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By



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Consulting Inc.

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Executive Summary

The Ardmore Initiative (AI) sought consumer feedback about its operation and downtown commercial district as part of a Strategic Planning process. The purpose of the survey was to learn about the consumer preferences for downtown Ardmore and what stores, restaurants, and businesses would make downtown Ardmore more appealing for shoppers.

Marie Suvansin, Assistant Executive Director of the Ardmore Initiative, created an online survey that was short and informative, yet provided enough detailed consumer insights to make suggestions about future activities for the downtown organization. The survey had 29 questions with several text boxes for write-in comments. The Downtown Ardmore Customer Survey was open for about a month from August 31, 2016 to October 4, 2016, using Survey Monkey as the administrator. A press release was sent to the *Main Line Times*.

There were 704 responses. This survey passed the threshold of 385 responses required to accurately represent Ardmore's population of about 12,788.¹ Therefore the survey results are considered a "statistically representative sample size" and can be treated as if 95% of the general population of Lower Merion Township had taken the survey. This information will be useful to both the Ardmore Initiative and business owners in the downtown. Both groups should use this information to make changes in current marketing, business recruitment and retention, and advertising practices.

Summary of the Survey Findings

The survey findings show that Ardmore's greatest strength and identity are rooted as a downtown dining destination. After passing through, the next most frequent purpose for which thirty percent (30%) of nearby residents, walk or drive downtown is to eat lunch or dinner at least weekly. This finding is based on the results that forty-two percent (42%) of all shoppers are from the neighborhood and either drive or walk (43% and 30% respectively) downtown due to its immense walkability.

The survey results formed the basis for the following recommendations:

1. Attract new specialty food stores and restaurants.
2. Continue to make storefronts attractive and inviting.
3. Expand outdoor dining and activities.
4. Improve parking downtown for the forty percent (40%) who reported frequent trouble.
5. Define Ardmore as a unique destination with more music events and increased nightlife.
6. Continue to host family friendly activities for the forty percent (40%) of respondents with children at home.

Many of these recommendations build from the strength of the dining scene downtown. AI should continue to improve the pedestrian and outdoor experience for Ardmore shoppers. If successful, these recommendations could further bolster the economic strength in the area and create a foundation for larger and even more ambitious events in the future.

Other recommendations, such as improving storefronts and continuing to find solutions to make parking easier, are the types of ongoing activities necessary for the continued success of any commercial district. Construction and temporary changes in the area may provide an opportunity to explore additional options for parking solutions. Meanwhile, continue to monitor the temporary parking changes and encourage property owners to use the existing storefront improvement program to enhance the pedestrian experience for the many window shoppers downtown.

Who is the Ardmore shopper?

Based on survey results, married women make up three-quarters of shoppers in downtown Ardmore. Sixty percent (60%) of downtown shoppers do not have children at home, while forty percent (40%) do. These survey results are

¹Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, ZCTA5 19003

far higher than Ardmore's general population. Finally, Baby Boomers between the ages of 40 and 59 represent almost half of all shoppers downtown.

Inviting storefronts

The Ardmore Initiative's Facade Improvement Grant program, which provides fifty percent (50%) matching grants for up to \$5000, is an excellent tool to encourage quality rehabilitation of storefronts in the district. Since inviting shops are highly valued by current shoppers and were identified as an area for improvement, more can be done to encourage property owners who have not yet taken advantage of this incentive. The walkability of downtown also correlates to window shopping, an important activity in downtown. Ardmore stores that put a premium on high quality window displays and visual merchandising will do well given the respondents' propensity to window shop.

Downtown events

The most popular AI events are: Ardmore Restaurant Week (66%), Ardmore Vintage & Antiques Market (58%), Taste of Ardmore (54%), and Ardmore Oktoberfest (54%). Most of these events build on the existing restaurant cluster in downtown and are popular with adults without children. Dining is the number one reason people come downtown. The events with the lowest scores were St. Paddy's Day Pub Crawl (13%) and the Easter Egg Hunt (15%). Given that 40% of survey respondents have children, AI should continue to host family friendly events throughout the year, even if they are not the most popular activities overall.

More outdoor dining was requested along with more nightlife activities, even though it is not a current draw for the area. Despite survey respondents' interest in closing Lancaster Avenue more often for festivals and events, other options could be investigated first. The organization might want to consider expanding outdoor dining options on side streets or on small parts of existing parking lots, perhaps like a "parklet," for special events/retail events organized by the Ardmore Initiative. If successful, these expanded outdoor dining options could be continued on a regular basis.

Travel patterns

Perceptions of the experience for walking downtown are especially important for Ardmore given the large number of people that travel through the area, get there by walking, or visit just to window shop. The most positive perceptions of the area build on its strength of walkability with the top perception being that the area is safe (43% Strongly Agree) and that it is clean (19% Strongly Agree.) However, improvements can still be made as most disagreed with statements that Ardmore has good directional signage (41% Disagreed and Strongly Disagreed) and many felt that there was not enough lighting at night (39% Disagreed and Strongly Disagreed). These improvements in lighting and signage would play a very large role to improve the walking experience that is central to Ardmore's downtown character.

Communications

Word of mouth is the major source (54%) of information for planning all trips downtown. The internet, social media, and the Ardmore Initiative's online resources combine as the second most successful means of communicating for another sixteen percent (16%) of respondents. Continue to develop AI's communication tools using online sources and social media, as they have been successful and still have a large opportunity for growth as a primary source of information about downtown events and promotions.

People came downtown most often for the following activities:

1. Passing Through (69% More than Once a Week)
2. Groceries (29% At Least Once a Week)
3. Eating Out (27% At Least Once a Week)

Executive Summary (cont'd)


Eating lunch and dinner were the most common meals that survey respondents consumed in the downtown.

- Dinner: 76% at Least Once a Week
- Lunch: 61% at Least Once a Week

Ardmore is already a dining destination. Survey respondents also eat lunch and breakfast downtown often, but happy hour is less of a draw. Most restaurant users spend less than \$20 for lunch, and forty-five percent (45%) spend less than \$10. There is a wider spread on dinner spending. The majority (43%) of survey respondents spent between \$20 to \$30 a person on dinner, a third (30%) spent more than \$30 per person on dinner, and a quarter (26%) spent under \$20 per person on dinner.

Most requested shops, restaurants and entertainment options

Ardmore shoppers want more food related business in downtown. Our survey asked: what kinds of stores would you like to see downtown? The top five responses were:

- | | | |
|--|---|-----------------------|
| 1. Restaurants/bars 229 responses |  | 28 - Department Store |
| 2. Clothes/Shoes/Department store 92 responses | | 25 - Boutique |
| 3. Coffee shop 89 responses | | 17 - Unspecified |
| 4. Movie theater 44 responses | | 9 - Thrift |
| 5. Bakery 41 responses | | 6 - Sporting Goods |
| | | 6 - Shoes |

Current Ardmore shoppers would visit downtown more often if these following shops were available. Below is the list with more than fifty percent (50%) responding they would visit downtown if these stores were available.

- Specialty food store 80%
- Book store 75%
- Bakery 70%
- Clothing stores 69%
- Grocery 62%
- Furniture/housewares 52%

Current Ardmore shoppers would visit more often if these entertainment venues were available:

- Movie theater 84%
- Performing arts center 64%
- Family entertainment place 64%
- Nightclubs/bars 43%
- Co-op artist's studio and space 42%

Food related shops (bakery, specialty grocery, and a grocery store) as well as more bars and restaurants would do well in Ardmore based on current shopper's preferences. Also popular were more clothing stores (not specific about whether for men, women, or kids), shoes, and a department store, most likely to replace Macy's in Suburban Square. Bars and nightlife, especially movies, were highly regarded by current shoppers. This list represents the businesses that the AI business recruitment team should prioritize over the next few years.

Mom and pop shops

Shopping is still the second highest reason for visiting downtown, while dining is first. Ardmore shoppers value a unique and diverse shopping environment, and prefer small independent shops rather than chain type stores. Specialty stores rated highly with eighty-two percent (82%) of the survey respondents. We encourage the Ardmore Initiative to focus its Business Assistance Grant program to attract more independently owned stores such as those shops listed above.

How to use this report

These survey findings provide fresh information from and about current shoppers. This information will be useful to the Ardmore Initiative and the business owners in the commercial district. This survey and the resulting findings report are only helpful if they are employed by the Ardmore Initiative and local merchants to make changes in current marketing, business recruitment and retention, and advertising practices. We encourage the Ardmore Initiative to circulate this report widely and explain its significance to retailers and restaurateurs in the district.

Introduction

Overview

As part of its Strategic Planning process, the Ardmore Initiative (AI) wished to gain consumer feedback about its operation and the downtown district of Ardmore. The purpose of the survey was to learn about downtown consumer preferences and what stores, restaurants, and businesses would make downtown Ardmore more appealing for shoppers. Marie Suvansin, Assistant Executive Director of the Ardmore Initiative, created a 29-question online survey that was short and informative yet provided enough detailed consumer insights to make suggestions about future activities for the downtown organization. This findings report was written by Stephen Skilton and Donna Ann Harris of Heritage Consulting Inc., the consultants engaged to help the Ardmore Initiative Board to create their new five-year Strategic Plan.

The Downtown Ardmore Customer Survey Report was available online via Survey Monkey for about a month from August 31, 2016 to October 4, 2016. The survey link was sent to the organization's large e-mail list and the link was posted on the organization's Facebook page several times. A press release was also distributed regarding the survey. Postings about the survey on Facebook generated the most responses. Other outlets were helpful in gaining participants including Patch, the *Main Line Times*, Black Ministers Alliance, Lower Merion Township emails, and the North Ardmore Civic Association email lists.

The survey had 29 questions with several text boxes for write-in comments. A \$50 Downtown Ardmore gift card was awarded weekly during the survey period to encourage survey participation. Random winners were chosen during the survey period.

All this timely publicity generated 704 responses, an impressive result and a statistically valid sample. Since more than 385 people answered the survey, the survey results are considered a "statistically representative sample size." This means that the survey results are accurate as if 95% of the general population of Lower Merion Township had taken the survey.

These findings should be considered seriously as high quality intelligence as well as fresh information about current downtown Ardmore shoppers. This information will be useful to both the Ardmore Initiative and to business owners downtown. Both groups should use this information to make changes in current marketing, business recruitment and retention, and advertising practices.

How this report is organized

The report is organized into two sections.

The first portion of the Downtown Ardmore Customer Survey Report provides an Executive Summary, our recommendations, and a summary and analysis of the 29 survey questions. They are organized by theme rather than in numerical order. This was done to make it easier to group together related questions for analysis and to understand the relations between several questions that can provide a more complete picture of consumer behavior patterns. We decided to group together the Location and Travel Questions because they relate to where survey respondents live and work, how they travel downtown, and their parking habits. Grouping these questions together provides a broader picture of the daily travel patterns of Ardmore shoppers. By grouping questions together, we learned that most people shopping downtown also live nearby. This is strongly related to the survey responses where people reported that they get downtown by walking.

The second section of this Survey Report contains three appendices at the end, which show specific breakdowns of individual comments and answers. Appendices A and B show the original graphs and table outputs of specific responses as they originally appeared in the Survey Monkey results. These are meant as a record of all the survey responses. Appendix C provides all the answers from the open-ended questions and shows the specific comments that were organized along particular themes. These appendices supply ALL the actual comments made by survey participants and they have not been altered in any way, except to correct obvious spelling errors.

Towns in the area such as Narberth and Wayne scored very highly as popular destinations besides Ardmore and have similar reduced speeds on major roadways. Those who visit most frequently are passing through.

Recommendations

Who shops downtown Ardmore?

The key demographic for which Ardmore should continue to target its programming activities and business recruitment work are married women between the ages of 30 and 59, who make up two thirds (66%) of current downtown Ardmore shoppers per ages given in survey responses. Another twenty-one percent (21%) of local shoppers are married women 60-69 years of age. The 2010 census information says that this age group represents only eight percent (8%) of the Ardmore population. This is significant because this older group of Baby Boomers (commonly determined as those born between 1945 and 1964, who are between 51 and 71 today) shop downtown often; they represent forty percent (40%) of all shoppers downtown.

Given the demographics of survey respondents, we are recommending that the organization's events and activities should be balanced between the sixty percent (60%) of women shoppers without children and the forty percent (40%) of those who do have children in their homes. We make suggestions about this later in this report.

Ardmore should continue to build on the strengths that currently define the area and make it appealing to current shoppers. Three qualities that help define and shape downtown are:

- Culture (70% of those questioned said that they would attend more cultural events downtown)
- Community (42% of those that visit downtown live nearby in Ardmore)
- Walkability (30% of all shoppers walk downtown from their homes)

These stats are important because they show how deeply downtown is centered at the heart of the community. Many of the shoppers (42%) are also a part of the community and live nearby. They are personally invested in the well-being of downtown, but also have an interest in participating in events with those around them. When those in the community do travel downtown, they walk (30%), which also adds to the sense of the neighborhood and speaks to the scale and appeal of the environment downtown. These factors combine to create a sense of pride and culture in Ardmore and foster the desire to have a home that is unique among others nearby. It would be wise to grow new programs and events that continue to build a unique cultural identity for the area.

Inviting storefronts

Survey respondents highly value inviting storefronts that are both interesting and friendly to view. Many (69%) of downtown Ardmore shoppers walk by or pass through the area daily, per the survey. The atmosphere of downtown Ardmore is a great strength. The words "quaint," "home," and "friendly" were the top results from the write-in question asking for three words to describe Ardmore today, as well as Question 26. Maintaining the character of downtown, its buildings, sidewalks, and open spaces is critical to reinforcing the atmosphere of downtown. The walkability of downtown also correlates to window shopping, which is an important activity in downtown. Ardmore stores that put a premium on high quality window displays and visual merchandising will do well given the survey respondents' propensity to window shop.

The Ardmore Initiative's Facade Improvement Grant program, which for the past twenty years has been providing a fifty percent (50%) matching reimbursement grant of up to \$5,000, is an excellent tool to encourage high quality rehabilitation of storefronts in the district. Since inviting storefronts are highly valued by current shoppers, more can be done to encourage property owners who have not yet taken advantage of this incentive.

Another way to ensure attractive storefronts is to balance the presence of window posters with visibility inside the store. Survey respondents noted that window posters were a highly effective method to market and reach customers in downtown, especially those of younger demographics. It is important that posters and advertisements do not block more than twenty percent (20%) of transparent windows and doors facing the street to maintain the attractiveness of storefronts. Finally, eighty-nine percent (89%) of survey respondents agreed that cleanliness and convenient hours were important to them and that downtown Ardmore had those attributes now. Good places to eat scored high also, with close to eighty-percent (80%) saying this was an important downtown attribute.

Recommendations (cont'd)

Dining and spending

Dining is already the most successful commercial category downtown, with eighty percent (80%) of survey respondents coming downtown for dinner once a week. This is an extraordinarily high percentage of people visiting the various types of restaurants in downtown. Survey respondents also eat lunch and breakfast downtown often, but happy hour is less of a draw. The clear majority of restaurant users spend less than \$20 for lunch, which is to be expected. There is a wider spread on dinner spending, with the majority (43%) spending between \$20 to \$30 on that meal, a third (30%) spending more than \$30 per person on dinner, and a quarter (26%) spending under \$20 per person on dinner. This information should be shared with current restaurants so they can adjust their pricing as needed. This up to date information is also important for restaurant recruitment purposes and should be included in any marketing packet produced by AI.

Food related events

Since the survey respondents are already downtown once a week eating dinner, the downtown organization is reinforcing downtown's strength with its food related special events throughout the year. The most successful downtown events were Ardmore Restaurant Week, Taste of Ardmore, and Oktoberfest, which made up three of the top four events in Question 23. Ardmore can build on this strength by continuing to expand outdoor dining options, which was the second most common suggestion by survey respondents.

Outdoor events popular

In the open-ended question asking what activities people would like to see, there were sixteen survey respondents (10% of the 174 categorized responses) who expressed a desire to close Lancaster Avenue for dining or for large festivals. Lancaster Avenue is a state highway and the major thoroughfare through all of Lower Merion Township. Closing this major spine for events has many implications for residents inconvenienced by a street closure, downtown merchants who depend on daily traffic, and emergency vehicles.

Despite survey respondent's interest in closing Lancaster Avenue more often for festivals and events, other options could be investigated first. The organization might want to consider expanding outdoor dining options on side streets or on small parts of existing parking lots, perhaps like a "parklet," for special events/retail events organized by the Ardmore Initiative. Parklets are reclaimed parking spaces, often only two or three spaces, that are made into small parks or dining areas. Parklets could be added strategically in place of street parking in specific areas to create additional seating outdoors along sidewalks, either seasonally or for a limited period during an event.

Outdoor dining was even more popular of a recommendation in the same survey question (from 20 participants, the second highest response) than closing Lancaster Avenue for large events. If successful, these expanded outdoor dining options could be continued on a regular basis. More opportunities for outdoor dining options could create a more interesting vibe, improve walkability, and boost economic activity for restaurants during lunch and dinner hours, which were reported as frequent activities for current shoppers.

To continue to make the outdoors appealing downtown and improve the pedestrian experience and safety, it may also be worth exploring changing traffic patterns. Reducing the speed limit to 25 mph may make downtown more quiet and walkable. Towns in the area such as Narberth and Wayne scored very highly as popular destinations besides Ardmore and have similar reduced speeds on major roadways.



Above: Example of parklet design and placement.
Photo Credit: nacto.org

Nightlife

Survey respondents noted that Ardmore's nightlife is not currently a draw for the area, and that respondents desired more improvements in the area's nightlife. As evidence of the lack of nightlife, the AI event St. Paddy's Day Pub Crawl ranked lowest among Ardmore events (13%). However, this is partly since this event is attractive to just a very specific age group, those in their 20s, which are represented as a smaller share of the population in the area. When considering this figure more closely, forty-three percent (43%) of those 21-29 attended. The numbers dropped significantly for those 30-39, with only eighteen percent (18%) of people within that age group responding yes.

In addition, happy hour attendance was the lowest among dining times (21% at least weekly). Happy hours depend heavily on a younger demographic: those in their 20s and 30s. This age group makes up a third (31%)² of the population for Ardmore's 19003 zip code area and twenty-nine percent (29%) of those surveyed.

More music

When looking at new events for the area, the top write-in response with 70 comments was for more music events. Combined with the existing music venues and shops downtown, there is potential to continue to build upon music as a unique cultural asset for Ardmore. Promoting events that fill bars and restaurants as well as outdoor events could contribute to the culture and reinforce downtown Ardmore as an interesting destination for those who live outside of the immediate area.

Since there was considerable support from survey respondents interested in having more bars, wine tastings, and other nightlife attractions (most recommended with thirty-eight percent (38%) in Question 18, supported by forty-four percent (44%) in Question 16), the organization must determine if bars and nightlife is a business cluster they wish to attract to downtown Ardmore.

Family friendly events

The Ardmore Initiative board and staff should continue to develop events that are geared towards children, given that there is a 40 /60 split of survey respondents with children and without children in their homes.

The highly-rated dining events, such as Restaurant Week (66%) and Taste of Ardmore (57%), are geared to adults without children. The organization's more family friendly holiday events, such as Santa's Arrival (28%) and Halloween Spooktacular (28%), scored lower and were less heavily attended overall. Attendance and interest was higher at rates of 39% and 37% respectively when looking at 'yes' responses just within the families with children. The organization should revisit all the family friendly events and perhaps do some small event surveys to indicate how these activities can better serve this important audience.

Most requested shops, restaurants, entertainment options

Ardmore shoppers want more food related businesses downtown. Question 18 asked, "What kinds of stores or eateries would you like to see in downtown Ardmore? Are there shops in other towns that you think would do well in downtown Ardmore? Please be specific." The top five responses were:

- 225 Restaurants / Bars
- 92 Clothing / Shoes / Dept. Store
- 89 Coffee Shop
- 44 Movies
- 41 Bakery

²Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, ZCTA5 19003

Recommendations (cont'd)

Question 15 asked, “Would you visit Ardmore more often if it had more of these shops?” The following earned the highest votes:

- Specialty food store 80%
- Book store 75%
- Bakery 70%
- Clothing stores 69%
- Grocery 62%
- Furniture housewares 52%

Question 16 asked, “Would you visit Ardmore more often if it had the following venues?” The top five responses were:

- Movie theater 84%
- Performing arts center 64%
- Family entertainment place 64%
- Nightclub/bars 43%
- Coop artist’s studio and space 42%

These requests make it clear that food related shops (bakery, specialty grocery, and a grocery store) as well as more bars and restaurants would do well in Ardmore based on the current shopper’s preferences. Also popular were more clothing stores (not specific about whether for men, women, or kids), shoes, and a department store, most likely to replace Macy’s in Suburban Square. Bars and nightlife venues, especially movies, were highly requested. This combined list represents the marching orders for the AI’s business recruitment team in the next few years.

Mom and pop stores

Shopping is still the second highest reason for visiting downtown. Only eight percent (8%) of those questioned said they shopped both downtown and at the mall (unspecified). Ardmore shoppers valued unique and diverse shopping environments. Based on the aversion to mall shopping, this indicates a preference for small independent non-chain stores. This is reinforced by the preference for more specialty stores in the area by eighty-two percent (82%) of survey respondents. We encourage the Ardmore Initiative to focus its \$25,000 Business Assistance Grant program on attracting more independently owned shops, such as the most highly requested stores listed above.

Parking

The ability to park easily is a vital component to the success of Ardmore’s commercial downtown. Although respondents were split with forty percent (40%) having trouble with parking downtown and sixty percent (60%) easily finding parking, not a single write-in comment referenced parking in Ardmore as being easy. With significant construction beginning in Suburban Square to triple its parking capacity and a parking expansion underway at Trader Joe’s, Lower Merion Township has proposed temporary changes to permit on-street parking.³ These temporary changes could be used for a limited time as a pilot program after construction is completed to evaluate the level of support from the community for keeping any of the changes to help businesses.

Ardmore as a unique destination

When respondents were asked to compare Ardmore to other areas, the third highest-rated response was that they did not want to compare their town to others but rather wanted to continue building Ardmore’s unique identity. While restoring a movie theater in the area would allow Ardmore to compete with other areas commonly mentioned in comparison, such as Wayne, there are other options available. A performing arts center with programming that

³Source: <http://www.bizjournals.com/philadelphia/news/2016/08/25/ardmore-suburban-square-parking-trader-joes-cre.html> 03

catered both to older patrons who prefer performing arts events at night might do well in Ardmore based on survey respondent's comments. These facilities could also be used for family entertainment events to appeal to younger demographics and make a unique contribution to the community.

Some of the most frequently referenced towns in the comparison exercise are like Ardmore and others are distinctly unique. Wayne and Narberth were two of the top towns and are very similar. They are in a nearby location with a similar layout and feel. However, both have movie theaters, ice cream shops, low speed limits, and popular coffee shops, such as the Gryphon in Wayne. The other top places are Media and Chestnut Hill. These towns have a similar physical characteristic to Ardmore, but different attractions, such as the Dining Under the Stars event in Media. Ardmore can incorporate some of the strengths of nearby Main Line towns, such as quieter traffic patterns and coffee shops. However, its long-term goal could be to create a shopping district character that is uniquely Ardmore.

Marketing tools that work

Local businesses should also be made aware of the effectiveness of various marketing tools in the area. Word of mouth (49%) and experience (11% derived from 'Other') were the most commonly reported sources. The following top sources, social media and Destination Ardmore's Facebook and web pages (18%), were the most effective tools for communications with current Ardmore shoppers. Understanding how to effectively advertise in the *Main Line Times* (7%) and *Main Line Today* (1%) also helps businesses reach certain customers.

Make this report widely available

We suggest making this survey finding report available online and making copies for local merchants. It would also be productive to host small gatherings of merchants and other local officials to explain the results. These steps would ensure that this valuable information about consumer preferences for downtown are understood and used to increase store and restaurant profitability.

Demographic Questions

Demographic Summary

The largest among the various demographic groups surveyed are women (75%), married (also 75%), between the ages of 30 and 69 (86%), white (91%) and with either no children (58%) or one or two children (35%).

The groups of women, married persons, and those without children are all represented to a much higher proportion than Ardmore's population. Many of the shopping, dining, and entertainment preferences also follow from this profile. Future marketing and improvements should keep in mind these groups, which are most attracted by Ardmore's amenities.

Gender

Three quarters of the respondents were female, which is significantly higher than the fifty-two percent (52%) share of women that make up the total population in Ardmore's 19003 zip code⁴.

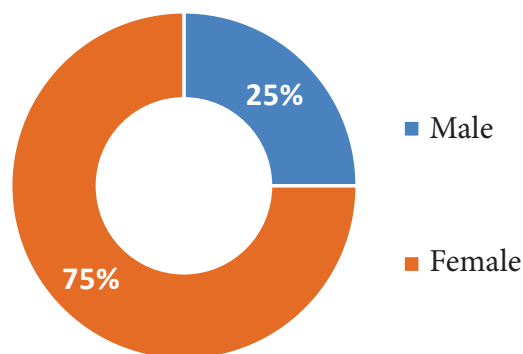
Age

The median age of survey respondents matches Ardmore's median age of 37.6 years. However, when compared to the most recent census data from the American Community Survey (ACS), our survey results represent less of the youngest (below 30) and oldest residents (over 70) of Ardmore's population.

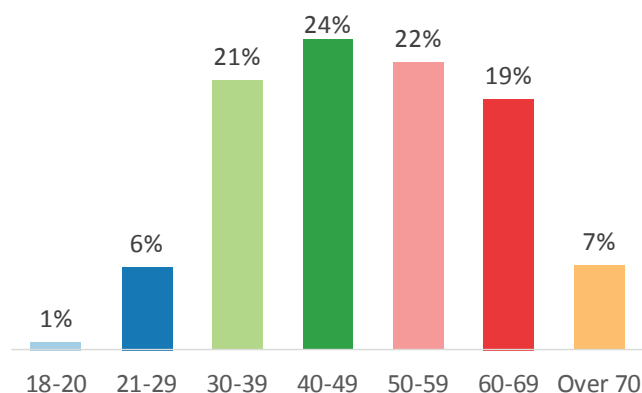
Senior residents in their 60s represent about twice the share of their overall population. In our survey, nineteen percent (19%) of respondents participated, but this population group is just nine percent (9%) overall share of the population per the ACS.

The age groups for respondents from 30 to 60 was like the census, ranging from twenty-one percent to twenty-four percent (21-24%). The ACS lists the population for these age groups from 30 to 60 from twelve percent to fourteen percent (12-14%) each. When accounting for the lack of representation of individuals up to age 30 in our survey, this share appears comparatively representational to the broader demographics. Baby Boomers between the ages of 40 and 59 represent almost half (46%) of all shoppers downtown per the survey responses.

Question 1. What is your gender?



Question 2. Which category includes your age?



⁴ACS DEMOGRAPHIC AND HOUSING ESTIMATES 2011-2015
American Community Survey 5-Year Estimates, ZCTA5 19003

Marital Status

Married couples represent just forty-six percent (46%) of the population in Ardmore. By contrast with the general population, three-quarters (75%) of the respondents indicated that they are married or in a domestic partnership.

The combination of the larger proportion of married persons along with the greater share of women and an age mostly above 30 should guide the focus and determine the target audience for marketing and events in the area.

Race & Ethnic Identity

Ninety-one percent (91%) of survey respondents that identified as white compared to the overall white population of eighty-one percent (81%) in Ardmore.⁵ This coincides with home zip code patterns on the following page, which indicates that most of those who shop in Ardmore live outside of Philadelphia in some of the city's more homogeneous suburbs.

Race and geography also have a close correlation in Philadelphia's suburbs. These survey responses indicate that the home zip codes seen in the following section are very likely only representative of certain portions of those zip code areas (mostly suburban) and specific income levels. So, although a zip code may be more diverse, the shopper demographics indicate that Ardmore is only drawing from specific areas within those zip codes that are more homogeneous.

Children

A smaller share of those surveyed had no children: fifty-eight percent (58%) compared to seventy percent (70%) per the ACS⁶. This indicates that the shopping area in Ardmore is more attractive proportionately to people without children when compared to the overall population.

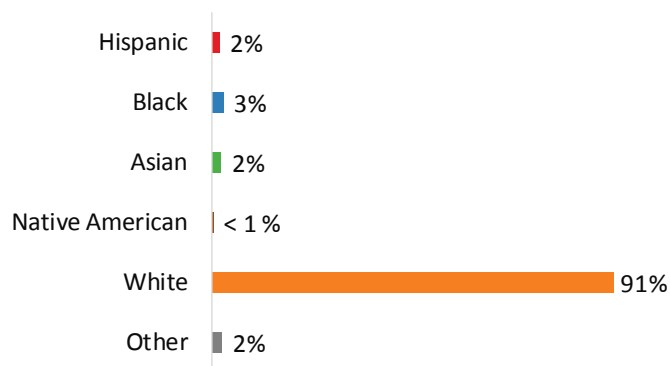
Marketing programs should consider what factors make Ardmore more attractive to families without children, in contrast to other commercial areas that would be specifically attractive to families with kids. The types of stores, restaurants, and housing nearby very likely play a role in this demographic.

The type of programming planned should reflect proportions represented in the survey. We suggest that forty percent (40%) of programs should have children's components and sixty percent (60%) can forgo this aspect.

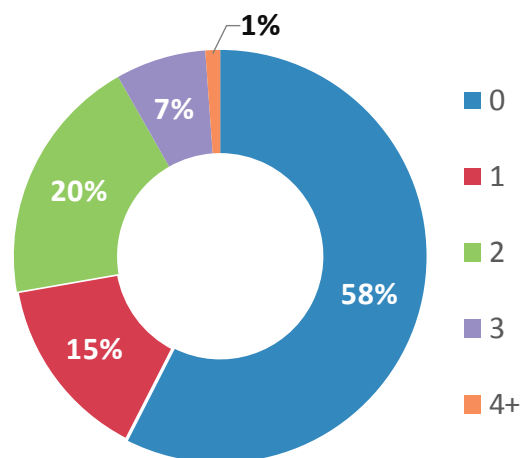
Question 3. What is your Marital Status?

Single, Never Married:	13%
Married or Domestic Partnership:	75%
Widowed:	3%
Divorced:	9%

Question 4. What is your racial or ethnic identity?



Question 7. How many children age 17 or younger live in your household?

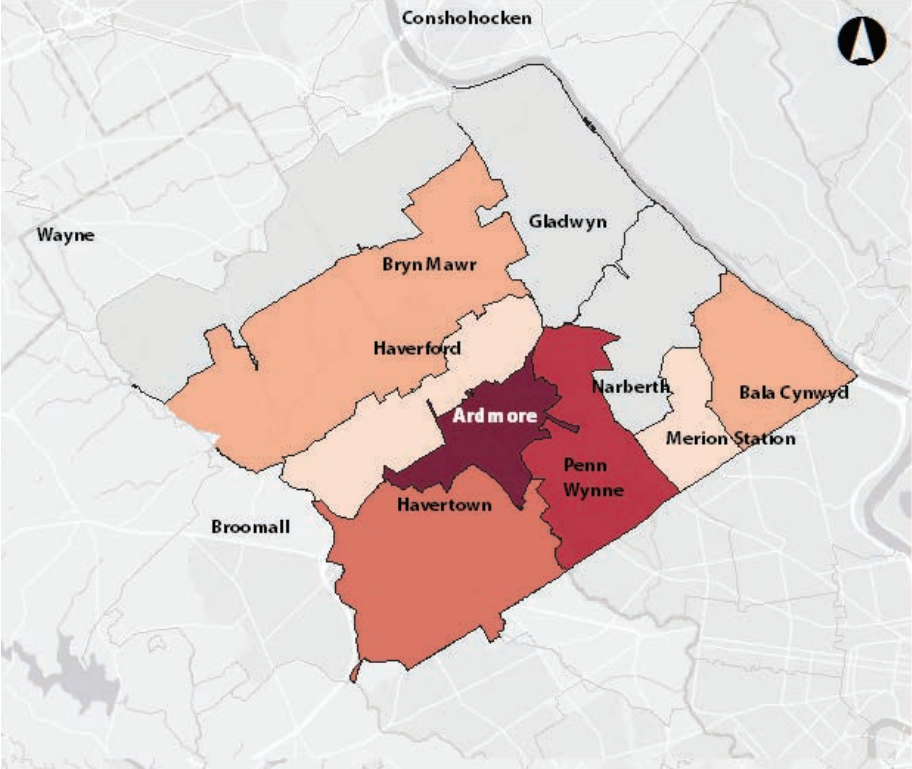


⁵ACS DEMOGRAPHIC AND HOUSING ESTIMATES 2011-2015

⁶American Community Survey 5-Year Estimates, ZCTA5 19003

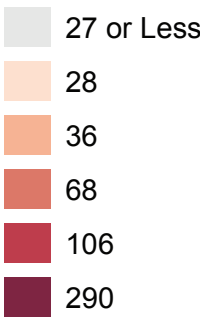
Location and Travel Questions

Question 5. What is your home zip code?



# Responses	Home Zip Code
290	Ardmore (19003)
106	Penn Wynne (19096)
68	Havertown (19083)
36	Bala Cynwyd (19004), & Bryn Mawr (19010)
28	Haverford (19041), & Merion Station (19066)

Responses



Home Zip Code

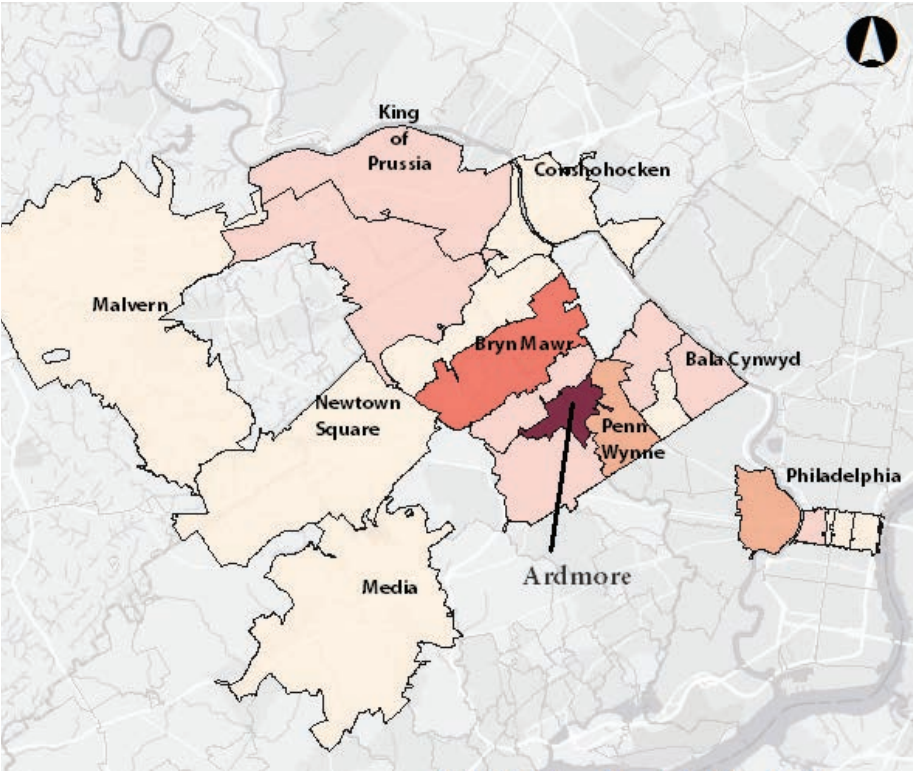
Ardmore is mostly a destination for people who are local. All the 704 respondents live outside of Philadelphia in the suburbs immediately surrounding Ardmore. Ardmore’s zip code (19003) was the most common result, comprising forty-two percent (42%) of those surveyed. The second two most popular zip codes are just outside of Ardmore in Penn Wynne and Havertown, comprising of another 29% of all respondents.

The pattern of travel method includes a significant number of pedestrians per the responses to the question on travel. This not only correlates with the living pattern, but also describes how walkable the neighborhood and downtown area is and, as such, how the commercial corridor is an integrated component of the entire community. Many people also drive to and park in downtown Ardmore, and by comparison fewer come downtown via train.

One of the key themes from Question 26 was that several people answered that they preferred towns with a “community feel.” Given that most people who go downtown are from the community, there is likely an opportunity to program events that are specifically geared towards building community and drawing people from within the area.

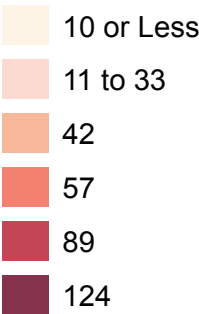
If Ardmore did want to focus on increasing its appeal to folks in Philadelphia or even further away, it would need to promote changes in event programming, types of retail, and branding. This could be done by changing the retail to focus on goods that people are willing to travel farther distances to obtain or concentrating on filling a cultural niche, such as music. A greater focus on destination retail could be used in this scenario.

Question 6. What is your work zip code?



# Responses	Work Zip Code
124	Ardmore (19003)
89	Philadelphia
57	Bryn Mawr (19010)
42	Penn Wynne (19096)
33	Bala Cynwyd (19004)

Responses



Work Zip Code

The geographic reach of work locations is much broader than the home locations. This region includes Philadelphia and as far west as Frazer and Malvern. Ardmore’s 19003 zip code still represents the largest share with twenty percent (20%), but the combined zip codes for Philadelphia represent fifteen percent (15%) of those surveyed. The next two most common work locations are Bryn Mawr and Penn Wynne, combining for another fifteen percent (15%) of responses.

It should be noted that there is possibly a trend between work zip codes and the health industry. The top three zip codes after Ardmore refer to locations that have Bryn Mawr, Lankenau, and University of Pennsylvania hospitals. If the trend is related to these hospitals, then there may be a large subset of shoppers that work within the health industry.

Another notable trend is that Philadelphia consists of a large percentage coming in second after Ardmore’s immediate vicinity. It is possible that a much larger share of these residents

travel by train to work, than the smaller share of those surveyed who reported taking the train to get to downtown Ardmore. Development around the train stations should cater to those commuting to work, who leave in the morning and return in the evenings.

Additional attention could be paid to traffic patterns that would be affected by this pattern of work.

Location and Travel Questions (Cont'd)

Modes of Travel to Ardmore

Driving and walking account for most modes of travel to Ardmore. The large share of people who walk (30%) indicates how many people are local to the area and its level of walkability. The third most popular mode of travel is by train, which accounts for thirteen percent (13%) of the people surveyed.

If you combine the number of people who travel by train and those who walk, the total is the same as the number of drivers (43%). This indicates that walkability, either from the surrounding neighborhoods or from the train station, is a key factor for shoppers and diners in Ardmore. In fact, several shoppers reported in Question 14 that they often visit downtown just to walk and window shop.

As mentioned in the previous section, it should be noted that there is a connection between travel patterns and where people surveyed live. Since most of the people surveyed live near Ardmore, it makes sense that driving and walking are the most common modes, with transit by train or bus being less common. However, it is equally important to mention that the most frequent purpose for visiting downtown is just to travel through.

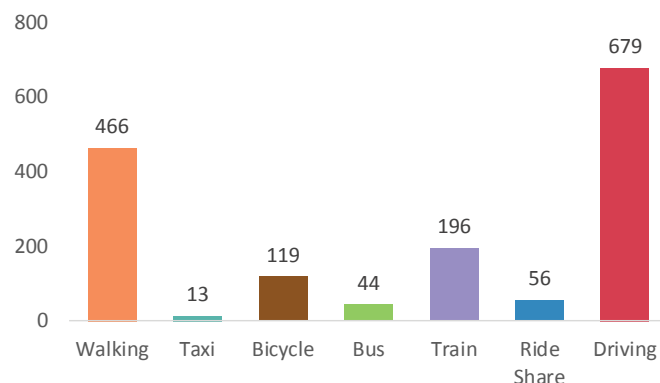
Parking

Of the forty-three percent (43%) of the people who drive to Ardmore, they are evenly split between those who are able to easily park (60% combined) and those who frequently have trouble (40%) finding a place to park. Although the responses were evenly split for finding parking, open-ended comments regarding parking were universally negative.

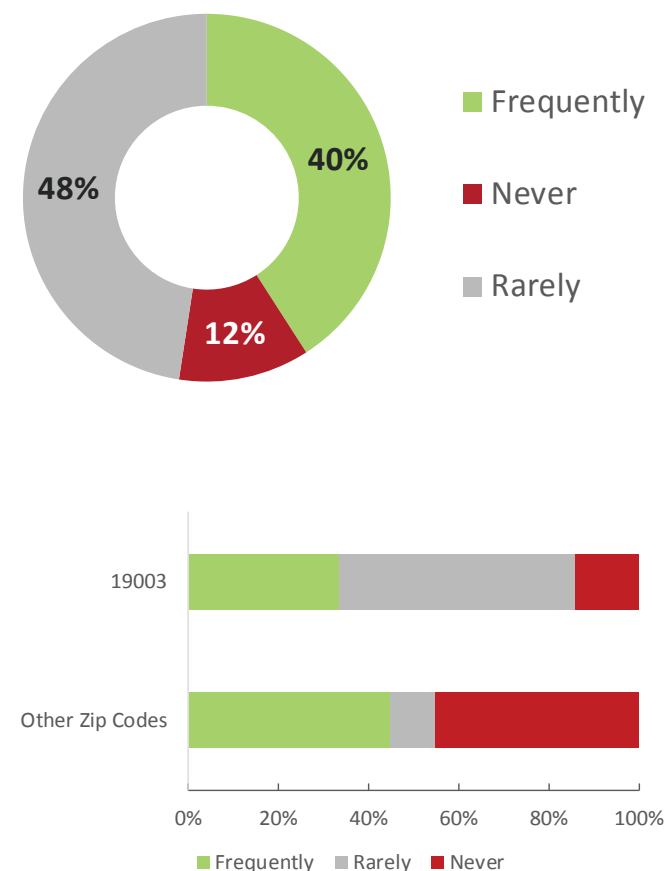
When breaking down parking patterns by zip code, the same pattern appears for people living in Ardmore's 19003 zip code as well as those outside of this area. So, parking is equally easy or difficult both for the residents of Ardmore and those visiting downtown. However, several respondents in 19003 also replied with not applicable (N/A), most likely because they walk to get downtown.

As can be expected, parking arose in several open-ended comments as an important factor in determining other areas people generally liked to visit as well. Easy parking is a vital component to a successful commercial district. Those that had difficulty parking also mentioned it as a concern in their responses to other questions, which naturally indicates that the parking question holds more significance than the yes/no answers given here.

Question 10. Please check all the ways you travel to and from Downtown Ardmore.

