



# Village of Clarendon Hills

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## Central Business District Survey Results

### 2005 Community Needs Survey

#### *Introduction*

The 2005 Community Needs Survey was designed to indicate how well the Village is serving the needs of its residents. The survey included questions regarding departmental services, Ogden Avenue redevelopment, quality of life, demographics, and finally the central business district. In an attempt to obtain statically accurate results, surveys were randomly distributed to 1,000 Clarendon Hills households. A total of 391 surveys were returned and thus a response rate of 39.1% was achieved. Therefore, the Village is confident that the results received accurately represent all households within Clarendon Hills.

Below, the information from the 2005 Community Needs Survey that pertains to the central business district is outlined. This information includes a narrative overview as well as the statistical results.

#### *CBD Economic Development Overview*

The Village is currently undertaking a CBD Planning Process which will result in a redevelopment strategy for the downtown. The Village has currently held two of three public workshops in an attempt to gain resident insight. Questions 41 through 48 of the community needs survey sought to provide the Village with supplemental data from the public regarding development issues affecting downtown. Results from these questions indicate that 81.6% of respondents are somewhat or not satisfied with the range of shopping choices and 66.5% are somewhat or not satisfied with the quality of shopping choices in downtown Clarendon Hills. In addition, results from multiple open-ended questions indicate respondent support for additional restaurants, grocery, and retail. This information will be used to help develop the CBD Plan.

### *CBD Overview*

- Most respondents are somewhat or not satisfied with the range of shopping choices currently in downtown Clarendon Hills (81.6%). In addition, most of respondents are somewhat or not satisfied with the quality of the shopping (66.5%). However, respondents are very or somewhat satisfied with the availability of parking (70.9%) and the condition of buildings (75.5%) in the central business district.
- Almost half of respondents shop in Downtown Clarendon Hills 1 to 2 times a week or more (48.6%). 88.7% of respondents would like to see either an upscale or casual restaurant added to the downtown and 34.5% would like to see clothing store. Moreover, open-ended responses also indicate that 30.0% of respondents would like to see a specific grocery or convenience store and 25.5% would like to see a specific restaurant in the downtown.
- When respondents were asked what businesses they are patrons of outside of Clarendon Hills, most respondents reported grocery or convenience stores (40.5%), restaurants (28.5%), and clothing stores (26.2%). Most respondents indicated that they shop in OakBrook (43.0%), Hinsdale (23.4%), Westmont (17.3%), and Downers Grove (15.0%). Finally, most respondents reported that they shop outside of Clarendon Hills for variety and selection (34.1%), price (13.5%), quality (13.5%), and convenience (12.5%).

