



VILLAGE · OF · WINNETKA

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Downtown Master Plan Steering Committee Meeting

**Monday, July 25, 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, July 25, 2016 at the Winnetka Village Hall, 510 Green Bay Road (Council Chambers), Winnetka, Illinois, beginning at 7:00 p.m.

Agenda

1. Greetings & Agenda Overview
2. Review & Approve Meeting Minutes
 - a. October 12, 2015
 - b. October 26, 2015
 - c. November 30, 2015
 - d. December 16, 2015
 - e. January 25, 2016
 - f. February 29, 2016
 - g. March 28, 2016
 - h. April 25, 2016
3. Review of Draft Master Plan Components – Part 2:
 - a. Land Use Plan
 - b. Urban Design Plan
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.

DRAFT

DOWNTOWN MASTER PLAN
OCTOBER 12, 2015 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Bill Krucks
Scott Myers
Steve Hudson
Ian Larkin
Jim Gordon

Steering Committee

Members Absent:

Jon Talty
Tina Dalman
Bob Winter

Community Organizations Group

Members Present

Harry Grace
Greta O'Keef
Terry Dason
Heather Smith
Matt Bradley
Trish Kocanda
Rose Selker
Betsy Landes
Ann Sharp
Dorsey Gordon
Allison McNally

Design Character Group

Members Present

Penny Lanphier

Business Districts Group

Members Present

Bill Leske

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Real Estate Group
Members Present

Steve Livaditis

Property Owners Group
Members Present

Cliff Zimmerman

At-Large Group
Members Present

Kristin Ziv

Richard Pierce

Mike Nielsen

Dan Streif

Visitors

Jennifer Hull*

Teska

Michael Blue

Scott Goldstein

Erin Cigliano

Goodman Williams Group

Linda Goodman

Zach Lowe

Sam Schwartz Engineering DFC

Mark De la Vergne

Kelly Connolly

Village Staff:

Robert Bahan, Village Manager

Megan Pierce, Assistant to the Village Manager

Michael D'Onofrio, Director Community Development

Brian Norkus, Assistant Director Community Development

LoriAnne Weaver, Administrative Assistant, Community Development

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The meeting started at 6:00pm with two groups taking walking tours of the East and West Elm Street Districts which were led by a member of the Teska Group and a Village representative.

Welcome

Gene Greable thanked everyone for coming to the kickoff of the Downtown Master Plan process and for the generous donated time. He introduced the members of the Steering Committee and the other staff present.

Meg Benson, the Chair of the Steering Committee, stated her main goal was transparency. She said that the Working Groups should be ambassadors by talking to as many people as possible and encouraging them to talk about the plans.

Introductions

Everyone present introduced themselves and gave a brief description of their experience.

Review of Project

Michael Blue, the project manager from Teska, introduced himself. He explained that they hope to have a significant amount of resident participation in the development of the Downtown Master Plan process. He explained the scope of the project, including the following key elements: markets, traffic and parking, redevelopment, infrastructure, land use and the regulatory process, and implantation. Also, he stated the beginning of this process is collecting information.

Small Group Discussions

Five smaller groups were formed and asked to respond to the following three questions:

-What are the greatest assets of the Elm Street District?

Overall Themes: • Attractive architecture, charm, appearance, scale • Variety and mix of retailers and unique merchants • Access and walkability • Post Office Site

Group 1-Architecture and uses / Good mix of retail, restaurants and offices Heart and soul of community / Pleasant Environment Access – Walkability, train stations, accessible parking

Group 2-Scale of buildings / consistent, high-quality architecture on both sides of tracks / “Has all the stops” Welcoming, softening appearance – Buildings, streetscape, parks, sidewalks, trees, etc. Free parking – Balanced relative to demand versus need

Group 3-Redevelopment of Post Office Site Diversity of retail - Grand Food, Chestnut Court, Coffee Shops, Laundry Mall / Quality architecture Access – Train station and parking

Group 4- Compact, walkable, attractive district with a variety of stores Independent, unique retailers with the opportunity for more food and beverage Parking is good – Balanced relative to demand versus need

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Group 5-Independent shops, restaurants and coffee shops -- -intriguing appearance with charm 2
Access to transit – Metra Post Office Site

-What are the greatest challenges facing Hubbard Woods?

Overall Themes: • Parking and traffic along Green Bay • Vacancies • Lack of cohesion / mix of uses

Group 1-Heavy traffic, especially at Tower and Green Bay Road Parking – Not enough in the right spot Lack of gathering places / Vacant Storefronts

Group 2-Difficulty of movement / Parking - On-street Green Bay road, lot and periphery Supply and demand – Not enough retailers for vacancies / Few “need” stores, more specialty Lacks strong theme – Design district? / Unanchored and disconnected / No signage

Group 3-Parking, traffic, parking garage and lack of foot traffic Vacancy rate / Cost of occupancy Obsolete buildings - No family restaurants

Group 4-Quality of streetscape along Green Bay – Narrow R.O.W lacks pedestrian amenities, IDOT hold-ups Need for more complimentary uses with staying power / lack of food and beverage Infrastructure issues, stressful parking, deteriorating train station

Group 5-Vacancies, including vacant land, aging train station No central theme or thread through district – lack of cohesion, restaurants, coffee shops Difficult wayfinding – Parking deck, tower court alley

-What are the greatest needs of Indian Hill?

Overall Themes: • Lack of identity • Address high school population • Safety and connectivity of street crossings at Green Bay and Winnetka

Group 1-Streetscape improvements PR and branding Retail east of the railroad

Group 2-Stores don't tailor to New Trier students / Doesn't feel like a district – busy intersection Pedestrian relief and safety at intersection of Green Bay and Winnetka

Group 3-Lack of character / doesn't look like Winnetka Lack of commercial development to attract people Needs rezoning for multi-family, mixed use and parking

Group 4-Not inviting or walkable - improve safety via the connectivity of sidewalks Factor in the high school – student population, desired uses, foot traffic, parking demand, etc. Lack of identity / gateway – no sense of arrival / blurred line between Kenilworth

Group 5-Lack of identity at south entry Failure to take advantage of student population More attention to pedestrian crossing at Green Bay and Winnetka

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Next Step

Mr. Blue thanked everyone for their participation. He promoted the Winnetka business cards that direct people to the Downtown Master Plan website. He, also, encouraged everyone to take their friends on the walking tours of the three districts.

Adjournment

The meeting was adjourned at 8:50pm

DRAFT

DOWNTOWN MASTER PLAN
OCTOBER 26, 2015 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Bill Krucks
Scott Myers
Steve Hudson
Ian Larkin
Jim Gordon
Jon Talty
Tina Dalman
Bob Winter

Community Organizations Group

Members Present

Harry Grace
Greta O'Keef
Terry Dason
Ann Sharp
Laurie Petersen
Linda Yonke
Amber Farashahi
Bethany Crocker
Mary Hastings
Tim McCabe
Kim Ronan

Teska

Michael Blue
Erin Cigliano

Goodman Williams Group

Linda Goodman
Zach Lowe

Sam Schwartz Engineering DFC

Mark De la Vergne

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D’Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development
LoriAnne Weaver, Administrative Assistant, Community Development

Working Group Meeting – Community Organizations

The meeting started at 5:40pm. Michael Blue thanked everyone for coming and for their time and stated that part of the Downtown Master Plan is to hear from entire community.

Mr. Blue stated that there are three big districts in Winnetka – Indian Hill, Hubbard Woods, and Elm. He asked the group to discuss the unique qualities of each district and what should be emphasized and which should be fixed. Following are the highlights from the Working Group Discussion:

Downtown Elm Street

- East Elm and West Elm are generally perceived as two districts, not one.
- Need for better connectivity between East and West Elm.
- Would like to see more options in uses, especially food and drink options.
- There are vacancies that need to be addressed.
- Need for more outdoor gathering places and options for teenagers / kids.
- Downtown is aesthetically pleasing but could be more functional and vibrant relative to uses and activities.
- Need a better diversity of shopping options that cater to the “essentials” rather than “specialty” Needs.

1. Priority #1: Make it a more inviting district.
2. Priority #2: Enhance streetscape to be more attractive.
3. Priority #3: Ensure downtown is the main hub of Winnetka.

Hubbard Woods

- You “go” to Hubbard Woods, you don’t “stay”.
- Street trees are present but they don’t buffer traffic enough.
 - The combination of parallel parking with the narrow sidewalk and street trees make you feel blocked in.
- On-street parking is stressful and the parking deck is not well utilized.
- The park is beautiful but not frequented as much as it should be – hopefully renovation changes such.
- There are a lot of vacancies that need to be addressed.
- Window shopping is great, the walking part – not so much (narrow sidewalks).

1. Priority #1: Include more food and beverage options.

2. Priority #2: Improve the streetscape to the extent possible.
3. Priority #3: Market the area as a Design District – HWDD.

Indian Hill

- The boundary between Kenilworth and Winnetka at Indian Hill is unknown; gateway signage should be integrated.
- The area is unlike any of the other districts or place in town.
- The east side of the district is the train tracks, limited opportunities.
- The presence of New Trier and high school students needs to be acknowledged and better planned for.
- Consider the possibility of redeveloping the Metra parking area with a structure that houses parking and has ground floor retail.
- Parking is a major issue for students and commuters.
- The district is not stroll-worthy.

1. Priority #1: Consider New Trier students / afterschool activities / evening hours
2. Priority #2: Enhance gateway signage
3. Priority #3: Address Parking

Steering Committee Meeting – Existing Conditions

This meeting was called to order at 7:10pm.

Greetings & Agenda Review

Chair Meg Benson thanked everyone for coming and had the Steering Committee members introduce themselves as well as the others members and staff present. She then asked the Working Group representative to present its findings.

Summary of Community Organizations Working Group Discussion

Heather Smith and Terry Dason presented the finding of the Community Organizations Working Group. See the findings listed above in summary of Working Group meeting.

Mr. Blue commented that he districts seemed to need reasons for being – places to go, restaurants, places for families. He said the districts need to be celebrated and that they are something special.

Gwen Trindl asked what “inviting” means in terms of the hopes and dreams for Winnetka.

Ms. Dason and Ms. Smith answered that it means having places to go to lunch and then walk around or gather, offering Glencoe as a good example of having restaurants, good walkability, and being well-rounded.

Presentation: Districts’ Existing Conditions Report by Consultant Team

Mr. Blue began the report on the existing conditions, starting with land use and zoning. In the Elm district, the commercial is focused around Elm, Chestnut, and Lincoln with residential at the edges. He said the retail overlay was designed to maintain the pedestrian feel of shopping. Also,

the Village has updated the zoning restrictions this, raising the heights, permitting broader uses, and changed the approval process.

In Hubbard Woods, Mr. Blue said there is a great deal of mixed-use buildings which is evident during the walking tours. He said Tower Road is a real divider and that the zoning (C-2 and the overlay district) protect the retail focus at street level.

Mr. Blue continued that Indian Hill is very different in terms of land use – only one-sided. Also, Winnetka Avenue bisects the district; the zoning is C-1.

Bill Krucks commented that Indian Hill does not have the overlay.

Teska's Erin Cigliano continued with a discussion of the urban design and streetscape of the districts. She stated this is the physical appearance of the streets, sidewalks and buildings. For the Elm Street district, she mentioned the width of the sidewalks, the landscaping, lighting and the signage. She commented on the mostly Tudor style of the architecture and that the streetscape accommodated multiple uses – seating, benches, trash cans. She also noted the breezeways, porticos, and Chestnut Court. She noted the natural areas (Dwyer Park and Station Park) that offer areas of escape. She mentioned that there is potential for growth with the post office site and, also, the disconnect between East and West Elm.

Gene Greable asked why Winnetka has two sections – East and West Elm.

Cigliano responded that there are three main reasons that contribute to the two separate sections: 1. Crossing Green Bay Road is a far distance; 2. Unfavorable weather conditions; 3. Size of the intersection. She added that this is one of the answers they hope to get in their study.

Cigliano continued with a review of Hubbard Woods. She mentioned that all the buildings have similar architecture, setbacks, and storefronts. Also, there is parallel parking on both sides and very narrow sidewalks. She added that it is the northern gateway into Winnetka and it could use more signage.

Cigliano began talking about Indian Hill. She said it has more auto traffic and heavy pedestrian traffic due to the school. Indian Hill has hidden urban escape with Indian Hill Park and the Green Bay Trail.

Mr. Blue continued with the transportation considerations. He noted that the number of different signs makes parking challenging, both to decipher and to enforce. He, also, said that making the signage legible and easy to follow is an easy fix. He said parking in Indian Hill works well; in Elm, parking is available; and in Hubbard Woods, parking is unique. Hubbard Woods has an underutilized parking structure.

Linda Goodman and Zach Lowe with Goodman Williams Group gave an overview report of the village demographics, including the median age of 44.7 years, 3 persons per household, mostly owner-occupied dwellings, and a stable population of 12,270 people. There is a large drop off at

25-44 years old. Zach added that this might raise the question can younger households afford to live in Winnetka.

Ms. Goodman added that there seems to be a need for more restaurants and family-oriented businesses.

Please see attached Winnetka Downtown Master Plan Existing Conditions document.

Steering Committee Discussion Regarding Existing Conditions

Chair Benson asked the Steering Committee what else they wanted to know. Following is a summary of their responses:

1. Bill Krucks – Economics – are you going to determine our leasing rents vs. neighboring communities? Quality of existing commercial spaces?
2. Jon Talty – Breakdown of spaces/storefronts – what is the split between services and retail? What is a healthy mix? What is our target? Who do we want to attract?
3. Jim Gordon – What is our (Winnetka’s) problem? Why have the businesses left? Solid explanation of why we have what we have now.
4. Bob Winter- what is unique to each business area?
5. Bill Krucks – are you going to look at building accessibility?
6. Gwen Trindl – is the size of the stores a deterrent? Too small?
7. Jim Gordon- what will it take to get existing owners to invest in their own buildings?
8. Ian Larkin – do you have enough previously-gathered information with which to work?
9. Gene Greable – why are we in the predicament we are in? Need to understand why we are here.
10. Jon Talty – need Teska to tell us what to be to be the best Winnetka we can be. Establish our identity. What can we be? How do we sustain it?
11. Scott Myers – what is the impact of the changes? Do we want to do it?

Public Comment

Jim Sayegh spoke about things he thinks stop progress, including parking and sales tax.

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Patrick O'Neill added that rents are very high and restaurants have a high failure rate.

Gary Frank added that we should build off of the idea of a Winnetka for Winnetkans.

Adjournment

The meeting was adjourned at 9:35pm

DRAFT

DOWNTOWN MASTER PLAN
November 30, 2015 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Bill Krucks
Scott Myers
Steve Hudson
Jon Talty
Tina Dalman

Steering Committee

Members Absent:

Jim Gordon
Ian Larkin
Bob Winter

Community Organizations Group

Members Present

Terry Dason

Business Districts Group

Members Present

Patrick O'Neill
Louie Alexakis
Vickie Hofstetter
Pat Berwanger

Visitors

Carol Fessler
Mirani

Teska

Michael Blue
Erin Cigliano

Goodman Williams Group

Linda Goodman
Zach Lowe

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D’Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development
LoriAnne Weaver, Administrative Assistant, Community Development

Working Group Meeting: Business District Member

The meeting started at 5:22pm.

Mike Blue began the meeting by explaining that Winnetka has three very unique business districts which need to be evaluated, understood, and respected for their differences.

Each member present gave their name and business affiliation. Louie Alexakis stated that he owns AVLI in the Laundry Mall and is a Winnetka resident. Patrick O’Neil added that he has three restaurants in Winnetka, O’Neil’s, Trifecta, and Little Ricky’s. Vickie Hofstetter stated that she owns Oui Madame. Pat Berwanger added that she owns the Village Toy Store and is a Winnetka resident.

Mr. Blue said the group would be delving into all three of the business districts. He started with the Elm Street district and read the description. He asked for thoughts on the statement.

Ms. Hofstetter said it sounded more like east Elm than West Elm.

Ms. Berwanger said that she loves the Tudor style; it says Winnetka.

Mr. Alexakis said it was a good description and that we need to give people a reason to hang out in downtown Winnetka. He said people used to stroll more and you don’t see much window shopping. Also, he said the parking needs better wayfinding signage.

Patrick O’Neil added that Winnetka needs to be a destination town.

Ms. Berwanger said Winnetka used to be like that; now, more women work and more people shop on the internet. She said people use the local expertise and then buy it on the internet. Also, she said the downtown needs better lighting.

Mr. Blue asked if they felt people will walk to get to their destinations. The response was “not too far” and “people drive”.

Mr. Blue continued with the Hubbard Woods description.

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Mr. O'Neil said that Hubbard Woods used to be artsy and an antiques place; it may pick up with the park improvements and Mrs. Green's.

Ms. Hofstetter said the rents are very high and it is killing the stores. Also, it is a nice place to stroll if you are lucky enough to find parking.

Mr. Blue asked about the Hubbard Woods Design District. The group said they were not that aware of it.

Mr. Blue asked about the park; is it a draw.

Mr. O'Neil stated that it is underutilized, except for hockey. Also, that the music is successful.

Mr. Blue read the Indian Hill description. He said it was auto-oriented and that New Trier High School was a main draw. He asked if it even is a district. Most said no that there is nothing there except services.

Mr. Alexakis commented that there are 3,000 students and that there could be something for them. There is opportunity but the rents are too high.

Erin Cigliano added that there might be residential opportunity and a gateway signage opportunity.

Mr. Blue thanked everyone for their participation.

Steering Committee Meeting

Meg Benson called the meeting to order at 7:00pm.

Greetings & Agenda Review

Chair Benson started the meeting by saying that it was a fact gathering night.

Summary of Business Districts Working Group Discussion

Louie Alexakis gave an overview of the working group discussion. He started with the Elm Street district saying that it should be stroll-worthy, needed better wayfinding signage for parking and shopping, and that it is the main hub of Winnetka with broad variety of retail, restaurants, and services.

Mr. Alexakis continued with the overview of Hubbard Woods. He said there needs to be a reason to draw people to Hubbard Woods and to bring people from outside Winnetka. Parking is an issue and the parking garage is underutilized; it is a specialty district.

Mr. Alexakis finished with discussing Indian Hill. He said most felt it is a service district. It is high school-oriented and a gateway to Winnetka.

Mr. Alexakis added that the Business Districts Working Group felt that better support for local businesses was needed; the Village needs to try to get more people to come to town and to stay in town.

Chair Benson thanked Mr. Alexakis for the summary.

Presentation & Discussion of Market Analysis Highlights

Mr. Blue began by saying the November 16th Open House was a great event with lots of engagement; attended by 35-40 people. There was a lot of discussion and participation. The open house was a time to gather ideas on the visions for each district.

Gene Greable asked about the percentage of vacancies in Winnetka and how it compares with the surrounding areas. Also, he asked about the age of the buildings in Winnetka and how much money has been spent on these buildings.

Linda Goodman, with the Goodman Williams Group, responded that although Mr. Greable's questions were not in her scope of work, these things are important.

Ms. Goodman presented the commercial data and Zach Lowe presented the residential findings on the market analysis, reviewing each point.

Public Comment

Chair Benson asked for any audience comments.

Carol Fessler introduced herself and mentioned that she is running for Village trustee. She said she has been speaking with younger families and that they are frustrated with the downtown area.

Mr. Blue said that it is a catch 22. The Village has physical spaces that are functionally obsolete; the landlords don't get money in to cover the costs of bringing the buildings up to code.

Adjournment

The meeting was adjourned at 9:50pm.

DRAFT

DOWNTOWN MASTER PLAN
December 16, 2015 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Bill Krucks
Steve Hudson
Ian Larkin
Tina Dalman

Steering Committee

Members Absent:

Jim Gordon
Scott Myers
Jon Talty
Bob Winter

Community Organizations Group

Members Present

Matt Bradley
Greg Kurr
Matt Hulsizer

Business Districts Group

Members Present

Bill Leske

Design Character

Penny Lanphier

At-Large

Kristin Ziv
Dan Streif
Wes Baumann

Visitors

Carol Fessler

Teska

Michael Blue
Erin Cigliano

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D’Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development
LoriAnne Weaver, Administrative Assistant, Community Development

Working Group Meeting: Residents at Large

The meeting started at 5:20pm.

Michael Blue with Teska introduced himself and explained that the objective of the meeting was to review the vision statements for the three business districts and to refine them.

