

Downtown Development Review



September 20, 2010

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Executive Summary

In December 2009, the Village of Mundelein retained BDI to provide a Downtown Development Review to guide the Village as it seeks to improve the vitality of its downtown. This project focused on the existing businesses and markets for Downtown Mundelein located at Illinois Routes 45 and 176. Unlike a previous Village study examining future potential for a regionally significant commercial center at the Mundelein commuter rail station, this study focused on immediate efforts to capitalize on improving sales in existing businesses and recruiting new tenants to existing properties. The assignment consisted of completing the following five project elements.

- Assembling retail attraction data for Downtown Mundelein with particular attention to demographic characteristics important to targeted recruitment efforts;
- Surveying Mundelein residents and customers of Mundelein businesses to determine their current shopping and dining behaviors and potential to increase local spending based on adding desired business categories;
- Identifying the current sales potential within markets available to Mundelein's existing businesses to establish market opportunities for future business recruitment;
- Examining peer communities to identify possible recruitment candidates and potential programming;
- Developing an information framework with useful tools to assist the Village in conducting and sustaining ongoing retail recruitment.

These tasks were divided among three project phases. Relevant project information was assembled in the first project phase. This included a review of previous data and economic development and planning reports provided to BDI by Village staff. In addition, BDI reviewed information about pending retail developments throughout the Village. Subsequent to this information review, BDI conducted a series of interviews with local developers, commercial real estate brokers, retailers, restaurateurs, and property owners. These interviews were conducted by phone and in person by BDI staff in February 2010. The purpose of these interviews was to discuss current market conditions and trends. BDI also met with the Stakeholder Breakfast Group and Mundelein Connect to learn more about issues important to downtown businesses. BDI reviewed relevant demographic data from the Experian database, including radii and drive-times, for downtown Mundelein. This data includes population, income, education, and spending potential for these markets:

- The Village of Mundelein
- ½ Mile Pedestrian Market
- 5-Minute Drive Time Convenience Market
- 15-Minute Drive Time Destination Market
- Lake County
- Chicago Metropolitan Area

Concluding the first phase was a Customer Survey. After obtaining agreement from Village staff on the contents of the survey instrument, this computer-based survey was distributed through local merchant email lists and available on the Village web site. The survey began March 8, 2010 and concluded on April 9, 2010, after 627 survey responses were received. The survey reliability or confidence level is 99% with a margin of error +/- 5%. Fundamentally, these survey results identify what respondents think, not why they think the way they do. The responses also identified non-Mundelein stores and restaurants where respondents had made purchases and where they dined recently. That list offers leads on businesses likely to be good additions to commercial developments throughout Mundelein.

While the survey was in process, the second project phase began. The overall community retail leakage and market share assessment was conducted. This leakage assessment compared sales in all Mundelein businesses to the spending power of Mundelein residents to estimate the Village market share capture. Market shares for the 5-minute and 15-minute drive time were also calculated. Using spending potentials researched during the first project phase, Mundelein market share by Illinois Department of Revenue category was estimated. This analysis pointed out opportunities for improved retail performance and enhanced business attraction.

Six peer communities in the Chicago area were evaluated during this same phase. These peer communities included Algonquin, Batavia, Cary, Lombard, McHenry, Mount Prospect. After initially considering 11 communities, the final five communities were selected in the February project meeting. This peer portion of the Mundelein study process had three objectives: to examine communities with similar characteristics and compare them with Mundelein; to assess the current retail character, lease rates, and business mix in those communities; and to identify potential business recruitment targets. Preliminary survey, peer community, and leakage and market share results were presented in a May 2010 project meeting.

After the survey was completed, tabulated, and analyzed, the survey results and the initial Plan market goals were presented at May 2010 project meeting. The analysis considered the full survey sample and five survey sub-groups:

- Mundelein Residents (N=447)
- Respondents who spend \$75+ per week in restaurants (N=192)
- Families with children (N=190)
- Empty nesters (N=176)
- New residents (N=106)

Key observations and detail about the survey results are included in the Survey section of this report. Results were also compared to the results of similar surveys in Chicago's Andersonville neighborhood, Grayslake, Lake Forest, Shorewood (Wisconsin), St. Charles and Western Springs.

At the same May meeting, Downtown Mundelein's overall issues and opportunities were presented in a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats).

Throughout the Plan process, BDI’s work emphasized the unique market issues facing Mundelein’s downtown and identified the businesses representing recruitment opportunities. Those businesses desired by survey respondents, identified in the peer communities, and recommended in the business profiles would also be welcomed and likely succeed in Mundelein’s other commercial centers.

Project findings are highlighted in this Executive Summary. This report’s other sections compile the results of the Consumer Survey; Peer Community Review; Strengths, Weaknesses, Opportunities and Threats, (SWOT) Analysis; and the Recruitment Value Platform that will serve as the base for an Action Plan.

Project Highlights

To learn more detailed information on project methodology and additional documentation for the highlights of the Retail Market Development Plan reported below, consult the draft report that follows.

Market Statistics

Using the Intersection of Route 45 and Hawley as a center point, Downtown Mundelein has these market characteristics:

	0.5 Miles:	5 Minutes	15 Minutes	Mundelein	Lake County	Chicago Metro Area
Population	2,914	28,906	181,761	31,234	703,084	9,540,736
Average Household Size	3.0	3.2	2.9	3.2	2.9	2.7
Average Household Income	\$78,645	\$94,103	\$114,597	\$90,618	\$107,913	\$79,857
Median Household Income	\$79,145	\$88,514	\$95,528	\$87,532	\$85,441	\$66,132
% In Residence 5 + Years	43.6	37.8	35.8	35.2	37.2	35.5
Total Employees	1,345	13,000	147,030	16,260	401,370	4,981,030
Jobs/Household	1.4	1.5	2.3	1.7	1.7	1.4
Total Retail Expenditure	\$24,584,919	\$253,871,560	\$2,053,461,927	\$266,492,846	\$7,288,337,159	\$87,190,852,075
Eating & Drinking	\$2,410,614	\$25,064,193	\$203,562,802	\$26,304,187	\$720,272,242	\$8,517,757,308
Grocery Stores	\$6,622,480	\$68,696,733	\$556,673,350	\$72,059,440	\$1,978,230,482	\$23,556,925,857
Pharmacy and Drug Stores	\$1,462,366	\$15,241,694	\$124,364,910	\$15,981,353	\$440,815,429	\$5,206,519,832
Demographic data © 2009 by Experian/Applied Geographic Solutions.						

- The narrow difference between average household income and median household income for Mundelein when compared to the 15-minute drive time and Lake County markets, shows the absence of income variation. Higher average than median household income occurs when there are very wealthy households “pulling-up” the market total.
- The median household income for all markets exceeds the \$75,000 threshold generally thought by retailers to identify markets with enough discretionary spending to support specialty stores and restaurants.
- The nearly 30,000 population within the 5-minute drive time convenience market exceeds the 25,000 population necessary to support a community level shopping cluster.
- Unlike the nearby bedroom communities, Downtown Mundelein’s nearby drive time markets have more jobs per household than the Chicago Metro area average.

Survey

- The restaurants of downtown Mundelein are attracting less frequent visits from respondents than restaurants in Downtown Libertyville and the Hawthorne Center area.
- The potential for additional dining in downtown Mundelein is apparent from survey results showing over 50% of those who dine weekly in Downtown Libertyville also dine weekly in the Hawthorne area while only 9% of those dining weekly in Downtown Libertyville also dine weekly in Downtown Mundelein. Also, the high restaurant spending subgroup is not significantly more likely to dine in Downtown Mundelein than other subgroups but is significantly more likely to dine in Downtown Libertyville than other subgroups are.
- Clearly, with only 13% making a purchase at least weekly, Mundelein residents have not embraced the shops of Downtown Mundelein.
- There appears to be a problem defining Downtown Mundelein because this low visit frequency contradicts the apparent success of conveniences like grocery, hardware, and drug stores.
- New residents are significantly less likely to make a purchase in Downtown Mundelein than other subgroups.
- New residents appear to spend slightly more and therefore are an important group to attract.
- The best immediate response to information identifying the items most likely to increase Downtown spending is for existing stores to improve sales by stocking the requested items or if already in stock, advertising the item’s availability.
- Current restaurants can benefit from promoting casual dining desired by nearly 90% of respondents.
- The high inclination to spend more across all restaurants categories should be viewed as an interest in creating a strong dining cluster.
- It is particularly concerning that safety is perceived as no better than average by 80% of the new residents.
- The comparatively lower rating of “Attractiveness” should be further investigated to determine specific elements of concern.
- The relatively low ratings of store hours and variety of goods available present a challenge to existing stores and property owners.
- Downtown stores that are open weekdays and Saturdays have accesses to 93% of the market.
- With over half of the respondents working from home some of the week, there is a greater opportunity for daytime business than traditional employment counts suggests.

Market Share Analysis

Mundelein’s retail stores not only deliver service to community residents, they support the village revenue base through municipal sales tax. Although, at a minimum, communities seek to collect at least as much sales tax as their residents pay, a 100% market share capture rate, communities able to capitalize on high traffic volume and the power of strong co-tenancies often greatly exceed that goal. The table that follows analyzes Mundelein’s capture rate by category.

	Sales	Village Spending Power	Capture Rate	15-minute Spending Power	Capture Rate
Food	\$ 88,284,432	\$72,059,440	123%	\$556,673,350	16%
Drinking and Eating Places	\$ 43,457,919	\$26,304,187	165%	\$203,562,802	21%
Total	\$ 432,683,123	\$266,492,846	162%	\$2,053,461,927	21%

Source: Illinois Department of Revenue, Demographic data © 2009 by Experian/Applied Geographic Solutions, BDI.

- Mundelein has exceeded the typical community goal of attracting 100% of the sales tax revenue paid by its residents with stores in Mundelein attract 162% of total Mundelein resident spending.
- Mundelein has capitalized on transportation and site advantages along its regionally significant traffic corridors, Routes 60, 83, 45 and 176. As the recent, Mundelein Crossing project demonstrates, the village has the potential to greatly exceed the basic goal of receiving at least as much sales tax revenue as Mundelein residents pay.
- Overall shopping development in Mundelein has capitalized on clustering, a concept that relies on the need to compare and therefore have competitors within close proximity. Clustering means shopping is not spread evenly over the regional area and new clusters grow and aging clusters contract as businesses choose locations that intercept consumers as they travel to currently “hot” shopping destinations.
- The opportunity for Downtown Mundelein is intercepting customers traveling to regional clusters on the high traffic routes, 176 and 45, as they pass through Downtown.
- Interviews associated with this project revealed that sales per square foot in Downtown Mundelein businesses lag regional benchmarks. Increasing sales in existing businesses is an immediate opportunity to capture market share because it generates more sales without a high investment in new development or extensive remodeling.
- Although the consensus of business owners interviewed for this project was that Urban Land Institute’s national sales per square foot medians most accurately estimated Downtown sales, it should be noted that in general Chicago metropolitan area shopping districts need to perform at a higher level to meet the higher expenses of a metropolitan area location.

Peer Communities: Antioch, Geneva, Lake Zurich, Libertyville, and Woodstock

- All of Mundelein’s peer downtowns have significant numbers of service businesses and professional practices among their overall business mix. These downtowns generally function as a series of destinations, often lacking connection and impeding pedestrian circulation.
- The economic impact of Metra riders typically is a 5-10% increase in revenues for businesses located near the station. This impact offers a “bonus market,” helping those nearby businesses increase their operating margins, versus a supporting the addition of new businesses in the station area.
- Vacancies were evident in each of the peer downtowns.
- All peer downtowns had the traditional mix of downtown uses that included service businesses, unique retailers, food and beverage businesses, and local government offices and community institutions.
- Asking lease rates in Mundelein (Downtown: \$7 to \$10, other areas: \$6.40 to \$25) are generally comparable or lower than asking rates in the peer communities.

Summary

Although the Project Update for the Downtown Development Review captures a statistical snapshot of Mundelein’s existing condition and market, that information is a benchmark, not the project goal. That benchmark will allow Mundelein to measure growth as Downtown businesses seek to improve their sales per square foot to the same level as other Chicago metropolitan area shopping districts. The tools established through this project are designed to be updated by the staff and to be a competitive advantage as the Village supports property owner’s efforts to improve tenant performance and recruit new tenants.

Market Share Analysis

Introduction

Calculating Market Share, the portion of the total available sales won by an individual business or a group of similar businesses, reveals how much potential there is to grow the businesses by capturing more of the available sales. Understanding market share by category reveals the relative competitiveness of a community's offering in a business category and allows comparison of offerings in different business categories. For a shopping district, the market share is the total sales of all businesses divided by a logical market's total spending.

Methodology

The calculation of market share is straight forward. If a community's children's apparel sales are \$860,000 and the people in the community spend a total of \$2,000,000 on children's apparel, then the market share is $\$860,000/\$2,000,000$ or 43%. Correctly determining community and store sales and category spending power are key to creating an accurate understanding of market share and developing a strategy for improving capture rates.

Logical Markets

For the purposes of analyzing market share, three populations were identified:

- Affiliated Market: Residents of Mundelein who are proud of their community and seek to support the businesses located there
- Convenience Market: The population living within 5-minutes who can easily travel to Mundelein for their everyday needs
- Destination Market: The population living within 15 minutes who could be attracted to Mundelein for items or dining experiences not available closer to home.

Due to the close connection with the neighborhood and the desire of Downtown businesses to connect with pedestrians, the half mile extended walking area population was also identified. This market is most accessible to Downtown businesses and its demographic character establishes the image of Downtown Mundelein.

The table below reveals key characteristics of residents living in these markets and the region. Appendix 1 provides detailed information useful for local businesses to better understand the markets and the region.

	Mundelein	0.5 Miles:	5 Minutes	15 Minutes	Lake County	Chicago- Metro Area
Population	31,234	2,914	28,906	181,761	703,084	9,540,736
Average Household Size	3.2	3.0	3.2	2.9	2.9	2.7
Household Average Income	\$90,618	\$78,645	\$94,103	\$114,597	\$107,913	\$79,857
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Jobs/Household	1.7	1.4	1.5	2.3	1.7	1.4
Total Retail Expenditure	\$266,492,846	\$24,584,919	\$253,871,560	\$2,053,461,927	\$7,288,337,159	\$87,190,852,075
Eating & Drinking	\$26,304,187	\$2,410,614	\$25,064,193	\$203,562,802	\$720,272,242	\$8,517,757,308
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Pharmacy and Drug Stores	\$15,981,353	\$1,462,366	\$15,241,694	\$124,364,910	\$440,815,429	\$5,206,519,832
Demographic data © 2009 by Experian/Applied Geographic Solutions.						

With retail spending power over \$250 million in the drive time convenience market and over \$2 billion in spending in the destination market, there are opportunities for existing businesses and new businesses of all types to successfully meet sales per store benchmarks.

Downtown Mundelein Business Improvement Implications

- The narrow difference between household income and median household income for Mundelein when compared to the 15-minute drive time and Lake County markets, shows the absence of income variation. The higher average household income occurs when there are very wealthy households “pulling-up” the market total.
- The median household income for all markets exceeds the \$75,000 threshold generally thought by retailers to identify markets with enough discretionary spending to support specialty stores and restaurants.
- The nearly 30,000 population within the 5-minute drive time convenience market exceeds the 25,000 population necessary to support a community level shopping cluster.
- Unlike nearby bedroom communities, Downtown Mundelein and its nearby drive time markets have more jobs per household than the regional average

Total Available Spending Power

The sales available to any business are limited by the category purchasing power of residents living in its logical market plus additional purchasing power associated with unusual circumstances like a nearby attractions or a concentration of employment. The table below uses the Experian national database to report the purchasing power by selected categories and in total for markets that logically might be served by Mundelein businesses.

	0.5 Miles:	5 Minutes	15 Minutes	Mundelein
Appliances and Electronics Stores	\$1,058,919	\$11,111,461	\$90,272,087	\$11,657,943
Art Dealers	\$14,375	\$156,595	\$1,309,367	\$163,613
Book Stores	\$352,269	\$3,562,708	\$28,479,579	\$3,744,663
Full Service Restaurants	\$1,158,700	\$12,065,310	\$98,090,492	\$12,660,676
Furniture Stores	\$591,022	\$6,285,297	\$51,865,471	\$6,583,948
Hardware Stores	\$240,394	\$2,532,996	\$20,720,634	\$2,654,841
Jewelry Stores	\$313,841	\$3,491,707	\$29,551,315	\$3,638,535
Limited Service Restaurants	\$1,146,078	\$11,854,882	\$95,937,888	\$12,446,586
Liquor Stores	\$190,579	\$2,023,045	\$16,665,943	\$2,120,851
Optical Goods Stores	\$132,531	\$1,312,077	\$10,444,594	\$1,382,563
Pet and Pet Supply Stores	\$71,183	\$717,899	\$5,701,508	\$755,620
Pharmacy and Drug Stores	\$1,462,366	\$15,241,694	\$124,364,910	\$15,981,353
Shoe Stores	\$156,352	\$1,563,404	\$12,320,922	\$1,647,064
Sporting Goods Stores	\$230,830	\$2,347,594	\$18,790,433	\$2,467,763
Demographic data © 2009 by Experian/Applied Geographic Solutions.				

The Experian data service relies on its credit division to project total spending by anonymously consolidating information on the purchases made by residents of the area and areas with similar demographic characteristics to estimate a population's purchasing power. Those purchases are made in many communities as residents choose where to buy the goods and services that they need based on their satisfaction with the goods and services offered by different stores. Appendix 2 reports spending potential for more than 70 types of stores, restaurants and services.

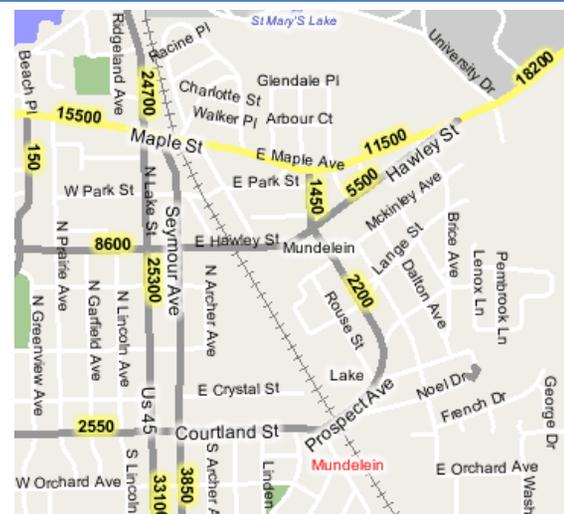
Community-Wide Market Share Analysis

At a minimum, communities seek to collect at least as much sales tax as their residents pay, a 100% market share capture rate. The table below reveals that stores in Mundelein attract 162% of total Mundelein resident spending. This high percentage occurs because Mundelein's Shopping Centers have large format retailers who attract spending from an area beyond Mundelein and its Downtown's 5-minute drive time area.

	Sales	Village Spending Power	Capture Rate	5-minute Spending Power	Capture Rate	15-minute Spending Power	Capture Rate
Food	\$88,284,432	\$72,059,440	123%	\$68,696,733	129%	\$556,673,350	16%
Drinking and Eating Places	\$43,457,919	\$26,304,187	165%	\$25,064,193	173%	\$203,562,802	21%
Total	\$432,683,123	\$266,492,846	162%	\$253,871,560	170%	\$2,053,461,927	21%

Source: Illinois Department of Revenue, Demographic data © 2009 by Experian/Applied Geographic Solutions, BDI.

Although logically it may seem that a capture rate over 100% suggests a saturated market, retail clusters, whether enclosed malls like Hawthorne Center or open air shopping, attract the largest share of all shopping. Because comparison is a key shopping behavior, stores need to be near their competition to facilitate comparison and thereby win higher sales. That is why Wal-Mart proposes to locate in Mundelein near Target. Clustering means shopping is not spread evenly over the regional area. New clusters grow and aging clusters contract as businesses choose locations that intercept consumers as they travel to shopping destinations. Catching site of an intriguing business can cause a consumer planning to visit a different store or restaurant to change behavior and visit the eye catching place instead. This is an opportunity for Downtown Mundelein because shoppers traveling to regional clusters pass Downtown and therefore can be intercepted. As this map documenting average daily traffic verifies, Downtown Mundelein has good exposure to high traffic corridors.



Downtown Mundelein Business Improvement Implications

- Interviews associated with this project revealed that sales per square foot in many Mundelein businesses, especially Downtown, lag regional benchmarks. Increasing sales in existing businesses is an immediate opportunity to make progress toward higher sales capture because it generates more sales without a high investment in new development or extensive remodeling.
- Although the consensus of business owners interviewed for this project was that Urban Land Institute's national sales per square foot medians most accurately estimated Downtown sales, it should be noted that in general Chicago metropolitan area shopping districts need to perform at a higher level to meet the higher expenses of a metropolitan area location.

Survey

In an effort to determine what businesses, events, promotional materials, and policies would attract new tenants and a larger share of resident's time and dollars to Mundelein's downtown, BDI developed a survey instrument to poll Mundelein residents and shoppers. The web-based survey was pretested, and question-clarifying adjustments were made between January 19, 2010 and March 6, 2010. On March 8, 2010 the survey link was placed on the Village website and it was announced in a Village press release and sent to the Mundelein Business Association. Responses were accepted through April 9, 2010. This report documents the 627 responses to the web-based survey.

Methodology

To determine whether the response sample is representative, the table below compares the age of survey respondents to the population of Mundelein as a whole.

	Population	Survey
Age 20 - 24	11%	0.5%
Age 25 - 34	21%	6.8%
Age 35 - 44	22%	18.0%
Age 45 - 54	21%	32.0%
Age 55 - 64	13%	27.1%
Age 65 - 74	7%	13.0%
Age 75+	4%	2.6%

This sample of 627 is 99% accurate within a range of + or – 5%. Although the respondents overrepresented the 45 to 64 age group and underrepresented the younger and older age cohorts, the overrepresented ages generally have high-spending lifestyles that are critical to the success of Mundelein's commercial areas. With 627 responses, it will be possible to isolate the underrepresented cohorts if a potential tenant is interested in learning more about respondents' answers to specific questions. Consequently, this sample can be used to understand the community's impressions and aspirations for Mundelein's Central Business District.

