

Focus Group Report
for
Downtown Ardmore Market Study

Conducted by



Ardmore Initiative

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Section 1

Project Purpose

Methodology

Major Findings

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Project Purpose and Methodology

In spring 2016, the Ardmore Initiative received a grant from the Pennsylvania Department of Community and Economic Development to conduct a Market Study and Strategic Plan for the Ardmore Business District. The Ardmore Initiative conducted the Market Study in-house, and, through a competitive RFP process, enlisted Heritage Consulting Inc. to complete the Strategic Plan, as well as advise on the Market Study.

As an important component of the Market Study, the Ardmore Initiative launched the downtown Ardmore Customer Survey for one month in September 2016. The purpose of the Customer Survey was to gather perceptions of the Ardmore Business District, learn consumer habits and preferences, and identify business types for recruitment. The survey received 704 responses, well above the needed 385 to achieve statistic validity. However, a closer look at the participants revealed a lack of responses from minorities and males under 30. In addition, the Ardmore Initiative needed to ask follow-up questions to clarify uncertainties from the survey results and hone-in on business types to attract to the downtown.

Following the Customer Survey, in May 2017, the Ardmore Initiative conducted five separate focus groups with the following categories: Female Baby Boomers, Women with Children, People Who Take Public Transportation, Males under 30, and Residents of South Ardmore. Together, the 35 individuals who participated represented a cross-section of existing customers, potential customers, and demographic cohorts with poor survey response rate. The focus groups were an extension of the Customer Survey, aimed at gathering richer, more thorough responses.

The invitation list consisted of participants of the Customer Survey and individuals identified with help from the Ardmore Music Hall, Six: Eight Church, Bethel AME Church, and Nahjee Grant, a local philanthropist. The Ardmore Initiative emailed invitations to 99 individuals to participate in the following focus groups: Female Baby Boomers, Women with Children, People Who Take Public Transportation, and Males under 30. Twenty-eight attended these four focus groups, a response rate of 28%. The seven participants of the Residents of South Ardmore focus group signed-up on the Bethel AME Church bulletin board. In total, 35 people participated in the five focus groups.

All focus groups took place in the Ardmore Initiative office at 56 E. Lancaster Ave. The moderator, Executive Director Marie Suvansin, followed a focus group script reviewed by Heritage Consulting Inc. She began each focus group by providing background on the purpose of the focus groups, sharing instructions for participation, and expressing a commitment to exclude individual names from the final report. Taking turns, then Executive Director Christine Vilardo, Board President Joseph Petrucci, and Board Member Joseph Silver helped facilitate and took notes.

Before the start of each focus group, participants completed a questionnaire allowing them to indicate their interest in frequenting a list of high-preference business types identified in the Customer Survey, as well as asking them if downtown Ardmore is customer friendly. After the focus groups, participants completed an exit form to gather additional feedback and preferences

for their participation gift. Participants received a \$25 gift card from the local business of their choice. In addition, participants of the Males under 30 focus group received a pair of concert tickets, courtesy of the Ardmore Music Hall.

The first focus group, Female Baby Boomers, was a pilot. After reviewing additional feedback given on the exit forms, the moderator found that pedestrian safety was also an issue. In response, she added a question about perceptions of pedestrian safety to the focus group script. The final focus group script is published in Appendix H.

After completing all five focus groups, the moderator merged and analyzed the notes to identify similarities and differences. These similarities and differences are summarized into themes forming the basis of the next portion of this report, Major Findings & Recommendations. Following Major Findings & Recommendations, this report will dive into summaries of the five focus groups before ending with the appendices.

Major Findings & Recommendations

Residents of South Ardmore feel unwelcome and disconnected from downtown Ardmore.

Residents of South Ardmore, a historic, predominantly African American community, were the least likely to visit downtown Ardmore. They did not think Ardmore had a downtown, calling it “up the pike” or Main Street. Except for a few chain stores and select businesses, most focus group participants found downtown Ardmore to be unwelcoming due to racial profiling, high prices, and poor walkability. Instead, they preferred to shop in Broomall, Springfield, 69th Street, Overbrook, and Radnor. When addressing the business mix, focus group participants stressed the need for spaces where young people could socialize in the evenings. Most of the focus group participants were women with older children.

Recommendation: Work with local churches and community organizations to improve the relationship between South Ardmore and businesses in the downtown. When recruiting businesses, consider whether or not the merchandise would be affordable to working class residents. In the same vein as the other recommendations, pursue businesses types that offer spaces where people can socialize.

Downtown Ardmore is transitioning into an attractive, hip destination with a diverse food scene.

Most focus group participants viewed downtown Ardmore as a hip, up and coming destination with a growing, diverse food scene. Female Baby Boomers were an exception, viewing downtown Ardmore as tired and dormant. Tired Hands Brewing Company and Ardmore Music Hall were described as important to downtown Ardmore’s hip and eclectic vibe. Most focus group participants enjoyed living in downtown Ardmore because of its diverse food options and would like to see the culinary scene grow further.

Recommendation: Attract businesses that support an eclectic business mix with diverse food options. Monitor trends in Philadelphia to identify new business types that could also be successful in downtown Ardmore.

Lack of aesthetic uniformity and gaps in the built environment cause downtown Ardmore to feel disjointed.

Focus group participants varied in their perspectives of downtown Ardmore’s boundaries, in large part because of lack of aesthetic uniformity and gaps in the built environment. People Who Take Public Transportation described downtown Ardmore as consisting of three sections: the historic core, outer strip malls, and Suburban Square. One participant in the Women with Children focus group even called the westernmost section of the downtown the “auto dealer and IHOP desert.” Several focus group participants noted that, even in the historic core, vacancies

and poor business mix break up the pedestrian experience, resulting in a fragmented shopping experience.

Recommendation: Install streetscape amenities that would brand the downtown as a cohesive shopping district. Encourage merchants and property owners to improve their storefronts with the Façade Improvement Grant. Attract businesses that would fill gaps in the business mix and increase foot traffic in the downtown.

Parking is a real concern for focus group participants.

In the pre-focus group questionnaire and during the discussions, all the focus groups expressed concern over difficulty parking. Forty-seven percent (47%) of comments about customer friendliness in the pre-focus group questionnaire mentioned difficulty parking. While the dissatisfaction of the Female Baby Boomers centered on Suburban Square, other focus groups gave specific examples of lack of parking spots in Schaufele Plaza and poor circulation in Ardmore Plaza and Ardmore West. In many cases, concerns were focused on the inconvenience of parking, such as meters not accepting credit cards, rather than lack of parking spots. Most focus group participants have established their own workarounds, such as parking illegally in infrequently monitored lots. To solve this issue, some focus group participants recommended building a centrally located parking garage.

Recommendation: Work with the Township to enhance wayfinding signage by adding more and larger signs for parking locations. Encourage strip shopping malls to improve circulation in parking lots. Consult with Suburban Square to determine if parking concerns will be alleviated once their new parking structure is built. Request that the Board of Commissioners make funding the proposed structured parking garage at Ardmore Station a priority.

Across the board, focus group participants would like to see a vibrant business mix that supports foot traffic and offers visitors things to do, especially at night.

In the words of a Female Baby Boomer, “I want to be able to walk here on a Friday night, grab something to eat, sit on a bench, watch people, and maybe shop.” Supporting this vision, in the pre-focus group questionnaire, the following business types scored the highest: **(1) Restaurant, (2) Coffee Shop, (3) Movie Theater, (4) Bookstore, (5) Family Entertainment Space, and (6) Specialty Food Store.**

Focus group participants reiterated their interest in these business types during the focus groups, requesting new types of restaurants (i.e. soul food, diner, and outdoor bar), specialty food stores (i.e. ice cream, bakery, and health food), and more things to do, both for families and adults (i.e. bowling alley, pool hall, and café or bookstore with open mic). Traditional ice cream parlor was the most requested business during the focus groups. Many focus group participants felt that downtown Ardmore already has enough hair and nail salons. Overall, they would like to see a business mix that is open later, encourages foot traffic, and supports an active nightlife.

Recommendation: Create a Business Recruitment Plan for attracting the top requested business types. Since the former movie theater has already been converted into an outdoor furniture store, focus instead on recruiting business types that provide social activities as requested by several of the focus groups. Where possible, work with property owners to concentrate retail business types together in order to increase foot traffic.

Preference for various modes of transportation was specific to each focus group.

As expected, People Who Take Public Transportation used multiple modes for traveling to/from downtown Ardmore, including walking, biking, taking the train, and driving. Participants of the Males under 30 focus group used all of these modes, as well as Uber and Lyft. Those who biked did so with caution due to poor connectivity between destinations. Female Baby Boomers, Women with Children, and Residents of South Ardmore were more likely to drive than walk and did not report using other modes of transportation.

Recommendation: Promote the convenience of alternative modes of transportation, such as rideshare, train, and walking, to visitors. Consider promotions with SEPTA, Uber, and Lyft.

Focus group participants would like to see more outdoor events in downtown Ardmore.

Inspired by other towns, focus group participants would like to see events such as First Friday, Dining under the Stars, and Clover Market. First Friday and Clover Market are both events that used to take place in downtown Ardmore and were organized by outside parties. Participants of the Women with Children focus group agreed that downtown Ardmore should establish a public gathering space where outdoor events could take place. One participant of the Women with Children focus group requested more events geared towards older children. Similarly, Residents of South Ardmore would like to see more businesses and activities for youth.

Recommendation: Plan more outdoor events for people of all ages. Expand the Ardmore Antique & Vintage Market and introduce new outdoor dining events. Pursue redesigning Schaufele Plaza into an outdoor community gathering space.

Focus group participants agreed that downtown Ardmore is not pedestrian friendly.

Poorly designed intersections, aggressive drivers along Route 30 (Lancaster Avenue) and other streets, uneven sidewalks, and insufficient pedestrian and vehicular lighting were common concerns across the focus groups. Lancaster Ave. is difficult to cross at several intersections, including but not limited to Church Rd., Rittenhouse Pl., Anderson Ave., and Station Rd. Focus group participants agreed that walking to Suburban Square and around Ardmore Station is unpleasant due to poor connectivity. Some participants of the Women with Children focus group avoid walking on Lancaster Ave. because the sidewalk is not wide enough for a double stroller to

easily traverse. A Resident of South Ardmore expressed difficulty maneuvering her sister's wheelchair on sidewalks and across intersections.

Recommendation: Pursue a grant to conduct a walkability study to address the concerns of focus group participants. The walkability study should focus on how to improve pedestrian crossings, signaling at intersections, and overall pedestrian friendliness. Work with the Township to repair sidewalks. Seek funding for the walkability study and for implementation projects upon study completion.

Focus group participants relied on a wide range of news sources, many online, to determine what's happening in Ardmore or elsewhere in the Main Line.

Here is an extensive list of all the news sources focus group participants reported using: Facebook feed, Instagram feed, Twitter feed, Lower Merion Community Network Facebook group, *City Suburban News*, *Main Line Today*, *Main Line Parent*, Ardmore Patch website, Next Door listserv, Destination Ardmore website and e-blast, uwishunu website, Philly.com, Thrillest, Feedly, Ardmore Music Hall e-blast, Tired Hands Brewing Company Instagram, event posters, church bulletin boards, and word of mouth. On Facebook, focus group participants followed event and business pages, as well as shared posts in their Newsfeeds. Males under 30 was the only focus group that mentioned Thrillest or Feedly. Female Baby Boomers and Residents of South Ardmore were more likely to rely on word of mouth.

Recommendation: Provide assistance to merchants to maintain a strong presence on social media. Target specific demographics through the news sources they follow. For example, promote family-friendly events through Main Line Parent. Secure story placement in uwishunu, Philly.com, and Thrillest.

Instead of shopping, participants of the Males under 30 focus group were more interested in social activities and dining.

Participants of the Males under 30 focus group did not consider themselves regular shoppers. Except for during holidays, all but two preferred to complete shopping on Amazon instead of in a physical store. Instead of shopping, participants preferred to spend their money on evening social activities, such as open mic nights, escape rooms, and bowling. One participant concisely stated, "We really need to answer the question of what there is to do when you leave a bar at midnight." Many agreed that a 24/7 diner would be a welcome addition. While not typically open past midnight, focus group participants also expressed interest in a café, ice cream shop, and bakery.

Recommendation: Attract business types that would appeal to Males under 30, who attribute to Ardmore's "hip, eclectic" vibe. Encourage businesses to have a strong online presence. Prioritize the recruitment of a 24/7 diner in the Business Recruitment Plan. Seek out hybrid businesses, such as a café with open mic or bar with pool tables and arcade games.

Section 2

Focus Group 1: Female Baby Boomers

Focus Group 2: Women with Children

Focus Group 3: People Who Take Public Transportation

Focus Group 4: Males under 30

Focus Group 5: Residents of South Ardmore

Focus Group 1: Female Baby Boomers

The bulleted lists under each topic heading are actual comments made by participants. The comments are rephrased where needed to improve clarity.

Introduction

Four individuals participated in the Female Baby Boomers focus group. Three out of the four participants lived in Ardmore. Participants agreed the historic buildings densely surrounding the Ardmore Station and Suburban Square comprised the downtown. Some also included the car dealerships and strip-style shopping malls on the edges of Lancaster Ave. Out of all the focus groups, the Female Baby Boomers viewed downtown Ardmore the most negatively. Their comments portray downtown Ardmore as an unattractive commercial district lacking in vitality.

Downtown Ardmore is unattractive.

- Downtown Ardmore is tired.
- It's a little like a ghost town. It doesn't feel that inhabited and it should because people are living above the stores. There are even empty stores in Suburban Square.
- I would use the word "dead" to describe the downtown.
- It's not lively because there isn't on-street parking in front of the stores.

Downtown Ardmore needs more foot traffic to evoke a sense of vibrancy.

- Having driven around during First Friday there was a lovely liveliness. It's nice when traffic must stop because people are crossing the street.
- I'd like to see it more vibrant. I want to be able to walk here on a Friday night, grab something to eat, sit on a bench, watch people, and maybe shop. This is what we do in Wayne.
- We find that we are happy sitting on a bench watching people. We like to see people bustling around.

