VILLAGE·OF·WINNETKA

Incorporated in 1869

Downtown Master Plan

Steering Committee Meeting
Redevelopment Sites Workshop #1

Monday, February 29, 2016

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 Monday, February 29, 2016 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. Discuss Preliminary Development Scenarios
3. Public Comment
4. 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, Village of Winnetka
Michael D'Onofrio, Director of Community Development, Village of Winnetka
From: Michael Blue, FAICP – Principal, Teska Associates
Erin Cigliano, AICP – Senior Associate, Teska Associates
Date: February 22, 2016
RE: Downtown Master Plan – Preliminary Development Scenarios

Having developed consensus on vision statements for the Village's commercial districts, a follow up step in the downtown planning process is to consider how those statements may apply to future development. As defined in the Downtown Master Plan work program, four potential development sites are to be evaluated for how they can best advance plan objectives - the Downtown Post Office site, which was selected prior to beginning the plan, and three others. The sites were selected in order to:

- Serve as an example – Each site is exemplary of a development condition such as being a gateway, full block, partial block, etc. The purpose for this distinction is that lessons learned from the site evaluation may be applied to similar properties in the study areas should they ever be proposed for development.
- Support and explain the vision – A prospect to advance the district's vision is conveyed through each of the sites, for example: generate vitality, bring new businesses, support existing businesses, provide gathering spaces, etc.
- Consider realistic potential for development – For each of the sites, developers or owners have expressed some degree of interest in redevelopment—meaning there might be a potential to influence the near-future
- Include multiple districts – The sites are not all located in the same business district, two are in Downtown and two are in Hubbard Woods; no Indian Hill site was found to meet the above criteria.

The sketch concepts focus on fundamental site factors and potential for redevelopment. They are based on consideration of three primary factors:

- The Goal – The vision for the district was a main driver in consideration of redevelopment opportunities.
- The Setting – The existing physical condition of the site and surrounding built and natural environment were evaluated.
- The Science – Preliminary plan findings related to transportation and commercial markets were applied to provide realistic consideration of potential development.

It is also important to note what these concepts are not intended to convey. The sketch plans are not development proposals, final determination of land use, or recommendations for height and density. In fact, the concepts specifically do not yet consider height and density so that the discussion can focus on function rather than form. Once the desired functionality is better understood at this conceptual level, we can engage form questions more appropriately.

The Steering Committee will be asked at February 29, 2016 meeting to discuss the concepts and deliberate on the extent to which they advance the vision and Village goals for the business districts. Once we have reached a consensus on the four development concepts, each will be revised as necessary and taken to a higher level of detail, which will be the focus at the March meeting.

Site 1 | Downtown Elm - Post Office

GUIDING FORCES

Winnetka's Vision for Elm Street

What do people want to see...

"The Elm Street business district is the main hub and Downtown of Winnetka, serving as the Village's community core. The district features a variety of multi-model transportation options including the Green Bay Trail and Elm Street Metra station, which provides great regional access via the Union Pacific North Metra Line. The area's inviting mix of thriving restaurants, businesses, and community amenities attracts residents as well as visitors from across the North Shore. Those living in the district and housing nearby especially enjoy the wide sidewalks, benches, outdoor patios, and parks that make the Elm Street District a special place to stroll, shop, and dine. With upscale and historic architecture abundant in the area, the collective mix is complementary and respectful of the distinguished and historic character that is uniquely Winnetka."

The Built + Natural Environment

What physical factors exist...

These are the existing site elements, both built and natural, that must be integrated and considered to create successful development plans.

- **Dwyer Park**: Natural Amenity / Area Draw / Urban Relief
  Goal: Preserve, protect, enhance, buffer.
- **Location**: Downtown / Shopping / Community Core
  Goal: Utilize/celebrate existing synergy of uses/energy/ped traffic.
- **Access + Infrastructure + Parking**: Oak Street, Elm Street, Chestnut Street
  Goal: Ensure successful multi-modal circulation by transit type (ped, bike, drive) and user type (resident, visitor, employee).
- **Urban Design:** Moffat Mall, archway entrances, breezeways, walkways
  Goal: Respect the heritage of the downtown to enhance design features and linkages.
- **Residential**: Adjacent Single Family Residential on Oak Street
  Goal: Preserve, protect, enhance, buffer, bridge with surroundings.

