

**Report on the Results
of the
South Broad Street Conditions Survey**

**SOUTH
BROAD
STREET**

Prepared by

Baseline Community Consulting
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Sponsored by the South Broad Street Neighborhood Association

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Introduction

The South Broad Street Conditions Survey

The South Broad Street Conditions Survey was sponsored by the South Broad Street Neighborhood Association (SBSNA) to explore the existing conditions facing business and property owners on South Broad Street. SBSNA is considering options to address ongoing maintenance issues along South Broad Street which may include planning for a Business Improvement District. To best determine an appropriate course of direction for the future of South Broad Street and the efforts of the SBSNA, a survey was conducted to gather feedback from both community business owners and property investors.

Thomas Gilbertson of Baseline Community Consultants worked with the South Broad Street Neighborhood Association, to create a short survey that still provided enough detailed stakeholder insights to guide planning efforts for South Broad Street. The thirteen (13) question survey asked respondents to rate their level of agreement with nine (9) opinion statements covering existing conditions on South Broad Street and to provide a scaled assessment for four (4) potential improvements that may benefit the area. All statements included on the survey were developed through a work session with the SBSNA Board of Directors and are phrased such that agreement with each statement would reflect a positive outcome. In addition to the thirteen (13) Likert Scale questions, the survey offered four open response opportunities. The open response questions covered a series of topics including business/property ownership issues, desired improvements, tax assessment concerns, and additional feedback. The South Broad Street Conditions Survey was open from Mid-October 2017 to November 4, 2017. The primary survey instrument was a paper document however, participants also had the opportunity to complete the survey online via Survey Monkey.

There were eighty-four (84) survey responses from an estimated 500 business interests (business tenants and commercial property owners) along South Broad Street, a strong result producing a level of statistical significance or a confidence interval in the range of eight-five percent (85%). Although this result isn't as strong as the desired ninety-five percent (95%) level of confidence, the results and written feedback provided by survey respondents still serve as useful information for SBSNA. Since our results were able to achieve an 85% confidence interval, any given response recorded in the results from business/commercial property owners has a 85% likelihood of representing the true sentiment or response that would be obtained if the whole population (approximately 500) were surveyed.

Therefore, the findings within this report should be considered as a useful guide in the decision-making process for the SBSNA. In addition to the SBSNA, the information provided by this report may be useful for commercial property and business owners operating within the South Broad Street area. All survey participants completed and return their responses on a voluntary basis and no incentive was provided to encourage participation.

How was the South Broad Street Conditions Survey Distributed?

The South Broad Street Conditions Survey was distributed through multiple channels using both online and paper mediums. SBSNA used mailing address information from the City of Philadelphia's Office of Property Assessment (a public resource) to mail a paper version of the survey to around 300 different commercial property owners along both sides of South Broad Street from the 1100 block to the 2600 block. Each mailing contained the survey instrument which included a brief description of the survey and surveying process along with an enclosed return addressed stamped envelope. The print version of the South Broad Street Conditions Survey was also distributed in person to all businesses along South Broad Street as shown in Appendix B.

How this Survey Report is organized?

This report is organized in three sections, an analysis of Philadelphia's 2018 reassessment of commercial properties (Part I), a breakdown of responses to opinion statements and potential improvement ideas (Part II), a summary of responses to the four open response questions (Part III), and two appendices. This report is organized by survey question, and includes the most important information from the survey for each question, as well as a brief analysis.

We provide two appendices at the end of this report. Appendix A contains raw comments provided by business and/or commercial property owners responding to the survey. Appendix B includes the South Broad Street Conditions Survey as was presented to participants.

How to use this Report

This report is designed to serve the SBSNA's efforts when determining how to best approach the establishment of desired services along South Broad Street. This report aims to establish those areas of concern among South Broad Street property and business owners by focusing on items demonstrating the strongest consensus. Another aim of this report is to serve as a pre-planning step for examining the feasibility of exploring a Business Improvement District. To support this more specific focus, this report covers in detail the questions concerned with financial burdens on business and property owners in addition to their top concerns for South Broad Street. This survey report will provide for numerous insights into South Broad Street and the commercial business and property investment environment throughout the area. This survey and the resulting report is only helpful if its findings are employed by the SBSNA and local merchants and property owners to enact change upon the current conditions facing the commercial area. SBSNA is encouraged to actively circulate this report and explain its significance to business and commercial property owners along South Broad Street.

Executive Summary

Survey Background

The South Broad Street Conditions Survey was sponsored by the South Broad Street Neighborhood Association (SBSNA) to explore the existing conditions facing business and property owners on South Broad Street. SBSNA is considering options to address ongoing maintenance issues along South Broad Street which may include planning for a Business Improvement District. To best determine an appropriate course of direction for the future of South Broad Street and the efforts of the SBSNA, a survey was conducted to gather feedback from both community business owners and property investors. Thomas Gilbertson of Baseline Community Consultants worked with the South Broad Street Neighborhood Association, to create a short survey that still provided enough detailed stakeholder insights to guide planning efforts for South Broad Street. The South Broad Street Conditions Survey was open from Mid-October 2017 to November 4, 2017. The primary survey instrument was a paper document however, participants also had the opportunity to complete the survey online via Survey Monkey.

There were eighty-four (84) survey responses from an estimated 500 business interests (business tenants and commercial property owners) along South Broad Street, a strong result producing a level of statistical significance or a confidence interval in the range of eight-five percent (85%). Although this result isn't as strong as the desired ninety-five percent (95%) level of confidence, the results and written feedback provided by survey respondents still serve as useful information for SBSNA. This report is designed to serve the SBSNA's efforts when determining how to best approach the establishment of desired services along South Broad Street. This report aims to establish those areas of concern among South Broad Street property and business owners by focusing on items demonstrating the strongest consensus. Another aim of this report is to serve as a pre-planning step for examining the feasibility of exploring a Business Improvement District. To support this more specific focus, this report covers in detail the questions concerned with financial burdens on business and property owners in addition to their top concerns for South Broad Street.

Summary of Key Results

A supplemental component of the South Broad Street Conditions Survey, was an analysis of reassessment trends on South Broad Street resulting from the City of Philadelphia's 2018 reassessment of commercial properties. The reassessment analysis included within this report produced a series of important findings. The top three findings from this report are as follows:

- Nearly sixty percent (57%) of South Broad Street commercial properties experienced an increase in their property assessment while only eight percent (8%) saw a decline. Another thirty-five percent (35%) experienced no change.
- Of those commercial properties experiencing an increase in their assessment, forty-two percent (42%) experienced an increase of more than ten percent (10%) while thirty-three percent (33%) saw a gain of more than twenty percent (20%). Given that many BID assessments range between ten and twenty percent of a property's assessed value, the Reassessment has placed a comparable financial burden on more than a third of South Broad Street properties.
- The average property tax increase on a commercial property was \$1,275 on a average assessment increase of \$91,113. This is approximately double a common monetary BID fee applied on a standard three-story, 2,200 square foot, row-house property (~\$600).

Before asking the four open response questions provided on the second side of the South Broad Street Conditions Survey, respondents were asked to provide feedback along a five-level Likert Scale on a series of nine opinion statements as well as to rank the desirability of a series of four potential improvements. The most significant results from responses provided to the opinion statements and potential improvement ideas is presented as follows:

- The strongest consensus from the multiple-choice portion of the South Broad Street Conditions Survey was the widespread disagreement (73.4% selected either “somewhat disagree” or “strongly disagree”) with the statement that “the sidewalks on South Broad Street are clean of trash and debris.”
- The level of connection business and/or commercial property owners on South Broad Street feel between each other at least on a block-by-block level does not appear to be weak.
- When sifting through the raw data to isolate the results among only those respondents owning a business, it is suspected that approximately two-thirds (66.6%) of business owners selected either “somewhat agree” or “strongly agree” with the statement “South Broad Street is a good place for me to grow and expand my business.” These results are very positive, potentially indicating that South Broad Street has been moving in the right direction for its current business owners, and appears to demonstrate that many existing shop owners would like to remain and grow along the corridor.
- There was a potential indication that consensus may exist around supporting the idea that the current level of greenery along South Broad Street is inadequate. However, approximately one-third (34.2%) of respondents either felt “neutral” or agreed on some level with the statement “There are enough trees and planters along South Broad Street.” A consensus at this level might indicate a tough selling point in terms of pursuing a Business Improvement District.
- Consensus around customer safety was difficult to define, and the results demonstrate a relatively mild lean towards agreement with the statement “My customers feel safe when visiting my business.”
- Consensus leaned towards participants feeling that South Broad Street has a sense of identity with nearly two-thirds of respondents indicating agreement with the statement “South Broad Street has a strong sense of identity.”
- The statement, “The sidewalks along South Broad Street are well lit at night,” produced responses that were balanced along the Likert Scale among respondents, indicating no true consensus. Another observation from the results to this opinion statement is that results to the multiple-choice section of the survey concerning potential improvement ideas should be interpreted cautiously such as to require a higher threshold of desirability before concluding that consensus exist around the subject idea.
- When prompted with the opinion statement, “I am not concerned with my current property taxes (South Broad Street properties only)” just over sixty-seven percent (67.1%) selected either “somewhat disagree” or “strongly disagree.” This result indicates that around two-thirds of the business and/or commercial property owners on South Broad Street feel concerned about their property taxes. The top selection, “strongly disagree” was the choice of just over forty-two percent (42.1%) of respondents – a result matching the number of commercial property owners experiencing an assessment increase above ten percent (10%). Overall, the results provided by survey participants to this opinion statement were consistent with the findings of our 2018 Reassessment analysis for commercial properties on South Broad Street.

