

# SOHO

BROADWAY  
INITIATIVE

# COMMUNITY SURVEY



## 2024 REPORT APPENDIX

Prepared by  
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# Appendix A

## Survey Methodology and District Map

The SoHo Broadway 2024 Community Survey was conducted between May and October 2024 and was disseminated through the SoHo Broadway Initiative newsletter, Community Board 2 newsletter, direct emails to stakeholders, our website and social media, and in-person visits to retail stores. The initial version of the survey did not contain an option to select N/A for certain questions, so that version was closed and a new version was created. The results of the two surveys were combined and analyzed using Python and Excel.

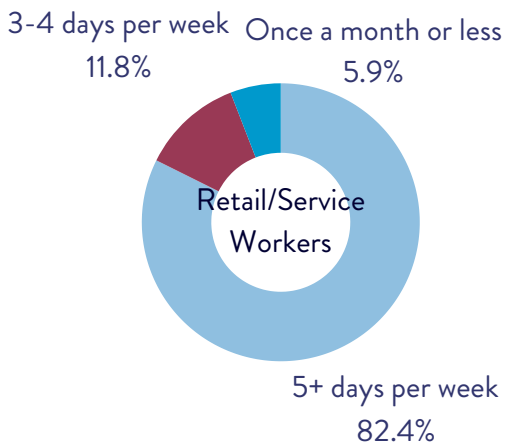
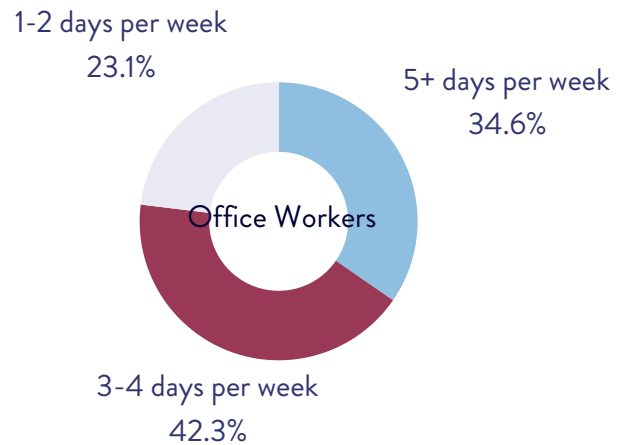
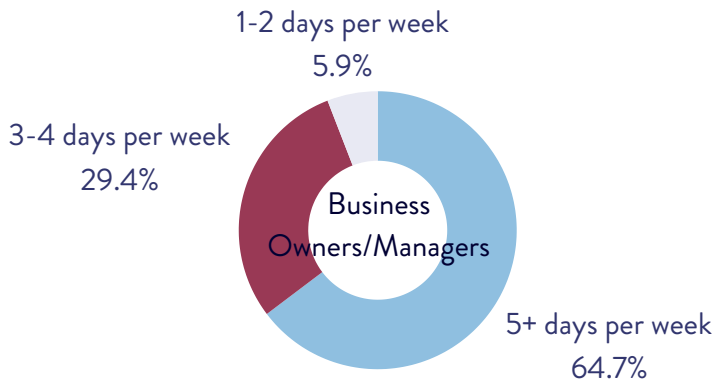
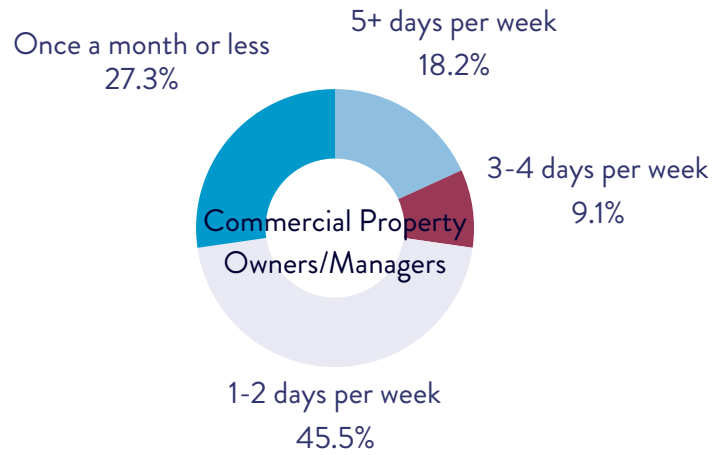
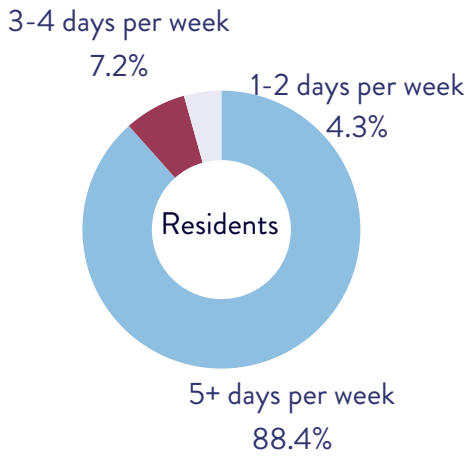


The survey also implemented several measures to weed out bot respondents, including disqualifying questions at the beginning and end of the survey that were displayed as image files which bots would be challenged to interpret. Staff members reviewed responses individually to eliminate any bot responses that slipped through security measures, evaluating the coherence of short answer responses.

# Appendix B

## “How often do you come to SoHo Broadway?”

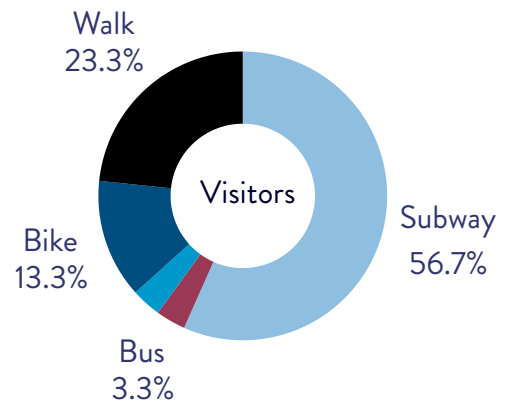
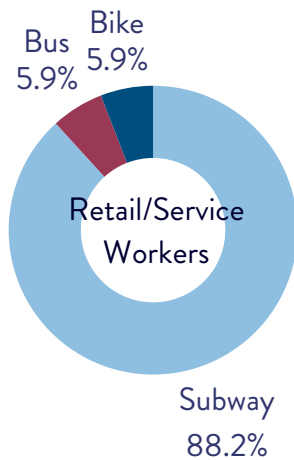
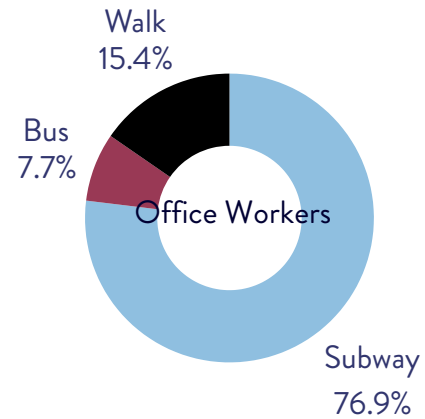
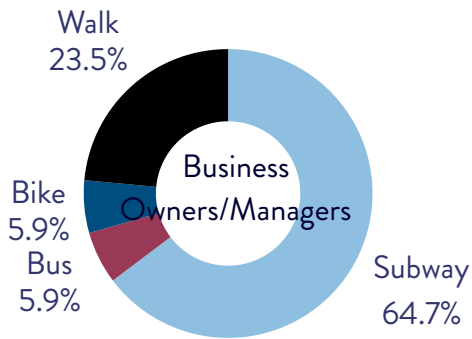
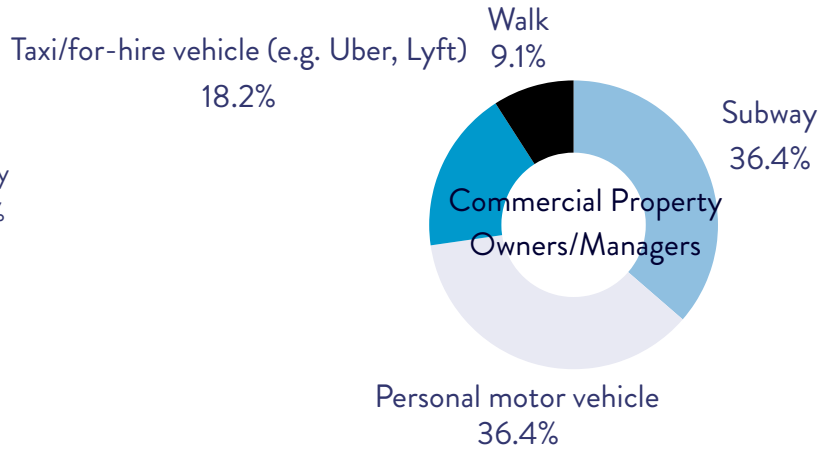
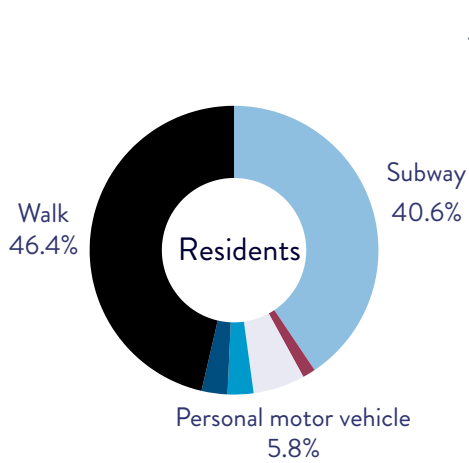
### Broken down by respondent group



