

"Discovering Collingswood"

Borough of Collingswood Community Survey Report

JUNE 1999

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Prepared for:

Borough of Collingswood Planning Board as part of the Community's Master Plan Analysis

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(The original of this report has been signed and sealed in accordance with the law)

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"Discovering Collingswood"

EXECUTIVE SUMMARY

Borough of Collingswood Master Plan Survey Report

The Borough of Collingswood completed a survey process called "Discovering Collingswood - An Opportunity to Participate in Solutions" to incorporate citizen and business owners' input into the update of the Master Plan. Forty-seven (47) different community organizations and seventy (70) business owners were asked to participate. Thirty-five (35) citizens surveys and twenty-one (21) business owners surveys were returned. The key findings summarized in the survey report include:

CITIZEN SURVEY

Quality of Life

- Residents found "Supporting the small town quality of life" as the number one issue to preserve and enhance. The Borough's tree-lined streets and the community parks were also among the high ranking issues. Table 1, in the citizen survey report ranks each of quality of life issues in detail.

Demographics

- The survey indicated a trend of new families staying in Collingswood to raise a family and a number of persons choosing to retire within the same community they have lived for a number of years. For the survey respondents, the average number of years as a resident of Collingswood was 31.6 years.

Housing

- As indicated in the survey, the absentee landlords create a series of problems stemming from maintenance and upkeep of the property. The survey indicates a strong desire to promote single-family residential neighborhoods.
- Eighty-four percent (84%) of the respondents would support the limitation of non-owner occupied apartment rentals to specific districts where there is on site management and maintenance. Sixteen percent (16%) would not support it; they are supportive of mixed use and diversity of housing within the Borough.
- Seventy-nine percent (79%) of the respondents are in favor of supporting the reduction or elimination of non-owner occupied apartments in existing single-family districts, while twenty-one percent (21%) are opposed.

Municipal Services

- Municipal services ranked fourth among Collingswood's strengths. The emergency services departments (fire, police, and ambulance) were listed as one of the reasons ninety percent (90%) of the people chose to move to Collingswood. Recycling, good governing body, safety and security were all listed as strengths.
- Maintenance and cleanliness are the number one weaknesses. There is a need for better site planning as well as a need for day-to-day planning such as sign control and architectural review.
- Only fifty percent (50%) of the people based their decision to move to Collingswood because of the low taxes. Many of the retired respondents felt it was unfair to tax for schools, especially because they do not have any children in the system.

Education

- Schools were ranked second on the weakness list and third on the strength list. Only sixty-three percent (63%) of the respondents mentioned good schools as a reason for moving to Collingswood.
- The survey indicated that the local schools, which are located throughout the community in residential neighborhoods, are good but problems are encountered at the middle and high schools. A few respondents mentioned the Catholic Schools in the Borough and surrounding area as better alternatives to the public system.

Recreational Facilities / Natural Resources

- The largest recreational facility is Collingswood is also the largest natural resource - Knight Park. Knight Park ranked first on the strength list and recreational programs and facilities ranked second.
- Preserving the Borough's tree-lined streets received a 9.8 out of 10 as an issue to preserve and enhance. Preserving and enhancing the Urban Environment along the adjacent waterways and in the park also ranked highly (9.3). Improving Open Space received a ranking of 8.9.
- People also mentioned a need to expand recreational facilities beyond Knight park and the pool. There is a desire for additional teen activities, a roller-hockey rink, and paved walking paths.

Economic Development

- Because Collingswood has the potential for a strong downtown, the surveys were heavily weighted in this area. Preserving the Haddon Avenue Business District and the Borough's Historic Characteristics were more important to the respondents than enhancing the Route 130 Corridor.
- Almost all the respondents utilize the downtown shopping area for some reason at least once a week. The Wawa (Convenience) is the most utilized location.
- Lack of parking and variety of shops are the biggest reasons people avoid shopping in downtown, as well as hours of operation and pedestrian unfriendliness.
- Residents would like to see a supermarket in downtown as well as many of the vacated buildings occupied. They would like to see the buildings restored and the area become more attractive in general (cleaner, more conformity, etc.).
- The business owners also would like to see downtown revitalized, facades restored, marketing completed, and new business attracted to the area. Many of the owners feel the area needs to be improved to attract the new business and customers. The number one weakness is the lack of support by the residents of Collingswood and the fourth weakness is their limited spending power.
- The West Collingswood shopping area was mentioned frequently by survey respondents. This area which serves a significant portion of the community needs to be recognized as an important commercial area.

Circulation / Transportation

- Route 130 is a major corridor with a number of circulation concerns, especially for the feasibility of a revitalized commercial district. People are very concerned about traffic and congestion and don't want those elements brought into their community.
- The PATCO High Speed Line is a convenience for many of the residents and was listed as a reason for moving to Collingswood by 97% of the respondents.
- Pedestrian issues were mentioned throughout the survey. Although it is a state law for vehicles to yield to pedestrians in a crosswalk, it is not being followed in areas of downtown. People also mentioned having a difficult time maneuvering strollers in some of the stores. While this may be a difficult issue to control, it still discourages the use of the business.
- As mentioned in previous sections, parking is a major concern of both residents and merchants.

BUSINESS OWNERS / PROFESSIONALS DESIRES FOR IMPROVEMENTS

- If owners were given \$100,000 in their business, how much would they invest in the property? The answers ranged from \$0.00 (nothing) to \$100,000.00 (all). The average amount would be a little over \$35,400.
- Seventy-five percent (75%) of the respondents would be interested if the Business Association could assist in acquiring low interest loans to beautify or remodel their business.
- Seventy-four percent (74%) of business owners feel their business is improving each year, while ten percent (10%) feel it is static and sixteen percent (16%) feel it is decreasing.
- Forty-two percent (42%) of the business owners felt their neighbors are NOT doing their share of keeping up storefronts and keeping sidewalks clean and inviting to the public. Thirty-two percent (32%) felt other stores did a good job and twenty-six percent (26%) felt the issue was static.
- Parking was a spit issue with fifty percent (50%) of the respondents feeling there is adequate parking and another fifty percent (50%) feeling there isn't enough.
- Eighty percent (80%) would like to see a cooperative maintenance program which would include snow and debris removal from Haddon Avenue.
- Sixty-eight percent (68%) of the respondents would like to participate in a group advertising campaigns and promotions.

RECOMMENDATIONS

Throughout the community

- Preserve the 'Small-Town' atmosphere and quality of life.
- Address the needs of the growing population over 55 years old.
- Capitalize on the needs of the young families staying and moving into the area as a way of decreasing the housing densities. Convert and refurbish multi-family units to single-family homes. Promote home ownership to new families.
- Encourage home ownership through policy changes and tax/mortgage incentives.
- Preserve Knight park and enhance its overall appearance and utility.
- The survey indicates concern for the school system. Only sixty-three percent (63%) of the respondents indicated the good schools as a reason for moving to Collingswood. Completion of a strategic plan for the School Board is recommended. Meet with Board and PTA to create an evaluation system and review the quality of education in the public schools through identification of strengths, weakness, opportunities, and threats.. Compare to other schools in the region, including private educational institutions. Enhance and promote technological resources in the classroom as well.
- Create special rental districts, separate from single-family residential uses.
- Work to enhance the community spirit among all residents by offering activities, clubs, and special interest groups.
- Write and implement design guidelines for the community which will enhance and preserve the historic characteristics.
- Preserving the Borough's Tree-Lined Streets was the second ranked issue in Collingswood to preserve, according to survey respondents. Completion of a Street Tree Inventory for the municipality is recommended. Include standards for tree planting in zoning ordinance.
- Explore the need for land acquisition in the areas abutting the waterways of Newton's Creek and Cooper River for open space preservation and/or expansion of municipal park.
- Begin a Community Clean-Up Day, involving citizens and business owners, to refresh the neighborhood by painting, collecting trash, refurbishing old buildings, etc.

In the Business District

- Complete a parking inventory and work with owners to provide additional on-site parking in accordance with zoning ordinances.
- Encourage the revitalization of the downtown business district through policy changes, a strong Chamber/Business Association, cooperative marketing efforts, tax incentives, and low-interest loans and grants.
- Encourage alternative modes of travel, especially in downtown, such as walking, bicycling, and transit. Explore the possibility of a free trolley to and from the downtown shopping areas.
- Promote downtown businesses through a series of activities such as stores open late one night a week, concerts, street fairs, outdoor dining, etc.
- Study "traffic calming" techniques, such as bulb-out parking, brick paved crosswalks, or increased landscaping, for Haddon Avenue to make the area more pedestrian friendly.
- Create a Special Improvement District and a downtown management group to market the area to incoming business and promote diversity and creativity.
- Work with a professional designer to create a model for window treatments. Encourage store owners to redress windows to make business more attractive.
- Encourage participation of West Collingswood Business Owners in the Business Association as well as all cooperative programs, including marketing and rehabilitation.

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INTRODUCTION

The Borough of Collingswood, in the process of updating its Master Plan, has completed a survey process called "Discovering Collingswood - An Opportunity to Participate in Solutions." This approach of citizen participation is an important mechanism to gain insight and understand the concerns of the residents. The Master Plan will incorporate the issues and suggestions summarized in this document and use them to formulate solutions for the future of Collingswood.

Collingswood is a residential community of approximately 15,300 people. The "small-town" feeling of Collingswood can be accredited to its many unique elements. It has a true 'downtown' on Haddon Avenue, a well-used and centrally located Borough Park, great transportation, and two greenway corridors along the Cooper River and Newton Creek.

The Borough has a wide variety of housing ranging from beautiful, architecturally significant single family houses to mid-rise apartments. The community is considered a well-kept older established community whose citizens are strongly interested in maintaining a high quality of life.

This document summarizes the survey responses from thirty-five (35) involved and committed residents from twenty-one (21) different community organizations who have taken the time to respond to a wide variety of important considerations.

This report will cover the community's concern over the following issues:

- Schools
- Housing
- Conveniences
- Transportation
- Recreation Facilities
- Utilities
- Economic Development
- Borough Services
- Downtown District
- Open Space
- Quality of Life
- Historic Characteristics

Most of the respondents feel Collingswood is a wonderful community with many opportunities for people of all ages. Others refer to the Borough as a "great place to raise kids". "The middle school and high school need work" and "the public school has not supported or challenged my children" are a sample of the comments received showing concern for the Borough's school system. The concern for the downtown shopping district came in comments such as, "parking is a problem" and "they don't have a variety of stores". These issues and comments will be detailed in the following pages of this document.

In addition to surveying the citizens of Collingswood, business owners were also asked to participate. The questionnaire was specifically addressed to their concerns, focusing on business strategies and the condition of the downtown and other shopping districts. The comments and summary of their responses can be found in Part II of this document.

The information developed from this survey will be used to prepare the goals and objectives of the Master Plan and to recommend implementation strategies for a variety of redevelopment projects that will improve the quality of life of the Borough residents.

PART I - SECTION 1

COMMUNITY SURVEY DESIGN

The survey was designed to gather information from concerned citizens about the quality of life and services provided by the Borough of Collingswood. Questions ranged from Collingswood's greatest strengths to business district ratings to expectations in ten years.

PARTICIPANTS

The people chosen to participate in this survey are active, key members and citizens of the community. This controlled sample was taken because these are the persons creating and making the vision for Collingswood come alive.

Surveys were mailed to the leaders of forty-seven (47) community organizations, such as Collingswood AARP, Volunteer Firemen, Collingswood Rotary, Collingswood Zone PTA, Girl/Boy Scouts, and various Collingswood Sports Leagues. Each organization was asked to complete at least one survey. Twenty-one (21) different organizations responded with a total return of thirty-five (35) surveys. The participating organizations are as follows:

- Collingswood Municipal Alliance
- Collingswood Community Soccer
- Boy Scouts of America
- Camden County American Red Cross
- American Legion Tatem Shields Aux., Unit 17
- Collingswood Little League
- Friends of Collings-Knight House
- American Legion Tatem Shields, Post 17
- Newton Colony Girl Scouts
- Collingswood-Newton Colony Historical Society
- Collingswood Old Grads
- Collingswood Rotary
- Collingswood Girls Softball
- Collingswood Recreation
- Collingswood Senior Arms Housing
- Friends of the Collingswood Library
- J.C.C.
- Housing Authority
- Collingswood Horticultural Society
- Planning Board
- West Collingswood NPP

DEMOGRAPHICS

Eighteen (18) respondents or fifty-one percent (51%) were female and seventeen (17) or forty-nine percent (49%) were male. Eleven percent (11%) of the respondents were between the ages of 20 and 34; fourteen percent (14%) were between 35 and 44; thirty-four (34%) were between 45 and 55; and forty percent (40%) were over 55.

The majority of respondents, seventy-five percent (75%), have been residents of Collingswood for more than 10 years. The average number of years as a residents was 31.6 years. Eighty-three percent (83%) of the respondents own their own homes and fourteen percent (14%) have rented during their residence in Collingswood. The average number of years the respondents have owned their home's is 23.5 years.

In Part I - Section 2 of this report there are profiles of some typical respondents. A random sample was taken to select a renter and a homeowner as well as an individual from each of the age categories. The differences and similarities of concerns and attitudes can be seen especially in the areas of downtown issues and the promotion of home ownership.

MASTER PLAN ELEMENTS

The survey design incorporated key elements of the Master Plan, such as housing, transportation/circulation, and downtown development. Table 1, entitled *Quality of Life and Urban Environmental Issues*, highlights the correlation between the citizens' desire for preservation and enhancement of quality of life and the improved physical environment of the Borough.

Table 1
Quality of Life and Urban Environment Issues

How Important Is It to Preserve or Enhance the Following issues in Collingswood:	Master Plan Issue	Avg. Score (10=High, 1=Low)
Support Small Town Quality of Life	Quality of Life	9.71
Preserve Borough's Tree-Lined Streets	Street Tree Management Plan	9.57
Encourage Urban Environmental Enhancement of the Community's Parks and Adjacent Waterways	Recreation/ Open Space / Green Belt Planning	9.27
Encourage Single Family Ownership	Housing	9.06
Preserve the Haddon Avenue Business District and Improve It As a Corridor of Other Community Activities and Events	Downtown Redevelopment and Restructuring	8.89
Improve Quality of Urban Open Space	Urban Forestry Plan	8.87
Promote Low Density Housing	Housing	8.23
Preserve and Enhance the Borough's Historic Characteristics	Historic Characteristics	8.14
Utilizing Historic Characteristics of the Town to Establish a Range of Architectural Themes For Possible Redevelopment in the Borough	Historic Characteristics/ Redevelopment	7.82
Improve the Route 130 Corridor Business District	Economic Development	6.26

Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

The survey results indicated a strong desire to improve and preserve upon the concept of a 'small town' community, complete with tree-lined streets, parks, downtown activities, and home ownership.

"Support small town quality of life" ranked the highest with an average score of 9.71 out of a possible 10. Seventy-seven percent (77%) of the respondents assigned it a score of 10 and 100% of the respondents gave it a score of 8 or better. Sixty-nine percent (69%) of the respondents gave a score of 10 for the second issue, "Preserve the Borough's Tree-Lined Streets". This issue had an average score of 9.57.

"Encourage Urban Environmental Enhancement of the Community's Parks and Adjacent Waterways" ranked third with an average score of 9.27. Thirty-one (31) respondents gave it a score of 8 or higher. The fourth issue, "Encourage Single Family Home Ownership" received an average score of 9.06. Thirty-one (31) of the respondents gave this issue a score of 8 or higher.

The fifth ranked issue, "Preserve the Haddon Ave. Business District .." and sixth ranked issue, "Improve Quality of Urban Open Space", were very similar in their average score, 8.89 and 8.87 respectively.

"Promote Low Density Housing" ranked seventh with an average score of 8.23. 63% of the respondents gave it a score of 8 or higher. The eighth issue, "Preserve and Enhance the Borough's Historic Characteristics", had an average score of 8.14. Twenty-four (24) of the respondents gave a score of 8 or higher. Twenty-nine (29) gave a score of seven or higher.

Receiving an average score of 7.82, "Utilizing Historic Characteristics of the Town to Establish a Range of Architectural Themes for Possible Redevelopment in the Borough", had twenty-one (21) respondents give it a score of 8 or higher. The last issue, "Improve the Route 130 Corridor Business District" received the lowest average score of 6.26. 60% of the respondents gave it a score of seven (7) or LESS.

STRENGTHS AND WEAKNESSES

The survey asked each participant to list the top five strengths and top five weaknesses of Collingswood. This activity of identifying strengths and weaknesses is a form of strategic planning that directly pinpoints the opportunities and threats present in the community.

The respondents identified twenty-nine (29) strengths, which ranged from the Recycling Program to Pedestrian Access. Table 2 ranks each of the strengths and the number of people who listed it in their top five responses.

Thirty-three (33) different weaknesses were described on the surveys. These ranged from traffic congestion to the schools. Table 3 details each of the weaknesses and the number of people who listed it in their top five responses.

As indicated in Tables 2 and 3, each of the strengths and weakness can be linked to one or more of the elements included in the Master Plan. For example, Knight Park can be included as a portion of the Urban Forestry Plan as well as the Recreation element. Community activities are a Quality of Life issue as are the sense of civic duty and small town values. Safety and security falls under Emergency Response.

The strongest strengths and weaknesses will be further detailed in the Master Plan, primarily in the goals and recommendations.