The information that follows documents the full response and the response variation in these six subgroups. (Note that N = the number of respondents in each group.)

1. Mundelein Residents (N=447)
2. Respondents who spend \$75+ per week in restaurants (N=192)
3. Families with children (N=190)
4. Empty nesters (N=176)
5. New residents (N=106)

Other than the new residents, each subgroup has at least 150 respondents but is not so large that it replicates the full sample. Each subgroup with at least 150 members has a confidence interval of around + or – 8% and consequently a true difference from the total sample or other subgroups will be identified by an 8% variance. As the results that follow show, there were many similarities and only a few differences in the groups’ responses to the survey questions. Differences that are significant because they exceed the 8% variation that shows them to be beyond a chance variation are noted by green shading.

In calculating percentages of respondent’s satisfaction or inclination to spend, “I don’t know” responses were removed from the totals before rankings were created. Making this adjustment removed potential misinterpretation that results when an unusually high “I don’t know” response reduces the favorable response percentage compared to other items with a lower “I don’t know response.”

To offer perspective on Mundelein’s results, they are compared to results in these communities where BDI has conducted nearly identical surveys. Because communities in Illinois compete for retail and restaurant businesses, the analysis disguises the community’s identities.

	Population	Households	Survey response	% Response
Andersonville	17,354	7,235	547	8%
Grayslake	22,990	7,699	1121	15%
Lake Forest	20,665	6,711	877	13%
Mundelein	31,234	9,647	627	6%
Shorewood	12,983	6,319	528	8%
St Charles	33,522	12,309	416	3%
Western Springs	12,140	4,248	619	15%

Based on the survey analysis and comparison to other surveyed communities, there are observations about the results and, where appropriate, recommendations suggesting ways to improve the sales and profitability of downtown businesses. The appendix details the responses to open ended questions.

Question 1: In an average month, how many times do you dine in these commercial areas?

This question details the respondents dining frequency for Downtown Mundelein and alternative commercial districts. The subgroup response analysis compares the percent of respondents who reported visiting each area at least once per week.

Answer Options	Never	3 or fewer times	Weekly	A few times per week	Daily	Response Count
Downtown Mundelein	41%	46%	9%	4%	0%	613
Downtown Long Grove	83%	16%	1%	0%	0%	598
Downtown Libertyville	32%	55%	12%	1%	0%	610
Lincolnshire Commons area	61%	36%	3%	0%	0%	596
Deer Park Town Center	64%	34%	2%	0%	0%	596
Mundelein Crossing	55%	37%	6%	2%	0%	596
Hawthorn Center area	32%	54%	11%	4%	0%	605
Gurnee area	65%	32%	3%	1%	0%	583
Other (please specify)						68
<i>answered question</i>						624
<i>skipped question</i>						3

<i>Downtown Mundelein Dining Frequency</i>						
	Never	3 or fewer times	Weekly	A few times per week	Response Count	
Full Sample	41%	46%	9%	4%	613	
Residents	36%	49%	11%	4%	438	
With Children	42%	45%	10%	3%	187	
Empty Nesters	41%	45%	9%	5%	172	
New Residents	46%	47%	6%	1%	102	
Hi Restaurant Spending	34%	49%	12%	4%	189	

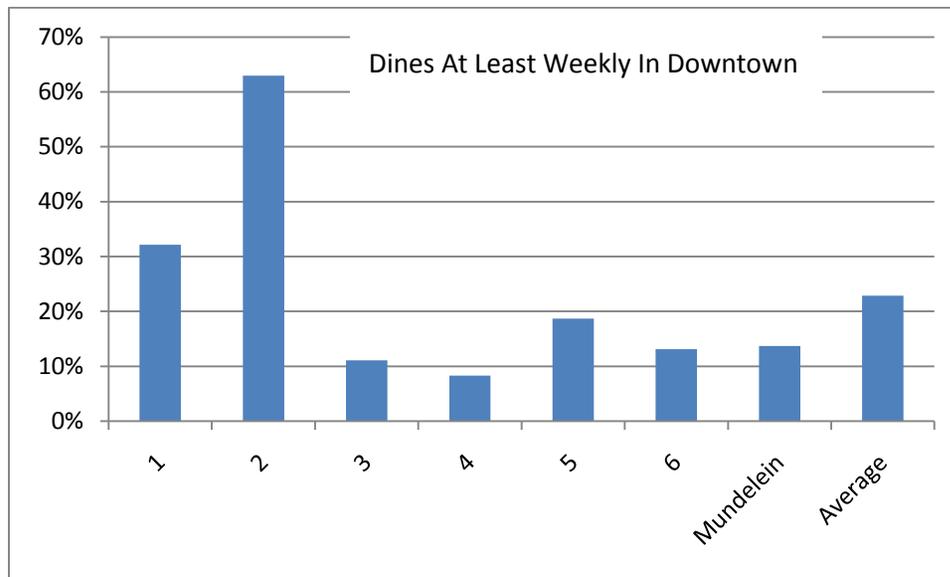
Downtown Libertyville Dining Frequency

	Never	3 or fewer times	Weekly	A few times per week	Response Count
Full Sample	32%	55%	12%	1%	610
Residents	33%	56%	10%	1%	435
With Children	32%	53%	14%	1%	187
Empty Nesters	32%	58%	8%	2%	171
New Residents	24%	64%	11%	0%	105
Hi Restaurant Spending	22%	57%	18%	3%	190

Hawthorne Center Area dining Frequency

	Never	3 or fewer times	Weekly	A few times per week	Response Count
Full Sample	32%	54%	11%	4%	605
Residents	31%	55%	11%	3%	431
With Children	26%	61%	9%	5%	185
Empty Nesters	36%	51%	10%	4%	171
New Residents	30%	55%	11%	4%	101
Hi Restaurant Spending	23%	58%	13%	6%	185

Comparison to Sample Communities



Observations

- Because no one dines daily in any location, that row was removed from the subgroup analysis
- The restaurants of downtown Mundelein are attracting less frequent visits than restaurants in Downtown Libertyville and the Hawthorne Center area;
- With more respondents dining weekly in Downtown Libertyville and the Hawthorne Center area, they represent an opportunity for increased dining in downtown Mundelein. Over 50% of those who dine weekly in Downtown Libertyville also dine weekly in the Hawthorne area while only 9% of those dining weekly in Downtown Libertyville also dine weekly in Downtown Mundelein;
- The high restaurant spending subgroup is not significantly more likely to dine in Downtown Mundelein than other subgroups but is significantly more likely to dine in Downtown Libertyville.
- Capturing more dining appears to be an important opportunity.

Question 2: In an average month, how many times do you make a purchase in these commercial areas?

This question details the respondents shopping frequency for Downtown Mundelein and alternative commercial districts.

Answer Options	Never	3 or fewer times	Weekly	A few times per week	Daily	Response Count
Downtown Mundelein	41%	40%	13%	5%	2%	611
Downtown Long Grove	87%	13%	1%	0%	0%	600
Downtown Libertyville	50%	41%	8%	1%	0%	611
Lincolnshire Commons area	78%	20%	2%	0%	0%	594
Deer Park Town Center	53%	41%	6%	1%	0%	598
Mundelein Crossing (Target)	15%	34%	32%	18%	1%	610
Long Meadow Shopping Center (Dominicks)	32%	34%	22%	11%	1%	606
Route 45/Townline Road area (Jewel/Garden Fresh)	29%	35%	25%	10%	1%	605
Hawthorn Center area	21%	59%	16%	4%	0%	608
Gurnee area	64%	31%	3%	1%	0%	582
Other (please specify)						38
<i>answered question</i>						624
<i>skipped question</i>						3

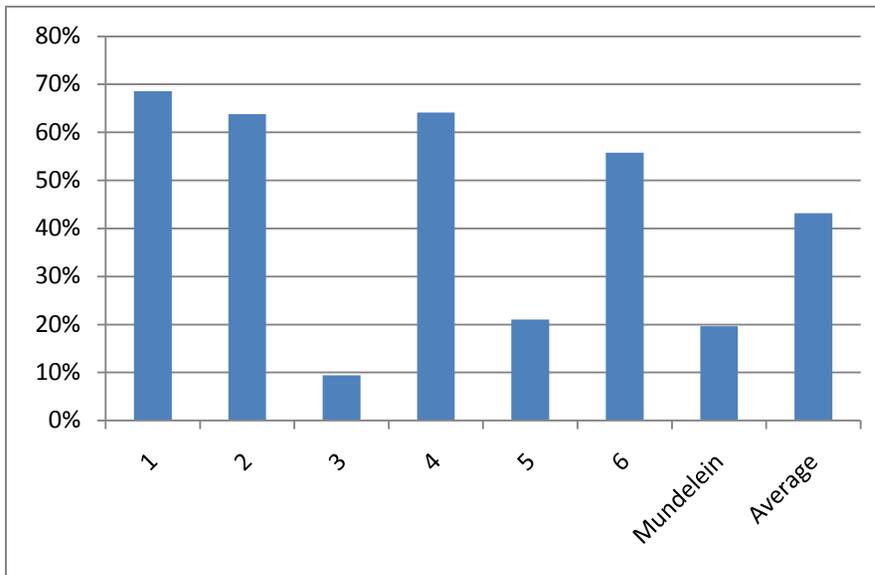
<i>Downtown Mundelein Shopping Frequency</i>					
	Never	3 or fewer times	Weekly	A few times per week	Daily
Full Sample	41%	40%	13%	5%	2%
Residents	33%	44%	15%	6%	2%
With Children	46%	40%	9%	5%	1%
Empty Nesters	36%	42%	14%	5%	3%
New Residents	50%	39%	10%	1%	0%
Hi Restaurant Spending	42%	39%	12%	5%	2%

Mundelein Crossing Shopping Frequency

	Never	3 or fewer times	Weekly	A few times per week	Daily
Full Sample	15%	34%	32%	18%	1%
Residents	5%	34%	38%	21%	1%
With Children	14%	26%	35%	22%	3%
Empty Nesters	12%	41%	33%	14%	0%
New Residents	10%	34%	30%	27%	0%
Hi Restaurant Spending	15%	29%	33%	22%	2%

Comparison to sample communities

Purchases At Least Weekly In Downtown



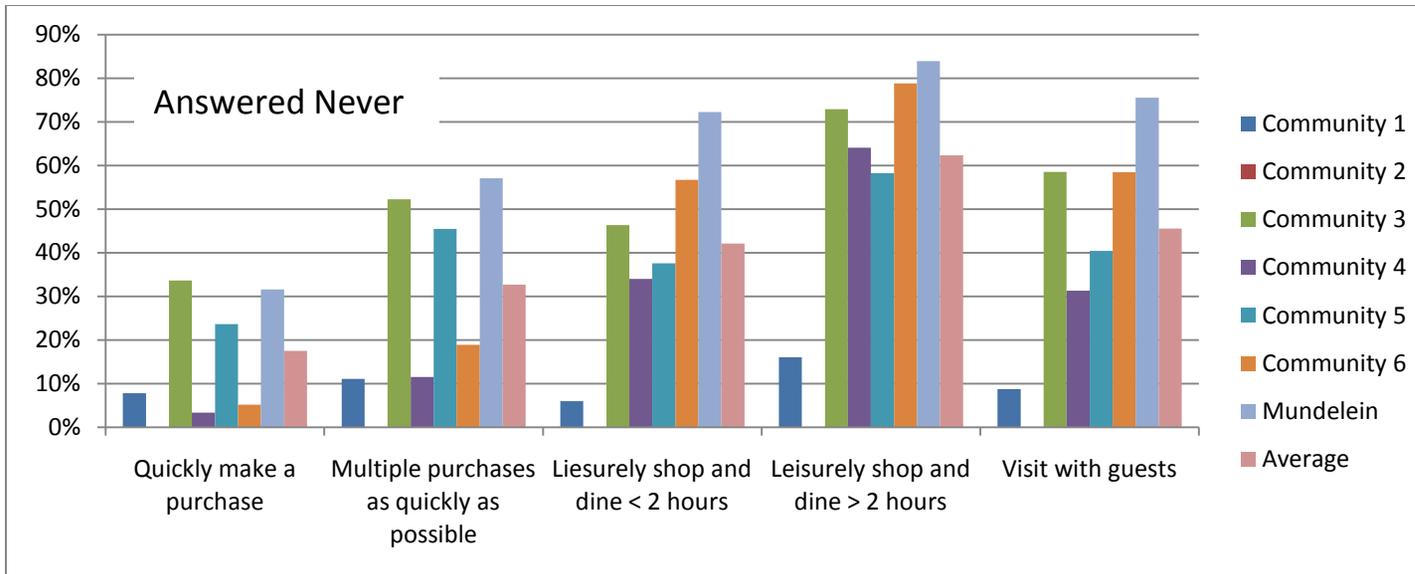
- Clearly, with only 13% making a purchase at least weekly, Mundelein residents have not embraced the shops of Downtown Mundelein;
- Grocery shopping is the most common form of weekly shopping so locations with grocery stores like Long Meadow shopping Center and the Route 45/Townline area have higher weekly utilization rates (63%);
- The key to frequent shopping is the convenience goods needed for every day with grocery, hardware, and drug stores this low frequency suggests that the respondents may not have defined downtown to include those businesses;
- New residents are significantly less likely to make a purchase in Downtown Mundelein, there is little subgroup variation;
- The high “never” frequency associated with Downtown Long Grove, and Lincolnshire Commons mean that successful businesses in those locations would not cannibalize their existing sales by opening a second store or restaurant in Downtown Mundelein.

Question 3: When shopping in Downtown Mundelein, how often do you:

This question seeks to understand how respondent current utilize the businesses in Downtown Mundelein. The results help policy makers determine parking policies and recognize the need to promote multi-stop visits as a way to improve store and restaurant sales and profitability.

Answer Options	Never	A few times each year	Monthly	Weekly	A few times each week	Daily	Response Count
Quickly enter a store, make a purchase, and end your shopping trip	32%	30%	16%	15%	6%	1%	608
Visit multiple businesses with a plan to purchase specific items as quickly as possible	57%	21%	12%	7%	3%	0%	598
Leisurely shop and dine for less than 2 hours	72%	19%	5%	3%	1%	0%	601
Leisurely shop and dine for more than 2 hours	84%	12%	3%	1%	0%	0%	591
Visit with guests from another community	76%	18%	4%	2%	0%	1%	593
<i>answered question</i>							610
<i>skipped question</i>							17

	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Quickly enter a store, make a purchase, and end your shopping trip	32%	25%	32%	30%	38%	33%
Visit multiple businesses with a plan to purchase specific items as quickly as possible	57%	50%	61%	55%	62%	59%
Leisurely shop and dine for less than 2 hours	72%	69%	75%	73%	71%	69%
Leisurely shop and dine for more than 2 hours	84%	82%	85%	85%	85%	81%
Visit with guests from another community	76%	73%	78%	76%	78%	72%



Observations

- The current shopping behavior emphasizes quick trips rather than leisurely enjoyment of a special environment;
- A two hour limit on most parking spaces seems reasonable.
- Overall respondents were generally less likely to visit Downtown Mundelein than the respondents in other community surveys.

Question 4: How would the addition of these stores and services affect the amount that you spend in Downtown Mundelein?

This question provides information on the most desirable additional merchandise and new tenants. The subgroup analysis examines the categories where respondents indicated that they would spend a little more or a lot more if that business category were added to Downtown Mundelein. Although the graph below sorts the response from the most to least likely to attract a lot more spending, during the survey responses were randomized so the order would not impact the results.

Answer Options	I would spend a lot more	I would spend a little more	No change	I do not know	Response Count
Books	25%	42%	33%	6%	604
Organic Green Grocer	20%	31%	49%	8%	594
Specialty Prepared foods	17%	42%	40%	9%	588
Home Accessories	17%	47%	36%	7%	594
Greeting Cards/Gifts	15%	38%	47%	5%	593
Sporting Goods	15%	40%	45%	8%	587
Women's Apparel	15%	42%	43%	6%	593
Fine Wine & Spirits	14%	32%	53%	6%	590
Shoes	14%	42%	44%	6%	597
Pet Supplies	13%	29%	58%	8%	585
Craft Supplies	12%	34%	54%	6%	583
Gardening Supplies	12%	38%	50%	8%	588
Health Food	11%	26%	64%	7%	587
Men's Apparel	10%	40%	50%	10%	590
Children's Apparel	9%	22%	69%	6%	586
Hardware	8%	29%	62%	6%	588
Furniture	8%	29%	63%	10%	591
Make-up/Cosmetics	7%	21%	72%	9%	582
Art Gallery	7%	22%	72%	11%	584
Pharmacy	6%	14%	80%	5%	579
Fine Jewelry	4%	14%	82%	8%	583
Florist	3%	13%	84%	7%	584
				Other (please specify)	64
				answered question	617
				skipped question	10

I would spend a little or a lot more						
	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Books	67%	72%	70%	63%	68%	69%
Home Accessories	64%	69%	63%	62%	73%	66%
Specialty Prepared foods	60%	63%	55%	61%	63%	68%
Women's Apparel	57%	62%	53%	63%	68%	62%
Shoes	56%	61%	53%	53%	60%	56%
Sporting Goods	55%	59%	68%	45%	46%	63%
Greeting Cards/Gifts	53%	60%	49%	56%	62%	56%
Organic Green Grocer	51%	56%	54%	45%	58%	51%
Gardening Supplies	50%	52%	47%	52%	44%	49%
Men's Apparel	50%	55%	52%	59%	53%	60%
Fine Wine & Spirits	47%	51%	45%	44%	44%	57%
Craft Supplies	46%	50%	47%	46%	49%	42%
Pet Supplies	42%	45%	42%	37%	39%	38%
Hardware	38%	42%	33%	43%	42%	39%
Furniture	37%	37%	40%	36%	34%	38%
Health Food	36%	39%	40%	28%	43%	37%
Children's Apparel	31%	33%	46%	27%	32%	29%
Art Gallery	28%	30%	28%	29%	36%	31%
Make-up/Cosmetics	28%	30%	29%	26%	38%	28%
Pharmacy	20%	22%	19%	19%	21%	20%
Fine Jewelry	18%	21%	11%	20%	33%	22%
Florist	16%	18%	15%	16%	19%	19%

Observations

- The best immediate response to this information is for existing stores to improve sales by stocking the requested items or if already in stock, advertising the item's availability;
- The New Residents subgroup varied more from the full sample than other subgroups; (Partly explained by smaller sample and high "I don't know.")
- Subgroups showed expected lifestyle matches like families with high interest in children's apparel. No business is key to attracting specific subgroups.

Question 5: In the last month, what have you purchased that you wish you could have bought in Downtown Mundelein?

This question provides information that will be useful in encouraging existing and potential businesses to tailor their offering to the items most desired by survey respondents. 340 respondents offered 659 items. This table lists the most common responses and the full list is provided in the appendix.

Purchased Elsewhere	
Purchase	# Responses
Apparel	125
Dining	81
Organic and Specialty Foods	65
Books and CDs	54
Groceries and Bulk Foods	42
Gifts and Cards	41
Shoes	34
Hobby and Crafts	30
Home Accessories	18
Health and Beauty	18
Hardware and Tools	17

Observations

- These answers confirm the previous question results and prepared respondents to answer question six.

Question 6: Please provide the name and location of the store where you made that purchase.

This question provides a list of recruitment targets and identifies challenges in providing the sites favored by the residents' current selections. This table lists those stores noted most often by survey respondents. Appendix 3 contains a complete list of the other stores listed by respondents.

Named Stores	
Retailer	# Responses
Barnes & Noble/Borders	49
Kohl's	43
SportMart/Sports Authority/Dick's	36
Trader Joe's	33
Costco/Sam's Club	23
Target	23
Carson's	22
Wal-Mart	20
Internet	20
Whole Foods Market	18
Macy's	17
Hallmark (Various)	16
JoAnn Fabrics	16

Observations

- Kohl's, Costco, Target and WalMart's price points are hard to meet in a lower volume small store illustrating the challenge inherent in competing for the purchases respondents indicated that they would like to make in Downtown Mundelein;
- The less frequently mentioned, unique, independents stores are more viable recruitment targets.

Question 7: In an average week, how much would you estimate that your household spends on meals away from home (full-service restaurants, take-out, drive-through, etc.)?

This question quantifies the amount that could be spent by respondents on various dining options in Downtown Mundelein.

Answer Options	Response Percent	Response Count
Less than \$25	15.8%	97
\$25 to \$49.99	30.7%	189
\$50 to \$74.99	22.3%	137
\$75 to \$99.99	15.9%	98
\$100 to \$199.99	13.2%	81
Over \$200	2.1%	13
<i>answered question</i>		615
<i>skipped question</i>		12

Answer Options	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Less than \$25	15.8%	12.6%	9.5%	17.8%	7.6%	0.0%
\$25 to \$49.99	30.7%	32.3%	28.4%	29.9%	38.1%	0.0%
\$50 to \$74.99	22.3%	22.3%	26.8%	21.3%	19.0%	0.0%
\$75 to \$99.99	15.9%	16.3%	15.3%	16.7%	16.2%	51.0%
\$100 to \$199.99	13.2%	13.8%	16.3%	12.6%	18.1%	42.2%
Over \$200	2.1%	2.7%	3.7%	1.7%	1.0%	6.8%

Observations

- The national economy has impacted the respondents' answer to this question;
- New residents appear to spend slightly more and therefore are an important group to attract;
- Other subgroups are consistent with the exception of those determined by this question.