- The statement, “Current parking conditions meet the needs of my business,” produced the third highest percentage of respondents selecting “strongly disagree” indicating that a significant portion of business owners along South Broad Street do not feel current parking conditions meet the needs of their establishment. This statement also produced the fourth highest percentage of respondents selecting “somewhat disagree” indicating that another portion of business owners might wish to see parking conditions improved but do not view the current situation as critical. Interestingly, current parking conditions seem satisfactory for nearly a quarter of respondents, potentially indicating that a few “smaller scale” interventions could provide significant improvement in this area.
- Potential Improvement Idea; Regular pan and broom cleaning of sidewalks and gutters – a leading consensus. Out of eighty (80) respondents, this was by far the most desired potential improvement with almost ninety-three percent (92.5%) of all respondents having selected either “somewhat desired” or “highly desired.” Furthermore, more than seventy-six percent (76.3%) of respondents selected “highly desired,” a result matching the percentage of respondents choosing either “somewhat desired” or “highly desired” for the two second most desired potential improvements. This result is impressive and demonstrates the opportunity for a leading consensus.
- Potential Improvement Idea; The addition and maintenance of sidewalk planters. Because of our established precaution for evaluating the results for potential improvement ideas, although this improvement demonstrated desirability, it does not appear to be a leading consensus.
- Potential Improvement Idea; Decorate light poles on South Broad Street with flags. There does not appear to be strong consensus around placing flags on the light poles.
- Potential Improvement Idea; More pedestrian lighting to illuminate sidewalks at night. Nearly a quarter (24.6%) of respondents either selected “neutral” or “not desired.” Because of our established precaution for evaluating the results for potential improvement ideas, although this improvement demonstrated desirability, it does not appear to be a leading consensus.

An important key insight, nearly thirty-six percent (35.9%) of all comments provided in response to the question – “How has Philadelphia’s 2018 reassessment of commercial properties effected your investment?” – indicated that commercial property and/or business owners feel burdened by property taxes and the recent reassessment.

Recommendations from Findings

Based on the information provided for within this report, the following recommendations are provided:

- The SBSNA should work toward continuing to build capacity along South Broad Street. This entails not only getting business and/or commercial property owners to get involved in SBSNA activities but also to become more involved in the activities of the organization and its future goals. Although this survey engaged a great number of stakeholders, a stronger response might reveal a “lurking attitude” along South Broad Street held by individuals who were not inclined to complete the survey. Once again, this survey produced good findings, however, greater participation may have rendered even stronger results while potentially uncovering more insightful comments.
- The SBSNA should take the strongest areas of consensus defined within this report (cleanliness, and potential parking) and reach out to potential partners to determine what small-scale improvements can be made to build momentum towards establishing a nicer and more cohesive business district.

- Given the impacts of Philadelphia’s 2018 reassessment on South Broad Street’s commercial properties, the timing for the immediate pursuit of a Business Improvement District may be off.
- Survey participants provided a great range of comments concerning parking issues. Although parking was determined to be a key issue facing the district there may not be a leading consensus around any one parking solution. However, small-scale efforts to resolve parking problems (such as the proper addition of space lines) should be explored by SBSNA.
- SBSNA should review the current cleaning activities provided by the Passyunk Avenue Revitalization Corporation and other entities to determine how specific cleanliness issues can be resolved – at minimal cost.
- Respondents expressed desires for improved safety and business environment enhancements (greenery, business mixture, etc.) however these issues do not appear to demonstrate a leading consensus.

Part I

2018 Reassessment Analysis of Commercial Properties on South Broad Street

A supplemental component of the South Broad Street Conditions Survey, was an analysis of reassessment trends on South Broad Street. This reassessment analysis was deemed necessary given the City of Philadelphia's recent 2018 reassessment of commercial properties (hereafter called the "Reassessment"). Properties along South Broad Street from the 1100 block to the 2600 block were examined in our analysis. For purposes of our analysis, 2017 assessment values were compared against 2018 assessment values (total assessment value including land and improvements). Given the generally consistent development nature and form of South Broad Street properties, property descriptions were not incorporated into our analysis. Although, property descriptions are important when analyzing trends within districts containing considerable variation in development forms, the variations experienced along South Broad Street were not considered to be significant enough to derive critical Reassessment trends. The table on the next page demonstrates an overview of our Reassessment analysis and contains key findings for both the whole South Broad Street district and results on a block-by-block basis.

Key Findings from our Reassessment Analysis:

- 1 – Nearly sixty percent (57%) of South Broad Street commercial properties experienced an increase in their property assessment while only eight percent (8%) saw a decline. Another thirty-five percent (35%) experienced no change.
- 2 – Of those commercial properties experiencing an increase in their assessment, forty-two percent (42%) experienced an increase of more than ten percent (10%) while thirty-three percent (33%) saw a gain of more than twenty percent (20%). Given that many BID assessments range between ten and twenty percent of a property's assessed value, the Reassessment has placed a comparable financial burden on more than a third of South Broad Street properties.
- 3 – Overall, South Broad Street properties have experienced a median (middle value) gain in assessment values as the median assessment change was \$10,300 producing a median tax increase of \$144. This demonstrates that commercial properties on South Broad Street are now paying more taxes (2018 versus 2017).
- 4 – The average property tax increase on a commercial property was \$1,275 on a average assessment increase of \$91,113. This is approximately double the monetary BID fee applied on a standard three-story, 2,200 square foot, row-house property (~\$600).
- 5 – The typical South Broad Street block contains twenty-eight commercial properties having experienced a nearly \$120,000 (\$117,469) average Reassessment increase (an 18% increase) thus producing an average tax increase of \$1,644. On this typical block, the median property is paying more in taxes. Of the block's twenty-eight commercial properties, sixteen (57%) saw their assessments increase while only two (7%) saw their assessments decline leaving around thirty-six percent (36%) unchanged. Nine (9) commercial properties (35%) have seen their assessments (and taxes) increase by more than twenty percent (20%).
- 6 – The 1100, 2000, 2100, and 2400 blocks were hardest hit by the Reassessment with the 1200, 1300, and 1900 being the least impacted (least number and percent of properties with increased taxes) along South Broad Street.

2018 Reassessment Analysis of South Broad Street Properties (Commercial Properties)

District Wide Findings (South Broad Street 1100 block to 2600 block)	
Number of Properties	447
Number of Properties with Increased Assessment	253
Number of Properties with Decreased Assessment	37
Number with Increase Assessment above 20%	146
Number with Increase Assessment above 10%	186

District Wide Findings (South Broad Street 1100 block to 2600 block)	
Average Assessment Change	\$91,113
Average Tax Increase	\$1,275
Average Assessment Percent Change	22%
Median Assessment Change	\$10,300
Median Tax Increase	\$144

Block by Block Findings

Block Number	Number of Properties by Block	Average Assessment Change by Block	Assessment Percent Change by Block	Average Tax Change by Block	Median Assessment Change by Block	Median Assessment Percent Change by Block	Median Tax Change by Block	Number of Increased Assessments by Block	Number of Decreased Assessments by Block	Number of Increases over 20% by Block	Number of Increases over 20% by Block (as percentage of properties on block)
1100	27	\$225,622	29%	\$3,158	\$68,500	7%	\$959	17	2	11	41%
1200	39	\$72,756	10%	\$1,018	\$0	0%	\$0	15	4	7	18%
1300	43	\$38,460	13%	\$538	\$0	0%	\$0	15	0	8	19%
1400	40	\$69,738	25%	\$976	\$0	0%	\$0	11	1	11	28%
1500	39	\$64,092	21%	\$897	\$0	0%	\$0	19	3	15	38%
1600	44	\$58,334	22%	\$817	\$0	0%	\$0	20	2	16	36%
1700	14	\$97,800	13%	\$1,369	\$49,200	9%	\$689	11	2	6	43%
1800	39	\$28,677	9%	\$401	\$22,000	5%	\$308	20	2	14	36%
1900	17	\$61,153	6%	\$856	\$51,300	11%	\$718	13	2	3	18%
2000	13	\$431,354	38%	\$6,038	\$150,500	25%	\$2,107	11	2	9	69%
2100	25	\$119,596	8%	\$1,674	\$47,500	8%	\$665	20	2	11	44%
2200	20	\$43,395	11%	\$607	\$21,150	6%	\$296	11	6	8	40%
2300	16	\$157,525	10%	\$2,205	\$38,800	10%	\$543	11	1	5	31%
2400	21	\$203,257	43%	\$2,845	\$77,900	18%	\$1,090	19	2	10	48%
2500	44	\$33,177	11%	\$464	\$17,450	6%	\$244	35	6	10	23%
2600	6	\$174,567	16%	\$2,444	\$121,600	13%	\$1,702	5	0	2	33%
The Typical South Broad Street Block	28	\$117,469	18%	\$1,644	\$41,619	7%	\$583	16	2	9	35%

Part II

Opinion Statements and Potential Improvement Rankings

The typical respondent to the South Broad Street Conditions Survey has conducted operations along South Broad Street for an average time of nearly twenty-two years (21.8 years). However, this figure is tilted up in that some respondents clearly choose to represent the entire time that they have lived in the area as a response to our question of “how long have you conducted business within the area?” Many respondents provided their names, property address(es), and email and SBSNA is highly encouraged to share these results with those providing their contact information in addition to others throughout the community. An estimated forty-five (45) business owners and seventy-two (72) commercial property owners responded to the South Broad Street Conditions Survey. Of the total of eighty-four (84) business and/or commercial property owner respondents, an estimated thirty-two (32) also indicated that they live within the South Broad Street area. Based on our review of the results, nearly all blocks along South Broad Street are represented by at least one survey participant.

Before asking the four open response questions provided on the second side of the South Broad Street Conditions Survey, respondents were asked to provide feedback along a five-level Likert Scale on a series of nine opinion statements as well as to rank the desirability of a series of four potential improvements. This portion of the survey was important for guiding our study of South Broad Street’s needs because it allowed us an opportunity to directly cross-reference how respondents provided feedback with the four open response questions. Although the goal is to determine the problems and issues found throughout South Broad Street, each Likert Scale opinion statement was presented in such a manner where the strongest level of agreement suggests the achievement or presence of the positive condition(s) with respect to that statement. The Likert Scale for the nine opinion statements consisted of six choices including strongly disagree, somewhat disagree, neutral, somewhat agree, strongly agree, and no opinion / doesn’t apply. Additionally, all opinion statement rating opportunities were worded in a positive manner to avoid the creation of leading questions and survey bias.

