

DEMPSTER CORRIDOR PLAN

WHERE COMMUNITY MEETS COMMERCE



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Section 1 • Poll Overview

Introduction

The Dempster Corridor Plan Survey was one of several outreach and engagement activities conducted to learn from residents and community members as part of the Village of Morton Grove's corridor planning effort.

Open for approximately six weeks—from June 25 to August 3, 2025—the survey received a total of 348 responses. More details on the demographics of respondents are provided in the pages that follow, with a few highlights in the sidebar at the right.

The survey was widely promoted, starting at the community workshop where it first launched. In the following weeks, it was shared via the Village website and communications at Morton Grove Days, and on various community Facebook groups.

All survey results are summarized in this document and will be used to help inform recommendations that are drafted in the next phase of the planning process.



"I would like to see ways to make Dempster a more inviting place to visit, rather than just driving through." - Survey Comment

Participant Snapshot

See demographic section for details



LONGTIME RESIDENTS

2 in 5 have lived in the Village for 20+ years



NEWER RESIDENTS

1 in 5 have lived in the Village less than 5 years



35-54 YEARS OF AGE

Majority are in the family age bracket

Key Themes & Findings



More points of interest that invite people to stop and stay on Dempster

Increase variety of shopping, dining, and entertainment destinations, particularly those that are family-friendly and cater to all ages. Overall, respondents want attractive and community-oriented spaces with convenient parking.

Safe, walkable, and attractive streets that are pedestrian-oriented

Create a sidewalk environment that encourages people to walk along Dempster and feel safe doing it. Consider how accessible infrastructure, streetscape improvements, and signage/wayfinding can enhance street and sidewalk activity.



Fill in the gaps to create a bustling, vibrant corridor

Underutilized or vacant space/storefronts on Dempster have the potential to be mixed-use development that targets housing for people who work in Morton Grove and young professionals.



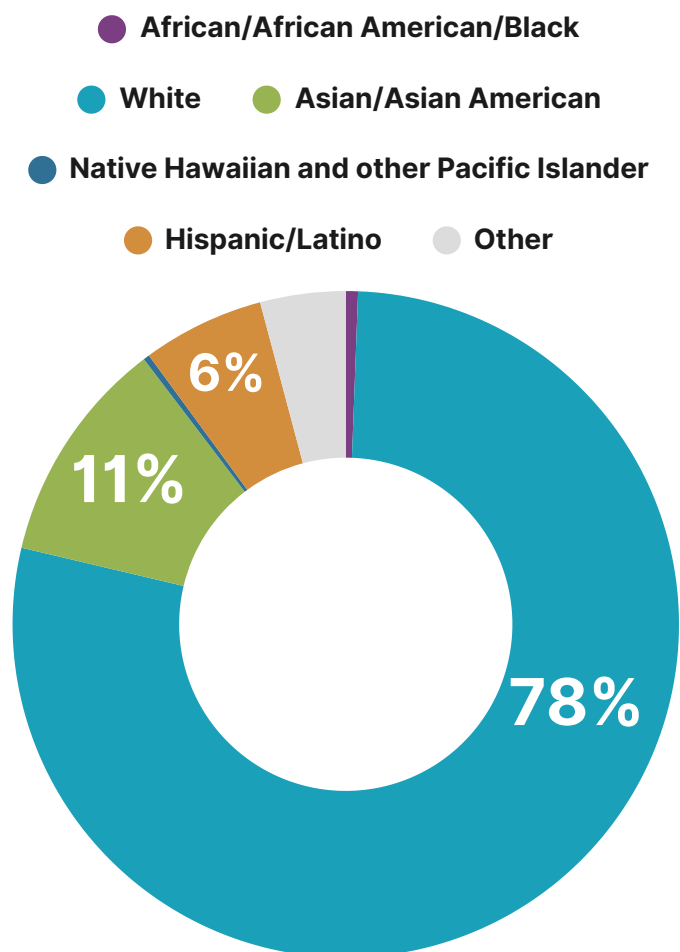
Better connections and less traffic congestion for all modes of transportation

Whether traveling by car, bike, bus, or walking, respondents want to see reduced and slower traffic on Dempster. Other ideas for improving the mobility experience included bike lanes, traffic calming, speed reduction, signage, and more convenient public transit.