Focus group participants frequent a mix of restaurant, service, retail and entertainment businesses in downtown Ardmore.

- I come for Rossi Shoes, Ardmore Computer, Golden Bowl, and Golden China.
- I've been shopping at Past*Present*Future the entire time they've been there for certain gifts. I go to El Limon and Jules Thin Crust.
- We go to McCloskey's, McShea's, and Past*Present*Future.
- Shows and Funky Brunch at the Ardmore Music Hall bring me to Ardmore sometimes.

Focus group participants generally follow established routines on the weekends.

- I sew, sing, visit children or grandchildren, go to the Bryn Mawr Film Institute, cook, and see friends. I don't go to bars.
- We don't go out much. We have been to the Ardmore Music Hall before.

- We go to the Shore.
- We go out with friends for dinner. We go to Wayne a lot. We like restaurants.

Focus group participants prefer to drive. Depending on the destination, one focus group participant may walk.

- **All:** I drive
- It depends. I might walk or drive.

Parking was a problem, especially in Suburban Square.

- It's not lively because there isn't on-street parking in front of the stores. The lack of parking is a tragedy for the businesses.
- Outside of Suburban Square, I don't have too much of a problem parking. I have lived here 30 years this summer. I know where to go.
- People are on a short fuse at Suburban Square. If I don't find a spot after one time around, I go home.
- The people driving in Suburban Square lack civility.
- When I go to the ABC House or Ardmore Post Office I have no trouble finding parking on Ardmore Ave. I can find parking to go to Main Line Optical. I park behind the Junior League Thrift Store sometimes.
- If I could change one thing about downtown Ardmore, it would be the parking.
- People are crazy about the parking situation in Suburban Square.
- More events would be nice, but there needs to be enough parking.

Focus group participants would like to see changes in the business mix.

- **All:** Downtown Ardmore needs a good ice cream shop, not frozen yogurt.
- Downtown Ardmore needs a nice bakery that sells bread. More ethnic restaurants, an Italian restaurant. A place like Corner Bakery that isn't a chain. A higher end sushi restaurant.
- I'd be happy to see a bookstore where people can meet each other, meet authors, and children can read.
- There should be fewer nail salons.
- Hair, eyeglass, and nail salons have overrun this town.
- A hobby store and a sewing studio would do well.
- I'd like laid-back casual restaurants with larger spaces. A pizza place like Anthony's would be great.

Focus group participants enjoy attending outdoor events and would like to see more in downtown Ardmore.

- **All:** I would come to First Friday.
- It would be nice to have bank-sponsored activities in the evening like in Bryn Mawr.

- Media is dog-friendly, there are plenty of food places, and there is outdoor dining on Wednesdays.
- I would like to see races for important causes.

It is safe to walk around downtown Ardmore at night.

- I walk all the time and I feel safe. I walk along Ardmore Ave.
- I walk around Trader Joe's and don't feel danger.

Focus Group 2: Women with Children

The bulleted lists under each topic heading are actual comments made by participants. The comments are rephrased where needed to improve clarity.

Introduction

Nine individuals participated in the Women with Children focus group. As the title suggests, all were mothers. Only one of the participants did not live in Ardmore. Participants identified Montgomery Ave., Rittenhouse Pl., Athens Ave., and Ardmore Ave. as the boundaries of the downtown. Participants agreed that downtown Ardmore is in a transition period with the potential of becoming a unique destination in the Main Line.

Downtown Ardmore is in a transition period.

- Ardmore is in transition. It seems to be happening kind of slowly.
- I feel like Ardmore hasn't figured out what it wants to be yet.
- I think Tired Hands has brought a lot of energy.
- Figuring out who you want to attract is important. People who moved here chose Ardmore because of school district and they wanted funky and eclectic Ardmore.
- There are a lot of specific options that make Ardmore a destination location. Ardmore allows you to do multi-flavored, multi-cultural food. The independent unique place is what I would like to see more of.

Downtown Ardmore lacks aesthetic uniformity.

- Suburban Square feels cohesive. On this side, there's no uniformity.
- It's not cohesive and it's a little sketchy sometimes because of the vacant storefronts.
- It is most important to address the aesthetics. A little more unity and cohesiveness.
- I don't like the auto dealer and IHOP "desert."
- I think the stores need to provide cohesiveness. I would like there to be a more complete shopping experience.
- Walking down Spring, the boarded-up row homes feel odd.
- We need more bike racks and planters.
- I would like it if the planters were better up kept.

Focus group participants use a wide variety of resources to find out what's happening in downtown Ardmore or elsewhere in the Main Line.

- I use Instagram.
- I look at the seasonal event posters in store windows.
- I find events when my friends share them on Facebook.
- I follow Facebook pages of events that I attend, such as Clover Market.
- City Suburban News.
- Patch provides a lot of info.

- I subscribe to the Ardmore e-blasts.
- I follow Main Line Times and Main Line Today on Facebook.
- **All:** There should be banners across the roads like in other towns.

Downtown Ardmore is not pedestrian friendly.

- The Cricket Lot alley is terrifying. It's pitch black at night. I would feel a lot safer if more people were walking around.
- Police enforcement of bad drivers who ignore pedestrian crossings is needed.
- None of the cars stop at the pedestrian crossings. There needs to be something more obvious.
- I would hesitate to walk in Ardmore. I have little kids so I'm always thinking they could run away. Lancaster Ave. is very busy so I don't want to have to walk with them there.
- The sidewalks are too narrow for a double-stroller.

Focus group participants do not find the current business mix appealing. They would like to see businesses that provide varied food options and things to do in the evenings.

- **All:** We don't need more nail salons.
- The businesses are very hodgepodge. The high-end furniture store and iPhone repair store are random.
- The pawn shop is random.
- The patio furniture store doesn't belong in the old theater space.
- **All:** We need a good ice cream shop, not frozen yogurt.
- **All:** We need more food options.
- **All:** We need more things to do, like a bowling alley.
- There is nothing to do after dinner. I would love if there were an art gallery, small live music venue, or coffee shop. There should be a place for music classes and crafts for kids.
- I love the idea of a movie theatre or performing arts center.
- We need a traditional diner.
- A place like the Greeks in Narberth would do well. It's always packed and has character.
- Stores close too early.
- There is no nightlife except for Ardmore Music Hall but Ardmore Music Hall shows are too late.
- We need someplace to go after dinner for coffee or dessert. Maybe an art gallery, just not another bar.
- Is Ardmore doing anything to attract students to the area? I notice more college age students out in Bryn Mawr.

Parking is a concern for the focus group participants that drive to downtown Ardmore. Some prefer to walk.

- I usually park in the lot behind the Junior League. Mostly we walk. I never park on the street.

- I always find parking behind Merion Art and Repro.
- I wish that the meters would take credit cards.
- I wish that the meters in Suburban Square took all change.
- Parking is not a concern for me. I prefer to walk.

Focus group participants would like to see more outdoor events and programming.

- **All:** We need a public gathering space, like in Narberth or Bryn Mawr.
- I would like to see spring and summer events like Clover Market. During the holidays, it would be nice to light up the stores like pucciManuli. More events like Cricket Cringle would be good.
- Play music on outdoor speakers.
- We need more events for older kids.
- Have Human Zoom decorate rental bikes for Christmas.

Focus Group 3: People Who Take Public Transportation

The bulleted lists under each topic heading are actual comments made by participants. The comments are rephrased where needed to improve clarity.

Introduction

Eight individuals participated in the Public Transportation focus group. At least three of the participants moved to Ardmore from Philadelphia because of Ardmore Station, accessible by both SEPTA and Amtrak. All but one participant lived in Ardmore. As a whole, the Public Transportation focus group viewed downtown Ardmore as a hip, eclectic downtown with great potential. Lack of pedestrian friendliness was a concern throughout.

Focus group participants had varying perspectives on the boundaries of downtown Ardmore.

- Downtown Ardmore spans from Church Rd. to Ardmore Ave.
- Downtown Ardmore is from Saxby's to FedEx.
- The downtown stops at Viking Pastries. From there on it's the neighborhood.
- Suburban Square is part of the downtown but it feels like its own entity.
- The historic area feels the most like downtown.
- Downtown Ardmore is where you can walk from the train station.
- When I think of downtown Ardmore, I think of a big square, like to County Line. Maybe not the entire zip code of Ardmore. It's the urban core of Lower Merion.

Downtown Ardmore consists of the historic core, strip malls, and Suburban Square – all of which can be thought of as separate shopping sub districts. Changes in the built environment create gaps that deter focus group participants from walking.

- I think Suburban Square is kind of its own thing. Really from Tired Hands, the old one, to the new one down Rittenhouse to E. Athens. It would be nice to bridge the gap between Tired Hands and the swimming pool and library area.
- When I say to my friends meet in downtown Ardmore, I mean John Henry's or McShea's. I would specify Suburban Square if going to Not Your Average Joes.
- It looks cohesive down by the fountain at Bryn Mawr Trust, but once you get to Rite Aid and McDonalds it feels completely different. It's not just about walkability. It's about the feel.
- To me IHOP stops you from going down that direction. If the business isn't to the curb, that's a gap. If it's vacant, that's a gap as well.
- If Ardmore West and Greenfield looked more like the core that would be a huge step. Both need to be pulled up to the street, with the parking behind them.
- I like that the quaint charming area is here and chain stuff is over there.

Downtown Ardmore is a hip, eclectic downtown with great potential.

- Downtown Ardmore is trendy, a little artistic, a little off the center, a little less mainstream artsy or funky, not as snobby as the other Main Line downtowns.

- Downtown Ardmore is charming and quaint.
- It's a little hipster.
- It's down to earth.
- Downtown Ardmore is diverse in age and ethnicity.
- Downtown Ardmore has potential. There are some empty stores on Lancaster Ave. and a lot of salons and nail places which I guess is okay, but I think there's some potential in filling empty storefronts.
- Downtown Ardmore is family friendly.
- Trendy, a little artistic, a little off the center, a little less mainstream, artsy or funky, not as snobby as other Main Line downtowns.
- It's known for food.

Most focus group participants use multiple modes of transportation to travel to/from downtown Ardmore.

- Walk, bus, drive, bike. Depending on the hour I usually take the bus to Starbucks and come back on the train.
- I walk to the downtown and take the train to work. I drive to the YMCA.
- I mostly drive. Sometimes I walk up with the kids.
- I always walk to businesses on Rittenhouse Pl. and Lancaster Ave., but I am much more likely to drive to Greenfield Ave. or Wawa even though mileage-wise it's not really any different. It's the feel of the walk. I take the train maybe only 20-30 % of the time.
- Anywhere in Ardmore I'm walking. I take Amtrak to New York every couple weeks. I drive to work in Bala Cynwyd.
- It's a mix. If I'm going to Iron Hill I'll walk. I take the train from Regional Rail every day. Sometimes walk, sometimes drive if I'm dropping kids off. I love having my parking spot at Ardmore Station because I have my SEPTA permit if I go over to Sephora or something in Suburban Square.
- When we lived on Spring Ave. it was 50/50 drive and walk but now in Narberth coming to Ardmore we drive.
- I mostly drive. My husband uses the train to get to work every day. We walk if we get something to eat.
- Biking? Not good. When I first came here I wouldn't ride on the streets, now I do. It's very dangerous. When you look at Philadelphia all the streets are bike friendly. Here none of the streets are bike friendly. I ride my bike to Bryn Mawr Film Institute, ride it to the station, would have ridden it here if it weren't rush hour. I love biking but I ride on the streets reluctantly. I wear a helmet and have flashing lights.

For the majority of these focus group participants, parking is a problem throughout downtown Ardmore, including Suburban Square.

- Parking is nasty. I used to park behind the movie theater. Now that's not available. Schaufele Plaza fills quickly. I'll go behind El Limon and 23 East in the mornings and late afternoons. Less weekends. We would go much more to Ardmore Station Cafe if parking was better. Same for Nudy's.

- I think the worst parking is at Suburban Square, near the Farmers Market and Trader Joe's.
- Every Friday night when I pick up pizza on Rittenhouse Pl. People are driving crazy and it's very difficult to park. In winter, I must climb over mountains of snow in work clothes with two kids to pick up pizza. Sometimes they're nice enough to take my credit card and run it out.
- On Tuesday around 3pm I needed to drop something off at a store on Lancaster Ave. I needed a parking space in Schaufele Plaza because I had hurt my foot. I ended up having to park on Rittenhouse Pl., close to where I live.
- My nightmare is the Wawa lot which is almost across the street from me. It's very dangerous to cross.
- Circulation in the parking lots is bad. On Greenfield Ave. you get stuck in this line of honking people. It's stressful.
- My parking issue is more when I'm coming home on Tired Hands Brewing Company can release nights. On those nights, it's very difficult to find parking near my home on Cricket Ave.
- I feel like it's more of a bad rap. Typically, only place I get frustrated parking at is Greenfield Ave. You can get stuck behind someone letting people out. Around here on Lancaster Ave. and Rittenhouse Pl., there's Mapes parking lot for Mapes. I can usually park fine if I need to park. It's more reputation and fear.

Focus group participants had specific concerns regarding pedestrian safety and walkability.

- The infrastructure here is jagged. Sidewalks, shrubs, very mish-mashed.
- There needs to be traffic calming on Greenfield. I used to go to the gym over there but not anymore. How do you cross?
- The tunnel connecting Suburban Square and the train station is not inviting.
- Whenever it rains and cars drive and you're walking on sidewalk and dirty water is thrown at you. Change that to not happening.
- **All:** Sidewalks need to be level and smooth throughout.
- Walking a baby in a stroller is tough.
- **(6/8):** There are two intersections I have an issue with. One is outside St. Colman's, where everyone goes right on red. Whenever I try to cross, I have to make eye contact with the driver. The second is right here at the top of Rittenhouse Pl. People don't stop on red. There needs to be more pedestrian signage or a countdown.
- **(6/8):** The intersection by Melodies is difficult. I miss the train because it's hard to cross the street.
- I've been hit by a car on Anderson Ave.
- **All:** Crossing Anderson Ave. is like playing chicken. People are coming through Suburban Square and you don't know if you're supposed to stop too.
- **(4/8):** I cannot tell if the flashing lights in the middle of W. Lancaster Ave. are flashing.
- **All:** The lack of a crosswalk on Woodside Rd. is a problem. I have to walk all the way to Lancaster Ave. to cross and then walk all the way down.

