

TOGETHER  
**NORTH  
JERSEY.**

# SMITH STREET CENTRAL BUSINESS DISTRICT STUDY

PERTH AMBOY, NJ

**TOGETHER NORTH JERSEY NGO MICRO-GRANT PROJECT**



Connecting  
People, Places and Potential.



**Jewish  
Renaissance  
Foundation**  
*A Community Action Agency*  
ONE PEOPLE, ONE HEART



**American Planning Association  
New Jersey Chapter**

*Making Great Communities Happen*

# ABOUT TOGETHER NORTH JERSEY

Connecting  
People, Places and Potential.



In November 2011, the U.S. Department of Housing and Urban Development (HUD) awarded TOGETHER NORTH JERSEY a \$5 million Sustainable Communities Regional Planning Grant. The grant is matched with an additional \$5 million in leveraged funds from project partners. Grant funds have been used to implement the Local Demonstration Project (LDP) Program, fund the Local Government Capacity Grant and NGO Micro-Grant Programs, develop a Regional Plan for Sustainable Development (RPSD) for the 13-county planning region, and provide technical assistance and offer education opportunities that build the capacity of jurisdictions, organizations and the public to advance sustainability projects and initiatives. The plan is both “place-based” and “issue based” and uses sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency. For more information, please visit

[togethernorthjersey.com](http://togethernorthjersey.com)

## ACKNOWLEDGEMENTS

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- NJ Future
- Building One New Jersey
- PlanSmart NJ
- Regional Plan Association (RPA)
- Sustainability Institute/Sustainable Jersey at The College of New Jersey
- Participating local and county governments of the NJTPA region

## DISCLAIMER

The work that provided the basis for this report was supported by funding under an award from the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The authors of the report are solely responsible for the accuracy of the data, statements and interpretations contained in this document. Such statements and interpretations do not necessarily reflect the views the Together North Jersey Steering Committee or its individual members or any other agency or instrumentality of Government.

# ABOUT THE NGO MICRO-GRANT PROGRAM



Jewish Renaissance Foundation  
Discovery Phase Workshop



United Way of Passaic County Discovery Phase Workshop

The NGO Micro-Grant Program provides financial assistance to non-governmental organizations to meaningfully participate in the planning processes that will lead to the development of the Regional Plan for Sustainable Development (RPSD) for Northern New Jersey.

TogetherNorthJersey's NGO Micro-Grant Program partners with community-based organizations, including community development corporations, social service, faith-based institutions, and other groups at the local level that regularly interact with, are trusted by, and include members of traditionally underrepresented populations.

The NGO Micro-Grant is targeted towards Community-based organizations whose primary mission is to work on behalf of low-income or minority populations, persons with Limited English Proficiency (LEP), persons with disabilities, underprivileged youth and seniors or who work in communities with high concentrations of these traditionally underrepresented populations.

Grant recipients undertook small planning studies that focus upon neighborhood revitalization and designing and planning the built environment to promote health and well-being, safe neighborhoods, and active transportation (e.g., bicycling, walking, safe routes to transit, schools and parks).

Key findings and lessons from these local studies are shared with the project team and members of TNJ. The expectation is that unmet needs and strategies and action recommendations will be identified and addressed by TNJ Project Team partners in the RPSD and in other planning and program activities.



WomenRising Walk Audit in the Bergen Hill district of Jersey City

A PROJECT OF THE GATEWAY NEIGHBORHOOD COLLABORATIVE, APA-NJ  
COMMUNITY PLANNING ASSISTANCE PROGRAM, AND TOGETHER NORTH  
JERSEY NGO MICRO-GRANT PROGRAM.

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# JEWISH RENAISSANCE FOUNDATION NGO MICRO-GRANT PROJECT



## TOGETHER NORTH JERSEY NGO MICRO-GRANT RECIPIENT

While increasing the capacity of Together North Jersey (TNJ) for engaging community members in Perth Amboy, the NGO Micro-Grant also enabled the Jewish Renaissance Foundation (JRF) to have the resources to facilitate outreach and conduct a Smith Street Central Business District Study with the Gateway Neighborhood Collaborative (GNC).

### MEETINGS AND WORKSHOP PARTICIPATION

The Together North Jersey micro-grant provided the resources for JRF to participate in Regional Plan for Sustainable Development (RSPD) activities. Activities included participating in standing committees and workshops related to the Discovery Phase, Visioning and Goal Setting Phase, and the Regional Fair Housing and Equity Assessment (FHEA).

### SMITH STREET CENTRAL BUSINESS DISTRICT STUDY

The NGO Micro-Grant also supported the JRF's Supplemental Activity, which focused on a study of the Gateway Neighborhood's Smith Street Central Business District.

JRF's Supplemental Activity aligned with the Gateway Neighborhood Collaborative (GNC). GNC is a Wells Fargo Regional Foundation neighborhood planning initiative led by PARTNER, a non-profit affiliated with the Perth Amboy Housing Authority. JRF's role as a supporting agency of GNC was to design and lead community engagement and outreach strategies. In support of the GNC planning process, JRF facilitated GNC public events and administered a quality-of-life survey. The NGO Micro-Grant supported JRF's ability to conduct the Smith Street Central Business District Study and

supplement the technical assistance received from a team from the Community Planning Assistance Program (CPAP) of the American Planning Association's NJ Chapter. In addition to conducting business and consumer surveys, JRF created an inventory spreadsheet of businesses which included information on storefront vacancies. The data gathered from JRF's survey activities and the technical assistance received from CPAP resulted in a document outlining the current conditions of the GNC Central Business District, along with a vision for the area and a set of strategies and recommendations.

### THE JEWISH RENAISSANCE FOUNDATION

"ONE PEOPLE-ONE HEART" is the mantra of the Jewish Renaissance Foundation (JRF), a private, nonprofit organization based in Perth Amboy, NJ. This mantra guides our anti-poverty programs for 20 New Jersey communities in Middlesex and Essex Counties, and in developing nations in the Caribbean, Latin America, the Middle East, Eastern Europe, and Africa. In turn, the JRF's "Theory of Change" states that in order for our families to thrive, a robust set of partnerships between government, non-profits, institutions, businesses, schools, and other community resources must be solidly in place, accessible, and integrated. The JRF works hard to provide neighborhoods and families with the knowledge and resources to save and invest, increase their income, own a home and/or business, and the opportunity to engage in the civic life of their community and the institutions that affect their lives. Ultimately, the Jewish Renaissance Family of Organizations' full system of service delivery and community development represents nearly \$26 million in operating revenue driven by our Theory of Change. In fact, there is no other nonprofit organization in Perth Amboy (and for much of the northern portion of Middlesex County for that matter) with nearly the same personnel, physical, and programmatic presence as the JRF.

## **GATEWAY NEIGHBORHOOD COLLABORATION: SMITH STREET CENTRAL BUSINESS DISTRICT STUDY IN CONTEXT**

JRF's Smith Street Central Business District Study was proposed within the context of the Gateway Neighborhood Collaborative (GNC), a resident-driven planning process that is focused on the revitalization of the once vibrant, working-class Gateway neighborhood located in the southern quadrant of Perth Amboy, NJ. As such, the Central Business District Study analyzed the substandard conditions of the retail corridor that runs centrally through the neighborhood. Staying true to GNC's strong commitment of eliciting the input and perspectives of a neighborhood-based Steering Committee comprised of residents, merchants, and other stakeholders, the study delivered feasible strategies and recommendations for the Central Business District which were shaped by those who live, work, and/or invest in the neighborhood.

A team of volunteer urban planners from the Community Planning Assistance Program (CPAP) provided technical assistance in the creation of a Vision document which would not only inform the GNC Plan, but would also be implementable in its own right. Current conditions that the CPAP and JRF teams analyzed were typical of small city retail districts that are struggling, yet show great potential for growth. Some of the issues discovered were inadequate parking, store vacancies and turnover, and unstable retail operators due to broader economic decline. Anecdotal analysis also suggested "spending leakage" where local consumers spend their money outside of the Central Business District due to an unmet demand for a wider range of goods and services.

Throughout their technical assistance and analysis work, the CPAP team employed a vision planning framework. This process was initiated in July 2013 with a series of three meetings with JRF staff that developed a project plan and assigned planning and analysis tasks to team members. Concurrently and running into October 2013, the CPAP and JRF teams worked together during the public input phase which included the collection of data, field inspection trips to the commercial corridor, and the launch of business owner and consumer surveys. This phase culminated in a GNC steering committee meeting on October 3rd, where the CPAP team members formally introduced themselves and discussed their preliminary findings with the residents and stakeholders.

Equipped with feedback and perceptions from GNC community leaders, the CPAP team guided the visioning process into the current conditions phase. Project areas were further developed and problematic issues (now informed by the public) were further researched. A planners meeting then initiated the creation of a preliminary presentation and the brainstorming of potential strategies and recommendations. JRF attended this gathering to contribute their opinions on behalf of the organization and as representatives of the GNC stakeholders.

The project then transitioned to the strategy development phase where the presentation was further refined by incorporating specific strategies for established issues. Another planners meeting integrated the team members' work which garnered approval from JRF. This resulted in the CPAP team presenting a final deliverable to the GNC steering committee.

GNC stakeholders approved the results of the Central Business District Study and the CPAP findings were submitted to a GNC planning consultant (hired by PARTNER) to contribute to the broader GNC neighborhood planning process. The CPAP vision deliverable in the form of the final presentation to the steering committee, as well as the July 2014 draft of the overarching GNC plan (with the incorporated CPAP work), are included in Appendix A.



### **CENTRAL BUSINESS DISTRICT STUDY SURVEY ACTIVITIES**

In close collaboration with the CPAP team, JRF staff and interns began by conducting a literature review, collecting data and analyzing current conditions of the Smith Street commercial corridor located in the Gateway Neighborhood. The JRF team utilized their research of best practices and

advice from the CPAP team to develop business owner and consumer survey instruments. The business survey was administered to storeowners who managed establishments along the GNC commercial corridor. A tally was kept to ensure that all potential merchants were approached with the survey. Its administration ended in early December 2013 with the participation of 18 owners out of a total of 107 solicited businesses (this total figure was determined via the inventory activity). A matrix of the survey results was created and a business survey summary was drafted (see Appendices B,C, and D). The business survey findings were also an integral part of the CPAP team's analysis.

Eligible participants for the consumer survey were any individuals who shopped regularly on Smith Street. They did not necessarily have to be residents of the Gateway Neighborhood or Perth Amboy, since a cross section of local and non-local consumers was desired. This work will be important to JRF during the Gateway Neighborhood Collaborative implementation process. The CPAP team was able to incorporate some findings from the consumer survey activity into their deliverable.

Findings from the surveys played a significant role in the development of strategies and recommendations for the CPAP Vision document.

## **BUSINESS SURVEY FINDINGS**

- Almost 50% of business owners do not believe Smith Street is inviting to residents and visitors due to perceived lack of parking and lack of business variety
- 88% would like more frequent police patrolling
- 82% are unaware of the Business Improvement District maintenance program
- 76% are not members of the Perth Amboy Merchant Association (PAMA), a local business group and GNC stakeholder
- Almost half of respondents never heard of PAMA

## **CONSUMER SURVEY FINDINGS**

- 74% of respondents visit the commercial area daily or several times a week
- Most patronize food stores, gas stations, and barber/beauty salons
- 60% want more clothing stores, cafes, book stores, music shops, and entertainment
- Top three improvements needed are sidewalk maintenance/cleanliness, more business variety, and a public park
- 38% of respondents reported finding parking in less than 5 minutes
- 43% of respondents reported finding parking within 5-15 minutes

## **NEXT STEPS**

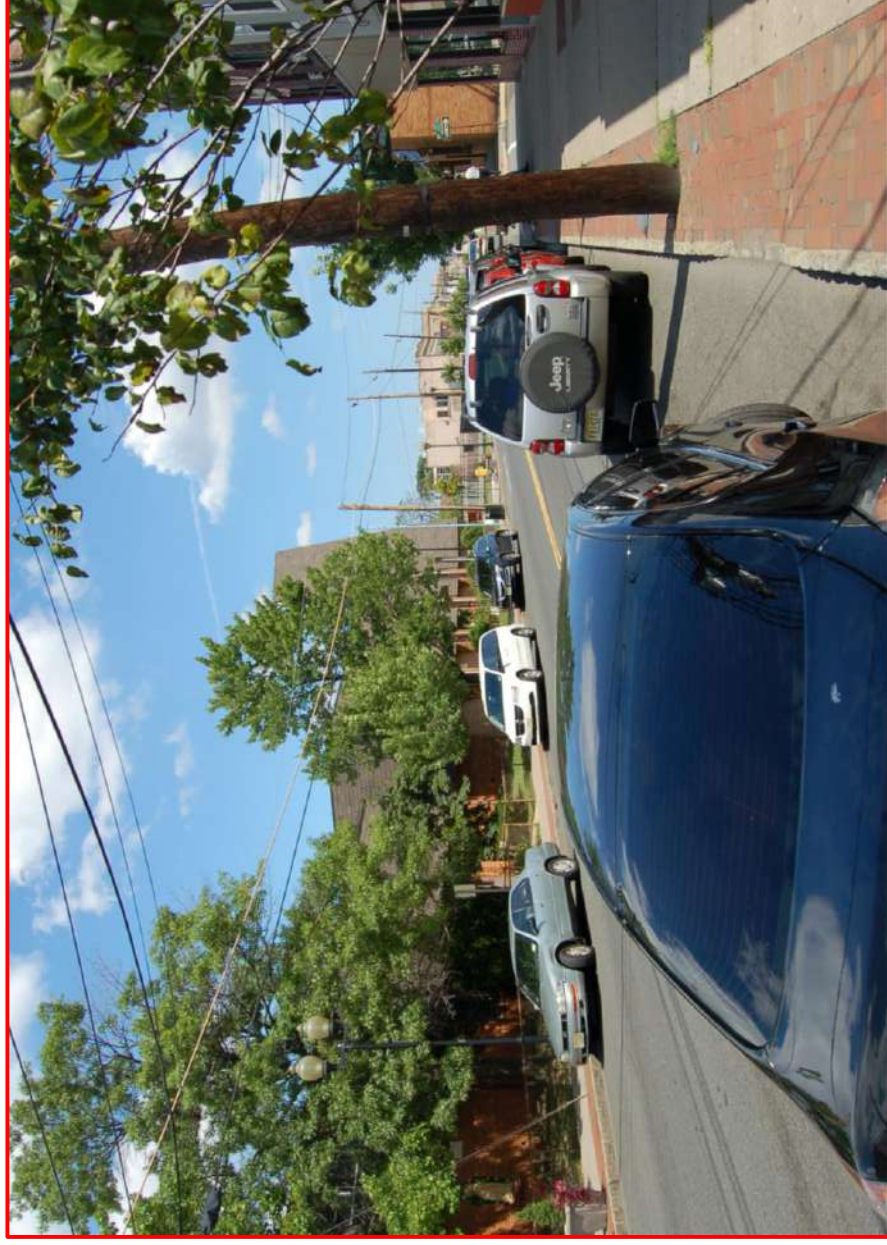
JRF staff will continue to support PARTNER with facilitating GNC steering committees and public meetings during the next few months. JRF staff will also provide assistance and technical support in creating and submitting an Implementation Grant proposal to the Wells Fargo Regional Foundation in order to fund operating expenses related to plan management and execution.

