RESOLUTION NO. R-43-2018

A RESOLUTION
APPROVING THE DOWNTOWN STREETSCAPE AND SIGNAGE MASTER PLAN

WHEREAS, on December 2, 2008, the Council of the Village of Winnetka (***"Village Council"***) adopted Resolution No. R-37-2008, "A Resolution Approving the Master Streetscape and Wayfinding Plan and a Plan for its Implementation" (***"2008 Streetscape Plan"***); and

WHEREAS, due to the Great Recession, the Village did not begin implementing the 2008 Streetscape Plan; and

WHEREAS, on November 3, 2016, the Village Council adopted Ordinance No. M-12-2016, "An Ordinance Amending the Winnetka 2020 Comprehensive Plan to include the Downtown Master Plan," which recommended that the Village pursue streetscape improvements based upon updates to the 2008 Streetscape Plan; and

WHEREAS, on May 9, 2017, the Village Council agreed to retain Teska Associates to assist the Downtown Master Plan (***"DMP"***) Task Force with reviewing the 2008 Streetscape Plan and incorporating streetscape design elements identified in the DMP; and

WHEREAS, on September 19, 2017, the Village Council approved Resolution No. R-65-2017, "A Resolution Approving Downtown Master Plan Streetscape Consulting Services with Teska Associates," which consulting services were to focus the streetscape design elements for the Elm Street Business District, but which streetscape design elements could be applied in the future to streetscape designs for the Indian Hill and the Hubbard Woods business districts;

WHEREAS, the DMP Task Force began its work in the fall of 2017 and, on June 5, 2018, submitted its report, "Downtown Streetscape & Signage Master Plan" (***"Master Streetscape Plan"***) to the Village Council; and

WHEREAS, the Master Streetscape Plan is a comprehensive design guide for the Village's pedestrian-oriented Elm Street Business District that articulates strategies to: (1) improve the pedestrian experience with a more walkable, bikeable and safe downtown; (2) improve the aging infrastructure to better support the new planning effort; (3) enhance the connectivity to storefronts and signage through sidewalk improvements and strategic elimination and repositioning of trees; (4) make the landscape more sustainable by bundling trees and planted material in areas more conducive to growth and survival; and (5) to encourage the intentional creation of more robust gathering spaces, allowing for outdoor dining/event opportunities and residents to congregate and better activate their community; and

WHEREAS, at its June 5, 2018, meeting, in addition to the DMP Task Force presenting the Master Streetscape Plan to the Village Council, the Village Council received comments from persons in attendance as well as written comments; and

WHEREAS, the Village of Winnetka is a home rule municipality in accordance with Article VII, Section 6 of the Constitution of the State of Illinois of 1970 and, pursuant thereto, has the authority, except as limited by said Section 6 of Article VII, to exercise any power and

perform any function pertaining to the government and affairs of the Village, including the power to regulate for the protection of the public health, safety and welfare; and

WHEREAS, the Village Council finds that establishing design standards for the improvement and beautification of the streetscape in the Elm Street Business District and, in particular, the Master Streetscape Plan attached to this Resolution as Exhibit A, are matters pertaining to the affairs of the Village.

NOW, THEREFORE, BE IT RESOLVED, by the Council of the Village of Winnetka, Cook County, Illinois, as follows:

SECTION 1: RECITALS. The Village Council adopts the foregoing recitals as its findings, as if fully set forth herein.

SECTION 2: ADOPTION OF MASTER STREETSCAPE PLAN. Pursuant to the Village's home rule powers, and subject to the condition stated in Section 3 of this Resolution, the Village Council hereby approves and adopts the Master Streetscape Plan, a copy of which is attached to this resolution as **Exhibit A**, and is incorporated as if fully set forth herein.

SECTION 3: CONDITIONS. The adoption and approval of the Master Streetscape Plan shall not be construed as either an authorization or a directive to allocate or expend funds in implementing the Master Streetscape Plan, and the Village Council expressly reserves all rights, authority, and discretion to determine the timing and extent to which the Master Streetscape Plan may be implemented and the manner in which such implementation shall be financed.

SECTION 4: EFFECTIVE DATE. This Resolution shall be in full force and effect from and after its passage and approval according to law.

ADOPTED this 19th day of June, 2018, pursuant to the following roll call vote:

AYES: _____

NAYS: _____

ABSENT: _____

Signed

_____
Village President

Countersigned:

_____
Village Clerk

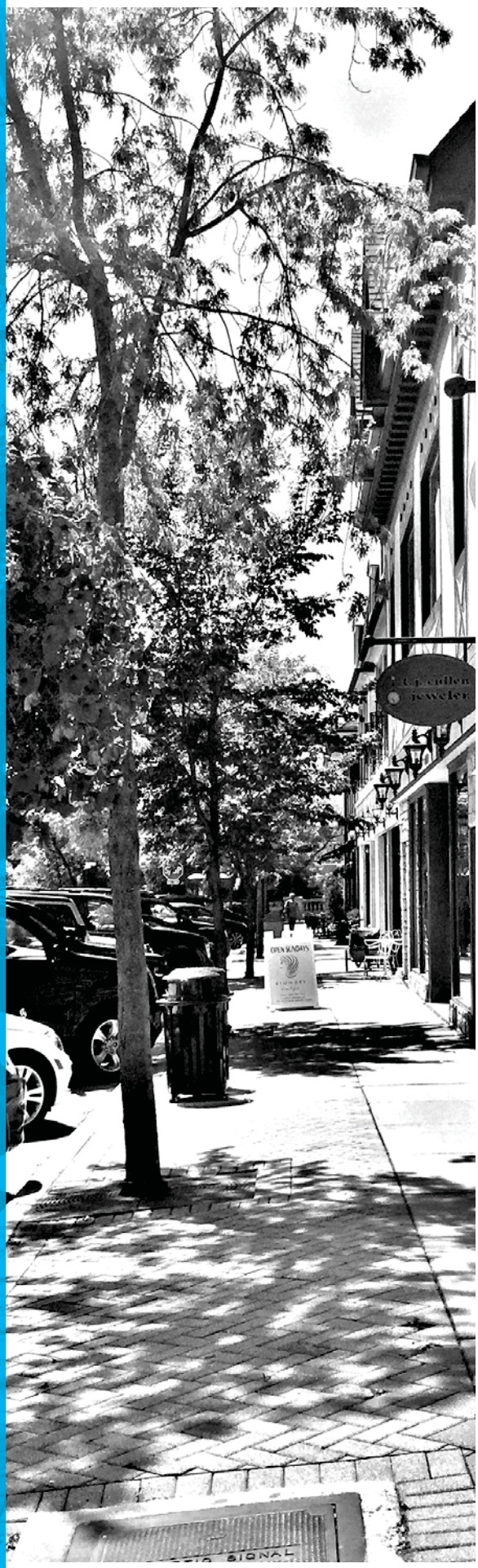
Exhibit A

VILLAGE OF WINNETKA DOWNTOWN STREETSCAPE AND SIGNAGE MASTER PLAN

VILLAGE OF WINNETKA

DOWNTOWN STREETSCAPE + SIGNAGE MASTER PLAN

An Implementation Project of the Downtown Master Plan



FINAL REPORT: JUNE 19, 2018

WINNETKA

STREETSCAPE + SIGNAGE PLAN

- Downtown Master Plan Implementation -

Dear Winnetka Village Council,

On behalf of the Downtown Master Plan Task Force and Teska Associates, Inc., we want to present our strategy for Streetscape Improvements as part of an actionable Downtown Master Plan for Winnetka.

Over the course of the past few years, a committee of community members has worked diligently with Teska and Village staff to better understand the fabric of our community, the good and the bad of our business districts, the wants of the business owners and the hopes of our residents. The plan and strategy for implementation presented here is the culmination of those efforts.

What began as an effort studying the three distinct business districts within Winnetka - Indian Hill, Elm Street and Hubbard Woods - evolved into a deeper dive into the Elm Street District, specifically focused on streetscape and signage. This was due to the variety of challenges presented by each of the three districts and the desire to find a workable solution for one before trying to solve something for all.

Regardless of "where", the thesis of the planning effort was and is constant, built around the following principals: improve the pedestrian experience with a more walkable, bikeable and safe downtown; improve the aging infrastructure to better support the new planning effort; enhance the connectivity to storefronts and signage through sidewalk improvements and strategic elimination and repositioning of trees; make the landscape more sustainable by bundling trees and planted material in areas more conducive to growth and survival; and finally, the intentional creation of more robust gathering spaces, allowing for outdoor dining/event opportunities and residents to congregate and better activate their community.

Our challenge was to draw upon previous work as well as the infrastructure and physical assets we already possess to take action on the input we heard beginning in 2015. We believe making Winnetka more walkable and liveable will also enhance the economic health of our existing businesses and attract new ones in the coming years.

Whereas the 2009/2010 Streetscape effort was a study in beautification, this current undertaking is all about the re-invigoration, walkability and quality of our downtown. We hope you appreciate and promote the efforts of the Task Force. We look forward to presenting this to the Village Council at its June 5 meeting.

Sincerely,
Downtown Master Plan Task Force Members
Jon P. Talty, Chair
Meg Benson
Steve Hudson
Margaret Lamason
Scott Myers, Village Trustee
John Swierk, Village Trustee
Bob Winter

SPECIAL THANKS

The Winnetka Downtown Streetscape and Signage Master Plan is the product of a collaborative effort with the Task Force, Village Council, Village Staff and multiple discussions throughout the community during events and meetings. Special thanks to the following individuals for their dedication to this important project.

** Listed alphabetically by last name*

Task Force

John Talty, Chair
Meg Benson
Steve Hudson
Margaret Lamason
Scott Myers, Trustee
John Swierk, Trustee
Bob Winter

Village Council Members

Chris Rintz, President
Andrew Cripe, Trustee
Penny Lanphier, Trustee
Bob Dearborn, Trustee
Scott Myers, Trustee
Anne Wedner, Trustee
John Swierk, Trustee
Kristin Ziv, Past Trustee

Village Staff

Robert Bahan, Village Manager

Jim Bernahl, Assistant Director of Public Works

Brian Keys, Director of Water & Electric

Mike Martella, Economic Development Coordinator

Brian Norkus, Assistant Director of Community Development

Megan Pierce, Assistant Village Manager

Steve Saunders, Director of Public Works/Village Engineer

Jim Stier, Village Forester

David Schoon, Director of Community Development

Lori Weaver, Administrative Assistant

Project Consultant

Teska Associates, Inc.
Jodi Mariano, Project Manager
Michael Blue
Erin Cigliano
Nicole Ponath
Dominic Suardini
Jill Troiani

CONTENTS

The following chapters include the overall findings and recommendations for the Winnetka Downtown Streetscape and Signage Master Plan. This document is a companion report to the Village of Winnetka Downtown Master Plan Report Adopted by Village Council on November 3, 2016.

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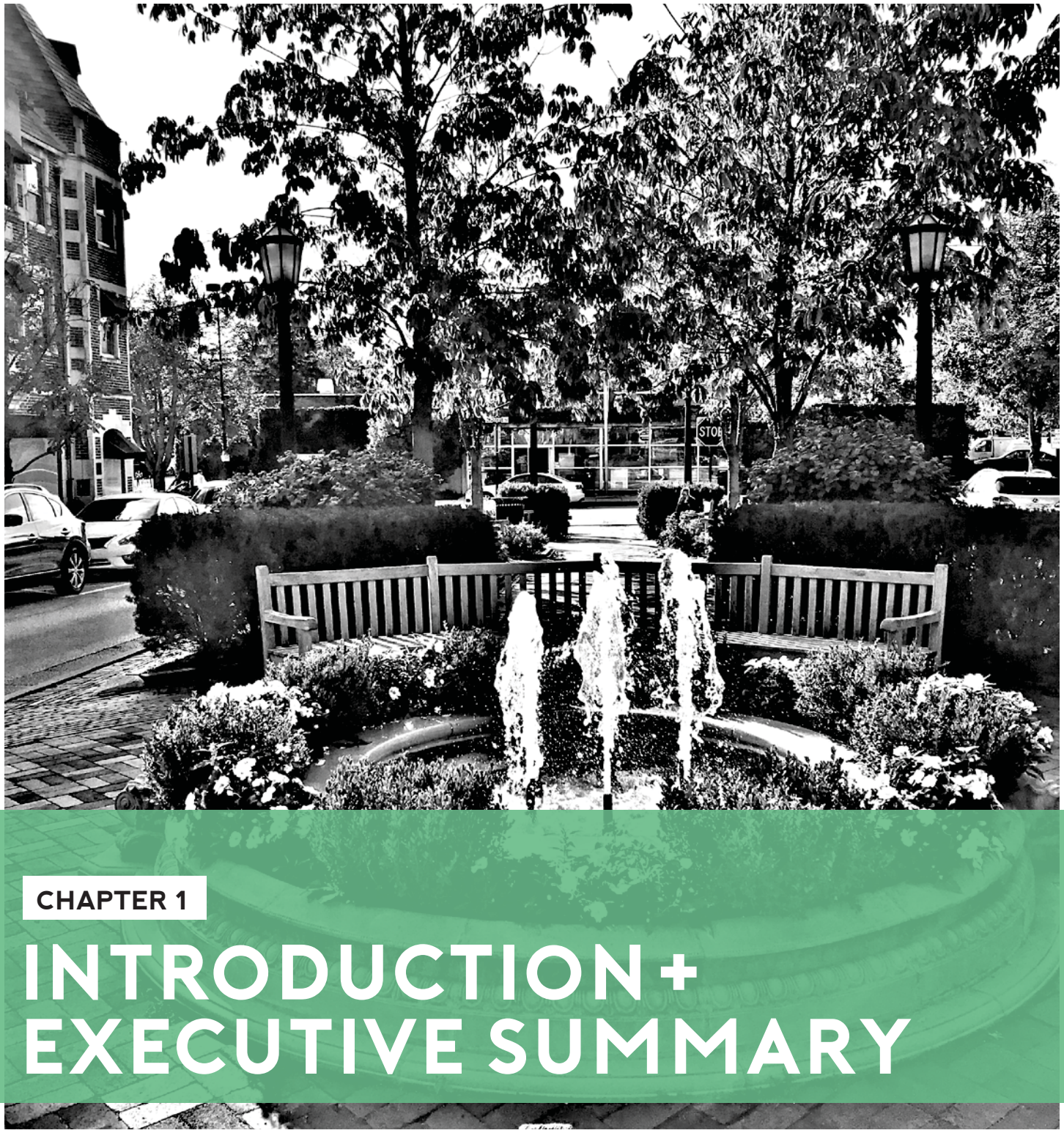


CHAPTER 1

INTRODUCTION + EXECUTIVE SUMMARY

INTRODUCTION + EXECUTIVE SUMMARY

The Village of Winnetka Downtown Streetscape + Signage Plan is the result of a nine-month effort by the Village to evaluate existing conditions, review past efforts and consider future plans for the Elm Street business district.

This effort is the direct result of the Village of Winnetka Downtown Master Plan (DMP) Report adopted by Village Council on November 3, 2016. A key outcome from the DMP includes a focus on the urban design quality and character of the Village's business districts. In contrast to architecture which focuses on the design of individual buildings, urban design addresses the larger scale of groups of buildings, streets and public spaces within a larger planning area.

FOR WINNETKA'S ELM STREET BUSINESS DISTRICT, BEST PRACTICES IN URBAN DESIGN CAN RESULT IN A DISTRICT THAT IS MORE FUNCTIONAL, SUSTAINABLE, AND SUPPORTIVE OF COMMUNITY INTERACTIONS.

URBAN DESIGN IS LESS ABOUT AESTHETICS AND MORE ABOUT COMMUNITY VIBRANCY AND FUNCTION. WHEN OUR COMMUNITIES' PUBLIC SPACES, INCLUDING STREETS, SIDEWALKS AND OPEN SPACES, ARE PROPERLY DESIGNED AND MAINTAINED, THEY CAN SUPPORT AN ACTIVE AND THRIVING DOWNTOWN WITH SPACES FOR OUTDOOR DINING, WINDOW SHOPPING, LARGE AND SMALL GROUP GATHERINGS, AND COMMUNITY FESTS AND EVENTS.

We as a Village have been thinking about streetscape for nearly a decade. Meantime, our neighboring communities and local institutions have invested in their public places. In addition, shopping habits have changed and we have learned from the DMP process that our own community has called for improvements to the downtown streetscape.

Now is a necessary time to focus on Winnetka's downtown urban design environment. Elm street businesses are vibrant, many of which support placemaking through outdoor seating and dining. The Village is beginning to host activities such as the Winnetka Music Fest. However, if we want to expand on these events, we need to have a downtown environment that supports activities and engagement. Dwyer Park improvements draw families into the downtown area. The Green Bay Trail continues to provide an active regional connection between Winnetka and surrounding communities. Metra Rail and Pace Suburban Bus continue to provide transit connectivity between Winnetka and the greater Chicagoland region.

Winnetka's current downtown streetscape environment is the product of past studies and initiatives. Portions of the streetscape have suffered degradation. Many sidewalks and crossings are not ADA compliant, lighting is inconsistent, tree health has suffered and site furnishings are mismatched.

Although many downtown businesses are successful, they operate in an ever-increasing competitive environment. We need to provide our downtown businesses the tools to make them the best that they can be.

The time is right to elevate the quality of urban design in the downtown area to promote an active business district that values walkability, community gathering and placemaking in Winnetka.

IMPLEMENTATION OF THE PLAN

The Streetscape and Signage Master Plan is presented as a series of phases of implementation. The total cost to implement the plan is approximately $9 million. The Task Force recommends a phased approach to implementation, beginning with Phase 1 in the west district at Chestnut Street, north of Elm Street, at a projected cost of $2.15 million. The Plan identifies Phase 2 (Elm Street, east of Chestnut Street) and Phase 3 (Lincoln Avenue, north of Elm Street) as next priorities. The Plan anticipates the reallocation of some parking spaces to make room for streetscape features for the first phases of implementation. The Plan outlines a solution that reallocates proximate parking within the west district and minimizes any potential impacts to parking. The timing of the implementation of the plan also takes into consideration the redevelopment of the One Winnetka site and the Post Office site as well as work with IDOT to make improvements on Green Bay Road, a state highway.

EXISTING INFRASTRUCTURE

During conversations with Public Works staff it was reported that no significant modifications are required for below ground utilities, traffic patterns, circulation or roadway geometrics. However, lighting improvements are required in the downtown area. Previous efforts include a lighting plan and photometric study. This information is incorporated into the Streetscape Plan. Electrical controls to support the lighting plans have been considered in the development of the streetscape phasing plan.

CURRENT VILLAGE INITIATIVES

Previous Village streetscape planning efforts have resulted in positive improvements within the public way. As such, these efforts continue to be supported in the streetscape plan. Previous efforts to carry forward include:

- Roadway and pedestrian lighting
- Lighting bollards
- Litter / recycling receptacles
- Village sign kiosk design

OUTCOMES FROM THE DMP

The DMP addressed economic development, transportation planning, land use and design issues for Winnetka's Indian Hill, Elm Street and Hubbard Woods business districts. This was a long range planning effort that included a robust community outreach program. Key input items referenced the community's streetscape quality and character and a need to elevate the quality of urban design throughout the Village's business districts. As a result, urban design objectives identified during the DMP follow below:

Building and natural amenities for "people places"

It was expressed that Winnetka's commercial streets, sidewalks and open spaces should better accommodate walkability and placemaking for visitors and residents of Winnetka.

Bike amenities

Located proximate to the Green Bay Trail, bike amenities were considered an important feature in improving multi-modal access and providing improved connections to the Green Bay Trail.

Signage for wayfinding and gateways

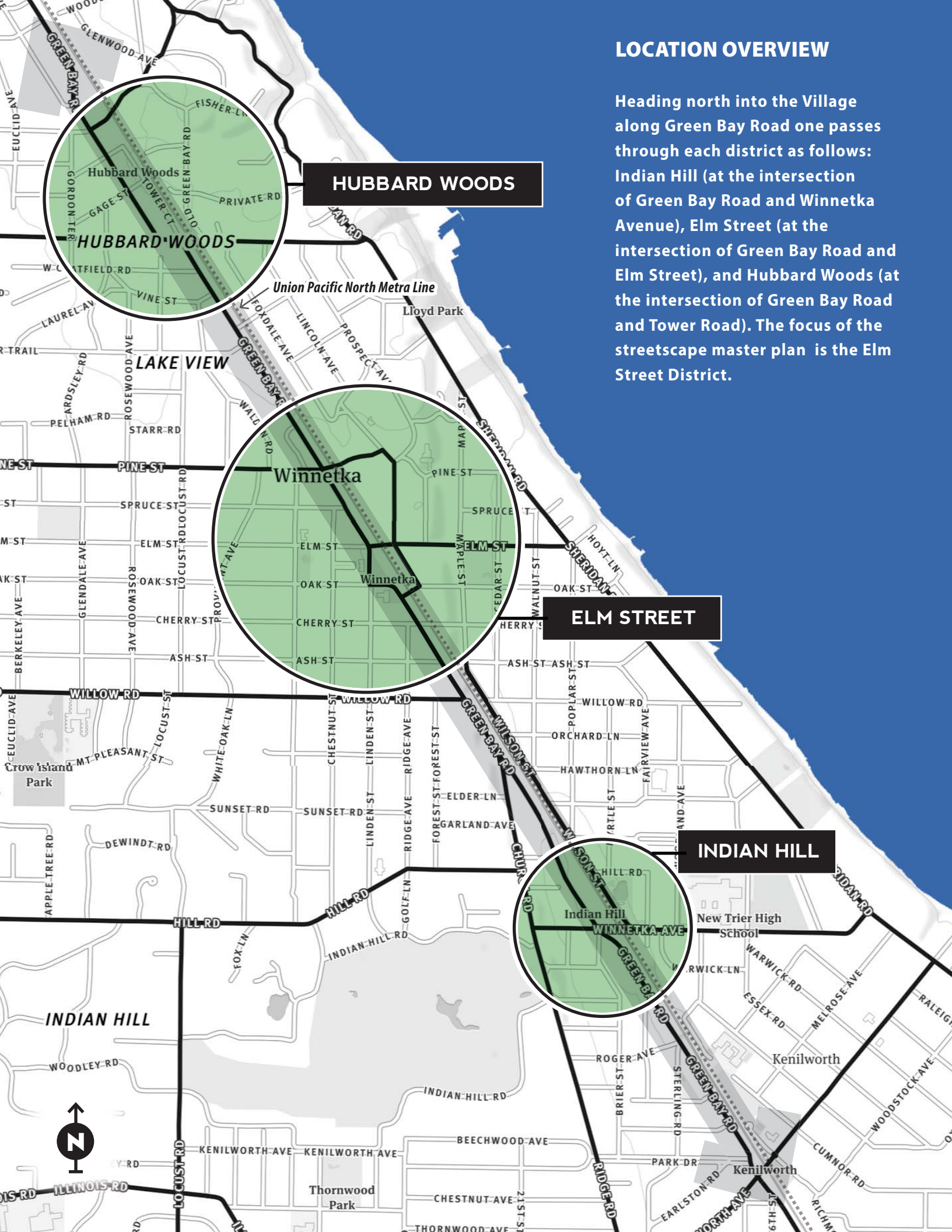
There was a desire to promote community destinations, including the three business districts, community destinations and municipal parking, via a well-planned and character giving signage program.

Pedestrian amenities for connectivity and safety, including improved connections at Green Bay Road and Elm Street

A common theme throughout the DMP was the need to improve walkability throughout the Village. Providing accessible walks and crossings, as well as comfortable places to sit, was valued as an important feature in reinforcing Winnetka's vibrancy.

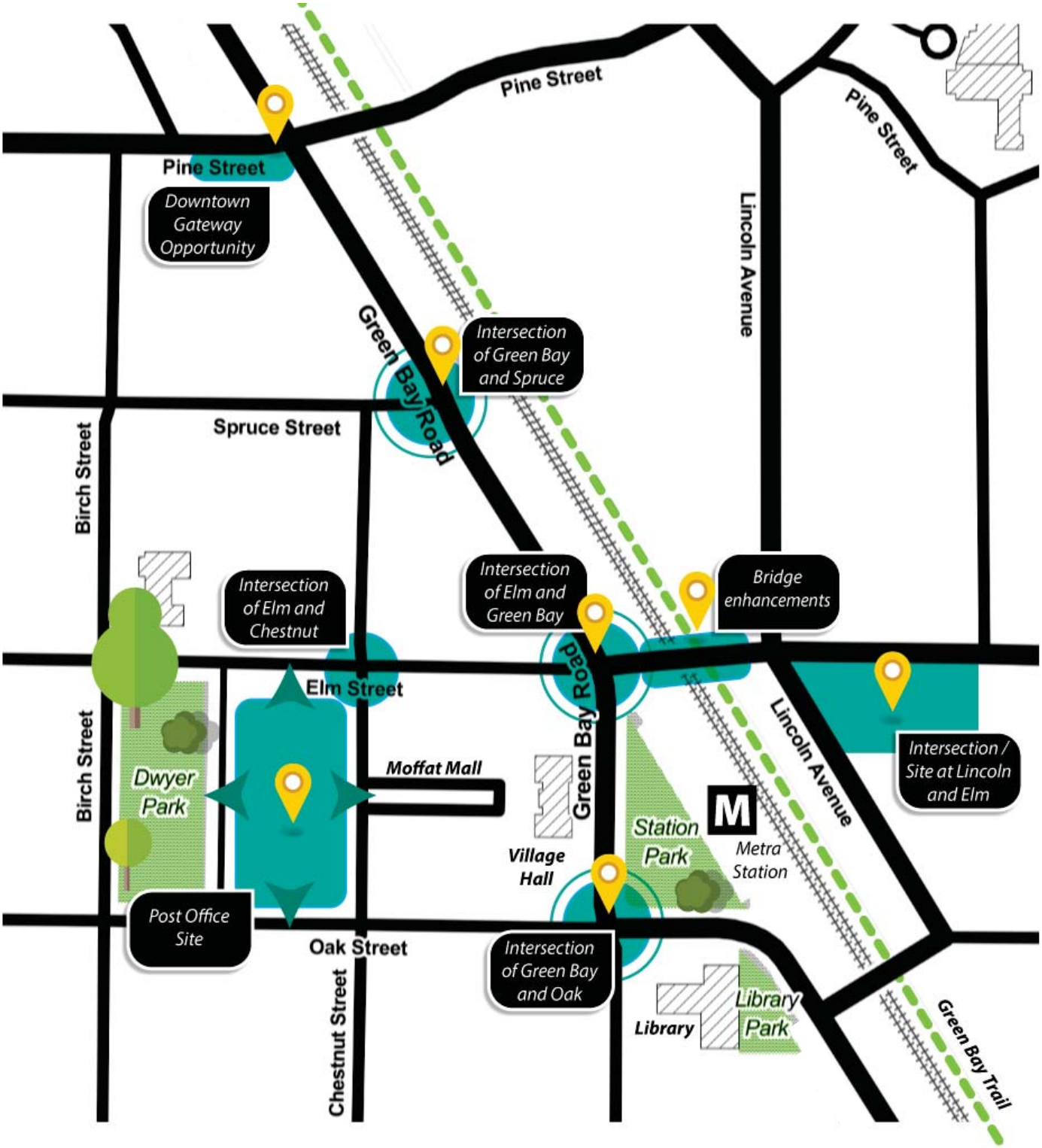
LOCATION OVERVIEW

Heading north into the Village along Green Bay Road one passes through each district as follows: Indian Hill (at the intersection of Green Bay Road and Winnetka Avenue), Elm Street (at the intersection of Green Bay Road and Elm Street), and Hubbard Woods (at the intersection of Green Bay Road and Tower Road). The focus of the streetscape master plan is the Elm Street District.



ELM STREET DISTRICT KEY LOCATIONS

The map below identifies the key locations, intersections and sites where urban design improvements should primarily be focused in the Elm Street District. These locations were identified as top priorities via feedback and discussion during the Downtown Master Plan process.



HIGHLIGHTS OF THE STREETSCAPE PLAN

Winnetka's Downtown Streetscape and Signage Master Plan is tailored to meet the unique needs of the Village. The Task Force collaboratively developed the following goals and objectives for the streetscape plan:

GOAL:

As adopted by the Village Council in the DMP, enhance the Elm Street District's public spaces to reflect the district's position as the economic and cultural center place of Winnetka.

OBJECTIVES:

- Maintain the cluster of related civic and commercial assets and destinations. Incorporate compelling, new and compatible destinations and features.
- Support the vibrant business community with a pedestrian & bicyclist first environment while still effectively accommodating motorists.
- Make use of existing infrastructure; incorporate organized & purposeful arrangements of visually compelling experiences that relate to active land uses.

DESIGN CRITERIA:

- Conveniently walkable and bikeable; linked to the Green Bay Trail;
- Barrier-free connectivity across Green Bay Road and local roads;
- Extremely attractive;
- Reliably safe;
- Environmentally friendly;
- Fiscally responsible/phased;
- Respectful and neighborly;
- Reasonably maintained;
- Reliably durable;
- Translatable to Winnetka's surrounding corridors and districts as appropriate.

DISTINGUISHING FEATURES OF THE PLAN

Based on the goal, objectives and design criteria, distinguishing features of the streetscape plan are highlighted below:

Support existing active gathering areas as outdoor living rooms.

The plan reinforces active gathering spaces at key downtown destinations. The intersections of Elm Street/Chestnut Street and Elm Street/Lincoln Avenue are among those that are identified as opportunities to reinforce placemaking in downtown. Outdoor living rooms are reinforced with more sidewalk space devoted to strolling, seating and gathering. Site elements are positioned to support these rooms with decorative festoon lighting, clustered site furnishings, business directory signage, bollards and plantings.

Provide clear open sidewalks.

Many of the existing downtown sidewalk areas are too narrow to accommodate outdoor dining and safe passage. The plan values sidewalks that are clear of any obstructions and openly accessible. Paving includes jointed concrete walks with a brick paving ribbon along the back of curb. Trees are omitted from the sidewalks and incorporated in intersection and mid-block bump outs.

Balance impacts to on-street parking.

