

# *Revisioning the Vision!*

## Central District Plan Update

### 2009 Survey Responses





# Purpose of the Survey and Caveats

- Engage the public in thinking about the Central District
- Get more detailed input on building form and other issues
- The survey will be used for additional background data for the roundtable discussions.
- Not a randomized survey (data is illustrative, not statistically significant)
  - responses are skewed due to larger response by older and long-term residents of community (55% of respondents are residents of Highland Park for 21 years or more)



# About the Respondents

**320 people participated in the survey**

**43% Men & 57% Women**

**44% were between the age of 35-54 years old**

**41% were between the age of 55-75 years old**

**92% of respondents were from Highland Park**

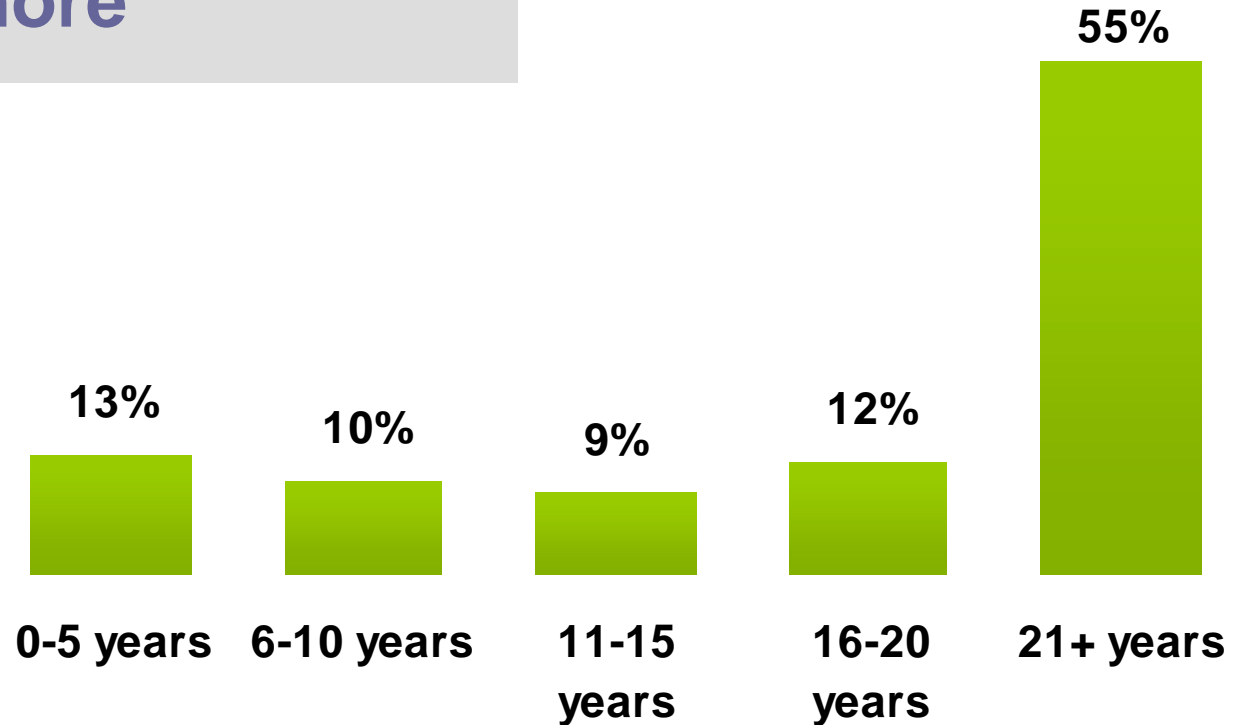
**32% work in Highland Park**

**91% of respondents have a college degree, of which 50% have a post-graduate degree**



# Years Lived in Highland Park

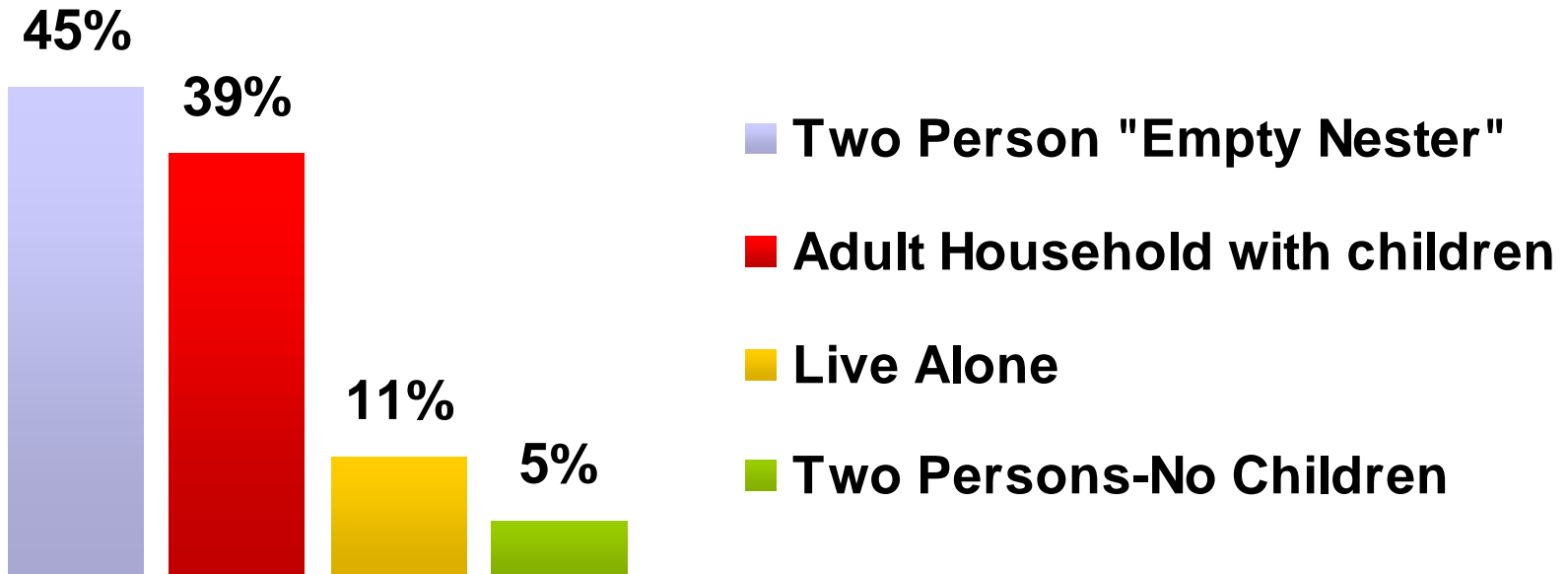
**55% of the respondents are residents for 21 years or more**





