

26 September 2005

Dear Steering Committee Members, DTOP Sub Area Plan:

The Residents Shop & Services Survey is intended as an example for an expanded, coded 2-page version, sent by village staff to every household.

Included are the survey and responses. Because of the small number of completed surveys and time constraints, there are no statistics. Interesting answers involve the qualities of "Favorite Shopping Districts." "Future Stores" include craft, fabric and clothing stores, featuring underwear, for children, men and women. Trader Joe's, at various locations, and 10,000 Villages are in the mix.

For a resident-friendly DTOP,



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encl: 6 pages: cover letter & following:  
Draft survey  
Favorite Oak Park Shopping Districts  
Favorite Oak Park Stores  
Favorite DTOP Stores  
Favorite Outside of Oak Park Stores  
Wish List for Future Oak Park Stores



Oak Park Resident Shop & Services Survey

1) What are your 3 favorite Oak Park shopping district?  
What qualities attract you to these districts?

Districts	Qualities
_____	_____
_____	_____
_____	_____

**DRAFT**

2) What are your 3 favorite Oak Park stores, including \*services?  
How often do you frequent these stores & \*services?

Shops & Services	Frequency
_____	_____
_____	_____
_____	_____

3) What are your 3 favorite downtown Oak Park stores (DTOP),  
including \*services

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4) What are your 3 favorite "outside of Oak Park" stores,  
including \*services?

Shops/Services	Location
_____	_____
_____	_____
_____	_____

5) What is your "wish list: for future Oak Park stores, including  
\*services?

Future Stores	Preferred Location
_____	_____
_____	_____
_____	_____

\*Services: copy. beauty salon, dry cleaning. legal & medical,  
shoe repair, etc.

Use reverse side for comments.

Initials \_\_\_\_\_ F \_\_\_\_\_ M \_\_\_\_\_ age \_\_\_\_\_



20 September 2005

1) Favorite Districts  
Avenue/Lake

Qualities  
Atmosphere/Convenience  
Cute Shops  
Good Mix, Convenience  
Historic Preservation  
Independent Businesses  
Interesting Stores, Pharmacy  
Local Businesses/Restaurants  
Logo's /Camille's/Tangled Web  
Magic Tree .  
Oberweiss .  
Shopping Friendly/Book Store  
Small Businesses/Human Scale  
Thyme & Honey  
Wide Selection

Chicago & Austin

PJ's

Chicago & Harlem

Everything  
Stores

DTOP

Book Stores  
Border's/Maple Tree  
Fitzgerald's/Gap/Rocking Horse  
Free Entertainment .  
Mall  
Parking Lot  
Traditional Downtown/Proximity  
Variety/restaurants /theatre.  
Walking Distance

Harrison

Atmosphere  
Bead in Hand /Brown Elephant  
Buzz Cafe /unique shops.  
Diverse Galleries  
Dress Shops  
Frame Warehouse  
Historic Buildings/Human Scale  
Independent Owners  
Interesting window shopping!  
LaMajada  
Majama's  
People  
Quaint /Fun/Art  
Small Businesses

