

MHCC Empty Storefronts and Community Needs

Appendix 1: Full Survey Results and Rankings

Note: open responses have been edited for grammar and clarity.

Q1. Are there any stores that you would like to see present in Morningside Heights? On a scale from 1 to 3, with 1 being a slight preference, 2 being a medium preference, and 3 being a high preference, please list your preferences for only the establishments that you would like to see represented in Morningside Heights. Choose "n/a" for any establishments you don't think need additional representation in the neighborhood. You may add additional suggestions in the box provided.

Ranking based on total number of respondents wanting the business	Ranking based on proportion of those respondents wanting the business who responded 3	Ranking based on weighted average of responses
Women's clothing store	Grocery store	Women's clothing store
Home and garden store	Shoe repair shop	Shoe repair shop
Shoe repair shop	Women's clothing store	Home and garden store
Thrift store	Pharmacy	Thrift store
Shoe and accessories store	Thrift store	Grocery store
Electronics store	Home and garden store	Shoe and accessories store
Men's clothing store	Dry cleaner	Electronics store
Sport and fitness store	Electronics store	Flower shop
Toys and hobbies store	Flower shop	Men's clothing store
Flower shop	Shoe and accessories store	Sport and fitness store
Grocery store	Soft ice cream or frozen yogurt shop	Toys and hobbies store
Soft ice cream or frozen yogurt shop	Men's clothing store	Soft ice cream or frozen yogurt shop
Dry cleaner	Laundromat	Dry cleaner
Laundromat	Sport and fitness store	Laundromat
Children's clothing store	Children's clothing store	Children's clothing store
Jewelry store	Toys and hobbies store	Jewelry store
Cosmetics/beauty store	Jewelry store	Pharmacy
Pharmacy	Cosmetics/beauty store	Cosmetics/beauty store

Other Responses

NYC Dept. Sanitation receive acceptable recycle electronics, give the supermarkets relief by providing where empty spaces are to have machines receive the 5 cent deposit bottles provide visible maintenance surveillance cameras no vandalism.
I'm not much concerned with the type of store. Anything that serves the neighborhood is good. If I may add, it would be great if there were a movement to keep Broadway cleaner. The trash on the sidewalks and street is pretty bad.
Independent Coffee Shop
Arts and crafts supply store and bookstores
Record store, Kosher eatery
Healthy food restaurants
Fine dining restaurant, perhaps with Japanese or other Asian cuisine, Eastern European cuisine, or even American regional specialties
pet shop, stationary shop
Coffee shops, bakeries, bagel shops, bookstores. Would be really great to have a food coop.
Pet store
FISH MARKET
Bakery
Good old fashioned health food store (Creative Healthfood) HIGHEST PREFERENCE Bagel Store Bookstores highest preference. Appliance repair store Little restaurants and small grocery stores
Sit down restaurant
A good bread bakery
No more badly designed storefronts with cheap merchandise like a \$0.99 store. We have enough in Upper Manhattan. The neighborhood needs of mix of needs and WANTS. Strolling. Browsing. Shopping. We want beautiful boutiques for men's women's and kid's clothing and jewelry, hats, shoes, etc., owned by artists and designers (from e.g., Pratt) who can't afford to rent in a Manhattan. More like very old Soho and Brooklyn 20 years ago. You should not have to leave your neighborhood to buy someone a gift. Or to have more to do in your neighborhood than go to the bank, buy groceries, bike in the park and get take out. Vino Fino and newer restaurants like Flat Top and the resigned Massawa look and are great. Now we need a touch more of interest on Amsterdam and Broadway between 120 and 125th to round out the neighborhood while maintaining Morningside's understated character. Just some tweaks.

return of Village Copies
Citibank has no branches in South Harlem below 125th street. Please, do open one below 116th street.
Cameras
Restaurants!!!
Card store
Health Store bring Bier Restaurant back
Used book store
Bakery
Top-notch pizza place--anything would be better than Famiglia!
BOOKSTORES!
Restaurants that are independently owned!
I think we need to do all we can to support Book Culture. Beyond that, there should be a kind of business that pulls people together. I think a second hand clothing store/thrift shop where we all communally support it by selling our clothes on consignment and donate some time in actually running the place.
Gluten free and organic sandwich shop or moderate price restaurant
Electronic components REI, a Bakery
High End Bakery
A fitness studio that offers classes would be my highest, highest preference! We would also appreciate a store that appeals to tween/teens.
Gift boutique. Something like Magpie in the UWS.
Health Food/Coop w bulk foods; baker, non-chain Chinese restaurant, stationary store
bookstore
bakery
hearing aid center, travel agent
Cocktail bar. Bookstore. Gift shop.
NA here was because we have these already.
specialized food market (cheese or fish or veggies, rather than full service which would threaten Apple Tree

