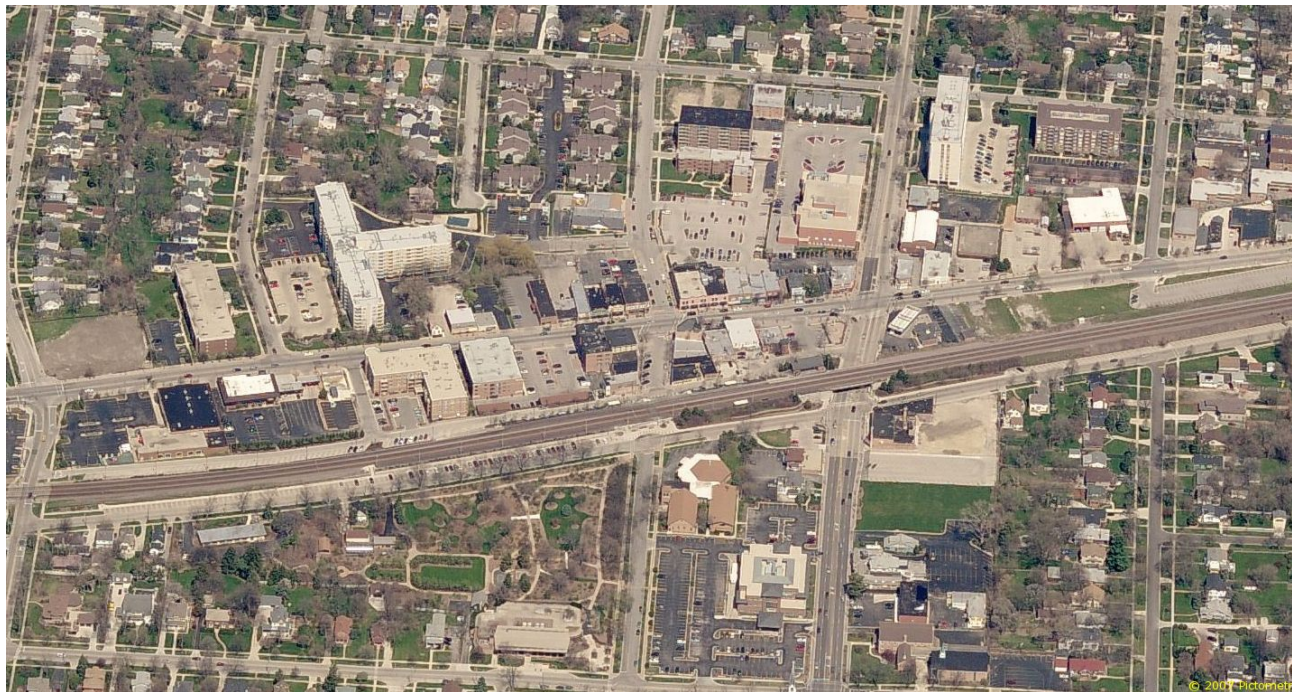


**Lombard Downtown Vision**  
*Visioning Summary*

**March 20, 2009**



## Introduction

Houseal Lavigne Associates was retained by the Village of Lombard to assist in facilitating a community outreach process related to planning for the future of the Downtown. This effort was designed to follow up on previous internal initiatives that began in 2003.

This latest exercise was structured to solicit resident and business owner input on issues pertaining to the Downtown as a whole as well as the former Du Page Theatre and Hammer-schmidt sites. A wide range of issues were discussed ranging from parking and circulation to shopping and dining habits.

Four different Visioning Workshops were held in January and February of 2009. The visioning workshops were supplemented by a project website and online questionnaire that allowed for those unable to attend the meetings to participate in the visioning process.

Considerable effort was made to publicize the workshops and the visioning process. In addition to the website, several press releases were prepared for area newspapers and over 1,300 letters were sent to Downtown business/property owners and residents.

The workshops were facilitated by Houseal Lavigne Associates and Village Community Development staff utilizing an Audience Response System (ARS). ARS allows participants to use a keypad to enter a response when prompted by a question. Audience responses were then integrated into a PowerPoint presentation that directly engaged participants in a “real time” display of results.

Responses to survey questions were used as catalysts to explore larger planning issues. Impromptu questions were also added to the presentations as discussions evolved and more detail was warranted. Overall, the format and content of questions asked were designed to be consistent across all workshop presentations. This allowed for a cross tabulation of responses that helped identify those responses that

represented universal opinions or issues that were unique to a common group of participants (e.g. Downtown business owners).

The first workshop, held on January 22, 2009, was intended for residents living within the downtown area. The Downtown TIF District was used as a starting point for defining Downtown boundaries. Neighbors on the periphery of this area were also invited. Several residents from outside of the designated area attended and participated in the discussion as well. Approximately 49 people were in attendance at the meeting.

The second workshop was held on January 29, 2009 for business and commercial property owners within Downtown Lombard. Questions were specifically geared toward business related issues. Approximately 26 people attended representing a good cross section of business owners.

The third and fourth workshops were open to all Lombard residents. The meetings, held on February 2 and February 10, were structured to solicit the input and opinions of anyone in the Village that did not participate in the first meetings. Those meetings were slightly less attended with 19 and 26 residents respectively.

While the last workshop was held on February 10, the online questionnaires remained available to residents and business owners until March 1. At the conclusion, over 250 residents and 9 business owners completed the online questionnaires. The questionnaires and workshop results were then analyzed individually and cross tabulated to assess the data collectively.

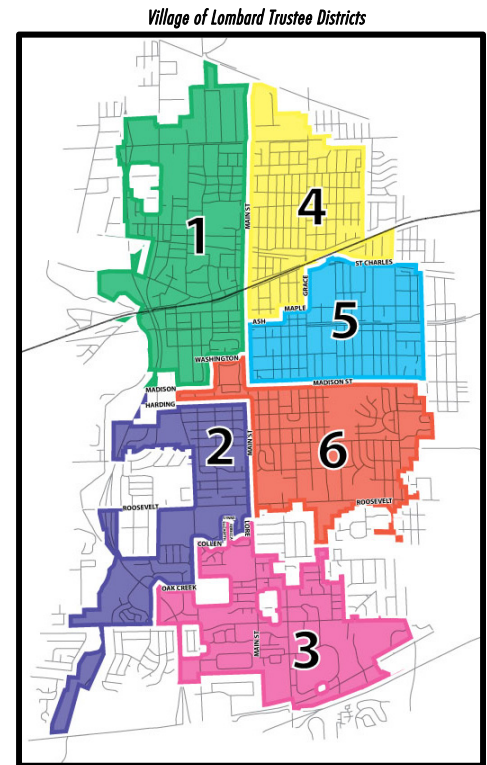
This document is intended to provide context to the Visioning Study by highlighting issues, concerns and potential opportunities raised during the course of conducting the workshops and on-line questionnaires. The Visioning Study is not a final step, but rather a starting point for elected officials and the community to identify strengths, weaknesses, desires and strategies for Downtown Lombard. The results and data from the individual workshops and questionnaires are included in the appendix.



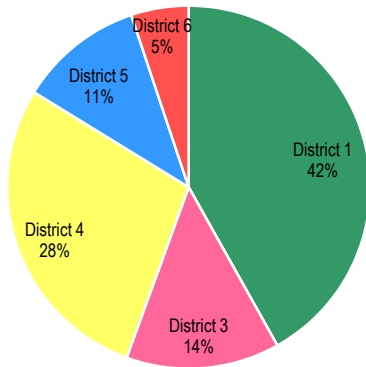
## Attendance and Participation

Although the Downtown is primarily in Districts 1 and 4, residents attending the workshops and taking the online questionnaire came from all areas of the Village.

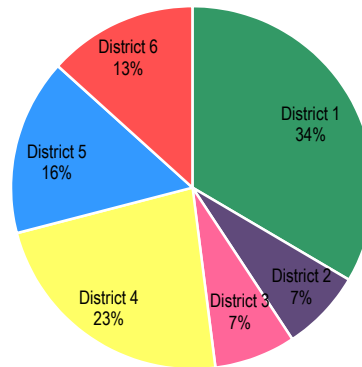
- Residents from Districts 1 and 4 comprised nearly 88% of the Downtown Resident workshop attendance.
- Participants in the community-wide workshops and on-line questionnaire were from a variety of districts, namely District 1 (32.0%), District 4 (22.7%), and District 5 (16.5%).
- While the great majority of business workshop and on-line questionnaire participants operated businesses in Districts 1 and 4, a significant proportion (17.1%) were located in District 3.



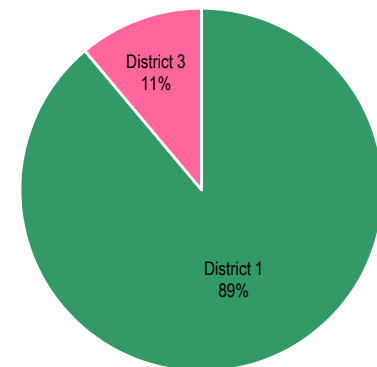
**Visioning Participation by District - Workshop Participants**



**Visioning Participation by District - Online Residents**



**Visioning Participation by District - Online Businesses**

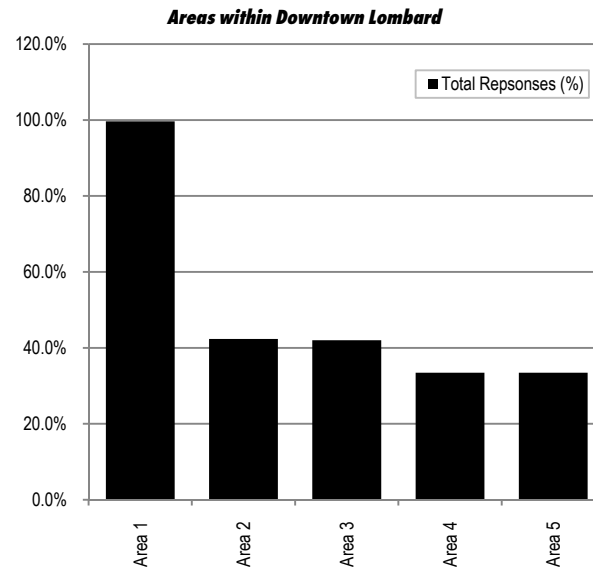
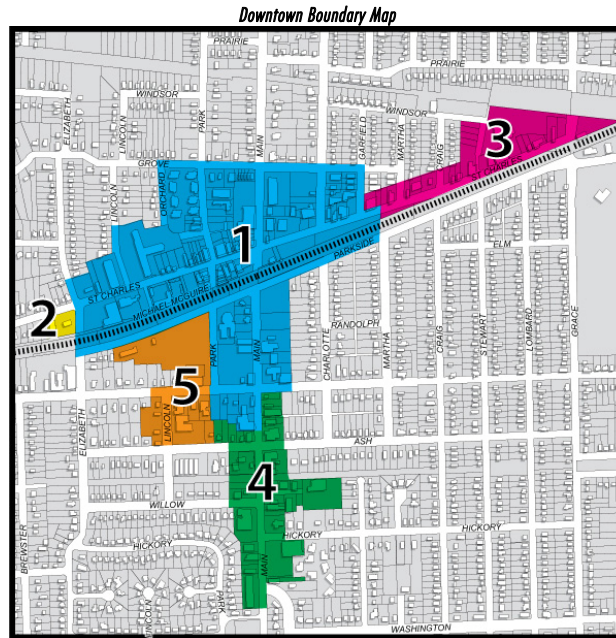


## Downtown Defined

Participants were asked to define how they perceive the boundaries of Downtown based on a map with five distinct areas highlighted. An additional question asked whether areas along St. Charles Road east to Westmore/Meyers Road and west to Finley Road, were considered to be part of the Downtown. Nearly all respondents felt that the far east and west extensions were not part of the Downtown. However, with the exception of the core Downtown area highlighted by the TIF boundaries, there was a somewhat mixed view of what constituted the makeup of the remainder of Downtown Lombard.

A higher percentage of Workshop participants than Online Questionnaire respondents indicated that they considered the areas outside of Area 1 to constitute the Downtown. More than half of all Workshop respondents considered Areas 2 through 5 to be part of the Downtown while no more than 40% of online respondents indicated any area outside of Area 1.

For some, the delineation is based on geographic barriers and others on use. While development is spread throughout the area, there are gaps in uses that create a perceptual boundary. As those gaps are filled, the public perception of those areas being part of the Downtown will likely increase.



## Mix of Uses

The majority of residents and business representatives stated a desire for a larger mix of uses in the Downtown. In general, residents indicated that a larger number of businesses were needed to make the Downtown more attractive. Residents stated on several occasions that Downtown Lombard needed more shopping, dining and entertainment establishments in order to bring them to the area more frequently.

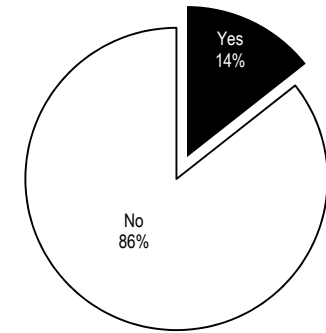
While support of local establishments was indicated, there was not a significant preference as to whether new development should include national or local retailers. However, business owners did indicate a preference to see additional local businesses in the Downtown.

Workshop and Questionnaire highlights include the following:

- Nearly 9 out of 10 participants indicated a desire for a greater mix of uses Downtown.
- 77% of all participants identified a need for attracting a larger mix of retail and dining as the one of the biggest challenges facing Downtown Lombard.
- Further discussion revealed that it was felt that expanding entertainment related uses was also necessary to revitalize Downtown.

The intent of the questions on mix of use was to formulate a starting point for more detailed responses regarding retail, dining, entertainment and office uses. That data follows.

**Overall, do you perceive the current mix of uses in Downtown sufficient?**



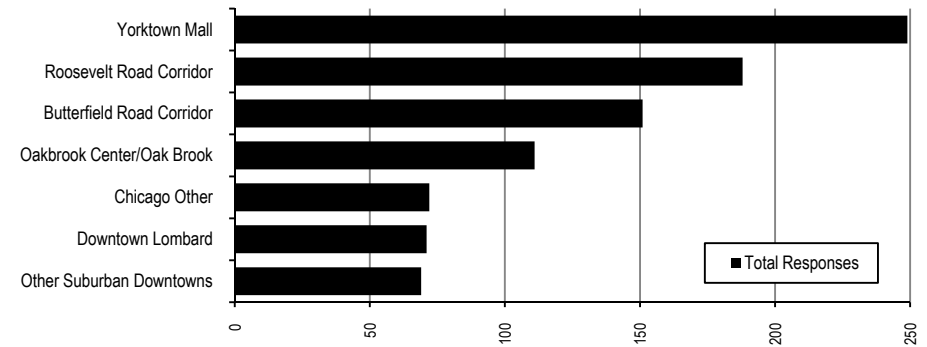
## Retail Uses and Shopping

A lack of variety and a need for additional high quality uses was cited as the main issues facing the Downtown retail environment. A bookstore and clothing/apparel were consistently ranked as the top two retail uses participants believed were underrepresented in Downtown.

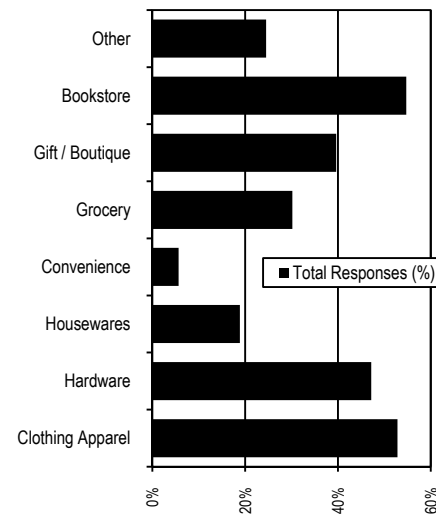
Stores closing too early and inadequate parking were also identified as issues, but of lesser concern.

- Nearly 90% of participants indicated a lack of variety was an issue facing Downtown retail.
- With the exception of convenience and housewares, all other choices were identified as underrepresented by a significant proportion of participants, underscoring the need for a greater variety of retail across the board.
- Nearly 80% of residents chose Yorktown Mall as one of their top three shopping destinations.
- Residents indicated that they also frequented the Roosevelt Road (60%) and Butterfield (48%) Road Corridors for shopping.
- Downtown businesses perceive Yorktown Mall and Roosevelt Road as their primary competition. Butterfield Road and other suburban downtowns were identified to a lesser degree.

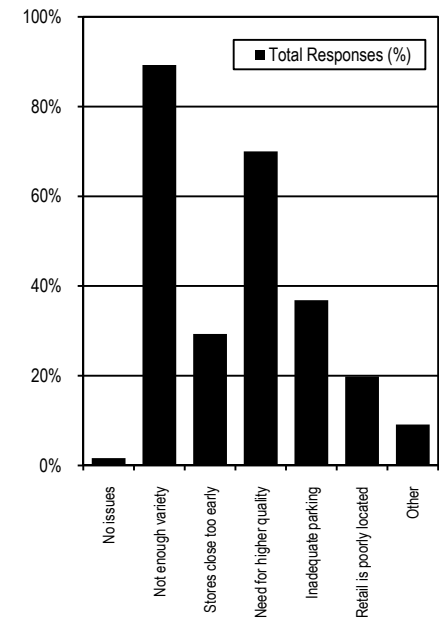
**Retail Destinations**



**Underrepresented Retail Uses**



**Retail Issues**



## Restaurant and Entertainment Uses

In general, Yorktown Mall and the Butterfield and Roosevelt Road corridors were preferred dining destinations. Residents indicated that they were just as likely to visit other suburban downtown areas as they were to visit Downtown Lombard for dining.

Participants were asked to identify specific types of restaurants and entertainment uses that they would like to see Downtown. The use most cited as underrepresented in Downtown Lombard is a brewpub or tavern. Other uses with significant recognition included a theatre and family/casual restaurant.

The opinions of Downtown business and property owners were consistent with the opinions of residents.

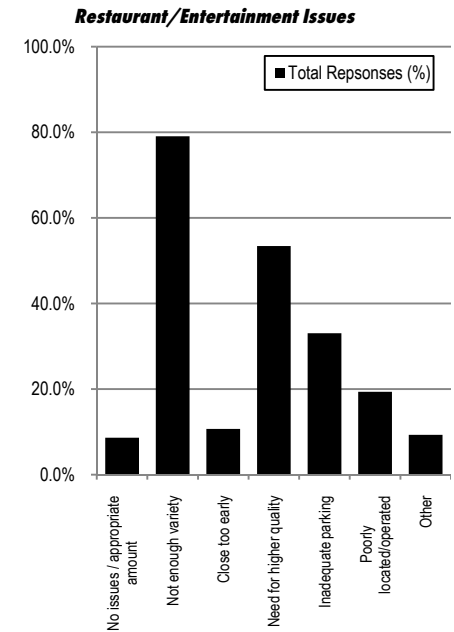
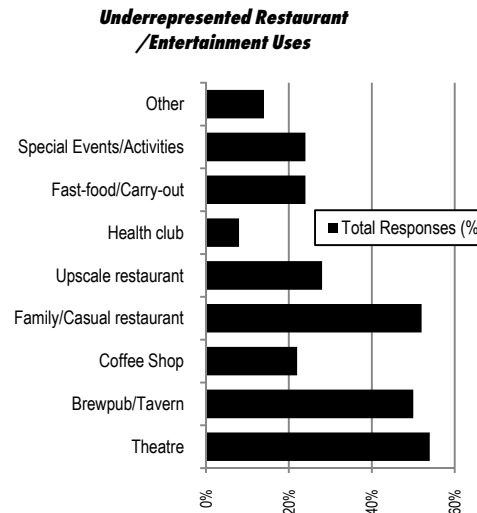
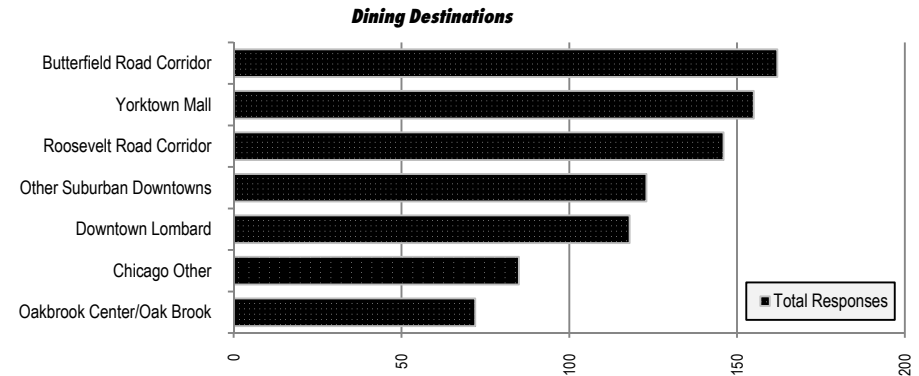
- Residents indicated that the Butterfield Road Corridor was the most popular dining destination with over 54% listing the corridor within their top three.
- One out of two participants identified ‘family/casual restaurant’, ‘brewpub’ and ‘theatre’ as underrepresented uses within Downtown.
- Over 79% of participants indicated that there was not enough variety among Downtown Lombard’s restaurant/entertainment choices.
- Written comments suggested that residents desired more outdoor dining and drinking establishments.
- Some participants suggested attracting a recognizable national or regional chain could help attract additional patrons.

### Quotes from on-line participants:

“We have great restaurants.”

“[I] would like to see more well known chains and private restaurants to attract more people.”

“[We need to] expand outdoor dining and drink.”



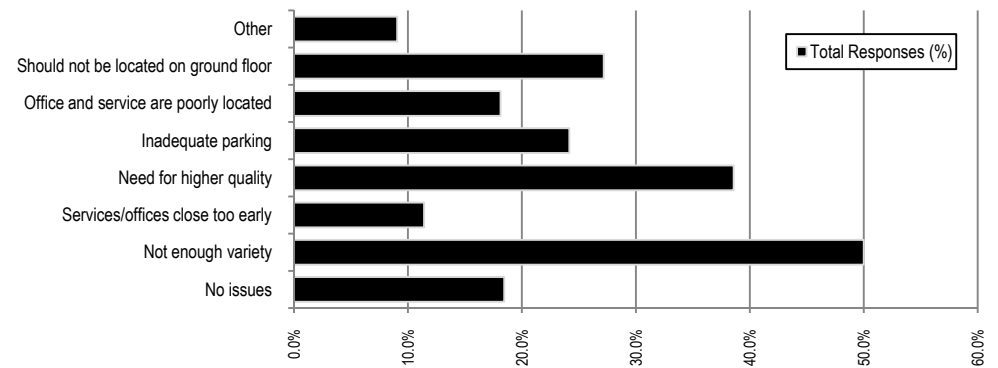
## Office and Service Uses

According to both residents and businesses, Downtown office uses face similar problems to that of retail, restaurants and entertainment uses. The majority of participants support the opinion that there is a need for more variety amongst office uses as well as a need for higher quality spaces.

A significant proportion of participants also believed that office uses should not be located on the ground floor and that existing office uses were generally not well located.

- 79% of participants identified a lack of variety as a significant issue facing office uses Downtown.
- 40% of on-line participants in the resident questionnaire agreed with the statement that the amount of office use in Downtown is appropriate. Nearly 34% stated that there were too many office uses.
- Some on-line participants indicated that the large percentage of personal service providers detracted from the overall office/service environment.

Office & Service Issues



## Residential Uses

Residential use was not a primary concern of any of the participants. Recently added developments were generally perceived as positive additions to the Downtown.

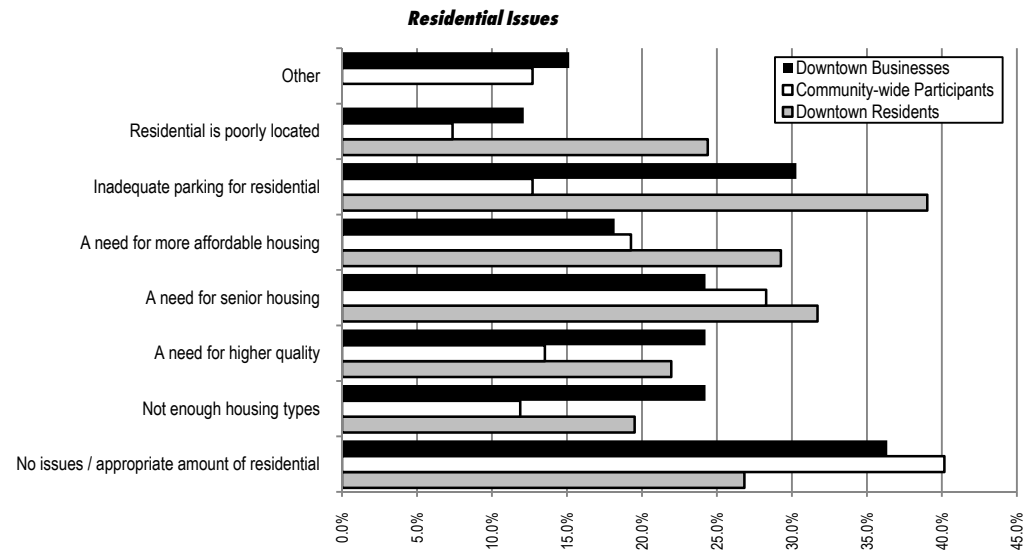
While condominiums and rowhomes were deemed appropriate and acceptable for new development, senior housing was most frequently mentioned as being under represented.

For those residents that do not currently live Downtown, more than half indicated that they would consider a Downtown residence in the future. The percentage was even higher for workshop participants than for the online questionnaires.

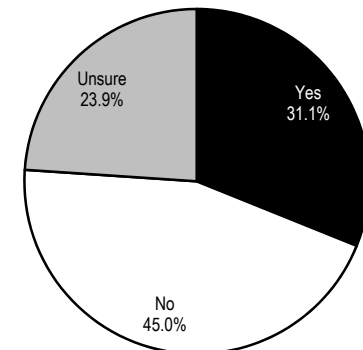
- Downtown residents stated that there was not enough parking for current residents and that there was a need for senior housing.
- Downtown businesses shared similar opinions to Downtown residents.
- A significant portion of Downtown residents also indicated there were no issues with residential uses in Downtown.
- Community-wide workshop and questionnaire participants did not express any significant objections to Downtown residential development.
- When non-Downtown residents were asked if they would consider moving to Downtown Lombard to live, 50% of on-line participants indicated 'No' while between 59% and 74% of community-wide workshop participants indicated 'Yes'.
- A need for additional affordable housing was expressed by some, with the highest percentage of those being Downtown Residents.

### Quote from on-line participant:

When current residents of Downtown residents were asked why they chose to move Downtown, one community member responded: "[I moved to Downtown Lombard, because it is a] Historic neighborhood, [within] walking distance to [the] Library and Lilacia Park."



### Would you ever consider moving to Downtown Lombard?\*



\* Excludes Downtown residents and business representatives

## Special Events

The Downtown business community expressed a desire for additional efforts directed toward increasing awareness of businesses. Overall, there was an expressed desire for additional promotions and special events. Cruise Nights was specifically mentioned by several participants.

The following Special Events were highlighted:

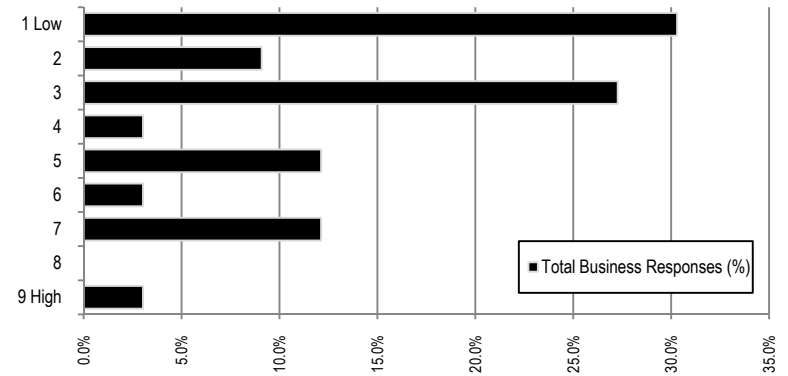
- Art Fair
- Lilac Time
- Cruise Nights
- Spooktacular
- Farmers Market
- Jingle Bell Jubilee

It is important to note the delineation between promotions/special events and promotional efforts. While promotions and special events do, in fact, promote Downtown by attracting people to the area, promotional efforts are largely a joint effort of several entities. The Village, along with other various entities such as Lombard Town Centre, should continue to work together on special events and Downtown promotional efforts.

### Quote from on-line participant:

“In summer we walk down for Cruise Nights and other events.”

**Downtown Promotional Efforts**



## Parking

Parking was separated into commuter and business parking in order to make a distinction between their different needs and audiences. Overall parking was not considered to be problematic, but business owners did indicate a desire for better located business parking, though a viable solution was not presented. Some businesses owners stated that lack of availability was the largest factor regarding business parking.

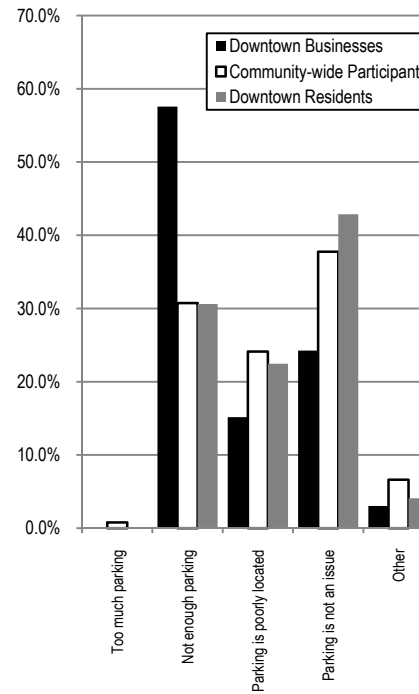
### Resident Opinions:

- Nearly half of all residents indicated that non-residential parking was a non-issue.
- Residents indicated that any issues with business parking were related to a mix of poor location and the amount of spaces.
- The location of commuter parking was considered a slightly greater factor

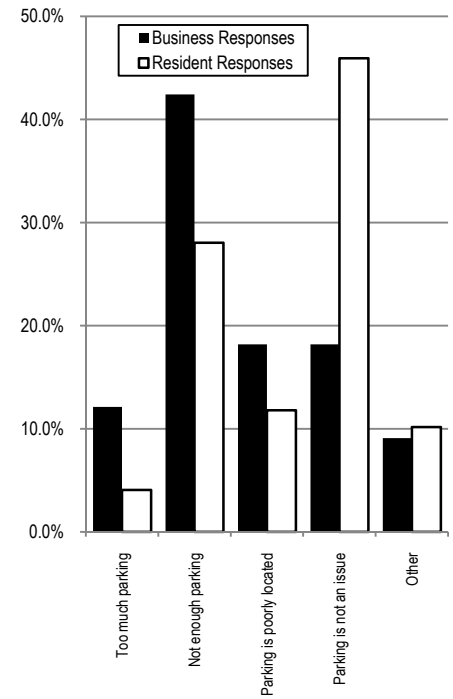
### Business Owner Opinions:

- When asked if parking was an issue, 62% of business workshop attendees indicated that there was not enough parking in the Downtown, while only 24% said that it was not an issue.
- There was a feeling among some workshop attendees that there was too much parking dedicated to commuters and not enough for business.

**Retail and Business Parking Issues**



**Commuter Parking Issues\***



\* Downtown residents were not asked about issues specifically related to *commuter* parking.

## Circulation and Access

Downtown residents expressed the strongest concern over circulation and access particularly at key intersections. This may indicate that roadways are generally configured to facilitate business and commuter traffic which may make it more difficult for local traffic to enter/exit and traverse through Downtown.

Downtown Business owners shared the opinion of Downtown residents that circulation and access is problematic. Not surprisingly the two groups have similar views in that they have the most experience in dealing with those issues.

There was a desire by participants to have a pedestrian underpass. The intent of the crossing would be to safely navigate pedestrians from the north and south sides of the tracks.

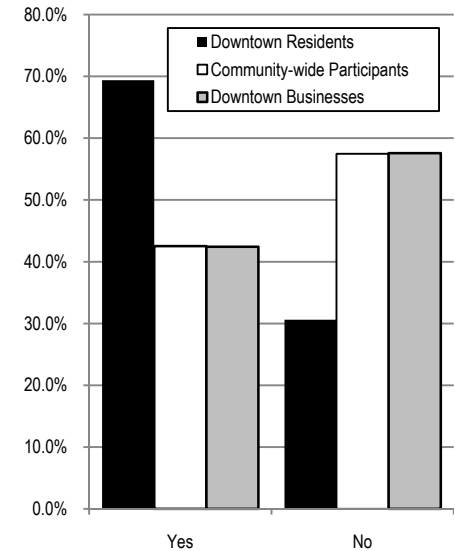
- Community-wide residents were evenly split in identifying circulation and access as an issue.
- At the February 10 community-wide workshop, pedestrian connectivity was indicated as a significant issue by 75% of participants.
- The majority of Downtown businesses indicated that additional pedestrian traffic and complimentary uses should be strongly considered as the Village solicits new development in Downtown Lombard.

### Quote from community member:

“By creating a unique, convenient, safe and pleasant place for people; restaurants and retail shops will rush to be a part of the scene.” [Emphasis added]



**Is overall circulation and access a problem in Downtown?**



## Appearance and Attributes of Downtown

Overall, respondents assigned a low rating to the physical appearance of Downtown. While beautification efforts may improve public perception somewhat, the most significant factors influencing the appearance of Downtown Lombard are the condition of existing structures and the need for new development. Business owners tended to view the appearance slightly more favorably than residents.

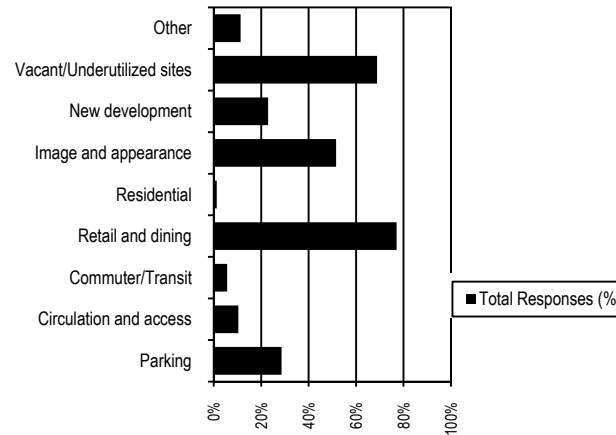
Attracting new development and rehabbing/reusing existing buildings were indicated as the primary actions to best improve its appearance. Streetscape and façade improvements were also often selected.

Glen Ellyn, Elmhurst and Naperville were consistently listed as a top choice amongst residents as a desirable Downtown.

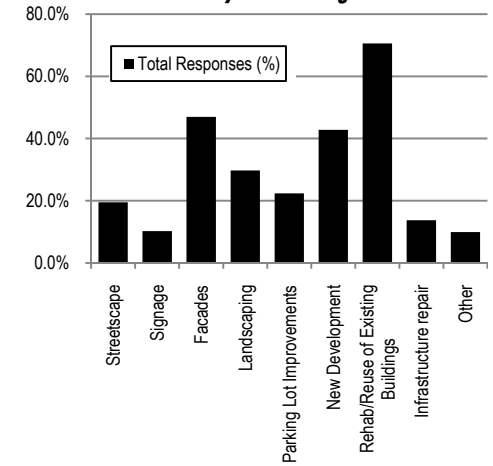
Few residents and businesses believed that Downtown Lombard was changing for the better and were evenly split as to whether things were staying the same or changing for the worse.

- The appearance of Downtown Lombard received an average rating of 3 out of 9 by residents.
- Businesses viewed Downtown in a slightly more positive light and gave it an average rating of nearly 4 out of 9.
- Nearly one in two participants indicated that the overall condition of Downtown Lombard was staying the same.

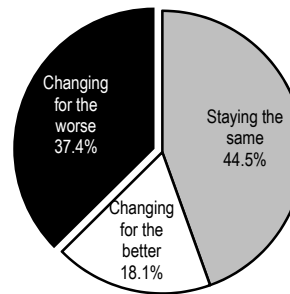
**What are the biggest issues and challenges facing Downtown Lombard?**



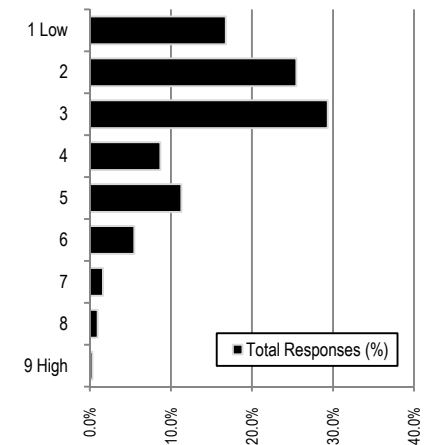
**Improvements to the image and appearance of Downtown could best be achieved by the following:**



**Overall, Downtown Lombard is...**



**How would you rate the overall appearance of Downtown Lombard?**



## Business

Most business responses were solicited through the workshops with 26 attendees. The Online Questionnaire received a total of 9 business respondents. Approximately 70% of Workshop attendees' businesses were located within the Downtown TIF District (Area 1 on the Downtown map). The remaining businesses were located in Areas 3 and 4. Approximately two-thirds of participating business owners rent their buildings.

The Downtown environment, proximity to Metra and access to an established customer/client base were stated as factors influencing business owner's decisions to locate to the area.

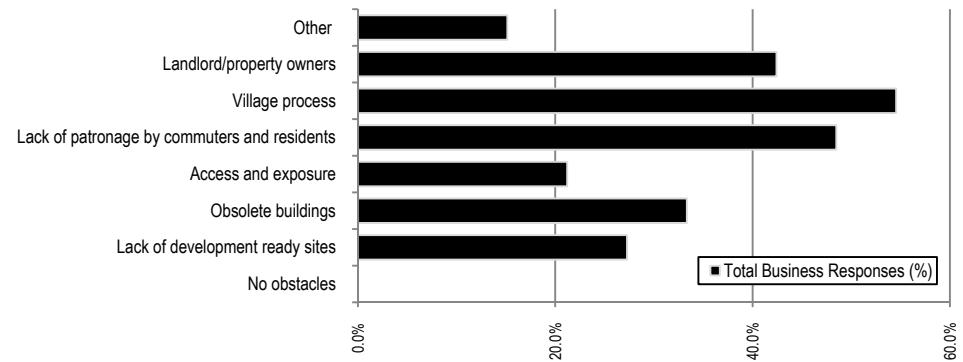
In terms of competition, Yorktown was perceived to be the biggest competitor to Downtown business. The Roosevelt Road and Butterfield corridors were also highlighted as were other suburban downtowns.

According to participants, the two most important factors that the Village should consider in attracting new business were pedestrian orientation and compatibility of uses. This is an indication of a desire by the Downtown business community to create a destination environment where visitors can easily walk between locations. Only 4% of respondents indicated that sales tax generation should be a Village goal in attracting new business.

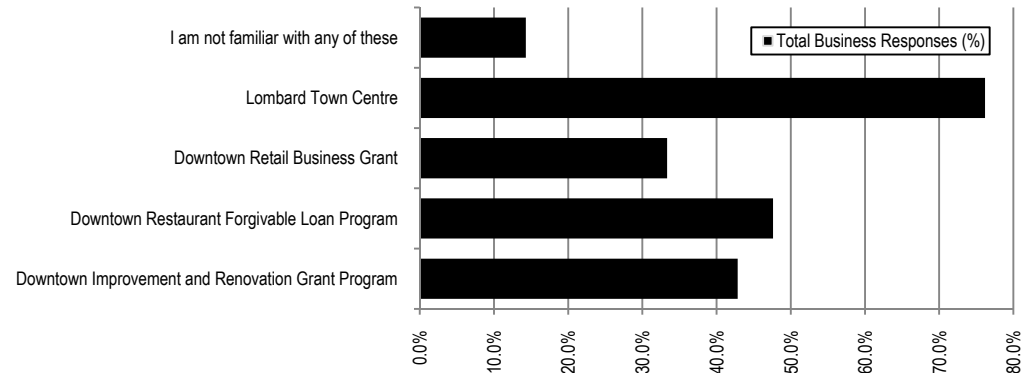
Business owner concerns and issues were fairly consistent with those of residents. The three highest rated concerns were:

- Vacant/Underutilized sites: 72%
- Lack of Retail and Dining: 68%
- Image and Appearance: 64%

**Obstacles to Attracting New Development**



**Familiarity with Programs**



In that a majority of participants rent, 56% indicated problems with landlord related issues. It should be noted that some were issues with neighboring properties. Lack of upkeep and attention to such things as snow removal by absentee landlords was highlighted.

Despite expressed uncertainty about the future, nearly all workshop attendees indicated that they would like to remain Downtown. While 51% of business owners said that they were unsure as to whether they would still be Downtown, (due to business and financial issues) in the next three years, 96% stated that if given a choice they would remain.

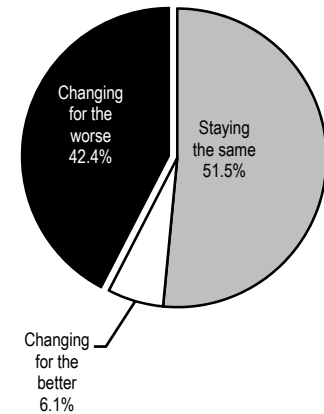
In that the economy is the primary issue of concern, business owners expressed a desire to work with the Village to help stimulate the business climate.

Most business owners indicated a familiarity with available assistance programs including grants and loans. Only 14% of all participants indicated that they were not familiar with any of the available programs.

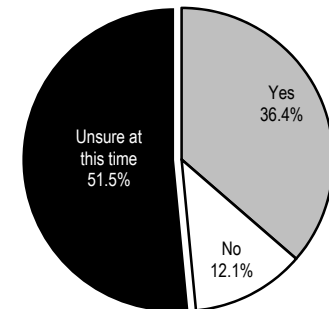
In addition to available assistance programs, it was indicated that regulatory policies including zoning, permitting, sign ordinance, and code enforcement should be evaluated to see if there may be potential for modifications to further assist the business community.



**Business in Downtown Lombard is...**



**Do you think you and/or your business will still be located in Downtown Lombard in the next 3 years?**

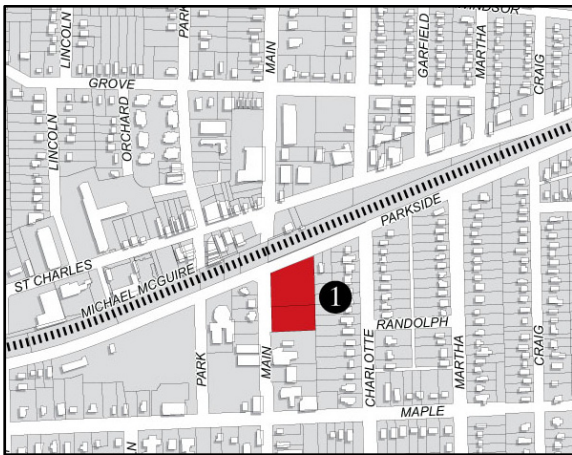


# Village Controlled Sites

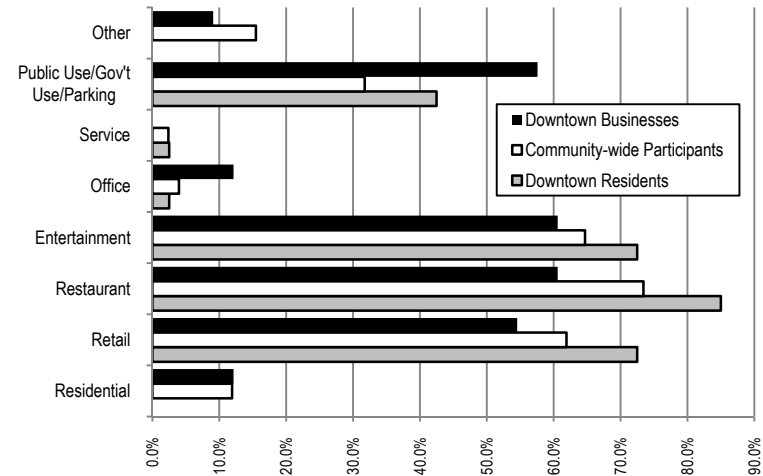
## Former Du Page Theatre Site - 101 S Main Street

The former Du Page Theatre site is a very important part of the future of Downtown Lombard. As has been the case for several years, viewpoints on what to do with the site vary. The site is large enough to accommodate a variety of development, but clearly development for development sake will not be acceptable to the community.

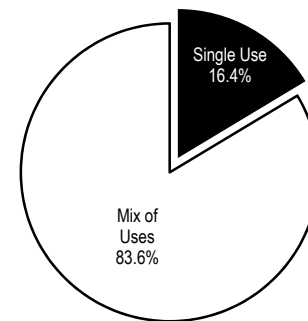
- Businesses owners and residents alike indicated that a mix of uses was preferred for the former Du Page Theatre site.
- Retail and entertainment uses were emphasized with a theatre component receiving strong support. Residential was discussed as a potential use; however it did not receive as much support, particularly from Downtown residents.
- If residential were included in a mixed use development, condominiums and senior housing were stated as preferences.
- A height preference of three stories was stated by the majority of respondents.



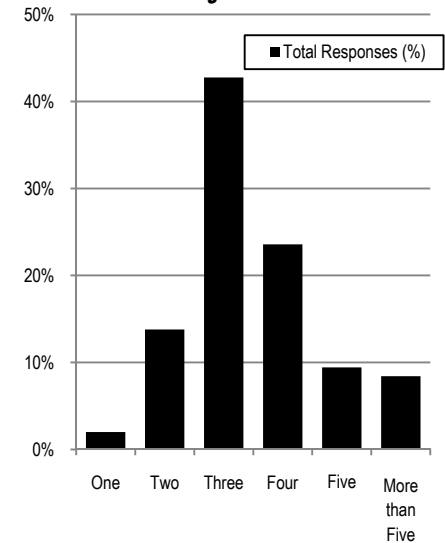
**Preferred Uses - Former DuPage Theatre Site**



**Should the Former DuPage Theatre Site be developed as a Single Use or Mix of Uses?**



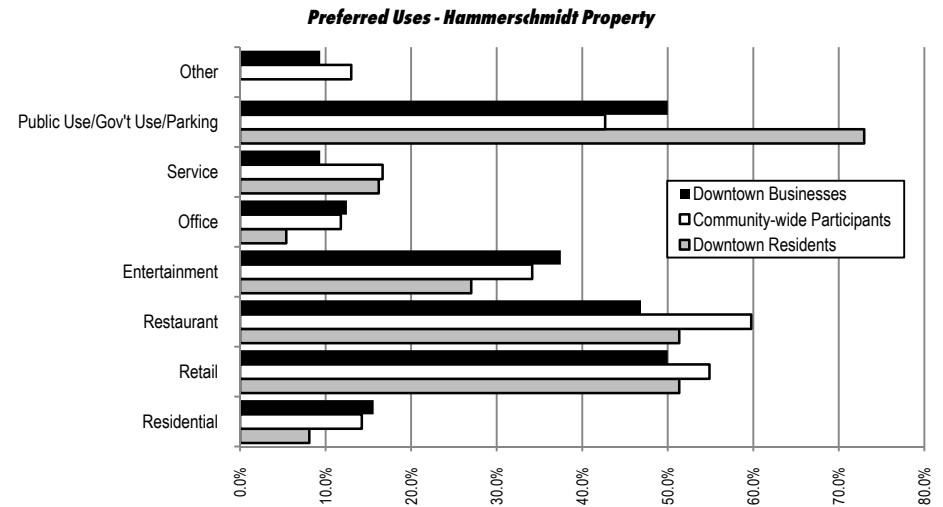
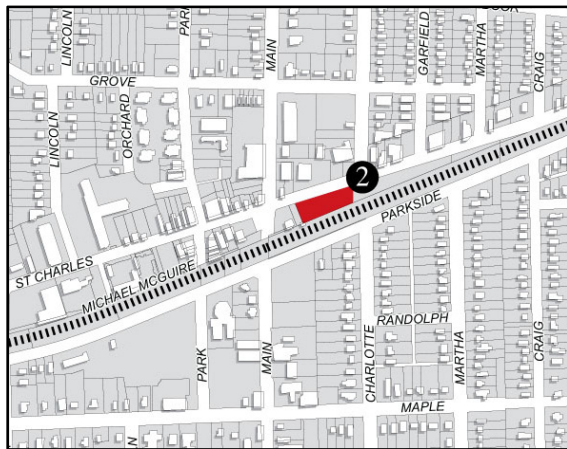
**Preferred Height - Former DuPage Theatre Site**



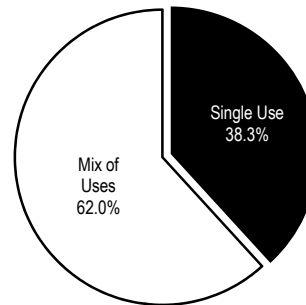
### Hammerschmidt Property - 21 E St. Charles Road

For study purposes the Hammerschmidt property was identified as the vacant parcel situated west of the parking lot and east of the gas station. The entire site measures only approximately 0.83 acres, so development options would be much more limited than that of the former Du Page Theatre site.

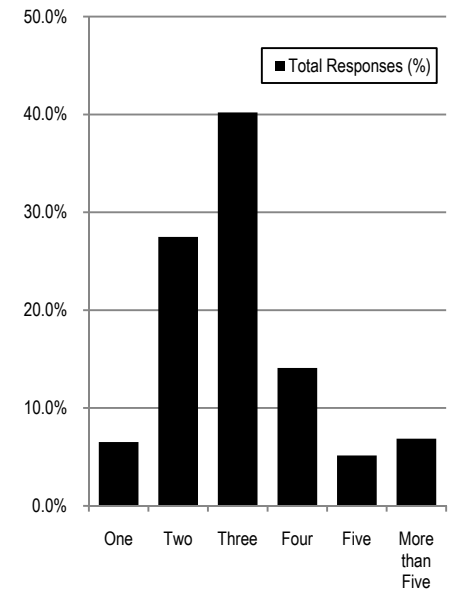
- Participants were split in stating a preference as to whether the site should be developed with a mix of uses or as a single use.
- Public use was generally the favored use for the site while residential and office uses were identified as being less appropriate.
- Parking was stated most often as a preferred use
- Generally a height preference for development on the Hammerschmidt Property was between two and three stories, though some indicated that, depending on the development, a height of five stories or more may be acceptable.



**Should the Hammerschmidt Property be developed as a Single Use or Mix of Uses?**



**Preferred Height - Hammerschmidt Property**



## Summary

The Community Vision Workshops and Questionnaires provided insight into the issues, both real and perceived, of a cross section of the community. Feedback on the process was overwhelmingly positive and residents and business owners expressed an appreciation for the Village's interest in soliciting their opinions. Public confidence, however, in potential outcomes would best be described as cautiously optimistic.

Overall, the use of keypad polling technology was supported by workshop participants. When asked to rate the use of the technology, over 70% of participants submitted a rating of 7 or higher.

It will be important for the Village to follow up with residents and business owners to assure them that their participation is important and to gain support for future initiatives. Some issues can be addressed without significant expenditures, particularly those that are more administrative. It will also be important that subsequent studies continue to include community outreach, particularly if a Downtown Plan is pursued. The goodwill achieved through the Visioning Sessions needs to be continued.

As stated in the Introduction section, this Downtown Visioning exercise is not a final analysis. The Visioning is the beginning of ongoing community wide input in crafting the future of Downtown Lombard.

### Quote from community member:

"Now is the time to create the infrastructure that will encourage the development of a pedestrian friendly 'town center' that will be the envy [of] suburban communities everywhere."



## Appendix

### Question Types

Workshop surveys and on-line questionnaires were primarily comprised of three types of questions. A brief review of these question types will aid in understanding the subsequent results summary and associated charts and tabular data.

**1 Choose 1:** Participants are asked to select one choice from a list of options. These questions typically include 'true/false' or 'yes/no' answers or a rating range. (E.g. give a rating of 1 through 9)

**3 Choose 3:** Participants are asked to select up to, but no more than, three statements with which they agree. These choices do not have to be done in order of preference and receive equal weight. As an example, residents were asked to select the three most significant issues facing Downtown Lombard.

**R Rank 3:** Rank questions are similar to *Choose 3* questions in that they allow for up to three selections to be made. The participants selections must be made in order of preference and receive a weight based on their order. The first choice is given a weight of three, the second a weight of two, and the third choice a weight of one. A point total is calculated for each choice of a given question using the cumulative sum of the number of times an option was chosen first, second, or third multiplied by the corresponding weighting factor. For example, if an option was selected twice as a top choice, once as a second choice and once as a third choice it would receive a point total of 9 (Top Choice:  $2 \times 3 = 6$ ; Second Choice:  $1 \times 2 = 2$ ; Third Choice:  $1 \times 1 = 1$ ; Total:  $6 + 2 + 1 = 9$ ). Ranking results can be displayed to indicate a given choice's point total, the number of times it was selected, and the number of times it was selected as a top choice. An example of a *Rank 3* question asked participants to rank their top three dining destinations.

### On-Line Questionnaires

Two questionnaires were utilized in the Downtown Visioning effort and were intended to allow anyone in the Village to participate in the process, even if they were unable to attend a meeting or workshop. One questionnaire was targeted at Village residents while the other was intended for businesses in Downtown Lombard. These on-line questionnaires were intended to mirror the format and content of questions asked during community workshops. They included both multiple choice and open ended questions and were designed to be completed within ten to fifteen minutes. Hard copies of the on-line questionnaires were also made available at the Village Hall.

An **On-Line Resident Questionnaire**, which consisted of 61 questions, was posted on the project website from January 22 to March 2, 2009. The questionnaire was accessed by 253 residents and was fully completed by 211 (83.4%) residents.

An **On-Line Business Questionnaire** for was posted on the project website from January 29 to March 2, 2009. Nine members of the Downtown Lombard business community accessed the business questionnaire, eight (88.9%) of which fully completed the questionnaire which consisted of 34 questions.



### Summary Documents

**Downtown Residents Workshop – January 22, 2009**

**Downtown Business Workshop – January 29, 2009**

**Community-Wide Workshops – February 2, 2009**

**Community-Wide Workshops – February 10, 2009**

**On-Line Resident Questionnaire – February - March, 2009**

**On-Line Business Questionnaire – February - March, 2009**

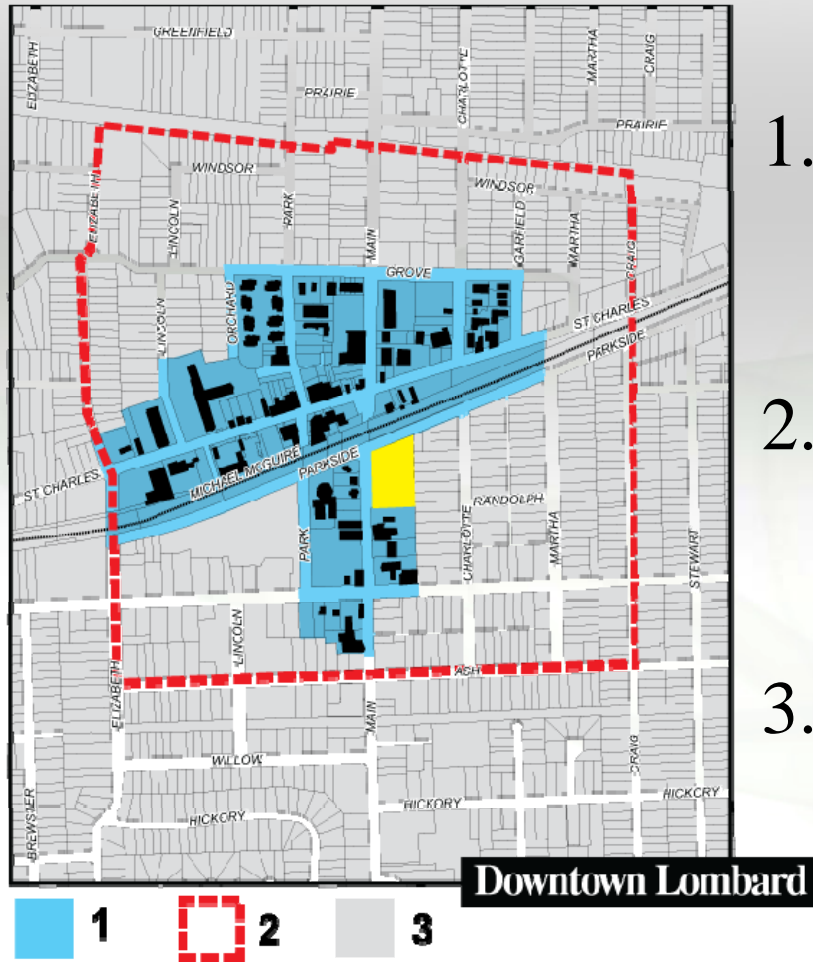
# Downtown Area Residents Workshop

January 22, 2009

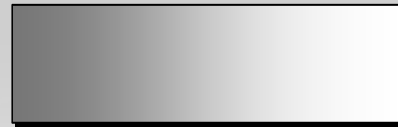
**Lombard Downtown Vision**

**HL**  
HOUSEAL  
LAVIGNE  
ASSOCIATES

# Q1 - Where do you live? (choose one)



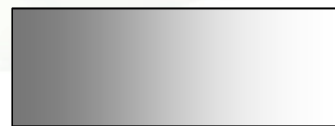
1. Downtown



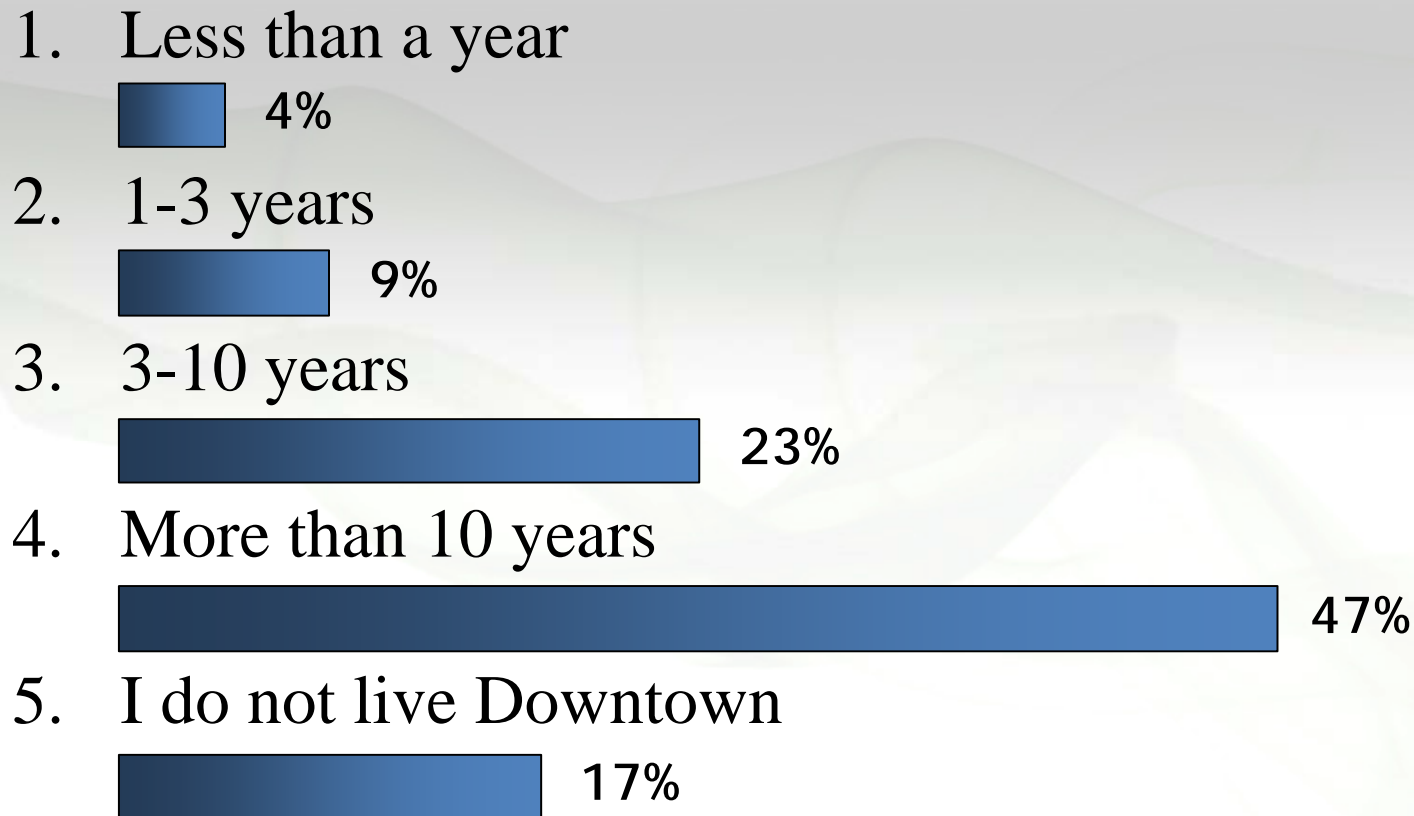
2. Near the Downtown



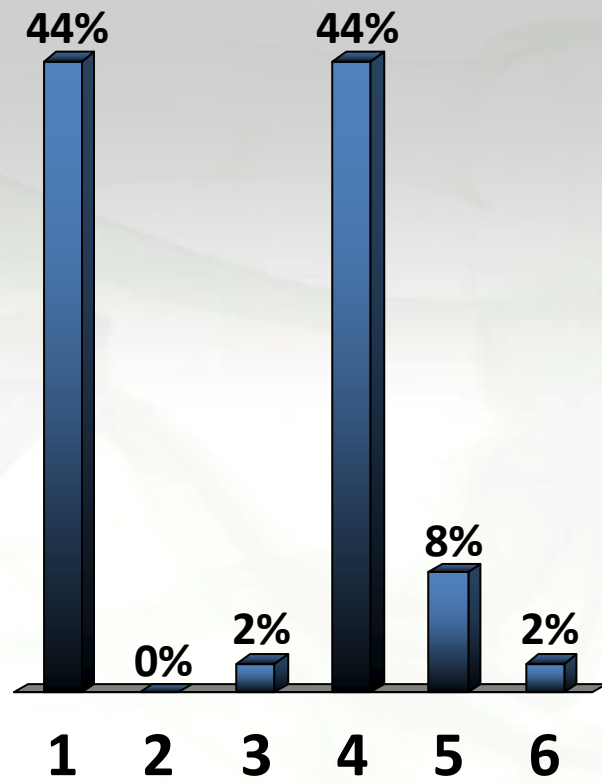
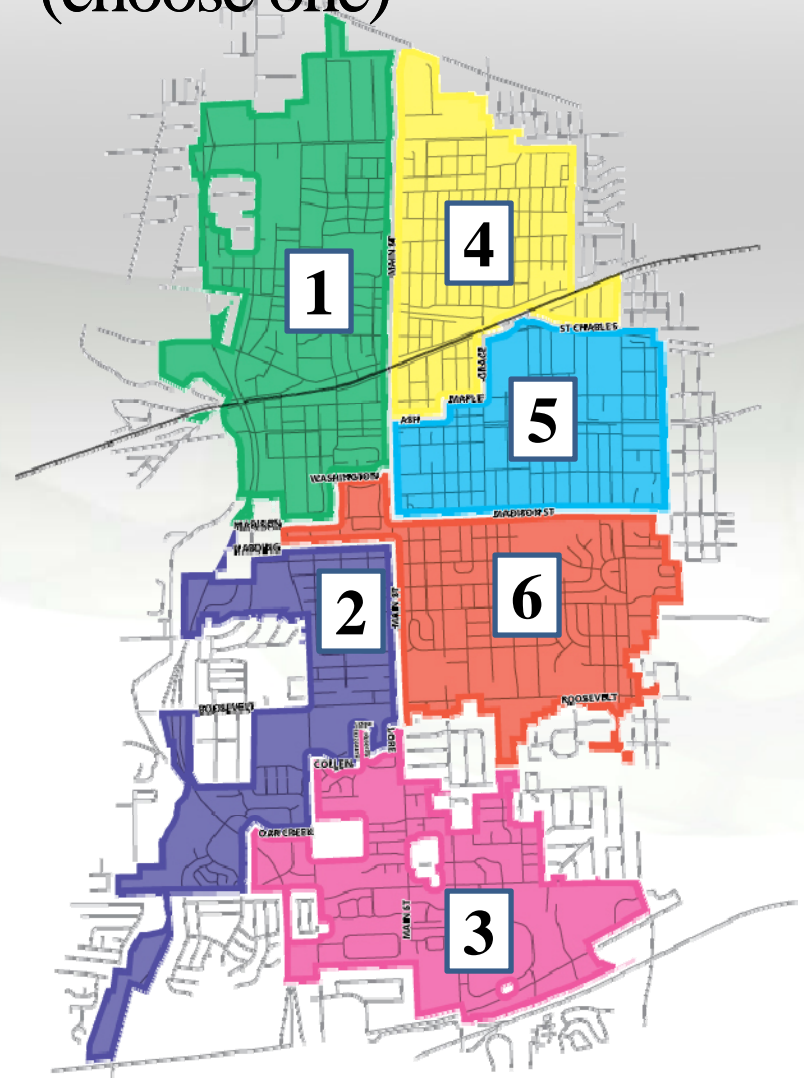
3. Outside of Downtown