# Appendix C

## “How do you most frequently travel to/from SoHo?”

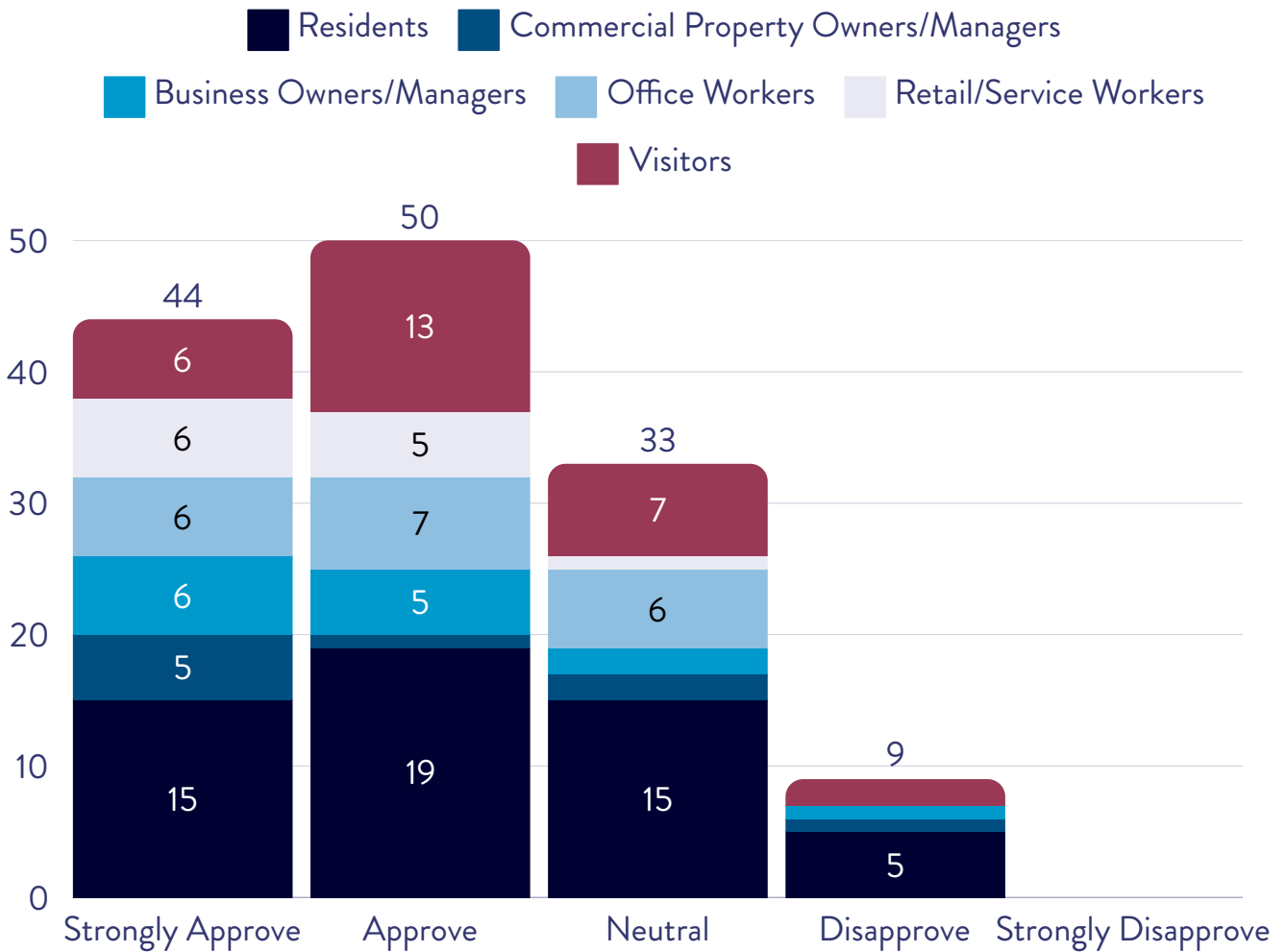
### Broken down by respondent group



# Appendix D

## “What is your opinion of SoHo Broadway Initiative’s work?”

### Broken down by respondent group





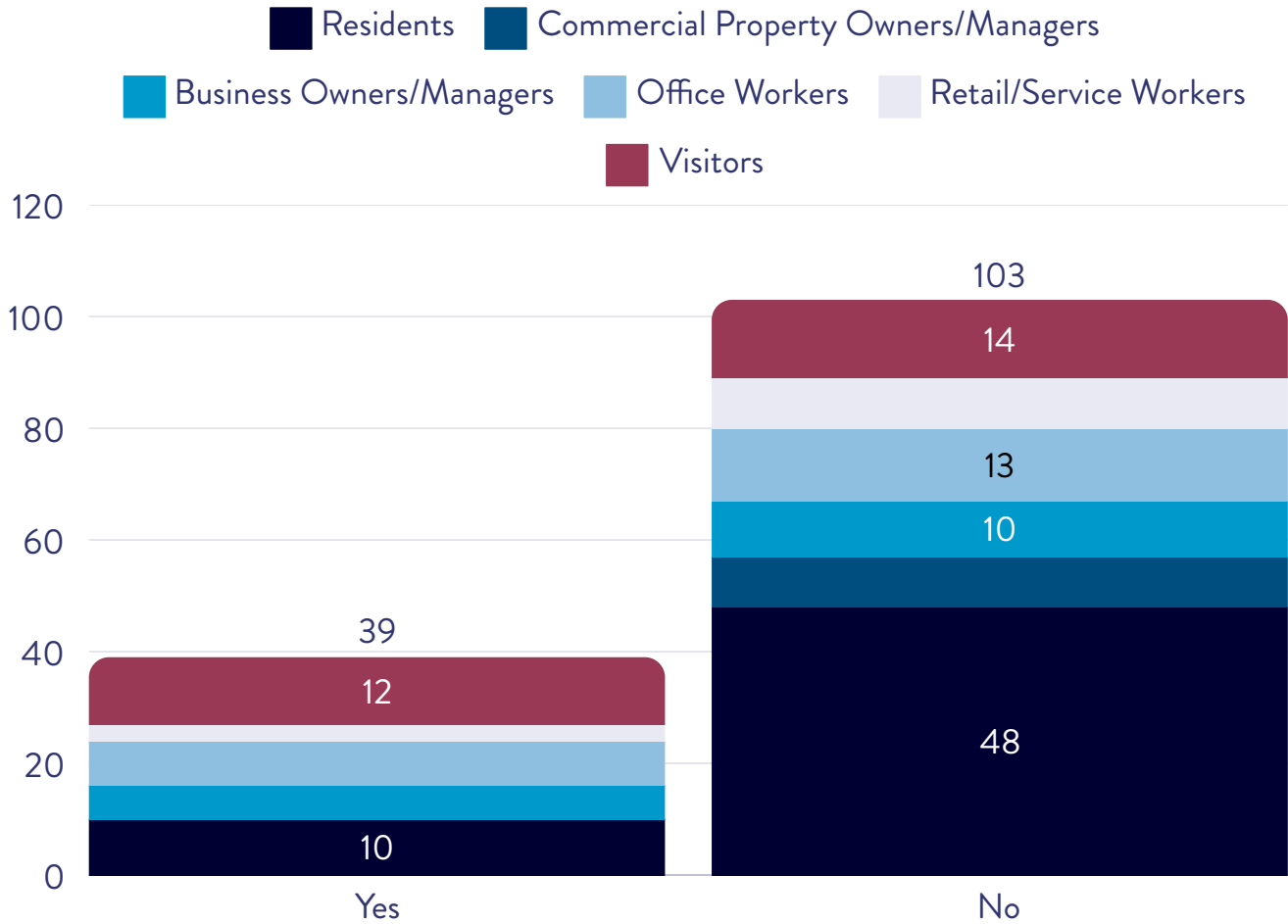
## Comments

- As long as you don't try to force expand your geographical area onto other blocks that don't want to join it, I'm fine with it.
- Needs more progress! Street closures to cars. More pedestrian and bike friendly!
- Needs more work on cleaning
- I think the core services are very good, but would like to see more things done in the traffic area
- Need to maintain focus on quality of life for residents, retail tenants etc
- Brandon has been very helpful and appreciated
- Not familiar with the initiative and the work accomplished.
- If you can expand this to more streets in SoHo you will be better funded and your good work can be shared by commercial and residential inhabitants alike.
- Way too business oriented in a tiny district with over 1000 residents.
- Although we are paid member we have not heard back from anyone after calling the office and leaving several messages in the need of help and support on various issues
- It seems mostly focused on commercial on 3 streets, with some assistance to residential. More balanced attention to commercial and residential would be appreciated. And broadening the service to more of SoHo is something we don't understand why has not happened already. We would be glad to encourage all of our neighbors, residential and commercial to contribute to your cleanliness initiative for example.

# Appendix E

“Is this survey your first time hearing of the SoHo Broadway Initiative?”

## Broken down by respondent group





## Appendix F

### “What words would you use to describe SoHo? (3 to 5 words)”

- Neighborhood, unique, historic
- Fashionable, Artistic, On-the-pulse, Trendy, Lively
- Iconic
- unique fun different
- high-end, trendy, elegant, bustling
- expensive, fashionable, historic
- Commercial
- A mixed bag...
- Amazing energizing vibrant
- busy, crowded, full of pretty people
- Eclectic, lively
- Vibrant, exciting, fun
- Vibrant, chic, trendy
- Dirty, loud, touristy
- Busy, noisy, overcrowded
- Historic, landmarked, artist historic district
- Cast iron district , historical
- Artist district
- Congested, with increasingly reduced quality of life
- CREATIVE!
- Overcrowded. Noisy. Chaotic. Dirty. None of my friends want to visit me because they find SoHo “disgusting”, not because of trash but because there are too many people.
- home
- Interesting
- Active, historic
- New York’s original artist’s community
- Wonderful place to live!
- Storefronts, cobblestones, chic, traffic, cars/trucks
- Architecture and retail are amazing.
- Clean side
- busy, charming, young
- trendy, bustling, convenient, expensive
- My home
- Under assault from big business
- busy, eclectic,
- Eclectic, busy, historic, youthful, fashion
- Cast iron historic former artist community
- fun unique exciting
- Funky & Fun
- Crowded, car congestion, construction, dangerous uneven sidewalks and streets.
- Artistic, Historical, Boutique, Trendy
- Convivial
- clean, busy, hip
- great area with lots of potential
- Trendy and Vibrant
- timeless Neighborhoods
- Streets are messy now
- Iconic
- Busy loud and outdoor shopping mall

- Overcrowded, too many cars
- Streets are empty and not lively full of potholes
- Trendy, historic, vibrant
- Fun vibrant invigorating my life
- Dense, historic, busy
- too crowded
- European Vibe - cobble stone , cafes and boutiques
- My legacy 109 years in my family business
- Historic, trendy, diverse
- Beautiful, vibrant, sometimes overwhelming
- Too many cars!!!
- Fantastic
- expensive, mostly retail, little neighborhood feel, touristy
- Busy, shopping, architecture, charming, crowded
- Busy, chaotic, historic packed traffic
- Retail and tourism
- beautiful buildings, depressing commerce (no longer unique as they once were), crowded with shoppers but low density residential makes it a lovely place to live, I feel fortunate
- Dynamic, variegated, crowded.
- Character
- Crowded touristy
- Expensive, chic, vibrant
- Over commercialized community
- Littered with trash
- exciting
- Overly crowded. Full of illegal street life and generic stores. An architectural and cultural gem that has been overly commercialized and treated like a cash cow for the city. Geared toward tourists and shopper. Little of use for residents.
- Unique, artsy
- Most beautiful place in USA
- Community, crowded, safe, convenient,
- Crowded congested
- Busy
- Cute
- Busy
- Charming old NY under threat
- overcrowded, dirty, expensive
- trashy and crowded
- commercial, residential
- Vibrant, artistic, boutique, stylish, lofts
- Like a huge shopping mall stuffed inside a giant bong.
- Shopping, busy, chaotic
- TOO CROWDED, TOO MUCH TRASH, VOMIT AND DIRT
- vibrant, fashionable and historic.

- Lively, crowded, accessible, expensive
- Busy, touristed, familiar
- Crowded
- Alive. Fast. New.
- Busy. Enlightening. Sunny.
- Lively, Historic, Classy
- colorful, unique, money, boujee
- Busy
- Vibrant, busy, nice
- Historic and wonderful architecture
- A great historic neighborhood
- Fun, exciting, busy, pretty
- Wonderful place to live and work
- Great shopping and architecture.
- European, sheer, historical, unique
- Too crowded by day.
- exciting, busy, home, small city, not midtown
- Vibrant, great retail and food
- Expensive, fashion, tourists
- Exciting, vibrant, bustling
- Home, historic, unique
- Vibrant, energetic, historic
- cool sexy dynamic beautiful cozy
- A vibrant neighborhood
- Chaotic, noisy, crowded, concrete
- busy, art, hip
- A big mall
- Trendy, Chic, High-end
- Best neighborhood in NYC
- Home
- Mixed use shopping and office
- chaotic and noisy
- Busy, dangerous to cross street, fun.
- Gorgeous. Historic.
- Fancy, beautiful, too many cars
- Outdoor shopping mall and very congested.
- busy, fun, entertaining
- Busy, historic, convenient, loud, artistic
- Busy, crowded, varied
- Architectural national treasure
- Conjested
- Diverse , Big & Convenient
- Alot
- Very crowded
- High end shopping lots of tourists
- Beautiful and busy
- great
- Chaotic, noisy, crowded, potential
- At times busy
- busy, artsy, expensive
- Vibrant, Happening
- Classic
- Cultured
- Fashionable
- unique exciting cultural

- Invigorating
- Eclectic, fluid, the true shopping destination on the island of Manhattan.
- Young and vibrant
- Exciting
- Busy
- Aesthetically pleasing
- Clean culture and business city
- Vibrant, fascinating.
- clean, hip
- Energetic, beautiful place to live and work.
- home and work
- Busy, fashionable, scaffolding
- Beautiful, Diverse
- Beautiful, historical, peaceful
- artsy, commercial, nice, young
- crowded littered interesting architecture
- historic
- energetic, historic, trend-setting
- trendy, hip, artsy
- An artistic community corrupted by big business interests.
- Neighborhood community
- Home
- Historic, boutique
- Vibrant, Community, Need Cleanup
- Shopping, influencers, busy
- Trendy, artistic, vibrant, fashionable, historic.
- unique, destination, dense
- Packed with pedestrians
- unique. home. interesting. diverse. busy
- Interesting, lively, historic architecture
- Creative/Creative/Creative
- Vibrant Live-Work-Retail Community
- Electric, fun, trending
- authentic, historic, walkable

# Appendix G

## “What features of SoHo do you most enjoy?”

- Indoor dining, architecture, shopping, wellness.
- Location.
- Checking out the Street Styles, cafe's, shopping, and meeting spots.
- Street life, doing business with like minded organizations
- the pulse and energy. A lot of Small businesses w unique focus in a creative hub
- wide sidewalks
- The architecture and vibrancy
- The shopping and dining options.
- The abundance of restaurants and shops! I love walking around and seeing all the trendy people, I'm always inspired in soho.
- Cobblestone streets
- central location
- architecture
- Architecture
- shops
- the location, the numerous and diverse shops, and most especially the architecture
- proximity to good shopping and the rest of the city, good restaurants and friendly people
- The shops
- Architecture
- Gorgeous architecture, cobblestone streets
- ART!
- low profile buildings
- Architecture, retail
- The architecture and history. The light!
- the luxury stores
- The residential and commercial aspect, the look and feel
- Architecture
- The old buildings aesthetic, cobble stone streets, and shopping
- Proximity to commerce and mass transit while still maintaining a neighborhood feel.
- Diversity of people
- The architecture of the SoHo-Cast Iron Historic District
- the cobblestone streets, retail
- Shopping
- Cast iron Architecture, Belgian block streets, pedestrian friendly, central location
- the shops
- Architecture
- the luxury stores
- the diversity