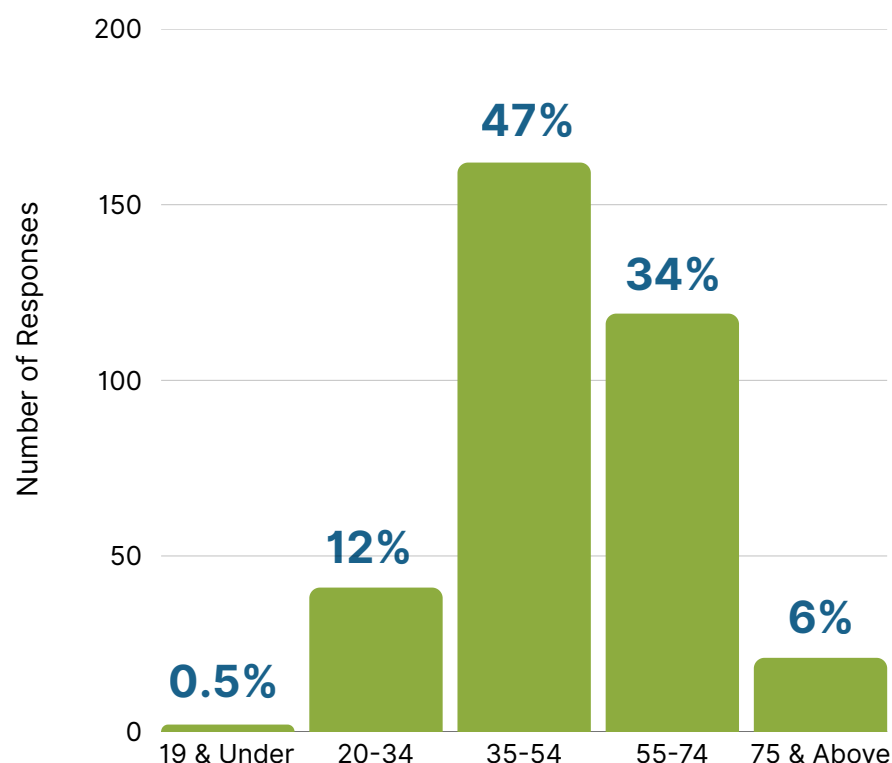
Demographics

What race or ethnicity do you identify with?



Respondents were majority White (78%), followed by Asian/Asian American (11%), and Hispanic or Latino (6%). Almost half of respondents are in the 35-54 age bracket and a little more than a third are between ages 55-74, providing a range of perspectives and different user experiences of Dempster.

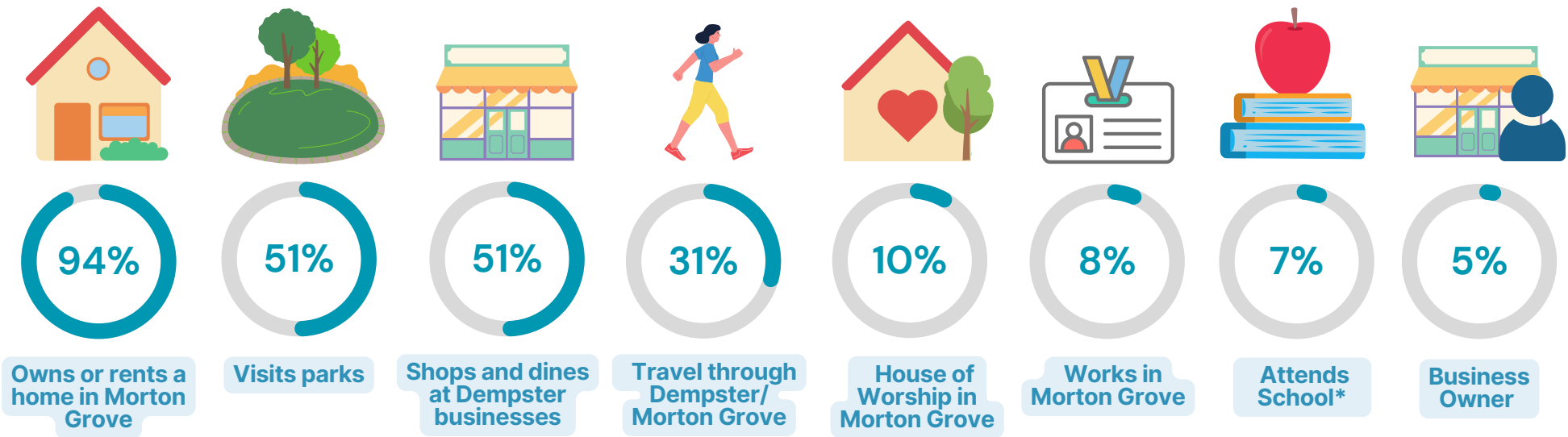
What is your age?



Note: While this is not a statistically significant survey, comparing respondent demographics with Village-wide demographics indicate that White respondents and those ages 20-54 may be over-represented in the survey results, while younger and older groups may be under-represented.

Demographics

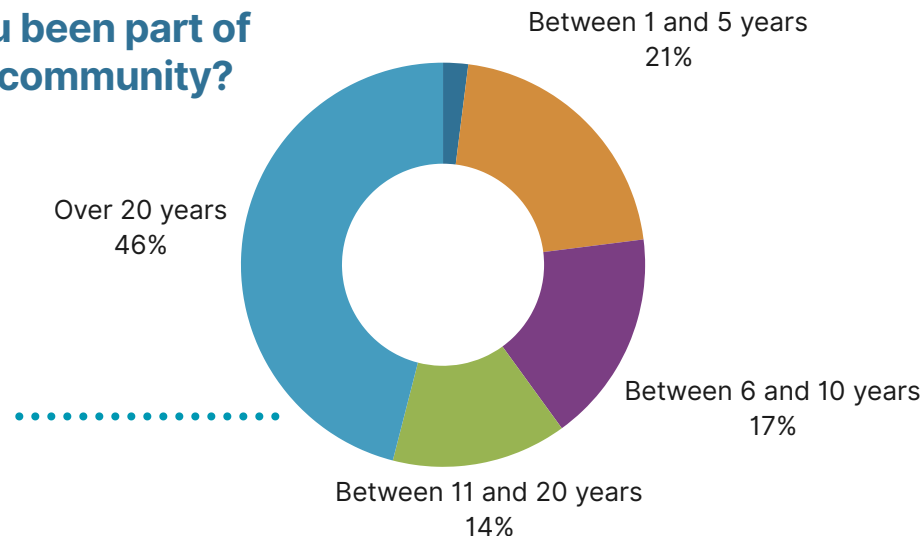
How are you a part of the Dempster/Morton Grove community?



* Includes respondents who have a household member or child that attends school in Morton Grove

How long have you been part of the Morton Grove community?

Almost half of respondents have been in Morton Grove for over 20 years!



