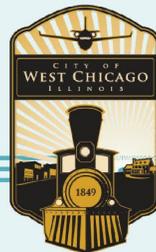


CITY  
OF  
WEST  
CHICAGO

**Downtown  
Modernization  
& Beautification  
Project**

# Design Preferences Survey Results

November 2025



# Overview

- **Number of Responses: 300+**
- **Survey Dates: October 2025 to November 2025**
- **Format: Online and Paper**
- **Survey Promotion:**
  - › City website
  - › City digital newsletter
  - › City's social media channels
  - › City press release
  - › At Home with Merle blog post  
*A blog contracted by the City to detail community life and events*
  - › Pop-up event at Downtown Trick-or-Treating  
*October 25<sup>th</sup>, 2025*
  - › Project website
  - › Paper surveys distributed to various community organizations  
*E.g., City Hall, Library, City Museum, businesses, local entrepreneurship group*

## Question / Pregunta #1

Public space and streetscape design can have different styles of aesthetics. Depending on the preferences of the community, these styles can change the look and feel of a space.

*El espacio público y el paisaje urbano puede tener diferentes estilos de estética. La estética preferida de la comunidad puede cambiar la apariencia del espacio.*

### QUESTION / PREGUNTA

**Which of the following is your most preferred design aesthetic?**

*¿Cuál de los siguientes estilos prefiere más?*

#### **Option A: Contemporary**

Uses clean lines, minimalist forms, and durable contemporary materials

#### **Opción A: Contemporáneo**

*Un estilo contemporáneo que resalta líneas rectas, formas geométricas simples y materiales contemporáneos y duraderos*



#### **Option B: Traditional**

Uses classic materials such as red brick, black ornamentation, and decorative lighting

#### **Opción B: Tradicional**

*Un estilo tradicional estadounidense que usa materiales como el ladrillo rojo, ornamentación negra e iluminación decorativa*



#### **Option C: Artistic**

Emphasizes creativity, expressive materials, and bold colors and forms

#### **Opción C: Artístico**

*Un estilo artístico que resalta creatividad, materiales expresivos, colores vivos y formas geométricas llamativas*



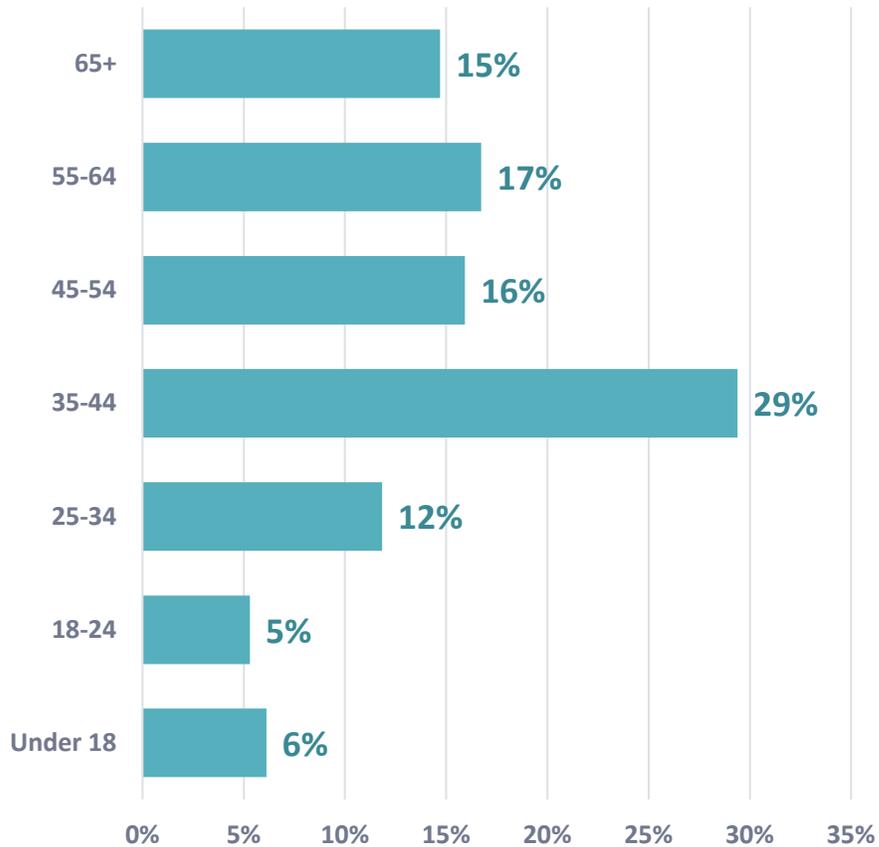
Vote for your preferred design aesthetic by placing a card in the corresponding box!