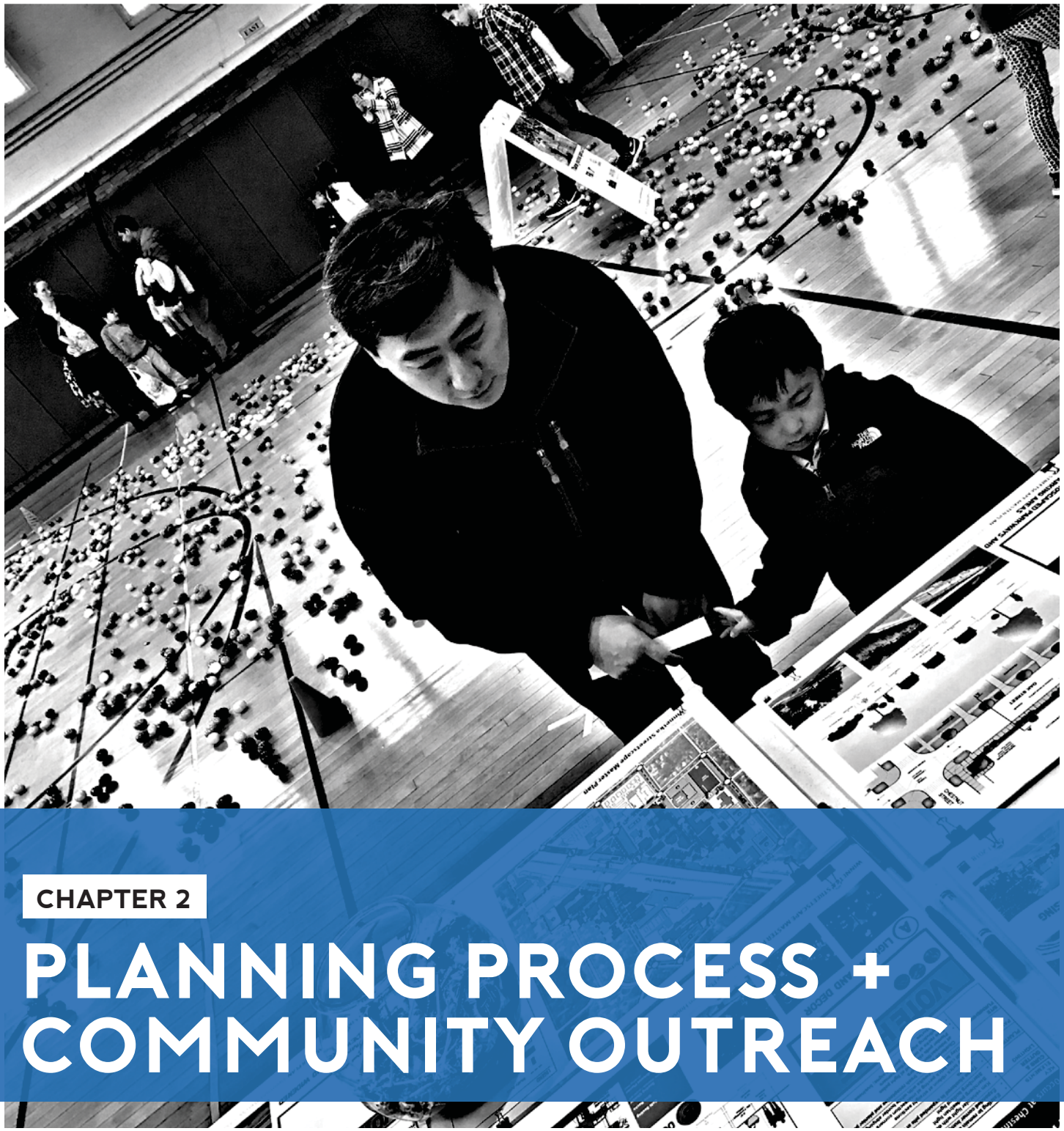
The plan identifies policies and solutions that reallocate proximate parking throughout the downtown. This is consistent with the DMP which identifies parking allocations and hierarchies that prioritize customer parking as most important for the downtown area.

Provide healthful conditions for tree plantings.

Rather than locating trees in tree grates, the plan locates all tree plantings in open curbed planter areas, or bump outs. Bump outs occur at intersections and mid-block areas and provide more soil volume and opportunities for groundcover plantings.

Refresh the Village's trail tree brand identity.

The Village's Trail Tree is an iconic symbol that should be updated to reflect contemporary approaches to public placemaking and community identity.



CHAPTER 2

PLANNING PROCESS + COMMUNITY OUTREACH

PLANNING PROCESS + COMMUNITY OUTREACH

During the DMP process, one of the strongest recommendations from the community was a desire to elevate the appearance and function of Winnetka's downtown streetscape. The current streetscape and signage planning effort is a direct result of that input. Several outreach measures were taken to continue the discussion with the community. Previously, we all understood the need for an improved streetscape environment. The current assignment was an opportunity to delve further and to better understand the types of activities and amenities that could fit that need.

PROJECT MARKETING :

- Winnetka Newsletters: Print + Digital
- Village Website
- Project Website
- Direct Emails to Web-Followers
- Posters / Flyers
- Social Media

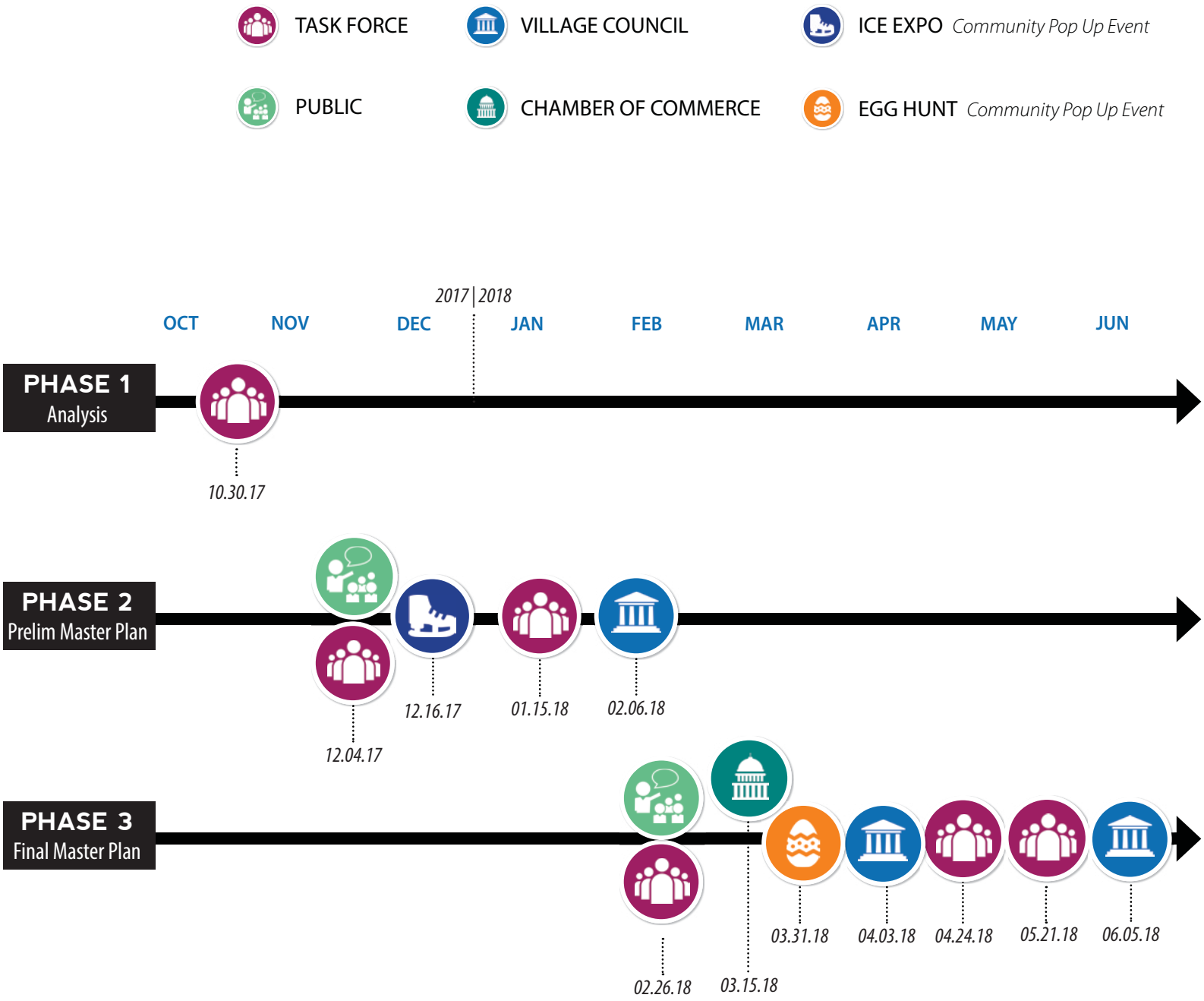
FEEDBACK TOOLS

- Project Website
- Idea + Photo Upload Tool
- Walking Tour
- Special Events + Workshops
- Village Council Check-Ins
- Task Force Meetings

Holiday Ice Expo | December 16, 2017

TIMELINE

Prior to, during, and following the analysis of Winnetka's Existing Conditions, an in-depth and multi-faceted outreach process was put into full-effect to engage the community. The purpose of this was to establish a line of communication, to connect with residents and stakeholders on all of the topics the Plan would address. The timeline below provides an overview of those topics, meetings and milestones covered by month.



PROJECT WEBSITE

Community outreach activities and key outcomes follow below:

Project Website. So as to maintain continuity between the DMP and the Streetscape and Signage Planning effort, the DMP website was maintained for the purposes of the current assignment. This enabled viewers to read previous findings and recommendations from the DMP. The website is mobile optimized and includes functions to provide current announcements, to post past documents and studies and to solicit open ended inputs. A link to the website follows:

https://winnetkadowntownplan.com/

Website Stats: July 2015-April 2018
Downtown Master Plan + Streetscape Master Plan

104 Email Followers

15,000 Page Views

4,700 Unique Visitors

44 News Posts

Website Stats: Oct 2017 – April 2018
Streetscape Master Plan
Extracted from Downtown Master Plan stats referenced above

44 Email Followers

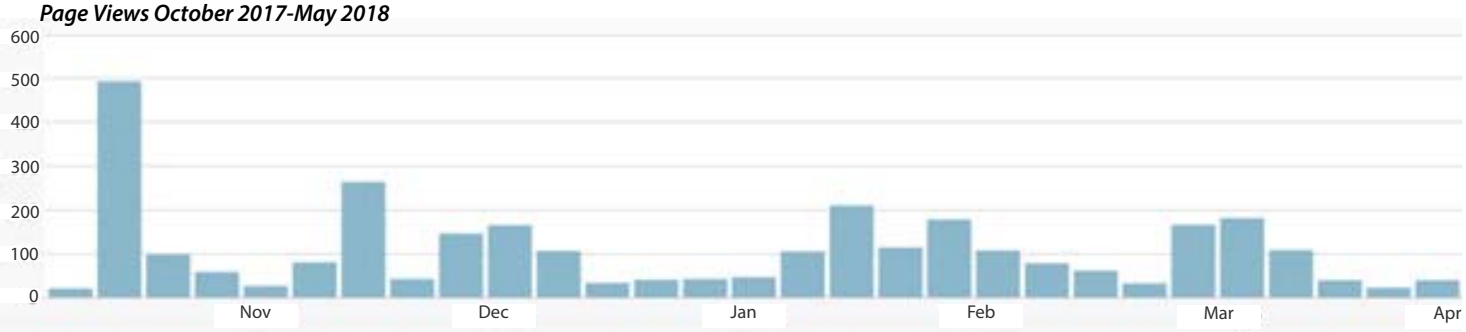
3,175 Page Views

48 Unique Visitors

8 News Posts

MONTH	VIEWS	VISITORS	NEW POSTS
OCTOBER 2017	631	181	1
NOVEMBER	432	155	1
DECEMBER	534	126	2
JANUARY 2018	172	68	0
FEBRUARY	651	181	2
MARCH	378	105	1
APRIL	378	132	1

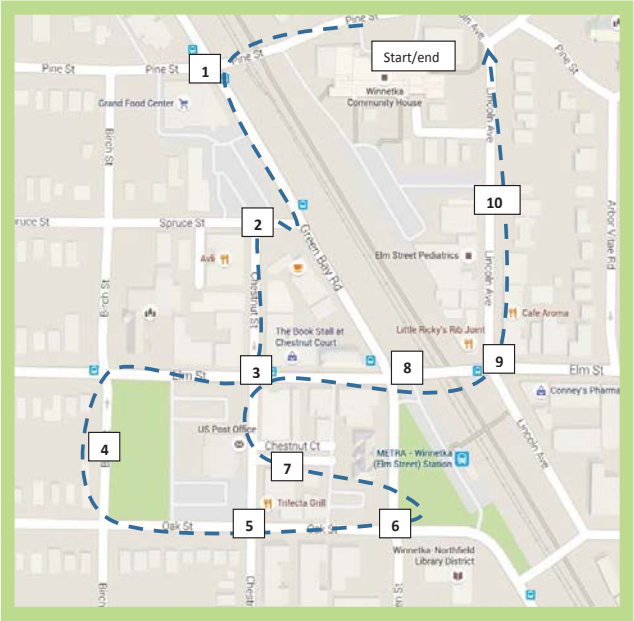
Page Views October 2017-May 2018



VILLAGE STAFF MEETING

OCTOBER 16, 2017

The purpose of this meeting was to meet with Village Staff / Public Works to discuss existing streetscape conditions and concerns. The discussion focused on current infrastructural needs and maintenance practices. Key takeaways from this meeting included an understanding about which streetscape items should be carried forward into the new plan, as well as opportunities to accommodate streetscape recommendations from the DMP.



TASK FORCE MEETING #1

October 30, 2017

This meeting was open to the public. The purpose of this meeting was to discuss project goals and objectives and to identify streetscape issues and opportunities. The meeting included a presentation and a walking tour. Approximately 10 people attended. Outcomes from this meeting included consensus on the streetscape character typologies, guidance towards streetscape opportunity enhancement photos and a discussion about gateway and wayfinding signage identity.

PUBLIC OPEN HOUSE #1

December 4, 2017

This meeting occurred in Council Chamber prior to Task Force Meeting #2 as an open house format meeting. Exhibit boards depicted streetscape character typologies and photos of potential enhancements. Approximately 10 people attended. Participants were provided stickers to identify preferred streetscape treatments. Treatments that yielded the greatest preferences included those with outdoor seating and dining, open planter areas with flowering plants and festive lighting treatments.

TASK FORCE MEETING #2

DECEMBER 4, 2017

This meeting was open to the public. The purpose of this meeting was to review preliminary streetscape and signage concepts, including options for streetscape furnishings and their applications to street typologies. Key takeaways included consensus regarding site furnishings selections and feedback regarding street typologies treatments.

PARK DISTRICT HOLIDAY ICE EXPO EVENT

December 16, 2017

This public event occurred at the Winnetka Ice Rink during a holiday skating event. Exhibits were posted within the ice rink lobby identifying the streetscape enhancement photographs as well as gateway and wayfinding signage concepts. Approximately 50 people attended. Participants were provided stickers to identify their preferences for streetscape and signage treatments. Treatments that yielded the greatest preferences included the organic signage option, festive lighting treatments, open planter areas with flowering plants, and outdoor seating and dining.

TASK FORCE MEETING #3

January 15, 2018

This meeting was open to the public. The purpose of this meeting was to review refined streetscape and signage concepts. This meeting also explored Green Bay Road options towards improving connectivity between the east and west districts. During this meeting the Task Force spent time reviewing the streetscape concepts and implications on parking loss. Also, the group reviewed bike rack options. Key takeaways included direction to proceed with refining the streetscape and signage plan as well as site furnishings and bike rack selections.

VILLAGE COUNCIL MEETING #1

FEBRUARY 6, 2018

The presentation to Village Council was structured to report back as to the progress of the Task Force. Key feedback was general agreement with the conceptual direction of the streetscape and signage plans and an interest to better understand costs and financing.

Existing Section of Green Bay Rd (Spruce to Elm)

Proposed Section of Green Bay Rd (Spruce to Elm)

ILLINOIS DEPARTMENT OF TRANSPORTATION (IDOT) COORDINATION MEETING

February 23, 2018

As Green Bay Road is controlled by IDOT, the purpose of this meeting was to discuss preliminary ideas that arose from the DMP with IDOT staff. An outcome of the DMP was enhancements to Green Bay Road that would improve connectivity between the east and west Elm Street Districts. Enhancements may include widened sidewalks and narrowed pedestrian crossings at the Green Bay Road / Elm Street intersection. Although no comments were provided regarding technical design, IDOT staff discussed options relative to permitting and process, including potentials for a Jurisdictional Transfer.

PUBLIC OPEN HOUSE #2

February 26, 2018

This meeting occurred in Council Chamber prior to Task Force Meeting #4 as an open house format meeting. Exhibits were provided that identified streetscape typologies and treatments as well as gateway and wayfinding signage concepts. Approximately 5 people attended. Participants were provided play money to identify their preferred streetscape and signage projects. Projects that yielded the highest dollar amount included outdoor living rooms, bumpouts/widened sidewalks and transition streets.

TASK FORCE MEETING #4

FEBRUARY 26, 2018

This meeting was open to the public. The purpose of this meeting was to review final streetscape and signage concepts and their application to the entire study area. During this meeting the Task Force reviewed impacts to the number of parking spaces and trees as well as construction costs. Based on input from the previous Task Force Meeting, the group reviewed implementation principles. Key takeaways included direction to proceed with the final streetscape and signage plan as well as a phased approach to streetscape implementation and relative costs.

CHAMBER OF COMMERCE MEETING

March 15, 2018

The purpose of this meeting was to discuss the streetscape and signage plan with the Chamber of Commerce representative. The discussion focused on parking impacts and potential options for their mitigation.

PARK DISTRICT EGG HUNT EVENT

March 31, 2018

This public event occurred at the Skokie School during an Egg Hunt event. Exhibits were provided that identified streetscape typologies and treatments as well as gateway and wayfinding signage concepts. Approximately 40 people participated in the streetscape activity. Participants were provided play money stickers to identify their preferred streetscape and signage projects. Projects that yielded the highest dollar amount included shopping & dining street/fest lighting & outdoor living rooms and transitional street/perimeter landscape treatments.

VILLAGE COUNCIL MEETING #2

APRIL 3, 2018

The presentation to Village Council was structured to report back as to the progress of the Task Force. The presentation included a focus on the impacts to on street parking due to recommended streetscape improvements and budget costs. Key feedback was general agreement with the conceptual direction of the streetscape and signage plans. There was interest to review more detailed information regarding solutions for the impacts to parking.

TASK FORCE MEETING #5

April 24, 2018

This meeting was open to the public. The purpose of this meeting was to review final streetscape and signage concepts and Village Council feedback. During this meeting the Task Force focused on streetscape implementation and opportunities to reallocate parking within the downtown to minimize the impacts on shopper parking. Key takeaways included direction to proceed with the final streetscape and signage plan as well direction to recommend reallocation of parking in the downtown area associated with the first phases of streetscape implementation.

TASK FORCE MEETING #6

May 21, 2018

This meeting was open to the public. The purpose of this meeting was to review a draft Streetscape and Signage Plan Report.

VILLAGE COUNCIL MEETING #3

June 5, 2018

The purpose of this meeting was to review a draft Streetscape and Signage Plan Report.

CHAPTER 3

GATEWAY + WAYFINDING SIGNAGE PLAN

GATEWAY + WAYFINDING SIGNAGE PLAN

Winnetka is unique in that it includes three distinctly different business districts located along the Green Bay Road corridor: Hubbard Woods to the north, Elm Street at the center and Indian Hill to the south. As discussed in the DMP, this unique orientation also poses challenges with wayfinding throughout the Village. Gateway and wayfinding signage provides an opportunity to improve functional and visual connectivity between districts.

As the focus of the Streetscape and Signage Master Plan is the Elm Street district, gateway and wayfinding signage concepts are conceptualized to be expandable to other Village districts. The focus of gateway and wayfinding signage is to promote village destinations through a unified family of sign types.

Signage incorporates a Village identifier that speaks to community identity and character. Winnetka has long been known for its association with area Native American Trail Trees and as such, a graphic trail tree is displayed on current gateway signage. However, the existing trail tree graphic is difficult to read and understand. The current planning effort looked at alternative graphics that make the trail tree graphic more visually accessible. The new community identifier highlights the signature bent trunk of the trail tree imagery. This identifier is incorporated into the signage family as a medallion.

WINNETKA

NEW COMMUNITY IDENTIFIER

VILLAGE OF WINNETKA

EXISTING COMMUNITY IDENTIFIER

The gateway and wayfinding signage family is designed as a unified system of signs that makes logical connections between the roadway corridors and specific municipal destinations.

Gateway and wayfinding signage is designed to reference the Village's selected decorative light pole standards and green color. Signs are generally pole mounted with decorative bases, finials and bracketing. The Oak leaf patterning references the types of trail trees which were common to the area. Signage color is a deep green with white lettering. Parking sign panels are blue with white lettering.

The family of sign types include:

- **DISTRICT GATEWAY SIGNS:** Located at the perimeter entrances to the district, these signs announce the arrival into the downtown area. A decorative aluminum panel with Oak leaf and branch motif is a key feature of the sign panel.

- **DIRECTIONAL SIGNS (4" AND 3" LETTER HEIGHTS) :** Located at key decision points along roadways, these signs provide guidance to key municipal destinations. Signage located along Green Bay Road requires IDOT approval and is designed with 4" letter heights to meet standards set forth by the Manual on Uniform Traffic Control Devices (MUTCD). Signage located at local roads are designed with 3" letter heights.

- **PARKING IDENTIFIER :** Located at entrances to off street parking lots, these signs identify the location of municipal parking and relevant parking requirements.

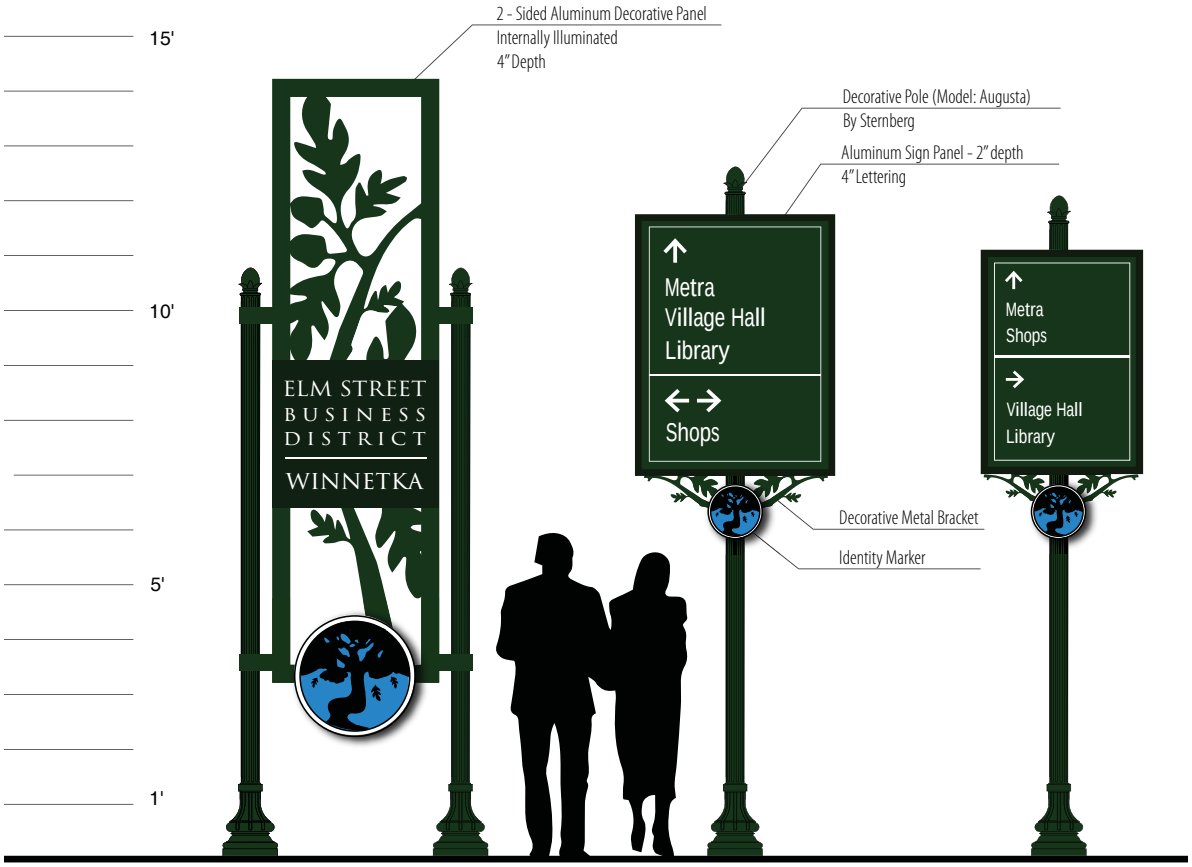
- **PARKING DIRECTIONAL SIGN :** Located at key destinations along roadways, these signs direct motorists to municipal parking lots.

- **BUSINESS DIRECTORY KIOSK :** Located at key shopping node areas, these sign cabinets provide locations for changeable business directory maps and community events announcements.

- **BICYCLE ROUTE DIRECTIONAL SIGN :** Located along the Green Bay Trail and along roadways with access to the Green Bay Trail, these signs direct bicyclists between the trail and downtown destinations.

- **METAL BANNER SIGN :** Mounted to tall roadway light poles, these signs provide community identity and announce the arrival to downtown.

