



VILLAGE · OF · WINNETKA

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BUSINESS COMMUNITY DEVELOPMENT COMMISSION

Monday, August 26, 2013

7:00 P.M.

The Winnetka Business Community Development Commission will convene its regular meeting on **Monday, August 26, 2013** in the Village Council Chambers, 510 Green Bay, Winnetka, Illinois, at 7:00 PM.

Agenda

1. Review and Approval of July 22, 2013 minutes
2. Discussion of ULI TAP #2
3. BCDC formal response to Village Council concerning ULI TAP #1 and #2
4. Discussion of a budget for the BCDC in calendar year 2014
5. Discussion of 2013 focus/communication opportunities
6. Staff update on business development news
7. Public Comment
8. Adjournment

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BUSINESS COMMUNITY DEVELOPMENT COMMISSION
July 22, 2013 MEETING MINUTES

Members Present:

Jason Harris
Terry Dason
Patrick O'Neil
Paul Dunn
Jim Sayegh
Tom Eilers

Members Absent:

Mike Leonard
Patrick Corrigan

Village Staff:

Michael D'Onofrio, Director Community Development

Call to Order

The meeting was called to order at 7:05 PM, in Village Hall Council Chambers, 510 Green Bay Road, Winnetka, IL.

1. Review and Approval of June 24, 2013 Minutes

BCDC reviewed minutes. Motion to approve made by Sayegh; seconded by Dunn.
Minutes were approved.

2. Annual Board and Commission Update

Chair Harris asked Director D'Onofrio to explain the Update processes and what the BCDC needs to do in order to prepare for the BCDC's response for the Village Council.

Mr. D'Onofrio explained that Village President Greable asked that representatives of all advisory boards/commissions attend the August 5 village council meeting and provide a presentation as to their activities over the past year.

At the request of Chair Harris, Mr. D'Onofrio briefly explained that status of the ULI TAP #2 and its upcoming report at the August 5 meeting.

Chair Harris said that it is premature for the BCDC to recommend any action prior to ULI making its presentation to the Village Council.

Director D'Onofrio said that in addition to the BCDC, the Plan Commission, Zoning Board of Appeals, Design Review Board, Landmark Preservation Commission, and Environmental and Forestry Commission would be making presentations to the Village Council.

Chair Harris asked if this evening that the BCDC needed to prepare its update to the Village Council and the commission then began to put its report together.

Mr. D'Onofrio described the format of the report and what information the Village Council was looking for. He then went on to summarize the types of activities the BCDC has been involved in such as the Post Office site, ULI recommendations, zoning regulations (uses, Overlay District) and a discussion ensued.

Chair Harris mentioned that there is a large communication component that needs to be examined. He mentioned communication between merchants and communicating the Winnetka brand throughout the region. Harris mentioned the need for wayfinding signage in the commercial districts.

Terry Dason responded to a question from Paul Dunn as to the success of Sidewalk Sales Days. She said that the merchants were quite pleased with the sale and the Let Loose on Lincoln was well attended and very successful. Dason also mentioned a new event which was a "Kidtrapanure" area in Hubbard Woods Park, where kids sold homemade products.

Chair Harris asked about Wednesday's in the Park (Hubbard Woods).

Terry Dason said that there was rain on two of the three Wednesday evenings. She added that there will be three more Wednesdays in the Park events. Dason said that the Wednesday events go up against a similar event in Highwood. She said that in order to promote Wednesday in the Park that flyers have been delivered to every home in the Hubbard Woods area.

The Commission then went over the remainder of the Update form listing a number of issues – Listen & Learn, flower baskets, BCDC website and "How to Open a Business" information packet. It also recommended to the Village Council that it encourage Metra to rehabilitate the Hubbard Woods train station, to encourage the Park District to do a plan for Hubbard Woods Park and to engage a marketing or public relations firm to assist in branding and marketing the commercial districts.

Patrick O'Neil discussed the status of a possible Stanley Cup ceremony in Winnetka.

Paul Dunn suggested that there not be another parade with the Stanley Cup, but rather an event in a park where kids could get their pictures taken with the cup. He thought this event could be done in several hours.

Patrick O'Neil said that he would attempt to get the Cup for several hours.

D'Onofrio asked if Harris would be making the presentation to the Village Council. (Harris said that he would try to make the presentation, but that he might be out of town that week.) D'Onofrio then summarized the report (see attached).

Chair Harris expressed a concern that the Farmer's Market in Hubbard Woods needs to be made a big event. He added the need to get unique farmers that would draw people to Winnetka.

Jim Sayegh asked if there was any cross promotion with Metra users going to Ravinia and stopping off at the Wednesday Farmer's Market in Hubbard Woods.

At the conclusion of discussion on the Update to the Village Council, it was decided that the BCDC's comments on the ULI TAP that was drafted by Tom Eilers be included as an attachment to the Update. It was the collective thought of the BCDC that it is important to take ULI comments and see a number of them taken action on. The BCDC recommended that Mr. Eilers review his draft and forward it to Mr. D'Onofrio for inclusion in the Update to the Village Council.

3. **Getting to know you exercise**

No action was taken on this item and deferred to the next meeting.

4. **Public Comment**

At Chair Harris' request, Director D'Onofrio mentioned a new yogurt store going in at 952 Green Bay Rd. He also said a new spa was going in further north at 976 Green Bay Rd.

Patrick O'Neil said that he had heard that the Land Rover auto dealership was relocating to Glenview and that they were looking into a new dealership in the Indian Hills facility.

Terry Dason mentioned that Beat Street is relocating from its current location on Green Bay Rd, around the corner into space on Gage St.

When asked about 925 Green Bay Rd (former GAP store) Mr. D'Onofrio responded that he has heard nothing from the owner Mr. Hillman about leasing the building or constructing the surface parking lot.

5. **Adjournment**

Meeting adjourned at 8:15 p.m.



Annual Board and Commission Update

Commission: BCDC

Presenter: Jason Harris, Chair

Date: July 23, 2013

Significant Policy Considerations/Major Cases: *(please list individually)*

Short and long term use of the Post Office building and site.

Review the recommendations of the Urban Land Institute TAP and work to implement the appropriate recommendations made by ULI (see attachment below).

Improve and enhance communications between local merchants and promote Winnetka commercial brand throughout the region.

Implement a wayfinding signage program throughout all the commercial districts.

Top 3 - 5 Projects Underway or Ongoing:

Enhance promotion of village wide events and community activities.

Conduct Listen and Learn with merchants, commercial property owners and other interested parties out in the commercial districts.

Initiation and improvement of the floral basket program.

Development of a "How to Open a Business" information packet.

Development of a BCDC website.

Recommendations to Council: *(provide estimates for any items with budgetary impact)*

Encourage Metra to rehabilitate the Hubbard Woods train station.

Encourage the Park District to develop a Hubbard Woods Park master plan.

Engage with a marketing or public relations firm to assist in branding and marketing Winnetka's commercial districts.

Attachments: *(list and provide all supporting documentation you wish to be included in the packet)*

BCDC comments on ULI TAP recommendations.

BCDC Comments on ULI

"The BCDC welcomes the reflections and recommendations contained in the ULI TAP 1 presentation dated February 27, 2013.

In order to proceed to implement these concepts, we would be hopeful additional input could be provided in TAP 2 or the final ULI report such as:

1. In branding the East & West Elm Districts, it was recommended that Winnetka "soften psychological boundary created by the train". Could examples be provided to accomplish this? If major infrastructure costs are necessary, how would they be funded?
2. In branding the East & West Elm Districts, it was recommended that Winnetka "create all-season public gathering space (possible use for post office site)". Did the ULI identify any other locations in Winnetka that would be suitable for this public gathering space?
3. In branding the Indian Hill District, it was recommended that Winnetka "secure long-term commitment of auto dealership". Known now, but not in February, is that Land Rover will be moving, but that Fields may replace Land Rover with another dealership. Does ULI have any specific tools to recommend for Winnetka to secure such a long term commitment?
4. In the Creating a Consistent Policy & Process, it was recommended that Winnetka empower employees to interpret the codes. Are there some specific examples of Winnetka issues or Winnetka code provisions where employees should be given this discretion?
5. In the Parking section, some specific parking ratio changes were recommended. However, the biggest obstacle to creating more density in our business districts is the fact that Winnetka's business districts are primarily composed of small buildings/small land parcels. The post office site, Grand Food site, and Fell property are notable exceptions. Does the ULI panel have any specific examples of how and where multiple small sites, characterized by multiple ownerships, (which typically characterize mature communities), have been aggregated to create a critical mass to so that new development could occur to take advantage of the revised parking ratios? Which communities and what tools did these communities adopt to facilitate land assemblage?
6. In Mid Term Goals, it was suggested that Winnetka implement "larger more encompassing zoning code changes in order to adhere to the changing retail environment". Are there some specific zoning changes that ULI would recommend other than amending or eliminating the overlay district?
7. In Mid Term Goals, it was suggested that Winnetka grant relief from parking requirements in exchange for Façade improvements. These are unrelated tradeoffs. Does ULI have some advice on how to balance these two objectives? For example, if you short a building on its parking in exchange for an enhanced façade, you could potentially harm the overall flow in the business district.

