

The St. Roch Market Survey

Prepared By:



November 2010

Executive Summary

Upon a request made by City of New Orleans officials in September 2010, St. Claude Avenue Main Street, the Faubourg Marigny Improvement Association, the Faubourg St. Roch Improvement Association, and the Faubourg St. Roch project joined together to solicit and understand the desires of St. Claude Avenue corridor community residents for use of the St. Roch Market.

The organizations devised a 10-question survey that was made available to the community during the month of October, allowing for both electronic and hardy copy responses. 377 unique respondents completed the survey.

A respondent's zip code was the only personal information required to participate. A breakdown of survey respondents by zip code is as follows:

- 82%: 70117
- 12%: 70116
- 2%: 70119
- 1%: 70118
- 1%: 70115
- < 1%: 70130
- < 1%: 70002, 70113, 95828

The survey indicated a consensus among St. Claude Avenue corridor community residents that the St. Roch Market should be restored as a source of fresh food, with highest preference given to local produce and seafood.

Highlights from the survey's data:

- 88.7% of respondents prefer the St. Roch Market to be occupied by multiple vendors instead of a single vendor.
- 68.3% would like to see a restaurant occupy the St. Roch Market, but only as one of several vendors. 25.3% of respondents would not like to see a restaurant at all.
- Respondents identified locally grown fruits & vegetables (selected by 90.7% of respondents), fresh seafood (86.1%), baked goods (77.2%), and organic fruits & vegetables (75.6%) as the items they are most likely to purchase if sold at the St. Roch Market. Several respondents wrote-in fresh butcher meats as a desired item for purchase.
- Location, affordability, and selection were identified as most important factors influencing shopping choices.

Highlights from the survey's written comments:

- Eastern Market of Washington D.C., Market Hall of Oakland, Calif., and Reading Terminal Market in Philadelphia, PA were frequently referenced as best-practice models to study.
- Respondents consistently cited the neighborhood's poor access to fresh produce as one of their foremost frustrations.
- Respondents caution against an operator that caters to tourists. Several pleas were made not to recreate the French Market.
- Many requests were made for ample bicycle parking around the Market.
- If alcohol is sold, respondents suggest that it should either be high-end wines and beers or otherwise be restricted to on-site consumption. Respondents are nervous of a "corner store loitering culture" developing around the Market if alcohol is sold.

Survey Results

Below are survey questions and responses.

Immediately following are lists of answers specified in the 'Other' column of Question 3 ("Which of the following items, if sold at the St. Roch Market, would you likely purchase?") and Question 4 ("What factors influence your shopping choices?").

A list of individuals who expressed interest in potentially becoming a Market vendor and all responses generated by the "Additional Feedback" prompt in Question 10 are provided thereafter.

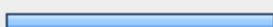
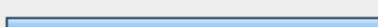
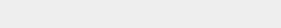
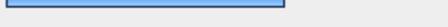
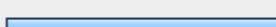
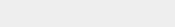
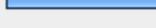
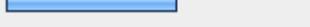
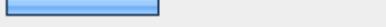
St. Roch Market

1. Tells us about yourself. Note the only required information is your zip code.

	Response Percent	Response Count
Name: <input type="text"/>	66.3%	250
Address: <input type="text"/>	62.1%	234
Address 2: <input type="text"/>	5.3%	20
City/Town: <input type="text"/>	50.9%	192
State: <input type="text"/>	52.5%	198
ZIP: <input type="text"/>	100.0%	377
Email Address: <input type="text"/>	38.5%	145
Phone Number: <input type="text"/>	24.7%	93
answered question		377
skipped question		1

2. I would prefer the St. Roch market to be occupied by:

	Response Percent	Response Count
One vendor <input type="text"/>	11.2%	40
Multiple vendors <input type="text"/>	88.8%	316
answered question		356
skipped question		22

3. Which of the following items, if sold at the St. Roch Market, would you likely purchase?			Response Percent	Response Count
Coffee			59.0%	222
Fresh seafood			85.9%	323
Prepared seafood			54.0%	203
Organic fruit & vegetables			75.8%	285
Conventionally grown fruits & vegetables			56.1%	211
Locally grown fruits & vegetables			90.4%	340
Prepared meals			54.8%	206
Alcohol			34.0%	128
Art			30.6%	115
Fresh flowers			61.7%	232
Baked goods			77.1%	290
Ice Cream/Gelato			49.5%	186
Other (please specify)				73
			answered question	376
			skipped question	2

