

May 9, 2018

THE SCARSDALE FORUM INC.

**Report of the Downtown Revitalization Committee
On
The Consumer Survey Concerning Scarsdale Village Center**

The Downtown Revitalization Committee (the “Committee”) proposes the following resolution for adoption by the Scarsdale Forum:

RESOLVED, that the Report of the Committee summarizing the results of the Consumer Survey Concerning Scarsdale Village Center (the “Survey”) be approved and distributed to the Village Board of Trustees as well as the community, with the Committee’s recommendations for action, summarized as follows, to be considered for further study and implementation.

PREFACE

Revitalizing the Scarsdale Village Center is an opportunity to define and celebrate its distinct personality. The challenge for the Committee is to define the combination of uses that best reflect the community’s preferences, captures market opportunities, builds on local assets, and strengthens the community’s identity.¹

To develop market-based strategic recommendations, the Committee devised a Survey that sought to answer these questions:²

- 1) Which consumers visit downtown Scarsdale? Why do they visit? What do they like most and dislike most about it?
- 2) Who are the consumers who live in the neighborhood and surrounding areas, but don’t visit the downtown on a regular basis? What do they dislike about it?
- 3) Are there categories of retail goods and services that appear to be overserved? And conversely, are there categories that appear underserved?
- 4) Is there a correlation between group attitudes about the Village Center dynamics and their shopping patterns?
- 5) Does Scarsdale have any unique strategic advantages – something that potentially sets it apart from other commercial areas?

¹ See: Main Street National Trust for Historic Preservation, Revitalizing Main Street: A practitioner’s guide to comprehensive commercial district revitalization (2009), Chapter 9, “Improving Commercial Dynamics,” pp. 69-70.

² See: Revitalizing Main Street, Chapter 9, “Synthesizing market Information,” pp. 80-81.

SUMMARY OF THE RECOMMENDATIONS OF THE COMMITTEE

The recommendations outlined below regarding revitalization of the Scarsdale Village Center are based on the results of the Survey, and suggest actions for consideration by the stakeholders who can act upon them, in particular: Village officials, landlords, merchants, Village boards and councils, and independent agencies.

- 1) Expand the availability and diversity of grocery and beverage options such as specialty stores and the Farmers' Market, as well as upgrading existing facilities;
- 2) Expand restaurant and other dining options including family dining, lunch and specialty establishments;
- 3) Improve retail diversity and services to balance the current concentration of a limited type of providers;
- 4) Provide space for entertainment and cultural event programming;
- 5) Implement practical solutions to parking availability, and address aggressive parking enforcement issues;
- 6) Improve parks and other green spaces in the Village Center to create more welcoming, usable community spaces; and
- 7) Establish a coordinating body to study similar regional municipalities and the implementation of best practices to ensure a thriving downtown environment.

The Committee intends to work with the relevant stakeholders and other interested parties to further study the issues and assist in implementing the recommendations set forth above.

Major Conclusions

Based on the results of the Survey, the Committee concludes:

1. In terms of demographics, the highest concentration of visitors to the Village Center lives within walking distance (less than a mile) of the Village Center. In addition, almost half of those who live two to five miles from the Village Center still visit at least two to three times per week. A high percentage of these visitors have reported income exceeding \$250,000.
2. It is clear that food, beverages and eateries scored highest as top reasons to visit the Village Center, while consumers indicated that apparel and jewelry stores scored at the low end of reasons to visit the Village Center.
3. Overwhelmingly, Survey respondents were positive about the attractiveness and cleanliness of stores and restaurants, as well as the quality of customer service in the Village Center. Respondents were more neutral about the operating hours of local businesses and the shopping experience for luxury goods and services. Views were more negative regarding prices and product variety. The most negative responses were expressed for the parking experience and the availability of entertainment options in the Village Center.

4. Key factors that would increase visits to the Village Center:

- Casual dining ranks as the top factor that respondents indicate would increase visits to the Village Center. Adding a wine bar or brew pub scored highest for entertainment options. This was followed by support for adding an entertainment venue such as a movie theater or comedy club. Despite Scarsdale's schools and significant number of school-aged children in residence, there was relatively little support for adding a party or sports facility targeting children.
- Reducing negative perceptions about parking is critical. Attention should be focused on increasing the availability of parking. Hundreds of respondents commented on aggressive parking enforcement, which made trips to the Village stressful, expensive and unpleasant. There were also some comments about the antiquity of the parking meter system in the Village Center.

Discussion

The Committee launched an online Survey³, which ran from June 25, 2017 through September 12, 2017, drawing respondents from the Village of Scarsdale and surrounding communities, including Eastchester, Edgemont, Hartsdale, New Rochelle, Yonkers, White Plains and Mamaroneck. The purpose of the Survey was to gather information about revitalizing the Scarsdale Village Center, defined as the shopping district bounded by East Parkway, Christie Place, Chase Park and Popham Road.

There were three substantive questions/requests for comments in the Survey:

- (1) What are the reasons you visit the Scarsdale Village Center?
- (2) Do you feel positively, negatively, or have no opinion regarding a list of enumerated characteristics of the Village Center, that included attractiveness, availability of a variety of goods/services, entertainment options, parking availability, price of goods and services, and special events/festivals?
- (3) A request to rank from 1 (Very Important) to 5 (Not Important) the factors that would increase the frequency of the respondent's visits to Scarsdale Village Center; the question lists various factors including the addition of various types of new businesses, events and activities, and dealing with parking issues.

The first and third questions also ended with a space "Other" to allow for respondents to add other factors pertaining to those specific questions. Lastly, there was a question: "Is there anything else you would like to suggest to help improve commercial activity in the Scarsdale Village Center?"

³ The complete Survey questionnaire is attached as Exhibit A.

There were 1,257 unique respondents to the Survey, with more than 1,000 free-text responses to the two “Other” requests and the concluding “Anything Else” query.⁴

The Committee analyzed the data, starting with the demographics and then the substantive responses to the three enumerated questions, and finally coded and synthesized the free-form text comments. The main issues to emerge from the Survey were, in order of frequency:

- (1) parking issues including overly zealous parking enforcement,
- (2) an inadequate selection of restaurants⁵,
- (3) the retail mix⁶, and
- (4) lack of nightlife venues such as bars, pubs and associated entertainment.

This Report summarizes the data and conclusions, and makes some preliminary recommendations based on the Survey. The data and recommendations will be enhanced by the Committee’s review of the concurrent Merchants’ Survey, which includes many of the same issues from the viewpoint of the Scarsdale Village merchants located in the downtown area⁷.

⁴ The raw data was divided into four groups, which are summarized in this Report: Group 1 comprises “Other” responses for reasons respondents visit Scarsdale Village Center. Group 2 comprises “Additional comments on positive/negative characteristics of Scarsdale Village.” Group 3 comprises “Comments provided after scoring for factors that would increase respondent visit frequency to the Scarsdale Village Center.” Group 4 comprises “Other recommendations for revitalizing commercial activity in the Scarsdale Village Center.” A sampling of the verbatim responses is reproduced in Exhibit B, organized by topic.

⁵ Subsequent to the Survey closing, a new restaurant opened, PopoJito Med-Mex Kitchen, and a new restaurant is slated to open soon, Bongo Bowls.

⁶ Subsequent to the Survey closing, a new music store, Rudy’s Music, opened, and a new book store, Bronx River Books, is scheduled to open in the fall of 2018. Another spa, a cryotherapy spa, will open soon.

⁷ The Merchants Survey included retail businesses in Depot Place, along the Popham Road Bridge, on Scarsdale Avenue and Garth Road, in addition to the Village Center.

Analysis of the Scarsdale Village Center Consumer Survey

Profiles of the respondents

The response rate to the Survey is strongly represented by Scarsdale residents; however, the Committee made a concerted effort to recruit respondents from areas neighboring Scarsdale Village. As a result, this Survey succeeded in attracting statistically significant populations from neighboring communities, providing a comprehensive view of consumer opinions from all likely shoppers in the Scarsdale Village Center.

Distribution by community of residence and approximate distance from Scarsdale Village Center

Respondent Location	Walkable - Less than a mile	Within two miles	Within five miles	Outside immediate area	Grand Total
Town/Village of Scarsdale	321	410	131		862
Town of Greenburgh	144	84		2	230
Town of Eastchester	85	1	9		95
City of New Rochelle		23	4		27
Greater Westchester County			5	8	13
City of Yonkers	7	4	1		12
City of White Plains			11		11
Town of Mamaroneck			4	1	5
City of New York				1	1
State of Connecticut				1	1
Grand Total	557	522	165	13	1257

While the Fox Meadow school district of Scarsdale includes the Village Center, all other Scarsdale neighborhoods delineated by school district are geographically farther away from the Village Center than Edgemont neighborhoods in Greenburgh and the Eastchester neighborhoods of Garth Road and North Eastchester. These non-Scarsdale neighborhoods are nonetheless within walking distance from the Village Center. For this reason, the Committee actively targeted these communities for participation in the Survey that crossed jurisdictional boundaries, and considered responses on the basis of proximity to the Village Center.

Respondent distribution by household income among the three largest communities surveyed

Respondent location	Less than \$100K	\$100K- \$249K	\$250K- \$399K	\$400K- \$549K	\$550K or greater	Not disclosed	Grand Total
Town/Village of Scarsdale	2%	14%	16%	13%	39%	16%	100%
Town Greenburgh	5%	22%	19%	16%	28%	10%	100%
Town Eastchester	21%	43%	18%	5%	4%	8%	100%
Grand Total	4%	18%	17%	13%	34%	14%	100%

Respondents in the three largest communities who revealed their household income indicate that virtually all of them have income exceeding \$100,000, and 64%⁸ have household income exceeding \$250,000. This indicates that there is a large pool of potential shoppers with disposable income who could be patronizing businesses in the Village Center.

This data allowed for differentiation of consumer preferences by income. Some of those preferences run counter to stereotypes and thus help to dispel myths about what consumers actually want from the Scarsdale retail center, as a whole and by income level.

Respondent distribution by household composition with children among the three largest communities surveyed

Respondent location	No children or young adults at home	Preschoolers at home	School-aged children at home	Young Adults at home	Not disclosed	Grand Total
Town/Village of Scarsdale	23%	7%	61%	8%	1%	100%

⁸ The 64% figure does not reflect the 14% of people who declined to provide financial data; the actual number is likely higher.

Town of Greenburgh	29%	12%	52%	7%	0%	100%
Town of Eastchester	47%	13%	31%	7%	2%	100%
Grand Total	26%	9%	57%	8%	1%	100%

The Greenburgh sample was predominantly from Edgemont, as could be expected, and also unsurprisingly proved to be quite similar to Scarsdale with respect to family composition. More than half of the respondents have school-aged children at home and about a quarter of the respondents in both communities have no children at home. There were smaller percentages of respondents that only had children younger than school-aged or older than high school-aged living at home.