Table 2
Collingswood's Strengths as Indicated by the Citizen Survey

Rank	Strengths	Element(s) of Master Plan	# of People Listing Items in Top 5 Responses	Percent of Total
1	Park	Urban Forestry Plan / Recreation	20	12.3
2	Recreational Programs and Facilities	Recreation	14	8.6
3	Schools	Education	12	7.4
	Community Participation	Quality of Life	12	7.4
4	Business District / Business Association	Downtown Redevelopment and Restructuring	10	6.2
	Municipal Services	Municipal Services / Infrastructure	10	6.2
	Location / Proximity to Philadelphia	Transportation	10	6.2
5	Small Town Values and Atmosphere	Quality of Life	8	4.9
6	Community Activities	Municipal Services / Quality of Life	7	4.3
	Diversity of Population	Demographics	7	4.3
7	Architecture / Historic Qualities	Historic Preservation	6	3.7
8	Proximity to PATCO / High Speed Line	Transportation	5	3.1
	Good Transportation & Infrastructure Network	Transportation / Infrastructure	5	3.1
9	Family - Oriented	Quality of Life	4	2.5
	Religious Institutions	Quality of Life	4	2.5
	Sense of Community	Quality of Life	4	2.5
	Good Governing Body	Municipal Services / Quality of Life	4	2.5
10	Sense of Civic Duty	Quality of Life	3	1.9
	Pedestrian Access	Transportation	3	1.9
11	Recycling Program	Municipal Services	2	1.2
	Natural Features (Rivers, Trees, etc.)	Green Belt Planning / Urban Forestry Plan / Street Tree Management	2	1.2
	Safety and Security	Municipal Services	2	1.2
	History of Town	Historic Preservation	2	1.2
12	Affordable Housing	Housing	1	0.6
	Dry Town / No Alcohol	Quality of Life	1	0.6
	Senior Citizen Activities	Municipal Services	1	0.6
	Value	Housing / Quality of Life	1	0.6
	Longevity of Population	Demographics	1	0.6
	Age of Buildings	Housing	1	0.6

Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Table 3
Collingswood's Weaknesses as Indicated by the Citizen Survey

Rank	Weaknesses	Element(s) of Master Plan	# of People Listing Items in Top 5 Responses	% of Total
1	Maintenance / Cleanliness	Housing / Municipal Services / Quality of Life	11	11.0
2	Schools	Education	10	10.0
	Diversity of Businesses	Downtown Redevelopment and Restructuring	10	10.0
3	Multi-Family Housing	Housing	9	9.0
4	Proximity to Camden	Demographics / Quality of Life	7	7.0
5	Municipal Services / Government Employees / Governing Body	Municipal Services / Quality of Life	5	5.0
	Racism/Lack of Diversity/Division of Community	Demographics	5	5.0
6	Business District	Downtown Redevelopment and Restructuring	4	4.0
7	Inconsistent Planning&Zoning /Plans Outdated	Municipal Services	3	3.0
	Lack of Off-Street Parking/Metered Parking	Transportation	3	3.0
	Traffic Congestion	Transportation	3	3.0
8	Community Participation	Quality of Life	2	2.0
	Infrastructure	Infrastructure	2	2.0
	Lack of Industry and Tax Base	Economic Development	2	2.0
	Route 130	Economic Development / Transportation	2	2.0
	Absentee Landlords	Housing	2	2.0
	Lack of Funding	Economic Development / Municipal Services	2	2.0
	Taxes	Municipal Services	2	2.0
	Press Coverage / Bad Perception	Quality of Life	2	2.0
	Recreation Programs / Open Space	Recreation / Urban Forestry Plan	2	2.0
9	Hrs of Operation of Downtown Businesses	Downtown Redevelopment and Restructuring	1	1.0
	Lack of Marketing	Downtown Redevelopment and Restructuring	1	1.0
	Blue Collar Mentality	Quality of Life	1	1.0
	Row Houses / Pattern of Development	Housing	1	1.0
	Lack of Preservation Plan	Municipal Services	1	1.0
	Vacant Stores in Business District	Downtown Redevelopment and Restructuring	1	1.0
	PATCO - Division of Town	Transportation	1	1.0
	Lack of Vision	Municipal Services / Quality of Life	1	1.0
	Poor Code Enforcement	Municipal Services	1	1.0
	No Room for Growth / Development	Economic Development	1	1.0
	Aesthetics / Business District	Quality of Life / Downtown Redevelopment and Restructuring	1	1.0
	Lack of Follow-up in Schools	Education	1	1.0

Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Two persons commented that Collingswood had NO weaknesses.

As shown in Table 2, entitled *Collingswood's Strengths as Indicated by the Community Survey*, residents of Collingswood feel the park and community recreational facilities and activities are the greatest strengths. Community participation also ranked highly.

Table 3, entitled *Collingswood's Weaknesses as Indicated by the Community Survey*, shows maintenance and cleanliness to be the number one problem. It was mentioned in the survey as "poor upkeep of rental units" and "dilapidated buildings". Lack of diversity in the downtown and multi-family housing are other highly ranked weaknesses.

Schools ranked highly for both a strength and a weakness. The school system ranked third among the strengths due, in part, to the buildings' locations within the community. Because the elementary schools are located within the neighborhoods, bussing is not needed and there is more contact with the residents of the neighborhood. The schools were ranked second on the weakness list. As indicated by the respondents' comments, this may be attributed to "weaknesses" in the high school as well as a "perception" of a poor school district. Other issues that made their way onto both lists include: municipal services, diversity, community participation.

LIVING IN COLLINGSWOOD

The survey asked people, "Why did you choose to reside in Collingswood?" The respondents were asked to answer "Yes" or "No" to an number of issues, and if they chose "No", they were asked to explain. The following discussion identifies the issues, the number of people choosing each response and a **selection of the comments** given. A full copy of the survey results can be found in the appendix of this report.

Collingswood has good schools

Total number of respondents: 30

YES: 19 (63%)

NO: 8 (27%)

YES/NO: 3 (10%) - *these respondents circled both yes and no as an answer¹*

EXPLANATION FOR 'NO' RESPONSES:

- You get what you pay for. We have one of the lowest paid districts around.
- Concerned about problems in Middle School and High School
- We chose to send our children to Catholic School - Collingswood has a great one!

You get more house value for the dollar

Total number of respondents: 29

YES: 25 (86%)

NO: 4 (14%)

EXPLANATION FOR 'NO' RESPONSES:

- Houses are small and property is too small
- More house and more land can be bought if you move away to more rural towns
- (The value of the housing in Collingswood is) about average (as compared with other communities in the area)

¹ One respondent felt "some schools are better than others". Another respondent added the "elementary/middle school on target (and the) high school honors courses are great". The other respondent mentioned the "grade schools are great but the Middle and High Schools need work."

Convenience to work

Total number of respondents: 28

YES: 24 (86%)

NO: 4 (14%)

Convenience to shopping

Total number of respondents: 30

YES: 24 (80%)

NO: 6 (20%)

EXPLANATION FOR 'NO' RESPONSES:

- With a car, you can go to the City or the malls
- Shops must advertise more to attract new business
- The type of stores on Haddon Avenue today, do not draw business

Good connection with High Speed Line

Total number of respondents: 32

YES: 31 (97%)

NO: 1 (3%)

Good recreational facilities

Total number of respondents: 30

YES: 26 (87%)

NO: 4 (13%)

EXPLANATION FOR 'NO' RESPONSES:

- We are land locked but need more space for recreational activities.
- Pool is good but is only recreation facility beside park

Enjoy small town atmosphere

Total number of respondents: 32

YES: 31 (97%)

NO: 1 (3%)

Good police / fire / ambulance departments (Emergency Services)

Total number of respondents: 30

YES: 27 (90%)

NO: 3 (10%)

Convenience to religious institutions

Total number of respondents: 30

YES: 24 (80%)

NO: 6 (20%)

Low Taxes

Total number of respondents: 30

YES: 15 (50%)

NO: 15 (50%)

EXPLANATION FOR 'NO' RESPONSES:

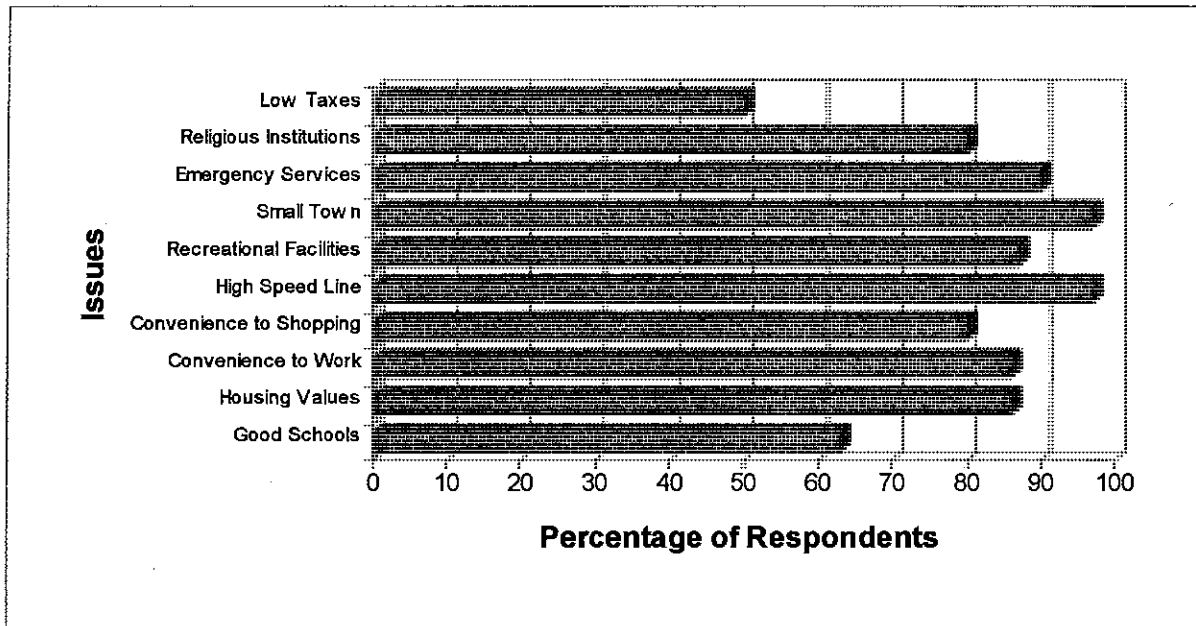
- Could be worse, could be better
- Taxes aren't low
- The school tax is entirely out of control
- The taxes, when compared to towns with higher property values, are out of proportion
- They've been steadily rising each year

Other

- Great neighbors
- Closeness to Philadelphia's cultural activities
- Born here
- Family

Figure 1, entitled *Percentage of Respondents Identifying Issues as a 'Reason to Live in Collingswood'*, summarizes the previously listed statistics, which are in response to the question, "Why did you choose to reside in Collingswood?" As stated previously, the respondents were asked to answer "Yes" or "No" to the different issues. Figure 1 details the percentages of people who answered "Yes" for each issue.

Figure 1
Percentage of Respondents Identifying Issues as a 'Reason to live in Collingswood'



Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

It is interesting to note that eighty percent (80%) or more of the respondents chose to live in Collingswood for the following reasons:

- Convenience of Religious Institutions
- Emergency Services
- Small Town Atmosphere
- Recreational Facilities
- Connection with the High Speed Line
- Convenience to Shopping
- Convenience to Work
- Housing Values

The small town atmosphere and proximity to the High Speed Line are the two most common reasons for moving to Collingswood, as indicated by ninety-seven percent (97%) of the respondents. Schools and taxes, while a draw for some, was not a decision making factor for many of the respondents². Some people commented throughout their responses that family was a big influence in living in Collingswood, especially since some have been in the Borough since childhood.

² Only fifty percent (50%) of the respondents moved to Collingswood due to low taxes and sixty-three percent (63%) due to the schools.

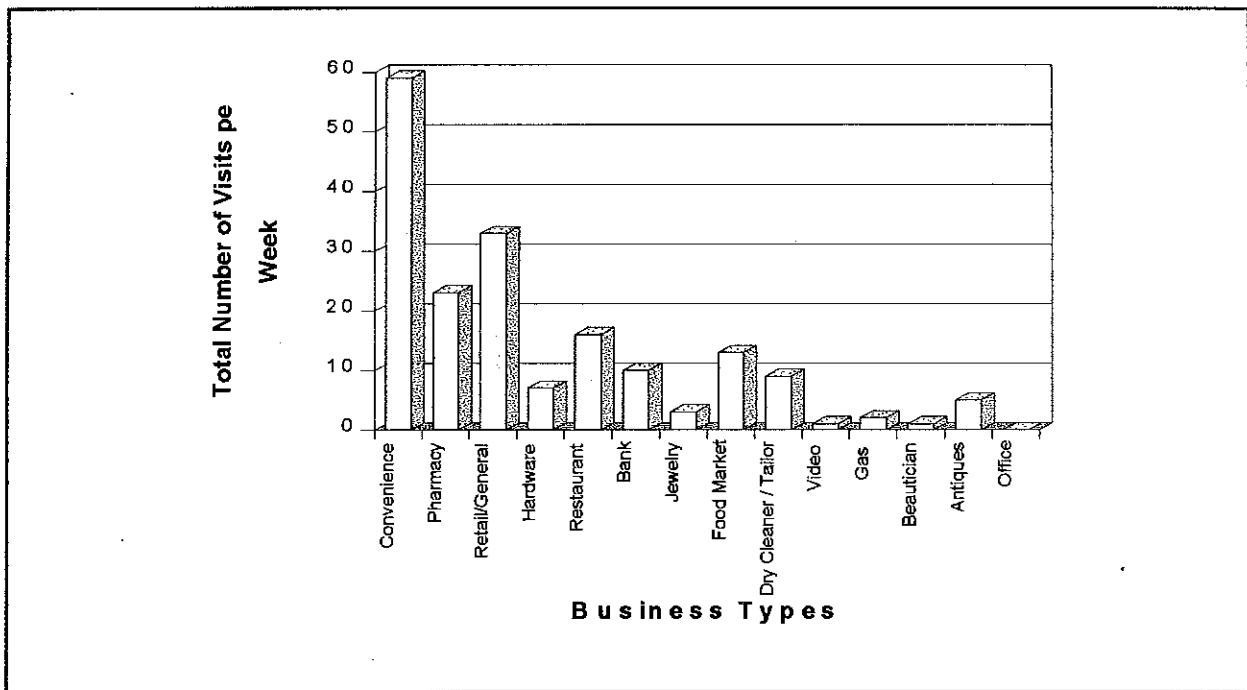
DOWNTOWN SHOPPING DISTRICT

Collingswood has a very historic and centrally located downtown shopping district. Questions 5-7 and 11 on the survey were related to the use of this downtown district, which is found on Haddon Avenue.

The first question asked, "How many times a week do you patronize the retail stores in Downtown Collingswood?". The average number of times per week was 4.2, with the number of times ranging from as many as ten (10) to as little as once a week. The total number of times downtown is used by the thirty-two (32) respondents is 135.

Figure 2, entitled *Downtown Business Types and Total Number of Visits by Respondents*, details the responses to Question 6, which asked, "In a period of one week, please list each of the businesses that you frequent and the number of times that you do so". Thirty-two (32) people responded to this question. The percentages are based only on the trips of these individuals per week.

Figure 2
Downtown Business Types and Total Number of Visits by Respondents



Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

The convenience businesses are the most frequented by survey respondents (59 visits/week) followed by retail/general (33 visits/week) and pharmacy (23 visits/week). Restaurants have sixteen (16) visits per week and the food market has thirteen (13) visits. Banks and cleaners/tailors have ten (10) and nine (9) visits respectively. Hardware has seven (7) visits and antiques have five (5). The remaining businesses: jewelry, video, gas, beautician, and office all have less than five visits per week by the respondents.

Question 7 asked respondents to complete these sentences:

- Haddon Avenue is a great place to shop because....
- Haddon Avenue is not a great place to shop because...

Most people felt Haddon Avenue was a great place to shop because of the following reasons:

- the convenience (location, variety of goods, etc.)
- ability to walk there
- friendliness of merchants
- variety of shops

Fifty percent (50%) of the people responding to, " Why Haddon Avenue is not a great place to shop," answered:

- parking

Other reasons why Haddon Avenue is not a great place to shop were listed as:

- no grocery store
- unfriendly to pedestrians
- (poor) stroller access
- not enough variety (of shops)

Survey question 11 asked people to rate the Business District along Haddon Avenue based on a number of criteria. The rating was on a scale of 10, with 1=Poor and 10=Best. Table 4, entitled *Business District Ratings as Indicated by the Citizen Survey*, lists the criteria, the average ranking, and the high and low score for each. It also includes the percentage of respondents that gave each criteria a score of seven (7) or better.

Table 4
Business District Ratings as Indicated by the Citizen Survey

Criteria	Average Rating* 1=Poor, 10=Best	High Rating	Low Rating	% Above Rating of 7
Courteous Service	8.38	10	4	84.4
Knowledgeable Sales Personnel	7.90	10	1	79.3
Good Customer Service	7.72	10	1	81.3
Security	7.66	10	2	74.3
Convenience of Shops	7.53	10	1	70.6
Store Front Maintenance	6.51	10	3	57.1
Hours of Operation	6.12	10	1	47.1
Good Variety of Shops & Services	5.74	10	1	38.2
Competitive Prices	5.50	10	1	32.4
Parking Adequacy	4.94	10	1	20.0

Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

* Average rating is determined by dividing the total rating for each criteria by the number of people ranking the criteria

The ratings show the overall customer service (Courteous Service, Knowledgeable Sales Personnel, and Good Customer Service - Willingness to accommodate) to be the best component of shopping downtown, while parking is the worst component. Security and convenience are also ranked high among the criteria (average rating higher than 7). Overall, the ratings are very similar to the issues addressed in Question 7, which asked why Haddon Avenue is or is not a great place to shop. Parking, the only issue to have an average score lower than five (5), will be a major issue addressed in the downtown planning component of the Master Plan.

ROUTE 130 COMMERCIAL CORRIDOR

Route 130 provides a large area for potential commercial development and redevelopment. Some of the questions on the survey asked the respondents their opinions on the development of this corridor. Responses were very split on the issue and some felt very strongly about their opinion.

When asked if they would support the improvement of this highway commercial corridor with a revitalization and enhancement program, of the thirty-four (34) respondents, twenty-three (23) or sixty-eight percent (68%) said, "Yes" and eleven (11) or thirty-two percent (32%) said "No". The explanations for answering "No" ranged from concerns about downtown shopping to traffic and safety to effects on homes and quality of life.

The second question dealt with the condition of the buildings on Route 130. Thirty-one (31) people responded to the question. Of those responses, five (5) or sixteen percent (16%) said the buildings were in good condition, fifteen (15) or forty-eight percent (48%) indicated fair, and eleven (11) or thirty-six percent (36%) stated poor. No one rated the buildings in excellent condition. The respondents were asked to explain their rankings of Fair or Poor. Most indicated the home and stores were in disrepair and needed improvement, such as signage and landscaping. Others commented about the types of business along the corridor which create an unattractive appearance (car lots, adult bookstores).

The last question asked, "Do you feel the Route 130 Highway Commercial corridor is used to its maximum potential? Eighty-five percent (85%) of the respondents answered "No" and fifteen percent (15%) answered, "Yes". Some of the explanations for the responses are as follows:

- Its dangerous to turn off the highway to use any of the commercial businesses. Whatever business are there (along Route 130) can be found elsewhere.
- Need supermarket or high-volume stores (to be used to its maximum potential)
- Old buildings should be replaced or rehabilitated
- High speed traffic (causes access problems)
- Continued flooding is an issue (because it impedes development)
- The type of businesses located along (Route 130) cater only to the commuter, none of which are destination businesses, which would require the owner to have more pride in their appearance.
- If traffic could be slowed down, perhaps the commercial corridor could be improved.

HOME OWNERSHIP AND HOUSING ISSUES

According to the 1990 Census data, 46.5% of Collingswood's households rent their homes. This situation creates a potential transient neighborhood environment with a need for specific planning techniques to address issues such as education, services, maintenance, etc. Questions 13 and 14 dealt directly with the subjects of home ownership and renting.

Eighty-four percent (84%) of the respondents would support the limitation of non-owner occupied apartment rentals to specific districts where there is on site management and maintenance. Sixteen percent (16%) would not support it because they are supportive of mixed use and diversity of housing within the Borough.

On the question of supporting the reduction or elimination of non-owner occupied apartments in existing single-family districts, seventy-nine percent (79%) are in favor, while twenty-one percent (21%) are opposed.

Question 15 on the survey asked people, if they were approached by a stranger who asked them where to buy a home, what would be their first, second, and third recommendation. If their number one choice was not Collingswood, they were asked to explain why. Table 5 shows the percentage of respondents' choosing each community as their first, second, and third choice.

