of new retail stores would you most like to see here? Please provide a short response.

Of the 203 survey participants, 154 answered this question and provided a total of 286 suggestions for the types of new retail stores that they would like to see on Torresdale Avenue. Survey respondents were given two opportunities to write in comments. We have combined the list here for analysis purposes.

When survey participants were asked for retail options that would make the Tacony corridor a more popular destination, respondents provided a full range of options from clothing stores to hardware stores including a variety of brand name establishments. The responses were diverse enough to group into several categories encompassing similar suggestions. These categories were:

- Clothing and Shoe Stores (62): general clothing store (26), shoe store (13),
- Hobby, Craft, and Gift Stores (61): gift & card store (25), books (12)
- Home Goods, Improvement, and Hardware (38): hardware store (28), general store (4),
- Grocery Store, Fresh Food, and Produce (28): produce (10), general grocer (7)
- Restaurants and Prepared Foods (15): bakery (5), Wawa (4)
- Bargain Stores (13): Family Dollar (6), Five Below (4)
- Specialty Stores (11): pets (4), sporting goods (2)
- Brand Name Super Stores (10): Walmart (4), Target (2)
- Beauty/Grooming (7)
- Pharmacy (7)
- Entertainment Store or Venue (6)
- Professional Services (5)
- Boutiques (4)
- Health/Fitness/Wellness (4)
- Thrift/Consignment Store (3)
- Misc. Comments (12)

The top five retail categories reported from survey respondents were:

Clothing and shoe stores (62 responses) – Respondents suggested a range of options for clothing and shoes. There was no consensus on whether stores should cater to women, men, or children. The most common suggestion was for a general clothing store (26 responses) followed by a shoe store (13 responses), and then succeeded by kids (6), women (5), men (3) and lingerie. The Gap and Ross were both suggested by two (2) respondents. Urban Outfitters, Hollister, and Rainbow all received mentions.

Hobby, Craft, and Gift Stores (61 Responses) - Respondents demonstrated a significant preference for gift and hobby stores along Torresdale Avenue. The most popular suggestion was for a general gift and card store (25 responses), with two (2) specifically

requesting a Hallmark store. This suggestion was followed by requests for a bookstore (10 responses), again with two (2) respondents suggesting the chain Barnes & Noble. Nine (9) respondents replied that they would like a craft store along the corridor, an additional five (5) stated they would like an antique store, and four (4) voted for a record or music store. Additional mentions included handmade gifts, comic books, collectibles, a bicycle shop, an art gallery, and a fishing store.

Home Goods, Improvement, and Hardware (38 responses) – In this category, respondents by and large requested a hardware store. Twenty-eight (28) respondents in total requested one. The other suggestions called for a general store (4), restored vintage furniture store (2), cooking and/or kitchen store (2), a unique home store, and a furniture store.

Grocery Store, Fresh Food, and Produce (28 responses) – Respondents demonstrated a significant preference for fresh food within the Tacony corridor. Some of the more common suggestions included fruits and vegetables, grocery stores, deli counters, and natural foods.

Restaurants and Prepared Foods (15 responses) – Respondents followed up their desire for fresh food and groceries with suggestion for prepared foods and restaurants as well. Suggestions included a bakery, coffee shop, and a new Wawa store, as well as novelty treats like ice cream and candy stores.

Survey participants also presented a range of other retail options that did not report within the top five categories. The desire for a bargain store, such as Five Below, was well reported. So was the preference for a pet supply store and groomer. Brand name super stores, such as Walmart and Target, were well represented along with a variety of specialty and niche retail establishments such as a pharmacy, a cobbler, and a bridal store.

Question 12: What kind of new arts, entertainment, or leisure activities would you like to see here? Please provide a short response.

Just over 120 (126) survey respondents answered this question and provided a total of 228 suggestions on the types of new entertainment, club, and arts venues they would like to see along Torresdale Avenue. Survey respondents were given two opportunities to write in comments. We have combined the list here for analysis purposes.

When survey participants were asked for entertainment, club, and arts venue options that would make the Tacony corridor a more popular destination, respondents provided a full range of options from expanding the already existing programs at the Tacony LAB to the addition of new bars and the establishment of businesses providing social and cultural activities.

Responses were grouped into several categories encompassing similar suggestions. These categories were:

- Art Centers & Live Performing Arts Venues (86): Music venue/performances (28)
- Outdoor Events and Festival (30): Christmas Bazaar (3), summer carnival/fair (3)
- Retail Stores & Restaurants (24): Coffee shop (7)
- Entertainment Venues (22): Movie theater (14), arcade (2)
- Health & Wellness Centers (19): Yoga studio (4), gym/fitness center (4)
- Leisure & Hobby (16): Craft store/classes (6), book store (3)
- Bar/Drinking/Eating Establishment (12): Beer garden (4)
- Youth & Family Focused (11)
- Educational Locations (6)
- Miscellaneous comments (12)

The top five new entertainment, club, and arts categories reported from survey respondents were:

Art Centers & Live Performing Arts Venues (86 responses) – Respondents provided a range of live performing arts venues. The most common suggestion was for a music venue and live concerts (28 responses) followed by art and theater classes or workshops (11 responses) and a community stage or performing arts center (10 responses). Many participants focused on music venues and concert style performances in a variety of other forms, such as festivals and music classes. Adding an art gallery was also popular with five (5) respondents, as was an art festival (4) and art displays or exhibits (3) throughout the corridor.

Outdoor Events and Festival (30 responses) – Respondents provided a range of various outdoor festivals that were placed together in a single category because their common thread was using Tacony’s open areas. The most common suggestion was for a Christmas Bazaar (3 responses), which would work nicely in conjunction with the Greeby Street Lights. A summer carnival or fair also received three (3) responses, as well as a food truck festival. Additional activities focused on Tacony’s history, the community, and use of the park.

Retail and Restaurants (24 responses) – Respondents provided a range of different stores and restaurants, along with business related events. The most popular option was for a coffee shop (8, including specific requests for a Starbucks), which has been repeated continuously. Retail stores focused on special interests were also recorded, such as a skateboard shop, an antique store, a sporting goods store, and a pet shop. Business related events were also mentioned with the suggestions of business pop-upland Wednesday night vendor sales events.

Entertainment Venues (22 responses) – Respondents demonstrated a significant preference for a movie theater to be added to the Tacony corridor. Seventeen (17) respondents reported a desire to add a cinema to the neighborhood, with three (3) specifically mentioning an AMC, Movie Tavern, or Liberty. An arcade (2) was the second most popular requested entertainment venue. A bowling alley, indoor mini golf, and laser tag were also mentioned.

Health & Wellness Centers (19 responses) - Respondents displayed their interest in living healthy lifestyles throughout many parts of the survey, including here. Both a yoga studio or classes and a gym or fitness center was suggested by four (4) respondents. Workout classes, martial arts, and rock climbing were recommended by two (2) respondents each. Adding a bike and walking trail was also mentioned by respondents.

Survey participants also presented a range of other new entertainment, club, and arts venue options that did not report within the top five categories. Craft stores remain a popular response, as well as book stores. Beer gardens were mentioned for the further use of Tacony's outdoor space, and a museum was also suggested by respondents. Youth and family activities remained an important aspect for the Tacony community receiving a total of eleven (11) specific recommendations.

Question 13: Please tell us if you would visit the Tacony commercial corridor 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. One answer per line please.

All 203 survey respondents answered this question. Survey respondents indicated the types of retail stores, merchandise, or businesses they would frequent if the choice was available in Tacony. The top responses are listed below, each receiving over sixty (60%) percent of respondents answering "yes." These are the stores that current shoppers would most like to see in the commercial corridor

- Home goods (69.35%, 138)
- Card and gift store (68.84%, 137)
- Movie theater (67.5%, 135)
- Book store, new or used (65.5%, 131)
- Shoes/footwear for the whole family (65.48%, 129)
- Music venue, club, theater etc. (64.18%, 129)
- Arts and crafts (63.32%, 126)
- Plants, nursery, gardening supplies (61.31%, 122)

This information when combined with the write in Questions 10-12 provides the Economic Vitality working group with a good list of recruitment candidates for any vacancies in the corridor during the next few years.

These results show that survey respondents desire to build upon the existing strengths of the commercial district, especially its dining and restaurant scene, while also expanding to include entertainment venues, complementary retailers, and specialty items. See all the responses in Appendix C.

Question 14: Would you visit the commercial corridor more often if it offered more of the following food or dining options? Check at least ONE answer, and any others that appeal to you.

All 203 respondents answered this question. Tacony survey respondents are receptive to additional dining options. In general, survey respondents were more excited about full service dining options than takeout restaurants. The following five responses were the most popular, each receiving over fifty percent (50%) “yes” votes.

- Ice cream shop (78.79%, 156)
- Full service/ sit down restaurants (77.11%, 155)
- Family friendly restaurant with a kid’s menu (67.01%)
- Coffee shop or café open late hours (62.69%, 125)
- Fine dining, white table cloth restaurants (56.06%, 111)

As has been noted, parts of Tacony are “dry” due to deed restrictions that run with land formerly belonging to Disston Saw Works. There are just a few bars/restaurants that serve liquor outside of the deed-restricted area, but they are not in Torresdale Avenue’s commercial center. The liquor prohibition limits restaurant viability on Torresdale Avenue to be BYOB establishments.

These responses, when coupled with responses from Question 11, will provide the Economic Vitality working group with a list of possible restaurants to recruit for any vacancies.

Question 15: Which of the following are the main reasons you do not visit Torresdale Avenue more often? Check at least ONE answer and any others that apply to you.

All 203 survey respondents answered this question. The top five responses are below:

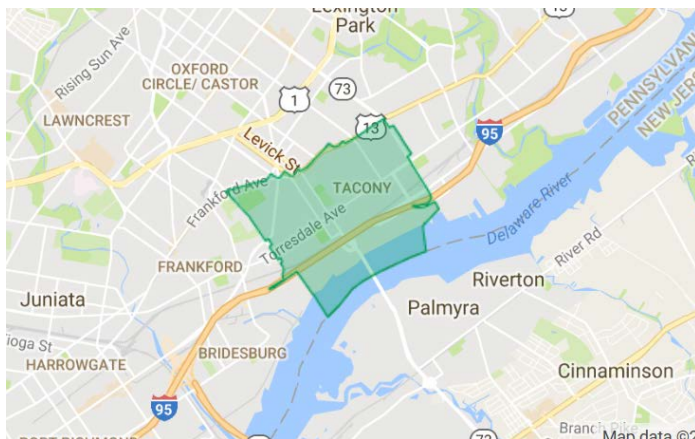
- Too few stores or shops that interest me (70.44%, 143)
- Personal safety or perception of safety (68.47%, 139)
- Selection or quality of the merchandise in stores does not interest me (48.28%, 98)
- Too few eating or drinking places that I patronize (47.29%, 96)
- Torresdale Avenue is not clean (46.8%, 95)

The responses offer insight into some of the reasons that shoppers do not frequent the commercial corridor along Torresdale Avenue more often as they might if circumstances were different. They echo limiting the numbers of types of shops, as well as concerns of safety and cleanliness.

The TCDC has made great strides in addressing the cleanliness of Torresdale and Longshore Avenues by hiring Ready Willing and Able crews to clean three times a week. They have also addressed safety issues by installing 62 security cameras. Still, shoppers are concerned about these basic issues and more must be done to change these perceptions in the coming years.

DEMOGRAPHIC QUESTIONS'

The following questions were asked for information about the survey takers in the area. For comparison purposes, we have used the zip code 19135. US Census data is available for this zip code, which encompasses more than just the neighborhood of Tacony. The 19135zip code also includes parts of Wissonoming, the neighborhood to the south of Tacony. Below is a map showing the 19135zip code area.



Question 16: Do you work or live in Tacony? Check all that apply.

All 203 respondents answered this question. The clear majority of survey responses came from people who live in Tacony, at a staggering 62.56% or 127 respondents. Just over thirty percent

(30.05%, 61) of our survey respondents came from people living in Northeast Philadelphia. The clear majority of Torresdale Avenue shoppers are local people living in the neighborhood and nearby.

The American Community Survey from 2015, a five-year population estimate for the 19135zip code, indicated that the area has population of 31,868.⁸

Forty-four (44) of the survey respondents work in Philadelphia, making up 21.67% of respondents. An additional thirty-six (36) respondents (17.73%) work in Tacony. The wide distribution of work places included twelve percent (12%) that work in the Northeast, two and a half percent that work in New Jersey, and seven percent that work in other Pennsylvania suburbs. Tacony has good transportation access with a regional rail stop, local SEPTA buses, and direct access to I 95 and to New Jersey via the Tacony Palmyra Bridge. This makes Tacony a good location for those who commute to work via car or train. Torresdale Avenue is well served by SEPTA bus service. There is a bus depot on Torresdale Avenue close to Cottman Avenue at the northern end of the commercial district.

Question 17: What is your gender?

All survey respondents answered this question. Far more females than males completed this survey, which is typical of most surveys we have conducted for other Main Street clients over the last seven years. This might be indicative of the interest in corridor improvements being stronger among the female population, or it may reflect the reach of the survey. There was a small minority of respondents who preferred not to answer.

Survey respondents	19135 population ⁹
• Female 69.46%, 141 respondents	51.4%
• Male 29.06%, 59 respondents	48.6%
• Prefer not to answer 1.48%, 3 respondents	

The most recent US Census information for the 19135zip code indicates that the area has a population of 31,868, with a typical male/female distribution.¹⁰

⁸ https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

⁹ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

¹⁰ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

Question 18: Which category includes your age?

The Philadelphia City Planning Commission's District plan for the North Delaware district, which includes Tacony and other nearby zip codes, noted that this district has seen its younger school-aged populations increase by 13% in the last 20 years.¹¹ At the same time, the number of seniors declined in this district by a third in the last 20 years.¹²

All 203 respondents answered this question. Most survey responses came from middle-aged persons, with over seventy percent (70%) of the surveys being completed by people between 30 and 59. The top five age groups who participated in the survey were:

Survey respondents	19135 population ¹³
- 50 – 59 (26.60%, 54)	12%
- 40 – 49 (26.11%, 53)	13.4%
- 30 – 39 (19.21%, 39)	14.2%
- 60 – 69 (15.76%, 32)	6.9%
- 20-- 29 (6.40%, 13)	15.7%

Less than three percent (2.96%, 6) preferred not to give their age.

The information about Age and Sex for zip code 19135 is below from the US Census.¹⁴

¹¹ http://phila2035.org/wp-content/uploads/2016/05/Nodel_Exec-Summary_DRAFT_v12_FINAL.pdf

¹² http://phila2035.org/wp-content/uploads/2016/05/Nodel_Exec-Summary_DRAFT_v12_FINAL.pdf

¹³ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?srcc=CF>

¹⁴ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

Geography:

	Subject	Number	Percent
1	SEX AND AGE		
6	Total population	33,091	100.0
of	Under 5 years	2,634	8.0
6	5 to 9 years	2,515	7.6
<<	10 to 14 years	2,480	7.5
>>	15 to 19 years	2,502	7.6
	20 to 24 years	2,466	7.5
	25 to 29 years	2,718	8.2
	30 to 34 years	2,488	7.5
	35 to 39 years	2,221	6.7
	40 to 44 years	2,212	6.7
	45 to 49 years	2,255	6.8
	50 to 54 years	2,234	6.8
	55 to 59 years	1,718	5.2
	60 to 64 years	1,357	4.1
	65 to 69 years	930	2.8
	70 to 74 years	679	2.1
	75 to 79 years	661	2.0
	80 to 84 years	490	1.5
	85 years and over	531	1.6
	Median age (years)	32.4	(X)
	16 years and over	24,928	75.3
	18 years and over	23,921	72.3
	21 years and over	22,476	67.9
	62 years and over	4,062	12.3
	65 years and over	3,291	9.9

From a marketing perspective, it might be helpful to identify these groups into the following common demographics categories.

30-39-year old are the younger half of the Gen X cohort, born between 1975 and 1984. Our survey respondents represented just under twenty percent (19.2%) of the survey total, a bit more than are represented in this age group per the 2015 US Census for 19135 (14.2%). We will call this group Younger Gen Xers.

40-49-year old are the older half of the Gen X cohort, usually thought of as those born between 1965 and 1984. This group is more than a quarter (26.1%) of the total survey respondents, more than double the general population of the 19135zip code per the US Census estimate. We will call this group Older Gen Xers.

50-59-year old are the tail end of the Baby Boom generation, which is usually defined as those born between 1946 and 1964. Just over a quarter (26.6%) of all survey respondents were in their 50s, which is twice as high as the current population for

the 19135zip code. For the purposes of this section, we will call this group Younger Baby Boomers.

60-69-year old are the older group and start of the Baby Boom Generation, those born between 1946 and 1964. This group made up fifteen percent (15%) of the survey respondents, which is roughly double the number of people in this age group represented in the 19135zip code according to the US Census estimate. We will call this group Older Baby Boomers.

According to our survey results, Tacony shoppers are predominantly 50-59-years old and at younger end of the Baby Boom generation. They are the top users (26%) of the commercial corridor, closely followed by 40 to 49-year olds, the older Gen X cohort. These two age groups make up half of all shoppers in the corridor. Understanding these two demographic profiles will help you to clarify how to market events and recast any existing events to appeal to these two important consumer groups.

Those in their 20s make up six percent (6%) of the survey respondents, just 13 people. However, this group represents 15.7% of the 19135 population.

Survey respondents did not include any people 20 and younger. Young people under 21 represent a whopping 67.9% of the 19135 population. Thus, the focus on programming for families with children under 21 makes the most sense for marketing to those in the neighborhood. The TCDC may want to undertake focus groups with teens and young adults to supplement the information from this survey about this important consumer group.

Question 19: How many people including yourself currently live in your household?

Small families and couples represent the largest proportion of survey respondents' household size. The top three responses were:

Survey Respondents

- 2 (28.08%, 57)
- 4 (22.66%, 46)
- 3 (19.21%, 39)

The table from the 19135 US Census tell us that 69% of the population in the zip code are under 21 years of age. Families with younger children are a growing part of the population per the North Delaware District Plan, published by the Philadelphia City Planning Commission in

2016.¹⁵ Family friendly activities would be appropriate in the corridor given that half of the shoppers we surveyed had children at home.

Question 20: What is your approximate average household income?

Just over twenty-one percent (21.18%, 43) of survey respondents indicated that they would prefer not to disclose their income range. Those that did showed a large gap in differences of income. Because of the high rate of non-disclosure of income, these results are suspect and cannot be relied upon for information about the current downtown Tacony shopper.

We supply the top four responses below:

- \$50,000-\$74,999 24.14%, 49
- \$25,000-\$49,999 16.75%, 34
- \$75,000-\$99,999 12.32%, 25
- \$100,000-\$124,999 10.85%, 22

The City of Philadelphia's median household income is \$38,253.¹⁶ The 19135 median household income is slightly lower at \$38,154.¹⁷ In this zip code, 20% of the population lives below the poverty level.¹⁸

Question 21: How many children age 17 or younger live in your household?

The responses to this question support the previous findings of small families or couples along with older families with children being well represented in this survey. Half of the survey respondents have children at home, while half have none.

- None (50.25%, 102)
- 1 (22.66%, 46)
- 2 (13.79%, 28)
- 3 (8.37%, 17)
- 4 (1.48%, 3)

Seven people preferred not to answer, making up 3.45% of respondents.

¹⁵ http://phila2035.org/wp-content/uploads/2016/05/Nodel_Exec-Summary_DRAFT_v12_FINAL.pdf

¹⁶ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

¹⁷ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

¹⁸ https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml#

The 2010 US Census information for 19135 (the latest available for this specific data point) provides the number of people living in a household, rather than number of children, in the chart below.¹⁹ Note that close to half (47.3%) of the 19135 population lives in a household with more than two people.

Geography: ZCTA5 19135 ▾

1 - 40 of 40 ▾ ▾	Subject	Number	Percent
	TENURE		
	Occupied housing units	12,263	100.0
	Owned with a mortgage or loan	5,464	44.6
	Owned free and clear	2,386	19.5
	Renter occupied	4,413	36.0
	TENURE BY HOUSEHOLD SIZE		
	Owner-occupied housing units	7,850	100.0
	1-person household	2,051	26.1
	2-person household	2,086	26.6
	3-person household	1,431	18.2
	4-person household	1,238	15.8
	5-person household	612	7.8
	6-person household	259	3.3
	7-or-more-person household	173	2.2

This concludes our analysis of the survey questions.

The following sections include three appendices: the Survey Monkey data and charts (Appendix A), all responses for the Question 4 open ended survey question (Appendix B), and all responses for Questions 10, 11 and 12 (Appendix C).