Site 1 | Downtown Elm - Post Office

GUIDING FORCES

WINNETKA
DOWNTOWN MASTER PLAN

Market Findings

What are the market realities...

These are highlights from the market study that serve to inform what types of development may be most appropriate given the characteristics and location of the site.

Commercial: The Elm Street and Chestnut Street frontages on the Post Office site offer opportunities for ground floor businesses that would strengthen one of Winnetka's most active commercial submarkets. The drawing illustrates potential for approximately 17,500 square feet of ground floor space that could be subdivided as appropriate. Tenants could include restaurants (Quick-Service and Full-Service), specialty retail stores, and service uses (including the Post Office) that would attract people to the area. A limited amount of office space could be included on upper floors.

Residential: The Downtown Elm District presents near-term opportunities for the introduction of for sale-condominiums geared primarily toward downsizing empty-nesters and retirees. Additionally, within the Post Office site, a limited number of townhomes priced below $600,000 could serve as a draw for younger families.

Note: If developed as proposed, One Winnetka could capture some of the retail and residential demand in this submarket, and could impact the number and type of residential units and commercial space that could be supported on the Post Office site.

Transportation

What about access and transit...

These are the existing site elements related to access, circulation and parking that must be considered relative to future development.

Parking: The Post Office Site currently provides 155 parking spaces, of which 122 are permit (92 Zone A, 17 Zone A-B, 13 Zone C) and 33 are short-term. Converting the existing on-street parallel parking on Chestnut and Elm Street to angled spaces would increase the amount of on-street parking but would require street widening. Note: Angled parking should not be included if the area is going to accomodate a bike route in the future. Parking associated with the One Winnetka development could affect the amount of parking necessary on this site.

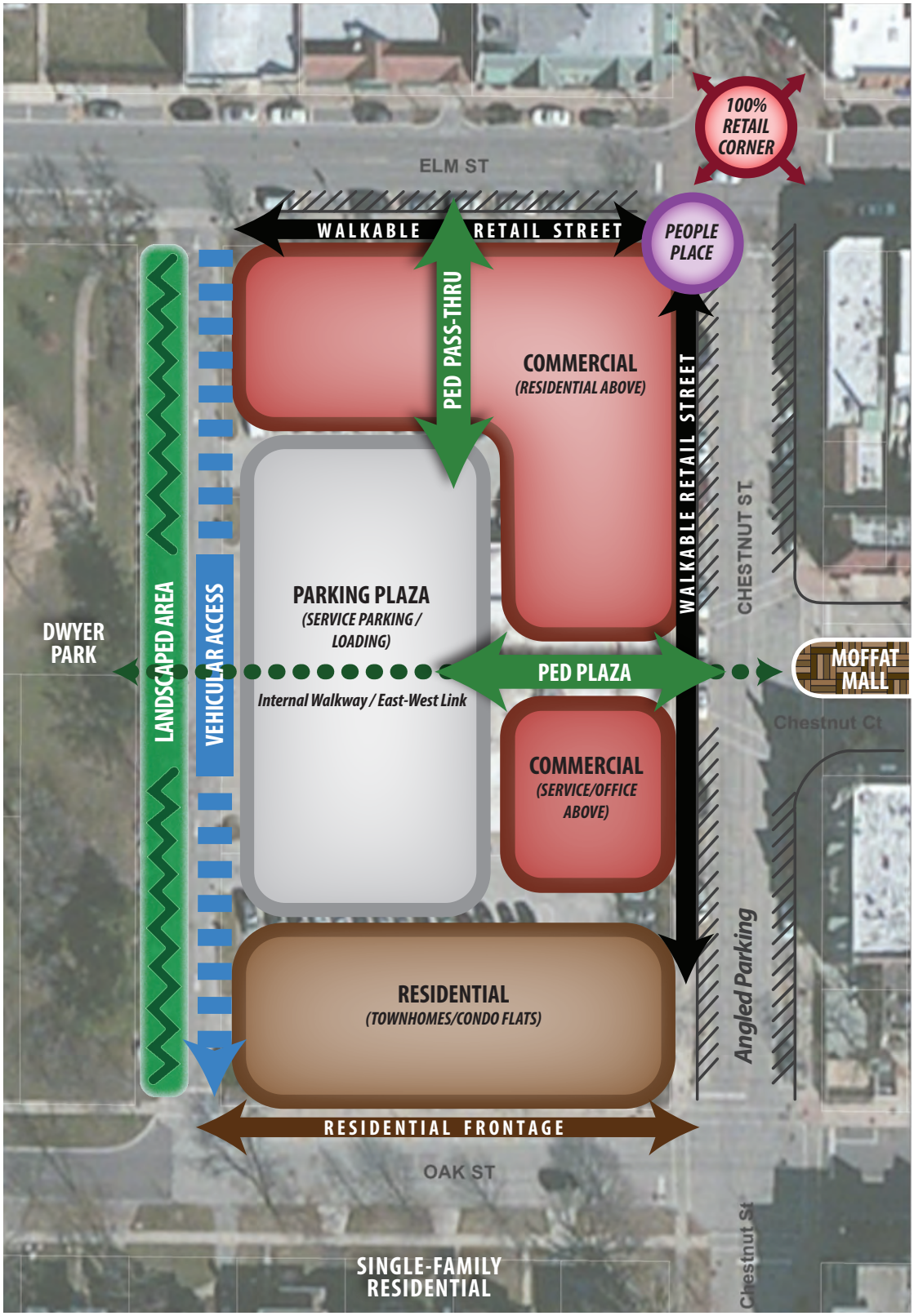
Signage: Existing signage as it relates to parking is confusing.

