

17. Where do your employees typically park?

On the street
 In a private parking lot
 In a public parking lot
 Other (specify) _____

18. How far do your employees typically have to park from your business?

Near entry
 ½ block away
 1 block away
 2 blocks away
 3 or more blocks away

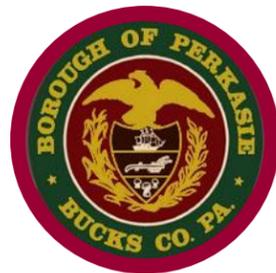
19. If you own a parking lot, how many spaces are available for employees (not customers)? _____

20. How long have you operated a business in Perkasio Borough? (Check one response.)

Less than one year
 1 – 5 years
 6 – 10 years
 11 – 15 years
 16 – 20 years
 More than 20 years

21. Do you own or rent your place of business? (Check one response.) own rent

22. Use the remaining space to offer your opinions about the topics addressed above or any other issues you believe borough officials should consider. Attach additional sheet(s) if necessary.



BUSINESS SURVEY for Perkasio Borough's Comprehensive Plan

Help create a vision for Perkasio Borough's future

Perkasio Borough

BUSINESS SURVEY COMPREHENSIVE PLAN UPDATE

The Perkasio Borough Council and Planning Commission are updating the borough's comprehensive plan. The comprehensive plan establishes a vision of the borough's future and provides goals and policies to guide community development.

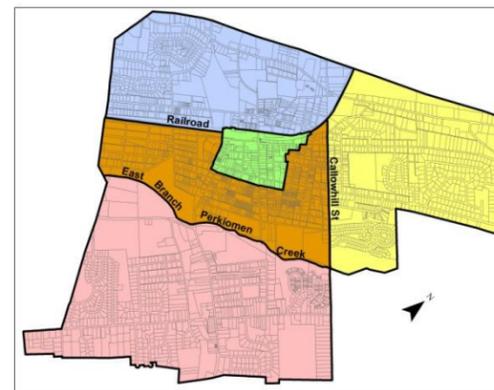
The key issues addressed by the comprehensive plan include natural and historic resources, land use, transportation, housing, open space, community facilities, economic development, water and wastewater, and stormwater control. The plan provides a foundation for zoning and development ordinances or other regulations the borough may enact.

This survey is targeted to issues that affect the business community. A companion survey, which includes more general questions and issues affecting local residents, has been sent in a separate mailing.

We would like to know how you feel about issues that are important to the business community and the borough as a whole. Your responses will remain anonymous, but they are essential to the completion of this project. Please take the time to respond to this survey so we may gather your opinions about the present and future of Perkasio Borough and its business districts.

Please return this survey by **November** __, **2012** to make sure your views are included. Mail or hand-deliver to: **Perkasio Borough, 620 West Chestnut Street, P.O. Box 96, Perkasio, PA 18944.**

1. Please indicate in which portion of the borough your business is located.



- North and west of the railroad tracks
- Northeast of Callowhill Street
- Between the railroad tracks and Perkiomen Creek and west of Callowhill Street
- Within the Town Center Area/Downtown
- Southeast of Perkiomen Creek

2. What is the general nature of your business? (Check one)

- Retail sales (clothing, grocery, gas station)
- Eating place (restaurant, café, etc.)
- Art or cultural establishment
- Industrial/manufacturing
- Warehouse/Wholesale Trade
- Professional office (CPA, lawyer, physician, etc.)
- Personal service (dry cleaner, shoe repair, print shop, car repair)
- Lodging (inn, bed and breakfast, etc.)
- Other (specify) _____

3. What days of the week is your business regularly open throughout the year? (Check all that apply)

Sun ___ M ___ Tue ___ W ___ Th ___ Fri ___ Sat ___ Seasonal ___ (specify) _____

4. What are your regular business hours? (Indicate for all days that business is open)

Weekday Hours (Mon-Th) ___ to ___, Fri ___ to ___, Sat ___ to ___, Sun ___ to ___

THANK YOU FOR YOUR HELP WITH THIS IMPORTANT PROJECT.
 Please kindly return the completed survey in the enclosed prepaid envelope.