*¡Vote por su estilo preferido colocando un papel en la casilla correspondiente!*



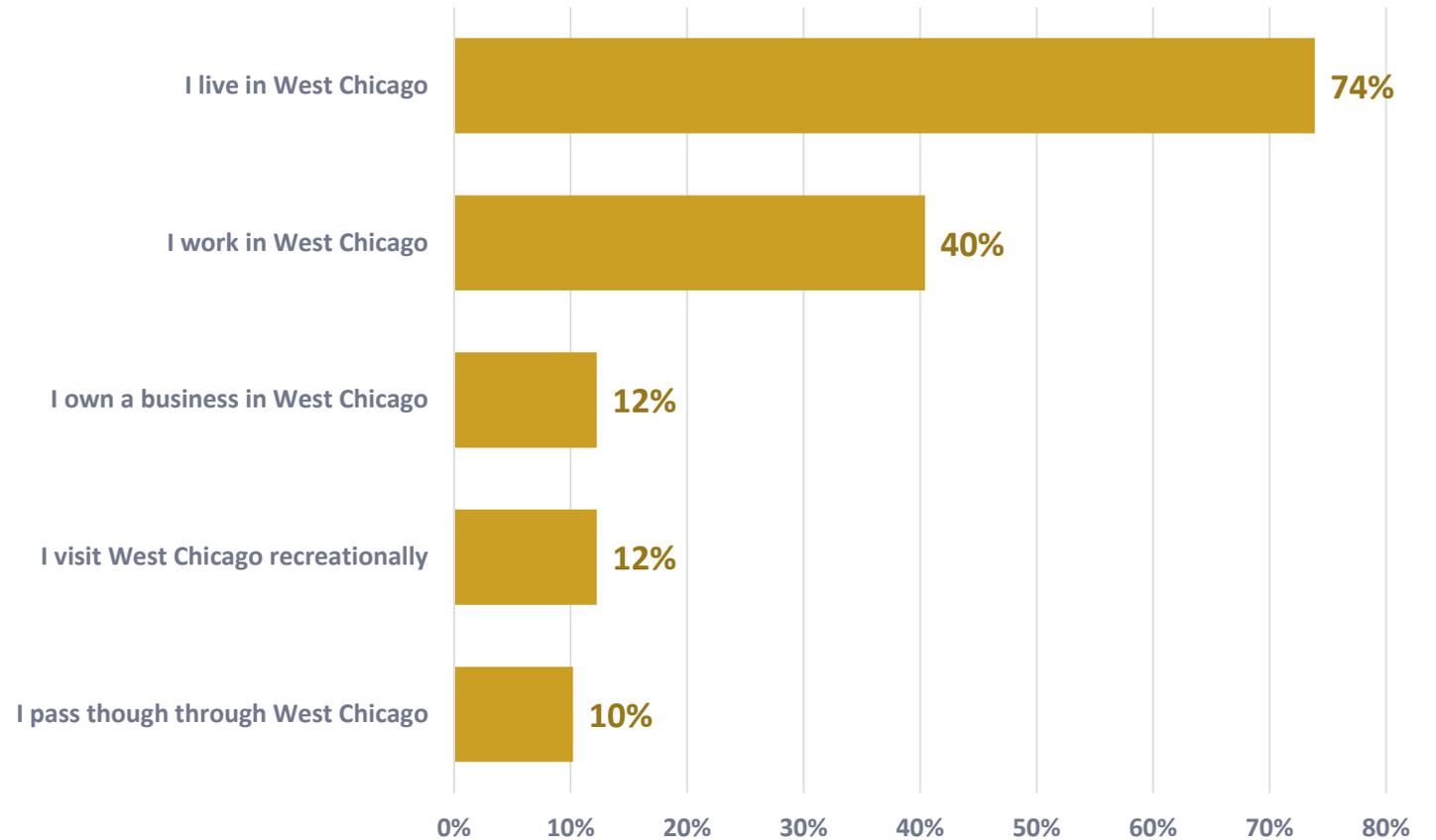
# Summary Stats

## Age of Respondents