Table 5
Percentage of Respondents' Recommendations of Where to Buy a Home

Municipality	% #1 Choice	% #2 Choice	% #3 Choice
Collingswood	65.7%	8.6%	18.2%
Haddonfield	22.8%	14.3%	27.3%
Gloucester City			3.0%
Cherry Hill	2.9%	8.6%	9.1%
Haddon Township	5.7%	51.4%	24.3%
Oaklyn		2.8%	12.1%
Other	2.9%	14.3%	6.0%

Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

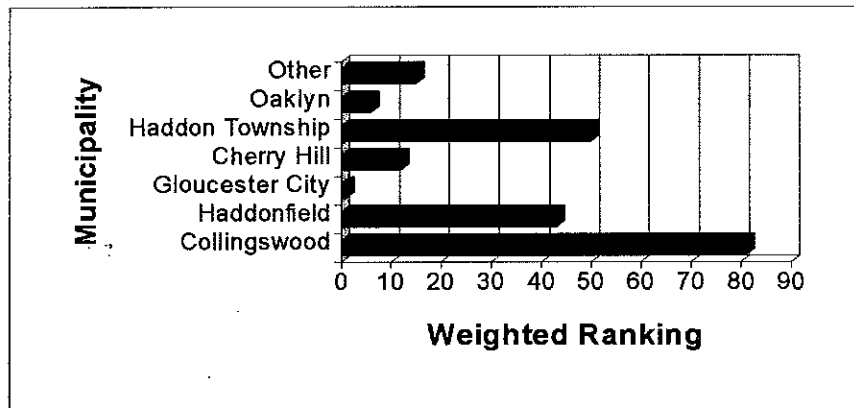
Collingswood was the first choice of more than sixty-five percent (65%) of the respondents. Haddonfield also ranked significantly, with 22.8% of the respondents choosing it as their first choice. Haddon Township was selected by 51.4% of the respondents as their second choice of where to buy a home.

Haddonfield was chosen by 27.3% of the respondents as their third choice, followed by Haddon Township (24.3%), and Collingswood (18.2%).

The municipalities of Camden, Pennsauken, and Woodlynne didn't receive recommendations. The "Other" municipalities mentioned by respondents included: Mount Laurel, Moorestown, Merchantville, Haddon Heights, Audubon, and Mt. Ephraim.

Figure 3 highlights the same information but based on a weighted ranking system. For every #1 ranking, 3 points were assigned to that municipality; for every #2 ranking, 2 points were assigned; and for each #3 ranking, 1 point was given.

Figure 3
Weighted Rankings For Recommendations



Source: Discovering Collingswood Citizen Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Even when weighted, Collingswood is still the number one choice, with a weighted score of eighty-one (81). Haddon Township is the second choice (weighted score of 50), followed very closely by Haddonfield (weighted score of 41). The "Other" municipalities had the following weighted scores:

- Mt. Laurel (3)
- Moorestown (5)
- Merchantville (1)
- Haddon Heights (2)
- Audubon (2)
- Mt. Ephraim (2)

Some of the reasons Collingswood did not rank as people's number one recommendation are: "schools are better" and "homes are better maintained in Haddonfield", "other communities are nicer", and "Collingswood is next to Camden".

QUALITY OF LIFE

In order to determine the participant's confidence in the community and the ability to test the participants's vision, the survey was designed to test expectation versus actual desire. Respondents were asked to list things they EXPECT to see and then list things they WANT to see. The following are some examples of these items.

EXPECTATIONS:

- Business District improved, thriving, and fully occupied
- Knight Park improved, with hundreds of children playing
- More traffic and parking congestion
- Higher taxes, crime rate, and decay on West Side
- Younger and larger minority population

WANTS:

- Supermarket, more stores, community center and an overall improved downtown
- Good/Better schools and recreational programs, especially Knight Park
- Well kept properties and refurbished buildings
- Lower taxes and higher real estate values

The last question on the survey asked respondents to complete these sentences:

- Collingswood is a great place to live because....
- Collingswood is not a great place to live because...

Most people indicated they have been here their whole lives and continue to stay because its a great community. Others think Collingswood is a great place to live because:

- like the old homes
- the proximity to Philly
- the convenience
- the small town and community atmosphere

Among the reasons why it's not a great place to live were:

- the proximity to Camden
- the school system
- lack of variety of businesses
- number of apartments.

Please refer to the appendix section of this report for a complete listing of responses.

PART I - SECTION 2

RESPONDENT PROFILES

Thirty-five (35) people responded to the survey. According to the demographics and analysis of responses, typical respondents have been chosen and are listed below. The reader can get a true sense of the feelings of a person or persons from each and age group as well as homeowner vs renter. This sample was taken at random from the participants.

Profile 1 - RENTER

Respondent is female, 35-44 years old, and has been a resident for 4.5 months.

Profile 2 - HOMEOWNER

Respondent is male, over 55 years old, and has been a resident for 47 years.

Profile 3 - AGED 20-34

Respondent is female and has been a resident for 9.5 years.

Profile 4 - AGED 35-44

Respondent is female and has been a resident for 36 years.

Profile 5 - AGED 45-55

Respondent is male and has been a resident for 20 years.

Profile 6 - OVER 55

Respondent is male and has been a resident for 72 years.

The following are the survey questions and the responses for each profiled participant:

1.) Participant Profile

Profile	Control #	Age	Sex	How long have you been a resident?	Home Owner?	# Years	Tenant?	# Years
1	CC-1	35-45	F	4.5 months	N		Y	4.5 mon
2	CC-13	Over 55	M	47 years	Y	47 years	N	
3	CC-26	20-35	F	9.5 years	Y	6.5 years	Y	3 years
4	CC-19	35-45	F	36 years	Y	10 years		
5	CC-10	45-55	M	20 years	Y	20 years		
6	CC-25	Over 55	M	72 years		50 years		

Notice the renter (Profile 1) has only been a resident for 4.5 months. At the end of her lease, she may decide to stay and lease again or buy a home in Collingswood. She may also leave and lease or buy elsewhere. Profile 3 rented for three years, most likely before buying her home. Her reasons for moving to Collingswood are mentioned later in this section. These may be important as they may be the same reasons Profile 1 may chose to stay or to leave.

2.) What are Collingswood's Greatest Strengths ?

Profile	Age	Sex	Home Owner?	Strengths
1	35-45	F	N	<ul style="list-style-type: none"> • Recycling • Activities for Community • Community Participation • Friendly Business Owners • Family Oriented
2	Over 55	M	Y	<ul style="list-style-type: none"> • Parks • Schools • Churches • Recreational Facilities • Small Town - Police and Fire Departments
3	20-35	F	Y	<ul style="list-style-type: none"> • Small Town Atmosphere • Community activities and volunteerism
4	35-45	F	Y	<ul style="list-style-type: none"> • People - spirit and willingness to get involved • Sense of community • Community events (summer band concerts, parades, festivals) • 5 elementary schools - no busing • Parks and recreational facilities (pool)
5	45-55	M	Y	<ul style="list-style-type: none"> • School system • Small town atmosphere • Sports activities for our children • Proximity to Philadelphia • Safety
6	Over 55	M		<ul style="list-style-type: none"> • People • Parks • Recreation Program • Borough Services

All of the profiled participants, regardless of age or home-ownership, commented on the **community** as one of the strengths. Some like the small-town atmosphere, while others like the community spirit and participation. The schools are strengths for those owning homes, and those between 35 and 55.

3.) What are Collingswood's Greatest Weaknesses?

Profile	Age	Sex	Home Owner?	Weaknesses
1	35-45	F	N	<ul style="list-style-type: none"> • Most Stores are Closed on Sunday • Store hours not long enough • More residents should participate in up keeping of neighborhood
2	Over 55	M	Y	<ul style="list-style-type: none"> • Route 130 - lack of development • Traffic on Collings Avenue • Haddon Twn. police cars racing through Collingswood to answer call in West Collingswood • Traffic on Park Avenue
3	20-35	F	Y	<ul style="list-style-type: none"> • No room for new housing • Lack of commercial / industrial businesses
4	35-45	F	Y	<ul style="list-style-type: none"> • Lack of diversity - racial, ethnical, religious • No community plan preserve history and historical buildings, properties, downtown, economic growth • Communication (ie. Borough Hall employees often seem last to know about what's going on. This survey for example have they been included? Many/all live in town).
5	45-55	M	Y	<ul style="list-style-type: none"> • Apathy of many of its citizens • Proximity to Camden
6	Over 55	M		<ul style="list-style-type: none"> • Too many absentee landlords • Weakness in high school • Lack of industrial property for taxes • Lack of funds for infrastructure • High school taxes

There was not one overwhelming weakness identified by the profiled individuals. A theme of business revitalization can be seen in comments made by Profile 1, 2, 3, 4, and 6. New strategies for increasing the awareness of existing businesses and also marketing new businesses to the area will be a major emphasis in the Master Plan.

Traffic is a problem for Profile 2, home owner. While schools were a strength to many of the profiles, Profile 6, aged over 55, feels there is a weakness in the high school. This individual also believes the school tax is high. This may be due to the fact that he no longer has children in school yet still must pay property tax to support the school system, a situation not limited to Collingswood.

4.) Why did you choose to live in Collingswood?

Issue	Profile 1	Profile 2	Profile 3	Profile 4	Profile 5	Profile 6
<i>Profile Description</i> AGE SEX HOMEOWNER?	35-45 F N	OVER 55 M Y	20-35 F Y	35-45 F Y	45-55 M Y	OVER 55 M
Collingswood has good schools	N/A	Y	N	N ³	Y	Y ⁴
More house value for the dollar	Y	Y	N	Y	Y	Y
Convenient to work	Y	Y	N	Y	Y	Y
Convenient to shopping	Y	Y	N	Y	N ⁵	Y
Connection w/ High Speed Line	Y	Y	N	Y	Y	Y
Good recreational facilities	⁶	Y	N	Y ⁷	Y	Y
Enjoy small town atmosphere	Y	Y	N	Y	Y	Y
Good emergency services	Y	Y	N	Y	Y	Y
Convenient to religious inst.	OK	Y	N	Y	N ⁸	Y
Low taxes	N/A	N ⁹	N	Y	Y	N ¹⁰
Other:			Y ¹¹	Y ¹²		

³Concerned about problems in MS & HS - lack of parental involvement, communication, and cooperation between school and community. Feelings that staff feel unappreciated - a lot of good teachers have left.

⁴The High School is showing some signs of weakness

⁵No matter where we were going to move to was going to be close to shopping.

⁶Haven't investigated

⁷Could work on street hockey courts - kids and parents have asked

⁸We would have found a church no matter where we moved to.

⁹School budgets must be brought under better financial control. We cannot continue to give 5% to 6% pay raises when the CPI is less than 3%.

¹⁰The school tax is entirely out of control.

¹¹Husband is employed by the Borough. In addition to this, he is a life long resident and active in the community.

¹²We can participate in our community

Please note, the footnotes are the explanations provided by the profiles for each 'No' response. Some persons provided explanations for 'Yes' responses as well. Also note, Profile 3 moved here due to husband involvement in Collingswood and not for any of the above listed reasons. This does not mean these issues are or are not of concern to her or other individuals in her age category.

Profile 1 doesn't pay property taxes due to her renter status and therefore provided no comment on the taxes. Profile 2, however, owns a home and does comment that the taxes are too high. He comments the school budgets should be brought under control. It is also noteworthy that this individual is also over 55 and most likely does not have children in the school system. The same age, home ownership status, and opinion on taxes pertains to Profile 6.

Profile 4, female aged 35-45, is concerned about the high school and middle school. The school system did not effect her decision to move to Collingswood. Profile 6 also mentions that the high school is showing signs of weakness. He also listed this concern as one of Collingswood's weaknesses.

For Profile 5, church and shopping convenience were not reasons to move to Collingswood. From his comments, these amenities would be found wherever he was to move. This is important to note because if Collingswood did not have those conveniences either in town or nearby, he may never have looked for a home in Collingswood in the first place.

Recreation facilities seem to be a reason to move to Collingswood although Profile 1 hasn't investigated the facilities and Profile 4 would like to see roller hockey courts.

All profiles, excluding profile 3 for the reason listed previously, moved here for the following reasons:

- You get more house for the dollar
- Convenient to work
- Good connection with the High Speed Line
- Enjoy small town atmosphere
- Good police/fire/ambulance departments

It is interesting to note that Profile 1, a renter, feels you get more house for the dollar in Collingswood. Low rental rates for apartments with large square footage may be the cause for her conclusion.

5.) How many times a week do you patronize the retail stores in Downtown Collingswood?

6.) In a period of one week, please list each of the business that you frequent and the number of times you do so.

Profile	Age	Sex	Home Owner?	Times/ Week	Convenience	Drug	Retail/ General	Hardware	Restaurant	Bank	Food Market	Dry Cleaner
1	35-45	F	N	5	3		3	1			3	
2	Over 55	M	Y	10	5	3		1		3		1
3	20-35	F	Y	3	3							
4	35-45	F	Y	1					1			
5	45-55	M	Y	10	4	1	7					
6	Over 55	M		5		2		1				1

Profile 2, home owner aged over 55 and Profile 5, aged 45-55 use the downtown most frequently. Profile 2 primarily uses the Wawa, the drug store, and the bank. Profile 5 primarily uses Pete's News Agency and the Wawa. There does not seem to be an apparent trend based on age or home ownership, until the comments below are observed.

7.) Please complete the following sentences:

Profile	Age	Sex	Home Owner?	<i>Haddon Avenue is a great place to shop because:</i>
1	35-45	F	N	Pretty diversified includes restaurants, all types of businesses to appeal to all residents
2	Over 55	M	Y	local conveniences
3	20-35	F	Y	nice stores
4	35-45	F	Y	I can walk - I know the people/owners - they participate in our community
5	45-55	M	Y	There is a wide variety of shops close to home.
6	Over 55	M		people are friendly

Profile	Age	Sex	Home Owner?	<i>Haddon Avenue is NOT a great place to shop because:</i>
1	35-45	F	N	It could have a supermarket, a nice restaurant (open later than 6pm), the stores aren't open on Sundays, a gym that offers more (better equipment, more modern and more cardio)
3	20-35	F	Y	the shops are not stroller or child friendly
4	35-45	F	Y	Stroller accessibility - small crowded shops with fragile items reached by 2&5 year olds!! Too many thrift shops!!
5	45-55	M	Y	At times, it is difficult to find a place to park

All the profiled respondents commented on why Haddon Avenue is a great place to shop. Profiles 1 and 5 commented on the diversity of the stores, profile 3 thinks the stores are 'nice', profiles 2 and 4 enjoy the convenience, and profile 6 likes the friendliness of the people.

As seen from the comments of why Haddon Avenue is not a great place to shop, Profiles 3 and 4, ages 20-45 (child-bearing years), don't frequent the shops because they are child unfriendly and unaccessible by strollers. Profile 1, a renter, would like to use Haddon Avenue more frequently but doesn't because of hours of operation and lack of quality service she would prefer (gym, grocery store).

Profile 5, indicated it was hard to find a parking space. This seems to be a deterrent for a lot of individuals shopping in the area. Although Profiles 2 and 6 did not address parking as a reason, it may be an important issue to the elderly and physically challenged persons of this community.

8.) Businesses along Route 130 in Collingswood provide a highway commercial corridor within the community. If you had a choice, would you support the improvement of this highway commercial corridor with a revitalization and enhancement program?

Profile	Age	Sex	Home Owner?	Yes / No
1	35-45	F	N	Yes
2	Over 55	M	Y	Yes
3	20-35	F	Y	Yes
4	35-45	F	Y	Yes
5	45-55	M	Y	Yes
6	Over 55	M		Yes

9.) How would you describe the conditions of buildings along the Route 130 Highway Commercial corridor?

Profile	Age	Sex	Home Owner?	Excellent / Good / Fair / Poor	Explain
1	35-45	F	N		N/A
2	Over 55	M	Y	F	Needs improvement on various homes and businesses
3	20-35	F	Y	G	
4	35-4	F	Y	F	It looks dirty - I rarely go beyond Dunkin' Donuts
5	45-55	M	Y	G	
6	Over 55	M		P	There has been little or no improvement for years

10.) Do you feel the Route 130 Highway Commercial corridor is used to its maximum potential?

Profile	Age	Sex	Home Owner?	YES/NO	Explain
1	35-45	F	N		N/A
2	Over 55	M	Y	N	State highway is delaying the circle, which leads to the full length. Circle the Cooper River - lack of development. This delay has been going on for years.
3	20-35	F	Y	N	
4	35-45	F	Y	N	
5	45-55	M	Y	N	I only think of Rte. 130 as used car lots and not much else.
6	Over 55	M		N	Old buildings should be replaced or rehabilitated

All the profiled respondents, except for Profile 1, feel that the Route 130 corridor, as it is now, is underutilized. They would all support a revitalization and enhancement program to provide highway commercial uses.

Answers varied as to the conditions of the building along the corridor. Profiles 3 and 5 gave an ranking of good, Profiles 2 and 4 rated them as fair, and Profile 6 gave them a rating of poor.

11.) How would you rate the Business District along Haddon Avenue?
1=low, 10=high

Issue	Profile 1	Profile 2	Profile 3	Profile 4	Profile 5	Profile 6	Average
AGE SEX HOMEOWNER?	35-45 F N	OVER 55 M Y	20-35 F Y	35-45 F Y	45-55 M Y	OVER 55 M	
Parking Adequacy	5	6	4	6	3	6	4.50
Security	5	8	6	6	8	6	7.25
Storefront Maintenance	7	5	5	5	7	4	5.50
Good Variety of Shops & Services	7	5	6	2	9	4	5.50
Competitive Prices	7	4	5	3	5	4	4.67
Good Customer Service	9	5	9	8	9	4	7.33
Hours of Operation	6	-	4	6	7	2	5.00
Convenience to Shops	9	6	6	6	9	6	7.00
Knowledgeable Sales Personnel	8	6	8	7	9	6	7.33
Courteous Service	9	6	9	9	9	6	8.00
Average	7.20	5.67	6.20	5.80	7.50	4.80	

The responses of the profiled individuals are very similar to those of the entire survey participants. Parking adequacy is rated the lowest and courteous service, knowledgeable sales personnel, and good customer service are rated the highest. One visible difference is that the profiled individuals' averages were lower than those for the entire survey. Table 6 compares the averages for the two groups.

Table 6
Comparison of Profiled Individuals' and Entire Survey Averages

Issue	Survey Avg	Profile Avg.	Issue	Survey Avg	Profile Avg.
Parking Adequacy	4.94	4.50	Good Customer Service	7.72	7.33
Security	7.66	7.25	Hours of Operation	6.12	5.00
Storefront Maintenance	6.51	5.50	Convenience to Shops	7.53	7.00
Good Variety of Shops & Services	5.74	5.50	Knowledgeable Sales Personnel	7.90	7.33
Competitive Prices	5.50	4.67	Courteous Service	8.38	8.00

Source: Discovering Collingswood Citizen Survey, 1997
 Compiled by: Peter P. Karabashian Associates, Inc., May 1998

12.) How important is it to preserve or enhance the following issues in Collingswood?