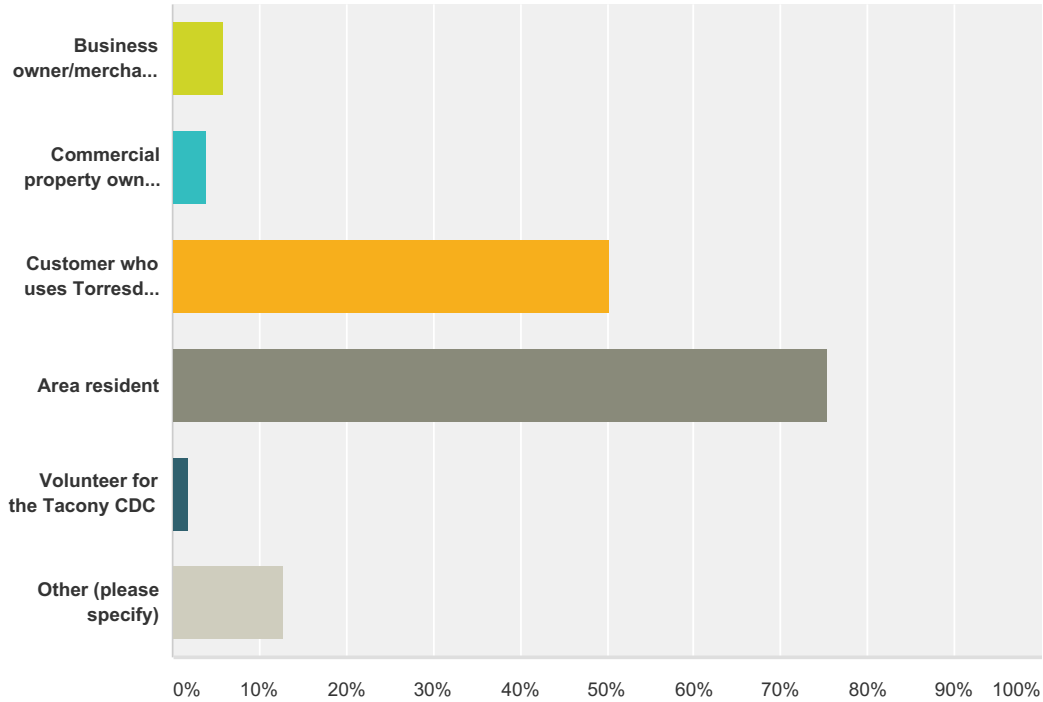
¹⁹ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

Appendix A
Survey Monkey Charts



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

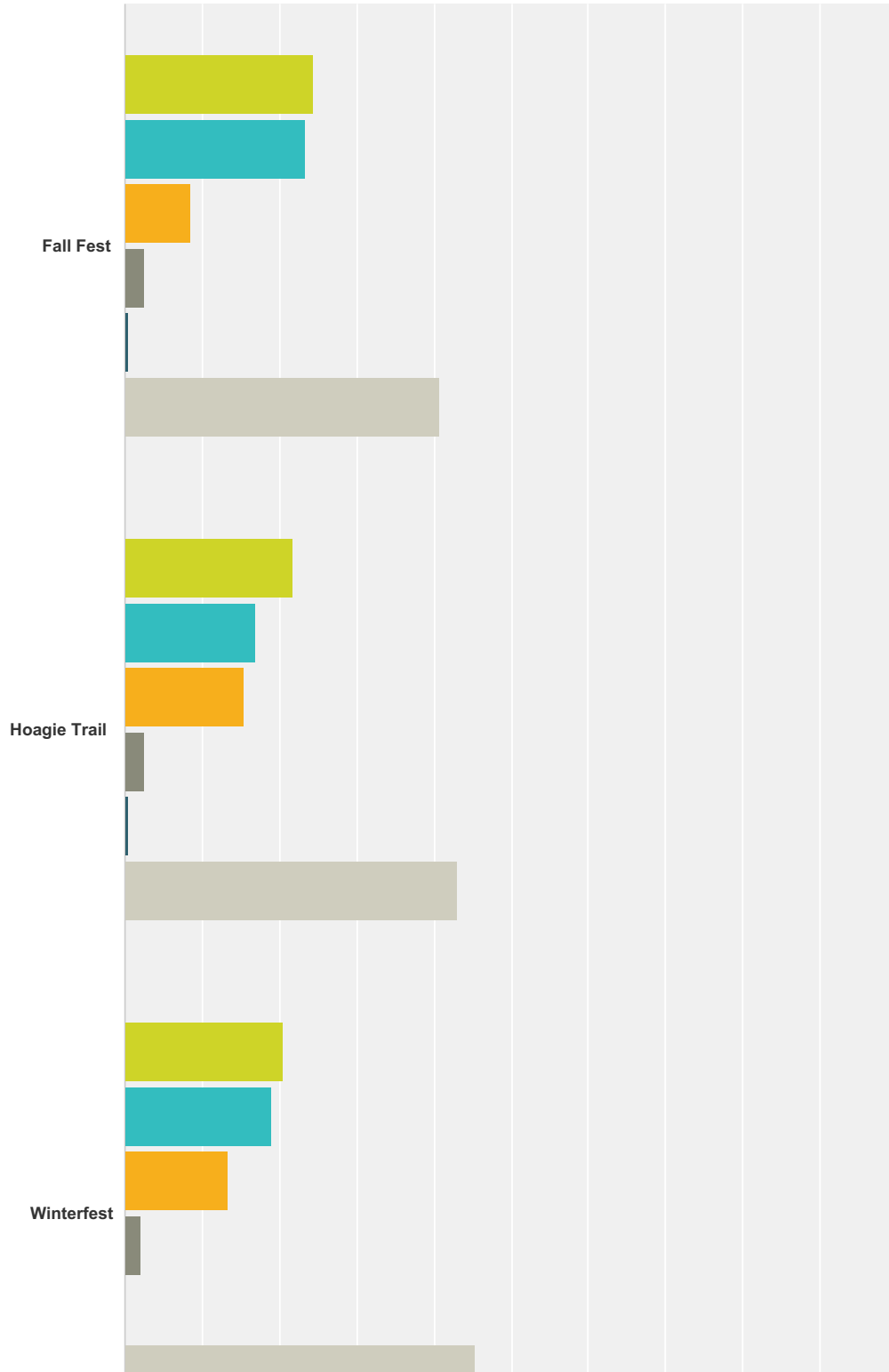
Answered: 203 Skipped: 0

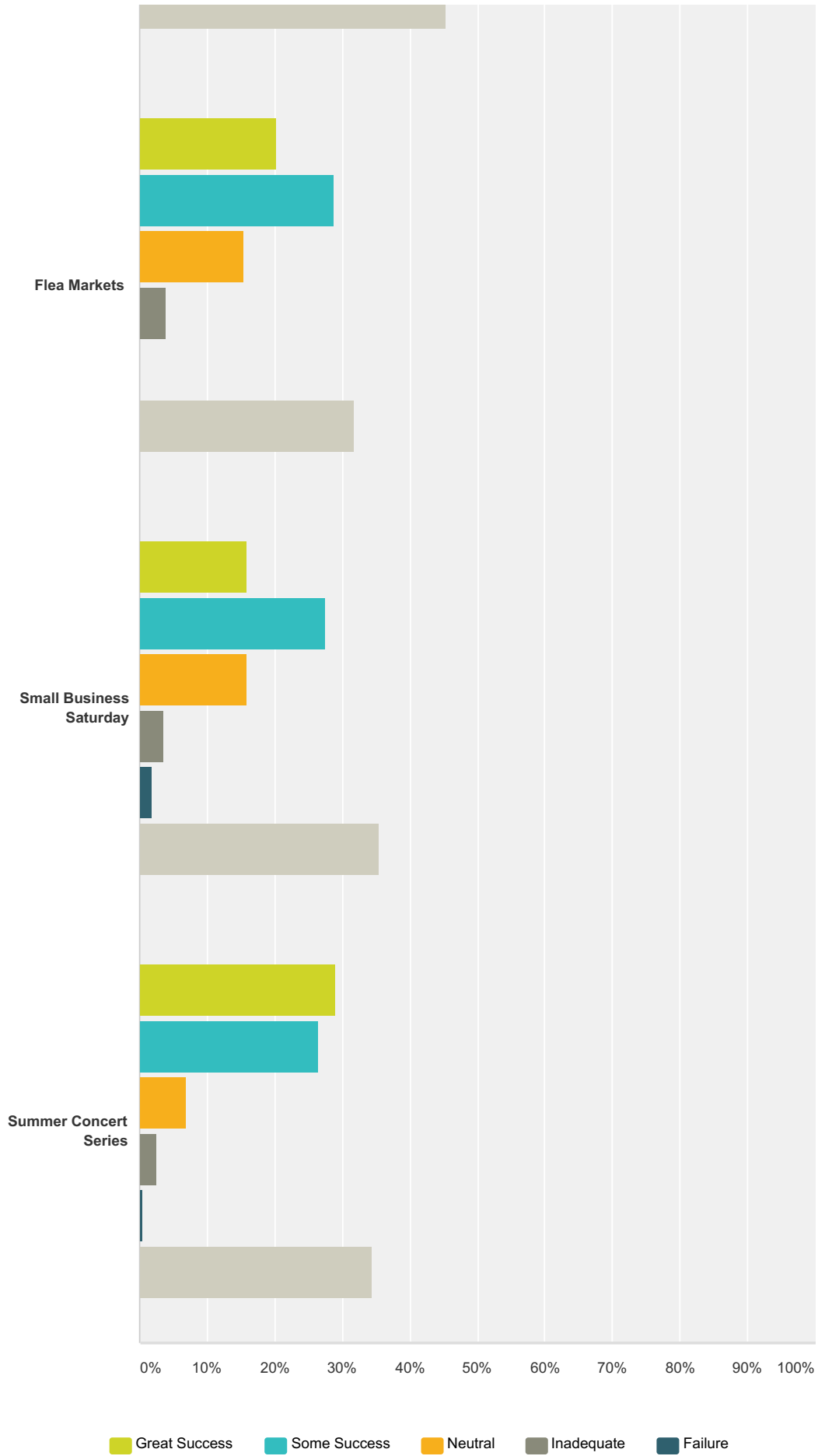



Answer Choices	Responses
Business owner/merchant in corridor	5.91% 12
Commercial property owner in corridor	3.94% 8
Customer who uses Torresdale Avenue	50.25% 102
Area resident	75.37% 153
Volunteer for the Tacony CDC	1.97% 4
Other (please specify)	12.81% 26
Total Respondents: 203	

Q2 The Tacony CDC is working on projects with others in the commercial corridor and considering other events and activities to improve the shopping district. Please rate EVERY event/activity listed below.

Answered: 203 Skipped: 0



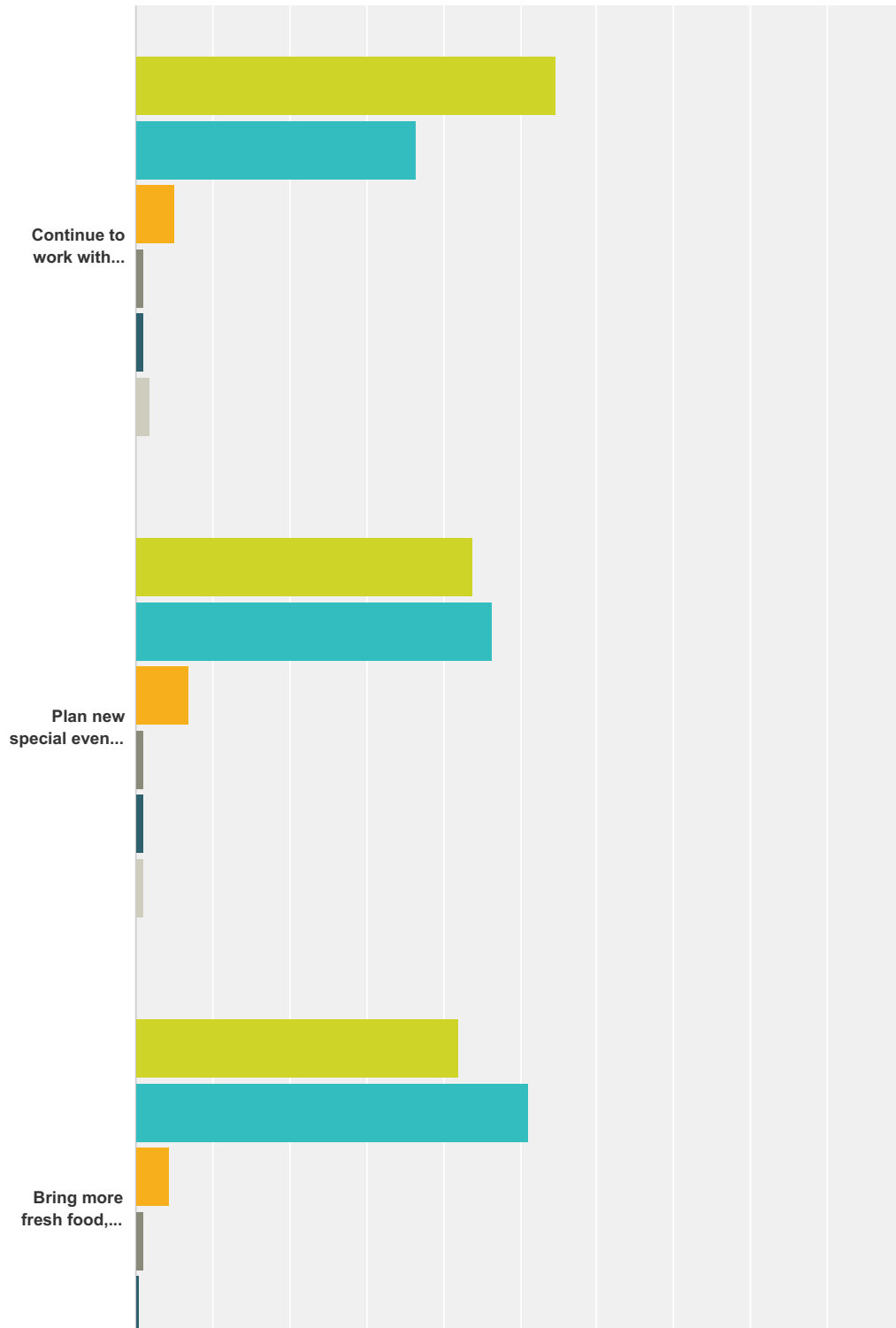


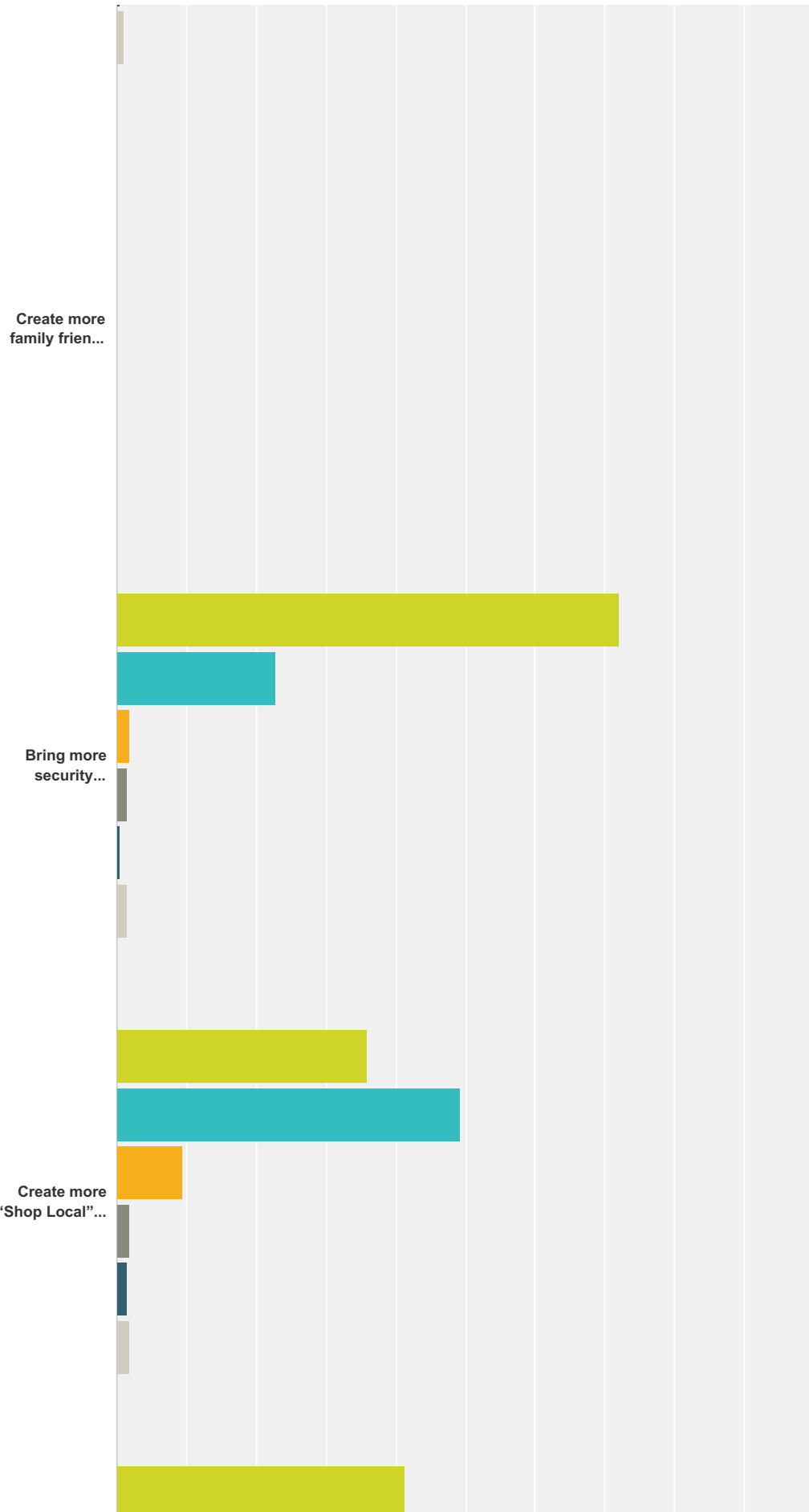
 No opinion/Did not attend

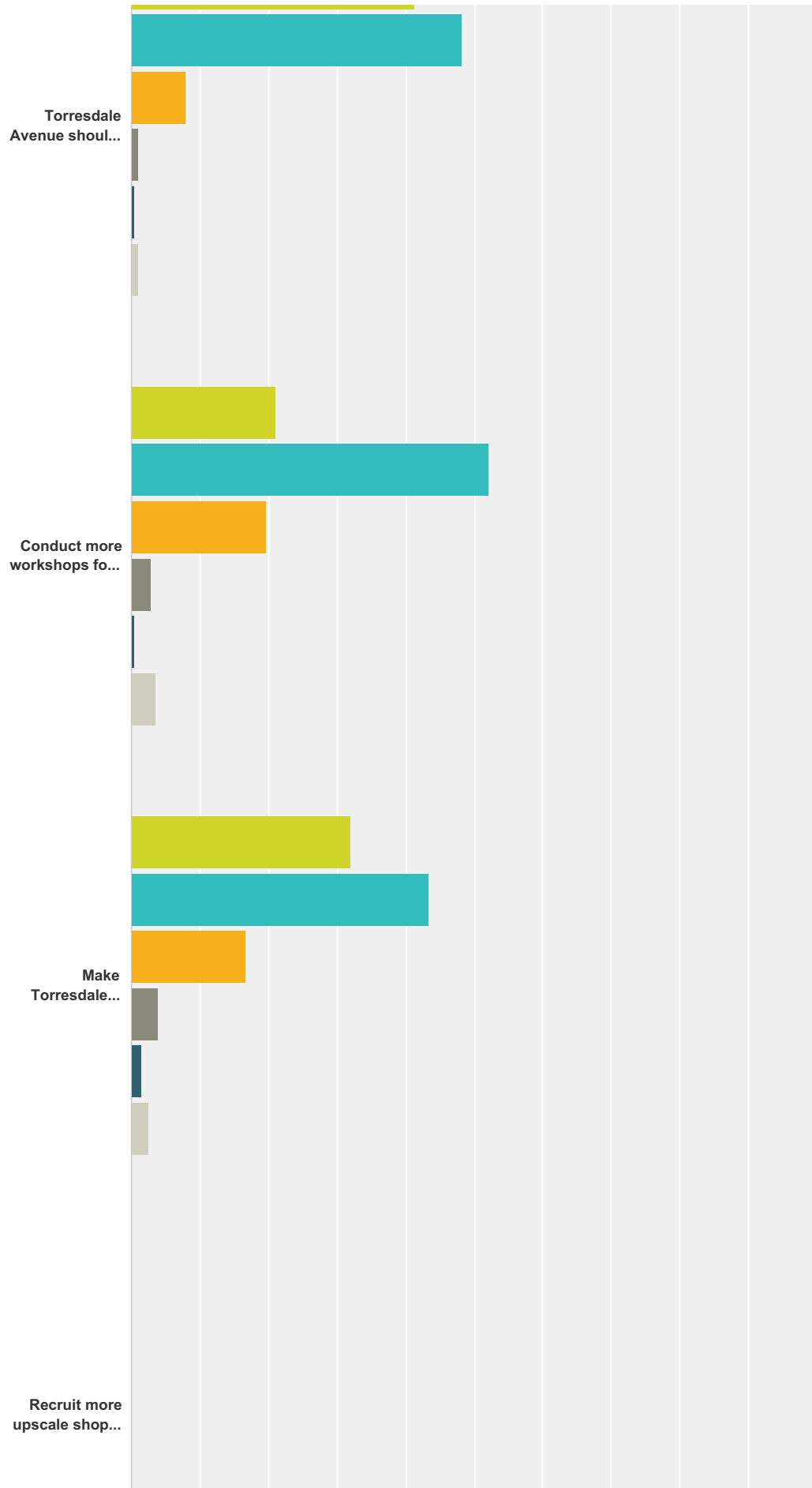
	Great Success	Some Success	Neutral	Inadequate	Failure	No opinion/Did not attend	Total
Fall Fest	24.38% 49	23.38% 47	8.46% 17	2.49% 5	0.50% 1	40.80% 82	201
Hoagie Trail	21.78% 44	16.83% 34	15.35% 31	2.48% 5	0.50% 1	43.07% 87	202
Winterfest	20.40% 41	18.91% 38	13.43% 27	1.99% 4	0.00% 0	45.27% 91	201
Flea Markets	20.30% 41	28.71% 58	15.35% 31	3.96% 8	0.00% 0	31.68% 64	202
Small Business Saturday	15.76% 32	27.59% 56	15.76% 32	3.45% 7	1.97% 4	35.47% 72	203
Summer Concert Series	29.06% 59	26.60% 54	6.90% 14	2.46% 5	0.49% 1	34.48% 70	203

