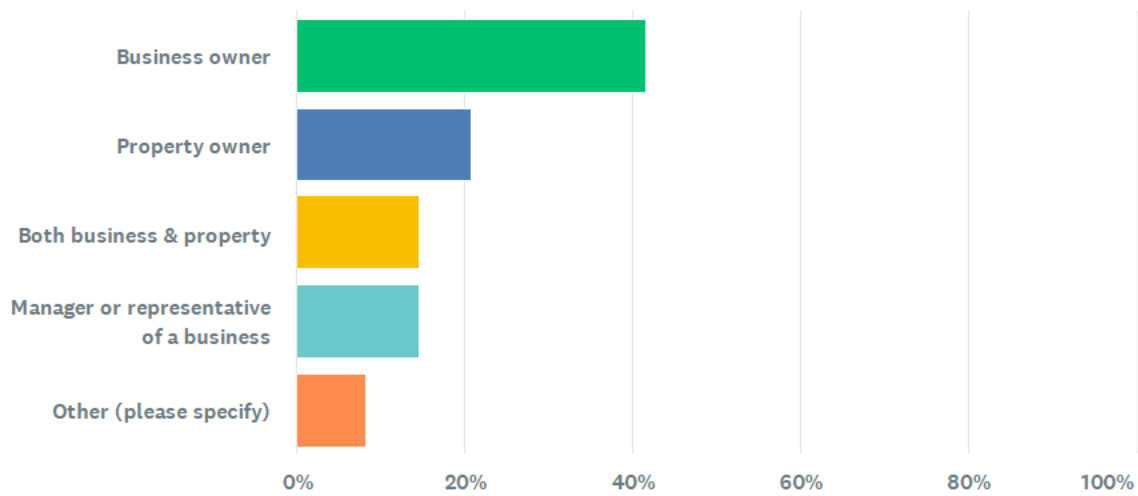


Q1 What best describes your role?

Answered: 48 Skipped: 0

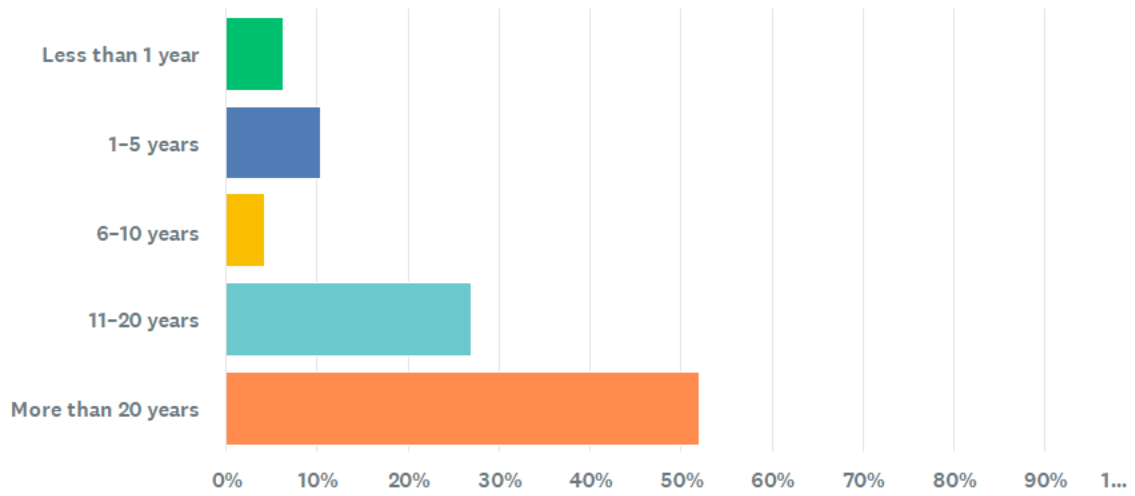


Answer Choices	Percentage	Responses
● Business owner	41.67%	20
● Property owner	20.83%	10
● Both business & property	14.58%	7
● Manager or representative of a business	14.58%	7
● Other (please specify) Show responses	8.33%	4
Total		48

#	OTHER (PLEASE SPECIFY)	DATE
1	Resident nearby	2/9/2026 2:37 PM
2	Chamber of Commerce	2/6/2026 11:35 AM
3	Employed in the corridor	2/4/2026 8:45 AM
4	Property owner bordering on the corridor	2/2/2026 3:01 PM

Q2 How long has your business or property been located on Happ Road?

