



Laurel Village Association

LAUREL BUSINESS SURVEY *February 2005*

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Introduction

In the first quarter of 2005, the Laurel Business Survey was conducted by the Laurel Village Association in response to concerns regarding commercial development in the Laurel District, specifically on the corner of High and MacArthur. Laurel Village members wanted to survey neighbors to determine what type of business the neighborhood wanted for that corner.

The survey was conducted via 'ballots' placed at local merchant locations along MacArthur Blvd – specifically Ace Hardware, World Ground Café, Full House Café, L&L Nails, Lucky Donut, Laurel Bookstore, Curves, Oakland Copy and Print, etc. Merchants were provided with a box for responders, local residents and shoppers, to place their information. The ballots requested from each person their top three choices for what they would like to see in the neighborhood. See appendix B for example of ballot.

The ballots also described briefly the reason for the survey, a bit about Laurel Village, and some example responses. Individuals could leave their personal information and email address to join the Laurel Village email group. People were also allowed to email their response to laurelvillage@gmail.com as well.

Compiling the Results

The ballots were all retrieved from the various merchants after February 15th for compilation. The compiling of results was not especially scientific, however attempts were made to limit the response to one per person. Each name and address that was supplied was checked to ensure only one vote per person. Many people did not complete the personal information section, as that was optional. Twelve hundred (1200) ballots were printed and distributed and approximately 660 valid ballots were returned (via paper ballots and email).

Each ballot contained space for three write in choices. For tallying votes, each line was given 1 point. If the line contained two responses that were not similar, ie: "Bakery/Deli", then each choice was given ½ of a point. If the responses were similar, ie: "Italian Deli/Like Genoa deli" then the responses were scored based on the most specific information (in this case, Genoa Deli). Responses also contained duplications, ie: Trader Joes, Trader Joes, Trader Joes. These were only counted one time.

Responses that were unreadable could not be counted. Responses that contained profanity were ignored.

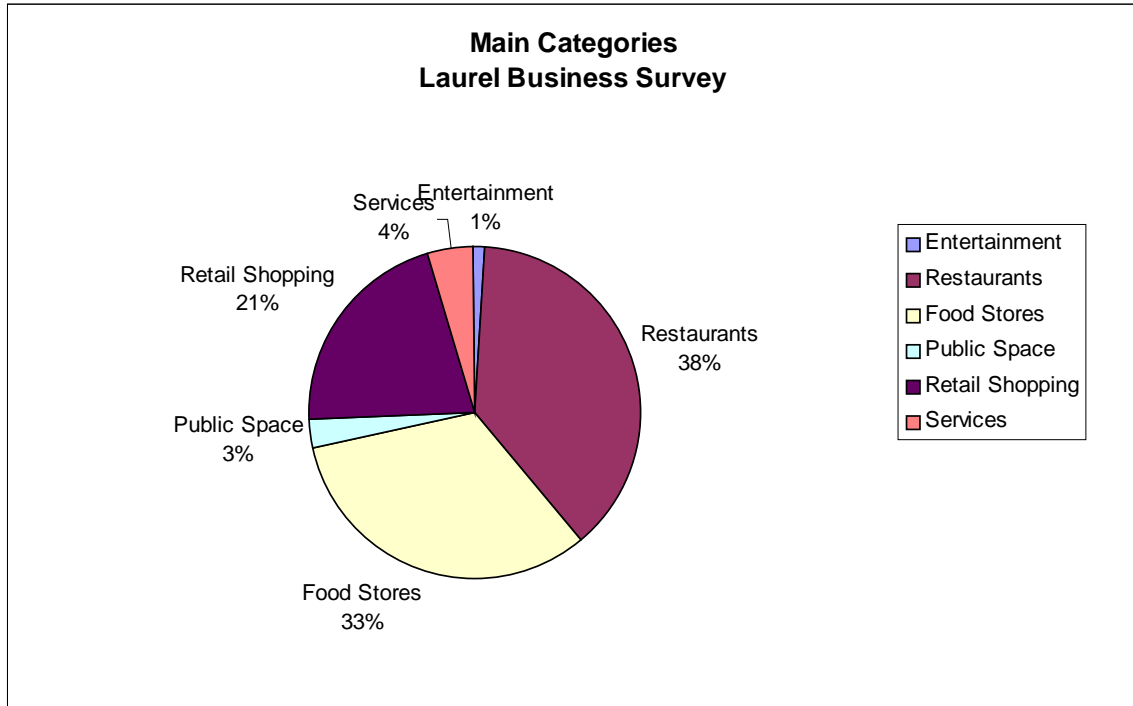
The Results

The survey asked simply for the 'top three choices'. Responses were not required to be within specific categories, type of businesses, etc. Consequently, the responses received varied greatly from very specific choices such as "Everett and Jones" to very general ones such as "Good sitdown restaurant". Responses were also provided in the negative format such as "No Fast Food" or "Anything but Chinese". With the wide variety of responses, negative recommendations were not included in the results below. Responses were then categorized into main and sub categories. The difficulty with tallying the votes lie in the range of responses – for example "Everett and Jones" could be counted as a "Good sitdown restaurant", as well as a "Barbeque restaurant" or "American restaurant". Best efforts were made to categorize and tally responses keeping the spirit of the survey in tact.

Main Categories

The following main categories were used: Restaurants, Food Stores, Retail Shopping, Services, Public Space, and Entertainment. All responses were grouped into one of the above categories. See appendix A for complete line by line results.

The results were as follows for the Main Categories:



As the above chart shows, Restaurants (38%) and Food Stores (33%) were the top responses. Retail shopping at 21% was a close third. The ranking on Main Categories was as follows:

1. Restaurants
2. Food Stores
3. Retail Shopping
4. Services
5. Public Space
6. Entertainment

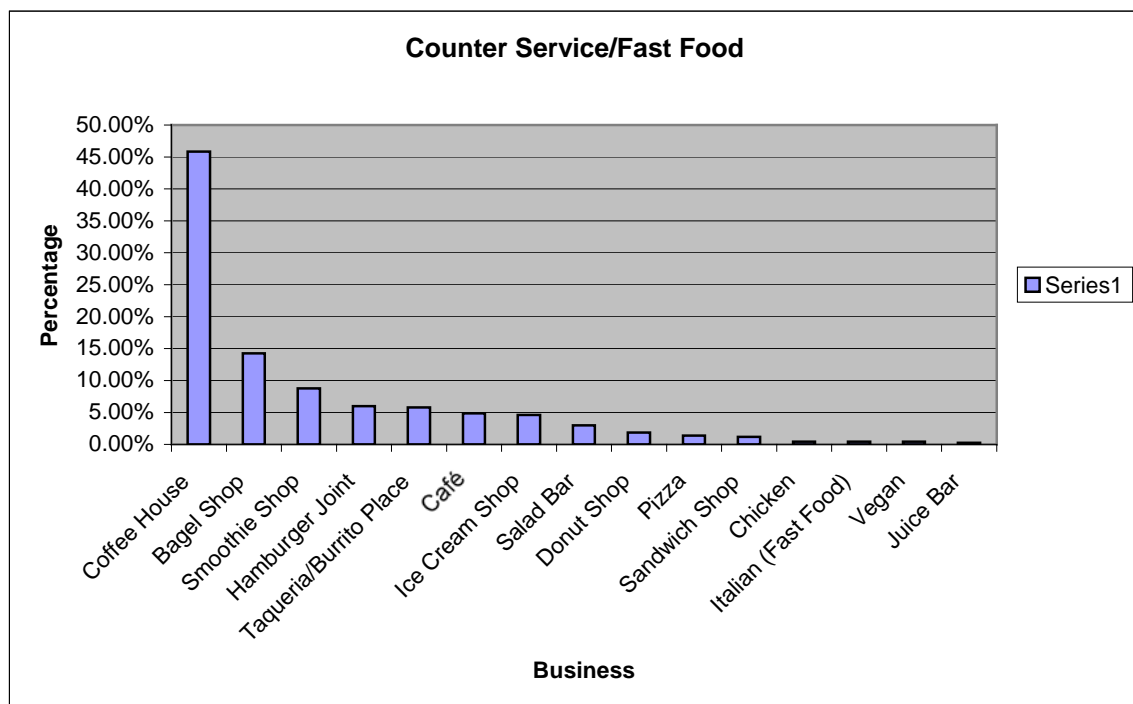
The following sections will describe in further detail each category and responses.