In contrast, the Eastchester respondent pool, centered predominantly on Garth Road, had a much higher proportion of households without children at home compared to the other two municipalities. This is not surprising considering that Garth Road is dense with apartment buildings; also, many residents are single, recently married, or are retired couples. It is clear, however, that the Greenburgh and Eastchester respondents share many characteristics with Scarsdale residents.

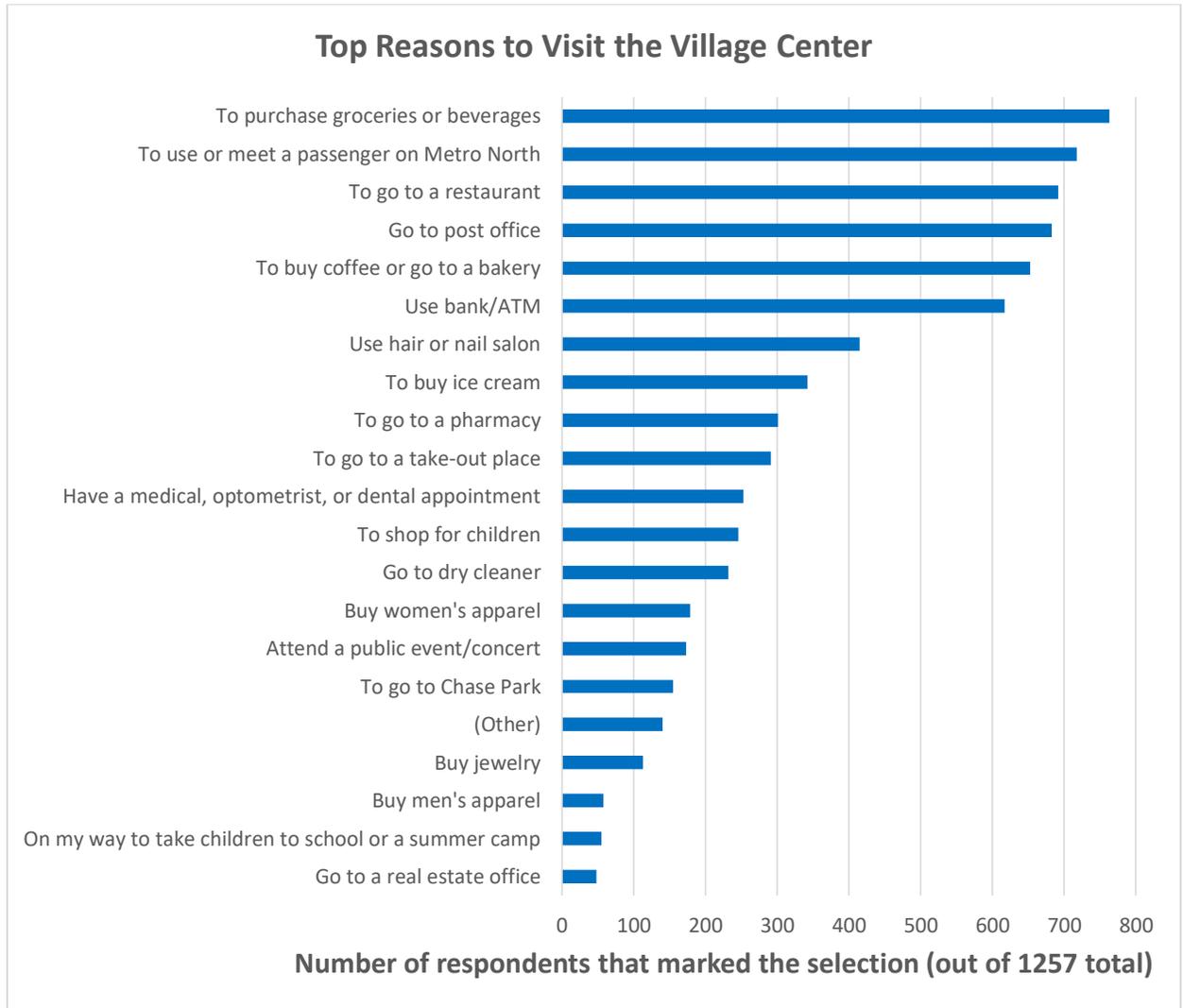
Frequency of respondent's visits to the Village Center

Row Labels	Walkable - Less than a mile	Within two miles	Within five miles	Grand Total	G
Daily	42%	22%	12%	%	30
2-3 Times/Week	41%	36%	31%	%	37
2-3 Times/Month	14%	26%	33%	%	22
Rarely	3%	16%	23%	%	11
Grand Total	100%	100%	100%	0%	10

Almost a third of the respondents report visiting the Scarsdale Village Center on a daily basis. Another third visit two to three times a week and the remaining third visit two to three times per month or less frequently. As might be expected, the highest concentration of visitors is

within walking distance (less than a mile) of the Village Center. However, almost half of those respondents who are two to five miles from the Village Center still visit at least two to three times per week.

Why respondents visit the Village Center



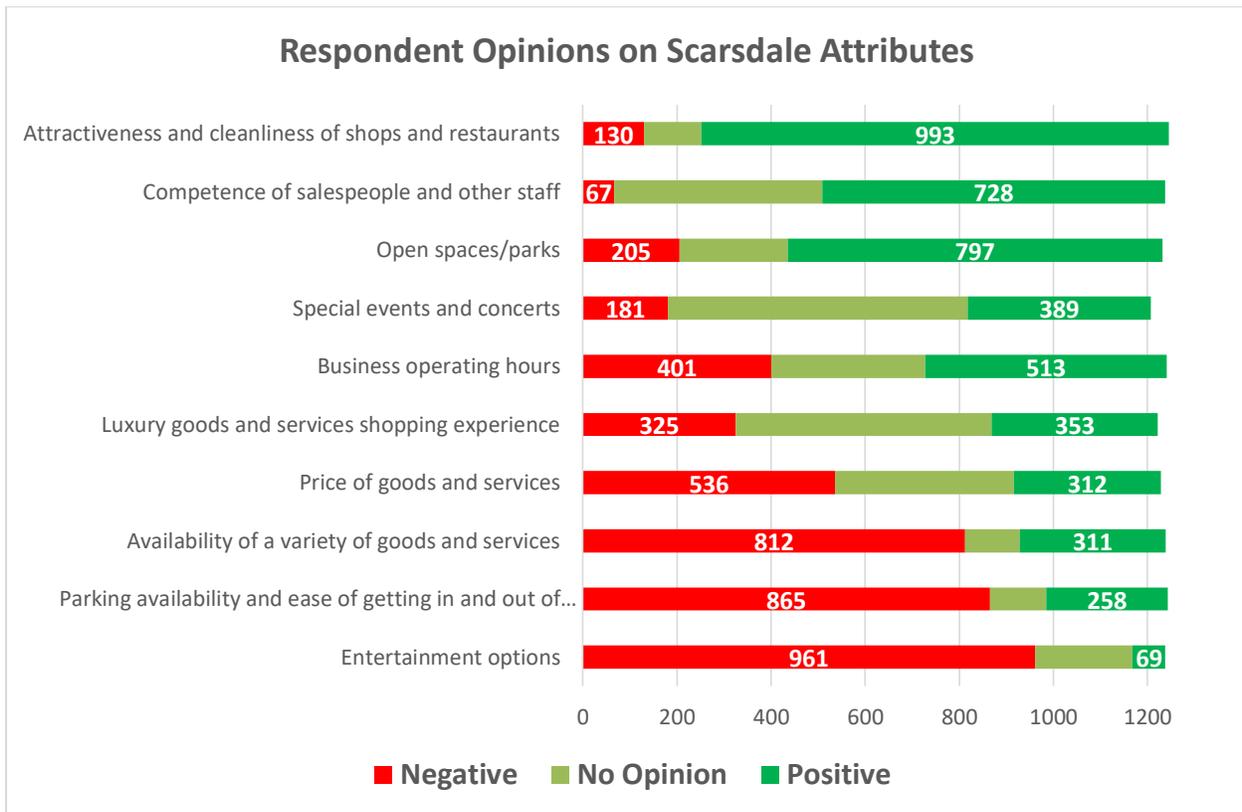
The above ranking was stable even when segmented by various demographics, with some notable exceptions. For example, when these results are compared with “Frequency of Visit,” those responding they visited “Rarely” were less likely to indicate that they purchased groceries or beverages during their visit. This either suggests that they only visit for other reasons or perhaps they do not visit as frequently because they are not satisfied with the Village’s grocery and beverage options. Further study would be required to determine whether the Committee could make recommendations addressing this issue.

The distance of the respondent’s neighborhood from the Village Center also changed rankings for three purposes of visiting the Village Center: going to the Metro North station, the

post office, and a pharmacy. All three destinations were less likely to be cited as a reason to visit the Village Center when the respondent lived farther away from the Village Center. CVS has saturated this region with pharmacy locations; there are three separate post offices servicing the 10583 zip code; and there are four Metro North stations within a five-mile radius of the Village Center. This suggests that sufficient available alternatives closer to the homes of respondents may influence how they rank these options.

As a general statement it is clear that food shopping – either as groceries or in a restaurant – is top reasons to visit the Village Center. The traditional strongholds of apparel and jewelry, however, are not strong draws.

