



VILLAGE OF WINNETKA

Incorporated in 1869

BUSINESS COMMUNITY DEVELOPMENT COMMISSION

Monday, February 24, 2014
7:00 P.M.

The Winnetka Business Community Development Commission will convene its regular meeting on **Monday, February 24, 2014**, in the Village Council Chambers, 510 Green Bay, Winnetka, Illinois, at 7:00 PM.

Agenda

1. Review and approval of December 23, 2013 minutes
2. Discussion of Village Council Action – Parking and Building Height
3. Discussion of Zoning Overlay District
4. Discussion of Hubbard Woods Park Master Plan
5. Staff Update from Community Development
6. Public Comment
7. Adjournment

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510 Green Bay Road, Winnetka, Illinois 60093

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SUBJECT: Retail Overlay District regulations
PREPARED BY: Brian Norkus, Assistant CD Director
DATE: February 21, 2014

With BCDC recommendations on zoning standards for parking and building height completed, the remaining task is addressed in this agenda report. For purposes of this staff report, the re-examination of Retail Overlay district regulations is focused on consideration of (a) Overlay district boundaries, and (b) identification of the specific uses subject to the Special Use Permit process.

Both boundaries and uses are closely related and bear examination side-by-side, versus looking at each as separate subjects. For example, the extent to which overlay district boundaries are contracted may reduce the need to liberalize certain uses. The inverse is also true, as liberalizing use limitations would suggest less aggressive modification to mapped overlay boundaries.

A combined approach of making targeted map amendments with strategic revisions to use limitations is seen as the most precise method of balancing the Village's multiple, and sometimes competing goals.

Goals and objectives are seen by staff as including the following:

- (a) filling vacant commercial space, thereby improve the commercial real estate market (and improving commercial property tax revenue);
- (b) promoting an active vibrant downtown which is both attractive and convenient to nearby residents (improving surrounding residential property values);
- (c) promoting goods and services as a convenience to commuters, improving each district's role as a transportation hub and destination (with commuters providing a stable base of customers on which to build);
- (d) providing a concentration of retail goods and related complementary services which promotes both "comparison shopping" (as stated in the zoning code purpose statement) but also extending to the more contemporary concept of promoting "combined trips" whereby specific service businesses provide both a convenience to shoppers and commuters but serve as a base for potential customers for nearby shops and restaurants.

The *Purpose Statement* of each zoning district defines the public policy goals of the regulations that follow. The Purpose Statement of the C-2 zoning district outlines the goals of the broader C2 District, as well as the Retail Overlay "sub area" as follows;

“Portions of the C-2 (General Retail) Commercial District shown in the shaded areas of the Official Village of Winnetka Zoning Map and referred to in this chapter as the C-2 Overlay District are subject to regulations that encourage retailing of comparison shopping goods and personal services compatible with such retailing on ground floor in order to encourage a clustering of such uses, to provide for a wide variety of retail shops and expose such shops to maximum foot traffic, while keeping such traffic in concentrated (yet well distinguished) channels throughout the district, and permitting as a special use other commercial uses only to the extent that they meet certain additional requirements” [emphasis added]

The statement of purpose clarifies two principles already familiar to the BCDC; (1) the goal of retail shopping and the clustering of such retail uses, and (2) the value of foot traffic by compatible personal service businesses to the broader retail goal.

I. Potential use modifications

With the underlying land use and economic development goals at least in part identified, several potential amendments to the use classification table are put forth for further consideration.

Uses outlined below will have varying impacts on both foot traffic and vehicular traffic (parking). In addition, each have different peak hours of operation and differing user types which suggest, again, that use modifications be considered side-by-side with possible map amendments for the most desirable, and strategic results.

- A. Allow additional personal service establishments - The zoning code has long allowed “complementary service businesses” within the Retail Overlay district in the form of beauty salons, and later extending that definition to include specific related categories, including skin care, nail salons and day spas.

It has been recommended that the BCDC give consideration to allowing **additional personal service establishments** within the Overlay district, **to include fitness studios, weight loss clinics, personal training, yoga, Pilates, dance, or similar studios.** In order to differentiate such uses from larger fitness studios, it is recommended that such uses, if permitted by right, be **limited to no more than [2,500/3,000] square feet in area.**

- B. Allow educational uses - with the particular importance placed on education in the Village and surrounding communities, it is recommended that consideration be given to removing the current special use permit requirement and **allow educational therapy and educational counseling services, up to 3,000 square feet in area, as a permitted use.**

- C. Allow additional construction-related businesses - The zoning code currently allows several “construction related” businesses, subject to their engaging in both sales AND service (versus service only).

Current uses permitted within the retail overlay district include:

- a. Heating and air conditioning sales and service
- b. Lighting and electrical sales and service
- c. Roofing sales and service
- d. Plumbing sales and service
- e. Cabinet sales
- f. Interior design (with retail merchandise)

It has been requested that the BCDC give consideration to allowing **architects, interior design services (without retail merchandise) and home builders up to 3,000 square feet.**

- D. Allow financial services (not including banks or real estate offices) – it has been requested that the BCDC give consideration be given to allowing financial service offices as a use permitted within the retail overlay district, to **include accounting and bookkeeping, credit unions, financial counseling services, income tax services, insurance sales, loan or mortgage brokers, and stock/commodity/security brokers, up to 3,000 square feet.**
- E. Allow medical offices – it has been requested that the BCDC give consideration be given to **allowing medical offices and dental offices as a use permitted within the retail overlay district, up to 3,000 square feet**

II. Potential Overlay District boundary modifications

Potential boundary modifications are identified on the pages that follow.