Focus group participants are most interested in seeing a diverse mix of dining options, both in price, cuisine, and ambiance.

- We need a coffee shop near the train station.
- We need an ice cream shop.
- Smoothies would be good.
- A movie theater.
- Something like a Target.
- Bookstore.
- International cuisine that's affordable like El Limon. One of those from every continent.
- We need a real diner.
- Ardmore could be a great place to visit if you frame it as lots of different ethnic food or more experimental restaurants, like Tired Hands.
- A First Watch and Potbelly Sandwich would do well here.
- It would be neat to fill empty storefronts with pop-up shops.
- Being outside is big for me. We need casual, family-friendly places where you can eat outside with the kids.
- I can't say I want to sit on sidewalks here but it could be cool to get rooftop dining going.
- I like places like Fermentaria where I can bring the kids until 5 or 6 and get home early to put them to bed.
- Other than Ardmore Music Hall it feels like things are dead at night.

Focus group participants primarily rely on online sources to find out what's happening in downtown Ardmore or elsewhere on the Main Line.

- The Destination Ardmore Facebook page.
- Patch.
- Next Door.
- Lower Merion Community Network.
- Main Line Parent.
- Sometimes I read Main Line Times, if someone shares it.
- I read Bryn Mawr's fancy shopping guide. If you make one you should include Suburban Square in it.

In addition to pedestrian safety, there are other areas where downtown Ardmore could improve.

- We need a stronger sense of community. Events that bring community together would help. We should take advantage of Linwood Park.
- The hours of the shops don't work with my schedule. They are mostly open 9 to 5. Ideally, they would be open until 9. At least the art store is open some nights 6-7. It would be nice for them to open late once or twice a week at least.
- Parking is difficult. We want the quaint walkable place. At the same time, we want to still have our car.
- There are many vacant pieces of land where you can put parking garages.

Focus Group 4: Males under 30

The bulleted lists under each topic heading are actual comments made by participants. The comments are rephrased where needed to improve clarity.

Introduction

Seven individuals participated in the Males under 30 focus group. Three out of the seven participants lived in Ardmore. Participants agreed that Tired Hands and Ardmore Music Hall were important anchors and boons to downtown Ardmore. Out of all the focus groups, the Males under 30 viewed downtown Ardmore the most positively. Their comments portray downtown Ardmore as a hip, up and coming destination with attractive dining options.

Downtown Ardmore is a hip, up and coming destination with attractive dining options. Focus group participants consider Tired Hands and Ardmore Music Hall important anchors.

- The vibe feels townie and very up and coming. It feels younger than a place like New Hope.
- It's definitely becoming hipper as the days go on. When I was in school, Ardmore was just Suburban Square. Now there's two Tired Hands, Ardmore Music Hall, and really cool stuff going on.
- I am noticing more and more storefronts. I've been in the area most of my life. I've lived on St. Pauls Rd. for the past two years. There are more and more places like PokeOno.
- It's a nice mix of different businesses. If I wanted to go to a different restaurant I could.
- In high school, you hung out at Suburban Square and that was it. It was the cool place to hang out. In the last two years or so, the area past the train tracks has developed. Now it's Ardmore has Suburban Square instead of Ardmore is Suburban Square.
- I went to Haverford High School. None of the storefronts in Suburban Square appealed to me in high school. I think the turning point for me was when I turned 21. There's all this access, a lot of places to go around here. Four or five years after I turned 21, Tired Hands started coming up and it became more of a scene.
- Growing up I knew Ardmore as Brownies. Now all the restaurants are coming in. You can hop on a train to get here.

Focus group participants primarily come to downtown Ardmore for Tired Hands, Ardmore Music Hall, and various restaurants.

- I go to Tired Hands a lot.
- Now that I live here I go to Barbacoa, Golden Bowl, Tired Hands Fermentaria, Ardmore Music Hall bi-monthly, and lots of restaurants. I don't do a lot of shopping because I work all day.
- I go to Tired Hands. Ardmore Beer Shoppe is awesome. El Limon – I love that place. I go to most of the restaurants. I don't really do any shopping. Suburban Square is nice but I only go to Trader Joe's.
- I go to Ardmore Music Hall a lot. I should have a room upstairs. I go to DiBruno Brothers, Tired Hands, and the antique shops on the weekends.

- I like a few of the restaurants – Golden Bowl and Tired Hands. I am not a big shopper.
- I go to Tired Hands, Ardmore Music Hall, PokeOno, and every restaurant on the block. I am not much of a shopper.
- I go to John Henry's and McShea's.

Focus group participants did not consider themselves to be regular shoppers. When necessary, they mostly completed their shopping online.

- I shop more on Amazon. I work in Malvern so I go to Target and Wegmans there.
- For the most part I am impulse buying on Amazon.
- I need to have something tangible in my hands.
- Apart from groceries, 90% of what I buy is online.
- I don't usually buy new stuff but when I do I go to a store. Gifts I'll buy in Suburban Square.

Focus group participants primarily rely on social media and online news sources to find out what's happening in downtown Ardmore or elsewhere in the Main Line.

- A lot of my information comes through Ardmore Music Hall. I get like 7 emails a day from them. I couldn't find what was going on in Ardmore online.
- I use uwishunu a lot, but I don't know a lot about Ardmore stuff. I've seen flyers from ReMAX but nothing from one place.
- I used to use Twitter a lot. I use uwishunu and Facebook.
- I use Main Line Today.
- I follow philly.com, thrillist, and lately I stumbled onto Feedly.
- I usually hear about things on Facebook and Instagram. I follow businesses I am interested in, like Tired Hands. Also philly.com and Main Line Times.
- A lot of my plans are made by word of mouth. I don't follow a lot of companies or places on social media. I read posters when I am walking around.
- Ardmore needs a stronger online presence.

Focus group participants use multiple modes of transportation when traveling to downtown Ardmore.

- I walk or bike.
- When I lived here I mostly walked. Now I drive or use Uber to go to a restaurant like Tired Hands.
- I take the train a lot, and I use Uber and Lyft.
- I take the train.
- I drive.
- I walk.

While focus group participants have established workarounds to account for difficulties parking, they would like to see better parking options.

- Depends on timing, but lately I've lucked out. I've been finding parking on weeknights. When I did have issues it would be prime times like weekend afternoons around Tired Hands. Sometimes I have problems parking around Suburban Square and around the train station, especially around holidays.

- Parking here seems miserable. There is a lot of metered parking. I just park in the Suburban Square parking lot and pretend I am parking there. I don't know where to park but maybe I would if there were more signage.
- I park in the SEPTA lot every day and have only been ticketed once.
- As a resident, it's better managed than I expected but the fact that there are so many apartment buildings going in and nobody said we should build parking – I know there's a lot to consider but visitors need a place to park when there's an event. There have been times when I get home late and have to circle the block over and over. I end up rolling the dice with the John Henry's lot.

Downtown Ardmore needs more dining and activities-oriented businesses. Businesses that are open late is a must.

- I would specifically like to see Melodies or Milkboy come back. Something productive is needed in that spot. It's just a hole in the community.
- It'd be nice for open mic to come back in the Melodies space.
- People like businesses that engage them – games to play and music.
- Downtown Ardmore needs spaces where people can interact. The spaces don't have to be about drinking.
- I like that train of thought – places to interact without drinking. Also, I miss Melodies – that was a gem. The first place my head goes to is a pool hall or game space, an escape room, or laser tag.
- There's a place in Levittown, the Spot. They have ping pong, pool tables, and bowling.
- One place that my wife and I always wanted was a really good ice cream place. You have to venture far out for that. And Ardmore is really missing a coffee shop.
- Ardmore needs a bakery. I do a lot of cooking from home and I love hitting up Trader Joe's, but I am in need of a bakery with good bread.
- A movie theater would be good.
- Things that are open later. Jeannie's closes at 5. Wawa's is a little far. Everything caters to those who go to bed early.
- It's hard to do shopping here because businesses close early. They should close at 9.
- There isn't a ton to do outside of bars.
- We need food that is open late.
- Maybe if density is improved businesses can keep the doors open later. Get more dense buildings and more activity. This town sleeps by 8pm.
- Even Suburban Square dies early.
- I always wanted a really good coffee and ice cream place.
- We need a coffee shop and a local music venue back in the Milkboy space. We really need to answer the question of what there is to do when you leave a bar at midnight. I like the idea of a pool hall or diner that's open later than the other businesses.
- A 24-hour diner would be great. We need more to do outside the Irish bars and Ardmore Music Hall. Things are moving in the right direction.
- I would like to see a 24 hour diner, coffee shop, and an ice cream parlor. Things are definitely moving in the right direction. You see positive momentum when you walk down the street.

Downtown Ardmore needs a more diverse business mix.

- There are enough hair salons. There seems to be tons of them.
- We don't need big box stores. They destroy communities.
- There are a lot of antique and décor stores. They don't appeal to me.
- There are a lot of multiples of the same thing. I always point out how weird it is that there are two paper good stores within a block at Suburban Square, yet no coffee shop. There are a lot of bars that cater to the same thing (McShea's, John Henry's, and McCloskeys).
- Ardmore needs businesses that reflect the diversity of the people living here.
- Instead of four places to get lo mein, I would like to see one place where you could get a great bowl of dan dan noodles and more places like PokeOno.

Downtown Ardmore is safe with adequate lighting at night.

- **All:** It is safe to walk at night.
- **All:** There is adequate lighting.

Downtown Ardmore is not pedestrian friendly.

- There is nothing more unpleasant than walking Lancaster Ave. It feels like you're walking when you should have driven.
- Sometimes you have to play chicken walking around the train station.
- There should be a crosswalk from Ardmore Music Hall across Lancaster Ave.
- People really whiz down Athens Ave. Defining crosswalks would be good for everybody.
- The other intersection that's really bad is the one outside Soul Cycle. It needs a crosswalk with flashing lights.
- Connectivity is poor around the train station, especially at the intersection of Anderson and Lancaster Ave.
- Overall I do really like the downtown. I can walk to things without taking the car and bike to place. One thing is traffic on Lancaster Ave. gets crazy between 4 and 7pm. I don't know how that has something to do with traffic lights. I've seen it sometimes on Saturday and Sunday. I get in my car to go out of town but I bike to the library, to Narberth, and the Cynwyd Heritage Trail.

Focus Group 5: Residents of South Ardmore

The bulleted lists under each topic heading are actual comments made by participants. The comments are rephrased where needed to improve clarity.

Introduction

Seven individuals participated in the Residents of South Ardmore focus group. South Ardmore is a historically African American neighborhood within walking distance of the downtown. The majority of the focus group participants were older women with children. Participants preferred to use the terms “up the pike” or “Main Street” when referring to downtown Ardmore. In response, the moderator used the term “Main Street” throughout the focus group. All agreed that the goods and services offered by the Main Street do not match the needs and wants of the South Ardmore community.

Ardmore does not have a downtown. It does have a commercial area, which includes Suburban Square and businesses along Lancaster Ave.

- I think of Suburban Square and from Ardmore Avenue to not as far as Wynnewood. The word “downtown” doesn’t belong here. We say “up the pike.”
- “Main Street” makes sense. Going “downtown” is going to the city.
- It goes from the police station to Greenfield and includes Suburban Square. It goes to Athens Ave.
- I would think it would start where the tile store is on Church Rd. all the way to Saxby’s. I would include Suburban Square and Athens Ave.
- I would say Mapes from up top of Holland Ave, and then to the police station. Once you cross the light you’re in Wynnewood,

Focus group participants do the majority of their shopping elsewhere. With the exception of a few chain stores and restaurants, businesses in the Main Street are unappealing and unaffordable. The Main Street as a whole does not cater to the needs of South Ardmore residents.

- **All:** I go to Broomall, Springfield, 69th Street in Philadelphia, Overbrook, BJs, Walmart, and Radnor.
- The vibe from Suburban Square is there’s no place for us to shop. I don’t think the stores are diverse enough for what they have to offer.
- When Dunkin Donuts was in Ardmore West, my social life was at Rite Aid and Dunkin Donuts.
- I go to Rite Aid, Wawa, IHOP, Merrick’s Apothecary, and Chung Sing. The stores have turned into specialty stores. It used to be more one-stop shops like Woolworth and Harrisons.
- Golden Bowl is one of my favorites. I like it because the price is great and the food is great. Years ago we did takeout from next door. We did SNAP. My daughter’s more likely to do those things.
- I go to Ego Salon, Junior League Thrift Shop, McDonald’s, Rite Aid, CVS, and Mapes.

- I go to Rite Aid, Sunoco, Wawa, Mapes, Merrick's Apothecary, Golden Bowl, Viking Pastries, Dunkin Donuts, and Pet Valu.
- I go to CVS, Hunan, and Local Wine and Kitchen.
- When I talk to my friends they say they don't go up there. There's no draw.
- There needs to be more diversity. They aren't hiring enough people from the community in the stores. We're the ones going up there and spending money.
- There's an awful lot of development going on. Certainly that will change the dynamics of the community. It will change the businesses. There are ways to build the Main Street and still maintain a sense of community for the people who have been living here a long time. Even when they talk about affordable housing, it's too expensive.
- Working class folks can't afford to shop in Suburban Square.
- Other folks come to Ardmore but Ardmore people don't shop here.

Focus group participants rely on word of mouth, church newsletters, and e-blasts to learn what is happening in downtown Ardmore and elsewhere on the Main Line.