1 Restaurants

The majority of responses fell into the Restaurant category. Within this category, the responses were further subdivided into “Counter Service/Fast Food” (35%) and “Full Service/Sitdown” (65%).

For the restaurant category the responses were specific to type of restaurant (Coffee shop, Pizza, Donut shop), ethnicity (Italian, Thai, Vegetarian), and actual business names (Everett and Jones, Mikado, Filipos). For the second layer of categorization, business names were mapped to the closest type available for Counter Service/Fast Food or to ethnicity for Full Service/Sitdown.

Counter Service/Fast Food responses were as follows:



Coffee House, bagel shop, and smoothie shop were top responses. Specific business name responses within those categories included:

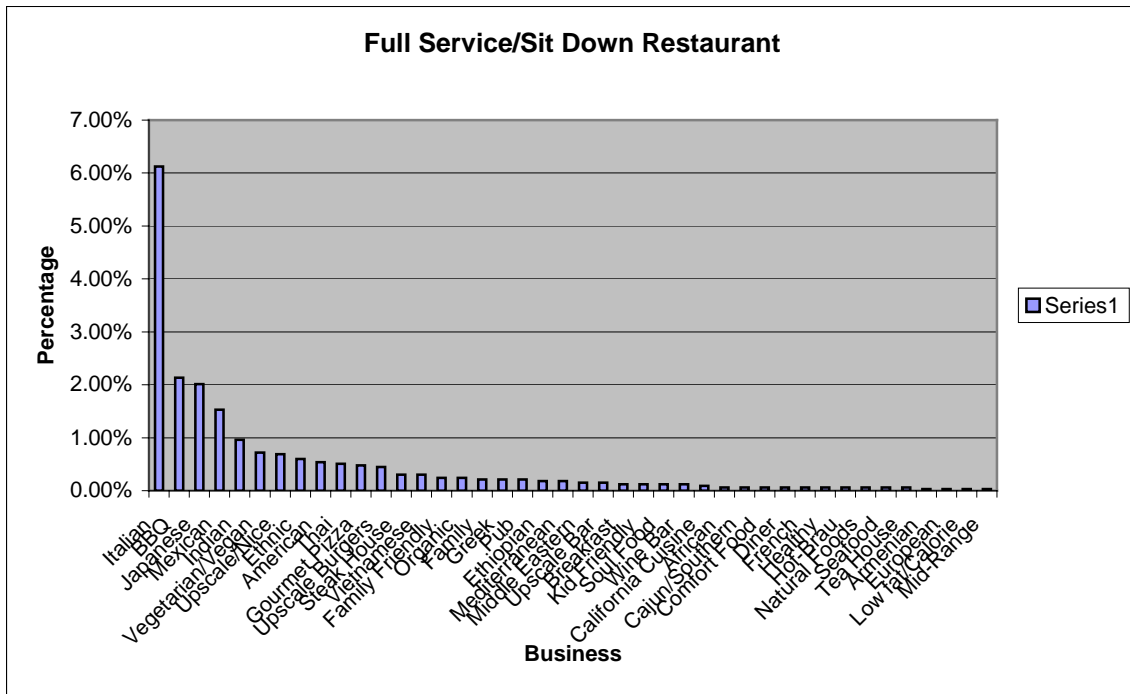
Coffee Shop: Brewberry, Peetes, Starbucks, World Ground

Bagel Shop: Boogie Woogie Bagel Boy, Noahs

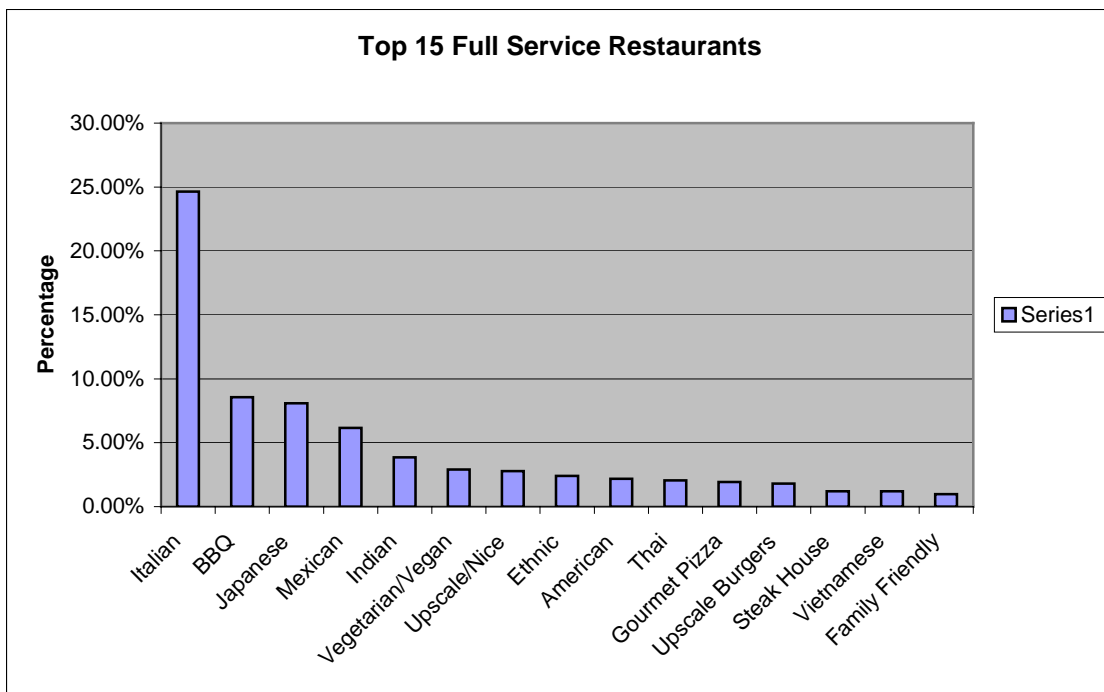
Smoothie Shop: Jamba Juice, Juice Appeal

A complete listing of responses is available in appendix A.

Full Service/Sit Down restaurant responses were as follows:



Italian, BBQ, and Japanese were the top choices. The chart above shows the range of choices. For more specific evaluation, see the following:



Within the top three, specific business names included:

Italian: Filippos, Pasta Pomodoro

BBQ: Everett and Jones, Carmen's Family BBQ

Japanese: Mikado, Kobe Ya

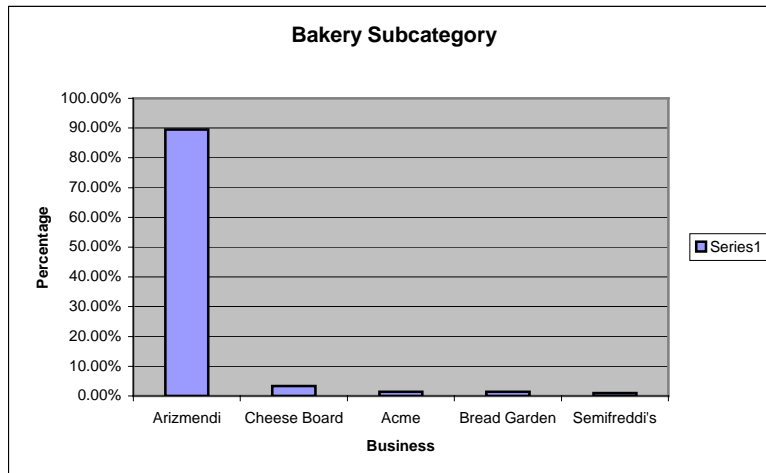
Full service restaurants were clearly the preferred choice from the survey.