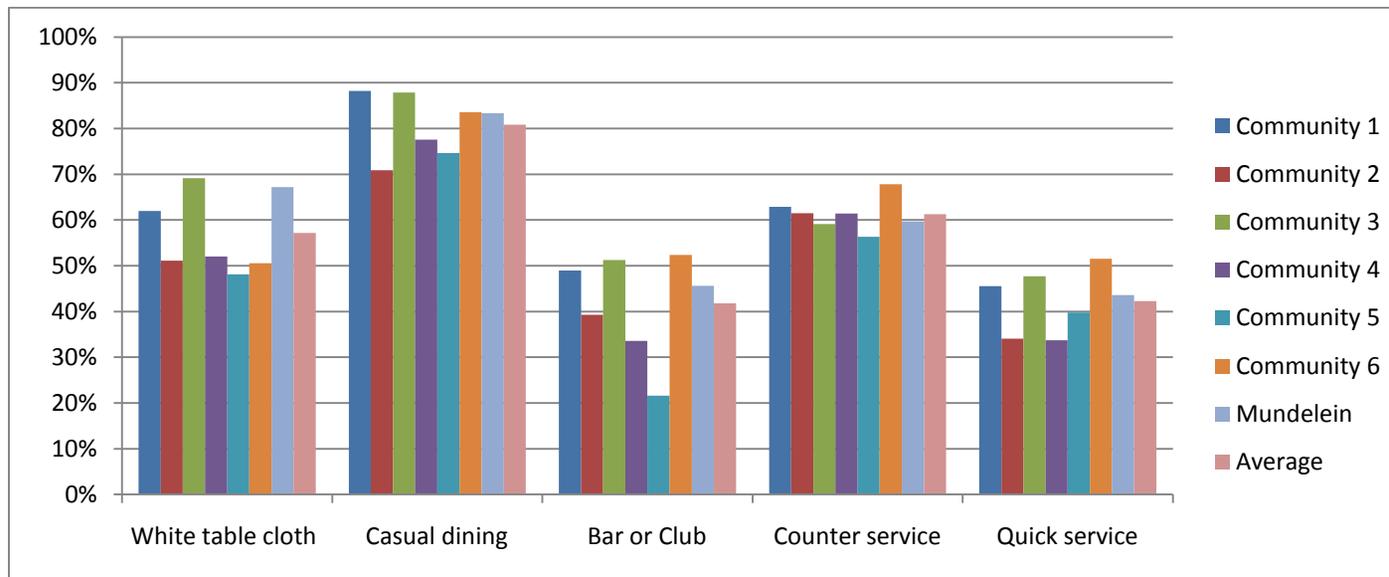
Question 8: How would the addition of these restaurants affect the amount you spend in Downtown Mundelein?

This question provides information on the most desirable new restaurant categories.

Answer Options	I would spend a lot more	I would spend a little more	No change	I do not know	Response Count
White table cloth restaurant (Leisurely dining, gourmet food, prices matching full service level)	21%	46%	33%	28	601
Casual dining (family oriented menu, with full service)	39%	44%	17%	16	604
Bar or Club (Limited food options and a focus on entertainment or sports)	15%	30%	54%	24	590
Counter service restaurant (Order at counter, employee brings food to the table or carryout)	18%	41%	40%	26	596
Quick service restaurant (Order and receive food at counter, drive thru service)	13%	31%	56%	27	589
<i>answered question</i>					610
<i>skipped question</i>					17

<i>Answered would spend a little or a lot more</i>						
Answer Options	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Casual dining (family oriented menu, with full service)	83%	90%	88%	82%	89%	91%
White table cloth restaurant (Leisurely dining, gourmet food, prices matching full service level)	67%	73%	64%	72%	84%	83%
Counter service restaurant (Order at counter, employee brings food to the table or carryout)	60%	64%	63%	50%	64%	60%
Bar or Club (Limited food options and a focus on entertainment or sports)	46%	48%	51%	33%	40%	59%
Quick service restaurant (Order and receive food at counter, drive thru service)	44%	46%	45%	35%	48%	44%

Comparison to sample communities



Observations

- Current restaurants can benefit from promoting casual dining desired by nearly 90% of respondents;
- A bar or club appeals to the high restaurant spending subgroup but not the empty nesters;
- The relatively high inclination to spend more across all categories shows a desire to add more restaurants in general that should be viewed as an interest in creating a strong dining cluster.

Question 9: In the past month, what non-Downtown Mundelein restaurants did you patronize that you believe would be good additions to Downtown Mundelein?

This question provides tenant suggestions for multiple dining formats. The restaurants listed most often by respondents are in the table below. Appendix 4 contains list of all restaurants patronized and listed by survey respondents.

Named Restaurants	
Restaurants	# Responses
Panera Bread	110
Portillo's	59
Olive Garden	39
Chipotle	37
Mickey Finn's	26
TGI Friday's	26
Corner Bakery	24
Chili's	21
Egg Harbor	16
Firkin	16
Applebee's	14

Observations

- Existing restaurants seeking to make changes can use these businesses as models for altering their restaurant in ways that could be more successful;
- Again, frequency of mention is not as important as match to available space so the full list better provides recruitment targets.

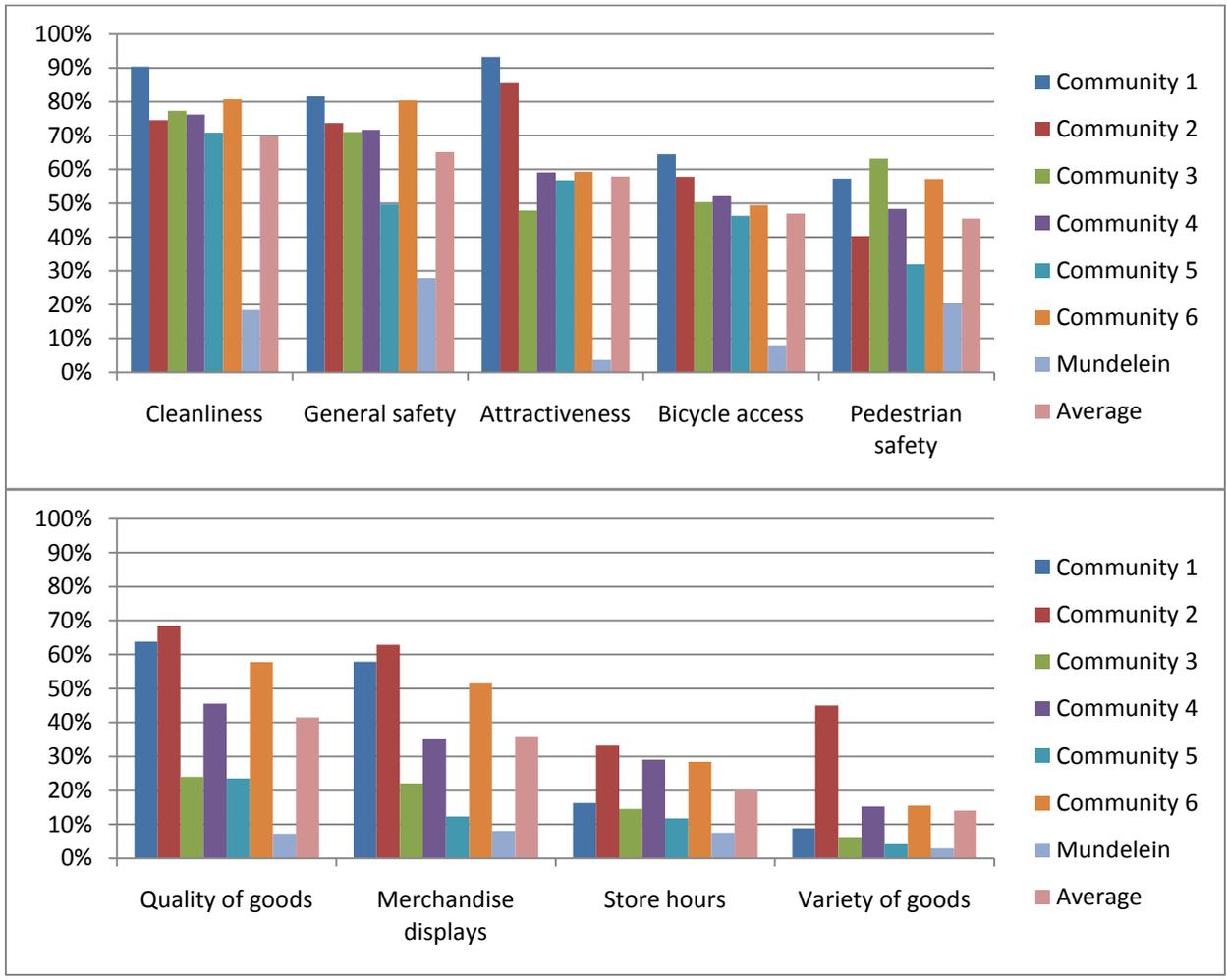
Question 10: Rate your overall satisfaction with these factors as they apply to the Downtown Mundelein:

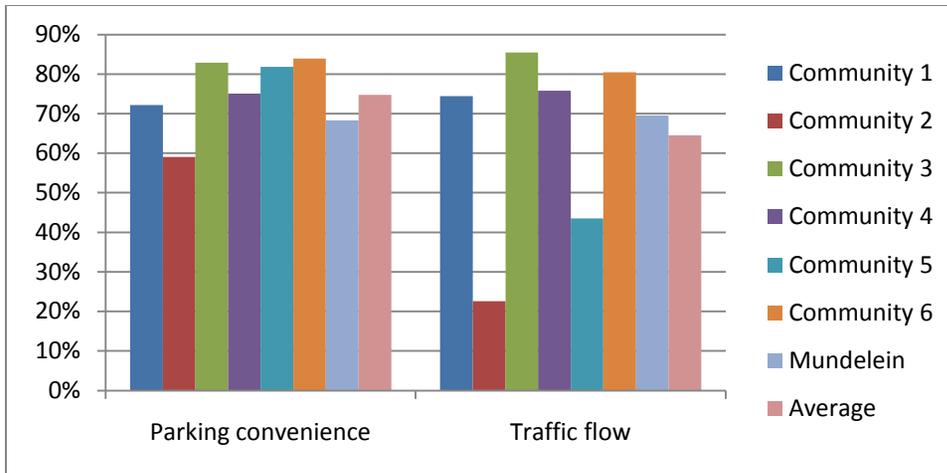
This question provides general information on elements of the Downtown Mundelein experience. The subgroup summary tables are divided into items controlled by retailers, items controlled by the community, and parking and traffic flow. These subgroup tables compare the ratings of “Excellent” and “Very Good” for each factor except parking and traffic flow. Those factors are compared including average because excellent parking and traffic flow are usually a signs of low utilization.

Answer Options	Excellent	Above Average	Average	Below Average	Awful	I Don't Know	Response Count
Friendliness of employees	5%	33%	57%	4%	1%	23%	602
General safety	4%	23%	59%	11%	2%	13%	604
Knowledge of employees	4%	21%	68%	6%	1%	37%	600
Pedestrian safety	3%	17%	60%	15%	4%	14%	599
Cleanliness of streets and sidewalks	2%	17%	59%	18%	4%	6%	603
Special events	3%	14%	41%	29%	13%	27%	594
Merchandise displays	1%	7%	54%	29%	9%	23%	596
Bicycle access	1%	7%	44%	32%	16%	33%	598
Store hours	1%	6%	75%	13%	4%	26%	596
Quality of goods available	1%	6%	41%	35%	16%	15%	601
Attractiveness	1%	3%	27%	46%	24%	4%	603
Variety of goods available	1%	2%	25%	41%	32%	13%	594
answered question							606
skipped question							21
Traffic flow	1%	7%	61%	21%	9%	9%	597
Parking convenience	4%	18%	47%	25%	7%	7%	603

Answer Options	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
<i>Community Controlled Aspects (at least above average)</i>						
General safety	28%	28%	22%	35%	20%	31%
Pedestrian safety	20%	21%	20%	22%	16%	22%
Cleanliness of streets and sidewalks	18%	21%	17%	21%	12%	21%
Special events	17%	18%	18%	19%	12%	18%
Bicycle access	8%	10%	4%	11%	10%	6%
Attractiveness	4%	4%	6%	4%	3%	4%
<i>Business Controlled Aspects (at least above average)</i>						
Friendliness of employees	39%	39%	35%	45%	31%	38%
Knowledge of employees	26%	24%	30%	25%	19%	26%
Merchandise displays	8%	8%	4%	7%	5%	10%
Store hours	8%	8%	7%	9%	5%	5%
Quality of goods available	7%	7%	6%	6%	4%	4%
Variety of goods available	3%	2%	3%	5%	1%	3%
<i>Parking & Traffic (at least average)</i>						
Traffic flow	70%	68%	67%	74%	65%	68%
Parking convenience	68%	68%	67%	70%	64%	63%

Comparison to sample communities





Observations

- The overall comparatively low ratings may explain the current low utilization of Downtown Mundelein;
- It is particularly concerning that safety is perceived as no better than average by 80% of the new residents. That perception is very difficult to repair if low rated;
- The comparatively lower rating of “Attractiveness” should be further investigated to determine specific elements of concern;
- The relatively low store ratings of store hours and variety of goods available present a challenge to existing stores and property owners;
- Using the e-mail addresses provided in response to question 18, it would be possible to create a focus group of people who rated elements below average or awful and learn more about their specific concerns.

Question 11: When is it most convenient for you to shop?

This question seeks to clarify the optimal operating hours for Downtown Mundelein Businesses

Answer Options	Response Percent	Response Count
Daytime (10AM - 5PM)	46.5%	285
Evening (after 5PM)	72.6%	445
Saturday	79.0%	484
Sunday	67.9%	416
<i>answered question</i>		613
<i>skipped question</i>		14

Answer Options	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Daytime (10AM - 5PM)	46.5%	51.9%	36.0%	60.9%	59.4%	46.1%
Evening (after 5PM)	72.6%	73.9%	79.4%	64.9%	62.3%	80.6%
Saturday	79.0%	80.9%	84.7%	73.0%	78.3%	84.8%
Sunday	67.9%	70.6%	74.1%	59.2%	65.1%	75.4%

Observations

- Additional question specific analysis determined that Downtown stores that are open weekdays and Saturdays have access to 93% of the market;
- Because few stores have significant evening hours it would be worthwhile to conduct a focus group of the evening shoppers to learn whether extending store hours to 7 would be sufficient to reach additional shoppers;
- Although not directly queried with this question, interviews conducted for this project confirmed that it is most important to be open posted hours.

Question 12: Evaluate your experience at these Downtown Mundelein events:

This question seeks a preliminary assessment of the events held in Downtown Mundelein. It is important to note that it reveals what respondents think not why they think that way.

Answer Options	Excellent	Above Average	Average	Below Average	Awful	Never Attended	Response Count
Park on Park	28%	38%	29%	4%	0%	54%	610
Santa's Cottage	13%	29%	42%	12%	4%	64%	605
Mundelein Munch	15%	28%	43%	11%	3%	42%	608
Concerts in the Park	27%	33%	31%	8%	0%	64%	608
<i>answered question</i>							613
<i>skipped question</i>							14

Answered Excellent or Above Average

	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Park on Park	67%	68%	71%	68%	54%	64%
Santa's Cottage	42%	42%	40%	40%	46%	39%
Mundelein Munch	43%	45%	40%	48%	48%	40%
Concerts in the Park	60%	61%	58%	67%	55%	49%

Answered Never Attended

Never Attended	Full Sample	Residents	With Children	Empty Nesters	New Residents	Hi Restaurant Spending
Park on Park	54%	47%	49%	58%	77%	48%
Santa's Cottage	64%	58%	47%	72%	88%	62%
Mundelein Munch	42%	33%	33%	51%	80%	40%
Concerts in the Park	64%	58%	66%	63%	70%	68%

Observations

- Where there is a combination of both low attendance and a relatively low rating, it is worthwhile to engage in additional research on whether investing in the event continues to make sense;
- The email addresses provided by respondents provide a source of focus group participants who could explain the reasons for various evaluations.

Sample Characteristics

Questions 13 through 19 were used to create the subgroups and provide information of may assist in business recruitment.

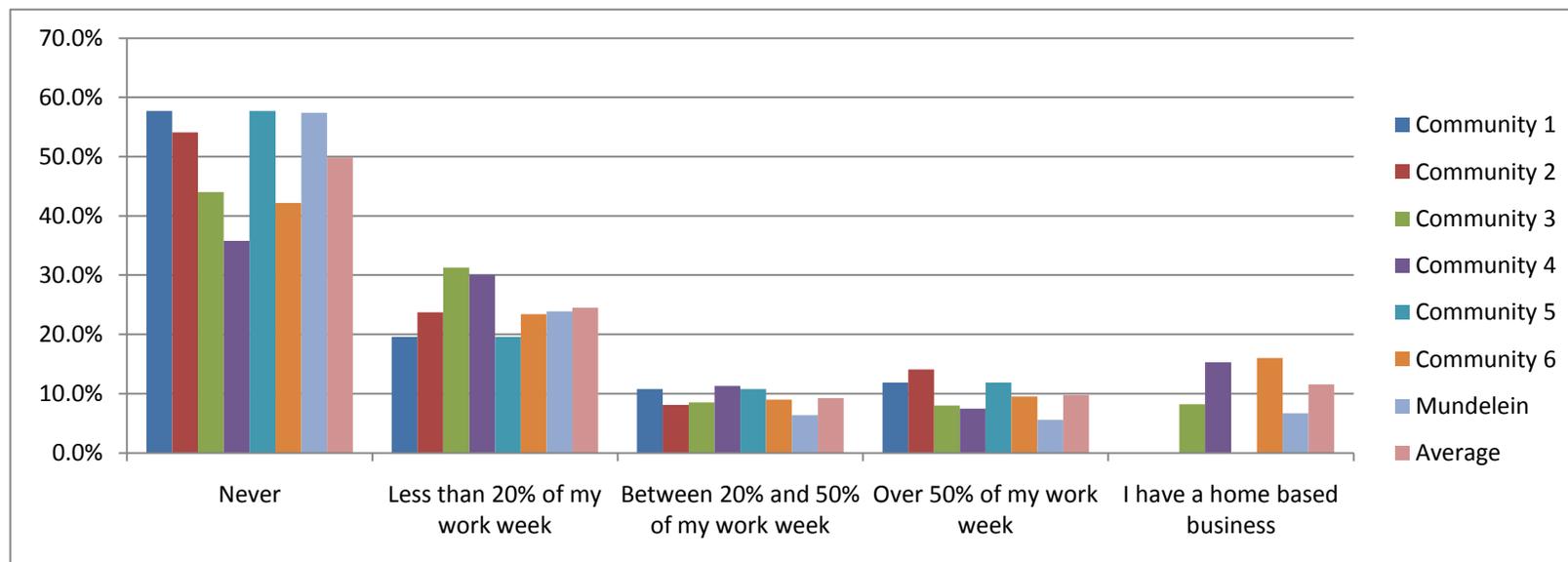
Q 13. How long have you lived in Mundelein?		
Answer Options	Response Percent	Response Count
I do not live in Mundelein	26.7%	163
Less than 1 year	1.3%	8
1 to 5 years	16.1%	98
5 to 10 years	8.9%	54
10 or more years	47.0%	287
	<i>answered question</i>	610
	<i>skipped question</i>	17

Q 14. What is your zip code?	
Answer Options	Response Count
Mundelein	441
Libertyville	36
Vernon Hills	20
Grayslake	17
Gurnee	9
Round Lake	9
Wauconda	9
<i>Other</i>	48
	<i>answered question</i>
	600
	<i>skipped question</i>
	27

Q 15. If you are employed, how frequently do you work from home rather than your office?		
Answer Options	Response Percent	Response Count
Never	57.4%	307
Less than 20% of my work week	23.9%	128
Between 20% and 50% of my work week	6.4%	34
Over 50% of my work week	5.6%	30
I have a home based business	6.7%	36
answered question		535
skipped question		92

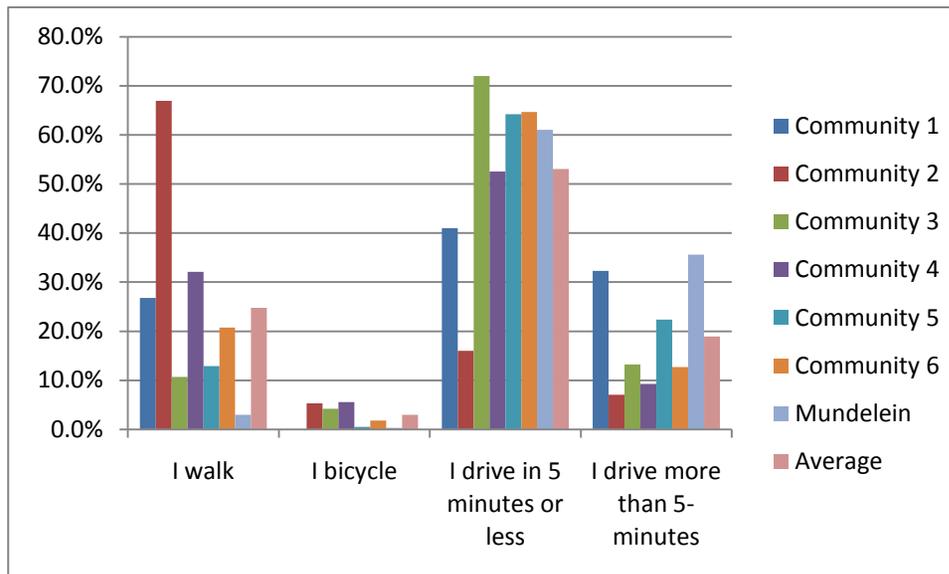
Q 16. How often do you utilize Metra Rail Service?		
Answer Options	Response Percent	Response Count
Never	27.4%	166
A few times per year	63.7%	386
A few times per month	4.8%	29
A few times per week	0.8%	5
Weekdays	3.3%	20
answered question		606
skipped question		21

Comparison to sample communities



Q 17. Choose the answer that best describes your household.		
Answer Options	Response Percent	Response Count
I live alone	13.0%	79
We are the type of two person family commonly called "empty nester"	29.0%	176
We are the type of two person family commonly called "DINKS" (Double Income No KidS)	5.6%	34
We are a household composed of two or more adults	17.0%	103
We are a family with pre-school or school aged children living in the home	31.3%	190
Other	4.1%	25
	<i>answered question</i>	607
	<i>skipped question</i>	20

Comparison to sample communities



Q 18. Please choose the category that best describes how you usually travel to Downtown Mundelein to shop and dine.		
Answer Options	Response Percent	Response Count
I walk	3.0%	18
I bicycle	0.3%	2
I drive in 5 minutes or less	61.0%	365
I drive but it takes more than 5-minutes	35.6%	213
	<i>answered question</i>	598
	<i>skipped question</i>	29

Q 19. Please choose the category that matches your age		
Answer Options	Response Percent	Response Count
Under 20	0.0%	0
20 to 24	0.5%	3
25 to 34	6.8%	41
35 to 44	18.0%	109
45 to 54	32.0%	194
55 to 64	27.1%	164
65 to 74	13.0%	79
75 or older	2.6%	16
<i>answered question</i>		606
<i>skipped question</i>		21

Respondent Observations

- With over half of the respondents working from home some of the week, there is a greater opportunity for daytime business than traditional employment counts suggests;
- Although the predominate mode of access is a 5-minute drive time implying a need to accommodate cars there is significant pedestrian access that should be encouraged and accommodated.

