



PROVEN APPROACHES, FRESH PERSPECTIVES SINCE 1970



SCOTTS CORNERS BUSINESS DISTRICT RESIDENT SURVEY

PREPARED FOR:
Pound Ridge Water/Wastewater Task Force



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BACKGROUND, OBJECTIVES, METHODOLOGY

Background, Objectives

In May 2015, the Pound Ridge Community Town Board authorized the creation of the Pound Ridge Water/Waste Water Task Force. The Task Force was created to advise and assist the Town Board in developing potential long-term solutions in the provision of potable water and waste water treatment in Scotts Corners.

The Task Force has performed an extensive Background Study of the Scotts Corners area. The study entailed soil mapping, current and potential water usage, and water well and septic system locations for each property. The report also included a compilation of all previous studies performed to date. In addition to the Background Study, the Task Force also contracted for an in-depth study to determine how residents of Pound Ridge felt about the Scotts Corners Business District – how it is perceived today and how it should be shaped to better serve the community in the future.

Methodology

To meet research objectives, a mail survey was implemented. On March 31, 2017, a survey packet was mailed to 1,926 Pound Ridge community residents. The survey packet included a four-page questionnaire, a postage-paid return envelope and two covering letters – one outlining the research objectives and the other providing background information regarding the Pound Ridge Water/Waste Water Task Force.

All surveys were returned to, opened and tabulated by Beta Research Corporation according to standard market research practices. A total of 38 post office returns were eliminated, leaving a net effective mailing of 1,888. At the designated closing date of May 8, 2017, a total of 591 usable questionnaires were received for a response rate of 31.3%. Findings based-off total, are accurate within a range of $\pm 4.0\%$ at the 95% confidence level.

Reporting Note: Data in this report may not add to 100% due to multiple responses, rounding or a percent of “other” not shown. Findings are also reported on those responding to each question and not on the base size of 591.



PROVEN APPROACHES, FRESH PERSPECTIVES SINCE 1970

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Satisfaction with Scotts Corners Business District

Half (53%) of the Pound Ridge residents who participated in the survey are dissatisfied with the Scotts Corners Business District – 18% were very dissatisfied.

- ✓ Younger (under 65) and employed residents were more likely to state their displeasure than older (65+), retired respondents (61% vs. 39% and 57% vs. 39% respectively).

The main reasons for not being happy with Scotts Corners, indicated by the majority of respondents, centered around the lack of stores (96%), restaurants (74%) and the unappealing look and feel of the area (82%).

While the majority (54%) felt that the current size of the Scotts Corners Business District was adequate, very young residents (under 45) would like to see the area expanded to include more retailers, businesses and restaurants.

For three-quarters the businesses in Scotts Corners do not meet their family's shopping needs – significant differences among residents include: female vs. male (80% vs. 71%), very young vs. older (86% vs. 66%) and employed vs. retired (77% vs. 68%). Of all the stores that could be added to the Scotts Corners Business District, a local pharmacy (73%) is the most logical choice, followed by food-related merchants such as: bagel shop (49%), deli (48%), gourmet bakery/pastry shop (47%), coffee/sandwich shop (43%), ice cream parlor (43%) or ethnic restaurants (40%).

Two-thirds (64%) would like to see the business district transformed into a venue that would attract residents from surrounding communities. Seven-in-ten (71%) believe the focus of the stores in Scotts Corners should be varied.

Respondents are more likely to visit a restaurant (95%) or a retailer (92%) than a business (79%) in Scotts Corners. Respondents shop Scotts Corners Business District retailers about 6.2 times per month, on average – twice as often as they frequent restaurants (2.7 per month) or businesses (3.4 per month).

Top three reasons for shopping Scotts Corners Business District are: Important to patronize local businesses (64%), stores are conveniently located (56%) and the merchants and their staffs are friendly (49%).

EXECUTIVE SUMMARY continued

Housing in the Scotts Corners Business District

Roughly half (49%) believe the current housing options in Scotts Corners are satisfactory – very young (under 45) vs. older (65+) residents (61% vs. 45%) were more likely to state this, while older respondents were significantly more inclined to want housing options within walking distance from town than their younger counterparts (33% vs. 16%).

Of the three housing options, respondents were most interested in smaller, affordable single-family homes for senior residents (47%) – not surprisingly, respondents over 45 compared to very young respondents (under 45) were more inclined to want the senior housing. Of the remaining housing options, 32% agreed with building townhouses and 28% to adding more rental properties to the Scotts Corners Business District.

Septic/Water Treatment Systems in Scotts Corners Business District

After reading a brief description about the septic issues facing the Scotts Corners Business District, 75% of all respondents agreed that the town needs to address these concerns – 87% said it was important to do so (very or somewhat).

However, less than half (47%) agreed that the town residents, as a whole, should be held financially responsible for the modernization of the Scotts Corners Business District septic system; and, when broached with the possibility of only solving the problem if the entire township financially contributed, only one-in-ten (12%) changed their minds and would support this obligation.

Other Townships

Top four townships most often frequented by no fewer than nine-in-ten include: Mount Kisco (96%), Bedford (95%), Stamford (94%) and New Canaan (93%). (Note: These findings should consider those Pound Ridge residents who might work in these areas.)

EXECUTIVE SUMMARY continued

Respondent Profile

Residents of Pound Ridge who participated in the study were about 60 years of age, on average: 12% were under 45, 22% 45-54, 27% 55-64 and 39% were 65 or older.