PARTNER and the JRF will also pursue funding from the Neighborhood Revitalization Tax Credit (NRTC) program, an initiative of the New Jersey Department of Community Affairs. This innovative program fosters revitalization of New Jersey's distressed neighborhoods by providing business entities that invest in low- and moderate income neighborhoods with corporate tax credits.

# APPENDICES

## APPENDIX A

### A VISION FOR IMPROVING WEST SMITH STREET



# Prepared for the Jewish Renaissance Foundation by APA-NJ Community Planning Assistance Program

December 2013



American Planning Association  
**New Jersey Chapter**  
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# Project Purpose

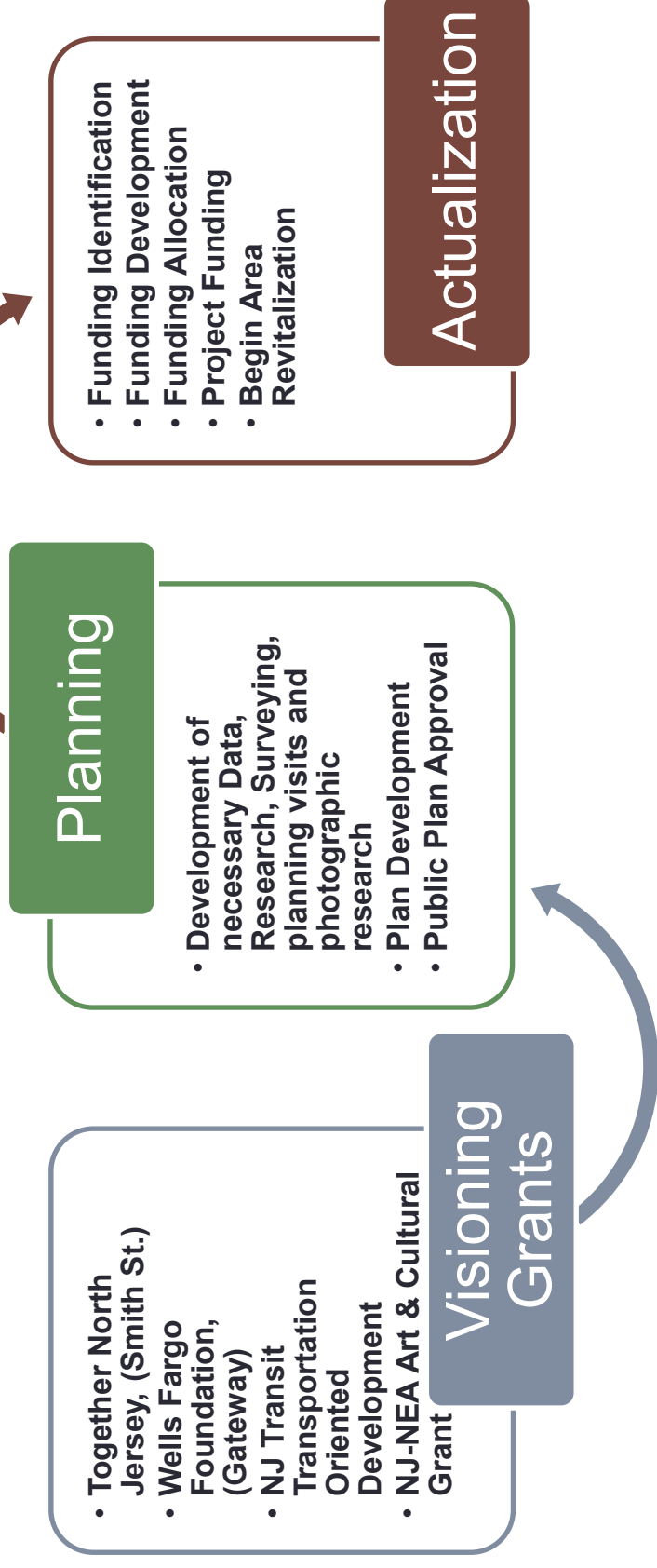
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- **Develop a *Vision*** - strengthen the West Smith Street Retail Corridor west of the NJ TRANSIT train station.
- **Identify *Strategies*** - how to achieve the vision?
- **Engage the *Public*** - encourage public's participation in selecting the best way forward
- **Provide *Input*** - to other planning efforts in Perth Amboy.

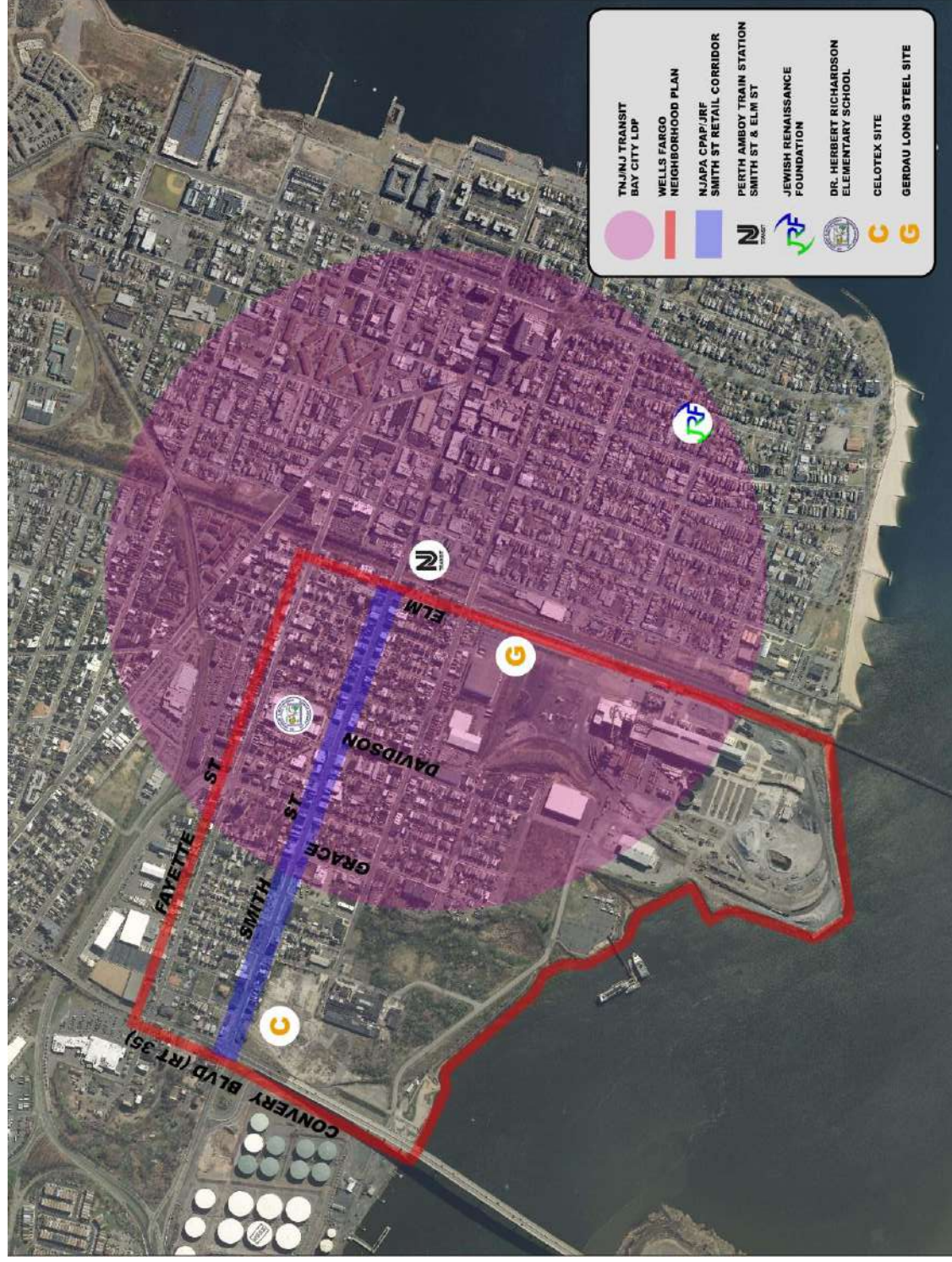


# Understanding “Project Visioning”

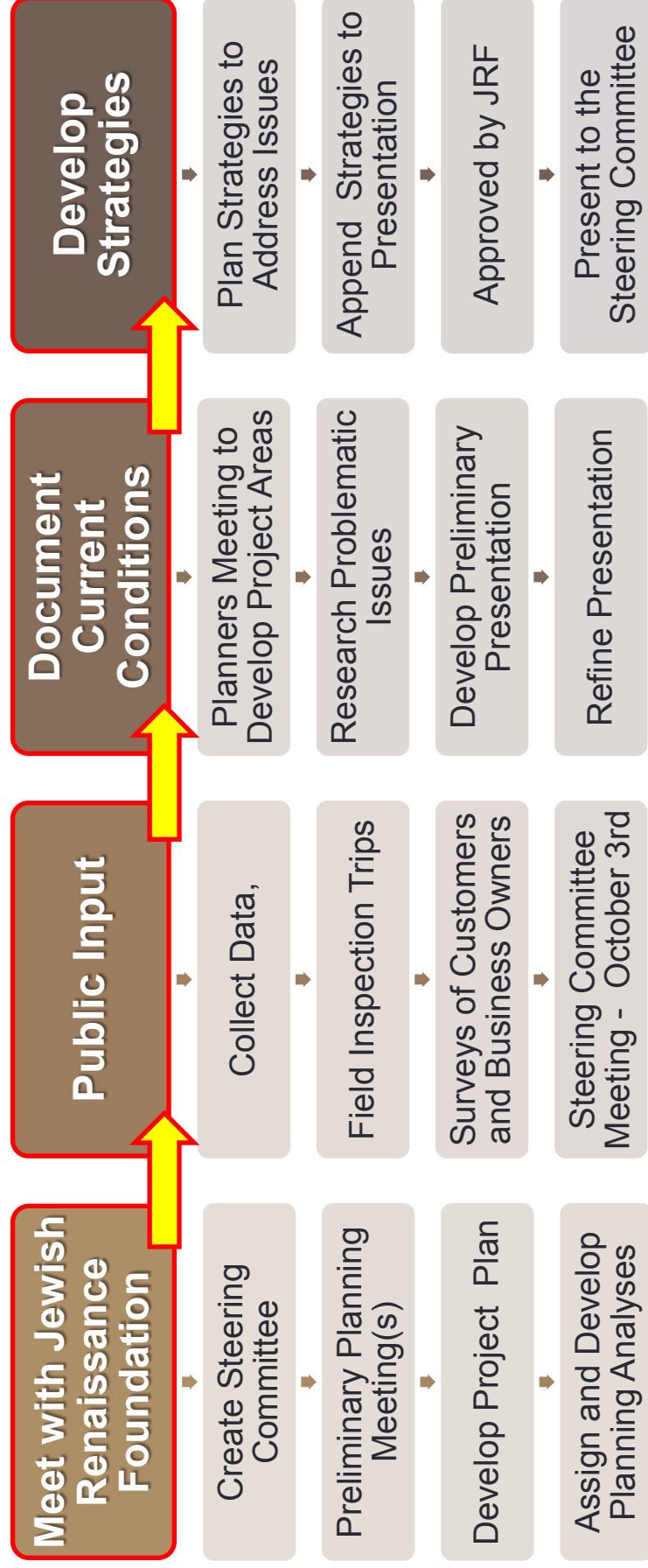
- Visioning is a coordination tool used by planners.
- It is used to tie different projects together to achieve the appearance the people want.



# Planning Projects Underway in Perth Amboy

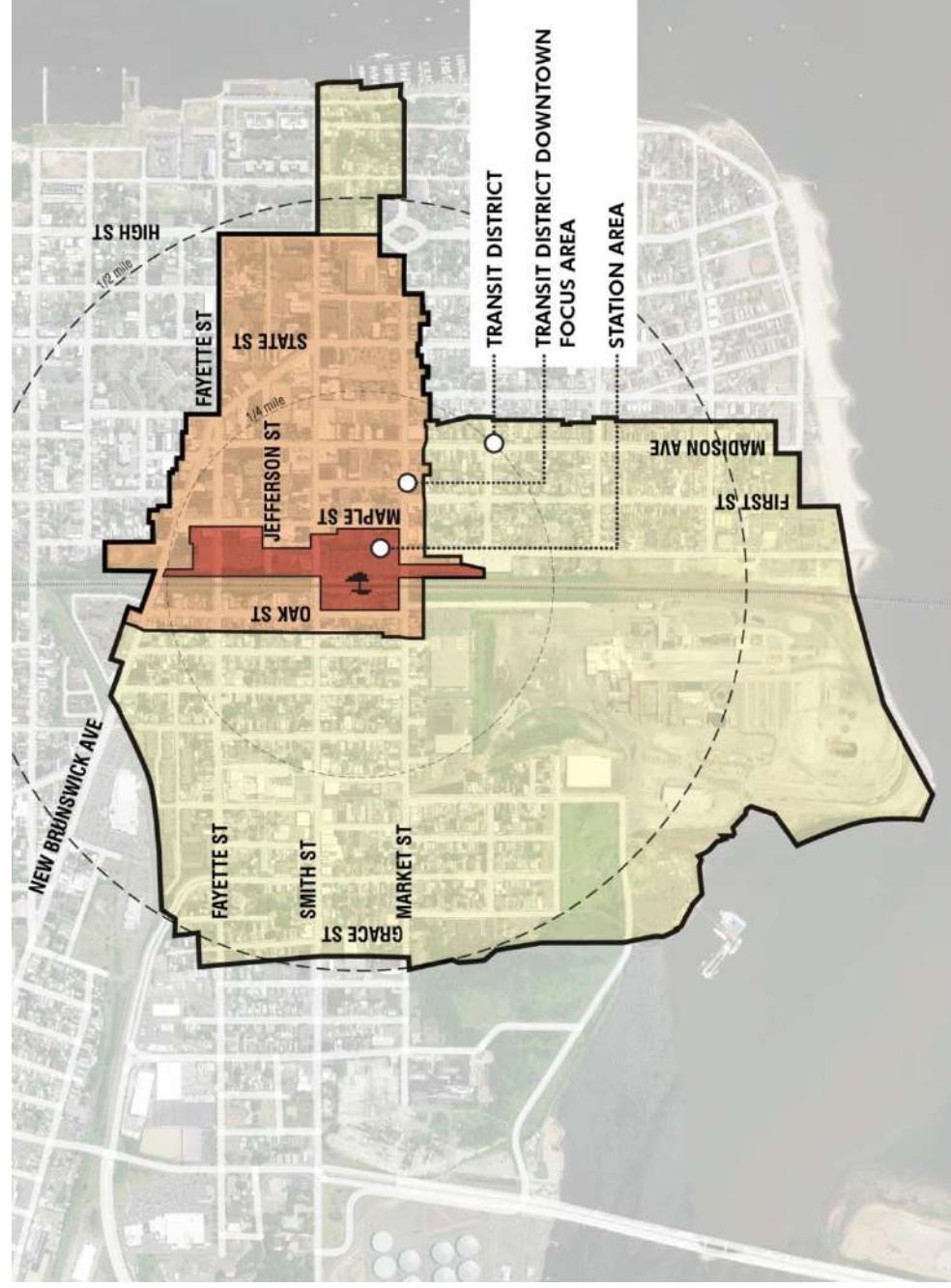


# Visioning Process



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# Transportation Oriented Development Study Area Together North Jersey/NJ TRANSIT



# West Smith Street Study Area



# West Smith Street Today

- Has great potential as a retail and cultural district, with different services and savory tastes that are not available elsewhere.



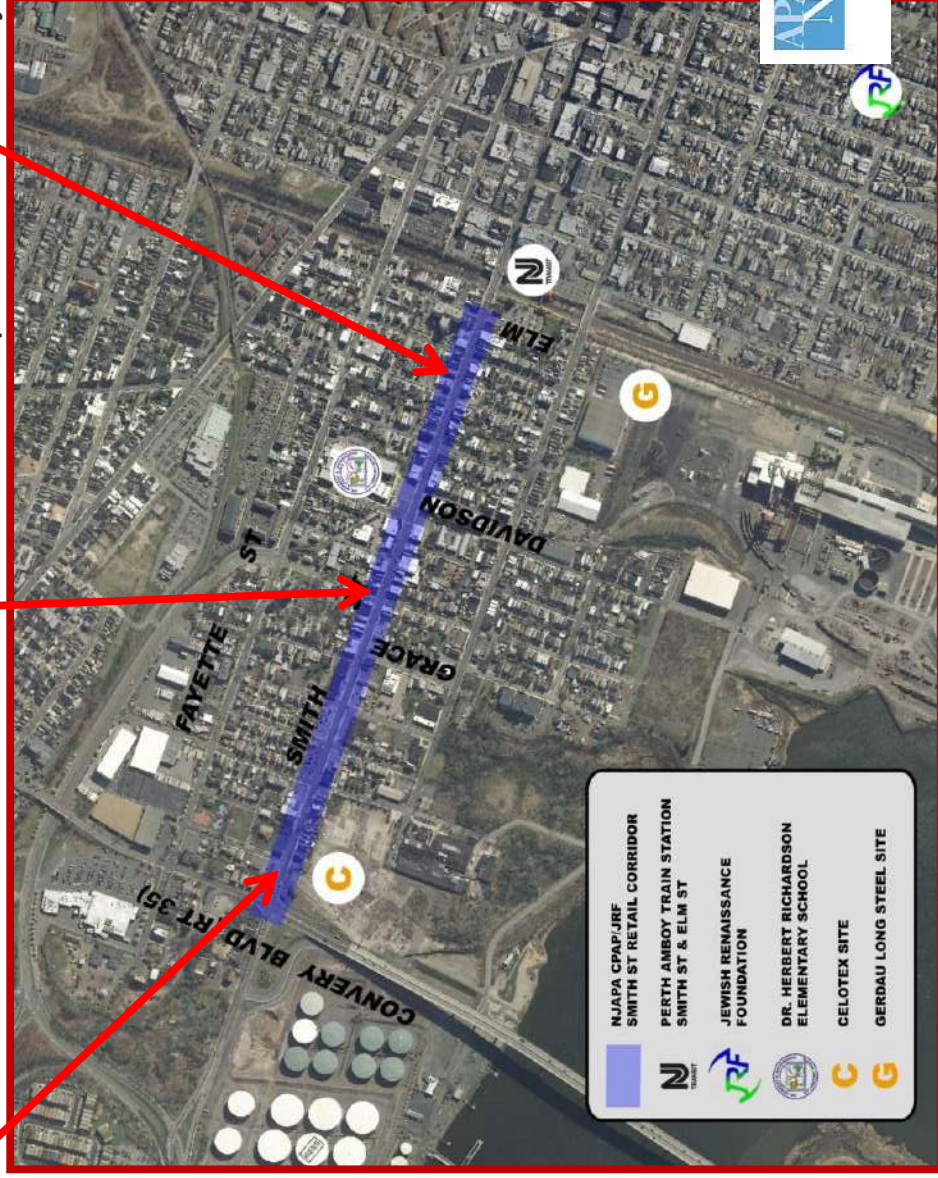
- The street is very pedestrian-friendly and walkable, allowing pedestrians to enjoy the cultures and flavors of the community.

## 3 Areas With Distinct Characteristics

**Western Area**  
Convery/Route 35  
to Kirkland/Grace -  
more auto-  
oriented.

**Transition Area**  
- Kirkland/Grace to  
Davidson, with very  
mixed use.

**Station Area** - from  
Davidson to the train station -  
more concentrated retail and  
pedestrian-friendly.



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**Each area is a busy retail area with:**

- **Support from an established Business Improvement District (BID)**
- **Perth Amboy Merchant's Association (PAMA) to promote a stability to the area.**

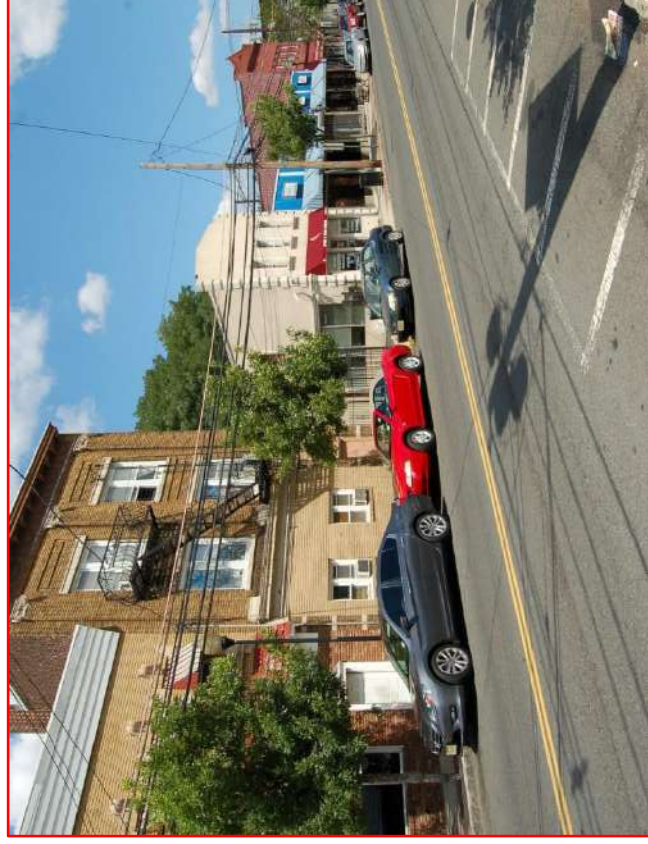


## A Vision for Improving West Smith Street

- **Three quarters of a mile long**
- **More than 100 businesses**



- **Residences at street level and above stores**



## The Perth Amboy Transportation Center

- **Excellent multi-modal connections**
- **Local, regional and national services**
- **NJ TRANSIT bus and rail with connections to**
  - **AMTRAK**
  - **Airlines**



## A Vision for Improving West Smith Street

- **Building conditions vary:**
- **Well maintained**
- **Vacant and boarded up.**



**Side streets also vary  
from good conditions  
to poor conditions**



**A variety of restaurants  
representing different  
cultures.**

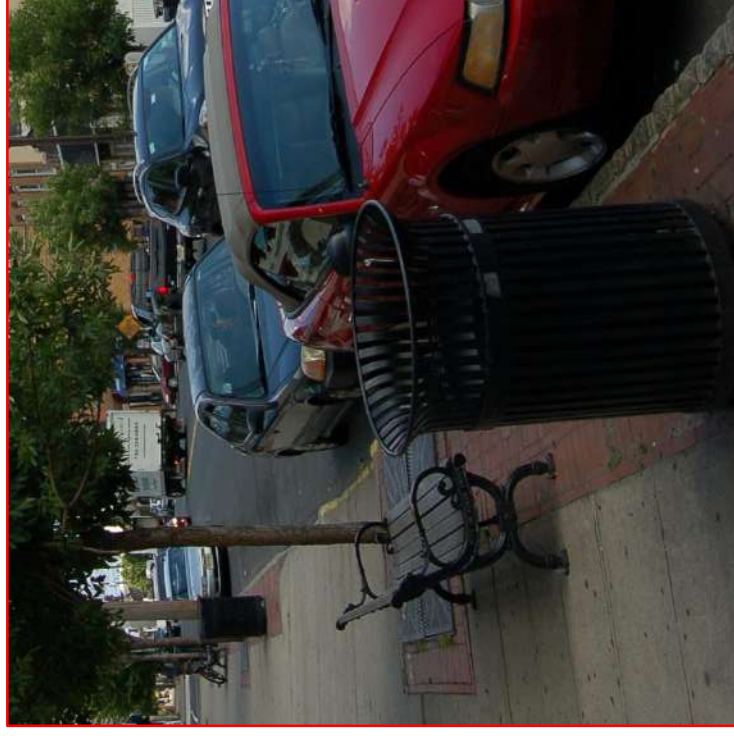


**There is a Mixture of  
services and retail  
stores.**



## A Vision for Improving West Smith Street

**Benches, trees and other street furniture enhance some areas.**



**Populated, well maintained surrounding residential streets enhance everybody's lifestyle and improve business.**



**A vibrant community alive with Cultural Events and Art Expositions attracts visitors and supports local businesses creating jobs!**

## Consumer Survey Responses

- **74%** visit daily or several times a week
- Mostly patronize food stores, gas, and hair care barber/beauty salon
- **60%** want more clothing stores, cafes, book stores, music shops, and entertainment
- Top 3 improvements needed, sidewalk maintenance, cleanliness, more variety, and a public park
- Finding parking:
  - **38%** less than 5 minutes
  - **43%** 5-15 minutes

## Business Owner Survey Results

- Almost **50%** don't believe area is inviting to residents and visitors due to perceived lack of parking and lack of business variety
- **88%** would like more frequent police patrolling
- **82%** are unaware of BID maintenance program
- **76%** not members of PAMA – almost one half never heard of PAMA

# Vision for West Smith Street

- **An area with a distinctly different identity from the rest of Smith St. including:**
  - ✓ **Businesses geared more toward local markets**
  - ✓ **Stronger retail corridor**
  - ✓ **More attractive pedestrian area**
  - ✓ **Higher quality stores**
  - ✓ **Better mix of retail services**
  - ✓ **Stronger business services to support business owners**
  - ✓ **More arts and culture**





**Interesting, eclectic markets with that “Country Store” feel that says Browsers and Shopper are welcomed, combined with Art and Cultural Events can draw 30 to 45 percent of the traffic from that market!**

**People will always go to Convenience Shopping Centers like Woodbridge Center Mall, it has many things Perth Amboy’s Streets do not offer. You can change that!**



# Strategies for Realizing that Vision:

- **Streetscape**
- **Zoning**
- **Cultural and Arts**
- **Transportation and Parking**
- **Supporting Local Business**

# Streetscape

- **Improve the look of West Smith Street by developing design standards for storefronts and signage**
- **Improve maintenance of trees and plantings**
- **Provide benches that face away from the street and encourage conversations**
- **Work with store and building owners to reduce or eliminate window gates without affecting security**
- **Use code enforcement to improve building maintenance**
- **Use vacant storefronts to promote local events and businesses**

## A Vision for Improving West Smith Street

**Benches should create conversational and leisure nooks instead of abstractly facing the street.**



**Vacant storefronts imply a lack of prosperity, Artistic, Educational and Promotional Displays are more attractive, negating that impression.**