2 Food Stores

Responses were grouped into the Food Stores category using the criteria that food would not generally be consumed on premises. Bakery, Deli, and Grocery Store were the top three choices – as shown below:

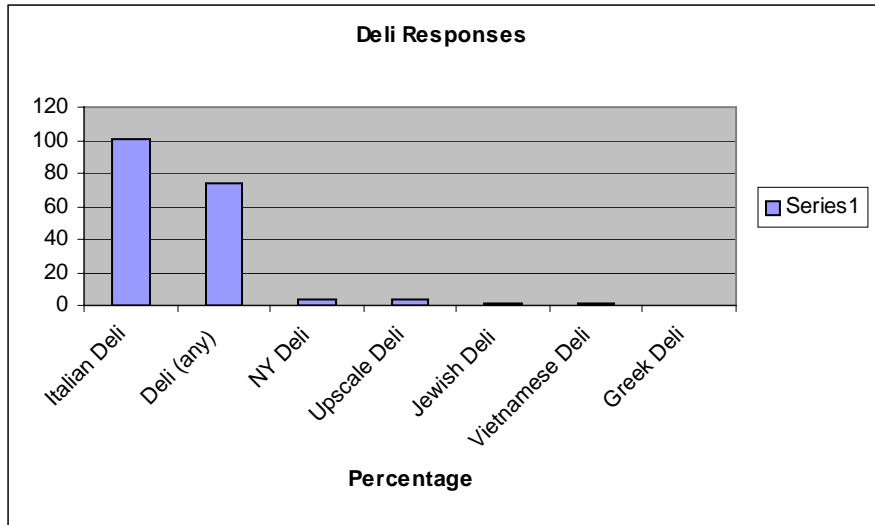


All the top three categories were then subdivided given the range of responses.

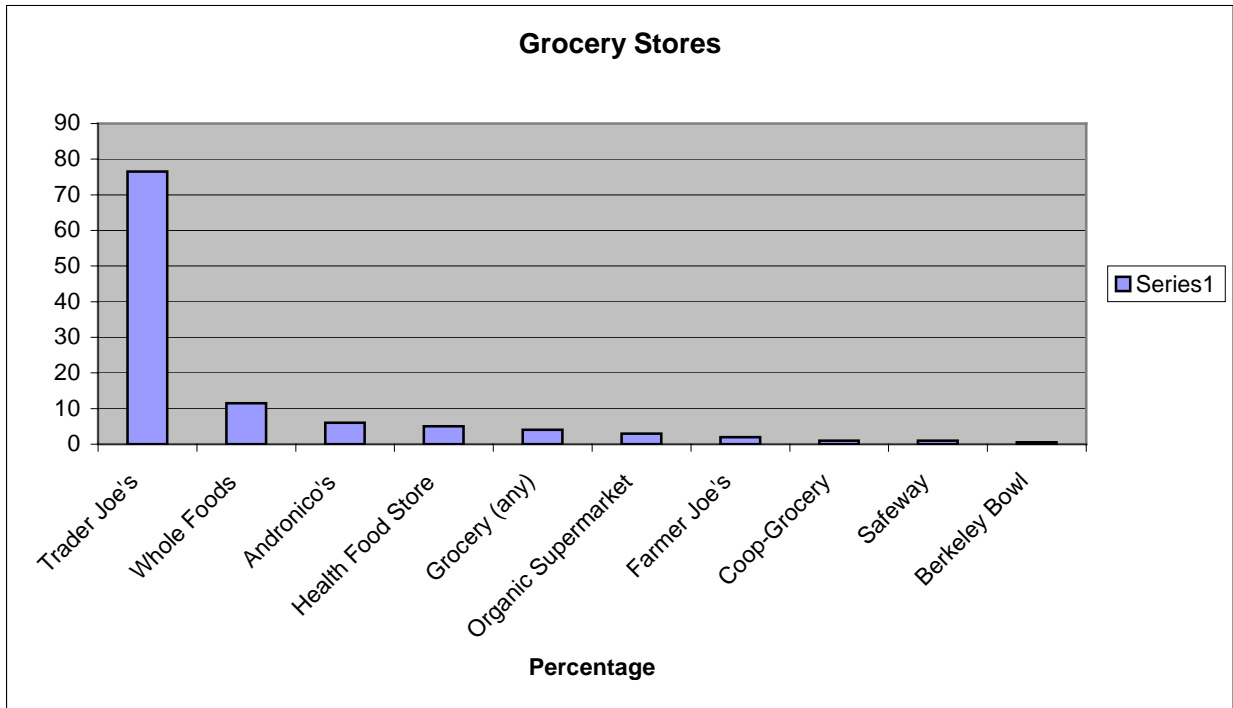


The **Bakery** subcategory was dominated by Arizmendi, with Cheese Board, and Acme Bakery a distant second and third.

The ***Deli*** subcategory included both types of deli's and specific business names. Within Italian Deli, Genoa Deli was over 70% of the votes with Ferrari the next closest named choice.

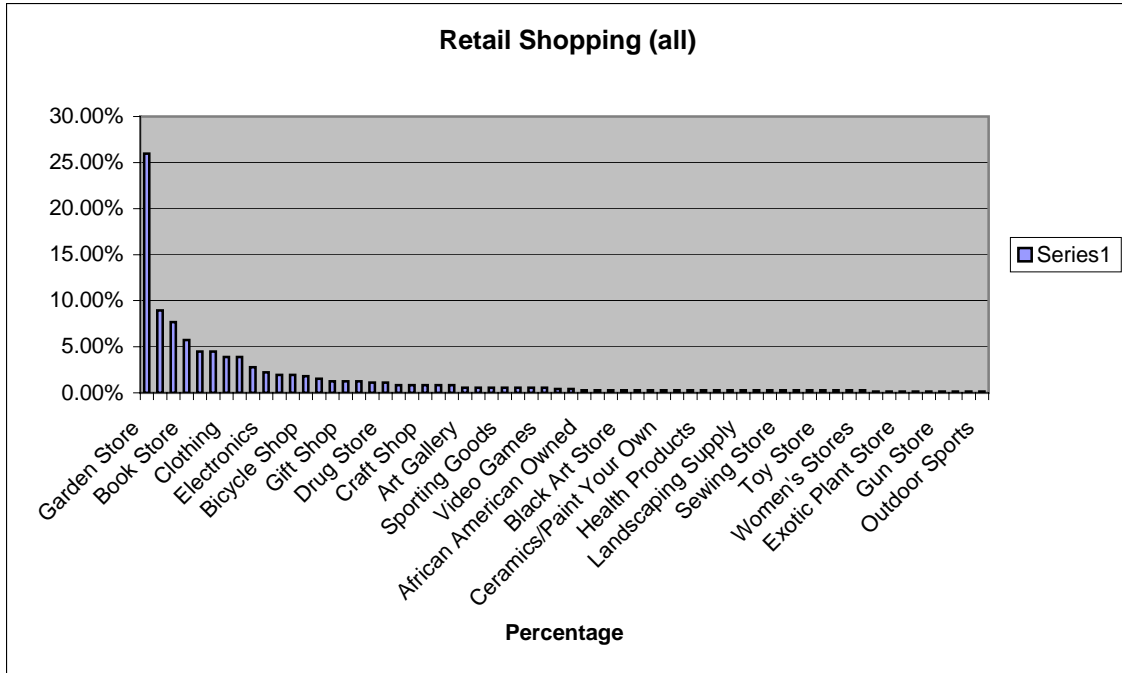


Grocery stores were as follows, with Trader Joes as the top choice overall.

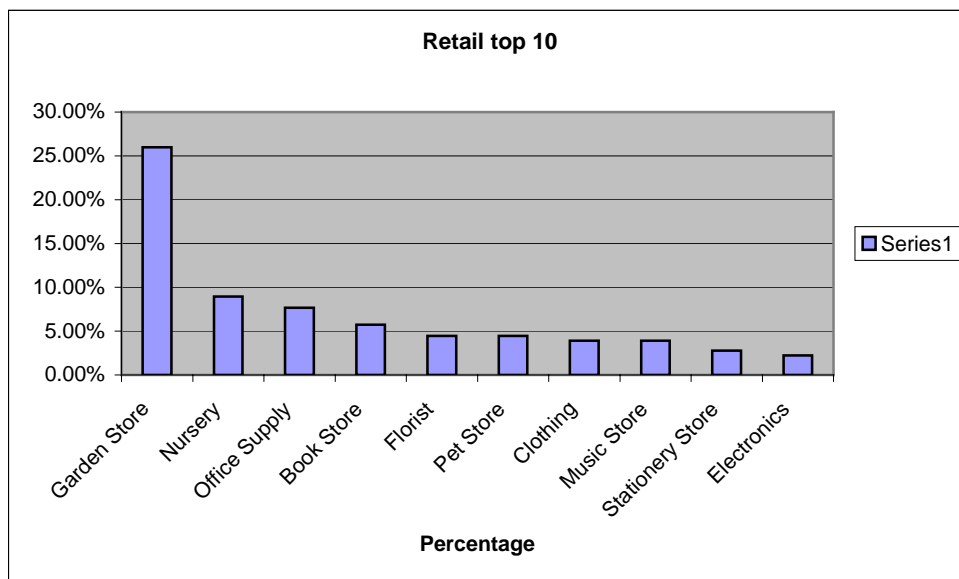


3 Retail Shopping

Retail shopping was considered all non-food shopping – not including services such as copy shops, banks, etc. The variety of responses are shown below – ranging from Garden Store/Nursery to Gun Store.