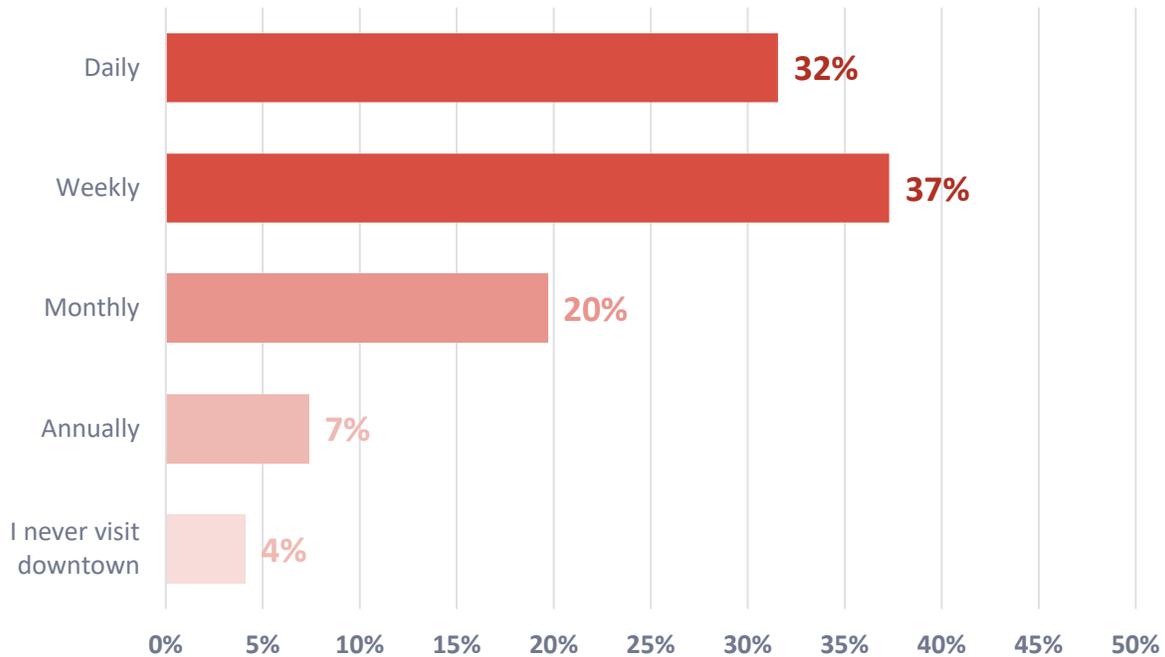
## Relationship to West Chicago

Select all that apply

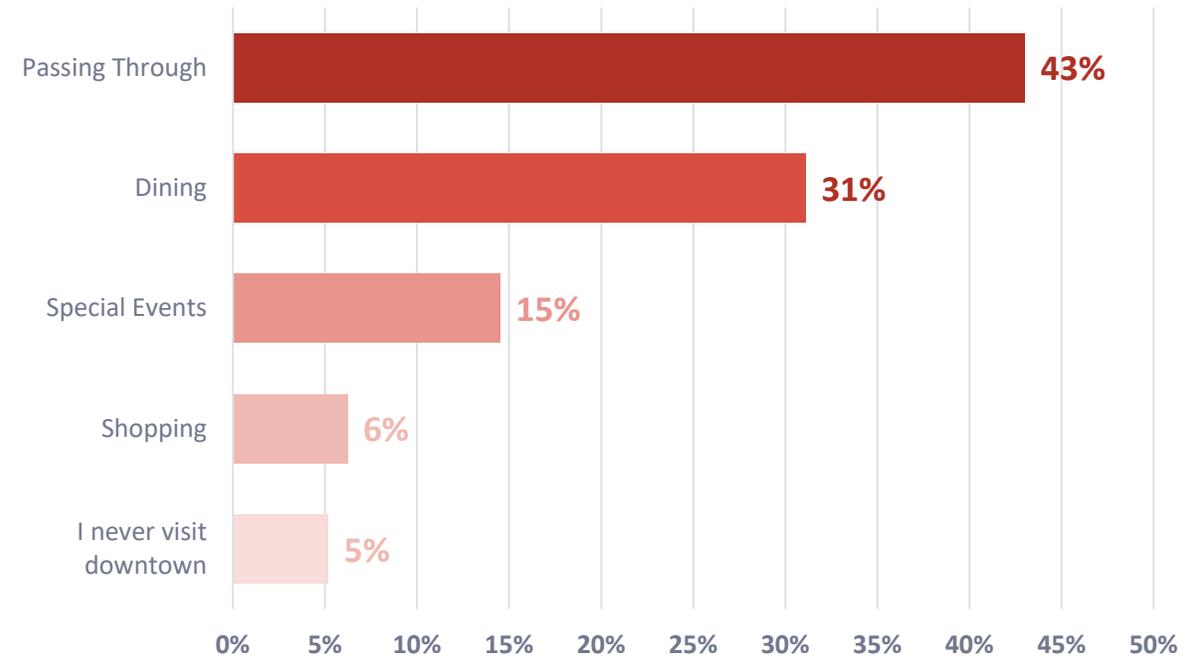


# Downtown Experience

## How *often* do you visit downtown West Chicago?

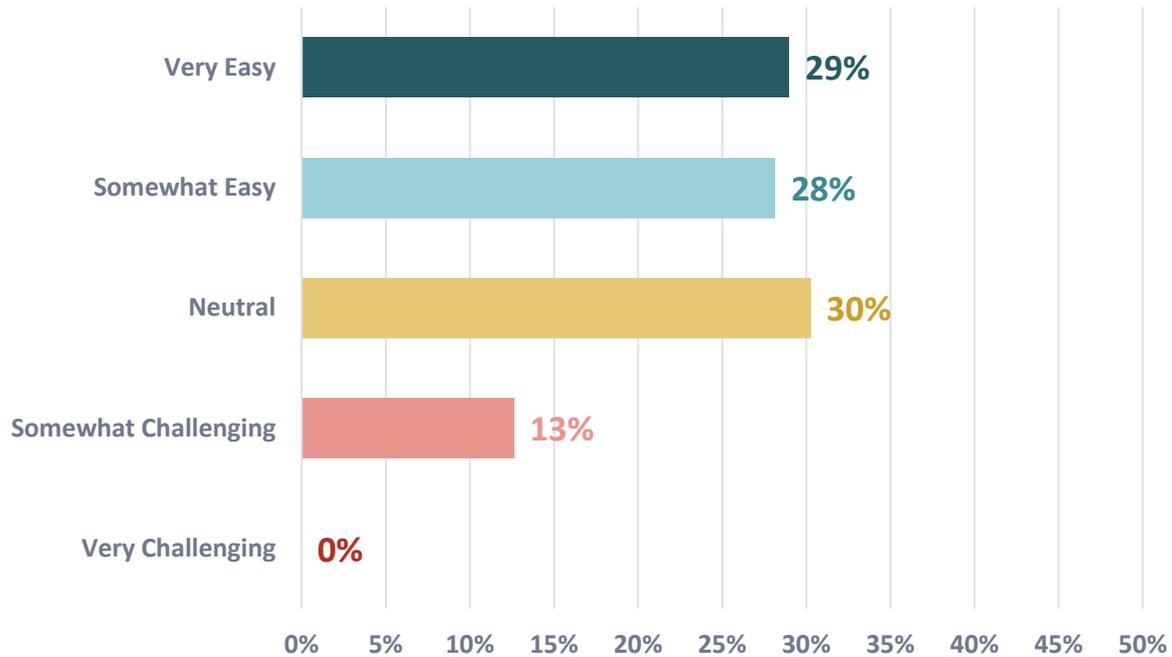


## What *brings* you downtown *most* often?

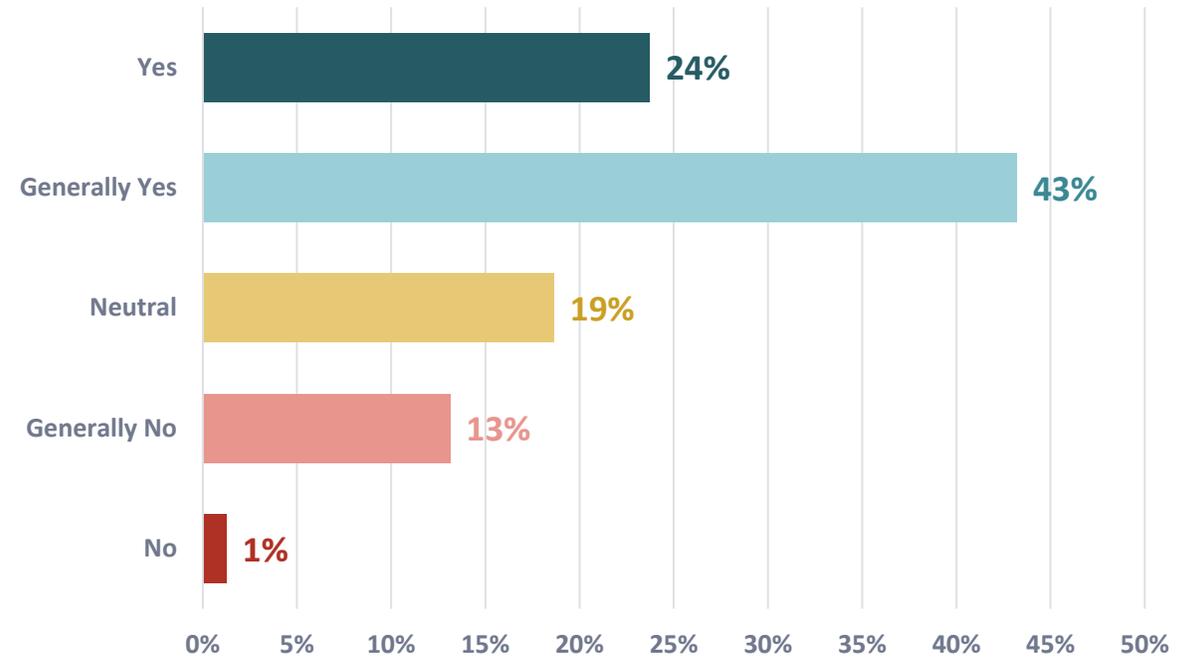