Opinion Statements:

The nine opinion statements presented to survey participants concerned several issues and topics including the connection that business and commercial property owners feel with their neighbors (sense of community), the cleanliness and presentation of South Broad Street, and financial considerations regarding increased taxes, and more. These opinion statements were developed in response to a focus group session with SBSNA leading up to the administration of the survey. A summary of the opinion statements proceeds as follows:

Statement One: I feel connected to my neighboring businesses.

Summary: The intention behind this statement was to gauge how strong the sense of community may be between business owners along South Broad Street. Although commercial property owners may have also provided a response of this statement, the intention was to determine the level of connection business owners on the street have with one another. A response option could have been provided to check for the level of absentee ownership, under the assumption that such ownership leads to not feeling connected to your neighbors, however, this was not done. Therefore, a high number of respondents answering either “strongly disagree” or “somewhat disagree” may indicate a greater level of absentee ownership or might otherwise suggest a general lack of community cohesiveness.

Results: A total of seventy-eight (78) individual business and/or commercial property owners provided a response to Statement One. Of those respondents, just over fifty-five percent (55.1%) selected either

“somewhat agree” or “strongly agree.” This result may indicate that around half of the business and/or commercial property owners on South Broad Street feel some level of connection to their neighbors. However, this statement does not capture whether business and/or commercial property owners on South Broad Street feel any level of connection to others along portions of the street outside their “neighborly” vicinity. Despite this caveat, the level of connection business and/or commercial property owners feel between each other at least on a block-by-block level does not appear to be weak. Additionally, close to a quarter (23.1%) felt “neutral” in regard to Statement One and almost thirteen percent (12.8%) either selected “somewhat disagree” or “strongly disagree.”

Statement Two: South Broad Street is a good place for me to grow and expand my business.

Summary: The intention behind this statement was to determine whether current business owners on South Broad Street viewed the corridor as a favorable enough place for continued investment and expansion. Given that this opinion statement is heavily geared towards business owners (brick and mortar establishments such as retail shops, offices, etc.) it is not surprising that many respondents choose to select “no opinion / doesn’t apply.” Based on information on the profile of each respondent provided by earlier questions on the survey instrument, it was recognized that those selecting “no opinion / doesn’t apply” in response to Statement Two mostly consisted of commercial property owners.

Results: A total of seventy-five (75) individual business and/or commercial property owners provided a response to Statement Two. Of those respondents, just over fifty-three percent (53.3%) selected either “somewhat agree” or “strongly agree.” When sifting throughout the raw data to isolate the results among only those respondents owning a business, it is suspected that approximately two-thirds (66.6%) of business owners selected either “somewhat agree” or “strongly agree” in response to Statement Two. Interestingly, only a single respondent selected “strongly disagree” and under ten percent (9.3%) selected “somewhat disagree” when responding to Statement Two. These results are very positive, potentially indicating that South Broad Street in its current has been moving in the right direction for its current business owners, and appears to demonstrate that many existing shop owners would like to remain and grow along the corridor.

Statement Three: The sidewalks on South Broad Street are clean of trash and debris.

Summary: The intention behind this statement was to determine how existing business and/or commercial property owners along South Broad Street feel about the level of trash or overall cleanliness of the sidewalks. This opinion statement was worded to encourage respondents to think about the whole of South Broad Street rather than just their portion (block, area, etc.) of the corridor. This was an important consideration under several assumptions. First, given that survey participants were asked to provide contact information, it could be possible that participations would not wish to comment on the conditions of their immediate block. Secondly, each block along South Broad Street may have different cleanliness conditions possibly causing the results for this statement to be skewed based on the location of respondents. Finally, the overall idea was to encourage respondents to think about South Broad Street on the whole given that many shoppers and customers are likely to judge the area based on a larger experience than visiting just one location or block.

Results: A total of seventy-nine (79) individual business and/or commercial property owners provided a response to Statement Three. Of those respondents, just over seventy-three percent (73.4%) selected either “somewhat disagree” or “strongly disagree.” Furthermore, an impressive nearly forty-seven percent (46.8%) selected the single option of “strongly disagree” when responding to Statement Three. This is an impressive result, and accounts for the most defined consensus within the multiple-choice portion of the South Broad Street Conditions Survey. This strong consensus is potentially corroborated by the fact that no respondent selected the option “no opinion / doesn’t apply” in response to Statement Three. Additionally, just over five percent (5.1%) of respondents selected “neutral” as their response. However, nearly twenty-two percent (21.5%) of respondents selected either “somewhat agree” or “strongly agree” in response to Statement Three. Within the

results for those expressing agreement, nineteen percent selected “somewhat agree” versus less than three percent (2.5%) choosing “strongly agree.” This observation seems to indicate that even among those individuals who feel the sidewalks are kept clean, most recognize that there are cleanliness issues from time to time. Overall, the strongest consensus from the multiple-choice portion of the South Broad Street Conditions Survey was the widespread disagreement with the statement that “the sidewalks on South Broad Street are clean of trash and debris.”

Statement Four: There are enough trees and planters along South Broad Street.

Summary: The intention behind this statement was to gauge how business and/or commercial property owners felt about the existing greenery along South Broad Street. The concept behind this statement was that a respondent feeling that the street currently contains a suitable level of greenery would agree with this statement. This statement carries the assumption that existing business and/or commercial property owners recognize the need for greenery (trees and planters) as a component of making a street more inviting for customers and potential tenants. Significant recorded disagreement with this statement may demonstrate consensus around the idea of enhancing greenery along South Broad Street.

Results: A total of seventy-nine (79) individual business and/or commercial property owners provided a response to Statement Four. Of those respondents, nearly sixty-five percent (64.6%) selected either “somewhat disagree” or “strongly disagree.” Participants selecting either of these two response options were almost evenly split between the two choices of “somewhat disagree” or “strongly disagree.” This result indicates a relatively strong consensus supporting the idea that the current level of greenery along South Broad Street is inadequate. However, it should be noted that more than fifteen percent of respondents (15.2%) answered “neutral” when prompted with Statement Four. Only a single respondent (1.3%) selected “no opinion / doesn’t apply” and nineteen percent (19.0%) selecting either “somewhat agree” or “strongly agree.” From these results, approximately one-third (34.2%) of respondents either felt “neutral” in response to Statement Four or agreed on some level. A consensus at this level might indicate a tough selling point in terms of pursuing a Business Improvement District.

Statement Five: My customers feel safe when visiting my business.

Summary: The intention behind this statement was to determine whether business and/or commercial property owners felt that safety was a key concern for their customers visiting South Broad Street. The idea here was to determine if businesses felt that their customers often feel unsafe when visiting the area. Although commercial property owners may have also provided a response of this statement, the intention was to determine how business owners perceive their customer’s sense and/or feelings of safety. Of course, negative safety perceptions can reinforce other disinvestment issues along the South Broad Street corridor.

Results: A total of seventy-five (75) individual business and/or commercial property owners provided a response to Statement Five. Of those respondents, just under sixty-three percent (62.7%) did not select either “somewhat disagree” or “strongly disagree” when factoring out the observation that twenty percent (20%) answered “no opinion / doesn’t apply.” Stated differently, just over seventeen percent (17.3%) selected either “somewhat disagree” or “strongly disagree” in response to Statement Five. This representation of respondents who indicated that their customers feel unsafe when visiting their business was equal to those respondents selecting “neutral” and in-line with those selecting either “strongly agree” (18.7%) or “no opinion / doesn’t apply” (20%). Demonstrating the survey instruments ability to filter out between business owner respondents and those who are commercial property owners, both an equal number and percentage of individuals presumably not being “brick and mortar” business owners selected “no opinion / doesn’t apply” when compared to Statement Two (which was targeted towards business owners only). Almost half of all respondents (45.4%) selected either “somewhat agree” or “strongly agree” in response to Statement Five – indicating, along with the percentages recorded for the other Likert Scale options, that consensus was more evenly distributed among all

possible choices. Therefore, consensus around customer safety was difficult to define, and the results demonstrate a relatively mild lean towards agreement with Statement Five.

Statement Six: South Broad Street has a strong sense of identity.

Summary: The intention behind this statement was to build upon any information the South Broad Street Conditions survey could produce in relation to community cohesiveness based upon the assumption that a sense of community sometimes related to or is supported through sharing a unique or distinct identity. Therefore, the results provided for this opinion statement aim to build upon those results provided for Statement One. When analyzing the results to Statement One, it was concluded that consensus leaned toward South Broad Street business owners, at least within their “neighborly” vicinities, feeling connected to their neighboring merchants. Based upon the assumption that some link between district identity and community cohesiveness exist, the results for this opinion statement may demonstrate useful information for how SBSNA may pursue the future development of services along South Broad Street. Implications from these findings may provide useful insight when evaluated against the necessary circumstances to support district improvements. For example, the establishment of a Business Improvement District would be more likely within an area viewed as having both a strong sense of identity and local community. Additionally, the implementation of a grass-roots cleanup program through the use of block captains would similarly be more feasible within an area demonstrating a distinct identity along with a sense of community.

Results: A total of seventy-seven (77) individual business and/or commercial property owners provided a response to Statement Six. Of those respondents, nearly sixty-five percent (64.9%) selected either “somewhat agree” or “strongly agree.” Almost forty percent (39.0%) selected the option for “somewhat agree” and just over a quarter (26.0%) choose “strongly agree” when responding to Statement Six. Almost another sixteen percent (15.6%) choose “neutral” with the balance of all respondents (19.5%) selecting either “somewhat disagree” or “strongly disagree.” Interestingly, no respondent selected “no opinion / doesn’t apply.” Overall, consensus leaned towards participants feeling that South Broad Street has a sense of identity with nearly two-thirds of respondents indicating agreement with Statement Six. However, possible caveats to this result may include the fact that the South Broad Street Conditions Survey instrument doesn’t define which section of South Broad Street is under consideration. Participants therefore could have answered this question with consideration given to the “Avenue of the Arts” within Center City District (along South Broad Street) or simply thinking of the views of Philadelphia’s impressive City Hall as seen from South Broad Street – which would be regarding an object way outside the area as a defining feature. One interesting observation from these results is that the consensus was more concentrated just above the “neutral” option with almost twice as many respondents having selected “somewhat agree” than those choosing “strongly agree.” This clustering of consensus around the “somewhat agree” option might indicate that South Broad Street has a great base to work from in terms of identity but that more could be done to enhance this characteristic. The assumption however, as we’ll explore later, appears to be underscored by how survey respondents selected Likert Scale options for the potential improvement of “decorate light poles on South Broad Street with flags.” This seemingly simple and easy identity boosting activity was the least desired potential improvement among those presented to survey participants.