Madison Street

Assorted Shops  
Convenience .  
Price and Parking

Marion Street

Access  
Friendly, upscale shops

Oak Park/Eisenhower

Dentist/Lalo's  
Walking Distance



Roosevelt Road

Convenient  
Historic Buildings/Human Scale  
Jewel/PHS Locks  
Small Businesses

2) 3 favorite OP stores

Frequency

Ananas	monthly
Antique Mall	weekly
Barbara's Book Store	monthly
Brown Elephant	weekly
Buzz Cafe	Monthly
	2-8xmonth
	2xmonth
Border's	2xmonth
Camille's	weekly
Certified	Weekly
Citgo Gas/Service	monthly
Crescent Moon	1-2xweek
Dominick's	weekly
Dressel's	2xmonth
Fitzgerald's	2xmonth
Frame Shop/Harrison/Madison	Not often
Gap	Monthly
Garland's	Monthly
Gilchrist Hardware	Monthly
Great Harvest Bread Shop	weekly
Harrison St. Stores	Monthly
Hobbytown	2xmonth
Irish Shop	2xweek
Jewel	3x week
Magic Tree Book Store	Monthly
Mama Thai Restaurant	2xmonth
Old Navy	Monthly
Pan's Grocery	2xweek
Paper Source	2xmonth
Pasta Shop	Month
Penzey's	
Petersen Ice Cream	1x every other month
Petersen Pharmacy	Monthly
Pier I	2-3xmonth
Pieritz	2xweek
	4xweek
	2xmonth
	Weekly
Prime Cleaners	2xweek
Radio Shack	weekly
Restaurants	Week
Sandra Ross Salon	2xmonth
Sun Cleaners/Roosevelt	Monthly
Tony's Shoe Repair	Weekly
U.S. Bank	1x every
Villager Foods	months
Walgreen's	1-2xweek
White Hen	2xmonth
Winberries	weekly
	2x week
	weekly
	3-4xweek
	Monthly

3) 3 favorite DTOP stores

Antique Mall  
Barbara's Bookstore  
Book Table  
Border's



Cafe Minou  
 Community Bank  
 Crescent Moon  
 Dentist Office  
 Fitzgeralds's  
 Gap  
 Jerusalem Cafe  
 Khyber Pass  
 Lake Theatre  
 Maple Tree Restaurant  
 Paper Source  
 Penzey's Spice  
 Pier  
 Prairie Bread Kitchen  
 Pumpkin Moon  
 Salerno's Hair Salon                      Monthly  
 Weiner Optical  
 U.S. Bank

4) 3 favorite "oOP" stores

	<u>Location</u>
Ace Hardware	Forest Park
Al's Hobby Shop	Elmhurst
Alamo Shoes	Chicago/Andersonville
Ann Taylor	River Forest
Antiques Stores	FP
Bath, Bed & Beyond	FP
Brown Cow	FP
Cafe DeLuca	FP
Carson's	Chicago
Centuries & Sleuths	FP
Chico's	RF
Cosco	Oakbrook
Dan's Bike Shop	Berwyn
Discount Outlets	Kenosha
Evanston retailers/independt	Evanston
Fabric/Craft/Shoe Stores	North Riverside
Famous Liquors	FP
Forest Park Shops	FP
Fuji Grill	FP
Gina's Ice	Berwyn
Hobby City	Berwyn
Indian Grocery	FP
Jewel	RF
Kohl's	NR/Chicago
Marshall's	Berwyn, Melrose Park
Marshall Field's	Chicago/OB
Medical Building	RF
Meijer's Discount	Various
Michael's	NR
Nordstrom	OB
Oasis	Chicago
Oakbrook Stores/choice	OB
Panera Bread	RF
REI	OB
Rosita's Mexican Grocery	Berwyn
10,000 Villages	Glen Ellyn
Trader Joe's	La Grange
Victoria Secret	NR/OB
Whole Foods	RF



<u>5) Future OP stores</u>	<u>Preferred Location</u>
Auto Parts	Madison
Bars with music	Madison
Better Restaurants	Westgate/Marion
Blue Parrot Tea Room	Westgate
Business Catering to Preservation & history	DTOP
Clothing Stores M/W/C	Anywhere DTOP : Harrison
Cotton Shop	Westgate
Department Store	
Gymboree	North Blvd/Marion
Hobby Shop	Madison St.
IKEA	
More Book Stores :	Avenue/Lake
Motel/Hotel	NE Corner OP/Madison
Nail Salon	Avenue/Lake
Natural Food Store	Madison Street
Organic Foods Restaurant	Harrison St.
Place to buy underwear	
Quilting/Fabric Store	DTOP Westgate/Marion
Crafts	Harrison St. Madison
Restaurants/more	
Restoration Center	
Reusable Clothing Store	DTOP
Security	
Shoe Store	Harrison St.
Tapas Bar	Near Lake Street
10,000 Villages Store	DTOP Westgate
Thrift Store/good	Roosevelt Rd.
Trader Joe's	Madison Street OP & Lake
Trolley Circulator	Austin/Harlem/North/Roosevelt
Victoria Secret	DTOP
Independently owned stores providing something different not a 3rd ice cream shop in 2 blocks	

