

City of Park Ridge Phase I Report

October 15, 2018



Prepared by PLACE Consulting

Table of Contents

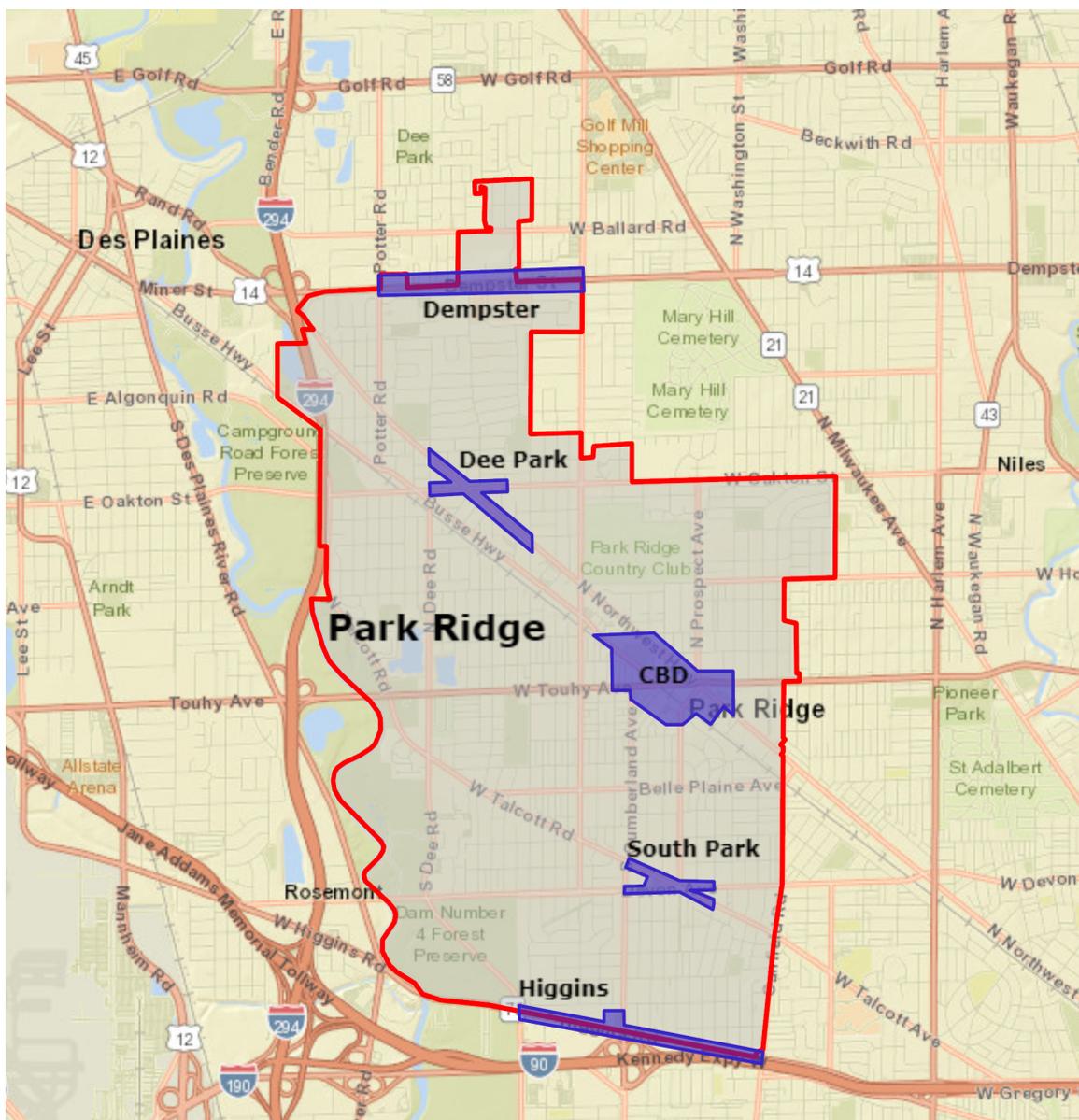
1. Study Area.....	3
2. Demographic Analysis.....	4
3. Trade Area Analysis.....	9
4. Psychographic Profiles.....	15
5. Survey Results.....	21
6. Stakeholder Interviews.....	26

Study Area

Study Area: City of Park Ridge

Approximate Boundaries:

- North: Dempster St and Oakton St
- West: 294 and Des Plaines River
- South: Higgins Rd
- East: Canfield Ave, Ozanam Ave, and Oriole Ave



Demographic Analysis

A demographic analysis identifies key characteristics and trends for a specific area’s population. This report analyzed population trends for the city of Park Ridge and five commercial districts, as identified by Park Ridge staff. For analyses purposes, given their proximity to one another, these five commercial districts were condensed into three larger trade areas, which are Uptown CBD, Dempster, and Higgins. These trade areas are defined by a five-minute drive time radius, which encompasses each commercial district, and the data was compared to the city of Park Ridge. Per the United States Census Bureau, the term population is defined as all people, male and female, child and adult, living in a given geographic area. A household includes all the persons who occupy a housing unit (such as a house or apartment) as their usual place of residence.

Park Ridge Population and Households

While total population declined between 2000-2010 in Park Ridge, it grew between 2010-2018 (per estimates) and is projected to remain near current levels through 2023. The Higgins trade area features the largest 2018 estimated population (41,862). However, the population in each trade area is expected to decline slightly though 2023 and the total population of Park Ridge is projected to remain flat through 2023.

Household trends follow a similar pattern, displaying a decline between 2000-2010 for Park Ridge and each trade area. Modest household decline is projected for Park Ridge and the trade areas through 2023. Again, Higgins displays the largest 2018 estimated households (17,065).

	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
POPULATION				
2000 Census	37,946	35,635	39,857	41,228
2010 Census	37,480	35,168	39,628	41,776
2018 Total	37,821	35,425	39,116	41,862
2023 Projection	37,830	35,404	38,798	41,739
2018-23 Annual Rate	0.00%	-0.01%	-0.16%	-0.06%
HOUSEHOLDS				
2000 Census	14,351	13,649	15,069	17,170
2010 Census	14,118	13,374	14,833	17,106
2018 Total	14,261	13,477	14,595	17,065
2023 Projection	14,251	13,455	14,456	16,967
2018-23 Annual Rate	-0.01%	-0.03%	-0.19%	-0.12%

Data Source: U.S. Census Bureau, Census 2000 and 2010 Summary File 1. Esri forecasts for 2018 and 2023.

Demographic Analysis

2018 estimated household size data shows that Uptown is the most similar to Park Ridge in the share of family households (72.8%) as compared to the other trade areas. Higgins contains the smallest share (64.9%). Park Ridge (2.62), Uptown (2.60), and Dempster (2.62) possess very similar 2018 estimated household sizes, and Higgins has the smallest (2.45).

	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
FAMILIES				
2010 Census	10,263	9,488	10,103	11,182
2018 Total	10,389	9,511	9,875	11,082
2018 HH Percentage	72.8%	70.6%	67.7%	64.9%
2023 Projection	10,372	9,489	9,768	11,007
AVG HH SIZE				
2010 Census	2.62	2.60	2.61	2.44
2018 Average	2.62	2.60	2.62	2.45
2023 Projection	2.62	2.60	2.62	2.46

The percentage of housing units occupied is similar across Park Ridge and the trade areas. However, the median home value is significantly higher for Park Ridge (\$456,521) and Uptown (\$442,928) as compared to Higgins (\$351,109) and Dempster (\$284,120). A similar trend is found in owner versus renter occupied housing units, where Park Ridge (78.1%) and Uptown (76.6%) present a higher percentage of owner-occupied units compared to Higgins (64.0%) and Dempster (61.1%).

	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
2018 HOUSING				
Housing Units	15,215	14,396	15,782	18,267
Percent Occupied	93.7%	93.6%	92.5%	93.4%
Median Home Value	\$456,521	\$442,928	\$284,120	\$351,109
Owner Occupied	78.1%	76.6%	61.1%	64.0%
Renter Occupied	15.6%	17.0%	31.4%	29.4%

Demographic Analysis

Park Ridge displays the highest median age across the 2010 Census through the 2023 projections, and Higgins has the lowest. Park Ridge and each of the trade areas' median age are trending higher from 2010-2023. Park Ridge (8.6%) and Uptown (8.2%) are behind Dempster (14.4%) and Higgins (13.0%) in terms of the key spending demographic of 25-34-year-olds. Park Ridge's largest age group is 55-64 at 15.9%. All trade areas and the city of Park Ridge are projected to become slightly older on average by 2023.

	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
MEDIAN AGE				
2010 Census	44.8	44.0	41.2	40.8
2018 Estimate	46.3	45.9	42.7	42.0
2023 Projection	46.6	46.2	43.7	42.6
2018 AGE GROUP				
0-4	4.6%	5.2%	5.8%	5.4%
5-9	6.2%	6.9%	5.4%	5.9%
10-14	7.2%	7.2%	5.2%	6.1%
15-24	11.2%	11.0%	11.4%	10.4%
25-34	8.6%	8.2%	14.4%	13.0%
35-44	10.4%	12.9%	12.6%	13.0%
45-54	14.6%	17.4%	14.3%	13.9%
55-64	15.9%	13.5%	13.1%	14.1%
65-74	10.8%	8.0%	8.2%	9.7%
75-84	6.8%	6.6%	6.1%	5.5%
85+	3.7%	3.1%	3.4%	3.0%

Demographic Analysis

Park Ridge (\$103,704) and Uptown (\$101,909) possess a much higher 2018 estimated median household income compared to Higgins (\$72,336) and Dempster (\$62,950). The same trend applies to 2018 educational attainment, where Park Ridge (59.2%) and Uptown (57.2%) have a higher population with at least a bachelor's degree or higher compared to Higgins (45.4%) and Dempster (41.1%). Park Ridge and each of the trade areas have a higher female population at approximately 51%.

2018 HH INCOME	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
Median	\$103,704	\$101,909	\$62,950	\$72,336
Average	\$143,208	\$135,900	\$88,329	\$99,342
Per Capita	\$54,224	\$52,405	\$33,733	\$40,423
2018 GENDER				
Male	48.2%	48.2%	48.1%	48.9
Female	51.8%	51.8%	51.9%	51.1
2018 EDUCATION				
Bachelors or Higher	59.2%	57.2%	41.1%	45.4%

Park Ridge (93.4%), Uptown (94.0%), and Higgins (89.2%) contain a significant 2010 white alone population compared to Dempster (64.6%). Dempster contains significant Asian alone (23.9%) and Hispanic (11.4%) populations compared to the others.

	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
2010 ETHNICITY				
White Alone	93.4%	94.0%	64.6%	89.2%
Black Alone	0.5%	0.4%	2.9%	1.3%
American Indian Alone	0.1%	0.1%	0.3%	0.1%
Asian Alone	3.7%	3.2%	23.9%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.1%	0.0%
Some Other Race Alone	1.0%	0.9%	5.2%	2.4%
Two or More Races	1.3%	1.4%	3.1%	1.9%
HISPANIC				
Hispanic Origin	4.7%	5.1%	11.4%	8.6%

Demographic Analysis

The white alone populations declined from the 2010 Census to the 2018 projections across all areas. Both the Asian alone and Hispanic populations increased for each area.

	PARK RIDGE	UPTOWN	DEMPSTER	HIGGINS
2018 ETHNICITY				
White Alone	91.4%	92.7%	60.8%	87.4%
Black Alone	0.5%	0.4%	2.4%	1.2%
American Indian Alone	0.1%	0.1%	0.3%	0.1%
Asian Alone	5.1%	4.0%	27.5%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.1%	0.0%
Some Other Race Alone	1.2%	1.1%	5.6%	2.8%
Two or More Races	1.7%	1.7%	3.4%	2.3%
HISPANIC				
Hispanic Origin	5.8%	6.0%	12.5%	10.1%

Trade Area Analysis

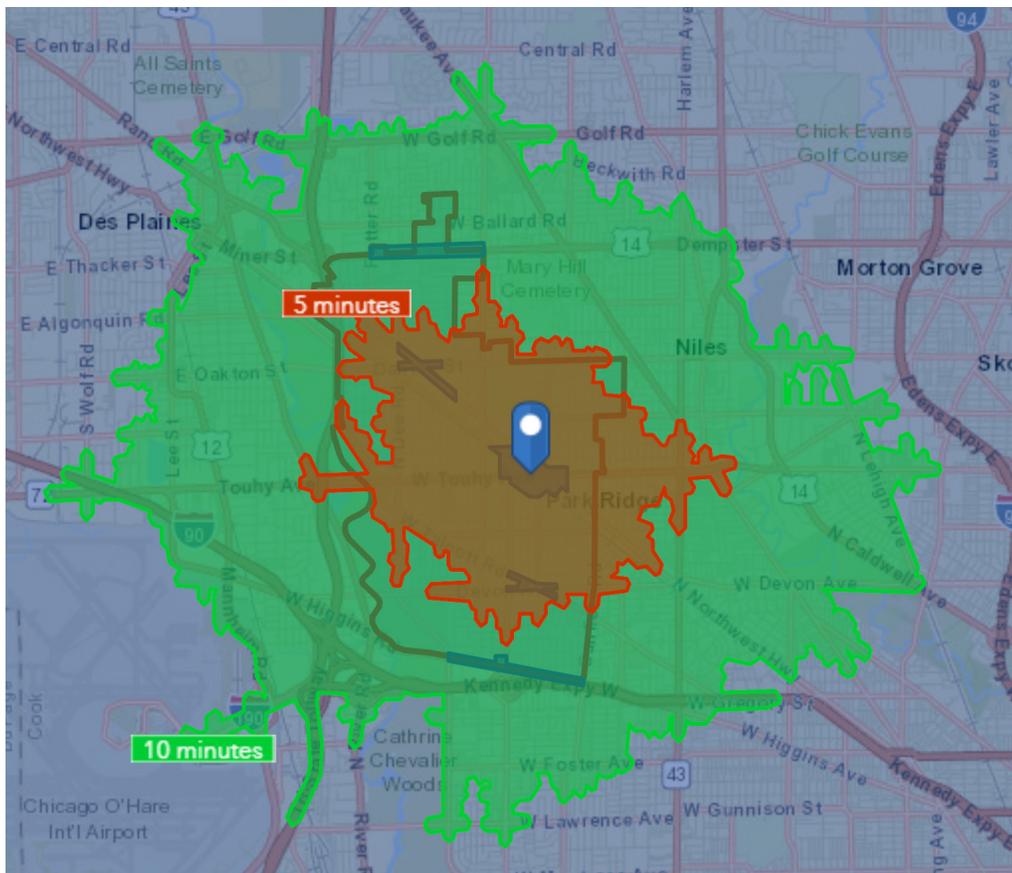
Uptown CBD Trade Area Analysis:

District Boundaries:

- Touhy Ave between Clifton Ave and Wisner St
- Northwest Hwy between Elm St and Washington Ave
- Prospect Ave between Elm St and Crescent Ave

Description:

The Uptown CBD is located on the central east side of the city of Park Ridge and is primarily centered around the intersection of Northwest Hwy and Touhy Ave. The CBD encompasses several distinct residential, commercial, and mixed-use developments, in addition to the Park Ridge Metra Rail station. The CBD's trade area was defined by a five-minute drive time, which also encompasses the Dee Park and South Park commercial districts. This trade area's 2018 estimated total population is 35,425 and includes 13,477 households.



Trade Area Analysis

Retail Market Profile

2018 Demographic Snapshot

Population	35,425
Households	13,477
Family HH %	70.6%
Average HH Size	2.60
Median HH Disposable Income	\$75,445
Per Capita Income	\$52,405
Median Age	45.9
Bachelor's Degree or Higher	57.2%

Overview:

In 2017, the Uptown trade area has an estimated total retail trade and food demand of approximately \$781M and a supply of approximately \$331M, which leaves a retail gap of approximately \$449M. The top gaps are Motor Vehicle & Parts Dealers (approximately \$143M) and General Merchandise Stores (approximately \$111M). The trade area has a surplus of Food & Beverage Stores (approximately \$3.5M).

INDUSTRY	2017 DEMAND	2017 SUPPLY	GAP/SURPLUS
Total Retail Trade & Food	\$780,715,532	\$331,292,263	\$449,423,269
Motor Vehicle & Parts Dealers	\$143,329,956	\$2,222,237	\$141,107,719
Furniture & Home Furnishings Stores	\$23,920,576	\$7,975,159	\$15,945,417
Electronics & Appliance Stores	\$27,657,621	\$9,839,928	\$17,817,693
Bldg. Materials, Garden Equip. & Supply Stores	\$52,182,434	\$15,318,490	\$36,863,944
Food & Beverage Stores	\$113,300,359	\$116,795,752	-\$3,495,393
Health & Personal Care Stores	\$45,883,035	\$28,575,774	\$17,307,261
Gasoline Stations	\$69,077,154	\$30,541,308	\$38,535,846
Clothing & Clothing Accessories Stores	\$40,291,141	\$14,924,756	\$25,366,385
Sporting Goods, Hobby, Book & Music Stores	\$18,879,039	\$4,868,778	\$14,010,261
General Merchandise Stores	\$120,905,051	\$9,293,391	\$111,611,660
Miscellaneous Store Retailers	\$24,992,196	\$9,785,745	\$15,206,451
Nonstore Retailers	\$20,246,018	\$14,972,031	\$5,273,987
Food Services & Drinking Places	\$80,050,952	\$66,178,915	\$13,872,037

Source: Esri and Infogroup. Esri 2018 Updated Demographics and 2017 Retail MarketPlace

Trade Area Analysis

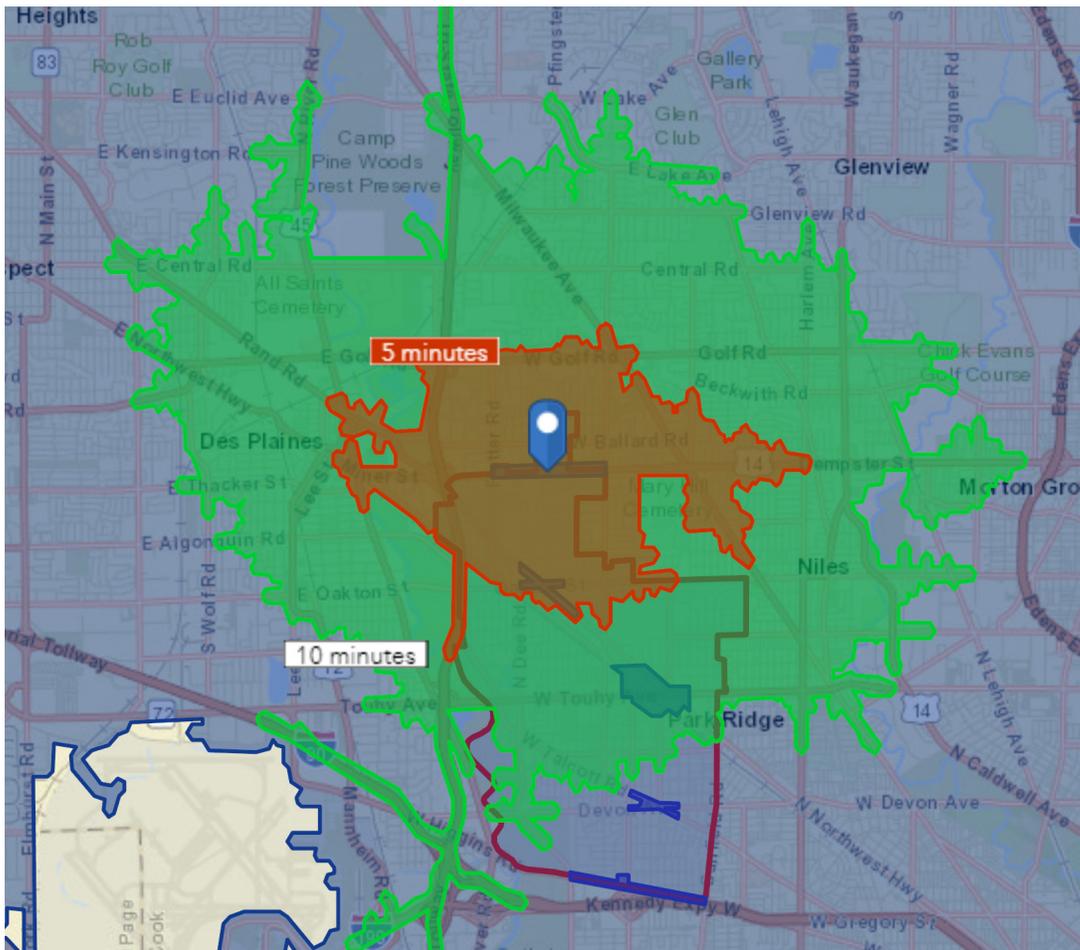
Dempster Trade Area Analysis:

District Boundaries:

- Dempster St between Potter Rd and Greenwood Ave

Description:

The Dempster commercial district is located on the north side of the city of Park Ridge and directly adjacent to the cities of Niles and Des Plaines. The Dempster district includes strip mall commercial developments and a limited amount of residential. A large portion of the district is covered by the Advocate Lutheran General Hospital and Main East High School campuses. Dempster's trade area was defined by a five-minute drive time, which also encompasses the Dee Park commercial district. This trade area's 2018 estimated total population is 39,116 and includes 14,595 households.



Trade Area Analysis

Retail Market Profile

2018 Demographic Snapshot

Population	39,116
Households	14,595
Family HH %	67.7%
Average HH Size	2.62
Median HH Disposable Income	\$50,560
Per Capita Income	\$33,733
Median Age	42.7
Bachelor's Degree or Higher	41.1%

Overview:

In 2017, the Dempster trade area has an estimated total retail trade and food demand of approximately \$577M and a supply of approximately \$709M, which leaves a retail surplus of approximately \$132M. The top retail surpluses are Motor Vehicle & Parts Dealers (approximately \$71M) and General Merchandise Stores (approximately \$83M). The trade area's largest retail gap is Gasoline Stations (approximately \$30M).