A little over half (53%) were female, 84% were married and 29% have children under the age of 18 living with them.

More than two-thirds (68%) are employed – 43% full-time, 8% part-time and 18% are self employed. 25% of those participating in the survey were retired.

Virtually all (99%) own their home – 96% a single family home, 2% a multiple family home and 1% a co-op or condo in NYC.

On average, full-time and part-time residents of Pound Ridge have been residing in this community for at least 20 years:

- ✓ Full-time mean years: 21.3
- ✓ Part-time mean years: 20.0

TAKEAWAYS

Based on the findings, the majority of residents are not satisfied with the way Scotts Corners is being managed and would like to see businesses integrated into this area better suited for their families as well as the families surrounding Pound Ridge. While most would like to see a more varied selection of businesses in Scotts Corners, a pharmacy, by far, is the one business that should be added. Small family-owned restaurants such as a bagel store, deli, pastry shop or ice cream parlor would also be welcomed; while at the same time strengthening the local economy and building a sense of community so many value as residents of Pound Ridge. The curb appeal of the business district will also have to be addressed since so many obviously find it unappealing and in need of upgrading.

Transforming Scotts Corners into a venue that will meet the needs of younger and older Pound Ridge residents will be challenging. While virtually no one thinks the business district is too big, younger respondents feel the current housing options are sufficient and older respondents are more likely to want housing options within walking distance to town. And, while it doesn't seem that rental housing in the business district is the answer, smaller more affordable single family housing is of interest to residents facing retirement or who are already retired.

Residents acknowledge the current septic system issues in Scotts Corners and the importance of correcting them. In spite of this, obtaining full financial community support to pay for modernizations could be problematic. With that said, there are a lot of residents on the fence about this issue. Perhaps more information needs to be disclosed about the project (i.e., how much will it cost, how long it will take and how it will benefit the Pound Ridge community, etc.) before these residents can determine if they will financially support it.

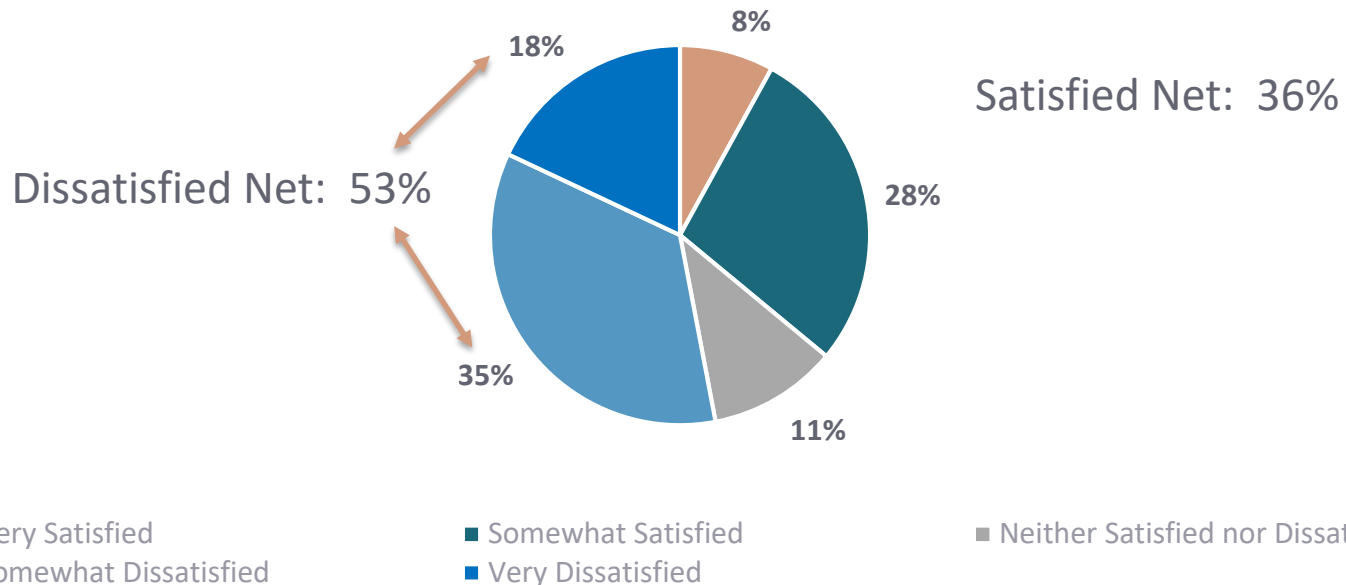
DETAILED FINDINGS



Satisfaction with Scotts Corners Business District

The majority (53%) of Pound Ridge residents who participated in the research are dissatisfied (somewhat or very) with the management of the Scotts Corners Business District – one in five (18%) are “very dissatisfied.”

✓ Younger (under 65), employed residents are significantly more likely to be dissatisfied than older (65+), retired residents (61% vs. 39% respectively). (Data not shown.)



