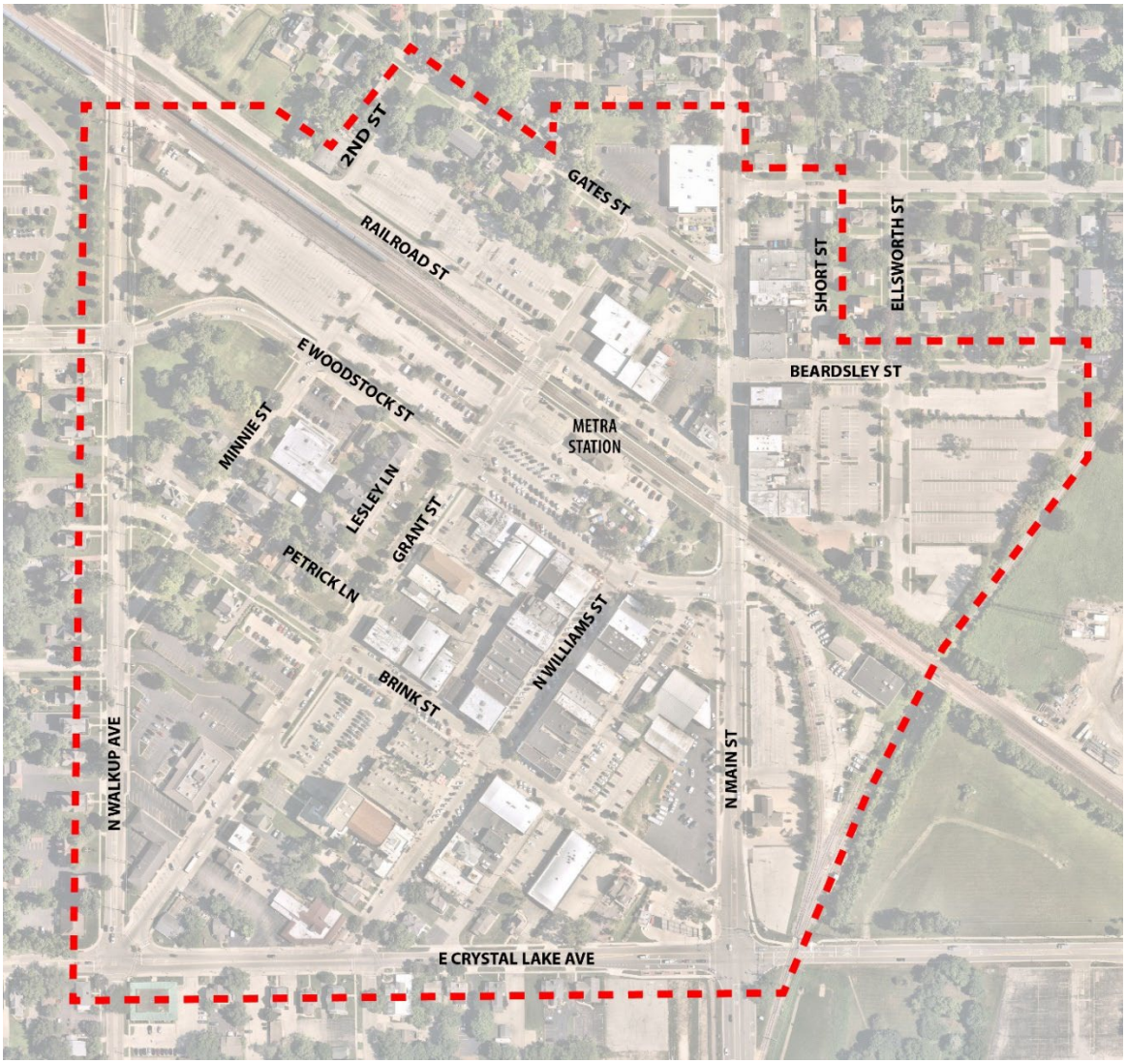
CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

Results are in! BIG THANKS to the **835 participants** who shared input as part of the Crystal Lake Public Place Poll.

Following recent City planning initiatives and capital improvements within Downtown Crystal Lake, a poll was conducted to hear community feedback about physical public place development opportunities, such as the streets, plazas, parks, and open spaces that make up the Downtown area. The Downtown area is generally defined by Railroad Street and Beardsley Street to the north, Walkup Avenue to the west, Crystal Lake Avenue to the south, and Main Street to the east. *(see the map below)*



CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

The purpose of this Public Place study is to gauge community interest in developing features that would continue to support Downtown with welcoming spaces to dine, to shop, to do business and to gather.