## A Vision for Improving West Smith Street

- **Fix Poorly maintained sidewalks, trees, planting and benches**

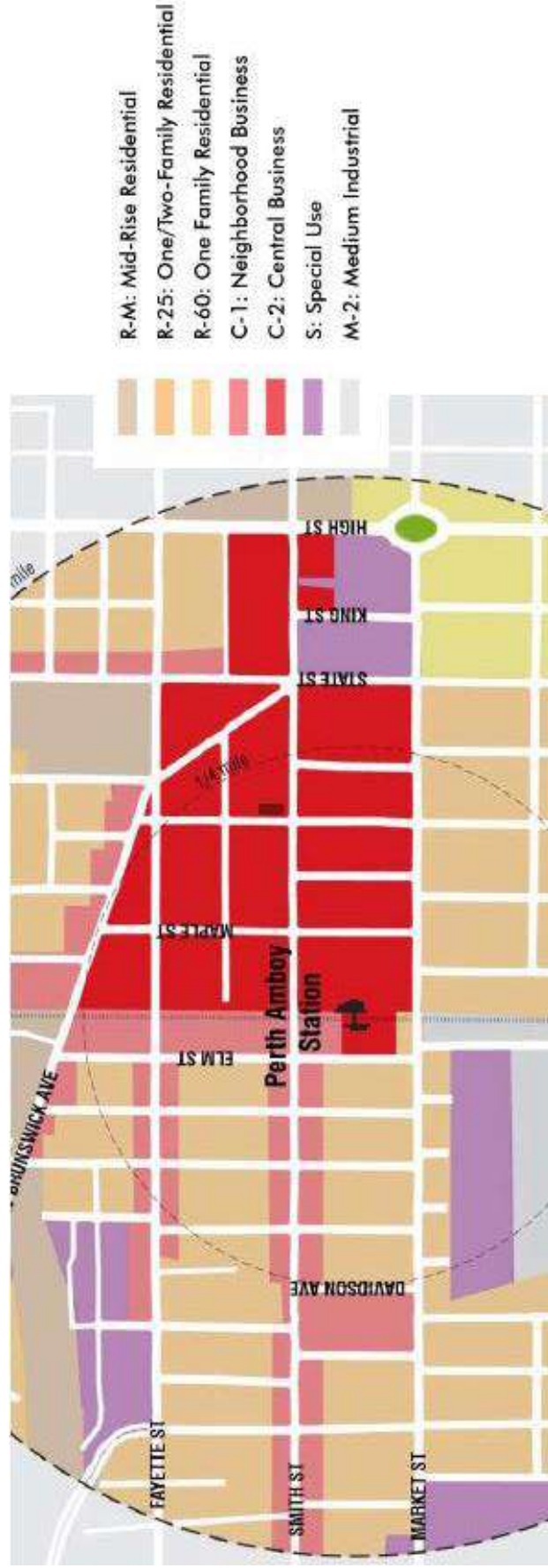


- **Fix poorly maintained buildings and alleys.**

# Zoning

- In consultation with the ongoing TOD study, determine the most appropriate zoning changes for:
  - Eliminating non-retail uses on ground floors
  - Encouraging residential units on upper floors
  - Encouraging residential and commercial uses on side streets that will support retail on West Smith Street

# Transportation Oriented Development Zoning Study





**Empty corner lots and first floor non-retail uses create dead space.**



**Develop the Public Spaces for Leisure and Cultural Events.**

## Cultural and Arts Initiatives

- Create and enhance a cultural and arts district based upon the wide range of cultural business on West Smith Street
- Coordinate with the NEA study to identify appropriate strategies for West Smith Street
- Develop a calendar of important cultural dates and holidays
- Promote festivals with local restaurants and vendors
- Identify public spaces for events
- Develop a brand that will promote business on West Smith Street

# Transportation

- **Implement appropriate traffic improvements from NJTPA study**
- **Consider routing tractor trailers and freight trucks off West Smith St.**
- **Improve the pedestrian environment, including Complete Streets, more crosswalks, pedestrian right-of-way signs**
- **Clearly define bus stops with shelters, benches, and route information**

# Parking

- **Conduct a Parking Study for the area that:**
  - **Inventories existing parking supply.**
  - **Estimates existing parking demand by time of day**
  - **Establishes parking needs by location, including on-street and off-street.**
- **Establishes policies for parking meters and enforcement.**

# Supporting Local Businesses

- **Work with the Perth Amboy BID and Perth Amboy Merchant Association to strengthen outreach and determine the most urgent needs for businesses**
- **Undertake an economic study of the area to identify the right mix of services and what types of stores could be attracted.**

## 3 Areas With Distinct Characteristics

**Western Area**  
Convery/Route 35  
to Kirkland/Grace -  
more auto-  
oriented.

**Transition Area**  
- Kirkland/Grace to  
Davidson, with very  
mixed use.

**Station Area** - from  
Davidson to the train station -  
more concentrated retail and  
pedestrian-friendly.



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## Western Area

- **Goal – auto-oriented area that is the dominant Gateway into City of Perth Amboy**
- **Maintain as auto oriented district**
- **Improve gateway entry**
- **Implement traffic calming to slow traffic**
- **Develop a strategies for selected sites that are consistent with the Western Area**
  - **Old motorcycle club and vacant car dealership (corner of Herbert and Smith)**
  - **Celotex**
- **Eventually Connect Smith St to the waterfront**

# Transition Area

- **Goal – link the auto-oriented Western Area to the more dense Station Area**
- **Use spaces for public and cultural events**
  - **La Fatima Church**
  - **Richardson School**
  - **Underutilized parking lots**
- **Strengthen pedestrian environment with safer crosswalks that slow traffic and increase visibility of pedestrians**
- **Eliminate corner parking lots**
- **Zoning to encourage retail on ground floors**
- **Use vacant stores for promotions**

## Station Area

- **Goal – enhance the dense commercial corridor through branding and streetscape improvements**
- **Improve visibility of the train station**
- **Adopt TOD study recommendation for zoning – ground level retail and residence above**
- **Eliminate corner parking lots**
- **Look at opportunities to provide space for sidewalk dining**
  - **Bump outs**
  - **Temporary use of on-street parking during special events**
- **Strengthen pedestrian environment with more and better crosswalks and Stop for Pedestrian signs**
- **Traffic calming to slow traffic**
- **Look for opportunities for green public space**

# NJT's station improvements

- Opportunity for improve the way Smith Street and the station interact.



## Next Steps

- Coordinate with the larger Gateway Study to include these strategies and recommendations in the results of that plan.
- These strategies are consistent with the BID Strategic Plan and efforts to implement them should be coordinated with the BID.

# Questions?



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# **APPENDIX B**

## **GATEWAY NEIGHBORHOOD CENTRAL BUSINESS DISTRICT (CBD) BUSINESS OWNER SURVEY SUMMARY**

## SURVEY DESCRIPTION

This survey was taken by business owners along the central business district corridor of Smith Street, Perth Amboy, west of the train station, in an effort to identify challenges and accomplishments from their perspectives. A full enumeration of the cumulative business owner responses is provided separately in a spreadsheet, and includes the total responses for each question; open-ended responses are noted individually unless grouping similar answers was possible. A copy of the actual survey will be helpful in understanding the format and flow of the survey, but each column contains the question included in the spreadsheet with a cumulative count of responses for each possible response below it.

**\*\*[Response options are noted alphabetically, by the order in which they appear in the survey, i.e.- what's your favorite color? Blue\_\_ Yellow\_\_ Pink\_\_ The options would be labeled in the spreadsheet as: A(for Blue),B(for yellow), and C(for pink)].** (The revised version of the survey did not numerically or alphabetically order the options for answers, as it seemed that the survey was cleaner-looking and less intimidating to respondents. However, the "Combined Results" response table should include all descriptions).

## Q&A FORMAT

Some questions have multiple parts and their responses are counted separately in the same column in the spreadsheet. Occasionally, the total count of business owners that responded ("total respondents") to the question at hand is much less than the cumulative count across all responses. This is because many questions were opened to multiple responses at a time. In these cases, percentages would not be calculated out of the total number of respondents for the question, but instead, the portion of responses of one particular answer out of the total number of responses given. (The

total number of responses can be used to understand the sample's significance/representation of the population).

Note: A second version of the survey was given to some business owners to encourage more participation, and as such the cumulative counts consider responses from the old survey as they relate to the new survey's question format.

## SURVEY TAKERS

**Total Respondents:** 18 business owners

Business owners of the following categories completed the survey: Bodega/Grocery (2), Clothing/Novelty (2), Hair Salon/Wellness/Pharmacy (3), Cleaners (1), Electronics (2), Appliances & Install/Steel Distributor (2), Real Estate (1), Restaurant (2), Other Services/Unknown (3)

## RESULTS SNAPSHOT

After reviewing much of the consumers' results, it will be important to compare responses from the perspectives of business owners to consumers, as there is some variability between their perceptions.

**Question 2:** 63% of business owners believed their biggest competitors were other businesses along Smith Street. (As it will be revealed in the consumer results, most consumers answered contrary to business owner perspectives and stated that they go to the nearby malls for their needs that are unmet; there were also similar trends in the specific type of their unmet demands).

**Question 3:** 57% of business owners believe the CBD is inviting to community residents, and 60% believe the CBD is inviting to non-residents. Several owners stated that they believe the CBD is not inviting to non-residents because of the following reasons:

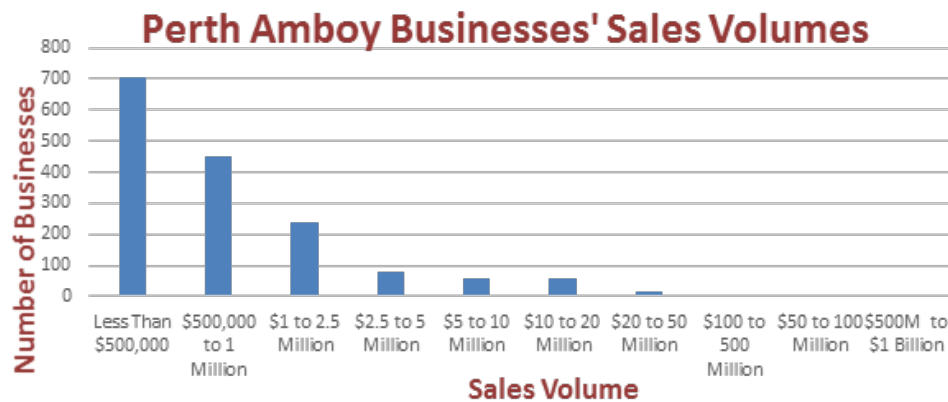
1. "Perth Amboy's CBD is the same as other downtown areas" (which could be

presumed to mean that it is similar to many other lower-income downtown business corridors in urban areas). This could also be another reason why many business owners also reveal in a later survey question that they do not believe summer festivals impact their businesses. Perhaps the downtown area is not enticing to visitors because its unique qualities are not evident (or non-existent), and as such, visitors feel no reason to explore or return to the CBD along Smith Street.

2. "There are only salons and food" as revealed in the consumer survey as well (and casual conversations with other individuals) it is believed that there are too many businesses offering the same types of goods and services.

3. "There's a lot [of businesses]". It may be assumed that this business owner believes that there are too many similar businesses competing for the same groups of customers as suggested by the previous response. It may be interesting to find out whether or not the supply of such goods and services are in significant excess of their demand, and learn what demands are not met, but potentially could be satisfied.

As evident from responses from a later question, business support in terms of identifying and re-orienting goods and services offered from businesses, as well as aesthetic or ambiance changes, may encourage more customers to explore and shop in the CBD. It is possible that business owners in the business district have assumed that they are only capable of being successful by selling certain types of goods and services when in fact, the demand for those particular goods and services are already being met in excess, thus impairing their potential success. The chart of sales volumes below demonstrates the sales volumes across the entire city. (Retail leakage numbers give a much better perspective).



Source: Economic Census Data

It is also possible that some owners may not know how to pursue different types of businesses because they lack the training or education to do so. It would not be feasible to dictate to owners the type of businesses they should open, run, or transform into, but creating incentives and resources to help them realize new possibilities may prove to be very helpful.

Finally, it may be helpful to help the business corridor along Smith St to create/uphold a distinct identity by means of branding. This might not only attract visitors from outside Perth Amboy, but also residents from throughout the city.

4. Not enough parking from Herbert St to Oak St. The consumer survey does not reveal problems with parking quantity, but small acknowledgement of parking tickets; promoting at festivals (linking to downtown)

**Question 4:** 15% of business owners advertise, mostly using fliers and newspaper ads. The main reason for not advertising is due to cost. This may be an opportunity to hold workshops or direct owners to resources that will assist them in creative, low-cost methods of advertising.

**Question 5:** Those who advertise promote mostly within the district itself.

**Question 6:** Only 40% believe that community events have been helpful in bringing more business to the CBD; equally split, business owners believe this is true

because the events are too far away from the CBD, and that the businesses are not promoted enough during the events. One owner mentioned a perceived lack of creativity.

**Question 7:** 16% say there are social clubs or events regularly held in their establishment, but that they are not well-advertised.

**Question 8:** 76% say they would be willing to change their prices or merchandise if they did not meet the needs of their consumers; those who wouldn't be willing say this because "prices are at their lowest" or they are previously set by "multi-level marketing".

**Question 9:** 81% say they get enough feedback to gauge their customers' satisfaction.

**Question 10:** The busiest weekday hours for most respondents are after 5p.m. followed by 9-5p.m.. Their busiest weekend hours are also after 5p.m. followed by 9-5p.m..

**Question 11:** 50% of respondents would like to hire full-time workers above 18 years old, preferably with good skills for: "customer service; sewing; salesman; cooking; real estate licenses".

**Question 12:** 50% of owners would be willing to participate in a mentoring program that provides business training to young people. This could be an opportunity to connect partners such as the Perth Amboy

Votech High School and the Academy of Workforce Development to match skills with businesses and customers in the city.

**Question 13:** The most desired business support was identified (starting with the most desired) as business seminars, networking, loans, more affordable suppliers, and help with advertising.

**Question 14:** Owners identified several negative factors impacting their businesses, many of which were addressed in this survey, such as:

1. Not enough customers
2. Parking
3. Too much competition for same markets
4. Water bills and taxes

(please see raw data responses for all included desired improvements).