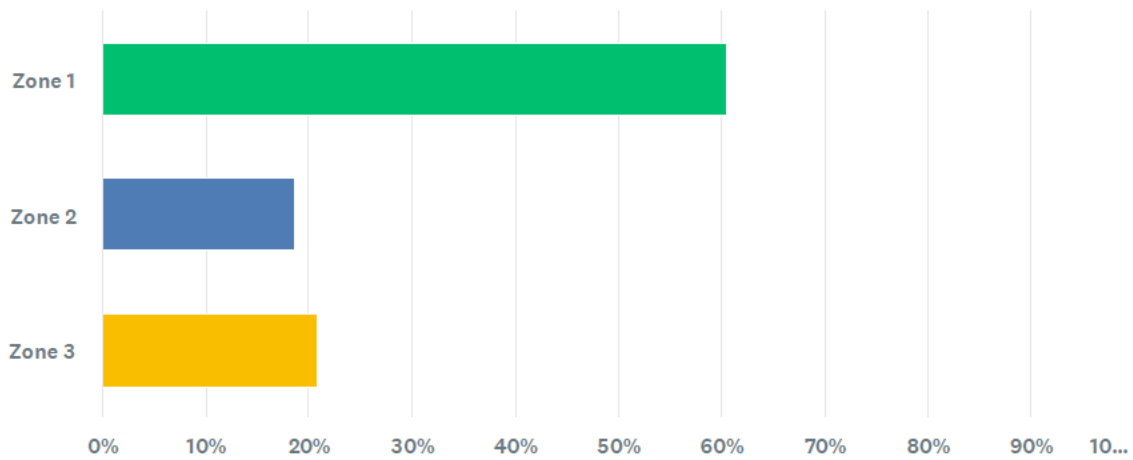
Answered: 48 Skipped: 0



Answer Choices	Percentage	Responses
● Less than 1 year	6.25%	3
● 1-5 years	10.42%	5
● 6-10 years	4.17%	2
● 11-20 years	27.08%	13
● More than 20 years	52.08%	25
Total		48

Q3 Where in Northfield is your business/property located?

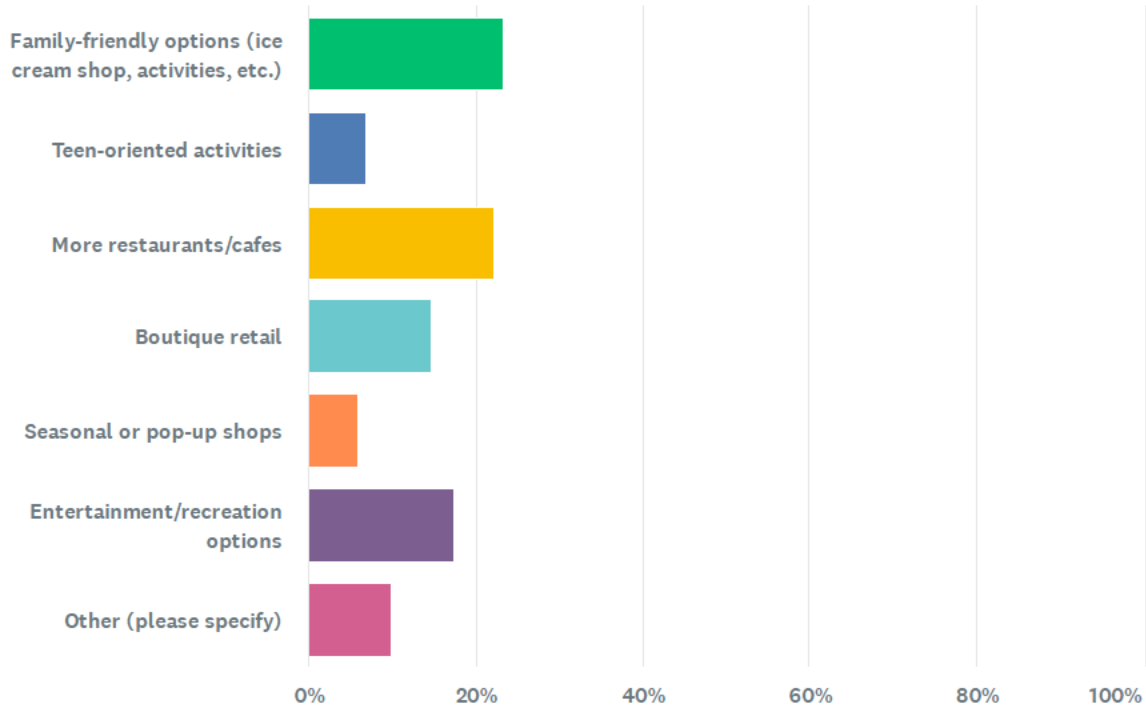
Answered: 48 Skipped: 0



Answer Choices	Percentage	Responses
● Zone 1	60.42%	29
● Zone 2	18.75%	9
● Zone 3	20.83%	10
Total		48

Q4 What types of new businesses or amenities do you feel would complement your business? (Select all that apply)

Answered: 41 Skipped: 7

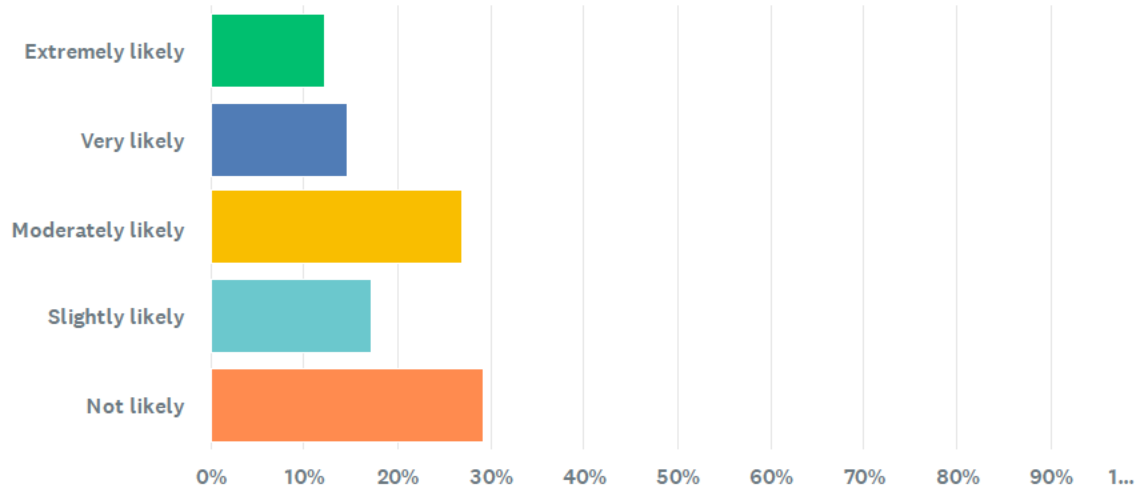


Answer Choices	Percentage	Responses
● Family-friendly options (ice cream shop, activities, etc.)	23.30%	24
● Teen-oriented activities	6.80%	7
● More restaurants/cafes	22.33%	23
● Boutique retail	14.56%	15
● Seasonal or pop-up shops	5.83%	6
● Entertainment/recreation options	17.48%	18
● Other (please specify) Show responses	9.71%	10
Total		103