Mundelein Peer Communities

As part of the Mundelein Retail Market Development Plan, six peer communities were identified for assessment. The focus of these assessments was each community's traditional downtown district. These peer communities include Algonquin, Batavia, Cary, Lombard, McHenry, and Mount Prospect. The following describes the peer community examination process and results.

Methodology

To identify the six peer communities, demographic data for twelve communities was assembled and reviewed with Village staff and the Economic Development Commission at the January 20, 2010 meeting. Community demographics, existing retail clusters, their history and locations, and business recruitment potential were the basis for determining Mundelein's peer communities. Additional committee member and Village staff thoughts were incorporated into a final peer list in February. The primary focus for Mundelein's peer community analysis was an understanding of those retail market attributes and business categories that could prove successful in Mundelein's downtown.

Once the peer communities were determined, the geographical center of each downtown was used as a center point. The center points are:

- Algonquin (Route 31 and Route 62)
- Batavia (Wilson Street and Island Street)
- Cary (U. S. Route 14 and Main Street)
- Lombard (Main Street and St. Charles Road)
- McHenry (Route 120 and Green Street)
- Mount Prospect (Northwest Highway and Route 83)

Using these downtown center points, demographic data for a pedestrian market (.5 miles) and a convenience drive time market (5 minutes) were reviewed and compared with the same markets for downtown Mundelein. After considering the demographics of each peer district, each downtown district was visited to assess retail character and overall business mix. The relationship of each downtown to major highways and retail centers within the peer community were considered. Observations about each peer downtown were recorded, as were the multiple common attributes among them.

Research was then conducted on ground floor retail properties for lease in each of the six peer downtowns and in downtown Mundelein. Properties available for lease on LoopNet and Co-Star were reviewed individually. The square footage, asking lease rate, property type, and any specific lease requirements were noted for each property. This research was conducted in March and April 2010 and will be presented to Village staff and the Economic Development Committee at the May 2010 meeting. Mundelein properties available for lease were also reviewed as part of this process.

Finally, the peer downtowns and their leasing issues were considered within the context of the regional retail market. This final step was the development of potential programming and plan implementation opportunities for the Village and downtown’s stakeholders.

Peer Community Characteristics

The key demographic attributes for Mundelein and the six peer communities are shown below.

Peer Community Demographics

	Mundelein	Algonquin	Batavia	Cary	Lombard	McHenry	Mount Prospect
Population	31,234	30,283	27,559	17,404	42,218	25,992	53,523
Average Household (HH) Size	3.23	3.16	2.87	3.22	2.42	2.83	2.61
# HHs	9,647	9,586	9,443	5,402	16,971	9,108	20,501
Population Density	3,484.70	3,029.50	2,997.52	3,296.13	4,333.16	2,163.88	5,199.92
Total Population Median Age	32.81	34.46	35.74	36.30	40.42	37.89	39.56
% Bachelor's Degree or More	43.43%	39.17%	47.41%	40.21%	39.31%	25.04%	39.16%
Average HH Income	\$90,618	\$100,471	\$92,517	\$95,800	\$77,186	\$69,759	\$83,300
Median HH Income	\$87,532	\$99,849	\$89,332	\$93,755	\$76,232	\$70,941	\$72,766
% HHs w/Incomes \$75,000+	5,770	6,536	5,613	3,476	8,664	4,254	9,881
Total Employees	16,260	9,914	11,647	7,325	24,815	13,431	24,246
Total Establishments	1,059	882	952	594	1,920	924	1,812
Total Retail Expenditure	\$266,492,846	\$286,348,604	\$266,338,922	\$155,909,057	\$421,813,844	\$209,739,875	\$534,875,293

Demographic data © 2009 by Experian/Applied Geographic Solutions.

Peer Community Demographics: Race and Ethnicity

	Mundelein	Algonquin	Batavia	Cary	Lombard	McHenry	Mount Prospect
White	65.3%	87.4%	79.7%	91.8%	83.0%	90.6%	69.9%
Black	3.2%	2.6%	3.8%	1.2%	3.5%	1.1%	7.6%
Asian	8.5%	3.8%	3.0%	1.9%	8.6%	1.4%	11.6%
Multirace	4.6%	2.8%	6.5%	1.6%	2.5%	1.8%	4.5%
Other	18.4%	3.5%	7.1%	3.4%	2.6%	5.2%	6.4%
Ethnicity							
Hispanic	31.2%	8.4%	13.4%	10.1%	8.6%	11.0%	15.1%
Non-Hispanic	68.8%	91.6%	86.6%	89.9%	91.4%	89.0%	84.9%

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When compared with Mundelein, each of the peer communities exhibits certain similarities. Most of Mundelein’s demographic characteristics are neither the highest nor the lowest when compared with the six peers. Mundelein and Mount Prospect have the most diverse populations. Mount Prospect has larger percentages of Asians and African-Americans. Mundelein has over twice the percentage of Hispanics when compared with Mount Prospect (31.2% versus 15.1%). Mundelein’s large percentage within the Other Race and Ethnicity category appears reflective of self-identification by its larger Hispanic population versus the existence of multiple, smaller demographic race and ethnicity categories. With the exception of McHenry, all of the communities have incomes in excess of \$75,000, indicating populations with incomes suitable for retail attraction. McHenry is also significantly less densely populated than the other peers, retaining some of its earlier rural character. Mundelein has both the youngest median age and largest household size. Mundelein’s education attainment levels and employment base are also comparable to the selected peer communities.

Each of the peer communities again displays certain similar demographics within their typical pedestrian markets, or .5-mile market from the downtown center points, as shown in this table.

.5 Mile Pedestrian Market in Peer Downtowns

	.5 Miles: DT Mundelein	.5 Miles: DT Algonquin	.5 Miles: DT Batavia	.5 Miles: DT Cary	.5 Miles: DT Lombard	.5 Miles: DT McHenry	.5 Miles: DT Mount Prospect
Population	2,816	1,687	3,291	2,506	4,362	3,041	4,669
Average Household (HH) Size	3.12	2.53	2.29	2.80	2.26	2.41	2.46
# HHs	901	666	1,418	889	1,923	1,258	1,891
Population Density	3,585.45	2,147.61	4,189.80	3,190.90	5,553.84	3,872.44	5,944.85
Total Population Median Age	35.68	34.23	36.17	38.86	39.98	38.37	41.02
% Bachelor's Degree or More	32.90%	29.84%	39.92%	36.97%	43.75%	21.52%	52.69%
Average HH Income	\$80,751	\$82,992	\$87,563	\$74,843	\$80,875	\$58,665	\$87,027
Median HH Income	\$81,021	\$85,653	\$70,325	\$82,792	\$77,156	\$58,869	\$84,749
# HHs w/ Incomes \$75,000+	515	384	659	497	1,000	483	1,064
Total Employees	1,172	750	2,591	1,435	1,270	3,061	2,604
Total Establishments	165	97	372	149	197	264	311
Total Retail Expenditure	\$23,032,028	\$17,443,905	\$38,589,716	\$21,613,354	\$49,470,634	\$25,971,005	\$51,297,714

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Income and educational levels are generally lower in each of the pedestrian markets than for each of the communities at large. All of the pedestrian markets lack sufficient population and employee numbers to either attract or support additional retail or restaurant operations on their own. All must draw their customers from a larger geography. Interestingly, in Mount Prospect and Lombard, the percentage of nearby residents with advanced degrees is actually higher than in those communities overall. The median ages generally skew older in all but Algonquin and Lombard.

The 5-minute drive times markets for the peer downtowns are shown in the table below. With the exception of McHenry, the 5-minute markets are above the conventionally accepted retail market population size of 25,000. All, but Algonquin, have employment numbers exceeding 10,000 within their 5-minute markets. With the exception of McHenry, all have spending power well in excess of \$200 million.

5-Minute Drive Time Market in Peer Downtowns

	5 Minutes: DT Mundelein	5 Minutes: DT Algonquin	5 Minutes: DT Batavia	5 Minutes: DT Cary	5 Minutes: DT McHenry	5 Minutes: DT Mount Prospect	5 Minutes: DT Lombard
Population	28,760	25,739	27,350	25,074	24,069	34,294	27,017
Average Household (HH) Size	3.21	2.96	2.84	3.11	2.73	2.55	2.65
# HHs	8,894	8,704	9,449	8,052	8,724	13,408	10,145
Population Density	3,885.59	2,850.99	3,366.26	3,074.33	2,452.64	4,601.48	3,946.53
Total Population Median Age	33.90	34.21	36.28	37.10	38.10	41.83	39.19
% Bachelor's Degree or More	42.87%	32.34%	47.27%	39.27%	22.33%	41.64%	37.61%
Average HH Income	\$94,077	\$85,756	\$91,555	\$97,692	\$64,632	\$89,064	\$80,437
Median HH Income	\$88,627	\$89,075	\$87,965	\$92,196	\$69,305	\$80,764	\$79,710
# HHs w/ Incomes \$75,000+	5,347	5,408	5,529	5,084	3,921	7,268	5,509
Total Employees	13,140	6,297	12,087	10,353	12,031	17,781	11,541
Total Establishments	1,009	718	982	887	924	1,292	1,122
Total Retail Expenditure	\$251,990,908	\$232,563,423	\$264,732,205	\$235,726,355	\$191,659,593	\$368,413,046	\$258,732,496

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Peer Community Observations

In identifying and considering each of Mundelein's six peer communities, seven common attributes were identified. These common attributes are followed by specific observations about each peer community and its downtown.

- Proximity to major highways affecting access and merchant visibility within the downtown district. With the exception of Lombard, each of the peer downtowns has a major highway, either state or federal, traversing through their downtown district. Consequently, each community has a business mix that includes auto-oriented retail. Many of the downtowns, like Mundelein, include a series of centers or larger retailers, such as drug stores, surrounded by large parking lots. Other types of independent merchants are interspersed among the strip centers in more traditional downtown buildings. All of the peer downtowns have significant numbers of service businesses and professional practices among their overall business mix. These downtowns generally function as a series of destinations, often lacking connection and impeding pedestrian circulation.

- Recent residential and commercial growth throughout the community. All of these communities have experienced some level of population growth within the last decade. Significant new retail development, including the construction of new shopping centers of all types and the addition of large format, national retailers, has occurred on the high traffic corridors in each community. Algonquin and Batavia have had significant retail development on their Randall Road corridors. In Mount Prospect and Lombard, this includes redevelopment of their major malls—Randhurst and Yorktown. In addition to retail development, the peer communities have experienced an increase in denser, downtown residential development. While these newer residential developments reflect recent market confidence in these communities, the current business mix in these communities developed before the addition of new housing. Ground floor lease space in some of the newer residential buildings in these communities is either vacant or has marginal tenancies. As one example, ground floor retail space in a new McHenry development on Green Street at Boone Creek has only one ground floor tenant. Three upper stories in this same development are advertised for sale. The residential development near Batavia’s downtown had a minimal ground floor component.
- Minimal economic impact of commuter rail. With the exception of Algonquin and Batavia, the peer downtowns have a Metra station in or near their downtown districts. Like Mundelein, McHenry’s Metra station is located a short distance from the downtown core. In each of these communities, commuter service is an important local amenity. Three communities (Lombard, Cary, and Mount Prospect), have weekday boardings and alightings exceeding 1,000 passengers per day according to Metra. The economic impact of these riders typically represents a 5-10% increase in revenues for businesses located near the station. This would be considered a ‘bonus market,’ helping those nearby businesses increase their operating margins, versus supporting the addition of new businesses in the station area.
- Vacancies were evident in each of the peer downtowns. As expected, vacancies and marginal tenancies were observed in all of the downtowns. All of these downtowns also had sites available for in-fill development in or near the downtown core. As in Mundelein, each community will need to be pro-active in working with the local real estate community to identify and recruit suitable tenants.
- Traditional business mix with small number of destination businesses. Each of these downtowns, like downtown Mundelein, has a traditional mix of downtown uses. Service businesses, specializing in personal care, and professional practices serve the needs of both residents and visitors. Unique retailers and food and beverage businesses attract customers from a wider geography. Local government offices and community institutions are part of the mix in most of the communities. Each of the communities has some destination retailers. Cary has two examples. Orchard Prime Meats and Fine Wines is a regional draw for high quality meats, specialty foods, and wines, and TeamWerks Plus sells baseball gear of all types from a former bank building.
- Little variety in the downtown restaurants. Most of the peer communities have few restaurants, and most of these restaurants are primarily bars offering food. McHenry appears to have the greatest variety with several restaurants located on Riverside Drive near Route 120. One of these restaurants, Bimbo’s, was among the restaurants included in the project survey responses.
- Similar asking ground floor rents. Detail about each peer downtown’s real estate data is provided below in the real estate section. However, each of the communities has asking rents generally within the \$10-13 per square foot (PSF) range. Leases are generally structured on a modified gross basis, though some variations exist. In examining the listings, each community has new retail space for lease on their major, high traffic corridors. In some instances, asking rents for this recently developed lease space are now similar to asking rents within the downtown areas.

In addition to these similarities, some differences exist among the downtowns. The existence of any formal downtown management program, or organization, varies significantly among the communities. Lombard and Batavia have active Main Street programs. Algonquin has a local organization, Downtown Algonquin Partnership, which functions primarily as a merchants association. Certain support is provided by the joint Algonquin and Lake in the Hills Chamber of Commerce. Downtown Cary is served by an active regional Chamber of Commerce and the Village. McHenry's downtown is the City's responsibility, though the Chamber does some marketing. In addition, the character and building stock within each peer downtown varies. Mount Prospect and Lombard, like Mundelein, have buildings dating from the 1950s and 1960s. Batavia has multiple historic stone buildings, including City Hall, interspersed among downtown's auto-oriented destinations. Cary, McHenry, and Algonquin have older commercial buildings in various states of repair along their downtown streets. Unique market positioning opportunities exist among the peer communities. In McHenry, Algonquin, and Batavia, their most prominent feature is the Fox River. Each community has addressed their riverfront in different ways. Riverside Drive in McHenry has boat access to nearby downtown businesses; Batavia's river walk serves as both an amenity and source of community pride; and Algonquin's riverfront is the site of some of its established businesses.

Observations: Algonquin

Algonquin's traditional downtown area is small, compact and heavily affected by its location near the intersection of two major, high traffic routes—Route 31 and Route 62 (Algonquin Road). Much of the traditional commercial area is located south of Algonquin Road on Route 31. The district has expanded to the north on Route 31 where former residences have been converted to retail and service uses. Together, both areas comprise a linear district. While the traffic on Route 31 inhibits pedestrian circulation, two-sided retail appears relatively strong. Ample parking is provided in City and private lots, primarily behind downtown's street facing buildings. Multiple traffic generators, such as Village Hall, are also located on or near this downtown corridor, mostly south of Algonquin Road.

Some vacancies were evident. One key vacancy is located in the central segment of the downtown. Despite vacancies, the district's mix is typical—restaurants, specialty retail, and services—and includes some key businesses. Two of the downtown restaurants (Cucina Bella and Reese's Short Stacks) have the same ownership. This traditional downtown section also has three destination businesses—Doerner Jewelers, Lulu's Wiggin Out (a custom wig shop), and Cassandra Strings (selling and leasing musical instruments and providing lessons. Doerner and Lulu's have second locations in Geneva and Crystal Lake, respectively. Cassandra Strings sells and leases instruments to a broader customer base in McHenry and Kane Counties.

Algonquin, as with most of the peer communities, has experienced significant retail and residential development within the last decade. The downtown area is located between two of the recently developed retail clusters, one to the west approaching Randall Road and one to the east bordering the downtown area. A major high density, mixed-use development is located on the northeast corner of Routes 62 and 31; construction appears stalled. A series of residences on the south side of Route 62 are currently unoccupied and appear to have been assembled for redevelopment at a future date.

Observations: Batavia

Batavia's downtown district is located on Wilson Street, running west to east between Routes 31 and 25, and extending roughly two blocks on either side of Wilson. Wilson Street also includes a major bridge crossing over the Fox River and has a relatively high Average Daily Traffic Count, or ADT, of 18,600 vehicles per day.

Downtown Batavia continues to be the site of major local institutions. Batavia's Public Library is located at the corner of Route 31 and Wilson Street. City Hall is located at the north end of the downtown in a historic building, as adaptive re-use of a former windmill factory. Recent new construction includes a townhome development at the north end of the district along the river.

The downtown district, like Mundelein, includes multiple small strip centers. The Walgreen's and Panera Bread anchored center east of Route 31 has some small space vacancies. One of two centers at Wilson and Island (downtown's center) is mostly vacant. The strip center across the street has fewer vacancies, and one of the tenants is well-known local business, Batavia Creamery. The downtown's most eastern strip center is fully tenanted with a local grocer and two quick-casual restaurants as tenants. In addition to strip centers, downtown Batavia also includes a number of rehabilitated older buildings. These older buildings have more traditional tenancies--either ground floor retail with upper story office space or residential apartments or occupied by office tenants. Vacancies were also evident in the historic buildings. Downtown also has several historic buildings in less prominent locations in need of repair.

As indicated, the business mix has an office-orientation and includes multiple banks and professional practices. The character of Wilson Street varies somewhat on either side of the river. Fewer strip malls exist on the east side. Most retail and restaurants are located in a series of destinations throughout the downtown district on either side of the river. A small food and beverage cluster is located on the east side of the river.

Observations: Cary

Of the peer downtowns, Cary's downtown appears the quietest, with the least traffic, and the smallest. The Metra station and its parking lots separate the traditional downtown from auto-oriented retailers and services on Route 14. A large, primarily vacant, and aging strip center is located across from the Metra station. This strip center and The Tracks, a local bar and restaurant, inhibit visibility to the remainder of the small downtown from Route 14. The business mix includes services, professional practices, pizza parlors, bars, and a small home furnishings cluster. As noted, two destinations, Orchard Prime Meats and Fine Wines and TeamWerks Plus, are key downtown businesses. Many of Cary's downtown buildings need façade improvements.

Observations: Lombard

Lombard's downtown is located in the blocks near the intersection of Main Street and St. Charles Road and the Lombard Metra station. The traditional section of the district encompasses 3-4 blocks west of the Main Street and St. Charles Road intersection. A Walgreen's center anchors

the west end of the district. Few businesses are located to the east and north of the Main and St. Charles intersection. The area to the east is mostly Metra parking with commercial service businesses, including a dog day care facility, a heating contractor, and a thrift store.

As in the other peer communities, much of the district is comprised of a series of strip centers. Like Mundelein, this includes a grocer located at the south end of the downtown area. Lombard's downtown also includes several Hispanic-oriented businesses. Vacancies, including a large vacant restaurant space, were evident. The overall mix includes services, such as cleaners and hair salons, medical offices affiliated with Elmhurst Hospital, multiple casual restaurants, and a few unique retailers, including a gamer store. Most businesses within the mix are independently owned. Overall, the existing mix functions as a neighborhood shopping center, serving the routine needs of nearby residents.

Of all the peer communities, Lombard has the largest concentration of residential condos with some apartment buildings near the center of the downtown. Some condo vacancies were also noted. Recent residential development includes ground floor lease space. Most of the ground floor space within the newest residential development is vacant. The only current tenants are a health club facility and a real estate office in one building and a dental practice in the second.

Observations: McHenry

McHenry's downtown consists of two segments, Riverside Drive and Green Street, linked by Route 120 (Elm Street). Ongoing development and redevelopment has occurred along Route 120 throughout the community and to the north and west of downtown on Route 31. McHenry's Metra station is located in a commercial cluster, historically known as Gagetown, about .5 miles west of Green Street. All of these areas are included in McHenry's downtown TIF. The TIF boundaries are contiguous with a historic overlay district intended to improve and enable the both the district's pedestrian experience and historic character.

Within the downtown, most of the services, banks, and professional practices are located on Route 120. Green Street and Riverside Drive have restaurant and unique retail tenants. Both streets have 2-3 blocks of commercial space on both sides of each block. All three segments include long established McHenry businesses from all sectors. Riverside Inn (The Fox Hole), Riverside Bakery, Thompson Insurance, and Windhill Pancake House have been joined by newer businesses, such as Bimbo's Italian Restaurant, Trend Seller's Skate Shop, and Corkscrew Pointe. Green Street tenants include a Thai restaurant, Green Pearl, a quilt shop, and an Aveda Hair Salon. Businesses supporting the needs of McHenry's Hispanic community are primarily located west of the downtown corridor.

Observations: Mount Prospect

Mount Prospect's downtown is bi-furcated by the Metra tracks, with Route 14 and Route 83 intersecting just north of the station. The overall district mix includes a few national and regional retailers, in addition to services, a restaurant segment, and a few retailers. As in Batavia, vacancies are quite evident, particularly on the ground floors of downtown's newer mixed-use condominium developments on Northwest Highway. The downtown restaurants are slightly more varied than most of the other peer communities, including a new, casual Italian

restaurant (Canta Napoli) and a traditional Japanese restaurant (Sakura), and long-established Michael's and Mrs. P and Me. South of the tracks are two strip centers include typical downtown uses (mostly service); both centers have minimal vacancies.

The Village has made significant public investments within the downtown, including a new Village Hall and parking deck, in addition to a new library. Other new residential developments have been constructed near Village Hall and the Library. Of the peer communities, Mount Prospect is the most ethnically and racially diverse. The Village is home to multiple, successful ethnic restaurants and grocers in its commercial locales south of the traditional downtown.

