



# VILLAGE · OF · WINNETKA

*Incorporated in 1869*

## **Downtown Master Plan**

### **Steering Committee Meeting**

**Monday, November 30, 2015**

**Village Hall  
510 Green Bay Road  
Council Chambers, 2<sup>nd</sup> Floor  
7:00 p.m.**

The Downtown Master Plan Steering Committee will hold its next meeting on Monday, November 30, 2015 at the Winnetka Village Hall, 510 Green Bay Road (Council Chambers), Winnetka, Illinois, beginning at 7:00 p.m.

### **Agenda**

1. Greetings & Agenda Review
2. Summary of Business Districts Working Group Discussion
3. Presentation and Discussion of Market Analysis Highlights
4. Public Comment
5. Adjournment

**Note: Public comment is permitted on all agenda items.**

### **NOTICE**

All agenda materials are available at [villageofwinnetka.org](http://villageofwinnetka.org) (*Government >Boards & Commissions > Agenda Packets*).

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all persons with disabilities who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities, contact the Village ADA Coordinator – Megan Pierce, at 510 Green Bay Road, Winnetka, Illinois 60093, 847-716-3543; T.D.D. 847-501-6041.



## Memorandum

To: Megan Pierce, Assistant to the Village Manager  
From: Michael Blue, Principal Consultant  
Date: November 25, 2015  
RE: **Winnetka Downtown Master Plan – Market Analysis**

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Attached to this cover memo please find a brief summary of the guidelines used by Goodman Williams Group to collect, evaluate and present initial findings of the market assessment. Also attached is a draft of the PowerPoint presentation to be made before the Steering Committee on November 30<sup>th</sup>. The presentation includes key aspects of the substantial data used by Goodman Williams Group in evaluating local commercial and residential markets. That data has been, and will continue to be refined through ongoing analysis and conducting additional key person interviews.

The tabulated data (in the form of a draft PowerPoint for the meeting on Nov. 30<sup>th</sup>) and a brief cover memo setting context for the analysis and presentation will be provided in advance of the meeting. Please note that at this stage of the project the findings are preliminary. While there is often a desire to find a bottom line, the assessment of markets at this stage are not intended to indicate definitive answers such as square footages or locations for specific types of uses. Likewise, it is not the intent at to identify what uses (and how much of any use) are right for a given site in the Village. At this point the data and analysis are intended to inform the Village and the planning process regarding the various opportunities and issues presented by the market, so that this information can support thoughtful development of the Downtown Master Plan.

We look forward to discussing those market opportunities and issues with the Steering Committee on the 30<sup>th</sup> and throughout the planning process.

Let me know if you have any questions.

Take care.

A handwritten signature in black ink, appearing to read "Michael Blue".

Michael

**GOODMAN WILLIAMS GROUP**  
— REAL ESTATE RESEARCH —

To: Michael Blue, Teska Associates  
From: Goodman Williams Group  
Date: November 23, 2015  
RE: Market Analysis Guidelines for November 30<sup>th</sup> Winnetka Presentation

The following “guidelines” are provided to set the stage for the presentation of the market analysis findings at the November 30<sup>th</sup> Steering Committee meeting. These guidelines serve as a brief orientation to the material to be presented, and set context for discussion of the data, charts, and tables provided here. This information reflects the foundation on which preliminary findings have been based and will be used to form plan recommendations.

**1. The market work completed to date will inform the Downtown planning process and Village as it moves forward. There are no “absolutes” and the market research will continue.**

Our preliminary market findings build off the work completed in our assessment of existing conditions within the Village and neighboring communities. These findings establish a framework of supply and demand fundamentals, and identify areas of opportunity for both residential and commercial development. Capturing these market potentials and attracting new development and businesses is dependent upon policy inputs from the Village. Therefore, the process of turning market intelligence into a plan will be an iterative one as this planning process moves forward.

**2. The initial market research indicates potential residential and commercial opportunities for Downtown Winnetka.**

Our analyses of the residential market suggest that Winnetka’s changing demographics, while a challenge in many respects, also present opportunities for the introduction of housing product types that are currently under-represented within the Village – the most notable of these are new, smaller, for sale dwellings (condominiums) to support residents looking to “downsize”. Conclusions regarding these opportunities indicate that existing gaps in residential supply, along with projections of future demand, could lend support to one or more development projects, assuming conditions for growth are satisfied.

We have also identified opportunities (although limited) for new commercial development that could help fill some of the existing vacant storefronts and anchor potential new mixed-use developments in the Downtown Districts. We will discuss supportable square footage in a number of categories including restaurants, specialty and convenience retail, services, and professional offices.

### **3. Smart planning and strategic implementation steps will be needed to capture these market opportunities and create the vibrant Downtown that Winnetka envisions.**

The identified market opportunities are not without limits. For successful development to occur, project scale and character must align with current market demand fundamentals. Creative solutions for overcoming barriers to new development must be sought. Moreover, the Village will need to continue to work to create desirable environments in which to live, shop, and dine within its commercial districts. The successful nurturing of vibrant districts with a diverse array of housing types and commercial amenities will, in time, encourage new levels of growth.

### **4. Identify common language and underlying market intelligence:**

Good market research always begins with an understanding of the fundamentals of supply and demand. The data in the following charts and tables, and insights to be detailed at the committee meeting, address the following topics.

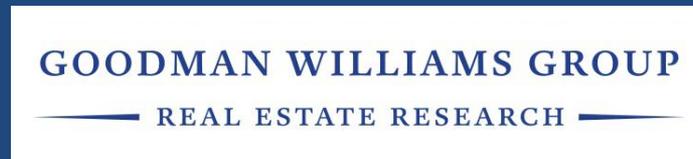
- **Demographic trends and projections** for Winnetka households.
- **Definitions of a Primary Market Area (or areas):** The geographic area from which approximately 75% of market support for new housing units and 60-80% of consumer support for commercial entities is expected to emanate.
- **Competitive alignment.** On the residential front, information on findings is based on current housing market, including home sales trends, the makeup of the localized rental market, and trends in recent apartment development activity within the market area. On the commercial front, major shopping centers and commercial districts in the Primary Market Area, as well as square footage, anchor tenants, rents, and vacancy rates have been identified. This information informs the preliminary market findings.
- **Sales tax revenue trends by community and retail category:** These data are important to municipal officials and help facilitate an understanding of retail trends. They do not, however, translate directly into square feet of retail space.
- **Leakage or Gap Analysis:** This quantitative exercise estimates the expenditure potential of households living in the Primary Market Area and compares it to estimates of retail sales at stores located within the same area. If certain categories are “leaking” sales to other shopping districts outside the market area, it may represent an opportunity for new establishments to capture those dollars. This is one approach to quantifying commercial demand in various retail categories, including restaurants. Conversely, if the area shows a “surplus” in a particular category that may indicate a “cluster” and does not necessarily mean there is an over-supply.

# Winnetka Downtown Master Plan

## Market Analysis Highlights

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November 30, 2015

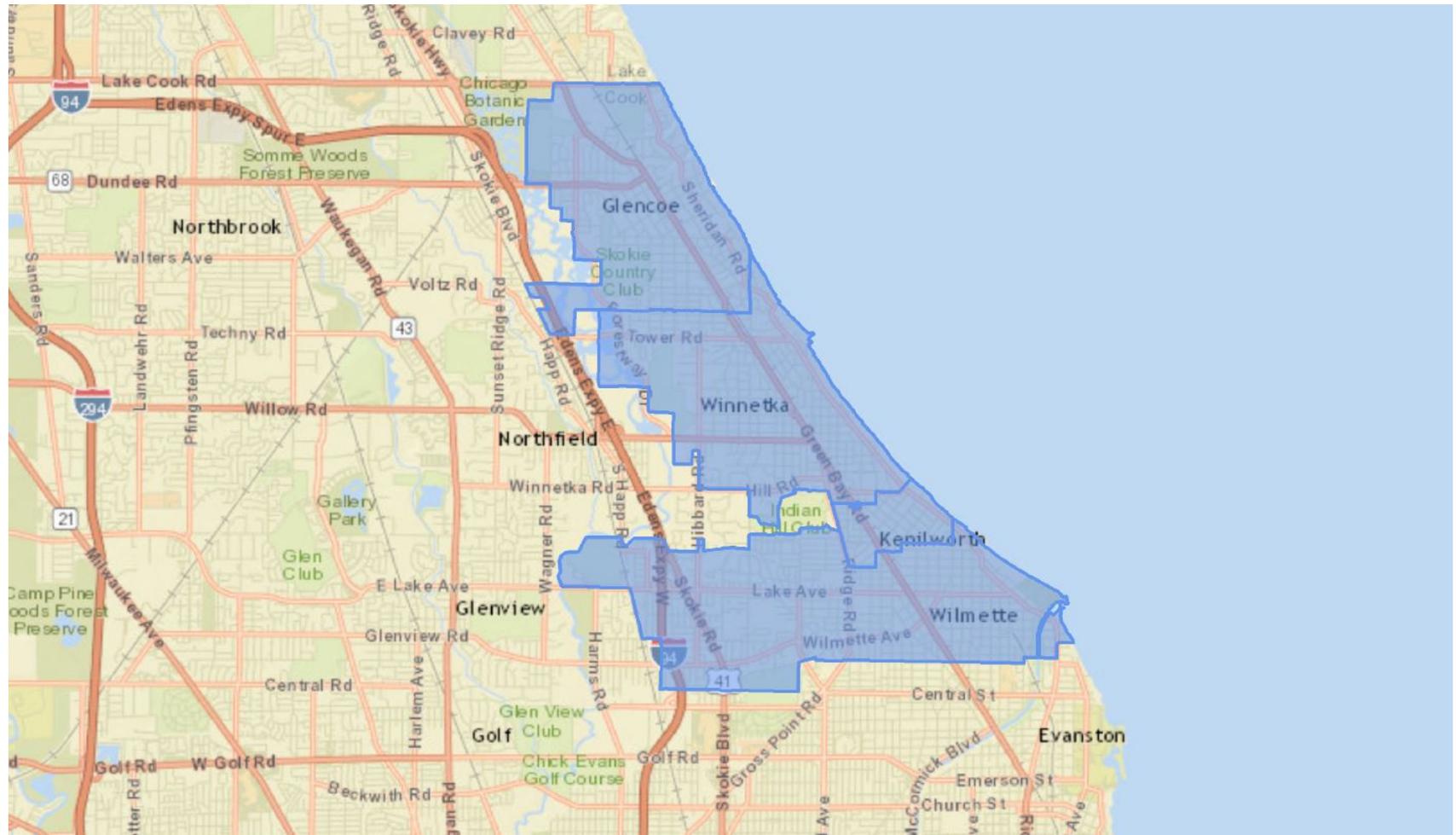


# Themes

1. **The market research is ongoing** as we continue to work on the plan for Downtown Winnetka.
2. **Potential residential and commercial opportunities** exist in the Downtown Districts.
3. **Village policies** affect the ability to capture that market potential.
4. We will discuss **common language** to help understand underlying market realities.

# Residential Market Analysis

# North Shore Primary Residential Market Area

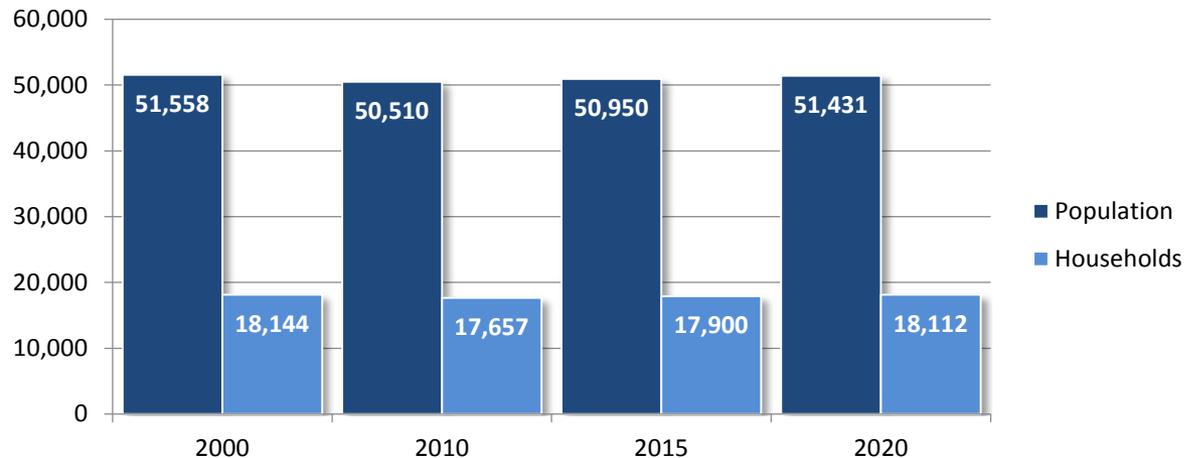


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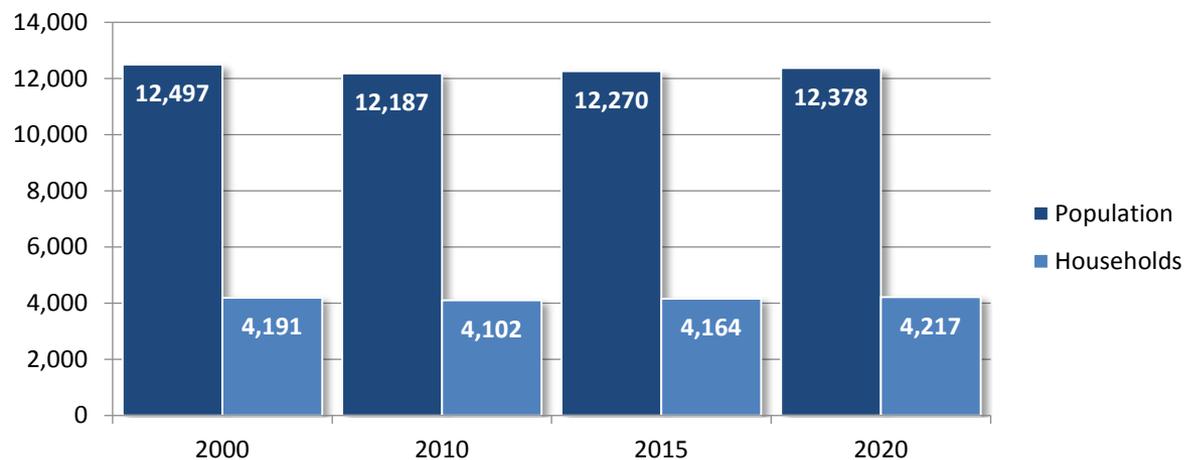
# Population and Household Trends