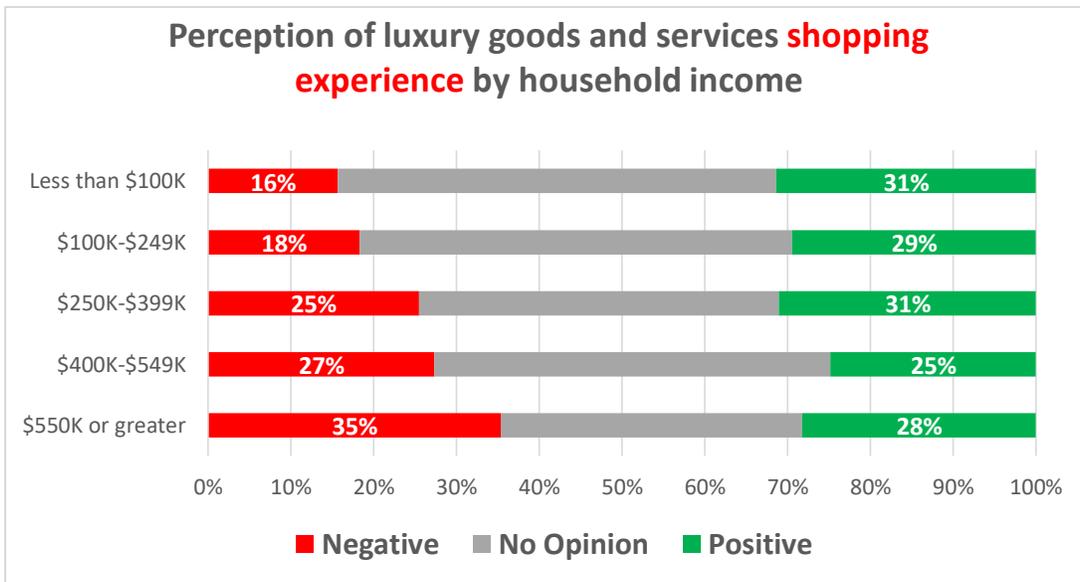
Perceptions about the Village Center



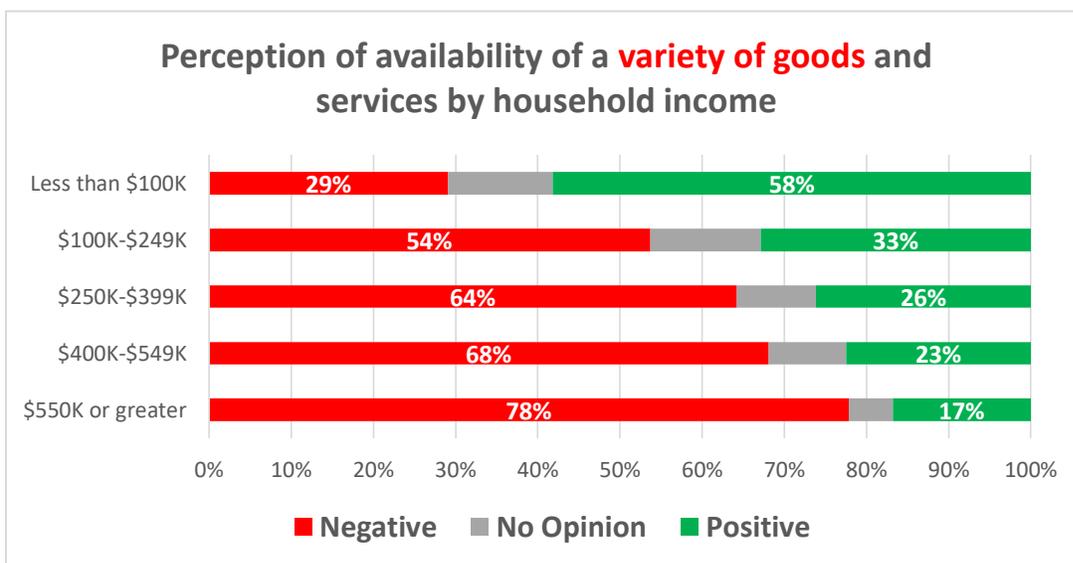
Survey respondents were overwhelmingly positive about the attractiveness and cleanliness of stores and restaurants in the Village Center⁹. The quality of customer service also ranked highly; furthermore, the quality of service category received the fewest negative marks of any included in the Survey. Respondents were neutral about the operating hours of local businesses, and about the shopping experience for luxury goods and services. Negative views were more likely when considering price points and product variety. The most negative responses were expressed for the parking experience, and about the availability of entertainment options in the Village Center.

⁹ Nonetheless, there were many “verbatim” responses that pointed to aging infrastructure and aesthetic factors, such as the lack of freshness, vibrancy and an inviting feel. Some free-text responses mentioned specific retail establishments in need of upgrading.

Scarsdale retail has traditionally been associated with luxury goods and services shopping. It is therefore interesting to note that the percentage of respondents with a negative opinion increased in correlation with household income:



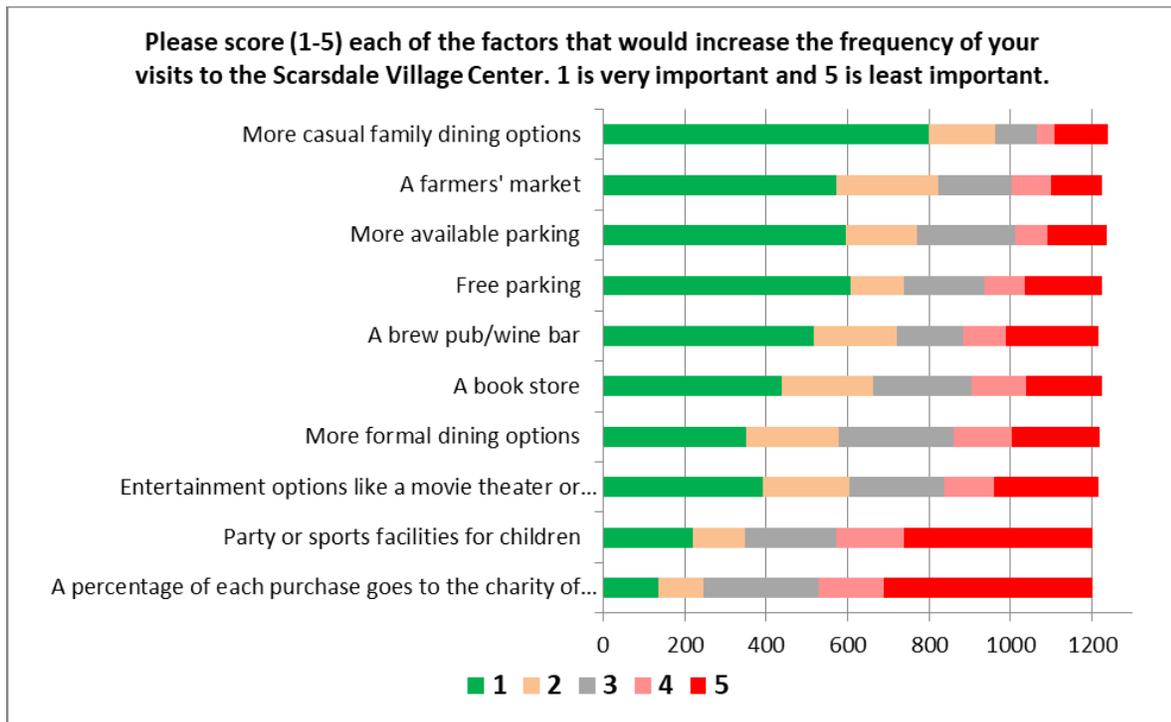
This suggests that the demographics targeted by purveyors of luxury goods and services in Scarsdale are actually least pleased with those efforts. Given the high ratings for customer service and store cleanliness found in this Survey, it would seem that customers are happy with the stores they already patronize. While further study might be required to determine what additional changes could improve the affluent consumer’s perception of Scarsdale’s overall luxury retail experience, some insight might be gleaned from a segmented look at how respondents regarded the availability of a variety of goods and services in Scarsdale.



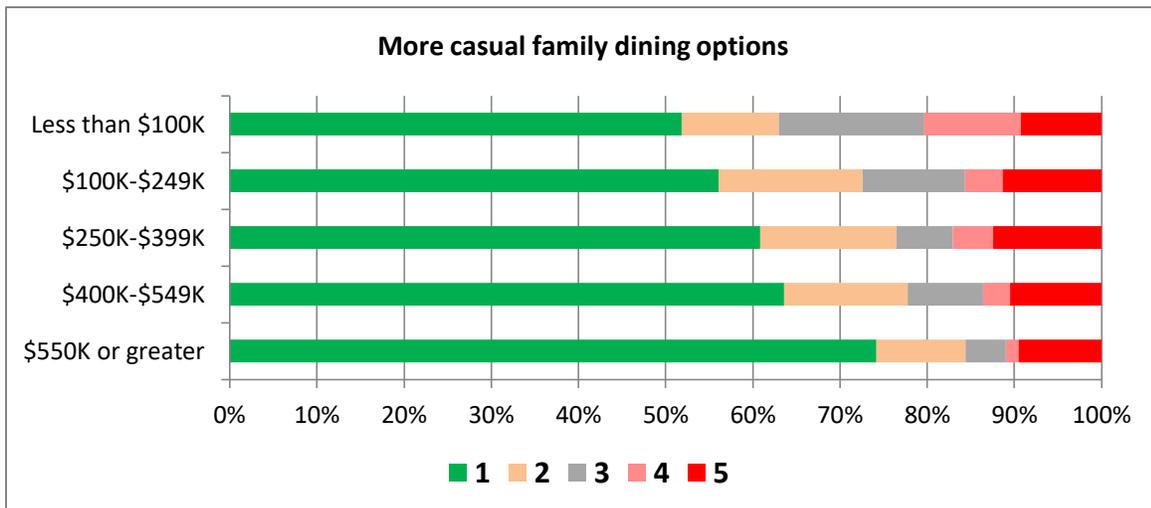
Overwhelmingly the most affluent consumers are not pleased with the variety of goods and services available in Scarsdale’s Village Center. Indeed, these respondents were quite vocal in their comments and survey responses that they prefer value to luxury in the Village Center, and that the current composition of retail offerings is not the ideal representation of their preferences.

It should also be noted that while there were significantly more negative opinions than positive opinions about prices in Scarsdale, this did not vary significantly by household income. Overall, about 43% of respondents reacted negatively to prices in Scarsdale while only 26% expressed a positive view.

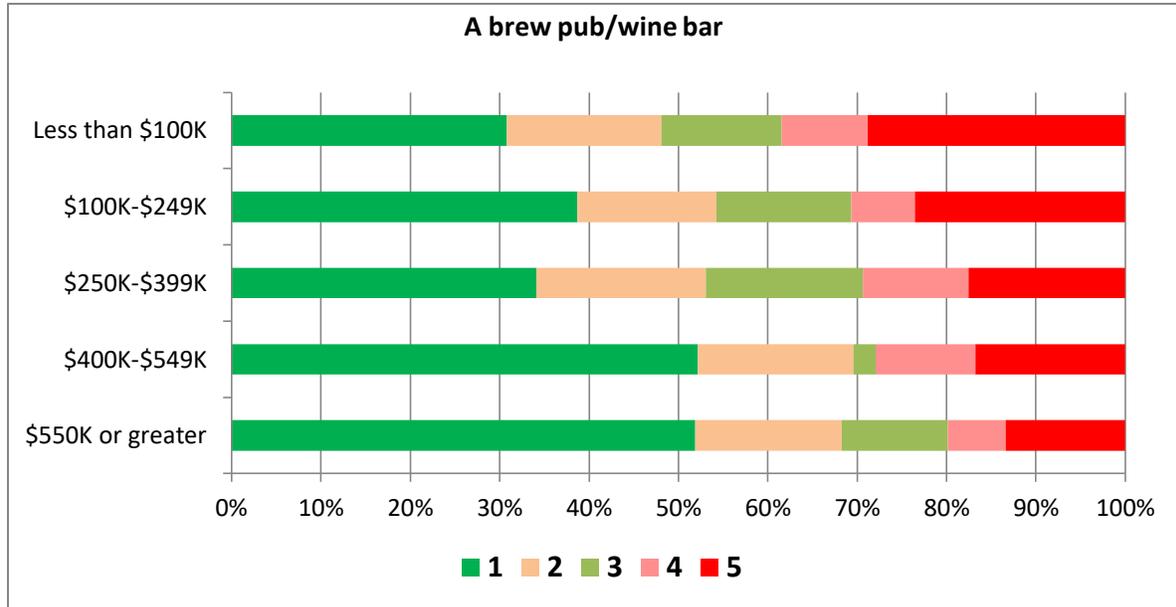
Factors that would increase Village Center visits



By a wide margin, Casual Dining ranks as the top factor that respondents indicate would increase visits to the Village Center. It is interesting to note that if the scoring for this factor is segmented by household income, interest in casual dining actually rises with income:

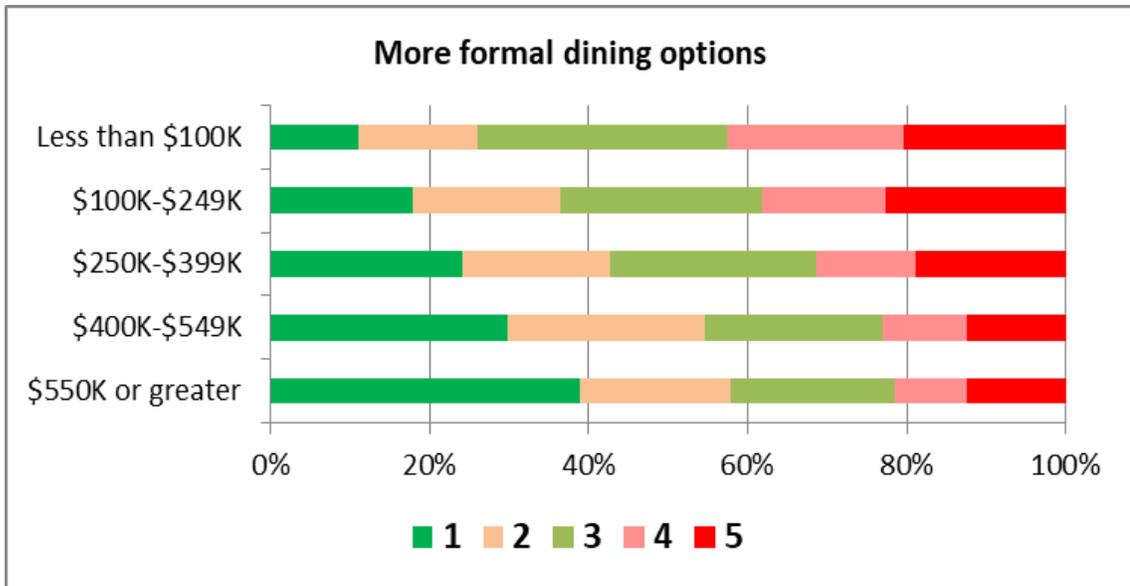


The most affluent consumers overwhelmingly desire more “casual” dining options – i.e., options that are informal (not white tablecloth), dress-down, family-friendly (children welcome) and less expensive sit-down restaurants.¹⁰ Most factors on this list did not correlate tightly to income but two other factors did:



While More Casual Dining Options scored highest, Brew Pub/Wine Bar and More Formal Dining Options also scored well with this demographic. As such, it seems that interest in any of those options increases as household incomes do. The data strongly suggest that eateries and establishments serving alcohol are the top categories that should be pursued for vacancies in the Village Center, and that Casual Dining is the most desirable option in that category.

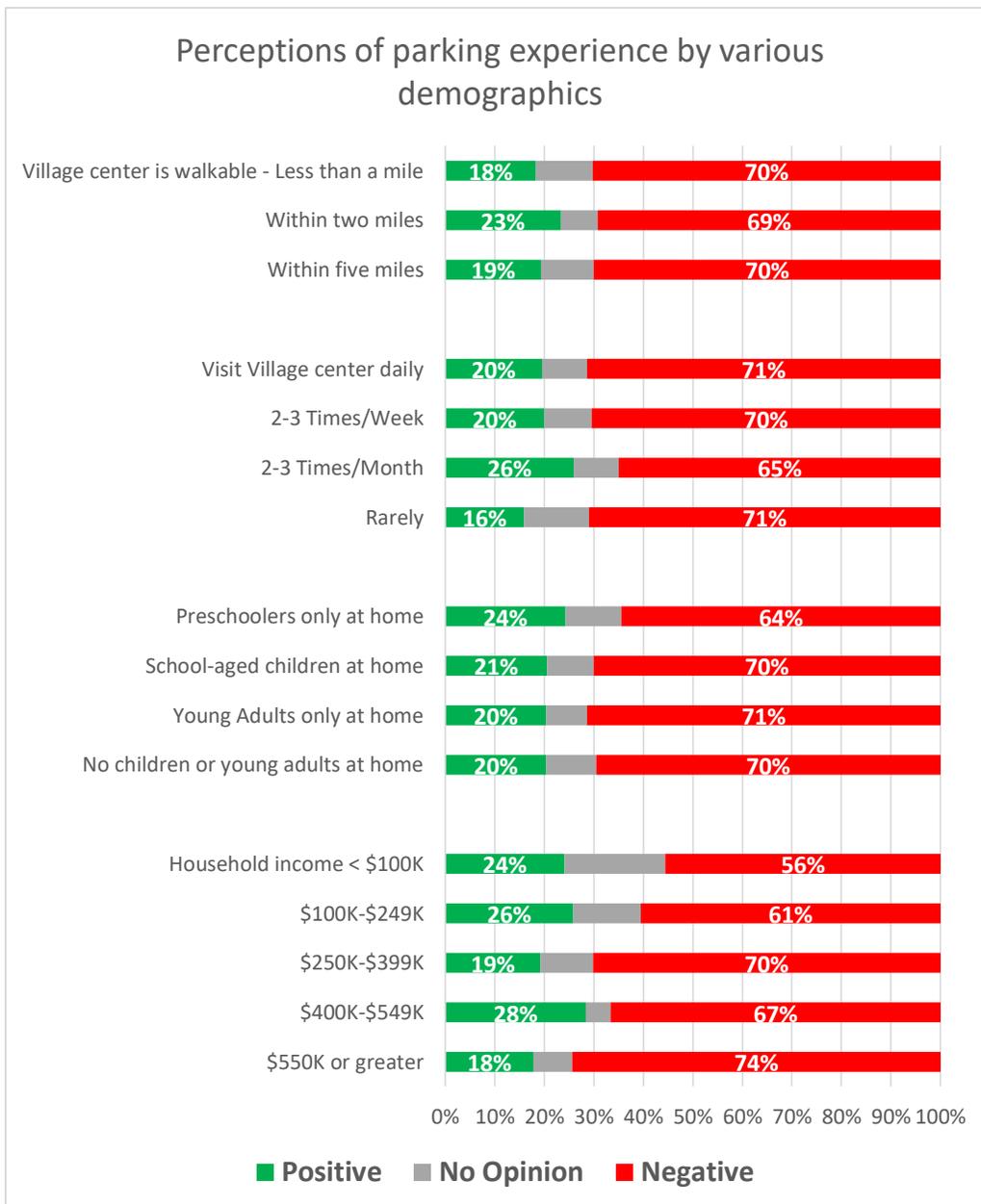
¹⁰ Subsequent to the close of the Survey, one new restaurant, Popojito, opened for business in the Village Center, and another, Bongo Bowls, is scheduled to open shortly.



On the other end of opinions, the idea of associating a portion of purchases to charitable giving was strongly rejected, even if the purchaser could choose the charity. Comments indicate that respondents already have other ways of giving. Some also felt that this would put an additional burden on already-struggling merchants, while others felt the idea was in conflict with the preference for lower prices.

Parking

Complaints about the availability of parking and overly zealous enforcement of parking violations were the most oft-mentioned subjects in open-ended respondent comments (see the appendices at the end of this report). “Parking Availability and Ease of Getting In and Out of Parking Spaces” ranked as the second-worst attribute for respondents of this survey: fully 99% of all respondents (1,243 of 1,257) expressed an opinion about parking availability and the ease of getting in and out of parking spaces. The vast majority (70%) of these respondents were negative about parking in the Scarsdale Village Center, while only 21% thought the parking experience was positive. The following chart shows how these perceptions were similar or varied by a variety of respondent segments:



In most cases the proportion of negative responses about parking was fairly uniform regardless of respondent segment. The most pronounced variance was found on the basis of household income – the data reveals that negative perceptions about parking in the Village Center increases along with higher household income. This indicates that improving the parking experience is one of the most significant tactics the Village can use to attract the most affluent shoppers. However, since respondent perspectives on parking are sufficiently negative among all income ranges, it is clear that consumers at all income levels would respond favorably to improvements in parking.

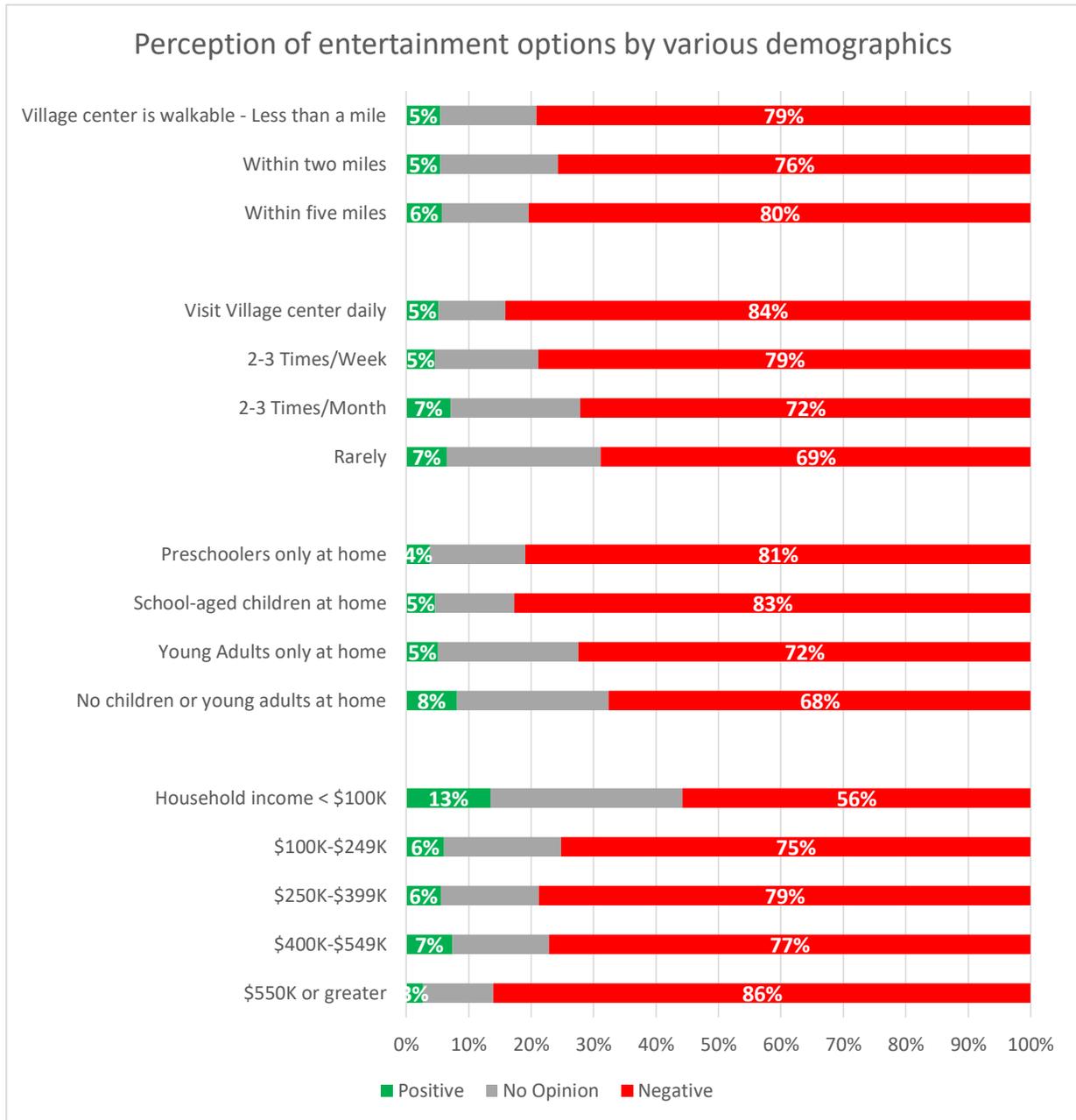
The Survey asked respondents to rate two possible solutions to parking. As the chart “Factors that would Increase Village Center Visits” depicts, increasing the availability of parking (i.e., providing more parking spaces) yielded a slightly higher score than offering free parking. As some respondents wrote in their open-ended comments, providing free parking might actually reduce parking availability and make matters even worse.