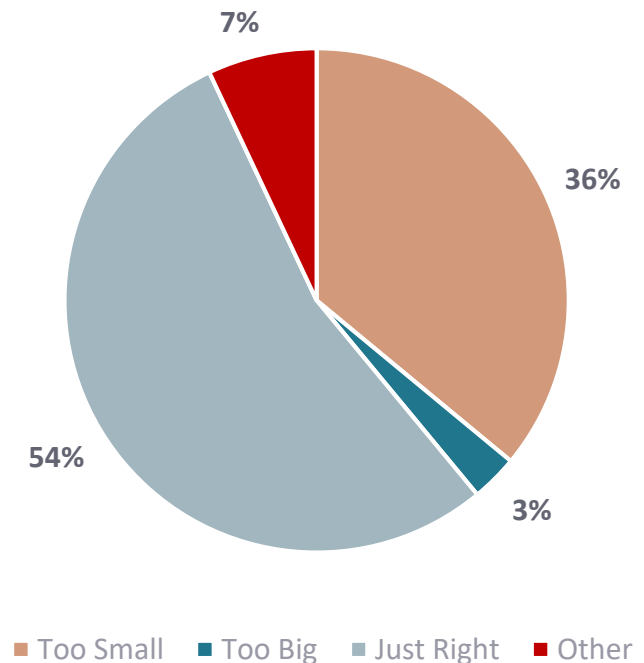
Scotts Corners Business District Curb Appeal

While most (54%) agree with the current size of the Scotts Corners Business District, one-in-three (36%) think it's too small and should be expanded – those under 45, are significantly more likely to feel that this area needs to be further developed than older residents (51% vs. 33%).

Among those residents who were openly “dissatisfied” with the current state of the Scotts Corners Business District, nearly all would prefer a better selection of stores (96%). Curb appeal is also a big deterrent (82%).

Top Two Box Agreement Completely/Somewhat Base: 304 Dissatisfied (Very/Somewhat)

- ✓ The lack of store selection 96%
- ✓ Aesthetically unappealing 82%
- ✓ Lack of restaurants 74%
- ✓ Poor quality stores 46%
- ✓ Prices in stores/restaurants not competitive 42%
- ✓ Inconvenient business hours 32%
- ✓ Parking is inconvenient 25%
- ✓ Poor quality restaurants 19%
- ✓ Difficult to get around 13%

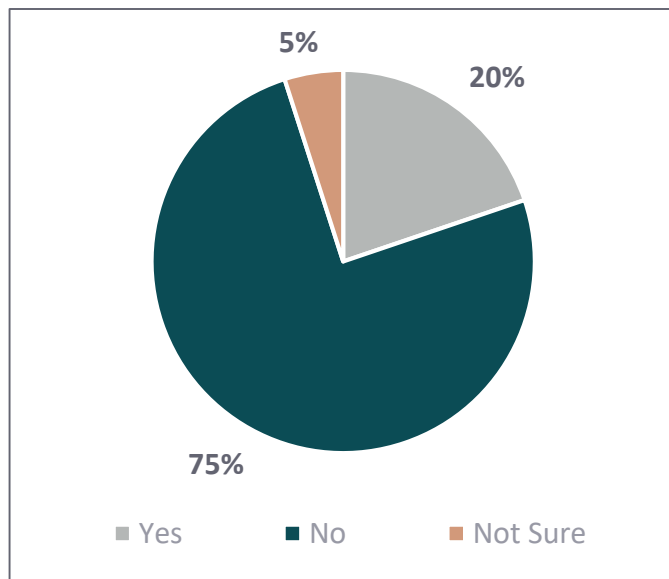


CHANGES TO SCOTTS CORNERS BUSINESS DISTRICT

A full three-quarters (75%) don't believe the businesses in Scotts Corners offer what their families need – significantly more female (80%), younger (under 65 - 81%) and employed respondents (77%) felt this way than their sample counterparts.

While nine-in-ten (90%) would like some type of food-related merchants added to the Scotts Corners Business District, a local pharmacy (73%), by far, is the number one business that residents would like to see. Businesses to consider include: Bagel Shop (49%), Deli (48%), Gourmet Bakery/Pastry Shop (47%), Coffee/Sandwich Shop (43%), Ice Cream Parlor (43%) and an Ethnic Restaurant (40%). (See tabulations for full list.)

Meets My Family's Needs



Does Not Meet Family's Needs Base: 442

- ✓ Pharmacy (73%)
- ✓ Food/Restaurants Net (90%)
 - ✓ Bagel Shop (49%)
 - ✓ Deli (48%)
 - ✓ Gourmet Bakery/Pastry Shop (47%)
 - ✓ Coffee/Sandwich Shop (43%)
 - ✓ Ice Cream Parlor (43%)
 - ✓ Ethnic Restaurants (40%)
 - ✓ Gourmet Food Shop (33%)
 - ✓ Fish Market (26%)
 - ✓ Produce Market (22%)
 - ✓ Combination Restaurant/Jazz Club (20%)
 - ✓ Health Food Store (19%)
- ✓ Physical Fitness (28%)
- ✓ Bank (27%)
- ✓ Movie Theatre (25%)
- ✓ Clothing Store (24%)

3a. Does the current selection of businesses and services meet the needs of you and your family?

3b. Which of these businesses or services would you like to see incorporated or enhanced in the Scotts Corners Business District?

