



## POLL #3 Summary

11/14/2019

### Eyes on the prize...Poll 3 asked you to *prioritize*!

**Poll #3 represents the culmination of all the amazing input the Park Ridge Wonderful Team has compiled thus far. Ideas have been shared at the Visioning Workshop, during stakeholder interviews, on the website, at the Farmers Market, in two past Polls, and at the October 15<sup>th</sup> Priorities Workshop. The priorities listed in Poll #3 were consistent with those presented at the Workshop, so that those who couldn't attend in-person had a chance to engage online!**

Poll #3 was open for two weeks, from October 28<sup>th</sup> through November 12<sup>th</sup>. During that time, 107 respondents took the poll, adding to the in-person feedback from the October 15<sup>th</sup> Workshop (which you can read all about [here](#)).

The summary and top priorities that follow reflect the combined results from sticker dot-voting at the Workshop and online voting for Poll #3.

### Methodology

The goal of this poll was to identify which future initiatives are MOST important to Park Ridge and which should be emphasized as top priorities in the Comprehensive Plan. This survey, like the two others before, was set to allow one entry per respondent. Participants were asked to choose four (4) top priorities in each topic. In addition, Question #6 asked for open-ended comments on Community Character outside of Uptown Park Ridge.

### Participant Profile

**AGE DIVERSITY:** Similar to the range of residents who attended the Priorities Workshop, those who participated in the poll spanned the age spectrum as follows: 7% of respondents were between ages 18 to 34, 44% were between the ages of 35 to 50, 33% were between 50 to 65, and the remaining 16% were 66 years or older.

**RESIDENTS AND EMPLOYEES:** Nearly all responses (98%) came from Park Ridge residents. Additionally, 15% of people reported working in Park Ridge, 4% own a business in the community, and another 4% are visitors to Park Ridge.

## Q1: ECONOMIC DEVELOPMENT + LAND USE | Choose four (4) top priorities

*Priorities are ranked highest to lowest, reflecting combined votes from Poll #3 and the Priorities Workshop.*

- 1. Recruit industries/businesses that align with market data & diversify the City's tax base.**
- 2. Foster entrepreneurship, business-to-business networking, and events that support local business, i.e. Shop Small, Restaurant Week.**
- 3. Create an "Open for Business" communication strategy to promote/market Park Ridge.**
- 4. Make clear decisions on desired businesses or uses in an area, instead of using the special use process.**
5. Consider neighborhood open space opportunities as they arise.
6. Identify additional areas near transportation/jobs for people to live.
7. Align requirements for building height, setbacks, design elements with development trends.
8. Further reduce parking requirement for businesses, beyond the Uptown area, and create an avenue for "parking light" housing.

### Comments:

- "Good urban design is also an economic development tool. For example, streets that are safe and inviting for pedestrians and cycles are proven to raise the value of real estate that fronts it, including commercial property. We have several roads that have more lanes than are needed... road diets should be considered for many of them."
- "Make it easier for employees to live where they work."
- "Encourage preservation of the art colony history and status of the original Park Ridge. There are great stories and history right among us. It would make us all richer in community pride and past HUGE accomplishments! It can only enhance the status quo."
- "Do not sacrifice the look and feel of the city for what you perceive to be easy money."
- "We need a parking garage and free parking. Maybe use voucher that can be stamped by business for free parking to encourage people to shop local."
- "Recruit Internet-based businesses (and check on Fiber backbone)"
- "City should hire economic development staff"
- "Mixed-use retail with condos/rental near Village Green."

## Q2: SUSTAINABILITY | Choose four (4) top priorities

*Priorities are ranked highest to lowest, reflecting combined votes from Poll #3 and the Priorities Workshop.*

1. **Incorporate green technology and energy efficiency into City operations and assets (i.e. transitioning to an electric vehicle fleet, installing LED street lights, etc.).**
2. **Promote green infrastructure solutions that help reduce community-wide flooding, such as permeable pavers, rain gardens, bioswales, and native plantings.**
3. **Increase recycling / zero waste efforts in Park Ridge with more public recycling bins and greater emphasis on education and events.**
4. **Continue to participate in subregional effort to mitigate impacts (i.e. noise, air quality) of large nearby transportation facilities.**
5. Integrate environmental planning into local development codes and regulations.
6. Encourage appropriate renovation and reuse of older buildings and homes.
7. Regulate and enable the use of renewable energy systems (i.e. solar).
8. Partner with local and regional entities to provide education on sustainable practices for households and businesses.
9. Set standards to support and guide at home-composting on residential property.