## Q2 - How long have you lived in the Downtown Area? (choose one)

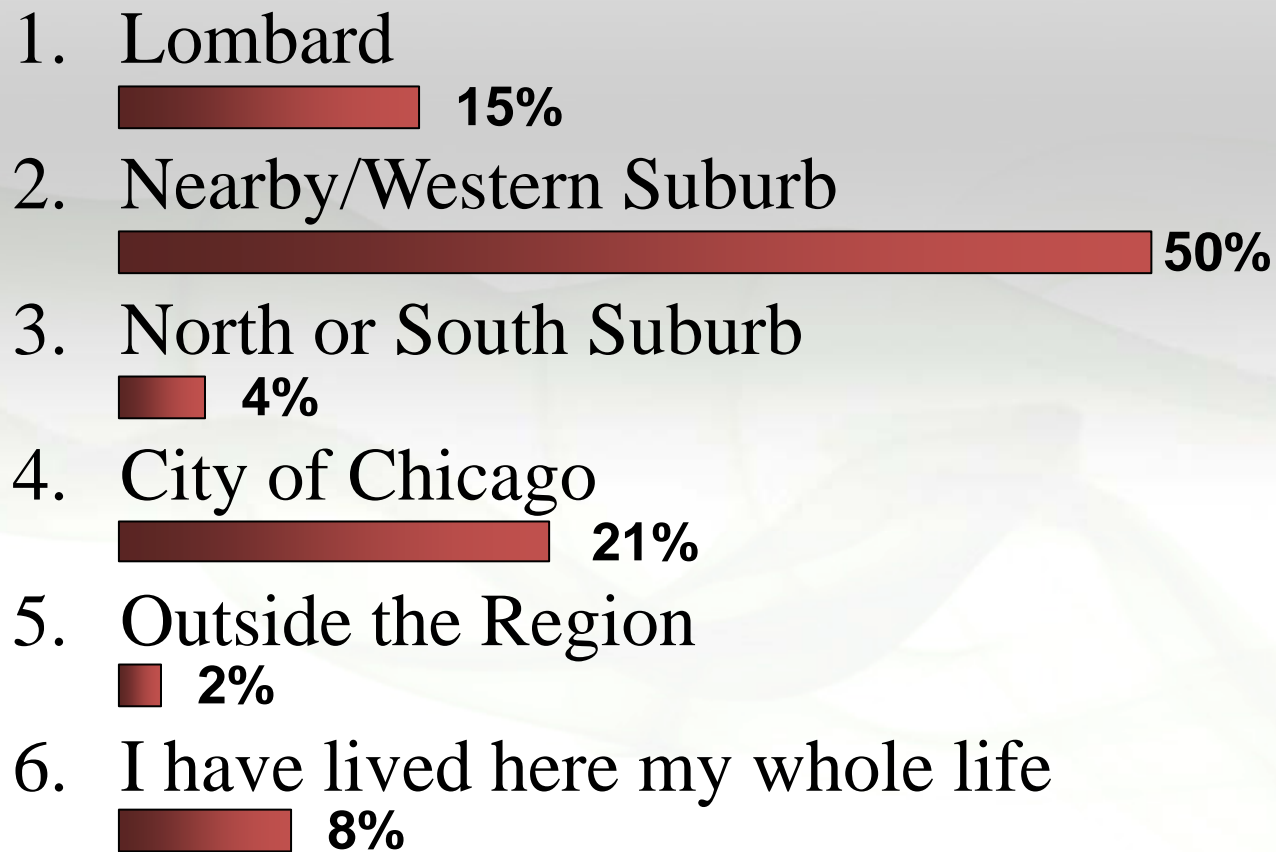


Q3 - In which area of the community do you live?  
(choose one)



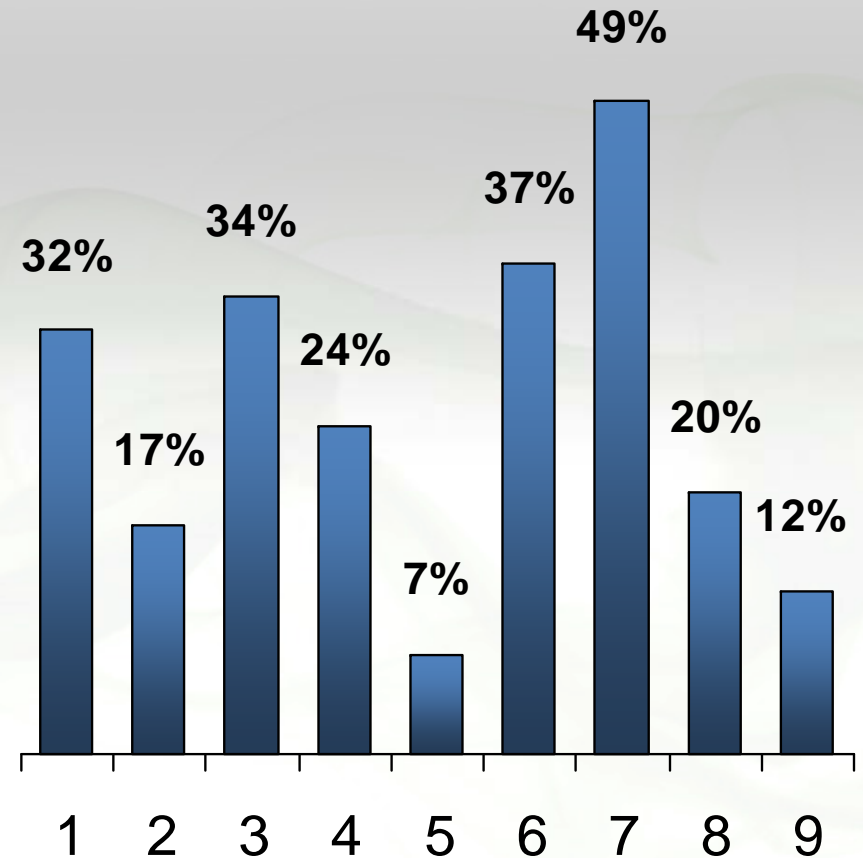
# Lombard Downtown Vision

## Q4 - Where did you move from? (choose one)



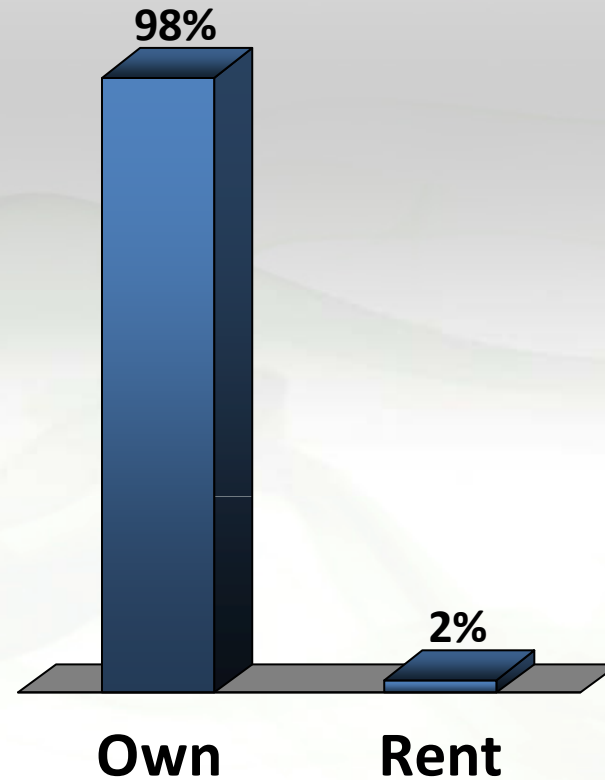
# Q5 - Why did you move to Downtown Lombard ? (choose 3)

1. Family
2. Work
3. Metra
4. Regional Location
5. Downsizing
6. Overall Downtown Character  
(i.e. mix of uses, walkability)
7. Affordability
8. Other
9. I do not live Downtown

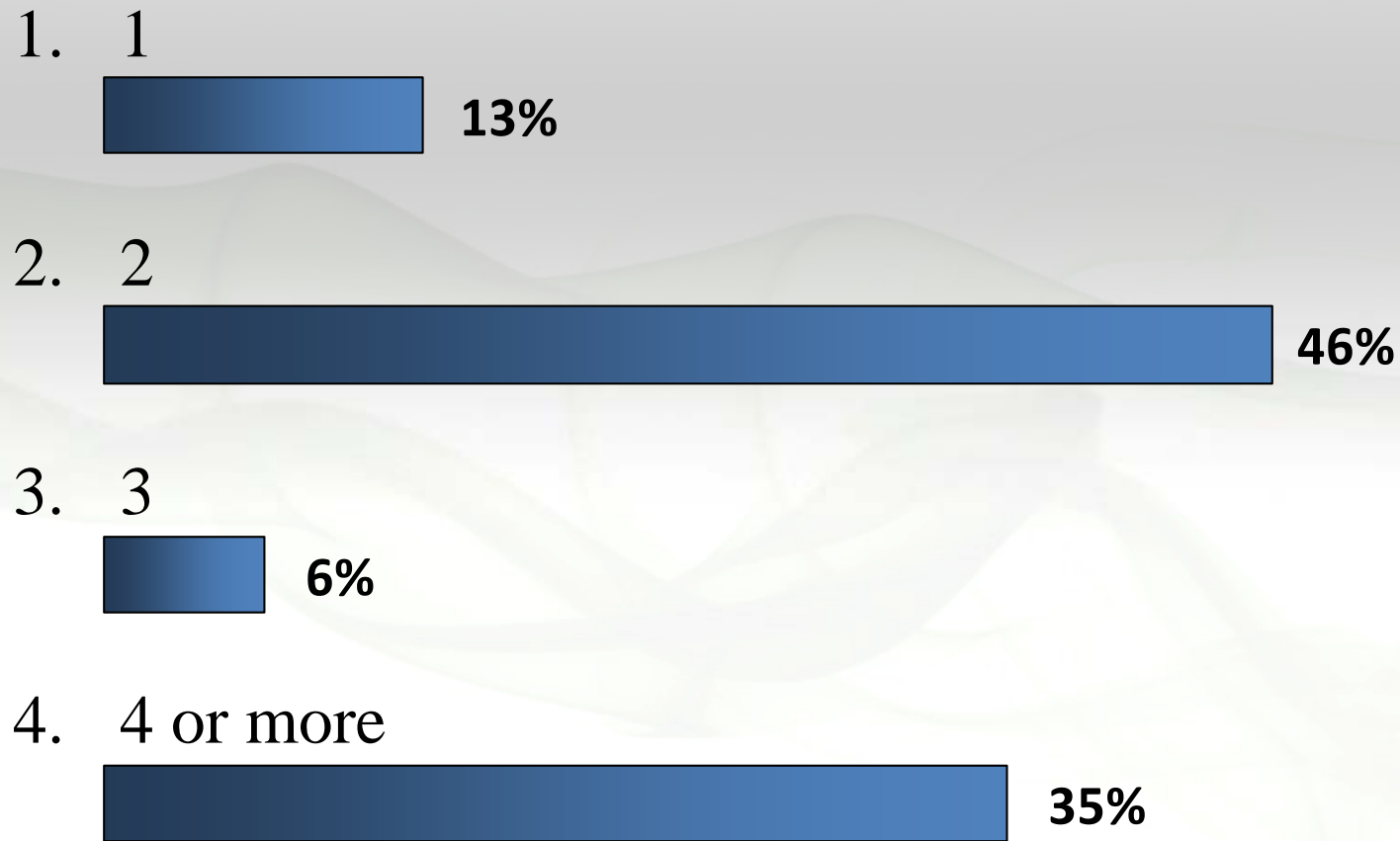


# Q6 - Do rent or own your home (choose one)

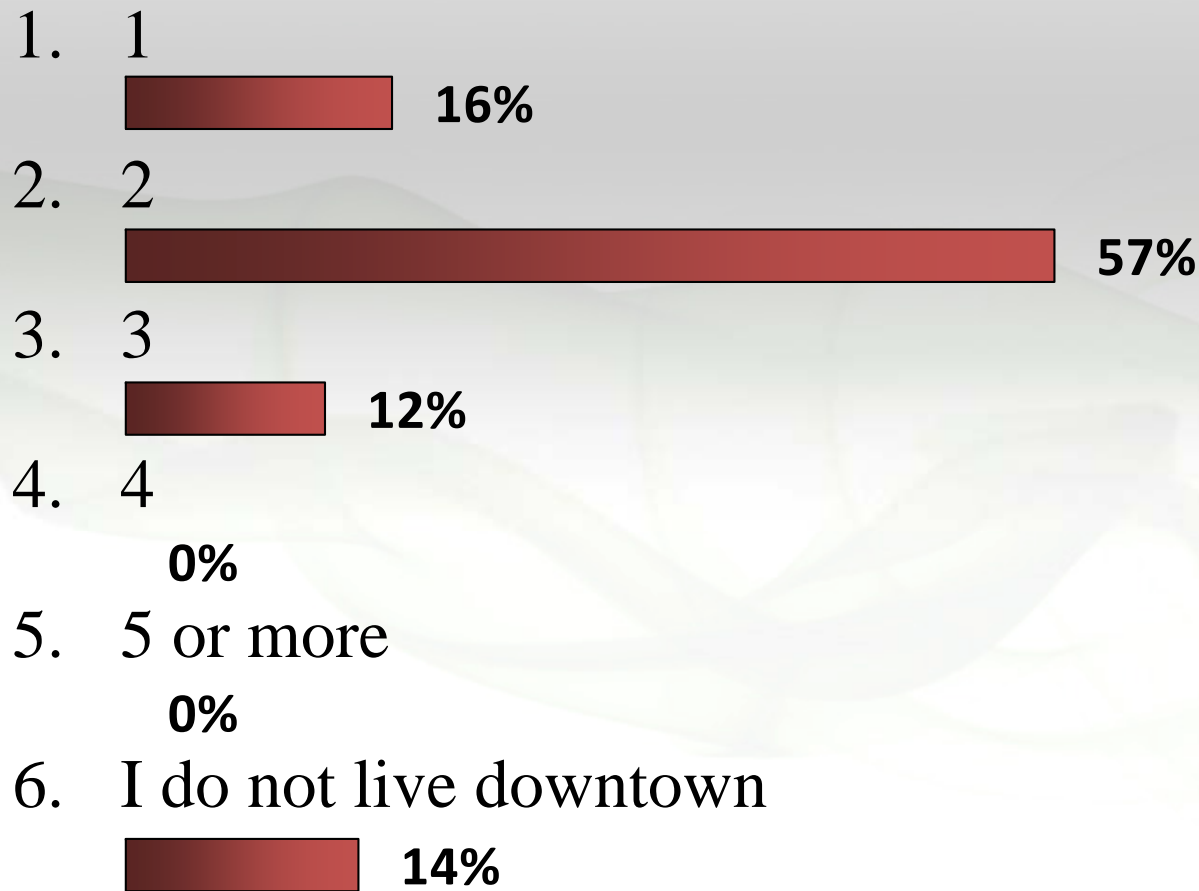
- 1. Own
- 2. Rent



## Q7 - What is the size of your household?

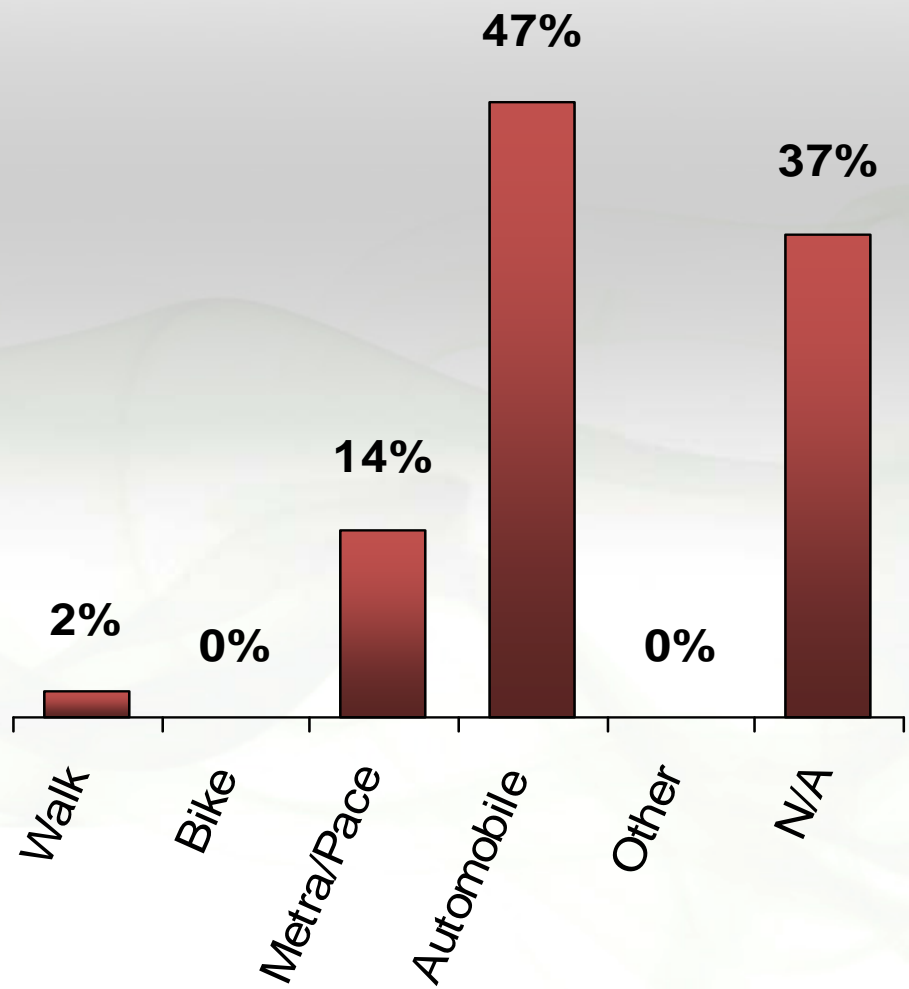


Q8 – If you live downtown, how many vehicles in your household?



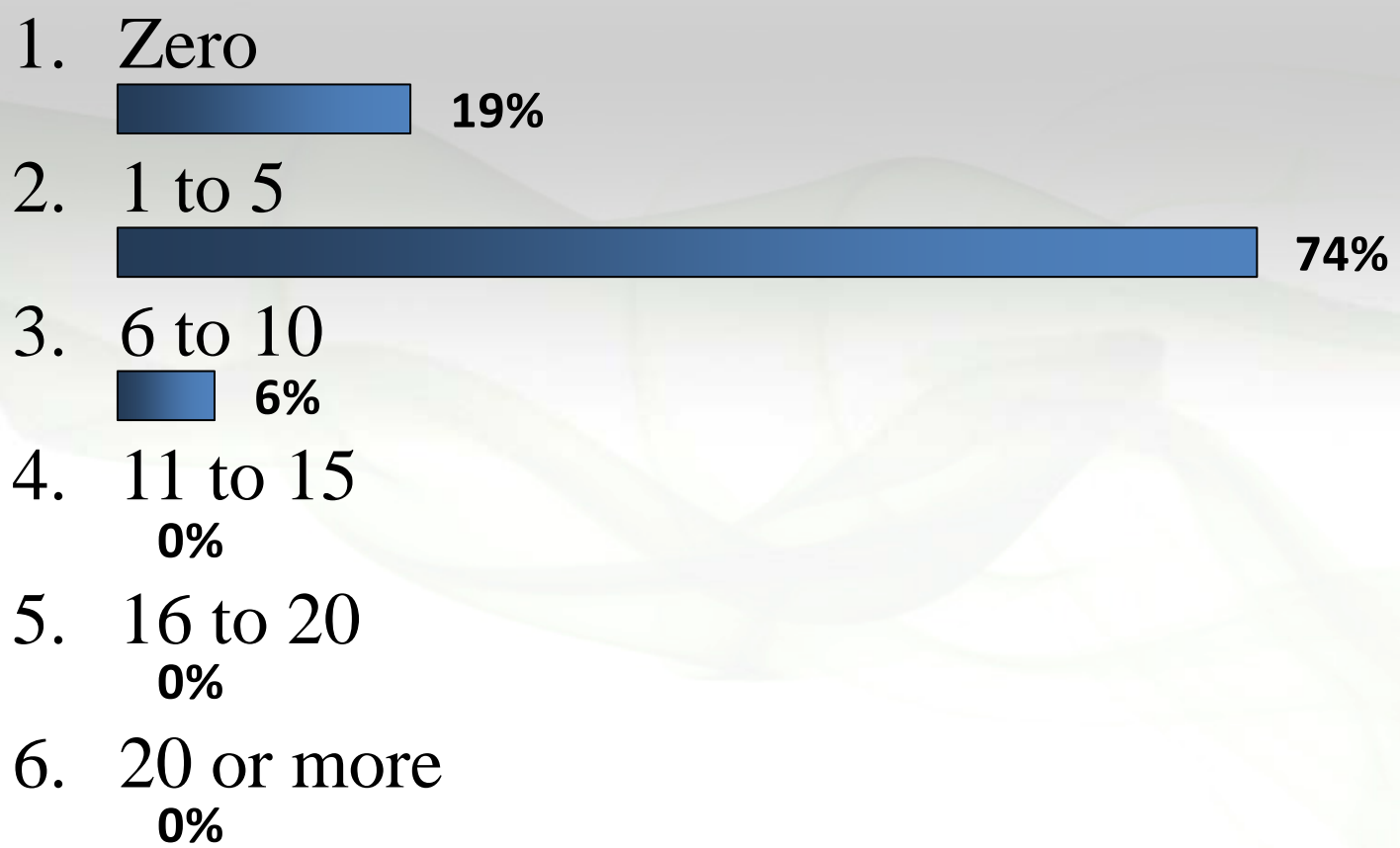
Q9 - What is your primary mode of transportation for getting to work? (choose one)

- 1. Walk
- 2. Bike
- 3. Metra / Pace
- 4. Automobile
- 5. Other
- 6. N/A - Don't work outside the home/retired



# Dining & Shopping Trends & Habits

Q10 - In a typical month, how often do you dine in Downtown Lombard? (choose one)





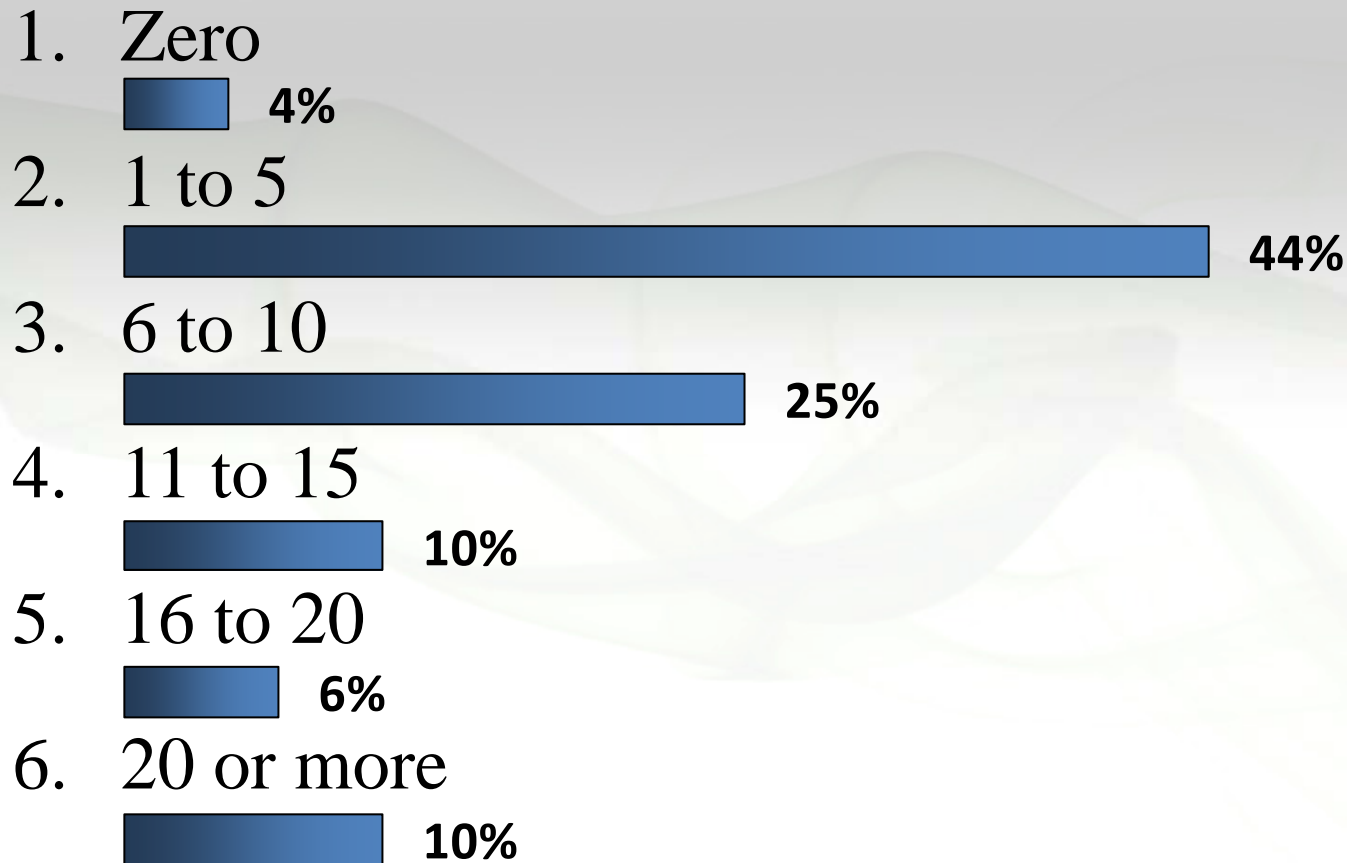
Q11 - In order of frequency , what are your top 3 dining locations? (rank three)

1. Downtown Lombard
2. Roosevelt Road Corridor
3. Butterfield Road Corridor
4. Oakbrook Center/Oak Brook
5. Yorktown Mall
6. Other Suburban Downtowns
7. Chicago
8. Other

## Q11 - Dining Location Ranking Results

Points	Item
47	3. Butterfield Road Corridor
42	6. Other Suburban Downtowns
41	2. Roosevelt Road Corridor
36	1. Downtown Lombard
32	5. Yorktown Mall
19	8. Other
11	7. Chicago
10	4. Oakbrook Center/Oak Brook

Q12 - In a typical month, how often do you purchase goods or services in Downtown Lombard? (choose one)





Q13 - In order of frequency , what are your top 3 shopping locations for goods and services? (rank three)

1. Downtown Lombard
2. Roosevelt Road Corridor
3. Butterfield Road Corridor
4. Oakbrook Center/Oak Brook
5. Yorktown Mall
6. Other Suburban Downtowns
7. Chicago
8. Other

## Q13 - Shopping Destination Ranking Results

Times Sel.	Item
29	2. Roosevelt Road Corridor
29	5. Yorktown Mall
26	3. Butterfield Road Corridor
17	1. Downtown Lombard
15	6. Other Suburban Downtowns
8	4. Oakbrook Center/Oak Brook
8	8. Other
3	7. Chicago

# Downtown Issues

**Lombard Downtown Vision**



Q14 - What are the biggest issues and challenges facing Downtown Lombard? (rank three)

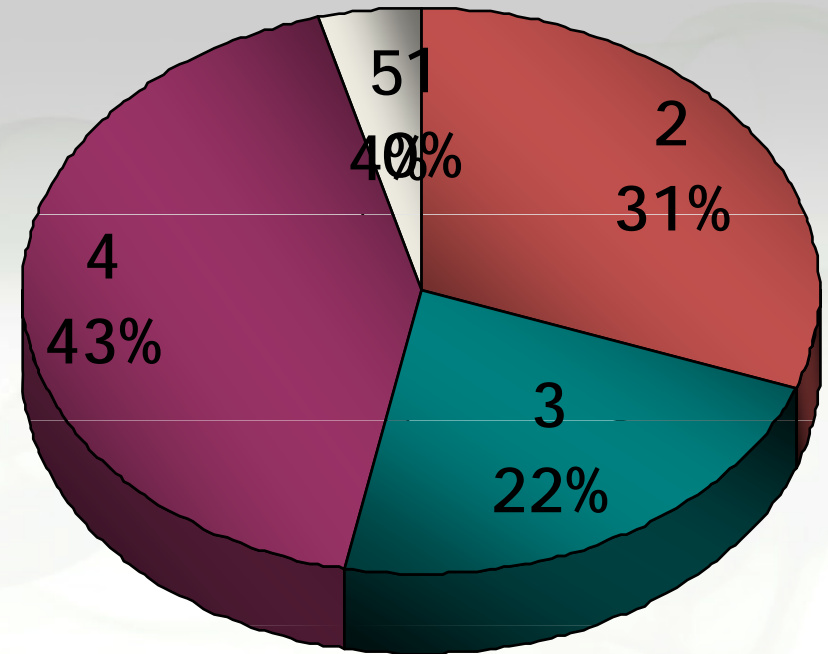
1. Parking
2. Circulation and Access
3. Commuter/Transit
4. Retail and Dining
5. Residential
6. Image and appearance
7. New Development
8. Vacant/Underutilized Sites
9. Other

## Q14 – Downtown Issues Ranking Results

Times Sel.	Item
34	4. Retail and Dining
33	8. Vacant/Underutilized Sites
25	6. Image and appearance
16	1. Parking
12	7. New Development
4	2. Circulation and Access
4	3. Commuter/Transit
1	9. Other
0	5. Residential

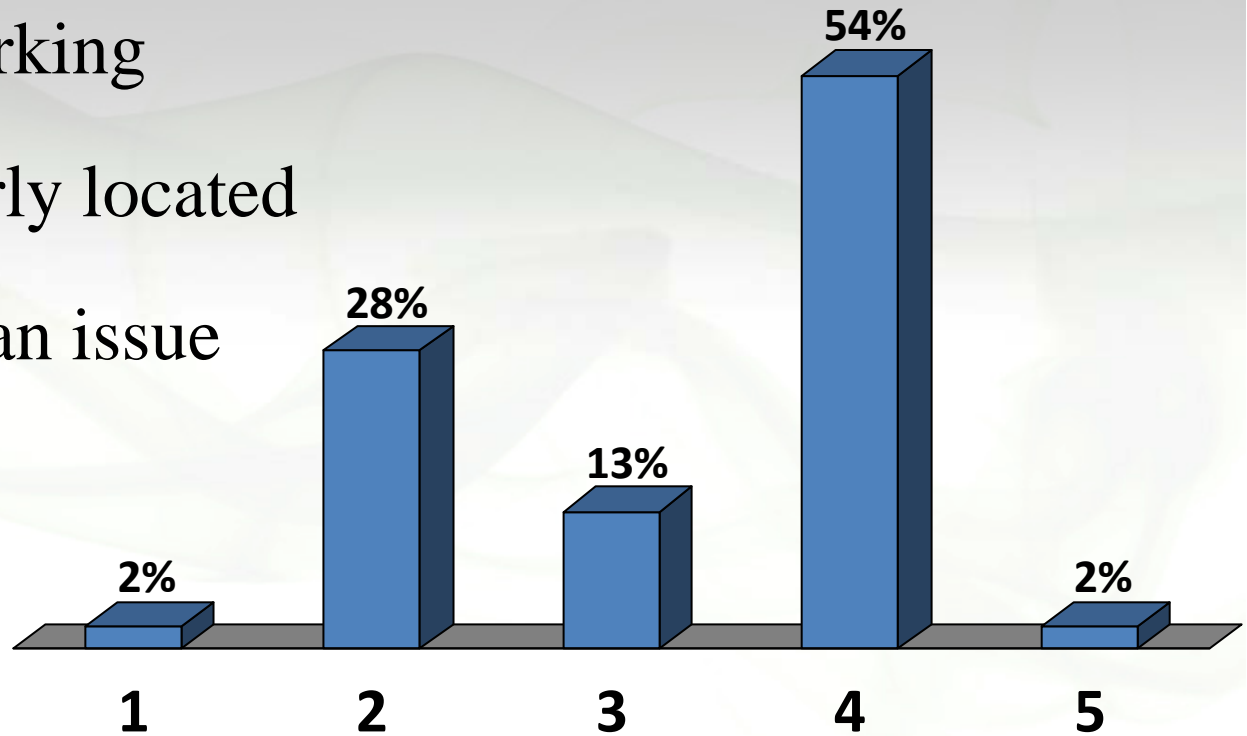
Q15 - I think parking is an issue in  
Downtown because . . . (choose one)

- 1. Too much parking
- 2. Not enough parking
- 3. Parking is poorly located
- 4. Parking is not an issue
- 5. Other



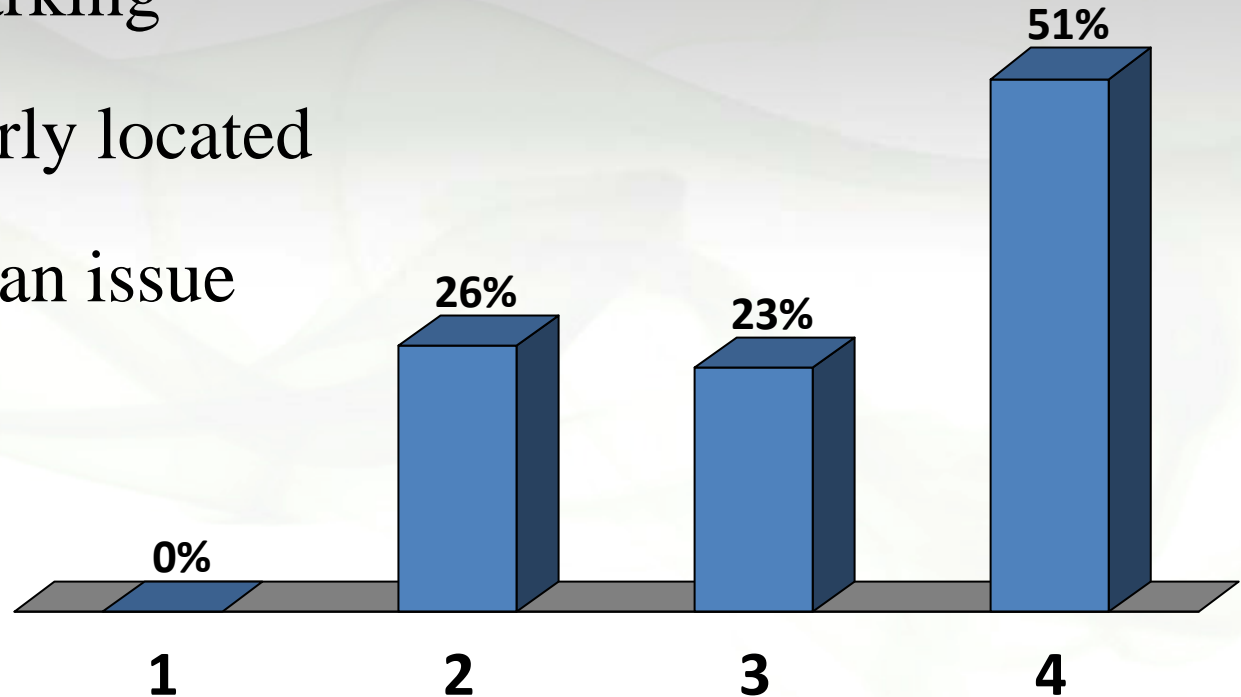
Q15A – I think commuter parking is an issue in Downtown because . . . (choose one)

- 1. Too much parking
- 2. Not enough parking
- 3. Parking is poorly located
- 4. Parking is not an issue
- 5. Other



Q15A – I think commuter parking is an issue in Downtown because . . . (choose one)

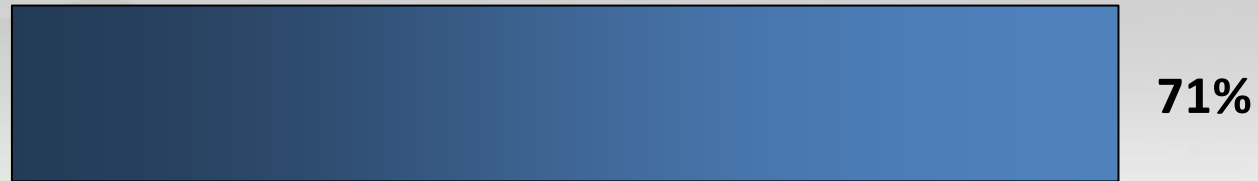
- 1. Too much parking
- 2. Not enough parking
- 3. Parking is poorly located
- 4. Parking is not an issue
- 5. Other



Q16 - Is overall circulation and access a problem in Downtown  
(choose one)



1. Yes

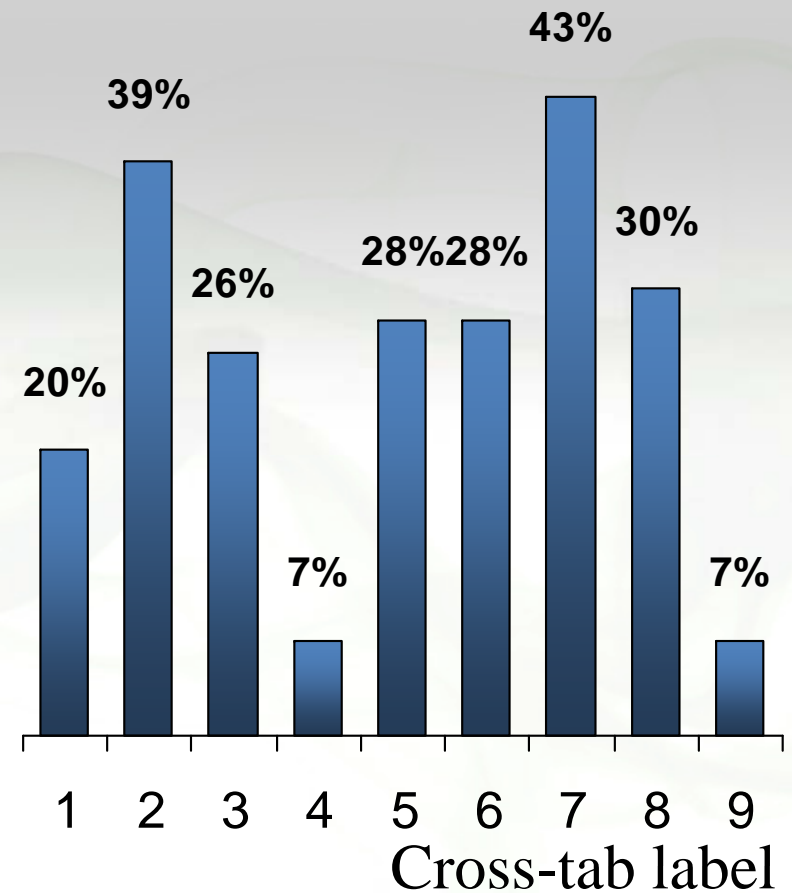


2. No



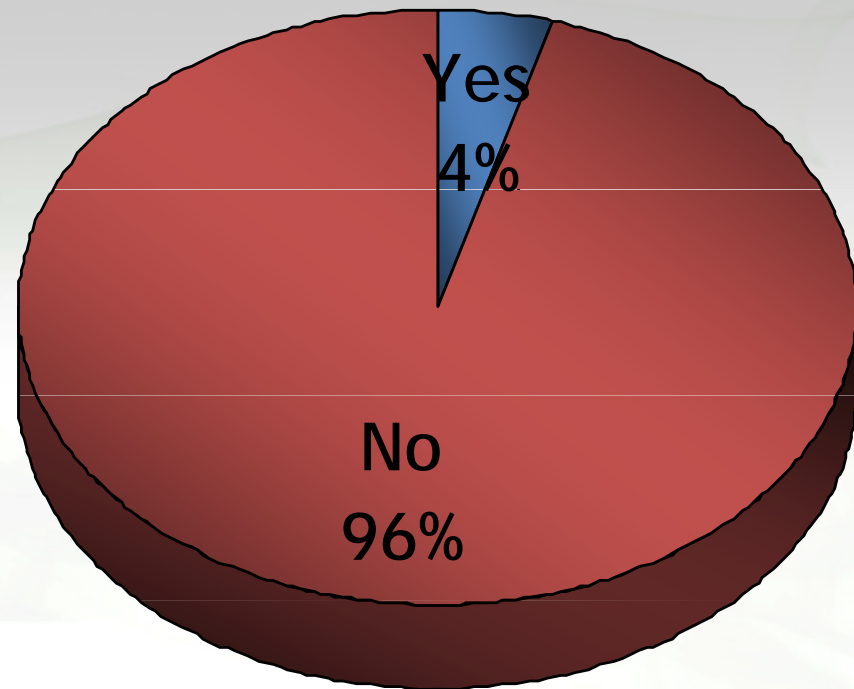
## Q17 - I think commuter/transit is an issue in Downtown because . . . (choose three)

1. Creates traffic in Downtown
2. Commuters do not patronize businesses
3. Not enough commuter parking
4. Schedule/service times
5. Pick up and drop off
6. Condition of facilities
7. The station is an underutilized asset
8. Commuter/transit is not an issue
9. Other



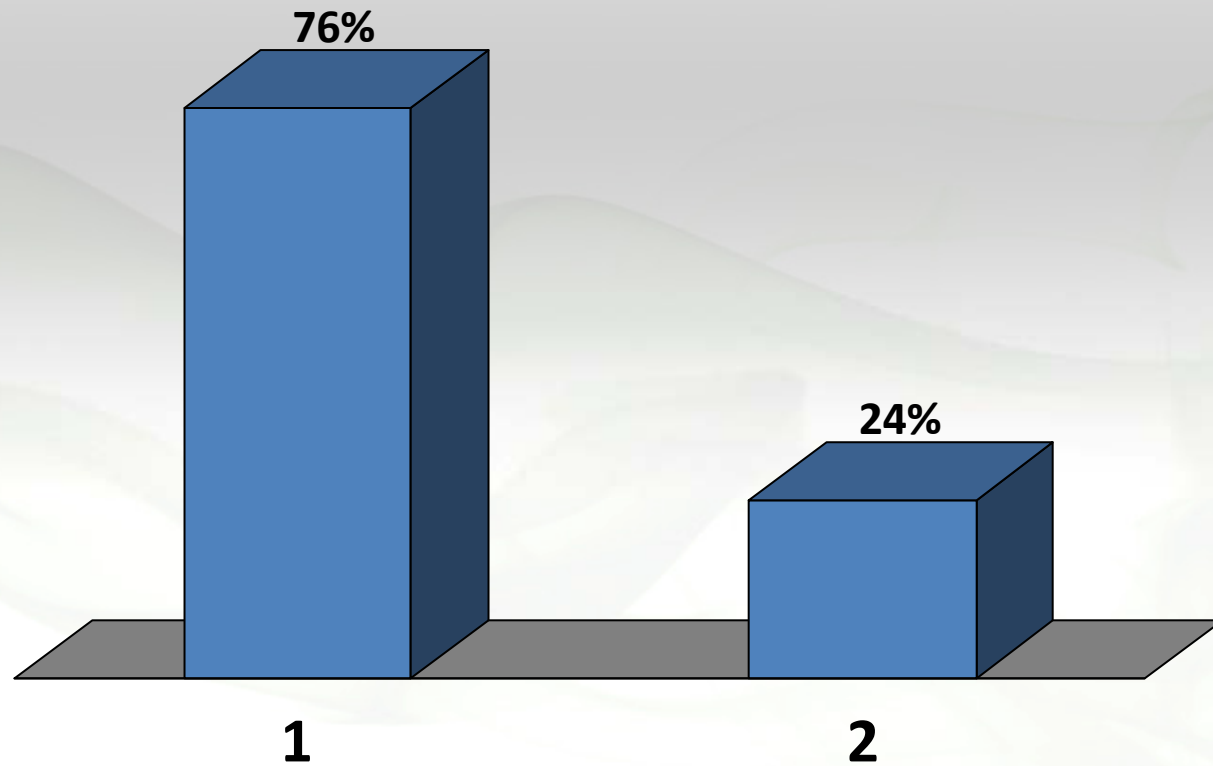
Q18 - The current mix of uses in Downtown is appropriate?

- 1. Yes
- 2. No



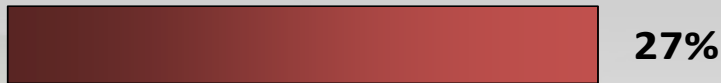
# Q18 Should the Village Hall be located Downtown?

- 1. Yes
- 2. No



Q19 - What are your feelings about the amount of office and service uses in Downtown? (choose one)

1. Not enough office/service uses



2. Appropriate amount of office/service uses



3. Too many office/service uses



Q20 - Regarding office uses, choose up to 3 statements that you agree with in order of importance.  
(rank three)



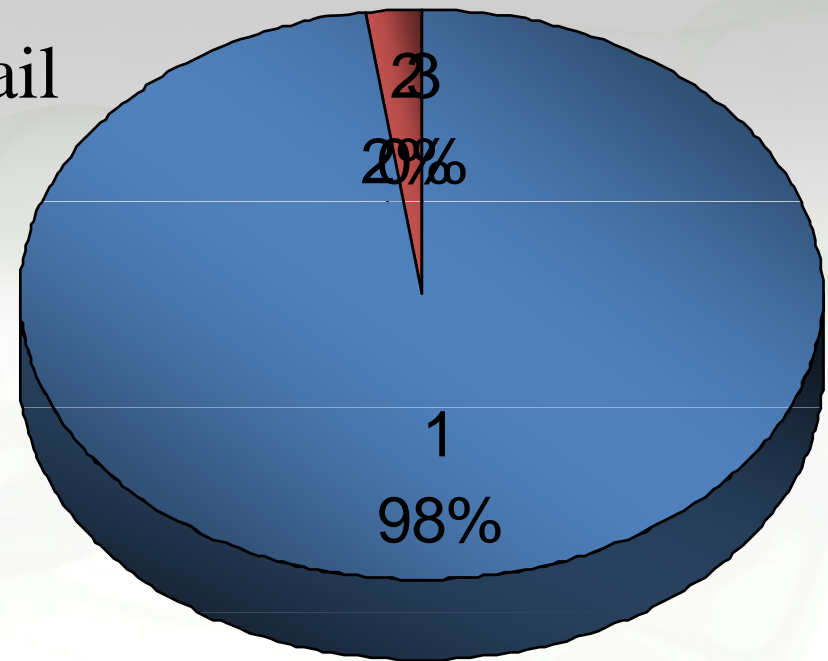
1. No issues for office and services
2. Not enough variety
3. Services/offices close too early
4. Need for higher quality
5. Inadequate parking for office and service
6. Office and service are poorly located
7. Office should not be located on the ground floor
8. Other

## Q20 - Office/Services Ranking Results

Points	Item
24	2. Not enough variety
17	4. Need for higher quality
15	6. Office and service are poorly located
15	7. Office should not be located on the ground floor
10	1. No issues for office and services
8	3. Services/offices close too early
8	5. Inadequate parking for office and service
2	8. Other

Q21 - What are your feelings about the amount of retail uses in Downtown? (choose one)

- 1. Not enough retail uses
- 2. Appropriate amount of retail uses
- 3. Too many retail uses



Q22- Regarding retail uses, choose up to 3 statements that you agree with in order of importance.  
(rank three)



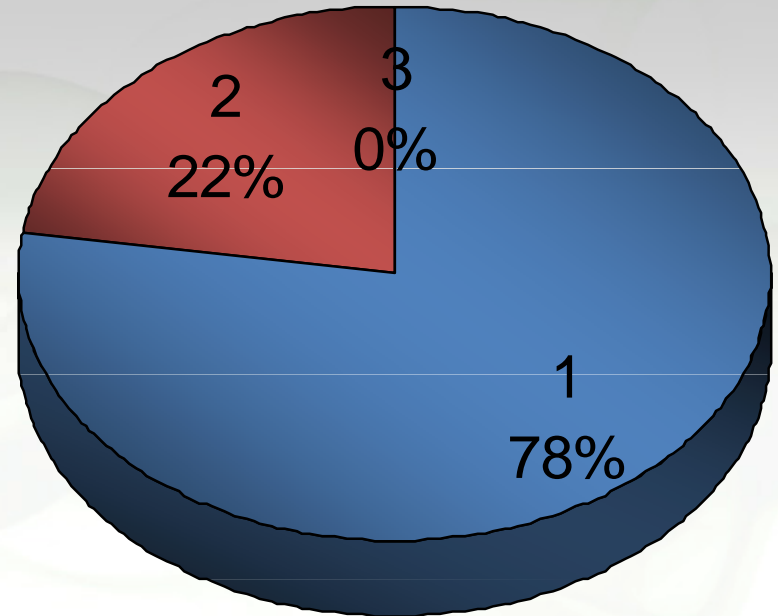
1. No issues for retail
2. Not enough variety
3. Stores close too early
4. Need for higher quality
5. Inadequate parking for retail
6. Retail is poorly located
7. Other

## Q22 – Retail Ranking Results

Times Sel.	Item
39	2. Not enough variety
35	4. Need for higher quality
14	5. Inadequate parking for retail
14	6. Retail is poorly located
12	3. Stores close too early
4	7. Other
0	1. No issues for retail

Q23 - What are your feelings about the amount of restaurants in Downtown? (choose one)

- 1. Not enough restaurants
- 2. Appropriate amount of restaurants
- 3. Too many restaurants





Q24 - Regarding restaurants, choose up to 3 statements that you agree with in order of importance. (rank three)

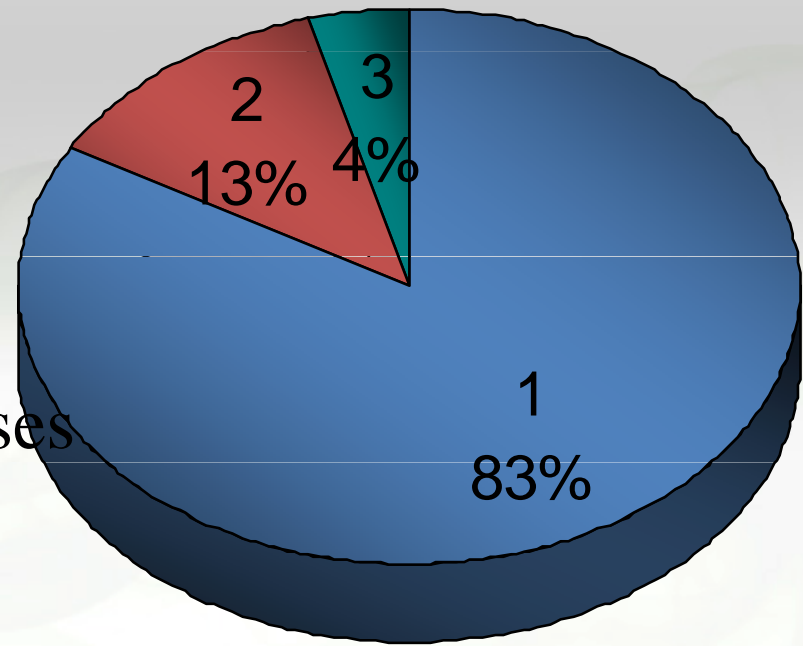
1. No issues for restaurants
2. Not enough variety
3. Restaurants close too early
4. Need for higher quality
5. Inadequate parking for restaurants
6. Restaurants are poorly located
7. Other

## Q24 - Restaurants Ranking Results

Times Sel.	Item
39	2. Not enough variety
30	4. Need for higher quality
17	5. Inadequate parking for restaurants
10	6. Restaurants are poorly located
7	3. Restaurants close too early
3	7. Other
2	1. No issues for restaurants

Q25 - What are your feelings about the amount of entertainment uses in Downtown? (choose one)

- 1. Not enough entertainment uses
- 2. Appropriate amount of entertainment uses
- 3. Too many entertainment uses





Q26 – Regarding entertainment uses , choose up to 3 statements that you agree with in order of importance. (rank three)

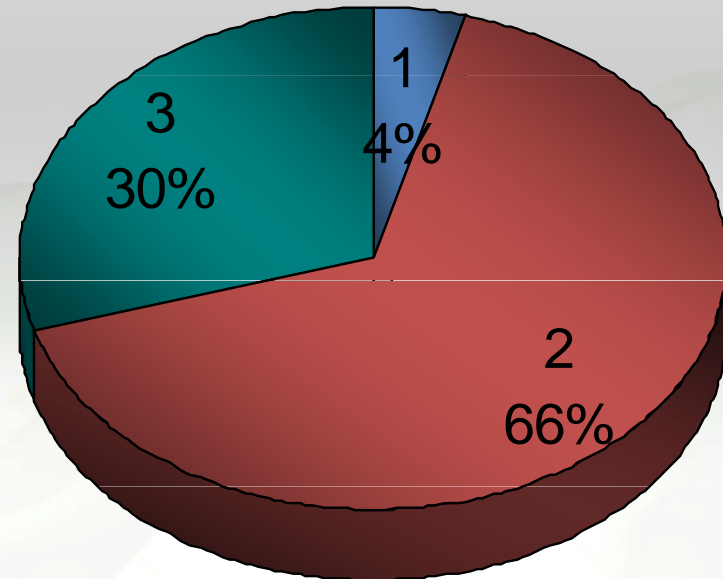
1. No issues for entertainment uses
2. Not enough variety
3. Entertainment uses/venues close too early
4. Need for higher quality
5. Inadequate parking for entertainment uses
6. Entertainment uses are poorly located
7. Other

## Q26 - Entertainment Ranking Results

Points	Item
36	2. Not enough variety
32	4. Need for higher quality
17	5. Inadequate parking for entertainment uses
9	6. Entertainment uses are poorly located
8	3. Entertainment uses/venues close too early
5	7. Other
4	1. No issues for entertainment uses

## Q27 - What are your feelings about the residential uses in in Downtown?

1. Not enough residential
2. Appropriate amount of residential
3. Too much residential





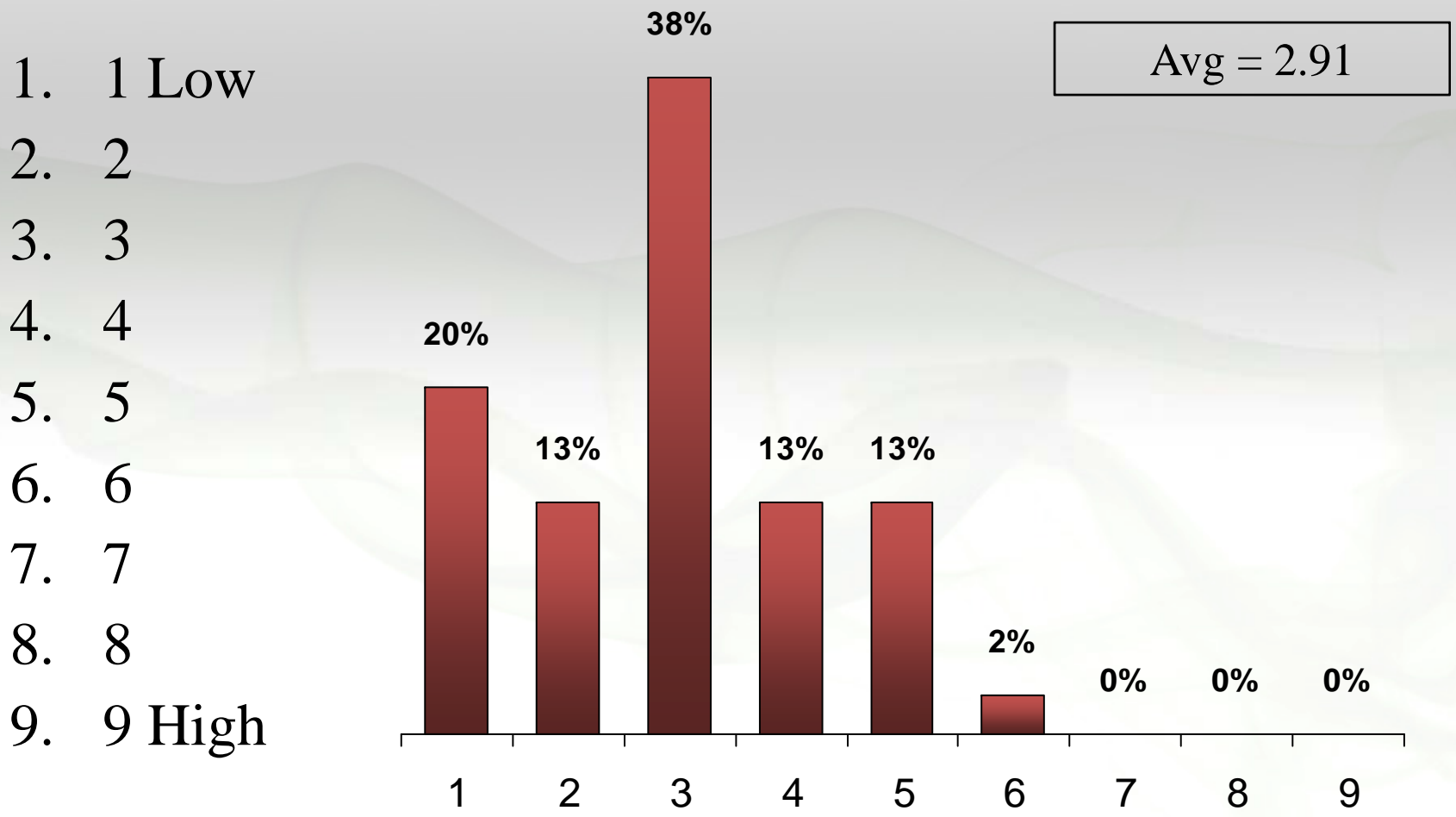
Q28 - Regarding residential uses, choose up to 3 statements that you agree with in order of importance. (rank three)

1. No issues for residential
2. Not enough housing types
3. Need for higher quality
4. Need for senior housing
5. Need for affordable housing
6. Inadequate parking for residential
7. Residential is poorly located
8. Other

## Q28 – Residential Ranking Results

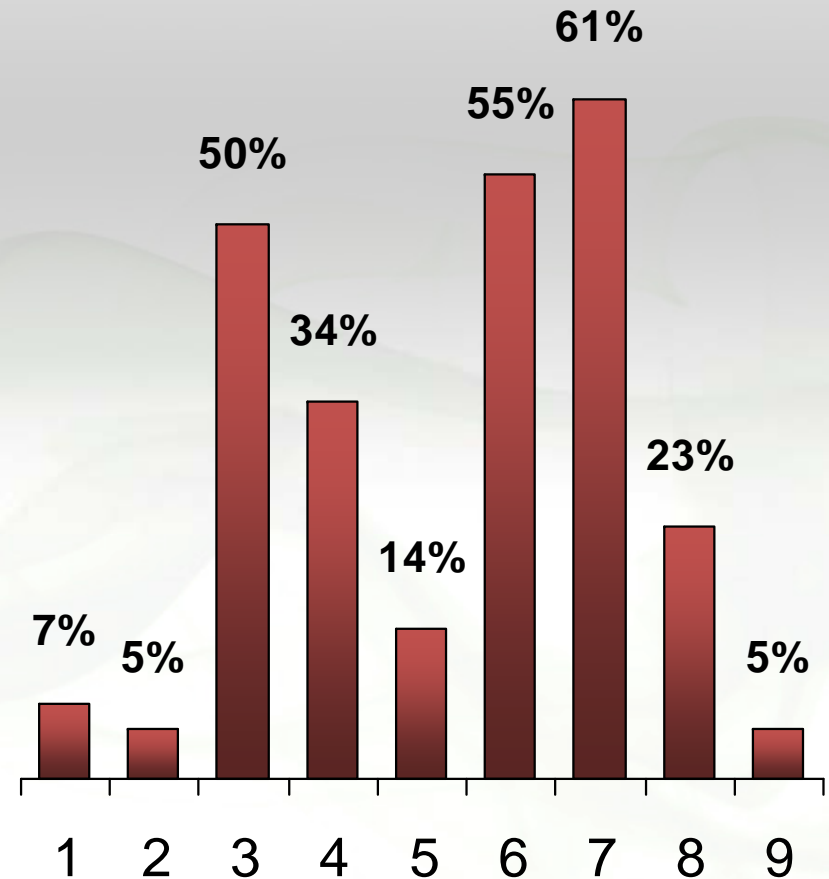
Points	Item
36	6. Inadequate parking for residential
35	4. Need for senior housing
31	1. No issues for residential
24	5. Need for affordable housing
22	3. Need for higher quality
17	7. Residential is poorly located
16	2. Not enough housing types
4	8. Other

# Q29 - How would you rate the overall appearance of Downtown Lombard (1 – Low, 9 – High)?



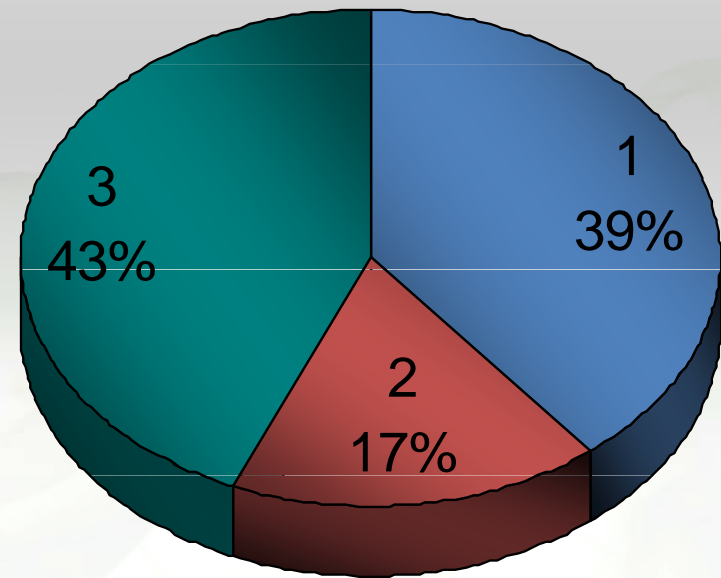
### Q30 - Improvements to the image and appearance of Downtown could best be achieved by the following: (choose 3)

1. Street trees and lighting (streetscape)
2. Signage
3. Facades
4. Landscaping
5. Parking Lot Improvements
6. New Development
7. Rehab/Reuse of Existing Buildings
8. Infrastructure repair (sidewalks, streets, alleys)
9. Other



Q31 - Downtown Lombard is ... (choose one)

1. Staying the same
2. Changing for the better
3. Changing for the worse



Q32 - New development in Downtown has... (choose one)

1. Made it better



2. Made it worse



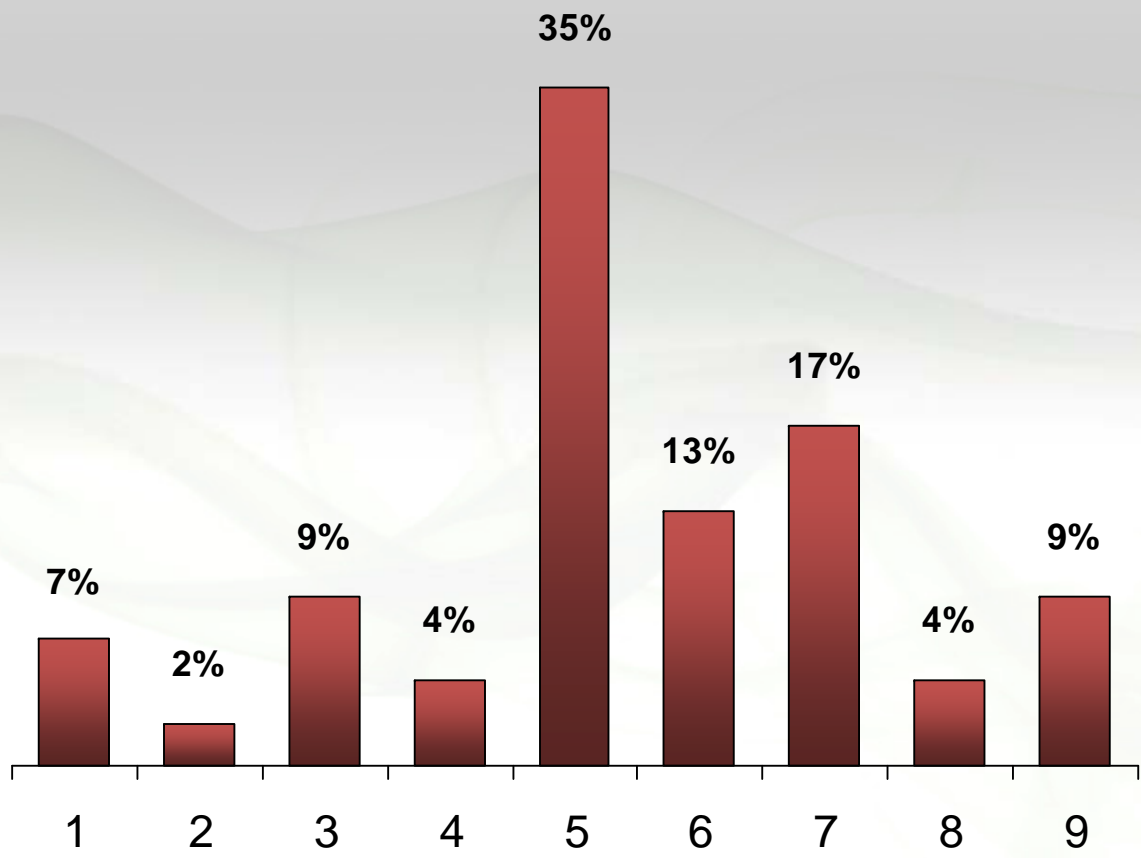
3. Had no impact



# Q33 - How would you rate the overall quality/character of new development (1 – Low, 9 – High)

Avg = 5.41

- 1. 1 Low
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9 High





Q34 - In order of preference, select your three favorite downtowns  
(rank three)

1. Villa Park
2. Downers Grove
3. Naperville
4. Elmhurst
5. Hinsdale
6. Glen Ellyn
7. Wheaton
8. Geneva
9. Other

## Q34 - Downtown Ranking Results

Points	Item
63	6. Glen Ellyn
51	4. Elmhurst
42	3. Naperville
38	7. Wheaton
21	2. Downers Grove
18	8. Geneva
6	5. Hinsdale
1	1. Villa Park
0	9. Other



Q35 - What attributes make these downtowns your favorites?  
(rank three)

