



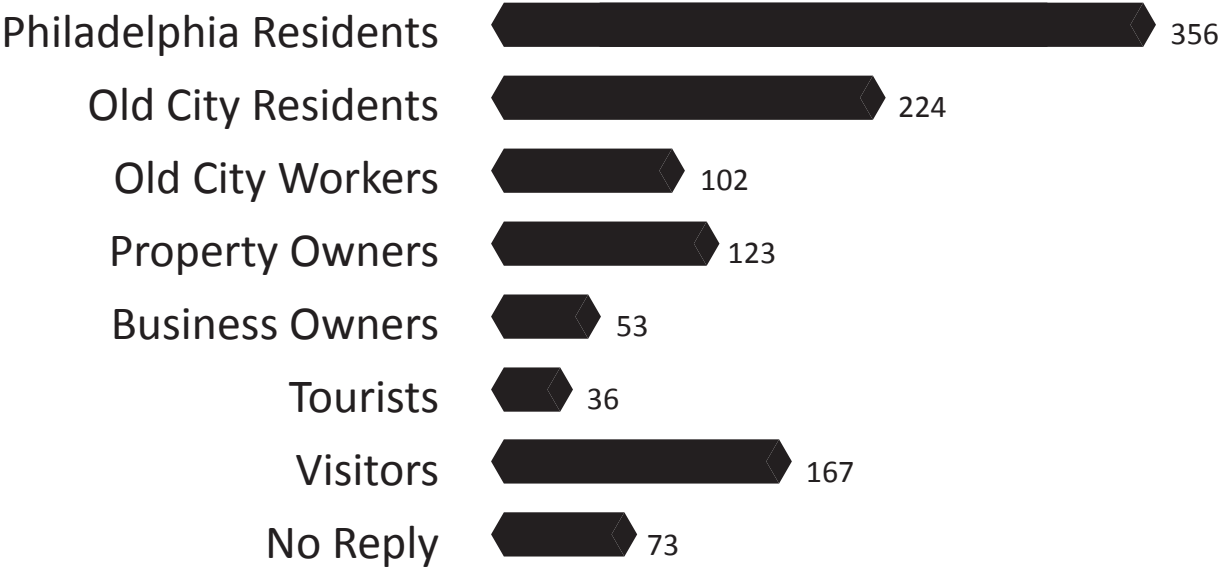
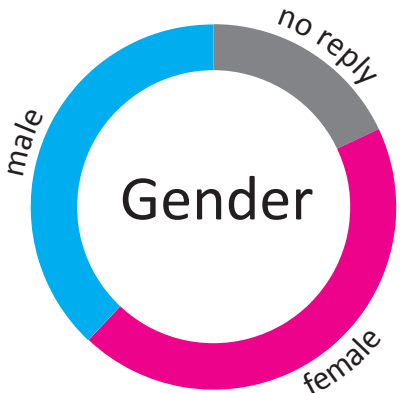
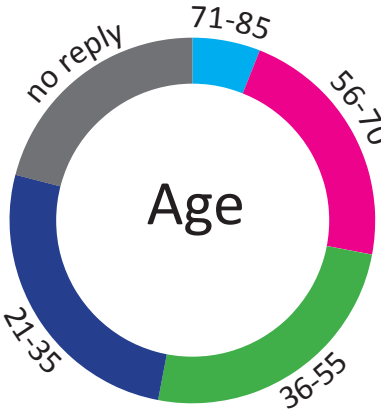
Survey Highlights

As part of the master planning process, a public survey, using Survey Monkey, was developed to gauge stakeholder insights on key issues shaping the future of Old City. While not a scientific survey, it included 472 respondents and represents a qualitative snapshot of perspectives, values, and opinions of Old City stakeholders.

The survey was posted on the project webpage (www.oldcitydistrict.org/vision2026) June 12th and closed on July 3rd. It was distributed via the Old City District's 10,000+ address email database, social media outlets, flyers at institutional partners like the Arch Street Meeting house, by word-of-mouth, and board and steering committee members. The survey was further promoted at a public open house held on June 23rd.

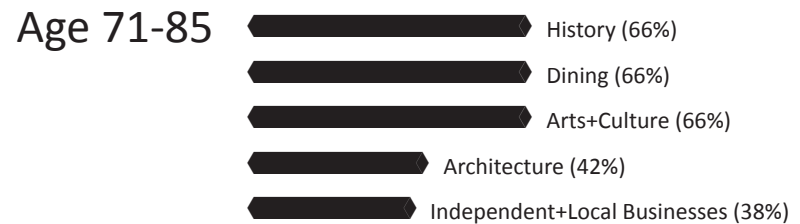
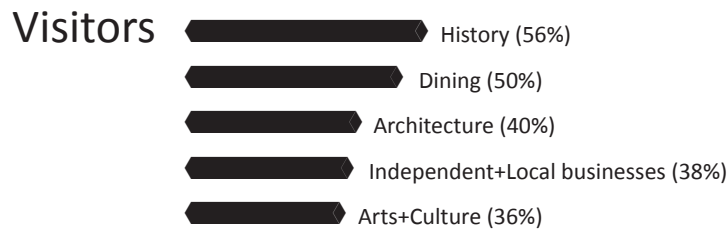
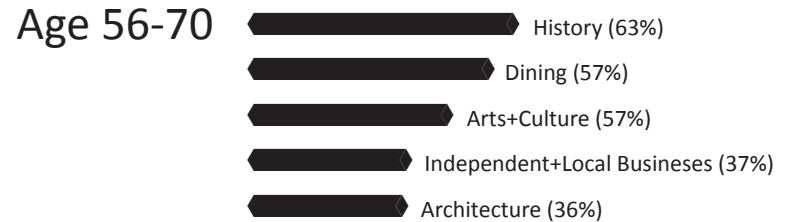
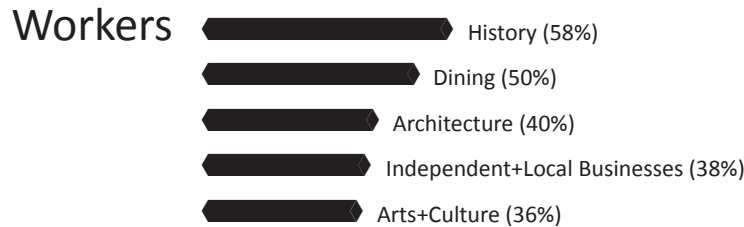
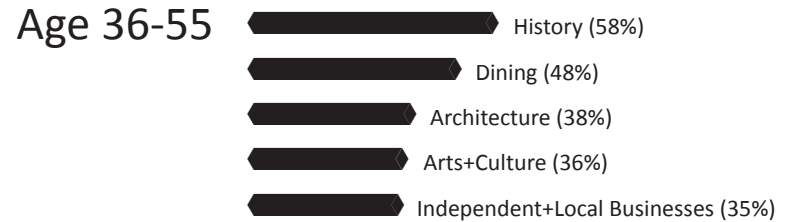
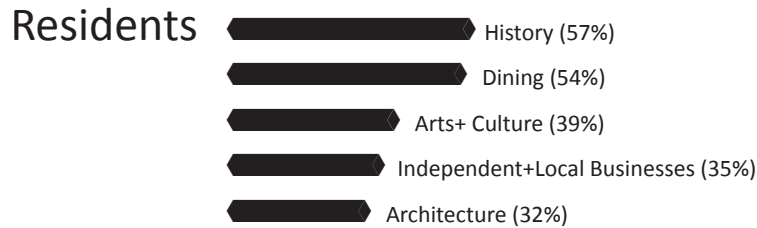
The following pages present highlights of the results of the survey. Full results, including all comments submitted, are available on the project webpage (www.oldcitydistrict.org/vision2026). Together with market research, continued stakeholder input, and best practices, they will inform the development of Vision2026.