Commuter Traffic: The Elm Street Metra Station is the highest used station in Winnetka (485 boardings and 598 alightings per weekday).

Pedestrians: Accommodating pedestrians via wide sidewalks and amenities at key locations is a must.

Cyclists: Consideration should be given relative to cyclist amenities, i.e. bicycle parking in areas other than the Metra Station.

Site 1 | Downtown Elm - Post Office



Downtown Elm - Post Office

PEOPLE PLACE

Informal gathering node that is outdoors and may include pedestrian amenities such as benches, seating structures, kiosks, bicycle parking, and landscaping.

Site 2 | Downtown Elm - North

GUIDING FORCES

Winnetka's Vision for Elm Street

What do people want to see...

"The Elm Street business district is the main hub and Downtown of Winnetka, serving as the Village's community core. The district features a variety of multi-model transportation options including the Green Bay Trail and Elm Street Metra station, which provides great regional access via the Union Pacific North Metra Line. The area's inviting mix of thriving restaurants, businesses, and community amenities attracts residents as well as visitors from across the North Shore. Those living in the district and housing nearby especially enjoy the wide sidewalks, benches, outdoor patios, and parks that make the Elm Street District a special place to stroll, shop, and dine. With upscale and historic architecture abundant in the area, the collective mix is complementary and respectful of the distinguished and historic character that is uniquely Winnetka."

The Built + Natural Environment

What physical factors exist...

These are the existing site elements, both built and natural, that must be integrated and considered to create successful development plans.

- **The Grand / The Laundry / Community House:** Local Destinations
  Improve linkages between downtown and nearby destinations.
- **Location**: Northern Gateway / Adjacent to Downtown
  Goal: Improve visibility and site aesthetics, consider murals, landscaping, etc.
- **Parking:** Municipal parking lot, The Grand parking
  Goal: Ensure parking is directly adjacent to uses and includes good vehicular access. Pedestrian thru-traffic should be accommodated.
- **Residential**: Adjacent Single Family Residential on Birch Street
  Goal: Preserve, protect, enhance, buffer, bridge with surroundings.

Site 2 | Downtown Elm - North

GUIDING FORCES

WINNETKA
DOWNTOWN MASTER PLAN

Market Findings

What are the market realities...

These are highlights from the market study that serve to inform what types of development may be most appropriate given the characteristics and location of the site.

Commercial: The Grand is an anchor in the Elm Street district, and adequate parking for shoppers is critical to its ongoing success. A limited amount of additional retail and service businesses could be supported on the Spruce Street frontage facing The Laundry. In particular, service businesses and professional offices that attract people to the area would be welcome additions.

Residential: The Downtown Elm District presents opportunities for introduction of for sale condominiums geared primarily toward downsizing empty-nesters and retirees.

Transportation

What about access and transit...

These are the existing site elements related to access, circulation and parking that must be considered relative to future development.

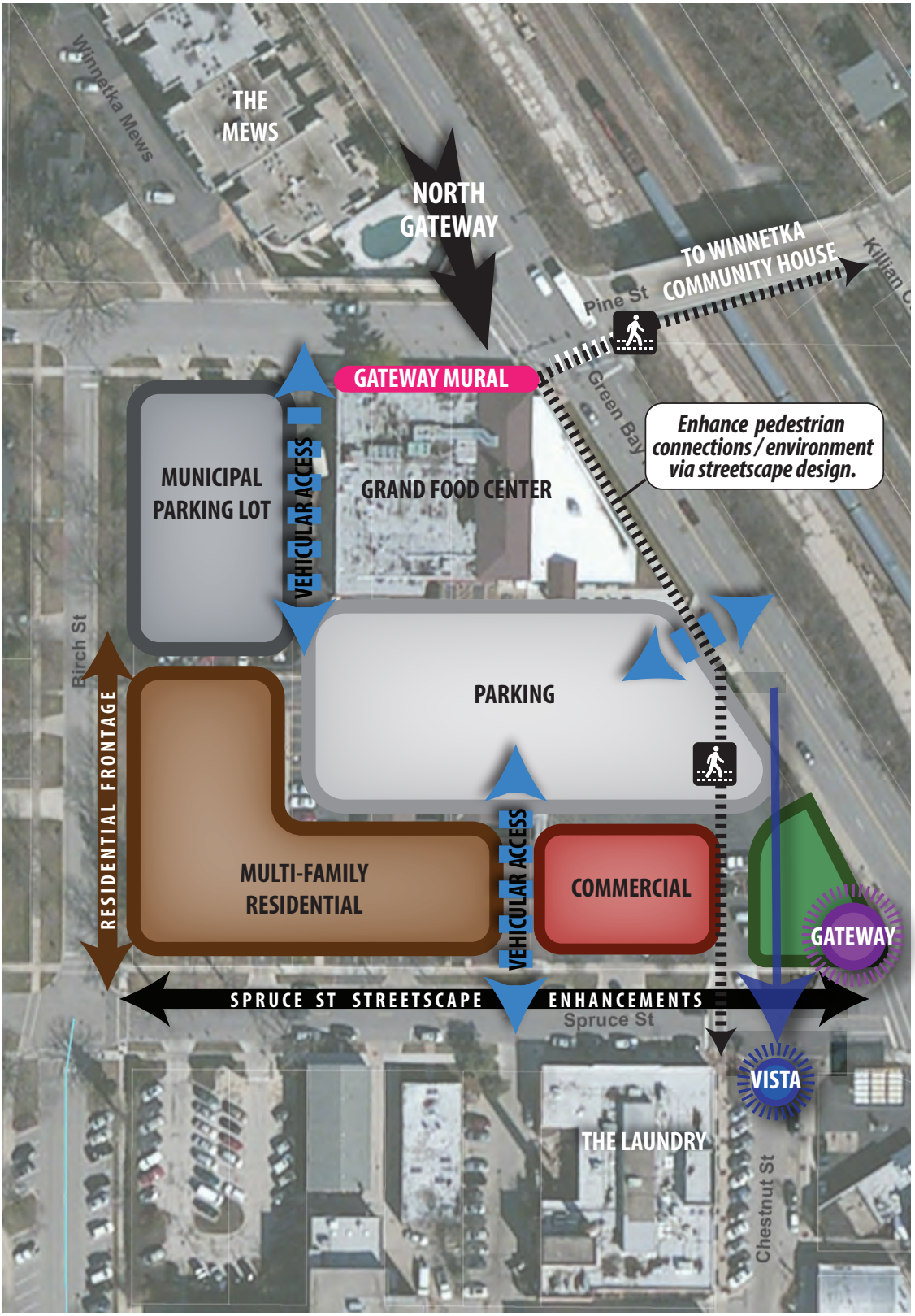
Parking: Grand employees currently park in the lot at Pine and Birch Street (45 permit spaces). Parallel parking is present on Spruce Street. Converting existing parallel parking on Spruce Street to angled spaces would increase the amount of on-street parking depending on type of uses.