## CBD CLOSED-ENDED RESPONSES

<b>PLANNING &amp; ECONOMIC DEVELOPMENT</b>																																																											
<b>Central Business District (downtown Clarendon Hills)</b>																																																											
<p>41. The Village is currently conducting an evaluation of the central business district (downtown Clarendon Hills). How satisfied are you with the following aspects of the central business district?</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 10%; text-align: center;"><u>Extremely Satisfied</u></th> <th style="width: 10%; text-align: center;"><u>Very Satisfied</u></th> <th style="width: 10%; text-align: center;"><u>Somewhat Satisfied</u></th> <th style="width: 10%; text-align: center;"><u>Not Satisfied</u></th> <th style="width: 10%; text-align: center;"><u>No Opinion</u></th> </tr> </thead> <tbody> <tr> <td>Range of shopping choices</td> <td style="text-align: center;">3.3%</td> <td style="text-align: center;">10.2%</td> <td style="text-align: center;">43.7%</td> <td style="text-align: center;">37.9%</td> <td style="text-align: center;">2.6%</td> </tr> <tr> <td>Quality of shopping</td> <td style="text-align: center;">5.4%</td> <td style="text-align: center;">22.8%</td> <td style="text-align: center;">43.7%</td> <td style="text-align: center;">22.8%</td> <td style="text-align: center;">2.8%</td> </tr> <tr> <td>Availability of parking</td> <td style="text-align: center;">5.4%</td> <td style="text-align: center;">30.9%</td> <td style="text-align: center;">39.4%</td> <td style="text-align: center;">19.4%</td> <td style="text-align: center;">2.3%</td> </tr> <tr> <td>Condition of buildings</td> <td style="text-align: center;">5.9%</td> <td style="text-align: center;">37.9%</td> <td style="text-align: center;">37.6%</td> <td style="text-align: center;">12.3%</td> <td style="text-align: center;">2.6%</td> </tr> </tbody> </table>		<u>Extremely Satisfied</u>	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Not Satisfied</u>	<u>No Opinion</u>	Range of shopping choices	3.3%	10.2%	43.7%	37.9%	2.6%	Quality of shopping	5.4%	22.8%	43.7%	22.8%	2.8%	Availability of parking	5.4%	30.9%	39.4%	19.4%	2.3%	Condition of buildings	5.9%	37.9%	37.6%	12.3%	2.6%	<p>45. Have you attended any of the following downtown Clarendon Hills events in the past two years?</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%; text-align: center;"><u>Event</u></th> <th style="width: 10%; text-align: center;"><u>0</u></th> <th style="width: 10%; text-align: center;"><u>1</u></th> <th style="width: 10%; text-align: center;"><u>2</u></th> <th style="width: 10%; text-align: center;"><u>3</u></th> <th style="width: 10%; text-align: center;"><u>4</u></th> <th style="width: 10%; text-align: center;"><u>5 or More</u></th> </tr> </thead> <tbody> <tr> <td>Daisy Days (June)</td> <td style="text-align: center;">11.5%</td> <td style="text-align: center;">26.6%</td> <td style="text-align: center;">35.8%</td> <td style="text-align: center;">0.8%</td> <td style="text-align: center;">1.3%</td> <td style="text-align: center;">0.5%</td> </tr> <tr> <td>Dancin' in the Streets Concerts (Summer)</td> <td style="text-align: center;">12.0%</td> <td style="text-align: center;">21.5%</td> <td style="text-align: center;">10.7%</td> <td style="text-align: center;">5.1%</td> <td style="text-align: center;">6.4%</td> <td style="text-align: center;">22.0%</td> </tr> <tr> <td>Christmas Walk (December)</td> <td style="text-align: center;">21.2%</td> <td style="text-align: center;">27.9%</td> <td style="text-align: center;">23.0%</td> <td style="text-align: center;">0.5%</td> <td style="text-align: center;">0.3%</td> <td style="text-align: center;">-</td> </tr> </tbody> </table>	<u>Event</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5 or More</u>	Daisy Days (June)	11.5%	26.6%	35.8%	0.8%	1.3%	0.5%	Dancin' in the Streets Concerts (Summer)	12.0%	21.5%	10.7%	5.1%	6.4%	22.0%	Christmas Walk (December)	21.2%	27.9%	23.0%	0.5%	0.3%	-
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<p>44. Please list specific stores, restaurants, or businesses you would like in the downtown.</p> <p style="text-align: center;">See Attachment</p>	<p>48. Where else, outside of Clarendon Hills, do you go for shopping and/or dining and why?</p> <p style="text-align: center;">See Attachment</p>																																																										

## CBD OPEN-ENDED RESPONSES

**44. Please list specific stores, restaurants, or businesses you would like to see in the downtown.** (Because both specific and very general answers were given for this question, answers were generalized in order to tabulate the results. In addition, alternative answers for question 43 are included in these results.)

Grocery/ Convenience	30.0%		Video Store	2.5%
Restaurant (upscale, casual, ethnic, deli, fast food, etc.)	25.5%		Bar/Pub	2.0%
Apparel (men, women, children)	10.2%		Florist	2.0%
Bakery	6.1%		Gas Station	2.0%
Bookstore	3.8%		Craft/ Hobby Store	1.5%
Butcher Shop	3.8%		Gift Shop	1.5%

**47. Which stores do you regularly shop that are located outside of Clarendon Hills? Why do you shop at these stores? AND 48. Where else, outside of Clarendon Hills, do you go for shopping and/or dining and why?**

(These questions were answered very differently for each survey. The answers included specific businesses, general types of businesses, and names of municipalities. Therefore the answers were combined to reflect the types of businesses that residents shop at, the municipalities that they shop in, and the reasons that they shop at these places.)