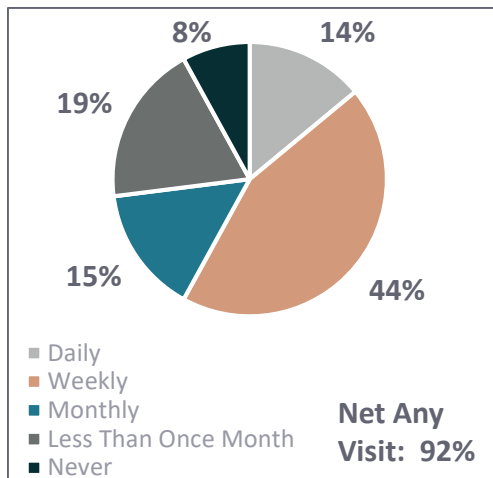
FREQUENCY OF VISITING SCOTTS CORNERS BUSINESS DISTRICT

Two-thirds (64%) agree that the Scotts Corners Business District should have venues to attract residents from surrounding communities.

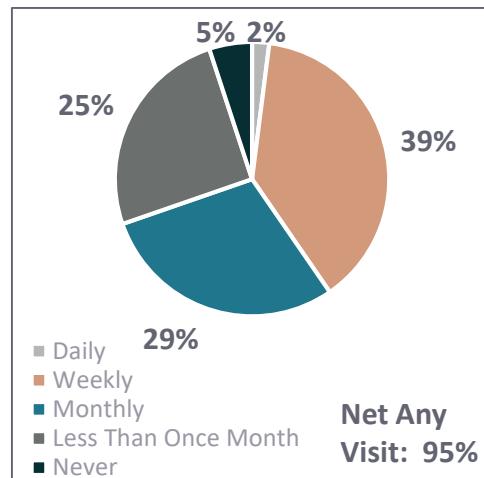
- ✓ Draw residents from neighboring towns (64%)
- ✓ Only meet the business and service needs of Pound Ridge residents (24%)
- ✓ Become a destination town drawing residents from NYC or other far away towns (11%)

Respondents are more likely to patronize the retailers and restaurants in Scotts Corners than they are the businesses – one-in-six (16%) have never used the services offered by Scotts Corners businesses.