Pedestrians: Accommodating pedestrian flow via sidewalks and clear crosswalks is key to supporting foot traffic between destinations (The Grand, The Laundry, Downtown, Community House).

Cyclists: Consideration should be given relative to cyclist accommodations, i.e. bicycle parking at The Grand.

Traffic: Transition Green Bay Road to calm traffic and increase safety. Consider realignment of intersection at Green Bay Road and Spruce Street to support visibility and traffic safety.

Site 2 | Downtown Elm - North



Downtown Elm - North

VISTA — *Prominent point / sightline for those traveling south on Green Bay Road.*

GATEWAY — *Northern entry point / boundary of Downtown Elm.*

Site 3 | Hubbard Woods - South

GUIDING FORCES

Winnetka's Vision for Elm Street

What do people want to see...

"The Hubbard Woods business district is happening, active, and multi-generational. The area's complementary mix of specialty design stores, every day goods, coffee houses, and evening dining options draws nearby residents as well as those from surrounding communities. Hubbard Woods Park, located at the north end of the district, is a prominent focal point and gathering spot for families and nearby residents of all ages via its year-round festivals and programming. The look and feel of the district is similar to downtown Elm Street; the buildings display a mix of masonry, stone and historic influences. With sidewalks supported by bump-outs on the corners and select outdoor pocket patios, Hubbard Woods is a great spot in Winnetka to grab a coffee and window shop for unique goods or attend an event at the park followed by an evening sip and bite at a local brewpub."

The Built + Natural Environment

What physical factors exist...

These are the existing site elements, both built and natural, that must be integrated and considered to create successful development plans.

Vistas: Prominent sightlines for those traveling on Green Bay Rd.
Goal: Improve visibility and site aesthetics - consider infill development, parking lot landscaping and gateway features.

Location: Southern Gateway / Green Bay Road + Tower
Goal: Improve visibility and site aesthetics - consider murals, gateway features and streetscape design parameters.

Access + Circulation + Parking: Green Bay Road, Tower Court
Goal: Provide safe access and circulation by pedestrians and motorists. Ensure parking is adjacent to uses and includes good vehicular access. Improve connectivity to and between and destinations.

Mix of Uses: Shopping District / Arts + Culture / Upper Floor Residential
Goal: Utilize/celebrate existing synergy of uses/energy/ped traffic.

Site 3 | Hubbard Woods - South

GUIDING FORCES

WINNETKA
DOWNTOWN MASTER PLAN

Market Findings

What are the market realities...

These are highlights from the market study that serve to inform what types of development may be most appropriate given the characteristics and location of the site.

Commercial: The sites on the south side of Tower Road have good visibility and access from cars traveling along Green Bay Road. Consequently, these sites have the potential for attracting commercial development, particularly eating and drinking establishments. Market opportunities could include Full-Service or Quick-Service restaurants or perhaps a brewpub.

Residential: These sites would not support new residential units.

Transportation

What about access and transit...