### Types of Businesses

Grocery/ Convenience	40.5%		Office Supplies	2.5%
Restaurant (upscale, casual, ethnic, deli, fast food, etc.)	28.5%		Sports Store	2.5%
Apparel (men, women, children)	26.2%		Gas Station	2.3%
Discount/Dime Store	18.1%		Gift Shop	2.3%
Department Store	13.7%		Home Goods	2.0%
Hardware Store	9.9%		Liquor/ Wine	2.0%
Bookstore	5.3%		Craft/ Hobby Store	1.8%
Bakery	3.3%		Butcher Shop	1.5%
Video Store	3.1%			

**Municipalities/ Location**

OakBrook	43.0%		Chicago	5.9%
Hinsdale	23.4%		Western Springs	3.3%
Westmont	17.3%		Darien	2.5%
Downers Grove	15.0%		75 <sup>th</sup> Street	2.0%
Lombard	10.4%		Willowbrook	2.0%
LaGrange	9.4%		Elmhurst	1.5%
Naperville	6.1%			

**Why Shop/ Dine Outside Clarendon Hills**

Variety/ Selection	34.1%		No Comparable Place in CH	9.7%
Price/ Value	13.5%		Ambience	2.3%
Quality	13.5%		Parking	1.8%
Convenience	12.5%			

## **2005 Clarendon Hills Downtown Visitor Survey**

### **1 Typically, how often do you go to Downtown Clarendon Hills?**

1 – 2 times per week	30.99%
3 – 4 times per week	23.98%
5 or more times per week	42.11%
Do not go Downtown	1.75%

### **2 How often do you use the Downtown Clarendon Hills Metra station?**

0 times per week	42.11%
1 - 2 times per week	16.37%
3-4 times per week	12.28%
5 or more times per week	25.73%

### **3 Which day(s) of the week do you visit Downtown Clarendon Hills?(Check all that apply)**

<u>Monday</u>	<u>Tuesday</u>	<b>Wednesday</b>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>
59.06%	58.48%	70.18%	63.74%	69.01%	62.57%	30.99%

### **4 What hours of the day do you usually go Downtown? (Check all that apply)**

8:00am - 10:00am	56.73%
10:00am - Noon	26.90%
Noon - 3:00pm	21.64%
3:00pm-5:00pm	25.15%
After 5:00pm	33.92%

### **5 How do you typically travel to Downtown Clarendon Hills? (Check all that apply)**

<u>Car</u>	<u>Bike</u>	<u>Walk</u>	<u>Metra</u>
66.08%	11.11%	56.73%	7.02%

### **6 If you do go Downtown, for which of the following purposes/uses do you go? (Check all that apply)**

City Hall	12.87%	Restaurants	61.99%
Library	32.75%	Festivals	39.18%
Entertainment	25.15%	Shopping	50.88%
Services	40.35%	Professional	9.36%
Metra	44.44%	Other	8.19%

**7 Please rank your perceptions of Downtown Clarendon Hills on the following categories: (Please complete this section even if you do not regularly visit the Downtown area. We are most interested in your perceptions of Downtown.)**

	<u>Excellent</u>	<u>Average</u>	<u>Poor</u>	<u>Don't Know</u>
Overall Appearance	47.37%	46.78%	2.34%	-
Cleanliness	72.51%	21.05%	1.75%	-
Safety	66.67%	25.15%	3.51%	-
Parking Availability	28.07%	48.54%	17.54%	-
Traffic Conditions	22.81%	60.82%	10.53%	-
Mix of Stores/ Services	12.28%	50.88%	32.75%	-
Hours of Operation	18.71%	63.16%	9.36%	-

**8 What do you like the most about Downtown Clarendon Hills? (Please list one)**

Specific Businesses	25.73%
Convenient Location	11.70%
Small Town Feel/ Ambience	8.77%
Friendly People	7.6%
Quaint	6.43%
Appearance	4.09%

**9 What do you feel needs the most improvement Downtown? (Please list one)**

Businesses	40.35%
Parking	11.11%
Appearance/ Façade	7.02%
Access to CBD	4.09%
Traffic Congestion/ Enforcement	3.51%
Cleanliness	2.34%

**10 Please tell us where you most frequently go for the following: (List both store/ establishment and location.)**

**GROCERIES**

	<u>Store</u>		<u>Location</u>
Jewel	54.97%	Clarendon Hills	34.50%
Kramer's	8.77%	Hinsdale	8.77%
Dominick's	7.02%	Westmont	8.77%
Whole Foods	4.09%	Willowbrook	7.60%
		Darien	3.51%