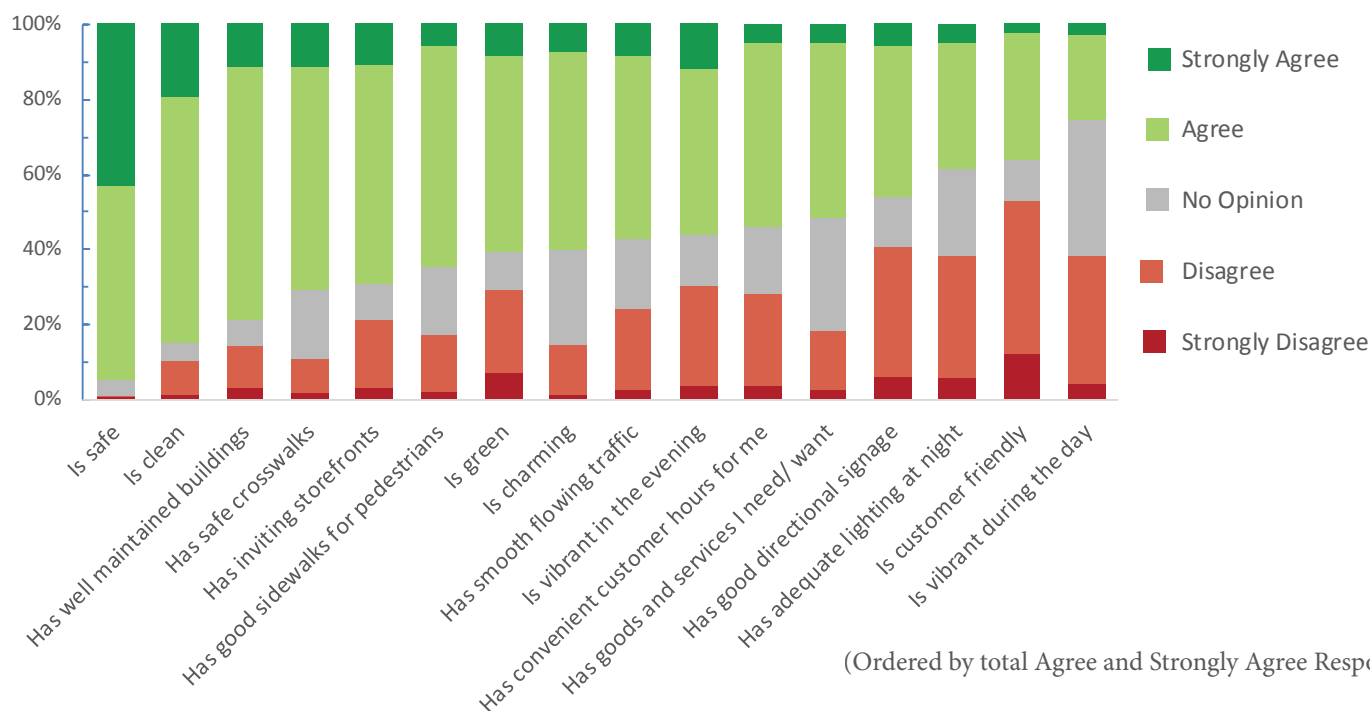


Question 22. Do you ever experience difficulty parking in Downtown Ardmore?



Perceptions (Cont'd)

Question 9. What are your perceptions of Downtown Ardmore?



Downtown Perceptions

The best qualities that respondents associate with downtown Ardmore is that it is safe, clean, has nice buildings and storefronts, and has safe crosswalks. These same themes scored very highly in importance when respondents were asked what they liked best about other towns. Based on these results, it can be assumed that downtown Ardmore already has some of the most important qualities necessary for a successful commercial corridor. However, customer friendliness and vibrancy scored low.

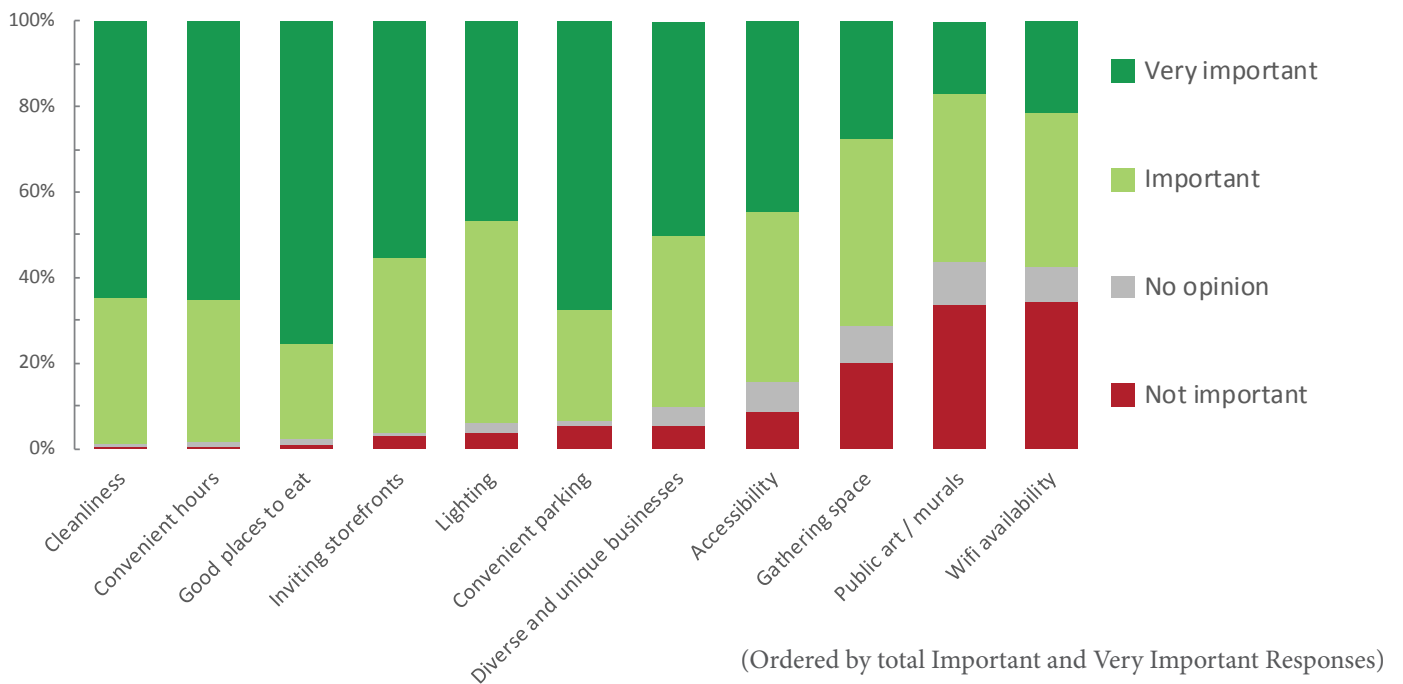
Overall, the survey results were also in the positive with more than fifty percent (50%) of respondents agreeing with three-quarters of the qualities surveyed. Even items ranking lower than others agreed that the area had convenient hours and adequate lighting.

Many people said that Ardmore was not customer friendly, was not vibrant during the day, and did not have good directional signage or lighting at night. Investments could be made by the community to improve signage to make it easier to find areas of interest and parking, as well as to improve lighting. If additional outdoor dining was successfully expanded, this could add to the vibrancy in the area.

The lowest scoring agreement rate fell under whether Ardmore was customer friendly. More research is needed to determine exactly what current customers mean when they say downtown is not customer friendly. The survey results for this question should be shared with businesses so that they can focus on hospitality activities to improve customer perceptions in this area.

Answer Options	Agreement Rate	Satisfaction Rate
Is safe	99%	81%
Is clean	89%	66%
Has safe crosswalks	87%	62%
Has well maintained buildings	84%	60%
Is charming	80%	57%
Has good sidewalks	79%	55%
Has inviting storefronts	76%	55%
Has goods and services I need	74%	52%
Has smooth flowing traffic	70%	50%
Is green	67%	48%
Has convenient hours	65%	46%
Is vibrant in the evening	65%	48%
Has good directional signage	53%	38%
Has adequate lighting at night	50%	35%
Is customer friendly	41%	28%
Is vibrant during the day	40%	28%

Question 21. What do you value most in a shopping environment?



Valued Qualities

Of the most important values, cleanliness and convenient hours scored highly in importance and as qualities that people associate with Ardmore in the previous question. Inviting storefronts scored as an important value but scored in the middle on people's perception in Ardmore.

The two qualities that ranked the highest as "Very Important" were parking and good places to eat. In the comments of later questions, many people had opinions about the various types of restaurants that they would like to see added downtown. Parking was also a continuous trend throughout the survey.

It should be noted that people ranked gathering spaces as the least important qualities. However, many people did want to see more festivals, street fairs, and other events in Ardmore. So, by themselves, gathering spaces are not valued, but the events that these spaces could be used for were stressed in other responses.

Public art and murals is another value that scored low. However, the indirect benefits of art and murals, such as creating a vibe or culture and community feel, are qualities that are important to the people surveyed. These qualities can be created through art.

The lack of interest in Wi-Fi availability is probably correlated with the pattern of shoppers that overall come from the immediate neighborhoods. If more shoppers were to travel from out of the area and farther distances, then perhaps Wi-Fi would increase in importance. It may also be assumed that Wi-Fi is important to specific shoppers in certain spaces, such as coffee shops where its availability is assumed.

Overall, all the qualities surveyed were identified as important by more than half of the responses. Even those areas that scored the lowest, public art and Wi-Fi, still were identified as important by most the people surveyed.

One final note is that Diverse and Unique Businesses ranked in the middle of the results for this question but also were echoed in the open-ended responses. The terms unique, diverse, variety, etc. were continuously stressed as important values for a shopping environment.

Shopping

Information Resource Use

The overwhelming resource used by people planning a trip to Ardmore was word of mouth. This was true for almost half of the people surveyed. Another third of respondents within the “Other” responses specified that they live nearby and are familiar with the area.

When combining social media responses from the graph with relevant responses from the “Other” category (shown on the right below the graph), almost eighteen percent (18%) of people use social media to plan their trips. This category comprises the second largest category of information exchange. It would then appear that the existing social media resources currently being used in Ardmore have been an effective method for communicating to shoppers.

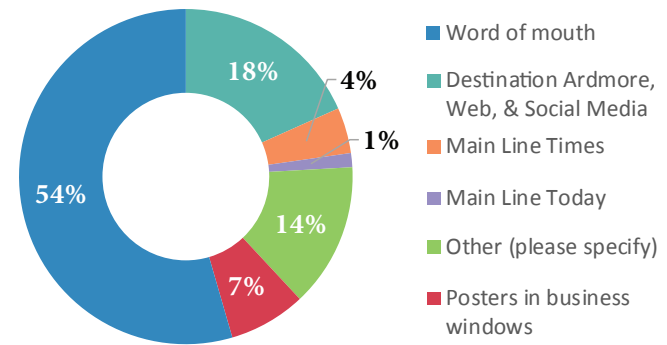
The chart to the bottom right breaks down each response by age group and then divides the total responses by the total population for each cohort. The results display the share of each age group that reported using various resources. Word of mouth was by far the largest source of information across all ages.

It is also relevant to point out that window posters had the second largest share as well as the greatest discrepancy by age group. Window signs were especially effective in reaching those between 21 to 39 years and least effective for those 50 or older.

Posters in business windows also align with responses to other questions that indicated people often window shop or drive through the area, stopping if they see something along the way. For these types of users, window signs and posters would be effective tools of communication, especially since walking is the second most common mode of getting downtown.

The Main Line Times still serves as an effective outreach tool, reaching four percent (4%) of people surveyed. *Main Line Today*, on the other hand, was rarely indicated as a primary tool. However, advertising may have other benefits in addition to communication, such as supporting local news outlets and the community, which should be taken into consideration.

Question 12. Which of the following resources do you use when planning your trip to Downtown Ardmore?

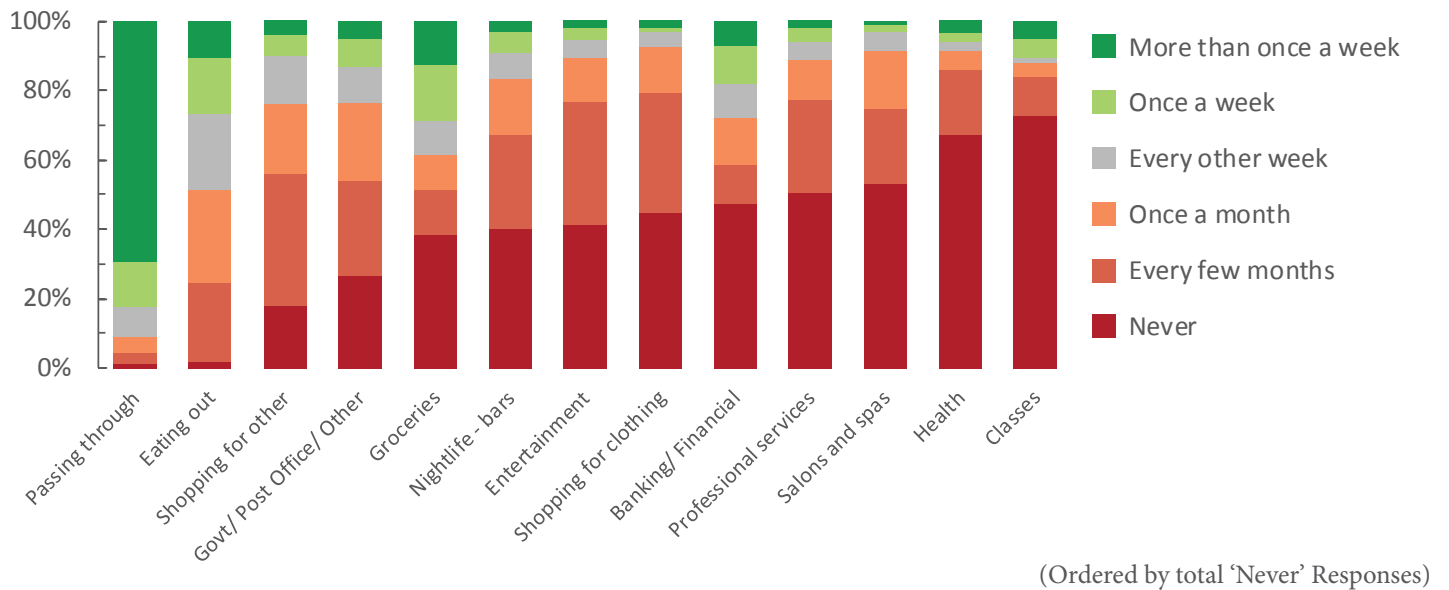


Themes Specified in “Other” Responses:

- 56% Routine / Live Nearby
- 37% No Planning
- 13% Driving Through
- Social Media (Incorporated Above)

Breakdown as a Share of Each Age Cohort	
Age	Share of Total Cohort
21-29	11% 2% 0% 11% 66%
30-39	21% 2% 1% 11% 52%
40-49	16% 3% 1% 8% 51%
50-59	15% 3% 2% 3% 47%
60-69	16% 6% 0% 4% 49%
Over 70	17% 12% 2% 0% 24%
Destination Ardmore, Web, & Social Media	
Main Line Times	
Main Line Today	
Posters in windows	
Word of mouth	

Question 13. How often do you come to Downtown Ardmore for the following?
(excluding Suburban Square)



Visit Frequency

Most often, people visit downtown Ardmore several times a week just passing through the area. This makes sense because of its central location on Lancaster Avenue (US Rt 30) and by SEPTA's Regional Rail. Almost everybody surveyed passes through Ardmore at some point and an equal number of people also eat downtown occasionally.

About a quarter of those surveyed eat out downtown at least once a week or more and an additional twenty-five percent (25%) eat out downtown every other week. Groceries also scored high, with about thirty percent (30%) of people visiting downtown to buy groceries once a week.

The least common purposes for visits downtown was for health-related activities or for classes such as dance, education, fitness, etc. These responses should be compared with the relevance of classes and health facilities. The abundance of Ardmore locations downtown in this category indicates that there is likely an oversupply of these services in the area.

Nightlife and entertainment was a less common component for downtown visits. About forty percent (40%) of people surveyed responded positively to the idea of bringing more nightclubs and bars in the area. Attracting more bars and restaurants was the most common request in responses to Question 18. Question 16 shows that, when broken down by age, this type

of amenity is only popular with those under the age of 49 and is more popular as age declines. However, the size of the age group also shrinks as age decreases.

Attention should be paid to ensure that restaurant and food options remain an attraction for the area and that it is a convenient place to stop while traveling through. There exists an opportunity to continue to build options and events in the evening to draw people to the area.

Shopping (Cont'd)

Other Reasons to Visit

Besides shopping, the two most popular reasons to visit downtown are for work or just to walk. These purposes coincide with the home and work zip codes seen in Questions 5 and 6. Most of the people who visit downtown also work and live in the area, and walking is one of the most popular methods of getting downtown.

The next two most popular reasons to visit are to take the train or visit friends, which relate to working and walking as well. Walking, visiting friends, and attending church are all purposes that contribute to building the feeling of community in the area. Other community building activities and programs would help to strengthen these types of visits to the area.

Shopping Locations

The Venn diagram below in Question 11 shows the overlap and number of responses for each shopping destination. When combined, the total for local & downtown was by far the most popular with 301 responses. Online was the second most popular with 228 responses and the mall accounted for 209 total.

Local and downtown also had the single highest number of responses by itself. Some of the responses that mentioned the mall still voiced a preference for shopping locally. It appears that the mall and shopping downtown tend to be mutually exclusive. There were few results that overlapped.

Online sales on the other hand were typically in combination with a brick and mortar option. Very few people solely shopped online. Most the overlap with online sales were in combination with shopping locally, however this overlap was not much more than those who shopped online at the mall.

Overall, the survey results favor local and downtown businesses for Ardmore shoppers through the large number of responses given for this category over the mall or online. However, this would be expected based on the bias associated with surveying shoppers already in downtown Ardmore. Very rarely did someone report to shop at all three options, but this could be due to the open-response format of the question.

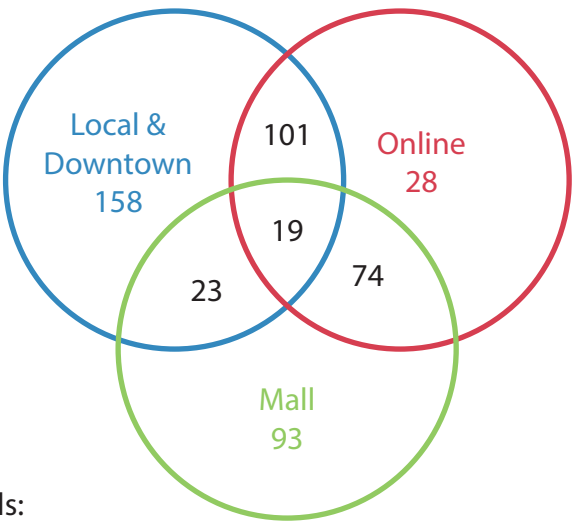
Question 14. If you come to Downtown Ardmore for other reasons, what are they?

Themes in Responses:

24%	Work
22%	Walk
14%	Friends
13%	Train
9%	Residence
8%	Church
5%	Events
5%	Music

*111 Categorized out of 221 total Responses

Question 11. Where do you do most of your shopping?



Totals:

301	Local &Downtown
222	Online
209	Mall

Dining

Dining Frequency

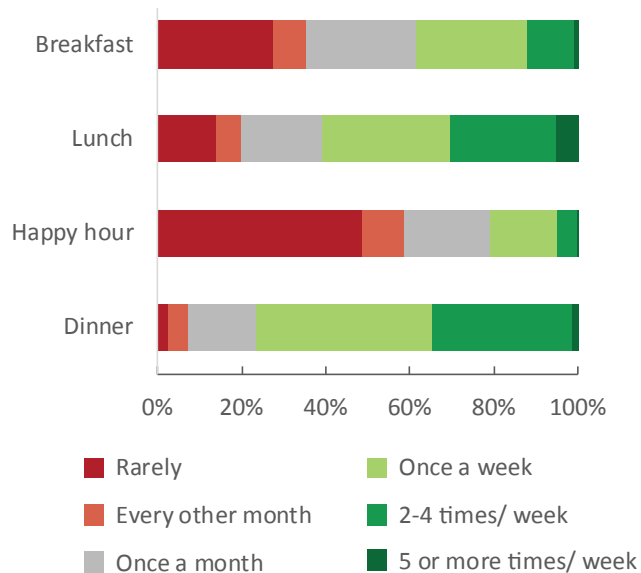
Dinner was the most frequent and common meal, with almost eight percent (80%) of respondents eating out for dinner at least once a week. Question 20 on the following page emphasizes this importance because dinner also averages a larger price per meal. Lunch followed closely behind and happy hour was the least frequent. More than fifty percent (50%) of the survey respondents ate out for lunch and dinner at least weekly, and less than fifty percent (50%) ate out for happy hour and breakfast each week.

The low levels of frequency for happy hour could be due to a lack of available places that attract people after work, or because other areas are more attractive. It could also be due to traffic congestion during this time. However, given that Ardmore was the most popular work zip code, there should be an increased potential to grow within this market area.

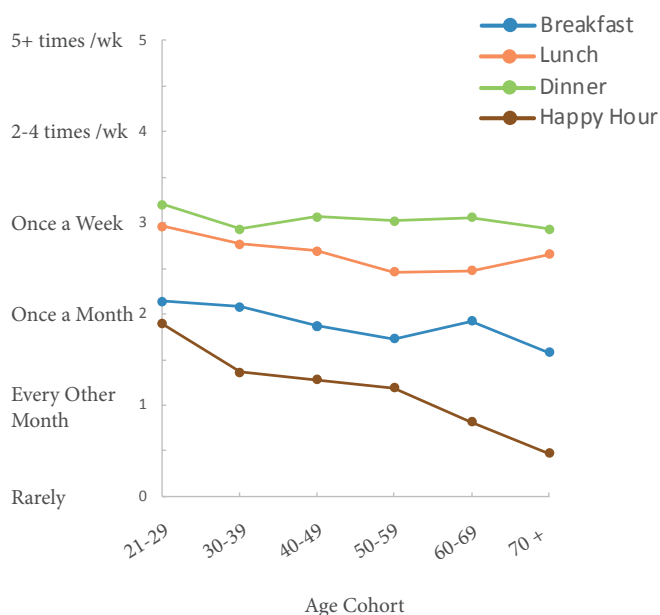
When meals eaten out in downtown Ardmore are combined by age cohort, one clearly visible pattern is that happy hour's popularity was the most dependent on age and steadily declined as age cohorts progressed. When combining all the meals together by age cohort (not shown), the frequency by month and week decreased overall as age increased. This is important because dining in general is more popular with younger crowds, and marketing promotions should continue to cater to these age demographics.

Another age pattern that can be seen is that breakfast varied among age groups as well. The frequency of people who ate out for breakfast rose among those from ages 60-69, matching the popularity of ages younger than 40. This trend is important because marketing and promotions should be specially tailored to accommodate age groups that are likely to eat out.

Question 19. How often do you eat out?



Frequency by Meal and Age Cohort



Dining (Cont'd)

Spending per Meal

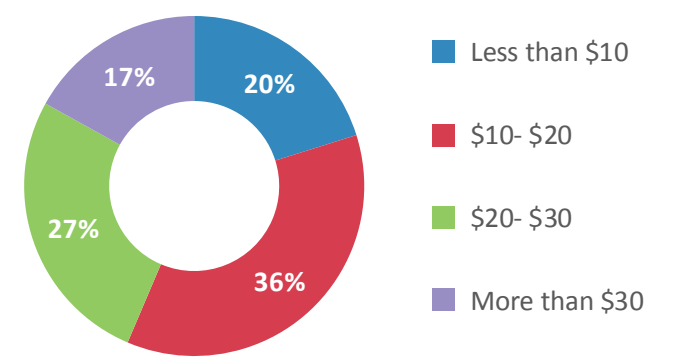
The spending habits of people who eat out are roughly split along the \$20 price point. Just over half (56%) of the people surveyed spend \$20 or less, while the remaining spend more.

When broken down between the two most frequented meals, lunch and dinner, it can be seen that dinner overall accounts for the higher spending pattern. In total, almost three quarters of all dinners purchased were more than \$20 and thirty percent (30%) were in the highest price bracket.

Almost all lunches were less than \$20. A large share (45%) of lunches were purchased for less than \$10. It could be inferred that much of the lunch crowd possibly works in the area. This would account for the high frequency in the category of almost sixty percent (60%) reporting eating downtown at least once a week.

Expanding outdoor dining availability downtown may increase the ability for restaurants to serve more people per night. It also would enhance the pedestrian experience and vibrancy while fulfilling the requests of several of the people surveyed. Outdoor dining was the second most popular write-in suggestion for Question 24.

Question 20. When you eat out how much do you typically spend per person?



	Lunch	Dinner
Less than \$10	45%	1%
\$10- \$20	49%	26%
\$20- \$30	6%	43%
More than \$30	0%	30%

Events, Shopping, and Services

Event Attendance

The popularity of Restaurant Week and Taste of Ardmore, two of the top three most popular events, should not come as a surprise based on the previous findings that Ardmore is most commonly a destination for people to go for food. In addition, these events also have the most awareness indicating the effectiveness of marketing efforts.

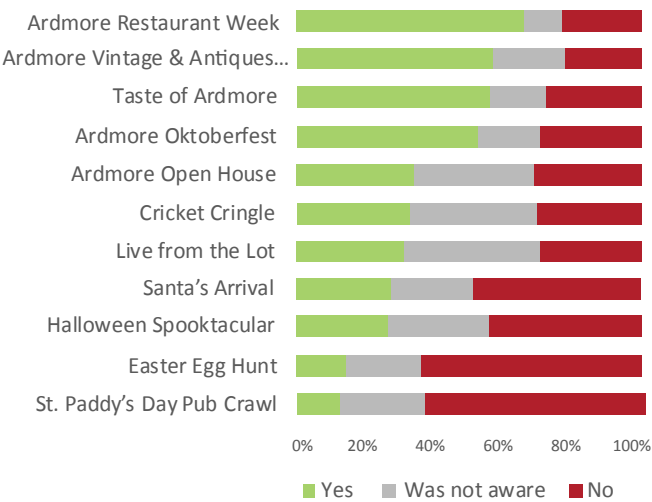
Previous questions also stated that Ardmore’s nightlife is not currently a draw for the area, and that residents desired more improvements in this area. It should be noted that the St. Paddy’s Day Pub Crawl ranked lowest among Ardmore events. It is very likely that the success of an event such as this depends on the overall success of bars and nightlife in the area. Turnout is also highly dependent on a very specific age group, with forty-three percent (43%) positive responses from those ages 21-29, but only eighteen percent (18%) positive responses from those 30-39.

Other low scoring events fell along various holiday activities, which included the Easter Egg Hunt, Halloween Spooktacular, and Santa’s Arrival. It is likely that this lower performance may be the result of a more limited time frame for advertising and availability of the event. Another reason is that only forty percent (40%) of shoppers have children at home. When looking at the percentage of attendance and interest for Santa’s Arrival and Halloween Spooktacular just for families with children, attendance and interest was higher at rates of thirty-nine percent (39%) and thirty-seven percent (37%) respectively.

It is interesting to note that within the ‘Other’ responses for desired activities, music scored very highly. Many people requested various types of music themed events such as outdoor festivals and parades downtown, live music in bars, or other related amenities. Combined with the existing music venues and shops downtown, there is the potential to continue to build upon music as a unique cultural asset for Ardmore. It is also possible that if successful, a music scene can also attract shoppers from outside the immediate area while strengthening a unique downtown culture for the area.

A second common theme through the additional response was to enhance the programming of outdoor events. Whether it be sidewalk sales, a 5k run, events and festivals, or outdoor dining, there is an overwhelming desire to have more events outdoors and to make the outdoor environment more lively and inviting.

Question 23. Have you attended or would you attend any of the following Ardmore events?



Question 24. What other events or activities would you like to see in Downtown Ardmore?

Themes in Responses:

- 69 Music Events
- 20 Outdoor Dining
- 18 Art
- 18 Movies
- 16 Street Closed
- 15 Farmers Market
- 12 Cultural & Christmas Events
- 10 Run / 5k
- 10 Sidewalk Sale / Flea Market
- 7 Beer / Wine Events

*174 Categorized out of 249 total responses

Events, Shopping, and Services (Cont'd)

Other Shopping Destinations

Besides downtown Ardmore, Philadelphia was the most popular overall destination for shopping, dining, and entertainment. However, other towns along the Main Line such as Bryn Mawr, Wayne, Narberth, and Wynnewood were also popular competition for Ardmore in attracting business from shoppers in the area. The three major areas that can be grouped together when looking at shopping patterns for people in Ardmore would be Philadelphia, the Main Line, and the King of Prussia Mall.

As a major city, Philadelphia's immense size and economy have led to its growth as a destination. It draws people from throughout the area to its immense catalogue of dining and shopping locations throughout numerous distinct neighborhoods, each of which are the size of an individual town. So, it makes sense that Philadelphia, including all its individual neighborhoods, ranked at the top of the list for other destinations frequently visited.

However, instead of looking at Philadelphia, it may be more comparable to look at the other suburban townships that are more similar in size and relation to Ardmore. King of Prussia and the nearby towns along the Main Line were also logical places to go since they are the next closest commercial areas to Ardmore, and thus they scored highly as well. These towns followed Philadelphia in popularity.

The Ardmore Initiative should continue to monitor and learn from promotions, events, and advertising in competing downtowns that draw Ardmore shoppers. For example, Media is about 30 minutes to an hour drive depending on traffic, yet it draws about eight percent (8%) of Ardmore's shoppers. Plymouth Meeting, on the other hand, only draws three percent (3%) of Ardmore's shoppers. Media's share was the largest for a small town outside of the area and its Dining Under the Stars events were mentioned in various comments.

Some towns that have downtowns with similar characteristics as Ardmore, such as Media or West Chester, do not draw a significant number of Ardmore shoppers. This is probably an indication of the limitation that distance and accessibility places on travel habits.

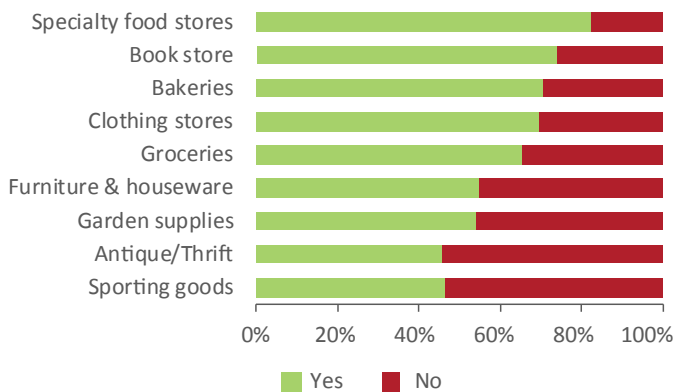
Question 25. Where besides Downtown Ardmore do you go for shopping, dining out, and entertainment?

63%	Philadelphia (Mostly Center City)
33%	King of Prussia
31%	Bryn Mawr
30%	Wayne / Radnor
14%	Narberth
12%	Wynnewood
8%	Media
7%	Havertown
4%	Conshohocken
3%	Plymouth Meeting
3%	Bala Cynwyd
3%	Springfield
2%	West Chester

*547 Categorized out of 573 total responses

Opinions on Future Changes

Question 15. Would you visit Downtown Ardmore more often if it had more of the following types of businesses?



Common 'Other' Responses Specified:

Coffee Shops, Bars/Restaurants, Movie Theatre, Ice Cream, Clothing & Department Stores, Craft Store

(Specific responses for these categories can be found in Appendix C)

New Business Recruitment

More than half of the shoppers surveyed said that most of the business choices offered in the question would entice them to visit Ardmore more often. Of the choices, only antique/thrift stores and sporting good shops were enticing to just under half of the people surveyed. The most popular choices were specialty food stores, which were enticing to over eighty percent (80%) of those surveyed, and a new book store.

Food related business in general scored highly. Specialty food stores, bakeries, and grocery stores made up three of the top five scoring business categories. These food categories were equally or more popular with those in the age groups from 50-69. Those in younger age groups of 21-29 were less enthusiastic about specialty stores. Finally, those from 30-39 were less enthusiastic about the draw of food shops compared to the average of all ages combined.

Clothing stores and antique/thrift shops were most popular with people 21-29 years old. However, the second most popular group for clothing and thrift stores were those 50-59, which is the same group in which furniture and housewares were most popular.

Percent difference in "Yes" responses by Age Cohort.

Answer Options	21-29	30-39	40-49	50-59	60-69	70 +
Specialty food stores	-17%	-9%	3%	6%	3%	5%
Book store	-3%	-8%	0%	1%	9%	-1%
Bakeries	7%	-3%	-4%	2%	5%	-1%
Clothing stores	10%	-7%	-3%	7%	1%	-1%
Groceries	2%	-4%	-2%	0%	5%	2%
Furniture & houseware	2%	-5%	-1%	9%	-1%	-5%
Garden supplies	-20%	-8%	0%	6%	9%	1%
Antique/Thrift	18%	1%	-2%	4%	-2%	-27%
Sporting goods	-18%	-3%	13%	5%	-12%	-7%

A positive number scored is *more* likely for that group compared to the total, and a negative number is *less* likely to visit.

The percent difference is a comparison, normalized across all groups, of the ratio of one age group is compared to the total rate of all ages combined.

So per the above, shoppers 21-29 year olds are *20% less likely* to shop for garden supplies than the total result shown in the graph.

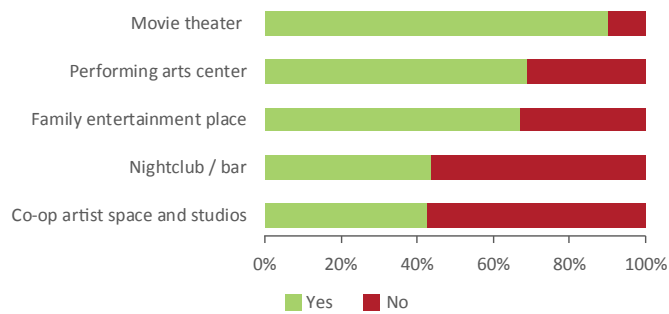
Sporting goods were one of the most polarizing categories. They were more popular with those 40 - 59 and unpopular with the youngest and oldest segments of the population. Gardening supplies were another category that was popular with older shoppers and significantly less popular with younger people.

Based on the survey results the top businesses that should be recruited are a specialty food store (80%), book store (75%), bakery (70%), and clothing store (69%). These were the top four items per responses. Groceries scored as the fifth most popularly requested business, however the current market may not have room for another grocery store considering the presence of several in the area and the construction underway to expand parking at Trader Joe's nearby.

Those within the 30-39 age group did not show any sharp departures from the consensus. They may show a slightly more negative bias against some business types, such as gardening supplies (8% less likely than average), but overall a specific difference was not identified for this group. Based on these results, it could be assumed that their preferences and behavior should be on par with the average for the overall population.

Opinions on Future Changes (Cont'd)

Question 16. Would you visit Downtown Ardmore more often if it had more of the following types of venues?



Percent difference in “Yes” responses by Age Cohort.

Answer Options	21-29	30-39	40-49	50-59	60-69	70 +
Movie theater	3%	-3%	3%	-1%	0%	-1%
Performing arts center	-10%	-7%	-1%	6%	7%	-3%
Family entertainment	6%	17%	13%	-4%	-26%	-34%
Nightclub / bar	18%	4%	9%	0%	-17%	-20%
Co-op space / studios	1%	-11%	1%	4%	5%	0%

A positive number scored is *more* likely for that group compared to the total, and a negative number is *less* likely to visit.

The percent difference is a comparison, normalized across all groups, of the ratio of one age group is compared to the total rate of all ages combined.

So per the above, shoppers 21-29 year olds are *10% less likely* to visit if there was a performing arts center.

New Venue Attractiveness

A movie theater was the top response from ninety percent (90%) of all survey respondents. Equally important was that this response was the top among all age groups with very little variation. Many of the other towns mentioned as top choices such as Wayne, Bryn Mawr, and Narberth still have movie theaters which likely has a large influence on this response. However, it is understood that this would be an extremely challenging project, given the fact that Ardmore’s theater was renovated when it became a gym.

The current economics of the movie industry and the competition presented by the large stadium theater in King of Prussia and the nearby smaller theaters in Narberth, Wayne, and Bryn Mawr make bringing a movie theater back to Ardmore difficult. However, there may be other options that can be explored to fill the demand for entertainment in the community.

It is interesting to look further at the popularity of the second highest rated venue, a performing arts center. Its popularity is closely trended with popularity per age. This venue was less popular with younger people and steadily rose in popularity

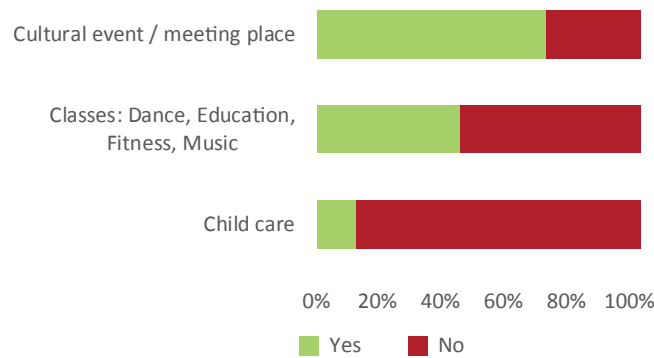
with age, peaking at the 60-69 age group.

Unlike the performing arts center, family entertainment, which was almost tied for second place, had an inverse relationship with age. It was most popular with a younger audience, losing popularity as age rose. If the two complimentary venues could share resources such as parking and hold events under different schedules, it would allow for Ardmore to appease the diverging tastes across age groups.

Nightclubs and bars were popular among all age groups except those over 60 years. As could be expected, this option was most popular with those under 30, but the second most enthusiastic group was those 40-49.

There may be a feasible solution in finding a single location that could be used to appeal to those who would attend performing arts events, and the younger age groups that would be more attracted to a family entertainment place. These two interests very likely would be able to create a complementary schedule that could share the same facilities. In addition, this type of a project could be used to strengthen the sense of community and create a unique amenity in the area.

Question 17. Would you visit Downtown Ardmore more often if it had more of the following types of services?



Percent difference in “Yes” responses by Age Cohort.

Answer Options	21-29	30-39	40-49	50-59	60-69	70 +
Cultural event	-18%	-5%	1%	2%	7%	3%
Classes	1%	10%	4%	-7%	-7%	-3%
Child care	4%	20%	1%	-10%	-11%	-9%

A positive number scored is *more* likely for that group compared to the total, and a negative number is *less* likely to visit.

The percent difference is a comparison, normalized across all groups, of the ratio of one age group is compared to the total rate of all ages combined.

So per the above, shoppers 31-39 year olds are *20% more likely* to visit if child care services were offered downtown.

New Services Attractiveness

“Community feel” was one of the most frequent write- in responses to the open-ended questions. Both Ardmore and other favorite towns were cited as having this important attribute.

Both second two options scored favorably with under half of those surveyed. Classes such as dance, education, and music scored at about forty-five percent (45%) positive. Classes scored lower than this rate for all age groups over 50. It was also shown in the previous questions that this category is currently one of the least common reasons that people visit downtown Ardmore.

Future Improvements (Cont'd)

Desired New Shops

Restaurants and bars are the most commonly requested additions. Many comments specified an ethnic cuisine, high end fast food eatery, or another restaurant. The following were some of the most specific restaurant themes sorted from 152 out of 206 responses:

- Various Ethnic Cuisine
- Vegan / Organic / Healthy
- New Bars
- Breakfast (Sub themes: Sabrina’s, Bagels)
- High End Restaurants (Such as Steven Starr)
- High-End Fast Food

Bars, wine tastings, and other nightlife attractions such as places with music were also in high demand. This demand is apparent even though these types of attractions currently rank lower as a draw for the area.

The requests for clothing and shoe stores also varied across market groups and incomes. Shoppers requested high end, low end, thrift and consignment, and stores for children. Others wanted a replacement for Macy’s, such as another large department store. Shoe stores for a similar myriad of price points and ages were also mentioned as desirable. The following is an ordered list of the most commonly requested retail shops:

- Department Store (Macy’s, Marshall’s, Etc.)
- Boutique Shops
- Shoes (Adult)
- Kids’ Shoes
- Consignment
- Men’s
- Women’s
- Sporting Goods

The continued desire for a movie theatre and ice cream shop were also often repeated and may have impacted the fact that Wayne was a top answer in the following question. Another trend that persisted was replacements for popular shops that recently closed, such as Macy’s. There were also several comments lamenting the closing of Milkboy and Melodie’s coffee shops specifically and desiring a similar shop. Respondents also expressed a desire for a new La Colombe location in Ardmore.

Question 18. What kinds of stores or eateries would you like to see in Downtown Ardmore? Are there shops in other towns that you think would do well in Downtown Ardmore? Please be specific.

225	Restaurants / Bars
92	Clothing / Shoes / Dept Store
89	Coffee Shop
44	Movies
41	Bakery
38	Ice Cream
37	Bookstore
16	Grocery
15	Arts & Crafts
11	Homewares / Hardware

Other Towns

When compared to other towns, Wayne was by far the most popular suggestion with survey participants. Some of the reasons for this are probably because it is a similar town on the Main Line with a movie theater, coffee shops, greenery, an ice cream shop, and other attractions mentioned as desirable in the comments. It should also be noted that Wayne has a slower, calmer traffic pattern at 25 mph which may contribute to its appealing environment.

Media is the second most commonly mentioned town and is notable because it is separate from the other Main Line towns and it is a small town, unlike Philadelphia. Media's outdoor dining and other activities are some of the most attractive aspects about the area.

Many people did not want to make any comparison between Ardmore and other areas. They either liked the town as is, or wanted to distinguish Ardmore as a unique destination not comparable to other towns.

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

145	Wayne	
59	Media	
58	Ardmore	
56	Chestnut Hill	8 - Center City 8 - South Philly 6 - NoLibs / Fishtown 5 - Old City / Society Hill 4 - Germantown/ Mt. Airy 3 - Rittenhouse Square 2 - Manayunk 1 - Fairmount
47	Narberth	
44	Bryn Mawr	
37	Philadelphia	
24	West Chester	
19	Doylestown	
19	New Hope	
16	Manayunk	
8	Ambler	

The rest of this report consists of three appendices and the credits for this report. All the survey data in the appendices are the original outputs generated from Survey Monkey and have not been altered in any way.

Appendix A includes all the graphs generated for the multiple-choice survey questions. These are the original outputs generated from the Survey Monkey platform.

Appendix B includes all the table outputs generated for the multiple-choice survey questions, with the exact percentages and number of responses listed for each multiple-choice question.