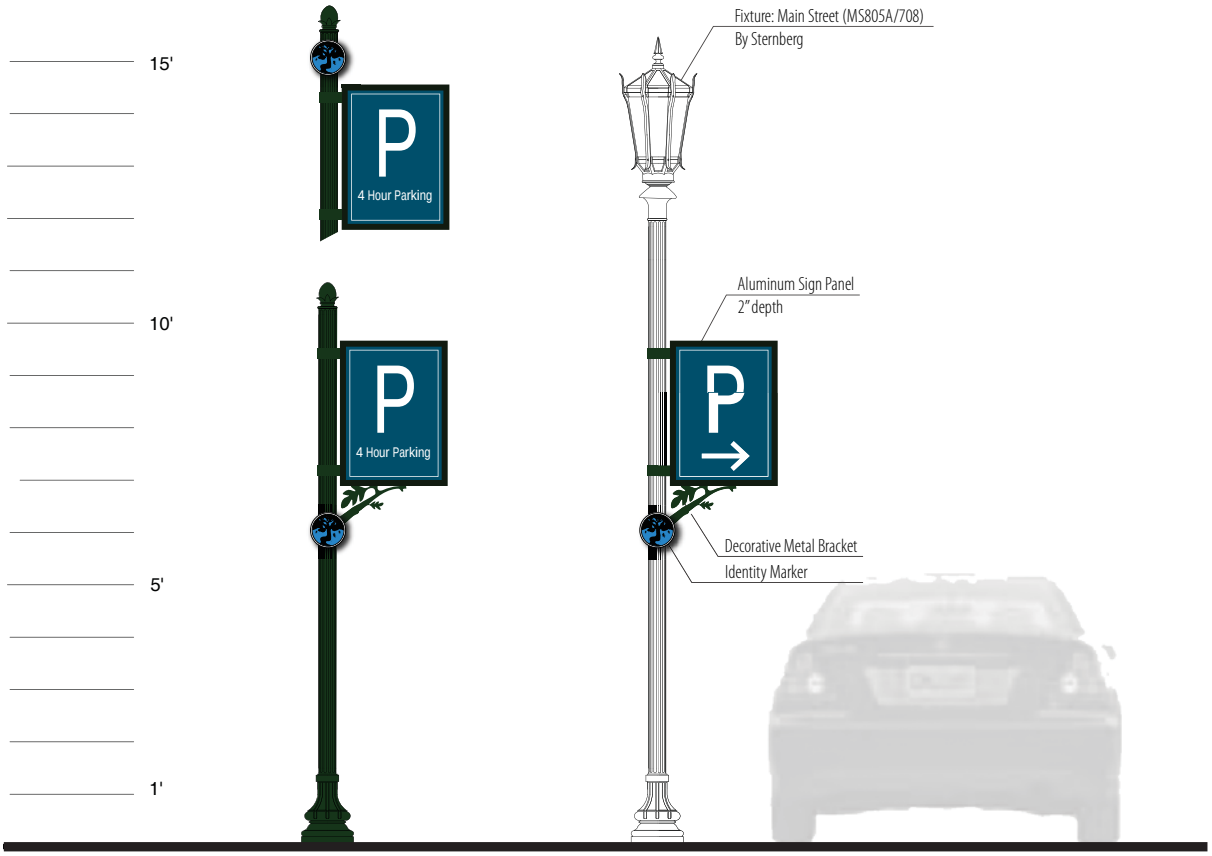
COMMUNITY IDENTITY + WAYFINDING SIGNAGE



DISTRICT GATEWAY

DIRECTIONAL SIGN - 4" Letters

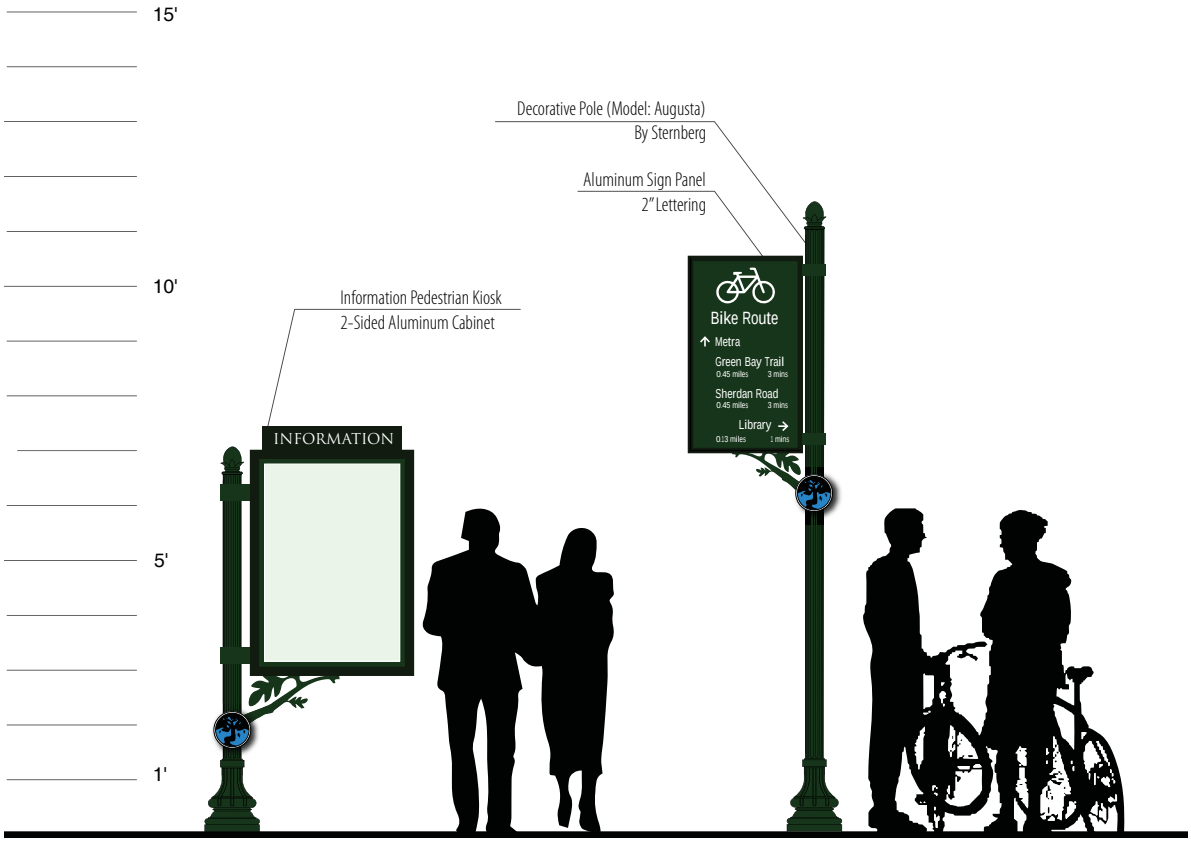
DIRECTIONAL SIGN - 3" Letters



PARKING IDENTIFIER

PARKING DIRECTIONAL SIGN

COMMUNITY IDENTITY + WAYFINDING SIGNAGE

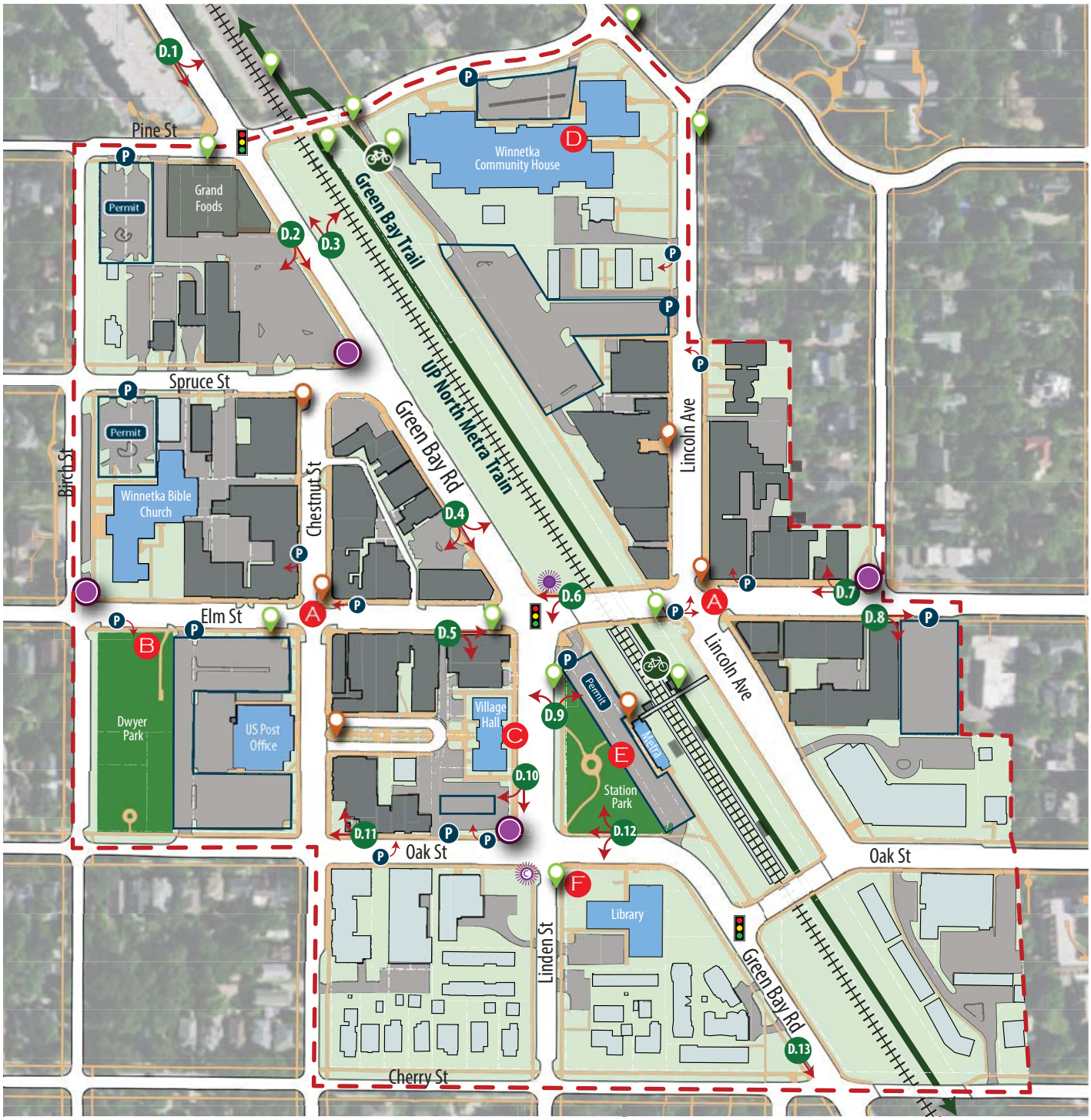


BUSINESS DIRECTORY KIOSK

BICYCLE ROUTE DIRECTIONAL SIGN

BANNERS

COMMUNITY IDENTITY + WAYFINDING SIGNAGE



LEGEND

Wayfinding Destinations

- A Shops / Dining
- B Dwyer Park
- C Village Hall
- D Winnetka Community House
- E Metra Station
- F Library

Study Area

Traffic Signal

Green Bay Trail Access Point

Proposed Sign Locations

D.1 Directional Signage
Note: Sign Locations Along Green Bay Road Requires IDOT Approval

Additional Signage Directing Visitors to the Elm Street Business District Should be Considered for Destinations Beyond the Study Area, including: Hubbard Woods District, Indian Hill District, New Trier High School and Sheridan Road Corridor

P Public Parking Identifier

P Public Parking Directional Sign

District Gateway Sign

Business Directory Kiosk

Bicycle Route Directional Sign

Existing Community Events Sign

New Community Events Sign

DIRECTIONAL SIGNAGE

D.1

- ↑ Elm Street Business District
- ← Winnetka Community House
- Public Parking

D.2

- ↑ Metra
- Village Hall
- Library
- → Shops/Dining

D.3

- ↑ Hubbard Woods Business District
- → Winnetka Community House
- Public Parking

D.4

- ↑ Metra
- Village Hall
- Library
- ← → Shops/Dining

D.5

- ↑ Metra
- Shops/Dining
- → Village Hall
- Library

D.6

- ↑ Shops/Dining
- Dwyer Park
- ← Village Hall
- Library

D.7

- ↑ Shops/Dining
- Metra
- → Winnetka Community House
- ← → Shops/Dining

D.8

- ↑ Village Green Park
- → Public Parking

D.9

- ← Shops/Dining
- Dwyer Park
- → Metra
- Shops/Dining

D.10

- ↑ Library
- → Public Parking
- Dwyer Park

D.11

- ↑ Dwyer Park
- → Shops/Dining

D.12

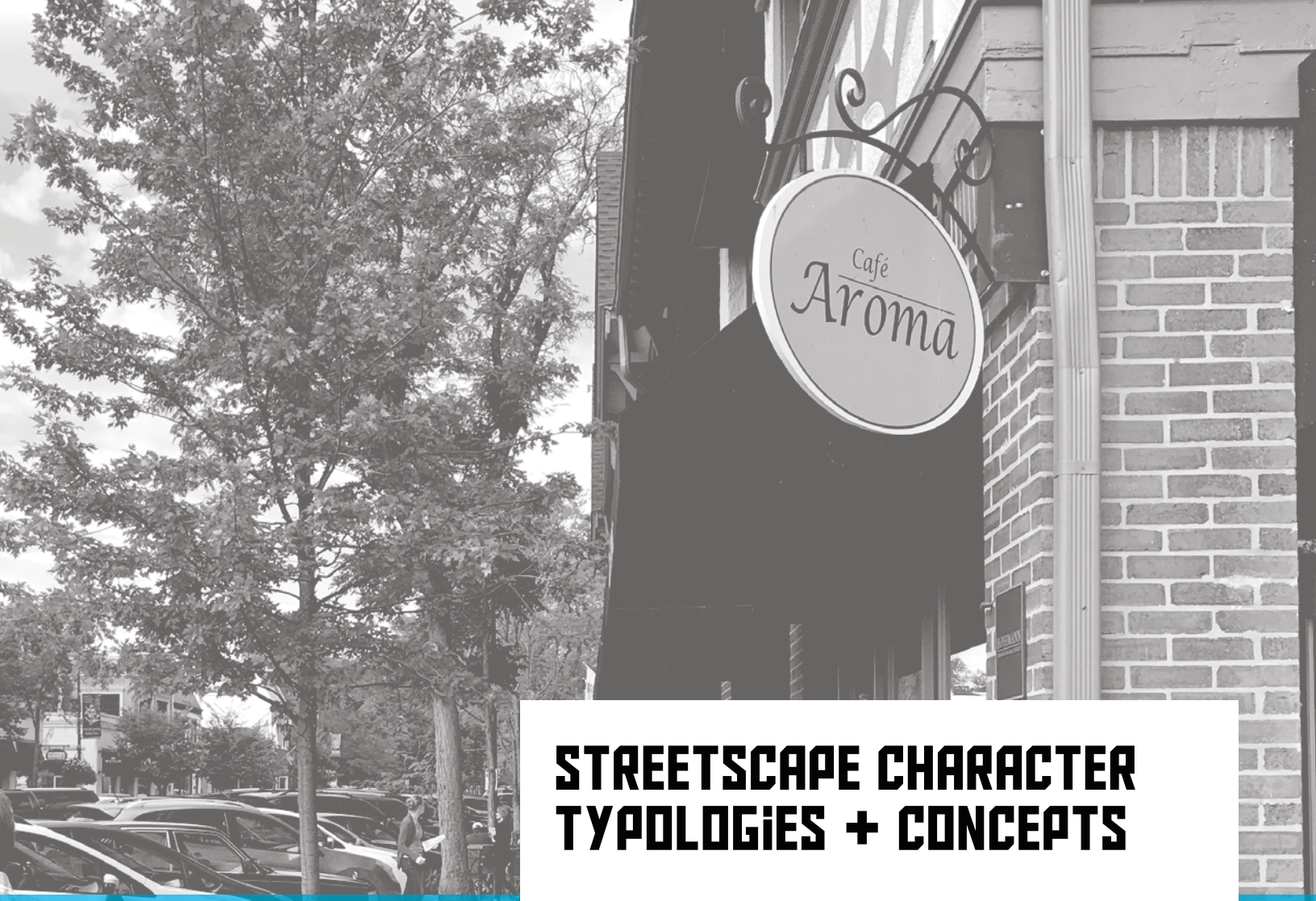
- ↑ Shops/Dining
- → Village Hall
- Metra
- ← Library

D.13

- ↑ Indian Hill Business District
- New Trier High School

CHAPTER 4

STREETSCAPE CHARACTER TYPOLOGIES + CONCEPTS

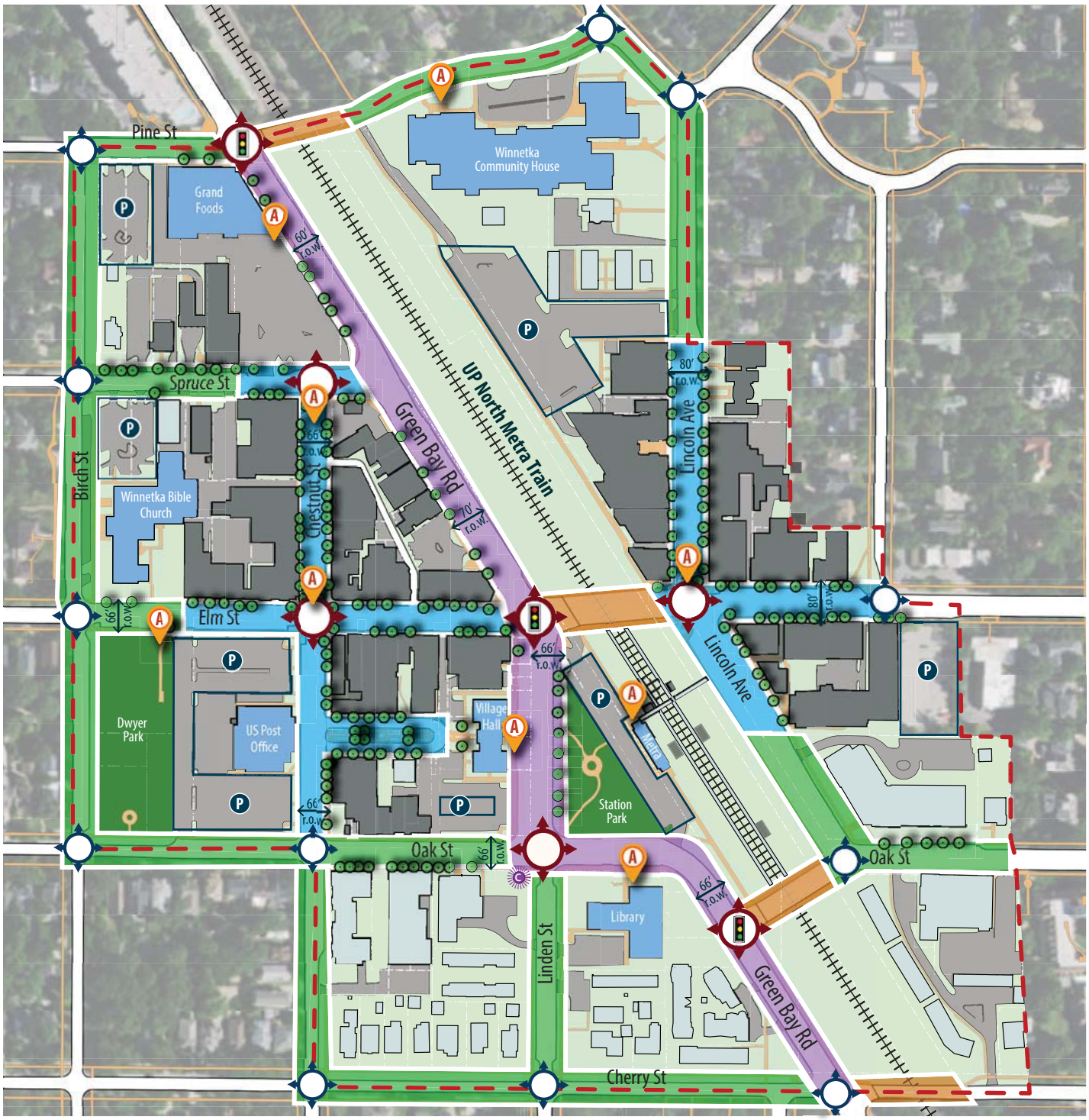


STREETSCAPE CHARACTER TYPOLOGIES + CONCEPTS

The character of roadways and land uses throughout downtown Winnetka contributes to an environment which varies from street to street. As such, the streetscape plan is based on a set of character typologies which is used to guide the plan development. The various streetscape character typologies are described on the following pages.

"IT IS SO CHARMING TO WALK-DOWN CHESTNUT COURT, AND IT'S IMPORTANT OUR TOWN RETAIN ITS ORIGINAL FEEL. 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." – IDEA SHARED DURING DOWNTOWN MASTER PLAN

CHARACTER TYPOLOGIES MAP



LEGEND

- Study Area
- Existing Traffic Signal
- Parking Lots
- Off-Street Public/ Permit Parking
- Existing Sidewalks
- Existing Street Trees
- Existing Community Events Sign
- Primary Intersections
- Secondary Intersections
- Activity Hot Spots
- Thoroughfare Street
- Transitional Street
- Shopping / Dining Street
- Bridge Crossing

SHOPPING + DINING STREET TYPOLOGY

This street typology is centered around further energizing the commercial core activity as well as providing places for the community to gather and linger. Shopping and Dining Streets include shops, outdoor seating and on-street parking. The streetscape extends the shopper experience into expanded sidewalk areas to provide additional spaces to gather and host events.

I SUGGEST PROVIDING MORE SPACE FOR OUTDOOR CAFE-STYLE SEATING AT RESTAURANTS. THOSE LOCAL RESTAURANTS THAT HAVE, OR HAVE HAD, OUTDOOR SEATING, SUCH AS AVLI, LITTLE RICKY'S AND ONEILS, HAVE BEEN SUCCESSFUL. PEOPLE ARE DRAWN TO PLACES WHERE THERE ARE OTHER PEOPLE AND IT CREATES A SENSE OF VIBRANCY AND COMMUNITY."

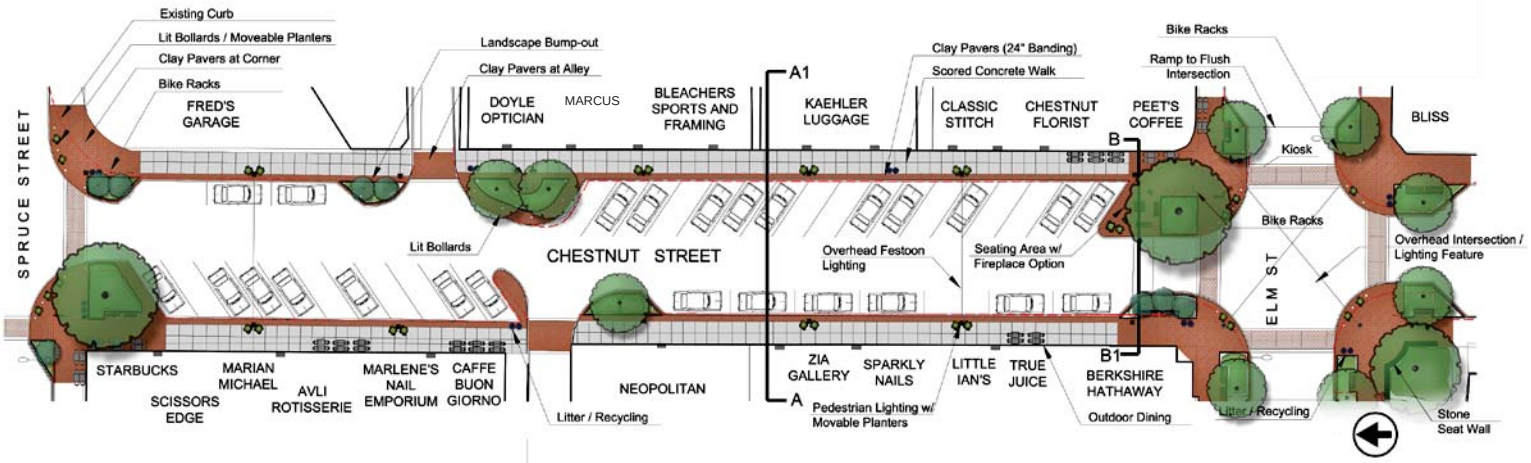
– IDEA SHARED DURING DOWNTOWN MASTER PLAN

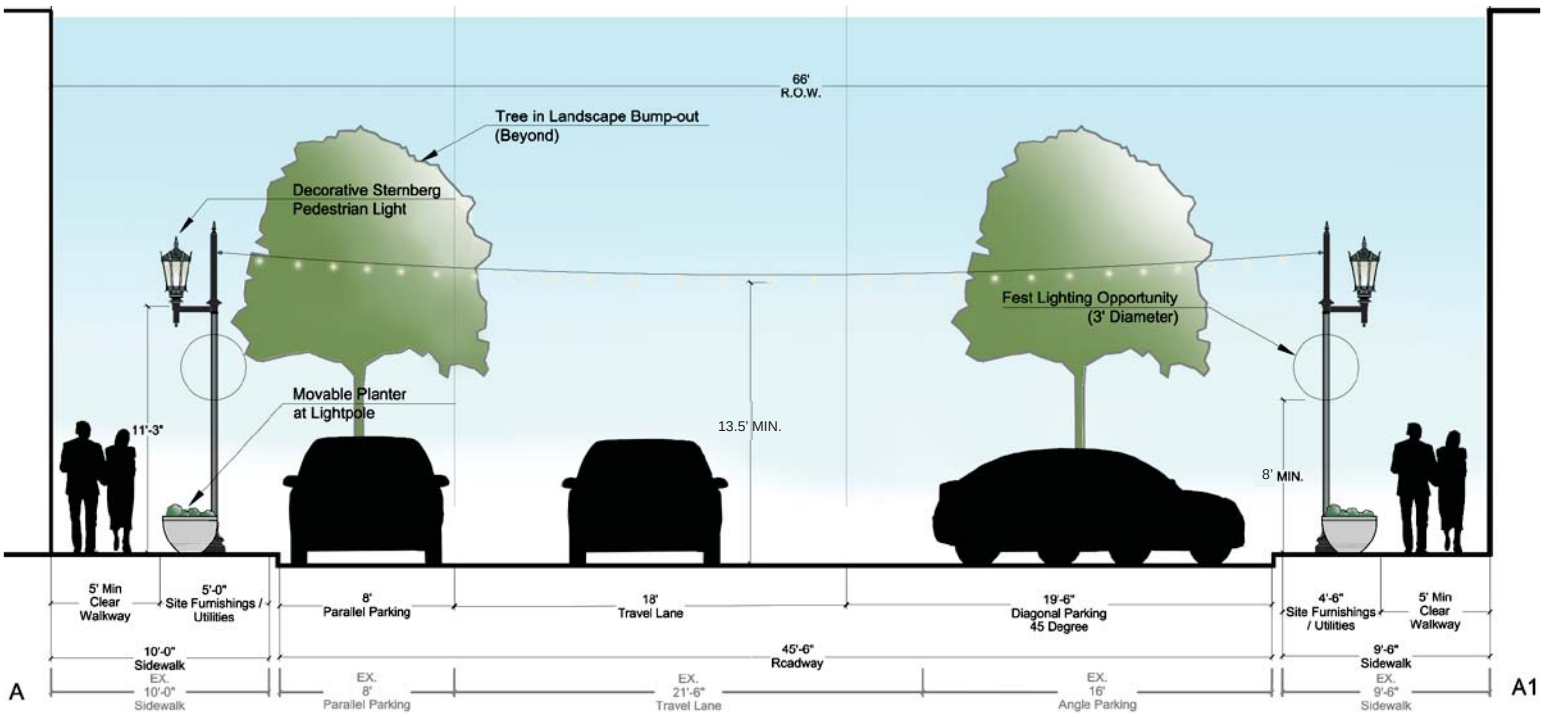
This typology supports the most pedestrian oriented uses. Key features of this typology include the following:

- ***Outdoor living rooms.*** Located at key intersections, these areas include additional sidewalk space devoted to strolling, seating and gathering. Site elements are positioned to support these rooms with decorative festoon lighting, clustered site furnishings, business directory signage, bollards and plantings.

- ***Clear unobstructed sidewalks.*** In support of outdoor seating and dining areas within relatively narrow sidewalk sections, sidewalks should be clear of any obstructions and openly accessible. Paving includes jointed concrete walks with a brick paving ribbon along the back of curb. Trees are omitted from the sidewalks and incorporated in intersection and mid-block bump outs.

- ***Tree bump outs.*** Tree plantings are designed to be located in open curbed planter pits throughout the streetscape area. Tree pits are located in bump out areas, which occupy the roadway space otherwise dedicated for parking or striping. Bump out areas are strategically located at intersection areas and at mid-block areas. Parking impacts and solutions are further explained in Chapter 7 - Implementation.


Existing Curb
Lit Bollards / Moveable Planters
Clay Pavers at Corner
Bike Racks
Landscape Bump-out
Clay Pavers at Alley
Clay Pavers (24" Banding)
Scored Concrete Walk
Bike Racks
Ramp to Flush Intersection
SPRUCE STREET
FRED'S GARAGE
DOYLE OPTICIAN
MARCUS
BLEACHERS SPORTS AND FRAMING
A1
KAEHLER LUGGAGE
CLASSIC STITCH
CHESTNUT FLORIST
PEET'S COFFEE
B
BLISS
Kiosk
Bike Racks
Overhead Intersection / Lighting Feature
Lit Bollards
CHESTNUT STREET
Overhead Festoon Lighting
Seating Area w/ Fireplace Option
ELM ST
STARBUCKS
MARIAN MICHAEL
SCISSORS EDGE
AVLI ROTISSERIE
MARLENE'S NAIL EMPORIUM
CAFFE BUON GIORNO
NEOPOLITAN
Litter / Recycling
ZIA GALLERY
SPARKLY NAILS
LITTLE IAN'S
TRUE JUICE
B1
BERKSHIRE HATHAWAY
A
Pedestrian Lighting w/ Movable Planters
Outdoor Dining
Litter / Recycling
Stone Seat Wall


66' R.O.W.
Tree in Landscape Bump-out (Beyond)
Decorative Sternberg Pedestrian Light
Fest Lighting Opportunity (3' Diameter)
Movable Planter at Lightpole
11'-3"
13.5' MIN.
8' MIN.
5' Min Clear Walkway
5'-0" Site Furnishings / Utilities
8' Parallel Parking
18' Travel Lane
19'-6" Diagonal Parking 45 Degree
4'-6" Site Furnishings / Utilities
5' Min Clear Walkway
10'-0" Sidewalk
45'-6" Roadway
9'-6" Sidewalk
A
EX. 10'-0" Sidewalk
EX. 8' Parallel Parking
EX. 21'-6" Travel Lane
EX. 16' Angle Parking
EX. 9'-6" Sidewalk
A1

TRANSITIONAL STREET TYPOLOGY

These streets form the transitions between the Shopping and Dining Streets and the surrounding neighborhoods. These are the streets which require sensitivity to residential buffering and generally include Birch Street, Oak Street, Linden Street, Cherry Street, Pine Street and portions of Lincoln Avenue and Spruce Street.

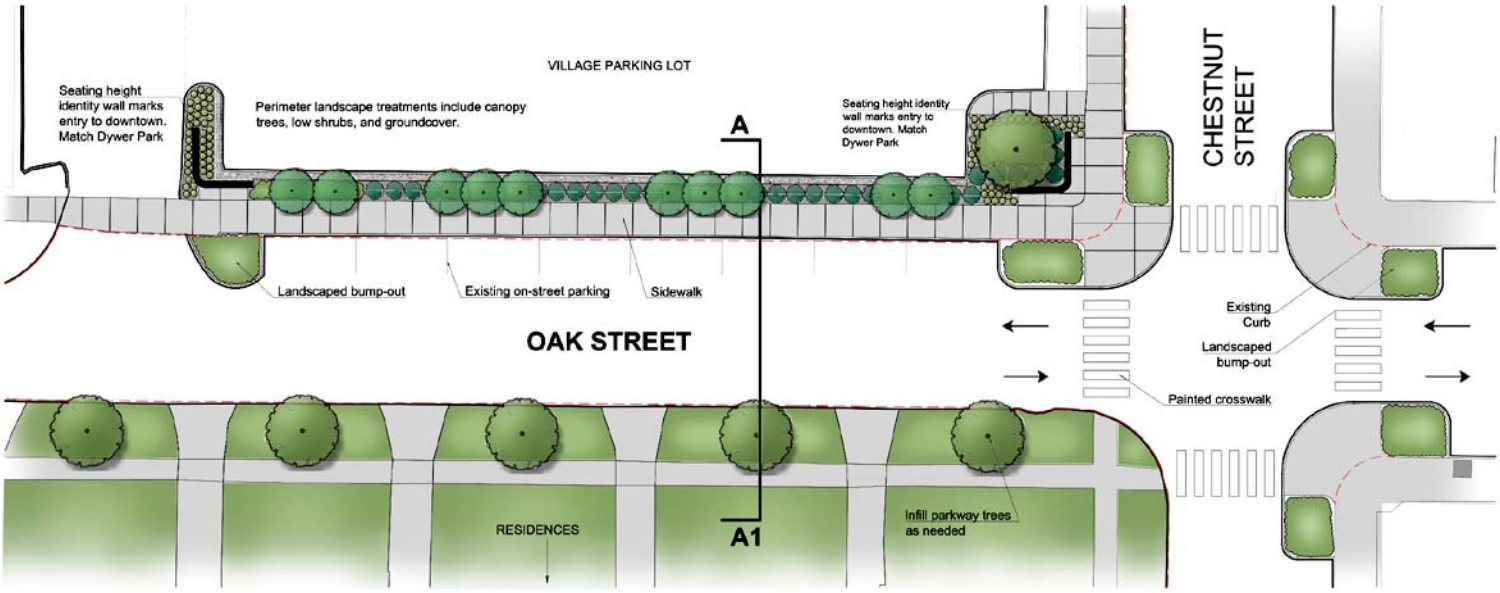
This typology is organized to provide respectful transitions between Shopping and Dining Streets and the surrounding residential neighborhoods. Key features of this typology include the following:

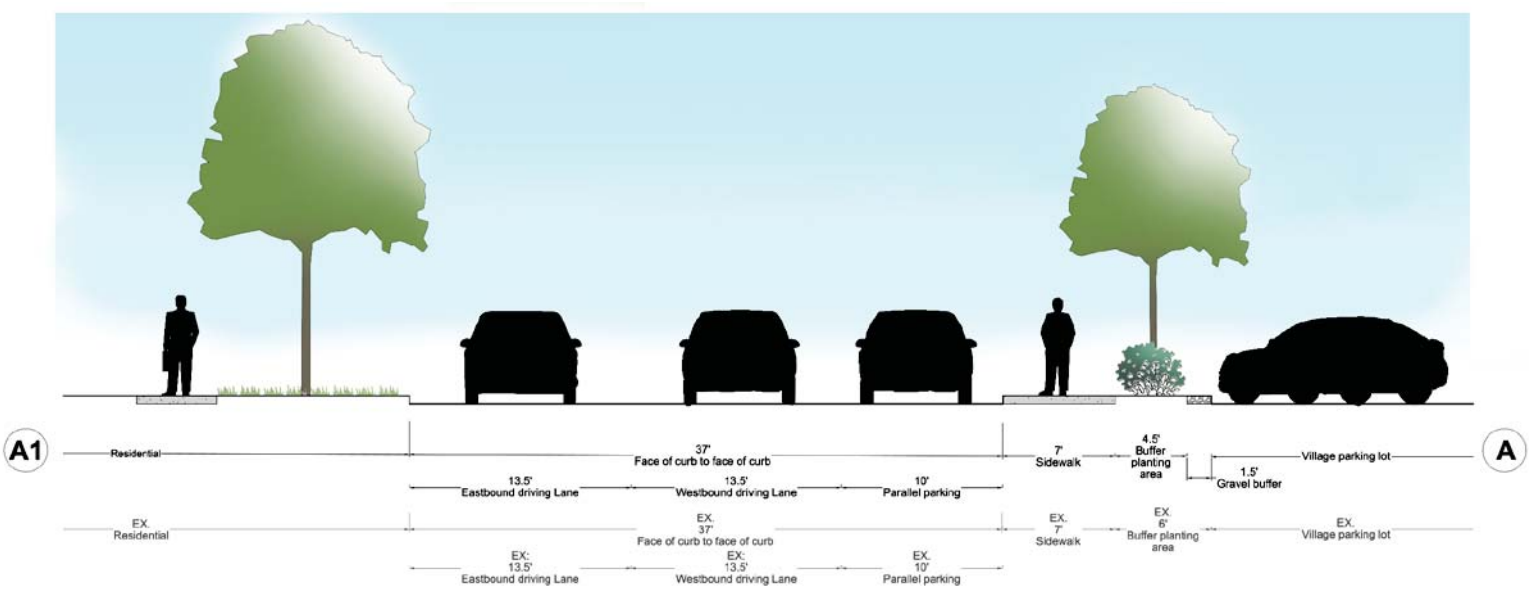
- ***Intersection bump outs.*** Located in conjunction with on street parking, intersection bump outs provide a shortened distance for pedestrian crossings as well as a definition to the on-street parking spaces.