## Primary Market Area and Village of Winnetka

*North Shore Primary Market Area*



*Village of Winnetka*



Source: U.S. Census Bureau; Esri, Inc. (2015 estimates, 2020 projections)

# Housing Occupancy Characteristics

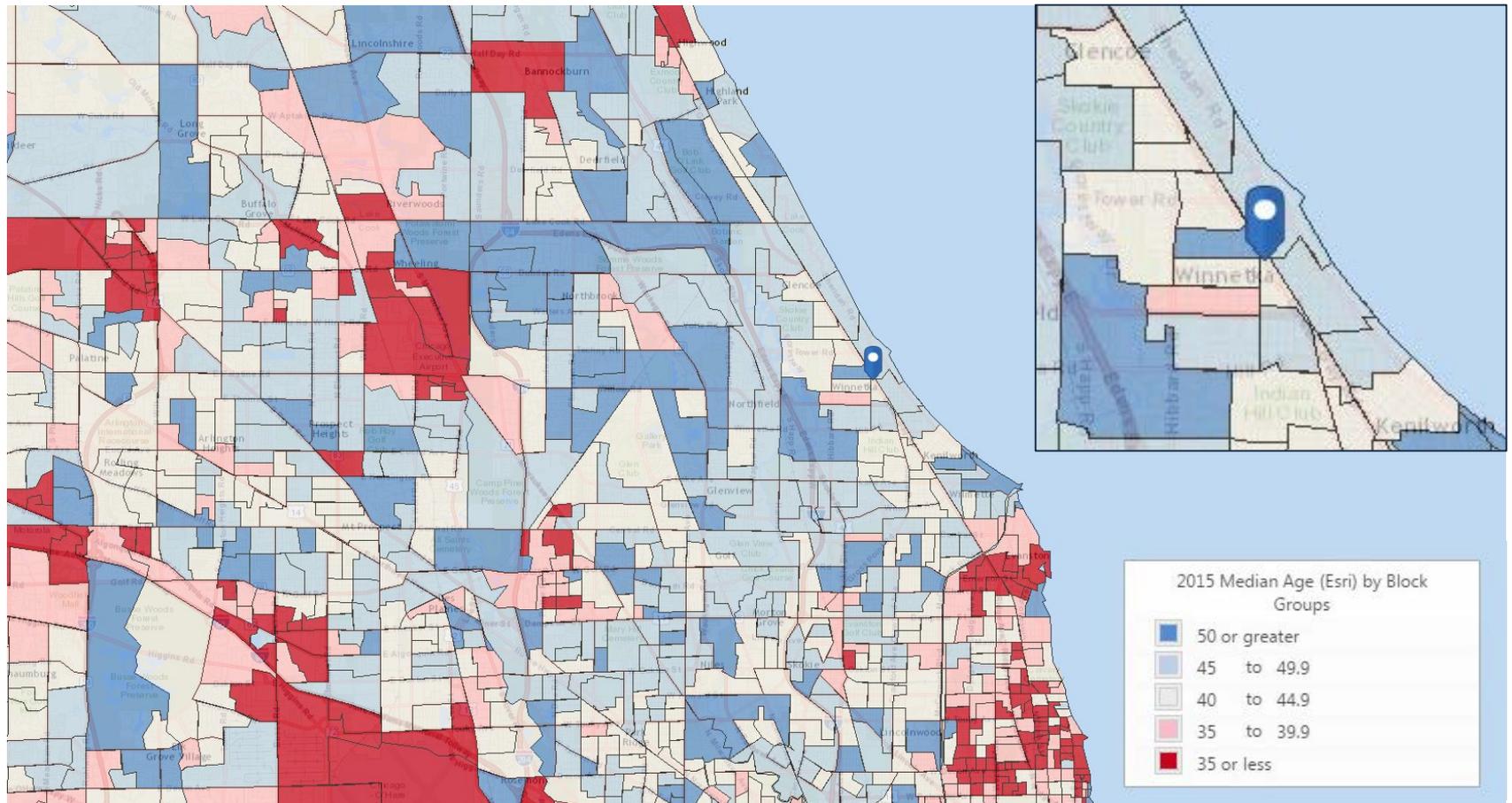
## Primary Market Area and Village of Winnetka

	Primary Market Area	Village of Winnetka
<b>Total Housing Units</b>	18,295	4,198
Occupied Housing Units	17,358	3,924
Owner-Occupied	15,465	3,611
Percent	89.1%	92.0%
Renter-Occupied	1,893	313
Percent	10.9%	8.0%
<b>Vacant Housing Units</b>	937	274
Vacancy Rate (%)	5.1%	6.5%
Homeowner Vacancy Rate (%)	1.9%	4.3%
Rental Vacancy Rate (%)	8.2%	10.1%

Source: U.S. Census Bureau, 2009-2013 American Community Survey, 5-Year Estimates

# Median Age

## 2015 Estimates by Block Group

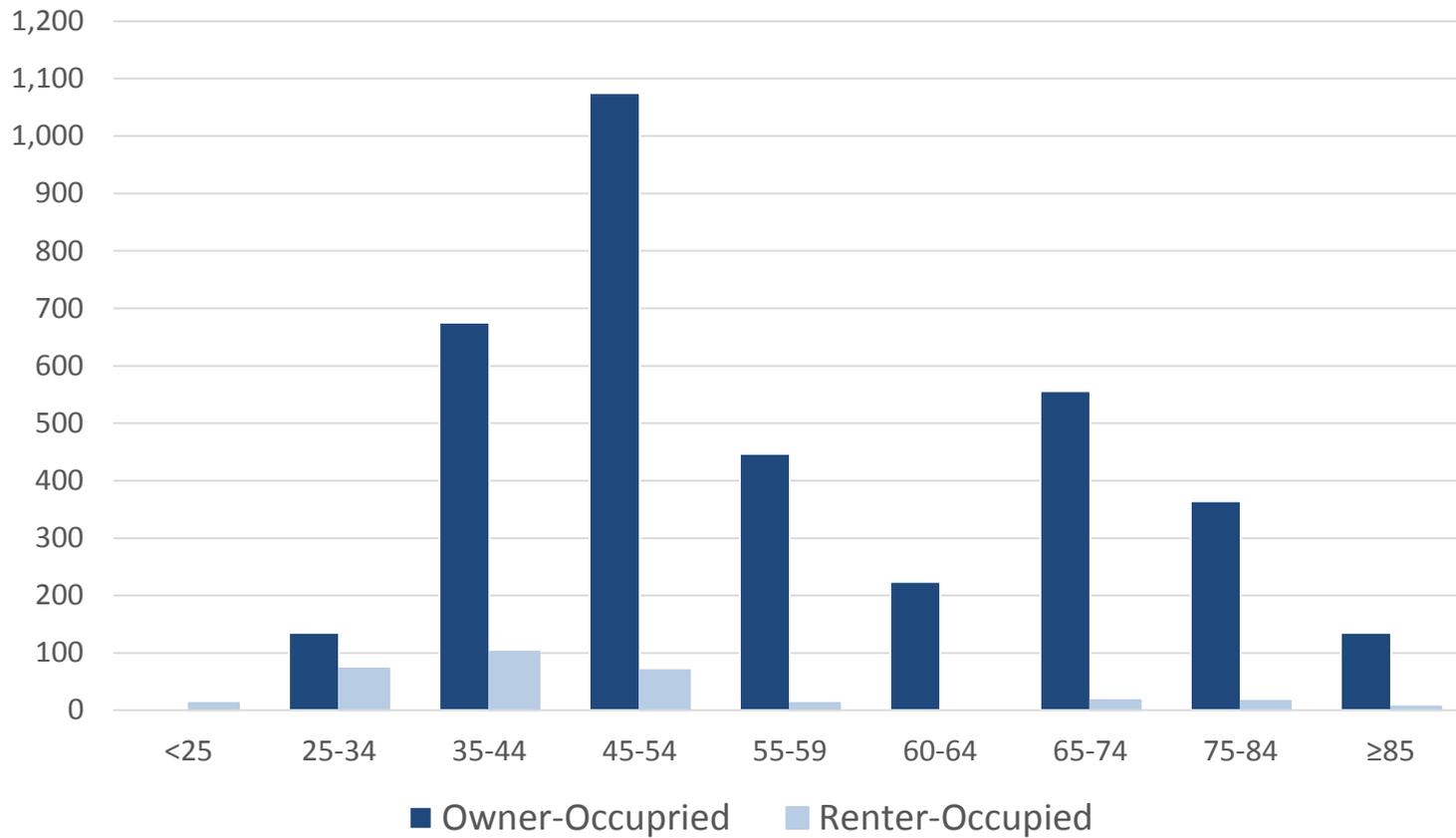


Source: Esri Business Analyst

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# Housing Tenure by Age

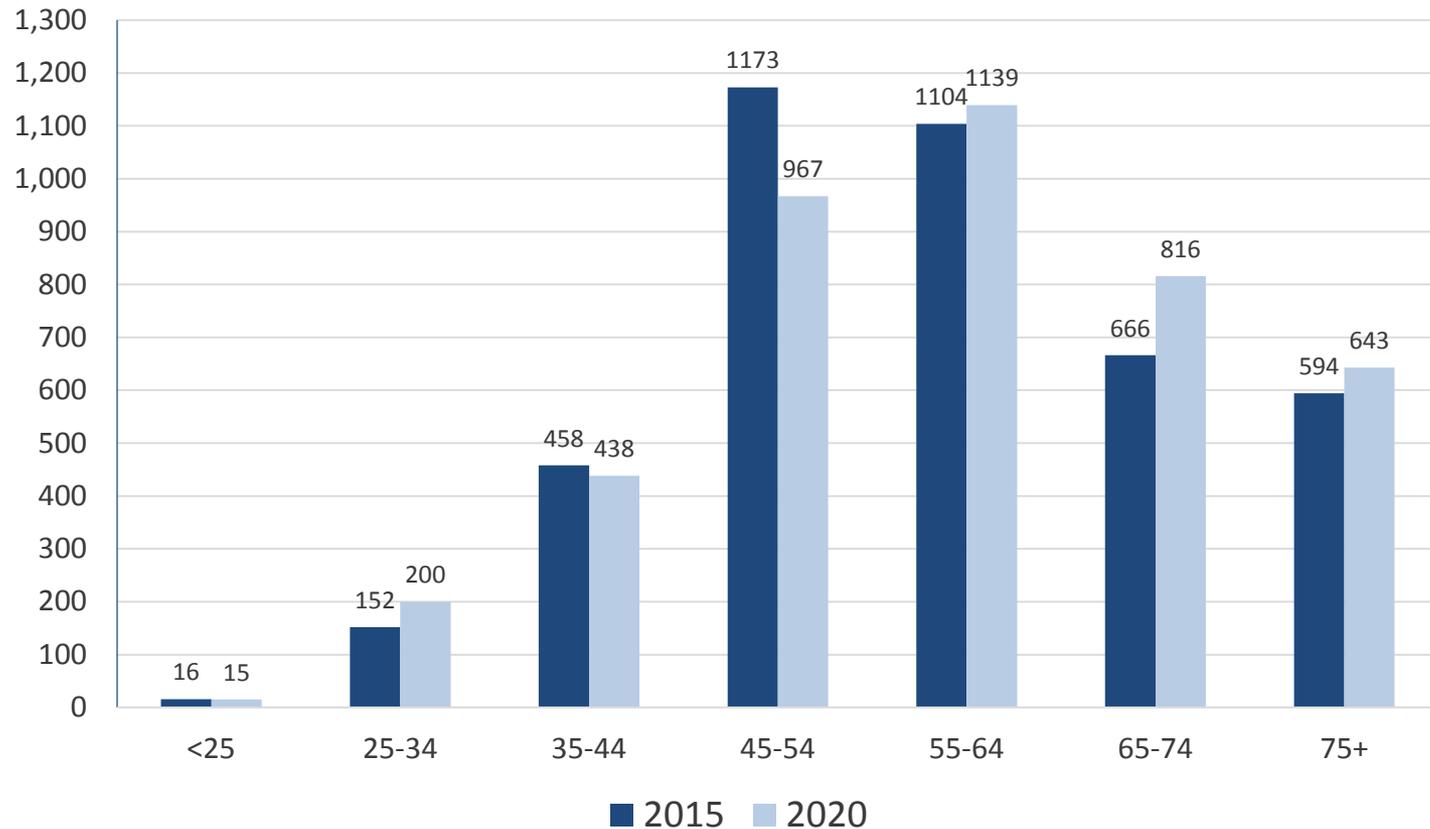
## Village of Winnetka



Source: U.S. Census Bureau, 2009-2013 American Community Survey, 5-Year Estimates