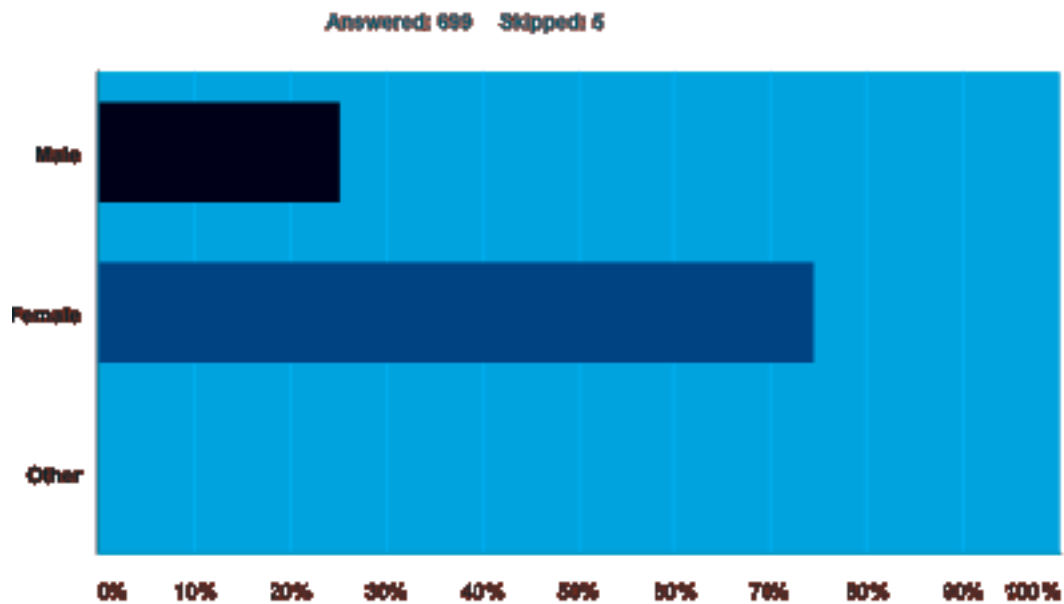
Appendix C includes all the responses written in the open-ended survey questions. These are the original outputs generated. All answers have been included from the original Survey Monkey results and have not been altered in any way. They have been grouped together by the themes that were used in the analysis of this report.

The final section is a credits page.

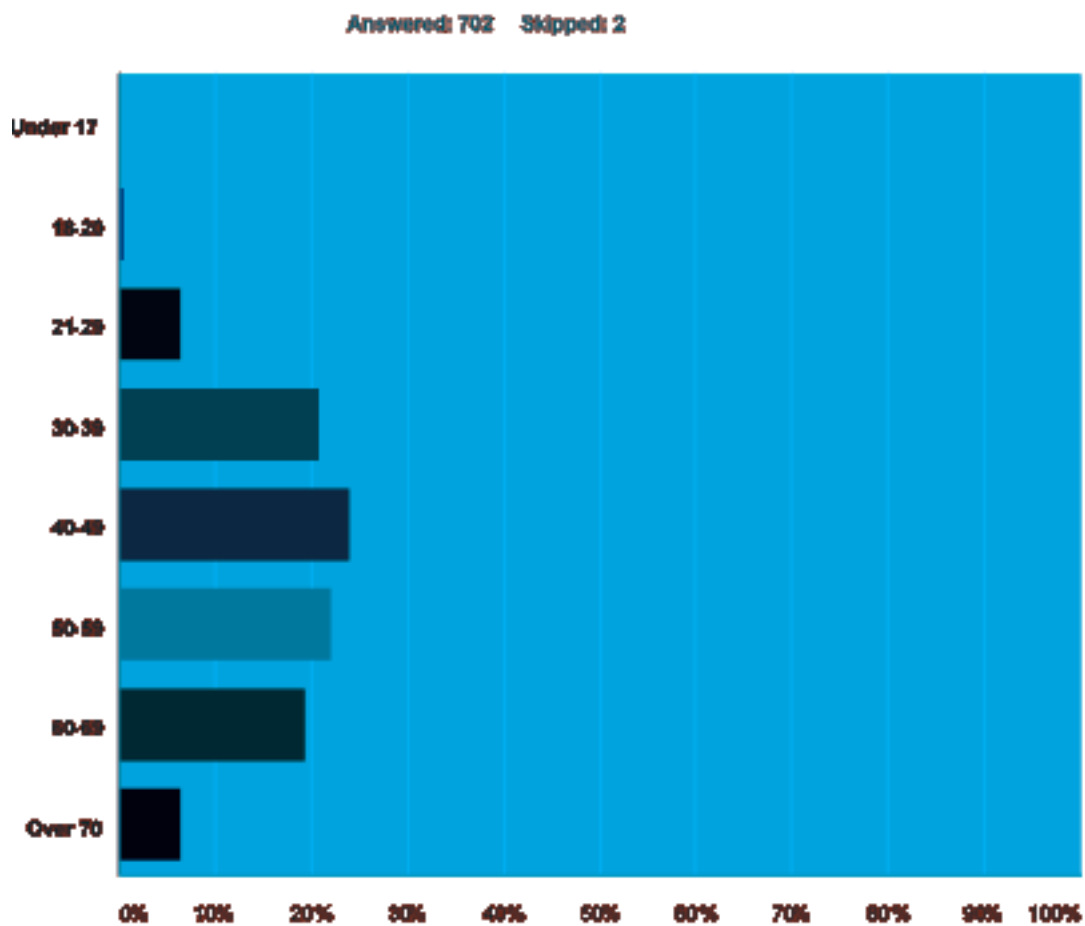
Appendix A

Appendix A includes all of the graphs generated for the multiple choice survey questions. These are the original outputs generated from Survey Monkey and have not been altered in any way. They have been included as a reference.

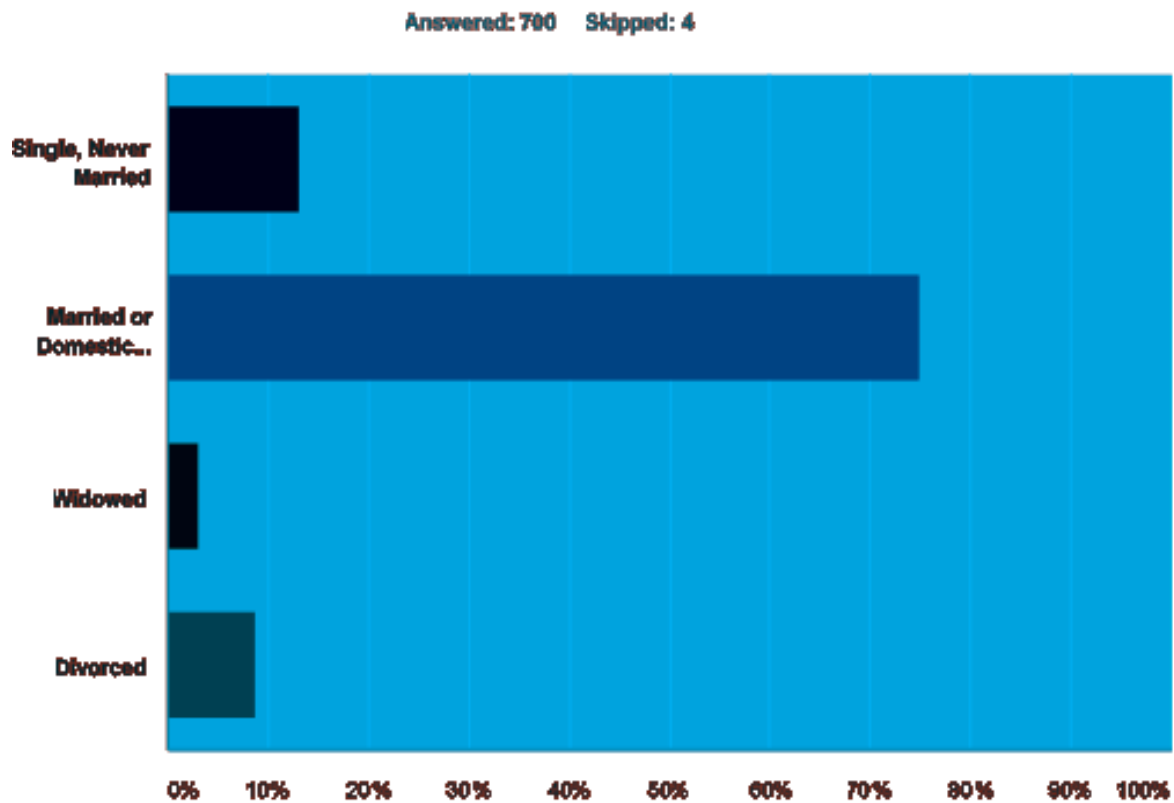
Q1 What is your gender?



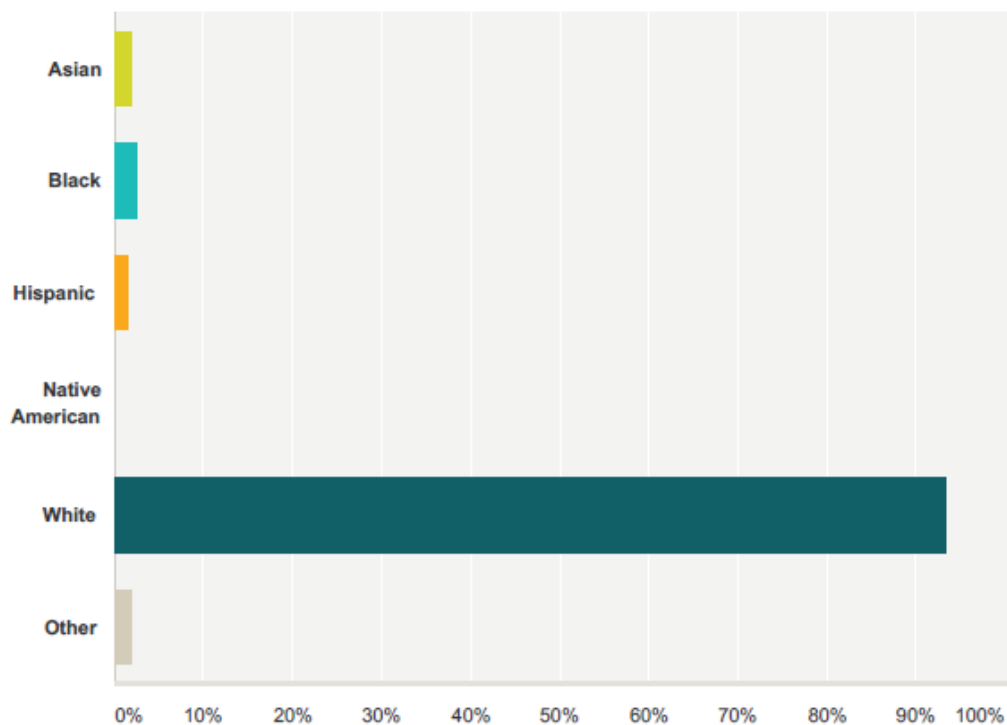
Q2 Which category below includes your age?



Q3 What is your marital status?

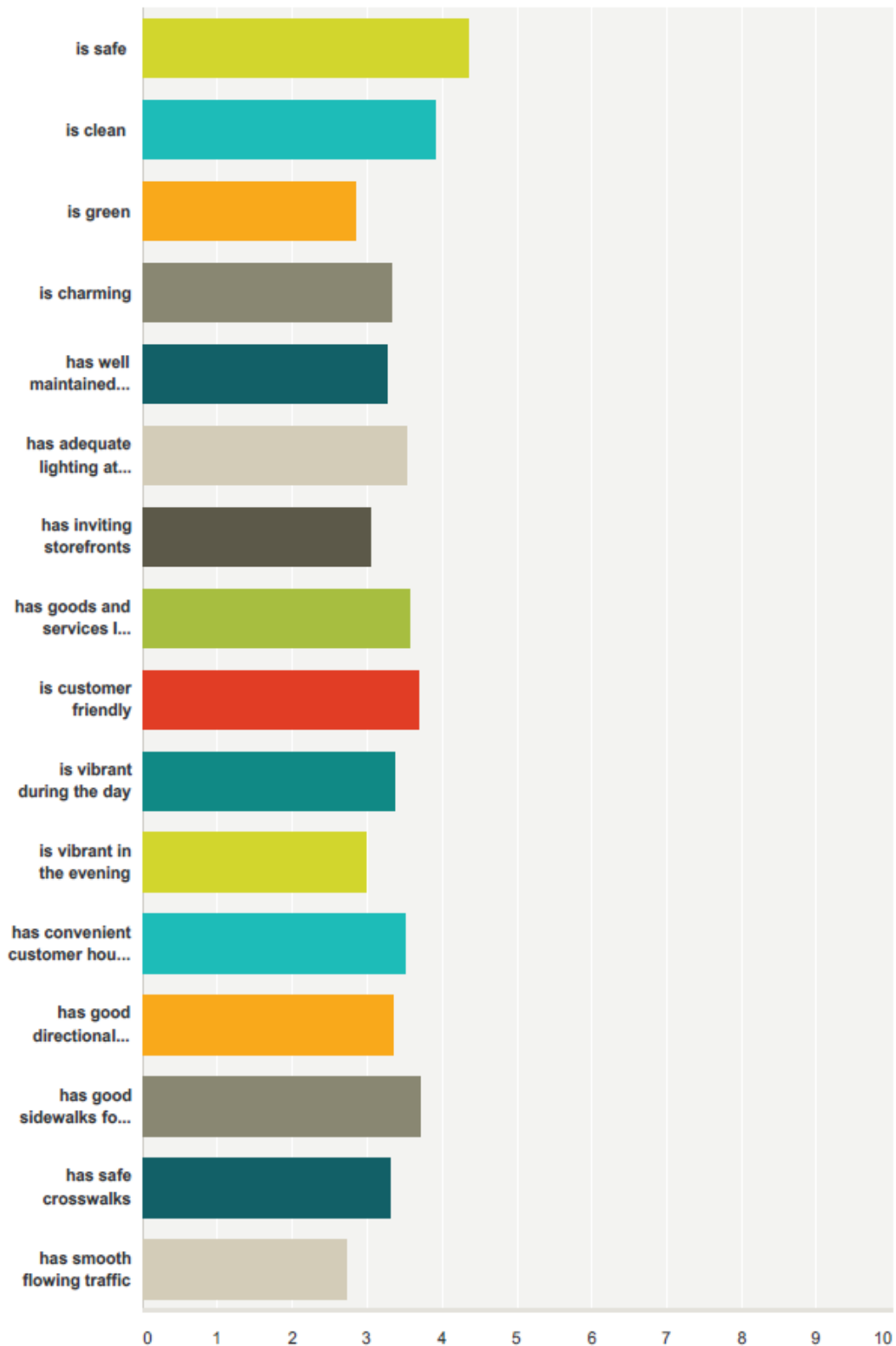


Q4 What is your racial or ethnic identity ?

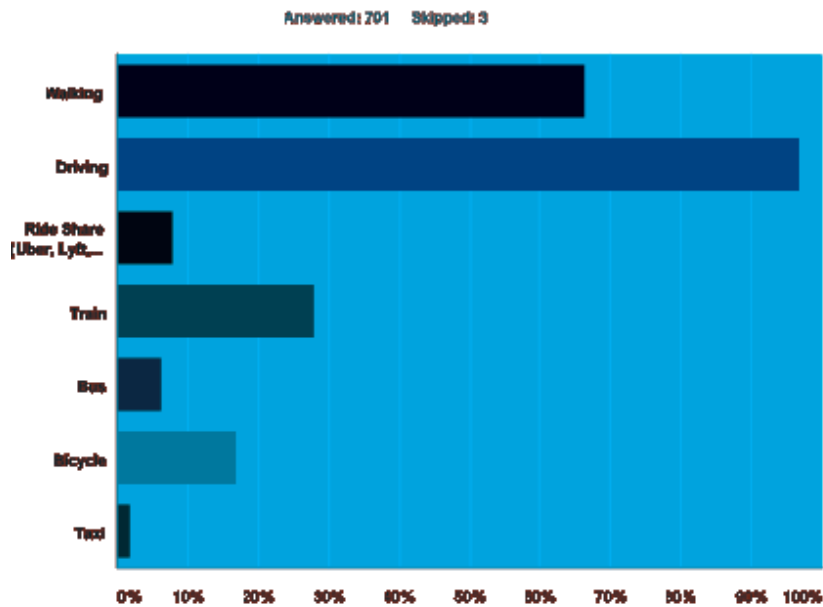


Q9 What are your perceptions of Downtown Ardmore? Downtown Ardmore...

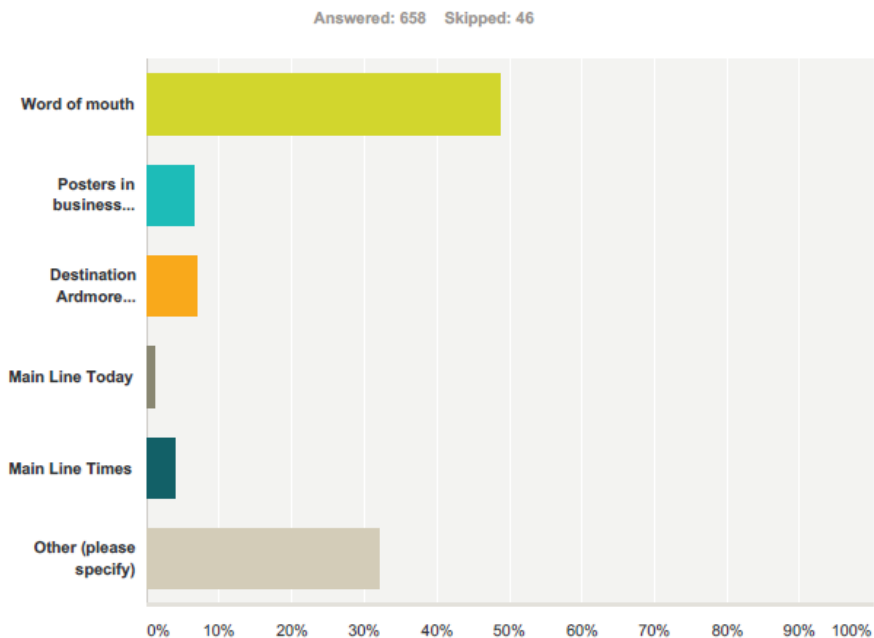
Answered: 703 Skipped: 1



Q10 Please check all the ways you travel to and from Downtown Ardmore.

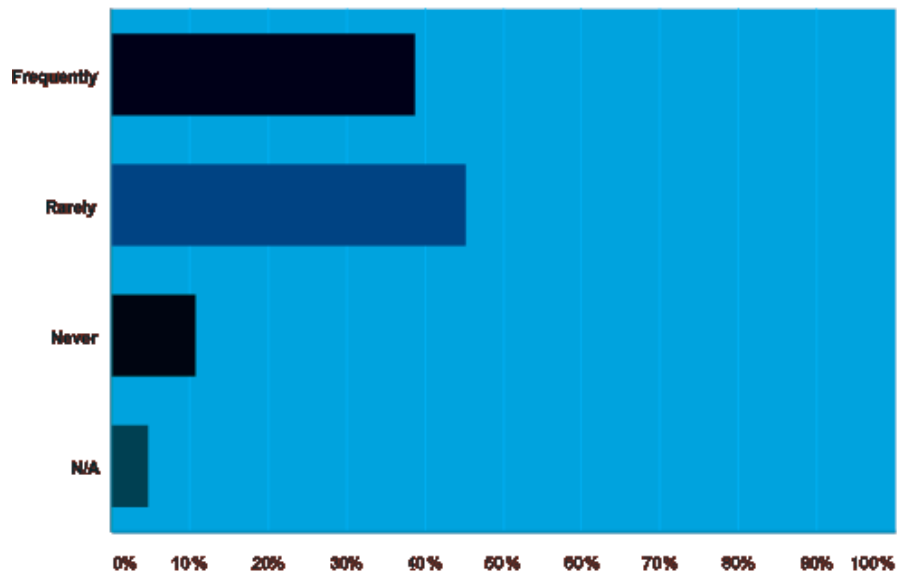


Q12 Which of the following resources do you use when planning your trip to Downtown Ardmore?



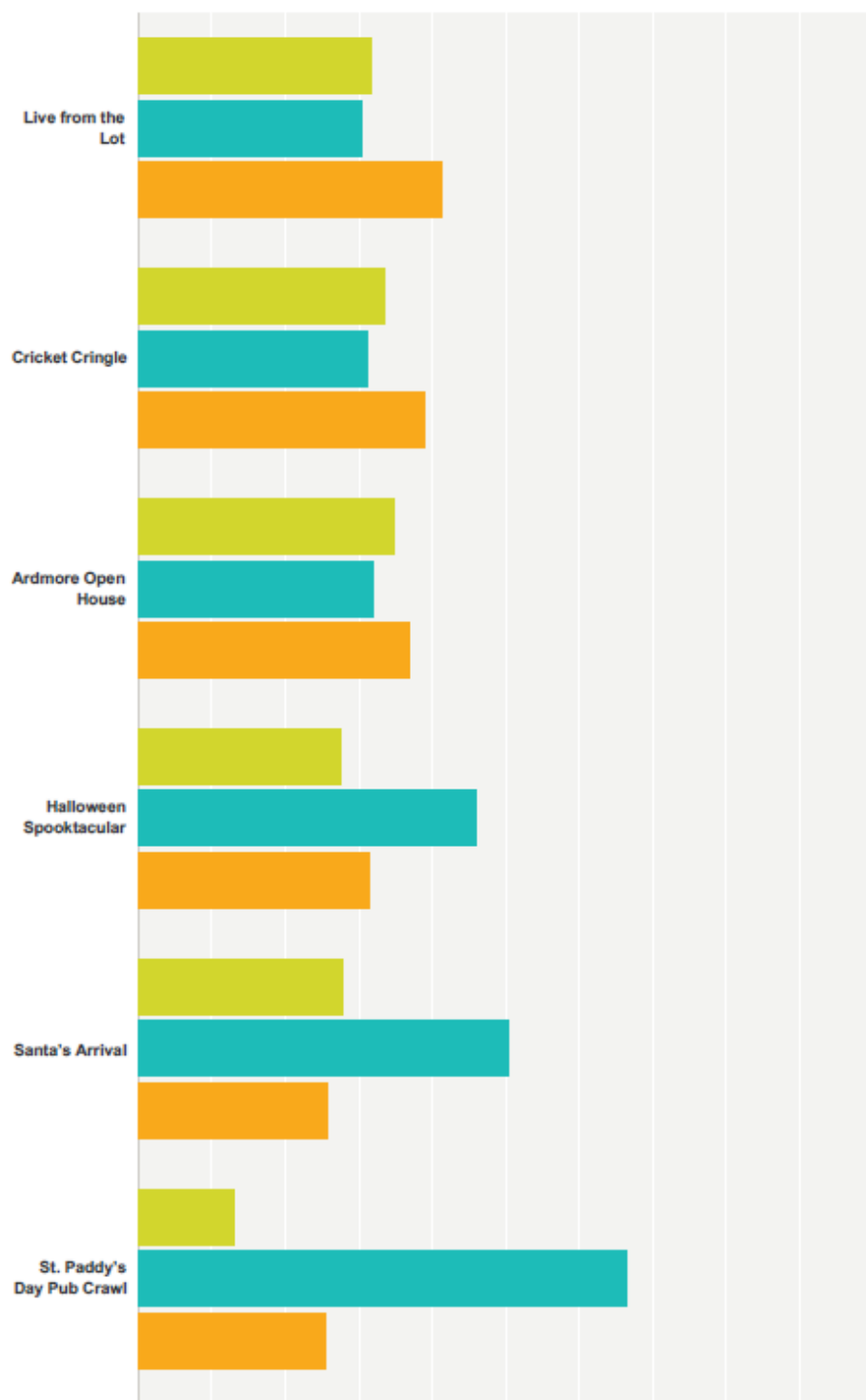
Q22 Do you ever experience difficulty parking in Downtown Ardmore?

Answered: 894 Skipped: 10

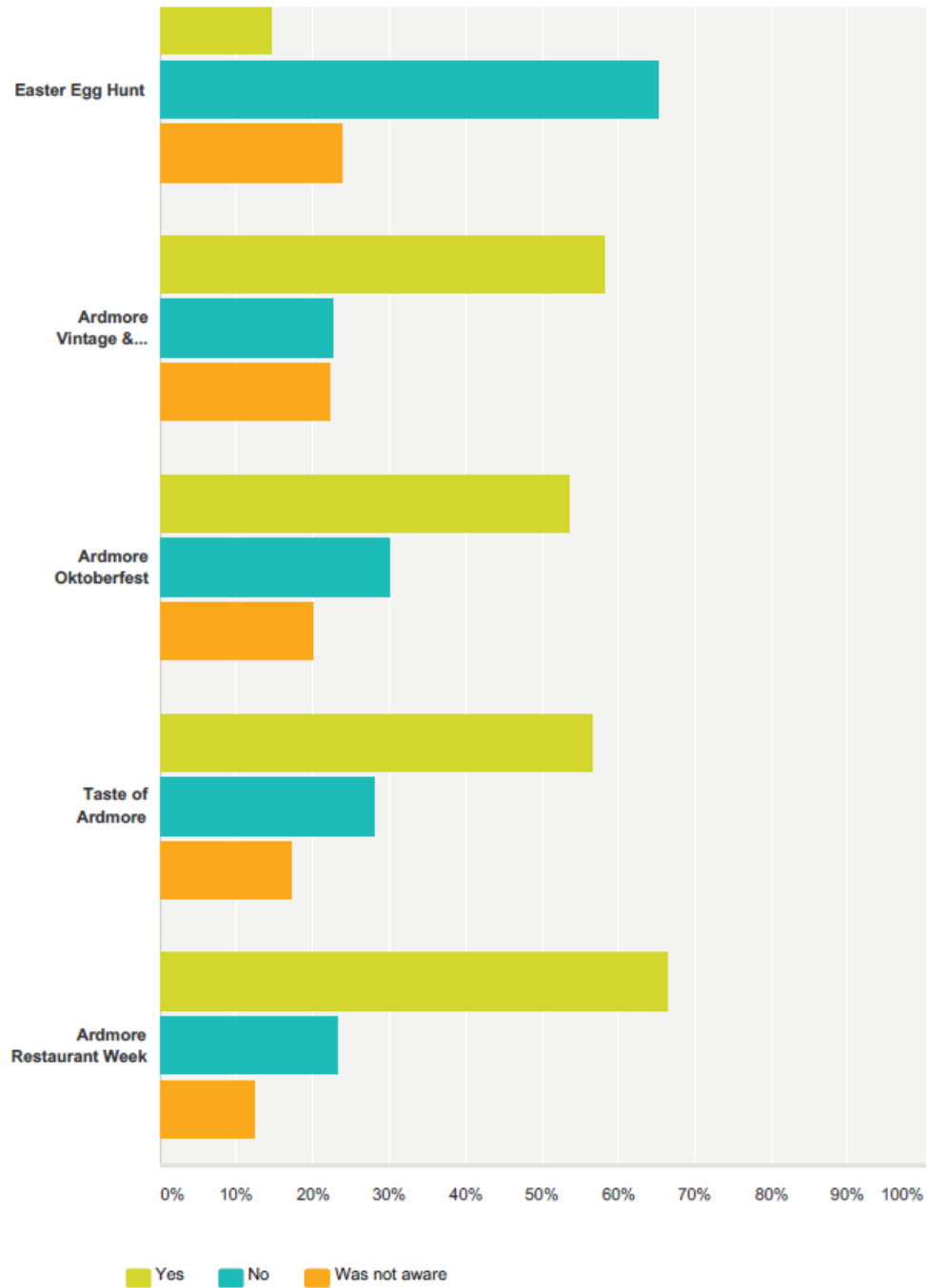


Q23 Have you attended or would you attend any of the following Ardmore events?

Answered: 697 Skipped: 7



Q23 Have you attended or would you attend any of the following Ardmore events? (cont'd)



Appendix B

Appendix B includes all of the table outputs generated for the multiple choice survey questions with the exact percentages and number of responses listed for each multiple choice question. These are the original outputs generated from Survey Monkey and have not been altered in any way. They have been included as a reference.

Q1 What is your gender?

Answer Choices	Responses	
Male	25.32%	177
Female	74.54%	521
Other	0.14%	1
Total		699

Q2 Which category below includes your age?

Answer Choices	Responses	
Under 17	0.14%	1
18-20	0.57%	4
21-29	6.41%	45
30-39	20.80%	146
40-49	23.93%	168
50-59	22.22%	156
60-69	19.37%	136
Over 70	6.55%	46
Total		702

Q3 What is your marital status?

Answer Choices	Responses	
Single, Never Married	13.14%	92
Married or Domestic Partnership	74.86%	524
Widowed	3.14%	22
Divorced	8.86%	62
Total		700

Q4 What is your racial or ethnic identity ?

Answer Choices	Responses	
Asian	2.01%	14
Black	2.45%	17
Hispanic	1.58%	11
Native American	0.14%	1
White	93.24%	648
Other	2.16%	15
Total Respondents: 695		

Q9 What are your perceptions of Downtown Ardmore?

Downtown Ardmore...

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	Total	Weighted Average
is safe	0.72% 5	0.72% 5	3.59% 25	52.08% 363	42.90% 299	697	4.36
is clean	1.43% 10	8.57% 60	5.14% 36	65.57% 459	19.29% 135	700	3.93
is green	4.15% 29	34.24% 239	36.25% 253	22.78% 159	2.58% 18	698	2.85
is charming	3.57% 25	27.00% 189	13.29% 93	44.14% 309	12.00% 84	700	3.34
has well maintained buildings	3.71% 26	24.86% 174	17.43% 122	49.00% 343	5.00% 35	700	3.27
has adequate lighting at night	1.00% 7	13.69% 96	25.25% 177	52.64% 369	7.42% 52	701	3.52
has inviting storefronts	6.04% 42	34.68% 241	13.09% 91	40.14% 279	6.04% 42	695	3.05
has goods and services I need/ want	3.01% 21	18.48% 129	9.31% 65	58.17% 406	11.03% 77	698	3.56
is customer friendly	1.87% 13	8.90% 62	18.79% 131	59.25% 413	11.19% 78	697	3.69
is vibrant during the day	2.59% 18	21.70% 151	18.53% 129	48.99% 341	8.19% 57	696	3.39
is vibrant in the evening	5.90% 41	32.66% 227	23.02% 160	33.67% 234	4.75% 33	695	2.99
has convenient customer hours for me	2.15% 15	15.06% 105	18.22% 127	58.82% 410	5.74% 40	697	3.51
has good directional signage	2.46% 17	15.75% 109	30.06% 208	46.82% 324	4.91% 34	692	3.36
has good sidewalks for pedestrians	3.30% 23	11.17% 78	7.02% 49	67.19% 469	11.32% 79	698	3.72
has safe crosswalks	7.31% 51	21.92% 153	10.17% 71	52.29% 365	8.31% 58	698	3.32
has smooth flowing traffic	12.36% 86	40.52% 282	11.06% 77	33.76% 235	2.30% 16	696	2.73

**Q10 Please check all the ways you travel to and from
Downtown Ardmore.**

Answer Choices	Responses	
Walking	66.48%	466
Driving	96.86%	679
Ride Share (Uber, Lyft, etc.)	7.99%	56
Train	27.96%	196
Bus	6.28%	44
Bicycle	16.98%	119
Taxi	1.85%	13
Total Respondents: 701		

**Q12 Which of the following resources do you use when
planning your trip to Downtown Ardmore?**

Answer Choices	Responses	
Word of mouth	48.78%	321
Posters in business windows	6.69%	44
Destination Ardmore (Facebook and/or website)	7.14%	47
Main Line Today	1.22%	8
Main Line Times	3.95%	26
Other (please specify)	32.22%	212
Total		658

**Q13 How often do you come to Downtown
Ardmore for the following (not including visits to
Suburban Square)?**

c	More than once a week	Once a week	Every other week	Once a month	Every few months	Never	Total	Weighted Average
Banking/ Financial	6.73% 46	11.13% 76	9.96% 68	13.62% 93	11.27% 77	47.29% 323	683	4.53
Classes: Dance, Education, Fitness, Music	4.77% 32	5.66% 38	1.49% 10	4.17% 28	11.18% 75	72.73% 488	671	5.30
Eating out	10.66% 74	16.14% 112	21.61% 150	26.95% 187	22.77% 158	1.87% 13	694	3.41
Entertainment	1.63% 11	3.86% 26	4.90% 33	12.61% 85	35.61% 240	41.39% 279	674	5.01
Government/ Post Office/ Other	4.94% 34	7.85% 54	10.61% 73	22.67% 156	27.47% 189	26.45% 182	688	4.39
Groceries	12.48% 86	16.40% 113	9.43% 65	10.16% 70	13.06% 90	38.46% 265	689	4.10
Health	3.09% 21	2.94% 20	2.21% 15	5.74% 39	18.68% 127	67.35% 458	680	5.36
Nightlife - bars	2.95% 20	5.91% 40	7.83% 53	15.95% 108	27.03% 183	40.32% 273	677	4.79
Passing through	69.21% 472	13.20% 90	8.94% 61	4.25% 29	2.93% 20	1.47% 10	682	1.63
Professional services	1.78% 12	4.30% 29	4.75% 32	11.87% 80	27.00% 182	50.30% 339	674	5.09
Salons and spas	0.73% 5	1.90% 13	5.98% 41	16.33% 112	22.01% 151	53.06% 364	686	5.16
Shopping for clothing	1.62% 11	1.33% 9	4.42% 30	13.40% 91	34.46% 234	44.77% 304	679	5.12
Shopping for other	3.62% 24	6.49% 43	13.73% 91	19.91% 132	38.31% 254	17.95% 119	663	4.37

Q15 Would you visit Downtown Ardmore more often if it had more of the following types of businesses?

	Yes	No	Total	Weighted Average
Antique/Consignment/Thrift	45.70% 303	54.30% 360	663	1.54
Bakeries	70.50% 478	29.50% 200	678	1.29
Book store	73.93% 502	26.07% 177	679	1.26
Clothing stores	69.37% 462	30.63% 204	666	1.31
Furniture & houseware	54.81% 359	45.19% 296	655	1.45
Garden supplies	54.09% 357	45.91% 303	660	1.46
Groceries	65.56% 434	34.44% 228	662	1.34
Specialty food stores	82.25% 556	17.75% 120	676	1.18

Q16 Would you visit Downtown Ardmore more often if it had more of the following types of venues?

	Yes	No	Total	Weighted Average
Movie theater	90.11% 629	9.89% 69	698	1.10
Co-op artist space and studios	42.56% 283	57.44% 382	665	1.57
Performing arts center	68.84% 464	31.16% 210	674	1.31
Nightclub / bar	43.63% 291	56.37% 376	667	1.56
Family entertainment place (Bowling Alley, Arcade, etc.)	66.87% 448	33.13% 222	670	1.33

Q17 Would you visit Downtown Ardmore more often if it had more of the following types of services?

	Yes	No	Total	Weighted Average
Child care	12.20% 81	87.80% 583	664	1.88
Classes: Dance, Education, Fitness, Music	44.48% 298	55.52% 372	670	1.56
Cultural event / meeting place	70.52% 476	29.48% 199	675	1.29

Q19 How often do you eat out?

	5 or more times/ week	2-4 times/ week	Once a week	Once a month	Every other month	Rarely	Total	Weighted Average
Breakfast	1.18% 8	11.03% 75	26.32% 179	26.18% 178	7.79% 53	27.50% 187	680	4.11
Lunch	5.11% 35	25.40% 174	30.51% 209	19.12% 131	6.13% 42	13.72% 94	685	3.37
Happy hour	0.30% 2	4.50% 30	16.07% 107	20.57% 137	10.06% 67	48.50% 323	666	4.81
Dinner	1.30% 9	33.24% 230	41.91% 290	16.33% 113	4.62% 32	2.60% 18	692	2.98

Q20 When you eat out how much do you typically spend per person?

	Lunch	Dinner	Total	Weighted Average
Less than \$10	97.07% 298	2.93% 9	307	1.03
\$10- \$20	59.24% 327	40.76% 225	552	1.41
\$20- \$30	9.11% 37	90.89% 369	406	1.91
More than \$30	1.16% 3	98.84% 255	258	1.99

Q21 What do you value most in a shopping environment?

	Not important	Important	Very important	No opinion	Total	Weighted Average
Cleanliness	0.29% 2	34.11% 235	64.73% 446	0.87% 6	689	2.66
Lighting	3.63% 25	46.66% 321	46.95% 323	2.76% 19	688	2.49
Inviting storefronts	2.77% 19	40.82% 280	55.25% 379	1.17% 8	686	2.55
Public art / murals	33.53% 228	39.56% 269	16.76% 114	10.15% 69	680	2.04
Diverse and unique businesses	5.24% 36	40.17% 276	50.07% 344	4.51% 31	687	2.54
Good places to eat	0.87% 6	22.21% 153	75.33% 519	1.60% 11	689	2.78
Gathering space	20.29% 138	43.82% 298	27.50% 187	8.38% 57	680	2.24
Accessibility	8.77% 60	39.47% 270	44.88% 307	6.87% 47	684	2.50
Wifi availability	34.61% 235	36.23% 246	21.35% 145	7.81% 53	679	2.02
Convenient parking	5.20% 36	25.72% 178	67.63% 468	1.45% 10	692	2.65
Convenient hours	0.58% 4	33.24% 229	65.17% 449	1.02% 7	689	2.67

**Q22 Do you ever experience difficulty parking in
Downtown Ardmore?**

Answer Choices	Responses	
Frequently	38.90%	270
Rarely	45.24%	314
Never	10.95%	76
N/A	4.90%	34
Total		694

Q23 Have you attended or would you attend any of the following Ardmore events?

	Yes	No	Was not aware	Total Respondents
Live from the Lot	31.76% 215	30.43% 206	41.36% 280	677
Cricket Cringle	33.53% 227	31.31% 212	39.00% 264	677
Ardmore Open House	34.81% 236	31.86% 216	36.87% 250	678
Halloween Spooktacular	27.51% 186	46.15% 312	31.51% 213	676
Santa's Arrival	28.05% 191	50.51% 344	25.99% 177	681
St. Paddy's Day Pub Crawl	13.12% 90	66.33% 455	25.66% 176	686
Easter Egg Hunt	14.53% 100	65.41% 450	23.84% 164	688
Ardmore Vintage & Antiques Market	58.28% 401	22.82% 157	22.24% 153	688
Ardmore Oktoberfest	53.68% 365	30.15% 205	20.00% 136	680
Taste of Ardmore	56.66% 387	28.11% 192	17.42% 119	683
Ardmore Restaurant Week	66.33% 457	23.37% 161	12.48% 86	689

Appendix C

Appendix C includes all of the responses written in the open-ended survey questions. These are the original outputs generated, all answers have been included from the original Survey Monkey results and have not been altered in any way. They have been grouped together by the themes that were used in the analysis of this report. Any responses that were not categorized were also included for reference. They have been included as a reference.

Question 8. What are the first three words or phrases that come to mind when you think of Ardmore?

