

1. What do you see as downtown's greatest problems or challenges? Perhaps you'd like to express it as downtown's greatest need?

	Primary Issue	Secondary Issue	
More family units under \$100,000/yr (affordable); not enough children downtown	Affordable housing	Family friendly	
Need for mixed-income (middle or low) housing (rental)	Affordable housing		
Lack of affordable housing	Affordable housing		
Requiring affordable housing might keep downtown too residential	Affordable housing	Fiscal Impacts/taxes	
there is a real need for affordable housing	Affordable housing		
not enough affordable housing downtown	Affordable housing		
not enough rental units downtown	Affordable housing		
all new residential construction is too expensive, catered to singles	Affordable housing	Residential	
service workers downtown cannot afford to live downtown	Affordable housing	Residential	
low wage workers are evanstonians too and should be able to live downtown where they work	Affordable housing	Residential	
are we only building downtown housing for the very wealthy?	Affordable housing		
no affordable housing downtown	Affordable housing		
where do our firemen, policemen, city workers live? They can't afford downtown	Affordable housing		
include affordable housing downtown	Affordable housing		14
Loss of architectural character	Architecture		
Architectural heterogeneity, no design, hodgepodge, no dead space	Architecture		
Poor aesthetics for new construction	Architecture		
Lack of architectural excitement	Architecture		
Too much concrete used as building materials	Architecture		
Large concrete expanses; Optima towers w. façade, theater e. façade, Sherman Plaza painted concrete tower	Architecture	Residential	
Some buildings are appalling	Architecture		
Character is out of context	Architecture	Building scale/height	
Aesthetics	Architecture		
Need for visual beauty and consistency of character, unlike Soldier Field	Architecture	Historic Preservation	
Preserve existing architecture	Architecture		
Architectural standards in the CBD are horrible	Architecture		
Require better architecture	Architecture		
Require better materials	Architecture		
Site plan appearance review committee needs more authority	Architecture		
not into the red orange yellow balconies	Architecture		
no architectural cohesiveness	Architecture		
step back definitely needed for 50 stories	Architecture	Building scale/height	
more diversity of materials in new buildings, not concrete glass	Architecture		
non context sensitive development is changing the character of downtown	Architecture	Building scale/height	
better architecture, more traditional	Architecture		
higher architectural standards	Architecture		23
Concern re: more highrises: wind, light, blocked views, canyon effect, too concentrated	Building scale/height	Density	
Issues of scale: mini-Chicago	Building scale/height		
Vancouverism: spread out the height	Building scale/height		
Proposed high rise: each one taller than the rest	Building scale/height		
Buildings too big	Building scale/height		
Concerned about the 2 huge buildings	Building scale/height		
Need height restrictions	Building scale/height		
Scale	Building scale/height		
Height, context and scale	Building scale/height		
High rise canyon effect	Building scale/height		
Height	Building scale/height		
Evanston is losing personality	Building scale/height	Historic Preservation	
Projects not relating	Building scale/height	Architecture	
Too many high rises	Building scale/height	Architecture	
Too much like downtown Chicago, "mini-me"	Building scale/height		

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Lack of transition	Building scale/height		
High rises will compromise the visual integrity of Evanston	Building scale/height		
Preserve the traditional streetscape	Building scale/height	Historic Preservation	
Environmental awareness, recycling, sustainability	Building scale/height		
Keep traditional 2-story buildings	Building scale/height	Historic Preservation	
30 stories is too much	Building scale/height		
old evanston (mom and pop shops) doesn't fit into new development	Building scale/height		
there is no where else to go but up	Building scale/height		
losing older buildings	Building scale/height	Historic Preservation	
condo unit views destroyed	Building scale/height		
shading	Building scale/height		
500' tower will overshadow	Building scale/height		
charrette will work on height	Building scale/height		
need more setbacks	Building scale/height		
40 stories is not traditional	Building scale/height		
lowering condos decrease access to professional services	Building scale/height	Local businesses	
towering condos change the downtown aesthetics	Building scale/height	Architecture	
towering condos destroy walkability	Building scale/height	Pedestrian/cyclist amenities	
vulnerable to hi-rise developers - land is very valuable	Building scale/height		
need to keep mixed use and height limits	Building scale/height		
need height limits	Certainty/predictability		36
Predictability of what can be built	Certainty/predictability		
Planned development process opens it up where there's no limit	Certainty/predictability		
Want predictability in land use regulations	Certainty/predictability		
2 skyscrapers not included in moratorium	Certainty/predictability		
Feel betrayed: Evanston doesn't stick to what it says: new skyscraper will bloc view of new Sherman Plaza residential	Certainty/predictability		
"No" to PUDs	Certainty/predictability		
Why are all current high rises exceeding the density norms? Density standards need to be adhered to	Certainty/predictability		
City Council does not listen to citizens	Certainty/predictability	Enforcement	
Need a vision for downtown Evanston: a residential community with quality of life and entertainment center (restaurants & things)	Certainty/predictability		
Hidden agenda between city and developers	Certainty/predictability	Enforcement	
No voice (citizens)	Certainty/predictability		
No standards on "piecemeal" development	Certainty/predictability		
Predictability of building construction instead of case by case	Certainty/predictability		
The shift in definition and scale of PUD and mixed use	Certainty/predictability		
City council has not demonstrated the benefit of condo development	Certainty/predictability	Fiscal Impacts/taxes	
Lack of planning, previous plans were abandoned or not followed	Certainty/predictability		
Need a framework for change	Certainty/predictability		
Population displacement	Certainty/predictability		
Too many people are against change	Certainty/predictability		
City council chose not to set guidelines	Certainty/predictability		
Developers need to know what the downtown plan is so they will not expect other things "as of right"	Certainty/predictability		
City council has a history of not listening to residents	Certainty/predictability		
City council won't like form-based codes because it will limit their power	Certainty/predictability		
I want a voice	Certainty/predictability		
Need to focus on the greater good	Certainty/predictability		
Too much negotiation, process needs to be more clear	Certainty/predictability		
Needs to be run like a business	Certainty/predictability		
Listen to what business owners want not just developers	Certainty/predictability		
we need to know what we are doing with the new building plan	Certainty/predictability		
individual sites, little previous planning (piecemeal)	Certainty/predictability		