- I see events on Facebook and also word of mouth.
- The church takes care of most of it. My son tells me.
- My daughter will go online and say here's what's going on. I go to the Ludington Library on weekends. Other than that, I am more involved in civic things than entertainment within this community. That defines more what happens on evenings and weekends.
- I get a variety of emails. Very rarely am I looking for something to do. I hear through word of mouth.
- I get email blasts. I hear through church. I get the Township emails.
- I belong to an email listserv that announces what's going on. I use Groupon and Lower Merion Community Network.

Focus group participants primarily prefer to drive to downtown Ardmore.

- **All but one:** Drive.
- It depends on the time of day. I am more likely to walk on the weekend. I drive on weekdays to save time.
- I'm a walker.

Focus group participants would like to see a more diverse mix of businesses in the Main Street. Most importantly, they would like to see businesses that provide a place for young people to go in the evenings.

- A soul food restaurant would be good.
- There are too many restaurants.
- A TJ Maxx would be good. Ardmore is recognized as a place to come for restaurants. We are becoming like Manayunk.
- A bookstore with diverse inventory.
- A steakhouse and an American restaurant.
- Drive-in movie place.
- We need a Dress Barn.
- There are enough nail salons.

- It's at the playground and community center. Ardmore doesn't have nightlife.
- There's nothing for young people to do. Between high school and 30, there is no place to go. If the bar scene isn't your scene, where are you going to go? If they want to go bowl, they go to Wynnewood or Devon. If they want a movie they have to go to Wayne.
- What Ardmore needs is a nucleus center that has a domino effect. If you create a bookstore where you can have spoken word, there is going to be a place to hang out after you eat dinner. You can subdivide or look at certain areas that would meet the needs of certain folks. We could have an incubator with several small businesses in one setting.
- We were trying to get the community center torn down and built up. If you're playing basketball today you are probably playing tomorrow. The spot is too small. We need a new building.

Focus group participants find the Main Street to be an unwelcoming and unpleasant place to visit. Racial profiling prevents South Ardmore residents from visiting the Main Street. Poor walkability makes the Main Street unpleasant for pedestrians.

- **All:** If the police department is out people of color get stopped. That's one of my main concerns. Summer's going to be hot and there's nothing for kids to do.
- My sister is in a wheelchair. There are some places where she can't get by. My concern is for a person in a wheelchair.
- There's something about being able to see into windows. Media is much livelier. Manayunk is nice. It goes back to lighting, especially on Rittenhouse Pl. and Ardmore Ave.
- Another thing to look at is how easy it is to cross the street. Crossing Anderson Ave. to get to the Pike and crossing Cricket Ave. can be challenging. If there are no pedestrians the drivers speed.
- Drivers don't even pay attention to the flashing yellow lights.

Section 3

Appendix A: Female Baby Boomers Raw Notes

Appendix B: Women with Children Raw Notes

Appendix C: People Who Take Public Transportation Raw Notes

Appendix D: Males under 30 Raw Notes

Appendix E: Residents of South Ardmore Raw Notes

Appendix F: Questionnaire and Exit Form Responses Unsorted

Appendix G: Questionnaire and Exit Form Responses Sorted

Appendix H: Focus Group Script

Appendix I: Pre-Focus Group Questionnaire

Appendix J: Focus Group Exit Form

Appendix A: Female Baby Boomer Raw Notes

The bulleted list contains actual comments made by focus group participants.

When you think of downtown Ardmore, where do you perceive the boundaries to be?

- I think from Rittenhouse Pl. to Ardmore Ave. on Lancaster Ave.
- I think beyond Ardmore Ave., past Ardmore West and including the Honda Dealership.
- I would include St. Colman's.
- Ardmore Ave. for me is a hub because I am involved with the ABC House. The train station is also an important hub.
- Suburban Square is part of downtown Ardmore.

How would you describe downtown Ardmore's vibe?

- Tired.
- I would say dead.
- Having driven around during First Friday there was a lovely liveliness. It's nice when traffic must stop because people are crossing the street. It's not lively because there isn't on-street parking in front of the stores. The lack of parking is a tragedy for the businesses.
- It's a little like a ghost town. It doesn't feel that inhabited and it should because people are living above the stores. There are even empty stores in Suburban Square.
- There used to be a strong sense of community.
- I think Suburban Square has vitality. I haven't been there recently, but I wish the feeling there would spread further into the pike. There's a safer feeling. It needs to be busy so people feel like they're with other people.

What do you usually come to downtown Ardmore for? What resources do you use to figure out what's happening here or elsewhere in the Main Line?

- Chinese food, shine my shoes, Ardmore computer, Golden Bowl, Golden China
- I've been shopping at Past*Present*Future the entire time they've been there for certain gifts. I go to El Limon and Jules Thin Crust.
- We go to McCloskey's, McShea's, and Past*Present*Future.
- I receive emails and read the Patch.

What do you do for fun on the weekends?

- I sew, sing, visit children or grandchildren, go to the Bryn Mawr Film Institute, cook, and see friends. I don't go to bars.
- We don't go out much. We have been to the Ardmore Music Hall before.
- We go to the Shore.
- We go out with friends for dinner. We go to Wayne a lot. We like restaurants. We find that we are happy sitting on a bench watching people. We like to see people bustling around.

How do you usually get to downtown Ardmore?

- **All:** I drive
- It depends. I might walk or drive.

What has your experience parking been like?

- I haven't had trouble finding parking. I go to Nudy's during lunchtime. I get to Ardmore Computer right when they open.
- Outside of Suburban Square, I don't have too much of a problem parking. I have lived here 30 years this summer. I know where to go.
- I avoid Suburban Square at all costs.
- People are on a short fuse at Suburban Square. If I don't find a spot after one time around, I go home.
- I don't have this problem because I do my shopping at the Trader Joe's in Media, where I work. They have a great community feeling. It's dog-friendly, there are plenty of food places, and there is outdoor dining on Wednesdays.
- When you get to Suburban Square you are in a different tax bracket. I go there for Trader Joe's and Gap Kids – that's all I can afford. The people driving in Suburban Square lack civility.
- When I go to the ABC House or Ardmore Post Office I have no trouble finding parking on Ardmore Ave. I can find parking to go to Main Line Optical. I park behind the Junior League Thrift Store sometimes.

What kinds of businesses would you like to see in downtown Ardmore?

- **All:** A good ice cream shop, not frozen yogurt.
- A nice bakery that sells bread. More ethnic restaurants, an Italian restaurant. A place like Corner Bakery that isn't a chain. A higher end sushi restaurant.
- I'd be happy to see a bookstore where people can meet each other, meet authors, and children can read.

What do you think of the nightlife?

- I'd like to see it more vibrant. I want to be able to walk here on a Friday night, grab something to eat, sit on a bench, watch people, and maybe shop. This is what we do in Wayne.
- Shows and Funky Brunch at the Ardmore Music Hall bring me to Ardmore sometimes.
- What nightlife? We don't have movies. We used to, but they went out of business.
- It would be nice to have bank-sponsored activities in the evening like in Bryn Mawr.

What kinds of events would you attend?

- **All:** I would come to First Friday.
- There must be enough parking for events.
- Races for important causes.

If you had to choose, what would you change about downtown Ardmore?

- Parking.
- People are crazy about the parking situation in Suburban Square.
- I'd like laid-back casual restaurants with larger spaces. A pizza place like Anthony's would be great.

Are there any business types downtown Ardmore already has enough of?

- Fewer nail salons. I don't like the billboards.
- Hair, eyeglass, and nail salons have overrun this town.
- Again, we need an ice cream shop. A hobby store and a sewing studio would do well.

Do you feel safe walking around at night?

- I walk all the time and I feel safe. I walk along Ardmore Ave.
- I walk around Trader Joe's and don't feel danger.

Appendix B: Women with Children Raw Notes

The bulleted list contains actual comments made by focus group participants.

When you think of downtown Ardmore, where do you perceive the boundaries to be?

- I would say downtown Ardmore is Tired Hands up to BB&T.
- East Athens, Jeannie's Deli and John Henry's on the south.
- If you think about walking into the downtown, you think about Suburban Square as part of that whole thing.
- I'm in Haverford Township and we never think of Suburban Square.
- I have teenagers. Suburban Square is the best thing ever. I give them \$20 and tell them to walk over themselves. Nobody knows that you can park behind El Limon.

How would you describe downtown Ardmore's vibe?

- Ardmore is in transition. It seems to be happening kind of slowly.
- Suburban Square feels cohesive. On this side, there's no uniformity.
- I think Tired Hands has brought a lot of energy. It's not cohesive and it's a little sketchy sometimes because of the vacant storefronts.
- I feel like Ardmore hasn't figured out what it wants to be yet.
- We live on the Lower Merion side and I feel like it's downtown-ish. The stuff near us is so nice that I don't feel like we need to go downtown.
- **All:** We need a public gathering space, like in Narberth or Bryn Mawr.

What do you usually come to downtown Ardmore more? What resources do you use to figure out what's happening here or elsewhere in the Main Line? What resources do you use to plan your weekend?

- I use Instagram.
- I look at the seasonal event posters in store windows.
- I find events when my friends share them on Facebook.
- I follow Facebook pages of events that I attend, such as Clover Market.
- City Suburban News.
- Patch provides a lot of info.
- I subscribe to the Ardmore e-blasts.
- I follow Main Line Times and Main Line Today on Facebook.
- **All:** There should be banners across the roads like in other towns.

How do you usually get to downtown Ardmore? If you drive, where do you park?

- I usually park in the lot behind the Junior League. Mostly we walk. I never park on the street.
- I thought the new parking map was helpful. I didn't know that the lot across from here, the police building, was available.
- I always find parking behind Merion Art and Repro.
- I wish that the meters would take credit cards.
- I wish that the meters in Suburban Square took all change.

- Parking is not a concern for me. I prefer to walk.
- I walk everywhere.

What kinds of businesses would you like to see in downtown Ardmore?

- **All:** A good ice cream shop, not frozen yogurt.
- In all the downtowns I've ever been to, it's a destination where people can walk.
- Milkboy needs to be replaced.
- There is nothing to do after dinner. I would love if there were an art gallery, small live music venue, or coffee shop. There should be a place for music classes and crafts for kids.
- I love the idea of a movie theatre or performing arts center. I think we need a commercial movie theatre.
- There are a lot of specific options that make Ardmore a destination location. Ardmore allows you to do multi-flavored, multi-cultural food. The independent unique place is what I would like to see more of.
- **All:** More food options.
- A traditional diner.
- A place like the Greeks in Narberth. It's always packed and has character.

Are there any business types downtown Ardmore already has enough of?

- **All:** Nail salons
- The businesses are very hodgepodge. The high-end furniture store and iPhone repair store are random.
- The pawn shop is random.
- The patio furniture store doesn't belong in the old theater space.
- What makes folks walk around after dinner? We don't have that. Stores close too early.
- We need more bike racks and planters.

What do you think of the nightlife?

- There is no nightlife except for Ardmore Music Hall but Ardmore Music Hall shows are too late.
- We need someplace to go after dinner for coffee or dessert. Maybe an art gallery, just not another bar.
- Nobody wants to leave a restaurant and walk downtown. I want to do that in other downtowns but not here.
- Maybe we need some things that are open later.
- When we travel, there's always the souvenir or piece of art we might bring home.
- Is Ardmore doing anything to attract students to the area? I notice more college age students out in Bryn Mawr. When you're here there's not really anybody.
- Dining under the Stars like Media would be awesome.
- Outdoor movies and music would be good.

Do you feel safe walking at night?

- **All:** Yes, but pedestrian and traffic safety is the real concern.

Is downtown Ardmore pedestrian friendly?

- The Cricket Lot alley is terrifying. It's pitch black at night. I would feel a lot safer if more people were walking around.
- Police enforcement of bad drivers who ignore pedestrian crossings is needed.
- The pedestrian crossings need to be more visible.
- None of the cars stop at the pedestrian crossings. There needs to be something more obvious.
- Sometimes it's difficult to see pedestrians crossing. The Bryn Mawr Film Institute crosswalk works better.
- I would hesitate to walk in Ardmore. I have little kids so I'm always thinking they could run away. Lancaster Ave. is very busy so I don't want to have to walk with them there.
- Lancaster Ave. is challenging but I do like that there are professional offices – it's convenient.
- The sidewalks are too narrow for a double-stroller.

What is one thing you'd change about downtown Ardmore?

- I would go back to the aesthetics. A little more unity and cohesiveness. I love the idea of the mural on the side of Tired Hands.
- I think the stores need to provide cohesiveness. I would like there to be a more complete shopping experience. I think there's value to having a mix of retail and office space, but there should be some stretch where you walk down and every other store is open and you want to go in.
- The patio store is inappropriate.
- I would like to see a movie tavern.
- I love Ardmore. I would like it if the planters were better up kept.
- Figuring out who you want to attract is important. People who moved here chose Ardmore because of school district and they wanted funky and eclectic Ardmore.
- I don't like the auto dealer and IHOP "desert."
- I would like to see spring and summer events like Clover Market. During the holidays, it would be nice to light up the stores like pucciManuli. More events like Cricket Cringle would be good.
- The Ardmore Antique & Vintage Market did not have enough variety in food or merchandise. Consider bringing in Art Star.
- Play music on outdoor speakers.
- Walking down Spring, the boarded-up row homes feel odd.
- Before Ardmore I lived in Alameda, CA. They did a great job revitalizing the downtown.
- We need more events for older kids.
- Have Human Zoom decorate rental bikes for Christmas.
- **All:** We need more things to do, like a bowling alley.

Appendix C: Public Transportation Raw Notes

The bulleted list contains actual comments made by focus group participants.

When you think of downtown Ardmore where do you perceive the boundaries to be?

