



# VILLAGE OF WINNETKA

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## BUSINESS COMMUNITY DEVELOPMENT COMMISSION

**Monday, April 27, 2015**  
**7:00 P.M.**

The Winnetka Business Community Development Commission will convene its regular meeting on **Monday, April 27, 2015** in the Village Council Chambers, 510 Green Bay, Winnetka, Illinois, at 7:00 PM.

### Agenda

1. Adoption of March 23, 2015 Meeting Minutes
2. Discussion of Downtown Master Plan
3. Update on One Winnetka Planned Development
4. Discussion of Highland Park Vacant Storefront Guide
5. Staff Update on Economic Development Activities
6. Staff Update on Community Development Activities
7. Public Comment
8. Adjournment

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of meeting or facilities, contact the Village ADA Coordinator, at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3540; T.D.D. (847) 501-6041).

510 Green Bay Road, Winnetka, Illinois 60093

Administration and Finance (847) 501-6000 Fire (847) 501-6029 Police (847) 501-6034  
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**BUSINESS COMMUNITY DEVELOPMENT COMMISSION**  
**MARCH 23, 2015 MEETING MINUTES**

**Members Present:**

Jon Talty  
Terry Dason  
Marilyn Prodromos  
Tom Eilers  
Katie Cory  
Patrick O'Neil

**Members Absent:**

Jim Sayegh  
Paul Dunn

**Village Staff:**

Michael D'Onofrio, Director Community Development  
LoriAnne Weaver, Admin. Asst. Community Development  
Denise Dahl, Economic Development Coordinator

**Call to Order**

The meeting was called to order at 7:05 pm, in Village Hall Council Chambers, 510 Green Bay Road, Winnetka, IL.

**Adoption of February 23, 2015 Meeting Minutes**

A motion to approve the minutes from the February 23, 2015 BCDC meeting was given by Tom Eilers and seconded by Chair Talty. The minutes were approved without change.

**Presentation on Community Survey**

Chair Talty explained that as Megan Pierce was unable to attend this meeting, Michael D'Onofrio would present an overview of the results of the Village Citizen Survey.

D'Onofrio explained that this was the first Village survey; it was sent to all 4200 residents with a return of 1876 surveys (a 45% response rate).

D'Onofrio referenced page 2 of the survey, pointing out that residents would like to see redevelopment in the Village's business districts. He then referenced page 12 of the survey concerning residents' information sources. The number one source is the local news outlets, such as the *Winnetka Talk*.

Marilyn Prodromos added that the Village's FACEBOOK page and website are increasing in popularity.

D'Onofrio pointed out page 16 of the Village survey, business district revitalization. This section reveals that the residents gave more positive ratings to the conditions of the Village's business districts than to the range of available businesses.

Chair Talty asked why more people are not trying to open restaurants.

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Patrick O'Neil commented that there is no support or demand for more restaurants and there is no activity after 8:30pm. He stated Winnetka is a great place to raise a family but hard to have a business.

Chair Talty stated that businesses are changing to be more family-oriented. Also, that just because everyone wants something doesn't mean it will work.

Tom Eilers said that it goes back to what Winnetka can be and that goes back to parking.

Mr. D'Onofrio mentioned that you need to know what your competition is. Wilmette has restaurants on every corner.

Terry Dason commented that the residents all love Wilmette.

Mr. O'Neil stated that you need a lot of places to be a magnet; there may be some turn over, but always someone else right behind them.

Chair Talty commented that Wilmette is three times the size of Winnetka.

Ms. Prodromos stated that Wilmette generates a lot of foot traffic.

Mr. D'Onofrio brought up district revitalization and asking what do people want the business district to be.

Ms. Prodromos said there are separate demographics; the elderly have a different perspective. Demographics are the key to the survey.

Chair Talty said the active adults want to be engaged.

Ms. Prodromos stated that the survey went very well, that is it very thorough, and should be done every few years.

Mr. D'Onofrio mentioned the post office site redevelopment and that 51% of the survey respondents strongly supported the redevelopment of the site.

Mr. Eilers commented that every conceivable scenario had been considered for the site and it must have parking.

Mr. D'Onofrio mentioned the post office site is one of the study sites for the Downtown Master Plan.

**Discussion of BCDC Activities in 2015**

Chair Talty stated that the BCDC needs to support the Master Plan and play a role in the process. Also, the BCDC needs to support Denise Dahl's efforts.

**Staff Update on Economic Development Activities**

Denise Dahl stated that the guide to opening a business in Winnetka should be ready by the end of April and that the GIS will be interactive with available sites.

Ms. Dahl explained that the Business Development website currently has four pages, one of which is dedicated to shops and businesses in Winnetka with a parking map.

Ms. Prodromos added that signage and wayfinding is essential.

Mr. D'Onofrio said the Village will be in touch with a sign vendor in the next few weeks, using details from the Streetscape program for style.

