



VILLAGE OF WINNETKA

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BUSINESS COMMUNITY DEVELOPMENT COMMISSION

**Monday, September 23, 2013
7:00 P.M.**

The Winnetka Business Community Development Commission will convene its regular meeting on **Monday, September 23, 2013** in the Village Council Chambers, 510 Green Bay, Winnetka, Illinois, at 7:00 PM.

Agenda

1. Review and Approval of August 26, 2013 minutes
2. BCDC formal response to Village Council concerning ULI TAP #1 and #2
3. Staff update on business development news
4. Public Comment
5. Adjournment

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BUSINESS COMMUNITY DEVELOPMENT COMMISSION
August 26, 2013 MEETING MINUTES

Members Present:

Jason Harris
Terry Dason
Patrick O'Neil
Mike Leonard
Jim Sayegh

Members Absent

Patrick Corrigan
Paul Dunn
Tom Eilers

Village Staff:

Michael D'Onofrio, Director Community Development

Call to Order

The meeting was called to order at 7:10 PM, in Village Hall Council Chambers, 510 Green Bay Road, Winnetka, IL.

1. Review and Approval of July 22, 2013 Minutes

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

2. Discussion of ULI TAP #2

Jim Sayegh said that implementation of the TAP #2 recommendations should come from the BCDC. He added that the BCDC should push definitive plans and said there are three things that it could do. First, there should be changes to the zoning ordinance. Second, the residential density requirements in the commercially zoned districts should be increased. Finally, Sayegh said that the BCDC should make suggestions concerning streetscape improvements.

Terry Dason said that she wanted the BCDC to focus on what it can realistically accomplish. She added that the BCDC needs to be a strong voice for the business community.

Mr. Sayegh said that the zoning ordinance prohibits certain types of uses in the commercial business districts that would be traffic generators. He mentioned the need for more service type of businesses to be allowed. He provided examples of medical or dental – teeth whitening – boutique businesses and yoga businesses that would generate foot traffic. Sayegh said that by encouraging new businesses it would get out the word that Winnetka is trying to do something different.

Mrs. Dason said that Winnetka is more retail oriented than neighboring communities. She added that she likes the current retail mix and doesn't want the village to turn into Glenview or Glencoe which don't have a lot of retail uses in their commercial districts.

Patrick O'Neil said that it is expensive to do business in Winnetka. He mentioned the cost of real estate and with respect to his restaurant businesses, the costs associated with complying with the Village's sanitation regulations.

Mike D'Onofrio mentioned that the sanitation regulations in Winnetka are no different than they are in neighboring communities. He pointed out that the Village contracts with the Village of Wilmette for sanitation services. D'Onofrio said that in addition to Wilmette and Winnetka, the Wilmette sanitarian also provide health inspections for the municipalities of Northfield, Northbrook and Deerfield.

Mr. Sayegh said that the goal is to raise revenue in the commercial business districts and that the way to do this is to bring more people into those districts. He added that the issue is to get the cost of doing business in balance with the revenue that the businesses are generating. Sayegh said it is important to get people who are not village residents to come and shop in town, as well as to, get more people living and working in the commercial districts.

At the request of Mr. O'Neil, Mr. D'Onofrio provided an overview of the commercial Overlay District, how and why it was created, as well as how it has evolved over the years. He added that zoning regulations always follow the market. D'Onofrio said that zoning is not a science and can be changed to accommodate market changes.

Mr. Sayegh pointed out that the most recent changes to the Overlay District included expanding the boundaries, yet at the same time reducing the depth of the district from 100 feet to 50 feet. He suggested that consideration be given to taking certain special uses out of the Overlay District and allow them as permitted uses; however, he added that this is not an all or nothing proposition and provided examples of uses that might no longer be subject to the Overlay District special use requirements.

Mr. D'Onofrio described the case of health club or work out facilities and how over the past number of years every special use application for this type of use was approved. Based on this record, he said that the zoning ordinance could be amended to allow this type of a facility as a permitted use.

Mike Leonard asked if Winnetka is a hard place to do business.

Mr. Sayegh responded by explaining how and why businesses move into Winnetka. He said that if the Village looked better and if there was more traffic it would be easier to attract new businesses.

Mr. D'Onofrio provided a summary of ULI TAP #2 and described the opportunity sites and issues in the Indian Hill, East/West Elm and Hubbard Woods commercial districts as defined by ULI.

3. **BCDC formal response to Village Council concerning ULI TAP#1 and #2**

Chair Harris said that he had reached out to Tom Eilers to lead a response to TAP #2 and that Mr. Eilers agreed to do so. He asked if any members wanted to assist Mr. Eilers in drafting a response.

Mr. D'Onofrio responded that on September 10 the Village Council was going to have a strategic planning session, a big part of which would be review of the ULI study. He said that in August when ULI made its presentation to the Village Council, President Greable said that the Council would review the ULI recommendations and decide which advisory committees should take the lead on which recommendations. D'Onofrio concluded by suggesting that the BCDC hold off on drafting a response until the Village Council has decided which advisory boards should review which ULI recommendations.

4. **Discussion of a budget for the BCDC in calendar year 2014**

Chair Harris asked what is the timing on the budget.

Mr. D'Onofrio described the budget process and what types of BCDC related projects might be included in the budget. He provided examples of the floral program and a commercial recycling program proposed by the Environmental and Forestry Commission as the types of projects that funding might be requested for.

Chair Harris suggested that there should be \$35,000 to \$40,000 in the 2014 budget for a marketing and communications plan. He added that there should also be funding for special events. Harris said that these types of events would bring people into the Village.

Mrs. Dason described the income and expenses associated with the Let Loose on Lincoln event which the Chamber of Commerce sponsored earlier this summer. She suggested in the future that the Village might want to pick up the cost of security, as well as to loosen the regulations governing the sale of alcohol related to Let Loose on Lincoln. Dason stated that the Village has never financially sponsored any Chamber of Commerce events.

Chair Harris suggested that one special event might be a community wide caroling event, taking into account the Home Alone house. He thought this type of event might bring a lot of people into the village. Harris concluded by suggesting that there should be one significant special event on a quarterly basis.

Mr. Leonard suggested that one of the events might revolve around hockey. He said that hockey related activities bring people into the village.

5. **Discussion of 2013 focus/communication opportunities**

Chair Harris said the BCDC needs to find out what comes out of the September 10 Village Council strategic planning session and then act accordingly. He stated that based on the Village Council strategic planning session it will give the BCDC the opportunity to go back out and re-engage with the Listen & Learn sessions.

Mrs. Dason said that when Listen & Learn sessions begin again, the Village Council members should be made aware of the meetings.

6. Staff update on business development news.

Mr. D’Onofrio provided an update on two new businesses – True Juice, which will be opening soon and Orange Leaf Yogurt who has submitted building permit plans. He added that the Village also conducted a pre-lease inspection for a proposed pizza restaurant in the former Gray space at Chestnut St. and Chestnut Ct. D’Onofrio mentioned that the streetlights in Hubbard Woods would be painted. Finally, he provided an update on the status of the proposed parking lot at 925 Green Bay Rd.

Mr. D’Onofrio mentioned that since the beginning of the year the Village Manager’s office has been sending surveys out to building permit applicants. He summarized the survey results thru July, pointing out that the Community Development Department received extremely positive results on the survey.

7. Public Comment

There was no public comment.

8. Adjournment

The meeting was adjourned at 8:50 pm.