- From Ardmore Ave. to Church Rd.
- From the Township to Ardmore West, where Wawa is.
- The street where Citizens Bank is to where the Whole Foods was.
- I would include Greenfield Ave.
- From Saxby's to FedEx is one shopping area for me.
- I think Suburban Square is kind of its own thing. Really from Tired Hands, the old one, to the new one down Rittenhouse to E. Athens. I think of that building with CrossFit in it as part of downtown. Then I wish the library was in it but it's not. It would be nice to bridge the gap between Tired Hands and the swimming pool and library area.
- In my mind it starts at that corner where the fountain is, near the old Tired Hands and Bryn Mawr Trust. Greenfield Ave., Wawa, and McDonald's don't feel like downtown Ardmore.
- I think of Cricket Ave. and as far as Suburban Square.
- It feels like it ends by Viking, just past the parking lot. The rest views like the neighborhood.
- Ardmore West is definitely walkable. When I think of downtown Ardmore, I think of a big square, like to County Line. Maybe not the entire zip code of Ardmore. It's the urban core of Lower Merion.
- I have a different word for what people are calling downtown. I'm from Metuchen, NJ. They call it quaint shopping. The expansion is West Ardmore and Greenfield Ave, where I spend most of my bucks. In my mind it's all Ardmore until you get to Haverford or Wynnewood.
- Suburban Square is part of the downtown but it feels like its own entity.
- The historic area feels the most like a downtown.
- When I say to my friends meet in downtown Ardmore, I mean John Henry's or McShea's. I would specify Suburban Square if going to Not Your Average Joes.
- Downtown Ardmore is where you can walk to from the train station.
- To me IHOP stops you from going down that direction. If the business isn't to the curb, that's a gap. If it's vacant, that's a gap as well.
- Once you crossover Ardmore Ave. you have the shopping center, but it feels more suburban.
- I grew up in Rochester, MI, which is recognized as one of best downtowns in America. Christmas is gorgeous. It's very continuous. Same sidewalk, same trees, storefronts here don't blend. It's disjointed. Where I grew up you couldn't have signs over a certain size.
- The infrastructure here is jagged. Sidewalks, shrubs, very mish-mashed.
- It looks cohesive down by the fountain at Bryn Mawr Trust, but once you get to Rite Aid and McDonalds it feels completely different. It's not just about walkability it's about the feel.
- Power lines kill any kind of unified aesthetic look.

- If Ardmore West and Greenfield looked more like the core that would be a huge step. Both of them need to be pulled up to the street, with the parking behind them.
- There needs to be traffic calming on Greenfield. I used to go to the gym over there but not anymore. How do you cross?
- I like that the quaint charming area is here and chain stuff is over there.

How would you describe downtown Ardmore's vibe?

- Charming.
- Cute.
- A little hipster.
- Walkable.
- Diverse in age and ethnicity.
- Potential. There are some empty stores on Lancaster Ave. and a lot of salons and nail places which I guess is okay, but, I think there's some potential in filling empty storefronts.
- Family friendly.
- Slightly stressful because you have to make a decision. In my case I can walk to the train station in 12 minutes. I can take a bus from my driveway or I can drive and park if I want to go to Suburban Square and I never know. Tonight I drove to Chipotle. There weren't any spaces to park, so I drove behind Chipotle and walked from there to here because I didn't want to put money in parking meters. I like the way they do the meters in Wayne. You can use your credit card and pick how much time you need. You don't walk by many closed stores in Wayne.
- Trendy, a little artistic, a little off the center, a little less mainstream, artsy or funky, not as snobby as other Main Line downtowns.
- More down to earth downtown.
- Foodie.
- Not quite as ritzy as Bryn Mawr. I think there's some tension between it's not quite convenient to park but it's also not like Narberth where you're walking down one street.
- One thing I became interested in is the history of Ardmore, which makes it quaint. This is WWII and the working class here. Where Greenfield and Wawa is today there were huge factories on both sides of the street.

How do you get to downtown Ardmore?

- Walk, bus, drive, bike. Depending on the hour I usually take the bus to Starbucks and come back on the train. One thing this town doesn't promote is the buses.
- Walk.
- I walk to the downtown and take the train to work. I drive to the Y.
- I mostly drive. Ninety percent of the time I'm using businesses in Ardmore it's CrossFit. Sometimes I walk up with the kids.
- I always walk to businesses on Rittenhouse Pl. and Lancaster Ave., but I am much more likely to drive to Greenfield Ave. or Wawa even though mileage-wise it's not really any different. It's the feel of the walk. I take the train maybe only 20-30 % of the time.
- Anywhere in Ardmore I'm walking. I take Amtrak to New York every couple weeks. I drive to work in Bala Cynwyd.

- It's a mix. If I'm going to Iron Hill I'll walk. I take train from Regional Rail every day. Sometimes walk, sometimes drive if I'm dropping kids off. I love having my parking spot at Ardmore Train Station because I have my Septa permit if I go over to Sephora or something in Suburban Square I don't even bother parking in Suburban Square. I park in the Septa lot and walk.
- My neighbor started buying a Septa spot just because he can't find a spot by our house. He drops kid off and can't find a spot on the street. Everything else is for businesses.
- I mostly drive. My husband uses the train to get to work every day. We walk if we get something to eat.
- When we lived on Spring Ave. it was 50/50 drive and walk but now in Narberth coming to Ardmore we drive.
- Biking? Not good. When I first came here I wouldn't ride on the streets, now I do. It's very dangerous. When you look at Philadelphia all the streets are bike friendly. Here none of the streets are bike friendly. I ride my bike to Bryn Mawr theatre, ride it to the station, would have ridden it here if it weren't rush hour. I love biking but I ride on the streets reluctantly. I wear a helmet and have flashing lights. There should be bike racks everywhere.
- I live right here so don't need to bike to any Lancaster Ave. or Rittenhouse Pl. businesses, but I'd be more likely to ride my bike to Carlinos.

For those who drive, what's your parking experience been like?

- Nasty. I used to park behind the movie theater. Now that's not available. Schuffele Plaza fills quickly. I'll go behind El Limon and 23 East in the mornings and late afternoons. Less weekends. Once you're behind Local Wine & Kitchen, it's not very conducive to walk to Radio Shack because you have to go through those little corridors. If you want to go to Ardmore Station Cafe as we do often, good luck parking anywhere. We would go much more to Ardmore Station Cafe if parking was better. Same for Nudy's.
- I feel like it's more of a bad rap. Typically only places I get frustrated parking at is Greenfield Ave.. You can get stuck behind someone letting people out. Around here on Lancaster Ave. and Rittenhouse Pl., there's Mapes parking lot for Mapes. I can usually park fine if I need to park. It's more reputation and fear.
- I think the worst parking is at the Farmers Market. I don't like Trader Joes or Suburban Square.
- We want the quaint walkable place yet to still have our car.
- There are many vacant pieces of land where you can put garages.

Excluding Suburban Square, have you had specific negative experience parking in Ardmore?

- I have one that happens every Friday night when I pick up pizza on Rittenhouse Pl. People are driving crazy and it's very difficult to park. In winter I have to climb over mountains of snow in work clothes with two kids to pick up pizza. Sometimes they're nice enough to take my card and run it out.
- That building with the weird overhang that the CrossFit is in, they get so many people in and out for those classes. If I need to get takeout from Barbacoa I'll just park across the street.

- On Tuesday around 3pm I needed to drop something off at a store on Lancaster Ave. I needed a parking space in Schaufele Plaza because I had hurt my foot. I ended up having to park on Rittenhouse Pl., close to where I live.
- My nightmare is the Wawa lot which is almost across the street from me. It's very dangerous to cross.
- Circulation in the parking lots is bad. On Greenfield Ave. you get stuck in this line of honking people. It's stressful.
- My parking issue is more when I'm coming home on can release nights. On those nights it's very difficult to find parking near my home on Cricket Ave.

What kind of businesses would you like to see in downtown Ardmore?

- Coffee shop near the train station.
- Ice cream shop.
- Smoothies.
- Movie theater.
- Something like a Target.
- Bookstore.
- More fun restaurants like Tired Hands. A foodie place where people come to experience a nice meal.
- International cuisine that's affordable like El Limon. One of those from every continent.
- I don't think anything's replaced Corner Bakery, not even in the evening. We need a real diner.
- I think of Bryn Mawr as way too fancy to go to. Narberth is nice. Ardmore could be a great place to visit if you frame it as lots of different ethnic food or more experimental restaurants, like Tired Hands.
- My business model for everything on the Main Line is find something successful and open it up across the street. Everything useful is over capacity.

Can you think of any businesses elsewhere that would do well here?

- First Watch and Potbelly Sandwich.
- It would be neat to fill empty storefronts with pop-up shops.
- I think there needs to be some turnover in the bar scene. We need some casual restaurants. Iron Hill and Not Your Average Joe's was nice because they're different.
- Being outside is big for me. We need casual, family-friendly places where you can eat outside with the kids.
- Outdoor seating is important. Just driving by Whole Foods and seeing the outdoor seating makes my kids like I want to go there and eat. I can't say I want to sit on sidewalks here but it could be cool to get rooftop dining going.
- Suburban Square last year had outdoor dining and a jazz band.

What do you think of downtown Ardmore's nightlife?

- I like places like Fermentaria where I can bring the kids until 5 or 6 and get home early to put them to bed.
- Other than Ardmore Music Hall it feels like things are dead.

Is downtown Ardmore pedestrian friendly?

- The tunnel connecting Suburban Square and the train station is not inviting.
- **All:** Sidewalks need to be level and smooth throughout.
- Walking a baby in a stroller is tough.
- **(6/8):** There are two intersections I have an issue with. One is outside St. Colman's, where everyone goes right on red. Whenever I try to cross, I have to make eye contact with the driver. Sometimes I cross mid-block or down further because I don't trust people will stop. The second is right here at the top of Rittenhouse Pl. People don't stop on red. They kind of merge on Lancaster Ave. while I'm trying to cross. Some go right on red signs. There needs to be more pedestrian signage or a countdown. With cars, it's dangerous to walk to the train in the morning.
- **(6/8):** The intersection by Melodies is difficult. I miss the train because it's hard to cross the street.
- **All:** I've been hit by a car on Anderson Ave. No one knows if they're supposed to stop. You're supposed to keep going and people are supposed to wait. It's like playing chicken. People are coming through Suburban Square and you don't know if you're supposed to stop too.
- **(4/8):** I cannot tell if the flashing lights in the middle of W. Lancaster Ave. are flashing.
- **All:** The lack of a crosswalk on Woodside Rd. is a problem. I have to walk all the way to Lancaster Ave. to cross and then walk all the way down.

What is one thing you'd change about downtown Ardmore?

- Whenever it rains and cars drive and you're walking on sidewalk and dirty water is thrown at you. Change that to not happening.
- We need a stronger sense of community. Events that bring community together would help. We should take advantage of Linwood Park.

What resources do you use to find out what's going on here?

- The Destination Ardmore Facebook page.
- Bryn Mawr publishes a fancy shopping guide. Include Suburban Square in it.
- Patch.
- Next Door.
- Lower Merion Community Network.
- Main Line Parent.
- Sometimes I read Main Line Times, if someone shares it.

Any last comments?

- The hours of the shops don't work with my schedule. They are mostly open 9 to 5. Ideally they would be open until 9. At least the art store is open some nights 6-7. It would be nice for them to open late once or twice a week at least.

Thank you. We did not have enough time to discuss businesses that we already have enough of. If this is a subject that you feel strongly about, please write a comment on your exit form.

Appendix D: Males under 30 Raw Notes

The bulleted list contains actual comments made by focus group participants.

When you think of downtown Ardmore, where do you perceive the boundaries to be?

- From John Henry's to Suburban Square, over Tired Hands, and around [the Ardmore Initiative].
- From Tired Hands to Suburban Square.
- I would say past Tired Hands to the Sunoco Gas Station.
- The consensus appears to be from Suburban Square to E. Athens, definitely Church Rd. and opinions differ on the east-west boundaries.

How would you describe downtown Ardmore's vibe?

- The vibe feels townie and very up and coming. It feels more young than a place like New Hope.
- It's definitely becoming hipper as the days go on. When I was in school, Ardmore was just Suburban Square. Now there's 2 Tired Hands, Ardmore Music Hall, and really cool stuff going on.
- I am noticing more and more storefronts. I've been in the area most of my life. I've lived on St. Pauls Rd. for the past two years. There are more and more places like PokeOno.
- It's a nice mix of different businesses. If I wanted to go to a different restaurant I could. It's nice and walkable.
- It's up and coming.
- In high school, you hung out at Suburban Square and that was it. It was the cool place to hang out. In the last 2 years or so, the area past the train tracks has developed. Now it's Ardmore has Suburban Square instead of Ardmore is Suburban Square.
- I went to Haverford High School. None of the storefronts in Suburban Square appealed to me in high school. I think the turning point for me was when I turned 21. There's all this access, a lot of places to go around here. Four or 5 years after I turned 21, Tired Hands started coming up and it became more of a scene.
- Growing up I knew Ardmore as brownies. Now all the restaurants are coming in. You can hop on a train and be here in 10 minutes.

What do you usually come to downtown Ardmore for?

- I go to Tired Hands a lot.
- Now that I live here quite a few. I go to Barbacoa, Golden Bowl, Tired Hands Fermentaria, Ardmore Music Hall bi-monthly, and lots of restaurants. I don't do a lot of shopping because I work all day.
- I go to Tired Hands. Ardmore Beer Shoppe is awesome. El Limon – I love that place. I go to most of the restaurants. I don't really do any shopping. Suburban Square is nice but I only go to Trader Joe's.
- I go to Ardmore Music Hall a lot. I should have a room upstairs. I go to DiBruno Brothers, Tired Hands, and the antique shops on the weekends.
- I like a few of the restaurants – Golden Bowl and Tired Hands. I am not a big shopper.

- I go to Tired Hands, Ardmore Music Hall, PokeOno, and every restaurant on the block. I am not much of a shopper.
- I shop more on Amazon. I work in Malvern so I go to Target and Wegmans there.
- For the most part I am impulse buying on Amazon.
- I need to have something tangible in my hands.
- Apart from groceries, 90% of what I buy is online.
- I don't usually buy new stuff but when I do I go to a store. Gifts I'll buy in Suburban Square.
- It's hard to do shopping here because businesses close early. They should close at 9.