5. What percentage of your patrons do you estimate make up each of the following categories?

Borough residents _____% Internet/phone _____% Out of town/tourists _____%
Other _____% (please specify) _____

6. From a business perspective, what are the three biggest challenges Perkasio Borough will face in the next five years? (Select the three greatest challenges ranking them from 1 to 5, with 1 being the greatest challenge.)

_____ Traffic (circulation, congestion, etc.)	_____ Water and sewer rates
_____ Taxes and other costs	_____ Electric rates
_____ Aging infrastructure	_____ Adequate and convenient parking
_____ Crime rate	_____ Retaining existing business
_____ Attracting new and different businesses	_____ Ability to expand business
_____ Maintaining competitiveness with malls and national retailers	_____ Costs of doing business: health care, rent, personnel costs, etc.
_____ Regulatory environment	_____ Other (specify) _____

7. List the three most important things Perkasio Borough could do to improve your ability to operate a successful business in Perkasio. (Select the most important things, ranking them from 1 to 5, with 1 being the most important.)

_____ Provide more off-street parking	_____ Enhance communication with business community
_____ Enhance pedestrian circulation, crosswalks	_____ Expand Town Center business district
_____ Provide more bike paths/bike racks	_____ Improve infrastructure (roads, utilities)
_____ Improve coordination with borough government (e.g., one-stop shop for potential businesses wanting to locate in the borough)	_____ Simplify licensing and regulatory environment (e.g., signs, permitting)
_____ Beautify street—plantings, street cleaning, lighting	_____ Marketing of the Town Center Area/Downtown
_____ Add to special events (holiday lighting, shopping nights, street festivals, etc.)	_____ Enhance traffic calming
_____ Increase police presence	_____ Other (specify) _____
_____ Improve signage to borough's attractions/businesses	

8. If you had \$100 to spend on borough physical improvements, how would you allocate it? (Allot a dollar amount to as few, or as many, improvements as you like, until a total of \$100 is expended. For example, \$100 may be allotted to a single activity or \$50 to one activity and \$10 to each of five other activities, etc.)

_____ Improve roadways	_____ Streetscape beautification (more plants, street furniture, bike racks, receptacles, street lights)
_____ Recreation facilities	_____ Stormwater improvements
_____ Sidewalks, pedestrian circulation	_____ Improve traffic controls (traffic calming)
_____ Arts and culture facilities	_____ Parking (provide more spaces)
_____ Town commons/public spaces	_____ Other (specify) _____

9. Of these three choices regarding Borough real estate taxes (not county or school district taxes) which one would you prefer? (Check one response.)

- Lower taxes with reduced level of municipal services.
- Same taxes with about the same level of municipal services.
- Higher taxes with improved municipal services.

10. A portion of your electric cost goes to funding borough operations, debt service, and capital purchases. Of the three choices below, which one do you prefer? (Check one response)

- Lower electric rates with reduced contribution and municipal services.
- Same electric rates with about the same level of contribution and municipal services.
- Higher electric rates with increased contribution and improved municipal services.

11. How would you describe the climate for business in the borough? (Check one response.)

- Excellent Very good Good Fair Poor

Please comment: _____

12. Would you be willing to pay a small tax or fee for marketing coordination with other borough businesses?

- Yes No

Please comment: _____

13. Do you believe there is a parking problem in the borough? (Check one response.)

- Yes No

If you answered yes, please rank the problems below from 1 to 5, with 1 being the most serious problem or issue.

_____ Not enough parking spaces	_____ Parking is not in the appropriate location
_____ Parking is not convenient for residents	_____ Parking laws are not enforced
_____ Parking enforcement is too aggressive	_____ Parking is not shared between businesses

14. Where do your customers typically park?

_____ On the street	_____ In a public parking lot
_____ In a private parking lot	_____ Other (specify) _____

15. How far do your customers typically have to park from your business?

- Near entry ½ block away 1 block away 2 blocks away 3 or more blocks away

16. If you own a parking lot, how many spaces are available for customers (not employees)? _____