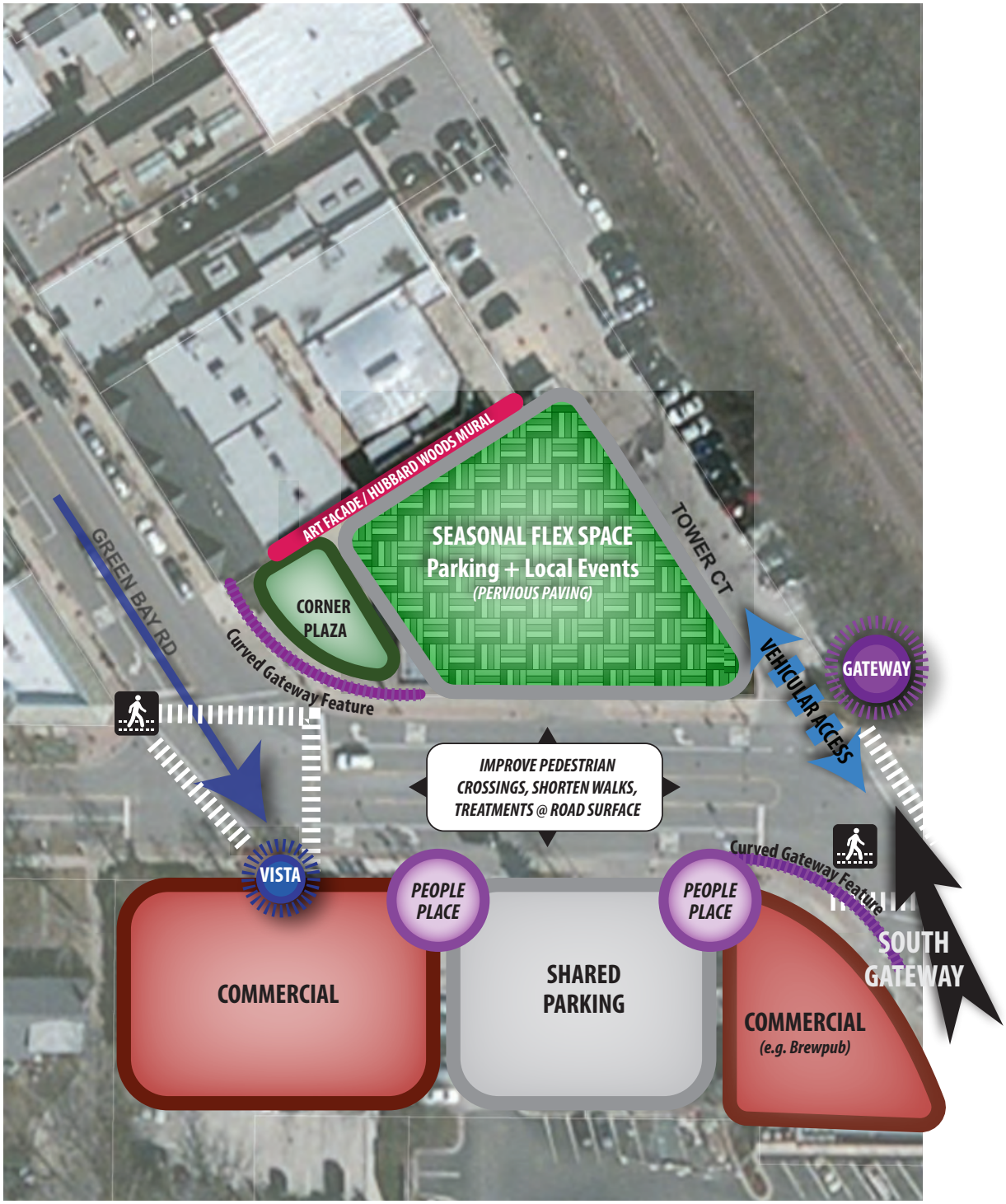
These are the existing site elements related to access, circulation and parking that must be considered relative to future development.

Pedestrian / Auto Circulation: The existing flow of traffic along Green Bay Road poses potential safety risks for pedestrians trying to cross Green Bay to access Hubbard Woods. Positioning parking on the northeast side of Green Bay (i.e. Seasonal Flex Space) will help mitigate this concern.

Green Bay Road S-Curve: The configuration of Green Bay Road at the south gateway of Hubbard Woods creates an S-curve. This unique pattern of infrastructure poses opportunities to accent the entry point via curved gateway features.

Parking: The existing parking lot on south side of Green Bay Road is permit parking 'Zone AC' - containing 55 spaces (64% typical occupancy).