Common Keyword	Survey Response
Cute	• Cute, cozy, good
Cute	• Shopping, cute, nearby
Cute	• Cute, white, suburban
Cute	• Was a cute walking town years ago
Cute	• Cute nearby shopping
Cute	• Cute, Shopping, Close
Cute	• Cute, historic, shopping
Cute	• Cute, shopping, Lancaster Ave
Cute	• Cute, restaurants, shops.
Cute	• It's Promising, Not as cute or chic as Wayne.
Cute	• cute, a little boring, snobby
Cute	• Cute, happy, home
Diverse	• Convenient, more down-to-Earth, diverse
Diverse	• diverse,affordable, eclectic
Diverse	• Central. Diverse. Over-expanding.
Diverse	• Walk, public transportation, diverse
Diverse	• Convenient diverse service-orientes
Diverse	• big, diverse, upscale
Diverse	• Convenience quirky diverse
Diverse	• Diverse, great location, interesting
Diverse	• Location, Great Service Businesses, Diverse Residential mix
Diverse	• Diverse, trendy, schools
Diverse, Fun	• Convenient, fun, diverse
Diverse, Local	• local, diverse, convenient
Diverse, Local	• home, diverse, local
Diverse, Old	• diverse old needy
Diverse, Potential	• Diverse, urban, potential
Food	• trendy, food, beer
Food	• Music food shopping
Food	• Tired hands & food
Food	• Shopping food cool
Food	• Shopping, food,
Food	• Bougie, food, arts.
Food	• Family, Food, Shopping
Food	• Home food gym
Food	• work, food, getting nails done
Food	• Beer food shops
Food	• Food, shopping, location
Food	• good food places
Food	• Suburban Square, food, vacancy
Food	• Crowded. Food . Farmers matket
Friendly	• friendly, warm, welcoming
Friendly	• charming, growing, friendly
Friendly	• Convenient, friendly, up and coming
Friendly	• Home town friendly
Friendly	• near home; welcoming; friendly people
Friendly	• shopping, friendly, walking
Friendly	• Friendly, walking, community
Friendly	• convenient, friendly, nice people
Friendly	• home friendly bustling
Friendly	• Friendly, Convenient, Beer

Common Keyword	Survey Response
Friendly	• Charming, nail salon central, family friendly
Friendly	• Walkability, friendly, shopping
Friendly	• friendly lovely town
Friendly	• Convenient Friendly Familiar
Friendly	• walkability, accessabilty, family friendly, history
Friendly	• home, community, friendly
Friendly	• Friendly, restaurants, shopping
Friendly	• convenient friendly neighborly
Friendly	• Commercial, accessible, friendly
Friendly	• convenient, friendly and accessible
Friendly	• Friendly, expensive, busy
Friendly	• Comfortable, friendly, home
Friendly, Diverse	• convenient, friendly, diverse
Friendly, Diverse	• Friendly,diverse,
Friendly, Fun	• Fun, close to everything, walking-friendly
Friendly, Fun	• friendly fun active
Friendly, Fun, Local	• local, friendly, fun
Friendly, Local	• close, friendly, local
Friendly, Traffic	• Poor, friendly, traffic
Fun	• Unique, hip, fun
Fun	• shopping, dining, funky
Fun	• hometown, funky, comfortable
Fun	• fun, hip, growing
Fun	• “downtown mainline”, funky, flavor
Fun	• Home fun convenient
Fun	• Fun, clean and shopping
Fun	• Central fun suburban
Fun	• great fun home
Fun	• convenient,fun,quality
Fun	• Busy, dinner, fun
Fun	• Convenient, fun, rundown
Fun	• Fun,changing,need filling
Fun, Cute	• Cute, fun, downtown
Fun, Cute	• cute, convenient, fun
Fun, Food	• Shops, Fun, Food
Fun, Food	• Shopping, fun, food !
Fun, Food	• Fun, shopping, food
Fun, Food	• food, fun, shopping
Fun, Food	• fun, food, people
Fun, Local	• Fun, local, great restaurants
Fun, Potential	• Vibrant, potential, fun
Fun, Safe	• fun beautiful safe
Local	• Convenient, shopping, local
Local	• Local shopping family
Local	• Suburban square, the mudroom, local
Local	• My local shopping
Local	• Local, restaurants, convenient
Local	• Local, easy, relaxed
Local	• Local, close, sectioned
Local	• Shopping, local, convenient
Local	• convenient, hometown, local
Local, Food	• local busy food, a little “seedy”
Main Line	• Shopping, family, Main Line
Main Line	• Main Line White
Main Line	• Main Line, changing, congested hub

Question 8. What are the first three words or phrases that come to mind when you think of Ardmore? (cont'd)

Common Keyword	Survey Response
Main Line	• Main line community
Main Line	• Home, Main Line, Leafy
Main Line	• Home, Parks, Main Line
Main Line	• Hardmore, Young, bars & restaurants, main line
Main Line	• Home, Main Line, Walkability
Main Line	• Main line, suburban square, tired hands
Main Line	• Downtown Main Line
Main Line	• heart of the main line
Main Line	• main line, accessible, active
Main Line	• Main Line, central
Main Line	• Heart of the Main Line. Retail Hub. Business Hub.
Main Line	• Main Line Suburbs
Main Line	• convenient, urban suburb, NOT “The Main Line” and that’s a good thing!
Main Line, Cute	• Cute, accessible, main line
Main Line, Food	• Main line, suburban square, food
Old	• golden bowl, bank
Old	• Empty, old, dead
Old	• Oldish, hard to park, not much to wslknaround
Old	• Old, abandoned, centrally located
Old	• Old, not pragmatic, spread out
Old	• Old, empty, vacant
Old	• stores, old, township
Old	• Old congested. Boring
Old	• Old neglected in need of major overhaul
Old	• old, run down, not intersting
Old	• Nice area, a bit boring, older
Old	• Convenient, old fashioned
Old	• Half empty, lost potential, old
Old	• beautiful old neighborly
Old	• Septa, suburban square, old growth trees
Old	• Old decrepit
Old, Train	• Suburban Square, train station, old
Parking	• No parking. Being overdeveloped. Victim of Lower Merion politics.
Parking	• Busy No Parking
Parking	• Not enough parking
Parking	• Parking issue, lack of shopping, inconvenient
Parking	• Parking meters, cramped streets, stores don’t stand out
Parking	• parking, Styche, El Limon
Parking	• Expensive stores, not enough kids stuff, parking problems
Parking	• Parking is hard
Parking	• shopping / difficult parking
Parking	• No parking
Parking	• Close , difficult parking
Parking	• unattractive, dirty, parking
Parking	• Close, tired, bad parking
Parking	• Home, happy, lack of parking
Parking	• Empty stores, difficult parking, some good stores
Parking	• Parking, great bars,
Parking	• Needs better parking
Parking	• Charming, not enough parking, good shopping
Parking	• Bad parking situation makes going to certain businesses very inconvenient

Common Keyword	Survey Response
Parking	• Shopping, restaurants, parking
Parking	• Restaurants, Suburban Square, parking
Parking	• Empty Storefronts, No Parking, Not Progressive
Parking	• Convenient, congested, parking issues
Parking, Cute	• Used to be cute Main Street, now dirty no parking
Parking, Food	• food beer parking
Parking, Old	• old dull parking
Parking, Old	• Old stores and limited parking
Parking, Old	• parking, restaurants, same old
Parking, Potential	• Shabby storefronts, inconvenient parking, untapped potential
Parking, Quaint	• Cool, Quaint, Parking Tickets
Parking, Small	• small, no parking, great restaurants
Parking, Traffic	• active traffic parking
Parking, Traffic	• Traffic, parking, restaurants
Parking, Traffic	• traffic, parking, businesses
Parking, Traffic	• Traffic and no parking
Potential	• charming, declining, potential
Potential	• community, cool, potential
Potential	• Needs a new coffee shop (we miss Milkboy), too many random retail shops, Lots of potential
Potential	• vacancies, potential for being charming
Potential	• Disconnected, Car-centric, Potential
Potential	• Community ,family , potential
Potential, Cute	• Suburban square, cute, so much potential
Potential, Food	• Potential, food, vibrant
Potential, Old	• old, commercial, has potential
Potential, Old	• old, potential, income gaps between neighborhoods
Potential, Old	• Old, busy, potential
Quaint	• Homey, quaint,suburban square
Quaint	• Quaint,growing, special
Quaint	• Busy, bright, quaint
Quaint	• Convenient, quaint, congested
Quaint	• Quaint, pretty, shopping
Quaint	• Quaint, high class, shopping
Quaint	• Quaint, vibrant, growing
Quaint	• Quaint nice town
Quaint	• Quaint
Quaint	• homey, quaint, happening
Quaint	• Attractive, quaint, human-scaled
Quaint	• McCloskeys, Oktoberfest, Quaint
Quaint	• Quaint; young; affordable
Quaint, Diverse	• Diverse, quaint, central
Quaint, Diverse	• Quaint, diverse, restaurants & shopping
Quaint, Food	• Suburban square, quaint neighborhood, good food
Quaint, Friendly	• Friendly, Quaint, convenient
Quaint, Friendly	• Quaint, clean, friendly
Quaint, Friendly, Local	• Quaint, friendly, local businesses
Quaint, Fun, Cute	• cute, quaint, fun
Quaint, Local	• Convenient, quaint, local
Quaint, Local	• quaint, local, convenient
Quaint, Local	• Quaint, convenient, local
Quaint, Potential	• Quaint, rebuilding, potential
Quaint, Safe	• Quaint, Safe, relaxing
Quaint, Small	• Quaint, Nice, Small (town)

Question 8. What are the first three words or phrases that come to mind when you think of Ardmore? (cont'd)

Common Keyword	Survey Response
Quaint, Small	• Quaint, comfortable small town
Quaint, Small	• Quaint, small, neighborly
Quaint, Small	• bustling, convenient, small town quaint
Quaint, Small, Local	• Quaint, home, local/small business
Quaint, Traffic	• quaint, busy, traffic
Quaint, Train	• Quaint, shopping, train
Quaint, Train	• restaurants, train, quaint
Safe	• Home, safe, dining
Safe	• Safe divers hip
Safe	• Close, safe, easy
Safe	• Home, safe, family oriented
Safe	• Schools - safe - quite
Safe	• Trendy, safe, lively
Safe	• Convenient, easy and safe
Safe	• Easy, safe, close
Safe	• Convenient Safe variety
Safe	• Neighborhood, safe, convenient
Safe	• Relaxed, social, safe
Safe	• Home safe pretty
Safe	• safe, family-oriented, full-serviced
Safe	• HOME, convenient, safe
Safe	• safe, growing, home
Shopping	• Close. Shopping. Glad
Shopping	• community, dining, shopping
Shopping	• convenient upscale shopping.
Shopping	• crowded, pubs, shopping
Shopping	• Dining going shopping trader joes
Shopping	• Farmers market, shopping
Shopping	• friends, shopping, library
Shopping	• Growing, shopping, neighborhood
Shopping	• Nearby, shopping, restaurants
Shopping	• neighborhood, community, shopping
Shopping	• Open air shopping
Shopping	• shopping
Shopping	• shopping and restaurants
Shopping	• Shopping dining convenient
Shopping	• Shopping, dining, busy
Shopping	• Shopping, dining, community
Shopping	• Shopping, eating, drinking
Shopping	• Shopping, library, historic
Shopping	• Shopping, nail salons, jewelry
Shopping	• Shopping, restaurants, businesses
Shopping	• shopping, restaurants, congested
Shopping	• Shopping, restaurants, village
Shopping	• Shopping, restaurants, work
Shopping	• Social,shopping, eatery
Shopping	• Suburban square, shopping
Shopping	• Suburban square, shopping
Shopping	• Suburban square, shopping and restaurants
Shopping	• Transit, compact, shopping
Shopping	• Trendy, shopping, expensive

Common Keyword	Survey Response
Shopping	• Village shopping restaurant
Shopping, Home	• Shopping, home, convenient
Shopping, Home	• Home shopping community
Shopping, Home	• Home town shopping lunch
Shopping, Home	• Home, family, shopping
Shopping, Home, Small	• Small, home, shopping
Small	• small shopping places
Small	• A charming small town for people who really live here
Small	• Great small town.
Small	• Small community
Small	• small, wealthy, poorly managed educational commission
Small	• Small, convenient, pricey
Small	• Childhood, small town, family
Small	• Small town feel
Small	• Small town feel, salons, Lancaster Avenue
Small	• Small community in big township
Small	• Family, small town
Small	• Convenient, small, multicultural
Small	• Quiet, pizza, small
Small	• Mainline, small town, community
Small	• Convenient location, empty storefronts, small town feel
Small	• Close, Lancaster Ave, small
Small, Cute	• Cute home small
Small, Cute	• small, could be cute
Small, Food	• Shop small, good food options, suburban square
Small, Friendly	• Friendly nice small
Small, Friendly	• Small friendly affordable
Small, Fun	• funky, small, accessible
Small, Local	• Home, local, small
Small, Main Line	• Home, Main Line, Small
Small, Potential	• home, potential, small town
Small, Potential	• has potential, revolving door of small businesses,
Small, Safe	• safe, small, family
Small, Traffic	• nice small town feel, traffic bottleneck, too many nail salons
Traffic	• Overbuilt, empty stores, traffic jam
Traffic	• Drab, tired, traffic
Traffic	• traffic, commercial, could be attractive
Traffic	• Charm, traffic, hometown
Traffic	• Suburban Square, Farmers' Market, traffic
Traffic	• Ugly Concrete UnGreen Car Traffic
Traffic	• too much traffic
Traffic	• Boring, traffic,
Traffic	• outdated, close, traffic
Traffic	• Suburban Sq, lots of traffic, Ardmore farmers market
Traffic	• High volume traffic, empty storefronts, too many luxury apartments projects, needs a theater
Traffic	• eclectic, endangered, traffic-ridden
Traffic	• Home, traffic- bad
Traffic	• Hard to Park, traffic, dowdy
Traffic	• Charm traffic restaurants
Traffic	• looming overdevelopment/traffic nightmares, unique community identity (that identity in serious jeopardy), "Village", socio-economic diversity
Traffic	• traffic, Farmer's Market, Tired Hands
Traffic	• Charming, outdated, traffic

Question 8. What are the first three words or phrases that come to mind when you think of Ardmore? (cont'd)

Common Keyword	Survey Response
Traffic	• Suburban square, traffic and strip malls
Traffic	• traffic, not many good restaurant choices, trader Joes
Traffic	• Traffic
Traffic	• Traffic stores restaurants
Traffic	• Choked by traffic
Traffic, Main Line	• Main Line, Horrible Traffic, Hoodlums
Traffic, Main Line	• Main Line, Lancaster Ave, Traffic
Traffic, Train	• Train, shopping, traffic
Train	• convenience, Suburban Square, train station
Train	• Train Lancaster music hall
Train	• Shopping. Crowded. Train.
Train	• Nice place to live, train, Lower Merion Schools
Train	• Suburban Square. Train. Planet Fitness. Not your average joes
Train	• Shopping, eating, train
Train	• thrift, Ruby's, train
Train	• Business shopping train
Train	• Suburban, Restaurants, Train
Train, Food	• Food Suburban Square Train
Walkable	• Walkable, Transit, Everything
Walkable	• Walkable, Accessable, Down to Earth
Walkable	• Comfortable, community, walkable
Walkable	• Awesome, walkable, beer
Walkable	• Walkable,
Walkable	• walkable, cool
Walkable	• Walkable, Retail, boring
Walkable	• Drinks, walkable, wished I still lived there
Walkable	• walkable, convenient, family
Walkable	• Walkable, transit-oriented, wonderful
Walkable	• Neighborhood walkable cool
Walkable	• Pretentious, walkable, boring
Walkable	• Convenient walkable awesome
Walkable	• Trees, walkable, suburban
Walkable	• neighborhood, walkable, variety
Walkable	• walkable, neighborhood town, green(spaces)/parks
Walkable	• Entitled customers. Overpriced shops. Walkable
Walkable	• Walkable, neighborly, community
Walkable	• Community, lively, walkable
Walkable	• walkable, community-minded, neighborhood
Walkable	• walkable, growing, lacklustre streetscape
Walkable	• Community, walkable, social
Walkable	• walkable, welcoming, clean
Walkable	• convenient, walkable, good neighbors
Walkable	• up and coming, exurb, walkable
Walkable	• Community, walkable,
Walkable, Cute	• walkable, cute, changing
Walkable, Diverse	• Walkable, diverse, parks
Walkable, Diverse	• walkable, diverse, retail
Walkable, Diverse	• Walkable, diverse, things to do
Walkable, Diverse	• Diverse, walkable, central
Walkable, Diverse, Train	• walkable, quick train ride to city, diverse
Walkable, Friendly	• Green, friendly, walkable

Common Keyword	Survey Response
Walkable, Friendly	• Walkable, friendly, evolving
Walkable, Friendly	• Walkable, great dining, friendly neighbours
Walkable, Friendly	• Family-friendly, lively, walkable
Walkable, Friendly, Local	• Friendly, Walkable, Local
Walkable, Home	• Convenient, home, walkable
Walkable, Home	• Home, neighborhood, walkable town yet close to a city
Walkable, Home, Food	• walkable, up and coming, good food, home
Walkable, Home, Friendly	• Walkable. Friendly. Home.
Walkable, Home, Fun	• Fun, walkable, home
Walkable, Local	• Walkable, local business, charming
Walkable, Local	• Local walkable upscale
Walkable, Parking	• Limited parking, many shops, walkable area
Walkable, Potential	• eclectic walkable potential
Walkable, Potential	• Potential, growth, walkable
Walkable, Quaint	• Walkable, quaint
Walkable, Quaint	• Stores, quaint, walkable
Walkable, Quaint, Friendly	• Quaint, friendly, walkable
Walkable, Safe	• Walkable, convenient, safe
Walkable, Safe	• Safe walkable expensive
Walkable, Shopping	• Walkable, shopping, eating
Walkable, Shopping	• Walkable, shopping, restaurants
Walkable, Shopping	• Walkable, transit, shopping
Walkable, Shopping	• Walkable, middle class, good restaurants and shopping
Walkable, Shopping, Food	• Food Shopping Walkable
Walkable, Shopping, Local	• neighborhood, walkable, would like more local shopping
Walkable, Shopping, Quaint	• Quaint, walkable, shopping
Walkable, Shopping, Train	• Shopping, train, walkable
Walkable, Small	• Small town. Walkable
Walkable, Small, Diverse	• small town, walkable, diverse
Walkable, Small, Local	• small town, walkable, local
Walkable, Traffic	• Convenient, walkable, traffic
Walkable, Train	• Downtown, train, walkable
Walkable, Train	• Chain stores that have no soul, walkable, train
Walkable, Train	• walkable, downtown, train station
	• A changing town
	• A little run down, suburban square, needs more restaurants
	• a lot of potential, not fully realized. About to become overdeveloped. Needing a new train station.
	• accessible, suburban square
	• Accessible, needs makeover
	• Accessible, run down
	• adorable, hometown, main street usa
	• Anti-progress, obstructive, decaying
	• Aqua hut
	• Ardmore is Great.
	• Ardmore music hall
	• artisan, alternative, craft
	• Average & needs updating
	• Beautiful developed neighborhood
	• Beautiful little town
	• Boring
	• boring, boring, boring
	• boring, boring, dead boring.
	• boring, empty of life, difficult to drive through

Question 8. What are the first three words or phrases that come to mind when you think of Ardmore? (cont'd)

Common Keyword	Survey Response
	<ul style="list-style-type: none">• Boring, expensive, lacks nag good restaurants• Busy neighborhood, lots of activities/businesses, center of mainline• Busy, close, border-line• Busy, commercial, and culture• busy, community-oriented, everything you need in one place• Cars, pizza, town square• chaging too fast as dictated by outsider developers• Childhood, high rent, too many vacancies• classic main street• Classy, convenient, healthy• Classy, unique, thirsty• Close. Easy. Fast• comfy quiet great• Community Charming. Convenient• Community walkability convenient• Community, parks, beer• Community, suburban square, Lancaster ave• congested• Congested, music hall, Apple• Congested, run down, pass through• congested, unkempt, inconvenient• congestion,• Convenient• Convenient• Convenient• Convenient Fresh Changing• Convenient,• Convenient, close to philadelphia, good housing• Convenient, close, suburban square• Convenient, eclectic,could be much better• Convenient, limited, potential• convenient, pretty, livable• Convenient, suburban square, restaurants• Convenient, Trader Joes, farmers market.• Convenient, upcoming, congested• convenient, walk, family• Could be better• Could be better• Cricket ave• Crossfit tired hands• Crowded, expensive, need a place to do something• Crowded, shop, convenient• Crowded, stuffy, boring• dingy• Dining, unique, uppity (or expensive)• Dirty Tired Rundown• Dirty,Dingy,Congested• Downtown, I wish it had more• downtown, township building, Amtrak• Dreary tired dull• Dumpy - Tired - Lease Signs

Common Keyword	Survey Response
	<ul style="list-style-type: none">• dumpy buildings, ugly streetscape, miracle mile• eclectic• Eclectic, mom and pop stores, restaurants• edgy, up and coming, little town that could• El limon• empty store fronts• Empty store fronts• empty stores, nice walking area• Everything to offer• Expensive restaurants• expensive, convenient, busy• Expensive, crowded, changing• Expensive, young, restaurants• Family, good neighbors, home• Farmer's Market, suburban square• farmers market, library, suburban square• Farmers market, suburban square, outdoor mall• Fern's Elephant Trunk• for wealthier people• great breweries, auto-dominated, not much activity• Great neighborhood• Great place to live• Great schools• Great walking• Gritty, floundering, inaccessible• Growing too fast• Grungy empty boring• Hang out, trendy• Heading in the wrong direction• Hip, awesome, home• Hip, laid back, calm• Hip, modern, loud• hip, young, convenient• Historic inner ring suburban• Home• Home comfortable accessible• Home sweet home• Home town cozy• home town, center of Lower merion• Home, central, historical• Home, congested, convenient• home, dining• Home, Downtown, Community• home, love, convenient• Home, peaceful, changing• home, quiet, nice• Home, shops, neighborhood• Home, suburban square, neighborhood• Home. Viking. Like.• Home. nice. Peaceful• hometown, busy, close• Hometown, Classy, Affordable• Hometown, modernizing, convenient• Hometown, shops, restaurants

Question 8. What are the first three words or phrases that come to mind when you think of Ardmore? (cont'd)

Common Keyword	Survey Response
	<ul style="list-style-type: none">• Homey, welcoming, comfortable• I like it• improving, changing, needs investment• Irish blue collar• Jr League, Suburban Square, Tired Hands• Junior League Thrift Shop• Lacks vibrancy• Lancaster Ave; restaurants; stores• Library, Ardmore Music Hall• location, location, location• Lots of shops• love it• Love my hometown• Love my hometown• Love the stores• Love to shop• Lower Merion Township• Lower Merion Township• Lulu's Casita!, shops• Main Street USA• many nail salons• merion art• mom shopped there• Music Hall• Music hall• Music, date, bars• My grandfathers store• my town; growing; want to see it flourish• Nail salons• nail salons galore• Nails, eat, trader Joes• Nearby, hodgepodge• Nearby, walk to location, restaurants & shops• Neat. Compact. Interesting.• Needs a reboot• Needs improvement• needs more umph• Needs some revitalization• Needs some work• Needs updating• Neighborhood , getting too congested , suburban sq• Neighborhood, clean, historic• Nice little town• Nice Stores• Nice, busy, home• Nice, Walk-able, Underachieving• Nice, warm, caring• Niche. Prolific. Inviting• no good restaurants• Not good• Not green enough, Needs a GREAT Diner

Common Keyword**Survey Response**

- Not very happening
- on the move, up-and-coming, Wayne east of 476
- Outdated, hodgepodge, conflict
- Outdated, Suburban Square, party city
- over-developed, grid, grungy
- Overpriced, vain, dead-zone
- Pleasant pretentious convenient
- Pleasant, busy, mixed
- Pleasant, nearby, Suburban Square
- Preserve, restore rejuvenate
- Pretty good bars
- Rebuilding, optimistic, confused
- Restaurant, septa, suburban square
- Restaurants, Junior League
- Restaurants, trader joes, suburban square
- Restaurants. Music. Family.
- retail destination, unpleasant Lancaster Ave, failed urban planning
- Revitalization
- Revitalized, youthful, racist
- Ruined by Dranoff
- Run Down
- Run down business district
- Run down; nail salons; needs development
- run-down, empty, dirty
- Sad looking storefronts
- Shop eat park
- Shop, playground, walk
- Shops, music, restaurants
- So happy we chose to move to this area 20 years ago!
- Some good shops
- somewhat boring
- Special, unique, hometown
- Storefronts sidewalk community
- Suburb Expensive Convenient
- suburban community, excellent public school system,
- Suburban peacefulness; city perks
- suburban square
- Suburban Square
- Suburban square
- Suburban Square & Ardmore west
- Suburban Square shops
- Suburban square, farmers market, shops
- Suburban Square, Lancaster Ave, Just missing a little something from being a cool town
- Suburban Square, Nail Salons, Needs better restaurants
- Suburban square, nails
- Suburban Square, Planet Fitness, Mapes
- Suburban square, pool, Brownie's
- Suburban square, recreation center, farmers' market
- Suburban Square, Tired Hands, Amtrak
- Suburban square, Tired Hands, Trader Joe's
- Suburban Square, TWP building, good restaurants
- Suburban Square/nail salons/hair salons
- suburban square/Trader JOes/Farmers MArket

Common Keyword**Survey Response**

- Suburban, home, needs improvement
- Suburban, Mall, Family
- Tired
- tired, jules thin crust, nail salons
- too fancy now
- too many fast cars
- Town, bars, neighbors
- Town, Mainline, home
- town, neighbors, community
- Township Administraiton Building, Fire Company, Restaturants and Bars
- Trader joes
- trader joes
- trader joes, farmers market
- Trader Joes, Farmers Mkt. Ardmore Music Hall
- Trader Joe's, shrinking, always changing
- Unique, Exciting, Charming
- Unique, Suburban Square, Restaurants
- up and coming
- Up and coming
- vacancies, congested, needs work
- Very run down
- Viking Pasteries..Yum!!
- Village, unique shops, a bit shabby with poorly maintained store fronts and ugly signage on Lancaster Avenue with absence of 10' high pedestrian-scale street 'torch-style' lamps found in Bala Cynwyd, Wayne, Havertown, Bethlehem Pike leading to Chestnut Hill
- Walk around suburban
- wawa, state store, restaurant
- Wealthy, Neighborhood, Downtown
- What could've been
- Where I live
- Wonderful great love
- Wonderful place to live
- Wonderful. Farmers. Market.
- Young families, growing
- Younger, hipper, verge of cool
- Yuppie

Q14 If you come to Downtown Ardmore for other reasons, what are they?

Church

- Church
- Go to church
- ardmores presbyterian church
- Church, shopping at suburban square
- Coffee
- Church
- Kids activities church at 6:8
- for church at St. Mary's Episcopal Church
- meetings, church

Events Related Comments

- Outdoor markets, festivals
- Festivals
- Event (Easter egg hunt)
- seasonal events (oktoberfest/springfest, former clover market, cricket cringle)
- Special events
- Farmers market

Friends

- lunch with friends who work in Ardmore
- Meeting spot with friends in the area
- Visit friends, and love the cricket festival
- Drinks with friends
- Friends
- Carl
- visit friends
- Planning trips with Swain
- Meeting friends for a meal.
- See my Dad
- To see friends
- Visit Friends
- meet up with a friend
- Family lives in Ardmore

Music

- Play at Lulu's Casita
- Hear music
- Music lessons
- buy piano music! Love calliope!
- Music, food and drinks
- Ardmore Music Hall

Residence

- I live there
- I live here.
- Pay taxes
- Pay local taxes
- I live here
- Resident
- Live here
- Live here
- I live here
- I live there

Train

- Convenient hub for SEPTA, Amtrak
- Take the train
- Train
- Take the train to New York
- Catch the train
- Train station, running, Cricket Lot events
- Taking the train
- catch the train
- Pick wife up at train
- To catch the train into the city
- train
- To take the train
- To go the train station, planet fitness,
- Train
-

Walking

- We often take walks, browse the shop fronts.
- Walking the dog
- Just to walk around and enjoy the community
- Stoll around and window shop, etc
- Walking and window shopping
- To just walk around. Events, too.
- Walk thru to see what's new; hope for new/innovative shops/markets, but rarely find any. Seems like more interesting stuff going on in outskirts of Ardmore than in downtown Ardmore.
- Walk around, but not many places to just stop in to browse
- Just for a walk
- Run or Walk around the area
- Just to go for a walk.
- Street festivals
- Socialize, fresh air
- Window shopping
- I live relatively close and I like walking through Downtown Ardmore. It's visually interesting and

-
- enjoyable to walk through.
 - to stroll and window shop on a nice day
 - Walk around...
 - Sometimes we just like to take a walk before dinner as a family
 - Walking / Exercise
- Work**
- Work
 - Work
 - Picking up child at work
 - work
 - Work
 - Work
 - Work
 - accountant
 - Coworking
 - Work
 - work/business
 - Work
 - work
 - I work there
 - Work
 - work
 - To work at Bizzy Mamas
 - Work
 - work
 - Business meetings, play dates at LuLu's
 - Work Commute
 - permits, administrative paperwork
 - work
 - Work
 - I work there
 - Work space
 - Work
- All Other Comments (Uncategorized)**
- Auto service
 - No
 - I do not.
 - Dining. Shoemaker.
 - come to township offices
 - Maido
 - Barber shop and Mapes general store
 - Basically eat or just walk-- not much to buy in stores
 - Dining out
 - often get take out from Ardmore base restaurants
 - Post Office, Library, Liquor Store
 - N/a
 - Visit my retailer that sells my custom pens
 - Party store, art supply store
 - Wawa
 - Bakery/child resources
 - Food/Other
 - Drive past mostly
 - Movie rental
 - What exactly is Downtown Ardmore?
 - Browse for gifts
 - Restaurants
 - groceries, bankig
 - Library
 - Dining out, coffee shop, random errands
 - Pick up takeout, go to the train station, thrift shopping at Junior League, Clover Market
 - pet valu
 - N/A
 - AMH, Human Zoom, video store.
 - notary; beauty salon, farmers market, Page boy may collude with Wayn
 - Shopping
 - To eat, hair cut, Wawa, Mapes hardware
 - Mostly for Tired Hands
 - To dine
 - Vintage market, clover market
 - None
 - closest good hardware store
 - Thrift/consignment stores
 - N/A
 - To take grandkids to Ruby's
 - Car repairs
 - Food
 - Dining
 - To get to suburban Square
 - There is good beer
 - na
 - Linwood Park, Lulus Casita
 - Clothing stores or restaurants
 - Shop for gifts
 - Eye dr party store bike store
 - Food
 - Starbucks
 - None
 - I try not to - better places in Bryn Mawr etc- ardmore starting to look like downtown Norristown- list the charm
 - Harry's, Pennywise, Jr League, Buckman's, Viva Video, Radio Shack
 - Viva video
 - Jennie's Deli Mapes neighborhood league
 - Gifts, odds and ends
 - NA
 - bargain hunting
-

Q14 If you come to Downtown Ardmore for other reasons, what are they? (cont'd)

- Viva video, clover market
- Volunteer with junior league of Philadelphia
- Mail
- Shopping & dining
- library
- Parks and rec
- to eat at nudy's, used to come for coffee and wish we had a good coffee place!
- gym, Taste of Olive store, nail salon
- National night out. Rotary club
- Hardware (Mapes), Laundromat
- Felicia's pizza
- nail salon
- volunteer at AI
- Above
- Lulu's Casita
- There are none.
- Apple classes, Weight group on at the PALM
- Pool, library, pharmacy, bakery, walks with my kids, playgrounds and parks
- Na
- Pick up @ Day Care
- Drugstore
- ATM
- Lu lu casita on friday nights is byob. Nice activity for kids and parents
- Thrift store. Mom's office is there. Wawa
- Clothes and food
- I used a tag agency in the past
- Mostly food places. Also DSW & Cos Prof & Drug stores & Trader Joes & farmers market
- See other above
- Wawa
- Merion Art and Repro, Maido
- See above
- Lunch
- Nails
- See above
- Festivals, makido, fermenteria, Ardmore music hall, tired hands
- Dropping off my kids to the bars!
- Sandwich shops
- Radio Shack
- tired hands, gym, trader joes, viva video, sub sq
- Try to avoid. Too many vacant stores. Dirty store fronts
- not sure where you consider downtown
- To get nails done go to the PARTY store and Ardmore music hall
- HAIRCUT
- no
- use some of the parks just off Ardmore Ave

Question 15. Would you visit Downtown Ardmore more often if it had more of the following types of businesses? Other (Please Specify)

Common Keyword	Survey Response
Art	• Art gallery
Art	• Art gallery
Bakery	• great bread store/bakery
Bars / Restaurants	• Nightlife, entertainment and nice restaurants/bars
Bars / Restaurants	• Bars and restaurants. Not the old and tired ones that have been there for decades and cater to the grey hair crowd.
Bars / Restaurants	• Nightlife
Bars / Restaurants	• Outdoor dining
Bars / Restaurants	• Restaurants
Bars / Restaurants	• Actually good restaurants reasonably priced, better parking, less traffic, more entertainment options for adults and kids
Bars / Restaurants	• A good burger joint, Fried chicken, Better pizza, a good diner,
Bars / Restaurants	• Better restaurants!!
Bars / Restaurants	• Restaurants (fast casual and full service)
Bars / Restaurants	• deli
Bars / Restaurants	• Restaurants
Bars / Restaurants	• Hardware store, if Mapes closes; pleasant outdoor meeting space and access to outdoor dining that is not on Lancaster Ave
Bars / Restaurants	• High end steak/seafood/french cuisine restaurants
Bars / Restaurants	• restaurants
Bars / Restaurants	• would love gourmet food like Carlinos (but NOT carlinos)
Bars / Restaurants / Music	• even more restaurants and bars, galleries and more live music
Bars / Restaurants, Movie Theater	• restaurants; movie theater; wine bar
Book Store	• Book stores for kids!! Kids toys!!
Book Store	• Bookstore
Book Store	• Toy store or book store for kids. There's no bookstore in the area.
Clothing & Department Stores	• An Army & Navy store
Clothing & Department Stores	• Children's book or consignment store!!!
Clothing & Department Stores	• shoe stores
Clothing & Department Stores	• reasonable priced clothing stores!
Clothing & Department Stores	• Department Store
Clothing & Department Stores	• Boscov's or Kohl's
Clothing & Department Stores	• Very sorry stores have moved such as Talbots, American Eagle, Coach
Clothing & Department Stores	• There is no place to fulfill sporting needs like buying cleats, soccer gear. With Macy's gone, I have to go to the malls for my sons' clothing.
Clothing & Department Stores	• Men's Stores
Coffe Shop / Bookstore	• Would love bookstore/cafes/more nightly entertainment
Coffe Shop	• Cafe
Coffe Shop	• COFFE SHOP like Milkboy used to be
Coffee Shop	• need a legitimate coffee shop like La Colombe is in Bryn Mawr on the South Ardmore side of the tracks
Coffee Shop	• Dog friendly cafes- one where I can grab a coffee when I'm out with the dog or eat outside with her. I love walking around Ardmore but feel stuck outside with her.
Coffee Shop	• Coffee shop
Coffee Shop	• Coffeehouse
Coffee Shop	• Coffee shop
Coffee Shop	• needs a coffee shop
Coffee Shop	• Coffee shop. Yoga studio.
Coffee Shop	• Good coffee shop opening in the evening
Coffee Shop	• Coffee shop, more gift shops, kids shoe/clothing

Common Keyword	Survey Response
Coffee Shop	• Coffee shops
Coffee Shop	• Cafes
Coffee Shop	• Coffee shops (like the old MilkBoy)
Coffee Shop	• Good family restaurants, High quality coffee house
Coffee Shop	• Coffee shop
Coffee Shop	• We need a new coffee shop, now that Melodies is gone!
Coffee Shop / Bars	• Coffee shops and outdoor bars
Coffee Shop / Clothing	• Boutiques, cafes
Coffee Shop / Shoes	• Independent coffee shop, shoe store
Coffee Shop, Movie Theater	• Coffee shop movie theater dog friendly stores and space a
Coffee Shop, Movie Theater	• coffee shop or movie theater
Coffee Shop, Movie Theater	• Coffee shop, book store, something to do in the evening besides eat and drink! Art gallery, live music, plays, movies, etc
Craft Store	• Craft
Craft Store	• Craft Stores, camera shop, sewing store,electronics
Craft Store	• Good yarn or embroidery/sewing craft store
Craft Store	• Yarn Shop
Craft Store / Parking	• Good children's shoe store (with mix of high/low end and an up to date feel), craft store...but, really, parking is a HUGE barrier for me
Family Entertainment	• Entertainment for kids
Family Entertainment	• Bowling or family activity
Family Entertainment	• Things for kids to do
Family Entertainment	• A place for families to hang out. A Lego land, playground in suburban square, a lulus casita type place but for older kids ages 5-10
Gifts	• Toy stores, gift stores
Gifts	• Needs a hallmark gift shop
Gifts	• Gift shop...interesting items that can't be purchased in a department store like Bloomies or Macys.
Gifts	• Gift stores
Gym	• Gym. Bring back gym on Lancaster ave
Gym	• A large classy gym like PSC
Hardware	• We need Mapes-. Please make sure there is something to fill that void if it leaves
Hardware	• hardware store
Hotel	• Hotel where Macys used to be
Ice Cream	• Ice cream
Ice Cream	• need a good ice cream outlet
Ice Cream	• Good dessert
Ice Cream	• Ice cream shop! Please :)
Ice Cream	• Ardmore is ripe for more family friendly destinations to compliment Lulus...I dream of opening a retro ice cream parlor or another great family friendly dining spot.
Ice Cream	• Soda and ice cream fountain
Ice Cream	• Ice Cream or Frozen Yogurt Store
Ice Cream	• Frozen yogurt
Movie Theater	• movie theater,
Movie Theater	• Movie theatre, vegan friendly bakery/restaurant
Movie Theater	• Movie theater!!!
Movie Theater	• A movie house
Movie Theater	• Movie Theatre
Movie Theater	• Bring the movie theater back! No chain stores!
Movie Theater	• movie theater
Movie Theater	• Dining, Specialty Stores, Movie Theater
Movie Theater	• movie theater, community center

Question 15. Would you visit Downtown Ardmore more often if it had more of the following types of businesses? Other (Please Specify)

Common Keyword	Survey Response
Movie Theater	• movie theatre
Movie Theater	• Movie theaters and ice cream
Movie Theater	• bring back the movie theater. BM and wayne thrive
Movie Theater	• MOVIE THEATERS
Movie Theater	• Bring back the movie theater, bookstore
Movie Theater	• movies,
Movie Theater / Ice Cream	• Please make the movie theater a movie theater again! Some gelato. And a high end frozen yogurt place. We need funky interesting independently owned
Movie Theater / Dept Store	stores of all kinds.
Movie Theater / Dept Store	• Department Store, Movies, Basic stores, not boutiques.
Movie Theater Craft Store	• Department store and movie theater
Music	• Food co-op, movie theater/entertainment, adult education - arts/crafts, maker space, a real farmer's market with actual produce
Music	• Music stores
Music	• Music store (instruments)
Parking	• Vinyl record store/performance space.
Parking	• Parking
Parking	• PARKING
Shoes	• Parking
Sporting Goods	• Miss Sneaky Pete's for shoes
Theater	• Lacks sporting goods store
Misc.	• An Active Theater (Live Stage Performances)
Misc.	• (I would come to any of these IF they were good.)
Misc.	• Affordable stores
Misc.	• all of the "yes" answers above are really "maybe"
Misc.	• Appliance store
Misc.	• Corner shop to buy bread, milk etc
Misc.	• does this make the distinction between suburban square too?
Misc.	• Drugstore
Misc.	• Entertainment
Misc.	• get a weigh/mail your own package machine in the lobby of the post office so I can come to Ardmore instead of going to the Havertown Post Office on City Avenue
Misc.	• Get rid of the pointless shops like the cash to gold place, the spy shop, radio shack, wellness spa, and put in businesses that people actually want to frequent
Misc.	• High end stores are not the best for the diverse, critical mass of people we need.
Misc.	• I don't want athleta or any other chains in Ardmore. See what we have and use it to educate.
Misc.	• Legal marijuana shops
Misc.	• More fun store to many spas
Misc.	• Organic
Misc.	• organic/sustainable food and other green businesses
Misc.	• Pet friendly places. Vegetarian food places. Smoothiesve
Misc.	• Pet grooming
Misc.	• To many nail salons!
Misc.	• We already have Maida and Carlino's and that olive oil store
Misc.	• We need a market on the Lancaster ave side of the tracks that isn't as far away as carlinos.
Misc.	• Would love it to be like Wayne- cute stores and good restaurants and not shabby looking

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific.**

Common Keyword	Survey Response
Bakery	• Corner Bakery was a great reasonably priced gathering place. Too bad about that.
Bakery	• Bring Corner Bakery back!
Bakery	• Love Nudys and miss Corner Bakery. Other simple kid friendly places would be great.
Bakery	• We need a market on the Lancaster ave side of the tracks that isn't as far away as Carlinos. At least a bread bakery, as opposed to a cake/cookie bakery. "Healthy fast food." My wife misses the yoga place. A pretzel place.
Bakery	• Bakeries
Bakery	• Corner bakery type
Bakery	• Another bakery would be great. Viking really isn't that great.
Bakery, Book Store	• Bookstore, bakery (bread)
Bakery, Crafts	• Bakery, craft/knitting,
Bakery, Grocery	• Bakery,deli, grocery store Teen gathering places i.e. Arcades Adult social places not including bars i.e.
Book Store	• Toy store, gift shops, book store for new and used books,
Book Store	• Art gallery, bookstore
Book Store	• Books.
Book Store	• Book store
Book Store	• Bookstores
Book Store	• Bookstore - independent or chain
Book Store, Crafts	• Book store, hardware store (Mapes is for sale.) craft store.
Book Store, Crafts	• Book store, craft store
Book Store, Grocery	• bookstore, gift shops, ethnic food store
	• an independent cafe like Milkboy or Melodie's is missed
Café, Bakery	• Bakeries Child friendly cafes
Café, Bakery	• More bakeries and Cafes
Café, Bakery	• More locally owned places. A local bakery/cafe would be great. Something that feels neighborly.
Café, Bakery	• Nursery, bakery/cafe-I miss the Corner Bakery. Also bookstore-Barnes&Noble would be great! In the middle of the Main Line area!
Café, Bakery, Book Store	• Bookstore, cafe
Café, Book Store	• I miss Milkboy/Melodies, think we could use another cafe. I would love to see a bookstore.
Café, Book Store	• Tea shop, vintage shop, handmade jewelry and crafts
Café, Crafts	• Cafes! Ice cream shops!
Café, Ice Cream	• Sporting Goods
Clothing	• An Army & Navy store.
Clothing	• Stores for women- not children or young girls.
Clothing	• Non chain stores, Chestnut Hill Sports, shoe store for kids,
Clothing	• Organic eateries and clothing, green, vegetarian eateries.
Clothing	• Most of my clothing shopping is done at Casual Male XL, if we had one nearby that would be amazing
Clothing	• Thrift/vintage clothing stores
Clothing	• TJ maxx
Clothing	• Department store (Macy's)
Clothing	• Discount clothing
Clothing	• More mid priced clothing store and a major department store.
Clothing	• Kids shoe store

Common Keyword	Survey Response
Clothing	<ul style="list-style-type: none"> American Eagle,
Clothing	<ul style="list-style-type: none"> Kids clothing, perhaps consignment. Kid to kid in Drexel hill would fit in better in Ardmore.
Clothing	<ul style="list-style-type: none"> Upscale boutique clothing stores like Wayne
Clothing	<ul style="list-style-type: none"> Gift shops, reasonably priced clothing store
Clothing	<ul style="list-style-type: none"> Boutiques, specialty shops, art gallery
Clothing	<ul style="list-style-type: none"> I like the idea of a consignment shop, there is one in downtown West Chester that does quite well.
Clothing	<ul style="list-style-type: none"> Lower-priced shoes, department store-I miss Macy's
Clothing	<ul style="list-style-type: none"> Something similar to Macy's
Clothing	<ul style="list-style-type: none"> Boutiques (clothing/gift),
Clothing	<ul style="list-style-type: none"> A department store
Clothing	<ul style="list-style-type: none"> Greene Street Consignment, pipeline taco,
Clothing	<ul style="list-style-type: none"> I love good thrift stores and second hand stores. You never know what you'll find and a good one that's not charity based (I love those too, we just already have them) would be awesome.
Clothing	<ul style="list-style-type: none"> Affordable stores, I miss the dollar store that used to be here. Teen clothing stores cheaper than Urban Outfitters would be nice.
Clothing	<ul style="list-style-type: none"> clothing stores where one sweater is not over 200.00
Clothing	<ul style="list-style-type: none"> Kids shoes or clothing stores
Clothing	<ul style="list-style-type: none"> I feel Ardmore has a great selection of eateries, it needs a men's clothing store and a sporting good store.
Clothing	<ul style="list-style-type: none"> Shoe store
Clothing	<ul style="list-style-type: none"> Something less expensive and more hip (clothing)
Clothing	<ul style="list-style-type: none"> Le pan quotidien!
Clothing	<ul style="list-style-type: none"> No comment at this time, except that we need clothing boutiques, both male and female; shoe store; hat store; etc.
Clothing	<ul style="list-style-type: none"> Marshalls/Tjmaxx/Century 21 Gymnastics classes for kids or other kid activities
Clothing	<ul style="list-style-type: none"> Origins, Talbots, JJill
Clothing	<ul style="list-style-type: none"> Varied types of retail. Right now there are far too many nail salons
Clothing	<ul style="list-style-type: none"> Brooks Brothers
Clothing	<ul style="list-style-type: none"> Mid range clothing stores.. there is enough of the high end we need more for the "average" spender
Clothing	<ul style="list-style-type: none"> It's a shame Macy's is no longer in Ardmore. It was nice to have a retail store in the area.
Clothing	<ul style="list-style-type: none"> mens clothing
Clothing	<ul style="list-style-type: none"> I campaigned to bring First Watch to LM. Nudy's is terrific women's clothing/ not consignment
Clothing, Bakery	<ul style="list-style-type: none"> Kids shoe store like stride rite. Department store
Clothing, Book Store	<ul style="list-style-type: none"> Sports bar Bakeries Sporting goods
Clothing, Book Store	<ul style="list-style-type: none"> Similar to Wayne, outdoor seating , men's clothing, housewares, bookstore,
Clothing, Café	<ul style="list-style-type: none"> Bookstore Gift shops Department store
Clothing, Coffee	<ul style="list-style-type: none"> more cafes, and walkability between areas.. if we could make Ardmore a smaller Bethesda, md /silver spring, md it would be awesome upscale clothing and good food places from all cultures and price points would bring everyone to Ardmore and not feel "left out" better mixed use is what it needs
Clothing, Coffee	<ul style="list-style-type: none"> Coffee shop, more gift shops, kids anything (clothing, shoes, toys)
Clothing, Coffee	<ul style="list-style-type: none"> Coffee shop, clothing boutique
Clothing, Coffee	<ul style="list-style-type: none"> More clothing, houseware, and gift shops, coffee shop.
Clothing, Coffee, Bakery	<ul style="list-style-type: none"> Quirky botiques, (independent), galataria, coffee house, bike path
Clothing, Coffee, Bakery, Ice Cream, Book Store, Crafts	<ul style="list-style-type: none"> Bakeries, coffee shops, casual
	<ul style="list-style-type: none"> Independent bookstore, coffee shop, ice cream, bread bakery, kids consignment, food co-op, Head Nut, small grocer (not gourmet), hardware store if

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific. (cont'd)**

Common Keyword	Survey Response
	Mapes closes, kids shoe store, crafts store
Clothing, Coffee, Book Store	• Bookstore, coffee shop, Destination XL
Clothing, Coffee, Ice Cream	• sporting goods/running store; ice cream and/or good coffee shop
Clothing, Crafts	• Talbots The loss of Clover Market to Bryn Mawr due to Cricket AVE was a huge loss for Ardmore
Clothing, homewares	• Home goods, marshalls
Clothing, Movies	• movie theatre, women's clothing, more inviting storefronts, more diverse businesses, like Narberth or Bryn Mawr
Clothing, Movies	• Clothing family entertainment
Clothing, Movies, Book Store	• Laquee Lounge Nail Salon, a movie theater, a cool consignment boutique like Second Time Around, a book store like The Book Trader in Old City.
Clothing, Movies, Book Store	• Movie, book store, sporting good store, I miss Macy's and city sports
Coffee	• Coffee shop / live acoustic music venue
Coffee	• Coffeeshop, make the road slower, green permeable roadway, flower baskets, have planting containers like Narberth, bug tubs, pull down the trashy signs wrappingaround piles, like Rite Aide clinic sign.
Coffee	• I like to think that a good local coffee shop could be successful.
Coffee	• Nice (non-Starbucks) coffee shop (local or NY based)
Coffee	• Coffee shops
Coffee	• Coffee shop, record store
Coffee	• High end coffee shop like Griffin or colombe like in Bryn Mawr
Coffee	• Coffee Shop- not starbucks
Coffee	• Another Milkboy type place
Coffee	• Milkboy Coffee! Something like the New Leaf Club, which has performance and meeting space.
Coffee	• I'd like to see a coffee shop or cafe like what Melodies used to be. I miss being able to get a good cup of coffee and hang out.
Coffee	• non chain coffee house;
Coffee, Bakery	• LA colombe, pastries
Coffee, Bakery, Book Store	• A good coffee/ bakery store like Le Pain Quotidian. A book store like Barnes and Nobles. A nice CVS.
Coffee, Bakery, Ice Cream	• coffee shop, dessert shop, more places to hang out, meet people
Coffee, Book Store	• LaColombe or Green Engine Coffee Children's Book World or Character Development
Coffee, Book Store	• Coffee/bookshops with music/speakers/authors Yarn shop with classes
Coffee, Book Store	• Coffee shop, book store
Coffee, Book Store	• Bookstores, including coffee shop with seating
Coffee, homewares, Crafts	• Again: coffee shop! Somewhere similar to Green Engine in Haverford or Pour Richard's in Devon. It would also be great to have a "mall" of vintage/ craft vendors. (See "Artists and Fleas" in Brooklyn.)
Coffee, Ice Cream	• An ice cream parlor (but not a big chain). Something like Hope's. A coffee shop (milk boy, melodies...why don't they stay?)
Coffee, Ice Cream	• Local coffee shop (not chain), ice cream shop, small local music venue (similar to former milkboy) to supplement ardmore music hall - this added a lively vibe to downtown ardmore
Coffee, Ice Cream	• coffee shop, gift shop (a high end one with unique, one of kind special gifts), ice cream shop that aren't chains but are unique with good customer service to draw people in - more casual spaces
Coffee, Ice Cream	• Ice cream! Coffee!