#	OTHER (PLEASE SPECIFY)	DATE
1	Country club	2/9/2026 3:56 PM
2	Permanent stoplight at Winnetka Rd & Happ Rd	2/7/2026 4:53 PM
3	Any business or activity that brings foot traffic into the central business district is valuable to the surrounding businesses	2/6/2026 11:37 AM
4	Grocery store	2/4/2026 8:46 AM
5	Health and wellness	2/4/2026 5:58 AM
6	Nothing- I own a psychotherapy practice, so I don't think it makes a difference	2/2/2026 8:50 PM
7	Grocery food store	2/2/2026 3:45 PM
8	grocery	2/2/2026 3:26 PM
9	Grocery store	2/2/2026 3:05 PM
10	commercial and/or professional	2/2/2026 3:03 PM

Q5 How likely is it that improvements to Happ Road would increase your business activity or property value?

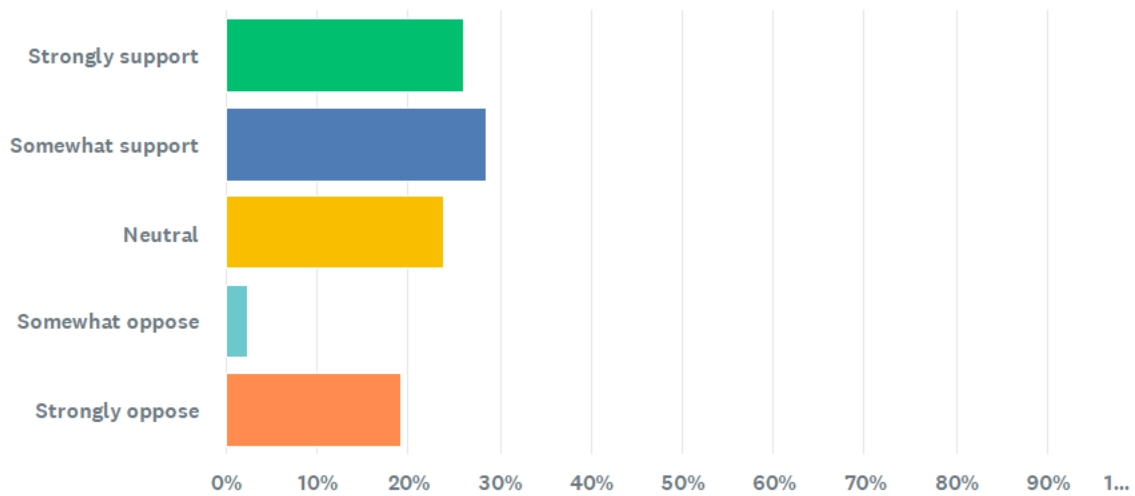
Answered: 41 Skipped: 7



Answer Choices	Percentage	Responses
● Extremely likely	12.20%	5
● Very likely	14.63%	6
● Moderately likely	26.83%	11
● Slightly likely	17.07%	7
● Not likely	29.27%	12
Total		41

Q6 How supportive would you be of occasional street closures for community events (e.g., a festival on Happ Road) if parking access can be preserved?

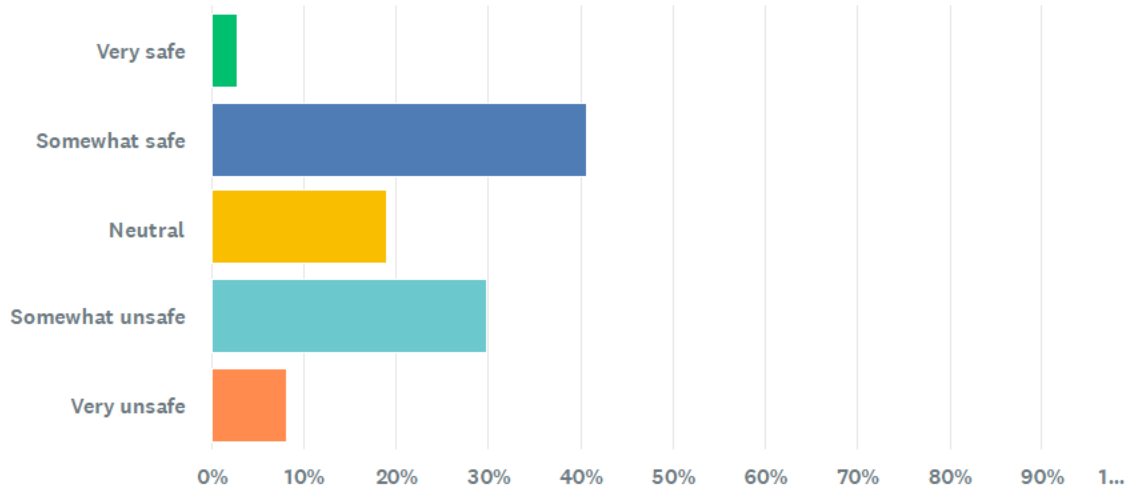
Answered: 42 Skipped: 6



Answer Choices	Percentage	Responses
● Strongly support	26.19%	11
● Somewhat support	28.57%	12
● Neutral	23.81%	10
● Somewhat oppose	2.38%	1
● Strongly oppose	19.05%	8
Total		42

Q7 How would you rate the overall safety of pedestrian crossings along the Happ Road Corridor?

