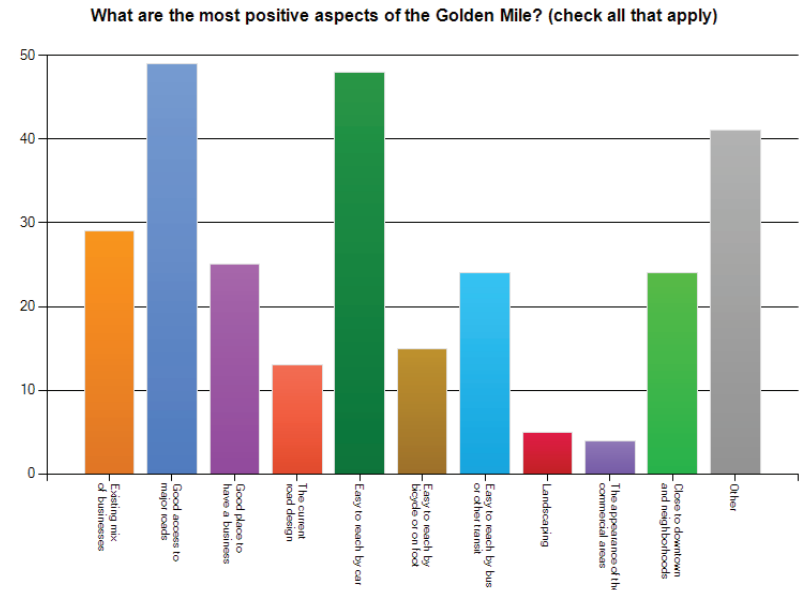


Business owner Survey Results

Golden Mile Small Area Plan - Business Owner

1. What are the most positive aspects of the Golden Mile? (check all that apply)

Answer Options	Response	Response
Existing mix of businesses	41.7%	25
Good access to major roads	78.3%	47
Good place to have a business	38.3%	23
The current road design	20.0%	12
Easy to reach by car	75.0%	45
Easy to reach by bicycle or on foot	23.3%	14
Easy to reach by bus or other transit	35.0%	21
Landscaping	8.3%	5
The appearance of the commercial areas	6.7%	4
Close to downtown and neighborhoods	35.0%	21
Access to nearby communities such as Myersville and Middletown	56.7%	34
Other (please specify):	6.7%	4
answered question		60
skipped question		3



Number Other (please specify):

1Familiarity

2Good traffic thoroughfare

3Central location, we draw from PA, UH, WV and Western MD

4Central location, we draw from PA, UH, WV and Western MD

Golden Mile Small Area Plan - Business Owner

2. As a business owner, how important are the following issues facing the Golden Mile as a commercial corridor?

Answer Options	Very	Somewhat	A little	Not at all	Don't Know	Response Count
Traffic safety?	33	14	13	2	1	63
Traffic speed?	24	20	9	10	0	63
Need for a better mix of business, services and other uses?	41	18	2	1	0	62
Overall appearance of the corridor?	42	15	5	0	0	62
Crime?	51	4	5	1	2	63
Pedestrian & bicycle access and safety?	19	22	13	7	1	62
Visual clutter?	29	17	13	2	0	61
Insufficient transit service?	11	17	14	14	4	60
Lack of connections between commercial centers?	12	29	9	7	3	60
Not enough, open, green spaces?	6	22	13	20	0	61
The road design of US-40?	19	13	11	16	2	61
Flooding?	9	6	15	29	2	61
Vacant properties?	28	15	11	5	1	60
Traffic volume?	24	19	15	3	0	61
Other?						8
					answered question	
					63	63
					skipped question	
					0	0

Number Other?

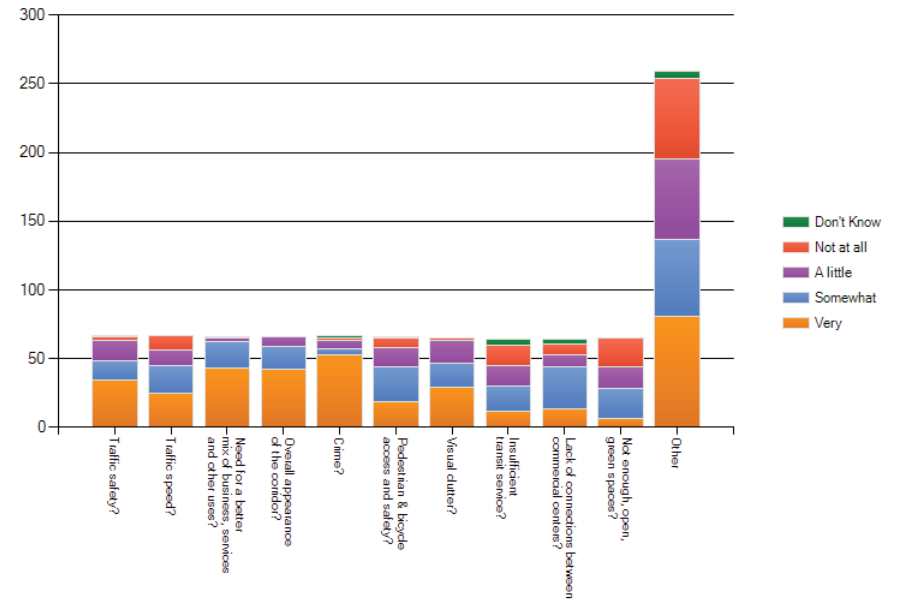
- 1Immigration - Very
- 2Quality of business - very
- 3Loitering - Very
- 4Frederick Towne Mall - Very
- 5Poor visibility of many commercial centers
- 6People crossing on foot or bikes at places other than intersections
- 7trees growing up into electric wires
- 8Small advertising signs along the road by Real Estate and everyone else