Statement Seven: The sidewalks along South Broad Street are well lit at night.

Summary: The intention behind this statement was to produce additional insight from survey respondents building upon the findings gained from responses to Statement Five concerning safety. Although many customers likely don’t visit businesses along South Broad Street at night, or are most businesses open during nighttime hours, the findings produced by this question may still provide valuable insight into how the area is perceived. A poorly lit streetscape at night can still invite unwanted activity which may discourage investment along the corridor. Therefore, results produced by respondents for this opinion statement could provide SBSNA with important information.

Results: A total of eighty (80) individual business and/or commercial property owners provided a response to Statement Seven. Of those respondents, results were split with less than fifty percent (42.6%) having selected either “somewhat disagree” or “strongly disagree” and less than fifty percent (46.3%) having selected either “somewhat agree” or “strongly agree.” Additionally, more than ten percent of respondents (11.3%) selected “neutral” in response to Statement Seven. Responses to this opinion statement were balanced along the Likert Scale among respondents, meaning that no true consensus emerged. Given this result, the SBSNA shouldn’t consider specific efforts to enhance the corridor’s lighting, and should only consider, for now, those specific comments concerning lighting conditions as will be discussed later within this report.

Interestingly, the results for how respondents evaluated Statement Seven appear to produce a conflict with how participants responded to the potential improvement ideas of “more pedestrian lighting to illuminate sidewalks at night.” It is possible that the difference recorded between these two results may stem from how the concept of an illumination deficiency was presented. Within the language of Statement Seven, participants are asked to provide their level of agreement with an opinion suggesting that sidewalks are well lit at night. However, the potential improvement idea asked respondents to rate their level of support (desirability) for more pedestrian lighting to illuminate sidewalks at night. It is possible that the difference may be reduced by how respondents were asked to provide an answer. Asking someone to rate their level of agreement with a potential improvement might invoke a more positive (higher desire) response than asking participants to evaluate an opinion statement focusing on a potential condition or problem. This explanation assumes that many consumers, or in this case survey participants, are often inclined to purchase or pursue things that they want even if the reason for such items does not justify the desire. Other explanations likely exist, especially when considering that this reasoning isn’t consistent with how the results of respondents’ answers to Statement Six paired with those of the potential improvement idea concerning decorative flags. Despite this potential disconnect, it could be safely assumed that results to the multiple-choice section of the survey concerning potential improvement ideas should be interpreted cautiously such as to require a higher threshold of desirability before concluding that consensus existing around the subject idea.

Statement Eight: I am not concerned with my current property taxes (South Broad Street properties only).

Summary: The intention behind this statement was to gauge how business and/or commercial property owners along South Broad Street feel about the “hit” that they took from the City of Philadelphia’s 2018 reassessment of commercial property. Obviously, any financial burden imposed by new taxes and fees will impact both what individuals do with their properties as well as their decisions for continuing to operate within a given area. The results of this question are matched up with the analysis of commercial property assessments along South Broad Street that was conducted with Office of Property Assessment information for the years 2017 and 2018. Given Philadelphia’s recent (2014) Actual Value Initiative, it is understood that many property owners within the city limits feel pinched by changes in taxes and rates and therefore the aim of this opinion statement, was to determine how impacted respondents felt by changes in City tax policy. Specifically this statement was to gauge how such sentiment might affect the efforts of SBSNA when working towards accomplishing a future for South Broad Street.

Results: A total of seventy-six (76) individual business and/or commercial property owners provided a response to Statement Eight. Of those respondents, just over sixty-seven percent (67.1%) selected either “somewhat disagree” or “strongly disagree.” This result indicates that around two-thirds of the business and/or commercial property owners on South Broad Street feel concerned about their property taxes. The top selection, “strongly disagree” was the choice of just over forty-two percent (42.1%) of respondents – a result matching the number of commercial property owners experiencing an assessment increase above ten percent (10%). This observation might indicate that a ten percent (10%) increase in a property’s assessment (and by extension, its taxes) may be the threshold by which an individual starts to become concerned with the rise in their taxes. Just over thirteen percent (13.2%) of respondents selected either “somewhat agree” or “strongly

agree.” This result is more generous than those seeing a decline in their property taxes as taken from our Reassessment analysis. Nearly sixteen percent (15.8%) of participants selected neutral in response to Statement Eight. This figure, when combined with those who indicated not being concerned with their property taxes, amounts to twenty-nine percent (29%) – a figure short of the forty-three percent of commercial properties not experiencing an increase in their taxes over 2017. Overall, the results provided by survey participants to Statement Eight were consistent with the findings of our 2018 Reassessment analysis for commercial properties on South Broad Street. It should be noted that the South Broad Street Conditions Survey was conducted after notice of 2018 property taxes had been sent to Philadelphia property owners as well as after the time period allotted for individuals to challenge their preliminary 2018 assessments.

Statement Nine: Current parking conditions meet the needs of my business.

Summary: The intention behind this statement was to gauge how business owners felt about parking conditions along South Broad Street as they relate to meeting their needs. Parking conditions and availability are a major factor for brick and mortar businesses requiring customers to visit them on site. Results demonstrating that parking conditions are inadequate could inhibit South Broad Street’s future development or ability to work towards accomplishing a desired vision if left unresolved. Although interventions to resolve inadequate parking conditions are often difficult and costly, it is important to determine whether consensus exist around problematic parking circumstances.

Results: A total of seventy-seven (77) individual business and/or commercial property owners provided a response to Statement Nine. Of those respondents, nearly sixty-four percent (63.6%) selected either “somewhat disagree” or “strongly disagree.” Additionally, just over ten percent (10.4%) selected “neutral” and thirteen percent (13.0%) choose either “somewhat agree” or “strongly agree.” Another thirteen percent (13.0%) selected “no opinion / doesn’t apply” which was lower, given Statement Nine’s focus towards business owners, than expected given the results for Statement Two and Statement Five. This observation appears to demonstrate that several commercial property owners decided to respond to this statement despite not owning a brick and mortar business on the street. Statement Nine produced the third highest percentage of respondents selecting “strongly disagree” indicating that a significant portion of business owners along South Broad Street do not feel current parking conditions meet the needs of their establishment. Statement Nine produced the fourth highest percentage of respondents selecting “somewhat disagree” indicating that another portion of business owners might wish to see parking conditions improved but do not view the current situation as critical. Interestingly, current parking conditions seem satisfactory for nearly a quarter of respondents, potentially indicating that a few “smaller scale” interventions could provide significant improvement in this area.

Potential Improvement Ideas:

Survey participants were asked to rate their level of desirability (desire) for a series of four potential improvement ideas that could enhance South Broad Street’s environment. These improvements concerned four topics including cleanliness, greenery, identity/decoration, and safety. The four potential improvement ideas are demonstrated as follows along with a summary of the results for each.

Potential Improvement: Regular pan and broom cleaning of sidewalks and gutters.

Results: Out of eighty (80) respondents, this was by far the most desired potential improvement with almost ninety-three percent (92.5%) of all respondents having selected either “somewhat desired” or “highly desired.” All respondents had an opinion on this potential improvement or suggested that it applied to them. Only a few people selected either “neutral” or “not desired” accounting for almost four point each (3.8%). Although the potential improvement statements may overstate consensus (see our discussion of results for Statement Seven) by bringing out what people simply desire rather than encouraging the recognition of South Broad Street’s issues/condition, the highly desirable ranking demonstrates consistency with the results for Statement Three.

Furthermore, more than seventy-six percent (76.3%) of respondents selected “highly desired,” a result matching the percentage of respondents choosing either “somewhat desired” or “highly desired” for the two second most desired potential improvements. This result is impressive and demonstrates the opportunity for a leading consensus.

Potential Improvement: The addition and maintenance of sidewalk planters.

Results: Out of eighty (80) respondents, this was nearly tied with the idea for more pedestrian lighting as the second most desired potential improvement with almost seventy-nine percent (78.8%) of all respondents having selected either “somewhat desired” or “highly desired.” Once again, all respondents had an opinion on this potential improvement or suggested that it applied to them. However, just over twenty-one percent (21.3%) of respondents either selected “neutral” or “not desired.” Because of our established precaution for evaluating the results for potential improvement ideas, although this improvement demonstrated desirability, it does not appear to be a leading consensus.

Potential Improvement: Decorate light poles on South Broad Street with flags.

Results: Out of eighty-one (81) respondents, this was the least performing potential improvement with just over fifty-nine percent (59.3%) of all respondents having selected either “somewhat desired” or “highly desired.” Once again, all respondents had an opinion on this potential improvement or suggested that it applied to them. However, almost forty-one percent (40.8%) of respondents either selected “neutral” or “not desired.” Additionally, it was the only potential improvement with less than half of all respondents choosing “highly desired” at (45.7%). There does not appear to be strong consensus around placing flags on the light poles.

Potential Improvement: More pedestrian lighting to illuminate sidewalks at night.

Results: Out of eighty (80) respondents, this was nearly tied with the idea for more sidewalk planters as the second most desired potential improvement with almost seventy-eight percent (77.5%) of all respondents having selected either “somewhat desired” or “highly desired.” Once again, all respondents had an opinion on this potential improvement or suggested that it applied to them. However, almost a quarter (24.6%) of respondents either selected “neutral” or “not desired.” Because of our established precaution for evaluating the results for potential improvement ideas, although this improvement demonstrated desirability, it does not appear to be a leading consensus.