46% of respondents have lived in/been a part of Morton Grove for 20+ years. The second highest response rate came from newer residents (21% between 1 and 5 years), followed by residents between 6-10 years (17%), representing responses from a mix of new and longtime community members.

Section 2 • Findings



Summary of Results by Question

Q1 What are three words you would use to describe the Dempster Corridor today?

Note: Only the top 15 most frequent words are listed below.



Q2

What are three words you would use to describe the Dempster Corridor you desire to see in the future?

Note: Only the top 15 most frequent words are listed below.

Survey respondents imagine a Dempster corridor that is vibrant, walkable, and modern. Other commonly shared words not included below are: cohesive, charming, affordable, and accessible.



Q3

How often do you currently shop for these items along the Dempster Corridor?

Top Voted "Daily"

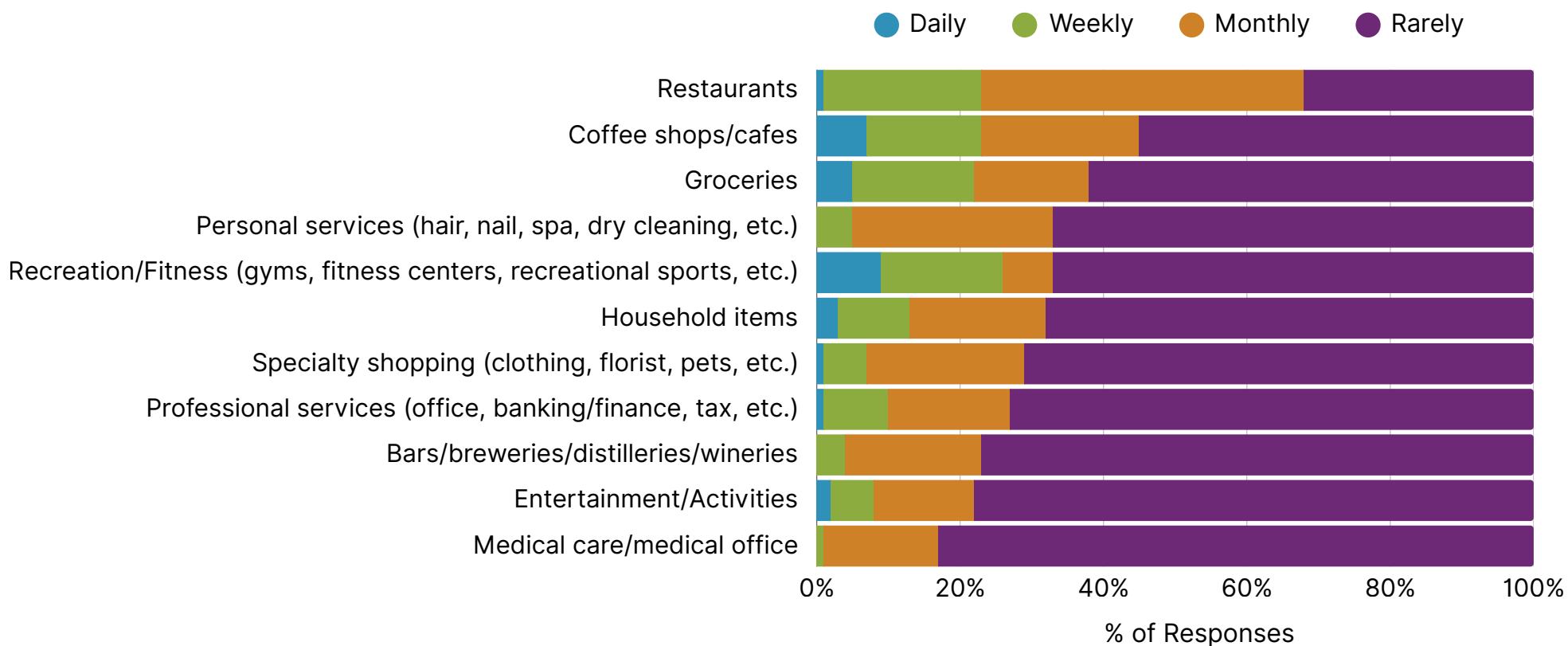


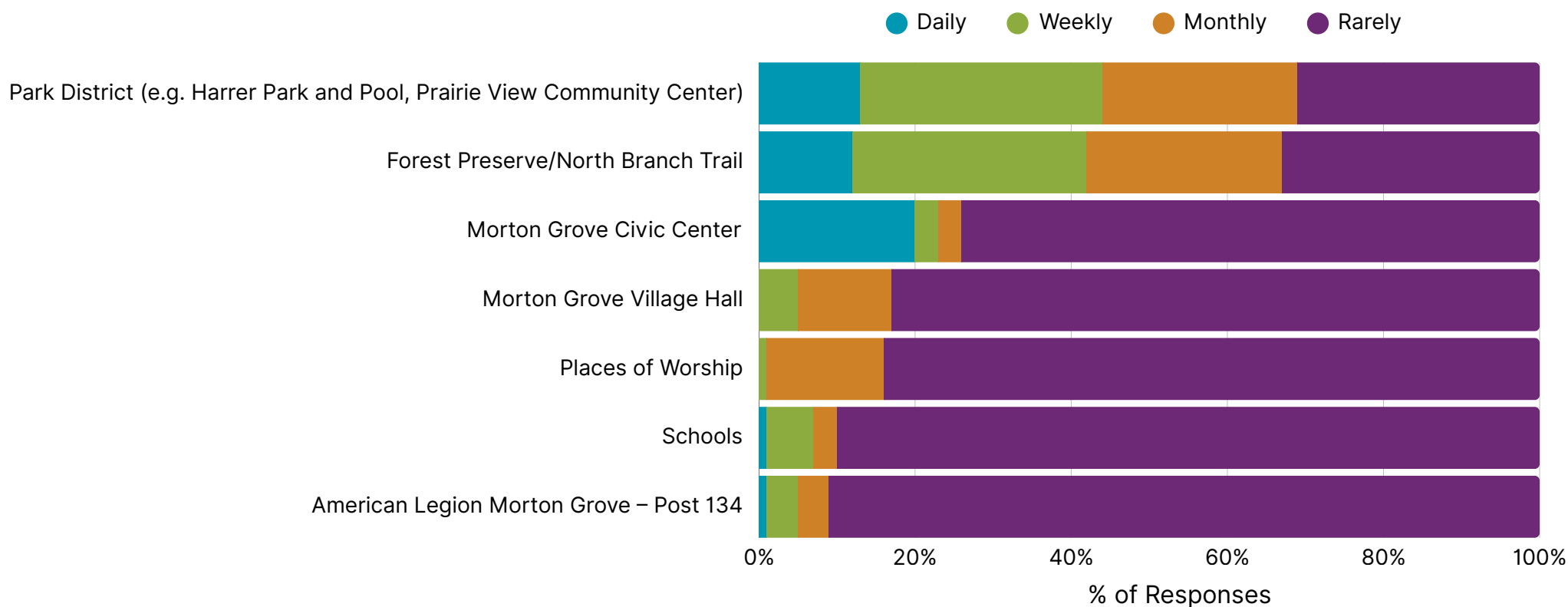
9% Recreation and Fitness bring people to Dempster daily

Top Voted "Weekly & Monthly"



67% Restaurants bring people to Dempster weekly and monthly



Q4**How often do you currently visit these public spaces along the Dempster Corridor?***Top Voted "Daily"***20%** visit schools daily*Top Voted "Weekly"***31%** visit the Park District weekly*Top Voted "Monthly"***25%** visit Forest Preserve monthly

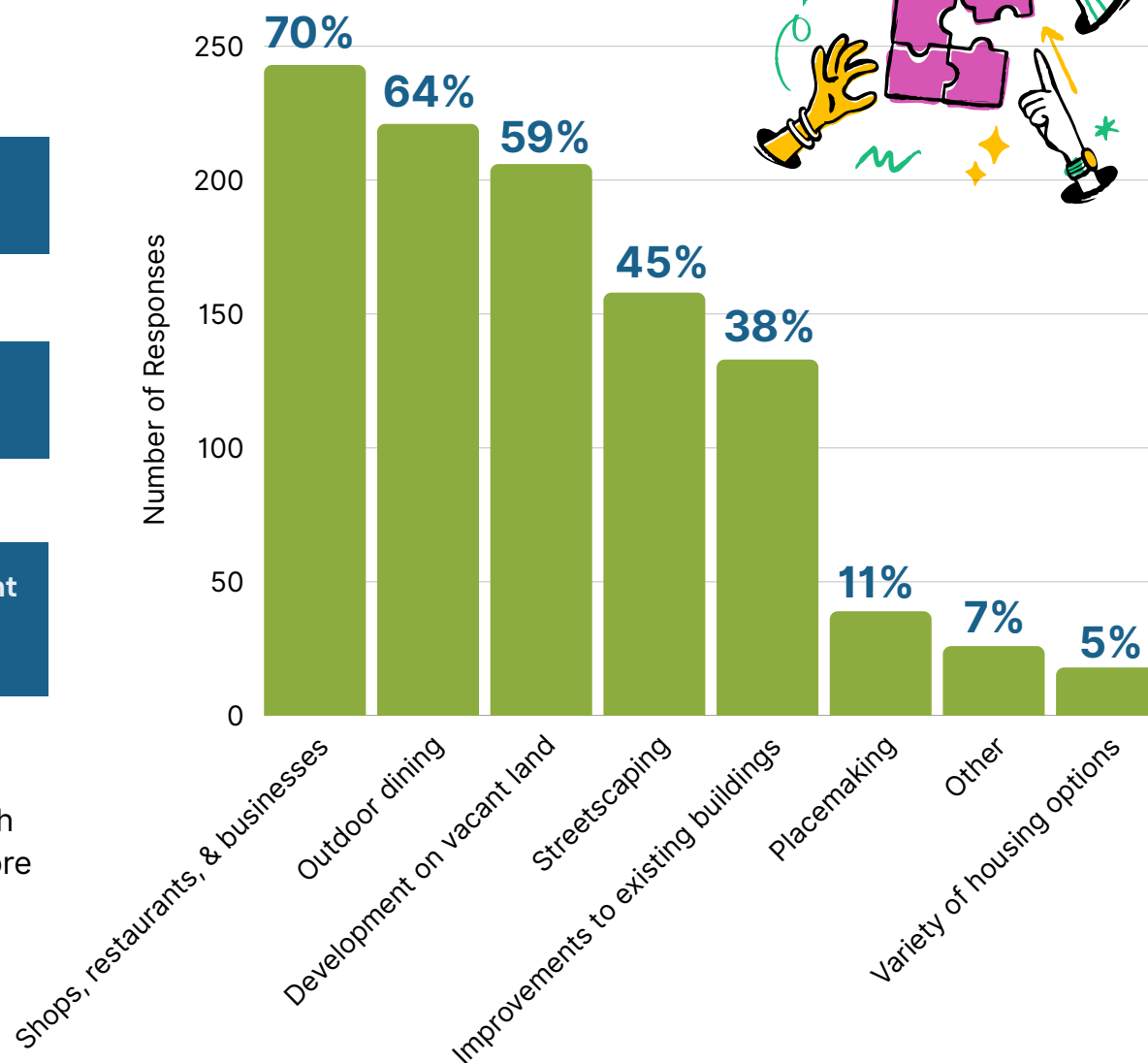
Q5 What elements do you feel are most important for Dempster to thrive in the future?

Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.

Top 3 Responses:

- 1 **70%** Variety of shops, restaurants, and businesses
- 2 **64%** Places to dine and gather outdoors
- 3 **59%** New development/redevelopment on vacant land or underutilized sites

The top three responses align with input collected at the community workshop, in which residents expressed a strong desire to see more dining options and lively businesses.



Q6

Which groups do you think might be interested in future housing opportunities along Dempster?

Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.

People who work
in Morton Grove
or nearby



Young
professionals



Young families



Empty nesters



Seniors



62%

60%

53%

40%

34%

Q7

If new housing were to be developed in the non-residential areas of Dempster, what types would fit best into the Dempster Corridor context?

Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.

The majority of responses (68%) voted for mixed-use development with commercial on the ground floor and residential units above. Smaller scale multi-unit housing options received the second highest number of votes (44%). Note: the below images were not included in the survey.



Q8

Any additional comments relating to land use or economic development (support of existing and attraction of new businesses)?



“

“I think mixed-use property might deliver the best variety of housing options for young families and seniors.”

“Beyond attracting new businesses, Morton Grove needs to cultivate a more vibrant community spirit through dynamic and inclusive events.”

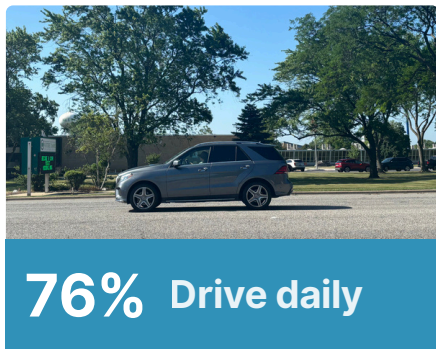
“Dempster should be a destination for commerce.”

“Traffic safety needs to be addressed, pedestrians need to be more visible.”

”

Q9 How do you currently travel to places along the Dempster Corridor?

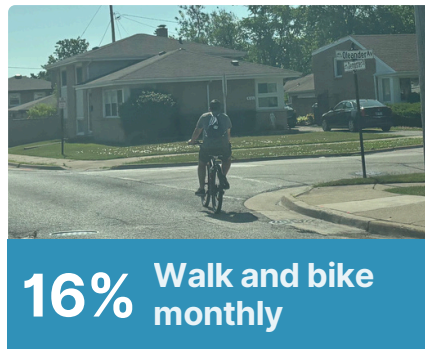
Top Voted "Daily"



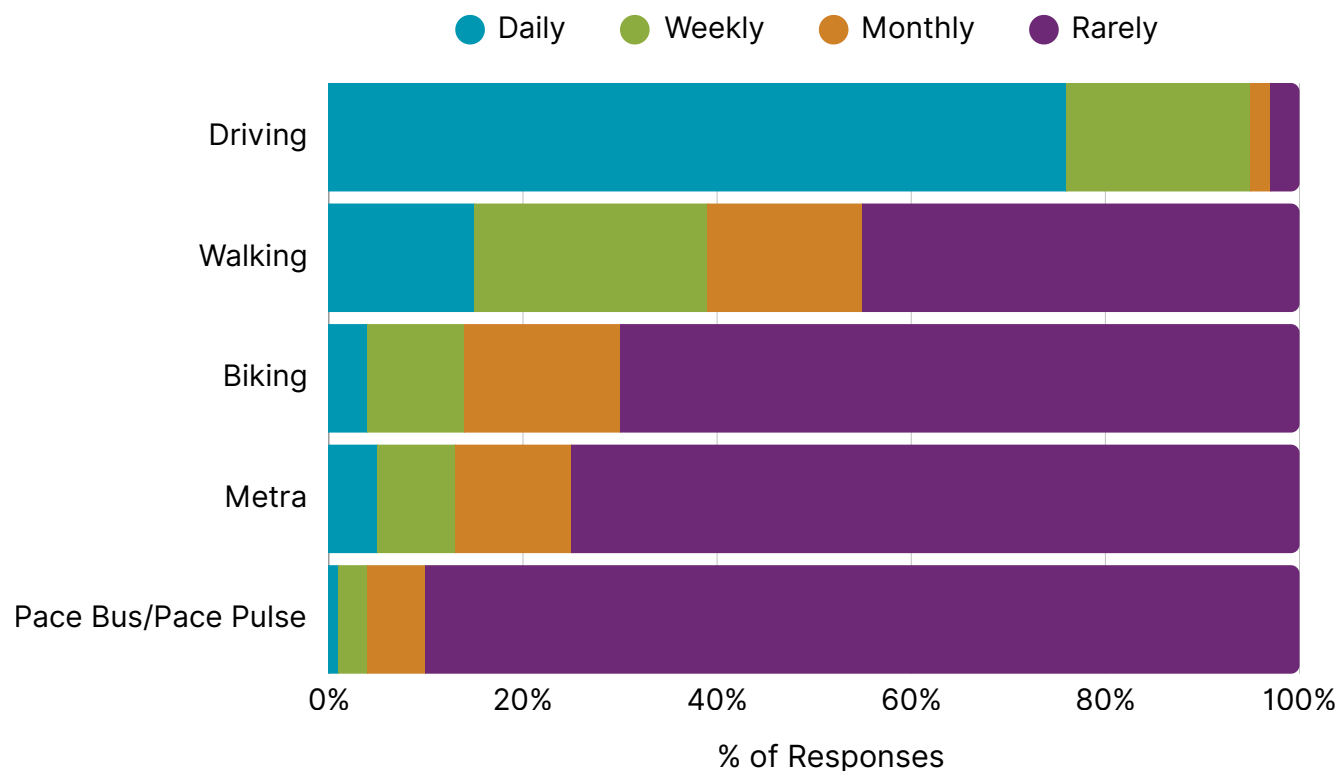
Top Voted "Weekly"