# Households by Age of Householder

Village of Winnetka, 2015 and 2020



Source: Esri Business Analyst (2015 estimates, 2020 projections)

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# Commercial Market Analysis

# Chicago Retail Market Statistics

## Chicago Retail Market Statistics

Average Asking Lease  
Range (\$/Sq Ft/Year)

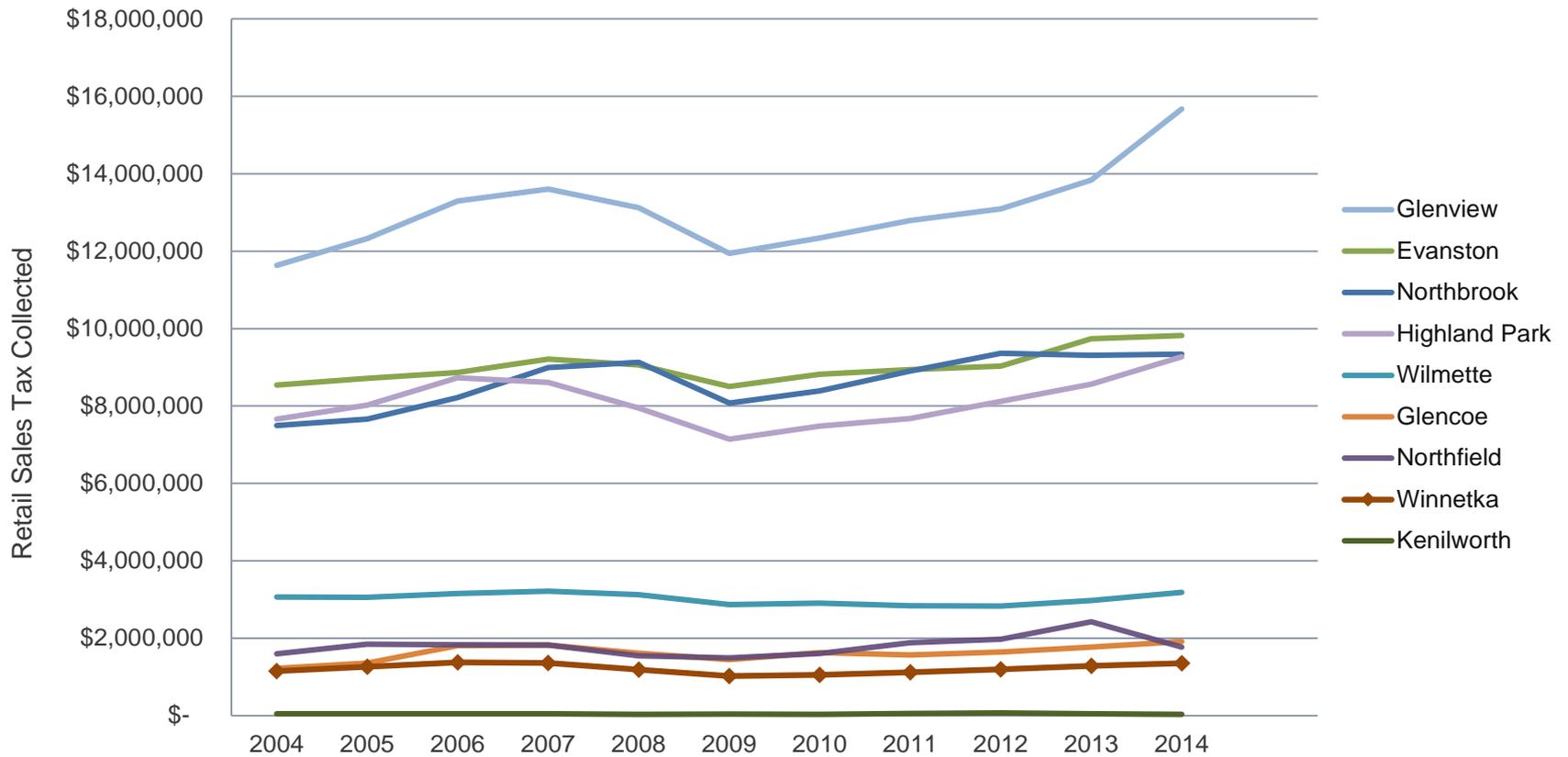
Submarket	Number of Properties	Gross Building (Sq. Ft.)	Vacant Area (Sq. Ft.)	Vacancy Rate (%)	Low	High
Far N.W. Suburbs	77	12,720,666	1,115,725	8.8	15.9	19.2
N.W. Suburbs	86	14,025,611	1,944,735	13.9	17.3	19.2
Far North Suburbs	42	8,015,385	1,147,663	14.3	13.8	16.1
North Suburbs	52	9,292,120	512,353	5.5	18.5	19.8
Far West Suburbs	134	21,301,207	2,520,237	11.8	14.3	17.7
West Suburbs	39	7,882,003	333,872	4.2	19.5	22.3
City North	55	8,107,139	263,609	3.3	21.0	24.6
City South	33	5,564,785	434,943	7.8	24.5	25.7
Far S.W. Suburbs	48	8,607,818	566,432	6.6	17.0	20.8
S.W. Suburbs	56	8,893,329	519,268	5.8	15.7	17.6
South Suburbs	40	6,158,180	997,929	16.2	15.2	17.1
Kane County	57	10,995,964	997,758	9.1	14.1	15.5
<b>Total Metropolitan Area</b>	<b>719</b>	<b>121,564,207</b>	<b>11,354,494</b>	<b>9.3</b>	<b>16.77</b>	<b>19.36</b>

Source: CBRE Research, Q3 2015

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# Retail Sales Tax Trends, 2004-2014

## Winnetka and Neighboring Communities

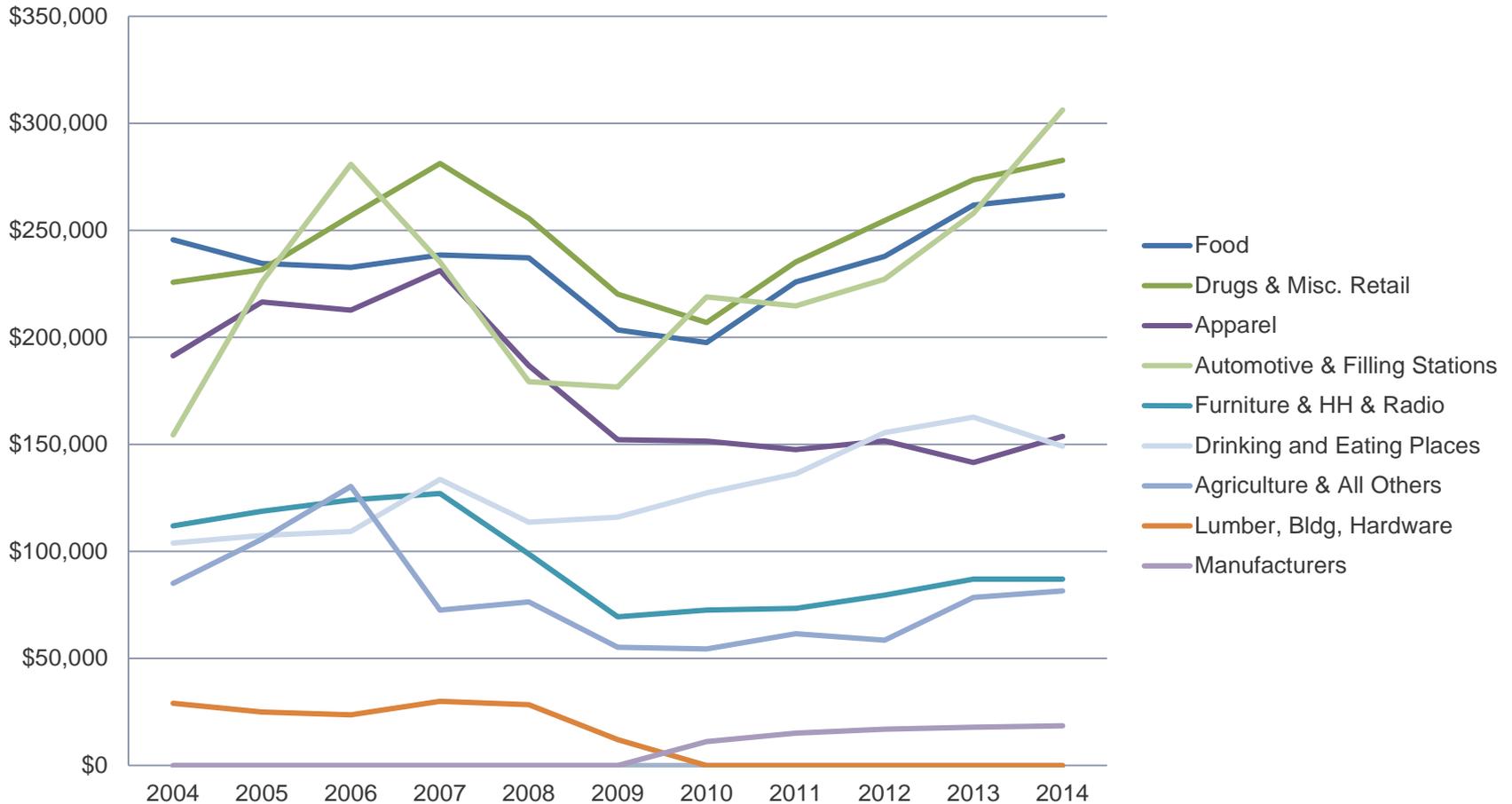


Source: Illinois Department of Revenue

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# Sales Tax by Category, 2014

## Village of Winnetka



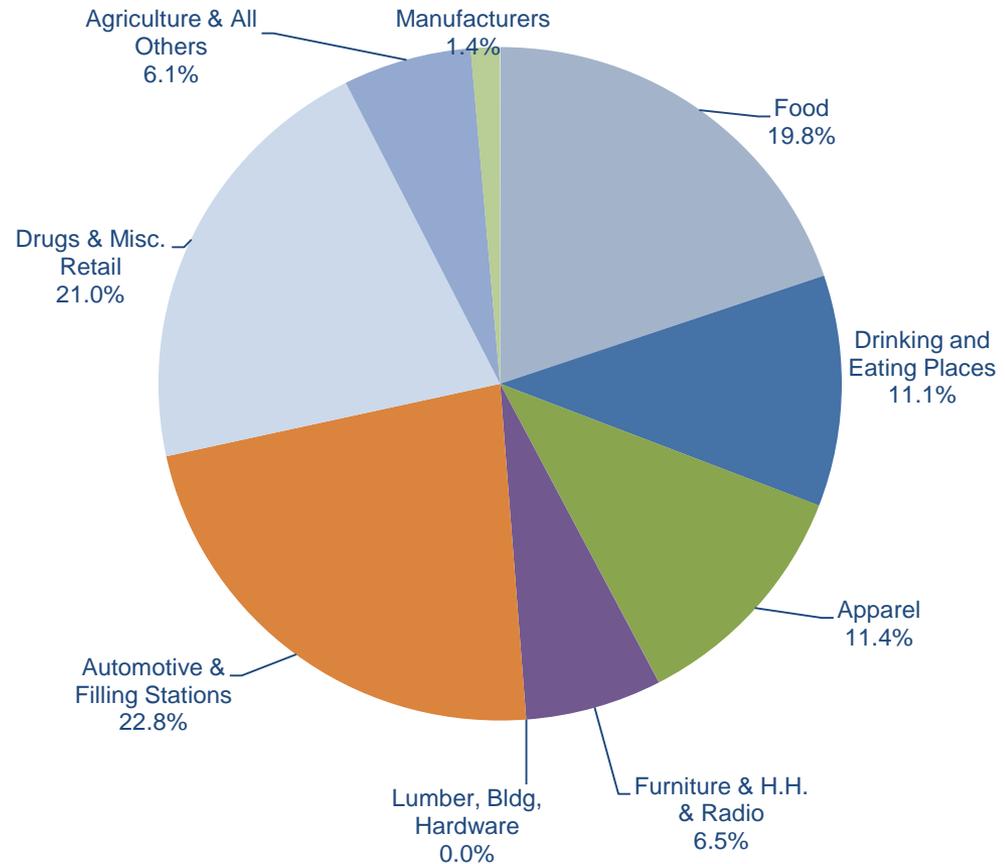
Source: Illinois Department of Revenue

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# Sales Tax Breakdown, 2014

## Village of Winnetka

Winnetka 2014 Retail Sales Tax	
General Merchandise	\$ -
Food	\$ 266,167
Drinking and Eating Places	\$ 149,092
Apparel	\$ 153,806
Furniture & H.H. & Radio	\$ 87,004
Lumber, Bldg, Hardware	\$ -
Automotive & Filling Stations	\$ 306,173
Drugs & Misc. Retail	\$ 282,645
Agriculture & All Others	\$ 81,603
Manufacturers	\$ 18,485
<b>Total</b>	<b>\$ 1,351,383</b>