## Household Size:

More than 50% of households surveyed do not have children living at home

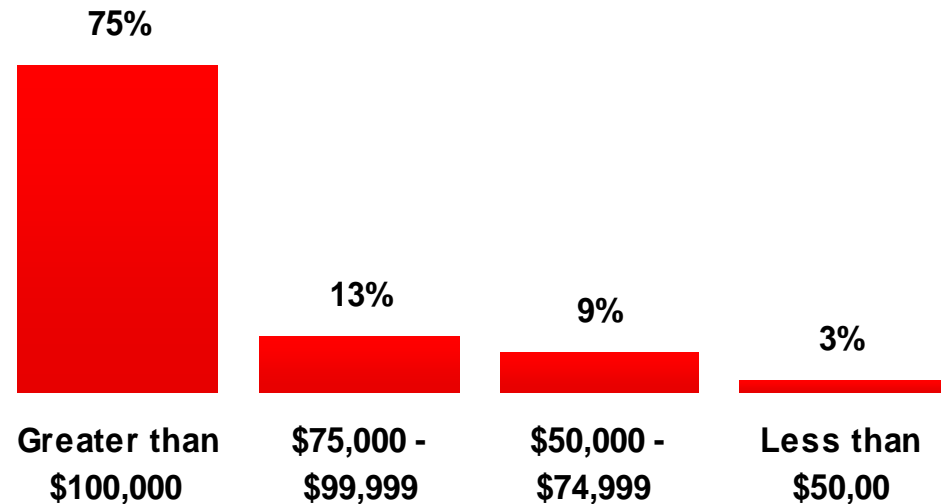




# Education Attainment & Household Income

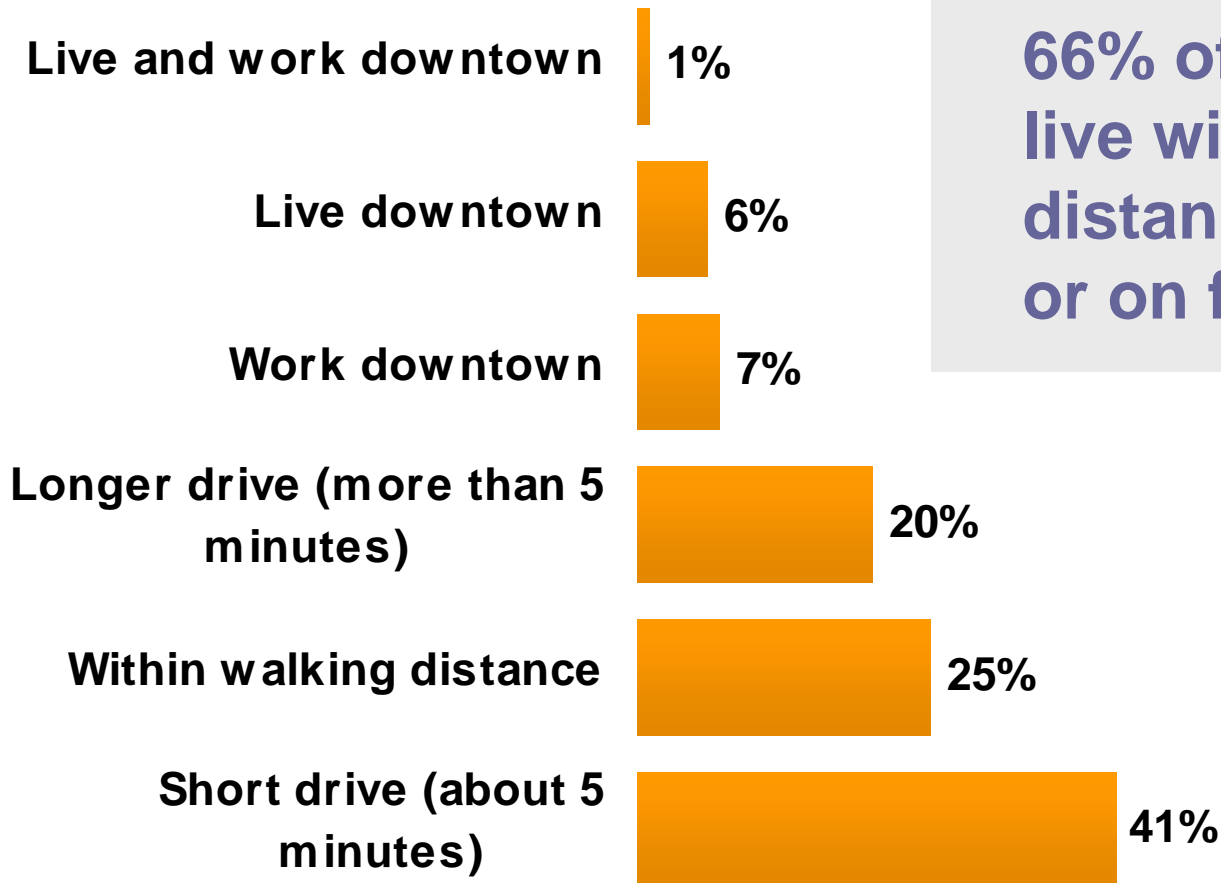
91% of respondents have a college degree and 50% have a post-graduate degree