The data shows that if the Village wishes to reduce negative perceptions about parking, it needs to provide more parking options in the Village Center. Furthermore, there are dozens of references in respondent comments about aggressive parking enforcement and the antiquity of the parking meter system found in the Village Center¹¹. Changes to enforcement and upgrading the meters therefore seem to offer simple – if perhaps not inexpensive – opportunities to improve the Village Center parking experience.

¹¹ The Village conducted a parking meter pilot program, testing various types of parking meters that accepted both coins and credit cards, which ran from September through December 2017. The results of the study have not yet been made available to the public.

Entertainment

The lack of “Entertainment Options” resulted in 78% of respondents offering a negative view of this aspect of the Village Center.



Unlike with Parking, the various respondent segments showed marked differences for why they viewed Entertainment Options so negatively. Frequent visitors to the Village Center and those who live closest tended to have the strongest negative opinions. The percentage of negative responses declines somewhat as the age of children (and presumably, of respondents) increases. And as with Dining, criticism also increased in correlation to an increase in household income, again suggesting that higher disposable income levels increase the appetite for activities outside of the home, be they dining or entertainment options.

Among possible solutions that might increase visits to the Scarsdale Village Center, a brew pub/wine bar, a party or sports facility for kids, and a movie theater or comedy club were tested. For respondents with a negative view of existing entertainment options, adding a wine bar or brew pub scored highest – nearly two-thirds of these respondents gave this idea their highest or second-highest rating. Adding a movie theater or comedy club was supported by about half of the respondents who viewed the Village Center’s entertainment options negatively. Interestingly, while Scarsdale is known for its schools and has a significant number of school-aged children in residence, there was relatively little support for adding a party venue or sports facility for children. The data does find, however, that respondents with pre-school aged children were slightly more likely to favor this idea; interest quickly declined for families with tweens and older children.

Recommendations of the Committee Based on the Survey

The Consumer Survey yielded a number of key insights that require action. The recommendations outlined below regarding revitalization of the Scarsdale Village Center are for actions for consideration by the stakeholders who can act upon them, in particular: Village officials, landlords, merchants, Village boards and councils, and independent agencies. As such, the Committee intends to work with those relevant stakeholders and other interested parties to further study the issues and assist in implementing the recommendations set forth above.

Groceries and Beverages

Nearly 80% of consumers listed the purchase of groceries or beverages as a top reason to visit the Village. Nevertheless, the verbatim comments showed that they were dissatisfied with the current quality and selection of foods and groceries. The survey also indicated that 50% of consumers would visit the Village Center more often if there were a suitable farmers' market (note that the Survey was taken while the farmers' market at Boniface Circle was open; it first started in April 2017, and the Survey ran from June 25 – September 12, 2017, but perhaps the respondents were not aware that the farmers' market was operating).

- Consider expanding the Thursday afternoon farmers' market to meet the underlying demand for additional food and specialty goods. A Sunday market could be desirable because parking is less problematic. The market should be expanded beyond Boniface Circle to support additional vendors and programmed community events.
- Landlords should note the demand for more specialty stores with gourmet cheeses, a good butcher and the like (similar comments were made in the forthcoming Merchants Survey report).
- Existing merchants that sell groceries should consider upgrading their stores to attract new customers and address unmet needs of consumers, who indicate that they are shopping elsewhere.

Restaurant and Dining Options

Sixty percent of consumers listed “go to a restaurant” as a top reason to visit the Village. Yet elsewhere in the survey, consumers were dissatisfied with the current selection of restaurants. Eighty percent desired more casual family dining options while only thirty percent desired more formal dining options.

- Landlords should strive to renovate suitable downtown locations that might support family-oriented restaurants. The Survey documents unfilled consumer demand that should be used by landlords to attract suitable restaurant tenants. The Village should fast-track any such permits.
- In general, the Village Center needs more dining options on all levels: casual lunch, salads, upscale restaurants, family restaurants, deli, and other specialties.
- Scarsdale downtown needs 4-5 more restaurants to compare with other regional downtowns. In addition, restaurants and ice cream/dessert options are needed at night.

Retail Mix

There was dissatisfaction with the current retail mix, with many comments that there are too many hair and nail salons and spas, jewelry stores and high-end shops. Consumers complained that real estate offices and banks occupy too much prime retail space.

- Any existing or newly available retail space should include more “ordinary” shops, such as: antique shop, book store (already in the works and slated to open soon), candy store, convenience store, specialty/gourmet food stores (butcher, cheese, fish, produce), general clothing shops (moderately priced), shoe repair, shoe store, etc.

Entertainment/Cultural Events

The lack of “Entertainment Options” resulted in 78% of respondents offering a negative view of this aspect of the Village Center. Respondents especially want options for visiting the Village in the evening, but reasons to come to the Village Center at any time of day will revitalize the downtown.

- Entertainment has to be another reason to go to Scarsdale Village. Classes, demonstrations, education, socialization opportunities, etc. need to be considered.
- In available retail space, establish a site for lunchtime lectures, e.g., health education, art education, local history, book discussion groups. Scarsdale Village needs to attract the diversity of interests that local residents demand and want to see happening in the Village that now exists.
- A movie theater to replace vacant stores is a consideration. This could also serve as an entertainment center with special events to bring young singles and seniors living on Garth Road and establish a sense of community where Garth Road residents also feel welcome.

Parking

Seventy percent of consumers listed “Parking availability and ease of getting in and out of parking spaces” as a negative reason to visit the Village downtown.

- A solution should not be deferred until Freightway is rebuilt. The Scarsdale Forum should form a parking study group to: 1) find near-term solutions, and 2) create a long-term plan that balances the unfilled needs of consumers, commuters, merchants and visitors.
- Consumers have asked for a longer period of time for parking to use Village services, have a meal and shop —2 hours in Village Center, and a longer time frame farther out of Village Center, and provide a five-minute grace period. Note that there are longer hours on the meters at Scarsdale Avenue parking spots after 11 a.m.
- Consider use of valet service for those who expect to be in Village Center for several hours, with the Freightway parking attendants picking up a car (perhaps at Boniface Circle or some other convenient drop-off point in the Village Center), parking it at Freightway lot and returning it when driver calls for it. The price point for that service would be determined by vendor.

- The Village can make discounted permits available for vendors and their employees in Freightway lot to encourage the release of closer parking spaces for potential customers. Parking enforcement officers can monitor parking by merchants and employees, and assess fines that make parking at the meters near their businesses financially unattractive.
- With parking still needed for shopping, dining or attending a street event scheduled in the Village Center on Sunday, free Sunday parking arrangements in and around the Village Center should be reviewed. Free parking on Sundays on the street and at ground level at Christie Place should be time limited.
- If Freightway undergoes construction in the future as expected, there could be a public-private partnership to provide mini-bus shuttles for drivers who might have to park in other village lots (Village Hall, lots at various Village playing fields, churches, etc.) over the duration. Permit fees to cover mini-bus ride as well.
- As permits for Christie Place expire, they should not be extended to non-Scarsdale residents. If there are extra spaces available, they could be offered to merchants who work on that side of the Village Center, for themselves and their employees, with permits to park in the lower levels for the day (without having to move their cars every four hours). The ground-level spaces should be available for shoppers for longer-term parking (e.g., to allow time for a doctor appointment, lunch, shopping and other activities).
- If free parking on weekends in certain areas of Christie Place parking lot continues to be offered, a sign to that effect should be posted to apprise drivers of that opportunity.

Parking Enforcement

Complaints about the availability of parking combined with unsolicited complaints of overly-zealous enforcement of parking violations were the most frequently mentioned subjects in open-ended respondent comments. The yet to be released Merchant survey shows similar results.

- Parking enforcement officers need training and direction from the Village Board as to treating consumers courteously. For example, there is no need to write (or continue writing) a parking violation ticket if they see someone running toward the car or arriving while the ticket is being written.
- Implement the results from the Village's recent survey of new updated meters, including installing upgraded parking meters that accept coins, credit card and phone app payments.
- Consumers report that tickets are issued regardless of whether a space has been paid for because the enforcement officer relies on a printout that is not digitally updated to reflect up-to-the-minute payments received. Furthermore, consumers report that prematurely issued tickets generally cannot be successfully appealed at Village Court.

Other Towns

The survey received a number of unsolicited comments on the best practices of other towns and villages. Many consumers suggested the reasons they frequented these towns instead of Scarsdale.

- The Committee can study many of these towns such as Bronxville, Dobbs Ferry, Hartsdale, Irvington, Larchmont, Mamaroneck, Rye and Tarrytown, as well as similar Tri-State municipalities such as Greenwich, CT, New Canaan, CT and Ridgewood, NJ, to establish what mechanisms were in place to support change. Many of these towns appear to have a coordinating body within the town government to support desired change and development.
- The demographics seem to exist for great restaurants and appropriate shopping. These attributes should be studied.

Green Spaces and Parks

Consumers expressed a desire that the Village capitalize on the parks and green spaces in the Village Center. The improvements that could be pursued in this area are:

- Scarsdale Village needs areas where people can safely walk and bicycle, and also park their bicycles. Closing Harwood Court and making it open only to pedestrians/bikes with outdoor seating for dining and refreshments – at least in the evenings, for special events and on Sundays – would bring more people together and create a sense of community, more like a European piazza.
- Chase Park is extremely underutilized - make it a destination point: more public events in the park; more benches, more tables; add a children's playground in the northeast corner.
- Redesign Boniface Circle Park, the de facto center of the Village, with attractive seating and landscaping. Consider redesign of the war memorial and the sunken brick walks, as well as the overgrown shrubs and worn benches.

Additional recommendations will emerge when the Committee analyzes the results of the Merchants Survey.