Commercial zoning
with overlay
boundaries
highlighted





Burr Ave

Burr Ave

Burr Ave

Tower Rd

Tower Rd

Tower Rd

Tower Rd

Tower Rd

Chatfield Rd

Chatfield Rd

Chatfield Rd

Green Bay Rd

Green Bay Rd

Vine St

Locust St

UNION PACIFIC

Sacred Heart Church

1077-1099

1041-1049

1025

1001

875

1070

1066

1060

1054

1050

1044

1040

1020

1010

700

972

871

874-878

858

850-858

1073

1069

1065

1059

1055

1049

870

850

840

845

1006

1002

998

996



BP Amoco - 1025 Tower
(added by BCDC and VC in 2009)



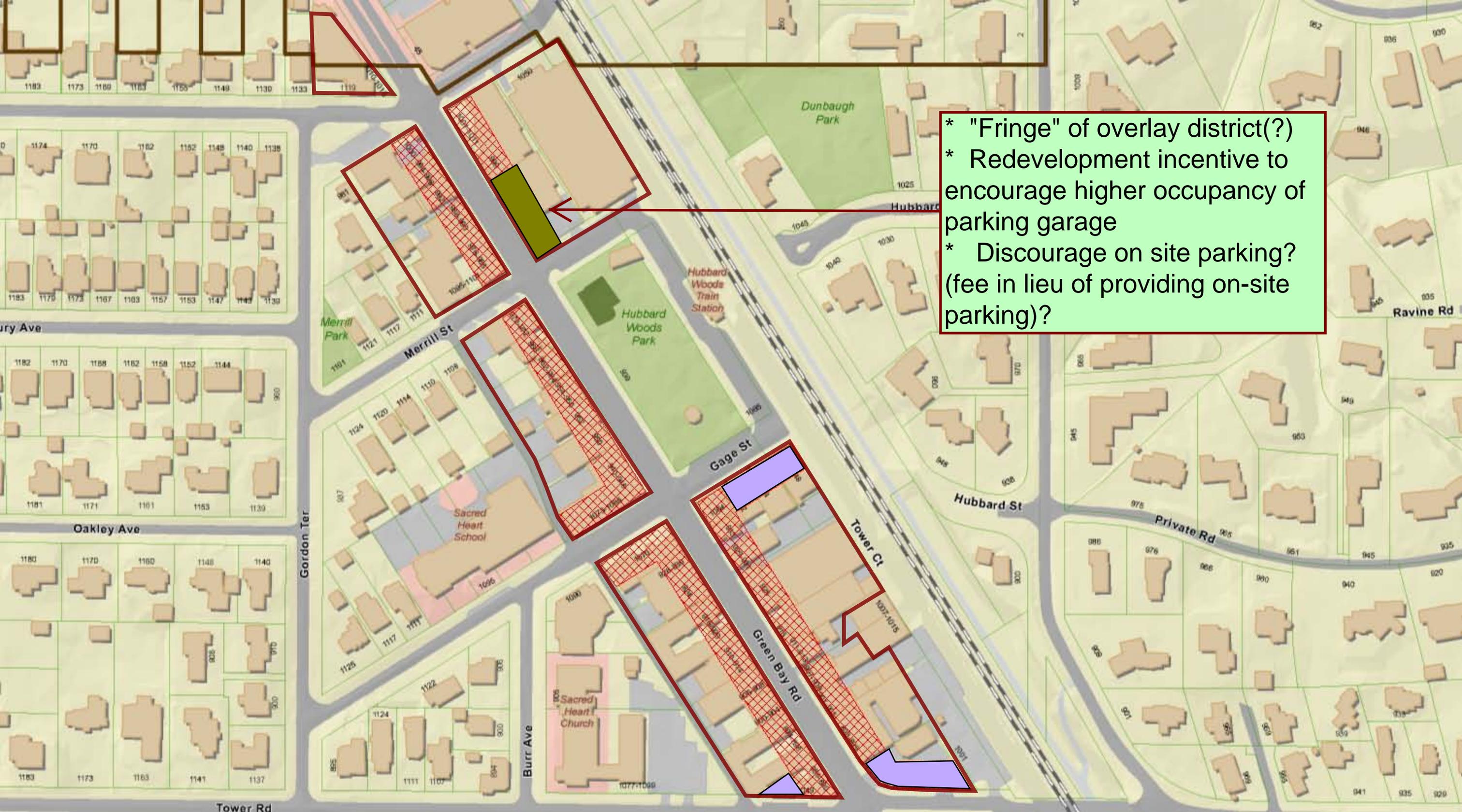
Corner building
"corner wrap"
(original overlay
boundary)





- * Lacking commercial use on opposing side
- * Park activity may support retail in future (not currently)
- * particularly conducive to Yoga/Fitness/Health(?)
- * proximity to parking deck makes medical / real estate feasible(?)