Profile: 472 Respondents



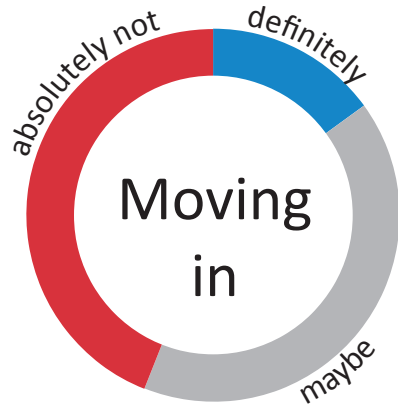
Favorite Things About Old City - History+Dining top the list

Choices included 3 of the following: Architecture, Arts+Culture, Bars+Nightlife, Dining, History, Independent+Local Businesses, Open Spaces, People-watching, Public Events, Residential Choices, Sight-seeing, Shopping.



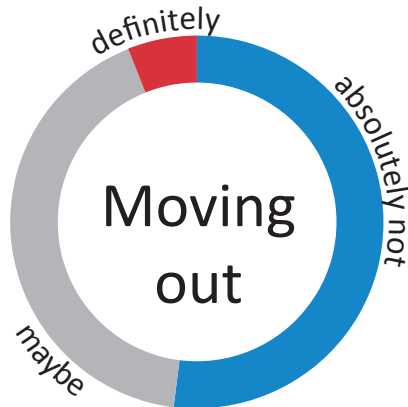
Choosing Old City (or not)

Neighborhood populations are always turning over. We wanted to get a sense whether respondents are thinking of moving into or out of Old City in the next three years and why. We make particular note of those absolutely not moving in or definitely moving out. Here's what we heard:



Absolutely not: Most prefer where they live now... others say Old City is too expensive, noisy, has too many tourists, lacking in resident-serving retail, not child-friendly, lacking green space and transit.

Maybe: I love the area. Good transit. Central location. Historic architecture. Low, dense built environment. Vibrancy. Hard to find affordable, "NON-Luxury" homes. Not enough large apartments.



Definitely: No housing for growing families, parking, noisiness, schools, affordability, looking for a yard in the suburbs.

Maybe: High cost of apartments, search for single-family options, parking, lack of a grocery store and other resident-oriented retail, becoming boring with "luxury" units.

Neighborhoods from which to borrow attributes

Old City is a totally unique Philadelphia neighborhood, but we were curious to know which neighborhood from which respondents would like Old City to borrow some attributes. Here's what we found:

Desirable Attributes

Rittenhouse Square

27%

Retail oriented toward residents, not tourists. More upscale shopping and dining. Grocery stores. Park/open space. Better public transit. Foot traffic. Better sidewalks & street lighting. High rise apartments. More and better dining & shopping.

East Passyunk

13%

Family-friendly. Laid back. Great restaurants. Community and collaboration. Good mix of unique shops and restaurants. Great nightlife without being obnoxious. Outdoor dining and the best restaurants.

Society Hill

13%

Facades of homes. Cozy. Clean streets. Single family residential balances rental dominance. Fewer panhandlers. No modern development. Trees! Peaceful. Upscale. Playspace for children. Unified community opposition to development.

Northern Liberties

10%

Good food. Retail diversity. Innovative new architecture that respects character. 3-Bedroom units that are affordable/sustainable. Artsy. Laid back. Holiday decorations. Festivals and beer gardens. Hip. Welcoming to children.

Midtown Village

8%

No vacant lots or blighted buildings. More people, less parking lots. Variety of housing. Acceptance that not every building will look like a historic row home. Mature yet innovative bar/dining scene. Locally grown businesses. Bike access.

Washington Square West

8%

Greenery. Central meeting space. Mix of businesses, including independents. More rental units. Convenient grocery stores, pharmacies, etc. Fewer vacant buildings. Park space.

Retail Opinions: Fill the Vacancy and Spruce things Up!

In many ways, ground floor and retail uses shape how neighborhoods are perceived and experienced.

We asked respondents about their perceptions of the state of storefronts in Old City.