Peer Community Real Estate Characteristics

The asking rents in each of the six peer downtowns are generally similar, mostly within the \$10-14 PSF range. Certain differences emerge when comparing downtown asking rents with those in other commercial and retail centers within each community. All of the communities, Mundelein included, had multiple listings in their retail centers for either lease or property sale, suggesting that current ownership was equally interested in exiting their real estate investment as in leasing individual storefronts. Only three of the communities (Mount Prospect, Batavia, and Lombard) have available space information on their local and downtown websites. Out of date or more limited leasing data was available on certain of the local Chamber websites noted.

Algonquin's asking rents were within the range noted above, \$10-12 PSF triple net. Certain smaller spaces or spaces with odd configurations on Main Street were listed for \$8-12 PSF on either a gross or modified gross basis. Spaces suitable for ground floor offices were \$9-12 PSF gross. In comparison, asking rents for retail lease space on Algonquin's Randall Road corridor ranged from \$10 PSF to \$33 PSF on a triple net basis. The average space was priced at an asking rate in the low \$20s PSF. Most available space was near the County Line Road intersection. In other areas of Algonquin (Algonquin Road), the asking rent rates were around \$15 PSF on a triple net basis.

Cary's active lease listings were generally proximate to the downtown district with one actual downtown listing with an asking rent of \$10 PSF modified gross. Nearby listings on Route 14 were primarily for either sale or lease. One strip center, with one 1,500 SF space available, had an asking lease rate of \$23.50 PSF with no indication of additional lease terms. Retail properties for sale were generally listed for \$100-110 PSF.

Batavia's downtown asking lease rates, again within the range, were typically quoted on a triple net basis with pass-throughs at \$1.50-2.00 PSF for utilities, common area maintenance, and real estate taxes. The lease space east of the Fox River was generally offered at a slightly lower rate, typically \$8-10 PSF on a modified gross basis. The lease space available at downtown's Walgreen's anchored center was listed for \$12 PSF. Available ground floor space in newly rehabilitated historic buildings have asking rents in the \$12-15 PSF range on a triple net basis. Often, this same ground floor space is promoted as either retail or office space for consumer services. On Batavia's Randall Road corridor, asking rents were generally either in the low \$20s PSF, or identified as negotiable.

Asking rents for ground floor lease space in Lombard's downtown core were again within the \$10-14 PSF range, with \$12 PSF being typical; all on a modified net basis. The ground floor space available in downtown Lombard's newer condominium developments were generally listed at \$17-25 PSF, triple net. A typical example of asking rents in recently constructed projects is the Shops at Lincoln Park, new retail spaces within a 39-unit condo development on the south side on St. Charles Road. Asking rents are \$17 PSF on a triple net basis. New space vacant for a longer period was listed for as low as \$10 PSF, triple net.

McHenry's ground floor space in vintage properties was listed at the low end of the \$10-14 PSF range noted. Certain spaces, one on Riverside Drive has an asking rent of \$7 PSF on a modified gross basis. Other ground floor lease space near the Riverside Drive, Green Street, and Elm Street area was listed at \$10-12 PSF on a modified gross basis. New lease space at Riverwalk Center, the mixed-use development on Green Street built in 2008, has asking rents of \$18 PSF on a triple net basis. The lease pass-throughs were listed at \$4.75 PSF for taxes, insurance, and common area maintenance.

In downtown Mount Prospect, the asking rents were typically in the \$10-14 range, but overall, the Mount prospect asking lease rates ranged from \$5.75 PSF gross to \$28 PSF on a triple net basis. Ground floor space along Northwest Highway (Route 14) was generally listed at \$14-15 PSF triple net. New space in downtown's condominium developments on Northwest Highway has asking rents of \$28 PSF on a triple net basis. Newer construction in downtown locations with lower traffic counts was listed at \$18 PSF triple net.

Asking rents in downtown Mundelein were also reviewed as part of this peer analysis process. Asking rents within Mundelein's downtown were within that \$10-14 PSF, mostly on a triple net basis. Asking rents varied significantly in other areas of Mundelein, ranging from \$9-35 PSF, generally on a triple net basis. Newer retail space was typically \$18 PSF or greater. Downtown Mundelein rents quoted during interviews for this project were in the \$7-10 PSF range on a triple net basis in downtown Mundelein for vintage lease space.

Implications for Mundelein

The attributes and real estate characteristics of these six communities present certain propositions for future retail recruitment and development in Mundelein's downtown.

- Asking lease rates in downtown Mundelein are generally comparable to those in the peer communities. Project interviews indicated that pass-through costs in Mundelein were similar to those in other Lake County communities. As described in the Action Plans, the key emphasis in retail recruitment for Mundelein will be identifying and recruiting businesses with strong operating histories that can potentially succeed in the appropriate downtown location.
- All of the peer communities likely present future recruitment opportunities for Mundelein. In addition to the retailers and restaurants obtained in the survey results, businesses from the peer communities have been identified as potential recruitment targets for Mundelein. As the Retail Development Plan is implemented, one priority task for the Village staff will be ongoing outreach to downtown property owners and area retail brokers. This outreach should include discussions about their plans for their properties, existing contacts with target businesses, and how to prioritize recruitment activities with those businesses.
- Future implementation work with Mundelein's commercial/retail brokers, and property owners should promote viable tenancies throughout the downtown. In addition to financially viable new businesses, this includes strong co-tenancies and functional anchor businesses at strategic locations throughout the downtown area. Though the business types may vary by location, owner knowledge and experience will be most important.

Addressing these implications directly will permit the Village to strategically approach the kinds of businesses that can succeed in downtown Mundelein and provide additional shopping and dining options for Mundelein's diverse population and nearby residents. Ongoing focus on those kinds of downtown businesses will strengthen the Village's reputation as a good place for businesses to locate. Most important, this kind of focus will improve local perceptions about downtown, its retail and dining opportunities, and its opportunities for increasing the employment base.

Strategic Positioning Outline

Strengths

1. Traditional anchors
 - a. Grocery
 - b. Hardware
 - c. Walgreen
2. High traffic counts on adjacent streets
3. Affordable rent to sales ratio
4. Abundant parking
5. Development sites
 - a. Opportunity to grow businesses without leaving
 - b. Mix of vintage & new space
6. Successful businesses interested in expanding
7. Government support and interest
8. Population growth
9. Strong demographics
10. Nearby regionally attracting Carmel High School
11. Diversified revenue
12. Variety of building by age and size

Weakness

1. Disconnect caused by high volume streets and railroad
2. Historic positioning
3. IDOT road ownership
4. Railroad crossing interruptions

Threats

1. Boundary uncertainty
2. Safety perception
3. Scattered focus
4. Ownership clouded by redevelopment potential
5. Poor community involvement & perception
6. Low walkability
7. Inconsistent code enforcement

Opportunities

1. Define Districts
 - a. The core downtown district
 - i. West of the railroad
 - ii. East of 45
 - iii. South of 176
 - iv. North of Courtland Street
 - b. The auto oriented district
 - c. The Village Hall district
 - d. The TOD district
2. Fill Structurally sound but vacant buildings
3. Potential new Village Hall
4. Business recruitment program focused on the downtown district
5. New resident marketing
6. Communication improvement

Value Platform

The analysis of Mundelein's commercial area's Strengths, Weaknesses, Opportunities, and Threats suggests these statements, the Recruitment Value Platform, should be used to attract new businesses:

1. Downtown Mundelein offers a commercial cluster where new businesses share customers with established community serving businesses
2. Vintage spaces and new spaces in a variety of sizes offer space suitable for nearly any specialty retail or restaurant business
3. Mundelein property and business owners have the opportunity to achieve above market returns on investment by meeting national norms for sales per square foot.
4. Mundelein's nearby population supports businesses of all types.
5. Strong government support stabilizes investment in Mundelein's stores and restaurants
6. Mundelein's customers experience the pleasure of a very walkable shopping district.

Potential Tenants

One intended byproduct of this study is increased tenant awareness of Mundelein that improves property owner success in attracting quality tenants. Although it is the property owners who execute the leases that ultimately control the business mix, Village efforts to attract specific tenants are important to increasing the potential tenant pool. The surveys conducted as part of the Retail Market Development Plan asked respondents to recommend tenants. Those recommendations and peer community reviews identified these businesses as potential tenants.

- Caribou Coffee
- The Portillo Restaurant Group
- Khayat Entertainment Group
- Lindsey's Interiors & Gifts
- Half Price Books

As the Downtown Retail Attraction Action Plan that follows details, the Village's role in successfully filling downtown vacancies with these or other very desirable businesses is a supporting one. It can stimulate the interest of tenants and pressure property owners to promote their sites but the final decision rests entirely on the private parties. The information that follows supports contacting these businesses well suited to study area sites.

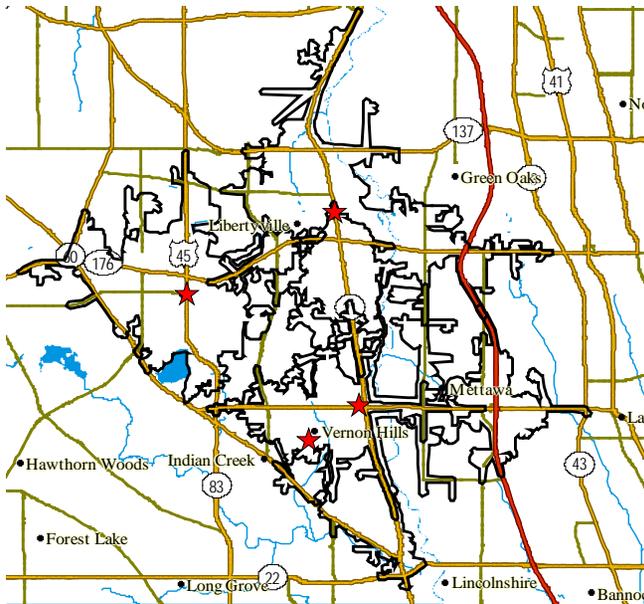
Caribou Coffee

Caribou Coffee, based in Minneapolis, MN, operates over 500 outlets in 17 U. S. states and in select international markets. Caribou operates stores with multiple formats, including in downtowns and in major retail centers. Local examples of downtown stores are located in Mount Prospect, Libertyville, and Winnetka. Although most stores are company-owned, Caribou has executed licensing agreements with some major food service operators to serve high-traffic, captive audiences, such as convention centers,

5-Minute Drive Time Comparison

	Route 45 & Hawley	Libertyville	Hawthorn Center (Duplicated Market)	Marketplace, Vernon Hills (Duplicated Market)
Population	28,463	20,958	23,086	12,384
Average Household Income	\$92,837	\$141,446	\$121,804	\$92,513
Median Household Income	\$87,981	\$111,751	\$101,547	\$88,209
Total Employees	12,994	26,725	38,145	16,383
Total Retail Expenditure	\$251,140,000	\$283,147,328	\$308,052,866	\$133,736,104
Eating & Drinking	\$24,783,535	\$28,171,304	\$30,610,331	\$13,222,178

Demographic data © 2009 by Experian/Applied Geographic Solutions.



Mundelein Location Advantages

- Strong market without duplication to south and west.
- 23,200 ADT on Route 45.
- Access to high income customer base in a downtown, highly visible location.

The Portillo Restaurant Group

Founded in 1963 and located in Aurora, The Portillo Restaurant Group operates 45 units in the Chicago area from among their four current restaurant concepts. The four current concepts are Portillo's, Barnelli's (often sharing a Portillo's location), Key Wester Grill, and Luigi's House. A fifth concept, Honey Jam Café, is currently under development. The company is also adding three additional stores in 2010.

7-Minute Drive Time Comparison

	Route 45 & Hawley Street	Vernon Hills	Arlington Heights
Population	46,773	50,200	64,959
Average Household Income	\$109,596	\$121,360	\$86,423
Median Household Income	\$95,812	\$98,091	\$78,188
Total Employees	26,812	71,305	26,513
Total Retail Expenditure	\$480,735,075	\$615,464,777	\$692,748,176
Eating & Drinking	\$47,610,782	\$61,095,541	\$68,160,983
Demographic data © 2009 by Experian/Applied Geographic Solutions.			



Mundelein Location Advantages

- Unduplicated market for multiple Portillo Restaurant Group concepts.
- 23,200 ADT on Route 45.
- Access to high income Lake County customer base.
- Survey results indicate 84% of residents would spend more with more casual dining.

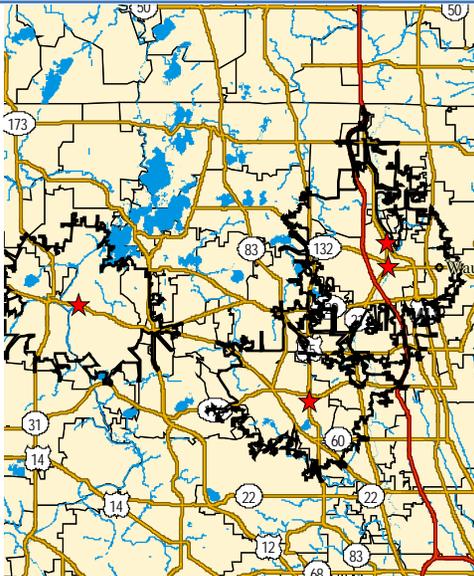
Khayyat Entertainment Group

Khayyat Entertainment Group is a privately held restaurant and entertainment group operating three restaurants in Lake and McHenry County. Two restaurants are located in Gurnee; the third (and newest) is located in McHenry. While each of the three restaurants operates as a unique concept with varied dining options, all three emphasize casual dining. Each provides service for smaller events and banquets. Of the three restaurants, Firewood in McHenry offers more steaks and chops. The two Gurnee restaurants, The In-Laws Restaurant and Sports Bar and Fatman Pizza Pub, offer more casual food options plus entertainment. An example of the entertainment is the volleyball league at The In-Laws.

10-Minute Drive Time Comparison

	Route 45 & Hawley Street	Firewood, McHenry	The In-Laws, Gurnee	Fatman, Gurnee
Population	84,991	50,392	109,741	86,606
Average HH Income	\$111,565	\$71,645	\$86,271	\$82,185
Median HH Income	\$93,885	\$73,901	\$77,274	\$77,643
Total Employees	56,014	22,703	63,411	47,892
Total Retail Expenditure	\$930,635,531	\$416,999,898	\$1,036,291,698	\$807,588,007
Eating & Drinking	\$92,200,296	\$40,843,847	\$101,828,461	\$79,314,140

Demographic data © 2009 by Experian/Applied Geographic Solutions.



Mundelein Location Advantages

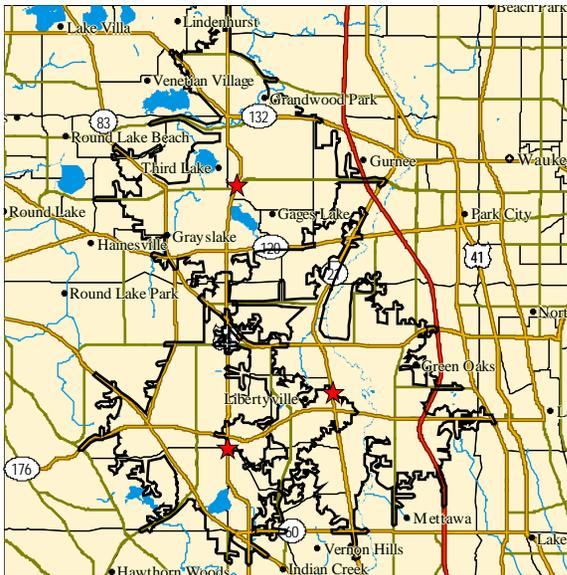
- Unduplicated market for multiple concepts.
- 23,200 ADT on Route 45.
- Access to high income customer base.
- Community survey reports 84% of residents would spend more with more casual dining options.

Lindsey's Interiors & Gifts

Lindsey's Interiors & Gifts currently has two locations—in Libertyville and in Grayslake near College of Lake County. Lindsey's specializes in unique gifts and home accessories. Gifts and home accessories were two strong categories identified within the community survey results. In addition, the survey results indicate that Mundelein residents currently shop at both locations.

7-Minute Drive Time Comparison

	Route 45 & Hawley	Libertyville	Grayslake
Population	44,673	35,617	46,489
Average HH Income	\$107,079	\$130,711	\$95,263
Median HH Income	\$95,430	\$103,593	\$97,665
Total Employees	25,584	43,583	17,257
Total Retail Expenditure	\$442,823,864	\$452,403,555	\$457,486,234
Demographic data © 2009 by Experian/Applied Geographic Solutions.			



Mundelein Location Advantages

- 23,200 ADT on Route 45.
- Access to high income customers in unduplicated markets north and west of Downtown.

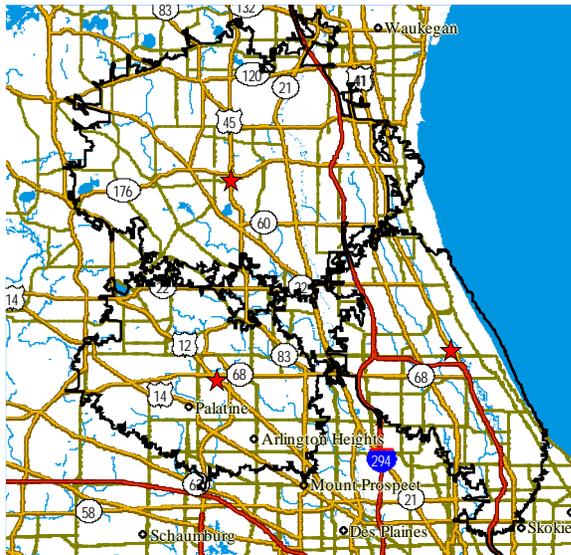
Half Price Books

Half Price Books was founded by two partners in Dallas in 1972 in a converted laundromat. The company now has over 100 locations in 16 states, including 6 in Illinois. The corporate mission is to provide great products at a great price. Half Price stores are located in or near major shopping centers and on high traffic corridors. Local stores are encouraged to become engaged with the local community by providing support to local schools, libraries, and literacy programs.

15-Minute Drive Time Comparison

	Route 45 & Hawley Street	Palatine	Highland Park
Population	188,080	260,505	200,118
% Bachelor's Degree or Greater	51.44%	46.83%	62.46%
Average Household Income	\$120,164	\$106,583	\$174,299
Median Household Income	\$96,508	\$88,138	\$115,072
Total Employees	159,554	117,719	189,110
Total Retail Expenditure	\$2,219,272,245	\$3,051,503,800	\$3,275,173,475
Book Stores Expenditure By Household	\$467	\$432	\$612

Demographic data © 2009 by Experian/Applied Geographic Solutions.



Mundelein Location Advantages

- Unduplicated market with strong annual household spending in book stores.
- 23,200 ADT on Route 45.
- Access to high income and highly educated customer base.

Implementation Goal

Implementation results from strategic decision making that constantly focuses on a consensus goal. For Downtown Mundelein, the initial goal is.

“By 2013, Downtown Mundelein’s core district will be a vibrant mixture of profitable dining, convenience retail, specialty stores, and consumer oriented services.”

Natural expansion would follow achieving this goal and spread the vibrancy to Downtown Mundelein’s auto oriented district, TOD, and Village Hall District. The core area was identified because it contains strong businesses and event space that can attract strong cotenants.

Strategic Objectives

Objectives organize a strategy into manageable steps toward achieving the overall goal. Objectives facilitate measuring progress and capitalizing on Mundelein’s specific opportunities. These opportunities emphasize the strengthening of organizational support and the improvement of existing businesses.

1. ***Identify an interim working group to improve business mix in Mundelein’s downtown core***
2. ***Enhance existing downtown programming to support downtown commercial interests***
3. ***Enhance existing downtown programming to support downtown’s unique identity***
4. ***Organize a public-private partnership to support downtown commercial interests***
5. ***Strengthen property management and re-investment***
6. ***Improve sales and profitability of existing businesses***
7. ***Manage business mix and vacancies to enhance the market position and visibility of the downtown core***
8. ***Develop recruitment materials for the downtown core***
9. ***Evaluate the opportunity for a dining cluster in the downtown core***
10. ***Prepare for future development as the broader economy improves***

Action Plan

The detailed action plan that follows assigns responsibilities for tactics designed to meet Downtown Mundelein’s strategic objectives. As the Village and its partner, Mundelein Community Connections, undertake this program it is important to remember that, like any well planned journey, this effort can encounter detours and serendipitous opportunities and therefore flexibility is important as long as the strategic focus continues. While there is minimal additional funding required to complete this action plan, staff time must be devoted to the listed tactics. It is important to note that much of the work requires one on one conversation with property owners and “feet on the street” business observations.

Downtown Organizational Development Action Plan

This Action Plan is intended to build upon the past work of the Village of Mundelein, its Economic Development Commission (EDC), the Green Oaks, Libertyville, Mundelein and Vernon Hills Area Chamber (GLMV Chamber) and Mundelein Community Connections (MCC). The tasks noted will initiate programming to address downtown’s economic interests, supplementing current MCC marketing programs.