1. Shopping
2. Dining
3. Pedestrian Atmosphere
4. Streetscape
5. Parks/Open Space
6. Parking
7. Access
8. Residential Uses
9. Special Events/Festivals

## Q35 – Downtown Attribute Ranking Results

Times Sel.	Item
32	3. Pedestrian Atmosphere
31	2. Dining
30	1. Shopping
16	4. Streetscape
5	5. Parks/Open Space
4	6. Parking
4	9. Special Events/Festivals
1	7. Access
1	8. Residential Uses



Q36 - What attributes of a downtown are absent or need to be improved in Downtown Lombard?  
(rank three)

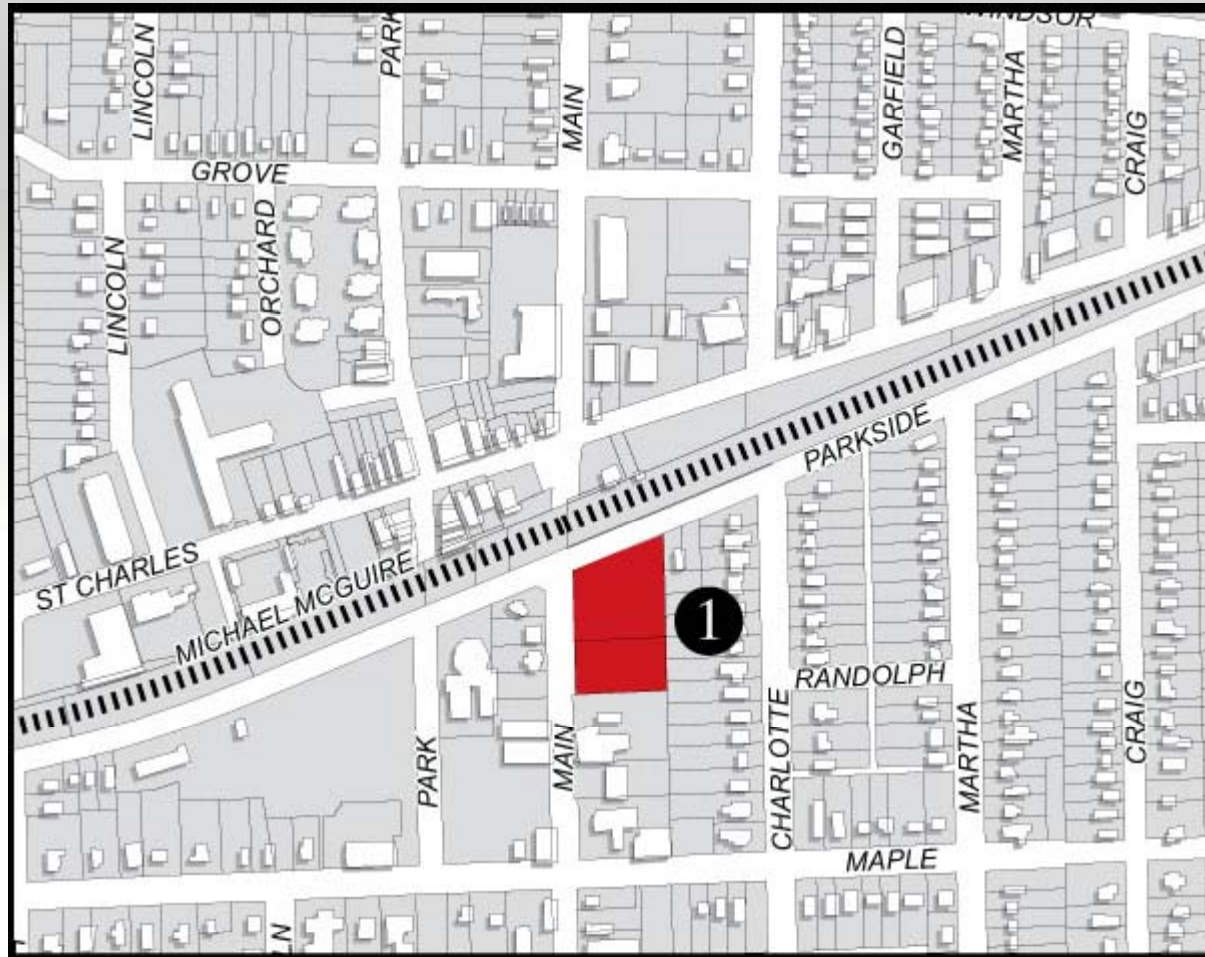
1. Shopping
2. Dining
3. Pedestrian Atmosphere
4. Streetscape
5. Parks/Open Space
6. Parking
7. Access
8. Residential Uses
9. Special Events/Festivals

## Q36 – Downtown Lombard Ranking Results

Points	Item
81	1. Shopping
64	2. Dining
58	3. Pedestrian Atmosphere
21	4. Streetscape
12	5. Parks/Open Space
10	6. Parking
6	9. Special Events/Festivals
3	8. Residential Uses
0	7. Access

# Development of Municipal Owned Property

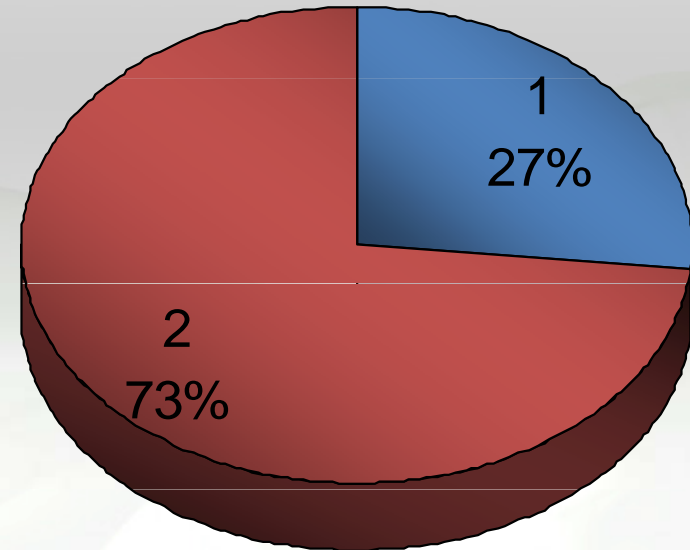
# SITE #1 – 101 S. Main Former DuPage Theatre Property



**Lombard Downtown Vision**

Q37 - Should the site develop as a single use or a mix of uses? (choose one)

- 1. Single Use
- 2. Mix of Uses





Q38 - What uses/development would you like to see on the property? (rank 3)

1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use
8. Other

## Q38 – Site 1 Preferred Uses Ranking Results

Times Sel.	Item
34	3. Restaurant
29	2. Retail
29	4. Entertainment
17	7. Public Use
1	5. Office
1	6. Service
0	1. Residential
0	8. Other



Q39 - If residential uses are developed on the site,  
rank in order of preference the types of units you would  
prefer. (rank three)

1. Apartments (rental)
2. Condominiums
3. Townhomes/Rowhomes
4. Senior Housing
5. Affordable Housing
6. Single-Family Detached
7. No Residential

## Q39 – Site 1 Housing Ranking Results

Top Choice	Item
28	7. No Residential
5	2. Condominiums
4	4. Senior Housing
2	3. Townhomes/Rowhomes
2	5. Affordable Housing
1	6. Single-Family Detached
0	1. Apartments (rental)



Q40 - If retail uses are developed on the site, rank in order of preference the types of retail you would prefer. (rank three)

1. Clothing/apparel
2. Hardware
3. Housewares
4. Convenience
5. Grocery
6. Gift/Boutique
7. Bookstore
8. Other

## Q40 – Site 1 Retail Ranking Results

Points	Item
68	7. Bookstore
42	1. Clothing/apparel
41	6. Gift/Boutique
33	2. Hardware
22	3. Housewares
16	5. Grocery
10	4. Convenience
4	8. Other



Q41 - If restaurant or entertainment uses are developed on the site, choose your top uses in order of preference? (rank three)

1. Theatre
2. Brewpub/tavern
3. Coffee Shop
4. Family/Casual Restaurant
5. Upscale Restaurant
6. Health club
7. Fast-Food/Carry-Out Restaurant
8. Boutique hotel
9. Other

## Q41 – Site 1 Restaurant/Entertainment Ranking Results

Times Sel.	Item
27	2. Brewpub/tavern
25	1. Theatre
24	4. Family/Casual Restaurant
21	5. Upscale Restaurant
11	3. Coffee Shop
7	6. Health club
3	7. Fast-Food/Carry-Out Restaurant
3	8. Boutique hotel
1	9. Other

Q42 - When considering retail and restaurant or entertainment uses, which of the following would you prefer? (choose one)

1. National/Regional Chains



2. Local/Independent

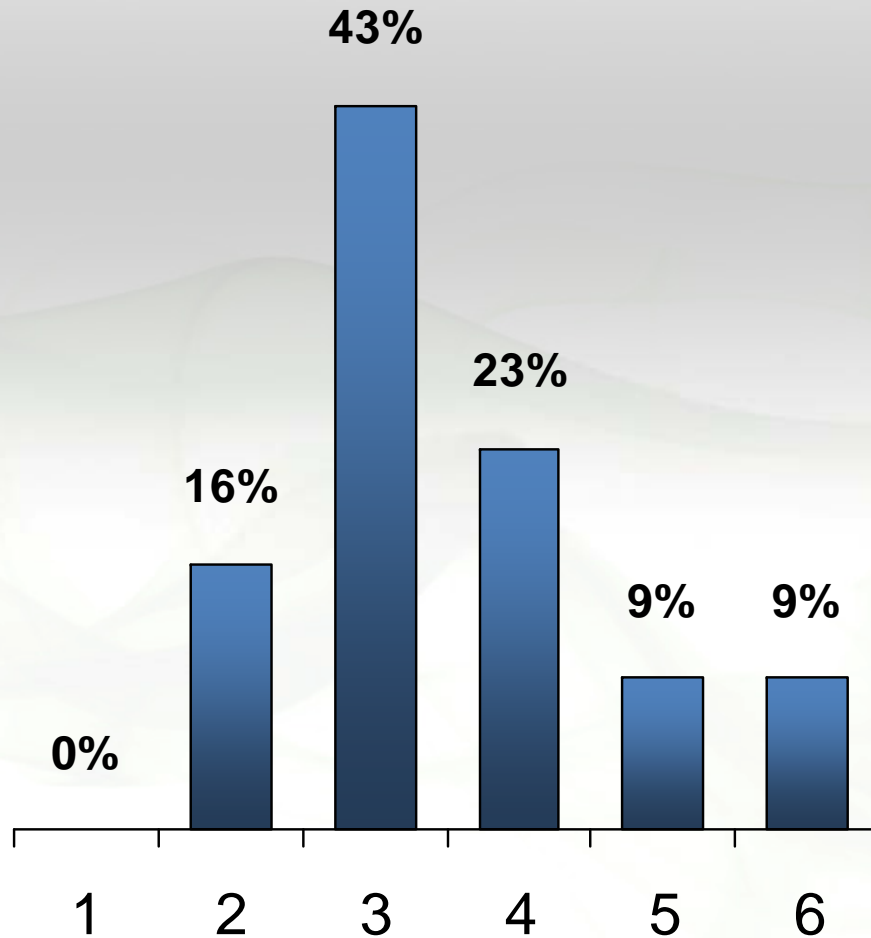


3. No Preference



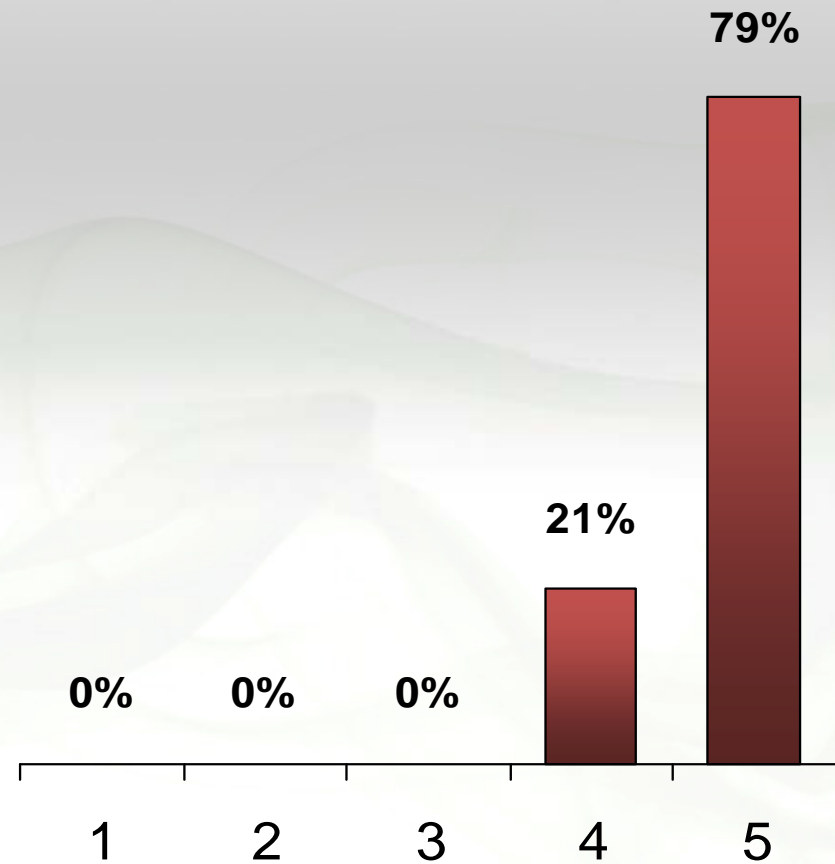
### Q43 - How many stories would be acceptable for the site?

- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five
- 6. Six or more



### Q44 - How should parking be handled for the site?

- 1. Existing parking offsite
- 2. Elsewhere off-site
- 3. On-Street
- 4. On-Site surface
- 5. On-Site enclosed



Q45 - Do you see this area as an extension of downtown or an independent development opportunity?

1. Extension of Downtown

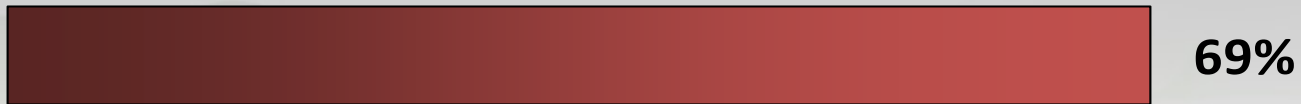


2. Independent Development



Q46 - Development of the site should be characterized by the following type of architecture.

1. Traditional Architecture/Materials



2. Contemporary Architecture/Materials

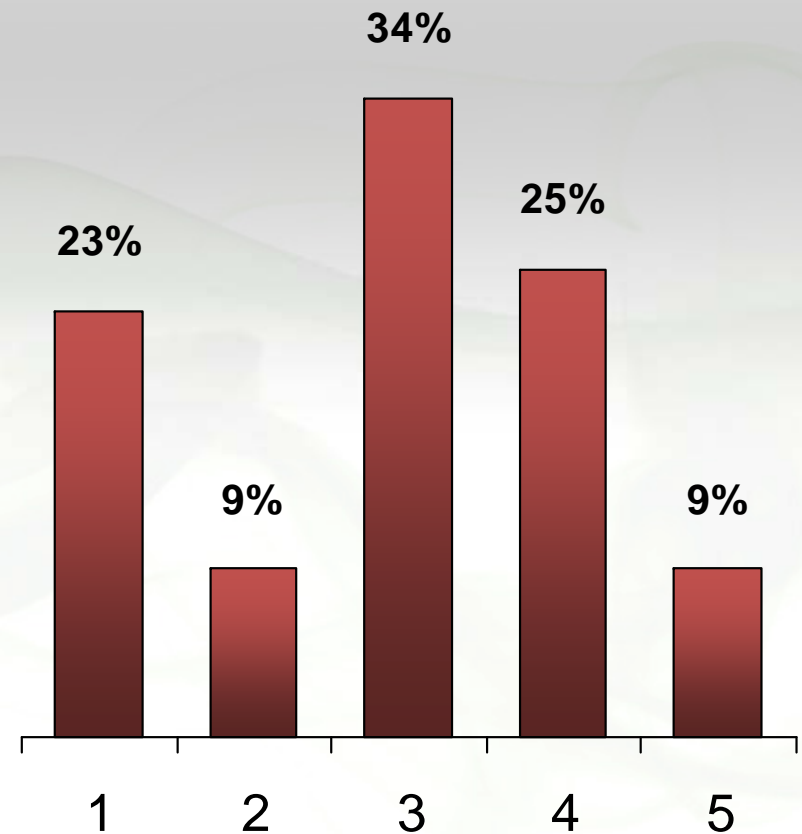


3. No Preference

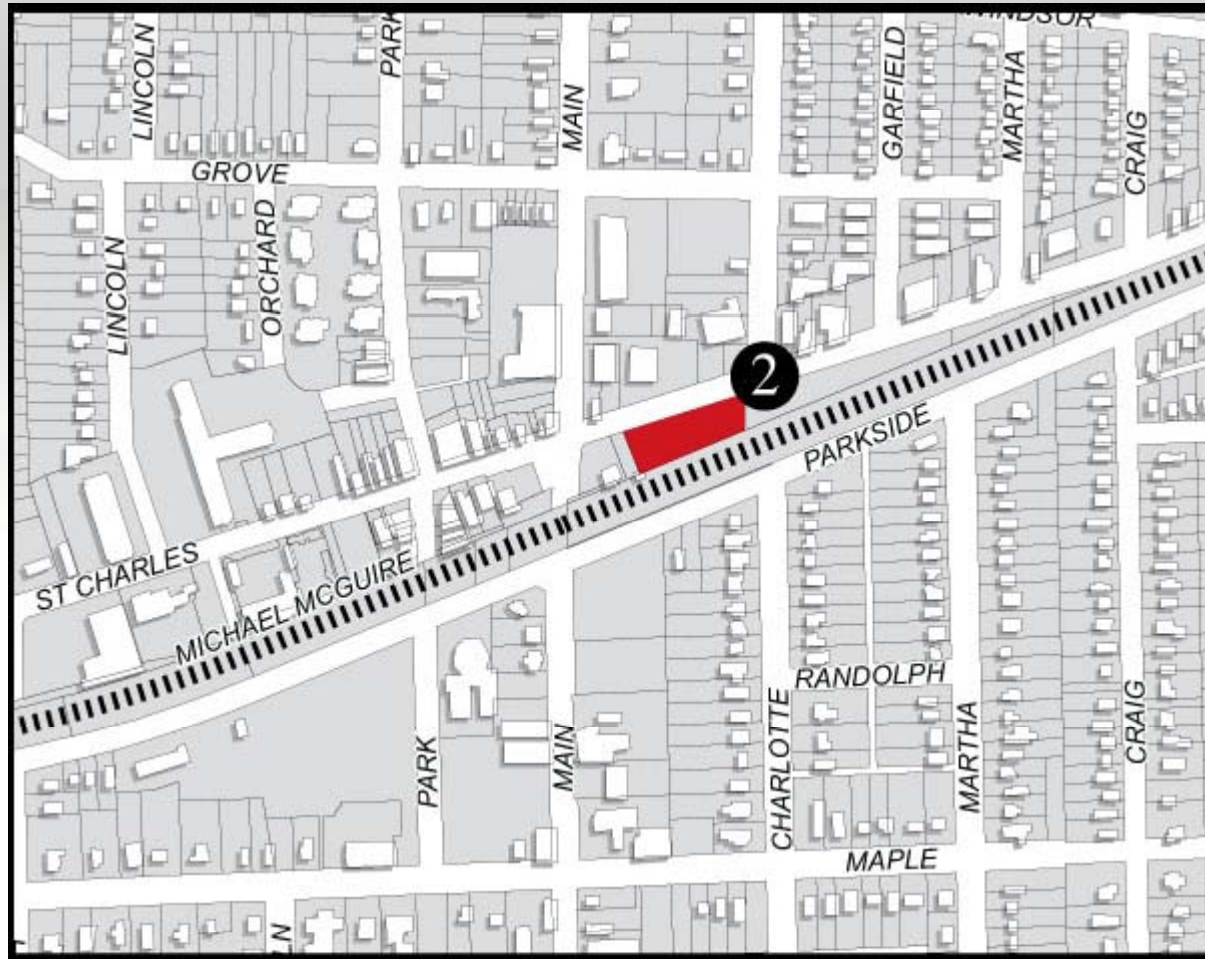


Q47 - What do you believe is the biggest obstacle that must be overcome to successfully develop the site?  
(choose 1)

- 1. Lack of connection to downtown
- 2. Adjacent elevated rail
- 3. Impact on adjacent neighborhood
- 4. Surrounding land uses
- 5. Other



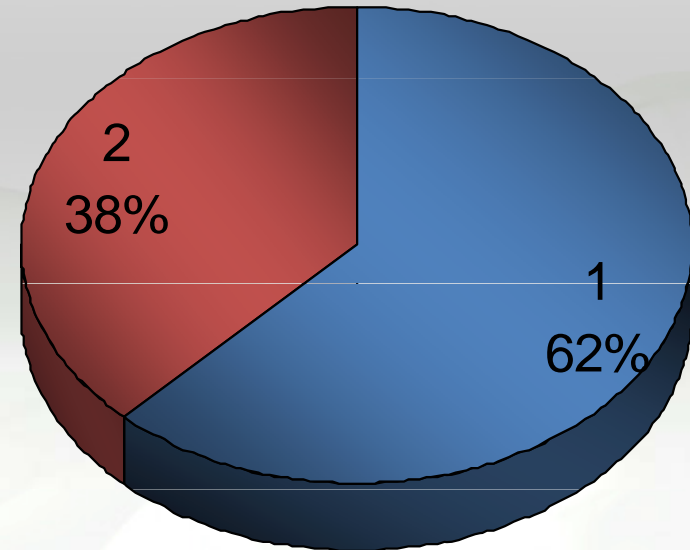
# SITE #2 – 21 East St. Charles Vacant Hammerschmidt Property



**Lombard Downtown Vision**

Q48 - Should the site develop as a single use or a mix of uses? (choose one)

- 1. Single Use
- 2. Mix of Uses





Q49 - What uses/development would you like to see on the property? (rank 3)

1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use
8. Other

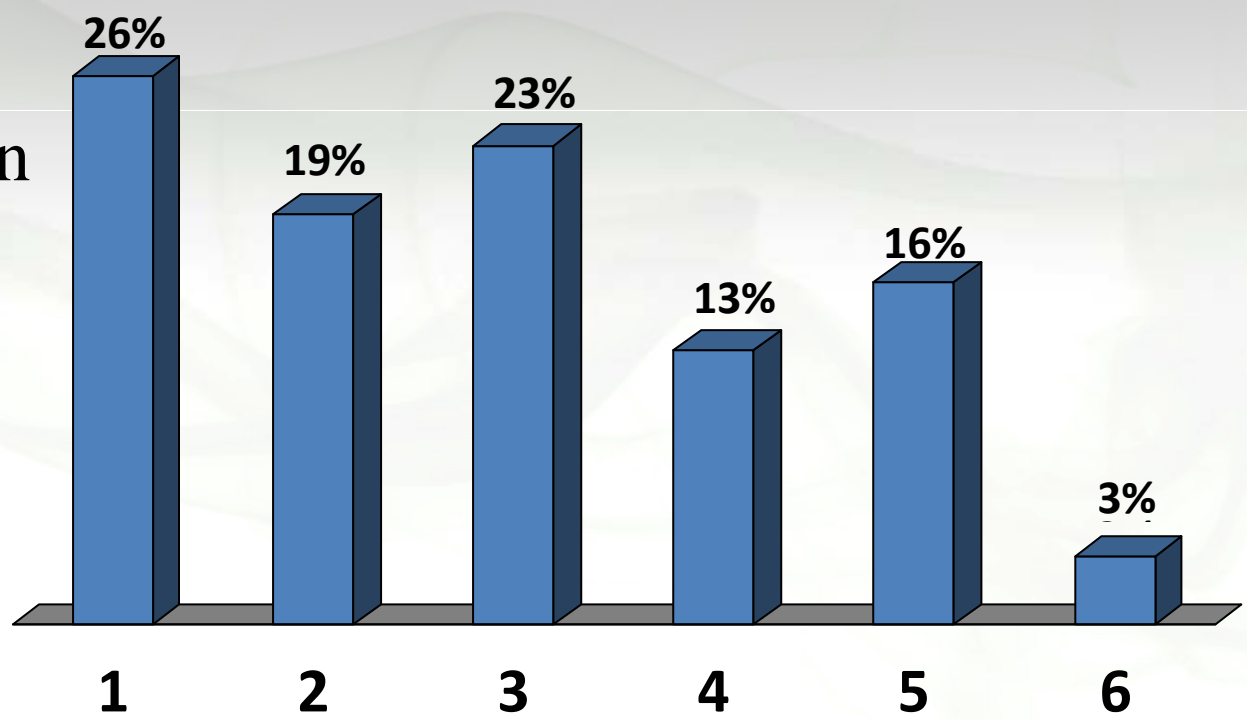
## Q49 – Site 2 Preferred Uses Ranking Results

Points	Item
64	7. Public Use
42	2. Retail
38	3. Restaurant
16	4. Entertainment
12	6. Service
7	1. Residential
6	5. Office
0	8. Other

Cross-tab label

Q49B - What public use do you think would be appropriate for the site? (choose one)

- 1. Commuter Parking
- 2. Skate Park
- 3. Train Station
- 4. Dog Park
- 5. Park / Rec.
- 6. N/A



Q50 - If residential uses are developed on the site, rank in order of preference the types of units you would prefer.  
(rank three)



1. Apartments (rental)
2. Condominiums
3. Townhomes/Rowhomes
4. Senior Housing
5. Affordable Housing
6. Single-Family Detached
7. No Residential

## Q50 – Site 2 Housing Ranking Results

Times Sel.	Item
30	7. No Residential
7	4. Senior Housing
6	2. Condominiums
4	3. Townhomes/Rowhomes
3	1. Apartments (rental)
2	5. Affordable Housing
1	6. Single-Family Detached



Q51 - If retail uses are developed on the site, rank in order of preference the types of retail you would prefer. (rank three)

1. Clothing/apparel
2. Hardware
3. Housewares
4. Convenience
5. Grocery
6. Gift/Boutique
7. Bookstore
8. Other

## Q51– Site 2 Retail Ranking Results

Points	Item
53	2. Hardware
51	7. Bookstore
29	1. Clothing/apparel
24	3. Housewares
22	6. Gift/Boutique
21	4. Convenience
17	5. Grocery
6	8. Other



Q52 - If restaurant or entertainment uses are developed on the site, choose your top uses in order of preference? (rank three)

1. Theatre
2. Brewpub/tavern
3. Coffee Shop
4. Family/Casual Restaurant
5. Upscale Restaurant
6. Health club
7. Fast-Food/Carry-Out Restaurant
8. Boutique hotel
9. Other

## Q52 – Site 2 Restaurant/Entertainment Ranking Results

Points	Item
69	2. Brewpub/tavern
53	4. Family/Casual Restaurant
28	3. Coffee Shop
22	5. Upscale Restaurant
18	6. Health club
15	7. Fast-Food/Carry-Out Restaurant
13	1. Theatre
2	8. Boutique hotel
1	9. Other

Q53 - When considering retail and restaurant or entertainment uses, which of the following would you prefer? (choose one)

1. National/Regional Chains



2. Local/Independent

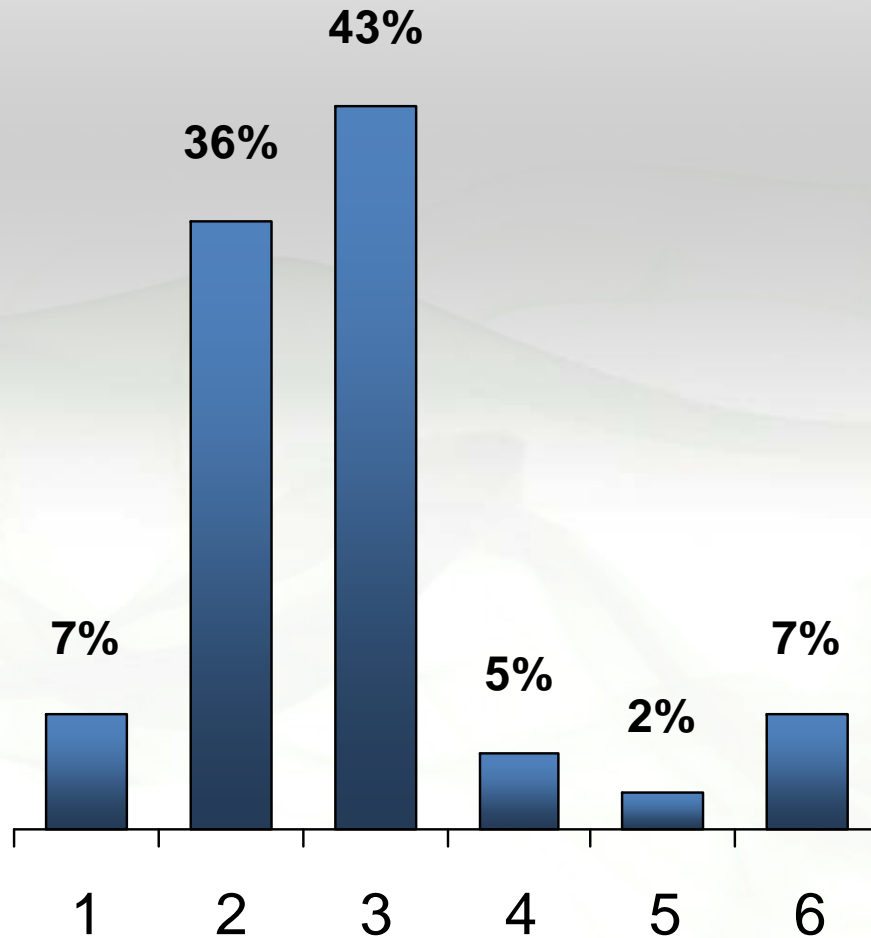


3. No Preference



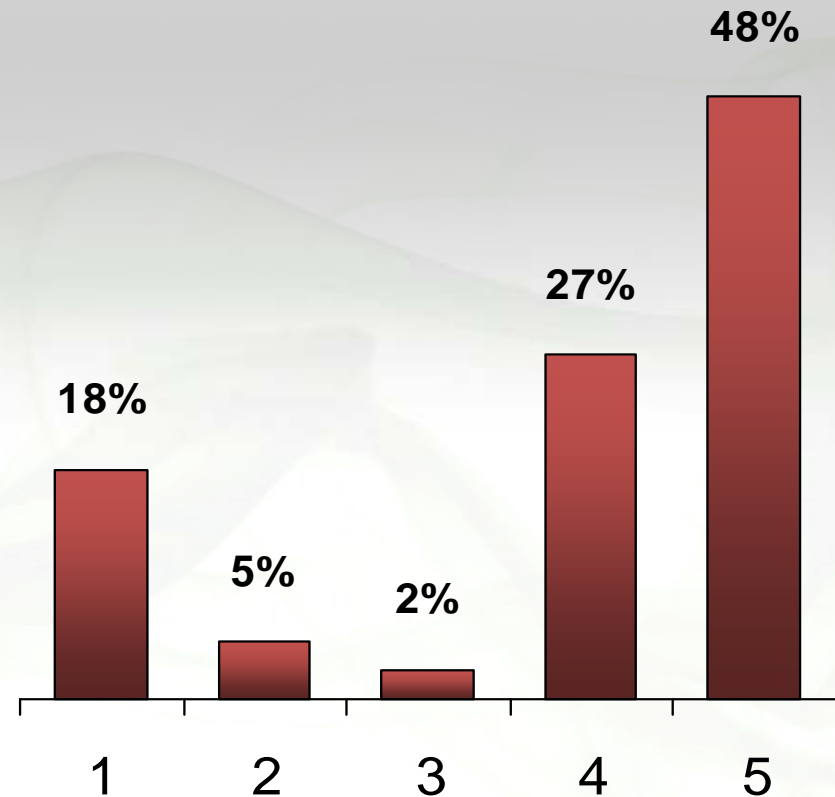
# Q54 - How many stories would be acceptable for the site?

- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five
- 6. Six or more



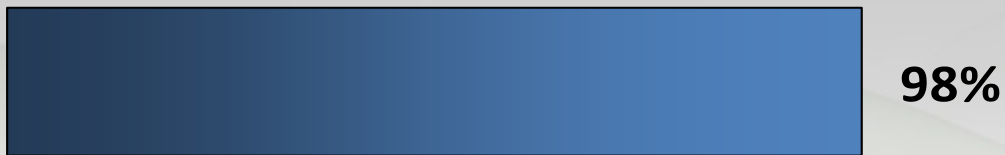
## Q55 - How should parking be handled for the site?

1. Existing parking offsite
2. Elsewhere off-site
3. On-Street
4. On-Site surface
5. On-Site enclosed

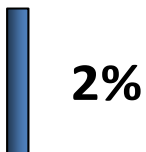


Q56 - Do you see this area as an extension of downtown or an independent development opportunity?

1. Extension of Downtown

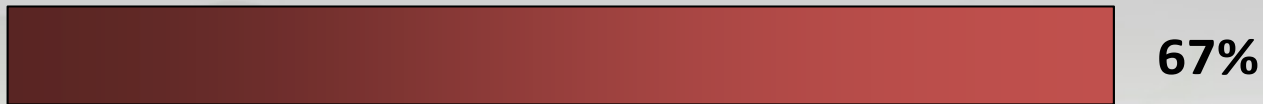


2. Independent Development

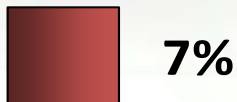


Q57 - Development of the site should be characterized by the following type of architecture.

1. Traditional Architecture/Materials



2. Contemporary Architecture/Materials

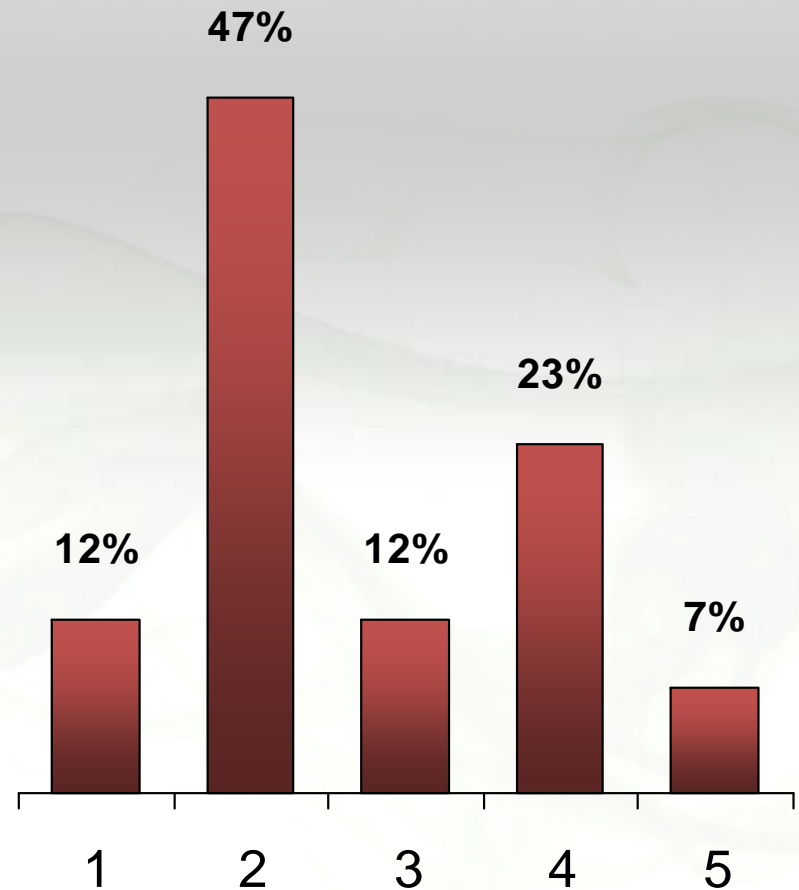


3. No Preference



Q58 - What do you believe is the biggest obstacle that must be overcome to successfully develop the site? (choose 1)

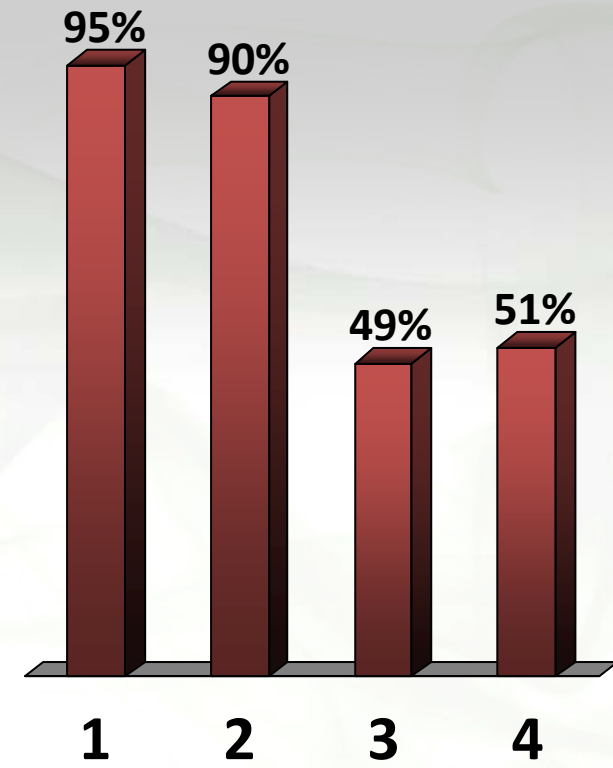
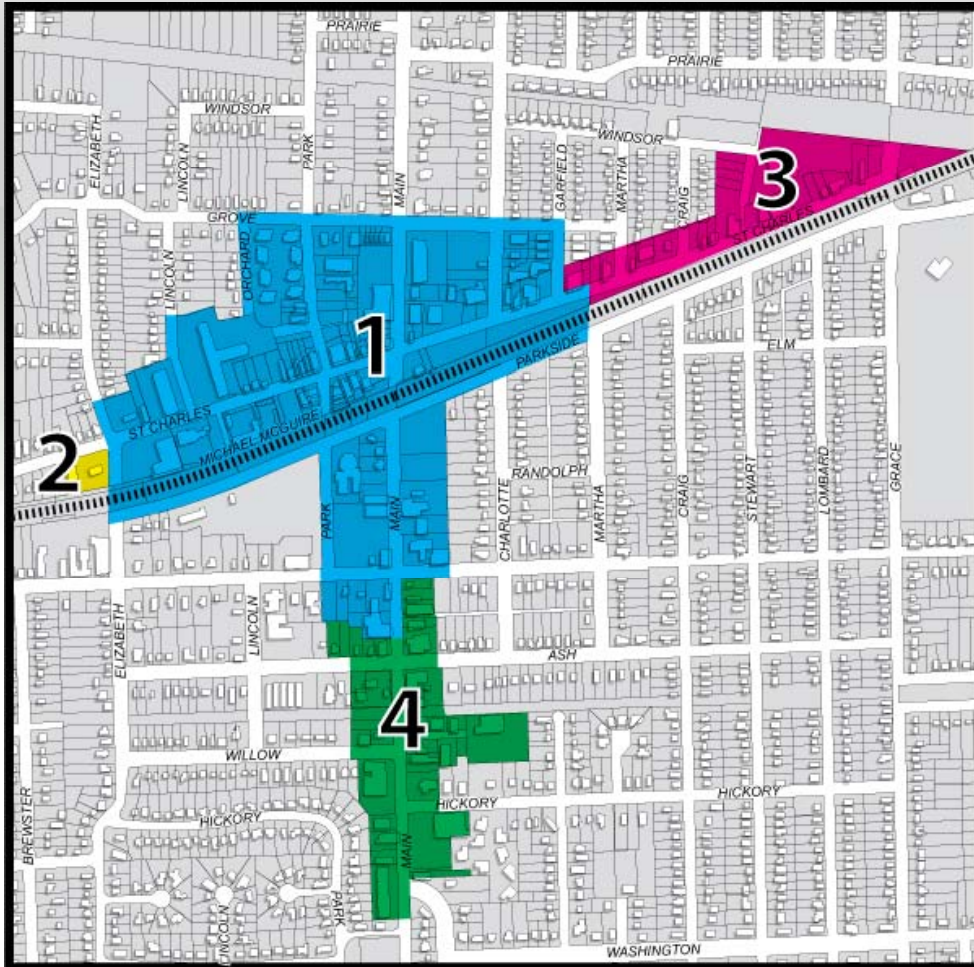
- 1. Lack of connection to downtown
- 2. Adjacent elevated rail
- 3. Impact on adjacent neighborhood
- 4. Surrounding land uses
- 5. Other



# Final Questions

**Lombard Downtown Vision**

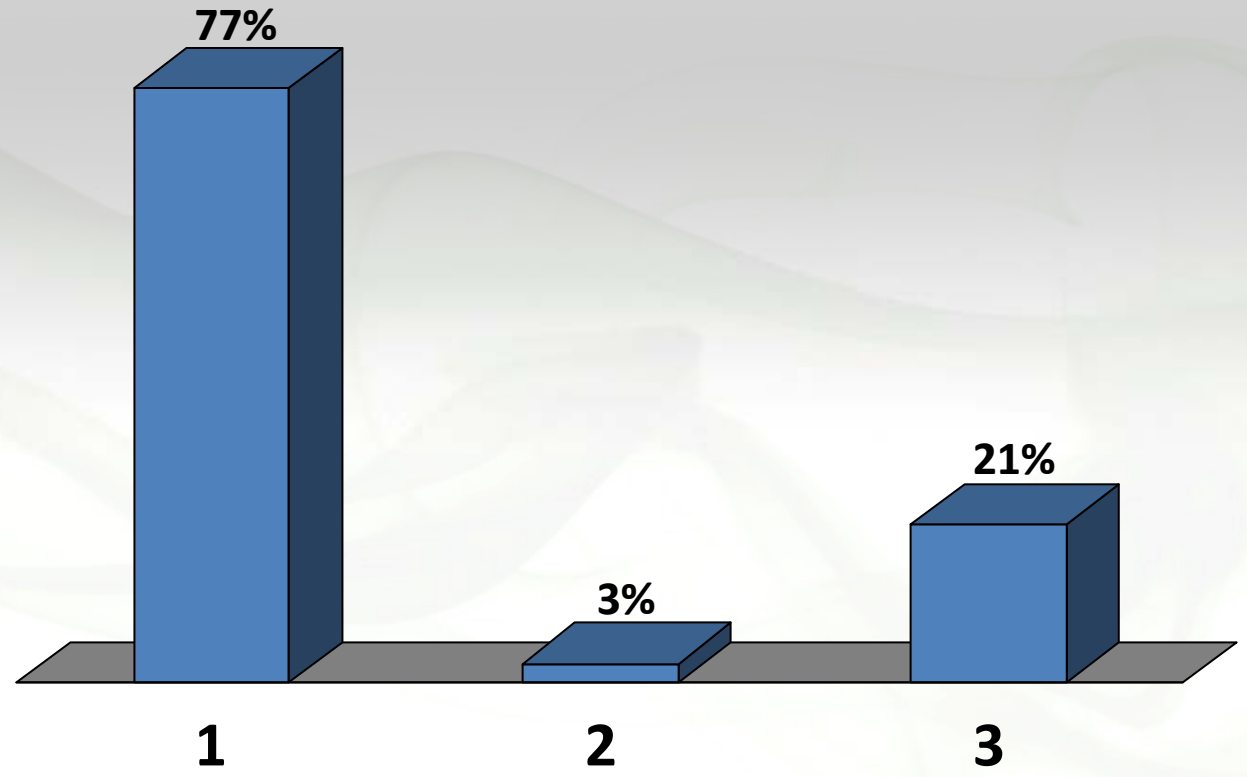
Q59 - Based on the map below, what areas do you think comprise Downtown Lombard? (select all that apply)



# Lombard Downtown Vision

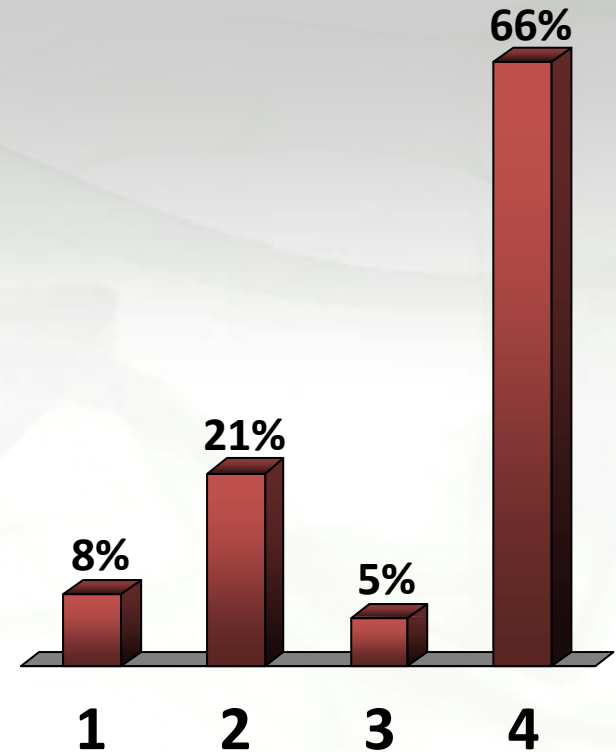
Q59B - Do you think that the Library, St. John's campus and Lil Park to be a part of Downtown? (choose one)

- 1. Yes
- 2. No
- 3. No Opinion



Q60 – If you ARE NOT currently a Downtown Resident, would you consider a Downtown residence in the future? (choose one)

1. Yes
2. No
3. Unsure at this time
4. I am a Downtown Resident



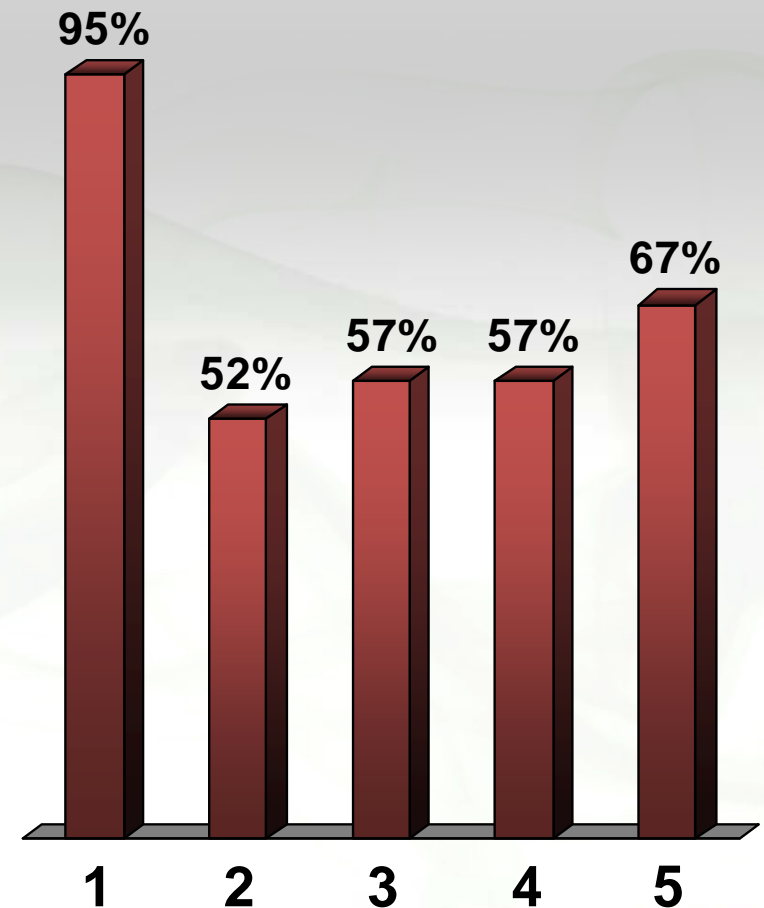
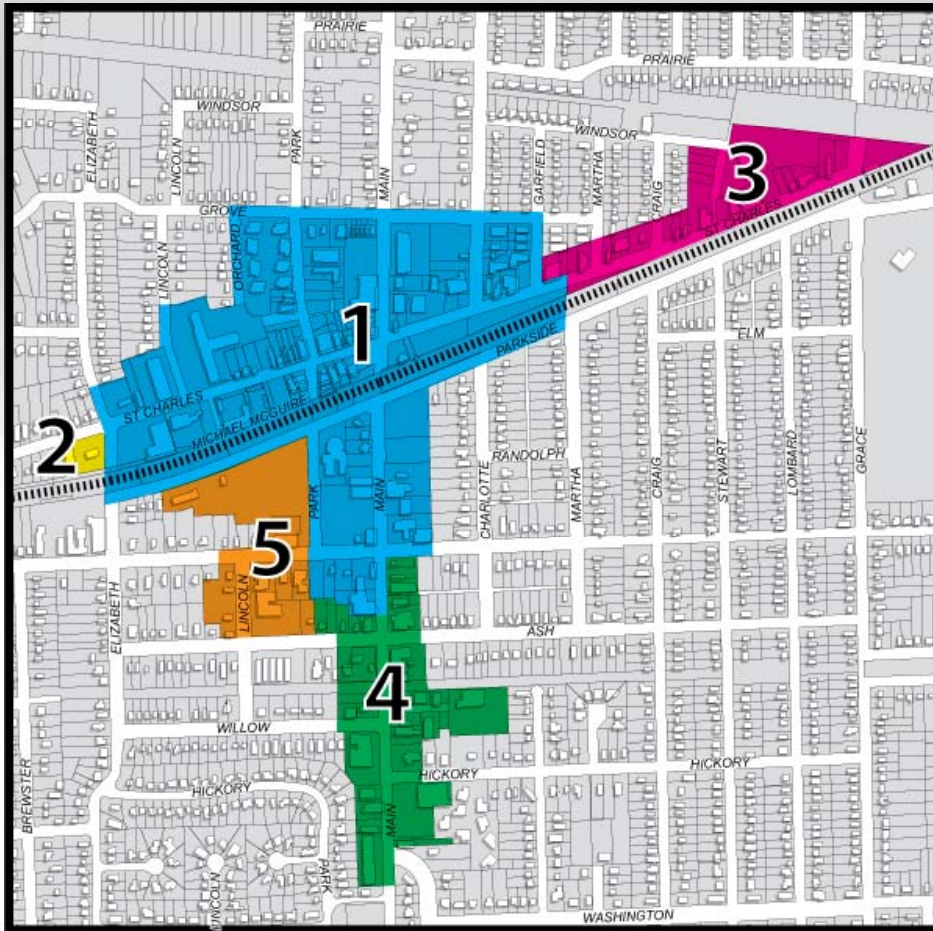
# **Downtown Business Workshop**

January 29, 2009

**Lombard Downtown Vision**

**HL**  
HOUSEAL  
LAVIGNE  
ASSOCIATES

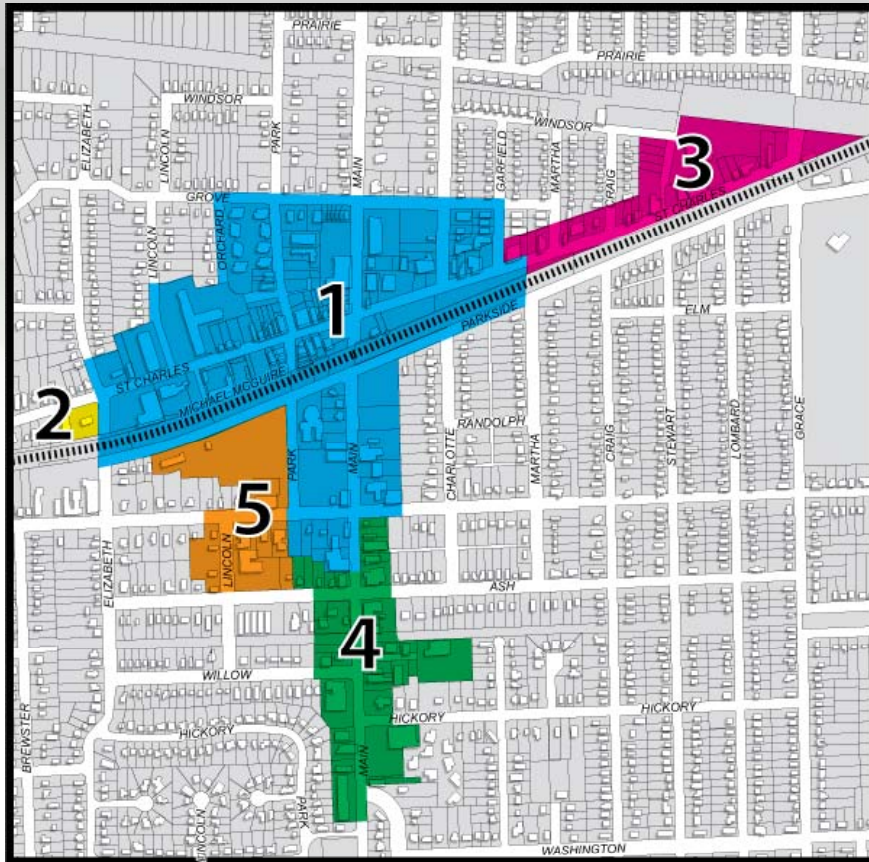
# Q1 – Which of the areas do you consider to be part of Downtown Lombard? (Choose all that apply)



3003  
4

# Q2 – Do you consider the areas along St. Charles Road to the west of Area 2 and to the east of Area 3 to be a part of Downtown?

1



1. Yes



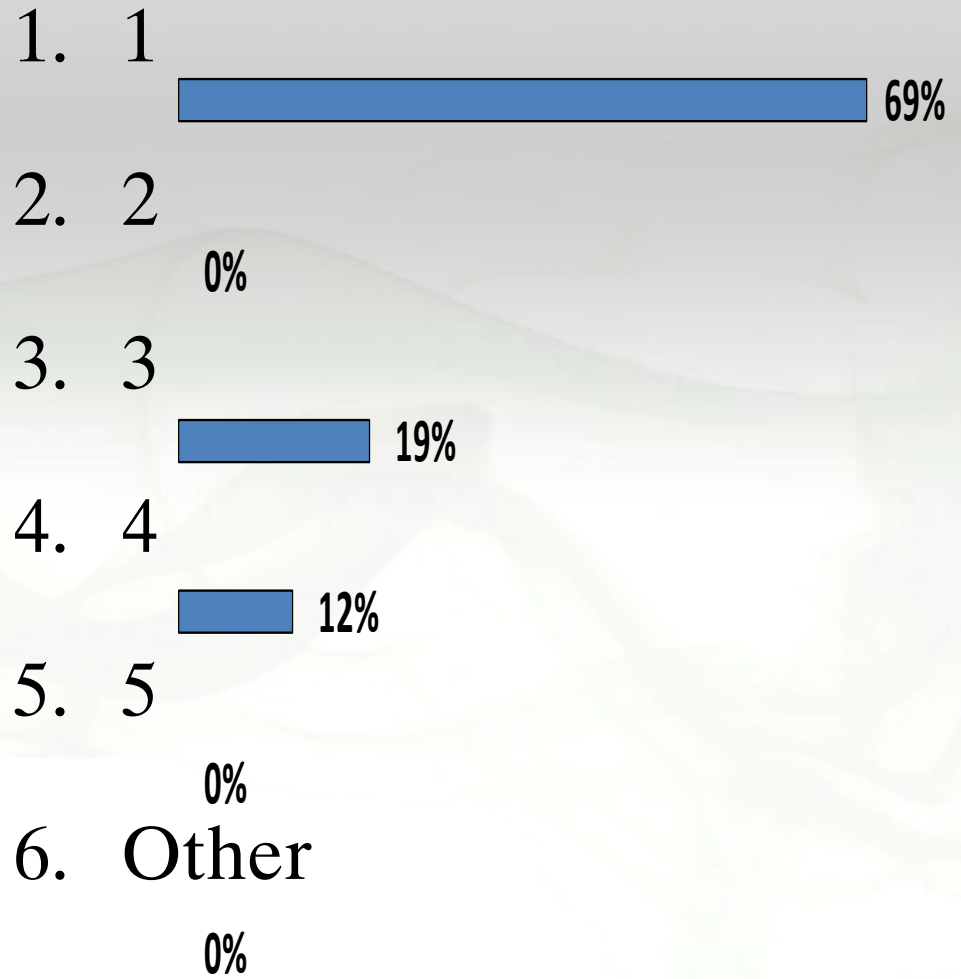
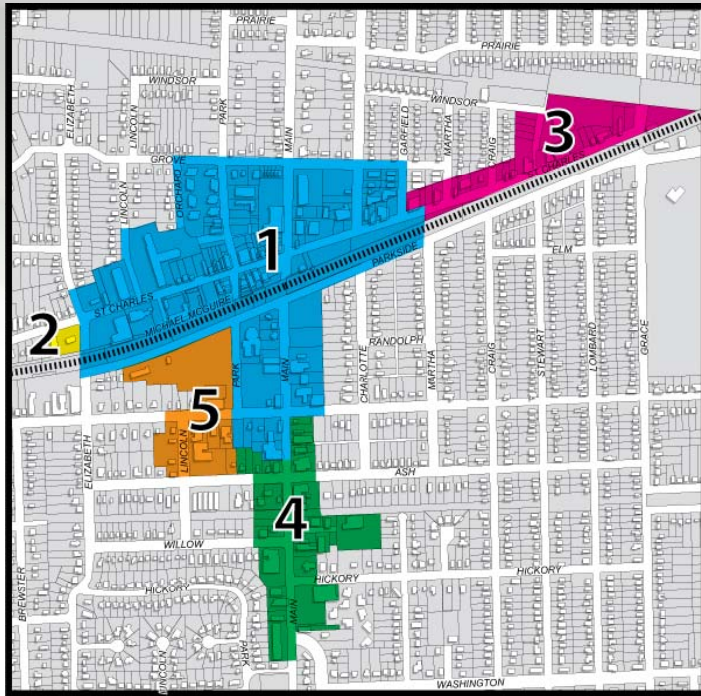
8%

2. No



92%

# Q3 – In which area is your business or property located?





## **Q4 - Why did you open your business in Downtown Lombard? (Rank up to 3)**

1. Lombard Location
2. Downtown environment
3. Proximity to Metra station
4. Purchased existing business
5. Positive Business climate
6. Access to customer/client base
7. Family
8. Other

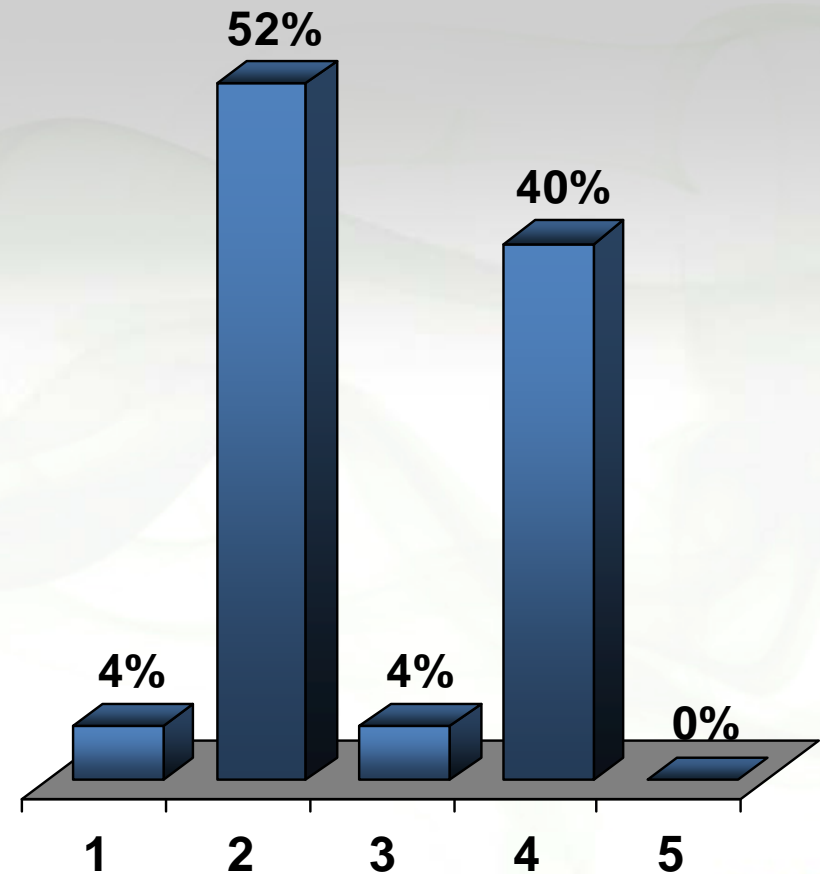
## Q4 - Ranking Results

Points	Item
25	2. Downtown environment
20	1. Lombard Location
17	3. Proximity to Metra station
16	6. Access to customer/client base
9	4. Purchased existing business
9	8. Other
5	5. Positive Business climate
2	7. Family

# Q5 - What criteria do you feel the Village should most strongly consider in soliciting/attracting new Downtown development? (Choose one)



1. Sales Tax generation
2. Ability to increase pedestrian traffic
3. Ability to increase vehicular traffic
4. Uses complementary with existing mix
5. Other





**Q6 - In order of magnitude, what area do you see as the biggest competition to Downtown Lombard?**

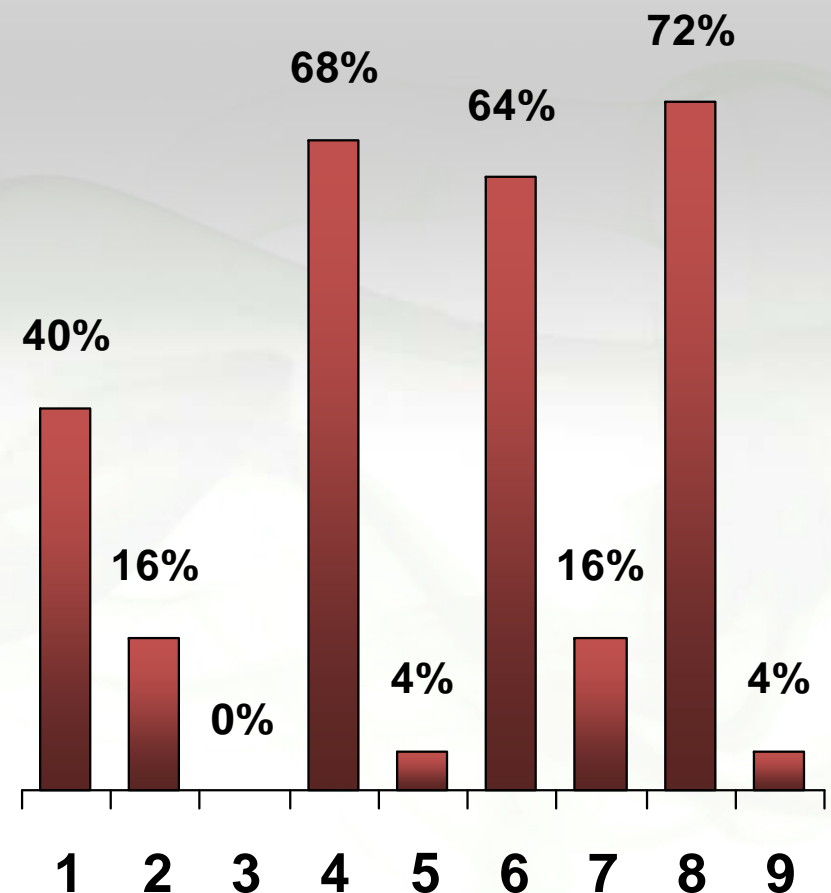
1. Roosevelt Road Corridor
2. Butterfield Road Corridor
3. Oakbrook Center/Oak Brook
4. Yorktown Mall
5. Other Suburban Downtowns
6. Chicago
7. Other Lombard locations
8. Other

## Q6 – Downtwon Competition Ranking Results

Points	Item
43	4. Yorktown Mall
31	1. Roosevelt Road Corridor
22	5. Other Suburban Downtowns
21	2. Butterfield Road Corridor
12	7. Other Lombard locations
7	3. Oakbrook Center/Oak Brook
1	6. Chicago
1	8. Other

## Q7 - What are the biggest issues and challenges facing Downtown Lombard? (Choose 3)

1. Parking
2. Circulation and access
3. Commuter/Transit
4. Retail and dining
5. Residential
6. Image and appearance
7. New development
8. Vacant/Underutilized sites
9. Other

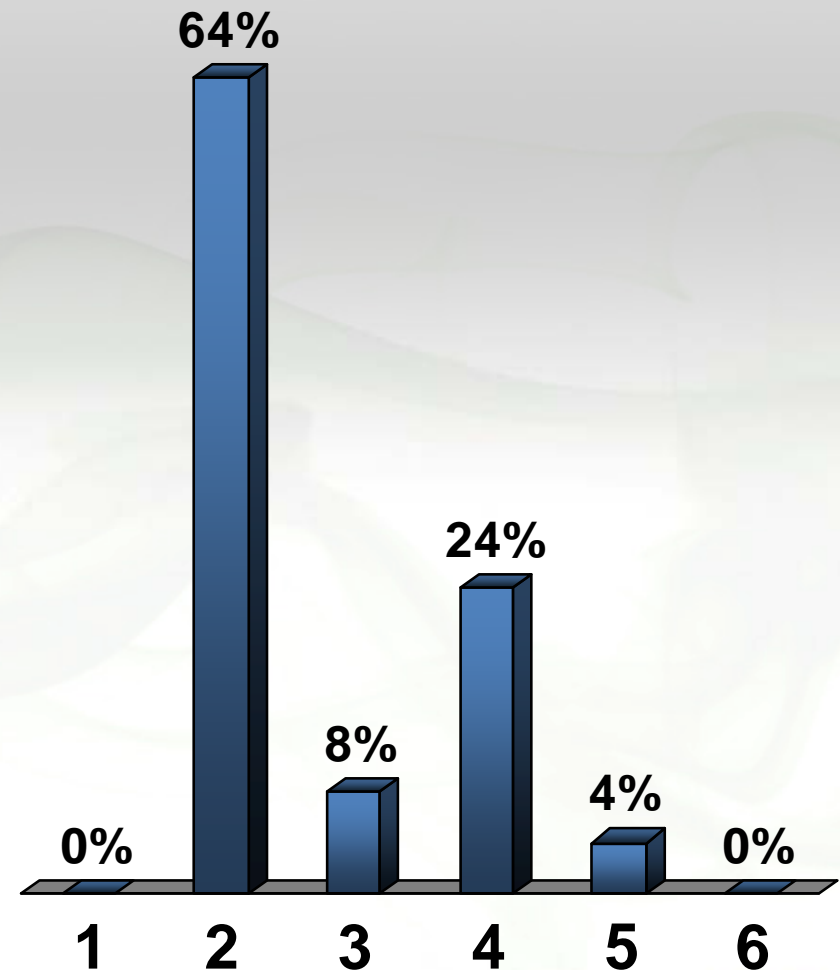


# **Parking & Circulation**

**Lombard Downtown Vision**

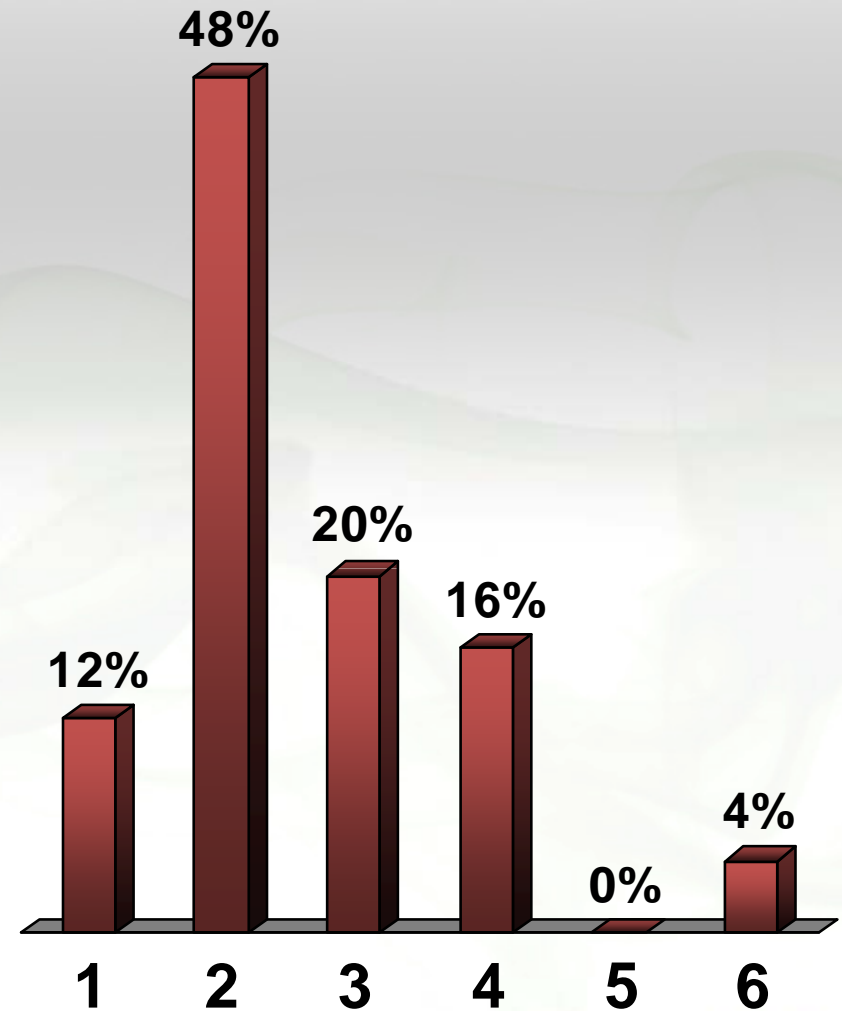
## Q8 - I think retail and business parking is an issue in Downtown because . . .