Top Voted "Monthly"

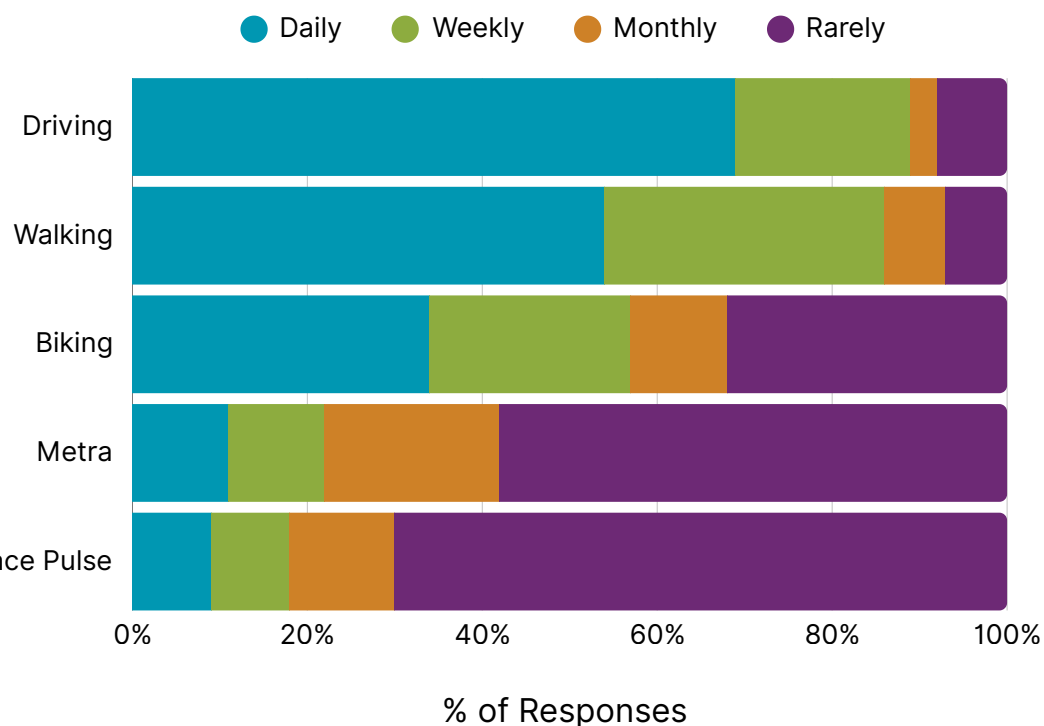


Over three-quarters (76%) of respondents drive daily when visiting places along Dempster. 39% walk daily or weekly to the corridor. Respondents rarely take Pace Bus or the Pulse Dempster Line. Based on anecdotal input from the community workshop, Morton Grove residents are more likely to take Pulse Dempster Line on an occasional basis when traveling to O'Hare Airport.



Q10 How do you wish you could travel to places along the Dempster Corridor in the future?

In the previous question, the majority of respondents drive daily to Dempster, but in the future they hope to drive less and walk or bike more. Respondents also hope to take the Pace Bus/Pulse Dempster Line or Metra more often during the week or month.



72%

72% more people want to walk on Dempster daily

11%

11% of people do not want to visit Dempster via driving on a daily basis

88%

88% more people want to bike on Dempster daily

94%

94% more people want to ride Pace Bus/Pulse Dempster Line daily

Q11 How do you feel as a pedestrian when trying to cross Dempster?

Safe

Uncomfortable

Unsafe

24%

31%

38%

Not applicable/I don't walk on Dempster: 7%

Q12 How do you feel when riding a bike on, near, or across Dempster?

Safe

Uncomfortable

Unsafe

7%

19%

41%

Not applicable/I don't bike on Dempster: 33%

Q13 What is your experience with Pace Bus service along Dempster?

81% of respondents who take Pace find it to feel safe.