75% of respondents have a household income of greater than \$100,000





# Proximity to Downtown:



**66% of respondents live within a 5 minute distance, either by car or on foot**



# Visiting Downtown Highland Park

**92% of respondents are regular visitors to downtown (4+ times/month)**

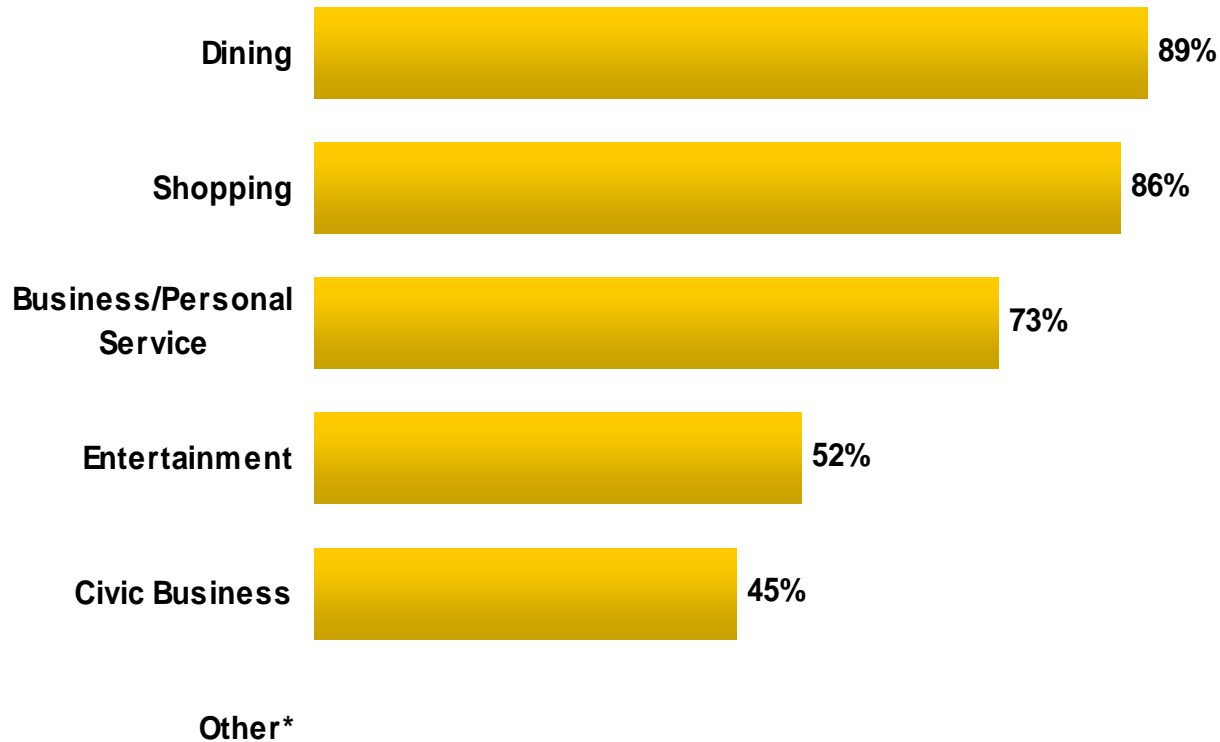
**8% of respondents visit occasionally**

## Getting downtown

- 92% of respondents usually drive
- 42% will bike occasionally
- 20% often walk
- 8.5% take public transit (an infrequent option)