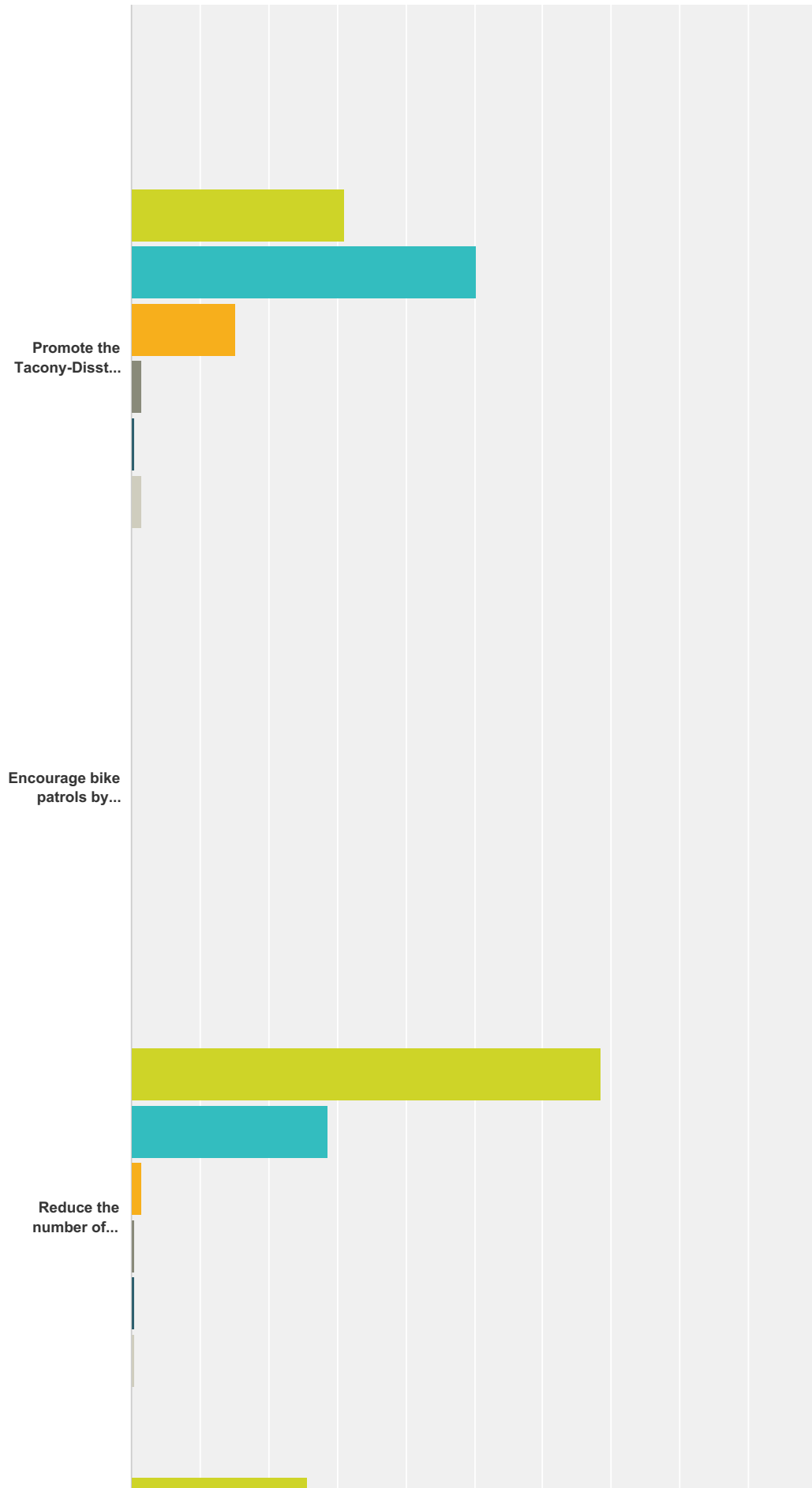
Q3 The Tacony CDC is planning programs aimed at revitalizing or improving Torresdale, Longshore, and Princeton Avenues. Please rate the importance of ALL of the following activities. One answer per line please.

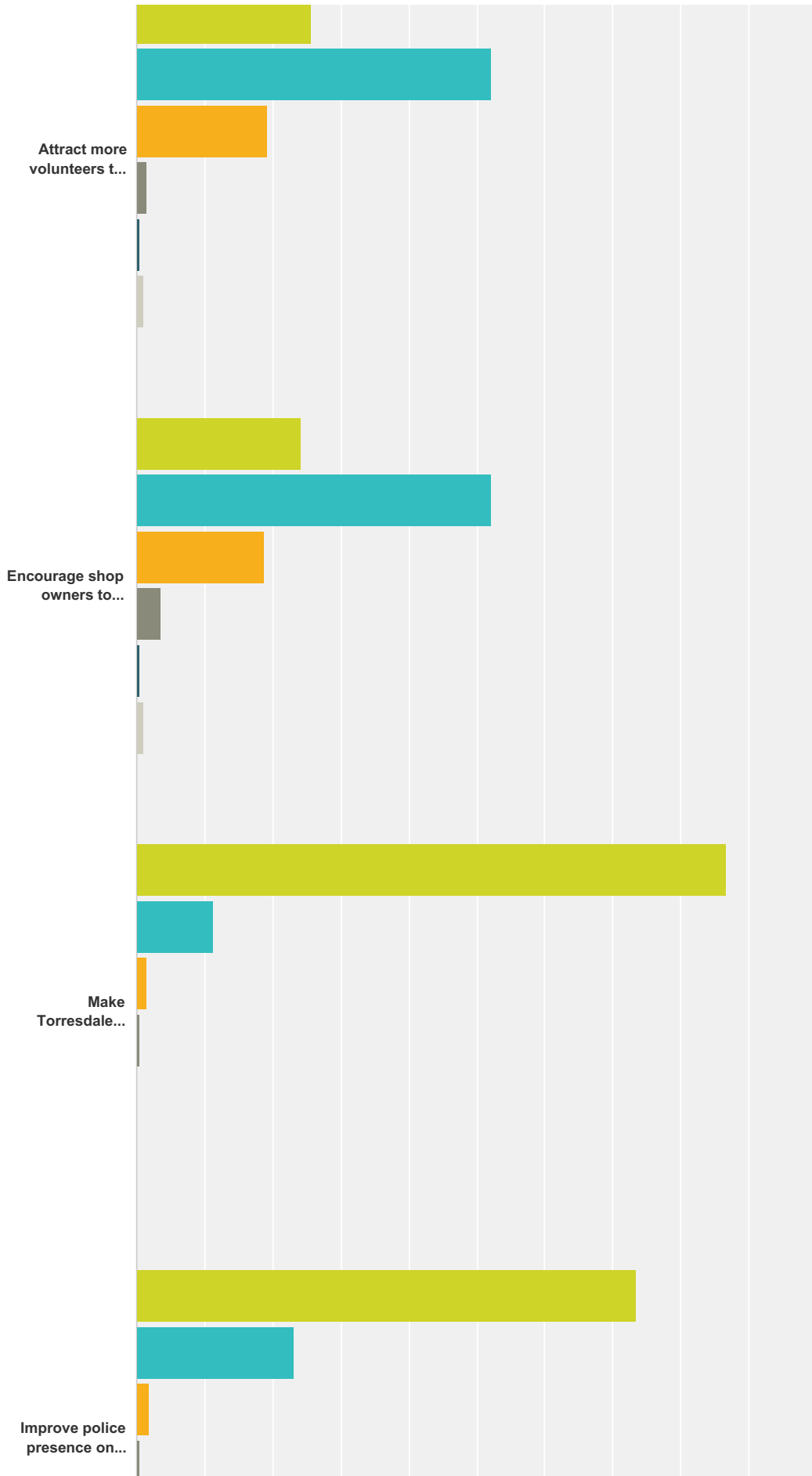
Answered: 203 Skipped: 0

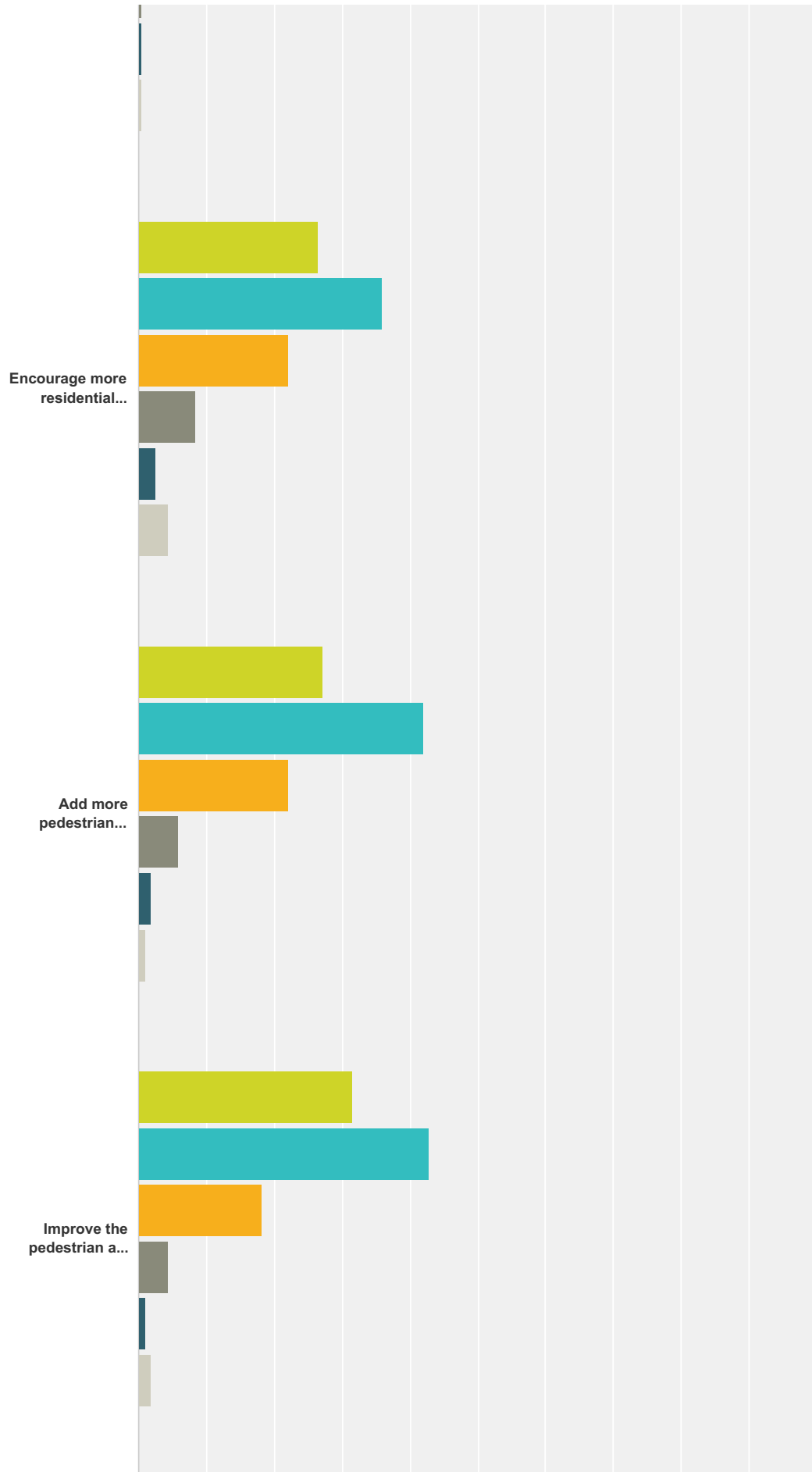


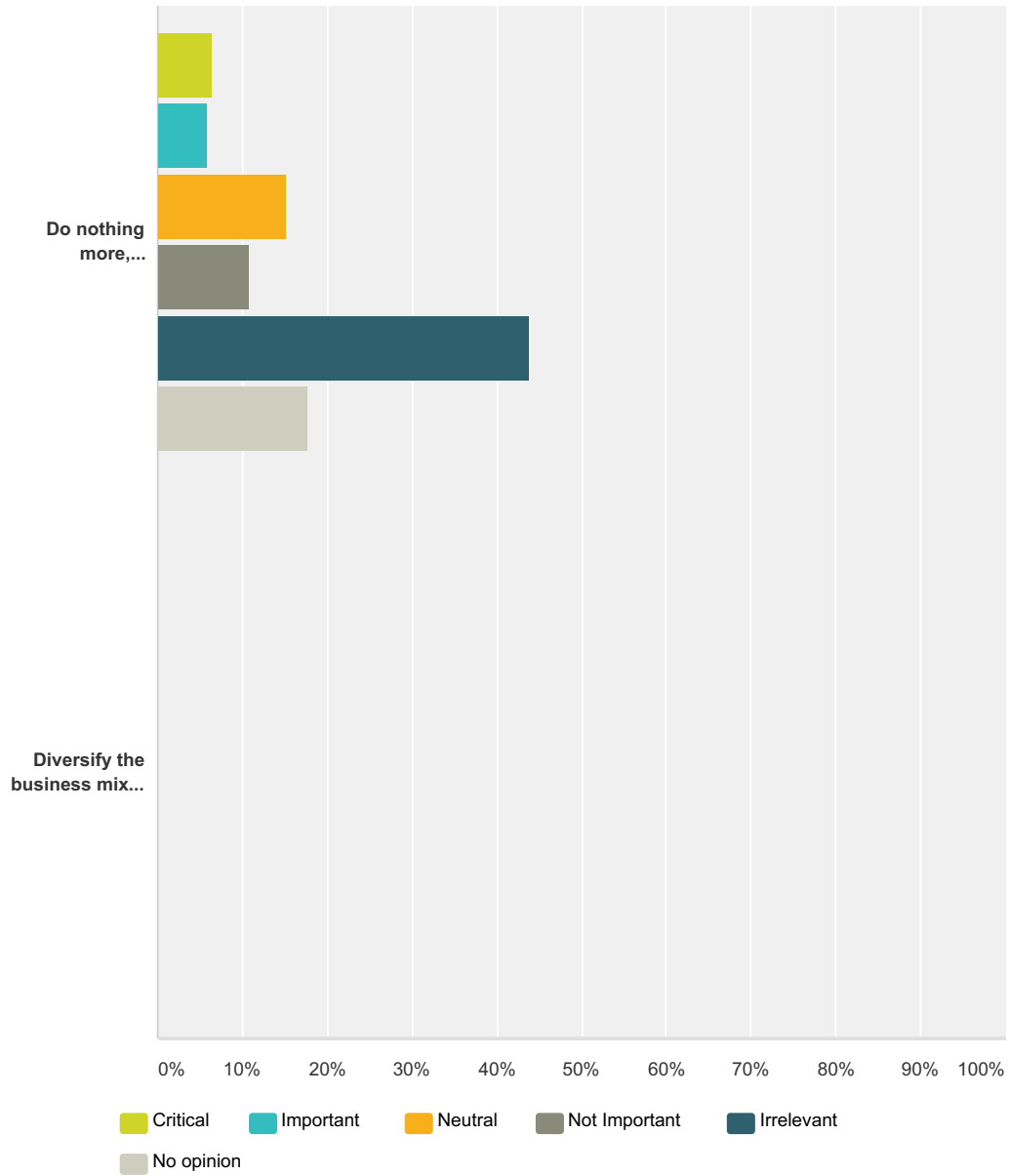












	Critical	Important	Neutral	Not Important	Irrelevant	No opinion	Total
Continue to work with property owners to encourage revitalization of storefronts and historic buildings in the commercial corridor using the matching façade improvement program	54.68% 111	36.45% 74	4.93% 10	0.99% 2	0.99% 2	1.97% 4	203
Plan new special events to bring people to the commercial corridor to shop or dine	43.84% 89	46.31% 94	6.90% 14	0.99% 2	0.99% 2	0.99% 2	203
Bring more fresh food, fruits, and vegetables to local markets	41.87% 85	51.23% 104	4.43% 9	0.99% 2	0.49% 1	0.99% 2	203
Create more family friendly events in the corridor	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Bring more security cameras along Torresdale Avenue	71.92% 146	22.66% 46	1.97% 4	1.48% 3	0.49% 1	1.48% 3	203
Create more "Shop Local" kind of campaigns	35.96% 73	49.26% 100	9.36% 19	1.97% 4	1.48% 3	1.97% 4	203

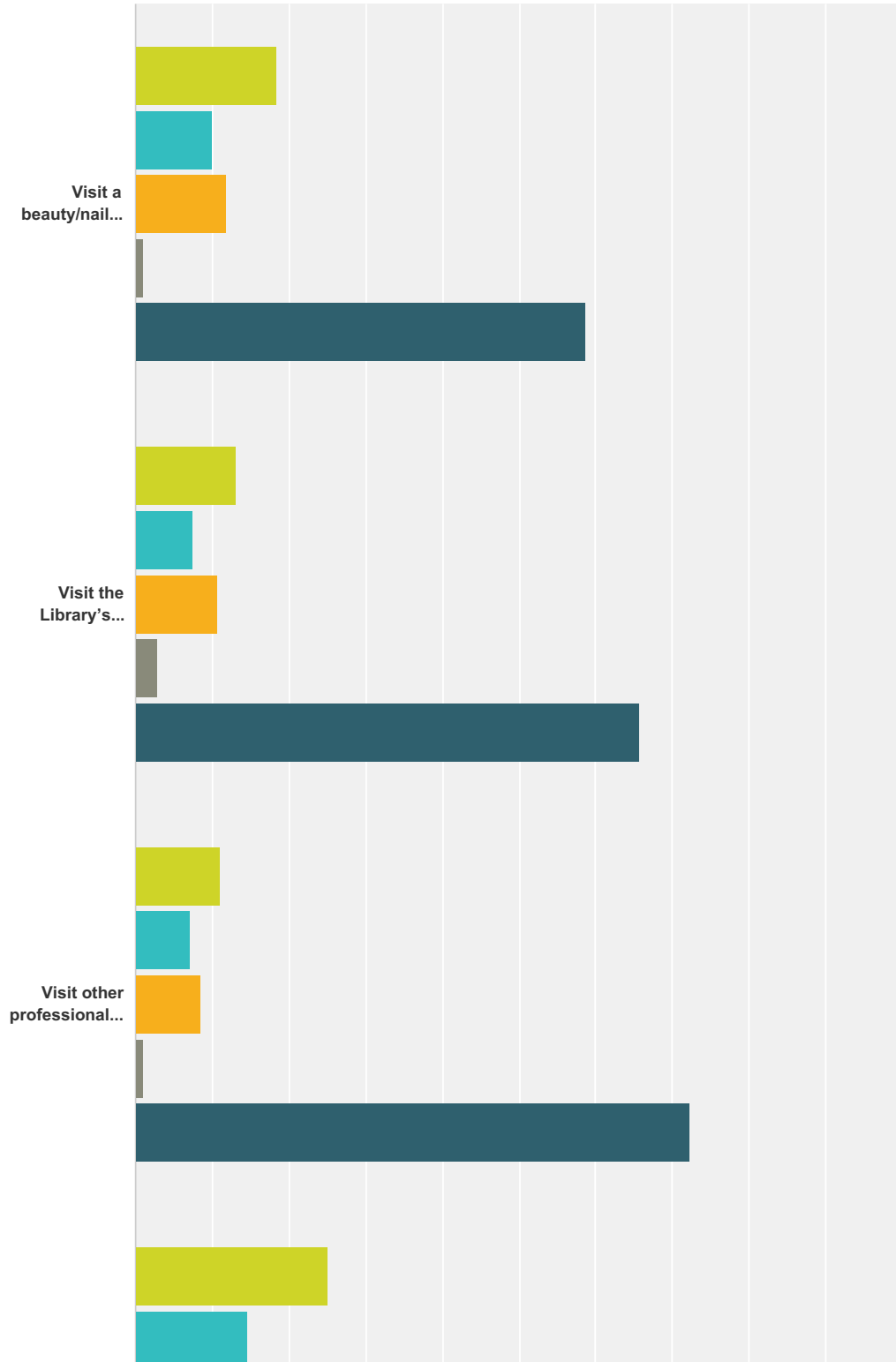
Torresdale Avenue should serve neighborhood residents	41.38% 84	48.28% 98	7.88% 16	0.99% 2	0.49% 1	0.99% 2	203
Conduct more workshops for small business owners in the corridor	21.18% 43	52.22% 106	19.70% 40	2.96% 6	0.49% 1	3.45% 7	203
Make Torresdale Avenue more like Passyunk Avenue with lots of restaurants and shops open late	32.02% 65	43.35% 88	16.75% 34	3.94% 8	1.48% 3	2.46% 5	203
Recruit more upscale shops and restaurants to the area	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Promote the Tacony-Disston Community Development National Register Historic District to visitors	31.03% 63	50.25% 102	15.27% 31	1.48% 3	0.49% 1	1.48% 3	203
Encourage bike patrols by police in the corridor	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Reduce the number of vacancies in the commercial corridor	68.47% 139	28.57% 58	1.48% 3	0.49% 1	0.49% 1	0.49% 1	203
Attract more volunteers to participate in TCDC's work	25.62% 52	52.22% 106	19.21% 39	1.48% 3	0.49% 1	0.99% 2	203
Encourage shop owners to coordinate one night on which they are all open past 6PM	24.14% 49	52.22% 106	18.72% 38	3.45% 7	0.49% 1	0.99% 2	203
Make Torresdale Avenue safer at night	86.70% 176	11.33% 23	1.48% 3	0.49% 1	0.00% 0	0.00% 0	203
Improve police presence on Torresdale Avenue	73.40% 149	23.15% 47	1.97% 4	0.49% 1	0.49% 1	0.49% 1	203
Encourage more residential development in the commercial corridor	26.60% 54	35.96% 73	22.17% 45	8.37% 17	2.46% 5	4.43% 9	203
Add more pedestrian amenities such as flowers, flags, banners	27.09% 55	41.87% 85	22.17% 45	5.91% 12	1.97% 4	0.99% 2	203
Improve the pedestrian and bicycling environment on Torresdale Avenue	31.53% 64	42.86% 87	18.23% 37	4.43% 9	0.99% 2	1.97% 4	203
Do nothing more, Torresdale Avenue is great the way it is	6.40% 13	5.91% 12	15.27% 31	10.84% 22	43.84% 89	17.73% 36	203
Diversify the business mix, beyond the prevalence of hair salons and dollar stores	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0