Golden Mile Small Area Plan - Business Owner

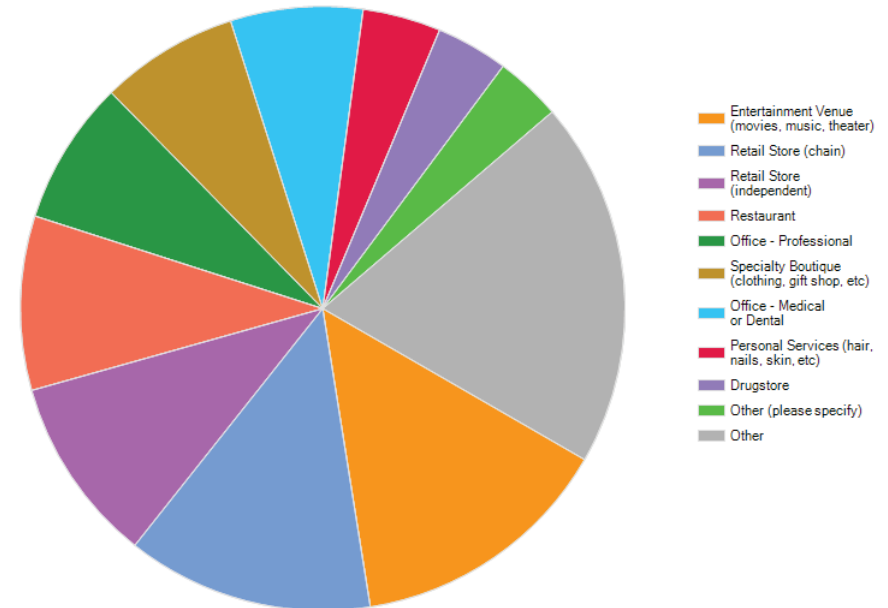
3. What types of businesses would create a better business environment along the Golden Mile/US-40 Corridor? (check all that apply)

Answer Options	Response Percent	Response Count
Restaurant	44.4%	28
Grocery Store	12.7%	8
Drugstore	19.0%	12
Furniture Store	4.8%	3
Car Dealership	7.9%	5
Auto Services (gas station, auto repair, car wash)	6.3%	4
Convenience Store	9.5%	6
Retail Store (independent)	47.6%	30
Retail Store (chain)	61.9%	39
Bank / Financial Services	9.5%	6
Insurance	6.3%	4
Office - Professional	36.5%	23
Office - Medical or Dental	31.7%	20
Personal Services (hair, nails, skin, etc)	15.9%	10
Entertainment Venue (movies, music, theater)	65.1%	41
Specialty Boutique (clothing, gift shop, etc)	33.3%	21
Garden Store	14.3%	9
Hardware Store	15.9%	10
Other (please specify)	14.3%	9
answered question	63	63
skipped question	0	0

As a business owner, how important are the following issues facing the Golden Mile as a commercial corridor?



What types of businesses would create a better business environment along the Golden Mile/US-40 Corridor? (check all that apply)



Number	Other (please specify)
1	Slots
2	Name Brand Retail Stores - GAP, Cheesecake Factory, etc.
3	Toy Store
4	Mall with a safe atmosphere I hate driving over to 85 to do my holiday shopping
5	Sheetz Store
6	Fill up the Frederick Towne Mallwe have it all
7	It should be family friendly shops
8	car wash self service
9	All represented

Golden Mile Small Area Plan - Business Owner

Are there types of businesses or land uses that would not be	
Answer Options	Response Count
	24
answered question	24
skipped question	39

Number	Response Text
1	No more Beer and Wine stores
2	N/A
3	Lingerie / Video Store
4	Housing, Condos, etc.
5	Try to keep it retail
6	Try to keep it retail
7	Industrial
8	Adult, non-English
9	Pawn shops, adult entertainment, auto dealers
10	Night clubs, bands, heen hang outs
11	Unkept vacancies
12	Night Clubs
13	Rated X or love shops

- 14No more strip malls/convenience
- 15Government
- 16No more dollar stores, need more of upscale shopping
- 17non family friendly
- 18Industrial/Manufacturing
- 19Gentlemen's Club
- 20no more banks
- 21Adult Entertainment and Dollar Stores
- 22adult video or book stores, night clubs
- 23No more banks
- 24No