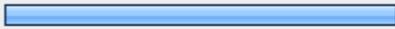
4. What factors influence your shopping choices?						
	It's most important to me	It's Important to me	I don't even consider it	It's a negative factor for me	Rating Average	Response Count
Location	52.0% (185)	45.5% (162)	2.5% (9)	0.0% (0)	1.51	356
Affordability	28.7% (104)	66.4% (241)	4.7% (17)	0.3% (1)	1.77	363
Selection	38.1% (135)	59.3% (210)	2.5% (9)	0.0% (0)	1.64	354
Locally Grown/Produced	39.8% (139)	56.4% (198)	4.0% (14)	0.0% (0)	1.64	351
Organic	16.7% (55)	54.5% (180)	28.2% (93)	0.6% (2)	2.13	330
Customer service	31.4% (113)	61.7% (222)	6.9% (25)	0.0% (0)	1.76	360
Predictability	25.9% (89)	56.9% (195)	16.6% (57)	0.6% (2)	1.92	343
				Other (please specify)		38
				<i>answered question</i>		373
				<i>skipped question</i>		5

5. Where do you currently shop for fruits & vegetables?						
	Primary source	Secondary source	Occasional source	Never	Rating Average	Response Count
Whole Foods	25.1% (73)	23.7% (69)	36.8% (107)	14.4% (42)	2.41	291
Win-Dixie	14.7% (38)	19.8% (51)	30.2% (78)	35.3% (91)	2.86	258
Rouses	54.8% (176)	28.3% (91)	14.6% (47)	2.2% (7)	1.64	321
Sav-a-lot	13.2% (33)	14.0% (35)	14.0% (35)	58.8% (147)	3.18	250
Walmart	21.0% (57)	16.2% (44)	23.2% (63)	39.7% (108)	2.82	272
Corner store	6.4% (18)	17.7% (44)	36.5% (91)	39.4% (98)	3.09	249
Farmers markets	16.8% (47)	31.5% (88)	42.7% (119)	9.0% (25)	2.44	279
Road-side stand	3.3% (8)	12.0% (29)	56.0% (135)	28.6% (69)	3.10	241
Grow it myself	4.7% (11)	10.7% (25)	34.2% (80)	50.4% (118)	3.30	234
				Other (please specify)		71
				<i>answered question</i>		372
				<i>skipped question</i>		6

6. Where do you currently shop for seafood?

	Primary source	Secondary source	Occasional source	Never	Rating Average	Response Count
Whole Foods	26.4% (71)	18.6% (50)	21.2% (57)	33.8% (91)	2.62	269
Win-Dixie	10.1% (24)	16.0% (38)	19.4% (46)	54.4% (129)	3.18	237
Rouses	49.1% (140)	19.3% (55)	15.1% (43)	16.5% (47)	1.99	285
Sav-a-lot	2.3% (5)	5.1% (11)	8.4% (18)	84.1% (180)	3.74	214
Walmart	9.9% (23)	9.1% (21)	15.9% (37)	65.1% (151)	3.36	232
Corner store	5.5% (12)	3.7% (8)	8.7% (19)	82.2% (180)	3.68	219
Farmers markets	14.0% (34)	13.2% (32)	30.5% (74)	42.4% (103)	3.01	243
Road-side stand	8.8% (20)	8.8% (20)	26.4% (60)	55.9% (127)	3.30	227
Fish for it myself	4.6% (10)	1.8% (4)	19.2% (42)	74.4% (163)	3.63	219
Other (please specify)						81
answered question						352
skipped question						26

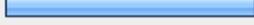
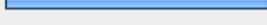
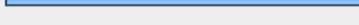
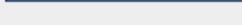
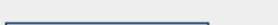
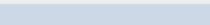
7. How likely would you be to shop at the historic St. Roch Market if it reopened as a seafood market serving both fresh and prepared seafood?