- ***Infill parkway tree plantings.*** Maintaining the urban canopy in lawn parkway settings is important to protecting the residential quality and character of these streets.

- ***Parking lot perimeter plantings.*** Where off street parking exists, a well landscaped perimeter is recommended to provide screening and transitioning to nearby homes.

- ***Gateway seatwalls.*** At key locations, masonry seatwalls provide casual seating and an indication to the edge of the downtown area.


VILLAGE PARKING LOT
Seating height identity wall marks entry to downtown. Match Dywer Park
Perimeter landscape treatments include canopy trees, low shrubs, and groundcover.
A
Seating height identity wall marks entry to downtown. Match Dywer Park
CHESTNUT STREET
Landscaped bump-out
Existing on-street parking
Sidewalk
OAK STREET
Existing Curb
Landscaped bump-out
Painted crosswalk
RESIDENCES
A1
Infill parkway trees as needed


A1
Residential
37'
Face of curb to face of curb
13.5'
Eastbound driving Lane
13.5'
Westbound driving Lane
10'
Parallel parking
7'
Sidewalk
4.5'
Buffer planting area
1.5'
Gravel buffer
Village parking lot
A
EX.
Residential
EX.
37'
Face of curb to face of curb
EX:
13.5'
Eastbound driving Lane
EX:
13.5'
Westbound driving Lane
EX.
10'
Parallel parking
EX.
7'
Sidewalk
EX.
6'
Buffer planting area
EX.
Village parking lot

THROUGHFARE STREET TYPOLOGY

This relates to Green Bay Road and its position in the region as a significant north – south corridor. With two lanes of traffic in each direction and signalized intersections at Oak Street, Elm Street and Pine Street, Green Bay Road is the most auto-oriented corridor in the district.

REDEFINE GREEN BAY CORRIDOR AND OAK, ELM, SPRUCE, PINE INTERSECTIONS TO PROVIDE MORE PEDESTRIAN / BIKE PROTECTION AND VISIBILITY. MORE BUMP OUTS AND TRAFFIC CALMING LOTS OF ROOM FOR SAFETY ISLANDS AND PENINSULAS."

– IDEA SHARED DURING STREETSCAPE + SIGNAGE PLAN

The intent of improvements to Green Bay Road is to improve the connection between the east and west portions of the Elm Street District. Further discussions are required with IDOT. Preliminary concepts include intersection enhancements that support a narrowed pedestrian crossing and widened sidewalks. Key features of this typology include the following:

- ***Expanded sidewalks and narrowed crosswalks.*** The current roadway travel lanes are considered to be reduced from two lanes in each direction to one lane in each direction and a center turn lane. On-street parking is intended to remain on both sides of the street. This configuration devotes the additional space to widened sidewalks and narrowed crosswalk sections thereby improving pedestrian access and connectivity between the east and west district areas.

As Green Bay Road is controlled by the state, any improvements will need to be coordinated with IDOT. A traffic study is recommended to fully evaluate vehicular traffic impacts.

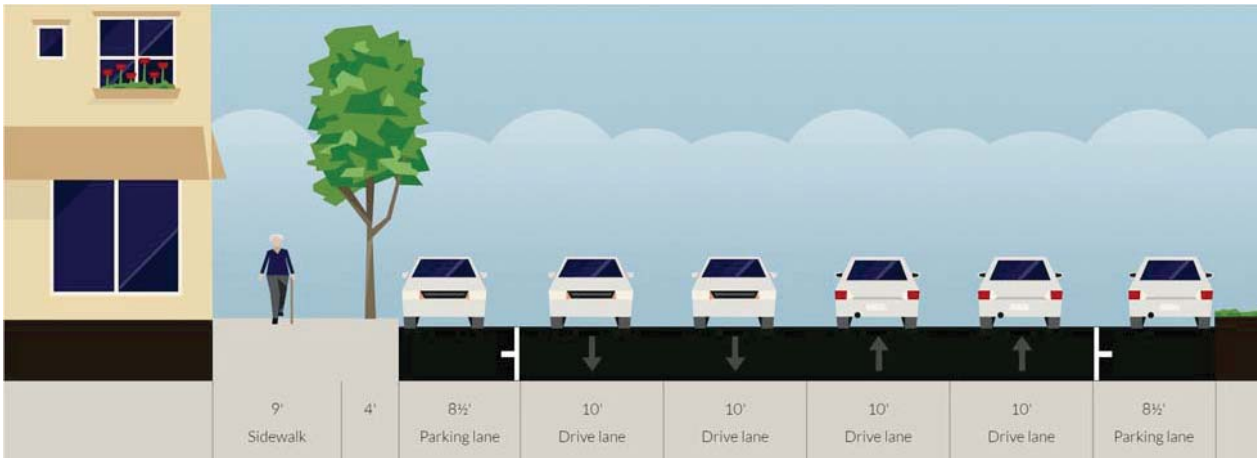


FIGURE 4.1: EXISTING SECTION OF GREEN BAY ROAD (SPRUCE – ELM)

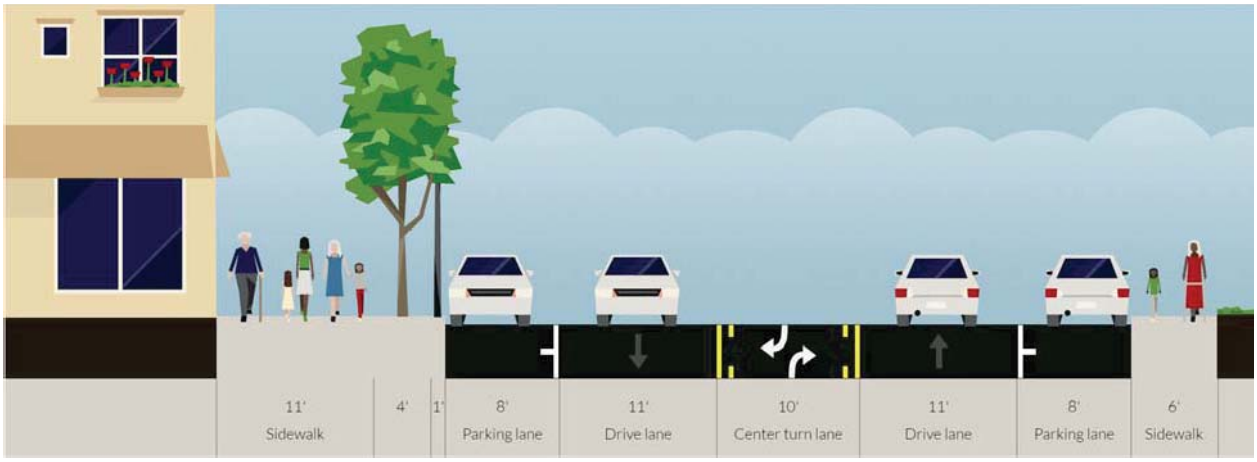
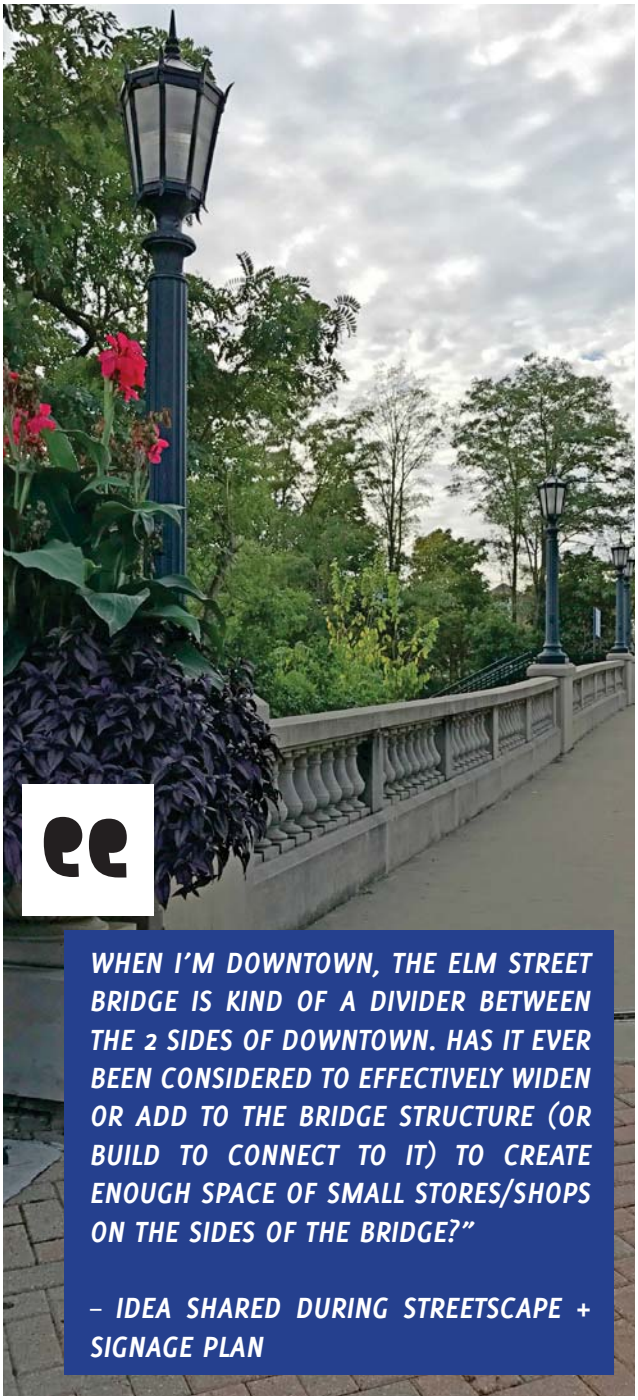


FIGURE 4.2: PROPOSED SECTION OF GREEN BAY ROAD (SPRUCE – ELM)

BRIDGE CROSSING TYPOLOGY

Associated with Green Bay Road, the Bridge Crossing streets provide critical linkages over the Union Pacific North Railroad between east and west Elm Street. The bridge streets include Pine Street, Elm Street, Oak Street and Cherry Street. However, Elm Street is the most critical bridge crossing as it provides direct access to business district destinations.



WHEN I'M DOWNTOWN, THE ELM STREET BRIDGE IS KIND OF A DIVIDER BETWEEN THE 2 SIDES OF DOWNTOWN. HAS IT EVER BEEN CONSIDERED TO EFFECTIVELY WIDEN OR ADD TO THE BRIDGE STRUCTURE (OR BUILD TO CONNECT TO IT) TO CREATE ENOUGH SPACE OF SMALL STORES/SHOPS ON THE SIDES OF THE BRIDGE?"

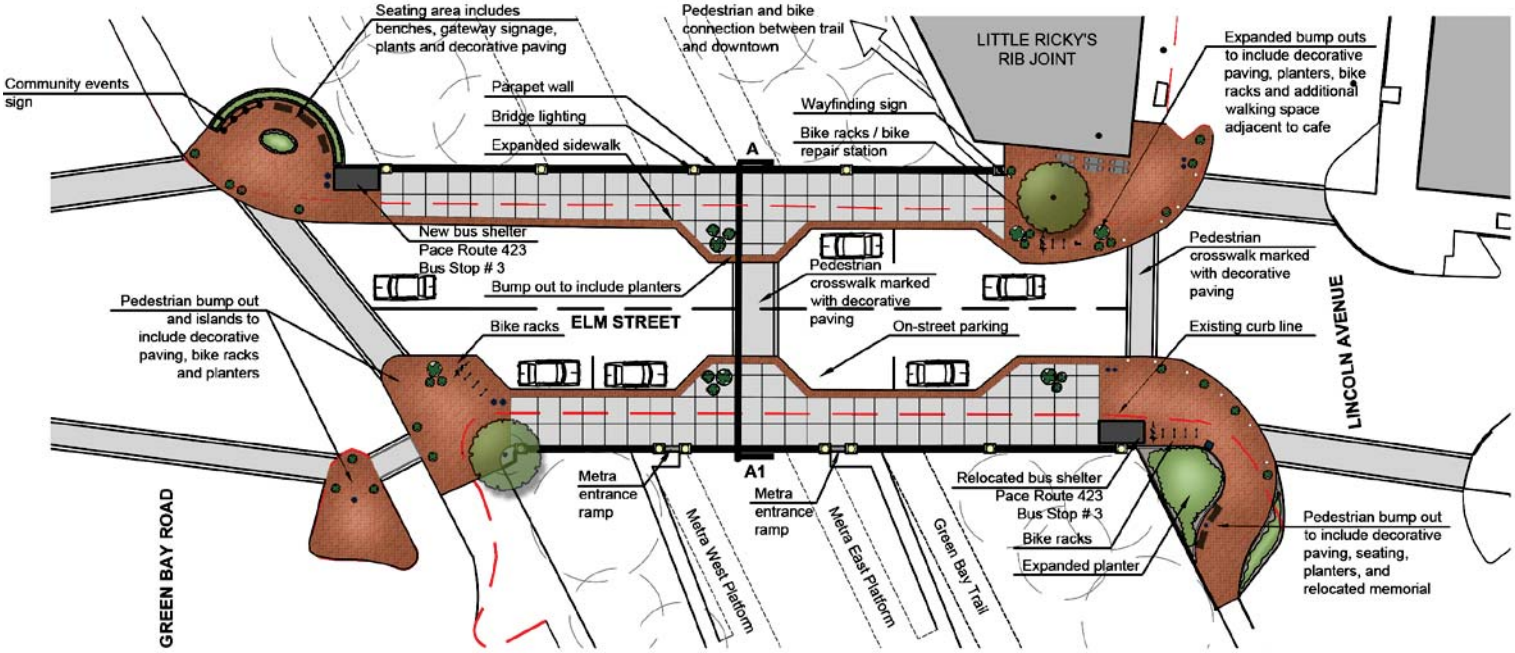
– IDEA SHARED DURING STREETSCAPE + SIGNAGE PLAN

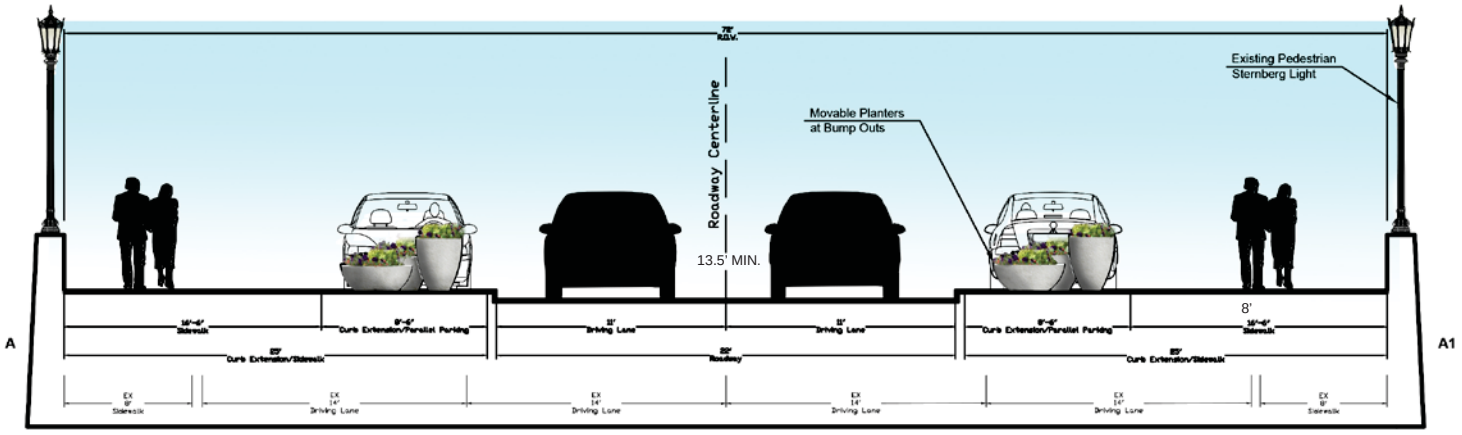
Key features of this typology follow below:

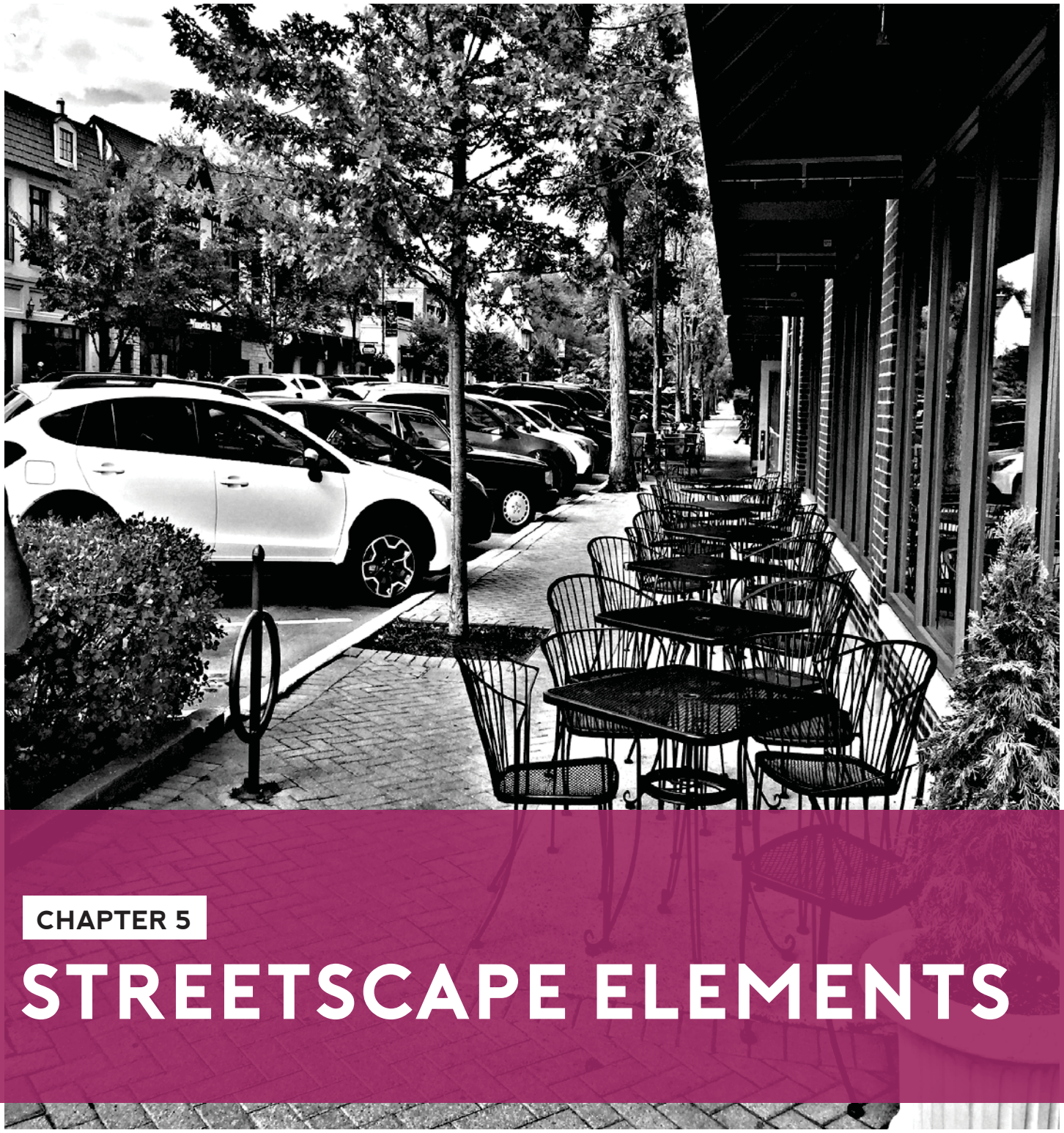
- ***Widened sidewalks.*** The concept includes definition of new parallel parking spaces and widened sidewalks. Widened sidewalks will provide more hospitable access between east and west and would also provide additional space for events and activities. On street parking layout has been coordinated with Pace Suburban bus relative to the placement of existing bus stops.

- ***Mid-block bump outs and crossing.*** The mid-block crossing provides directed access for pedestrians who are crossing between bus and train.

- ***Reconfigured seating areas.*** Intersection corners at Lincoln Avenue include decorative paving, site furnishings, bike amenities and plantings in keeping with the Shopping and Dining Streets. The intersection corners at Green Bay Road would need to be further coordinated with IDOT but preliminarily address narrowed pedestrian crossings and enhanced corner treatments. The plaza at the northeast corner of Green Bay Road and Elm Street opens up the corner and provides seating that is set back from the roadway and oriented towards a planter and the downtown area.


Seating area includes benches, gateway signage, plants and decorative paving
Pedestrian and bike connection between trail and downtown
LITTLE RICKY'S RIB JOINT
Expanded bump outs to include decorative paving, planters, bike racks and additional walking space adjacent to cafe
Community events sign
Parapet wall
Bridge lighting
Expanded sidewalk
Wayfinding sign
Bike racks / bike repair station
A
New bus shelter Pace Route 423 Bus Stop # 3
Bump out to include planters
Pedestrian crosswalk marked with decorative paving
Pedestrian crosswalk marked with decorative paving
Pedestrian bump out and islands to include decorative paving, bike racks and planters
Bike racks
ELM STREET
On-street parking
Existing curb line
LINCOLN AVENUE
A1
Metra entrance ramp
Metra entrance ramp
Metra West Platform
Metra East Platform
Green Bay Trail
Relocated bus shelter Pace Route 423 Bus Stop # 3
Bike racks
Expanded planter
Pedestrian bump out to include decorative paving, seating, planters, and relocated memorial
GREEN BAY ROAD


Existing Pedestrian Sternberg Light
Movable Planters at Bump Outs
Roadway Centerline
13.5' MIN.
8'
A
A1



CHAPTER 5

STREETSCAPE ELEMENTS

STREETSCAPE ELEMENTS

The Streetscape and Signage Master Plan is intended to make use of successful preexisting streetscape initiatives and incorporate new compatible streetscape elements. Preexisting streetscape initiatives, including defined products and materials are provided on the following page and described below:

Vehicular scale light Vehicular scale lights are intended to be located at roadway intersections to provide lighting to roadway intersections. The light standards match the poles and fixtures that exist throughout the Village with updated LED luminaires.

- *Manufacturer: Valmont Pole, 30'-0" ht, Kim Luminaire*
- *Color: Tavern Market Green (match existing)*

Pedestrian scale light Pedestrian scale lights are intended to be located along sidewalk sections to enhance lighting at roadways and sidewalks. The light standards match the poles and fixtures that exist along the Elm Street bridge within the Village and include LED luminaires.

- *Manufacturer: Sternberg*
- *Model: Augusta Pole, 11'-3" ht.*
- *Color: Tavern Market Green (match existing)*

Masonry seat wall Masonry seat walls are intended to be located at transitional perimeter roadway areas. They provide casual seating areas and indicators about the edge to the downtown area. Masonry seat walls match the existing walls at Dwyer Park.

Litter / recycling receptacles Receptacles are intended to be located at key locations throughout the streetscape. Receptacle placement is intended to be accessible and integrated with other streetscape furnishings.

- *Manufacturer: Landscape Forms*
- *Model: Scarborough*
- *Color: Black powdercoat (note the current receptacle color is green and should be painted to match the other streetscape elements)*

Community events sign Existing community events signs are intended to remain intact. Additional sign location is indicated at the northeast corner of Green Bay Road and Elm Street. These are custom elements which should be reproduced to match the existing signs.

- *Manufacturer: Custom (match existing)*
- *Color: Black powdercoat*

Sidewalk treatments at intersections (shopping and dining streets) Accent corner areas within Shopping and Dining Streets are intended to be treated with the Village standard clay brick paver. The paving border should be a single soldier course and the paving field should be a herringbone pattern.

- *Manufacturer: Whitacre-Greer*
- *Model: Clay Brick Pavers, lightly rumbled*
- *Color: North Shore Blend*

Sidewalk treatments between intersections (shopping and dining streets) Sidewalk areas within Shopping and Dining Streets are intended to be treated with jointed broom finish concrete and a double soldier course clay brick paver band along the back of curb.

- *Manufacturer: Whitacre-Greer*
- *Model: Clay Brick Pavers, lightly rumbled*
- *Color: North Shore Blend*

Sidewalk treatments (remaining streetscape areas) All sidewalk areas within the remaining streetscape areas are intended to be treated with jointed broom finish concrete.

Crosswalk treatments (shopping and dining streets) Crosswalk areas within Shopping and Dining Streets are intended to be treated with concrete header and clay brick paver band. The paving border should be a single soldier course and the paving field should be a herringbone pattern.

Crosswalk treatments (remaining streetscape areas) All crosswalk areas within the remaining streetscape areas are intended to be treated with painted or thermoplastic crosswalks.

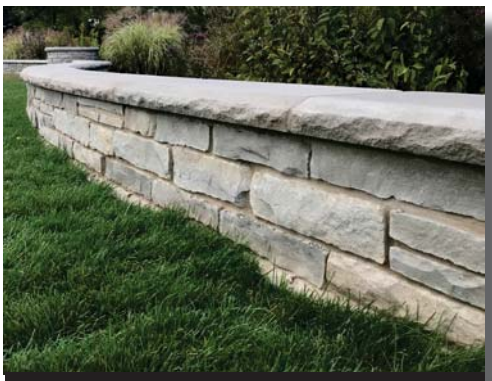
Landscape bollards Landscape bollards are intended to be located at accent corner areas to provide additional pedestrian buffering and lighting effects. The lighted bollards match those existing at Dwyer Park and include LED luminaires.

- *Manufacturer: Whitacre-Greer*
- *Model: Clay Brick Pavers, lightly rumbled*
- *Color: North Shore Blend*

VEHICULAR SCALE LIGHT

VEHICULAR SCALE LIGHT

PEDESTRIAN SCALE LIGHT



MASONRY SEAT WALL

LITTER/RECYCLING RECEPTACLES

COMMUNITY EVENTS SIGN

SIDEWALK ACCENT PAVING

CROSSWALK ACCENT PAVING

LANDSCAPE BOLLARDS

Proposed new streetscape furnishings are selected to be compatible with the established streetscape furnishings. A description of these items follows below:

Bike racks Bike racks are intended to be located at intersection and mid-block bump outs throughout the downtown area. Select bike bollards shall include custom graphic inserts displaying the Village's trail tree identifier.

- *Manufacturer: Dero*
- *Model: Bike Bollard with custom laser cut graphic inserts*
- *Color: Black powdercoat*

Bike repair station Bike repair stations are intended to be located at select intersection bump outs within close proximity to the Green Bay Trail.

- *Manufacturer: Dero*
- *Model: Bike Repair*
- *Color: Black powdercoat*

Clustered bench seating Bench seating is clustered at accent corner areas to provide individual and small group seating opportunities.

- *Manufacturer: Landscape Forms*
- *Model: Melville bench and chair with backs and arms*
- *Color: black frame (powdercoat) with wood seat*

Precast concrete planter Precast concrete planter pots are located at accent corner areas and also adjacent to pedestrian scale lights along sidewalk areas. The planter pots provide buffering and additional color interest to the streetscape.

- *Manufacturer: Wausau*
- *Model: TF4340 (36x30x18) & TF4341 (42x36x20)*
- *Color: A20 White, Standard Acid Wash*

Lighting and décor Festive lighting is intended to be located on light poles. Fest lighting is available in multiple shapes and sizes and should be considered a year round element, rather than a single season accent. Custom and prefabricated elements will need to be coordinated with the structural capacity of light poles and vertical clearance limits.

- *Manufacturer: Artistic Holiday Designs*
- *Model: Custom*

Combination pedestrian/festoon light Festoon lighting is intended to be located at key intersection corners and entrances to Shopping and Dining Streets. Festoon lighting is intended to be strung on strain wire attached to decorative poles that match the specified pedestrian scale lights . Combination poles include bracketing that supports the pedestrian light luminaire.

- *Manufacturer: Sternberg*
- *Model: Combination pedestrian/festoon light poles*
- *Color: Tavern Market Green*

Festoon lighting and decorative poles Festoon lighting is intended to be located at key intersection corners and entrances to Shopping and Dining Streets. Festoon lighting is intended to be strung on strain wire attached to decorative poles that match the specified pedestrian scale light poles.