The poll was conducted online between September 6, 2022, and October 17, 2022, and was distributed to the community via the City's website, Facebook Page and through the Chamber of Commerce. A dedicated project webpage at the City's website is linked below:

https://www.crystallake.org/your-government/departments/community-development/downtown-enhancement

The digital poster distributed to the community is below:



CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

WHAT IS SPECIAL ABOUT DOWNTOWN CRYSTAL LAKE?

When asked what is special about Downtown Crystal Lake, 686 open ended responses were provided. The word cloud graphic below depicts the words that were most often used to describe what is special about Downtown Crystal Lake.



A summary of responses provided follows below:

1. *Unique character and hometown feel.* Crystal Lake has a mix of historic buildings, landscaped pathways and historic lighting that makes the Downtown feel charming, quaint, and cozy.
2. *Safe, clean, and comfortable.* Downtown is well maintained and offers a walkable environment.
3. *Diverse business mix.* Friendly, locally owned businesses include quality shops, restaurants, and services.
4. *Strong sense of community.* Downtown is a place where friends and neighbors gather and visit. It promotes a sense of place and community.
5. *Unique mix of uses.* Quality restaurants, shops, businesses, Metra Station, and Raue Center, offer an attractive variety of experiences throughout the year.
6. *Great access.* Parking is available and free; the Metra station is accessible and Downtown includes well designed and maintained sidewalks and pathways.
7. *Welcoming community events.* Noted events include Johnny Appleseed, Festival of Lights, Farmers Market, National Night Out, and the 4th of July Parade.
8. *Outdoor dining.* Downtown offers great outdoor dining options.
9. *Attractive plantings and holiday décor* provide attractive downtown spaces throughout the year.
10. *Nearby neighborhoods.* Downtown is surrounded by unique historic homes and mature neighborhoods.

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

WHAT PHYSICAL ELEMENTS AND FEATURES COULD BE IMPROVED IN DOWNTOWN CRYSTAL LAKE?

When asked about what improvements can be made in Downtown Crystal Lake, 653 open ended responses were provided. The word cloud graphic below depicts the words that were most often used to describe desired improvements in Downtown Crystal Lake.



A summary of responses provided follows below:

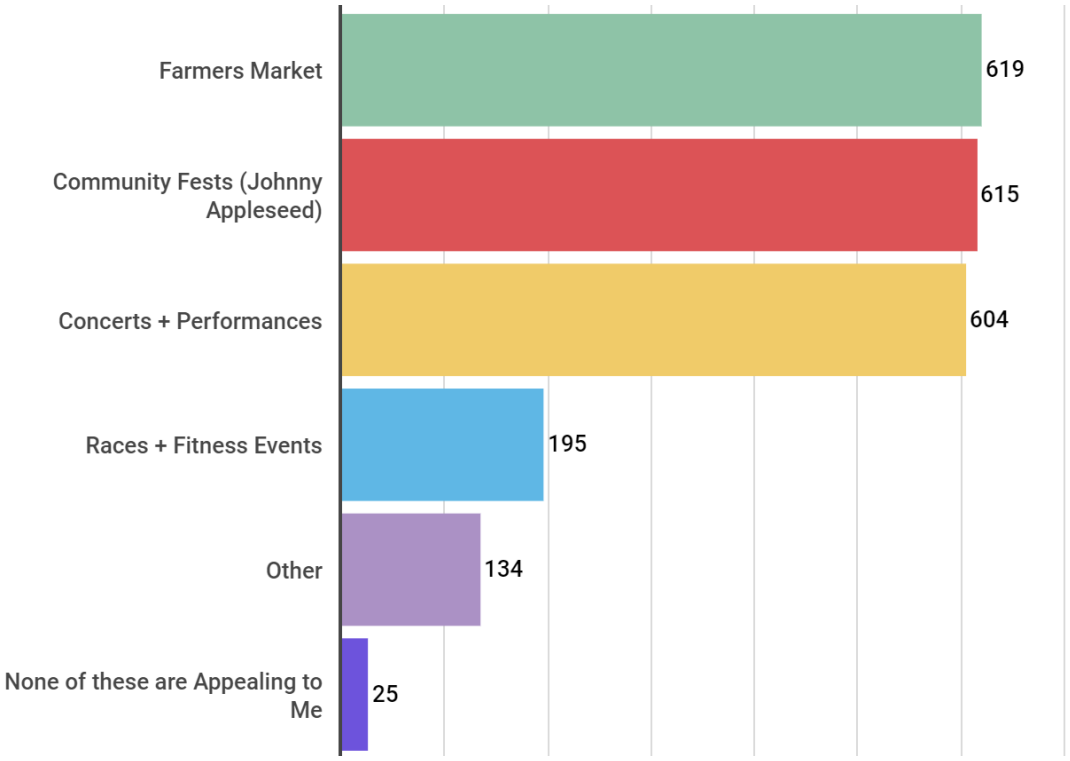
1. *More open spaces* to accommodate outdoor seating, performances, gathering, play, and dog areas.
2. *Larger festival space* to accommodate Farmers Market and other events.
3. *More shopping and restaurants,* including more outdoor dining options.
4. *Improvements at and surrounding the Metra station* including improved crossings and visual / physical connections to better connect the Downtown areas across the tracks.
5. *Parking improvements* including better signage to understand parking regulations, especially at commuter lots. Provide additional parking / garage parking. Provide EV charging stations.
6. *Remove on street parking and create pedestrian only areas,* such as along Williams Street.
7. *Additional amenities* such as brick pavers, historic lighting, string lighting, seating, water fountains, and bike racks.
8. *Improved connections / access,* including The Prairie Trail; Route 176 and across railroad tracks.
9. *Signage* for wayfinding, business maps, historical information, and interpretation.
10. *Improved crosswalks,* including signage, pavement treatments and lighting.
11. *More beautification, greenery, and plantings.*
12. *Improved facades, awnings, and signage.*