Golden Mile Small Area Plan - Business Owner

How can safety be improved on the Golden Mile for pedestrians and	
Answer Options	Response Count
	38
answered question	38
skipped question	25

Number	Response Text
1	Get people out of living in the woods
2	Follow the crosswalks
3	Crosswalks, Countinous sidewalks, Crossing signs - Walk, Don't Walk
4	You have already made it as safe as you can. You can't make stupid people be safe.
5	More sidewalks
6	Pedestrian Bridges
7	Proper sidewalk and bicycle paths
8	Police need to ticket or warn pedestrians who do not use the crosswalks, seen all the time on 40, people running across the street in
9	Offer bike path on road and force street crossers to use crossing areas.
10	Fenace down middle of 40

- 11 Better crosswalks for both
- 12 Better crosswalks for both
- 13 Improve crossing areas
- 14 Sidwalks - take down fences between stores
- 15 Pedestrians have sidewalks, bicyclists shouldn't be on the Golden Mile
- 16 Extend sidewalks through end of area/city.
- 17 Have a bike lane only
- 18 Enforcement of traffic laws
- 19 Clearly marked bicycle lanes
- 20 Fine those that do not cross at intersections
- 21 Keep them off the road
- 22 Have immigrants learn language and laws
- 23 cross walks- lights are not long enough for pedestrians to cross
- 24 overhead walkway
- 25 None
- 26 red lights cameras needed
- 27 pedestrians need to be responsible and use existing crosswalks
- 28 Need street lights in some areas and some areas do not have pedestrian lanes.
- 29 Sidwalks on both sides (entire)
- 30 Limit pedestrian and bicycle use
- 31 No need or benefit to spend money on either
- 32 Leave alone - only illegals have bikes - too many
- 33 Not very important - most people drive.
- 34 Bicycle lanes
- 35 Sidwalk, bike lanes, more crosswalks. Reduce speed limit to 35 mph. Lights with countdown timers.
- 36 Slower speed limit.
- 37 Fine
- 38 Sidwalks

Golden Mile Small Area Plan - Business Owner

How can safety be improved on the Golden Mile for drivers?

Answer Options	Response
	31
answered question	31
skipped question	32

Number	Response Text
1	N/A
2	Feel it is okay other than pedestrians darting out
3	Timing the traffic lights - Synchronized
4	Keep lights in proper sequence and in proper working order.
5	Speed reforced - Limit 25 MPH
6	Lights need to be checked, timing is off on some of the lights, 40E turning into McCain towards Home Depot doesn't always change and 40W, left light to Alt. 40 backs up because as soon as the first light turns green the next turns red backing traffic up in teh intersection at Waverly.
7	Force street crossers to use cross walks
8	With volume of traffic safety seems fine
9	Speed Enforcement
10	Speed Enforcement
11	Improve traffic flow
12	More traffic police
13	Better turning lanes
14	Paint lines at turnaround at Blentlinger RD as they are across from Bower's RD before 70 splint
15	Have more police out
16	Ditto
17	Drive the speed limit
18	People not running red lights while the other light is green. This happens repeatedly.
19	Have immigrants learn language and laws
20	stop red light runners on the mile
21	no cell phones

- 22None
- 23we haven't had any issues
- 24Same as number 5
- 25I was not aware it was not safe.
- 26Where are the Police?
- 27Ok now
- 28More lighting reduce speed limit to 35 mph
- 29Slower speed limit.
- 30Fine
- 31Light timing

Golden Mile Small Area Plan - Business Owner

7. Does the existing infrastructure (roads, bicycle/pedestrian routes, utilities, drainage, etc) provide adequate support for businesses and proeprties on the Golden Mile?

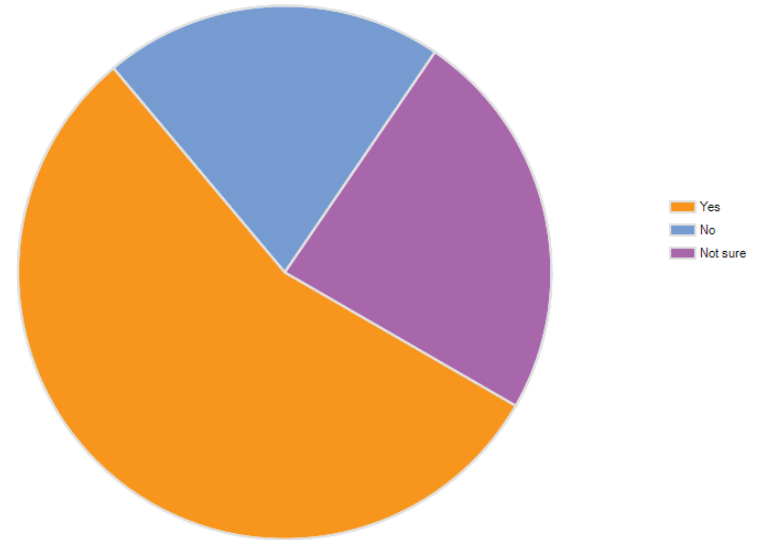
Answer Options	Response	Response
Yes	54.2%	32
No	22.0%	13
Not sure	23.7%	14
answered question		59
skipped question		4
		59
		4