- *Manufacturer: Sternberg*
- *Model: Festoon light poles*
- *Color: Tavern Market Green*

BIKE RACKS (CUSTOM GRAPHIC INSERT

BIKE RACKS

CLUSTERED BENCH SEATING

BIKE REPAIR STATION

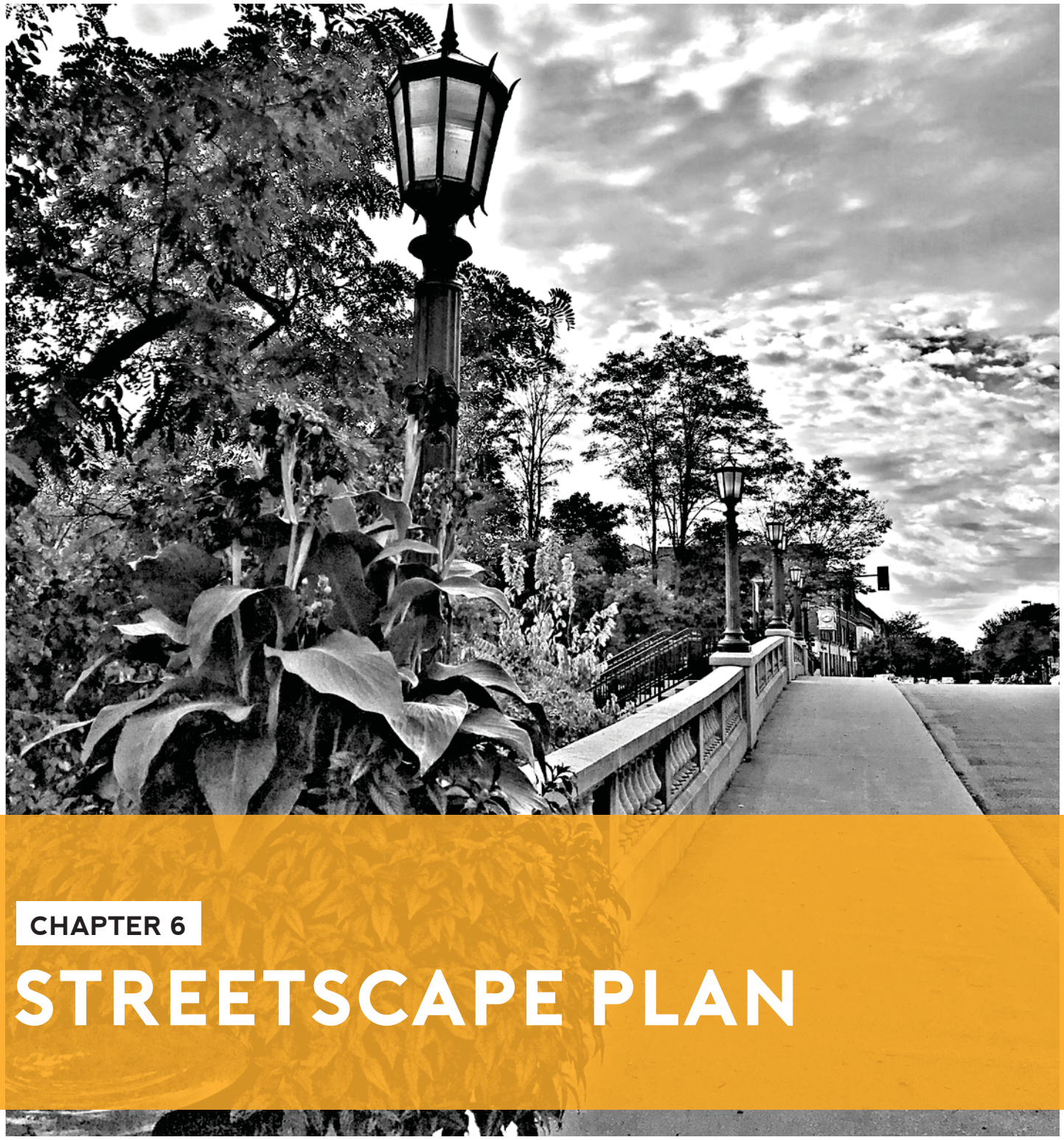
PRECAST CONCRETE PLANTER

CLUSTERED BENCH SEATING

LIGHTING AND DECOR

LIGHTING AND DECOR

FESTOON LIGHTING AND DECORATIVE POLES



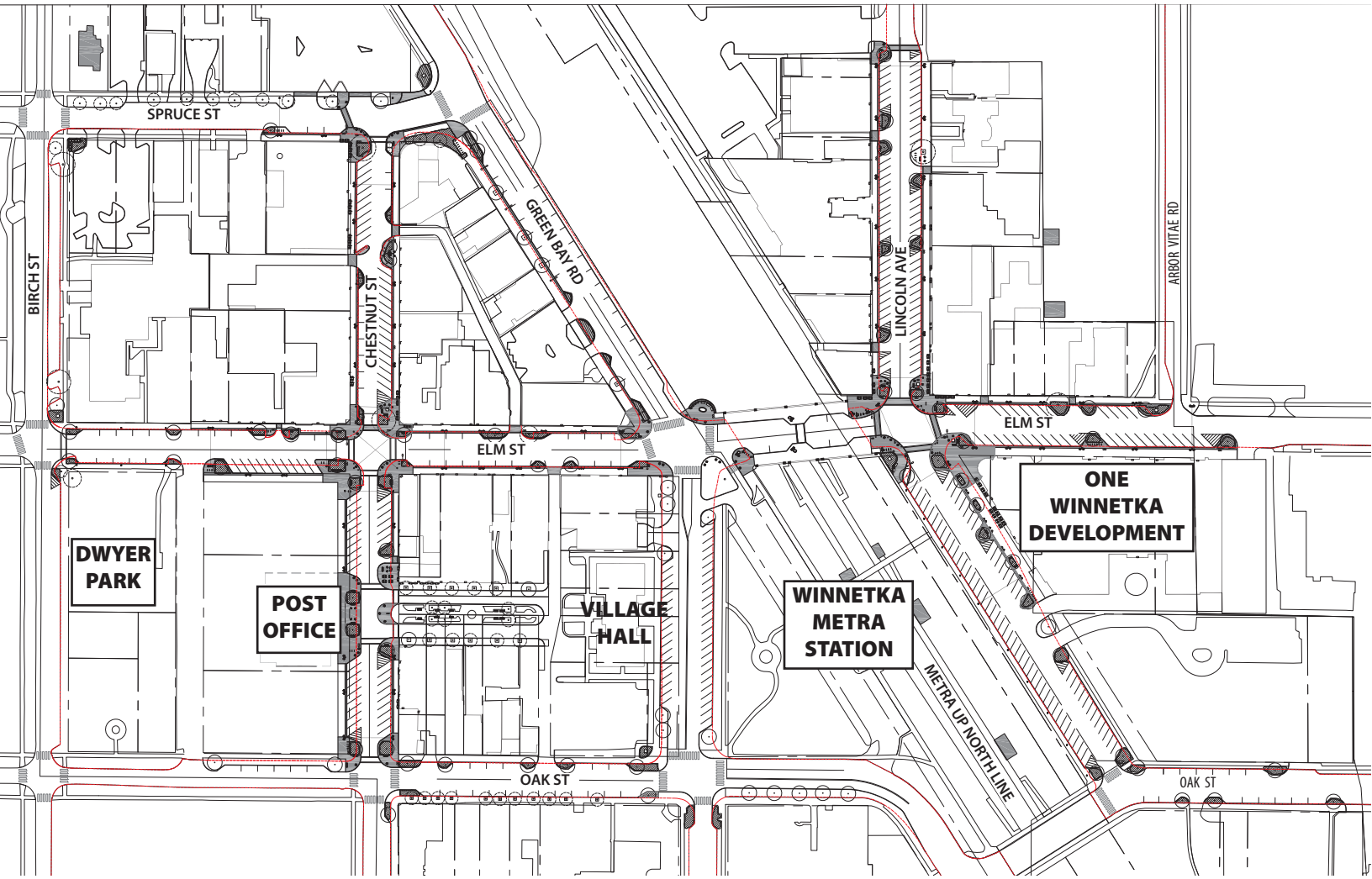
CHAPTER 6

STREETSCAPE PLAN

STREETSCAPE PLAN

The streetscape typologies and selected products and materials described above are applied to the Elm Street District as shown in the following drawings. Key focus areas identified by the Task Force include reinforcing the Shopping and Dining Streets with streetscape improvements that support pedestrian use and activity in these areas.

The overall streetscape plan, enlargement areas and key focus areas are depicted on the following pages. The streetscape plan identifies outdoor living rooms where strategic investment in streetscape improvements can have the most impact on the Downtown's active use areas.



LIGHTING HIERARCHY

The streetscape plan is derived from photometric and lighting plans that were part of a previous Village effort. The lighting hierarchy is organized to provide safe functional lighting to the Village's roadways and sidewalks, as well as specialty lighting effects that reinforce key active pedestrian use areas. The lighting hierarchy is described below and on the following page:

- **VEHICULAR SCALE LIGHT:** Vehicular scale lights are intended to be located at roadway intersections to provide lighting to roadway intersections. The light standards match the poles and fixtures that exist throughout the Village with updated LED luminaires.

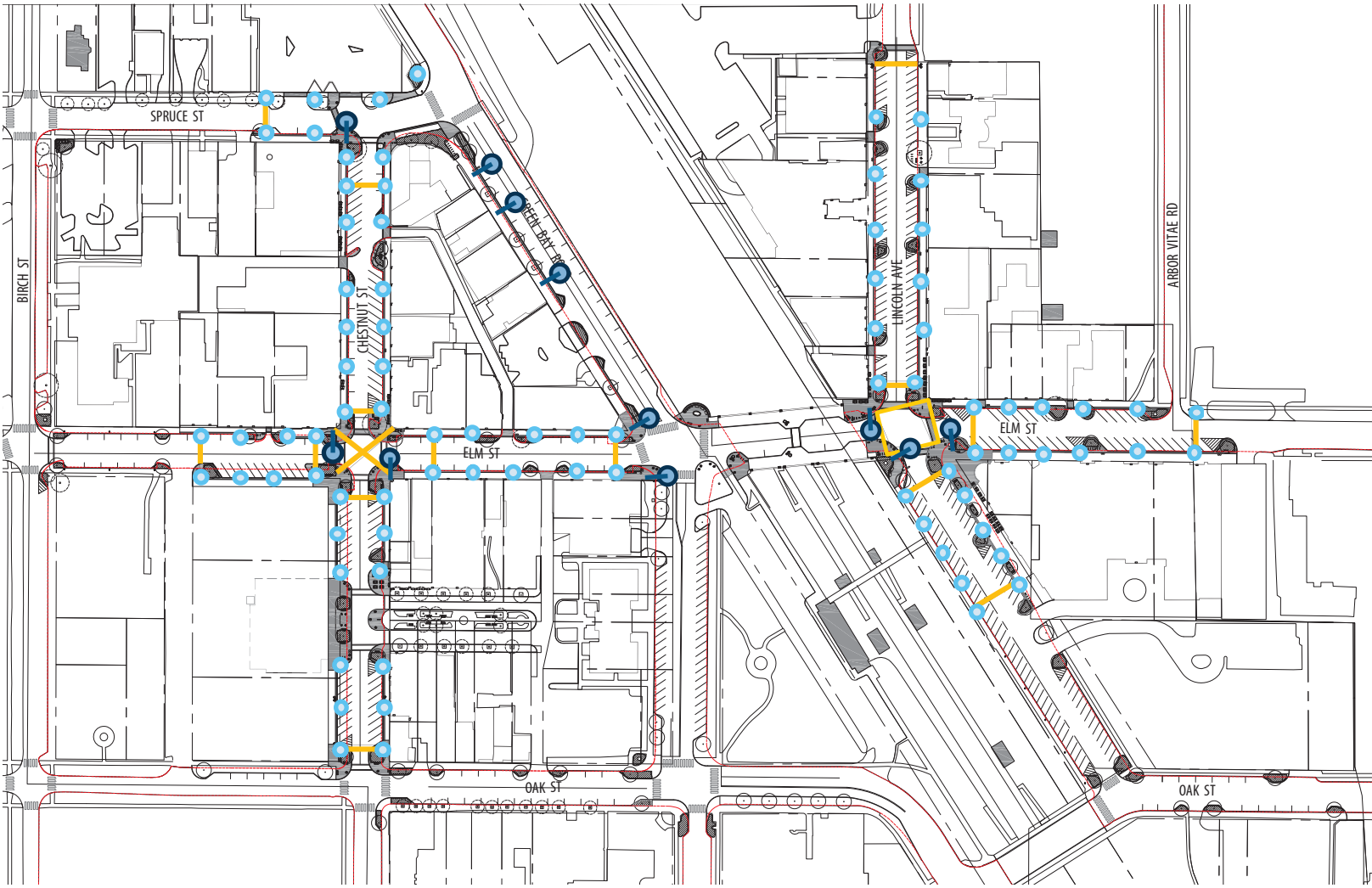
- **PEDESTRIAN SCALE LIGHT:** Pedestrian scale lights are intended to be located along sidewalk sections to enhance lighting at roadways and sidewalks. The light standards match the poles and fixtures that exist along the Elm Street bridge within the Village and include LED luminaires.

- **COMBINATION PEDESTRIAN/FESTOON LIGHT:** Festoon lighting is intended to be located at key intersection corners and entrances to Shopping and Dining Streets. Festoon lighting is intended to be strung on strain wire attached to decorative poles that match the specified pedestrian scale light poles. Combination poles include bracketing that supports the pedestrian light luminaire.

- **FESTOON LIGHT:** Festoon lighting is intended to be located at key intersection corners and entrances to Shopping and Dining Streets. Festoon lighting is intended to be strung on strain wire attached to decorative poles that match the specified pedestrian scale light poles.

- **BOLLARD LIGHT:** Landscape bollards are intended to be located at accent corner areas to provide additional pedestrian buffering and lighting effects. The lighted bollards match those existing at Dwyer Park and include LED luminaires.

LIGHTING HIERARCHY MAP

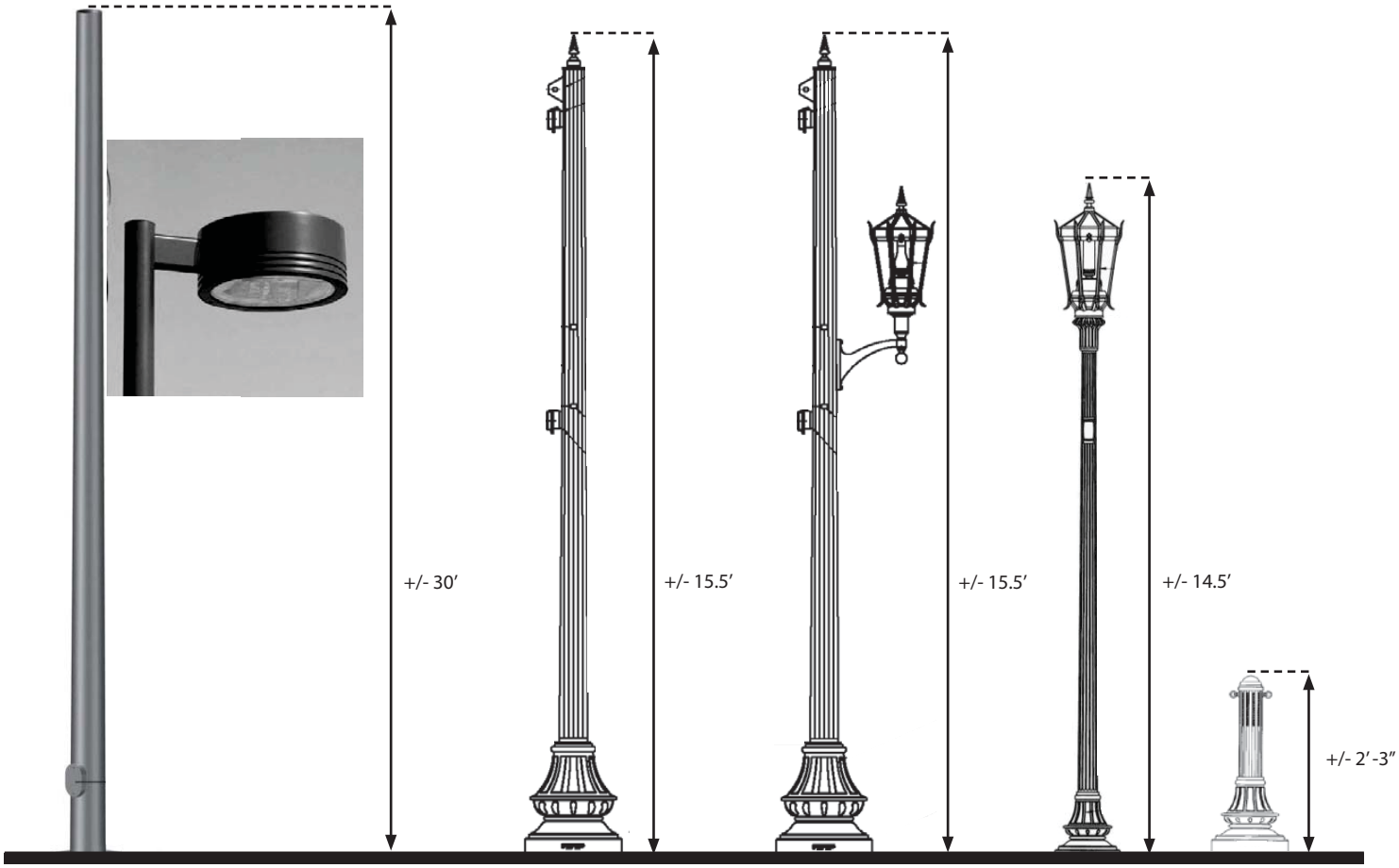


VEHICULAR SCALE LIGHT

FESTOON LIGHT

COMBINATION PEDESTRIAN/FESTOON LIGHT

PEDESTRIAN SCALE LIGHT



Vehicular Scale Light

Festoon Light

Combination Pedestrian/ Festoon Light

Pedestrian Scale Light

Bollard Light

GATEWAY SIGNS, BUSINESS DIRECTORY KIOSKS + SCULPTURE PADS

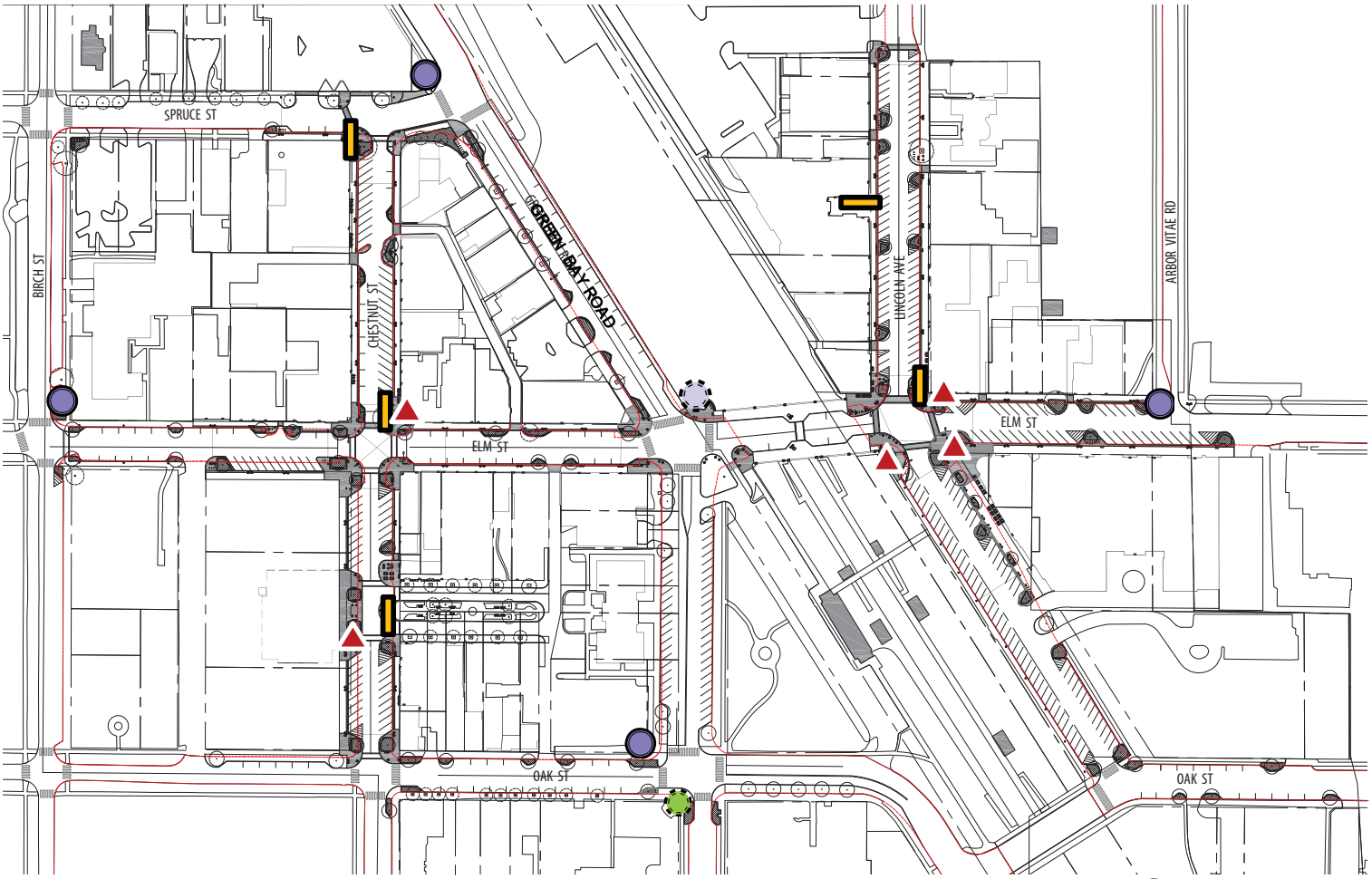
The Gateway and Wayfinding Signage Plan is identified in Chapter 3. The following descriptions and diagram depicts the overall locations of these key elements within the streetscape.

- **GATEWAY SIGNS:** Located at key perimeter entrances to the district, these signs announce the arrival into the downtown area.

- **COMMUNITY EVENTS SIGN:** An existing sign is located at the southwest corner of Green Bay Road and Oak Street, as well as within other Village business districts. An additional events sign is proposed to replace the wooden sign located at the northeast corner of Green Bay Road and Elm Street.

- **BUSINESS DIRECTORY KIOSK:** Located at key shopping node areas, these sign cabinets provide locations for changeable business directory maps and community events announcements.

- **SCULPTURE PADS:** Comprised of concrete pads upon which art may be installed, sculpture pads are located at key activity node areas. Art elements can be positive components of the streetscape provided that they are respectful of scale and placement. The Village is encouraged to provide design guidelines that identifies parameters for public art installations, including installation guidelines, appropriate content and size limits.



GATEWAY SIGN

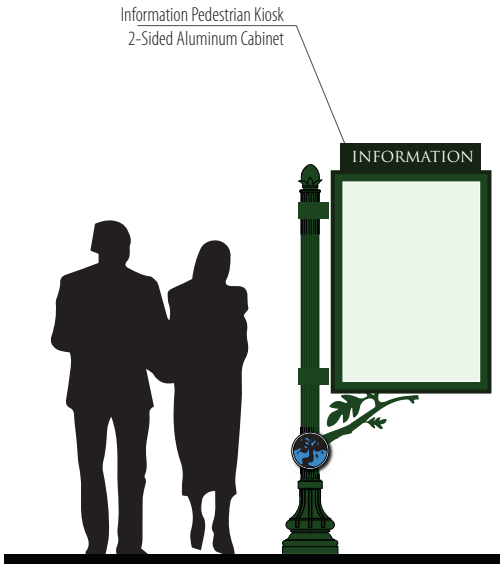
EXISTING COMMUNITY EVENTS SIGN

NEW COMMUNITY EVENTS SIGN

BUSINESS DIRECTORY KIOSK

SCULPTURE PAD

GATEWAY SIGN



BUSINESS DIRECTORY KIOSK

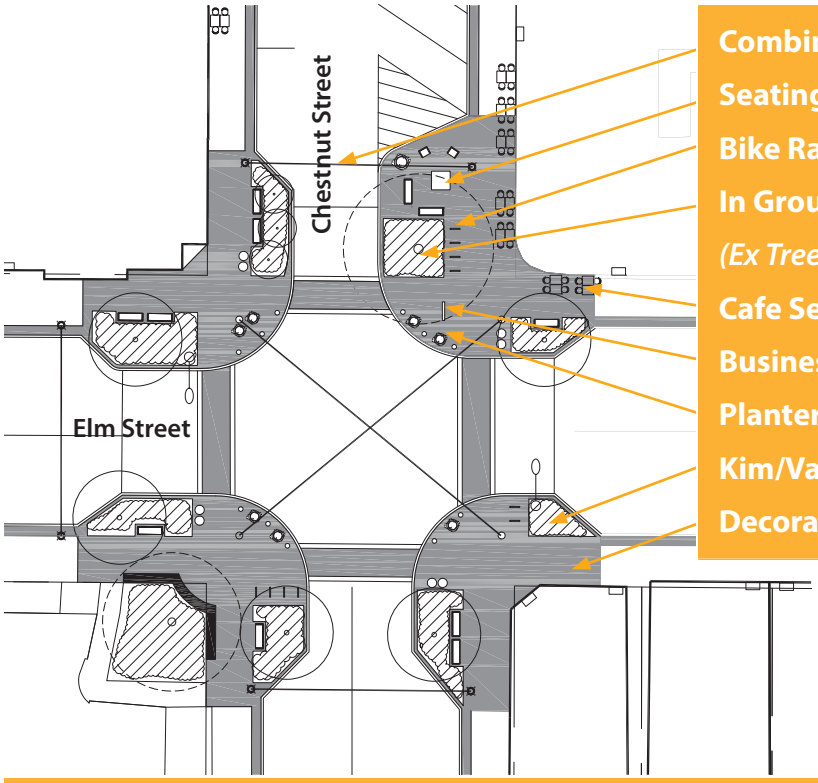
PEOPLE PLACES + OUTDOOR LIVING ROOMS

The Streetscape Plan is focused on reinforcing people places throughout the Elm Street District. People places are generally focused on select widened sidewalk areas created at intersection and mid-block bump outs. The following diagrams describe typical layouts of these spaces.

INTERSECTION BUMP OUTS

Located at key intersections, these areas expand existing bump outs to accommodate additional pedestrian use areas. Critical to the design of these spaces is the protection of a 6'-0" wide minimum clear zone to accommodate access at all sidewalk areas. Bump out areas should be coordinated with adjacent property café seating. Bump outs include in-ground planters, decorative lighting elements, decorative paving, bollards, benches, bike racks, planter pots and trash/recycling receptacles. Seating is clustered around optional sculpture pads or fireplace features.

Existing view looking south along Chestnut Street towards the Chestnut Street/Elm Street intersection.



Combination Sternberg Light/Festoon Pole

Seating Cluster *(Optional Sculpture Pad or Fireplace)*

Bike Racks

In Ground Planter

(Ex Tree, Benches, Litter/Recycling, Bike Racks)

Cafe Seating

Business Directory Kiosk

Planter Pots/Bollards

Kim/Valmont Light Pole

Decorative Paving

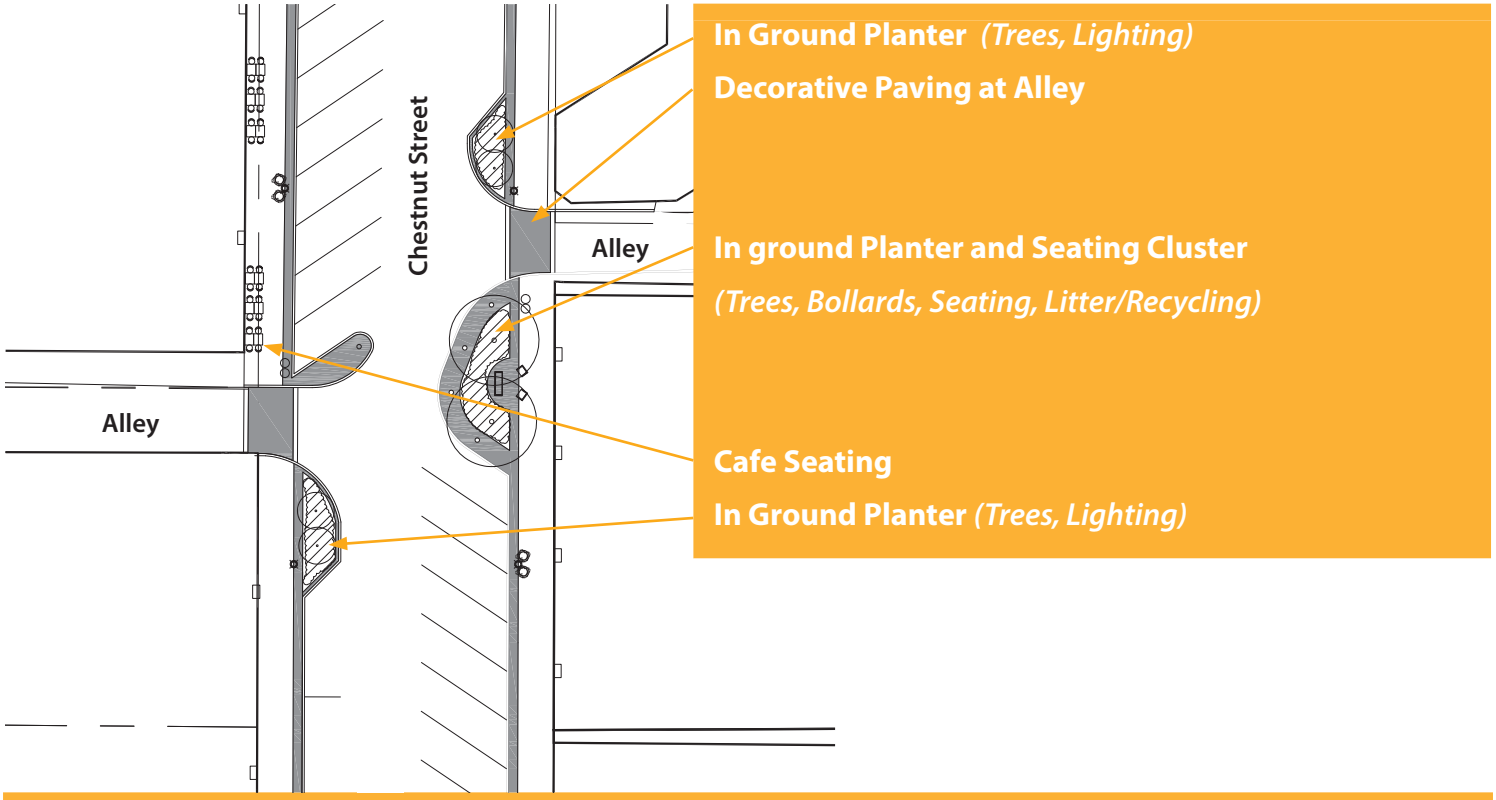
INTERSECTION BUMP OUTS | CHESTNUT AT ELM

Proposed view looking south along Chestnut Street towards the Chestnut Street/Elm Street intersection.