8. In Funding Mechanisms, it was suggested that sales tax and business real estate taxes in Winnetka's budget should be segregated. Are there examples of where this has been done in other communities, and how the concept of funds segregation resulted in more revenue for business development?

9. In Miscellaneous Thoughts, it was suggested that Winnetka look to peer communities. Are there some specific communities ULI would suggest? What in these peer communities should Winnetka emulate?

10. Overall thought: How much increased density would ULI recommend for Winnetka, and where could this development occur? In other words, how much increased density in residential and office population would create a critical mass to attract quality retail in Winnetka's business districts? Once Winnetka has a perspective on the scale of future development for the community as a whole, it will then have a framework to analyze parking needs, locations and other Village infrastructure costs.

Many of the above issues have no doubt been addressed in TAP 2 or the final ULI report. The ULI panel has brought to Winnetka some exciting ideas and thoughts to guide Winnetka's future. The BCDC is anxious to assist in the process of digesting and implementing new ideas and concepts that are appropriate to sustain Winnetka's reputation as an attractive community. ”

Prepared by
Thomas D. Eilers
BCDC Member

Winnetka's Commercial Districts Final Presentation

August 6, 2013



Urban Land
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TECHNICAL ASSISTANCE PANEL

Sponsor

- The Village of Winnetka requested a series of ULI Chicago Technical Assistance Panels (TAP) to prepare for the future of the retail market (Indian Hill, Elm Street, and Hubbard Woods) and create a long-term commercial strategy that is balanced, economically sustainable, and consistent with existing community character.
- The TAPs were to provide a first step to revitalize Winnetka's commercial areas, and document lessons-learned in a public report to assist communities around the Chicago region struggling with similar challenges.

About

- **The Urban Land Institute (ULI)**

A global nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute has nearly 30,000 members representing all aspects of land use and development disciplines.

- **ULI Chicago**

A District Council of the Urban Land Institute, has more than 1,000 Members in the Chicago land area. Organized in 1986, the district council celebrated 25 years in 2012.

- **Technical Assistance Panel Process**

The ULI Chicago Technical Assistance Panel program draws upon ULI member expertise to provide creative and practical solutions to land use challenges in communities across the Chicago region and beyond. ULI Chicago's TAP program was started in 2002.

Technical Assistance Process

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- Extensive research, briefing book materials, and analysis
- Panel of industry experts
- Highly experienced ULI member as Chair
- Tour of Study Area with knowledgeable Village Staff
- Stakeholder Interviews and Roundtables

Winnetka TAPs

- TAP 1: February 27-28, 2013
 - The first panel was charged with developing strategies to reinvigorate Winnetka's commercial districts by identifying challenges and opportunities for retail, providing specific recommendations for a competitive regulatory environment, and partnerships between the Village, retailers, and owners
- TAP 2: June 25-26, 2013
 - Building on the recommendations of the first panel, the second panel explored development options for specific sites in the three retail districts and outlined key implementation strategies for the Village

Background

- 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 Metra stations along the Green Bay Road corridor.
- Recent changes in shopper behavior paired with significant retail growth in surrounding communities presented a new challenge, both for existing retailers who have seen the number of shoppers decline, 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.

Scope of Work — Phase 2: Opportunity Sites

1. Create infill strategies for vacant development sites.
2. Suggest ways to integrate commercial real estate into the fabric of the surrounding community and overcome the physical barriers of the METRA rail and Green Bay Road traffic.
3. Outline innovative practices or strategies to cross-promote each district and reduce retail leakage.
4. Suggest opportunities to provide engaging public spaces that can draw people downtown, provide a setting for community events and improve the appearance of the districts.
5. Propose strategies to encourage investment in existing buildings.

TAP 1 Summary Recommendations

“Pro-Business” Attitude

- Adopt a streamlined and transparent permitting and approval process for new business, and create one point of contact to guide business owners through the process.

Regulatory

- Eliminate burdensome code requirements such as liquor licensing, restrictions on outdoor seating, and zoning overlay that prevents service businesses at street level.
- Allow increased building height in locations close to transit such as East Elm and Lincoln (more than 35 feet, but less than 50 feet)
- Institute streetscape improvements through matching grants and other means, including sidewalks and façade improvements.



TAP 1 Summary Recommendations

Parking

- Assess parking needs and repurpose existing parking to better serve retail.
- Reduce minimum parking requirement for multi-family residential and second floor businesses in commercial areas

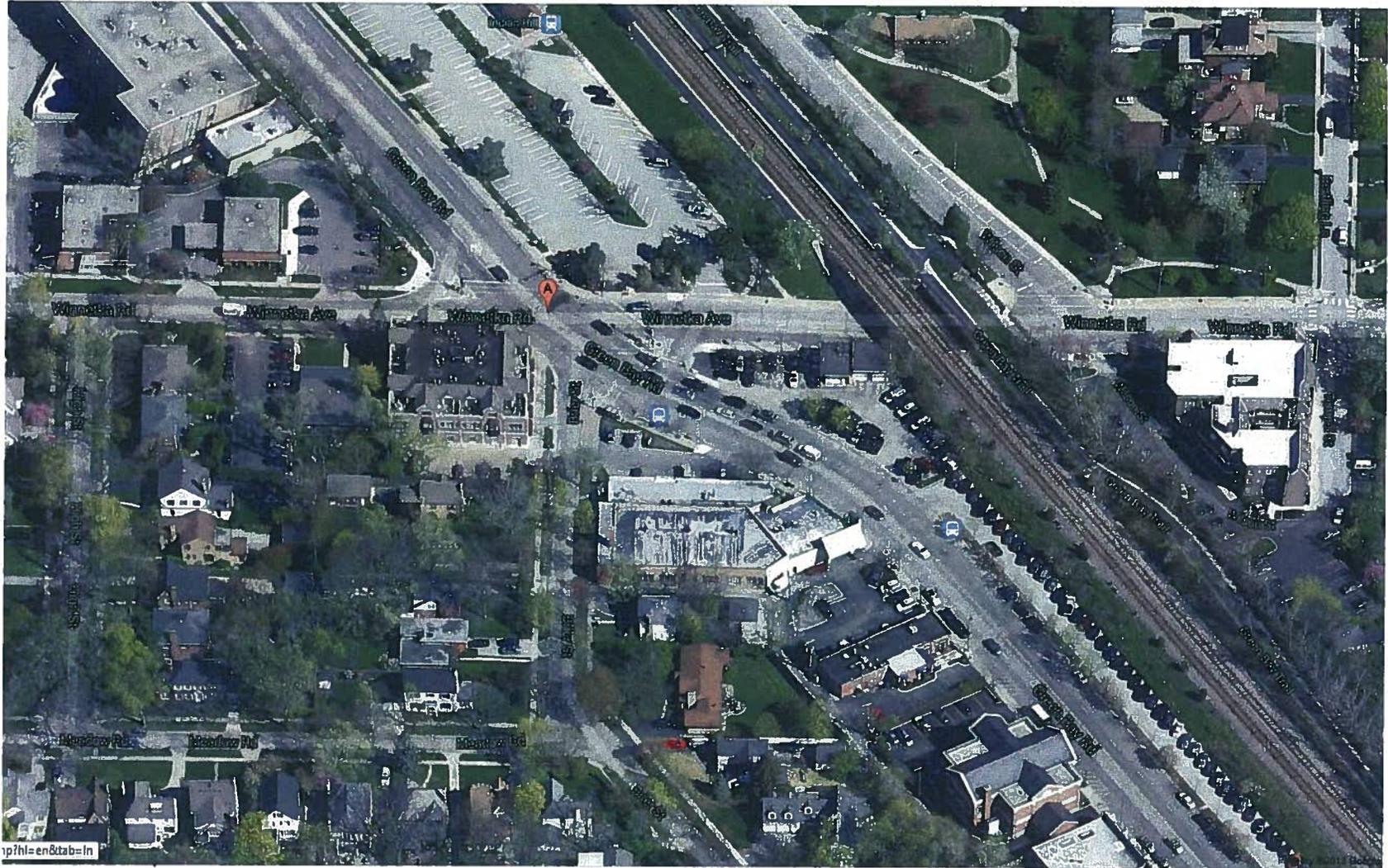
Marketing

- Increase marketing and outreach for community activities and events to draw people to shopping districts.