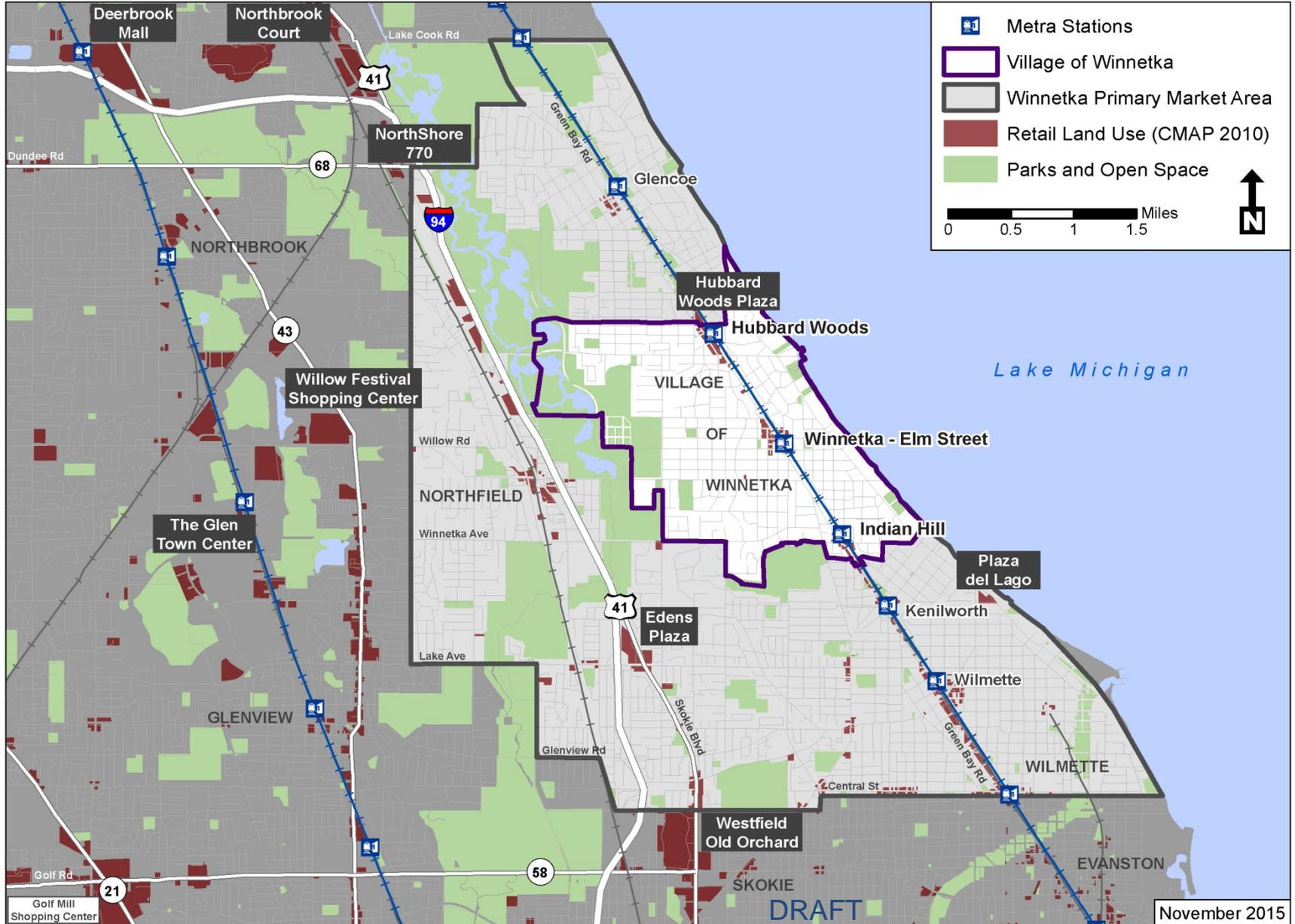


Source: Illinois Department of Revenue

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# Existing Retail Dynamics

## Village of Winnetka and Primary Market Area



# Select North Suburban Retail Centers

## Select North Suburban Retail Centers

Retailer	Town	Address	GLA	Anchors	Vacancies
Westfield Old Orchard	Skokie	4999 Old Orchard Center	1,796,225	Nordstrom, Macy's	N/A
Northbrook Court	Northbrook	1515 Lake Cook Rd	1,000,220	Apple, AMC, Burberry, H&M	N/A
Deerbrook Mall	Deerfield	10-360 S. Waukegan Rd	553,592	Jewel-Osco, Sports Authority	N/A
The Glen Town Center	Glenview	1951 Tower Dr	469,000	Dick's, Regal Cinemas	3
Willow Festival Shopping Center	Northbrook	1000 Willow Rd	405,457	Whole Foods, Lowe's	1
Edens Plaza	Wilmette	3232 Lake Ave	342,858	Carson's, The Fresh Market	N/A
NorthShore 770	Northbrook	700 N Skokie Blvd	101,435	Mariano's	1
Plaza Del Lago	Wilmette	1515 Sheridan Rd	98,096	Jewel, CVS	5
Hubbard Woods Plaza	Glencoe	100 Green Bay Rd	35,000	Walgreens, Binny's	2

Source: Goodman Williams Group based on sources deemed reliable, November 2015.

# Leakage Analysis

## Primary Market Area

### Leakage Analysis for Winnetka Primary Market Area

- Categories leaking sales are shown in **green**
- Categories with greater supply than demand are shown in **red**
- The Primary Market Area is leaking expenditure potential in all categories except the Health and Personal Care Stores category.
- Special Food Services is impacted by New Trier H. S. and other school cafeterias.

#### Primary Market Area Demographics

2015 Population	67,915
2015 Households	24,459
2015 Median Disposable Income	\$110,306

#### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink	\$1,750,482,325	\$967,015,359	\$783,466,966
Total Retail Trade	\$1,563,966,047	\$849,415,730	\$714,550,317
Total Food & Drink	\$186,516,279	\$117,599,628	\$68,916,651

#### By Category:

Motor Vehicle & Parts Dealers	\$312,286,314	\$188,923,041	\$123,363,273
Gasoline Stations	\$138,485,339	\$22,049,368	\$116,435,971
Furniture & Home Furnishings Stores	\$36,885,864	\$31,381,478	\$5,504,386
Electronics & Appliance Stores	\$43,152,064	\$22,735,034	\$20,417,030
Bldg Materials, Garden Equip. & Supply Stores	\$69,678,701	\$8,783,856	\$60,894,845
Food & Beverage Stores	\$241,895,322	\$192,030,996	\$49,864,326
Grocery Stores	\$212,786,923	\$178,513,930	\$34,272,993
Specialty Food Stores	\$7,135,607	\$4,427,519	\$2,708,088
Beer, Wine & Liquor Stores	\$21,972,793	\$9,089,547	\$12,883,246
<b>Health &amp; Personal Care Stores</b>	\$140,941,729	\$216,400,819	<b>-\$75,459,090</b>
Clothing & Clothing Accessories Stores	\$105,633,429	\$49,162,155	\$56,471,274
Sporting Goods, Hobby, Book & Music Stores	\$41,088,607	\$19,428,704	\$21,659,903
General Merchandise Stores	\$258,046,794	\$32,187,744	\$225,859,050
Miscellaneous Store Retailers	\$33,480,928	\$19,772,368	\$13,708,560
Food Services & Drinking Places	\$186,516,279	\$117,599,628	\$68,916,651
Full-Service Restaurants	\$78,548,889	\$64,536,877	\$14,012,012
Limited-Service Eating Places	\$88,051,210	\$37,634,629	\$50,416,581
<b>Special Food Services</b>	\$8,966,031	\$13,829,097	<b>-\$4,863,066</b>
Drinking Places - Alcoholic Beverages	\$10,950,149	\$1,599,025	\$9,351,124

Source: Esri Business Analyst

# Leakage Analysis

## Village of Winnetka

### Leakage Analysis for Winnetka

- Categories leaking sales are shown in **green**
- Categories with greater supply than demand are shown in **red**
- Households in Winnetka are spending their retail dollars outside of the Village in most retail categories

#### Summary Demographics

2015 Population	12,270
2015 Households	4,164
2015 Median Disposable Income	\$153,211

#### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink	\$357,689,735	\$128,999,123	\$228,690,612
Total Retail Trade	\$319,499,950	\$110,248,382	\$209,251,568
Total Food & Drink	\$38,189,785	\$18,750,741	\$19,439,044

#### By Category:

Motor Vehicle & Parts Dealers	\$63,871,898	\$28,078,042	\$35,793,856
Gasoline Stations	\$28,115,141	\$5,069,764	\$23,045,377
Furniture & Home Furnishings Stores	\$7,625,987	\$4,177,911	\$3,448,076
<b>Electronics &amp; Appliance Stores</b>	\$8,842,043	\$17,060,098	<b>-\$8,218,055</b>
Bldg Materials, Garden Equip. & Supply Stores	\$14,422,164	\$1,130,549	\$13,291,615
Food & Beverage Stores	\$49,132,200	\$13,295,911	\$35,836,289
Grocery Stores	\$43,189,637	\$12,139,751	\$31,049,886
Specialty Food Stores	\$1,448,603	\$520,266	\$928,337
Beer, Wine & Liquor Stores	\$4,493,960	\$635,894	\$3,858,066
Health & Personal Care Stores	\$28,682,516	\$3,085,879	\$25,596,637
<b>Clothing &amp; Clothing Accessories Stores</b>	\$21,748,689	\$28,699,918	<b>-\$6,951,229</b>
Sporting Goods, Hobby, Book & Music Stores	\$8,421,338	\$2,466,638	\$5,954,700
General Merchandise Stores	\$52,607,984	\$1,745,457	\$50,862,527
Miscellaneous Store Retailers	\$6,834,546	\$5,305,357	\$1,529,189
Food Services & Drinking Places	\$38,189,785	\$18,750,741	\$19,439,044
Full-Service Restaurants	\$16,091,291	\$9,800,514	\$6,290,777
Limited-Service Eating Places	\$17,977,508	\$4,819,454	\$13,158,054
<b>Special Food Services</b>	\$1,864,337	\$3,685,522	<b>-\$1,821,185</b>
Drinking Places - Alcoholic Beverages	\$2,256,649	\$445,251	\$1,811,398
Non-Store Retailers	\$29,195,444	\$132,858	\$29,062,586

Source: Esri Business Analyst

# Restaurant Leakage

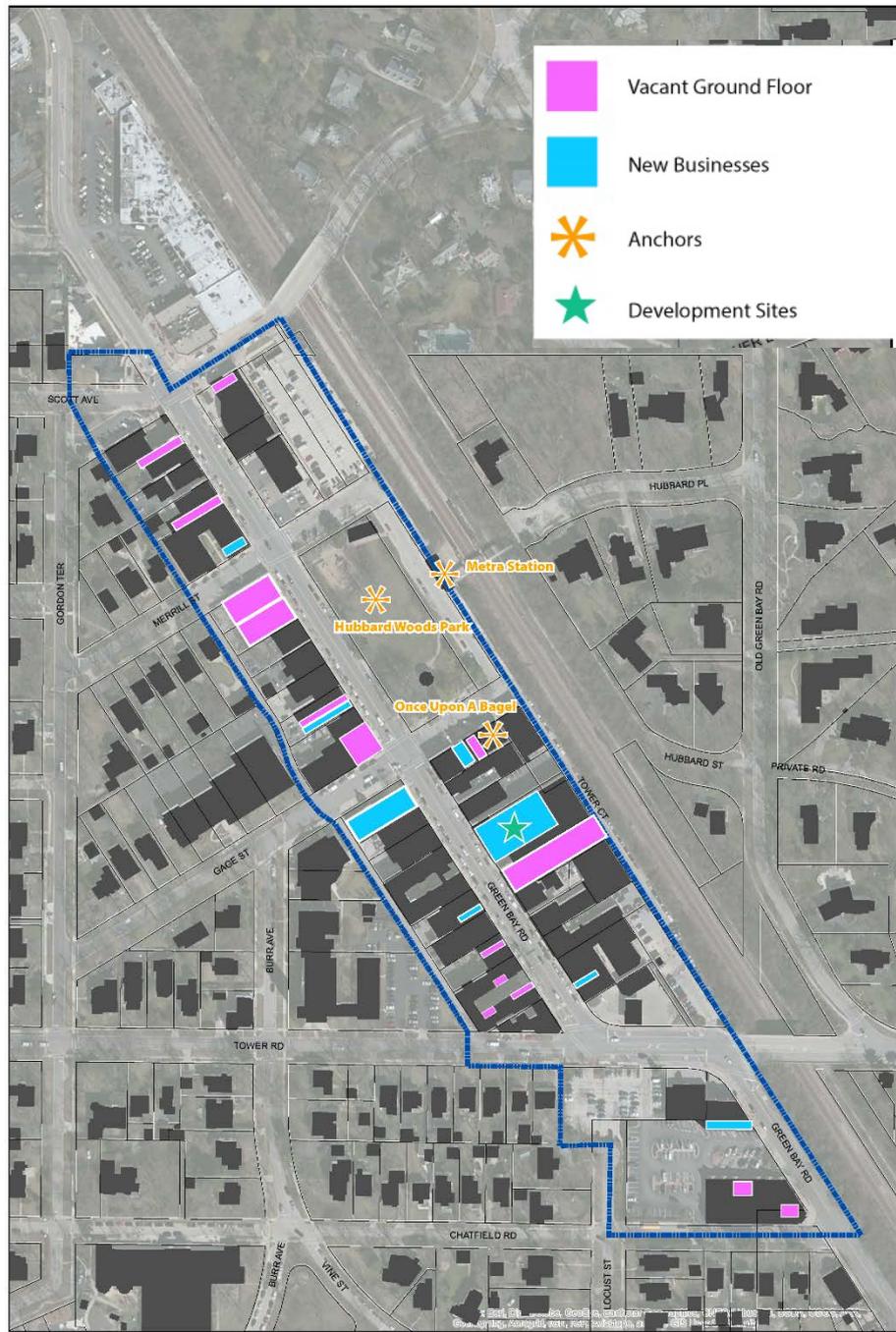
Restaurant Leakage	
<b>Village of Winnetka</b>	<b>Leakage in Millions</b>
Full-Service Restaurants	\$6.3
Limited-Service Eating Places	\$13.2
Drinking Places	\$1.8
<b>Primary Market Area</b>	<b>Leakage in Millions</b>
Full-Service Restaurants	\$68.9
Limited-Service Eating Places	\$14.0
Drinking Places	\$9.4