Common Keyword	Survey Response
Coffee, Movies	<ul style="list-style-type: none"> Cleaner sidewalks, byob's!., cheery shop windows, nicer facades on Bldgs, coffee shops, movie theatre, etc
Coffee, Movies	<ul style="list-style-type: none"> I would love a coffee shop for good coffee in the morning. I typically stop at Starbucks but would prefer to support local business. I also think a movie theater would be great, I am new to the area and it's frustrating that there is not one in walking distance
Coffee, Movies	<ul style="list-style-type: none"> Good coffee shop, shared workspace, movie theater
Crafts	<ul style="list-style-type: none"> art & craft stores, high-end/specialty shops
Food / Restaurant	<ul style="list-style-type: none"> I would like to see a hip burger place
Food / Restaurant	<ul style="list-style-type: none"> Chick fila a
Food / Restaurant	<ul style="list-style-type: none"> BYOB. Sustainable raised food stores and dining. Farmers market.
Food / Restaurant	<ul style="list-style-type: none"> JJill, New York Deli
Food / Restaurant	<ul style="list-style-type: none"> Greek
Food / Restaurant	<ul style="list-style-type: none"> more chain restaurants
Food / Restaurant	<ul style="list-style-type: none"> Ethnic restaurants
Food / Restaurant	<ul style="list-style-type: none"> Honey Grow quick serve restaurant, framing shop,
Food / Restaurant	<ul style="list-style-type: none"> A great Italian restaurant is needed.
Food / Restaurant	<ul style="list-style-type: none"> Relaxed, well thought out dining and micro brew pubs
Food / Restaurant	<ul style="list-style-type: none"> We don't eat out much as we like to cook and we do most of our clothes shopping on line. I have no preference.
Food / Restaurant	<ul style="list-style-type: none"> I'd like a Chick Fil-et, to replace the McDonald's!
Food / Restaurant	<ul style="list-style-type: none"> Family restaurants, pubs
Food / Restaurant	<ul style="list-style-type: none"> Better pizza places
Food / Restaurant	<ul style="list-style-type: none"> Not chain. Mom and pop type stores. I shop local and look for products made in USA.
Food / Restaurant	<ul style="list-style-type: none"> Good Authentic Mexican, French cuisine
Food / Restaurant	<ul style="list-style-type: none"> More great ethnic food (aside from the already good Thai/Mexican/Chinese)
Food / Restaurant	<ul style="list-style-type: none"> NON-chains - enough of those. Gourmet or organic restaurants. Anything that is unique and not found in malls - or found in malls and not a chain.
Food / Restaurant	<ul style="list-style-type: none"> The nesting house kids consignment store is AMAZING. There's one in Collingswood and one in West Mt Airy. Also, Acai Bowls are the healthiest and most delicious new trend and big in CA right now! Just starting to trickle east, would LOVE a place that sold them in Ardmore. POP SHOP in Collingswood and Medford would be amazing, too.
Food / Restaurant	<ul style="list-style-type: none"> Farm to table Tappas Children's quality toys
Food / Restaurant, Homewares	<ul style="list-style-type: none"> Pier one or other HomeGoods type stores. Lots of good restaurants already, but would welcome more.
Food / Restaurant	<ul style="list-style-type: none"> Record store Vintage stuff Furniture Vegan/specialty market Affordable and everyday clothing
Food / Restaurant	<ul style="list-style-type: none"> Fewer bars Steakhouse Chinese food
Food / Restaurant	<ul style="list-style-type: none"> Piano bar!!!!!! And places with earlier music
Food / Restaurant	<ul style="list-style-type: none"> Seafood restaurants
Food / Restaurant	<ul style="list-style-type: none"> More pub like restaurants . Big store chain
Food / Restaurant	<ul style="list-style-type: none"> Italian food restaurants, Irish foods, American foods...
Food / Restaurant	<ul style="list-style-type: none"> vegan restaurant
Food / Restaurant	<ul style="list-style-type: none"> Good fish restaurant, like medium priced
Food / Restaurant	<ul style="list-style-type: none"> More diverse eating options - not pizza, Italian, Irish pub or Asian
Food / Restaurant	<ul style="list-style-type: none"> Country kitchen, Asian cuisine
Food / Restaurant	<ul style="list-style-type: none"> a fast food place like chick-fil-a with an indoor playground for kids would be a GREAT idea, middle of the road fast food like boston market, casual sit down places like outback steakhouse. family activity place like lazer tag, later at night adults can do that too
Food / Restaurant	<ul style="list-style-type: none"> I like the restaurants that we have.
Food / Restaurant	<ul style="list-style-type: none"> BYOB

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific. (cont'd)**

Common Keyword	Survey Response
Food / Restaurant	• I would like to see more unique shops and eateries--no national chains.
Food / Restaurant	• outdoor dining (connected to public outdoor space - especially for peds and bicycles)
Food / Restaurant	• Better bagel shop, e.g. New York bagel near city ave.,
Food / Restaurant	• Vegan and organic restaurants especially with take out options like Vge in Bryn Mawr
Food / Restaurant	• Wings.
Food / Restaurant	• Farm to table restaurants, frozen yogurt
Food / Restaurant	• A diner. We need a true diner. Also more play areas for kids near downtown. Not huge parks, but play areas for breaks from shopping.
Food / Restaurant	• Good inexpensive family food... Not pizza!!
Food / Restaurant	• Independently owned shops and restaurants that offer unique merchandise. No more hair/nail and other salons and service providers with run down properties - too many now!
Food / Restaurant	• Sushi burrito, ramen noodles, fast casual. Small plates, seafood, full serve, a place that you can swing by anytime for quality food and drinks. And not Mainline "quality", but places that can actually rival Philadelphia. Make parking a bit easier. Al fresco
Food / Restaurant	• I would love to see one of the big name Philadelphia restauranteurs (Starr, Vetri, Garces) get involved in the area. I think it would be good word of mouth.
Food / Restaurant	• Steak house
Food / Restaurant	• I would like to see a Hallmark store, and more restaurants like Maggianos , Texas Roadhouse or McCormick and Schmicks. It could use some nice family restaurants that are not too expensive but not bar food.
Food / Restaurant	• Barcade, qdoba, bars that are catered toward 21-30
Food / Restaurant	• Red Robin, Distrto, authentic Chicago hot dogs
Food / Restaurant	• Nudy's has been great for breakfast. Jeannie's too.
Food / Restaurant	• Better pizza places Kid friendly places
Food / Restaurant	• More tavern/pubs. Italian
Food / Restaurant	• More farm to table restaurants
Food / Restaurant	• Seafood restaurant
Food / Restaurant	• deli
Food / Restaurant	• More "fast" food places.
Food / Restaurant	• Healthy, casual, quick dining. Target-like stores.
Food / Restaurant	• Crepes!
Food / Restaurant	• More Indian and Thai!
Food / Restaurant	• Something like Winnie's LeBus in Manayunk, small businesses as opposed to chains
Food / Restaurant	• good restaurants within easy walking and parking
Food / Restaurant	• Latin, Caribbean,foods, night club with dance floor closing after 2:00pm, NO MORE BEER or wine places or nail salons hairdressers, cheap food or thrift shops PLEASSSSSEEEEE unless it is high end couture. because most residents are eye shoppers not real shoppers except for beer.wine and cheaper foods.
Food / Restaurant	• sophisticated vegan restaurant
Food / Restaurant	• Same as #15. You need to compete with King of Prussia's higher-end restaurants. Steven Starr-type places. Also, corporate-type sports bar, Champps, Buffalo Wild Wings, Chickie's & Pete's, PJ Whelihans.
Food / Restaurant	• More Spanish-style Tapas bars would increase foot traffic. What we DON'T

Common Keyword	Survey Response
Food / Restaurant	need is more salons or giant parking lots.
Food / Restaurant	<ul style="list-style-type: none"> wine bars. good NON CHAIN restaurants, BYOBs....
Food / Restaurant	<ul style="list-style-type: none"> Restaurants with a broader menu - some of the eateries feel a little inaccessible with how small and niche their menus are
Food / Restaurant	<ul style="list-style-type: none"> If outdoor dining could be sheltered from the traffic, perhaps they would do well. Roof top dining?
Food / Restaurant	<ul style="list-style-type: none"> Sandwich place or deli
Food / Restaurant	<ul style="list-style-type: none"> Good restaurants...look at Wayne. Everything is spread out, no harmony of gathering. An outdoor space to run for kids and parents can hang out and eat
Food / Restaurant	<ul style="list-style-type: none"> Mid range store, too many high cost stores around us. Love Media's downtown area. Love that they do night under the stars where the road shuts down and the you can eat and wander outdoors.
Food / Restaurant	<ul style="list-style-type: none"> Italian , self service such as Panera,
Food / Restaurant	<ul style="list-style-type: none"> More restaurants like wayne
Food / Restaurant	<ul style="list-style-type: none"> small family diners
Food / Restaurant	<ul style="list-style-type: none"> High end fast food like Le Pain Quotidien.
Food / Restaurant	<ul style="list-style-type: none"> Brick and brew, tjs everyday, Sabrina's
Food / Restaurant	<ul style="list-style-type: none"> I think smaller places like Federal Donuts would see lots of business. Yogurt shops are no longer appealing.
Food / Restaurant	<ul style="list-style-type: none"> I worry for Tony, the owner of Felicia's Pizza. Construction in the lot behind the stores on Rt. 30 may put him out of business. Help him to find a temporary place to locate or help create temporary parking for folks to get to his shop during the construction when the parking lot is closed.
Food / Restaurant	<ul style="list-style-type: none"> Healthy food
Food / Restaurant	<ul style="list-style-type: none"> Good restaurants with philly quality. Its def getting better but i miss all the options of the city. Local bars with good food.
Food / Restaurant	<ul style="list-style-type: none"> Wine bar
Food / Restaurant	<ul style="list-style-type: none"> Indian restaurant, Organic food market
Food / Restaurant	<ul style="list-style-type: none"> BYOB restaurants
Food / Restaurant	<ul style="list-style-type: none"> All hours food, 24 hours business, such as a diner or restaurant.
Food / Restaurant	<ul style="list-style-type: none"> Non-chain restaurants that are a step up from bars, Fraschetta in Bryn Mawr. Gastropubs like Philly's Pub & Kitchen and Royal Tavern. Eclectic everyday food places like Biga and Brick & Brew.
Food / Restaurant	<ul style="list-style-type: none"> Le Pain Quotidien (if not in Wayne), Bryn & Danes (if not in BM), farm to table restaurant or place like COOK (in center city), boutique hotel, art gallery/studio, beer garden, pop up shops
Food / Restaurant	<ul style="list-style-type: none"> We need more posh bars and pubs
Food / Restaurant	<ul style="list-style-type: none"> More family friendly places and cheaper food
Food / Restaurant	<ul style="list-style-type: none"> giant, target, Wegmans
Food / Restaurant	<ul style="list-style-type: none"> Foodie options. There are some good food options but more options with quality food. Both Tired Hands places, McCloskey's, and Carlino's are great options.
Food / Restaurant	<ul style="list-style-type: none"> Actually good food restaurants instead of the lame chain or mediocre ones
Food / Restaurant	<ul style="list-style-type: none"> Pain Quotidien and other restaurants catering to "clean, local food"
Food / Restaurant	<ul style="list-style-type: none"> More like Past Present Future, the Olive Oil store, a Greek or Mediterranean restaurant or other good restaurant, a wine bar
Food / Restaurant	<ul style="list-style-type: none"> A hip cool eateries like passyunk Square, Frankford Ave in philly have would do so well in Ardmore
Food / Restaurant	<ul style="list-style-type: none"> Pain Quotidien; CAVA restaurant; high end retailer (like Barneys); high end burger/sandwich restaurant
Food / Restaurant	<ul style="list-style-type: none"> ale house style
Food / Restaurant	<ul style="list-style-type: none"> Gourmet take-out
Food / Restaurant	<ul style="list-style-type: none"> Furniture or housewares and more ethnic restaurants. A Terrain at Skyler's

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific. (cont'd)**

Common Keyword	Survey Response
	would be wonderful!
Food / Restaurant	• A chick filet, bonefish grill, Outback Steakhouse
Food / Restaurant	• Pho restaurant
Food / Restaurant	• veggie healthy
Food / Restaurant	• More sushi options
Food / Restaurant	• Kosher, vegetarian
Food / Restaurant	• Ethnic eateries
Food / Restaurant	• More BYOB's, more good restaurants like Wayne and center city.
Food / Restaurant	• Fine dining, with quality food and wine. Stores like the Cheese Shop and Patis- serie in Narberth.
Food / Restaurant	• Seafood, vegetarian
Food / Restaurant	• Soul Food
Food / Restaurant	• A great gym--like an Equinox. More restaurants in suburban square. Stores that are opened later
Food / Restaurant	• Nice restaurants such as the ones in Wayne.
Food / Restaurant	• Fast, healthy eating - store or eatery
Food / Restaurant	• Steinmart's, very fine dining; prepared (take home)dining that is reasonably priced like Carlino's and Wegman's
Food / Restaurant	• more reasonably priced byob restaurants with really good food - most now are pretty mediocre
Food / Restaurant	• Something funky, eclectic. Love Past present, future. Restaurants and art are key to revitalization
Food / Restaurant	• More independent and less chain retailers and eating establishments.
Food / Restaurant	• More outdoor dining options
Food / Restaurant	• Honey Grow, more specialty eateries
Food / Restaurant	• Turn ardmore into a go-to strip like media's downtown. Many of the local restaurants are over expensive
Food / Restaurant, Bakery	• TJ Maxx or similar/ More restaurants like Parlour/ Thai/ Sushi but moderately priced like Not Your Avg Joe's/ Good Deli/ Good Bakery/ gourmet take out
Food / Restaurant, Bakery	• A bakery or bagel shop of some kind would be nice. Similar to Manhattan bagel, but more upscale.
Food / Restaurant, Bakery	• French bakery like Petit Mitron;
Food / Restaurant, Bakery	• Place with excellent food and good drinks : cocktails at reasonable prices (not bar food) - A place with atmosphere to go for drinks at night Bring Williams Sonoma and Victoria's Secret back TJ Maxx, Homegoods Better sushi Good Italian restaurant Water features/ fountains Best bakery I know is Danish Bakers - They need to be on the Main Line and fit into the small business/ shop small theme which is so important to keep. Outdoor eating / beer garden
Food / Restaurant, Bakery	• I miss Corner Bakery, more breakfast,lunch places.
Food / Restaurant, Bakery	• Great Harvest bakery
Food / Restaurant, Bakery	• candy store, bakery, more top-rated dining choices
Food / Restaurant, Bakery	• Filipino foods eateries and bakeries like Goldilocks or Red Ribbon
Food / Restaurant, Bakery	• Chik-fil-a, as ridiculous as that sounds. A gun shop would be nice. A more modern bakery (sorry, Viking), e.g. LeBus. A bowling alley or a more hipster equivalent (escape the room type of team thing)
Food / Restaurant, Bakery, Ice Cream	• Bakeries, ice cream shops, quick lunch places, specialty food stores (like Mai- do)
Food / Restaurant, Bakery, Ice Cream	• Corner Bakery, Diner, Ice cream shop

Common Keyword	Survey Response
Food / Restaurant, Book Store	<ul style="list-style-type: none"> Italian restaurant, first class non-chain book store
Food / Restaurant, Book Store	<ul style="list-style-type: none"> Sabrinas, hip city veg (but with seating), suno, whirled peace, city planter, book store with adequate parking
Food / Restaurant, Book Store	<ul style="list-style-type: none"> Bookstore, bagel shop, plant store.
Food / Restaurant, Bookstore, Crafts	<ul style="list-style-type: none"> art galleries, book stores, craft stores, art supplies, plants, vegetarian restaurant
Food / Restaurant, Book Store, Grocery	<ul style="list-style-type: none"> decent pizza think Lorenzos from South Street
Food / Restaurant, Café	<ul style="list-style-type: none"> book stores, organic restaurants, organic grocery stores (Mom's organic market)
Food / Restaurant, Café	<ul style="list-style-type: none"> Boutique type restaurants and cafes
Food / Restaurant, Café	<ul style="list-style-type: none"> More casual healthy cafes like Zoe's kitchen or snap kitchen
Food / Restaurant, Café	<ul style="list-style-type: none"> Farm to table, local, organic, casual (Farm and Fisherman, Talula's Garden, Honey's, High Point Cafe)
Food / Restaurant, Café	<ul style="list-style-type: none"> cafes, grocery store, more restaurants
Food / Restaurant, Café, Bakery	<ul style="list-style-type: none"> Capogiro or Gran Cafe L'Aquila (wine, gelato, cappuccino bar)
Food / Restaurant, Café, Ice Cream	<ul style="list-style-type: none"> French bakery, cafe, good byob restaurant - any nationality
Food / Restaurant, Café, Ice Cream	<ul style="list-style-type: none"> Ice cream shop, shop with locally sourced foods and ingredients, a cafe (board game cafe would be fun!)
Food / Restaurant, Clothing	<ul style="list-style-type: none"> LaColume, white dog cafe, Rita's water ice,
Food / Restaurant, Clothing	<ul style="list-style-type: none"> healthier eating establishment. Nicer consignment shops
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Outdoor dining, dog friendly shops or spaces, clothing stores, trendy home goods and gift shop
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Health food - fresh fruit smoothies Shop (Jamba Juice); Unique Clothing; Childrens Shoes; sporting goods
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Talbots, Qdoba, American dining moderate price table service including gluten free and calorie count menu, healthy take out like SNAP,
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Small boutiques, casual restaurants. Maybe Vietnamese.
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Specialty food stores, boutique dress stores, wonderful homegoods & flower shop
Food / Restaurant, Clothing	<ul style="list-style-type: none"> I'd love a more curated thrift shop (e.g. Green Street) that went beyond the Salvation Army type stores currently here. And I'd love to have a Shake Shack. I'm delighted about the new local artists store opening in Suburban Square.
Food / Restaurant, Clothing	<ul style="list-style-type: none"> more ethnic restaurants, more thrift stores like Junior League
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Annie Sez. Dollar Store. Diner
Food / Restaurant, Clothing	<ul style="list-style-type: none"> A Target would bring in a lot of people since there is not one close. Modern restaurants like a vegetarian place affordable health food restaurant.
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Family restaurants, department store
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Quick affordable vegetarian meals on the go. Something like old navy also
Food / Restaurant, Clothing	<ul style="list-style-type: none"> affordable healthy restaurant, clothing store for all (like Macy's where I shopped often), health food store, diner
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Aldi's, Diner food, Men's Fashion, Dollar Store for incidentals
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Wine bar; tapas bar; bookshop; Athleta; more clothing stores for teens, ie... forever 21, Top Shop
Food / Restaurant, Clothing	<ul style="list-style-type: none"> Victoria's Secret, h&m, top shop, target, babies r us, wegmans, Nordstrom, Stephen Starr chain (continental, buddhakan, etc)
Food / Restaurant, Clothing	<ul style="list-style-type: none"> specialty food shop, mens shop, home decor shop
Food / Restaurant, Clothing, Bakery	<ul style="list-style-type: none"> Gluten free bakeries/restaurants, sporting goods/shoe stores
Food/Restaurant, Clothing, Book Store	<ul style="list-style-type: none"> Books, sporting goods, Indian restaurant
Food / Restaurant, Clothing, Café	<ul style="list-style-type: none"> Cheesecake factory or grand lux cafe Victoria secret, sports store
Food/Restauran,Clothing,Café, Movies	<ul style="list-style-type: none"> Outdoor cafes, candy shop like pop fizzle in Los Angeles, Victoria's Secret, cute not terribly expensive women clothing store, definitely a movie theater, Cheesecake Factory
Food / Restaurant, Clothing, Coffee	<ul style="list-style-type: none"> Loft, Stride Rite, kids classes, I wish we could bring the Boden Outlet from way out in Scranton to here, older kid play space, family friendly coffee shop, restaurant/cafe with garden seating,

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific. (cont'd)**

Common Keyword	Survey Response
Food / Restaurant, Clothing, Coffee	• Coffee/espresso Shop, Vietnamese restaurant, sneaker store,
Food/Rest, Clothing, Coffee, Bookstore	• Boutique clothing, other non chain great restaurants, coffee shop with music,- book store,
Food/Rest, Clothing, Coffee, Bookstore	• Shoe store, book store, boutique clothing, healthy upscale dining, coffee shop.
Food / Restaurant, Clothing, Grocery	• Harvest Grill, Wegman's, Victoria's Secret, Nordstrom
Food / Restaurant, Clothing, Grocery	• shoes, good restaurants(but really good), groceries
Food / Restaurant, Clothing, Ice Cream	• Boutique shops (South Moon Under), more BYOB restaurants (brunch, pizza, sushi, casual Italian), ice cream shop, beer distributor, different types of bars
Food / Restaurant, Clothing, Movies	• More boutiques, more restaurants and bars open later into the evening, more theater and events
Food / Restaurant, Clothing, Movies	• More resutants and bars. More clothing stores. More entertainment. Movie theater.
Food / Restaurant, Clothing, Movies	• More restaurants, a gym, movie theater, sporting goods store, shoe store
Food/Rest,Clothing, Movies, Bookstore	• More ethnic restaurants, health food store, book store, movie theater, small music venue, shoe store for kids
Food / Restaurant, Coffee	• Good coffee shop. Melodies was not a good coffee shop. Hours were bad, coffee was mediocre, it was expensive, and their food offerings were also mediocre.
Food / Restaurant, Coffee	• Go with what people need and a few luxuries. Please not home goods or knick knacks. Restaurants are good. A coffee shop! Crazy that we don't have one. Lillian's Hardware in Chestnut Hill is perfect.
Food / Restaurant, Coffee	• Healthy food choices, more Coffee shops, funky, trendy non- chain store shops.
Food / Restaurant, Coffee	• Pain Quotidian, Saks Fifth Avenue/Nordstrom, Williams Sonoma, Restoration Hardware, restaurants like Osteria, Vernick, Little Nonna, coffee shops like La Columbe, Skirt
Food / Restaurant, Coffee	• A learning express- a non Starbucks coffee house- family friendly restaurant that has food that kids will actually eat.
Food / Restaurant, Coffee	• Coffee, Farmers Market (not the same time as Bryn Mawr market), Outdoor seating restaurants,
Food / Restaurant, Coffee	• Good burgers like Nifty Fifties or Shake Shack, maybe even Five Guys or a diner where that horrible MCDonalds is. Fried chick place. Music themed bar or coffee shop like Melodies.
Food / Restaurant, Coffee	• Other Mexican food, cute coffee shop, less hair salons.
Food / Restaurant, Coffee	• A good bagel place like Delancey's. Independent coffee shop, Any bar that isn't Irish in theme. I can't think of specific stores, but we do not need more salons/spas.
Food / Restaurant, Coffee	• Coffee shop, restaurant
Food / Restaurant, Coffee	• bagel store.... good bagels (New York Bagel on City Ave.) Happy we will be getting a coffee shop soon !
Food / Restaurant, Coffee	• Bring back Peace a Pizza now that it's closing in Rosemont! Also when I work from home there is no independent coffee shop (that I can think of) which would bring me to Ardmore for the day.
Food / Restaurant, Coffee	• Inexpensive, relaxed coffee and breakfast places
Food / Restaurant, Coffee	• Pop Shop, Rival Brothers Coffee, V Street Cafe, Philabagel(jenkintown)is the best!
Food / Restaurant, Coffee	• Hilariously enough: Chic-fil-a, Papa John's, and a GOOD coffee shop.
Food / Restaurant, Coffee	• Vegetarian-friendly restaurant, coffee place like the old Milkboy or Melodies.
Food / Restaurant, Coffee	• unique restaurants, cute coffee shops, breweries, byo
Food / Restaurant, Coffee, Bakery	• More dine-in bakeries or cafés (like Green Engine Coffee!)

Common Keyword	Survey Response
Food / Restaurant, Coffee, Bakery	• a nice bakery/coffee shop, no more breakfast places
Food / Restaurant, Coffee, Book Store	• Coffee shops, cafes, gift or card stores, lunch spots for business lunches, children's book and clothing stores, children's activity stores, outdoor gathering places
Food / Restaurant, Coffee, Crafts	• Funky coffee house to replace Melodies More small breweries or eateries that are unique to Ardmore A wine bar or a beer bar (lots of craft beers)
Food / Restaurant, Coffee, Grocery	• Cafe for coffee and cake and sandwiches, but not a breakfast place!! Need more alternatives to Starbucks & Farmers market.
Food / Restaurant, Coffee, homewares	• upscale pizza restaurant, hardware, outdoor dining, again a coffee shop
Food / Restaurant, Coffee, Ice Cream	• Need an Italian byob and more bars restaurants eateries ice cream and coffee shops
Food / Restaurant, Coffee, Ice Cream	• good coffee shop, good vegetarian restaurant, good fast casual food, good ice cream spot
Food / Restaurant, Coffee, Movies	• Movie theater, coffee shop, record store, byob restaurants, consignment shops
Food / Restaurant, Coffee, Movies, Crafts	• Top quality gym (planet fitness is not top quality); good quality family restaurants (like Anthony's Coal Fire in Wynnewood or Sabrina's in Wynnewood; high quality coffee like La Colombe in Bryn Mawr (how'd Suburban Square lose that!?!); SS needs to be fully let (vacancies really kill the vibe and the vibrancy); Losing the Y and PSC was a big hit to fitness. Soulcycle is for kids, not for most 40+ folks and Planet Fitness seems cheap and too crowded. Something like The Sporting Club or City Fitness would be great. A theatre like Bryn Mawr's would be nice but tough to make profitable. Would likely have to be a nonprofit. There is no good Thai food on the Mainline. Bring Circles (thai food) from the City to Ardmore. Bring a family friendly Steven Starr restaurant to SS (like Stella). or Jose Garces. More art galleries would be great. More artisan craft and furniture stores.
Food / Restaurant, Coffee, Movies, Ice Cream	• Coffee Shop (LaColombe or Green Engine), Sports Apparell Store, High End Mexican Restaurant, Old Fashioned Ice Cream Parlor, women's shoes, movie theater, home goods/gift shop, Halmark,
Food / Restaurant, Coffee, Movies, Ice Cream	• Coffee shop (La Colombe) Nice Wine bar Nice ice cream shop Homegoods store (like Open House or Verde on 13th st. in Philly) Sporting goods/shoe store Women's shoe store Movie theatre Higher end mexican restaurant More outdoor dining options
Food / Restaurant, Crafts	• there is a good selection - would like a craft whiskey place and more home stores and a seafood restaurant
Food / Restaurant, Crafts	• Mediterranean restaurant like Dmitris in Philly. More craft galleries.
Food / Restaurant, Grocery	• I think a Wegman's would be helpful and would boost busyness. I think there could be a good night life scene. Brownies' 23 East used to draw a good crowd and the bars/restaurants were always full a few years ago. After Fellini's left and Vinny T's of Boston, there have been no affordable Italian Restaurants in Ardmore. There should also be a dining under the stars like Media. The storefronts in Ardmore look more run down than Phoenixville, Wayne, and other towns in the area.
Food / Restaurant, Grocery	• Tapas, no more Irish bars, ethnic grocery.
Food / Restaurant, homewares	• Kitchen ware store, health food store, sushi restaurant, BYOB restaurants (more than what is already there), beer store, independent wine store/bar, tapas bar
Food / Restaurant, Ice Cream	• Ice Cream place, sushi
Food / Restaurant, Ice Cream	• Gelato place (like GROM in NYC) Authentic Naples-style pizza (Vecchia in Wayne; Parlor) Souther Comfort food All ethnic cuisine - Brazilian, Argentinian, Greek
Food / Restaurant, Ice Cream	• Specialty dessert places like an ice cream shop, more independently owned ethnic restaurants (no chains) such as middle Eastern, Asian, south American cuisine. I would love to see restaurants from Stephen Starr, Jose Garces,

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific. (cont'd)**

Common Keyword	Survey Response
Food / Restaurant, Ice Cream	Michael Solomonov- in particularly Federal Donuts
Food / Restaurant, Ice Cream	<ul style="list-style-type: none"> • Ice cream parlor (not froyo), good bagel place like ny bagel, • I would like to see a new breakfast place. In addition, I think an ice cream shop would do well.
Food / Restaurant, Ice Cream	<ul style="list-style-type: none"> • Gemili gelato, restaurants, reasonably priced clothing and gift shops
Food / Restaurant, Ice Cream	<ul style="list-style-type: none"> • Real ice cream! No more yogurt, Good Italian, more out door eating, drivers thru that's not mcdonalds
Food / Restaurant, Ice Cream, Grocery	<ul style="list-style-type: none"> • Vegan restaurant (Hip City Veg or Vedge type!) Little Baby's ice cream, Mom's groceries
Food / Restaurant, Movies	<ul style="list-style-type: none"> • Movie theater , restaurants
Food / Restaurant, Movies	<ul style="list-style-type: none"> • Keswick Theater, Inexpensive restaurants ie good diner, more privately owned specialty shops like Past Present Future
Food / Restaurant, Movies	<ul style="list-style-type: none"> • some kind of movie theater like the barn in Collegeville - serves food and movies.
Food / Restaurant, Movies	<ul style="list-style-type: none"> • movie theater that serves dinner
Food / Restaurant, Movies	<ul style="list-style-type: none"> • Copy Wayne - More Dining and a Movie Theater to bring families out in the evening
Food / Restaurant, Movies	<ul style="list-style-type: none"> • I would love to see the Ardmore movie theater reopen!! I think a good store for Ardmore would be UNIQLO!! A great farm to table Diner would be a draw too.
Food / Restaurant, Movies, Bakery, Ice Cream	<ul style="list-style-type: none"> • The Loft. La Colombe. REI. Bakery. Ice cream shop (Wayne bar). Outdoor movies. Beer garden. Verdé (center city Philly woman's shop). Cappagiro (gelato).
Food / Restaurant, Movies, Bakery, Ice Cream	<ul style="list-style-type: none"> • Movie Cinema, ice cream or frozen yogurt, sporting goods store (void sense City Sports left SS), French Bakery/Chocolaterie, Artisan bakery like the one that recently close in Narberth on Montgomery Ave.
Food / Restaurant, Movies, Grocery	<ul style="list-style-type: none"> • A movie theater. A farmers market. We have enough nail salons, spas and restaurants. Lower the rents, fill up the empty spaces and clean the place up. We live here because of its accessibility No more condos or new homes.
Food / Restaurant, Movies, Ice Cream	<ul style="list-style-type: none"> • More places like El Limon, Not Your Average Joes and Iron Hill. Family friendly and affordable! A great ice cream shop like in Narberth would be great too! A movie theater!
Grocery	<ul style="list-style-type: none"> • Dollar Store, small grocery
Grocery	<ul style="list-style-type: none"> • Orange Theory, a gourmet food store like Fresh Market, Wegmans
Grocery	<ul style="list-style-type: none"> • Wegmans
Grocery	<ul style="list-style-type: none"> • A fresh produce store with organics would be fantastic!
homewares	<ul style="list-style-type: none"> • Homewares, spice shop
homewares	<ul style="list-style-type: none"> • Gift shops, glassware.
homewares	<ul style="list-style-type: none"> • Hardware store, Fish store
homewares	<ul style="list-style-type: none"> • antique mall;
homewares	<ul style="list-style-type: none"> • Nice housewares like Open House in philly, a Winnie's Le Bus, but parking needs to be easier and signage, like a mall directory, would be helpful to know what else is in the area to encourage those of us who stop to get one thing to stick around
Ice Cream	<ul style="list-style-type: none"> • Ice cream shop
Ice Cream	<ul style="list-style-type: none"> • Ice cream)
Ice Cream	<ul style="list-style-type: none"> • This place need a nice ice cream /smootie place (not just yogurt stuff) like good quality ice cream place similar to one in Narberth village.
Ice Cream	<ul style="list-style-type: none"> • Soft serve ice cream
Ice Cream	

Common Keyword	Survey Response
Hardware	<ul style="list-style-type: none"> Less yogurt , less manicures, what's happening now that Mapes is closing? need a hardware store then
Ice Cream, homewares	<ul style="list-style-type: none"> Kiwi yogurt or Rita's
Movies, Hardware	<ul style="list-style-type: none"> Ice cream parlor, something to replace Mapes to get five and dime type stuff, that is NOT a chain pharmacy.
Movies	<ul style="list-style-type: none"> Bring back the movie theater!
Movies	<ul style="list-style-type: none"> Bring back a movie theater
Movies, Clothing	<ul style="list-style-type: none"> A department store like Macy's, kid's clothing stores, a toy store, a movie theater
Movies	<ul style="list-style-type: none"> Petsmart, AMC Dine-In movie theatre, Mini-golf, Target
Movies	<ul style="list-style-type: none"> Music store, movie theatre
Movies	<ul style="list-style-type: none"> a movie theater
Movies	<ul style="list-style-type: none"> Movie theater, bowling, skating, outlet stores, multicultural events
Movies	<ul style="list-style-type: none"> A movie theater would be great, a small hotel or b & b and more family festivals
Movies	<ul style="list-style-type: none"> a movie theater
Movies	<ul style="list-style-type: none"> movie theater return would be a boon to everyone
Movies	<ul style="list-style-type: none"> We should have saved the movie theater, some of us tried. Love the BMFI.
Movies, Bakery	<ul style="list-style-type: none"> Movie theater
Movies, Bakery, Grocery	<ul style="list-style-type: none"> bakery, movie theater
Movies, Bakery, Ice Cream	<ul style="list-style-type: none"> A movie theater would be AMAZING otherwise it's very good as is, maybe a grocery store on the opposite side of town from trader joes. Also Le Petit Mitron in narberth is one of the biggest reasons I miss living there- so a French bakery would be amazing
Movies, Book Store	<ul style="list-style-type: none"> bakery, ice cream shop, arcade for grandkids, movie theaters
Movies, Ice Cream, Book Store,	<ul style="list-style-type: none"> I would love a decent bookstore or movie theater.
Crafts	<ul style="list-style-type: none"> Indie Movie theater, bookstore, yarn shop (there are 0 close by), ice cream shop. No more nail salons!
Misc.	<ul style="list-style-type: none"> To me, the main issue is that a lot of the existing stores just aren't compelling enough to make me go into town and potentially have to cross Lancaster. Food places are okay - nothing special, and if there are any special ones, I'm not aware of them. A lot of the stores are so niche-related, that it's hard to find a reason to visit regularly.
Misc.	<ul style="list-style-type: none"> A nice big gym. And a nice pool.
Misc.	<ul style="list-style-type: none"> A place similar to Talula's in Kennet Sq
Misc.	<ul style="list-style-type: none"> Any shop that is not a chain store or a salon.
Misc.	<ul style="list-style-type: none"> Anything that isn't a chain and you can sit outside. It was sad to see parlor go.
Misc.	<ul style="list-style-type: none"> Anything would do well but need every storefront filled and ample parking. I find that I don't go to Ardmore because I only accomplish one task per trip.
Misc.	<ul style="list-style-type: none"> Art galleries
Misc.	<ul style="list-style-type: none"> Basic everyday needs, not expensive specialty shops.
Misc.	<ul style="list-style-type: none"> Boutiques, arty stored with pottery and jewelry, anthropologie
Misc.	<ul style="list-style-type: none"> Bowling Dave and busters Modern sports bar Food truck rallies
Misc.	<ul style="list-style-type: none"> Butcher, department store, Target, YMCA or Rec Center,
Misc.	<ul style="list-style-type: none"> can't think of anything
Misc.	<ul style="list-style-type: none"> Don't have an answer other then to observe it looks blighted. Maybe more flower pots in the spring/summer/ fall and lots of festive Xmas decorations in November/December including a really nice Christmas tree. Down-town Ardmore should focus on what it can control: making itself look more inviting.
Misc.	<ul style="list-style-type: none"> Entertainment > Consumer Products
Misc.	<ul style="list-style-type: none"> Fantes
Misc.	<ul style="list-style-type: none"> Go visit Boulder, CO!
Misc.	<ul style="list-style-type: none"> Happening and lively bars. Note the words happening and lively. Look at

**Q18 What kinds of stores or eateries would you like to see in Downtown Ardmore?
Are there shops in other towns that you think would do well in Downtown Ardmore?
Please be specific. (cont'd)**

Common Keyword	Survey Response
	downtown Wayne, and you get the picture. The store fronts look shabby and rundown. Look at the 2nd and 3rd floors of the stores on Lancaster Ave. They look like no one had done any fixup/cleanup/painting since 50s. And this new out of proportion parking garage is ... wait for it. out of proportion.
Misc.	• Has a good mix now
Misc.	• I filled in no opinion often because the questions are so general. If there were a bowling alley like North Bowl downtown with good food, showcasing local art, where families and everyone else could go I think that would do well. When my yoga studio was downtown I attended classes there but now go to Narberth. It really depends on the quality of what is being offered - the more local, healthy, organic, mission minded businesses, the better the downtown area will be! That is where we are all headed right?
Misc.	• I think that Ardmore is pretty well rounded. It would be nice to have a record store, I don't believe we have anything like that.
Misc.	• I think there's a lot to choose from.
Misc.	• I want to go to eat where it is nowhere else. There are enough of these "specific" places close enough to drive to. Sur la table I wouldn't mind though.
Misc.	• I would like to see stores that are interesting destinations for browsing and buying.
Misc.	• Independent small businesses - no chains
Misc.	• It would be nice to have a store similar to Sneaky Pete's
Misc.	• Italian food
Misc.	• Kid friendly- please no more nail salons or massage places!
Misc.	• Kid friendly. Can't go wrong.
Misc.	• lancaster is too dense, little shops off of the main drag are appealing, but the business corridor is very narrow, or grungy
Misc.	• Less chains, more mom-and-pop shops. Bring the feel of Old City to Ardmore.
Misc.	• Let's worry about parking first
Misc.	• Like what is there
Misc.	• Little Gym Inside Play Place
Misc.	• Louella (Wayne, Malvern), Anthropologie
Misc.	• More non-chain gift stores, No big box stores, things that are different with offerings that are more original. Things that make it fun for the whole family. Years ago there were candy stores and novelty stores rather than high end brand name stores and coming here was an experience.
Misc.	• More variety and not so pricey
Misc.	• Night School Courses
Misc.	• None in particular.
Misc.	• see #17.
Misc.	• Tattoo shops
Misc.	• To me, the main issue is that a lot of the existing stores just aren't compelling enough to make me go into town and potentially have to cross Lancaster. Food places are okay - nothing special, and if there are any special ones, I'm not aware of them. A lot of the stores are so niche-related, that it's hard to find a reason to visit regularly.
Misc.	• Unique and unusual, not chains
Misc.	• Wayne is a good example
Misc.	• We have nothing but Nail Salons and Pizza Shops

Question 24. What other events or activities would you like to see in Downtown Ardmore?