Issue	Profile 1	Profile 2	Profile 3	Profile 4	Profile 5	Profile 6	Average
<div>AGE</div> <div>SEX</div> <div>HOMEOWNER?</div>	<div>35-45</div> <div>F</div> <div>N</div>	<div>OVER 55</div> <div>M</div> <div>Y</div>	<div>20-35</div> <div>F</div> <div>Y</div>	<div>35-45</div> <div>F</div> <div>Y</div>	<div>45-55</div> <div>M</div> <div>Y</div>	<div>OVER 55</div> <div>M</div>	
Improve quality of urban open space	10	8	9	no response	8	10	9.00
Promote low density housing	4	7	6	no response	8	1	5.20
Encourage single family home ownership	6	10	10	10	9	10	9.17
Support small town quality of life	10	10	10	10	9	10	9.83
Encourage urban environmental enhancement of community parks	10	10	10	10	8	10	9.67
Preserve and enhance the Borough's historic characteristics	7	7	10	10	7	1	7.00
Utilize historic characteristics of town to establish a range of architectural themes for possible redevelopment in the Borough	8	7	10	10	6	1	7.00
Preserve the Haddon Ave. Business District and improve it as a core of other community activities and events	10	7	10	10	7	10	9.00
Preserve the Borough's tree lined streets	8	10	10	10	8	10	9.33
Improve the Rt. 130 Corridor Business District	6	7	9	6	6	10	7.33

Other issues that were identified are as follows:

Profile 1

- Open hours of business - longer (8pm)
- (Businesses) Open on Sunday
- Enforce the pedestrian walking zone (in the downtown shopping district)

Profile 4

- Develop cooperation and common goals among Borough Boards
- Improve participation and inclusion of Parkview residents - build community within apartment complex and extend out into community
- (Improve, market and recognition for the) West Collingswood Business District

All of the profiled individuals ranked urban open space, small town quality of life, community parks, preservation of Haddon Avenue, preservation of tree-lined streets, and improvement of the Rt. 130 corridor, as a six or higher, indicating an important issue to preserve or enhance.

Because she renters her home, Profile 1 did not feel as strongly about encouraging single-family home ownership as the other profiles. She also did not feel strongly about promoting low density residential housing. Profile 6 felt this was a low priority as well. This may be because he is representing the Collings Arms Senior Housing, a higher density living facility.

Profile 6 ranked preservation of historic characteristics and architectural utilization of historic characteristics low, with a score of 1. The other individuals felt these were important issues ranking them all with a six or better.

13.) For other than owner-occupied units, would you support the limitation of apartment rentals to specifically designated apartment districts exclusively regulated to zoning districts where there can be appropriate supervision by on-site management and maintenance personnel?

Profile	Age	Sex	Home Owner?	Yes /No
1	35-45	F	N	No
2	Over 55	M	Y	Yes
3	20-35	F	Y	Yes
4	35-45	F	Y	Yes
5	45-55	M	Y	Yes
6	Over 55	M		Yes

14.) Would you support the reduction and/or elimination of apartments of non-owner occupied units from existing single family districts?

Profile	Age	Sex	Home Owner?	Yes /No
1	35-45	F	N	No
2	Over 55	M	Y	Yes
3	20-35	F	Y	Yes
4	35-45	F	Y	Yes
5	45-55	M	Y	Yes
6	Over 55	M		Yes

Only Profile 1, a renter, has objection to Questions 13 and 14. It is important to note that of the respondents for the entire survey, 83% of them own their own homes. Based on this profile, a different response may have resulted if the survey included more renters.

15.) Assume that a stranger approached you and asked you where to buy a home, what would be your first, second, and third recommendation:

Profile	#1 Choice	#2 Choice	#3 Choice
1	Mt. Laurel ¹³	Moorestown	Collingswood
2	Collingswood	Haddon Township	Haddonfield
3	Haddon Township ¹⁴	Collingswood	Oaklyn
4	Collingswood ¹⁵	Haddon Township	Haddonfield
5	Collingswood	Haddon Township	Cherry Hill
6	Collingswood	Cherry Hill	Haddon Township

If you did not chose Collingswood as #1, please list your reasons why:

Please refer to the footnotes below for respondents' responses.

¹³Nicer surroundings in Mount Laurel

¹⁴I think the school system is better and is also a community that offers a lot of activities for a family

¹⁵Only chose it for its "potential" and if stranger was willing to be involved - I feel both Haddon Township and Haddonfield are better places - better public schools better resale value of home. I have concern about recent zoning board and building practices - a new home was added to Conard between Park and Stokes - site of a former garage! A new home is being added to Stokes homestead an old and historic site - over ruled historic commission. New signs say Welcome to Historic Collingswood, huh?

Profiles 1 and 3 did not chose Collingswood as their number one choice. Profile 4 only chose Collingswood for its potential. Profile 1 thinks Mt. Laurel has better surroundings. Profiles 3 and 4 both feel Haddon Township has better schools. Profile 4 feels both Haddonfield and Haddon Township have better resale values on homes. Profile 3 thinks Haddon Township offers more family activities.

Profiles 3 and 4 are ages 20-45 and have children. Their concerns about schools have been echoed throughout this survey, especially here. If they would recommend another community based on the schools, additional study should be completed in this area.

Profile 1, a renter, may be looking for a house to buy - Collingswood was her third choice. Marketing of Collingswood's strengths and improvement of the weaknesses is need for retainment of renters and attraction of new home buyers.

16.) If you left Collingswood and came back in 10 years, what would you EXPECT to see?

Profile	Age	Sex	Home Owner?	Expectations
2	Over 55	M	Y	<ul style="list-style-type: none"> Hopefully the parks, schools and churches still operating as we know them now
3	20-35	F	Y	<ul style="list-style-type: none"> Higher taxes Small town atmosphere More minorities Higher crime rate
4	35-45	F	Y	<ul style="list-style-type: none"> The blue tarp off the Colling Knight home A paved path around Knight park
5	45-55	M	Y	<ul style="list-style-type: none"> Hundreds of children playing in Knight Park Neat and clean tree-lined streets
6	Over 55	M		<ul style="list-style-type: none"> Little or no change

Profiles 2 and 6, aged over 55, expect to see little change. This is probably because there has been little change in the past ten years and they are basing the future on what they have seen in the past. Profile 3, aged 20-35, expects the Borough to have additional minorities and higher taxes. She expects a higher crime rate as well. Profiles 4 and 5, aged 34-55 expect to see improvements made to Knight park.

17.) If you left Collingswood and came back in 10 years, what would you WANT to see?

Profile	Age	Sex	Home Owner?	Wants
1	35-45	F	N	<ul style="list-style-type: none"> • More face-lifting of businesses • Community support & involvement • Rid of trash • A supermarket in town
3	20-35	F	Y	<ul style="list-style-type: none"> • Small town atmosphere • Same or lower taxes • Homes maintained or improved
4	35-45	F	Y	<ul style="list-style-type: none"> • Zone School Restored • Peter Lumber developed ala Kings Court in Haddonfield - a community center w/ gathering place • Pete's Gas and Newsstand Rehabilitated • Restored Colling Knight home • Smoke-free dining in all restaurants
5	45-55	M	Y	<ul style="list-style-type: none"> • A reasonable tax structure for senior citizens • A town with many young families

Profiles 2 and 6 did not respond to Question 17. Based on their responses to Question 16, they probably don't want to see too much change. Profile 1 would like general improvements - downtown, community, and new businesses. Profile 3 and Profile 5 would like to see improvement to the tax structure. Profile 3 and 4 would like to see buildings renovated or restored. Profile 5 would like to see many young families.

18.) Please complete the following sentences:

Profile	Age	Sex	Home Owner?	<i>Collingswood is a great place to live because:</i>
1	35-45	F	N	<ul style="list-style-type: none"> • Stores and restaurants are convenient, speedline/public transportation access, business owners are friendly
2	Over 55	M	Y	<ul style="list-style-type: none"> • my family has lived here for 123 years. Since 1874, our home was built by my wife's great grandfather. The family has never moved from our home.
3	20-35	F	Y	<ul style="list-style-type: none"> • of the small town atmosphere. The recreational programs offered and the service the borough provides that aren't offered in most other municipalities (ie, leaf collection)
4	35-45	F	Y	<ul style="list-style-type: none"> • old homes, neighborhood schools, parks, playgrounds, sense of community.
5	45-55	M	Y	<ul style="list-style-type: none"> • With its schools and activities for youths, it's a great place to raise a family.
6	Over 55	M		<ul style="list-style-type: none"> • of its nice people and good borough services

All of the profiled participants gave a reason why Collingswood is a great place to live. Reasons varied from convenience to small town atmosphere, to schools and activities. Profiles 4 and 5 specifically mentioned family activities (parks and schools). Profile 6 mentioned the people and the services provided by the municipality.

Profile	Age	Sex	Home Owner?	<i>Collingswood is <u>not</u> a great place to live because:</i>
1	35-45	F	N	<ul style="list-style-type: none"> Drivers aren't courteous to the pedestrian walking zone, residents could be more involved in community, more security around speedline and surrounding areas
3	20-35	F	Y	<ul style="list-style-type: none"> its proximity to Camden. The taxes will probably continue to rise because of the lack of room for new houses and lack of commercial properties
4	35-45	F	Y	<ul style="list-style-type: none"> there is still work to be done - talking and working together

Only three of the profiles gave a comment as to why Collingswood is not a great place to live. Profiles 1 and 4 spoke to the need for more involvement of the community. Profile 1 spoke of safety of pedestrians and mentioned the 'pedestrian walking zone', which is an important factor especially in the downtown area. Profile 3 indicates the negative impacts of being located near Camden and the increasing taxes.

By reading through the responses for each profile, certain issues of importance can be identified. These issues have been associated with each profile below:

Profile 1 (Renter)	Use of downtown / need for redevelopment and improvement Concern about promotion of home ownership
Profile 2 (Home Owner)	Traffic and safety Convenience of neighborhood elements (park, shopping) Increasing cost of living (taxes, prices of goods)
Profile 3 (Age 20-35)	Poor school system Inaccessibility of downtown shopping
Profile 4 (Age 35-45)	Poor school system Inaccessibility of downtown shopping Improvements throughout town (park, buildings, downtown)
Profile 5 (Age 45-55)	Parking in downtown Preservation of community spirit and small town atmosphere
Profile 6 (Age Over 55)	Increasing taxes Lack of funding from State / Low tax base

Each of the issues discussed in this section will be incorporated into the Master Plan. It is important to realize the actual demographic make-up of the community. Based on those figures, this chapter of profiles will become important in determining needs. For instance, the 20-35 age group only made up 11% of the survey respondents but in Collingswood they actually represent 26.7% of the population. Also renters make up only twenty-two percent (22%) of this survey (a figure which includes anyone who has rented at any time during their residency in Collingswood) and the actual percentage of renters in Collingswood is 46.5%.

PART II - SECTION 1

BUSINESS OWNERS / PROFESSIONALS SURVEY DESIGN

The survey was designed to gather information from the downtown and other business owners about the quality of business and service in the Borough of Collingswood. Questions ranged from Collingswood's greatest strengths to improvement programs to advertising.

PARTICIPANTS

Fifty (50) copies of the survey were forwarded to the Collingswood Business and Professional Association for distribution at their meeting. Twenty (20) surveys were mailed to West Collingswood Businesses. Twenty-one (21) surveys or thirty percent (30%) were completed and returned. The participating businesses are as follows:

- Arts Plus Gallery
- Cabana Water Ice Co.
- Hollyberry Hill
- Haddon Pharmacy
- Collingswood Corner Cafe
- ECK's Jewelry
- J. Leonard
- Sir Speedy Inc
- Sar Automotive Equip
- Limited Editions
- Kenmac Flowers Inc
- The Rose Garden Florist
- Ames Drug Store
- Denmarc Display&Party
- Total Image Inc
- Buonomo & Assoc.
- Kimagination Designs
- DiBartolo Bakery
- Berry Tile & Carpet
- Villa Barone Restaurant
- The Painted Cottage

BUSINESS STATISTICS

Sixteen (16) of the business respondents are located on Haddon Avenue in Downtown Collingswood, one (1) is located on Route 130, two (2) on Colling Avenue, and one (1) on Grant Avenue.

Seventy-six percent (76%) of the respondents own the building in which their businesses is run. Of the remaining respondents who do not own the building, three (3) indicated they would be interested in purchasing their current building or another building in Collingswood for their business. Ratings for landlords (based on maintenance and upkeep of structure) from those business owners who do not own their buildings, ranged from excellent to poor.

The average length of time for the businesses in their current location is 14 years and 10 months. The range is from 3 months (Sir Speedy, Inc.) to 80 years (Haddon Pharmacy). The types of businesses include: art gallery, retail (food, jewelry, gifts, furniture, clothing), pharmacy, cafe/restaurant, office, and florist.

Eight (8) of the owners live in Collingswood and thirteen (13) live outside the Borough.

STRENGTHS AND WEAKNESSES

The owners were asked to list Collingswood's greatest strengths and weaknesses from the perspective of their business or professional experience. Tables 6 and 7 relate this information and rank it according to the number of responses. Also included in the tables are the Master Plan Elements to which each strength or weakness corresponds.

TABLE 7

Collingswood's Strengths as Indicated by the Business Owners / Professionals Survey

Rank	Strength	Element (s) of Master Plan	# of People Listing Items in Top 5 Responses	Percent of Total
1	Pride in Community	Quality of Life	11	17.5
	Business District and Business Association	Downtown Redevelopment and Restructuring	11	17.5
2	Community Involvement	Quality of Life	8	12.7
	Municipal Government and Services	Municipal Service	8	12.7
3	Small Town Atmosphere	Quality of Life	4	6.3
4	Safety	Municipal Services	3	4.7
	Good Access	Transportation	3	4.7
	Residents (Consumer Base)	Demographics	3	4.7
5	Sense of Family	Quality of Life	2	3.2
	Historic Character	Historic Preservation	2	3.2
	Park and Natural Scenic Character	Recreation / Urban Forestry Plan	2	3.2
6	Continual Improvements / Growth	Economic Development	1	1.6
	Proximity to Philadelphia	Transportation	1	1.6
	Access to PATCO / High Speed Line	Transportation	1	1.6
	Good Real Estate Value	Housing / Economic Development	1	1.6
	Diversity of Population	Demographics	1	1.6
	Good Schools	Education	1	1.6

Source: Discovering Collingswood Business Owners / Professionals Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Pride in community, the business district, and the business association were the most frequently mentioned strengths. Quality of life issues, such as sense of family and pride in community, were also mentioned as strengths for business.

As can be seen in Table 7, the lack of support by local residents is seen to be the number one weakness. This is followed closely by lack of parking and lack of interest on part of the business owners.

Table 8
Collingswood's Weaknesses as Indicated by the Business Owners/Professionals Survey

Rank	Weakness	Element (s) of Master Plan	# of People Listing Items in Top 5 Responses	Percent of Total
1	Lack of support of local businesses by residents	Downtown Redevelopment and Restructuring	9	19.6
2	Lack of interest / Involvement of business owners	Downtown Redevelopment and Restructuring	7	15.1
	Parking / metered parking	Downtown Redevelopment and Restructuring / Transportation	7	15.1
3	Diversity / Lack of retail stores	Downtown Redevelopment and Restructuring	4	8.7
	Hours of business operation	Downtown Redevelopment and Restructuring	4	8.7
	Proximity to Camden	Demographics / Transportation	4	8.7
4	Limited spending power of residents	Demographics	3	6.5
5	Lack of Marketing outside of municipal boundary	Downtown Redevelopment and Restructuring	1	2.2
	Lack of major events / attractions	Municipal Services / Quality of Life	1	2.2
	Schools	Education	1	2.2
	Limited municipal funding / budget	Municipal Services	1	2.2
	Aesthetics of community	Quality of Life / Municipal Services	1	2.2
	Crime	Municipal Services	1	2.2
	Lack of stop lights on Haddon Avenue	Transportation	1	2.2
	Gordan Philips	?	1	2.2

Source: Discovering Collingswood Business Owners / Professionals Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Five owners stated there were 'no problems' or weaknesses with the Borough of Collingswood.

GENERAL BUSINESS PERFORMANCE AND INFORMATION

In order to get a sense of rehabilitation programs and level of support for the individual owners, the survey asked a variety of questions dealing with upkeep and building/business rehabilitation. The remaining questions on the survey dealt with the individuals' business status, investment information, as well as his/her perception of other businesses in the area.

Question 8 asked respondents to rank the physical conditions of the business and professional buildings in Collingswood. With 1=poorest conditions and 10=best conditions, the average description was 6.4. The range was 6, with the high of 9 and the low of 3. Some of the explanations for rankings of a five or below are as follows:

- Many buildings need to be painted, repaired, or restored.
- Ordinances for signage, repair, paint, etc. should be enforced.
- Lack of continuity
- Some storefronts look dingy

If owners were given \$100,000 in their business, how much would they invest in the property? The twenty (20) answers ranged from \$0.00 (nothing) to \$100,000.00 (all). The average amount would be a little over \$35,400. Many of the owners would put the money towards painting and other exterior improvements, such as signage, facade restoration, etc. Others have already put a significant amount into their properties and would use the money toward interior improvements or other business expenses.

Seventy-five percent (75%) of the respondents would be interested if the Business Association could assist in acquiring low interest loans to beautify or remodel their business. Twenty-five percent (25%) would not be interested because their business is in good shape, they don't want the Business Association involved, or they don't feel beautification will help their 'bottom line'.

Question 13 asked if respondents would participate in a business area improvement program that would provide a number of services. The participants were asked to answer "yes" or "no" for each of the services. Table 9, entitled *Percentage of Respondents for Business Area Improvement Program Elements*, details the programs and the number of respondents for each.

Table 9
Percentage of Respondents for Business Area Improvement Program Elements

Element	Yes	No	Undecided
Low interest loans for exterior and interior improvements	76%	24%	-
Financing to buy a building	60%	33%	7%
Collective marketing program for entire business district	83%	17%	-
Collective program for themed window treatments that are professionally designed	68%	26%	6%

Source: Discovering Collingswood Business Owners / Professionals Survey, 1997
 Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Other elements that were mentioned included: cleaning streets, horticulture, marketing of more businesses, grant funding, working with the State to market Collingswood, and managing the business district.

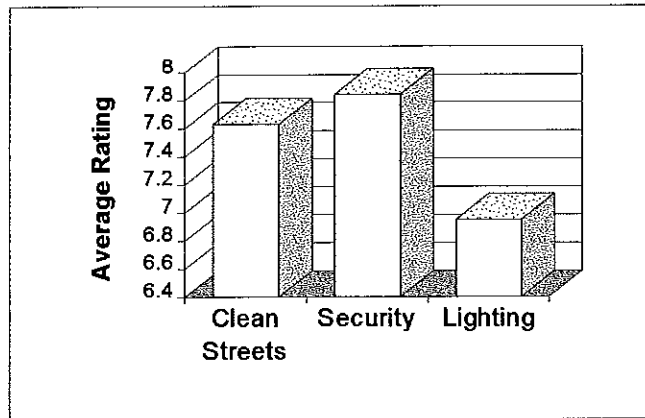
Seventy-four percent (74%) of business owners feel their business is improving each year, while ten percent (10%) feel it is static and sixteen percent (16%) feel it is decreasing.