### Comments:

- “We could make tear-downs a lot less impactful on the environment while not costing owners any money (in fact, typically a net savings). How? By requiring disassembly in lieu of demolition (or disincentivizing demolition if requiring is too harsh). This diverts 90% of waste from the landfill, while providing jobs, and avoiding the messy clouds of dust and debris that blankets neighbors' homes when the home next door is demolished. Resource: <https://blueearthdeconstruction.com/>”
- “Some parkways may be candidates for transformation into rain gardens (Elgin has a program for this).
- “I hope sustainability becomes a TOP PRIORITY at City Hall and they become a leader and proper example for PR residents, neighboring communities, and our children.”
- “Sustainability is a key priority. It was so hard to choose just four from this list!”
- “Develop regulations for improving the sustainability practices of Park Ridge businesses, especially restaurants and single-use items”
- “Zero carbon footprint for new construction”
- “Create a community garden (more than one, eventually)”
- “Conduct a citywide tree/shrub/native plant sale”
- “EV Fleet for City Vehicles”
- “Commit to Carbon Neutral, have City adopt Energy Code above + beyond the State Code”
- “Stormwater Commission – focus on education (residential, public property, businesses)”

### Q3: TRANSPORTATION | Choose four (4) top priorities

*Priorities are ranked highest to lowest, reflecting combined votes from Poll #3 and the Priorities Workshop.*

- 1. Enhance walkability through pedestrian safety/comfort improvements at key locations.**
- 2. Implement traffic-calming measures (such as stop signs, speed bumps, and other safety improvements) in crash hot-spots and residential areas.**
- 3. Support Pace, Metra, and CTA initiatives to improve service.**
- 4. Continue implementation of the City's 2018 Bike Plan to complete a safe and well-connected bicycle network.**
5. Manage existing parking supply more effectively with adjustments to parking hours, locations, and pricing to better accommodate needs.
6. Promote use of and safe access to the Des Plaines River Trail by improving bicycle and pedestrian connections to the trail.
7. Consider new trends in mobility and technology—such as ridesharing and autonomous vehicles—when planning for future transportation improvements.
8. Reduce traffic congestion through outreach and incentive programs that encourage households to replace driving trips with walking or biking.
9. Support programs that would bring more alternative transportation modes to Park Ridge, such as bike-sharing and dockless electric scooters.

#### Comments:

- "Close off Main Street in the summer - make it pedestrian only. Allow street vendors and outside seating for restaurants and bars there."
- "I love using the DP trail--but hate getting there! We need a crosswalk at all major roads on Dee. And bike lanes on Devon!"
- "Re-striping on Dee (4 to 3 with bike lanes) should be a top priority, before someone gets killed and before IDOT re-paves. If we plan for it now, it can be done at no cost in terms of infrastructure (would just need to pay some soft costs for studies). It will increase safety and property values for sure."
- "Many, many intersections with no stops or yields in residential neighborhoods - adding them is such a simple solution to improve safety."
- "Improve public transportation to Uptown/Dee/South Park"
- "Touhy Pedestrian Bridge – connect Prospect and NW Highway corridors in Uptown and re-route ped traffic across NW/Touhy/Prospect intersection"

## Q4: HOUSING | Choose four (4) top priorities

*Priorities are ranked highest to lowest, reflecting combined votes from Poll #3 and the Priorities Workshop.*

- 1. Promote vibrant neighborhoods through a variety of amenities and housing types appropriate to the character of each area.**
- 2. Support a range of housing types and price points to serve all Park Ridge households.**
- 3. Foster strong ties between the City, schools, and parks.**
- 4. Create a larger market for neighborhood businesses by expanding 2-unit, 3-unit, and multifamily housing near the Dee Road Metra, Higgins Road, and the Lutheran General/Dempster area.**
5. Provide a range of housing options for seniors, from active adult to age-in-place to senior housing.
6. Identify housing opportunities for younger households seeking starter housing.
7. Support homeownership as an important element of strong neighborhoods and to meet the needs of Park Ridge residents.

### Comments:

- “We should be a regional leader by allowing accessory dwelling units, which is the easiest way to address affordable housing opportunity.”
- “MORE multi-family housing in the Uptown area...perhaps near the Dee Road Station...along Higgins.”
- “It does not appear that PR needs additional senior facilities. Can we take it easy on multi-family development and luxury condos?”
- “We need more housing for lower income residents.”
- “Stop letting developers tear down old homes to make way for much larger homes that only strain our system. Encourage rehabbing those homes whenever possible to retain the character of the city.”
- “Increase the housing supply for the missing middle”
- “More affordable housing choices near hospital.”
- “Make it possible for hospital staff to live near where they work.”

## Q5: PLACEMAKING | Choose four (4) top priorities

*Priorities are ranked highest to lowest, reflecting combined votes from Poll #3 and the Priorities Workshop.*

1. **Maintain pedestrian environment in Uptown.**
2. **Create pleasant places to sit and walk in commercial areas outside of Uptown.**
3. **Continue to build out a calendar of 'year-round' community events to further Park Ridge's sense of place, cultural cohesion, entertainment, and community social scene through all seasons.**
4. **Explore opportunities for additional sidewalk cafes, parklets, and outdoor seating.**
5. Partner with schools and parks to support neighborhood programming, community gardens, and eco-education.
6. Consider public art, greenspace, and sustainability as part of the development review process.
7. Identify opportunities and locations for placemaking through public art, sculptures, and murals.