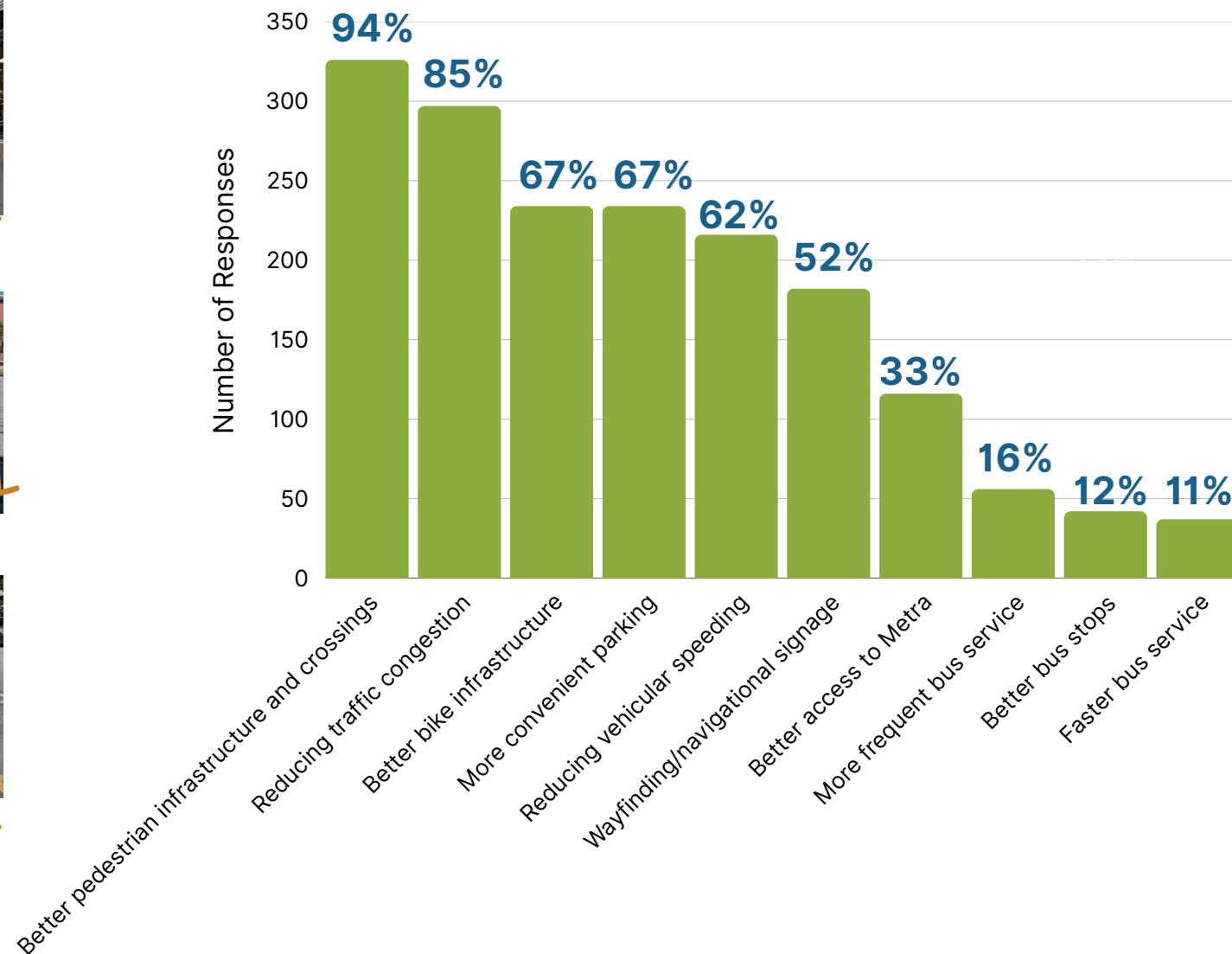
Q14 How easy or difficult is it to find parking along/near Dempster?

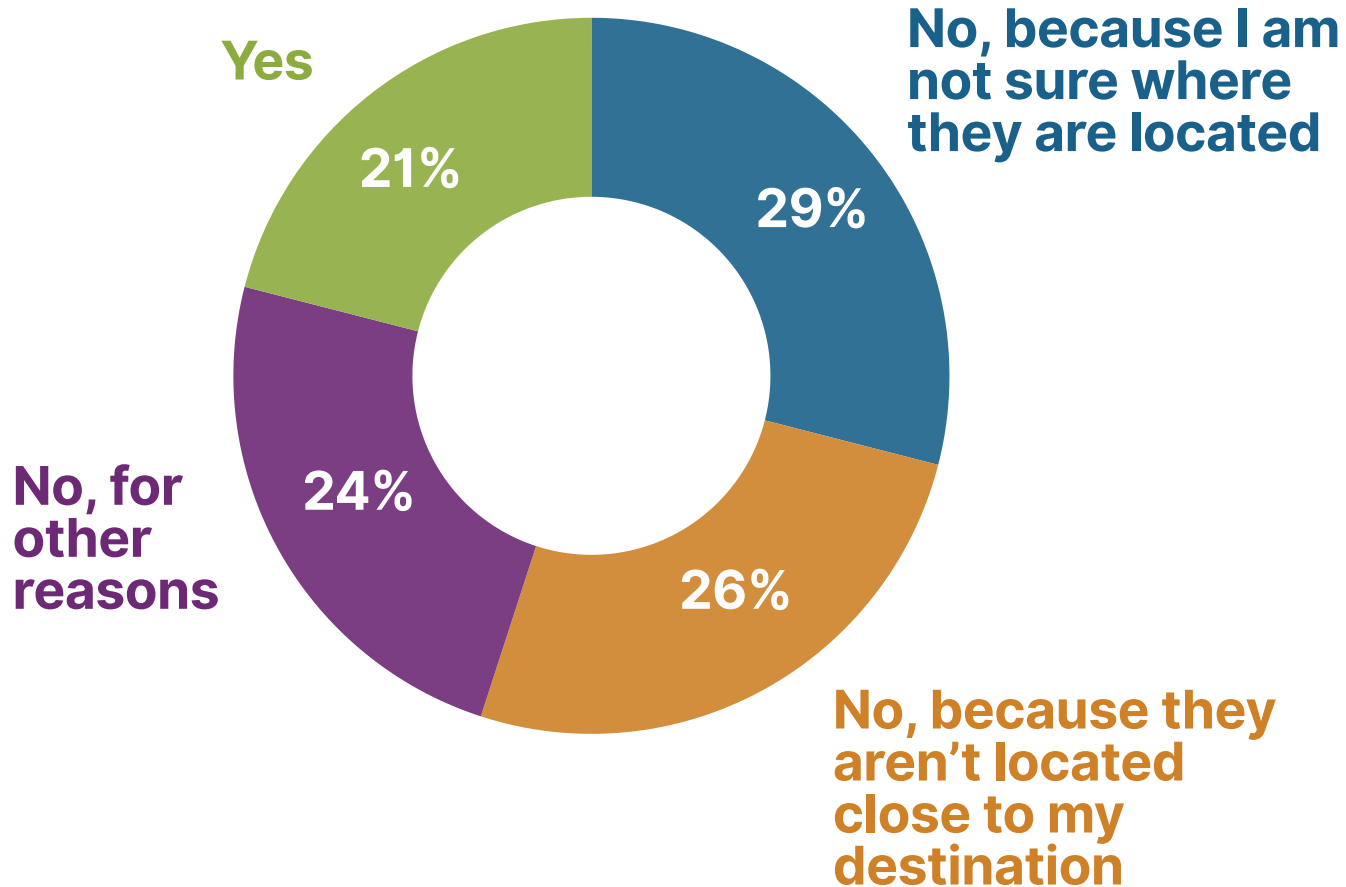
37% find it easy to park on Dempster, while 63% find it somewhat or very difficult to find parking.