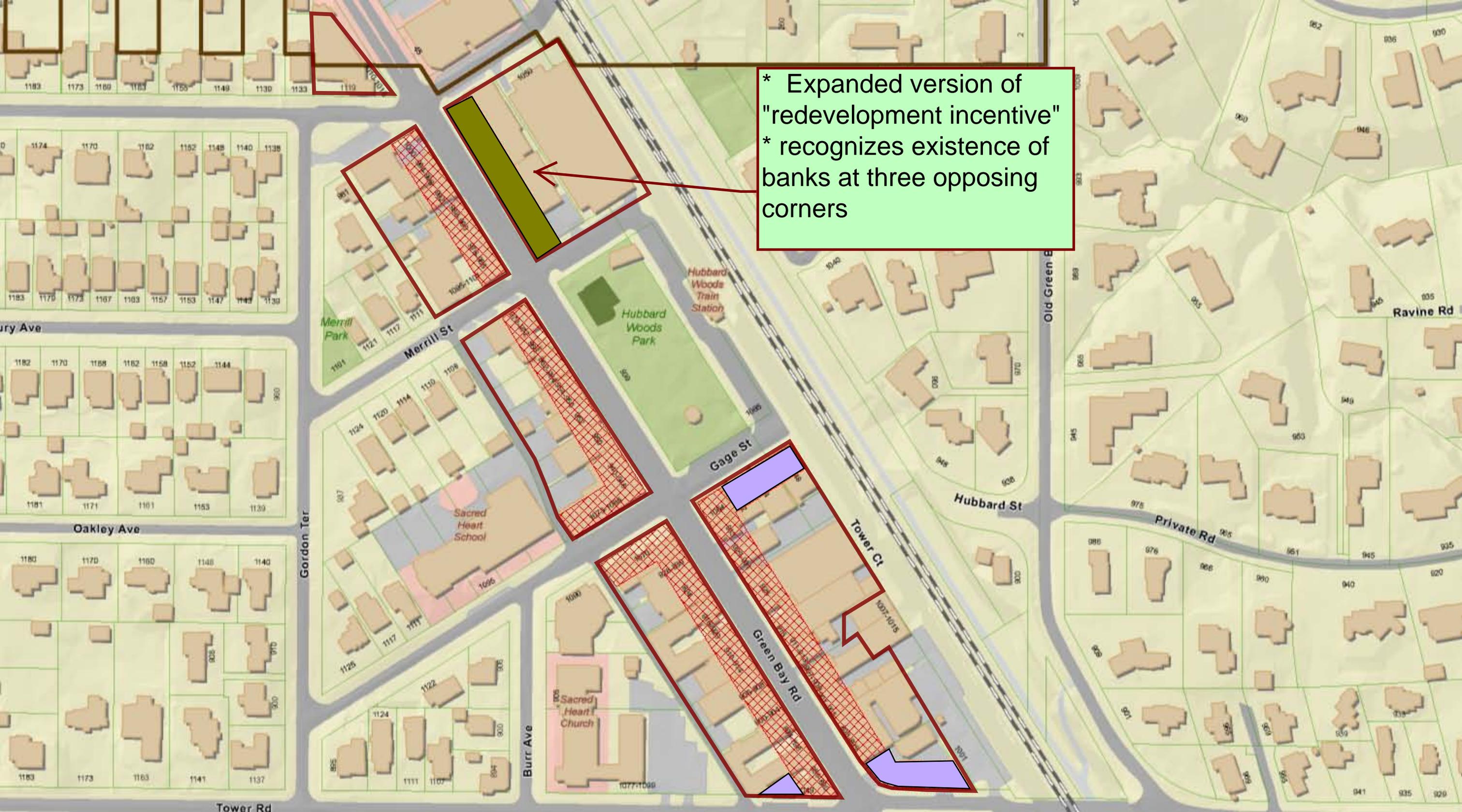




- * "Fringe" of overlay district(?)
- * Redevelopment incentive to encourage higher occupancy of parking garage
- * Discourage on site parking? (fee in lieu of providing on-site parking)?



* Expanded version of "redevelopment incentive"
* recognizes existence of banks at three opposing corners







