



Welcome from Steering Committee Chair, Margaret Benson

What would make Winnetka's business districts more lively and inviting? Have you ever wondered what the Post Office site could be in the future? Should our downtowns be walkable, drivable or bikeable? All three? How do you feel about murals? What about a gateway arch curving over Green Bay Road, welcoming drivers to Hubbard Woods? Would you enjoy a few pocket parks sprinkled throughout retail and commercial spaces?

These are not casual questions. They are some of the details being considered for invigorating Winnetka's Hubbard Woods, Elm Street and Indian Hill business districts. A year-long, community-wide initiative is bringing together Village, business and local leaders, along with residents from all over Winnetka, to develop a Downtown Master Plan for our village.

Last summer, Winnetka hired Teska Associates, a consulting firm with 40 years of experience, much of it on the North Shore, to help with the Plan. Teska, which specializes in planning, development economics, community engagement and site design, is working with two other consulting firms: the Goodman Williams Group handling market analysis; and Sam Schwartz Engineering, addressing infrastructure, parking, transportation and implementation strategies. Together, they are analyzing components of Winnetka's current downtown sites and will make recommendations on how to revitalize, improve and support them.

A Steering Committee oversees the project. Eleven community officials and residents who, given their various professional and local experiences, bring a village-wide view to the task. After considering and analyzing the findings and proposals presented by the consultants, this group will make final plan recommendations to the Village Council. The Village also formed six Working Groups, numbering fifty or so individuals, to give the consultants insight into specific needs and perspectives of business and property owners, developers, community organizations, designers and residents. But these groups can't represent an entire village view. We need you to join us too.

Go to www.WinnetkaDowntownPlan.com to tell us what you'd like to see and to read what your neighbors are thinking. Even better, come to a monthly Steering Committee meeting to join the discussion. These meetings, held at the Village Hall on the last Monday of every month at 7:00 pm, are open and always include time for questions and comments from the public. Check the Village website for agenda packets and schedule!

Here's the bottom line—Winnetka will have a Downtown Master Plan later this year. It will include stimulating, forward-thinking, innovative ideas to enliven and improve our business districts. Join the discussion online or in person. Be a part of the Plan.

Sincerely,

Margaret Benson

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Project Overview

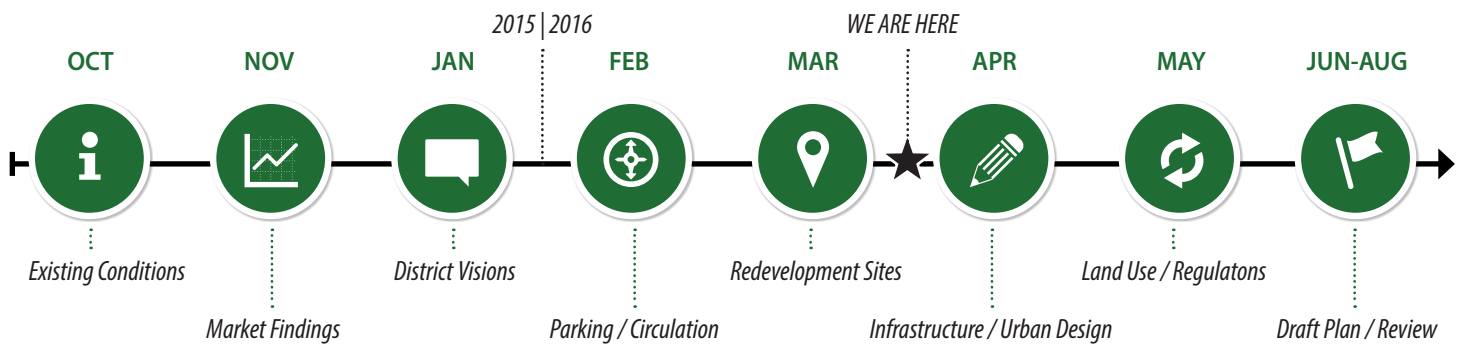
What's been done? What comes next? The Winnetka Downtown Master Plan is well on its way. Big thanks to all who have been involved thus far -- residents, stakeholders, dedicated Steering Committee and Working Group members... to name just a few.

As you'll see in this summary, we've come a long way since the project kick-off back in October of 2015. Vision Statements have been finalized, development scenarios conceptualized, and market data and parking/circulation findings have been presented. The process has been built on extensive public involvement, so the Plan will be a direct reflection of the desires, needs and vision of the community. Visit the 'News' page of the project website to view highlights, details and photos of past meetings and events!

