

Columbus Avenue
BUSINESS IMPROVEMENT DISTRICT



PPS
PROJECT for
PUBLIC SPACES

Merchant Survey

To better understand the perceptions, desires, and needs of its members, the Columbus Avenue Business Improvement District seeks your input and ideas to improve sidewalks, streets and the public spaces around your business.

Your input will be used by the BID's consultants, Project for Public Spaces, as they develop concepts and plans to improve the streetscape and public spaces in the district.

Please complete and return to: Columbus Avenue BID
PO Box 237193, Ansonia Station
New York, NY 10023

Business Name: _____

Business Address: _____

How long has your business been on Columbus Avenue? _____

What type of business do you operate? (circle all that apply)

- | | |
|----------------|-----------|
| restaurant/bar | retail |
| service | financial |
| cultural | other: |

1. How would you describe your customers? (circle all that apply)

tourists area residents

employees from area businesses/offices

other: _____

2. In your opinion, how do most of your customers arrive? (circle one)

on foot personal car taxi bus subway

3. In your opinion, what is the identity of Columbus Avenue?
What do you believe Columbus Avenue is known for?

4. In your opinion, what are the top 5 destinations near your business?
(destinations can be retail, cultural, weekly events, community, tourist, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

5. Which of the above destinations, if any, drives customers to your business? (circle all that apply)

1 2 3 4 5

6. How do you rate Columbus Avenue for the following:
(check one box per line)

Identify Issues	poor	fair	good	excellent
Overall attractiveness of street				
Cleanliness and sanitation				
Pedestrian safety, ease of crossing street				
Availability of parking				
Convenience of loading and unloading				
Attractiveness of street furnishings				
News boxes and street clutter				
Number of comfortable places to sit outside				
Signage, event information and way finding				
Safety from crime				
Safety from traffic				
Other:				

7. Which of the following activities would you like to see more of along Columbus Avenue? (including spaces like the school yard or Theodore Park)?

- Live theater performances
- Outdoor film screenings
- Informal musical performances
- A weekly Green Market
- Outdoor concerts
- Chess tables / board games
- A playground for children
- Chamber music performances
- Educational programs
- Seasonal events
- Other: _____

8. How much of a priority do you think each of the following should be given to make Columbus Avenue better for business and the people who shop here? (check one box per line.)

Identify Opportunities	high	moderate	low	no opinion
Redesign sidewalks in front of stores				
Safer pedestrian crossings				
More street trees and greenery				
Modified parking regulations				
Dedicated bus lane				
Dedicated bike lane				
More bicycle parking				
More public seating				
More public art				
Street or lane closings for events				
More sidewalk cafes				
Other:				

Optional:

Name of person filling out survey: _____

Relationship to business: _____

(owner, manager, salesperson, etc.)

Use the space below to make additional comments or ask a question:
