Results of Discover Haverford Consumer Survey - 2022

Are you an entrepreneur looking to open a business in Haverford Township? Hear from our residents about which businesses they want!

Every few years, Discover Haverford (formerly known as Haverford Partnership for Economic Development or HPED) conducts a survey of residents to find out what revitalization efforts are most important to them, and what businesses they would like us to recruit. Over 460 Haverford Township residents completed the survey this year.

The new restaurants that residents have indicated the greatest interested in are a family restaurant, coffeeshop/luncheonette, microbrewery, seafood restaurant, and fine dining. A few residents pointed out that we could use more BYOB restaurants and restaurants with outdoor seating. Another requested "more coffee shops with office/co-working spaces (or co-working/office spaces with coffee shops!). [They] would likely go a long way given how many people in Havertown work from home." Several residents mentioned a wine bar or beer garden.

The new retail business most requested by residents are an indoor farmer's market, upscale/artisan grocery store, bakery, bookstore, butcher/seafood market, and clothing/shoe store.

Residents also requested service businesses such as a day spa, play space for children, craft activity/party center, sports facility and a special event venue. Several mentioned the need for family-oriented activities or places for teens to hang out. "Anything for kids - there are so many kids in Haverford Township, and nothing really offered here, have to always go to neighboring areas."

To see all of the businesses that are desired, see the complete data at the end of this article.

When asked what events they would like Discover Haverford to host, the most popular with residents are food truck festivals, moonlight dining on the boulevard, Havertown Holiday Festival, taste of the township, Shop Small Saturday and a vintage/craft market. Several mentioned wanting more events on Brookline Boulevard.

The business district that residents would most like us and the Township to focus on is the Eagle Road Corridor, 84% indicating that it is important or very important to them, followed by Oakmont/Oakmont South. Several mentioned the triangle in Oakmont as an important space to revitalize for public events and parking. When asked what specific issues we should focus on, the top issues were recruiting a variety of businesses, pedestrian, and bike safety, streetscaping, and traffic congestion.

As is typical in every resident survey we conduct, several respondents asked Discover Haverford or the Township to keep out certain types of businesses that they don't like or that they think we have too many of. Unfortunately, we cannot tell property owners which businesses they can sell or rent to. There are zoning guidelines for which types of businesses are allowed in a certain district, but we cannot stop businesses from opening in the Township just because we would prefer something else there. Our best tactic is to recruit businesses that we do want.

Discover Haverford will be using the updated data in this survey to reach out to specific businesses that we would like to recruit. We have created a packet of business recruitment materials for businesses who are interested in moving into the Township, and we work with businesses to help them find a location. We also host a page on our website with information about properties that are available. If you are a potential business, contact Jeanne Angell at jangell@hped.org or 610-945-5822 to get our packet or to set up a meeting to discuss your ideas!

Discover Haverford fosters economic growth in Haverford Township by supporting local businesses, promoting Haverford Township as a shopping and dining destination, organizing shop local events and programs, and revitalizing our business districts and public spaces. For more information, visit www.DiscoverHaverford.org.

2022 Discover Haverford Consumer Survey Report

Which of the following issues do you think are most important for Discover Haverford and Haverford Township to focus on in the next five years? Please rate how important each issue is for you, with 1 being not important and 4 being very important.

Variety of businesses	3.45
Pedestrian & Bicycle Safety	3.38
Streetscaping with improved sidewalks, streetlights, benches, trash cans, etc.	3.37
Traffic Congestion	3.24
Supporting and encouraging improvements to business facades, signage, and window displays	3.15
Streetscaping with planters, gardens, and trees	3.14
Parking Availability	2.96

Which of the following events and programs do you think are most important for Discover Haverford to focus on in the next five years? Please rate how important each issue is for you, with 1 being not important and 4 being very important.

Hosting events in the business districts	3.49
Developing Shop Local materials and programs to Support our Businesses	2.95

We have been working with Haverford Township over the past ten years to revitalize and beautify our older business districts. Which areas should we focus on next? Considering the location, current appearance, and potential of each business district, please indicate how important you think it is to focus on each area, with 1 being not important and 4 being very important.