Overview of Opinion Statement and Potential Improvement Results:

The table on the next page demonstrates an overview of how survey participants responded to the opinion statements and potential improvement ideas. These results were explored previously within this part (Part II) of this report. The table, “South Broad Street Conditions Survey – Results from Business and/or Property Owners,” uses shading to highlight the most significant responses. A light green shading is used to demonstrate options either falling within the top two selections per statement/idea and having been selected by more than twenty percent of participants. Dark green shading is used to demonstrate those opinion statement options which were selected by more than forty percent of participants and potential improvements options with more than sixty percent support. The beige shading represents options chosen by more than ten percent of respondents within statements or ideas where only a single option was selected by more than twenty percent of participants. In the case of one statement, “The sidewalks along South Broad Street are well lit at night,” the beige shading was used for all options to demonstrate that consensus was split. In this unique case, two options, “somewhat disagree” and “somewhat agree,” were selected by more than twenty percent of respondents. Overall, results were evenly split, as no real consensus emerged from how participants responded to this statement. In situations where a significant number of participants choose “no opinion / doesn’t apply” a darker beige shading was used as an indication.

South Broad Street Conditions Survey - Results from Business and/or Property Owners

Statement	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	No Opinion / Doesn't Apply	Total Responses
I feel connected to my neighboring businesses.	3.8%	9.0%	23.1%	26.9%	28.2%	9.0%	78
South Broad Street is a good place for me to grow and expand my business.	1.3%	9.3%	16.0%	21.3%	32.0%	20.0%	75
The sidewalks on South Broad Street are clean of trash and debris.	46.8%	26.6%	5.1%	19.0%	2.5%	0.0%	79
There are enough trees and planters along South Broad Street.	32.9%	31.6%	15.2%	10.1%	8.9%	1.3%	79
My customers feel safe when visiting my business.	1.3%	16.0%	17.3%	26.7%	18.7%	20.0%	75
South Broad Street has a sense of identity.	5.2%	14.3%	15.6%	39.0%	26.0%	0.0%	77
The sidewalks along South Broad Street are well lit at night.	13.8%	28.8%	11.3%	33.8%	12.5%	0.0%	80
I am not concerned with my current property taxes (South Broad Street properties only).	42.1%	25.0%	15.8%	7.9%	5.3%	3.9%	76
Current parking conditions meet the needs of my business	37.7%	26.0%	10.4%	7.8%	5.2%	13.0%	77

Potential Improvement	Highly Desired	Somewhat Desired	Neutral	Not Desired	No Opinion / Doesn't Apply	Total Responses
Regular pan and broom cleaning of sidewalks and gutters.	76.3%	16.3%	3.8%	3.8%	0.0%	80
The addition and maintenance of sidewalk planters.	51.3%	27.5%	13.8%	7.5%	0.0%	80
Decorate light poles on South Broad Street with flags.	45.7%	13.6%	27.2%	13.6%	0.0%	81
More pedestrian lighting to illuminate sidewalks at night.	53.8%	23.8%	16.3%	6.3%	0.0%	80

Part III

Summary of Responses by Question

A total of two-hundred and eighty-eight (288) comments were provided by survey respondents across all four open ended questions. This section provides a summary of how participants responded to each question. Survey comments were broken down into categories based on the topic of each remark. These categories are analyzed based on the number and percentage of remarks within the category per question with representative responses called out as examples. These are actual survey responses. We have not altered or changed any comments, but have corrected obvious spelling errors.

Opened Ended Question One: “What is the number 1 problem associated with having your business or property on South Broad Street?”

We reviewed all seventy-nine (79) comments and organized them into topics to determine which issues were of most concern to survey respondents. The following analysis is organized by topic, with the topics with the most unique comments first. We include representative comments made by business and/or commercial property owners in quotes below. These are actual survey responses. We have not altered or changed any comments, but have corrected obvious spelling errors.

Comments related to Parking: Survey participants provided a total of thirty (30) comments related to parking in response to Question One. Parking related comments constituted thirty-eight percent (38.0%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned the need for customer parking and that the current inventory of spaces isn’t enough. Additionally, several comments focused on suggestions for how parking can be improved such as changing time limits, changing permit requirements, using Smart Meters, or marking spaces clearly in paint. Finally, a few unique comments concerned the need for loading zones and issues with Philadelphia’s Parking Authority. Several representative comments related to parking are demonstrated as follows:

- “Parking!!!”
- “Parking is the biggest parking. For my employees and customers.”
- “Parking. The parking is insufficient for the businesses. Many people park in this area to take the subway into Center City for work. Permits would not solve the problem as business employees are not eligible.”

Comments related to Cleanliness: Survey participants provided a total of twenty-three (23) comments related to cleanliness in response to Question One. Cleanliness related comments constituted just over twenty-nine percent (29.1%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned the amount of trash and debris on the sidewalks, streets, and pavement areas. Additionally, several comments focused on either the lack of trash receptacles or how current trash receptacles are either poorly maintained, cause further trash/cleanliness issues, or are not user-friendly. Finally, a few unique comments concerned cleanliness issues left over by the City’s sanitation workers. Several representative comments related to cleanliness are demonstrated as follows:

- “It's very dirty, always trash.”
- “lack of effort of populous to keep the sidewalks clean.”
- “Trash - its an issue - but getting better.”
- “Trash and litter are the biggest problems. People often leave trash in the planters outside our building. When trash collection day comes, there is often stray litter and recyclables left on the sidewalk. This makes the street seem dirty, unsightly, and unwelcoming.”

Comments related to Safety: Survey participants provided a total of eight (8) comments related to safety in response to Question One. Safety related comments constituted just over ten percent (10.1%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned increased lighting especially in the evenings and at night. Additionally, several comments focused on the desire for more police presence. Finally, a unique comment concerned pedestrian safety. A representative comment related to safety is demonstrated as follows:

- “Safety, particularly in the evenings.”

Comments related to Business / Customer Atmosphere: Survey participants provided a total of six (6) comments related to businesses/customer atmosphere in response to Question One. Businesses/Customer Atmosphere related comments constituted almost eight percent (7.6%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned compatibility issues between varying types of businesses and institutions along South Broad Street. Additionally, several comments focused on the problems created by homeless individuals and vandalism. Several representative comments related to businesses/customer atmosphere are demonstrated as follows:

- “Clients from Wedge Medical Center make the 2000 block of S. Broad less comfortable - lots of yelling & panhandling.”
- “Vagrants sleeping on the sidewalk and loitering around.”

Comments related to Other Concerns: Survey participants provided a total of five (5) comments related to other concerns in response to Question One. Other concerns related comments constituted just over six percent (6.3%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned general problems within the community. Additionally, a unique comment was entirely opposed to the idea of forming a Business Improvement District. Several representative comments related to other concerns are demonstrated as follows:

- “Stop trying to get money out of us. We already pay taxes for all services needed.”
- “Lack of sense of community.”

Comments related to Taxes: Survey participants provided a total of four (4) comments related to taxes in response to Question One. Taxes related comments constituted just over five percent (5.1%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned that taxes are too high. A representative comment related to taxes is demonstrated as follows:

- “Taxes up 50%. My tenants are non-profit medical centers cannot afford the increase in taxes.”

Comments related to Property Issues: Survey participants provided a total of three (3) comments related to property issues in response to Question One. Property issues related comments constituted almost four percent (3.8%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned various issues related to properties along South Broad Street. Since none of these comments were similar, no representative remarks will be demonstrated.

Opened Ended Question Two: “If you could make one improvement to South Broad Street what would it be?”

We reviewed all 99 (ninety-nine) comments and organized them into topics to determine which issues were of most concern to survey respondents. The following analysis is organized by topic, with the topics with the most unique comments first. We include representative comments made by commercial property and/or business owners in quotes below. These are actual survey responses. We have not altered or changed any comments, but have corrected obvious spelling errors.

Comments related to Cleanliness: Survey participants provided a total of thirty-three (33) comments related to cleanliness in response to Question Two. Cleanliness related comments constituted one-third (33%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned the need to keep the streets and sidewalks clean, enforce existing regulations on littering, and working to ensure individuals clean up after themselves. Additionally, several comments focused on specific enforcement strategies such as working to catch those individuals not cleaning up after their dogs. Several representative comments related to cleanliness are demonstrated as follows:

- “Clean the mess of debris and trash on a regular basis. Make the area more presentable.”
- “Clean and a sense of respect.”
- “New trash cans! (New trash cans!) at subway stops. Daily cleaning of streets and pavements.”
- “Remove the city trash receptacle from in front of our house - but I am afraid people will dump their trash anyway. We cannot police our sidewalk.”

Comments related to Business / Customer Atmosphere: Survey participants provided a total of twenty-four (24) comments related to the business environment and customer atmosphere in response to Question Two. Business environment and customer atmosphere related comments constituted nearly a quarter (24.2%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned a desire for the addition of more greenery along the street. Additionally, several comments focused on how respondents would like to see South Broad Street’s business mixture improved particularly as it pertains to the desire for having more neighborhood serving establishments. Finally, a few unique comments concerned ambitions for improving the streetscape (pedestrian environment) along South Broad Street. Several representative comments related to the business environment and customer atmosphere are demonstrated as follows:

- “More greenery.”
- “A boulevard of trees down the length of South Broad on all blocks. A tree lined street sets the stage for beautification.”
- “SBS has so much potential. I think future improvements should focus on making the street more pedestrian friendly. More trees & planters would be a good place to start. Beautifying the median could also improve the neighborhood.”

Comments related to Parking: Survey participants provided a total of twenty-four (24) comments related to parking in response to Question Two. Parking related comments constituted nearly a quarter (24.2%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned simply the need for more parking. Additionally, several comments focused on strategies to improve upon how the current inventory of parking spaces is managed and/or designated. Several representative comments related to parking are demonstrated as follows:

- “Enforce parking restrictions in the median. Cars are dumped there for weeks and months at a time. People in legal spots get ticketed appropriately while nothing happens to these cars.”
- “Get rid of 2 & 3-hour parking. Keep median parking.”
- “Parking.”
- “Parking. Would like to see spaces identified with lines including the center median. Not opposed to parking in the center median, as we need the parking, could be organized better.”