**Question 15:** The average ages of owners' customers (according to their perceptions) are 31-60.

**Question 16:** 66% are not concerned about seeing more of a specific age group in their establishments.

**Question 17:** Nonetheless, 75% believe that more younger customers in the business district would help their business; mostly assuming that younger customers would help with their business's profitability, and give them a safer and more productive place to spend their free time.

**Question 18:** 76% of respondents are not members of PAMA (Perth Amboy Merchant's Association), and 66% of those respondents had never heard of PAMA before reading this survey.

**Question 19:** 82% of respondents were not aware that there is a BID maintenance program.

**Question 20:** Respondents' average rating of maintenance throughout the CBD (in the Gateway neighborhood), is a 3.9, on a scale

of 1 (poor)-5 (excellent). This ranking may indicate that business owners are satisfied with the CBD's general maintenance, and that perhaps the BID could focus its efforts on other non-aesthetic issues that would help in other substantial ways.

**Question 21:** The most important maintenance issues to business owners are the sidewalks, streets, and trash, in that order.

**Question 22:** Maintenance tasks respondents would like made available are: street cleaning, street safety, and improved landscaping.

**Question 23:** 87% of business owner respondents agree that safety is a concern for them in the CBD, mostly due to break-ins and robberies. Most business owners believe that increased police patrolling would be the most effective solution to their safety concerns.

**Question 24:** From the six restaurant/food-related respondents to this question, three stated they have not applied for some type of restaurant/food rating, but all would be willing to do so.

**Question 25:** One owner left a suggestion to increase cleaning of secondary streets (side streets) along the CBD.

# APPENDIX C

## GATEWAY NEIGHBORHOOD CENTRAL BUSINESS DISTRICT (CBD) BUSINESS OWNER SURVEY RESULTS

Refer to Appendix E for complete response options.

**Question 1: What type of business do you own?**

- Bodega
- Children's Clothing
- Christian Novelty Store
- Cleaners
- Electronics
- Grocery and meat market
- Hair Salon
- HVAC service and install
- Multi service office
- N/A
- N/A
- Nutrition Club/Wellness Center
- Pharmacy
- Real Estate
- Restaurant
- Restaurant
- Retail; Computer, Printer, Copier, Typewriter, Repairs, Ink and Toner Sales
- Steel distributor

Total Respondents: 18

**Question 2: Where are your biggest competitors?**

|                   |                                                                                      |
|-------------------|--------------------------------------------------------------------------------------|
| Choice A          | 10                                                                                   |
| Choice B          | 0                                                                                    |
| Choice C          | 0                                                                                    |
| Choice D          | 3                                                                                    |
| Choice E          | 3                                                                                    |
| Choice F          | Staples, Office Dept, Walmart, GNC/<br>Vitamin Shoppe/Internet, El Super<br>Tropical |
| Total Respondents | 17                                                                                   |

**Question 3: Is the business district inviting to community residents?**

|                   |                                                                                                                                               |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| (a)               |                                                                                                                                               |
| Yes               | 8                                                                                                                                             |
| No                | 6                                                                                                                                             |
| Total             | 14                                                                                                                                            |
| (b)               |                                                                                                                                               |
| Yes               | 9                                                                                                                                             |
| No                | 6                                                                                                                                             |
| Why?              | 1) It's the same as other towns 2)<br>There are only salons and food 3)<br>There's a lot 4) Not enough parking<br>from Herbert to Oak Street. |
| Total             | 15                                                                                                                                            |
| Total Respondents | 17                                                                                                                                            |

**Question 4: Do you advertise? If Yes, How? If No, Why?**

|                    |                                                                                              |
|--------------------|----------------------------------------------------------------------------------------------|
| Yes                | 2                                                                                            |
| No                 | 6                                                                                            |
| Total Respondents  | 11                                                                                           |
| How? (b)           |                                                                                              |
| (1) Social Media   | 3                                                                                            |
| (2) Newspaper      | 4                                                                                            |
| (3) Fliers         | 7                                                                                            |
| (4) T.V.           | 0                                                                                            |
| (5) Other          | 3                                                                                            |
| Total Respondents  | 11                                                                                           |
| Where? (c)         | streets; signs; radio;<br>Smith St/Convery<br>Blvd; street; churches;<br>Internet; magazines |
| Why? (d)           |                                                                                              |
| (1) Cost           | 5                                                                                            |
| (2) No Need        | 2                                                                                            |
| (3) Don't know how | 0                                                                                            |
| (4) Other          | 1 - "personal reason"                                                                        |
| Total Respondents  | 8                                                                                            |

**Question 5: To whom do you advertise the most?**

|                            |    |
|----------------------------|----|
| (A) The business district  | 9  |
| (B) Perth Amboy            | 4  |
| (C) Outside of Perth Amboy | 3  |
| Total Respondents          | 11 |

**Question 6: Do community events bring more business?**

|                                    |                |
|------------------------------------|----------------|
| Yes                                | 6              |
| No                                 | 9              |
| Total Respondents                  | 11             |
| Why?                               |                |
| (A) Events are too far             | 4              |
| (B) Businesses not promoted enough | 4              |
| (C) Other                          | "not creative" |
| Total Respondents                  | 7              |

**Question 7: Are there social clubs or community programs held in your establishment? If yes, are they advertised well?**

|                   |    |
|-------------------|----|
| (a)               |    |
| Yes               | 3  |
| No                | 15 |
| Total Respondents | 18 |
| (b)               |    |
| Yes               | 1  |
| No                | 4  |
| Total Respondents | 5  |

**Question 8: Would you be willing to change your prices or merchandise if they did not meet the needs of consumers? If no, why?**

|                   |                                                                                                                          |
|-------------------|--------------------------------------------------------------------------------------------------------------------------|
| Yes               | 13                                                                                                                       |
| No                | 3                                                                                                                        |
| Total Respondents | 17                                                                                                                       |
| Why?              | Prices are at their lowest; multilevel marketing marketing prices are set; to have more customers; customer satisfaction |
| Total Respondents | 4                                                                                                                        |

**Question 9: Do you get enough feedback to gauge your customers' satisfaction with your services?**

|                   |    |
|-------------------|----|
| Yes               | 13 |
| No                | 3  |
| Total Respondents | 16 |

**Question 10: What are your busiest times of the week?**

|                   |    |
|-------------------|----|
| Weekdays          |    |
| 5-9               | 2  |
| 9-1               | 9  |
| 1-5               | 8  |
| 5+                | 11 |
| Total Respondents | 13 |
| Weekends          |    |
| 5-9               | 2  |
| 9-1               | 8  |
| 1-5               | 8  |
| 5+                | 10 |
| Total Respondents | 13 |

**Question 11: What typed of workers do you want to hire? What age groups? What skills are needed?**

|                          |                                                                      |
|--------------------------|----------------------------------------------------------------------|
| (A) Full-time            | 9                                                                    |
| (B) Part-time            | 5                                                                    |
| (C) I don't need to hire | 4                                                                    |
| Total Respondents        | 18                                                                   |
| Age Groups               | 18-35, 30+; 18-24; 20-50                                             |
| Needed Skills            | customer service and sewing; salesman; cooking; real estate licenses |

**Question 12: Would you participate in a mentoring program that provides business training to young people?**

|                   |    |
|-------------------|----|
| Yes               | 8  |
| No                | 8  |
| Total Respondents | 16 |

**Question 13: Which could help advance your business?**

|                               |             |
|-------------------------------|-------------|
| (A) Business Seminars         | 7           |
| (B) Loans                     | 6           |
| (C) Networking                | 7           |
| (D) More affordable suppliers | 5           |
| (E) Other                     | Advertising |
| Total Respondents             | 15          |

**Question 14: What has negatively impacted your business? How would you like to improve your bussines?**

Negative impacts (Open-ended)

- advertising, getting the word out
- taxes, water bill, insurance
- taxes, water bill, insurance
- nearby businesses
- the economy
- not enough customer foot traffic
- money

- Parking
- too much of the same competition
- Nothing
- other competition, parking meters, city politics

Total Respondents: 18

Desired improvements

- Ink and toner sales, computer/printer repairs
- low water and light bill
- jobs in my town
- clean up garage in towns
- increase sales
- our service (delivery)
- public parking Smith St from Herbet St
- make appealing to raise consumers
- better street decoration
- more investmnet from city, city should promote CBD more

Total Respondents: 10

**Question 15: What is the average of your regular customers?**

|                    |    |
|--------------------|----|
| (A) 12 and younger | 3  |
| (B) 13-17          | 2  |
| (C) 18-30          | 6  |
| (D) 31-45          | 9  |
| (E) 45-60          | 9  |
| (F) 61 and older   | 6  |
| Total Respondents  | 17 |

**Question 16: Is there an age group you would like to see more often? What ages?**

|                   |                 |
|-------------------|-----------------|
| Yes               | 4               |
| No                | 8               |
| Total Respondents | 12              |
| Which?            | 13-17;35+;45-60 |
| Total Respondents | 3               |

**Question 17: Would younger customers in the business district help or hurt business? Why?**

|                       |                                                                                                                                                        |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Help                  | 9                                                                                                                                                      |
| Hurt                  | 1                                                                                                                                                      |
| No Difference/Depends | 2                                                                                                                                                      |
| Total Respondents     | 12                                                                                                                                                     |
| Why?                  | Yes because: More buying with tech(2); One of my business to the youth; they won't be in the street; they are the future; it will bring more customers |
| Total Respondents     | 7                                                                                                                                                      |

**Question 18: Are you a member of the Perth Amboy Merchant Association (PAMA)? If yes, how can PAMA improve? If no, is this your first time hearing about them?**

|                   |                 |
|-------------------|-----------------|
| Member            |                 |
| Yes               | 4               |
| No                | 13              |
| Total Respondents | 17              |
| How can improve   | be more serious |
| 1st time hearing? |                 |
| Yes               | 4               |
| No                | 13              |
| Total Respondents | 7               |

**Question 19: Are you aware of the Business Improvement District's maintenance program?**

|                   |    |
|-------------------|----|
| Yes               | 3  |
| No                | 14 |
| Total Respondents | 17 |

**Question 20: How well is the business district maintained on a scale 1-5?**

|                   |    |
|-------------------|----|
| 1                 | 0  |
| 2                 | 3  |
| 3                 | 2  |
| 5                 | 6  |
| 5                 | 1  |
| Total Respondents | 12 |

**Question 21: Which maintenance priorities are most important to you?**

|                      |    |
|----------------------|----|
| (A) Sidewalks        | 15 |
| (B) Streets          | 13 |
| (C) Trash            | 13 |
| (D) Graffiti         | 9  |
| (E) Tree Maintenance | 7  |
| (F) Lighting         | 12 |
| (G) Street Furniture | 6  |
| Total Respondents    | 17 |

**Question 22: What other maintenance tasks would you like to include in BID services?**

- clean the streets
- street safety
- Maintenance and loitering
- better landscape

**Question 23: Is safety a concern for you? If yes, which issues are most important? If yes, what could the police or city do to make the business district safer?**

|                   |    |
|-------------------|----|
| Yes               | 14 |
| No                | 2  |
| Total Respondents | 16 |

**Question 23 continued...**

**Which issues are most important to you?**

|                             |                                     |
|-----------------------------|-------------------------------------|
| (A) Break-ins               | 12                                  |
| (B) Robbery                 | 12                                  |
| (C) Shoplifting             | 9                                   |
| (D) Other (please identify) | 3 (too much soliciting by homeless) |
| Total Respondents           | 18                                  |

**What could police or city do?**

- frequent patrols
- be more serious
- street corners
- walk on street
- police make rounds more often than normally
- catch criminals and drugs

Total Respondents 6

**Question 24: For restaurants: Have you applied for a restaurant rating? If yes, which ones? If no, would you consider applying?**

|                   |   |
|-------------------|---|
| Yes               | 2 |
| No                | 3 |
| Total Respondents | 5 |

**Which ones?**

- Peruisos Para Cocina

Total Respondents 1

**Would you consider it?**

|                   |   |
|-------------------|---|
| Yes               | 3 |
| No                | 0 |
| Total Respondents | 3 |

**Question 25: Comments/Suggestions**

- I would like there to be more cleaning of secondary streets (side streets)

Total Respondents 1

# APPENDIX D

## GATEWAY NEIGHBORHOOD CENTRAL BUSINESS DISTRICT (CBD) CONSUMER SURVEY RESULTS

Refer to Appendix F for complete response options.

|                                             |                                             |    |
|---------------------------------------------|---------------------------------------------|----|
| Question 1                                  | Average # of blocks work from train station | 7  |
| Do you live, work, or visiting Perth Amboy? | Median # of blocks work from train station  | 6  |
| Totals:                                     |                                             |    |
| Live in PA 14                               | Total Responses                             | 30 |
| Work in PA 14                               |                                             |    |
| Live and work in PA 8                       |                                             |    |
| Visitor (from) 5                            |                                             |    |
| Average # of blocks live from train station | 11.94047585                                 |    |
| Median # of blocks live from train station  | 9                                           |    |

|                                                 |                                    |                        |                    |
|-------------------------------------------------|------------------------------------|------------------------|--------------------|
| Question 2                                      | learn about new projects           |                        |                    |
| What brings you to the Business District today? | planning process                   | Residents and Vistors: | Who drives to CBD? |
|                                                 | tour                               | Drive                  | 13                 |
|                                                 | work                               | Don't Drive            | 1                  |
| Totals:                                         | GNC                                | drive&live             | 5                  |
| Planning Process                                | Administer Cultural Center in Area | drive&work             | 5                  |
| Economic revitalization sorely needed in town   | (2) food & shopping                | Total Responses:       | 15                 |
| Work                                            | passing through waterfront         |                        |                    |
| planning process                                | work                               |                        |                    |
| information                                     | browse/shop                        |                        |                    |
| hear info about plans for our community         | Total Responses                    | 17                     |                    |

|                                               |
|-----------------------------------------------|
| Question 3                                    |
| How often do you visit the business district? |
| Totals                                        |
| (A) every day 17                              |
| (B) several times a week 9                    |
| (C) once a month 5                            |
| (D) few times a year 14                       |
| Total Responses: 46                           |