Forty-two percent (42%) of the business owners felt their neighbors are NOT doing their share of keeping up storefronts and keeping sidewalks clean and inviting to the public. Thirty-two percent (32%) felt other stores did a good job and twenty-six percent (26%) felt the issue was static.

Parking was a spit issue with fifty percent (50%) of the respondents feeling there is adequate parking and another fifty percent (50%) feeling there isn't enough.

The respondents were asked to rank the downtown business district in terms of clean streets, security, and lighting. Figure 4, entitled *Average Rating for Downtown Elements*, details the responses.

Figure 4
Average Ratings for Downtown Elements



Source: Discovering Collingswood Business Owners / Professionals Survey, 1997
Compiled by: Peter P. Karabashian Associates, Inc., May 1998

Clean street ratings ranged from a high of ten (10) to a low of five (5). Security ranged from a high of ten (10) to a low of four (4). Lighting ratings had the largest range from a high of ten (10) to a low of three (3).

Sixteen (16) respondents or eighty percent (80%) would like to see a cooperative maintenance program which would include snow and debris removal from Haddon Avenue. Ten percent (10%) were undecided and ten percent (10%) would not like a program.

Sixty-eight percent (68%) of the respondents would like to participate in a group advertising campaigns and promotions. Sixteen percent (16%) were not interested and sixteen (16%) were undecided.

PART III

CONCLUSIONS

The two surveys, although very different in format, revealed many of the same issues. Both business owners and residents feel there is a need for rehabilitation and improvement in selective portions of the community. On the positive side, both felt it was a friendly, family-oriented community with a small-town atmosphere.

The number of issues raised in this survey, such as parking in downtown and redevelopment opportunities, can be related back to the Master Plan elements. The quality of life issues help to form the 'picture' and shape the goals and objectives. They are incorporated throughout the Master Plan as they relate to each of the elements.

Population / Demographics

The survey results indicate Collingswood is a strong, stable community. There is a great sense of pride which attracts people to the area. As indicated in the survey, people are deciding to stay in the area to retire or to raise a family. This will lead to a new generation of young families with school-aged children, as well as a large aging population. There also appears to be a growing diversity among the population. All of these trends will need to be observed more closely in the Master Plan, especially in the Housing, Education, and Municipal Services elements.

Housing

The transient nature of renters creates an unique planning situation in Collingswood. As indicated in the survey, the absentee landlords create a series of problems stemming from maintenance and upkeep of the property. Home ownership creates a sense of pride in one's residence. The survey indicates a strong desire to promote this type of residential neighborhood and relocate renters to apartment complexes, unless the rental units are in owner occupied and managed units.

The promotion of low density housing was a strong desire of the participants as well as preserving the historic characteristics of the town. Many people listed the value of housing as one of the reasons they moved to Collingswood.

Municipal Services

Municipal services ranked fourth among Collingswood's strengths. The emergency services departments (fire, police, and ambulance) were listed as one of the reasons ninety percent (90%) of the people chose to move to Collingswood. Recycling, good governing body, safety and security were all listed as strengths.

Maintenance and cleanliness are the number one weaknesses. Schools are a close second but will be discussed under education. Other weaknesses included the governing body and lack of enforcement of zoning and planning. There is a need for better site planning as well as a need for day-to-day planning such as sign control and architectural review.

Taxes were also one of the issues many people addressed in the survey. Fifty percent (50%) of the people did not base their decision to move to Collingswood because of the low taxes. Many of the retired respondents felt it was unfair to tax for schools, especially because they do not have any children in the system.

Education

Schools were an issue of great discussion. Schools were ranked second on the weakness list and third on the strength list. Only sixty-three percent (63%) of the respondents mentioned good schools as a reason for moving to Collingswood.

The survey indicated that the local schools, which are located throughout the community in residential neighborhoods, are good but problems are encountered at the middle and high schools. A few respondents mentioned the Catholic Schools in the Borough and surrounding area as better alternatives to the public system.

Further study into this area can be warranted from the responses on the survey. The Master Plan's education component will look at some of these issues of concern and suggest strategies for improvement, if needed.

Recreational Facilities / Natural Resources

The largest recreational facility is Collingswood is also the largest natural resource - Knight Park. Many of the respondents spoke of the park as a great strength and an area to preserve and enhance. Knight Park ranked first on the strength list and recreational programs and facilities ranked second.

Preserving the Borough's tree-lined streets received a 9.8 out of 10 as an issue to preserve and enhance. Preserving and enhancing the Urban Environment along the adjacent waterways and in the park also ranked highly (9.3). Improving Open Space received a ranking of 8.9.

Pedestrian issues were also frequently mentioned in the survey. Although this is part of the circulation / transportation element, it should be addressed in the recreation portion of the Master Plan. Walking and jogging are not only considered modes of transportation but also exercise and fitness methods. Sidewalks and trails as well as cross walks need to be added to both sections of the Master Plan.

People also mentioned a need to expand recreational facilities beyond Knight park and the pool. There is a desire for additional teen activities, a roller-hockey rink, and paved walking paths. Many people would like to see the park well maintained and utilized to its greatest extent.

Economic Development

Because Collingswood has the potential for a strong downtown, the surveys were heavily weighted in this area. Downtown revitalization will be a significant portion of the Economic Development element. Preserving the Haddon Avenue Business District and the Borough's Historic Characteristics both had an average score over 8 on a scale of 1-10. The Route 130 Corridor was not as important to preserve or enhance; it only received a 6.3 on the same scale.

Almost all the respondents utilize the downtown shopping area for some reason at least once a week. The Wawa (Convenience) is the most utilized location. People like the friendliness of the workers and the customer service. Lack of parking and variety of shops seem to be the biggest reason people avoid shopping there, as well as hours of operation and pedestrian unfriendliness. The proximity to malls and Philadelphia also come into play on a larger scale, as they draw potential users from the downtown because of cheaper prices and a greater convenience (more stores in one location, greater variety, parking).

Residents would like to see a supermarket in downtown as well as many of the vacated buildings occupied. They would like to see the buildings restored and the area become more attractive in general (cleaner, more conformity, etc.). Because of the convenient location it has the potential to draw from a large customer base. Another factor involves the growing retired community which utilize downtown shopping as part of their daily routine.

The business owners also would like to see downtown revitalized, facades restored, marketing completed, and new business attracted to the area. Many of the owners feel the area needs to be improved to attract the new business and customers. The number one weakness is the lack of support by the residents of Collingswood and the fourth weakness is their limited spending power.

The West Collingswood shopping area, although not discussed in detail in the survey, was mentioned frequently by survey respondents. This area which serves a significant portion of the community needs to be recognized as a commercial area and not overlooked or shadowed by Haddon Avenue.

Parking is a major issue as is the need for a diversity of shops and rehabilitation of stores and storefronts. These issues will be discussed in greater detail in the Downtown Redevelopment and Restructuring element of the Master Plan.

Circulation / Transportation

Collingswood is in the middle of a very high traffic area. Route 130 is a major corridor with a number of circulation concerns, especially for the feasibility of a revitalized commercial district. People are very concerned about traffic and congestion and don't want it brought into their community.

The PATCO High Speed Line is a convenience for many of the residents and was listed as a reason for moving to Collingswood by 97% of the respondents. Mass transit and other transportation alternatives can have a major impact on Collingswood, especially in the downtown area where parking is at a premium.

Pedestrian issues were mentioned throughout the survey. Although it is a state law for vehicles to yield to pedestrians in a crosswalk, it is not being followed in areas of downtown. Sidewalks in all areas of the community promote walking. A sidewalk inventory should be completed to determine where connections are missing and should be added.

People also mentioned having a difficult time maneuvering strollers in some of the stores. While this may be a difficult issue to control, it still discourages the use of the business and an alternative mode of transportation - walking.

As mentioned in previous sections, parking is a major concern of both residents and merchants. This is another deterrent to downtown shopping. Alternatives, such as cash-out parking or installing bicycle racks, could possibly reduce the demand on the current number of spaces.

Historic Preservation

Collingswood is rich in its history and has many structures in need of preservation. It has ranked highly throughout the survey but in particular to those who have been life long residents. Historic preservation could be a theme to create a niche in the downtown as part of the revitalization efforts. Preservation is also needed to maintain the unique and diversified architectural character of the Borough which is so important to many of the residents.

Quality of Life

Quality of life issues were included throughout the survey, primarily in comments and responses. The small town quality of life was the number one issue to preserve and enhance. This should be accomplished through implementation of the Master Plan and related planning documents. The things mentioned in the survey that support this 'small-town' quality of life include convenience to shopping, tree-lined streets, sense of community, family-orientation, diversity of the population, the architecture and historic qualities, and the natural features.

PART III

RECOMMENDATIONS

In analyzing the surveys and preparing this document a number of items and issues have become very prominent and are included in this section as specific recommendations to be included in the Master Plan.

THROUGH OUT THE COMMUNITY

- Preserve the 'Small-Town' atmosphere and quality of life.
- Address the needs of the growing population over 55 years old.
- Capitalize on the needs of the young families staying and moving into the area as a way of decreasing the housing densities. Convert and refurbish multi-family units to single-family homes. Promote home ownership to new families.
- Encourage home ownership through policy changes and tax/mortgage incentives.
- Preserve Knight park and enhance its overall appearance and utility.
- The survey indicates concern for the school system. Only sixty-three percent (63%) of the respondents indicated the good schools as a reason for moving to Collingswood. Completion of a strategic plan for the School Board is recommended. Meet with Board and PTA to create an evaluation system and review the quality of education in the public schools through identification of strengths, weakness, opportunities, and threats.. Compare to other schools in the region, including private educational institutions. Enhance and promote technological resources in the classroom as well.
- Create special rental districts, separate from single-family residential uses.
- Work to enhance the community spirit among **all** residents by offering activities, clubs, and special interest groups.
- Write and implement design guidelines for the community which will enhance and preserve the historic characteristics.
- Preserving the Borough's Tree-Lined Streets was the second ranked issue in Collingswood to preserve, according to survey respondents. Completion of a Street Tree Inventory for the municipality is recommended. Include standards for tree planting in zoning ordinance.

- Explore the need for land acquisition in the areas abutting the waterways of Newton's Creek and Cooper River for open space preservation and/or expansion of municipal park.
- Begin a Community Clean-Up Day, involving citizens and business owners, to refresh the neighborhood by painting, collecting trash, refurbishing old buildings, etc.

IN THE BUSINESS DISTRICT

- Complete a parking inventory and work with owners to provide additional on-site parking in accordance with zoning ordinances.
- Encourage the revitalization of the downtown business district through policy changes, a strong Chamber/Business Association, cooperative marketing efforts, tax incentives, and low-interest loans and grants.
- Encourage alternative modes of travel, especially in downtown, such as walking, bicycling, and transit. Explore the possibility of a free trolley to and from the downtown shopping areas.
- Promote downtown businesses through a series of activities such as stores open late one night a week, concerts, street fairs, outdoor dining, etc.
- Study "traffic calming" techniques, such as bulb-out parking, brick paved crosswalks, or increased landscaping, for Haddon Avenue to make the area more pedestrian friendly.
- Create a Special Improvement District and a downtown management group to market the area to incoming business and promote diversity and creativity.
- Work with a professional designer to create a model for window treatments. Encourage store owners to redress windows to make business more attractive.
- Encourage participation of West Collingswood Business Owners in the Business Association as well as all cooperative programs, including marketing and rehabilitation.

PART IV
APPENDIX

- Citizen Survey

- Key to Citizen Survey
(Strengths and Weaknesses)

- Results of Citizen Survey

- Business Owners / Professional Survey

- Key to Business Owners / Professional Survey
(Strengths and Weaknesses)

- Results of Business Owners / Professional Survey

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

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"Discovering Collingswood" is a survey to help the Borough's professional Planning staff understand your concerns and suggestions and give you an opportunity to participate in Solutions.

If more than one person from your organization participates, please duplicate the survey and submit separate copies.

If you have filled out this survey as part of another organization, do not fill out a second copy.

NAME OF ORGANIZATION: _____

PLEASE PARTICIPATE AND BE PART OF THE SOLUTION. THANKS!

**DISCOVERING COLLINGSWOOD
CITIZEN SURVEY**

1. PARTICIPANT PROFILE:

Age: 20-35 _____
35-45 _____
45-55 _____
Over 55 _____

Sex: Male _____ Female _____

How long have you been a resident of Collingswood? _____

Home Owner? YES NO (circle one)

If yes, how many years/months? _____

Tenant? YES NO (circle one)

If yes, how many years/months? _____

2. What are Collingswood's greatest strengths.

3. What are Collingswood's five greatest weaknesses.

PLEASE FILL OUT AND RETURN TO:
PETER P. KARABASHIAN ASSOCIATES, 27 GORDONS ALLEY
ATLANTIC CITY, NJ 08401

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

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4. Why did you choose to reside in Collingswood. Please circle once for each of the following, or write in other reason:

Collingswood has good schools

YES NO

If "No", please explain _____

You get more house value for the dollar

YES NO

If "No", please explain _____

Convenience to work

YES NO

If "No", please explain _____

Convenience to Shopping

YES NO

If "No", please explain _____

Good Connection with High Speed Line

YES NO

If "No", please explain _____

Good Recreational Facilities

YES NO

If "No", please explain _____

Enjoy Small Town Atmosphere

YES NO

If "No", please explain _____

Good Police/Fire/Ambulance Department

YES NO

If "No", please explain _____

Convenience to Religious Institutions

YES NO

If "No", please explain _____

Low Taxes

YES NO

If "No", please explain _____

Other _____

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

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5. How many times a week do you patronize the retail stores in Downtown Collingswood?
(circle one) 1 2 3 4 5 6 7 8 9 10 10+

6. In a period of one week, please list each of the businesses that you frequent and the number of times you do so.

TYPE BUSINESS	# OF VISITS/WEEK
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. Please complete the following sentence:

Haddon Avenue Business District is a great place to shop because _____

It is not a great place to shop because _____

8. Businesses along Route 130 in Collingswood provide a highway commercial corridor within the community. If you had a choice, would you support the improvement of this highway commercial corridor with a revitalization and enhancement program.

YES NO (circle one)

If "No", please explain _____

9. How would you describe the conditions of buildings along the Route 130 Highway Commercial corridor? (circle one) Excellent Good Fair Poor

If you selected "Fair" or "Poor", please explain _____

10. Do you feel that the Route 130 Highway Commercial corridor is used to its maximum potential. YES NO (circle one)

If "Yes", please explain _____

If "No", please explain _____

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

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11. How would you rate the Business District along Haddon Avenue: (circle your rating)

	1 = Poor	10 = Best
Parking Adequacy	1 2 3 4 5 6 7 8 9 10	
Security	1 2 3 4 5 6 7 8 9 10	
Storefront Maintenance	1 2 3 4 5 6 7 8 9 10	
Good Variety of Shops & Services	1 2 3 4 5 6 7 8 9 10	
Competitive Prices	1 2 3 4 5 6 7 8 9 10	
Good Customer Service (i.e., willingness to accommodate)	1 2 3 4 5 6 7 8 9 10	
Hours of Operation	1 2 3 4 5 6 7 8 9 10	
Convenience to Shops	1 2 3 4 5 6 7 8 9 10	
Knowledgeable Sales Personnel	1 2 3 4 5 6 7 8 9 10	
Courteous Service	1 2 3 4 5 6 7 8 9 10	

12. How important is it to preserve or enhance the following issues in Collingswood: (circle your rating)

	1 = Low	10 = High
a) Improve Quality of Urban Open Space	1 2 3 4 5 6 7 8 9 10	
b) Promote Low Density Housing	1 2 3 4 5 6 7 8 9 10	
c) Encourage Single Family Home Ownership	1 2 3 4 5 6 7 8 9 10	
d) Support Small Town Quality of Life	1 2 3 4 5 6 7 8 9 10	
e) Encourage Urban Environmental Enhancement of the Community's Parks and Adjacent Waterways	1 2 3 4 5 6 7 8 9 10	
f) Preserve and enhance the Borough's Historic Characteristics	1 2 3 4 5 6 7 8 9 10	
g) Utilizing Historic Characteristics of the Town to establish a range of architectural themes for possible redevelopment in the Borough	1 2 3 4 5 6 7 8 9 10	
h) Preserve the Haddon Ave Business District and improve it as a core of other community activities and events.	1 2 3 4 5 6 7 8 9 10	
i) Preserve the Borough's tree-lined streets	1 2 3 4 5 6 7 8 9 10	
j) Improve the Rt 130 Corridor Business District	1 2 3 4 5 6 7 8 9 10	
k) Other (List)	1 2 3 4 5 6 7 8 9 10	
_____	1 2 3 4 5 6 7 8 9 10	
_____	1 2 3 4 5 6 7 8 9 10	
_____	1 2 3 4 5 6 7 8 9 10	
_____	1 2 3 4 5 6 7 8 9 10	
_____	1 2 3 4 5 6 7 8 9 10	

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

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In older communities such as Collingswood, apartment units are scattered throughout the community in a random pattern. Typically this results from either archaic zoning ordinances, conversion of larger, more obsolete homes, etc. The units that require special consideration are referred to as scattered site rentals. Questions 13, 14 and 15 deal with this condition.

13. For other than owner-occupied units, would you support the limitation of apartment rentals to specifically designated apartment districts exclusively relegated to zoning districts where there can be appropriate supervision by on-site management and maintenance personnel.

YES NO

If "No", please explain _____

14. Would you support the reduction and/or elimination of apartments of non-owner occupied units from existing single family districts.

YES NO

If "No", please explain _____

15. Assume that a stranger approached you and asked you where to buy a home, what would be your first, second and third recommendation: (indicate 1, 2, & 3)

Collingswood Borough	_____	Haddon Township	_____
Haddonfield	_____	Oaklyn	_____
Gloucester City	_____	Pennsauken	_____
Camden	_____	Woodlynne	_____
Cherry Hill	_____	Other	_____

If you did not choose Collingswood as #1, please list your reasons why

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN
SOLUTIONS"

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Questions 16 and 17 are designed to test actual expectation (expect) versus desire (want) and whether in your opinion, there is a difference in the two categories. Please answer accordingly.