**DRUG STORE/ PHARMACY**

	<u>Store</u>		<u>Location</u>
Jewel	25.15%	Clarendon Hills	26.90%
Walgreens	16.96%	Hinsdale	8.77%
CH Pharmacy	11.11%	Westmont	5.26%
		Willowbrook	5.26%

**DINING OUT**

<u>Store</u>		<u>Location</u>	
M30 South	8.77%	Clarendon Hills	13.45%
Amber	4.09%	OakBrook	12.87%
Bailey's	3.51%	Westmont	12.28%
		Hinsdale	5.26%
		Chicago	2.92%
		Downers Grove	2.92%

**APPLIANCES/ELECTRONICS**

<u>Store</u>		<u>Location</u>	
Best Buy	12.87%	Downers Grove	7.02%
Ace Hardware	4.09%	Clarendon Hills	4.68%
Sears	3.51%	OakBrook	2.92%
ABT	2.92%		
Home Depot	2.34%		

**CLOTHING**

<u>Store</u>		<u>Location</u>	
OakBrook Mall	19.30%	OakBrook	36.84%
Yorktown Mall	6.43%	Lombard	8.19%
Nordstrom's	3.51%	Hinsdale	3.51%
Kohl's	2.92%		

**ENTERTAINMENT/RECREATION**

<u>Store</u>		<u>Location</u>	
Movie Theater	8.77%	Chicago	11.11%
CH Events	2.92%	OakBrook	7.02%
		Clarendon Hills	3.51%
		Lombard	3.51%
		Downers Grove	2.92%

**CONVENIENCE ITEMS**

<u>Store</u>		<u>Location</u>	
Jewel	29.82%	Clarendon Hills	19.30%
Gas Station	15.20%	Westmont	16.96%
White Hen	5.26%	Hinsdale	4.68%
Costco	4.68%	Willowbrook	3.51%

**11 What type of stores or services would you most like to see introduced to Downtown Clarendon Hills? (Please list your top three choices.)**

	<u>First Choice</u>	<u>Second Choice</u>		<u>Third Choice</u>	
Grocery	22.81%	Restaurant	12.28%	Restaurant	7.02%
Restaurant	20.47%	Grocery	7.02%	Apparel	7.02%
Apparel	4.09%	Apparel	7.02%	Convenience	4.09%

**12 Where do you live?**

<b>CITY</b>		<b>COUNTY</b>	
Clarendon Hills	71.93%	DuPage County	91.23%
Willowbrook	9.36%	Cook County	2.34%
Hinsdale	2.34%	Kendall County	0.58%
Westmont	2.34%	Out of State	0.58%
Burr Ridge	2.34%		

**13 Where do you work?**

<b>CITY</b>		<b>COUNTY</b>	
Chicago	29.82%	Cook County	34.50%
Retired	17.54%	DuPage County	23.39%
Clarendon Hills	14.04%	Kane County	0.58%
OakBrook	4.09%		
Burr Ridge	2.34%		

**14 What is your age?**

<u>Under 21</u>	<u>21 - 44</u>	<u>45 - 64</u>	<u>Over 65</u>
3.51%	32.16%	36.26%	21.15%

**15 How many people, including yourself, live in your household? (adults + children)**

<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four or Five</u>	<u>Six or More</u>
14.04%	30.41%	18.13%	26.32%	5.85%

**16 If you live in Clarendon Hills, please indicate in which area you live.**

North of Burlington Northern Line/ South of Chicago Avenue	21.64%
South of Burlington Northern Line/ North of 55th Street	36.26%
North of Chicago Avenue	5.26%
South of 55th Street	6.43%

## **2005 Clarendon Hills Downtown Merchant Survey**

**1. Overall, how would you rate Downtown Clarendon Hills as a place to do business?  
(Check one.)**

Excellent	13.04%
Above Average	21.74%
Average	17.39%
Below Average	17.39%
Needs Improvement	26.09%
Don't Know	4.35%

**2. How many years has your business been located in its current location? (Check one.)**

Less than 2 Years	34.78%
2 to 5 Years	21.74%
5 to 10 Years	8.70%
Over 10 Years	34.78%