Site 3 | Hubbard Woods - South



Hubbard Woods - South

PEOPLE PLACE — *Informal gathering node that is outdoors and may include pedestrian amenities such as benches, seating structures, kiosks, bicycle parking, and landscaping.*

The 'Seasonal Flex Space' is an attractively paved corner parking lot that can be used as an event space from time to time (i.e. farmers markets, art events, food trucks, etc.).

VISTA — *Prominent point / sightline for those traveling south on Green Bay Road.*

GATEWAY — *Southern entry point / boundary of Hubbard Woods.*

Site 4 | Hubbard Woods - North

GUIDING FORCES

Winnetka's Vision for Elm Street

What do people want to see...

"The Hubbard Woods business district is happening, active, and multi-generational. The area's complementary mix of specialty design stores, every day goods, coffee houses, and evening dining options draws nearby residents as well as those from surrounding communities. Hubbard Woods Park, located at the north end of the district, is a prominent focal point and gathering spot for families and nearby residents of all ages via its year-round festivals and programming. The look and feel of the district is similar to downtown Elm Street; the buildings display a mix of masonry, stone and historic influences. With sidewalks supported by bump-outs on the corners and select outdoor pocket patios, Hubbard Woods is a great spot in Winnetka to grab a coffee and window shop for unique goods or attend an event at the park followed by an evening sip and bite at a local brewpub."

The Built + Natural Environment

What physical factors exist...

These are the existing site elements, both built and natural, that must be integrated and considered to create successful development plans.

Hubbard Woods Park: Natural Amenity / Area Draw
Goal: Utilize/celebrate synergistic effects of the park renovation and the visitors it attracts.

Location: Northern Gateway / Green Bay Trail / Metra Station
Goal: Improve visibility, site aesthetics and wayfinding. Activate corner of Merrill and Green Bay.

Access + Circulation: Green Bay Road, Merrill Street, Tower Court, Metra
Goal: Provide safe access and circulation by pedestrians and motorists. Improve connectivity between park, Metra and surrounding destinations.

Parking Structure: Not understood / underutilized (~37%)
Goal: Enhance access to parking structure; provide clear signage that directs users to such.

Mix of Uses: Shopping District / Ground Floor Retail / Upper Floors Residential
Goal: Utilize/celebrate existing synergy of uses/energy/ped traffic.

Site 4 | Hubbard Woods - North

GUIDING FORCES

WINNETKA
DOWNTOWN MASTER PLAN

Market Findings

What are the market realities...

These are highlights from the market study that serve to inform what types of development may be most appropriate given the characteristics and location of the site.

Commercial: Additional commercial development could be supported on the Green Bay frontage. Tenants could include specialty retailers that fit into the "Design District" branding, convenience retail, or service businesses. Additional restaurants are also possible, including those that cater to families attracted to Hubbard Woods Park.

Residential: Proximate to the Metra station and the newly renovated Hubbard Woods Park, rental apartments geared primarily toward 25-34 year old householders could potentially be supported at this location. While market fundamentals suggest that current demand for new apartments is limited, support is expected to grow over a longer term development context (i.e., 5+ years). In this longer term timeframe, for sale condominiums could also find market support, particularly once Hubbard Woods is firmly established with new commercial and recreational amenities.

Transportation

What about access and transit...

These are the existing site elements related to access, circulation and parking that must be considered relative to future development.

Pedestrian / Auto Circulation: The flow of traffic around Hubbard Woods Park on Green Bay Road, Tower Court and Merrill Street poses potential safety risks for pedestrians and park goers, especially children. Clear crossings and design parameters need to be integrated to mitigate such.