	Response Percent	Response Count
Very likely 	79.4%	296
Somewhat likely 	16.1%	60
Not likely 	2.7%	10
Never 	2.7%	10
answered question		373
skipped question		5

8. Would you like to see a restaurant occupy the St. Roch Market?

	Response Percent	Response Count
No 	25.3%	92
Yes, but only as one of several vendors 	68.0%	247
Yes, as the only vendor 	6.6%	24
Other (please specify)		31
answered question		363
skipped question		15

9. If multiple vendors are chosen to occupy the St. Roch Market, would you be interested in being a vendor? If so please leave you information here.

	Response Percent	Response Count
Name: 	51.3%	20
Company: 	33.3%	13
Address: 	53.8%	21
Address 2: 	2.6%	1
City/Town: 	56.4%	22
State: 	76.9%	30
ZIP: 	51.3%	20
Web Site: 	15.4%	6
Email Address: 	59.0%	23
Phone Number: 	43.6%	17
answered question		39
skipped question		339

10. Do you have additional feedback or questions? If so, please let us know here:

	Response Count
	95
answered question	95
skipped question	283

Question 3: Which of the following items, if sold at the St. Roch Market, would you likely purchase? - OTHER

Survey responses are listed without edits.

1. meat beef, pork,lamb
2. Fresh Meat
3. Basic craft/sewing supplies
4. NO ALCOHOL
5. Cheeses, milk products, spices
6. Non-dairy, non-soy products like rice, oat, lemp milk
7. Please NOT tourist stuff or flea markets; we have enough t-shirt, wallet, magnet vendors!
8. Hormone-free meat & poultry
9. Any local products
10. Butcher items: steak, chops, poultry
11. Clothing, housewares, books/magazines, pet supplies, gardening supplies, etc.
12. Steak
13. Meat, spices, cheeses, soaps. Some staples: rice, beans, condiments. Ice, newspapers (both local and national), dairy, natural juices. Should sell high quality goods, we get enough low quality items at Save a Lot, etc. As for alcohol: maybe higher end wines and beers for on site consumption.
14. Butcher meats
15. Local speciality food
16. Tobacco
17. Local music
18. Pet food
19. organic meat and milk
20. Jazz music venue.
21. Natural/Organic meats
22. crafts and antiques
23. Seafood Market
24. organic = awesome!
25. Outdoor seating with cafe. Make as nice as Whole Foods on magazine st.
26. local free-range eggs, local fresh meat
27. Would like to see coordination of products between St Roch Market and the Co-Op across the street.
28. Have stalls available to rent for garage sales!
29. prescriptions
30. Bread, milk, cheese
31. groceries
32. local/ organic meats and dairy products
33. cosmetics, soap, pet food
34. Flea market items like Elysian Fields Market-hope it will not be the same day!!
35. Local meat, mik and cheeses too
36. Crafts, used furniture, nursery plants, bagged coffee/tea, used books
37. prescription drugs, regular dry goods for home-prepared meals, toiletries, vitamins, etc.
38. fresh eggs, herbs, spices, cheese, ethnic specialties (tortillas, yogurt, pasta, etc.)
39. Meat (preferably locally sourced, ie old time butcher shop)
40. multi use would be great, but don't need to duplicate things sold at food coop across the street
41. Farmers Market Type. No Plastic crap from China. If non food locally made only.
42. Butcher, deli (that slices meat and cheese, not another po-boy shop.) variety
43. Typical grocery store fare offered at a quality level equal to or higher than that of places like Rouses/Conseco's/etc
44. news stand
45. All of the above would be great!!!

46. A butcher
47. Please, no 'flea market' items. We have enough of those. We need a place to buy real stuff, stuff you can eat.
48. Spices and flavorings for boiled seafood, fish fry & oil for fried seafood.
49. Sandwiches, poboys, food/drinks for diabetics, brown rice, whole wheat bread
50. its time for a "french market" in the hood

Question 4: What factors influence your shopping choices? - OTHER

Survey responses are listed without edits.