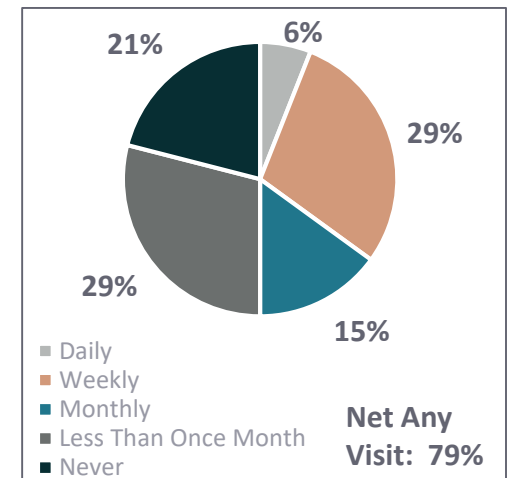
Retailers: Mean Visits Per Month = 6.2



Restaurants: Mean Visits Per Month = 2.7



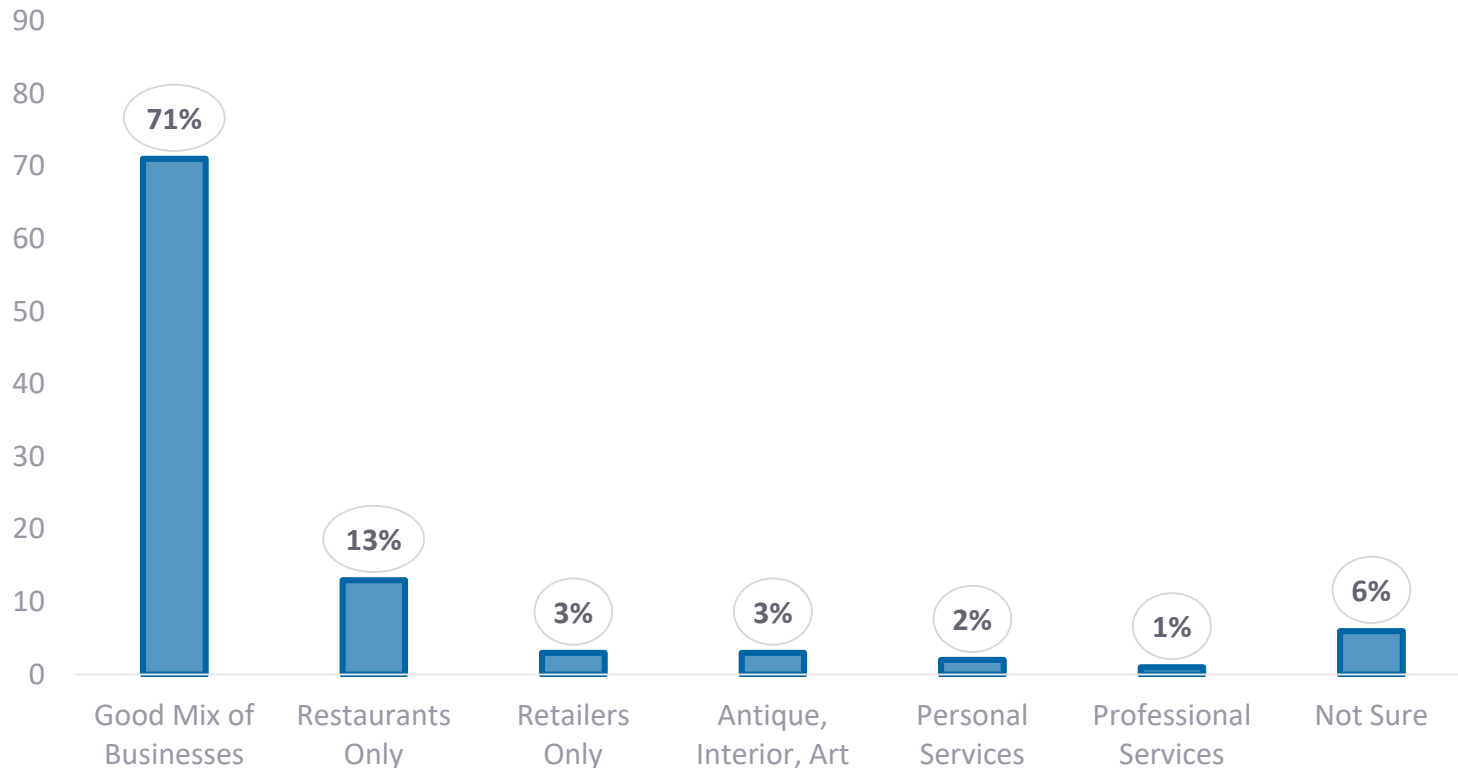
Businesses: Mean Visits Per Month = 3.4



4. Which one statement best reflects your opinion about the Scotts Corners Business District?
 5a. How often do you patronize retailers, restaurants or businesses in the Scotts Corners Business District?

SCOTTS CORNERS BUSINESS DISTRICT FOCUS

Without a doubt, Pound Ridge residents would like to see a good mix of businesses in Scotts Corners.

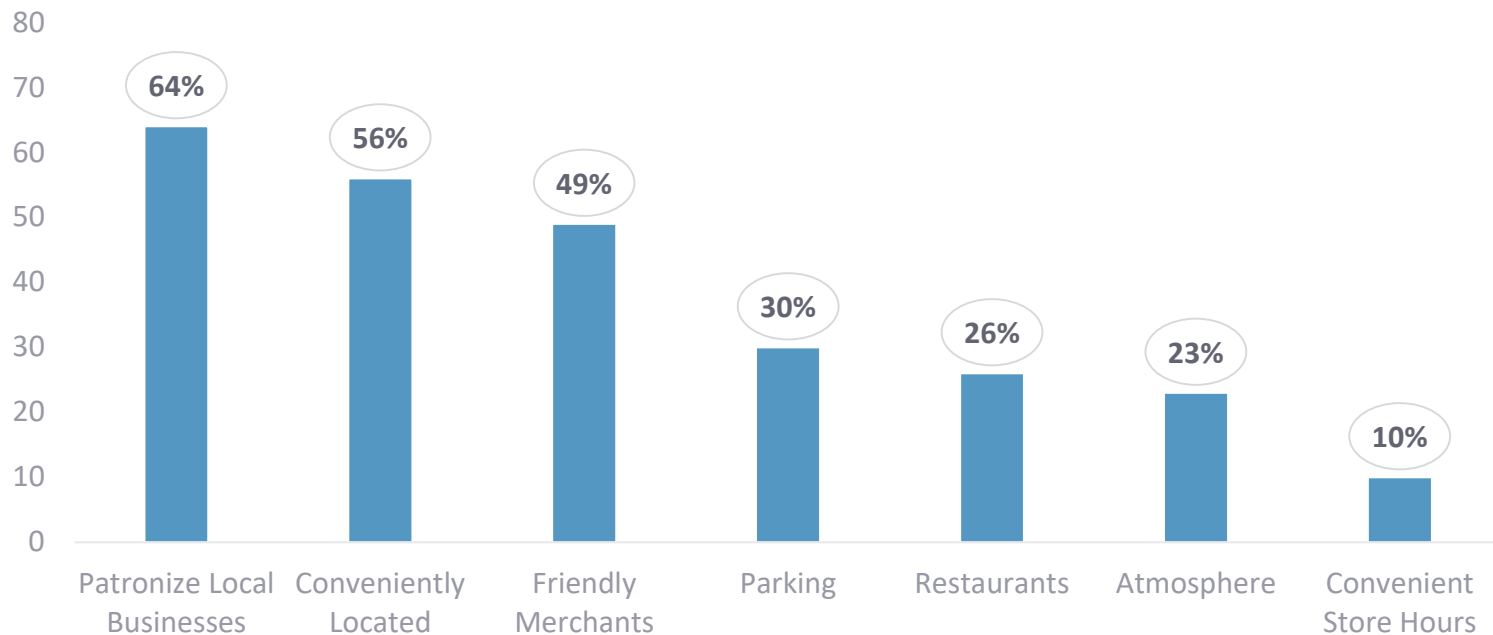


5b. In your opinion, on which one type of business should the Scotts Corners Business District focus?

REASONS WHY RESIDENTS FREQUENT SCOTTS CORNERS BUSINESS DISTRICT

Top three reasons to shop Scotts Corners are: It’s important to patronize local businesses (64%), the stores are conveniently located (56%) and the merchants and their sales staffs are friendly (49%).

Interestingly, younger (under 65) and employed residents of Pound Ridge are significantly more likely to acknowledge the importance of supporting local community businesses than older (65+) and retired residents (69% vs. 57% and 67% vs. 55% respectively).