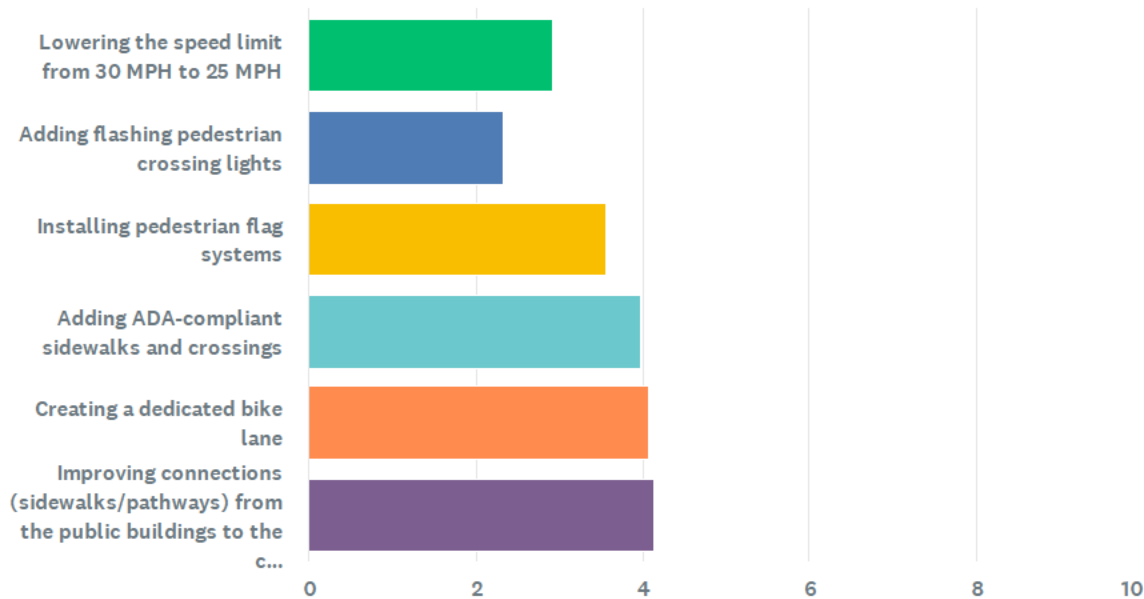
Answered: 37 Skipped: 11



Answer Choices	Percentage	Responses
● Very safe	2.70%	1
● Somewhat safe	40.54%	15
● Neutral	18.92%	7
● Somewhat unsafe	29.73%	11
● Very unsafe	8.11%	3
Total		37

Q8 As related to the Happ Road Corridor, how important are the following mobility improvements to your business, tenants or customers? Rank each from 1 = Not Important to 6 = Very Important:

Answered: 39 Skipped: 9



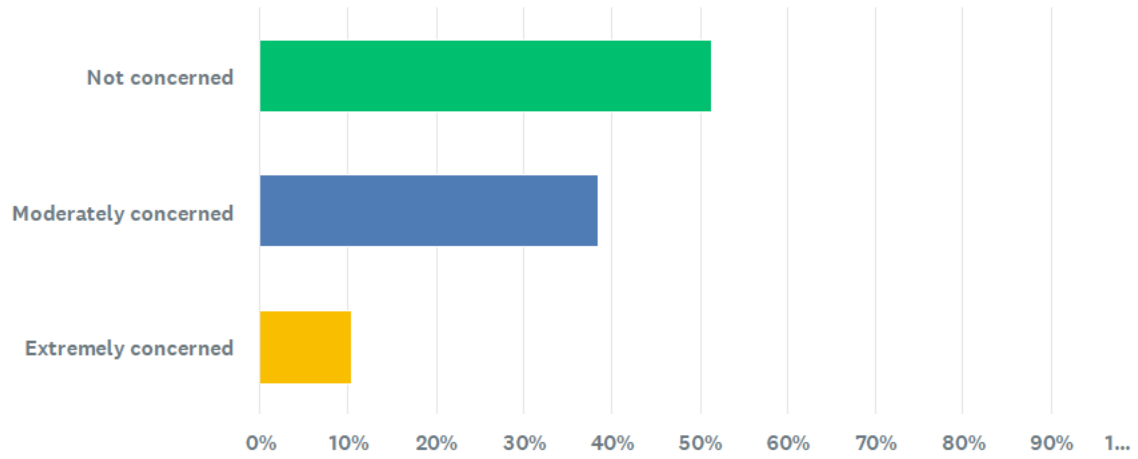
	1	2	3	4	5	6	Total
Lowering the speed limit from 30 MPH to 25 MPH	30.77% 12	17.95% 7	17.95% 7	10.26% 4	7.69% 3	15.38% 6	39
Adding flashing pedestrian crossing lights	38.46% 15	23.08% 9	12.82% 5	17.95% 7	7.69% 3	0% 0	39
Installing pedestrian flag systems	5.13% 2	17.95% 7	35.90% 14	5.13% 2	28.21% 11	7.69% 3	39
Adding ADA-compliant sidewalks and crossings	10.26% 4	7.69% 3	10.26% 4	38.46% 15	12.82% 5	20.51% 8	39

234

	● 1	● 2	● 3	● 4	● 5	● 6	Total
Creating a dedicated bike lane	12.82% 5	12.82% 5	10.26% 4	10.26% 4	25.64% 10	28.21% 11	39
Improving connections (sidewalks/pathways) from the public buildings to the commercial buildings	2.56% 1	20.51% 8	12.82% 5	17.95% 7	17.95% 7	28.21% 11	39
							234

Q9 How concerned are you about traffic flow and congestion within the Happ Road Corridor today?