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	Primary Issue	Secondary Issue	
stop allowing developer buy offs	Certainty/predictability		
everything is ad hoc, there is no certainty or predictability	Certainty/predictability		
no predictable standards for pud's	Certainty/predictability		
zoning codes are constantly ignored	Certainty/predictability		
height restrictions in different areas	Certainty/predictability	Building scale/height	
why isn't NU involved in this process?	Certainty/predictability		
elected officials primary objective is to raise taxes	Certainty/predictability	Fiscal Impacts/taxes	
city government undervalues downtown	Certainty/predictability	Fiscal Impacts/taxes	
city government lets developers set downtown priorities	Density		39
Concerned about overdevelopment	Density	Building scale/height	
Overdevelopment: at what point is it too much?	Density	Building scale/height	
What is too much development?	Density	Building scale/height	
What does density do? We have already reached the optimum density	Density		
Density	Density		
Density impacts accessibility	Density		
No thought for future water use	Density	Fiscal Impacts/taxes	
No thought for future water run-off	Density	Fiscal Impacts/taxes	
Critical mass	Density		
Density is already increasing so there is no need to encourage it	Density		
Too many condos	Density		
Need activity generators	Density		
Needs higher residential density to bring more people	Density	Residential	
how much density is too much density?	Density		
density, traffic jams on dempster	Density	Traffic	
some kind of density model, encourage	Density		
when did evanston become urban? (vs. suburban)	Density		
traffic, parking, waste disposal problems with increased density	Diversity		
Used to see diversity	Enforcement		
No confidence in Evanston enforcing plans	Fiscal impacts/taxes		
Cost of condo development has not been reported by council	Fiscal impacts/taxes		
How much of downtown is in TIF districts? Taxes keep going up	Fiscal impacts/taxes		
Property taxes are too high for new construction	Fiscal impacts/taxes		
Taxpayers paying for developers plan	Fiscal impacts/taxes		
Make developers pay for lights, streets, etc.	Fiscal impacts/taxes		
High taxes (residential, highrise--high)	Fiscal impacts/taxes		
Too many TIFs	Fiscal impacts/taxes		
500 fewer children in D65 than last fall?	Fiscal impacts/taxes	Residential	
People who live in condos aren't as committed to the schools	Fiscal impacts/taxes	Residential	
Inadequate infrastructure for development; improvements needed by ComEd, sewer capacity?	Fiscal impacts/taxes	Maintenance	
Economic and development costs: is land too expensive for low rise development?	Fiscal impacts/taxes	Density	
Financial concerns	Fiscal impacts/taxes		
Rent is being driven up	Fiscal impacts/taxes		
Demand for services - property taxes	Fiscal impacts/taxes		
New construction raises rent	Fiscal impacts/taxes		
attract more businesses to help with property taxes	Fiscal impacts/taxes		
TIFs using our tax money for development downtown	Fiscal impacts/taxes		
where does the city get tax dollars?	Fiscal impacts/taxes		
too many tax give aways for new buildings	Fiscal impacts/taxes		
taxes are too high	Fiscal impacts/taxes		
not considering infrastructure impacts	Green/Sustainability		
Fountain Square should be green	Green/Sustainability	Open space	

