

Clarendon Hills Downtown Plan
Business Owner/Operator 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 ²
Range:	600 to 4000 ft ²

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%		

1ST 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	-		

2nd 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	-		

3rd 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%

1st 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	-

2nd 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	-

3rd 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.