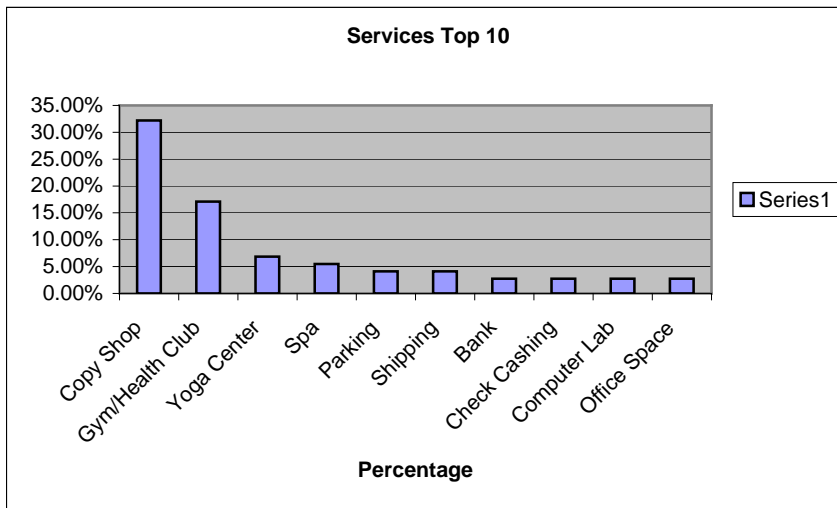
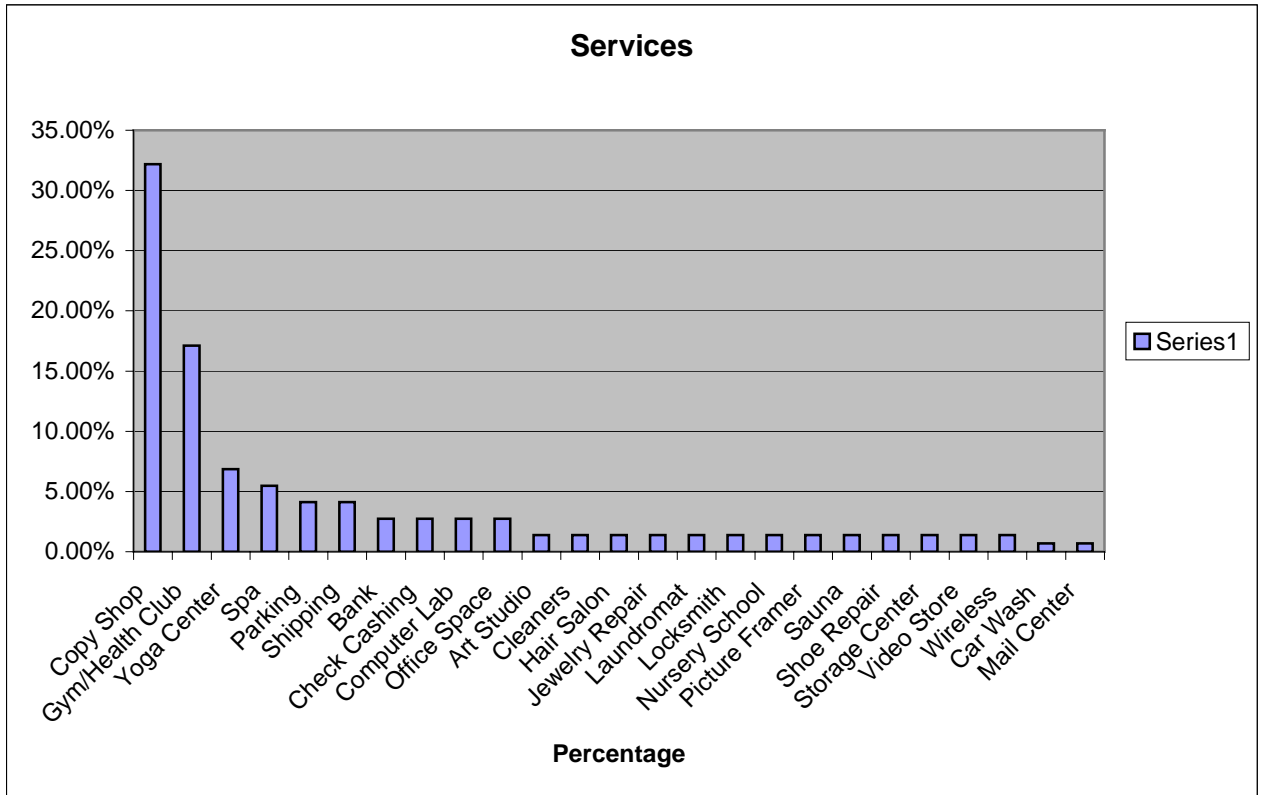


The top 10 retail choices are listed below. Garden Store and Nursery were left as separate categories based on a characterization of Garden Store as carrying plants as well as landscaping supplies, gardening tools, etc. Both categories however are very closely linked and are combined for the purposes of the overall top choices (see conclusion).



4 Services

The top three services were: Copy Shop, Gym/Health Club, and Yoga Center. The graph below shows the range of services.



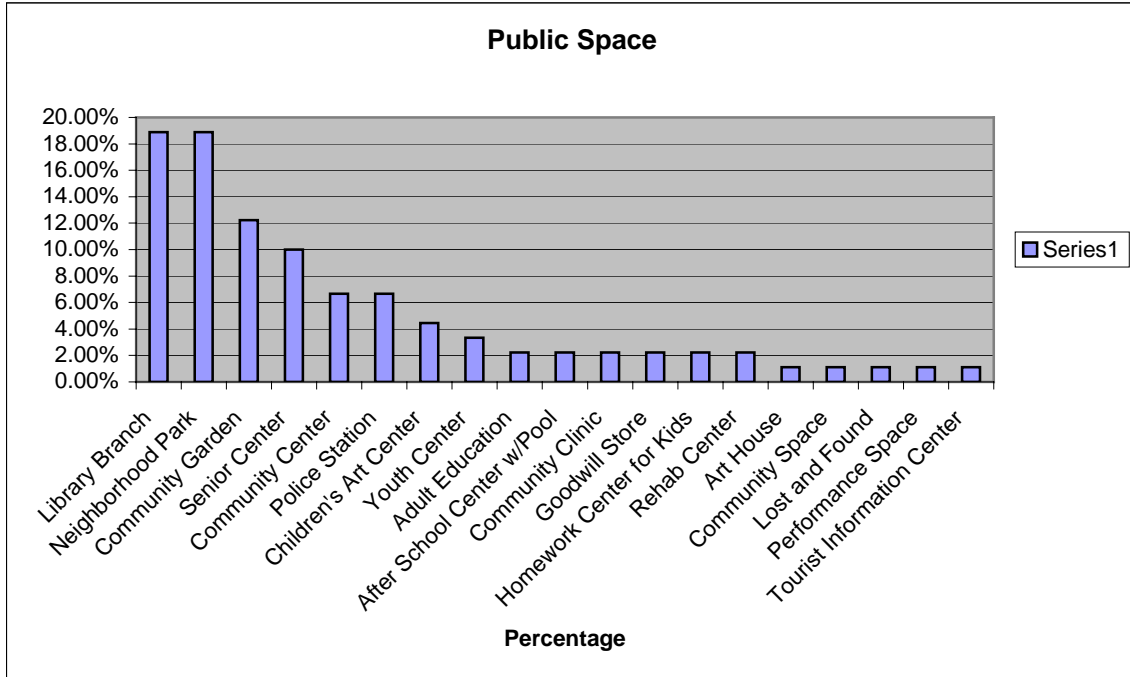
The top 10 services are listed to the left.