<i>Task</i>	<i>Cost</i>	<i>Staff Time</i>
<i>Objective: Identify an interim working group to improve business mix in Mundelein’s downtown core.</i>		
1. Create working group with representatives from Village staff, EDC, GLMV Chamber, and MCC to address the following: <ol style="list-style-type: none"> a. Confirm the boundaries of the downtown core b. Identify specific downtown business and property owners to become private sector leaders within the district to work with fellow property owners c. Work with the real estate community and property owners to fill downtown vacancies d. Develop effective downtown recruitment materials e. Develop recruitment approach complementing current MCC programming 	\$200 for meetings	4 hours for each meeting
2. Identify roles and responsibilities for members of the working group	Group Time	
3. Compile a database of downtown property owners and real estate professionals	Village Staff/MCC Time	2 hours per month
4. Work in coordination with Village staff to monitor vacancies monthly	Group Time	Included above
5. Work in coordination with Village staff to assist with specific recruitment and retention activities geared to improve the core’s commercial environment	Group Time	
<i>Objective: Enhance existing downtown programming to support downtown commercial interests.</i>		
1. Add retail promotions and co-marketing efforts to current downtown event schedule intended to increase sales in all downtown businesses or for specific clusters	MCC, Village/ \$1,000	
2. Ensure that marketing materials for all events support overall downtown marketing effort for recruitment	MCC, Group, Village Time	
3. Monitor and refine retail promotions based upon owner input	MCC Time	
4. Publicize available lease space in the downtown core on the Village, MCC, and Chamber websites	Village, MCC, Chamber and Local Real Estate Professionals/\$400	2 hours per month
5. Ask for business owner assistance, as needed, in recruiting perspective tenants to the core	Village and MCC Time	Included above

<i>Task</i>	<i>Cost</i>	<i>Staff Time</i>
<i>Objective: Enhance existing downtown programming to support downtown's unique identity.</i>		
1. Continue current MMC special event programming, continually enhancing event quality and attendance and reinforcing the core as the Village's gathering place	MCC Time	
2. Work to make events appeal to multiple constituencies within the Mundelein community	MCC with Village Assistance/\$200	
3. Work with downtown businesses to communicate event information semi-annually to their email lists	MCC Time	
4. Add children's activities to the current event calendar to draw children and their parents to the downtown core	MCC/ \$1,000	
5. Access all forms of local media to support the downtown identity	Village Staff and MCC Time	
<i>Objective: Organize a public-private partnership to support downtown commercial interests.</i>		
1. Identify a formal organizational structure for downtown Mundelein, including legal structure, role and responsibilities, and sustainable funding.	Group Time/ Facilitator Cost \$2,000	
2. Initiate a formal public-private partnership organization to: <ul style="list-style-type: none"> a. Serve downtown's business and property owners b. Focus on downtown's market supported opportunities c. Serve as the model for future districts identified as part of downtown 	Group Time/ Organization Costs \$500	4 hours per meeting

Downtown Retail Market Development Action Plan

The following Action Plan identifies Village of Mundelein's opportunities for enhance existing downtown businesses and attract new businesses. The recommended tasks include key activities and programs to be completed in tandem with the working group noted in the Organizational Action Plan.

Task	Cost	Staff time
Objective: Strengthen property management and re-investment.		
1. Become a resource in making downtown properties more profitable <ol style="list-style-type: none"> a. Meet individually with owners in the downtown core to share study results. b. Work with downtown's business and property owners to develop private sector leaders within the district to work with fellow property owners c. Identify owner objectives for each property d. Provide interested tenant lists to property owners on a bi-monthly basis e. Improve tenant sales to reduce turnover and support higher rents f. Work with property owners to recruit established businesses with experience operating downtown locations g. Monitor property listings and asking rents 	Village Staff/Group Time	10 hours during set-up; 6 hours bi-monthly
2. Undertake a broker outreach program to area (Mundelein and Lake County) commercial real estate brokers <ol style="list-style-type: none"> a. Identify successful, independent brokers aiding Mundelein and area property owners with independent tenant recruitment b. Provide interested independent brokers with property and owner information to market their services c. Meet semi-annually to learn about market conditions and review tenant requirements 	Village Staff/\$500	10 hours during set-up; 6 hours twice per year
Objective: Improve sales and profitability of existing businesses.		
1. Provide training on best operating practices in conjunction with MCC and the GLMV Chamber <ol style="list-style-type: none"> a. Accounting and financial b. Merchandising c. Advertising and promotion d. Hiring 	MCC and Chamber/\$750 Shared Cost	
2. Support co-marketing efforts, supplementing MCC's special event calendar <ol style="list-style-type: none"> a. Encourage 'ad hoc' efforts by similar or complementary businesses to advertize and publicize businesses to consumers 	Village Staff and MCC Time	Included in budgeted meetings

<i>Task</i>	<i>Cost</i>	<i>Staff time</i>
<ul style="list-style-type: none"> b. Meet with business owners 2-3 times per year to identify joint marketing opportunities and potential joint programming to support sales growth c. Consider retail promotions specific to downtown’s business clusters (such as dining, ethnic foods, etc.) 		
<ul style="list-style-type: none"> 3. Enhance the Village’s communications about Mundelein businesses to Village residents <ul style="list-style-type: none"> a. Include information about successful downtown businesses in Village communications (print and electronic) b. Include placements for downtown information through the Village’s public information efforts c. Include information about business openings in all print and electronic publications 	Village Staff Time	Included in existing efforts
<i>Objective: Manage business mix and vacancies to enhance the market position and visibility of the downtown core.</i>		
<ul style="list-style-type: none"> 1. Create screened list of potential Mundelein tenants, applying survey results <ul style="list-style-type: none"> a. Spend four hours per month calling businesses identified by consumer survey or potential tenants recommended by other downtown Mundelein businesses b. Identify potential tenant location requirements c. Host one-on-one visits for potential tenants d. Call screened tenant prospects bi-monthly to describe vacancies 	Village Staff Time	4 hours per month
<ul style="list-style-type: none"> 2. Monitor mix and vacancy changes <ul style="list-style-type: none"> a. Update property data as businesses turnover b. Calculate vacancy and mix percentages annually c. Continue to improve database quality by seeking additional information on sales and square footage 	Village Staff and Group Time	10 to 12 hours per year
<ul style="list-style-type: none"> 3. Encourage downtown’s key business owners to expand product lines per survey results <ul style="list-style-type: none"> a. Identify complementary businesses for products of interest b. Meet with business owners to share survey data about product line interest c. Assist owners, as appropriate, with any line expansion 	Village Staff and Group Time	Included above
<ul style="list-style-type: none"> 4. Track peer communities and nearby downtown districts <ul style="list-style-type: none"> a. Visit peer communities and neighboring districts during peak selling times b. Maintain files of peer and district community collateral materials (print and electronic) c. Invite good businesses in peer communities to consider another location in Mundelein d. Call identified tenant prospects as part of the screened list described in 1 above 	Village Staff Time	10 to 12 hours per year

<i>Task</i>	<i>Cost</i>	<i>Staff time</i>
<i>Objective: Develop recruitment materials for the downtown core.</i>		
1. Include study results on the Village and MCC websites	Village and MCC Staff Time	done
2. Develop materials applying key study demographics, survey results, business opportunity profiles, and conclusions in user-friendly format	Village, Group, and MCC Staff/\$500	
3. Add electronic versions of materials to an identifiable page on the websites	Village and MCC IT Staff Time	
4. As needed, develop materials targeted to attract specific business types, such as restaurants	Village, Group, and MCC Time	
5. Provide materials to the screened list of potential downtown tenants	Village Staff Time	
<i>Objective: Evaluate the opportunity for a dining cluster in the downtown core.</i>		
1. Meet with current downtown restaurateurs and identify plans for expansions or new restaurant concepts	Village Staff Time	Included above
2. Ask for their suggestions of experienced restaurant operators located near Mundelein that may consider an additional location	Village Staff Time	
3. Add the suggestions to the screened list of prospective tenants	Village Staff Time	
4. Monitor prospect interest, and provide assistance, as needed, to add restaurants to the core's mix	Village Staff Time	
<i>Objective: Prepare for future development as the broader economy improves.</i>		
1. Encourage office uses, and work to retain current downtown employers within the core boundaries	Village Staff Time	Included above
2. Encourage business uses that can financially succeed in downtown Mundelein	Village Staff Time	
3. Identify existing downtown spaces and sites downtown suitable for redevelopment, and use the core as a catalyst location for business success	Village Staff Time	
4. Work to create clusters and activity in evaluating future development opportunities	Village Staff Time	
5. Ensure that future developments include strong tenancies	Village Staff Time	

Appendix 1: Demographics

	0.5 Miles:	1 Miles:	5 Minutes	15 Minutes	Mundelein	Lake County
2009 Demographics						
Total Population	2,914	13,127	28,906	181,761	31,234	703,084
Total Households	981	4,161	8,957	63,021	9,647	234,741
Female Population	1,433	6,429	14,233	91,757	15,340	350,524
% Female	49.20%	49.00%	49.20%	50.50%	49.10%	49.90%
Male Population	1,481	6,699	14,674	90,004	15,894	352,560
% Male	50.80%	51.00%	50.80%	49.50%	50.90%	50.10%
Population Density (per Sq. Mi.)	3,710.30	4,178.50	4,089.80	1,416.20	3,484.70	1,492.60
Age:						
Age 0 - 4	5.80%	6.10%	6.70%	6.70%	7.20%	6.50%
Age 5 - 14	15.60%	15.90%	16.20%	15.60%	16.00%	15.20%
Age 15 - 19	8.60%	8.40%	8.20%	7.10%	8.00%	7.90%
Age 20 - 24	6.70%	7.10%	7.00%	5.50%	7.30%	7.00%
Age 25 - 34	12.80%	13.00%	13.20%	12.20%	14.60%	12.40%
Age 35 - 44	14.20%	14.70%	15.20%	15.60%	15.40%	14.10%
Age 45 - 54	14.60%	15.00%	15.20%	16.30%	14.60%	15.40%
Age 55 - 64	10.10%	9.70%	9.40%	11.10%	8.80%	11.20%
Age 65 - 74	6.80%	6.10%	5.20%	5.70%	5.00%	5.80%
Age 75 - 84	4.00%	3.30%	2.80%	3.10%	2.60%	3.20%
Age 85 +	0.90%	0.70%	0.80%	1.20%	0.60%	1.20%
Median Age	35.4	34.6	34	37	32.8	35.7

	0.5 Miles:	1 Miles:	5 Minutes	15 Minutes	Mundelein	Lake County
Housing Units						
Total Housing Units	1,044	4,444	9,606	68,025	10,379	256,754
Owner Occupied Housing Units	74.70%	73.00%	72.70%	73.80%	72.00%	68.70%
Renter Occupied Housing Units	19.30%	20.60%	20.50%	18.90%	21.00%	22.70%
Vacant Housing Units	6.00%	6.40%	6.80%	7.40%	7.10%	8.60%
Race and Ethnicity						
American Indian, Eskimo, Aleut	0.40%	0.30%	0.30%	0.20%	0.30%	0.30%
Asian	4.40%	5.80%	7.80%	8.40%	8.50%	6.30%
Black	3.20%	3.20%	3.20%	3.60%	3.20%	6.60%
Hawaiian/Pacific Islander	0.30%	0.20%	0.10%	0.10%	0.10%	0.10%
White	69.50%	67.40%	66.50%	74.00%	65.30%	69.10%
Other	17.20%	18.50%	17.40%	8.40%	18.00%	11.90%
Multi-Race	5.10%	4.70%	4.70%	5.30%	4.60%	5.70%
Hispanic Ethnicity						
Hispanic Ethnicity	31.40%	31.10%	29.40%	14.60%	31.20%	20.40%
Not of Hispanic Ethnicity	68.60%	68.90%	70.60%	85.40%	68.80%	79.60%
Marital Status:						
Age 15 + Population	2,290	10,239	22,265	141,266	23,975	549,864
Divorced	8.80%	7.70%	6.90%	7.20%	7.10%	7.70%
Never Married	24.60%	26.20%	25.60%	21.20%	25.90%	23.80%
Now Married	56.90%	57.60%	59.70%	64.30%	59.50%	59.70%
Separated	5.80%	4.60%	4.30%	3.00%	4.30%	4.40%
Widowed	3.80%	4.00%	3.60%	4.20%	3.20%	4.40%

	0.5 Miles:	1 Miles:	5 Minutes	15 Minutes	Mundelein	Lake County
Educational Attainment:						
Total Population Age 25+	1,845	8,199	17,881	118,402	19,204	444,781
Grade K - 8	9.20%	8.00%	7.40%	3.20%	7.20%	5.10%
Grade 9 - 12	6.70%	6.40%	5.60%	3.50%	5.80%	5.10%
High School Graduate	28.10%	26.00%	22.50%	19.00%	22.00%	22.00%
Associates Degree	5.80%	5.60%	5.60%	6.50%	5.60%	6.10%
Bachelor's Degree	22.90%	25.40%	27.70%	30.90%	28.20%	25.90%
Graduate Degree	9.30%	11.80%	15.30%	19.00%	15.30%	16.60%
Some College, No Degree	18.00%	16.90%	15.90%	17.90%	16.00%	19.20%
Household Income:						
Income \$ 0 - \$9,999	2.20%	2.00%	2.40%	2.60%	2.30%	3.20%
Income \$ 10,000 - \$14,999	1.20%	1.20%	1.20%	1.30%	1.10%	1.80%
Income \$ 15,000 - \$24,999	6.50%	5.20%	4.00%	3.70%	3.90%	5.30%
Income \$ 25,000 - \$34,999	6.70%	6.20%	5.50%	4.70%	5.20%	6.00%
Income \$ 35,000 - \$49,999	8.80%	9.80%	9.50%	8.80%	9.50%	10.10%
Income \$ 50,000 - \$74,999	19.40%	18.50%	17.30%	16.20%	18.10%	17.10%
Income \$ 75,000 - \$99,999	25.40%	22.00%	17.80%	15.30%	18.60%	14.90%
Income \$100,000 - \$124,999	15.60%	15.40%	15.40%	13.80%	15.40%	12.00%
Income \$125,000 - \$149,999	6.40%	7.30%	8.70%	9.20%	8.80%	8.10%
Income \$150,000 +	7.60%	12.40%	18.10%	24.60%	17.00%	21.60%
Average Household Income	\$78,645	\$83,680	\$94,103	\$114,597	\$90,618	\$107,913
Median Household Income	\$79,145	\$82,223	\$88,514	\$95,528	\$87,532	\$85,441
Per Capita Income	\$25,167	\$26,763	\$29,818	\$39,874	\$28,790	\$36,780

	0.5 Miles:	1 Miles:	5 Minutes	15 Minutes	Mundelein	Lake County
Vehicles Available:						
0 Vehicles Available	2.70%	2.50%	2.70%	3.30%	2.80%	4.50%
1 Vehicle Available	25.00%	26.40%	26.20%	26.80%	27.90%	28.50%
2+ Vehicles Available	72.30%	71.10%	71.10%	70.00%	69.30%	67.00%
Average Vehicles Per Household	2.1	2	2	2	2	1.9
Total Vehicles Available	2,043	8,412	18,093	123,162	19,117	456,459
Business and Employment:						
Number of Employees	1,345	4,128	13,000	147,030	16,260	401,370
Number of Establishments	196	551	1,003	8,163	1,059	26,329

Appendix 2: Spending by Store Type

	0.5 Miles:	5 Minutes	15 Minutes	Mundelein
Aggregate Household Dollars 2009				
Appliances and Electronics Stores	\$1,058,919	\$11,111,461	\$90,272,087	\$11,657,943
Art Dealers	\$14,375	\$156,595	\$1,309,367	\$163,613
Auto Parts and Accessories	\$609,885	\$6,070,765	\$47,860,128	\$6,397,729
Book Stores	\$352,269	\$3,562,708	\$28,479,579	\$3,744,663
Camera and Photography Stores	\$76,958	\$777,722	\$6,196,022	\$817,990
Childrens' and Infant's Clothing Stores	\$133,537	\$1,398,415	\$11,302,241	\$1,465,485
Clothing Accessory Stores	\$26,722	\$290,849	\$2,429,679	\$303,790
Computer Stores	\$1,932,715	\$20,550,405	\$167,463,232	\$21,562,305
Convenience Stores	\$324,284	\$3,313,403	\$26,571,593	\$3,483,754
Costmetics and Beauty Stores	\$63,133	\$657,085	\$5,359,635	\$689,038
Department Stores	\$3,550,516	\$37,749,195	\$310,864,626	\$39,512,982
Drinking Places	\$105,836	\$1,144,001	\$9,534,422	\$1,196,925
Family Clothing Stores	\$505,942	\$5,298,459	\$43,105,230	\$5,557,571
Fish and Seafood Markets	\$15,431	\$153,992	\$1,212,721	\$162,162
Floor Covering Stores	\$151,099	\$1,591,953	\$13,024,454	\$1,668,971
Florists	\$35,668	\$373,247	\$3,042,824	\$391,623
Fruit and Vegetable Markets	\$30,687	\$306,551	\$2,415,977	\$322,766
Fuel Dealers	\$823,874	\$8,190,140	\$64,517,024	\$8,637,446
Full Service Restaurants	\$1,158,700	\$12,065,310	\$98,090,492	\$12,660,676
Furniture Stores	\$591,022	\$6,285,297	\$51,865,471	\$6,583,948
Gasoline Stations with Convenience Stores	\$1,259,182	\$12,864,615	\$103,180,744	\$13,528,275
Gasoline Stations without Convenience Stores	\$206,630	\$2,075,179	\$16,449,259	\$2,186,194
Gift and Souvenir Stores	\$112,398	\$1,196,435	\$9,849,785	\$1,252,914
Grocery Stores	\$6,622,480	\$68,696,733	\$556,673,350	\$72,059,440
Hardware Stores	\$240,394	\$2,532,996	\$20,720,634	\$2,654,841

	0.5 Miles:	5 Minutes	15 Minutes	Mundelein
Hobby, Toy, and Game Stores	\$66,733	\$694,307	\$5,639,335	\$728,572
Home Centers	\$612,952	\$6,398,040	\$52,091,215	\$6,711,588
Hotels and Other Travel Accomodations	\$172,327	\$1,799,827	\$14,662,562	\$1,888,204
Jewelry Stores	\$313,841	\$3,491,707	\$29,551,315	\$3,638,535
Limited Service Restaurants	\$1,146,078	\$11,854,882	\$95,937,888	\$12,446,586
Liquor Stores	\$190,579	\$2,023,045	\$16,665,943	\$2,120,851
Luggage Stores	\$247,056	\$2,563,545	\$20,779,008	\$2,693,473
Mail Order and Catalog Stores	\$2,640,968	\$27,951,231	\$227,725,605	\$29,324,327
Meat Markets	\$65,143	\$651,742	\$5,142,013	\$686,102
Men's Clothing Stores	\$78,476	\$818,170	\$6,644,403	\$859,197
Mobile Home Dealers	\$792	\$8,374	\$68,835	\$8,772
Motorcycle and Boat Dealers	\$215,370	\$2,164,758	\$17,184,557	\$2,278,993
Musical Instrument Stores	\$40,879	\$423,673	\$3,427,992	\$444,913
New Car Dealers	\$4,684,405	\$46,348,201	\$363,318,308	\$48,918,707
Nursery and Garden Stores	\$166,200	\$1,722,737	\$13,959,476	\$1,809,134
Office and Stationary Stores	\$342,640	\$3,657,649	\$29,956,205	\$3,834,774
Optical Goods Stores	\$132,531	\$1,312,077	\$10,444,594	\$1,382,563
Other Apparel Stores	\$62,425	\$653,632	\$5,326,176	\$685,663
Other Building Materials Stores	\$616,807	\$6,522,258	\$53,424,265	\$6,833,890
Other Direct Selling Establishments	\$218,344	\$2,265,734	\$18,342,234	\$2,378,039
Other General Merchandise Stores	\$416,510	\$4,431,217	\$36,516,464	\$4,638,108
Other Health and Personal Care Stores	\$116,883	\$1,211,230	\$9,846,809	\$1,270,563
Other Home Furnishing Stores	\$178,616	\$1,874,170	\$15,286,476	\$1,967,016
Other Miscellaneous Retail Stores	\$169,792	\$1,762,273	\$14,288,634	\$1,851,045
Other Specialty Food Markets	\$48,269	\$482,538	\$3,805,035	\$508,038
Outdoor Power Equipment Stores	\$20,837	\$216,952	\$1,763,364	\$227,737
Paint and Wallpaper Stores	\$21,233	\$223,748	\$1,830,591	\$234,403
Pet and Pet Supply Stores	\$71,183	\$717,899	\$5,701,508	\$755,620

	0.5 Miles:	5 Minutes	15 Minutes	Mundelein
Pharmacy and Drug Stores	\$1,462,366	\$15,241,694	\$124,364,910	\$15,981,353
RV Parks	\$2,582	\$26,367	\$211,276	\$27,717
Record, Tape, and CD Stores	\$103,341	\$1,066,381	\$8,605,020	\$1,119,772
Recreational Vehicle Dealers	\$12,764	\$127,298	\$1,004,864	\$134,136
Rooming and Boarding Houses	\$1,175	\$12,178	\$98,645	\$12,787
Sewing and Needlecraft Stores	\$29,413	\$324,376	\$2,723,724	\$338,409
Shoe Stores	\$156,352	\$1,563,404	\$12,320,922	\$1,647,064
Special Food Services and Catering	\$192,577	\$1,994,323	\$16,152,501	\$2,093,662
Sporting Goods Stores	\$230,830	\$2,347,594	\$18,790,433	\$2,467,763
Tire Dealers	\$279,042	\$2,774,891	\$21,862,471	\$2,924,576
Used Merchandise Stores	\$73,056	\$768,459	\$6,276,272	\$805,452
User Car Dealers	\$291,281	\$2,879,387	\$22,550,118	\$3,039,920
Vending Machines	\$98,930	\$994,336	\$7,874,530	\$1,046,591
Warehouse Superstores	\$1,387,970	\$14,431,946	\$117,136,195	\$15,137,995
Women's Clothing Stores	\$250,440	\$2,643,096	\$21,657,084	\$2,770,084
Total Aggregate Annual Retail Sales	\$37,632,648	\$389,854,855	\$3,152,750,351	\$409,335,742
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Appendix 3: Requested Stores