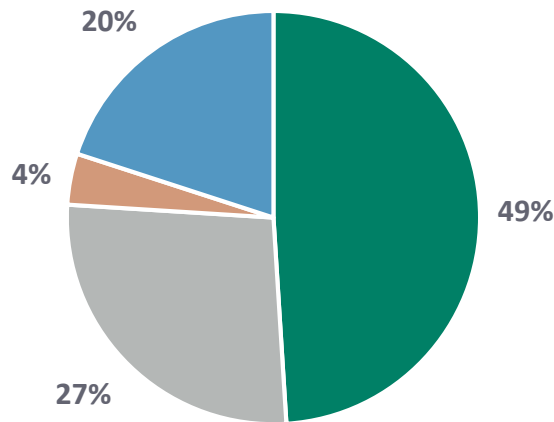


6. Please select three reasons that best describe why you like going to the Scotts Corners Business District. (Only Data for 10% or more are charted. See tabulations for full list.)

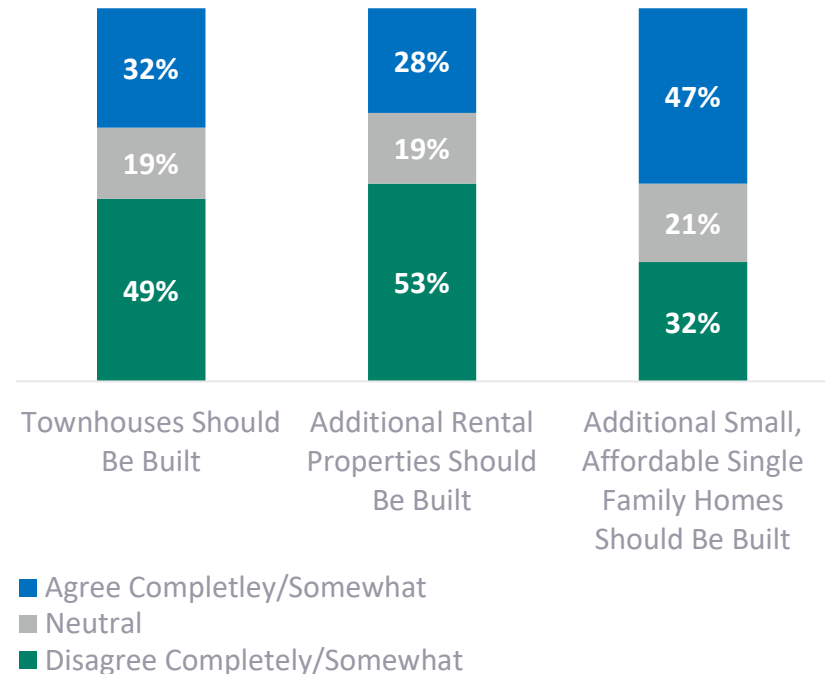
SCOTTS CORNERS BUSINESS DISTRICT HOUSING

While roughly half (49%) agree with the current housing options in Scotts Corners, significantly more very young (under 45) vs. older (65+) respondents (61% vs. 45% respectively) felt this way. The older population (65+) is significantly more likely to want more housing options within walking distance to town than younger (under 45) residents (33% vs. 16%). (Data not shown.)

The best housing solution for Scotts Corners seems to be building smaller, affordable housing for the seniors – 47% agree (completely or somewhat) with this strategy.



- Current Housing is Sufficient
- More Housing Assesible to Town
- Less Housing Assesible to Town
- None of these



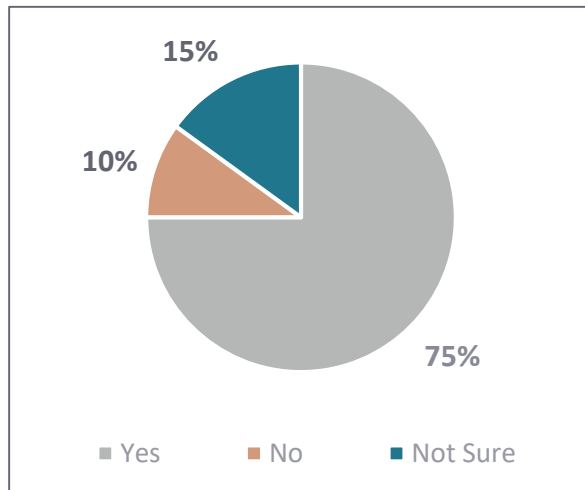
- Agree Completley/Somewhat
- Neutral
- Disagree Completely/Somewhat

7. In general, how do you feel about the housing options in the Scotts Corners Business District?
8. Please indicate your agreement with each of the following ideas.

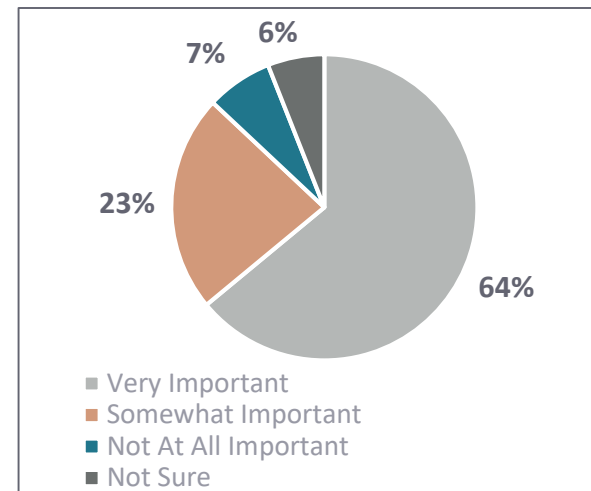
SCOTTS CORNERS BUSINESS DISTRICT SEPTIC/WATER TREATMENT

Three-quarters (75%) of all respondents are concerned with the current septic system in Scotts Corners, and nearly nine-in-ten (87%) acknowledge the importance (very or somewhat) of addressing this issue.