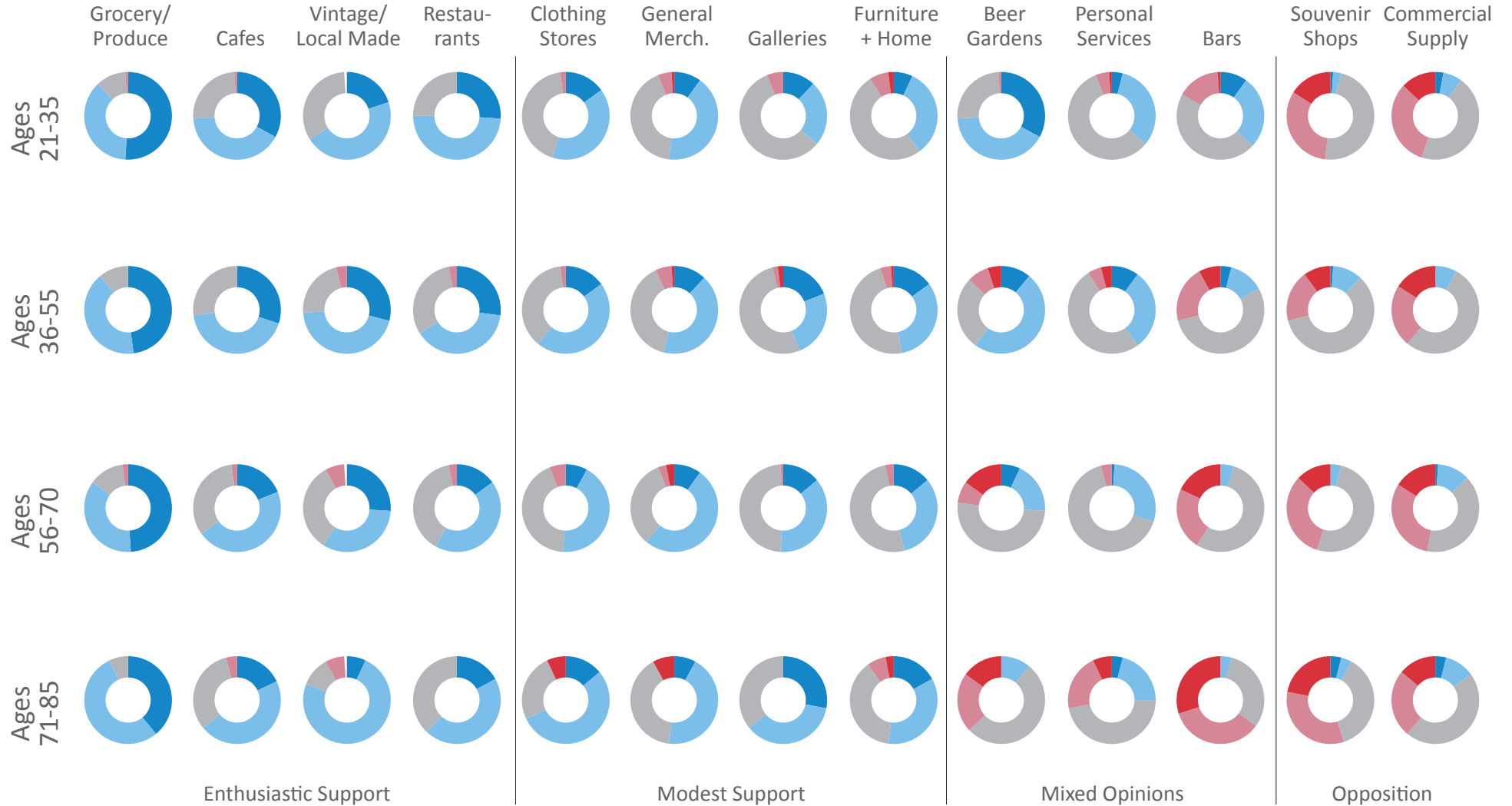
Retail Uses: Enthusiasm for Food Uses + Creative Retail

We asked whether Old City should have **much more**, **a little bit more**, **no change**, **a little bit less**, or **much less** of different types of ground floor uses:



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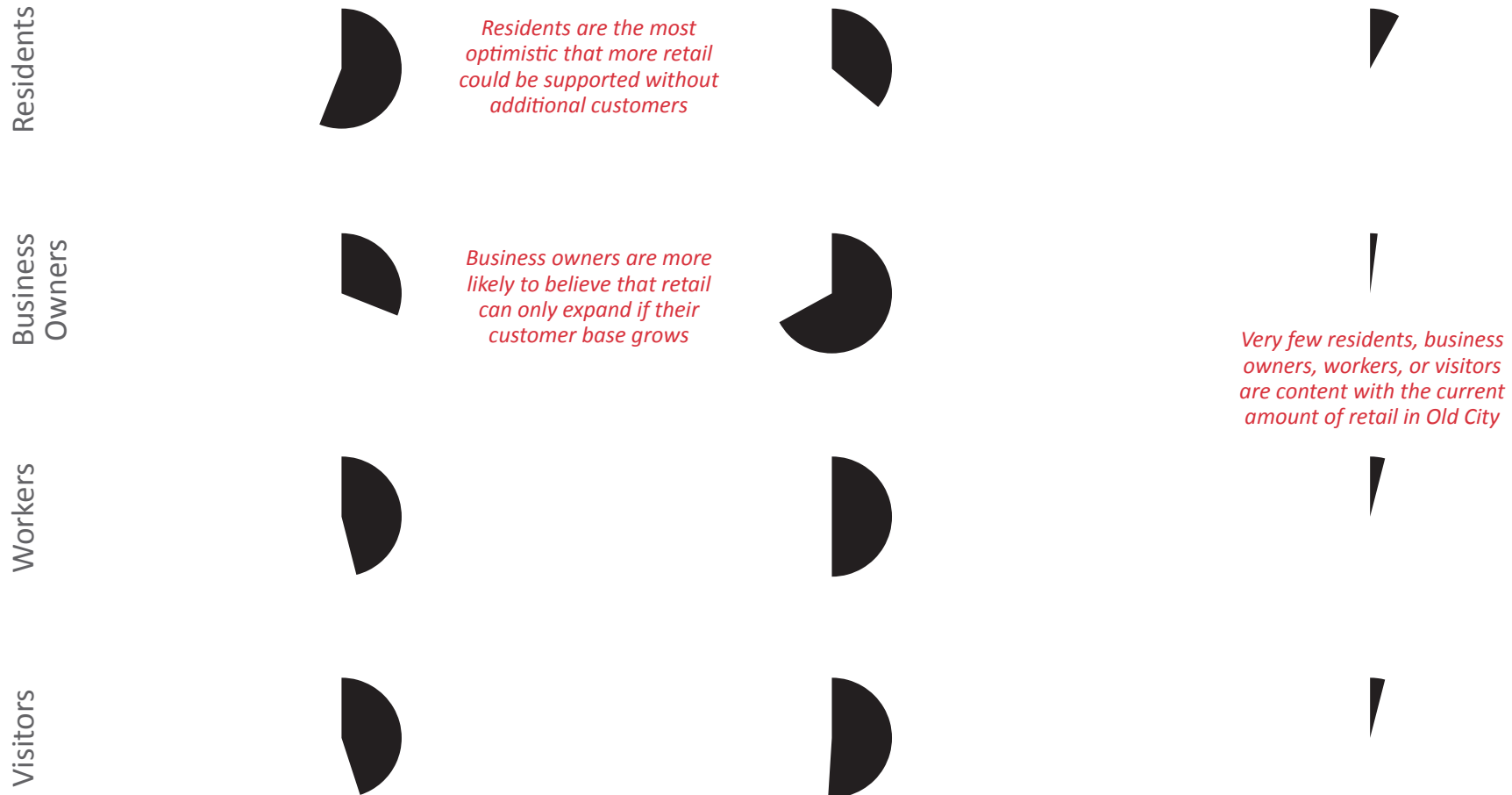
Helping the Retail Market (support is broad but varies)

Retail needs access to markets to succeed. We asked if people think those markets are sufficient, and if they'd be interested in their growth to support retail.