Mr. Eilers left at 7:45pm.

Ms. Dahl added that the next business educational event is scheduled for April 30<sup>th</sup> at 7:30am at the Winnetka Community House. This will be a discussion of online sales versus brick and mortar retail.

Ms. Dahl mentioned the "TEDx Winnetka Women – Geniuses and Mavericks" event is scheduled for May 28<sup>th</sup>. It is a full day event with a combination of live presenters and TED Talks videos. There will only be 100 tickets sold and there will be a 90 minute lunch break to give attendees time to explore Winnetka.

**Staff Update on Community Development Activities**

Mr. D'Onofrio stated that the Village Council is currently reviewing the overlay district uses and how to streamline the process to get a special use permit.

Katie Cory said there are too many real estate offices in the retail district and that these types of businesses offer no incentive to return; they are a roadblock to businesses beyond them. She said that professional services should never be allowed on the main retail corridor, especially corners with double retail windows. She said it would be better to have the space vacant and wait out the 10 year cycle.

Chair Talty stated the non-retail uses activate the streets in a different way, especially at night. He said there needs to be a healthy mix.

Mr. O'Neil indicated there needs to be a balance.

Ms. Prodromos mentioned the variety of the European cities and how they work together.

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Mr. D'Onofrio continued with the One Winnetka project, stating it is a major redevelopment with 46,000 square feet of commercial space with 120 rental units and includes 388 parking spaces. He said the Village Council has not discussed it yet.

Mr. D'Onofrio explained the planned development process has two phases – a preliminary review which consists of review by the Plan Commission, the Zoning Board of Appeals, and the Design Review Board and finally the Village Council. If they receive preliminary approval, they would return for the final review stage. He said the preliminary review would encompass several meetings in front of each board.

Mr. D'Onofrio said the Village Council has looked at streamlining the application process for a special use permit with the main change being if the SUP is in the overlay district the Plan Commission only would review it before sending it to the Village Council. Also, the written notification distant would increase to 500 feet (from 250 feet), but the newspaper notification would be eliminated. These changes would cut 4-6 weeks off the process. The original process averaged about 14 weeks.

Mr. D'Onofrio mentioned the Downtown RFP was sent out to several companies and that we received seven responses, with review to begin soon.

Mr. D'Onofrio stated that SAFEBUILT, the Village inspectional service for the past 2 years, sponsored two events, one to discuss the International Energy Code and the other was on the Americans with Disabilities Act and Illinois Accessibility Code. The intent of these meetings was to get the neighboring communities all on the same page and to enforce the codes in the same way. Both events lasted 3-4 hours and had over 50 attendees at each one.

Ms. Cory asked what direction the BCDC should take for 2015.

Chair Talty suggested that they digest all the information and try to figure out how the BCDC fits in. He said the BCDC should support and be a voice for the One Winnetka project. Also, the BCDC still needs to do the day-to-day work – filling spaces.

**Public Comment**

None

**Adjournment**

The meeting was adjourned at 8:55 pm.



# The City of HIGHLAND PARK Illinois

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## Vacant Storefront Guide

### Maintaining Attractive Commercial Districts

## Guidelines for Screening Vacant Ground Floor Storefront Windows in the Central Business District (B5) & the Ravinia Business District (B2-RW)

Revised November 1, 2014

In 2005, to maintain pedestrian interest that defines the spirit and intent of the City's B5 Central Business District and B2-RW Ravinia Business District, the City Council approved an ordinance establishing Chapter 110 and amendments to Article XX of Chapter 150 of the "The Highland Park Code of 1968", as amended, pertaining to storefront window screening of vacant ground floor premises, to require any person owning, leasing, maintaining, or in possession or control of any vacant, ground floor premises located within the B5 or B2-RW zoning districts in the City, or any owner of the lot upon which the vacant, ground floor premises is located within the B5 or B2-RW zoning districts in the City to be responsible for installing screening within their vacant ground floor storefront windows to obstruct the view into empty tenant space.

On August 11, 2014, the City Council approved amendments to Chapter 110 and Article XX of Chapter 150 of the "The Highland Park Code of 1968", as amended, to improve the image of vacant storefronts and the City's pedestrian oriented shopping districts; and update, modernize, and clarify the existing provisions; and reflect existing procedures and practices.

