



PLAN COMMISSION **RESCHEDULED** REGULAR MEETING

THURSDAY, JUNE 27, 2019 - 7:00 p.m.

WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA

1. Call to Order & Roll Call.
2. Community Development Report.
3. Public Comment.
4. Approval of April 3, 2019 meeting minutes.
5. **Comprehensive Plan Request for Proposals.** The Plan Commission will review and provide comments regarding the draft request for proposals for comprehensive plan consulting services.
6. **Comprehensive Plan Workshop Session:** The Plan Commission will hold a workshop session to discuss ideas for inclusion in a new comprehensive plan.
7. Other Business.
8. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

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510 Green Bay Road, Winnetka, Illinois 60093

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**WINNETKA PLAN COMMISSION
SPECIAL MEETING MINUTES
APRIL 3, 2019**

Members Present:

Tina Dalman, Chairperson
Mamie Case
Layla Danley
Chris Foley
John Golan
Louise Holland
Bridget Orsic
Jay Vanderlaan

Non-voting Members Present:

Matt Bradley

Members Absent:

None

Village Staff:

David Schoon, Director of Community Development

Call to Order:

The meeting was called to order by Chairperson Dalman at 7:00 p.m.

Call to Order and Roll Call

Chairperson Dalman confirmed all of the Commission Members are present.

Community Development Report

Mr. Schoon stated with regard to activity at the Village Council, tomorrow night, the Village Council would be discussing the overlay district after its first consideration and introduction in March. He stated they asked for a few changes, one of which related to the definition of co-working spaces. Mr. Schoon stated there would be more discussion at tomorrow's meeting regarding one of the standards the Commission used in connection with creating a special use and having elements that a retail space would have such as signs, display windows, etc. He noted there would be more discussion with regard to display windows and what that meant for a special use that a non-retail use would have.

Mr. Schoon also stated there would also be the public hearing at tomorrow's meeting on the planned development ordinance amendments and the Village Council gave Village staff direction to prepare a draft ordinance which will include changes discussed by the Commission which are the inclusion of a concept plan review by the Village Council before a formal application is submitted. He stated the majority supported the creation of a planned development committee including 9 members total coming from the Commission and the ZBA with the DRB having its separate review of the design elements of a project. Mr. Schoon stated with regard to the issue of final plan review and whether the advisory bodies needed to be involved, the Village Council concluded they would handle final plan review unless they found the plan was not substantially in conformance at which point, they would refer it back to the advisory bodies. He stated they will be presenting an ordinance to the Village Council tomorrow along with some revisions made to the submittal requirements to make it clearer in terms of what an applicant needs to submit for preliminary plan approval and final plan approval.

Mr. Schoon stated there would also be a variation considered by the ZBA having to do with a through lot

1 that fronted on two streets on Trapp and Holly. He stated the applicant wanted to put in a swimming
2 pool in what is technically their front yard by code which required a variation. Mr. Schoon stated that
3 request would be presented to the Village Council at tomorrow's meeting.

4
5 Mr. Schoon then stated at the February 16, 2019 meeting, they had scheduled a public hearing on
6 Boutique Bites and the applicant requested a continuation until they worked out a letter of intent with
7 the property owner. He stated that has now been done and there will be a public hearing on April 16,
8 2019 and the applicant reintroduced the café back into the plans. Mr. Schoon asked if there were any
9 questions. No questions were raised at this time.

10
11 **Public Comment**

12 Chairperson Dalman asked if there was any public comment on items not on the agenda. No comments
13 were made at this time.

14
15 **Approval of February 27, 2019 meeting minutes.**

16 Chairperson Dalman noted a correction to confirm Mr. Golan was in attendance at the meeting. She
17 asked if there were any other comments or corrections. No comments were made at this time.
18 Chairperson Dalman then asked for a motion. A motion was made and seconded to approve the
19 February 27, 2019 meeting minutes, as amended. A vote was taken and the motion unanimously
20 passed.

21
22 **Case No. 19-11-SU: 1112 Willow Road – Crow Island School: An application submitted by Winnetka**
23 **School District 36 seeking approval of a special use permit to allow renovation of the existing**
24 **playground along Glendale Avenue at Crow Island School.**

25 Mr. Schoon stated in 2003, the Village Council adopted an ordinance granting a special use and
26 variations for the installation of new playground equipment in the subject area. He stated the
27 Commission is to consider changes to those approval documents. Mr. Schoon noted the property is
28 zoned R-2 Single-Family Residential and surrounded by R-2, R-4 and R-5 Single-Family Residential to the
29 west and north. He also stated photos of the property were included in the materials as well as the
30 location of the two items requiring variations. Mr. Schoon noted the setback lines are a minimum front
31 corner yard setback of 50 feet and the red arrow showed the measurements of the building structure to
32 identify the building's relationship to that minimum requirement.

33
34 Mr. Schoon stated the applicant is proposing to replace some play equipment and install a rubberized
35 play surface, reconfiguring some concrete walk and relocation of an existing playhouse. He noted while
36 the ZBA will review the variation request, the table compared those particular items from 2003 and
37 what they are today. Mr. Schoon stated the playhouse would be closer and the play equipment would
38 be located a little further from the front corner yard setback.

39
40 Mr. Schoon noted the DRB reviewed the request and issued a Certificate of Appropriateness for the
41 playground and the ZBA would review the request on April 8, 2019. He noted in the materials on page 6,
42 there is a motion to consider either recommending approval or denial of the request. Mr. Schoon then
43 asked if there were any questions. Mr. Bradley asked if the proposal is a request to approve play
44 equipment pieces of varying sizes within the existing setback to different degrees. Mr. Schoon
45 confirmed that is correct as well as the overall improvements and the appropriateness of them.
46 Chairperson Dalman clarified anytime there is a modification to a special use, it would trigger an overall
47 review. Mr. Schoon asked if there were any other questions. No additional questions were raised at this
48 time.

1 Chairperson Dalman then swore in those speaking to this matter.

2
3 Katherine Talty introduced herself to the Commission as the Landscape Architect working for School
4 District 36. She also introduced Adam Rappaport, the Director of Building and Grounds for District 36
5 who can answer specific district questions.
6

7 Ms. Talty stated they are looking to replace the existing play equipment which was originally done in
8 2003 and it has been in the same location for 16 years. She stated with regard to the equipment they
9 are looking to replace, the new equipment would be similar in height and style and they are requesting
10 to convert an area of fiber wood chips with poured in place rubberized surfacing which has been done in
11 other locations as well as by the Winnetka Park District. Ms. Talty also stated they are looking to
12 relocate an existing playhouse to the south to allow for the new equipment and required safety zones.
13

14 Ms. Talty stated the first illustration shows the project area and identified an image of the play
15 equipment to be replaced. She noted it is constructed of wood and metal and the new equipment would
16 be a metal and poly material. Ms. Talty informed the Commission the equipment is manufactured by
17 Landscape Structures which is used by the school district and the Winnetka Park District. Ms. Talty then
18 identified another image of the equipment they would be replacing. She also noted they would
19 be replacing the swings. Ms. Talty stated there are three swing sets and two have been dismantled
20 because they are failing. She then referred to an image of the playhouse to be moved and stated the
21 next slide showed an example of the current layout of the playground and the current conditions which
22 are predominately an asphalt pad surrounded by a concrete walk. Ms. Talty stated to the north of that,
23 there is a combination of fiber surface and poured in place surfacing they are looking to add. She stated
24 instead of having a combination, they would go to all poured in place surface material. Ms. Talty added
25 that while it is not an area within the Commission's purview, she noted they would be within the
26 requirements of impervious surface for the site.
27