Should Town Address Current Septic System Problem



Importance of Town Addressing Septic System Problems



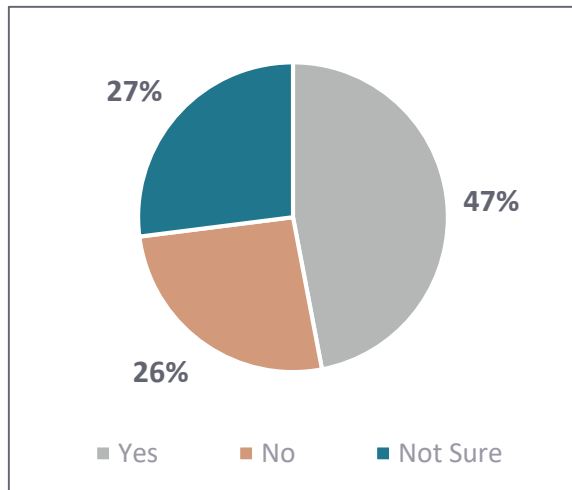
9. Do you think that the limits of our current septic systems are a problem that the town needs to address?
10. How important is it to you that the town address the septic system problems?

SCOTTS CORNERS BUSINESS DISTRICT SEPTIC/WATER TREATMENT

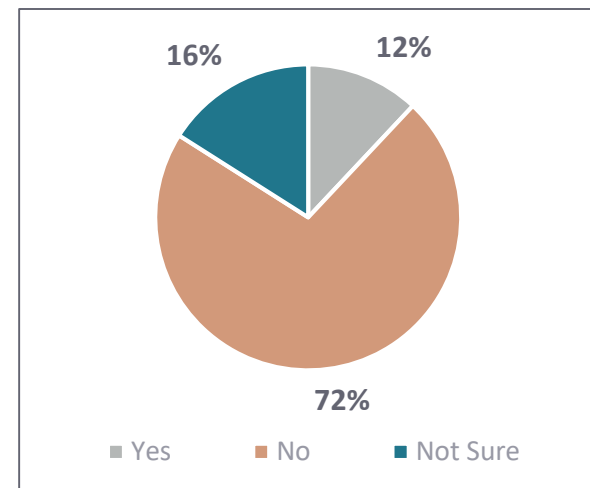
While nearly half (47%) agreed that the town, as a whole, should share the financial burdens of correcting the Scotts Corners septic issues, one-in-four (26%) said it wasn't the whole town's responsibility. An additional 27% were unsure at the time of the survey.

When presented with the possibility of only solving the Scotts Corners septic problems if the whole town funded the project, only 12% would change their minds and accept financial responsibility.

Should the Town, as a Whole, Share Financial Responsibility



What if the Whole Town had to Participate in Funding? Base n=149



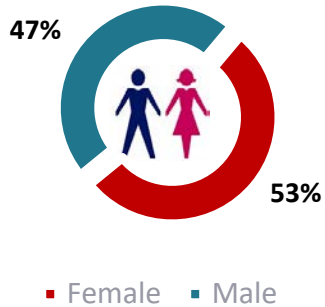
11. Do you agree that the town as a whole should share in the financing/funding to solve the septic problems in and around the Scotts Corners Business District?
12. Would your answer change if the septic problem could only be solved by having the whole town share in the financing or funding?

PATRONAGE OF OTHER AREA TOWNS

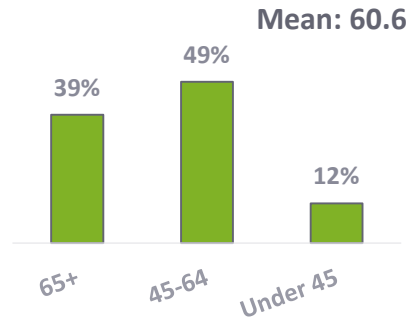
	Net Any Visit	Daily	Weekly	Monthly	Less Than Monthly	Average Monthly Visits
Mount Kisco	<u>96%</u>	10%	38%	29%	19%	5.0
Bedford	<u>95%</u>	10%	40%	24%	22%	4.8
Stamford	<u>94%</u>	9%	39%	26%	20%	4.7
New Canaan	<u>93%</u>	13%	38%	25%	18%	5.7
Bedford Hills	<u>86%</u>	5%	28%	28%	26%	3.0
New York City	<u>84%</u>	13%	16%	20%	35%	5.0
Norwalk	<u>82%</u>	2%	22%	28%	30%	1.8
Katonah	<u>79%</u>	2%	16%	26%	36%	1.8
Ridgefield	<u>79%</u>	3%	18%	24%	33%	2.0
White Plains	<u>67%</u>	3%	8%	19%	38%	1.5
Greenwich	<u>62%</u>	2%	7%	17%	36%	1.1
Armonk	<u>59%</u>	2%	11%	13%	33%	1.3
South Salem	<u>57%</u>	1%	9%	14%	33%	0.9
Danbury	<u>54%</u>	1%	5%	15%	34%	0.7
Westport	<u>48%</u>	<1%	3%	8%	38%	0.4
Brewster	<u>22%</u>	0%	2%	2%	18%	0.2