4 Eyes	Catherine's, Vernon Hills	For Eyes	K-Mart	Office Depot	Soccer Plus, Palatine and Libertyville
Abt Appliance	CDW	Forever 21	Kerasotes Rivertree Theater	Office Max	Something Sweet, Antioch
Ace Hardware	Chalet, Skokie	Fremont Township Library	Kiddles	Old Navy	Spex
Aeropostle	Charlotte Russe	Fresh Market	Kirkland Home Decorating, Kildeer	Paddy's, Long Grove	Staples
Agony of de Feet, Libertyville	Cheshire Cat, Grayslake	Gameworks	Land's End	Page's Healthy Paws, Lake Zurich	Stride Rite
Aldi	Chico's	Gander Mountain, Kenosha	Lane Bryant	Pandora	Sunset Foods
All Ways Healthy, Lake Zurich	Children's Place	Gap	Learning Express	Pasquesi's	Talbots
American Eagle	Christian Book Store	Garden Fresh Market	Lewis Produce Market, Waukegan	Payless Shoes	Tenutas Market, Kenosha
Amers Specialty Shoppe, Long Grove	Christopher & Bank	GFS Marketplace, Palatine	Libertyville Cyclery, Libertyville	Pet Smart	Thanks for the Memories, Lake Zurich and Barrington
Angelo's Market, McHenry	Clark's	Ginger Blossoms, Richmond	Libertyville Theater	Pet Supplies Plus	Thomasville
Ann Taylor	Coach	Golf Galaxy	Lincolnshire Theaters	Petco	TJ Maxx
Ann Taylor Loft	Cohen's Shoes	Great Clips	Lindsey's Interiors & Gifts, Libertyville and Grayslake	Pier 1 Imports	Toms-Price
Apple Store	Coldwater Creek	Guitar Center	LL Bean	Plato's Closet	Torrid
Ashley	Columbia Clothing	Gymboree	Loehmanns	Pottery Barn	Toys R Us
AT&T	Container Store	Half Price Books	Long Grove Confectionary	Prairie Smoke, Long Grove	Ulta
Auto Zone	Cost Cutters	Hannah's, Antioch	Long Grove Tea	Present Moment, Libertyville	Valli's Produce, Schaumburg

Avalon Spa-Aveda Products	Country Maid	Harbor Freight Tools, Arlington Heights	Lord & Taylor	Reed Lawn and Leisure, Palatine	Verizon
Babies R Us	Crate & Barrel	Harry & David	Lou Malnati's	REI	Vernon Hills Theaters
Banana Republic	CVS	Hawthorne Coin Shop	Lovin Oven, Libertyville	Restoration Hardware	Victoria's Secret
Bass Pro Shops	Deer Park Jewelry	Hawthorne Gardens	Lowe's	Robeks, Vernon Hills	Vitamin Shoppe
Bath and Body Shop	Deerfield Bakery	HD Supplies	Lucy Activewear	Robert Vance	Viva le Vine, Libertyville
Bath and Body Works	Delia's	Heidi's Bakery, Libertyville	Marshalls	Rocky Mountain Chocolate Factory	Von Maur
Bed Bath & Beyond	Di Carlo Armanetti's	Hobby Lobby	Meijers	Rogan's	Walgreen's
Best Buy	Dollar Store	Hobo	Men's Warehouse	Roland's	Walking Store
Big Lots	Dominick's	Home At Last, Libertyville	Menard's	Runners Edge	Walter E. Smithe
Binny's	Donna's Flowers, Mundelein	Home Depot	Michael Hill Jewelry	Salon One Eleven	White House Black Market
Bloomingdale's	Dorfler's Meat Market, Buffalo Grove	Irv's Luggage	Michael's	Samsonite Store	Williams-Sonoma
Brooks Brothers	DSW	J C Penney's	Monitronics	Scott's HQ Salon	Wolfe, Vernon Hill's
Cabela's	Eddie Bauer	Jared	Motif, Libertyville	Sear's	Woodcraft, Libertyville
Caputo and Sons Grocery, Palatine	Entwined Florist, Grayslake	Jewel/Osco	Neiman-Marcus	Shear Paradise Pet Salon	Woodmans
Caribou Coffee	Farm and Fleet, Woodstock	Johnson & Murphy	New Balance, Highland Park	Shell Gas	Yankee Candle
Carter's	Finish Line	Johnstone Supply	Nordstrom	Silk N' Things	Zengeler Cleaners, Libertyville
Casual Male	Foodstuffs, Glencoe	Jos A Bank	North Face	snikelfritz	
		Justice for Girls		Snowbird Ski Shop, Buffalo Grove and Libertyville	

Appendix 4: Requested Restaurants

1776 Restaurant, Crystal Lake	Burt's Deli	Dunkin Donuts	Home Cooking	Maggiano's	Perkins	Superdawg
5 Guys Burgers	Caboose	Durty Nellies, Palatine	Hugo's Frog Bar	Main Street BBQ, Libertyville	Pete Miller's Steak House	Sushi Kushi
545 North, Libertyville	Cafe on the Pond, Long Grove	Eggsperience	I H O P	Mambo Italiano	Philly G's	Sushi Thai
A & W	Cafe Pyrenees, Libertyville	Einstein's Bagels	India House, Buffalo Grove	Marissa's Pizza	Picnic Basket	Sweet Tomato
Adina's	California Pizza Kitchen	El Barrio	Irish Mill	Max & Benny's	Pita Inn	Taco Bell
Al's Beef	Caribou Coffee	Elly's Pancake House	Jason's Deli	Max & Erma's	Pizza Hut	Taco Burrito Express
Allgauer's	Carson's Ribs	Emil's, Grayslake	Jersey Mike's Subs	McCarthy's	Pompeii, Schaumburg	Tacos El Norte, Libertyville
Angelo's	Casa Bonita, Libertyville	Famous Dave's	Jimmy Johns	McDonald's	Popeyes	Tapas Gitana, Northfield
Austin's Bar and Grill, Libertyville	Casablanca Moroccan	Fiamma	Jimmy's Charhouse	McGonigals Pub, Barrington	Potbelly's	Tasty Thai
Avalon	Champps	Firewood, McHenry	Joe's Crabshack	Michael's Hot Dogs	Red Lobster	Tavern in the Town, Libertyville
Bagels by the Book	Cheesecake Factory	Flatlander's	Johnny's Steak House, Antioch	Mill Creek	Red Robin	Terzo Piano, Chicago
Baker's Square	Chick-Fil-A	Fleming's Steak House	Journey's End	Mimi's	Risotto's, Gurnee	Texas De Brazil, Schaumburg
Barnelli's	Claim Company	Fodraks, Libertyville	Kaiser's Pizza	Mitch's Hot Dogs	Rock Bottom Brewery	Texas Roadhouse
Ben & Jerry's	Claim Jumpers	Fox & Hound	Karma	Morgans	Roti Mediterranean Grill	Thai Noodles Cafe
Biaggi's	Coopers Hawk	Fresh Tomatoes	Kewpies	New China Buffet, Libertyville	Ruby Tuesday	The Grand Station, Arlington Heights
Big Bowl	Cosi's	Fritzl's, Lake Zurich	KFC	Nikko's Gyro's	Rudys, Grayslake	The Point, Gurnee
Bill's	Country Dog	Froggy's French Café, Highwood	Kobe, Lake Zurich	Nirvana	Sake Zake	The Vine Martini Bar, Grayslake

Bimbo's, McHenry	Country Squire	Fudrucker's	Kona Grill	Noodle Bar, Lake Bluff	Salsa 17, Arlington Heights	Tommy's Sports Bar, Libertyville
Blue Spoon (Culvers spin off), WI	Crafts	Fuego	L'Eiffel, Barrington	Noodles & Co.	Saluto's, Gurnee	Tourine Casablanca
Blues Bar, Mt. Prospect	Crossroads, Ivanhoe	Gale Street Inn	La Tasca Tapas, Arlington Heights	Old Country Buffet	Sbarro's Pizza	Triangle, Grayslake
Bob Chin's	Crystal Lake Rib House	Gino's East, Lake Zurich	La Trattoria Pomigliano, Libertyville	Oliverii North, Antioch	Silk Madarin	Tsu Casa
Boston Blackies	Culver's	Gino's, Fox Lake	Labriola Bakery, Oak Brook	On the Border	Simon Lins	Uno's
Boston Market	Daves BBQ	Giordano's	Lakeside Inn	Opa	Smokin' T's	Wa-pa-Ghettis
Bottaio's, Libertyville	Denny's	Go Roma	Las Palmas	Oregano's	Sonic	Waffle House
Bridie McKenna's	DJ's Bistro, Lake Zurich	Golden Corral	Last Chance Saloon & Grill, Grayslake	Original Bagel and Bialy	Starbucks	Walker Brothers
Buca di Bebbio	Dock's, Wauconda	Green Basil, Vernon Hills	Liberty Retsuarnt	Outback	Steak N Shake	Washington Gardens
Buffalo Restaurant, Buffalo Grove	Dog 'n Suds	Hackney's	Lone Star	P.F. Changs	Stevens Steak House	Wheel Works
Buffalo Wild Wings	Double G's	Heartland Cafe	Lou Malnati's	Panda Express	Stir Crazy	Wildberry
Buona Beef	Dover Straits	Heaven on Seven	Lovely Thai, Grayslake	Park Street Restaurant	Stoney River	Wildfire
Burger King	Dragon Fire	Hoagie Hut	Macaroni Grill	Pepe's Tacos	Subway	Wildflower
					Sullivans Steak House	Yuri of Japan

Appendix 5: Answers to Question 20

Any Comments?

1	Downtown Mundelein needs help.....
2	I hate seeing parking lots in front of stores. Parking should be behind stores in off the road general lots.
3	1) Get rid of the ugly fence around the park and clean the park up. Make it inviting. Get rid of the dilapidated building on Division and 45. Park Street Cafe: Change your menu; owner:learn who your patrons are. Weve been going there for 5 years and you still don't know who we are. It is not very friendly.
4	You must explain to people the demographic based selection tools used by retail stores and restaurants and where Mundelein is and needs to be for these store types to even consider Mundelein now or in the future when or if demographics change.
5	Work with North Field Block for "Face Lift"
6	follow through the entire project. Find the absentee landlords give specific directions for upkeep and sign ordinances
7	I own a Business in Mundelein that was started in 1961. I grew up in Mundelein from 1959 until 1983 when I moved out. I have considered moving my Business out of Mundelein because of it's unattractiveness and ANTI-Business Attitude. I have worked with others for years in an attempt to get other Mundelein Businesses to clean up their act and make this community worth coming too.
8	I know that Mundelein is improving, it just seems that it takes a long time for these improvements to take place.
9	do something with downtown...it is an embarrassment...and could be so much more
10	There is nothing desirable about the present downtown. It needs a facelift...and fast.
11	Section 3 - quickly enter, make a purchase, leave and end the trip is a brutal way to enjoy the day! Also, selecting a few business to make purchases at and quickly end the shopping trip is a great way to increase anxiety! Make time to enjoy the event. Everything doesn't have to be a race!!
12	Put a parking ban on overnight street parking. Would make the village look better. It would help in reducing over crowding as well as allow PW to do a better job of plowing and street sweeping.
13	More variety of establishments geared toward the entire community - a lot of the new establishments are geared toward the Mexican population of the community which is great, however not as welcoming to the English speaking community.
14	It is great that you are putting this together, glad to see that we are looking to attract commerece to our area. It would be great to have a farmers market during the summer.
15	Consider an overnight parking ban, and improve the streets they are terrible!!!
16	Love Laretta's and Caboose. Good additions to Mundelein. Also love True Value.
17	I'm so pleased that changes my come from this survey.
18	Please continue the streetscape improvements that were suspended a few years ago- the sidewalks, brickwork, and lights really tie the downtown together
19	Keep trying - Please fill in the old Walgreens
20	Trader Joe's PLEASE. We do NOT need more pharmacies or chain restaurants like AppleBees but mid-price nice/different restaurants would be great.
21	The Village does a lot of things well, but developing the downtown area has suffered and needs more attention
22	I live in Hawthorn Woods but I grew up in Mundelein and I do all my shopping by mundelein crossing or dominics we also need a nice

	movie theatre, make the ivahoe area area a miniture downtown
23	We would love to see a Trader Joe's, as would many people with whom I've spoken. I wish we could have a cultural center like the Hemmen's building in Elgin. It's not huge, but many events take place there, including big name artists in concert. We used to have good clothing stores in town. I'd like to see clothing stores that cater to adults rather than teens. Bringing back a jewelry store that also repairs watches and jewelry and does engraving would be good. The village could have the old quaint look with a variety of shops. We need stores that could have continual repeat business, like clothing stores. Reasonably priced family restaurants are needed. I remember Vaughn's with "all-you-can-eat" nights. Money is hard to come by these days, so reaching the middle class with reasonable prices would work well for our community.
24	We enjoy living in Mundelein and would like to see more available shopping downtown.
25	I am grateful that you did not ask the always offensive income and race questions. I will gladly drive an extra 10 minutes to get to Libertyville. There is nothing to draw me to Mundelein and I'd mess up my rims with all the potholes on the way anyway. Seriously considering moving out of town because the taxes are too high for the nonsense we get in return. I think the best you can say is that "downtown" doesn't really exist.
26	Restuarants are the key to attracting shoppers.
27	Good to see a survey being done.
28	Mundelein can not compete with the Malls. Need to find specialized businesses, like Libertyville, that draw customers. These business must take into account that Mundelein's population is less wealthy than Libertyvilles. I would like to join the planning group.
29	There is no real downtown Mundelein. It leaves alot to be desired. It would help the city greatly!
30	We need more attractive storefronts
31	Downtown Mundelein IS NOT BY THE METRA STATION and trying to force it there is stupid.
32	I live in Mundelein and travel to other cities to shop and dine. The downtown area is almost non existant and I would really enjoy a better atmosphere with interesting stores to frequent. I do believe it best to purchase in your hometown, but the downtown area is just not a place that has anything appealing to me at this time. I hope that this may change someday! A really wonderful thing would be to have a bike path along Midlothian so that people could access downtown without having to go all the way along Milenium Trail.
33	The Village needs to take an active role to recruit and RETAIN businesses!!! Downtown Mundelein is a joke.
34	I arrived in the north shore area in 1982. In exploring the area I arrived in Mundelein and began looking for downtown Mundelein. I'm still looking.
35	We need to revitalize downtown badly. The old Walgreen store should have a nice family restaurant in it, the pathetic store fronts up and down 45 should be demolished / built over so we can have a decent look like Libertyville, KFC and Burger King need to be leased or demolished, etc. We blew it when we put the train station 1/4 mile from downtown...major mistake.
36	Route 45 sidewalks are awful.
37	If the downtown were "quaint" & welcoming we would be regular visitors and consumers!
38	Tear down downtown and start over. Look hard at long at the succes in Libertyvile and put together incentives for the dump A/C and heating companies and auto parts stores to fix up or get out.
39	More needs to be done to fill the currently empty real-estate in down town mundelein
40	DT Mundelein seems to be such a hodge podge of things. Hard to tell where it begins and ends. The wife and I recently dined in downtown Grayslake and were very impressed. We have not been there lately so we were surprised at all the changes. We're definitely

	going back.
41	I think the Police Status and the Sherman Williams look great. Helps overall look of Mundelein. Need more stores.
42	get something done with the old Walgreens site. Perfect spot for a Trader Joes!
43	Thanks for asking. I especially miss a Whole Foods kind of store with high quality items.
44	Nice, white tablecloth restaurants would be A wonderful addition to downtown Mundelein. No more food restauranyts.
45	It's never going to be a shopping mecca, but a few more shops & restaurants would be appreciated & used.
46	Mundelien blew it with metra. It should have been where the land being donated. No down town will make it. Entering Mundelein from 60/83 one lane, drivers aggravated and the first thing you see are trailer homes that aren't taken care of. From RT. 45 a miss-match of homes, condos, townhouse, churches, and bars all in the same block. Who in the hell did the zoning? Mundelein has always put up these satalite malls scattered about that take away from the same malls selling the same thing. I'm sure you guys in all your wisdom will screw up the home depot and target new mall by putting the competeing stores right across the street. If I have ten dollars to spend, do you really think I'll spend ten \$ at home depot, and then go across the street to mernards/loews and spend another ten \$? I don't think so. You guys have strated to revive the old down town, and then switched to a new area closer to the station. That didn't work. To listen to the chief of police in scaring Mundelein to put the metra close by the train station to ward off drug trafficking was stupid. If you look at every down that survived and thrived, like Highland park, wilmette, evanston, Glencoe, lake forest, ect... the metra was in the down town area. The best thing to do now is to have 53 hook up to 83 and bring it right down town through RT.45 and have it conncted toi 120. Ask the Illinois transportation department to develop and pay for a new mundelien town further west. They (transportation Dept.) would be saving 80 billion plus on bridges over wet lands. The other towns would love it, and Mundelein could start all over. Because really, you guys have butchered Mundelien so bad it's beyond repair. It's too bad, because it has beautiful countryside. But look at Mundelein, even the newer areas that have grown up around Mundelein in the past 25 years are better than Mundelein. It's just sad.
47	More restaurants, bike access, improve curb appeal, parking/traffic unacceptable - dangerous
48	Park Street Grill is the best thing to happen to Mundelein. I take all out of town guests there.
49	Panera bread would be used by business lunch goers but even more by retirees and those seeking a speedy sit down meal. Location near Grand Dominion would be excellent!! Also Red Lobster would satisfy a lot of 55+ appetites!
50	While some improvements have been made the reputation of Mundelein is not top notch. You have one great restaurant (Park Street) but not much else to offer in the way of good dining.
51	The entire downtown from 176 to Hawley on 45 needs to be raised and rebuilt. Look at Highland park for ideas.
52	Mundelein has frequently made it difficult for businesses to succeed.
53	need more family restrautns
54	With population of Mundelein residents, it will never equal Libertyville, not attractive downtown or desire to shope there
55	I don't think you defined the downtown area well enough. Does it start at Kraklauer Park and the old unattractive shopping center? Does it include all of Lake Street to 176 with the closed KFC and other buildings? Or is it the area between Seymour Park and 45 which is more attractive, but has older stores with no appeal.
56	Mundelein NEEDS improvement and variety of stores in town. Bagel shop, clothing, casual diners, movie theater, antique shop, novelty shop, party shop, homegoods store, etc., etc. Grayslake has a neat town. I frequent there more often than my own town.
57	More family restaurants and better traffic control during rush hour at main intersections.
58	Need an overpass or underpass for the Hawley RD and 176 RR tracks.

59	We really like living in Mundelein but would love to see the downtown area with a cohesive plan to help it to prosper and more tax dollars to District 75. I'd like to spend my money in my own town instead of going to other towns. However, Mundelein's downtown is such a mishmash of businesses, it's not enjoyable.
60	I love my downtown Walgreens, ACE Hardware, Meat Store and the two Florists. I'm eager to try the new bakery. I frequently shop at Target, Best Buy, Hobby Lobby, Jewel and Dominicks. These probably don't count as 'downtown' but they're convenient and very good. Many of my grades would be higher if it counted all of Mundelein, not just downtown. Thank you for the opportunity.
61	The Downtown development should go hand in hand with the development of Cardinal Square across the street.
62	The Mundelein community is badly in need of an upgrade. Even Grayslake has improved their downtown as have many other communities. Every effort should be made to attract business and more upscale stores and offices.
63	The whole downtown area needs to be knocked down and rebuilt to a modern convient area to use.
64	roadways need extensive resurfacing, a 'real' downtown area needs to be established
65	Keep things quaint. No buildings should be over 4 stories high. All the North Shore towns that are considered "popular" have this same philosophy.
66	I GREATLY welcome this effort....very much needed!
67	KEEP TRYING TO BRING MORE BUSINESSES TO DOWNTOWN mUNDELEIN. Corner HEALTH FOODS IS GREAT
68	Is there a web site or pamphlet promoting Downtown Mundelein I might procure, as a new area resident?
69	The big box stores are the demise of downtown Mundelein. A few nice restaurants would be welcomed & would bring interest to our town.
70	My wife and I are both retired.
71	What happened to Hallmark, as sad as it is, this was the only viable business to purchase cards and gifts. This town does not have anything to offer as far as shopping. A Hardware, a couple of florists (but how often do you need flowers), this is all we have downtown. I grew up in Lake Zurich and I remember my mom coming to Mundelein on Sat. and she shopped all day. I realize that times have changed with malls and big box stores, but really Mundelein does not have anything to offer in downtown for retail. The Jewel Shopping Area is so depressing that I shop at the Jewel in Libertyville and both the Jewel & Dominicks strip malls are empty.
72	I live in Del Webb and really miss the amenities of the North Shore. It's pretty tacky here!
73	I would like to bike or walk to a pleasant area to meet friends for lunch.
74	I would LOVE to see some of the types of businesses from the past brought back to the downtown area, as well as more restaurants.
75	thanks for the survey, I will be excited to see some changes
76	Downtown Mundelein needs to be "cleaned up" and modernized. It looks like it's from the 40's & 50's.
77	My friends and I believe we need better/more dining options. We love Park St. but want more. Emils is wearing out fast.
78	Ibelieve the oldWalgreens store would be perfect area to develop a small store-small restuarant area
79	I wish there were not so many EMPTY stores, like the old Burger King, KFC (looks terrible),old Walgreens (looks terrible) etc.
80	Adding an alternative grocer would be great, like a Trader Joes. Parking really inhibits me from casually walking around. What is "downtown" anymore. Seems like the Village focuses on south side,then middle seems scattered. Meanwhile Libertyville really seems to be investing in their "look" and attracting business.
81	I think a mixed use of housing and shops would work well downtown.