Comments related to Safety: Survey participants provided a total of twelve (12) comments related to safety in response to Question Two. Safety related comments constituted just over twelve percent (12.1%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned the need to encourage safety by keeping the area clean, adding more cameras, and improving lighting. Several representative comments related to safety are demonstrated as follows:

- “Clean up the drug users around Broad and Snyder and surrounding areas.”
- “The school is across and I think it needs (the whole street) security cameras.”
- “...lighted streets”

Comments related to Taxes and Other Concerns: Survey participants provided a total of six (6) comments related to taxes and other concerns in response to Question Two. Taxes and other concerns related comments constituted barely over six percent (6.1%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned the desire to keep taxes low. A representative comment related to taxes and other concerns is demonstrated as follows:

- “Keep taxes stable.”

Opened Ended Question Three: “How has Philadelphia’s 2018 reassessment of commercial properties effected your investment?”

We reviewed all sixty-four (64) comments and organized them into topics to determine which issues were of most concern to survey respondents. The following analysis is organized by topic, with the topics with the most unique comments first. We include representative comments made by business and/or commercial property owners in quotes below. These are actual survey responses. We have not altered or changed any comments, but have corrected obvious spelling errors.

Comments related to Experiencing an Increase in Taxes or Having Taxes that are Too High: Survey participants provided a total of twenty-three (23) comments related to either having their taxes raised or experiencing taxes that are too high in response to Question Three. Tax increase and/or burden related

comments constituted nearly thirty-six percent (35.9%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned taxes being too high. Additionally, several comments focused on the City's tendency to continually raise taxes. Several representative comments related to tax increases and/or burdens are demonstrated as follows:

- "Business taxes are a killer. To add insult to injury, I have to pay \$300 additional to have my trash picked up."
- "I am a senior on a fixed income, I have to depend on my little store for rent. Half the time which is empty, I think this City is Tax Crazy."
- "It's a hardship - half of the BLDG. is unoccupied the taxes are financially burdening us."
- "Taxes are too high. We are taxed abundantly for everything in this city... real estate taxes, wage taxes, sugar taxes, cigarette taxes, permit parking fees!"

Comments stating that Open Ended Question Three Didn't Apply to Them (N/A): Fourteen (14) survey respondents commented that Open Ended Question Three did not apply to them. This cohort of respondents represented approximately twenty-two percent (21.9%) of all responses.

Comments related to Impacting Business Growth: Survey participants provided a total of eleven (11) comments related to Philadelphia's 2018 reassessment of commercial property having impacted business growth in response to Question Three. Remarks concerning a negative impact on business growth constituted just over seventeen percent (17.2%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned how increased taxes on property owners are causing rents to go up. Additionally, several comments focused on how such tax increases are encouraging businesses to move elsewhere. Several representative comments related to how taxes are impacting business growth are demonstrated as follows:

- "Higher taxes mean higher costs to own and operate buildings requiring higher rent."
- "Taxes increase while our income remains the same therefore has hurt our business."

Comments related to Other Concerns: Survey participants provided a total of nine (9) comments related to Other Concerns in response to Question Three. Other concerns related comments constituted just over fourteen percent (14.1%) of all comments provided in response to this question.

Comments related to No Change or Impact: Survey participants provided a total of seven (7) comments related to Philadelphia's 2018 reassessment of commercial property taxes producing either no change or having no impact on their investment and/or business in response to Question Three. Remarks concerning no change or impact from tax reassessments constituted nearly eleven percent (10.9%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned simply that the respondent did not feel their taxes have increased too much. Additionally, several comments focused on City programs that have made tax burdens more manageable. Several representative comments concerning no change or impact from tax reassessments are demonstrated as follows:

- "Not much. It was not much of an increase when broken down monthly."
- "Taxes have adjusted somewhat, but tax breaks for Homestead provision have helped."

Opened Ended Opportunity Four: “Additional Comments:”

We reviewed all forty-six (46) comments and organized them into topics to determine which issues were of most concern to survey respondents. The following analysis is organized by topic, with the topics with the most unique comments first. We include representative comments made by business and/or commercial property owners in quotes below. These are actual survey responses. We have not altered or changed any comments, but have corrected obvious spelling errors.

Comments related to Cleanliness: Survey participants provided a total of ten (10) comments related to cleanliness in response to Open Ended Opportunity Four. Cleanliness related comments constituted nearly twenty-two percent (21.7%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned the need to keep the sidewalks, gutters, and other pavement areas clean. Additionally, several comments focused on specific trash situations. Several representative comments related to cleanliness are demonstrated as follows:

- “Lets get our own cleaning services to clean up area.”
- “More trash enforcement.”

Comments related to Other Comments: Survey participants provided a total of ten (10) comments related to other concerns in response to Open Ended Opportunity Four. Comments relating to other concerns constituted nearly twenty-two percent (21.7%) of all comments provided in response to this question. These comments covered a variety of concerns including taxes, the well-being of South Broad Street, and even a unique remark on the idea of forming a Business Improvement District. Several representative comments on other concerns are demonstrated as follows:

- “Unless taxes are lowered, one tenant of mine might leave.”
- “There needs to be much better service given by the City, their employees who take care of the situations, cameras and signs should be implemented.”
- “We oppose all your efforts to create a BID. We will campaign strongly against it.”

Comments related to Business Environment and/or Customer Atmosphere: Survey participants provided a total of nine (9) comments related to the business environment and customer atmosphere in response to Open Ended Opportunity Four. Business environment and customer atmosphere related comments constituted nearly twenty percent (19.6%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned increasing taxes and/or business expenses while the area remains stagnant. Additionally, several comments focused on aspirations for how the area should develop into the future and/or why renewed investment hasn’t occurred already. Finally, a unique comment concerned how a BID might influence the City to pay greater attention to South Broad Street. Several representative comments related to the business environment and customer atmosphere are demonstrated as follows:

- “I am concerned that I may not be able to keep this property which I love. There are many changes happening on Passyunk Ave. but not on Broad Street. Why?”
- “I have owned my house since 1978, and South Broad hasn't improved, but our taxes increase yearly. If they could tax the air we breathe, they would.”
- “It would be nice to see more effort by the City to enforce existing rules and policies. If a BID helps lend some influence to get the City more active that would be a plus.”

- “I do not wish to see anymore residential properties turned into businesses.”

Comments providing Appreciation: Survey participants provided a total of seven (7) comments expressing appreciation for SBSNA’s efforts in response to Question Open Ended Opportunity Four. Appreciation related comments constituted just over fifteen percent (15.2%) of all comments provided in response to this question. The most prominent highlights from these comments concerned appreciate for administering the survey. A representative comment is demonstrated as follows:

- “Appreciate advocacy and attention.”

Comments related to Parking: Survey participants provided a total of six (6) comments related to parking in response to Question Open Ended Opportunity Four. Parking related comments constituted thirteen percent (13.0%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned keeping the median parking along with other parking issues. A few representative comments related to parking are demonstrated as follows:

- “I am concerned that I may not be able to keep this property which I love. There are many changes happening on Passyunk Ave. but not on Broad Street. Why?”
- “I have owned my house since 1978, and South Broad hasn't improved, but our taxes increase yearly. If they could tax the air we breathe, they would.”

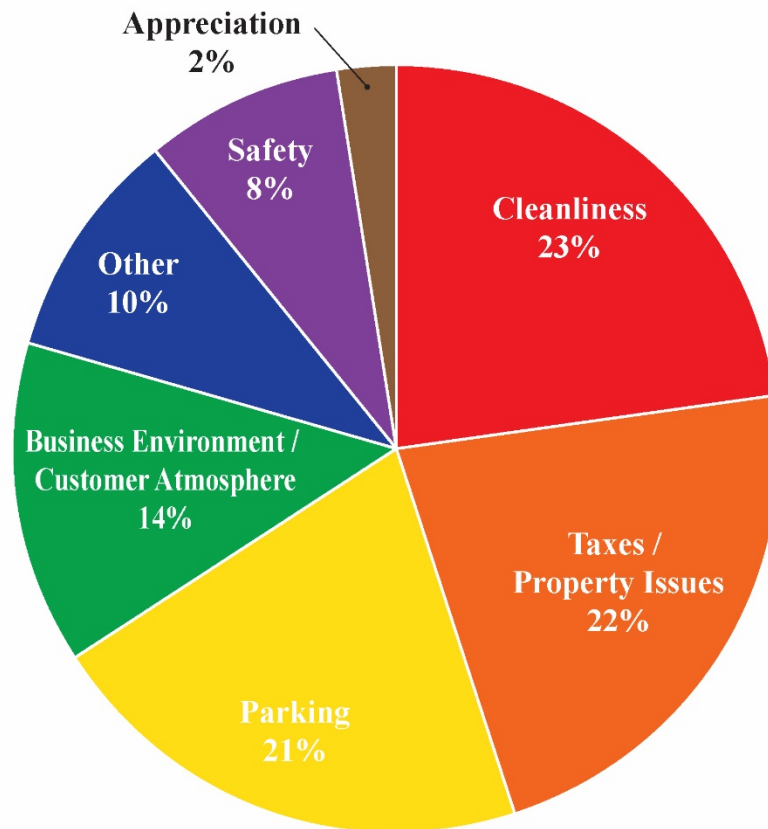
Comments related to Safety: Survey participants provided a total of four (4) comments related to safety in response to Question Open Ended Opportunity Four. Safety related comments constituted nearly nine percent (8.7%) of all comments provided in response to this question. The most prominent highlights suggested by these comments concerned various safety enhancements such as improved lighting and more police presence. Several representative comments related to safety are demonstrated as follows:

- “Get more police presence to get crime lower.”
- “Dangerous at night, making people and customers forced to shop elsewhere.”

Cross Reference of Open Response Comments:

Within each of the previous sections, we reviewed all two-hundred and eighty-eight (288) comments and organized them into topics to determine which issues were of most concern to survey respondents. Within this section, we combine the categories each of the comments were sorted into across all four open ended questions to produce an overall picture of the remarks provided by survey respondents. Our findings are demonstrated within the pie graph below.