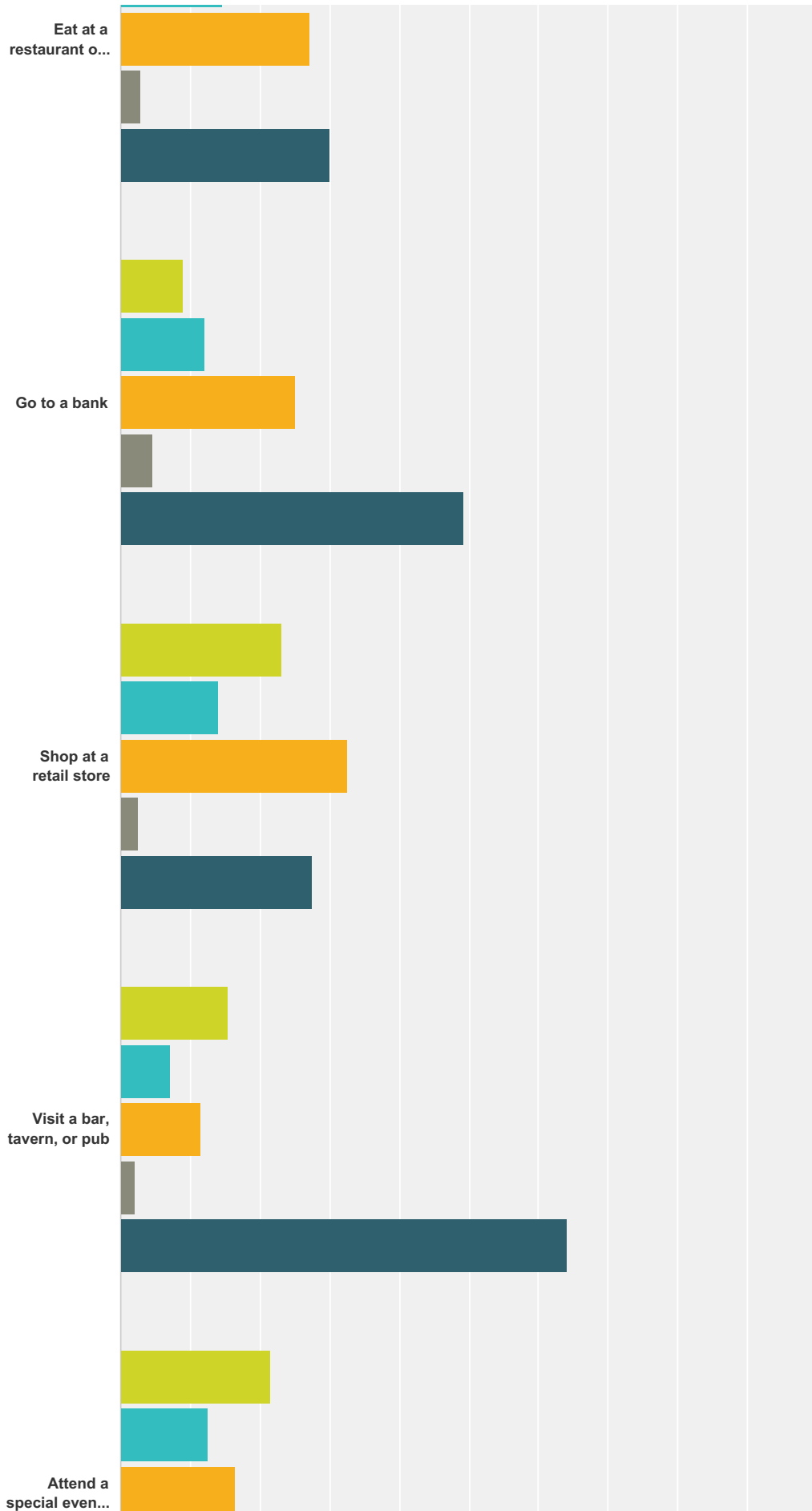
**Q4 Is there something else that the Tacony
CDC should be doing about the Torresdale
Avenue shopping district?**

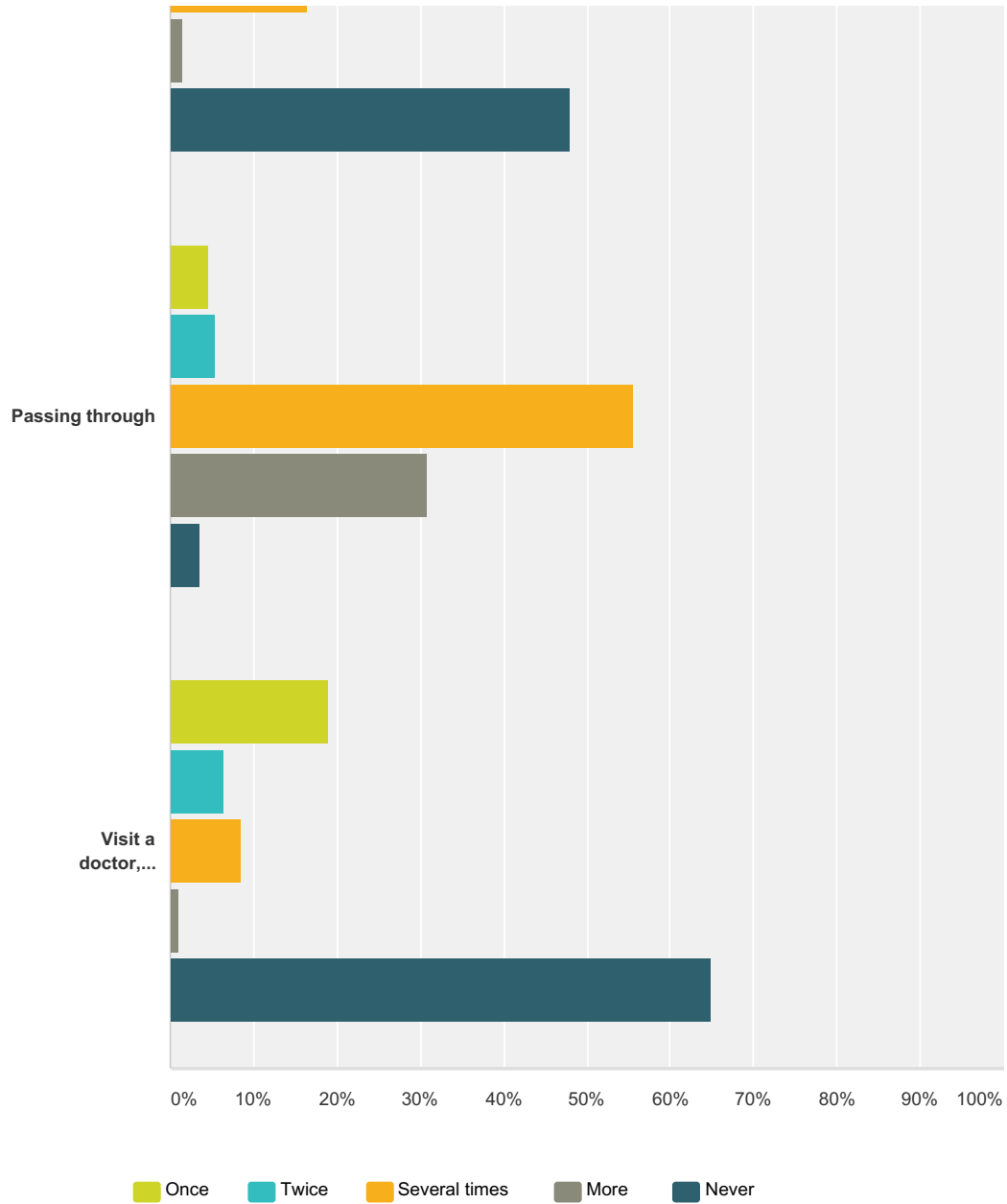
Answered: 104 Skipped: 99

Q5 Over the last month, about how many times have you gone to Torresdale Avenue for these reasons? Check at least ONE answer, and any others that apply. One answer per line please.

Answered: 203 Skipped: 0





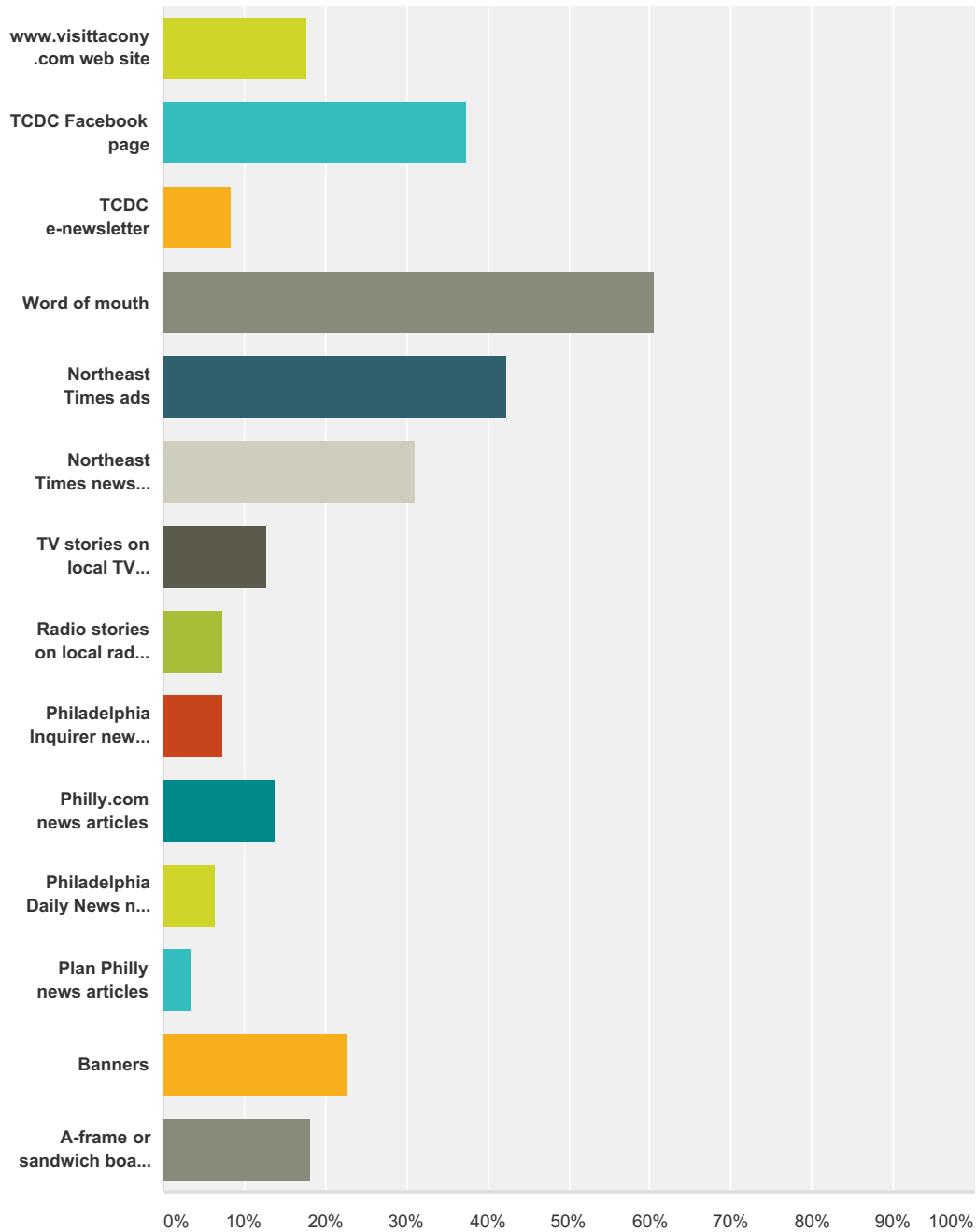


	Once	Twice	Several times	More	Never	Total
Visit a beauty/nail salon, barber shop or other personal service provider	18.41% 37	9.95% 20	11.94% 24	1.00% 2	58.71% 118	201
Visit the Library's temporary location	13.07% 26	7.54% 15	10.55% 21	3.02% 6	65.83% 131	199
Visit other professional office, accountant, or real estate office	11.11% 22	7.07% 14	8.59% 17	1.01% 2	72.22% 143	198
Eat at a restaurant or café	25.13% 50	14.57% 29	27.14% 54	3.02% 6	30.15% 60	199
Go to a bank	9.05% 18	12.06% 24	25.13% 50	4.52% 9	49.25% 98	199
Shop at a retail store	23.12% 46	14.07% 28	32.66% 65	2.51% 5	27.64% 55	199

Visit a bar, tavern, or pub	15.50% 31	7.00% 14	11.50% 23	2.00% 4	64.00% 128	200
Attend a special event in the commercial corridor	21.50% 43	12.50% 25	16.50% 33	1.50% 3	48.00% 96	200
Passing through	4.50% 9	5.50% 11	55.50% 111	31.00% 62	3.50% 7	200
Visit a doctor, dentist, or other health care provider	19.00% 38	6.50% 13	8.50% 17	1.00% 2	65.00% 130	200

Q6 When you are planning to visit Torresdale Avenue, which of the following resources are most useful to you? Check at least one answer, and any others that apply to you.

Answered: 203 Skipped: 0

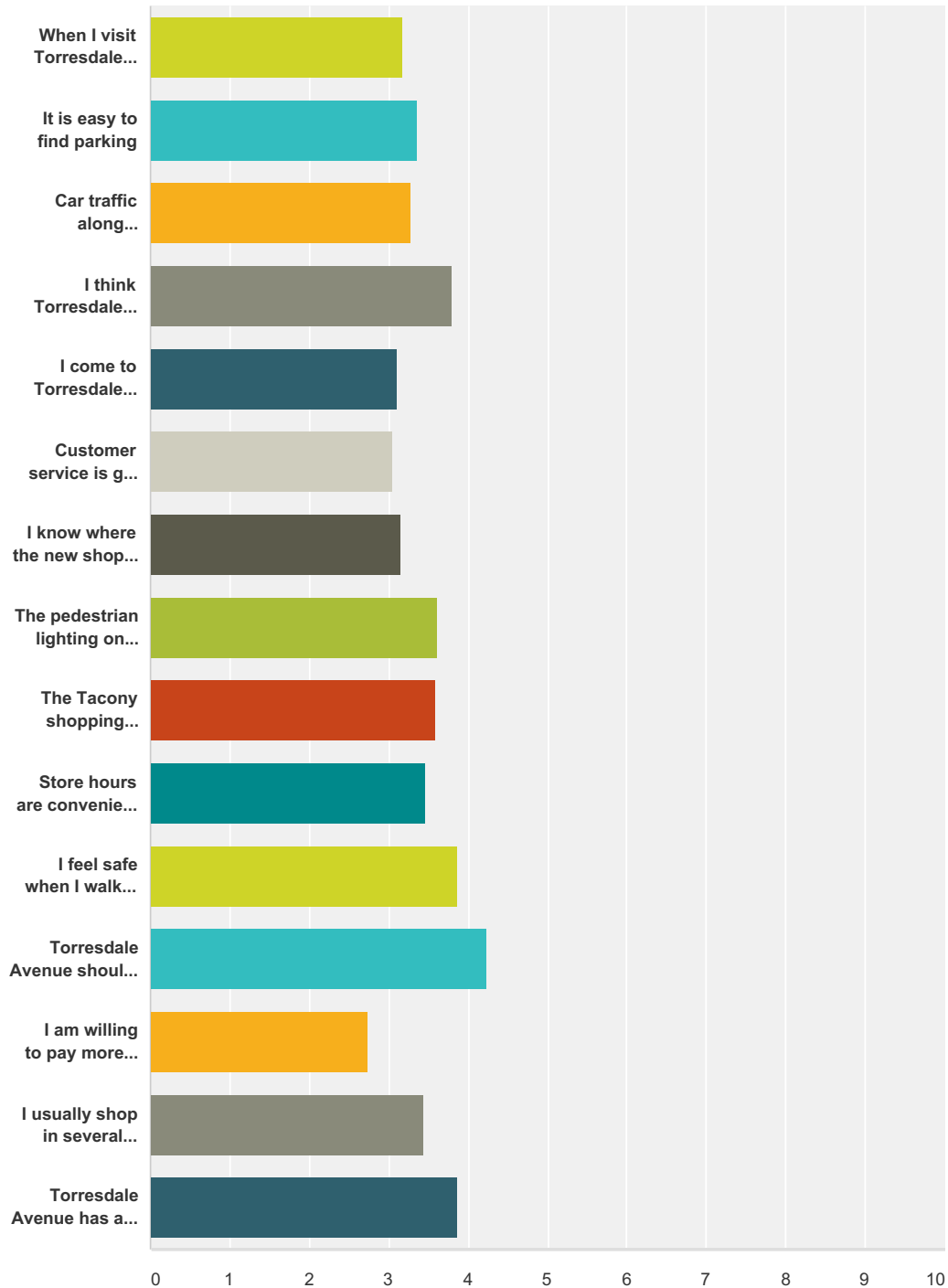


Answer Choices	Responses
www.visittacony.com web site	17.73% 36

TCDC Facebook page	37.44%	76
TCDC e-newsletter	8.37%	17
Word of mouth	60.59%	123
Northeast Times ads	42.36%	86
Northeast Times news articles	31.03%	63
TV stories on local TV stations	12.81%	26
Radio stories on local radio stations	7.39%	15
Philadelphia Inquirer news stories	7.39%	15
Philly.com news articles	13.79%	28
Philadelphia Daily News news articles	6.40%	13
Plan Philly news articles	3.45%	7
Banners	22.66%	46
A-frame or sandwich board signs	18.23%	37
Total Respondents: 203		

Q7 Please note how strongly you agree or disagree with ALL of the following statements. Please rate ALL of the following activities. One answer per line please.