MID-BLOCK BUMP OUTS

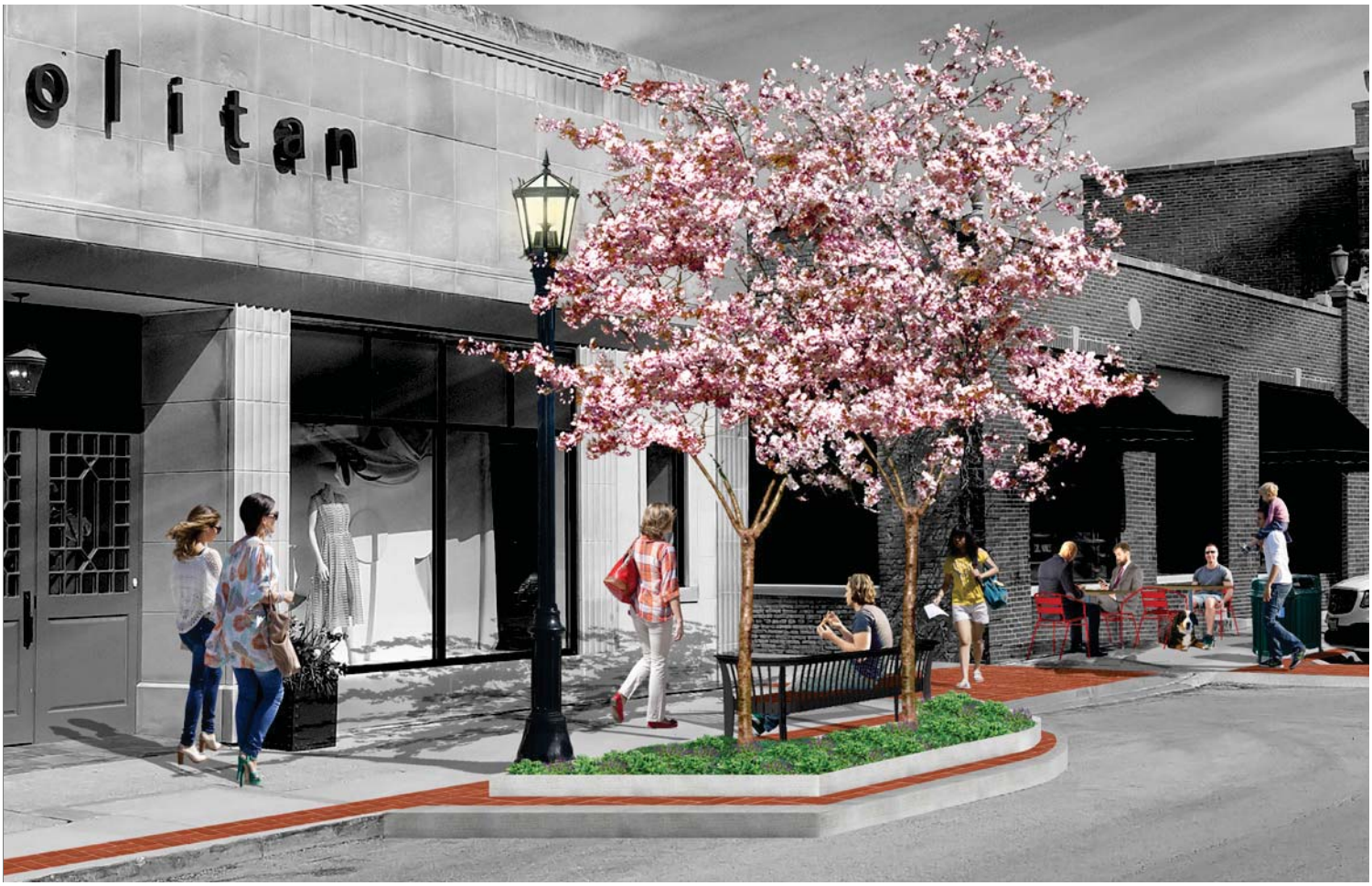
Located at transitions to alleys and key mid-block areas, these bump out areas provide in-ground planter areas as well as areas for seating and bike racks.

Existing view looking north along Chestnut Street towards The Laundry.



MID-BLOCK BUMP OUTS | CHESTNUT, BETWEEN SPRUCE & ELM

Proposed view looking north along Chestnut Street towards The Laundry.

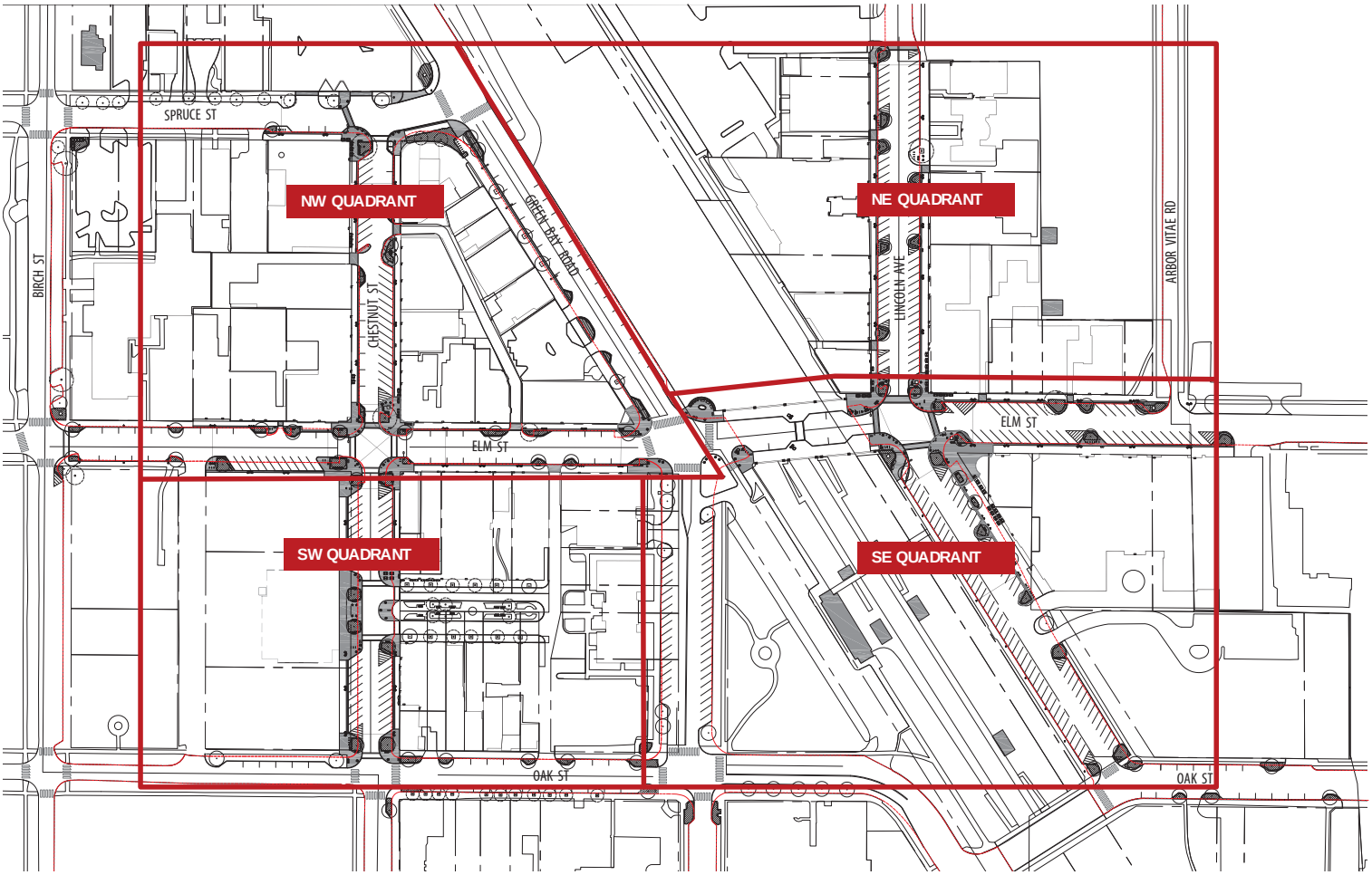


DO NOT
ENTER

STREETSCAPE PLAN QUADRANTS

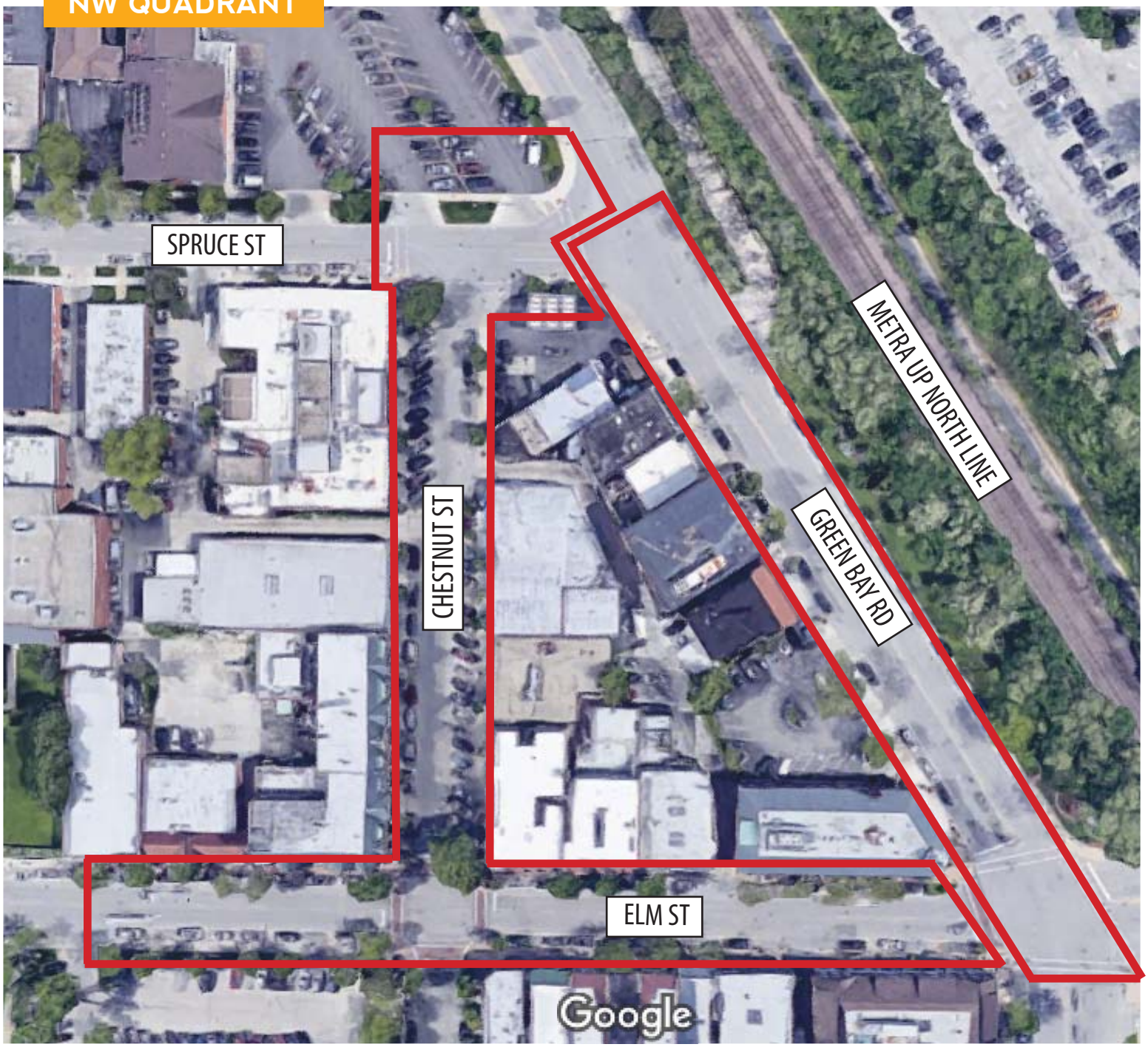
The Streetscape Plan is organized by quadrants as indicated in the following diagram. Throughout the DMP and Streetscape Planning process, community feedback emphasized the need to better connect the east and west areas of the Elm Street District.

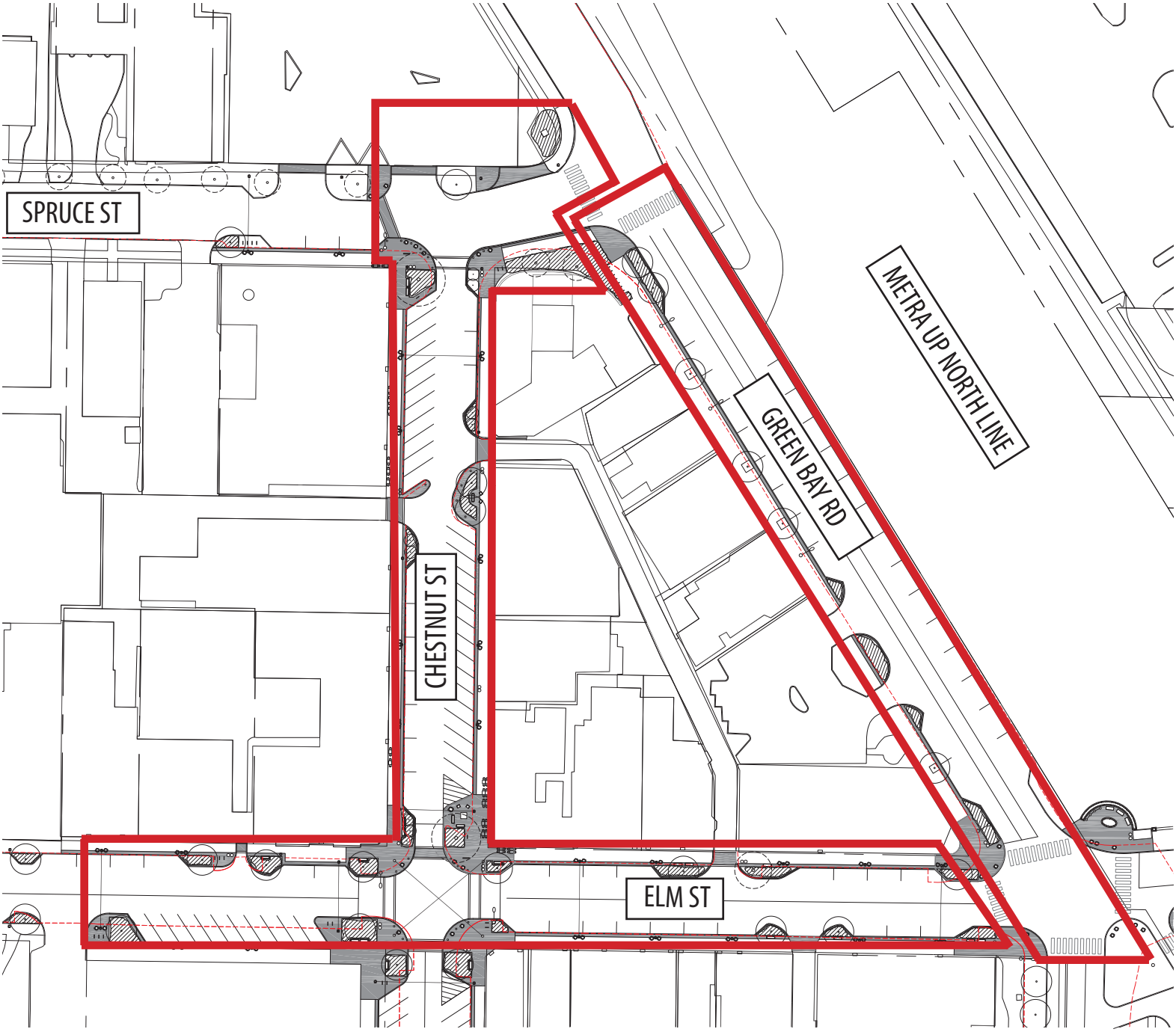
- Visual connectivity is provided by a consistent and unified approach to the streetscape plan.
- Physical connectivity can be accomplished by the treatments to the Green Bay Road corridor and intersection areas.

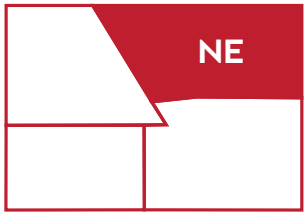


NW

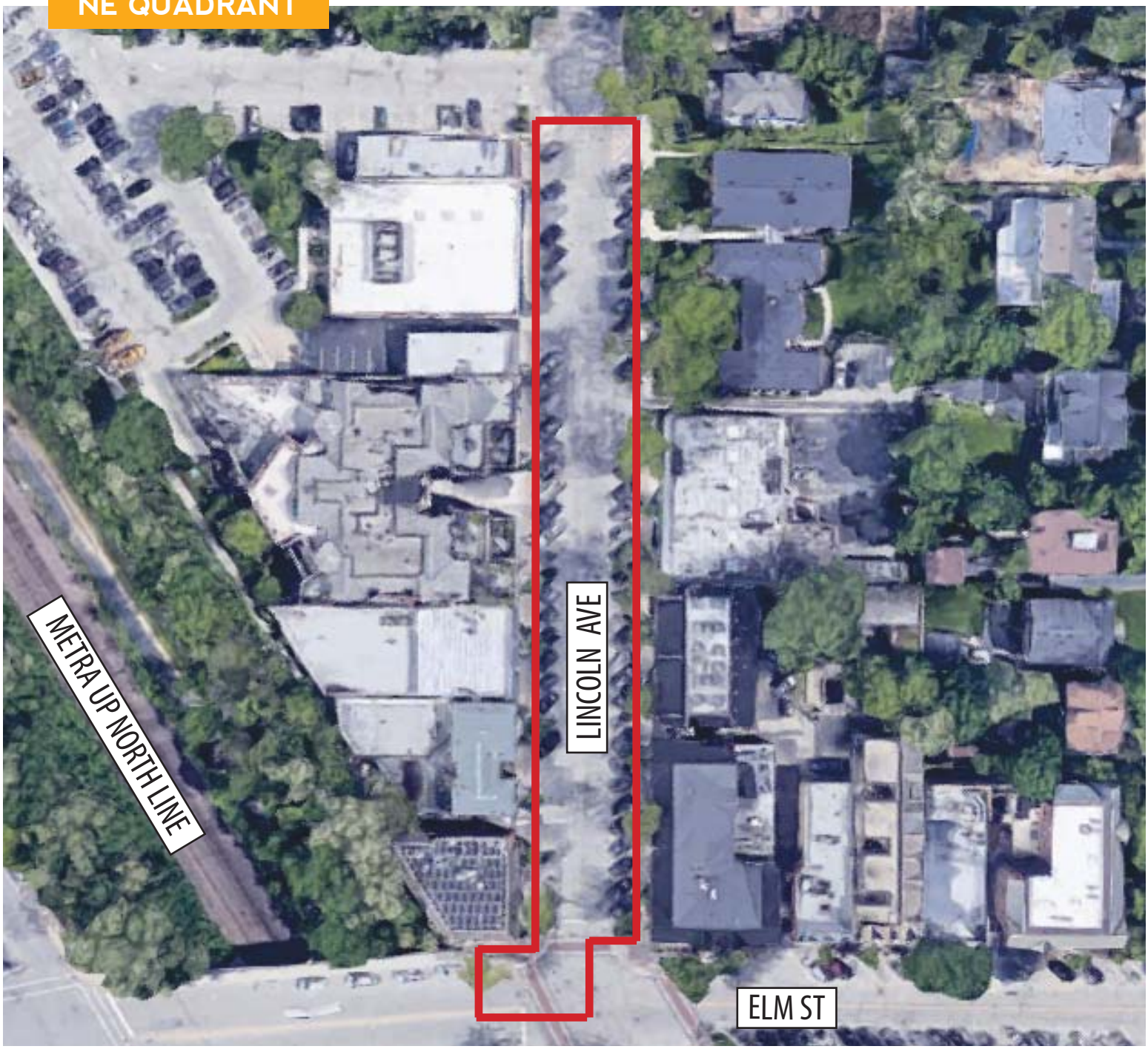
NW QUADRANT

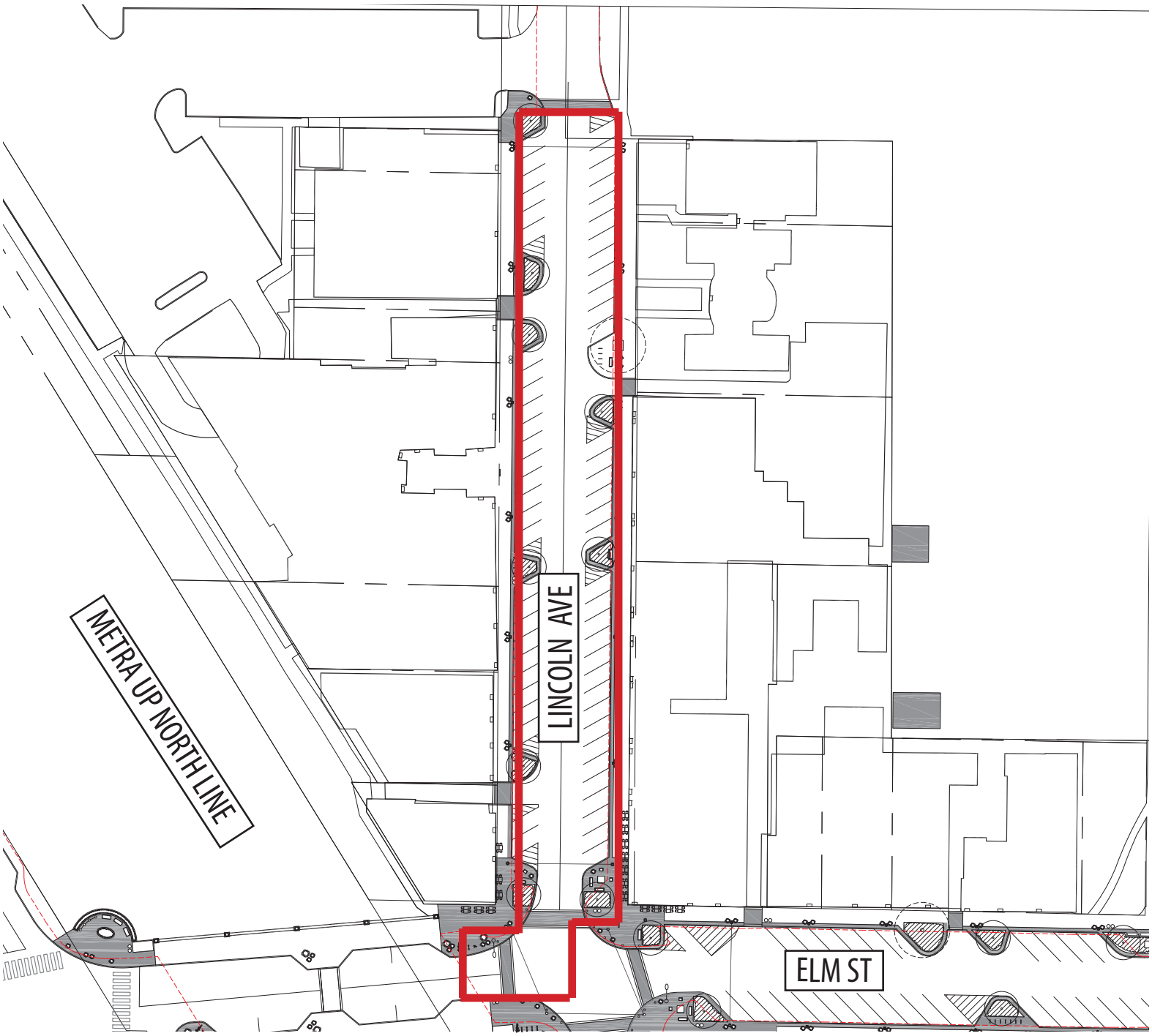

SPRUCE ST
CHESTNUT ST
METRA UP NORTH LINE
GREEN BAY RD
ELM ST
Google

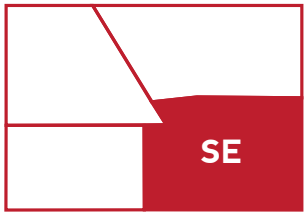

SPRUCE ST
CHESTNUT ST
GREEN BAY RD
METRA UP NORTH LINE
ELM ST



NE QUADRANT

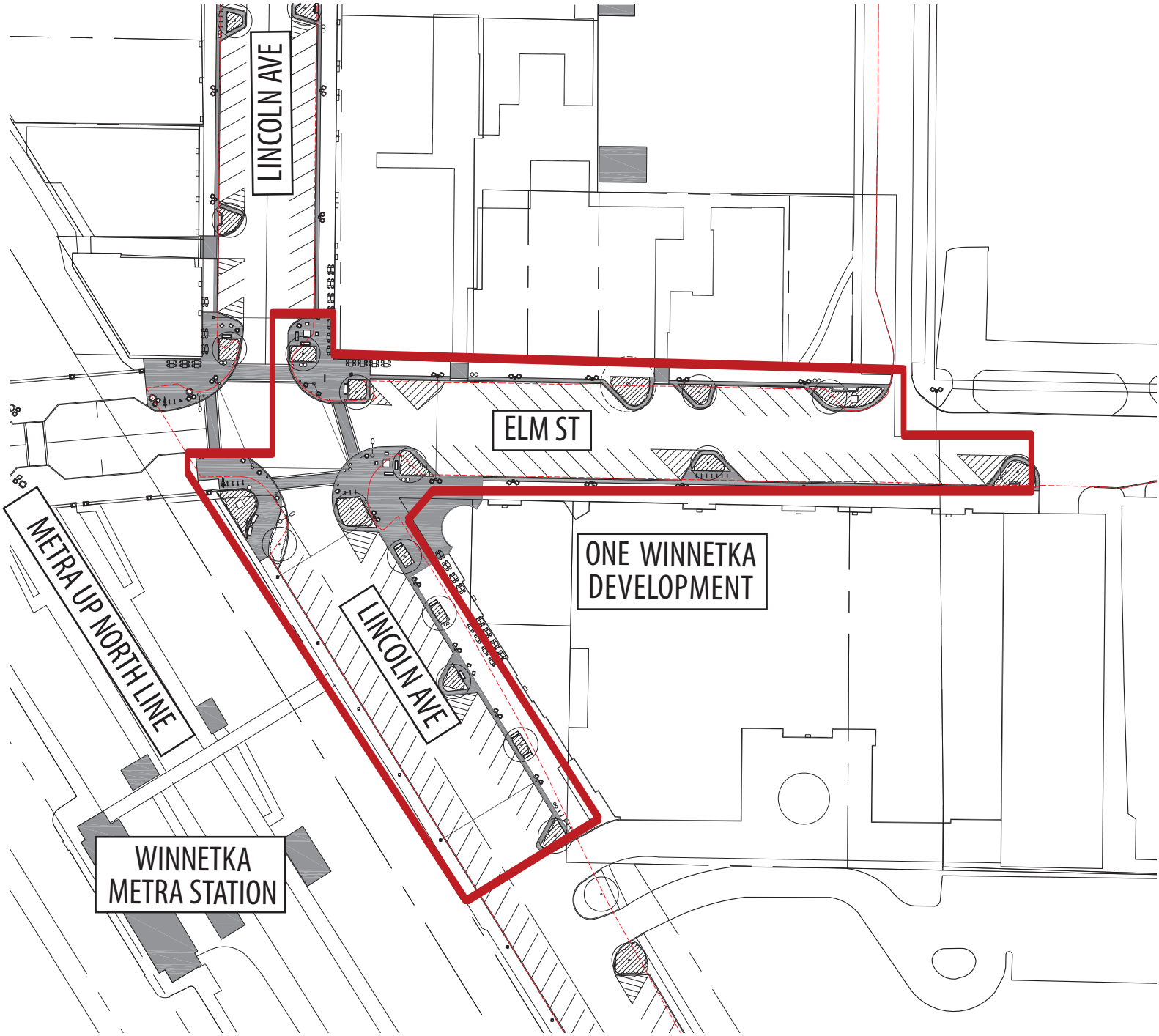



METRA UP NORTH LINE
LINCOLN AVE
ELM ST


SE

SE QUADRANT

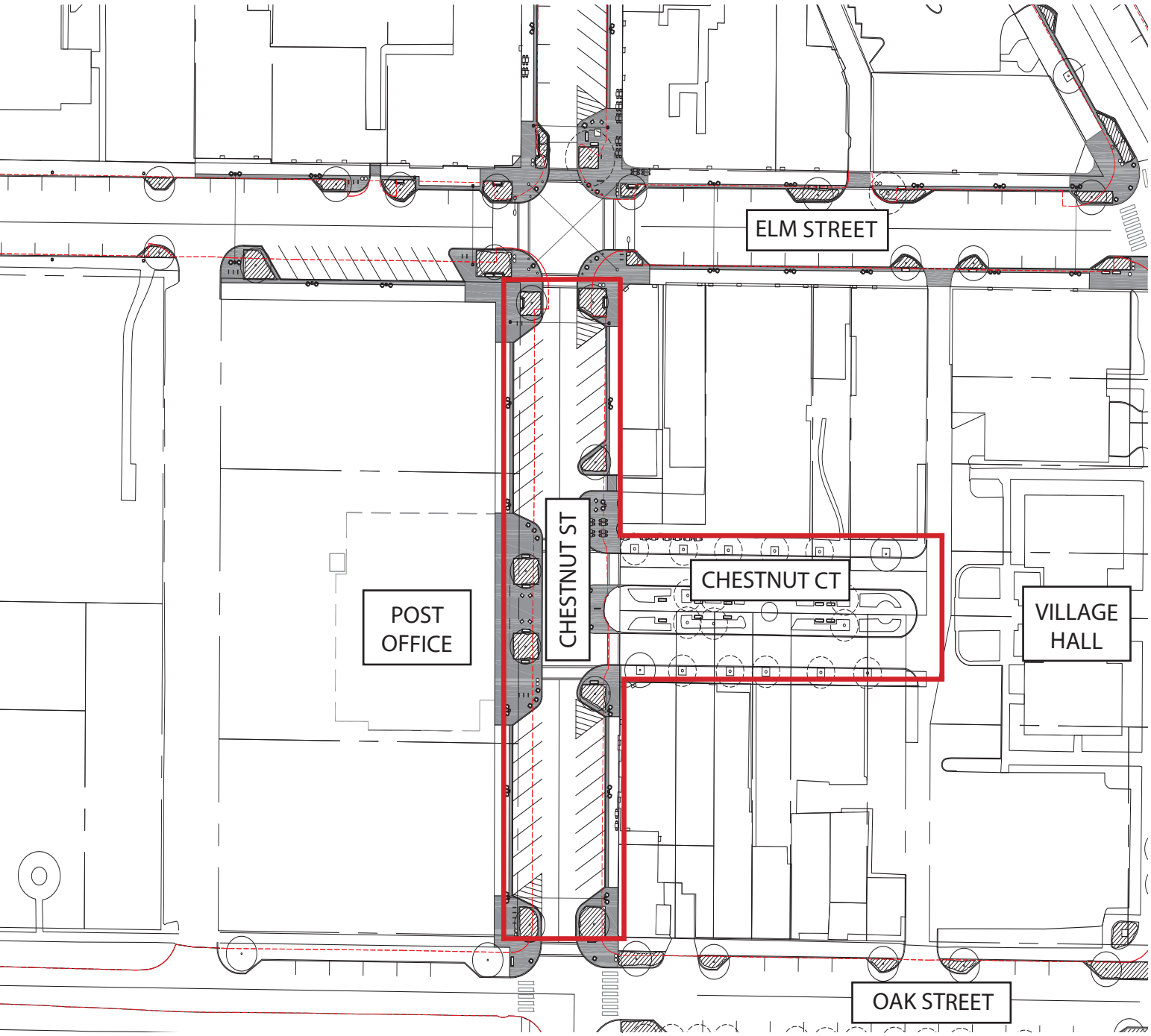
ELM ST
ONE WINNETKA DEVELOPMENT
LINCOLN AVE
METRA UP NORTH LINE
WINNETKA METRA STATION


LINCOLN AVE
ELM ST
ONE WINNETKA DEVELOPMENT
LINCOLN AVE
METRA UP NORTH LINE
WINNETKA METRA STATION

SW

SW QUADRANT

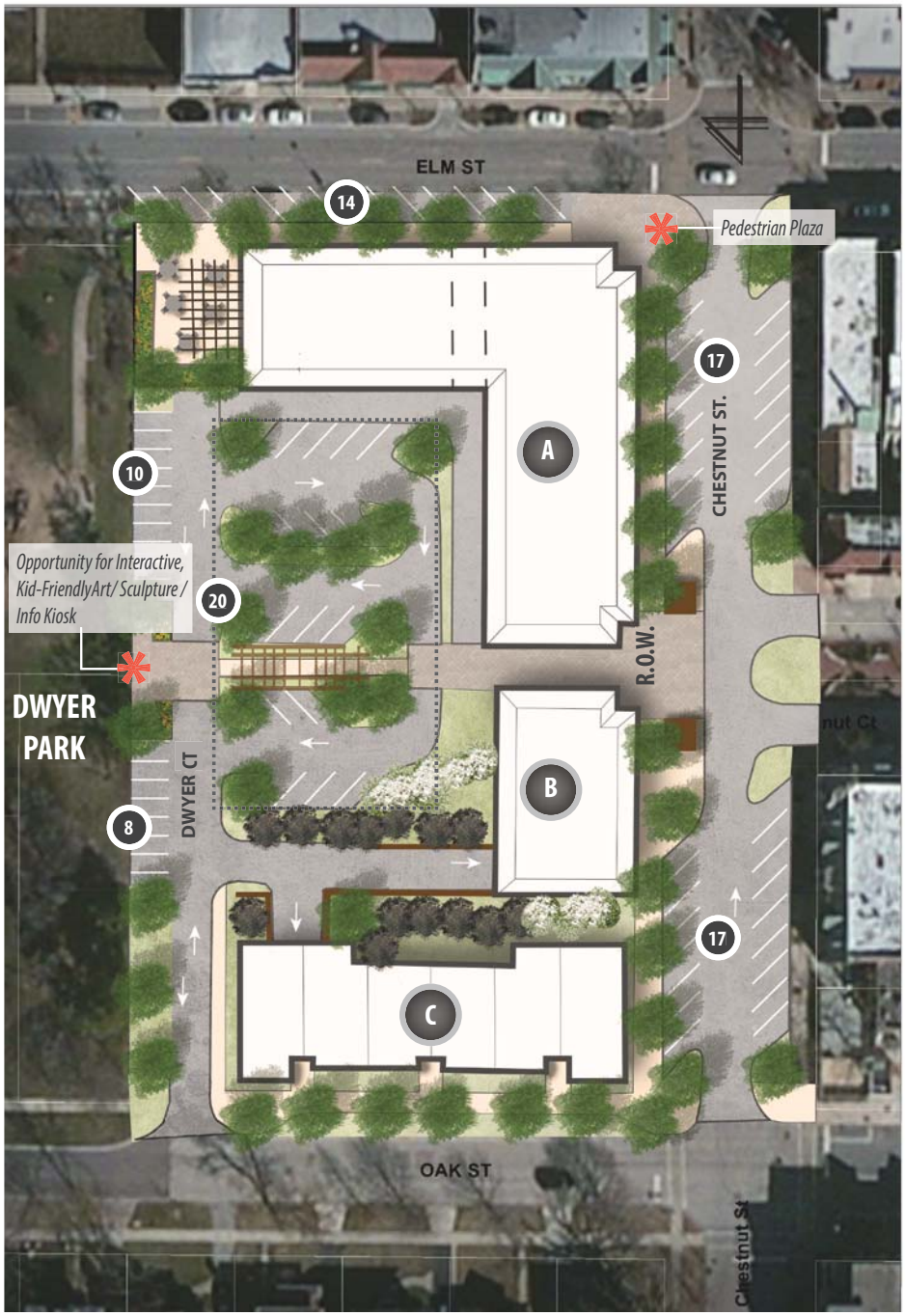
ELM STREET
CHESTNUT ST
CHESTNUT CT
VILLAGE HALL
POST OFFICE
OAK STREET


ELM STREET
POST OFFICE
CHESTNUT ST
CHESTNUT CT
VILLAGE HALL
OAK STREET

POST OFFICE SITE RECOMMENDATIONS

The Streetscape Plan incorporates DMP recommendations for a redevelopment of the Post Office and adjacent streetscape areas. The streetscape contemplates converting existing parallel parking spaces to diagonal spaces along both sides of Chestnut Street and the south side of Elm Street.