28 Ms. Talty then referred to an illustration of a detailed view of the new proposed play area and the
29 proposed play pieces along with the reconfigured sidewalk. She referred to the concrete ring around the
30 asphalt play area pad and stated to the south, it would stay as it is currently with another playhouse and
31 sandbox area which would not be touched. Ms. Talty also stated the garden is not intended part of the
32 project.
33

34 Ms. Talty noted with regard to setbacks, the play equipment would be moved slightly further away from
35 the lot line which is triggered by the fact over the last 16 years, safety zones have increased the need for
36 there to be more room around the play pieces. She then referred to an illustration of a more detailed
37 description of each play piece to be installed. Ms. Talty noted it is a rendering from the manufacturer
38 and the color will be neutral with the position of the school in other renovations. She stated there would
39 be no green because Crow Island did not want to introduce a color which is not on the building and the
40 equipment will be brown and tan. Ms. Talty then referred to another view of the play equipment and an
41 example of what the play piece looks like without the green color. She also referred the Commission to
42 an illustration of the rubberized play surface as an example and noted they are proposing to do it with a
43 tan and brown surface which are light colors which did not generate heat. Ms. Talty then asked if there
44 were any questions.
45

46 Ms. Holland thanked the applicant for keeping the colors of the background of Crow Island Woods and
47 commented the proposal looked great.
48

1 Chairperson Dalman asked Ms. Talty if there was any outreach to the neighborhood and if the PTO has
2 been involved. She then stated in the past two years ago, they considered temporary structures and a
3 lot of the homes on Glendale were very concerned about the appearance of the areas around the
4 school, although none of the neighbors are here. Mr. Rappaport responded he is not sure how many
5 neighbors expressed concern, but a letter was sent to specific neighbors on Glendale. He stated there
6 was feedback from two neighbors with regard to traffic blocking driveways and the noise ordinance.

7
8 Chairperson Dalman asked where camp would be held during construction. Mr. Rappaport responded
9 the Park District groups would have it on the other side of the building. Chairperson Dalman then asked
10 if there were any changes to the proposal as a result of community comment. Mr. Rappaport confirmed
11 there were not. He then stated they learned what to avoid and how to reach out to neighbors to soften
12 their concerns.

13
14 Ms. Talty informed the Commission the intended time of construction is in the summer. She also stated
15 since Crow Island has other play areas on campus, the summer activities will be designated into a play
16 zone and the construction site would be clear and safe. Ms. Talty then stated the comments from the
17 neighbors have not been directly about the play area but more related to construction methods and
18 they would alleviate their concerns. She added the work would take place completely within
19 construction hours.

20
21 Chairperson Dalman asked if there were any other questions. Mr. Bradley stated with regard to
22 the height of the new structures, he asked how it compared to the existing equipment. He stated one of
23 the special use items addressed the public safety and endangerment issue and asked if the height would
24 distract drivers on Willow Road. Ms. Talty responded the new play piece at the top of its highest point is
25 less than 15 feet which is similar to the height of the current play piece. She also stated it would be
26 located off of Willow Road and they did not anticipate it being a distraction. Ms. Talty added there
27 is landscaping on the perimeter of the site which is staying as is.

28
29 Chairperson Dalman stated since the 2016 proposal for temporary structures, she asked if there were
30 any complaints about perimeter landscaping which they enhanced. Ms. Talty responded there were not
31 and it is pretty well landscaped and they did not want it to be denser for visibility purposes. She also
32 stated they would not be removing anything. Ms. Talty then stated the school maintained some of the
33 other landscaping along the perimeter especially near the temporary classrooms. She informed the
34 Commission the issue came up from a neighbor with regard to maintenance of the existing landscaping
35 and the school is working on that as part of its maintenance program. Ms. Talty confirmed no one asked
36 for additional landscaping.

37
38 Chairperson Dalman asked if there were any other questions. Ms. Case asked how long it would take
39 to remove and replace the equipment. Ms. Talty responded the total time of construction from
40 demolition through opening with the final inspection, generally it would take between 4 and 6 weeks
41 accommodating weather issues.

42
43 Chairperson Dalman asked if there was public comment with regard to the proposal. No comments were
44 made at this time.

45
46 Chairperson Dalman stated there would now be the discussion of the proposal and asked the
47 Commission if there were any questions or concerns that they should talk about before introducing a
48 motion. No comments were made at this time. Chairperson Dalman then referred to the draft

1 recommendation on page 6 and stated she would introduce that there be a motion for the
2 recommendation by the Commission to recommend approval of the requested special use to allow the
3 renovation of an existing playground for Crow Island School, a public elementary school, based on the
4 findings of fact on page 6 of the agenda packet and then have a discussion. Ms. Danley made a motion
5 as stated by Chairperson Dalman and Mr. Golan seconded the motion. Chairperson Dalman asked if
6 there was any further discussion.

7
8 Ms. Orsic stated it would not be dramatically different than what is there now and playgrounds have
9 a limited life span. She commented the applicant did a good job and she is glad they kept the
10 colors. Chairperson Dalman asked if there were any other comments. She noted for the record to
11 suggest seeing there are no comments, the Commission felt the standards for the special use permit
12 application are consistent with the standards of the Comprehensive Plan Chapter 2 and the standards
13 for granting special use permits is consistent with the Village code. She then commented the School
14 District did a good job of emphasizing that replacement and modernization of structures need to
15 be relocated further away and also noted the request would be within the impervious coverage
16 requirements and she can support the request. Chairperson Dalman again asked if there were any other
17 comments. No additional comments were made at this time.

18
19 A vote was taken and the motion unanimously passed.

20
21 AYES: Case, Dalman, Danley, Foley, Golan, Holland, Orsic, Vanderlaan

22 NAYS: None

23 NON-VOTING: Bradley
24

25 **Case No. 19-12-SU: 976 Green Bay Road – Robbins Architecture: An application submitted by Celeste**
26 **Robbins seeking approval of a special use permit to allow an architect's office to continue to operate**
27 **on the ground floor in the C2 Commercial Overlay District.**

28 Mr. Schoon noted he passed out additional comments which were received since the agenda packet
29 went out. He then stated the subject property is located at the northwest corner of Green Bay Road and
30 Merrill Street in the Hubbard Woods business district which falls within the Commercial Overlay District.
31 Mr. Schoon noted an architect's office is a special use in the district. He then stated the Village Council is
32 considering the overlay district, but the Council is not looking to change how architectural offices are
33 regulated. Mr. Schoon then stated it was brought to the Village's attention the architect's office was
34 occupying space in the overlay district without offering retail goods or going through the special use
35 process.