What resources do you use to find out what's happening here or elsewhere on the Main Line?

- A lot of my information comes through Ardmore Music Hall. I get like 7 emails a day from them. I couldn't find what was going on in Ardmore online.
- I use uwishunu a lot, but I don't know a lot about Ardmore stuff. I've seen flyers from ReMAX but nothing from one place.
- I used to use Twitter a lot. I use uwishunu and Facebook.
- I use Main Line Today.
- I follow philly.com, thrillist, and lately I stumbled onto feedly.
- I usually hear about things on Facebook and Instagram. I follow businesses I am interested in, like Tired Hands. Also philly.com and Main Line Times.
- A lot of my plans are made by word of mouth. I don't follow a lot of companies or places on social media. I read posters when I am walking around.

How do you usually get to downtown Ardmore?

- I walk or bike.
- When I lived here I mostly walked. Now I drive or use Uber to go to a restaurant like Tired Hands.
- I take the train a lot, and I use Uber and Lyft.
- I take the train.
- I drive.
- I walk.

For those who drive, what has your parking experience been like?

- Depends on timing, but lately I've lucked out. I've been finding parking on weeknights. When I did have issues it would be prime times like weekend afternoons around Tired Hands. Sometimes I have problems parking around Suburban Square and around the train station, especially around holidays.
- Parking here seems miserable. There is a lot of metered parking. I just park in the Suburban Square parking lot and pretend I am parking there. I don't know where to park but maybe I would if there were more signage.
- I park in the SEPTA lot every day and have only been ticketed once.

What kinds of businesses would you like to see in downtown Ardmore?

- I would specifically like to see Melodies or Milkboy come back. Something productive is needed in that spot. It's just a hole in the community.
- It'd be nice for open mic to come back in the Melodies space.
- People like businesses that engage them – games to play and music.
- Downtown Ardmore needs spaces where people can interact. The spaces don't have to be about drinking.
- Yes, like Spruce St. Harbor Park.
- I like that train of thought – places to interact without drinking. Also, I miss Melodies – that was a gem. The first place my head goes to is a pool hall or game space, an escape room, or laser tag.
- I used to hang out in places like that. You'd go to a pool hall and there'd be ping pong, ski-ball, pub food, all in one place.
- There's a place in Levittown, the Spot. They have ping pong, pool tables, and bowling.
- One place that my wife and I always wanted was a really good ice cream place. You have to venture far out for that. And Ardmore is really missing a coffee shop.
- Ardmore needs a bakery. I do a lot of cooking from home and I love hitting up Trader's Joe, but I am in need of a bakery with good bread.
- A movie theater would be good.
- Things that are open later. Jeannie's closes at 5. Wawa's is a little far. Everything caters to those who go to bed early.

What types of businesses do we already have enough of?

- There are enough hair salons. There seems to be tons of them.
- We don't need big box stores. They destroy communities.
- There are a lot of antique and décor stores. They don't appeal to me.
- There are a lot of multiples of the same thing. I always point out how weird it is that there are two paper good stores within a block at Suburban Square, yet no coffee shop. There are a lot of bars that caters to the same thing (McShea's, John Henry's, and McCloskeys).

What do you think of the nightlife in downtown Ardmore?

- It has gotten a lot better in the last couple years. The changeover from Brownies to Ardmore Music Hall was good.
- There isn't a ton to do outside of bars.
- We need food that is open late.
- Maybe if density is improved businesses can keep the doors open later. Get more dense buildings and more activity. This town sleeps by 8pm.
- Even Suburban Square dies early.
- I go to John Henry's and McShea's. I like McShea's a little better because of the music.
- I go to John Henry's every once in a while.

Do you feel safe walking in downtown Ardmore at night?

- **All:** Yes.

Do you feel there is an adequate amount of lighting?

- **All:** Yes.

Is downtown Ardmore pedestrian friendly?

- If you want to walk from Narberth it's not exactly.
- There is nothing more unpleasant than walking Lancaster Ave. It feels like you're walking when you should have driven.
- Sometimes you have to play chicken walking around the train station.
- There should be a crosswalk from Ardmore Music Hall across Lancaster Ave.
- People really whiz down Athens Ave. Defining crosswalks would be good for everybody.
- The other intersection that's really bad is the one outside Soul Cycle. It needs a crosswalk with flashing lights.
- Connectivity is poor around the train station, especially at the intersection of Anderson and Lancaster Ave.

What is one thing you'd change about downtown Ardmore?

- I always wanted a really good coffee and ice cream place.
- Parking is the number one thing. As a resident, it's better managed than I expected but the fact that there are so many apartment buildings going in and nobody said we should build parking – I know there's a lot to consider but visitors need a place to park when there's an event. There have been times when I get home late and have to circle the block over and over. I end up rolling the dice with the John Henry's lot.
- We need a coffee shop and a local music venue back in the Milkboy space. We really need to answer the question of what there is to do when you leave a bar at midnight. I like the idea of a pool hall or diner that's open later than the other businesses.
- In a similar vein, a coffee shop with open mic would be great. Overall I do really like the downtown. I can walk to things without taking the car and bike to place. One thing is traffic on Lancaster Ave. gets crazy between 4 and 7pm. I don't know how that has something to do with traffic lights. I've seen it sometimes on Saturday and Sunday. I get in my car to go out of town but I bike to the library, to Narberth, and the Cynwyd Heritage Trail.
- Ardmore needs a stronger online presence. A 24-hour diner would be great. We need more to do outside the Irish bars and Ardmore Music Hall. Anything that can be done to increase density would be good, but parking also needs to be addressed. Things are moving in the right direction.
- Ardmore needs businesses that reflect the diversity of the people living here.
- Instead of 4 places to get lo mein, I would like to see one place where you could get a great bowl of dan dan noodles and more places like PokeOno.
- I would like to see a 24 hour dinner, coffee shop, and an ice cream parlor. Things are definitely moving in the right direction. You see positive momentum when you walk down the street.

Appendix E: Residents of South Ardmore

The bulleted list contains actual comments made by focus group participants.

When you think of downtown Ardmore, where do you perceive the boundaries to be?

- It's walkable from where I am right now.
- I think of Suburban Square and from Ardmore Avenue to not as far as Wynnewood. The word "downtown" doesn't belong here. We say "up the pike."
- "Main Street" makes sense. Going "downtown" is going to the city.
- It goes from the police station to Greenfield and includes Suburban Square. It goes to Athens Ave.
- I would think it would start where the tile store is on Church Rd. all the way to Saxby's. I would include Suburban Square and Athens Ave.
- I would say Mapes from up top of Holland Ave, and then to the police station. Once you cross the light you're in Wynnewood,

How would you describe the Main Street's vibe?

- There's no reason to go there.
- I shop at Wawa and Rite Aid. There's no reason to go anywhere else.
- The vibe from Suburban Square is there's no place for us to shop. I don't think the stores are diverse enough for what they have to offer.
- Golden Bowl is one of my favorites. I like it because the price is great and the food is great. Years ago we did takeout from next door. We did SNAP. My daughter's more likely to do those things.
- I noticed the planters. The town needs more lighting to be more inviting.
- Working class folks can't afford to shop in Suburban Square.
- When Dunkin Donuts was in Ardmore West, my social life was at Rite Aid and Dunkin Donuts.

What do you usually come to the Main Street for?

- I go to Rite Aid, Wawa, IHOP, Merrick's Apothecary, and Chung Sing. The stores have turned into specialty stores. It used to be more one-stop shops like Woolworth and Harrisons.
- I go to Ego Salon, Junior League Thrift Shop, McDonald's, Rite Aid, CVS, and Mapes.
- I go to Rite Aid, Sunoco, Wawa, Mapes, Merrick's Apothecary, Golden Bowl, Viking Pastries, Dunkin Donuts, and Pet Valu.
- I go to CVS, Hunan, and Local Wine and Kitchen.

What resources do you use to figure out what's happening here or elsewhere? What do you use to plan your weekends?

- I see events on Facebook and also word of mouth.
- The church takes care of most of it. My son tells me.
- My daughter will go online and say here's what's going on. I go to the Ludington Library on weekends. Other than that, I am more involved in civic things than

entertainment within this community. That defines more what happens on evenings and weekends.

- I get a variety of emails. Very rarely am I looking for something to do. I hear through word of mouth.
- I get email blasts. I hear through church. I get the Township emails.
- I belong to an email listserv that announces what's going on. I use Groupon and Lower Merion Community Network.

How do you usually get up the pike?

- **All but one:** Drive.
- It depends on the time of day. I am more likely to walk on the weekend. I drive on weekdays to save time.
- I'm a walker.

What kinds of businesses would you like to see on the Main Street?

- A soul food restaurant.
- A TJ Maxx would be good. Ardmore is recognized as a place to come for restaurants. We are becoming like Manayunk.
- A bookstore with diverse inventory.
- A steakhouse and an American restaurant.
- Drive-in movie place.
- Other folks come to Ardmore but Ardmore people don't shop here.
- We need a Dress Barn.

Where do you usually shop?

- **All:** I go to Broomall, Springfield, 69th Street in Philadelphia, Overbrook, BJs Walmart, and Radnor.

Are there any business types the Main Street already has enough of?

- There are enough nail salons and restaurants.
- There are enough nail salons.

How would you describe the nightlife?

- It's at the playground and community center. Ardmore doesn't have nightlife.
- There's nothing for young people to do. Between high school and 30, there is no place to go. If the bar scene isn't your scene, where are you going to go? If they want to go bowl, they go to Wynnewood or Devon. If they want a movie they have to go to Wayne.
- What Ardmore needs is a nucleus center that has a domino effect. If you create a bookstore where you can have spoken word, there is going to be a place to hang out after you eat dinner. You can subdivide or look at certain areas that would meet the needs of certain folks. We could have an incubator with several small businesses in one setting.
- We were trying to get the community center torn down and built up. If you're playing basketball today you are probably playing tomorrow. The spot is too small. We need a new building.

Is the Main Street pedestrian friendly? Do you feel safe walking around at night?

- My sister is in a wheelchair. There are some places where she can't get by. My concern is for a person in a wheelchair.
- If the police department is out people of color get stopped. That's one of my main concerns. Summer's going to be hot and there's nothing for kids to do.
- There's something about being able to see into windows. Media is much livelier. Manayunk is nice. It goes back to lighting, especially on Rittenhouse Pl. and Ardmore Ave. The flowers look nice.
- Another thing to look at is how easy it is to cross the street. Crossing Anderson Ave. to get to the Pike and crossing Cricket Ave. can be challenging. If there are no pedestrians the drivers speed.
- Drivers don't even pay attention to the flashing yellow lights.

Any last thoughts before we end the focus group?

- There needs to be more diversity. They aren't hiring enough people from the community in the stores. We're the ones going up there and spending money.
- When I talk to my friends they say they don't go up there. There's no draw.
- There's an awful lot of development going on. Certainly that will change the dynamics of the community. It will change the businesses. There are ways to build the Main Street and still maintain a sense of community for the people who have been living here a long time. Even when they talk about affordable housing, it's too expensive.

Appendix F: Questionnaire and Exit Form Responses Unsorted

If these businesses existed in downtown Ardmore, how often would you visit them? Which business types would you most like to see in downtown Ardmore?

Often = 2, Sometimes = 1, Never = 0, Most like to see = 1

Focus Group	Type	Frequency	Most like to see	Total Score
Baby Boomer	Specialty Food Store	1	1	2
Baby Boomer	Restaurant	1		1
Baby Boomer	Coffee Shop	2		2
Baby Boomer	Bookstore	1	1	2
Baby Boomer	Bakery	1		1
Baby Boomer	Clothing Store	1		1
Baby Boomer	Furniture/housewares	1		1
Baby Boomer	Movie theater	1		1
Baby Boomer	Performing arts center	0		0
Baby Boomer	Family entertainment space	0		0
Baby Boomer	Nightclub	0		0
Baby Boomer	Bar	1		1
Baby Boomer	Specialty Food Store	2	1	3
Baby Boomer	Restaurant	2		2
Baby Boomer	Bakery	2		2
Baby Boomer	Clothing Store	2		2
Baby Boomer	Furniture/housewares	2		2
Baby Boomer	Movie theater	2		2
Baby Boomer	Performing arts center	2		2
Baby Boomer	Family entertainment space	2		2
Baby Boomer	Specialty Food Store	1		1
Baby Boomer	Restaurant	1		1
Baby Boomer	Coffee Shop	1		1
Baby Boomer	Bookstore	1		1
Baby Boomer	Bakery	1		1
Baby Boomer	Clothing Store	1		1
Baby Boomer	Furniture/housewares	1		1
Baby Boomer	Movie theater	1	1	2
Baby Boomer	Specialty Food Store	1		1
Baby Boomer	Restaurant	1		1
Baby Boomer	Coffee Shop	0		0
Baby Boomer	Bookstore	1		1
Baby Boomer	Bakery	1		1

Baby Boomer	Clothing Store	1	1	2
Baby Boomer	Furniture/housewares	0		0
Baby Boomer	Movie theater	1		1
Baby Boomer	Performing arts center	2		2
Baby Boomer	Family entertainment space	2		2
Baby Boomer	Nightclub	2		2
Baby Boomer	Bar	1		1
Women with Children	Specialty Food Store	2		2
Women with Children	Restaurant	1		1
Women with Children	Coffee Shop	1		1
Women with Children	Bookstore	2		2
Women with Children	Bakery	1		1
Women with Children	Clothing Store	1		1
Women with Children	Furniture/housewares	1		1
Women with Children	Movie theater	2		2
Women with Children	Performing arts center	2	1	3
Women with Children	Family entertainment space	2		2
Women with Children	Nightclub	1		1
Women with Children	Bar	1		1
Women with Children	Co-op artist space	1		1
Women with Children	Other - co-working space	1		1
Women with Children	Specialty Food Store	1	1	2
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	2	1	3
Women with Children	Bookstore	2	1	3
Women with Children	Bakery	1		1
Women with Children	Clothing Store	2		2
Women with Children	Furniture/housewares	1		1
Women with Children	Movie theater	2	1	3
Women with Children	Performing arts center	2	1	3
Women with Children	Family entertainment space	1		1
Women with Children	Nightclub	0		0
Women with Children	Bar	1		1
Women with Children	Co-op artist space	1		1
Women with Children	Specialty Food Store	2	1	3
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	1	1	2
Women with Children	Bookstore	1		1
Women with Children	Bakery	1		1
Women with Children	Clothing Store	0		0
Women with Children	Furniture/housewares	0		0