Mr. Blue handed out a sheet with the Elm Street vision statement and asked the working group to read it. He asked if the statement was accurate; did it say what they wanted the business district to be. He asked if the Elm Street district is one or two districts.

Kristin Ziv commented that it is one large district, but the town is not stroll-able and there is nothing to pull people across Green Bay Road.

Dan Streif said the central business district is Elm Street and the train is irrelevant.

Mr. Blue added that the 2020 Plan talked of four business districts with Elm being one big district with two big barriers – Green Bay Road and the railroad tracks.

Matt Bradley said that Green Bay Road is not bad in Hubbard Woods because it is only two lanes; it is much more intimidating at Green Bay Road and Elm Street. He added that the vision statement mentions lingering people and that is not currently happening. Also, the post office blocks a beautiful view.

Mr. Blue asked about the vibrancy part of the vision statement.

Mr. Streif said that no moves to Winnetka for its vibrancy; he said the high school is the key along with recreational activities.

Mr. Bradley commented that Winnetka shouldn’t aspire to be a vibrant downtown like Evanston; Winnetka is not an 18-hour town, nor is it cutting edge or a destination.

Ms. Ziv stated that vibrant might apply to different times of day – restaurants at night.

Mr. Blue asked if it is okay that Winnetka is for only Winnetka residents or do we need to attract outsiders.

Ms. Ziv answered yes it is important for the economics of the village.

Mr. Bradley added that the village is not necessarily self-sustaining; there are far too many vacant buildings. He said Winnetka residents aren't doing enough to keep the stores open.

Mr. Blue asked how important is the scale of the buildings and are taller buildings and architectural style important in the future scale of downtown.

Mr. Streif stated that three stories would be preferred.

Ms. Ziv added that the Village Council already raised the height to 45' (4 stories) and that not everything is going to get raised at once.

Greg Kurr stated that the businesses do need density to support them and that architecture does come into play.

Ziv, Bradley, Streif, and Bill Leske all agreed that the architecture should be complimentary to the Tudor style.

Mr. Blue asked what word should replace vibrant in the statement.

Mr. Bradley, Mr. Streif and Mr. Bauman offered up the word diverse.

Mr. Kurr said active and inviting.

Mr. Leske said busy.

Mr. Blue directed the conversation to the Hubbard Woods business district.

Mr. Streif said Hubbard Woods is attractive to young people with the renovated park.

Mr. Blue asked if the height could be increased.

Mr. Streif and Mr. Bauman said no that it would close off the street and make it feel even more canyon-like.

Mr. Leske stated that the park should be the main focus with more places to take kids.

Mr. Bauman asked why the businesses are leaving.

Mr. Bradley responded that a small number of owners are not taking care of the buildings due to taxes.

Mr. D'Onofrio replied that there are individual reasons for each place that goes out.

Mr. Bradley suggested that the available parking in Hubbard Woods be woven into the vision statement.

Mr. Blue moved the discussion to the Indian Hill business district; he asked if New Trier High School was the lead.

Mr. Leske commented that there are only two places for high school kids and their parents to go eat; he asked what can be done to make it more of a daytime destination.

Mr. Blue talked about adding a gateway, something bag and pretty, that would let people know that they have arrived someplace special.

Mr. Leske and Mr. Bauman added that the buildings are non-distinct and that Indian Hill lacks character.

Steering Committee Meeting

The meeting was called to order at 7:05pm.

Greetings & Agenda Review

Meg Benson welcomed everyone.

Summary of Residents At-Large Working Group Discussion

Kristin Ziv gave an overview of the working group discussion, reviewing each of the vision statements

Develop Draft Business District Vision Statements

Mr. Blue explained how the vision statements were formed and that the statements were meant to be aspirational. He read the Elm Street vision statement.

Tina Dalman suggested that complimentary architecture be embraced.

Chair Benson added that it should be flexible and not locked into any one thing.

Gwen Trindl said the architectural style should be compatible and enhance the charm of the Village, not lose the existing character.

Bill Krucks stated the whatever it is it needs to fit in visually with what is here.

Ms. Dalman added that the Village needs to have tools that are flexible and work.

Gene Greable asked why everything is still the same.

Ms. Dalman replied that the comprehensive plan is a strict template that is not flexible; developers look at it and stray away.

Mr. Blue stated that vibrant didn't seem to be the right word in the vision statement and asked what other word would be good.

Ian Larkin added that the village is far from vibrant and would never get close to it.

Chair Benson said she likes vibrant; it draws people to the downtown area. She added that the family should include all ages.

Ms. Dalman said teenagers need to be included, too.

Mr. Blue asked if the vision statement needed to include the municipal area idea.

Steve Hudson said yes, people use it.

Mr. Blue asked what uses should be at the forefront.

Mr. Hudson said there is a need for increased density.

Chair Benson suggested said it should be mixed use and include apartments and condominiums.

Mr. Blue directed the conversation to the Hubbard Woods business district.

Ms. Dalman stated that the biking culture is huge and the Hubbard Woods is the gateway to Tower Road and the beach.

Ms. Benson agreed and added that there needs to be better accessibility to the shopping from the Green Bay Trail.

Mr. Larkin said the statement needs to address all of the demographics – multigenerational.

Ms. Benson suggested that brew pub be replaced with concept.

Mr. Blue asked about the importance of the Metra Station.

Ms. Benson stated that the train station was in a state of disarray; it is important for the festivals in the park.

Ms. Dalman said the station should be revamped and beautified.

Village Manager Bahan mentioned that Metra had a budget for some repairs to the Hubbard Woods train station.

Ms. Dalman said that flexible statements would mean more developers.

Mr. D'Onofrio said that predictability is important to developers.

Mr. Blue directed the conversation to the Indian Hill business district. He said the general consensus is that it is what it is.

Ms. Dalman said the Village can do better; Indian Hill has a large daytime population and teens have money to spend. There should be better services available to them.

Mr. Larkin mentioned the draw of outsiders brought in by the high school.

Ms. Trindl and MR. Krucks both said a sign or gateway is needed to announce where you are and to show pride in the community.

Public Comment

Penny Lanphier, a resident, stated that there needs to be more places for kids to go. Also, she said the village is not capturing all the students and families that pass thru every day to all the schools. She mentioned that Dwyer Park is packed during the day; need to make the village more of a destination. Also, she said the high quality of the Tudor-style buildings is what is important.

Adjournment

The meeting was adjourned at 9:15pm.

DRAFT

DOWNTOWN MASTER PLAN
January 25, 2016 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Bill Krucks
Scott Myers
Steve Hudson
Ian Larkin
Bob Winter
Jon Talty
Tina Dalman

Steering Committee

Members Absent:

Jim Gordon

Community Organizations Group

Members Present

Terry Dason

Business Districts Group

Members Present

Developers/Real Estate Group

Members Present

Tom Eilers

Visitors

Barbara Hall
Penny Lanphier

Teska

Michael Blue
Erin Cigliano

Goodman Williams Group

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D'Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development

DMP Minutes
January 25, 2016

LoriAnne Weaver, Administrative Assistant, Community Development
Denise Dahl, Economic Development Coordinator
The viewing of the vision statements started at 6:10pm.

Mike Blue, of Teska, greeted everyone and gave an overview of how the vision statements were developed. These steps included: due diligence (reviewing previous plans and policy), input from the Steering Committee and the Working Groups, input from the website, and information gathered at the events and open houses that were held.

Mr. Blue continued explaining that the vision statements are the future of the business districts. He added that there is a lot of consensus on what Winnetka wants to see.

Steering Committee Meeting

The meeting was called to order at 7:05pm.

Greetings & Agenda Review

Meg Benson welcomed the group and reviewed the agenda.

Approval of Business District Vision Statements

Mr. Blue began by making a clarification about the visions statements. He said the statements are meant to be aspirational – not what the districts are now, but what the village is looking to accomplish.

Scott Myers stated that in the Elm Street vision statement, he didn't envision a post office in the Municipal campus and by not stating anything about service businesses; it insinuates that the retail overlay will remain in place.

Chair Benson said she read it differently and that the statement was appropriately general.

Gwen Trindl added that the statement should emphasize the district's uniqueness.

Presentation & Discussion of Parking and Transportation Highlights

Kelly, with Sam Schwartz Engineering, presented their findings on the transportation analysis; mentioning things like the median age is 45 years old, 54% drive, and 28% use public transportation.

Kelly mentioned how the parking garage is under-utilized at only 37% occupied (85% is the benchmark). Parking in all three districts at the peak lunch hour is in the top bracket (85%-100%). She said a friendly parking system encourages walking.

Mr. Blue said the sidewalk is the path that connects the districts. He asked why people don't cross Green Bay Road and if it was more pleasant, would people cross.

Gwen Trindl commented that the intersection is not inviting with taxi cabs sitting there.

Tina Dalman mentioned that the intersections in Wilmette are much friendlier.

Kelly moved onto biking. She asked if biking was a priority.

Ms. Dalman said there is no place to park bikes.

Ian Larkin said the impression people have is that Winnetka is not a bike-friendly town. He asked if it ever was.

Ms. Trindl added that there needs to be better access from the bike path on the Green Bay Trail to the business districts.

Bill Krucks said the kids need to be kept off the roads by the schools.

Chair Benson said that more parking may need to be sacrificed.

Scott Myers mentioned that car ownership trends for the next 15-20 years should be taken into consideration.

Kelly steered the conversation to the discussion of district issues.

Mr. Myers said there are underdeveloped categories that could be vibrant if outside people were brought in; these external shoppers would need places to park.

Chair Benson said the top priorities are bringing people in and making the village walkable to keep them here.

Steve Hudson asked where all the people would park if all the stores were filled.

Tina Dalman asked about the employee parking and if the lot by McDonalds could be filled first.

Chair Benson said that people don't know about the parking garage; there is no signage.

Michael D'Onofrio stated the village is working on a signage program that would identify off-street parking.

Mr. Larkin suggested that the village work with the shops and the patrons to tell them where to park.

Kelly said that the diagonal parking on Elm Street is a Winnetka thing and is fairly unsafe especially with bike lanes.

Chair Benson stated that she would be willing to give up diagonal parking to get bike lanes and bigger sidewalks.

Mr. Myers asked if the parking at Indian Hill train station could be expanded.

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Mr. Krucks commented that there are no signs directing you to New Trier High School.

Public Comment

Terry Dason, of the Winnetka Chamber of Commerce and the BCDC, commented that Mrs. Green's has brought a lot of people to Merrill where there is no light causing a dangerous situation. She added that when Hubbard Woods Park is open, there would kids in the mix, too.

Adjournment

The meeting was adjourned at 9:35pm.

DRAFT

DOWNTOWN MASTER PLAN
February 29, 2016 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Bill Krucks
Scott Myers
Steve Hudson
Jon Talty
Tina Dalman

Steering Committee

Members Absent:

Jim Gordon
Ian Larkin
Bob Winter

Real Estate

Members Present

Bob Horn
Steve Livaditis
Warren James

Teska

Michael Blue
Erin Cigliano

Goodman Williams Group

Linda Goodman
Zach Lowe

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D'Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development
LoriAnne Weaver, Administrative Assistant, Community Development

Working Group Meeting – Development and Real Estate

The meeting started at 5:20 pm.

Michael D'Onofrio thanked everyone for coming and participating.

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Mike Blue gave a brief overview of the work thus far in preparing the Downtown Master Plan, including community engagement to determine what the community wants to see. He said that at this checkpoint, he hoped to get the group's thoughts on the current ideas for the plan.

Steve Livaditis said that people want to live in a certain area and Winnetka can only have so much.

Linda Goodman stated that there is potential in Winnetka, but it is not unlimited; she said \$40 million has currently been spent elsewhere.

Mr. Blue said residents have talked about bringing traffic to Winnetka.

Warren James stated it should not be about bringing people into Winnetka, but about keeping people in Winnetka. He said people have left because they can't find the form housing they want.

Bob Horn said dining is the issue right now; he said Winnetka has been going backwards. Also, he said townhouses would be in greater demand than people think.

Ms. Goodman said there are concerns that it is difficult for young families to afford entry-level housing in Winnetka.

Mr. James mentioned that the schools are the draw.

Mr. Blue said that from a design standpoint, people want a few places to go.

Mr. Horn said younger people are looking for experiences and will go elsewhere if Winnetka can't provide them.

Mr. Livaditis said there are limits to what can be done due to geography.

Mr. Horn said the lake cause Winnetka to be only one half of ring that retailers are looking for when choosing a location. He said that property owners think their property is more valuable than it is.

Mr. Blue began the discussion of the proposed site redevelopments. He started with the post office site.

Ms. Goodman explained the concept as being 15,000 square feet of retail with parking and residential above the retail.

Mr. Livaditis said that it seemed reasonable and manageable.

Mr. Horn said it was very digestible, built to scale.

Mr. James said that parking and the cost of parking is essential.

Mr. Blue asked what is important to the Village and what does it want.

Mr. Livaditis commented that more restaurants requires better parking.

Mr. Horn added outdoor dining is important.

Mr. Blue directed the conversation to Hubbard Woods. He showed a plan that proposed residential rental units above the Scott Street parking deck. He said it would be great for young families as it is near the park and train.

Mr. James stated that it would be complex and challenging to construct.

Mr. Blue directed the conversation to the south end of Hubbard Woods, stating it is lacking gateways and vistas.

Mr. Horn said the idea was a fantasy as it is all private property; he said the best redevelopment is the McDonald's land and their parking.

Mr. James was concerned about the traffic issues associated with creating green space.

Mr. Blue responded this plan incorporated the s-curve and celebrates it.

Mr. Horn expressed concerns about the traffic conflict with pedestrians.

Ms. Goodman said the s-curve would be made more appealing.

Mr. Blue stated the plan extends commercial south of the s-curve.

Mr. Horn and Mr. Livaditis both said more commercial wasn't needed.

Mr. Horn said better medical offices are needed in the commercial district.

Mr. Blue concluded that the Hubbard Woods South plan was not favorable.

Mr. Blue directed the conversation to the north end of the Elm Street district. He said that with Grand Foods and adequate parking, this area is suitable for multi-family residences. He said the gateway idea is to get people to see into downtown.

Mr. Livaditis asked what the impact on the town would be.

Mr. James liked the idea of doing something in this area. He said if you provide the product, people will move into them.

Steering Committee Meeting

The meeting started at 7:05pm.

Greetings & Agenda Review

Chair Benson welcomed everyone, reviewed the agenda and introduced Mike Blue.

Discussion of Preliminary Development Scenarios

Mr. Blue explained that the plan is at a checkpoint in its development. He said that four development scenarios in Winnetka would be presented and discussed. He said the scenarios would help translate the vision into some physical development. He, also, hoped to find some consensus on the ideas.

Chair Benson added that the ideas are strictly conceptual.

Mr. Blue explained that the sites were picked because they serve as examples to explain and support the vision. Also, the sites do have realistic potential for development and include multiple districts.

Mr. Blue began the discussion with the post office site, explain it is a “100% corner” or a main retail activity corner in downtown. He said the scenario shows room for more retail (15,000-17,000 square feet), parking, and adds vibrancy with plazas, seating , and informal gathering spaces.

Gene Greable asked if the idea wasn’t perpetuating the small store problem we already have.

Mr. Blue said some of the spaces, particularly the corner spots, would be for restaurants.

Tina Dalman said the post office area is very important and could have a lot of uses, including an educational use.

Scott Myers asked what the village’s objective is - financial or development– maximize money or less for something nice or attractive to more young families.

Chair Benson stated the Steering Committee’s job is to make recommendations to the Village Council.

Mr. Myers said the last time the post office was discussed people were polarized – either all public or all retail.

Mr. Blue added that these ideas star to form an RFP for the site. These ideas help to determine if the right things are being considered and if all the questions been attended to.

Ms. Dalman stated that a pedestrian plaza is very important.

Jon Talty added that the park should be engaged in a better way.

Gwen Trindl remarked that the property has not been looked at as a profit source, but as something to benefit the commercial area.

Steve Hudson added that there should be more room for wider sidewalks.

Mr. Blue directed the discussion to the second site – Downtown North, Spruce and Green Bay Road. This scenario enhances the vista and gateways into the downtown area.

Mr. Talty suggested the street configuration could cause a traffic circulation problem. He said the scenario isolates Grand Foods too much. They are an important part of the community.

Mr. Blue moved onto the third scenario – Hubbard Woods South. He said the scenario suggests developing the area south of Tower to create a vista to welcome people to the Hubbard Woods area.

Mr. Myers said the probability of the gas station going away was very slim.

Ms. Trindl said the gas station could have a better appearance with murals and landscaping.

Mr. Blue moved on to the fourth scenario – Hubbard Woods North. He said this area is driven by the new park. The train station is there. Tower Court has opportunities. He said the garage is important and needs to be used; it is a built-in parking source for residential uses. He described the potential of a new residential development over the existing parking garage.

Mr. Myers expressed concerns about the train noise.

Ms. Dalman added that additional express trains at the Hubbard Woods station would lead to more use of the parking garage.

Mr. Talty asked about the capacity level and how many is enough.

Mr. Hudson suggested the gateway be put in that area.

Mr. Blue addressed the next steps of the process. He said the changes discussed would be made to the plan and more details would be added.

Mr. Greable asked if there would be any additional sites, particularly in Indian Hill.

Mr. Blue said nothing in Indian Hill fits the criteria.

Ms. Dalman asked if any of this would lead to changes in the zoning process.

Mr. Blue said this plan would be adopted as an element of the comprehensive plan to add focus.

Mr. Hudson asked about the current vacancies.

Chair Benson stated that by bring in more people to the districts the area would become more attractive to businesses.

Ms. Dalman added that the recent changes to the zoning codes will help by being a better process that won't take as long.

Mr. Greable stated that the series of little spaces hasn't worked; the village needs larger spaces.

Ms. Dalman added that other uses, not retail, are needed to drive traffic.

Ms. Trindl said we are stuck with the current ownership of the properties and the spaces would have to be accumulated over time.

Mr. Hudson stated it is not affordable.

Ms. Dalman added it is too expensive to bring to bring the buildings up to code.

Public Comment

Wes, with Grand Foods, said the village should work with the commercial owners to promote Winnetka.

Vince Dimecco (sp?), a resident and real estate developer, said there should be some interim uses, not an only this or nothing situation. He commented that the proposed corner uses were attractive.

Mr. Blue conclude that the lessons learned are as significant as the actual sites.

Adjournment

The meeting was adjourned at 9:10pm.

DRAFT

DOWNTOWN MASTER PLAN
March 28, 2016 MEETING MINUTES

Steering Committee

Members Present:

Meg Benson
Gene Greable
Gwen Trindl
Scott Myers
Steve Hudson
Jon Talty

Steering Committee

Members Absent:

Jim Gordon
Ian Larkin
Bob Winter
Bill Krucks
Tina Dalman

Teska

Michael Blue
Erin Cigliano

Goodman Williams Group

Linda Goodman

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D'Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development
LoriAnne Weaver, Administrative Assistant, Community Development

Visitors:

Katie Cory
Bob Smith
Penny Lanphier
Jennifer Baker
Carol Fessler
Jeff List

Steering Committee Meeting

The meeting started at 7:07pm.

Greetings & Agenda Review

Chair Benson greeted and thanked everyone for being there. She reviewed the agenda and introduced Mike Blue of Teska.

Discuss Draft Development Scenarios

Mike Blue thanked everyone for their continued involvement in the project.

Blue recapped the four potential re-development sites: the post office site and three other scenarios. He said this is only the beginning of writing the plan. He mentioned some of the lessons learned including:

- Redevelopment of existing parking lots creates the doubled edged sword of eliminating existing parking and creating the need for additional parking.
- No site can be developed in a vacuum. In addition to potential off-site impacts, adjacent and nearby sites should be considered as opportunities to create a larger development site or meet the need for parking, outdoor seating, passive recreation, etc.
- Development is best done in coordination with adjacent owners or government bodies to prevent adverse impacts and identify potential win-win opportunities.

Mr. Blue began by reviewing the Post Office development scenario.

Linda Goodman mentioned that the post office site is for sale, not rent.

Scott Myers said that the site could go from rental to for sale.

Mr. Blue continued saying the scenario shows underground parking, which is expensive. He said underground parking is good for residential, not for shoppers. He pointed out that the architecture reflects the character of the district and that it is walkable. He, also, described how the space is activated by the Moffett Mall space.

Ms. Goodman added the space is designed for ground floor commercial and restaurants with outdoor seating that will compliment what's around it.