Gordon Ter

Merrill Park

Merrill St

Hubbard Woods Park

Hubbard Woods Train Station

Gage St

Sacred Heart School

Sacred Heart Church

Burr Ave

Green Bay Rd

Tower Ct

Dunbaugh Park

Hubbard Pl

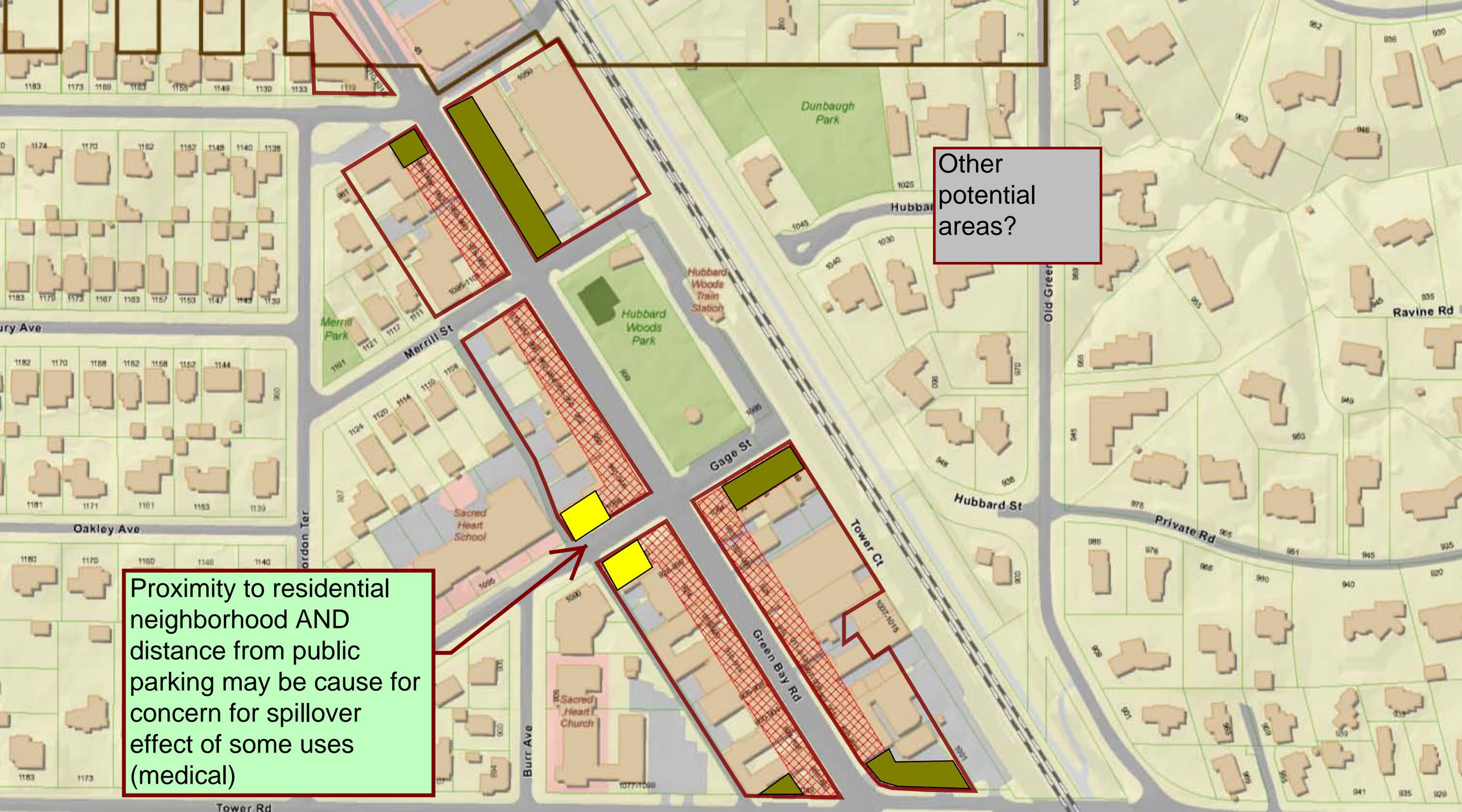
Hubbard St

Old Green Bay Rd

Private Rd

Ravine Rd

Tower Rd



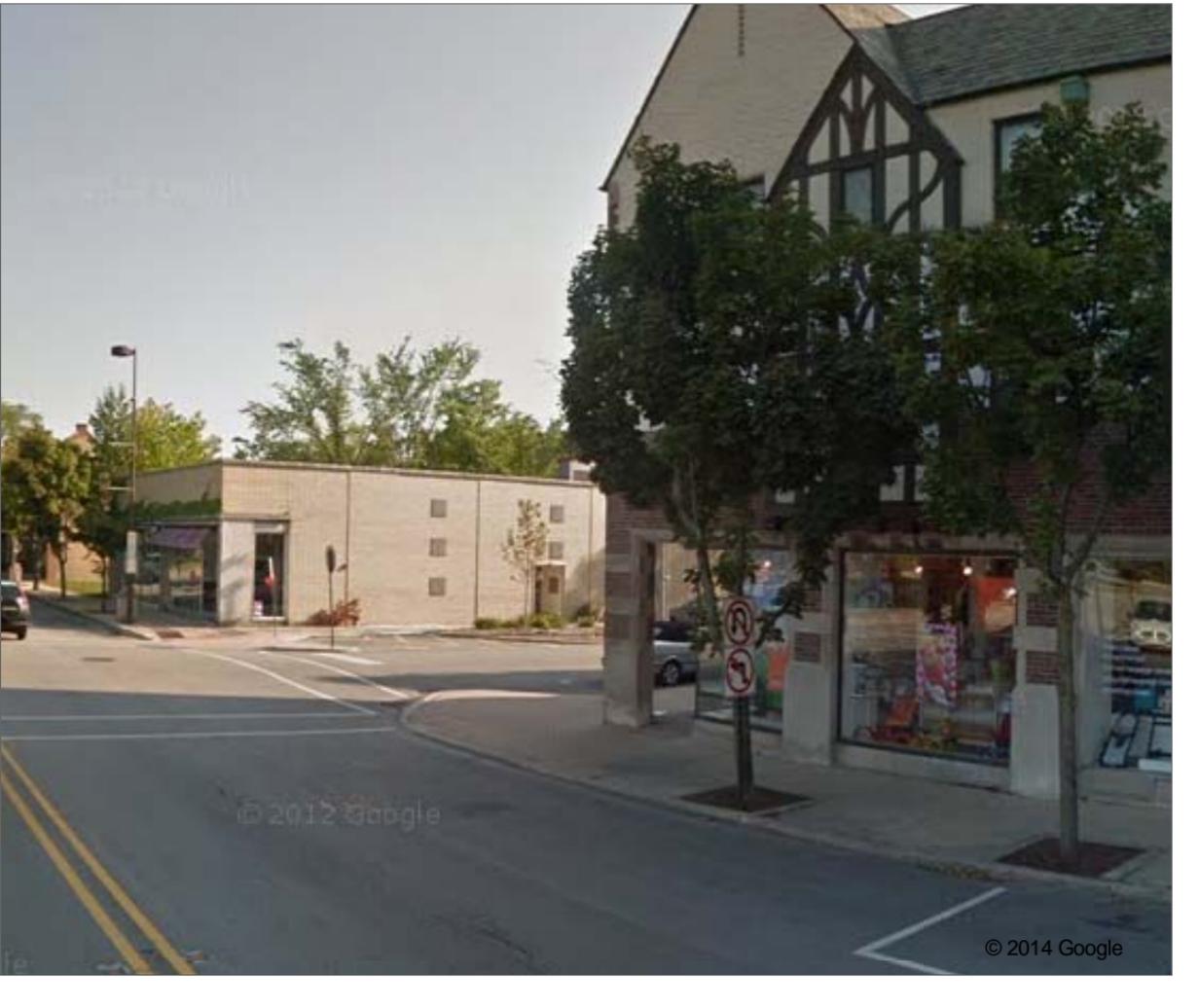
Other potential areas?