1. I don't like to have to drive to the store - something besides Mardi Gras Zone would be great!
2. Parking
3. Convenience and quality
4. Hours
5. Shopping hours (I'm in service industry so late hours are a plus!!)
6. Dedication to the locals, specifically to my neighborhood + neighbors, city + culture
7. Communication with other farmers markets
8. Variety
9. I value atmosphere
10. good use of space, attractiveness, good traffic control around it.
11. Save me a trip and I'll follow you anywhere
12. quality and presentation
13. Clean, safe, open long hours, well-lit outside, security
14. I'm glad "predictability" is a choice here. So many New Orleans businesses are inconsistent in their hours and products.
15. Convenient hours (including Sundays)
16. owned and operated locally, by diverse populations
17. cleanliness,
18. freshness
19. fresh
20. it varies by the day
21. variety
22. organic is a nice option, but not something that's definitely needed. local products are more important
23. sellers that stand behind their product...guarantee it.
24. freshness, don't buy things that stay on shelf long, store clean, business owners considerate of public, courteous
25. my neighborhood has suffered for lack of a market.
26. Parking accessibility, safety, well lit and organized
27. safety
28. art classes
29. hours, open later than 5pm
30. Quality, Quality, Quality
31. Local Vendors
32. availability
33. Cleanliness, clientele
34. Outdoor seating, historic character
35. Hours of operation and tidiness of the facility
36. Atmosphere, cleanliness, diversity
37. Freshness
38. community-oriented, locally run and managed

Individuals who expressed interest in becoming a vendor and provided name or type of company:

1. Jennifer Gleach
Company: Hy-Tek
Contact: ohmaybe@gmail.com

2. Ann Linn
Company: Art gallery
Contact: annlinn2@gmail.com

3. Vanessa Sternick
Company: Pie/Baked Goods Vendor
Contact: Vanessa.sternick@gmail.com

4. Curt McClain
Company: Busting Loose (photography)
Website: <http://www.busting-loose.net>
Contact: curtmc@busting-loose.net

5. Nicole Blair
Company: Vintage Garden Kitchen
Website: www.vintagegardenkitchen.org
Contact: nicoleblair.1@gmail.com

6. Andrea Garland & Lucius Wesson
Company: Luscious Catering
Contact: 504 669 6067

7. Charlie Shaver
Company: Charlie Shaver Photography
Website www.flickr.com/photos/charlieshaver
Contact: charlieshaver@gmail.com

8. Loren Penton
Company: Wen Chocolates
Website: wenchocates.com
Contact: loren@wenchocolates.com

9. Mark Steinbauer
Company: Rinnova Coffees
Contact: mesteinbauer@gmail.com

Question 10: Additional Feedback

All survey responses are listed without edits unless otherwise noted.

1. The Marigny / Bywater neighborhoods are in desperate need of fresh, affordable and accessible food. We need a grocery store - we demand one!
2. Whatever is sold there, it should be of high quality. I would prefer the vendors not to be selling T-shirts and incense, like the illegal table vendors on Canal St. It also should never become one of our numerous "inconvenience stores" on St. Claude, which encourage littering, loitering, and drug dealing.
3. please fix it quick, I used it all the time for years. Keep it like it was, funky with character and put back the big old signs. Don't gentrify it
4. Having a place to get fresh bred, fruit, vegetables, and seafood is first and most important. Having 2 or 3 vendors for prepared foods and ice cream and maybe a nice cafe would be fantastic.
5. Any of the options above are needed and would be used by the neighborhood. Food more than art though. We have enough galleries and need a good source of food.
6. please, no coffee house or cutesy "upscale" shopping. i want a real seafood market that sells local fish a place i can go to every few days as i did before the storm. what i wouldn't give for lama's to return
7. I live very close to St Roch and it would be great for the market to come back. The Neighborhood needs better sources for people that rely on Mass Transit.
8. Again, please no crafts! Don't reproduce what the French Market has become. Locally owned and operated food stuffs. Perhaps a coffee bar would be good also.
9. New owners should install cameras and alarms everywhere.
10. just do something, this is the 100th time someone has asked about the market
11. the structure was designed as a market building, that's how it should be used. The neighborhood is in great need of places to buy fresh produce, meat, and seafood---it doesn't make sense to use the building for anything else. BUT---efforts should be made to keep it affordable. Pricey organically-grown stuff will not find a market in this neighborhood, and it also doesn't need to be some kind of chi-chi tourist attraction. What the neighborhood needs is a working market.
12. hooray! happy to have st roch renovated.
13. Please restore the building to its original state; Limited A/C, open air with the large attic fans and all the historical feel to the furnishings. It shouldn't look like a grocery store but a historical market as it was.
14. I would love to see a multi purpose market to compliment the healing center across the street, and fill the needs of the community, with art, flowers, food, vendors, and market... fresh, affordable and community oriented.
15. Organic and vegetarian selections are important to this neighborhood. Multiple vendors is ideal offering a variety of options.