BAKERY
Pancake house, Breakfast cafes
I really miss Liberty House. It was one of my favorite stores for 30 years. Now our local shoe repair place is gone.
A large number of the stores listed above are already in neighborhood
Locally owned small businesses - no more chains & franchises! Middle Eastern, Japanese, Indian, Mexican restaurants, health food store, record store
If the hobbies included thread and yarn and such. Love TJMaxx or Marshall and a bakery
Many of these sound like chain stores that I don't want in Morningside Heights - Columbus and 100 is plenty close.
Movie theater (2), locksmith (1)
Bakery, fish store
Hair salon and barber shop, hardware store, bakery/cafe,
Anything that's not a national brand/chain, keep it local
health food store
Stationery
No big chains
We need to immediately lend support to our existing neighborhood stores to sustain them. Government finds hundreds of million for developers but not a dime to local small businesses. I'm specifically concerned about our long-term "institution", Book Culture which is a book store and so much more in terms of their presence in our community.
BOOKSTORES !
Bookstore, candy store, gift shop, gym, hardware store, paint store
Bookstores, Restaurants
Antiques, art, photography, specialty foods, garden.
Affordable gym
Repair shop for computers, cell phones, tablets -- Apple and PC
Bodegas
Aldi's
Gift shop (like Card-o-Mat or Liberty House used to be on Broadway)- 3 high preference

Bakery
Corner market that sells flowers; ice cream shop (not soft serve or frozen yogurt)
Bagels
I don't favor any more chain stores at all. There is no place in the neighborhood to buy the simple things I used to shop for and the Asian grocery is the only one with decent prices. No one is selling clothing for any age group at any price any more, and that's a loss.
Locally owned businesses should receive priority
I checked thrift store - such as Good Will (like the one in Harlem around 123rd and 3rd or Salvation Army. Grocery store such as a Trader Joe's as Westside Market is expensive. Bakery - like Silver Moon on 105 th , Fish Market

Q2. Are there any services that you would like to see present in Morningside Heights? On a scale from 1 to 3, with 1 being a slight preference, 2 being a medium preference, and 3 being a high preference, please list your preferences for only the services that you would like to see represented in Morningside Heights. Choose "n/a" for any services you don't think need additional representation in the neighborhood. You may add additional suggestions in the box provided.

Ranking based on total number of respondents wanting the business	Ranking based on proportion of those respondents wanting the business who responded 3	Ranking based on weighted average of responses
Space for yoga, t'ai chi, or bodily movement classes	Urgent care center	Space for yoga, t'ai chi, or bodily movement classes
Community meeting space	Gym	Community meeting space
Senior center	Community meeting space	Urgent care center
Urgent care center	Space for yoga, t'ai chi, or bodily movement classes	Gym
Geriatric medical center or specialist	Senior center	Senior center
Gym	Geriatric medical center or specialist	Geriatric medical center or specialist
Afterschool childcare center	Afterschool childcare center	Afterschool childcare center

Co-working space (such as WeWork or Spacious)	Co-working space (such as WeWork or Spacious)	Co-working space (such as WeWork or Spacious)
Veterans services center	Veterans services center	Veterans services center
Meditation chapel or space	Meditation chapel or space	Meditation chapel or space

Other Responses

computer repair
A community center and educational center for residents who want programs or workshops that offer activities and entertainment. Learning new skills or connecting with the arts is important. Residents want to socialize and feel a sense of community. A place where people can gather and interact with each other.
affordable preschool and child care
computer supply shop e.g. cartridges.
Life in motion/Body Strength HP
None of these are needs for the neighborhood. They are everywhere around here. Perhaps some people want boring because it makes them feel like their foothold in the neighborhood is stronger. I get that, but life is short! And adding more color to the beauty of our neighborhood will not mean its demise.
Another nail salon would be great. Also, a good bakery where you can buy cakes would be terrific.
I would love a gym more than anything else. The NYSC on 94th is so dismal.
pool
licensed physical therapy
dance studio
MSG already provides the above services such as Gym.
Many of these are attractive but none that I would use personally
We don't want WeWork in Morningside Heights!
Bike shop.
Furniture store
The Morningside library has become a drop in center for all kinds of people needing social services, and you should talk to them about their needs, some of which don't belong in a library.

A number of the above services could be combined in one building as a community center that serves as a multi-functional space- for instance -body movement/yoga classes, meeting space, an area for seniors, cafe, a welcome desk with info on Morningside Heights etc..