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

WHAT TYPES OF SPECIAL EVENT ACTIVITIES ENCOURAGE YOU TO VISIT DOWNTOWN? (select all that apply)

POLL QUESTION: When asked which Special Events would encourage people to visit Downtown, participant responses in order of preference, follow below:	**OTHER COMMENTS:** 134 comments were provided for 'Other' and a summary of those comments follows:
1. Farmers Market (619 votes) 2. Community Fests (Johnny Appleseed) (615 votes) 3. Concerts + Performances (604 votes) 4. Races + Fitness Events (195 votes) 5. None of these are appealing to me (25 votes)	1. Sidewalk Sales 2. Winter holiday parade and holiday lights 3. Car Shows 4. Parades 5. Arts and Crafts, art demonstrations 6. Yoga, Meditation, Wellness 7. Career, Networking 8. Performances, concerts, singing, dancing 9. Ladies' night out 10. Oktoberfest

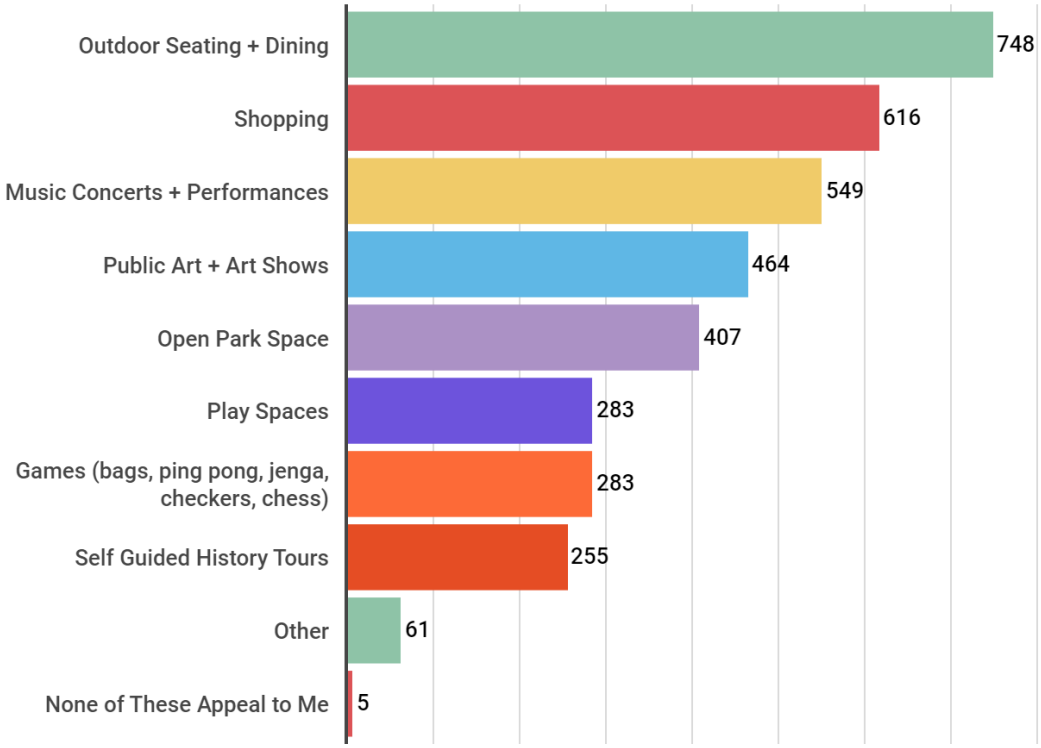


CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

WHAT TYPES OF DAY-TO-DAY ACTIVITIES WOULD DRAW YOU TO DOWNTOWN? (select all that apply)

POLL QUESTION: When asked which day-to-day activities would draw people to Downtown, participant responses in order of preference, follow below:	**OTHER COMMENTS:** 61 comments were provided for 'Other' and a summary of those comments follows:
1. Outdoor Seating + Dining (748 votes) 2. Shopping (616 votes) 3. Music Concerts + Performances (549 votes) 4. Public Art Shows (464 votes) 5. Open Park Space (407 votes) 6. Play Spaces (283 votes) 7. Games (bags, ping pong, jenga, checkers, chess) 283 votes) 8. Self Guided History Tours (255 votes) 9. None of these are appealing to