1. Too much parking
2. Not enough parking
3. Parking is poorly located
4. Parking is not an issue
5. Enforcement
6. Other



## Q9 - I think commuter parking is an issue in Downtown because . . .

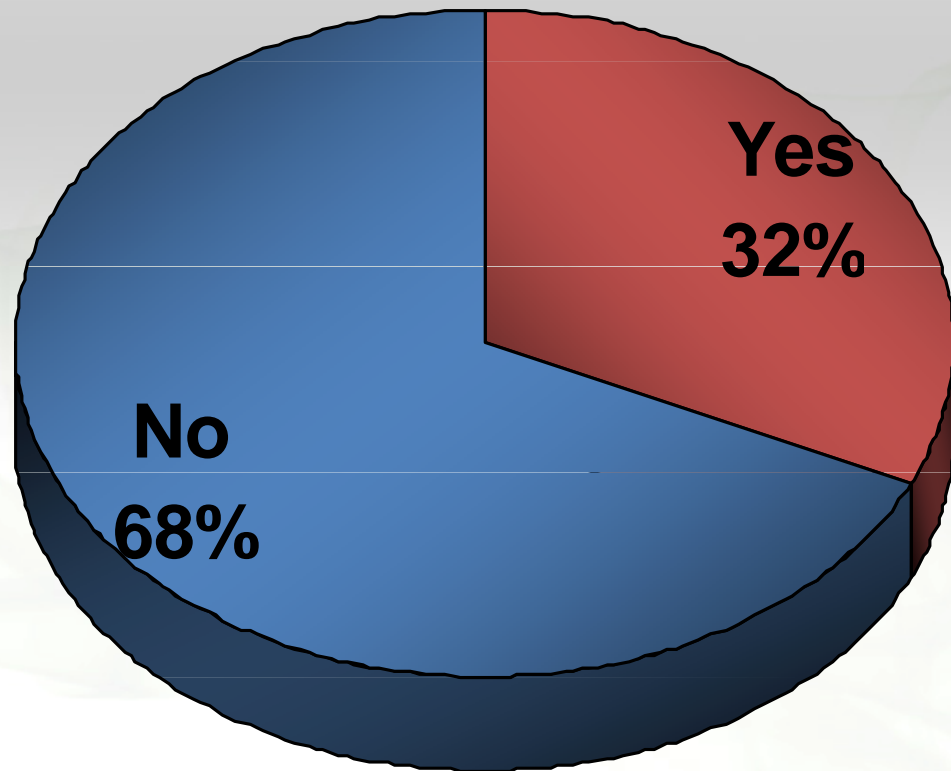
1. Too much parking
2. Not enough parking
3. Parking is poorly located
4. Parking is not an issue
5. Enforcement
6. Other



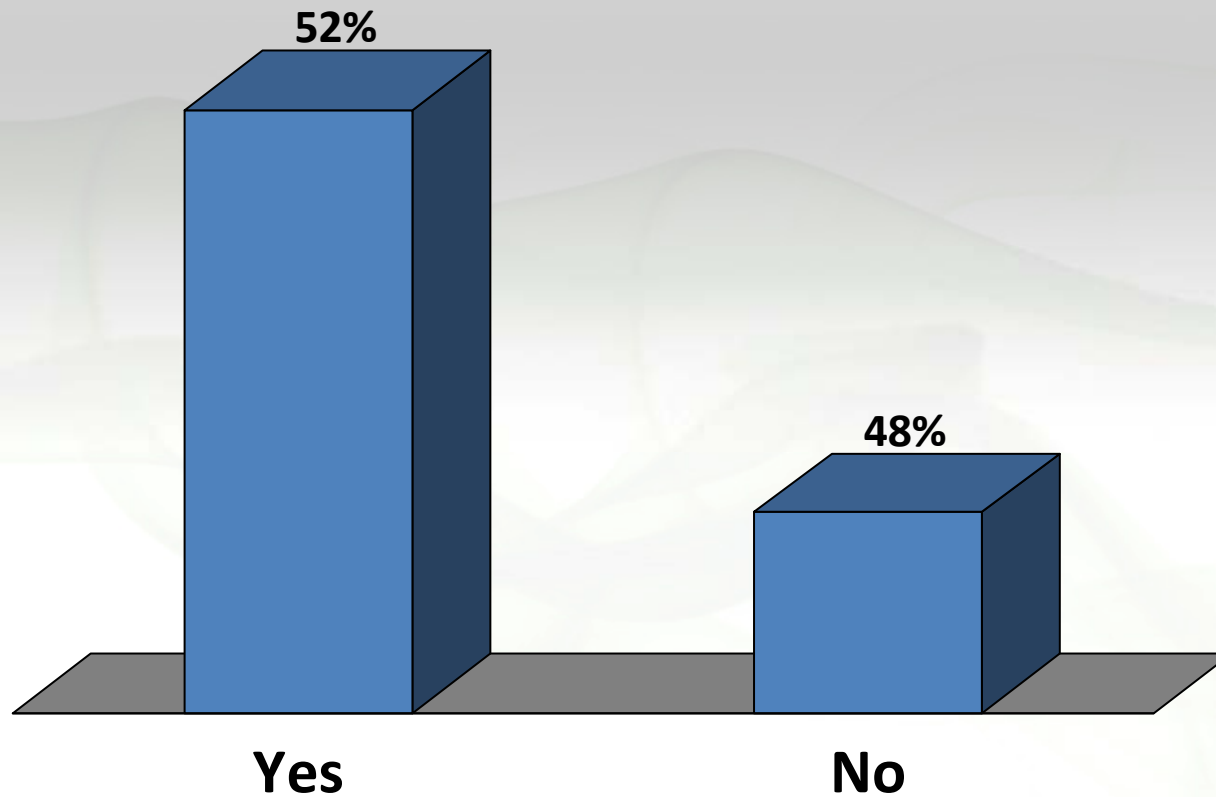
# Q10 - Is overall circulation and access a problem in Downtown?

1

- 1. Yes
- 2. No



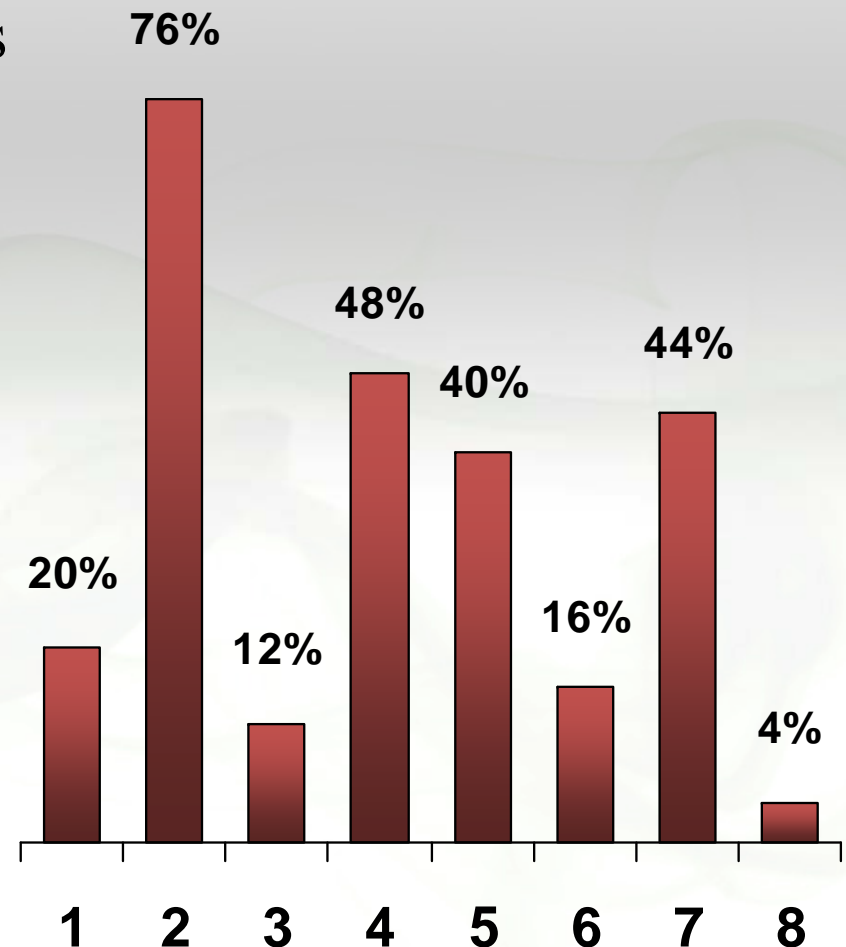
# Quick Poll 1 - Is pedestrian circulation a problem?



## **Uses in Downtown**

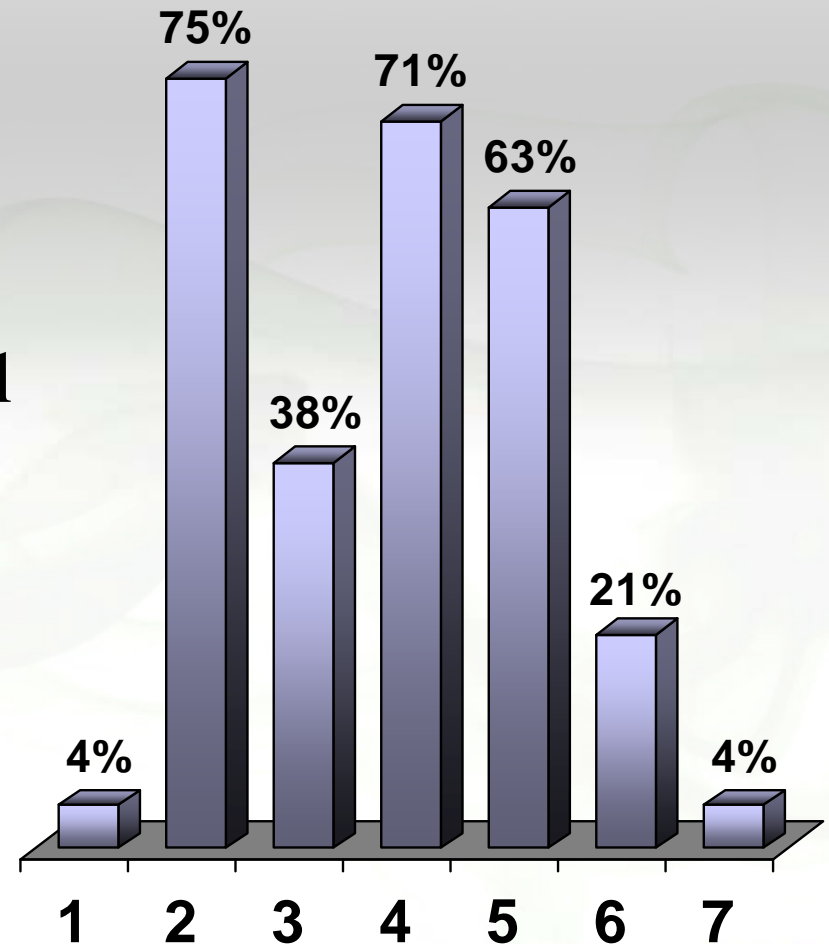
## Q11 - Regarding office uses, choose up to three statements that you agree with.

1. No issues for office and services
2. Not enough variety
3. Services/offices close too early
4. Need for higher quality
5. Inadequate parking for office and service
6. Office and service are poorly located
7. Office should not be located on the ground floor
8. Other



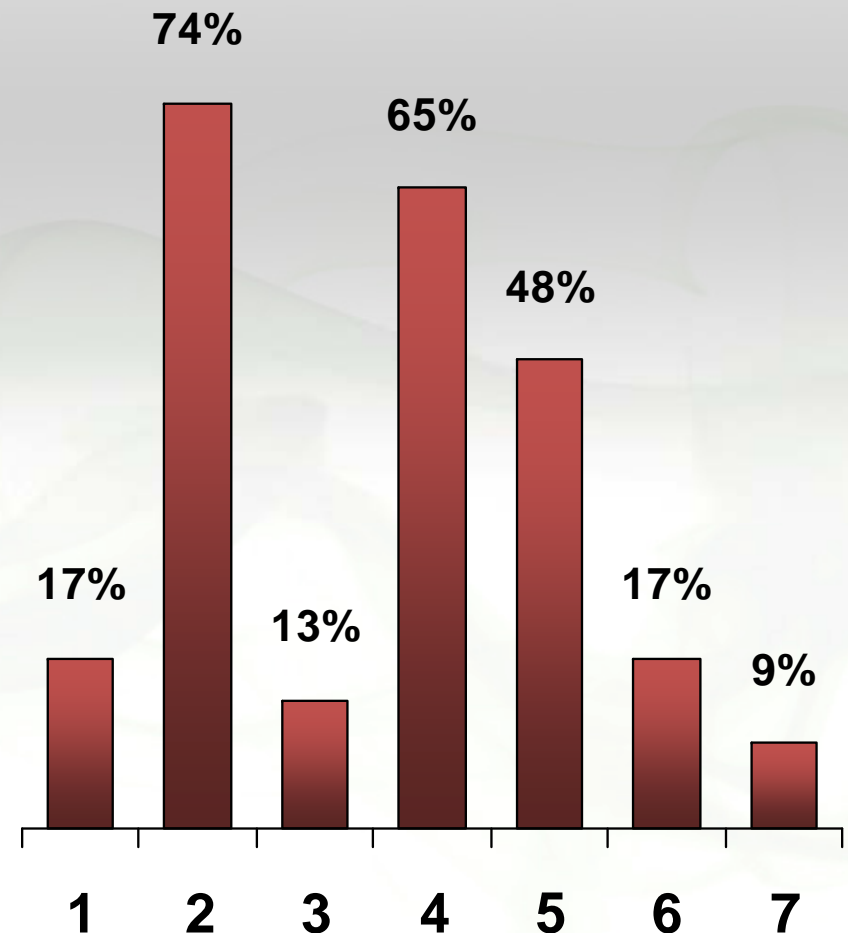
**Q12 - Regarding retail uses, choose up to three statements that you agree with.**

1. No issues for retail
2. Not enough variety
3. Stores close too early
4. Need for higher quality
5. Inadequate parking for retail
6. Retail is poorly located
7. Other



# Q13 - Regarding restaurants, choose up to three statements that you agree with.

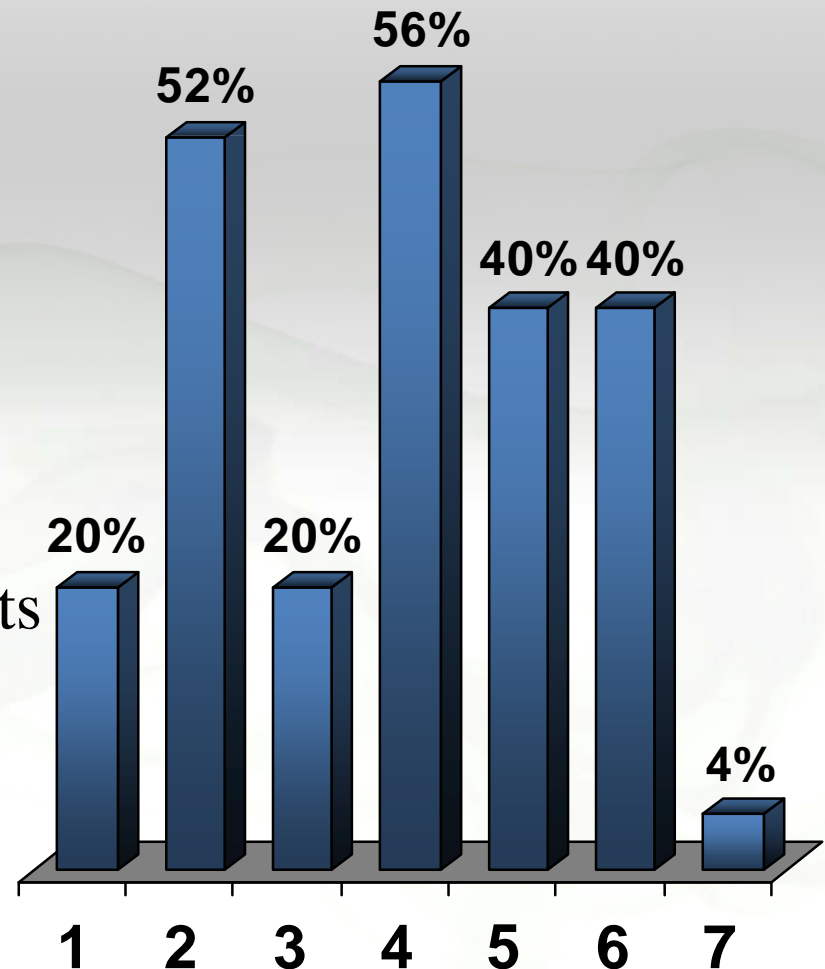
- 1. No issues for restaurants
- 2. Not enough variety
- 3. Restaurants close too early
- 4. Need for higher quality
- 5. Inadequate parking for restaurants
- 6. Restaurants are poorly located
- 7. Other



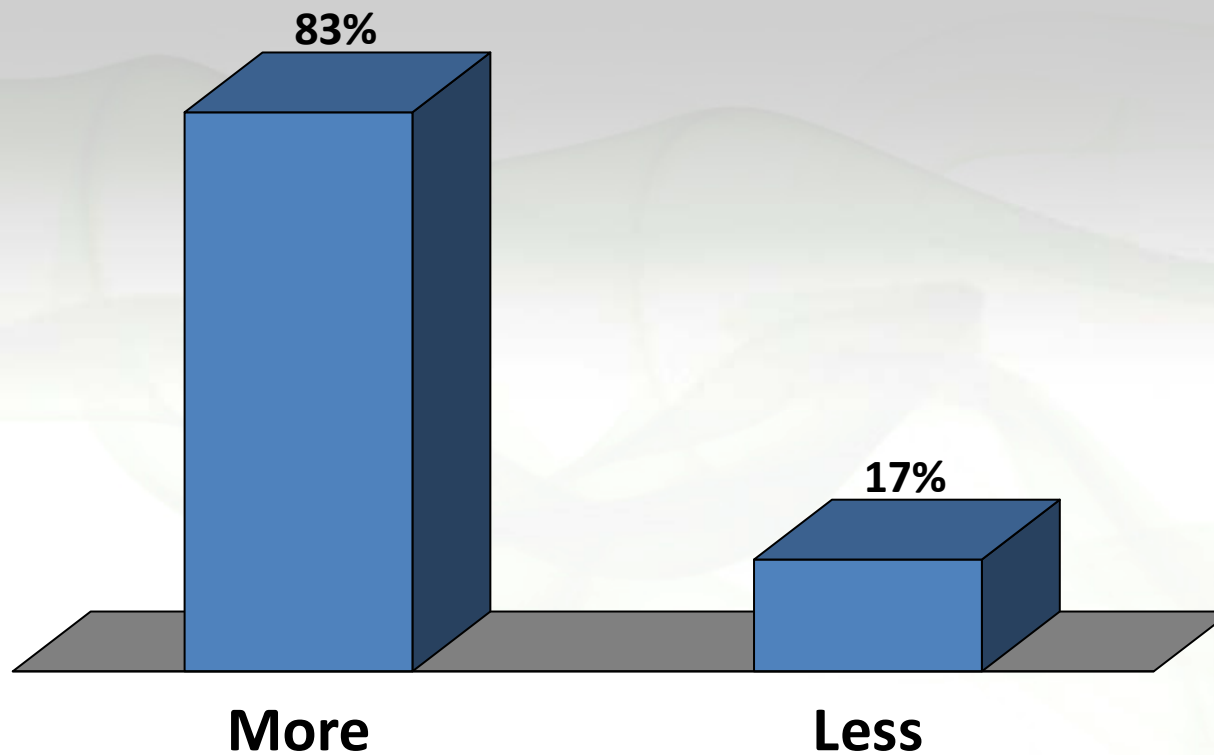
# Q14 - Regarding special events and entertainment, choose up to three statements that you agree with.



1. No issues
2. Not enough variety
3. Entertainment uses close too early
4. Need for higher quality
5. Inadequate parking
6. Entertainment and Special events are poorly located/operated
7. Other

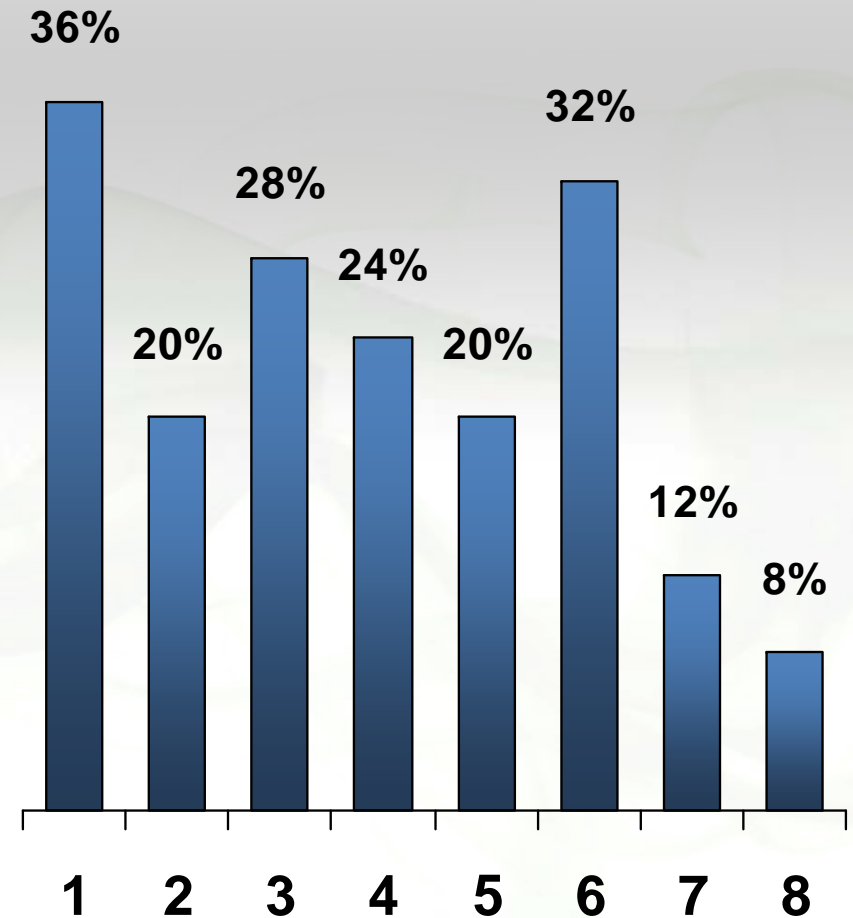


## Quick Poll 2 - Should there be more or less special events held in Downtown Lombard?



## Q15 - Regarding residential uses, choose up to three statements that you agree with.

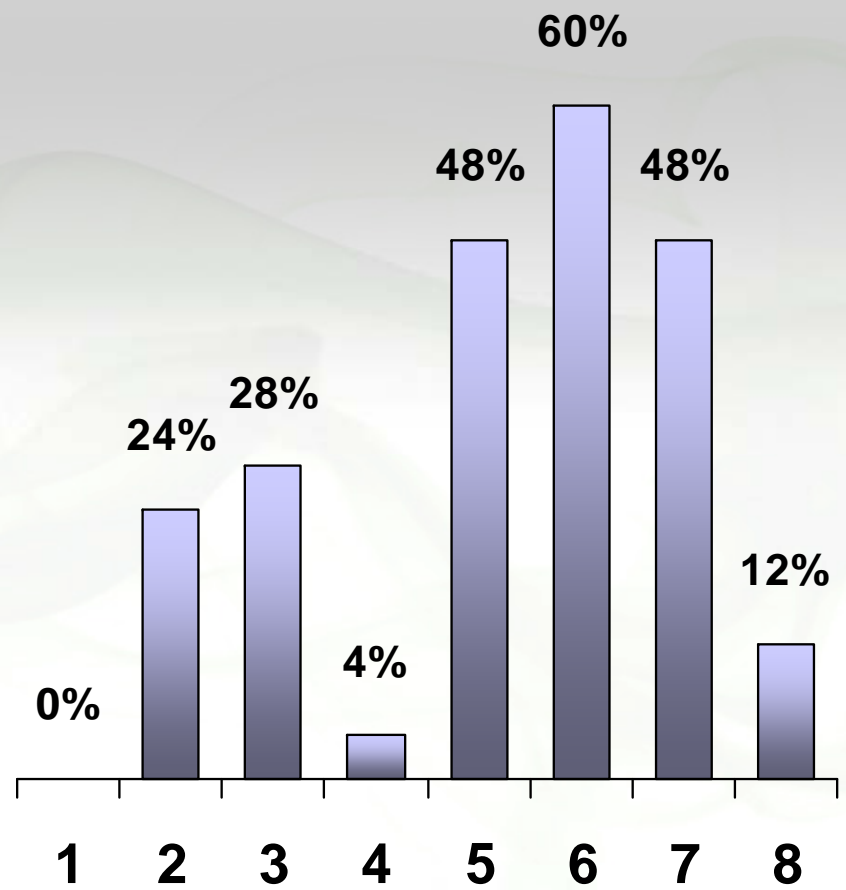
1. No issues for residential
2. Not enough housing types
3. A need for higher quality
4. A need for senior housing
5. A need for more affordable housing
6. Inadequate parking for residential
7. Residential is poorly located
8. Other



# Q16 - What do you consider to be obstacles in attracting new development to the Downtown? (Choose up to 3)



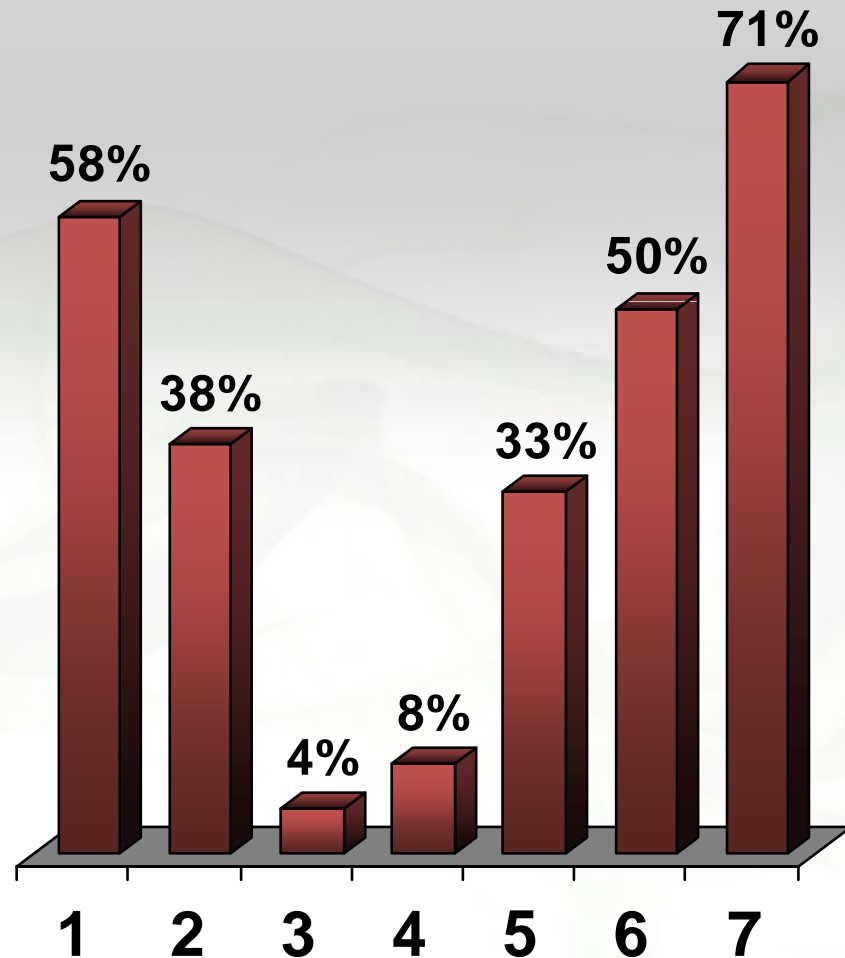
- 1. No obstacles
- 2. Lack of development ready sites
- 3. Obsolete buildings
- 4. Access and exposure
- 5. Lack of patronage by commuters and residents
- 6. Village process
- 7. Landlord/property owners
- 8. Other



# Q17 - What retail uses do you feel are under represented or missing in the Downtown? (Choose up to 3)



1. Clothing Apparel
2. Hardware
3. Housewares
4. Convenience
5. Grocery
6. Gift / Boutique
7. Bookstore

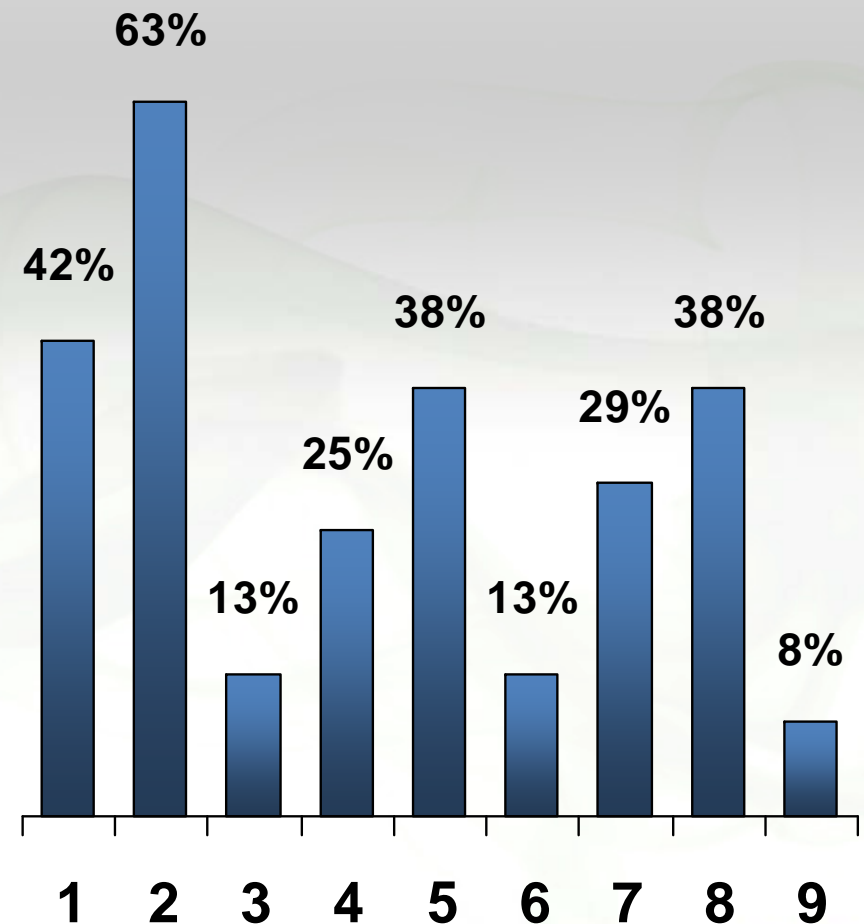


3000  
9

# Q18 - What restaurant/entertainment uses do you feel are underrepresented or missing in the Downtown? (Choose up to 3)



1. Theatre
2. Brewpub/Tavern
3. Coffee Shop
4. Family/Casual restaurant
5. Upscale restaurant
6. Health club
7. Fast-food/Carry-out
8. Special Events/Activities
9. Other





# Q19 - As it relates to new retail/restaurant/entertainment uses, which of the following do you feel would be best for the Downtown environment?

1. National/Regional chains



2. Local independent



3. No Preference



3004  
4

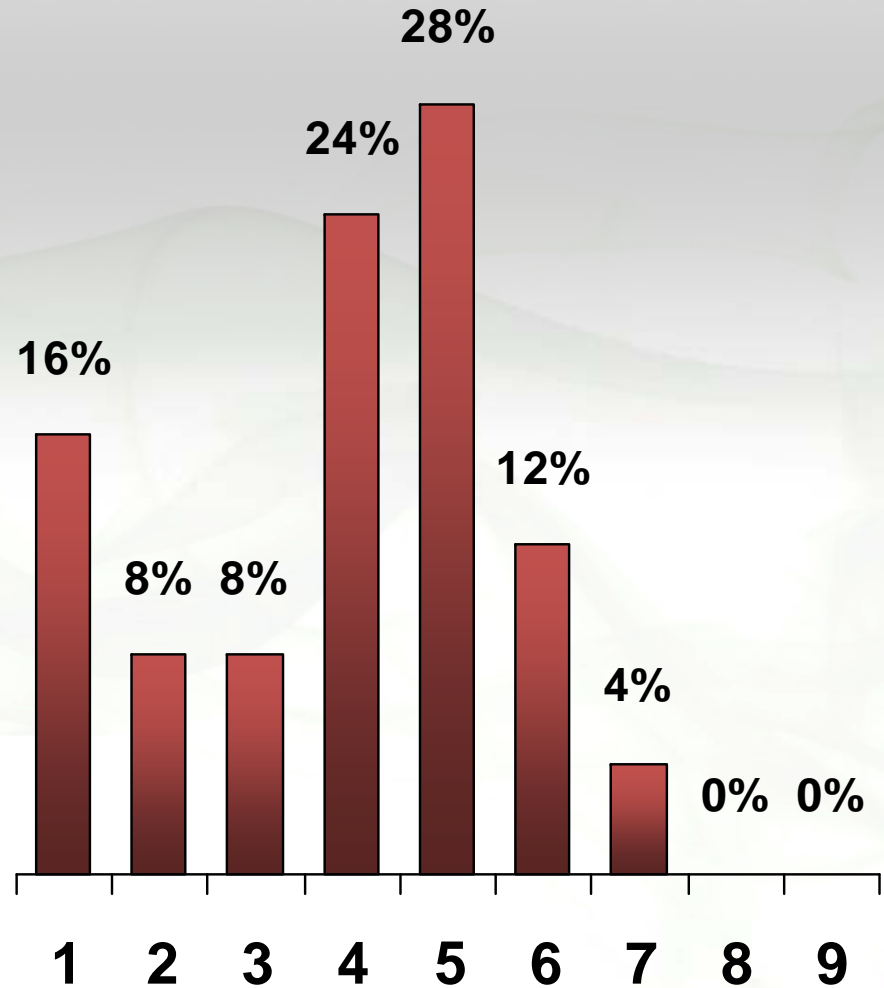
# **Downtown Business Climate**

**Lombard Downtown Vision**

# Q20 - How would you rate the overall appearance of Downtown Lombard? (1 thru 9)



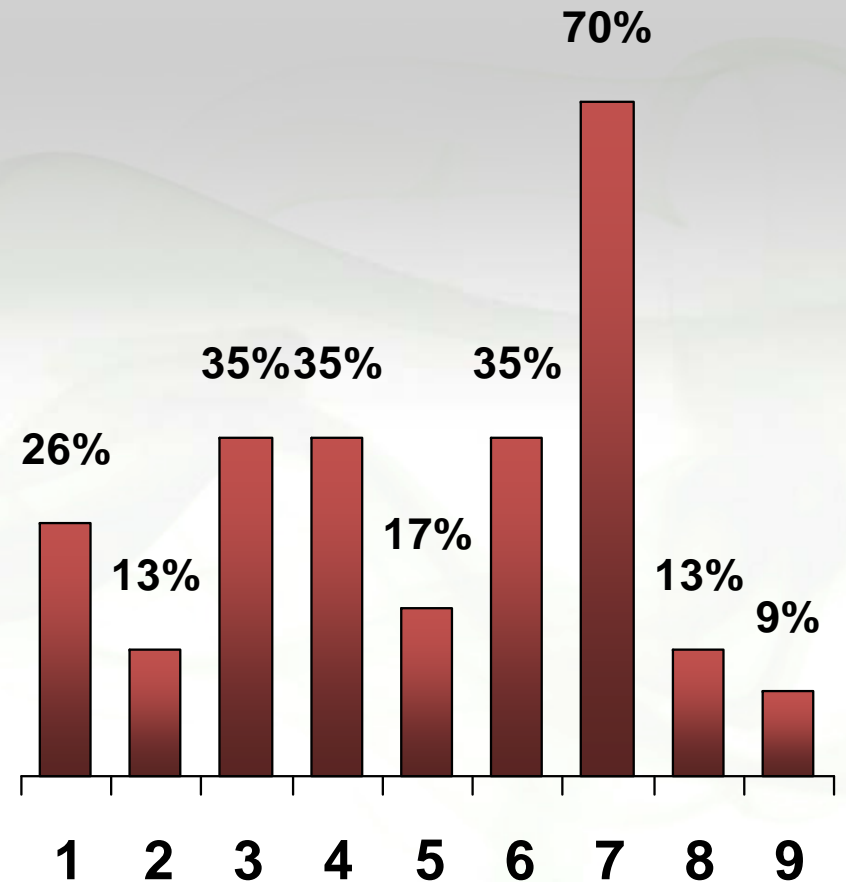
- 1. 1 Low
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9 High



# Q21 - Improvements to the image and appearance of Downtown could best be achieved by the following: (Choose 3)



1. Street trees and lighting (streetscape)
2. Signage
3. Facades
4. Landscaping
5. Parking Lot Improvements
6. New Development
7. Rehab/Reuse of Existing Buildings
8. Infrastructure repair (sidewalks, streets, alleys)
9. Other



3000  
9

3004  
5

## Q22 – Overall, Downtown Lombard is . . .

1. Staying the same



2. Changing for the better



3. Changing for the worse



## Q23 - Business in Downtown Lombard is . . .

1. Staying the same



2. Changing for the better



3. Changing for the worse



**Q24 - Do you think you and/or your business will still be located in Downtown Lombard in the next 3 years?**



1. Yes



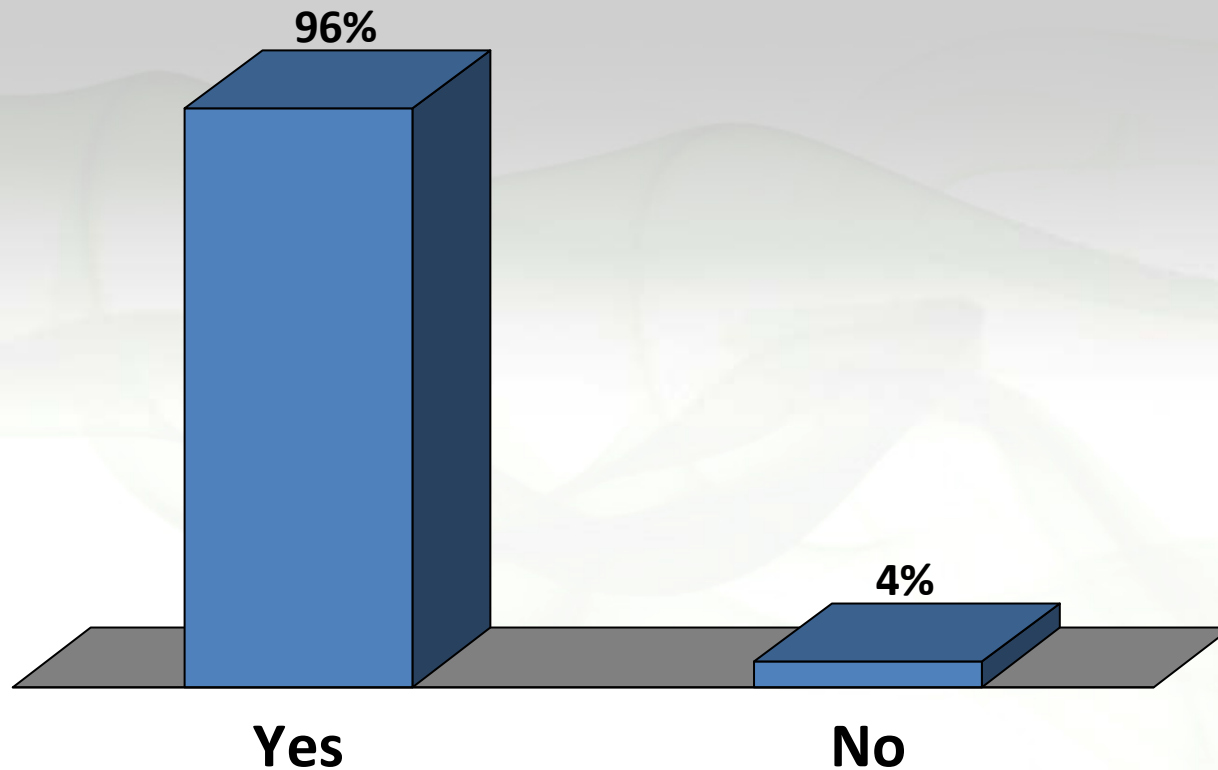
2. No



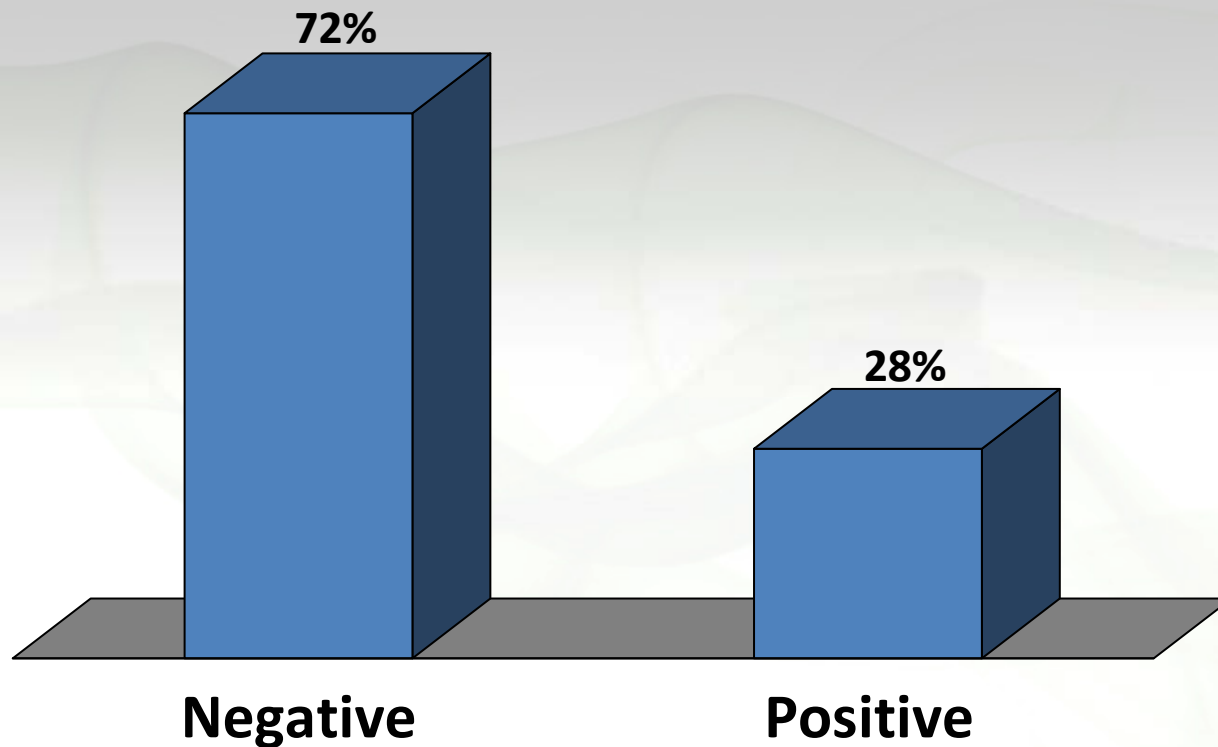
3. Unsure at this time



# Quick Poll 3 - I would like to be located in Downtown Lombard in 2 years?



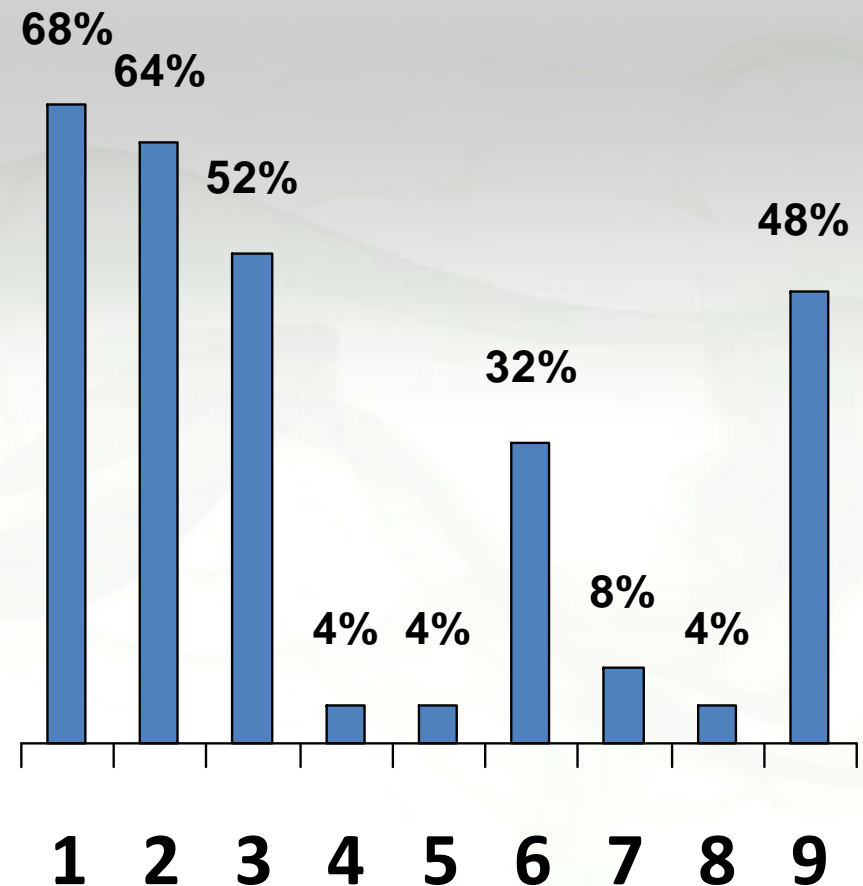
# Quick Poll 4 - If leaving Downtown Lombard, it is for a negative or positive reason?



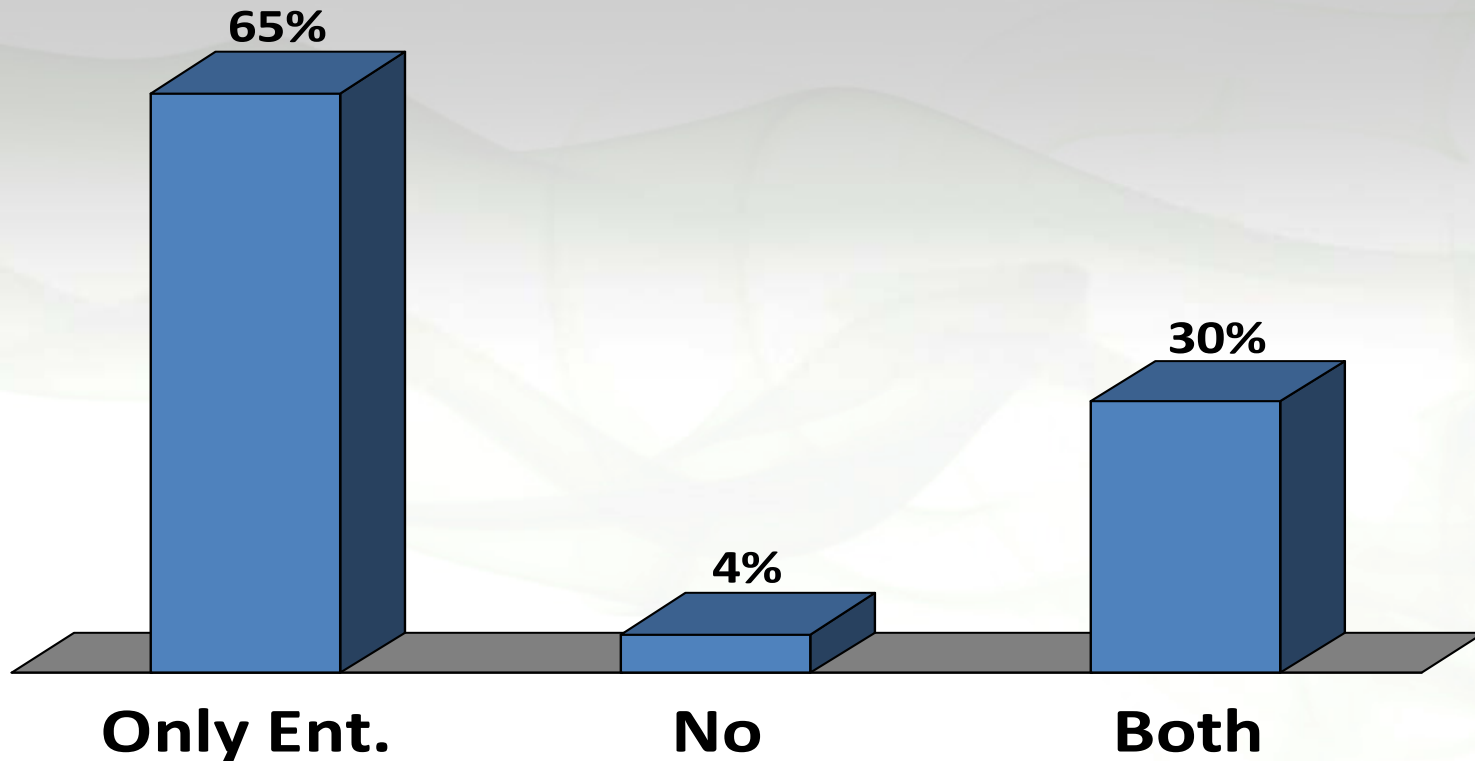
# Q25 - What attributes of a downtown are absent or need to be improved in Downtown Lombard? (Choose up to 3)



1. Shopping
2. Dining
3. Pedestrian environment
4. Streetscape (Street Trees & Lights)
5. Parks/Open space
6. Parking
7. Access
8. Residential uses
9. Special Events/Festivals



# Quick Poll 5 - Related to Q25, when selecting 'special events/festivals' does this include Entertainment?



# Q26 - Please rate the Village's responsiveness to business owners issues and concerns. (1 thru 9)

1. 1 Low

2. 2

3. 3

4. 4

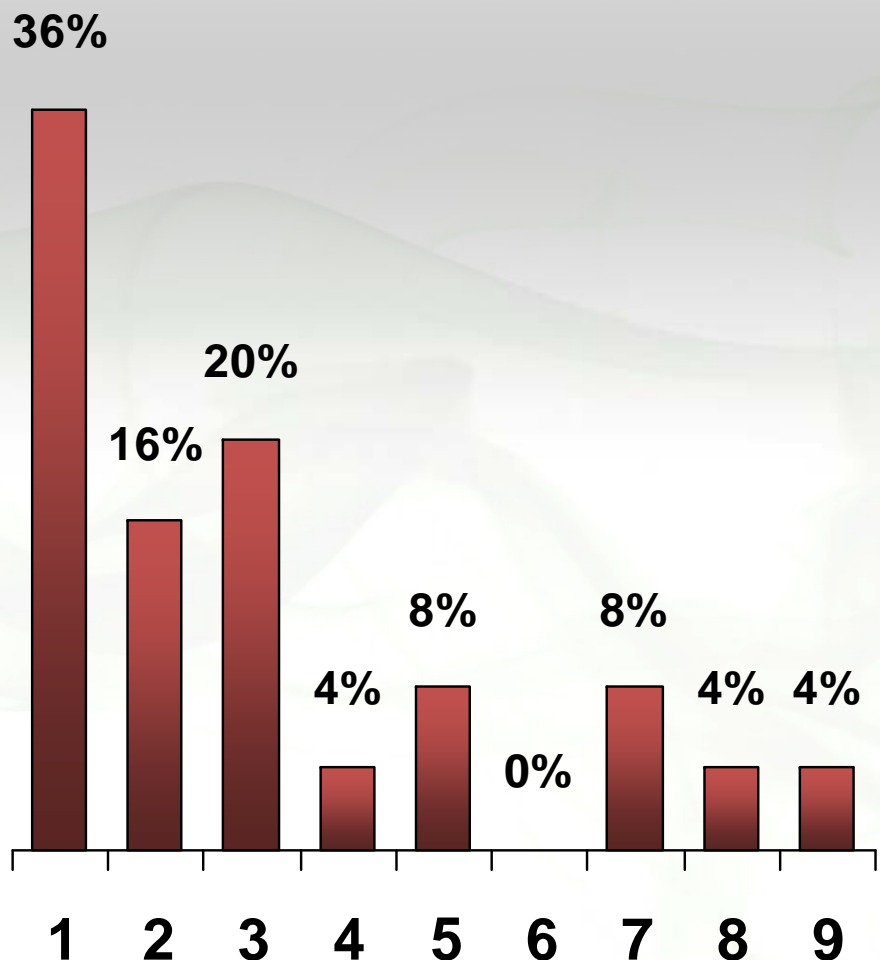
5. 5

6. 6

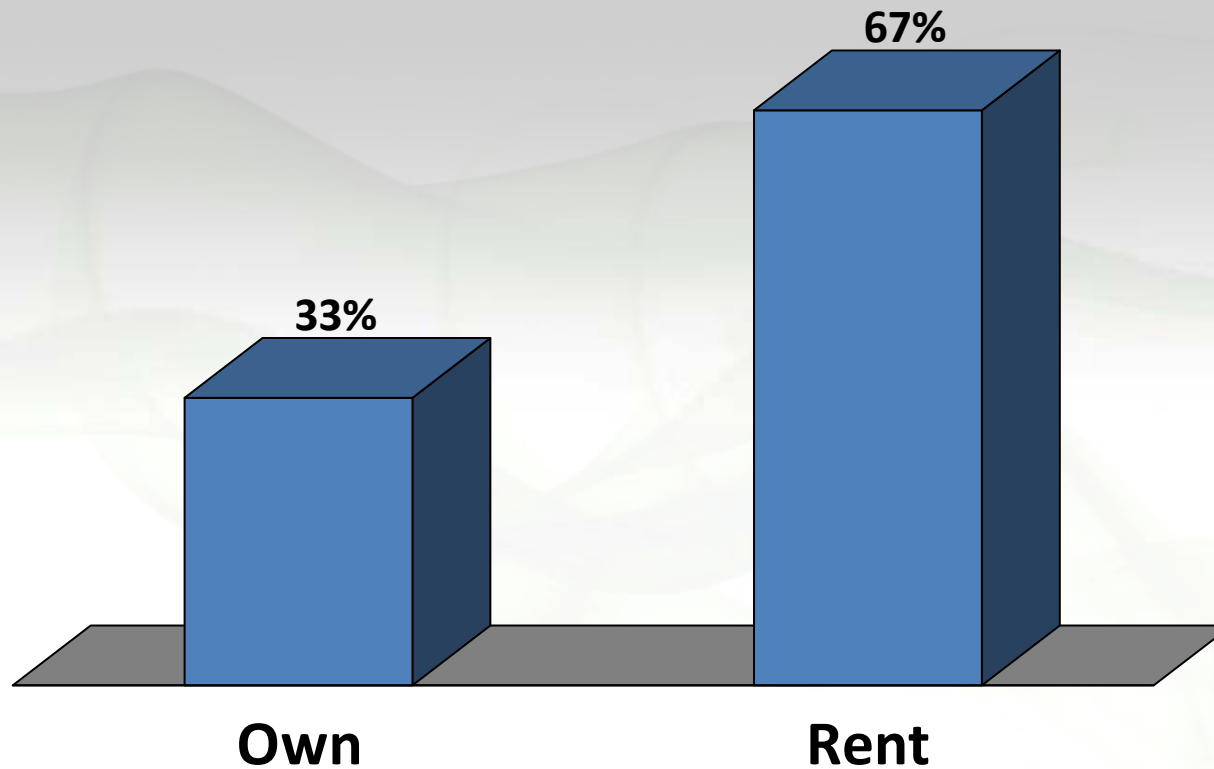
7. 7

8. 8

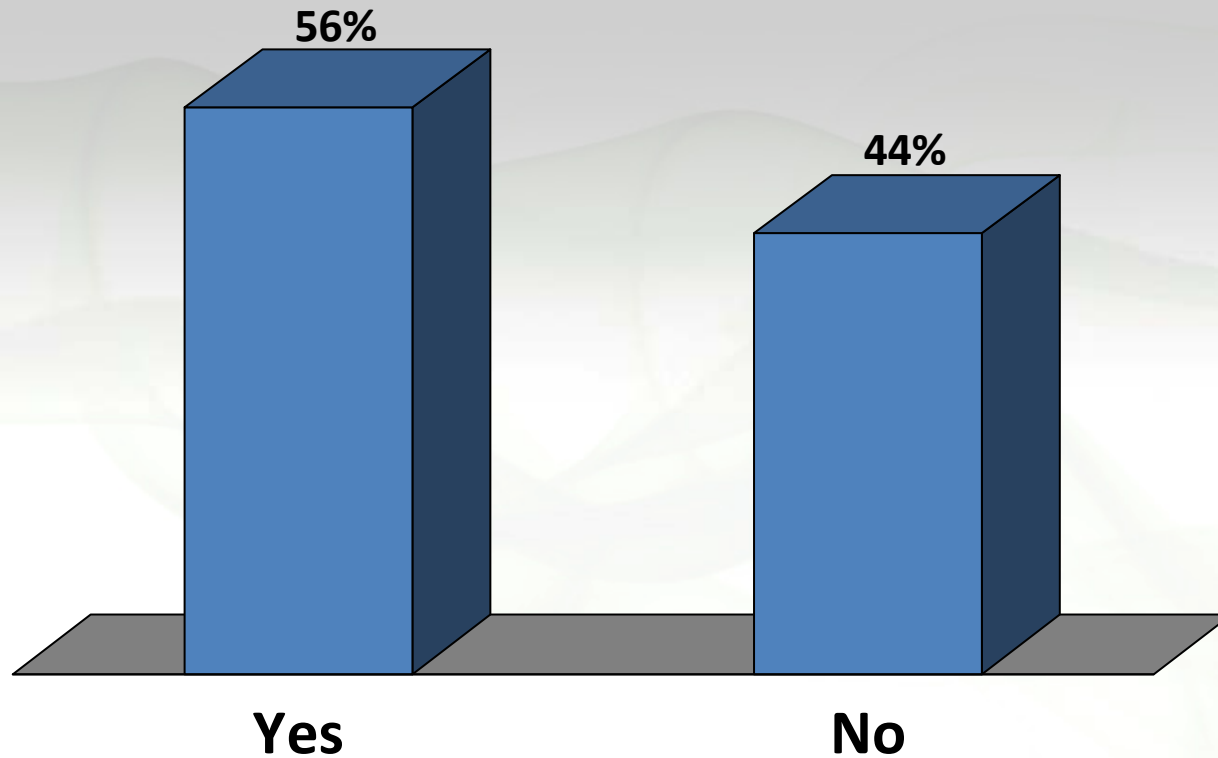
9. 9 High



# Quick Poll 6 - Do you own or rent your business location?

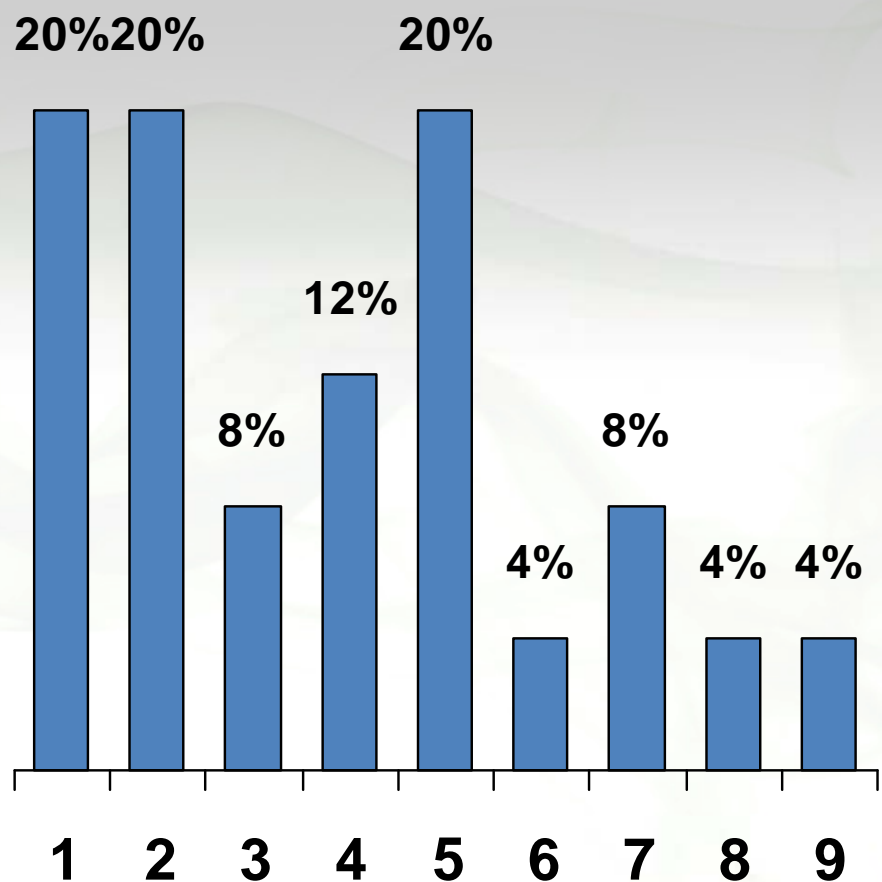


# Quick Poll 7 - If you rent, is the landlord properly maintaining the property?

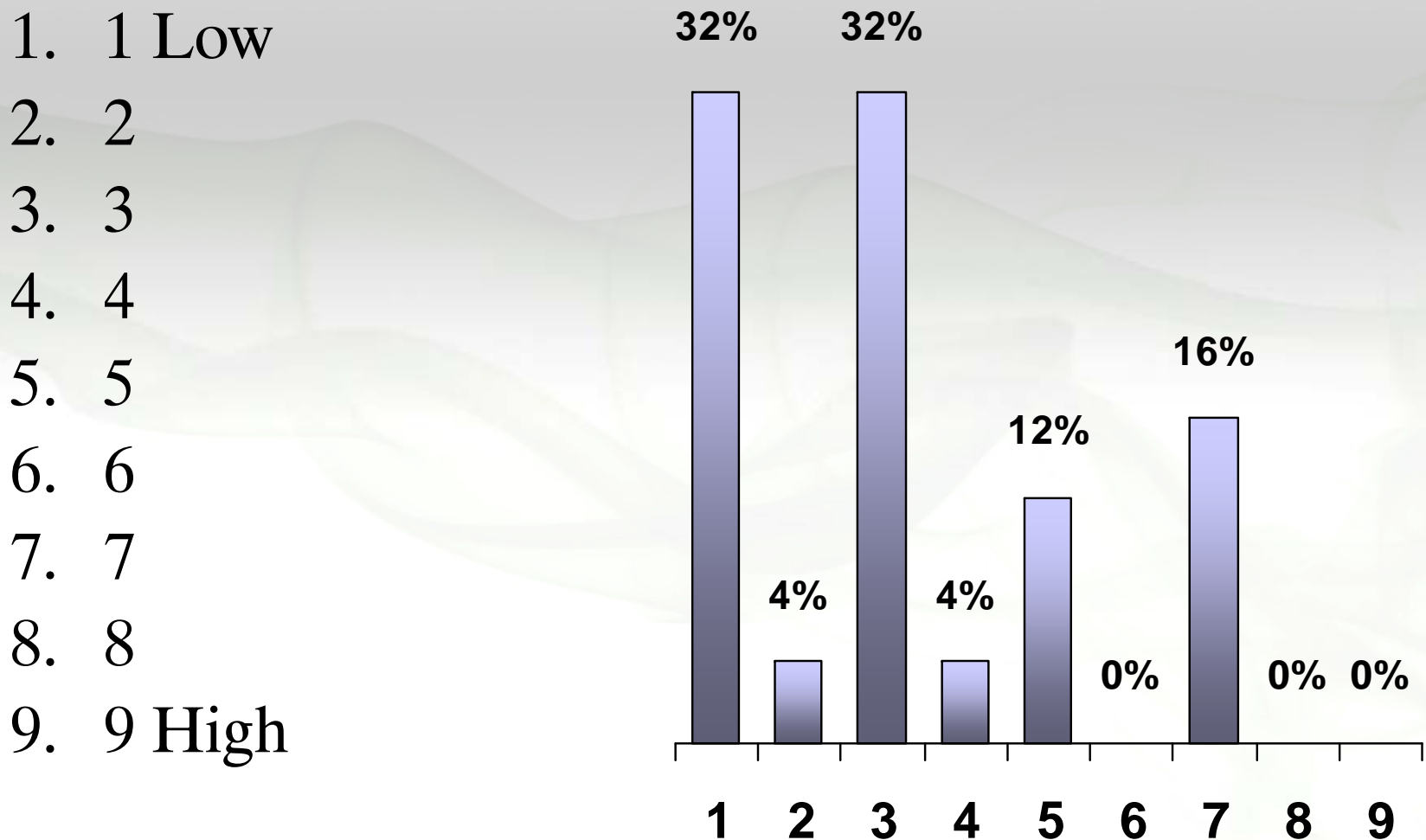


# Q27 - Please rate the quality of communication by the Village with business owners. (1 thru 9)

- 1. 1 Low
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9 High

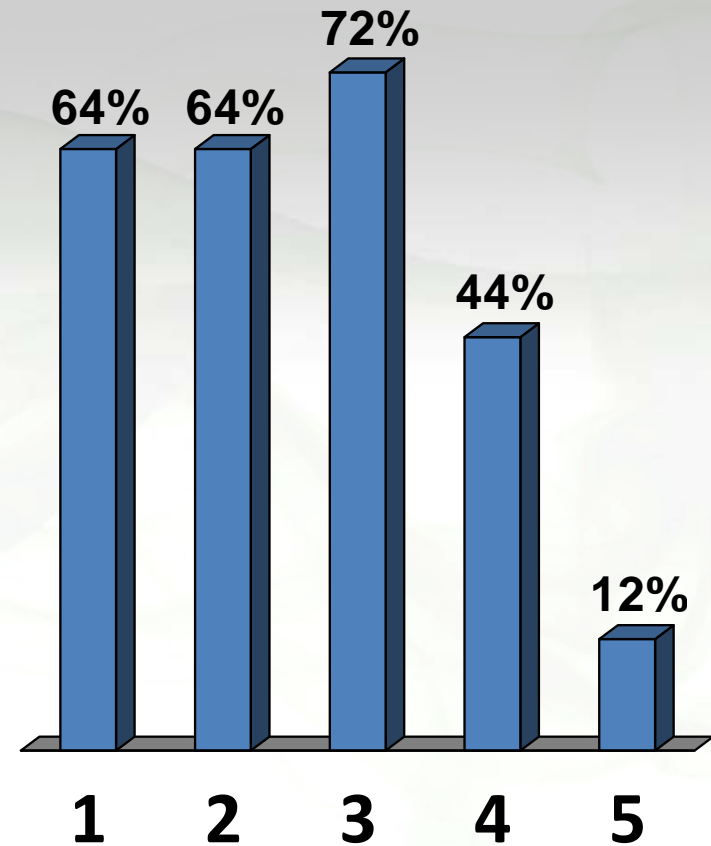


# Q28 - How have Downtown promotional efforts affected your business? (1=Lowest impact, 9=Highest impact)



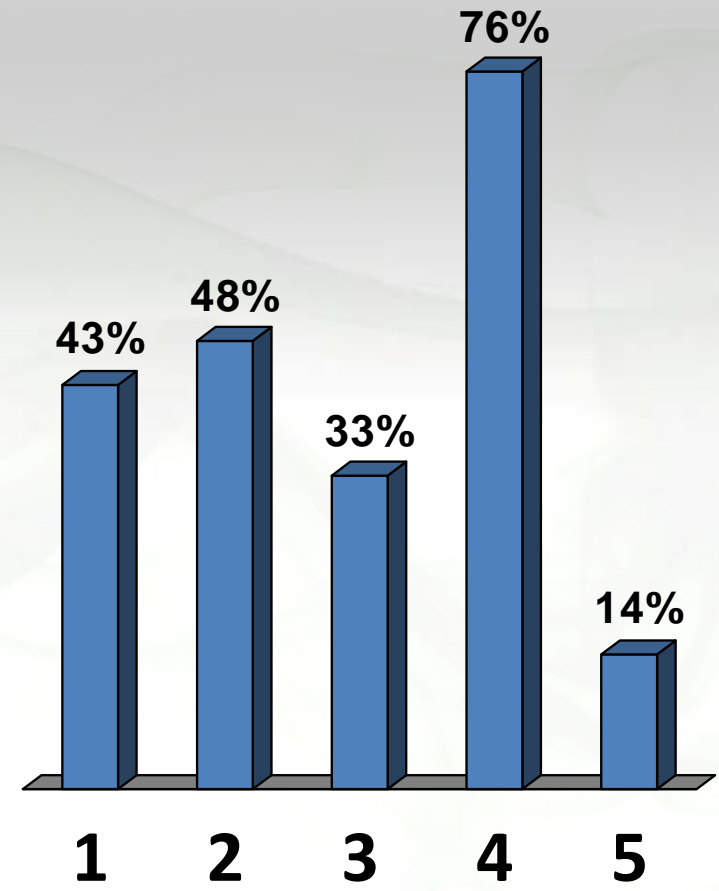
# Q29 - Do you feel that any of the following are in need of improvement or modification? (Choose up to 3)