- cast-iron architecture and cobblestone streets give it a timeless, historic charm, while the abundance of art galleries and street art reflect a deep artistic vibe that's inspiring.
- Walking distance to Little Italy, Chinatown, Nolita, the East village, and the West village. And all Subway lines stop down here.
- People, architecture, public services, stores
- Cobblestones, building facades, history
- Architecture.
- Broadway/ Spring
- The sense of community.
- Classic design
- Architecture / People
- People watching
- Cobblestones, historic buildings
- Shopping
- The shopping and restaurants
- The sense of neighborliness that's always changing
- Creative nexus of the business world and international playground.
- The shops, the architecture
- architecture/streetscape
- architecture, shopping
- The roads
- the small businesses that somehow manage to exist still among these giant retailers. plus some good restaurants
- Beautiful old streets and buildings, people-watching, density of stylish shops
- I love the shops, and the restaurants and people watching
- Architecture
- I enjoy the architecture
- non chains stores
- The quaint streets and stores
- the buildings, the plantings at intersections - I can't afford shopping in the neighborhood except for TJMaxx
- Its architecture and the variety of the people it attracts.
- The architecture, access to other neighborhoods transportation.
- Architecture, cast iron buildings, cobblestone streets
- People, architecture, commercial facilities
- Transportation hub, long term residents that create a community, lots of dog owners
- Architecture
- The small side streets and when less busy
- Architecture
- Still has an old New York feel

- Cast iron architecture, limited high rise architecture
- proximity to interesting places
- The cobbled streets, warehouse architecture, quiet mornings and busy afternoons, the low skyline, the remaining odd stores, bars and restaurants, and bookshops, my neighbours
- I like the variety of shops and seeing people out and about.
- The density
- Architecture; ease of access via public transit
- Food, shops, and people.
- The quieter cobblestone streets. The central location to the rest of the City, including access to several transportation lines.
- Elizabeth Garden
- the buildings
- Charm of historical cast iron buildings and the artistic lofts that characterize the community
- Our building and the wonderful neighbors who live there.
- Access to many subway lines, convenience of shops
- diversity
- The location.
- creativity
- The variety of stores
- Clean streets and neighborhood feeling
- Extraordinary history, architecture, unique neighborhood like no other in NYC
- The architecture
- All the retail.
- The shops
- The shops and people
- Shopping, restaurants
- Restaurants
- Old NYC architecture and small businesses
- The shopping, the food options, and the pop ups!
- Architecture, diversity of people
- Restaurants, Shopping
- You feel that you are in the middle of cutting edge
- The small businesses
- Beautiful architecture, early morning walk in uncrowded streets, convenience of transportation
- Cast iron buildings, cobble stone streets, plentiful bars and restaurants, the galleries that remain
- People that live here, Architecture, Public and community services
- Walkability and connection



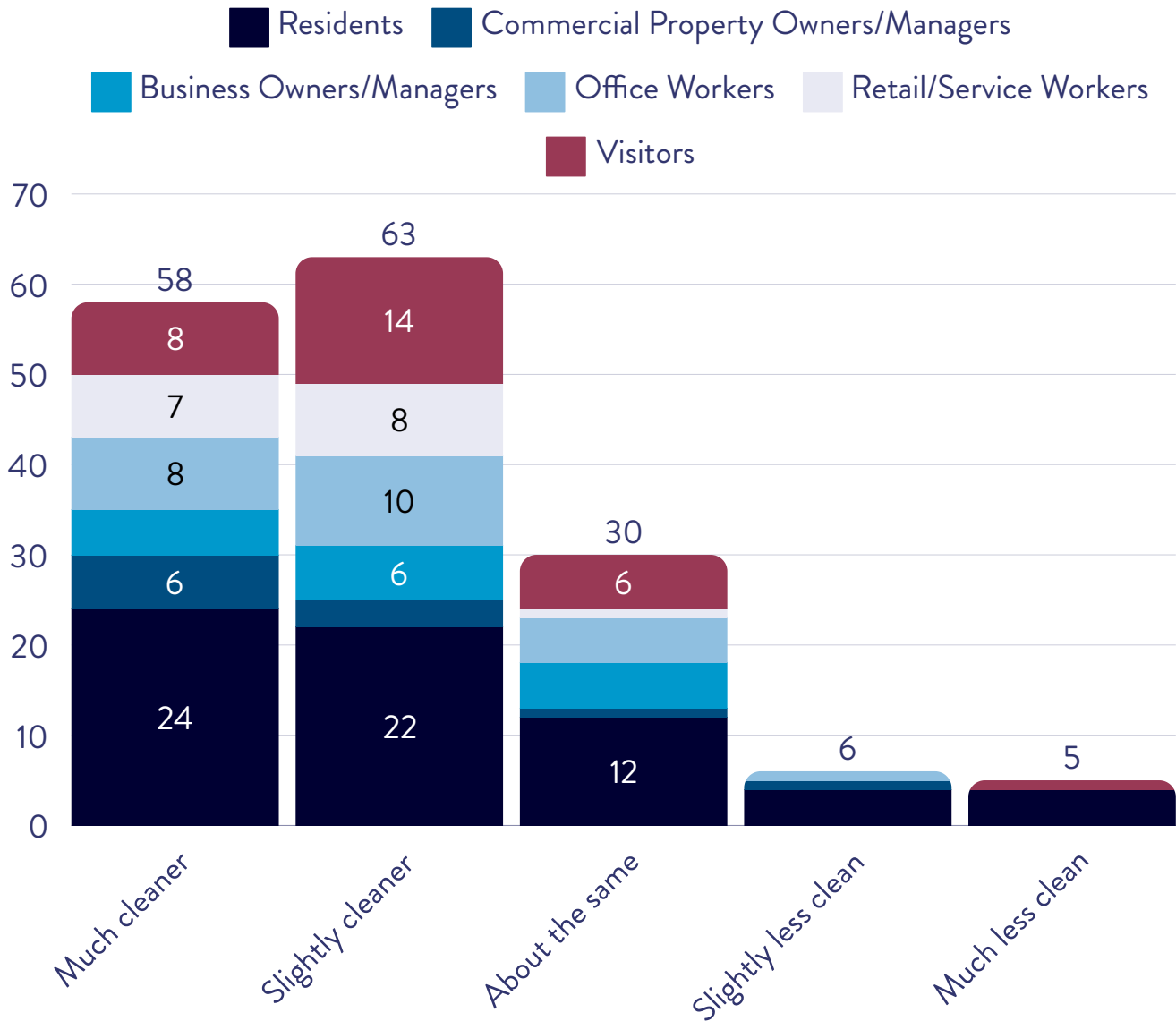
- I love the history behind soho that is maintained while it continues to grow and become something new.
- community engagement
- Cast iron buildings and great restaurants
- Shops and local restaurants
- cobble stone streets and the low lying buildings with the diversity of people.
- Architecture. Low density.
- Small city feel.
- Lots of options for food/coffee/ shopping.
- Shopping & Restaurants
- Vibrancy
- Vitality
- easy access to subways
- The Brick Roads
- The side streets
- The amount of stores
- The locals are friendly
- The clothing stores
- shopping
- The beautiful buildings and stores.
- Shopping, visiting friends
- Shopping. Architecture. Food
- The narrow streets are great for walking
- Restaurants, shopping and doctors.
- all the different businesses
- Broadway and the stores
- accessibility
- Shops
- Quick transportation, a lot of shopping destinations, friendly soho staff and food places
- The Store from Houston street to canal street
- Stores & restaurants.
- the people watching; the luxury stores; fashion week (all the modelling agencies and the models with headshots at Cubano)
- Live/work spaces so we can raise our family and operate our business here. Restored cast iron district, presence of hundreds of serious fine artists and makers who remain, even though the district has also accommodated retail and other commercial activity. Enjoy the activity during the day and the quiet at night, as SoHo empties out and permits local residents to enjoy this unique neighborhood.
- Any business that wants their name out there has a spot in SoHo
- restaurants
- Broadway human traffic
- The proximity to eateries, accessible art, and mix of relaxed and fast paced culture.
- Restaurants.

- my apartment
- Diversity. Everything I need is in SoHo.
- The Scenery
- All the different people
- thrift stores and cafes, and the weird flagship businesses and pop-ups
- shopping
- shopping
- shops, restaurants, lots of public transportation
- cast iron buildings, proximity to Chinatown and the village.
- The bulb-outs and the plantings there.
- The people who work and live here
- the mixture of architecture, retail and fashion
- Architecture, shopping ease
- The unique shops, restaurants, ability to live and work in such an environment
- The cobblestone streets and pretty buildings and the overall aesthetic/vibe
- Fashion
- architecture, light
- The shops and restaurants
- architecture. so many fascinating people.
- shopping, activity
- Intriguing street art and murals
- Beautiful buildings, both exterior and interior, creative people who live here, busy by day but mostly quiet at night, balances people who live and work in the same spaces, with commercial and retail. For now.
- Busy sidewalks, historic buildings, and streets.
- Mix of fast fashion, galleries, and luxury retail
- relatively low traffic (except on Broome on Friday afternoons), great architecture, art; some good places to eat/drink

## Appendix H

“How would you rate the cleanliness of the areas we serve compared to the rest of SoHo?”

### Broken down by respondent group



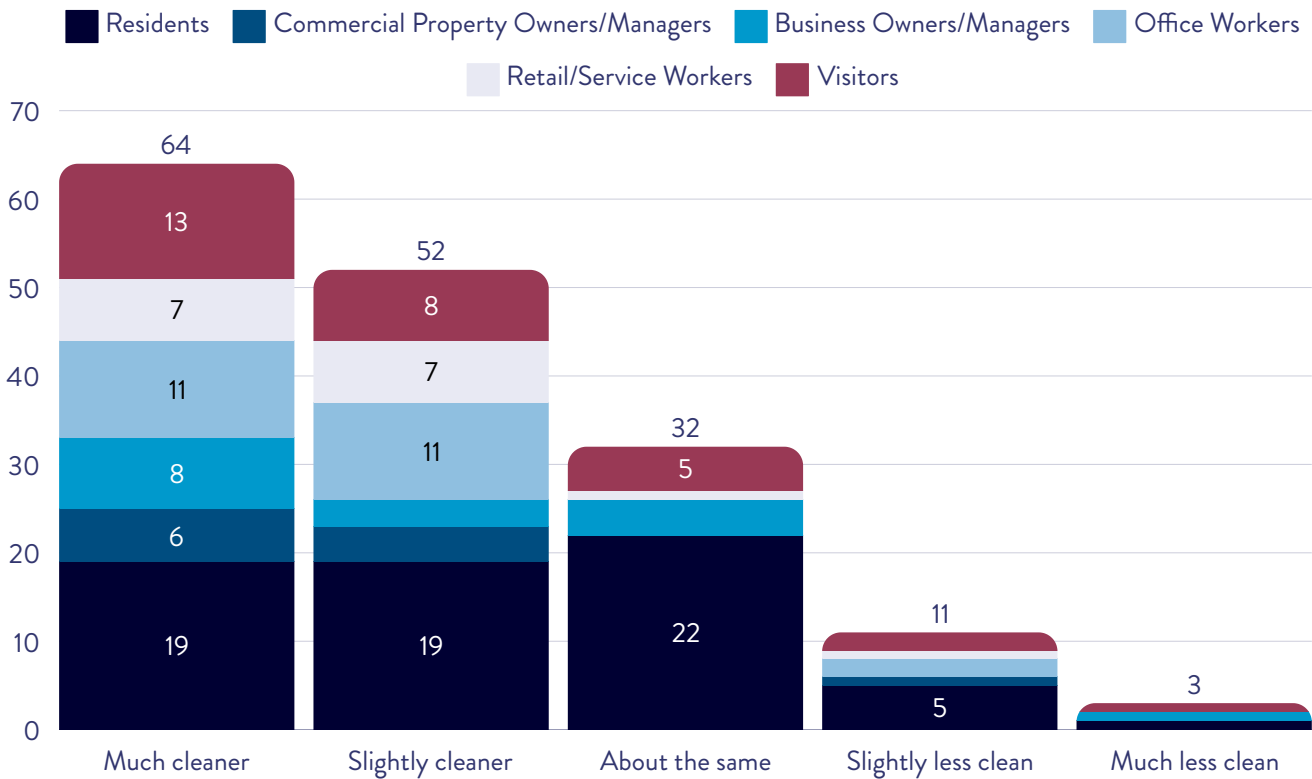
## Comments

- There's a lot of gum on the street
- The areas you serve in SoHo likely stand out for their cleanliness, especially if regularly maintained, though high foot traffic and events can affect cleanliness in busier parts of the neighborhood.
- Could be better with all the tax payments
- Broadway is obviously the busiest stretch, it still seems like the trash cans overflow despite gutters, etc. being clean; containers above are a good idea
- so grateful for their diligence
- Broadway has garbage everywhere
- Soho is not clean !
- Broadway has high traffic by shoppers and tourists, so naturally will have more litter. Also the nightly accumulation of trash bags on the sidewalk is unsightly. But do appreciate the people that clean the sidewalks during the day
- vagrants go through trash in plastic bags and garbage is often strewn all over the street
- Either animal feces or human feces on front of the buildings at times.
- I love and am grateful for our clean team!
- and the guys are very nice
- The Clean team does a great job on Broadway - not easy!
- less cleaner when crowded, more clean when not.
- There is a lot of graffiti in the area in the area
- I often see people hard at work maintaining the cleanliness of the area
- They are very good people, humble and respectful.
- Cleaner than Greenwich Village!
- They are always friendly and attentive from my personal experiences in front of my store they always tidy up when people randomly leave garbage.
- I don't look very closely
- except weekends!
- Please expand to more of SoHo with more retailers and co-ops participating.
- The Clean Team does a good job.
- Do not understand why you don't expand cleaning to rest of SoHo. We would encourage all co-ops and stores to contribute dues so this can be expanded.

