

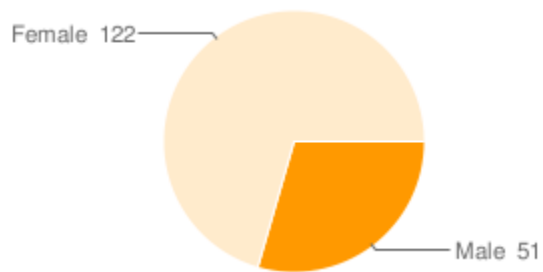
A summary of the results

Demographics:

Question: Which age group are you in?

10 to 20	18	10%
20 to 30	2	1%
30 to 40	17	10%
40 to 50	66	38%
50 to 60	40	23%
60+	28	16%
Unreported	3	2%

Question: Which gender are you?



Male	51	29%
Female	122	71%
Unreported	2	1%

Question: How often do you shop in Downtown Chappaqua?

Once a day	21	12%
2-3 Times a Week	73	42%
Once a week	28	16%
2-3 Times a Month	25	14%
Once a month	11	6%
2-3 Times a Year	2	1%
Almost Never	13	8%
Unreported	1	1%

Parking/Accessibility:

Clearly one of the more heated issues addressed by the survey, we received a wide range of responses to the two questions regarding parking and the accessibility of downtown Chappaqua.

Question: Do you think Chappaqua is an easily accessible shopping area in regard to traffic patterns and convenience of parking to stores?

Yes	66	38%
No	105	60%
Unreported	3	2%

What Chappaqua residents and merchants had to say on this issue:

- *“Hell no. I dread the day my children have to drive in the madness.”*
- *“Yes, it’s very accessible. There’s enough parking, easily accessible sidewalks, etc.”*
- *“Fairly accessible. Parking for the stores can be tricky where Village Market and Mario’s are, because you have to park around the back if there are no spots in front of the stores available. I’m handicapped so if I have to park far it’s a real hassle.”*
- *“No, at this time. The bridge construction means that you can never count on how long it will take to get over it. The intersection at the bottom of King Street can be hard to get through for anyone except those coming down the hill.”*
- *“Not really. The infrastructure can’t really handle the growing population. The lack of traffic lights makes traffic patterns confusing and at times dangerous.”*
- *“Yes, because most of the stores are easily visible and are right on the main street, not tucked away. Main roads lead there, and it is very close to the Saw Mill Parkway, so it is a convenient, centrally located shopping area.”*

Question: Do you think there is enough parking?

Yes	94	54%
No	80	46%
Unreported	0	0%

What Chappaqua residents and merchants had to say on this issue:

- *“Absolutely not.”*
- *“No, but since few shop downtown it serves the need. Little shopping, little parking.”*
- *“Yes, between the parking behind EZ Sports and Villarinas and the parking near Greeley Barber Shop, there is enough.”*
- *“On very busy days, it can be difficult. But I have never not gotten a spot that was somewhat convenient.”*
- *“I don't usually have a problem finding a spot, but it isn't always the most convenient for where I am going.”*
- *“No, the lot behind Village Market tends to be full all the time, street parking is limited.”*
- *“Parking can be difficult, especially when making a quick stop for a simple errand.”*
- *“There is enough parking except when soccer games are on at Bell. People are just plain lazy.”*
- *“I can't imagine anyone would say anything other than no.”*
- *“No. Some more parking is needed, but not as much as people say. Make them walk!”*
- *“It's probably adequate for the current scene, but would not be adequate at all if there were a more vibrant shopping district.”*

In the “What kind of stores, restaurants and services would you most like to see in Downtown Chappaqua?” portion of the survey, there were 2 frequent suggestions. An old fashioned-type ice cream parlor was suggested by 31 people (38% of people who suggested any type of new store). 22 residents would also like to see a stationary store (28% of people who suggested any type of new store). 18 residents would like to see a new bookstore, saying they missed Second Story, but they would like a new store to have new books and be more upscale, like a Borders. A health food/ vegetable market was also a popular request, showing up in 16 surveys (20%).