The following information may be used to assist property owners in creating and installing window screening:

- a. Any person owning, leasing, maintaining, or in possession or control of any vacant, ground floor premises located within the City's B5 or B2-RW zoning districts, or any owner of the lot upon which the vacant, ground floor premises is located within the City's B5 or B2-RW zoning districts is required to have a graphics company fabricate and install window screening made of film, vinyl, poly-mat, canvas or heavy duty paper on the inside of the window or within the window the area of a vacant storefront to obstruct at least 80% of a direct view into the store not more than 15 days after the date on which the ground floor premises first became vacant.
- b. Window screening shall consist of graphic elements, words, or letters.
- c. No window screening shall contain any words or letters, or a depiction, that, when considered as a whole, predominantly appeals to prurient interests.
- d. A window display shall not be considered to be a window sign as defined in Section 150.2005(B) (11).
- e. Window screening installed in compliance with Chapter 110 shall not be considered to be a window sign.
- f. Window screening may not contain off-site advertising, as that term is defined in Section 150.2005 of Chapter 150 of the City Code and as specified in Section 150.2027 of Chapter 150 of the City Code.
- g. Window screening must obstruct the view into the vacant storefront by occupying not less than 80% of the window area.
- h. Visible adhesive or tape may not be used to affix any window screening to a storefront window.
  - i. A real estate sign that complies with the sign area and sign height requirements of Section 150.2024 of Chapter 150 of the City Code may be placed in a storefront window along with the window screening required pursuant to Section 110.002 of this Chapter.
  - j. Real estate signage or window screening that blocks any window area required for light, ventilation, or emergency exit are prohibited in vacant storefronts.
  - k. The business identification signage of the business that vacated the premises must be removed within 14 calendar days after the date on which the ground floor premises first becomes vacant. Removal of this signage by the prescribed deadline is the responsibility of the business owner and the property owner.
  - l. After a vacant storefront is leased, the new occupant may install window screening that includes the text "Future Home of (Business Name)" or (Business Name) Coming Soon" in the window in conformance with Article XX Chapter 150, of the City's Zoning Ordinance. To view Article XX, of the City's Zoning Code, please visit the City's website.
- m. Window screening must be installed by a qualified contractor. Upon request, the City can provide the responsible party with a list of contractors that have previously installed window screening within the City. This list is not intended to be a recommendation or a guarantee of workmanship.

Advantages of Doing Business in Highland Park

Vacant Storefront Guide

Newsletter Sign-Up

Customer Service Request

Business Directory

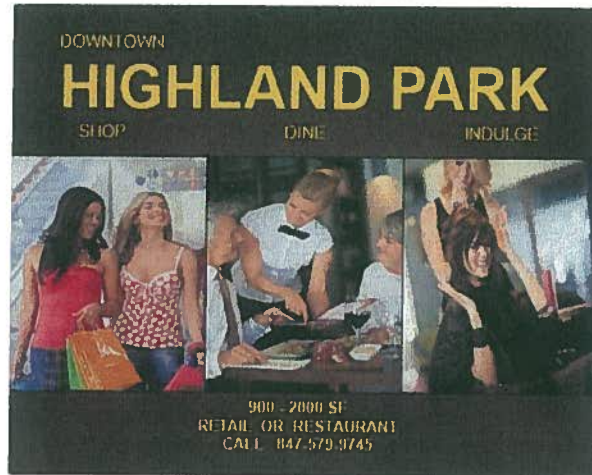
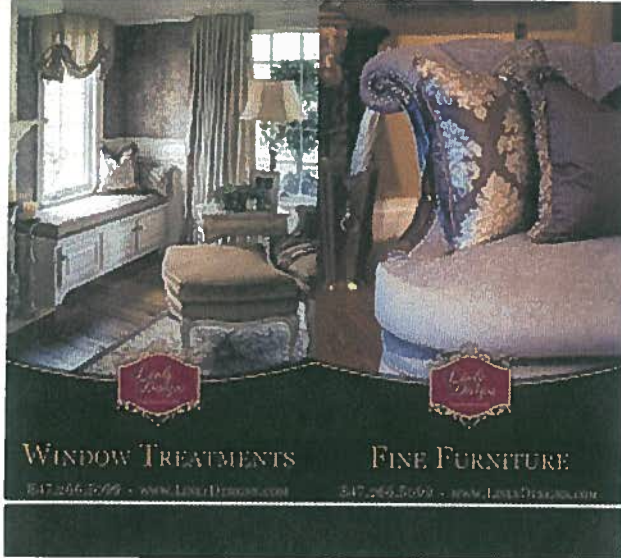


### Highland Park, IL - Official Website - Vacant Storefront Guide

Any person owning, leasing, maintaining, or in possession or control of any vacant, ground floor premises located within the B5 or B2-RW zoning districts in the City, or any owner of the lot upon which the vacant, ground floor premises is located within the B5 or B2-RW zoning districts in the City is responsible for keeping the vacant storefronts neat, clean, attractive, and lighted; and all storefront window glass of the premises shall be kept clean.

The City of Highland Park appreciates your commitment to maintaining an attractive storefront during the time in which it remains vacant. Should you have any questions regarding vacant storefront window screening, please contact Business Development Coordinator Carolyn Hersch at (847) 926-1027, or via email at [chersch@cityhpil.com](mailto:chersch@cityhpil.com).

#### EXAMPLES OF COMPLIANT VACANT STOREFRONTS





**EXAMPLES OF NON-COMPLIANT STOREFRONTS**