# Appendix I

“How would you rate the cleanliness of the areas we serve compared to the rest of SoHo?”

## Broken down by respondent group



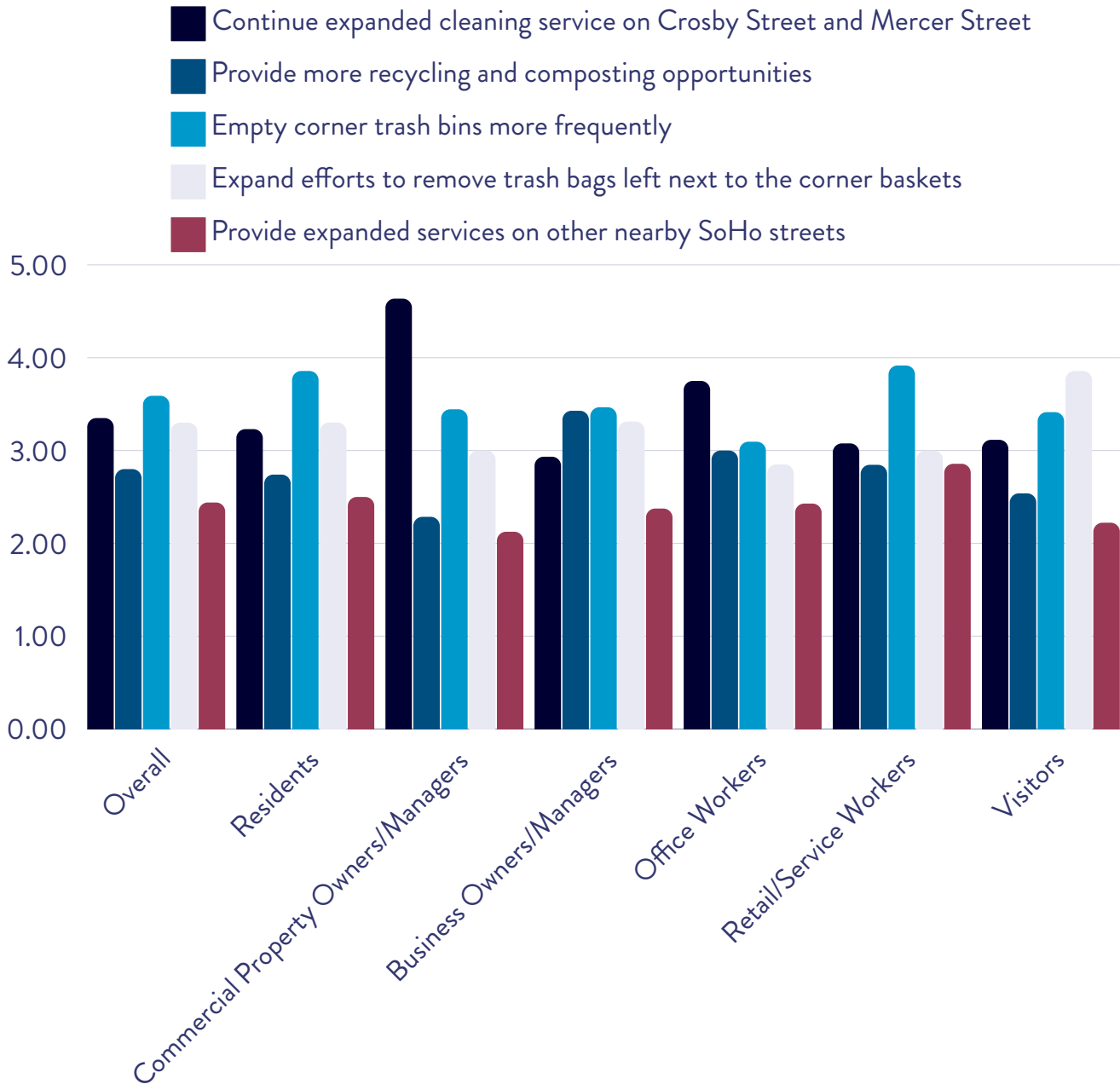
## Comments

- Midtown and Meatpacking retail district are very clean, no trash or graffiti.
- Tourists are pigs everywhere.
- Great to have trash bagged up but it would be nice to have more places to store them for pick up
- Need more corner trash bins!!! Some trash bins have disappeared on crosby st and Broome and also crosby and spring. Also only on one corner on lafayette. Doesn't make sense!!
- Not sure
- Soho is not clean !
- except weekends!

# Appendix J

## “What can SoHo Broadway Initiative do to improve its sanitation program?”

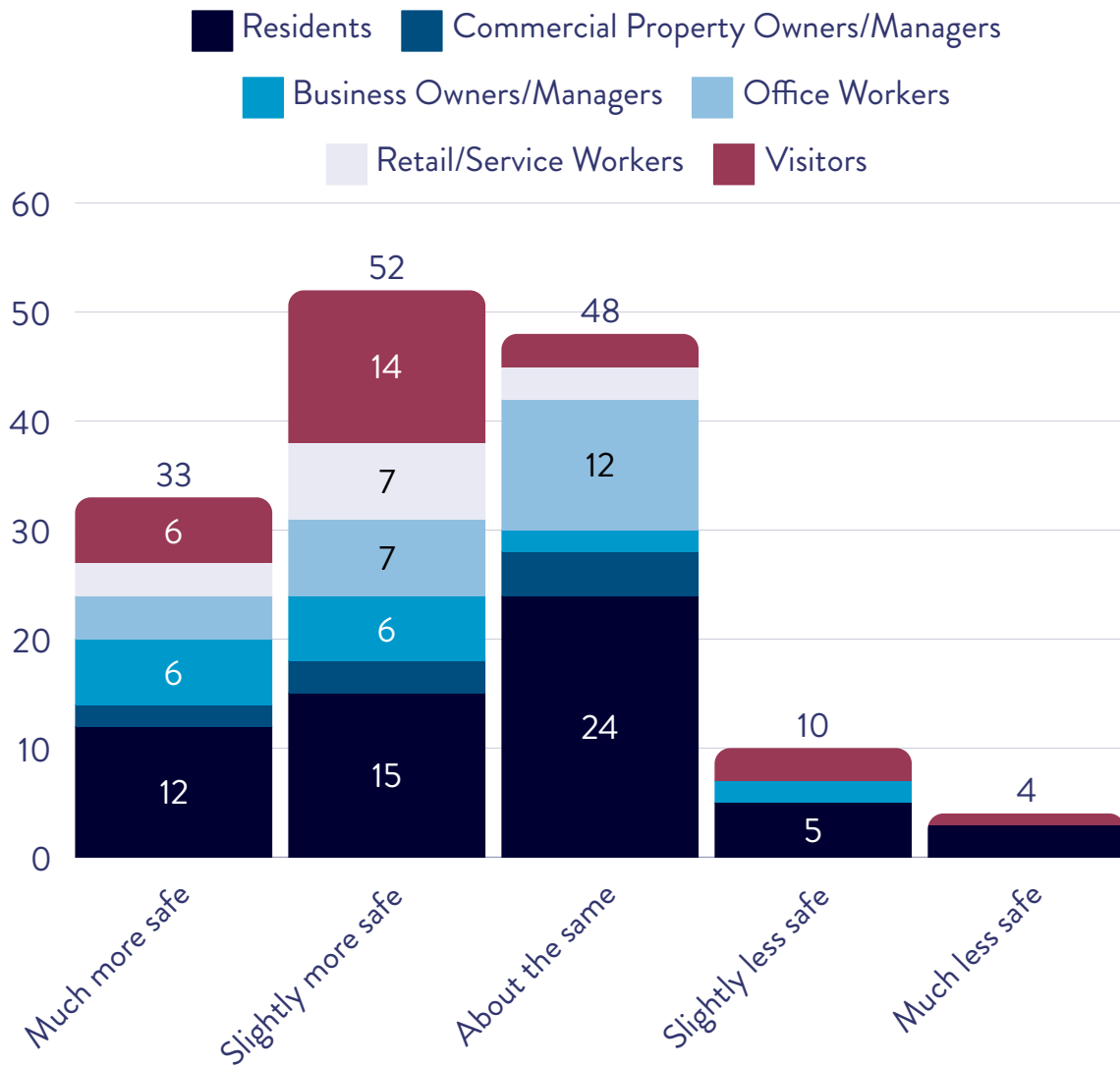
### Broken down by respondent group



# Appendix K

“Compared to other busy NYC neighborhoods, SoHo Broadway feels:” (safe/unsafe)

## Broken down by respondent group





## Comments

- Soho should have more police of foot walking around and traffic/ cross guards to help with frequent traffic jams that block intersection on Broome making it difficult to cross. I see cross guards in Hudson square and in midtown on less crowded intersections.
- Vandals and graffiti artists operate with no consequences whatsoever.
- Broome Street traffic is a disaster at weekends and major holidays
- Intersections are blocked w cars, peds have to weave around cars
- More safety insuring illegal trespassing to buildings
- Slightly less homeless. More people
- The cars and traffic stuffed into the little streets make it crazy hard to simply cross the streets
- Pickpockets about because of the overcrowding and three-card Monte games.
- on a daily basis a homeless person is yelling out loud on broadway scaring people
- It's not really safe and retail theft is horrible
- Large empty storefronts and strange activity...possibly drug related
- While most of the theft is in retail stores, the frequency of thefts makes it feel less safe for residents as well.
- Retail thefts reported frequently on Citizen app. As someone who lives here, this makes it feel unsafe for stores and residences alike.

## Appendix L

### “If/when you don't feel safe in SoHo, why is that?”

- Electric bikes, street views blocked by restaurant sheds.
- Homeless drug addicts everywhere especially in front of Lafayette subway and by the Angelica 611 Broadway- large margarine clinic people are shooting up!
- when I'm in SoHo alone and there's no one on the streets
- Electric bikes riders who do not obey traffic rules and/or ride on the sidewalks. I was hit by one who ran a red light.
- People around.
- Later at night, going to subway.
- The homeless near the entry ways of the subway
- police presence at Broadway/Lafayette
- People are yelling at you and harassing you on your walk from the subway to work - 1 block
- There's a lot of drug use out in the open by homeless individuals in the area, especially at the Broadway Lafayette subway station.
- Late night
- bikes on the sidewalks
- late at night, around Howard street. Lots of stray kids angling to confrontation
- I always feel safe
- I never feel unsafe in Soho And I am here as late as Midnight some nights.
- Quiet at night. Wish there are more bike lanes, pedestrian-streets (no cars) and public gathering places so there is more foot traffic and thus safer.
- Recent incidents of people I know who had their wallets stolen by pick pockets
- in the evening when it is not as busy
- There is traffic/ congestion issue in soho that is not pedestrian friendly, not safe for kids or elderly. Traffic/ cross guards are needed at rush hour. There is not much presence of cops on foot. Canal street needs better lighting.
- Addicts wandering in stores creating theft and disturbances, pan handling happening in front of businesses that attract more unsafe situations and litter.
- Daytime more than nighttime
- Due to crowded streets
- The closer you get to Canal Street the more there are people openly using drugs who are essentially lowlives. Selling stolen property on the street with absolutely no police doing anything.

- Mental illness people and people checking out of hospital roaming freely into buildings
- At night when streets are empty. Can be dark.
- Lots of car traffic
- The streets are empty at night, I am a man, I feel unsafe at SOHO
- Late night
- Pickpockets.
- Homeless ppl sleeping on streets and in atm vestibules
- In evening when businesses are closed
- Nighttime dog walking
- Mentally unstable people on the streets
- Dark and when shops are closed, many many fewer people. Streets are not fully activated
- Traffic is horrific, specifically car traffic and all the double parked SUV's that block crosswalks.
- too many homeless
- I have the Citizen app and am aware that we're not in a crime-free area but I do feel fairly safe in my building and when I take the dog out at night, am glad to be across from Crosby St Hotel
- Empty streets, dark
- Homeless people in doorways
- there are aggressive and loud homeless people
- The street are really dirty, lots of rats, lots of homeless people, drunks and loitering guys using drugs at night.
- Usually at night, when less people are around.
- Too crowded--and especially when kids are lined up to buy something.
- Homeless people accosting patrons, so busy it's unnerving
- The homeless people that roam the streets and camp out at various subway stations and at building entrances
- gangs of people milling about
- It's late after the shops close.
- I feel safe most of the time. Sometimes there will be crowds of paparazzi outside of stores or restaurants which block pedestrian traffic and force me to walk in the street, which does not feel safe on Broadway.
- I don't feel unsafe in SoHO
- Walking alone. Crazy homeless. Might trip on cobblestones if I have to run.