**Question 4****Which businesses do you use most?**

|                       |    |                                  |    |                              |    |
|-----------------------|----|----------------------------------|----|------------------------------|----|
|                       |    | (H) Beauty/Barber Salon          | 10 | (S ) Employment Services     | 5  |
|                       |    | (I) Novelty Items                | 5  | (T) Vehicle Servicing/Rental | 6  |
|                       |    | (J) Electronics/ Appliances      | 4  | Total Responses              | 23 |
| Totals                |    | (K) Furniture                    | 6  |                              |    |
| (A) Restaurant/Bakery | 18 | (L) Bar/Lounge                   | 7  |                              |    |
| (B) Bodega            | 12 | (M) Medical Services             | 7  |                              |    |
| (C ) Supermarket      | 13 | (N) Phone/Communication Services | 5  |                              |    |
| (D) Butcher/Deli      | 9  | (O) Check Cashing/Bill Pay       | 6  |                              |    |
| (E) Pharmacy          | 13 | (P) Tax Services                 | 4  |                              |    |
| (F) Gas               | 11 | (Q) Insurance Services           | 4  |                              |    |
| (G) Clothing & Shoes  | 7  | (R )Travel Services              | 4  |                              |    |

**Question 5****How affordable are products and services in the district?**

|                 |    |
|-----------------|----|
| Totals          |    |
| (A) Expensive   | 1  |
| (B) Reasonable  | 15 |
| (C ) Cheap      | 5  |
| Total Responses | 21 |

**Question 6****Do they meet your basic daily needs?**

|                 |    |
|-----------------|----|
| Totals          |    |
| Yes             | 13 |
| No              | 7  |
| Total Responses | 21 |

|                                                                   |              |                                                                                                                                         |    |                                                       |    |
|-------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------|----|-------------------------------------------------------|----|
| <b>Question 7</b>                                                 |              | Total Responses                                                                                                                         | 12 | Total Responses                                       | 14 |
| <b>What needs are not met?</b>                                    |              |                                                                                                                                         |    |                                                       |    |
|                                                                   |              | <b>(B) Where do you go to meet those needs?</b>                                                                                         |    | <b>(C )Why do you prefer those places?</b>            |    |
| Totals                                                            | (open-ended) | (4)"Woodbridge"                                                                                                                         |    | "the products I want to buy are not here"             |    |
| (A) Unmet Needs                                                   |              | (4) "where I live/other towns","Woodbridge,edison, highland park, new brunswick (note: all have local downtown district; 2 have malls)" |    | "more variety in [arts] and cultural events"          |    |
| (5)good/quality clothing and/or store                             |              | (4)"mall and big box"                                                                                                                   |    | "more variety in shows/performance "                  |    |
| Sports equipment, art, furniture, appliances,parks, micro brewery |              | (2) "New York"                                                                                                                          |    | "they have what I need"                               |    |
| (2) arts and culture                                              |              | (1) Online                                                                                                                              |    | "different,variety"                                   |    |
| (1) bank                                                          |              | (2) "Woodbridge/Menlo Mall"                                                                                                             |    | "better slection for clothing, friendlier poli- cies" |    |
| (3)high end purchasing/quality household items                    |              |                                                                                                                                         |    | Total Responses 6                                     |    |

Question 8

Do you visit the business district just for fun?

|                 |    |
|-----------------|----|
| Totals          |    |
| Yes             | 4  |
| No              | 16 |
| Total Responses | 20 |

Question 9

What types of establishments would you like to be included in your down-town?

|                                                                                                                                                                                                                                                   |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Totals                                                                                                                                                                                                                                            | open-ended |
| Men's clothing and book store                                                                                                                                                                                                                     |            |
| Restaurant, café, pharmacy,gen stores                                                                                                                                                                                                             |            |
| Staples, UPS, Office Max, Applestore,Brookstone, museum, arts center, sports related to water, environmental center, bike/hike trails, concert hall, nice looking community,multi-purpose center,hotel,I have nowhere to house out of town guests |            |
| quality stores                                                                                                                                                                                                                                    |            |
| Book/music store, better clothing stores                                                                                                                                                                                                          |            |

|                                                                             |
|-----------------------------------------------------------------------------|
| Fun place for youth like a club(without alcohol)                            |
| quality merchandise                                                         |
| better stores                                                               |
| Cafes,bistros,book store                                                    |
| quality clothing and shoe stores                                            |
| entertainment                                                               |
| Pet store or bike shop                                                      |
| More upper class shops, better quality stores                               |
| performing arts space,movie theater, coffee shop, higher end/variety retail |
| Total Responses 14                                                          |

Question 10

Which issues are most concerning in the business district?

|                                |    |
|--------------------------------|----|
| Totals                         |    |
| (A) Crime                      | 18 |
| (B) Danger crossing the street | 20 |
| (C ) Double Parking            | 11 |
| (D) Speeding                   | 28 |
| (E) Other                      | 3  |
| Total Responses                | 42 |

Question 11

What do you like about the business district?

|                                      |                                  |
|--------------------------------------|----------------------------------|
|                                      | relation to waterfront and train |
|                                      | train and bus to NYC             |
|                                      | community                        |
| Totals                               | open-ended                       |
| Not very much                        | business variety; diversity      |
| the activity, walkable               | it's close to my house           |
| Business Variety                     | reasonable prices                |
| Locality                             | nothing                          |
| Restaurants                          | small town feel                  |
| Variety of restaurants/train station | Total Responses                  |
| Friendliness                         | 15                               |

Question 12

What do you dislike about the business district?

|                                                                                                                                                                       |                                                                                   |                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------|
|                                                                                                                                                                       | parking problem                                                                   | need                                                                 |
|                                                                                                                                                                       | lots of restaurants, bars, hair salons, and clothese stores; we need more variety | Very congested, too many cheap stores; 15b=easier driving            |
|                                                                                                                                                                       | dirty                                                                             | lack of quality retail/cleanliness; 15b=improvements on the previous |
| Totals                                                                                                                                                                | open-ended                                                                        | everything                                                           |
| not enough variety in types of stores                                                                                                                                 | not enough parking                                                                | transit;if I can buy what I need                                     |
| unprofessional retail staff; blicght/ghetto look-a lot of "vagrant" types; too many empty stores & buildings;people selling illegal items on the streets are annoying | near water has potential to be dynamic place                                      | Total Responses                                                      |
| parking                                                                                                                                                               | improved public spaces                                                            | 17                                                                   |
| too many of the same kind of businesses; dirty                                                                                                                        | too congested; 15b=parking                                                        |                                                                      |
|                                                                                                                                                                       | Parking                                                                           |                                                                      |
|                                                                                                                                                                       | Quality of products, parking; 15b=products that I                                 |                                                                      |

**Question 13****Which changes would encourage you to visit more often?**

(H) Public Park 13

(I) Outdoor Dining 11

Total Responses 38

Totals

(A) Sidewalk Maintenance 22

(B) Cleanliness 28

(C ) Graffiti Removal 11

(D) Signage 8

(E) Benches 8

(F) Trees 10

(G) Business Variety 28

**Question 14****Do you drive to the business district?**

(3) 15-30 minutes 1

(4) 30 minutes or more 2

Total Responses 20

(1) Yes 6

(2) Somewhat 8

(3) No 2

Total Responses 16

Totals

Yes 19

No 3

Total Responses 22

**(B) Where do you park?**

(1) On Smith 6

(2) Side streets 10

(3) Parking deck 4

**(A) How long does it take to find parking?** Total Responses 19

(1) 5 minutes or less 8

(2) 5-15 minutes 9

**(D) Is it easy to get to the business district?****Question 15****If available, would you be willing to use other means of transportation?**

(C ) Bus 5

(D) Taxi 6

(E) Shuttle Service with Smith St stops 8

Total Responses 12

Totals(a):

Yes 11

No 7

Total Responses 18

**(C ) Why wouldn't you use these modes of transportation?**

(A) Cost 4

(B) Time 5

(C ) Convenience 7

(D) Other 1

Total Responses 12

**(B) Which would you be most willing to use?**

(A) Walk 8

(B) Bike 7

**Question 16**

**Do you visit the waterfront?**

Totals:

|                 |    |
|-----------------|----|
| Yes             | 18 |
| No              | 0  |
| Total Responses | 18 |

**(B) How often?**

|                 |    |
|-----------------|----|
| (A) Once a Week | 11 |
| (B)Once a Month | 4  |

|                      |    |
|----------------------|----|
| (C ) Few time a year | 1  |
| (D) Once a year      | 1  |
| Total Responses      | 17 |

# **APPENDIX E**

## **GATEWAY NEIGHBORHOOD CENTRAL BUSINESS DISTRICT (CBD) BUSINESS OWNER SURVEY**

# Gateway Business Owner Survey

## Evaluating the Market

1. What type of business do you own? (optional) \_\_\_\_\_
2. Where are your biggest competitors?
  - a. Smith St (train station to High Street )
  - b. Amboy Ave
  - c. Fayette St
  - d. Businesses in nearby towns
  - e. Woodbridge or Menlo Park Mall
  - f. Other \_\_\_\_\_
3. Is the business district inviting to community residents?
 

Yes \_\_\_ No \_\_\_

 Is it inviting to non-residents? Yes \_\_\_ No \_\_\_
 

NO? Why? \_\_\_\_\_
4. Do you advertise? Yes \_\_\_ No \_\_\_
 

YES? How? → Social Media \_\_\_ Newspaper \_\_\_ Fliers \_\_\_

T.V. \_\_\_ Other \_\_\_\_\_

NO? Why? → Cost \_\_\_ No Need \_\_\_ Don't know how \_\_\_ Other \_\_\_\_\_
5. To whom do you advertise the most?
  - a. The business district
  - b. Perth Amboy
  - c. Outside of Perth Amboy
6. Do community events bring more business? Yes \_\_\_ No \_\_\_
 

NO? Why? ↓

  - a. Events are too far
  - b. Businesses not promoted enough
  - c. Other \_\_\_\_\_

7. Are there social clubs or community programs held in your establishment?
 

Yes \_\_\_ No \_\_\_

YES? Are they advertised well? Yes \_\_\_ No \_\_\_
8. Would you be willing to change your prices or merchandise if they did not meet the needs of consumers? Yes \_\_\_ No \_\_\_
 

NO? Why? \_\_\_\_\_
9. Do you get enough feedback to gauge your customers' satisfaction with your services? Yes \_\_\_ No \_\_\_
10. What are your busiest times of the week? (Please check boxes:)

| Weekdays | 5a.m.-9a.m. | 9 a.m.- 1p.m. | 1p.m.-5p.m. | 5p.m. and later |
|----------|-------------|---------------|-------------|-----------------|
| Weekends |             |               |             |                 |

11. What type of workers do you want to hire? (check all that apply)
  - a. Full-time
  - b. Part-time
  - c. I don't need to hire
  - d. Adults
  - e. Teens

-what skills are needed? \_\_\_\_\_
12. Would you participate in a mentoring program that provides business training to young people? Yes \_\_\_ No \_\_\_

## Identifying Opportunity

13. Which could help advance your business? (Please check:)
- Business Seminars \_\_\_ Loans \_\_\_ Networking \_\_\_  
 More affordable suppliers \_\_\_ Other \_\_\_\_\_

## Gateway Business Owner Survey

14. What has negatively impacted your business?

\_\_\_\_\_

-How would you like to improve your business?

\_\_\_\_\_

15. What is the average age of your regular customers?

- a. 12 and younger
- b. 13-17
- c. 18-30
- d. 31-45
- e. 45-60
- f. 61 and older

16. Is there an age group you would like to see more often?

Yes \_\_\_ No \_\_\_ What ages? \_\_\_\_\_

17. Would younger customers in the business district help or hurt

business? Help \_\_\_ Hurt \_\_\_

-why? \_\_\_\_\_

18. Are you a member of the Perth Amboy Merchant Association

(PAMA)? Yes \_\_\_ No \_\_\_

YES? How can PAMA improve? \_\_\_\_\_

NO? Is this your first time hearing about them? Yes \_\_\_ No \_\_\_

19. Are you aware of the Business Improvement District's (BID)

maintenance program? Yes \_\_\_ No \_\_\_

20. How well is the business district maintained on a scale 1-5 (1=poor;

5=excellent)? \_\_\_\_\_

21. Which maintenance priorities are most important to you?

Sidewalks \_\_\_ Streets \_\_\_ Trash \_\_\_ Graffiti \_\_\_

Tree Maintenance \_\_\_ Lighting \_\_\_ Street Furniture \_\_\_

22. What other maintenance tasks would you like to include in BID services? \_\_\_\_\_

23. Is safety a concern for you? Yes \_\_\_ No \_\_\_

YES? ↓

-Which issues are most important to you?