Answered: 203 Skipped: 0

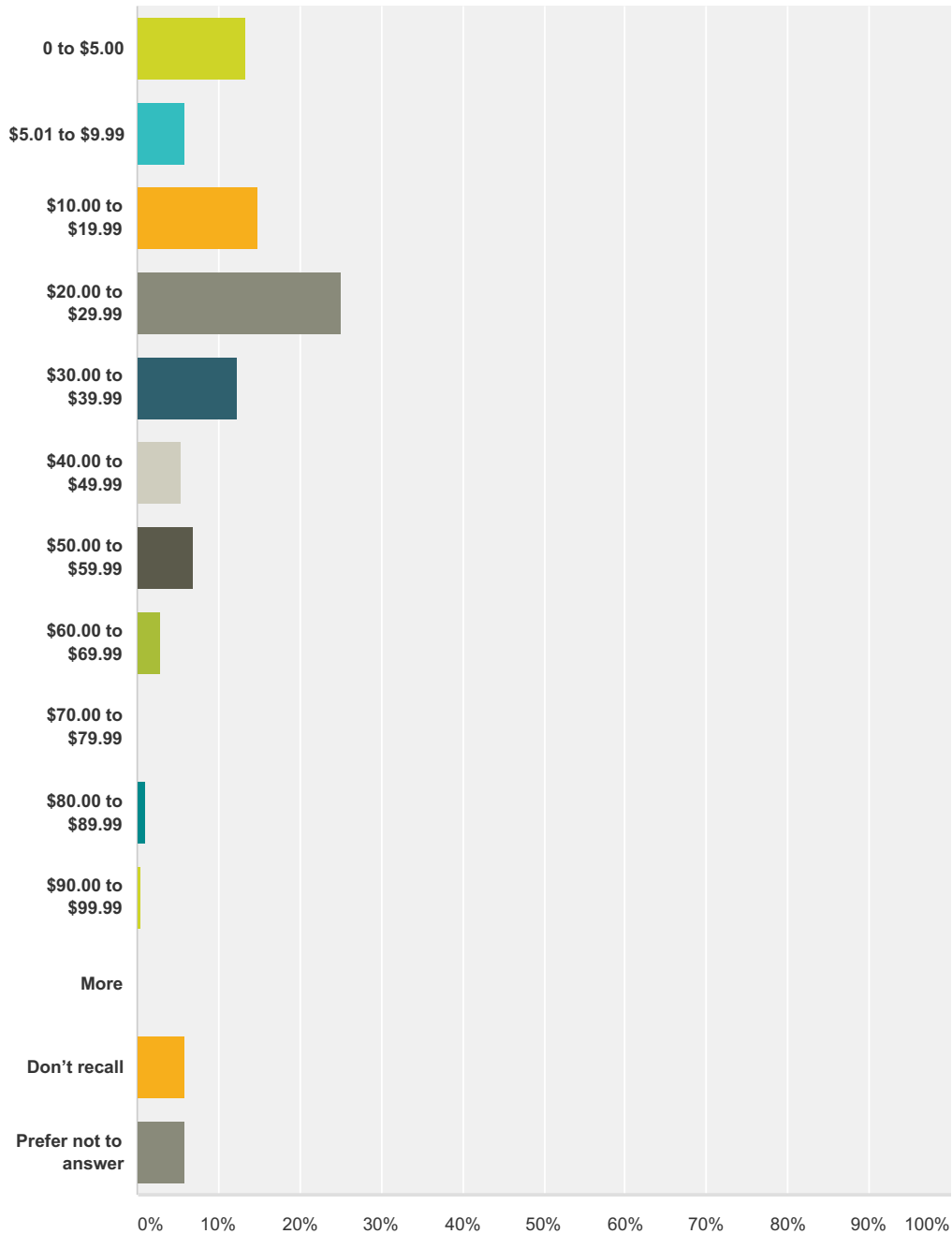


	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion	Total	Weighted Average

When I visit Torresdale Avenue for an appointment, I also visit a store or restaurant	11.33% 23	33.00% 67	20.20% 41	11.33% 23	9.85% 20	14.29% 29	203	3.18
It is easy to find parking	1.97% 4	33.00% 67	18.23% 37	27.09% 55	12.32% 25	7.39% 15	203	3.37
Car traffic along Torresdale Avenue is not too heavy	2.96% 6	27.09% 55	26.60% 54	28.08% 57	14.29% 29	0.99% 2	203	3.27
I think Torresdale Avenue is clean	3.45% 7	10.34% 21	19.21% 39	38.92% 79	26.60% 54	1.48% 3	203	3.79
I come to Torresdale Avenue for special events	9.36% 19	33.50% 68	27.09% 55	8.37% 17	9.36% 19	12.32% 25	203	3.12
Customer service is good in Torresdale Avenue stores	6.90% 14	36.95% 75	31.03% 63	7.88% 16	3.94% 8	13.30% 27	203	3.05
I know where the new shops and restaurants are in the commercial corridor	6.90% 14	33.00% 67	18.72% 38	27.09% 55	8.37% 17	5.91% 12	203	3.15
The pedestrian lighting on Torresdale Avenue makes me feel safe at night	2.46% 5	18.23% 37	23.65% 48	31.03% 63	19.70% 40	4.93% 10	203	3.62
The Tacony shopping district has a good selection of restaurants and eateries that I enjoy	2.96% 6	17.73% 36	24.14% 49	32.51% 66	18.23% 37	4.43% 9	203	3.59
Store hours are convenient for me	1.48% 3	25.12% 51	31.03% 63	23.15% 47	5.91% 12	13.30% 27	203	3.47
I feel safe when I walk along Torresdale Avenue	2.46% 5	13.30% 27	17.24% 35	31.03% 63	33.99% 69	1.97% 4	203	3.87
Torresdale Avenue should be for Tacony residents, not visitors	2.46% 5	3.45% 7	7.88% 16	43.35% 88	40.39% 82	2.46% 5	203	4.23
I am willing to pay more than I would elsewhere to support a commercial corridor businesses	10.34% 21	41.87% 85	26.60% 54	9.85% 20	8.37% 17	2.96% 6	203	2.73
I usually shop in several stores when shopping on Torresdale Avenue	3.94% 8	26.60% 54	22.66% 46	24.63% 50	12.32% 25	9.85% 20	203	3.44
Torresdale Avenue has a good selection of retail stores that I like and use	1.48% 3	10.84% 22	20.69% 42	39.41% 80	22.66% 46	4.93% 10	203	3.86

Q8 During a typical visit along Torresdale Avenue, how much do you spend at dining and drinking establishments during one visit?

Answered: 203 Skipped: 0

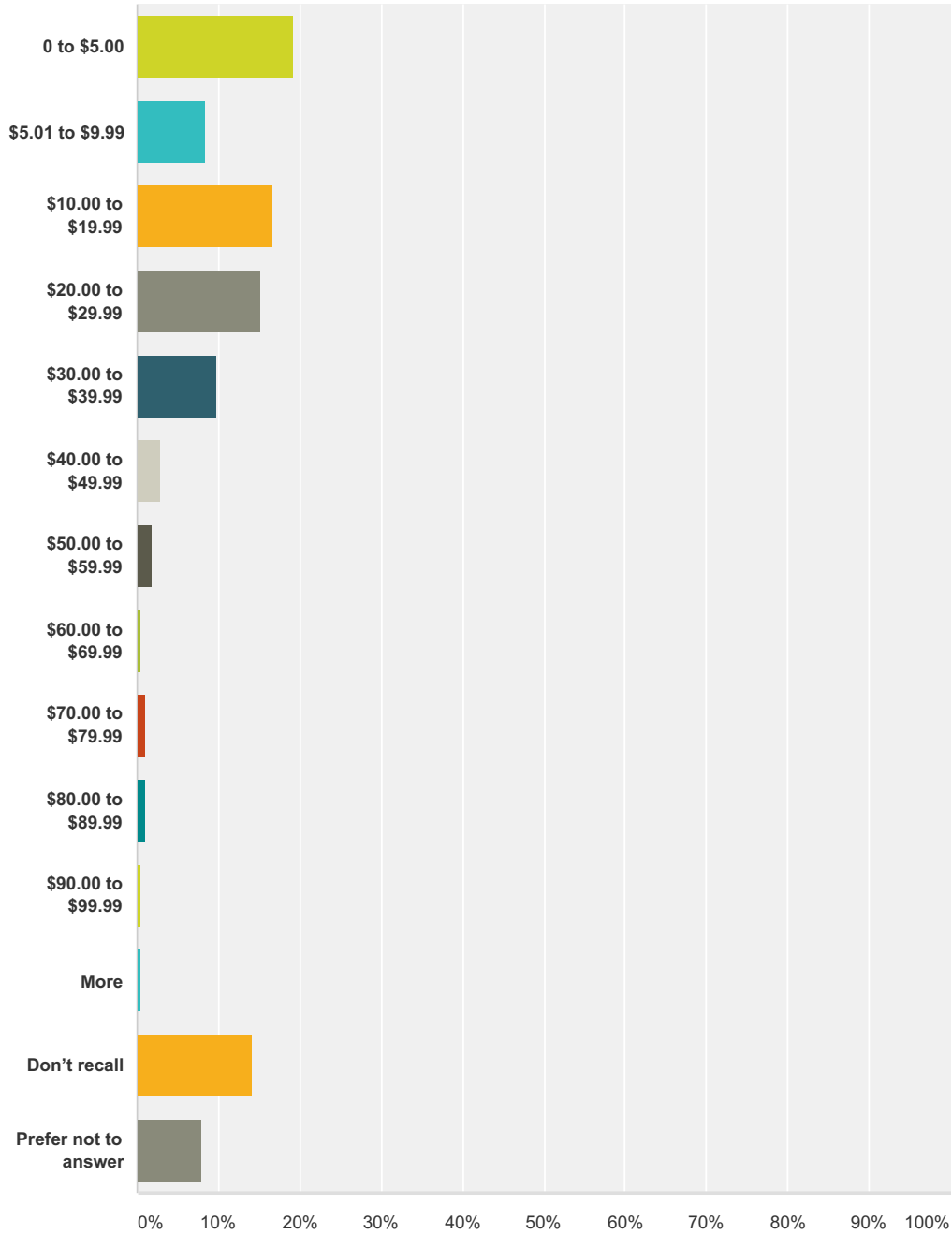


Answer Choices	Responses
0 to \$5.00	13.30% 27
\$5.01 to \$9.99	5.91% 12

\$10.00 to \$19.99	14.78%	30
\$20.00 to \$29.99	25.12%	51
\$30.00 to \$39.99	12.32%	25
\$40.00 to \$49.99	5.42%	11
\$50.00 to \$59.99	6.90%	14
\$60.00 to \$69.99	2.96%	6
\$70.00 to \$79.99	0.00%	0
\$80.00 to \$89.99	0.99%	2
\$90.00 to \$99.99	0.49%	1
More	0.00%	0
Don't recall	5.91%	12
Prefer not to answer	5.91%	12
Total		203

Q9 During a typical visit along Torresdale Avenue, how much do you spend at retail stores and shops during one visit?

Answered: 203 Skipped: 0



Answer Choices	Responses
0 to \$5.00	19.21% 39
\$5.01 to \$9.99	8.37% 17
\$10.00 to \$19.99	16.75% 34

\$20.00 to \$29.99	15.27%	31
\$30.00 to \$39.99	9.85%	20
\$40.00 to \$49.99	2.96%	6
\$50.00 to \$59.99	1.97%	4
\$60.00 to \$69.99	0.49%	1
\$70.00 to \$79.99	0.99%	2
\$80.00 to \$89.99	0.99%	2
\$90.00 to \$99.99	0.49%	1
More	0.49%	1
Don't recall	14.29%	29
Prefer not to answer	7.88%	16
Total		203

Q10 We want to know what types of businesses would make you want to shop on Torresdale Avenue more often. Please name two kinds of new restaurants or eateries you would like to see here. Please provide a short response.

Answered: 168 Skipped: 35

Answer Choices	Responses	
First Choice	100.00%	168
Second Choice	88.10%	148

Q11 What kind of new retail stores would you most like to see here? Please provide a short response.

Answered: 154 Skipped: 49

Answer Choices	Responses	
First Choice	100.00%	154
Second Choice	85.71%	132

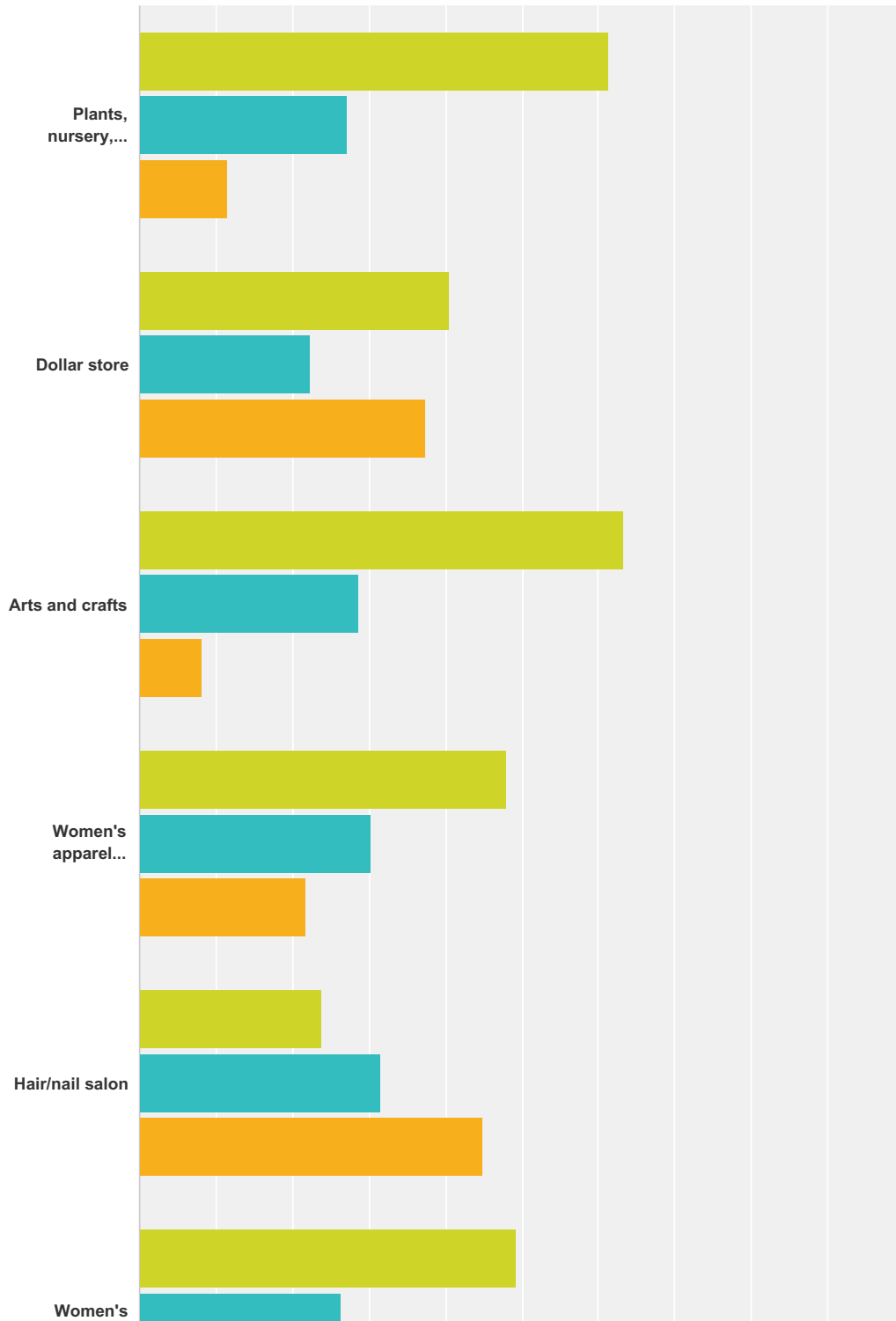
Q12 What kind of new arts, entertainment, or leisure activities would you like to see here? Please provide a short response.

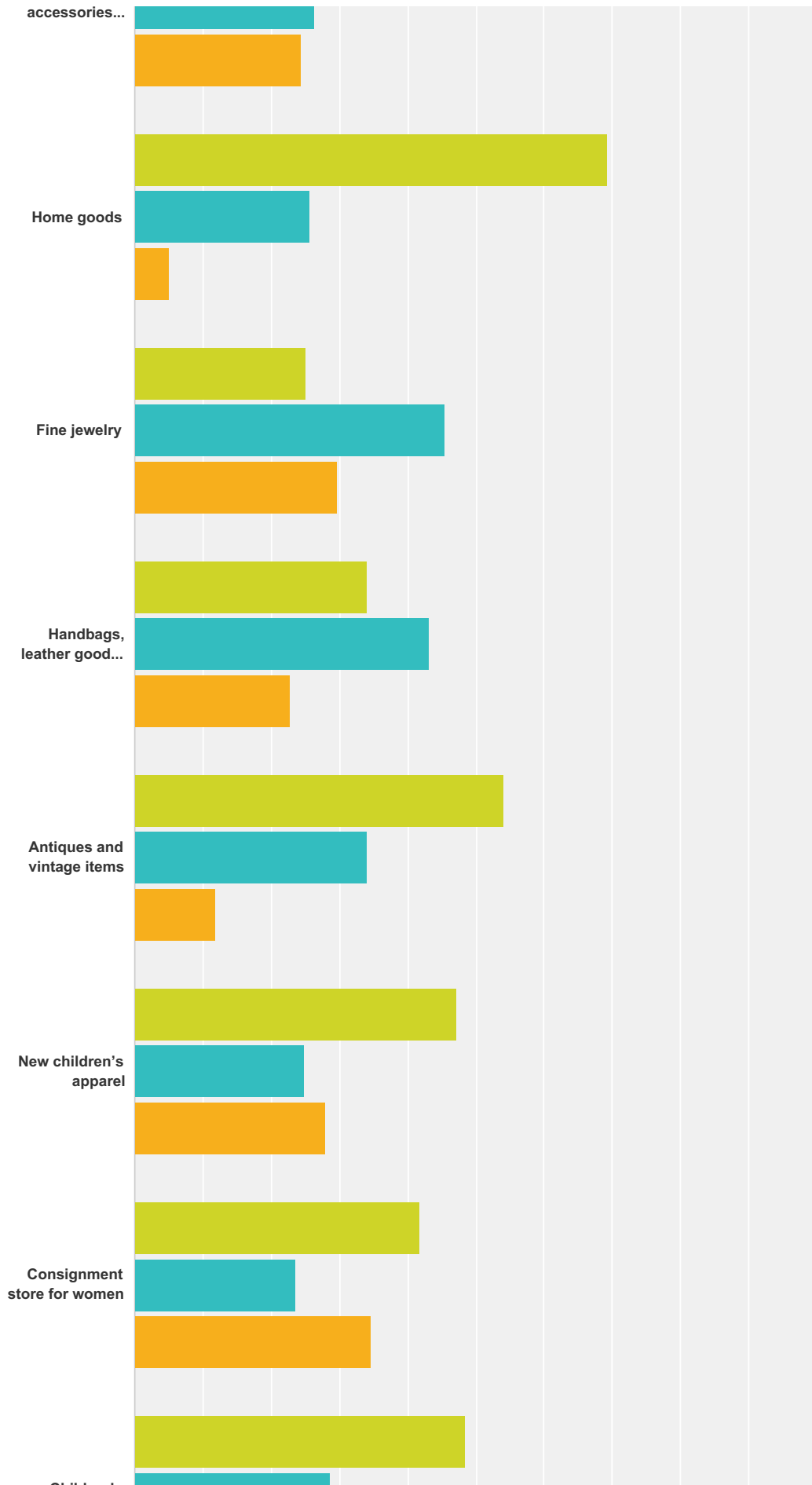
Answered: 126 Skipped: 77

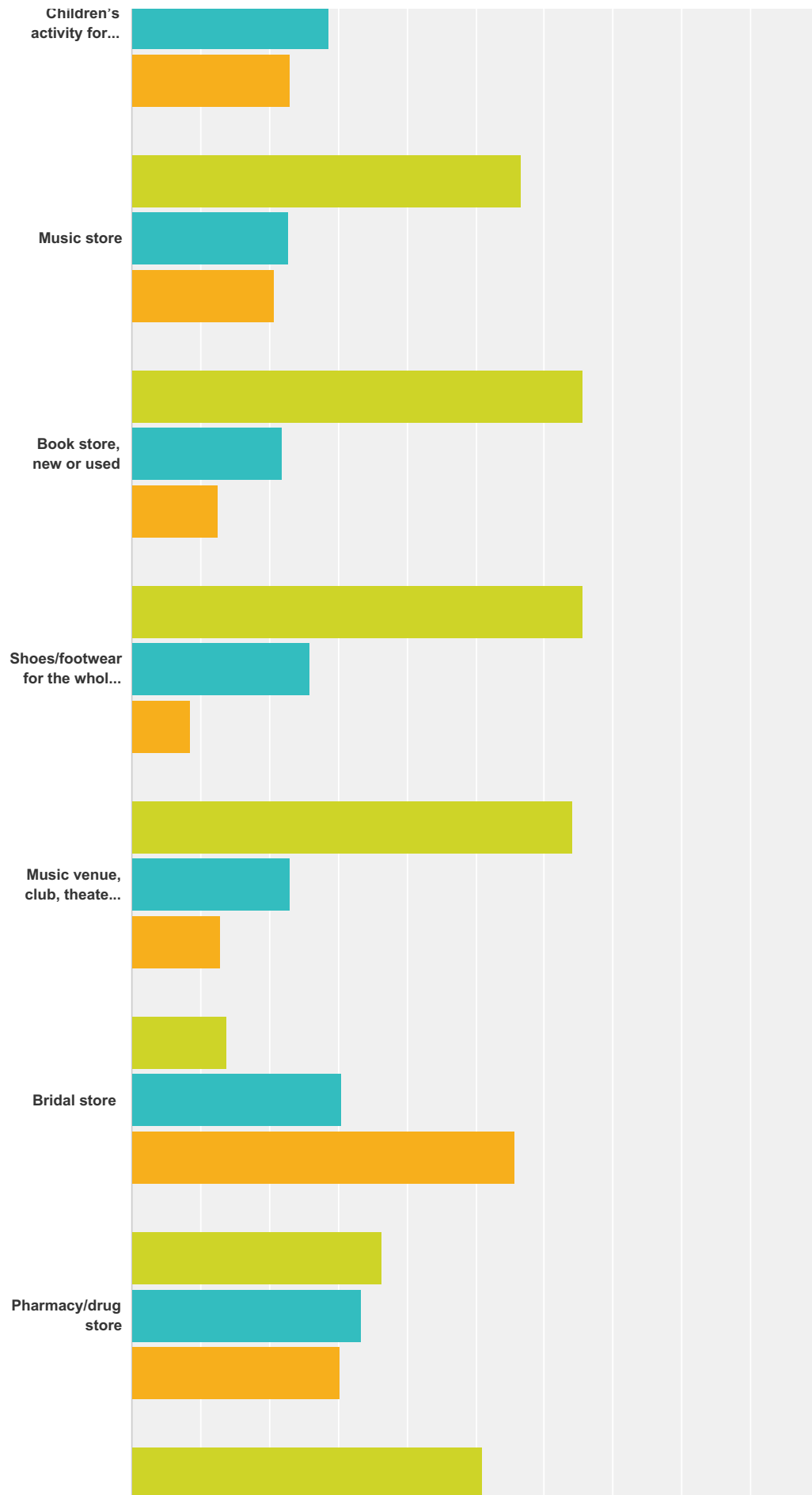
Answer Choices	Responses	
First Choice	100.00%	126
Second Choice	80.95%	102