16. If you left Collingswood and came back in 10 years, what would you EXPECT to see.
(Please list)

17. If you left Collingswood and came back in 10 years, what would you WANT to see.
(Please list)

18. Please complete the following sentence:

Collingswood is a great place to live because

Collingswood is not a great place to live because

KEY to the Citizen Survey

Borough of Collingswood Community Survey Report

Strengths

- 1 = Recycling Program
- 2 = Community Activities
- 3 = Community Participation / Involvement
- 4 = Family - Oriented
- 5 = Good Business Association / Business District
- 6 = Sense of Civic Duty
- 7 = Park
- 8 = Affordable Housing Stock
- 9 = Proximity to Patco High Speed Line
- 10 = Location / Proximity to Philadelphia
- 11 = Good Schools
- 12 = Religious Institutions
- 13 = Architecture / Historic Quality
- 14 = Small Town Values / Atmosphere
- 15 = Pedestrian Access
- 16 = Natural Feature (rivers, trees, etc.)
- 17 = Diversity of Population
- 18 = Governing Body
- 19 = Dry Town / No Alcohol
- 20 = Sense of Community
- 21 = Good transportation / Infrastructure Network
- 22 = Municipal Services
- 23 = Recreation Program / Facilities
- 24 = Senior Citizens Programs
- 25 = Safety / Security
- 26 = Value
- 27 = History of Town
- 28 = Longevity of Population
- 29 = Other

KEY to the Citizen Survey

Borough of Collingswood Community Survey Report

Weaknesses

- | | |
|---------------------------------------------------|-------------------------------|
| 1 = Hours of Operation of Businesses | 30 = Traffic Congestion |
| 2 = Maintenance / Cleanliness | 31 = PATCO / Division of Town |
| 3 = Multi-family housing (duplexes) | 32 = None |
| 4 = Proximity to Camden | 33 = Other |
| 5 = Community Participation | |
| 6 = Schools | |
| 7 = Lack of Marketing | |
| 8 = Inconsistency in Planning / Zoning / Outdated | |
| 9 = Rowhouses - Pattern of Development | |
| 10 = Infrastructure | |
| 11 = Blue Collar Mentality and Mind set | |
| 12 = Business District | |
| 13 = Lack of Industry / Tax Base | |
| 14 = Lack of Vision | |
| 15 = Poor Code Enforcement | |
| 16 = Racism / Lack of Diversity | |
| 17 = Route 130 | |
| 18 = Municipal Services / Governing Body | |
| 19 = Diversity of Businesses | |
| 20 = No Room for Growth or Development | |
| 21 = Absentee Landlords | |
| 22 = Lack of Funding | |
| 23 = Taxes | |
| 24 = Press Coverage / Perception | |
| 25 = Aesthetics | |
| 26 = Lack of Off-Street Parking / Metered Parking | |
| 27 = Vacant Stores in Business District | |
| 28 = Lack of Preservation Plan | |
| 29 = Recreation Programs / Open Space | |

Collingswood Community Survey

Control #	Organization	1.) Participant Profile					Sex	Resident?	Own? # Years	Y/N	Tenant? # Years	Y/N
		20-35	35-45	45-55	Over 55							
CC-1			X			F	4.5 mon				Y	4.5 mon
CC-2	Collingswood Municipal Alliance			X		F	7 years	Y			N	
CC-3	NPP				X	M	30 years	Y	16			
CC-4	Collingswood Friend of Library			X		F	18 years	Y	18 years			
CC-5	Scouts			X		M	41 years	Y	19 years			
CC-6	Colling. Comm. Soccer League		X			M	39 years	Y	18 years			
CC-7				X		M	12 years	N				
CC-8	Camden County Am. Red Cross			X		F	N/A					
CC-9	Tatem-Shields Aux. Unit #17				X	F	60 years	Y	45 years			
CC-10	Collingswood Little League			X		M	20 years	Y	20 years			
CC-11	Friends of Collings-Knight House				X	F	49 years	Y				
CC-12	Tatem-Shields Post 17, Am. Legion				X	M	61 years	Y	45 years		N	
CC-13					X	M	47 years	Y	47 years		N	
CC-14	Newton Colony Girl Scouts				X	F	55 years	N				
CC-15	Collingswood - Newton Colony Historical Society				X	F	79 years	Y	n/a		N	
CC-16	Collingswood Old Grads				X	M	76 years	Y	43 years		N	
CC-17	Collingswood Rotary	X				F	N/A (work)					
CC-18				X		M	10 years	Y	10 years		Y	

Collingswood Community Survey

Control #	Organization	1.) Participant Profile				Sex	Resident?	Own? # Years	Y/N	Tenant? # Years	Y/N
		20-35	35-45	45-55	Over 55						
CC-19	Municipal Alliance		X			F	36 years	Y	10 years		
CC-20	Collingswood Municipal Alliance			X		F	37 years	Y	37 years		
CC-21	Municipal Alliance			X		F	35 Years	Y	35 yrs, 8mo	N	
CC-22				X		M	30 years	Y	30 years		
CC-23	Collingswood Girls Softball			X		M	18 years	Y	18 years	N	
CC-24	Collingswood Recreation System			X		M	1 year	Y	6 months		
CC-25	Collingswood Arms Senior Housing			X		M	72 years		50 years		
CC-26	JCC	X				F	9.5 years	Y	6.5 years	Y	3 years
CC-27	Housing Authority of Boro of Collingswood				X	M	42 years	Y			
CC-28	Municipal Alliance	X				F	8.5 years	Y	7.5 years	Y	1 year
CC-29			X			M	10 years	Y	6 years	Y	4 years
CC-30	Collingswood Horticultural Society				X	F	25 years	Y	25 years	N	
CC-31	Planning Board			X		M	17 years	Y	17 years	N	
CC-32	Planning Board / Bellevue Real Estate	X				F	8 years	Y	7 years		
CC-33					X	M		Y	47 years		
CC-34	Planning Board			X		F	20 years	Y	20 years	N	
CC-35	Municipal Alliance		X			F	37 years	Y	14 years		

Collingswood Community Survey

Control #	2.) Strengths	3.) Weaknesses	4.) Why did you choose to live in Collingswood?	
			Schools	Explain
CC-1	1,2,3,4,5	1,2,	n/a	
CC-2	18,3,14	32	N	
CC-3	1-17,18,5,29	6,12,16,23	Y	
CC-4	14,17,15,9,7,23	16	Y	
CC-5	28,3,27	6,18,3,29,12	N	You get what you pay for. We are one of the lowest paid districts around.
CC-6	17,23,7,12,18	4,3,2,6	Y	
CC-7	17,11,22,10,21	2,3	N	We have no children, but if we did, they are great.
CC-8	9,5,7,17,22	19,26,2,30		
CC-9	2,11,23	6,19	Y	
CC-10	11,14,23,10,25	4,5	Y	
CC-11	14,10,21,7	31	Y	
CC-12	17,11,7,2	26,19	Y	I was 15 yrs. old when my family moved to Collingswood.
CC-13	7,11,12,23,22	17,30,18,30	Y	
CC-14	6,23,11,5,3	24	Y	
CC-15	11,22,7,23,21,8,12,26	19,19,10,22,29	Y	
CC-16	13,16,6,3	2,2,2		
CC-17	22,18,5,22,22,3	3,2		
CC-18	14,22	19,19,19	N	

Collingswood Community Survey

Control #	2.) Strengths	3.) Weaknesses	4.) Why did you choose to live in Collingswood?	
			Schools	Explain
CC-19	17,20,2,11,15,7,23	16,28,18	N	Concerned about problems in the MS and HS - lack of parental involvement, communication & cooperation between school and community. Feelings that staff feel unappreciated- a lot of good teachers have left!
CC-20	3,7	4		
CC-21			Y	
CC-22	20,7,11,23,5,21	3,26,27,18,2	Y	
CC-23	7,10,23,11,27,13	25,21	Y	
CC-24	6,11,24,23,25	24	Y	
CC-25	3,7,23,22	21,6,13,22,23	Y	
CC-26	3,2	20,19	N	
CC-27	7,21,10,23,22,14	19,3	Y	
CC-28	7,5,20,10,3	18, 33	Y	
CC-29	7,5,9,10,4	13,14,15,16,17	Y/N	Some schools are good, receive more attention than others.
CC-30	7,4,2,13	11,2,12,8,6	Y	
CC-31	9,10,2,3,7	4,10,8,6,4	N	Although we intend to raise the children in Catholic schools, our school was closed. The public school has not supported or challenged my children. Both girls refused to go to the High School and went instead to Camden Catholic.
CC-32	7,10,13,14,16,15,4	4,6,7,3,9,8	N	We chose to send our children to Catholic school - Collingswood has a great one!
CC-33	10,13,11,5,12	none	Y	
CC-34	3,7,13,9,5	3,2,4,5,6	Y/N	Elementary/middle school on target - High school honors courses are great. Need technology upgrades. Don't be afraid to spend on programs in-service for staff.
CC-35	14,20,19,23,7	3,6,12	Y/N	I think the grade schools are good, Middle school and High School need work.

Collingswood Community Survey

Control #	4.) Why did you choose to live in Collingswood?		Work	Explain	Shopping	Explain	H.Spd. Ln
	House	Explain					
CC-1	Y		Y		Y		Y
CC-2	Y		Y		Y		Y
CC-3	Y		Y		Y		Y
CC-4	Y		Y		N		Y
CC-5			N	I work in Conshohocken.			Y
CC-6	Y		Y		Y		Y
CC-7	N	About average.	Y		Y		Y
CC-8							
CC-9	Y		Y		Y		Y
CC-10	Y		Y		N	No matter where we were going to move to was going to be close to shopping.	Y
CC-11			Y		Y		Y
CC-12	Y		N	My employment was 40 miles away.	N	The type of stores on Haddon Ave. today do not draw business.	Y
CC-13	Y		Y		Y		Y
CC-14	Y		Y		Y		Y
CC-15	Y		Y		Y		Y
CC-16							
CC-17							
CC-18	Y		Y		Y		Y

Collingswood Community Survey

Control #	4.) Why did you choose to live in Collingswood?		Work	Explain	Shopping	Explain	H.Spd. Ln
	House	Explain					
CC-19	Y		Y		Y		Y
CC-20	Y		Y		Y		Y
CC-21	Y		Y		N	With car you can go to city or malls.	Y
CC-22	Y		Y		Y		Y
CC-23	Y		Y		N	Downtown doesn't provide a 'car-free' zone - shops must advertise more to attract new business.	Y
CC-24	Y		Y		Y		Y
CC-25	Y		Y		Y		Y
CC-26	N		N		N		N
CC-27	Y		Y		Y		Y
CC-28	N	Houses are small and property is too small. Many houses in this area have leaky basements.	Y		Y		Y
CC-29	Y		Y		Y		Y
CC-30			Y				Y
CC-31	Y		Y		Y		Y
CC-32	Y		Y		Y		Y
CC-33	Y		Y		Y		Y
CC-34	Y		Y		Y		Y
CC-35	N	More house and more land can be bought if you move away to more rural towns.	N	Husband travels 20 miles one way.	Y		Y

Collingswood Community Survey

Control #	4.) Why did you choose to live in Collingswood?		Sm. Town	Protect	Explain	Religion	Explain
	Rec.	Explain					
CC-1		Haven't investigated.	Y	Y			OK
CC-2	Y		Y	Y		Y	
CC-3	Y		Y	Y		Y	
CC-4	Y		Y	N	Wasn't a concern though I now see it as a great plus.	N	Not religious.
CC-5	N	We are land locked, but we need more space for recreational facilities.	Y	Y		Y	
CC-6	Y		Y	Y		Y	
CC-7	Y		Y	Y		Y	
CC-8							
CC-9	Y		Y	Y		Y	
CC-10	Y		Y	Y		N	
CC-11	Y		Y	Y		Y	
CC-12	Y		Y	Y		Y	
CC-13	Y		Y	Y		Y	
CC-14	Y		Y	Y		Y	
CC-15	Y		Y	Y		Y	
CC-16							
CC-17							
CC-18	Y		Y	Y		N	

Collingswood Community Survey

Control #	4.) Why did you choose to live in Collingswood?		Sm. Town	Protect	Explain	Religion	Explain
	Rec.	Explain					
CC-19	Y		Y	Y		Y	
CC-20	Y		Y	Y		Y	
CC-21	Y		Y	Y		Y	
CC-22	Y		Y	Y		Y	
CC-23	Y		Y	Y		Y	
CC-24	Y		Y	Y		Y	
CC-25	Y		Y	Y		Y	
CC-26	N		N	N		N	
CC-27	Y		Y	Y		Y	
CC-28	N	Pool is good, but is only rec. facility (beside park). Not much for teens to do besides Municipal Alliance Friday night program.	Y	?		N	I attend church in Maple Shade.
CC-29	Y		Y	Y		Y	
CC-30			Y				
CC-31	Y		Y	Y		Y	
CC-32	Y		Y	Y		Y	
CC-33	Y		Y	Y		Y	
CC-34	N	Program is great but without children this wasn't important.	Y	N		N	
CC-35	Y		Y	Y		Y	

Collingswood Community Survey

Control #	4.) Why did you choose to live in Collingswood?		Other
	Low Tax	Explain	
CC-1		N/A	
CC-2	N	Could be worse, could be better.	
CC-3	N		
CC-4	N	Taxes aren't low, plus, our choices aren't based on this.	
CC-5	N	Look at my tax bill.	
CC-6	Y		
CC-7	N	The service is there, but you are not fair in comparing to.	
CC-8			
CC-9	Y		
CC-10	Y		
CC-11	Y		
CC-12	Y		
CC-13	N	School budgets must be brought under better financial control. We cannot continue to give 5% to 6% to pay raises when the CPI is less than 3%.	
CC-14	Y		
CC-15	Y		Though this was the town chosen by my parents it was for them and has been for my family the reason for living here
CC-16			I was born here and decided to stay because it was home
CC-17			
CC-18	Y		

Collingswood Community Survey

Control #	4.) Why did you choose to live in Collingswood?		Other
	Low Tax	Explain	
CC-19	Y		We can 'participate' in our community
CC-20	Y		
CC-21	Y		
CC-22	N	Need to do something. Camden County charge backs due to poor tax base in other towns.	
CC-23	Y		
CC-24	N	Taxes aren't necessarily low.	
CC-25	N	The school tax is entirely out of control.	
CC-26	N		Husband is employed in Borough. In addition to this, he is a life long resident and active in the community
CC-27	Y		
CC-28	N	They've been steadily rising each year.	Great neighbors; access to speedline. Problem: since our taxes keep rising, why aren't we part of the County library system?
CC-29	Y		
CC-30			Closeness to Philly cultural activities
CC-31	N	I feel the taxes, when compared to towns with higher property values, are out of proportion.	
CC-32	N		
CC-33	N	When we moved here taxes were low, now they are much higher - like school taxes and we are seniors, no one in the school system.	
CC-34	Y		
CC-35	N	I feel I pay a lot for the small property I have.	

Collingswood Community Survey

Control #	5.) Use Dwtn.		6.) Business / Number of visits										Antiques	Office		
	Times/Week		Conven.	Drug	Retail/General	Hardware	Restaurant	Bank	Jewelry	Food Market	Dry Cleaner	Video			Gas	Beautician
CC-1	5		3		3	1				3						
CC-2	3															
CC-3	7		7	2			1									
CC-4						2										
CC-5	4		2	1	1											
CC-6	5		3	2	1		2								1	
CC-7	4		2		1			1								
CC-8																
CC-9	3							1								
CC-10	10		4	1	7											
CC-11	6		2	1	1											
CC-12	3					1		2		2						
CC-13	10		5	3		1		3			1					
CC-14	1		1													
CC-15	5		4	3	2					5				1	1	
CC-16	2												2			
CC-17	2		2													
CC-18	8				2						2				2	

Collingswood Community Survey

Control #	7.)Complete Sentences	
	Haddon Avenue is a great place to shop...	Haddon Avenue is not a great place to shop....
CC-1	Pretty diversified includes restaurants, all types of businesses to appeal to all residents.	It could have a supermarket, a nice restaurant (open later than 6pm), the stores aren't open on Sundays, a gym that offers more (better equipment, more modern and more cardio).
CC-2	Because of antique stores and thrift shops.	
CC-3	Because of atmosphere and convenience.	Parking.
CC-4	I enjoy specialty shops (ie fabulous Gazebo for children's gifts) but don't use them often because they aren't needed.	There aren't enough thriving shops relevant to everyday needs.
CC-5		It's hard to park, there is no selection. The prices are high, and I don't feel that the majority of the merchants put anything back into Collingswood.
CC-6	Merchants are helpful and friendly.	Some prices are high and parking is sometime a problem.
CC-7	It is close to home, and the majority present a clean and welcome atmosphere.	There is no good food market (terrible) and you cannot get a great hoagie.
CC-8		Overpriced stores, lack of variety, parking is a problem.
CC-9		Not enough available parking spaces. Have to ride around to look for spaces.
CC-10	There is a wide variety of shops close to home.	At times, it is difficult to find a place to park.
CC-11	The shop keepers are friendly and have what I need.	
CC-12		Parking is a problem and I am sure it keeps people away.
CC-13	Local conveniences.	
CC-14	You get personal service.	Parking is hard to find, especially handicap people.
CC-15	Of the prices and friendliness of management and staff.	
CC-16	Its convenient from my home.	
CC-17		
CC-18	Merchants are anxious to please.	Inconvenience of parking.

Control #	7.) Complete Sentences	
	Haddon Avenue is a great place to shop...	Haddon Avenue is not a great place to shop....
CC-19	I can walk - I know the people/owners - they participate in our community.	Stroller accessibility - small crowded shops with fragile items reached by 2&5 year olds!! Too many thrift shops!
CC-20		Parking - I drive around twice looking for a parking space and then go elsewhere. The crosswalks are allowing cars to go through, even though people have the right-of-way.
CC-21	The sidewalks are maintained and the area is so clean.	
CC-22	Convenient.	Not enough variety, prices slightly higher.
CC-23		Of heavy traffic and limited parking along Haddon Avenue - a "car free" zone would be greatly desirable attracting new businesses - pedestrians could browse and shop at leisure.
CC-24	Variety of retail offerings, diverse selections.	
CC-25	People are friendly.	
CC-26	Nice stores.	The shops are not stroller or child friendly.
CC-27		No supermarket. Too few stores of the type I patronize.
CC-28	It's walking distance and you meet people you know.	The prices are higher, the selection is not as varied; the quality of the food products is not as good at the market; several store fronts are not inviting or it is unclear precisely what business is housed there; parking costs.
CC-29	Of its location.	Small stores are filled with meaningless junk.
CC-30	Recently there has been a better variety of stores.	Parking.
CC-31	Many different types of businesses are located there.	Too congested, parking is a problem.
CC-32	I like to have shopping so close to home. Its wonderful to go into stores which know your name (as well as your children's).	Some shop owners are rude and some carry useless items which I would never buy.
CC-33	They have items we need.	
CC-34	Its convenient, quality of merchandise, holds the town together. The success of the business district is commensurate with the success of the town.	Could use a couple big attractions.
CC-35		They don't have a variety of stores. People without cars need to leave town for most things.