Additional retail CAN be supported by Old City's current residential population, workers, and visitors.

Additional retail CANNOT currently be supported. I'd like to see more residents, workers, and visitors to support retail.

Additional retail CANNOT be supported by Old City's current residents, workers, and visitors. That's OK; I like the amount of retail we have.



Near consensus: more people are good for Old City

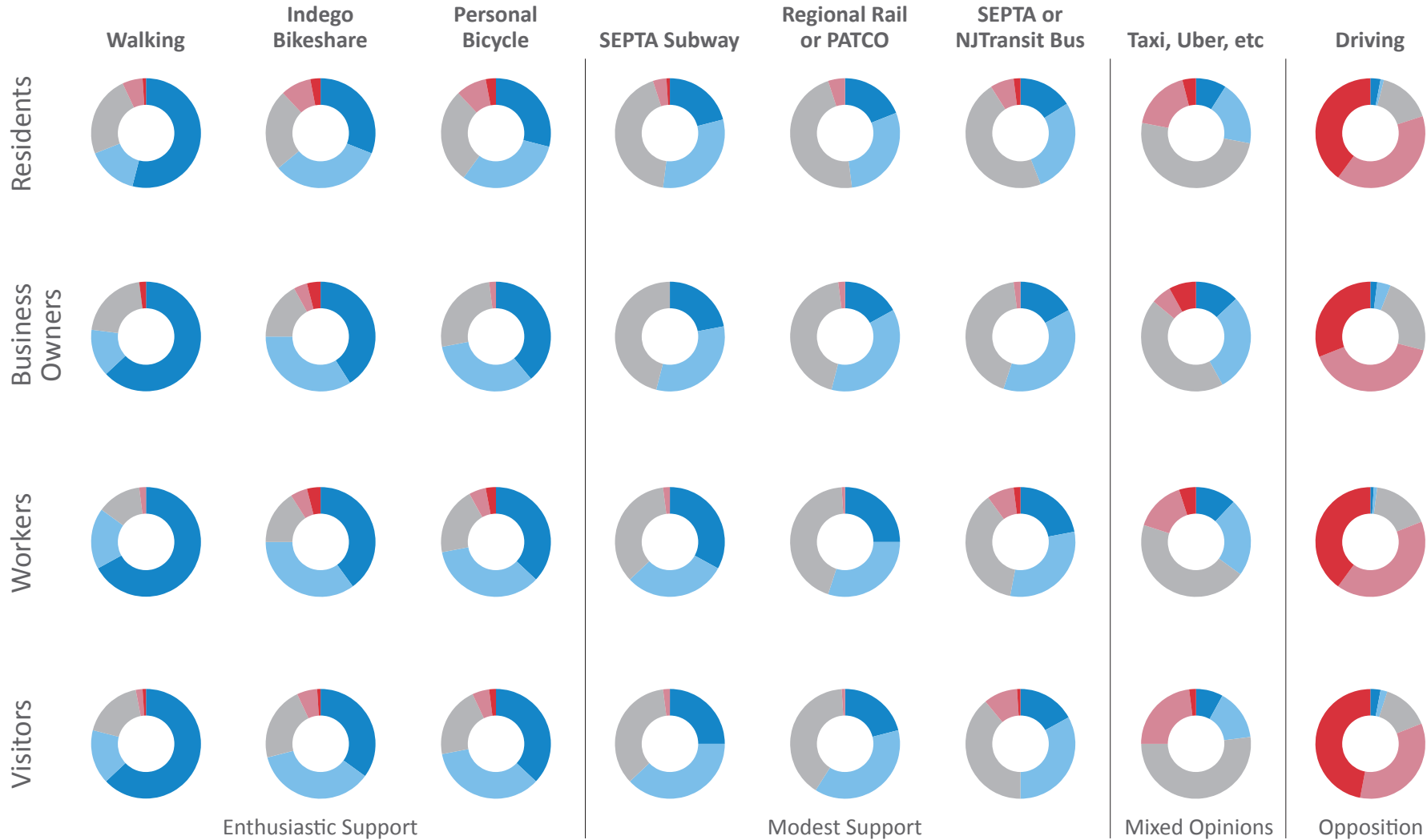
Old City has been evolving for centuries, with changing numbers of feet on the street and faces in the windows. For the next chapter of that evolution, we asked whether Old City should have **many more**, **some more**, **no change**, **slightly fewer**, or **many fewer** of different types of activities:



Perceived Transport Impacts:

**Walking and biking make Old City a better place
More Transit ridership would be good for Old City
Cars and driving undermine Old City**

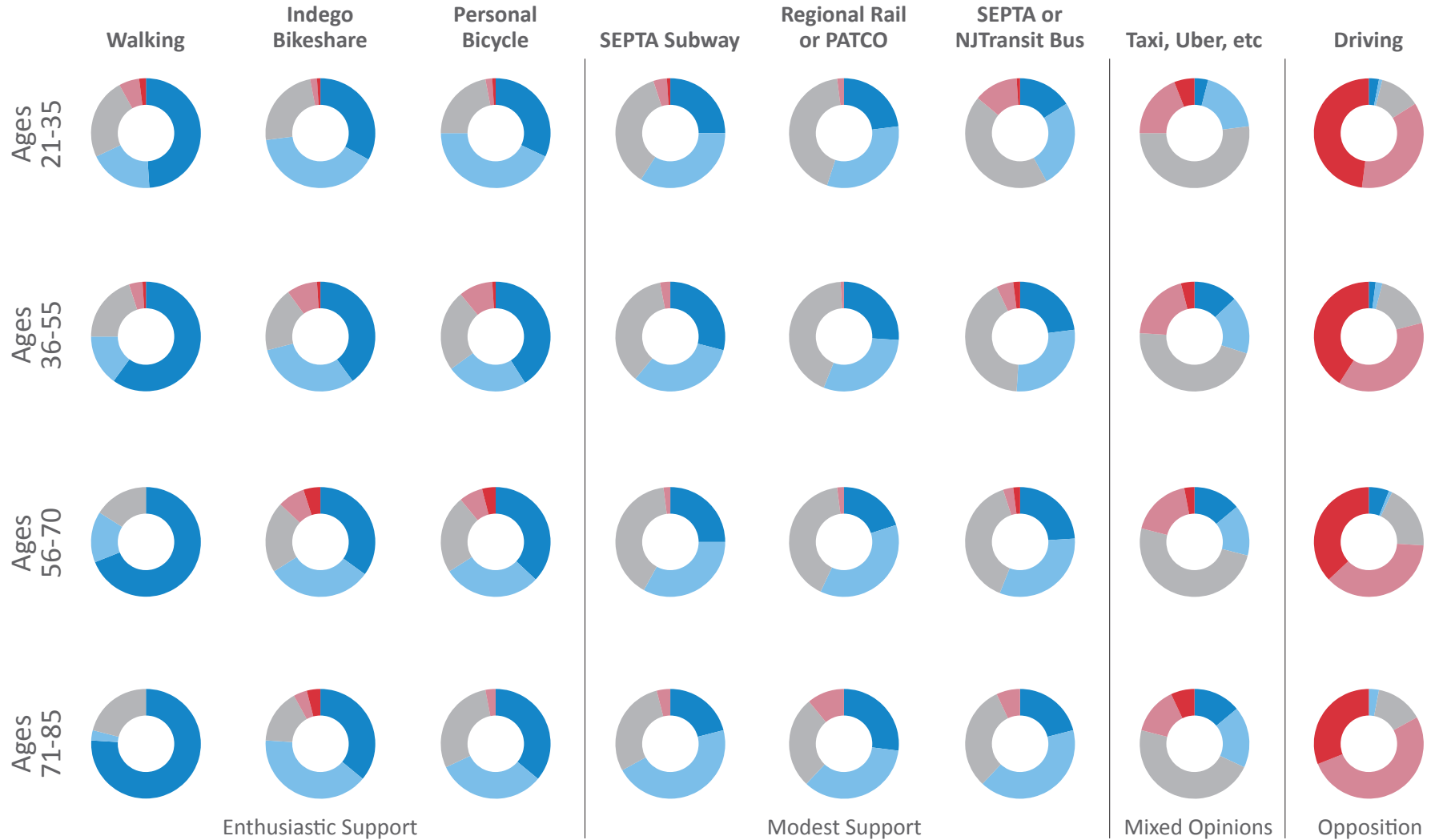
More people are choosing to live, work, shop, and visit in Old City. Their transportation choices impact the Old City experience. We asked if the experience would get a **lot better**, a **little better**, **no change**, a **little worse**, or a **lot worse** if more people traveled to, from, or within the neighborhood in various ways:



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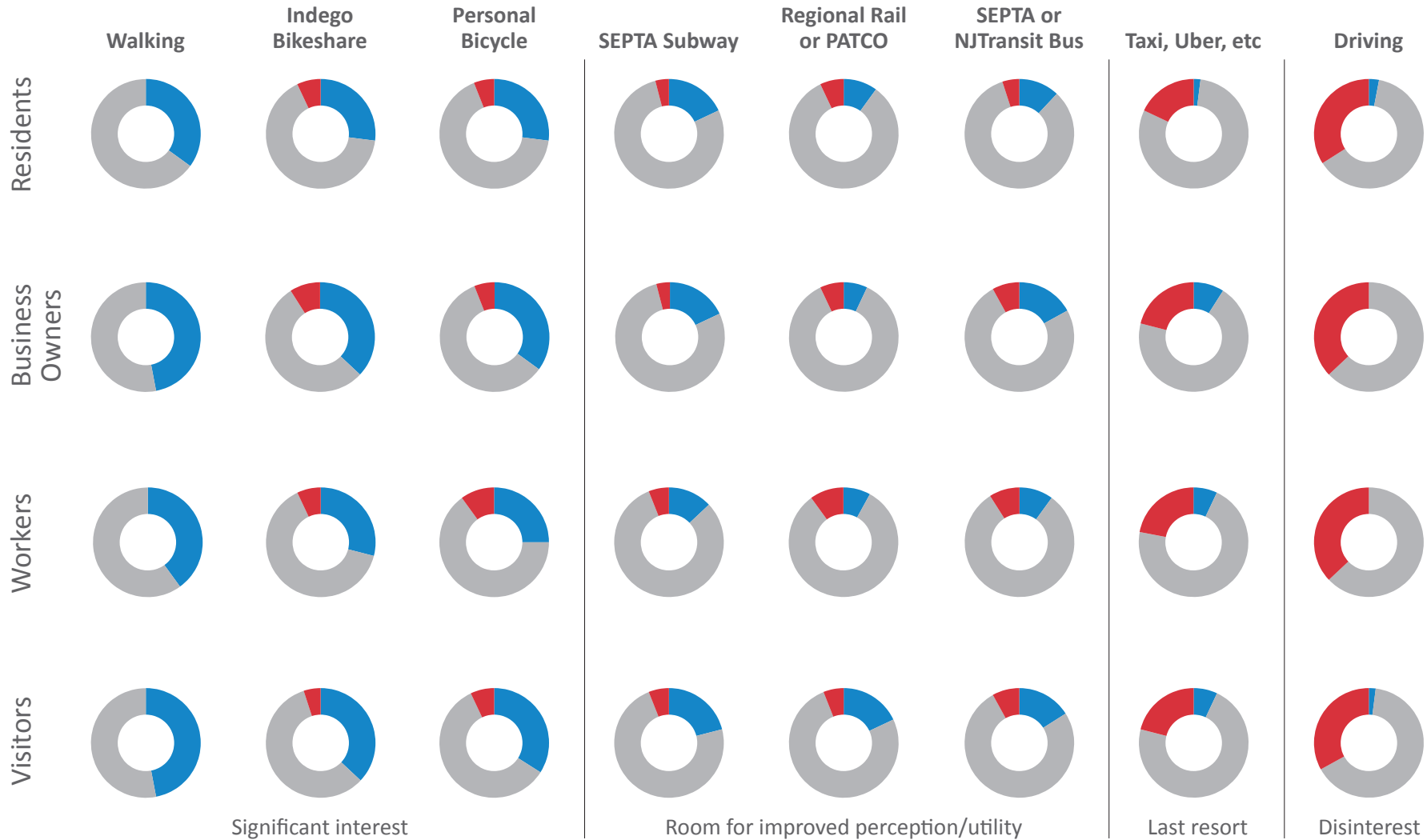
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Individual Transport Aspirations

Many want to walk and bike more
 Transit is valued but not an aspiration
 Almost nobody wants to be in a car