- 1. Zoning ordinance
- 2. Sign ordinance
- 3. Permit Process
- 4. Code enforcement
- 5. Other



# Q30 - Please indicate your familiarity with the following. (Choose up to 3)

- 1. Downtown Improvement and Renovation Grant Program
- 2. Downtown Restaurant Forgivable Loan Program
- 3. Downtown Retail Business Grant
- 4. Lombard Town Centre
- 5. I am not familiar with any of these



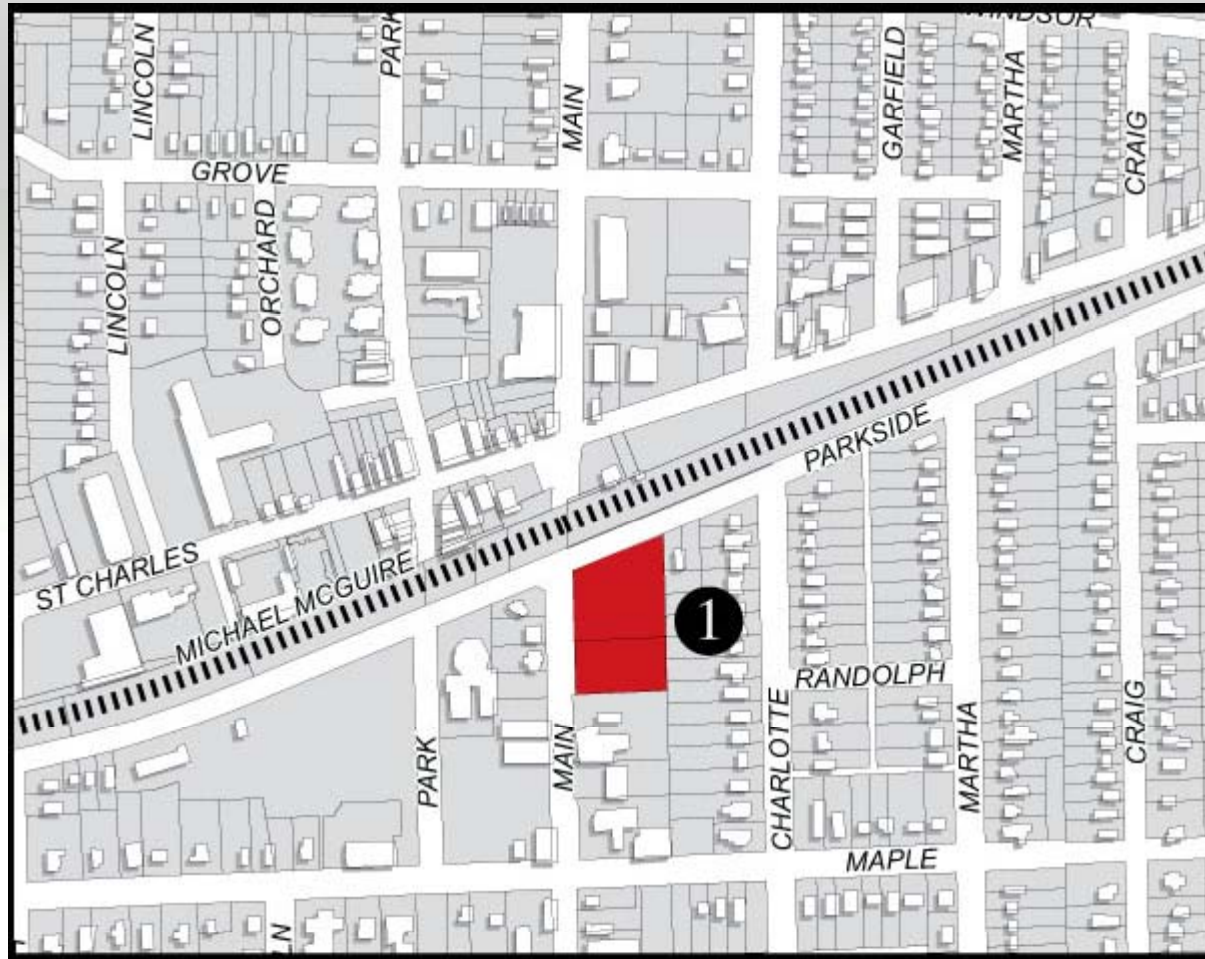
3000 4      3003 4      3003 5      3004 6

# **Development of Municipal Owned Property**

**There are two key sites within the Downtown area that are owned by the Village.**

**The remaining questions pertain specifically to those sites.**

# **SITE #1 – 101 S. Main Former DuPage Theatre Property**

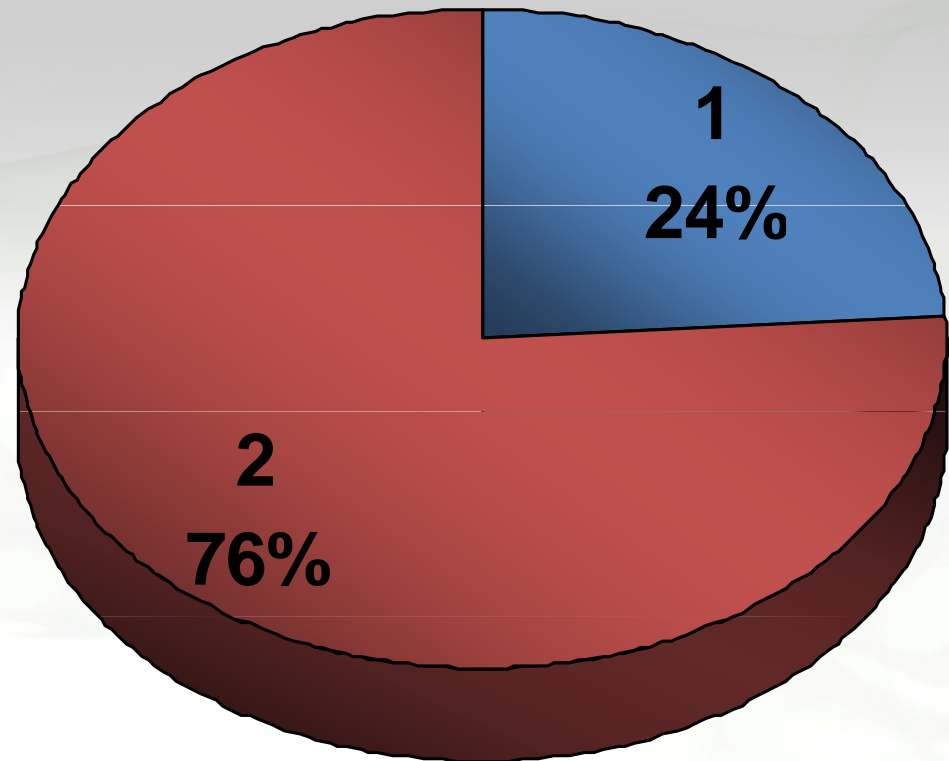


**Lombard Downtown Vision**

# Q31 - Should the former DuPage Theatre property be developed as a single use or a mix of uses?

1

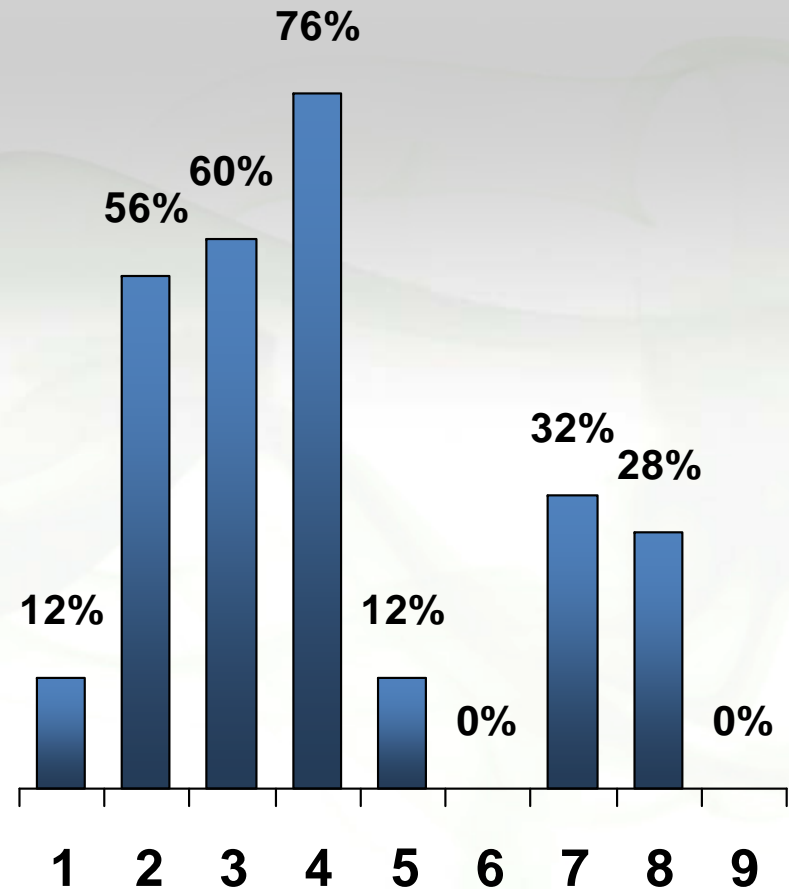
1. Single Use
2. Mix of Uses



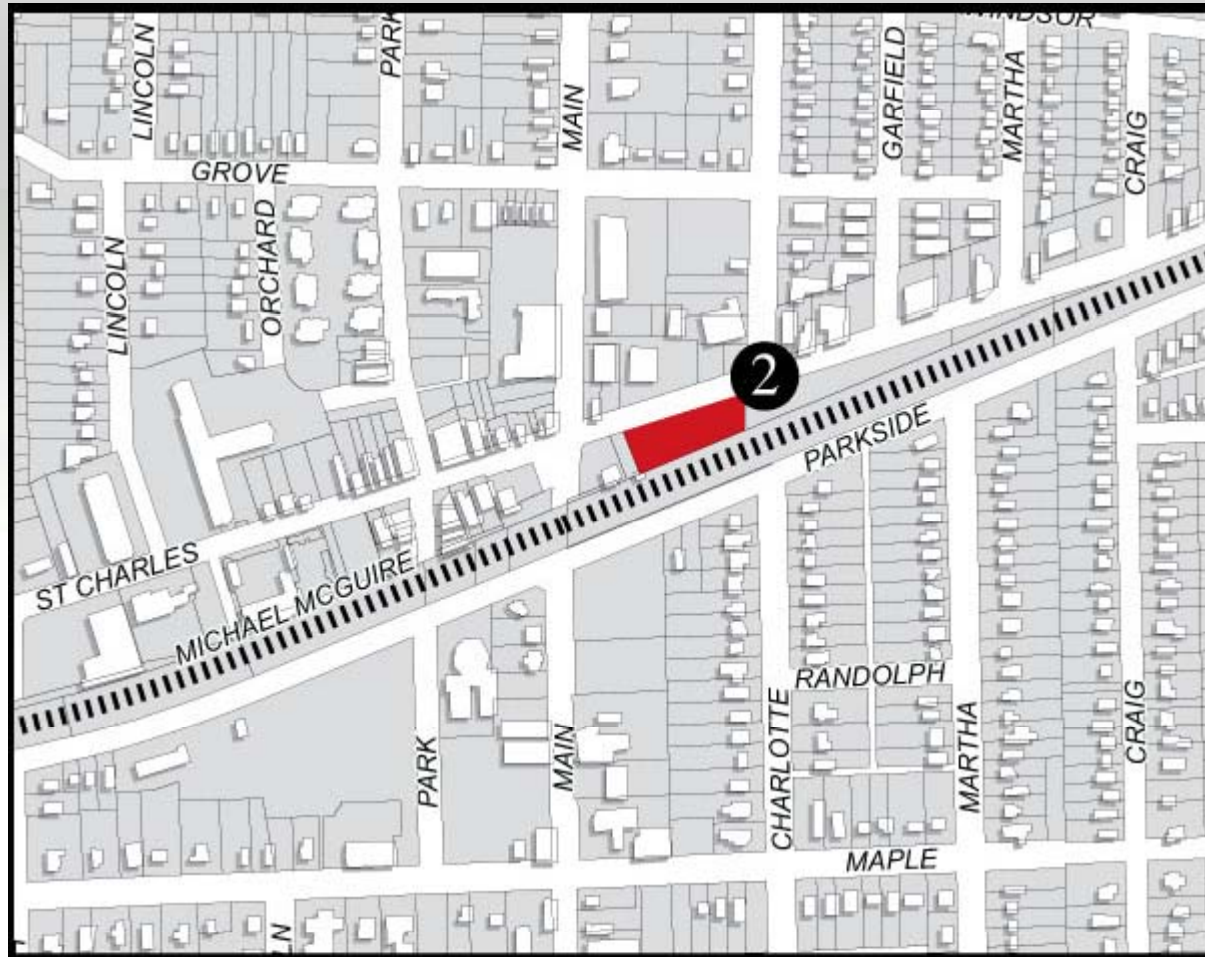
# Q32 - What uses/development do you think would be appropriate for the former DuPage Theatre property? (Choose up to three)



1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use/Government facility
8. Public Parking
9. Other



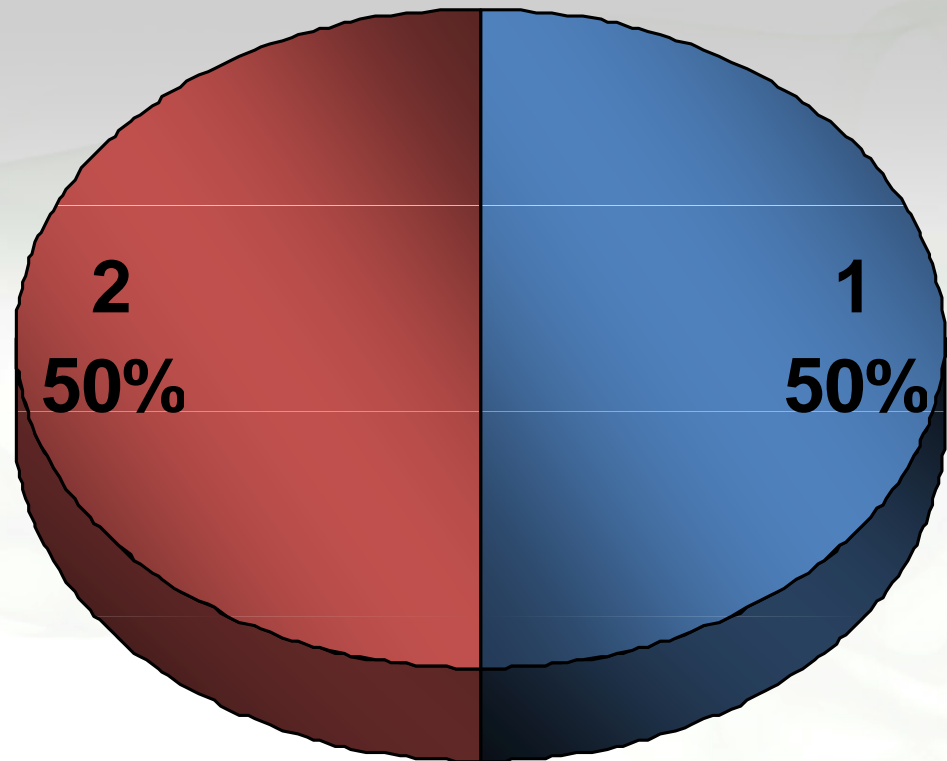
# SITE #2 – Hammerschmidt Property



**Lombard Downtown Vision**

# Q33 - Should the Hammerschmidt property be developed as a single use or a mix of uses?

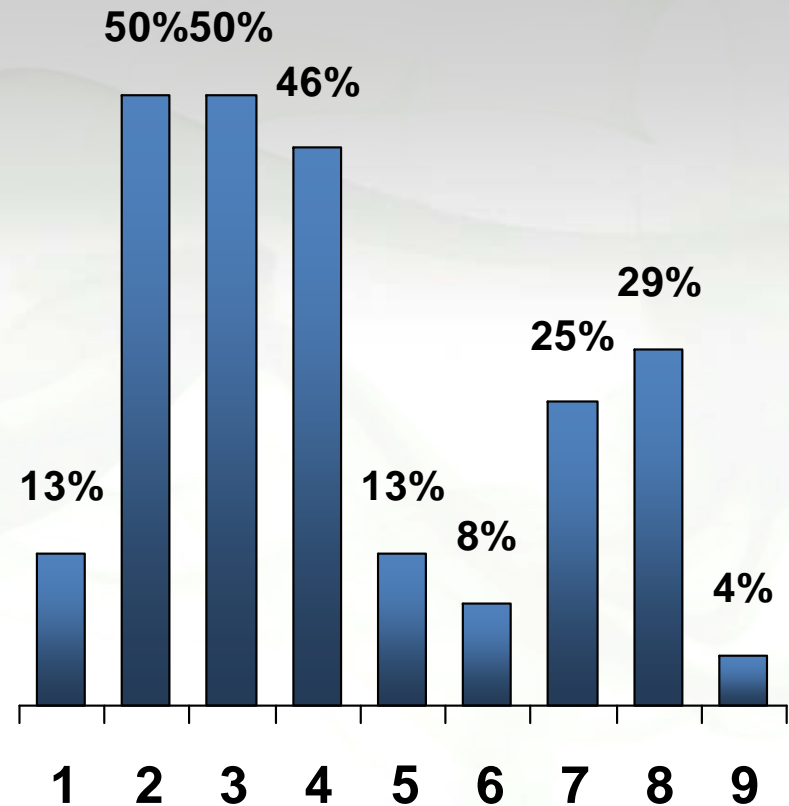
- 1. Single Use
- 2. Mix of Uses



# Q34 - What uses/development do you think would be appropriate for the Hammerschmidt property? (Choose up to 3)



1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use/Government facility
8. Public Parking
9. Other



3003  
5

# **Community Workshop**

February 2, 2009

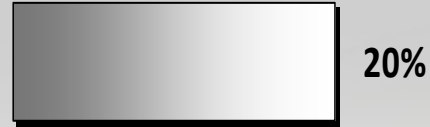
## **Lombard Downtown Vision**

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# Q1 - Where do you live? (Choose 1)



1. Downtown



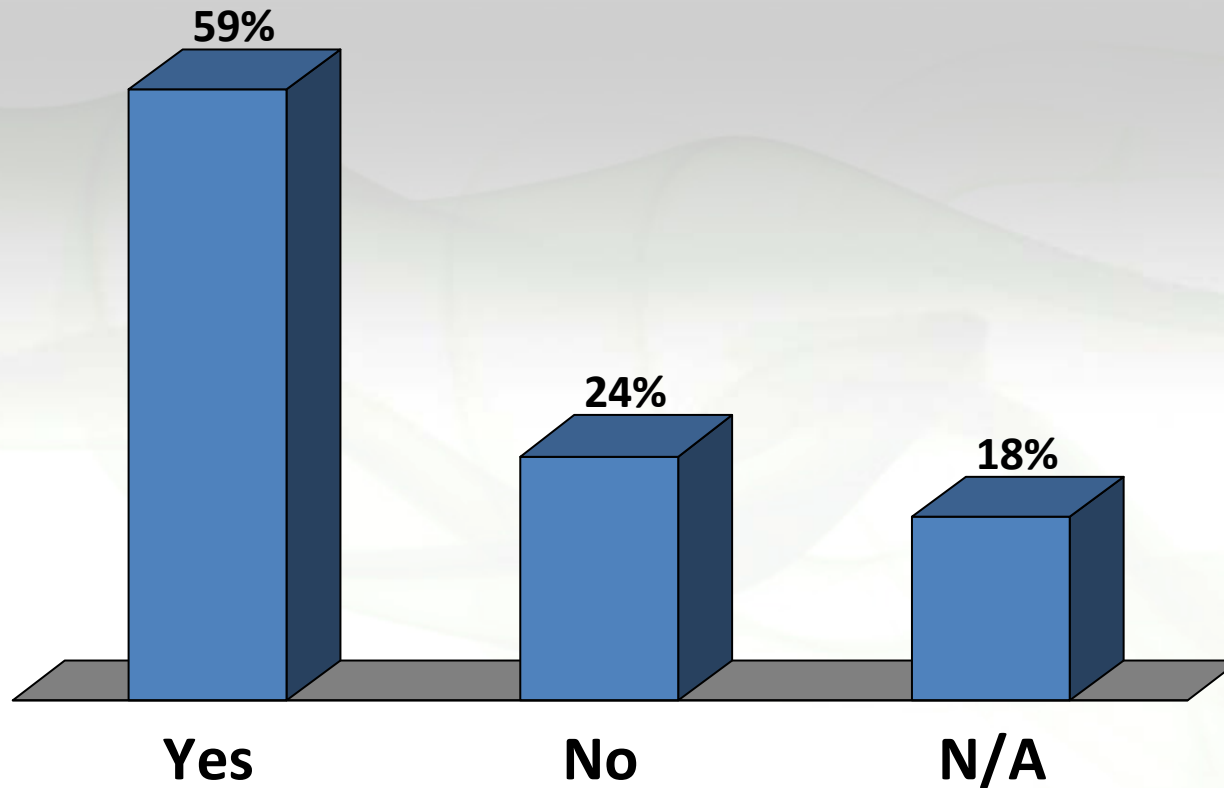
2. Near the Downtown



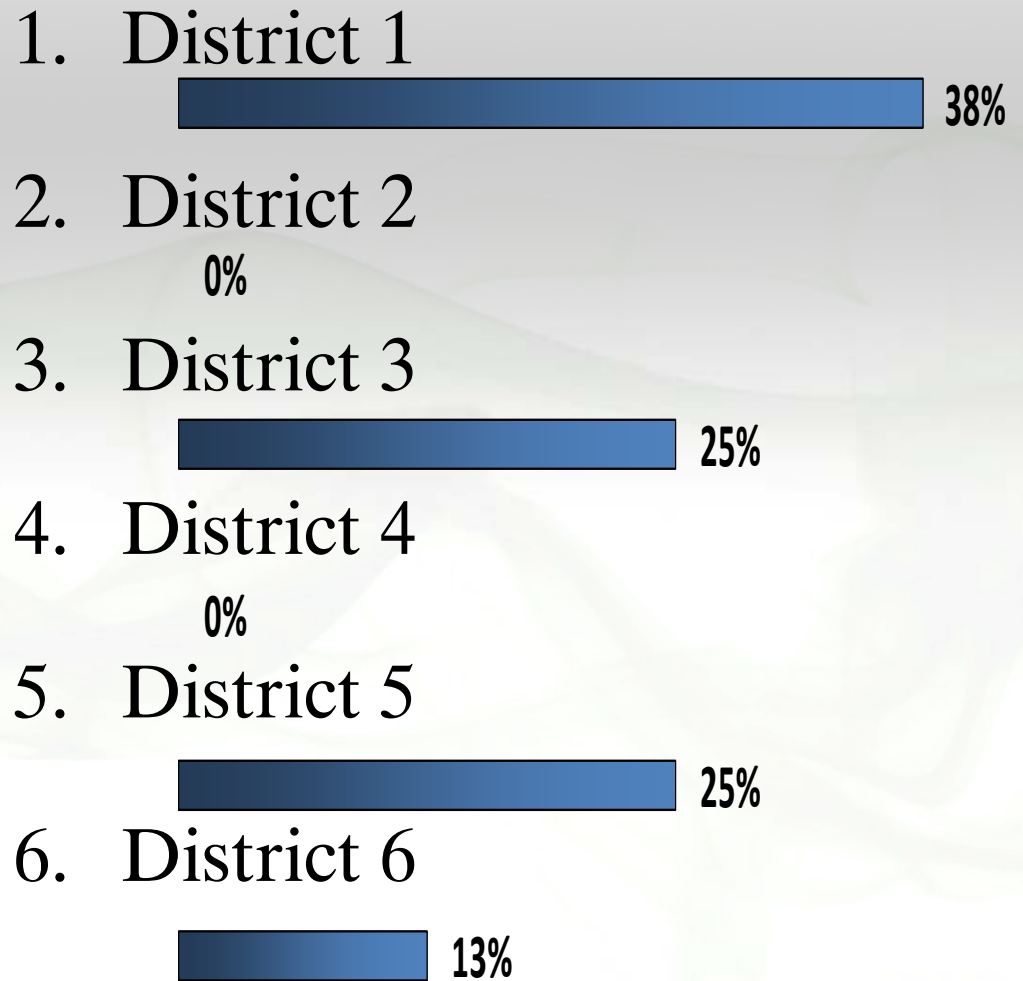
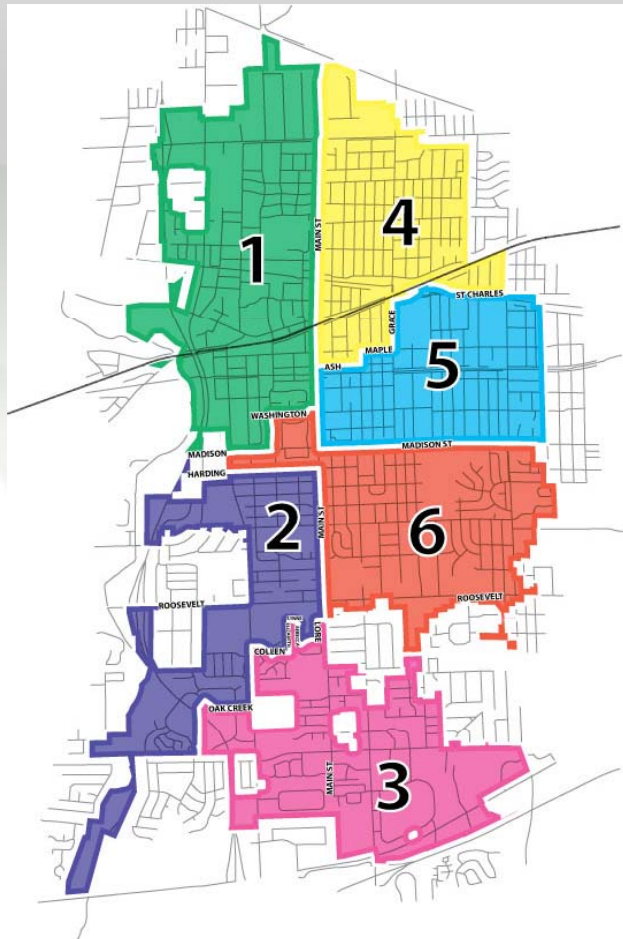
3. Outside of Downtown



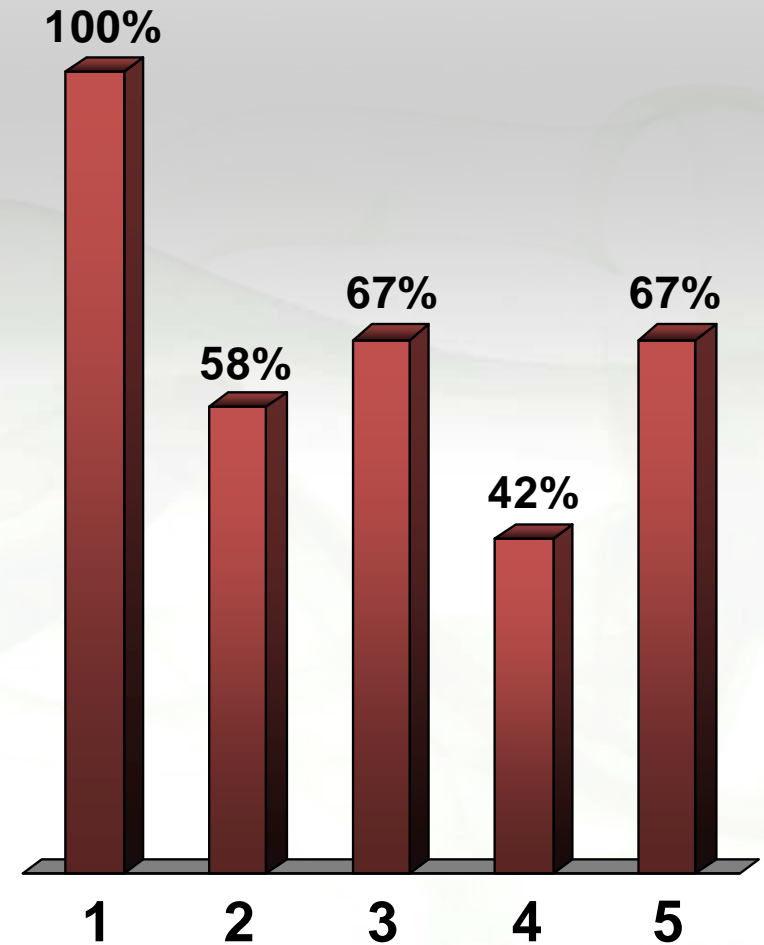
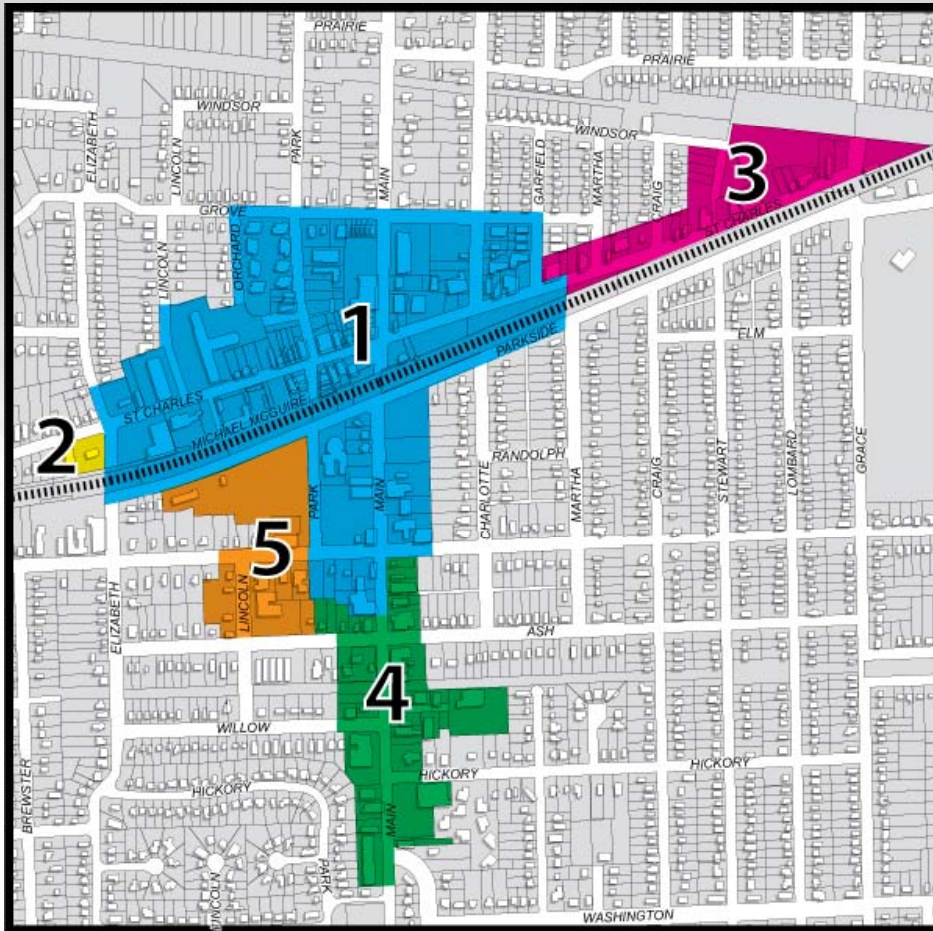
# Quick Poll 1 - Would you ever consider moving to Downtown Lombard?



# Q2 – Please indicate the District in which you currently reside.

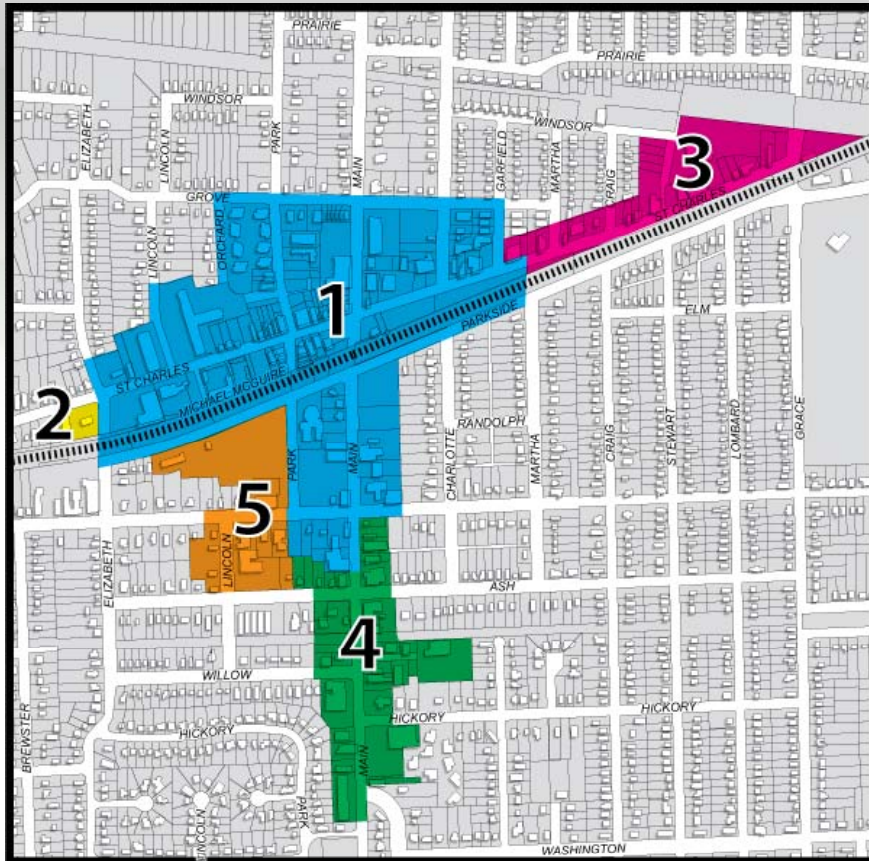


# Q3 - Which of the areas do you consider to be part of Downtown Lombard? (Choose all that apply)

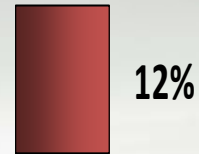


## Lombard Downtown Vision

# Q4 – Do you consider the areas immediately east of Area 3 and west of Area 2 do be part of Downtown Lombard?



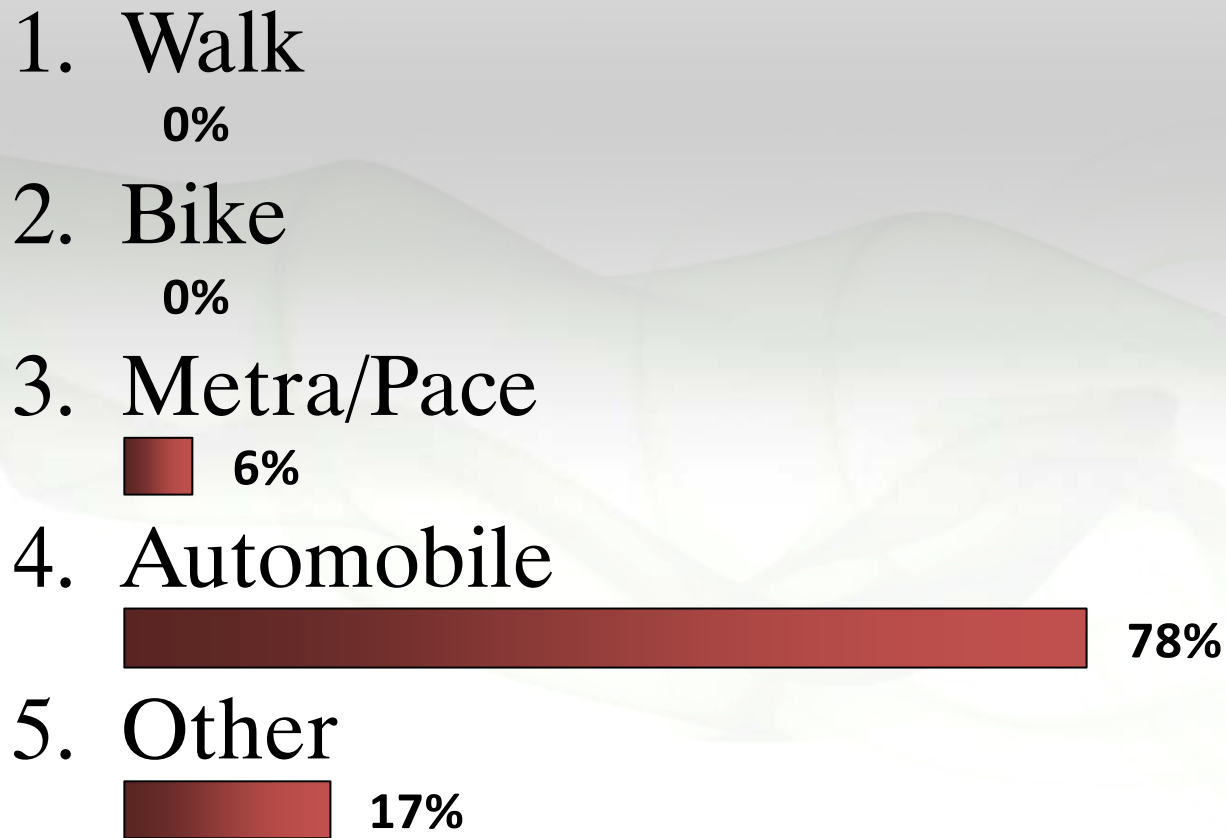
1. Yes



2. No



# Q5 – What is your primary mode of transportation to work?





## **Q6 – In order of frequency, what are your top 3 dining locations?**

1. Downtown Lombard
2. Roosevelt Road Corridor
3. Butterfield Road Corridor
4. Oakbrook Center/Oak Brook
5. Yorktown Mall
6. Other Suburban Downtowns
7. Chicago Other

## Q6 – Dining Ranking Results

Times Sel.	Item
9	5. Yorktown Mall
8	2. Roosevelt Road Corridor
7	1. Downtown Lombard
7	6. Other Suburban Downtowns
5	3. Butterfield Road Corridor
4	4. Oakbrook Center/Oak Brook
4	7. Chicago Other



## **Q7 – In order of frequency, what are your top 3 shopping locations for goods and services?**

1. Downtown Lombard
2. Roosevelt Road Corridor
3. Butterfield Road Corridor
4. Oakbrook Center/Oak Brook
5. Yorktown Mall
6. Other Suburban Downtowns
7. Chicago Other

## Q7 – Shopping Desination Ranking Results

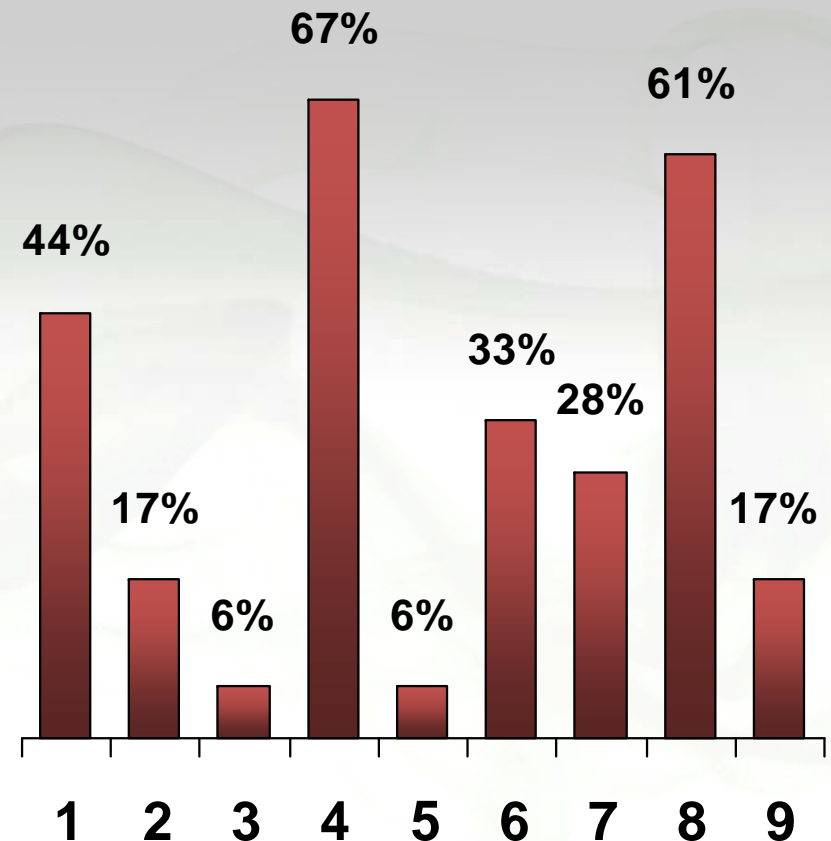
Top Choice

Item

12	5. Yorktown Mall
3	4. Oakbrook Center/Oak Brook
1	2. Roosevelt Road Corridor
1	3. Butterfield Road Corridor
1	6. Other Suburban Downtowns
0	1. Downtown Lombard
0	7. Chicago Other

## Q8 - What are the biggest issues and challenges facing Downtown Lombard? (Choose 3)

1. Parking
2. Circulation and access
3. Commuter/Transit
4. Retail and dining
5. Residential
6. Image and appearance
7. New development
8. Vacant/Underutilized sites
9. Other

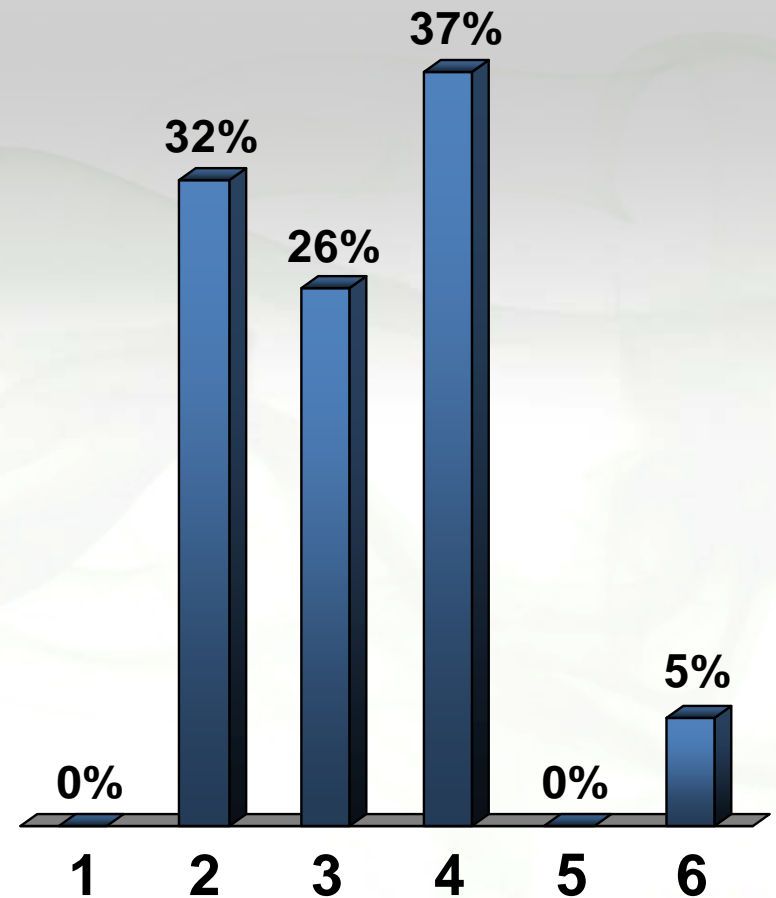


# **Parking & Circulation**

**Lombard Downtown Vision**

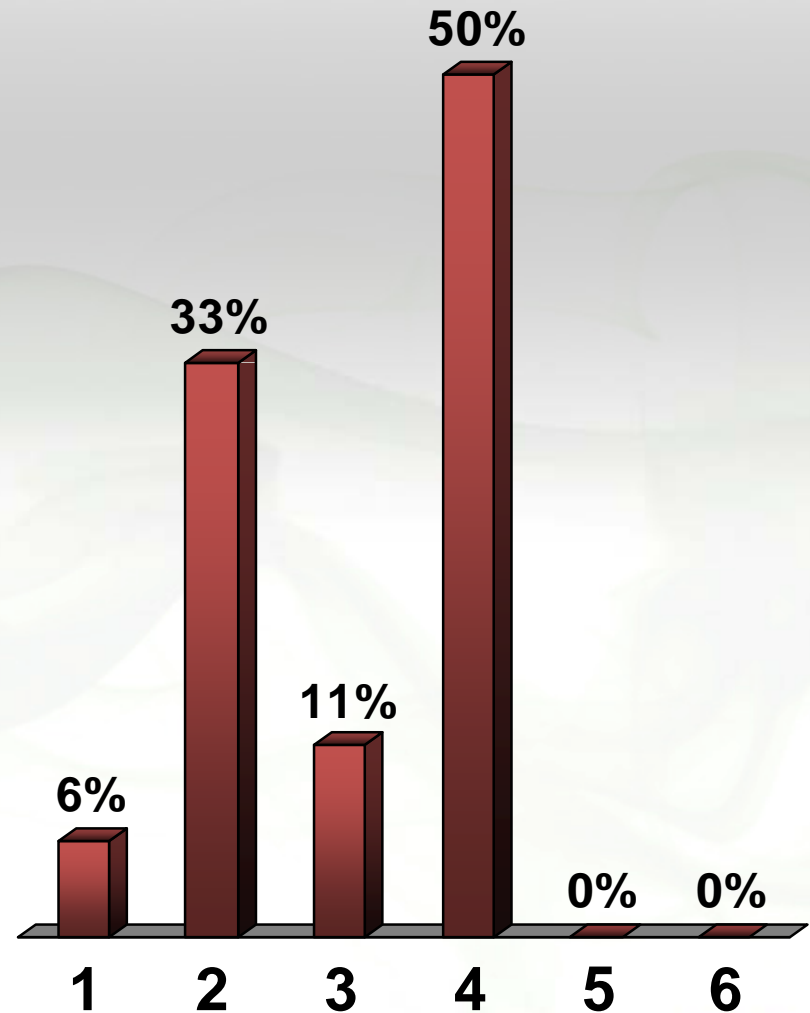
## Q9 - I think retail and business parking is an issue in Downtown because . . .

1. Too much parking
2. Not enough parking
3. Parking is poorly located
4. Parking is not an issue
5. Enforcement
6. Other



## Q10 - I think commuter parking is an issue in Downtown because . . .

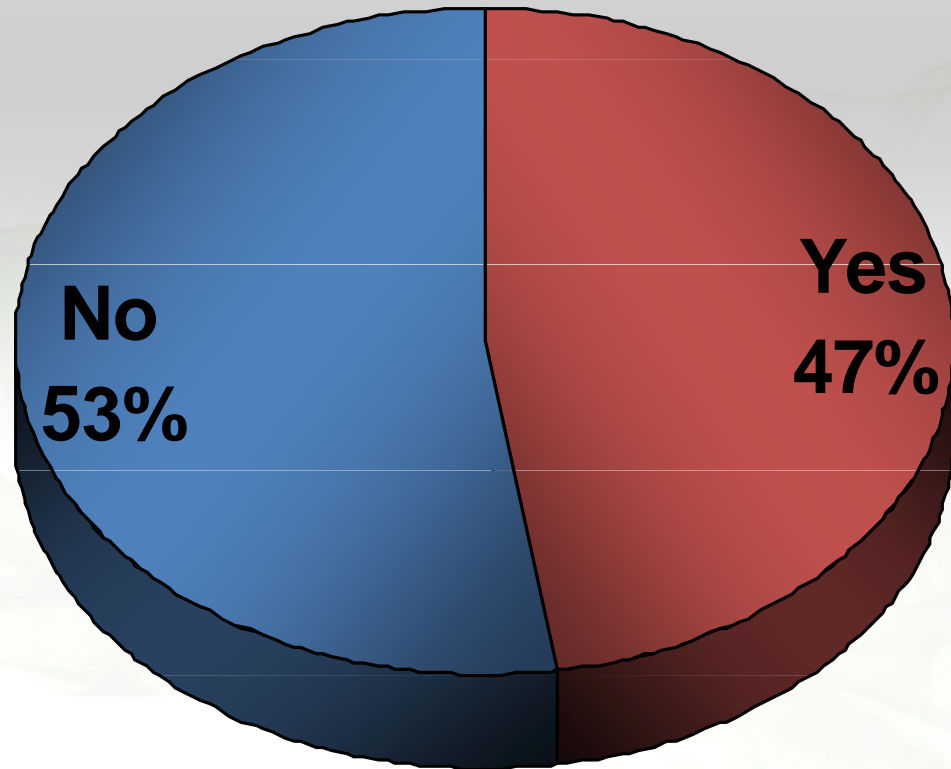
1. Too much parking
2. Not enough parking
3. Parking is poorly located
4. Parking is not an issue
5. Enforcement
6. Other



# Q11 - Is overall circulation and access a problem in Downtown?

1

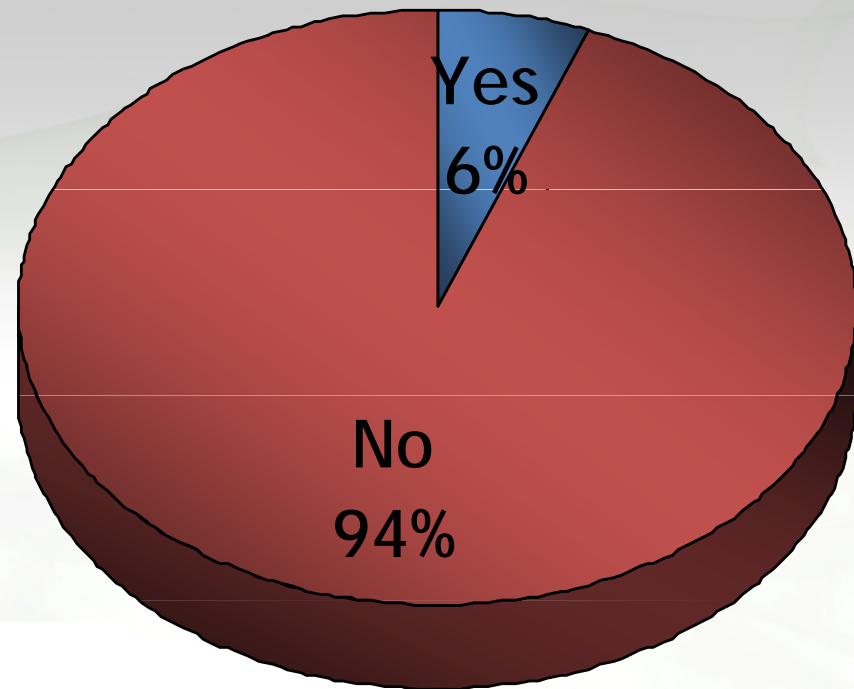
- 1. Yes
- 2. No



## **Uses in Downtown**

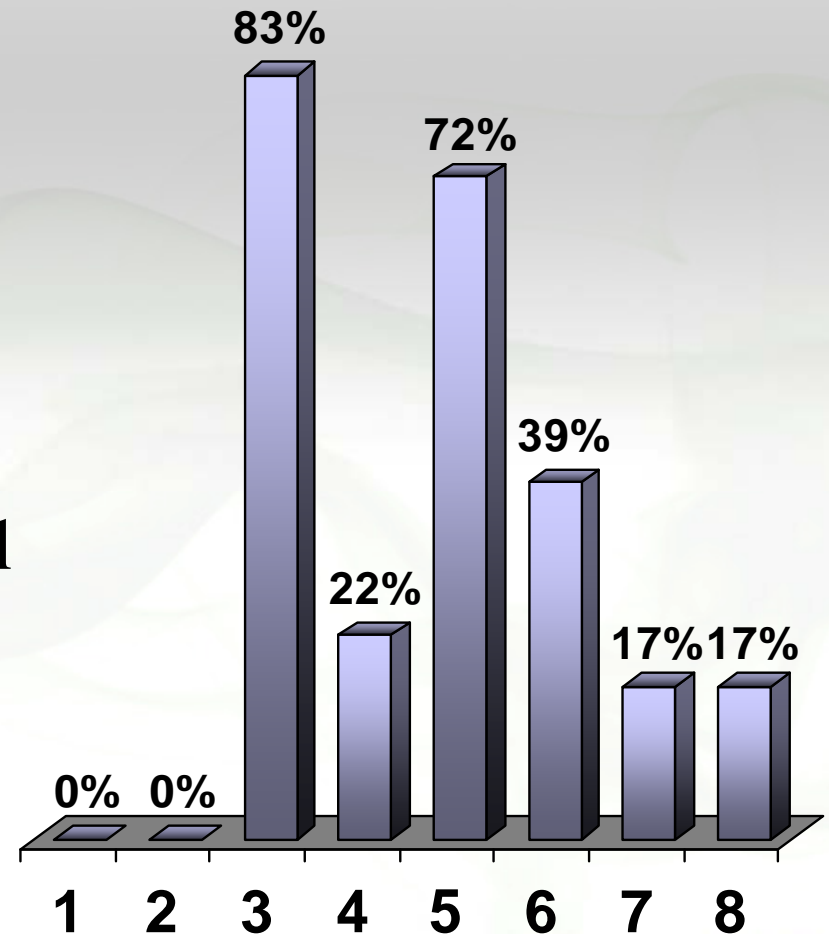
# Q12 - The current mix of uses in Downtown is appropriate?