Collingswood Community Survey

Control #	8.) Route 130 Improvements?		9.) Conditions of 130	
	Y/N	Explain	E/G/F/P	Explain
CC-1	Y			N/A
CC-2	N			Not sure what section you're referring to. Homers Diner, used cars?
CC-3	Y		F	Homes deteriorating.
CC-4	Y	But I'd rather support downtown Collingswood.		I don't even look, just when driving along.
CC-5	Y	Only if it provides a better tax base and costs me nothing.	P	It looks like what it is. The edge of Camden.
CC-6	N	I would be concerned that it might take away business from downtown. I don't want to see empty store fronts.	G	
CC-7	N	Access is a major problem & more ideas would have to be explored to consider.	P	For the most part, they are seedy & the clientele is seedy - do not include Radio Shack area on to Collingswood Circle.
CC-8			P	
CC-9	Y		G	
CC-10	Y		G	
CC-11	N	I would have to be advised of the plan. The main reason for 130 is to get from one place to another.	F	Not clean.
CC-12	Y		F	Ride by look at the conditions of the buildings, they need much repair.
CC-13	Y		F	Needs improvement on various homes and businesses.
CC-14	N	Don't really know what effect it will have on the homes in the area.	F	Homes are not well kept-lots of trash on the streets at times.
CC-15	Y		G	
CC-16	Y		F	They need attention or should be torn down and new ones built.
CC-17	Y		F	
CC-18	Y		P	

Collingswood Community Survey

Control #	8.) Route 130 Improvements?		9.) Conditions of 130	
	Y/N	Explain	E/G/F/P	Explain
CC-19	Y		F	It looks dirty - I rarely go beyond Dunkin' Donuts.
CC-20	N	The traffic moves very quickly through Collingswood at this point.		Please leave Sagami alone - it is one of my favorite restaurants - just the way it is.
CC-21	N	Concentrate on Haddon Avenue and West Side (Family owned businesses).	F	Dirty and not maintained for most of them.
CC-22	N	No business on 130 worth effort and if improved, more people just pass through.	P	Lack upkeep, poor parking.
CC-23	Y		F	Dilapidated run down look.
CC-24	Y		F	Old businesses, Rt. 130 is viewed as source of transportation, not retail.
CC-25	Y		P	There has been little or no improvement for years.
CC-26	Y		G	
CC-27	Y		P	A Rt. 130 commercial corridor is almost non-existent. The only commercial outlets there are used car lots and adult book stores.
CC-28	N	It would be a waste of our community's resources because one could expect vandalism, theft, and litter.	P	Run down, dirty, littered.
CC-29	Y		F	Bad signage, dangerous curb cuts, flooding, circle is a mess, blind spots a problem.
CC-30	Y		F	Landscaping and cleanliness would add.
CC-31	Y		P	Poorly maintained, 2nd hand businesses.
CC-32	Y		P	The businesses look horrible - very run down. This does not make a good first impression.
CC-33	N	Traffic is hazardous.	F	Because they don't have the volume of business.
CC-34	Y		P	Totally unattractive.
CC-35	N	People avoid the area. Driving in that area is horrible.	F	The highway between Collings Ave and Cooper River are drab, run-down.

Collingswood Community Survey

Control #	10.) Route 130 Max. Potential?		Explain
	Y/N		
CC-1			N/A
CC-2			Unknown.
CC-3	N		Not a commercially (industrial) focused community.
CC-4	N		But I don't actually notice. Isn't relevant to me.
CC-5	N		There has to be something. Almost anything is better than nothing.
CC-6	Y		It's more of a route to get you from point A to point B, not a stopping off point, we don't need strip malls.
CC-7			
CC-8			
CC-9	Y		
CC-10	N		I only think of Rte. 130 as used car lots and not much else.
CC-11	Y		The traffic flows so fast any businesses aren't compatible with the traffic flow. If traffic could be slowed down, perhaps a commercial corridor could be improved.
CC-12	N		Commercial establishments need to be able to have safe access and ample parking.
CC-13	N		State highway is delaying the circle, which leads to the full length. Circle the Cooper River - lack of development. This delay has been going on for years.
CC-14			Don't really know.
CC-15	N		
CC-16	N		As stated in Question #8, it needs improvement with a revitalization and enhancement program.
CC-17	?		Undecided.
CC-18	N		

Collingswood Community Survey

Control #	10.) Route 130 Max. Potential?	
	Y/N	Explain
CC-19	N	
CC-20		
CC-21		
CC-22	Y	Other roads to travel, no need to change.
CC-23	N	I've seen little, if any positive development.
CC-24	N	Could be better developed.
CC-25	N	Old buildings should be replaced or rehab'd.
CC-26	N	
CC-27	N	A Rt. 130 commercial corridor is almost non-existent. The only commercial outlets there are used car lots and adult book stores.
CC-28	N	Nature trails, parks would better serve the area than businesses which have a history of failure and high turnover because of location.
CC-29	N	Need supermarket, high volume stores.
CC-30	N	High speed traffic, not enough time to slow down and turn into area.
CC-31	N	The type of businesses located along the route cater only to the commuter, none of these are destination businesses, which would require the owner to have more pride in their appearance. Also the continued flooding of 130 is a real issue to business.
CC-32	N	It can be made to look more "office park". I would like to see development which does not in and on traffic (strip malls). Development like Cottelli Bros. is very desirable.
CC-33		
CC-34	N	
CC-35	N	Most people drive through without stopping. It's dangerous to turn off the highway to use any of the commercial businesses. Whatever businesses are there - the same type can be found elsewhere.

Control #	11.) Rate of Business District				Variety	Prices	Cust. Service	Hours	Convenience	Knowldg. Personnel	Courteous Service
	Parking	Security	Maintenance								
CC-1	5	5	7	7	7	7	9	6	9	8	9
CC-2	8	8	7	8	8	8	8	8	8		8
CC-3	4	9	7	7	7	7	9	5	10	9	9
CC-4	8	10	8	6	6	6	8	6	8		
CC-5	1	9	3	1	1	1	1	1	1	1	
CC-6	7	8	9	7	5	5	10	4	10	10	10
CC-7	6	9	7	6	6	6	9	8	10	9	9
CC-8	2	5	3	1	1	1	1	2	5	5	4
CC-9	1	10	8	5	8	8	9	5	7	9	10
CC-10	3	8	7	9	5	5	9	7	9	9	9
CC-11	10	10	10	10	8	8	10	10	10	10	10
CC-12	1	10	9	8	6	6	9	9	7	10	10
CC-13	6	8	5	5	4	4	5		6	6	6
CC-14	1	8	8	8	6	6	10	10	6	10	10
CC-15	5	9	9	4	4	4	8	9	9	9	9
CC-16	4	7	5	3	5	5	5	9			8
CC-17	5	7	4	5	5	5	6	5	6	6	6
CC-18	4	6	6	6	6	6	9	4	6		9

Control #	11.) Rate of Business District				Variety	Prices	Cust. Service	Hours	Convenience	Knwldg. Personnel	Courteous Service
	Parking	Security	Maintenance								
CC-19	6	6	5	2	3	8	6	6	7	9	
CC-20	4	8	5				6	9			
CC-21	7	2	7	4	10	8	7	7	7	9	
CC-22	6	7	6	5	4	7	7	8	8	8	
CC-23	3	8	5	5	5		7	7		8	
CC-24	8	10	9	10	9	10	9	10	10	10	
CC-25	6	6	4	4	4	4	2	6	6	6	
CC-26	4	6	5	6	5	9	4	6	8	9	
CC-27	4	8	7	5	7	8	8	8	8	8	
CC-28	5	8	6	6	3	8	4	8	8	8	
CC-29	6	6	5	7	6	8	7	7	7	7	
CC-30	5	10	7	7	7		1	10	10	10	
CC-31	3	6	5	6	5	8	6	7	9	8	
CC-32	5	8	7	7	7	10	6	6	10	10	
CC-33	6	8	8	6	4	7	4	7	3	5	
CC-34	9	8	8	8	8	9	8	9	9	9	
CC-35	5	7	7	1	2	8	8	8	8	8	

Control #	12.) Preserve or Enhance					Env.	History	Archit.	Bus. Dis.	Tree St.	Rt. 130	Ped. Walking Zone	Open longer	Open Sun.	Clean sidewalks
	Open Sp.	Lw. Dnsty	SFH	Sm. Town											
CC-1	10	4	6	10	10	10	7	8	10	8	6	10	9	10	
CC-2		8	8	10	8	8	8	8	10	10					
CC-3	10	10	10	10	9	5	5	5	10	10	10				
CC-4	10	10	10	10	10	10	10	10	10	10	6				
CC-5	10	10	10	10	10	10	4	4	1	10	1				
CC-6	10	10	10	10	10	10	10	10	10	8	3				
CC-7	7	9	9	10	6	9	9	4	9	10	6				
CC-8	8	5	8	8	10	7	7	9	9	9	4				
CC-9	9	9	9	9	9	9	9	5	9	9	9				
CC-10	8	8	9	9	8	7	7	6	7	8	6				
CC-11			10	10		10	10	10	10	10	8				
CC-12	10	10	10	10	10	10	10	10	5	10	10				
CC-13	8	7	10	10	10	7	7	7	7	10	7				
CC-14	10	10	10	10	10	10	10	10	10	10	5				
CC-15	8	8	9	9	9	9	9	7	9	9	8				
CC-16	10	10	10	10	10	10	10	10	10	10	10				
CC-17	7	7	10	10	7	7	7	6	8	9	6				
CC-18	8	9	9	9	8	9	9	8	8	9	8				

Collingswood Community Survey

Control #	12.) Preserve or Enhance										Ped. Walking Zone	Open longer	Open Sun.	Clean sidewalks
	Open Sp.	Lw. Dnsty	SFH	Sm. Town	Env.	History	Archit.	Bus.Dis.	Tree St.	Rt. 130				
CC-19			10	10	10	10	10	10	10	6				
CC-20	10	10	10	10	10	10	10	10	10	3				
CC-21	9		10	10	8	2	2	9	10	1				10
CC-22	8	8	9	8	9	8	5	8	9	3				
CC-23	8	5	7	10	8	10	10	10	10	6				
CC-24	10	10	10	10	10	10	10	10	10	6				
CC-25	10	1	10	10	10	1	1	10	10	10				
CC-26	9	6	10	10	10	10	10	10	10	9				
CC-27	6	10	10	10	10	4	6	6	10	3				
CC-28			1	10		6		8	8	1				
CC-29	5	5	4	9	9	8	7	10	10	10	10			
CC-30	10	10	10	10	10	10	10	10	10	10				
CC-31	9	9	10	10	9	9	9	8	10	6				
CC-32	10	10	10	10	10	10	10	10	10	10				
CC-33			10	10	10	10	10	10	10	1				
CC-34	10	10	10	10	10	10	10	10	10	10				
CC-35	9	9	9	9	9	9	9	9	9	5				

[illegible]

Control #	12.) Preserve or Enhance (continued)					
	Sidewalks in SFR areas	Parks	Schools	Roadways	Community Programs	Route 30
CC-19						10
CC-20						
CC-21						
CC-22						
CC-23						
CC-24						
CC-25						
CC-26						
CC-27						
CC-28	10	10	10	10	10	
CC-29						
CC-30						
CC-31		8				10
CC-32			10			
CC-33						
CC-34						
CC-35						

Collingswood Community Survey

Control #.	12.) Preserve or Enhance (continued)		Promote Unity	More PR	Sewer & H2O	Promote Diversity
	Coop b/w Boro Brds.	Improve ParkView				
CC-1						
CC-2						
CC-3			10			
CC-4				10		
CC-5						
CC-6					10	
CC-7						
CC-8						9
CC-9						
CC-10						
CC-11						
CC-12						
CC-13						
CC-14						
CC-15						
CC-16						
CC-17						
CC-18						

Collingswood Community Survey

Control #	12.) Preserve or Enhance (continued)				Promote Unity	More PR	Sewer & H2O	Promote Diversity
	Coop btw Boro Brds.	Improve Parkview						
CC-19	10	10						
CC-20								
CC-21								
CC-22								
CC-23								
CC-24								
CC-25								
CC-26								
CC-27								
CC-28								
CC-29								
CC-30								
CC-31								
CC-32								
CC-33								
CC-34								
CC-35								

Collingswood Community Survey

Control #	13.) Apartments		14.) Apartments #2	
	Y/N	Explain	Y/N	Explain
CC-1	N		N	
CC-2	N	People should be allowed to rent houses.	N	Too restrictive.
CC-3	Y		Y	
CC-4	N	Mixed use seems all right to me if it's monitored properly. Lots of people need to live in apts. and want to be part of a neighborhood.	Y	
CC-5	Y		Y	
CC-6	Y		Y	
CC-7				
CC-8				
CC-9	Y		Y	
CC-10	Y		Y	
CC-11	Y		N	There are two apartment bldgs. across the street on Browning Road. We weren't happy about them being built, but there 's no problem with them at present.
CC-12	Y		Y	
CC-13	Y		Y	
CC-14	Y		Y	
CC-15	Y			
CC-16	Y		Y	
CC-17	Y		Y	
CC-18	Y		Y	

Collingswood Community Survey

Control #	13.) Apartments		14.) Apartments #2	
	Y/N	Explain	Y/N	Explain
CC-19	Y		Y	
CC-20	Y		Y	
CC-21	Y		Y	
CC-22	Y		Y	
CC-23	Y		Y	
CC-24	Y		Y	
CC-25	Y		Y	
CC-26	Y		Y	
CC-27	Y		Y	
CC-28				
CC-29	N	it is difficult to enforce owner-occupied units, housing diversity is OK as long as it doesn't get out of control - Boro must enforce.	N	It is difficult to enforce owner-occupied units, housing diversity is OK as long as it doesn't get out of control - Boro must enforce.
CC-30	Y		Y	
CC-31	Y		Y	
CC-32	Y		Y	
CC-33	N	Owner occupied only.	Y	
CC-34	Y		Y	
CC-35	Y		Y	

Collingswood Community Survey

Control #	15.) Where buy home?									
	Collingswood	Haddonfield	Gloucester City	Camden	Cherry Hill	Haddon Twnshp.	Oaklyn	Pennsauken	Woodlynne	Mt. Laurel
CC-1	3									1
CC-2	1	3				2				
CC-3	1	3				2				
CC-4	1					3				
CC-5	3					1				
CC-6	1	3				2				
CC-7	1									
CC-8		2			1					
CC-9	1					2	3			
CC-10	1				3	2				
CC-11	1	2				3				
CC-12	1				3	2				
CC-13	1	3				2				
CC-14	1					3	2			
CC-15	1	3				2				
CC-16	1	2					3			
CC-17		1			3	2				
CC-18	3	1				2				

Collingswood Community Survey

Control #	15.) Where buy home?									
	Collingswood	Haddonfield	Gloucester City	Camden	Cherry Hill	Haddon Twnshp.	Oaklyn	Pennsauken	Woodlyne	Mt. Laurel
CC-19	1	3				2				
CC-20	3	1				2				
CC-21	3	1				2				
CC-22	1	3				2				
CC-23	1	3				2				
CC-24	1					2	3			
CC-25	1				2	3				
CC-26	2					1	3			
CC-27	2	1				3				
CC-28	1				2	3				
CC-29	1		3		2					
CC-30	1	2				3				
CC-31	2	1								
CC-32	1	2				3				
CC-33	1	3				2				
CC-34		1								
CC-35	3	1				2				

Collingswood Community Survey

Control #	15.) Where buy home? (continued)					Mt. Ephraim	Explain
	Moorestown	Merchantville	Haddon Hgts.	Audubon			
CC-1	2						Nicer surroundings in Mt. Laurel.
CC-2							
CC-3							
CC-4			2				
CC-5				2			School system.
CC-6							
CC-7					2		
CC-8	3						Schools.
CC-9							
CC-10							
CC-11							
CC-12							
CC-13							
CC-14							
CC-15							
CC-16							
CC-17							
CC-18							Schools.

Collingswood Community Survey

Control #	15.) Where buy home? (continued)				Mt. Ephraim	Explain
	Moorestown	Merchantville	Haddon Hgts.	Audubon		
CC-19						Only chose for its potential and if stranger was willing to be involved. I feel both Haddon Twship. and Haddonfield are better places - better public schools - better resale value of home. I have concern about recent zoning board & building practices.
CC-20						The schools in Haddonfield and Haddon Township I think, are better and Haddonfield is not next to Camden.
CC-21						There are too many administrators getting BIG salaries... This money could be spent on the children.
CC-22						
CC-23						
CC-24						
CC-25						
CC-26						I think the school system is better and is also a community that offers a lot of activities for a family.
CC-27						
CC-28						
CC-29						
CC-30						
CC-31		3				Haddonfield would be #1. The schools are better, taxes higher, access to transportation is the same and an overall better housing stock. (For 1st time buyer/young couple, Collingswood is #1).
CC-32						
CC-33						Homes well kept.
CC-34	2					Schools and mostly all homes are nicely maintained.
CC-35						I think the schools in the other two towns are better. The shopping district in Haddonfield is superior. Schools are my number one reason, I have school age children.

Collingswood Community Survey

Control #	16.) What do you EXPECT?	1	2	3	4	5
CC-1						
CC-2	Business district fully occupied.		Buildings well maintained.			
CC-3	Continuous improvement based on steps being taken now.					
CC-4	A thriving downtown.		Old houses well maintained & restored.	A diverse population.	A beautiful park well cared for.	Lots of green.
CC-5	Camden.					
CC-6	A slightly larger minority population.		A younger population.	We need to have a way for seniors to sell their homes, and still say in town.		
CC-7	Good government.		Good schools.	Rec. Dept. maintained.	Knight Park open & clean.	Streets clean & tree-lined.
CC-8						
CC-9	The same wonderful type of people that this town is made up of.					
CC-10	Hundreds of children playing in Knight Park.		Neat and clean tree-lined streets.			
CC-11	Collings Knight House repair completed.		Knights Park continued to be available for sport activities.	School system maintained & improved its quality education.		
CC-12	A nice place to live and retire.					
CC-13	Hopefully the parks, schools and churches still operating as we know them now.					
CC-14	Improve business district - all stores open.		Knight Park.	Robert Park pool.	Well kept properties.	
CC-15	Well maintained parks.		Good schools.	Improved Haddon Avenue.	Good churches.	Well maintained speed line.
CC-16	I have no idea.					
CC-17						
CC-18						

Collingswood Community Survey

Control #	16.) What do you EXPECT?	1	2	3	4	5
CC-19	The blue tarp off the Colling Knight home. A paved path around Knights Park.					
CC-20						
CC-21	The homes maintained at same level.		Schools doing more for all children.			
CC-22	Rural community.		Knights Park.	Active community.		
CC-23						
CC-24	Hopefully not much change.					
CC-25	Little or no change.					
CC-26	Higher taxes.		Small town atmosphere.	More minorities.	Higher crime rate.	
CC-27						
CC-28	Increased minority population.		Decline to Haddon Ave. bus district.	Mega-shopping center in Acme plaza.	More traffic and parking congestion.	
CC-29	Decay on west side.		Empty stores on Haddon Avenue.	Poor maintenance of streets, sidewalks, and trees.		
CC-30	Older and cared for trees.		Cleanliness.	100% occupied businesses.		
CC-31	Improvements in W. Collingswood; highway entrance.		Consolidation and improvements of parking along the Avenue.	Parkview fixed up.	Apartment buildings demolished or fixed up.	
CC-32	Thriving downtown business district.		Higher percentage of well maintained homes.	Beautiful park.	Lower percentage of duplexes, apts, etc.	Real estate values up, up, up.
CC-33	Parks in good condition.		Business district increased.	Churches good attendance.		
CC-34						
CC-35						

Collingswood Community Survey

Control #	17.) What do you WANT to see?	1	2	3	4	5
CC-1	More face-lifting of businesses.		Community support & involvement.	Rid of trash.	A supermarket in town.	
CC-2						
CC-3	New and revitalized area along high speed line incorporated into traditional downtown connection east-west across pike.					
CC-4	It's unpretentious, welcoming, affordable.					
CC-5	Collingswood 1970.					
CC-6	Less apartment bldgs. unless they were used for seniors.		Less out of town usage of Knight Park.	More police around the high school during school hours.		
CC-7	Family community.		Racial harmony.	Homes maintained with pride.	People willing to give.	Churches become more involved.
CC-8						
CC-9						
CC-10	A reasonable tax structure for senior citizens.		A town with many young families.			
CC-11	The same town.		The few stores in which refurbishing will be completed.	Bring appropriate stores into town.		
CC-12						
CC-13						
CC-14	Improve business district - all stores open.		Knights Park.	Robert Park pool.	Well kept properties.	
CC-15	Well used, well maintained parks.		Good schools.	Active churches.	Good transportation.	Active, well maintained shopping district.
CC-16	An improved town.					
CC-17						
CC-18						

Collingswood Community Survey

Control #	17.) What do you WANT to see?	1	2	3	4	5
CC-19	Peter Lumber developed ala Kings Court in Haddonfield - a community center w/ gathering place.		Zane School Restored.	Pete's Gas and Newsstand rehabilitated.	Restored Colling Knight home.	Smoke-free dining in all restaurants.
CC-20						
CC-21	All stores on Haddon Avenue & West Side occupied					
CC-22	More green acres.		Parking.	Better schools.	Pride home ownership.	
CC-23	A revitalized downtown, pedestrian zone.					
CC-24	The same.					
CC-25				Homes maintained or improved.		
CC-26	Small town atmosphere.		Same or lower taxes.			
CC-27						
CC-28	More minority single-family home owners.		Improvements to Haddon Avenue bus. district.	Upkeep of parks.	Mngmt. response to needs of Parkway residents.	Upkeep of sidewalks and roads.
CC-29	Vibrant Haddon Avenue.		Walkable streets.	Stable W. Collingswood.	Elimination of Collingswood circle.	
CC-30	Restoration of Knight Park.		Care of older trees.	More shade trees planted.		
CC-31	Knight park replanted with new tree stock.		Rt. 130 corridor cleaned up - areas to small for commercial turned into greenspace.	Rt. 30 improved to slow down traffic.	Road/paths improved.	Expansion of our cultural sites.
CC-32	Thriving downtown business district.		Higher percentage of well maintained homes.	Beautiful park.	Lower percentage of duplexes, apts, etc.	Real estate values up, up, up.
CC-33	Less.					
CC-34	Thriving business district.		Attractive, well-maintained homes.	Better reputation for schools.	Corridors leading in and out of town attractive.	
CC-35	Improvement of the basic upkeep of homes.		Improvement of the business district.	Continued pride in the community.		