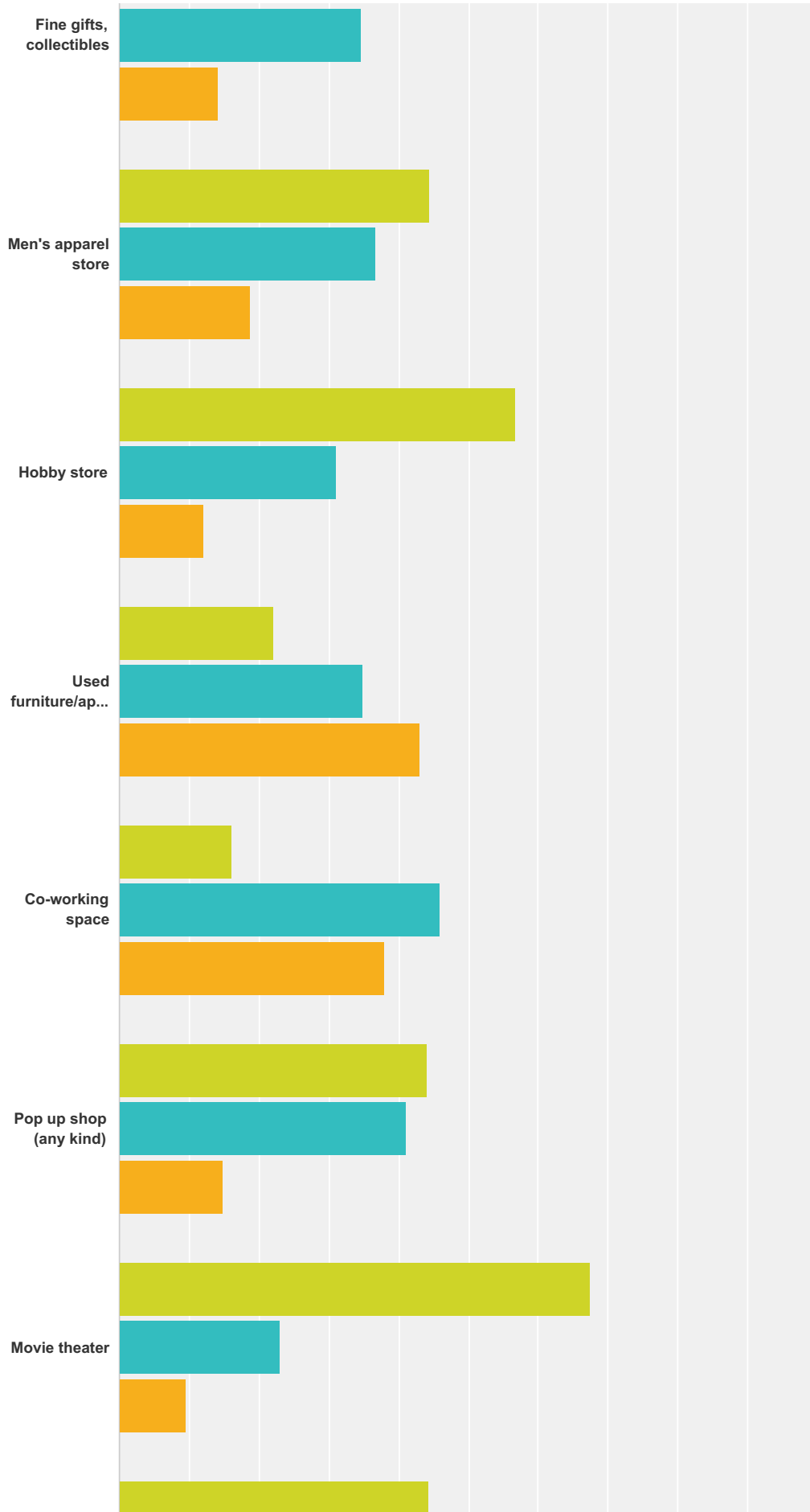
Q13 Please tell us if you would visit the Tacony commercial corridor more often if it offered more of the following retail stores, merchandise, or service businesses? Check at least ONE answer, and any others that appeal to you. One answer per line please.

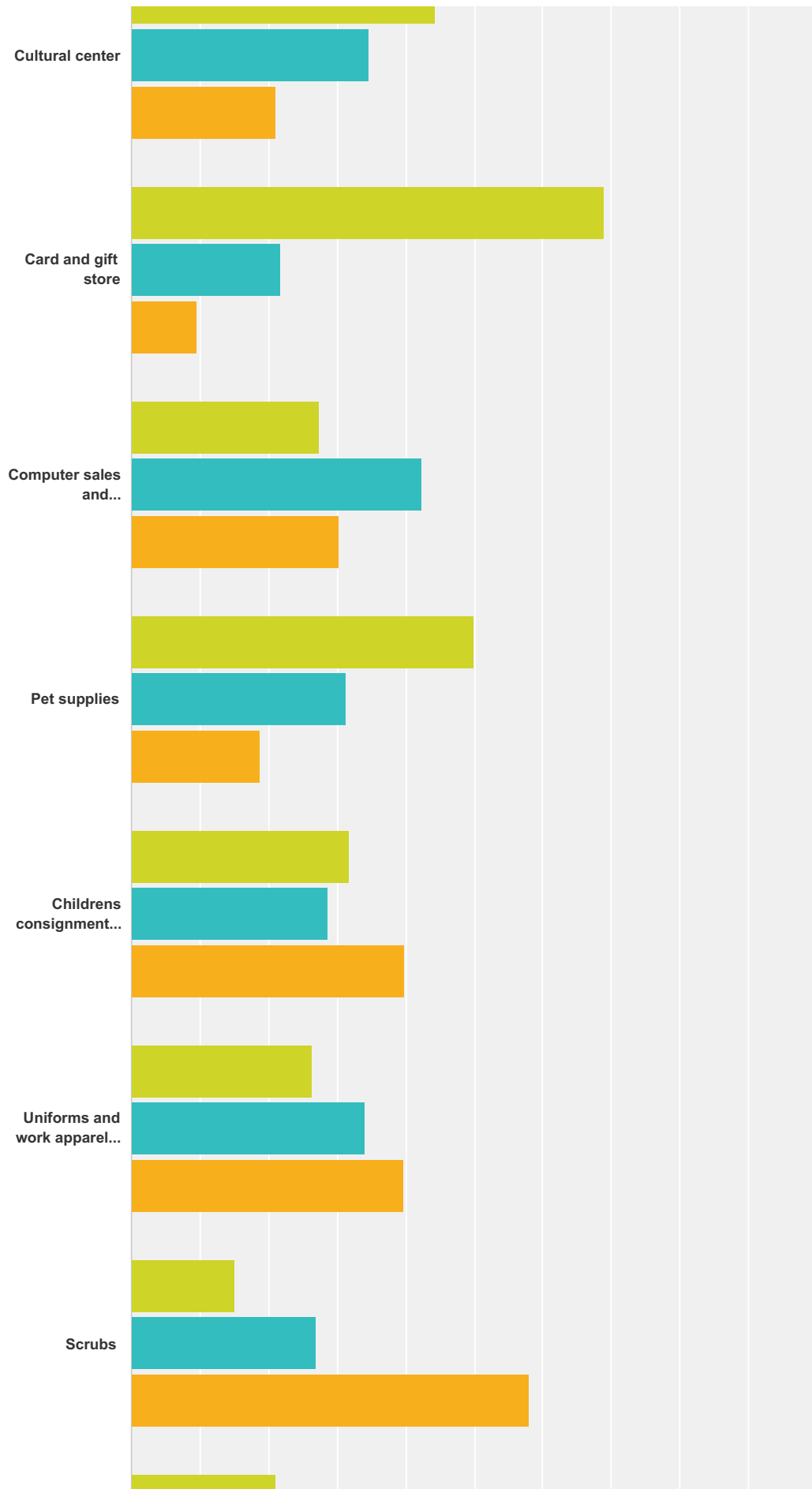
Answered: 203 Skipped: 0

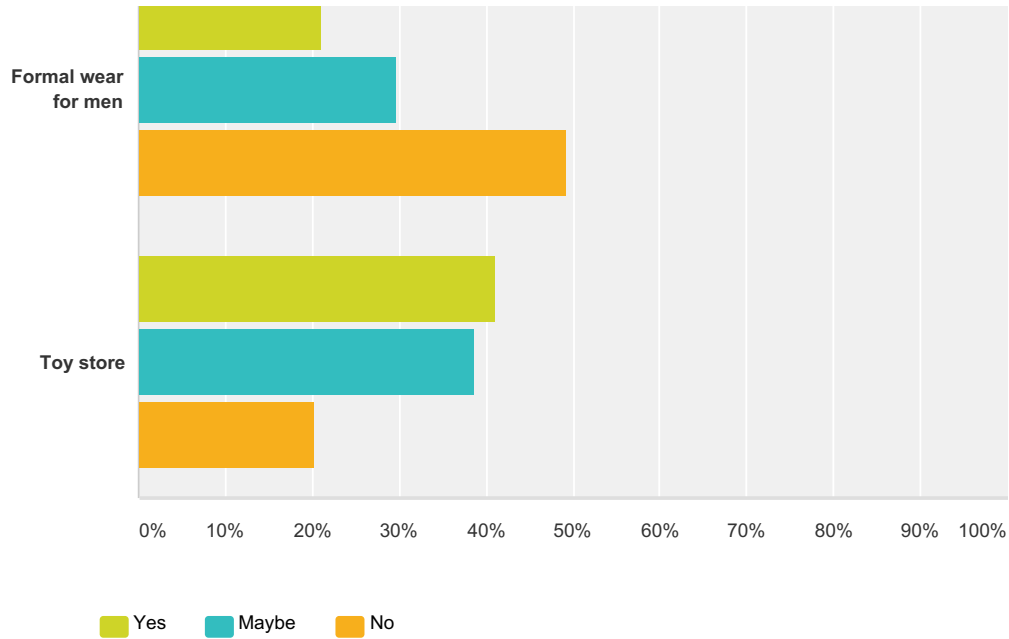










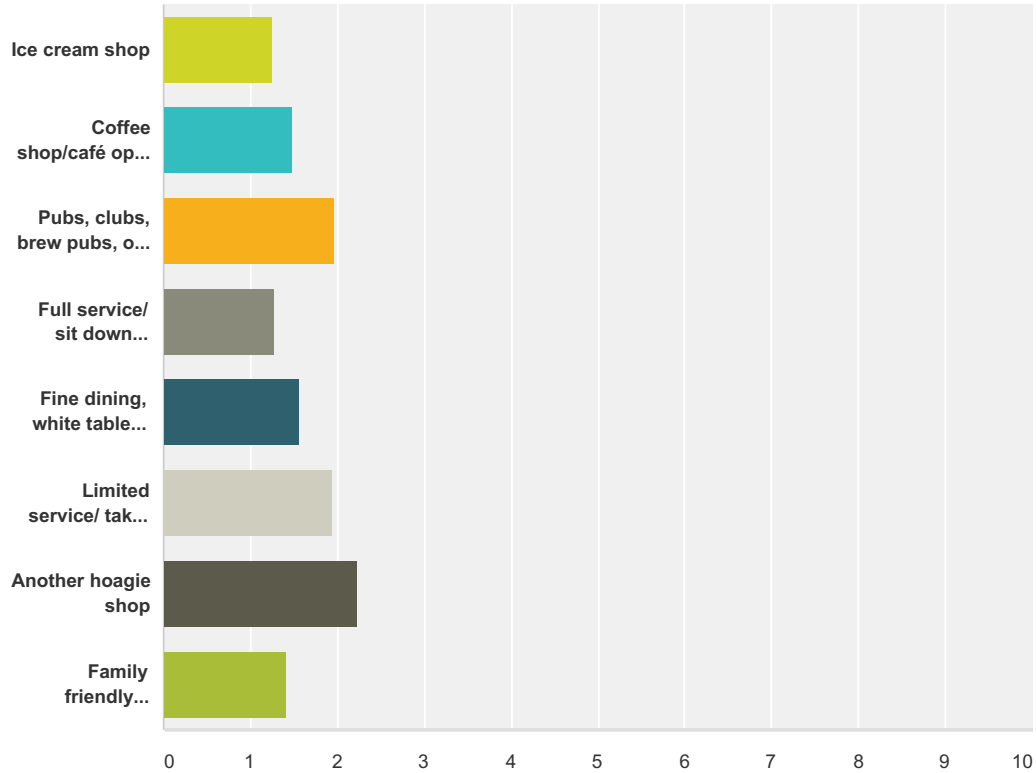


	Yes	Maybe	No	Total
Plants, nursery, gardening supplies	61.31% 122	27.14% 54	11.56% 23	199
Dollar store	40.41% 78	22.28% 43	37.31% 72	193
Arts and crafts	63.32% 126	28.64% 57	8.04% 16	199
Women's apparel boutique	47.98% 95	30.30% 60	21.72% 43	198
Hair/nail salon	23.71% 46	31.44% 61	44.85% 87	194
Women's accessories store	49.24% 97	26.40% 52	24.37% 48	197
Home goods	69.35% 138	25.63% 51	5.03% 10	199
Fine jewelry	25.00% 49	45.41% 89	29.59% 58	196
Handbags, leather goods, luggage	34.01% 67	43.15% 85	22.84% 45	197
Antiques and vintage items	54.00% 108	34.00% 68	12.00% 24	200
New children's apparel	47.21% 93	24.87% 49	27.92% 55	197
Consignment store for women	41.71% 83	23.62% 47	34.67% 69	199
Children's activity for birthday parties, classes etc.	48.47% 95	28.57% 56	22.96% 45	196
Music store	56.57% 112	22.73% 45	20.71% 41	198
Book store, new or used	65.50% 131	22.00% 44	12.50% 25	200

Shoes/footwear for the whole family	65.48% 129	25.89% 51	8.63% 17	197
Music venue, club, theater etc.	64.18% 129	22.89% 46	12.94% 26	201
Bridal store	13.71% 27	30.46% 60	55.84% 110	197
Pharmacy/drug store	36.36% 72	33.33% 66	30.30% 60	198
Fine gifts, collectibles	51.02% 100	34.69% 68	14.29% 28	196
Men's apparel store	44.39% 87	36.73% 72	18.88% 37	196
Hobby store	56.78% 113	31.16% 62	12.06% 24	199
Used furniture/appliances	22.22% 44	34.85% 69	42.93% 85	198
Co-working space	16.15% 31	45.83% 88	38.02% 73	192
Pop up shop (any kind)	44.10% 86	41.03% 80	14.87% 29	195
Movie theater	67.50% 135	23.00% 46	9.50% 19	200
Cultural center	44.22% 88	34.67% 69	21.11% 42	199
Card and gift store	68.84% 137	21.61% 43	9.55% 19	199
Computer sales and service/repair	27.27% 54	42.42% 84	30.30% 60	198
Pet supplies	50.00% 99	31.31% 62	18.69% 37	198
Childrens consignment store	31.63% 62	28.57% 56	39.80% 78	196
Uniforms and work apparel for men	26.40% 52	34.01% 67	39.59% 78	197
Scrubs	15.03% 29	26.94% 52	58.03% 112	193
Formal wear for men	21.03% 41	29.74% 58	49.23% 96	195
Toy store	41.12% 81	38.58% 76	20.30% 40	197

Q14 Would you visit the commercial corridor more often if it offered more of the following food or dining options? Check at least ONE answer, and any others that appeal to you.

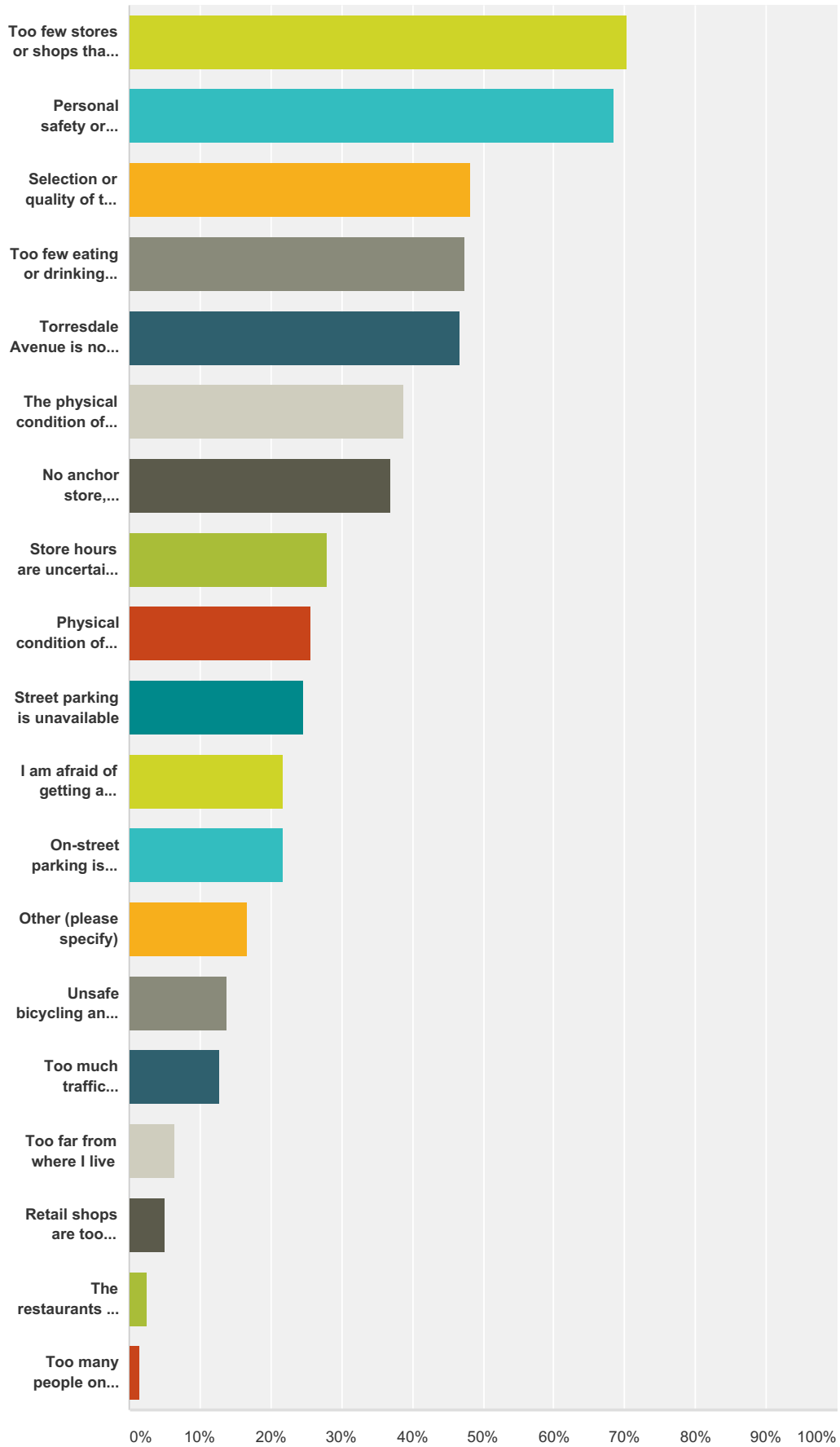
Answered: 203 Skipped: 0



	Yes	Maybe	No	Total	Weighted Average
Ice cream shop	78.79% 156	17.17% 34	4.04% 8	198	1.25
Coffee shop/café open late hours	62.69% 126	25.87% 52	11.44% 23	201	1.49
Pubs, clubs, brew pubs, or taverns	36.18% 72	30.15% 60	33.67% 67	199	1.97
Full service/ sit down restaurants	77.11% 155	17.41% 35	5.47% 11	201	1.28
Fine dining, white table cloth restaurants	56.06% 111	31.82% 63	12.12% 24	198	1.56
Limited service/ take out counter service restaurant	33.33% 65	37.95% 74	28.72% 56	195	1.95
Another hoagie shop	20.41% 40	36.22% 71	43.37% 85	196	2.23
Family friendly restaurant with a kids menu	67.01% 132	25.38% 50	7.61% 15	197	1.41

Q15 Which of the following are the main reasons you do not visit Torresdale Avenue more often? Check at least ONE answer and any others that apply to you.

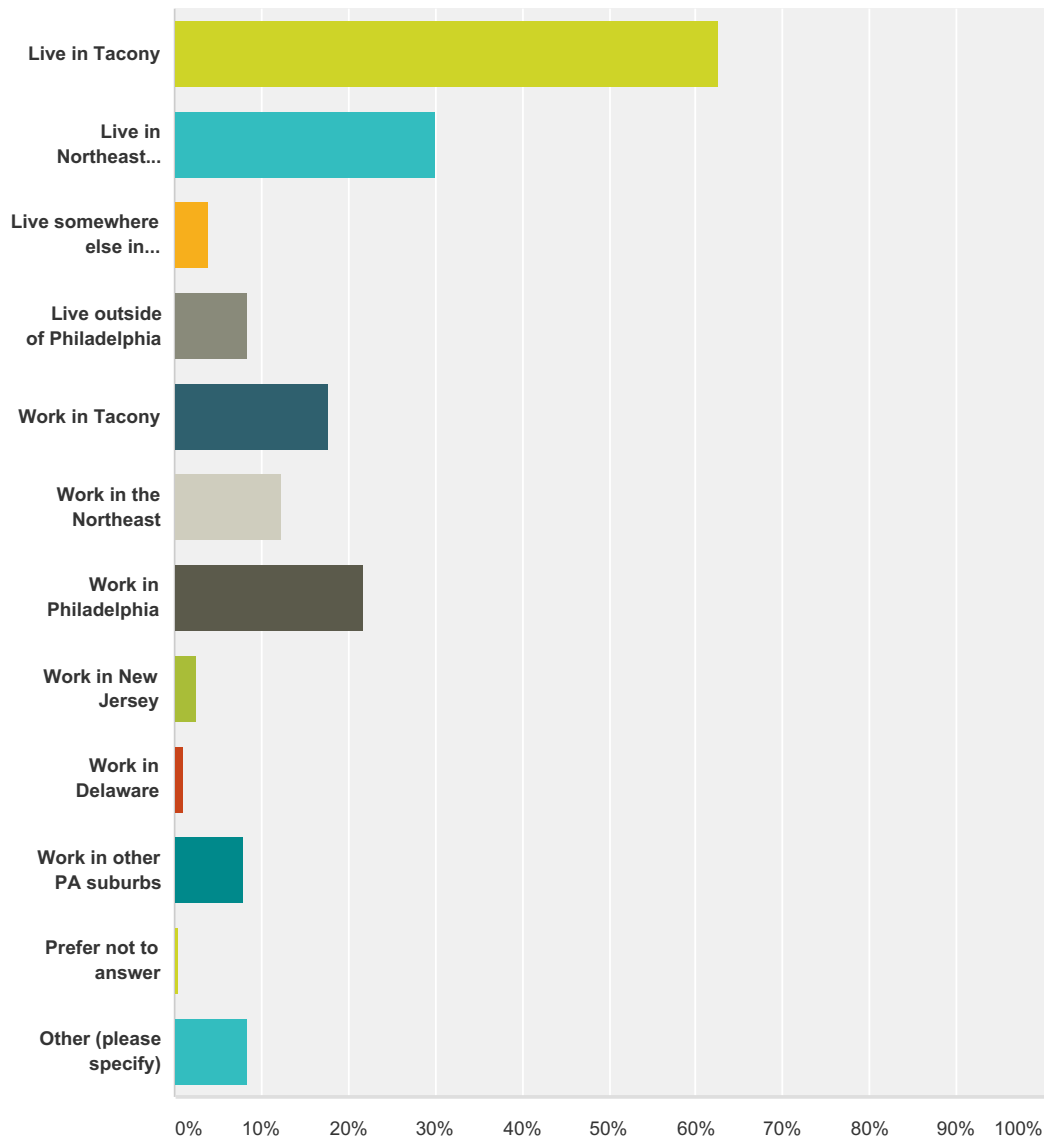
Answered: 203 Skipped: 0



Answer Choices	Responses	
Too few stores or shops that interest me	70.44%	143
Personal safety or perception of safety	68.47%	139
Selection or quality of the merchandise in stores does not interest me	48.28%	98
Too few eating or drinking places that I patronize	47.29%	96
Torresdale Avenue is not clean	46.80%	95
The physical condition of the storefronts and commercial corridor buildings is poor	38.92%	79
No anchor store, destination business, or performing arts venue	36.95%	75
Store hours are uncertain or inconvenient	28.08%	57
Physical condition of streets, sidewalks, or trees along the Avenue	25.62%	52
Street parking is unavailable	24.63%	50
I am afraid of getting a parking ticket	21.67%	44
On-street parking is always full when I come to Torresdale Avenue	21.67%	44
Other (please specify)	16.75%	34
Unsafe bicycling and pedestrian conditions	13.79%	28
Too much traffic congestion along Torresdale Avenue	12.81%	26
Too far from where I live	6.40%	13
Retail shops are too expensive	4.93%	10
The restaurants on the Avenue are too expensive for my family	2.46%	5
Too many people on Torresdale Avenue	1.48%	3
Total Respondents: 203		

Q16 Do you work or live in Tacony? Check all that apply.

Answered: 203 Skipped: 0

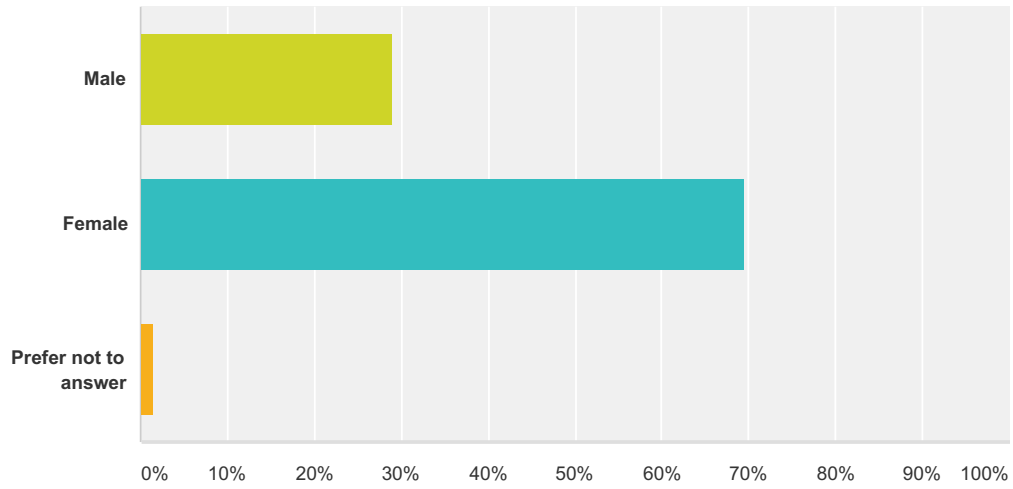


Answer Choices	Responses
Live in Tacony	62.56% 127
Live in Northeast Philadelphia	30.05% 61
Live somewhere else in Philadelphia	3.94% 8
Live outside of Philadelphia	8.37% 17
Work in Tacony	17.73% 36
Work in the Northeast	12.32% 25
Work in Philadelphia	21.67% 44

Work in New Jersey	2.46%	5
Work in Delaware	0.99%	2
Work in other PA suburbs	7.88%	16
Prefer not to answer	0.49%	1
Other (please specify)	8.37%	17
Total Respondents: 203		

Q17 What is your gender?

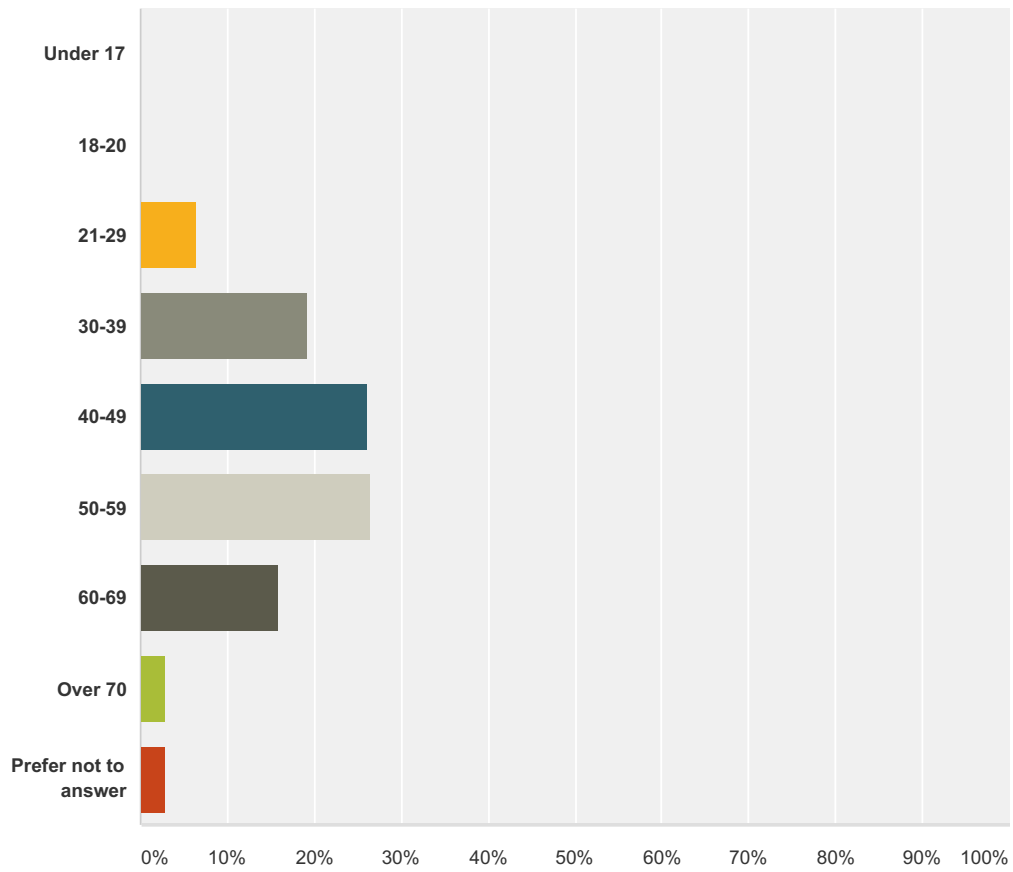
Answered: 203 Skipped: 0



Answer Choices	Responses
Male	29.06% 59
Female	69.46% 141
Prefer not to answer	1.48% 3
Total	203

Q18 Which category below includes your age?

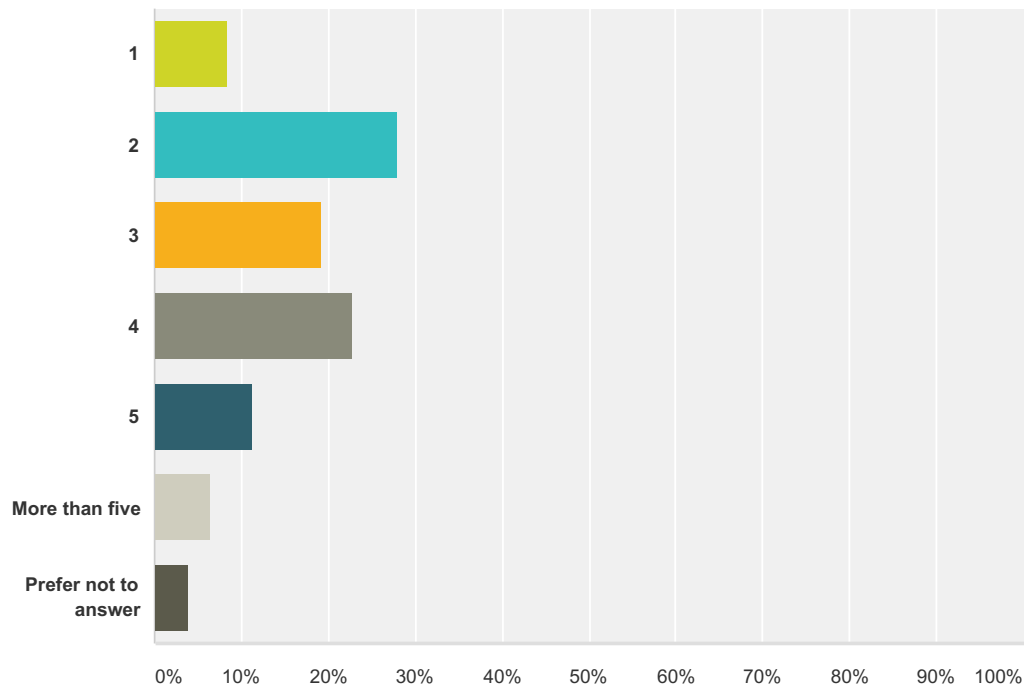
Answered: 203 Skipped: 0



Answer Choices	Responses
Under 17	0.00% 0
18-20	0.00% 0
21-29	6.40% 13
30-39	19.21% 39
40-49	26.11% 53
50-59	26.60% 54
60-69	15.76% 32
Over 70	2.96% 6
Prefer not to answer	2.96% 6
Total	203

Q19 How many people including yourself currently live in your household?

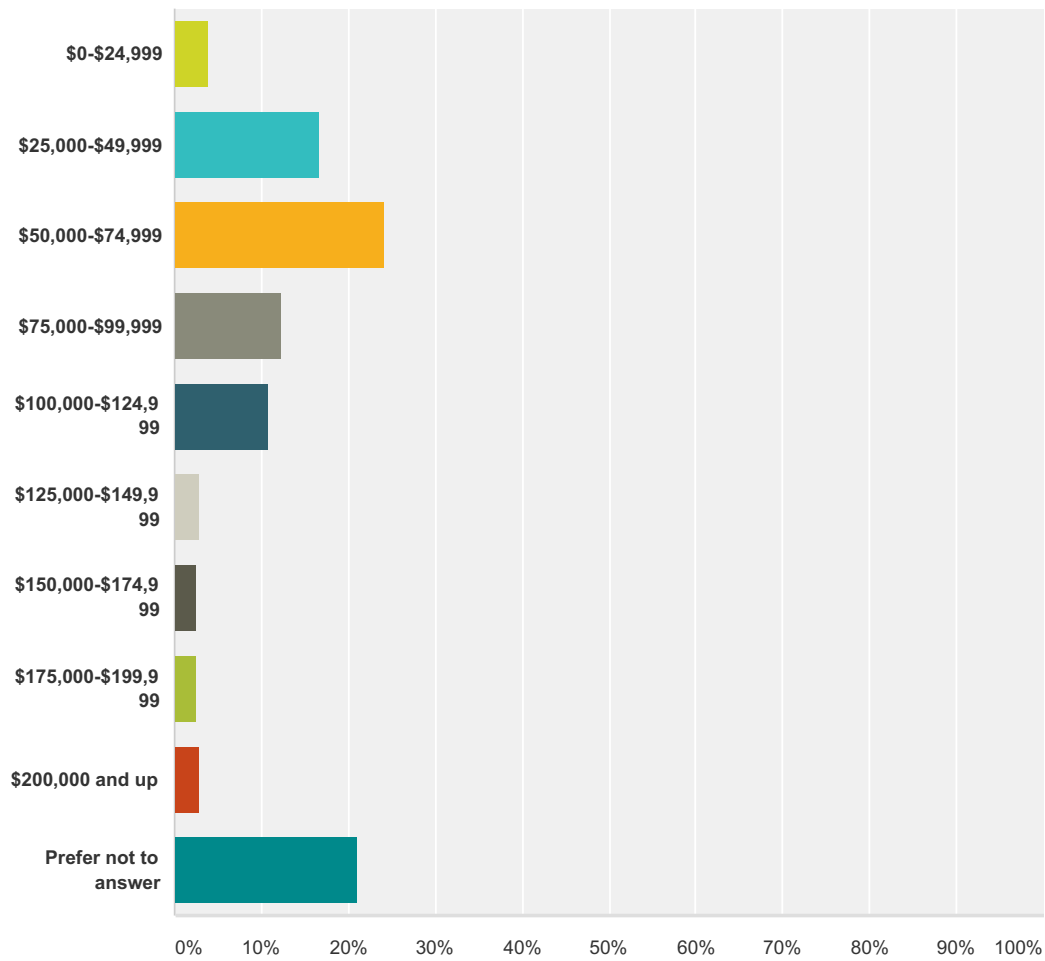
Answered: 203 Skipped: 0



Answer Choices	Responses
1	8.37% 17
2	28.08% 57
3	19.21% 39
4	22.66% 46
5	11.33% 23
More than five	6.40% 13
Prefer not to answer	3.94% 8
Total	203

Q20 What is your approximate average household income?

Answered: 203 Skipped: 0

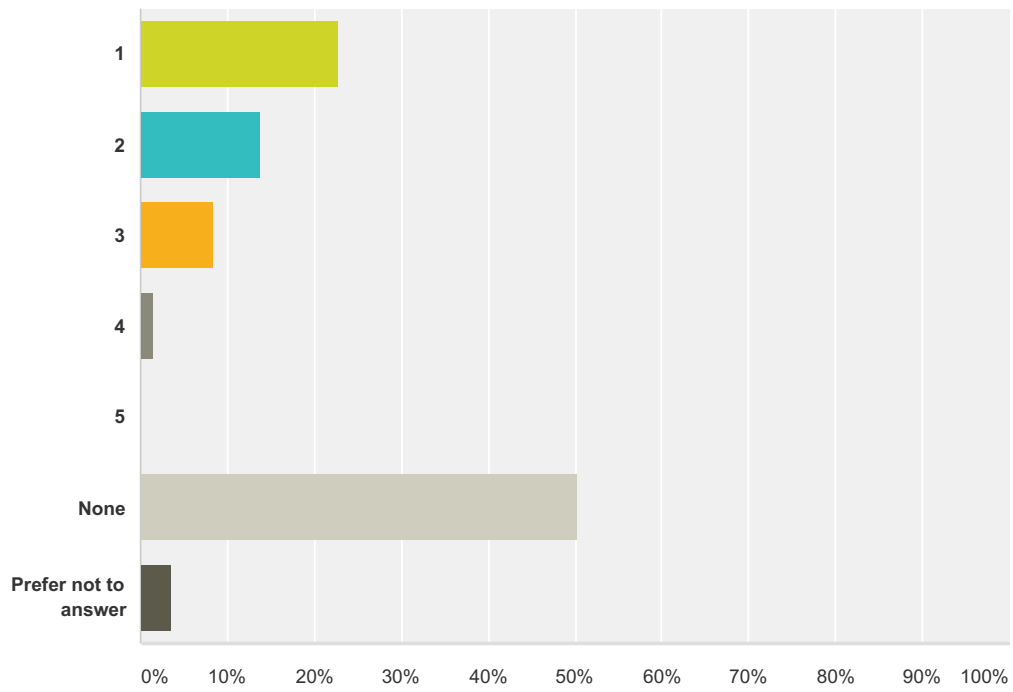


Answer Choices	Responses
\$0-\$24,999	3.94% 8
\$25,000-\$49,999	16.75% 34
\$50,000-\$74,999	24.14% 49
\$75,000-\$99,999	12.32% 25
\$100,000-\$124,999	10.84% 22
\$125,000-\$149,999	2.96% 6
\$150,000-\$174,999	2.46% 5
\$175,000-\$199,999	2.46% 5
\$200,000 and up	2.96% 6
Prefer not to answer	21.18% 43

Total	203
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Q21 How many children age 17 or younger live in your household?

Answered: 203 Skipped: 0



Answer Choices	Responses	
1	22.66%	46
2	13.79%	28
3	8.37%	17
4	1.48%	3
5	0.00%	0
None	50.25%	102
Prefer not to answer	3.45%	7
Total		203

Q22 If you would like your name to be entered into our random drawing for one of the two \$25.00 gift certificates (one each for Finks Hoagies or Marie Huff Hairdressing, your choice), please provide all of the following information. This information will be used to notify you of the drawing results. The random drawing will be held on January 2, 2017 and the winners will be contacted then.

Answered: 118 Skipped: 85

Answer Choices	Responses	
Name	99.15%	117
Email address	96.61%	114
Phone number	90.68%	107

Question 4. Is there something else that the Tacony CDC should be doing about the Torresdale Avenue shopping district?

Safety

1. Make it safe, and the side streets. People must to travel down the side streets to get to the avenue!!
2. Police need to be involved and proactive in removing the trouble makers. This at one time was a flourishing place to be and I applaud your efforts.
3. First stabilize the quality of life issues then rebuild.
4. I feel having the police horses on Torresdale Ave really makes a difference.
5. The Wawa on Torresdale is so scary to even stop at. Please save the neighborhood.
6. Between drug dealers, people on drugs, and teens riding bikes in groups and riding in front of your car it's scary to drive on Torresdale.
7. Get rid of the gangs, add more police -- too much crime!
8. You absolutely must coordinate with law enforcement to eliminate the crime and prostitution that has overcome Torresdale Avenue
9. I'm 40 and scared to drive in Torresdale. It's getting really scary for Comly to about Sheffield.
10. I don't want to be in Tacony at night. It's too scary with all the drugs and shootings.
11. Get the hookers off Torresdale Avenue!!! That would be a good place to start. I have a lot more great ideas as well.
12. Stop crime
13. Already touched in above to be sure, but making the neighborhood safer
14. A bodega on the corner thats common foot traffic is drug dealers or users.
15. Better lighting at night
16. Get rid of the drug dealings and prostitution that occurs!!
17. The prostitution and drug traffic is an epidemic
18. Drugs and prostitutes need to go
19. Get rid of the prostitutes
20. Torresdale Avenue should be an avenue where we can walk to stores, restaurants etc. and feel safe.
21. More lights
22. Overall safety is the big issue.
23. Arrest anyone who is on drugs or selling drugs and if they have kids take away their kids. This only breeds more of the same.
24. Get rid of the drugs, thugs and prostitutes

25. Arrest the drug dealers, send the junkies to rehab, help the prostitutes because they are the victims of human trafficking and/or drug addiction.
26. Make it safer after dark you cannot walk on the ave
27. Work to make safer and cleaner
28. Reduce the prostitution
29. Safety police walking a beat.
30. There's a need to remove the criminal element from the corridor. There's more to Tacony than Longshore and Princeton Aves.
31. More police present around Cottman and Torresdale, four blocks both direction is drug infested
32. Need brighter street lighting along the avenue.
33. Get rid of the prostitutes, I feel people need to feel safe
34. Most vital to me is increased police presence to promote decreased fears of residents who wish to venture shopping out there.
35. The street of Longshore is full of drugs and prostitutes who push drugs as it always has been and that doesn't mean marijuana, it means heroin and crack. They drop dead all the time and the pushers and supporters promote it. So, who makes the money and how do they live with themselves? How can I finish a Rainbow Cafe and ensure my customers will be safe?
36. You can't expect people to frequent your avenue if they don't feel safe.
37. We need to stop being known as an area that turns a blind eye to this behavior and only uses its businesses as a "last resort".
38. This once AMAZING neighborhood has gotten so bad-a little better, but still has so far to go that you are going to lose a lot more before it can get better
39. It is bordering on scary now to drive Torresdale after 8pm.
40. Crime must be a focal point and not be ignored.