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	Primary Issue	Secondary Issue	
Lack of thinking about sustainability: water, energy, runoff	Green/Sustainability		
More green (LEED) certification in new buildings	Green/Sustainability		
Want to require LEED certification	Green/Sustainability		
Need to require green buildings, sustainable buildings	Green/Sustainability		
LEED Certification is important	Green/Sustainability		
Sustainability	Green/Sustainability		
Need to be green	Green/Sustainability		
Street level planters and green pockets	Green/Sustainability	Pedestrian/cyclist amenities	
Environmental concerns	Green/Sustainability		
No incentives for developers to use green design	Green/Sustainability		
Need to look holistically	Green/Sustainability	Fiscal Impacts/taxes	
mandate green building	Green/Sustainability		
green building should be mandated	Green/Sustainability		
sustainability should be mandated	Green/Sustainability		
no leed requirements or environmental sustainability	Green/Sustainability		
mandate leed	Green/Sustainability		
leed standards should not be traded for other requirements	Green/Sustainability		
Need landmark protection for some downtown buildings	Historic preservation		
Historic landmark preservation	Historic preservation		
708 Church building should be preserved	Historic preservation		
Preserve some architectural heritage	Historic preservation	Architecture	
Preserve meaning, memorial, what is good	Historic preservation		
neighbor changes	Historic preservation		
Developers are determining demographics through size of apartments	Housing	Family friendly	Affordable housing
Concentrate on identifying boundaries and impacts on surrounding neighbors	Impacts on neighborhoods		
Impact of more development on surrounding neighborhoods	Impacts on neighborhoods		
Zoning: the boundaries of the transitional area	Impacts on neighborhoods		
What are the impacts on the areas surrounding the transitional areas?	Impacts on neighborhoods		
concern that economic development is too focused on downtown	Impacts on neighborhoods		
Owner-operated businesses are gone; we don't support them	Local businesses		
The proposal for the triangle will eliminate more owner operated businesses	Local businesses		
raising rent so high small businesses can't afford it anymore	Local Businesses	Retail	
rents are too high, we will lose unique businesses	Local Businesses	Retail	
merchants fear tax increases yet we need more retail	Local Businesses	Retail	
small business people need to come back for business and restaurants	Local Businesses	Restaurants/Entertainment	
international businesses require wi-fi capacity	Local Businesses		
Much of the city is dowdy, worn out	Maintenance		
Brick sidewalks are difficult for snow removal	Maintenance		
Brick sidewalks seem cluttered	Maintenance		
Fix fountain square without using highrises	Maintenance		
Maintenance	Maintenance		
return the fountain square fountain	Maintenance	Open space	
Plazas next to tall buildings have wind problems	Micro-climate	Building scale/height	
Wind tunnel on Maple and Sherman - height is an issue	Micro-climate	Traffic	
Tunnel effect is a problem; traffic and wind	Micro-climate	Traffic	
Wind tunnels	Micro-climate		
Windy	Micro-climate	Architecture	
Wind tunnel concerns	Micro-climate		
Wind	Micro-climate		
No office space available for small businesses or retail (there used to be)	Office		
Lack fo modern professional buildings for doctors, dentists	Office		

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	Primary Issue	Secondary Issue	
Needs office space	Office		
Balance between residential, small business, and office/professional space, it's too residential, not enough office	Office		
Current office space is more affordable than new buildings	Office		
Need more affordable small office spaces	Office		
Affordable office spaces	Office		
Mixed office and residential	Office		
loss of small office space	Office		
mixed use means office space as well	Office		
need professional offices downtown	Office		
losing professional office space when we need to be getting more	Office		
more office space	Office		
Fountain Square is ugly; open space: need more grass, congregating space	Open space		
No green space for citizens	Open space		
Evanston needs more open space	Open space		
Want to be outside (open space)	Open space		
Meeting places	Open space		
No thought for future open space	Open space		
Need gathering spaces	Open space		
Greenspace and sunlight	Open space	Green? sustainability	
Gathering space in the heart of the city	Open space	Vibrancy	
Provide urban greenspaces	Open space		
Need to understand public spaces, remember history	Open space	Pedestrian/cyclist amenities	
Lacks large community gathering space	Open space		
Insufficient public spaces	Open space		
Need a large area for community gatherings	Open space		
more green space, pocket parks	Open space		
more green space	Open space	Green/sustainability	
no center, fountain square = joke	Open space		
street level open space = fountain square	Open space	Pedestrian/cyclist amenities	
need pedestrian mall	Open space	Pedestrian/cyclist amenities	
no real town square	Open space	Pedestrian/cyclist amenities	
recreational needs of young people vs. old people	Open space		
green space	Open space	Green/sustainability	
Parking for short errands	Parking		
Need to look for shared parking opportunities	Parking		
Too much parking at night, when residents need it	Parking		
Parking: too much and too little	Parking		
Hard to park downtown; downtown not accessible to residents	Parking		
Parking is miserable, but since no more big box retailers, not too bad; downtown is good for restaurants	Parking		
Not enough parking (will be worse with big development)	Parking		
No parking	Parking		
Street parking, meters	Parking		
Not able to park in front of CVS	Parking		
Redundant parking is a development cost	parking		
Some people (i.e., seniors) expect proximity from parking to destination	Parking		
Parking and access to buildings	Parking		
Parking convenient for doing quick errands	Parking		
Subsidized parking	Parking		
Need for quick trip in and out parking	Parking	Traffic	
Parking	Parking		
2 hour parking is not long enough	Parking		