**3. What are the primary products/services you provide for your customers?**

Carpet/ Rugs  
Custom Stationary, Gifts, Announcements  
Dental Services  
Dry Cleaning/ Shirt Repair  
Fashion, Home Accessories  
Financial Services  
Fine Art and Custom Framing  
Granite and Marble  
Home Building, Realtor  
Ice Cream and Hotdogs  
Jewelry/ Jewelry Repair  
Locking Hardware- sale and service  
Mortgage Broker  
Prescriptions, OTC Meds., Gifts  
Real Estate  
Residential Real Estate  
Retail Goods  
Retail Hardware  
Social Expression Products (cards, gift wrap, stationary, gifts)  
Supplies for Needlepoint and Knitting  
T.V. Repair

**4. Factors that are important to Downtown business owners**

Please rate how important each of the factors listed below is to your business. Then rate how satisfied you are with your Downtown Clarendon Hills location regarding that factor. For each question use a 1 to 5 scale with 1 meaning very important or very satisfied and 5 meaning very unimportant or very dissatisfied. If you are not sure, please circle N/A.

The Importance of the Factor to Your Business:

AREA ATTRIBUTES	Most Important				Least Important	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>N/A</u>
<i>Market for Goods/ Services</i>	65.22%	21.74%	-	4.35%	-	8.70%
<i>Availability of Labor</i>	-	21.74%	13.04%	8.70%	43.48%	13.04%
<i>Smooth Traffic Circulation</i>	26.09%	26.09%	30.43%	8.70%	-	8.70%
<i>Customers Within Walking Distance</i>	30.43%	30.43%	4.35%	17.39%	4.35%	13.04%
<i>Adequate Parking for Customers</i>	43.48%	30.43%	13.04%	4.35%	-	8.70%
<i>Condition of Roads and Sidewalks</i>	17.39%	30.43%	47.83%	-	-	4.35%
<i>Attractiveness of Area</i>	39.13%	39.13%	17.39%	-	-	4.35%
<i>Safety and Security</i>	34.78%	30.43%	26.09%	4.35%	-	4.35%
<i>Lease/ Rent/ Operations Costs</i>	39.13%	39.13%	13.04%	-	-	8.70%

COMMUNITY EFFORTS	Most Important				Least Important	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>N/A</u>
<i>Chamber of Commerce Services</i>	13.04%	8.70%	43.48%	4.35%	8.70%	21.74%
<i>Access to Incentives and Funding</i>	13.04%	17.39%	30.43%	8.70%	13.04%	17.39%
<i>Special Events/ Festivals</i>	17.39%	21.74%	8.70%	13.04%	26.09%	13.04%
<i>Recreational/ Cultural Activities</i>	8.70%	21.74%	26.09%	13.04%	17.39%	13.04%
<i>Area Promotion Efforts</i>	30.43%	30.43%	8.70%	4.35%	4.35%	13.04%

NEARBY BUSINESS ATTRIBUTES	Most Important				Least Important	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>N/A</u>
<i>Hours of Operation of Businesses</i>	8.70%	34.78%	21.74%	21.74%	4.35%	8.70%
<i>Variety of Nearby Businesses</i>	8.70%	47.83%	34.78%	4.35%	-	4.35%
<i>Compatibility of Nearby Businesses</i>	8.70%	39.13%	39.13%	-	-	8.70%
<i>Viability of Nearby Businesses</i>	34.78%	21.74%	17.39%	4.35%	-	13.04%
<i>Presence of Civic Anchors</i>	13.04%	17.39%	21.74%	8.70%	26.09%	13.04%
<i>Proper Maintenance of Buildings</i>	30.43%	39.13%	21.74%	4.35%	-	4.35%
<i>Attractiveness of Buildings</i>	30.43%	39.13%	21.74%	4.35%	-	4.35%

Your Satisfaction with Downtown Clarendon Hills Regarding the Factor:

AREA ATTRIBUTES	Most Satisfied					Least Satisfied
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>N/A</u>
<i>Market for Goods/ Services</i>	26.09%	26.09%	13.04%	17.39%	-	13.04%
<i>Availability of Labor</i>	4.35%	17.39%	21.74%	-	17.39%	26.09%
<i>Smooth Traffic Circulation</i>	4.35%	30.43%	34.78%	8.70%	8.70%	8.70%
<i>Customers Within Walking Distance</i>	30.43%	34.78%	8.70%	-	-	21.74%
<i>Adequate Parking for Customers</i>	8.70%	39.13%	34.78%	-	4.35%	8.70%
<i>Condition of Roads and Sidewalks</i>	34.78%	30.43%	26.09%	-	-	4.35%
<i>Attractiveness of Area</i>	17.39%	43.48%	21.74%	-	8.70%	4.35%
<i>Safety and Security</i>	21.74%	39.13%	21.74%	8.70%	-	4.35%
<i>Lease/ Rent/ Operations Costs</i>	8.70%	21.74%	34.78%	17.39%	4.35%	8.70%

COMMUNITY EFFORTS	Most Satisfied					Least Satisfied
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>N/A</u>
<i>Chamber of Commerce Services</i>	13.04%	13.04%	39.13%	4.35%	8.70%	17.39%
<i>Access to Incentives and Funding</i>	4.35%	8.70%	34.78%	8.70%	17.39%	17.39%
<i>Special Events/ Festivals</i>	13.04%	17.39%	34.78%	8.70%	8.70%	13.04%
<i>Recreational/ Cultural Activities</i>	-	8.70%	56.52%	13.04%	-	17.39%
<i>Area Promotion Efforts</i>	-	8.70%	43.48%	21.74%	4.35%	13.04%

NEARBY BUSINESS ATTRIBUTES	Most Satisfied					Least Satisfied
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>N/A</u>
<i>Hours of Operation of Businesses</i>	8.70%	21.74%	39.13%	4.35%	8.70%	13.04%
<i>Variety of Nearby Businesses</i>	4.35%	21.74%	39.13%	17.39%	8.70%	4.35%
<i>Compatibility of Nearby Businesses</i>	13.04%	30.43%	34.78%	-	4.35%	8.70%
<i>Viability of Nearby Businesses</i>	4.35%	21.74%	34.78%	8.70%	4.35%	13.04%
<i>Presence of Civic Anchors</i>	13.04%	21.74%	34.78%	4.35%	-	17.39%
<i>Proper Maintenance of Buildings</i>	13.04%	47.83%	26.09%	4.35%	-	4.35%
<i>Attractiveness of Buildings</i>	17.39%	30.43%	26.09%	8.70%	4.35%	8.70%

**5. Do you own or rent your current location?**

<u>Own</u>	<u>Rent</u>	<u>Average Gross Rent</u>	<u>Average Net Rent</u>
30.43%	60.87%	\$1257.50	\$1616.00

**6. What is the approximate total square footage of your location?**

Average Square Feet:	1409.8 ft <sup>2</sup>
Range:	600 to 4000 ft <sup>2</sup>

**7. What is your average weekly sales volume for your location?**

Average Sales: \$43,766.11  
Range: \$50.00 to \$350,000.000

**8. Are you planning to sell, relocate, or close your business in the near future? (Check one.)**

<u>Yes</u>	<u>Possibly</u>	<u>No</u>
8.70%	26.09%	60.87%

**9. If yes or possibly, which: Sell, Relocate, Close**

<u>Sell</u>	<u>Relocate</u>	<u>Close</u>
12.50%	75.00%	25.00%

**10. If yes or possibly, what is the primary reason?**

Retiring	-	Can't Compete with Larger Chains	-
Rent Too High	12.50%	Can't Compete with Other Locations	-
Inadequate Returns	12.50%	Other:	
Legal Problems	-	- Building Being Torn Down	12.50%
Low Sales Volume	12.50%	- Lease Not Renewed	12.50%
Crime/ Vandalism	-	- Consolidate Fabrication & Office Space	12.50%
Outgrew Current Space	12.50%	- Locale	12.50%

**11. If relocating, where are you moving? (Check one.)**

Elsewhere in Downtown	14.29%
Elsewhere in Clarendon Hills	-
Downtown Hinsdale	14.29%
Neighboring Community	28.57%
Not Sure	42.86%

**12. Do you have adequate space at your current location for the foreseeable future? (Check one.)**

<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
60.87%	13.04%	21.74%

**13. Which of the following best describes the general economic condition of your business? (Check one.)**

Improving	43.48%
Maintaining	34.78%
Declining	13.04%
Not Sure	-
Other: Great	4.35%