Proximity to residential neighborhood AND distance from public parking may be cause for concern for spillover effect of some uses (medical)



proximity to residential
 * Very sensitive location due to proximity issue
 * prohibit on site parking due to adjacent residential (?)
 * require fee in lieu of on site parking, together with contribution pedestrian intersection improvements?
 * More study(?)...





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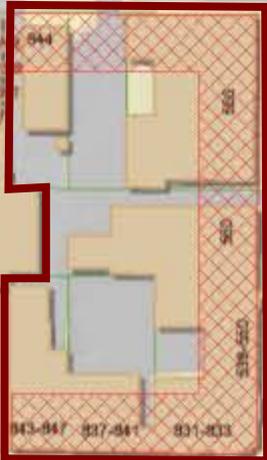
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East and West Elm



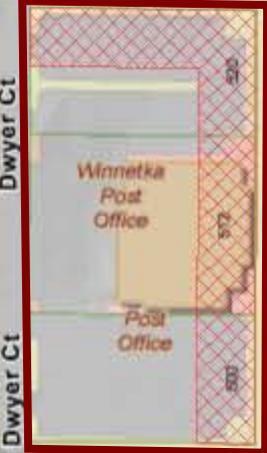
Spruce St



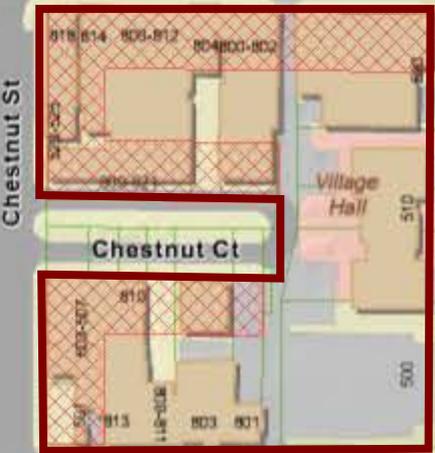
Lincoln Ave

Arbor Vitae Rd

Maple St



Dwyer Ct



Chestnut St

Green Bay Rd



Lincoln Ave

Maple St



Dwyer Park

Park



Station Park

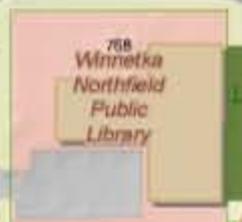
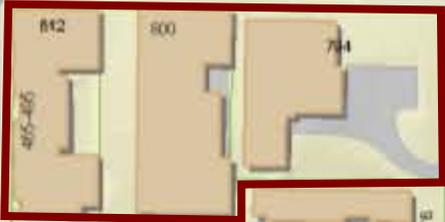
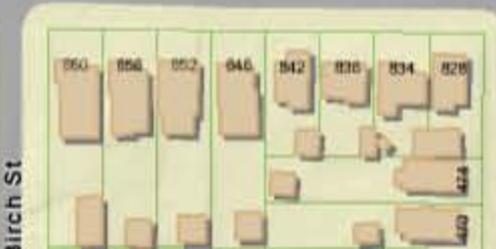
Station Park