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	Primary Issue	Secondary Issue	
No parking meters after 6 PM	Parking		
No parking on sidewalks	Parking		
Library parking is hidden	Parking	Traffic	
parking spaces	Parking		
parking issues	Parking		
parking distribution - parking spaces and destinations are too far apart for elderly	Parking	Pedestrian/cyclist amenities	
lack of parking in strategic areas ie north east downtown	Parking		
Are brick sidewalks pedestrian friendly?	Pedestrian/cyclist amenities	Maintenance	
Pedestrian experience: crossing streets, wind	Pedestrian/cyclist amenities	Micro-climate	
No right turn signs	Pedestrian/cyclist amenities	Traffic	
Car-pedestrian interference is bad	Pedestrian/cyclist amenities	Traffic	
Sidewalk conditions for pedestrians	Pedestrian/cyclist amenities		
Not enough bike racks: demand for showers, bike lockers in office buildings	Pedestrian/cyclist amenities		
Superblocks creating unfriendly pedestrian--more light; buildings are too high, cause "canyon effect"	Pedestrian/cyclist amenities		
Maybe pedestrian passages or not enough opportunity for small business	Pedestrian/cyclist amenities		
Some streets not bicycle/pedestrian friendly enough; crossings; unnecessarily wide	Pedestrian/cyclist amenities		
Missing a pedestrian mall	Pedestrian/cyclist amenities		
Bike paths	Pedestrian/cyclist amenities		
Greater pedestrian experience; widen sidewalks	Pedestrian/cyclist amenities		
Sidewalk repair	Pedestrian/cyclist amenities		
Not enough bike racks (plan going into effect in Sept.)	Pedestrian/cyclist amenities		
Pedestrian crossings (intersection of Church/Chicago, Church/Sherman)	Pedestrian/cyclist amenities		
Poor circulation by pedestrians	Pedestrian/cyclist amenities		
Not bike friendly	Pedestrian/cyclist amenities		
Public sidewalk streetscapes	Pedestrian/cyclist amenities		
Outdoor cafes impede pedestrians	Pedestrian/cyclist amenities		
Cyclists	Pedestrian/cyclist amenities		
Fountain square	Pedestrian/cyclist amenities	Maintenance	
Street level	Pedestrian/cyclist amenities	Architecture	
Bicycle parking	Pedestrian/cyclist amenities		
More pedestrian friendly sidewalks	Pedestrian/cyclist amenities		
Wider sidewalks	Pedestrian/cyclist amenities		
Bike paths	Pedestrian/cyclist amenities		
Designate skateboard areas	Pedestrian/cyclist amenities	Vibrancy	
Bike lanes	Pedestrian/cyclist amenities		
Integrate CBD plan with bike plan	Pedestrian/cyclist amenities		
want a walkable downtown	Pedestrian/cyclist amenities	Traffic	
walking to downtown	Pedestrian/cyclist amenities		
biking	Pedestrian/cyclist amenities		
token landscaping at street level	Pedestrian/cyclist amenities	Green/sustainability	
property line buildings	Pedestrian/cyclist amenities	Architecture	
no safe biking lanes	Pedestrian/cyclist amenities		
we are taking away the walkability of downtown	Pedestrian/cyclist amenities		
walkability	Pedestrian/cyclist amenities		
bike lanes are not safe	Pedestrian/cyclist amenities		
sidewalks need rehabbing	Pedestrian/cyclist amenities	Safety	
Focus on rehab, not just new construction to keep affordable housing, office and retail space in downtown	Rehabilitation/reuse	Affordable housing	38
re-use downtown buildings instead of tearing them down and building new	Rehabilitation/reuse		
Too much residential development; favors well-to-do	Residential	Affordable housing	
Don't build too many condos: over-saturation. (Glenview?)	Residential		
Glut of condos: 1,000 units on the market	Residential		

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	Primary Issue	Secondary Issue	
Need live theatre entertainment	Restaurants/entertainment		
Needs more nightlife	Restaurants/entertainment		
Live theatre	Restaurants/entertainment	Vibrancy	
More dining	Restaurants/entertainment		
More live theatre	Restaurants/entertainment		
would have liked to seen performance arts center in downtown	Restaurants/entertainment		
affordable restaurants	Restaurants/entertainment		
Stores and restaurants don't hire Evanston teens	Restaurants/entertainment		
Summer Dance needs a better location	Restaurants/entertainment	Vibrancy	
Small independent businesses are being forced out, minimizing diversity	Retail	Office	
No gas stations, only one hardware store, no more pharmacies: need things for residents; need a magnet to bring people in	Retail	Office	
Retention of commercial (retail and office)	Retail	Office	
Integration of retail and lower levels of parking	Retail	Parking	
Infill retail is needed; orrington/chicago/davis/church	Retail		
Need to strengthen retail base if city wants to compete as a live/work/play city	Retail		
Need good spaces for national retailers	Retail		
Residential-serving retail missing	Retail		
Major anchor retail facility lacking	Retail		
Want to see "lifestyle center": smaller botique stores, but you need retail and office too	Retail		
Household store	Retail		
Viability of retail	Retail		
Infill retail development	Retail		
Need to strengthen retail base	Retail	Local businesses	
Unique retailers	Retail		
Old spaces are not suitable to retailers	Retail		
Northwestern students and new residents support chain retail	Retail		
Residents don't control which retailers locate in which space	Retail		
Where do you draw the line between local and national retailers?	Retail	Local businesses	
City council favors national retail chains over local businesses at the expense of old retail spaces	Retail	Local businesses	
Threat to independent retailers	Retail		
No retail chains	Retail		
Independent retailers need affordable units downtown	Retail		
No department stores	Retail		
Vacant retail spaces	Retail		
Hard to attract retailers to Sherman Plaza	Retail		
Older buildings don't have floorplans that work for many retailers	Retail		
Rent is too high for small retail tenants	Retail		
Need to provide reconfigured space - must spend money to get better tenants	Retail		
6 empty spaces at Sherman Plaza	Retail		
Need clothing stores for people older than their 20's	Retail		
More independent retailers, make space more affordable for them	Retail		
Maintain independent retailers	Retail		
More banks	Retail		
don't want to lose balance between old time stores and new chains	Retail		
affordable retail affects character	Retail	Local businesses	
too much retail was lost	Retail		
too many vacancies not filling, borders	Retail		
need a regular grocery store downtown, jewel or dominicks	Retail		
lack of everyday items to buy	Retail		
why are there retail vacancies	Retail		
downtown vacancies, turnover	Retail		