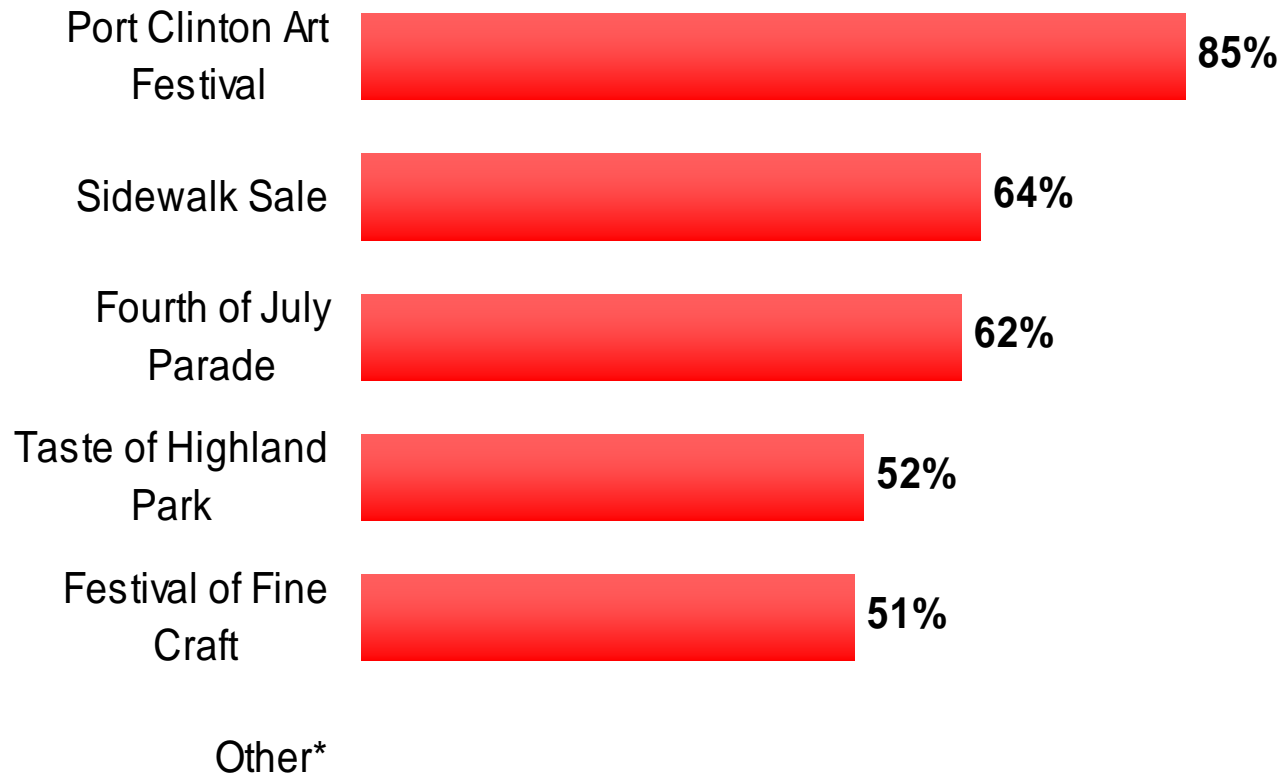
# Top 5 Reasons for Visiting Downtown Highland Park



*\*Public Events, Shopping, Work & Live Downtown, Fitness, Worship, Library, Medical, Public, Movie Theater, METRA, Library, Leisure, etc.*



# Top 5 Events Attended in Downtown Highland Park:



*\*Thursday Night Summer Concerts, Holiday Seasonal Lights Lighting, Late Night Highland Park, Pre-Ravinia Concert Dinners, Fashion Week, etc.*



# Downtown Character Appeal (older buildings)

83% believe the existing character of downtown is important

75% believe older storefronts and buildings downtown should be preserved

85% agree that the historic buildings in downtown improve the visual appeal of the community

55% agree that redevelopment (including demolition) of older buildings would be acceptable if the outcome improves downtown



# **Downtown Character Appeal (newer buildings)**

**43% agree that newer storefronts and buildings need NOT be preserved as they are presently, in order to retain the character of downtown**

**83% agree that redeveloping (including demolition) of these newer buildings would be acceptable if the outcome improves downtown visual appeal and character**