Indian Hill





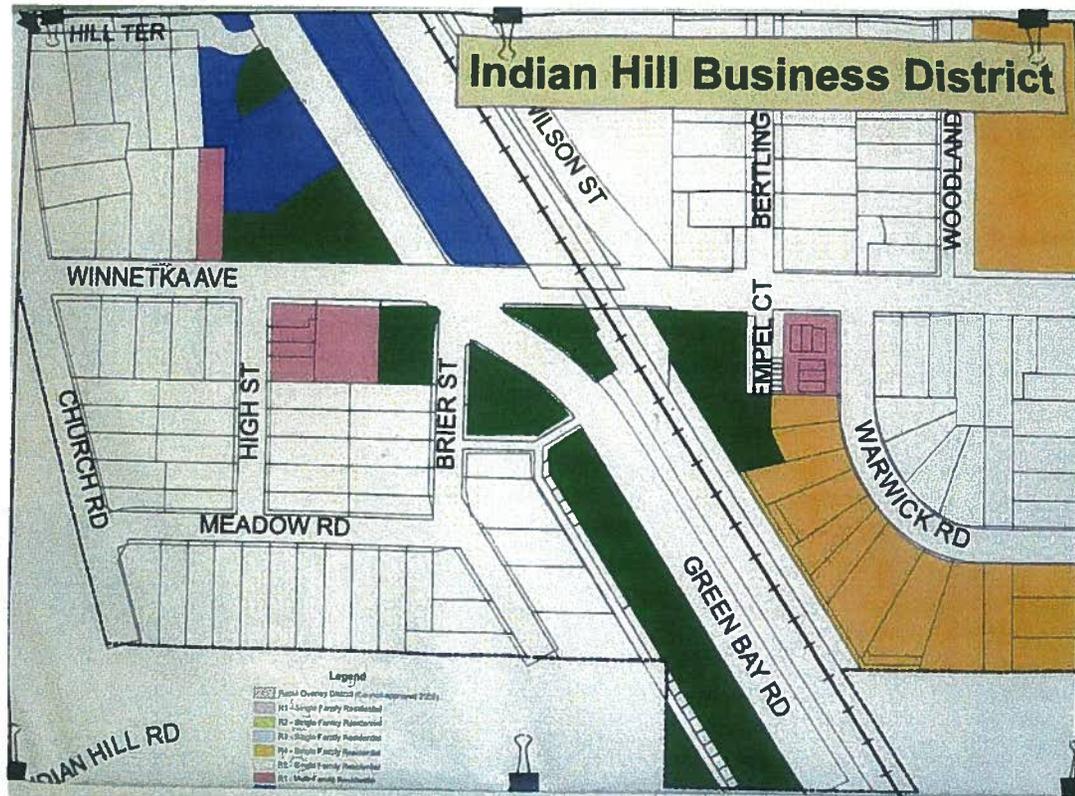
Branding/Placemaking

Indian Hill (Panel 1 Recommendations)

- Coordinate with Kenilworth on Green Bay Road Corridor Study & Zoning Changes
- Auto, not pedestrian based retail
- Teen based businesses – New Trier
- Secure long-term commitment of auto dealership
- Focus streetscape improvements on safety

Indian Hill District – 3 Targets

1. Green Bay Road
2. New Trier
3. Metra Station



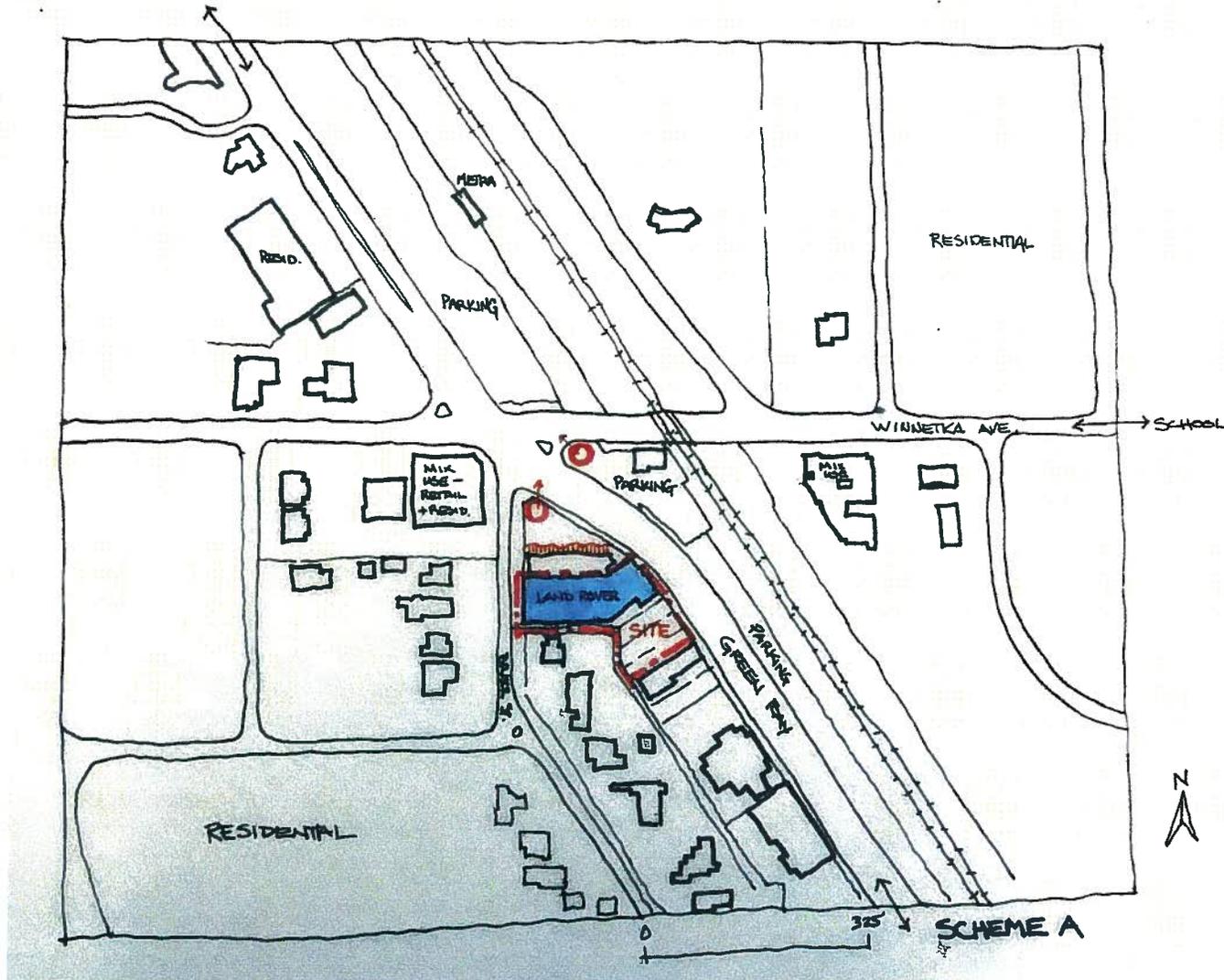
Absolute Musts to Do!

1. Meet and talk with Kenilworth to discuss their plans for their section of Green Bay Road.
2. Meet with the New Trier School District Board and Administration for input on student and safety concerns.

Development Options

- Small site – limited options
- Should you...
 - Develop all 4 corners
 - Relocate and Develop Metra parking
 - Mixed use for the area to include commercial and Residential
 - Incorporate Single Family land to the West