Respectfully submitted by the following members of the Downtown Revitalization Committee:

Susan Douglass, Chair
 Beth Altschuler
 John Bensché
 Linda Blair
 Betsy Bush
 Sara Cetron
 Paul Diamond
 Keisha Dixon
 Scott Douglass
 Kathleen Dunlop
 Beth Ehrich
 Madelaine Eppenstein
 Thomas Giordano
 Dara Gruenberg
 Laura Halligan
 Alex Harrison
 Robert Harrison

Terri Harrison
 Sal Jain
 Brice Kirkendall-Rodriguez
 Mayra Kirkendall-Rodriguez
 Beth Lambert
 Nicky Mehta
 Edward Morgan
 Colby Mulvey
 BK Munguia
 Steve Pass
 Richard Pinto
 Jeremy Perelman
 Kenneth Rilander
 Gabrielle Wise

EXHIBIT A

THE CONSUMER SURVEY

Consumer Survey

The Scarsdale Forum, a civic organization founded in 1904, is conducting a survey to understand the factors that might contribute to the revitalization of the downtown Scarsdale Village Center, which is the shopping district across from the Scarsdale Train Station. The Scarsdale Village center is bounded by East Parkway, Christie Place, Chase Park and Popham Road. The Forum encourages any individual, who comes to downtown Scarsdale Village to shop or dine, to fill out this brief survey to assist the Forum in writing a report with the survey results.

The Scarsdale Forum is a not-for-profit organization created to study school and municipal issues, debate recommendations, and write reports to provide useful research and public feedback to school and public officials.

This survey will close September 5th. Thanks for taking the time to complete our survey. We value your feedback.

1. Where do you live?

- a. Bronxville
- b. Eastchester - Garth Road
- c. Eastchester - The North End
- d. Edgemont - Seely Place school neighborhood
- e. Greenburgh
- f. Hartsdale
- g. Larchmont
- h. Mamaroneck
- i. New Rochelle - Davis school neighborhood
- j. Scarsdale - Fox Meadow school neighborhood
- k. Scarsdale - Edgewood school neighborhood
- l. Scarsdale - Greenacres school neighborhood
- m. Scarsdale - Heathcote school neighborhood
- n. Scarsdale - Quaker Ridge school neighborhood
- o. Other - Please specify:_____

2. How often do you visit the Scarsdale Village Center?

- a. Daily
- b. 2-3 times per week
- c. 2-3 times per month
- d. Rarely
- e. Never

3. What are the reasons you visit the Scarsdale Village Center? Please check all that apply.

- To use or meet a passenger on Metro North
- To purchase groceries or beverages

- To go to a restaurant
- To go to a take-out place
- To buy ice cream
- To buy coffee
- To go to a bakery
- To go to a pharmacy
- To shop for children
- Have a medical, optometrist, or dental appointment
- Use hair or nail salon
- Go to dry cleaner
- Go to post office
- Use bank/ATM
- Buy women's apparel
- Buy men's apparel
- Buy jewelry
- Go to a real estate office
- Attend a public event/concert
- To go to Chase Park
- On my way to take children to school or a summer camp
- Other:_____

4. Do you feel positively (P), negatively (N) or have no opinion (O) regarding the following characteristics of Scarsdale Village?

- Attractiveness and cleanliness of shops and restaurants
- Availability of a variety of goods and services
- Business operating hours
- Cleanliness
- Competence of salespeople and other staff
- Entertainment options
- Luxury goods and services shopping experience
- Open spaces/parks
- Parking availability and ease of getting in and out of parking spaces
- Price of goods and services
- Special events and concerts
- Comment:

5. Please score (1-5) each of the factors that would increase the frequency of your visits to the Scarsdale Village Center. 1 is very important and 5 is least important.

- More casual family dining options
- More formal dining options
- More available parking

- Free parking
- A brew pub/wine bar
- Party or sports facility for children
- A book store
- A farmers' market
- Entertainment options like a movie theater or comedy club
- A percentage of each purchase goes to the charity of my choice
- Comment: _____

6. Are you a household with

- a. No children or young adults living at home?
- b. Preschool aged children and/or younger?
- c. Elementary school-aged children and younger
- d. Elementary school-aged children and younger?
- e. Only middle school children?
- f. Middle school and high school children?
- g. Only high school children?
- h. A mix of elementary, middle, and high school children?
- i. High school and college-aged students living at home?
- j. College-aged and/or young adults living at home?

7. What is your household income?

- a. Less than \$99,999
- b. \$100,000-249,999
- c. \$250,000-399,999
- d. \$400,000-549,000
- e. \$550,000 and above

8. Is there anything else that you would like to recommend to us about revitalizing commercial activity in the Scarsdale Village Center?

9. If you live in Scarsdale or the Mamaroneck Strip and would like to receive Scarsdale Forum's newsletters with information about Forum events, Scarsdale schools, and Scarsdale village matters, please include your mail address. This email address will only be used by the Forum to send you newsletters and Forum information.

Thank you very much for your time and efforts. Please feel free to write to Susan Douglass, Chair of the Forum's Downtown Revitalization Committee, susanudouglass@gmail.com or info@scarsdaleforum.com, if you have any questions or comments about this survey. Please help us by forwarding the survey link to people you know in towns near Scarsdale; we aim to get responses from a wide variety of consumers who shop or dine in Scarsdale.

EXHIBIT B

SAMPLE VERBATIM RESPONSES

Verbatim Responses

In the Scarsdale Village Consumer Survey, 1,257 respondents took the time to write over 1,000 answers to three open-ended questions. These questions gave the consumers the ability to say what was important to them, instead of answering the questions that the Committee believed were important to ask. Their exact words¹² have been recorded in a representative list of “verbatim responses.”

Verbatim survey responses are important in uncovering respondents’ insights and in revealing issues that might otherwise not be obvious. Explanations in the consumers' own words also enable a richer understanding of consumer issues. Nevertheless, the big problem with verbatim responses is how to make sense of this vast quantity of free-form text data. It was easy to see that a large number of respondents were dissatisfied with the existing parking or restaurants because those responses were also covered in structured survey questions and could easily be sifted and analyzed using a traditional approach. The long list of verbatim comments was more difficult to interpret. Besides just reading them, it was useful to code them into themes so that those themes might be variables that could be counted and used in more advanced analysis.

Coding Process

As noted, there were three opportunities to give free-text responses: “Other” responses for reasons respondents visit Scarsdale Village Center; “Additional comments on positive/negative characteristics of Scarsdale Village”; and “Other recommendations for revitalizing commercial activity in the Scarsdale Village Center.” When considering how to code the verbatim responses, the Committee considered the following factors:

- (1) Were the responses truly from an open-ended question or were they responses to an “other, please specify” question such as those contained in Group 1?
- (2) Based on all the verbatim responses, potential response categories were identified based on the frequency with which specific topics or responses arose.
- (3) Once all the responses were coded, similar responses were combined. If a comment included multiple topics, it was coded it into multiple categories. For example, “more restaurants and stores to shop” would be coded into both the “restaurant” and the “retail mix” categories.
- (4) Illustrative examples of actual responses were included in the Report that captured major themes and perspectives that were not necessarily expressed in the structured survey results.

¹² The quotations are exact, with only occasional minor edits to aid in comprehension.

Coding Results

Groups 2, 3 and 4¹³ produced approximately 350, 200 and 450 responses respectively, for a total of 1,000. These responses often covered multiple issues concerning the Village Center. Note that very few verbatim responses were positive; respondents seemed to use the open-ended questions to air their dissatisfaction with the Village Center and to offer their recommendations on how to fix it.

A number of categories emerged across the Groups of responses, with the four most prevalent categories being: (1) parking issues, (2) restaurants (types of restaurants and quantity of restaurants), (3) retail mix (types of stores), and (4) nightlife such as bars, pubs and associated entertainment. Four additional categories emerged that were surprising since these issues were not explicitly referenced in the structured questions: (5) parking enforcement, (6) lack of good grocery and specialty foods stores, (7) landlord issues (such as high rent and building maintenance), and (8) best practices from other towns such as Larchmont, Rye, and Bronxville. Two other categories were raised with some frequency to be statistically significant, but were surprisingly low priorities: (9) park initiatives such as bike paths, planting, Chase Park, etc., and (10) cultural activities such as a movie theater, art, readings and events.

The revised count by coding category is shown below:

Coding Category	Group 2	Group 3	Group 4	Grand Total	Percent total Respondents
Restaurants	106	59	137	302	24
Parking	128	49	87	264	21
Retail Mix	100	25	107	232	19
Groceries & Foods	27	24	43	110	9
Parking Enforcement	54	10	34	98	8
Other Towns	28	16	39	83	7
Nightlife	26	21	27	74	6
Landlords	12	3	31	46	4
Parks & Green	20	6	17	43	3
Culture & Events	3	14	17	34	3

¹³ Group 1 (not summarized above) comprises “Other” responses for reasons respondents visit Scarsdale Village Center. Group 2 comprises “Additional comments on positive/negative characteristics of Scarsdale Village.” Group 3 comprises “Comments provided after scoring for factors that would increase respondent visit frequency to the Scarsdale Village Center.” Group 4 comprises “Other recommendations for revitalizing commercial activity in the Scarsdale Village Center.”

Illustrative Verbatim Responses

Since verbatim responses usually contain multiple themes, it is difficult to organize them into specific individual categories. The verbatim report begins with a number of responses that expressed overall perceptions and concerns. It is followed by responses that were illustrative overall solutions. Comments about other towns were included next since it created more perspective on the overall situation. Then each of the other coding categories was explored in more detail with illustrative quotes.

These illustrative verbatim responses are set forth below by category.

Overall Perceptions

I used to walk the village with my young child in his stroller about 12 years ago. Every store was occupied and the town had a vibrant feel. Now there are so many empty store fronts. Is it the parking? The rents? I'm not sure, but it's sad to me. The hustle and bustle feel is gone. We need life brought back to our special town.

The village center has not kept up with the times, with its competition from other villages and malls, or with parking. It is sad to see -- from the vantage point of someone who has lived here since the late 1940s, and has raised kids here, and now has grandchildren here.

I was raised in Scarsdale. The village had the best services, bar none: dry cleaner, shoe repair, jeweler (still does), gift shops. Everything else followed suit because you were in town for the services. Scarsdale Village needs to have an identity and the rest will come. Bronxville is a destination for restaurants. Give a reason to go.

No restaurants, no stores, no parking. My family and I rarely go to the village as there is nothing there.

It's so depressing walking around the village. Empty store fronts, bad parking, limited options...you are better off driving to Rye, Larchmont, Mamaroneck or Greenwich.

We need a complete refresh. When moving to Scarsdale, I always thought the village looked cute but quickly realized there aren't many functioning businesses in the village.

You have got to do something to entice shop owners to want to open up here. I don't have the answer. But it is clearly a problem.

There is no compelling reason to shop or visit in Scarsdale Village. It's not an inviting or vibrant atmosphere despite its built in architectural charm.