*Source: Esri Business Analyst*

# Restaurant Market Overview

- ❑ Panera Bread's 2014 average sales per store was \$2.4 million and average store size is about 4,600 square feet.
  
- ❑ National Quick Service Restaurants typically prefer locations such as North Shore 770 (NWC Skokie Blvd. and Dundee Rd.) to local business districts due to:
  - ❑ High traffic counts
  - ❑ Ease and amount of parking
  - ❑ Drive-throughs
  
- ❑ Many independently owned restaurants gross \$1 million or less, depending on the size, menu, and alcohol sales.
  - ❑ Often, they prefer local business districts where rents are lower and there is more “character.”

# Hubbard Woods



- Vacant Ground Floor
- New Businesses
- ✳ Anchors
- ★ Development Sites

**Hubbard Woods**  
Village of Winnetka



# Hubbard Woods Business District

- ❑ Metra Commuters:
  - ❑ 245 boardings per weekday
  - ❑ 216 alightings per weekday
- ❑ 9,650 Average Daily Traffic along Green Bay Road and Gage Street
- ❑ Hubbard Woods Park currently being redeveloped and will re-open early 2016
- ❑ Jos A. Bank opened at Gage and Green Bay in 2014
- ❑ Mrs. Greens' Natural Market will replace the Gap store at 925 Green Bay Road
- ❑ Design District branding

# Recent Business Openings and Closings

## Hubbard Woods

### Recent Openings in Hubbard Woods

<b>Name</b>	<b>Address</b>	<b>Category</b>	<b>Previous Business</b>
Dear Emily	874 Green Bay Road	Retail	Mindova Tech. Concierge
BlowOuts Blow Dry Bar	895 Green bay Road	Personal and household services	Arts 220
Bella Blue Bridal	912 Green Bay Road	Retail	Romantika
Mrs. Greens (Opening Soon)	925 Green Bay Road	Retail	Gap
Heavenly Pianos	952 Green Bay Road	Retail	Christopher Guy
Paul Rehder Salon	952 Green Bay Road	Personal and household services	Christopher Guy
Robbins Architecture	976 Green Bay Road	Professional Services / Office	Leo Leno
Get Dwell	1046 Gage Street	Personal and household services	Excellent Cleaners
Jos. A. Bank	1070 Gage Street	Retail	Harris Bank

### Recent Closings in Hubbard Woods

<b>Name</b>	<b>Address</b>	<b>Category</b>	<b>Closing Date</b>
Antique Emporiums	915 Green Bay Road	Retail	Closed 2013
Gap	925 Green Bay Road	Retail	Closed 2013
Greener Cleaner	1054 Gage Street	Personal and household services	Closed 2015
Panera Bread	940 Green Bay Road	Food Services and Drinking Places	Closed 2015
Orange Leaf Frozen Yogurt	950 Green Bay Road	Food Services and Drinking Places	Closed 2015
Susan Isono Designs	964 Green Bay Road	Professional Service/Office	Closed 2015
Prufrock	897 1/2 Green Bay Road	Retail	Closed 2015
Kamp Gallery	996 Green Bay Road	Retail	Closed September 2015
Willow Boutique	1060 Gage Street	Retail	Closed September 2015
O'Neil's Restaurant	1003 Green Bay Road	Food Services and Drinking Places	Closing January 2016

Source: Village of Winnetka and Goodman Williams Group, November 2015

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# Ground Floor Vacancies, Sept. 2015

## Hubbard Woods

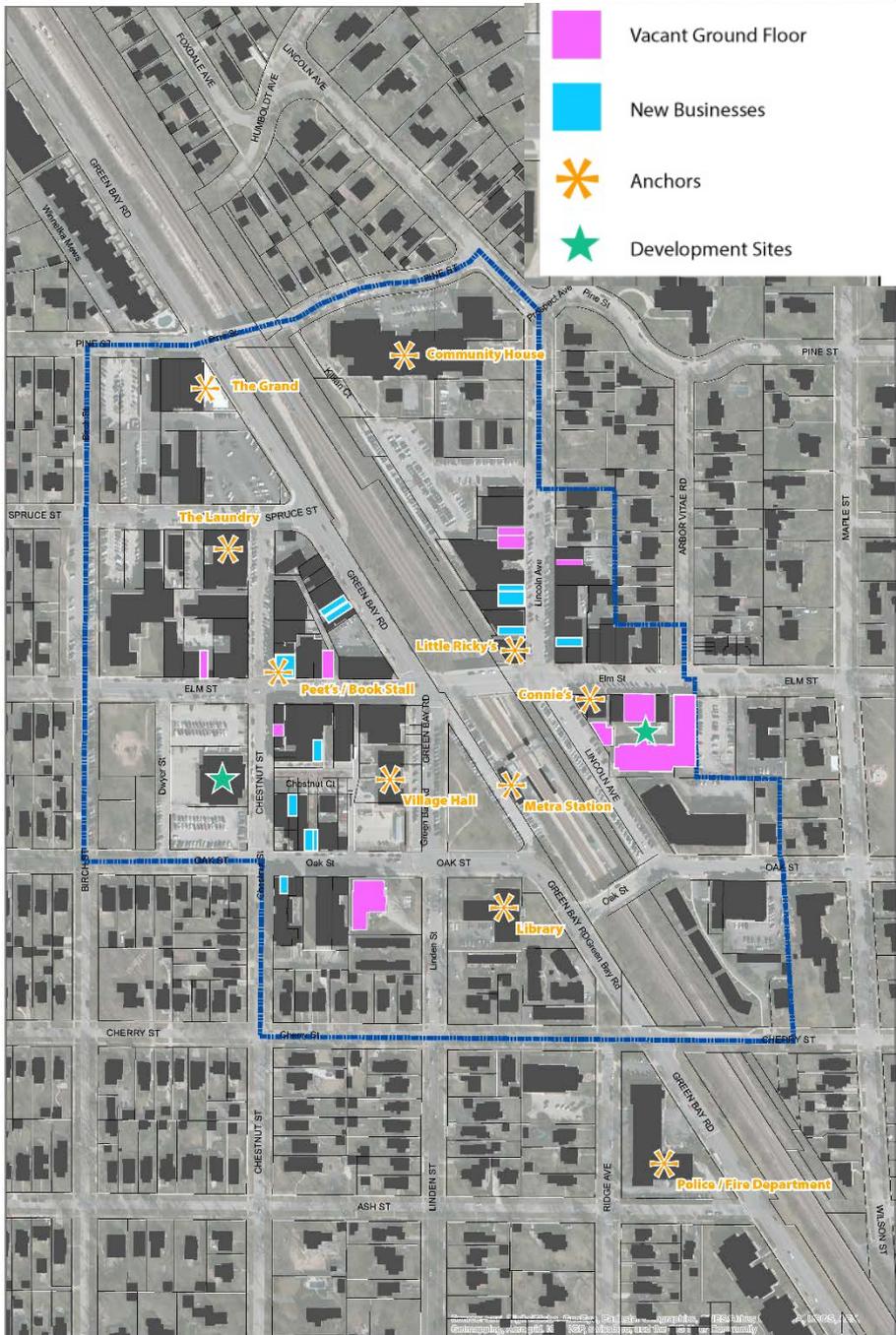
### Hubbard Woods Ground Floor Vacancies

	Address	Size (SF)	Rent/SF
1	850 Green Bay Road	4,300	
2	854 Green Bay Road	1,360	
3	894 Green Bay Road	1,250	
4	894 Green Bay Road	480	
5	894 Green Bay Road	480	
6	894 Green Bay Road	480	
7	894 Green Bay Road	300	
8	902 Green Bay Road	865	Withheld
9	895 Green Bay Road	1,000	\$32/+utilities
10	915 Green Bay Road	10,000	
11	925 Green Bay Road	11,800	
12	940 Green Bay Road	2,335	
13	950 Green Bay Road	2,230	\$29/ nnn
14	964 Green Bay Road	500	
15	970 Green Bay Road	2,300	\$33/ n
16	972 Green Bay Road	2,300	
17	986 Green Bay Road	1,460	\$28/nnn
18	996 Green Bay Road	1,700	\$39/+elec
19	1009 Green Bay Road	1,100	
20	1054 Gage	850	
21	1060 Gage	850	
22	1081 Gage	400	
<b>Total Vacant Square Feet</b>		<b>48,340</b>	
<b>Total Vacant (Excluding Mrs. Green's)</b>		<b>36,540</b>	

Source: Goodman Williams Group, Village of Winnetka, CoStar Nov. 2015

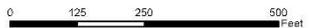
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# Downtown Elm Street



- Vacant Ground Floor
- New Businesses
- ✱ Anchors
- ★ Development Sites

**Downtown Elm Street**  
 Village of Winnetka



# Downtown Elm Street Business District

- ❑ Metra Commuters:
  - ❑ 485 boardings per weekday
  - ❑ 598 alightings per weekday
- ❑ 10,350 Average Daily Traffic along Green Bay Road and Elm Street
- ❑ Village Hall, Fire Department, Police Station, Winnetka Public Library, Dwyer Park
- ❑ Destinations (Little Ricky's, The Laundry Mall, Winnetka Community House, Peet's Coffee & Tea,)
- ❑ Pharmacy/Grocery (Connie's, The Grand, Lakeside)

# Recent Business Openings and Closings

## Downtown Elm Street

### Recent Openings in Downtown Elm Street

Name	Address	Category	Previous Business
Home Ice Sharp Shop	809 Oak Street	Retail	Bella Gypsy
Good Grapes	821 Chestnut Court	Retail	Gray
Taste on Chestnut	507 Chestnut	Food Services and Drinking Places	Cook's Corner
Peet's Coffee & Tea	817 Elm	Food Services and Drinking Places	Caribou Coffee
Bake 425	544 Lincoln	Food Services and Drinking Places	Homemade Pizza Com.
Yogi Barre	549 Lincoln	Personal and household services	D's Haute Dogs
BlowDry Boutique	552-554 Lincoln	Personal and household services	Vacant
Bespoke	557 Lincoln	Retail	Sight Seeing
KMK Consignment	561 Lincoln	Retail	Flee Bags
Conlon/Christie's Real Estate	565 Lincoln	Professional Services / Office	Vacant
The 60's Beauty Lash	572 Lincoln	Personal and household services	Vacant
A to Z Chiropractic	575 Lincoln	Medical Office	Vacant
Modern Water & Dry Goods	811 Oak (New Location)	Retail	Paul's Winnetka TV
Londo Mondo	558 Green Bay Road	Retail	Winnetka Toes

### Recent Closings in Downtown Elm Street

Name	Address	Category	Closing Date
Vose Sanders Bootery	837 Elm Street	Retail	Closed January 2015
Baby Take A Bow	805 Elm Street	Personal and household services	Closed 2015
Rosemary Shugar	523 Chestnut	Salon	Closed 2015
T.L Fritts Sporting Goods	560 Chestnut Street	Retail	Closing December 2015

Source: Village of Winnetka and Goodman Williams Group November 2015

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# Ground Floor Vacancies, Sept. 2015