# Downtown Walkability

How easy is it for you to walk around downtown?

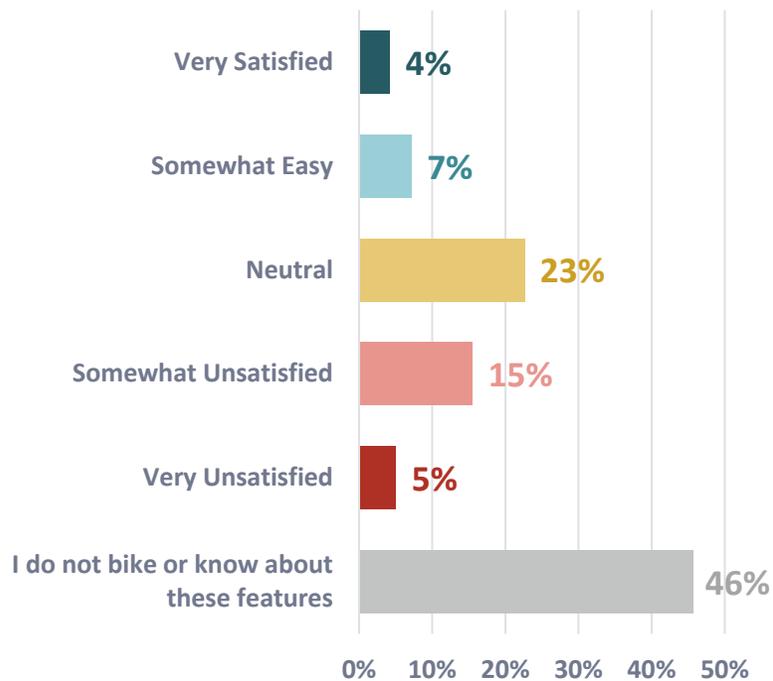


Do you feel safe walking and crossing streets downtown?