**14. Over the next three years, do you expect your sales to (Check one.)**

Increase	69.57%
Not Change	21.74%
Decrease	-
Not Sure	4.35%

**15. Over the next three years, do you expect the range of goods or services you provide to (Check one.)**

Increase	65.22%
Not Change	21.74%
Decrease	-
Not Sure	8.70%

**16. Where do you believe your business's most significant competition is located?**

Downtown Hinsdale	26.09%
OakBrook/ Yorktown Shopping Area	17.39%
Other Suburban Downtowns	21.74%
Ogden Avenue	26.09%
Other:	
-Westmont	4.35%
-Clarendon Hills	4.35%
-Large Food Stores	8.70%
-Delivery Services	4.35%
-Chicago	4.35%
-Mail Order	4.35%
-Community Activities	4.35%
-Don't Know	4.35%

**17. Where do most of your customers/clients come from? (Please choose and rank the top three locations, from 1 to 3, with 1 being the best source of customers, and 3 being the third best.)**

**OVERALL**

Hinsdale/ Westmont	82.61%	Don't Know	8.70%
Rest of Clarendon Hills	76.26%	Other:	
Neighborhoods Within Walking Distance	47.83%	-Other Western Suburbs	17.39%
Downers Grove	13.04%	-Home shows	4.35%
Metra Commuters	8.70%	-All Areas	4.35%
East of Tri-State	8.70%		

**1<sup>ST</sup> BEST SOURCE**

Hinsdale/ Westmont	21.74%	Other:	
Rest of Clarendon Hills	21.74%	-Home shows	4.35%
Neighborhoods Within Walking Distance	30.43%	-All Areas	4.35%
Downers Grove	-	-Other Western Suburbs	-
Metra Commuters	-		
East of Tri-State	-		

**2<sup>ND</sup> BEST SOURCE**

Rest of Clarendon Hills	43.48%	Other:	
Hinsdale/ Westmont	8.70%	-Other Western Suburbs	4.35%
Neighborhoods Within Walking Distance	4.35%	-Home shows	-

Downers Grove	4.35%	-All Areas	-
Metra Commuters	4.35%		
East of Tri-State	-		

**3<sup>rd</sup> BEST SOURCE**

Hinsdale/ Westmont	39.13%	Other:	
East of Tri-State	8.70%	-Other Western Suburbs	13.04%
Rest of Clarendon Hills	4.35%	-Home shows	-
Neighborhoods Within Walking Distance	4.35%	-All Areas	-
Downers Grove	-		
Metra Commuters	-		

**18. What is the average age of your customers?**

Under 21	8.70%
21 – 34	-
35 – 50	82.61%
51 – 65	17.39%
Over 65	4.35%
Other: All Ages	4.35%

**19. Which of the following new Downtown features or services would you find most beneficial to your business? (Please choose and rank the top three items from 1 to 3, with 1 being the most beneficial to your business, and 3 being the third most beneficial).**

**OVERALL**

More Restaurant Choices	47.83%	More Park/Green/ Public Space	8.70%
Better Mix/Variety of Businesses	39.13%	More Streetscape/ Pedestrian Amenities	4.35%
Better Traffic Circulation	34.78%	More Cultural Activities. Civic Institutions	-
Better Business Recruitment by Village/ Chamber	30.43%	More Housing Above Stores	-
More Specialty Shops	26.09%	More Safety and Security	-
More Coordinated Marketing	17.39%	Other:	-
More Parking	17.39%	-Access	4.35%
More Nationally Recognized Stores	17.39%	-Businesses Attractive to Families	4.35%
More Special Events/ Festivals	13.04%	-More Support for Existing Businesses	4.35%
More Housing Within Walking Distance	8.70%	-Women and Children’s Clothing Store	4.35%