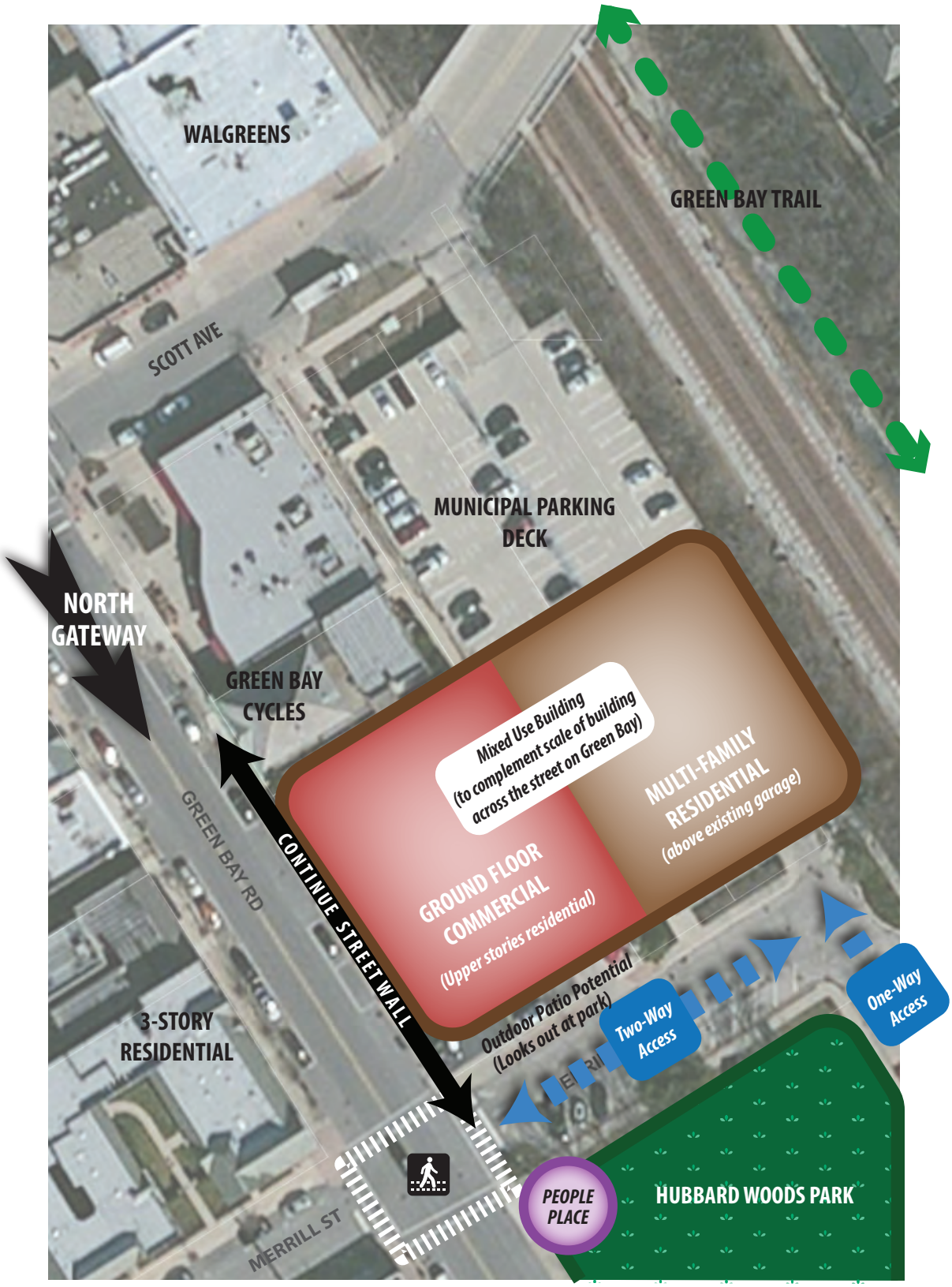
Parking Structure 37% Occupied: Merrill Street is currently one-way going west, which makes accessing the parking structure more difficult. Opening Merrill up to two-way traffic will enhance access to the parking structure and provide park visitors with an obvious place to park; wayfinding signage needs to be added.

Hubbard Woods Metra Station: Support planned renovations / funding on hold.

Bicycle Traffic: Cyclists travel into Winnetka via Scott Avenue, west from Sheridan Road; need to consider bike parking / accommodations. Enhance wayfinding and access from Green Bay Trail. Consider opportunities for bike amenities as part of improvements to the Metra Station.

Bump-Outs / Pocket Patios: Sidewalks can be widened through the use of bump-outs and pocket patios. On-street parking should be maintained to calm traffic and provide a buffer between pedestrians.

Site 4 | Hubbard Woods - North



Hubbard Woods - North

PEOPLE PLACE

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