Winnetka Train Station



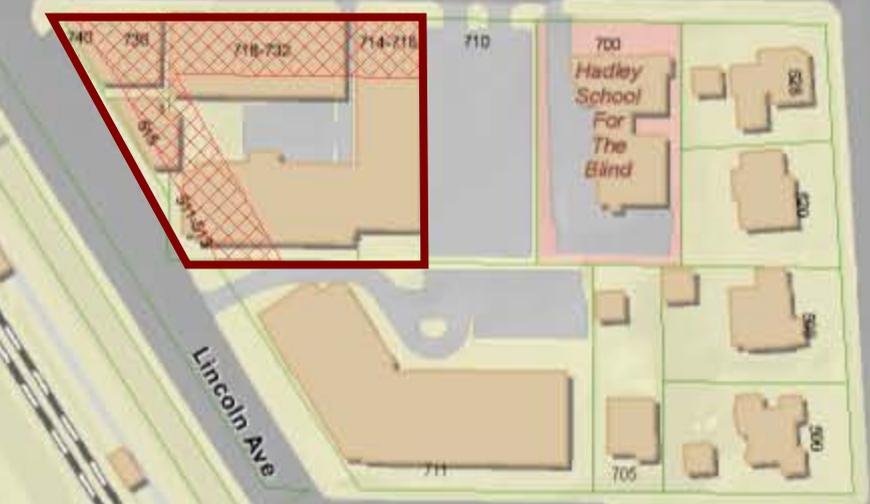
Village Green Park

Village Green Park

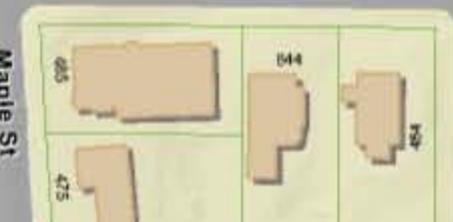


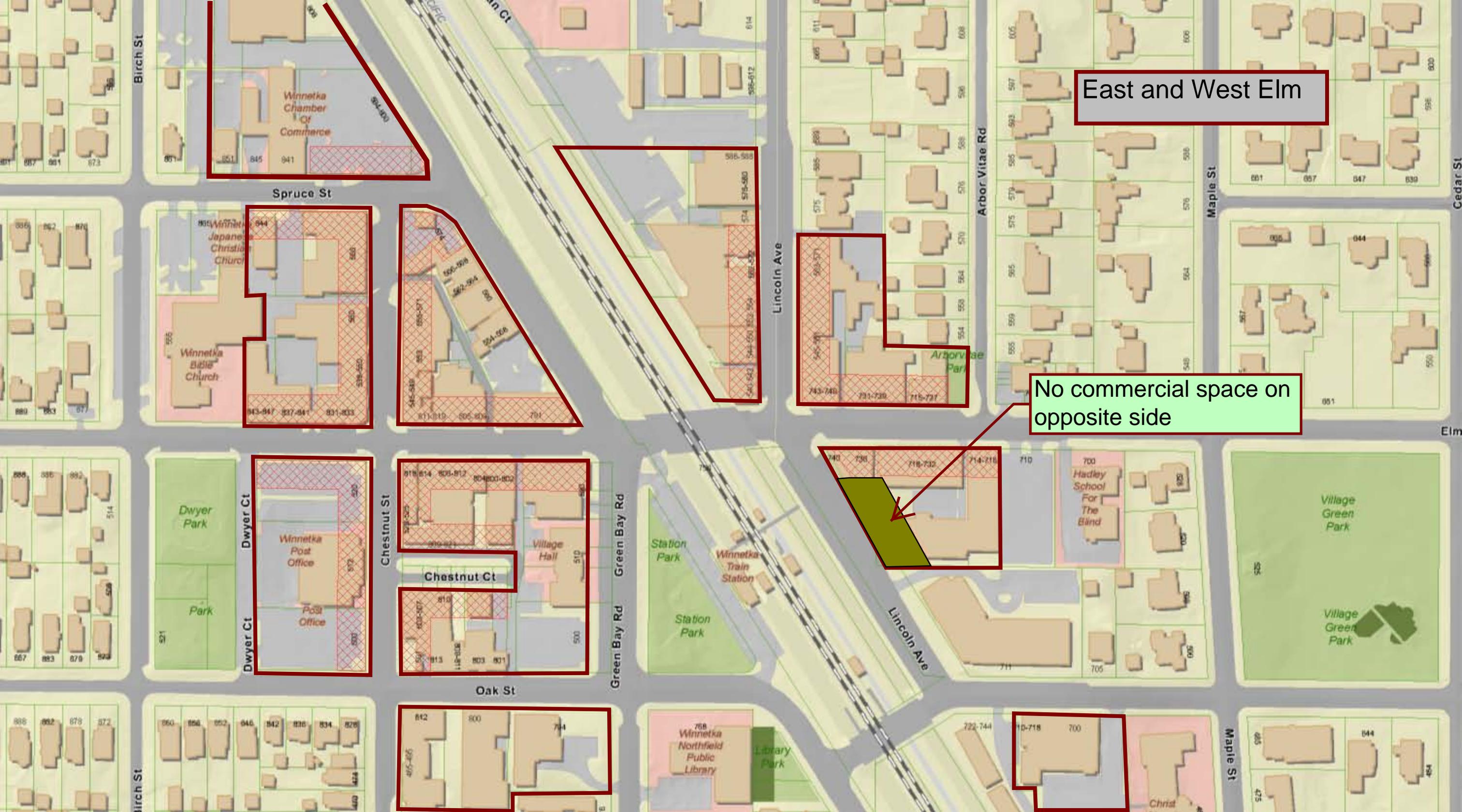
788 Winnetka Northfield Public Library

Library Park



Hadley School For The Blind





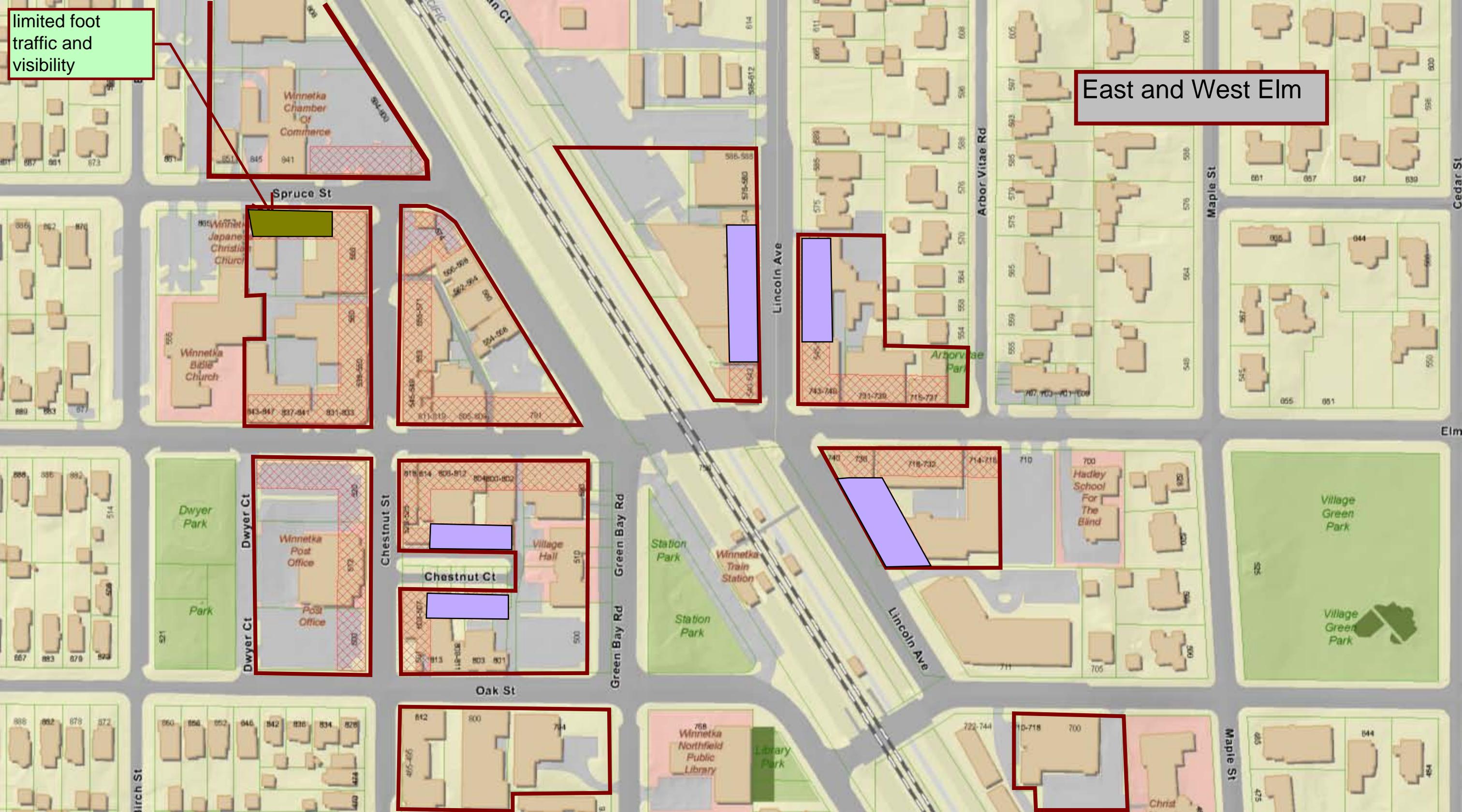
East and West Elm

No commercial space on opposite side

East and West Elm

limited foot traffic and visibility





limited foot traffic and visibility

East and West Elm

Spruce St

Dwyer Ct

Chestnut St