36
37 Mr. Schoon stated in 2014 when the applicant took occupancy of the space, it was to have retail space
38 at the front of the commercial space as is represented in the letter received by the Village dated
39 August 2014 on page 23 of the agenda packet. He stated the practice had been if the use was to provide
40 a certain level of retail sales, it would be allowed as a permitted use. Mr. Schoon stated the Village is
41 moving away from that practice and classifying the use by its predominate activity. He stated the
42 applicant did not install a retail display area which is why they are here and the applicant is requesting
43 approval for an architect's office in the overlay district. Mr. Schoon stated the applicant is being
44 provided the opportunity to seek the relief allowed under the code and the Commission is to evaluate
45 the request based on the special use standards independent of whether or not the applicant is already
46 in the space. He then stated they were provided with photos of the space and the applicant provided a
47 copy of the office floor plan and response to the special use standards. He stated the applicant also
48 provided additional photos of the space. Mr. Schoon stated on page 5 in the agenda packet is

1 the motion recommending either approval or denial for the Commission's consideration. He then asked
2 if they had any questions.

3
4 Ms. Danley asked how it was brought to the attention of the Village. Mr. Schoon responded it was
5 during the discussion of the overlay district and different uses when it came to someone's recollection
6 that this use did not go through the special use process.

7
8 Mr. Bradley stated for clarification for the definition of retail as it is being used here, the comments
9 mentioned retail goods. He stated as he read the language of the ordinance that encourages retailing
10 of comparison shopping goods and personal services, he asked which service category did an architect's
11 office fall. Mr. Bradley asked if they are talking about retail space being limited to the point of sale of
12 goods inside the storefront or if it can extend to the potential sale of services. Mr. Schoon stated in
13 terms of the applicant, the idea was as a non-retail use. Mr. Bradley asked what potential goods would
14 an architectural firm offer.

15
16 Chairperson Dalman stated at the time, when the applicant came to the Commission before, there was
17 a discussion about furniture. Mr. Schoon confirmed this request did not come before the Commission.
18 Ms. Case stated Benvenuti and Stein sells cabinetry and is considered retail. Mr. Schoon stated if they
19 have a display of goods. Mr. Bradley asked if it is the Village's position that in the ordinance, the retail is
20 specifically limited to goods and not "retailing of comparison shopping goods and personal services" as
21 stated on page 2 of the agenda packet. Mr. Schoon noted personal services did not include an architect's
22 office and in connection with land use terms, he referred to uses such as beauty salons and dry
23 cleaners. He then asked if there were any other questions.

24
25 Mr. Bradley asked if there was any understanding how a similar business is covered in the district akin to
26 the applicant and if a use could have been grandfathered in such as State Farm which represented
27 the same situation. Mr. Schoon responded it could have been grandfathered in or gone through the
28 special use process. Mr. Bradley asked would that qualify under the definition of retail. Mr. Schoon
29 responded the district allows retail and non-retail uses by right or with a special use and
30 an architect's office is allowed as an allowed use subject to special use approval and referred to that
31 particular location and whether the manner it is operating is appropriate. He also stated with regard to
32 how compatible it would be with other retail activity, they do not want to discourage the use but does it
33 help support other retail activity in the area.

34
35 Chairperson Dalman asked if there were any other questions. No additional questions were raised at this
36 time. She then swore in the applicant.

37
38 Celeste Robbins introduced herself to the Commission as the principal and owner of Robbins
39 Architecture where she has practiced for 24 years with 12 years being in Hubbard Woods. She stated
40 they are a firm of nine architects who focus on single family homes with 99% of their work being luxury
41 special architectural homes. Ms. Robbins also stated they have projects all over the country and for their
42 clients here, they tend to be second homes mostly being built for North Shore clients .

43
44 Ms. Robbins stated in terms of what the office is like and what they do, the nine architects include
45 project architects and younger architects. She stated they have clients who come in every day and they
46 are a service-oriented office where they get to know their clients. Ms. Robbins stated being on the
47 ground floor meant clients would drive up to see a hardware sample or show a magazine clipping. She
48 stated she wanted the Commission to understand they have a vibrant and energetic office with people

1 coming and going with regard to meetings, consultants, vendors, etc.

2
3 Ms. Robbins stated as an architect, they are highly concerned with how they present themselves and
4 want the office to set the tone for the projects. She described the aesthetic as warm and clean-lined
5 and edited and they are not buried in paper behind books. Ms. Robbins described them as having a nice
6 presence and they enjoy the interaction between them and people walking down the street. Ms.
7 Robbins stated they have done tours with New Trier kids and are part of the community. She also stated
8 they have photos in the windows which they change and they get a lot people who are driving by and
9 walking who stop in and look.

10
11 Ms. Robbins stated in addition to what they do, she loves Hubbard Woods and is on the Hubbard Woods
12 Design District Board. She noted she advertises with them to help them out and participates in any
13 activities she can. Ms. Robbins then referred to First Friday, etc. and she has been there long enough to
14 watch the vibe of the street go from large retail to small retail and internet. Ms. Robbins stated they
15 want to stay relevant in the community.

16
17 Ms. Robbins then stated with regard to the history of why they are there and not selling retail, she was
18 located down the street in a smaller office and she wanted to stay in the area and liked the space. She
19 then stated at the time in 2013 or 2014, they were not very busy and she thought it would be a great
20 idea to supplement architecturally to do custom vanities and custom hardware. Ms. Robbins then stated
21 they got a project from Northwestern University to do their revitalization of three homes to perform a
22 gut renovation. She described it as a great project and from there, projects kept rolling in and they
23 became very busy. Ms. Robbins stated she did not have the time to include retail sales and wanted to
24 keep doing what they do well. Ms. Robbins then stated while she would rather not sell retail and at the
25 time, the requirement was to keep a certain percentage of the storefront retail with office space behind
26 which is what they have done. She then stated 30% of the office is open with no desks but there is no
27 selling.

28
29 Ms. Robbins also stated a lot of people wrote in support of them and stated it is a nice area where she
30 knows the people in the shops and is engaged with them and they support each other. She stated the
31 general impression is more than the shop people, the general aesthetic and the amount of money and
32 attention they have brought display and presence to the street has been positive during the day and
33 at night. Ms. Robbins stated she liked it to look high end and have a nicely designed street presence. She
34 then stated while she understood the goal of what the overlay district is doing and the challenge of it,
35 she felt they have checked most of the boxes in terms of what they are hoping to accomplish which is
36 to create a community to create activity on the street and have a sense of what it would be like to live in
37 Winnetka. Ms. Robbins reiterated their clients visit the neighboring stores and they are helping to create
38 a sense of community but they are not creating something to buy. She then asked if there were any
39 questions.

40
41 Ms. Danley congratulated the applicant on having a thriving business and described the relationship
42 with the neighbors as great. She stated to go back to the original intent of the concept of retail, in
43 the prior office, there was no retail component. Ms. Danley asked how far down the road did they get
44 with exploring retail. Ms. Robbins responded they drew things to see what to pursue as custom objects
45 and how much variation there would be like changing materials, etc. and graphically, they got that far.
46 She then stated they did not get to the point of pricing and putting items out for sale.

47
48 Chairperson Dalman asked if there were any other questions. She then stated she walked by that corner

1 prior to the relocation from their hidden space on Tower Road. Chairperson Dalman also stated there
2 were several uses in that space prior to the applicant's use. She then stated she appreciated
3 the beautiful storefront which created a nice anchor. Chairperson Dalman stated it is tough since there
4 have been discussions about special uses and professional service offices. She stated they all agree the
5 office is attractive and nice and an anchor for that part of Hubbard Woods which struggled. Ms. Robbins
6 stated in the design district, they tend to understand her corner is important and described the area
7 north of her as a struggle.

