

APPENDIX D

PEDESTRIAN ORIENTED PUBLIC MEETING SUMMARY

IMAGE PREFERENCE SURVEY (IPS)

April 29, 2004

The Image Preference Survey (IPS) is a tool used to guide the creation of design standards for architectural character and scale, various land uses, street treatment, and other urban design issues. Because a community's identity and image affects its potential for economic development, it is important to determine what the community would like to see in the three pedestrian Subareas of Brookfield Station, the Hollywood Station, and Eight Corners.

Participants in the workshop viewed a slide show of photographs for each subarea. Each slide included two images that were paired randomly with no intended relationship between them. Photographs of the study area were mixed with images from elsewhere to place the local images in a larger context.

For this exercise, each participant received a score sheet and was asked to rate each image on a scale from -5 to +5 according to how well they felt each image would fit into each subarea. As participants viewed the slides, they recorded their impressions on the scorecard.

Following are the results of the Image Preference Survey for each subarea, which indicate the highest and lowest rated images as identified by the participants in the meeting. The rating of the images by the participants provides insight into community preferences for building types, community identity, and urban design elements.

Note that personal preference may have affected the results. Photographs included in the IPS that were taken in Brookfield occasionally had a higher or lower score based on the personal feeling associated with the scene or store. For example, many of the locally owned stores in the Eight Corners are located in buildings with similar characteristics as those that rated poorly in an image from outside of the area, such as little to no transparency of storefront display windows, but were rated positively.

Still, the preferences provide sufficient insight into the community's opinions, and recommendations included in this report were based on the input given during this exercise.

IPS Results: Brookfield Station Subarea

Top Rated Images:



Lowest Rated Images:



IPS Results: Hollywood Station Subarea

Top Rated Images:



Lowest Rated Images:



IPS Results: Eight Corners Subarea

Top Rated Images:



Lowest Rated Images:



WHAT IS MISSING FROM THE EIGHT CORNERS SUBAREA?

April 29, 2004

This survey allows participants to select uses from multiple categories that they believe are lacking in the area. The result is an ideal mix of uses. The uses that received five or more votes are: ice cream shop, cinemas, theatre, medical/dental offices, and art studios.

General Commercial:

Dry cleaners.....	0
Newsstand	0
Bookstore	3
Video store.....	0
Florist.....	0
Bank.....	1
Pharmacy.....	0
Convenience store	0
Supermarket	2
Liquor/Wine shop.....	2
Hardware store	1
Barber/beauty shop	0
Clothing store	2
Shoe store	2
Shoe shine	0
House wares.....	3

Restaurants:

Bagel shop.....	2
Bakery	3
Coffee shop.....	0
Ice cream shop.....	9
Sandwich shop.....	3
Deli	0
Fast food.....	2
Family restaurant.....	4
Gourmet restaurant.....	1
24-hour restaurant	2

Entertainment:

Cinemas	9
Theatre	7
Nightclub.....	1
Neighborhood pubs.....	1
Sports bar	0
Wine bar	3
Bowling alley.....	1
Video arcade	1

Youth recreation center 3

Family Facilities:

Day care center..... 0
Community center 2
Senior center 4
Social service center 1
Dance school..... 0
Arts & crafts center 3

Office Space:

Medical/dental offices 5
Realtors 0
Shared service offices 1
Accountants..... 0
Attorneys 1
Trade school 0
Art studios 6

Public Facilities:

Post office..... 2
Library 0
Art museum 1
Concert hall..... 1
School 0
Computer center 0

Open Space and Recreation:

Tot lot 1
Ball fields..... 1
Park (passive)..... 2
Private health club 1

Housing:

Senior Housing..... 1
Condominium 1
Apartments..... 1
Live/ Work 1

Other:

Pool..... 1
Small Grocer/Trader Joe's 1
Green space..... 1

WHAT IS MISSING FROM THE BROOKFIELD STATION SUBAREA?

April 29, 2004

This survey allows participants to select uses from multiple categories that they believe are lacking in the area. The result is an ideal mix of uses. The uses that received five or more votes are: bookstore, family restaurant, theatre, and arts & crafts center.