The timeline below provides an overview of the topics covered to date, where we are (★) and what's yet to come. Next steps will focus on developing recommendations pertaining to infrastructure / urban design, wayfinding and land regulations. Soon enough we'll begin putting all these pieces of the puzzle together into a Downtown Master Plan, and presenting it to the community for final consideration.

GET INVOLVED

- Visit the website
- Click "Follow"
- View Project News
- Check Calendar
- Attend a meeting



Open House to review Vision Statements | January 25, 2016



Business District Vision Statements

Thanks to all the great feedback received to date, ‘Vision Statements’ for Winnetka’s three business districts have been finalized! The ‘Visions’ celebrate the desired look, feel, function and overall objectives for each district as we look ahead into the future. They represent what Winnetka’s business districts desire to become, not where they are today. Moving forward, these statements will serve as the foundation of the Winnetka Downtown Master Plan, helping guide and direct each district to realize its vision.

■ ELM STREET

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

■ HUBBARD WOODS

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

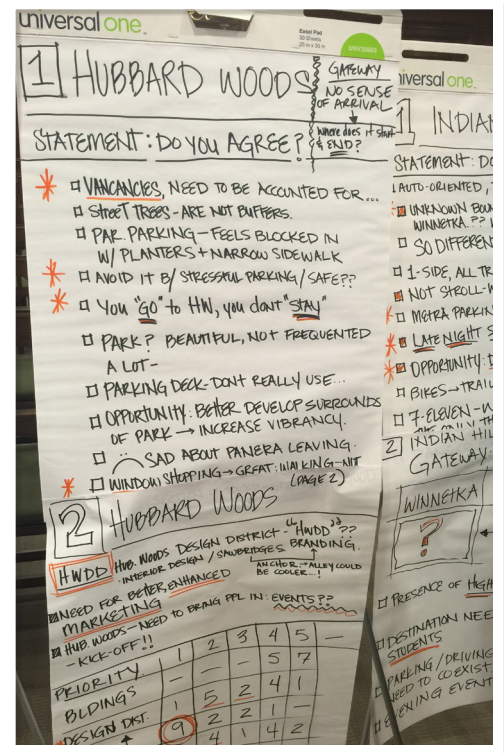
■ INDIAN HILL

The Indian Hill business district, located a short distance south of Downtown is the southern entrance into the Village. The area’s attractive streetscape features ornate lighting and interesting landscaping that provide a sense of arrival. The district serves as a major access point for students attending or those visiting New Trier High School, just a couple blocks due east. Indian Hill offers a mix of service, convenience, and professional uses that cater to a daytime population. Beyond its strong auto-oriented businesses, the district benefits from the Indian Hill Metra station and pedestrian amenities that enhance access and safety for the students and other users.

REFINING THE VISIONS

The verbiage and concepts included in the succinct, one-paragraph Vision Statements were drawn directly from the comments and ideas shared via the project’s outreach components; i.e. the project website, idea chalkboards, public workshop, focus groups, Steering Committee meetings, Village Council workshop and Working Groups.

The December 16, 2015 Steering Committee meeting and January 25, 2016 Open House and Steering Committee meeting provided the opportunity to present final drafts of the statements and work together, with both residents, stakeholders and members of the Steering Committee, to further discuss, refine and prioritize the fundamental elements unique to each district.



Discussion boards from the Village Council Workshop held November 14, 2015 relating points and priorities for each district’s Vision Statement

Outreach 101

Winnetka is built on a solid foundation of history and values. It is home to beloved cultural assets (Village Hall, Community House), outdoor destinations (Hubbard Woods Park, Dwyer Park) and unique spaces and places (Moffat Mall, The Laundry). Most important, Winnetka is home to a community of very involved residents and stakeholders. The Downtown Master Plan is a plan for the people of Winnetka by the people of Winnetka. Getting to “this” point in the planning process (Vision Statements solidified and redevelopment concepts chosen) has involved extensive public outreach and a variety of engagement mediums, as highlighted on this page and the one that follows.

WEBSITE | SHARE AN IDEA TOOL

www.WinnetkaDowntownPlan.com -- Are you familiar? If not, you should be! The project website has served as a collaborative workspace for residents and stakeholders to learn about the plan, stay up to date on news and upcoming meetings and most importantly -- share ideas! Visit the ‘Idea Zone’ on the project website to send us your insights and inquiries. While there, be sure to scroll down below the form to check out the dozens of comments already submitted by your fellow Winnetkans!