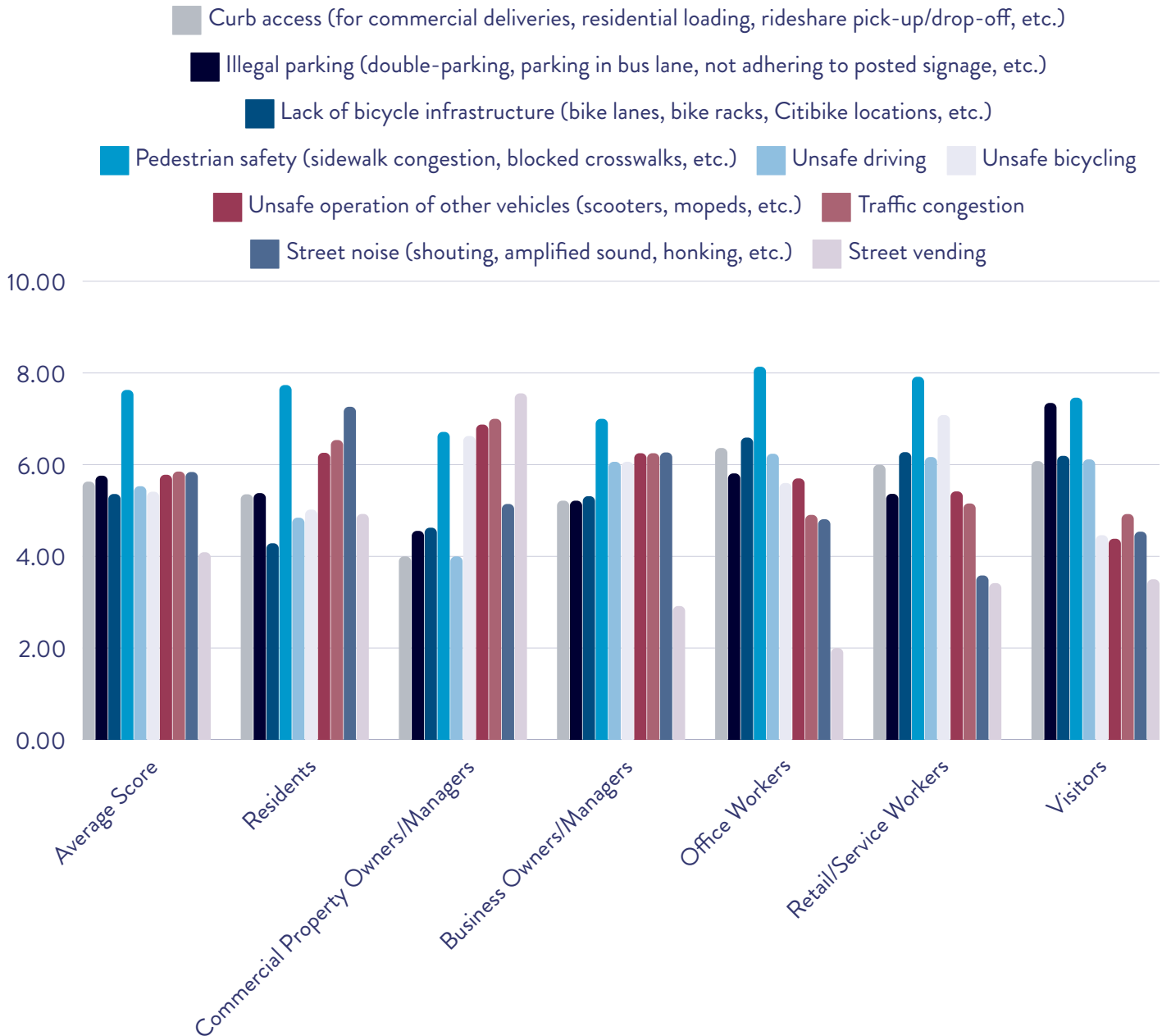
- When crowding is happening. Or people are gambling on the streets
- The lighting of the street no great at night
- It's after dark and the streets are quiet
- Too many illegal street vendors, pop up pot stores and stalled traffic
- Rowdy, noisy crowds on weekends, motorcycles and screaming homeless guys, banging drummers, illegal construction at night, blaring boomboxes and cars
- There has been a lot more homeless and emotionally unstable people seen in the area that harasses both residents and visitors.
- At night, sketchy people.
- Occasional shootings and robberies
- Lots of public drug use/unpredictable behavior. Definitely not the worst that can happen in NYC.
- Homeless, late at night.
- Subway loiterers
- Lack of foot traffic early in the morning and after stores close.
- Lots of drugs and erratic homeless people by the subways on Lafayette, those areas smell like urine also.
- People walking around who curse & shove others. Derelicts congregating the streets in the early evenings and nights. 3 card monty guys on Broadway. Kids blasting music while smoking weed. Lack of a police presence. shop lifters running out of stores, street vendors
- See comment
- drug related homelessness issues
- There are often people that hang around specific corners
- After 11 pm - streets dark, few doormen and few open establishments. Also, open drug use all day on the streets.
- Majority Of The Time I Feel Safe. When I Don't It's Due To A Homeless Person.
- When the streets are alone, because everything is already closed.
- Crossing the street is scary, there is too much traffic
- When it gets dark.
- Where the bums are.
- after dark / when there is a big police presence
- homeless
- Aggressive homelessness

- Unhoused Encampments on side streets, passing broken bottles and glass often litter the sidewalk after the weekend is over.
- Too many people on sidewalk.
- well lit blocks, lots of people
- When I do not see police on foot patrolling, especially at night. They patrol, but it does not seem to be frequent, and especially not present at night after dark when it feels less safe.
- Super late at night. Only on the less busy streets.
- Not enough street lights on some streets
- after 10 pm
- mentally unwell people hanging around and creating disturbances
- when there are too many people, I have to be on guard.
- Three Card Monte, the crowding, pickpockets. The reputation of a rich area draws thieves.
- I feel safe
- After 10pm on side streets
- Never
- Not enough police walking the streets. They are sometimes visible, but infrequently. And often when they are, they congregate in groups and talk to each other. Policeman on most streets especially on weekends would be appreciated.
- emotional disturbed homelessness on Broadway and Lafayette
- Only during the riots around the time of the pandemic did I not feel safe in Soho
- late at night after 10pm
- Mentally Ill Vagrants - but that is a City Council/Albany/DC Issue
- Only sometimes at night because it's less busy

# Appendix M

Please rank the challenges below from most to least concerning:

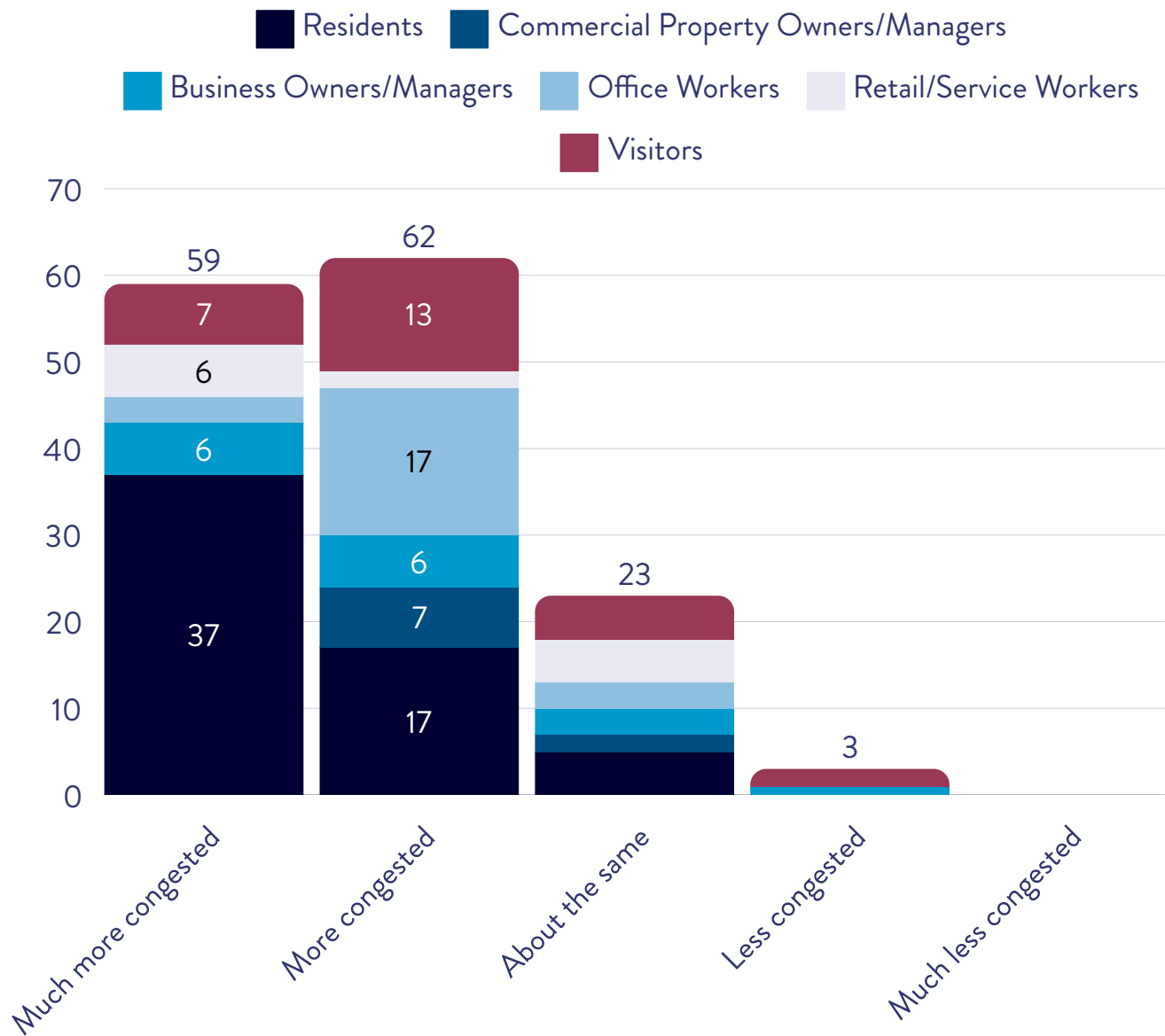
## Broken down by respondent group



# Appendix N

“Compared to other busy NYC neighborhoods, the sidewalks in SoHo are:” (congested/uncongested)