Golden Mile Small Area Plan - Business Owner

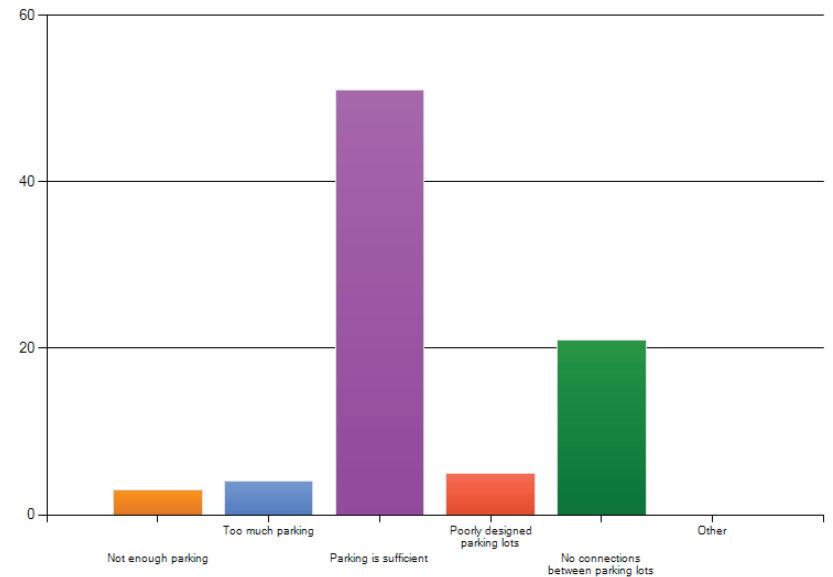
8. How would you describe the parking areas along the Golden Mile? (check all that apply)

Answer Options	Response	Response
Not enough parking	3.2%	2
Too much parking	6.5%	4
Parking is sufficient	77.4%	48
Poorly designed parking lots	8.1%	5
No connections between parking lots	32.3%	20
Other	0.0%	0
answered question		62
skipped question		1
		62
		1

Does the existing infrastructure (roads, bicycle/pedestrian routes, utilities, drainage, etc) provide adequate support for businesses and proeprties on the Golden Mile?



How would you describe the parking areas along the Golden Mile? (check all that apply)

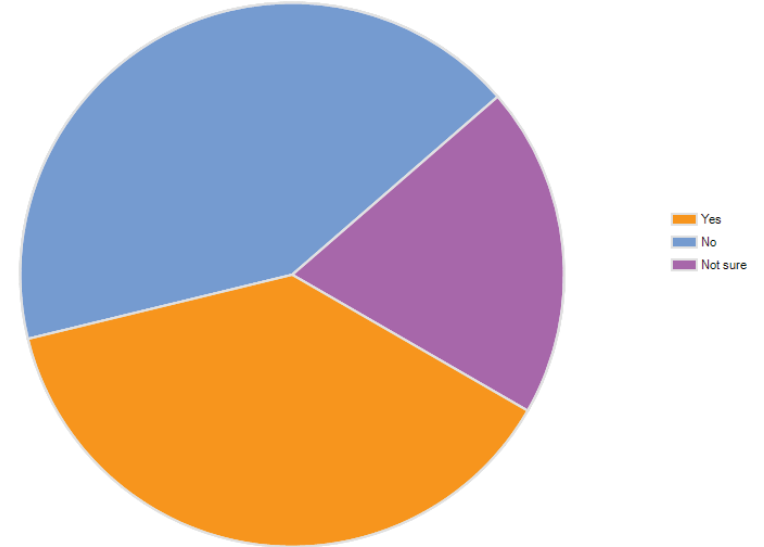


Golden Mile Small Area Plan - Business Owner

9. Do you think that mixed-use buildings (i.e. buildings with both commercial/office and residential uses) would be appropriate along the Golden Mile corridor?

Answer Options	Response	Response
Yes	38.7%	24
No	43.5%	27
Not sure	17.7%	11
answered question		62
skipped question		1

Do you think that mixed-use buildings (i.e. buildings with both commercial/office and residential uses) would be appropriate along the Golden Mile corridor?