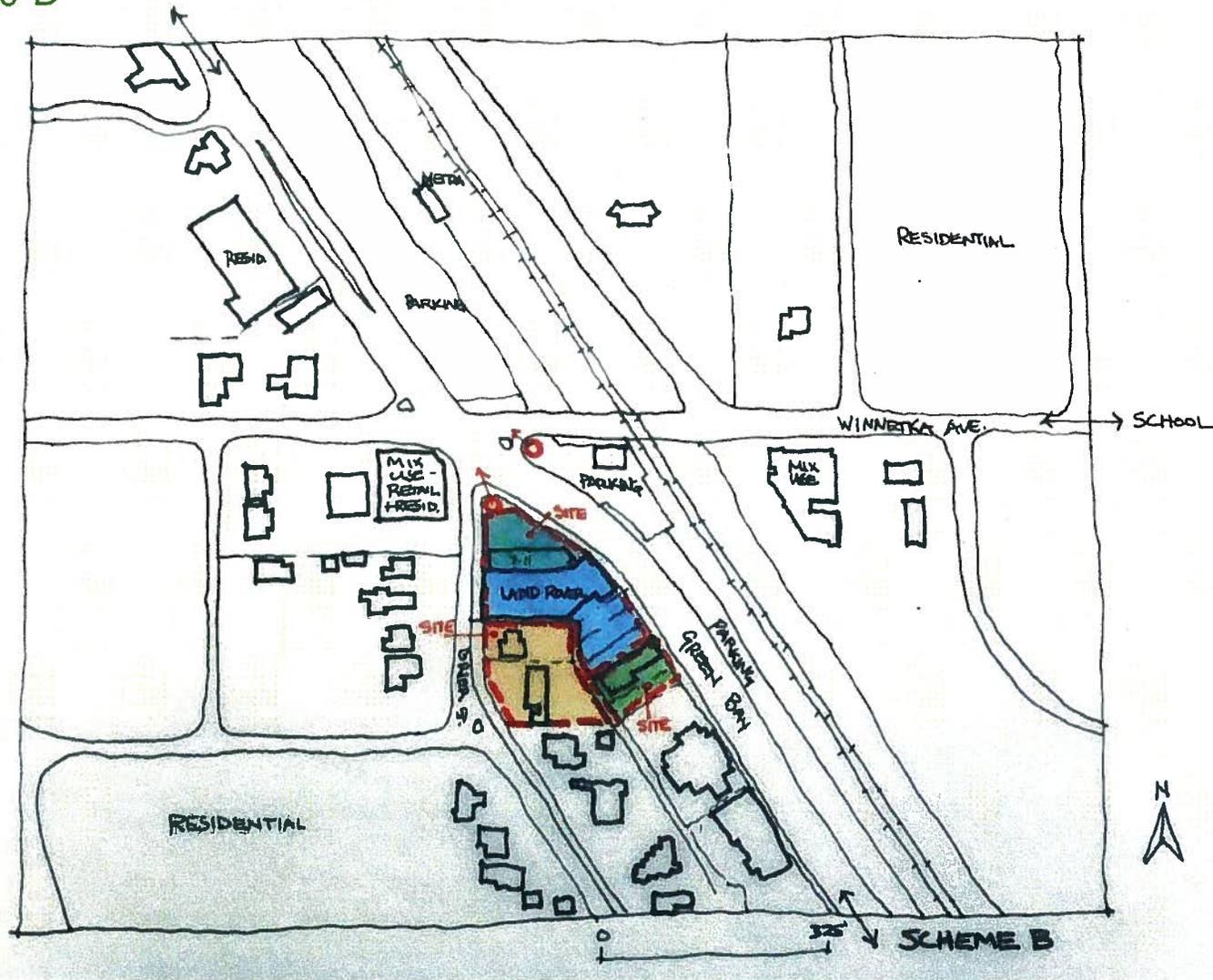
Scheme A



Scheme A

- Keep the current zoning and configuration
- Market will dictate retail uses
- Pocket park and retail parking to the east
- Upgrade 7-11 corner and provide incentive to building owner to upgrade store front.

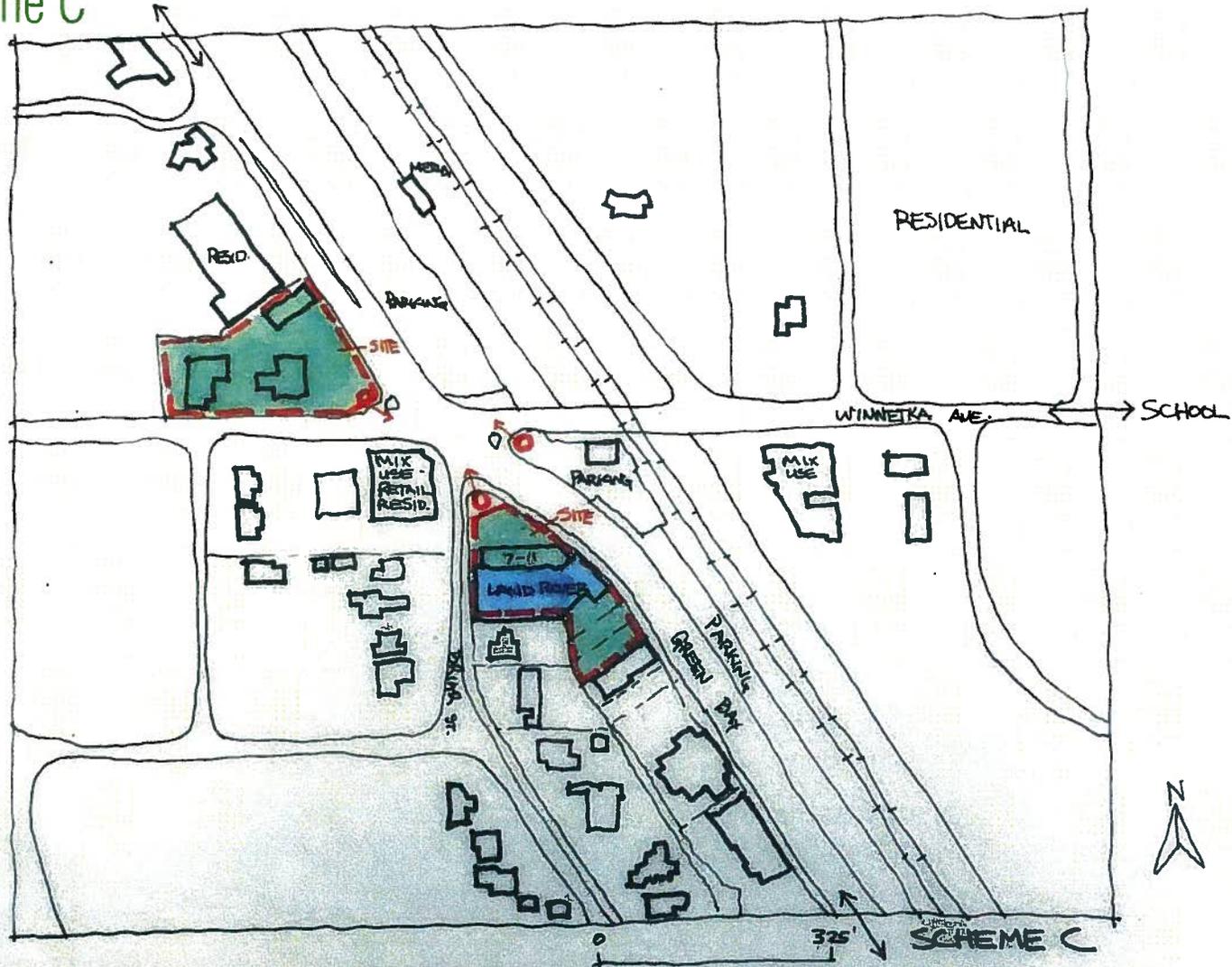
Scheme B



Scheme B

- Work with Fields to keep an Auto Dealer
- Provide more contiguous parking
 - Michaels Restaurant
 - 7-11
 - Residential Lots
- Retail/Commercial Program Use – single story