Copy Shop businesses specifically named were: Kinkos, Copy Central, and Copy Plus.

Gym/Health Clubs specifically included: 24hr Fitness, Curves, and YMCA.

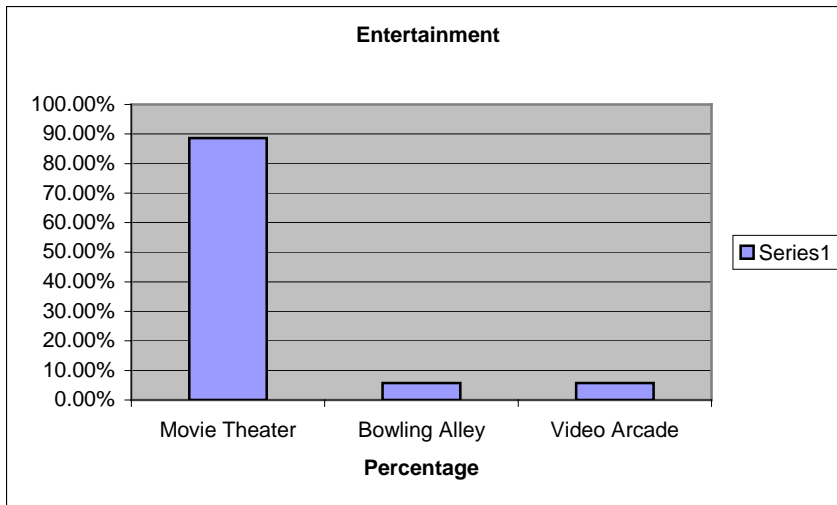
5 Public Space

Responses for public space were surprising as the survey was bent towards commercial development, however this showed the need for such places in our neighborhood. Topping the list was a Library Branch, followed closely by Neighborhood Park. Community Garden completed the top three list.



6 Entertainment

The entertainment category comprised a limited variety of responses.



Within the Movie Theatre response, specific examples such as Parkway and Piedmont were cited, but most responses for that group were simply "movie theater".

Conclusion

This survey provided the neighborhood an opportunity to voice its preferences for businesses in the Laurel. In many cases the choices reflect the vacancies on MacArthur Blvd – clearly lacking a good variety of restaurants, bakeries, and delicatessens. As many Laurel residents are gardeners the Garden Center choice is not a surprise. The overall top 10 choices are listed below with some qualifications. Responses that were very similar are combined for this list (where applicable) to provide a larger cross section of the data. Choices such as Peete's and Starbucks were left individually given the strong tie to branding both businesses enjoy.

Top 10 Overall Choices

Rank	Business
1	Arizmendi/Bakery
2	Garden Store/Nursery
3	Italian Restaurant
4	Trader Joes
5	Genoa/Deli
6	Peete's
7	Starbucks
8	Sushi
9	Everett & Jones
10	Office Supply

Information from this survey will be used to influence commercial development along MacArthur Boulevard as well as general development in the Laurel District. The Laurel Village Association will use this data when interacting with businesses, the City of Oakland, and other neighborhood groups regarding overall development in the Laurel.

Any questions or concerns regarding this survey should be directed to the Laurel Village Association. Contact information: email LaurelVillage@gmail.com. Copies of this document may be obtained on line at www.LaurelVillage.org.

Appendix A – Complete Results

See attached document for complete line by line results. Some notes on the format:

Each indentation represents a sub category level

Numbers tallied on the right represent 1st vote, 2nd vote, 3rd vote, total votes

Numbers tallied to the left of the heading represent total votes for that heading (and all subcategories below it)

Subcategories will include votes for the 'general' category as well as specific votes

Appendix B – Ballot

See attached document for the ballot in pdf format. The document has two pages as the ballot was two sided and printed two per page.

Appendix A
Laurel Business Survey Data

Category	Sub1		vote 1	vote 2	vote 3	Total Votes	Rank w/in category	Net Rank
Entertainment	Total	17.5						
	1 Bowling Alley		1			1	5.71%	0.06%
	15.5 Movie Theater		3	3.5	5	11.5	65.71%	0.69%
	1 Piedmont		0	1		1	5.71%	0.06%
	2.5 Parkway		0	0	2.5	2.5	14.29%	0.15%
	0.5 Multiplex		0	0	0.5	0.5	2.86%	0.03%
	1 Video Arcade		0	1		1	5.71%	0.06%
Food	Total	1171.5	1			1		0.06%
Restaurants	Total	631						0.00%
	217 Counter Service/Fast Food		1	1		2	0.32%	0.12%
	31 Bagel Shop		2	6.5	4.5	13	2.06%	0.78%
	2 Boogie Woogie Bagel Boy		0	0	2	2	0.32%	0.12%
	16 Noah's		4	9	3	16	2.54%	0.96%
	10.5 Café		1.5	0.5	2.5	4.5	0.71%	0.27%
	1 InternetCafe		1			1	0.16%	0.06%
	1 Café with Healthy Food and Wine		0	1		1	0.16%	0.06%
	2 Organic		0	2		2	0.32%	0.12%
	1 Upscale		0	1		1	0.16%	0.06%
	1 Contemporary		0	0	1	1	0.16%	0.06%
	1 Chicken					0	0.00%	0.00%
	1 Popeyes		0	0	1	1	0.16%	0.06%
	99.5 Coffee House		9.5	10.5	5.5	25.5	4.04%	1.53%
	1 Brewberry's		0	0	1	1	0.16%	0.06%
	35 Peet's		9.5	17	8.5	35	5.55%	2.10%
	35 Starbuck's		20.5	10	4.5	35	5.55%	2.10%
	3 World Ground		1	2		3	0.48%	0.18%
	4 Donut Shop					0	0.00%	0.00%
	4 Lucky Donut		2	2		4	0.63%	0.24%
	13 Hamburger Joint		1			1	0.16%	0.06%
	1 Burger King		0	0	1	1	0.16%	0.06%
	1 In'nOut Burger		1			1	0.16%	0.06%
	9 McDonald's		4	1	4	9	1.43%	0.54%
	1 Wendy's			1		1	0.16%	0.06%
	10 Ice Cream Shop		0	3	4	7	1.11%	0.42%
	1 Baskin Robbinss		1			1	0.16%	0.06%
	1 Fenton's		0	1		1	0.16%	0.06%
	1 Lord's		0	0	1	1	0.16%	0.06%
	1 Italian (Fast Food)					0	0.00%	0.00%
	1 Quiznos		0	0	1	1	0.16%	0.06%
	0.5 Juice Bar		0.5			0.5	0.08%	0.03%
	3 Pizza		0	1		1	0.16%	0.06%
	1 Arizmendi		0	1		1	0.16%	0.06%
	1 Papa Murphys		0	1		1	0.16%	0.06%
	6.5 Salad Bar		1	0	1	2	0.32%	0.12%
	4.5 Fresh Choice		0.5	3	1	4.5	0.71%	0.27%
	2.5 Sandwich Shop		0	2.5		2.5	0.40%	0.15%
	19 Smoothie Shop		0.5	0	2	2.5	0.40%	0.15%
	15.5 Jamba Juice		3	7.5	5	15.5	2.46%	0.93%
	1 Juice Appeal		0	1		1	0.16%	0.06%
	12.5 Taqueria/Burrito Place		0	1	1	2	0.32%	0.12%
	2 Baja Fresh		1	1		2	0.32%	0.12%
	4 Cactus		1	3		4	0.63%	0.24%
	1 Cactus Garden		0	1		1	0.16%	0.06%
	1 Gordo		0	1		1	0.16%	0.06%
	1.5 High Tech Burrito		0	0.5	1	1.5	0.24%	0.09%
	1 LaCascada		0	0	1	1	0.16%	0.06%
	1 Vegan		1			1	0.16%	0.06%
	414 Full Service/Sit Down Restaurant		27.5	19	27.5	74	11.73%	4.44%
	1 African		1			1	0.16%	0.06%
	9 American		1	3		4	0.63%	0.24%
	2 Applebee's		1	1		2	0.32%	0.12%
	1 Baker's Square		1			1	0.16%	0.06%
	1 Casper's Hot Dogs		0	0	1	1	0.16%	0.06%
	1 Country Kitchen		0	1		1	0.16%	0.06%
	0.5 Armenian		0.5			0.5	0.08%	0.03%
	35.5 BBQ		3.5	5.5	8	17	2.69%	1.02%
	19 Everett and Jones		10.5	6.5	2	19	3.01%	1.14%
	0.5 Carmen's Family BBQ		0.5			0.5	0.08%	0.03%
	2 Breakfast		1	1		2	0.32%	0.12%