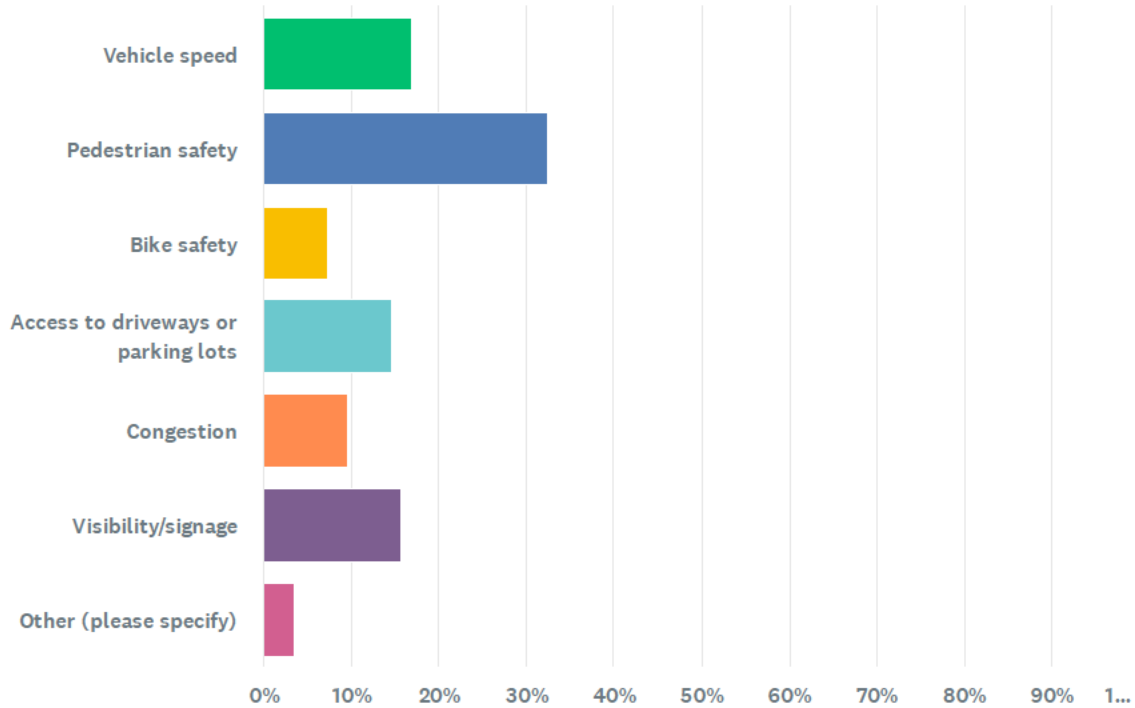
Answered: 39 Skipped: 9



Answer Choices	Percentage	Responses
● Not concerned	51.28%	20
● Moderately concerned	38.46%	15
● Extremely concerned	10.26%	4
Total		39

Q10 What are your top concerns related to mobility within the Happ Road Corridor? (Select up to 3)

Answered: 38 Skipped: 10

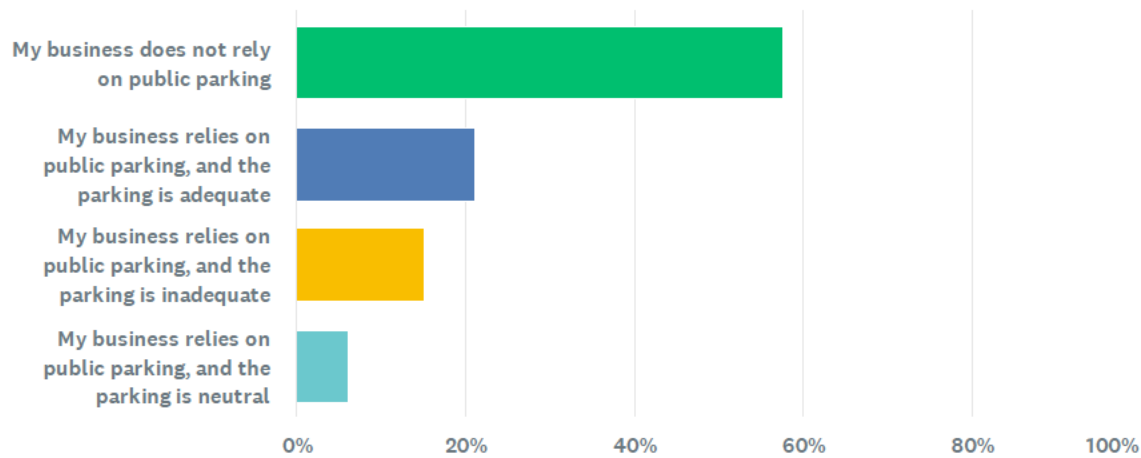


Answer Choices	Percentage	Responses
● Vehicle speed	16.87%	14
● Pedestrian safety	32.53%	27
● Bike safety	7.23%	6
● Access to driveways or parking lots	14.46%	12
● Congestion	9.64%	8
● Visibility/signage	15.66%	13
● Other (please specify) Show responses	3.61%	3
Total		83

#	OTHER (PLEASE SPECIFY)	DATE
1	Champion your legacy small businesses	2/9/2026 9:13 PM
2	Permanent stoplights at Winnetka & HappRds	2/7/2026 4:55 PM
3	NO BUSHES by driveways next to wider sidewalks	2/2/2026 3:46 PM

Q11 Within the Happ Rd Corridor, is your business reliant on public parking? If so, how would you describe the current public parking situation?