## Broken down by respondent group





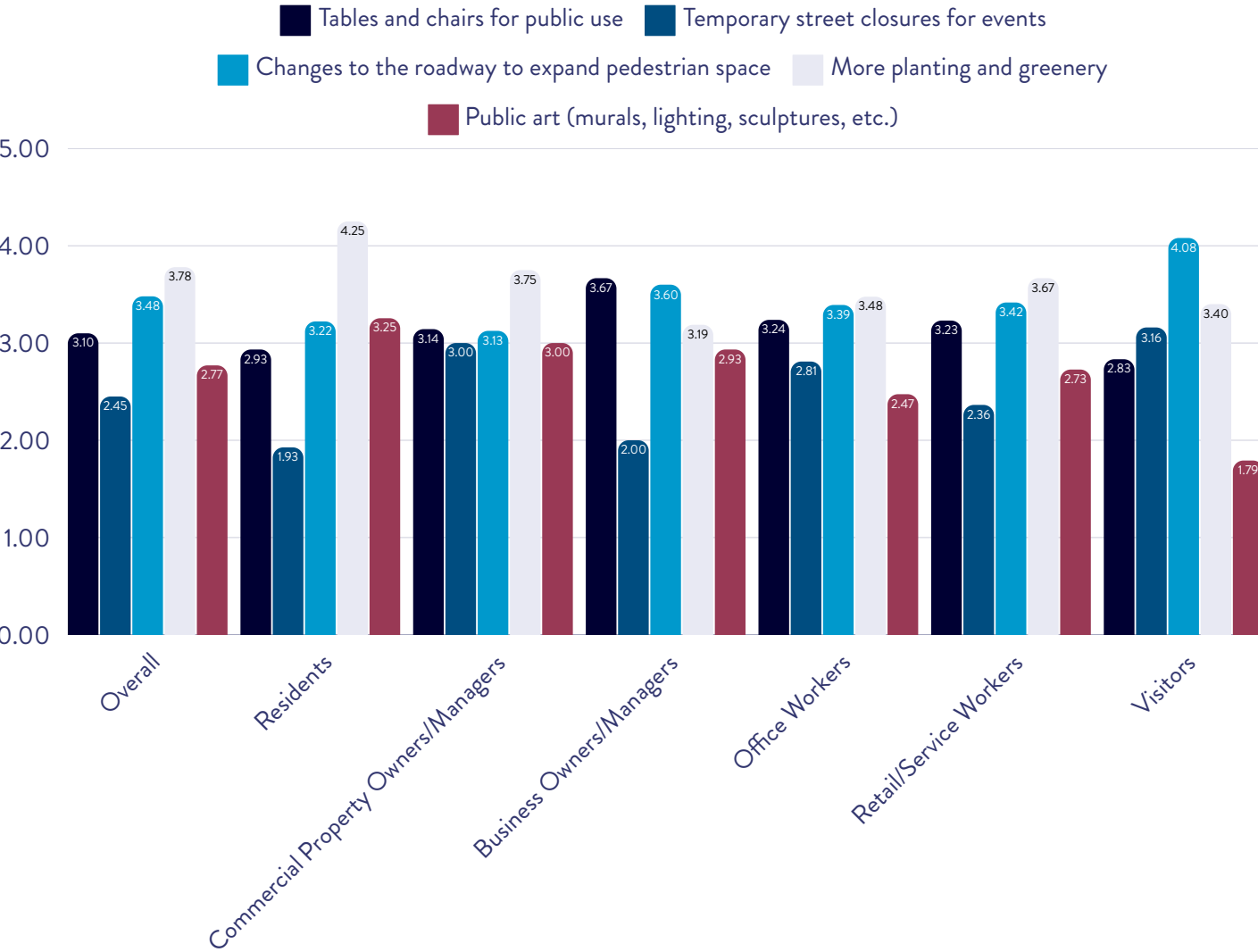
## Comments

- The art vendors are welcome and add value to the neighborhood. But the food vending trucks block business windows, create endless litter, huge blocks on the sidewalks when there could be more space for walking. The food trucks are ridiculous.
- Bike delivery guys speed on sidewalks very dangerously - speeding up the wrong way with impunity.
- Needs more cleaning
- On weekends
- On the weekends after 10 am
- Lots and lots of tourism, street vending, double parking, noise
- During peak times, soho foot traffic can feel akin to Times Square.
- Narrow, obstructed Sidewalks
- during rush hours mostly Holland tunnel back up.
- On weekends.
- Easy fix: reduce space for cars!
- Too many illegal vending. Lines outside of stores. Events that take over sidewalk with and without SAPO permits.
- The Edikted store specifically lines up shoppers blocking the entrance to 514 Broadway and below. They should move the line to the curb like Museum of Icecream but they don't care. The shoppers in line constantly throw trash on the sidewalk and in front of the 514 entry
- sloooooooooow tourists
- \*on 13, SO many conditions are of utmost importance
- get rid of lines in front of stores, outdoor promotions at Sephora or Brandi Melville
- Street vending has made the busy sidewalks hard to walk on
- The bid is funded by commercial companies. It should encourage business and commerce and not be goaded into pc pursuits by free riding residents

# Appendix O

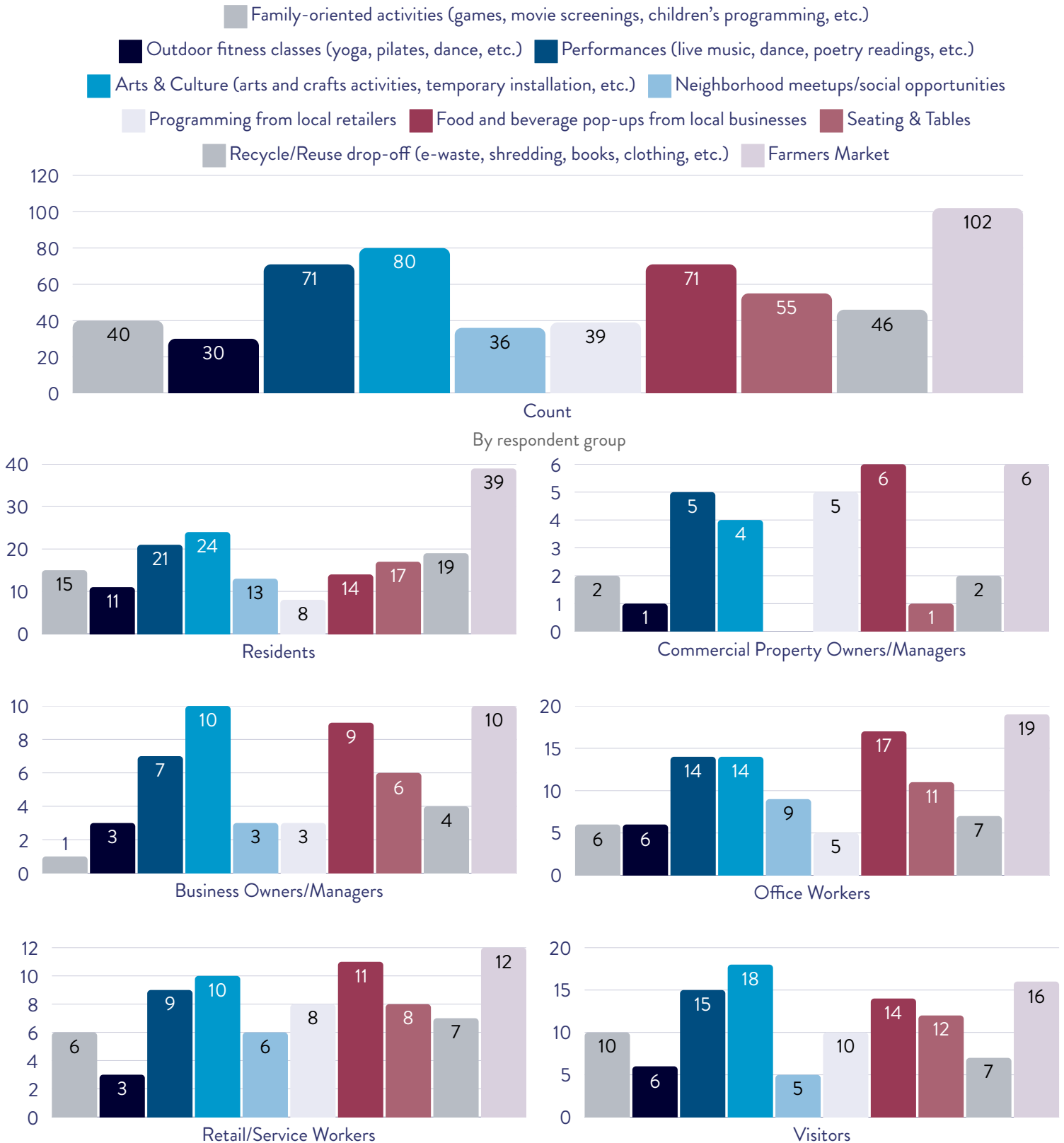
## “Which of these efforts would you like to see more of in SoHo Broadway?”

### Broken down by respondent group



# Appendix P

If the SoHo Broadway Initiative was to restrict vehicle traffic on a street to host a community event, what kind of event would you like to see?



## Comments

- A FARMERS MARKET PLEASE ON CROSBY EVERY SATURDAY???
- nice idea, but rather have focus on cleanliness, safety, noise reduction, illegal vendors, etc
- Please, please don't make the outdoors a venue.
- For families and fitness...improve local parks. No retail events.
- anything that brings more crowds or noise is unwanted
- Host family events at Vesuvio playground like tennis and basketball clinics. No need to close any street
- I do not want any of these. I don't think Broadway should be closed to traffic.
- No street furniture and no outdoor activities that attract more street congestion or noise
- No need to close public streets for any events in SoHo
- Not interested
- No street access should be curtailed because there is too much traffic that will be diverted elsewhere. The Prince St closure you did made Broome St unbearable.
- The plans for pedestrianizing Fifth Avenue should be emulated in SoHo.
- community event
- Restaurants sheds need to go. Not enough sidewalk space to share with waiters and servers.
- NO SHOPPING, NO STREET FAIRS
- would LOVE a farmers market
- None. I don't think closing Broadway is a good idea.
- Please do not plan street events. SoHo is packed as it is. It is a magnet for shopping for the world. It does not need the disruption of street closures.
- None of the above. Already overcrowded.

## Appendix Q

“What streetscape or beautification projects have you seen in other neighborhoods or cities that you’d like to see in SoHo Broadway?”

- Street trees, less construction sheds/scaffolding.
- None of them will work on Broadway.
- Madison Square Park
- More planted greenery would be great
- areas to sit outside and eat lunch
- more green!! planters, tables to sit at, food trucks for cheap eats
- I live on the Upper East Side, it's always really clean compared to downtown.
- less street and vehicular traffic
- Enforce Vending rules so that non-compliant vendors are not taking up public space
- More planters on sidewalks but closer to buildings.
- street art, pianos, murals
- More plants
- I would love to see Crosby Street, particularly from Grand to Broome re-Belgian Blocked. Plus bioswales everywhere
- Soho has very few trees and little greenery in the core cast iron district. There should be more planters at intersections and initiatives with retailers and residential building to put more greenery in front of buildings.
- Expand the box planters for trees on Greene street, would improve appearance. Also work with LPC and NYC to replace/improve areas where Belgian blocks have been paved over or filled with tars, it's very unsightly in many spots. Meat packing and dumbo have beautiful cobblestone streets.
- More trees and greenery. SoHo is lacking compared to other neighborhoods. More flower pots. Huge fan of the trash bins with green roof. A++
- Public art installations
- Expanded pedestrian plazas
- Improved lighting
- When the city tears up the cobblestone, they should put it back the way it was instead of leaving it such a big mess.
- Trees. Flowering bushes next to seats
- More park benches
- I love what [the Flatiron Nomad BID has] done, including making Broadway a pedestrian/cycleway, fitness/art tours/networking events, composting/recycling/green activities, etc. I particularly love the Broadway pedestrian/bikeway and would love to see that expanded to Soho.

- Soho has stunning architecture and great retail, but Broadway is a mess. There should be no street parking, and the sidewalks should be expanded dramatically. They also should be landscaped with flowers and trees. The landscaping on Michigan Avenue is the gold-standard. Paris and London are pedestrianizing. Fifth Avenue and Park in NY have great plans. SoHo is so gorgeous, but the crowded sidewalks, lined with parked cars, are a mess.
- Williamsburg waterfront
- Flatiron. Simple seating to provide a place to stop. Much more greenery.
- Active streets
- Beautiful lighting at night
- Would be great to take all of Broadway like it is between 31-25th Streets. NO CARS
- definitely open streets, protected bike lanes, more local businesses, artwork
- Widening of bike/pedestrian space + planters and seating along Broadway between 34th and 14th
- Broadway above 23rd has been transformed. The pedestrian traffic is still significant, but the streets are filled with people noise and not traffic noise. You can get from one store to another without fearing for your life to cross the street. outdoor tables for dining has totally changed the feel of the neighborhood for the better.
- Road diets restricting private vehicle use, 24/7 bus lanes, completely pedestrianized streets, tables/chairs on streets, planter-protected bike lanes.
- More planters
- I was so charmed in Bruges, so many window boxes and planters - they have a better trash system too, streets were incredibly free of garbage
- There's not much one can do. Planters sound nice but they will just make sidewalk congestion worse and become trash dumps.
- none
- Would love more corner trash bins
- We need more green areas, keep the Elisabeth Street garden alive please !!!!!
- Would love a dog park.
- Get rid of lines in front of stores.