Gene Greable asked how it was determined that this is the best use of the site.

Ms. Goodman responded that when considering the potential use, the highest revenue return was not the only consideration. She said when looking at the market draw, this is a very appropriate use of the site.

Chair Benson added that the consultants followed the guidance given by the committee to keep it walkable and residential.

Gwen Trindl said the whole purpose is to develop something to make the village friendlier.

Steve Hudson added the value of the property depends on what you build on it.

Mr. Blue said it is a balance between the greatest return on the property and space.

Jon Talty added that it is a very rational scale and a great for sale site.

Mr. Myers said if One Winnetka gets built, do we let the market absorb it or do we want to do something.

Ms. Goodman said that she thinks the market has a lot of pent-up demand and that 30,000 square feet is not really a lot of space.

Chair Benson asked if recommendations for certain types of retail could be made.

Mr. Blue stated the seeds could be planted; you present enough information to get people thinking. The seeds are then reinforced through the RFP.

Ms. Trindl mentioned that the original post office design encouraged activity on the site.

Mr. Blue said the idea is to get people to the park. He then asked what other expectations you have for the post office site.

Mr. Myers asked about the size of the small plaza on the northeast corner.

Mr. Blue said it had not been determined.

Mr. Talty asked about institutional uses.

Mr. Blue said institutional uses are a maybe.

Mr. Myers stated, in his opinion, that it is important not to saddle the taxpayers with obligations that are greater than they are now.

Mr. Blue continued with the other three sites, stating that these sites are not village-owned properties. These are privately-owned properties. He said the completed scenarios will provide ideas and guidance for future developments that have already been thought through.

Mr. Blue reviewed the second scenario, Downtown-Elm North. He said this site scenario proposes condos, offices, and retail, along with parking, and a gateway. The gateway would invite people to the downtown and convey that they have arrived someplace special.

Chair Benson commented that underground parking is not for retail, but good for residential.

Ms. Trindl added that the downtown area should be more attractive and draw in more parents.

Mr. Blue led into the third site - Hubbard Wood South. He explained the challenge is to get people to cross Green Bay Road and Tower Road. He said creating a vista, including a destination restaurant with parking, would draw people to that area. Also, he said other building owners would be inspired to add value to their properties. He said people are desperate to eat outside.

Chair Benson said there should be signage for the Green Bay Trail to get people off the trail and into downtown.

Mr. Talty advised not to get caught up in the romance of restaurants. He said you can't have restaurants everywhere.

Mr. Myers commented that the village might not be able to absorb four new dining spots.

Ms. Goodman said that the initial research shows need for more restaurants and that restaurants require more parking.

Mr. Blue added that it calls for a destination, not necessarily a restaurant. He, also, said the value to this process is acknowledging the challenges.

Mr. Blue moved on to the fourth site – Hubbard Woods North. He explained this scenario calls for rental units above the existing parking deck. He commented that the parking garage is bad and the train station is in line for redevelopment. He said the scenario tries to be respectful of the nearby buildings. It calls for traffic to be two-way with a turnaround at the end of the street.

Ms. Goodman added that a rental site would attract younger families and millennials; this site has everything needed for a transit-oriented site.

Mr. Talty commented that the village owns the parking structure and the land on which it sits. He said that there is potential for two developments but they don't have to happen at the same time.

Public Comment

Penny Lanphier explained that in 1937 the school sold to the village for the land to be used for a civic purpose; she expressed that the post office site should be used for a civic purpose, such as a public plaza. Concerning signage, she commented that people should think creatively. She finished by saying that the Hubbard Woods South corner is a dangerous place for kids and that the parking and circulation should be reconfigured for safety.

Bob Horn commented that the scenarios were well thought out; he said plans should be considered on where to relocate businesses, such as Grand Foods. He, also, said that the Hubbard Woods South site isn't good for a restaurant because it doesn't interact with the north side of Tower Road. He said it is an isolated spot and the parking lot at that space is underutilized.

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Ms. Goodman added that there are regulatory issues that go along with redevelopment. Jennifer Baker commented that there are no places for kids to go and hang out and the post office site would be good for this.

Mr. Myers said the village isn't a business and doesn't want to compete with the Community House.

Gwen Trindl said it is important to have places for kids.

Ms. Goodman added that the demographics show people aging in place and that businesses are needed to serve all demographics.

Mr. Blue added that the kid population is only there for a few hours a day.

Mr. Talty said the village needs to be a destination to keep someone there for a while.

Carol Fessler commented that there needs to be places for kids to go and family-oriented places. She, also, commented that a land swap should be considered with the library and the post office site.

Ms. Trindl stated that there had already been a long conversation with the library and that library felt it was too costly.

Jeff List commented that the library board considered the land swap closely and are not interested in exploring it further.

Mr. Talty added that the kids need a place to park their bikes, a place to land.

Chair Benson thanked everyone for coming.

Adjournment

The meeting was adjourned at 9:05pm.

DRAFT

DOWNTOWN MASTER PLAN
April 25, 2016 MEETING MINUTES

Steering Committee

Members Present:

Gwen Trindl
Scott Myers
Steve Hudson
Jon Talty
Bill Krucks
Bob Winter

Steering Committee

Members Absent:

Meg Benson
Jim Gordon
Ian Larkin
Tina Dalman
Gene Greable

Teska

Michael Blue

Village Staff:

Robert Bahan, Village Manager
Megan Pierce, Assistant to the Village Manager
Michael D'Onofrio, Director Community Development
Brian Norkus, Assistant Director Community Development
LoriAnne Weaver, Administrative Assistant, Community Development

Visitors:

Patrick O'Neil
Penny Lanphier
Kristen Ziv
Paul Dunn

Working Group Meeting – Design Character

The meeting started at 5:20pm.

Mike Blue introduced himself and gave an overview of the plan to date. He mentioned the development sites and that the post office is most likely to happen; the other sites are about learning what the village is looking for in a development site. He said they are trying to determine how to incorporate urban design into the Downtown Master Plan.

Mr. Blue stated that Winnetka is hungry for more restaurants; the village needs to provide an atmosphere that makes people want to stay in Winnetka.

Tom Kerwin asked why Winnetka doesn't have restaurants.

Mr. Blue mentioned that the retrofitting of existing buildings could be the reason.

John Swierk stated that the problem is the unrealistic building owners who are asking too much for their properties.

Mr. Blue added that design is a piece of the puzzle, not the answer. He said the village needs to create an inviting space to visit.

Mr. Blue asked what each person thought is the value of urban design.

Bill Leske responded the current buildings have character and the architecture and style are unique to this area; just need to direct people to the stores.

Paul Konstant added that everything needs to be freshened up a bit; things are looking worn. He added that there needs to be activities and reasons to be in the village, like restaurants and theaters.

Mr. Swierk said that parking needs to be somewhat local; it can be problem at certain places.

Mr. Konstant asked if the parking garage was being used.

Michael D'Onofrio answered it is 35% occupied.

Mr. Blue added that destination restaurants are a big draw.

Mr. Kerwin stated that he would take a more macro approach to urban design, look at issues on a bigger scale. He said that the stretch of Green Bay Road between Tower Road and Winnetka Avenue is pretty barren and has no character. He asked if the stores on Green Bay Road do better than the off-corridor stores.

Mr. D'Onofrio replied that East and West Elm are well occupied and the Hubbard Woods has a 12% vacancy rate.

Mr. Swierk said there a lot of activity in Hubbard Woods and that it is not as dead as it appears.

Mr. Kerwin added that businesses need more than just Winnetka to survive.

Gary Frank said that streetscape is invaluable; it creates the vibe and feel of the village. He said it is a tremendous stepping stone.

Mr. Blue said streetscape creates a reason to come. He added that infrastructure requires maintenance.

Mr. Frank said that it takes a colossal effort on part of the village and public works to maintain streetscape.

Mr. Blue brought up wayfinding and how it sets the village identity and celebrates the community. He said it can cater to different uses, such as visitors, residents, and pedestrians. He said it shouldn't be haphazard.

Mr. Frank mentioned the cost of creating unity throughout the village.

Mr. Kerwin said he had thought about it in a bigger way; it needs to be a bigger gesture or feel. He said it feels like you are just passing thru on Green Bay Road not arriving anywhere. He said the wayfinding is too small.

Mr. Blue summarized that you need a reason for being in Winnetka and that signage isn't the reason you've come to the village.

Peggy Stanley said that the challenges on Green Bay Road are vehicular – need more pedestrian areas. Also, she said the village needs a variety of activities.

Mr. Blue asked what other draws the village could have to bring people in.

Mr. Konstant said a movie theater.

Ms. Stanley said concerts on Friday and Saturday nights.

Mr. Blue said convenience draws people to town and Winnetka will pay extra for convenience and service.

Mr. Kerwin said the village is very bottom-line driven; how do you put a value on it so it doesn't get killed.

Mr. Frank asked how you show the village that by doing the improvements more people will want to cone downtown.

Mr. Blue concluded by saying that urban design won't create, but will enhance what's here.

Steering Committee Meeting

The meeting started at 7:10pm.

Greetings & Agenda Review

Chair Jon Talty greeted and thanked everyone for being there. He reviewed the agenda and introduced Mike Blue of Teska.

Presentation & Discussion of Urban Design and Infrastructure

Mike Blue stated the discussion would focus on the more detailed topics of infrastructure and urban design and how they fit into the plan. He recapped the working group meeting by saying they identified five key things: 1. Urban design is critical – need places to go and highlight what is there; 2. Need to consider the big picture; 3. Need to have a cohesive effort and tell a consistent story; 4. Wayfinding; and 5. Plan needs to show value of improvements.

Scott Myers said branding.

Mr. Blue said identity.

Chair Talty added that what is good for each district may be different.

Gwen Trindl asked what his definition of cohesive was.

Mr. Blue responded the plan needs to be cohesive from a design aspect, similar throughout the village; it should be consistent

Mr. Myers added it should have a standardized color palate or design elements.

Mr. Blue said urban design, including wayfinding, patios, galleries, and bike elements, creates a sense of place and a stay factor. He said Winnetka has good character; but urban design would make it better by creating opportunity and added value. He said it is critical to maintain the elements; they have to stay fresh. He said repeated elements create a cohesive nation.

Mr. Myers said that the people who live in the village think it is special; we need to make it attractive to non-Winnetkans. He said we need to create interesting places with common feel and consistent urban design elements that draw people from one district to the next.

Bill Krucks said the previous streetscape plan should be reviewed and determine what is good and what is bad.

Mr. Blue said the streetscape is a plan to work from. He said the good part is the unified community and charter consistent with the existing architecture. He said the bad part of it is the value is lost in the presentation.

Ms. Trindl said at the time the streetscape plan was too expensive.

Mr. Krucks added there was a bad economy at the time.

Mr. Blue said streetscape is a way to show property owners and residents that the village is ready to put the money where their mouth is.

Chair Talty asked for examples of where streetscape has been done well.

Mr. Blue stated Highwood, Champaign, and Libertyville.

Bob Winter said the focus should be on one or two business districts and nothing in Indian Hill. He added that branding is very important and there is value and design in urban planning.

Mr. Blue explained that infrastructure elements are pieces of the village that must be maintained and that there is a cost to install them. There has to be a place in the budget for it.

Ms. Trindl said that Indian Hill looks bad and it is a gateway.

Chair Talty said there is a certain amount of money to spend; pick a spot to start and see how it is received. If it is good, build off of it; make a more profound impact in one area.

Mr. Blue added that you have to think twenty years out as you are doing all of this.

Mr. Myers said we need to determine what the elements of the Winnetka brand are; what do we want people to feel.

Mr. Blue said wayfinding helps people to navigate the village; they, also, create an identity, branding, and cater to specific people.

Chair Talty asked how you balance wayfinding and how many signs we need. He commented that part of the journey is wandering.

Mr. Blue said you don't want to create clutter with signs.

Mr. Winter asked how you prioritize signs.

Mr. Blue responded gateways are first, then vehicular, followed by pedestrian, and finally bikes.

Mr. Blue mentioned an urban design quick poll that was done on the downtown master plan website. He said the results were people wanted more trees and outdoor dining.

Ms. Trindl said it is essential that Winnetka be attractive to people to come to and stay.

Mr. Myers said the village needs to be welcoming to new businesses; but can't control who opens here.

Mr. Blue said it is important to know who not to compete with.

Chair Talty asked about the parking issues and how it is difficult to navigate the sidewalks with strollers and little ones.

Mr. Blue said Winnetka needs to have a broader appeal and be for all generations.

Mr. Krucks said that Winnetka is not the most accessible place and that we are competing with Northbrook Court. He said that events are only one weekend per year.

Mr. Blue replied when people are at those events, they find reasons to come back.

Ms. Trindl said the village needs a family restaurant.

Mr. Blue said the downtown master plan sets priorities for new developments. The plan helps the developer know what things they need to think about when considering a project in Winnetka. He said the plan is ongoing.

Ms. Trindl said she hopes that the village doesn't go back to the ULI. She said they should look at new things and go forward; if go back now, it will destroy the integrity of this project.

Mr. Blue said he would look at the ULI and see what might still be valuable.

Mr. Hudson said that if you create more homes in Winnetka for people to live in, traffic will increase in Winnetka.

Chair Talty added that it is important to have places for people to live when downsizing.

Public Comment

Penny Lanphier said that it needs to be useful all year long.

Resident #1 said that there should be landscaping in the winter, including more holiday lighting; that if it is charming, it makes it oaky to walk further.

Resident #2 said it is important to make Winnetka unique; how do we differentiate ourselves from other communities.

Resident #3 said bike amenities and safety, especially for the children, are important.

Resident #4 said there needs to be more family-friendly restaurants and outdoor seating.

Adjournment

The meeting was adjourned at 9:10pm.



Memorandum

To: Megan Pierce, Assistant to the Village Manager – Village of Winnetka
Michael D’Onofrio, Community Development Director – Village of Winnetka

From: Michael Blue, FAICP – Principal, Teska Associates
Erin Cigliano, AICP – Senior Associate / New Media Specialist, Teska Associates

Date: July 20, 2016

RE: **Village of Winnetka – Downtown Master Plan: Urban Design and Land Use Plans**

Attached are the completed Urban Design and Land Use Plans for the Downtown Master Plan. These two documents will be the topic of discussion for the Steering Committee’s July 25, 2016 meeting. Teska Associates, Inc. staff will be in attendance to present the findings and recommendations. The meeting objective is for the Committee to reach consensus on the various recommendations in these reports, as that direction will be compiled into the final Downtown Master Plan.

WINNETKA

DOWNTOWN MASTER PLAN

Land Use Plan

July 25th, 2016 | Steering Committee Meeting

Prepared by: Teska Associates, Inc.



Land Use Plan

At its most basic, the Village of Winnetka Downtown Master Plan: Land Use Element defines the types of businesses and dwellings that are appropriate for the Winnetka business districts. Changes in land use from what exists now are taken as a given in planning – although in built-up communities like Winnetka those changes are incremental and happen over longer periods of time. However, given the existing character of the business districts, the future land use pattern can be expected to reflect what’s there now: shops, restaurants, services, and some dwellings. The eventual (but always changing) mix of new and existing businesses will reflect the needs of the community and the realities of the market place.

Yes, even in the most stable business districts stores come and go, redevelopment opportunities are considered, and improving how the area looks is an ongoing effort by the Village, merchants and property owners. The purpose of this chapter is to build on the vision statements and outline a path for the ongoing evolution of the business districts’ physical form and vibrancy. That assessment starts with consideration of three themes about land use: 1) Why it should be considered, 2) how it embodies the visions, and 3) how it is regulated. In addition, recommendations are provided for Village development regulations and each of the three Village business districts.

Why Address Land Use?

If we think changes to the districts will be modest or incremental, why even address land use? The answer is that change will certainly occur; the Village has seen that some of those changes are small and some are large. Change is challenging in a built out environment because it always replaces something that has been a part of the community, whether an individual store or block of buildings being redeveloped. Therefore, considering land use in a plan allows the community to set context for that change, outline where it can fit into the community, and set out how it can best occur.

Another reason to address land use is to be clear that the Village is open to changes. If the changeover of businesses and buildings is inevitable, it is incumbent on the community to make clear to business and property owners, potential developers, and residents that we acknowledge change will happen. Furthermore, we seek for it to make our community a better place and have defined reasonable rules under which it should take place. This plan paints that picture of what is desired by the community for its business districts. While a proposed business or development may bring a proposal that is somewhat different from that picture, they will do so with an understanding of what the community has in mind and are responsible for showing how an idea otherwise supports the vision.

Lastly, the Downtown Master Plan acknowledges that there are both opportunities and challenges to future development; as it relates to this chapter they are about the physical form of development, regulations and land use. By considering various development conditions (such as new development at a full block, partial block or a gateway site) and evaluating the types of uses that are appropriate (retail, services, offices, residential etc.) this land use plan sets guiding principles about development potential. In this way, a proposed desirable new business or development can come about in a predictable manner – for both the owner and the Village.

Physical Form for the Vision

The process of preparing the Downtown Master Plan included many discussions about vibrant business areas, family friendly restaurants, stores for home furnishings, ice cream shops, brewpubs and much more. Those discussions are condensed into the visions statements for the business districts. This land use plan helps define a structure for the districts that is the physical form of those visions. It addresses the question with which business and property owners regularly come forward, “What does the Village want to see here?”.

To test how the visions might take physical forms, three potential development sites were evaluated for how they can best advance plan objectives. These scenarios did not reflect pending developments, nor were they to portray future specific developments. They were intended to show one possible development outcome at the study site and convey Village expectations for all new development. The site studies highlight questions to be considered in understanding how new development supports the vision, the site and urban design objectives: Where are pedestrian connections preserved? What vistas are created? How does the building fit the surrounding area? etc. With these ideas set out in advance, a project review and approval process need not be about identifying objectives for evaluation, but working with an applicant to balance objectives from this plan with a development proposal.

In considering the scenarios, a number of factors came forward. These lessons are fundamental to evaluating any business or development proposal in the Village. While at one level perhaps straightforward, they are fundamental to addressing future development opportunities in Winnetka – whether publicly or privately directed.

- Redevelopment of existing parking lots creates the doubled edged sword of eliminating existing parking and creating the need for additional parking.
- No site can be developed in a vacuum. In addition to potential off-site impacts, adjacent and nearby sites should be considered as opportunities to create a larger development site or meet a need for parking, outdoor seating, passive recreation, etc.
- Development is best done in a coordination with adjacent owners or government bodies to identify potential win-win opportunities.

A fourth site, the Post Office, was evaluated but is different from the others in that it is owned by the Village. Therefore, the development objectives and sketch plan for this site may well find themselves as part of a Village led development effort.

Sketch plans for the four sites (two in the Elm Street District and two in Hubbard Woods) are presented later in this plan.

Regulating Development

Zoning is the legal process by which land use is codified in a community. For better or worse, a zoning ordinance is too often considered the list of things people are prohibited from doing with their property, and can be a cause of great frustration. Likewise, the development approval process associated with zoning often is seen as too long, too unpredictable, and too expensive. In fact, done effectively the process can be just the opposite. However, the reality is that development regulations are added to every community’s code over time and all too often they occur as a reaction to something undesirable that occurred; typically, these codes will be strict and seek to maintain the status quo. Regulations presented in this format do not encourage new businesses and development.

Recent Changes

Winnetka recently enacted a number of development and related code changes meant to advance a combination of economic development, strong community character, and safe construction. The relevant zoning code changes are noted below; they were adopted in February of 2016. These amendments:

1. Increased building height in the C-2 commercial zoning district from 2 ½ stories and 35', to either 3 stories and 35 feet, or 4 stories and 45 feet based on the location of a property.
2. Introduced "upper story setback" in conjunction with the height increase. The fourth floor of a building must have a "stepback" that pulls the fourth floor back from the front property line to maintain a pedestrian scale.
3. Eliminated limits on the number of dwelling units in a building (density). Had been caps of 38 or 32 units per acre.
4. Eliminated lot coverage limits. Buildings and pavements had been limited to 90% of the lot.
5. Changed parking requirements for downtown residential uses from 2 ¼ spaces for each dwelling unit to: One-bedroom unit = 1¼ parking spaces, two-bedroom unit = 1½ spaces, and three-bedroom unit = 2 spaces.
6. Changed parking requirements to allow "changes of use" (e.g., conversion of a second floor apartment to office space, or vice versa) to occur by right (without a parking variation).
7. Changed parking required for commercial tenants to be based on net area, versus gross leased area. Calculation are based on "productive use area" and no long includes mechanical rooms, storage rooms, common hallways, etc.
8. Changed parking required for certain larger, new commercial tenant spaces. Only tenant spaces greater than 2,500 square feet are required to provide on-site parking.
9. Changed building and zoning codes to facilitate "pop-up" businesses – those that seek to occupy retail space on a temporary or seasonal basis.
10. Streamlined Special Use process for new businesses in the Overlay District.