Eagle Rd Corridor	3.43
Oakmont South	3.27
Library Area	3.17
Oakmont Village	3.13

Brookline District & Edgewood Rd	2.92
Haverford Road	2.63
Manoa District	2.8
Llanerch	2.74
West Chester Pike Corridor	2.63
County Line Rd	2.33
Township Line Rd.	2.31
Lancaster Ave in Bryn Mawr	2.01

Please let us know which types of new restaurants you are interested in seeing open in Haverford Township. Rate each type of restaurant with 1 being not interested and 4 being very interested.

Family Restaurant	3.03
Breakfast/Coffee Shop/ Luncheonette	2.76
Microbrewery/Pub	2.75
Upscale/Fine Dining	2.65
Seafood	2.64
Italian	2.51
Ice Cream Shop	2.39
Indian	2.34
Thai/Vietnamese	2.34
Vegetarian or Vegan	2.29
Japanese/Sushi	2.19
Mexican	2.16
Chinese	1.94

Which of the following new grocery and food stores are you most interested to see open in Haverford Township? Please rate each one, with 1 being not interested, and 4 being very interested.

Indoor Farmer's Market	3.36
Bakery	2.9
Meat Market/Butcher	2.59
Upscale/Artisan Grocery Store	2.56
Seafood Market	2.52
Organic/Health Food/Vegan	2.48
Member-Based Grocery Store	1.97
Deli with Prepared Meals	2.3
Supermarket	1.76

Which of the following new retail stores are you most interested to see open in Haverford Township? Please rate each one, with 1 being not interested, and 4 being very interested.

Bookstore	2.71
Clothing/Shoe Store	2.41
Pet Supply Store	2.35
Furniture & Home Furnishings	2.32
Antiques or Consignment Shop	2.3
Artist Gallery or Shop	2.2
Gifts/Cards/Jewelry Store	2.18
Hardware Store	2.05
Sporting Goods Store	1.99
Musical Instruments or Records/CD's	1.98

Which of the following new services or non-retail businesses would you use if they opened in Haverford Township?

Spa	41%
Craft Activity/Party Center	38%
Play Space for Children	38%
Special Event Venue (parties, weddings, etc.)	32%
Sports Facility	32%
Escape Room/Arcade	31%
Pet Daycare & Boarding	31%
Bed & Breakfast/Boutique Hotel	27%
Co-working Space	20%
Other	3%

- We'll kept Soccer field
- Ethnic foods grocery/market, Asian grocery store - Hobby Store
- A Kids Science Museum with Planetarium.
- Place where you go to learn to cook/cooking demos -Composting facility for residents -A place where our energy is turned into town power? cycling, etc (crazy, I know!)
- Swimming pool!
- Yea house
- Hobby Shop
- These options mostly require enormous facilities not really in keeping with the scale of Haverford. The pet daycare is interesting.
- Something like common space in Ardmore. Non-profit community gathering space.
- Tea Shop
- computer store
- Target

Discover Haverford has hosted events to promote shopping and dining locally, and also to serve as fundraisers for our work. Which of the following events would you be likely to attend? Check all that apply.

Food Truck Festival	82%
Moonlight Dining on the Boulevard	76%
Havertown Holiday Festival	68%
Taste of the Township	68%
Shop Small Saturday	61%
Vintage/Craft Market (similar to Clover Market)	54%
First Friday Events w/ shops open late	47%
Discover Haverford Dining Club	38%
Wellness Expo	23%
5K Run	17%
Gala Dinner Dance	13%
Haverford Township Jobs Fair	9%
Other	0%

- Outdoor music or performance
- Would love to see a Wine festival / Oktoberfest (maybe at the Grange?) with offerings from local bars/ restaurants

Open-Ended Questions

[Note: The names of specific businesses or types of businesses associated with negative comments have been removed.]

Are there other businesses not mentioned that you would like us to recruit to open a business in Haverford Township?

While not indicated in the restaurant selections above, more BYOB's. Havertown used to have several excellent BYOB's. Now we only have two.
This is a good assortment of businesses that would all be appropriate for the township.

Wine bar with tapas or apps.
Live music venue
Movie theater (old fashion style like ambler or Bryn Mawr)
Old school arcade or nice area for kids and teens to hang out
Outdoor skate park that can be converted to ice in winter.

poor driving, safety habits, aggressive driving, ignoring lights and crosswalks, etc. are VERY important to those of who walk or bike daily. I'm almost afraid to cross some intersections (Eagle and Darby for example).