INDUSTRY	2017 DEMAND	2017 SUPPLY	GAP/SURPLUS
Total Retail Trade & Food	\$576,810,799	\$708,714,096	-\$131,903,297
Motor Vehicle & Parts Dealers	\$104,429,640	\$175,885,691	-\$71,456,051
Furniture & Home Furnishings Stores	\$17,299,362	\$20,643,560	-\$3,344,198
Electronics & Appliance Stores	\$20,487,347	\$9,186,714	\$11,300,633
Bldg. Materials, Garden Equip. & Supply Stores	\$35,682,267	\$44,844,963	-\$9,162,696
Food & Beverage Stores	\$85,923,288	\$100,894,458	-\$14,971,170
Health & Personal Care Stores	\$34,171,771	\$53,444,001	-\$19,272,230
Gasoline Stations	\$52,659,115	\$22,389,161	\$30,269,954
Clothing & Clothing Accessories Stores	\$29,662,268	\$24,167,172	\$5,495,096
Sporting Goods, Hobby, Book & Music Stores	\$14,025,262	\$9,341,014	\$4,684,248
General Merchandise Stores	\$90,306,087	\$173,051,730	-\$82,745,643
Miscellaneous Store Retailers	\$18,448,930	\$15,434,821	\$3,014,109
Nonstore Retailers	\$14,623,589	\$1,092,455	\$13,531,134
Food Services & Drinking Places	\$59,091,872	\$58,338,355	\$753,517

Trade Area Analysis

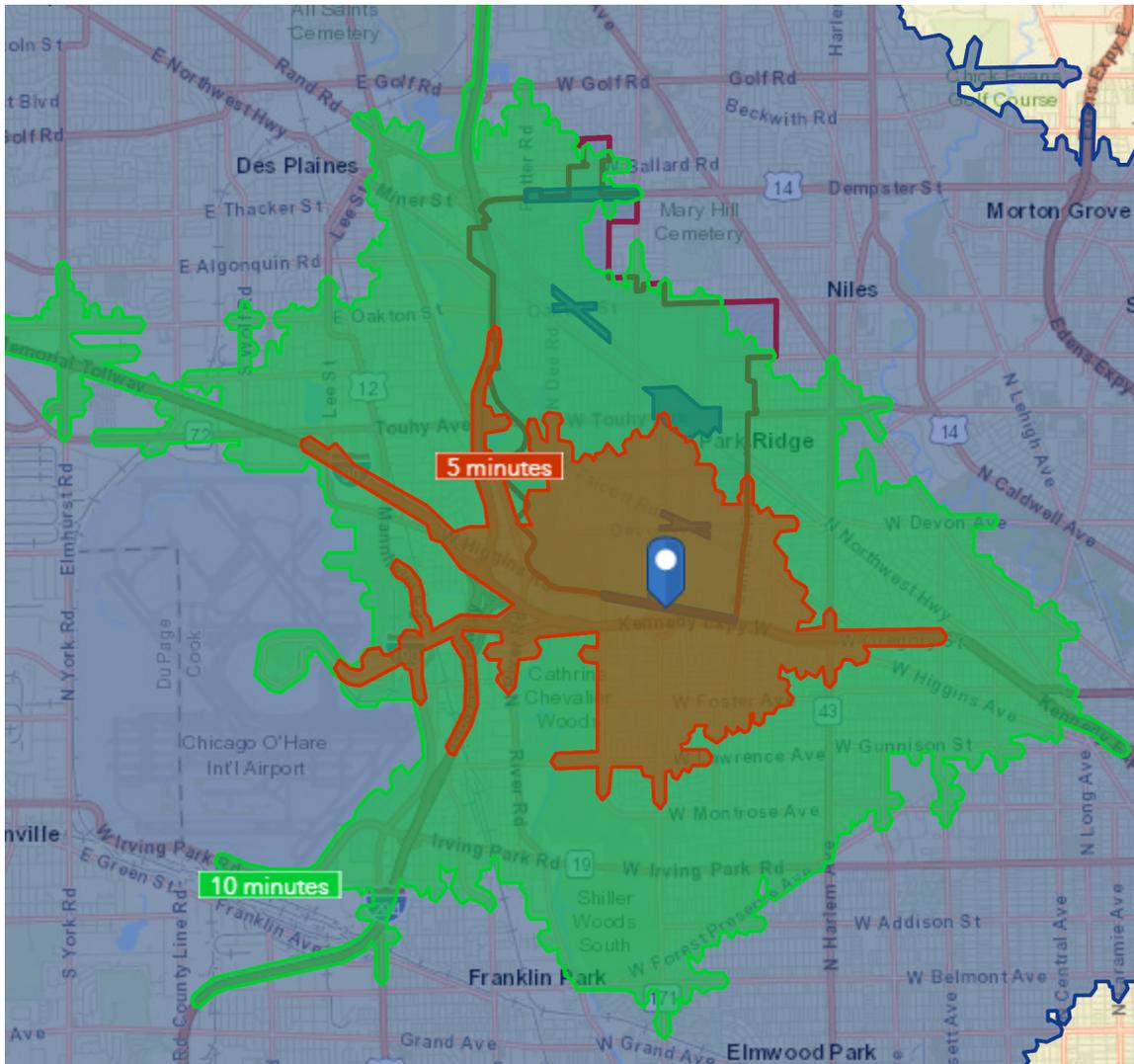
Higgins Trade Area Analysis:

District Boundaries:

- Higgins Rd between Dee Rd and Canfield Ave

Description:

The Higgins commercial district is located on the south side of the city of Park Ridge, and directly adjacent to the city of Chicago. The Higgins district includes primarily commercial developments and a limited amount of residential. The district has a direct access to the Kennedy Expressway. Higgin's trade area was defined by a five-minute drive time, which also encompasses the South Park commercial district. This trade area's 2018 estimated total population is 41,862 and includes 17,065 households.