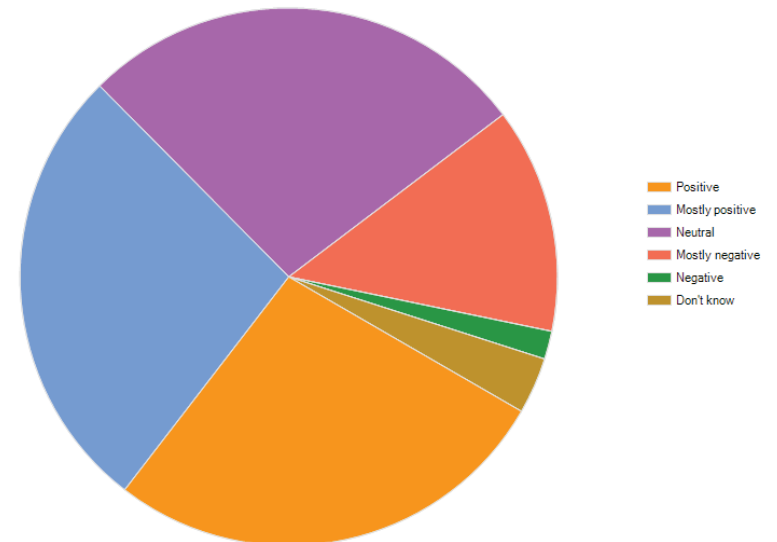


Golden Mile Small Area Plan - Business Owner

10. Do you feel that the name "Golden Mile" has a positive or a negative meaning to most people?

Answer Options	Response	Response
Positive	25.0%	14
Mostly positive	28.6%	16
Neutral	26.8%	15
Mostly negative	14.3%	8
Negative	1.8%	1
Don't know	3.6%	2
answered question		56
skipped question		7

Do you feel that the name "Golden Mile" has a positive or a negative meaning to most people?



Golden Mile Small Area Plan - Business Owner

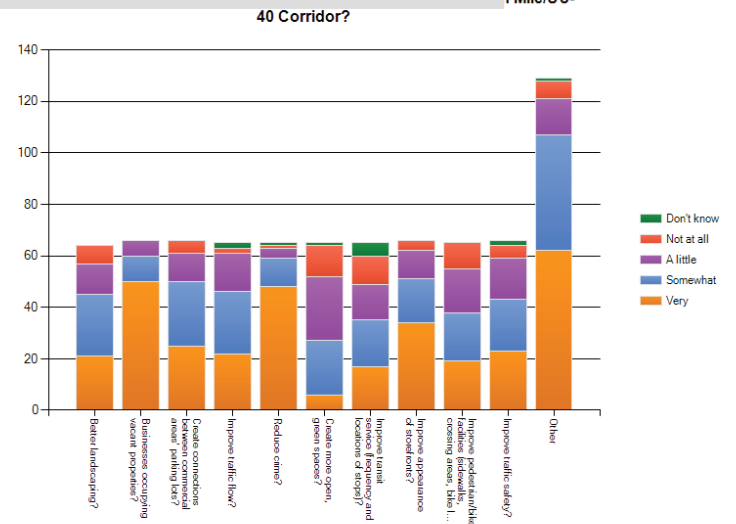
11. How important are these possible actions to improve the Golden Mile/US-40 Corridor?

Answer Options	Very	Somewhat	A little	Not at all	Don't know	Response
Better landscaping?	20	22	12	6	0	60
Businesses occupying vacant properties?	49	9	4	0	0	62
Create connections between commercial areas' parking lots?	25	23	10	4	0	62
Improve traffic flow?	21	23	14	1	2	61
Reduce crime?	47	10	3	0	1	61
Create more open, green spaces?	6	19	24	11	1	61
Improve transit service (frequency and locations of stops)?	16	16	14	10	5	61
Improve appearance of storefronts?	33	15	11	3	0	62
Improve pedestrian/bike facilities (sidewalks, crossing areas, bike lanes)?	18	17	17	9	0	61
Improve traffic safety?	23	18	15	4	2	62
Adopt design guidelines for new development?	21	26	8	6	0	61
Better marketing and "branding"?	39	16	4	0	1	60
Other:						12

answered question 62 62

skipped question 1 1

- Number Other:
- 1Get rid of dayworkers on properties
 - 2Reduce Crime
 - 3Each shopping center needs a sign with the business's listed
 - 4Frederick Towne Mall needs revitalized. It was the keystone of teh Golden Mile now it is the millstone to a drowning man.
 - 6Exit from Rt 40 to Rt 15 South a constant backup and Frederick Towne Mall nearly empty and looks bad.
 - 7Develop site at Frederick Towne Mall
 - 8Bury utility lines
 - 9reducing crime would be a huge improvement
 - 10Please try to adopt green method building
 - 11connections between commercial areas and sidewalks crossings are dangerous and too "exposed" when walking along a 60 mph traffic.
 - 12US-40 is boring! It needs some help especially Frederick Towne Mall.