**South Broad Street Conditions Survey - Responses by Category
(all four open ended questions)**



As shown above, the most common remarks concerned cleanliness (23%), taxes and/or property issues (22%), and parking (21%). It should also be noted that concerns falling into other commercial district related remarks constituted nearly one-third of all comments. One caveat to the above graphic, comments concerning taxes were specifically prompted (called out) by the survey. Therefore, the high number of remarks concerning taxes was likely the result of the survey's design. Despite this caveat, it should be noted that many survey respondents had made comments related to taxes and reassessment conditions.

Appendix A – Survey Response Raw Comments from Business/Commercial Property Owners

Question One: “What is the number 1 problem associated with having your business or property on South Broad Street?”

No comments have been eliminated, edited or changed in any way except to correct obvious spelling errors.

Comments related to Parking –

- Parking x 12
- I know the options are limited and were into knowing but parking is always an issue.
- ...and parking customers cannot park,
- Lack of parking - would like to see kiosks setup for credit cards.
- ... and Parking
- Parking meter too short for time.
- Moving our cars every 2 hours. We have both been here since the practice started and we could not get parking stickers. It's a very big inconvenience.
- N/A for business but as a resident and home owner - its parking. The problem has gotten worse each and every year.
- Parking - lease store.
- Parking (parking space lines on pavement would help).
- Parking Authority.
- Parking difficulties
- Parking is the biggest parking. For my employees and customers.
- Parking!!!
- Parking. So many patients have gotten tickets for parking over time limit. Also zone parking permits cause problems for my patients. Need loading zone.
- Parking. The parking is insufficient for the businesses. Many people park in this area to take the subway into Center City for work. Permits would not solve the problem as business employees are not eligible.
- Parking. Very few parking spaces available for my patients.
- S. Broad St is blocked with trucks and cars double parking for deliveries and [can't translate].
- The lack of available parking for merchants and employees and patients.

Comments related to Cleanliness –

- Trash on sidewalks x 2
- A lot of rubbish is left by the city receptacles, side street and front of building.
- Dirty streets.
- Illegal trash dumping by others that many of us get tickets because of and local businesses not following zoning - like zoning and # of business personnel, etc.
- It's very dirty, always trash.
- Keep streets / sidewalks clean.
- lack of effort of populous to keep the sidewalks clean.
- Lack of trash cans/garbage strewn everywhere.
- Litter.

- Our house is the NW corner of Broad & Mifflin. We have a city trash receptacle in front our house. People leave trash outside the receptacle all days of the week. Unsightly.
- South Broad St does not look clean as it used to many years ago.
- The litter. Philadelphians litter everywhere. Trash men come around and only take a portion of the trash debris is always left behind.
- The trash on trash day is awful in the front of the businesses.
- The trash. I believe that the trash cans which force you to touch the handle to open make people not use them. Handles are dirty.
- The trash/litter that blows onto the westside of Broad.
- Trash
- Trash - its an issue - but getting better.
- Trash & dog poop.
- Trash & filthy pavements & streets.
- Trash and litter are the biggest problems. People often leave trash in the planters outside our building. When trash collection day comes, there is often stray litter and recyclables left on the sidewalk. This makes the street seem dirty, unsightly, and unwelcoming.
- Trash is a huge problem. We are constantly trying to pick up trash in front of our space, often to no avail. No one wants to walk into a doctor or dentist office that has trash along the sidewalk & stop.
- Trash!

Comments related to Safety –

- "prowling" safety of [can't translate].
- ... and not enough lighting. Better lighting at night will also deter littering
- ...police protection.
- More street light.
- ... and a sense of safety
- Pedestrian safety when crossing Broad St. Lack of locations to lock up bikes and strollers.
- Safety, particularly in the evenings.
- It could use more lighting to make clients feel safer.

Comments related to Business / Atmosphere –

- Cinermdzswigs.com look at website always fixing cleaning the streets are a mess. Customers from all over some customers wont come down because they are afraid which is hurting my business.
- Clients from Wedge Medical Center make the 2000 block of S. Broad less comfortable - lots of yelling & panhandling.
- Motorcycle & vehicle noise
- There are so many and they all blend together into a drab and unattractive street with few pedestrians - friendly businesses to activate the street. Improve the beauty of South Broad (trees, signage rules, better businesses that draw pedestrians like nice restaurants).
- Vagrants sleeping on the sidewalk and Lottering around.
- Vagrancies and graffiti.

Comments related to Other –

- I'm a self-employed artist and ship most of my work out so I really have no problems.
- Mr. Kenny.
- Congestion caused by charter school on the 2400 block.
- Stop trying to get money out of us. We already pay taxes for all services needed.
- Lack of sense of community.

Comments related to Taxes –

- Taxes up 50%. My tenants are non-profit medical centers cannot afford the increase in taxes.
- The assoc. fees on top of taxes.
- The new taxes.
- The rise in real estate taxes has been excessive. I anticipated one hike for re-assessment on change in tax plans. Seems every year now there is a 10% tax increase which does not seem justified.

Comments related to Property Issues –

- Absentee ownership. Transit residence.
- Broad / Snyder's business / customers footprint. Wedge spill over in the neighborhood.
- Poor city planning and services for zoning and improvement. Government for the rich.

Question Two: “If you could make one improvement to South Broad Street what would it be?”

No comments have been eliminated, edited or changed in any way except to correct obvious spelling errors.

Comments related to Cleanliness –

- [unknown] + no graffiti + posters on poles.
- Better street + sidewalk cleaning.
- Clean it up!
- Clean sidewalks free of trash.
- Clean the mess of debris and trash on a regular basis. Make the area more presentable.
- Clean up sidewalks,
- Cleaner
- Cleaner streets
- Cleaning
- Cleaning of sidewalks.
- Getting debris (chip bags, newspapers, etc.) picked up daily from Broad + down the 1400 (hundred) block of crossing streets. Having the riding machines would be a plus.
- I am on the corner of S. Broad Street and Ritner St. that street is a 3rd world disaster zone for trash and is never swept!
- I would put cameras on South Broad St. many people walk their dogs and they don't clean up the mess and some leave the bags on/in the street and payments.
- Keep the pavements cleaner.
- Keep the streets clean. Get Streets Department sanitation workers to be more responsible for doing their job properly. The street is often more full of trash after they come through on trash collection day.
- Make is much cleaner.
- Clean and a sense of respect.
- More trash cans on the corners.
- ...more cleanings.
- New trash cans! (New trash cans!) at subway stops. Daily cleaning of streets and pavements.
- Clean streets and pavements.
- On my block 13-1400 S. Broad the street is dirty

- Organized beautification plan implementing regular cleaning and seasonal decorating or maintenance of flag as during the 2016 DNC.
- ...clean up.
- ...and sidewalk cleaning.
- ...cleaner streets and sidewalks
- Remove the city trash receptacle from in front of our house - but I am afraid people will dump their trash anyway. We cannot police our sidewalk.
- Street cleaners - people sweeping up.
- Street cleaning.
- There should be a trash can and recycling bin on every corner. There are too few right now and they are often overflowing or stuck / in disrepair.
- I don't think the solar power bins work as intended - people often don't want to touch the handles and instead just litter the sidewalk.
- Policies should actively enforce existing laws against littering.
- The sidewalk and street are also extremely dirty - especially after the recycling / trash trucks go thru on pick-up days.

Comments related to Business / Atmosphere –

- A boulevard of trees down the length of South Broad on all blocks. A tree lined street sets the stage for beautification.
- Beautification - lights, planters, signage, bike racks.
- Trees.
- Encouragement/subsidy for small business start-up, improvements.
- I like the flags - but the current flags are faded.
- Install median planters instead of cars.
- It's the main street people drive down to many from out of town planters/flowers might make it welcoming looks dull not canned.
- It's much better since the undesirable doctor was removed from the Rota Building. Now if we can give some ATT. To corner of Broad / Snyder would make it so much more inviting...
- Flags
- Maintain houses avoid cheap looking high-rise buildings
- Making it look at lot more like CC (Center City).
- More green (trees, etc).
- More greenery.
- More trees,
- More upscale shopping / restaurants.
- Yes to café seating (during certain business hours).
- Encourage more businesses - not discourage.
- No more apartments.
- ...with many vacated commercial properties, looks un-inviting.
- Planters
- Remove all dirty rehab centers.
- SBS has so much potential. I think future improvements should focus on making the street more pedestrian friendly. More trees & planters would be a good place to start. Beautifying the median could also improve the neighborhood.
- Storefront improvements to connect S. Broad to Passyunk Ave. character - we're only a block away but it seems very different (& out storefront needs improving too - its own my list).
- The street could use more greenery (trees/planters).

Comments related to Parking –

- Parking x 5
- 2 hour parking limit but get rid of meters.
- Allow business owners and property owners to purchase parking permits for their zones!
- ... + parking.
- Enforce parking restrictions in the median. Cars are dumped there for weeks and months at a time. People in legal spots get ticketed appropriately while nothing happens to these cars.
- Free parking for merchants and employees.
- Get rid of 2 & 3 hour parking. Keep median parking.
- Make Broad / Snyder, on the east side, between Wendy's and Citizen's Bank, a parking garage (raised).
- ...and more parking.
- More parking.
- New meters.
- No median parking!
- No truck parking.
- Parking Authority.
- Parking. Would like to see spaces identified with lines including the center median. Not opposed to parking in the center median, as we need the parking, could be organized better.
- Keep the parking available in the center lane.
- Removal the medial parking as people park there, and may be parked for weeks. The middle of the street should be used for 20 minute parking, as people (customers) can park with their flashers on & visit/shop in Broad Street stores & businesses. It would increase pedestrian traffic. The middle of the street seems clogged which detracts pedestrian flow. The parked cars are a barrier.
- Remove meters & setup kiosks for parking.
- Take away zone parking on Broad St. + 2-3 hour limits.
- Well, parking lot could help and would go along with what we consider to be the # 1 problem.