Women with Children	Movie theater	2	1	3
Women with Children	Performing arts center	1		1
Women with Children	Family entertainment space	2		2
Women with Children	Nightclub	1		1
Women with Children	Bar	1		1
Women with Children	Co-op artist space	0		0
Women with Children	Specialty Food Store	1		1
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	2	1	3
Women with Children	Bookstore	2	1	3
Women with Children	Bakery	1		1
Women with Children	Clothing Store	1		1
Women with Children	Furniture/housewares	1		1
Women with Children	Movie theater	2		2
Women with Children	Performing arts center	2		2
Women with Children	Family entertainment space	1		1
Women with Children	Nightclub	1		1
Women with Children	Bar	1		1
Women with Children	Co-op artist space	1		1
Women with Children	Specialty Food Store	1		1
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	2	1	3
Women with Children	Bookstore	1		1
Women with Children	Bakery	2		2
Women with Children	Clothing Store	1		1
Women with Children	Furniture/housewares	1	1	2
Women with Children	Movie theater	2	1	3
Women with Children	Family entertainment space	2	1	3
Women with Children	Nightclub	1		1
Women with Children	Bar	2		2
Women with Children	Co-op artist space	1		1
Women with Children	Specialty Food Store	0		0
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	2		2
Women with Children	Bookstore	2	1	3
Women with Children	Bakery	1		1
Women with Children	Clothing Store	1		1
Women with Children	Furniture/housewares	0		0
Women with Children	Movie theater	1		1
Women with Children	Performing arts center	1	1	2
Women with Children	Family entertainment space	2	1	3

Women with Children	Nightclub	0		0
Women with Children	Bar	0		0
Women with Children	Co-op artist space	2		2
Women with Children	Specialty Food Store	1		1
Women with Children	Restaurant	2	1	3
Women with Children	Bookstore	1		1
Women with Children	Bakery	1		1
Women with Children	Clothing Store	1		1
Women with Children	Furniture/housewares	0		0
Women with Children	Movie theater	1		1
Women with Children	Performing arts center	1		1
Women with Children	Family entertainment space	2	1	3
Women with Children	Nightclub	0		0
Women with Children	Bar	1		1
Women with Children	Co-op artist space	1		1
Women with Children	Specialty Food Store	2	1	3
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	1		1
Women with Children	Bookstore	2	1	3
Women with Children	Bakery	1		1
Women with Children	Clothing Store	1		1
Women with Children	Furniture/housewares	2		2
Women with Children	Movie theater	1	1	2
Women with Children	Performing arts center	1		1
Women with Children	Family entertainment space	1		1
Women with Children	Nightclub	0		0
Women with Children	Bar	1		1
Women with Children	Co-op artist space	1		1
Women with Children	Specialty Food Store	2		2
Women with Children	Restaurant	2		2
Women with Children	Coffee Shop	2	1	3
Women with Children	Bookstore	1		1
Women with Children	Bakery	2		2
Women with Children	Clothing Store	2		2
Women with Children	Furniture/housewares	0		0
Women with Children	Movie theater	1		1
Women with Children	Family entertainment space	2		2
Women with Children	Nightclub	0		0
Women with Children	Bar	1	1	2
Women with Children	Co-op artist space	0		0
Public Transportation	Specialty Food Store	2		2

Public Transportation	Restaurant	2	1	3
Public Transportation	Coffee Shop	2		2
Public Transportation	Bookstore	2		2
Public Transportation	Bakery	2		2
Public Transportation	Clothing Store	2		2
Public Transportation	Furniture/housewares	1		1
Public Transportation	Movie theater	2		2
Public Transportation	Performing arts center	2		2
Public Transportation	Family entertainment space	2		2
Public Transportation	Nightclub	2		2
Public Transportation	Bar	2		2
Public Transportation	Co-op artist space	1		1
Public Transportation	Specialty Food Store	1		1
Public Transportation	Restaurant	2		2
Public Transportation	Coffee Shop	2		2
Public Transportation	Bookstore	2	1	3
Public Transportation	Bakery	2		2
Public Transportation	Clothing Store	1		1
Public Transportation	Furniture/housewares	1		1
Public Transportation	Movie theater	2	1	3
Public Transportation	Performing arts center	1		1
Public Transportation	Family entertainment space	1		1
Public Transportation	Nightclub	1		1
Public Transportation	Bar	1		1
Public Transportation	Co-op artist space	0		0
Public Transportation	Specialty Food Store	0		0
Public Transportation	Restaurant	1		1
Public Transportation	Coffee Shop	2	1	3
Public Transportation	Bookstore	2	1	3
Public Transportation	Bakery	1		1
Public Transportation	Clothing Store	0		0
Public Transportation	Furniture/housewares	0		0
Public Transportation	Movie theater	0		0
Public Transportation	Performing arts center	0		0
Public Transportation	Family entertainment space	1		1
Public Transportation	Nightclub	0		0
Public Transportation	Bar	0		0
Public Transportation	Co-op artist space	1		1
Public Transportation	Restaurant	1		1
Public Transportation	Coffee Shop	2		2
Public Transportation	Bookstore	2		2

Public Transportation	Bakery	1		1
Public Transportation	Clothing Store	1		1
Public Transportation	Furniture/housewares	0		0
Public Transportation	Movie theater	2	1	3
Public Transportation	Performing arts center	1		1
Public Transportation	Family entertainment space	2	1	3
Public Transportation	Nightclub	0		0
Public Transportation	Bar	0		0
Public Transportation	Co-op artist space	1		1
Public Transportation	Specialty Food Store	2	1	3
Public Transportation	Restaurant	2		2
Public Transportation	Coffee Shop	2		2
Public Transportation	Bookstore	2	1	3
Public Transportation	Bakery	2	1	3
Public Transportation	Clothing Store	2		2
Public Transportation	Furniture/housewares	1		1
Public Transportation	Movie theater	1		1
Public Transportation	Performing arts center	1		1
Public Transportation	Family entertainment space	1		1
Public Transportation	Nightclub	0		0
Public Transportation	Bar	2		2
Public Transportation	Co-op artist space	1		1
Public Transportation	Specialty Food Store	2		2
Public Transportation	Restaurant	2	1	3
Public Transportation	Coffee Shop	2		2
Public Transportation	Bookstore	0		0
Public Transportation	Bakery	1	1	2
Public Transportation	Clothing Store	0		0
Public Transportation	Furniture/housewares	1		1
Public Transportation	Movie theater	2	1	3
Public Transportation	Performing arts center	2		2
Public Transportation	Family entertainment space	1		1
Public Transportation	Nightclub	0		0
Public Transportation	Bar	2	1	3
Public Transportation	Co-op artist space	0		0
Public Transportation	Specialty Food Store	1	1	2
Public Transportation	Restaurant	1	1	2
Public Transportation	Coffee Shop	2	1	3
Public Transportation	Bookstore	1	1	2
Public Transportation	Bakery	1		1
Public Transportation	Clothing Store	1		1

Public Transportation	Furniture/housewares	2	1	3
Public Transportation	Movie theater	2	1	3
Public Transportation	Performing arts center	2		2
Public Transportation	Family entertainment space	2	1	3
Public Transportation	Nightclub	1		1
Public Transportation	Bar	1		1
Public Transportation	Co-op artist space	1		1
Public Transportation	Other	1	1	2
Public Transportation	Specialty Food Store	1		1
Public Transportation	Restaurant	2	1	3
Public Transportation	Coffee Shop	2	1	3
Public Transportation	Bookstore	1		1
Public Transportation	Bakery	2	1	3
Public Transportation	Clothing Store	1		1
Public Transportation	Furniture/housewares	1		1
Public Transportation	Movie theater	1		1
Public Transportation	Performing arts center	1		1
Public Transportation	Family entertainment space	1		1
Public Transportation	Nightclub	1		1
Public Transportation	Bar	2	1	3
Public Transportation	Co-op artist space	1		1
Males under 30	Specialty Food Store	2	1	3
Males under 30	Restaurant	1	1	2
Males under 30	Coffee Shop	2	1	3
Males under 30	Bookstore	1		1
Males under 30	Bakery	1		1
Males under 30	Clothing Store	0		0
Males under 30	Furniture/housewares	0		0
Males under 30	Movie theater	2	1	3
Males under 30	Performing arts center	1		1
Males under 30	Family entertainment space	0		0
Males under 30	Nightclub	1		1
Males under 30	Bar	2	1	3
Males under 30	Co-op artist space	2		2
Males under 30	Specialty Food Store	1		1
Males under 30	Restaurant	1	1	2
Males under 30	Bakery	2		2
Males under 30	Clothing Store	0		0
Males under 30	Furniture/housewares	0		0
Males under 30	Movie theater	2	1	3
Males under 30	Performing arts center	2		2

Males under 30	Bar	1		1
Males under 30	Specialty Food Store	2		2
Males under 30	Restaurant	2	1	3
Males under 30	Coffee Shop	1		1
Males under 30	Bookstore	0		0
Males under 30	Bakery	2		2
Males under 30	Clothing Store	0		0
Males under 30	Furniture/housewares	0		0
Males under 30	Movie theater	2		2
Males under 30	Performing arts center	1		1
Males under 30	Family entertainment space	0		0
Males under 30	Nightclub	0		0
Males under 30	Bar	1		1
Males under 30	Co-op artist space	0		0
Males under 30	Other - pool hall	2	1	3
Males under 30	Specialty Food Store	2		2
Males under 30	Restaurant	2	1	3
Males under 30	Coffee Shop	0		0
Males under 30	Bookstore	0		0
Males under 30	Bakery	1		1
Males under 30	Clothing Store	1		1
Males under 30	Furniture/housewares	0		0
Males under 30	Movie theater	0		0
Males under 30	Performing arts center	2		2
Males under 30	Family entertainment space	2		2
Males under 30	Nightclub	2		2
Males under 30	Bar	2		2
Males under 30	Co-op artist space	2	1	3
Males under 30	Specialty Food Store	0		0
Males under 30	Restaurant	2	1	3
Males under 30	Coffee Shop	2	1	3
Males under 30	Bookstore	2		2
Males under 30	Bakery	0		0
Males under 30	Clothing Store	0		0
Males under 30	Furniture/housewares	0		0
Males under 30	Movie theater	0		0
Males under 30	Performing arts center	2		2
Males under 30	Family entertainment space	2		2
Males under 30	Nightclub	1		1
Males under 30	Bar	2	1	3
Males under 30	Co-op artist space	2		2

Males under 30	Specialty Food Store	1		1
Males under 30	Restaurant	2	1	3
Males under 30	Coffee Shop	2	1	3
Males under 30	Bookstore	0		0
Males under 30	Bakery	1		1
Males under 30	Clothing Store	1		1
Males under 30	Furniture/housewares	0		0
Males under 30	Movie theater	2	1	3
Males under 30	Performing arts center	2		2
Males under 30	Family entertainment space	2		2
Males under 30	Nightclub	1		1
Males under 30	Bar	1		1
Males under 30	Co-op artist space	2		2
Males under 30	Specialty Food Store	2		2
Males under 30	Restaurant	2		2
Males under 30	Coffee Shop	2	1	3
Males under 30	Bookstore	2		2
Males under 30	Bakery	2		2
Males under 30	Clothing Store	2		2
Males under 30	Furniture/housewares	2		2
Males under 30	Movie theater	1	1	2
Males under 30	Performing arts center	1		1
Males under 30	Family entertainment space	2		2
Males under 30	Nightclub	2		2
Males under 30	Bar	2	1	3
Males under 30	Co-op artist space	1		1
South Ardmore	Specialty Food Store	1		1
South Ardmore	Restaurant	1		1
South Ardmore	Coffee Shop	2		2
South Ardmore	Bookstore	2	1	3
South Ardmore	Bakery	1		1
South Ardmore	Clothing Store	2		2
South Ardmore	Furniture/housewares	1		1
South Ardmore	Movie theater	1		1
South Ardmore	Performing arts center	1		1
South Ardmore	Family entertainment space	1		1
South Ardmore	Nightclub	0		0
South Ardmore	Bar	0		0
South Ardmore	Co-op artist space	1		1
South Ardmore	Other - dollar store	1		1
South Ardmore	Specialty Food Store	1		1

South Ardmore	Restaurant	2		2
South Ardmore	Coffee Shop	2		2
South Ardmore	Bookstore	2	1	3
South Ardmore	Bakery	1		1
South Ardmore	Clothing Store	1		1
South Ardmore	Furniture/housewares	1		1
South Ardmore	Movie theater	2		2
South Ardmore	Performing arts center	2		2
South Ardmore	Family entertainment space	2		2
South Ardmore	Nightclub	1		1
South Ardmore	Bar	0		0
South Ardmore	Co-op artist space	1		1
South Ardmore	Other - shoe store	1	1	2
South Ardmore	Specialty Food Store	1		1
South Ardmore	Restaurant	1	1	2
South Ardmore	Coffee Shop	2	1	3
South Ardmore	Bookstore	1		1
South Ardmore	Bakery	0		0
South Ardmore	Clothing Store	0		0
South Ardmore	Furniture/housewares	2		2
South Ardmore	Movie theater	0	1	1
South Ardmore	Performing arts center	1		1
South Ardmore	Family entertainment space	0	1	1
South Ardmore	Nightclub	1		1
South Ardmore	Specialty Food Store	2		2
South Ardmore	Restaurant	1		1
South Ardmore	Coffee Shop	0		0
South Ardmore	Bookstore	2		2
South Ardmore	Bakery	1		1
South Ardmore	Clothing Store	1		1
South Ardmore	Furniture/housewares	1		1
South Ardmore	Movie theater	1		1
South Ardmore	Performing arts center	1		1
South Ardmore	Family entertainment space	0	1	1
South Ardmore	Nightclub	1		1
South Ardmore	Bar	0		0
South Ardmore	Specialty Food Store	0		0
South Ardmore	Coffee Shop	1		1
South Ardmore	Bookstore	1		1
South Ardmore	Bakery	1		1
South Ardmore	Clothing Store	1		1

South Ardmore	Furniture/housewares	2		2
South Ardmore	Movie theater	2		2
South Ardmore	Performing arts center	1		1
South Ardmore	Family entertainment space	2		2
South Ardmore	Bar	1		1
South Ardmore	Co-op artist space	1		1
South Ardmore	Specialty Food Store	2		2
South Ardmore	Restaurant	2	1	3
South Ardmore	Coffee Shop	2		2
South Ardmore	Bookstore	0		0
South Ardmore	Bakery	1		1
South Ardmore	Clothing Store	0		0
South Ardmore	Furniture/housewares	0		0
South Ardmore	Movie theater	2		2
South Ardmore	Performing arts center	2		2
South Ardmore	Family entertainment space	2		2
South Ardmore	Nightclub	0		0
South Ardmore	Bar	0		0
South Ardmore	Co-op artist space	0		0
South Ardmore	Other - convenience store	1	1	2

If you listed “Specialty Food Store” or “Family Entertainment Space” please specify what kind.