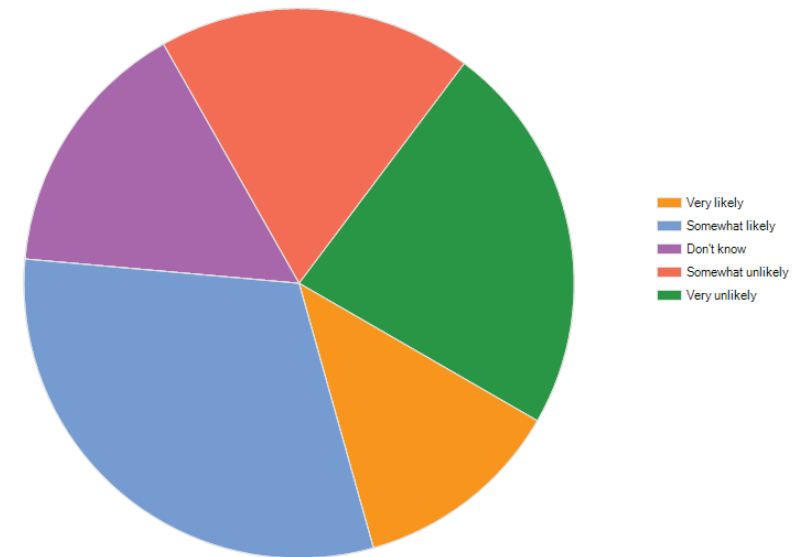


Golden Mile Small Area Plan - Business Owner

13. If you were starting a new business today, how likely would you be to choose the Golden Mile as a location?

Answer Options	Response	Response
Very likely	11.5%	7
Somewhat likely	29.5%	18
Don't know	14.8%	9
Somewhat unlikely	19.7%	12
Very unlikely	24.6%	15
answered question		61
skipped question		2

If you were starting a new business today, how likely would you be to choose the Golden Mile as a location?

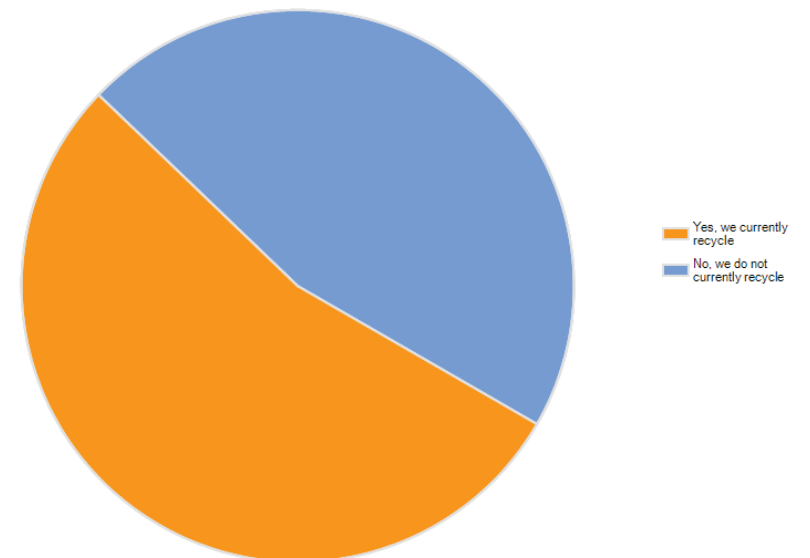


Golden Mile Small Area Plan - Business Owner

14. Does your business currently recycle aluminum cans, glass, paper, or other materials?

Answer Options	Response	Response
Yes, we currently recycle	55.7%	34
No, we do not currently recycle	44.3%	27
answered question		61
skipped question		2

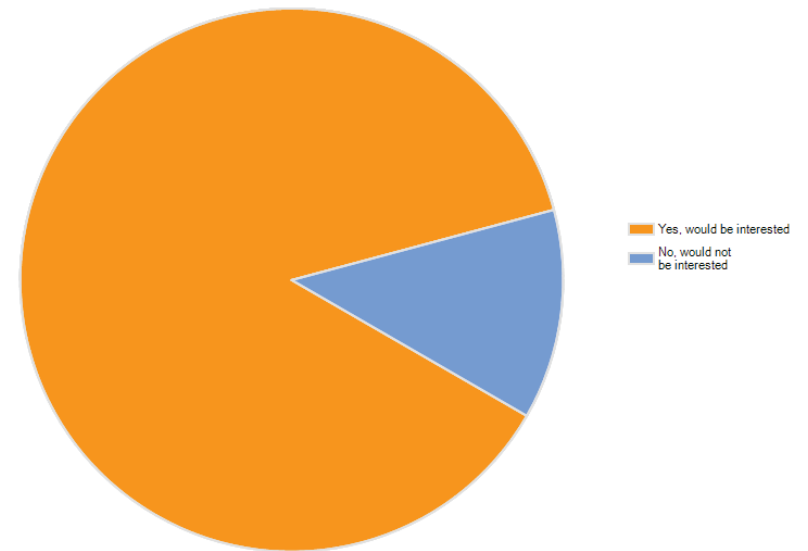
Does your business currently recycle aluminum cans, glass, paper, or other materials?



Golden Mile Small Area Plan - Business Owner

15. If a business recycling program were available, would you be interested in		
Answer Options	Response	Response
Yes, would be interested	86.7%	52
No, would not be interested	13.3%	8
answered question		60
skipped question		3

If a business recycling program were available, would you be interested in participating?



