



VILLAGE · OF · WINNETKA

Incorporated in 1869

Downtown Master Plan

Steering Committee Meeting

Wednesday, December 16, 2015

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

The Downtown Master Plan Steering Committee will hold its next meeting on Wednesday, December 16, 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 Residents At-Large Working Group Discussion
3. Develop Draft Business District Vision Statements
4. Public Comment
5. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

All agenda materials are available at 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
Erin Cigliano, Project Planner
Date: December 9, 2015
RE: **Winnetka Downtown Master Plan – Steering Committee Visioning Session**

Consultant Team:

Teska Associates – Planning + Outreach, Goodman Williams – Market Analysis, Sam Schwartz – Traffic + Circulation

The Winnetka 2020 Plan, prepared in 1999, provided a vision for the community overall:

“...a village in a natural setting committed to its tradition of residential neighborhoods, citizen involvement, local shops and educational excellence...”

It also established a goal for all the commercial districts:

“Promote a strong community identity and opportunities for residents to interact while building a healthy commercial tax base. Provide a broad range of goods and services so that Winnetka residents can satisfy most of their ordinary shopping requirements in the Village and so that non-residents will come to the Village for specialty goods and services.”

We are at the point in preparing the Winnetka Downtown Master Plan where it is time to develop updated visions for the three business districts. Clearly each is unique with its own strengths and opportunities; those facts have been highlighted by the project data collection tasks and the extensive public engagement process. The ideas about, desires for, and fundamental characteristics of each district become the basis for a vision statement. Developing a draft vision statement for each district is a charge of the Steering Committee.

At the December 16th Steering Committee meeting, the group will engage in a consensus building exercise to develop a vision for each of the business districts. The attached sheets present a structure for developing the visions and an initial draft to get the effort kicked off. There is no right answer, but the final visions will present the Village’s long term ideal for the districts. Don’t feel bound by the draft statements, delete and add ideas as you see fit to best paint a picture of the future.

To assist in the drafting process, each sheet includes a matrix of words and phrases that define points of emphasis for each district vision. The words and phrases come directly from the public engagement process to date, and we’ve left room to begin brainstorming. Committee members are encouraged to review the sheet for each district, as it presents instructions for the group exercise and will be the focus of the meeting discussion.

Business District Vision Matrix

The purpose of the December 16th meeting is to discuss, refine, and prioritize vision statement components for each of the three business districts: Elm Street (East and West), Hubbard Woods and Indian Hill.

Categories + Keywords

There are 3 matrices provided on the pages that follow - one per district. Each matrix identifies 5 major categories and a hierarchy of keyword descriptors. The categories are listed in the left hand column, with keyword descriptors for each in the rows provided at right. The categories and descriptors together serve as the fundamental elements that define the districts' visions. Please note that blank spaces have been provided to enter additional categories and descriptors.

The "starter set" of words listed stems from public feedback received from the project website, stakeholder interviews, and the public visioning workshop that took place on November 16th. None of these items are final, rather - they are provided as a barometer for discussion -- do the categories and descriptors make sense? Do they accurately reflect the essence and vision of the district? What concepts are missing?

Elm Street Business District | 2025 Vision Matrix

CATEGORY	KEYWORD 1	KEYWORD 2	KEYWORD 3	KEYWORD 5	KEYWORD 6
Location	Downtown	Green Bay Road	Between Hubbard Woods and Indian Hill		
Function	Main Hub/ Municipal Campus	Shopping - Groceries / Essentials	Lunchtime Dining / Outdoor Patios		
Vibe	Inviting	Vibrant	Stroll-worthy		
Form	2-3 Stories	Historic Details Masonry Tudor Elements	Wide Sidewalks Accommodate Walking + Dining		
Access	Intersection of Green Bay and Elm	Metra, UP-N	Willow Rd - 90-94		
Users	Winnetka Residents	North Shore	Metra Commuters		

Draft Working Vision Statement

(Based on keywords listed in matrix)

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The Elm Street Business District is the main hub and downtown of Winnetka. Situated at the intersection of Green Bay Road and Elm Street, the area maintains great access via the Union Pacific North Metra Station. Elm Street is inviting and vibrant and includes a complimentary mix of uses that cater to residents' everyday needs. The district serves as the Village center – literally, being situated between Indian Hill and Hubbard Woods, and practically, being that it is home to Winnetka's municipal campus. Upscale and historic architecture are abundant via the masonry and Tudor-style, 2-3 story buildings, and the wide sidewalks, benches and patios invite users to walk, shop, and dine. Winnetka's Downtown Elm Street Business District attracts residents as well as visitors from across the north shore.