IDEA CHALKBOARDS

A plethora of thought bubbles were shared via the two ‘Idea Chalkboards’ installed in Downtown Elm Street and Hubbard Woods. Installed on October 23, 2015 the sharing stations were in place for over 5 weeks and the feedback was plentiful! Village officials took photos of the chalkboards daily and when full, wiped them clean for more ideas to appear. The primary themes highlighted were celebrated and incorporated into the Vision Statements, including more family friendly dining options, outdoor patios and cafes, brew pubs and coffee houses.

“It would be great to get some family-friendly businesses in.”

“I’d love to spend my money in Winnetka more often and not have to look at our neighbors offerings!”

“There are too few benches for our future of increased pedestrian traffic and regular use of the sidewalks.”

Ideas Submitted via the Project Website:
www.WinnetkaDowntownPlan.com

Idea Chalkboard at Hubbard Woods and ‘Wordle’ highlighting results; the bigger the word the more times it was shared.



■ VISIONING WORKSHOP | 11/17/15

A Public Visioning Workshop, held at North Shore Country Day School on November 17, asked residents to provide input on what they would like to see in Winnetka’s business districts. The Workshop was organized around four activity stations set up to gather residents’ ideas. Below are the top two priorities for each district, as voted on by attendees.

- Downtown Elm needs more dining options / pubs to enhance nightlife
- The Post Office Site should be developed into a mixed-use building
- Hubbard Woods needs more family friendly dining options and coffee houses
- Hubbard Woods needs to expand festivals and events to enhance nightlife
- Indian Hill is fine as is, the focus of this plan should be on Elm Street and Hubbard Woods
- Indian Hill users need to cater to New Trier High School

■ VILLAGE COUNCIL WORKSHOP | 12/13/15

December’s Village Council Workshop provided another step forward in refining the issues and opportunities for Winnetka’s business districts. Council members took part in a group visioning exercise wherein discussion centered on what should be focused on when considering the future. Council members noted that Hubbard Woods needs more anchor-style tenants or “draws” to attract users and fill vacancies. In terms of looking ahead, the Council noted that what they desire depends on the “trade-offs”. For example, promoting historic character is only good if the area is functional and vacancies are filled.

■ OPEN HOUSE TO REVIEW VISION STATEMENTS | 1/29/16

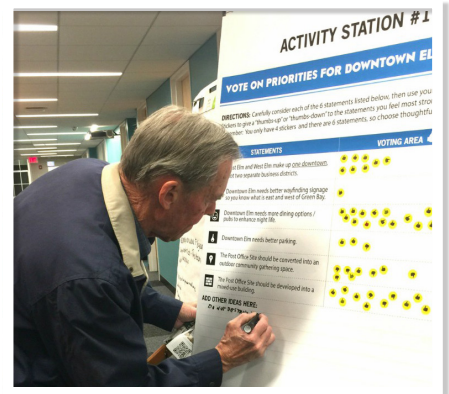
The January 29 Open House that preceded the Steering Committee meeting provided the opportunity to present final drafts of the Vision Statements and work together, with both residents, stakeholders and members of the Steering Committee, to further discuss, refine and prioritize the fundamental elements unique to each district.

■ REDEVELOPMENT SITES WORKSHOP | 2/29/16 AND 3/28/16

Having developed consensus on Vision Statements for the Village’s commercial districts, a follow up step was to consider how those statements may apply to future development. Four potential development sites were evaluated for how they can best advance plan objectives – the Downtown Post Office site, which was selected prior to beginning the plan, and three others. Each site is exemplary of a development condition such as being a gateway, retrofit site, partial block, etc. The purpose for this distinction is that lessons learned from the site evaluation may be applied to similar properties in the study areas should they ever be proposed for development.

■ GET INVOLVED | ATTEND A MEETING

Remember – All Steering Committee meetings are open to the public. At the end of every meeting there is ‘open mic’ time for you to provide your comments and suggestions. Please visit the website to share ideas and view upcoming meeting dates and materials.



Visioning Workshop | Activity Stations

Redevelopment Concepts

What is to become of the Post Office Site? Participants at the November 17 Visioning Workshop stressed a desire for the site to be mixed-use in nature. All the many forms of outreach, participation and feedback received have provided a distinct picture for the types of development Winnetka would like to see in the future. After developing consensus on Vision Statements, the next step was to consider how such statements translate to reality... built reality. Four development sites were evaluated, two in Downtown Elm and two in Hubbard Woods.