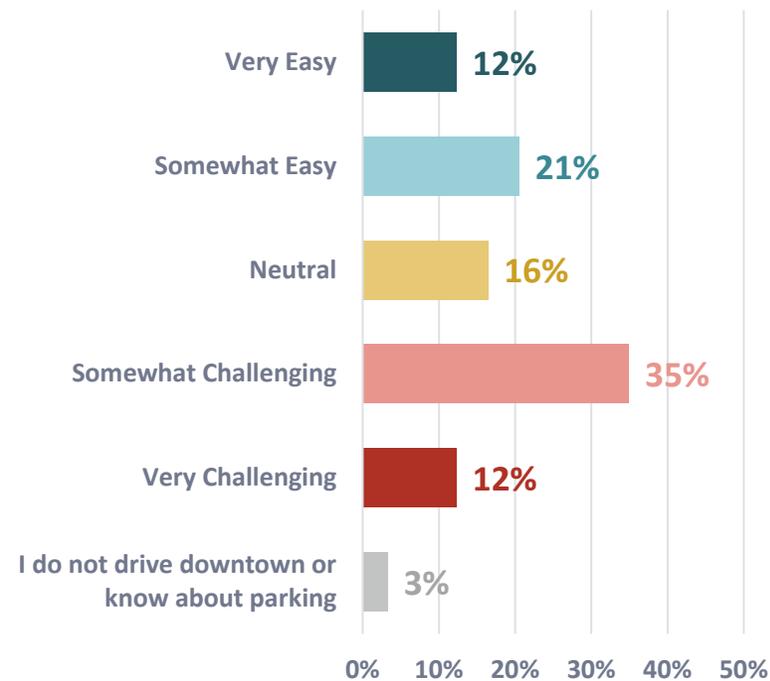


# Downtown Parking Availability

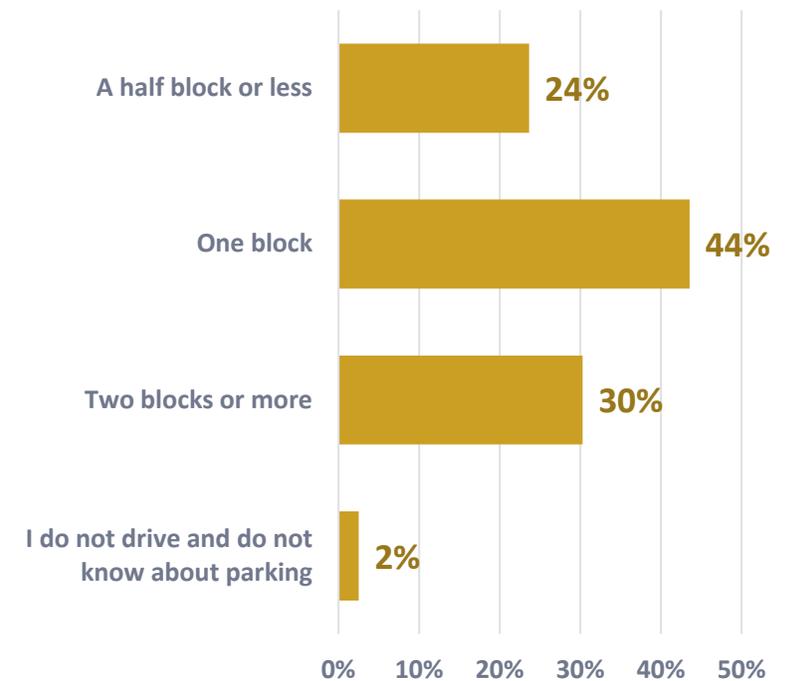
How satisfied are you with the availability of bike parking and bike-friendly features?



How easy is it to find car parking downtown?

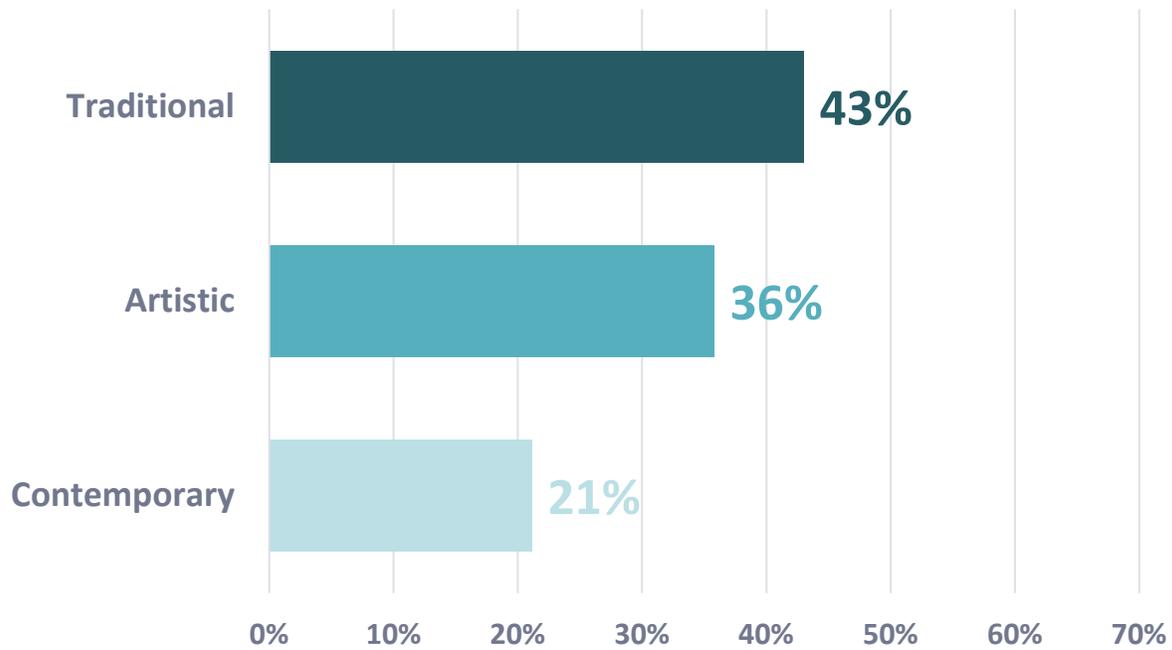


How far away from your destination are you willing to park and walk in downtown?