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	Primary Issue	Secondary Issue	
need more diverse retail	Retail		
Stores teens would like to see: Foot Locker, Nickel City, Dave & Busters, ESPN Zone, Guitar Center	Retail	Vibrancy	43
Too many restaurants	Restaurants/entertainment		
Slightly unfriendly at night	Safety		
Too much crime	Safety		
Access for the disabled	Safety	Pedestrian/cyclist amenities	
Cobble stone sidewalks are not good for women in high heel shoes	Safety	Pedestrian/cyclist amenities	
Brick sidewalk maintenance	Safety	Maintenance	
sidewalks - needs of the disabled	Safety	Pedestrian/cyclist amenities	
not handicap accessible	Safety	Pedestrian/cyclist amenities	
brick sidewalks are bad for women in high heels	Safety	Pedestrian/cyclist amenities	
Traffic is a problem	Traffic		
Too much traffic with new projects	Traffic		
New development should not add to traffic	Traffic		
Lulu's causes more traffic than Sherman Evanston	Traffic	Residential	
More accessibility and convenience, especially cars	Traffic	Parking	
Traffic impacts of new construction	Traffic	Density	
Traffic congestion	Traffic		
Traffic congestion	Traffic		
walk downtown because congested, parking	Traffic	Pedestrian/cyclist amenities	
new condo owners still have cars	Traffic	Residential	
traffic	Traffic		
traffic = awful	Traffic		
need easy public transportation in town (downtown shuttle)	Traffic	Transit	
individual cars	Traffic	Parking	
traffic gridlock	Traffic		
developers are not addressing traffic	Traffic		
traffic congestion	Traffic		
evening rush hour congestion	Traffic		
Downtown free trolley	Transit		
Bus service is too sparse	Transit		
need to start using public transit vs. cars	Transit		
Downtown should be open/active later at night: stores, restaurants, closing earlier than normal	Vibrancy		
Missing outdoor dining	Vibrancy		
Missed creative opportunities	Vibrancy	Architecture	
Library needs more books	Vibrancy		
Public art	Vibrancy		
challenge is the balancing act	Vibrancy		
"coming from manhattan, everything looks empty to me, used to a lot of people, not wanting to become that but want small, independent retailers to thrive"	Vibrancy	Retail	
loss of charm	Vibrancy		
lack of teen friendly spaces downtown ie theatre district activity disturbs adjacent residences = frequent complaints to police	Vibrancy		
not resident friendly	Vibrancy	Local businesses	
whole area feels "anti-teen"	Vibrancy		
everything geared toward NU students	Vibrancy		
Not a lot to do, no where to hang out without being hassled by cops	Vibrancy		
The city created a dog park and dog beach, but teens are on their own	Vibrancy		
Need rec center for 13-18 yr olds.	Vibrancy		
Computer lab with access to MSWord	Vibrancy		
More cultural events, e.g., poetry slams, karaoke, dancing	Vibrancy		
City needs to host a carnival like Morton Grove	Vibrancy		
Students should get discounts on rec activities; most ETHS parents can't afford fee-based programs	Vibrancy	Restaurants/Entertainment	

2. What do you see as downtown's greatest strengths or attributes? Think about a downtown experience or place that you like to share with visitors?

Has a lot of architectural qualities that New Urbanists are trying to create	Architecture/urban design	
Smaller buildings have better architecture	Architecture/urban design	Pedestrian/cyclist amenities
Historic architecture: limestone buildings (much has disappeared; downtown has changed a lot)	Architecture/urban design	
Traditional look: Talmadge lights, turn-of-century buildings, trees	Architecture/urban design	
Good architecture	Architecture/urban design	
Interesting architecture and storefronts	Architecture/urban design	
Human scale	Architecture/urban design	
Connecting retail areas with infill	Architecture/urban design	
architectural diversity	Architecture/urban design	
Scale of downtown: not overwhelming; feels friendly, but has advantages of city	Building scale/height	
Has the small-town atmosphere	Building scale/height	
Height doesn't matter; some height is ok but not too much	Building scale/height	
Lower buildings allow sunshine	Building scale/height	
Ability to see the horizon and sky	Building scale/height	
Neighborhood feeling despite the high-rises	Building scale/height	
Defined downtown boundary, contained	Building scale/height	
Change and development	Building scale/height	
Art Hills project really changed things	Building scale/height	
High rises are ok but 30 stories is too much	Building scale/height	
Change is inevitable, not opposed to it	Building scale/height	
keep 1890 maple as office not condo	Building scale/height	
land is very valuable	Building scale/height	
desirable for development	Building scale/height	
Has benefited from long-term planning	Certainty/Predictability	
Many developers in Evanston are Evanston residents	Certainty/Predictability	
location	Density	
Sales tax is a better form of revenue	Fiscal Impacts/taxes	
maintaining the original landmark buildings	Historic Preservation	
historic charm - scale needs preservation	Historic Preservation	
Location: all the services, hospitals, university, lake, city, population as a resource	Impacts on neighborhoods	
Older residents support local retailers	Local businesses	
Community of shop owners, responsive to customers	Local businesses	
Local retail: more local than ever, local thriving	Local businesses	
Residents support unique local businesses even if it costs more	Local businesses	
Balance between local and national retail	Local businesses	
Small locally owned business character	Local businesses	
Affordable retailers have a positive tax benefit	Local businesses	
Traditional retail	Local businesses	
Farmer's Market	Local businesses	
independent retailers, restaurants	Local businesses	
mom and pop stores, appreciate the historic areas	Local businesses	
Clean	Maintenance	

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Mixed use development is a tradition	Mixed use	
Business: from corporate city headquarters to lots of entrepreneurs	Office	Historic Preservation
Office is desirable, tech, intellectual labor	Office	
Companies coming to downtown	Office	
need offices/business - employers/employees can sponsor and volunteer in the community	Office	
Diversity is good; Fountain Square must stay	Open space	
Fountain Square, Raymond Park	Open space	Vibrancy
The lake	Open space	
Parks and open spaces	Open space	
Plaza by Chandler, Fountain Square	Open space	
Good beaches	Open space	
New plaza in front of Chandlers	Open space	
Location: lake	Open space	
Sherman Plaza: especially ground level shops	Open space	
Chandler's	Open space	
Oldberg Park	Open space	
Church St. plaza	Open space	
Lakefront	Open space	
proximity to lake	Open space	
Parking is better than ever, better than Chicago	Parking	
Supply of parking	Parking	
Parking garages (not street parking)	Parking	
Parking garage	Parking	
new parking = a plus	Parking	
Sunshine on sidewalks	Pedestrian/cyclist amenities	
Easy to get around; small enough, walkable	Pedestrian/cyclist amenities	
Downtown very walkable and urban (people on the street at 10:30)	Pedestrian/cyclist amenities	
Easy to get around (walking)	Pedestrian/cyclist amenities	
Easy to walk to everything	Pedestrian/cyclist amenities	Retail
Pedestrian friendly	Pedestrian/cyclist amenities	
Installing bike racks, shower stalls	Pedestrian/cyclist amenities	
Cyclist safety	Pedestrian/cyclist amenities	
Pedestrian friendly	Pedestrian/cyclist amenities	
Open communities provide quick access within walking distance	Pedestrian/cyclist amenities	
Bike enhancement	Pedestrian/cyclist amenities	
Cafes	Pedestrian/cyclist amenities	
Walkability on Sherman	Pedestrian/cyclist amenities	
nice to be able to walk downtown, accessibility	Pedestrian/cyclist amenities	
walk everywhere	Pedestrian/cyclist amenities	
walkability	Pedestrian/cyclist amenities	
people walking	Pedestrian/cyclist amenities	
visitor friendly	Pedestrian/cyclist amenities	

2. What do you see as downtown's greatest strengths or attributes? Think about a downtown experience or place that you like to share with visitors?

Single family homes near downtown	Residential	
Good mix of restaurants	Restaurants/Entertainment	
Movie theater	Restaurants/Entertainment	
Dining hub	Restaurants/Entertainment	
Special events (theater)	Restaurants/Entertainment	
Theatres	Restaurants/Entertainment	
Restaurants	Restaurants/Entertainment	
Nightlife	Restaurants/Entertainment	
Regional destination (theatre)	Restaurants/Entertainment	
Restaurants	Restaurants/Entertainment	
Movie theater	Restaurants/Entertainment	
Restaurants	Restaurants/Entertainment	
Entertainment	Restaurants/Entertainment	
Cinemas	Restaurants/Entertainment	
great opportunity for entertainment	Restaurants/Entertainment	Building scale/height
lots of restaurants	Restaurants/Entertainment	Vibrancy
nightlife	Restaurants/Entertainment	Architecture/urban design
music institute	Restaurants/Entertainment	
movie theatres	Restaurants/Entertainment	Retail
restaurants	Restaurants/Entertainment	Retail
Restaurants	Restuarants/Entertainment	
Balance between local and national retail	Retail	Retail
Small shops	Retail	
Starting to lose diversity; affects small retailers	Retail	
No major retailers: still need to go outside Evanston	Retail	
Unique retail	Retail	
Small walkable retail	Retail	Retail
Lots of places to shop	Retail	Local business
Whole Foods	Retail	
Old Orchard is changing	Retail	
Better retailers are coming	Retail	
great commercial development	Retail	
stores	Retail	Architecture/urban design
mix of retailers	Retail	
Downtown feels safe with the exception of late night	Safety	
Very safe	Safety	
Safety: panhandling is down	Safety	Architecture/urban design
Safety	Safety	Architecture/urban design
safety	Safety	
Traffic is a problem	Traffic	
could use tunnels or overpasses for winter	Traffic	
transportation	Traffic	