Chick Fil A. It would do a tremendous business.

Rooster Street provisions in Lititz/Lancaster.

Breweries or wineries. It would be really cool to have more unique or clean wine and spirits even small with some byob nearby. City meets the suburbs. Ardmore is attracting amazing businesses would like to see Havertown out do them.

Aldi
Chick fila

Mediterranean / Greek restaurant

Thrift store
Reuse / rental for equipment / table and drink ware for events

Beer garden
Kid friendly restaurant/drinks; especially if it had outdoor possibilities where kids can roam away a little from tables into play areas away from the table (open concept).
More family friendly the better.

Chick fillet

Brunch restaurants, wine & cheese shop

You guys are doing a great job!

Fast food, local banks, jewelry, auto mechanic supply and mechanic shops

Non-chain bagel/bakery, Brewpub that is family friendly, Non frou-frou bar restaurant also is a need after losing the Oakmont. Asian cuisine is underrepresented for sit-down. Seafood counter/store

Chick-fil-a

Pizza & wine bar. Sports pub. Frozen yogurt shop!
Lulu's Casita. Ceramic painting studio. Indoor ski lessons. Roller rink w/ bar (90s nostalgia is very trendy right now and this would do well to bring community together as well as pay homage to Havertown's nostalgic vibe). Splash pad.

Family style pizzeria similar to Pinnochios in Media or Sams in Ardmore

Batting cages

Trader Joes

More outdoor dining and roof deck options!

Kids/Family recreation

We have plenty of variety in most areas but more coffee shops with office/co-working spaces (or co-working / office spaces with coffee shops!) would likely go a long way given how many people work in Havertown from home.

A bead or craft shop

Aldi and Wegman

Garden Supply (seeds, gardening equipment, pots, etc.)

A store that sells sustainable products, similar to Shift in Narberth.

More restaurants, maybe daycare

Wine bar with impressive list of wines by the glass and by the bottle. Perhaps in the old Lamplighter location if a liquor license can be procured.

Retail stores

Salad shop

Cat cafe

Beer garden!

A yarn store (high quality yarns and fibers). The Bead Garden has just closed. What about folks who want to nurture their more creative side?

A cooking school -- would any of the restaurants be interested in teaching how to make a dish?

Maybe another dog grooming shop? Its harder to get an appointment for a dog cut than it is for a human, love the one on Darby rd, but they're always super busy.

Thrift store (clothes, furniture, household items)

Wine bar

Prepared foods (similar to Carlinos)

fusion or upscale Asian and Mediterranean restaurants.

entertainment like trampoline park, indoor go-kart, mini golf, etc

More outside seating BYOB restaurants that are reasonably priced. Encourage and help businesses have more outdoor seating. Stromboli store like Marchianos in Manayunk. Ramen noodle restaurant. Chick-fil-A. Good burger and fries restaurant. Salads.

A focus on Black-owned businesses would be good.

Wegmans and Chick-fil-a

Focus on locally-owned, not chains

Charcuterie board shop, bulk/container free shop for spices and cleaning supplies.

Movie theater

Good fresh Seafood store (like Hills in Newtown Sq.) Even a Seafood Restaurant - we don't have one.

Sadly, some of my favorites didn't survive the pandemic like The Bead Garden on Darby Road

desserts

When is the Amazon Go store opening?

Hotel

A greenhouse/botanical garden would be a great addition to the community and could be a year-round event space.

Brick oven pizza/wine bar

mini golf with arcade

We miss foodies on Haverford Rd - our area needs another non-luxury place to grab quick groceries.

Indoor family location with stuff for both little and older children but not the Y. Somewhere like Oasis family fun center in Glen mills

Anything that is eco-friendly and organic minded

Tea Shop

We need a local coffee shop for south Ardmore and a record store would be amazing.

Take a look @ Media!! Great stores and restaurants!

A new nursery , orners has no pride .

Comic/ game store like showcase with places to play.

All weather turf facility needed!