- 1. Yes
- 2. No



## Q13 - Regarding retail uses, choose up to three statements that you agree with.

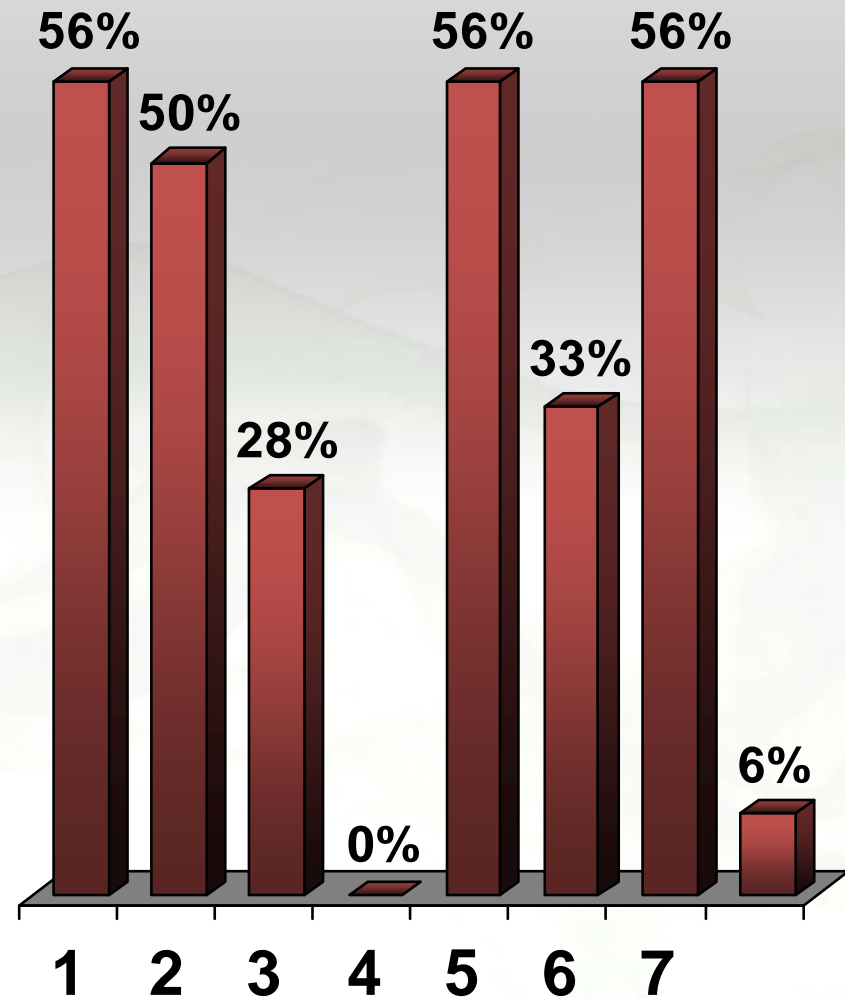
1. No issues / appropriate amount of retail
2. Too much retail
3. Not enough variety
4. Stores close too early
5. Need for higher quality
6. Inadequate parking for retail
7. Retail is poorly located
8. Other



# Q14 - What retail uses do you feel are under represented or missing in the Downtown? (Choose up to 3)



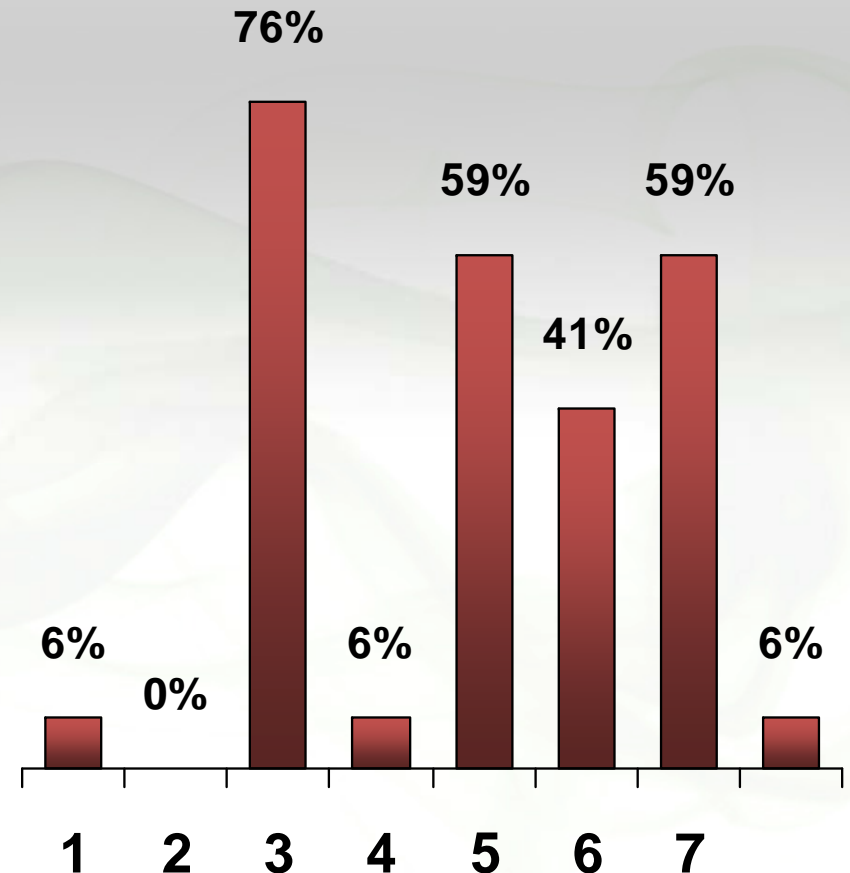
1. Clothing Apparel
2. Hardware
3. Housewares
4. Convenience
5. Grocery
6. Gift / Boutique
7. Bookstore
8. Other



# Q15- Regarding restaurants/entertainment and special events, choose up to three statements that you agree with.



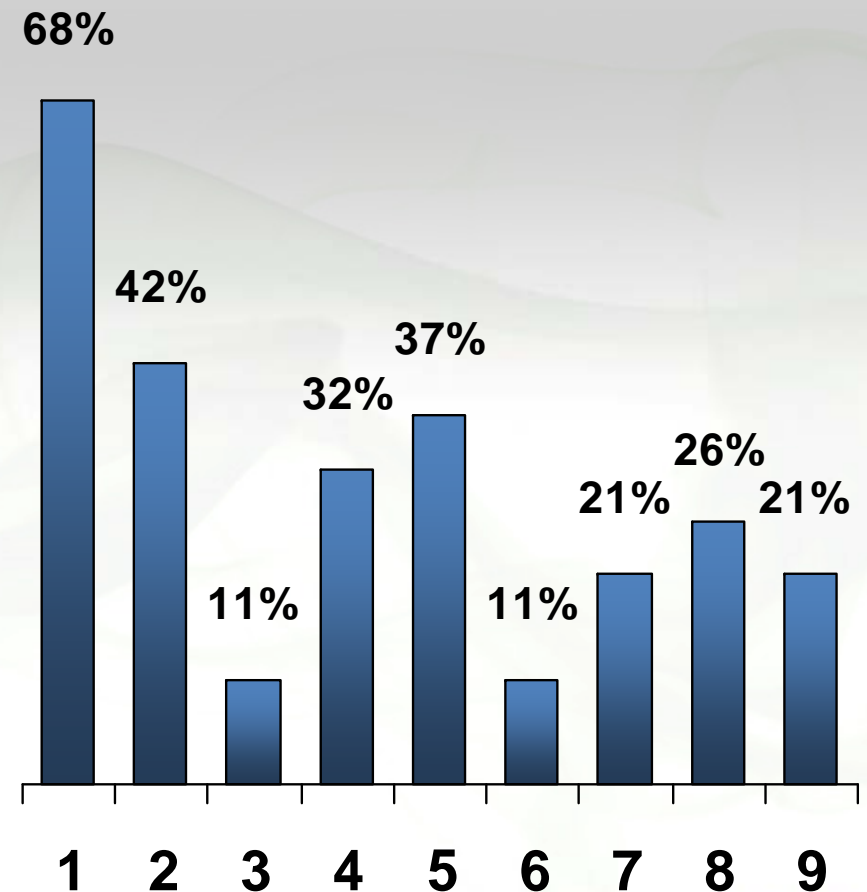
1. No issues / appropriate amount
2. Too many restaurants/venues
3. Not enough variety
4. Close too early
5. Need for higher quality
6. Inadequate parking
7. Poorly located/operated
8. Other



# Q16 - What restaurant/entertainment uses do you feel are underrepresented or missing in the Downtown? (Choose up to 3)



1. Theatre
2. Brewpub/Tavern
3. Coffee Shop
4. Family/Casual restaurant
5. Upscale restaurant
6. Health club
7. Fast-food/Carry-out
8. Special Events/Activities
9. Other



**Q17 - As it relates to new retail/restaurant/entertainment uses, which of the following do you feel would be best for the Downtown environment?**

1. National/Regional chains



2. Local independent

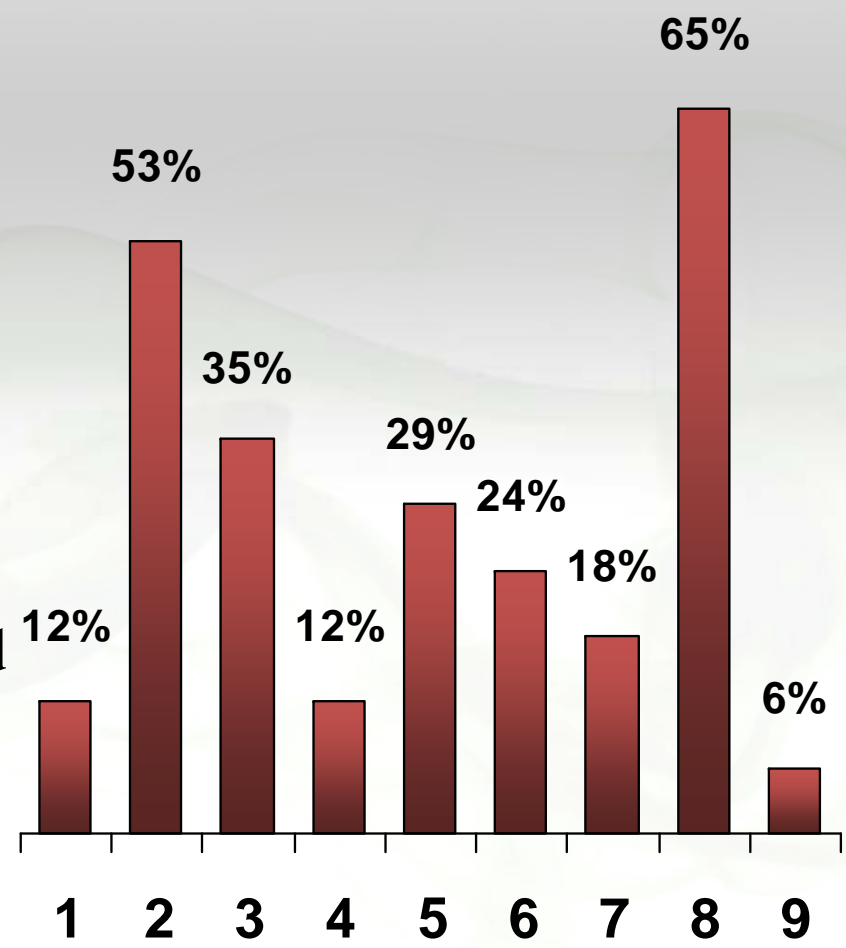


3. No Preference



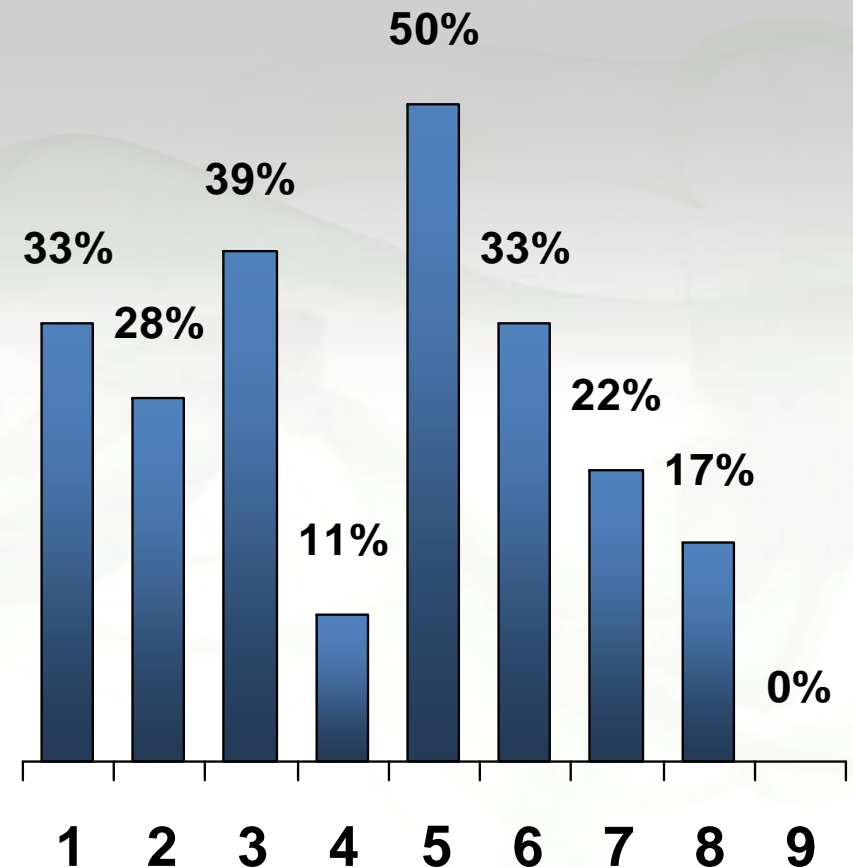
# Q18 - Regarding office and service uses, choose up to three statements that you agree with.

- 1. No issues / appropriate amount of office and services
- 2. Too much office and services
- 3. Not enough variety
- 4. Services/offices close too early
- 5. Need for higher quality
- 6. Inadequate parking for office and service
- 7. Office and service are poorly located
- 8. Office should not be located on the ground floor
- 9. Other



## Q19 - Regarding residential uses, choose up to three statements that you agree with.

1. No issues / appropriate amount of residential
2. Too much residential
3. Not enough housing types
4. A need for higher quality
5. A need for senior housing
6. A need for more affordable housing
7. Inadequate parking for residential
8. Residential is poorly located
9. Other



# **Downtown Business Climate**

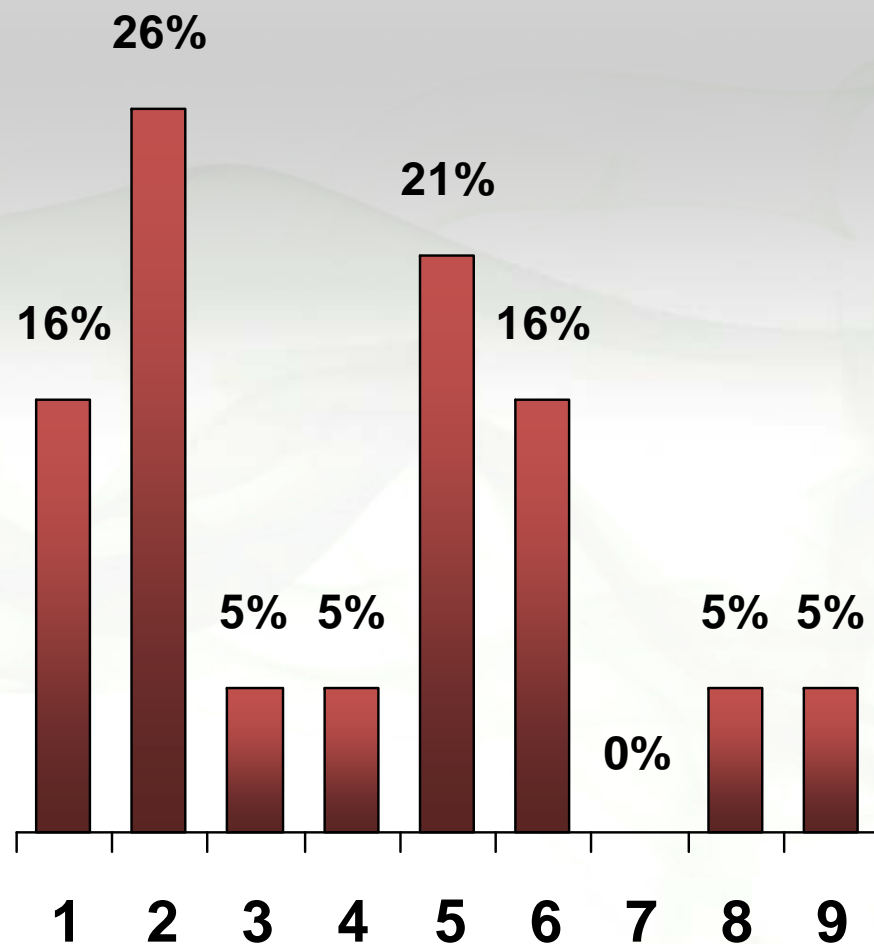
**Lombard Downtown Vision**

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# Q20 - How would you rate the overall appearance of Downtown Lombard? (1 thru 9)



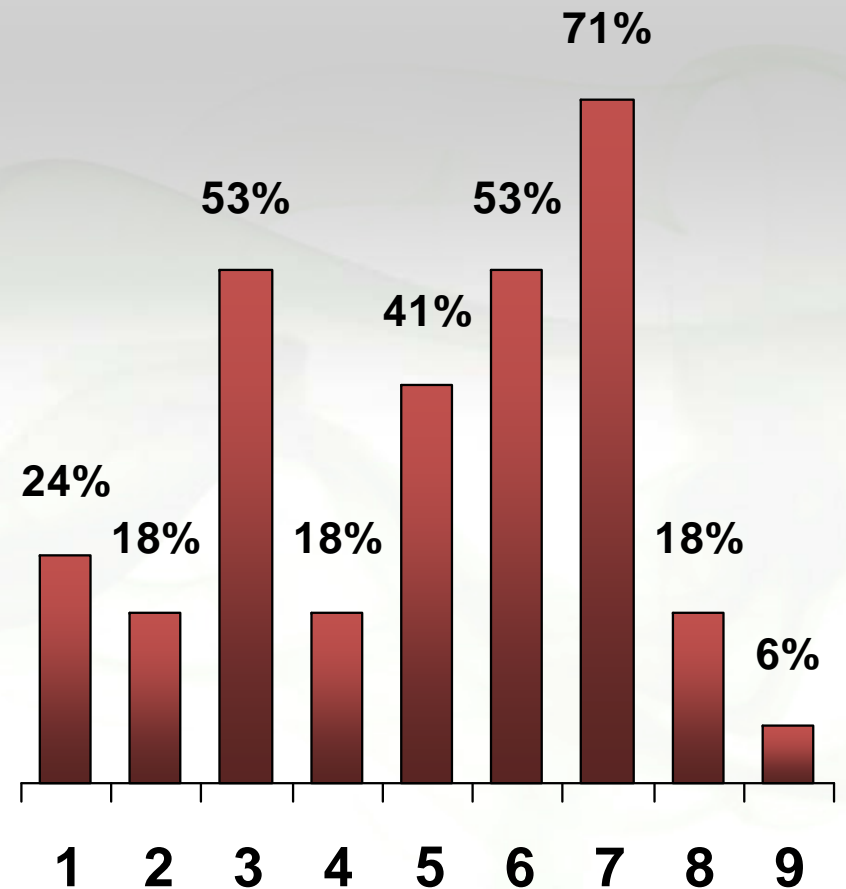
- 1. 1 Low
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9 High



# Q21 - Improvements to the image and appearance of Downtown could best be achieved by the following: (Choose up to 3)

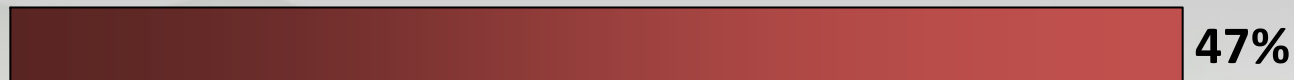


1. Street trees and lighting (streetscape)
2. Signage
3. Facades
4. Landscaping
5. Parking Lot Improvements
6. New Development
7. Rehab/Reuse of Existing Buildings
8. Infrastructure repair (sidewalks, streets, alleys)
9. Other



## Q22 – Overall, Downtown Lombard is . . .

1. Staying the same



2. Changing for the better



3. Changing for the worse



**Q23 – In order of preference, select your favorite three downtowns.**



1. Villa Park
2. Downers Grove
3. Naperville
4. Elmhurst
5. Hinsdale
6. Glen Ellyn
7. Wheaton
8. Geneva
9. Other

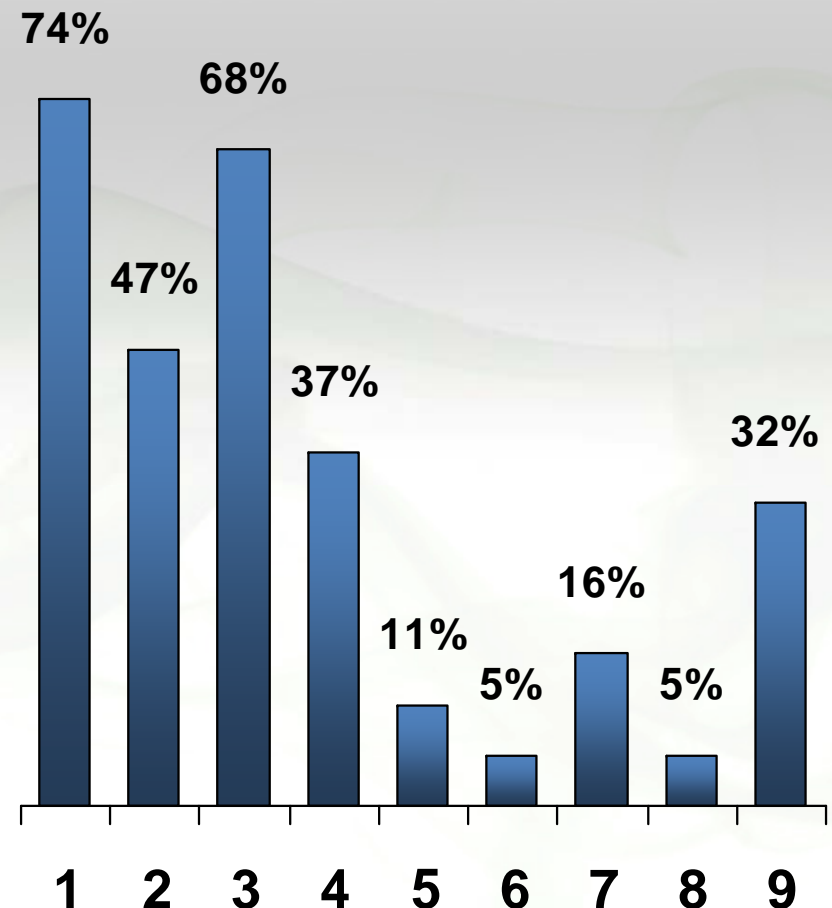
## Q23 – Favorite Downtowns Ranking Results

Top Choice	Item
9	3. Naperville
3	4. Elmhurst
3	8. Geneva
2	5. Hinsdale
1	2. Downers Grove
1	6. Glen Ellyn
0	1. Villa Park
0	7. Wheaton
0	9. Other

# Q24 - What attributes of a downtown are absent or need to be improved in Downtown Lombard? (Choose up to 3)



1. Shopping
2. Dining
3. Entertainment
4. Pedestrian environment
5. Streetscape  
(Street Trees & Lights)
6. Parks/Open space
7. Parking
8. Residential uses
9. Special Events/Festivals

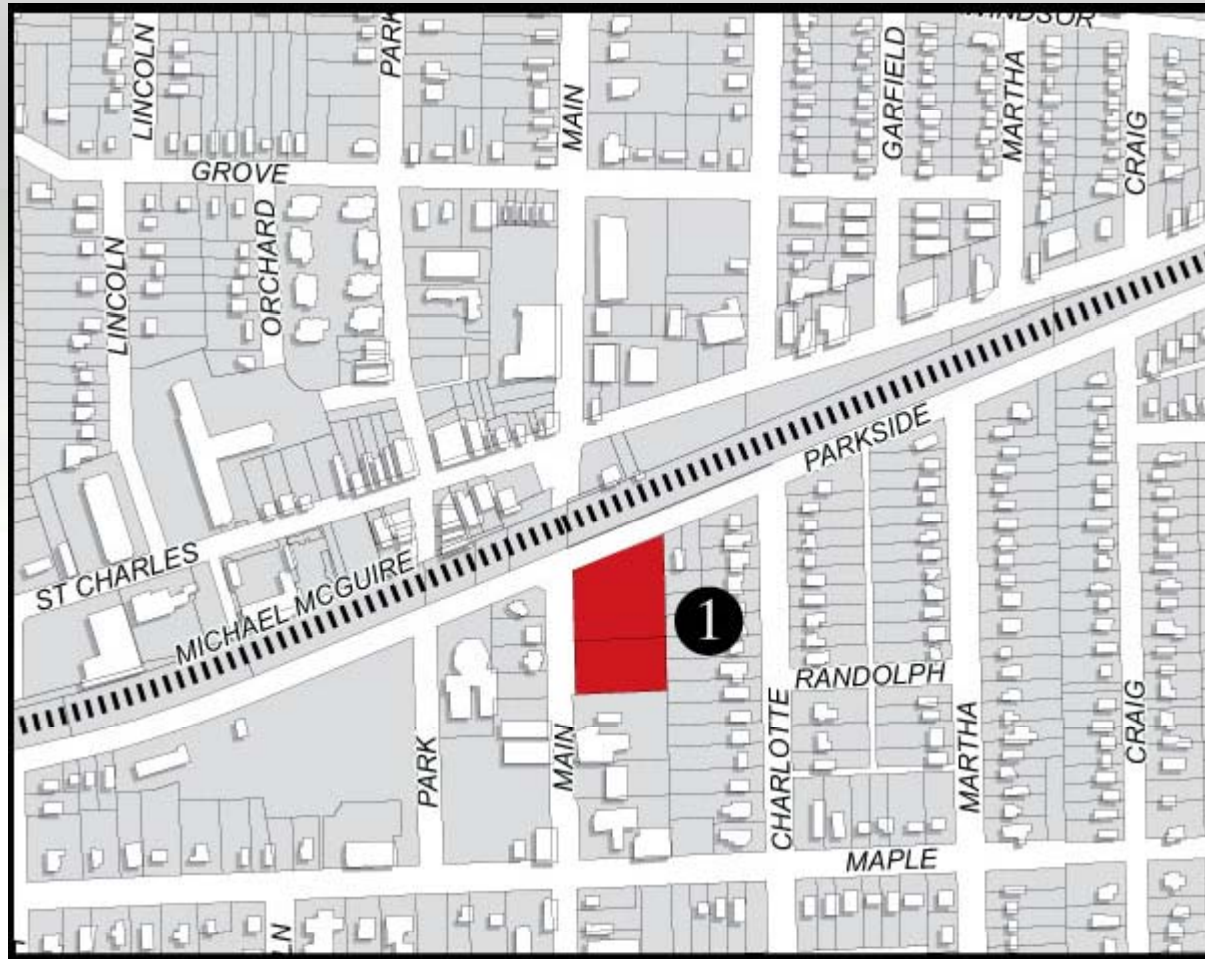


# **Development of Municipal Owned Property**

**There are two key sites within the Downtown area that are owned by the Village.**

**The remaining questions pertain specifically to those sites.**

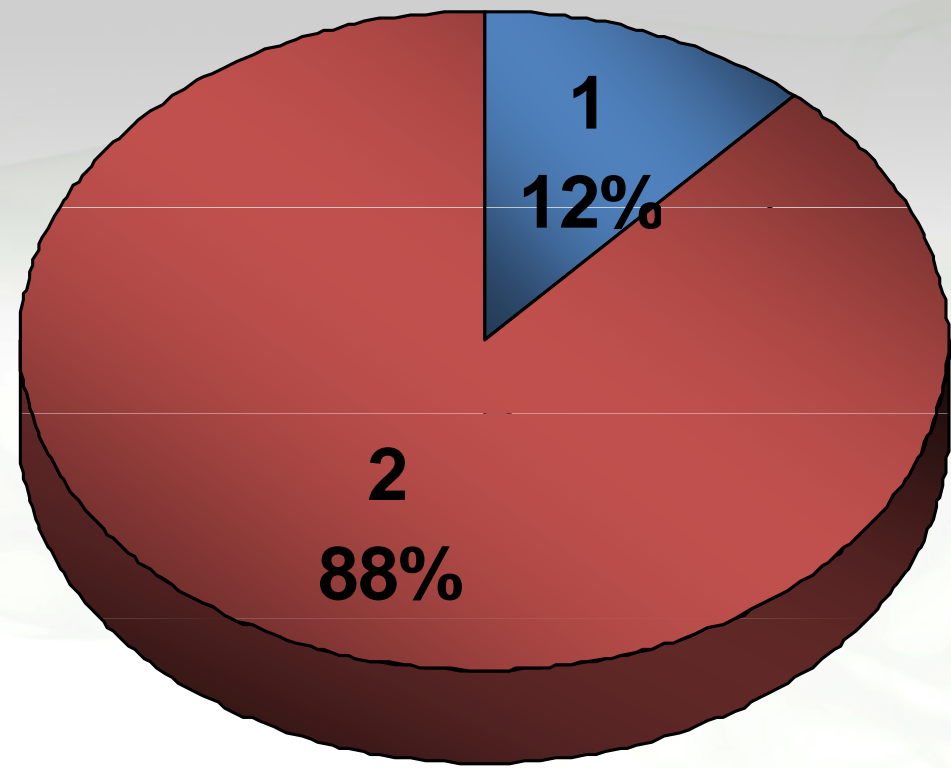
# **SITE #1 – 101 S. Main Former DuPage Theatre Property**



**Lombard Downtown Vision**

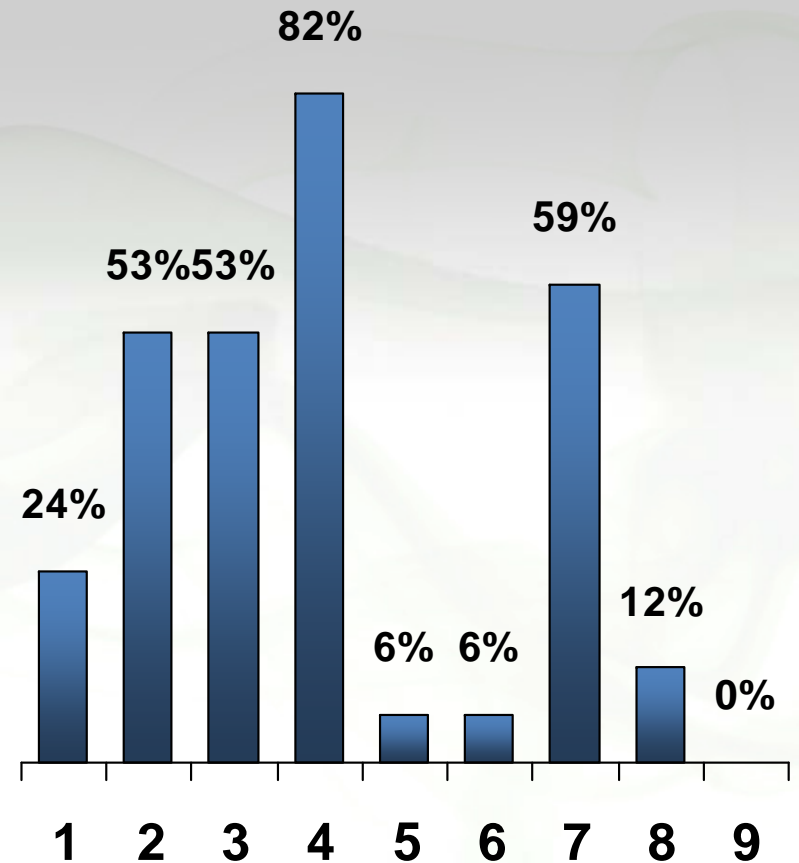
# Q25 - Should the former DuPage Theatre property be developed as a single use or a mix of uses?

- 1. Single Use
- 2. Mix of Uses

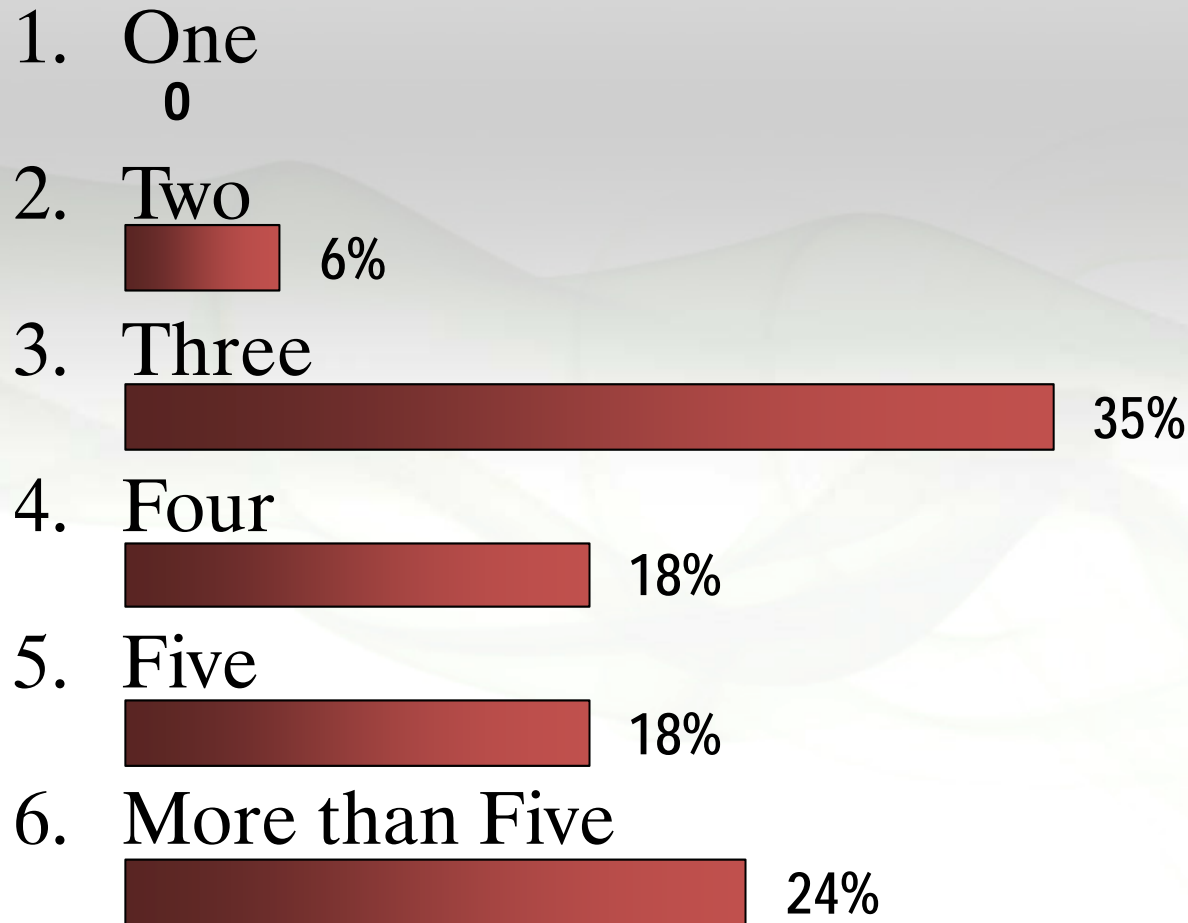


**Q26 - What uses/development would you like to see on the former DuPage Theatre property ?  
(Choose up to 3)**

1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use/Government facility
8. Public Parking
9. Other



# Q27 – How many stories would be acceptable for the former DuPage Theatre property ?



**Q28 - If residential uses are developed on the site, rank in order of preference the types of units you would prefer. (Rank 3)**

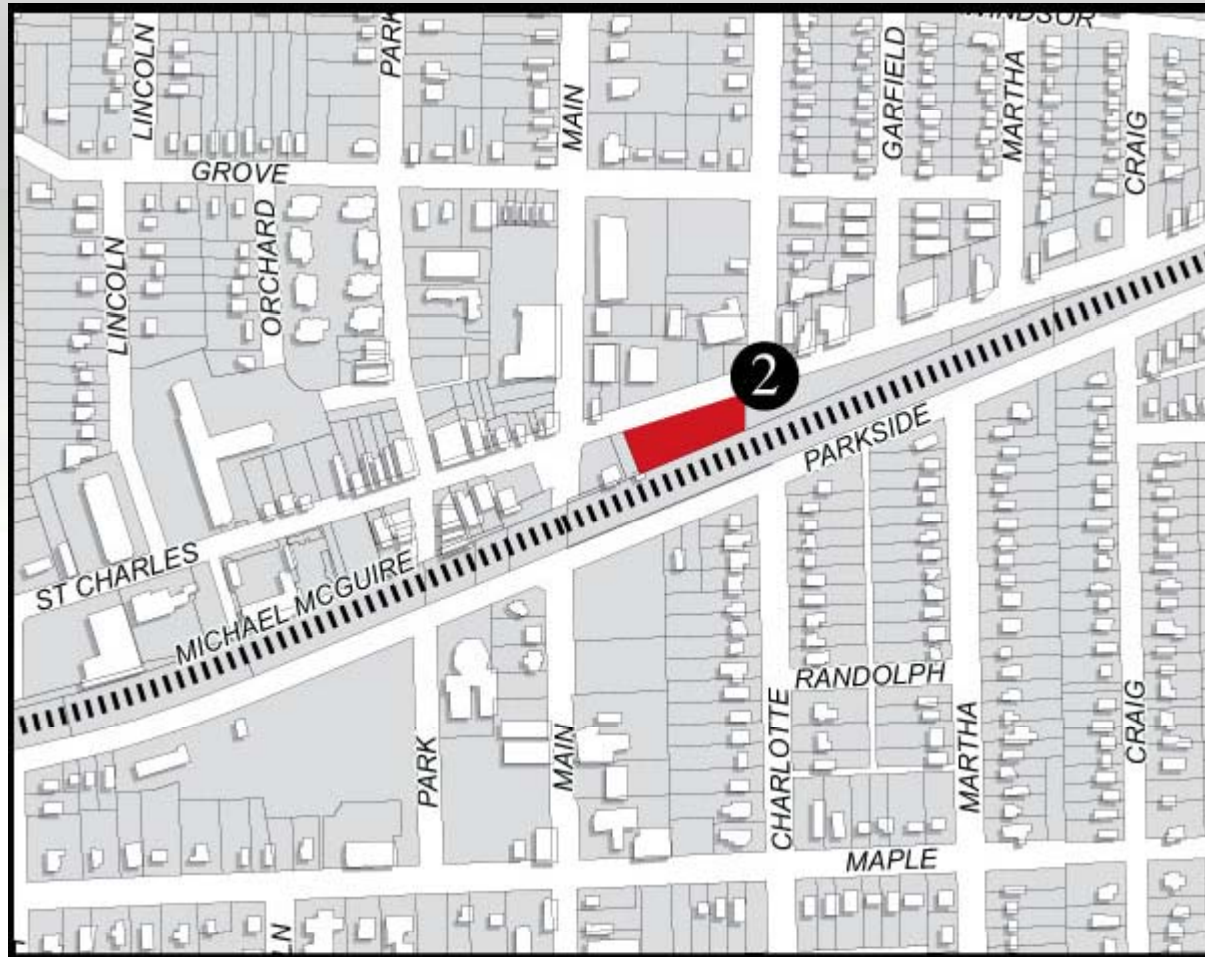


1. Apartments (rental)
2. Condominiums
3. Townhomes/Rowhomes
4. Senior Housing
5. Affordable Housing
6. Single-Family Detached
7. No Residential

## Q28 – Residential Ranking Results

Times Sel.	Item
14	4. Senior Housing
11	2. Condominiums
9	1. Apartments (rental)
7	7. No Residential
4	5. Affordable Housing
3	3. Townhomes/Rowhomes
0	6. Single-Family Detached

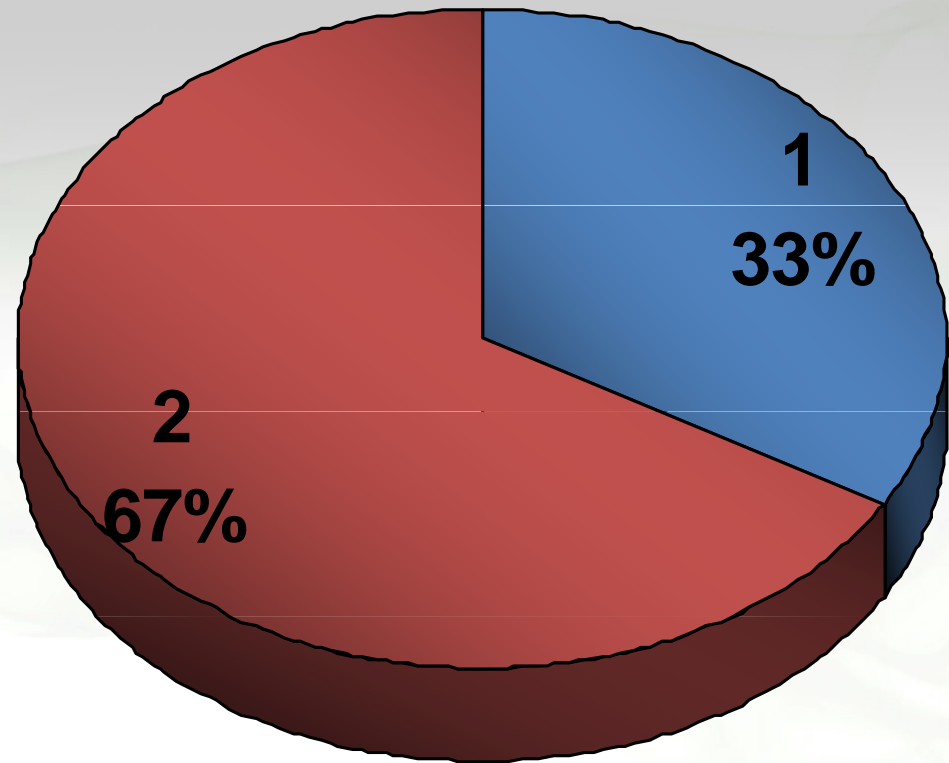
# SITE #2 – Hammerschmidt Property



**Lombard Downtown Vision**

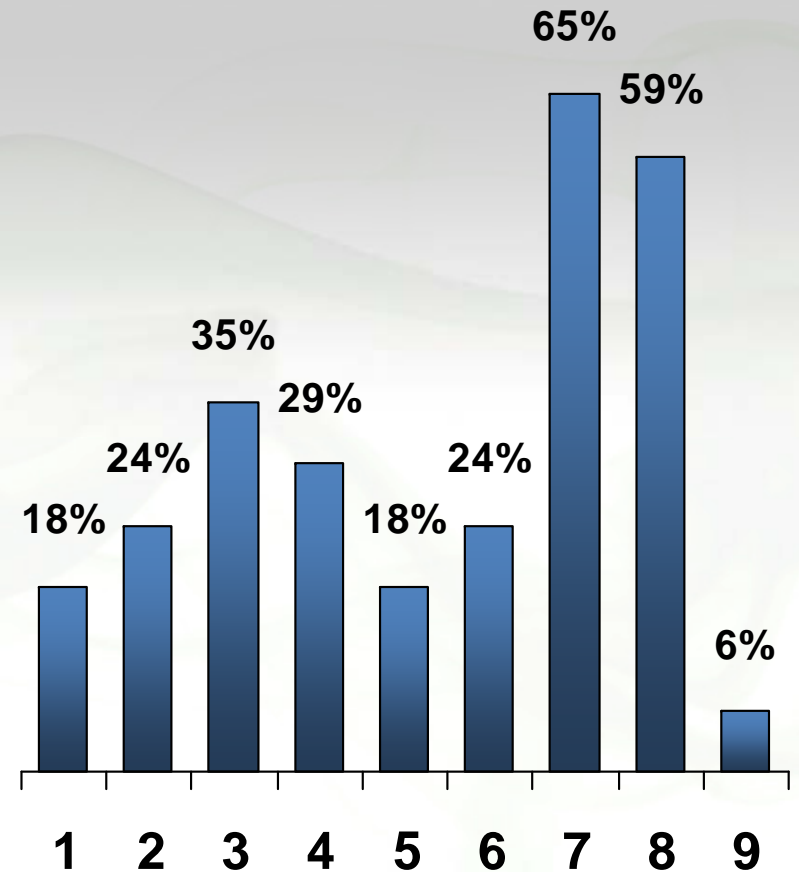
## Q29 - Should the Hammerschmidt property be developed as a single use or a mix of uses?

- 1. Single Use
- 2. Mix of Uses

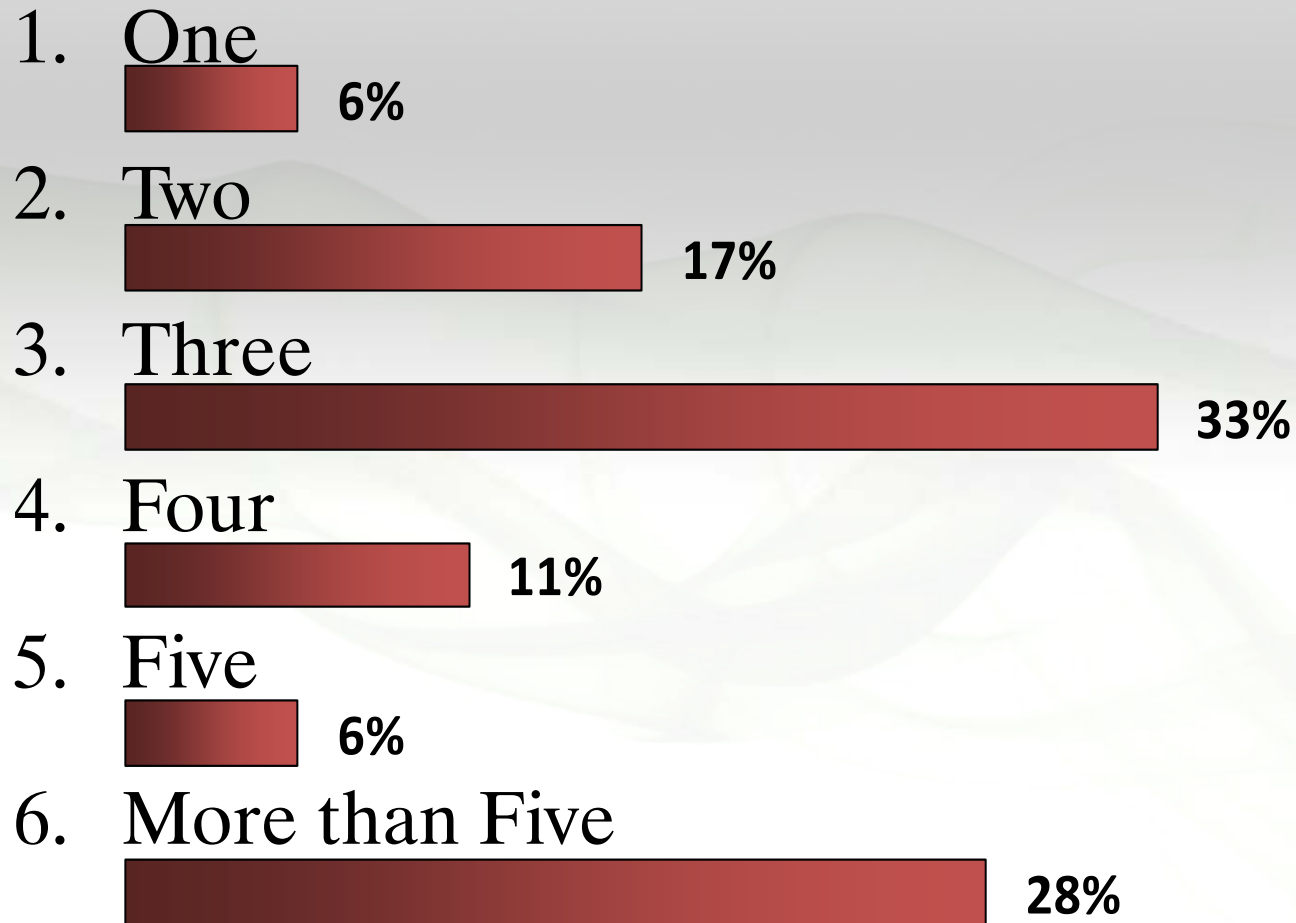


**Q30 - What uses/development would you like to see on the Hammerschmidt property ?  
(Choose up to 3)**

1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use/Government facility
8. Public Parking
9. Other



# Q31 – How many stories would be acceptable for the Hammerschmidt property ?



**Q32 - If residential uses are developed on the site, rank in order of preference the types of units you would prefer. (Rank 3)**



1. Apartments (rental)
2. Condominiums
3. Townhomes/Rowhomes
4. Senior Housing
5. Affordable Housing
6. Single-Family Detached
7. No Residential

## Q32 – Residential Ranking Results

Top Choice

Item

5	7. No Residential
4	4. Senior Housing
2	3. Townhomes/Rowhomes
1	1. Apartments (rental)
1	5. Affordable Housing
0	2. Condominiums
0	6. Single-Family Detached

# **Community Workshop**

February 10, 2009

**Lombard Downtown Vision**



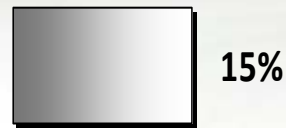
# Q1 - Where do you live? (Choose 1)



1. Downtown



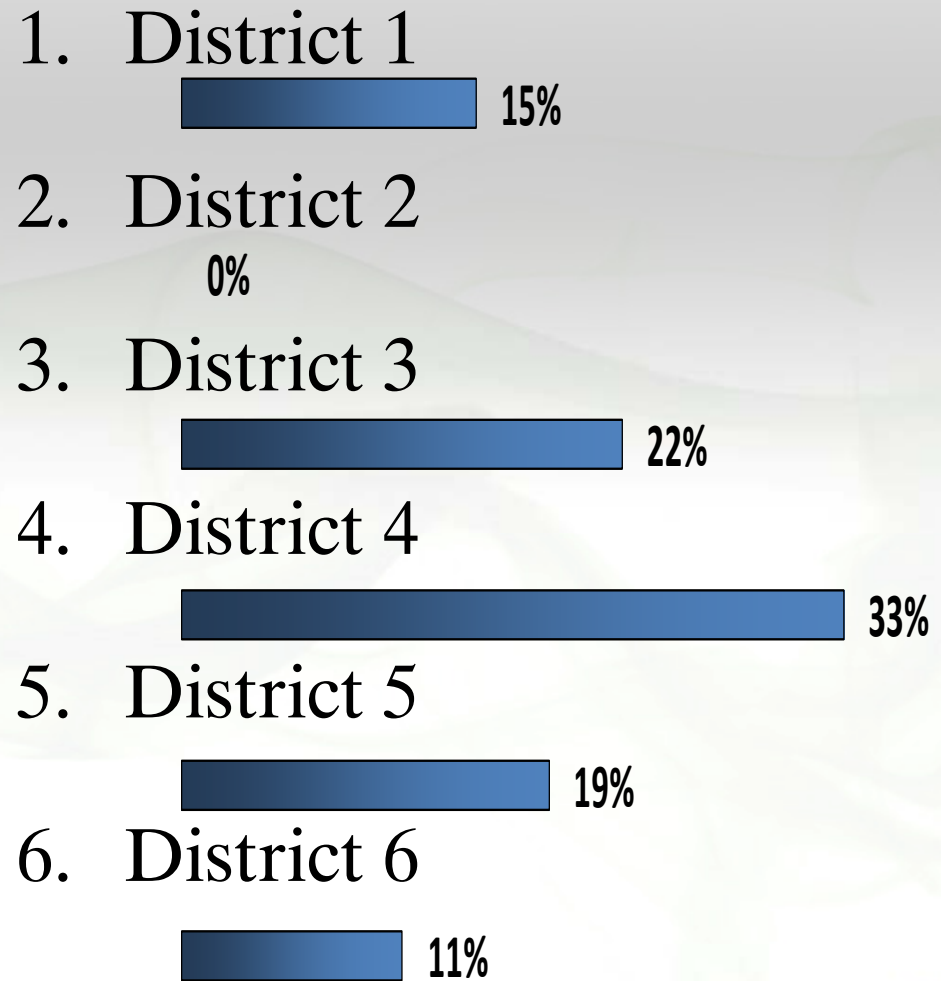
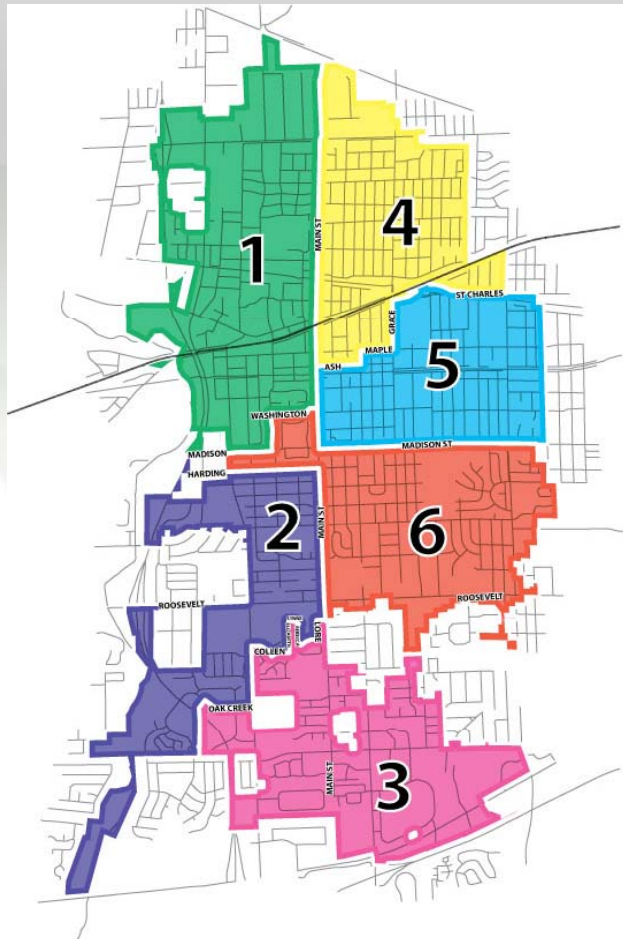
2. Near the Downtown



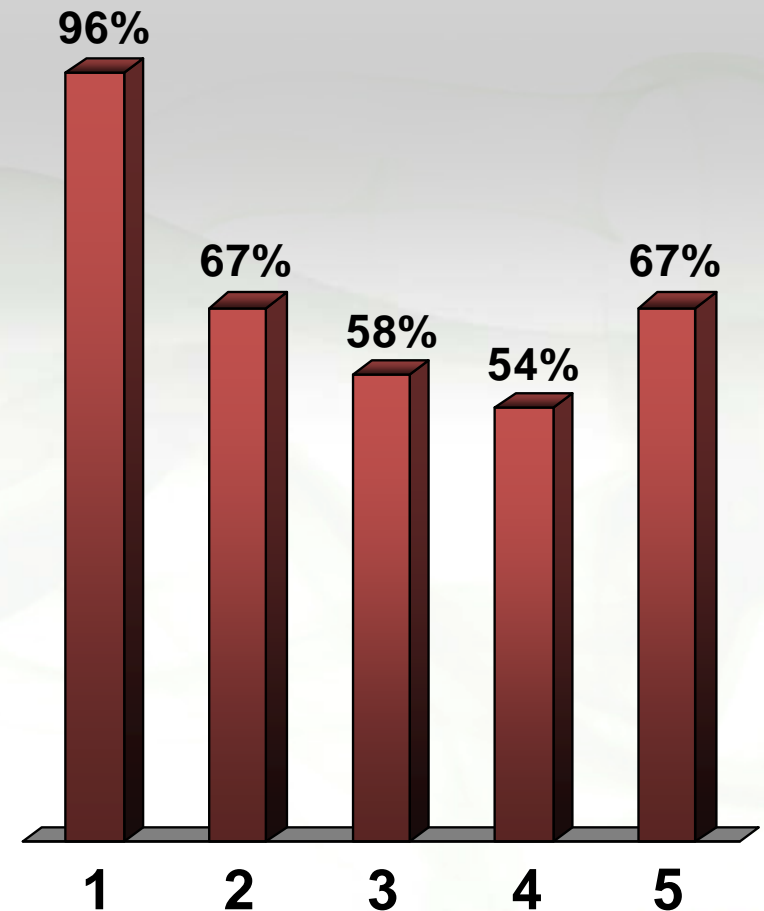
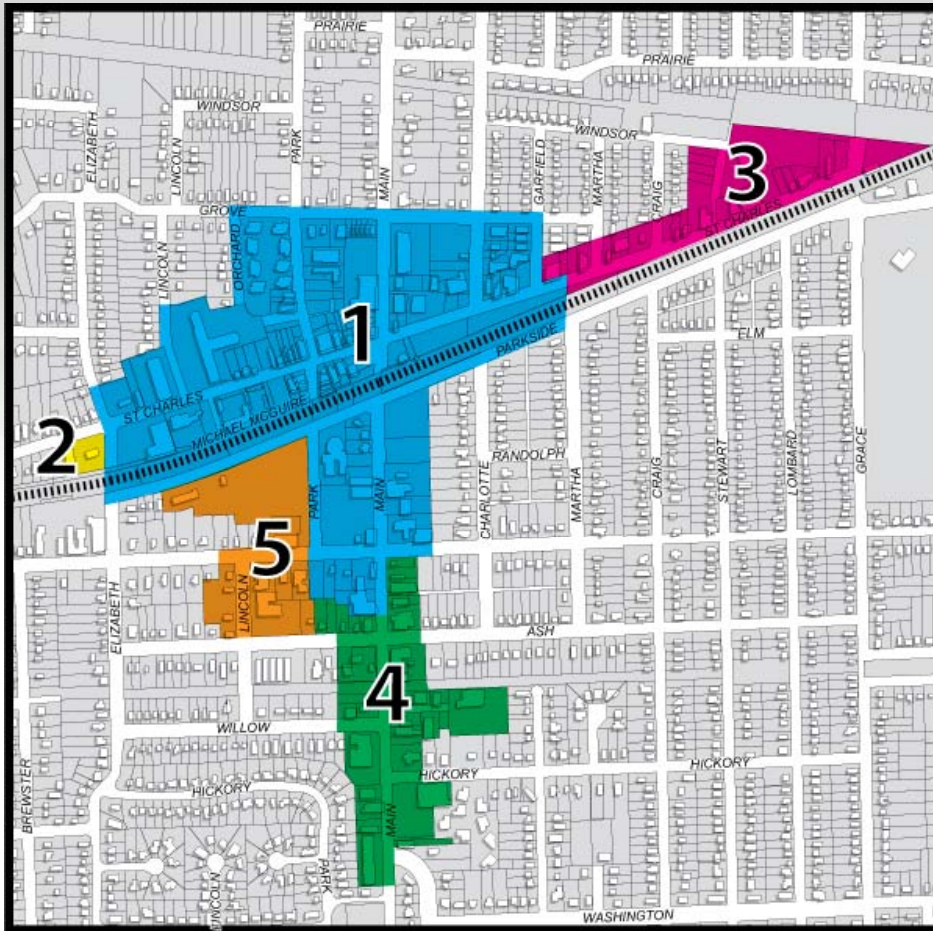
3. Outside of Downtown



# Q2 – Please indicate the District in which you currently reside.

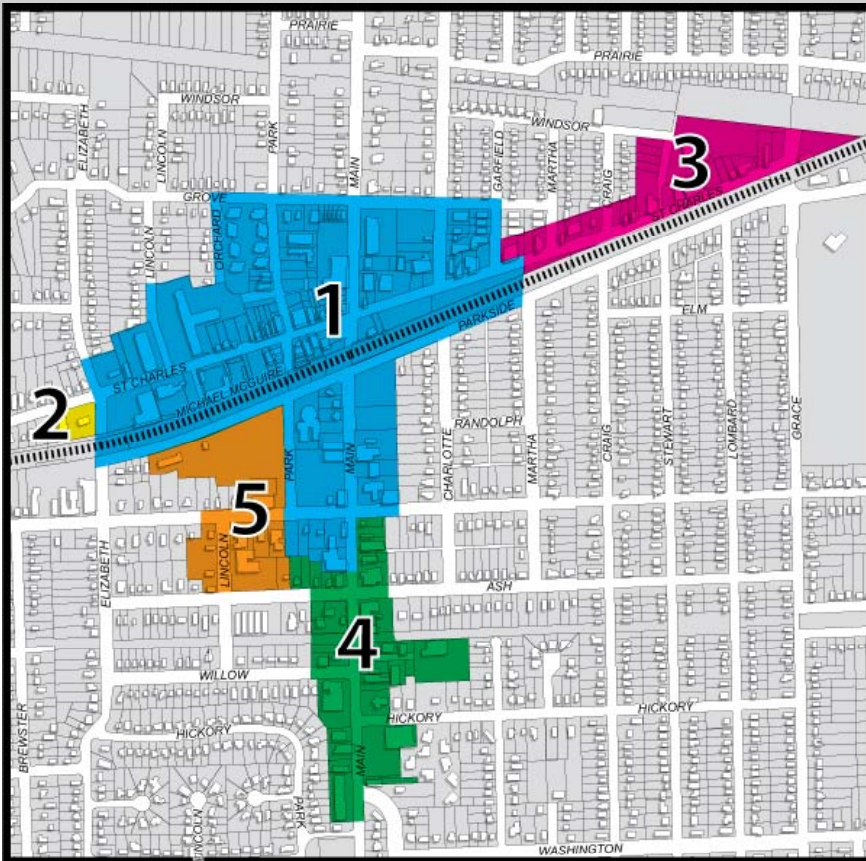


# Q3 - Which of the areas do you consider to be part of Downtown Lombard? (Choose all that apply)

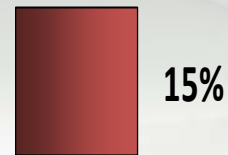


# Q4 – Do you consider the areas immediately east of Area 3 and west of Area 2 do be part of Downtown Lombard?

1



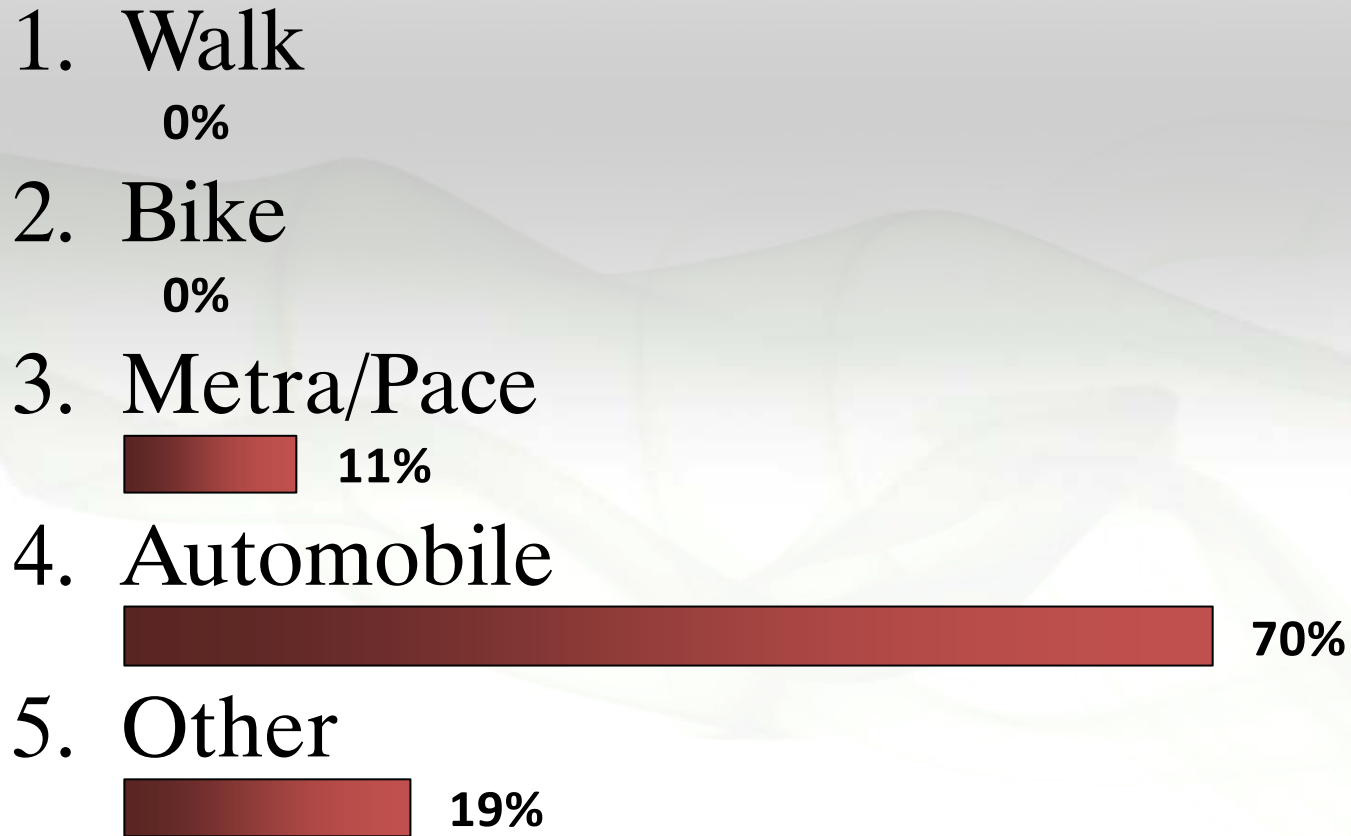
1. Yes



2. No



# Q5 – What is your primary mode of transportation to work?





## **Q6 – In order of frequency, what are your top 3 dining locations?**

1. Downtown Lombard
2. Roosevelt Road Corridor
3. Butterfield Road Corridor
4. Oakbrook Center/Oak Brook
5. Yorktown Mall
6. Other Suburban Downtowns
7. Chicago Other

## Q6 – Dining Ranking Results

Times Sel.	Item
13	3. Butterfield Road Corridor
12	2. Roosevelt Road Corridor
11	5. Yorktown Mall
11	6. Other Suburban Downtowns
8	1. Downtown Lombard
3	4. Oakbrook Center/Oak Brook
3	7. Chicago Other



## **Q7 – In order of frequency, what are your top 3 shopping locations for goods and services?**

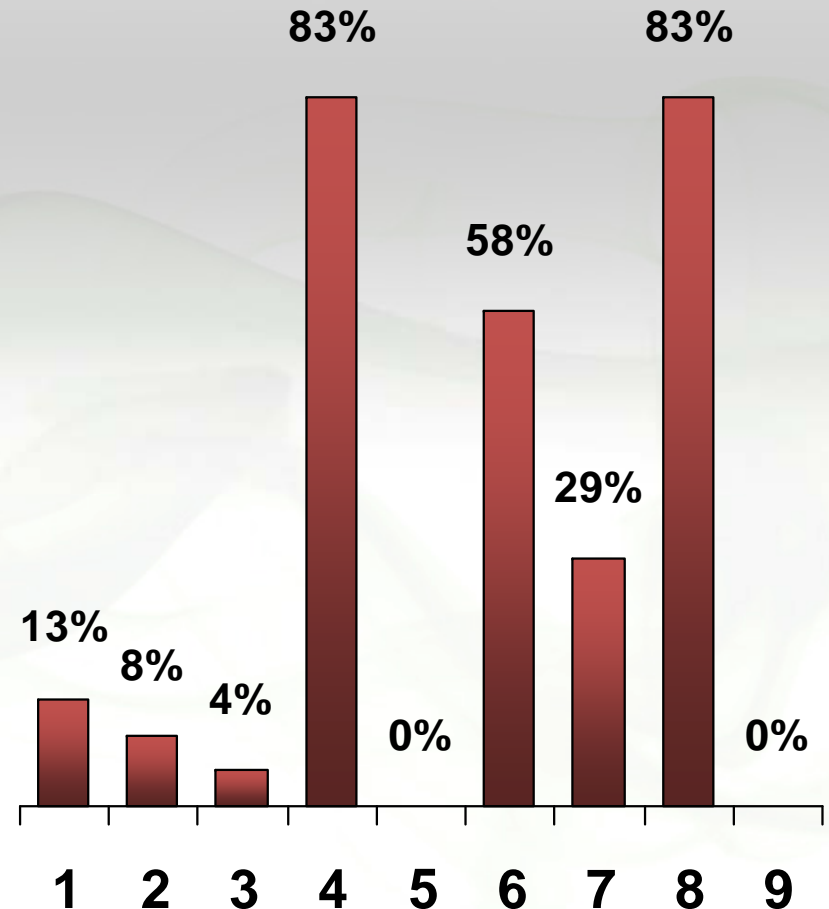
1. Downtown Lombard
2. Roosevelt Road Corridor
3. Butterfield Road Corridor
4. Oakbrook Center/Oak Brook
5. Yorktown Mall
6. Other Suburban Downtowns
7. Chicago Other

## Q7 – Shopping Desination Ranking Results

Times Sel.	Item
22	5. Yorktown Mall
18	3. Butterfield Road Corridor
16	2. Roosevelt Road Corridor
10	4. Oakbrook Center/Oak Brook
9	6. Other Suburban Downtowns
2	7. Chicago Other
1	1. Downtown Lombard

# Q8 - What are the biggest issues and challenges facing Downtown Lombard? (Choose 3)

1. Parking
2. Circulation and access
3. Commuter/Transit
4. Retail and dining
5. Residential
6. Image and appearance
7. New development
8. Vacant/Underutilized sites
9. Other

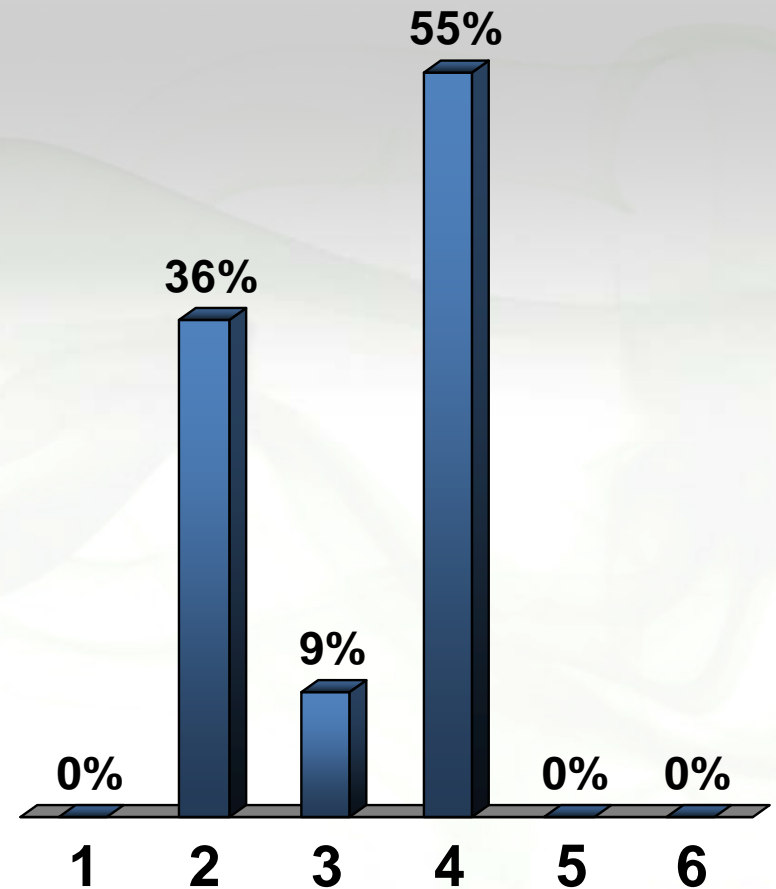


# **Parking & Circulation**

**Lombard Downtown Vision**

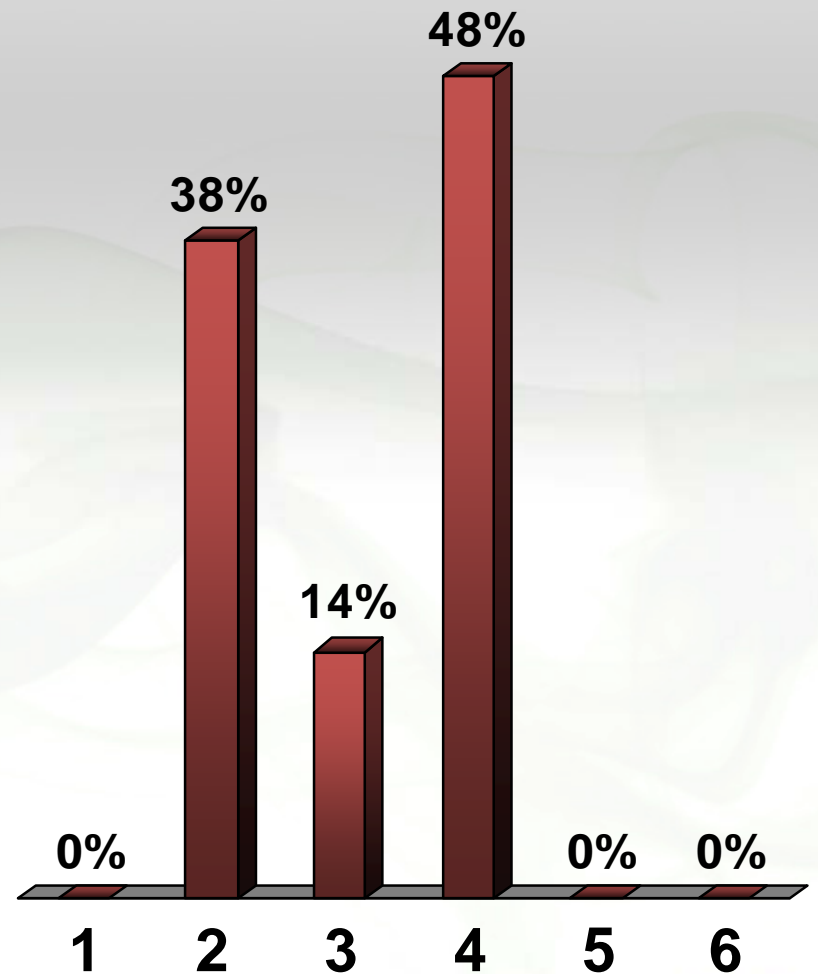
## Q9 - I think retail and business parking is an issue in Downtown because . . .