Recommendations – General

Recent changes to the zoning ordinance are recognized as a sound step in creating a development approval process more in keeping with the practices of business district users and supporting Village development objectives. Based on input from the Downtown Master Plan process and technical evaluation of the zoning ordinance, further code amendments are recommended. The form and purpose of those changes are outlined below. The specific changes to be adopted into the Village code are expected to be defined and drafted as a follow up to adopting this plan. The purpose of the plan is to establish consensus on the need for and general direction of the amendments. The specific changes will merit further and public deliberation. The Village may choose to develop final code amendment language on the items below through an appointed task force (such groups typically disband after conducting their work, unless additional tasks are identified). To engage broad input, the task force could include representatives from various groups and bodies, such as the Plan Commission and Business Community Development Commission.

1. **Reduce and Clarify Standards for Considering Zoning Entitlement.** Per the Village Zoning Ordinance, Special Uses, Planned Unit Development and Variations must be considered against a set of established standards to affirm that the proposed use or development is appropriate for

the Village and the location where it will be located. The Winnetka Zoning Ordinance has multiple sets of standards for each of these approvals that must be addressed. In practical application, these multiple sets of standards make the approval process confusing for the applicant and Village officials, and do not constructively add value to the approval process or ultimate development. The standards should be consolidated and clarified, which can be done without diminishing the regulatory control the Village maintains over proposed developments or its expectations for their quality.

2. **Revise the Commercial Overlay District:** The C-2 Commercial Overlay District in the Elm Street and Hubbard Woods business districts is intended to:

“...provide for a community commercial district which offers a wide range of goods and services for residents of the Village and a wider market area. Portions of the C-2 General Retail Commercial District ... are subject to regulations that encourage retailing of comparison shopping goods and personal services compatible with such retailing on ground floor in order to encourage a clustering of such uses, to provide for a wide variety of retail shops and expose such shops to maximum foot traffic, while keeping such traffic in concentrated (yet well distinguished) channels throughout the district...” – Village of Winnetka Zoning Ordinance Section 17.44.010.

This C-2 Overlay purpose statement is consistent with the Downtown Master Plan vision statements for the Elm Street and Hubbard Woods Districts. It seeks to generate vitality by attracting visitors from Winnetka and beyond. While sales tax generating uses are desirable from a Village budget perspective, that outcome is a secondary function of the overlay, the commercial districts, or the vision of this plan.

For this regulatory tool to be better in step with the direction of this plan, four aspects of the C-2 Overlay should be changed:

- First, the ***list of permitted uses should be evaluated*** to better reflect current trends in downtown business districts and the potentials for success identified in the Downtown Master Plan Market Study. The potential for “foot traffic” generated by a broader range of personal services and office uses should be reflected in the use list as “permitted”. In some cases, businesses that attract activity are prohibited in the overlay or require a Special Use process. This approach to regulating downtown uses is no longer a best practice in light of how people’s use of downtown business districts have changed. In addition, there is increased competition for consumers’ entertainment and shopping dollars from the surrounding communities and the internet.

Uses like resale shops, medical offices, health club (personal fitness centers), and educational uses should be considered for reclassification to “permitted uses”. Personal fitness centers in particular make the case for considering this change – in the past ten years the Village has seen seven Special Use applications for such uses and approved all of them. Based on input to the plan process, these facilities support vitality of the Elm Street district by bringing many people to the area.

Each of the uses in the Commercial Use List table should be carefully reviewed to determine if making them permitted uses in the Overlay is appropriate and supports the

goals of this plan. Similarly, consideration should be given to whether there are any types of businesses not currently on the list that should be added.

- A related change for the C-2 Overlay use list is to **reduce the number of uses considered as Special Uses**. Best practice is to consider Special Uses as those that are desirable for a district, but merit further evaluation to address potential adverse impacts (points of traffic conflict, potential nuisances, impacts on adjacent properties, etc.). It should not be a discussion of the need for, or general interest in another commercial or personal use? Those questions economic factors are addressed by the marketplace, outside of Village regulation.

If a particular type of business is not a good fit for the district because it generates limited activity or is contrary to the plan’s vision, that status should be clearly conveyed in the code and the use not permitted. Setting up a process that allows business to become the subject of case by case community debate as to the usefulness of that particular business sends a confusing message. Potential operators would prefer to know that the overlay is not an option and they should seek opportunity elsewhere in the Village.

This change should not be seen as, or set up to greatly restrict businesses in the overlay – the recommendation above suggests creating a broader list of permitted uses. More to the point, this change should be approached as creating clarity in the code.

Another way to address this matter could be to establish a list of uses that are permitted, but with conditions. These “Conditional Uses” could be permitted by right (without a Special Use approval) but have additional, predefined standards to meet. Using an example from the current zoning code (below in Table 1), the table of uses designates *Lighting and electrical sales and service establishments* as a permitted use in the overlay, but *Lighting and electrical service establishments* as a Special Use – the condition that there be goods for sale becomes a condition for the use being permitted.

Other conditions applied to certain types of uses could be related to their size – for example a specific type of office use might be permitted with the condition that it only be allowed up to a certain size so as to mitigate potential parking impacts in the business district.

	C-1	C-2	C-2 Overlay
Lighting and electrical sales <u>and</u> service establishments	P	P	P
Lighting and electrical service establishments	P	P	SU

Table 1: Portion of Village of Winnetka Zoning Ordinance Commercial Use Table

- The third change to be **considered for the C-2 Overlay is the extent of its geography**. In keeping with the theme of creating vibrant business districts, the Overlay should be further evaluated as to whether all areas designated support that objective. If not, it is

appropriate to permit the broader range of land uses set by the underlying C-2 District. For example, Elm Street, Chestnut Avenue, Spruce Street and Lincoln Avenue are primary activity centers in the Elm Street District, but as sites move away from the intersections of those streets, the Overlay may no longer add value. The boundaries should be reviewed and confirmed, or eliminated from the Overlay.

- A final amendment to consider is ***changing the C-2 Overlay District name***. The most common and appropriate use of “overlay” zoning is to set additional standards that will work in concert with the underlying district. This is often applied with historic preservation or urban design criteria to a specific part of the community where the standards of the base zoning district remain. While the C-2 Overlay does have different standards in that it allows fewer businesses by right, it does not follow the conventional application of an overlay district. This can be confusing to business owners or developers. The most straightforward approach would be to rename the overlay as a C-3 Commercial Core District – or something similar – and apply it as a conventional zoning district. A secondary benefit of this change will be for the name to reflect a fresh perspective of zoning regulations in the downtown.

3. **Refine the Current Design Review Process.** Building permit requests for commercial and multiple-family buildings in the C-1, C-2, and C-2 Overlay Districts come before the Village for consideration that building design, building materials, site plan and landscaping are consistent with desired community character. The applications are heard by the Village Design Review Board, which makes findings on whether to issue a Certificate of Appropriateness of Design. Appeals to Design Review Board determinations and all applications in the C-1 Zoning district (Indian Hill) are heard by the Village Council. This is a well-established process and is common in other communities. In Winnetka, the expectations for design characteristics are thoroughly spelled out in the Village of Winnetka Design Guidelines and Design Guideline Evaluation Checklist (which effectively summarizes the design guidelines and helps users through the Village Design Review Board process).

In the interest of making the process more predictable and effective for applicants and the Village, several changes to the design review process should be considered:

- Establish ***clear standards of approval for the design review process***. Standards for approval of Certificate of Design Appropriateness are broadly outlined in the Village Design Guidelines, Section 15.40.010.F of the Zoning Ordinance, and the Design Guideline Evaluation checklist - but are not specifically delineated. These criteria are a good start but are not located in a single place and specifically set as the criteria for consideration. This collection of criteria should be evaluated and combined into a single set of standards for approval of a Certificate of Design Appropriateness. This will encourage applicants apply the design standards to their work and give them, and the Village, more predictability from the review process.
- Require ***design review for a few number of structural items***. The review process should be thought of as having degrees of evaluation. Items with greatest impact should have the greatest degree of review. For example, new buildings can have a significant impact on the character of a business district and hence are evaluated by the Design Review Board (DRB). However, not all changes to building exterior may rise to the level of

requiring DRB or Village Council approval. In the interest of encouraging improvements and providing an overall more efficient process, some building elements could be permitted with a reduced level of review, such as administrative review and approval by staff. These might include certain types of in-kind replacements of existing elements like awnings, windows, or doors. As appropriate, specific standards can be set for administrative approval to assure consistent review and outcomes.

This process can be used to incentivize certain design elements. As an example, the Village may wish to encourage a particular type of sign, such as pedestrian oriented *blade signs*. Such signs meeting defined criteria for size and location on the building could be approved through a building permit process.

- Consider if there are circumstances in which ***administrative exception could be granted for limited relief from design review standards***. This is mostly likely to occur after a design element has been approved by the DRB but an applicant needs to make a change to the approved design. In situations where the requested change provides a comparable or higher degree of design character and meets the intent approved by the Commission, such could be authorized through an administrative process

Similarly, there may be instances where minor relief from the design code requirements can be appropriate for administrative review. For example, there may be logistical or structural reasons that an appropriate sign cannot be placed specifically in the location required by the code. Authority to grant minor variations within certain limits could be administrative. The intent of such requirements is not to diminish the quality of work or resulting character, but to establish a process through which business and property owners can efficiently upgrade properties. The process would be similar to that applied through the Zoning Ordinance in which there are minor, standard, and major variations; the Zoning Administrator is authorized to approve minor variations.

- Eliminate the need for buildings in the ***C-1 District to be considered by the Village Council*** architectural review. The process was established over concern that inappropriate buildings could be located too close to single family residential areas. In fact, the recent changes to Village Code and those proposed as part of this plan maintain a process through which concerns of adjacent owners can be heard and addressed. Having separate processes creates confusion for applicants and adds a further level of review that may discourage owners from making improvements to buildings in the area.

4. **Establish Administrative Approval for Minor Variations:** In situations where renovating a structure in the commercial districts creates requirement for a minor variation from the zoning ordinance, these could be allowed through an administrative approval process by Village staff. Such approvals would be limited in type and scale. As noted above in regard to design elements, administrative approval does not facilitate reduced quality of construction or character of the area. However, for small variations to bulk requirements such as setback, an administrative approval could be appropriate. Notification and the opportunity to share ideas or concerns would be afforded to nearby residents and property / business owners.

5. **Establish a Planned Development Commission.** Significant development in the business districts of any built out, well established community will raise many concerns and require thoughtful public and open evaluation. The challenge for communities is doing this within a predictable process that preserves community needs and is efficient for the business and development communities. As currently constructed, the process for Planned Developments in the Overlay District incorporates review of the Plan Commission, Zoning Board of Appeals, and Design Review Board. While there can be overlap in the timing of these evaluations, they still require preparing for and conducting multiple meetings, and each commission requires presentation of relevant background materials. The time and materials required for this process can create a burden for applicants, staff, and interested citizens as they must attend multiple meetings and review multiple packets of materials.

To conduct the Planned Development process with fewer meetings and at a high level of evaluation, a Planned Development Commission can be created to evaluate planned developments in all commercial and multiple-family zoning districts. Such a body could include members of the Plan Commission, Zoning Board, and Design Review Board and consider all relevant standards. The efficiency in the process is created by the project background not needing to be repeated. Further, this approach facilitates the concerns of each body being thoughtfully considered in relation to each other. For example, issues of consistency with the Downtown Master Plan and site plan layout are deliberated within the context of how zoning and architectural design are impacted, rather than these matters being evaluated separately.

6. **Consider Establishing a Fee in Lieu for Parking Relief.** The Village parking requirements are considered sound in meeting current needs, particularly in light of recent code changes. While granting relief from parking requirements is done with the intent of maintaining a parking balance in the business districts, it does provide a benefit to the property owner and potentially creates need for use of Village parking facilities elsewhere. Maintaining parking lots and the Hubbard Woods parking deck presents costs to the Village. Therefore, the Village may choose to associate a fee in lieu of parking as an alternate form of compliance when variations are granted (similar to the way that providing required parking in an off-site lot is a different way to meet parking requirements). The fee, typically established on a per space basis, could be placed into a fund for upkeep of present parking and related facilities (such as signage) or assisting in financing new parking facilities.
7. **Provide Commissioner Training.** Assuring that members of commissions are appropriately trained supports the concept of more effective meetings and development reviews. While Village commissioners are well educated and committed to the well-being of the community, not all will be experienced in the topics specific to the commission on which they sit or the unique aspects of how municipal commissions operate. To give commissioners a jump start on gaining that understanding, a training program could be established and required prior to all new commissioners taking their positions. Further, Village commissions related to development could have ongoing training related to their tasks. Such training can be conducted by third parties, local professional associations, or Village staff / Corporation Counsel. A training regimen will help maintain consistency between commissioners and commissions in how they apply code standards, supporting more effective and efficient review processes.

Business District Characteristics and Recommendations

As noted at the beginning of this land use plan – ongoing land use and redevelopment in the business districts will reflect the current mixed use characteristics, as regulated by the underlying zoning. Therefore, the land use plan does not seek to designate land use beyond the underlying existing mixed use character of the districts. Where a specific concept or change of existing land use mix is anticipated, it is noted below.

Elm Street

The Elm Street District currently is bisected by Green Bay Road and the Metra / Union Pacific right-of-way. Both sides of Green Bay Road are a mix of uses including retail (e.g. Village Toy Shop, The Grand, Lakeside Foods), personal/household services (e.g. Classic Kids Studio, Sparkly Nails, Zengler’s Dry Cleaners), food services/drinking places (e.g. Café Aroma, Little Ricky’s, Taste on Chestnut), and government/institutional services (e.g. Village Hall, US Post Office, New Trier Township). Office/professional services in the area include banks/financial services (e.g. BMO Harris Bank, Citibank, Baird & Warner) and medical offices. The area includes two large parks (e.g. Dwyer Park and Station Park) and the Green Bay Trail alongside the tracks. Existing Land use is shown in Figure 1.

- Mixed-use buildings (commercial on first floor and apartments or office on upper floors) are located throughout the districts.
- Commercial uses are focused along Chestnut and Elm Streets and Lincoln Avenue.
- Single and multifamily housing are located throughout the district, but primarily south of Elm Street.
- Uses at the edges of the district commonly abut single family residential uses.
- Off-street parking is available on both sides of Green Bay Road.

Recommendations

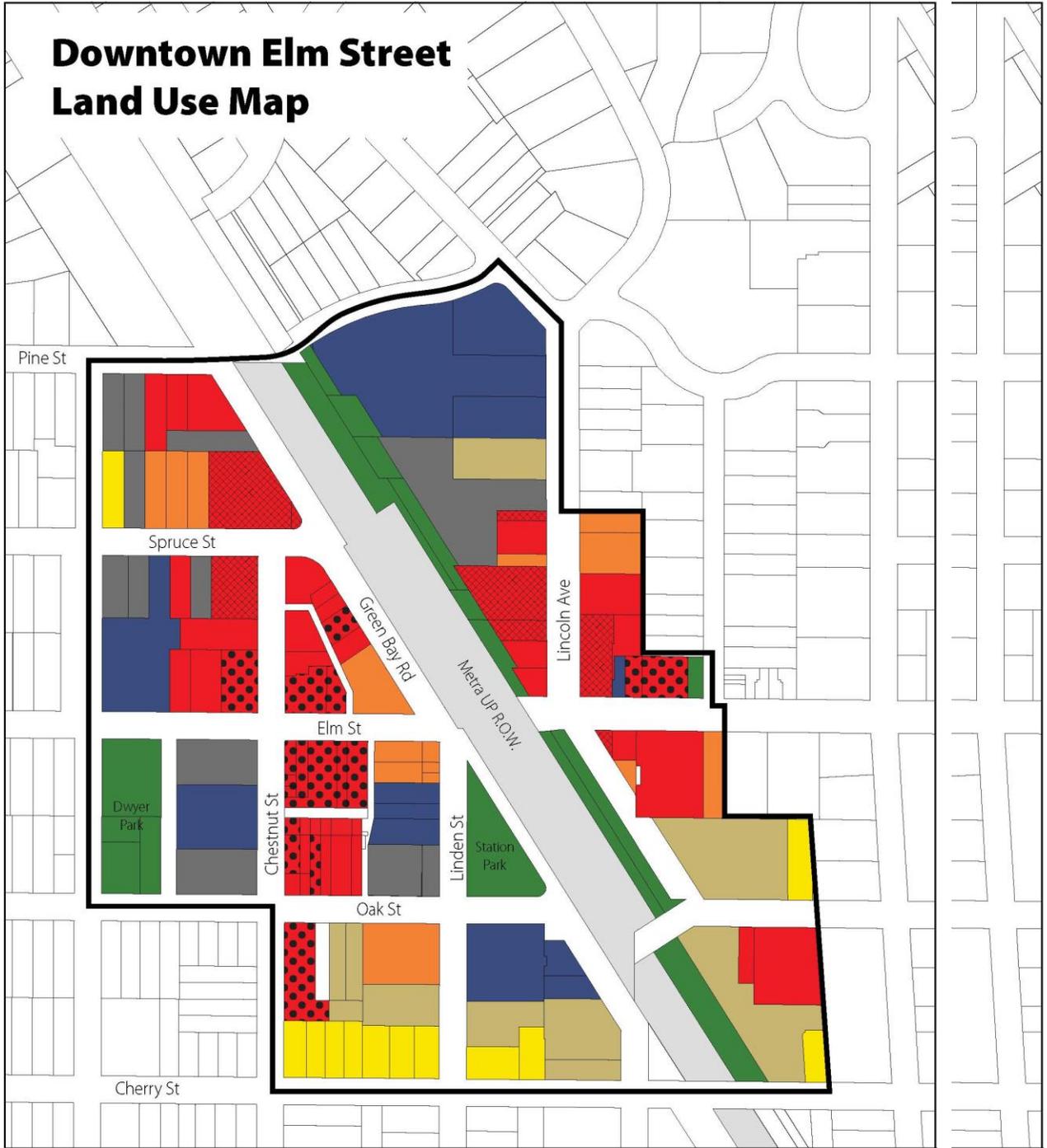
1. **Post Office Site:** The Post Office Site is the most significant land use and development question addressed in this plan (the One Winnetka project is no less significant, but was well under way prior to this plan process starting, and so is not addressed in detail beyond how it may impact the downtown generally). Redevelopment of the Village owned property has been contemplated for a number of years and is again now that the national and local economies are rebounding. The site represents a significant opportunity to enhance the downtown and advance the vision of a more vibrant place to live and experience the community.

Figure 2 and Table 2 show a mixed use development with retail, office, condominiums and townhomes, as well as key site development objectives. Key to development of the site is the need to replace some or all of the existing parking for downtown employees and customers, as well as new development on the property. Options for how parking is provided on the new site, shown on Figure 2, will depend on a series of variables. This question will need to be resolved if it is the intent of the Village to pursue a Request for Proposal process to identify and secure a developer to implement reuse of the site.

The parking approach shown on the plan reflects an ideal situation in which a strong, pedestrian friendly, mid-block, visual and physical connection between Moffat Mall and Dwyer Park is created. The challenge with this approach is that it reduces the amount of available parking. A more realistic parking scenario is shown as Parking Alternative 1: which provides about 20 more spaces. Use of this alternative depends on whether parking spaces to accommodate much or all

of the demand for downtown commuter parking (such as is currently under consideration at One Winnetka but may be possible at other locations) allows for a reduced public parking demand on the Post Office site. Parking Alternative 2 reflects the option of including a parking deck as part of the development. This alternative adds greatly to the cost of developing the site, but is anticipated to be necessary if no other significant parking resource is added in the district. In addition, this alternative would reduce the ability to create a pedestrian connection between Moffat Mall and Dwyer Park.

Figure 1:



Map Legend

- Business District Study Areas
- Parcel
- Railroad
- Village Boundaries

Land Use Categories

- Single Family Residential
- Multi-Family Residential
- Commercial
- Office
- Government / Municipal
- Park / Open Space
- Parking

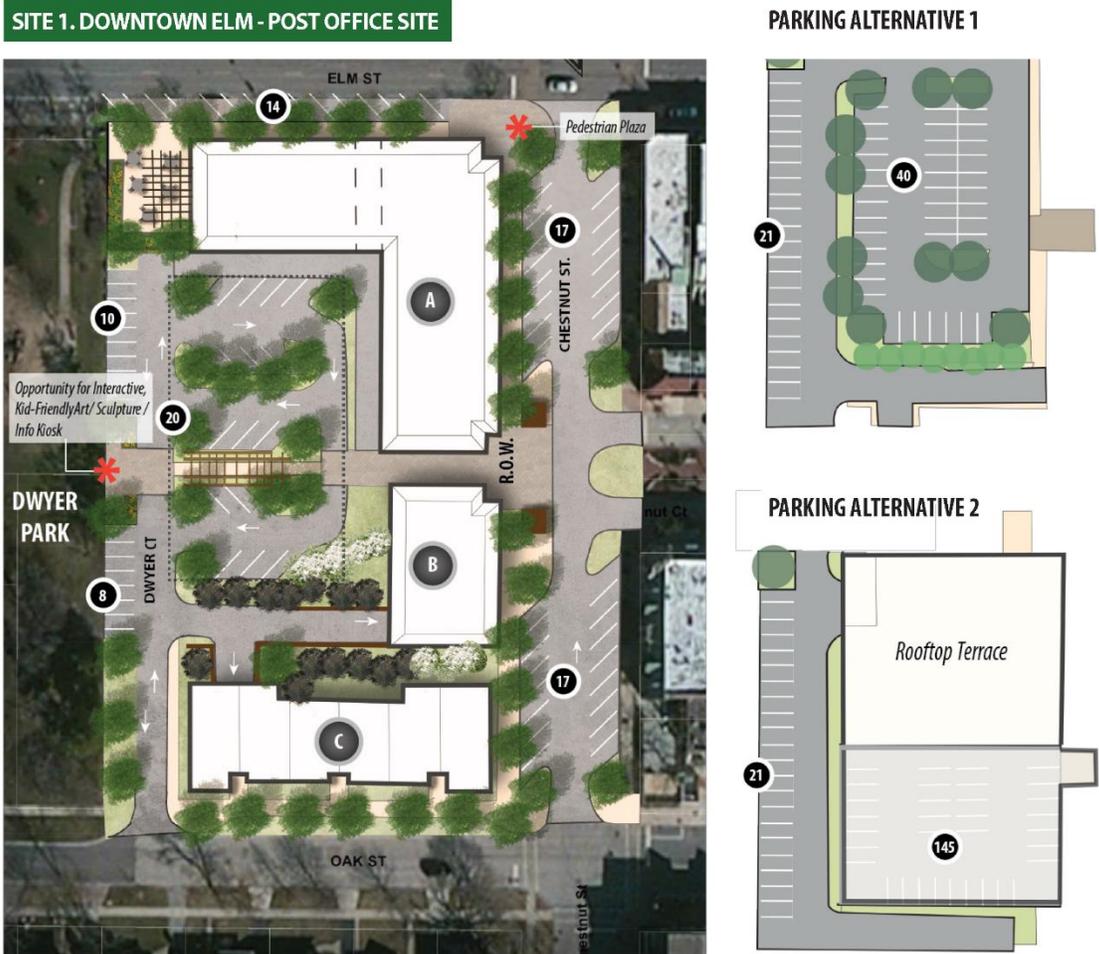
- Vacant

Overlay - Upper Floor Details

- Upper Floors Residential
- Upper Floors Office

Figure 2: Post Office: Development Scenario

VILLAGE OF WINNETKA DOWNTOWN MASTER PLAN



SITE DETAILS

BUILDING A
4-Story Mixed Use
 1st: 16,000 SF Commercial
 Parking required per code: 32 spaces *
 2nd-4th: 52,000 SF Residential, 22-28 Units
 Underground parking at 1.5 per unit

BUILDING B
3-Story Office/Commercial
 1st: 5,000 SF Commercial
 Parking required per code: 10 spaces *
 2nd - 3rd: 10,000 SF Office
 Parking required per code: 20 spaces *
 Shown per plan: 20 underground spaces

BUILDING C
2.5-Story Townhomes/Flats
 18,000 SF, 6 Townhomes or 15-20 Condos
 Underground parking at 1.5 per unit

ON-STREET PARKING
Chestnut St. and Elm St.
 Existing parking: 31 spaces
 Shown per plan: 48 diagonal spaces

OFF-STREET PARKING
 Existing parking: 155 spaces
 Shown per plan: 38 spaces
 Option: 70 underground spaces

PARKING ALTERNATIVES

- 1 | Surface Parking: 40 spaces
 Parking Along Dwyer: 21 spaces
- 2 | Parking Deck: 2 levels, 145 spaces
 Parking Along Dwyer: 21 spaces

*** Proposed Parking Requirements**

- Retail/Office: 2 spaces / 1,000 SF
- Restaurant: 10 spaces / 1,000 SF

URBAN DESIGN

- Building heights step down moving south on site to reflect and complement existing residential on Oak Street. Heights are reflective of area character, structures and street width.
- Pedestrian plaza at corner of Elm and Chestnut.
- Pedestrian plaza / connection across from Moffat Mall creates a gathering place, builds on design character of downtown, reflects Moffat Mall and forms access point to Dwyer Park. Alternative designs without connection provides increased parking.
- A wider sidewalk to facilitate pedestrian character is anticipated along south side of Elm.
- Need to celebrate/connect to Dwyer Park.
- Building architecture should reflect and complement upscale historic character of the district.



Table 2: Post Office: Development Scenario Summary

- Building A: A mixed use, four story building is located at the corner of Elm and Chestnut Streets.
 - Ground floor commercial and/or restaurant.
 - Three stories of condominium units above.
- Building B: A three story commercial building is located mid-block on Chestnut Street.
 - First floor commercial.
 - Upper floor office.
- Building C: Residential uses (2 ½ stories) located along Oak Street – either townhomes or condominium units.

Site and Urban Design

- Building heights step down moving south on site to reflect and complement existing Oak Street residential. Heights of buildings are reflective of area character, nearby structures, and street width (preserving pedestrian character).
- Pedestrian plaza at corner of Elm and Chestnut Streets.
- Pedestrian plaza / connection across from Moffat Mall creates a gathering place, builds on design character of downtown, reflects unique Moffat Mall design, and forms an access point through to Dwyer Park. Alternative designs without connection to the park facilitate increased parking.
- Building architecture should reflect and complement upscale historic character of the district.

Parking

- Existing onsite parking designations include 109 'Zone A Employee' spaces, 13 'Zone C Commuter' spaces, and 33 customer spaces (9 thirty-minute spaces and 24 ninety-minute spaces) for a total of 155 parking spaces.
- Future onsite parking lot with pass through from Chestnut Court to Dwyer Park contains 20 parking spaces. Alternative parking schemes can reach 40 spaces (no direct pedestrian connection) or 145 spaces (two level parking deck).
- Parking on Chestnut Street is redesigned as angled parking, increasing the number of on street spaces from 25 to 34.
- Parking on the south side of Elm Street if redesigned as angled parking, increases the number of on street spaces from 6 to 11.
- Parking for all residential and office uses on site is provided underground.
- A wider sidewalk to facilitate pedestrian character is anticipated along south side of Elm Street. In combination with the angled parking, a portion of the property will need to become right of way to accommodate the enhancements.
- Twenty-six parking spaces are located onsite at west end of site along Dwyer Park.
- Potential for underground parking below surface parking lot (70 spaces).
- The final number of existing parking spaces on site to be replaced is dependent on other (to be determined) Downtown parking improvements.

2. **Elm Street North Site:** The development scenario sketch and data shown in Figure 3 and Table 3 represents a potential redevelopment of this area. Different than the Post Office property, it does reflect a single owner or a clear and definitive interest in redevelopment. That said, the study shown in this scenario provides understanding for the “lessons learned” presented earlier in this plan. Other keys regarding this scenario point to the value of a downtown grocery in this district (Winnetka has two groceries serving the downtown for many years –Grand Foods shown here and Lakeside Foods on Elm Street). Should a development happen on the site the grocery is expected to remain, with an improved parking field to support customers.

Other key factors of this scenario are: 1) that the site can support additional condominium dwellings in downtown when the market is available, 2) additional commercial development along Spruce should be facing the Laundry Mall so as to create a facing commercial structures, and 3) that whether there is redevelopment or not, the site presents potential for a gateway element (structure and /or landscaping) that announces arrival to the downtown.

Figure 3 - Downtown Elm - North: Development Scenario

VILLAGE OF WINNETKA DOWNTOWN MASTER PLAN

SITE 2. DOWNTOWN ELM - NORTH



■ SITE DETAILS

BUILDING A

3-Story Residential
57,000 SF, 25-30 Condos
Underground parking at 1.5 per unit

BUILDING B

2-Story Commercial
13,000 SF, Office or Retail
Parking required per code: 26 spaces *

PARKING

On-Street Parking
Existing parking: 6 spaces
Shown per plan: 23 spaces

Off-Street Parking
Existing parking: 144 spaces
Shown per plan: 86 spaces

*** Proposed Parking Requirements**

- Retail/Office: 2 spaces / 1,000 SF
- Restaurant: 10 spaces / 1,000 SF

URBAN DESIGN

- Gateway element located at NW corner of Spruce Street and Green Bay Road.
- Gateway art option along north face of Grand Foods.
- Visibility to Chestnut Street and downtown from Green Bay Road emphasized.
- Building set back slightly off of Birch Street, reflective of adjacent residential.
- Building architecture to reflect surrounding character.
- Number of curb cuts reduced on Spruce Street.
- Commercial building located to be directly across from The Laundry building.
- Internal pedestrian paths/walkways provided to enhance safety/connectivity.



Table 3: Downtown Elm - North: Development Scenario Summary

- Building A: A three story residential building is located along Spruce Street at Birch Street.
 - Parking provided underground @ 1.5 spaces per unit.
- Building B: A two story commercial building is located mid-block along Spruce Street.
 - Can be used as office, retail or combination.

Site and Urban Design

- Gateway element located at NW corner of Spruce Street and Green Bay Road.
- Gateway art option along north face of Grand Foods and / or as part of the Spruce and Green Bay gateway element.
- Visibility to Chestnut Street and downtown from Green Bay Road emphasized.
- Building set back slightly off of Birch Street, reflective of adjacent residential.
- Building architecture should reflect surrounding character.
- Number of curb cuts reduced on Spruce Street.
- Commercial building located to be directly across from the Laundry Mall building.
- Internal pedestrian paths/walkways provided through parking lot, running north/south, to enhance safety and connectivity.

Parking

- Existing Spruce Street on-street parallel parking replaced with angled spaces – increases count from 6 to 23 spaces.
- Municipal parking lot on Pine Street remains as currently configured 45 spaces that are ‘Zone C Commuter’ and ‘Zone A Employee’.
- Larger parking field created in front of Grand Foods.

3. **Working with Property and Business Owners:** The engagement process for this plan has involved dialogue between many people, including business and property owners in the Elm Street District and other areas. Those dialogues should represent the continuation of conversations that have taken place on a range of issues, and not be the end, if the land use changes described in the district visions are to happen. Placing businesses into older commercial structures like those in Winnetka, especially the Elm Street District, requires a substantial amount of flexibility on the part of the Village, the owners and the businesses. Everyone must give a little and think out of the box to generate success. From the Village’s perspective, the recent zoning and Village Code changes noted earlier – as well as those additional changes recommended here – represent a change to how regulations were applied in the past to help support needed building improvements. In addition, the Village has placed a greater emphasis on economic development activities that support marketing for existing businesses and outreach to attract new ones. Finally, many of the landlords and businesses who contributed to the planning process highlighted their creative, persistent, energetic and sometimes risky efforts related to business and building improvement. Only through more such individual and joint efforts can the land use and vibrancy aspects of the Elm Street vision be achieved.

4. **Rehab or New Construction?** A question to be considered is whether parts of the Elm Street district should be redeveloped and whether there is interest in many of the existing buildings being renovated and new businesses located in those spaces. There is a natural question as to which is better, new construction or rehab of existing spaces? From the perspective of this plan, the answer is that in the Elm Street District is served well by either. The goal is that the appearance of buildings and types of businesses reflect the plan's vision statement and present an appearance in keeping with the design guidelines. The review and approval processes of the Village are set up to accomplish that aim; and the downtown is home to solid examples of both. As of the preparation of this plan, there is great interest over renovation of the service station being converted to a restaurant at Green Bay Road and Spruce. Such a business adds to the vision of vitality and activity in the district, that it is in a renovated building only helps to preserve the history of downtown. A new building being considered as of this drafting is the One Winnetka development. The project, discussed below, proposes to bring a mix of apartments, condominiums, and commercial space to the east side of district.
5. **One Winnetka:** A proposed mixed use development has been under consideration on the east side of downtown; it is called One Winnetka. As the project began before this plan and since the form and mix of uses has evolved over the course of this planning process, there has not been a specific effort to incorporate the development or opine on its appropriateness. That said, the most appropriate consideration would be the extent to which it advances the Village's vision for the downtown. Should the zoning entitlement process continue beyond the adoption of this plan, the primary concern would be to ensure that the development does in fact reflect the plan's vision. Two other aspects of the project are relevant to the form and further development of the Elm District – parking and development timing.
- Current plans for the One Winnetka development include nearly 200 commuter parking spaces. Development of that parking will effectively shift the gravity of parking downtown to the east. It would allow existing commuter parking in the downtown to be relocated and those spaces used to add inventory on street and in parking lots for more customer and employee parking. As noted above, this impacts the Post Office site and the amount of parking that may be necessary there.
 - The concept of “market absorption” is an important element of development. In short, a market area (such as the Elm Street District) can only “absorb” so much development at one time. Imagine, hypothetically, if hundreds of living units were instantly added to the district over night; it would take time for them to be bought or rented as there are only so many people who are available to move to the district at any given time – the same is true of businesses. This factor is important for Elm Street land use planning as it relates to the Post Office site. In regard to market absorption, it would not be judicious for construction and attempts to fill spaces in two major downtown developments at the same time. That is, if One Winnetka were under construction and leasing space, other development projects (including the Post Office site) would do well to wait until One Winnetka was well on its way to being leased.

Hubbard Woods

The Hubbard Woods District includes commercial uses on both sides of Green Bay Road. Businesses primarily include retail (e.g. Spex Eyewear, Bella Bleu Bridal, Green Bay Cycles) and personal/household services (e.g. Michael's Shoe Repair, BloOuts Blow Dry Bar, Zengler's Cleaners). Office/professional services in the area include design (e.g. Robbins Architecture, Jeannie Balsm Interior Design, Holly Stuart Designs), banks/financial services (e.g. Bank of America, Private Bank), and medical offices. The existing land use map of the district is shown in Figure 4. Principal characteristics of the district are:

- Mixed-use buildings are prevalent with commercial uses on first floor and apartments or offices on upper floors.
- Businesses south of Tower Road are served by an off-street parking lot, while businesses north of Tower Road are primarily served by on-street parallel parking. A parking deck on Scott Avenue is available but underused.
- Hubbard Woods Park provides a significant open space area and having been recently renovated is a significant activity generator for the district.

Recommendations:

1. **Hubbard Woods Development Scenarios:** The development scenario sketch and data shown in Figure 5 and Table 4 represents a potential redevelopment of the *Hubbard Woods North Site*. Similarly, the development scenario sketch and data shown in Figure 6 and Table 5 represents a potential redevelopment scenario of the *Hubbard Woods South Site*. As with the *Elm Street North Site*, the study areas shown in these scenarios provide understanding for the "lessons learned" presented earlier in this plan.

Key factors of the *Hubbard Woods South Site* are: 1) Parking requirements for the retail and restaurant uses reflected in the scenario limit the potential new square footage, 2) similarly parking limitations point to the merits of the existing buildings being incorporated into any site redevelopment, and 3) any development activity in this area must be sensitive to existing, adjacent residential uses.

Key factors of the *Hubbard Woods North Site* are: 1) this area presents perhaps the best potential in the Village for new rental dwellings, 2) Hubbard Woods Park is a significant amenity to attracting development, and 3) the existing, underused Hubbard Woods parking deck presents an opportunity to support parking demands of new development.

Figure 4:

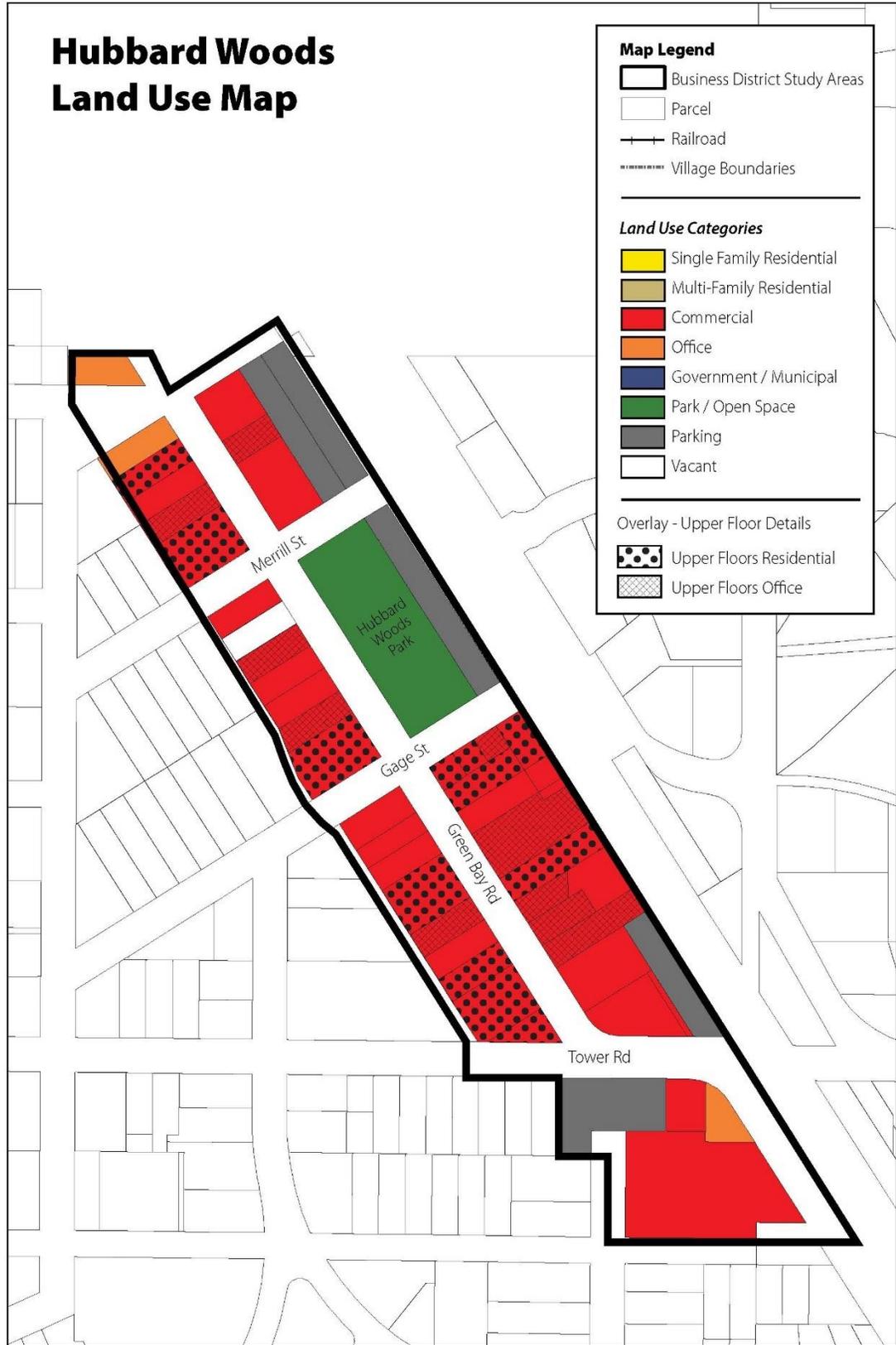
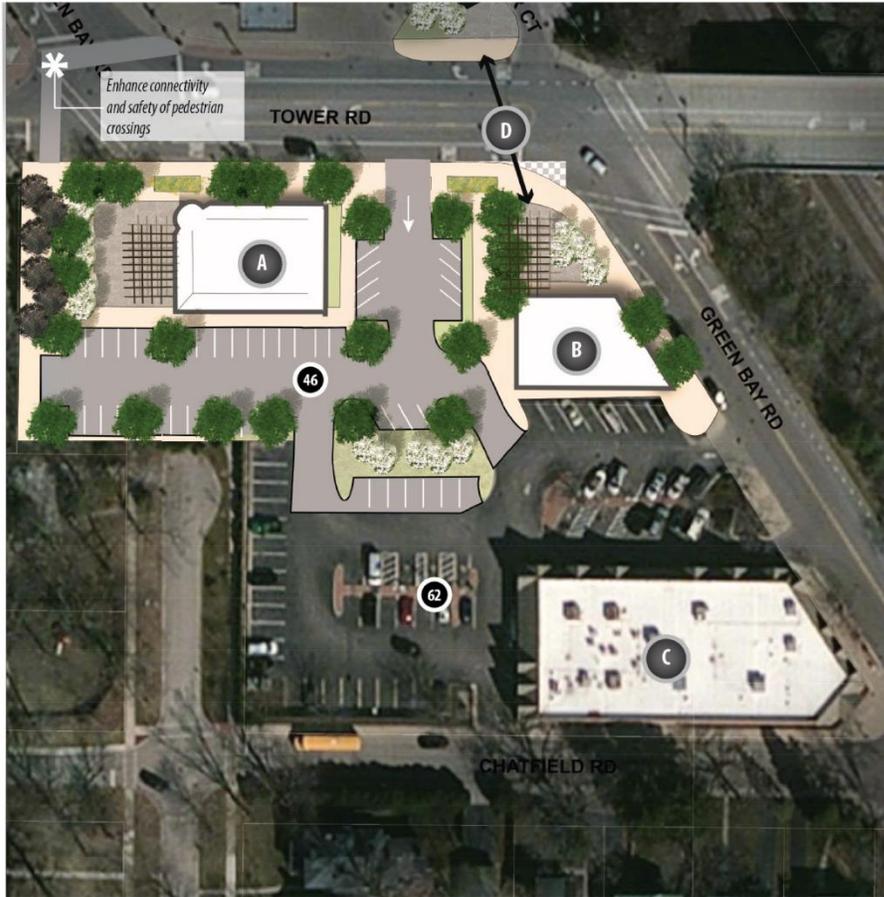