**1<sup>st</sup> BENEFICIAL FEATURE**

Better Traffic Circulation	17.39%	More Housing Within Walking Distance	-
More Nationally Recognized Stores	13.04%	More Safety and Security	-
Better Mix/Variety of Businesses	8.70%	More Special Events/ Festivals	-
More Coordinated Marketing	8.70%	More Specialty Shops	-
More Parking	8.70%	More Streetscape/ Pedestrian Amenities	-
Better Business Recruitment by Village/ Chamber	4.35%	Other:	-
More Park/ Green Space or other Public Space	4.35%	-Access	-
More Restaurant Choices	4.35%	-Businesses Attractive to Families	-
More Cultural Activities. Civic Institutions	-	-More Support for Existing Businesses	-
More Housing Above Stores	-	-Women and Children's Clothing Store	-

**2<sup>nd</sup> BENEFICIAL FEATURE**

More Restaurant Choices	21.74%	More Housing Within Walking Distance	-
Better Traffic Circulation	13.04%	More Nationally Recognized Stores	-
More Parking	8.70%	More Safety and Security	-
More Specialty Shops	8.70%	More Special Events/ Festivals	-
Better Mix/Variety of Businesses	4.35%	More Streetscape/ Pedestrian Amenities	-
More Coordinated Marketing	4.35%	Other:	-
More Park/ Green Space or other Public Space	4.35%	-Businesses Attractive to Families	4.35%
Better Business Recruitment by Village/ Chamber	4.35%	-Access	-
More Cultural Activities. Civic Institutions	-	-More Support for Existing Businesses	-
More Housing Above Stores	-	-Women and Children's Clothing Store	-

**3<sup>rd</sup> BENEFICIAL FEATURE**

Better Mix/Variety of Businesses	21.74%	More Nationally Recognized Stores	-
More Restaurant Choices	13.04%	More Park/ Green Space or other Public Space	-
More Special Events/ Festivals	13.04%	More Parking	-
Better Business Recruitment by Village/ Chamber	8.70%	More Safety and Security	-
More Specialty Shops	8.70%	More Streetscape/ Pedestrian Amenities	-
Better Traffic Circulation	-	Other:	
More Cultural Activities. Civic Institutions	-	-More Support for Existing Businesses	4.35%
More Housing Above Stores	-	-Access	-
More Coordinated Marketing	-	-Businesses Attractive to Families	-
More Housing Within Walking Distance	-	-Women and Children's Clothing Store	-

**20. What one additional business in the area would have a positive impact on your business? (Be as specific as possible).**

Grocery Store	21.74%	Deli/ Carry Out	4.35%
Clothing Store	8.70%	Doctor's Office	4.35%
Family	8.70%	Meat Market	4.35%
Bookstore	4.35%	Residential/ Office Space	4.35%
Candy Store	4.35%	Theater	4.35%

**21. In your opinion, what one thing is most important to do to improve Downtown Clarendon Hills?**

Access for Ogden Avenue	21.74%	More Commercial Space	4.35%
Attract More Businesses	8.70%	More Parking	4.35%
Grocery Store	8.70%	Nationally Recognized Stores	4.35%
More Attractive	8.70%	No More Condos	4.35%
Better Mix of Stores	4.35%	Promotion Efforts/ Events	4.35%
Convenience Store	4.35%	Run CBD as Shopping Center	4.35%
Great Companies	4.35%	Support Existing Businesses	4.35%
Hold Events in the Park	4.35%		

**22. Please provide any additional suggestions, comments, or concerns you may have below.**

Any businesses with employees within walking distance would increase sales and traffic in store.

Clarendon Hills is a great town and it should just get better with time.

Daisy Days booths should be put in the middle of the street to put more emphasis on "market" feel and less obstruction in front of businesses. Also business-related child activities - not just rides- like a kids "area" with cooking demos and maybe an "activity" per business.

Get the village moving on doing improvements. Now that you have all of the info- give the landlords major incentives to improve their buildings- take a risk and invest in our town. We definitely have the people here with money to spend! So give them a reason to spend their money in the village instead of surrounding areas. And make the village more accessible from Ogden Avenue.

Greater level of support for the businesses by the community.

Keep the charm of the village.

More green space. More parking.

Open access on Ogden Avenue to all CH streets.

Plans for building on Walker- what are they?

Put the festivals in the park with shuttle busses.

Staggered development projects: having the downtown "under construction" for an extended period of time.

Very inadequate traffic patrol- many violations- never ticketed.

With any redevelopment, parking will be a serious problem- why was no parking allowed for new 3 story building on RR and Walker? When occupied, present parking spaces will disappear. It is now a long way to the nearest gas station.