me (5 votes)	1. Food Truck Fests 2. Arts and Crafts 3. Yoga, Meditation, Wellness 4. Career, Networking 5. Shuffleboard, lawn bowling 6. Culture fest with ethnic food booths 7. Dog park 8. EV Charging Stations 9. Ladies' night out events 10. Native gardens



CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

The following questions focused on five potential public place enhancement areas, listed below, and illustrated on the following map:

1. *Plaza Opportunity near Crystal Lake Brewing*
2. *Brink Street Market Plaza Enhancements*
3. *Festival Street at Railroad Street*
4. *Festival Street at Brink Street*
5. *Depot Park and Metra Station Enhancements*

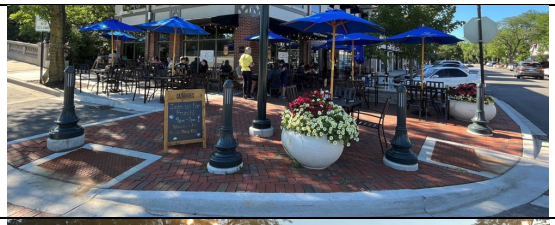
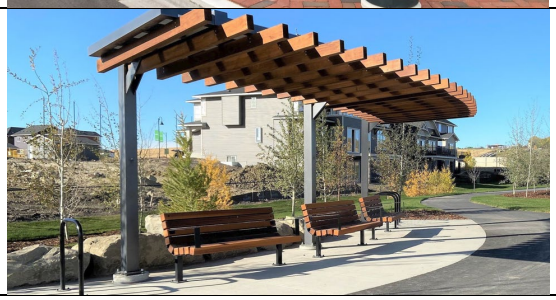


CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THE IMAGERY BELOW, SELECT THE TYPES OF FEATURES AND AMENITIES THAT WOULD BE MOST APPEALING FOR THE PLAZA AT CRYSTAL LAKE BREWING: (select two)

When asked to select two top images that represented the types of features and amenities that would be most appealing for the Plaza at Crystal Lake Brewing, participant responses in order of preference, follow below:

Option	Photo	Votes
1. Outdoor café seating and umbrellas		592 / 41%
2. Community gathering and decorative lighting		552 / 38%
3. Bike parking, seating, and plantings		154 / 11%
4. Shaded seating and canopy structure		89 / 6%
5. I would not support development of the PLAZA NEAR CRYSTAL LAKE BREWING		50 / 3%

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THE LIST BELOW, PRIORITIZE THE FUNCTIONS YOU WOULD LIKE TO SEE AT THE PLAZA NEAR CRYSTAL LAKE BREWING.