Q15 What transportation improvements are most needed for Dempster's future?

Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.



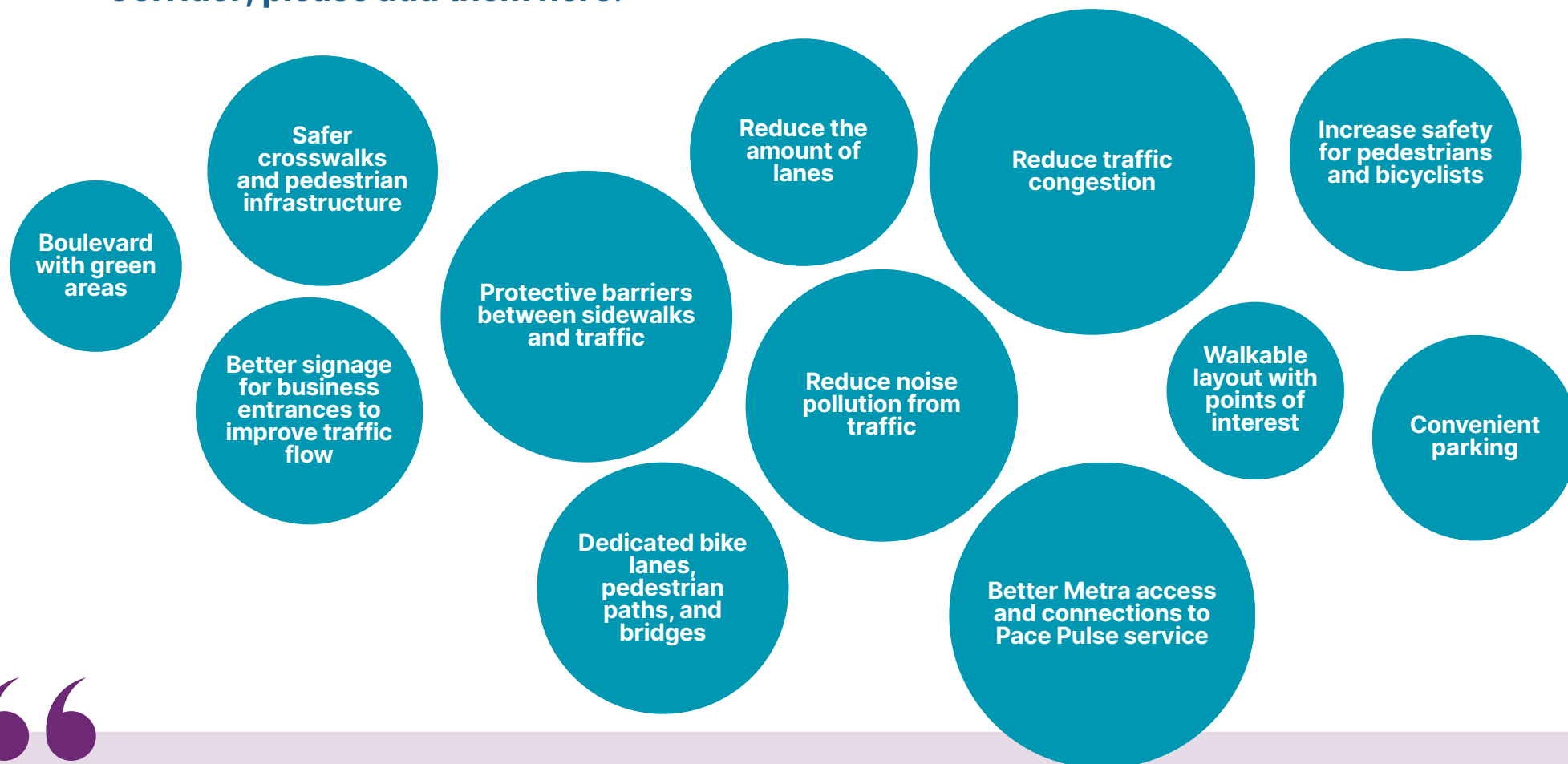
Q16 Do you use the municipal parking lots along Dempster?

79% of survey respondents do not use the existing municipal parking lots



Q17

If you have any additional transportation-focused comments related to the Dempster Corridor, please add them here:



“

“I actively avoid walking/running along Dempster and use the side streets and alleys instead.”

“Make it more walkable with signage showing what is down the block.”

“It is very hot to walk along Dempster in the summer and there are no wind breaks in the winter. More and better landscaping could help!”

“Better connection between Dempster and the Metra Station would be great.”

”