Trader Joe's of course :)

Farmer's Market

Gyms

Childcare continues to be a huge issue for families looking for full day childcare. Many of the programs end at 2-3pm but we work a full business day.

Hobby Shops

Specifically comic book

Women owned & Black owned business

A craft supply store, like Michael's or similar! Newtown Square and Bala Cynwyd are the closest, but inconvenient!

Anything for kids - there are so many kids in Haverford Township and nothing really offered in the township, have to always go to neighboring areas.

French Bistro

Yes. Now that the Bead Garden is closed, it would be nice to have a craft store or bead store in HT.

Target

Chick Fil A

Trader Joe's

Somewhere for tweens to hang out

Trader Joe's

Safe space for teens to hang out. Like teen club membership.

Outdoor dining options, places for kids to hang out (love the arcade idea), movie theater

A place for teenagers to hang out and play.

Hot Dog shop

Pretzel shop

Distillery

More BYOB restaurants

Focus on improving all these very old buildings and keeping up parking lots. I would love a better location for the farmer's market. It is too difficult to walk across the street there. Put in diagonal walkway.

Old-school 80's arcade. Pinball machines, Pac-Man, Skee-Ball, air hockey & a twist of newer games. Fun for older kids/teens AND their parents. A modern bakery- New equipment, easy access and process of choosing, ordering, etc. Variety, modern options

Fewer xxxx businesses

Small movie theater, bottle shop (craft beer)

I have lived in Havertown my whole life. Sad to say it has become a very boring place to live. I go outside Havertown for almost all my shopping. Definitely need to update types of stores, restaurants and activity places !!!

why not open a wine/bar (small) like Tria in center city either along Hav. Rd, County line or near Brick n Brew & barber shop. DEMOLISH THE LAMPLIGHTER - put something that's a good fit for all there & get rid of the eyesore

Tea place (similar to The Painted Teacup in Upper Darby)
Gift shops (small business/not Hallmark)
Department store (like Boscovs)
Bakery (with fresh baked goods daily)

No

Art supplies store, bookstore, European bakery, three ft store, non- corporate musical instruments store

Distillery

A good fresh produce store like Young's on Eagle Road but maybe in the Brookline Blvd corridor or along Darby Road in Oakmont by middle school

Crepe restaurant, toy store, recycled goods boutique, music venue.

Mediterranean restaurants
Social dance events
Outdoor farmer market

More restaurants on eagle rd

Greek Restaurant

Family Restaurant with outdoor dining.

A restaurant or two with reliably gluten free items (especially burgers and dedicated fryer for fries) and trained and knowledgeable staff so we can feel safe dining out with celiac disease locally instead of going to other townships or the city.

Movie Theater
Open area for Flea Markets, Antique Shows, Car Shows, etc.

Costco. Target. Wine tasting room.

Do you have other suggestions to create a more vibrant business community?

Close XXXXX- DON'T ALLOW ANY MORE
No more XXXXX, XXXXXX They are not helping our community!
We need stores and businesss either retail or commercial that bring revenue into the community.

100% needs to be focused on increasing pedestrian and bike safety. Families and kids cannot safely navigate/walk Eagle Road.

Turn the old Municipal building into a nicely landscaped central parking lot.

Shut down the top of brookline every friday night during the summer for outdoor dining

Better signs more uniform with nice awnings

The Discover Haverford Team does a terrific job. We are lucky to live in such a community.

Please no more XXXXXX!!!

Make the town more walkable and bike friendly like Florida. The traffic along all the business districts is very busy. We need more crosswalks and blinking lights and slower speed limits. We could also use more days where the streets are closed.

CLOSE XXXX DON'T ALLOW

Avoid big chains, also luxury stuff, but do places that all ages can shop - middle schoolers, seniors, in between. Focus on sustainability +environmental issues, so nice second hand stuff, cool teen thrift shop, and encourage compostable takeout.

A permanent band shell to host larger concerts in the parks.

get rid of the nail salons and storage places

During covid when the restaurants on Brookline had the outdoor dining options it was so nice. It would be amazing if that was more permanent (minus orange barrier). Shutting down brookline to through traffic for events is one of the easier ones

Add protected bike lanes everywhere. Darby lanes are inadequate, as they just aren't safe. Reduce cars, speeds and increase bike/pedestrian usage and safety.

more healthy and walkable restaurants and pubs that have organic/healthy food options and cool outdoor seating

A reimagining of Eagle Rd between Darby and the Y. Sidewalks are small and too close to street (or interrupted by signs/utilities). Needs trees/landscaped edge, consolidated parking shared by businesses - encourage pedestrian traffic and less cars.