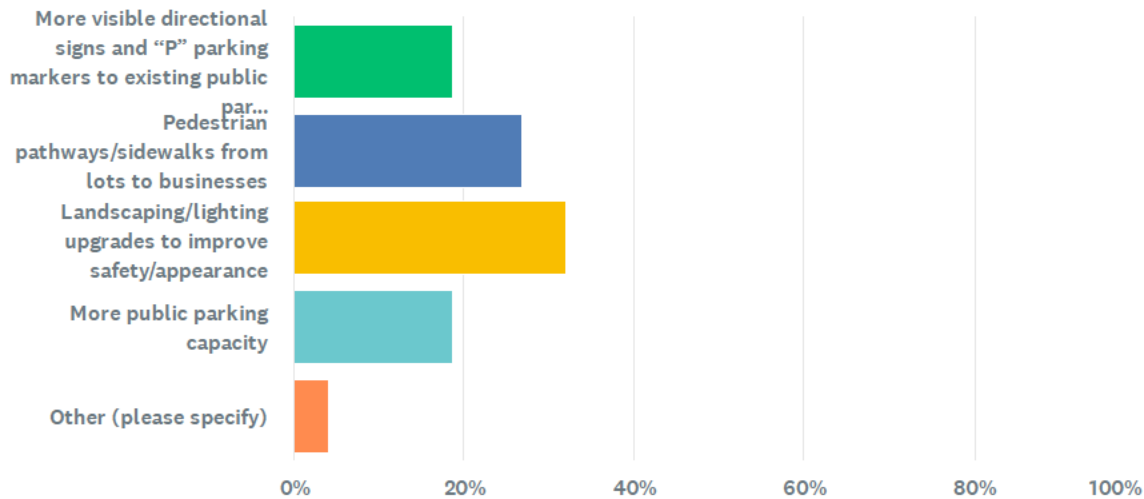
Answered: 33 Skipped: 15



Answer Choices	Percentage	Responses
● My business does not rely on public parking	57.58%	19
● My business relies on public parking, and the parking is adequate	21.21%	7
● My business relies on public parking, and the parking is inadequate	15.15%	5
● My business relies on public parking, and the parking is neutral	6.06%	2
Total		33

Q12 Within the Happ Road Corridor, which public parking-related improvements would provide the most benefit? (Select up to three)

Answered: 36 Skipped: 12

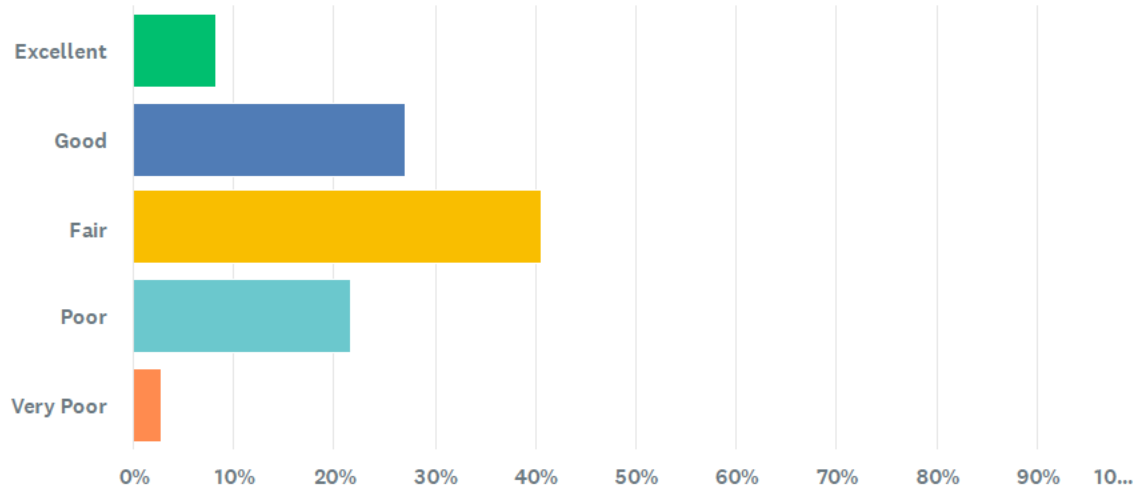


Answer Choices	Percentage	Responses
● More visible directional signs and "P" parking markers to existing public parking lots	18.67%	14
● Pedestrian pathways/sidewalks from lots to businesses	26.67%	20
● Landscaping/lighting upgrades to improve safety/appearance	32.00%	24
● More public parking capacity	18.67%	14
● Other (please specify) Show responses	4.00%	3
Total		75

#	OTHER (PLEASE SPECIFY)	DATE
1	Hold landlords accountable for maintenance, especially those that affect curb appeal	2/9/2026 9:15 PM
2	Parking behind stores such as STORMY'S = IDOT owns land = obtain it.	2/2/2026 3:49 PM
3	ok as is	2/2/2026 3:06 PM

Q13 How would you rate the overall aesthetics and “village identity” of the Happ Road Commercial Corridor?