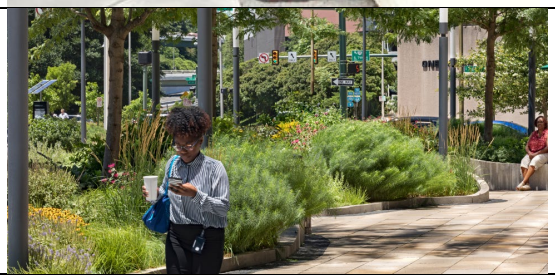
When asked to prioritize the functions desired for the Plaza Near Crystal Lake Brewing, participant responses in order of preference, follow below:
1. Seating Areas
2. Specialty Lighting
3. Shade Structures
4. Native Plantings
5. Bike Parking

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THE IMAGERY BELOW, SELECT THE TYPES OF FEATURES + AMENITIES THAT WOULD BE THE MOST APPEALING FOR BRINK STREET MARKET PLAZA: (select two)

When asked to select two top images that represented the types of features and amenities that would be most appealing for Brink Street Market Plaza, participant responses in order of preference, follow below:

Option	Photo	Votes
1. Movable tables and chairs		542 / 38%
2. Lounge seating and raised planters		536 / 38%
3. Landscaping		311 / 22%
4. I would not support further development of the BRINK STREET MARKET PLAZA		31 / 2%

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THTE LIST BELOW, PRIORITIZE THE FUNCTIONS YOU WOULD LIKE TO SEE AT BRINK STREET MARKET PLAZA.

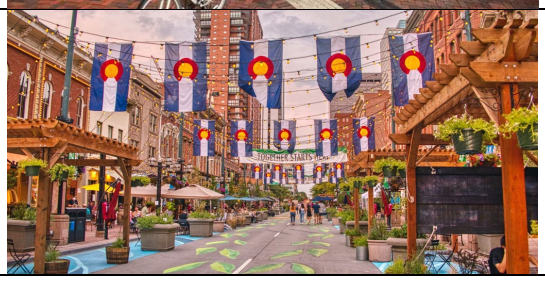
When asked to prioritize the functions desired for Brink Street Market Plaza, participant responses in order of preference, follow below:
1. Seating Areas
2. Specialty Lighting
3. Native Plantings
4. Bike Parking

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THE IMAGERY BELOW, SELECT THE TYPES OF FEATURES + AMENITIES THAT WOULD BE MOST APPEALING FOR FESTIVAL STREETS: (select two)

When asked to select two top images that represented the types of features and amenities that would be most appealing for Festival Streets, participant responses in order of preference, follow below:

Option	Photo	Votes
1. Overhead lighting		572 / 38%
2. Pergola structures		395 / 26%
3. Decorative paving and plantings		297 / 20%
4. Decorative banners and painted pavements		201 / 13%
5. I would not support the development of FESTIVAL STREETS		34 / 2%

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THE LIST BELOW, PRIORITIZE THE FUNCTIONS YOU WOULD LIKE TO SEE AT THE FESTIVAL STREETS.

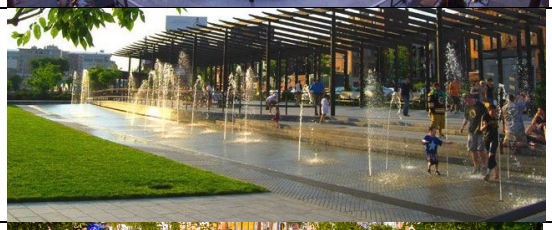
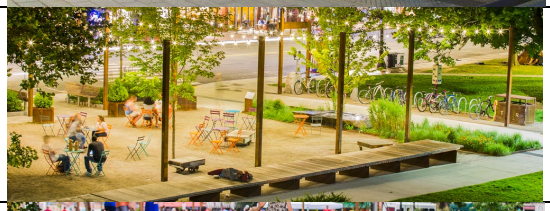
When asked to prioritize the functions desired for Festival Streets, participant responses in order of preference, follow below:
1. Overhead String Lighting
2. Pergola Structures
3. Decorative Paving
4. Decorative Banners
5. Plantings
6. Painted Pavements

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THE IMAGERY BELOW, SELECT THE TYPES OF FEATURES + AMENITIES THAT WOULD BE MOST APPEALING FOR DEPOT PARK: (select three)

When asked to select three top images that represented the types of features and amenities that would be most appealing for Depot Park, participant responses in order of preference, follow below:

Option	Photo	Votes
1. Events lawn and bandshell		523 / 27%
2. Ice skating and holiday activities		452 / 23%
3. Pergola structure and water feature		377 / 19%
4. Flex space with movable seating		340 / 18%
5. Nature based play features		216 / 11%
6. I would not support further development of DEPOT PARK		35 / 2%

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

BASED ON THTE LIST BELOW, PRIORITIZE THE FUNCTIONS YOU WOULD LIKE TO SEE AT DEPOT PARK.