Generally speaking, I think the village is a clean, pleasant environment; however the breath and quality of restaurants and entertainment is disappointing, particularly when compared to others towns such as Rye and Ardsley. Pricing of goods and services is very high as well. I do shopping on a one off, as needed basis only (i.e. a single item or two I may have forgotten to buy elsewhere).

It's too stressful to go to downtown Scarsdale. The parking is terrible. I would use the train station, however, there is nowhere to park your car there either and picking up and stopping off is stressful as well. The restaurants are always packed and charge way too much for their mediocre food. In all, it's just not user friendly.

Overall Solutions

Make changes quickly. Downtown Scarsdale has little or no appeal to newcomers compared to centers like Larchmont and Greenwich. Too much niche, boutique, high end shopping and not enough to just invite the community in and create an environment where people bump into one another whilst out and about.

I wish the village felt fresh and contemporary. Having more nightlife options with good food and vibe would be a huge plus. A place where teens might want to walk around and have an opportunity to spend their money.

It would be great to have some more fun dining/bar options - like casual pub. Also, more variety in clothing stores - all seem very similar (no real kid, men or athletic options). With one of the original toy stores now gone, it would be nice to have another option to Learning Express as well. In addition, while DeCicco's suffices, specialty food stores (gourmet cheese and meat type places, farmers market) would be a nice addition. And a bookstore.

Need more restaurants in the downtown area and have them offer Happy Hour since stores are open at that time. Restaurants & stores should open on Sunday. Encourage more foot traffic between Garth Road and downtown Scarsdale by making the overpass between the two more vital with art displays or something inviting so people will be more apt to walk across the overpass. Do something, like outdoor restaurant, events at Boniface Circle. Have more events at Chase Park.

Have lived in similar village in the past. Fill storefronts with restaurants and unique retailers that offer customer service and pleasant experience. Specialty food stores, such as fish market, butcher, cheese shop, organic fruits and vegetables. DeCicco's could use some competition. Unique home goods stores, gourmet food/cooking supply shops, eco-friendly gift shops, etc. may do well. Village also should pursue support/development of an arts center.

Entertainment. Walkability. Comfortable, inviting sidewalks, green space, public art, plaza-like. Not auto-dominated. Cool eateries, specialty bakery, etc. -- not delis. Open a resale shop with proceeds benefitting Scarsdale not-for-profits...things people can't get online. A micro-brewery? Yes.

Downtown Scarsdale needs more variety of local shops and restaurants. It is critical. Downtown should also consider housing to keep older residents as well as college graduates here. The cost of housing is too high for some to stay here even though they would like to. There is a shortage of apartments in the immediate downtown area for people to live in. Other areas like Hartford, CT, Boston, MA are building apartments downtown to attract college grads, older people and empty nesters.

Outdoor seating. Look at the transformation in Rye, talk to their officials and see how they moved from a town of just banks to a vibrant village. Also look at how their housing prices have grown compared to Scarsdale. People want to buy homes in places with thriving downtowns not a bunch of empty storefronts.

Best Practices from Other Towns

Analyze the commercial base profile of other comparable communities like Bronxville, Dobbs Ferry, Rye as potential templates for Village development.

Look at Rye, Larchmont, Bronxville - all have great restaurants casual to fancy, nice boutiques, running shoes/apparel, local-feeling franchises (Le Pain Quotidien, Bareburger). Honestly we spend a lot of time & money in Rye for all these reasons, time and money we would love to spend in OUR hometown but we don't even have the opportunity to do so.

It would be so nice to have more vibrancy with retail downtown. We have the demographics for great restaurants and shopping. Look at Rye, Bronxville, Greenwich, Westfield, NJ, East Hampton for inspiration. They seem to work and bring people together.

Better restaurants. Why can Dobbs Ferry and Irvington have a vibrant downtown scene (with no parking) and we can't?

I was just in Armonk. Their thriving restaurant scene attracts people who then frequent the other stores.

Greenwich is so vital. Rye is vital. Can we get a Tarry Market? A great place people getting off the train can go into after 7 pm to pick up a great meal? So many places to exercise here always full. How about a high-end boutique with exercise clothes? There are like 5 in Greenwich.

I don't exactly how to put this, but we are a young family, and there are very few practical businesses in Scarsdale village relative to other towns. Most of the shops tend to be obscure high end women's fashion boutiques. Towns like Irvington, Bronxville, Hartsdale and Larchmont seem to have more and better bars, restaurants and practical shops.

We used to live near New Canaan, CT. That town center has a great mix of good restaurants, retail, coffee shops, etc. (and plenty of parking - though I know they have the space). Why are there so many jewelry shops and banks but no good dining out options? River towns like Tarrytown, Dobbs Ferry, Irvington have great and affordable food options in a walkable environment that is much, much better.

I think more diversity in the shopping options would be helpful. There isn't enough useful variety, so it doesn't become a shopping destination in the way that a place like Greenwich is. For example, in Greenwich you can enjoy Pinkberry and bespoke boutiques. You could spend a day there easily with all the restaurant and shopping options. Nice place to stroll with the kids too.

Bookstore with kids' events/readings, please! Place to play with kids/toddlers. Mamaroneck is so much more interesting and diverse. Thanks for taking the time to take a poll. It's really important that we fix this. It could redefine Scarsdale as a diverse and welcoming community or it could just be more jewelry stores for rich people (please no!)

Food hall would be great. Look at Ridgewood, NJ for ideas on how to create a thriving commercial downtown in this area. Scarsdale village is really pretty sad in comparison.

Parking and Meters

FIX THE PARKING SITUATION AND I BELIEVE MANY PEOPLE WILL RETURN AND SHOP THE VILLAGE.

I have left the Village center because I could not find a place to park.

I rarely think to go into the village unless I have a specific place to go for a specific reason. The parking situation is one of the main reasons. My rule is that I will do two loops to find parking and then will give up. Also, the length of time on most meters is insufficient for more than a quick run into a couple of stores. Also there are not many compelling shopping/food reasons to go to the village, especially given the proximity to more convenient and diverse shopping options nearby.

Should be a rule that employees of stores can't feed meters all day while working.

I try to avoid going to the village because of difficulty of parking. Merchants parking in spots is ridiculous - they say they do not do it but we see it.

Parking doesn't need to be free, but the limit needs to be longer!

Parking is a critical need downtown. However, there is limited space to add additional parking. The city of Hartford, CT allows people to park on the street free on both Saturday/Sunday. There is already Christie place garage on East Parkway which allows free parking on weekends. It probably needs more advertising to let people know that it is.

Free Parking! I avoid the village for fear of a parking ticket. There is no grace period and the ticket officer is punitive. This is a constant complaint & has fallen on deaf ears for years! It's free in Larchmont & Rye and there are easier meters like White Plains. It's too expensive - and too difficult to always have quarters. Not worth the effort for limited parking when I can go to Eastchester and park for free and have more options.

Parking was identified as the most serious problem in Scarsdale in the 1970s. It still is, only more so. There isn't enough for workers especially, but also shoppers. Scarsdale competes with free parking at malls in Hartsdale and Eastchester. Aggressive meters and meter readers worsen the appeal of Scarsdale Center merchants and activities.

I decided against renting a retail/office space because the parking was such a pain in the butt for myself and my potential customers. That is a big concern!

Parking is difficult. Always opt for 5 Corners and Eastchester mall area because of ease of parking vs the village. Should have credit card enabled meters. Who keeps rolls of quarters around? People under the age of 30 don't even use cash anymore!!! Cops are quick to write tickets.

Traffic and Parking Enforcement

Aggressive parking enforcement is a deterrent to shopping in the Village Center. As is well known, it is anxiety provoking to park in the village. No grace period on the meters, and cops seemingly hovering waiting for your meter to expire.

Aggressive parking meter attendants are a big negative - I have seen them standing at a meter waiting for it to expire so they can give a ticket.

Basically, I avoid Scarsdale because the traffic enforcement is so capricious and expensive and you can't appeal in the courts.

Found the excessive enthusiasm of local police's desire to issue parking tickets a detriment to parking or visiting the village, keeps shoppers away.

I do not have trouble finding a parking spot, but the 90-minute limit is a hindrance to lingering and enjoying more than a quick trip. The parking enforcers are always in plain view and very good at issuing tickets for even a few minutes past. There are other places nearby where I don't have to constantly worry about getting a ticket. The goods/services offered are not so unique as to risk a parking ticket. I have lived in Scarsdale for 16 years and have shopped downtown about 50 times.

Parking is a nightmare. There's always someone looking to give a ticket. It's so bad that it discourages anyone from spending any time in the village. It's not worth the trouble when the neighboring towns are so much easier.

Parking is the biggest problem in the Village: not enough places, old fashioned system that doesn't allow paying remotely and excessive ticketing by the police. It can be difficult to find a parking space but that is not as big an issue as the meter situation. If you want people to shop and spend \$, you should allow them to park and shop at their leisure, without worrying about whether they have quarters or how many minutes are left on the meter. On countless occasions I have abruptly left stores and literally left \$ on the table because I was afraid my meter would run out and that notorious meter cop would already be standing there writing a ticket.

The parking situation is a problem. I've lived here since 1989. It is illogical to charge for parking when someone is running in to get a \$5 salad. It's bad enough that customers have to deal with not enough spots, but then to charge and give tickets the second the time is out does not make for a warm community feeling. We need more parking and no parking fees. Please!!

If the police were not so aggressive about ticketing the place would be a little friendlier feeling. It's really embarrassing when a young family comes to the office and gets greeted with a parking ticket. This is also not good for people trying to promote the town and engage in commerce there. The police are also very rude to the residents.

Restaurants

In regards to choice of restaurants, Scarsdale is so limited, we always eat in other suburbs.

The other towns have multiple restaurants and we are always driving to these towns to meet people for dinner. Wish we could just go to our town.

Scarsdale Village lacks some of the great dining options that exist in other Westchester villages.

It would be good have high-quality restaurant -- family oriented. Scarsdale is lovely but has a SERIOUS deficiency when it comes to restaurants. Needed is a casual restaurant such as BLT Burger or anywhere that can be a fun place to go. Everyone I know goes to all the other Westchester towns to eat. Sort of crazy that we have such a nice all around town but a HUGE gap when it comes to dining options. The most annoying thing is ever is the parking meters.

Looking for more urban food establishments/options. More vibrant options and activities for families.

I think there is a desperate need for more family dining options, good lunch options, and good take-out options.

Need a larger variety of restaurants and cafes. There is a better selection in Hartsdale, which has a smaller town center.

Need more casual dining options. Need more take-out places. Need fun places to drink / eat.

Need more interesting and better restaurant options.

It would be nice to have an organic/farm to table casual sit-down restaurant.

NEED RESTAURANTS AND ICE CREAM/dessert options at night! Scarsdale downtown needs at least 4-5 more restaurants to compete with other area downtown options like Bronxville, Rye, Greenwich, etc.

We need more dining options on all levels: Casual lunch spots, Salads, Upscale restaurants for nice occasions, Family restaurants, Good deli, Good bagel store.

We need later hours and more restaurants.

Need quality restaurant options which will attract foot traffic in the village.