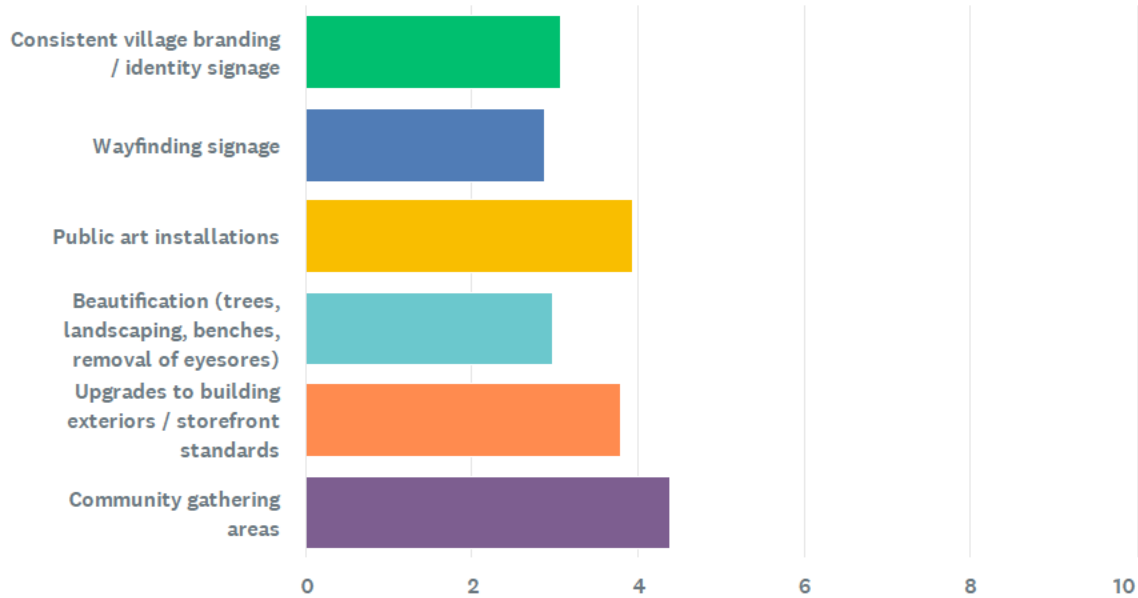
Answered: 37 Skipped: 11









Answer Choices	Percentage	Responses
● Excellent	8.11%	3
● Good	27.03%	10
● Fair	40.54%	15
● Poor	21.62%	8
● Very Poor	2.70%	1
Total		37

Q14 How important are the following possible aesthetic improvements? Rank each from 1 = Not Important to 6 = Very Important:

Answered: 38 Skipped: 10



	1	2	3	4	5	6	Total
Consistent village branding / identity signage	34.21%	10.53%	18.42%	10.53%	2.63%	23.68%	38
Wayfinding signage	15.79%	36.84%	15.79%	13.16%	13.16%	5.26%	38

	 1	 2	 3	 4	 5	 6	Total
Public art installations	7.89% 3	7.89% 3	21.05% 8	26.32% 10	21.05% 8	15.79% 6	38
Beautification (trees, landscaping, benches, removal of eyesores)	23.68% 9	15.79% 6	23.68% 9	18.42% 7	15.79% 6	2.63% 1	38
Upgrades to building exteriors / storefront standards	7.89% 3	21.05% 8	10.53% 4	15.79% 6	34.21% 13	10.53% 4	38
Community gathering areas	10.53% 4	7.89% 3	10.53% 4	15.79% 6	13.16% 5	42.11% 16	38
							228

Q15 What are your biggest concerns about the Happ Road Corridor?

Answered: 23 Skipped: 25

#	RESPONSES	DATE
1	Roundabout	2/16/2026 1:53 PM
2	It is not pedestrian friendly enough for casual strolling/ shopping or taking other means of transportation beside car.	2/11/2026 12:48 PM
3	What motivates you?	2/9/2026 9:22 PM
4	AUTOMOBILE SPEED	2/9/2026 6:43 PM
5	Easy Flow of traffic	2/9/2026 4:38 PM
6	I love the way everything is. I don't know why changes are needed.	2/9/2026 2:24 PM
7	Over engineering new roads (the roundabout) and pass throughs like the one in front of the empty Marianos	2/9/2026 2:12 PM
8	That changes would not help my business and that construction would cause traffic difficulties and hurt my business	2/9/2026 12:53 PM
9	The roundabout will create more of an issue than there is now	2/9/2026 12:02 PM
10	Accidents	2/9/2026 11:55 AM
11	We need permanent stoplights at Winnetka & Happ intersection. Need better sidewalks & new paving. Bike lane would be a plus.	2/7/2026 4:59 PM
12	I am sure that you are aware of the struggle the businesses that are in this corridor will be adversely affected. I am always worried about the businesses during road construction, especially due to unforeseen consequences. Communication to the businesses and to the residents during construction are vital to help the businesses survive. A timeline that is adhered to will be important to all businesses that will be impacted. Be organized and as prepared as possible. These are businesses that are struggling anyway due to increased taxes, rent, and the economy. Be sensitive to their real needs.	2/6/2026 11:57 AM
13	Congestion on Willow & Happ and Willow & Northfield. Whole area is difficult to access	2/3/2026 6:39 PM
14	That the safety and parking are improved.	2/3/2026 11:35 AM
15	When I walk across Happ/Central or Willow Rd at that intersection, I do not feel safe even when the walk signal is on. It often feels safer to jaywalk away from the intersection, which is not good! It's important to me that I'm able to take a walk during my break, and oftentimes this includes me walking to Starbucks, the post office, Walgreens, etc. and there are definitely areas that are unsafe for pedestrians.	2/2/2026 9:02 PM
16	Most cars do not stop at orchard LN and Walnut St stop sign.	2/2/2026 7:59 PM
17	Careless driving	2/2/2026 4:38 PM
18	When driving on Willow Rd, my question always is "Where is the town of Northfield. I removed Buckthorn from the IDOT property behind Stormy's for three years. Now you could see the stores. IDOT stopped me. Weeds have grown, where are stores now? Make property a parking lot, paint back of stores a cream color and put up store name signage. Same with stores on Happ Road = better store signage.	2/2/2026 4:13 PM
19	marianos is gone and that you will tear down office space	2/2/2026 3:28 PM
20	Traffic and pedestrian safety.	2/2/2026 3:10 PM
21	Flow of traffic and safety	2/2/2026 3:09 PM
22	pedestrian safety	2/2/2026 3:07 PM