When asked to prioritize the functions desired for Depot Park, participant responses in order of preference, follow below:
1. Events Lawn and Bandshell
2. Flexible Seating Area with Movable Tables and Chairs
3. Pergola Structure / Covered Seating Area
4. Ice Skating and Holiday Activities
5. Water Feature
6. Nature Based Play Features

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

PLEASE RANK THE PROJECTS YOU WOULD LIKE TO SEE IMPLEMENTED.

When asked to prioritize the projects that should be implemented in Downtown, participant responses in order of preference, follow below:
1. Brink Street Market Plaza
2. Depot Park
3. The Plaza at Crystal Lake Brewing
4. Festival Street at Railroad Street
5. Festival Street at Brink Street

CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

ADDITIONAL COMMENTS:

250 participants provided additional comments regarding the Downtown Public Place Study. A summary of comments received follows below:

1. *Downtown is already a gem.* Take care to balance new improvements while also minimizing clutter.
2. *Safety first*. Maintain safe paths and crossings for pedestrians and bicyclists throughout the Downtown
3. *More shops and restaurants*. While private developments are not the focus of the Public Place Study, we heard participants' suggestions to expand restaurant and shopping options in Downtown.
4. *Downtown parking*. Comments addressed desires to add more parking in Downtown, as well as desires to remove parking to support pedestrian only streets. Some comments were made to provide more handicapped accessible parking throughout Downtown.
5. *Maintain character*. Improvements are welcome however they should be made such that they do not take away from Crystal Lake's historic and charming character.
6. *Programming matters*. Enhanced public spaces are welcome, however, spaces require regular programming in order to be successful and to continue to bring people into Downtown.
7. *Festival Streets are supported*. In addition to Railroad and Brink Streets, consider Williams Street as a festival street.
8. *Places for inspiration*: Downtown Galena, Libertyville, Arlington Heights, Woodstock, Algonquin, Cary, Rockford, Mellody Farm (Vernon Hills)
9. *Make it cohesive*. While these projects can be attractive elements, Downtown should have a cohesive approach to design.
10. *Continue engaging the community.* Most respondents provided positive feedback about the Public Place Study and a general appreciation to be included in the planning process --- continue the public engagement moving forward.

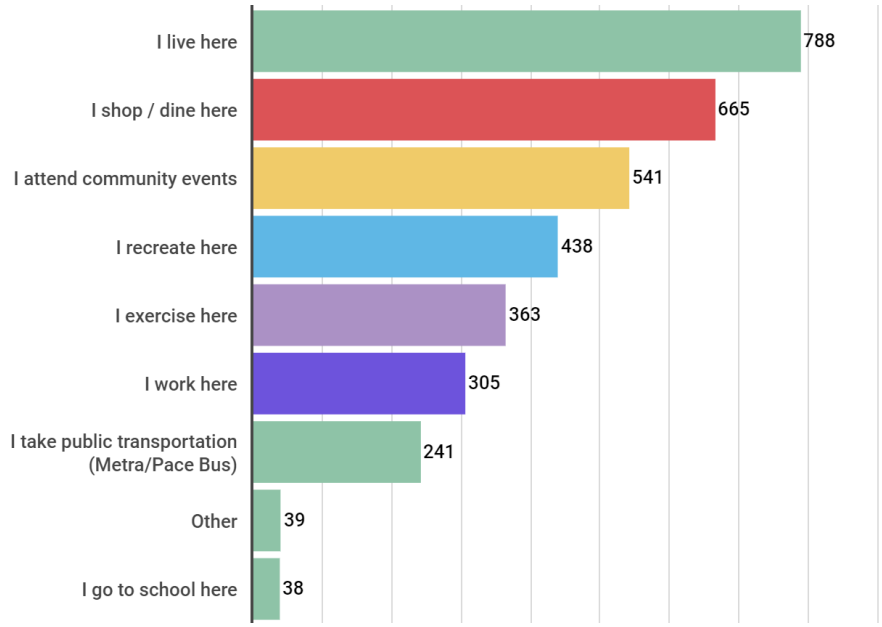
CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

PARTICIPANT PROFILE | WHAT AGE GROUP DO YOU BELONG TO?



PARTICIPANT PROFILE | HOW ARE YOU CONNECTED TO CRYSTAL LAKE?



CRYSTAL LAKE DOWNTOWN PUBLIC PLACE STUDY

POLL RESULTS SUMMARY | *November 4, 2022*

Thank you for your input, Crystal Lake!
It is much appreciated and will be useful as the City plans for next steps.

For more information about the City's Downtown Public Place efforts, please see the project webpage:

https://www.crystallake.org/your-government/departments/community-development/downtown-enhancement