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Alternative transportation: bike, walk, Metra, CTA	Transit	
Great access to Chicago	Transit	
Transit	Transit	
Public transportation to downtown	Transit	
El to the Cubs game	Transit	
Public transportation	Transit	
Trains are close to everything	Transit	
Public transit	Transit	
Idea: free trolley for downtown area and to the lake	Transit	
Public transit	Transit	
Alternative transit	Transit	Retail
Rail transit	Transit	
Transit	Transit	Architecture/urban design
Work and transit accessibility	Transit	
transportation, el and metra	Transit	
accessibility	Transit	
transit brings so many people and access	Transit	
public transit	Transit	
public transportation is great	Transit	
People are out on the street	Vibrancy	
Sense of community--village--still have it with new condo owners	Vibrancy	
Diverse land use mix is what makes downtown unique	Vibrancy	
Diversity of population	Vibrancy	
Diversity of activities	Vibrancy	
Good mix of land uses	Vibrancy	
Downtown not uniform: diverse across housing stock, activities, land use	Vibrancy	
Dialog with community	Vibrancy	
Educational opportunities	Vibrancy	
Good shopping, restaurants, library	Vibrancy	
Vibrant, attractive downtown	Vibrancy	
Lot of fun	Vibrancy	Architecture/urban design
Diverse communities	Vibrancy	
Library	Vibrancy	
A lot going on; diversity	Vibrancy	
Involved community	Vibrancy	
University is a big plus	Vibrancy	Architecture/urban design
Creative use	Vibrancy	
Good culture	Vibrancy	
Good education	Vibrancy	
First downtown plan (1985): 1/3 res., 1/3 office, 1/3 retail	Vibrancy	
Young people (23-35 yrs) want to live in Evanston	Vibrancy	Historic Preservation
Diverse downtown age group: empty-nest householders, students with disposable income	Vibrancy	

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Cultural variation/age/diversity	Vibrancy	
Northwestern	Vibrancy	
Activity generators, library	Vibrancy	
Mixed use	Vibrancy	
Liveliness	Vibrancy	
Sense of community, village appeal	Vibrancy	
Library	Vibrancy	
Students	Vibrancy	
Downtown is everybody's neighborhood	Vibrancy	
Library	Vibrancy	
Health club	Vibrancy	
Mix of college town, home town, and urban center	Vibrancy	
Vibrant downtown	Vibrancy	Office
Socioeconomic diversity	Vibrancy	
Library	Vibrancy	
Good for children's activities	Vibrancy	
Lively streets full of people	Vibrancy	
Excellent mix of uses	Vibrancy	
Outdoor dining	Vibrancy	
Young people, college students	Vibrancy	
Citywide arts and culture	Vibrancy	
Entrepreneurs	Vibrancy	
evanston is now hopping, stores are open late	Vibrancy	
family friendly	Vibrancy	
uniqueness to it, character	Vibrancy	
art festivals	Vibrancy	
vitality	Vibrancy	
very desirable community	Vibrancy	
great library	Vibrancy	
places to go/see	Vibrancy	
near NU	Vibrancy	
activity center	Vibrancy	
library/banks	Vibrancy	
proximity to NU	Vibrancy	
churches	Vibrancy	
social atmosphere	Vibrancy	
mixed use	Vibrancy	Vibrancy
library	Vibrancy	Vibrancy

3. Do the proposed guiding principles provide a solid, broad starting point for the downtown plan update? Are there principles that should be added, deleted, changed?

Affordability issues	Affordable Housing	
Quality, not quantity of new buildings	Architecture/urban design	
The degree of architectural integrity demanded should increase with mass	Architecture/urban design	
Don't just think about buildings but about who is in them and how it changes the character of Evanston	Architecture/urban design	Building scale/height
4 guiding principles trying to decide what is too tall	Building scale/height	
Can we limit highrise density?	Building scale/height	Density
Greater building mass and height should have a stricter review process	Building scale/height	Certainty/Predictability
Real planning sets maximum height	Building scale/height	
What about mid-rise buildings?	Building scale/height	
Tall buildings are better than ugly buildings	Building scale/height	
Keep height under control	Building scale/height	
if highrises give more space for the arts willing to go higher	Building scale/height	
avoid canyons	Building scale/height	Architecture
emerson transit pud has 18 stories	Building scale/height	
Value in form based code but random bargaining leads to out of control ??	Certainty/predictability	
Problem really is PDs - open-ended	Certainty/predictability	
Does the growth go unchecked?	Certainty/predictability	Building scale/height
What is the basis for these guiding principles?	Certainty/predictability	
We need a vision statement, a mission statement to fit the guiding principles to	Certainty/predictability	
Planned development process is a license for exceptions	Certainty/predictability	
Can other communities help us?	Certainty/predictability	
Guiding principles need rehabilitation; provide TIF incentive to property owners	Certainty/predictability	
Problem: when planning commission made the map, they didn't set down rules	Certainty/predictability	
Streamline zoning: predictability	Certainty/predictability	
Present major proposals to community before presenting to city	Certainty/predictability	
Needs more specific definitions	Certainty/predictability	
What is the end vision?	Certainty/predictability	
evanston is valuable, we can demand a lot more	Certainty/predictability	
Maximum population?	Density	
Do we enforce these?	Enforcement	
What about building with collapsed garage? Inspection?	Enforcement	
Is the recommendation for density reflective of business objectives of the city: could they be more explicit? What are tax revenue goals?	Fiscal Impact/taxes	Density
Are fire and police being addressed?	Fiscal Impact/taxes	Safety
New TIF	Fiscal Impact/taxes	
Can the infrastructure handle this?	Fiscal Impact/taxes	Safety
Business owners and new buildings benefit all of Evanston	Fiscal Impact/taxes	
need growth for better tax base	Fiscal Impact/taxes	
frustration with higher property taxes	Fiscal Impact/taxes	
Not implementing LEED principles; it's not encouraged. Mandate LEED?	Green/sustainability	
Green buildings: more rigorous standards, especially of execution	Green/sustainability	Enforcement
We still need LEED certification required	Green/sustainability	
Mandate LEED compliance instead of encouraging it	Green/sustainability	
Mandatory green initiatives	Green/sustainability	
If it can't be built green it shouldn't be built	Green/sustainability	
Promote sustainable design	Green/sustainability	

3. Do the proposed guiding principles provide a solid, broad starting point for the downtown plan update? Are there principles that should be added, deleted, changed?