Golden Mile Small Area Plan - Business Owner

What other ideas or comments do you have about the Golden Mile Corridor that might assist us in this planning study?	
Answer Options	Response Count
	27
answered question	27

Number	Response Text
1	Local immigration office, there is more crime happening then gets reported.
2	I would love to see this area revitalized. It's such a pretty part of Frederick, but it seems to have been neglected over the years - especially the Frederick Towne Mall.
3	Add more stores
4	Reduce Crime and better police patrols along Hillcrest Drive
5	Why aren't we attracting name brand stores and specialty stores, is it because rent is too high? We really need to resolve the issue with the Frederick Towne Mall - Women are 90% of the consumer and many of our customers have expressed fear in going to the mall because of the lack of shoppers and the potential for crime. The mall used to be an icon.
6	Proper street lights, lights in business surroundings, control crime rate (which is a must), should encourage more businesses, avoid business closures, lower the taxes, should bring more tourists and visitors, hold more exhibitions to reach out to customers.
7	Speed up the recovery of the Frederick Towne Mall. It's been empty far too many years and is starting to become an area where the wrong crowds hang out and the people who used to go there will not go anymore because of safety reasons. Get the mall going and it will make a big difference for Rt. 40 - the Golden Mile.
8	The major problem as I see it is the economy. With the correct economic conditions it is very hard to open or expand a business. Rents are still high, other expenses taxes and utilities are still high and it is hard to borrow money. Somehow we need to make it easier to fill some of the empty spaces. Most of my customers prefer to shop the Golden Mile rather than the Rt. 85 corridor but they do not have the right tenant mix on the Golden Mile. Our current landlord has made a big investment in what was a derelict center and can't get tenants due to current economic conditions.
9	GetGo / Giant Eagle may be engaging in the anti-trust violation - Selling below cost of gasoline. Fuel perks discount of 20 cents per gallon for every \$50.00 spent in grocery store far more generous than any other grocery/gas promotion. This practice has already been found illegal in several other states.

10Remodel mall as planned and advertise. The revitalization of the mall is crucial to teh Golden Mile

11Need more business in the Vista Shopping Center

Allow temporary signage, it is a commercial strip, green spaces - if you mean an attractive park or something at VFW - that would be a magnet, incentives; MD is not a business friendly state, taxes are very tough, low income projects surrounding Mile don't help, promote the Mile in billboards /tourism, allow bigger signage fro unrepresented centers (like Golden Mile - which has

12almost zero presence on Rt. 40)

13Unkept vacancies always most noticeable problem.

I have been on teh mile for 20 years. My biggest complaint would be how the major centers "view from the road" is blocked by "pad sites" stuck in front of them. Obviously done to better use 14the space but it creates a cluttered look that does not "flow". The mile appears to be a "hodgepodge" of business and cents "thrown" together with no "master plan", no symmetry.

Crime - It is what we hear about the most. Our office is open till 5 PM M-F. If any of our office staff needs to be here after hours they try to avoid this at all cost. We hear this from other 15businesses up and down the road. Thanks for this survey.

16The Fredericktown Mall needs more shops. Also a long John Silver Restaurant would be great back on the Golden Mile. More kid oriented businesses

Glad this is happening. Far too much focus on downtown. Downtown businesses get a lot of leewaydue to the grandfather laws. My business has had to go the extra mile with zoning for various business items whereas downtown restaurants get exemptions. Also, local advertising such as FNP & Frederick Magazine focus primarily on downtown but not other Frederick City/ 17County businesses. If I see one more large article on Cafe Nola I may scream

We would like to see the mail area upgraded with new stores to draw customers. Right now it is an eye sore. Also the Golden Mile store owners we think that the City has abandoned the Golden Mile completely. All they promote is downtown yet The Golden Mile properties pay the most property taxes. We do not get any help from nobody We feel abandoned by the City.

18Thank you

19Do something with the Frederick Towne Mall area.

20part of the Golden Mile look okay. However, most of it looks dated and is in need of major facelift including my own business

21crime rate and safety are our biggest concerns

22Recycling should be mandatory and we should be concerned about the environment. Green City.

23The Golden Mile needs a face lift and more high-end businesses to attract a more upscale demographic population of shoppers. Many people feel the area is run down, outdated and unsafe.

24Need quality name brand stores - anchor stores.

25If the Golden Mile were better managed and had an entertainment venue it would be good.

I live off of Motter exit of 15. It would take over an hour to ride a bus to work (which I would do if it was a shorter commute) or I would ride a bike if I could get across 15 safely and not have to 26ride on 40 West during rush hours.

27US-40 needs better restaurants and shopping.