DRAFT

Category Definitions

Location - What are the geographical considerations / assets?

Function - What purpose does it serve / how do people use it?

Vibe - What best describes the personality of the district?

Form - What is the physical look; consider architecture, scale and streetscape.

Access - How do visitors get there; consider multi-modal options?

Users - Who uses / frequently visits the district?

Notes

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Hubbard Woods Business District | 2025 Vision Matrix

CATEGORY	KEYWORD 1	KEYWORD 2	KEYWORD 3	KEYWORD 5	KEYWORD 6
Location	North of Downtown Elm	Northern Winnetka Gateway	Adjacent to Glencoe		
Function	Shopping - Specialty Design / Niche Goods	Park Events - Festivals, Evening Outings	Casual Dining and Evening Options (Brew Pubs)		
Vibe	Cultural / Artsy	Window Shopping	Family Friendly		
Form	2-3 Stories	Historic Details Masonry Tudor Elements	Narrow Sidewalk - Pocket Patios and Bump outs		
Access	Green Bay and Tower	Metra, UP-N	Bike / Walk		
Users	Winnetka Residents	Regional Design Draw	Northshore		

Draft Working Vision Statement

(Based on keywords listed in matrix)

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The Hubbard Woods Business District is located north of Downtown Elm Street and serves as the Northern Gateway into Winnetka, situated just south of Glencoe. The district is the ideal spot in Winnetka to grab a coffee and window shop for unique, niche goods -- or attend an event at Hubbard Woods Park followed by an evening sip and bite at a local brew pub. The variety of renowned specialty design stores in the area draw not only Winnetka residents, but visitors from around the region. Families and residents venture to the area year round via Hubbard Woods Park programming and festivals. The look and feel of the district is similar to Elm Street District -- 2/3 story buildings that display a mix of masonry, stone and Tudor-style influences. While the sidewalk is narrow due to Green Bay Road, relief is provided via 'bump-outs' on the corners and some select outdoor pocket patios.

DRAFT

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Indian Hill Business District | 2025 Vision Matrix

CATEGORY	KEYWORD 1	KEYWORD 2	KEYWORD 3	KEYWORD 5	KEYWORD 6
Location	South of Downtown	Green Bay Road and Winnetka	Southern Entrance		
Function	Service / Convenience	New Trier High School / Metra Use	Gateway		
Vibe	Auto-Oriented	High Pedestrian Traffic (a.m. and p.m. hours)	Daytime Office Users		
Form	Safe Crossings - Signalization	Corner Landscaping / Gateway	Gateway		
Access	Intersection of Green Bay and Winnetka	Metra, UP-N	Green Bay Trail (Bike / Walk)		
Users	New Trier Students	Winnetka Residents / Parents	Northshore / Office Users		

Draft Working Vision Statement

(Based on keywords listed in matrix)

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The Indian Hill Business District is located south of Downtown Elm Street at the intersection of Green Bay Road and Winnetka Avenue. Serving as the southern entrance into the Village, an attractive gateway is visible along Green Bay Road as you enter the Village. Relative to uses, the district offers a mix of service and convenience uses that cater to a daytime population. The Indian Hill Metra Station, which is situated at the northeast corner of Green Bay Road and Winnetka Avenue, serves as a major stop and access point for students heading to New Trier High School, just a couple blocks due east. As such, the district is very busy in the morning and evening (after-school) hours. Pedestrian design parameters, including crosswalks and signalizations, are in place to enhance access and safety; corner landscape beds and deeper building setbacks are also evident to help buffer traffic.

DRAFT

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