82	Please hire the DeKalb Footstompers & Mr Myers for Mundelein Munch
83	Scrap plans for Mundelein Town Center and re-build downtown - bring life, business and a purpose to the heart of Mundelein.
84	I would like to see better restaurants with healthier foods. Nice walking trails would be good. Get rid of those horrible train horns. I work in Evanston and there isn't any direct train service to that town.
85	I would like to see downtown Mundelein as vital as when I was growing up. It needs an atomsphere like downtown Libertyvillie is now.
86	Mundelein needs to be more business-friendly to attract new businesses
87	Please improve the downtown and bring in new businesses or franchises!
88	Whatever decision is made, I hope it is the correct decision. I do not know enough to make an intelligent opinion. Thank you.
89	I want to see mundelein grow in a responsible way. we had more interesting shops and restraunts in the 70' and 80's
90	I take great pride in my city of Mundelein, work and live here and would love to see the town grow. I think that mundelein is a large town, with a small town soul.
91	The downtown needs to be "cleaned up" and have a consistent look that attracts people to come and "play. Park Street looks great but Lake Street needs serious work. I am really, really concerned about the neighborhoods in the center of town as well. When we moved here Mundelein was quaint and appealing. In certain areas (e.g. Fairhaven) the town is looking "run down." I'm concerned about my property values getting even worse or not picking up when the economy picks up. It isn't enough to change downtown; the image of the entire town needs to be managed.
92	Healthy, allergy-free stores or restauaunts would be VERY useful, we would go often.
93	Unfortunately, Mundelein has no central downtown area. That is a detractor that may not be able to be changed. Also the economy has given the village more empty store fronts than normal.
94	Put in a Trader Joe's everyone in the area and surrounding would love them to be here.
95	Downtown Mundelein is depressed and unkempt.
96	The Mundelein downtown area is very disjointed - there is no defined "main street"
97	It is lacking a downtown area
98	yes i think its important to differentiate downtown Mundelein from outskirts Mundelein I believe the outskirts have more going for it than downtown ie: rt60 and Rt 83 area
99	We were hearing about plans to renovate the downtown area when we purchased a home 7 years ago. So far, the only renovation worth noting was to the police station. Everything else, for the most part, looks the way it did 20 years ago.
100	If you can have the shops come up with a central theme for all storefronts & help with cost - it would help.
101	We live off of Butterfield road, so we tend to shop more in Vernon Hills or Libertyville.
102	I think it would be challenging to attract upscale businesses to downtown Mundelein but think something modeled after Pilsen or Little Village in the city as a "destination" downtown with unique botiques and restaurants would be more successful
103	I really try to honor the challenge that former Libertyville Mayor Harger issued, that Libertyville residents should try to shop Libertyville in order to help the town's tax base.
104	the idea of the survey is good one. Made me think about why I don't patranize the downtown area so much.
105	I travel through Mundelein.
106	I would love to see a downtown Mundelein revitalization similar to that of Libertyville, Arlington Heights or downtown Palatine. I would

	definitely spend more time and money within the community. I would love to see better restaurants, sports bars or brewery pubs, etc.
107	I'd love to see Mundelein develop a cute downtown and I would use it.
108	Think about a first rate movie theater and a good sit down Italian restaurant.
109	We'd like more restaurant choices!
110	We tend to go to Libertyville for social outings & dining - live music & nicer pub/restaurants (Mickey finns, Firkin, mickey finns,etc); Vernon Hills for shopping,family dining & faster food options(ie TGIs, max n ermas, Panera, Potbellys, etc.) Unfortunately, the only places we shop in Mundelein are Walgreens, Dominicks, Ace Hardware, Target, and eat at Lukes (overly other week), Park Place (once a year). Though we'd prefer to stay local, the downtown businesses just don't appeal to us. We'd like to see more places like Park Place that are a little less pricey/family friendly earlier in the evening, live music later; more 'box' restaurants
111	As a Mundelein resident (Grand Dominion) I'm embarrassed by driving through downtown Mundelein. Compared to other nearby older towns (Grayslake, Lake Zurich, Fox Lake, Wauconda, Crystal Lake -- [not to mention Libertyville]), Mundelein has almost no buildings of any architectural interest, character or beauty. It looks like most all of downtown Mundelein was built hastily and economically in the 1950's -- without any consideration of long lasting architectural appeal. There are no attractive streets to stroll down, or attractive buildings to shop in. Hope my comments are helpful.
112	A real "nested" downtown more like long grove, shop, festivals and eating. it seems so scattered now.
113	The Main Street program put the cart before the horse. Nice sidewalks and lamps do not attract business.
114	No more bars or taverns, sporting goods store would be nice, nicer resturaunts- no more fast food- when we build up an area do it right the first time, it seems that so much of Mundelein never had a plan, it just looks half ass!! The buildings on rt45 are all mosh posh as far as how they look. Learn from the exellent job Libertyville did on rt21 and how well Vernon Hills did on Rt 60 with the new building projects. Sometimes it is better to do nothing than to try and force a new project that is not well thought out. If the area does not apeal to the public than theywill go somewhere else. Sometimes it is more than just shopping but the whole experiance of getting out and shopping , dining.
115	Why don't you come up with a plan and STICK to it? This CONSTANT vacilating on plans is wasteful !!! Follow through with what you start out with and SEE IT TO the end! One minute "the downtown" is up near the True Value,etc and the next it is to be down near the new police station. MAKE UP YOUR MINDS and DO something about it rather than this constant back and forth! How long is this project going to be in limbo?
116	I grew up in Mundelein and it would be nice to see that some of the empty store fronts be filled so it doesn't look all run down and abandon...i.e. the old Walgreen's area.
117	Mundelein has very few stores that are comparable with what I can get at the mall or Target. The stores that they do have are too expensive and to specialized. Buildings are spread apart to far and the buildings look like a time warp into the 50s to 70s. Too many empty store fronts as well.
118	I live in Mundelein by Diamond Lake, but I do not shop there except for Walgreens because to get what I want there, I need to make multiple stops to get what I want. During the summer, I frequent Downtown Libertyville because everything is within walking distance of the park - library, good food, playground, small shops, Lunch in the park
119	If shops and Restaurants were better I would go to Mundelein more often.
120	Find businesses that attract customers, safe for all and attractive with low maintance.
121	update downtown. make it worthwhile. bring in retail shops. i love deer park/ the glen atmosphere

122	Mundelein library is amazing, Rogans Shoes is a wonderful place, so is Annie's Health Food Store and La Vineyard Comunidad
123	Mundelein needs a face lift, some points of interest that are both SAFE and Affordable for families
124	The worst thing about downtown Mundelein are the "fake train horns" at every crossing. Serious noise pollution!
125	We love Mundelein and would like to see a revitalized downtown.
126	limit amt of fast food rests. in town. Adding brew pub / sports bar - Mickey Finn's is what Mund needs - Not a new coat of paint on emils
127	we could use some quality dining and maybe a movie complex
128	I would really LOVE if downtown Mundelein had an atmosphere like Libertyville. If they improved this I would enjoy the community so much more and would probably have more visitors. I am always running to Libertyville, Long Grove, Deer Park because there is not much to do in Mundelein except go through a drivethrough McDonalds or Dunkin Donuts!
129	I purposely avoid Mundelein due to added sales tax. I drive to Lake Zurich!!! My wifes retail business is in Libertyville.
130	I would love a farmer's market and something for kids, especially an indoor activity during the winter months.
131	The empty store fronts are depressing and awful. (Old Walgreens especially) There is no reason to "walk around" in Downtown Mundelein because there is nothing there. Also, non-English signs are not respectful.
132	I think Mundelein has a great physical layout and potential to be a outstanding downtown area. Bringing in businesses will take time, but cosmetically beautifying the area (curbs, street paving, re-doing the fronts of the buildings, etc) up front will make it more pleasant to be around. I believe that the establishment of a few known and reputable businesses will anchor development and eventually spur on additional improvements in the downtown area and surrounding neighborhoods.
133	Mundelein is like many downtown areas, older, not attractive, difficult parking and hard to attract new business. It's a difficult task, the "strip" malls in the Mundelein downtorn area are the pits. Ace Hwd. is the store we frequent the most, other than that it's not very attractive at all. It's too bad, because we try to shop at the "locally" owned business as much as possible.
134	I frequent a chiropracter downtown. There is hardly anything store wise to go to down town, unless you want to get in your car and repark. Didn't even realize there where concerts in the park! Seems like downtown is too spread out. Sorry. I end up by target and such..
135	Clean up 45 (Lake St) between Hawley and 176.....it's an eye sore.....
136	Bicylce access to downtown would be terrific. Higher quality stores are needed. My family desires and tries hard to frequent Mundelein shopping but the quality is not always suitable.
137	Really don't know where "downtown" is.
138	I would like to see a more decorative, appealing downtown, and the old Walgreens's needs to be used
139	We absolutely love the Park Street Cafe and would love to see more downtown vendors be available that support that clientele.
140	Where is downtown Mundelein? I've lived here over 30 years and we don't have one real downtown at all.
141	I go to the barbershop in downtown Mundelein and the Doctor near the Fire Station, Thats about it.
142	Would really like to see some good businesses in downtown. I would like to spend my money in Mundelein
143	MUNDELEIN DOESN'T HAVE ANYTHING COMPARED TO THE OTHER COMMUNTIES IN THE AREA. THE CONCERTS ARE NOT GOOD. DOWNTOWN TO ME IS DEPRESSING. THERE ISN'T ONE DELI YOU CAN GO TO IN MUNDELEIN.
144	Mundelein has a very poor reputation, and has for many years. The only way to turn that around is to mimic what successful towns are doing, and promote it heavily. Any other suburb around Mundelein is more attractive, so it will be difficult.

145	downtown mundelein is a dump. either full scale remodeling from top to bottom or don't bother
146	make the buildings more attractive and invest in the downtown. The police station should not be in the downtown and the library should. Its terrible that I have to go to other towns to shop. Mundelein is doing nothing to improve itself. The mayor is apathetic. Take care of the businesses you do have. No more strip malls!
147	The Problem with Mundelein is that there is no real down town. It is to spread out. It is much easier to go to the mall and then lunch.
148	This does not appear to be a very valid survey.
149	Thank you, this is a very informative survey. You did your homework! By the way, has anyone approached Mickey Finns about opening Mundelein brewery?
150	House values on tax rolls no where near reality.
151	I heard that Trader Joes was discouraged from coming here. Since Del Webb moved in, we need more businesses and more quality businesses.
152	I just don't see the draw to downtown. Except for new buildings like Walgreens, it looks run-down (like the old Walgreens). However I do frequent about the worst looking building around (Rita Pia's) quite often. That, Ace, Walgreens, and Lukes and flowers very seldom, are the only businesses I visit.
153	move the recycle plant and put it in the industrial park; move the train station to a more visible location
154	Please bring us a Trader Joe's!!!
155	What area does "downtown" encompass? Is it Rte. 45, Seymour, or Hawley east of the RR tracks?
156	I do not shop nor dine in Mundelein. I live in unincorporated Ivanhoe and want it to stay that way.
157	There is no downtown, except for Park Street. A long way to go before it becomes a destination
158	Would like to see more specialty stores and stores like Target & TJ Maxx, etc., in downtown, plus restaurants & movie theater.
159	Would like a Panara bread or it's type in Mundeline crossing ... a Red Lobster would be nice.
160	Need more upscale but resasonable boutiques, restaurants. No more pizza, Mexican food or bars! NO GAMBLING!
161	There is nothing for our family to do downtown & saftey are the big reasons our family does not go down town
162	Mundelein needs more bicycle parking.
163	Sidewalks need to be better maintained...Small businesses need to be encouraged/motivated to stay.
164	I would like the variety and feel of downtown Mun to be more like Libertyville; more aesthetically pleasing
165	The whole look and feel of the downtown area needs to be re-done. The buildings should have the same type of signage, look, etc.
166	The used car lot and quonset hut building on 176 east of 45 need to be razed; they are an eyesore. I think local politics and influence are involved here; otherwise this mess would have resolved long ago.
167	We would be happy if it could just be cleaned up. Downtown is run down and depressing.
168	There are some dumpy looking businesses that detract from those working to succeed
169	I grew up in Mundelein and feel the downtown has not really changed much since I was a child.
170	I could not answer all of the questions because I honestly do not know what you are considering "downtown Mundelein". I think that it would be nice to have an area of about 3 blocks where we could walk down one side of the street or the other and visit little specialty shops. It would be nice to have some larger stores like Trader Joes and Bath and Body shop, but I don't think downtown is the place for these. Certainly it would be great to have something to build a downtown around such as a theatre or art gallery or some kind of museum

	or cultural business. I would love to see some of the shabbier, unoccupied buildings such as in the shopping center on 45 where subway is or Abernathy's or the old 7-11 area, rennovated to include something that would attract people to our downtown. I love to look at the beautiful fish tank in the window of the salt water fish tank store-we could capitalize on that-it's beautiful. I love to eat at Park Street.
171	I like specialty stores, not chains. Items that are different, especially in clothes/jewelry. Few people do. Most want chains
172	I also work in Mundelein and can attest that I would like more lunch/dining options in Downtown Mundelein. Currently, we buy at the butcher, Sunrise, and Ace and would support more businesses if they matched our needs. I think that the area is a little too industrial and needs to be re-defined to be more commercial.
173	No more pharmacies or fast food places
174	Thank you for finally surveying but why didn't u mail it to residents? I feel an elite few make the decisions. And that is why downtown has failed
175	Try adding some more non-fast food dinning. No more Mc'D's or B.K.'s
176	I feel like I drive through Mundelein to get to somewhere else, RT 45 is so depressing to me, building are dull and old, just looks rundown and not a place I'd take a lot of time.
177	I have always been disappointed in downtown Mundelein as opposed to downtown Libertyville. There isn't a nice or consistent look with great restaurants and stores.
178	the downtown needs major work. We eat in downtown libertyville at least five time a month for dinner and the atmospher and accesibility is great. downtown mundelein is in the dark ages, look at waht deerfield did.
179	The only store in downtown Mundelein I shop is Walgreens.
180	we need aan updated downtown...it is awful right now!
181	Mundelein has a lot of potential - I try to support the local businesses as best as I can.
182	I have concerns about the apartments and the multiple families living in them. Also, gangs.
183	I wish we had a weekend Farmer's Market; Grayslake's is starting 4/3 and I am very excited and will go. Besides shopping, it is good to get out and socialize with different communities.
184	Don't waste any more money on the downtown area, its dead and will never be reborn!!!!!!
185	please fix the mess as quickly as possable.
186	It would be nice to have something to draw people to downtown Mundelein - something to see - something to do - then the shops would come.
187	Would like to see some of the empty buildings in Mundelein utilized. Speed limit on Lake St. (Rt.45) needs to be enforced!!!
188	I often forget that I live 5 minutes from "Downtown" Mundelein. I would love to see an area that people would come to and walk around and spend time and money
189	Thank you for the opportunity to respond to the survey.
190	We are not sure that we know where "downtown" Mundelein is located. This should be addressed.
191	I would like to see more bus
192	Any Village improvements & investments should provide a very low risk to the community, with the real costs for both on-site and off-site improvements being born by the developer. The downtown or any project cannot be allowed to decrease the Village's abilities on other fronts that are needed for the well being of the entire community. Would be great to see any success stories, where the effort has led to substantial improvements, increased revenues for the community, and which did not impact any other need of the community, or where in

	fact such a project led to a financial ability to do more in the entire community. Everyone has seen the Lake Zurich and other horror stories, is there a good news example or story?
193	Would love to see more casual dining and a movie theatre
194	I would like to see Mundelein focus on getting some Restaurants, a strong sports bar, and then some ethnic foods downtown. Then promote the hell out of them to get people from surrounding towns to come. For example. Ditch the Mundelein in the park concerts and have it in downtown Mundelein. Get several restaurants into downtown Mundelein, block off the streets and have bands and band and street entertainment every Saturday night. Then promote it and get more people to come downtown to the street party and patronize the Restaurants. Then in winter have winter festivals. Le contests for ice statues and events for kids downtown or a "Winter Fest every Saturday night" Get compnies to sponsor the event...Coke or Miller or another beverage company. Also use this to get some other events to go downtown "Breast Cancer" and maybe even other company events or organization events. Also move the Mundelein Days to Downtown not in the open field away from the stors downtown.
195	There is nothing unique about downtown Mundelein. Shopping and dining are too spread out. The village is very late to the game that another nearby town has not already accomplished. Rte 45 is too busy a street to center a downtown district.
196	Please do something about the landlords that don't keep up there empty space and get those filled before allowing more building.
197	I have had other conflicts during the Special Events scheduled. I would like to try them
198	I applaud your efforts. My biggest beef is the lack of snow removal to make Mundelein access possible for pedestrians. It's awful to drive down 45 on a winter twilight and see people walking in the street with their groceries. It is a disgrace and totally dangerous. We need to make this a more walkable city. Also need to provide better access to the rail system from the east.
199	I grew up in Mundelein, moved away twice and now live here for the third time. The downtown was best in the 60's -- we loved being there and shopping there.
200	I like Mundelein...don't want it to be come a place for "CHILDREN DOMINATED".. moved from Vernon Hills to avoid it.
201	Downtown Mundelein (as if you could identify where that is) lacks visual/architectural continuity. We have always had a bit of an identity crisis.
202	I would love to see a business district again in downtown Mundelein
203	I think Mundelein needs to create a "HEART" to the downtown. I love it here but people drive down Route 45 and see "YUCK". I cannot tell you how many times I hear that Libertyville has a look we do not have and I have to remind them to drive St. Mary's and experience Canada in our own back yard. My kids (4 sons) called it Mundleslime. Libertyville was Flibertyville. We must improve are streets, landscape and E-Scape visually...and we do not a divide or an island on Hawley. We just need to improve Rte 45 N-S similar to Milwaukee Avenue through Libertyville. Freight trains are a problem. Thanks for asking!
204	A Trader Joes would be a gold mine here...I hate driving to LZ for items. I know many others who do so too.
205	I would like to see Mundelein revitalized. I would like to shop more in Mundelein for my everyday needs as well as those special items. I try to always use Mundelein businesses for my needs such as repairs and services. I would love to see Mundelein add some big stores like Cosco or Sam's Club, A bagel shop,a resturant were adults could meet and have dinner with friends.
206	Please remember that there is an entire upscale side of Mundelein. Can we cater to that, not just the rest?
207	Bike Paths would be great, as well as cute shops and coffee places to read/visit w/ friends. Even a park would be nice!
208	I wish Mundelein had nicer shopping areas like Deer Park or The Arboretum or Lincolnshire.
209	Add pet store because there is grooming salon in the downtown. Shear Paradise Pet salon is the best one!

210	We do not need any more fast food resturants, gas stations, banks or pharmacies.
211	I use the gas station and the pet groomer when I am in Mundelein. That's all.
212	Make Seymore cobblestone, old fashion, town cryer, no-cars & free trolley. I would call it "Easy Street"
213	I live very close to downtown and I think it's got a ton of potential but at the current time it's not much to speak of. We do love the Caboose though and wish more places like that would come to Mundelein. Thanks for working to improve our neighborhood!
214	I wish you good luck in revitalizing the downtown area. I wish I had the secret recipe to help. If I could recommend a map of the downtown area. I googled it but could not actually find what the borders are.
215	There are too many Mexican businesses in Mundelein, Stop allowing so many Mexican business. I'd prefer to shop at American businesses where the staff speaks English.
216	I would like to see a Deer Park type area in Mundelein - stores, restaurants, theaters.
217	Sorry that the business & property owner-driven MainStreet organization lost its downtown focus and professionalism since 2003. Regaining that target as a Village supported community priority will be the only way to drive new political leadership, smarter development policies and outside investment needed to implement the so-far under-manned and under-funded Downtown Master Plans.
218	LOVE the Italian Bakery, a Trader Joes in Mundelein would make me VERY happy (the nearest one is 25 minutes)
219	Downtown Mundelein has no charm or character. Main intercrossing is Dunkin Donuts, Walgreen's Flower Shop and gas station. Other buildings are uninspiring. Surely we should compete with the main street of Libertyville.n
220	you keep saying "Down-Town Mundelein"--were exactly is that?????
221	Poorly constructed survey.
222	Please do your best to revitalize downtown Mundelein. We need to keep patrons in our town and not go to Libertyville or Long Grove.
223	We need development west on route 60 by target
224	We don't need walmart accross from Target. A wonderful large park would be better - open space!
225	Widen Highway 60/83
226	Where is downtown Mundelein? It seems to move depending on who is in office or who is hired to do surveys.
227	I'm new to the area. There is little that has drawn me to downtown Mundelein. I frequent Dominick's, Target and Home Depot in Mundelein. I've been to Starbuck's, Applebee's, Las Palmas, Grandma V's, Kaiser's, Mambo Italiano and the Caboose. They're all fine, but we really lack dining choices.
228	mundelein needs sit-down restaurants, nicer & healthier fast food (panera, chipotle, cosi, etc.) & shops. We don't really have much to speak of at this time
229	I am glad you are talking this survey. We need to encourage a diverse group of business into our downtown area. La Luz Bakery is a good new addition. Ethic food other than Mexican would be good: Thai, Indian, Middle Eastern. I try to spend as much as possible in Mundelein and think the top 3 business I spend at are Dominick's, Garden Fresh, and Target. Downtown needs an anchor if I am goign to linger there for more than a few minutes. The Library should have gone downtown, in the absence of that I am at a loss, but think it is the key to attracting more restaraunts and bars.
230	I want to see more downtown revival.
231	Extending the metra service to weekends would be outstanding. This addition might also allow more people to visit Mundelein from other towns along the train line.

232	I wish that Mundelein's downtown area was more like, and I hate to say it: Libertyville.
233	Old Walgreens would make great antique consignment mall? Pking lot flea market We need a slogan "What's Fundelein?"
234	More restaurants near Grand Dominion, please, especially Panera. Don't shop in downtown Mundelein due to parking, safety concerns
235	Clean up the town! It will hopefully attract new businesses. Quit trying to fill vacant storefronts with places like currency exchanges, etc. We need businesses that people will actually want to frequent and some restuarants besides McD's, subway and burger king. We need to change the image of Mundelein. No one in this community seems to care about the appearance. In my opinion, it is a disgrace.
236	Please repave Hawley. I use Hawley to drive everywhere. I live just south of Hawley. Hawley Street is horrible
237	Where is "Downtown Mundelein"??????????
238	Tear down the whole shopping area and redesign and regrade it.
239	I puzzle over the poor condition of our roads and how shabby our roadways look...just a thought.
240	Better Restaurants Department Stores and a Movie Theater
241	More sidewalks needed better access to bike paths and parks. Mundelein doesn't feel pedestrian friendly at all. We live in longmeadow estates and if you don't have a car you are cut off from everything. We don't have enough options for shopping or dining. Applebees has run it's course and Target while it serves it's purpose if they are out of something or clothes don't fit you don't have any other option in Mundelein. Mundelein is so spread out that even if your kids go to Mundelein high school they can be twenty minutes away from friends with no way to see them if you don't have a car. Kids would actually ride a bike if it was safe for them to do so. We can't let our kids ride anywhere outside the neighborhood itself because of traffic and state road speed limits.
242	I'am always in Vernon Hills to eat, shop, etc. and I live in Mundelein. That's sad.
243	A movie cinema would be a nice addition. Not for downtown but within the village.
244	Why does the village have multiple Walgreens?
245	Please no more building (Walmart) until empty stores in Mundelein are filled.
246	I would love to see Mundelein downtown turn around. Love Park street and it has so much potential to be something great. Park St Rest helped a lot and it's great. Would love to see some other new stores or restaurants fill the Abernathy building. Consider an organic grocery store???