Appendix A
Laurel Business Survey Data

Category	Sub1	vote 1	vote 2	vote 3	Total Votes	Rank w/in category	Net Rank
	1 Cajun/Southern	1			1	0.16%	0.06%
1.5	California Cuisine	1.5			1.5	0.24%	0.09%
1	Comfort Food	1			1	0.16%	0.06%
1	Diner	1			1	0.16%	0.06%
3	Ethiopian	0.5	0	2.5	3	0.48%	0.18%
10	Ethnic	4.5	2	3.5	10	1.58%	0.60%
0.5	European	0.5			0.5	0.08%	0.03%
3.5	Family	1.5	2		3.5	0.55%	0.21%
4	Family Friendly	0	1	2	3	0.48%	0.18%
	0.5 Red Tractor	0.5			0.5	0.08%	0.03%
	0.5 Autumn Moon	0.5			0.5	0.08%	0.03%
1	French	0.5	0	0.5	1	0.16%	0.06%
8	Gourmet Pizza	2	2	1	5	0.79%	0.30%
	3 Zachary's	1	1	1	3	0.48%	0.18%
3.5	Greek	1	1	1.5	3.5	0.55%	0.21%
1	Healthy	0	1		1	0.16%	0.06%
1	Hof-Brau	0	1		1	0.16%	0.06%
16	Indian	1.5	8	5.5	15	2.38%	0.90%
	1 Naan and Curry	0	1		1	0.16%	0.06%
102	Italian	32.5	25.5	27.5	85.5	13.55%	5.13%
	3 Filippo's	1.5	1	0.5	3	0.48%	0.18%
	8.5 Pasta Pomodoro	1.5	3	4	8.5	1.35%	0.51%
	1 Upscale Italian	1			1	0.16%	0.06%
	4 Pasta Shop	0	1	3	4	0.63%	0.24%
33.5	Japanese	2.5	2	4	8.5	1.35%	0.51%
	1 Mikado	1			1	0.16%	0.06%
	23 Sushi	7	6.5	8.5	22	3.49%	1.32%
	1 Kobe Ya	1			1	0.16%	0.06%
2	Kid Friendly	0	1	1	2	0.32%	0.12%
0.5	Low fat/Calorie	0	0	0.5	0.5	0.08%	0.03%
3	Mediterranean	0.5	1	1	2.5	0.40%	0.15%
	0.5 La Mediterranean	0	0	0.5	0.5	0.08%	0.03%
25.5	Mexican	4	7.5	5	16.5	2.61%	0.99%
	1 Chevy's	1			1	0.16%	0.06%
	1 Dona Tomas	0	1		1	0.16%	0.06%
	2 La Pinata	1		1	2	0.32%	0.12%
	1 La Ultimata	1			1	0.16%	0.06%
	3 Picante	2	0	1	3	0.48%	0.18%
	1 Zamarano's	0	0	1	1	0.16%	0.06%
2.5	Middle Eastern	1	1	0.5	2.5	0.40%	0.15%
0.5	Mid-Range	0	0.5		0.5	0.08%	0.03%
1	Natural Foods	1			1	0.16%	0.06%
4	Organic	0	3	1	4	0.63%	0.24%
3.5	Pub	0	0	1	1	0.16%	0.06%
	1 Barclay's	0	0.5	0.5	1	0.16%	0.06%
	0.5 Cato's	0	0.5		0.5	0.08%	0.03%
	1 Ben n Nicks	0	0.5	0.5	1	0.16%	0.06%
1	Seafood	0	1		1	0.16%	0.06%
2	Soul Food	0	2		2	0.32%	0.12%
5	Steak House	0	0	2	2	0.32%	0.12%
	3 Sizzler	1	0	2	3	0.48%	0.18%
1	Tea House				0	0.00%	0.00%
	1 L'Amyx	0	0	1	1	0.16%	0.06%
8.5	Thai	2	3.5	2.5	8	1.27%	0.48%
	0.5 Pagarung	0.5			0.5	0.08%	0.03%
2.5	Upscale Bar	0	0	2.5	2.5	0.40%	0.15%
7.5	Upscale Burgers	1			1	0.16%	0.06%
	6.5 Barney's	1	4.5	1	6.5	1.03%	0.39%
11.5	Upscale/Nice	4.5	2	5	11.5	1.82%	0.69%
12	Vegetarian/Vegan	2.5	4	2.5	9	1.43%	0.54%
	1.5 Golden Lotus	1	0.5		1.5	0.24%	0.09%
	1.5 New World Vegetaria	1	0.5		1.5	0.24%	0.09%
5	Vietnamese	2	1		3	0.48%	0.18%
	2 Noodle/Sandwich Shop	1	0	1	2	0.32%	0.12%
2	Wine Bar	0	2		2	0.32%	0.12%
Stores	Total	540.5					
219.5	Bakery	54	25.5	19.5	99	45.10%	5.94%
	1 Bonier's	0	0	1	1	0.46%	0.06%
	1 Boudin	0	0	1	1	0.46%	0.06%