The site diagram is provided for reference and additional information may be found in the DMP report.



CHAPTER 7

IMPLEMENTATION PLAN

IMPLEMENTATION PLAN

The Streetscape + Signage Plan is a long-range vision for Winnetka's Elm Street District. Realization of the entire plan will require coordination with multiple stakeholders and funding sources.

IMPLEMENTATION PRINCIPLES

The following implementation principles were identified by the Task Force to guide implementation of the plan:

1. Streetscape should live within a budget & funding sources to be determined by the Council
2. Streetscape improvements that benefit Winnetka's residents should be higher priority
3. Streetscape improvements to shopping/ dining streets & intersections should be higher priority
4. Streetscape improvements should coordinate public & private improvements with proposed streetscape improvements to maximize implementation efficiency
5. Streetscape improvements should be phased so as to minimize disruption to businesses
6. When phasing streetscape improvements, minimize disruption to streetscape improvements made in previous phases.

STREETSCAPE PHASING PLAN

Implementing the downtown streetscape will need to occur over the course of a series of carefully coordinated phases. The plan outlines recommended first phases of implementation below:

PHASE 1: Chestnut Street, north of Elm Street, and Spruce Street, west of Green Bay Road. This area has been identified as a strong potential for placemaking given the high pedestrian use in this area and recent investment in private development such as Fred's Garage. Also it has been noted that substantial portions of the streetscape have deteriorated and are in need of repair.

PHASE 2: Elm Street, between Chestnut Street and Green Bay Road. This section of streetscape provides a critical linkage to the Phase 1 Chestnut Street area and serves as a downtown gateway to the west district area.

PHASE 3: Lincoln Avenue, north of Elm Street. The timing of this streetscape section will be influenced by the One Winnetka development.

Other phases of streetscape development are dependent on other activities and are described below:

GREEN BAY ROAD

The goal of the Streetscape Plan is to improve Green Bay Road for improved pedestrian crossings between the east and west Elm Street District. The Village has multiple options to navigate this process, including permitting with IDOT or exploring a Jurisdictional Transfer. Both options require substantial time commitments and as such, Green Bay Road is considered a long-range project.

ELM STREET BRIDGE

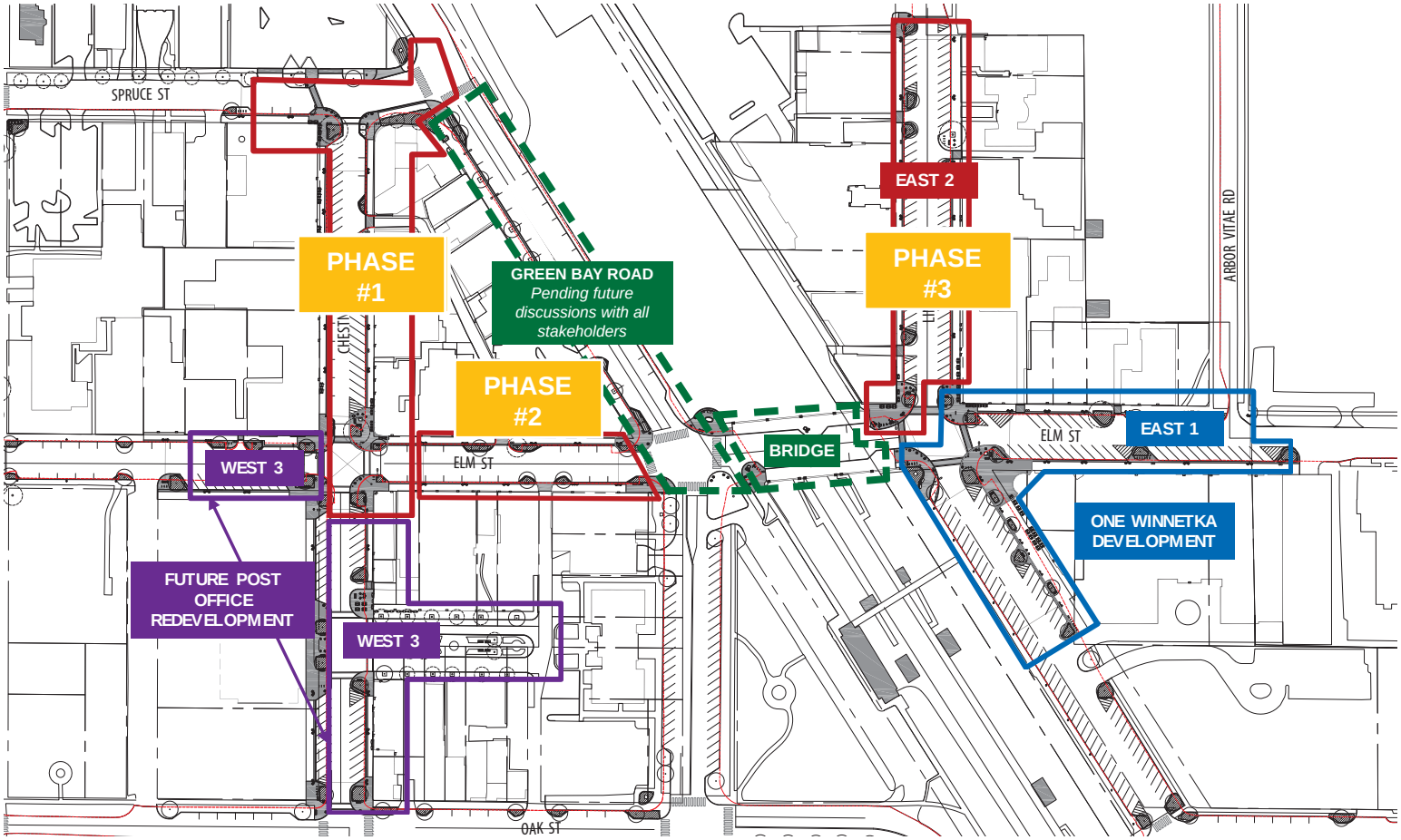
Elm Street is locally controlled, and there are substantial improvements required within the Green Bay Road right of way to accommodate improved pedestrian crossings. Therefore, the Elm Street Bridge is considered to be developed in conjunction with Green Bay Road as a long-range project.

ONE WINNETKA DEVELOPMENT

Located at the southeast corner of Elm Street and Lincoln Avenue, this development includes certain streetscape improvements located adjacent to the development site. These streetscape improvements include both sides of Elm Street and Lincoln Avenue adjacent to the development site.

POST OFFICE DEVELOPMENT

Although no development is currently proposed for this property, the Post Office site is anticipated to be a future redevelopment. Located along the west side of Chestnut Street, between Elm Street to the north and Oak Street to the south, this property was considered for site and streetscape redevelopment as part of the DMP. Therefore, it is anticipated that future streetscape development for Elm Street, Chestnut Street and Moffat Mall would be included in the Post Office development.



RECOMMENDATIONS TO REALLOCATE DOWNTOWN PARKING The Streetscape Plan includes impacts to select on-street parking spaces. Solutions that remedy any adverse impacts to shopper parking have been incorporated. On street parking is impacted by the following items:

CODE COMPLIANCE Certain parking spaces within the current streetscape do not meet the required 9'-0" parking stall width. Best practices require that new streetscape work would require all parking spaces to meet this dimension. However, given that the affected roadways are locally controlled, this item can be addressed at the Village's discretion.

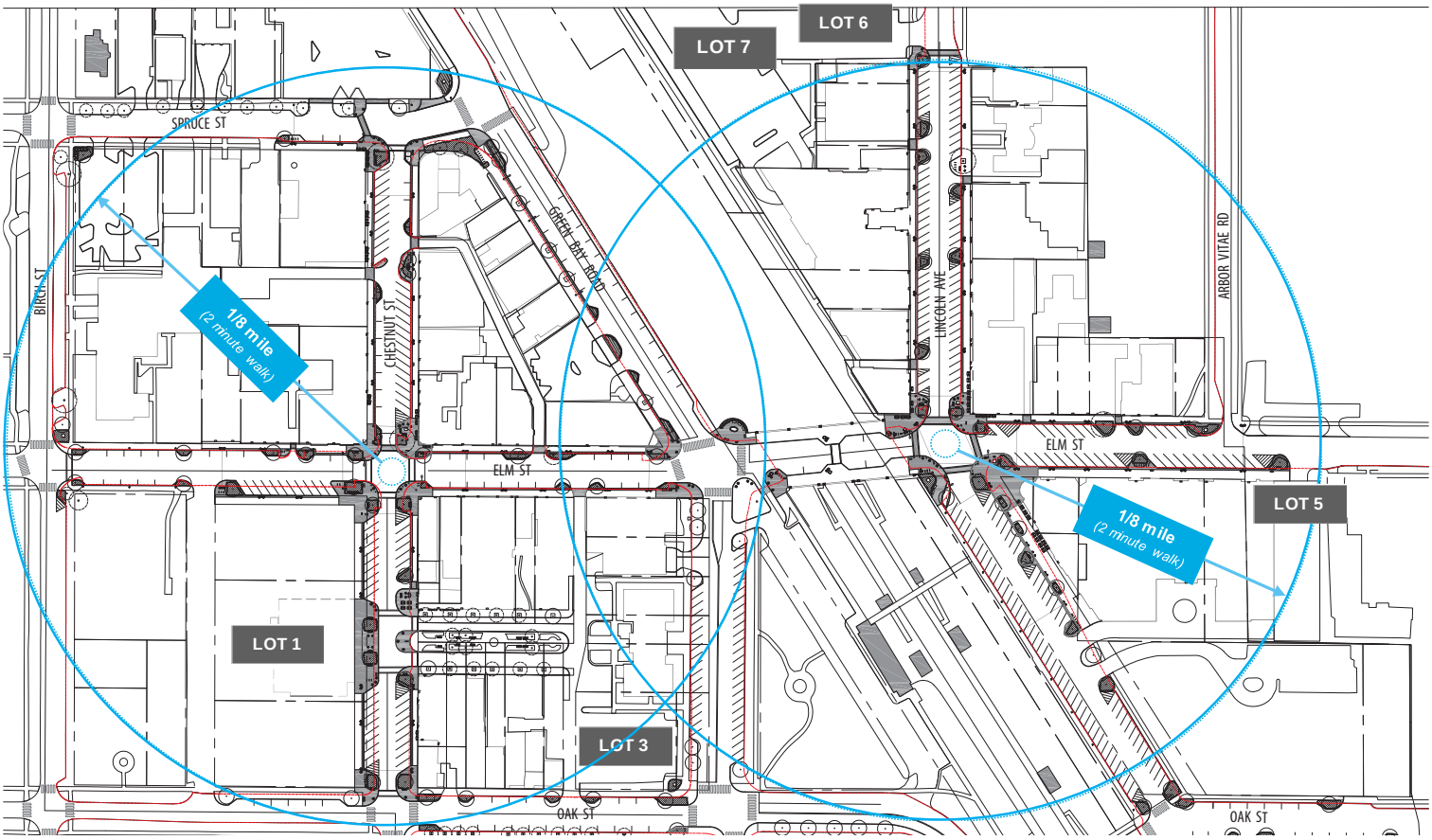
HANDICAPPED PARKING COMPLIANCE Current handicapped parking spaces do not include the code required adjacent striped loading space. This is an additional space next to the handicapped space. New streetscape work will require all handicapped parking spaces to have this feature.

INTERSECTION + MID-BLOCK BUMP OUTS In order to provide the widened sidewalk areas that support placemaking and in ground tree plantings desired, the number of on-street parking spaces will be impacted by the bump out features.

The following pages depict parking reallocation solutions for Phases 1, 2, & 3.

Village Staff is currently working with the One Winnetka Development Team on the streetscape and parking solutions associated with the One Winnetka project.

Future discussions related to the Post Office site and related streetscape and parking solutions will be coordinated with potential future development of that site.



The DMP addresses the need for management of all types of parking in the Downtown to prioritize and balance user type and access. The parking recommendations address hierarchy and allocation in both on and off street locations. Recommendations include:

- Establish a hierarchy of parking priority with customer parking prioritized first:
  - Customer parking
  - Employee parking
  - Commuter parking
- Clarify how parking is designated and regulated via improved parking management and signage.

The Village initiated a parking allocation project to address these recommendations after the DMP; this study is still in progress.

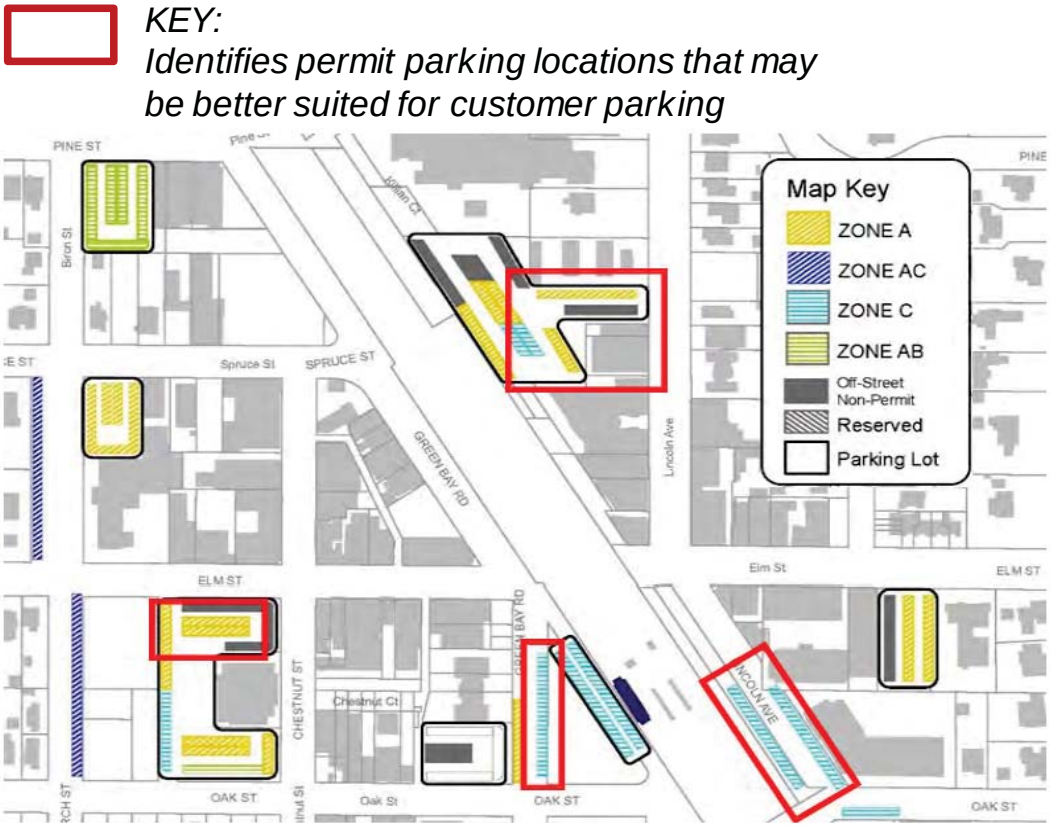


Figure 4.8 from Downtown Master Plan

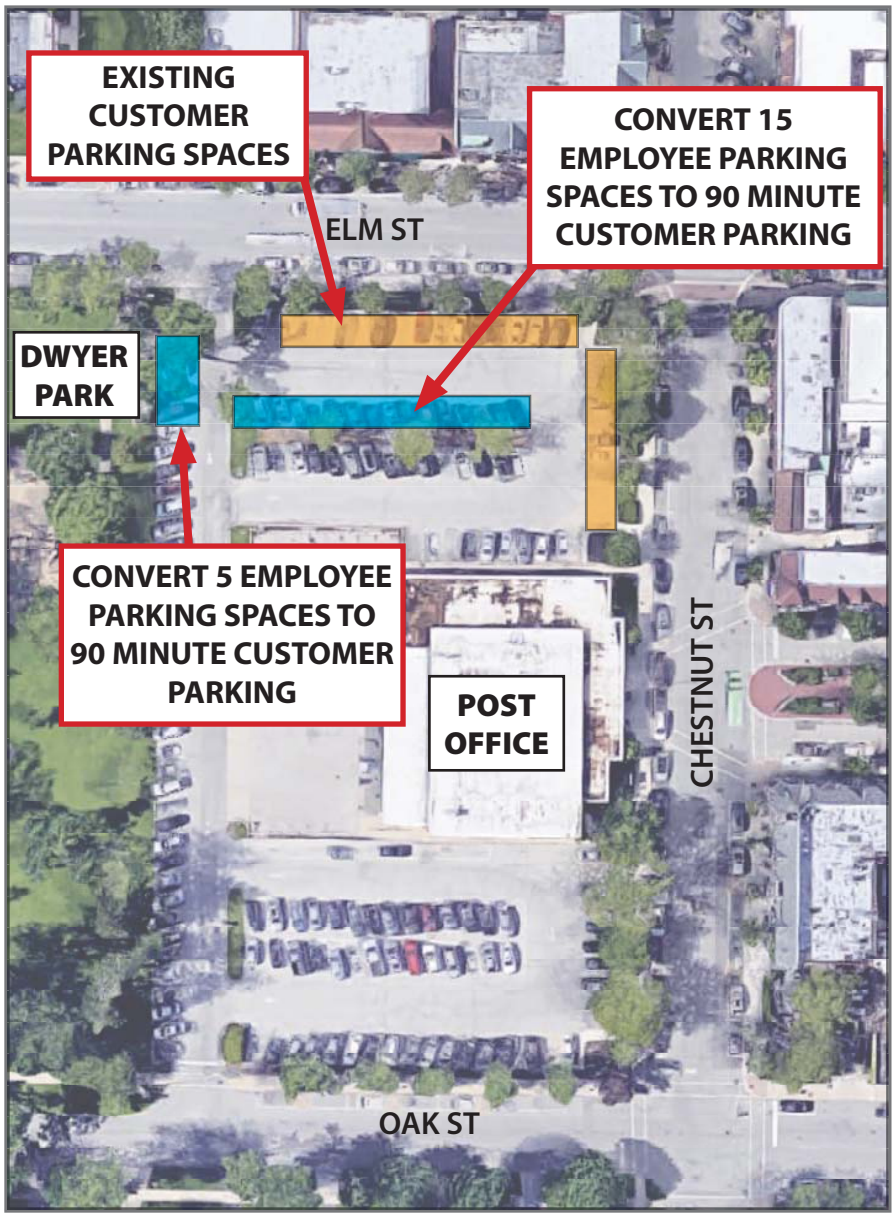
POLICY-ORIENTED PARKING STRATEGIES

The following policy-oriented strategies are recommended to mitigate parking loss due to the streetscape improvements:

- Reallocate select commuter and employee permit parking spaces.
- Incorporate public parking spaces within future private developments.

SPECIFIC STRATEGIES TO BALANCE PARKING

The following are specific strategies **to mitigate parking impacted at the Phase 1, Phase 2 and Phase 3 streetscape areas.** (Refer to page 71 for phase areas.)



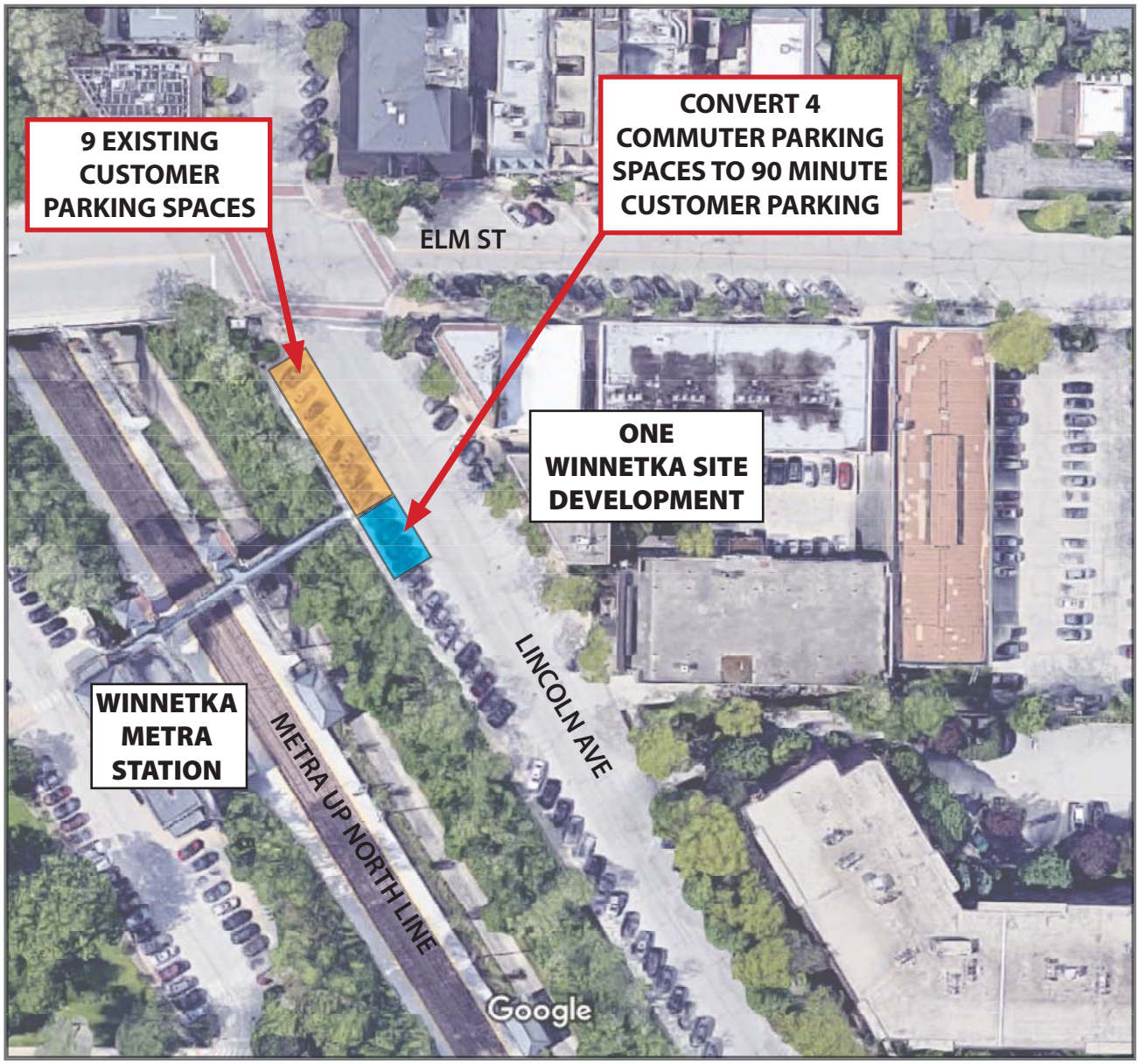
West Elm - Phases 1 + 2

To account for the ***16 spaces impacted*** due to streetscape improvements in the Phase 1 and 2 areas (Chestnut Street, Spruce Street and Elm Street), the recommendation is to ***reallocate 20 spaces*** in the Post Office parking lot from employee permit (A permits) parking spaces to 90-minute parking for customers. The Village has identified that the utilization rate of permit parking spaces on Birch Street is such that these permit parking spaces should be able to accommodate the displaced employee permit parkers from the post office parking lot.

East Elm - Phase 3

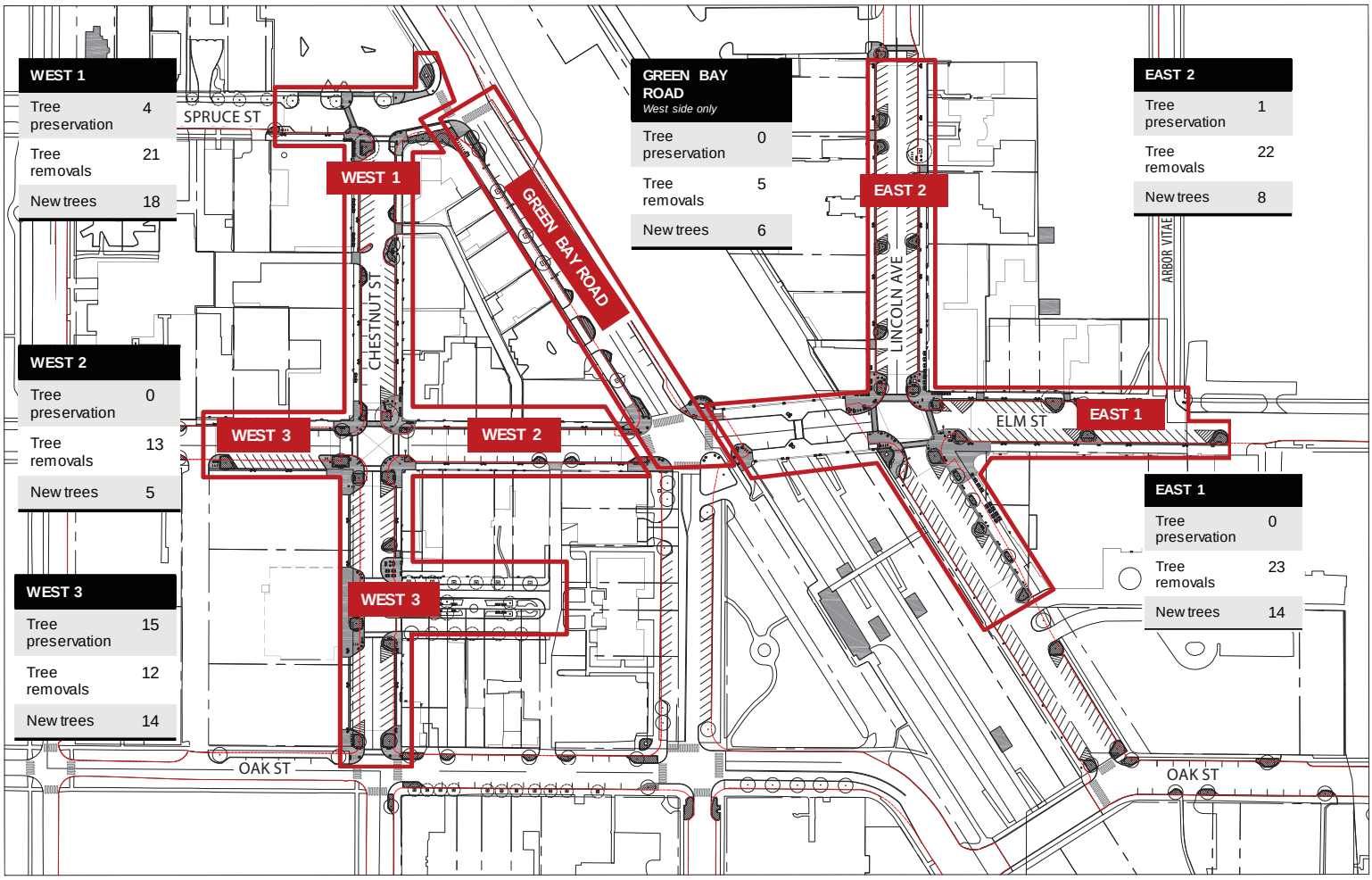
The plan anticipates ***4 spaces will be impacted*** in the Phase 3 area (Lincoln Avenue, north of Elm) due to streetscape improvements. The net gain in public parking spaces for commuters, employees, and customers resulting from redevelopment of the One Winnetka site and adjacent parking lot, is nearly 100 spaces**.** This gain will more than make-up for the impacted parking spaces from the streetscape improvements in East Elm.