Collingswood Community Survey

Control #	18.) Complete sentences
	Collingswood is a great place to live
CC-1	Stores and restaurants are convenient, speedline/public transportation access, business owners are friendly.
CC-2	It's a true community.
CC-3	Because of the services especially for children.
CC-4	
CC-5	2nd & 3rd generation residents, community involvement, Coll. history.
CC-6	There is great spirit of volunteerism. We have very good leadership in our town government.
CC-7	
CC-8	
CC-9	I moved to Collingswood with my family when I was 12 yrs. old, and immediately discovered what a great town it was. The people were so friendly.
CC-10	With its schools and activities for youths, it's a great place to raise a family.
CC-11	Knights Park Collings-Knight House, small town, transportation. Police & fire depts. interest in town & protection. The business community.
CC-12	I have spent 61 years of my life in Collingswood and I would not want to leave this great town that has treated my family well.
CC-13	My family has lived here for 123 years. Since 1874, our home was built by my wife's great grandfather. The family has never moved from our home.
CC-14	The town is for all ages - from day nurseries to AARP. There are plenty of opportunities for everyone to get involved in their town - to feel part of Collingswood. And if you get involved you do feel as if this is your town.
CC-15	Its good schools and churches, its accessibility to Philadelphia, its beautiful parks and reasonably good business district.
CC-16	It has well kept homes, plenty of trees and pride and tradition. Also people interested in making it a better town.
CC-17	
CC-18	

Collingswood Community Survey

Control #	18.) Complete sentences
	Collingswood is a great place to live
CC-19	Old homes, neighborhood schools, parks, playgrounds, sense of community.
CC-20	
CC-21	It's not perfect.... but dollar for dollar you get your tax moneys worth.
CC-22	Community, schools, park, sports, active people.
CC-23	Its a good place to raise a family.
CC-24	It compares to opening doors to opportunities. In life we open doors to opportunity. Collingswood offers the same.
CC-25	Its nice people and good borough services.
CC-26	The small town atmosphere. The recreational programs offered and the service the borough provides that aren't offered in most other municipalities (ie, leaf collection).
CC-27	
CC-28	The small town atmosphere, emphasis on families and community involvement, yet convenient access to shopping, services, and Philadelphia.
CC-29	
CC-30	It is a quiet family oriented town with diversity of housing available. The school system is very active.
CC-31	The community spirit, access to Philly and the high speed line.
CC-32	There are a lot of wonderful people who want to see this town thrive They want their kids to grow up in a town where they can walk to school, the playground, the pool, the library, etc.
CC-33	Because it has a lot to offer.
CC-34	The people and their desire to continuously improve the Collingswood community.
CC-35	It is a small town with open spaces and a town where people have pride in their community.

Collingswood Community Survey

Control #	18.) Complete sentences
	Collingswood is not great place to live
	Drivers aren't courteous to the pedestrian walking zone, residents could be more involved in community, more security around speedline and surrounding areas.
CC-1	
CC-2	
CC-3	School problems.
CC-4	
CC-5	School system, Park View & the marina apts. & renters, 1 party government.
CC-6	Woodlynne is deteriorating because a large number of homes are not owner-occupied, and we have to take these kids into the high school.
CC-7	
CC-8	
CC-9	
CC-10	
CC-11	
CC-12	
CC-13	
CC-14	
CC-15	Need variety of business on the Avenue, particularly a better grocery store than National has become.
CC-16	
CC-17	
CC-18	

Collingswood Community Survey

Control #	18.) Complete sentences
	Collingswood is not great place to live
CC-19	There is still work to be done - talking and working together.
CC-20	I believe the house values are going down. It's hard to sell a house in Collingswood.
CC-21	Too many out-of-towners own apartments, duplexes, etc.
CC-22	Not enough home ownership, maintenance of homes, parking.
CC-23	
CC-24	
CC-25	
CC-26	Its proximity to Camden. The taxes will probably continue to rise because of the lack of room for new houses and lack of commercial properties.
CC-27	
CC-28	
CC-29	
CC-30	Close to Camden.
CC-31	There are two Collingswoods and if you don't live east of the White Horse Pike, you won't get squat from the Town.
CC-32	Prevalence of uneducated people lacking dignity. This is reflected in their unkempt homes, negative attitudes. Too many rentals!
CC-33	No complaints.
CC-34	Its close proximity to Camden.
CC-35	

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

"Discovering Collingswood" is a survey to help the Borough's professional Planning staff understand your concerns and suggestions and give you an opportunity to participate in Solutions.

If more than one person from your firm participates, please duplicate the survey and submit separate copies.

NAME OF FIRM: _____

PLEASE PARTICIPATE AND BE PART OF THE SOLUTION. THANKS!

**DISCOVERING COLLINGSWOOD
BUSINESS OWNERS/PROFESSIONALS SURVEY**

1. What is the location of your establishment?

(insert address) _____

2. Do you own the building in which you operate your business/profession?

YES NO

If No, would you consider buying or building a facility for your operation in Collingswood?

YES NO

If No, please explain _____

3. How long has your operation been at this location?

(insert number of years and months) _____

4. Please list the type of operation you own.

5. Are you a Collingswood Resident? YES NO

If No, where do you reside? _____

6. From the perspective of your business or professional experience, please list Collingswood's greatest strengths.

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

7. From the perspective of your business or professional experience, list Collingswood's greatest weaknesses

8. How would you describe the physical condition of business/professional buildings in Collingswood: (circle one)

1 = poorest condition, 10 = best condition

1 2 3 4 5 6 7 8 9 10

If you answered 1 through 5, please explain _____

9. If you had \$100,000 to invest in your business, how much would you invest in your property? \$ _____
Why? _____

10. Would you be interested if the Business Association could assist in acquiring low interest loans to beautify or remodel your business? YES NO

If "No", please explain _____

11. If you don't own the building in which you operate your business or profession, would you like to buy it? YES NO

If "No", please explain _____

12. If you are a tenant in your building, how would you rate your landlord regarding maintenance and upkeep of the structure: (circle one)

EXCELLENT GOOD FAIR POOR

If "fair" or "poor", please explain _____

"DISCOVERING COLLINGSWOOD - AN OPPORTUNITY TO PARTICIPATE IN SOLUTIONS"

13. Would you participate in a business area improvement program that would provide: (circle one)

- | | | | |
|-------------------------------------------------------------------------------------|-----|----|-----------|
| a) low interest loans for exterior and interior improvements | YES | NO | UNDECIDED |
| b) financing to buy a building | YES | NO | UNDECIDED |
| c) collective marketing program for the entire business district | YES | NO | UNDECIDED |
| d) collective program for themed window treatments that are professionally designed | YES | NO | UNDECIDED |
| e) other _____ | | | |

14. Do you feel your business is improving each year? (circle one) YES NO STATIC

15. Do you think that other businesses are doing their share of keeping their store fronts and sidewalks clean and inviting to the public? (circle one) YES NO STATIC

16. Do you feel that there is adequate parking to support the businesses along Haddon Avenue? (circle one) YES NO UNDECIDED

17. How would you rate the downtown business district in terms of:

I = poorest condition, 10 = best condition

- | | | | | | | | | | | |
|------------------|---|---|---|---|---|---|---|---|---|----|
| a) Clean streets | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| b) Security | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| c) Lighting | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

18. Would you like to see a co-operative maintenance program which would include snow and debris removal from Haddon Avenue?(circle one) YES NO STATIC

19. Are you interested in participating in group advertising campaigns and promotions? (circle one) YES NO STATIC

PLEASE FILL OUT AND RETURN TO:
PETER P. KARABASHIAN ASSOCIATES, 27 GORDONS ALLEY
ATLANTIC CITY, NJ 08401

KEY to the Business Owners / Professionals Survey

Borough of Collingswood Community Survey Report

Strengths

- 1 = Safety
- 2 = Pride in Community
- 3 = Sense of Family
- 4 = Business District / Association
- 5 = Community Involvement
- 6 = Small Town Atmosphere
- 7 = Historic Character
- 8 = Park / Scenic Quality
- 9 = Residents (Good Consumer Base)
- 10 = Proximity to Philadelphia
- 11 = Municipal Government / Services
- 12 = Access
- 13 = Access to PATCO High Speed Line
- 14 = Good Real Estate Value
- 15 = Diversity of Population
- 16 = Schools
- 17 = Other

Weaknesses

- 1 = None (No Problems)
- 2 = Lack of Interest or Involvement by Business Owners
- 3 = Parking / Metered Parking
- 4 = Diversity / Lack of Retail Stores
- 5 = Lack of Maintenance
- 6 = Hours of Operation of Businesses
- 7 = Limited Spending Power of Residents
- 8 = Negative Attitude
- 9 = Lack of Marketing Outside Borough
- 10 = Lack of Major Events / Attractions
- 11 = Schools
- 12 = Municipal Funding / Budget
- 13 = Aesthetics of Community
- 14 = Proximity to Camden / Reputation
- 15 = Crime
- 16 = Lack of Support of Local Businesses
- 17 = Other

Control #	Name of Firm	1.) Address	2.) Own Building?	No? Consider Purchase?	3.) Years at Location	4.) Business Type	5.) Resident?	6.) Strengths	7.) Weaknesses
			Yes/No	Yes/No Explain			Yes/No		
CB-1	Arts Plus Gallery	704 Haddon Ave	Y		19.5	Art Gallery	N	2,1,4,4,9	2,3,16,5
CB-2	Cabana Water Ice Co.	632 Haddon Ave	N	Y	7	Retail Food	N	4,5,12	1
CB-3	Hollyberry Hill	688 Haddon Ave	Y		2.5	Country Gifts Shop	N	6,5,17,12,11,7	4,3,3,17,4
CB-4	Haddon Pharmacy	330 Haddon Ave	Y		80	Pharmacy	N	3,9	
CB-5	Collingswood Corner Cafe	690 Haddon Ave	N		6	Cafe	Y	2,7,4,1	7
CB-6	ECK's Jewelry	796 Haddon Ave	Y		25	Retail Jewelry	N	5,10,6,4,11	17,16,10,11,12
CB-7	J. Leonard	759 Haddon Ave	Y		10	Physician	Y	5,2,1,	5,16
CB-8	Sir Speedy Inc	802 Haddon Ave	Y		0.3	Retail	N	4,12,13,14	7,2,16
CB-9	Sar Automotive Equip	100 RT 130 N	Y		15	Retail	N		15
CB-10	Limited Editions	697 Haddon Ave	Y		0.3	Art Gallery	Y	4	
CB-11	Kennac Flowers Inc	700 Haddon Ave	Y		49	Florist	N	11,11,11,	3,17,16
CB-12	The Rose Garden Florist	618 Colling Ave W	Y		5.5	Florist	Y	2	3
CB-13	Ames Drug Store	701 Colling Ave	Y		13	Pharmacy	N	2	1
CB-14	Denmarc Display&Party	742 Haddon Ave	N	N	11	Retail	N	15,4,2	2,14,7,14,16
CB-15	Total Image Inc	705 Haddon Ave	Y		26	Beauty Shop	N	6,4,2	1
CB-16	Buonomo & Assoc.	127 Park Ave	Y	N	2	Office	Y	6,5,8	2,2,2,16
CB-17	Kimagination Designs	Grant Ave, W Collingswood	Y		2	Art	Y	2,5	16,2
CB-18	DiBartolo Bakery	667 Haddon Ave	Y		7.5	Retail	N	2,5,11,2	3
CB-19	Berry Tile & Carpet	716 & 718 Haddon Avenue	Y	N	25	Retail	Y	3,16,8	14,14,3
CB-20	Villa Barone Restaurant	753 Haddon Ave	N	Y	3.3	Restaurant	N	4,5,2,11	5,4
CB-21	The Painted Cottage	709 Haddon Avenue	N	Y	2	Furniture	Y	11,4,17	5,4,13,17

Control #	8.) Condition of Building?		9.) How much would you invest in Property?	
	Rate	Explain	In Dollars	Why?
CB-1	9		33,333	There are still things that need improvement.
CB-2	8		60,000	To stay up with the Jones, the Avenue looks great and I wouldn't want to be the one to pull it down.
CB-3	5	Collingswood has tremendous potential to be a beautiful downtown. There has been significant improvement thanks to the efforts of Joan Leonard and others but lot more needs to happen. Collingswood looks a lot like a town that doesn't know what it wants.	10,000	We have already done a lot of improve the property but I would repaint the whole interior and make some lighting changes add planters outside and some other cosmetic changes.
CB-4	7		25,000	External renovation and restoration.
CB-5	8		25,000	To improve outward appearances.
CB-6	4	The residual of the tasteless 70's is still more present than it should be!! Ordinances for signage, repair, paint, etc. should be enforced.	100,000	Collingswood will come back making it a great investment now.
CB-7	6		50,000	Facade - exterior reconstruction, interior restoration aimed toward better home/office and downtown value.
CB-8	3	Lack of continuity - many of the old established businesses are doing very little to upgrade.	30,000	Back garage, pave alley and rear parking lot - Redo basement.
CB-9	6		0	To attract more walk in business.
CB-10	8			
CB-11	7		30,000	For dressing up inside - make different rest would pay all bills.
CB-12	8		35,000	We would spend about one third of the money each on the property, advertising, and the supplies.
CB-13	9		0	
CB-14	7		0	Don't own property.
CB-15	6		50,000	Upgrade apartments over the commercial units. My properties are in good condition.
CB-16	6		80,000	With a service business there is little overhead cost. Buying or improving the building would be the greatest return by improving appearance and property value.
CB-17	5	Many look "run-down" and need a good paint job, and to have the windows re-glazed. Some storefronts look dingy.	0	I would invest it all in equipment and software as I have a home-based business.
CB-18	8		40,000	To upgrade my building.
CB-19	4		30,000	
CB-20	6	Some business owners don't care about their business.	100,000	Because I have many ideas the only thing that holds me back is the finance.
CB-21	5	Although some have improved and continue to do so the majority need improvement.	10,000	We just invested about \$40,000 over the last six months.

Control #	10.) Low interest loans?		12.) Landlord Rating		13.) Participate in Business Area Improvement Program				
	Yes/No	Explain	E/G/F/P	Explain	Loans	Financing	Marketing	Window Treatments	Other
CB-1	N	Own business in good shape.			Y		Y	Y	
CB-2	Y		E		Y	Y	Y	N	
CB-3	Y	If we could qualify - but I doubt it.			N	N	Y	Y	
CB-4	Y				Y			N	
CB-5	Y		F		Y	Y	Y	Y	
CB-6	Y				Y	Y	Y	Y	Manage the Business District. Work w/ state to market Collingswood.
CB-7	Y						Y	Y	Clear streets, horticulture, marketing of more businesses.
CB-8	Y				Y	Y			
CB-9	Y				Y	N	N	N	
CB-10								Y	
CB-11	Y				Y		Y	Y	
CB-12	Y				Y	Y	Y	Y	
CB-13	N				N	N	Y	Y	
CB-14	N	There has been no indication that "beautification" improves the bottom line (\$).	P	He does nothing unless pushed very, very hard.	N	N	N	N	Grant money.
CB-15	Y						Y		
CB-16	Y				Y	Y	Y	Y	
CB-17	N						Y	Y	
CB-18	Y				Y	Y	Y		
CB-19	N	We do not have loans now so we wouldn't start.			N	N	N	N	
CB-20	Y				Y	Y	Y	Y	
CB-21	Y		G		Y	Y	Y	Y	

Control #	14.) Business Improving?	15.) Upkeep of Others?	16.) Adequate Parking?	17.) Rating District in Terms of:			18.) Co-op Maintenance Program?	19.) Group Advertising ?
				Clean Streets	Security	Lighting		
	Yes / No / Static	Yes / No / Static	Yes / No / Undecided				Yes / No / Maybe	Yes / No / Maybe
CB-1	Y	S	Y	8	8	6	Y	Y
CB-2	Y	Y	Y	10	10	10	Y	Y
CB-3	Y		N	5	8	5	Y	
CB-4	Y	S	N	8	7	7	M	M
CB-5	Y	N	N	5	5	5	Y	Y
CB-6	S	S	Y		10	4	Y	Y
CB-7	Y	S		7		6	Y	Y
CB-8		N	N	5	5	6	Y	
CB-9	Y							Y
CB-10		Y	Y	8	10	10	Y	Y
CB-11	N	S	N	8	8	8	Y	Y
CB-12	N	Y	N	9	8	8	Y	Y
CB-13	Y	Y	Y	9	9	10	Y	N
CB-14	N	Y	Y	7	4	4	N	N
CB-15	Y	N	Y	7	8	8	Y	Y
CB-16	Y	N	Y	8	8	8	Y	M
CB-17	S	N		9	8	6	Y	M
CB-18	Y	N	N	8	9	9	Y	Y
CB-19	Y	Y	N	8	7	8	N	N
CB-20	Y	N	N	8	9	8	Y	Y
CB-21	Y	N	Y	8	8	3	M	Y