General Commercial:

Dry cleaners.....	0
Newsstand	3
BOOKSTORE	7
Video store.....	0
Florist.....	2
Bank.....	2
Pharmacy.....	1
Convenience store	3
Supermarket	4
Liquor/Wine shop.....	0
Hardware store	0
Barber/beauty shop	0
Clothing store	4
Shoe store	2
Shoe shine	1
House wares.....	1

Restaurants:

Bagel shop.....	4
Bakery	3
Coffee shop.....	0
Ice cream shop.....	3
Sandwich shop.....	2
Deli	5
Fast food	2
Family restaurant	7
Gourmet restaurant.....	4
24-hour restaurant	3

Entertainment:

Cinemas.....	1
Theatre	5
Nightclub.....	1
Neighborhood pubs.....	1
Sports bar	0
Wine bar	1
Bowling alley.....	0

Video arcade	0
Youth recreation center	2

Family Facilities:

Day care center.....	2
Community center	2
Senior center	0
Social service center	1
Dance school.....	0

Arts & crafts center 6

Office Space:

Medical/dental offices.....	0
Realtors.....	0
Shared service offices	1
Accountants.....	0
Attorneys	0
Trade school	0
Art studios	4

Public Facilities:

Post office.....	1
Library	0
Art museum	1
Concert hall.....	0
School	0
Computer center	2

Open Space and Recreation:

Tot lot.....	1
Ball fields.....	0
Park (passive).....	0
Private health club.....	1

Housing:

Senior Housing.....	2
Condominium	1
Apartments.....	1
Live/ Work	2

Other:

Pool.....	2
Small Grocer/Trader Joe's	1

WHAT IS MISSING FROM THE HOLLYWOOD STATION SUBAREA?

April 29, 2004

This survey allows participants to select uses from multiple categories that they believe are lacking in the area. The result is an ideal mix of uses. The uses that received five or more votes are: bookstore, convenience store, family restaurant, community center, arts & crafts center, and art studios.

General Commercial:

Dry cleaners.....	0
Newsstand	4
Bookstore	8
Video store.....	1
Florist.....	3
Bank.....	0
Pharmacy.....	0
Convenience store	5
Supermarket	1
Liquor/Wine shop.....	1
Hardware store	0
Barber/beauty shop	2
Clothing store	0
Shoe store	0
Shoe shine.....	0
House wares.....	0

Restaurants:

Bagel shop.....	2
Bakery	1
Coffee shop.....	1
Ice cream shop.....	1
Sandwich shop.....	2
Deli	3
Fast food.....	2
Family restaurant	9
Gourmet restaurant.....	0
24-hour restaurant	0

Entertainment:

Cinemas.....	0
Theatre	0
Nightclub.....	0
Neighborhood pubs.....	1
Sports bar	0
Wine bar	0

Bowling alley.....	0
Video arcade	1
Youth recreation center	4

Family Facilities:

Day care center	2
<i>Community center</i>	5
Senior center	0
Social service center	0
Dance school	1
<i>Arts & crafts center</i>	5

Office Space:

Medical/dental offices	0
Realtors	0
Shared service offices	1
Accountants.....	0
Attorneys	0
Trade school	2
<i>Art studios</i>	5

Public Facilities:

Post office.....	1
Library	0
Art museum	2
Concert hall.....	1
School	0
Computer center	1

Open Space and Recreation:

Tot lot.....	3
Ball fields.....	0
Park (passive).....	2
Private health club.....	0

Housing:

Senior Housing.....	4
Condominium	2
Apartments.....	1
Live/ Work	3

Other:

Pool.....	2
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WHERE DO YOU SHOP?

April 29, 2004

The purpose of “Where do you shop?” is to survey current shopping trends. Participants were asked to mark on a map those businesses that they frequent weekly.

The most frequently selected stores:

Tischler’s	(28 votes)	Trader Joe’s (LaGrange)	(11 votes)
Oscos	(23 votes)	True Value	(9 votes)
Jewel (LaGrange Park)	(18 votes)	Post Office	(7 votes)

Stores receiving three to four votes:

Bill’s Place (LaGrange Park)
BP Amoco
Brookfield Bank
Citgo
CVS
Irish Times
Panera (LaGrange Park)

Stores receiving one to two votes:

Ace Hardware (LaGrange Park)
Antique Shop (LaGrange Park)
Betty’s Flowers
Border’s (LaGrange)
Brookfield Restaurant
Brookfield Zoo Store
Caribou Coffee (LaGrange)
Chinese Restaurant
Citibank
Dominick’s (Westchester)
Dominick’s (Willow Springs)
Dunkin’ Donuts
Eight Corners Catering
Helping Hand
Hollywood Video (LaGrange)
Home Depot (Broadview)
Home Economist (LaGrange Park)
Leo’s
Lobster House
Loca Mocha
Luna
Magic Wok (LaGrange Park)
Movie Theatre (LaGrange)
My Mechanic

North Riverside Mall (North Riverside)
Off Broadway
Paisan's Pizza
Phillip's Gas Station
Riverside Foods (Riverside)
Village Shoppe
Wild Oats (Hinsdale)

PEDESTRIAN-ORIENTED SUBAREAS

CHARRETTE DIRECTIONS

May 13, 2004

Goal: Designing a redevelopment plan that makes the Brookfield Station, Hollywood Station and Eight Corners areas more pedestrian friendly through physical changes to public spaces and buildings and by encouraging the appropriate mix of land uses.

Agenda

6:15-6:30	Arrive and Prioritize the SWOT Analysis from April 29 th using dot votes
6:30	Presentation by Farr Associates: Results from the April 29 th Meeting Charrette Activities – Redevelopment Background and Directions
7:00 - 8:15	Charrette Activities
8:15	Table Reports
9:00	Adjourn

Table Activities

Each table should have the following supplies: 1 Subarea site map, 1 aerial map of the Subarea, 3 sheets of trace paper, markers, and a scale.

1. Map Existing Conditions (10-15 minutes)

In the allotted time, please locate as many of the following uses as you can by outlining the appropriate lot or parcel of land directly on the site map. Please use the designated colors.

- Civic buildings (blue)
- Parks (green)
- Parking lots (purple)
- Historic buildings that should be preserved (orange)
- Existing multi-family residential buildings (yellow)
- Transit station (solid black circle)

2. Map Potential Redevelopment Sites (20 minutes)

Continuing to use the Subarea site map, identify the following by drawing diagonal stripes on the appropriate parcels with the designated colors.

- Vacant lots (this includes parking lots) (black)
- Vacant buildings (gray)
- Buildings or parcels that should be redeveloped because: (brown)

- They are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.)
- They do not fit with the character of the Subarea
- The quality of construction is inappropriate
- The lots are underdeveloped

3. Map Appropriate Uses (20 minutes)

Cover the Subarea site map used in activities 1 and 2 with one piece of trace paper. Using the information that you mapped in the previous activities, locate the following within your Subarea by solidly coloring in the appropriate lot or parcel of land. If you believe that a use is inappropriate for the Subarea, you do not have to locate it. ***If consensus cannot be reached on an issue, please map the uses that the majority of the table agree with and either map alternatives on an additional piece of trace paper or make a note on the edge of the map that consensus could not be reached and why.***

When locating a use, please keep in mind available parking (is on-street parking sufficient, will an off-street lot be necessary, or can an existing parking lot be shared?), visibility (does housing or an office use need to be as visible to those driving or walking by as a retail use?), surrounding uses (what uses would be best by a school? near a grocery store? near the train tracks? near the tracks that go into Chicago?).

General Uses:

- Multi-family residential development (yellow)
- Mixed-use buildings (1st floor commercial with upper stories of residential or office uses) (purple)
- Commercial building (single use) (red)
- Open space/park (green)

Mark the following by labeling the appropriate parcel or lot with the specific use.

Specific Subarea Uses (from the What's Missing? survey taken 4-29-2004):

- Eight Corners Uses:
 - Ice Cream Shop
 - Cinema/Theatre
 - Doctor's Office
 - Art Studio
- Brookfield Station Uses:
 - Bookstore
 - Family Restaurant
 - Theatre

Arts and Crafts Center

- Hollywood Station Uses:
Bookstore
Convenience Store
Family Restaurant
Art Studio

4. Map Physical Improvements (20 minutes)

Create a new map layer by placing a new sheet of trace paper on top of your plan. Map the following using the designated symbol or color. Please use the areas outside of the site map for notes or labels.