8
9 Ms. Danley stated prior to notification by the Village, there is an issue with a special use and asked if
10 they were aware that was a condition of occupying the space. Ms. Robbins stated while they were
11 aware, they were not focused on that and referred to stores closing in the area. She then apologized to
12 the Commission.

13
14 Chairperson Dalman asked if there were any other questions. No additional comments were made at
15 this time. She then stated before a motion is made, she asked for a sense of the temperature of the
16 Commission and described it as a tough decision in that a thriving business is important and the Village
17 is struggling with empty storefronts.

18
19 Mr. Bradley stated he is highly supportive of the application, and the applicant has been fairly
20 transparent about her intentions and the decision not to come forward since they were overwhelmed
21 with other projects and she is here in good faith. He also stated the comments landed well for him in
22 terms of the footprint and visibility. Mr. Bradley stated he lives in Hubbard Woods and walked the street
23 all the time and there is something to the professional services here and anchored more closely to the
24 design district at Hubbard Woods. He then stated a law firm would not have the same connection to the
25 interior design and goods sold in Hubbard Woods and the applicant takes their clients to other stores for
26 retail to shop which is what they want. Mr. Bradley stated although they would not be selling goods but
27 they are taking customers to other locations is in the spirit of what the Hubbard Woods design district is
28 supposed to do. He concluded by stating he would not want to see another empty storefront and the
29 request is a go for him.

30
31 Ms. Danley stated she agreed with Mr. Bradley's comments and the fact they are such good neighbors is
32 significant. She stated the other thing about this request is that they are backing into it and in the long
33 term, if an interior design firm came in, there should be a situation where the tenant is flagged by
34 the owner and real estate agent with regard to the difficulty of the decision to say they can stay in the
35 space. Ms. Danley stated she also did not want to see empty storefronts and is bothered they come to it
36 after the fact and the applicant never had a retail component. She then stated the Commission is put
37 into a position where there is a great tenant and space but that is not always the situation in other
38 spaces where this has happened. Ms. Danley referred to asking for forgiveness versus asking for
39 permission which is a concern to her.

40
41 Ms. Case stated she also agreed with Mr. Bradley's comment and on the street at night, looking into the
42 building is a joy. She then asked Mr. Schoon when the Village Council is going to change the overlay
43 district so they would not come up against these types of issues. Mr. Schoon stated they still allow uses
44 by special use which have to go through the process and referred to the community deciding whether
45 they need to go through the process. He confirmed while this type of use is allowed in the district, but
46 the special use process requires the applicant to demonstrate that the use and how it will operate in this
47 particular location is appropriate. Ms. Case then stated she would be in favor of keeping the business
48 and agreed with Ms. Danley and Mr. Bradley.

1 Mr. Golan stated he also agreed. Ms. Danley stated she would hate to see it being backed into and it
2 would be a bad precedent to set, and she would like to think the applicant was honest about the whole
3 thing. She described it as a nice space with neighbors who love her and their clients and which is an
4 asset to the Village. Ms. Danley then stated while she is torn, she thought they should stay.

5
6 Ms. Holland stated she agreed with most of the comments and it is a lovely space. She noted it was
7 previously a baby's furniture store in the space. Ms. Holland also stated if there was a component of
8 custom cabinets, there is a need for that. She then stated the retail overlay district is being chewed at
9 and before you know it, they would be a community of offices and effort was put forth by the Village
10 Council to have a downtown master plan which cost the Village \$300,000. Ms. Holland stated she is
11 worried when looking at the plan, there would be no retail space available and so many offices and she
12 would not vote for the request. She then stated she would salute what they have done and would ask
13 the applicant to put in some type of retail. Ms. Holland then stated it had nothing to do with tax dollars,
14 and they have an ordinance and it has not changed. She reiterated areas are being eaten away by these
15 requests and while she wished the applicant luck and for there to be a retail component, she would not
16 be in support of the request.

17
18 Ms. Orsic stated this is another one like the last one and agreed with Ms. Holland that they are getting
19 into bad territory by giving away bits and pieces of the overlay district. She also stated this is the design
20 district which is working. Ms. Orsic stated they do have the option when things come up to say no if the
21 applicant backed into it and this is one where they would not benefit by getting rid of it. She then stated
22 there are other spaces available for retail use and in this case, it would not benefit anyone to move her
23 out. Ms. Orsic concluded by stating while she agreed with Ms. Holland, she would vote in favor of the
24 request but would vote no if it was not as good of a fit.

25
26 Mr. Vanderlaan commented he liked everything he has heard and seen when you drive by the
27 storefront. He stated to go back initially, when it was said it is an allowed use, it just requires a special
28 use permit approval and in following the letter of the law, he would vote yes. Mr. Vanderlaan then
29 stated to pontificate about the number of these types of requests before the Commission; he referred
30 to last month where there was an interior design firm then Boutique Bites before that. Chairperson
31 Dalman stated to clarify, the latter never came before the Commission and they are since looking at a
32 code amendment. Mr. Vanderlaan then stated the pop-up retail space on Lincoln is what goaded him.
33 He stated he wanted to consider this application on the merits and it would be an allowed use and they
34 want the Commission to think about it as they are going into the Comprehensive Plan that they are not
35 setting a precedent to get away with this by looking at the history of how the Commission voted as long
36 as the applicant is doing good business. Mr. Vanderlaan described it as a dangerous precedent and he
37 would be tempted to vote no and he did not want see a precedent set that anything goes as long as
38 there is a mea culpa after the fact. He stated they should consider it into the broader context and their
39 responsibility to the Village.

40
41 Mr. Foley stated he agreed with the comments made and would be supportive of this request on
42 the merits and the presentation made. He stated the applicant in fact is in the design district and
43 referred to the type of business. Mr. Foley referred to chomping at the bit to make an example of
44 someone, and a dog grooming applicant would not be compatible with the design district area. He
45 concluded by stating he would be in support of the application.

46
47 Mr. Golan stated he was on the Commission the first time they had someone back into it like this. He
48 also stated if there was a firm here looking for a special use permit, he questioned would they grant it

1 and the answer is since they think it would be good for the Village, he would vote for approval with the
2 understanding it is the retail district and tax base.

3
4 Chairperson Dalman stated to clarify for the record, an interior design firm went into a space and a
5 special use granted. She also stated for the record, the design district is self-designated and marketed by
6 the Chamber of Commerce but it was not officially designated by the Village. Chairperson Dalman asked
7 if the businesses got together and came up with that. Mr. Schoon confirmed that is correct. Chairperson
8 Dalman then described it as brilliant and while they see the benefits of it, it is difficult. She agreed they
9 do not want to create a precedent and brokers and landlords would be incentivized to come in the side
10 door. Chairperson Dalman then stated she is not worried about that in this case and they have the
11 opportunity to address each request on an individual basis. She also stated if they did not feel it is
12 appropriate for the overlay district, they can take the appropriate actions.