Youth activities

Q3. Are there any entertainment venues that you would like to see present in Morningside Heights? On a scale from 1 to 3, with 1 being a slight preference, 2 being a medium preference, and 3 being a high preference, please list your preferences for only the venues that you would like to see represented in Morningside Heights. Choose "n/a" for any you don't think need additional representation in the neighborhood. And add any additional suggestions in the box provided.

Ranking based on total number of respondents wanting the business	Ranking based on proportion of those respondents wanting the business who responded 3	Ranking based on weighted average of responses
Movie theater	Movie theater	Movie theater
Theater (drama)	Music locale	Music locale
Music locale	Theater (drama)	Theater (drama)

Other Responses

Performing arts center that offer artistic events. Art galleries
The neighborhood is deprived of cultural venues other than Manhattan School of Music and Columbia's Miller...a movie house, a theater stage would be good additions
Reopen Metro movie theater! Keep Thalia! Keep Symphony Space! Independent businesses of any kind
Gaming space. Pop up and Museum Spaces with rotating shows/exhibits on street level. See e.g., http://www.colorfactory.co/?gclid=EAlaIqobChMIpdmusrLS5AIVDLbCh1-iAuLEAAYASAAEgJbJPD_BwEHex &Co. on Broadway and 111th Street could use a larger space. It is popular and fun and serves all ages. Ask the owner
Jazz music bar, wine bar with no or very soft music.
Movie theater without assigned seats
pottery center/gallery
These don't really fit the neighborhood

Definitely a good art film theater
Art gallery
Anything that's not a national brand/chain, keep it local
Movie theater that include recent Indy films would be great for this area
A theater that shows good movies, including docs and foreign films, would be most welcome and highly popular, I think. Manhattan School of Music offers marvelous theater and musical performances, as does the church off Broadway at 121.
I find that I always leave the neighborhood for music. Music venues that attract various age groups- an example is Barbes - which is in Park Slope. The music is very diverse and interesting.

Q4: Are there any cuisines or types of restaurants that you'd like to see represented in Morningside Heights? Select as many or as few as you like, or add your own responses in the text box below.

Ranking based on total number of respondents wanting the business
Mediterranean and Greek
Middle Eastern
Indian
Japanese
Mexican / Tex-Mex
French
Thai
Vietnamese
Greek
Italian
Spanish
Chinese
Caribbean/West Indian
American
Southern / Soul Food

African
German
Russian

Other Responses

Really need a decent Chinese restaurant in the neighborhood. Also, a nice upscale restaurant to go for special events would be nice.
Diner
Kosher
Most of these cuisines are already in the area. I'm checking boxes to reaffirm my interest in them.
deli
All of the above.
All are wonderful, more cuisines to be considered!
As much variety as possible.
Farm to table: Community Food Co-Op, tapas place
Same theme. Find an upcoming chef from a former well known Michelin Star type restaurant that needs a restaurant space of her or his own. Allow the chef to have the opportunity to do their own thing and make money. But high quality of the food is key. And yes, it can be affordable for everyone for a nice meal now and then. Just because you're old doesn't mean you can't and other people don't want to go out with a friend once in a while and have oysters and a fantastic cocktail with yellow pepper puree. See e.g. RED PAPERCLIP story https://www.google.com/amp/s/robbreport.com/food-drink/dining/red-paper-clip-restaurant-opening-nyc-2859739/amp See also ROKC http://nymag.com/listings/bar/rokc/
Turkish
Vegetarian
health food
Not chains!!!
I
It seems that we already have almost all of these cuisines. If we start to duplicate, won't we run the risk of having some of the establishments we already have go out of business?
Glute- free, Organic

Filipino food, Dim Sum - anything!
GOOD Restaurants with better food than what are currently available
Dunkin Donuts, Bakeries More vegetable/fruit selections.
Korean
Cuban-Chinese
Mostly I'd like more table-service restaurants, fewer cafeteria-style
farm to table, healthy
One extra relatively inexpensive breakfast place under the "American" heading above would be nice. Tom's is currently the only one in the neighborhood now. It would have to serve oatmeal!
Persian
A cafe/coffee shop that you can actually sit down in and enjoy a cup of coffee and maybe a pastry.
would prefer not to see more Burger, Asian, and Mexican fast food restaurants.
A steak house would be great.
A good quality Diner to replace Manchester
Jewish deli that carries good bagels, whitefish salad, corned beef, etc.
Peruvian
coffeeshop/diner, seafood restaurant
Vegan
Most of the restaurants opening in the neighborhood cater to the same market. I'd like to see more diverse choices.
All are good as long as it's not a national brand/chain, keep it local.
The more the merrier!
I think we already have a broad representation of restaurants in our community.
Kitchenette!
Dedicated gluten free
Better coffee shops... There are too many Starbucks.... Something like Seven Grams Italian coffee and bakery small shops would be excellent
The McDonalds at 125th and Broadway is an important center for the community. Columbia has already begun work on demolishing it but if there is any way we can keep that place intact, it would be hugely meaningful for the cab drivers who rest and take bathroom breaks there, for the families