Appendix A
Laurel Business Survey Data

Category	Sub1	vote 1	vote 2	vote 3	Total Votes	Rank w/in category	Net Rank
	0.5 Grace	0	0	0.5	0.5	0.23%	0.03%
	2 Ladyfingers	1	1		2	0.91%	0.12%
	0.5 Montclair Bakery	0.5			0.5	0.23%	0.03%
	0.5 Neldam's	0.5			0.5	0.23%	0.03%
	105 Bakery (Bread)	0.5	2.5	0.5	3.5	1.59%	0.21%
	1.5 Acme	1.5			1.5	0.68%	0.09%
	94 Arizmendi	54	28	12	94	42.82%	5.64%
	1.5 Bread Garden	1	0.5		1.5	0.68%	0.09%
	3.5 Cheese Board	3	0.5		3.5	1.59%	0.21%
	1 Semifreddi's	0.5	0.5		1	0.46%	0.06%
	5.5 Bakery (Cake)	1.5	1.5	2	5	2.28%	0.30%
	0.5 Just Desserts	0	0	0.5	0.5	0.23%	0.03%
	2 French Bakery	1			1	0.46%	0.06%
	1 La Farine	1			1	0.46%	0.06%
	1 Mexican Bakery				0	0.00%	0.00%
	1 Paneniria	0	0	1	1	0.46%	0.06%
	1.5 Upscale Bakery	1	0	0.5	1.5	0.68%	0.09%
	4.5 Butcher Shop	2	0	2.5	4.5	2.05%	0.27%
	4.5 Cheese Shop	1	1	0.5	2.5	1.14%	0.15%
	2 Cheese Board	0	1	1	2	0.91%	0.12%
184.5	Deli	17	30.5	26.5	74	33.71%	4.44%
	0.5 Greek	0	0.5		0.5	0.23%	0.03%
	100.5 Italian	6	9	0.5	15.5	7.06%	0.93%
	12.5 Ferrari	4	6	2.5	12.5	5.69%	0.75%
	70.5 Genoa	30	25.5	15	70.5	32.12%	4.23%
	0.5 Joaquin's	0	0	0.5	0.5	0.23%	0.03%
	1.5 Lucca	0.5	0	1	1.5	0.68%	0.09%
	1 Jewish	0.5	0.5		1	0.46%	0.06%
	4 New York	1	1	1	3	1.37%	0.18%
	1 Saul's	0	1		1	0.46%	0.06%
	3.5 Upscale Deli	1	0	2.5	3.5	1.59%	0.21%
	1 Vietnamese	0	1		1	0.46%	0.06%
	2.5 Farmers Market	1	0.5	1	2.5	1.14%	0.15%
	3 Fish Market	1	1	1	3	1.37%	0.18%
110.5	Grocery	0	0	4	4	1.82%	0.24%
	6 Andronico's	2	3	1	6	2.73%	0.36%
	0.5 Berkeley Bowl	0.5			0.5	0.23%	0.03%
	76.5 Trader Joe's	52.5	12	12	76.5	34.85%	4.59%
	11.5 Whole Foods	2.5	6	3	11.5	5.24%	0.69%
	2 Farmer Joe's	2			2	0.91%	0.12%
	1 Coop-Grocery	0	1		1	0.46%	0.06%
	5 Health Food Store	0	2	3	5	2.28%	0.30%
	3 Organic Supermarket	0	1	2	3	1.37%	0.18%
	1 Safeway	0	0	1	1	0.46%	0.06%
	1 Liquor Store	1			1	0.46%	0.06%
	1 Meat Market	1			1	0.46%	0.06%
	1 Natural Foods Coop	1			1	0.46%	0.06%
5.5	Produce Store	1	2	1.5	4.5	2.05%	0.27%
	1 Montclair Produce	1			1	0.46%	0.06%
	1 Organic	0	1		1	0.46%	0.06%
	2 Wine and Beer Store	0	0	1	1	0.46%	0.06%
	1 Solano Cellars	0	0	1	1	0.46%	0.06%
Public Space	Total				45		0.00%
	1 Adult Education	0	1		1	2.22%	0.06%
	1 After School Center w/Pool	0	0	1	1	2.22%	0.06%
0.5	Art House	0	0.5		0.5	1.11%	0.03%
	2 Children's Art Center	0	1	1	2	4.44%	0.12%
	3 Community Center	3			3	6.67%	0.18%
	1 Community Clinic	0	1		1	2.22%	0.06%
5.5	Community Garden	1	3.5		4.5	10.00%	0.27%
	1 Organic Style	1			1	2.22%	0.06%
0.5	Community Space	0.5			0.5	1.11%	0.03%
	1 Goodwill Store	0	1		1	2.22%	0.06%
	1 Homework Center for Kids	0	0	1	1	2.22%	0.06%
8.5	Library Branch	2.5	2	4	8.5	18.89%	0.51%
0.5	Lost and Found	0	0	0.5	0.5	1.11%	0.03%
8.5	Neighborhood Park	2	3.5	3	8.5	18.89%	0.51%
0.5	Performance Space	0.5			0.5	1.11%	0.03%
3	Police Station	1	2		3	6.67%	0.18%

Appendix A
Laurel Business Survey Data

Category	Sub1	vote 1	vote 2	vote 3	Total Votes	Rank w/in category	Net Rank
	1 Rehab Center	0	1		1	2.22%	0.06%
	4.5 Senior Center	0	2	2.5	4.5	10.00%	0.27%
	0.5 Tourist Information Center	0	0	0.5	0.5	1.11%	0.03%
	1.5 Youth Center	1	0	0.5	1.5	3.33%	0.09%
Retail Shopping	Total	358					
	1 African American Owned	0	1		1	0.28%	0.06%
	2 Art Gallery	0	0	2	2	0.56%	0.12%
	7 Art Supply	3	1	3	7	1.96%	0.42%
	1 Baseball Collectible Store	0	1		1	0.28%	0.06%
	0.5 Bead Store	0	0.5		0.5	0.14%	0.03%
	1 Beauty Supply	1			1	0.28%	0.06%
	6.5 Bicycle Shop	2	3	1.5	6.5	1.82%	0.39%
	1 Black Art Store	0	1		1	0.28%	0.06%
	2 Body Shop	0	1		1	0.28%	0.06%
	1 Body Time	0	0	1	1	0.28%	0.06%
	20.5 Book Store	4	2.5	6.5	13	3.63%	0.78%
	2 Barnes and Noble	0	1	1	2	0.56%	0.12%
	1 Borders	1			1	0.28%	0.06%
	3 Laurel Bookstore	1	0	2	3	0.84%	0.18%
	1.5 Used Book Store	1.5			1.5	0.42%	0.09%
	3 Comic Book Store	2	1		3	0.84%	0.18%
	1 Black/Ethnic Business	0	0	1	1	0.28%	0.06%
	1 Business Park	0	1		1	0.28%	0.06%
	5.5 Card Shop	0.5	0.5	1	2	0.56%	0.12%
	2.5 Hallmark	0	2	0.5	2.5	0.70%	0.15%
	1 Papyrus	0	0	1	1	0.28%	0.06%
	1 Ceramics/Paint Your Own	0	1		1	0.28%	0.06%
	14 Clothing	0	4	1	5	1.40%	0.30%
	2 Gap	1	1		2	0.56%	0.12%
	1 Nordstrom's	0	1		1	0.28%	0.06%
	2 Children's	0	0	1	1	0.28%	0.06%
	1 Children's Rt Resale	1			1	0.28%	0.06%
	1 Urban	1			1	0.28%	0.06%
	1 Men's				0	0.00%	0.00%
	1 Men's Warehouse	0	1		1	0.28%	0.06%
	2 Women's	0	1		1	0.28%	0.06%
	1 Victoria's Secret	0	1		1	0.28%	0.06%
	3 Children's Play Place	0	0	1	1	0.28%	0.06%
	1.5 Habitot	0	1	0.5	1.5	0.42%	0.09%
	0.5 Gymboree	0	0	0.5	0.5	0.14%	0.03%
	4.5 Computer Supply	1.5	1	1	3.5	0.98%	0.21%
	1 CompUSA	1			1	0.28%	0.06%
	1.5 Consignment Shop	1	0	0.5	1.5	0.42%	0.09%
	3 Craft Shop	0	1	1	2	0.56%	0.12%
	1 Michaels	0	0	1	1	0.28%	0.06%
	4 Discount Store				0	0.00%	0.00%
	1 K-Mart	0	0	1	1	0.28%	0.06%
	0.5 Marshall's	0	0	0.5	0.5	0.14%	0.03%
	0.5 Ross	0	0	0.5	0.5	0.14%	0.03%
	2 Target	1	1		2	0.56%	0.12%
	4 Drug Store	0	1	1	2	0.56%	0.12%
	1 Elephant	0	1		1	0.28%	0.06%
	1 Good Neighbor	0	0	1	1	0.28%	0.06%
	8 Electronics				0	0.00%	0.00%
	1 Best Buy	0	1		1	0.28%	0.06%
	1 Cambridge Soundworks	0	1		1	0.28%	0.06%
	1 Frye's	0	0	1	1	0.28%	0.06%
	1 Good Guys	0	0	1	1	0.28%	0.06%
	4 Radio Shack	0	2	2	4	1.12%	0.24%
	0.5 Ethnic Outlet	0.5			0.5	0.14%	0.03%
	0.5 Exotic Plant Store	0	0.5		0.5	0.14%	0.03%
	3 Fabric Shop	1	0.5	1.5	3	0.84%	0.18%
	0.5 Flea Market	0	0.5		0.5	0.14%	0.03%
	16 Florist	5	6	5	16	4.47%	0.96%
	1 Game Store	0	1		1	0.28%	0.06%
	93 Garden Store	35.5	27	25.5	88	24.58%	5.28%
	5 Ace	1	3	1	5	1.40%	0.30%
	0.5 Gas Station	0	0	0.5	0.5	0.14%	0.03%
	1 Gift Basket Business	1			1	0.28%	0.06%