Trade Area Analysis

Retail Market Profile

2018 Demographic Snapshot

Population	41,862
Households	17,065
Family HH %	64.9%
Average HH Size	2.45
Median HH Disposable Income	\$54,665
Per Capita Income	\$40,423
Median Age	42.0
Bachelors Degree or Higher	45.4%

Overview:

In 2017, the Higgins trade area has an estimated total retail trade and food demand of approximately \$744M and a supply of approximately \$652M, which leaves a retail gap of approximately \$91M. The top gaps are Motor Vehicle & Parts Dealers (approximately \$65M) and General Merchandise Stores (approximately \$77M). The trade area has a surplus of Food Services & Drinking Places (approximately \$44M), Clothing & Clothing Accessories Stores (approximately \$43M), and Miscellaneous Store Retailers (approximately \$40M).

INDUSTRY	2017 DEMAND	2017 SUPPLY	GAP/SURPLUS
Total Retail Trade & Food	\$743,607,243	\$652,345,935	\$91,261,308
Motor Vehicle & Parts Dealers	\$136,168,376	\$70,981,035	\$65,187,341
Furniture & Home Furnishings Stores	\$22,286,849	\$3,840,013	\$18,446,836
Electronics & Appliance Stores	\$25,981,313	\$23,154,028	\$2,827,285
Bldg. Materials, Garden Equip. & Supply Stores	\$47,521,969	\$15,314,783	\$32,207,186
Food & Beverage Stores	\$109,852,084	\$128,064,972	-\$18,212,888
Health & Personal Care Stores	\$43,749,580	\$44,153,161	-\$403,581
Gasoline Stations	\$67,256,567	\$45,552,880	\$21,703,687
Clothing & Clothing Accessories Stores	\$38,140,515	\$81,519,794	-\$43,379,279
Sporting Goods, Hobby, Book & Music Stores	\$17,889,459	\$4,730,396	\$13,159,063
General Merchandise Stores	\$115,792,284	\$39,076,652	\$76,715,632
Miscellaneous Store Retailers	\$23,803,521	\$63,824,415	-\$40,020,894
Nonstore Retailers	\$19,115,314	\$11,990,000	\$7,125,314
Food Services & Drinking Places	\$76,049,410	\$120,143,806	-\$44,094,396

Psychographic Profiles

City of Park Ridge & Uptown CBD

Source: Esri Tapestry Segmentation

Top Market Segments

Pleasantville: 31.2% of 2018 households

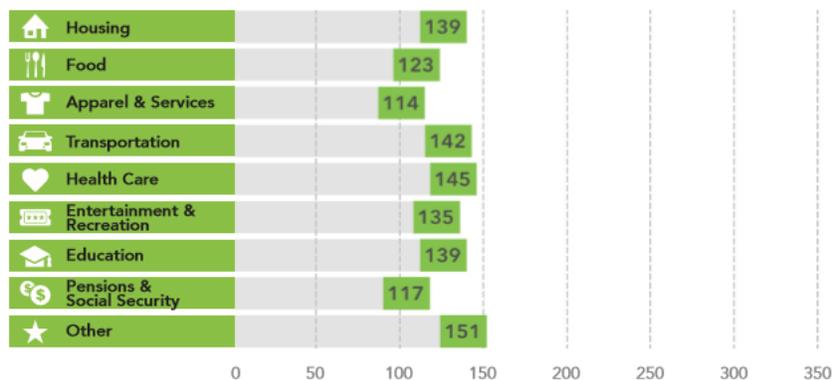
Description:

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban communities, these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth.

- Average Household Size: 2.88
- Median Age: 42.6
- Median Household Income: \$92,900
- Median Housing Value: \$382,000
- Not cost-conscious, willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Psychographic Profiles

Savvy Suburbanites: 20.9% of 2018 households

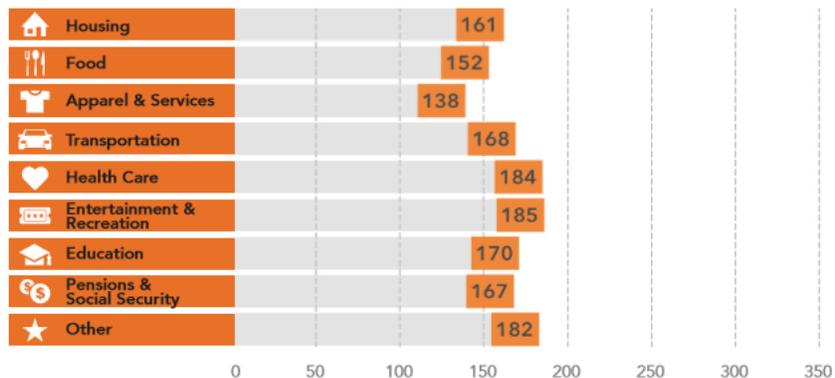
Description:

Savvy Suburbanites residents are well-educated, well-read, and well-capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

- Average Household Size: 2.85
- Median Age: 45.1
- Median Household Income: \$108,700
- Median Housing Value: \$362,900
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Psychographic Profiles

Top Tier: 20.7% of 2018 households

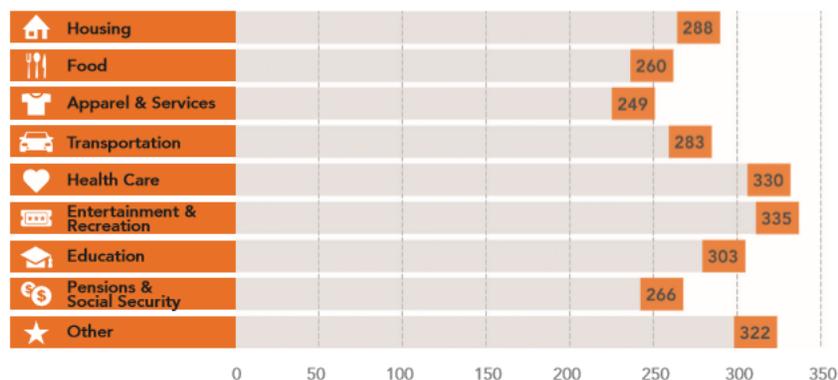
Description:

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly-educated professionals have reached their corporate career goals. With an accumulated average net worth of over \$3M and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

- Average Household Size: 2.84
- Median Age: 47.3
- Median Household Income: \$173,200
- Median Housing Value: \$819,500
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Psychographic Profiles

Other Top Market Segments

Dempster

Pacific Heights

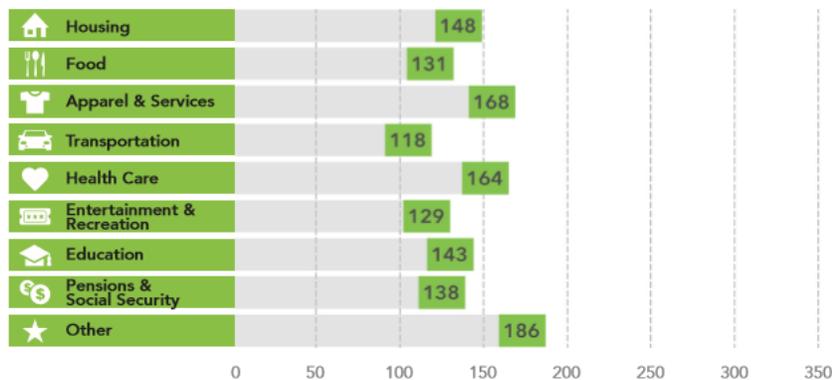
Description:

This market includes the highest percentage of Asian and multiracial populations; many of them born outside the US. This is a family market, distinguished by married-couple families, with and without children, some in multigenerational households. They own their homes, mainly high-priced single-family homes, with a higher proportion of town houses. Workers are generally employed in white collar occupations such as business, computer, architecture, and engineering roles. Median household income and net worth are much higher than the US. These trendy residents buy nice food and clothing, as well as the latest gadgets. They keep up with family overseas with frequent phone calls and foreign travel.

- Average Household Size: 3.17
- Median Age: 42.7
- Median Household Income: \$93,300
- Median Housing Value: \$611,700
- Financially conservative, these consumers tend to opt for low-risk investments.
- They keep up-to-date with the latest styles and trends, as well as the latest technology.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Psychographic Profiles

Front Porches

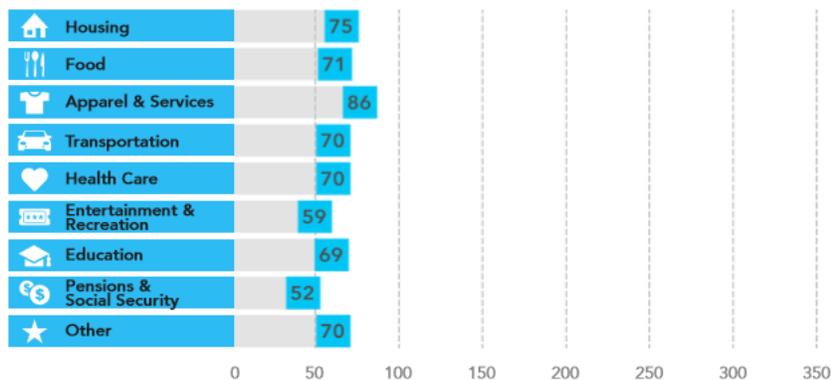
Description:

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.

- Average Household Size: 2.57
- Median Age: 34.9
- Median Household Income: \$43,700
- Average Rent: \$913
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Psychographic Profiles

Higgins:

Midlife Constants

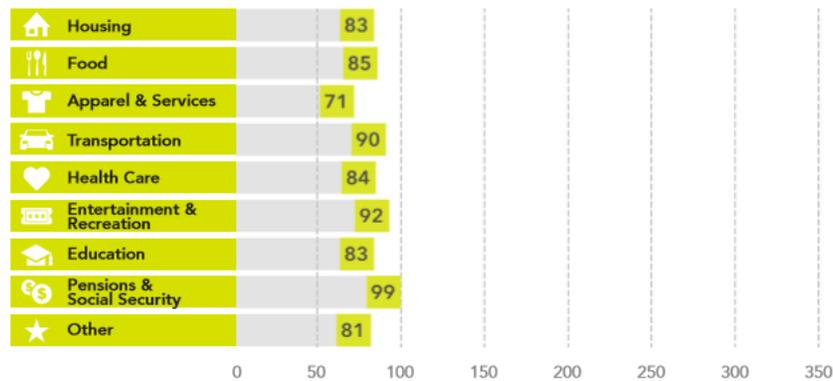
Description:

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

- Average Household Size: 2.31
- Median Age: 47.0
- Median Household Income: \$53,200
- Median Housing Value: \$154,100
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge.
- Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Survey Results

In order to better understand the strengths and weaknesses of Park Ridge, a 13 question online survey was used to poll people who had recently moved to Park Ridge. Questions were related to where respondents lived before moving to Park Ridge, what other locations they considered before moving to Park Ridge, and what can be done to improve the business districts in Park Ridge.

Overall 7 of the respondents have lived in Park Ridge between 6 months and two years, while 5 respondents have lived in Park Ridge for over 2 years. All survey respondents moved to Park Ridge from Chicago. Question 3 asked what Chicago neighborhood respondents lived in before moving, and 4 of the respondents lived in Lincoln Square. Among the rest of the respondents, 2 each lived in Bucktown, Lakeview, Logan Square, and River North.

