

Winnetka Commercial Districts Master Streetscape + Wayfinding Plan

Section 1: Introduction

In Spring of 2006, the Village of Winnetka engaged the design team of the Lakota Group, SpaceCo Inc., and Christopher B. Burke Engineering to develop a comprehensive, unified streetscape vision for its three commercial business districts. The first phase of this project completed an audit and analysis of existing conditions, issues and opportunities in each of the commercial business districts. This audit served as a guide in the development of the second phase of work, which addressed a range of concepts and ideas, and developed an implementation strategy for improvements.



Northeast Corner of Elm Street and Chestnut Street

To help organize, simplify, and structure the analysis and concept phases, this summary has been divided into a discussion of the three districts: the **Hubbard Woods** commercial district at the north end of the Village, the **East and West Elm** commercial district in the center of the Village, and the **Indian Hill** commercial district at the south end of the Village. All three districts are strung together along the Village's portion of the Green Bay Road Corridor.

The completed first phase document, **Commercial Districts Streetscape Analysis** (August 2006), discusses in detail the following existing conditions/elements for all three commercial districts:

- Streetscape Widths
- Streetscape Pedestrian Intensities
- Vehicular Intensities
- Key Nodes
- Special Study or Opportunity Areas
- On-street Parking
- Circulation and Access Issues

Additionally, this analysis took into account Village entry points or gateways, signage, and wayfinding, and documented concerns and issues regarding clarity and organizational needs. The VWDG analysis recommended that these issues be addressed in a Master Streetscape and Wayfinding Plan.



Typical West Elm Streetscape

Upon completion of the initial phase of the study, the Village of Winnetka assembled an Ad-hoc Streetscape Design Committee made up of business and property owners, civic board members, and staff liaisons. The Committee provides ongoing feedback on the development of streetscape concepts and designs through regular monthly meetings and correspondence. This Committee included the following members:

AD-HOC COMMITTEE MEMBERS

Ellen Abell (Chamber of Commerce)

Ken Behles (Village Trustee)

Tom Kerwin (Design Review Board)

Mark Kurensky (Plan Commission)

Roberta Rubin (BCDC Member – Business Owner, Chamber of Commerce)

Heidi Sibert (Chamber of Commerce)

Betty Skalski (BCDC Member – Business Owner, Chamber of Commerce)

STAFF LIAISONS

Doug Williams (Village Manager)

Steve Saunders (Director of Public Works)

Michael D’Onofrio (Director of Community Development)

Jim Stier (Village Forester)

Through regular, open dialogue and significant input from both staff and the Committee members, the following streetscape design was prepared, refined, and finalized into the final draft of the Master Streetscape and Wayfinding Plan with a prioritized implementation strategy. Additionally, as part of this report, a “Village-wide” Wayfinding and Signage program including Village-wide identity, District identity and directional, parking, and regulatory signage is included. Finally, this document includes a project sequencing strategy of target areas addressing potential timing for carrying out the designs through completion.