- Landscaped medians or traffic circles (green line)
- Locations that should be accessible by bicycle (yellow star)
- Locations for wayfinding signs (signs that directionally point to locations or uses of interest) (blue circle)

Also note to the side which locations or uses would be important to highlight with wayfinding signage

- Areas in need of streetscape enhancements, including but not limited to wider sidewalks, streets trees, sidewalk planters, benches, and trash receptacles. (gray line)

Number these areas in order of importance to assist in determining which streets are most in need of enhancements

5. Reporting

When you have completed activity 4, table leaders, with the assistance of Leslie or Christina from Farr Associates, should tape their plan onto a nearby wall. Select one person from each table to report on one or two topics the group discussed while creating the redevelopment plans.

PHOTOGRAPHS OF REDEVELOPMENT PLANS



Table 1 suggested streetscape improvements, such as wider sidewalks, street furniture, and better signage for the roundabout.



Table 2 recommended moving Village Hall closer to its front property line along Brookfield Avenue.

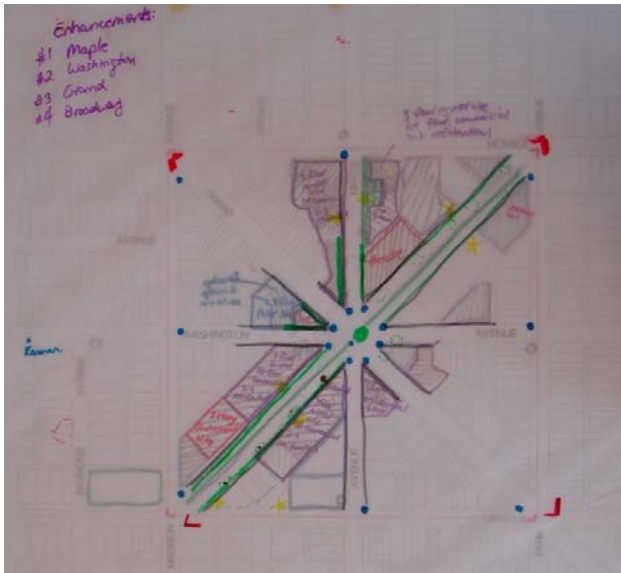


Table 3 highlighted numerous parcels in the downtown as potential redevelopment sites. Besides shifting Village Hall closer to Brookfield Avenue, they also recommend closing Fairview between Sunnyside and Grand Boulevard.





Also working on the Hollywood Station subarea, Table 5 presented options for landscape improvements, such as green buffers between commercial and residential land uses and new pedestrian-oriented lighting. The group also proposed new residential development in the form of townhomes along Brookfield Avenue. A Zoo trolley is made available to shuttle those Metra riders unable to utilize the Zoo walk to the Zoo.



Three-story, mixed-use developments, with first floor commercial and upper floor residential, were mapped in the Eight Corners subarea by Table 6 along with streetscape enhancement, such as landscaping the Broadway Avenue median.

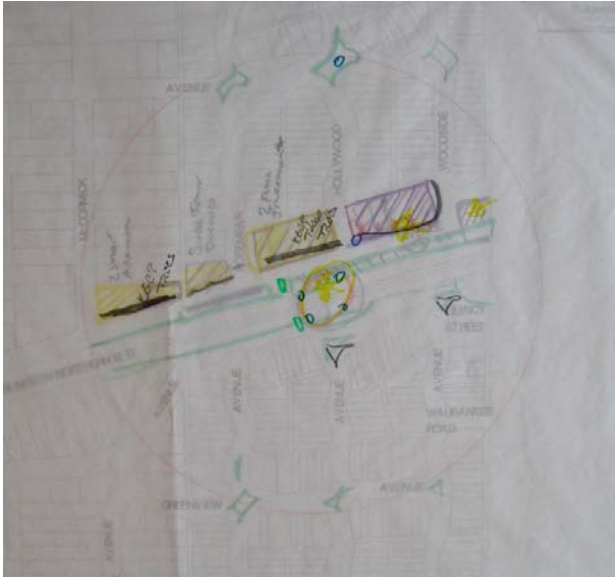


Table 7's redevelopment plan preserves the existing trees on properties within the Hollywood Stop subarea, while adding new two-story residential and mixed-use buildings.



Table 8 landscaped the existing concrete median on Broadway Avenue and added wayfinding signs at the gateways of the Eight Corners.



Table 9 recommended a downtown with mixed-use buildings and lots of streetscape enhancements.