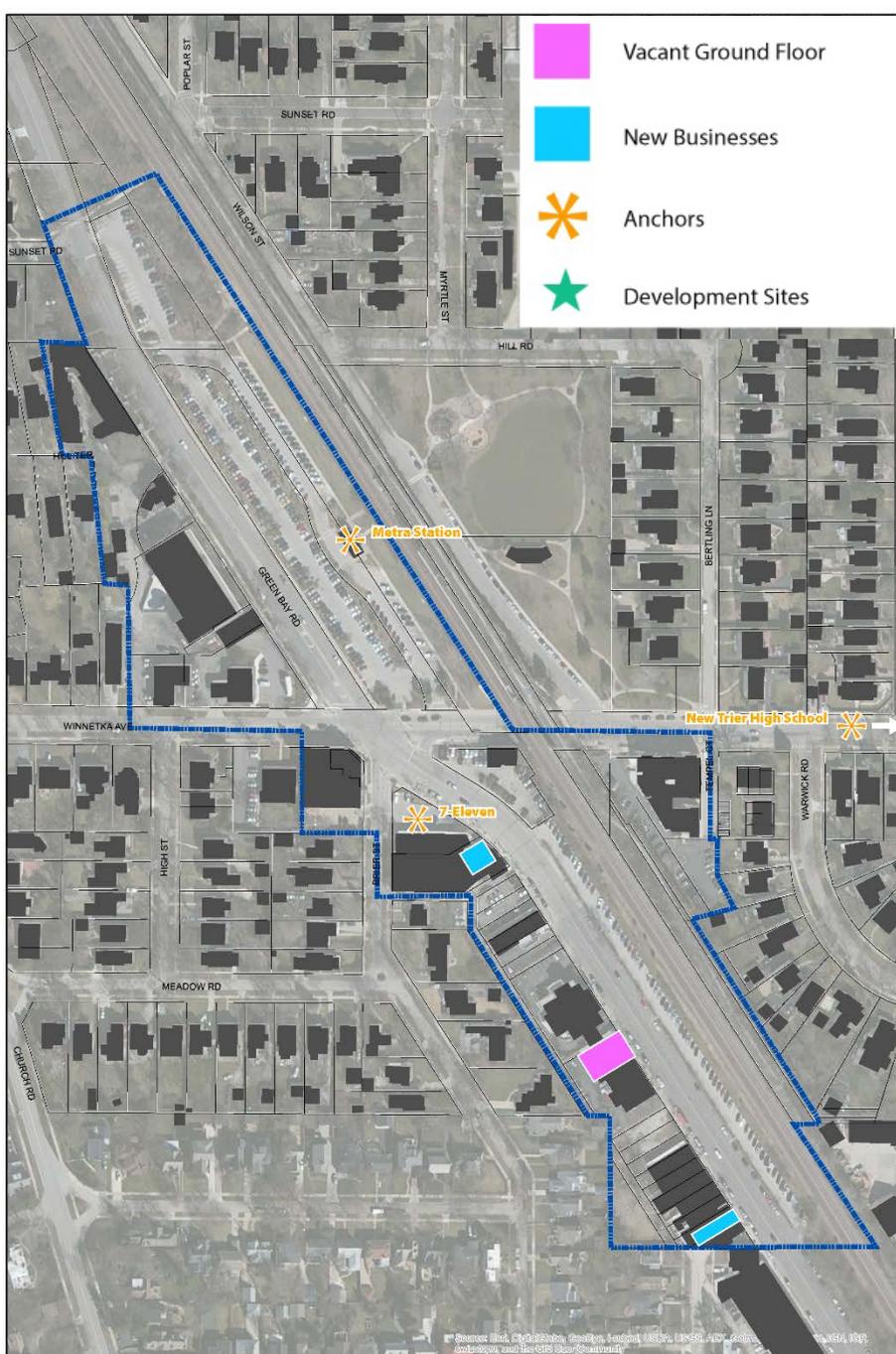
## Downtown Elm Street

Downtown Elm Street Vacancies			
	Address	Size (SF)	Rent/SF
1	714 Elm	7,300	\$20/modified gross
2	716-718 Elm	400	Withheld
3	716-718 LL Elm	800	Withheld
4	724 Elm	1,000	Withheld
5	726 Elm	1,000	Withheld
6	511 Lincoln	14,500	
7	513 Lincoln	1,800	\$29/nnn
8	515 Lincoln	2,100	\$29/nnn
9	572 Lincoln	1,400	\$39.43/ modified gross
10	574 Lincoln	1,335	\$28.69/ modified gross
11	567 Lincoln	1,075	
12	551 Lincoln	675	
13	523 Chestnut	600	\$32.84/ modified gross
14	805 Elm	1,225	\$30/modified gross
15	837 Elm	1,240	
16	556 Green Bay	850	
17	596 Green Bay	1,140	
18	800 Oak	3,000	
19	794 Oak	2,500	
<b>Total Vacant Square Feet</b>		<b>43,940</b>	
<b>Total Vacant (Excluding One Winnetka)</b>		<b>15,040</b>	

Part of One Winnetka Site

Source: Goodman Williams Group, Village of Winnetka, CoStar Nov. 2015

# Indian Hill



**Indian Hill**  
Village of Winnetka

0 125 250 500 Feet



# Indian Hill Business District

- ❑ Metra Commuters:
  - ❑ 201 boardings per weekday
  - ❑ 171 alightings per weekday
- ❑ 6,700 Average Daily Traffic along Green Bay Road and Winnetka Ave.
- ❑ New Trier High School
  - ❑ 3,121 students
  - ❑ 354 faculty

# Recent Business Openings and Closings

## Indian Hill

### Recent Openings in Indian Hill

<b>Name</b>	<b>Address</b>	<b>Category</b>	<b>Previous Business</b>
Fields Maserati	80 Green Bay Road	Auto-Related Business	Land Rover
Riley Baker Educational Consulting	16 Green Bay Road	Professional Services / Office	North Shore Builders

### Recent Closings in Indian Hill

<b>Name</b>	<b>Address</b>	<b>Category</b>	<b>Closing Date</b>
Fields Land Rover	80 Green Bay Road	Auto-Related Business	Closed 2015
Frank Kiesel & Associates Hair Design	46-48 Green Bay Road	Personal/ Household Services	

*Source: Village of Winnetka and Goodman Williams Group November 2015*

# Ground Floor Vacancies, Sept. 2015

## Indian Hill

- ❑ **Fields Maserati** moved in and filled the Land Rover vacancy
- ❑ **460 Winnetka Avenue** is a professional office building with many vacant office spaces on its upper floors
- ❑ **Few retail spaces** and only 1 current vacancy with 1,500 square feet of space

# Key Commercial Conclusions

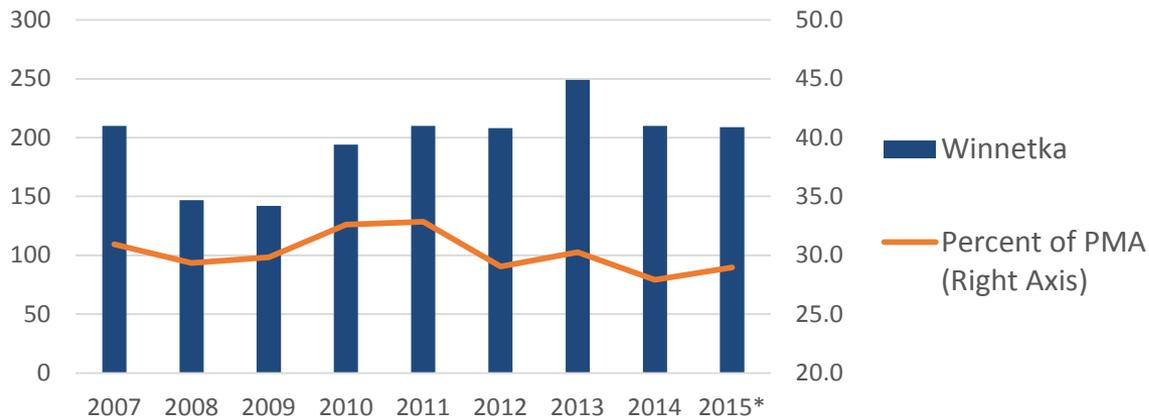
- Opportunities for both **Quick-Service and Full-Service Restaurants** in both Hubbard Woods and Elm Street Districts. Also wine bars and brew pubs.
- **Specialty retailers** offering apparel, furniture, and other merchandise categories can benefit from proximity to similar or complementary specialty stores in Hubbard Woods and Elm Street. The market is limited, however.
- **Convenience retail** typically relies on proximity to dense daytime populations of workers, residents, and students.
- The **service businesses** and **professional offices** that bring people into the District should be welcome additions. For example, yoga and fitness studios, medical offices, educational support.

# Residential For-Sale Market

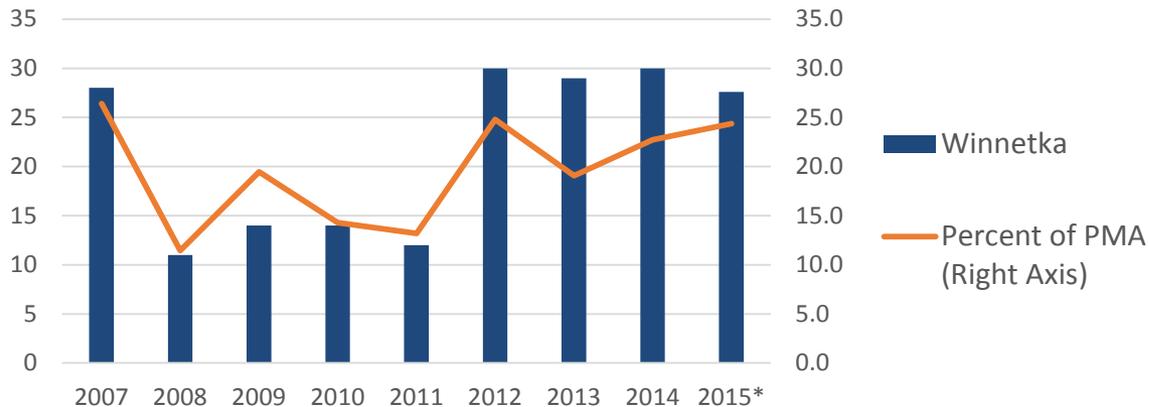
# Annual Home Sales Volumes

## Village of Winnetka

### Detached Homes



### Attached Homes

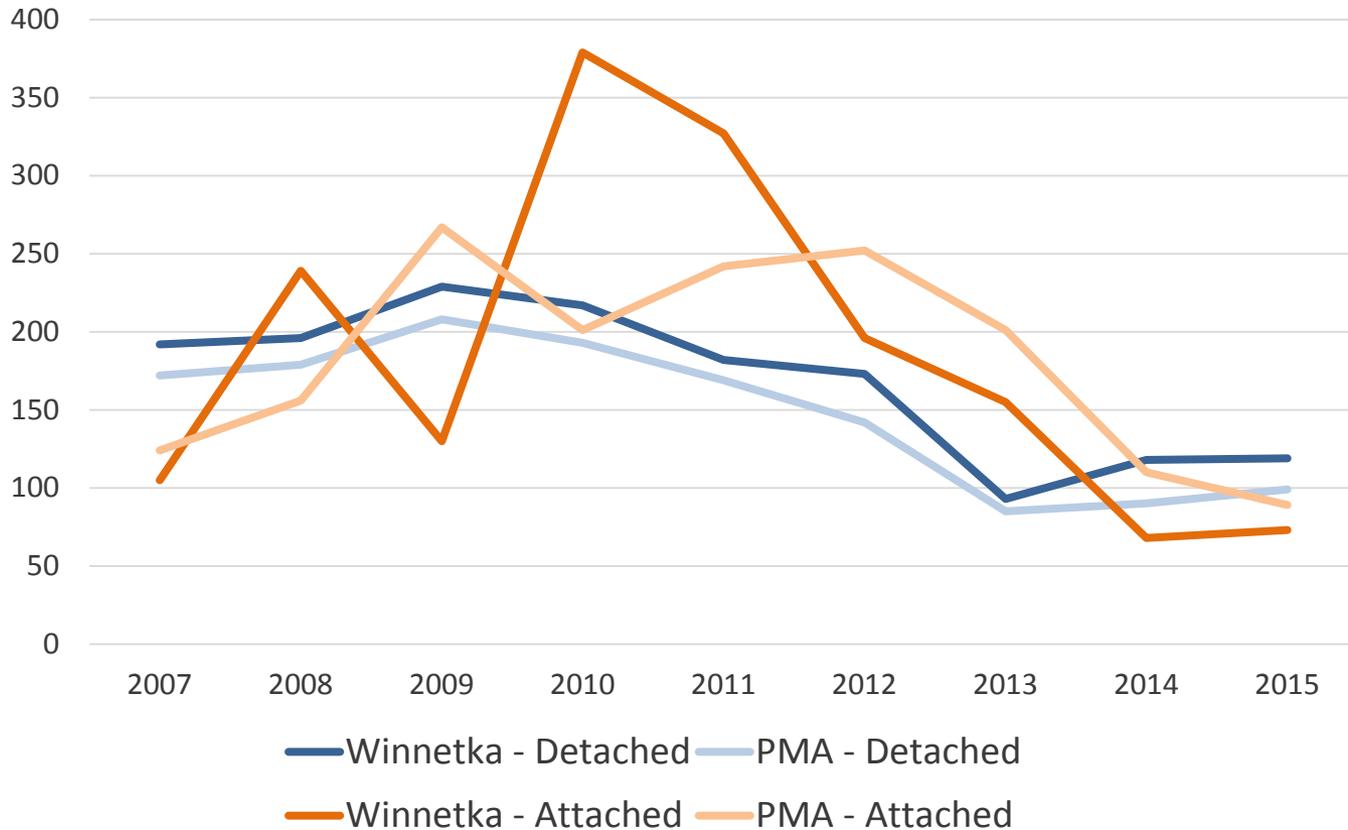


Source: Local Realtor data.