Business mix and business attraction

1. To bring a night life or a dining atmosphere to Torresdale there must be nice places to go. I don't recall any places that you can go to for a sit-down dinner on Torresdale.
2. I think that getting stores that you can shop in. Get clothing stores, shoe store. a bakery etc. Variety of stores instead of all the same kind of stores, bars etc... variety
3. Outside cafes
4. More restaurants
5. Card store, gift shop
6. Attract better businesses.

7. Residents should think of "the avenue" as their first option for the products available.
8. Try to bring in more strong franchise such as Wawa and Dunkin Donut etc. to the area.
9. Open more "local" shops or fresh foods, cafe's and things of that nature.
10. Finding a way to attract small business that could truly service the neighborhood is vital.
11. I have lived in the neighborhood for over 21 yrs. and can count on one hand the number of times I walked the avenue. There is nothing there to attract me.
12. Working with the city to help attract and retain businesses may help.
13. Also, making it more attractive and not so many junk stores.
14. We need a hip/alternative music venue and a brewery which would attract the 20 to 30 crowd who are now hanging out in Port Richmond, Northern Liberties, etc. This will introduce them to Tacony and possibly interest them in moving there.
15. The stores aren't appealing to most the residents.
16. Better selection of shops
17. Get one regional or even national storefront business to the area to serve as a catalyst for further investment
18. We need a better selection of shopping and better landscaping and more events.
19. Build up existing stores
20. The area could be beautiful and more upscale if it were a more attractive and safer environment.
21. Help to open more businesses.
22. Develop Torresdale Avenue into its own unique and historic shopping district.
23. Make the avenue appealing to the nonresidents so more consumers shop, show their presence and in turn the neighborhood housing market value will go up.
24. More classy restaurants, need clothes and shoe stores, less pizza parlors, remove appliances from pavement in front of stores.
25. Open closed business with cafes, flower shops, brunch spots eventually casual evening dining. Frankford avenue business is dwindling and lacks the charm of Torresdale's potential.
26. Have some byob restaurants
27. Better shops not barber, pawn or appliance stores
28. I feel there really isn't much on Torresdale to go along there and shop nothing is really open at night and no place to enjoy a nice dinner
29. Need more deli for affordable lunch meats and possibly a good butcher shop.
30. More upscale shops!
31. Have more shops that locals could frequent I.e. Coffee shop, hardware store, antique shops, boutiques, possibly start with an anchor store with mass appeal.
32. Coming up with something that would attract other business.

33. Make it easier for people to open a business; reduced rent, reduced taxes, etc.
34. Suggest to business owner for strategies and market demand to improve the revival of business,

Cleaning and beautification

1. Never let graffiti stay on a wall Clean street more
2. Keep it clean & well lit!
3. Keep the area tidy and clean.
4. Longshore between Tulip and Torresdale is horrible. The building is hideous and its full of trash. It's an eye sore and is making the neighborhood hideous.
5. Cleaning up and keeping Torresdale Ave clean and attractive is vital.
6. Encourage more shop owners to sweep the area in front of their shops on a regular basis.
7. Keeping the area free of trash and fallen leaves is important.
8. for more than a couple hours.
9. Litter control
10. The neighborhood is dirty trash everywhere
11. Get shop owners to clean the sidewalks
12. Encourage business owner to sweep out front their property frequently.
13. Beautify the area
14. Install Big Belly trash collectors like they have on Frankford Avenue on almost every corner.
15. Clean! Very few businesses sweep let alone power wash. I find myself avoiding the Ave because of all the trash- it's offensive as a consumer.
16. Cleaning the streets and sidewalks,

Limit certain types of businesses locating to the avenue

1. Too many cheap electronic stores on the avenue; more places to buy a variety of food, not just pizza and Chinese food
2. Invest in getting addicts help away from the corridor and pawn shops pay higher rent than others for space.
3. Too may "Nails" shops and run down corner grocery shops.
4. Also, there are way too many "corner stores"
5. Too many residence living along the avenue, not enough businesses
6. I feel that limiting pizza shoos, nail salons and dollar stores
7. Then we have more bars and "take out beer" places that are behind bulletproof glass. That extends above the area of Princeton and clear into Holmes burg with the same problems.....more bars more beer places and more cell phone places.

8. Yes, try to weed out nail salons and Chinese store
9. Stop the many nail salons and pizza places from overtaking the business district.
10. Less Chinese food, pizza stores, barber shops, nail salons.
11. Limit low class businesses such as mini marts, vape shops, cell phone stores such as cricket, and dank bars
12. Remove the open late beer stores or limit the hours
13. Less nail salons,
14. Less nail salons, dollar stores etc.
15. Yes, get rid of the "poppy stores"
16. Hanging on corners with hanging at these flies by night "convenience stores on back streets that are nothing more than havens to sell "lucies" etc. That is where you need to correct the problems.

Residential concerns

1. Limit allowable section 8 housing
2. Frankly it's many of the residential spots now along Torresdale Avenue adding to blight and making the area unappealing.
3. Make landlords responsible for their property and who they rent to
4. Stop renting to people without jobs or on section 8. Do not allow any more section 8 housing in the neighborhood.
5. If there is "ghetto" activity and "ghetto" visibility right around the perimeters of what you are notating. And that "ghetto" activity takes in several ethnicities not just one. Ghetto is ghetto regardless of your color especially when no one is mandating taking care of properties that are being subsidized the by the government and then everybody sits back wondering why their neighborhood is declining and businesses are pulling out
6. I have seen and reported numerous incidents to police with regard to "residential problems that extended to both sides of Torresdale Ave back up thru and off Torresdale and the side streets of Marsden, Ditmar, Glenloch, Jackson and on the other side Hegerman, Tulip and Keystone with some of the worst along Keystone between Princeton Robbins....where there are what once was these huge historic mansions that are now halfway houses and crappy apartments that are run down and that there are local hookers in the areas trolling those streets in addition to late night and wee hours people walking streets and you can readily see they are "waiting" for their drive by (drugs) and on the back streets of what is garages....
7. Also the idea that those residences where it's supposed to be one family end up being multiple families hanging there.

8. Face it, it's not what the Tacony CDC needs to do to make it a better place to live it is about having the right kind of people living there.
9. For all the Section 8 properties up along Unruh to Glenloch.....they are some of the worst offenders with cops being in those areas constantly for problems. Within the last year you have had 3 shootings in that area right on the street and one that was in front of the library during the day. Section 8 has no business to even be in these areas if you are looking to refurbish the area.
10. It's amazing to see these places in areas that most definitely are run down and most definitely housing Section 8 which facilitates more problems and quite frankly I'm not quite sure how you are buying beer, cigarettes, and cell phones if you are living in a subsidized property in the first place.
11. Get rid of so many rental residences in the neighborhood and that may help turn it around.
12. Your problem extends to back behind Torresdale Ave. with the residences that are either now rentals or have become Section 8 as well as most the problem extending below Longshore, Knorr down to Robbins.

Complaints about specific businesses

1. The Wawa was a continuous cess pool of petty thieves, drug addicts and pan handlers.
2. Get rid of 7/11
3. Look at what happened inside the Wawa at Robbins and Torresdale.
4. 7-11 is a mess
5. Losing Wawa at lick set makes Tacony look bad.
6. Get rid of the shady people 7 11 enables them
7. Our young teenagers can't even walk to 7/11 without being mugged that ruins the avenue & neighborhood.
8. 711 is a hot mess. Tired of the beggars.
9. When the Right Aide was first built, it was welcome to have a big name associated store with less residential.
10. Get rid of people hanging in front of 7/11
11. The Wawa and McDonald's are at best scary to shop at with the rotten neighborhood kids acting like fools.

Promote and advertise events, shops and the neighborhood itself

1. Sidewalk shop days where each store can showcase their products/services during a time slot. This could be one Saturday a month.
2. Tacony needs to advertise and
3. More advertising

4. Promote local business - card shops, bakery, clothes stores etc.
5. Advertise events and Tacony in itself
6. Having all events well-advertised. I've lived in Tacony my whole life and have not heard of any of these events along Torresdale ave
7. More parades to celebrate the historical and ethnic diversity of the community.
8. Weekend Food Truck events like at 30th Street Station. Outdoor cafes with music like Manhunt
9. More working relationships with the other community groups that help Tacony... stop at the words and let's see action
10. Better promote events listed in the beginning of this survey to residents of surrounding areas.
11. Advertise more about the events. I never heard of the Fall Fest or Winter Fest.
12. Better advertising for local events
13. I feel you covered it well, except that I had no knowledge of many of these events
14. Promote, encourage, and provide incentive for development and investment among current residents
15. Better communication on events. A lot of the above events I had no clue about.

Appearance

1. Have storefront policies, for example, new station pizza looks awful with all the sloppy handwritten signs looks more like a dirty cigarette store. I will not go there because of how the exterior looks. Many stores are uninviting
2. Remove posters from window's,
3. Most of these people do nothing to maintain the properties,
4. Decorate for the holidays
5. If you could control the way or COLOR stores are painted that would go a long way, no water ice colors just historic.
6. improving aesthetics is vital to improving the neighborhood and turning it into an "up-and-coming" area like near-by neighborhoods have been able to do. with the hipster trend, millennials could be a possible target.
7. Better Curb Appeal

Compliments to TCDC

1. I hope you can do what you are striving for.
2. i am pleased with the development of the district thus far.
3. Work to increase the value of the community.
4. Keep doing your thing
5. Tacony CDC's mission should be to promote the economic prosperity with in its community. With the neighborhood becoming more diverse it is of great

importance to create community engagement events. A cooperative community is a strong community, with the help of the Tacony CDC we can make Tacony an inclusive, culturally rich environment that will promote growth within.

Parking, traffic, pedestrian safety

1. Improve library parking
2. Create somewhere to park.
3. Parking.
4. Looking forward, if there were any great restaurants on the Avenue, where would the diners park?
5. Dedicated parking lot for people to utilize if businesses start to develop more.
6. Make it safer to cross the street.
7. Drivers ignore the crosswalk at Disston and Torresdale, leaving pedestrians afraid to cross.
8. Parking. The meters are not customer-friendly, and too many people end up with parking tickets.

City programs

1. Yes, tell mayor Kenney the soda tax is going to kill the small business.
2. Put pressure on City Hall and PennDOT to complete the I-95 expansion project on the Tacony Cottman corridor. The streets are a mess and the traffic pattern discourages business.
3. Work with the city and state to provide initially attractive tax rates for businesses and shops who come to the area for the first time. Defer taxes for the first 2 years...something like that.

MISC

1. News gleaner is NOT delivered below Torresdale Ave
2. Not that I can think o
3. No, all the questions that were presented on this survey were enough.
4. Not at this juncture
5. Extend the boundaries

Appendix C

Question 10, 11 and 12 Responses

All responses are included, none have been eliminated or edited, except to correct obvious spelling errors.

Question 10: We want to know what types of businesses would make you want to shop on Torresdale Avenue more often. Please name two kinds of new restaurants or eateries you would like to see here. Please provide a short response.

Ethnic (63): Italian (33)
Mexican (7)
Chinese (4)
Sushi (5)
Japanese/Hibachi restaurant (2)
Bah Mi/Vietnamese (2)
Sit-down ethnic restaurants (2)
Thai cuisine
Brazilian steakhouse
Greek
Jewish Deli
Indian Food
Mediterranean

Traditional (40):
Seafood Restaurant (9)
Family friendly restaurant (7)
Café (7)
Steakhouse (5)
Diner (5)
American (4)
Bbq
Chicken Place
Comfort Food

Specific Brands (29):
Starbucks (9)
Panera Bread (5)
Pretzel factory (3)
Applebee's (3)
Wawa (3)
Chik fil a (2)
Longhorn (2)
Olive Garden Restaurant (2)
Burger King (2)
Las Margaritas
Chipotle

Empanada Mamma
UNOs
Jimmy Johns
Pretzel factory store
Popeyes
Ashburner Inn
Ihop
Chef Tony's kitchen
Salad works
Rainbow Café w/outside seating
Joe's Crab Shack
Manhattan Bagel
Pizza Hut
PJ Whelihan's
Rita's Water Ice
Ruby Tuesdays
Subway
Taco Bell
Wendys

Coffee Shop (28)

Starbucks (9)*

Grocery/Bakery/Butcher/Deli (35)

Bakery (15)
Fresh/Organic food market (10)
Deli (5)
Seafood Market (2)
Grocery
Butcher
Italian market

BYOB restaurant (12)

Sit down/Eat in eatery (11)

Wine/Bars/Pubs (11):

Bar & Grill/Bar & Restaurant (5)
Brew Pub (3)
Gastro Pub/Pub (2)
Wine and Cheese

Healthy Options (10):

Salad Restaurants (5)
Healthy/organic restaurant (5)

Treats (13):

Ice cream shop (9)
Frozen yogurt place (3)
Gelato

Other types of eateries

Restaurant (4)
Bagel Shop (3)
Farm to table (3)
Buffet (3)
Sandwich Shop (2)
Breakfast/Brunch-Eggs Benedict, Specialty French toast
A roast beef sandwich rest w/beer
Vegetarian/Vegan
Specialty Foods likes Denofas
More Upscale Restaurant
Something with a family style menu
Soup or Bistro
Quality restaurants: breakfast, lunch, dinner
Fishtown like eatery. High quality.
Large restaurant name i.e. PF Changs, melting pot etc.
Not another pizza/fast food type restaurant. Don't need another pub.
No more pizza and Chinese
no more pizza places

Retail

Clothing store – (8)
Shoe store (4)
Stores (3)
Book store (2)
Woolworth 5 & 10 (2)
Candy shop (2)
Specialty food stores (2)
Dollar Store
Upgraded stores, make up, designer
Pharmacy
Coffee and tea shop
Beaches stationary store
A beauty supply store
Card and gift shop

Nursery (gardeners)
Ceramic store
Major Merchants
Retail Boutique
Thrift Store

Entertainment

Music Venue (2)
Police station
Painting with a twist
Color-me-mine
Kids entertainment arcade type setting
Anything Local and Genuine

Misc. Responses

No Opinion/None (8)
Anything clean (2)
Upscale
Anything with non-Asian/Indian/foreign owners!
Ridiculous Question, Good is Good
Not going to specify because until you take care of the problem with the ghetto stuff all the new eateries in the world aren't going to do it
You also need increased police presence in the areas this is the major problem that transcends most of the other surrounding neighborhoods as well. We used to have beat cops that walked the avenue areas.
Anything that doesn't have hookers & drug dealer's outside

Question 11: What kind of new retail stores would you most like to see here? Please provide a short response.

Clothing/Shoe Stores (62)

General (26)
Shoe Stores (13)
Kids (6)
Women's (5)
Men's (3)
Lingerie
Gap (2)
Ross (2)
Hollister
Urban Outfitters

Rainbow Shop
Joseph's shoes

Hobby/Craft Store/Gift Store (61)

Gift/Card Store (23)
Books (10)
Craft/Hobby (9)
Antiques (5)
Vinyl/LP Shop/Music (4)
Handmade Gifts
Comic Book
Collectibles
Bicycle shop
Art Gallery
Fishing Store
Barnes & Nobles (2)
Hallmark (2)

Hardware/Home Goods/General Store (38)

Hardware (28)
General Store (4)
Vintage Repurposed Furniture (2)
Cooking/Kitchen (2)
Unique Home Store
Furniture

Grocery Store/Fresh Food/Produce (28)

Produce (10)
General Grocer (7)
Deli (2)
Specialty Food Store (2)
Butcher
Chinese Food Store
Natural Food Store
Acme
Aldi
Trader Joes
Wegmans

Restaurants/Prepared Goods (15)

Bakery (5)
Coffee (3)
Restaurant (2)

Ice Cream
Candy
Internet Café
Craft Beer Store
State Store
Wawa (4)

Bargain Store (13)

Family Dollar (6)
Five Below (4)
Dollar General
Dollar Store
Dollar Tree

Specialty Stores (11)

Pets (4)
Sporting Goods (2)
Jewelry
Bridal
Dance
Irish Store
XXX movie theater/ toy store

Brand Name Super Stores (10)

Walmart (4)
Target (2)
Marshalls
Big Lots
Kohls
Retail Giant

Beauty/Grooming (7)

Makeup/Beauty Store (2)
Barber
Hair Salon
Nail Salon
Bath & Body Works
Claire's

Pharmacy (7)

Unspecified (3)
Rite Aid (2)
CVS (2)

Entertainment (6)

Children's Store/Toy Store (3)
Movie Theater
Game Stop
Video Arcade

Professional Services (5)

Dry Cleaner
Florist
Cobbler
Tutoring center for adults/children
Car Wash

Boutiques (4)**Health/Fitness/Wellness (4)**

Yoga (2)
Health Food Store (2)

Thrift/Consignment Store (3)**Misc. Comments (12)**

Any (4)
none
Anything but a daycare or nail salon
Anything but a nail salon or cash for gold/pawn shop
Less "corner stores". Unprofessional
More Italian cultural stores like it used to b
no more dollar or junk stores
Not a check cashing store
Not a drug store

Question 12: What kind of new arts, entertainment, or leisure activities would you like to see here? Please provide a short response.

Arts/Performing Arts (86)

Music Venue/Performances (28)
Art/Theater classes (11)
Community Stage/Performing Arts Venue (10)
Music Festival/Event (10)

Music Store/Lessons (8)
Art Gallery (5)
Art Festival/Event (4)
Art Displays/Exhibits (3)
Dance Studio (2)
Comedy Club (2)
Pottery Studio
First Fridays
Author Event
Art Co-op
School of Rock

Outdoor Events (30)

Christmas Bazaar (3)
Summer Carnival/Fair (3)
Food Trucks (3)
Historic Tours & Events (2)
Farmers Market (2)
Parade (2)
Ice Skating (2)
Outdoor Summer Movies
Soapbox Derby
Street Festival
Walking Art Tours
Community Picnic
Fireworks in the Park
Tacony Pride
Italian Festival
Food Festivals
Resident Walk
Sidewalk Sales
Yard Sales/Flea Markets
Meet the Neighbors

Retail/Restaurants (24)

Coffee Shop (7)
Big and Tall Men's Store
Hardware Store
Gift Shop
Pet Store
Skateboard Store
Antique Store
Bakery

Café
Family Restaurant
Pet Friendly Cafe
Deli
Internet Café
Sporting Goods
Pretzel Factory
Starbucks
Business Pop-Ins
Wednesday Night Vendor Sales

Entertainment (22)

Movie Theater (14)
Arcade (2)
Bowling Alley
Indoor Mini Golf
Laser tag
AMC Theater
Movie Tavern
Liberty Movie

Health & Wellness (19)

Yoga (4)
Gym/Fitness Center (4)
Workout Classes (2)
Martial Arts (2)
Rock Climbing (2)
Bike Path
Walking Trail
Charity Run
Spa
LA Fitness

Leisure/Hobby (16)

Craft Store/Classes (6)
Book Store (3)
Craft Fairs/Festival (3)
Paint Ball Court
Scenic gardens w/seating
Dog Park
Gun Range

Bar/Drinking/Eating Establishment (12)

Beer garden (4)
Bar/Bar w/live music (3)
Restaurant Week (2)
Beer Festival
Jazz & Blues Club
Dining with Music

Youth/Family Focused (11)

General (7)
Kid's Festival
Family Day
Local Student Talent Show
Toddler Play Day

Educational (6)

Museum (2)
Activities at the Library/LAB (2)
Computer Workshops
Military Veterans Commemorative Signs

Misc. Responses (12)

No Opinion (7)
Cultural
Anything Pet Friendly
Franklin Square type area
Think of main street in Manayunk
Anything

Credits

This report was written by Donna Ann Harris and Sarah Johnson, an intern working at Heritage Consulting Inc.

Donna Ann Harris is the principal of Heritage Consulting Inc. a Philadelphia-based Women's Business Enterprise (WBE) boutique consulting firm that aids non-profit organizations and government agencies nationwide in the following practice areas: downtown and commercial district revitalization, historic preservation, tourism product development, and non-profit organizational development.

Prior to starting her firm thirteen 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 24 states. For the last thirteen years, Ms. Harris has spoken at the National Main Street Center annual conference every year for the last 12, and at the International Downtown Association annual meetings in 2013, 2009, and 2008. 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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