Common Keyword	Survey Response
Art	• A coop Art space or gallery would be great!
Art	• A more vibrant First Friday
Art	• Art fairs, sidewalk sales
Art	• Art Festival, Street performances
Art	• Fall craft festival
Art	• I think there has been a lot to go to from what I see. 6pm first Friday may not work for 9-5 ers with kids.
Art	• Jury entry art show of high quality with affordable artwork and crafts
Art	• More street arts/crafts fairs
Art	• Painting with a Twist
Art	• Space for local artist to show their work
Art	• Used to enjoy First Friday
Art	• Used to enjoy first Friday
Art	• Would love to see some type of First Friday brought back
Art, Drinks	• art shows, more tastings
Arts Show	• Arts show or festival
Christmas Events	• Bike clubs, gardening clubs - Christmas caroling,
Christmas Events	• holiday parades, shop windows decorated for Christmas/holidays like the dept stores in NYC
Christmas Events	• Maybe Ardmore should copy what Philly does around Christmas with its outdoor Christmas market.
Christmas Events	• something similar to Clover Market, community free fitness classes, seasonal festivals
Christmas Events	• tree lighting
Drinks	• Would love Christmas lights and evening similar to Downtown Rochester in Michigan...its spectacular!!!
Drinks	• Fall festivals. Pop up shops. Pop up beer gardens.
Drinks	• More events like the ones on Cricket - Cringle, Ocktoberfest
Drinks	• more happy hours...more bars with a more happening night life
Drinks	• Oktoberfest is awesome. Anything outdoors for adults. There's a lot of young people/professionals you could rope in.
Family Friendly	• Wine tasting
Family Friendly	• Family activities
Family Friendly	• Family Friendly
Family Friendly	• Kid friendly activities during spring and fall
Family Friendly	• More kid friendly activities
Farmers market	• More kid friendly events
Farmers market	• Clover market
Farmers market	• Expansion to farmers market produce
Farmers market	• Farmers market
Farmers market	• Farmers market
Farmers Market	• Farmers' Market
Farmers market	• farmer's market
Farmers market	• Farmers market
Farmers market	• Farmers market
Farmers market	• Farmers market
Farmers market	• Farmers market
Farmers market	• Fireworks during the summer, outdoor farmers market
Farmers market	• Live from lot is expensive, more affordable events, family entertainment, farmers market like bryn mawr

Common Keyword	Survey Response
Farmers market	<ul style="list-style-type: none"> • Open-air armers' market
Farmers market	<ul style="list-style-type: none"> • The clover market was great, but haven't seen it in a while. Really like the farmers market at the twp building. Could do that more often.
Farmers market, Music Events	<ul style="list-style-type: none"> • Vegfest, veg friendly food carts
Movies	<ul style="list-style-type: none"> • Would like to see Clover Market return. WOULD be nice to have a farmer's market. Maybe a concert series like Bryn Mawr does in Schaufelle
Movies	<ul style="list-style-type: none"> • A Dine-In movie theater
Movies	<ul style="list-style-type: none"> • Community space, films, talks
Movies	<ul style="list-style-type: none"> • Film festivals
Movies	<ul style="list-style-type: none"> • Movie night,
Movies	<ul style="list-style-type: none"> • movie theater
Movies	<ul style="list-style-type: none"> • movie theater/ movie pub
Movies	<ul style="list-style-type: none"> • Movies
Movies	<ul style="list-style-type: none"> • Non-Ticketed (free) gatherings-- anything that brings neighbors out together. movie night in the Cricket Lot by Viva? Revive First Friday, warm-weather and outdoors only? Municipal concert series, a la Upper Merion and Bryn mawr?
Movies	<ul style="list-style-type: none"> • outdoor movies
Movies, Art	<ul style="list-style-type: none"> • Would love to see a movie theater come back
Movies, Music Events	<ul style="list-style-type: none"> • Outdoor movie night. First friday
Movies, Street Closed	<ul style="list-style-type: none"> • Little Theater, Jazz, more night events not just events for kids
Movies, Yoda	<ul style="list-style-type: none"> • I would like to see closing down the downtown for more events, a movie theatre, bakery, ice cream,
Music Events	<ul style="list-style-type: none"> • Outdoor Movie Nites during the warmer months, outdoor affordable or free w/ a donation yoga classes, walking paths, parks
Music Events	<ul style="list-style-type: none"> • An Ardmore Day- like haverford twshp day-music- food - vendors- both craft and flea
Music Events	<ul style="list-style-type: none"> • Art and music events for adults and children
Music Events	<ul style="list-style-type: none"> • Art festivals, bring back Clover Market,
Music Events	<ul style="list-style-type: none"> • Beer activities, live music
Music Events	<ul style="list-style-type: none"> • Bring back Clover Market, Live Music, Sidewalk Sales, First Friday
Music Events	<ul style="list-style-type: none"> • Cafes with live music.
Music Events	<ul style="list-style-type: none"> • Classical music, events for tweens and teens
Music Events	<ul style="list-style-type: none"> • Close Rittenhouse or Cricket for more events. Music fest. We got nothing here with free or inexpensive music in public spaces.
Music Events	<ul style="list-style-type: none"> • Community music and plays, games, etc
Music Events	<ul style="list-style-type: none"> • Concert
Music Events	<ul style="list-style-type: none"> • concert series
Music Events	<ul style="list-style-type: none"> • Farmers market, live music outdoors, food festivals
Music Events	<ul style="list-style-type: none"> • Hanukkah event, craft fair, live music
Music Events	<ul style="list-style-type: none"> • I liked the concerts at Cricket on Friday nights
Music Events	<ul style="list-style-type: none"> • I would Love to see the square become a place for people to gather and participate in events. Yoga in the square music in the square, live performances, Pop up beer gardens with food trucks, pop up playground for kids, art star craft bazaar type events,
Music Events	<ul style="list-style-type: none"> • It's too bad we lost the Clover Mkt to Bryn Nawr. Interested in what the antique market will be like. Open air music in the summer as they do in Bryn Mawr would also be nice.
Music Events	<ul style="list-style-type: none"> • Jazz
Music Events	<ul style="list-style-type: none"> • Jazz cafe
Music Events	<ul style="list-style-type: none"> • Jazz Festival!
Music Events	<ul style="list-style-type: none"> • Jazz Festival, Blues Festival, ethnic festivals
Music Events	<ul style="list-style-type: none"> • Kid friendly concerts, outdoor movie, juried art exhibits
Music Events	<ul style="list-style-type: none"> • Little concerts in the Square like years ago

Question 24. What other events or activities would you like to see in Downtown Ardmore? (cont'd)

Common Keyword	Survey Response
Music Events	• Live music
Music Events	• live music
Music Events	• Live music
Music Events	• live music or street festivals that are kid and dog friendly
Music Events	• Live music outdoors
Music Events	• Live music!
Music Events	• Live music, food truck fairs, beer gardens
Music Events	• Live music. Dog park or dog related events.
Music Events	• live shows
Music Events	• Love street festivals like Oktoberfest. Food, drink, music.
Music Events	• Maybe more local talent - ie LMHS Jazz band
Music Events	• More concerts!
Music Events	• More live music
Music Events	• More live music
Music Events	• More live music
Music Events	• more live music with local bands
Music Events	• More live music, kids shows
Music Events	• More music festivals
Music Events	• More music festivals or concerts, Narberth has an annual scavenger hunt for adults that's really fun, and bring back First Friday!
Music Events	• More outdoor live music, more festivals...Carribean/Greek/Italian/Korea/Indian...what ever
Music Events	• More outdoor music festivals like live from the lot. Maybe a food truck festival.
Music Events	• more pedestrian density, street art, street music, sidewalk cafes and vendors, food trucks
Music Events	• More public music
Music Events	• Music events
Music Events	• Music events, crafts shows
Music Events	• Music fest
Music Events	• Music fest similar to Narberth, turn Cricket ave into a host site
Music Events	• Music festival
Music Events	• Music festival, arts show.
Music Events	• Music festivals
Music Events	• Music Festivals; Food Festivals
Music Events	• Music on the street like manayunk
Music Events	• Outdoor or indoor music
Music Events	• Outdoor performances, park-like areas to sit in with fountains
Music Events	• Performances - buskers, local talent
Music Events	• Seasonal Outdoor Events/Music, Themed Events similar to a Harry Potter weekend
Music Events	• Street music, occasionally some vending opportunities such as fairs like Clover for crafts and arts
Music Events, Art	• TV or Radio Station with performance venue. Radnor Studio 21 should come to Ardmore!
Music Events, Art	• We love music, yoga, local farm food, playgrounds, hiking trails, theater! A place to see performing arts would be amazing. It looks like the old Philadelphia gym space is open! That's huge! Do it!
Music Events, Drinks	• Jazz concerts, art exhibits
	• Music fest similar to what they do in Havertown, arts and craft fair

Common Keyword	Survey Response
Music Events, Movies	• Jazz Fest, wine tastings, craft brew festival
Music Events, Movies	• First Fridays, Outdoor Movie Night, Live performances
Music Events, Movies	• Outdoor concerts and outdoor movies
Outdoor Dining	• Outdoor movies, outdoor concerts
Outdoor Dining	• Additional pop up dinners, community driven days
Outdoor Dining	• Better restaurants, bars, shopping, coffee shops
Outdoor Dining	• Dining under the stars
Outdoor Dining	• Food truck festival
Outdoor Dining	• Food truck festival
Outdoor Dining	• Inexpensive cafes byob or breakfast
Outdoor Dining	• Media's Blueswalk, Harry Potter Night in Chestnut Hill, as example
Outdoor Dining	• more good restaurants
Outdoor Dining	• More outdoor restaurants
Outdoor Dining	• Outdoor seating for dining.
Outdoor Dining	• restaurant festivals with food tasting booths
Outdoor Dining, Farmer's Market	• Restaurant/craft festival
Outdoor Dining, Movies	• Night Market; Flea Market; true Farmer's Market
Outdoor Dining, Street Closed	• movies and dinner
Outdoor Dining, Street Closed	• Dining under the stars!
Outdoor Dining, Street Closed	• Lunch truck festivals
Outdoor Dining, Street Closed	• Outdoor eating event like Media....
Outdoor Dining, Street Closed	• Restaurant Week under the stars
Parade	• Fourth of July parade. With bands and marching, not just kids on bikes.
Parade	• Parades
Parade	• Parades
Parade	• Pride parade
Run / 5k	• 5k run
Run / 5k	• A 3K/5K walk/run, a short-circuit bike ride/race
Run / 5k	• a parade, a race, festival something larger that draws in all ages and generations at once to come and stay for awhile. Most of the events are enough to draw people in for about 20-30 mins worth of entertainment.
Run / 5k, Parade	• adult sports leagues
Run / 5k	• E-cycle event
Run / 5k	• Fun 5K runs!
Run / 5k	• Fun runs, more food and beer events
Run / 5k	• Harry Potter Festival, 5 K races,
Run / 5k	• Special events like community fairs, local biking event, 5 k run.
Run / 5k	• Sports tournament. Soccer
Sidewalk Sale / Flea Market	• All store summer sidewalk sales
Sidewalk Sale / Flea Market	• Flea market
Sidewalk Sale / Flea Market	• Flea markets
Sidewalk Sale / Flea Market	• flea markets
Sidewalk Sale / Flea Market	• I like sidewalk sales.
Sidewalk Sale / Flea Market	• More outdoor markets
Sidewalk Sale / Flea Market	• sidewalk sales
Sidewalk Sale / Flea Market	• Sidewalk sale
Sidewalk Sale / Flea Market	• sidewalk sale used to be great
Sidewalk Sale / Flea Market	• Sidewalk Sales
Street Closed	• "Street fair" with shops having deals and some things outside. Or a craft show in the parking lot.
Street Closed	• Block Party
Street Closed	• Close the street for a festival
Street Closed	• More street festivals would be fun
Street Closed	• Outdoor, family friendly festivals

Question 24. What other events or activities would you like to see in Downtown Ardmore? (cont'd)

Common Keyword	Survey Response
Street Closed	• something where they close down the street literally like they do in main street
Street Closed	manyunk. there are enough ways to get around on either side of 30.
	• Street fairs
Street Closed	• Street festival
Street Closed	• Street festivals
Street Closed	• TED talks, street performers
Street Closed	• We need a festival that puts Ardmore on the map and isn't afraid to shut down Lancaster Ave. Similar to what the Mushroom Festival does for Kennett Square.
Misc.	• Night market
Misc.	• A real farmers' market (the one in suburban square is not real) with fair prices; there used to be sidewalk sales which were fun; occasional flea markets' anything that brings in foot traffic to give the streets some "life"; primarily weekend events when people are more likely to come out.
Misc.	• Anything but nail salons and Asian restaurants
Misc.	• Architectural tour of its churches,
Misc.	• Ardmore
Misc.	• Ardmore Day! (Like Bryn Mawr Day). My kid just asked why there isn't one!
Misc.	• barnes and noble
Misc.	• Better advertising of what is there including hidden gems
Misc.	• Better traffic patterns
Misc.	• Bike lanes all the way to Bryn Mawr, encouraging drivers to use Montgomery.
Misc.	• Bingo Session
Misc.	• Bring back Clover Market!
Misc.	• bryn mawr, center city, kop
Misc.	• can't think of any
Misc.	• Clear out the old stores.
Misc.	• Clover Market, but it will never return from Bryn Mawr.
Misc.	• Clydesdale horses
Misc.	• Continued community events,
Misc.	• County fair
Misc.	• Cultural events like the Japanese event this summer
Misc.	• does this include suburban square? more antique shows
Misc.	• Dog friendly things
Misc.	• downtown Ardmore is very tired looking to me - Wayne and Bryn Mawr are much better examples of a vibrant downtown community
Misc.	• Earth Day Events
Misc.	• Effort to combine local universities and Ardmore with educational classes for lower merion citizens
Misc.	• Events reflecting diversity and history of Ardmore
Misc.	• Fireworks like Narberth
Misc.	• Free community building stuff. Block parties
Misc.	• How about an international food fest - sidewalk sale style. Taste of Ardmore is great but you don't really get to experience the real restaurants. Instead of a pub crawl how about a bite of Ardmore where you can go from restaurant to restaurant or pub for an appetizer- no seating required
Misc.	• I don't think they need necessarily more events, but to really build on the good ones they have: Oktoberfest and Cricket Cringle come to mind.
Misc.	• I think the existing events are great. Just need better stores and restaurants..

Common Keyword	Survey Response
Misc.	• I travel frequently which conflicts with activities in Ardmore.
Misc.	• I would like to see more positive development like Cricket Ave- revived store fronts, stores that want to be involved in the community.
Misc.	• MEET THE NEW BUSINESS OPEN HOUSE SPECIFIC TO BUSINESS OPENING FOR ANY PARTICULAR MONTH.
Misc.	• More contests and pageants perhaps
Misc.	• More cultural events like Maida's event in August
Misc.	• more evening activities, places to go
Misc.	• More like Narberth
Misc.	• more parking
Misc.	• More reasonably priced stores
Misc.	• More safe walk ability with greenery spaces. Right now one must drive to each strip Ardmore east, west, rittenhouse, suburban square. Lancaster. They are all their own entity and need to be connected better.
Misc.	• More summer celebrations during the evening
Misc.	• More yoga, tai chi, qi gong places.
Misc.	• Multicultural events
Misc.	• N/A
Misc.	• Na
Misc.	• Na
Misc.	• Needs a park in center with trees, shade, less concrete and gravel
Misc.	• No opinion
Misc.	• None in particular.
Misc.	• None.already too crowded
Misc.	• Not sure
Misc.	• Not sure
Misc.	• not sure
Misc.	• Open mike night with our local politicians
Misc.	• Open to anything
Misc.	• Pet friendly spots
Misc.	• Scavenger hunt
Misc.	• Singles meetup
Misc.	• Social events to get to knkw the community
Misc.	• something multi-cultural for other religions/nationalities
Misc.	• Speakers on varied topics of interest--authors, psychologists, comedy, parenting, panel discussions, how tos, classes like main line school night but not so huge as at the high school and better parking, special interest group talks: like gardening, selling on ebay, staging a house decluttering, etc
Misc.	• Sport demonstrations
Misc.	• Summer festival at the library or outdoor park
Misc.	• Unique gift shop
Misc.	• Unsure

Question 25. Where besides Downtown Ardmore do you go for shopping, dining out, and entertainment? (cont'd)

Answers are sorted to include the most popular results first, and within that group to list those with multiple cities first.

For example: All of the responses listed first include Philadelphia, followed by those that include King of Prussia then Bryn Mawr, etc.

-
- Narberth, Wayne, Bryn Mawr, Philadelphia, King of Prussia
 - Wayne, Bryn Mawr, Narberth, mall, downtown philly
 - Bryn Mawr, Wynnewood, Wayne, KOP, Philadelphia
 - Center City Philadelphia, Bryn Mawr, Wayne, Conshy
 - Philadelphia, King of Prussia, Wayne, Plymouth Meeting, Bryn Mawr/Rosekibt
 - Bryn Mawr, Wayne, King of Prussia, Philadelphia
 - Bryn Mawr, downtown Philadelphia, King of Prussia, Wayne
 - Bryn Mawr, Wayne, KOP, Philly
 - Center City, KoP, Bryn Mawr, Wayne
 - KOP, Wayne, Bryn Mawr, Philly
 - Manayunk, bryn mawr, Wayne, KOP, center city, university city
 - Phila., Bryn Mawr, Wayne, King of Prussia
 - Wayne, center city, Kop, Bryn Mawr, Glenside, Phoenixville
 - Mostly on the main line: outskirts of Ardmore including Suburban Sq., Wynnewood, BrynMawr, Narberth; occasionally downtown Phila; occasionally King of Prussia,
 - Bryn Mawr, Haverford, Narberth, Philadelphia, King of Prussia Mall
 - Downtown Philly, King of Prussia, Bryn Mawr, Narberth
 - Wynnewood, Philadelphia, Bryn Mawr, King of Prussia
 - wynnewood, suburban sq, Haverford, Bryn Mawr, King of Prussia, center city Philadelphia
 - Downtown Philadelphia, King of Prussia, Springfield, bryn mawr, swarthmore, media
 - Downtown Philadelphia; Haverford; Bryn Mawr; other mainline towns; King of Prussia
 - Bryn Mawr, Bala Cynwyd, Philadelphia, King of Prussia, Plymouth Meeting
 - Bryn Mawr, King of Prussia, Center City
 - Center city, Bryn Mawr, king of Prussia,
 - King of Prussia and the city, Bryn Mawr
 - Philly, Bryn Mawr, Haverford, rarely KOP
 - KOP, Center City, Wayne, Conshohocken
 - Center City, King of Prussia, Wayne
 - Downtown, Wayne, King of Prussia Mall
 - King of prussia, Malvern, Wayne, center city
 - King of Prussia, Wayne, or Philadelphia
 - King of Prussia, Wayne, Philadelphia
 - KOP, Wayne, Exton, Center city
 - Philadelphia, Wayne, KOP
 - Suburban square, Wayne center city. King of Prussia.
 - Wayne, Center City, KOP,
 - Wayne, center city, and sometimes K of P
 - Wayne, King of Prussia, Down Town Philly
 - Wayne, KOP, City, Conshy
 - Wayne, Philadelphia, King of Prussia
 - Narberth, Philadelphia, KOP, Wynnewood
 - Bala Cynwyd, Narberth, Philadelphia, King of Prussia
 - Narberth, KOP, Center City, Springfield Mall
 - Narbeth, Center City, King of Prussia
 - Wynnewood for shopping, downtown Philly for dining out, Marple or KOP for movies
 - City, King of Prussia, Media
 - King of Prussia- Manayunk- Media
 - King of Prussia; Philadelphia; media
 - Media, King of Prussia, philadelphia
 - Havertown and Manayunk and KOP
 - Havertown, Philadelphia, King of Prussia
 - Philadelphia, Havertown, King of Prussia, Ardmore County Line
 - Philadelphia, King of Prussia, Ambler, Conshohocken
 - Center City, Old City, Fishtown, Northern Liberties, Collegeville, Plymouth Meeting, King of Prussia
 - Target, center city, Springfield, king of Prussia
 - CC, K/P, Wherever there's sml theater, good restaurants, shpg
 - Center City & King of Prussia
 - Center City for dining. Malls for clothes though I hate them.
 - Center City Philadelphia & King of Prussia
 - Center City Valley Forge Mall,
 - Center city, King of Prussia
 - Center City, King of Prussia (for primarily shopping).
 - Center city, KOP
 - Center City, KOP, Cherry Hill
 - center city, university city, king of Prussia
 - Downtown Phila. - KOP - Montgomeryville -Jenkin-town
 - Downtown, KoP, other towns in the area
 - Downtown, Manayunk, KOP
 - King of Prussia and Center City
 - King of Prussia and Center City
 - King of Prussia downtown Philadelphia
 - King of prussia, center city philly, suburban sq
 - King of Prussia, City Ave, Center City, university city
 - King of Prussia, West Chester, Exton, Mount Airy,

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- Chestnut Hill
 - KOP and Philly
 - KOP area & Phila
 - KoP mall for shopping, Philadelphia for entertainment
 - KOP mall, downtown Philadelphia
 - KoP mall, outlets in Lancaster & Phila Premium Outlets
 - KOP, Downtown
 - KOP, Rittenhouse/Center City
 - mall and downtown philly
 - Mall, downtown Philadelphia
 - Malls, Philadelphia
 - Manayunk, Center City Phila, NY, occasionally King of Prussia, Norristown for Mexican (less since El Limon.)
 - philadelphia, king of prussia
 - Philadelphia, KoP
 - Philadelphia. King of Prussia up and down main line
 - Philly, King of Prussia.
 - Phoenixville, King of Prussia, Philly
 - Suburban Sq, King of Prussia, Center City
 - Suburban Square, King of Prussia, Philadelphia
 - Suburban Square, KOP and Center City
 - Suburban square, KOP, Philadelphia
 - Suburban square, Philadelphia,KOP
 - Train to the city, KoP
 - wynnewood, media, narberth, wayne, bryn mawr, havertown, center city
 - Downtown Philly, Bryn Mawr, Wayne, Narberth
 - narberth, bryn mawr, wayne, philly
 - Philadelphia, Bryn Mawr, Narberth, Wayne
 - Philadelphia, Narberth, Wayne, Bryn Mawr
 - Bryn Mawr, Philadelphia, Wayne, Havertown, Wynnewood
 - Bryn Mawr, Wayne, Wynnewood, Philly
 - Wayne, Center City Philly, Manyunk, Bryn Mawr, Wynnewood
 - Bryn Mawr, Wayne, Media, Philly, Upper Darby Summer Stage and Performing Arts Center is AMAZING
 - Philadelphia, chestnut hill, Collingswood, media, bryn Mawr, Wayne
 - Havertown, center city, Wayne, Bryn Mawr
 - bryn mawr, rosemont, wayne, philly
 - Bryn mawr, Wayne and center city
 - Bryn Mawr, Wayne, downtown Philly, South Philly
 - Bryn Mawr, Wayne, Philly
 - Byrn Mawr, Wayne, the City
 - City, Bryn Mawr, Wayne
 - City, bryn mawr, wayne
 - Philadelphia, Bryn Mawr, Wayne
 - Philadelphia, Wayne, Bryn Mawr
 - Philly, Bryn Mawr, wayne
 - Philly, Wayne, Bryn Mawr
 - Suburban Square, Bryn Mawr, Wayne and city
 - University city, center city, Wayne, Bryn mawr
 - Wayne, Bryn Mawr, Center City
 - Wayne, Bryn Mawr, downtown, outside main line
 - Wayne, Radnor, Bryn Mawr, downtown Philly.
 - Narberth, wynnewood, Philly, bryn mawr
 - Philadelphia, Whole Foods in Wynnewood, Mom's in Rosemont, movies in Narberth, Bryn Mawr and malls, Suburban Square
 - Narberth, Bryn Mawr, Phila , kennet square, media
 - Narberth, Haverford, Havertown, Bryn Mawr and philadelphia
 - Center City,Manayunk, Bryn Mawr, Radnor, Bala, Plymouth meeting,narberth
 - Bryn Mawr, Haverford, Narberth, Philadelphia
 - Bryn Mawr, Narberth, Philadelphia
 - Bryn Mawr. Bala cynwud. Narberth Philadelphia m
 - center city, bryn mawr, narberth, manayunk
 - Narberth, Bryn mawr, Philly
 - Narberth, Merion, Bryn Mawr, Philly
 - Philadelphia, Bryn Mawr, Narberth
 - Suburban Square, chestnut hill, Manayunk, Narberth, Bryn Mawr
 - Trader Joe's, Narberth, Bryn Mawr movie, Center City, University City
 - Bryn Mawr, Haverford, Wynnewood, Philadelphia
 - Haverford, Wynnewood, Bryn Mawr, City
 - Center city, bryn mawr, wynnewood, Plymouth meeting
 - Bala Cynwyd, Wynnewood, Manayunk, Bryn Mawr
 - Bryn Mawr Twilight concerts, Wynnewood,Center City, Univ City
 - Bryn Mawr, Philadelphia, Wynnewood.
 - Center city, Bryn Mawr, wynnewood
 - Wynnewood, Bryn Mawr, downtown Philly
 - Media, Bryn Mawr, Philadelphia
 - Philly, Bryn Mawr, mall, media
 - Bryn mawr , Havertown , downtown philly
 - Bryn mawr, havertown, Philadelphia
 - Bryn Mawr, Philadelphia, haverford
 - Conshy, Bryn Mawr, Center City, Plymouth Meeting
 - Center city, Bryn Mawr, Bala Cynwyd
 - City, Bryn mawr, bala
 - Bryn Mawr Film, West Philly.
 - Bryn Mawr- they have movie, philly
 - Bryn Mawr! Center city
 - Bryn Mawr, Center City
 - Bryn Mawr, Lansdowne, Philadelphia
 - Bryn Mawr, Olde City Philadelphia
 - Bryn Mawr, Philadelphia
 - Bryn Mawr, Philadelphia
 - Bryn Mawr, Philly
 - Bryn Mawr, Suburban Square, Philadelphia
 - Center city bryn mawr
 - Center City, Bryn Mawr
-

Question 25. Where besides Downtown Ardmore do you go for shopping, dining out, and entertainment? (cont'd)

- Center City, Bryn Mawr
- Center City, Bryn Mawr, Manayunk
- Center city, bryn Mawr, South Philly, Reading Terminal
- Paoli, Bryn Mawr, theater: PEOPLES LIGHT in Malvern, Phila, NYC
- Philadelphia for theatre and concerts, Bryn mawr for movies and food
- Philadelphia, Bryn Mawr, New York
- Philly, Bryn Mawr
- Center City, Narberth, Havertown, Wynnewood, Wayne
- Philly. Wayne. Media. Narberth. Phoenixville. Plymouth meeting. Conshohocken.
- Center City, Wayne, Narberth
- Manayunk, Wayne, narberth
- Narberth, center city, wayne
- Wayne, Reading Market, Wynnewood Mall & Whole Foods
- Wynnewood, downtown Philadelphia, Wayne.
- Wynnewood, Wayne, downtown
- Wayne media, conshohocken, downtown
- CC, Media, Wayne, West Chester
- Philadelphia, Wayne, Media
- Conshohocken, Downtown Wayne, Havertown, Philadelphia
- Downtown Phila., Wayne, Manayunk, Conshohocken
- Wayne or philly or conshohocken
- Center City, Wayne
- Center city, Wayne
- Center City, Wayne
- Center City, West Chester, Wayne
- Downtown Philadelphia, Chestnut Hill, Wayne
- Manayunk, Center City, South Philadelphia, Northern Liberties, Wayne
- Philadelphia, Wayne
- Philadelphia, Wayne
- Philly Wayne NYC
- philly, wayne
- Wayne, Center City
- Wayne, Center City
- Wayne, center city
- Wayne, Center City,
- Wayne, downtown Phila., TV
- Wayne, Manayunk , center city
- Media, west Chester, philly, narberth
- Ambler, chestnut hill, natberth
- Center City, Narberth
- Narberth for Thai and movies, Philadelphia for food, it's hard to beat their restaurants
- Narberth!! Downtown Philadelphia, other local area that feel quaint, safe, clean and kid friendly
- Narberth, center city
- Narberth, Manayunk
- Philadelphia, Narberth
- Philadelphia, Narberth,
- Philadelphia, Narberth, all along the main line
- Philadelphia, Narberth, Manyunk
- Suburban Square, Narberth
- Center City, shopping in Wynnewood, sometimes Radnor (Marshalls etc)
- Suburban sq, Wynnewood, phila
- Wynnewood, Center City
- wynnewood, philadelphia
- Wynnewood, Philadelphia
- Wynnewood, Philadelphia
- Philly, Conshohocken, Media, Havertown
- Media, philly, Havertown
- Center City, Media
- Downtown Philadelphia, Media
- Media, city
- media, philadelphia
- Media, West Chester, Exton, Delaware, Philadelphia
- Philly, Media
- South Philly, Media, Phoenixville
- Suburban Squire, Lancaster City, Media, Manyunk, Center City Philadelphia
- Havertown, Center City,
- Havertown, Center City, Chestnut Hill
- Havertown. Phila
- Merion, Havertown, Philadelphia
- Center City & other towns surrounding Ardmore, Mann Music Center, Keswick Theater, TK Club Conshohocken, etc,
- Chestnuthill, Conshey, Manayunk
- Philadelphia, Ambler, Conshohocken, Chestnut Hill
- Bala Cynwyd, Chestnut Hill, Manayunk, Center City
- 69 st and center city
- All over Main Line, Center City, Passyunk Ave, never malls
- Ardmore, not "downtown" . Center City. Chestnut Hill. Mount Airy
- Center city
- center city
- Center City
- Center City
- Center city
- Center city
- center city
- Center city
- Center city
- Center City
- center city
- Center City

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- Center City
 - Center City
 - Center city
 - Center city
 - Center city and Chestnut Hill
 - CENTER CITY OR OUT OF TOWN
 - center city phila
 - Center city Phila.
 - Center City Philadelphia, Mt. Airy
 - Center City Philadelphia
 - Center City Philadelphia
 - Center City Philadelphia
 - Center city Philadelphia
 - Center City Philadelphia - several places in Chester County
 - Center city, chestnut hill
 - Center city, Manayunk
 - center city, manyuk
 - Center City, other Main Line towns
 - Center City, up and down the Main Line, Manayunk occasionally
 - Center City.
 - Center cityv
 - Down town Philly
 - Downtown
 - Downtown
 - Downtown Philadelphia
 - Downtown Philadelphia, New York
 - downtown Philly
 - Downtown philly
 - downtown, suburban square, local
 - For food, usually the rest of Ardmore. Entertainment we occasionally do center city. Shopping is mostly online.
 - Haverford, Philadelphia
 - In the city
 - Into philly
 - Local. West Phila. Downtown Phila
 - Main street, manayunk
 - Manayunk and Center City
 - Manayunk, Center City
 - Manayunk, Center City
 - Manayunk, Philadelphia
 - Nearby towns, the city
 - New York City, Philadelphia and Washington DC
 - North Philadelphia
 - other LM towns, center city
 - Other main line towns or downtown Philly.
 - Other Main Line towns, Center City
 - over main line, center city
 - phila
 - Phila; Europe
 - Philadelphia
 - philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia
 - Philadelphia- center city, old city/Penn's landing, Rittenhouse, northern liberties
 - Philadelphia manayunk
 - Philadelphia mostly.
 - Philadelphia, Cricket Club, grocery
 - Philadelpia
 - Philadelpia, Rittenhouse Square area mostly
 - Philly
 - Philly
 - Philly
 - Philly
 - Philly
 - Philly
 - Philly and Manayunk
 - Philly and Manayunk. Sometimes KOP Mall.
 - Philly metro
 - Philly, K of P, Skippack, Phoenixville, West Chester, Manayunk
 - suburban square, manayunk, Philly
 - The city
 - The city (Philadelphia)
 - University City
 - West Chester, Philly, Manayunk
 - West Philadelphia, Center City
 - within 5 miles of home and work, Philadelphia for dining
 - KOP, Bryn Mawr, Wayne, Narberth, the city.
 - Wynnewood, Bryn mawr, Wayne, King of prussia
 - Wayne, Bryn Mawr, King of Prussia, Media
 - King of Prussia, Conshohocken, Bryn Mawr, Wayne
 - Bryn Mawr, King of Prussia, Wayne
 - Bryn Mawr, King of Prussia, Wayne
 - Bryn Mawr, Wayne, KOP
 - King of Prussia or Bryn Mawr/Wayne/West Chester
 - King of Prussia, Bryn Mawr, Center City, Wayne
 - KOP, Bryn Mawr, Wayne
 - Wayne, king of prussia mall, bryn mawr
 - Wayne, King of Prussia, Bryn mawr
 - Narberth, Bryn mawr, kop
 - bryn mawr, havertown, kop
-

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
Atmosphere	<ul style="list-style-type: none"> Wayne - love North Wayne Ave's restaurants, shops and atmosphere.
Atmosphere	<ul style="list-style-type: none"> Chestnut Hill - currently downtown Ardmore is very similar in terms of food options and shopping but CH is a little more visually appealing
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Media more medium range stores... more dining options
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> wayne - attractive, good mix of restaurants/high end shops or bryn mawr once they complete new plaza or Chestnut Hill for shopping and restaurants
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Bryn Mawr. It has more diversity in its stores.All Ardmore has in spa's and hair solons.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Chestnut Hill, great variety of shops, restaurants. Good ambience BUT it has higher sales tax and is really too far for me. Ardmore is great. I like Wayne, but would go equally to Ardmore. As I get older I need less shopping, more reasonably priced healthy dining.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Downtown West Chester , Great combination of stores and history
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Doylestown or Phoenixville with a variety of stores and art galleries and really good restaurants. There are good restaurants in Ardmore, but no really good restaurants.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Wayne (has multi-screen movie theater, easier to use parking meters, more diverse stores, attractive RR station)
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Wayne because it has an attractive mix of high end shops and restaurants
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Wayne or media, good mix of restaurants and shops, always people walking around. They both have enough to get people to visit just to walk around and see what's there. When you have people doing that, they end up going into stores and spending money. Ardmore doesn't have enough or isn't attractive enough for people to do this.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Wayne, but more convenient, more variety, and with better parking.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Wayne, diversity, cleanliness, choice of stores& restaurants
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> Wayne-greater diversity of shops, on a street with wider sidewalks and slower traffic.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> West Chester has a fantastic mix of food, shopping, activities and more.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> West Chester, with a good variety of stores to walk and shop.
Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> West Chester. Has a great look and feel to it. Nice mix of shops and restaurants
Charming	<ul style="list-style-type: none"> Doylestown or New Hope. Both are attractive and offer non-standard shops.
Charming	<ul style="list-style-type: none"> Rose Valley, for its downhome charm
Charming	<ul style="list-style-type: none"> Narberth or Wayne...very charming and lots to do...
Charming	<ul style="list-style-type: none"> Wayne, it's charming
Charming	<ul style="list-style-type: none"> Chestnut Hill or West Chester. Cute, charming and inviting places to visit. New Hope.
Charming	<ul style="list-style-type: none"> Downtown Wayne seems to really have pulled itself together. It looks much more refreshed than Ardmore Ardmore needs to exude a little more charm in order to entice those passing through to return to shop or eat.
Charming	<ul style="list-style-type: none"> I like Ardmore the way it is visually. I think that if we need to grow business here, we cannot knock stuff down (could not find the word). We need to preserve what we have so that we can let children know what we did there. Just restore. Invigorate. Keep the town's character.
Charming	<ul style="list-style-type: none"> I like Ardmore the way it is. It has its own character!
Charming	<ul style="list-style-type: none"> I like Narberth b/c of its quaintness/charm, green trees, diversity and uniqueness of stores.
Charming	<ul style="list-style-type: none"> I love Ardmore because it's unique, but Lancaster Ave needs some tlc and

Common Keyword	Survey Response
	needs to be spruced up a bit. Maybe a few less nail salons too.
Charming	<ul style="list-style-type: none"> media... media is coming a long way and is getting better and better by the day... everyone of all ages wants to be in in media. Ardmore needs to be more inviting instead of a pass through town.. has such potential.. it needs bring more identity to itself and not have the feeling of uptight lower merion township which overall isn't inviting for many.
Charming	<ul style="list-style-type: none"> Wayne, New Hope, charming little towns with great shopping, great restaurants and lots to do for everyone.
Charming	<ul style="list-style-type: none"> Wayne. Ardmore has charm, but Wayne has more to offer. The store fronts are attractive, buildings look in better shape, environment is so family friendly in several restaurants.
Charming	<ul style="list-style-type: none"> Wayne. Attractive store fronts, wide variety of unique stores, Radnor has made a major infrastructure investment to make it more pedestrian friendly: All large street light poles have been replaced along Lancaster Avenue with more human 10' tall 'torch' style lights that are much more attractive and convey less 'highway' and more 'pedestrian-friendly' village. Additionally, they've added stamped concrete brick-like texture to their street crosswalks, created bump outs, etc. They also appear to have a budget to maintain flowers along street lamps--very inviting. A place you want to go and spend time. Also has a first class train station with a commercial entity in it--again another \$20M+ investment. Finally, it would be a huge coup to re-attract another movie cinema operator to take over the old Ardmore cinema given PSC's departure. There are new business models such as the 'wine, dine, and view' companies that might be able to afford the rent. One such company recently opened in Exton Square. Alternatively, a standard two-screen movie cinema similar to Narberth would be great. Note that there are no large public parking areas anywhere near the Narberth theatre yet all seems to work very well. A cinema would have the virtuous impact of attracting more restaurant patrons, shoppers, etc.
Charming	<ul style="list-style-type: none"> West Chester - it is such a cute town with a diverse age range (college kids and families), safe, with great bars and restaurants all within walking distance
Charming, Attractive Mix	<ul style="list-style-type: none"> Wayne. Charming, inviting, variety.
Charming, Clean	<ul style="list-style-type: none"> Wayne. More charming and inviting store fronts
Charming, Nice Stores	<ul style="list-style-type: none"> Narberth. Because it's charming and has specific stores like a nice toy store and bookstore.
Charming, Parking	<ul style="list-style-type: none"> Kennett Square - it has a perfect mix of charming shops and GREAT restaurants. It feels like a throwback sort of town, but they've done a great job of keeping up with the times. Parking is sometimes a pain there, but the offerings in town are compelling enough to make you want to go through the pain of finding parking.
Charming, Walkable	<ul style="list-style-type: none"> Perhaps Chestnut Hill, a charming part of Philadelphia which people enjoy the restaurants, the shops and strolling through the streets. Events take place which attract people to attend such as the Harry Potter Festival.
Classy	<ul style="list-style-type: none"> Chestnut Hill - Classy/Adult - Not trashy/drunk college kid like Manayunk can be.
Clean	<ul style="list-style-type: none"> Bryn Mawr - has better pedestrian flow and no vacant storefronts
Clean	<ul style="list-style-type: none"> Wayne - appealing storefronts
Clean	<ul style="list-style-type: none"> Wayne - inviting, clean
Clean	<ul style="list-style-type: none"> Wayne - storefronts and sidewalks are nicer
Clean	<ul style="list-style-type: none"> We need a nicer train station. A little of merion with nice house, Downingtown with cute store fronts, narberth because it has less traffic and quaint
Clean, Friendly	<ul style="list-style-type: none"> New Hope, clean and friendly.
Clean, Independent, Movies	<ul style="list-style-type: none"> Wayne - attractive streetscape and storefronts, better quality restaurants, movie

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
Clean, Mix	<ul style="list-style-type: none"> theater, independent coffee shops Ambler or Doylestown. Well maintained architecture, clean, with great mix of restaurants and a movie theater.
Clean, Parking, Family Friendly	<ul style="list-style-type: none"> Kennett Square, Wayne, Chestnut Hill, Bryn Mawr. All of these towns are clean, well kept, and parking is good. They are very family friendly. Wayne. Very nice stores and very clean.
Clean, Quality	<ul style="list-style-type: none"> Bryn Mawr - more of a community feel
Community Feel	<ul style="list-style-type: none"> Narberth or Chestnut Hill - community is tighter and more participatory and have better events - Dickens at Christmas, Harry Potter weekend
Community Feel	<ul style="list-style-type: none"> Wayne--make it have more of a community feel...
Community Feel	<ul style="list-style-type: none"> Narberth or Clark Park for the neighborhood feel, West Philly for the variety of things to do
Community Feel	<ul style="list-style-type: none"> West Chester - more of a "town feel" with a grid instead of a single street, more high end apartments, and better restaurants/
Community Feel, Friendly	<ul style="list-style-type: none"> There's something I like about Lansdowne, although some of it is a bit down and out. The upside is that it's friendly and seems more community oriented. The 20th Century Club is put to great use (art shows, festivals, concerts, folk club).
Community Feel, Movies	<ul style="list-style-type: none"> Wayne- attractive community center with shopping, restaurants, movies, etc.
Community Feel, Quiet Traffic	<ul style="list-style-type: none"> narberth; little through traffic; fields like a community
Cool Art Scene	<ul style="list-style-type: none"> Northern Liberties, because of the young crowd and the arts scene. Also Media, with the huge array of restaurants, clubs and the theater.
Cool Shops, Art	<ul style="list-style-type: none"> Old city or fishtown/northern liberties. Cool shops, lots of art, drinks, music.
Cooler Shops, Outdoor Dining	<ul style="list-style-type: none"> I wish we had some cooler shops, something like Media or Passyunk avenue or Wayne along Lancaster Ave. there are some great places to eat, like tired hands and Tasting room, but shopping all happens in Suburban square. The store fronts along Lancaster aren't very inviting. I like Media because there is a wide variety of shops, outdoor dining, and nice ambiance. Passyunk Ave in philly has unique shops that appeal to a younger crowd.
Culture	<ul style="list-style-type: none"> Phila for arts & live music
Culture	<ul style="list-style-type: none"> C-Hill, it's got flavor...
Culture	<ul style="list-style-type: none"> Chestnut Hill - before economic downturn or Manyunk. Unique, young shops. Hipper than Wayne.
Culture	<ul style="list-style-type: none"> Fishtown- hip, diverse
Cute Stores, Lively	<ul style="list-style-type: none"> Wayne People walking around in the evenings, row of food restaurants, cute stores to shop,
Cute, Inviting	<ul style="list-style-type: none"> Wayne - cute & inviting
Cute, Movies	<ul style="list-style-type: none"> Doylestown or Wayne- cute, good shops, restaurants, movie theatre
Diverse	<ul style="list-style-type: none"> Kennett Square, diverse and fun gatherings
Diverse Food	<ul style="list-style-type: none"> Manyunk because of diverse restaurants
Diverse Stores, Quaint	<ul style="list-style-type: none"> Pine Street in Center City... very diverse in stores, restaurants, quaint feeling, historical and upscale
Diverse Walkable	<ul style="list-style-type: none"> A mix between chestnut hill (quant and welcoming, walkable), with more of a Reading Terminal feel to the markets. More diverse and affordable.
Diverse Walkable	<ul style="list-style-type: none"> Ambler or Media: walkable downtown with diverse array of unique, local businesses, especially restaurants
Diverse Walkable	<ul style="list-style-type: none"> Chestnut Hill - draws a sophisticated crowd & has interesting, diverse, shopping
Diverse, Artsy, Vibrant	<ul style="list-style-type: none"> Collingswood!! A perfect blend of a little more blue collar than Bryn Mawr and