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# Average Days on Market

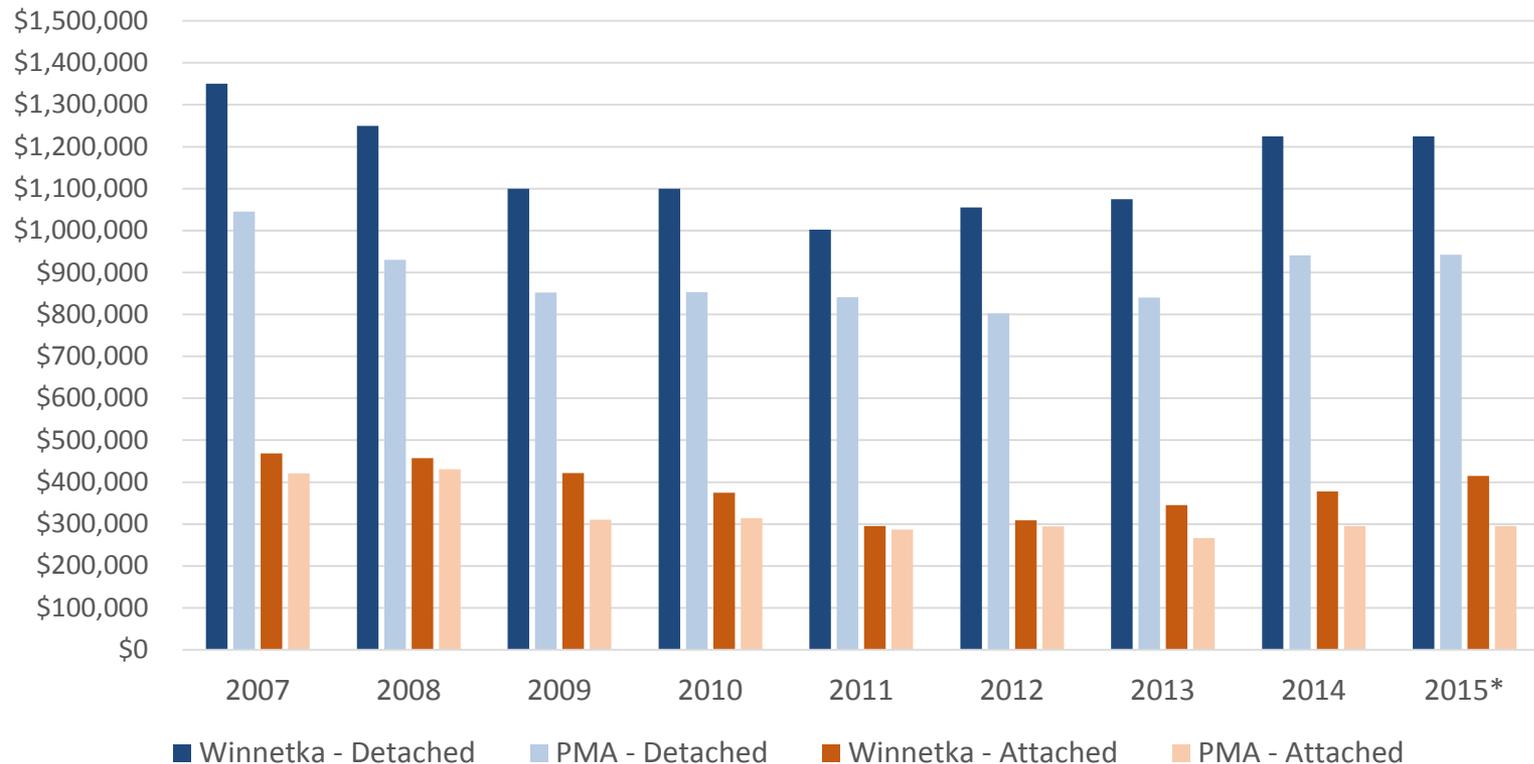
## Primary Market Area and Village of Winnetka



Source: Local Realtor data.

# Median Home Sale Price Comparison

## Primary Market Area and Village of Winnetka



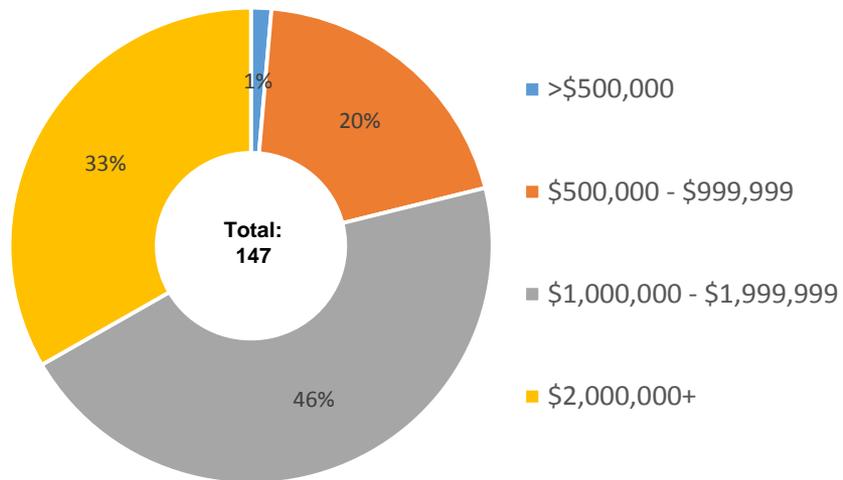
\*Through October.

Source: Local Realtor data.

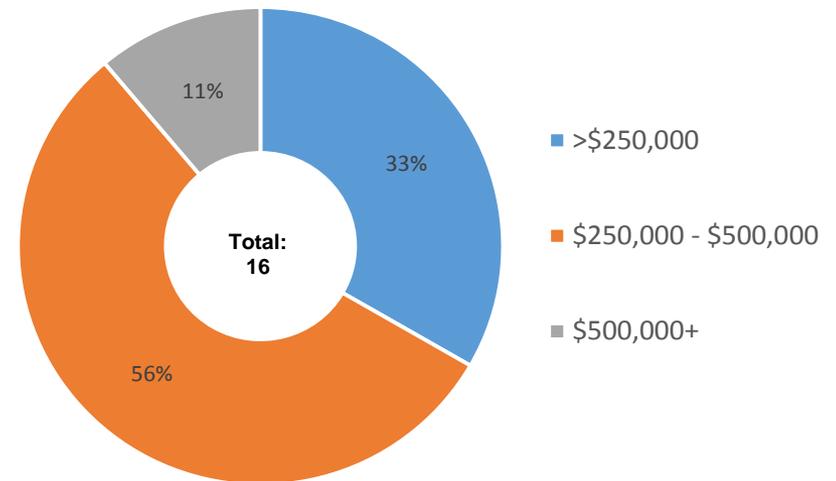
# Active Listings by Price, November 2015

## Village of Winnetka

*Detached Homes*



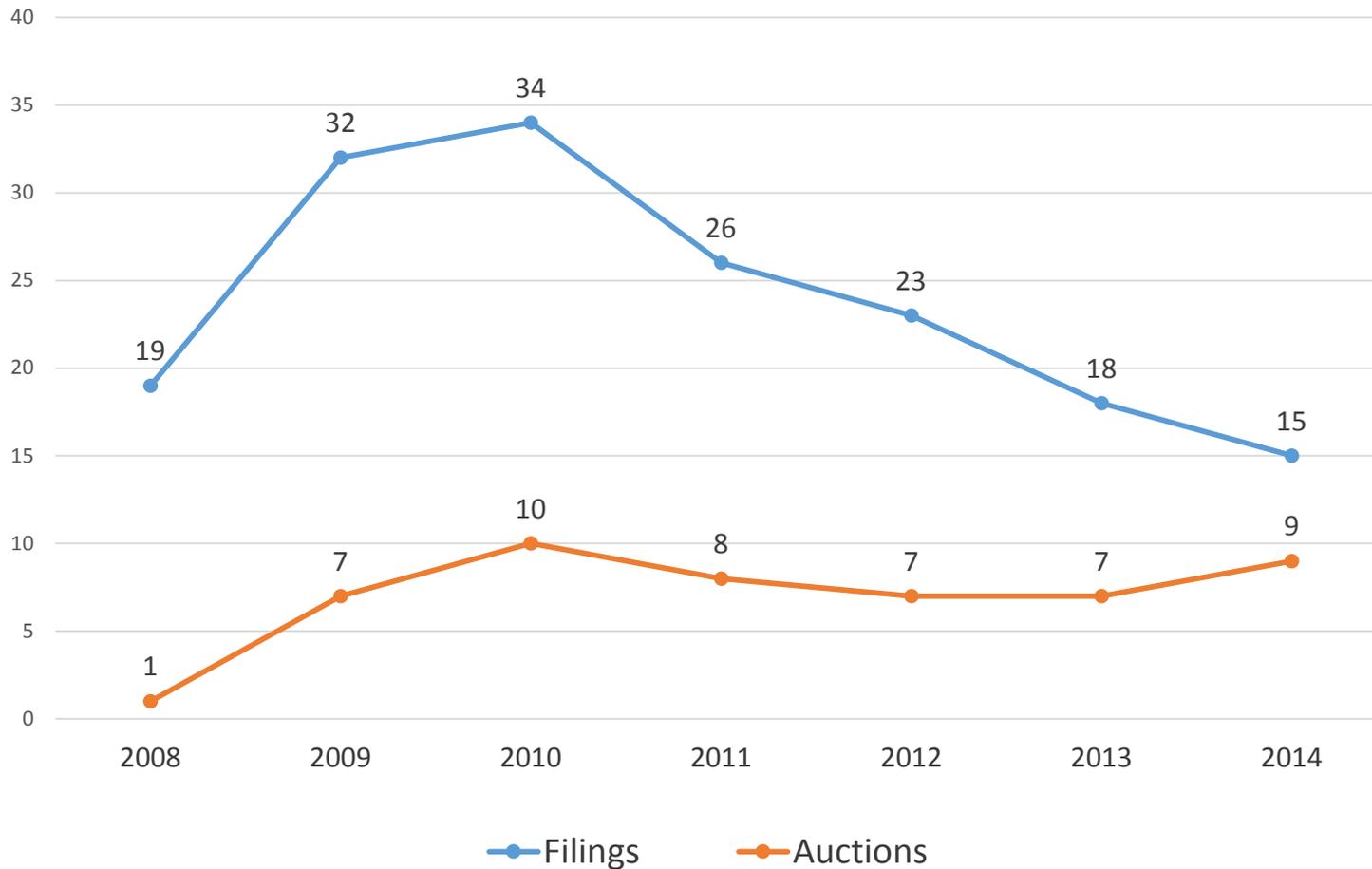
*Attached Homes*



Source: Local Realtor data.

# Foreclosure Actions, 2008-2014

## Village of Winnetka



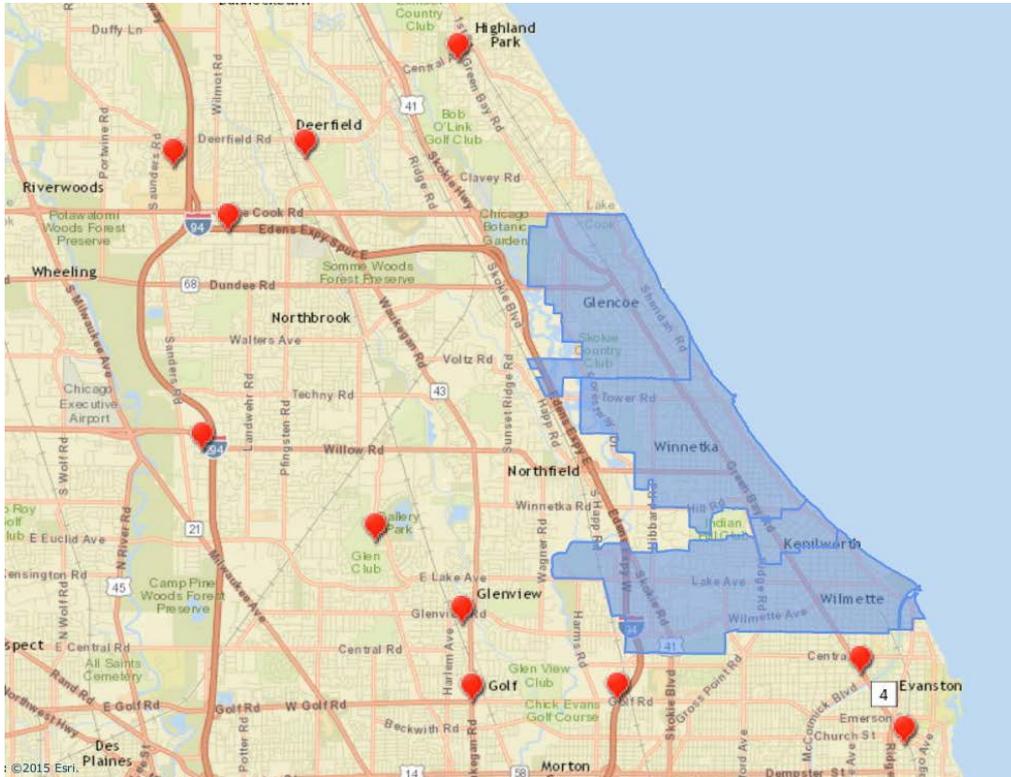
Source: Woodstock Institute

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# Rental Market

# New Rental Apartment Developments

## Northern Suburbs and Environs



Source: Appraisal Research Counselors, Goodman Williams Group, map by Esri Business Analyst.