that visit for affordable meals, and for the communities who have spent time there in the past 30 years. https://gothamist.com/food/mcdonalds-harlem-closing
Seafood
Deli like Artie's or 2nd Ave Deli
Definitely need more Chinese restaurant options!
Another diner (Tom's with better food.)
Turkish
Latin American (Venezuelan, Colombian), Tibetan, really good Pizza - like Mama's Too! (105th), Paulie Gees (Brooklyn), Sotto Casa (Harlem)
Pancake House (NOT IHOP)

Q5. Are there any dietary options that you'd like to see represented in Morningside Heights? Select as many or as few as you like, or enter your own response in the text box below

Ranking based on total number of respondents wanting the business
Vegetarian
Vegan
Pescatarian
Kosher
Halal
Lactose Intolerant-friendly
Keto

Other responses

I'd like to see some of the dietary options mentioned above in restaurants that offered a broader menu rather than restaurants catering to the dietary needs exclusively.
don't know distinction between Vegan and Vegetarian
All wonderful
Heart healthy
Diet conscious

Something NOT directed specially at college market;
. But maybe Vegan. Most modern places have dietary options.
SUGAR-FREE ICE CREAM / YOGURT
I guess any of these might be good although they are not anything that I would especially seek out.
Gluten free
Allergies friendly
Oatmeal for breakfast! (Not just eggs.)
I'm pretty flexible - what matters is that the food taste great.
REALLY GOOD FOOD MODERATELY PRICED
They're all good but keep it real, no hypes
Dedicated gluten free

Q6. Are there other stores, services, or establishments that you have seen in other neighborhoods that you would like to see in Morningside Heights?

Street cleaning by the stores themselves and by the city. Adequate waste baskets on the corners would also help.
Art supply stores
thrift stores
Keyfood, Fine fair supermarkets Marshalls, Bed bath and beyond, DSW.
Record (music) store
clever yet reasonably priced gift shop
Art galleries Wine bars More neighborhood coffee shops
Health food store
prepared foods
Any store to give Westside Market competition. They are way too powerful here and take advantage of it!
NO
More cultural centers and community meeting spaces

Store selling household linens and tableware
more mani/pedi shops
These are great--I'm sure there are more possibilities.
We are losing diners. Would love to see some come back.
CD/LP/audio equipment sales and exchange
A Trader Joe's or Whole Food type of store. All we've got is Westside Market and they desperately need some competition! A Pro-Image store would be welcome.
an Aldi and a Traders Joe food shop, a movie theater a Rite-Aid pharmacy. I live at 109 & RSD.
Whole Foods or Trader Joes Pro-Image (digital photo transfer etc.) a butcher
Community Coffee Shops
Witchcraft, Gray's Papaya, Motorino Pizza wine bar, Nanoosh
underwear, socks, panties, pajamas
Good restaurants. Stores that sell good spices. More farmers markets. I forgot: keep the stationery stores! Ivy League, Janoff's . Keep UPS
16 Handles
Bike shop
The BID on Amsterdam and 109 is a place you can always drop in to discuss positive ideas and connections and initiatives, both your own ideas and theirs and you can also find out a lot about what other good groups and businesses are doing. The Laundromat Project has a working laundry in east Harlem where you can make art while you wait for your wash. Proteus Gowanus was a space in which many small projects could find a tiny home, for example a fix-it club one night a week.
See theme above. I always thought Morningside Heights would be perfect for a Chelsea Market style place. While the Social Work school was empty for years on the corner of 122, that could have been a nice mini space.
Pain Quotidien
a magazine store, a closer bakery
Maison Kayser
Aldi's
Stores that sell unusual special gifts like Liberty House
Book store, falafel (miss Amir's), diner

Record store Tea salon (not bubble tea)
Love what's been happening in the former Liberty House space at B'way and 112th. Would be nice to have a permanent "bazaar" there open every day.
Yes, high-quality sandwich shops, like Witchcraft, or farm-to-table fast-casual eateries. Great ice cream shop.
More family restaurants to try and keep family feeling in Morningside Height. I feel like I'm living on a school campus now I hate it!!
MORE BOOKSTORES
A counseling service? A cooperative that works with the farmer's market in selling fresh food? A recycling area? An after-school tutoring center where people in this area could volunteer? Services that might be connected in some way to book culture so that that store might remain with us.... A non-profit center where people could teach the skills they've developed in their lifetimes. There are, for example, many older people who know how to knit and sew and cook. Perhaps they could be encouraged to teach these skills to younger people (and even to some older people like me who would like to learn how to sew at this late stage!) in exchange for something else they might need or want (like some help with grocery shopping, or even some light house cleaning). How about an oral history center? Are there any Columbia faculty or students or community people who would want to train others to interview seniors? (or interview them as well?) Perhaps a book could even come of it...I have an idea for collecting recipes from people in the community. All of these could be projects coming out of a community center. These activities could also, possibly, be connected with LILY (Lifeforce in Later Years), a local community organization that sponsors events and coordinates volunteer services for seniors. Also, how about a community garden? Is there any space big enough for that? A local theater group?
Yarn, sewing, fabric, needlework, what used to be called notions. Gift store with paper goods. Art gallery.
Sporting Goods
Women's clothing
Trader Joe's, Sephora,
Gym, boutiques, local shops. Small businesses, not massive chains or cell phone stores or banks.
Neighborhood bar. Climbing space with ropes that is affordable. Community center
I live on West 105th Street.
Eco-friendly laundry services, eating places that have a range of prices (the ones nearby tend to be a little pricier especially for lunch and are often geared too much towards students), maybe a pet supply store
Yoga studio

We use to have a little of everything and all that's gone is missed: clothing stores, electronics, shoe repair, stationers, etc. Columbia Univ. focus on "needs" of transient student population does not promote community building nor the needs of long term residents.
Fruit and vegetable groceries
A 99c store that has a wide selection of cheap men's and women's underwear and socks and easy-to-use cellphone screens!
Housing for low-income individuals, shelter for the unhoused
KEEP BOOK CULTURE OPEN !!
Crafts Art
Day care
no
Basic clothing for men and women
Woman's clothing store. High end card and notions store.
A tech store ranging from mobile phones, tablets to PCs, including games. maybe a mini-Best Buy would work.
perhaps a bookstore
Spacious coffee/tea room
Watch repair shop/jewelry repair shop. Tailor. I miss Liberty House!
No. This neighborhood --- and the ease with which we can get to the Eighties and Nineties --- is sufficient unto itself. Always has been. This kind of "survey" --- clearly in pursuit of more "development" --- is bogus and deeply offensive. We live in New York City, not Mobile, Alabama. We have public transport to the shopping paradise of the world. What Morningside Heights most desperately needs is a Morningside "Community" organization that actually stops the active destruction of this neighborhood. Instead, we get this stupidity, for which, yet another wolf in sheep's clothing has paid money. MSH "needs" LESS DEVELOPMENT, LESS CONSTRUCTION, LESS NOISE, and fewer "Community" types who pretend to care but hold hands with Columbia University and retail "developers." Get a grip, boys and girls.
I'd love to see a bakery with fresh baked bread
No.
A bar/restaurant. Ethnic restaurants
Home improvement; bagel and bakery shops

Again, let's look at our existing valuable small businesses, in particular Book Culture to assure they remain as a valuable member of our community. Remember that charity begins at home.
clothing stores, clothing boutiques, toy stores
Watch repair
Credit union, "natural foods" store (we have only a very small one), food cooperative.
iStore in Union Square is excellent example of type of electronics sales and repair store that would be good here
Butchers, fishmongers, cheese shops, ethnic markets. Also, not sure what you do about it, but there are plenty of restaurants, but a lot of them just aren't very good. With the exception of Chinese and African food, most of the "ethnic" restaurants (Mexican, Japanese, Thai) are pretty mediocre.
Keep the McDonalds at 125th and Broadway open! More good bagel places closer to 125th
Artist ateliers
Harry's Shoes, Sephora, Mexicue, Home Goods
Pet store.
We don't have enough good tailors. And clearly there should be some place beyond our churches for the homeless and mentally ill. I would support a treatment center for substance abuse and mental illness.
brewery, bars that attract various ages and serve unique beer (Dive Bar on Bdwy and 102nd), Brouwwrji Lane (Greenpoint) Astoria Beer and Cheesemore Cafes like Hungarian Pastry Shop or Max Cafe
crafts - where people can make a craft item or buy materials to make crafts.
Community Meeting Space

Q7. Do you live on 110th to 125th Streets between Riverside Drive and Morningside Drive? Your answer to this question will not affect other responses in this survey.

Option	Raw Number	% of Total
Yes	173	83.17%
No	35	16.83%