Almost everyone agreed that a greater variety of restaurants was needed downtown, but a Chinese restaurant is in the heaviest demand by 13 respondents (16%). As for retail in the downtown area, numerous locals want to see a shoe store, national clothing store chains and kid-teen clothing stores.

Types of eateries residents would like to see:

Ice Cream	31	38%
Health Food/Produce	16	20%
Chinese	13	16%
Coffee	6	7%
Thai	4	5%
Burgers	4	5%
Indian	3	4%
Mexican	2	3%
French	1	1%
Vegan	1	1%

Types of stores people would like to see:

Stationary Store	22	28%
Book Store	18	23%
Shoe Store	12	15%
Clothing Store	10	12%
The Gap	7	9%
Kid-Teen Clothing	7	9%
Movie Rental	3	4%

Stores Chappaqua residents frequent the most:

Rite Aid	64
Target	41
A & P	38
Borders	20
JCrew/Banana Republic	18
Sporting Goods	14
Kohl's	13
Pet Store	12
Staples	12
Cosi	12
Mrs. Green's	12
CVS	10
Korean Market	8
Mt. Kisco Seafood	8
Trader Joe's	7
Whole Foods	7

What Chappaqua residents and merchants had to say about the types of stores they would like to see downtown:

- *“It would be great if there was a nice, well-known ice cream place so that kids could go after school and there was something to do downtown. The stores aren’t the best; not a lot of people shop there and this is because there are no name brands.”*
- *“As much as I love Starbucks, it’d be nice to have an independent coffee shop. I’d also like to see a bookstore that stays open this time, and maybe some things that are more inviting to teenagers. There’s a reason we don’t really hang out in town much after middle school.”*
- *“A movie rental/purchase store (there is nowhere to get movies downtown), an Indian or Thai restaurant, a bookstore (perhaps more centrally located than Second Story was?), a vegetarian/vegan restaurant, and maybe a less expensive clothing store.”*
- *“Family and take-out restaurants, personalized stationary and book store, clothing shops for male and female teenagers, an Old Fashioned Ice Cream Parlor with counter and stools.”*
- *“I think a brand name clothing store would survive, like Gap. I think Chappaqua has enough variety for a small town, it has Susan Lawrence, Starbucks, bank, and gourmet - however get a gourmet shop that will offer less pricey product and you’ll blow out the old hag of the town.”*
- *“A good quality seafood restaurant. A good quality southern Italian restaurant. A good quality Italian deli (similar to A&S in the Thornwood shopping center).”*
- *“The Gap, ice-cream (like Baskin Robbins), more gift stores. Chappaqua should look more like Bronxville or Greenwich, CT. Those are INVITING towns!”*
- *“I miss the stationery store. And now I miss the book store! I think there should be less banks and realtors. Less nail salons. I would like a bakery that is not too expensive; a fruit and vegetable store, also not too expensive; a casual lunch place or coffee place in addition to Starbuck’s. Less chain stores – no more Dunkin’ Donuts-type stores. I would like to see the town more like Katonah.”*

Out of the following, which merchants do you think would thrive the most in Chappaqua?

In this section of the survey, respondents were asked to choose which of 10 potential merchants they thought would be most likely to thrive in downtown Chappaqua. Of the 10 choices, Ice Cream Parlor and Chinese Restaurant faired the best receiving 97 votes (63% of those who responded to the question) and 87 votes (56% of those who responded to the question), respectively. Respondents were allowed to select more than one checkbox, which is why percentages add up to more than 100%.

Toy Store	38	25%
Book Store	46	30%
Chinese Restaurant	87	56%
High End Clothing Store	33	21%
Fast Food Chain	17	11%
Ice Cream Parlor	97	63%
Furniture Store	10	6%
Convenience Store	54	35%
Hobby Store (ex. trading cards and comics)	22	14%
Shoe Store	57	37%