### Summary Statistics

- Total Units: 3,096
- Avg. Asking Rent/Sq. Ft.: \$2.31
- Avg. Occupancy: 96.4%  
(excluding six developments currently in lease-up)

Name	City	Year Built
AMLI Deerfield	Deerfield	2015
Deerfield Village Ctr	Deerfield	2000
Woodview	Deerfield	2015
1717	Evanston	2013
415 Premier Apts	Evanston	2008
AMLI at Evanston	Evanston	2013
Central Station Apts	Evanston	2013
E2	Evanston	2015
Park Evanston	Evanston	1997
Reserve at Evanston	Evanston	2003
Aloft at Glen Town Ctr	Glenview	2004
Midtown Square	Glenview	2014
Reserve at Glenview	Glenview	2015
Renaissance Place	Highland Park	2000
Tapestry Glenview	Northbrook	2014
Optima Old Orchard Woods	Skokie	2008

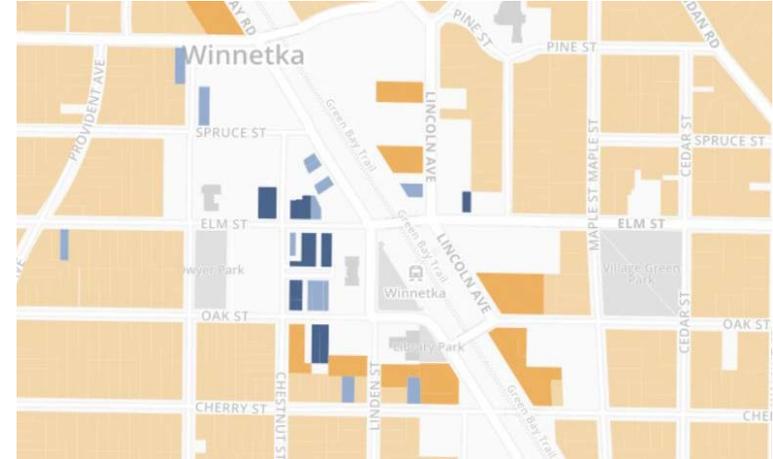
# Housing Stock Composition by District

## Village of Winnetka

*Hubbard Woods*



*Downtown Elm Street*



*Indian Hill*



- Single Family
- Condominium
- 2-4 Unit Rental
- 5-49 Unit Rental

Source: Institute for Housing Studies at DePaul University

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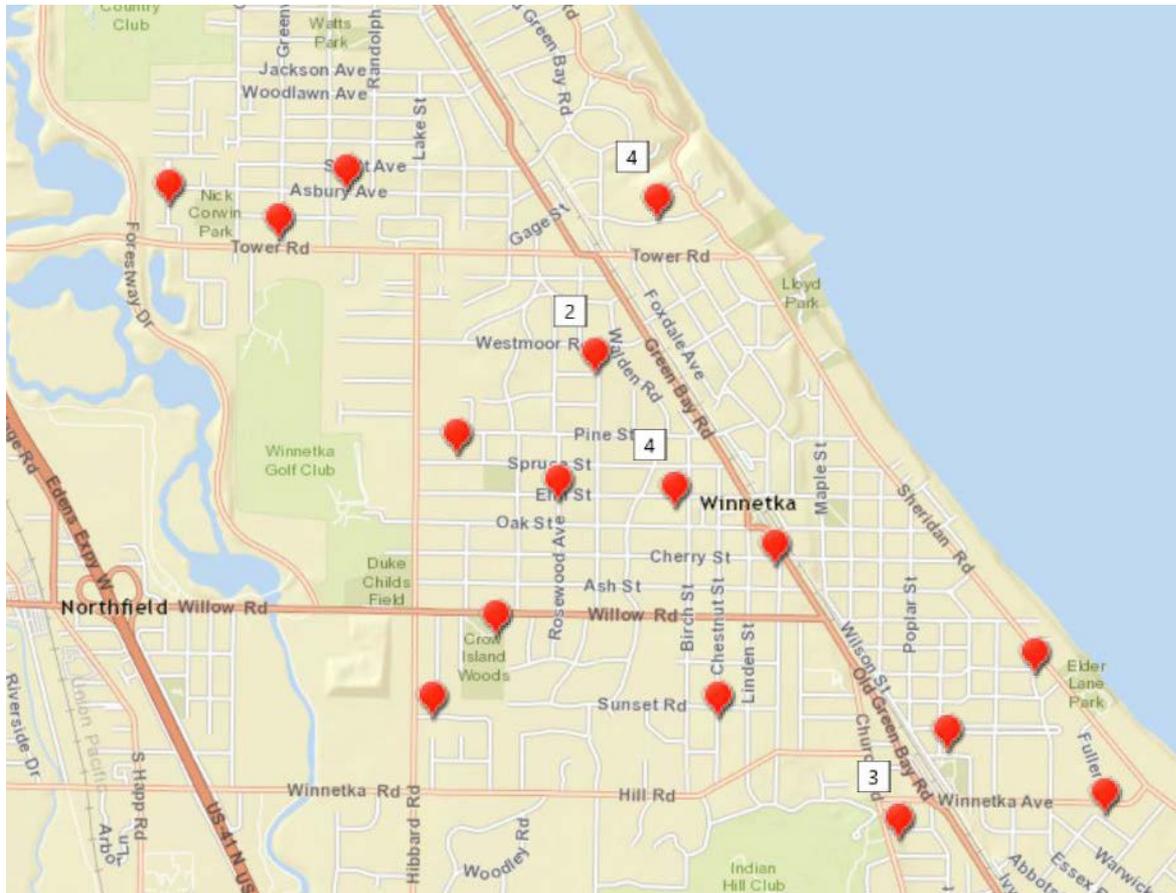
# Multifamily Apartment Market

## Village of Winnetka

- Approximately 260 multifamily rental apartments are located in the three commercial districts.
- The Downtown Elm Street district has the most apartment inventory (48% of total), followed by Hubbard Woods (40%) and Indian Hill (12%).
- The apartments are generally located in mixed-use buildings built in the first half of the 20<sup>th</sup> century, and few (if any) have been updated to Class A standards.
- Even so, occupancies are extremely high, with only a handful of units currently available.
- Current rents range generally from \$800 to \$1,900 per month, with the majority of units falling between \$850 and \$1,550.

# Single Family Homes for Rent

## Village of Winnetka



Source: Goodman Williams Group, map by Esri Business Analyst.

### Summary Statistics

- Number Available: 25
- Rent Range (per Mo.):  
\$1,375 - \$40,000

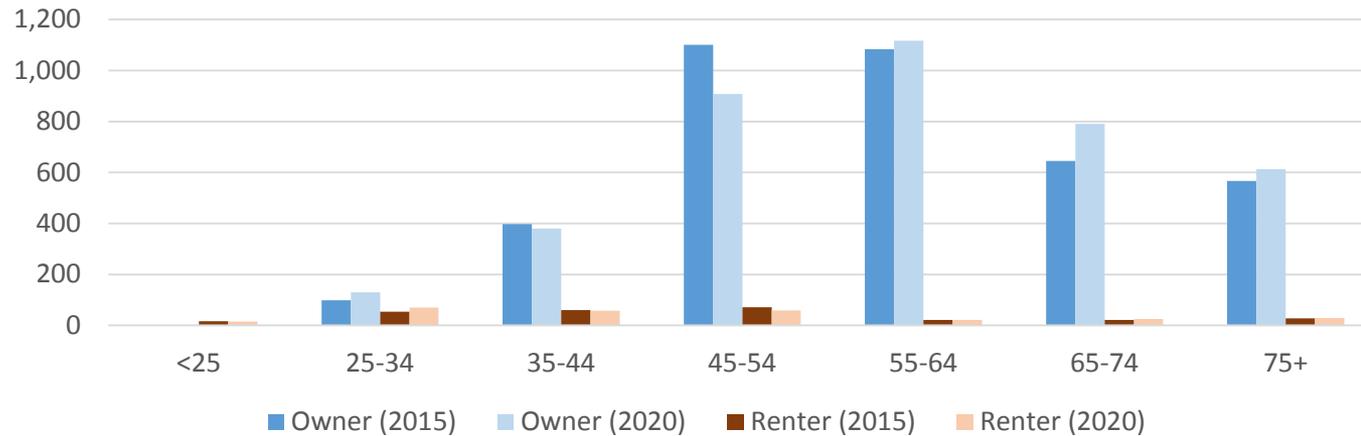
*Average: \$6,738*

*Median: \$5,250*

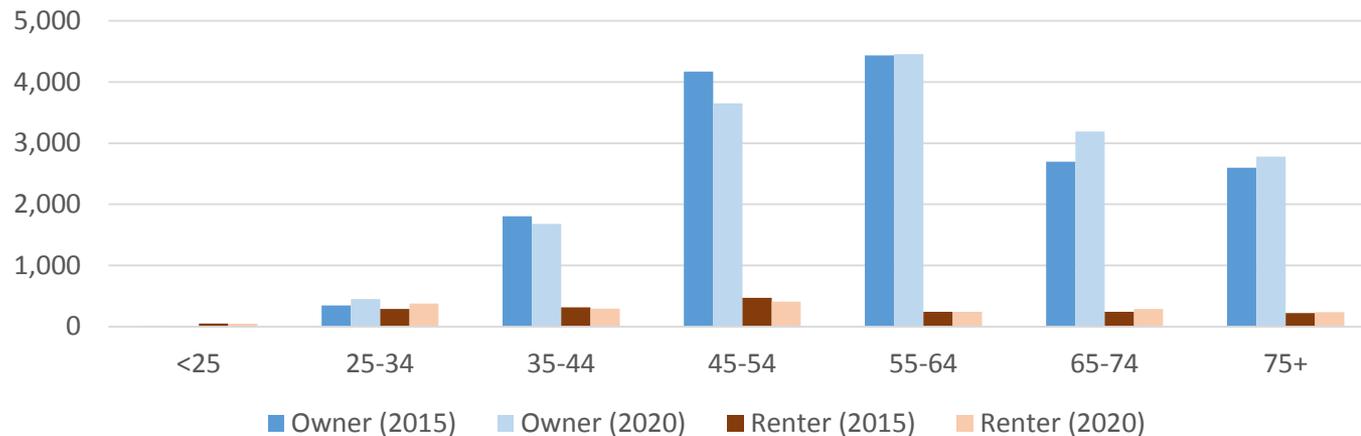
# Forecast of Occupied Housing Units

## by Tenure and Age of Householder

*Village of Winnetka*



*North Shore Primary Market Area*



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# Key Residential Conclusions

- ❑ Winnetka's for sale market has in most respects returned to healthy levels seen prior to the housing market crash.
- ❑ Winnetka supports housing prices that are much higher than the remainder of the defined North Shore PMA.
- ❑ The multifamily rental market in Winnetka is small and largely confined to the Elm Street and Hubbard Woods districts. No Class A multifamily rental units currently exist.
- ❑ Recent rental apartment development in the wider submarket has taken place outside the PMA, primarily along primary transportation corridors near concentrations of employment and vibrant commercial centers.
- ❑ Many downsizing empty nester households leave the Village for other northern suburban communities because viable housing options (i.e., those offering maintenance-free, single level/barrier-free living) are lacking in Winnetka.
- ❑ Winnetka's changing demographics, while a challenge in many respects, also present opportunities for the introduction of housing product types that are currently under-represented within the Village.

# Residential Market Opportunities

## **Age-Targeted Condominiums**

An analysis of current occupancy characteristics and projected householder age dynamics suggests that demand for for-sale housing targeting householders 55 years and older could be significant over the near to mid term (i.e., 1-5 years).

## **Attached Single Family Homes**

A limited amount of new townhome product priced below \$600,000 could serve as a draw for younger families.

## **Rental Apartments**

While market fundamentals suggest that rental apartment market potentials will be minimal over the near to mid term, in a longer term development context (i.e., 5+ years) a small amount of apartment housing geared toward 25-34 year old householders could potentially be supported.

# Ongoing Planning Issues That Will Impact the Market

- **One Winnetka**
  - Number and type of residential units and ground floor commercial space will capture a portion of market demand.
  
- **Public Sector Issues**
  - Available and convenient parking
  - Streetscape improvements
  - Village-wide events and marketing
  - Special Use Permits and other regulatory restrictions
  
- **Private Sector Issues**
  - Maintaining attractive, functional spaces
  - Competitive pricing
  - Aggressive marketing