Chestnut Ct

Oak St

Green Bay Rd

Lincoln Ave

Arbor Vitae Rd

Maple St

Cedar St

Elm

Winnepesaukee Chamber of Commerce

Winnepesaukee Japanese Christian Church

Winnepesaukee Bible Church

Winnepesaukee Post Office

Post Office

Winnepesaukee Village Hall

Winnepesaukee Train Station

Hadley School For The Blind

Winnepesaukee Northfield Public Library

Village Green Park

Village Green Park

Library Park

Dwyer Park

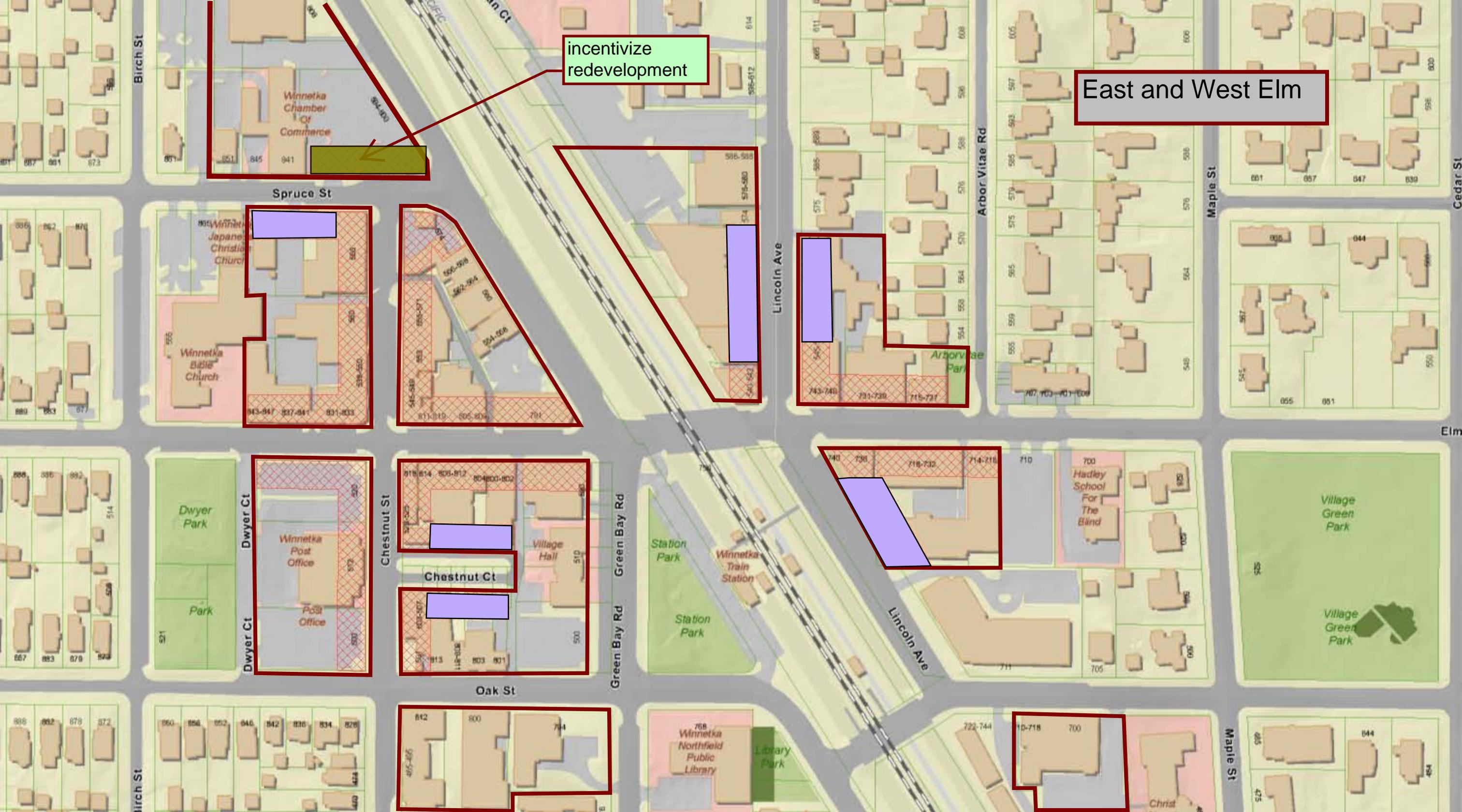
Park

Station Park

Station Park

Maple St

Mirch St



