

**Winnetka Village Council**  
**SPECIAL STUDY SESSION**  
**Village Hall**  
510 Green Bay Road  
Tuesday, March 19, 2013  
7:00 p.m. \*

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**AGENDA**

- 1) Call to Order
- 2) ULI TAP 1 Executive Summary Report
- 3) Public Comment
- 4) Executive Session
- 5) Adjournment

\* The Special Study Session will convene immediately following the Council Meeting.

**NOTICE**

All agenda materials are available at [villageofwinnetka.org](http://villageofwinnetka.org) (*Council > Current Agenda*); the Reference Desk at the Winnetka Library; or in the Manager's Office at Village Hall (2<sup>nd</sup> floor).

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[villageofwinnetka.org](http://villageofwinnetka.org)

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## Agenda Item Executive Summary

**Title:** Urban Land Institute, Commercial District Study

**Presenter:** Robert M. Bahan, Village Manager

**Agenda Date:** 03/19/2013

**Consent:**  YES  NO

<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	Resolution
<input type="checkbox"/>	Bid Authorization/Award
<input type="checkbox"/>	Policy Direction
<input checked="" type="checkbox"/>	Informational Only

**Item History:** *(reference past Council reviews, approvals, or authorizations)*

August 7, 2012 Village Council Meeting Agenda Packet

**Executive Summary:**

On February 27 & 28, 2013, the Urban Land Institute (ULI) Chicago conducted the first of two Technical Assistance Panels (TAP) to assess the Village's commercial health and create a long-term commercial strategy. Specifically, ULI will be studying approaches to revitalize Winnetka's three commercial districts: Hubbard Woods, Elm Street, and Indian Hill. During the two-day intensive working sessions, an eight-member interdisciplinary ULI panel of development industry experts gathered background information and commercial data, visited the business districts, interviewed stakeholders, conducted a peer community focus group, held a community-wide reception, and began documenting lessons learned.

While the goal of TAP 1 is a commercial assessment, TAP 2 will interpret the initial findings and then focus on recommending long-term strategies. A second panel will convene for that project in late April, 2013. Cindy McSherry, Executive Director of ULI, and several Panelists, will be present on March 19 to present a summary of the TAP 1 work.

**Recommendation / Suggested Action:** *(briefly explain)*

For information only. Staff anticipates a final report from ULI will be issued in June, 2013.

**Attachments:** *(please list individually)*

1. TAP 1: Scope of Work



# SCOPE OF WORK

## ***Background Information***

The Village of Winnetka has benefited from a traditional pattern of compact commercial development, with *three* distinct business districts (Indian Hill, Elm Street, and Hubbard Woods) around three commuter rail stations along the Green Bay Road corridor. Attractive community demographics, along with zoning restrictions on non-retail users, have historically helped Winnetka to maintain a core of retail activity in all three districts, albeit in differing form, scale and character.

Recent changes in shopper behavior paired with significant retail growth in surrounding communities have presented a new problem, both for existing retailers who have seen the number of shoppers decline and online retail competition increase, and building owners experiencing difficulty in attracting tenants. Given a potential decline in demand for commercial land use, Winnetka is faced with a modest number of infill development sites.

In light of these challenges and changes in commercial development strategies and regional land use trends, the Village of Winnetka has requested a series of ULI Chicago Technical Assistance Panels (TAP) to prepare for the future of the retail market and create a long-term commercial area strategy that is balanced, economically sustainable, and consistent with existing community character. The TAPs will provide a foundation to revitalize Winnetka's commercial areas, and document lessons-learned in a public report to help communities around the Chicago region struggling with similar challenges.

In the first of two TAPs, ULI Chicago will recommend targets for Winnetka's commercial health, retail opportunities for each district, offer specific recommendations for competitive regulation and partnership between the Village, retailers and owners, and specifically address the following Scope of Work:

## ***TAP 1: Commercial Assessment***

1. Assess the Village's three commercial sites: convene business owners and tenants, inventory current tenants, uses and vacancy, and outline the challenges and opportunities to the study area and adjacent sites.
2. Review trends in demand for retail floor space, given shopper behavior and vacancy.
3. Suggest design guidelines, planned development requirements, building codes, lease rates, sales tax policy, traffic flows and zoning regulations (including use limitations, allowable density, parking requirements, and building height) that support retail viability.
4. Propose strategies to attract tenants.