Appendix A
Laurel Business Survey Data

Category	Sub1	vote 1	vote 2	vote 3	Total Votes	Rank w/in category	Net Rank
4.5	Gift Shop	0.5	2	2	4.5	1.26%	0.27%
0.5	Gun Store				0	0.00%	0.00%
	0.5 Drive Thru Gun Shop	0	0	0.5	0.5	0.14%	0.03%
3	Hardware Store	0	3		3	0.84%	0.18%
1	Health Products	0	1		1	0.28%	0.06%
2	Hobby Shop	0	1	1	2	0.56%	0.12%
1	Jazz Club	0	0	1	1	0.28%	0.06%
1	Knitting Store	0	0	1	1	0.28%	0.06%
1	Landscaping Supply	1			1	0.28%	0.06%
0.5	Liquor Store				0	0.00%	0.00%
	0.5 Drive thru liquor store	0	0	0.5	0.5	0.14%	0.03%
1	Magazine Specialty	0	0	1	1	0.28%	0.06%
1.5	Market Hall	1.5			1.5	0.42%	0.09%
14	Music Store	1	2	4	7	1.96%	0.42%
	1 Downhome Music	0	0	1	1	0.28%	0.06%
	3 Earwitness	1	1	1	3	0.84%	0.18%
	1 Hear Music	0	0	1	1	0.28%	0.06%
	1.5 Tower Records	0.5	0	1	1.5	0.42%	0.09%
	0.5 Wherehouse	0.5			0.5	0.14%	0.03%
32	Nursery	9.5	10.5	10	30	8.38%	1.80%
	1 Long's	0	1		1	0.28%	0.06%
	1 Dwight	0	0	1	1	0.28%	0.06%
27.5	Office Supply	3.5	8	7	18.5	5.17%	1.11%
	1.5 Office Depot	1	0.5		1.5	0.42%	0.09%
	5.5 Office Max	2.5	3		5.5	1.54%	0.33%
	2 Staples	1.5	0.5		2	0.56%	0.12%
0.5	Outdoor Furniture	0	0.5		0.5	0.14%	0.03%
0.5	Outdoor Sports	0	0	0.5	0.5	0.14%	0.03%
16	Pet Store	4	4	3	11	3.07%	0.66%
	1 Bernal Beast	0	1		1	0.28%	0.06%
	1 Pet Express	1			1	0.28%	0.06%
	2 Pet Food Express	1	0	1	2	0.56%	0.12%
	1 Petco	1			1	0.28%	0.06%
1	Quilt Shop	0	0	1	1	0.28%	0.06%
1	Sewing Store	0	0.5	0.5	1	0.28%	0.06%
1	Sex Supplies					0.00%	0.00%
	1 Good Vibrations	1			1	0.28%	0.06%
7	Shoe Store	2	1.5	2.5	6	1.68%	0.36%
	1 Foot Locker	0	1		1	0.28%	0.06%
1	Snowboard/Skateboard	0	1		1	0.28%	0.06%
2	Sporting Goods	0	1	1	2	0.56%	0.12%
10	Stationery Store	5.5	3.5	1	10	2.79%	0.60%
4.5	Thrift Store	0	1	3.5	4.5	1.26%	0.27%
2	Tire Shop	1			1	0.28%	0.06%
	1 Big O Tires	1			1	0.28%	0.06%
1	Toy Store	0	0	1	1	0.28%	0.06%
2	Variety Store	0.5	0	1.5	2	0.56%	0.12%
2	Video Games	0	0	1	1	0.28%	0.06%
	0.5 Game Shop	0.5			0.5	0.14%	0.03%
	0.5 EB Games	0.5			0.5	0.14%	0.03%
1	Vintage Clothing Store	0	0	1	1	0.28%	0.06%
1	Woman Owned	1			1	0.28%	0.06%
1	Women's Stores	1			1	0.28%	0.06%
Services	Total				73		0.00%
1	Art Studio	0	0	1	1	1.37%	0.06%
2	Bank				0	0.00%	0.00%
	1 Community	1			1	1.37%	0.06%
	1 National	1			1	1.37%	0.06%
0.5	Car Wash	0	0	0.5	0.5	0.68%	0.03%
2	Check Cashing	1	0	1	2	2.74%	0.12%
1	Cleaners				0	0.00%	0.00%
	1 Dollar Cleaners	0	0	1	1	1.37%	0.06%
2	Computer Lab	0	1	1	2	2.74%	0.12%
23.5	Copy Shop	5.5	3	1	9.5	13.01%	0.57%
	1.5 Copy Central	1.5			1.5	2.05%	0.09%
	1 Copy Plus	1			1	1.37%	0.06%
	11.5 Kinko's	6	2.5	3	11.5	15.75%	0.69%
12.5	Gym/Health Club	1	6	2.5	9.5	13.01%	0.57%
	1 24-Hour Fitness	0	1		1	1.37%	0.06%

Appendix A
 Laurel Business Survey Data

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	1 Curves	1			1	1.37%	0.06%
	1 YMCA	1			1	1.37%	0.06%
1	Hair Salon	0	1		1	1.37%	0.06%
1	Jewelry Repair	0	1		1	1.37%	0.06%
1	Laundromat				0	0.00%	0.00%
	1 LaundryLane	0	1		1	1.37%	0.06%
1	Locksmith	0	0	1	1	1.37%	0.06%
0.5	Mail Center	0	0.5		0.5	0.68%	0.03%
1	Nursery School	1			1	1.37%	0.06%
2	Office Space	1	0	1	2	2.74%	0.12%
3	Parking	1	0	2	3	4.11%	0.18%
1	Picture Framer	0	1		1	1.37%	0.06%
1	Sauna	0	0	1	1	1.37%	0.06%
3	Shipping	0	0	1	1	1.37%	0.06%
	2 UPS Store	0.5	1.5		2	2.74%	0.12%
1	Shoe Repair	0	0	1	1	1.37%	0.06%
4	Spa	0	1	1	2	2.74%	0.12%
	2 DaySpa	0	2		2	2.74%	0.12%
1	Storage Center	0	0	1	1	1.37%	0.06%
1	Video Store	1			1	1.37%	0.06%
1	Wireless				0	0.00%	0.00%
	1 Cingular	0	1		1	1.37%	0.06%
5	Yoga Center	3	1	1	5	6.85%	0.30%
		619.5	565	481.5			

Laurel Neighborhood

Notice!

Property at High St.
and MacArthur Blvd.



In the Laurel, there is a vacant property at the **corner of High Street and MacArthur Boulevard** that is ripe for development. The owner hasn't declared his intentions, but we want to suggest to him business ideas to assure that he and the neighborhood benefit by having the most appropriate, successful business development at this important, prominent corner.

SPEAK OUT!

List the top 3 stores or businesses that you would frequent if they were located at this very important location in the Laurel: What's missing?... What do you crave?...You can be specific (e.g., "a bakery like Arizmendi", "a deli like Genoa", etc.), or state a general type (e.g., "sit-down Italian restaurant", or "a garden center"). Make your voice heard!

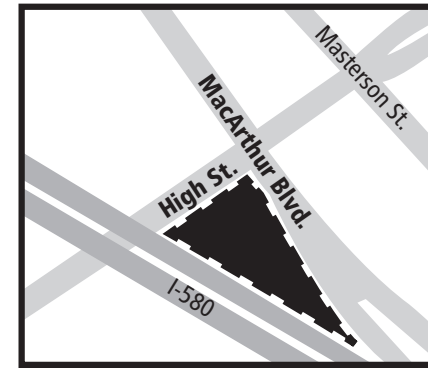
**"My 3 choices for a store or
business at this corner are:"**

(Write your choices on the back of this card.)

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(Write your choices on the back of this card.)

“My 3 choices for a store or business at this corner are:”

- 1)
- 2)
- 3)

Polling Locations

After finishing this card, please drop it off at one of the following Laurel businesses by **JANUARY 15th:**

L & L Nails,
Lucky Donut,
World Ground Café,
Laurel Bookstore.

Or email your response to:
LaurelVillage@Gmail.com

This flyer is sponsored by Laurel Village, our local neighborhood association. Tell us your concerns and hopes for the neighborhood.

Individually, improving the neighborhood can be a bit overwhelming. But together we can accomplish some pretty amazing things. If you're interested in joining an organization of Laurel residents or merchants that's dedicated to improving our neighborhood (step by step), email us your name and address to join our email list: laurelvillage-subscribe@yahoogroups.com.

Or write your contact information below.

Name: _____

Address: _____

Phone Number: _____ Email: _____

Comments/Concerns: _____

Your name or contact information will not be share with anyone outside of Laurel Village. Thanks for responding.

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