Scheme C

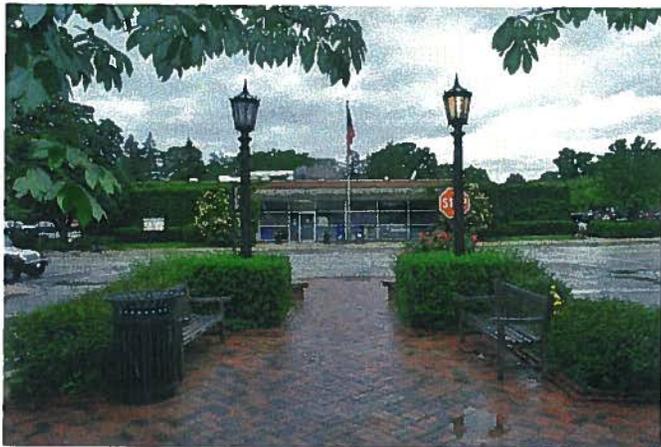


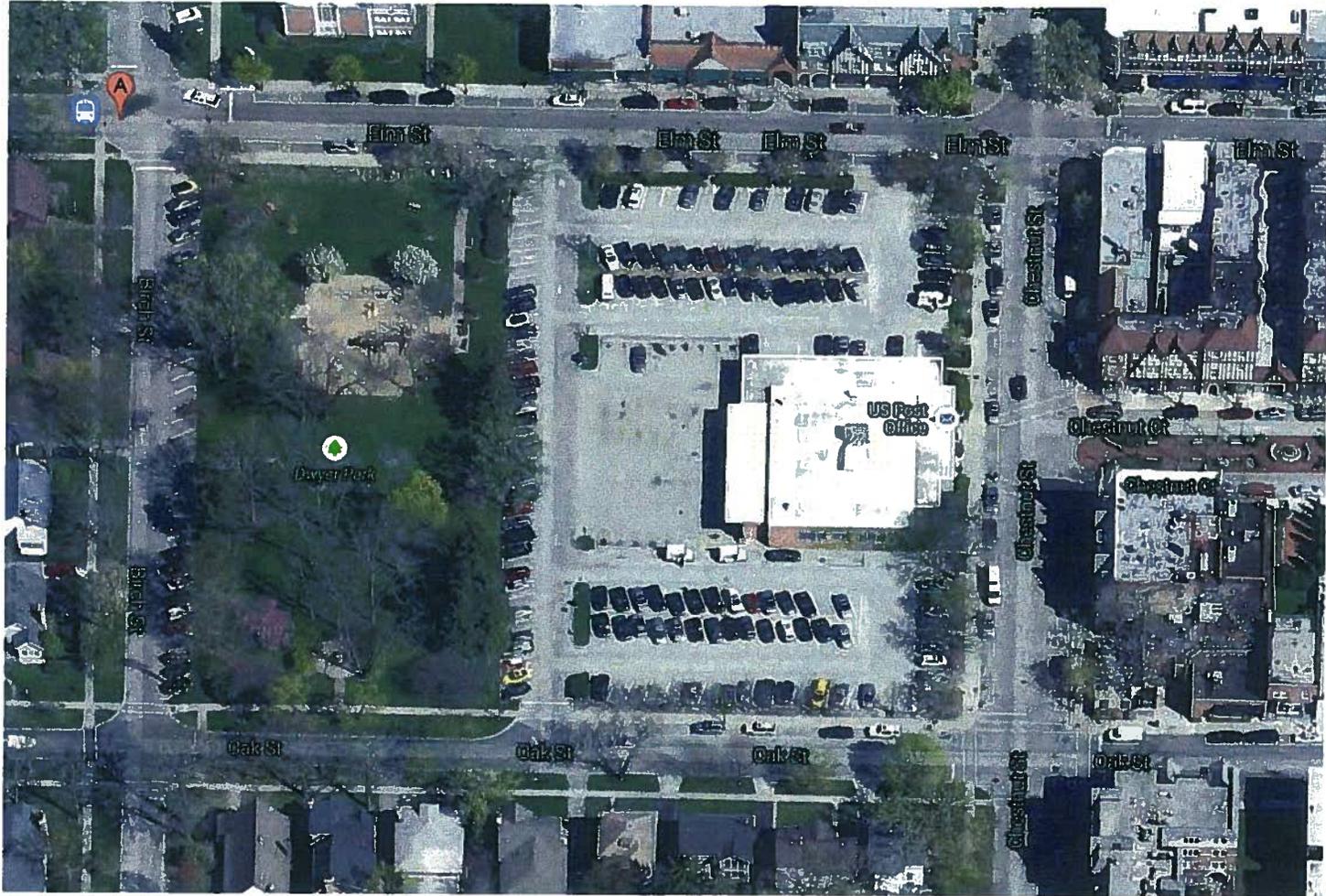
Scheme C

Multi story mixed use development on Western corners:
Would require zoning variances

- Height
- Setback
- Parking - Senior - TOD

East/West Elm





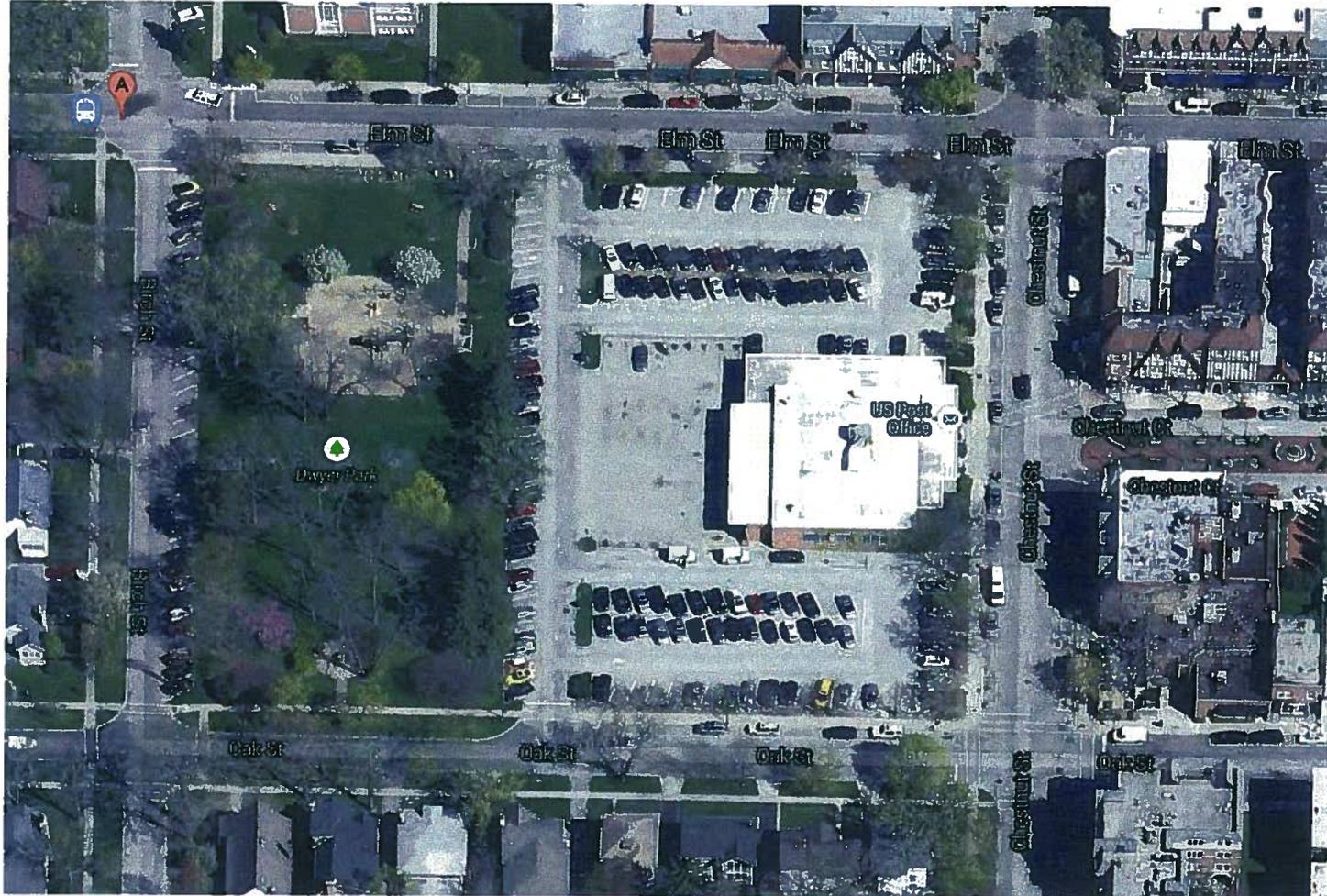
Branding/Placemaking

East Elm / West Elm (Panel 1 Recommendations)

- “The Downtown”
- Vibrant
- Experience-oriented Retail, Services, Office, Restaurants/Bars, Nighttime Entertainment
- Soften psychological boundary created by the train
- Economic Driven Density
- Create All-Season Public Gathering Space
(possible use for post office site)