Make it beautiful

Emphasis on reusable or compostable containers and utensils for restaurants. packaging waste is appalling. Esp the styrofoam! More access to businesses by walking. Especially w/out having to cross or travel heavy traffic roads. Green spaces!

More walkable, more township parking areas and fewer banks/stores with big parking lots

Yea house

Hand out more parking tickets for speeding and aggressive driving. Aggressive driving makes it hard to walk downtown to support local businesses.

Don't forget the business on the borders of Havertown. Like the township line center for instance.

I don't think there should be more than one XXXXX.

With so many micro-commercial areas, with different names, a common color theme could tie them all together, something like three different colored stripes, or same colored doors on all businesses, similar paint colors on street lights. Consanguinity.

No more XXXX shops, XXXX or XXXX; more ATMs; bathrooms in the parks and playgrounds used the most; a community pool; tax breaks for seniors; a senior citizens center; more charging stations for electric cars; booster tower for internet

Family restaurant for large groups

More plants and stricter rules on conformity of shop signs .
XXXXXX is an eyesore and should be responsible for cleaning up their property. They have no pride. The empty lot on w Darby and Eagle road is another eyesore.

Pedestrian corridors (or closed streets) and safety for walkers, bikers, scooters, etc.
Much better Township communications and website. Connect with Haverford College and other nearby young adults. Promote/provide transit (e.g. bus, shuttle).

Using vacant store fronts for art installations or some other use that make the surrounding area more beautiful.

First Fridays could be very popular if the right folks are networked into it. Also a chance to represent our vibrant arts community more.

Build a new Library near existing businesses and they will see an uptick in customers.

Update the area across from Grace Chapel and Oakmont parking. Add greenery to this space with benches and maintained space - a great venue for a farmers market. Consider less banks and more small businesses

Safety.

Create a pocket park at Darby and eagle in the big parking lot with outdoor dining/craft fair etc. great place for food trucks - meeting place for residents

Be sure that businesses in the township are accountable for being good citizens, i.e., no pop-up strip club or nuisances like the one that was operating on W.C. Pike where there was recent shooting. If not, all businesses and property values suffer.

I have been trying to expand my existing business to Havertown. There is a lack of commercial properties available

more outdoor dining.
more treelined/flowers/planters shopping districts.
renovating business facades.
Closing streets in retail/restaurant sections on the weekends-summer months.
- nicely, without a ton of orange barricades and mismatched tents, etc

More holiday events

Flea market

I think Discover Haverford is doing a great job. Keep stimulating growth opportunities.

Indoor farmer's market like Ardmore. I didn't grow up here but I'm raising kids here and honestly I don't go to any local businesses. We are a young family and we prefer Ardmore/Wayne. The businesses here are too niche & disjointed (not walkable).

Consider bringing in showcase / music events to the Triangle. Could be once a week during the summer season, would drive folks to the restaurants and shops around the neighborhood, give local artists a chance to get on stage, and is an event for all

Slot Car and RC racing Events for the family.

I would like Shop Small Saturday, however I feel that Havertown could use more locally-owned small businesses in order for this to be successful (other than restaurants).

Activities to get a younger crowd involved. Maybe a beer tasting?

There’s are so many WOMEN owned businesses. We should highlight them someday!

Promoting and encouraging inclusivity and diversity
More kid-friendly programming

I LOVE the Oakmont farmers market and its proximity, but not the location at Grace chapel - even tho there is parking available, it is too far a distance and inconvenient.

Please clean up corner of w Darby and Eagle rd where the old gas station was as well as XXXXX. It is an eyesore and embarrassment.
Flowers should be maintained in all flower boxes.

Improve the landscaping in Oakmont Village. Replace the trees with ground level planters and replace the buckling cracked sidewalks with pavers.

Eagle Road needs to be majorly revitalized! It's the center of our town and it frankly looks like a dump. Could we implement signage standards and some basic minimum requirements for what properties have to look like?