Figure 5: Hubbard Woods - South: Development Scenario Summary

VILLAGE OF WINNETKA DOWNTOWN MASTER PLAN

SITE 3. HUBBARD WOODS - SOUTH



■ SITE DETAILS

BUILDING A

1-Story Commercial
Family Friendly Destination/Restaurant
5,700 Square Feet
Parking requirement: 57 spaces *

BUILDING B

3-Story Adaptive Re-use
1st-3rd: 10,800 SF
Parking requirement: 22 spaces *

BUILDING C

1-Story Adaptive Re-use
14,000 SF
McDonald's: 3,000 SF
Commercial: 11,000 SF
Parking requirement: 52 spaces

DISTRICT GATEWAYS

Entry features located at opposite corners of Tower Road

PARKING

Shown per plan: 108 spaces
(151 spaces required per code)*

Existing: 135 spaces total

- Private Lot: 80 spaces
- Village Lot: 55 spaces

*** Proposed Parking Requirements**

- Retail/Office: 2 spaces / 1,000 SF
- Restaurant: 10 spaces / 1,000 SF

URBAN DESIGN

- Gateway features located at south leg of Green Bay and Tower Roads are on the north and south sides of Tower. Features would have consistent design to establish district gateway.
- Restaurant building sited to be prominent vista point for southbound traffic.
- Safer, more comfortable pedestrian crossings.
- Streetscape incorporated along south side of Tower Road to enhance area character and appeal of uses south of road.
- Site access at Locust Street to be northbound only to prevent excess traffic on that street.
- Wayfinding signage will be needed to orient users to the commercial use (bldg A) / parking.



Table 4: Hubbard Woods - South: Development Scenario Summary

- Building A: One story, high ceiling brew pub / restaurant located along Tower Road. Considered regional and local destination use. Adjacent outdoor dining / seating area included on west side of building.
- Building B: Existing three story office building along Green Bay Road remains and continues use as commercial space. Building character / design and location fronting Green Bay Road are positives. Replacing space on site adds to parking impacts.
- Building C: Commercial building at Green Bay and Chatfield Roads remains. Existing commercial space and orientation on site are positives. Redeveloping this portion of the site adds to parking impacts.

Site and Urban Design

- Gateway features located at south leg of Green Bay and Tower Roads is on the north and south sides of Tower. Features would have consistent design to establish district gateway. Feature on north side of Tower to be prominent for northbound traffic. Feature on south side of Tower may incorporate gathering spot in protected area.
- Restaurant building sited to be prominent vista point for southbound traffic.
- Safer, more comfortable pedestrian crossings emphasized.
- Streetscape incorporated along south side of Tower Road to enhance area character and appeal of uses south of road.
- Site access at Locust Street to be northbound only to prevent excess traffic on that street.

Parking

- Parking demand constrains site redevelopment.
- Current parking configuration includes 55 spaces that are 'Zone A Employee' and 'Zone C Commuter' spaces in the Village's parking lot south of Tower Road, 80 spaces in McDonald's private lot and 14 spaces along Tower and Green Bay Roads in front of commercial buildings.
- Parking availability for restaurant key to establishing it as destination activity.

Figure 6: Hubbard Woods - North: Development Scenario

VILLAGE OF WINNETKA DOWNTOWN MASTER PLAN

SITE 4. HUBBARD WOODS - NORTH



SITE DETAILS

BUILDING A

3-Story Mixed Use
 1st: 12,000 SF, Commercial
 Parking required: 24 spaces*
 2nd-3rd: 22,000 SF, Residential
 13-18 rental units
 Parking required @ 1.5 unit

BUILDING B

3.5-Story Residential
 1st: 1.5 Existing Deck
 2nd-3rd: 24,000 SF
 15-20 rental units
 Parking required @ 1.5 unit

BUILDING C

3.5-Story Residential
 1st: 1.5 Existing Deck
 2nd-3rd: 24,000 SF
 15-20 rental units
 Parking required @ 1.5 unit

AREA D

Rooftop Terrace on 2nd Floor
 Existing deck (219 spaces) to remain

AREA E

2-Way Traffic
 Convert Merrill Street to 2-way traffic
 with diagonal parking: 12 spaces
 Requires cul-de-sac at east end

PARKING

Existing Garage: 219 spaces
 Commercial requirement: 24 spaces
 Residential requirement: 65-87spaces

*** Proposed Parking Requirements**

- Retail/Office: 2 spaces / 1,000 SF
- Restaurant: 10 spaces / 1,000 SF

Lessons Learned

In translating the preliminary concepts first seen by the Steering Committee to the more detailed sketches showcased herein, a number of factors came forward. These lessons are fundamental to the future of each site and useful to understand in evaluating them. While at one level perhaps straightforward, they are basic to future development in Winnetka – whether publicly or privately directed.

- Redevelopment of existing parking lots creates the doubled edged sword of eliminating existing parking and creating the need for additional parking.
- No site can be developed in a vacuum. In addition to potential off-site impacts, adjacent and nearby sites should be considered as opportunities to create a larger development site or meet the need for parking, outdoor seating, passive recreation, etc.
- Development is best done in coordination with adjacent owners or government bodies to prevent adverse impacts and identify potential win-win opportunities.

URBAN DESIGN

- A residential building on, or over the deck is conceptual and based on the ability to engineer such a structure.
- The design shown for the structure above the parking deck is intended to limit building bulk and visual impact on surrounding areas. Also facilitates similar development potential on remaining quadrant of the block.
- The corner of Merrill Street and Green Bay Road is set as a small pedestrian plaza to provide visual relief and to highlight proximity to Hubbard Woods Park and the parking deck.
- Two-way access on Merrill Street between Green Bay Road and parking deck entrance. This would facilitate, but not require, consideration of future two-way traffic around the park.
- Landscaping indicated along Green Bay Road to enhance pedestrian experience.
- Building architecture should reflect and complement upscale historic character of district.



Table 5: Hubbard Woods - North: Development Scenario Summary

- Building A: A mixed use, three story building is located at the SE corner of Green Bay Road and Merrill Street.
 - Ground floor commercial.
 - Two upper stories of multiple family rental dwelling.
- Building B: Two, three and ½ story high multiple family rental residential buildings constructed above the Hubbard Woods parking deck. Each includes two stories of rental units.
 - Roof placed over top level of parking deck creates a terrace area.

Site and Urban Design

- A residential building on, or over the deck, is conceptual and based on the ability to engineer such a structure.
- The design shown for the structure above the parking deck is intended to limit building bulk and visual impact on surrounding areas. Also facilitates similar development potential on remaining quadrant of the block.
- The corner of Merrill Street and Green Bay Road is set as a small pedestrian plaza to provide visual relief and to highlight proximity to Hubbard Woods Park and the parking deck.
- Two-way access on Merrill Street between Green Bay Road and parking deck entrance. This would facilitate, but not require, consideration of future two-way traffic around the park.
- Landscaping indicated along Green Bay Road to enhance pedestrian experience.
- Building architecture should reflect and complement upscale historic character of the district.
- A commonly accepted name should be determined for the Hubbard Woods parking deck. This would help to brand the facility and direct users there.

Parking

- Off street parking for all uses to be provided in existing parking deck.
- Wayfinding signage needed to highlight location of and path to / from parking deck for drivers and pedestrians at Merrill and Scott Streets.
- Angled parking maintained along Hubbard Woods Park, but direction reversed to reflect two-way traffic.
- Current parking deck has 219 parking spaces designated as 'Zone C Commuter' (106) and 'Zone A Employee' (113).

2. **Hubbard Woods Design District:** The Hubbard Woods Design District is a local group of independent merchants that jointly market the area as focused on providing high quality personal fashion, home furnishings, antiques, art and architectural services. Recent marketing efforts, supported by the Village, have served to raise the area's profile and potential. From a land use perspective, there is opportunity to support the design district by continuing to evaluate related land uses in the C-2 Zoning District and ensure they are permitted and appropriate from a land use perspective for the district.

3. **Family Orientation:** In addition to the regional draw of the Design District and the community-wide draw of the park, Hubbard Woods is very much a neighborhood district for nearby families. This results from the location of the park, the adjacent residential areas, and Sacred Heart Parish and School. From a land use perspective, this translates to restaurants and convenience / community retailers. While specific businesses may come and go, the family orientation of the district will continue to attract those types of businesses – as the recently opened Mrs. Green’s Neighborhood Market shows. Again, maintaining this character requires continuing to ensure that the appropriate types of uses are permitted in the C-2 Zoning District to reflect family needs.

There was been discussion throughout the planning process as to how the southern portion of Hubbard Woods is about the design district and the northern portion is about families. That Hubbard Woods Park (Gage Street) is or should be the dividing line. From the perspective of this plan and implementing the vision for Hubbard Woods, there is not and need not be a dividing line for these two points of emphasis for the district. Principally, the district is not so large that a clear division is necessary or would enhance the area. Further, the two types of users are not mutually exclusive – those coming from out of town for Design District businesses can certainly enjoy an ice cream cone or a few quiet moments at the park. Likewise, families purchase the type of goods found in the Design District. The land use plan or zoning ordinance should not create a distinction where one is not needed.

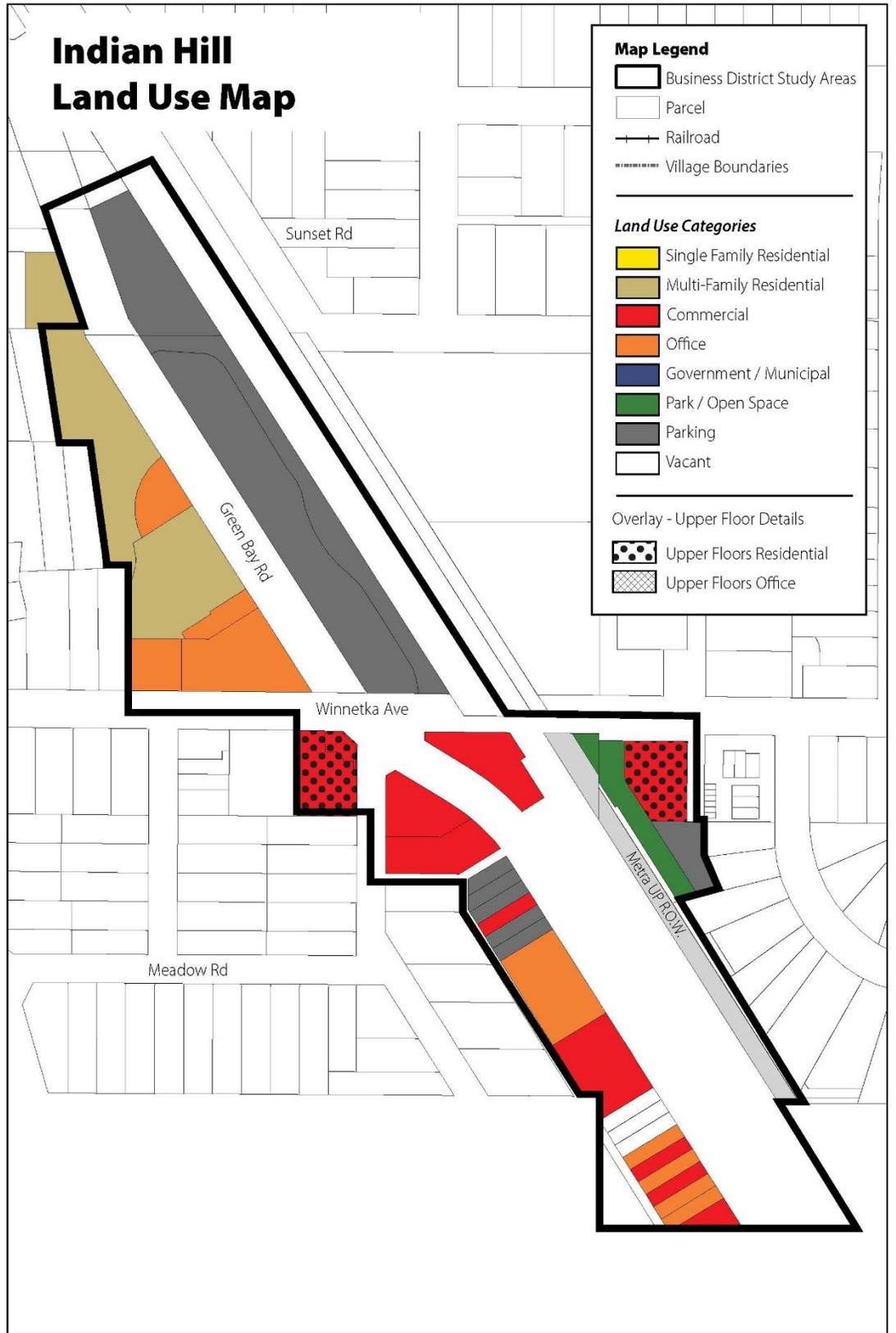
4. **Maintain Street Wall:** The building facades along Green Bay Road create a unique and attractive character for the Hubbard Woods district. Whenever feasible, future new development should not create breaks in the wall, and existing breaks should be filled when possible. Parking lots are the most likely use to create a gap – this is in part why they are Special Uses in the C-2 District. The recent addition of a parking lot to the north of Mrs. Green’s Neighborhood Market created such a break. However, it was approved as a Special Use in acknowledgement of the unique needs of the store and architectural elements used to narrow appearance of the gap. Consideration of future parking lots should strongly consider how they can be accommodated without creating street wall gaps. An example of an existing gap is south of the building at the southwest corner of Green Bay Road and Merrill Street. Should that building and site be redeveloped, access to off street parking could be secured from Merrill or the alley.

Indian Hill

The Indian Hill District is composed of two distinct parts: a mix of offices/professional services and multifamily housing north of Winnetka Avenue, and a mix of commercial uses to the south. Businesses primarily include dining establishments (e.g. Michael, Cap’t Nemos, Marco Roma Pizzeria) and personal/household services (e.g. Massage Therapy, Fitness Revolution). Office/professional services in the area include banks/financial services (e.g. State Farm, Northern Trust, First Bank & Trust) and medical offices. While not specifically in the business district, New Trier High School (located just to the east on Winnetka Avenue) is a significant influence on the district. The existing land use map of the district is shown in Figure 7.

- The majority of business in the district are located on the west side of Green Bay Road.
- Mixed-use buildings (commercial on first floor and apartments on upper floors) are only located along Winnetka Avenue
- Uses south of Winnetka Avenue are a wide mix of business and office uses.
- Businesses are primarily served by on-street parking, but some off street parking is available.

Figure 7:



Recommendations

1. **Maintain Current Zoning:** The Indian Hill area currently is regulated by the C-1 Neighborhood Commercial District. The land use designations and building bulk standards in the C-1 closely reflect those of the C-2 General Retail District, which regulates the Elm Street and Hubbard Woods area. The few differences limit certain somewhat more intensive uses that might not be compatible with adjacent residential areas. No changes to these designations are considered necessary to advance the vision of the district. However, the zoning and development related code changes described earlier will support continued renovation and occupancy of commercial spaces.
2. **Reflect the New Trier High School Influence:** While not in the study area, New Trier High School stands as a significant influence. It generates potential customers, vehicular and pedestrian traffic, and visitors from around the region. This influence is seen in current land uses (restaurants and a convenience store) and related planning considerations as raised in the Market Analysis, Transportation Plan, and Urban Design Plan of this Downtown Master Plan. Any future zoning or land use evaluations for development proposals should consider the opportunities from and potential impacts on the school.
3. **Gateway Site:** The southeast corner of Green Bay Road and Winnetka Ave is a Village owned property that includes the structure from a former auto repair center. It was used for vehicle storage and auto prep when the Land Rover dealership was across Green Bay Road. It is currently being used by New Trier High School to meet short term parking needs during their construction. This site presents an opportunity to be much more than just a parking lot and include a Village gateway element (signage and landscaping) and adaptive reuse of the building that is there – in the spirit of the proposed gas station reuse at Green Bay Road and Spruce Street. In keeping with the high school’s influence in the area, the Village may wish to reuse the site as a joint effort with the school – having students perhaps involved in determining its final use, renovation, and even operation of a new (school focused) business.
4. **Commuter Lot:** The Metra commuter lot is a large land use in the area. Evaluation of the site through the plan development process considered expanding parking through development of a parking deck, and possibly adding commercial space into the first floor of such a deck. Additional parking was considered potentially necessary for the High School. The significance of the school on the area warrants continued dialogue with the school district on their potential need for parking on the lot. It is not the intent of this plan to recommend that a parking deck be built, but that the Village be open to working with the School District if they sought to expand parking on the site. In that case, the Village would consider how that could be done in a way that advanced the vision of this plan.

Conclusion

This land use plan presented themes for stewardship of the three business districts and recommendations for specific actions to bring about the vision for each. The land use plan cannot be considered in a vacuum, but should be considered in concert with findings of the Transportation Plan, Urban Design Plan, and Market Assessment. Together these components will make up the heart of the final Village of Winnetka Downtown Master Plan.

WINNETKA

DOWNTOWN MASTER PLAN

Urban Design Plan

July 25th, 2016 | Steering Committee Meeting

Prepared by: Teska Associates, Inc.



Introduction

Take a moment and reflect...

Of the downtowns you've visited or lived, what were your favorite? What was it about these places that you loved most?