Break-ins \_\_\_ Robbery \_\_\_ Shoplifting \_\_\_

Other \_\_\_ (please identify) \_\_\_\_\_

-What could the police or city do to make the business district safer? \_\_\_\_\_

24. For restaurants:

Have you applied for a restaurant rating? Yes \_\_\_ No \_\_\_

YES? Which ones? \_\_\_\_\_

NO? Would you consider applying? Yes \_\_\_ No \_\_\_

Comments/Suggestions:

# APPENDIX F

## GATEWAY NEIGHBORHOOD CENTRAL BUSINESS DISTRICT (CBD) CONSUMER SURVEY

# Gateway Consumer Survey

## Evaluating the Market

1. How many blocks do you...  
 ...live from the train station? \_\_\_\_  
 ...work from the train station? \_\_\_\_  
 I do not live in Perth Amboy, I live in \_\_\_\_
2. What brings you to the business district today?  
 \_\_\_\_\_
3. How often do you visit the business district?  
 a. Every day  
 b. Several times a week  
 c. Once a month  
 d. A few times a year
4. Which businesses do you use most?  
 a. Restaurant/Bakery \_\_\_\_  
 b. Bodega \_\_\_\_  
 c. Supermarket \_\_\_\_  
 d. Butcher/Deli \_\_\_\_  
 e. Pharmacy \_\_\_\_  
 f. Gas \_\_\_\_  
 g. Clothing & Shoes \_\_\_\_  
 h. Beauty/Barber Salon \_\_\_\_  
 i. Novelty Items \_\_\_\_  
 j. Electronics/ Appliances \_\_\_\_  
 k. Furniture \_\_\_\_  
 l. Bar/Lounge \_\_\_\_  
 m. Medical Services \_\_\_\_  
 n. Phone/Communication Services \_\_\_\_  
 o. Check Cashing/Bill Pay \_\_\_\_  
 p. Tax Services \_\_\_\_  
 q. Insurance Services \_\_\_\_  
 r. Travel Services \_\_\_\_  
 s. Employment Services \_\_\_\_  
 t. Vehicle Servicing/Rental \_\_\_\_
5. How affordable are products and services in the district?  
 Expensive \_\_\_\_ Reasonable \_\_\_\_ Cheap \_\_\_\_
6. Do they meet your basic daily needs? Yes \_\_\_\_ No \_\_\_\_
7. What needs are not met?  
 -where do you go to meet those needs? \_\_\_\_  
 -why do you prefer those places? \_\_\_\_

8. Do you visit the business district just for fun? Yes \_\_\_\_ No \_\_\_\_
9. What types of establishments would you like to be included in your downtown? \_\_\_\_
10. Which issues are most concerning in the business district?  
 Crime \_\_\_\_ Danger crossing the street \_\_\_\_ Double Parking \_\_\_\_  
 Speeding \_\_\_\_ Other \_\_\_\_ (please name) \_\_\_\_
11. What do you like about the business district?  
 \_\_\_\_\_
12. What do you dislike about the business district?  
 \_\_\_\_\_
13. Which changes would encourage you to visit more often?  
 Sidewalk Maintenance \_\_\_\_ Cleanliness \_\_\_\_ Graffiti Removal \_\_\_\_  
 Signage \_\_\_\_ Benches \_\_\_\_ Trees \_\_\_\_ Business Variety \_\_\_\_  
 Public Park \_\_\_\_ Outdoor Dining \_\_\_\_
14. Do you drive to the business district? Yes \_\_\_\_ No \_\_\_\_  
 YES? ↓  
 - How long does it take to find parking?  
 5 minutes or less \_\_\_\_ 5-15 minutes \_\_\_\_ 15-30 minutes \_\_\_\_  
 30 minutes or more \_\_\_\_  
 -Where do you park?  
 On Smith St \_\_\_\_ On side streets \_\_\_\_ Parking deck \_\_\_\_  
 -Does the chance of receiving a parking ticket impact your decision to shop in the business district? Yes \_\_\_\_ No \_\_\_\_  
 NO? ↓  
 -Is it easy to get to the business district?  
 Yes \_\_\_\_ Somewhat \_\_\_\_ No \_\_\_\_



## Gateway Consumer Survey

15. If available, would you be willing to use other means of transportation?

Yes \_\_\_ No \_\_\_

**YES?** ↓

-Which would you be most willing to use?

Walk \_\_\_ Bike \_\_\_ Bus \_\_\_ Taxi \_\_\_  
Shuttle Service with Smith St stops \_\_\_

**NO?** ↓

-Why wouldn't you use these modes of transportation?

Cost \_\_\_ Time \_\_\_ Convenience \_\_\_  
Other \_\_\_ (please identify) \_\_\_\_\_

16. Do you visit the waterfront?

Yes \_\_\_ No \_\_\_

**YES?** ↓

-How often?

- a. Once a week
- b. once a month
- c. few times a year
- d. once a year

Comments/Suggestions:

# **APPENDIX G**

## **DISCOVERY PHASE POLLING EXERCISE ON GATEWAY BUSINESS IMPROVEMENT DISTRICT NEEDS**

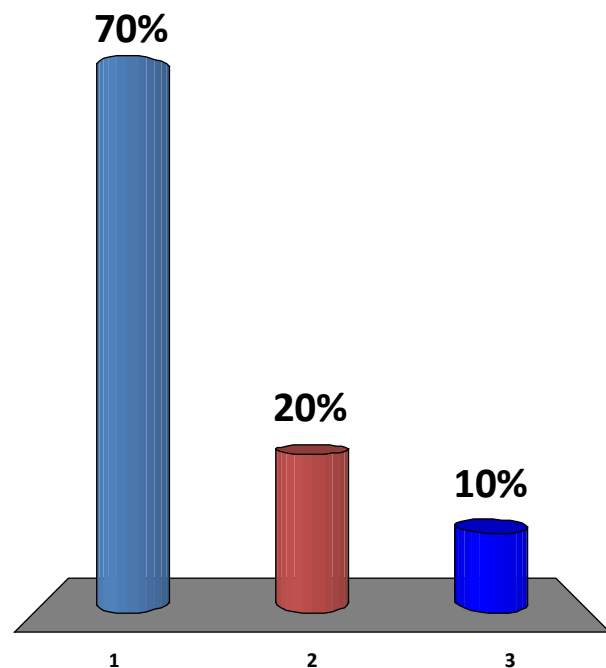


Planning Together for Our Future

## SUPPLEMENTAL QUESTIONS

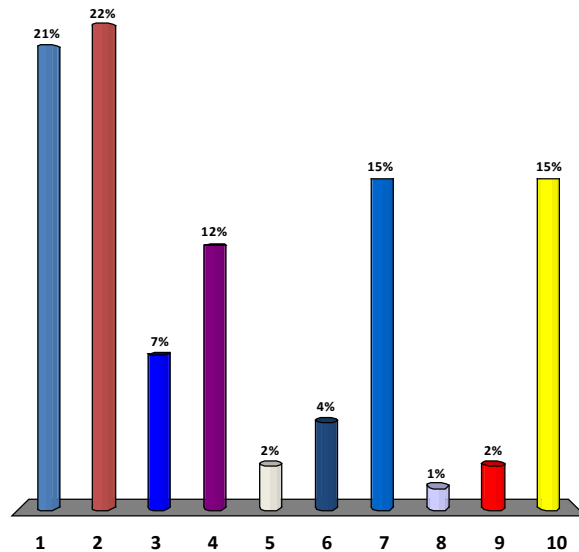
**Do businesses and services in the Gateway BID meet your basic daily needs?**

1. Yes
2. No
3. Prefer not to answer



Please rank the BID businesses you patronize in order of how often you use them. *Select in Rank Order*

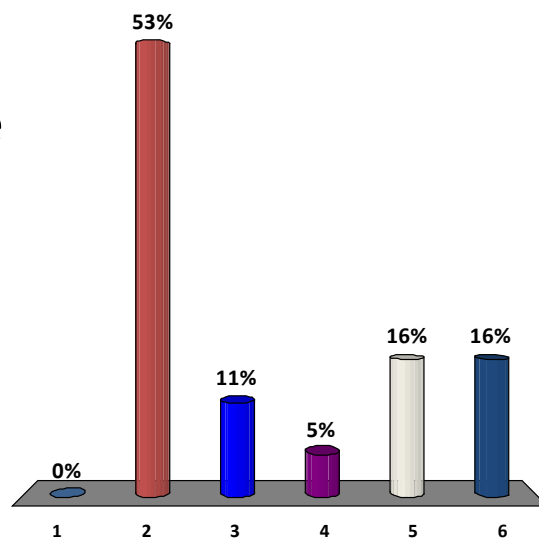
1. Restaurant/Bakery
2. Grocery/ Deli
3. Clothing/ Shoes/ Novelty
4. Beauty/ Barber Salon
5. Furniture/ Appliances
6. Bar/ Lounge
7. Medical Services/ Pharmacy
8. Phone Services/ Electronics
9. Check Cashing/ Staffing/ Tax Insurance
10. Auto/ Car Rental/ Gas/ Travel



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How affordable are products and services in the BID?

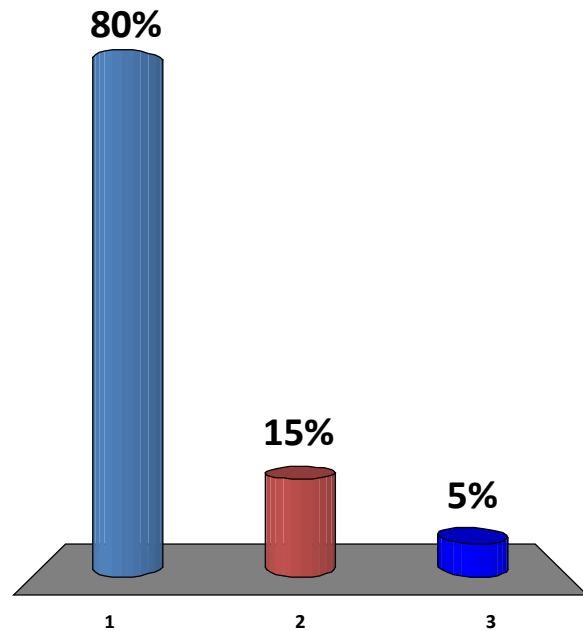
1. Very inexpensive
2. Somewhat inexpensive
3. Expensive
4. Fairly expensive
5. Very expensive
6. Prefer not to answer



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## Is getting to and from the BID easy?

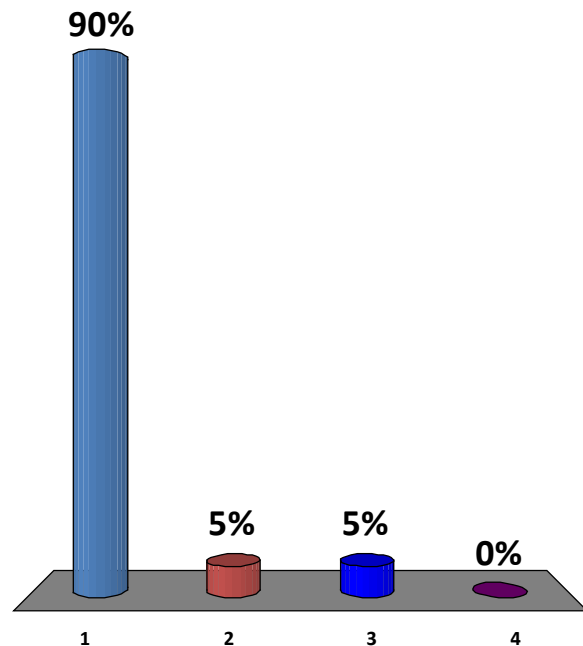
1. Yes
2. No
3. Prefer not to answer



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## If you drive, is parking difficult?

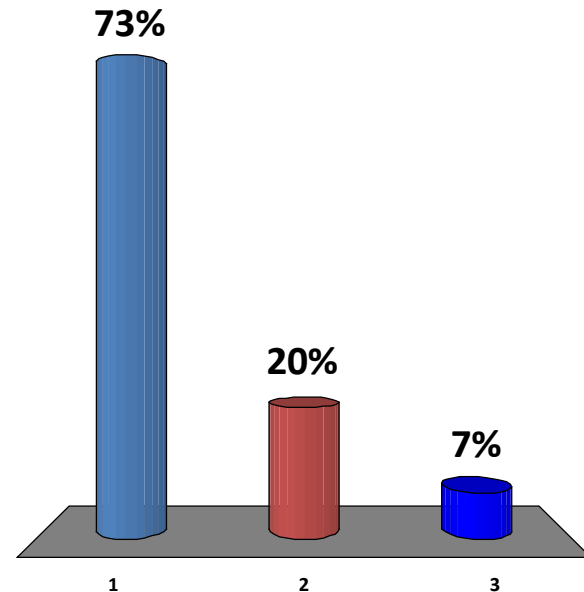
1. Yes
2. No
3. I do not drive
4. Prefer not to answer



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If available, would you be willing to use other means of transportation?

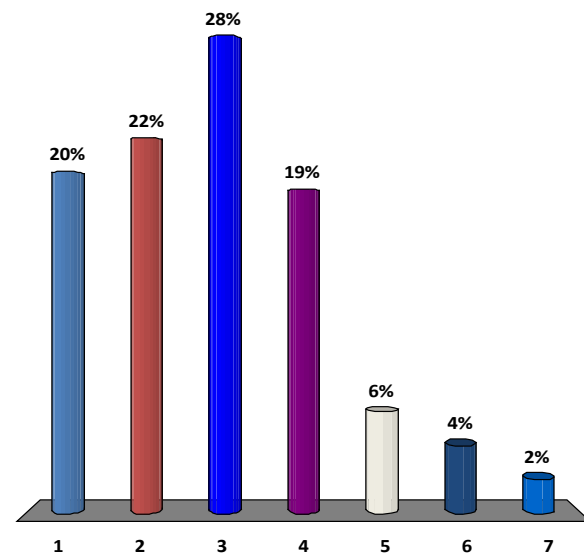
1. Yes
2. No
3. Prefer not to answer



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If yes, which alternative means of transportation would you be most likely to use? *Select in Rank Order*

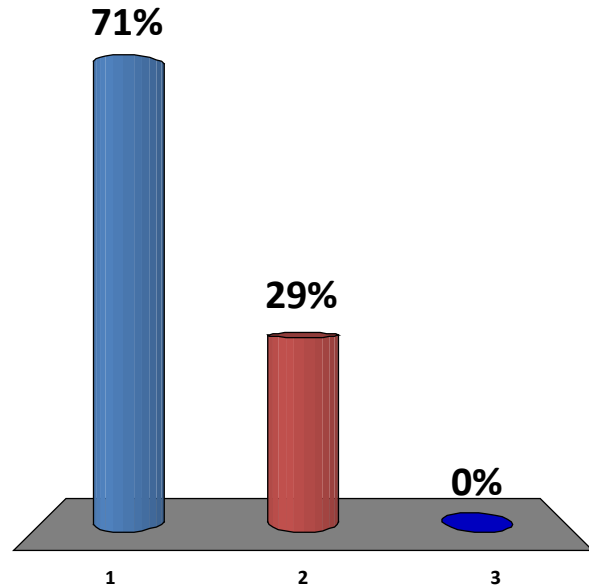
1. Walk
2. Bike
3. Shuttle
4. Taxi
5. Other
6. I am not willing to use alternative transportation
7. Prefer not to answer



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## Is safety in the BID a concern for you?