1. Too much parking
2. Not enough parking
3. Parking is poorly located
4. Parking is not an issue
5. Enforcement
6. Other



# Q10 - I think commuter parking is an issue in Downtown because . . .

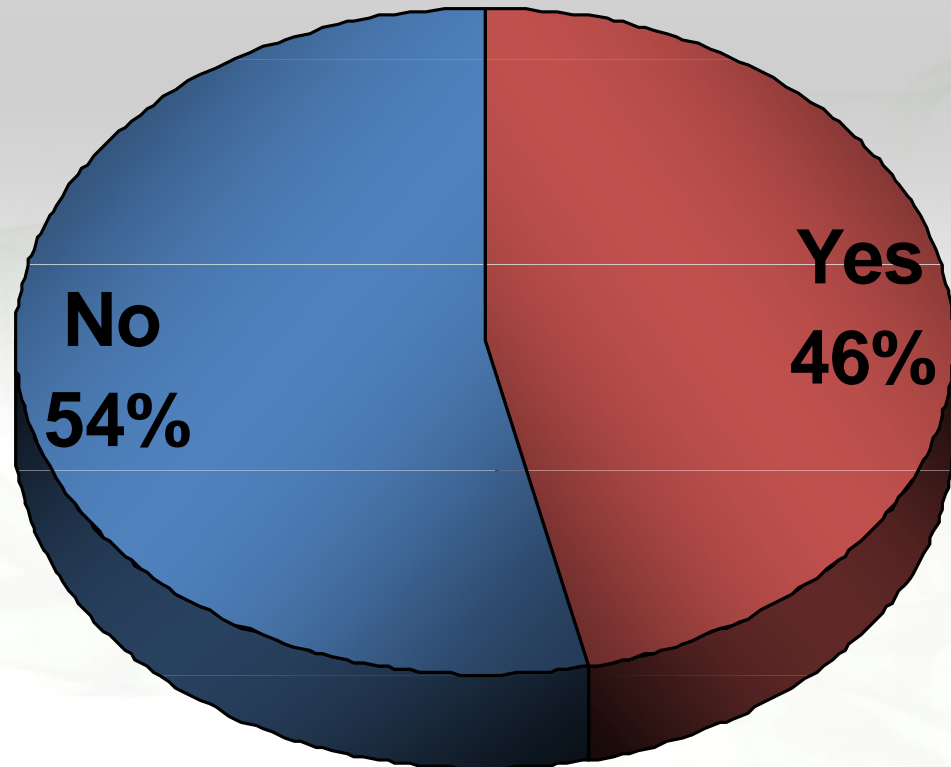
- 1. Too much parking
- 2. Not enough parking
- 3. Parking is poorly located
- 4. Parking is not an issue
- 5. Enforcement
- 6. Other



# Q11 - Is overall circulation and access a problem in Downtown?

1

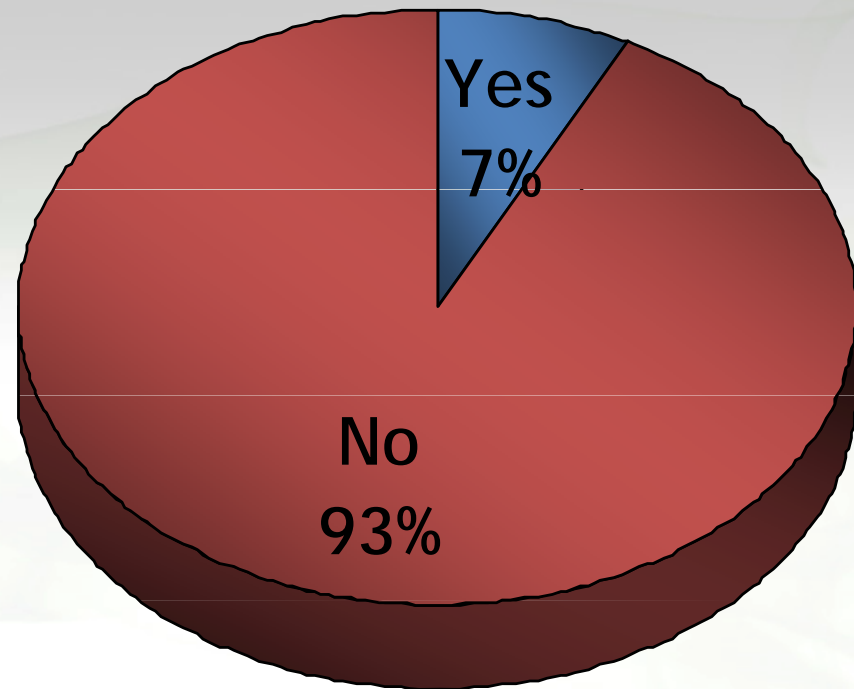
- 1. Yes
- 2. No



## **Uses in Downtown**

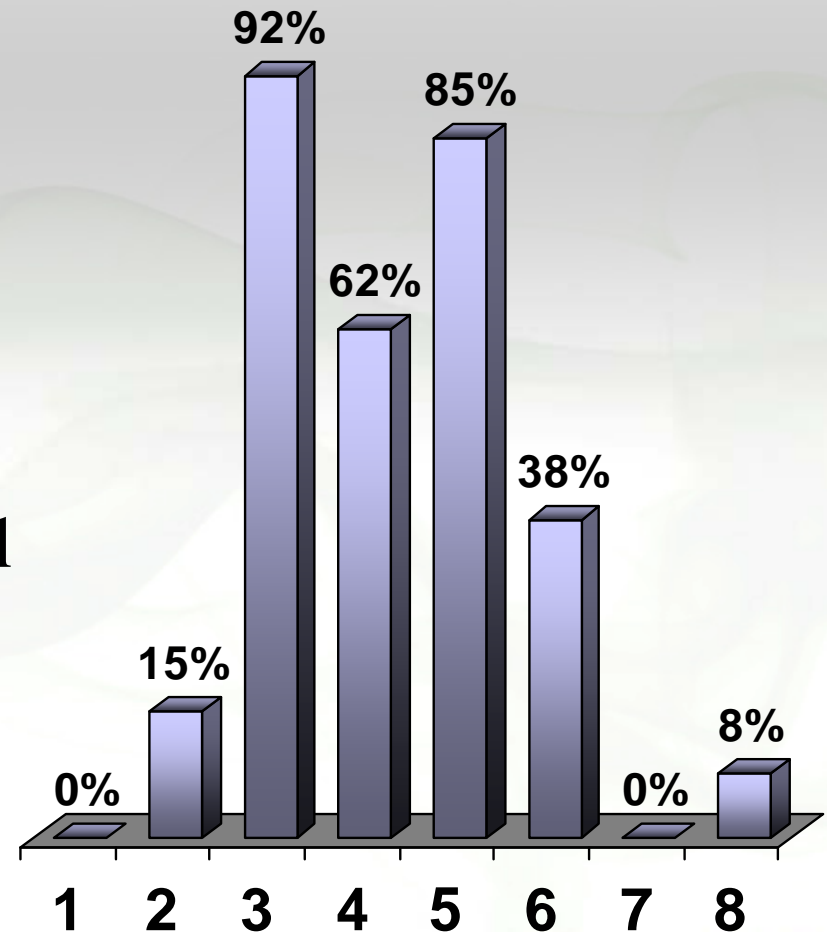
# Q12 - The current mix of uses in Downtown is appropriate?

- 1. Yes
- 2. No



## Q13 - Regarding retail uses, choose up to three statements that you agree with.

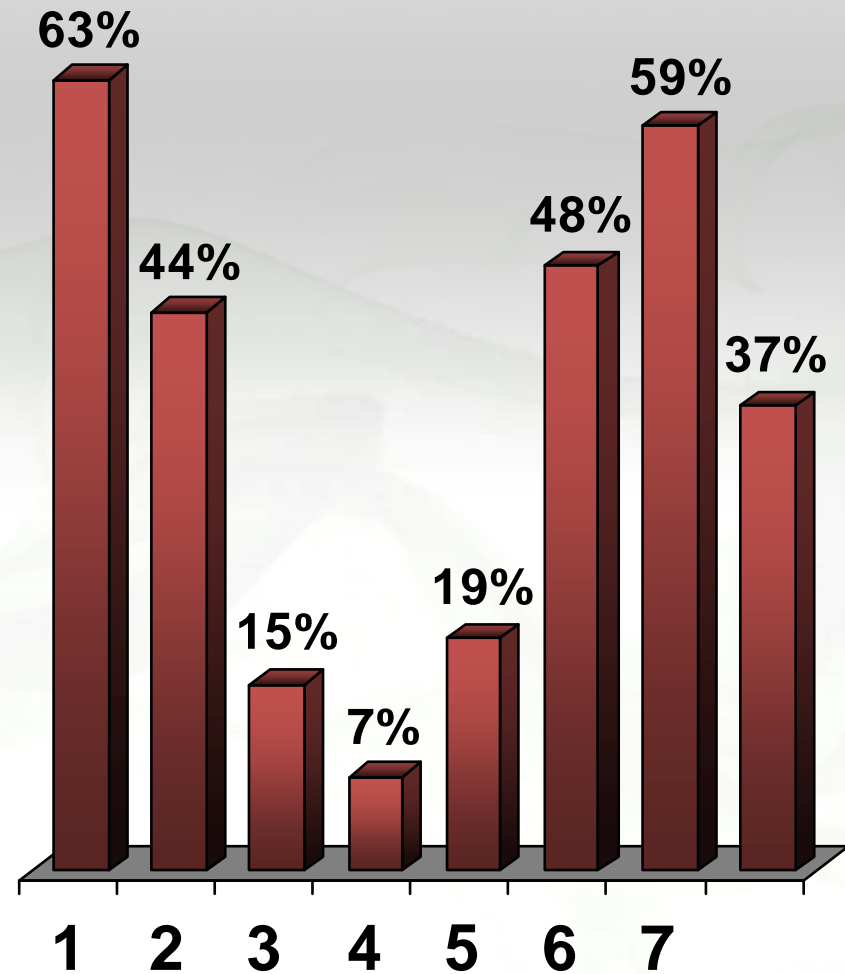
1. No issues / appropriate amount of retail
2. Too much retail
3. Not enough variety
4. Stores close too early
5. Need for higher quality
6. Inadequate parking for retail
7. Retail is poorly located
8. Other



# Q14 - What retail uses do you feel are under represented or missing in the Downtown? (Choose up to 3)



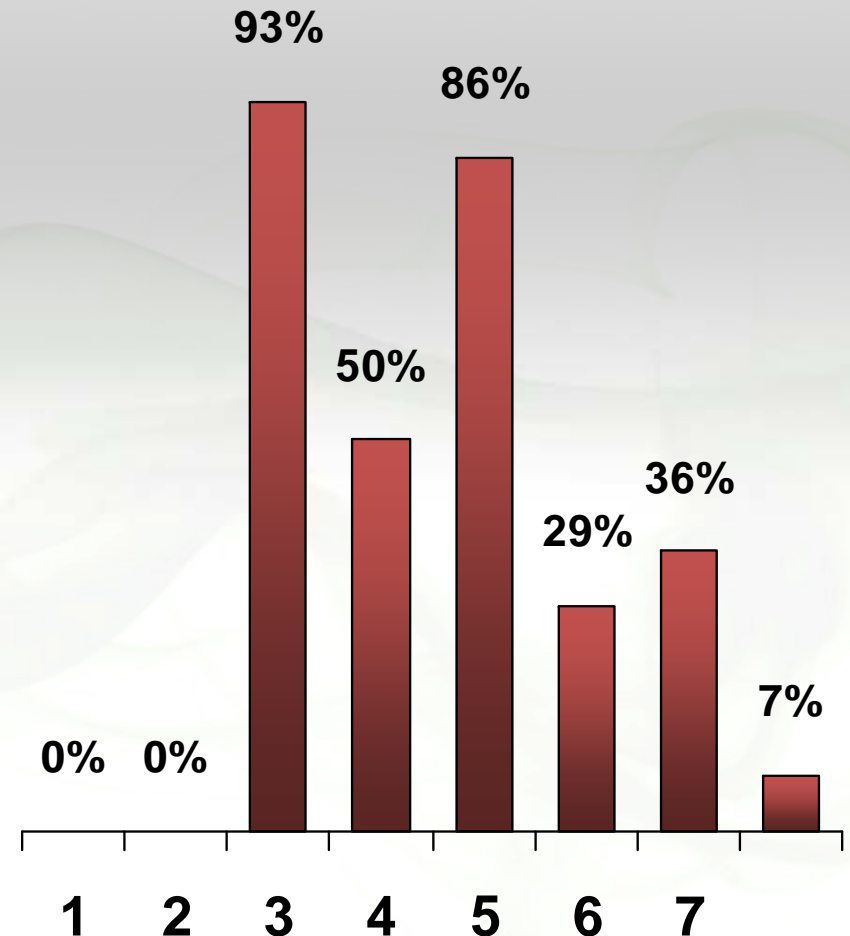
1. Clothing Apparel
2. Hardware
3. Housewares
4. Convenience
5. Grocery
6. Gift / Boutique
7. Bookstore
8. Other



# Q15- Regarding restaurants/entertainment and special events, choose up to three statements that you agree with.



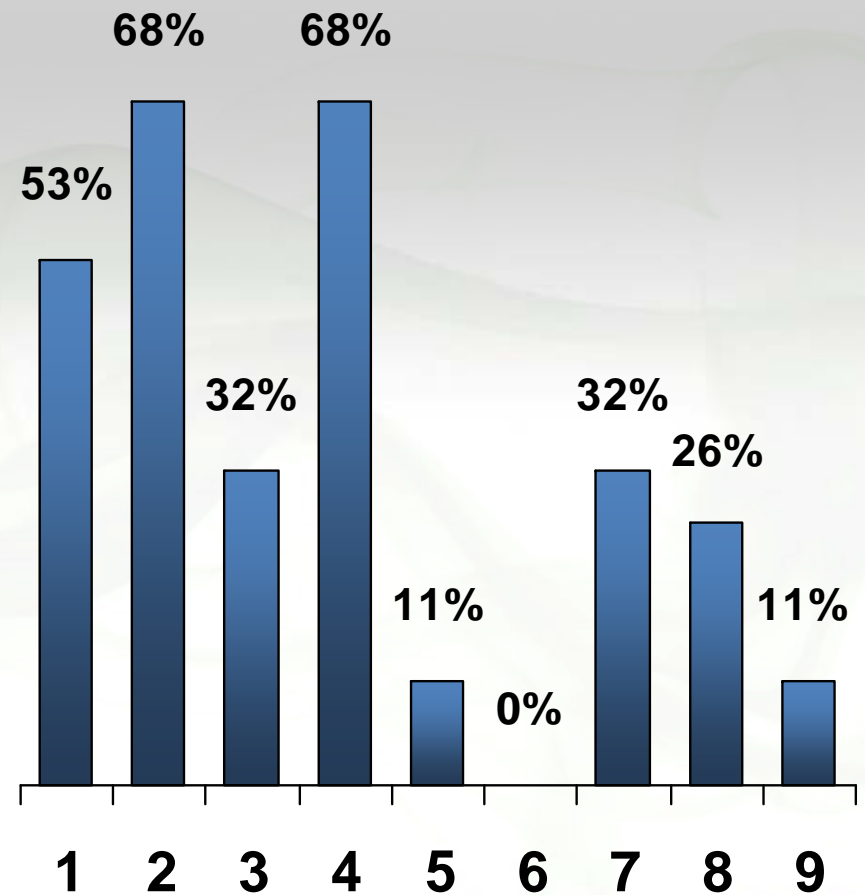
1. No issues / appropriate amount
2. Too many restaurants/venues
3. Not enough variety
4. Close too early
5. Need for higher quality
6. Inadequate parking
7. Poorly located/operated
8. Other



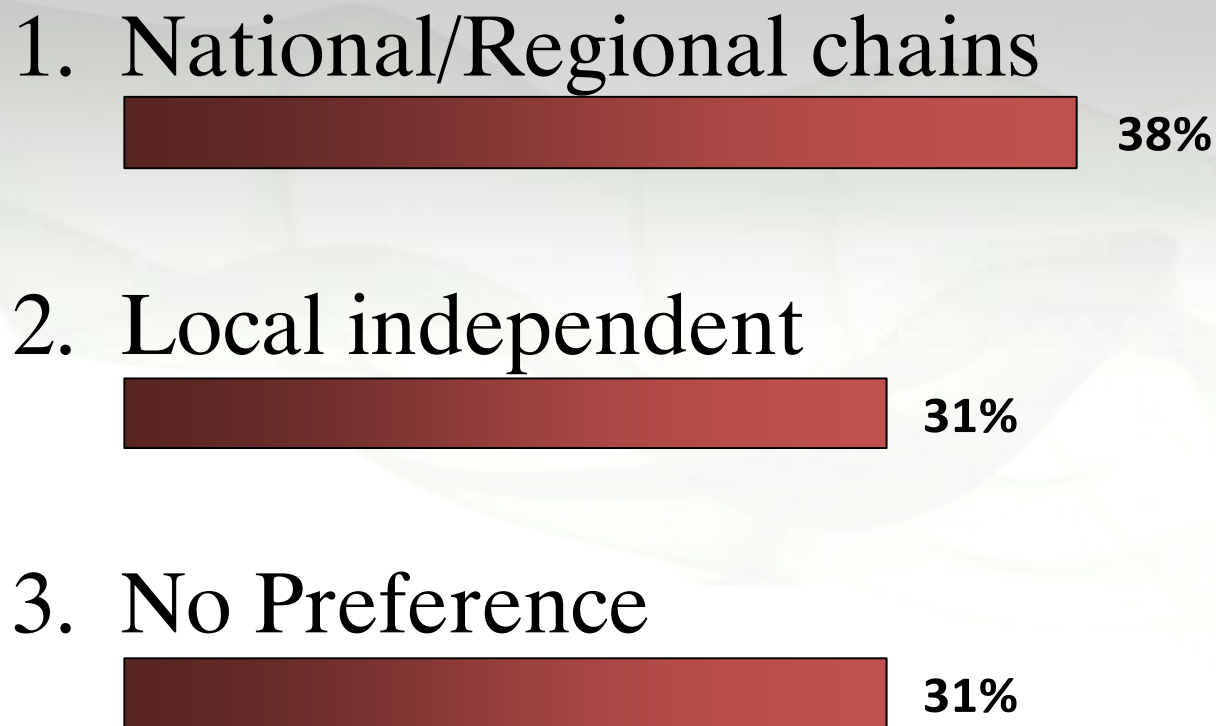
# Q16 - What restaurant/entertainment uses do you feel are underrepresented or missing in the Downtown? (Choose up to 3)



1. Theatre
2. Brewpub/Tavern
3. Coffee Shop
4. Family/Casual restaurant
5. Upscale restaurant
6. Health club
7. Fast-food/Carry-out
8. Special Events/Activities
9. Other



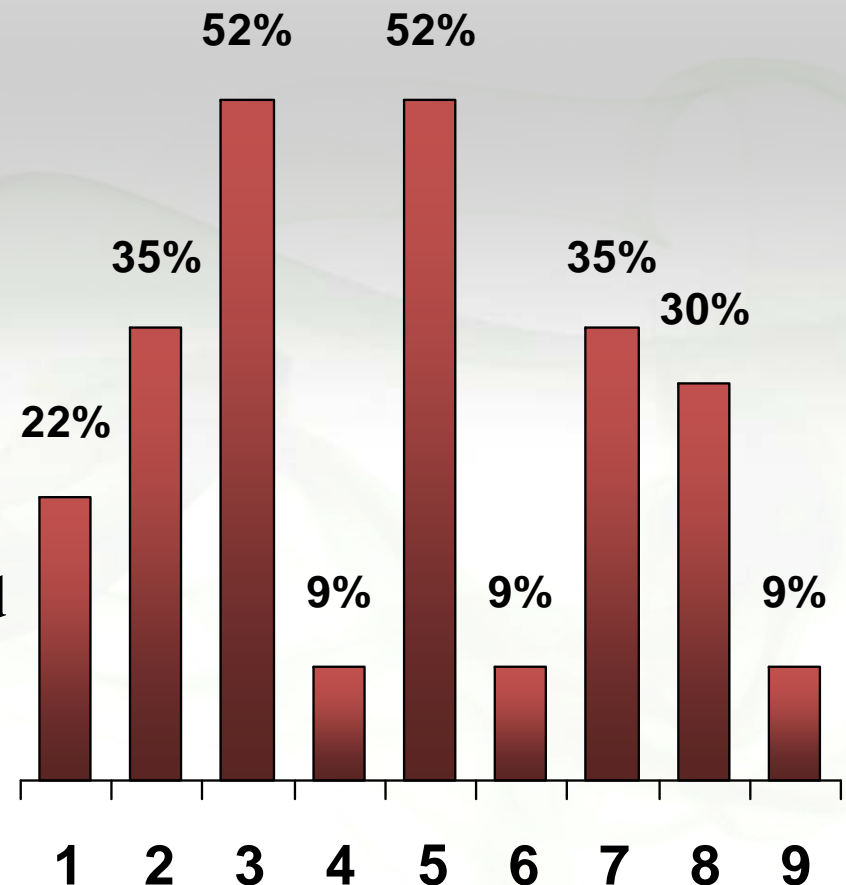
**Q17 - As it relates to new retail/restaurant/entertainment uses, which of the following do you feel would be best for the Downtown environment?**



# Q18 - Regarding office and service uses, choose up to three statements that you agree with.

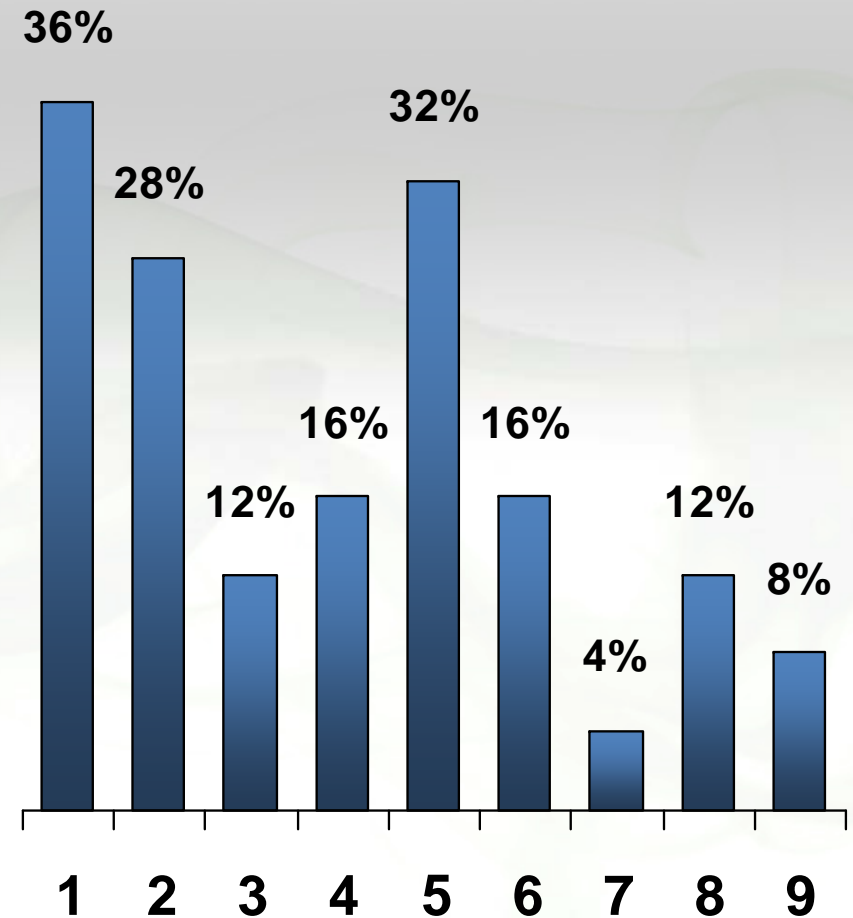


1. No issues / appropriate amount of office and services
2. Too much office and services
3. Not enough variety
4. Services/offices close too early
5. Need for higher quality
6. Inadequate parking for office and service
7. Office and service are poorly located
8. Office should not be located on the ground floor
9. Other



## Q19 - Regarding residential uses, choose up to three statements that you agree with.

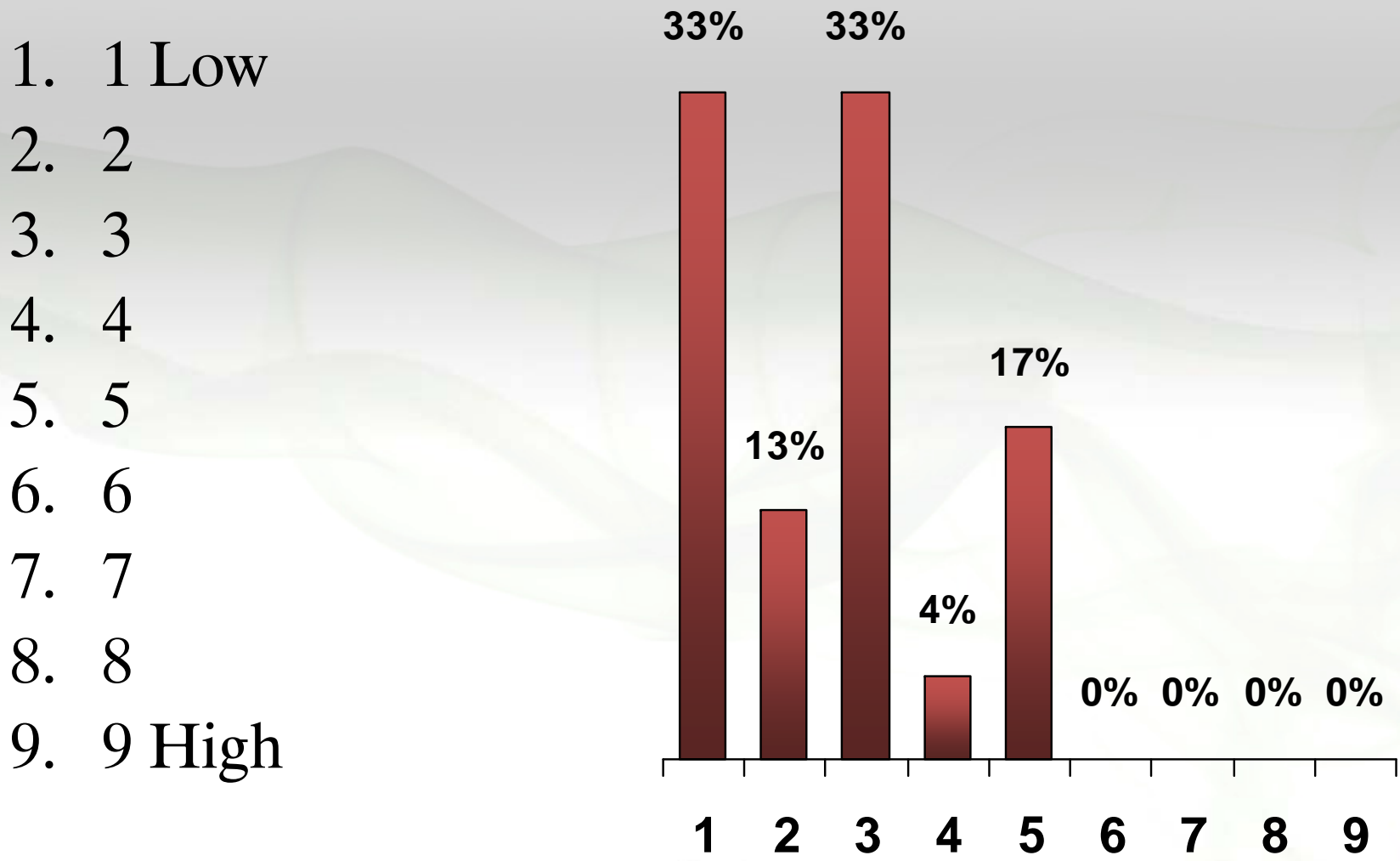
1. No issues / appropriate amount of residential
2. Too much residential
3. Not enough housing types
4. A need for higher quality
5. A need for senior housing
6. A need for more affordable housing
7. Inadequate parking for residential
8. Residential is poorly located
9. Other



# **Downtown Business Climate**

**Lombard Downtown Vision**

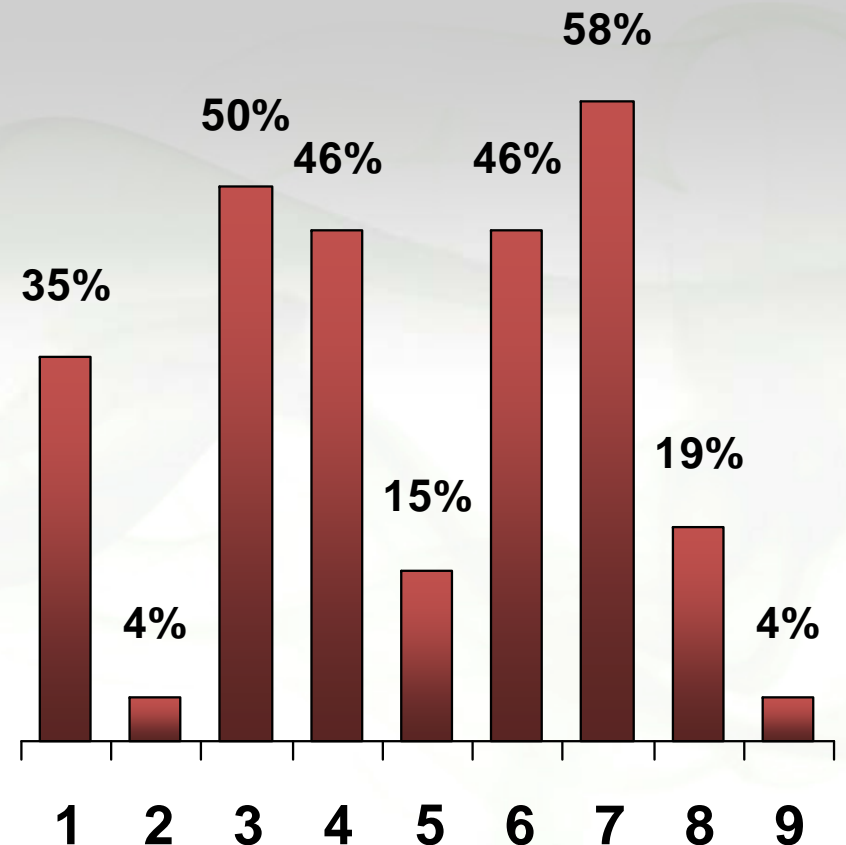
# Q20 - How would you rate the overall appearance of Downtown Lombard? (1 thru 9)



# Q21 - Improvements to the image and appearance of Downtown could best be achieved by the following: (Choose up to 3)



1. Street trees and lighting (streetscape)
2. Signage
3. Facades
4. Landscaping
5. Parking Lot Improvements
6. New Development
7. Rehab/Reuse of Existing Buildings
8. Infrastructure repair (sidewalks, streets, alleys)
9. Other



## Q22 – Overall, Downtown Lombard is . . .

1. Staying the same



2. Changing for the better



3. Changing for the worse



**Q23 – In order of preference, select your favorite three downtowns.**



1. Villa Park
2. Downers Grove
3. Naperville
4. Elmhurst
5. Hinsdale
6. Glen Ellyn
7. Wheaton
8. Geneva
9. Other

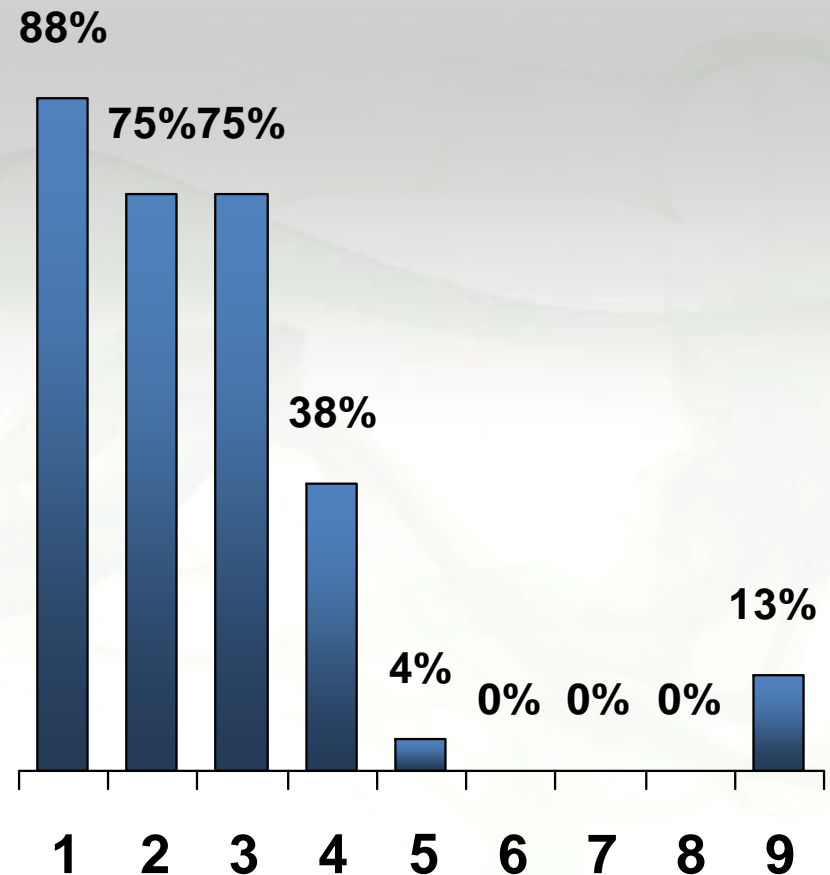
## Q23 – Favorite Downtowns Ranking Results

Times Sel.	Item
16	6. Glen Ellyn
14	4. Elmhurst
12	2. Downers Grove
12	3. Naperville
10	7. Wheaton
9	8. Geneva
2	5. Hinsdale
1	9. Other
0	1. Villa Park

# Q24 - What attributes of a downtown are absent or need to be improved in Downtown Lombard? (Choose up to 3)



1. Shopping
2. Dining
3. Entertainment
4. Pedestrian environment
5. Streetscape  
(Street Trees & Lights)
6. Parks/Open space
7. Parking
8. Residential uses
9. Special Events/Festivals

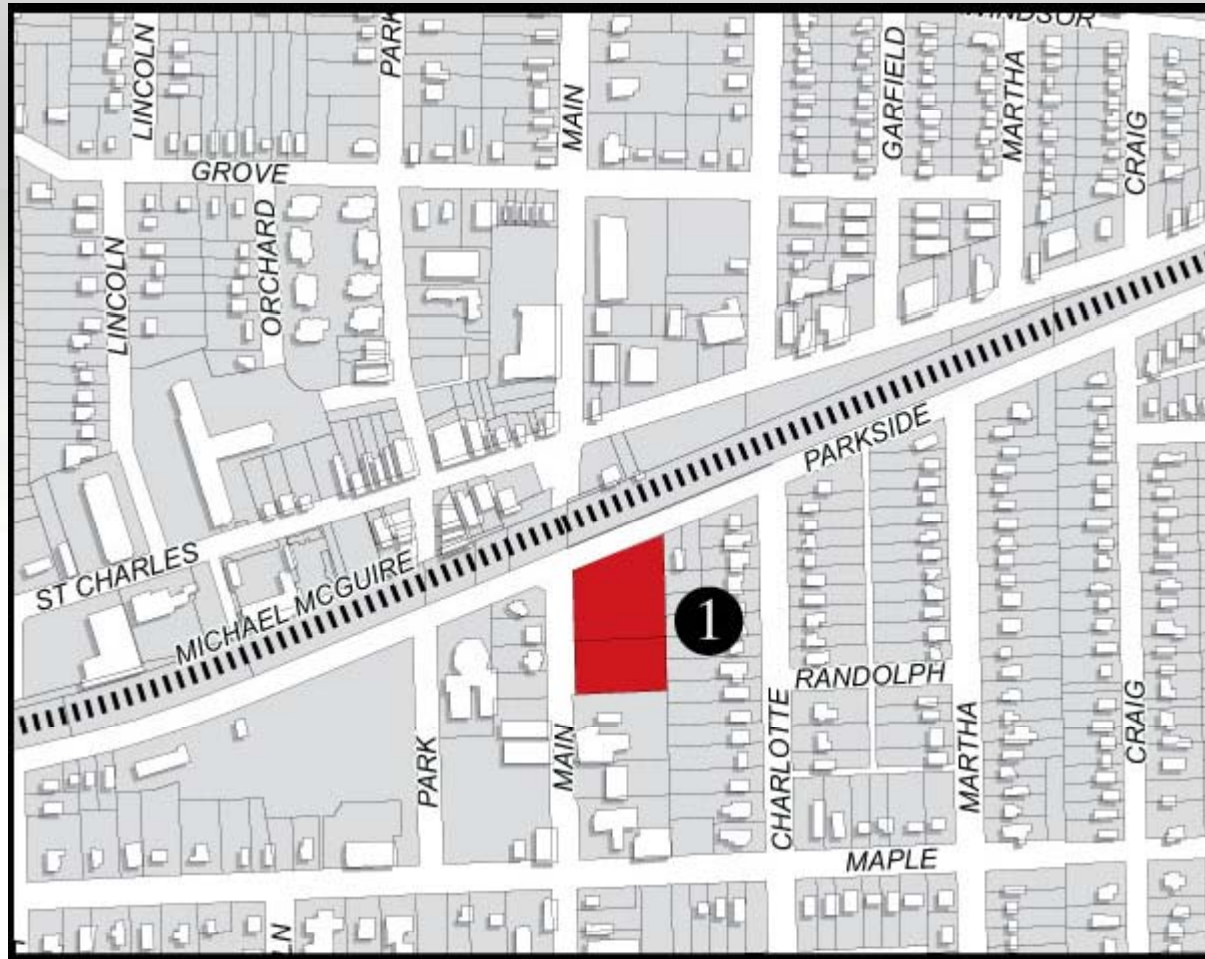


# **Development of Municipal Owned Property**

**There are two key sites within the Downtown area that are owned by the Village.**

**The remaining questions pertain specifically to those sites.**

# **SITE #1 – 101 S. Main Former DuPage Theatre Property**

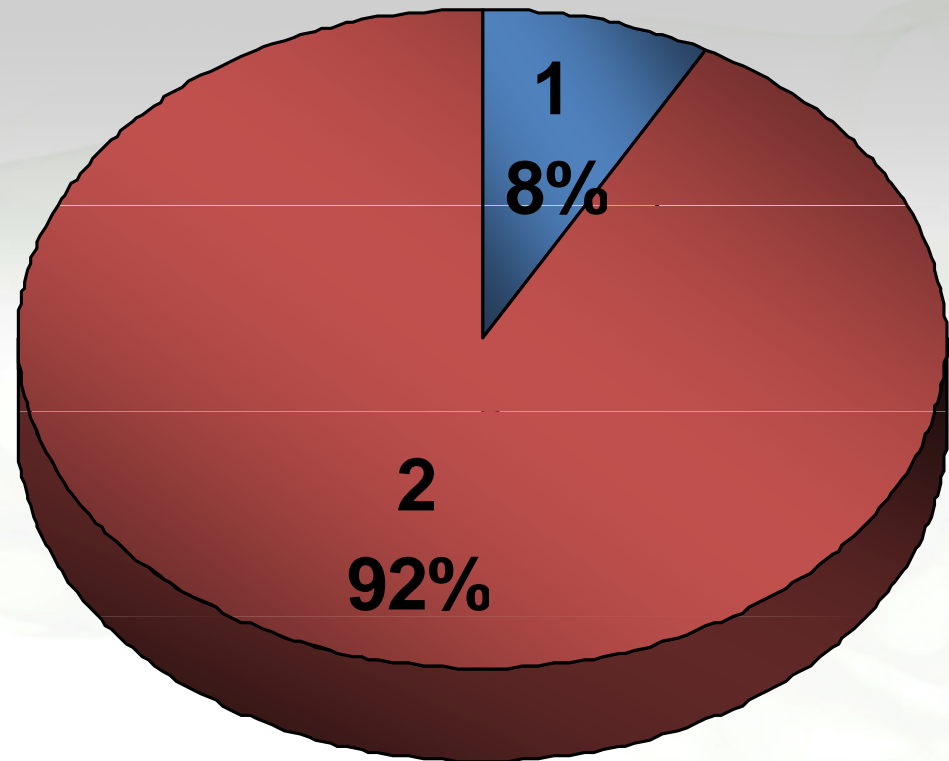


**Lombard Downtown Vision**

## Q25 - Should the former DuPage Theatre property be developed as a single use or a mix of uses?

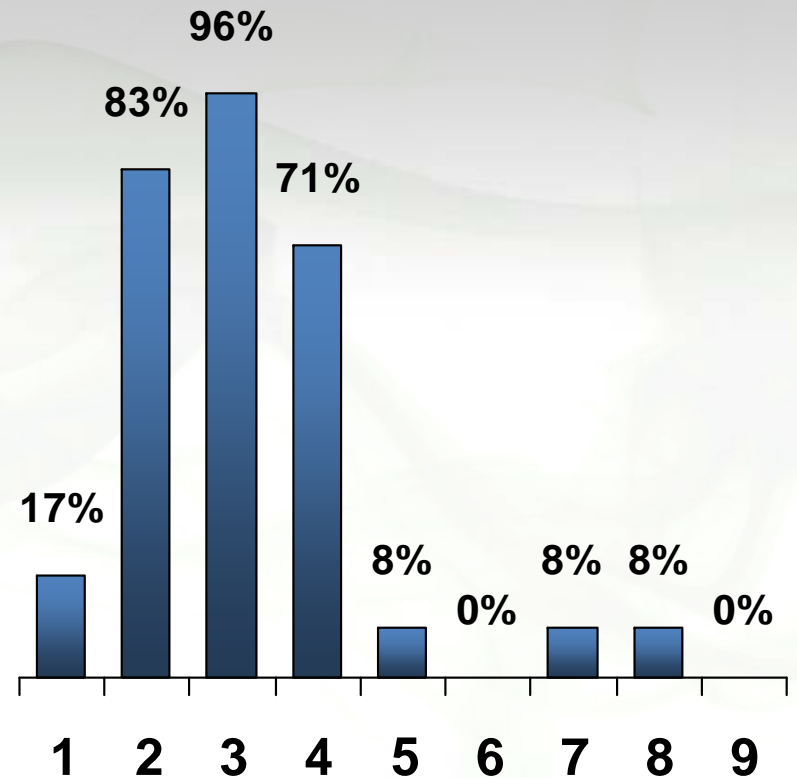
1

1. Single Use
2. Mix of Uses

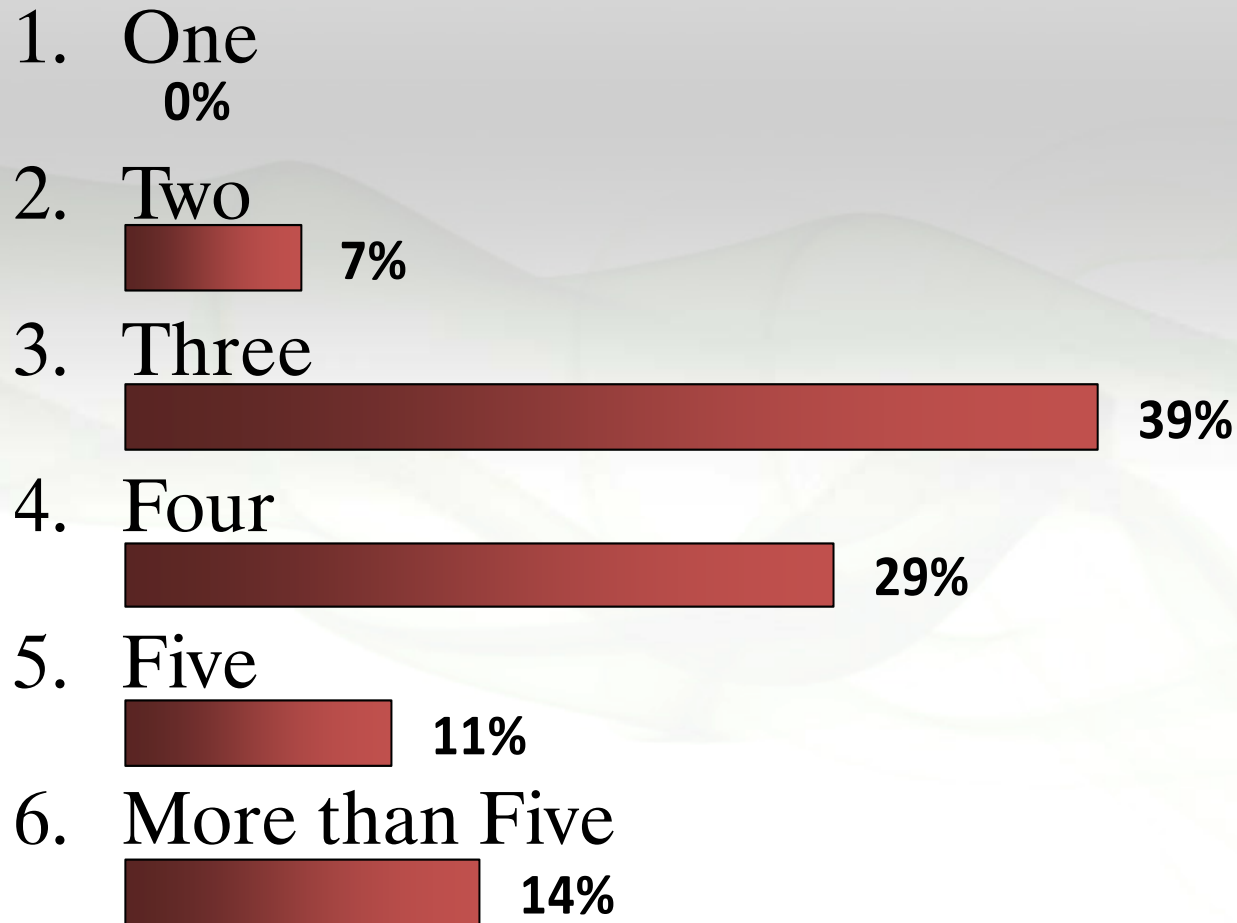


**Q26 - What uses/development would you like to see on the former DuPage Theatre property ?  
(Choose up to 3)**

1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use/Government facility
8. Public Parking
9. Other



# Q27 – How many stories would be acceptable for the former DuPage Theatre property ?



**Q28 - If residential uses are developed on the site, rank in order of preference the types of units you would prefer. (Rank 3)**

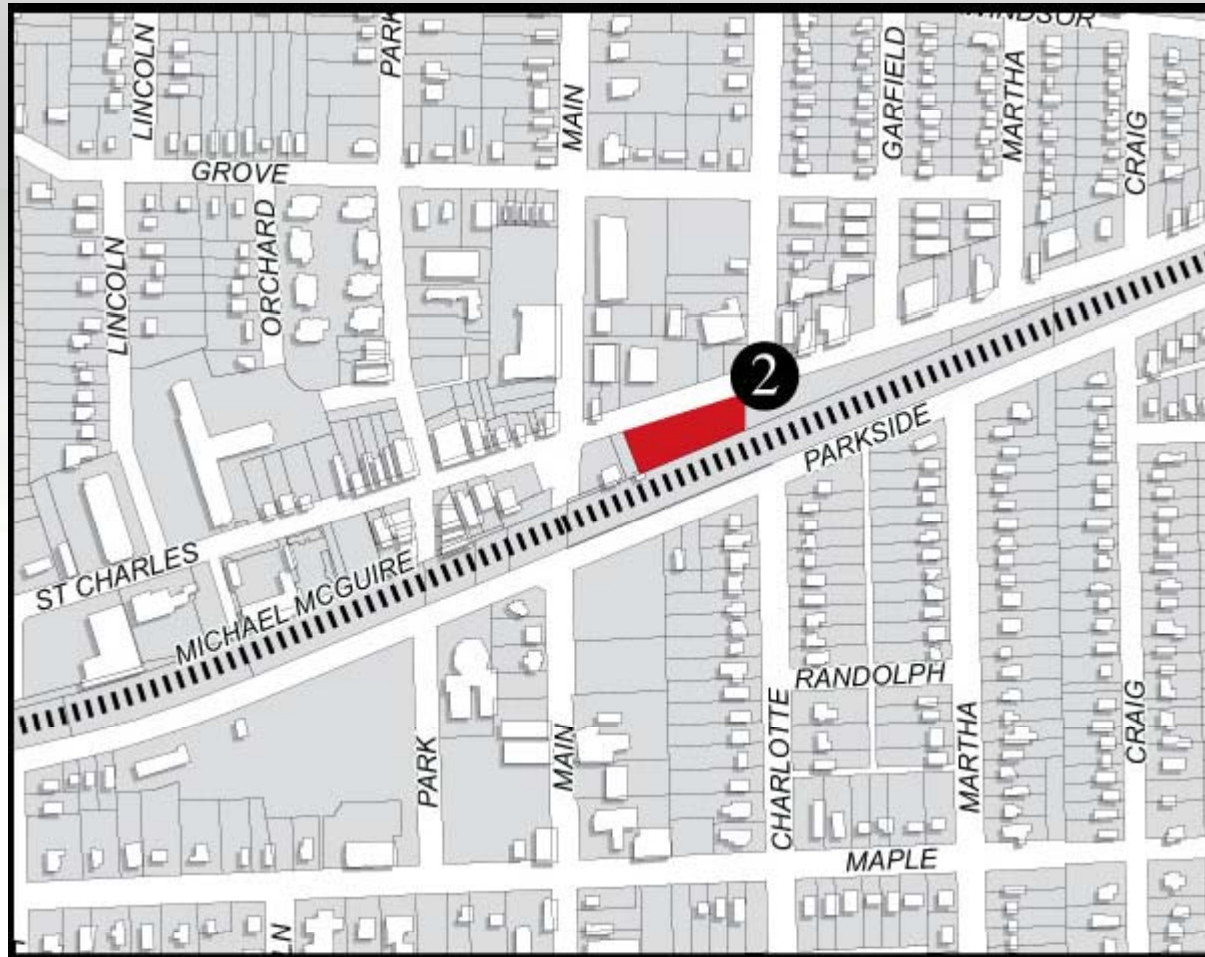


1. Apartments (rental)
2. Condominiums
3. Townhomes/Rowhomes
4. Senior Housing
5. Affordable Housing
6. Single-Family Detached
7. No Residential

## Q28 – Residential Ranking Results

Times Sel.	Item
14	7. No Residential
12	2. Condominiums
6	4. Senior Housing
4	3. Townhomes/Rowhomes
1	1. Apartments (rental)
1	5. Affordable Housing
0	6. Single-Family Detached

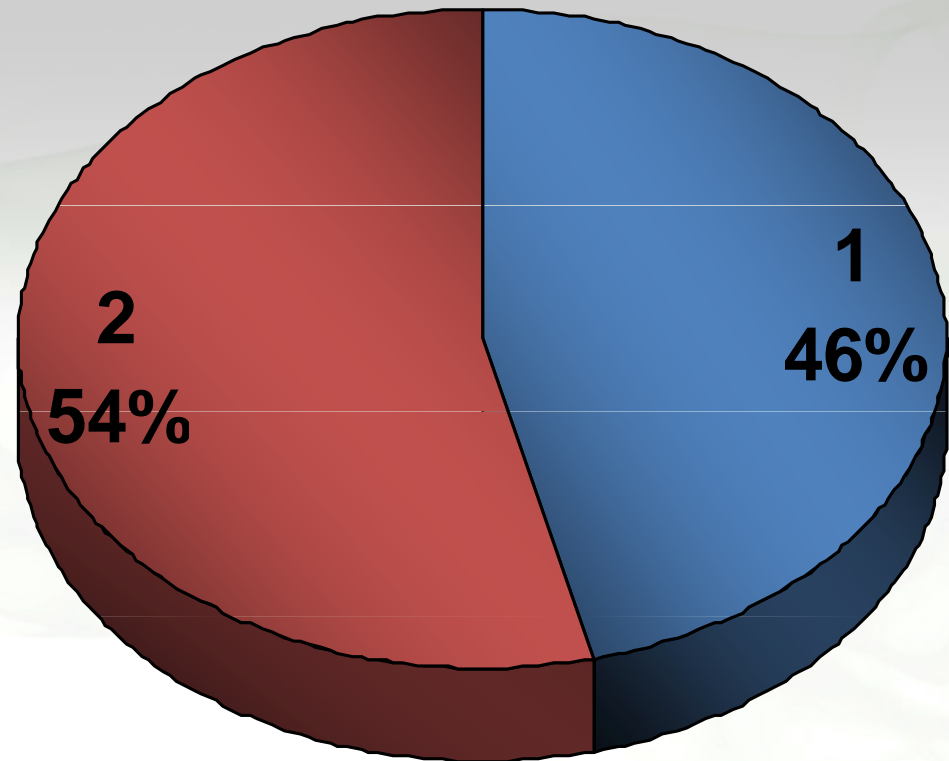
# **SITE #2 – 21 E St. Charles, Hammerschmidt Property**



**Lombard Downtown Vision**

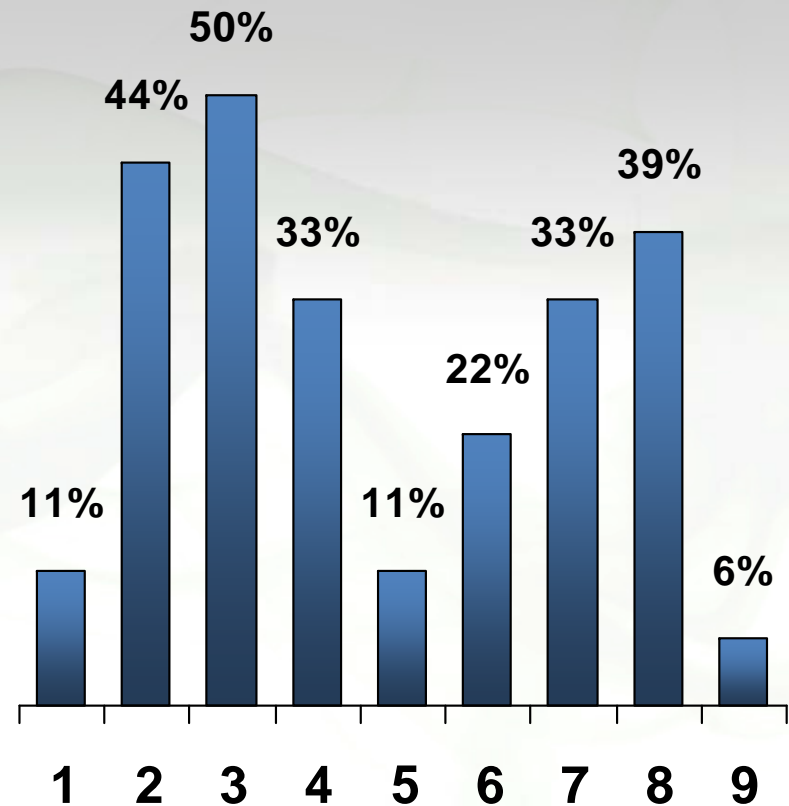
# Q29 - Should the Hammerschmidt property be developed as a single use or a mix of uses?