Common Keyword	Survey Response
	Wayne, artsy and vibrant with amazing dining choices and family friendly atmosphere.
Diverse, Creative	<ul style="list-style-type: none"> • Passyunk Ave in Philadelphia. It is diverse, creative and thoughtfully Planned for families, people without kids and older generations.
Diverse, Friendly	<ul style="list-style-type: none"> • Lansdowne, because it's so diverse, and friendly , and I used to live there and I miss it.
Diverse, Lively	<ul style="list-style-type: none"> • Haddonfeild or Collingswood. Well maintained, diversity and a lot of foot traffic.
Diverse, Unique	<ul style="list-style-type: none"> • Manayunk- diverse shops- high end and affordable shops-with all different kinds of unique shops and main stream- movie theater- galleries -music-
Diversity	<ul style="list-style-type: none"> • New hope, diversity
Diversity Shops	<ul style="list-style-type: none"> • Media - great diversity of shops and restaurants
Eclectic	<ul style="list-style-type: none"> • Manyunk, maybe - a little more funky. But Ardmore is Ardmore and it's great.
Eclectic Mix	<ul style="list-style-type: none"> • Chestnut Hill - the historic village atmosphere is very inviting and the collection of stores and restaurants is eclectic, upscale and desirable
Eclectic, Walkable	<ul style="list-style-type: none"> • Chestnut Hill. It's more walkable and has a very eclectic mix of shops, restaurants and entertainment venues.
Eclective, Hometown Feeling	<ul style="list-style-type: none"> • Doylestown, lots of eclectic shopping, restaurants, hometown feeling.
Entertainment, Quality	<ul style="list-style-type: none"> • bryn mawr because there's entertainment, shopping, food and nails all in one spot. And two good coffee shops!
Events, Culture, Family Friendly	<ul style="list-style-type: none"> • More like Ambler with family/cultural/art attractions and plenty of store and restaurants.
Events, Outdoor Dining	<ul style="list-style-type: none"> • Media, Different events all summer, festivals, family days, dining under the stars, car show etc
Exciting, Nightlife	<ul style="list-style-type: none"> • Passyunk Ave in Philadelphia. A lot of new exciting restaurants. Nightlife without going into early hours of the morning. Community-centric. Street festivals and events on weekends.
Family Friendly, Affordable	<ul style="list-style-type: none"> • Media- more family friendly, affordable
Family Friendly, Affordable	<ul style="list-style-type: none"> • Narberth - lots of family friendly activities
Family Friendly, Community Feel	<ul style="list-style-type: none"> • Narberth. I like the family friendly tight community feel
Family Friendly, Community Feel	<ul style="list-style-type: none"> • Wayne, Phoenixville, Media since they cater to families and have a lot of offerings and are strong communities
	<ul style="list-style-type: none"> • Bryn Mawr in terms of number of businesses, Wayne in terms of look and feel; Wynnewood in terms of types of restaurants; Narberth in terms of quiriness
Outdoor Dining	<ul style="list-style-type: none"> • Media.. I love closing the street for summer outside dining and I love the holiday lights
Friendly, Quality Dining	<ul style="list-style-type: none"> • Wayne. More shopping, more welcoming, more good restaurants
riendly, Attractive Mix of Shops / Dining	<ul style="list-style-type: none"> • West Chester, Queens Village, parts of N. Liberties, New "Hokey", Berwyn is starting to take shape -- friendly, more intimate and diverse stores/activities
Friendly, Clean, Variety	<ul style="list-style-type: none"> • Media and Wayne Friendliness - many shopping and eating options, cleanliness - well kept store fronts !!!!!, and a lot of pedestrian traffic.
Funky Business	<ul style="list-style-type: none"> • Northern Liberties, Narberth, Lewes DE, any west coast town with beautiful funky businesses, casual but mission based natural (not chain) cafes and eateries, food trucks :0
Great Mix of Old and New	<ul style="list-style-type: none"> • Doylestown, great mix of old and new, food and shopping, locally owned stores.
Green, Quality Groceries	<ul style="list-style-type: none"> • New Hope - better shops and better green space • I would go there more often if Whole Foods Market or Mom's Organics was there. That is where I shop the most.
Independent	<ul style="list-style-type: none"> • Narberth - mostly mom & pop shops
Interesting	<ul style="list-style-type: none"> • Wayne. More open streets with more interesting shops.
Laid Back	<ul style="list-style-type: none"> • Media because it's more down to earth and laid back.
Less Traffic	<ul style="list-style-type: none"> • It would be nice to have fewer cars and more open, green spaces (parks)

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
Less Vacancy	<ul style="list-style-type: none"> I think Bryn Mawr seems to have a more active retail environment - fewer empty storefronts.
Lively	<ul style="list-style-type: none"> Bryn Bawr: more lively
Lively	<ul style="list-style-type: none"> Main Street in Manayunk. Always has people walking around and enjoying their time!
Mix of stores	<ul style="list-style-type: none"> wayne, nice mix of stores
Mix, Clean, Walkable	<ul style="list-style-type: none"> Chestnut Hill - good mix of restaurants, bars and shopping with good sidewalks and inviting storefronts
Mix, Community Feel	<ul style="list-style-type: none"> Chestnut Hill - lovely mix of business and community. Very walkable - Harry Potter fest is a hit as are dog days and other festivals
More music	<ul style="list-style-type: none"> Ambler or Media--lots of dining and bars, but need more music than they offer
More Parking	<ul style="list-style-type: none"> Would need more parking
Movies	<ul style="list-style-type: none"> Bryn Mawr or Wayne- just because they have more businesses in a concentrated area. Also having a movie theater makes them more attractive
Movies	<ul style="list-style-type: none"> Bryn Mawr... sophisticated, good movie theater, good restaurants.
Movies	<ul style="list-style-type: none"> I think the movie theaters in Bryn Mawr and Wayne help to center the activity in those towns. Would love to see the theatre back.
Movies	<ul style="list-style-type: none"> Wayne. Fun to shop, has movies.
Movies	<ul style="list-style-type: none"> Wayne. Tons of restaurants, movie theater, sporting goods store, clothes shops
Movies	<ul style="list-style-type: none"> Wayne--movie theater, many choices of shops
Movies, Community Feel	<ul style="list-style-type: none"> Bryn Mawr. Towny, eclectic, movie-theater, sense of community.
Movies, Cute	<ul style="list-style-type: none"> Narberth for the cute movie theatre and kids bookstore, Wayne for shopping and dining destinations.
Movies, Groceries, Independent	<ul style="list-style-type: none"> Narberth because they have a movie theater and a independent grocery store and independent shops that are unique! They also have a Diner.
Movies, Mix of Food	<ul style="list-style-type: none"> Wayne..has a good mix of restaurants and a movie theater
Movies, Walkable, Variety	<ul style="list-style-type: none"> Wayne. For walk ability, movie theater, multiple good restaurants
Music Fest	<ul style="list-style-type: none"> Have a music fest like Havertown
Music, Affordable, Culture	<ul style="list-style-type: none"> Media - music nights, Transition town culture, people loving, not argumentative politics, variety of good, affordable restaurants.
Nice Shops	<ul style="list-style-type: none"> Manayunk- good restaurants, nice shops
Nightlife	<ul style="list-style-type: none"> Center City, Vibrancy, diversity later closing hours, fun, more to do for singles.
Nightlife	<ul style="list-style-type: none"> Manyunk - great nightlife and restaurants!
Nightlife	<ul style="list-style-type: none"> Media, wayne, more entertainment and night life
Nightlife	<ul style="list-style-type: none"> Phoenixville. Hopping at nite
Not all bars	<ul style="list-style-type: none"> I would like to see something like in Exton, the Town Center where you have a lot of shops and restaurants that are not all bars.
Open, Activities	<ul style="list-style-type: none"> Manayunk, very open and inviting, tons to do.
Outdoor Dining	<ul style="list-style-type: none"> Media...go there and see on Wed nights during outdoor eating evenings.
Outdoor Dining	<ul style="list-style-type: none"> I purposely moved to Ardmore from NYC, so I think it's the best! I do like that Narberth has more activity on the side streets than Ardmore seems to have. North Wayne Avenue, with a whole block of restaurants and quiet outdoor seating areas is also great.
Outdoor Dining	<ul style="list-style-type: none"> Like Wayne with maybe more outside eateries possibly a beer garden , a Marshalls or Nordstrom rack.
Parking	<ul style="list-style-type: none"> #25 towns. Variety and parking
Parking	<ul style="list-style-type: none"> A town with more parking and less traffic, everything else is great!
Parking	<ul style="list-style-type: none"> Bethesda, MD - municipal parking structures where you can park for dinner - 3 hours - for \$5

Common Keyword	Survey Response
Parking	<ul style="list-style-type: none"> • Bryn Mawr, because of parking
Parking	<ul style="list-style-type: none"> • Bryn Mawr...nice boutiques, good parking, good restaurants
Parking	<ul style="list-style-type: none"> • Narberth - comfortable shops, parking & feeling.
Parking	<ul style="list-style-type: none"> • Center city variety of theatres but the costly parking keeps us from going to restaurants there I stay local because I get furious over the parking in Philly
Parking	<ul style="list-style-type: none"> • Wayne, they have movie theatre, more restaurants, better parking, frozen yogurt etc
Parking, Affordable, Diverse	<ul style="list-style-type: none"> • Media. Better parking. Cheaper all around. More diverse restaurants. More unique one of a kind shops.
Parking, Independent	<ul style="list-style-type: none"> • Malvern - walkable, independent shops (not large chains), clean, ample parking
Parking, Independent, Walkable	<ul style="list-style-type: none"> • Media. Pedestrian friendly, independent shops, uniform signage, unobtrusive parking garage, historic buildings, few if any empty storefronts
Parking, Pleasant, Cozy	<ul style="list-style-type: none"> • New Hope. Chestnut Hill. Not in the tourist season, but when parking isn't an issue along the Main Street. Easy PARKING! Cozy shops. Unique venues. Pretty store fronts! Make it pleasant.
Parking, Quality	<ul style="list-style-type: none"> • Wayne. More parking, good restaurants
Parking, Walkable	<ul style="list-style-type: none"> • Phoenixville, Wayne. Somewhere that is pleasant to park and walk around.
Parking, Walkable	<ul style="list-style-type: none"> • Wayne. Plenty of choices, decent parking, walkability
Parking, Walkable	<ul style="list-style-type: none"> • Media, PA, easy walking different business, easy parking in evenings, good restaurants and many of them, bars walking distance. Little crime, local population is not criminally oriented like most of Ardmore below Lancaster Avenue.
Parking, Walkable	<ul style="list-style-type: none"> • Wayne-has a bit of everything-and it's all clumped together with great parking
Quaint	<ul style="list-style-type: none"> • Chestnut Hill because it feels like a village even though it is convenient to the city.
Quaint	<ul style="list-style-type: none"> • Chestnut Hill. So quaint and adorable
Quaint	<ul style="list-style-type: none"> • Collingswood - nice downtown on route 30 with only one lane of traffic in each direction
Quaint	<ul style="list-style-type: none"> • Doylestown - sense of a real downtown, not with a highway (Lancaster) barreling through it!
Quaint	<ul style="list-style-type: none"> • Maybe the quaint-ness of Narb (???) Hard to acheive with Lancaster Ave. in the center :-(
Quaint	<ul style="list-style-type: none"> • Wayne. More inviting stores but still quaint.
Quaint	<ul style="list-style-type: none"> • Media, west Chester...they feel more like a walking town and are more "cozy" feeling. More trees, gardens, boutiques, etc.
Quaint	<ul style="list-style-type: none"> • Wayne, Bryn Mawr, Narberth all feel more like towns and Ardmore feels more like a drive-through. The storefronts are more quaint and look more unified. Ardmore feels shabby and the renovations that have been done to a lot of buildings are just plain ugly.
Quaint	<ul style="list-style-type: none"> • West Chester - entertainment destination, quaint Chestnut Hill - shops, restaurants, quaint
Quaint	<ul style="list-style-type: none"> • West Chester because Ardmore has a similarly diverse population with a mix of colleg students, young professionals, families, and older people. Ardmore is much larger than Chestnut Hill or Manayunk because of Suburban Square so I don't think it can ever be that small cute town. It is also very close to Center City and Bryn Mawr and Manayunk so it has a lot of local competition.
Quaint	<ul style="list-style-type: none"> • Wayne - good scale, lots of restaurants
Quaint, Quiet	<ul style="list-style-type: none"> • Phoenixville/ Collegeville. A quaint neighborhood that is not loud or busy
Quality	<ul style="list-style-type: none"> • Fairmount neighbor hood because they have good restaurants, coffee shops and entertainment options.
Quality	<ul style="list-style-type: none"> • Wayne--great businesses, restaurants, etc.
Quality	<ul style="list-style-type: none"> • Conshohocken, it has a lot of restaurants and a lot of upscale bars with happy hours and a really great night life which in turn attracts a great young

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
	professional crowd. The bars also have great happy hours and quizzo. Conshohocken has managed to have a great night life without attracting too much of the party harty college students. The great conshohocken restaurants also have brunch which is of late a really popular activity among young professionals for "Sunday Funday".
Quality	• Haddonfield, more upscale shops on Lancaster Ave.
Quality	• Wayne for quality of dining. Narberth for small town feel. Other than Tired Hands, there is no buzz about any other Ardmore restaurants or shops.
Quality, Movies, Lively	• Conshohocken or Wayne - tons of great restaurants and bars (they have a much better variety of quality places with good reviews), BYOBs, shopping, movie theater, more lively overall
Quality, Variety, Festivals	• Media because it has a lot of stores you need in one area, lots of street festivals and great restaurants
Quiet Traffic	• Exton, better traffic flow. Nicer neighborhood
Quiet Traffic	• Media but difficult with Lanc Ave as the throughway
Quiet Traffic	• Narberth - safer traffic
Quiet Traffic	• I like Ardmore the best but think it could be better if there wasn't so much traffic running through the middle of the town. Rittenhouse Road is such an ideal escape from Lancaster but so underutilized. Also, the neon signs are the absolute worst and lend a very tacky feel to Ardmore. I also think current businesses could work on developing more pleasing window displays. There are many examples of tacky window such as Maidu (large stuffed animals, oversized boxes of products, shelving, etc.). This is not nice to look at from the street and doesn't invite customers to the town.
Quiet Traffic	• I like it how it is except empty movie theater and shitty development of Cricket Lot and horrible strip centers. I like Mount Airy and Chestnut Hill. Good sidewalks, 1 land of traffic in each direction . New development in scale with old
Quiet Traffic	• Media or West Chester: Bustling with people, not traffic. I think Lancaster ave and the car dealerships make our town very unfriendly to pedestrians depending on the block you're on. Some areas of downtown Ardmore (Rittenhouse and Cricket) are great, but Lancaster ave and Station ave are very car-focused
Quiet Traffic	• Wayne, lots of variety and plenty of parking. Traffic is a little slower in Wayne. Ardmore's biggest mistake was closing the movie theater and now the new Cricket Dranoff lot.
Quiet Traffic	• wayne, narberth, doylestown- wider sidewalks, more interesting store fronts, more of a neighborhood feel, more thoughtfully planned, less busy (lanaster ave is noisy and imposing)
Quiet Traffic, Charming	• Narberth or Bryn Mawr - feels like less of a town on a highway and more of a town with a road through it. Charming, cared for storefronts, etc
QuietTraffic	• Ardmore's pretty great now, but is urbanizing too quickly, and by too much. Glenside/Keswick? Better traffic management, better growth/development visioning. Safer for children and families. (No highway running through the center though!) We who live here, chose the Village for what it is (and isn't) and much of that is disappearing in a relatively short time. Progress? Dunno.
QuietTraffic	• Can't compare because of unique geography of Ardmore -- Lancaster Avenue and busy and noisy major artery discouraging corridor improvements making it pedestrian friendly -- and squeezed up against the railroad tracks.

Common Keyword	Survey Response
Selection	• Bryn Mawr. Great selection of stores. Lovely shopkeepers.
Trees, Walkable, Quaint	• Narberth - walkable, manageable, easy parking, trees. Midtown village in the city - same features. Everything looks like it goes together.
Unique	• It should be unique
Unique	• Narberth - has a really unique feel to it
Unique Shops	• Old City. More unique small businesses and specialty food places.
Up and Coming	• Media is an up and coming place with shopping and restaurants.
Up and Coming	• Point breeze because they are very up and coming and trying new things
Variety	• Bryn Mawr, lots of varied shops, movie theater, varied eateries
Variety	• Chestnut hill has great variety shops food art etc great sidewalk markets and ice cream!
Variety	• chestnut hill, different kinds of stores
Variety	• Chestnut Hill, open, doesn't feel crowded, a unified "look" for most of the town
Variety	• Downtown Philadelphia Many things to eat and places to eat
Variety	• Media - great variety of stores and eateries....all price levels and tastes
Variety	• Media, has a good mix of shops and eateries.
Variety	• Wayne - Lots of stores and restaurants. Easier to get to all of them
Variety of Shops	• Wayne--great variety of shops, lots of greenery.
Variety, Groceries	• Media, they have a good mix of restaurants and a grocery store downtown.
Variety, Movies	• Wayne.. A lot of variety and movie theater
Variety, Parking	• Bryn Mawr because it's better looking; Wayne for the variety of restaurants but with better parking
Variety, Quiet Traffic	• Media because it has a range of offerings without the unbelievably intrusive traffic problems.
Variety, Vibe, Nightlife	• Phoenixville - has a variety of restaurants, shopping and nightlife. It also has a "cool" vibe.
Variety, Walkable	• Chestnut Hill, Wayne, Doylestown More diversity in stores and aesthetic appearances, more area to walk, bookstore
Variety, Walkable	• Doylestown because of its great variety of unique shops, bars and restaurants. There is tons of pedestrian traffic because the streets favor pedestrians rather than cars.
Vibe	• Love the scene in Media
Vibe	• Chestnut Hill for the vibe.
Vibe	• Media for the restaurants and vibe
Vibe	• Chestnut hill. Just cool
Vibe	• None, Ardmore has its own unique and special vibe-a mixture of Mainline and urban qualities.
Vibe, Family Friendly	• Wayne. Nice vibe and family friendly but still cool
Vibe, Movies	• narberth is nice, with its off the grid vibe. brynn mawr has the great movie theater and good eat/drink (but the same problem of feeling less of a town so much as a strip of business jacked up densely against a too-busy highway).
Vibe, Small Town	• Narberth. Great small town vibe.
Vibrant	• Chestnut Hill....more of a vibrant town life
Vibrant	• Wayne - more vibrant store fronts, yoga studios, etc.
Vibrant	• Media for its quaint Main Street feel. Manyunk or South street for hipness. West Chester, chestnut hill.
Vibrant	• Wayne or Doylestown - lively, clean, lots of services and shopping, easily accessible.
Vibrant, Walkable, Practical	• Manayunk because it is vibrant and walkable. But with more practical shopping along with the boutiques.
Walkable	• Maybe Wayne, Media. They are more pleasant to walk around. I hate basically walking almost on Lancaster with cars passing within a foot or two. Having a buffer of parking creates a sense of space. I also find the parking lot behind Past, Present, Future and Fuel to be pretty terrible getting into and out of.

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
Walkable	<ul style="list-style-type: none"> • Cape May but that won't happen due to traffic configurations. Its a great walking destination.
Walkable	<ul style="list-style-type: none"> • Chestnut Hill - wide sidewalks, pedestrian friendly and inviting
Walkable	<ul style="list-style-type: none"> • Maybe Wayne. More shopping, destination, walkability
Walkable	<ul style="list-style-type: none"> • Narberth--more walkable.
Walkable	<ul style="list-style-type: none"> • Ambler - diverse business, entertainment and restaurant options; more walkable and less bustle/traffic
Walkable	<ul style="list-style-type: none"> • Media, West Chester, Chestnut Hill, Doylestown Walkability,diversity of stores, restaurants out on the sidewalks, scale and historic quality of architecture
Walkable	<ul style="list-style-type: none"> • Narberth where everything is closetogether.
Walkable	<ul style="list-style-type: none"> • Norristown has a nice "Main street" walkability, as does Narberth. It would be great if the feel of the "center" of Ardmore could be relocated to a more pedestrian friendly zone, off of Lancaster Ave.
Walkable	<ul style="list-style-type: none"> • Wayne--seems like the standard for a dining district that has some walkability. Also has a movie theater and a bookstore. Seems like fermentaria could be an anchor a la Theresa's if rittenhouse-to-cricket was to be more of a thing. I'd say LESS parking from a planning standpoint (I guess this is happening with dranoff taking the cricket lot)--we'll all take autonomous ubers out drinking in like five years anyway.
Walkable Downtown, Trees	<ul style="list-style-type: none"> • Newtown (Bucks County) due to its walkable downtown and focus on historic architecture and tree-lined main street.
Walkable, Charming	<ul style="list-style-type: none"> • Bryn Mawr- coffee, movie theater, farmers market and library all walkable Narberth - walkable and charming, restaurants shops and ice cream :)
Walkable, Charming	<ul style="list-style-type: none"> • West Chester or Doylestown. They are charming, walkable, interesting shops and restaurants.
Walkable, Community, Activities	<ul style="list-style-type: none"> • Manayunk, Phoenixville, great walking community's with weekly activities.
Walkable, Diverse Store	<ul style="list-style-type: none"> • South street, walkable, diverse stores
Walkable, Diverse, Clean	<ul style="list-style-type: none"> • Media or Chestnut Hill. Walkable streets, great store fronts, diverse shops/ restaurants and not pretentious.
Walkable, Diverse, Clean	<ul style="list-style-type: none"> • Narberth - walkable, but with a greater diversity of stores/businesses
Walkable, Entertainment	<ul style="list-style-type: none"> • It's very walkable and has a lot of great stores and restaurants. Would be great if it had a bowling alley or farm to table restaurant (craft). Also would love to see a Condados (great taco place in Columbus).
Walkable, Options	<ul style="list-style-type: none"> • Chestnut Hill. Its very walkable and has great options for dining and shopping.
Walkable, Outdoor Dining	<ul style="list-style-type: none"> • Wayne or media. I like that Wayne has a movie theater and it's highly walkable. I love media's dining under the stars and their commitment to small businesses.
Walkable, Parking	<ul style="list-style-type: none"> • Narberth, but on larger scale. Make it walkable. Parking is available, but not very convenient.
Walkable, Parking, Community Feel	<ul style="list-style-type: none"> • Bryn mawr, doylestown, new hope walkable, locally owned business, tight knit community feel, ample parking
Walkable, Parking, Community Feel	<ul style="list-style-type: none"> • Chestnut hill, walkable lots of parking and very customer friendly
Walkable, Parking, Independent	<ul style="list-style-type: none"> • Wayne -- pedestrian friendly, easy parking, local (non-chain) restaurants and shops.
Walkable, Quaint	<ul style="list-style-type: none"> • Bryn Mawr, walkable, Amherst quaint, Wayne
Walkable, Quaint, Movies	<ul style="list-style-type: none"> • Narberth. It's very walkable and quaint, great restaurants and movie theater.
Walkable, Quiet Traffic	<ul style="list-style-type: none"> • Narberth!! Better/safer crosswalks- more independent businesses- theater, etc LESS nail salons, frozen yogurt.
Walkable, Quiet Traffic	<ul style="list-style-type: none"> • Narberth, Wayne -- or anywhere with more of a pedestrian feel, less dominated

Common Keyword

Walkable, Safe
Walkable, Vibrant

Survey Response

by cars.

- Wayne. Amazing restaurants, cute shops, walk ability, safe,
- Downtown Philadelphia. Every street is lively with unique shops and dining. Most everything you need is walkable
- 13th and Sansom
- A mix of downtown Wayne & downtown Malvern; the new and old ambiance mixing well.
- A mix of Old City + Fishtown in Philly.
- A movie theatre
- Ambler
- Ambler is pretty neat, I would love to have some of their restaurants in Ardmore instead, especially something like the Lucky Well. Ardmore has a great beer scene, but lacking in the Spirits department.
- Ardmore
- Ardmore - don't fight it, just tweak it!
- Ardmore has greater potential than most towns around Philadelphia. I think of the downtowns of Chestnut Hill, Narberth, Wayne, Bryn Mawr, Doylestown, and New Hope. I would love to see Ardmore have a component of all of these places that offer either shopping, dining, charm. But none of these places offers all of these things due to limited space or location. Ardmore has space, activity, and great offerings of location and services for families. Any business could thrive here. Ardmore has historic buildings; space on Lancaster, Rittnhouse, and Greenfield; and, a cool vibe.
- Ardmore is a special town in its own right - charming for its history and diversity. And it is more laid back than some of its neighboring communities. It doesn't need to be like anywhere else.
- Ardmore is doing a great job being itself.
- Ardmore is great but it could use more culture, LESS SALONS. It's getting better every year and has come a long way!
- Ardmore is my favorite downtown in the Main Line. I don't know other areas in Greater Philadelphia.
- Ardmore is too citified and spread out- If I want city vibe, I'll just go to Philly. Prefer down town, concentrated, neighborhood feel of the other small towns above.
- Bryn mawr
- Bryn mawr
- Bryn Mawr
- Bryn Mawr
- Bryn Mawr - more boutiques and college-friendly
- Bryn Mawr (in terms of nice stores, although Ardmore has more character), Wayne, Media These towns seem to have wider sidewalks and are nicer for strolling. They also have more businesses I'm interested in--not so many nail salons, pawn shops!
- Bryn mawr- love the farmers market and clover market. Wish it never left Ardmore.
- Bryn Mawr, Narberth
- Bryn Mawr, Narbeth, Wayne
- Bryn Mawr. Nice restaurants, interesting shops, good size
- Bryn Mawr. The theater
- Center City
- Center City
- Chesnut Hill
- Chestnut hill
- Chestnut Hill

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
	<ul style="list-style-type: none"> • Chestnut hill • Chestnut Hill • Chestnut Hill • Chestnut Hill • chestnut hill • Chestnut Hill • Chestnut hill • Chestnut hill • Chestnut Hill - Wayne • Chestnut Hill 20 years ago • Chestnut Hill, E. Passayunk, Haddonfield Wouldn't it be wonderful if Ardmore was a destination for others. • Collingswood nj. Great restaurants and shopping • collingswood, NJ • Devon • Don't know • Don't know. Just moved here from another state 3 wks ago. • Downtown Ardmore is as useful or more useful than any other similar area. • Doylestown • Doylestown and Chestnut Hill • doylestown, • Doylestown, awesome downtown area • Gay st west Chester • Germantown or olde city • Gladwyne or Narberth • Good question... Mount Airy I guess • Haddon field nj family nights on regular basis shops open • have no local model in mind • Havertown • Havertown • Hope manayunk was several years ago when it was revitalized. Downtown Narberth • I could say Germantown, NewHope, etc... but I think Ardmore should be more original than that - I think it should be less big named brand name store and more mom and pop small business. • I do not understand • I don't know the other towns well enough • I like all the small businesses in Narberth. • I like it the way it is • I like it the way it is • I like things in bryn mawr and Wayne but I don't like the WASP vibe in Wayne • I love Ardmore and don't see another town I would want it to be like even though I would like to see some improvements • I love Ardmore as it is. The only other town I'd compare it to is Wayne, which has more cute, boutique like stores. • I love Ardmore, I think it's probably the best suburb. • I would go to Ardmore since it is close to my home! • I would like it to be like Chestnut Hill • I would want Ardmore to be a place that people walk to (instead of always

Common Keyword**Survey Response**

- driving) for shopping and eating out, plus a town in which residents can enjoy community events, because getting to know neighbors is important to me. University City has this feel in spite of the transient university crowd.
- I would want it to be just like Media. Ardmore is the most down to earth location on the mainline
 - Idk
 - im happy the way it is
 - it's great as is
 - Jenkintown
 - Just want Ardmore to continue to develop, diversify and grow successful businesses retail and non-retail
 - Kennet Square
 - KOP
 - Like itself, but better.
 - like the shops of Media, or the fun eateries of Northern Liberties
 - M....
 - Malvern
 - Manayunk
 - Manayunk has a wonderful variety of shops and restaurants. West Chester is nice -- low key and the historic architecture is lovely.
 - Manayunk, South st.
 - Manyunk
 - Manyunk of 10 yrs ago
 - Maybe more like Wayne which has a downtown that is more inviting. Another town to try to emulate is Princeton. The problem with downtown Ardmore is that the building owners and merchants too often have no self respect, no pride, no vision. Too many dirty storefronts, buildings in need of a paint job and in need of basic maintenance.
 - Media
 - Media
 - Media
 - Media
 - Media
 - Media
 - Media
 - Media or West Chester (cute, walkable, well maintained with diverse ethnic cuisine offerings and BYOBs). Media Theater offers nightlife and weekend matinees.
 - Media, New Hope
 - Media, Bryn Mawr, Wayne, doylestown, narberth
 - Media, Narberth
 - Media, new hope
 - Media, Wayne
 - Media. Independently owned businesses where you can afford to actually buy something. Charming Main Street. Doesn't look like a mall.
 - Media...fair trade
 - Mount Airy, downtown Princeton
 - Mount airy, Philadelphia
 - N/a
 - N/A
 - Na
 - Narberth
 - Narberth
 - Narberth

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
	<ul style="list-style-type: none">• Narberth• Narberth• Narberth• Narberth, Chestnut Hill• Narberth. Stable businesses• New Hope• New Hope• New Hope or Lambertville• No favorite. I enjoy frequenting all of them and Ardmore could be part of the rotation. For me and my friends, it's all about the food. Have nice places to eat and drink and the rest will follow.• No more salons... There is no where to shop..... The stores are stinky!• No opinion• No! I want Ardmore to be it's own location. McDonalds is the same in Ardmore as it is Reading; there's nothing appealing about that.• None i think ardmore is moving in the right direction. More options for 30 somethings that have kids but want to still go out• None, I love Ardmore!• None, Keep it unique• None.• None.• Not sure• not sure• Not sure• Not sure• Not sure... I don't think I'd like a duplicate. Ardmore is solid, just needs some tweaks.• Old City• Open-Ended Response• Phoenixville• Rittenhouse Place in Ardmore could be like the downtown Wayne area with the wider street, street events, great restaurants like Barbacoa, etc.• Rittenhouse sq or Washington square• Society Hill• South street in center city• South Street, Phila• Still relatively new to Philly area, don't know enough about the region to answer this• Tough to say. New Hope or Narberth, probably.• Wayne• Wayne• Wayne• wayne• Wayne• Wayne• Wayne• Wayne• Wayne• Wayne• Wayne

Common Keyword**Survey Response**

- Wayne
- Wayne
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- Wayne
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- Wayne
- Wayne walking theater great restaurants we used to have 3 movie theaters
wynnewood. ardmore and suburban square Wayne is fun
- Wayne area
- Wayne because of its movie theater, numerous restaurants but sadly lost the
loved bookstore
- Wayne or Bryn Mawr - Both have movie theaters. Bryn Mawr has BMFI.
Wayne also has B&B. Both other towns seem to have fewer vacant stores.
- Wayne or Chestnut Hill
- Wayne or media
- Wayne or Media
- Wayne, better shopping and food
- wayne, bryn marw
- Wayne, Bryn Mawr, Haverford
- Wayne, Conshohocken, Phoenixville. All have a critical mass of nightlife,
restaurants and cultural things to do. Ardmore never seems to reach the
critical mass, it always seems o fall short.
- Wayne, have you been to Wayne....
- Wayne, interesting, inviting, clean
- Wayne, it'd not so cramped
- Wayne, Media, Doylestown, Ambler
- Wayne, Narberth even
- Wayne, nice restaurant options of all kind -- casual lunch, nice dinner, family
- Wayne, PA
- Wayne, Pa or Doylestown, Pa.
- Wayne, West Chester, Manayunk
- Wayne, West Chester, New Hope
- Wayne. clean, inviting, busy, current ,accessible no empty stores. stores on ave
open later. Movies right there
- Wayne. Done right
- Wayne. Every reason why. Wayne is a perfect little town center and Ardmore
should be the same and there is no reason it cannot be.
- Wayne. They don't have empty store fronts, which I find to be a blight on the
charm of Ardmore. Even if the empty store fronts just had art in the window
or something, the entire downtown would generally be much more inviting.
Also, Wayne doesn't have 40 year old shady storefronts, rather they have
high-end micro-chains right on the main strip that were obviously invested

Question 26. If Downtown Ardmore could be like another town in Greater Philadelphia, which would you want it to be like, and why?

Common Keyword	Survey Response
	in.
	<ul style="list-style-type: none">• Wayne/bryn mawr• Wayne-perfect combination of everything• Waynr• West Chester• West Chester• West Chester• West Chester• West Chester• West Chester• West Chester• West Chester - beautifully restored; lots of upscale shops and eateries.• West Chester because it seems more lively and a lot of unique businesses to choose from, not just nail salons everywhere.• West Chester or Media• West Chester, Media, Pottstown• West Chester, wayne• What the fuck is wrong with you people ? Ardmore is fine as Ardmore, it's problem is Lower Merion Township is in it

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
Art	<ul style="list-style-type: none"> I would love to see more murals around Ardmore.
Art	<ul style="list-style-type: none"> There are great restaurants but not performance space or entertainment other than the Music Hall. I would love to go out to a gallery, show, or movie and then go to dinner.
Big Events	<ul style="list-style-type: none"> Cricket ave has a bunch of things. Maybe shut Down some streets more often so that its easy to access events with strollers
Blighted	<ul style="list-style-type: none"> I definitely want to keep the small town feel but MUST be Spruced up - place to gather, shop, eat, noch (sp?) Something for all ages.
Blighted	<ul style="list-style-type: none"> I do not understand why there is not more neighborhood initiatives to make owners clean up their properties. Business' do a fine job but the many rundown lots and houses are what detract from the Ardmore experience(i.e. House across from Carlino's) I would be interested in helping with community projects
Blighted	<ul style="list-style-type: none"> If you exclude Suburban Square, Ardmore is less of a "town center" and more of a street/single strip. It lacks literal and figurative dimension. The buildings are also under-maintained.
Blighted	<ul style="list-style-type: none"> it doesnt look happy. clean bldgs, store fronts, sidewalks and lighting is good place to start.
Blighted	<ul style="list-style-type: none"> It looks like a dying town.
Blighted	<ul style="list-style-type: none"> It looks run down; also it needs a hotel for visitors near the train station which also MUST BE IMPROVED
Blighted	<ul style="list-style-type: none"> It would be great if it had more of a small town feel... Lancaster avenue looks shabby
Blighted	<ul style="list-style-type: none"> It's a bit of an eyesore. There is not much appealing about it, and I live 6 blocks away. I go to El Limon or to a nail salon; that's about it.
Blighted	<ul style="list-style-type: none"> It's bleak and uninviting. The train station makes the entire Suburban Square somewhat unpleasant.
Blighted	<ul style="list-style-type: none"> Moved back after 30 yrs of living out of state and very sad to see what has happened to Ardmore
Blighted	<ul style="list-style-type: none"> Need to clean up lancaster ave!!!!
Blighted	<ul style="list-style-type: none"> There's only so much lipstick you can put on a pig
Blighted	<ul style="list-style-type: none"> Tired
Blighted, Greener	<ul style="list-style-type: none"> Ardmore is the sad little sister to Suburban Square. The buildings are drab- there are no trees or flowers- the sidewalks because of the the busy street are always filthy. It's has the appearance of being industrialized not quaint. Lighting- Awnings- buffer Flower Pots to reduce the noise so that patrons can sit outside- a bridge to Suburban Square or a shuttle would bring some higher end shops to the Lancaster Ave side.
Blighted, Movie Theater	<ul style="list-style-type: none"> Ardmore is a great place to live...it could be better with more good restaurants, entertainment entities, and things for teens to do. Lancaster needs to be spruced up a little. Like the way Rittenhouse Place is shaping up...If Narberth can support a movie theater, can't we? I like the amount of physical activity places that have come...we want a fit and healthy community. Is there much on hand for our aging population? And, I say again, very self-servingly, wine bar and seafood restaurant..!
Blighted, Traffic	<ul style="list-style-type: none"> Traffic on lancaster is terrible between whole foods and Saxby s, something need to be done. Too many nail salons, rite aid lot is beyond ugly with parking in the front and does not fit it. House is the area need to be cleaned up and less trash

Common Keyword	Survey Response
Coffee Shop	<ul style="list-style-type: none"> Really wish there were a spot I could grab a coffee during the day walking up from my house, or same with grabbing ice cream after dinner in the summers. We are always looking for someplace to walk and there's not a whole lot that is destination worthy for us (we have 3 kids)
Coffee Shop, Book Store	<ul style="list-style-type: none"> I grew up in Ardmore, my first job was on Lancaster Ave. at Wrangler Wranch ;) and I spent a good portion of my life there. Would love to see a good coffee shop that is nice not too hipster. Would love a good bookstore and some moderately priced clothing stores. I teach at LMHS and would like to see stores the kids would enjoy as well. I hung out in Ardmore when I was a teen and it was a nice place to grow up.
Coffee Shop, Storefront Improvements	<ul style="list-style-type: none"> Storefronts and buildings are shabby. Businesses are too niche (spy shop) or generic (nail salon) to draw me in. Poor urban planning - put to go coffee shop near train, food truck spot, etc
Coffee Shop, Train Station	<ul style="list-style-type: none"> Love the train to NY; Miss Milkboys
Development Concerns	<ul style="list-style-type: none"> Being overdeveloped, and about to face three years of chaos and no parking.
Development Concerns	<ul style="list-style-type: none"> Building in Suburban Square is going to hurt small businesses in Downtown Ardmore and make parking more difficult. The free 10 minute parking is great.
Development Concerns	<ul style="list-style-type: none"> Do not raise rents and push out GREAT stores like Styche
Development Concerns	<ul style="list-style-type: none"> Don't lose the small town feel.
Development Concerns	<ul style="list-style-type: none"> Don't want to see large developments without affordable housing mandated!
Development Concerns	<ul style="list-style-type: none"> I'm a bit concerned/apprehensive about all of the planned construction
Development Concerns	<ul style="list-style-type: none"> It's lovely. I'm a little worried about the large building projects making the town a little too crowded and high-rise like. If there's one thing I wish hah could change about Ardmore is that it was quieter and more quaint and this seems to be moving in the opposite direction.
Development Concerns	<ul style="list-style-type: none"> Love living in Ardmore for 24 years and very concerned all this construction, high rise buildings and gridlocked streets are ruining our beautiful town.
Development Concerns	<ul style="list-style-type: none"> Moved here 16 years ago and wouldn't want to live anywhere else. BUT the Lancaster stretch and the home developers are forcing us to change our mind. We live here for the schools (not Lower Merion BTW) and the two trains that get us to work and all we have to offer in the community (pool, library, post office, vet, shops etc) but the history is being torn down for new and changing the look and feel of the area. I'm all for cleaning up the area but use existing space. The old movie theater and all the empty store fronts on Lancaster are an eye sore. No more living spaces please! No more ugly condos!
Development Concerns	<ul style="list-style-type: none"> No high rise buildings please. It would look horrible next to the great small shops. Also, we need the parking lot. And encourage more entrepreneurs like Tired Hands. That place is the crown jewel of Ardmore. Ditto The toy store Pucci.
Development Concerns	<ul style="list-style-type: none"> Putting a Target on Lancaster Ave is ridiculous. It will draw only low end clientele, employ people at low wage jobs, make miserable traffic and cause Ardmore to be more like City line ave and crime ridden then safe and prosperous like Bryn Mawr.
Development Concerns	<ul style="list-style-type: none"> Too many developers are coming in and ruining the quaint towns of the Main Line. Getting too expensive for the diversity that was always part of the community
Development Concerns	<ul style="list-style-type: none"> Two things would really help: -- not building Dranoff project -- making Lancaster Ave. three lanes and adding bicycle lanes
Development Concerns	<ul style="list-style-type: none"> Unfortunately, Lancaster runs snap dab down the middle, so limits outdoor events in city center. And looks like new condo's are going to take up any usable open spaces.
Expensive	<ul style="list-style-type: none"> Much to expensive. Need more diverse stores

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
Expensive	<ul style="list-style-type: none"> • Too expensive
Expensive	<ul style="list-style-type: none"> • Too many boutiques and specialty shops. Too expensive...I live/work in Ardmore and I only shop at Rite Aid and Wawa
Family Friendly Improvements	<ul style="list-style-type: none"> • It is really fun for our family to live so close to suburban square but i wish there was a little place or corner for little kids to hang out. Maybe a small playground etc. you can only get so many times excited to see the little pond/fountain in the middle.
Green Space	<ul style="list-style-type: none"> • How about adding some green space for people to sit and gather such as the empty lot at ardmore and lancaster ave.
Greener	<ul style="list-style-type: none"> • Ask BMTC to get rid of hot plaza with fountain, no one sits there could get heat stroke, what about a lush garden there like Garden next to Ludington Library. Make sidewalks Gwen permeable or solar panels, do something innovative
Greener	<ul style="list-style-type: none"> • i like it, good stores, but the density and unbroken swath of buildings from wynnewood to downingtown fights against any real sense of ardmore being a distinct town or community. Lancaster could be charming with a 25% reduction in structures and parking lots, with more trees and better architecture, but even if you agree i doubt you have tens of millions of dollars lying around for demolitions and greenery. maybe target one property each year from a list or ugly blightish huildings for purchase and demolition. less is more.
Greener	<ul style="list-style-type: none"> • I love the area, I only wish it had more green; more plant life and more trees. Also I hate the empty lot next to Tired Hands, I wish there was something there.
Greener	<ul style="list-style-type: none"> • Trees. Greenery. Chestnut Hill is cute because of private homes and little surprise gardens along Germantown Avenue.
High Rent	<ul style="list-style-type: none"> • Get creative. Some of the rents have prohibited good stores from staying
High Rent	<ul style="list-style-type: none"> • I am a business owner and I currently work from home. I would love to open a store front in Ardmore with leather goods imported from Italy, but rental prices are too high and so very risky for small Business owners. We have so many luxury stores in KOP Mall but I would like to see Ardmore more small business friendly with unique stores instead of big brands! But I would love to have a store like Target to take over the old Macy's!!! We need a store like that where especially during the winter months, busy moms can run in to shop for different things with the kiddos!
Hotel, Movie Theater	<ul style="list-style-type: none"> • We should allow folks that have large homes, that want, to run B&B, the old Macy's should be a boutique hotel. MANY bar/bat mitzvahs in Lower Merion, if Ardmore had rooms to house guests, we would really benefit!! When we lost our movie theaters, we really lost out on so much. We were a destination location, now we're not.
Independent Shops	<ul style="list-style-type: none"> • Ardmore in its entirety could be really something special but it's mostly chains or less-than-average places to eat shop and go.
Kid Friendly, Farmers Market	<ul style="list-style-type: none"> • Any kid friendly events would be welcome. More farmers markets.
Lighting	<ul style="list-style-type: none"> • Needs more light at night.
Make a Destination	<ul style="list-style-type: none"> • Needs more destination places, things people from neighboring towns would travel to Ardmore for... Tired hands and Ardmore music hall are some of these helping Ardmore out, BIGTIME!
Make a Destination	<ul style="list-style-type: none"> • Rittenhouse Place could be a destination area for restaurants, art studios/galleries, professional offices it's great that it is wide and curved...