Having a vibrant food scene should draw people to spend time in the village and increase foot traffic for retailers. I walk through Harwood every day and day dream how amazing it would be to have a few new restaurants open up and serve meals alfresco by blocking off the street once a week when the weather is nice.

Retail Mix

I am not interested in "luxury" goods, I would love a reason to be in town to buy something practical and affordable. The village has become luxury-centered, it lacks every day conveniences (reasonably priced clothing and shoes, frozen yogurt, services like shoe repair).

The Village has too much emphasis on the luxury goods and services shopping experience. Scarsdale Village has been described as a place where one can buy a \$1 bagel or a \$10,000 broach, but nothing in between.

The Village needs more ordinary shops, not just Jewelry and real estate. Please bring back a cobbler, a candy store, a bookstore, antique shops or art gallery. With all the great restaurants in NYC can we please attract a great chef to Scarsdale.

Not much to do there if you are not buying jewelry or overpriced clothes or visiting a realtor. We need more places to take kids and eat and shop for essentials.

The price of goods in many of the stores is astronomical! There are basically no restaurants, and any time one opens it closes. Too many high end stores (how many jewelry stores does one town need?) with few options for anything in the NORMAL range. I'm not talking cheap, just normal.

More variety. Would love more restaurants, places to go for an adult drink, more health food choices, frozen yoghurt place, cheese shop, book shop, place to buy sports gear (especially for kids).

No more nail salons, hair cut places, or day spas.

Need to offer more shops catering to Scarsdale family life, like resort wear (Vineyard Vines, Lilly Pulitzer, beach wear, etc.) Also perhaps more home decorating shops that go with the seasons.

So many of the cute small shops are gone. I loved the little toy store and the candy shoppe that closed last year. I'm not interested in luxury goods/services. I want family friendly and community friendly shops/dining. There are too many vacancies. Parking is very limited and difficult with the meters.

There simply are not enough retail stores. Enough with the nail salons!! How about a sporting goods store? Athletic goods, book store, movie theatre, burger joint, pottery store, home goods, party supply store, prepared meal store

What affects my opinion most is all the empty storefronts and the duplication of types of services. The Village has too many spas/hair/nail salons and jewelers. And not enough gathering places - ice cream shops, wine bar, restaurants. Right now real estate offices and banks occupy prime real estate - do they need to be on the ground floor in prime walking traffic areas? A draw for me would be unique shops/restaurants that are "owner operated," therefore contribute to a sense of community.

Shoe repair shop would be a plus.

Food and Grocery Options

The restaurants and grocery store are of much lower quality than I would expect from such a beautiful and wealthy area. As a result, we almost never go to restaurants or the grocery store in Scarsdale despite the extreme convenience and exterior beauty of the location. We eat out almost every night due to our heavy work schedules, but we avoid this area completely due to poor food quality.

There's not a lot of quality food options and only one ice cream shop.

... while DeCicco's suffices, specialty food stores (gourmet cheese and meat type places, farmers market) would be a nice addition.

We need a fresher option for purchasing produce, better restaurants and bars (think Bar Taco) and entertainment options.

A farmers' market would be wonderful!

An excellent third wave coffee shop would be a near daily stop for me. We have nothing other than Starbucks.

I would love to see a specialty food store open in the village (one that carries high quality, shelf-stable gourmet food products such as olive oil, balsamic vinegar, and specialties from other countries).

Local sourced butcher shop, cheese shop, more places like Bronxville.

I really think a Farmer's Market near Chase Park would add great value to the downtown area. Many families moving from NYC are looking for local, organic produce, and a family friendly activity on a weekend morning. I also think we need more dining options. A movie theater would be amazing.

Nightlife

Scarsdale has no nightlife; it closes at 5 pm.

More entertainment places would be nice to have. Villagers need some nightlife too.

Need more variety and restaurants; more "nightlife."

It's important to find ways to keep the village lively in the evenings, with reasons to come and stay. Not just places for older adults or families - places singles can go, things to do.

It would be great if there could be 5 or 6 small, ethnic restaurants and bars with outdoor seating on Harwood Court to try to bring some life and "hang out" space to the town. Perhaps a few benches and make it a non-car walking street.

Needed is more live music venues and more unique shops for shopping.

Would like to have more nightlife, restaurants and bars.

A brew pub or casual restaurant would keep people in town on weekend nights.

Piano Bar with drinks and light food or a restaurant with live Pianist daily or only on weekends would be a big draw by adults of all ages.

Wine Bar with soft piped/recorded music with snacks. People coming off the train between 6:00 PM and 10:00 PM would stop by.

All restaurants and bars, new and existing, need to stay open until at least 10 PM on weekdays and until 11 PM on weekends.

Another entertainment option is LIVE MUSIC!

A wine bar or casual place for a meet-up with friends.

It could use a nice beer bar with live music like Growlers, a gym would also be very convenient for many commuters. A Walter's Hot Dogs would also do well. Make Scarsdale great again!

I do not think Scarsdale has to become an entertainment mecca, there is already too much traffic with minimal parking. However, if we could attract an interesting mix of retailers, wine bar/restaurants that offers music on weekends that would help create a more vibrant downtown.

Culture and Special Events

We need to stop thinking of commercial activity as shopping. People used to go to malls because it was "entertaining" or diverting, not necessarily to shop. Since online shopping is so easy, there has to be another reason to go to the village. Classes, demonstrations, education, socialization opportunities, etc. need to be considered.

For people who work full-time, it feels like nothing is ever open in Scarsdale village. The Wine and Food festival that one time was AMAZING. More of that.

In Palo Alto, CA, an equally high-end village, a Children's theatre and "Little Theater" are a vibrant part of the community. A possible off-beat suggestion for Freightway?

Need more special events and concerts!

Street fairs seem to bring people to the village.

Email blasts of village specials/events/etc.

There are not many concerts or community events to pull the community together. Parking can be expensive and tricky. It would be nice if Harwood Court could be made into a walking street with restaurants and outdoor seating, sort of European in style.

We need more outdoor events such as farmers' markets, concerts and events for families.

Chase Park is underutilized and is so attractive. Have lunchtime concerts once a week. Instead of a Pop Up store, establish a site for lunchtime lectures, i.e. health education, art education, local history, book discussion groups. Scarsdale Village is easy to reach and needs to attract the diversity of interests that local residents demand and want to see happening in the sleepy village that now exists.

Chappaqua had a wonderful event of 'Gallery Hopping'. Many stores participated with wine and cheese platters on Opening Night and each store featured an artist. A great event. Pelham has an Art Center with events, tastings and music. Yonkers has started a monthly Gallery Hop with tastings and artists. Lots of fun, eat and meet new artists.

Miss the movie theatre we had on Garth Road and would appreciate a small one like Jacob Burns in Pleasantville.

I have lived on Garth Road for 30 years and still don't feel part of the community. There needs to be more special events to bring people into Village. There needs to be more restaurants. Why not put a Movie Theater to replace all the vacant stores? This could also serve as entertainment center with special events to bring all the young singles now living on Garth Road, the Seniors, and establish a sense of community where Garth Road residents also feel welcome.

Parks & Green Initiatives

I feel Chase Park is extremely underutilized - more public events in the park, make it a destination point - more benches, more shade - put in a children's playground in one of the corners - there's plenty of space of it! As it is, it's simply a waste of valuable public space when it could be the jewel of the village.

It would be great if Chase Park had a playground. A lot of families move from the city and the ability to start your day out at a playground, walk to grab a meal, then do some shopping or go to a bookstore, is a great way to spend time. One town that has this nicely laid out is Larchmont. You can go to Chatsworth playground then to town with free parking.

Park could be more inviting; perhaps more benches/tables or some sort of public activity (e.g. chess boards, ping pong tables like Bryant park). Town could use more eatery places and more conducive for a strolling/browsing experience, perhaps like Burlington, VT Church Street. Perhaps an odd idea, but what about closing off Spencer Place to car traffic and having more sidewalk vendors? Scarsdale Village does not seem to have a centralized area (having to walk around buildings).

Chase Park is underutilized. Lots of unused space. Build a cool playground for kids!

I would also add a small playground to Chase Park that is natural and different, but a destination to families with strollers. The sidewalks approaching the town need great improvement and expansion. They are blocked by shrubs, cracked, and too narrow.

The Chase Park often has broken glass making it little dangerous for young kids. It would be nice to have a play park at Chase Park too; it often has more kids than many other parks in the village even without a playground. The downtown looks neglected. There is too much trash every day, the trash cans are overflowing often, the sidewalks need to be steamed cleaned especially by the eating establishments, the planting beds are full of weeds or bare (like by the taxi stand) or planted with inappropriate plants, the meters and light poles are rusted, and there are too many signs. I would make the storefronts more beautiful and make it more pleasant to spend time there. I would also replace the war memorial.

Redesign Boniface Circle Park. This is a gem in the rough that could be the center of the village if it had attractive seating or other features. Can the war memorial be redesigned? The overgrown shrubs and worn, dirty benches really put me off, and the sunken brick walks are hazardous. We could do so much better!

1.The village needs walkable and bikeable spaces in the village. Closing Harwood Court and making it only pedestrian/bikes with outdoor sitting for dining and refreshments would bring more people together. 2.Along with those we need more family friendly restaurants or kids shops/activities and less jewelry stores where you will shop only once in a while. 3. Creating bike lanes or improving the crossing of busy streets.

More bicycle parking please.

Dog park in Chase Park.

Landlords

These landlords MUST INVEST in their properties and concede on rents to realize the retail landscape has forever changed due to the internet.

LANDLORDS MUST BE GREEDY OR STUPID. WHY HAVE THE TOY STORE, CARDS & CANDY, ETC. ALL BEEN EMPTY FOR SO LONG? WHY NOT DO SOMETHING TO ALLOW SMALL BUT COMPETENT BUSINESS PEOPLE TO HAVE SOME SPACE TO TRY TO MAKE A GO OF IT. THE EXISTING EMPTY SQUARE FOOTAGE OF THE VILLAGE IS AN ABOMINATION. WHY ARE WE WASTING RESOURCES FIGURING OUT MORE SPACE, WHEN YOU CAN'T EVEN FILL WHAT EXISTS NOW?

Rents seem too high since we have so many vacancies. I wish there were more restaurants/activities destinations instead of clothing, jewelry, eyewear and other retail shopping.

More and Different Types of Shops Would be Welcome. But Rents Have Always Been Too High and Discourage Businesses That Might Otherwise Come to the Village. Much Too High Rents are a Big Part of the Problem...

Ease up the strict enforcement of the parking. We need a friendly shopping environment. Grace time for the meters would be helpful. Convince the landlords to lower the rents to a more competitive and realistic level. The current rents are not attracting businesses while other towns have lower rents that attract new businesses.

It would be nice if our village could be more like Larchmont or Bronxville. Store rents need to be manageable and parking needs to be friendlier and then everything will fall into place.

Keep the charm. Do not provide variances to increase development. Vacancies are primarily caused by landlords keeping rents too high.

Speak to the Landlords and get the rents reduced to accommodate stores.