16. New Orleans is one of the few major cities that does not offer even one organic restaurant for its citizens/residents. Having one located across from the food co-op location would be a very smart idea. There is a niche of people in New Orleans who are just waiting for this to happen. There would definitely be a clientele.

17. Can't wait. Seafood is great but my spouse is a vegetarian. We live only blocks away and can't wait for the area to become an inviting place to spend time.

18. Just Do It!

19. Eastern Market on Capitol Hill in DC is a good model.

20. A place to get fresh local seafood direct from the local fishermen. Supplemented by Po Boys and seafood plates on premises. Related products for consumption and preparation at home and eating places on premises and outside to eat on location. PLEASE, NO KEEP IT A SEAFOOD MARKET and NOT A STRIP MALL KIOSH!! The French Market is not convenient for locals, but 50 or so years ago, it was a real Seafood Market. We need to revive this local market aspect of New Orleans and that location is convenient both to the seafood sources as well as to a very large part of New Orleans. A real market would energize the area and make it conducive to all types of visitors that can frequent local businesses. It SHOULD NOT be a separate entity that allows all seafood produces to bring their product directly to the community for distribution and help with preparation for those that do not have the time to prepare basic seafood. PLEASE NOT ANOTHER YUPPIE RESTAURANT OR FOOD COURT!!!

21. VERY EXCITED!

22. we need a GOOD new orleans type rest. classy like Brightsens or Dante by the river OR a GOOD new orleans type rest. like Venizies, Mandinas OR a real new orleanls poboy place like Parkway bakery, none of this phony baloney "we'll give it a try rest. stuff" or a place likes Coops on decature st. in short GOOD local food at a FAIR price, the place will be packed, no rip off joints, you will be wasting ya time, anchor it with the locals coming back and the tourist will soon enough find out about it and will make for a great anchoring rest> for this up and coming hood

23. By the time the St. Roch Market is ready to open for business, I expect more locals will be ready to buy Gulf seafood again. But any new vendor should also stock seafood from other areas not contaminated by the BP spill.

24. The 9th Ward desperately needs a grocery store that offers a consistent supply of fresh, local, and organic produce!!! Please open this building to serve the real needs of our community.

25. I would hope that more than just seafood would be served. We need fresh vegetables and fruits and other meats too.

26. Please rehabilitate the St. Roch Market as fast as possible! Above and beyond needing a source for produce, it is a beautiful and historically/culturally significant building. Fixing the old beauty up will drastically change a sometimes bleak St. Claude. Thank you!

27. I feel very strongly that it be developed for the neighborhood and NOT for tourists like that travesty at the French Market. If it's good for the locals, affordable and reflecting the cultural of the area.

28. please have bicycle racks

29. So excited for the future of St. Roch Market! It reminds me of Barcelona's Boquria Market, which serves fresh fruits, seafoods, tapas, flowers, etc and people from everywhere come to walk around and buy and eat their way through the market. My friends and I were just there and ate

fried squid on a stick, a fruit bowl, cheese and chorizo on a stick, fresh pistachios, and sat at a bar and ate freshly prepared seafood dishes on the spot with a glass of wine for a quick bite. It's a combo of food vendors and tapas bars/prepared food. I imagine St Roch Market could do the same in its own awesome New Orleans style. Thanks for conducting a survey!

30. the survey does not offer enough choices in the answers such as # 1, 6 and 8.

31. Please strike a careful balance between expensive yuppie/hipster products (Marigny/Bywater shoppers) and stuff that normal people on a budget (above St. Claude) can buy. The business(es) won't thrive if they can't serve both clienteles

32. the coop is opening across the street. don't duplicate their efforts by having fruit & veg, they will have that.
put a seafood market and/or fresh meat market into St Roch as that preserves the historic content as well as facade

33. Our Recovery in Progress?

34. I question the viability considering a co-op is being built across the street. It's imperative to offer a different product. Consider locally produced ready-to-eat items.
Fill the void left behind (Seafood, both fresh and prepared).

35. Please keep the historic integrity of the exterior intact! If retaining the 1930s additions is less destructive and faster than total restoration, please consider that - it's part of the hybridization process that's common in New Orleans and the accumulation of architecture gives a distinctive style and feel that actually helps, in some ways, to give an even greater impression of the building as a longstanding anchor of the neighborhood. Refurbish the building, but don't sterilize it and remove the hints that show it's a grand old time-tested edifice.

If there is anything I can do to help, please let me know - I work as a fellow with the National Trust for Historic Preservation, and I live a few blocks behind the market.

If you would like me to organize a local/media push to fast-track the project along the lines of "St. Roch - Let's Roll!", I'd be happy to do so (and I've been discussing such a move with the PRC).

- Brad Vogel

36. I would be interested in being a vendor if there was an Art Market-type component only.

37. Please review your questions and answer choices so that they can be improved. Some are out of line and some are confusing.

38. I would like to see St. Roch reopen as a food market with a great variety of products, a one-stop-shop where one could get fruit, vegetables, seafood, meat, fresh bread. Dependable opening hours and selection are also important.

39. Looking forward to that wonderful facility being put back into use and preserved.

40. My suggestion on the St Roch market is open stalls serving prepared foods, cheeses, fish, and produce. In the back section the prepared foods could be concentrated with outdoor seating in the back facing the neutral ground on St Roch. This would be very similar to markets in Mexico and in little Italy in the Bronx.

41. Though born and raised in N.O., I'm not a seafood eater.

42. Look at Chelsea Market in NYC for a model.

Employ on-site security.

43. I'd love to see the Market vendors supply healthy versions of the foods we New Orleanians already love. We need some healthy food options to balance the fast food options on St. Claude. When I drive out to NO East I see people of all colors lining up to buy Dong Phuong po-boys. Dong Phuong could set up a po-boy station like they have at their bakery in the St. Roch market and do beaucoup business. Heck, I'd do it myself if I had the capital. Healthy snoballs and healthy food on St. Claude would make money.

44. Please get fresh produce in this neighborhood!!!! Thanks!!

45. It is vitally important that the St. Roch Market be up and running soon, and that it be locally run, staffed, managed, and advertised. Local products and goods, particularly neighborhood-local, should be the overwhelming priority.

46. Please do not compete with the food co-op. Compliment their plan. There are lots of great opportunities on the corner of St. Roch & St. Claude Avenues.

47. We would be very happy to have St. Roch Market open as a place to shop, eat, and meet neighbors.

48. If I wanted to shop in uptown or in Metairie, I would have moved to Uptown or the suburbs. I don't live in Uptown or the burbs. I want to live here, downtown, with my neighbors.

I am tired of running into my neighbors at far-flung retail outlets 12-20 miles round-trip away. All of us are frustrated at this waste of time, gas, money - that could be expended here, locally, in the neighborhood, a walking distance away. I am sure all of us have picked up woe-be-gone elderly neighbors and the disabled standing at bus-stops so they can shop miles away. We need retailers, stores, vendors who serve us -- not tourists. They have enough venues. It's time our money, tax revenue, and walking shoes stay within walking distance of here.

Please seek advice and encouragement from the vendors at Market Hall in Oakland. This is doable. They have a bakery, coffee/tea, pasta/deli, butcher, fish monger, wine store, green grocer, a restaurant upstairs. Neighbors throng it eagerly, happily. Neighbors greet each other there. In times of crisis (Oakland Hills Fire, the Loma Prieta earthquake) it served as the de facto hub for information, aid & succor. We can be a vital, self-sustaining neighborhood again. Thank you.

49. Since public money will fund this project, I hope the market will solicit feedback from all the neighborhoods; and that it will be designed to supply some of the real needs for essential goods and services for the people who actually live in these neighborhoods as opposed to the current abundance of businesses that cater to those who come here to play. We have more enough "destinations": cafes, bars, entertainment venues (legal and illegal), b&b's (legal and illegal), and boutique-y providers/flea markets.

Check out "Market Hall" in Oakland, CA for a good model of a neighborhood emporium serving the needs of a very mixed surrounding neighborhood.

50. Marigny rectangle needs a good grocery store - food store - wine + beer place and all around farmer's market. Now that Roberts is gone...I look forward to St. Roch opening.

51. Just make it clean.

52. There is no real supermarket in the St. Roch/Marigny/Bywater. Produce is not good from Sava-Lot and Mardi Gras Zone has a poor selection. Produce is my #1 concern as a resident of St. Roch + the ability to buy a produce, especially locally grown, would be a boon to the neighborhood. If you want to attract residents, services are key.

53. Hanks (near St Claude and Franklin) seems to attract much of the Trouble Causing element. I would not like to see low end beer, liquor, or wine sold for off premis consumption.

I've lived almost next door to the Market for seven years. I know the neighborhords and neighborhood very well. Please feel free to contact me for any reason. Thank you for your efforts and concern.

- John 504 220 7987 (*Author's note: John Victorson, owner of St. Roch Tavern*)

54. I would love to see the Market just like it was before it closed down. We don't need restaurants or art galleries as much as we need groices and fresh food items. Many people in this area don't have cars and are limited to Sav-A-Lot

55. Modeling the market after a mini-Reading Market in Philadelphia would be great. Don't compete with the coop opening across the street; rather compliment with other goods. The French Market is not a good model either. Try and make sure adequate parking is available. Best of luck.

56. As a visitor of NOLA and organizer of service trips for high school students to NOLA, it is great when we can shop for a big group at a reasonable price in the neighborhoods where we are staying rather than having to go to Metairie for Sam's Club.

57. No bar or alcohol

58. I suggest having 8-12 vendors each of whom is selling something different. Start with those products people travel to other neighborhoods to buy most often. The key is going to be saving people trips.

59. I would hope to see the St Roch market offering local, healthy food options. There is still no grocery store on the downtown side of New Orleans, and people without transportation are limited in their choices. We have a rare opportunity now with the Market to address this issue. Thank you!

60. The most important factor is that the management of the market be professional and know what they are doing. The contract should not be awarded based on political alliances. A functioning model is the Eastern Market in Washington D.C.

61. I'd care what it is, I just want it to be open!

62. Some anchor, permanent tenants would offer stability and predictability, but would hope for a reasonable allocation of space for seasonal, changing offerings.

63. I would be interested in managing this project if it got going. I have a background in events management and over 25 years in construction. I could really pull this together for you.

64. I would like the market to be operated by different vendors providing organic/local produce, meat, seafood, and baked goods. I would love to see fresh, great quality food in the Market.

65. It would be wonderful if the building could be restored the way it was in the 50's or 60's even returned to it's original look. I miss the smell aroma of crayfish and crabs being boiled. I always new when to go and get fresh hot boiled seafood.

66. Good Luck!!! I'm so excited for a produce and seafood market!!!

67. no alcohol no noisy late nights

68. It would be fantastic to have this magnificent building reopened for fresh fruit & vegetables & seafood. That would make our great neighborhood even better.

69. I would NOT want to see the type of businesses that occupy the French Market.

70. Would love a farmer's market inside or outside regularly if not permanently, or local farmers to have booths!

71. Please consider St. Claude facing outdoor seating in plan. Use Whole Foods outdoor seating on Magazine Street as a reference. If well-lit, safe, family friendly outdoor spaces are brought to St. Claude, the whole area will be less scary and inviting. Revitalization of a building like this should be seen on the outside, too. Bringing life to the sidewalks and storefronts of St. Claude is essential to revitalizing that important through-fare in our city.

Good luck with the project!

72. How would this compete with the co-op that is planned to open at the old furniture store nearby on St. Claude?

73. All the options suggested in this Survey sound like a great way to use the St. Roch Market

74. We desperately need a place to buy groceries. Would love to have a nearby market to buy fresh produce, meats and seafood.

75. Please make it local - whatever it is. Please make sure operations management include diverse cultural backgrounds.

76. It's such a wonderful building, please do something before it deteriorates completely. Thanks.

77. Something similar to Pike Place Market in Seattle....that would be incredible

78. In the past that market has been very "spotty" meaning you could never tell what was going to be over there. In the last days of it we would only go if there was absolutely nothing we had to do which in NOLA isn't very often.