Use higher density as an incentive for green design	Green/sustainability	
Make green development a priority	Green/sustainability	
leed buildings mandatory, not just encouraged	Green/sustainability	
Preservation review standards	Historic Preservation	
1920's character	Historic Preservation	Building scale/height
downtown must attract people from outside of downtown to succeed	Impacts on Neighborhood	Vibrancy
Consciously create new incentive programs for independent retailers	Local Businesses	Retail
green space	Open space	Green/sustainability
provide recreation downtown	Open space	
Study reduction in parking?	Parking	
Incentives for landlords to retain parking space	Parking	
increase park space	Parking	
surface parking shortages	Parking	
Pedestrian-only areas?	Pedestrian/cyclist amenities	
bike racks	Pedestrian/cyclist amenities	
bike paths	Pedestrian/cyclist amenities	
Remember that downtown is also a residential neighborhood	Residential	Building scale/height
Developer incentives: explore more useful incentives	Residential	Fiscal Impacts/taxes
Balance housing type diversity	Residential	Affordable housing
Old Orchard is 1/3 of downtown Evanston: organizing downtown area like a shopping center is difficult	Retail	
Do we trust the traffic model?	Traffic	
More cultural events downtown	Vibrancy	
zoning in cultural areas	Vibrancy	
principles need to provide for the needs of all generations from the young to the elderly	Vibrancy	

4. What about the proposed subareas---transitional, traditional, and downtown core? Is this the right way to think about downtown's varied urban form?

Wants to protect Wisman and Ridge; apartments and residences: not downtown; these should not be transitional	Boundary Issues	
Downtown should end at east side of Chicago Ave.	Boundary Issues	
Who defines the downtown plan areas?	Boundary Issues	Clarify Classifications
Church St. plaza highly successful financially; not traditional	Boundary Issues	
There is no room for transitional areas	Boundary Issues	
3-tiered map does not match, imbalance in traditional and transitional	Boundary Issues	
Hold the line at Chicago Avenue	Boundary Issues	
why did eastern side of downtown move to hinman (used to be the alley)	Boundary Issues	
what part of the core area is for tall buildings?	Boundary Issues	
Transitional: east side of Chicago Ave.; why is Emerson St. labeled transitional?	Boundary Issues	
no transitional zone at chicago avenue	Boundary Issues	
Transitional areas: no new towers, respect context, good work on transition zones; be careful to "step down"; downtown will dictate transitional; respect business	Boundary Issues	
Where are we going and how much can we handle?	Boundary Issues	
Transitional areas should be more than 2-3 stories but less than the core area	Building scale/height	Clarify Classifications
40 stories is not traditional	Building scale/height	Reduce core area
select core area height limit and stick to it	Building scale/height	
Easternmost block of Davis is commercial	Building scale/height	Retail
Add a cultural subarea	Building scale/height	Cultural
Clarity of transitional sub-area: is it a step-down or a mix of downtown, traditional and residential?	Character standard	
need a visual graphic of relative building heights	Character standard	
transitional area building heights should be set by the buildings on the outside of the downtown, not the core area	Clarify classifications	
Make sure North Shore Hotel (?)	Clarify classifications	
Sherman and Davis should be transitional areas	Clarify classifications	
East and west transitional areas are critical	Enlarge Transitional	
church - grove east side should be transitional	Enlarge Transitional	
keep transitional areas transitional	Enlarge Transitional	Boundary issues
Do not agree with all designations: not enough traditional "march" to the east	Expand Traditional	Residential
Traditional districts: shouldn't there be more areas? What was the criteria used to designate these?	Expand Traditional	
Fountain Square should be traditional	Expand Traditional	Open Space
Traditional blocks: Church both sides, Benson-Orrington; Fountain Square block	Expand Traditional	
Extend traditional sub-area to include old Marshall Field's building	Expand Traditional	
Fountain Square and Marshall Fields should be traditional	Expand Traditional	
Some areas not in traditional have a traditional feel	Expand Traditional	
Traditional areas are too small	Expand Traditional	
Traditional should not exclude "now"	Expand Traditional	
not enough traditional area	Expand Traditional	
fountain square block should be traditional	Expand Traditional	
expand the traditional areas	Expand Traditional	
leave fountain square as traditional	Expand Traditional	
add more and expand the traditional areas	Expand Traditional	
make fountain square block a traditional area	Expand Traditional	
marshall field, carlson building, orrington hotel - should be traditional	Expand Traditional	
increase traditional areas	Expand Traditional	
Basic concept is supported	Keep as is	
Yes, it is a good way to think about it	Keep as is	
Three district idea is good	Keep as is	
The core is swallowing the apple	Reduce core area	
Core area is too large	Reduce core area	
Make the core area smaller	Reduce core area	
	Reduce core area	