Chances are urban design played a critical role in leaving you with a positive, lasting impression of these places. Our experience walking, shopping, and hanging out in downtowns is greatly impacted by urban design. Whether it be lighting, landscaping, the ease with which we can walk around, bike, get to places or stay at places -- eating, reading and chatting with friends -- the outdoor amenities that make up the streetscape and define its character greatly impact our experience. High quality urban design encourages residents and visitors to stick around, enjoy the environment, dine at restaurants and shop at stores. Enhancing elements herein is often times referred to as "placemaking"

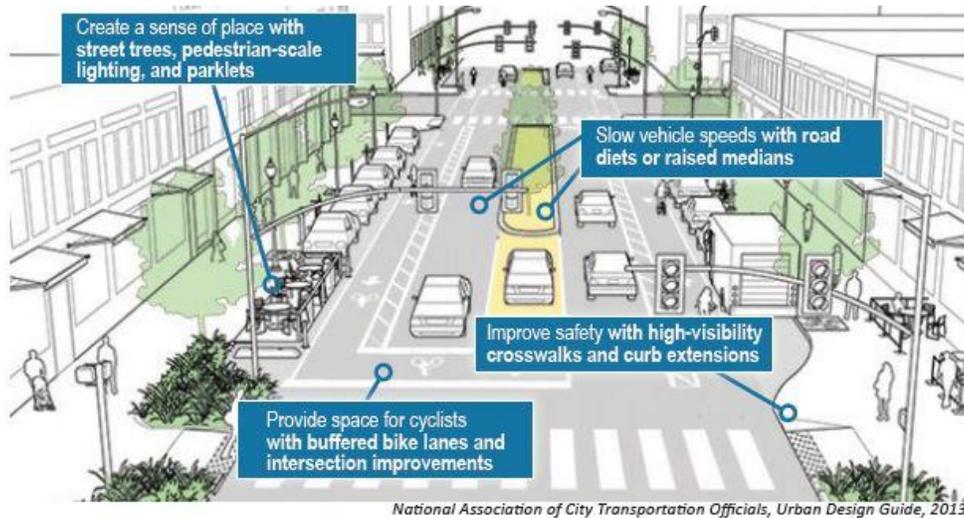
Placemaking: A multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and wellbeing.



More than aesthetics...

It is important to recognize that urban design isn't just about making places "pretty". People tend to associate urban design with community beautification – and while it does many things to fulfill that role, it serves a much higher purpose. Elements of urban design / placemaking work together to compliment the look, feel and function of Winnetka's business districts. Effective urban design provides structure to the built environment by catering to all types of users – pedestrians, cyclists, drivers, residents, visitors, seniors and kids. It furthers safety via bike lanes, sidewalk connectivity, count-down signals, crosswalks and bollards. It lets you know *how* to get places and *when* you have arrived at a community via directional and gateway signage. Finally, it caters to enhancing users' quality of life via benches, patios, public art, shade trees, etc. that together provide a place to sit back, relax and enjoy one's surroundings.

Figure 1: Example of urban design elements working together to effectively balance safety, mobility and community.



Looking ahead, to successfully plan and improve upon urban design in Winnetka requires a review and understanding of four essential elements: (1) the Village’s existing Commercial Design Guidelines and how this plan works with such, (2) the community’s ideals and desires for urban design as identified and refined through extensive community participation and outreach, (3) the common set of urban design themes that should guide improvements to the Village as a whole, and (4) the district-specific urban design objectives that respond to each area’s unique environment and celebrate the goals of the vision statements.

Commercial Design Guidelines vs. Master Plan Design Guidelines

The Village of Winnetka already has Commercial Design Guidelines in place that set forth best practices for site and building design within the Village’s business districts. The 91-page document provides great detail on building architecture and massing, the treatment of pedestrian versus vehicular zones, public spaces, types of signage and location-based open space guidelines. Similar to the vision statements prepared for each of the business districts as part of this Downtown Master Planning process, the existing Design Guidelines include their own statement of purpose and directive:

“The Village of Winnetka seeks to maintain the high quality of its business districts’ built environment, with development that is attractive and consistent with a pedestrian-oriented town center character. Whether a proposed project is for new development or an improvement to an existing building or landscape, it is important that each proposal enhances the contextual character of its surroundings and contributes positively to the goals of the community. The Comprehensive Plan for the Village of Winnetka, Winnetka 2020, recognizes that the Design Review Board, residents, developers and architects will all benefit from guidelines that encourage high-quality design that is sympathetic to its surroundings. The guidelines are suggestive and not intended to supplement or supersede the Village’s Codes or Ordinances nor do they represent a master plan for any immediate development project.” -Existing Village of Winnetka Design Guidelines

The Urban Design Guidelines that follow are specific to the discussion and findings that stemmed from Winnetka’s Downtown Master Planning process. They set forth strategies and identify specific improvements for each district that speak to and advance the district-specific vision statements developed by Winnetka residents. They build upon and support but do not replace the Village’s existing Design Guidelines.

How should the Downtown Master Plan Design Guidelines be used?

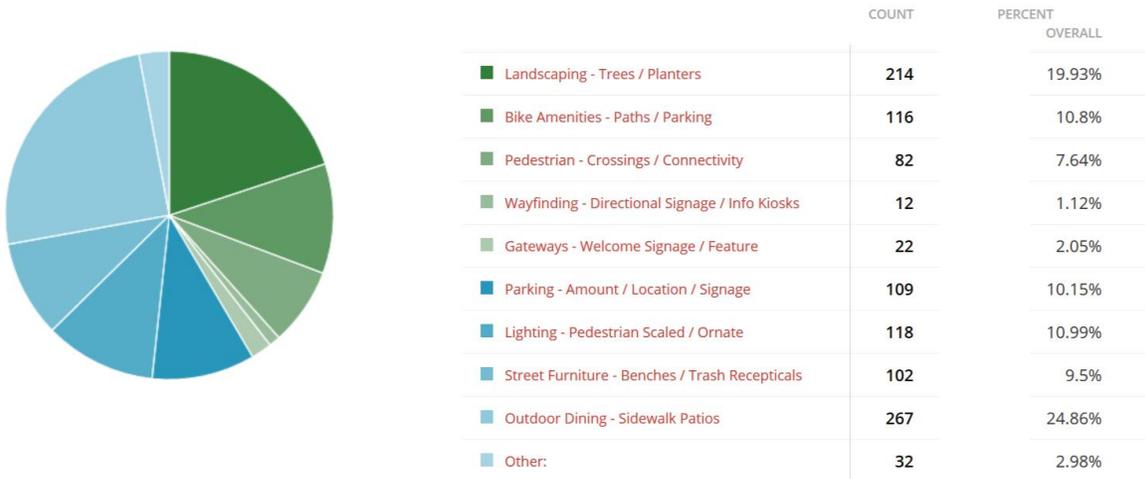
The Urban Design Guidelines contained herein present a range of strategies to aid and encourage collaboration among different design and development professionals, Village staff and officials in promoting health, vibrancy and district recognition through design. As development proposals within the districts come before the Village, criteria herein should be reviewed and incorporated as appropriate whether the project is large or small, public or private, new or existing. The guidelines address all who have a role in the design and construction of the built environment, and should serve as a continual reference point moving forward.

Community Outreach

Community involvement and input opportunities were integrated throughout the Downtown Master Plan process to ensure successful outcomes that reflect the voice, wants and needs of Winnetka. To better identify and measure community attitudes towards elements of urban design, an online ‘Quick Poll’ was posted to the project website in April 2016. The poll, which asked the question, “Which urban design elements would benefit Winnetka the most?” was cross-promoted via the project website, Village website and weekly Winnetka e-newsletter. Within 2-weeks’ time over 1,000 votes had been submitted by the community regarding their urban design ideals, the final results of which are noted in the pie chart below.

Which urban design elements listed below would benefit Winnetka the most? Select your top three categories.

Total Votes
1,074

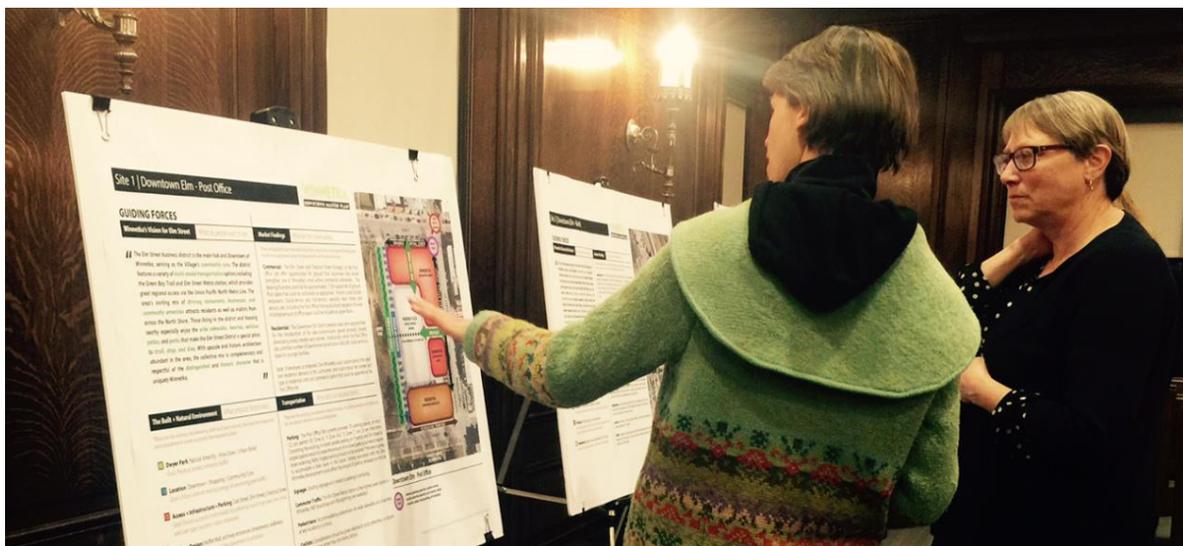


The results of the poll relayed that outdoor dining, landscaping, lighting and bike amenities were among the top 4 urban design elements as ranked by Winnetkans. The wish to advance these four components was further supported by the comments and ideas shared via the project website throughout the planning process.

“We need to beautify and improve our town’s charm by adding beautiful street lamps even gas lanterns like can be seen in Charleston, SC and beautiful planters with flowers and shrubs. Maybe even a fountain and more benches.” – Online Idea

The feedback received via the poll helped to further solidify many of the elements already noted as priorities by the community. But just as it is important to understand what elements ranked high, it is also necessary to review and understand why certain design elements ranked low. For example, wayfinding signage was the lowest ranked strategy via the quick poll; yet the goal of “furthering business district vitality by attracting visitors from outside Winnetka,” was consistently noted throughout the planning process as a driver of downtown vitality and desire for Winnetka. To this point, residents taking the quick poll perhaps didn’t understand the immediate value connected to wayfinding signage because, as residents, they know how to get to places, parking and destinations.

Points such as these were considered along with the findings of the public quick poll at the April 25th Steering Committee meeting. In addition to understanding the “public’s voice” and desires, the Committee took part in detailed discussion and further refinement to determine how best each urban design element fit into fulfilling the goals of the overall Master Plan and district specific visions. Together, the 1,000+ quick poll results, ideas shared throughout the planning process, and steering committee discussions led to the identification of a set of urban design themes as well as district specific recommendations. Whereas the themes relate to the overall priorities for urban design that apply to the Village’s business districts as a whole, the district specific recommendations are just that – objectives that address specific concerns and desires as they relate to the differing environments in each of the business districts -- Downtown Elm, Hubbard Woods, and Indian Hill. Extensive outreach, review and feedback solidified both the themes and district specific recommendations through online and in-person outreach.



Review and Discussion of Redevelopment Opportunities at the February 29th Steering Committee Meeting

Themes

The following eight themes were identified by the community as fundamental priorities to move forward with as part of the Master Plan. They are a direct reflection of desires by Winnetka residents, stakeholders, and the steering committee and together serve as the guiding principles that will assist the districts in realizing their visions.

- 1) **Character:** Promote consistent, cohesive application of urban design (lighting, street furniture, year-round landscaping, etc.) that celebrates Village identity. There should be a consistent design in the Village among design elements, but also a recognition of unique character to celebrate district-specific traits (i.e. Hubbard Woods Design District).

“A cohesive effort is needed for urban design elements to reflect a common identity across the business districts.” – Working Group Finding

“Urban design elements can be used to reinforce the image of Winnetka and the business districts to residents and visitors – this has great value.” – Steering Committee Finding

- 2) **Diverse Users:** Urban design elements should reflect and cater to the diversity of folks that frequent the business districts: pedestrians, cyclists, drivers, residents, visitors, families, shoppers, kids, seniors, etc. Effective urban design elements are important in furthering everyone’s enjoyment of districts and to attract nonresidents as well as potential shoppers and diners.

“When thinking about gateways and wayfinding signs consider the needs of both residents and outside visitors in designing signs and defining the locations.” – Steering Committee Finding

- 3) **Districts:** It is important to recognize that the three business districts (Elm Street, Hubbard Woods, and Indian Hill) are not all equal in their size and role in the Village. The extent of streetscape improvements (and expenditures) should reflect existing characteristics and usefulness of the enhancements.

“Elm Street and Hubbard Woods are more viable for business and visited by more people, so they should see more energy applied related to urban design elements. The key aspects of Indian Hill are as a gateway to the Village and focal point related to New Trier.” – Steering Committee Finding

- 4) **Connectivity:** Connectivity should be thoughtfully considered and improved for all users. The Village needs to consider access around town as well as to places/destinations. ADA accessibility is also important.

“We need to think in terms of multiple types of users 1) children going to school, 2) residents on convenience & recreation trips and 3) regional bikers passing through town.” – Steering Committee Finding

5) **Signage:** Navigation from place to place is an integral part of everyday life. Where are you? Where are you heading? People use their knowledge and previous experiences to find their way in the built environment. Signage is key for welcoming visitors (at gateway locations) as well as orienting and directing users to destinations and parking. Wayfinding signage does just that – it helps visitors find their way, get around and understand the business districts. It also sets a tone for what people feel and think when they come to Winnetka. Signage must be focused and thoughtfully considered to successfully celebrate Village character and not appear cluttered or confusing. An important consideration is also “user distinction” i.e. residents, who understand their way around, versus visitors who may be unfamiliar with the business districts. An effective wayfinding system for Winnetka needs to embrace the following:

- **Show only what is needed:** Show information that is relevant is to the space, location or navigation.
- **Do not make them think:** Create a comprehensive, clear and consistent visual communication system with concise messaging. Remove unnecessary elements to convey a clear message.

“Signs can help direct visitors to specific items – especially parking. But, it is important that Downtown be more than a repository for signs! We should consolidate messages on signs and use simple kiosks or directories to help people find their way around.” – Steering Committee Finding

“Gateway signage is important for visitors in that it reflects the character of the Village and lets people know they have arrived someplace special.” – Steering Committee Finding

6) **Amenities:** Pedestrian and bike amenities should be further integrated and follow a design to respect the distinctiveness of the districts. The Village should also continue to provide and maintain street amenities including benches, interesting seating, creative / interactive public art, planters, trash containers, recycling and water fountains to ensure business districts invite users to stay and hang out.

7) **Safety:** Safety is crucial and should be thoughtfully considered for all users and furthered via lighting, pedestrian and bike amenities, crossings, bump-outs, etc. Future design guidelines should be integrated with the recommendations contained in the Transportation Plan to successfully plan for the interplay between pedestrians, cyclists and motorists. A variety of tools are available to achieve the desired characteristics including signage, intersection treatments, crossing treatments, buffers, and traffic calming.

8) **Outdoor Dining:** Outdoor dining is important to many residents and visitors (ranked #1 via the online quick poll). Creative integration should be explored via parklets (in Hubbard Woods), corner plazas, sidewalk patios (where the right-of-way allows), and temporary pop-up cafes at community events.

“Creating outdoor dining can be costly to implement for owners and is a private business decision; the Village should not retrofit (widen) existing sidewalks to accommodate.” – Steering Committee Finding

“I suggest providing more space for outdoor cafe-style seating at restaurants. Those local restaurants that have, or have had, outdoor seating have been successful. People are drawn to places where there are other people and it creates a sense of vibrancy and community.” – Online Idea

District-Specific Objectives

In addition to the overarching themes that should be applied at a macro-level and considered for each of Winnetka's three business districts, there are recommendations that came out of the outreach and planning process that should be applied at the micro-level, i.e. by district. The identification of objectives specifically suited to each district echoes back to Theme #3:

***Theme #3 – Districts:** It is important to recognize that the three business districts (Elm Street, Hubbard Woods, and Indian Hill) are not all equal in their size and role in the Village. The extent of streetscape improvements (and expenditures) should reflect existing characteristics and usefulness of the enhancements.*

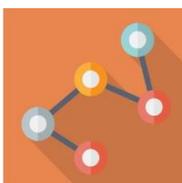
Throughout the planning process the varying environments, users, site characteristics, economic drivers, and design opportunities for Downtown Elm, Hubbard Woods and Indian Hill were reviewed, refined and revisited. Solidifying the vision statements for each of the business districts early in the process provided the framework from which detailed recommendations followed. The analysis of market realities, transportation improvements, policy and land use further defined what urban design elements should be actively pursued, why and where they should be located. The district-specific recommendations that follow highlight three essential features:



1. Context: Good urban design always arises from a thorough and caring understanding of place and context. How does the district function? What primary roles does it serve – entertainment, civic, leisure? How is it used and by whom? What are the site constraints, opportunities, and capacity for development?



2. Key Locations: Good urban design includes aims, targets and objectives. The aims are the vision statements and themes addressed previously. The targets are the key locations, i.e. intersections, parks, places and nodes where people tend to congregate, activity is focused and where urban design improvements should be focused. The objectives are the urban design goals / recommendations explained below.



3. Urban Design Objectives: The urban design objectives help further the sort of place each district hopes to become via physical development and coordinated improvements. The objectives for each district are different because they reflect the unique circumstances of the particular place. Downtown Elm Street is a municipal hub, Hubbard Woods is family / design oriented, and Indian Hill is a gateway into Winnetka, with the primary user being New Trier High School students.

Downtown Elm Street

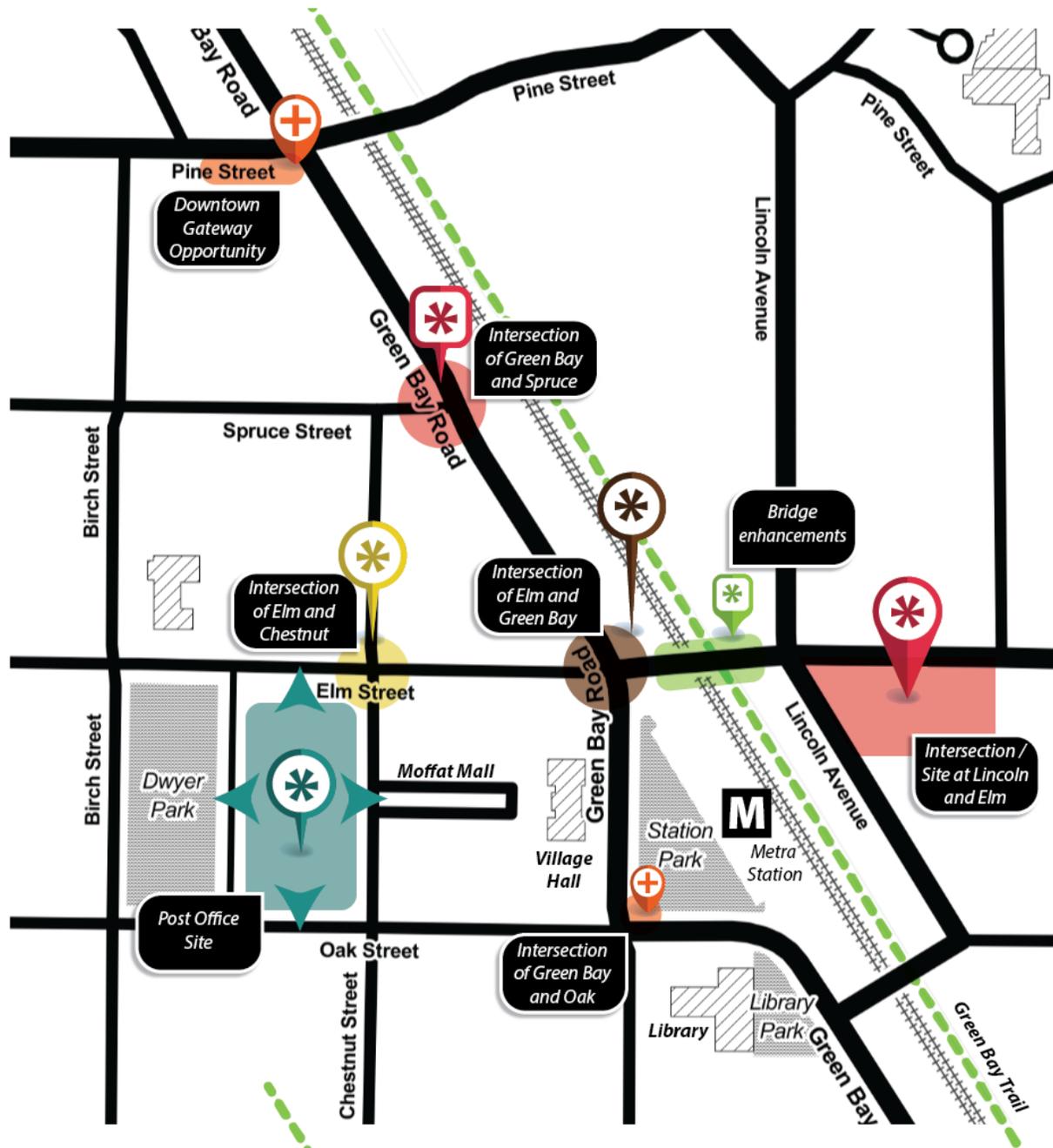
Context

Downtown Elm Street is the main hub and heart of Winnetka’s business and civic community. Visually and symbolically it is bisected by Green Bay Road and the Union Pacific Railroad. The district has a very “pedestrian feel” with sidewalks that provide ample room for pedestrian flow and streetscape features, neighborhood shops and local restaurants. That said, the crossing of Green Bay Road by pedestrians and cyclists at Elm using the bridge / Metra overpass is perceived as daunting. West Elm most notably includes (1) the Post Office site, which presents a major development opportunity for the Village, (2) Chestnut Court / Moffat Mall, which sits just west of Village Hall and is a defining landmark that will inform surrounding development and urban design improvements, (3) Dwyer Park, a much loved destination for residents and families, and (4) Station Park, which lies across from Village Hall next to the Metra Station. East Elm is walkable, similarly scaled to West Elm and includes a potential development site at the intersection of Elm Street and Lincoln Avenue that will greatly impact future development and market opportunities within the District and Village as a whole. Green Bay Trail, which runs north south, lies just east of the UP-N Metra tracks, connecting to both Hubbard Woods and Indian Hill.