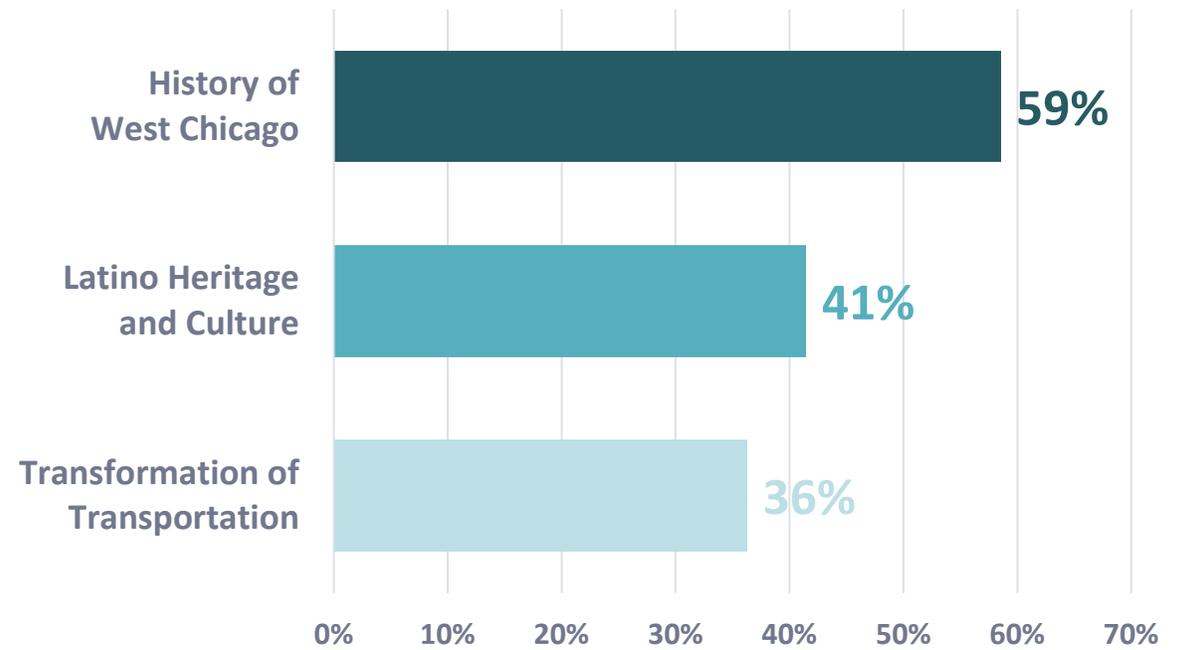


# Preferred Design Themes

Which is your most preferred design aesthetic?