incentivize
redevelopment

East and West Elm

Spruce St

Lincoln Ave

Arbor Vitae Rd

Maple St

Dwyer Ct

Chestnut St

Green Bay Rd

Oak St

Birch St

Maple St

Winnetka Post Office

Chestnut Ct

Winnetka Train Station

Station Park

Station Park

Winnetka Northfield Public Library

Library Park

Hadley School For The Blind

Village Green Park

Village Green Park

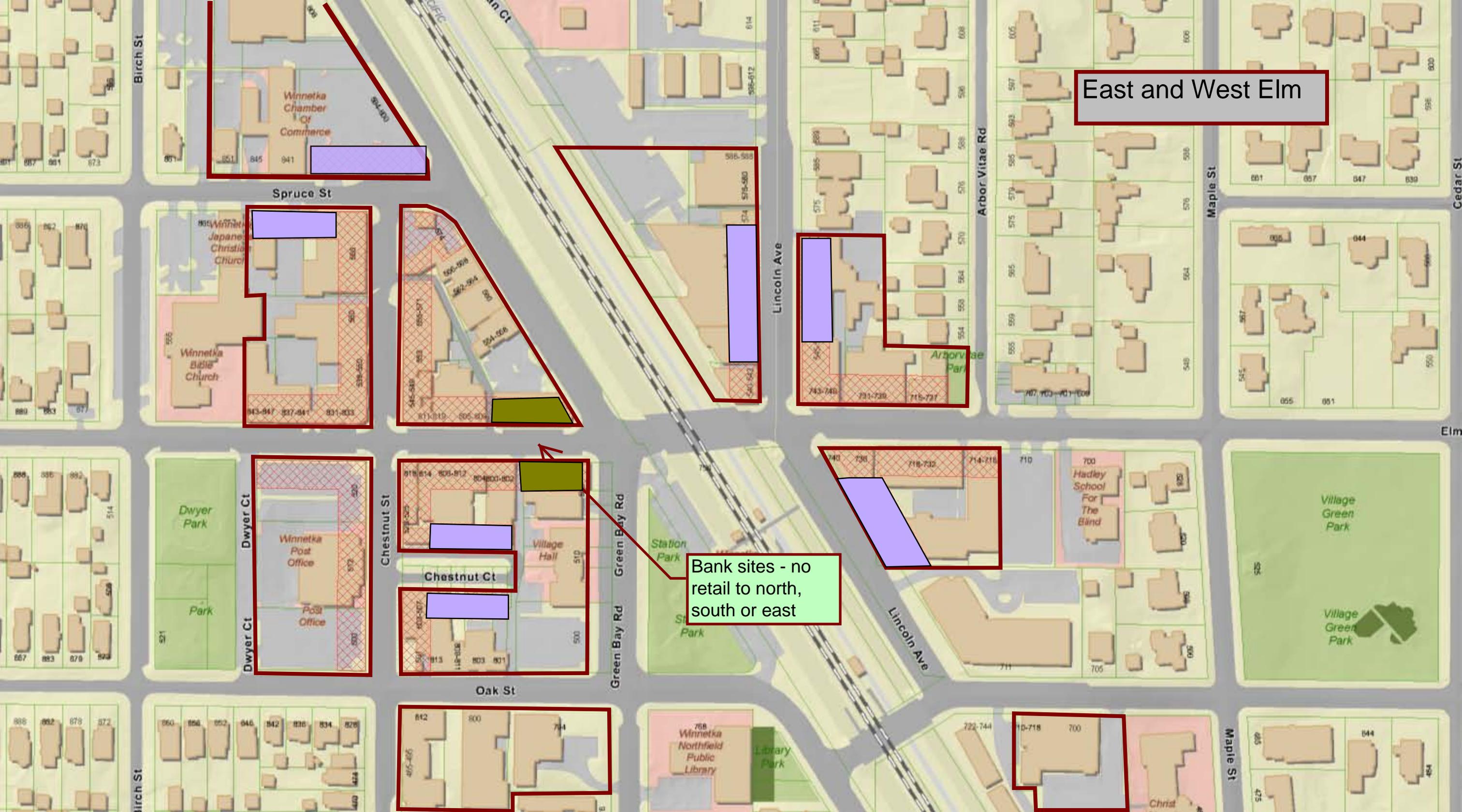
Lincoln Ave

Dwyer Park

Park

East and West Elm

Bank sites - no retail to north, south or east



East and West Elm