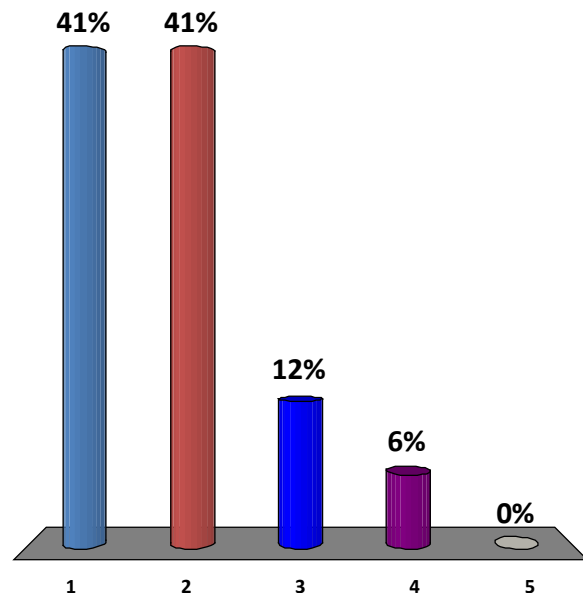
1. Yes
2. No
3. Prefer not to answer



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## If yes, are you concerned with crime, traffic, or another problem? *Select all that apply*

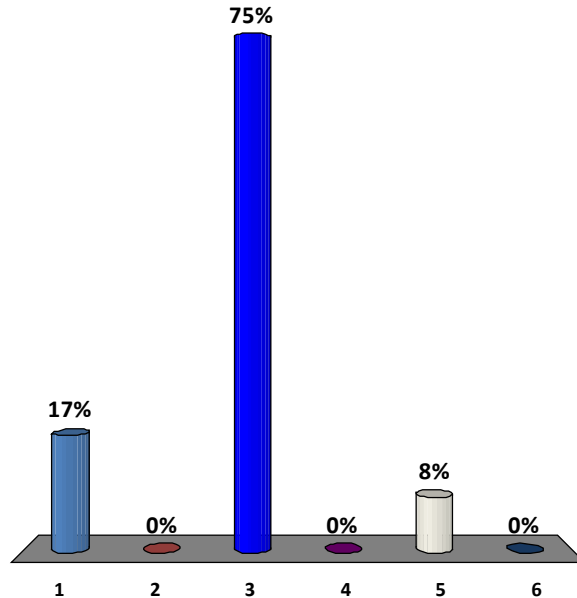
1. Crime
2. Traffic
3. Other
4. Safety is not a concern for me
5. Prefer not to answer



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## What do you like most about the BID?

1. Business variety
2. Cleanliness
3. Convenience
4. Other
5. None of the above
6. Prefer not to answer

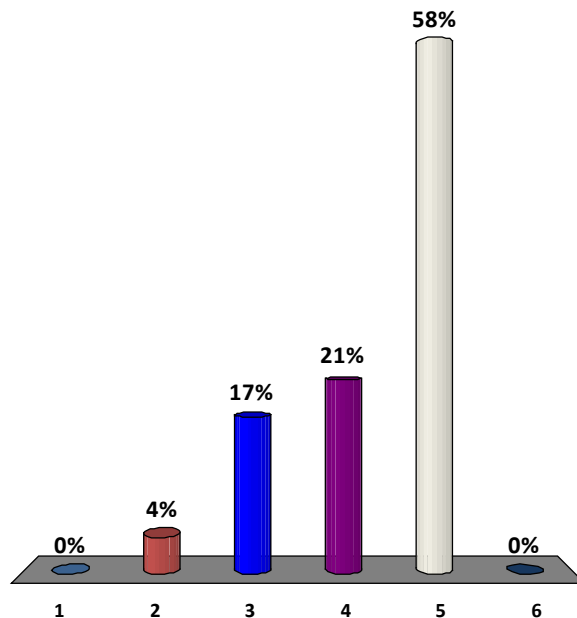


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## POSSIBLE CHANGES / IMPROVEMENTS

### How important is **sidewalk maintenance** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

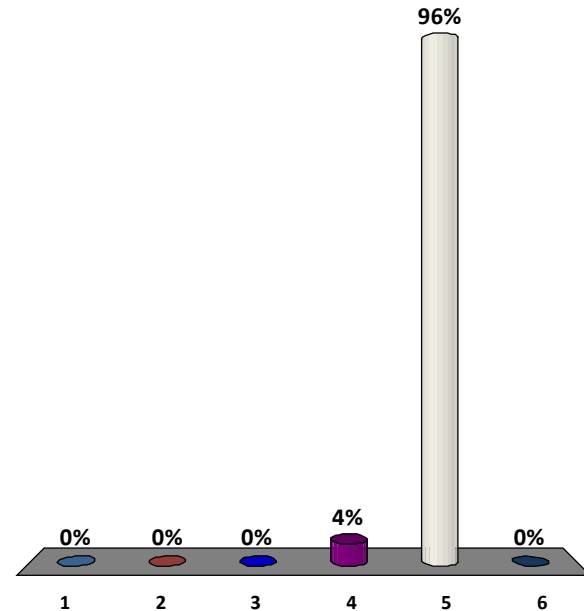


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## POSSIBLE CHANGES / IMPROVEMENTS

How important is **cleanliness** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

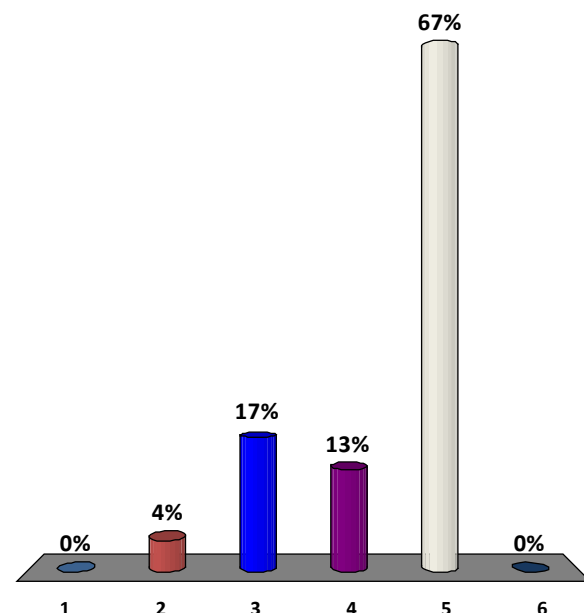


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## POSSIBLE CHANGES / IMPROVEMENTS

How important is **graffiti removal** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

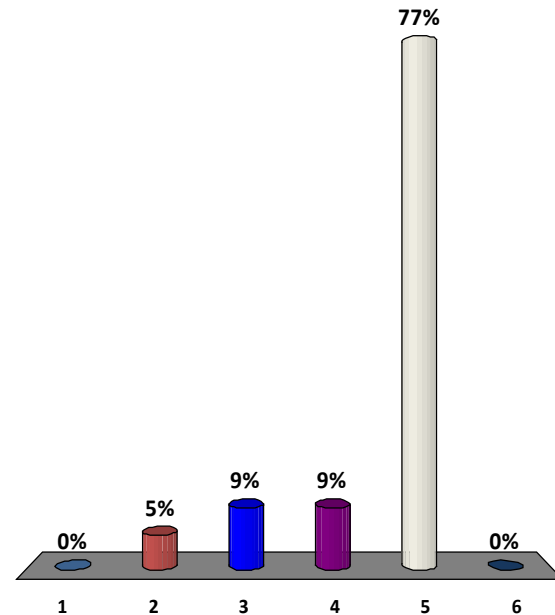


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## POSSIBLE CHANGES / IMPROVEMENTS

How important is **signage** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

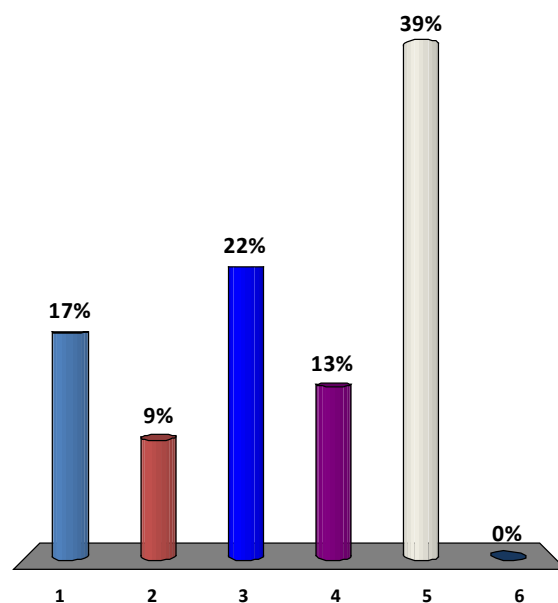


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## POSSIBLE CHANGES / IMPROVEMENTS

How important are **benches** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

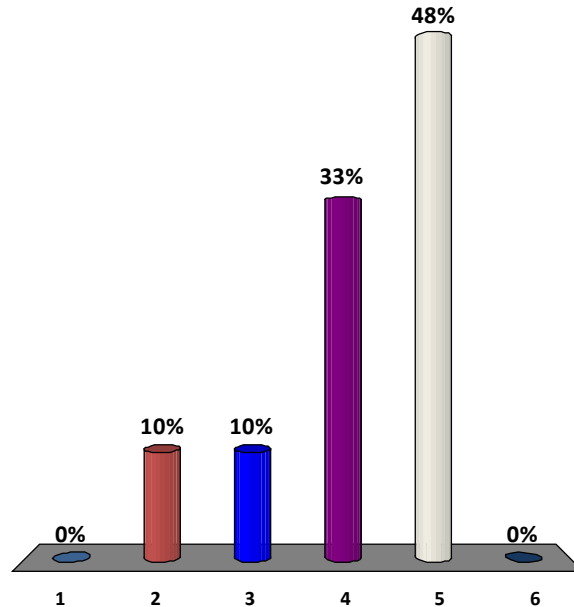


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## POSSIBLE CHANGES / IMPROVEMENTS

How important are **trees** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

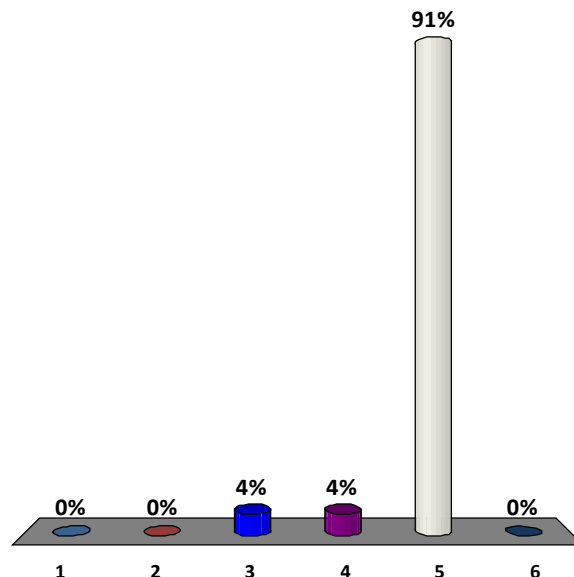


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## POSSIBLE CHANGES / IMPROVEMENTS

How important is **business variety** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

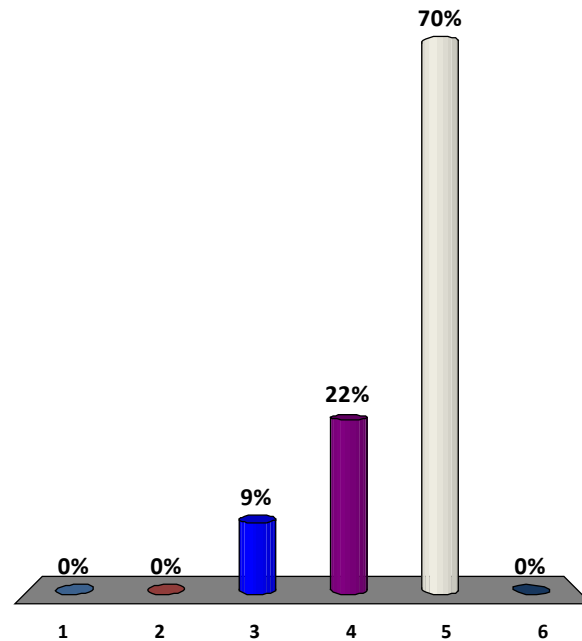


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## POSSIBLE CHANGES / IMPROVEMENTS

How important are **public parks** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer

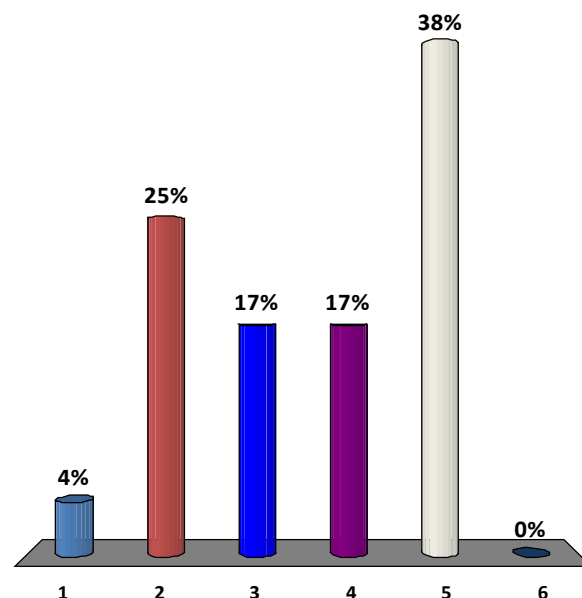


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## POSSIBLE CHANGES / IMPROVEMENTS

How important is **outdoor dining** to you?

1. Not at all important
2. Slightly important
3. Important
4. Fairly important
5. Very important
6. Prefer not to answer



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