Site 1. Downtown Elm - Post Office Site @ Elm and Chestnut


Site 2. Downtown Elm - North @ Spruce and Green Bay


Site 3. Hubbard Woods - South @ Tower and Green Bay


Site 4. Hubbard Woods - North @ Merrill and Green Bay

Site Selection Criteria:

 **Serve as an Example** – Each site is exemplary of a development condition such as being a gateway, full block, partial block, etc. The purpose for this distinction is that lessons learned from the site evaluation may be applied to similar properties in the business districts should they ever be proposed for development.

 **Support and Explain the Vision** – A prospect to advance the district’s Vision is conveyed through each of the sites, for example: generate vitality, bring new businesses, support existing businesses, provide gathering spaces, etc.

 **Consider Realistic Potential for Development** – For each of the sites, developers or owners have expressed some degree of interest in redevelopment—meaning there might be a potential to influence the near-future.

 **Include Multiple Districts** – The sites are not all located in the same business district, two are in Downtown and two are in Hubbard Woods; no Indian Hill site was found to meet the above criteria.

Sketch Concepts Consider Three Primary Factors:

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

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“It’s really getting extremely clear.”

- Gwen Trindl, Steering Committee

Member and first woman President of the Winnetka Village Council, comments on the Downtown Master Plan at the February 29 Redevelopment Sites Meeting.



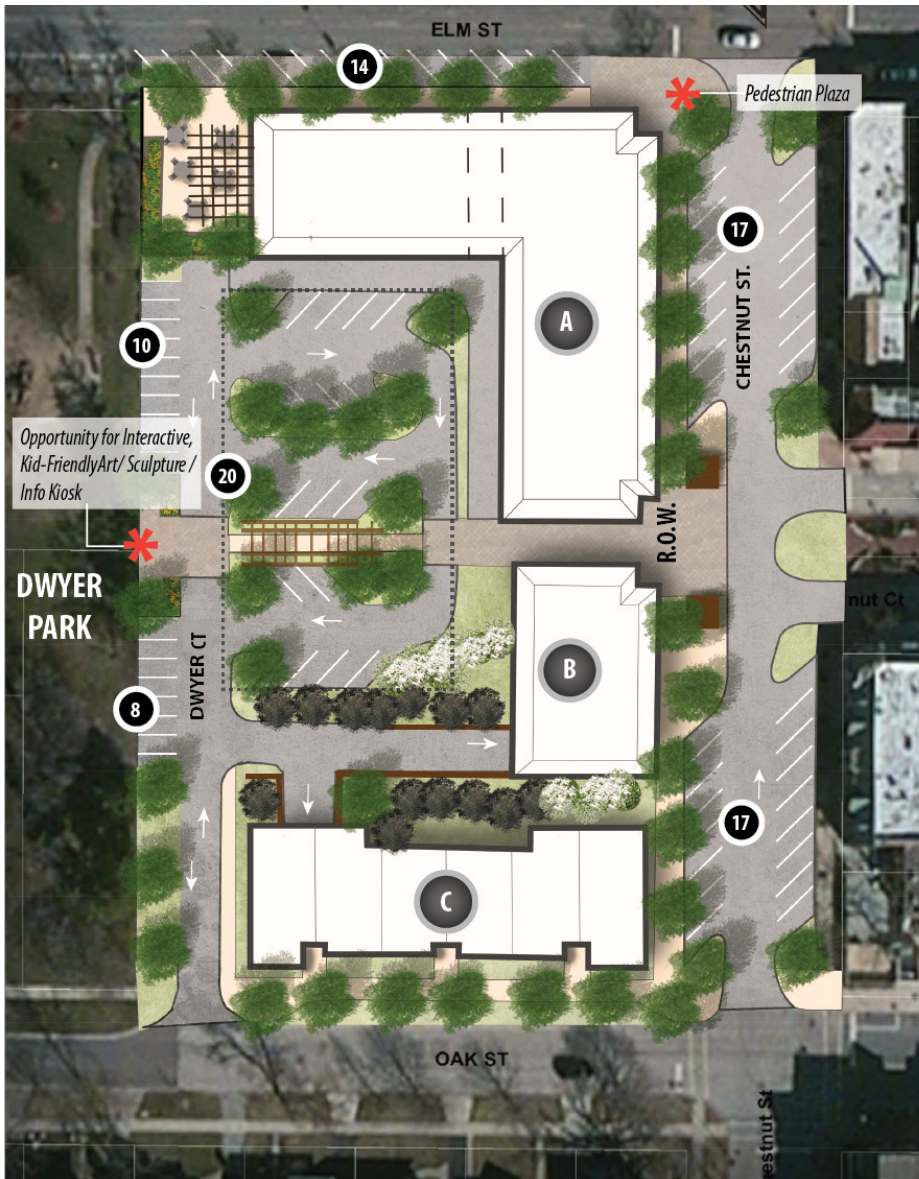
Steering Committee Chair Meg Benson discusses opportunities for redevelopment with a Winnetka resident