Scheme A



Suggested Options - Scheme A

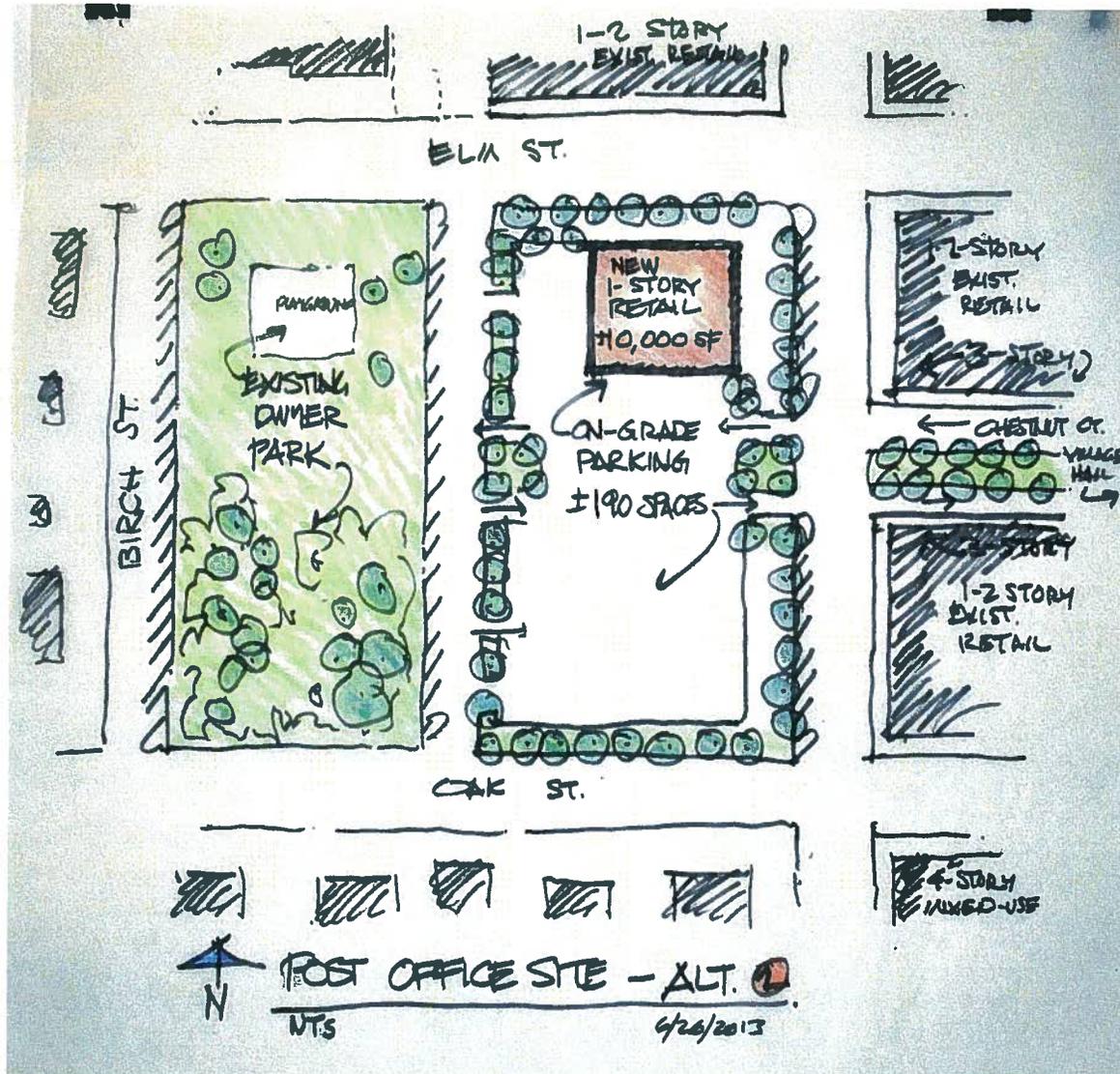
Adaptive re-use –

- Evaluate existing post office for alternative uses.
- No change to park.
- Add additional on-grade parking as result of removing loading docks and more efficient vehicular pattern in parking.

Economics: Potential revenue for Village

Timeframe: Immediate

Scheme B



Suggested Options – Scheme B

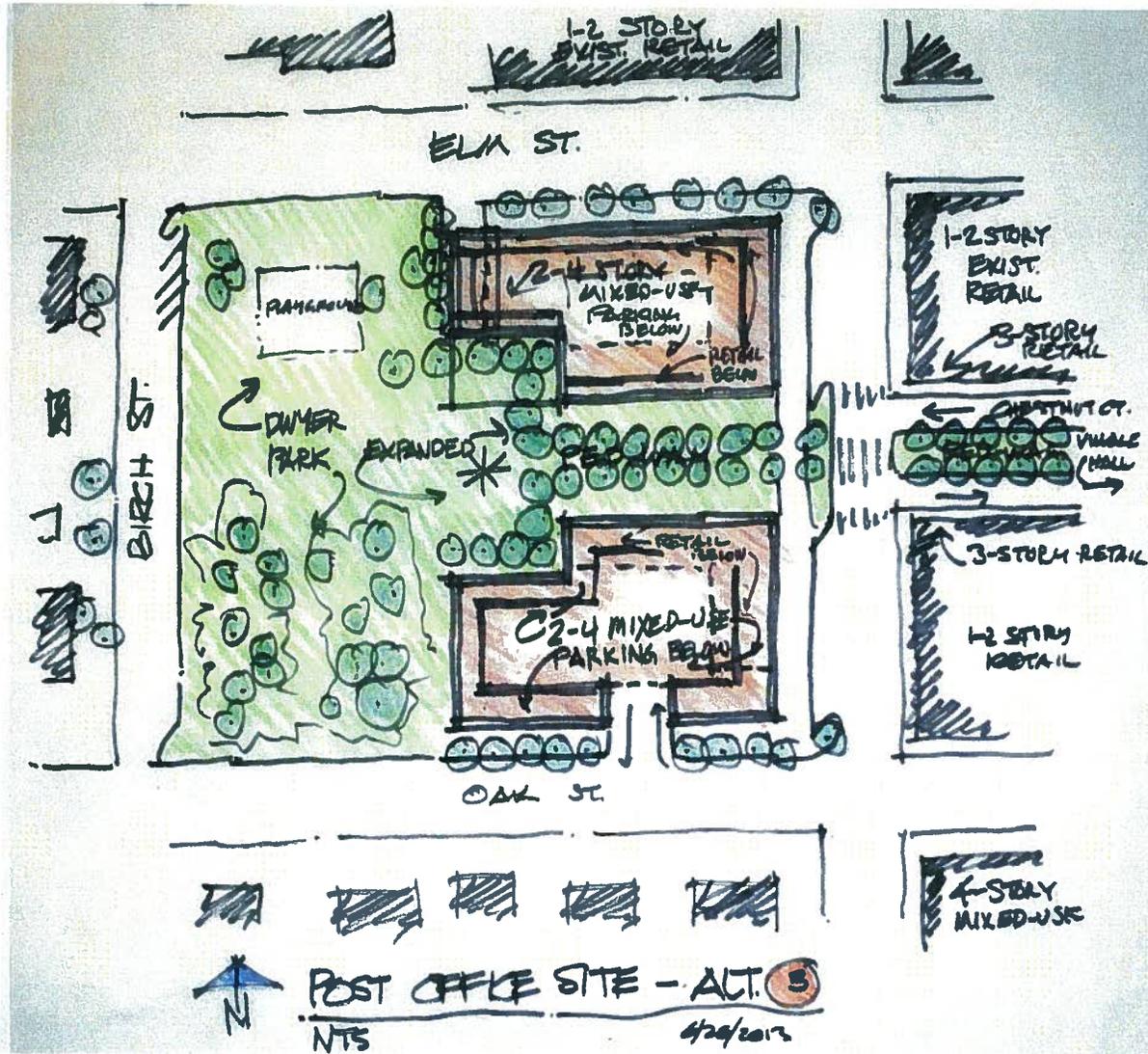
Low-density –

- Demolish post office and replace with similarly-sized, single-story retail at northeast corner.
- No change to park.
- Add pedway connectivity to Chestnut Court.

Economics: Potential revenue/break-even
for Village

Timeframe: 12 months from approval

Scheme C



Suggested Options – Scheme C

Medium-density development with two mixed-use buildings with underground parking and expanded civic space.

- Expand Chestnut Court as landscaped pedway with brick streetscaping, maximize quantity of parking, and increase green park space.
- Proposed Building Types:
 - Sub-area A south-half: 2-4 story mixed use with parking below
 - Sub-area B north-half: 2-3 story mixed-use with parking below