Common Keyword	Survey Response
More Child Friendly	<ul style="list-style-type: none"> architecture is attractive... could have a village feeling My kids pass through suburban every day on the way home from school. And spend many weekends there, with or without parents. It would be nice to give them an opportunity to enjoy that time without wondering aimlessly. A theater or bookstore would be great.
More Child Friendly	<ul style="list-style-type: none"> Needs to cater to young families and college kids
More Child Friendly	<ul style="list-style-type: none"> Went to Welcome Santa event a couple of years ago and it was embarrassing, Santa's outfit was dirty and falling apart and the Christmas Tree looked like it was from Charlie Brown
More Child Friendly	<ul style="list-style-type: none"> Wish they had playgroundn
Movie Theater	<ul style="list-style-type: none"> Looking better these days. Wish movie theater would come back.
Movie Theater	<ul style="list-style-type: none"> that hulking empty theater is a sin.
Movie Theater, Book Store	<ul style="list-style-type: none"> A movie theater and book store would be phenomenal.
Movie Theater, Restaurants	<ul style="list-style-type: none"> A movie theatre and more restaurants would be excellent additions.
Movie Theater, Restaurants	<ul style="list-style-type: none"> Missing luncheonette type food & movie
Music	<ul style="list-style-type: none"> live music is the key
Music, Clothing	<ul style="list-style-type: none"> Liven it up, more lights, more music, cuter small unique home goods and clothing stores
Music, Movie Theater	<ul style="list-style-type: none"> Live music. Movie theater.
Negative	<ul style="list-style-type: none"> A disaster in the making for over 30 years.
Negative	<ul style="list-style-type: none"> Ardmore is very tired looking.
Negative	<ul style="list-style-type: none"> Ardmore just seems depressed all the time with empty storefronts or seemingly depressed businesses. Have lived nearby for 40 yrs and downtown Ardmore has always looked this way despite a few efforts at revitalization.
Negative	<ul style="list-style-type: none"> Don't like the rooftop billboards. Street landscaping seems poorly maintained.
Negative	<ul style="list-style-type: none"> It is boring with no interesting places and few good restaurants.
Negative	<ul style="list-style-type: none"> Lancaster Ave looks horrible
Negative	<ul style="list-style-type: none"> What a dump. Very few attractive stores.
Negative, Train	<ul style="list-style-type: none"> hate the train station
Nightlife	<ul style="list-style-type: none"> no night life
Nightlife	<ul style="list-style-type: none"> Ardmore is so great and has even more potential, with its safeness and sidewalks it could be more fun in the evenings and at night and generate more profits with a busier nightlife.
Nightlife	<ul style="list-style-type: none"> There need to be a change. Ardmore has had too much of the same for two long. There is nothing to do outside of suburban square for high schoolers through early 30 year olds. Ardmore needs to capitalize on its proximity to colleges and college students.
Nightlife, Arts	<ul style="list-style-type: none"> I moved here June 2015 and I'm really happy for the driveway and trees! It would be cool if a few more businesses stayed open later. More arts/ community events would be nice, although I can't think of anything specific at the moment. Oh and P.S. Can we move the ocean closer?
Outdoor Dining	<ul style="list-style-type: none"> i would like to see more retail shops, and to see more life on the sidewalks in the evenings.
Outdoor Seating	<ul style="list-style-type: none"> How did Tired Hands build such a big place and not manager more outdoor seating?
Outdoor Seating	<ul style="list-style-type: none"> Outdoor seating at restaurants and cafes in quiet conditions is hard to find on the Main Line. I often wish we had better options.Hykel's deck is popular because people can bring their dogs to sit outside. My daughter would like an old-fashioned candy store that sells name brand candy.
Outdoor Seating, Safer Crosswalks	<ul style="list-style-type: none"> Crossing Lancaster as a pedestrian always feels dangerous. More outdoor seating, gathering spots would be nice.
Outdoor Seating, Sidewalks	<ul style="list-style-type: none"> Rittenhouse would be a wonderful place to have more outdoor restaurants. It would be great if the sidewalks could be made wider.
Parking	<ul style="list-style-type: none"> 1-Parking - One limitation is parking and a lot of traffic. I think we would

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
	benefit from having a local Ardmore bus/tram loop 2- Culture - every community needs some community and culture. Family events, music, etc. 3- Staples - movies, stores, dining, ice cream. You need a place where the locals gather regularly.
Parking	• add a parking deck at the train station and then make the crosswalks a bit better. Add a pedestrian zone on Rittenhouse to encourage shopping there
Parking	• Ample parking to avoid the craziness out there now.
Parking	• Can seem a bit seedy at times. Parking is terrible.
Parking	• Concerned about loss of parking and increase in traffic on Cricket and on Lancaster with so much new housing going in. Not to mention the loss of surface parking, especially for quick stops--Merrick Pharmacy, card store, etc.
Parking	• Cricket AVE project has caused empty storefronts. Hope no more loss occurs. Questionable about construction time & future parking. Parking garage not desirable replacing the lot where I have parked for years to shop Ardmore. Actually decided not to start up @ Merks Pharmacy when Narberth Pharmacy closed due to the future undesirable parking situation.
Parking	• Demolish the old theater. Make it a driveway and inviting walkway to a parking garage with access to Lancaster Ave No more nail salons or pharmacies.
Parking	• I like most the accessibility and variety and people. Parking and traffic is biggest deterrent
Parking	• It's dirty and the parking sucks and the Dranoff project will kill it
Parking	• Keep parking cheap/free
Parking	• Lane shift on 30 near Wawa, decline of churches which provide good lectures and social opportunities and concerts, increase in quantity of overpriced boxy four storey townhouses with insufficient parking for their owners and guests. I like there is public playground and pool and library and post office, and Trader Joes and farmers market, and Apple store, and train station.
Parking	• Love living here Suburban Square desperately needs more parking. I often leave when I can't find parking
Parking	• MEters should be Three hours, hard to shop, and eat in 2 hrs or take an hour class
Parking	• need more handicap parking
Parking	• Needs Free Parking
Parking	• Needs more good business with parking options
Parking	• needs parking badly,
Parking	• Not happy about losing Cricket Ave parking lot! As a woman, I feel most safe in free or metered open air parking lots and least safe in parking garages. Long time regular customer of Merrick Apothecary.
Parking	• Not looking forward to losing the parking lot for an 8 story building that will be entirely inappropriate for Ardmore and make it even more congested.
Parking	• Parking is the number one reason we avoid Downtown Ardmore. It not safe to walk with kids 4-7 or more blocks just to go to a store especially if you have to cross rt 30.
Parking	• Parking only convenient for some stores. Some stores seem outdated.
Parking	• Parking will be difficult after the Crivket ave lot is gone.
Parking	• Parking would make all the difference
Parking	• Stop using the few parking lots for silly farmers markets, junk sales.

Common Keyword	Survey Response
Parking	<ul style="list-style-type: none"> • The parking is terrible ,people are always on their phones I would like to see police enforcing some safe driving tickets for this.
Parking	<ul style="list-style-type: none"> • The parking meters are a problem. Not consistent with the hours in the different areas. If your lunching and shopping, that could extend way more than 2 hours and if you're even a minute late, you can be sure there is a ticket there. I understand the purpose, but it's frustrating in a town like Ardmore. This isn't center city. Often times there are not street alternatives and the parking lots are a mess. It's my one negative feeling about Ardmore.
Parking	<ul style="list-style-type: none"> • The Parking needs to be free if you really want it to thrive. Or less aggressive parking attendents
Parking	<ul style="list-style-type: none"> • The removal of the Cricket lot is going to create major parking headaches.
Parking, Better Stores	<ul style="list-style-type: none"> • I love the community feel, but wish there were better shopping options, the parking is difficult.... And the restaurants are getting better but some have been disappointing.
Parking, Blighted	<ul style="list-style-type: none"> • From Lancaster Ave - cvs to end of car dealerships lacks charm, co-hesiveness - bad roads then u cross Montgomery Ave near suburban square & it's a whole other vibe - Lancaster Ave looks horrible like a street in the city of Phila u just want to keep driving - nothing there & no where to park if there was
Parking, Blighted	<ul style="list-style-type: none"> • I view it as being on life support. It looks old/outdated and half the stores are empty (that's my perception). Parking is terrible and there are too many mom-pop type stores. Generally, retail is dead except for outlets, home improvement stores and low-end consumer retail like Target and Wal Mart.
Parking, Development Concerns	<ul style="list-style-type: none"> • There will be nowhere to park in Ardmore as Dranoff project, train station accessibility project, Suburban Square redevelopment, get under way. Already, because of Iron Hill, it is difficult to park near the Post Office in the evenings.
Parking, Greener	<ul style="list-style-type: none"> • Hanging flower baskets, Potted plants, I like the 10 minute free parking.
Parking, Not Customer Friendly	<ul style="list-style-type: none"> • I don't find it inviting though there are a few restaurants I enjoy. Parking (not including suburban square) is often difficult. Seems like some of the business have 'attitude' like Jr. League, so not inviting.
Parking, Pedestrian Improvements	<ul style="list-style-type: none"> • Ardmore is probably the place on the Main Line that I go the most, and use the most in terms of smaller shops, but I don't consider it a place just to go or even spend an evening. It's not really a pleasant place to walk to around and I'm not sure how that could change given Lancaster and how parking is.
Parking, Pedestrian Improvements	<ul style="list-style-type: none"> • Wish we could do something about the speed and volume of traffic on Lancaster, Ardmore Ave, Anderson by Suburban Sq. Better signage for and MORE PARKING
Parking, Sidewalks, Traffic	<ul style="list-style-type: none"> • Traffic is the biggest downfall. hard to turn at lights and get back to parking lots. Parking is often full when there are events. Was sad to see melodies music go-- a good teen venue is sorely needed on the main line and that was always a popular spot. Also would be better without fast food places like McDs and Subway. Diminishes the good stuff like a la maison. Wider safer sidewalks would be great.
Parking, Signage	<ul style="list-style-type: none"> • Love it! It would be helpful to have clearer direction for parking, as it's not always obvious whether some shops has parking nearby.
Parking, Storefront Improvements	<ul style="list-style-type: none"> • Ardmore is such a great place to live and being on the main line there is a lot of \$ here but you would never know it driving down rte. 30. Although some newer businesses have updated their storefronts. Most are dated and look like they need repairs. Also, as a mother of a baby if there isn't convenient parking, I'm not going.
Parking, Traffic	<ul style="list-style-type: none"> • It would be great if one lane in each direction on Lancaster Ave. was used for parking rather than traffic. This would provide a barrier between the side walk and the traffic, give a more "main street" feel, provide more parking and encourage sidewalk dining.

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
Parking, Traffic	• Not enough parking, traffic congestion
Parking, Traffic	• Parking! Traffic!
Parking, Traffic	• traffic is congested, parking is difficult and I hate carrying around change or quarters to feed parking meters.
Parking, Traffic	• Traffic. Parkin. Need to fix it.
Parking, Traffic, Greener	• Would be nice to have pocket parks, public places and places to sit and people watch. I am very concerned about the Cricket parking lot development and worsening of traffic congestion.
Parking, Train Station	• I can't comment about parking because I walk, but it seems parking would be critical. Would love to see the train station upgraded. Not sure why this never happened.
Parking, Vacant Storefronts	• Parking needs to be better. Disturbing how many empty storefronts there are now.
Parking, Variety of Stores	• Fix the horrible parking situation. Get more interesting stores and restaurants. No more nail salons, spas, drugstores, and fill those empty store fronts.
Pedestrian Improvements	• Ardmore needs to be more pedestrian and bike friendly. More ethnic restaurants and unique shops, less luxury high-rise condos!
Pedestrian Improvements	• he big problem for Ardmore is Lancaster Ave - makes it difficult to be truly pedestrian friendly. I'm more likely to go to one specific store, then go home rather than walk around and window shop
Pedestrian Improvements	• I generally avoid walking on Lancaster Avenue because the auto traffic is too fast. Traffic needs to be calmed.
Pedestrian Improvements	• If Ardmore was more pedestrian and bicycle-friendly, my family would view it more as a destination e.g for weekend shopping and dining out.
Pedestrian Improvements	• Instead of trying to cut Downtown Ardmore off from Suburban Square, embrace its presence. Build a foot bridge from the back of Trader Joe's to the parking lot between the Municipal Building and the Ardmore Music Hall. Encourage foot traffic to all parts of downtown. NO MORE SALONS. NO MORE PARKING LOTS. MORE BIKE RACKS. MORE SAFE PEDESTRIAN CROSSINGS.
Pedestrian Improvements	• It is hard to access the many shopping groups in Ardmore (Cross Selling/ Accessing). I rarely go from Sub. Square to Lanc. Ave. or Ardmore West or Greenfield Ave. or Rittenhouse St. Why not have a bridge between the train station over the rooftops to Ardmore West? The current or planned solutions prevent easy walking between them and driving to multiple stops is hard.
Pedestrian Improvements	• Lancaster Ave is not a safe street for pedestrians.
Pedestrian Improvements	• Needs a better crosswalk. Needs more cohesiveness among stores. Suburban square needs to stop getting rid of the small unique stores by having exorbitant rents that only big chains can afford. Bring back some charm
Pedestrian Improvements	• Pedestrians should be able to feel that they can cross streets safely.
Pedestrian Improvements	• People fly down Lancaster ave and never notice what's around. I wonder if slimming it to one lane each direction on weekends and making the outer lanes temporary parking (Havertown has this) would help slow the pace and bring people into the stores, or simply be too disruptive. When you do want to go somewhere via car, parking locations are not obvious while on Lancaster ave. The train station is possibly the most embarrassing part of the downtown area. The tunnel always smells like urine, and the building

Common Keyword	Survey Response
	by no means reflects Ardmore's history as an original main line destination. Finally, why are there billboards like on Bella Italia? I've driven down Lancaster ave 1000s of times and have never noticed it while driving, as if I were looking at it, I'd be ignoring traffic lights and crosswalks. That said, if I'm in the adjacent parking lot at night, it's a major bright eyesore. I don't understand the point. Wawa always renews it, but I cannot imagine anyone ever sees it without putting the people around them in danger.
Pedestrian Improvements	<ul style="list-style-type: none"> Speed bumps on Rittenhouse, Cricket, Athens. So much cut-through traffic is *racing* through this Village's side streets. These could be of the removable type, so that Public Works could de-install them before approaching snow and plowing.
Pedestrian Improvements	<ul style="list-style-type: none"> The crosswalks are not safe. I have nearly been ran over at the crossing opposite Radio Shack and I saw exactly the same thing happen to another person the other day!!
Pedestrian Improvements	<ul style="list-style-type: none"> The intersection by ruby's is treacherous. Too much congested traffic
Pedestrian Improvements	<ul style="list-style-type: none"> The sidewalks feel pretty tight with the busy traffic on Lancaster and the PA pedestrian law is not usually enforced. Some kind of first Friday where the street is shut down and traffic is redirected would encourage people to visit and learn more about local businesses. Tables with umbrellas in the road, stands set up on the sidewalk, food trucks, etc.
Pedestrian Improvements	<ul style="list-style-type: none"> the traffic flow is bad; ansersen ave in particular; everything is built for the car: large parking lots, big streets, etc; I want to walk there and take the train to town. The train station is an insult to public transport.
Pedestrian Improvements	<ul style="list-style-type: none"> There are too many cars on Lancaster; trying to cross at Station Road is dangerous.
Pedestrian Improvements	<ul style="list-style-type: none"> Unfortunate that there are 4 traffic lanes running through town, but I imagine there is nothing to do about that.
Pedestrian Improvements, Greener	<ul style="list-style-type: none"> I think we could do more with plants and flowers, to beautify Ardmore. Wish we could take traffic calming measures
Pedestrian Improvements, Greener	<ul style="list-style-type: none"> The strip malls take away from sense of community and are ugly. So are the car dealerships. Need more trees.
Pedestrian Improvements, Greener	<ul style="list-style-type: none"> Would love to see it somehow connected to suburban square with large mutli use areas and more green
Pedestrian Improvements, Make a Destination	<ul style="list-style-type: none"> I think one of the best things that has happened in Ardmore is Tired Hands. It makes Ardmore a destination - the beers are so popular that people come from other states to Ardmore. That's the model you need to get more people to town. I love Ardmore and have lived here for 13 years. It's a shame that downtown isn't a more compelling spot. I just think it's a weird mix of stores and just not very interesting restaurants. The bars are great. And Ardmore Music Hall is an amazing spot - it rivals live event venues in the city. But most people I know who go to shows, go the the Hall and leave. They don't come early for dinner or drinks. There's just not enough otherwise to pull them into town right there. I also think traffic on Lancaster is a huge issue. Crossing Lancaster is a test of faith, especially in the crosswalk with no light. It's dangerous and frankly, there is nothing on that side that makes me want to cross (most of the time)
Pedestrian Improvements, Sidewalk, Greener	<ul style="list-style-type: none"> We need a central public gathering place, bigger sidewalks and more green. Hate the traffic on Lancaster. Rethink and make Rittenhouse the main drag .
Pedestrian Improvements, Sidewalk, Movie Theater	<ul style="list-style-type: none"> You need to do something about slowing down traffic on Lancaster. There need to be bollards along both sides of the street in between Bella Italia and Pennywise. Traffic speeds by, the sidewalks are tilted towards the street, and it feels like you are taking your life in to your own hands. Add another crosswalk in that same section like the one in front of the old theater. We need a new train station. I'm not a fan of the new buildings in the Cricket lot

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
Pedestrian Improvements, Signage	<p>area. We need to fix up buildings that are in disrepair--using facade grants or other. Recruiting a good use to the old theatre should be a top priority. The Ardmore Alliance needs to not be so politically involved around development issues and needs to respect the needs of residents as well as visitors to Ardmore.</p> <ul style="list-style-type: none"> • Please inform the storefront owners and the building landlords the simple people friendly/pedestrian usability things matter a lot: The fact that it's difficult (Lancaster and Anderson Aves) or almost impossible (Montgomery and Anderson Aves) to cross the main thoroughfares in the very heart of downtown Ardmore, even with traffic light walk signaling means someone is missing the big picture. Have you ever seen LMT police ticket a car or truck driver for disobeying pedestrian signals or laws? Yet the problems occur all day and mor eso at rush hour. The dirty sidewalks, full of grit and litter don't help either. In the winter and early spring time passing traffic splash water, snow and slush up onto the sidewalks and onto pedestrians. If this helpful if you want to attract people to the heart of the downtown?
Positive	<ul style="list-style-type: none"> • Ardmore has been growing slowly with better businesses and hopefully this trend will continue
Positive	<ul style="list-style-type: none"> • Ardmore has greatly improved over the past 10 years. Please keep up the great work!
Positive	<ul style="list-style-type: none"> • Downtown Ardmore has greatly improved over the last 25 years
Positive	<ul style="list-style-type: none"> • Great combination of stores and history
Positive	<ul style="list-style-type: none"> • Great place
Positive	<ul style="list-style-type: none"> • Great place, I am happy I live there
Positive	<ul style="list-style-type: none"> • I am there several times a day. Like Ardmore.
Positive	<ul style="list-style-type: none"> • I like all the local businesses - fewer chains. It has unique character.
Positive	<ul style="list-style-type: none"> • I like Downtown Ardmore. I frequent lots of the bars and restaurants. Love the free parking at Holidays !!
Positive	<ul style="list-style-type: none"> • I like it alot
Positive	<ul style="list-style-type: none"> • I like it very much! With a couple of improvements, it'll be gorgeous!
Positive	<ul style="list-style-type: none"> • I like suburban square
Positive	<ul style="list-style-type: none"> • I love Ardmore and have made it my home for 12 years. I am always hoping and wishing for it to continue its growth and improvement. It has, in many ways, improved over the years but it still has so much more potential. I love Fermentaria, Viva Video, Local, El Limon, Barbocoa and Mainline Crossfit. I am glad that Nudy's came on board recently. All wonderful improvements. I live, work and walk in Ardmore. It is fabulous being able to walk to all the businesses that Ardmore has to offer. Looking forward to further growth. My family and I have always vowed to support our local businesses first and would love to see Ardmore expand its offerings.
Positive	<ul style="list-style-type: none"> • I love Ardmore but the downtown feels tight... That said, tough to change! I spend time at Fermentaria but not a ton elsewhere. It's probably not quite as inviting as it could be.
Positive	<ul style="list-style-type: none"> • I love our town.. it's close to Philly and train-friendly for other destinations
Positive	<ul style="list-style-type: none"> • I really like the community. Lots of nice ammenities and nice business owners.
Positive	<ul style="list-style-type: none"> • I think the community organizations do a great job organizing and hosting events (its not an easy job!). The geography/layout of Ardmore makes it challenging no matter what events are planned. There is something about walking along lancaster ave. in Bryn Mawr that doesn't feel as dark/heavy as

Common Keyword	Survey Response
	<p>it does in Ardmore (maybe the sidewalks are just wider in Bryn Mawr?). On a Saturday in Bryn Mawr I can go to the farmers market, go to coffee shop, buy modern/trendy clothes and see what movies are playing that night. Ardmore shops on Lancaster ave. seem to either be empty or very old. I frequent the stores on Greenfield a lot (and Carlinos!) and some on Cricket ave. but they are all very disjointed from one another and usually are one off stops for specific things I need. Again i like to go and wander West Chester or Bryn Mawr but when i'm purchasing things in Ardmore it's because I seek it out, buy it and return home, not wandering to just check things out and window shop.</p>
Positive	<ul style="list-style-type: none"> • I think you guys are doing great!
Positive	<ul style="list-style-type: none"> • In general I like Ardmore
Positive	<ul style="list-style-type: none"> • it made me choose Ardmore over other towns when we moved out of the city
Positive	<ul style="list-style-type: none"> • It's a super place - I'm sure if people knew more about it they would come
Positive	<ul style="list-style-type: none"> • It's awesome!
Positive	<ul style="list-style-type: none"> • It's nice
Positive	<ul style="list-style-type: none"> • Keep up the good work!
Positive	<ul style="list-style-type: none"> • Like the town
Positive	<ul style="list-style-type: none"> • LOVE ArdmoreExcited for all the news changes & building coming to Ardmore !
Positive	<ul style="list-style-type: none"> • Love it
Positive	<ul style="list-style-type: none"> • Love it, one of my favorite homes
Positive	<ul style="list-style-type: none"> • Love that Armore is trying to find out this info
Positive	<ul style="list-style-type: none"> • So many great restaurants in Ardmore. Always a nice selections and always brings guest to this area
Positive	<ul style="list-style-type: none"> • Thanks for doing this survey
Positive	<ul style="list-style-type: none"> • Thanks for doing this.
Positive	<ul style="list-style-type: none"> • Thanks for your efforts
Positive	<ul style="list-style-type: none"> • Very nice place, brings people from all over.
Positive	<ul style="list-style-type: none"> • We love Ardmore and since we moved back to the area in 2011 have seen great shifts in the businesses (Tired Hands, El Limon, Tasting Room, Clover Market, festivals...) Really looking forward to more!
Positive, Development Concerns	<ul style="list-style-type: none"> • Love it, but it feels haphazard at times. Suburban Square has so much potential, but seems to be faltering. Please help keep it alive!
Positive, Hardware Store	<ul style="list-style-type: none"> • I love Ardmore, especially since the addition of so many new restaurants. Would hate to see Ardmore without Mapes though.
Positive, Storefront Improvement	<ul style="list-style-type: none"> • I love living in Ardmore. It's great for my family--small town, but still kind of urban feel to it. Love Carlino's, DMI, the convenience of trader Joe's in the neighborhood, nudy's, jeannie's, snap, el Limon, and Barbacoa. Tired hands and iron hill are great to have too! Would love to see some of the empty stores cleaned up and a few of the multitude of hair/nail places become less. I Think it's cool when a town has a certain look to it. Ardmore has a few different sections with different feels and looks. Would like to see maybe more unified looking storefronts or awnings that still let the stores express themselves.
Positive, Train	<ul style="list-style-type: none"> • I have a lot of renters -in Ardmore - downtown Ardmore is a big draw to them & public transit availability a big draw.
Postive, Vacant Storefronts, Movie Theater	<ul style="list-style-type: none"> • Love Ardmore! Would love to see less empty spaces, more vegetarian friendly restaurants, and a movie theater!
Potential	<ul style="list-style-type: none"> • Downtown ardmore has the potential to be an amazing community. Local decision makers need to support the work many are doing to insure that growth continues and the people and places who make the town unique are not priced out of the area.
Potential	<ul style="list-style-type: none"> • It has so much potential and has really improved over the last several years -

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
	keep up the good work!
Potential	• Lots of potential
Potential	• So much potential but not somewhere I generally choose to go even though it's super close
Potential	• The potential is there...
Potential, Arts	• There has been a lot of positive change lately and a new energy with the addition of Fermentaria and Ardmore Music Hall. There is so much potential. Maybe something like an artists coop with open studio space, meeting spaces, galleries, and classes would be an anchor for the town??
Restaurants	• Moved here from the city and feel this is the closest to getting both of best worlds - city and suburban. Feel really strongly about getting less chain restaurants and more places that challenge and entice the palate. Ardmore is certainly on its way! It's an exciting time to live here.
Restaurants	• Really like Local Kitchen and Wine-- would love to see more upscale bars like that as opposed to all the dark pubs.
Restaurants	• We think it has lots of potential!!! Glad you are doing this survey. We think a few good restaurants could really punch things up.
Shopping	• I use Downtown Ardmore for spot shopping , usually only one stop, via car. I make no distinction between shops in Downtown Ardmore vs other nearby locations other than their usefulness to me.
Sidewalks	• Needs to be modernized better sidewalks and shops and restsursnts
Sidewalks	• Nicer sidewalks would be a huge help. Walking throuh downtown to Suburban Square is very different than walking around in Suburban Square. Just make it feel more pedestrian-friendly. There is so much in Ardmore you could walk to besides Suburban Square.
Sidewalks	• Sidewalks are awful rittenhouse could be great spot was back In 70's
Sidewalks, Signage	• the sidewalk trees are heaving the sidewalks. it is time to invest in new sidewalks, there are trip hazards. More signage needed to direct people to parking. What are you doing about construction mitigation for current merchants?
Signage	• Flowers look great! Streets are clean, maybe add a "you are here" map in a few places with storenames and locations
Signage	• Signboard directories would help to know what else is in downtown Ardmore, and where. When I go to a shop in Ardmore, I rarely consciously think about what is nearby, especially if it's on a side street or a few blocks down. I don't "do" Ardmore the way some folks "do" a mall, I tend to do single planned trip, and often forget that some of my other favorite places are nearby (e.g. Primo's or Jake's, when I'm going to Verizon).
Signage, Pedestrian Improvements	• Need better signage and better pedestrian crossings on Lancaster. At least one traffic signal should have a pedestrian-only cycle like on Morris Ave in Bryn Mawr.
Signage, Sidewalks, Greener	• The biggest issue is the inconsistent signage on Lancaster Ave, makes the whole area look trashy, plus not having any greenery which separates the sidewalk from the street - not walkable. Today I drove 3 minutes to go from Jules Pizza to Kid Shooz with my son. Parking meters only take coins (?!?!?!?). Weight Watchers isn't that anymore, that used to bring me weekly. Need to create reasons for people to be in Ardmore, shopping is not the draw. Ideal would be an indoor play area for kids, nothing fancy, just like what they have at the KOP mall...gives us a reason to go there. Easier passage between

Common Keyword	Survey Response
Specialty Food	<p>Lancaster Ave and the road where Ruby's is - signage or something to show that there's a whole other area. A mobile website with an interactive map?</p> <ul style="list-style-type: none"> I wish there is a YMCA in Ardmore. Would like to see Asian grocery like H-Mart
Storefront Improvement	<ul style="list-style-type: none"> Ardmore could be a gem if people actually cared about the appearance of their store fronts! Even if you're renting, you're trying to attract customers...so keep it inviting, not filthy.
Storefront Improvement	<ul style="list-style-type: none"> Ardmore could use a face-lift. Newer/renovated shops and restaurants/bars would attract more of a crowd, and also some younger people. The types of stores are outdated (coin shop, antiques, several tailors, etc). Ardmore needs a more "hip" vibe and the old, empty buildings need to be renovated and filled. A lot of the restaurants are typically empty when you walk by (Positano, A la Maison, etc), and I think casual eateries and better BYOB's would attract more people. I love Ardmore, but it seems to be missing some of what the other main line towns have.
Storefront Improvement	<ul style="list-style-type: none"> Ardmore has the potential to attain it's rightful place of the 'main street of the Main Line' or even the 'gem' of the Main Line. A wealthy township should like LMT should seriously invest in fixing the street scape and proving additional incentives and outreach to several targeted storefronts that bring down the village: The two floors above Taste of Olive have broken windows, and boarded up dormers. Partyland's facade is all cracked (could be a beautiful building if restored), its signage and front windows are old, tired and unattractive. Some fitness studios are able to get away with 'temporary' vinyl signage vs. wood or metal--that have been allowed to stand for well over a year. Further, a large planter or planters could be place at the top of Anderson Avenue alongside the new Maido store (a great addition to town!) at the corner with Lancaster Ave. There is just old cracked concrete and there is literally not a single tree or bush between the railroad bridge and Lancaster Ave so it appears desolate and forlorn. Finally, we should encourage a developer to target the four to six decrepit store fronts between the Dance Academy/Main Line Gold Exchange and the railroad bridge. Under MUST, something much more inviting with ground floor retail and offices and apartments above could be build there to provide a fresher, more pedestrian-friendly strip to connect Lancaster Avenue Ardmore with Suburban Square Ardmore. Perhaps Carl Dranoff could be persuaded to make a modest community contribution for the area in the immediate location of his planned project for the Cricket Lot. It would actually beautify the area and increase the value of his project to prospective tenants.
Storefront Improvement	<ul style="list-style-type: none"> I loveArdmore-to improve it needs to bring in quality businesses and beautify the downtown area to make it more quaint clean and inviting to the person who does not know they love Ardmore yet
Storefront Improvement	<ul style="list-style-type: none"> i think if the store fronts all had nice awnings, there was a choice of shops, not shops going in and out all the time it would help. Maybe a home store, the empty movie building is an eyesore.
Storefront Improvement	<ul style="list-style-type: none"> I think there are many attractive stores in terms of merchandise and services that are underserved by the fact that none of it is physically appealing so customers don't even look at what's there! Parking is tough too, discouraging walkability. What about closing off the road for a couple of hours once or twice a year while the stores are open so people can get a feel of walking the area and have better access for a bit?
Storefront Improvement	<ul style="list-style-type: none"> It's not bad. I like the diversity of businesses. It could definitely use a facelift -- facade renewal program. And just better quality, family oriented businesses. Suburban Square is the key to Ardmore revival. They need to get their act together soon.

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
Storefront Improvement, Pedestrian Improvements	<ul style="list-style-type: none"> I love downtown Ardmore. I wish that the traffic on Lancaster Ave could be slowed down. I also think the shopfronts on Lancaster need a facelift. Lots of them just look dated. With some work, it could look much more "quaint" It's also very sad to see the old movie theater vacant. It would be nice if it could be restored.
Storefront Improvements	<ul style="list-style-type: none"> How do you get landlords to take better care of some of the bldgs or stores to update their windows?
Storefront Improvements	<ul style="list-style-type: none"> I feel that the storefronts could use a lift and look run down compared to Wayne
Storefront Improvements	<ul style="list-style-type: none"> some of the older buildings are a hot mess and do not look habitable. Be nice to fix that
Storefront Improvements, Greener	<ul style="list-style-type: none"> The worst part of Ardmore is the one that needs to be upgraded the most: West side of Anderson Ave. between the tracks and Rt. 30. This should entice SS shoppers to walk on over, but instead there is a pronounced difference when you go under those tracks. A few unsightly storefronts in highly visible places (the Calliope Music store, for example) downgrade the entire downtown. There is not nearly enough greenery and insufficient public space. Traffic on Rt. 30 is threatening for pedestrians. Trucks should be diverted to Haverford Rd. if Ardmore Station is to take traffic from Delaware County for use of our station.
Storefront Improvements, Movie Theater	<ul style="list-style-type: none"> Store fronts need to be spruced up. Along route 30 looks very tired. Movie theatre should come back.
Storefront Improvements, Pedestrian Improvements Storefronts	<ul style="list-style-type: none"> Better Christmas decor like Pucci Manuli!!! Nicer, more uniform storefronts. More public events. More walking town feel. Get rid of the never ending supply of nail salons and useless stores, get more diversity. Clean up the building fronts, I love the buildings, they just need to be cleaned.
Traffic	<ul style="list-style-type: none"> A 4way Stop at Anderson and Coulter Ave.!!
Traffic	<ul style="list-style-type: none"> I feel that Ardmore is going in the right direction although I feel it could be better. Traffic through Ardmore can be difficult.
Traffic	<ul style="list-style-type: none"> Less car traffic, more bike lanes, please
Traffic	<ul style="list-style-type: none"> Traffic is awful and unfortunately filled with impatient drivers.
Traffic, Train Station	<ul style="list-style-type: none"> Traffic is terrible, because there aren't enough ways to get across the train tracks. Also, the train station is embarrassingly decrepit compared to the lovely stations along the rest of the line.
Train Station	<ul style="list-style-type: none"> Looking forward to new transit-oriented development project and revitalized Ardmore rail station.
Train Station	<ul style="list-style-type: none"> Our train station needs to be handicapped accessible with a parking lot right near it. I think it's obvious that I will shop in independently owned businesses and not chain stores that can be found in a mall. Very sad to see so many closed businesses in Ardmore. Please bring our theater back!
Train Station	<ul style="list-style-type: none"> The Ardmore Septa/ Amtrak station is a sad and barren embarrassment.
Train Station	<ul style="list-style-type: none"> Train station needs to be renovated!
Train Station, Sidewalks	<ul style="list-style-type: none"> Re-arrange Station ave to attract more commuter-friendly business. Make it pedestrian only or just a drop-off place. It is kind of a nightmare for traffic right now for people cutting through our town. I'm sure the car dealerships bring in \$ for the town, so obviously we need them, but is there something by their sidewalks we can do as a town to improve the appearance? They look terrible

Common Keyword	Survey Response
Vacant Storefronts	<ul style="list-style-type: none"> Economic development does not mean constructing new stores when we already empty stores- rent the empty stores first before 'walling-in' downtown with high-rise buildings generating more traffic.
Vacant Storefronts	<ul style="list-style-type: none"> Fill up those store on Lancaster Avenue!
Vacant Storefronts	<ul style="list-style-type: none"> I am worried about the number of shuttered stores along the south side of Rt. 30. How can the former movie theater be creatively used and still maintain the historic facade? Would a performance theater arts space work? Would art studio space work similar to the Torpedo Arts Factory in Alexandria, VA? I'm also worried about long-time residents being priced out of housing around Ardmore as developers buy parcels and knock bldgs. down to build luxury condos. We need to keep the historically black parts of Ardmore intact to maintain the community's diversity.
Vacant Storefronts	<ul style="list-style-type: none"> It is sad to have empty storefronts and absentee landlords who do not keep up their buildings
Vacant Storefronts	<ul style="list-style-type: none"> Right now, there are so many empty storefronts that I would welcome almost any business except beauty businesses (like hair and nail salons).
Vacant Storefronts	<ul style="list-style-type: none"> The emptiness of suburban square is disappointing
Vacant Storefronts	<ul style="list-style-type: none"> Too many empty stores or buildings not taken care of.
Vacant Storefronts	<ul style="list-style-type: none"> Too many vacancies along Lancaster ave
Vacant Storefronts	<ul style="list-style-type: none"> too many vacant storefronts - stores open and close too often, would like to see more greenery, flowers to improve attractiveness, improve parking, get good replacements for PSC, Melodies cafe and Bucca Di Beppo space
Vacant Storefronts, Greener	<ul style="list-style-type: none"> Hate empty businesses and empty, commercial vibe, lack of green. LOVE Jason toridasu, maido, tired hands/fermenteria, viva video. Wish it had more of a walkable community vibe.
Vacant Storefronts, Pedestrian	<ul style="list-style-type: none"> We need to fill up the vacant storefronts with useful businesses, not high-end things nobody needs (a la Suburban Square). Traffic needs to be calmed as it enters the downtown area of Lancaster Ave, walking on the sidewalk can be a harrowing experience, especially with children. A more inviting pedestrian experience with better lighting, plantings and a buffer between the sidewalk and the road.
Improvements, More Child Friendly, Variety of Shops	<ul style="list-style-type: none"> I think to grow Ardmore we need to think small but original, and tasty but simple. There are brand name store and high end boutiques all over Ardmore so if I'm looking for something different I'm not coming here. The restaurants are a draw but then there are no quirky little shops to get people to stay and browse. My favorite "Downtown districts" are the ones where I can go for dinner at one small restaurant then walk around to do a little window shopping, maybe find something totally different for that hard to gift person and then grab a sweet treat at a small mom and pop sweet shop. The Past, Present, Future store on Lancaster Ave is a perfect example of the type store that attracts me but in order to keep that alive and keep people coming back it should be flanked by small interesting shops, quirky things like a "nerd" shop, or book shop, or pop culture shop, pet lovers shop, things that get people looking around. Having multiple small stores that appeal to all age groups would turn Ardmore into a family stroll destination rather than a running errands destination. Shops should attract a range of wallets rather than just cater to the higher income demographic. Shops should represent an eclectic mix to attract people with varied interests. The existing restaurants offer a variety of options so I would not add more dining, food is great but it won't keep people walking around. The only food type changes/additions that I can see improving the Ardmore experience is so sort of small family owned sweet shops/refreshment stops. Something where customers can grab a fresh squeezed lemonade, or Iced teas that are brewed fresh while they stroll the Ave. or maybe an ice cream stand or candy shop

Question 27. Please share any further comments you have about Downtown Ardmore.

Common Keyword	Survey Response
	to soothe the kids who should be exhausted from all the different shops their parents wanted to look in. Antique shops are a favorite of mine but more than 3 or 4 could turn the strip into an antique mart rather than a family shopping/dining district.
Walking	<ul style="list-style-type: none"> Do to a health condition, I am unable to drive. It is very convenient for me to hop on the bus right in Ardmore and take it home. This provides me with independence I otherwise don't have.
Walking	<ul style="list-style-type: none"> I love living within walking distance of downtown Ardmore! We moved from Narberth which is a great town, but there is even more to walk to in Ardmore.
Misc.	<ul style="list-style-type: none"> Ardmore needs to find a more independent, unique atmosphere.
Misc.	<ul style="list-style-type: none"> Ardmore P&Z mistakes historic/traditional facades for high quality design. Consider: does this survey look to control appropriate uses in the central zone? Maybe this control has produced the present failed downtown! You need to relax the controls on property owners and concentrate on incentives for investment, experimentation, and diversity. You cant fake active, healthy culture. Breaking density rules is okay by me. I moved from PDX where parking spaces are traded off for biking, street use, street cafes etc. Ardmore needs to create an environment for interesting investment to come in. You do this by showing excellence in municipal infrastructure. Get off the backs of proprietors/developers and help the pedestrian experience. Kiosks, green planting vignettes, pocket parks and small activity areas, public art, world-class bus and train stops. All the things that ARE CONTROLLABLE by the township. I typically walk through the downtown to go to the train or suburban square Starbucks or Trader Joes/Farmers Market. Re this survey, you need to clarify what you mean by Downtown.
Misc.	<ul style="list-style-type: none"> Automobile parking is not an issue for me, although I know it is critical for many people. The Cricket Avenue lot is crucial for the businesses that surround it. The traffic they stand to gain from condos built on that lot pales in comparison to the traffic they will lose from loss of parking. I would like to see more bike parking; bike racks can be stylish and appear to be street art. And I would like to see bike lanes on Lancaster Avenue.
Misc.	<ul style="list-style-type: none"> Bring back Clover Market - it was a good event to attend.
Misc.	<ul style="list-style-type: none"> Clothing is too expensive, love the restaurants
Misc.	<ul style="list-style-type: none"> Every effort to modernize the place gets shot down by traditionalists locked in a past and seemingly uninterested in progress
Misc.	<ul style="list-style-type: none"> I drive through Ardmore a lot and here is nothing there that draws me in to shop. The restaurants are decent but the stores do not appeal to me.
Misc.	<ul style="list-style-type: none"> I live in Bryn Mawr and there is no coherent development plan whatsoever and so you just get a mashup of mostly salons and strange shopkeeps who must own their building and then such high turnover on other businesses because the rent seems to be too high. I like Wayne but hate the parking. If Ardmore could be like anything maybe like a small city neighborhood like Bella Vista. What makes those places special is that they are authentic. Ardmore is also authentic and even with new planned development i think it will stay that way because it is affordable, accessible and walkable
Misc.	<ul style="list-style-type: none"> I would like to get involved, perhaps in business debvelopment; starting an Army & Navy store.
Misc.	<ul style="list-style-type: none"> It would be great to get Clover Market back - just the right sort of thing!

Common Keyword	Survey Response
Misc.	• M.....
Misc.	• more activities would be nice
Misc.	• Mostly older families or young starter families with no interest in anything much...Prefer the more laid back lifestyle of thrift shop crawling, bargain hunting. Whilst everyone bargain hunts this is a thrift shop community so other retail business suffer as they compare brand new prices to thrift shop find prices.
Misc.	• My wife and I have gone to the open market on Saturdays in front of the police station. Good idea but poor execution. Not enough merchants and not enough publicity about it. Would love to see more of this idea work.
Misc.	• N/A
Misc.	• Na
Misc.	• needs better design & places for people to be
Misc.	• No more nail salons!
Misc.	• None
Misc.	• Please liven it up!
Misc.	• Some of the shops are outdated. Too many hair salons.
Misc.	• The amount of nail salons and consignment stores is not attractive to the majority of the population that lives here. We're missing a huge opportunity to make Ardmore great. suburban square attracts people but as of now thus have no need to come under the overpass to extend their shopping experience.
Misc.	• The downtown lacks a definitive center. In some ways Cricket feels central, in other ways Lancaster does, in other ways Suburban Square does. If the parking lot next to Fermenteria could be a park/meeting space, that could give Ardmore that center point.
Misc.	• The more in-building we get in Ardmore, such as the Dranoff project and other in-town apartments/condos, the more cultural activity and interesting restaurants. This is happening now in Media.
Misc.	• The salons and nails are overkill at this point.
Misc.	• There is a lot of empty space and I am not sure why. Seems to be plenty of parking so not sure why. I just kinda like it the way it is...but I grew up in the sticks.
Misc.	• There is an obvious disconnect between new and old. Ardmore should be "my town" but there are just not a lot of stores I want to shop at, and the ones I do seem disgruntled/ not friendly/frustrated...
Misc.	• Too many hair and nail salons. Space could be better utilized.
Misc.	• Unfortunately the whole area needs to be updated and streamlined. there are too many nail salons and not enough variety.
Misc.	• Work on marketing!

Credits

This report was written by Donna Ann Harris and Stephen Skilton, an intern working with Heritage Consulting Inc. Mr. Skilton also designed the document.

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, county-wide and local Main Street programs in 23 States. She has spoken for the last twelve years at the National Main Street Center annual conference, and at the International Downtown Association annual meetings in 2013, 2008 and 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.

Stephen Skilton is a city planner and geospatial analyst. Stephen is a graduate from the University of Pennsylvania where he earned a Masters in City Planning with a certificate in Geospatial Analysis. His focused has been the application of policy informed by data analysis using computer programming using tools such as geographic information systems (GIS), data visualization, R-Studio (statistics), Python Scripting, and web mapping with Javascript. Stephen has a strong interest finding ways to use open data and software to empower communities to advocate for policies, investment, and informed decision making.

Prior to Stephen's career in City Planning, he worked for seven years as a Provisioning Analyst for Boeing where he developed datasets and relational databases used in modeling forecasts to support aircraft fleet supply chain operations. He served as a Project Manager for new programs and worked in business development as a data specialist in proposal development.

Since 2014, Stephen has worked across a spectrum of disciplines related to City Planning such as Community Development, Transportation Planning, Geospatial Analysis, and Historic Preservation. He is a native to the Philadelphia area and currently a proud resident of the Fishtown/Kensington area.

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