79. I'd really like it to be a versatile Farmer's Market

80. I just want whatever goes in there to be successful--a good model is/was Eastern Market in Wash DC. That said, St Roch is in a scary spot so I'm not likely to go there after dark, and I'm not going to go there to buy overpriced fish or produce just to be a nice neighbor; it has to be successful naturally, not artificially propped up. I went to the Crescent City Farmer's Market on Saturday morning at Magazine & Girod and the produce pickings were pathetic. This was my third trip to that; I won't waste my time doing that again. I'm looking forward to going to the Vietnamese farmer's market on Sat. mornings out in East NO and hope it will be better.

81. We very much look forward to having St. Roch Market restored to its original use!

82. I would not like to see it be just a seafood market. I would like the ability to purchase other types of meat there, as well.....a butcher shop would be outstanding!

83. I don't care so much about the specifics of who and what goes in, just that it reopens! soon!

84. Please have the market as a fresh and prepared foods outlet unlike the tourist trap French Market. The St Roch Market should be a food resource for New Orleans residents.

85. just fix the damn thing already

86. i hope they dont put in a drop-ceiling. let's restore this market to how it was SUPPOSED to look... a tall, lofty steamboat.

87. This development should serve the multiple communities that pass by and live nearby. While I would love to see a flower shop and local vegetables, I think there should also be seafood and an affordable restaurant. There should be architectural and design standards however, to maintain continuity. Also, another store like Hanks (which I love dearly) is not needed and would be equivalent to blight when trying to bring back the St. Claude corridor.

88. I live directly behind the St. Roch Market and can't wait to see it back in operation! Obviously you are already aware of the lack of places to shop for fresh, local, affordable groceries in the Marigny/Bywater/St. Roch area, so I won't elaborate on that! Given that the Food Co-op is supposed to open in the old Universal Building across the street, I would suggest paying attention to what grocery needs they will fulfill (and what their price ranges will be) and try to ensure that the St. Roch Market will compliment that. My primary transportation is a scooter so I am able to go further to shop now, but I have spent years here as a bicyclist, and it is very hard to make groceries around here - especially local, sustainable and affordable groceries. As I live directly behind the market, obviously transportation is not an issue for me as far as the Market goes, but I would suggest making sure the Market is bike friendly - ample bike racks, etc. - especially as parking is already an issue on St. Claude. Basically, I would like to see a permanent version of our wonderful farmer's markets, but with the addition of more fresh meat and seafood. As I know other friends of mine have mentioned, there is no need for a French Market type deal - we do not need another venue for non-grocery goods (well, as an artist, sure, that would be great.. but not at the St. Roch Market)... nor do we need tourist oriented food booths a la the French Market. Basically, bring back the St. Roch Market close to how it was when it first opened and that would be wonderful!

89. Currently I am only a part time Marigny resident but hope to spend more time and eventually relocate. I think this is a wonderful idea.

90. I used to live blocks from the St. Roch Market on Villere Street, and my neighbors were always telling me how great the market used to be. The neighborhoods down here definitely need a good, affordable source of fresh fruits and vegetables. A grocery store would be nice, but I feel like bringing back the market would be even better! I currently drive all the way to Rouse's in Mid-City to do my major grocery shopping. I think having vendors who sell not only food but also art would be a wonderful idea; there are so many talented artists concentrated within St. Roch, the Marigny, the Bywater, etc

91. Having frequented the market routinely before Katrina, I would definitely shop there. I would particularly make it a priority if the prices were reasonable and there were multiple vendors with a variety of things.

92. I look forward to seeing the Market restored!

93. I currently need to shop at at least 5 different stores to make all my groceries. Only one of them is close to home and that one is way too expensive to get more than a few items at a time. I would LOVE the convenience of having St. Roch Market open! Especially if the prices were more in check with a tight budget. Not to mention saving such an amazing piece of history.

94. No arts and crafts or other tourist stuff. This is not the French Quarter.

95. Would love to St. Roch be a true public market again. Selling produce and other groceries.