Key Locations

The map below identifies the key locations, intersections and sites where urban design improvements should primarily be focused in Downtown Elm Street. These locations were identified as top priorities via feedback and discussion during the Master Plan process. Furthermore, the Transportation Plan outlines a number of improvements that specifically concentrate on these key locations.



Urban Design Objectives

Signage

Wayfinding Plan: Research is an important step to understand the business districts' built environments and where information is needed to maximize legibility of the wayfinding system. Prior to improving Village signage (gateway, wayfinding, parking, etc.), an overall wayfinding program is recommended for the Village.

Install Wayfinding / Directional Signage: Better orient users to East and West Elm, Community House, Dwyer Park, the Metra Station, Green Bay Trail and other key destinations in downtown. Consider new development prospects – what will become of the Post Office site - as well as Indian Hill (New Trier High School) and Hubbard Woods (Hubbard Woods Park and Design District).

Install Gateway Signage: Explore opportunities to enhance “welcome” signage into the Village; potential locations include Green Bay and Oak, Green Bay and Spruce.

- **Parking:** Review, refine and simplify parking standards, signage and location by user type. As noted in the Transportation Plan, it is important for “visitor” parking to take precedent over employee and commuter parking to further foot traffic and activate the downtown. Additionally, a consistent design and clear message needs to be applied so that restrictions are easily understood.
- **Private Signage:** Continue to encourage creative integration of signs (such as blade signs) for commercial storefronts.
- **Light Pole Banners:** Continue to further celebrate district identity and unification between districts via banners on light poles. Banners may be location, event, holiday or sponsor specific.
- **Kiosk:** Consider locating additional kiosks in Downtown Elm at key locations or near outdoor people places where there is a high amount of foot traffic and visibility. There is an existing display at Oak and Green Bay, additional locations and design of kiosks should be explored (potential location: future development of Post Office site).



Examples of creative blade signs and outdoor kiosk

Pedestrian Amenities

“Every trip begins and ends as a pedestrian trip, whether walking to your car or the Metra station.” – Sam Schwartz Engineering

Connectivity: Enhance east-west connections across Elm Street via intersection improvements and curb extensions at Elm and Green Bay and bridge enhancements / sidewalk widening as shown in the Transportation Plan.

Safety / Access / Circulation: Integrate pedestrian amenities that cater to user safety, access and circulation at key locations specified and as noted in the Transportation Plan. Amenities include:

- **Crosswalks:** Add and repaint if fading.
- **Specialty Pavers:** Add at all four crossings at intersection of Green Bay and Elm to further identify pedestrian environment; continue decorative paving across bridge as noted in the Transportation Plan.
- **Count-Down Signals:** Currently underway at Green Bay and Elm.
- **Bump-outs/Curb Extensions:** Add at intersection of Green Bay and Elm, Green Bay and Oak, and along bridge going over Metra as noted in the Transportation Plan (see image below).
- **Bollards:** Consider adding bollards at Green Bay and Elm to further safety of pedestrians.



Bump-outs / curb extensions at the intersection of Green Bay Road and Elm Street as identified in the Transportation Plan.

Bike Amenities

Bike Parking: Integrate attractive bike parking at some of the key locations (see map) in Downtown. Include intersections east and west of the Metra Station on Elm, Dwyer Park and Metra Station (improve existing); also consider future development of Post Office Site.

- **Creativity:** Bike racks have come a long way in recent years – consider creative options that may also serve as public art.
- **Identity:** Bike racks can also provide an opportunity to further community identity.
- **Repair Station:** Consider air/fill repair station near Green Bay Trail.
- **Bike Plan:** Coordinate with the adopted Park District Bike Plan for overall recommendations on circulation.
- **Green Bay Trail Connectivity:** Further pedestrian and bike connections between commercial districts via Green Bay Trail.



Built + Natural Amenities

People Places: Integrate plazas, benches, creative seating, outdoor patios and other amenities at key locations; include design elements such as bollards and landscaping that enhance safety, further attractive sight lines, and buffer users from traffic and noise.

- **Public Art / Sculptures:** Explore opportunities for art installations, sculptures and/or interactive and potentially kid-friendly fixtures at key locations – specifically the Post Office Site.
- **Trash / Recycling Receptacles:** Already installed, but should be integrated as needed in the future relative to the Post Office site and development at Elm and Lincoln.
- **Landscaping:** Year-round landscaping is a high priority for the Village as noted via outreach. Key locations should continue to integrate and maintain landscape treatments that respond to the surrounding environment by providing greenery, shade and a sensory experience for users.
 - Shrubs and landscape buffers should be incorporated at the edges of plazas and outdoor patios to buffer users from parking and traffic. Shade and ornamental trees with tree grates should be added and maintained along sidewalks and surrounding plazas. Planters should continue to be integrated at corners.

- **Street Furniture:** Continue to integrate outdoor benches, tables, and seating options at key locations. Consider exploring creative options as shown via the images below at plazas and where space allows. Special consideration of opportunities should be applied to the future development of the Post Office.



- **Seasonal Opportunities:** Continue installation of holiday lights, but also explore other opportunities to embrace seasons with unique planter creations, light pole banners, etc.
- **Building Plaques:** Celebrate the history of significant structures via more building plaques at the street level that tell a story.
- **Pavement Stampers:** Further Village / District identity at key locations via concrete stampers or inlaid designs.



Hubbard Woods

Context

Hubbard Woods is a linear business district built on both sides of a regional arterial roadway, Green Bay Road. The district is a major year-round destination due to Hubbard Woods Park and shopping options. It serves as the northern gateway into Winnetka (at the intersection of Scott and Green Bay Road) and shares its border with Glencoe. Based on the narrower street width of Green Bay Road in Hubbard Woods, it has a more intimate feel than the Elm Street District. It also has narrower sidewalks though, which provides limited opportunities to expand ground-level streetscape amenities and outdoor seating. That said, Hubbard Woods is walkable, family-friendly and ideal for shopping, playing at or attending events in Hubbard Woods Park. Parking is primarily provided via on-street parallel spaces. There is also a two-level parking structure adjacent to the railroad tracks at Merrill and Tower Court, but it is difficult to access due to existing circulation and traffic patterns around the park at Merrill / Gage / Tower Court the Hubbard Woods Metra Station and Green Bay Trail lie on the east side of the District.



Key Locations

The map below identifies the key locations, intersections and sites where urban design improvements will primarily be focused in Hubbard Woods. The locations noted were identified as top priorities via feedback and discussion during the Master Plan process. As such, the locations provide significant opportunities for enhancement to advance the vision. Furthermore, the Transportation Plan outlines a number of improvements that specifically concentrate on these key locations.



Urban Design Objectives

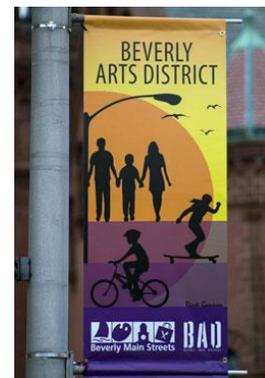
Signage

Wayfinding Plan: Research is an important step to understand the business districts' built environments and where information is needed to maximize legibility of the wayfinding system. Prior to improving Village signage (gateway, wayfinding, parking, etc.), an overall wayfinding program is recommended for the Village.

Gateway Signage: Explore opportunities to add "welcome" signage at Green Bay and Scott Avenue, Green Bay and Tower, and/or Green Bay and Merrill.

Wayfinding / Directional Signage: Better orient users to Hubbard Woods parking garage (a formal name for which should be determined and commonly applied), Hubbard Woods Park, Metra, Green Bay Trail and other key destinations, as well as Downtown Elm and Indian Hill (New Trier High School).

- **Parking:** Review and refine signage and location by user type; visitor parking takes precedent over employee and commuter. Refer to Transportation Plan for details regarding Hubbard Woods parking garage, etc.
- **Private Signage:** Continue to encourage creative integration of blade signs for commercial storefronts.
- **Light Pole Banners:** Further celebrate district identity and unification between districts via banners. Banners may be location, event, holiday or sponsor/business specific; consider Hubbard Woods Design District (example photo at right).
- **Kiosk:** Consider locating one or more additional kiosks in Hubbard Woods at key locations or near outdoor people places where there is a high amount of foot traffic and visibility. Possible locations include at Hubbard Woods Park and/or near Tower Road and Green Bay Road.



Pedestrian Amenities

Connectivity: Enhance pedestrian circulation around and to the Metra Station, Hubbard Woods Park, Green Bay Trail, and the intersection of Tower Road and Green Bay, which is particularly daunting.

Safety / Access / Circulation: Integrate pedestrian amenities that cater to enhanced user safety, access and circulation at the key locations specified and as noted in the Transportation Plan. Amenities include:

- **Crosswalks:** Add and repaint if fading
- **Specialty Pavers:** Consider adding decorative paved crossings at Green Bay and Tower to further the pedestrian environment. Consider making the stretch of Tower Court adjacent to Hubbard Woods Park and the Metra Station a paved corridor for utilization as a shared street for special events.

- **Bump-outs/Curb Extensions:** Add at intersection of Green Bay and Tower Road, Green Bay and Merrill, and Green Bay and Gage as noted in the Transportation Plan. Revise spacing of parallel parking spaces along Green Bay in Hubbard Woods to allow for the creation of additional bump-outs which can be used for landscaping or outdoor seating.
- **Bollards:** Integrate bollards at key locations around park to further safety of pedestrians and children; consider additional at intersection of Green Bay and Tower.

Bike Amenities

Bike Parking: Integrate attractive bike parking at key locations; pay particular attention to opportunities at both the north and south ends of Hubbard Woods. At the north end, explore creative, family-friendly bike racks near Hubbard Woods Park. At the south end (near Green Bay and Tower Road) explore bike racks that celebrate the “design district”.



Creativity: Bike racks have come a long way in recent years – consider creative options that may also serve as public art and help further celebrate the Hubbard Woods Design District.

Identity: Bike racks can also provide an opportunity to further community identity.

Bike Repair: Consider an air/fill station near Green Bay Trail – currently one at bike shop.



Bike Plan: Coordinate with the adopted Park District Bike Plan for overall recommendations on circulation.

Green Bay Trail Connectivity: Further pedestrian and bike connections between commercial districts via Green Bay Trail.

Built + Natural Amenities

People Places: Due to the narrow width of sidewalks in Hubbard Woods, opportunities to create “people places” at intersections and along the right of way are limited. Encourage the integration of creative seating, outdoor patios, public art, and accent landscaping via parklets (see Transportation Plan for coordination and images below) within requirements for future development proposals.



Public Art: A key characteristic of Hubbard Woods is its family friendly and design-centric nature. As such, there are opportunities to celebrate this via public art at key locations, gateways and vistas. The Village may also consider temporary art installations at Hubbard Woods Park to replace annually as noted in the two examples below.



- **Trash / Recycling Receptacles:** With the newly renovated park and “push” for additional park programming to further activate the district, trash and recycling should be reviewed to ensure they are keeping up with increased use / community events.
- **Landscaping:** Consider consolidating or grouping planters that are currently located within the sidewalk and in front of storefronts to bump-outs and parklets; this will improve the ease with which people can walk and shop.
- **Seasonal Opportunities:** In addition to holiday lights, explore opportunities to embrace seasons with unique planter creations, light pole banners, etc.
- **Building Plaques:** Celebrate the history of significant structures via building plaques at the street level that tell a story.
- **Concrete Stampers:** Further district identity at chosen, high traffic intersections that celebrate Hubbard Woods Design District (example shown above).

Indian Hill

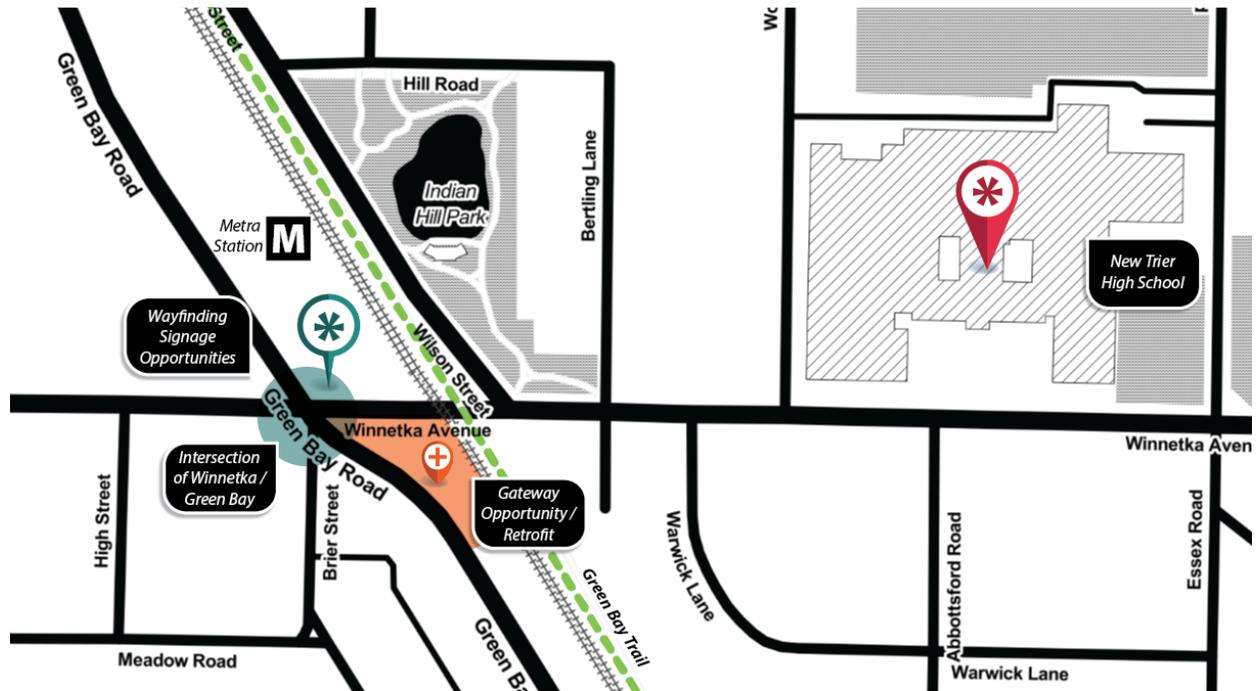
Context

Winnetka's Indian Hill Business District is an auto-oriented business corridor that serves as the southern gateway into the Village, sharing its border with Kenilworth. Other than a small pedestrian scaled sign, there is no real "gateway" welcome. The UP-N Metra / Indian Hill station sits on the east side of Green Bay along with a large commuter parking lot, the primary users of which are students heading to and from New Trier High School. IDOT recently installed traffic, safety and signal improvements at the intersection of Winnetka and Green Bay. Green Bay Trail runs north-south along the UP-N railroad tracks, just east of Winnetka Avenue. The biggest opportunities present in Indian Hill is to install signage (both wayfinding and gateway), complimentary landscaping, and explore the retrofit / reuse of the structure that sits vacant on the southeast corner of Winnetka Avenue and Green Bay Road.



Key Locations

- Green Bay Road and Winnetka Avenue
- New Trier High School (outside of business district but impacts the area greatly)



Urban Design Objectives

Signage

Wayfinding Plan: Research is an important step to understand the business districts' built environments and where information is needed to maximize legibility of the wayfinding system. Prior to improving Village signage (gateway, wayfinding, parking, etc.), an overall wayfinding program is recommended for the Village.

Gateway Signage: Enhance existing “welcome” signage at southeast corner of Green Bay Road and Winnetka Avenue by either replacing / adding a more robust, site specific gateway sign closer to the intersection of Green Bay and Winnetka. Enhance with landscaping that compliments the sign and surroundings – also consider integration of sculptural art.

Wayfinding / Directional Signage: Better orient users to New Trier High School, Downtown Elm, Green Bay Trail, Metra and other notable destinations (North Shore Country Day and Music Institute) via wayfinding signage. Further pedestrian and bike connections between commercial districts via Green Bay Trail.

During the Downtown Master Planning process, it was noted by Steering Committee members that New Trier High School, located in Indian Hill, hosts many state-wide sporting events that draw thousands of visitors from across the state to Winnetka. But due to lack of wayfinding signage, visitors don't realize the proximity of Downtown Winnetka and the restaurants therein. Thus potential sales tax dollars are leaving the Village due to lack of wayfinding / directional signage.

“So many people come to New Trier for statewide sports events, we need them to understand how close our Downtown Elm District is to Indian Hill.” – Steering Committee Feedback

*“Village identity needs to be communicated through the development of a gateway feature, appropriate wayfinding signs, gateway architecture and unified repetition of streetscape elements.”
– Winnetka Existing Urban Design Guidelines.*

- **Private Signage:** Encourage creative integration of signs (such as blade signs) for the limited number of commercial storefronts along Green Bay Road south of Winnetka Avenue.
- **Light Pole Banners:** Further celebrate district identity and unification between districts via banners on light poles. Banners may be location, event, holiday or sponsor specific.



Existing Light Pole Banner at Winnetka Avenue, Green Bay Road and Brier Street.

Pedestrian / Bike Amenities / Built + Natural Amenities

People Places: In addition to further celebrating the entry into Winnetka via gateway signage near the intersection of Green Bay and Winnetka Avenue, that site (as highlighted in orange on the Key Location Map) is large enough to accommodate additional improvements that could cater to the high amount of student users, generate activity and make the entry vista more of a “people place”. Potential improvements include retrofitting the existing building into a walk-up student led or student oriented shop (example: container café for coffee, gelato, etc.). If created into more of a “people place” or destination, additional pedestrian amenities including patio seating, bike parking, benches, and festoon lighting should be considered; parking would also need to be addressed. Furthermore, landscaping should be installed at edges to buffer users from traffic and provide greater comfort / safety.

There were a couple of ideas repeated via Master Plan outreach that support this initiative. (1) Parents of Winnetka want more places for their teens to be able to go and hang out, (2) in addition to the desire for more restaurants and places to go out to eat, an ice cream / gelato shop was a specific desire noted many times over.

Public Art: Consider the installation of a sculptural art element at gateway corner and consider a mural at the underpass. Consider art projects being led by New Trier High School Art classes.

Landscaping: Integrate accent landscaping on east side of Green Bay leading up to Winnetka Avenue to compliment signage and provide attractive gateway approach into Winnetka.

Student Run Community Garden: Consider coordinating with New Trier High School to make the gateway a pilot program for a student run community garden that could include a patio with picnic tables to enjoy lunch. The existing structure could become a tool shed and farmers stand to sell harvested goods and students could engage the community about urban farming / sustainable practices.



Photo example of student run community garden and signage.

Photo examples of container cafes, small walk-up restaurants, and outdoor patios.



Existing Site Photos