13
14 Chairperson Dalman stated Mr. Schoon provided a summary of the manner of the way a use is an
15 allowed use in the retail overlay district as a special use is significant to consider. She then stated while
16 an architect's office may not be compatible with some retail uses, the strength of the
17 applicant's presentation and support of the neighboring businesses indicate the way the business is
18 operated and the way the clients are rooted provided synergy to the other retail uses. Chairperson
19 Dalman also stated the nine employees eat every day and are supporting businesses in walking distance
20 which is significant and they should consider the dollars spent by those working in Winnetka. She also
21 stated it is important to think about criteria no. 11 and that it satisfies them on the merits. Chairperson
22 Dalman stated in particular, the use demonstrates criteria nos. 2 and 9 and the use in this location
23 enhances the continuity, concentration and pedestrian nature of the area in a manner similar to that of
24 other retail uses of a comparison shopping nature and the supportive and synergy of the use is
25 criteria no. 7. Chairperson Dalman then stated the request satisfies all of the criteria to her.

26
27 Chairperson Dalman then stated there are some Commission Members on the fence and suggested they
28 move forward with a proposed motion in the affirmative. She asked if there were any other comments.
29 No additional comments were made at this time. Chairperson Dalman then introduced a motion from
30 the Commission recommending the approval of the requested special use to allow the architect's office
31 on the ground floor and to ratify the existing use there at 976 Green Bay Road within the C-2
32 commercial overlay district based on the findings fact set forth on pages 5 and 6 of the staff report.

33
34 Ms. Danley moved to make the motion as stated by Chairperson Dalman. Mr. Foley seconded the
35 motion. A vote was taken and the motion passed, 8 to 1.

36
37 AYES: Bradley, Case, Dalman, Danley, Foley, Golan, Orsic, Vanderlaan
38 NAYS: Holland
39

40 **Other Business**

41 Chairperson Dalman asked if there was any other business. Ms. Orsic stated she would like to second
42 Mr. Vanderlaan's comment on the pop-up location. Chairperson Dalman stated they were selling flowers
43 in February and referred to there only being a pop-up one day a month. She commented it would be
44 interesting to see how often they have pop-ups there and Ms. Orsic stated most of the time, there is
45 not.

46
47 Ms. Holland informed the Commission she spoke with President Rintz and the fact the applicant came
48 before the Commission and swore on oath as to what she said. She also stated she had lunch with a

1 member of the applicant's firm in Wilmette who told her she would be moving to the Winnetka office
2 with seven other colleagues when the Commission was told there would be zero to one person added to
3 that office. Ms. Holland stated she told President Rintz this is perjury and that he saw nothing in that
4 space and they have not made an attempt to do anything to keep it a secret. She added 1,600 square
5 feet which is a lot.

6
7 Mr. Vanderlaan asked if they can be called in to have the special use revoked. Mr. Schoon stated the
8 matter has come to the Village Council's attention.
9

10 Chairperson Dalman stated the nature of pop-ups is that they are not a permanent use or constant. She
11 then stated if it is coming to be a new thing in the Village, maybe an ordinance or definition of pop-up
12 should be included and it should say the primary use has to have three or four different pop-ups during
13 a calendar year so it is not done only once a year. Ms. Holland referred to the danger of having a pop-up
14 in an empty storefront and there is a danger when there is a pop-up in adjacent space the applicant is in
15 control of and promising it would not be used for office space. Chairperson Dalman confirmed an office
16 is not a prohibited use. Ms. Holland referred to the nature of the adjacent office and 1,600 square feet
17 and she found it very distasteful. She agreed the idea of having a pop-up in empty space is a great idea.
18

19 Ms. Case asked if the Village Council is thinking about shrinking the overlay district. Ms. Holland stated
20 they are not. Ms. Case stated while that is fine, she asked if there is a fine involved, etc. Chairperson
21 Dalman stated there are plenty of businesses in Winnetka where there is retail which is never open. Mr.
22 Bradley stated while he understood Ms. Holland's comments regarding chewing away at the overlay
23 district, 0% of 0 is 0. He then stated when an applicant is presented to have a retail nature, there should
24 be an obligation to report back to the Village staff at least to have a demonstration it is operating the
25 business as designed and the side door cannot be used to obviate the need for a special use permit.
26 Chairperson Dalman stated they discussed putting time limits on special use permits.
27

28 Mr. Schoon confirmed the pop-up on Lincoln is on the Village Council's radar. He stated the special use
29 which was approved called for pop-ups but for the times in between to have a display of smart home
30 products which they do. Mr. Schoon stated as to the spirit of the applicant's intent and how it is
31 executed, there are differing opinions.
32

33 Mr. Bradley suggested having something retail would create a precedent to say they are providing retail
34 and referred to passing the retail test of offering to sell knobs as not sufficient to pass the test. Ms.
35 Danley wondered if the applicant had retail before. Mr. Bradley referred to the scenario of a law firm set
36 up in the overlay district and selling mugs with the law firm name as not passing the smell test.
37

38 Mr. Schoon informed the Commission there are plenty of special use applications they never see as staff
39 knows what the Commission's reaction would be. He stated they tell the applicant to provide
40 an argument as to why they are different, and the applications do not go anywhere because of the
41 Commission's past actions on similar requests. Mr. Schoon noted an applicant always would have
42 the right to pursue the request, but the Village staff would provide their thoughts regarding how the
43 Commission or the Village Council might react.
44

45 Mr. Golan asked if this applicant went directly in and did not come before the Commission. Mr. Schoon
46 stated they would have to determine what a retail use is and what is not. He stated that is where they
47 may have been trying to assist businesses to open and are told to provide some retail along the street.
48 He stated they have learned what to do and have been burned by doing that. Mr. Schoon then stated to

1 err on the other side, if an applicant wanted to go before the Commission or an interior designer would
2 argue they would sell a few things, he questioned is that enough to make it fit into the retail overlay
3 district. Mr. Schoon noted they ask a lot of determining questions ahead of time, such as the hours of
4 operation, what they plan on selling, etc.

5
6 Chairperson Dalman questioned if the Village staff makes the determination that a majority of retail
7 versus office space does not go to the Village Council. Mr. Schoon responded if it is retail space,
8 a retailer did not need a special use and they encourage all potential tenants to have a walk through
9 with the Village staff to see if there are building and safety code issues, etc. and stated catching people
10 can be hard.

11
12 Chairperson Dalman stated the way the applicant operated the business by inventing herself with other
13 businesses is ideal. She also stated market forces make vacancies since rents are high. Chairperson
14 Dalman then stated they like to see a business doing as well as she has. Ms. Danley described it as
15 a perfect example of what they want there.

16
17 Ms. Holland referred to the argument made by an office applicant that there was no retail around it
18 when Good Grapes was located next door which is retail. She also stated the post office site will be
19 developed across the street from that office use. Ms. Holland then stated they have to have retail and
20 stated the State Street and Madison of the Village is Chestnut and Elm. Ms. Holland stated they
21 rightfully told Body Gears they cannot go in right in the middle, and they are now located on the second
22 floor. She added they have no problem with parking in their new location and they are very happy there.

23
24 The meeting was adjourned at 8:37 p.m.