In the event that the One Winnetka project would not move forward, parking reallocation would be employed to address spaces impacted in the Phase 3 area. The recommendation is to ***reallocate 4 spaces*** along the west side of Lincoln Ave, south of Elm Street, from commuter permit parking (C permits) to 90-minute parking for customers.



TREE IMPACT AREAS

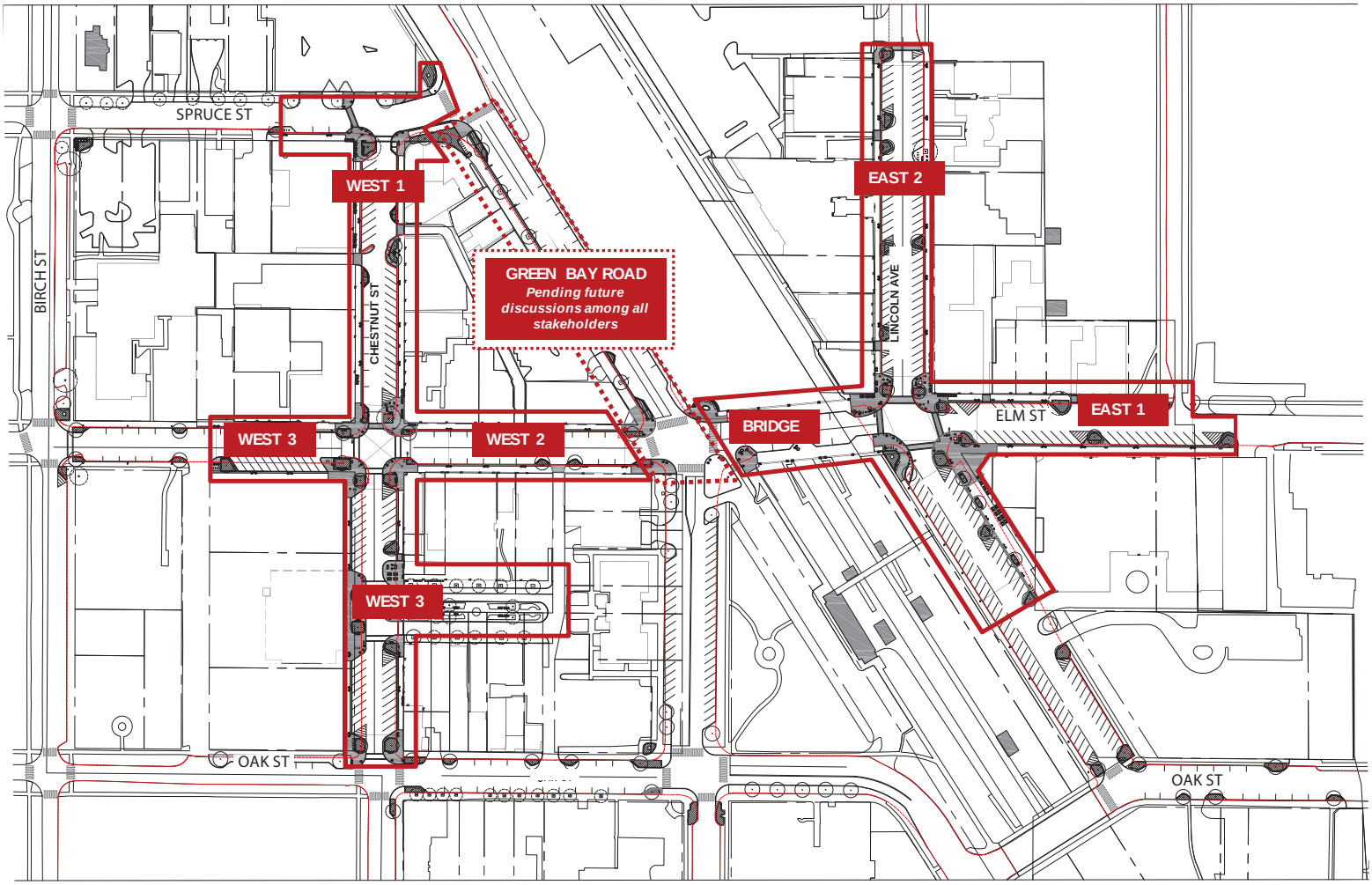
One of the Streetscape Plan focus areas is to provide healthful environments for urban tree plantings. Independent of the Streetscape Plan, Village Forestry Staff has identified 57% of existing trees for potential removal due to tree health. As existing trees would be impacted by streetscape construction, planned tree plantings would be provided with more healthful living environments in open planter bump out areas where roots and canopies will have sufficient growing space.



TOTAL TREE IMPACTS	
Tree plantings are relocated from sidewalks to landscaped bump out / seating areas *Approximately 57% of existing trees have been identified by Village Forestry staff as potential candidates for removals due to tree health and form*	
Tree preservation	**20**
Tree removals	**96**
New trees	**65**
Net decrease	**31**

STREETSCAPE BUDGET COSTS:

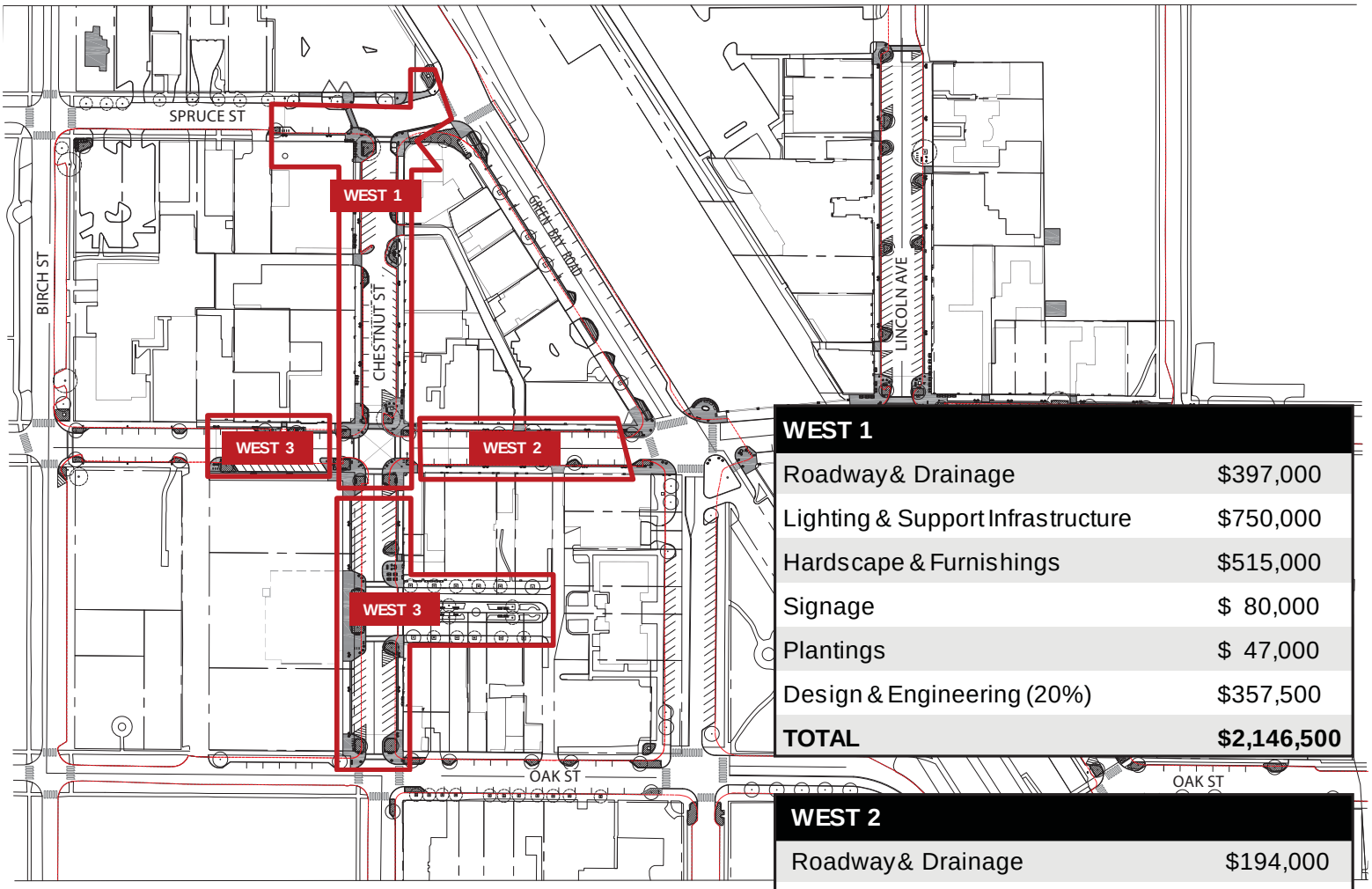
The following streetscape budgets have been developed for all project areas:



STREETSCAPE BUDGET COSTS: PROJECT CATEGORIES & ELEMENTS	
Roadway & Drainage	Site mobilization; curb & gutter remove and replace; pavement resurfacing; tree protection & removals; pavement marking; detectable warning plates; drainage allowance.
Lighting & Support Infrastructure	Kim/ Valmont pole remove and replace, Sternberg standard poles; Sternberg combination poles, Sternberg festoon poles, fest and décor elements; bollards; underground utility allowance.
Hardscape & Furnishings	Clay brick pavers, jointed concrete sidewalk, benches, planter pots, litter & recycling.
Signage	Gateway signs (not illuminated), business directory kiosks, community events sign.
Plantings	Trees, shrubs, perennials/groundcover, soils, mulches.

Streetscape budget costs are provided for Village planning purposes. Costs are derived based on past planning efforts, aerial photography and site reviews. Final design and engineering is required to produce final cost estimates.

WEST SIDE BUDGET COSTS

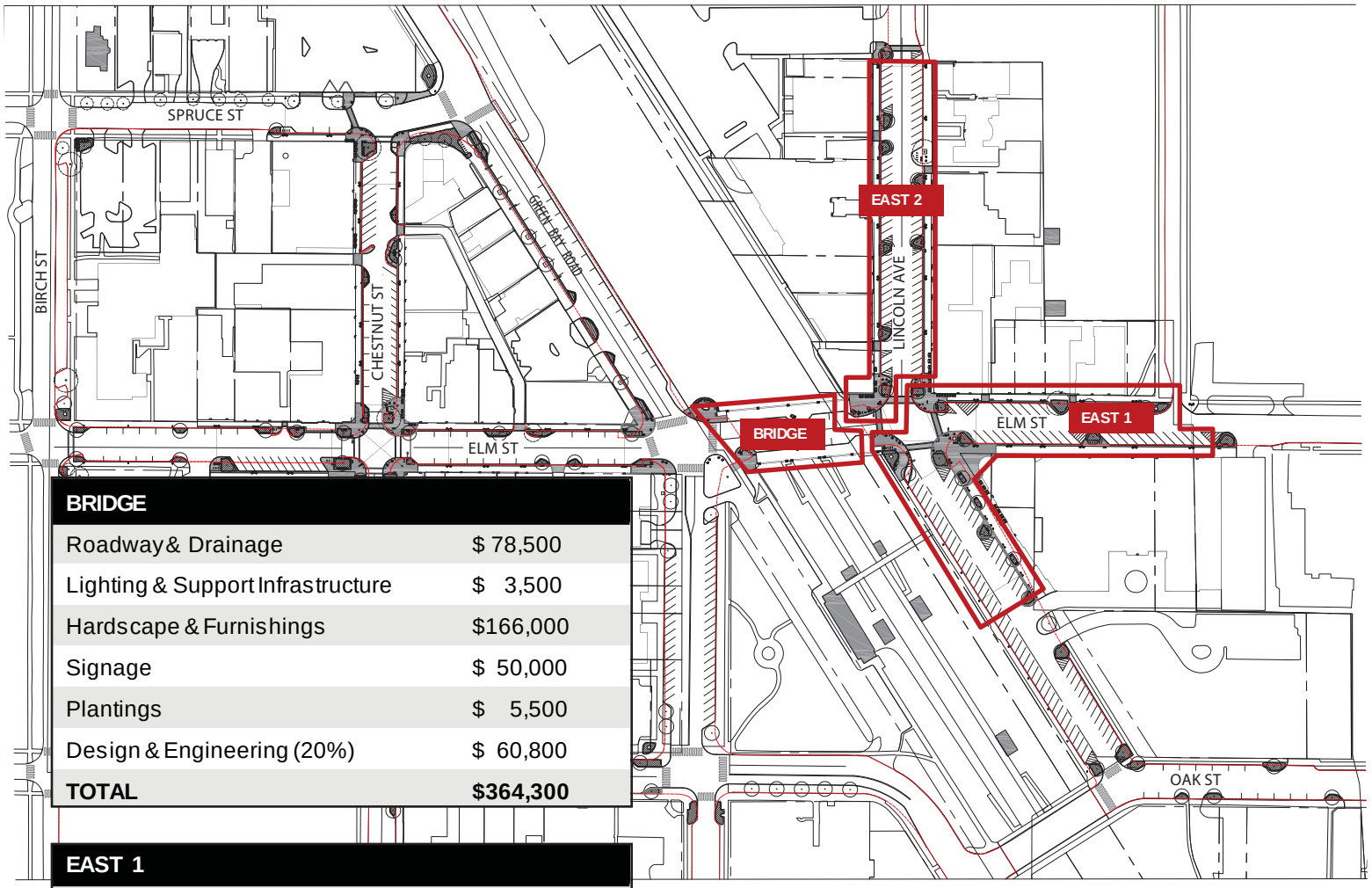


WEST 1	
Roadway & Drainage	$397,000
Lighting & Support Infrastructure	$750,000
Hardscape & Furnishings	$515,000
Signage	$ 80,000
Plantings	$ 47,000
Design & Engineering (20%)	$357,500
TOTAL	**$2,146,500**

WEST 2	
Roadway & Drainage	$194,000
Lighting & Support Infrastructure	$274,000
Hardscape & Furnishings	$160,000
Signage	--
Plantings	$ 20,000
Design & Engineering (20%)	$130,000
TOTAL	**$778,000**

WEST 3	
Roadway & Drainage	$363,000
Lighting & Support Infrastructure	$432,500
Hardscape & Furnishings	$530,500
Signage	$115,000
Plantings	$ 48,000
Design & Engineering (20%)	$300,000
TOTAL	**$1,789,000**

EAST SIDE BUDGET COSTS:



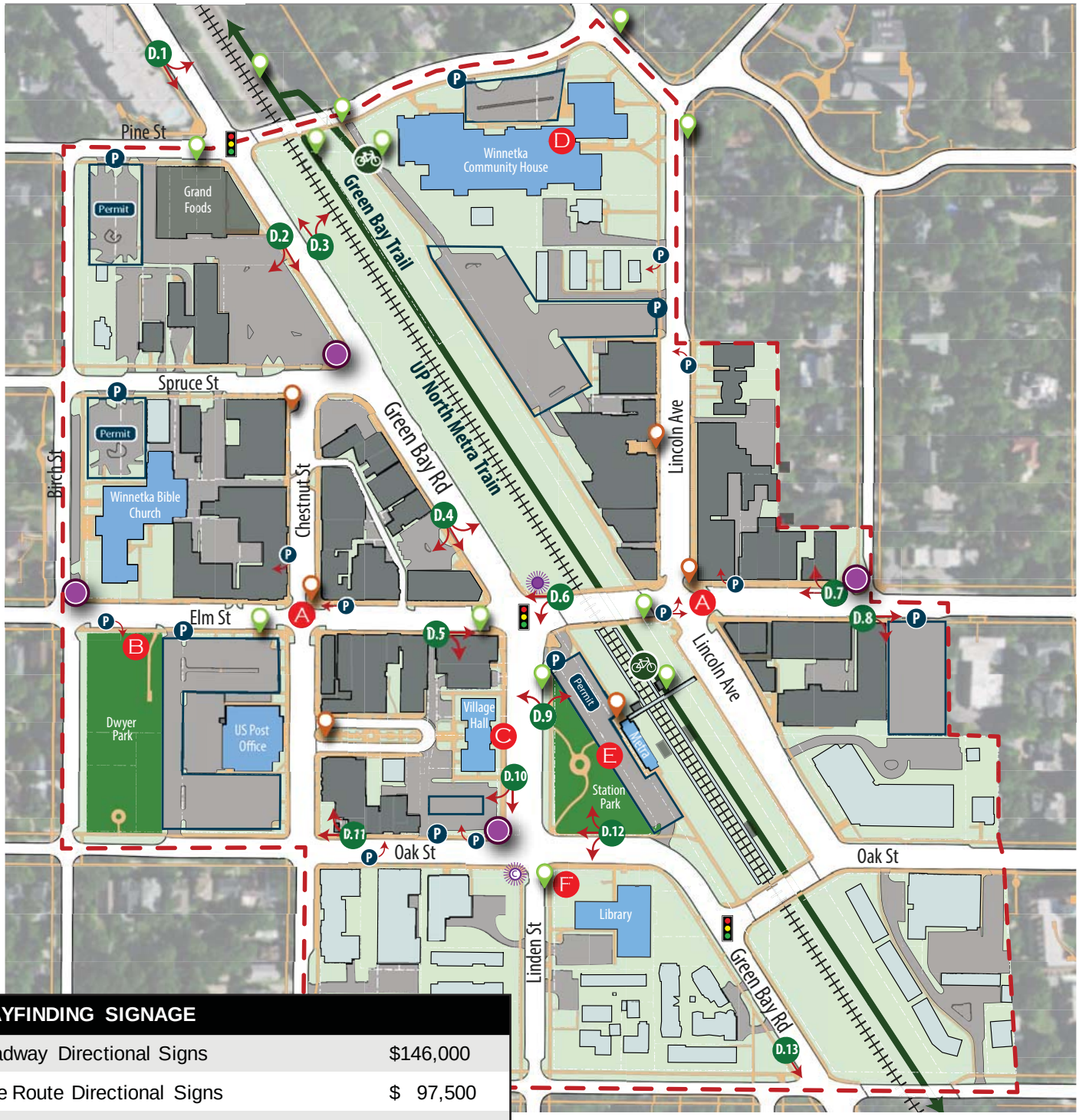
BRIDGE	
Roadway & Drainage	$ 78,500
Lighting & Support Infrastructure	$ 3,500
Hardscape & Furnishings	$166,000
Signage	$ 50,000
Plantings	$ 5,500
Design & Engineering (20%)	$ 60,800
TOTAL	**$364,300**

EAST 1	
Roadway & Drainage	$530,500
Lighting & Support Infrastructure	$691,500
Hardscape & Furnishings	$570,000
Signage	$ 65,000
Plantings	$ 59,000
Design & Engineering (20%)	$383,500
TOTAL	**$2,299,500**

EAST 2	
Roadway & Drainage	$310,000
Lighting & Support Infrastructure	$324,500
Hardscape & Furnishings	$328,000
Signage	$ 15,000
Plantings	$ 31,000
Design & Engineering (20%)	$202,000
TOTAL	**$1,210,500**

STREETSCAPE SUMMARY	
WEST 1	**$2,146,500**
WEST 2	**$ 778,000**
WEST 3	**$1,789,000**
BRIDGE	**$ 364,300**
EAST 1	**$2,299,500**
EAST 2	**$1,210,500**
TOTAL	**$8,587,800**

COMMUNITY IDENTITY WAYFINDING SIGNAGE COSTS



WAYFINDING SIGNAGE	
Roadway Directional Signs	$146,000
Bike Route Directional Signs	$ 97,500
Parking Identifiers & Directional Signs	$127,500
Fabric Banners	$ 7,500
Design & Engineering (7%)	$ 26,500
TOTAL	**$405,000**
Gateway signs, business directory kiosks & community events signs accounted for in the streetscape budgets	

IMPLEMENTATION ITEMS FOR CONSIDERATION

The Task Force recommends moving forward with Phase 1 streetscape improvements. An anticipated schedule follows below:

SPRING 2018	Streetscape Plan Adopted
SUMMER 2018	Final Design + Engineering
EARLY 2019	Public Bidding
FALL 2019	Construction (hardscape)
SPRING 2020	Construction (plantings)

Development of streetscape within a mature business district like Winnetka poses many challenges. Similar communities have implemented streetscapes successfully by employing key streetscape development tools and techniques:

- ☐ **CONSTRUCTION DOCUMENTATION:** In advance of a targeted 2019 streetscape installation, detailed construction level documents are required to prepare the streetscape project for bidding and installation.

- ☐ **CONTINUED COMMUNITY OUTREACH:** Community outreach is critical throughout the bidding and construction process. As streetscape projects become more defined, it is ever important to communicate Village plans to surrounding businesses and residents.

- ☐ **MARKETING CAMPAIGNS:** Streetscape construction is messy. However, many communities have employed 'pardon our dust' campaigns that makes the most of a construction season. Special sales, flyers, posters and events that use the construction project as a theme help commercial districts make the most of a construction season.

- ☐ **CONSTRUCTION SCHEDULING:** Working with the contractor to identify a realistic construction schedule, including locations for loading and storage, is critical. Many streetscapes are staged to construct one half of the roadway at a time, thereby allowing traffic to continue and provide access to businesses. Also streetscape constructions are scheduled with event and holiday activity within the shopping district in mind.

- ☐ **CONSTRUCTION + SIGNAGE:** Businesses require continued access during streetscape construction. Quality metal ramps and rails should be employed to provide safe access throughout. High visibility signage should be provided for each business. Construction signage with high quality graphics depicting the completed streetscape projects are useful in keeping the 'eye on the prize'.

- ☐ **PRIORITIZE BUSINESS ACCESS:** Making use of quality materials such as high strength early curing concrete can be useful in constructing sidewalks that can be poured and cured quickly, thereby minimizing the amount of time that business access is impacted.

- ☐ **CELEBRATE THE WINS:** Once construction is substantially complete, develop programming that brings the community together via events, fests and promotions.

POTENTIAL GRANT FUNDING OPPORTUNITIES

The following available grants may be considered for streetscape implementation.

**For the websites listed below, please copy and paste the website links into your browser*

NAME	CATEGORY/ SUBCATEGORY	PROJECT TYPES	FUNDING SOURCE	WEBSITE *
Illinois Transportation Enhancement Program (ITEP)	Transportation / Planning & Implementation	Alternative modes of transportation, enhancements to transportation systems through preservation of visual and cultural resources	IDOT	http://www.idot.illinois.gov/transportation-system/local-transportation-partners/county-engineers-and-local-public-agencies/funding-opportunities/ITEP
Surface Transportation Program (STP)	Transportation / Planning & Implementation	Provides flexible funding that may be used by States and localities for projects on any Federal-aid highway, including the NHS, bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities	USDOT (Federal)	https://www.transit.dot.gov/funding/grants/flexible-funding-programs-surface-transportation-block-grant-program-23-usc-133
Congestion Mitigation and Air Quality Improvement (CMAQ) Program	Transportation / Planning & Implementation	Supports surface transportation projects and other related efforts that contribute air quality improvements and provide congestion relief	Jointly administered by FHWA and the Federal Transit	http://www.fhwa.dot.gov/environment/air_quality/cmaq/
BUILD Transportation Grant (Replaces TIGER)	Transportation / Planning & Implementation	Investment in road, rail, transit and port projects	USDOT (Federal)	https://www.transportation.gov/BUILDgrants

POTENTIAL GRANT FUNDING OPPORTUNITIES CONTINUED

NAME	CATEGORY/ SUBCATEGORY	PROJECT TYPES	FUNDING SOURCE	WEBSITE *
Illinois Safe Routes to School (SRTS)	Transportation / Planning & Implementation	Projects that encourage walking, biking to and from school for grades K-8. Sidewalks, traffic signals, pavement stripings, signage, bike lanes, bike racks.	National Center for Safe Routes to School	www.idot.illinois.gov/transportation-system/local-transportation-partners/county-engineers-and-local-public-agencies/safe-routes-to-school/index
Illinois Green Infrastructure Grant Program for Stormwater Management (IGIG)	Sustainability / Planning & Implementation	Green Infrastructure / Stormwater Management	IEPA	www.epa.illinois.gov/topics/grants-loans/water-financial-assistance/igig/index
Highway Safety and Improvement Program (HSIP)	Transportation / Planning & Implementation	The goal of the program is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads, including highway and rail grade crossings.	FHWA	https://safety.fhwa.dot.gov/hsip/
NEA "Our Town" Creative Placemaking Grant	Community Development / Implementation	"Creative placemaking" projects that contribute to the livability of communities and put the arts at their core	National Endowment for the Arts (NEA)	https://www.arts.gov/grants-organizations/our-town/introduction

teska

Attachment B

Stephanie Hochschild

From: ellensonelm@gmail.com on behalf of Ellen Holthaus <ellen@ellensonelm.com>
Sent: Tuesday, June 05, 2018 5:29 PM
To: Stephanie Hochschild
Subject: Opposition to the parking and park scape proposal

I am Ellen Holthaus, owner of Ellen's on elm @ 841 Elm St. I have been informed that there is plan being discussed that may beautify the business district but take away valuable parking spaces. I strongly object to this plan. It is very difficult being a small business owner in this current atmosphere with the internet and Amazon. If you take away spaces, it will discourage even more people from shopping in the district - it would be much easier to shop from the convenience of one's home without worrying about finding a parking space. Please reconsider this proposal and be aware of the economic status of the small businesses and how this could affect all of us.
Thank you,
Ellen Holthaus

--
Ellen's on Elm
841 Elm Street
Winnetka, Illinois
p. 847-441-5240
f. 847-441-5244
MTWTFS 10am-5:30pm
ellensonelm@gmail.com
ellensonelm.com

To Whom It May Concern,

I would like to express some of my concerns about the plans for the West Elm Business district. I own the Village Toy Shop which is located at 807 Elm Street. We have recently been informed that there is a plan before the Council which would remove parking spaces from our district. If you don't shop in our immediate area, then you might not be aware that each and every parking space is extremely important to the viability of our businesses right now. If a customer is unable to park in front of the businesses, then they are very likely to choose one of the surrounding community's business district or the internet to complete their shopping. We see this happen everyday with the parking spaces that we have now, if you remove any of the spaces then many of the businesses will be hurt. Our customers do not utilize the existing parking spaces in the post office lot now, increasing the number of available spaces there will not help us. It is astounding to me that a plan which would remove parking spaces could even be considered by the Village. Parking is an extremely important concern to our customers, especially in the winter and essential Holiday season.

Also, I have recently been informed that I might need to express to the Council just how important the fall and Holiday seasons are to retail businesses. Our business could fail if our customers cannot park and enter our store during the crucial shopping season from September until January. It is vitally important for our customers to be able to reach our store every day, but the Holiday season is the most essential and critical. If you do decide to do major disruptive construction in our area, please do not schedule construction projects that could affect Elm and Chestnut streets and the associated parking spaces during the fall and the Holiday season! The end of July and August are the quietest times of the year because our customers tend to travel before school begins. The end of summer is a much better choice. Please do not do anything that could hurt us all!

My store has been open for 70 years, and I would love for it to continue for many more years to come. The Village can either help us to make our business successful, or the Village can cause so much disruption that we will fail. My hope is that the Village Council will really consider what the businesses need and try to help us. At the very least, please do not try to hurt us. Thank you for your time and attention.

Sincerely,

Elizabeth Berwanger
Village Toy Shop
807 Elm Street

Stephanie Hochschild

From: Kaehler Winnetka <winnetka@worldtraveler.com>
Sent: Monday, June 04, 2018 5:59 PM
To: Stephanie Hochschild
Subject: Proposed "improvement" to Chestnut st.

To Whom it may concern,

I understand that the village of Winnetka is evaluating plans to add seating to the intersections of Chestnut & Elm, and Chestnut & Spruce Streets. While I do believe in making improvements to the shopping Centers of Winnetka, It must not come at the expense of valued Parking Spaces. I cannot imagine who would be using the additional seating, considering that our friends at Peet's, Starbuck's, Avli, Cafe Bon Journo, and Fred's already have ample outdoor seating. The west Elm area already has several seldom used public seating areas.While the additional seating would be welcomed during the two days of the Winnetka Music Festival, It would inconvenience the patrons of the West Elm Businesses for the rest of the year.

Sincerely,

Mark Kemerer

Manager

--
Kaehler Worldtraveler
553 Chestnut St.
Winnetka, IL 60093
847-501-3990

Stephanie Hochschild

From: Shad Durham <durhamshad29@yahoo.com>
Sent: Tuesday, June 05, 2018 9:33 AM
To: Stephanie Hochschild
Subject: Town Hall Meeting from Angie DeMars

Hi Stephanie,

The retail world is constantly evolving and Winnetka residents want and support local businesses. Staying relevant, convenient, and service oriented are the best ways we, as local businesses can stay open providing jobs and sales tax to the community. Cutting parking when a consistent complaint about the lack of, makes no sense! It is something we hear on a regular basis. Noah's Ark has heavy bags ranging from 25lbs to 44lbs, and many of our customers buy more than one at a time. With parking already an issue, subtracting what already exists will disrupt our business in a climate that is already volatile because of Chewy's and Amazon. If convenience is gone...we will suffer!

Angela DeMars
Noah's Ark Pet Supply
831 Elm Street
Winnetka, IL 60093
847.784.0125

Stephanie Hochschild

From: Store Winnetka <stilwinnetka@jmclaughlin.com>
Sent: Monday, June 04, 2018 4:17 PM
To: Stephanie Hochschild
Subject: Master plan and parking

Hi Stephanie

Thank you for stopping by and chatting about the Master Plan. While the plan appears to be beautiful in concept, the Winnetka retailors can not afford to have additional parking taken away simply for "beautifaction". Customers constantly have to circle the blocks or come back another day due to current parking constraints. Is am not in favor of making this worse. I actually think our sidewalks are in pretty good shape as is. Thank you for being our voice tomorrow. Let me know if you need anything else.

Cheers
Deb

Deb McMahon-Manager
J. McLaughlin Winnetka #37023
567A Lincoln Avenue
Winnetka, Illinois 60093
847-784-1730
Fax: 847.784.1799
Store Hours: Mon-Sat 10am -5:30pm , Sun 12 pm - 5pm