Golden Mile Small Area Plan - Business Owner

2.1 How long has your business been located on the Golden Mile Corridor?

Answer Options	Response	Response
Years	100.0%	50
Months	22.0%	11
answered question		
	50	50
skipped question		
	13	13

Number	Years	Months
1	35	
2	4	4
3	4	
4	18	
5	14	
6	16	
7	20	
8	4	
9	7	4
10	6	
11	4	8
12	3	10
13	38	
14	37	
15	15	
16	30	
17	30	
18	30	
19	60	
20	13	
21	16	
22	30	6
23	18	
24	11	
25	23	
26	15	
27	42	
28	12	
29	5	4
30	28	
31	2	
32	10	3

33	25	
34	19	
35	3	4
36	4	2
37	4	
38	13	
39	21	8
40	10	
41	40	
42	21	
43	12	
44	41	
45	3	4
46	5	
47	30	
48	4	
49	25	
50	25	

Number	Full time	Part time	FT Equivalent
1	3	3	4.5
2	3	1	3.5
3	1		1
4	2		2
5	4		4
6	3	25	15.5
7	10		10
8	3	8	7
9	5	3	6.5
10	3		3
11	7	2	8
12	3	1	3.5
13	4		4
14	3	6	6
15	6	1	6.5
16	5	4	7
17	15		15
18	22		22
19	4		4
20	2	8	6

21	4	1	4.5
22	12		12
23	35		35
24	14		14
25	3		3
26	2		2
27	1	2	2
28	3		3
29	10	12	16
30	2		2
31	20	25	32.5
32	2	8	6
33	3	3	4.5
34	40	16	48
35	6		6
36	1	1	1.5
37	4		4
38	3		3
39	15	2	16
40	3	1	3.5
41	2	4	4
42	30		30
43	2	1	2.5
44	2	3	3.5
45		2	1
46	8	15	15.5
47	100		100
48	6		6
49	10	3	11.5
50	15	40	35
51		6	3

Golden Mile Small Area Plan - Business Owner

2.2 How many employees does your business have?

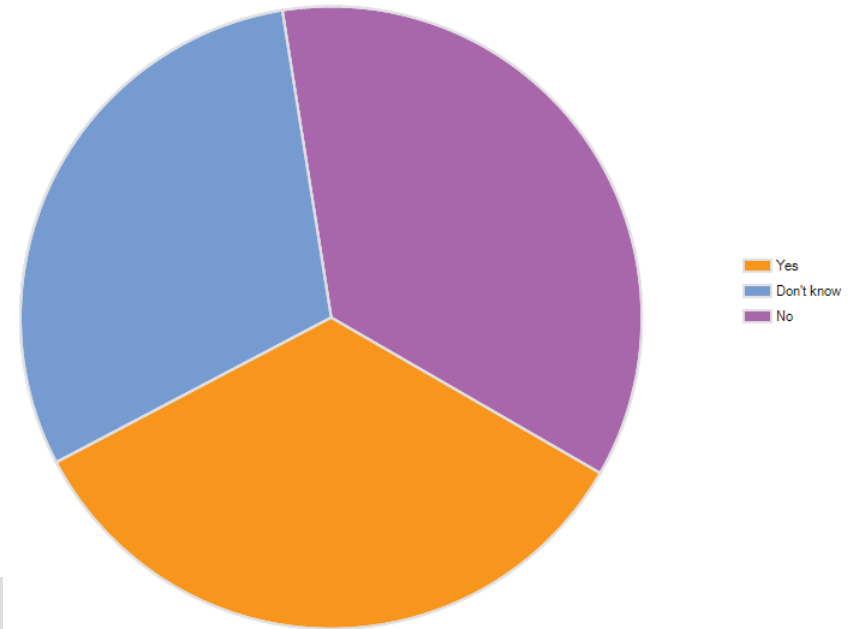
Answer Options	Response	Response
Full time	96.1%	49
Part time	56.9%	29
answered question		51
skipped question		12

Golden Mile Small Area Plan - Business Owner

2.3 How do your employees reach your business?

Answer Options	Response	Response Count
Percent that arrive by car	100.0%	51
Percent that arrive by bicycle	9.8%	5
Percent that walk to work	23.5%	12
Percent that arrive by bus	9.8%	5
Percent that arrive by another mode (please specify)	2.0%	1
answered question		51
skipped question		12

Do you plan to improve or expand your business in the next 3 years?



Golden Mile Small Area Plan - Business Owner

2.4 Do you plan to improve or expand your business in the next 3 years?

Answer Options	Response Percent	Response Count
Yes	34.0%	17
Don't know	32.0%	16
No	34.0%	17
answered question		50
skipped question		13

Golden Mile Small Area Plan - Business Owner

2.5 If you answered "No" to the question above, please list reason(s) below:

Answer Options	Response Percent	Response Count
Business is good; no reason to expand	20.7%	6
No room to expand	20.7%	6
Rent is too high	27.6%	8
Taxes are too high	24.1%	7
Not doing enough business at this location	41.4%	12
Area does not have right demographics	20.7%	6
Other	17.2%	5
answered question		29
skipped question		34
		29
		34

If you answered "No" to the question above, please list reason(s) below:

