



Part Five

Visitor and Resident Surveys

Part Five: Visitor & Resident Consumer Survey

I. Visitor Survey Results Overview

During May through July of 2010, visitor surveys were distributed at local hotels and in visitor packets distributed to seasonal renters. 109 visitors responded to the survey. A full tabulation of the survey results is available as an addendum to this report. A summary of results follow.

- Almost all of the visitors spent time in the Village Center. 96% of the visitors reported that they went to the Village Center during their stay in Orleans.
- However, visitors did less than half of their shopping and dining in the Village Center.
 - 60% of the visitors did less than one-half of their non-grocery shopping in the Village Center. 28% did less than one-quarter of their non-grocery shopping in the VC.
 - 70% of the visitors did less than one-half of their restaurant spending in the Village center. 40% did less than one-quarter of their dining in the VC.

Satisfaction with the Village Center (Average Ratings)

Visitors appear satisfied with the quality of goods and services offered in the Village Center and less satisfied with Arts & Culture offerings.

With regard to Orleans Town center, please rate your satisfaction, 1 to 5 (where 1 is very dissatisfied and 5 is very satisfied)	
Quality of Goods & Services	3.9
Selection of Stores/Restaurants	3.7
Store Hours	3.7
Atmosphere/Appearance	3.6
Traffic/Parking	3.5
Arts & Culture	3.3

Types of Businesses that Visitors would like to see added to the Village Center

(most frequent responses in order of frequency)

- Restaurants including specially noted: sidewalk cafes, Mexican, Italian and Applebees
- Movie Theater
- Clothing including specially noted: "more affordable"
- Candy/Ice Cream
- Art/Craft Galleries
- Gifts
- Discount Store including specially noted: Target, Walmart, Costco, BJ's

Changes/Improvements Visitors would like to See in the Village Center

(most frequent responses)

- Better atmosphere, appearance, streetscaping
- Improved sidewalks, pedestrians and bike-friendly
- Better parking

II. Consumer/Resident Survey Overview

In July 2010, surveys were sent to 1400 randomly selected household addresses in Orleans. The recipients were property owners – this included both year-round residents and seasonal/second homeowners. The purpose of the survey was to obtain information from potential consumers regarding their current satisfaction with the Village Center, their shopping habits, changes that might increase their patronage and opinions about possible actions that the Town might consider to help ensure the long-term viability of the Village Center. The survey received a good response rate -- 386 households responded (about 3%).

Zip code of Respondents' Primary Residence

Approximately two-thirds of the survey respondents have their primary residence in Orleans. One-third of the respondents have their primary residence outside of Orleans.

Primary Residence	
Orleans	44%
East Orleans	12%
South Orleans	9%
Total Orleans	65%
Outside of Orleans	35%

Satisfaction with Village Center

Residents appear satisfied with some aspects of the Village Center and less satisfied with others. The satisfaction ratings among the residents, for most criteria, are remarkably similar to the satisfaction ratings among visitors.

- The Quality of Goods & Services and Customer Service received high satisfaction ratings.
- Residents and visitors were less satisfied with Store Hours, Atmosphere/Appearance and Traffic/Parking.
- Arts & Culture received the lowest satisfaction rating among both residents and visitors.

With regard to Orleans Town center, please rate your satisfaction, 1 to 5 (where 1 is very dissatisfied and 5 is very satisfied)		
Criteria	Resident Survey	Visitor Survey
Quality of Goods & Services	3.9	3.9
Store Hours	3.7	3.7
Customer Service	3.7	
Selection of Stores/Restaurants	3.6	3.7
Atmosphere/Appearance	3.6	3.6
Traffic/Parking		3.5
Arts & Culture	3.3	3.5

Frequency of Visits to Village Center

Residents are frequent visitors to the Village Center. The vast majority of respondents (82%) visit the Village Center at least twice per week.

How often do you come to Orleans Town Center? (If seasonal resident, how often you come to the TC while residing on the Cape?)	Response Percent	Response Count
Twice per week or More	81.3%	309
Once per Week	11.8%	45
Once a Month	3.7%	14
Once every few months	2.1%	8
Rarely/Never	1.1%	4

Opinions about Chains and Franchises

Approximately one-half of the respondents feel that some chains and franchises could be a good addition for the Village Center, while the other half would prefer there were no chains and franchises. Only 3% think all chains and franchises should be allowed.

Which statement best reflects your opinion about chains and franchises in the Town Center?	Response Percent	Response Count
I would prefer there were no chains or franchises in the Town Center, only small independent businesses	47.6%	177
Some chains and franchises could be a good addition to the Town Center if they were attractive and high quality	49.2%	183
All chains and franchises should be allowed in the Town Center	3.2%	12

Types of Cultural Attractions and/or Events

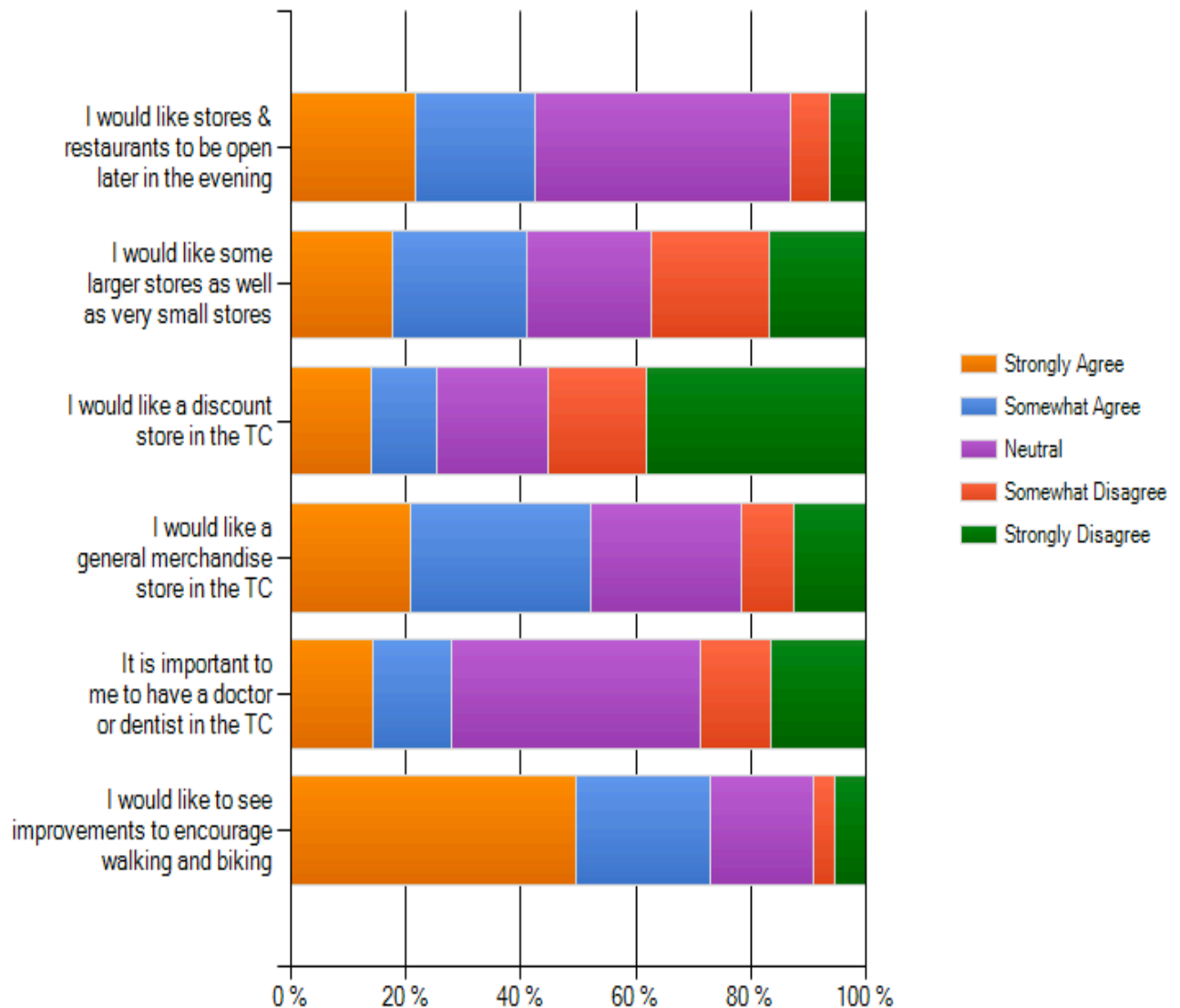
More than one-half of the respondents would like a movie theater in the Village Center. Close to one-half would like Band Concerts.

Which types of cultural attractions and/or events would you like to have in the Town Center? (Select all that apply)	Response Percent	Response Count
Movies	59.0%	219
Coffeehouse music/open microphone	32.6%	121
Live theater/shows	28.0%	104
Band Concerts	47.7%	177
More Craft Shows	26.4%	98
None	12.7%	47
Other	4.3%	16

Opinions About Store Hours, Business Types and Pedestrian/Bike Improvements

The vast majority (73%) of respondents would like to see improvements to encourage walking and biking. One-half of the respondents would like a general store in the Village Center.

How strongly do you agree or disagree with the following statements about the Town Center (TC)?



Internet Use to Search for Stores & Restaurants

How often do you use Internet to find information about stores, restaurants, products or services?					
Daily	2-3 times/week	Once a week	2-3 times/month	Once a month	Rarely/never
21%	21%	10%	7%	7%	34%

Specific Businesses that Residents would Like to See in the Village Center

Respondents listed many specific businesses they would like to see in the Village Center. The most frequently cited businesses were: Restaurants, Discount Stores and Food/Specialty Grocery Store. Other frequently cited businesses include: Movie Theater, Hobby/Sporting Goods/Special Interest Stores and Clothing Stores.

Cited by more than 20% of Respondents

Restaurants

Examples: Panera Bread***, Mexican/Burrito/Taco***, Outdoor Dining***, Tea Room***, Fast Food – McDonalds, Burger King***, Subway**, Olive Garden **, 99 restaurant**, Vegetarian/healthy Food**, D'Angelos, Wine Bar, Bertucci, Brew Pub, Chili's

Cited by 10 - 20% of Respondents

Discount Store

Examples: Target***, Kohl's***, Bradlees Type***, Ocean State Job Lot**

Food/Specialty Grocery

Examples: Trader Joes***, Whole Foods***, Bakery**, Deli**, Tea Shop, Fish Market, Candy Shop

Cited by 5 - 10% of Respondents

Movie Theater

Examples: Independent, Art Films

Hobby/Sporting Goods/Special Interest

Examples: Craft store***, Bookstore***, Sporting Goods**, Kite Shop, Surf Shop, Video Game Store, Needlework Shop, Model Shop, Photography Studio

Clothing

Examples: High Quality Menswear**, High-end Women's Clothing**, Irresistibles, Talbots, Vineyard Vines, Puritans, Ann Taylor, Affordable Clothing

*Note: *** indicates five or more respondents, ** indicates 1- 5 respondents*

Activities to Improve the Village Center & Ensure its Continued Prosperity

The top five activities that residents rated as most important/potentially beneficial include:

1. Encourage more year-round residents to shop in the TC*
2. Continue access to free wireless Internet in TC
3. Improve sidewalks*
4. Expand the farmer's market
5. Recruit new retail businesses & restaurants to the TC

(* = also in Top Five Activities Rated by Business Owners)

How important do you think the following activities are to improving the Town Center & ensuring its continued prosperity? (Average Ratings)		
(1=Not Important/ Beneficial, 2=Somewhat Important/ Beneficial, 3=Very Important/ Beneficial)		
	Resident Survey	Business Survey
Encourage more year-round residents to shop in the TC	2.4	2.6
Continue access to free wireless Internet in TC	2.4	2.3
Improve sidewalks	2.3	2.3
Expand the farmer's market	2.3	2.1
Recruit new retail businesses & restaurants to the TC	2.3	2.1
Recruit more Arts & Cultural organizations/venues	2.2	2.1
Create more special events & cultural festivals	2.2	2.2
Create pedestrian/bike connection between Cove Road and Main Street	2.1	2.2
Develop a "Buy Local" Campaign	2.1	2.4
Coordinate open studio/gallery tour event	2.0	2.1
Create an organization/entity dedicated to improving success of the TC	2.0	2.2
Institute design guidelines for signs and storefronts	2.0	2.6
Coordinate cooperative marketing campaign & promotions	2.0	2.5
Create more parking in TC	1.9	2.1
Facilitate seasonal decorations and banners	1.9	1.9
Create a transportation center in the TC (bus, shuttle, parking)	1.9	1.9
Attract more visitors & seasonal residents	1.9	2.7
Provide financing/design assistance for storefront/façade improvement	1.9	2.0
Relax parking restrictions to allow more businesses in TC	1.8	1.9
Encourage more residential development in the TC	1.7	1.8

How important do you think the following activities are to improving the Town Center & ensuring its continued prosperity? (Resident Survey)			
	Not Important/ Beneficial	Somewhat Important/ Beneficial	Very Important/ Beneficial
Improve sidewalks	17%	34%	45%
Create a transportation center in the TC (bus, shuttle, parking)	33%	37%	24%
Relax parking restrictions to allow more businesses in TC	34%	41%	18%
Create more parking in TC	32%	36%	25%
Create pedestrian/bike connection between Cove Road and Main Street	23%	38%	35%
Institute design guidelines for signs and storefronts	29%	37%	32%
Provide financing/design assistance for storefront/façade improvement	38%	34%	24%
Facilitate seasonal decorations and banners	30%	44%	23%
Recruit new retail businesses & restaurants to the TC	18%	37%	42%
Recruit more Arts & Cultural organizations/venues	18%	45%	34%
Attract more visitors & seasonal residents	34%	37%	25%
Encourage more year-round residents to shop in the TC	11%	35%	52%
Coordinate cooperative marketing campaign & promotions	24%	44%	24%
Develop a "Buy Local" Campaign	24%	40%	33%
Create more special events & cultural festivals	17%	46%	33%
Coordinate open studio/gallery tour event	25%	42%	29%
Expand the farmer's market	17%	35%	44%
Encourage more residential development in the TC	45%	33%	17%
Create an organization/entity dedicated to improving success of the TC	25%	41%	29%
Continue access to free wireless Internet in TC	14%	32%	51%

Resident Survey Respondent Characteristics

Gender	
Male	38%
Female	62%
45 – 64	39.6%
65 or over	56.1%

Age	
Under 25	0.0%
25 – 44	4.3%
45 – 64	39.6%
65 or over	56.1%

Household Income	
Less than \$25,000	2.8%
\$25,000-\$49,999	12.8%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	11.6%
\$150,000 or more	18.5%
Prefer not to answer	29.5%

Resident Comments about How the Village Center could be Changed to Better Meet Needs

- Improved parking and sidewalks
 - More pedestrian crosswalks; improve traffic flow near post office and Friends market; left turn light at Main and 6A intersection, or some other means of easing left turns there; encourage use of Brewster Crossing as a means of access to 6A by improving sight lines, traffic flow--this is a dangerous intersection, but improvements would also improve traffic on Main Street, especially at intersection of 6A. Except for traffic, I think the town center works well. I don't really see need for more or different businesses. It serves my needs nicely.
 - Spend some time in Chatham, Wellfleet, and P-Town to see what works. Strolling shopping just doesn't exist in Orleans, which is sad. I think much has to do with the fact that the buildings are spaced too far apart and that creates a disconnection feel of a more tightly compacted downtown. But the loss of the movie theatre - and now East Harwich losing theirs, are blows to the nightlife. Also, some of the stores, sadly, do not fit with the times. I think any zoning effort to get buildings built between existing buildings with residences above would be great. Also, it would also property owners to sell their unused space and bring in newer, hopefully independent stores. More density is better in downtowns and Orleans is all about car access and not enough ped options. Look at Boulder, Colorado. Look at Burlington, Vermont. Think outside the box and don't hesitate to have BIG dreams!
 - One issue that I have is... I recently (maybe a week ago) witnessed an accident at the intersection of Main and Rte. 28. The car involved crashed into the Monument area across from the church. The debris from this accident is still all over the walkway, it bothers me that the town has not cleaned this area up at this time. We need to take pride in how the area is maintained and looks.
 - Better traffic and pedestrian control, especially on west Main from 6A to Snow's; add parking; improve Library/Friends parking lot -- bad entrances and exits, and drivers cutting across lot are dangerous.
 - The bike path should never have been routed through the center. It creates a traffic nightmare.
 - I like Orleans pretty much the way it is, and would not welcome much change, particularly more congestion. Parking is currently easy to find, only need to shop in horrible Hyannis a few times a year (Trader Joe's, Job Lot), find almost everything I need here, and like dealing in smallish stores with people I know. Lacks? A movie (which will be needed once the movie in Harwich closes), another good breakfast spot (the remaining ones in Orleans are on overload in the summer), a Bradlee's replacement (for the Fruit of the Looms and other ordinary essentials). More cultural activities (concerts, lectures) would always be welcome. And maybe a bit more night life for the young. However, the Chocolate Sparrow and Cape Cup have already done wonders to make Orleans a livelier meeting place.
 - I think chain stores such as the Mobil Station and CVS should be MADE to beautify their exteriors -- such as shrubs, flowers, window boxes --- our local businesses by and large do a lot more --- the cross section of Main and 6A is a major entrance to town ----- I also think the town should hire a landscape design person/land use person to come up with a better all round plan --- that would promote pedestrian shopping ---have you ever tried to go from CVS to the photo store in the time allowed???
- Chatham has beautiful flowers etc --- we need to do a lot more ---things are very disconnected but this could be remedied with an overall plan ---ie connect Beth Bishop to Staples in an attractive way
- I think the community center is a joke and the Chamber of Commerce not much better.
- I applaud Snows!

- Orleans roadsides look like those in Hyannis, e.g., Drive along Route 6A from Sandwich and when you come to the Brewster-Orleans border, you know you are back in the the urban wreck you saw in Hyannis when you cross into Orleans on 6A. WHY IS THAT ALLOWED TO HAPPEN? Why can't Planning and the selectmen impose landscaped setbacks? Will anything ever be done to dress up the front borders of those awful looking STONE AND SAND businesses and other commercial enterprises coming into Orleans on the left up to say the SHAWS parking lot? Why is that landscape planning and execution similar to Rt 6A from Sandwich to Brewster can't be done to dress up Orleans? Second concern: why is it that most visitors and yr. Round residents when they go to shop find Chatham better than Orleans? It is due to the screwed up planning in Orleans that is not pedestrian friendly. The chamber of commerce has an interest in this yet the Orleans government does its best to prevent people from strolling in the town center. What may be done about it? Could friendly's parking lot be put in back and the store more out in front with other boutiques? Could an effort be made by George Meservey to convince the Selectmen to recognize the long-term commercial need to make the TC more like Chatham? Orleans businesses are as good as Chatham but somehow Chatham and the entire 6A corridor to Brewster is recognized as "quaint, old cape cod" and orleans is looked upon as another hyannis wreck. We have the ingredients from quaint food shops to art galleries and still Orleans fails. It is a shame when so much could be done!!!!!!!!!!!!. Contact me if interested in trying to improve the tc and persuade the selectmen. Volunteer landscaping designers, nurseries could be enlisted as a task force to attack such problems and not cost the town tax payers or the town money! Jim mackey 508-255-5636
- It would be nice to park once and visit many different shops, food establishments, etc., without having to get in the car again.
- No more businesses. Leave Center alone. Don't change anything. If left alone, it will succeed! It like it is that attracts people. No seasonal decorations or banners.
- No more bicycles. No more committees! Put an end to this elitist garbage (like Snows).
- PLEASE continue to provide vehicle access to Main St stores...Watson's, Snow's, etc. DON'T block off for walking "tourists." RARELY shop in Hyannis...Am able to find what I need between TJ Max and Skaket Corners as well as TC as I run my errands "around town!"
- look at Chatham as a model .. we were so pleasantly surprised last week to go there for dinner and the whole town was still open, shops and people browsing till 10:00 pm.. it has charm and warmth and artistry, great for a model of a town that is alive. :)
- Have at least some of the businesses open later. Have a pedestrian friendly way to get from Main Street up Rte. 6A towards Emack and Bolio's and Lobster Claw/Sir Cricket's/Stop and Shop, with few safe places to cross to the other side of the street.
- Install town sewer and make the local internet reach more areas. Promote local hotels and motels so they can attract more visitors all year round.
- I like the TC the way it is. Improvements could be made in isolated areas. Instead of adding a committee, the Chamber of Commerce could/should coordinate the TC use and appearance. BETTER bike control on TC crosswalks (walk with pedestrians, ride with the cars)
- not a walking town, too many real estate storefronts, huge gas station need to coordinate walking area
- 6A area through Orleans is very uninviting from Brewster as you enter Orleans especially to Shaws parking lot. Add trees and landscaping to hide some of the ugliness of those businesses.
- Town center includes Cove Road and Rt. 6 to XMas Tree Shops, not just Main Street.
- Less regulations
- We very much enjoy the town center as it is.
- Need trash cans and picnic tables near bike path.
- Orleans is fine the way it is.
If it works leave it alone.
- Need to be more people friendly.
not shut down at 5:00
Younger mix of retail needed.

- Suggest town consider buying and developing property such as Mac Reeds property now owned by Pat White. We are not year round residents now. Only here 4 mo. Each year.
- Would like safer streets.
It is fine as far as I am concerned.
- Town center is too crowded with overpriced store I would never use. More library space and parking would be nice. Less thrift shops would be nice too.
- Pretty happy with TC now. Always room for improvement
- I prefer not to answer questions 10 thru 13
- Cape Cod charming and should stay that way.
- Ways to cross the street on 6A
- Limit Town organizations in making uneducated decisions.
- I like living in Orleans but have to leave it for any type of entertainment especially movies which means I spend my money elsewhere
- If the us postal service decides to merge the three post offices into one central location that would bring more people into town
- I would like to see the TC cater more to the residents and not the tourists. Orleans is a year round town and the shops and businesses should not be in the seasonal mode.
- Traffic light right and left turn arrows at main street and 6a light especially in July and Aug
- Question 5 is not a good one as it does not differentiate between local and national chains. My answer would be Puritan style - yes, GAP style- no. Also question 6 on do we want a general merchandise store ... Snows IS a general merchandise store.
- It is a pretty nice center and we enjoy it. Would love to see the bike trail extend to South Orleans so we could walk and bike to the center without driving.
- It is unattractive and does not promote walking because it is a bit spread out. Promote and allow outdoor dining/cafe in some areas. Definitely help fix the facade. Right now downtown is unattractive.
- Needs improve appearance of Watsons and CVS on main street. Flowers in boxes at CVS uncared for. Corner of Watsons needs landscaping work. Army navy store an eyesore. These places are first impressions to people coming to Orleans.
- I would like to see target store but not in town center
- Change to 4 way turning light arrow in center to better flow of traffic
- More summer police to help traffic flows and enforce pedestrian rights. Traffic calming (speed bumps, rumble strips). Bike racks. Improve problem intersections (Brewster cross, 6a 28, trees place). Night time draws. More off street parking. Eliminate street parking to make room for bike lanes. Make downtown center more walkable. Find a way to connect to town cove.
- I would leave the town as is. Not cater to visitors more than year round residents. Keep the town small and friendly not citified.
- Don't change the feel of a small town
- Let all business compete for business without town restriction on menu items. Let the minor keep them out. Don't tell them what they can sell that may compete with existing business. Let the consumer choose who they want to visit
- Improve year round traffic flow. Light at 6a and west road has greatly improved traffic. Put a stop sign on west road at old colony way. Cars travel too fast at this point.
- Add a Trader Joes
- No bikes on main, its an accident waiting..... I love Main Street.
- I feel strongly there should be a sidewalk to south Orleans
- Cut their taxes
- I am very satisfied with the town center. I would discourage chain stores and concentrate on supporting local merchants year round success.
- A must! Left turn lane across traffic lights at the 6a and Main St. intersection
- There should be a taxi in Orleans
- Provide more control of vehicle traffic in summer
- We do not want to be Chatham

- What is town center. There are a lot of business on the outskirts that could be set into a super center
- Why 3 gas stations?
- Check out what Barrington, RI has done with their TC. It was very rag tag like Orleans and they have turned it into an attractive and functional TC
- We LOVE (love, love, love) Orleans just the way it is, and would not want to see significant changes to the small town nature of the TC.
- Where is the TC, this questionnaire is vague and somewhat leading!! Opportunities have been bungled and missed to really create a commercial center in Orleans. The attitude seems anti-business and now this? Where are 3 story commercial/residential buildings, are there plans to complete multi-family housing on Old Colony Way. What has Planning done to move toward Greater clustering and business encouragement. To accomplish a TC where ever that is or defined major zoning changes and a better attitude toward business growth must take place. Parking and access are major considerations with an elderly population that is not inclined to walk very far: A parking activity study would be interesting in showing where businesses gain from their parking layouts. Wouldn't it be nice to see a nice 3-story commercial/residential development lining 6A between the Toy Shop and Rite Aid with access and parking from the rear and a nice sidewalk out front. That's a TC!!! Finally the Orleans building numbering system is confusing and does not help one find a business very easily. Assigning one number to an entire center makes no sense! A more friendly and useable system would help everyone find things. It might improve public safety too!!!
- Prior to filling out survey, how is the Town Center defined?
- Do not make it a pedestrian only area. Like parking in front of stores
- I'm here 8-9 months a year. I spend the winter in Cambridge because there is more things to do and more people to interact with.
- Become a constructive entity-not obstructive. Work with people i.e., Lost Dog Pub fiasco. That spot for once has a thriving business.
- We have a great diverse group of stores on Main Street. Adding a ladies clothing store. Draw people to cove road and possibly another craft shop would draw more pedestrian traffic. We need more parking (lots like Chatham) and signage to additional parking.
- Encourage walking-browsing and shopping-eating and enjoying the arts
- As a seasonal resident I would strongly object to any activities that would increase my property taxes. Plus I long for the days with fewer rules. Now there are so many regulations it makes my head spin
- Don't change it. All my needs are met i come to Orleans to avoid commercialism. If I want that I stay home.
- Orleans is unattractive in my opinion. The brick sidewalks are a good start. Next? Consistent? Landscaping-native natural material. Store fronts to look seaside or at least pleasing to what's next to them.
- We have friends that have had or attempted to open business in Orleans and there are far too many rules and regulations. The Lost dog pub sign is a classic example of how the Town Fathers making it very difficult to open a new business. How does this look to others who might consider doing business in Town. The Stop and Shop Gas Station is another screw up by Orleans Selectman
- Thanks for asking I appreciate the opportunity
- Focus business and encourage business into concentrated walkable center. Encourage development of wide walking corridor from Christmas Tree Shops to Cape Tire. This would dissect an internal corridor (walk at least 8-10'). Discourage negative comments of this traffic on Rt 6A and 28. We know what we have to work with so it is necessary to have slow traffic thru the Town Center for pedestrians.

- Look at the transformation that has taken place in Harwich over the last 5 years. Their dynamic Chamber of Commerce has brought a breath of fresh air to that community. Find out what their chamber has done to so dramatically invigorate their various business centers. Harwich exudes a vibrant atmosphere of prosperity ... it beckons the shopper, the diner. Orleans needs a strong, engaged Chamber of Commerce to support and promote our businesses. Find out why almost every craft show production company has pulled out of Orleans! Visitors that come to our town for an event also support our local businesses. Restore the signage policy ... allow local organizations to display signs for their events on the corner by Snow Library, the intersection of Rt. 28 & Eldridge parkway and South Orleans. Allow banners announcing local events to be display across the road in TC. The towns people overwhelmingly voted in town meeting to return to the old signage policy that the selectmen arbitrarily changed in 2008 ... the selectman blatantly refuse to adhere to the wishes of the local people. We want to know when there are church suppers, plays, craft shows, school plays, etc. The town won't allow community activity signs, but there are ugly trailer highway signs on bits of state property in town ... very unattractive.
- Many of these activities/initiatives should be coordinated with the Chamber of Commerce. It is dedicated to the enhancement of the TC too.
- The Town Center is one of the reasons we chose to first rent and then buy a home in Orleans, not too busy, but very nice stores. however, better sidewalks around the center would be nice to make it easier to get about.
- Get rid of Yak Arts, it's a mess and more than likely affects the business around it in a negative way.
- We are extremely happy living in Orleans and would love to see our town's business do better financially. Perhaps more businesses in walking distance to each other would help. It is not really a walking friendly town, except for the shops on Main Street.
- I think this is a wonderful idea but I would want to limit the tax implications to residents. So make improvements which are capital and operationally funded by businesses vs. by the Town. Thank you.
- Yak store is an eyesore (the wooden monstrosities all over the lawn). I can't imagine how they have stayed in business all these years.
- Stop construction. Orleans is being ruined.
- Institute a hotel/motel room tax on 3 month rentals or less
- Hoped Bradlees would be replaced by a Target store.
- TC is much too large for 'effectiveness'. Concentration should be on intersection of Main + Rt 6A, plus one block in both directions.
- Make a walking town, not a biking town.
- Need walking sidewalks along Route 28. Too dangerous to walk or bike.
- Make Old Colony Way a one (1) way street - too much traffic & noise.
- Need an attractive & policed pocket park to wait for rides from friends or buses.
- Copy Chatham on a smaller scale.
- We like to go regularly to the library, Friends Market, Phoenix health food store.
- Questions do not clarify where the Village Center starts and ends.
- I like Orleans the way it is now.
- Wish Orleans were as quaint as many years ago.
- Thanks - nice job on the survey - very comprehensive and well thought out.
- 1) Park like sitting area; 2) Restroom facilities; 3) Emphasis on historic cape sense in plans and architecture. We LOVE the town of Orleans. Movie idea is good.
- Center too spread out - walkway between Cove Road and Main Street - more shops on Cove Road.
- Bike path to South Orleans.
- Develop large parking area behind tall buildings or west side of main street from Brewster Cross rd to Rt 6A
- I like to keep the small town atmosphere

- More activities, events, stores to make TC more walker friendly. It will never be Chatham, but we can improve what we currently have.
- More restaurants that are easily accessible to people who cannot walk far.
- Need to re-configure the street size and traffic flow before doing any of above. too many gas stations-add movie theatre in the TC
- The post office is important but it takes up too much prime real estate that could be used to enhance the TC. This is a good idea. We want to be proud of our Town.
- Should always be kept quaint and easy to stroll.
- The Selectman have kicked this around so long they're bound to screw it up eventually. Frankly I am not really sure what the TC is. The geography is so bent out of shape-ill planned only a bulldozer will help.
- It should reflect our past as well as be a part of what's going on in the world no with out loosing where we came from. Keep the charm but add to it.
- Utilities Underground? Upgrade sidewalks? Public Parking Lots?
- Customer service in some restaurants and stores should be enhanced. Wait staff at Academy Grill are lovely. The man (owner) is grumpy and unwelcoming very off-putting. Maybe he is sad but he should work in back if he can't fake a smile.
- DO not turn Orleans into Hyannis!
- Control the bike situation @ crosswalks thru-out all of Orleans. I walk every morning and the growth onto the sidewalks is a hinderance. dog poop stations with bags and drop off in several areas. especially bike path to encourage poop pickup
- The Town needs a multi-generational Community Center and/or expanded Library (incorporating community center like functions/facilities). More street festivals/events and evening activities during warmer months (like Christmas Stroll) to help generate activity for merchants. Outside dining activities could add to vibrancy. Ability for children to safely bike from CCRT to library
- Orleans needs to revert to its former rural, sleepy seaside status. Now it is shoddy. Also, it must get out of debt and be run efficiently; the payroll is bloated.
- Fill the empty stores
- Recently bought a fridge at Home Depot in Hyannis. Mid-Cape offerings could not compete in variety. Not saying I want a Home Depot in Orleans, but that is the quandary we sometimes face.
- Larger town Christmas tree and holiday events; more main street "street fairs" (roads closed to auto traffic).
- Walking or biking paths to Skaket Beach or Nauset Beach? Continue Pops in the Park! All events on the ball field should be encouraged. Library is lovely. Town is great.
- Improve traffic flow at intersections. Awful for walking or driving. Need green arrow at Main Street for left turn.
- Need more trash barrels, especially along 6A and bike trail - trash is everywhere. Need signs regarding rules on bike trail.
- Outdoor restaurants - patios - more flowers
- I love the look and feel of our town center, but the stores that are available are WAY too expensive. I would like to see more reasonably priced stores for clothing.
- Satisfied as is
- Expand farmers market. Free wireless Internet.
- Biking is a hazard in summer. Improve traffic signal at Methodist Church - confusing delayed turn signal. Improve town center - lights - traffic flow - congestion bikes crossing at Snows. Avoid summertime traffic backups.
- We love our town & and sleepy feel it has. We're not happy with "On The Run" dead center in our town. If we could have the theater back somewhere in town, that would be great.
- Improve traffic flow - especially at Route 6A and Main Street. Sidewalks good. What constitutes the town center? Would love a Kohl's.
- Good luck. Bike/walking connections from east, south and west Orleans.
- Change the behind the times look. Should be an attractive "goldmine" for the area between

Chatham and lower cape.

- Mom and Pop businesses can't pay adequate wages such as chain businesses can which affects their employee's quality of life. Employees can't afford to live on small store wages, Small employers are more likely to lay off workers, particularly in the off seasons. Large employers tend to stay open year round, whereas Mom and Pop businesses close down when the summer is over leaving few choices of places for residents to shop or eat.
- Need a bakery, more restaurants
- Keep small town feel. No big box stores. No chains.
- Need more library parking
- Bury overhead wires. OIA exists for Orleans T/C. Need better signage for parking. Farmer's market too expensive.
- We love tc. I wouldn't want snow's to suffer, but a store with a little more choice, like target, would be great, but not in TC.
- Not another Cape Cod Commission for town center.
- Get Chamber of Commerce involved.
- Like town center as is - nice mix and low keyed. Quaint with a nice mix of small, independent businesses. It isn't "broke", don't try to fix it. Orleans is a gem as it is.
- Clean up and encourage business to paint premises.
- Parking Gas station filling tanks service
- Open clothing stores that would appeal to young women 25-45
- The only suggestion I can make is a D'Angelos or a Subway at Shaws plaza. These are clean and well run not to mention very affordable.
- Unlike Chatham (much too concentrated) Orleans appears to never having had the zoning plan. There are too many unattractive business in or close to the TC. Attractive stores have departed because second-rate business came in. You can almost count on one hand the number of retailers you can walk to rather than drive to. Many retailers are those you would identify with a blue collar community. Since the use OK Eminent Domain to eliminate or relocate certain business would be too costly, I see little hope. Think of the impression given a new comer to Orleans as they mosey up 6A i.e. electric utility. Bowling Alley, Laundromat, jazzed up mom and pop sites, two vey unattractive garages, a small mall with at least 2 stores boarded up and a run down gas station.
- Orleans has done a great job enhancing the center. ts one of the best around.
- I wish the gasoline stations were located closer to Route 6 rather than the middle of the Town Center. They don't add to the landscape.
- I am happy with it pretty much as is. I wish there were a store like Benny's on the outskirts of Town not in the center. I love the small indep. business. I do not own one but am a happy consumer here.
- More choices, nicer looking stores and better walkways.
- Parking in rear of stores. Uniform sidewalks with areas for sitting. Remove gas stations from town center. Snow's is good in town center.
- I don't expect to find everything in Orleans but we usually meet our immediate needs and enjoy visiting the shops. Whatever keep the small business healthy is what we would support. Hyannis is close enough for big box stores. No need in Orleans. No need to compete with Chatham for browsers. would rather find a parking place and get my shopping done quickly.
- I would like to see cheaper, easier transportation to the train stations in Boston and/or Providence and Logan Airport.
- Cut down on the # of gas stations. improve signage and walking.
- We have 3 small Town Centers
- Shopping is boring now. Need stores to attract more interest. Also more restaurants
- Merchants should offer more discounts and coupons in the off season. Provide a permanent "you are here" map. Residents and visitors enjoy Orleans because of its quaint and small Town feeling.

- Improve/alter the traffic pattern to facilitate movement and reduce gridlock, especially in the summer. There is a pedestrian connection now between Cove Rd. and Main St. by the Rec. building/Bookstore. Create more parking for bikes and encourage people to ride their bikes correctly. Seeing Orleans policemen on bikes riding on the sidewalk against traffic is very disheartening. Enforce laws/signs in place (but not well-placed) at 28 & 6A by Lost Dog where no left turn is allowed but is taken by many and never penalized.
- Make it easy and safe (and fun) for people who live near town to walk and/or bike into TC for shopping, recreation and exercise. Orleans is already better in that regard than many other towns, and it should continue in that vein. If a movie theater could be made financially viable, it would good to have one brought back to TC. Specialty stores like the Chocolate Sparrow (?), the health food store and the book store -- as well as a 'local' bar/restaurant like Land Ho in the center of town -- are excellent for the area, and more should be encouraged. Thank you.
- Bike and pedestrian improvements!! We ride and walk everywhere, but downtown can be kind of scary. Also - a walking path around Town Cove - the centerpiece of Town and not too accessible now.
- Desperate need for an off-hours (nights & weekends) medical facility. The hospital is too far away. Need good sandwich shop.
- Need outdoor restaurant options. Need space/options for teens.
- Town center stores should have Cape Cod look. No more large Mobil stations.
- Encourage local spending here in town rather than going to Hyannis for goods & services. Example would be improved hours for shopping.
- Need later hours for stores. We miss Bradlees. TJ Maxx doesn't do it! Need moderately priced 2 bedroom apartments. Need clothing stores for all sizes. Stores should stay open until 6 pm year-round.
- I enjoy small town atmosphere. Traffic lights do not wait long enough for walkers to get across, they are forced to run.
- I love the small, sophisticated feel of town center and hope it is maintained and expanded.
- Sidewalks to beaches. We love to bike, but it is very busy in the summer on the roads with all the traffic.
- Need more green space - trees, flowers, etc.
- Create pathway around Bolands Pond connecting school area with Route 6A (Staples Plaza). Create a pathway from Elementary & Middle School/library/yacht club/windmill/6A. Create a pathway from town center to Rock Harbor. Make town center/Orleans a walkable experience.
- Left turning arrow at light on Main Street and Route 6A.
- The more the library offers in terms of hours and events, the more often I am drawn to downtown where I suddenly remember I need something from one of the stores there.
- Not sure what is town center. Basically feel town has grown pretty well - not too over organized.
- It seems to me that the TC used to feel much more welcoming when the movie theater/post office and drugstore were located there - how do we get that back?
- Please define "town center" in this mailing. The town's commercial zone functions well as is to meet needs. Town center's appearance though is unimpressive and "ragged" - not "quaint" Cape Cod.
- I am satisfied with the TC as it is. Summer events are lacking. To enjoy summer festivities I have to leave Town.
- More green space, container plantings, more arts culture. No large stores, fast food or chain stores. Keep it small and quaint
- traffic signals to accommodate left and right turns at Skaket. speed up ped traffic lights to have people walk faster
- Take your clues from Chatham.
- TC is the halcyon.
Don't try to be Hyannis
- fix bottleneck on Main St at bike path

- We live in Orleans because we can walk to library, PO, shops, groceries, etc.
- More retail; there are enough restaurants; shuttle to beaches; no big box stores; need everyday apparel business; cut foliage, it makes streets hazardous
- I cannot understand why there has to be 2 drugstores CVS within 1/2 mile of one another. This is once again monopolization. Also 2 bicycle shops across from one another. This is also ridiculous. Competition is good, but I think the town should have been involved a little more other than to allow this to go in. I don't ride a bicycle, nor would I rent one, it is just an opinion that I have. I am not only thinking of my needs but the needs of the community in general. I also think a nice craft shop would be nice in the center of town or one of the plazas where it would help the individuals from lower Cape other than having to travel to Hyannis. I also think that tacky signs should be eliminated. You see many of these on telephone poles etc advertising yard sales etc. and then they are not taken down after whatever event comes along, there could be a standard sign that advertises, with a little more class other than honky tonk like a carnival. I think we have enough restaurants and coffee shops. I don't think we need 2 Dunkin Donuts. It would be nice to have more sidewalks to walk around the town, especially along Tonset Road to the Town Center
- My needs are well served town-wide. Should like to see merchants, small businesses etc thrive and enhance³ the town center - NO NEED to see Chatham #2.
- Utilize the already existing tent structures for the farmer's market to have a weekly craft fair in the summer with rotating artists. Get rid of the persistent kitty litter odor inside the post office building. Have children's theater/performance events on the town green next to the library.
- TC has some great stores, galleries, dining, a bike trail, but lacks charm/ curb appeal... it seems that traffic through TC dominates, pedestrian and bike traffic tolerated, and most store fronts, not particularly welcoming - three layers which do not interact well.