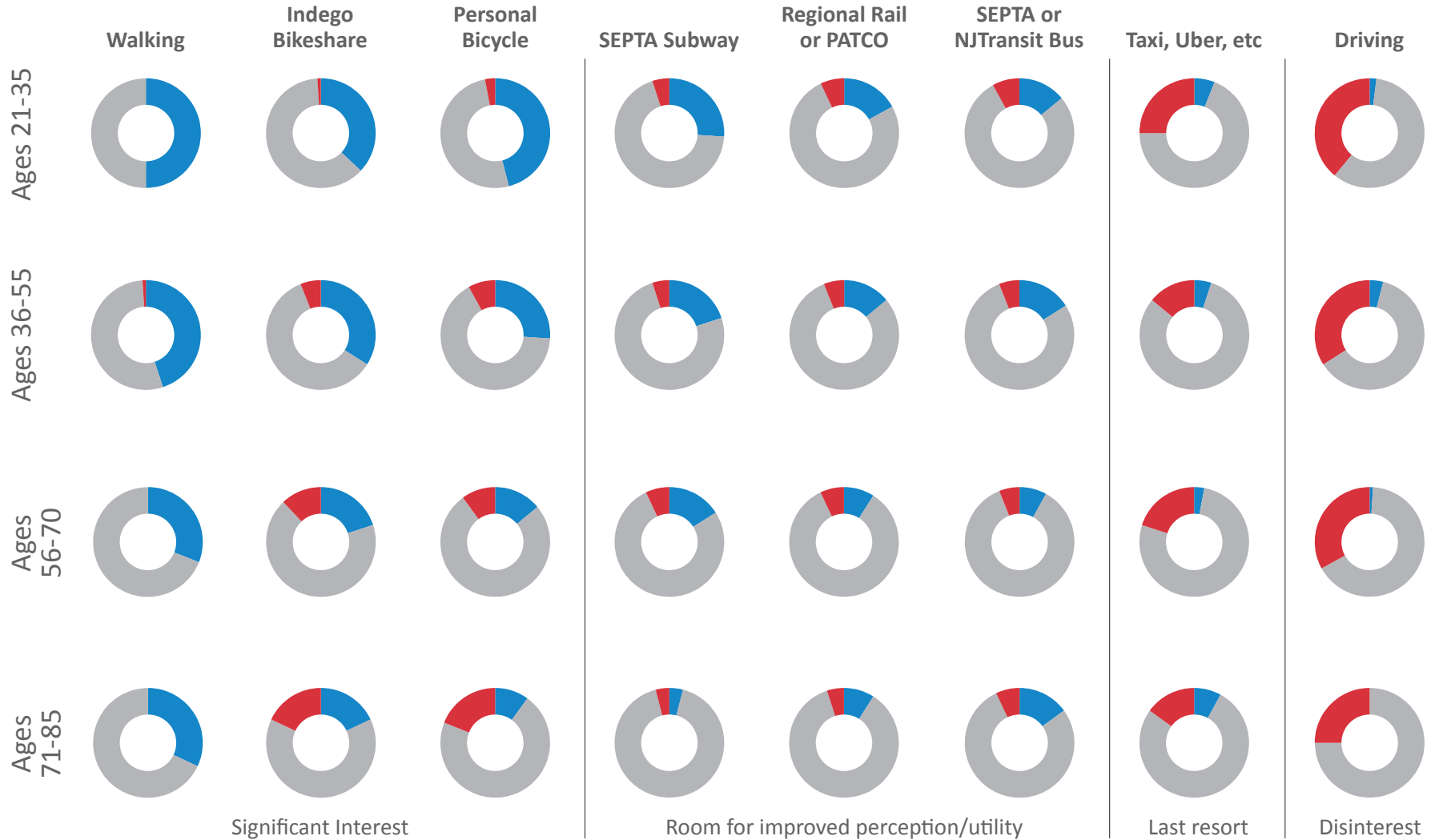
In addition to asking about what respondents would like to see from current and future neighbors, we asked people how they would like change their own transportation behavior in the future. We asked whether they would like to travel **more**, **the same**, or **less** in various ways:



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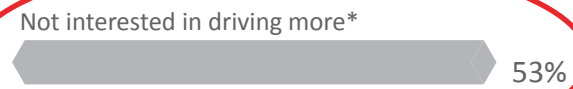
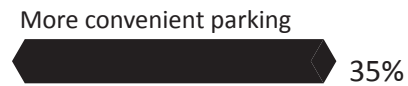
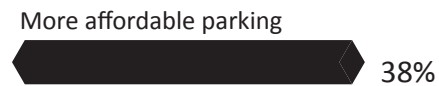
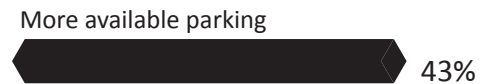
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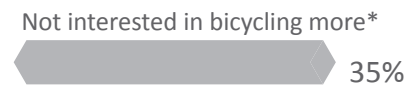
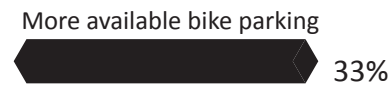
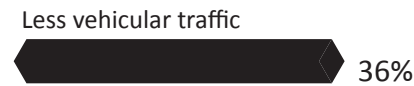
Infrastructure: Reflecting Values and Shaping Mobility Choices

Transportation decisions are shaped by many variables. We asked what changes would increase respondents' use of various modes. Keeping in mind responses to previous survey questions about personal aspirations and the impact of increased driving, bicycling and transit use on Old City, these responses will help craft a plan that reflects stakeholders' overall preferences for future neighborhood conditions. Here are the top four responses for each mode:

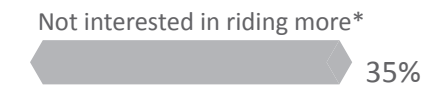
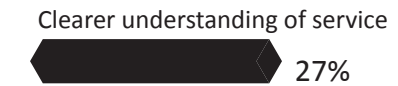
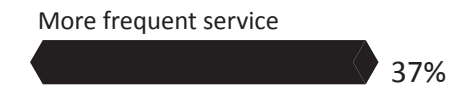
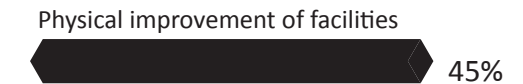
Driving