Economics: Cost to Village due to structured public parking and expanded park

Timeframe: 24-36 months from approval

Variations

Multi story mixed use development would require zoning variations

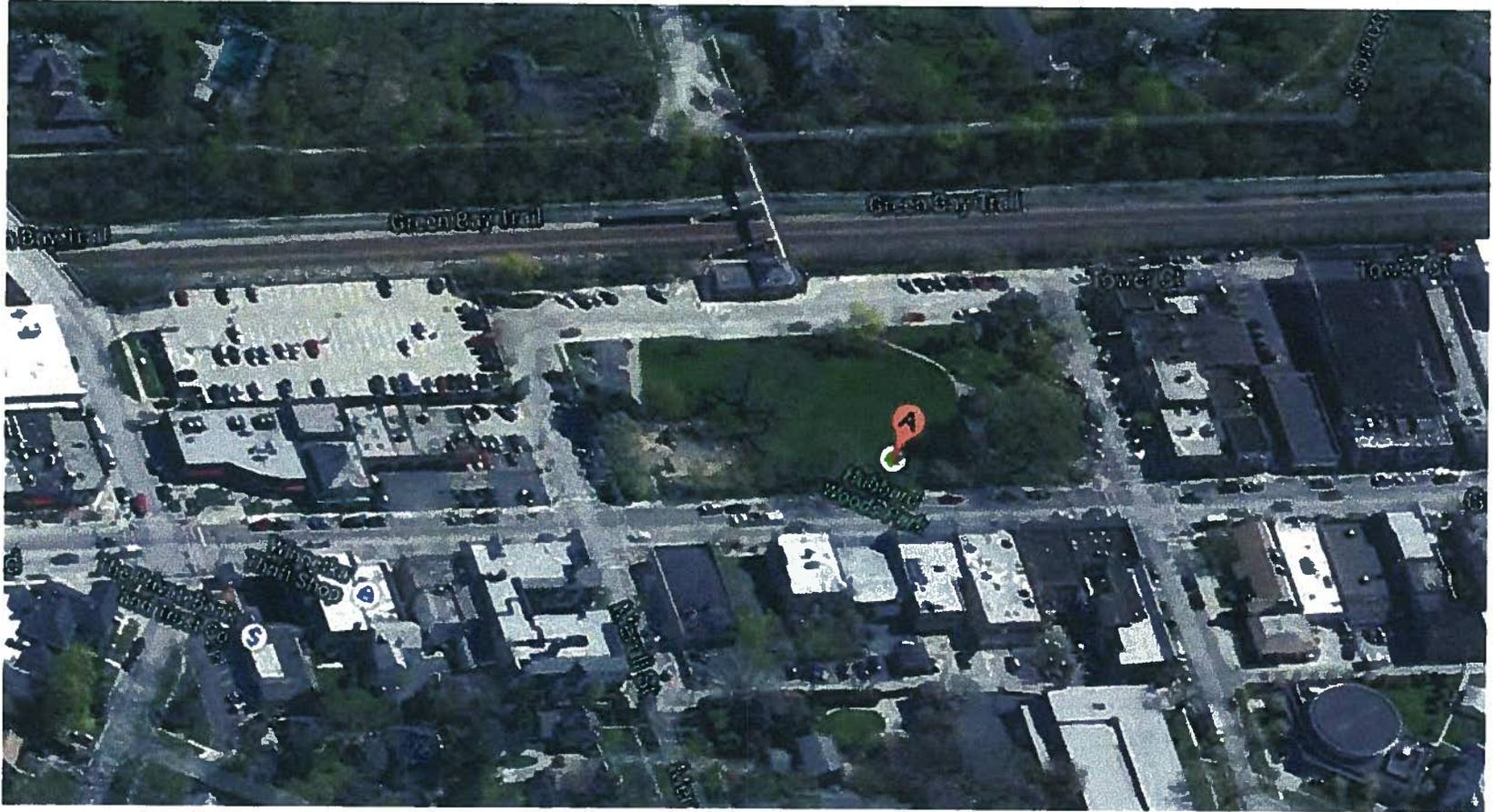
- Height
- Setback
- Parking - TOD

East/West Elm - Planning Recommendations

- Link Dwyer Park amenity to downtown and Village Hall via Chestnut Court
- Evaluate demand for parking (e.g. define quantity of long-term spaces required)
- Evaluate community choice of balance between open space and development (choose Village expense vs. Village revenue)

Hubbard Woods





Branding/Placemaking

Hubbard Woods (Panel 1 Recommendations)

- Multi-Community Destination
- Not “The Downtown”
- Arts and Design District
 - Festivals – Hubbard Woods Park & Gazebo
 - Music
 - Arts
 - Cinema
- Outreach to Glencoe Community & Retail Merchants

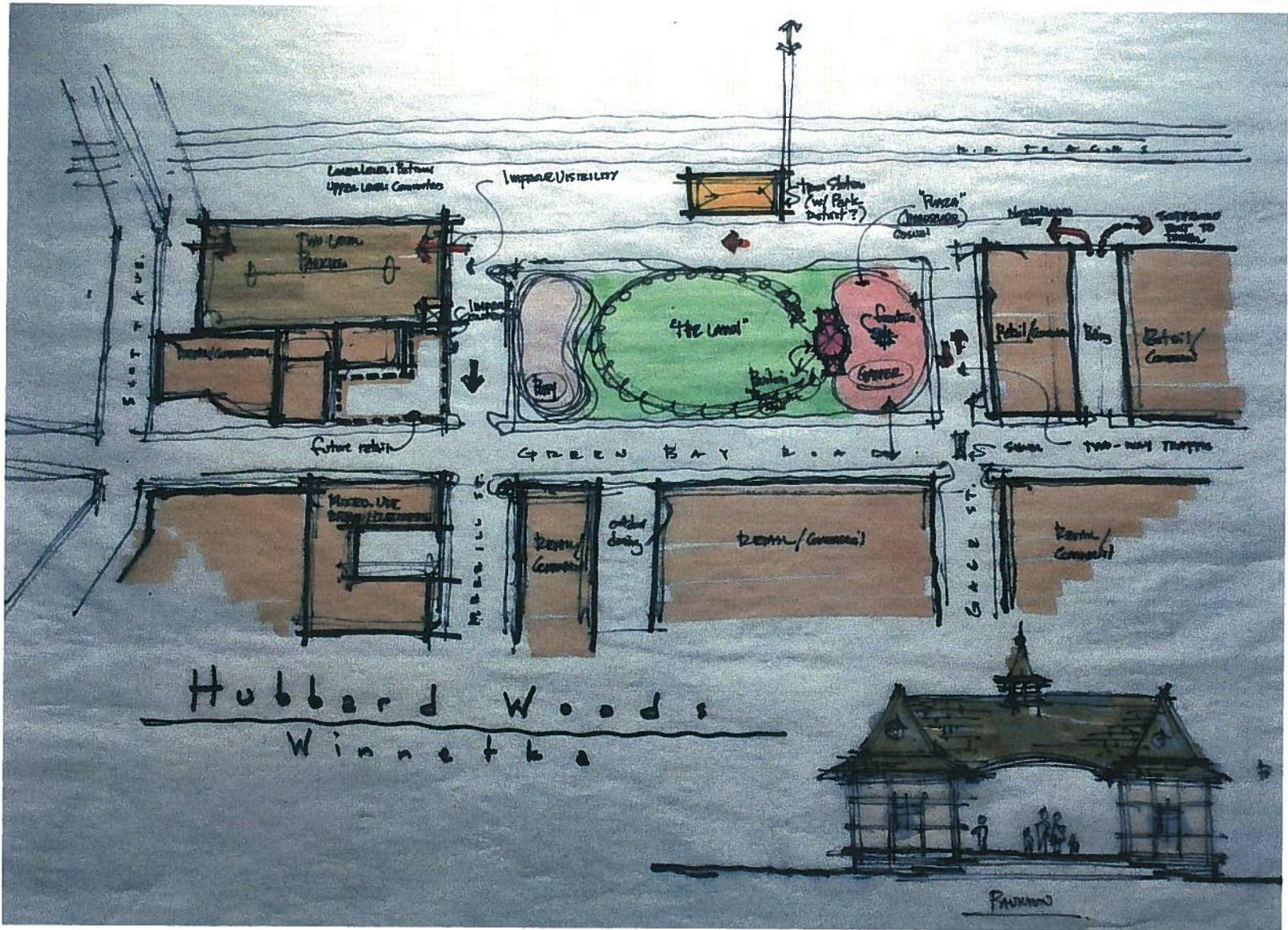
Hubbard Woods - Goals

- Improve the synergy between the park and commercial district
- Become a “gem” within the community

Hubbard Woods



Proposed Redevelopment of the Packard Building, including entrance to parking



Hubbard Woods

- **Traffic Circulation**

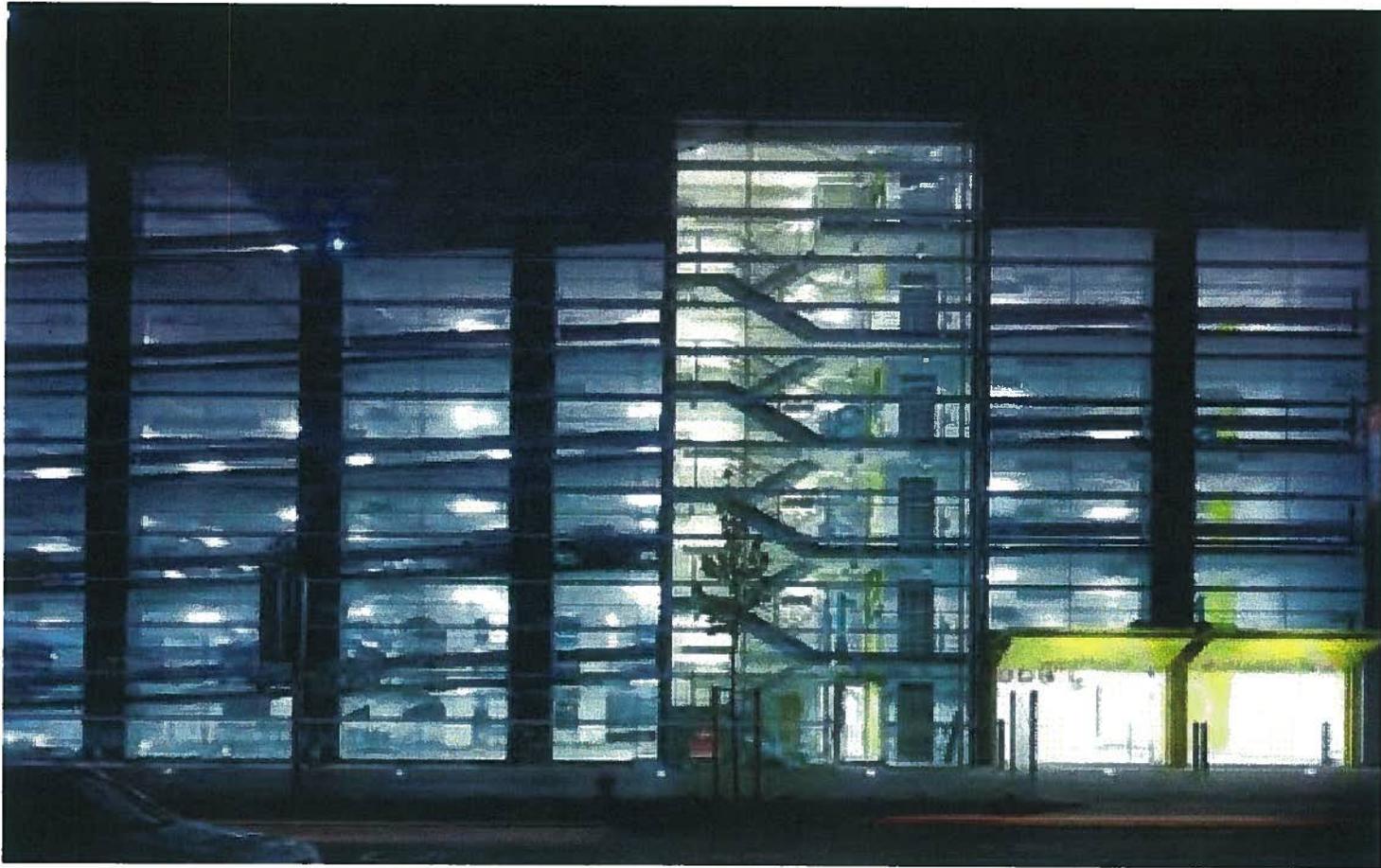
- Permit southbound vehicular exit from parking area adjacent to Packard Building
- Maintain one way traffic at east and north sides of park (Merrill).
- Provide for two way traffic on Gage Street south of Park
- Maintain angle parking along retail on Gage Street

- **Scott Street Parking Ramp**

- Improve visibility, access, and user-friendliness
- Reconfigure /re-designate areas to provide greater convenience and use appropriate areas for employees, commuters, park users and patrons.



Hubbard Woods

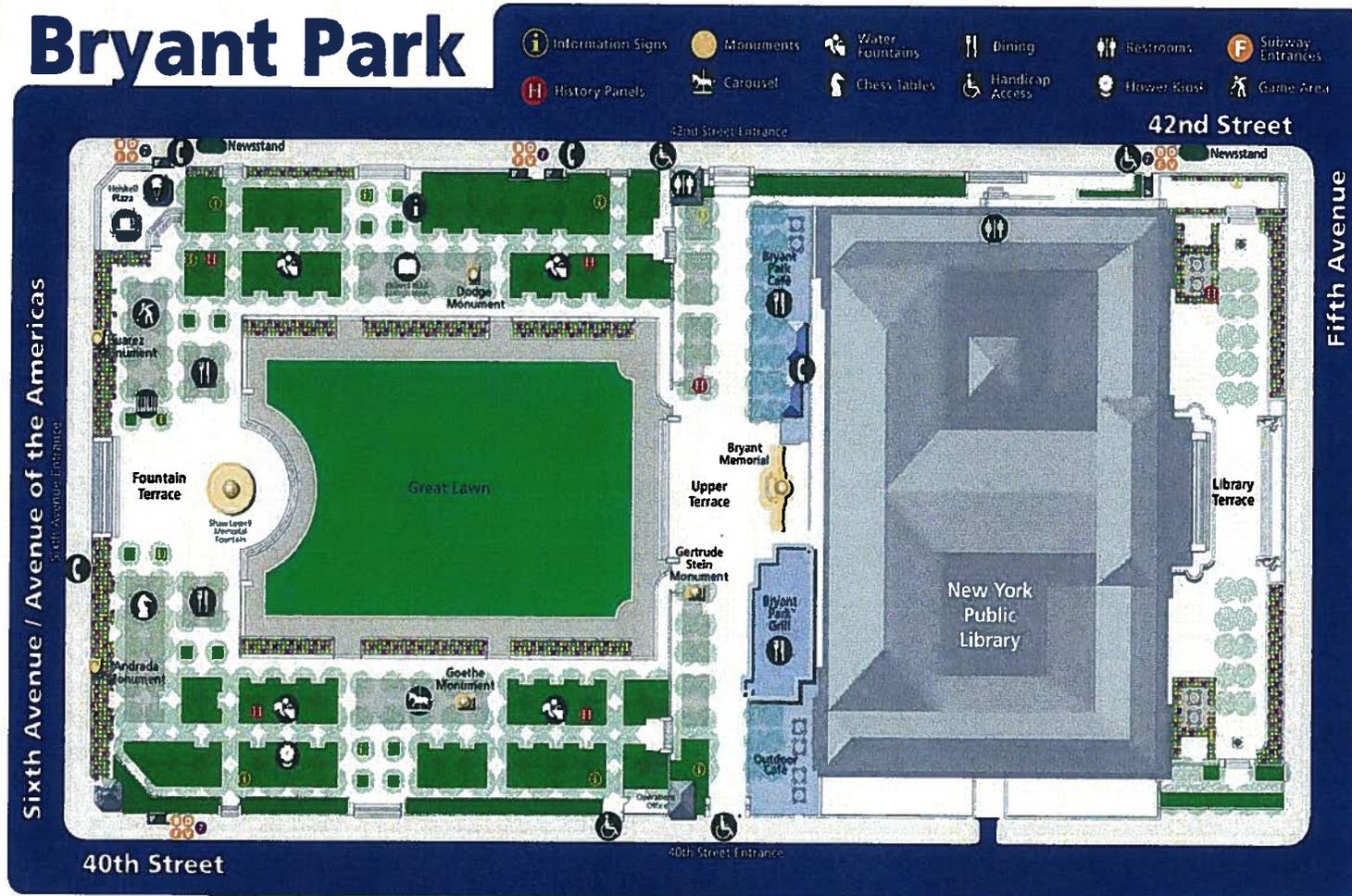


Example of Highly Illuminated, User Friendly Parking Ramp

Hubbard Woods Park Recommendations

- Define Specific Zones for Usage
 - Maintain Open Lawn in center portion of park for village events such as Farmers' Markets, Art Festivals, Movie Night, possible ice rink, etc.
 - Provide hardscaped plaza at south end of the park for casual (quiet) activities—provide dining tables and chairs, fountain or other focal point.
 - Expand gazebo to provide for band shell area and winter warming hut. Include restroom facilities and limited storage.
 - Reconfigure play area at north end of park to provide for casual “kid friendly” picnics, board games and similar parent-child activities.

Bryant Park



Bryant Park, New York City



Fountain at Market Square-Lake Forest, IL

Overarching Recommendations

- Parking
 - Assess overall parking needs to maximize use of existing spaces.
 - Balance commuter parking with need for shorter term parking for residents and shoppers.
 - Increase street parking time limit from 90 minutes to 2 hours.
 - Revisit minimum parking requirements for 2nd floor uses and multi-family residential uses.
- Zoning
 - Instead of use-based zoning, consider zoning in the context of form-based design, complementary uses, and tax revenues.



Overarching Recommendations

- Zoning (continued)
 - Allow greater building density and height in some areas (Post Office site and Indian Hill) to reduce public subsidy for development.
 - Revise the Overlay District to allow a mix of retail and service uses in the East-West Elm and Hubbard Woods districts.
- Increased Coordination with Neighboring Communities
 - In the Indian Hill area, reach out to Kenilworth and New Trier to coordinate efforts
 - In the Hubbard Woods district, coordinate with Glencoe to create a seamless experience for shoppers



Overarching Recommendations

- Proactive Economic Development
 - Form a new Economic Development Team (Chamber, Community Development Staff and BCDC) to proactively retain and attract new businesses
 - Designate a Village staff person on the Team to serve as a single “point of contact” for businesses
 - Track vacancies and maintain lists of interested prospective retailers
 - Actively promote events such as farmers markets, art festivals, and movies in the parks that can attract more people to the shopping districts
 - Provide mentoring and technical assistance such as small business education, loan packaging, and staff training for local businesses

Winnetka's Commercial Districts Final Presentation

August 6, 2013



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TECHNICAL ASSISTANCE PANEL