(Many focus group participants also specified other business types.)

Focus Group	Type	Clarification
Baby Boomers	Specialty food store	International
Baby Boomers	Specialty food store	Ice cream
Women with Children	Performing arts center	Classes and programs
Women with Children	Specialty food store	Ice cream
Women with Children	Family entertainment space	Arcade
Women with Children	Specialty food store	Healthy and organic
Women with Children	Specialty food store	Moms - organic market
Women with Children	Specialty food store	Ice cream
Women with Children	Specialty food store	Ice cream
Women with Children	Specialty food store	Carlinos-like farmer's market or food store
Women with Children	Family entertainment space	A jump place
Women with Children	Family entertainment space	North Bowl, Lucky Strike, pool hall
Women with Children	Family entertainment space	A place where daytime has drop-in story time/craft time/mom's

		group, ,evening has live music and art displays
Women with Children	Specialty food store	Acai bowls
Women with Children	Specialty food store	Ice cream parlor
Women with Children	Bar	Fun outdoor bar
Women with Children	Specialty food store	I love Carlinos. Something diverse would be fun and exciting!
Women with Children	Family entertainment space	A bowling alley or movie theater would be fun. Rock climbing walls or trampolines.
Public Transportation	Specialty food store	Health food store
Public Transportation	Restaurant	International cuisine
Public Transportation	Bar	Family-friendly outdoor drinking
Public Transportation	Specialty food store	Healthy and organic
Public Transportation	Family entertainment space	Little gym
Public Transportation	Family entertainment space	Lucky Strike
Public Transportation	Specialty food store	Organic, international, juice, smoothies (not necessarily in one place)
Public Transportation	Bar	Sports and cocktail
Public Transportation	Specialty food store	Ice cream
Public Transportation	Coffee Shop	Non chain
Public Transportation	Specialty food store	Ice cream
Public Transportation	Coffee Shop	Starbucks
Public Transportation	Restaurant	Family-friendly outdoor drinking
Public Transportation	Other	Paper products and baby supplies
Public Transportation	Other	Kids salon
Public Transportation	Family entertainment space	Concerts, family theater, movies in the park, Friday nights open later, food, music, games
Public Transportation	Specialty food store	British foods, tea shop
Public Transportation	Bar	Outdoors
Males under 30	Specialty food store	Ice cream
Males under 30	Bar	More craft beer places
Males under 30	Specialty food store	Convenience store open late for food essentials
Males under 30	Restaurant	Different types
Males under 30	Restaurant	Diner
Males under 30	Restaurant	Diner
Males under 30	Restaurant	late-night place to get food/hookah
Males under 30	Family entertainment space	Entertainment place with games and food, kind of like Dave and Busters but smaller and more intimate
Males under 30	Coffee Shop	With open mic

Males under 30	Restaurant	24-hour diner
Males under 30	Specialty food store	Organic
Males under 30	Family entertainment space	Arcade
Males under 30	Restaurant	Late night dining
South Ardmore	Family entertainment space	Chuck E Cheese
South Ardmore	Restaurant	Soul food
South Ardmore	Restaurant	Soul food
South Ardmore	Family entertainment space	Game center
South Ardmore	Restaurant	Continental American

Do you think downtown Ardmore is customer friendly? Please explain.

Focus Group	Comment
Baby Boomer	No, parking is a huge problem.
Baby Boomer	Needs more easy parking.
Baby Boomer	I think it needs more lighting.
Baby Boomer	Not really, parking, not very interesting.
Women with Children	Customer friendly in that there is fairly accessible parking and pleasant design. Greener would be better. Music would be nice. Ardmore needs more benches, more outdoor seating/gathering space.
Women with Children	No parking!
Women with Children	In my experience, yes, except parking issues.
Women with Children	Yes because of its walkability.
Women with Children	For the most part yes, however S. Square is not based on affordability.
Women with Children	Parking is a problem - Lancaster Ave. traffic and sidewalks - I approach it from the south (I live in Haverford Township) which makes parking easier (Cricket), but businesses aren't well labeled/welcoming.
Women with Children	Yes, but parking is tricky, (I know this is temporary in some cases)
Women with Children	Yes and no. Parking is a con; lots of variety to walk to - could be more.
Women with Children	Parking is hard for moms especially but friendly faces are lovely and welcoming.
Public Transportation	No because stores are closed in the evenings.
Public Transportation	Somewhat. The Apple Store, Wawa, and Verizon are close by. Parking and traffic are cons.
Public Transportation	It is for me but I live in walking distance. I think for friends who use cars, they are intimidated by parking. Also I think our tran station needs to be better looking with concessions like coffee.
Public Transportation	Yes, everything is walkable and easily accessible. We have almost every convenience.
Public Transportation	Yes, but parking is challenging. Also, Ardmore West shopping center

	is weak.
Public Transportation	Would be nice if the sidewalks were smoother and storefronts looked nicer - keep historical feel. Better train station and parking. New sidewalks, curbs, signage.
Public Transportation	Yes but some stores I don't visit (i.e. spy shop, Radio Shack)
Males under 30	No but only because of parking. Other than that it's great and getting better.
Males under 30	Yes, lots of different businesses and walkable.
Males under 30	Parking can be tight at times, but the town is very inviting.
Males under 30	I think so. It's easy to get here, easy to get around once you're here, and there's a good mix of businesses and destinations.
Males under 30	Yeah, I'd say so. Good sidewalk access, definitely walkable with lots of nice storefronts.
Males under 30	Absolutely, there is something for everyone.
South Ardmore	Parking is challenging but it is increasingly becoming friendly. The flower parts are beautiful.
South Ardmore	Yes
South Ardmore	No
South Ardmore	Yes however you can feel out of place.

Appendix G: Questionnaire and Exit Form Responses Sorted

If these businesses existed in downtown Ardmore, how often would you visit them? Which business types would you most like to see in downtown Ardmore?

Business Type	Total Score
Restaurant	67
Coffee shop	63
Movie theater	62
Bookstore	53
Family entertainment space	52
Specialty food store	51
Performing arts center	46
Bakery	45
Bar	39
Clothing store	33
Furniture/housewares	28
Co-op artist space	27
Nightclub	21

If you listed “Specialty Food Store” or “Family Entertainment Space” please specify what kind.

Specialty Food Store

Focus Group	Type	Clarification
Males under 30	Specialty food store	Convenience store
Women with Children	Specialty food store	Healthy
Women with Children	Specialty food store	Healthy
Women with Children	Specialty food store	Healthy
Public Transportation	Specialty food store	Healthy
Public Transportation	Specialty food store	Healthy
Public Transportation	Specialty food store	Healthy
Males under 30	Specialty food store	Healthy
Baby Boomers	Specialty food store	Ice cream
Women with Children	Specialty food store	Ice cream
Women with Children	Specialty food store	Ice cream
Women with Children	Specialty food store	Ice cream
Women with Children	Specialty food store	Ice cream
Public Transportation	Specialty food store	Ice cream
Public Transportation	Specialty food store	Ice cream

Males under 30	Specialty food store	Ice cream
Baby Boomers	Specialty food store	International
Women with Children	Specialty food store	Gourmet food market
Women with Children	Specialty food store	Gourmet food market
Public Transportation	Specialty food store	Tea shop

Family Entertainment Space

Focus Group	Type	Clarification
Women with Children	Family entertainment space	Bowling
Women with Children	Family entertainment space	Bowling
Public Transportation	Family entertainment space	Bowling
Public Transportation	Family entertainment space	Family programming
Women with Children	Family entertainment space	Family programming + Art
Women with Children	Family entertainment space	Indoor play center/arcade
Women with Children	Family entertainment space	Indoor play center/arcade
Women with Children	Family entertainment space	Indoor play center/arcade
Public Transportation	Family entertainment space	Indoor play center/arcade
Males under 30	Family entertainment space	Indoor play center/arcade
Males under 30	Family entertainment space	Indoor play center/arcade
South Ardmore	Family entertainment space	Indoor play center/arcade
South Ardmore	Family entertainment space	Indoor play center/arcade
Women with Children	Family entertainment space	Pool hall

Appendix H: Focus Group Script

Questionnaire – 20 min

Introduction – 5 min

Moderator introduces assistant moderator and note taker.

Thank you for your willingness to participate in our market study. We are conducting these focus groups to learn about the consumer preferences of our shoppers and to find out what stores, restaurants, and events would make our downtown more appealing to shoppers. The focus group will last about an hour. To help conversation flow smoothly and to ensure we end on time, we have a few ground rules.

- *We ask that everyone participate. We want to hear from everyone.*
- *There are no right or wrong answers. We want to hear a wide range of perspectives.*
- *We will be audio recording the group to allow us to go back and check our notes. The recording will not be shared with anyone outside of the study, and your name will not be identified in the final report.*
- *We ask that you refrain from sharing that you have participated in the focus group on social media.*
- *Please silence your cell phones.*
- *Finally, have fun! We hope that you enjoy the discussion. Feel free to get up to grab more food and refreshments during the focus group.*

Does anyone have a question?

Focus group participants introduce themselves to each other.

Questions – 60 min

1. When you think of downtown Ardmore, where do you perceive the boundaries to be?
2. How would you describe downtown Ardmore's vibe?
3. What do you usually come to downtown Ardmore for? What resources do you use to find out what's happening here or elsewhere in the Main Line?
4. How do you usually get to downtown Ardmore?
 - a. For those who drive, how do you figure out where to park? What has your experience finding parking been like?
5. What kinds of businesses would you like to see in downtown Ardmore?
 - a. Tell me more about the restaurants you are interested in.
 - b. What about businesses you would like to see less of?
6. What do you think of Ardmore's nightlife?
 - a. Do you feel comfortable walking in downtown Ardmore at night?
7. Is downtown Ardmore pedestrian-friendly?
8. If you had to choose, what is one thing you would change about downtown Ardmore?

9. Is there anything else you would like to say about downtown Ardmore?

That concludes our focus group. Thank you so much for sharing your experience with us. Please fill out this form letting us know where you would like your gift card from and how you would like to receive it. If there is anything else you would like to share about downtown Ardmore, feel free to write it on the form.

Exit Form – 5 min

Appendix I: Pre-Focus Group Questionnaire

Focus Group Questionnaire

Name: _____ Date: _____

Directions:

1a. If these businesses existed in downtown Ardmore, how often would you visit them?
(Check the box)

		How often you would visit		
		Often	Sometimes	Probably Never
Business Types	Specialty food store			
	Restaurant			
	Coffee shop			
	Bookstore			
	Bakery			
	Clothing store			
	Furniture/housewares			
	Movie theater			
	Performing arts center			
	Family entertainment place			
	Nightclub			
	Bar			
	Co-op artist space			
Other:				

1b. Which of the business types above would you most like to see in downtown Ardmore? (List businesses)

1c. If you listed “Specialty food store” or “Family entertainment place” please specify what kind.

2. Do you think downtown Ardmore is customer friendly? Please explain.

Appendix J: Focus Group Exit Form

Focus Group Exit Form

Name: _____ Date: _____

1. Is there anything else you would like to tell us about downtown Ardmore?

2. Thank you for participating! As a token of our gratitude, you will receive a \$25 gift card for a local business.

2a. Please list 3 businesses.

We will do our best to accommodate your first choice.

2b. How would you like to receive your gift card?

___ I will pick up my gift card.

___ Please mail my gift card.

Address:

Credits

This report was written by Marie Suvansin, Executive Director of the Ardmore Initiative.

Marie Suvansin has been an employee of the Ardmore Initiative since 2015, when she started as Assistant Executive Director. She holds a master's degree in city planning with a concentration in community and economic development from the University of Pennsylvania. Her focus within city planning is market analysis and the application of market-based strategies in strategic planning and commercial corridor revitalization.

Marie moved to the Philadelphia area in 2013 to attend the University of Pennsylvania. Prior to that, she spent a year abroad teaching English and community research at Northeastern University in China. Through her cross-cultural experiences, she has developed a strong interest in the intersection of food culture, immigration, and policy.

Following the Four Point Main Street Approach, at the Ardmore Initiative, Marie oversees the implementation of market-based strategies through comprehensive work in Economic Vitality, Design, Organization, and Promotion. She believes that inclusive, people-focused approaches are at the heart of economically vibrant downtowns.

Contact

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