Bicycling



Public Transit

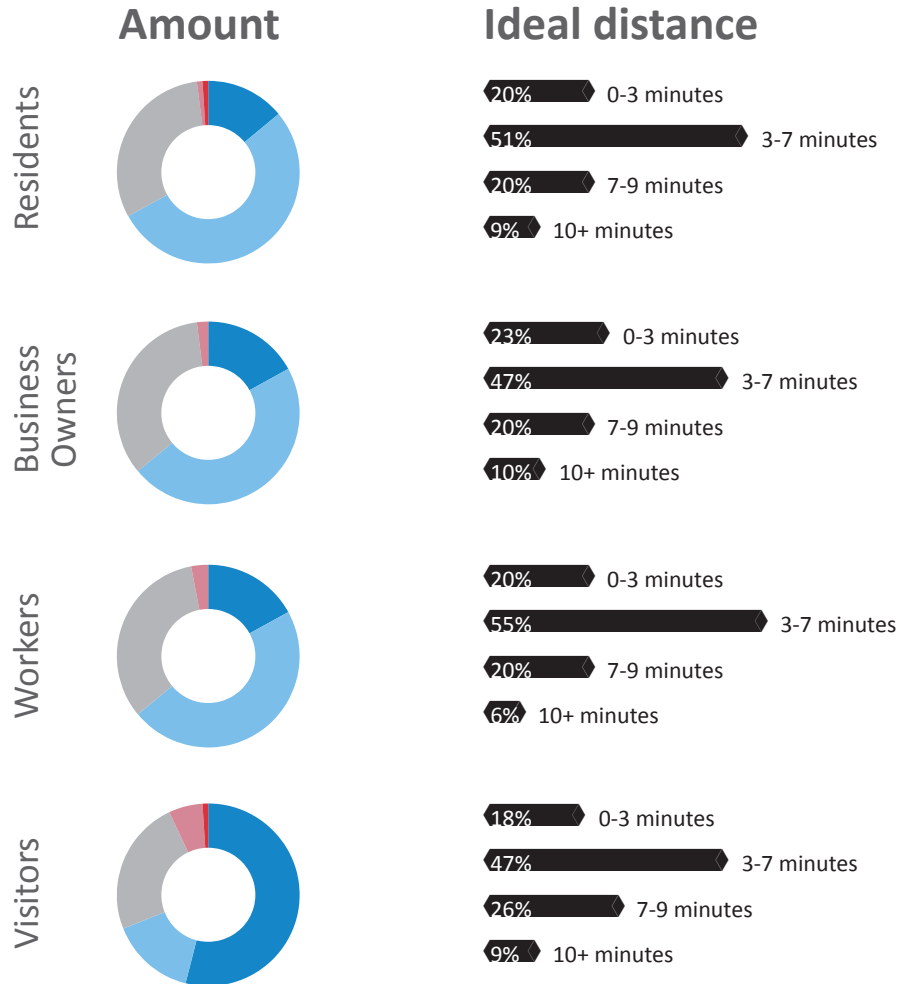


* This does not suggest that the rest (47%, 65%, and 65%, respectively), ARE interested in using this mode more, but that they might consider it, if conditions improved

Quantity + frequency of open space:

Old City has large parks at its edges and is dotted with open spaces within. We asked about the amount of open space in Old City (**way too much**, **a little too much**, **just right**, **not quite enough**, and **not nearly enough**) and how far respondents would ideally like to walk to a park or open space.

Parks, plazas, and open space compete for real estate with buildings, parking, and roads. Survey results suggest respondents are interested in more access to high-quality open space, though not necessarily on each and every block.



Selected Comments

I think Independence Park Northwest has huge potential, but it not currently laid out well. I suggest adding more trees, seating, and food truck station (like Love Park).

Should be more European-style pedestrian-only streets and plazas with al fresco restaurants and cafes.

2nd and Market “Christ Church Park” does not feel like a park at all. The walls prohibit use and it is a tragic waste of public space.

There aren’t many options left for green space when developers drive usage.

Programming helps make them engaging. Read your Jane Jacobs on how to fix Washington Square (and Independence Mall, for that matter).

The new dog park at Penns Landing is AMAZING.

More seating--especially moveable chairs so you can choose whether you want to be in the sun or the shade. More activities, like big chess sets (like the Porch at 30th Street station).

Please. Please. Please create dedicated dog parks; but restrict or ban dogs in the human parks!!! Please? I have to dodge all the crap on the sidewalk, give me some green grass to enjoy with none of this stuff in it.

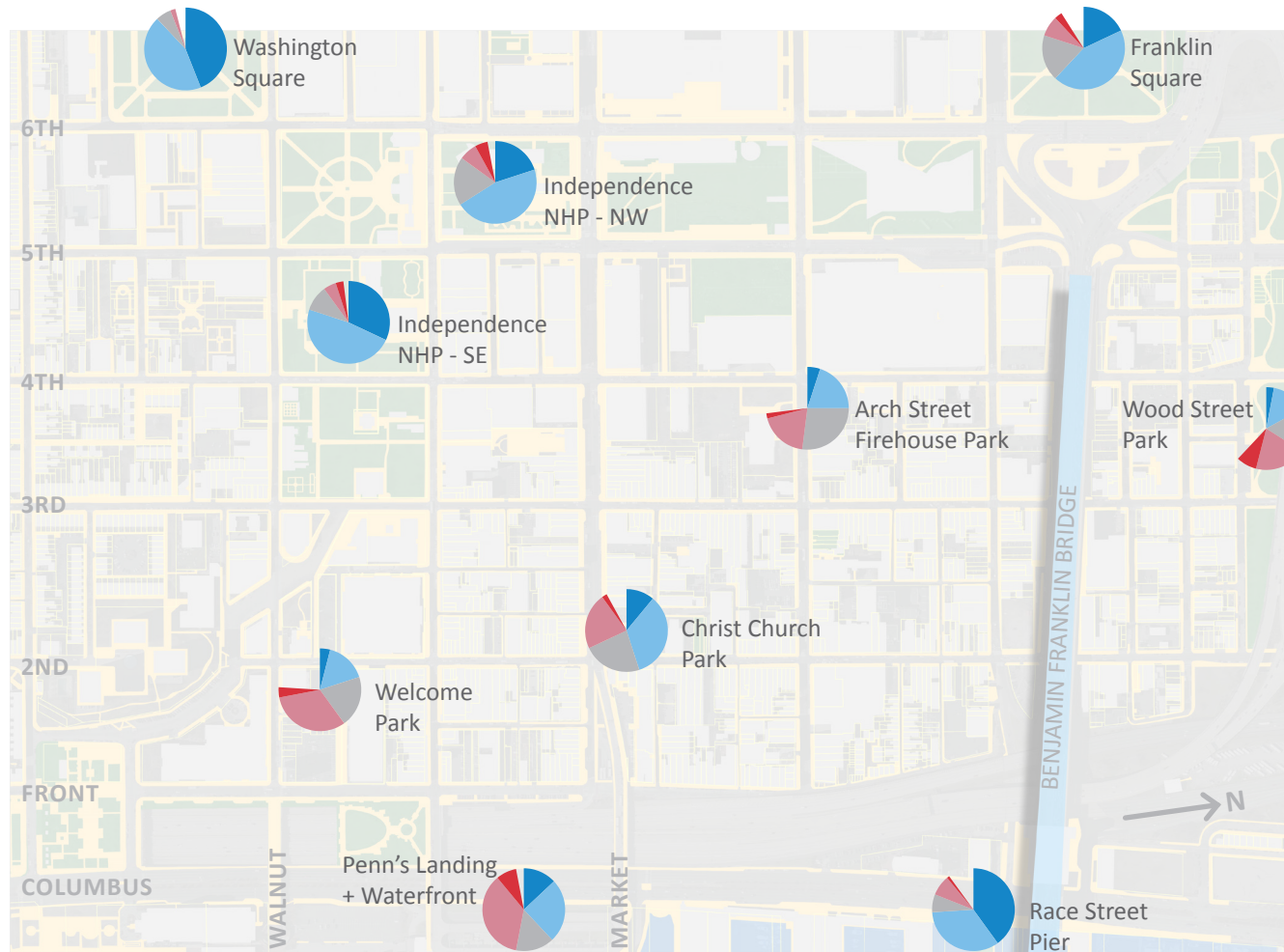
Allow the space under the Ben Franklin Bridge to be used for public events, art shows, street truck festivals, block party...