- Extra trash cans with options to recycle
- Trees and planters. Better/larger garbage cans that have both regular trash and recycling
- Tress, plants, chairs and tables, street lighting, we have one street light on my block, compare to Madison Park, Meatpacking, Astor Place etc
- i love the planters we added. Would like to see a restriction of signs or other items on sidewalks
- a central square, piazza, zocalo where people can sit, have a cold drink or ice cream and mingle, but not noisy or rowdy like Prince St or Broadway
- The main problem is too many people.
- I'd love to see the extension of improvements on Broadway with less lanes for traffic and more for pedestrians, seating, plantings
- Just more art
- Downtown alliance
- Art installations
- Seating
- TREES/PLANTINGS/SEATING
- More green spaces with seating opportunities.
- Many more trees. More of the planters that are around soho with trees in them but on every soho block. Much more greenery
- Notes on its history, architect, ethnic and social.
- More trees.
- A protected bike lane on Broadway -- protected from cars, deliveries and tourists walking into the street.
- I think the areas that the BID covers are great, the issues in Soho are the areas that are not covered.
- Planters on sidewalks
- I have seen some of these proposals, including ideas like eliminating curbs. They are ridiculous
- trees? planters
- I don't know the name, but I love the street they shut down from vehicles passing through in williamsburg near bedford ave. it feels very welcoming and allows more people to stroll through the neighborhood
- Lots more greenery - check out Hudson square

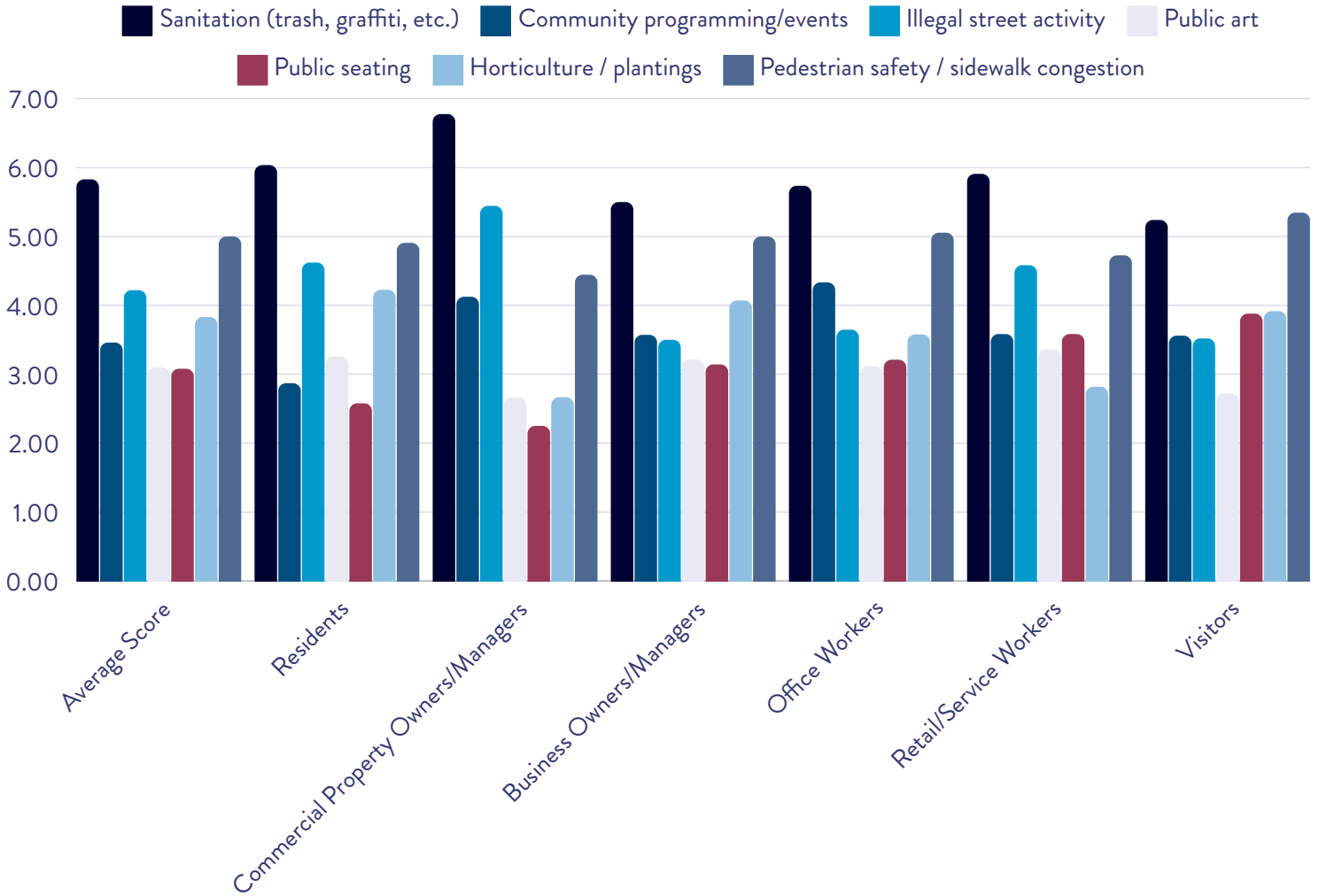
- Close down empire cannabis club a illegal dispensary
- Nothing
- Full pedestrianization like in most cities in the world, including in many in the USA.
- Plaza blocks. Wider sidewalks. Close streets to traffic
- Linear parks and greenways, totally closed to cars
- More greenery, less traffic
- None really. Broadway pretty narrow for that.
- dont know any
- None
- Plaques on buildings commemorating both historic events or persons who lived in these buildings. Uptown see where Poe and Roosevelt lived for ex. Encourage tours to visit SOHO.
- I had to answer N/A too many times to make survey work!!!
- A farmers market closer than the one at Union square. This could be a surprise and delight for tourists who would like to invest in local small businesses and pick up things they can only get in NY/Tri-state area.
- greenstreets
- We need another 500 trees in SoHo. It is the least treed neighborhood that has so many residents in the City, and would enhance the retail experience as well.
- Downtown Alliance does a stellar job. Better newsletter. Always has events.
- Murals
- real plants
- No cars
- wide pedestrian walkways
- broadway vision
- Street murals, planters, public art
- I love what Nice has done. But it won't work here because its too congested here.
- The same services - just West of Broadway
- The closed off sections around Flatiron are really nice! With pedestrian areas and tables and chairs and space for dining.
- Lighting
- More planted planters for pedestrian safety
- As much plantings as possible
- Green Streets
- Encouraging pop-up markets and seasonal outdoor events, inspired by the Union Square Greenmarket in New York City.
- The planters with ivy in front of 84-94 Mercer Street.
- Lighting strung across the street. planters on light poles
- Don't close streets altogether to traffic, except maybe Howards adjacent to Broadway



# Appendix R

“Please rank the challenges/opportunities you think we should prioritize:”

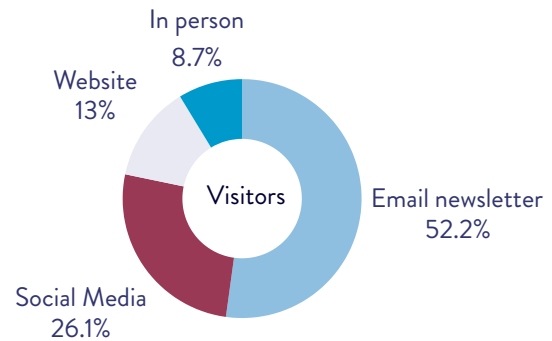
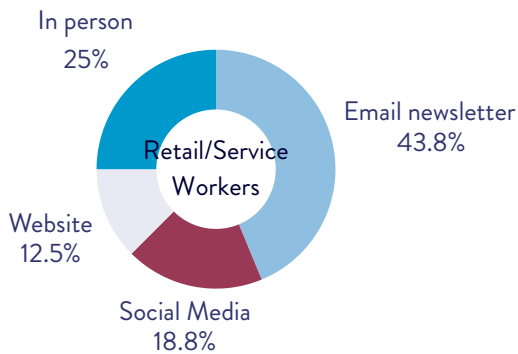
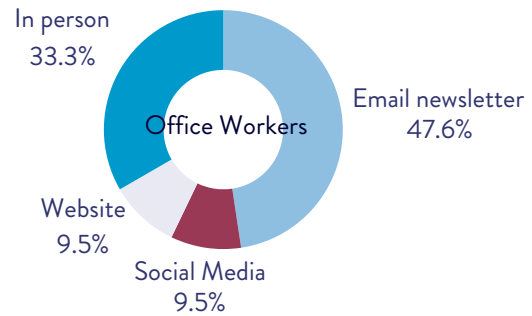
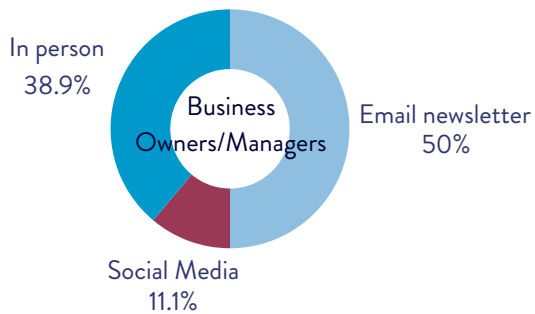
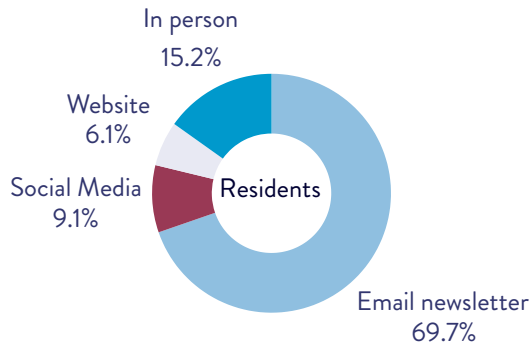
## Broken down by respondent group



# Appendix S

## “How do you typically receive information from the SoHo Broadway Initiative?”

### Broken down by respondent group



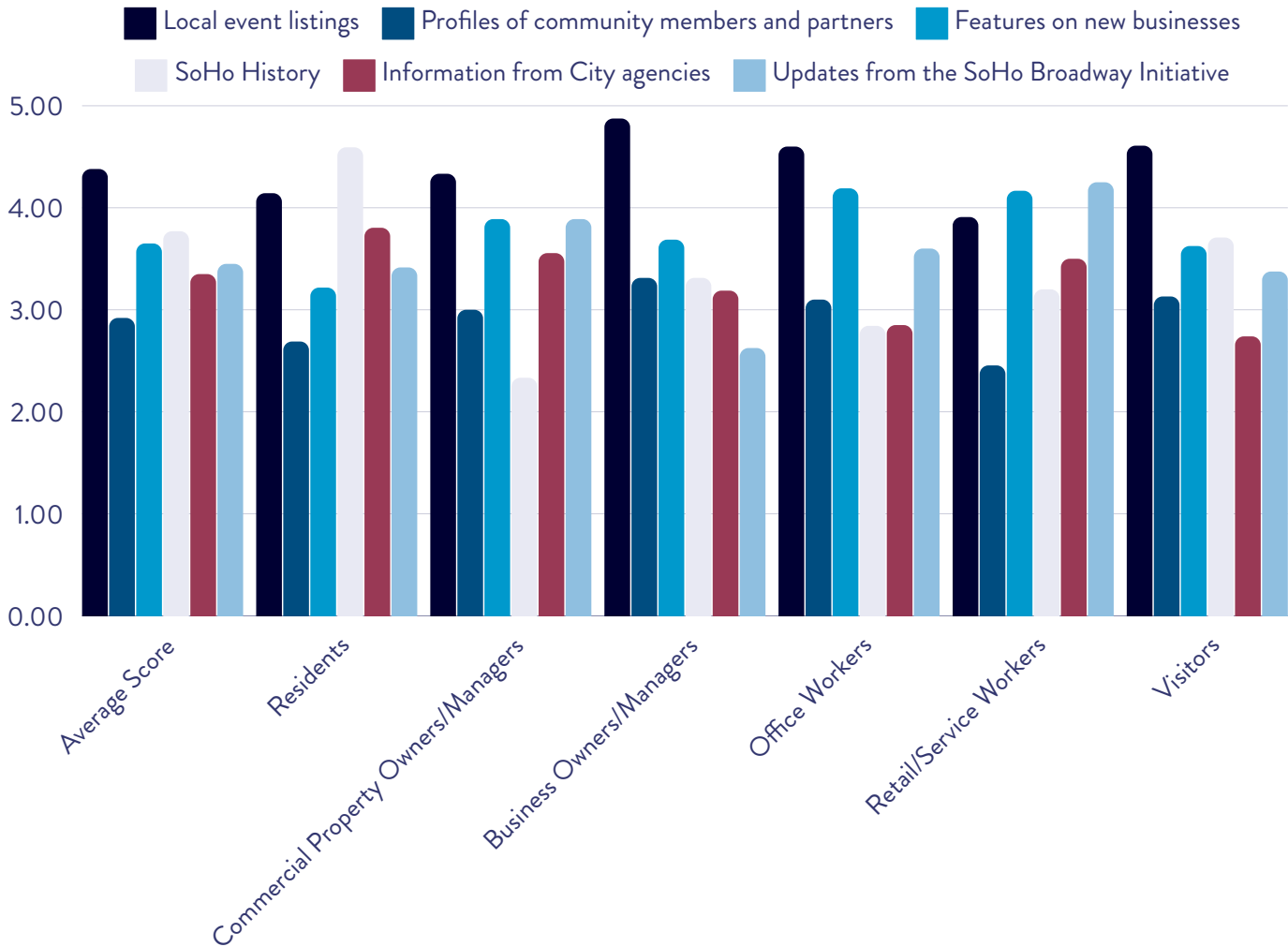
## Comments

- management company
- From friends & neighbors
- Someone came to my store
- Word of mouth.
- Not at all
- Through the staff and Board
- Building manager sends to all of us
- no information from our management
- from a coworker
- community board notices, Village Preservation
- I hope going forward by email
- Patch, Citizen

# Appendix T

“Please rank which information you value most from SoHo Broadway Initiative”

## Broken down by respondent group



## Appendix U

“What other kinds of content would you be interested in seeing from us (e.g. lifestyle, architecture, other)?”