23 Not enough restaurant, choices, and places to shop, no public places to linger and enjoy the downtown

2/2/2026 10:39 AM

Q16 What opportunities do you believe Happ Road improvements could create for your business or the commercial district as a whole?

Answered: 16 Skipped: 32

#	RESPONSES	DATE
1	Use this an an opportunity to improve appearances	2/16/2026 1:53 PM
2	Easier pedestrian access	2/11/2026 12:48 PM
3	If it ain't broke, don't break it....but repair what needs fixing	2/9/2026 9:22 PM
4	Carry over some of the ideas that Wilmette has in their downtown area to Northfield. Their downtown area has a lot of energy. The new Sushi Restaurant was a good start!!	2/9/2026 4:38 PM
5	N/a	2/9/2026 2:24 PM
6	It could improve the look of the district but we're doubtful it could improve business there.	2/9/2026 12:53 PM
7	Meadowlake condominiums would be greatly enhanced by road improvements.	2/7/2026 4:59 PM
8	I honestly believe that the improvements to the corridor will bring vitality to the businesses that are able to survive. I have seen this in Glencoe and in Winnetka. But.....it is a huge financial pain point during the process. Remember that and be sensitive to the businesses. We have fantastic businesses in Northfield and we want to keep them.	2/6/2026 11:57 AM
9	Hard to say at this time	2/3/2026 9:52 PM
10	More foot traffic, increased business - especially at high congestion times when people avoid the area. Speed up the grocery store!	2/3/2026 6:39 PM
11	More parking results in more customers for our business and for the village	2/3/2026 11:35 AM
12	I don't necessarily think it would create opportunities for my business, but I would enjoy keeping my business in Northfield.	2/2/2026 9:02 PM
13	Make Northfield more visual, the stores need the customers, more tax money for the village.	2/2/2026 4:13 PM
14	worried you will make my office residential	2/2/2026 3:28 PM
15	more business in Northfield; we need to expand the tax base as the residents are tapped out	2/2/2026 3:07 PM
16	Need a potbellies or similar sandwich shop to serve teenagers and others. He could also provide food for Medline, which currently orders from Northbrook.	2/2/2026 10:39 AM

Q17 Do you have any other ideas, suggestions or concerns that you would like the Committee to consider?

Answered: 17 Skipped: 31

#	RESPONSES	DATE
1	Keep as many trees as possible	2/16/2026 1:53 PM
2	No	2/11/2026 12:48 PM
3	ETHICS AND TRANSPARENCY ARE PARAMOUNT	2/9/2026 9:22 PM
4	Create curbs along Happ Road. Sidewalk Safety Reinforce speed limits. Willow Rd. to Winnetka Avenue 3-4more safe pedestrian crossings from Mount Pleasant to Winnetka Ave	2/9/2026 6:43 PM
5	Make the permitting process a bit more user friendly when attracting new businesses to Northfield. Th process can be rather daunting to a new business. We walk tenants through the process, but it take a lot of work .	2/9/2026 4:38 PM
6	NO ROUNDABOUT	2/9/2026 2:24 PM
7	Be aware of the current businesses in the area. Parking is already hard so reducing parking is going to create a hardship.	2/9/2026 2:12 PM
8	Parking spaces are at a premium during certain lunchtime hours. We are a Drive-to destination attracting customers from all directions in the Northshore so any construction that deletes parking spaces would have a negative impact on our business.	2/9/2026 12:53 PM
9	Communication, communication, communication. Keep inviting the businesses to meetings and keep them engaged. If they do not show up, send someone to the business to have the conversations that are necessary and important to let them know the village stands behind them.	2/6/2026 11:57 AM
10	Not as of yet	2/3/2026 9:52 PM
11	Willow Road light timing between Northfield - Happ - 94	2/3/2026 6:39 PM
12	Leave well enough alone. Enforce traffic rule and update bike safety but that is all I believe is needed	2/3/2026 10:17 AM
13	Find a safer way for pedestrians to cross Willow Rd and Central/Happ Rd.	2/2/2026 9:02 PM
14	I would have definitely put in the Roundabout. The Roundabout would have given Northfield much needed visual-ability. I live here but never have felt it visual, poor store signage, poor sidewalks etc. Love new wide sidewalks next to Willow Rd but BUSHES that obstruct visual should go.	2/2/2026 4:13 PM
15	Google Maps list Happ Road as "North Happ Road ". I was always lead to believe we are on South Happ Road	2/2/2026 3:10 PM
16	opportunities on Northfield Road also (mostly east of the buildings) ; the area north of Willow has a ton of opportunity;	2/2/2026 3:07 PM
17	Make sure the board makes commitment of at least five years to improve Happ Road in a commitment of \$1 million or more. This is similar to other investments. The Village has been willing to make in and around Happ Road in recent years.	2/2/2026 10:39 AM