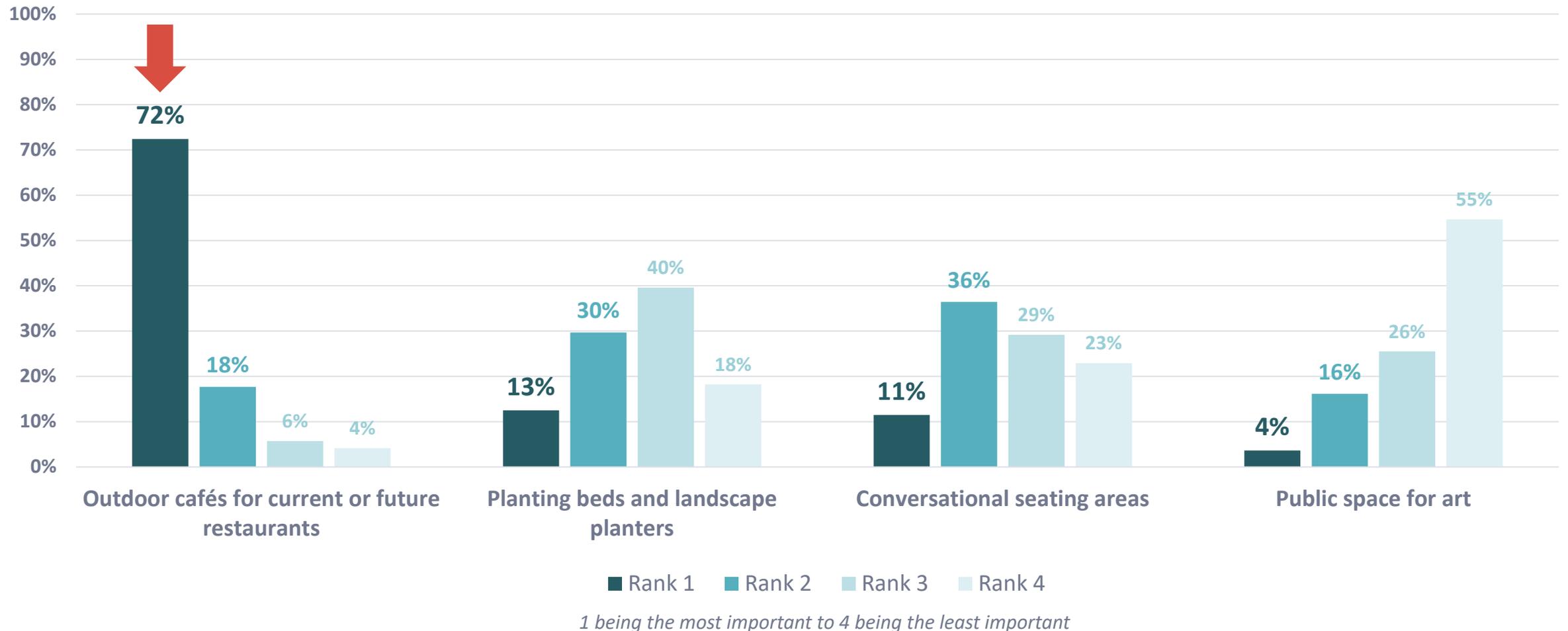


Which is your top ranked design theme?



# Most Desirable Streetscape Elements

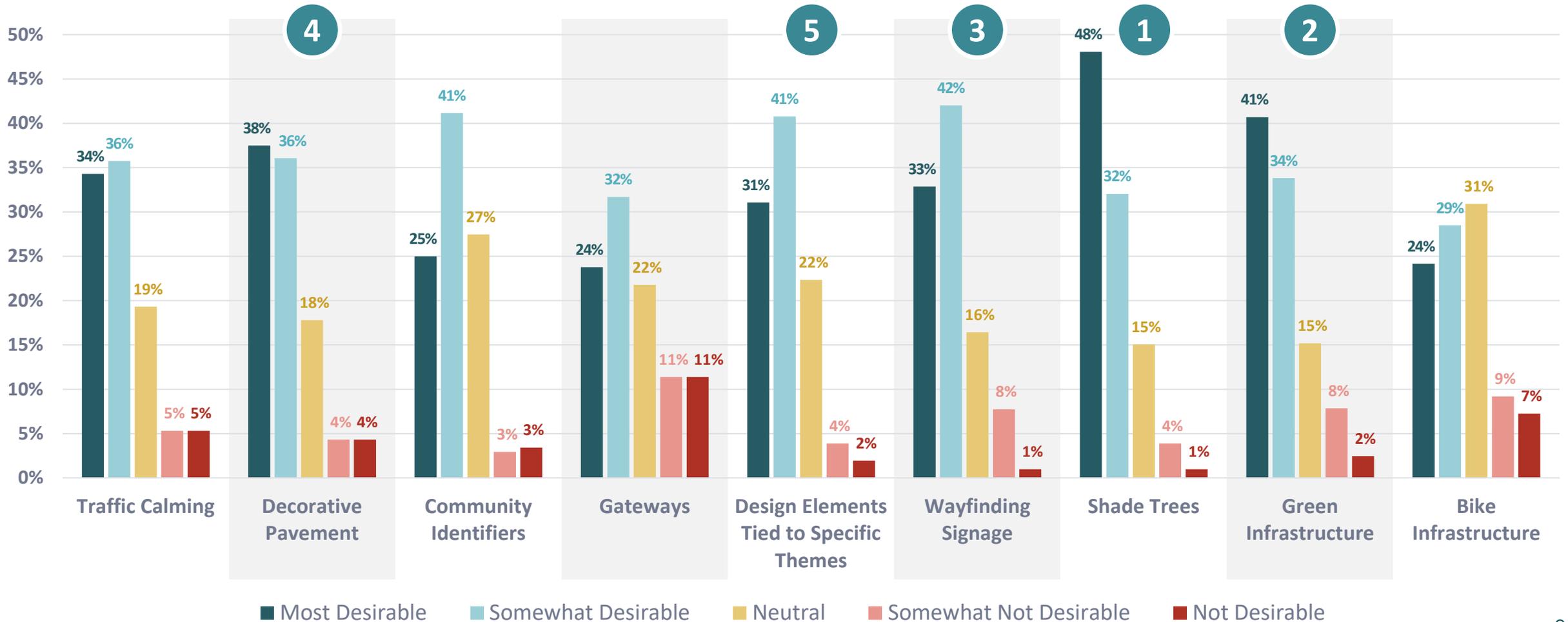
Rank the following elements that could be included in a new streetscape project



# Top Desirable Design Features

Rank how desirable each design feature would be for downtown West Chicago

The top 5 design features that are most or somewhat desirable are noted by the number bubbles below



# Most Impactful Features or Uses

Select the top 3 features and uses that may have the greatest benefit to Main Street/Turner Court in downtown