13. How often do you or other family members patronize businesses in each of these areas?

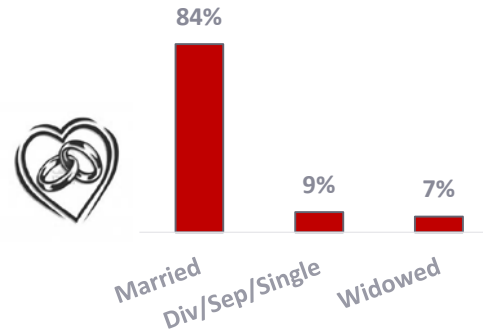
GENDER



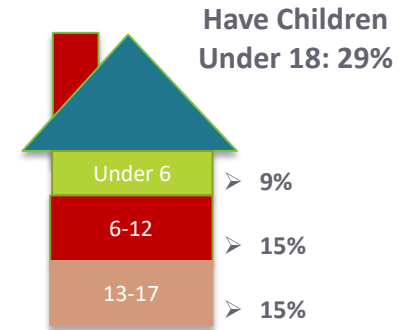
AGE



MARITAL STATUS

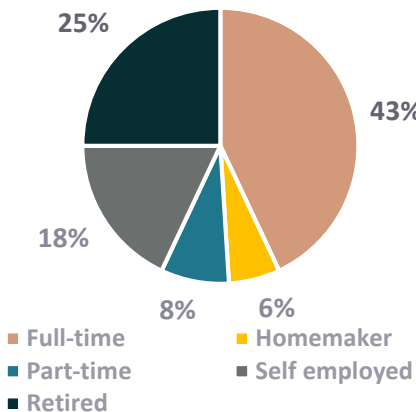


PRESENCE OF CHILDREN

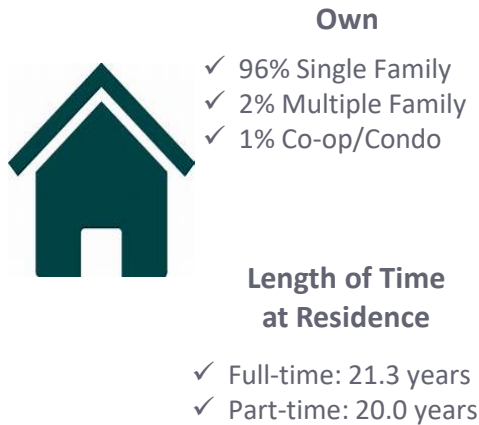


EMPLOYMENT

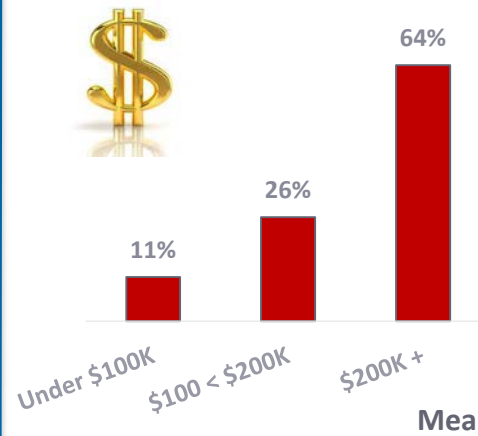
Employed Net: 68%



PRIMARY RESIDENCE



HOUSEHOLD INCOME



CONTRIBUTE TO HHI



TO THE ATMOSPHERE

“Take a page from successful destination towns like New Canaan, Ridgefield, Bedford. Scotts Corners needs better zoning laws. Too many eyesores and buildings in disrepair; we would attract exciting successful businesses if we dealt with that.”

“Incorporate revised ordinance to require businesses and town property owners to improve the aesthetics and properly reflect the rustic/cottage/affluent nature of the community. Make the town a destination for local, regional, and city dwellers. (i.e.. like Rhinebeck, Stowe, Woodstock, etc.)

TO THE BUSINESSES

“Make Pound Ridge a quaint destination site to see antiques, hiking, nature, B&Bs, etc. “

“I think it should have the capacity for more restaurants, shops, and senior housing. Unless you're going to New Canaan or live nearby, there's no reason to go to Scotts Corners. It needs a destination draw.”

“Revive the supermarket. Have attractive stores. Need a pharmacy, bank, fast food, etc.”

“1. Speedy traffic impact reduction (red light) 2. Italian deli + Bagel shop 3. Reduce empty store fronts”



KEEP THE SAME



“We love the picturesque, Quiet feel of Scotts Corners. Chubby's, Booksy Galore, Blind Charlies are all great. Would like to see the old car repair shop gone. Very glad the grocery store remodeled. Keep basic character but get rid of the eyesores and empty storefronts.”

“Maintain the small town atmosphere of Pound Ridge.”

“Timeless aesthetics and mindset to preserve the characteristics that make Pound Ridge beautiful: nature, art, community, etc. Cookie cutter strip malls would be a disservice to the residents.”

“Don't lose the small town feel!”