Pictures and bios of owners with their stories and why they love Havertown hanging in their windows

Local music festivals should be independently managed and invite a variety of local bands to participate

Communication about events, competitions; refreshed like the Katz Pharmacy & Oakmont businesses, more places to sit, or park-like environments, eventually connecting business areas on Darby with each other. So much good stuff happening already!

No more XXXXX or XXXXX they are everywhere. I love all the new businesses and changes over the past few years! Havertown is becoming more of a destination instead of just a bunch of homes.

Minimize roads. Maximize and improve sidewalks. Maximize greenspace. Room for bikes. Nice playgrounds accessible by foot or bike, not the car centric boondoggle that is the CREC. Trashcans. Lighting. Litter control.

Focus on meaningful enhancements in a few key business districts rather than trying to improve all. House Cup and Plant Roots are examples of vibrant additions to our community that I didn't think we needed but elevate our experience as residents

Free parking, quaint shopping area and experience with outdoor dining

There should be uniform rules for signage, new building design, and general appearance. Also, as buildings / businesses are rebuilt on Eagle Road, the new construction should put the building at the front of the lot with parking in the back.

I hesitated with some of the above because I hate the traffic jams here, and I am sure if we put more stores along WC Pike and Eagle Rd. that will just increase traffic. Look for balance. We have a lot of pubs and Asian Restaurants.

Darby road jitney in the summer? Parking garage in the Oakmont triangle area? Redevelopment of Eagle road with businesses/building bordering a wide sidewalk and parking behind (Like shopping center in Bryn Mawr that has La Colombe/ Turning Point).

Just want to highlight two of the above items as highly important to me: craft market similar to Clover Market and First Friday.

Curb appeal! Hold businesses accountable for keeping up the cleanliness of their "look" - sweep sidewalks, clean windows, classy lighting.

More continuity/attractiveness in appearance. No more XXXX, XXXXX, XXXX, etc

More pervious and green area around buildings. Too many businesses have most or all of their lots covered in asphalt, and trees are lacking in business districts.

Improve facades of older/mismatched stores, paint old brick & add new matching awnings. Renovate Manoa shopping center & improve the West Chester Pike corridor to be more attractive thus enticing businesses to move in. Basically make it seem thriving

We need to build out the business corridors so if a person parks, they can go to several different shops without moving the car. We have isolated pockets of stores and nothing connects.

I like old-fashioned down towns that are lively and walkable. I'm thinking of Ardmore, for example. I'd love to see any changes that could make our business areas more cohesive, pedestrian friendly, and attractive.

We have all the basic necessities in the township and now need more "trendy" eateries and activities to attract young adults to visit and spend in the area

Pedestrian cross walks where sins are in streets are ignored by drivers. More police presence to ticket cars so drivers start to see they WILL be ticketed.

More routinely scheduled moonlight dining. Media has dining under the stars every Wednesday

Expanded hours. Many businesses close early.

More walkability

Lower rents for current businesses with incentives to stay open
Acknowledge & celebrate those businesses in the area for so many years (maybe a placard of some sort outside the business?)
Appealing signage and store fronts
Special light posts

No more XXXX, please and we have enough XXX and XXXX. Any businesses that create foot traffic and street life. Let people gripe about slow moving traffic on Eagle...it needs to be more walkable at the Darby/Eagle intersections. Thanks!

I would love to see a first night event on January 1st as no one in the area does it. (Events in public buildings like lectures and small shows, businesses open late, special offerings to-go from restaurants, streets closed to make things walkable).

I just think maybe a few more benches, places where people can sit and talk. And especially trash cans. I pick up so much trash and HAVERTOWN. Sometimes I pick it up and there just isn't any place to put it. That just makes me sad.

We need to develop connections between spaces, focusing on pedestrian, biking, walking. Parking can be somewhat remote but people can walk along commercial corridors and back to their vehicles.

Clean up day. Shredding event.
The township should buy The Lamplighter and tear it down and make it municipal parking.

We need a more walkable town center, desperately.

Eagle rd revitalize, clean up XXXX, more food and outdoor beer garden

a juried fine arts and craft show

Create a Town Center in the Triangle in Oakmont