- History, architecture, arts.
- Architecture - history please!
- info on legislative initiatives, access to city officials
- architecture
- All good
- more events/ reception listings
- information about residential issues
- Architecture
- Warnings about all the street events and promotions taking place within the BID & suggestions on how to survive them.
- Quality of life, service improvements, maintenance and upgrades
- Upcoming project timelines and what to look for. Or volunteer opportunities for planting or clean ups.
- Art, design and food
- Events and happenings
- Updates on pending legal as well as City Council legislation that effects the neighborhood. Specifically, the fight to save Elizabeth Street Park, and the overturning of the extremely costly and venal pending JLWQA so called “Arts fund” fee that former City Council rep Margaret Chin targeted owners with as political payback.
- I would like to see more consideration for West Broadway the true Heart and soul of Soho.
- Highlight more local events/popups, share progress of BID
- Lifestyle
- Please expand. Crosby to West Broadway. Street cleaning and greening. Simple quality of life improvements that will engage to local community.
- A map of shopping and complete product range
- Innovative ideas tech beauty art
- community activism
- I like the newsletter as it is
- Architecture but mostly I would like to see SBI hire someone to deal with illegal activity and chaos on the streets and sidewalks.
- architecture, global warming
- trash collection and crime and public nuisance reduction.
- Architecture & history & future initiatives
- updates on city garbage - we really need proper garbage cans instead of plastic bags for trash
- Anything that benefits the community.

- History about the neighborhood, pop-ups, comprehensive list of every single store and restaurant in Soho organized by local what what kind of food?
- Sidewalk plaques describing adjacent buildings or historical information
- To cover what is written about soho by other sources
- More info on what we are doing with respect to illegal vendors and traffic noise mitigation (particularly on Broadway/Broome).
- It would be a great idea to be able to promote each other business or events or spaces. I do not see any promotion of either living, working or entertainment SOHO has to offer. It would be a great idea to be able to promote each other business or events or spaces. There does not seem to be a central location to go to for all information soho.
- Legislative updates, like what's going on with City Planning, the payment of \$110/sq ft Artist's Fund tax, enforcement of changes in C of O by Dept of Buildings, etc.
- Best practices for complying with laws and preventing crime
- Architectural history, health & social services
- Partner w center for architecture and provide a walking tour for locals
- More events, lifestyle + culture
- architecture
- lifestyle, architecture
- Reports on pending liquor license applications. Reference to Community Board 2 hearings on things impacting the area.
- expansion of territory
- N/a
- Lifestyle
- Black owned businesses spotlighted
- survey forces too many N/A's to make it work
- More featured businesses, perhaps write ups on locals who contribute to the culture of the BID, etc.
- lifestyle, interviews
- History, new businesses, events. Closures of businesses.
- Murals plants and architecture

- Ways that residents/business-owners can get involved and assist in getting the government to actually provide services
- Advocacy for more trees in Soho. And more parks. This neighborhood can use a lot more of both.
- small business advice, mixing events for staff. inter-store sharing of ideas, loss prevention, lunch discounts etc
- Architecture
- lifestyle, architecture are good ideas.
- architecture

## Appendix V

### “What other sources do you use to get information about the neighborhood?”

- Village Sun, neighborhood FB groups
- NYPD. CB2. Neighbors.
- None
- GFP
- Citymapper
- citizen app
- from my building
- social media groups (Facebook, reddit)
- Actual News sources
- the internet
- Friends
- SoHo Alliance emails, Village Sun online newspaper
- Gotham, WNYC
- Community Board 2, Police Precinct groups, village Sun, I have a Google alert for SoHo. Also SoHo History Project
- Other local new papers/ community members
- None
- Local news outlet
- The SoHo Alliance, and the Soho Noho Coalition for Fairness newsletters.
- Whats App Retail Manager Group Chat
- Local residents , street vender's and businesses
- None
- Visiting.
- Online
- CB2. Soho Alliance.
- During my physical visit only
- Being present
- Other newsletters
- Local news and blogs
- only from neighbors
- Precinct and CB2 meetings.
- Neighbors
- Mostly from neighbors in the building or adjacent
- Management company from condo building
- Coop management
- nextdoor
- none
- Timeout NY. store social media
- everything. It would be a great idea to be able to promote each other business or events or spaces. There does not seem to be a central location to go to for all information soho.
- Email
- I live in Soho



- Citimapper, word of mouth
- Chris Marte, NextDoor
- None
- From neighbors
- Personal contacts in neighborhood, from other Board members, clients, neighbors, shareholders in my coop, professionals working in the neighborhood
- Personal contacts
- Soho Alliance, SoHo Memory Project, Green Below 14, CB2, Elizabeth Street Garden
- Crains , conversations with friends
- Public radio, Gothamist, NYtimes
- CB2
- Social Media
- Social media
- Blogs, reddit
- Involvement
- Walk around and check
- Neighborhood contacts, local customers
- Neighbors
- SoHo Little Italy Patch
- Timeout NY
- News
- From work
- Instagram
- local news, social media
- the Village Sun, Community Board 2, word of mouth. I also have Google Alerts set for "SoHo"
- talking with people throughout the community employees and residents
- Internet
- Community board newsletter and Instagram
- neighbor conversations
- internet, newspapers
- Need more coverage from major newspapers
- quarterly meetings

## Appendix W

If not listed above, please share which neighborhood challenges need the most attention from the SoHo Broadway Initiative:

- More police presence. Addressing mentally ill individuals. Improving Prince street subway station.
- SBI needs to pressure City Council and DSNY on vendor enforcement.
- Scary people on the sidewalk harrassing you
- Help with dangerous homeless individuals around the subway.
- 1) Traffic police/ cross guards at busy intersections especially along Broome to the tunnel and Canal. 2) Better lighting on Canal street. 3) growing number of illegal food vendors selling from coolers on every corner block intersections.
- Eradicating rats
- Police enforcement against Graffiti Vandals.
- Pedestrian traffic
- limiting street activities, stopping SAPO permissions, coordinating with the police precincts
- Overwhelming retail Illumination
- Private trash cans left on sidewalk.
- Work to curtail the number of SAPO approved activities.
- Rebuilding relationships with Police Department Pre-Covid we had Police that we knew by name who partnered with local community and spent time checking in.
- intersection vehicle NOISE
- As I mentioned, a lot of corner trash bins disappeared. On crosby on spring, prince and also on Broome. Please put them back!!
- Dog poop
- Don't allow people to sleep on the street
- Keep the Elisabeth Street Garden Alive
- The litter and overflowing trashcans.
- Homelessness, illegal street vending, proper retail lines that do not block entrances to adjacent buildings
- Bike lanes! Full pedestrian/bike streets and close streets to non-local traffic
- Improve the night life
- Congestion
- Traffic. Private cars don't belong in SoHo.
- crowd control - I try to avoid Broadway, it's too congested - I live in the block with the Museum of Ice Cream which needs help trying to control their line out front

- Proper garbage disposal for tenants - we need tough plastic bins for each building that the super of each building should be responsible for putting out and taking in to minimize rats and other vermin.
- Noise and traffic mitigation related to weekend traffic on Broome street. Keeping the handbag sellers at bay - great job recently!
- Noise from A/C's and Heat Pumps from close neighbors, not necessarily street noise, but noise from A/Cs, Heat Pumps, some coming from back courtyards, is not significantly addressed by the NYC Dept. of Env. Protection. Also late night street noise from bar/ restaurant revelers. Should be a noise curfew after 12 or 1 AM.
- Less homeless people more cleanup, especially around construction sites
- Graffiti prevention and cleaning and posting of posters and signage throughout soho. More police involvement patrols. It would be a great idea to be able to promote each other business, events, pop ups, installations or spaces. There does not seem to be a central location to go to for all information SOHO.
- You are mixing apples and oranges above, core services is one thing, then more development oriented issues is another, to address traffic, safety and urban planning is crucial
- Info about SoHo from City agencies like issues before the community Board, Dept of Buildings initiative on C of O changes and payment of art tax, City Council activities by Chris Marte
- Need more pedestrian space, even a transit mall like Fulton Mall in Brooklyn would be a massive improvement.
- Congestion and sanitation
- 24 is another ex of one answer canceling others.
- weekend sanitation
- A good blog or fb or instagram page for weekly updates. Check out downtown alliance and tribeca citizen
- Noise, particularly nighttime noise.
- West Broadway mercer/green/whooster/thompson / sullivan are a big part of soho Soho!
- Traffic, illegal goods selling on canal street
- Public noise!!!
- Construction closures of sidewalk, holland funnel traffic backups
- Close down empire cannabis club the illegal unlicensed dispensary
- Robberies and the homeless
- Mentally Ill Vagrants, Vagrants, Bikers (especially e-Bikes, Gridlock (lack of NYPD writing tickets), City sending trash pickup at appropriate intervals

# Appendix X

## “Anything else you’d like to share with us?”

- SoHo is beautiful area, but seems to struggle with a lack of public services. It needs resources to provide good services, maintain quality, and enforce high standards.
- Our business appreciates all you do for the neighborhood. Thank you! And keep it up.
- I would like to see historical references and stories on plaques dispersed throughout the neighborhood.
- I don't support ANY closed streets since it greatly disrupts traffic patterns . Spring street being one of the “open streets” (closed) is the most nonsensical thing the city ever approved - since it is key West to East street. It causes endless headaches of gridlocked diverted traffic onto residential streets for limited usefulness. The questions in your surveys feel biased towards initiatives you want. I want a neighborhood not touristy mall. More pedestrian focus is great, but I don't want streets closed to traffic for big loud, crowd events in the street. Greatly reduced traffic would be great - hope congestion pricing helps. Greatly reduced private cars including Ubers would help public transit. Licensed/insured motorized bikes only, outlawed on sidewalks - no lithium batteries in residential buildings. Public transit and cabs only. Short term commercial loading curbside with severe penalties for blocking traffic flow. Construction crews limited in parking/scaffolding to the frontage of their property only and responsible for cleanliness and adequate pedestrian flow. My top city gripes are dangerous lawless motorized e-bikes/scooters, loud/dirty outdoor drinking/dining establishments on residential blocks, construction impacts on adjoining buildings and public space.
- Residents need SBI to prioritize quality of life concerns. Soho has become out of control and is disgusting. The answer is NOT to create a pedestrian mall. That would be a nightmare for residents.
- Thank you for all you do!
- the residents are extremely burdened by the needs of retail. We need a better balance. It affects our QOL and property values.
- Do not try to expand into any other part of SoHo.
- sharing behind-the-scenes looks at your team's work or involvement in neighborhood events would help personalize your presence and foster a stronger connection with residents and visitors.

- I appreciate the survey. However, you seem to be operating on automatic. Tourists essentially trash the neighborhood every single day and it's a burden to clean up after them. My building is trashed every day, and our signage is vandalized with stickers and covered with all kinds of graffiti.
- Please expand to West Broadway.
- I'd like to see this gorgeous, unique area have the stunning, pedestrian-oriented streetscape that it deserves, rather than the congested, Robert Moses-esquire, parking lot atmosphere that it currently has.
- Doing a great job! Still a lot of mess and congestion on the streets, though. But maybe too hard to keep clean b/c there are SO MANY PEOPLE
- I feel we need more outreach from the organization that we pay into to help operate.
- The district is well maintained for the amount of vehicle and pedestrian traffic.
- Focus could be made on high peak time periods for garbage removal.
- All of the things listed are important and need to be addressed. We need to make sure we have the funds to address all issues.
- Grateful
- thanks for making Soho more liveable
- Vehicle noise
- Thank u for all you do
- I appreciate those working the streets to clean them up
- No large scale development in the neighborhood that would detract from the charm of the historical low/medium height architecture
- I think cores services are done very well, but we need to take the next step and improve the infrastructure, traffic, safety, lights, trees and plants and turn the Broadway corridor into an oasis for everyone
- It feels as if we have an increase in food carts in illegal areas along Broadway. Unfortunately this needs to be policed constantly. I would love to hear more about our efforts with the City on the Broadway/Broome traffic noise mitigation. The City is using "noise cameras" that give tickets in many parts of the City. Can we get one (or three!)?

- We need police to eliminate vehicle noise in intersections.
- I found the survey hard to follow and leading. I would be happy to participate in a focus group
- Close down empire cannabis club and the cannastat van that sells illegal weed.
- Keep up the work
- Thank you for all you do.
- Tell survey master to take its own survey
- Good luck
- Thanks for all you do!
- Email Newsletter
- Would appreciate your not pushing turning SoHo, already busy with the world's shoppers, into overdrive with closed street events. This community has a charm that is already attracting the world. It's balance between residential, street and commercial life is still there. Add more of these kinds of events, and you push it over the edge. Also, please do not allow hi-rises and retail box stores in this neighborhood. You will kill the goose that laid the golden egg. You will remove the charm that charms the world.
- a little dangerous at late night (midnight), near Howard street. Lots of youths smoking marijuana and catcalling
- More updates and better website.
- great job, keep going
- Please take care of the blight that is 430 Broadway!
- Please expand services West - I am willing to assist in fundraising for such efforts
- Continue the great work!
- Collecting data from this survey is a good idea. Teamwork!