

After reviewing the Brand concepts, please take a minute to provide your thoughts below.

**1. Overall, how would you rate the brand ideas?**  
*(Circle corresponding number below)*



CONCEPT A:      1      2      3      4      5

CONCEPT B:      .....  
1      2      3      4      5

**2. Tell us more about what you like/dislike about these branding concepts:**

**3. List the top three words that come to mind when thinking about the identity of Clark Street:**

**3. How important is refreshing Clark Street's brand?**  
*(Circle corresponding number to the right)*



1      2      3      4      5




After reviewing the Streetscapes & Placemaking concepts, please take a minute to provide your thoughts below.

letters look like this: 



**1. Overall, how would you rate the following Streetscape & Placemaking ideas?**  
(Circle corresponding number below)

**2. List the letters of your top three improvements for each concept below:**

	 <small>DISLIKE VERY MUCH</small>		 <small>NEUTRAL</small>		 <small>LIKE VERY MUCH</small>	
	1	2	3	4	5	
GREENLEAF GATEWAY:	.....					
LUNT STREET "GREEN" GATEWAY:	.....					
CLARK STREET AT ARTHUR:	.....					
CLARK STREET AT CHASE:	.....					
CLARK STREET AT ALBION:	.....					

**3. Tell us more about what you like/dislike about these Streetscapes & Placemaking concepts:**

**4. How important is improving Greenleaf & Lunt as gateways to the neighborhood?**

<small>NOT IMPORTANT</small>	<small>NEUTRAL</small>	<small>VERY IMPORTANT</small>
.....		
1	2	3
4	5	

**5. How important are streetscape improvements on Clark Street to revitalizing the neighborhood?**




<small>NOT IMPORTANT</small>	<small>NEUTRAL</small>	<small>VERY IMPORTANT</small>
.....		
1	2	3
4	5	

After reviewing the Storefront & Facade Enhancement concepts, please take a minute to provide your thoughts below.

letters look like this: A

**1. Overall, how would you rate the following Storefront & Facade Enhancement ideas?**  
(Circle corresponding number below)

**2. List the letters of your top three improvements for each concept below:**

	 <small>DISLIKE VERY MUCH</small>		 <small>NEUTRAL</small>		 <small>LIKE VERY MUCH</small>	
RETAIL:	1	2	3	4	5	
PROFESSIONAL:	1	2	3	4	5	
VACANT:	1	2	3	4	5	
RESTAURANT A:	1	2	3	4	5	
RESTAURANT B:	1	2	3	4	5	

**3. Tell us more about what you like/dislike about these Storefront & Facade concepts:**

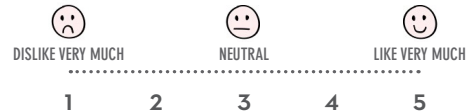
**4. How important are storefronts and facade improvements to revitalizing Clark Street:**

NOT IMPORTANT ..... NEUTRAL ..... VERY IMPORTANT  
 1            2            3            4            5

After reviewing the Gateways & Intersection concepts, please take a minute to provide your thoughts below.

HOWARD & CLARK:

**1. Overall, how would you rate this concept?**  
(Circle corresponding number to the right)



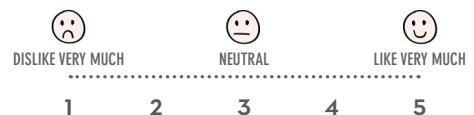
**2. If there were retail/dining kiosks or markets in this area, would you visit them?**  
(Circle corresponding answer to the right)

YES                      NO

**3. Tell us more about what you like/dislike about this concept for improvements at Howard & Clark Street:**

DEVON & CLARK:

**1. Overall, how would you rate concept A?**  
(Circle corresponding number to the right)



**2. Overall, how would you rate concept B?**  
(Circle corresponding number to the right)



**3. Overall, how would you rate concept C?**  
(Circle corresponding number to the right)



**4. Tell us more about what you like/dislike about these concepts for improvements at Devon & Clark Street:**

After reviewing the Balanced Economic Development strategies, please take a minute to provide your thoughts below.

**1. Overall, how would you rate the following economic development ideas?**  
*(Circle corresponding number below)*

INCLUSIONARY ZONING:

					
	DISLIKE VERY MUCH		NEUTRAL		LIKE VERY MUCH
.....					
1	2	3	4	5	

TAX INCREMENT FINANCING

.....

1 2 3 4 5

REDUCING NEIGHBORHOOD'S RETAIL FOOTPRINT:

.....

1 2 3 4 5

REDUCING AUTO-ORIENTED USES:

.....

1 2 3 4 5

A MAIN STREET PROGRAM & STRATEGY

.....

1 2 3 4 5

CREATING STOREFRONTS:

.....

1 2 3 4 5

LEASE GUARANTEES:

.....

1 2 3 4 5

CULTIVATING LOCAL ENTREPRENEURSHIP:

.....

1 2 3 4 5

BUSINESS ASSISTANT TEAMS:

.....




1 2 3 4 5

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**Overall, how would you rate the following economic development ideas?**  
*(Circle corresponding number below)*

EXPANDING ROGER'S PARK  
TRADE AREA:

				
DISLIKE VERY MUCH		NEUTRAL		LIKE VERY MUCH
.....				
1	2	3	4	5

FOOD/CULTURE TRAIL:

.....				
1	2	3	4	5

POP-UP STORES:

.....				
1	2	3	4	5

**2. Tell us more about what you like/dislike about these Market concepts:**

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After reviewing the Mobility & Parking concepts, please take a minute to provide your thoughts below.

### MOBILITY IMPROVEMENTS:

letters look like this: 



**1. List the letters of your top three intersection improvements:**

**2. Tell us more about what you like/dislike about these transportation concepts:**

### PARKING:

**1. When you visit Clark Street, do you pay to park in a metered space, find free street parking in the surrounding neighborhood, or park in a parking lot?**

After reviewing the Zoning & Development concepts, please take a minute to provide your thoughts below.

LAND USE:

1. The District Core has been identified as located between Pratt Blvd. and Touhy Ave. *Do you agree?* ..... YES NO  
*If no, what are your proposed boundaries for this District Core?*

2. How high a priority are active, ground-floor commercial uses *within the Study Area?* ..... NOT IMPORTANT NEUTRAL VERY IMPORTANT  
 1 2 3 4 5

3. How high a priority are active, ground-floor commercial uses *within the District Core?* ..... NOT IMPORTANT NEUTRAL VERY IMPORTANT  
 1 2 3 4 5

4. Are auto-oriented uses—body shops, gas stations, and stripmall—appropriate within the study area? ..... YES NO

5. Are these uses appropriate in the District Core? ..... YES NO  
*Why or why not?*

DENSITY:

6. Should more intensive development be allowed/encouraged within TOD areas? ..... YES NO

7. Should more intensive development be allowed/encouraged outside of TOD areas? ..... YES NO  
*Where?*

8. Overall, what are your concerns about future development within the Study Area?