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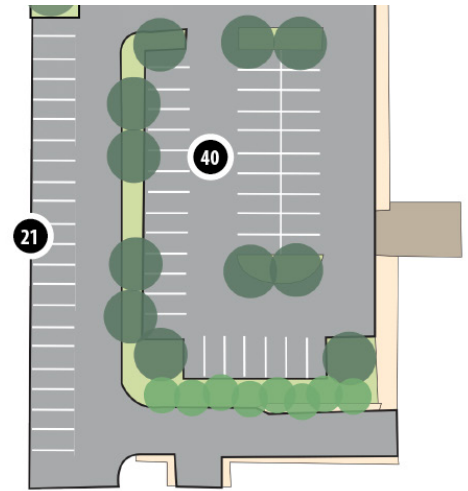
Understanding what the redevelopment concepts are... and are not.

It is also important to note what these concepts are not intended to convey. The sketch plans are not development proposals or final determination of land use. They demonstrate how a site should be evaluated and what potentially could be developed given the primary factors listed at left: (1) the goal / vision for the district, (2) the setting, and (3) the science, i.e. market and transportation realities.

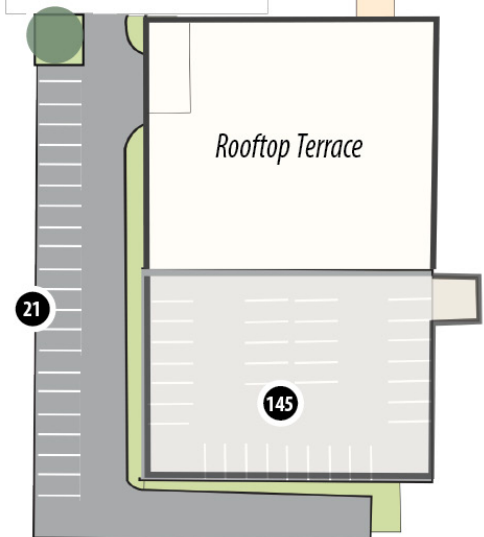
SITE 1. DOWNTOWN ELM - POST OFFICE SITE



PARKING ALTERNATIVE 1



PARKING ALTERNATIVE 2



SITE DETAILS

BUILDING A

4-Story Mixed Use

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

BUILDING B

3-Story Office/Commercial

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

BUILDING C

2.5-Story Townhomes/Flats

18,000 SF, 6 Townhomes or 15-20 Condos
 Underground parking at 1.5 per unit

ON-STREET PARKING

Chestnut St. and Elm St.

Existing parking: 31 spaces
 Shown per plan: 48 diagonal spaces

OFF-STREET PARKING

Existing parking: 155 spaces
 Shown per plan: 38 spaces
 Option: 70 underground spaces

PARKING ALTERNATIVES

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

* Proposed Parking Requirements

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

URBAN DESIGN

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

SITE 2. DOWNTOWN ELM - NORTH



SITE DETAILS

BUILDING A

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

BUILDING B

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

PARKING

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

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

*** Proposed Parking Requirements**

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

URBAN DESIGN

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

SITE 3. HUBBARD WOODS - SOUTH



SITE DETAILS

BUILDING A

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

BUILDING B

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

BUILDING C

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

DISTRICT GATEWAYS

Entry features located at opposite corners of Tower Road

PARKING

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

Existing: 135 spaces total

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

* Proposed Parking Requirements

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

URBAN DESIGN

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

SITE 4. HUBBARD WOODS - NORTH



Lessons Learned

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

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

SITE DETAILS

BUILDING A

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

BUILDING B

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

BUILDING C

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

AREA D

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

AREA E

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

PARKING

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

* Proposed Parking Requirements

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

URBAN DESIGN

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

Special Thanks

The Winnetka Downtown Master Plan would not be where it is today without the steadfast insight, oversight, and support of a select team of truly dedicated folks. For that, we owe special thanks to the following individuals.

**Listed alphabetically by last name*



Steering Committee

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Bill Krucks

Ian Larkin

Scott Myers

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Paul Konstant

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Matt Hulsizer

Beth Kauffman

Trish Kocanda

Greg Kurr

Besty Landes

Dee Macey

Gina Matthews

Tim McCabe

Tracey McDowell

Alison McNally

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