Comments related to Safety –

- ... lighting.
- Clean up the drug users around Broad and Snyder and surrounding areas.
- Security
- Drug addicts at Broad and Snyder and the open air drug market.
- Lighting
- The school is across and I think it needs (the whole street) security cameras.
- More lighting
- More police drive-bys.
- ...more lights,
- ...lighted streets
- ...and cameras.
- ...and brighter lights.

Comments related to Other –

- Remove Mayor Kenny.
- Stop meddling in what is a normal process.
- Turn signals at turn lanes for automobiles (please).
- We pay good money towards the assoc & yet - our property is Broad & Mifflin - I actually had to buy curb your dog signs along Mifflin - they never decorate down to our property.

Comments related to Taxes –

- Keep taxes stable.
- Lower the taxes.

Question Three: “How has Philadelphia’s 2018 reassessment of commercial properties effected your investment?”

No comments have been eliminated, edited or changed in any way except to correct obvious spelling errors.

Comments related to Raised / Too High –

- Yes x 2
- Business taxes are a killer. To add insult to injury, I have to pay \$300 additional to have my trash picked up.
- Assessed too high.
- Can barely keep the doors open now.
- Financially, it is a burden. I read that the City is trying to pass a bill (871) which will tax rental property more than those who live right next to you and have a single home.
- Higher taxes.
- Huge increase.
- I am a senior on a fixed income, I have to depend on my little store for rent. Half the time which is empty, I think this City is Tax Crazy.
- I have owned my property for over 40 years and now that I am a senior I struggle to keep up with the taxes and expenses.
- Increase taxes not good.
- It is very costly.
- It's a hardship - half of the BLDG. is unoccupied the taxes are financially burdening us.
- Killing us!
- Not good... I never complain about my taxes I am fortunate to have what I believe were extremely low taxes for so long but am absolutely appalled to pay \$300 for trash removal I have minimal to zero trash at my property.
- Not happy with property tax increase but I guess its inevitable.
- Taxes are getting to high!!! Hard to remain in Phila.
- Taxes are too high. We are taxed abundantly for everything in this city... real estate taxes, wage taxes, sugar taxes, cigarette taxes, permit parking fees!
- Taxes raised.
- Taxes up.
- The taxes are killing me! Want to see if there is any way I could get discounts ! Also on capital gains tax.
- Too - high
- We received a significant increase in taxes.

Comments related to Doesn't Apply – x 14

Comments related to Impacting Business Growth –

- Any extra cost affects business growth, especially fees & taxes, negatively.
- Any tax increase affects our profitability but so far its been tolerable.

- Diminished my capacity to improve. Heightened my suspicion that insiders and big developers receive breaks that funded by me.
- Higher taxes mean higher costs to own and operate buildings requiring higher rent.
- Increased cost thus increasing the burden on the business to make money.
- It causes us to increase rent. There are so many businesses leaving due to cost.
- It has reduced my profit margin.
- It was used to increase our rent.
- Significant increase in tax, business profit down in 2017 due to decreased influx of people coming into South Broad St. to shop or see doctors.
- So far - not much but we are all part of gentrification.
- Taxes increase while our income remains the same therefore has hurt our business.

Comments related to Other –

- Considering the role of our property.
- Denied appeal to lower.
- I don't own the property, you'd have to ask my landlord.
- I'm not the building owner.
- It hasn't. Taxes & everything goes up all the time.
- I've only had the property one year the taxes have gone up. But the city doesn't do enough to clean.
- Remove Mayor Kenny.
- We don't know; we are a residential property.
- We'll see!

Comments related to No Change / Impact –

- No impact. x 2
- I don't know. I haven't seen nothing of a change in my tax.
- I'll be honest it really hasn't.
- Not good
- Not much. It was not much of an increase when broken down monthly.
- Taxes have adjusted somewhat, but tax breaks for Homestead provision have helped.

Question Four: “Additional Comments:”

No comments have been eliminated, edited or changed in any way except to correct obvious spelling errors.

Comments related to Cleanliness –

- Dumping at the corner trash cans is a problem esp. at Moore. Either add more trash cans / collection times or get rid of them.
- I am willing to do all that is needed to get the community to clean up the trash. I grew up on 13th Street, went to Jenks, my children went to Jenks early on.
- I do see the street cleaners come by periodically on Thursdays, but they often just spread trash onto the sidewalks / gutters. It's also difficult for them to operate with parked cars both along the curb and in the median. The PPA will ticket cars at the curb, but none of them are towed. They don't ever seem to ticket cars in the median on street cleaning day.
- Lets get the streets clean,
- Lets get our own cleaning services to clean up area.

- More trash enforcement.
- Mui Chung and Crown Fried Chicken located at Broad and Ellsworth cause lots of trash in the neighborhood and they do not clean up after themselves. Trash everywhere around the streets because of them.
- Need trashcans at bus stops.
- People would love to shop on Broad St but its filthy and no parking.
- The business in my immediate area are very good neighbors - except the coffee shop (Benna's) should do more about the trash their customers generate.

Comments related to Other –

- All our bldg. is only half leased we should get a tax break. Also, a tax break from the Assoc.
- I have been in this ... [cut off, can't translate] I work a full week and take my mom with me!
- n/a
- No applicable to tax increase or other assessment to obtain these improvements.
- none.
- Seniors need Help! Sorry for my late response.
- There needs to be much better service given by the City, the their employees who take care of the situations, cameras and signs should be implemented.
- Unless taxes are lowered, one tenant of mine might leave.
- Vote out or impeach Mr. Kenny.
- We oppose all your efforts to create a BID. We will campaign strongly against it.

Comments related to Business / Atmosphere –

- Homelessness in the area has increased over the last 12 months. We recognize this is an important and difficult social problem but it does impact our business. Not sure what can be done.
- I am concerned that I may not be able to keep this property which I love. There are many changes happening on Passyunk Ave. but not on Broad Street. Why?
- I have owned my house since 1978, and South Broad hasn't improved, but our taxes increase yearly. If they could tax the air we breathe, they would.
- Illegal businesses! With signs / awnings make Broad St look cheap.
- It would be nice to see more effort by the City to enforce existing rules and policies. If a BID helps lend some influence to get the City more active that would be a plus.
- Lots of beauty treatments for S. Broad w/incentives for property owners to upgrade properties.
- Planters & streetscape improvements would be great but planters on 2000 block of South Broad were not well designed. Wire fabric is too easy to cut & remove, & then rocks become projectiles, and the plants were not maintained properly. Thanks for listening!
- Signage growth is really making all of S Broad look tackier and tackier, this is a zoning violation.
- I do not wish to see anymore residential properties turned into businesses.

Comments related to Appreciation –

- Thanks for the survey! X 2
- Appreciate advocacy and attention.
- Good Luck!
- I would be excited for a BID! This could provide businesses and the avenue to support the neighborhood.
- Thank you for your efforts!
- Thanks for caring!

Comments related to Parking –

- Highly desires parking decks / lots. There needs to be a provision for merchants and employees to park if they don't have resident parking permits. We are adjacent to the stadium district and cannot park there during events. The Navy Yard runs shuttles from Center City to that area for employees the city could consider allowing merchants to park at the stadium area for free, especially when it snows, bad weather cripples the ability to park in S. Phila.
- I would like to see the area developed more like Passyunk Avenue with valet parking. I was disappointed to see Carlo's Funeral Home sold to a [couldn't translate]. It could have been a restored or other type of business. I am trying to buy the lot next to my property for parking for my patients, but the owners want it developed. We need the parking problem solved.
- No truck parking over night.
- Do not eliminate parking in center of Broad St.
- Not only should parking in the middle of Broad St remain, they could also look the other way to double parking. I have to fight to not get a ticket when I pull in front of my business to unload supplies.
- Parking Authority.

Comments related to Safety –

- more well lit and safer.
- Get more police presence to get crime lower.
- Dangerous at night, making people and customers forced to shop elsewhere.
- We don't need more (pedestrian lighting) just make sure the current ones are working.

Appendix B – South Broad Street Conditions Survey

South Broad Street Conditions Survey

The following survey is sponsored by the South Broad Street Neighborhood Association (SBSNA) to explore the existing conditions facing business and property owners on South Broad Street. SBSNA is considering options to address ongoing maintenance issues along South Broad Street which may include planning for a Business Improvement District. We need your input. Please take a few moments to complete the following survey on both sides of this document. Please use the enclosed return addressed stamped envelope to mail your survey back to us no later than November 4th, 2017.

Thank you for your participation, results will be made available by the end of November 2017.

Please provide the following information:

1. I am a (check all that apply): Business Owner Property Owner Resident
 - a. If you own property on South Broad Street, what is/are the address(es) _____

2. How long have you conducted business in the area? _____ years
3. Name: _____
4. Email address: _____
5. Mailing address: _____

Please give your opinion on each statement about existing conditions on South Broad Street.

Statement	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	No Opinion / Doesn't Apply
Example: January is the best month.			X			
I feel connected to my neighboring businesses.						
South Broad Street is a good place for me to grow and expand my business.						
The sidewalks on South Broad Street are clean of trash and debris.						
There are enough trees and planters along South Broad Street.						
My customers feel safe when visiting my business.						
South Broad Street has a sense of identity.						
The sidewalks along South Broad Street are well lit at night.						
I am not concerned with my current property taxes (South Broad Street properties only).						
Current parking conditions meet the needs of my business.						

Please rate your preference for each potential improvement.

Potential Improvement	Highly Desired	Somewhat Desired	Neutral	Not Desired	Not Sure / Doesn't Apply
Regular pan and broom cleaning of sidewalks and gutters.					
The addition and maintenance of sidewalk planters.					
Decorate light poles on South Broad Street with flags.					
More pedestrian lighting to illuminate sidewalks at night.					

MORE ON BACK

South Broad Street Conditions Survey

Open Ended Questions: Please write your response to the following questions:

1. What is the number 1 problem associated with having your business or property on South Broad Street?

2. If you could make one improvement to South Broad Street what would it be?

3. How has Philadelphia's 2018 reassessment of commercial properties effected your investment?

4. Additional Comments:

Credits

I specifically thank the volunteers of the South Broad Street Neighborhood Association for their efforts in both developing and distributing the South Broad Street Conditions Survey.