25
26 Respectfully submitted,

27
28 Antionette Johnson

29 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: PLAN COMMISSION
FROM: DAVID SCHOON, DIRECTOR
DATE: JUNE 20, 2019
SUBJECT: COMPREHENSIVE PLAN – REQUEST FOR PROPOSAL &
BRAINSTORMING IDEAS TO INCORPORATE INTO THE PLAN

DRAFT REQUEST FOR PROPOSALS

On June 27, 2019, the Plan Commission will review and provide comments on a draft request for proposals (RFP) for consulting services to assist the Village with the preparation of a new comprehensive plan. With the assistance of staff and a consultant, the Plan Commission is charged with preparing a draft Comprehensive Plan for the Village Council's consideration and approval. The Plan would establish a vision for the future of the community and provide a roadmap as to how to achieve that vision over the next 15 to 20 years.

The success of a Comprehensive Planning process is dependent on community engagement, thus an important part of the process would involve seeking input from residents, property owners, businesses owners, community organizations as well as from other Village boards and commission and other local government bodies.

The draft RFP contains the following components:

- Section 1 – Project Overview
- Section 2 – Overview of Winnetka
- Section 3A – Scope of Services – Project Goal and Objectives
- Section 3B – Scope of Services – Expected Project Stages, Deliverables and Activities
- Section 4 – Request for Proposals Schedule and Response
- Section 5 – Evaluation Criteria and Selection
- Section 6 – Current Relevant Village Plans
- Section 7 - Appendices

The purpose of the RFP to provide potential consultants a general idea of what the Village is looking for in terms of assistance from them, but at the same time allowing consultants to propose a unique approach that would best fit Winnetka.

BRAINSTORMING IDEAS TO INCORPORATE INTO THE COMPREHENSIVE PLAN

In preparing to work with a consultant to draft a comprehensive plan for the Village, the Village President has requested that Village board and commission members start to brainstorm ideas that they would like to see addressed/incorporated in the Comprehensive Plan.

At the June 27 Plan Commission meeting, staff will walk the Commission through an exercise to start identifying ideas that members would like to consider incorporating into the Plan.

Before we start to think about what ideas we would like to include in a comprehensive plan, it is helpful to outline the components of a Comprehensive Plan. *A comprehensive plan is a **guiding document** that the Village government, residents, employers, developers and other stakeholders use to ensure that Winnetka evolves in line with our **collective vision** for the Village. The plan identifies **goals, objectives and actions** to implement that collective vision.*

A comprehensive plan would include major elements that may stand-alone, be combined, or become incorporated under concepts or themes that run throughout the plan. These elements could include (and which are currently listed in the draft RFP):

- **Land Use** – evaluation of existing land use patterns, as well as guidance on future land use, buildings, development, parking, and zoning.
- **Natural Resources** – parks and other open space, environmental sustainability and sensitivities, and infrastructure.
- **Transportation** – roads, public transportation (rail and bus), and bicycle, and pedestrian connectivity.
- **Housing and Neighborhoods** – housing trends, preservation, and diversity.
- **Urban Design and Community Character** – architecture, community identity, place-making, and wayfinding.
- **Economic Health & Vitality** – commercial development, fiscal health and impacts.
- **Education and Community Institutions** – Public and private elementary and secondary schools, the Public Library, the Community House, and other local social, educational, and community institutions.
- **Public Services, Facilities, and Infrastructure** – Public safety, public and private utilities (including a Village-owned electric power plant), and wired and wireless communication technologies.
- **Community Involvement and Governance** – improving ways community members can be involved in governance.
- **Subarea Plans** – detailed plans regarding land use, circulation, development alternatives, and plans for the Village’s three commercial districts as well as Green Bay Road Corridor. (Discussed further below)
- **Plan Implementation** – a matrix detailing when and how goals under the various elements will be achieved.

Of all the boards and commissions, the Plan Commission will be thinking the most broadly regarding these issues. Though the other boards and commission may comment on all of these, the others are more likely to focus on their area of expertise. For example, the Landmark Preservation Commission may focus more on areas of “Housing and Neighborhoods” and “Urban Design and Community Character”. The Plan Commission’s responsibility, along with assistance from staff and the consultant, will be to synthesize the ideas from the other boards and commissions as well as other community stakeholders that participate in the process into a comprehensive vision and plan for the community.

In preparation for the June 27 meeting, staff suggests that you give some thought to the following questions and keep in mind the elements identified above as well as your experiences with items that have appeared before the Commission.

1. What does Winnetka have going for it that makes it an attractive place to live, work, or operate a business?
2. What is Winnetka missing or lacking that may hold it back from being a better place to live, work or operate a business?
3. What trends are occurring in the region, state, nation or the world that may positively impact Winnetka as a place to live, work, or operate a business?
4. What trends are occurring in the region, state, nation, or the world that may negatively impact Winnetka as a place to live, work, or operate a business?
5. If today you were to describe the “essence” (or character) of Winnetka to someone who knows nothing about Winnetka, how would you describe it?
6. How would you like to be able to describe the “essence” of Winnetka? Or how differently would like to describe that “essence”?
7. What is your vision of what Winnetka would be like in 15 or 20 years?

ATTACHMENTS

Attachment A: Draft Request for Proposals for Comprehensive Plan Consulting Services

REQUEST FOR PROPOSALS

VILLAGE OF WINNETKA



Comprehensive Plan

RFP #019-

ISSUED: _____, 2019

RESPONSES DUE: _____, 2019

PREPARED BY:
David Schoon
Community Development Director
dschoon@winnetka.org

Village of Winnetka
510 Green Bay Road
Winnetka, IL 60093

ATTACHMENTS:
Appendix A: Green Bay Road Corridor Map &
Commercial District Area Map
Appendix B: Professional Services Agreement

SECTION 1: PROJECT OVERVIEW

The Village of Winnetka is seeking a new Comprehensive Plan that would establish a vision for the future of the community and provide a roadmap as to how to achieve that vision over 15 to 20 years. In addition to providing a well-defined framework for the community's development and investment goals, the Plan should explore changing community trends, identify emerging challenges, and promote new opportunities.

SECTION 2: OVERVIEW OF WINNETKA

Picturesquely situated on the shore of Lake Michigan, just 16 miles north of Chicago, Winnetka is made up of tranquil tree-shaded streets and family-oriented neighborhoods, as well as three quaint in-town business districts that are home to a variety of shops and businesses. The Village's current vision statement describes Winnetka as "...a village in a natural setting committed to its tradition of residential neighborhoods, citizen involvement, local shops and educational excellence..."

Winnetka, chartered in 1869 and currently celebrating its sesquicentennial, is home to approximately 12,400 residents, with a household median income of approximately \$216,000. It adopted its first comprehensive plan in 1921 which was written by Edward H. Bennett, who also co-authored the *1909 Plan of Chicago* with Daniel Burnham. Winnetka is 3.9 square miles in size; approximately 5% of the land area is located in the commercial districts.

With respect to its commercial activity, the Village is comprised of three separate commercial districts – Elm Street Business District, Hubbard Woods Business District, and Indian Hill Business District. All three districts are connected by Green Bay Road which is a state-owned and regulated arterial road. Each district is also served by a Metra rail stop along the Union Pacific North line. As the local commercial areas continue to evolve and respond to the changing retail market, the Village has experienced the reuse of existing spaces with the additions of new restaurants and the recent approval of 150 seat banquet facility. Also, the Village Council recently granted final approvals for a five-story, mixed-use development project at the southeast corner of the intersection of Elm Street and Lincoln Avenue in the Elm Street Business District. As approved, the development would consist of approximately 30,000 square feet of first floor commercial space, as well as 15 condominium units, 36 rental apartment units, and seven maisonettes.