Q1: How long ago did you move to the City of Park Ridge?

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
0-6 months	0.00%	0
6 months-1 year	50.00%	6
1 year - 2 years	8.33%	1
More than 2 years ago	41.67%	5
TOTAL		12

Q2: Where did you live before Park Ridge?

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
City of Chicago	100.00%	12
Evanston	0.00%	0
Another Chicago suburb	0.00%	0
Outside Illinois	0.00%	0
TOTAL		12

Survey Results

Better schools are the largest motivating factor for new residents moving to Park Ridge, with the second most prominent being easy access to downtown. Another important factor was purchasing a house and/or having more space, and proximity to family/friends.

Q4: Why did you move? (Please pick one reason.)

Answered: 10 Skipped: 2

ANSWER CHOICES	RESPONSES	
Wanted better schools	50.00%	5
Job change	0.00%	0
Wanted to buy a house/bigger house	50.00%	5
Wanted to live in the Chicago suburbs	0.00%	0
TOTAL		10

Q5: List the two top reasons you chose to move to Park Ridge.

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
Housing stock	16.67%	2
Schools	66.67%	8
Access to downtown	58.33%	7
Access to O'Hare	0.00%	0
Proximity to family/friends	50.00%	6
Other (please specify)	16.67%	2
Total Respondents: 12		

Survey Results

Most respondents considered either Evanston or Glenview when they moved from Chicago. Among the “Other” responses, (3) Wilmette, (3) Chicago, and (2) Oak Park were locations also considered. Overall, most respondents rated the businesses in Park Ridge as “Fair” or between “Fair” and “Excellent”.

Q6: What other suburbs did you consider in addition to Park Ridge? (Choose all that apply.)

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
Evanston	33.33%	4
Deerfield	0.00%	0
Niles	8.33%	1
Skokie	0.00%	0
Elmhurst	8.33%	1
Glenview	50.00%	6
Other (please specify)	66.67%	8
Total Respondents: 12		

Q7: On a scale of 1 (poor) - 5 (excellent), rate the businesses in Park Ridge.

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
1 - Poor	0.00%	0
2	0.00%	0
3 - Fair	58.33%	7
4	33.33%	4
5 - Excellent	8.33%	1
TOTAL		12

Survey Results

Respondent would like to see more diverse business offerings, more children’s retail/service, and more fine dining in Park Ridge. Overall resident would like to see more retail, restaurant and entertainment options in Park Ridge. Respondents were also asked what their favorite Park Ridge Businesses were, and the most popular choice by a wide margin was Holt’s with 8. No other business was picked more than twice.

Q8: How could the businesses be improved?

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
More diverse offerings	75.00%	9
More children's retail/service options	33.33%	4
More fine dining	25.00%	3
More fast casual restaurants	16.67%	2
Better customer service at existing businesses	8.33%	1
More business district events and promotions	16.67%	2
Other (please specify)	33.33%	4
Total Respondents: 12		

Q12: What type of businesses would best help the commercial district grow and thrive?

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
Restaurant	75.00%	9
Retail	83.33%	10
Service	16.67%	2
Entertainment	66.67%	8
Medical	8.33%	1
Educational	25.00%	3
Total Respondents: 12		

Survey Results

Overall all 12 respondents would recommend Park Ridge as a place to move. The most prominent reasons were good schools, proximity to Chicago, and proximity to dining/retail options in Chicago and the surrounding suburbs.

Q13: Would you recommend to friends/family that they move Park Ridge?

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	100.00%	12
No	0.00%	0
Why or why not? (please specify)	50.00%	6
Total Respondents: 12		

Stakeholder Interviews

Below is a summary of the main takeaways from the Stakeholder Interviews.

City of Park Ridge - Interview Summary	
10/15/2018	
Interviewees provided candid feedback about their experience of owning and leasing commercial property as well as having a business in Park Ridge. Following are the major themes and insights interviewees had which are opportunities for the City to improve the economic development climate for the City.	
Themes	Insights
Zoning Code	The City's zoning code is in need of updating. It is geared towards greenfield development rather than infill redevelopment. Of the City's codes and ordinances, the most up-to-date is the liquor ordinance.
Zoning Board of Appeals	There is no overarching strategy that guides the Zoning Board's decisions. There appears to be a disconnect between the City staff, who are knowledgeable about zoning, and Zoning Board members, who may need technical training.
Parking	The parking regulations require a higher parking ratio than what is possible for most parcels to fulfill. Customers and business owners perceive there to be a lack of employee and customer parking; the City created 18 commuter parking spaces in the Library parking lot, which is prime Uptown parking space that is better used for customers. The City should locate commuter parking in the perimeter of Uptown.
Business-Friendly Climate	Perception about the city may not match new reality: the City is perceived to be arbitrary and capricious in its decisions around businesses and development, and general perception of the city is that is not business friendly. However, the city has new inspectors, economic department personnel and an online tracking system for licensing and permits. The recent IDOT project on Northwest Highway highlighted how the city could do a better job of communicating with businesses about major projects and making accommodations to help keep businesses open and accessible during construction.
Economic Development Strategy	The City does not have an economic development strategy and associated plan that aligns with current and future conditions in the City.
Commercial Vacancy Inventory	The City should engage in proactive outreach so that it knows its commercial property owners and their inventory.
Partners - Economic Development Corporation	The City had an Economic Development Corporation until approx. 10 years ago, which was 50% funded by the City. The EDC was considered an effective organization, but the organization was terminated.
Partners - Chamber of Commerce	The Chamber is primarily focused on existing businesses and has robust programming for networking, promotions and customer attraction. It does not focus on business attraction or economic development. There is some confusion about the relationship between the Chamber and the Community Fund, as the two entities often co-fundraise and they share executive staff.