See Rittenhouse Square: Benches, farmers markets, art exhibits, fountains, flowers.

The Christ Church park is a great location but is under-utilized by the community. Issues are access and layout.

Quality of open space:

Open spaces are where people socialize, relax, and get some fresh air. We asked if ten key public spaces within Old City and just beyond its borders were among respondents **favorite places** in the city, **pretty nice**, moderate, **in need of improvement**, or **avoided**. Sometimes, they registered no opinion at all.



Beloved: Washington Square, Race Street Pier, and the southeast section of Independence National Historic Park, are widely enjoyed.

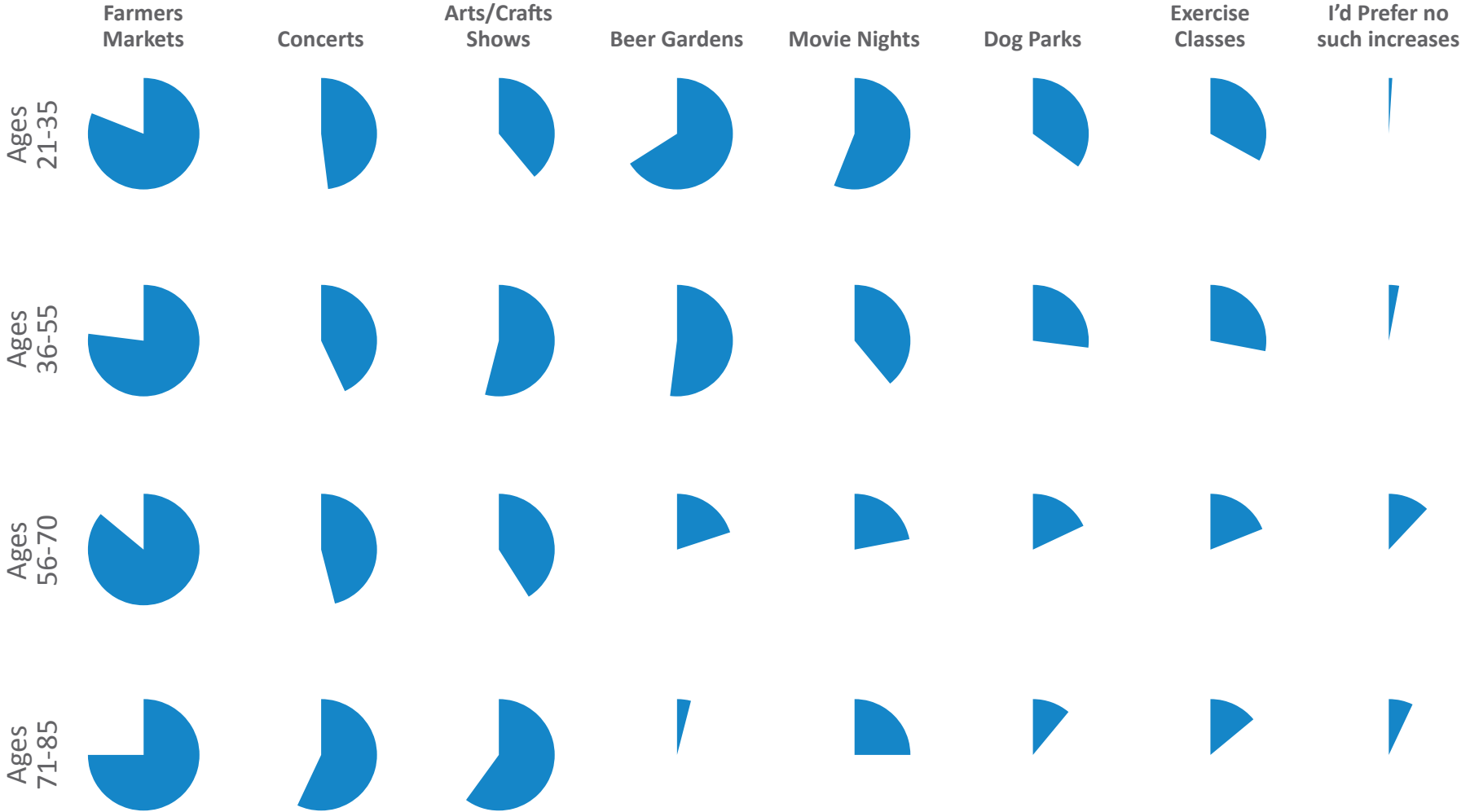
Appreciated: Franklin Square and the northwest section of Independence National Historic Park are not beloved, but perceived as general assets.

Overlooked: Welcome Park, Arch Street Firehouse Park, and Wood Street Park are subject of mixed opinions, with many respondents registering none at all.

Opportunities to become beloved: Penn's Landing and Christ Church Park are considered nice, but with room for improvement. The central location of Christ Church Park makes it an especially promising opportunity.

Activating Open Spaces

Some parks are passively used; others are more actively programmed. Before considering what might be appropriate where, we wanted to get a sense of which types of activities respondents would be interested in being introduced or expanded. Given eight options, we asked they select up to three.



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