- 1. Single Use
- 2. Mix of Uses

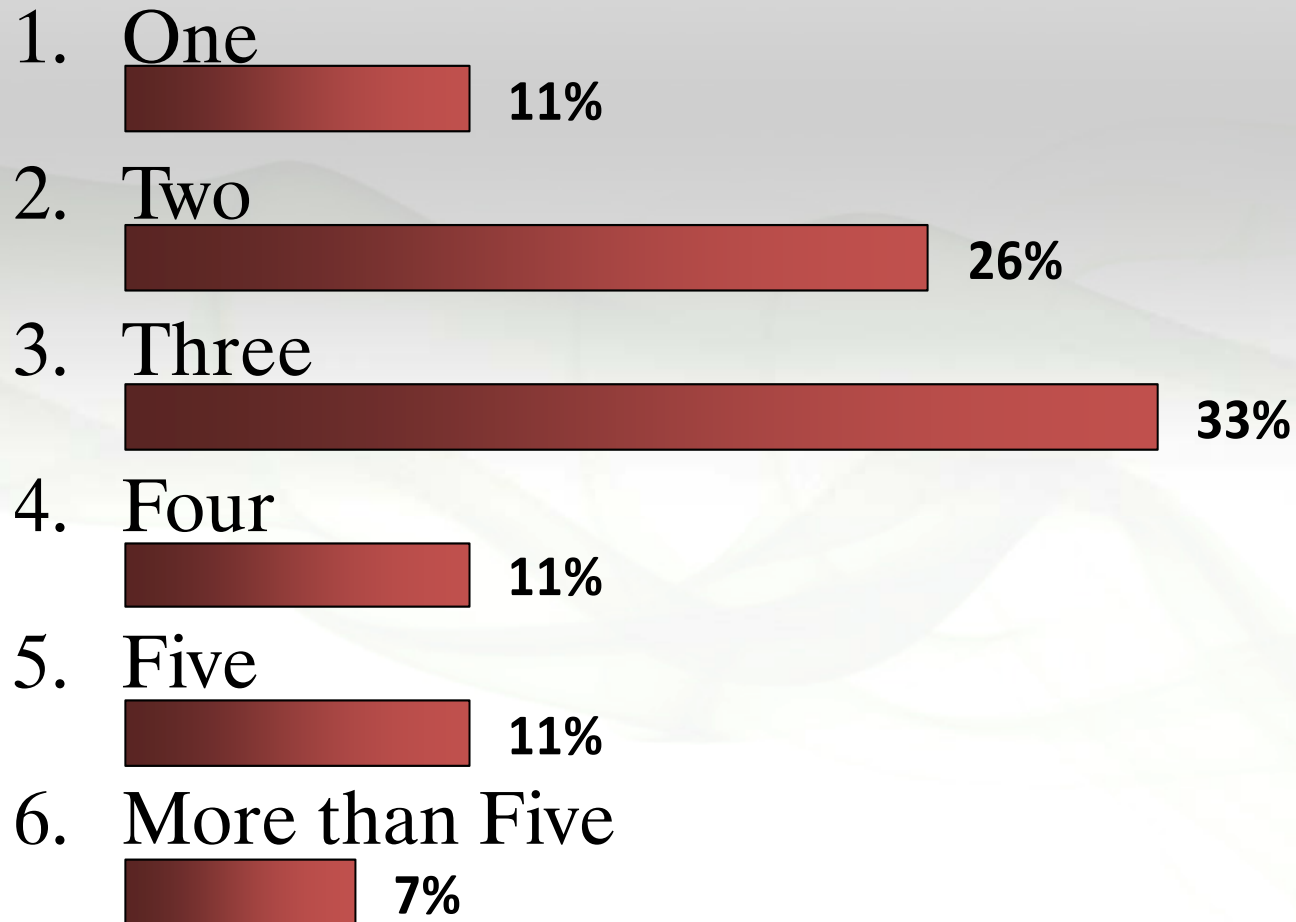


**Q30 - What uses/development would you like to see on the Hammerschmidt property ?  
(Choose up to 3)**

1. Residential
2. Retail
3. Restaurant
4. Entertainment
5. Office
6. Service
7. Public Use/Government facility
8. Public Parking
9. Other



# Q31 – How many stories would be acceptable for the Hammerschmidt property ?



**Q32 - If residential uses are developed on the site, rank in order of preference the types of units you would prefer. (Rank 3)**

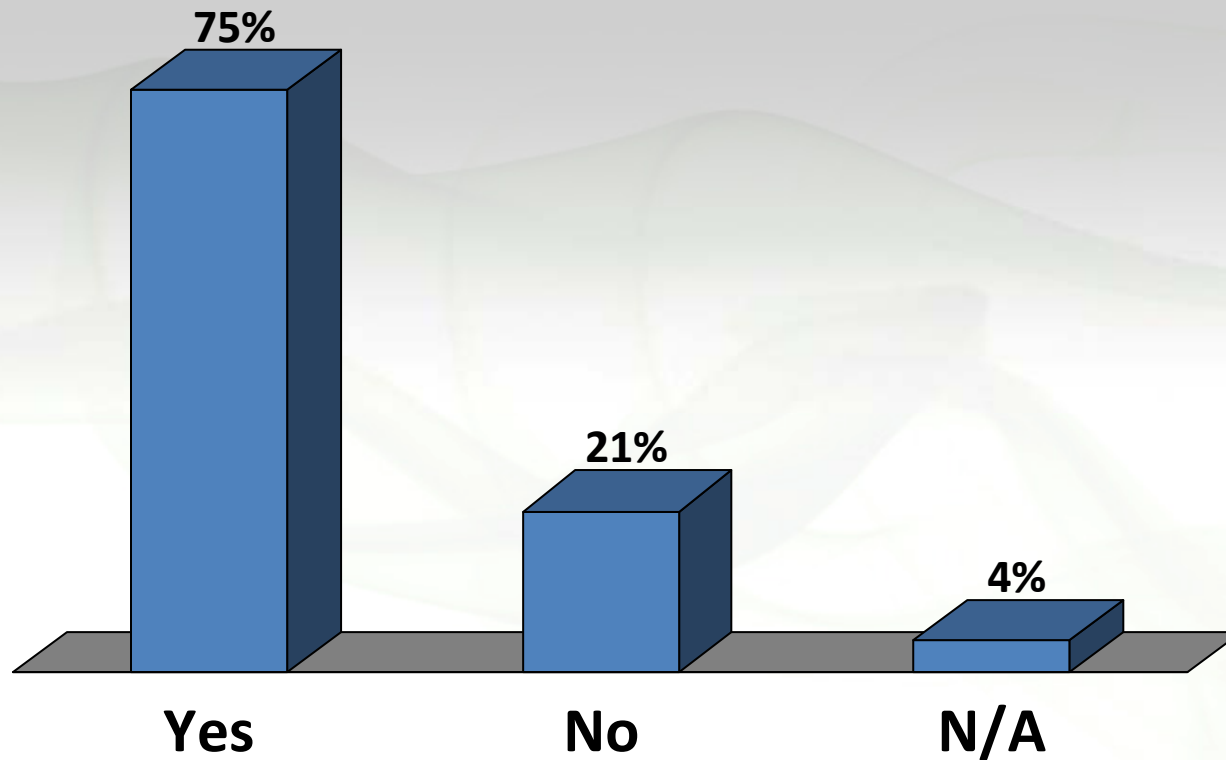


1. Apartments (rental)
2. Condominiums
3. Townhomes/Rowhomes
4. Senior Housing
5. Affordable Housing
6. Single-Family Detached
7. No Residential

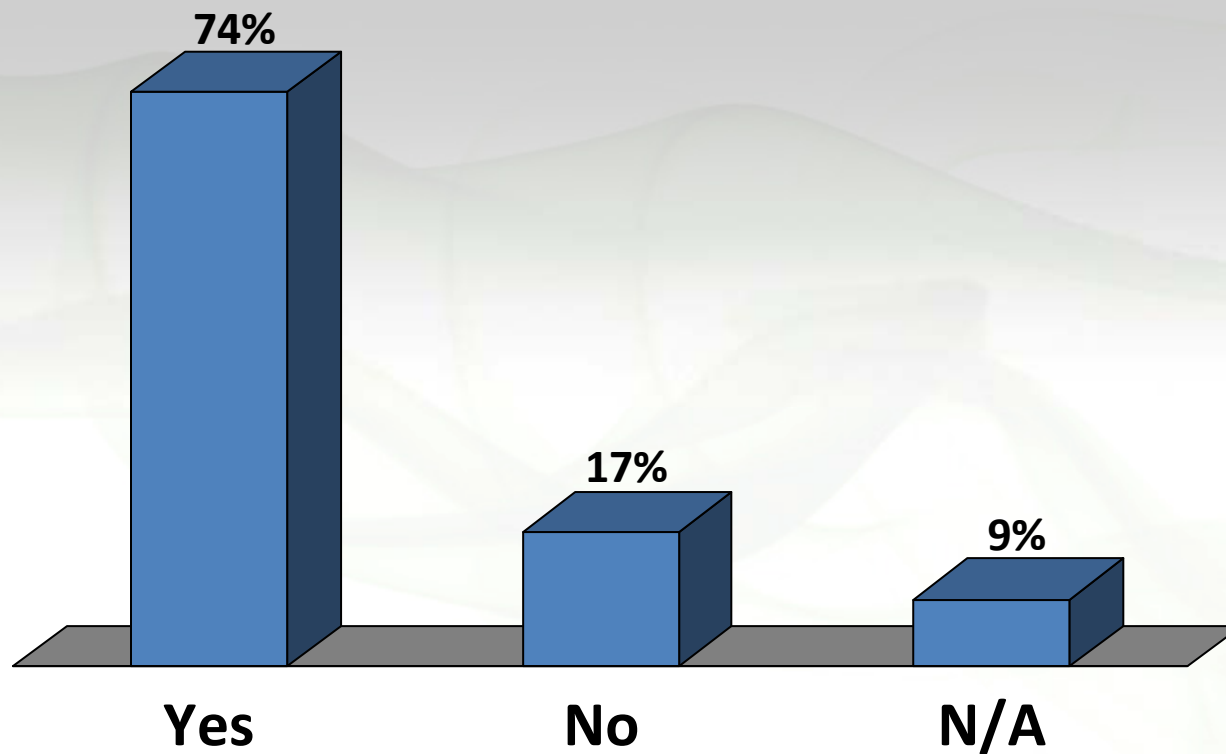
## Q32 – Residential Ranking Results

Times Sel.	Item
16	7. No Residential
3	1. Apartments (rental)
3	2. Condominiums
3	4. Senior Housing
2	3. Townhomes/Rowhomes
0	5. Affordable Housing
0	6. Single-Family Detached

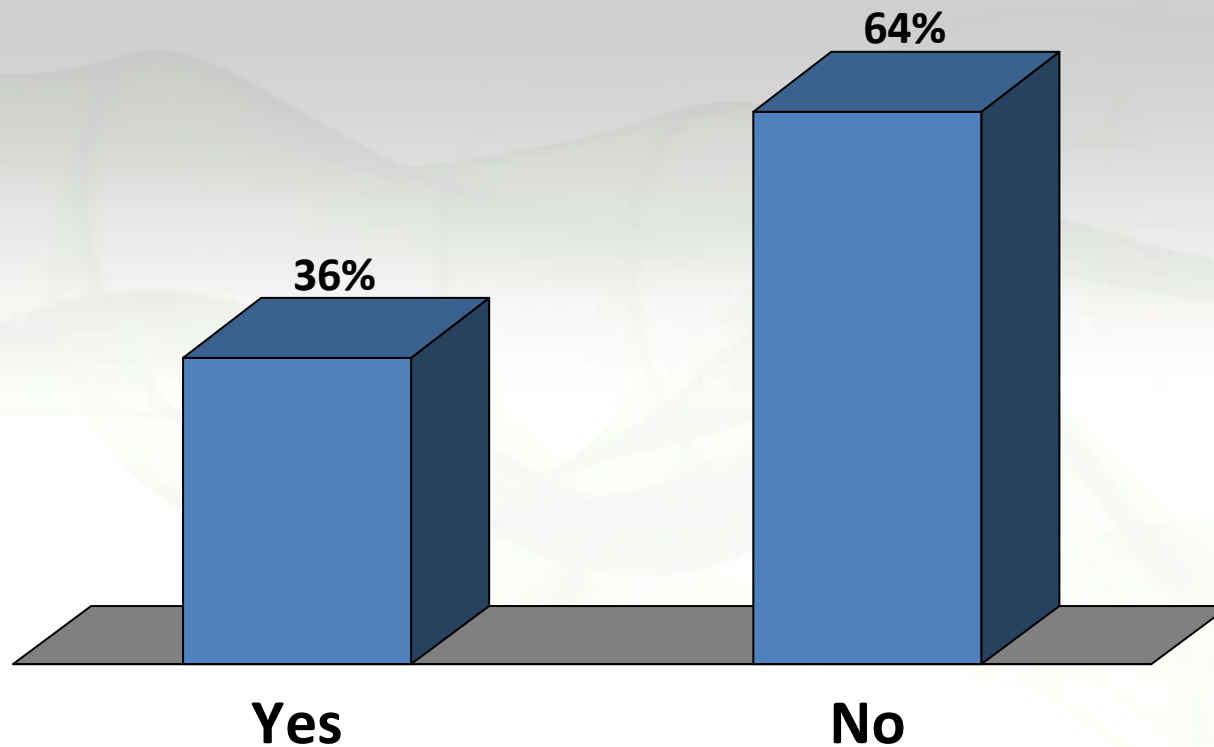
# Quick Poll 1 - Is Pedestrian connectivity an issue in Downtown Lombard?








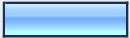
# Quick Poll 2 - Would you consider moving Downtown in the future?



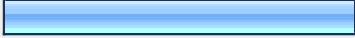

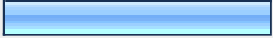


# Quick Poll 3 - Would decreasing the retail sales tax in Downtown positively influence your decision to shop Downtown?

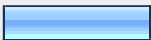


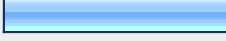


# Lombard Resident Questionnaire




1. Please indicate which of the Districts you currently reside.			Response Percent	Response Count
District 1			33.5%	83
District 2			7.3%	18
District 3			7.3%	18
District 4			23.0%	57
District 5			15.7%	39
District 6			13.3%	33
			<i>answered question</i>	<b>248</b>
			<i>skipped question</i>	<b>5</b>

2. Based on the map below, which areas do you consider to be part of Downtown Lombard? (Choose all that apply)			Response Percent	Response Count
Area 1			100.0%	235
Area 2			38.7%	91
Area 3			38.7%	91
Area 4			31.9%	75
Area 5			29.4%	69
			<i>answered question</i>	<b>235</b>
			<i>skipped question</i>	<b>18</b>


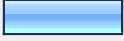
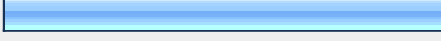
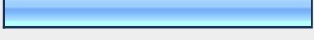
**3. If you ARE NOT currently a Downtown Resident, would you consider a Downtown residence in the future?**

		Response Percent	Response Count
Yes		15.8%	36
No		37.7%	86
Unsure at this time		21.9%	50
I am a Downtown Resident		24.6%	56
		<b>answered question</b>	<b>228</b>
		<b>skipped question</b>	<b>25</b>

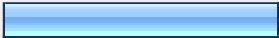
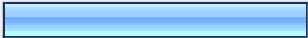

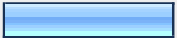


**4. If you are a Downtown Resident, please indicate where within the downtown area you currently reside. (See legend at the bottom of the map)**

		Response Percent	Response Count
Area 1 - Downtown		30.7%	27
Area 2 - Near Downtown		38.6%	34
Area 3 - Outside of Downtown		30.7%	27
		<b>answered question</b>	<b>88</b>
		<b>skipped question</b>	<b>165</b>

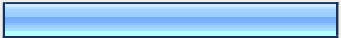
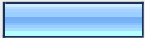
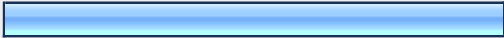


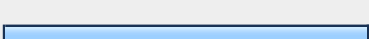


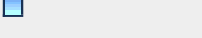
**5. If you are a Downtown Resident, how long have you lived in the Downtown Area?**



		Response Percent	Response Count
Less than a year		4.8%	3
1-3 years		12.9%	8
3-10 years		48.4%	30
More than 10 years		33.9%	21
		<b>answered question</b>	<b>62</b>
		<b>skipped question</b>	<b>191</b>

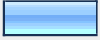
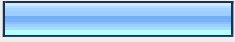

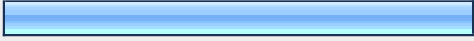
**6. If you are a Downtown Resident, where did you move from?**

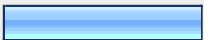
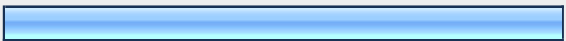
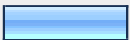

		Response Percent	Response Count
Elsewhere in Lombard		30.0%	18
<b>Nearby/Western Suburb</b>		<b>33.3%</b>	<b>20</b>
North or South Suburb		8.3%	5
City of Chicago		18.3%	11
Outside the Region		6.7%	4
I have always resided in the Downtown area		3.3%	2
		<b>answered question</b>	<b>60</b>
		<b>skipped question</b>	<b>193</b>

**7. If you are a Downtown Resident, why did you move to Downtown Lombard? (check all that apply)**

		Response Percent	Response Count
Family		36.7%	22
Work		15.0%	9
<b>Metra</b>		<b>55.0%</b>	<b>33</b>
Regional Location		28.3%	17
Downsizing		8.3%	5
Overall Downtown Character (i.e. mix of uses, walkability)		40.0%	24
Affordability		36.7%	22
I have always resided in the Downtown area		1.7%	1
Other (please specify)		21.7%	13
		<b>answered question</b>	<b>60</b>
		<b>skipped question</b>	<b>193</b>

8. If you are a Downtown Resident, do you rent or own your home?			
		Response Percent	Response Count
Rent		8.3%	5
Own		91.7%	55
<i>answered question</i>			60
<i>skipped question</i>			193

9. If you are a Downtown Resident, what is the size of your household?			
		Response Percent	Response Count
1		10.0%	6
2		25.0%	15
3		13.3%	8
4 or more		51.7%	31
<i>answered question</i>			60
<i>skipped question</i>			193

10. If you are a Downtown Resident, how many vehicles are in your household?			
		Response Percent	Response Count
1		21.7%	13
2		61.7%	37
3		13.3%	8
4		3.3%	2
5 or more		0.0%	0
<i>answered question</i>			60
<i>skipped question</i>			193

**11. What is your primary mode of transportation for getting to work?**

		Response Percent	Response Count
Walk		0.0%	0
Bike		0.0%	0
Metra/Pace		25.3%	20
<b>Automobile</b>		<b>69.6%</b>	<b>55</b>
Other (please specify)		5.1%	4
		<b>answered question</b>	<b>79</b>
		<b>skipped question</b>	<b>174</b>


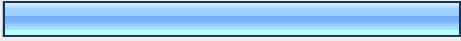
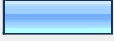



**12. In a typical month, how often do you dine in Downtown Lombard?**

		Response Percent	Response Count
0		37.6%	83
<b>1-5</b>		<b>58.4%</b>	<b>129</b>
5-10		2.7%	6
10-15		0.9%	2
15-20		0.5%	1
20 or more		0.0%	0
		<b>answered question</b>	<b>221</b>
		<b>skipped question</b>	<b>32</b>

**13. In order of frequency, what are your top 3 dining locations?**

	First	Second	Third	Rating Average	Response Count
Downtown Lombard	35.3% (30)	24.7% (21)	<b>40.0% (34)</b>	1.95	85
Roosevelt Road Corridor	31.5% (34)	<b>40.7% (44)</b>	27.8% (30)	2.04	108
Butterfield Road Corridor	<b>36.9% (45)</b>	35.2% (43)	27.9% (34)	2.09	122
Oakbrook Center/Oak Brook	20.3% (12)	<b>49.2% (29)</b>	30.5% (18)	1.90	59
Yorktown Mall	<b>39.8% (47)</b>	37.3% (44)	22.9% (27)	2.17	118
Other Suburban Downtowns	<b>40.0% (34)</b>	29.4% (25)	30.6% (26)	2.09	85
Chicago	12.0% (3)	12.0% (3)	<b>76.0% (19)</b>	1.36	25
Other	35.9% (14)	10.3% (4)	<b>53.8% (21)</b>	1.82	39
	<i>answered question</i>				<b>220</b>
	<i>skipped question</i>				<b>33</b>


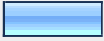

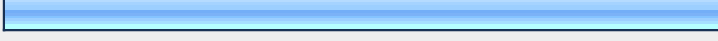

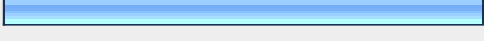
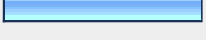
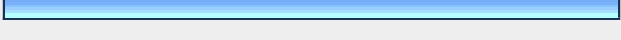
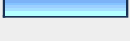
**14. In a typical month how often do you purchase goods or services in Downtown Lombard?**




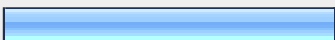

		Response Percent	Response Count
0		30.5%	68
1-5		<b>50.2%</b>	<b>112</b>
5-10		11.7%	26
10-15		2.7%	6
15-20		2.7%	6
20 or more		2.2%	5
	<i>answered question</i>		<b>223</b>
	<i>skipped question</i>		<b>30</b>


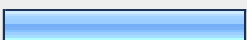
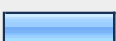
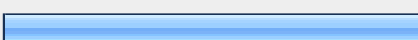
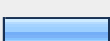
**15. In order of frequency, what are your top 3 shopping locations for goods and services?**

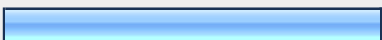
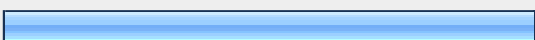
	First	Second	Third	Rating Average	Response Count
Downtown Lombard	25.5% (13)	<b>37.3% (19)</b>	<b>37.3% (19)</b>	1.88	51
Roosevelt Road Corridor	<b>47.4% (64)</b>	29.6% (40)	23.0% (31)	2.24	135
Butterfield Road Corridor	16.2% (16)	<b>42.4% (42)</b>	41.4% (41)	1.75	99
Oakbrook Center/Oak Brook	14.3% (12)	<b>45.2% (38)</b>	40.5% (34)	1.74	84
Yorktown Mall	<b>49.7% (91)</b>	30.6% (56)	19.7% (36)	2.30	183
Other Suburban Downtowns	21.1% (8)	21.1% (8)	<b>57.9% (22)</b>	1.63	38
Chicago	16.7% (1)	16.7% (1)	<b>66.7% (4)</b>	1.50	6
Other	32.0% (16)	22.0% (11)	<b>46.0% (23)</b>	1.86	50
	<i>answered question</i>				<b>221</b>
	<i>skipped question</i>				<b>32</b>

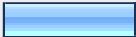

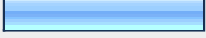

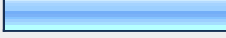
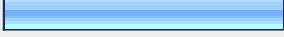
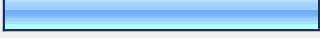

**16. What are the biggest issues and challenges facing Downtown Lombard? (choose 3)**



		Response Percent	Response Count
Parking		26.9%	59
Circulation and Access		10.5%	23
Commuter/Transit		5.0%	11
<b>Retail and Dining</b>		<b>79.0%</b>	<b>173</b>
Residential		1.4%	3
Image and appearance		53.0%	116
New Development		21.5%	47
Vacant/Underutilized Sites		68.0%	149
Other (please specify)		13.2%	29
	<i>answered question</i>		<b>219</b>
	<i>skipped question</i>		<b>34</b>



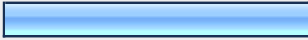
17. I think parking is an issue in Downtown because...			Response Percent	Response Count
Too much parking			0.9%	2
Not enough parking			29.8%	64
Parking is poorly located			25.6%	55
<b>Parking is not an issue</b>			<b>36.3%</b>	<b>78</b>
Other (please specify)			7.4%	16
			<b>answered question</b>	<b>215</b>
			<b>skipped question</b>	<b>38</b>

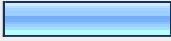



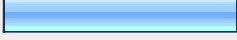
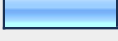
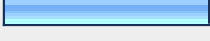
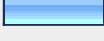
18. I think commuter parking is an issue in Downtown because...			Response Percent	Response Count
Too much commuter parking			4.5%	9
Not enough commuter parking			26.4%	53
Commuter parking is poorly located			11.9%	24
<b>Commuter parking is not an issue</b>			<b>45.8%</b>	<b>92</b>
Other (please specify)			11.4%	23
			<b>answered question</b>	<b>201</b>
			<b>skipped question</b>	<b>52</b>

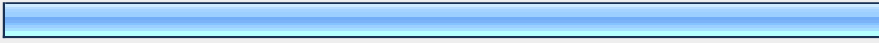

19. Is overall circulation and access a problem in Downtown?			Response Percent	Response Count
Yes			41.6%	89
<b>No</b>			<b>58.4%</b>	<b>125</b>
			<b>answered question</b>	<b>214</b>
			<b>skipped question</b>	<b>39</b>


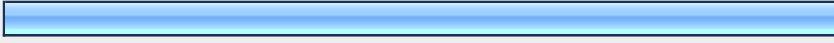
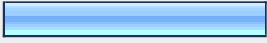
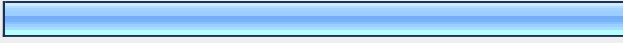
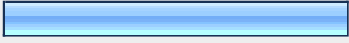
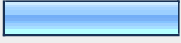

20. I think commuter/transit is an issue in Downtown because... (choose 3)			Response Percent	Response Count
Creates traffic in Downtown			14.1%	29
<b>Commuters do not patronize businesses</b>			<b>47.3%</b>	<b>97</b>
Not enough commuter parking			22.0%	45
Schedule/service times			6.3%	13
Pick up and drop off			24.4%	50
Condition of facilities			30.7%	63
The station is an underutilized asset			34.6%	71
Commuter/transit is not an issue			32.7%	67
		<i>answered question</i>		<b>205</b>
		<i>skipped question</i>		<b>48</b>

21. The current mix of uses in Downtown is appropriate?			Response Percent	Response Count
Yes			18.2%	38
<b>No</b>			<b>81.8%</b>	<b>171</b>
		<i>answered question</i>		<b>209</b>
		<i>skipped question</i>		<b>44</b>

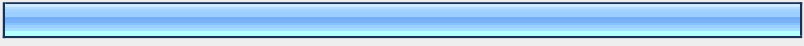
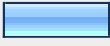

22. What are your feelings about the amount of office and service uses in Downtown?			Response Percent	Response Count
Not enough office/service uses			26.7%	55
<b>Appropriate amount of office uses</b>			<b>39.8%</b>	<b>82</b>
Too many office uses			33.5%	69
			<b>answered question</b>	<b>206</b>
			<b>skipped question</b>	<b>47</b>

23. Regarding office uses, select all of the statements that you agree with.			Response Percent	Response Count
No issues for office and services			18.1%	37
<b>Not enough variety</b>			<b>50.0%</b>	<b>102</b>
Services/offices close too early			10.8%	22
Need for higher quality			37.7%	77
Inadequate parking for office and service			25.5%	52
Office and service are poorly located			12.3%	25
Office should not be located on the ground floor			22.5%	46
Other (please specify)			10.8%	22
			<b>answered question</b>	<b>204</b>
			<b>skipped question</b>	<b>49</b>

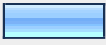
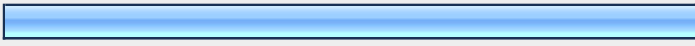

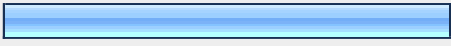
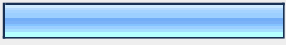
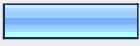
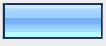
24. What are your feelings about the amount of retail uses in Downtown?			
		Response Percent	Response Count
Not enough retail uses		96.7%	208
Appropriate amount of retail uses		3.3%	7
Too many retail uses		0.0%	0
		<b>answered question</b>	<b>215</b>
		<b>skipped question</b>	<b>38</b>


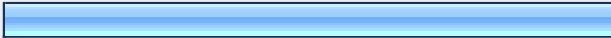
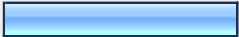
25. Regarding retail uses, select all of the statements that you agree with.			
		Response Percent	Response Count
No issues for retail		2.3%	5
Not enough variety		92.1%	198
Stores close too early		28.8%	62
Need for higher quality		68.4%	147
Inadequate parking for retail		37.7%	81
Retail is poorly located		19.1%	41
Other		7.9%	17
		<b>answered question</b>	<b>215</b>
		<b>skipped question</b>	<b>38</b>






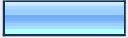

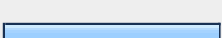
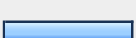
**26. What are your feelings about the amount of restaurants in Downtown?**

		Response Percent	Response Count
<b>Not enough restaurants</b>		88.2%	186
Appropriate amount of restaurants		11.4%	24
Too many restaurants		0.5%	1
	<b>answered question</b>		<b>211</b>
	<b>skipped question</b>		<b>42</b>

**27. Regarding restaurants, select all of the statements that you agree with.**

		Response Percent	Response Count
No issues for restaurants		10.8%	23
<b>Not enough variety</b>		76.4%	162
Restaurants close too early		7.1%	15
Need for higher quality		49.1%	104
Inadequate parking for restaurants		30.7%	65
Restaurants are poorly located		14.6%	31
Other (please specify)		10.4%	22
	<b>answered question</b>		<b>212</b>
	<b>skipped question</b>		<b>41</b>



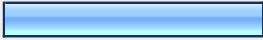





28. What are your feelings about residential uses in Downtown?			Response Percent	Response Count
Not enough residential			7.4%	16
<b>Appropriate amount of residential</b>			<b>67.0%</b>	<b>144</b>
Too much residential			25.6%	55
		<b>answered question</b>		<b>215</b>
		<b>skipped question</b>		<b>38</b>

29. Regarding residential uses, select all of the statements that you agree with.			Response Percent	Response Count
<b>No issues for residential</b>			<b>41.0%</b>	<b>82</b>
Not enough housing types			9.5%	19
A need for higher quality			13.0%	26
A need for senior housing			26.0%	52
A need for more affordable housing			18.5%	37
Inadequate parking for residential			13.0%	26
Residential is poorly located			6.0%	12
Residential should not be located on the ground floor			23.5%	47
Other (please specify)			14.0%	28
		<b>answered question</b>		<b>200</b>
		<b>skipped question</b>		<b>53</b>

30. What are your feelings about entertainment uses in Downtown?			
		Response Percent	Response Count
Not enough entertainment uses		90.2%	193
Appropriate amount of entertainment uses		9.3%	20
Too much entertainment uses		0.5%	1
<b>answered question</b>			<b>214</b>
<b>skipped question</b>			<b>39</b>

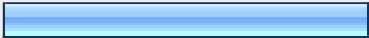

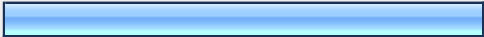
31. Regarding entertainment uses, select all of the statements that you agree with.			
		Response Percent	Response Count
No issues for entertainment uses		7.1%	15
Not enough variety		76.9%	163
Entertainment uses/venues close too early		10.8%	23
Need for higher quality		50.0%	106
Inadequate parking for entertainment uses		24.5%	52
Entertainment uses are poorly located		14.2%	30
Other (please specify)		22.2%	47
<b>answered question</b>			<b>212</b>
<b>skipped question</b>			<b>41</b>










32. How would you rate the overall appearance of Downtown Lombard? (1=Low; 9=High)

		Response Percent	Response Count
1		14.7%	31
2		30.3%	64
3		28.4%	60
4		8.5%	18
5		9.0%	19
6		6.2%	13
7		1.9%	4
8		0.9%	2
9		0.0%	0
		<b>answered question</b>	<b>211</b>
		<b>skipped question</b>	<b>42</b>

33. Improvements to the image and appearance of Downtown could best be achieved by the following: (choose 3)			Response Percent	Response Count
Street trees and lighting (streetscape)			20.6%	44
Signage			11.7%	25
Facades			46.3%	99
Landscaping			28.5%	61
Parking Lot Improvements			22.9%	49
New Development			39.3%	84
<b>Rehab/Reuse of Existing Buildings</b>			<b>73.8%</b>	<b>158</b>
Infrastructure repair (sidewalks, streets, alleys)			11.2%	24
Other (please specify)			11.7%	25
			<i>answered question</i>	<b>214</b>
			<i>skipped question</i>	<b>39</b>

34. Downtown Lombard is...			Response Percent	Response Count
<b>Staying the same</b>			<b>46.7%</b>	<b>99</b>
Changing for the better			19.3%	41
Changing for the worse			34.0%	72
			<i>answered question</i>	<b>212</b>
			<i>skipped question</i>	<b>41</b>

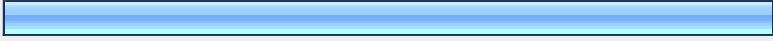
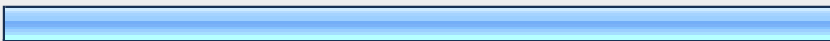
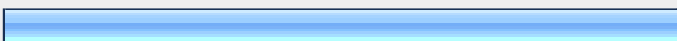
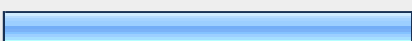
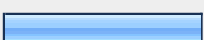
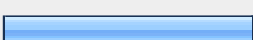
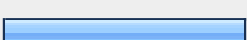


35. New development in Downtown has...			Response Percent	Response Count
Made it better			40.1%	85
Made it worse			7.1%	15
<b>Had no impact</b>			<b>52.8%</b>	<b>112</b>
		<b>answered question</b>		<b>212</b>
		<b>skipped question</b>		<b>41</b>


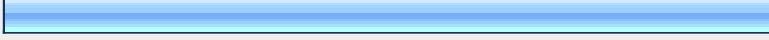
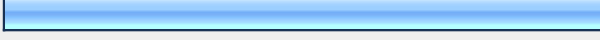
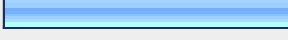
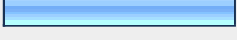
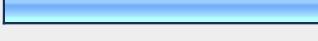
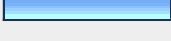

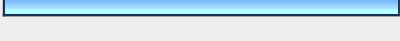
36. How would you rate the overall quality/character of new development? (1=Low; 9=High)			Response Percent	Response Count
1			7.9%	17
2			14.0%	30
<b>3</b>			<b>26.2%</b>	<b>56</b>
4			14.5%	31
5			17.8%	38
6			8.9%	19
7			7.5%	16
8			2.8%	6
9			0.5%	1
		<b>answered question</b>		<b>214</b>
		<b>skipped question</b>		<b>39</b>

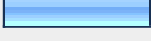
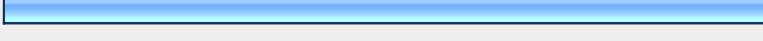
**37. In order of preference, select your three favorite downtowns.**



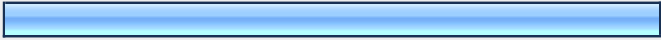



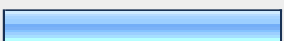
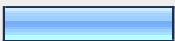
	First	Second	Third	Rating Average	Response Count
Villa Park	0.0% (0)	0.0% (0)	<b>100.0% (2)</b>	1.00	2
Downers Grove	25.4% (18)	31.0% (22)	<b>43.7% (31)</b>	1.82	71
Naperville	<b>50.0% (51)</b>	31.4% (32)	18.6% (19)	2.31	102
Elmhurst	<b>35.8% (49)</b>	33.6% (46)	30.7% (42)	2.05	137
Hinsdale	22.2% (6)	33.3% (9)	<b>44.4% (12)</b>	1.78	27
Glen Ellyn	35.5% (43)	<b>38.0% (46)</b>	26.4% (32)	2.09	121
Wheaton	19.6% (19)	<b>41.2% (40)</b>	39.2% (38)	1.80	97
Geneva	<b>41.8% (28)</b>	22.4% (15)	35.8% (24)	2.06	67
Other	0.0% (0)	0.0% (0)	<b>100.0% (7)</b>	1.00	7
	<b>answered question</b>				<b>214</b>
	<b>skipped question</b>				<b>39</b>

**38. What attributes make these downtowns your favorite?**

		Response Percent	Response Count
Shopping		84.9%	180
Dining		91.5%	194
Pedestrian Environment		74.5%	158
Streetscape (Street Trees & Lights)		44.8%	95
Parks/Open Space		21.7%	46
Parking		27.4%	58
Access		26.4%	56
Residential Uses		9.0%	19
Special Events/Festivals		50.9%	108
	<b>answered question</b>		<b>212</b>
	<b>skipped question</b>		<b>41</b>

39. What attributes of a downtown are absent or need to be improved in Downtown Lombard?			
		Response Percent	Response Count
Shopping		90.7%	194
Dining		84.6%	181
Pedestrian Environment		65.9%	141
Streetscape (Street Trees & Lights)		31.3%	67
Parks/Open Space		25.2%	54
Parking		34.6%	74
Access		18.2%	39
Residential Uses		7.5%	16
Special Events/Festivals		43.5%	93
		<b>answered question</b>	<b>214</b>
		<b>skipped question</b>	<b>39</b>

40. Should the former DuPage Theatre property develop as a single use or a mix of uses?			
		Response Percent	Response Count
Single Use		15.8%	32
Mix of Uses		84.2%	170
		<b>answered question</b>	<b>202</b>
		<b>skipped question</b>	<b>51</b>

41. What uses/development would you like to see on the former DuPage Theatre property? (choose 3)			Response Percent	Response Count
Residential			10.4%	22
Retail			60.2%	127
<b>Restaurant</b>			<b>72.5%</b>	<b>153</b>
Entertainment			62.6%	132
Office			3.3%	7
Service			2.4%	5
Public Use (e.g. civic, library, park, etc.)			30.3%	64
Other (please specify)			18.5%	39
			<b>answered question</b>	<b>211</b>
			<b>skipped question</b>	<b>42</b>

42. If residential uses are developed on the former DuPage Theatre property, rank your top 3 types of units in order of preference.						
	First	Second	Third	Rating Average	Response Count	
Apartments (rental)	14.7% (5)	32.4% (11)	<b>52.9% (18)</b>	1.62	34	
Condominiums	33.7% (31)	<b>34.8% (32)</b>	31.5% (29)	2.02	92	
Townhomes/Rowhomes	22.8% (21)	<b>44.6% (41)</b>	32.6% (30)	1.90	92	
Senior Housing	20.8% (11)	<b>49.1% (26)</b>	30.2% (16)	1.91	53	
Affordable Housing	22.7% (5)	<b>40.9% (9)</b>	36.4% (8)	1.86	22	
Single-Family Detached	5.0% (1)	45.0% (9)	<b>50.0% (10)</b>	1.55	20	
No Residential	<b>86.3% (132)</b>	4.6% (7)	9.2% (14)	2.77	153	
					<b>answered question</b>	<b>206</b>
					<b>skipped question</b>	<b>47</b>


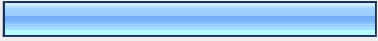
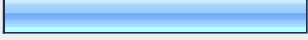
**43. If retail uses are developed on the former DuPage Theatre property, rank your top 3 types of retail in order of preference.**

	First	Second	Third	Rating Average	Response Count
Clothing/apparel	25.2% (27)	33.6% (36)	<b>41.1% (44)</b>	1.84	107
Hardware	<b>35.6% (16)</b>	33.3% (15)	31.1% (14)	2.04	45
Houseware	17.2% (10)	39.7% (23)	<b>43.1% (25)</b>	1.74	58
Convenience	35.7% (5)	<b>42.9% (6)</b>	21.4% (3)	2.14	14
Grocery	<b>50.0% (21)</b>	31.0% (13)	19.0% (8)	2.31	42
Gift/Boutique	29.2% (33)	<b>42.5% (48)</b>	28.3% (32)	2.01	113
Bookstore	<b>44.4% (67)</b>	32.5% (49)	23.2% (35)	2.21	151
Other	<b>44.0% (22)</b>	12.0% (6)	<b>44.0% (22)</b>	2.00	50
	<b>answered question</b>				<b>203</b>
	<b>skipped question</b>				<b>50</b>




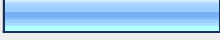


**44. If restaurant/entertainment uses are developed on the former DuPage Theatre property, rank your top 3 uses in order of preference?**

	First	Second	Third	Rating Average	Response Count
Theatre	<b>54.3% (70)</b>	20.2% (26)	25.6% (33)	2.29	129
Brewpub/tavern	<b>40.8% (51)</b>	34.4% (43)	24.8% (31)	2.16	125
Coffee Shop	20.6% (13)	38.1% (24)	<b>41.3% (26)</b>	1.79	63
Family/Casual Restaurant	26.2% (32)	<b>49.2% (60)</b>	24.6% (30)	2.02	122
Upscale Restaurant	28.7% (27)	<b>38.3% (36)</b>	33.0% (31)	1.96	94
Health club	22.7% (5)	22.7% (5)	<b>54.5% (12)</b>	1.68	22
Fast-Food/Carry-Out Restaurant	5.6% (1)	27.8% (5)	<b>66.7% (12)</b>	1.39	18
Boutique hotel	14.8% (4)	29.6% (8)	<b>55.6% (15)</b>	1.59	27
Other	31.6% (6)	0.0% (0)	<b>68.4% (13)</b>	1.63	19
	<b>answered question</b>				<b>211</b>
	<b>skipped question</b>				<b>42</b>




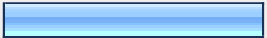

**45. As it pertains to the former DuPage Theatre property, when considering retail and restaurant/entertainment uses, which of the following would you prefer?**

		Response Percent	Response Count
National/Regional Chains		25.7%	54
<b>Local/Independent</b>		<b>41.0%</b>	<b>86</b>
No Preference		33.3%	70
		<i>answered question</i>	<b>210</b>
		<i>skipped question</i>	<b>43</b>

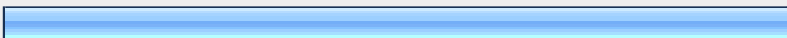
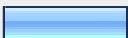
**46. How many stories would be acceptable for the former DuPage Theatre property?**

		Response Percent	Response Count
One		2.9%	6
Two		15.0%	31
<b>Three</b>		<b>43.5%</b>	<b>90</b>
Four		23.7%	49
Five		8.7%	18
Six or more		6.3%	13
		<i>answered question</i>	<b>207</b>
		<i>skipped question</i>	<b>46</b>

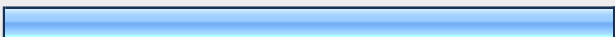
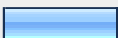
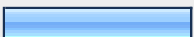
**47. How should parking be handled for the former DuPage Theatre property?**

		Response Percent	Response Count
Existing parking offsite		8.2%	17
Elsewhere off-site		3.4%	7
On-Street		1.4%	3
On-Site surface		28.4%	59
<b>On-Site enclosed</b>		<b>58.7%</b>	<b>122</b>
		<i>answered question</i>	<b>208</b>
		<i>skipped question</i>	<b>45</b>

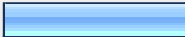

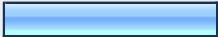
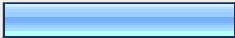

**48. Do you see the former DuPage Theatre property as an extension of downtown or an independent development opportunity?**

		Response Percent	Response Count
<b>Extension of Downtown</b>		<b>86.5%</b>	<b>180</b>
Independent Development		13.5%	28
		<i>answered question</i>	<b>208</b>
		<i>skipped question</i>	<b>45</b>

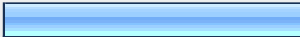

**49. Development of the former DuPage Theatre property should be characterized by the following type of architecture.**

		Response Percent	Response Count
<b>Traditional Architecture/Materials</b>		<b>67.3%</b>	<b>142</b>
Contemporary Architecture/Materials		12.3%	26
No Preference		20.4%	43
		<i>answered question</i>	<b>211</b>
		<i>skipped question</i>	<b>42</b>

**50. What is the primary obstacle to be overcome in order to successfully develop the former DuPage Theatre property?**

		Response Percent	Response Count
Lack of connection to downtown		19.8%	40
Adjacent elevated rail		3.5%	7
Impact on adjacent neighborhood		23.3%	47
Surrounding land uses		25.2%	51
<b>Other (please specify)</b>		<b>28.2%</b>	<b>57</b>
		<i>answered question</i>	<b>202</b>
		<i>skipped question</i>	<b>51</b>

**51. Should the Hammerschmidt property develop as a single use or a mix of uses?**

		Response Percent	Response Count
Single Use		32.7%	66
<b>Mix of Uses</b>		<b>67.8%</b>	<b>137</b>
		<i>answered question</i>	<b>202</b>
		<i>skipped question</i>	<b>51</b>

**52. What uses/development would you like to see on the Hammerschmidt property? (choose 3)**

		Response Percent	Response Count
Residential		14.6%	30
Retail		57.8%	119
<b>Restaurant</b>		<b>62.1%</b>	<b>128</b>
Entertainment		35.0%	72
Office		11.7%	24
Service		15.5%	32
Public Use (e.g. civic, library, park, etc.)		33.5%	69
Other (please specify)		13.6%	28
<b>answered question</b>			<b>206</b>
<b>skipped question</b>			<b>47</b>

**53. If residential uses are developed on the Hammerschmidt property, rank your top 3 types of units in order of preference.**

	First	Second	Third	Rating Average	Response Count
Apartments (rental)	13.6% (6)	36.4% (16)	<b>52.3% (23)</b>	1.66	44
Condominiums	33.3% (27)	<b>40.7% (33)</b>	27.2% (22)	2.09	81
Townhomes/Rowhomes	35.1% (33)	<b>44.7% (42)</b>	21.3% (20)	2.16	94
Senior Housing	16.1% (10)	<b>43.5% (27)</b>	40.3% (25)	1.76	62
Affordable Housing	19.0% (4)	33.3% (7)	<b>47.6% (10)</b>	1.71	21
Single-Family Detached	7.1% (1)	28.6% (4)	<b>64.3% (9)</b>	1.43	14
No Residential	<b>84.6% (121)</b>	2.8% (4)	12.6% (18)	2.72	143
<b>answered question</b>					<b>201</b>
<b>skipped question</b>					<b>52</b>


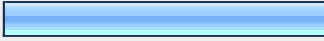
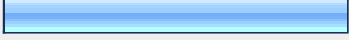
**54. If retail uses are developed on the Hammerschmidt property, rank your top 3 types of retail in order of preference.**

	First	Second	Third	Rating Average	Response Count
Clothing/apparel	32.9% (23)	<b>35.7% (25)</b>	32.9% (23)	2.03	70
Hardware	<b>46.7% (35)</b>	25.3% (19)	28.0% (21)	2.19	75
Houseware	17.6% (12)	36.8% (25)	<b>45.6% (31)</b>	1.72	68
Convenience	32.4% (12)	32.4% (12)	<b>35.1% (13)</b>	1.97	37
Grocery	<b>41.4% (24)</b>	<b>41.4% (24)</b>	17.2% (10)	2.24	58
Gift/Boutique	28.3% (28)	<b>39.4% (39)</b>	33.3% (33)	1.97	99
Bookstore	<b>48.1% (51)</b>	34.9% (37)	17.9% (19)	2.32	106
Other	19.6% (9)	13.0% (6)	<b>67.4% (31)</b>	1.52	46
	<b>answered question</b>				<b>193</b>
	<b>skipped question</b>				<b>60</b>




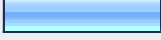


**55. If restaurant/entertainment uses are developed on the Hammerschmidt property, rank your top 3 uses in order of preference?**

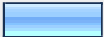


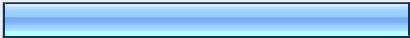

	First	Second	Third	Rating Average	Response Count
Theatre	<b>51.1% (24)</b>	17.0% (8)	31.9% (15)	2.19	47
Brewpub/tavern	<b>52.4% (65)</b>	28.2% (35)	19.4% (24)	2.33	124
Coffee Shop	20.8% (15)	<b>47.2% (34)</b>	33.3% (24)	1.90	72
Family/Casual Restaurant	31.0% (40)	<b>45.0% (58)</b>	24.8% (32)	2.08	129
Upscale Restaurant	31.6% (18)	<b>40.4% (23)</b>	28.1% (16)	2.04	57
Health club	29.2% (7)	16.7% (4)	<b>54.2% (13)</b>	1.75	24
Fast-Food/Carry-Out Restaurant	25.9% (14)	25.9% (14)	<b>50.0% (27)</b>	1.80	54
Boutique hotel	29.4% (5)	<b>35.3% (6)</b>	<b>35.3% (6)</b>	1.94	17
Other	22.2% (6)	11.1% (3)	<b>66.7% (18)</b>	1.56	27
	<b>answered question</b>				<b>195</b>
	<b>skipped question</b>				<b>58</b>

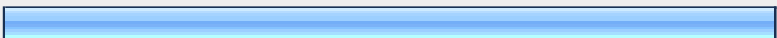
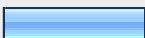
56. As it pertains to the Hammerschmidt property, when considering retail and restaurant/entertainment uses, which of the following would you prefer?




		Response Percent	Response Count
National/Regional Chains		27.5%	56
Local/Independent		35.3%	72
<b>No Preference</b>		<b>37.7%</b>	<b>77</b>
		<i>answered question</i>	<b>204</b>
		<i>skipped question</i>	<b>49</b>

57. How many stories would be acceptable for the Hammerschmidt property?






		Response Percent	Response Count
One		6.0%	12
Two		26.9%	54
<b>Three</b>		<b>41.3%</b>	<b>83</b>
Four		16.9%	34
Five		4.5%	9
Six or more		5.0%	10
		<i>answered question</i>	<b>201</b>
		<i>skipped question</i>	<b>52</b>

58. How should parking be handled for the Hammerschmidt property?			Response Percent	Response Count
Existing parking offsite			10.6%	21
Elsewhere off-site			2.0%	4
On-Street			4.0%	8
<b>On-Site surface</b>			<b>44.7%</b>	<b>89</b>
On-Site enclosed			39.2%	78
		<b>answered question</b>		<b>199</b>
		<b>skipped question</b>		<b>54</b>

59. Do you see the Hammerschmidt property as an extension of downtown or an independent development opportunity?			Response Percent	Response Count
<b>Extension of Downtown</b>			<b>85.1%</b>	<b>172</b>
Independent Development			15.3%	31
		<b>answered question</b>		<b>202</b>
		<b>skipped question</b>		<b>51</b>


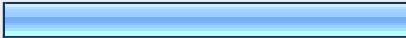

60. Development of the Hammerschmidt property should be characterized by the following type of architecture.			Response Percent	Response Count
<b>Traditional Architecture/Materials</b>			<b>58.6%</b>	<b>119</b>
Contemporary Architecture/Materials			15.3%	31
No Preference			26.6%	54
		<b>answered question</b>		<b>203</b>
		<b>skipped question</b>		<b>50</b>

**61. What is the primary obstacle to be overcome in order to successfully develop the Hammerschmidt property?**


		<b>Response Percent</b>	<b>Response Count</b>
Lack of connection to downtown		19.0%	38
<b>Adjacent elevated rail</b>		<b>29.0%</b>	<b>58</b>
Impact on adjacent neighborhood		8.0%	16
Surrounding land uses		25.0%	50
Other (please specify)		19.5%	39
		<b><i>answered question</i></b>	<b>200</b>
		<b><i>skipped question</i></b>	<b>53</b>

# Lombard Business Questionnaire

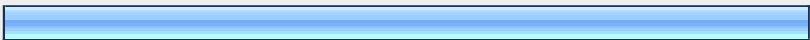

**1. Using the image below, identify which of the areas you consider to be part of Downtown Lombard. (Choose all that apply)**

		Response Percent	Response Count
Area 1		100.0%	9
Area 2		44.4%	4
Area 3		44.4%	4
Area 4		0.0%	0
Area 5		0.0%	0
		<i>answered question</i>	<b>9</b>
		<i>skipped question</i>	<b>0</b>

**2. Do you consider the areas along St. Charles Road located between Elizabeth and Finley (to the west of Area 2), and the between Grace and Third (to the east of Area 3) to be a part of Downtown?**

		Response Percent	Response Count
Yes		0.0%	0
No		100.0%	9
		<i>answered question</i>	<b>9</b>
		<i>skipped question</i>	<b>0</b>

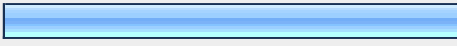
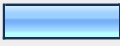
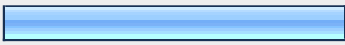
**3. Using the image below, in which area is your business or property located?**

		Response Percent	Response Count
Area 1		88.9%	8
Area 2		0.0%	0
Area 3		11.1%	1
Area 4		0.0%	0
Area 5		0.0%	0
		<b>answered question</b>	<b>9</b>
		<b>skipped question</b>	<b>0</b>

**4. Why did you open your business in Downtown Lombard? (Rank up to three)**

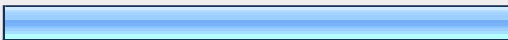


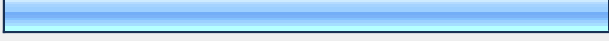
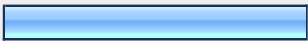

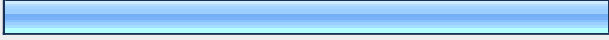
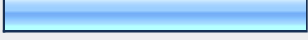
	First	Second	Third	Rating Average	Response Count	
Lombard Location	<b>60.0% (3)</b>	40.0% (2)	0.0% (0)	2.60	5	
Downtown environment	0.0% (0)	33.3% (1)	<b>66.7% (2)</b>	1.33	3	
Proximity to Metra station	<b>50.0% (2)</b>	<b>50.0% (2)</b>	0.0% (0)	2.50	4	
Purchased existing business	<b>50.0% (1)</b>	<b>50.0% (1)</b>	0.0% (0)	2.50	2	
Positive Business climate	0.0% (0)	0.0% (0)	0.0% (0)	0.00	0	
Access to customer/client base	<b>33.3% (1)</b>	<b>33.3% (1)</b>	<b>33.3% (1)</b>	2.00	3	
Family	25.0% (1)	0.0% (0)	<b>75.0% (3)</b>	1.50	4	
Other	<b>50.0% (1)</b>	<b>50.0% (1)</b>	0.0% (0)	2.50	2	
					<b>answered question</b>	<b>9</b>
					<b>skipped question</b>	<b>0</b>

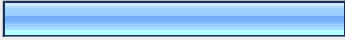
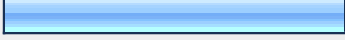
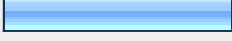
**5. What criteria do you feel the Village should most strongly consider in soliciting/attracting new Downtown development? (Choose One)**

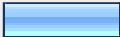
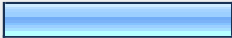
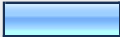
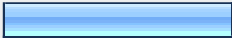
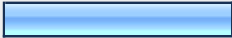
		Response Percent	Response Count
Sales Tax generation		0.0%	0
<b>Ability to increase pedestrian traffic</b>		<b>50.0%</b>	<b>4</b>
Ability to increase vehicular traffic		0.0%	0
Uses complementary with existing mix		12.5%	1
Other (please specify)		37.5%	3
<b>answered question</b>			<b>8</b>
<b>skipped question</b>			<b>1</b>



**6. In order of magnitude, what area do you see as the biggest competition to Downtown Lombard? (Choose up to 3)**

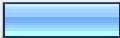
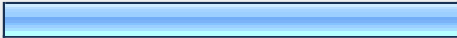
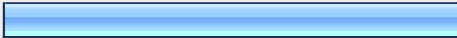


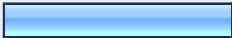
	First	Second	Third	Rating Average	Response Count
Roosevelt Road Corridor	0.0% (0)	33.3% (1)	<b>66.7% (2)</b>	1.33	3
Butterfield Road Corridor	25.0% (1)	25.0% (1)	<b>50.0% (2)</b>	1.75	4
Oakbrook Center/Oak Brook	0.0% (0)	0.0% (0)	<b>100.0% (2)</b>	1.00	2
Yorktown Mall	<b>66.7% (4)</b>	16.7% (1)	16.7% (1)	2.50	6
Other Suburban Downtowns	40.0% (2)	<b>60.0% (3)</b>	0.0% (0)	2.40	5
Chicago	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
Other Lombard locations	0.0% (0)	0.0% (0)	0.0% (0)	0.00	0
Other	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
<b>answered question</b>					<b>8</b>
<b>skipped question</b>					<b>1</b>






7. What are the biggest issues and challenges facing Downtown Lombard? (Choose up to 3)			
		Response Percent	Response Count
Parking		55.6%	5
Circulation and access		11.1%	1
Commuter/Transit		11.1%	1
<b>Retail and dining</b>		<b>66.7%</b>	<b>6</b>
Residential		0.0%	0
Image and appearance		33.3%	3
New development		22.2%	2
<b>Vacant/Underutilized sites</b>		<b>66.7%</b>	<b>6</b>
Other (please specify)		33.3%	3
		<b>answered question</b>	<b>9</b>
		<b>skipped question</b>	<b>0</b>

8. I think retail and business parking is an issue in Downtown because...			
		Response Percent	Response Count
Too much parking		0.0%	0
<b>Not enough parking</b>		<b>37.5%</b>	<b>3</b>
<b>Parking is poorly located</b>		<b>37.5%</b>	<b>3</b>
Parking is not an issue		25.0%	2
Enforcement		0.0%	0
Other (please specify)		0.0%	0
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>



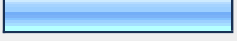
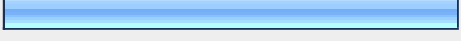

9. I think commuter parking is an issue in Downtown because...			Response Percent	Response Count
Too much parking			12.5%	1
<b>Not enough parking</b>			25.0%	2
Parking is poorly located			12.5%	1
<b>Parking is not an issue</b>			25.0%	2
Enforcement			0.0%	0
<b>Other (please specify)</b>			25.0%	2
	<i>answered question</i>			<b>8</b>
	<i>skipped question</i>			<b>1</b>

10. Is overall circulation and access a problem in Downtown?			Response Percent	Response Count
<b>Yes</b>			75.0%	6
No			25.0%	2
	<i>answered question</i>			<b>8</b>
	<i>skipped question</i>			<b>1</b>

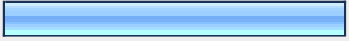
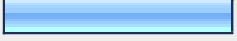
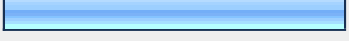
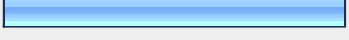

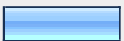
11. Regarding office and service uses, select up to three of the statements that you most agree with.			Response Percent	Response Count
No issues for office and services			12.5%	1
Not enough variety			50.0%	4
Services/offices close too early			0.0%	0
Need for higher quality			50.0%	4
<b>Inadequate parking for office and service</b>			<b>62.5%</b>	<b>5</b>
Office and service are poorly located			25.0%	2
Office should not be located on the ground floor			25.0%	2
Other (please specify)			0.0%	0
		<b>answered question</b>		<b>8</b>
		<b>skipped question</b>		<b>1</b>

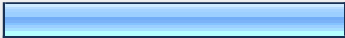
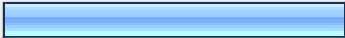
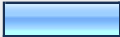
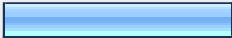

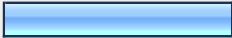
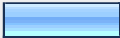
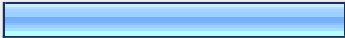
12. Regarding retail uses, select up to three of the statements that you most agree with.			Response Percent	Response Count
No issues for retail			0.0%	0
<b>Not enough variety</b>			<b>75.0%</b>	<b>6</b>
Stores close too early			12.5%	1
Need for higher quality			62.5%	5
<b>Inadequate parking for retail</b>			<b>75.0%</b>	<b>6</b>
Retail is poorly located			0.0%	0
Other (please specify)			25.0%	2
		<b>answered question</b>		<b>8</b>
		<b>skipped question</b>		<b>1</b>


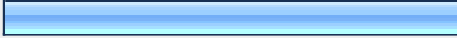
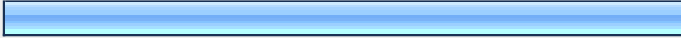
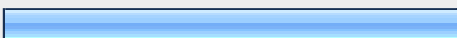
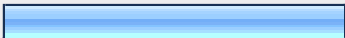

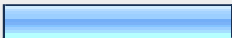
**13. Regarding restaurants, select up to three of the statements that you most agree with.**

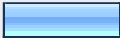
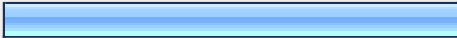
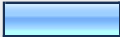
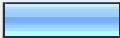
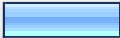
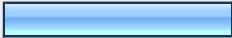
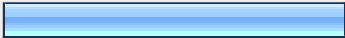
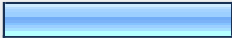
		Response Percent	Response Count
No issues for restaurants		0.0%	0
<b>Not enough variety</b>		<b>87.5%</b>	<b>7</b>
Restaurants close too early		12.5%	1
Need for higher quality		25.0%	2
Inadequate parking for restaurants		50.0%	4
Restaurants are poorly located		0.0%	0
Other (please specify)		12.5%	1
	<b>answered question</b>		<b>8</b>
	<b>skipped question</b>		<b>1</b>

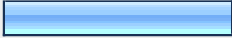


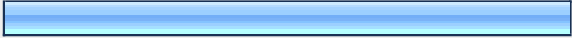





**14. Regarding special events and entertainment, select up to three of the statements that you most agree with.**

		Response Percent	Response Count
<b>No issues</b>		<b>37.5%</b>	<b>3</b>
Not enough variety		25.0%	2
<b>Need for higher quality</b>		<b>37.5%</b>	<b>3</b>
<b>Inadequate parking</b>		<b>37.5%</b>	<b>3</b>
Entertainment and Special events are poorly located/operated		12.5%	1
Other (please specify)		12.5%	1
	<b>answered question</b>		<b>8</b>
	<b>skipped question</b>		<b>1</b>


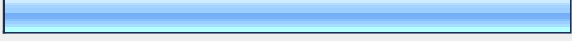
15. Regarding residential uses, select up to three of the statements that you most agree with.			Response Percent	Response Count
No issues for residential			37.5%	3
Not enough housing types			37.5%	3
A need for higher quality			12.5%	1
A need for senior housing			25.0%	2
A need for more affordable housing			12.5%	1
Inadequate parking for residential			25.0%	2
Residential is poorly located			12.5%	1
Other (please specify)			37.5%	3
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>

16. What do you consider to be obstacles in attracting new development to the Downtown? (Choose up to 3)			Response Percent	Response Count
No obstacles			0.0%	0
Lack of development ready sites			37.5%	3
Obsolete buildings			50.0%	4
Access and exposure			75.0%	6
Lack of patronage by commuters and residents			50.0%	4
Village process			37.5%	3
Landlord/property owners			25.0%	2
Other (please specify)			25.0%	2
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>


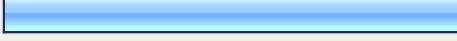
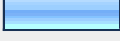
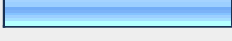
17. What retail uses do you feel are underrepresented or missing in the Downtown? (Choose up to 3)			Response Percent	Response Count
Clothing Apparel			12.5%	1
<b>Hardware</b>			<b>50.0%</b>	<b>4</b>
Housewares			12.5%	1
Convenience			12.5%	1
Grocery			12.5%	1
Gift/Boutique			25.0%	2
Bookstore			37.5%	3
Other (please specify)			25.0%	2
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>

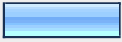
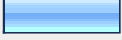

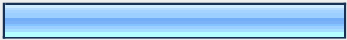
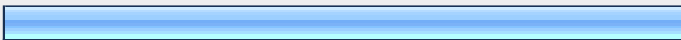
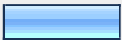
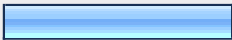
18. What restaurant/entertainment uses do you feel are underrepresented or missing in the Downtown? (Choose up to 3)			Response Percent	Response Count
Theatre			25.0%	2
Brewpub/Tavern			37.5%	3
Coffee Shop			37.5%	3
<b>Family/Casual restaurant</b>			<b>62.5%</b>	<b>5</b>
Upscale restaurant			37.5%	3
Health club			25.0%	2
Fast-food/Carry-out			25.0%	2
Special Events/Activities			12.5%	1
Other (please specify)			12.5%	1
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>

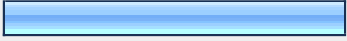


**19. As it relates to new retail/restaurant/entertainment uses, which of the following do you feel would be best for the Downtown environment?**



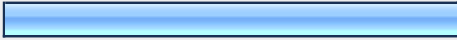
		Response Percent	Response Count
National/Regional chains		37.5%	3
Local independent		0.0%	0
<b>No preference</b>		<b>62.5%</b>	<b>5</b>
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>

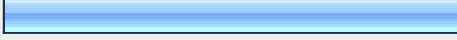
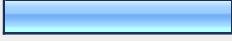
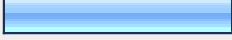
**20. How would you rate the overall appearance of Downtown Lombard? (1 = Low, 9 = High)**

		Response Percent	Response Count
1		12.5%	1
2		0.0%	0
<b>3</b>		<b>50.0%</b>	<b>4</b>
4		12.5%	1
5		25.0%	2
6		0.0%	0
7		0.0%	0
8		0.0%	0
9		0.0%	0
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>

21. Improvements to the image and appearance of Downtown could best be achieved by the following: (Choose 3)			
		Response Percent	Response Count
Street trees and lighting (streetscape)		12.5%	1
Signage		0.0%	0
Facades		12.5%	1
Landscaping		0.0%	0
Parking Lot Improvements		37.5%	3
New Development		37.5%	3
<b>Rehab/Reuse of Existing Buildings</b>		<b>75.0%</b>	<b>6</b>
Infrastructure repair (sidewalks, streets, alleys)		12.5%	1
Other (please specify)		25.0%	2
		<i>answered question</i>	<b>8</b>
		<i>skipped question</i>	<b>1</b>

22. Overall, Downtown Lombard is...			
		Response Percent	Response Count
<b>Staying the same</b>		37.5%	3
Changing for the better		25.0%	2
<b>Changing for the worse</b>		37.5%	3
		<i>answered question</i>	<b>8</b>
		<i>skipped question</i>	<b>1</b>

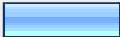
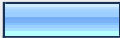
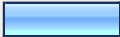
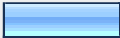

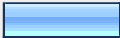
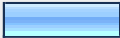
23. Business in Downtown Lombard is...			Response Percent	Response Count
Staying the same			37.5%	3
Changing for the better			12.5%	1
<b>Changing for the worse</b>			50.0%	4
			<i>answered question</i>	<b>8</b>
			<i>skipped question</i>	<b>1</b>

24. Do you think you and/or your business will still be located in Downtown Lombard in the next 3 years?			Response Percent	Response Count
Yes			50.0%	4
No			25.0%	2
Unsure at this time			25.0%	2
			<i>answered question</i>	<b>8</b>
			<i>skipped question</i>	<b>1</b>

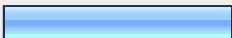
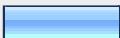
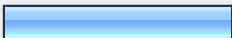
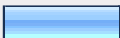
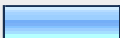
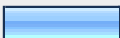
25. What attributes of a downtown are absent or need to be improved in Downtown Lombard? (Choose up to 3)

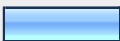
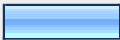
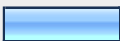
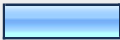
		Response Percent	Response Count
Shopping		37.5%	3
Dining		75.0%	6
Pedestrian environment		75.0%	6
Streetscape (Street Trees & Lights)		0.0%	0
Parks/Open space		0.0%	0
Parking		50.0%	4
Access		37.5%	3
Residential uses		0.0%	0
Special Events/Festivals (includes Entertainment)		12.5%	1
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>

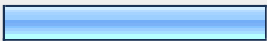
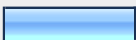
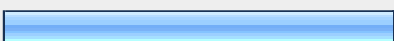
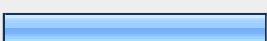
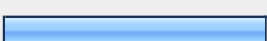
**26. Please rate the Village's responsiveness to business owners issues and concerns. (1 = Low, 9 = High)**

		Response Percent	Response Count
1		12.5%	1
2		12.5%	1
3		12.5%	1
4		12.5%	1
5		25.0%	2
6		0.0%	0
7		12.5%	1
8		12.5%	1
9		0.0%	0
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>

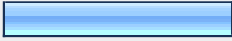



**27. Please rate the quality of communication by the Village with business owners . (1 = Low, 9 = High)**

		Response Percent	Response Count
1		25.0%	2
2		0.0%	0
3		12.5%	1
4		0.0%	0
5		25.0%	2
6		12.5%	1
7		12.5%	1
8		12.5%	1
9		0.0%	0
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>

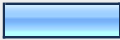

28. How have Downtown promotional efforts affected your business. (1 = Least Impact, 9 = Greatest Impact)			Response Percent	Response Count
1			25.0%	2
2			25.0%	2
3			12.5%	1
4			0.0%	0
5			12.5%	1
6			12.5%	1
7			0.0%	0
8			0.0%	0
9			12.5%	1
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>

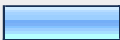


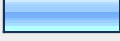
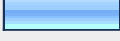
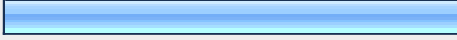
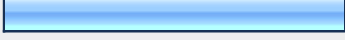
29. Do you feel that any of the following are in need of improvement or modification? (Choose up to 3)			Response Percent	Response Count
Zoning ordinance			28.6%	2
Sign ordinance			14.3%	1
<b>Permit Process</b>			42.9%	3
Code enforcement			28.6%	2
Other (please specify)			28.6%	2
			<b>answered question</b>	<b>7</b>
			<b>skipped question</b>	<b>2</b>


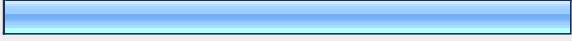
**30. Please indicate your familiarity with the following (Choose up to 3)**

		Response Percent	Response Count
Downtown Improvement and Renovation Grant Program		25.0%	2
Downtown Restaurant Forgivable Loan Program		37.5%	3
Downtown Retail Business Grant		50.0%	4
<b>Lombard Town Centre</b>		<b>75.0%</b>	<b>6</b>
I am not familiar with any of these		0.0%	0
		<i>answered question</i>	<b>8</b>
		<i>skipped question</i>	<b>1</b>

**31. Should the former DuPage Theatre property develop as a single use or a mix of uses?**

		Response Percent	Response Count
Single Use		12.5%	1
<b>Mix of Uses</b>		<b>87.5%</b>	<b>7</b>
		<i>answered question</i>	<b>8</b>
		<i>skipped question</i>	<b>1</b>

32. What uses/development would you like to see on the former DuPage Theatre property? (Choose 3)			Response Percent	Response Count
Residential			12.5%	1
Retail			50.0%	4
<b>Restaurant</b>			<b>62.5%</b>	<b>5</b>
Entertainment			12.5%	1
Office			12.5%	1
Service			0.0%	0
Public Use/Government facility			0.0%	0
Public Parking			50.0%	4
Other (please specify)			37.5%	3
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>

33. Should the Hammerschmidt property develop as a single use or a mix of uses?			Response Percent	Response Count
Single Use			37.5%	3
<b>Mix of Uses</b>			<b>62.5%</b>	<b>5</b>
			<b>answered question</b>	<b>8</b>
			<b>skipped question</b>	<b>1</b>

34. What uses/development would you like to see on the Hammerschmidt property? (Choose 3)

		Response Percent	Response Count
Residential		25.0%	2
<b>Retail</b>		<b>50.0%</b>	<b>4</b>
Restaurant		37.5%	3
Entertainment		12.5%	1
Office		12.5%	1
Service		12.5%	1
Public Use/Government facility		0.0%	0
Public Parking		37.5%	3
Other (please specify)		25.0%	2
		<b>answered question</b>	<b>8</b>
		<b>skipped question</b>	<b>1</b>