# **Opinion on the Scale of Downtown** **(building mass, bulk, or proportion)**

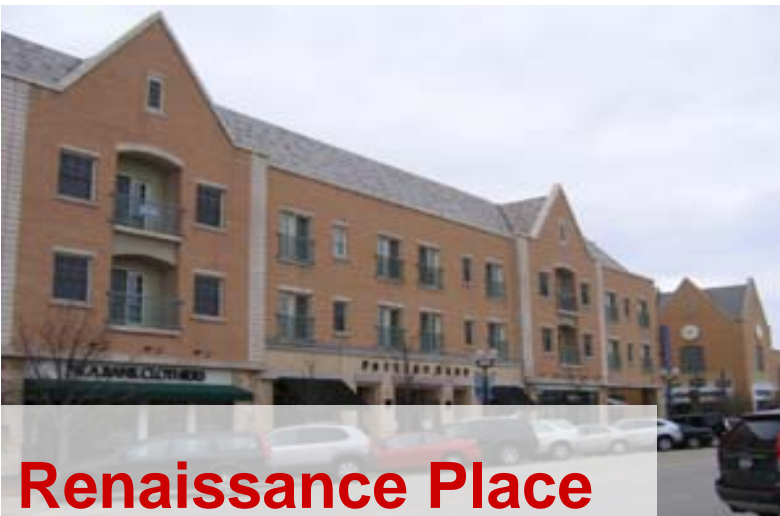
**68% are favorable to the scale of downtown  
and feel it is “just right”**

**63% believe the maximum number of stories  
for downtown should be similar to  
Renaissance Place (4 stories)**

# Reference Photos



Use the following photos for the next 3 slides:





# Renaissance Place

**My opinion of Renaissance Place before it was completed:**

35% in favor

26% neutral

26% against it

12% didn't know about it

**I like the scale, character, and mixed use nature of Renaissance Place:**

75% agree

17% neutral

6% disagree

**75% think the height of Renaissance Place is acceptable**

**13% indicated it would be acceptable if Renaissance Place had been bigger and/or taller**



# Harris Bank Building

40% like the single use character of Harris Bank building

24% do NOT like the single story, single use of Harris Bank building

66% like the building height of Harris Bank building

34% would be okay if the Harris Bank building had been built bigger and/or taller



# Laurel Terrace Building

**74% like the multi-story, mixed use character of the building**

**74% like the building height**

**20% would be okay if the building had been built bigger and/or taller**

**62% do not agree with this idea**



# Support Increased Building Height and Density Downtown if the Outcome Would:

- mean increased contribution to the tax base of the City  
59% agreed      24% disagreed
- mean better sidewalks and streetscape  
52% agreed      28% disagreed
- mean more activity during evening hours  
43% agreed      35% disagreed
- mean more public events and activities  
43% agreed      28% disagreed
- mean better facilities for bicyclists  
41% agreed      31% disagreed



# Public Open Spaces

84% utilize the public open space in downtown  
51% use public open space at 2-3 times a month

46% agree the City has sufficient open space in the  
downtown

82% agree that new developments should incorporate  
public open space in site design

42% agree that every block in downtown should have some  
type of public open space



# **Desire to Live and Work In or Near Downtown:**

**60% would like to live in or near downtown**  
**8% of respondents currently live downtown**

## **Housing desired in or near downtown:**

**35% - Single-family detached**

**22% - Condominiums**

**11% - Townhouses**

**4% - Rental units**

**53% would like to work in or near downtown**



# In Summary

In general, survey respondents feel:

- **Downtown has many good attributes** (public events, public spaces, range of dining options, quality shopping, etc.) **and has much to offer**
- **Other attributes rate only fair** (parking, traffic and bicyclist safety)
- **Existing older or historic buildings accentuate the character and the improve the visual appeal of the downtown**
- **Future redevelopment of historic and newer buildings might be acceptable as long as the outcome improves the visual appeal of the downtown**
- **Majority of respondents felt the scale (building mass and height) of downtown is appropriate**



# In Summary

**In general, survey respondents feel: (Cont.)**

- **The height of downtown development should be similar to that of Renaissance Place/4 stories**
- **However, majority favorably support the concept of taller buildings and more housing units if it would mean an increased contribution to the tax base and better public improvements**
- **Majority regularly use the public open spaces**
- **A significant majority want new development to incorporate public open space to their site design (82%)**
- **Majority want to live in or near downtown, and the type of housing preferred are single-family (35%), followed by condominiums (22%) and townhouses (11%)**