Winnetka's residential areas are predominately single family residential, which makes up 86% of the housing stock. The Village has experienced a significant amount of residential teardowns being replaced with significantly larger homes. The community's multi-family residential housing is predominately located within or nearby the commercial cores or along the Green Bay Road corridor. As the community continues to age, community members have expressed the desire for additional housing opportunities for those residents wanting to down-size and remain in the community, while also continuing to maintain a vibrant housing stock for families with children.

Winnetka has experienced severe flooding in recent years in residential neighborhoods throughout the southwest portion of the Village. To address flooding in the community, the Village developed and adopted a Stormwater Management Plan, which it is currently working to implement with the assistance of the Cook County Forest Preserve and the local school districts and park district.

Winnetka has a strong financial status. For many years, the Village has maintained AAA bond rating from Moody's. These ratings, along with minimal debt, are a testament to the Village's strong fiscal management, excellent administration, and capacity for future growth.

Maps for the Village of Winnetka, including an overview map, aerials, and zoning map can be found by [clicking here](#).

SECTION 3A: SCOPE OF SERVICES - PROJECT GOAL AND OBJECTIVES

The Village of Winnetka is seeking a new Comprehensive Plan that would establish a vision for the future of the community and provide a roadmap as to how to achieve that vision over the next 15 to 20 years. The Village's current 2020 Comprehensive Plan, adopted in 1999 does not sufficiently reflect the current realities, challenges, and opportunities facing the Village. A new plan that contemplates what the future may hold and clearly articulates the desired vision of our community will help the Village in its decision-making processes. The Village looks for a plan that is adaptable to change while preserving those elements that make up the essential character of the community.

In addition to providing a well-defined framework for the community's development and investment goals, the Plan should explore changing community trends, identify emerging challenges, and promote new opportunities. In achieving these goals, the project should also fulfill other critical objectives outlined below.

Objective 1: Establish "Winnetka 2040"

The project's first goal is to help Winnetka establish a long-term vision for the community. What should Winnetka look like in 2040? More specifically, what does the community's housing, transportation network, commercial and office development, institutions, open space, and environmental sustainability efforts look like in 20 years? What steps must be taken to maintain and enhance those elements of the community that make it unique and special?

Once that vision is established, the comprehensive plan should provide a roadmap which details how that vision can be achieved. The roadmap should include recommendations and action steps that are mainly within the Village's purview, but can also include strategies that require the participation of local and regional partners.

Objective 2: Incorporate and Build off of Previous Plans

In establishing Winnetka 2040 and developing a roadmap to achieve that vision, the comprehensive plan should consult and incorporate the Village's most recent plans and studies including: the Winnetka 2020 Comprehensive Plan (1999), the Downtown Master Plan (2016), the Stormwater Master Plan (2014), and the Downtown Streetscape and Signage Plan (2018). A list of these plans and how they can be accessed are listed in Section 6.

Objective 3: Robust Community Engagement and Public Communication

The third project objective is to include a high-level of community engagement activities. These activities will ensure a diverse array of residential, business, and other stakeholder voices are heard and incorporated. The activities will be educational as well as interactive. They can include but are not limited to the following public engagement strategies:

- Key stakeholder interviews
- Working groups
- Interactive websites
- Community visioning forums utilizing visual preference surveys/key pad polling
- Outreach activities at community events, festivals, and markets
- Public meetings
- Board and commission meetings
- Attendance at community group meetings
- Open houses

A related objective will be general communication about the process with the public. The project will have a communication strategy and plan to help increase clarity, confidence, and participation in the process by all members of the community who wish to be involved.

Objective 4: Extensive in Scope – Major Elements

The Comprehensive Plan should include the major elements that may stand-alone, be combined, or become incorporated under concepts or themes that run throughout the plan. These elements include:

- **Land Use** – existing and future land use, buildings, development, parking, and zoning.
- **Natural Resources** – parks, open space, environmental sustainability and sensitivities, and infrastructure.
- **Transportation** – roads, public transportation (rail and bus), and bicycle, and pedestrian connectivity.
- **Housing and Neighborhoods** – housing trends, preservation, and diversity.
- **Urban Design and Community Character** – architecture, community identity, place-making, and wayfinding.
- **Economic Health & Vitality** – commercial development, fiscal health and impacts.
- **Education and Community Institutions** – Public and private elementary and secondary schools, the Public Library, the Community House, and other local social, educational, and community institutions.
- **Public Services, Facilities, and Infrastructure** – Public safety, public and private utilities (including a Village-owned electric power plant), and wired and wireless communication technologies.
- **Community Involvement and Governance** – improving ways community members can be involved in governance.
- **Subarea Plans** – detailed plans regarding land use, circulation, development alternatives, and plans for the Village's three commercial districts as well as Green Bay Road Corridor. (Discussed further below)
- **Plan Implementation** – a matrix detailing when and how goals under the various elements will be achieved.

Objective 5: Include in-depth plans for the Village Three Commercial Districts as well as Green Bay Road Corridor.

Comprehensive plans generally focus on the big picture ideas and plans. However, the upcoming comprehensive plan presents a great opportunity to dive deeper into the Green Bay Road Corridor as well as take another look at the Village's three commercial districts. The 2016 Downtown Master plan focused on revitalization of core commercial districts, and did not address the Green Bay Road Corridor to any great extent. Green Bay Road is an arterial street which connects the three business districts and as such has a commercial character. At the same time, the Village has long sought to promote multiple family residential housing along the corridor between the commercial districts, while attempting to assure that such developments are sympathetic in scale and design to adjacent single family neighborhoods.

In addition, the 2016 Downtown Master plan did not address transitional areas surrounding the business districts which have historically been viewed as an opportunity to promote sensitively designed multiple family residential housing in order to provide a more diverse housing stock. These transitional multiple family zoning areas and the Green Bay Road corridor should be re-examined to determine whether land use policies and objectives are fulfilling Village goals and objectives.

The comprehensive plan should provide special sections that provide more detailed analysis and plans for the Green Bay Road Corridor as well as the Village's three commercial districts. The study areas for the Green Bay Road Corridor and the three commercial districts are located in Appendix A.

Objective 6: High-Quality Visuals

The project should integrate high-quality visuals and other visioning exercises into the planning process. Strong imagery and various perspectives are necessary for all stakeholders to truly understand the look and feel of development and design ideas. The Village estimates that the Consultant will need to provide renderings, diagrammatic visuals, posters, site plans, and schemes for the project website and social media, as well as public displays for meetings.

Objective 7: Feasibility and Sustainably

The project should formulate a vision and strategies that are feasible and obtainable. Winnetka will rely on the expertise of the consultant team to ensure that concepts, ideas, and strategies are achievable and realistic. In addition, the vision and strategies must be economically, environmentally, and socially sustainable for the community. Consequently, the consultant team should have experience and a working knowledge of the dynamics affecting land use, development, real estate, economic development, transportation, natural resources, housing, and urban design.

Objective 8: Education and Exploration

The final objective is that the project should be an educational and exploratory process. This project should challenge our community to look beyond our typical notions of land use, development, natural resources, transportation, housing, and open space. The consultant team should guide the Village in thinking outside the box, educate us on innovative solutions, and help us explore new concepts and strategies to enhance our community for future generations.