### Comments:

- "South Park looks great yet is still more a drive-park-run-your-errand environment. I'd love to see more space to hang out in that part of town, whether a redesign of South Park to tie it more to the retail or bring in more sidewalk cafes to Devon."
- "Again, would have liked "All of the Above," as an option. There is a lovely quad area within Maine South that would be so nice to spruce up and offer the students as an outdoor study area!"
- "Indoor restaurants are also part of this – they are visible and draw people in"
- "Early literacy → providing opportunities for tweens/teens to be trained and partnered with families of little ones. Win-win!"
- "More public art that celebrates Park Ridge's story, history, and is visible! Something we can showoff and take photos in front of – this is a great marketing tool and innovative way to brand and promote our City."

## **Q6: CHARACTER | Have thoughts on improving community character outside of Uptown (i.e. Dee, Higgins, South Park, Lutheran, etc.)?**

*Input below includes ideas and comments shared via the website, Poll #3, and the Priorities Workshop.*

### Dee Road

- "Dee train station could use some walkable type business development."
- "The Dee Road Metra station is begging for a coffee shop, similar to the new one that opened at the Des Plaines Metra. Make the area around the Dee Road Metra more walkable."
- "A road diet for Busse Hwy would massively improve the area around the Dee Road Metra station by making it safer and easier for pedestrians to cross the street, thereby allowing more shops that front the street to flourish."
- "Change zoning within a ¼ mile of train stations to B1 and reduce parking requirements."
- "Property at Dee Road and Busse Highway has sat vacant for years—it is a prime site for a coffee shop, restaurant, neigh-amenity."
- "Integrate multi-family housing with consumer-oriented businesses such as coffee shops, dry cleaners, small market or grocery, bakery, etc."
- "Gathering spot/coffee and sweets near the train."
- "Reduce the need to commute—reduce pollution!"
- "Road diet for Dee Road—consult with a transportation planner."

### Higgins

- "Higgins corridor needs a plan for sidewalk/streetscaping to give us the "gateway" feel (along the lines of what the gas station has on the corner of Higgins and Cumberland with the "Park Ridge" embedded into the brick paver wall on the edge of their property). We could use that from canfield all the way to Dee Rd."
- "Higgins corridor is prime for an Entertainment district that includes restaurants, bars, Dave & Buster's, Miniature Golf, other family activities, etc."
- "Make this area more pedestrian friendly – add landscaping and walking path."
- "Add a hotel to this area!"
- "Make it possible for clerks, bank employees, wait staff to walk to work."
- "Cumberland CTA Area – need to support condos and apartment buildings here."
- "Beautify!"

### South Park

- "South Park has dated yellow or tan brick buildings that would immediately look urban chic if painted anything from black to grey to white. Encouraging simple refreshes would enhance the entire neighborhood appeal."
- "I strongly believe a second library/gathering place should be added to the South Park area. It is one of the biggest draws to the Uptown area and there is no reason we shouldn't have a second location, especially since our only library is space constrained."

- “South Park can benefit from some pedestrian style cafes and coffee shops (likely need more traffic calming measures for that).”
- “Promote businesses like Beer-in-the Wall in South Park.”
- “Better lighting”
- “Update playgrounds”
- “Provide housing for firemen/women and police officers”
- “The South Park area is really charming. I’d love to see it look more vibrant—Streetscape Updates or a Facade Renovation Loan Program.”
- “South Park Starbucks please”
- “Childcare facility in this area would be great given all the young families.”
- “Improve the streetscape and curb appeal on Talcott and Devon.”

#### Lutheran General Area

- “More cafe-style businesses near those areas - something to bridge the harsh divide between transportation / hospital and the surrounding residential area.”
- “More affordable housing choices near hospital.”
- “Make it possible for hospital staff to live near where they work.”
- “Lutheran General is a great hospital that people choose to go to. We should put more development in this area – restaurants, shopping etc. because many of our neighboring towns travel to Park Ridge for healthcare. Our town can benefit from this.”

#### General/Other

- “Village Green needs quite an update. That may be a good area for senior citizen housing. Not a nursing home but where older people can afford to live.”
- “Improve community branding.”
- “Encourage landlords to update old 1960s yellow brick buildings with new windows and signage and city can replace old sidewalks with new sidewalks, planters and benches to improve curb appeal of older local businesses.”
- “Add lower height street lighting like the type used in dark skies parks to allow for some lights without adding glaring LEDs in neighborhoods.”
- “Properties within a 5-minute walk of transit should have very reduced parking requirements. Look no further than Edison Park to see what happens to the restaurant scene when you don't require off-street parking. It works!”
- “Economic Development – Village Green (small Target?)”
- “Community seasonal decorating weekend”
- “Revisit the safety of the various uncontrolled intersections.”
- “No idling zones posted in more places”
- “Devon: more restaurants and sticky places”
- “Better protection for pedestrians crossing at Touhy and Washington”
- “Walk sign on east side by Whole Foods at Washington and Touhy”
- “More housing at reasonable prices”
- “Crosswalk at Devon + Dee to access Forest Preserve”

## **Next Steps**

The full Comprehensive Plan document is in-progress, with the final priorities, actions, and recommendations being driven and inspired by all of YOUR feedback. There will be *one more* Open House to unveil and celebrate the Final Draft Plan! Look out for upcoming news updates with details. As always, THANK YOU for your ongoing participation!