Objective 9: Check Points with the Village Council

Throughout the planning process, the Consultant and the Plan Commission will bring to the Village Council for its review the deliverables identified in the consultant Phases as well as other issues of policy and vision that will require the Village Council's endorsement. It should be clear that the Village Council is the sole body entrusted with the responsibility to make policy decisions. The consultant will propose a Schedule of Plan Check Points for bringing these reports and issues before Village Council.

SECTION 3B: SCOPE OF SERVICES - EXPECTED PROJECT STAGES, DELIVERABLES, AND ACTIVITIES

Each stage has a description of activities and deliverables. A review period must be incorporated in each phase so that Village staff is given the opportunity to provide the Consultant with feedback on the deliverable, which should be incorporated into the product before it is released to the Plan Commission, Village Council, and the public.

It is expected that the project will be carried out over a 12- to 18-month period. The project will be guided by the Plan Commission who will meet at least once during each phase of the project.

Phase I: Project Award and Kick-off

After the consultant is selected and notified, the Village Council is currently scheduled to officially award the contract at the Village Council meeting on **October 15, 2019**. At this meeting, the Consultant should present an overview of the project's scope, process, and community engagement plan. After the Council presentation, the consultant should plan on a kick-off meeting with Village Staff to discuss project details and logistics, collaboration, as well as hold a kick-off meeting with the Plan Commission.

Deliverable: *Project overview* - a document and accompanying presentation that details the project's process, scope, and community engagement plan.

Phase II: Existing Conditions/Market Assessment

The existing conditions/market assessment phase examines the current market, demographic, land use, development, transportation, and environmental and other conditions in the Community and examines the Winnetka within the context of the sub region. This phase should identify community strengths, challenges, issues and concerns. It should also present a deeper analysis of the Green Bay Road Corridor and the Village's three commercial districts. Community engagement activities, including but not limited to a public meeting, are a part of this phase of the project. The latter stages of the plan will build off the information collected and analyzed during this phase.

Deliverable: *Existing Conditions/Market Assessment* – a document that draws upon quantitative and qualitative data sources and community engagement activities to provide an informative overview of the current state of Winnetka as well as a closer assessment of the Green Bay Road Corridor as well as the Village's three commercial districts. The report should include a summary of key findings as well as identify potential visionary ideas to explore in the next phase.

Phase III: Visioning and Preliminary Recommendations

During this stage of the project, the consultant should synthesize feedback and the findings from the Existing Conditions/Market Assessment and develop a vision as well as preliminary recommendations that will provide the basis for the Comprehensive Plan. As with every phase of this project, this phase should cover elements for the entire community as well as present a more in-depth view of the Green Bay Road Corridor as well as the Village's three commercial districts. These ideas and scenarios should be grounded in market realities. Imagery and visuals are fundamental to this phase of the project.

Community engagement activities, including but not limited to a public meeting, should also be incorporated into this phase of the project. Such activities should enable participants to learn, analyze, and ultimately weigh in on the presented vision. The consultant should document this feedback and utilize it for the next stage of the project.

Deliverable: *Future Land Use and Development Overview* - a document that provides preliminary visions and preliminary recommendations for the Village as a whole as well as the Green Bay Road Corridor and the Village's three commercial districts.

Phase IV: Draft Plan

Once the community has demonstrated general support for the Vision, the project should enter into the Draft Plan stage. This stage helps transform the vision preliminary recommendations into a draft plan that showcases a more definitive vision and provides goals and objectives, implementation strategies and recommendations to achieve the vision. The Draft Plan should cover elements for the entire community as well as present a deeper dive into the Green Bay Road Corridor and the Village's three commercial districts. Community engagement activities should also be incorporated into this phase of the project which include a public comment period, which will be developed with help of Village staff.

Deliverable: *Draft Recommendations Report* - a document that identifies a vision, goals and objectives, and implementation strategies and action steps for Winnetka as well as the Green Bay Road Corridor and the Village's three commercial districts.

Phase V: Final Plan

The culmination of the work described above will be presented in a Final Plan, which should lay out a vision and subsequent recommendations, strategies, and action steps.

Deliverable: *Final Plan* - a document that identifies a vision, recommendations, and action steps for Winnetka. The Plan should cover elements for the entire community as well as present a deeper dive into the Green Bay Road Corridor and the Village's three commercial districts.

SECTION 4: REQUEST FOR PROPOSALS SCHEDULE AND RESPONSE**RFP Schedule**

The Village anticipates following the schedule below for issuing and reviewing this request for proposals:

RFP SCHEDULE

<u>Task</u>	<u>Timeline</u>
Issue RFP	Friday, July 26, 2019
Questions due	Friday, August 9, 2019
Addendum released*	Wednesday, August 14, 2019
Proposals due	Friday, August 23, 2019
Evaluation Committee meets*	September 4-11, 2019
Interviews with qualified consultants*	September 16-20, 2019
Selection of finalist*	Friday, September 20, 2019
Award of agreement*	Tuesday, October 15, 2019
Notice to proceed*	Varies

*The schedule may be modified by the Village if it is deemed to be in the best interest of the Village of Winnetka.

Proposal Submission – Time and Manner

- Proposals will be accepted until **11:00 am local time on Friday, August 23, 2019**. Proposals submitted after that date and time will not be considered. The ultimate responsibility for the delivery of the Proposal rests solely with the Consultant. The Village will make no exception to the submission deadline based upon postal or other delivery served delays, even when untimely delivery of the Proposal was no fault of the Consultant.
- Proposals shall be sealed and marked “Proposal: Comprehensive Plan for the Village of Winnetka” and delivered to:
 David Schoon, Director
 Community Development
 Village of Winnetka
 510 Green Bay Rd
 Winnetka, IL 60093
- Proposals sent by fax or e-mail will not be accepted.
- Proposals shall be bound in one (1) single document.
- A total of nine (9) printed copies of the Proposal shall be submitted. The Village shall not be obligated to return any Proposals or materials submitted.
- Proposals shall also be submitted in electronic format (pdf).
- Proposals may be withdrawn at any time prior to the final submission date by sending written notification of its withdrawal. The Consultant may thereafter submit a new Proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written, will not be considered. A final proposal cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by the Village after the date of receipt or following interviews.
- All comments or concerns regarding this RFP shall be addressed to the Village of Winnetka Community Development Director via email at dschoon@winnetka.org. All such e-mails must contain “Comprehensive Plan” in the subject line of the e-mail. This will allow for responses to go to all Consultants in the event that the question has a pertinent relevance to all those involved. All questions must be received by Friday, **August, 9, 2019 by 12:00 p.m. (noon) local time.**

For information on how to receive a copy of the RFP Package and any addenda contact the Office of the Purchasing Manager at 847-716-3504 or visit the Village of Winnetka procurement website at <https://www.villageofwinnetka.org/departments/finance/bid-and-proposal-opportunities/>.

Submission Requirements

1. Proposal information shall be presented, to the extent possible, in a manner corresponding to, and identified by, the sections stated in this RFP.
2. To be considered complete, proposals must address the questions raised, and provide a complete response to the information requested, in the various sections of this RFP. Each Consultant must submit the information listed below:
 - a. Letter of intent reflecting the Consultant's understanding of the project.
 - b. A detailed description of the Consultant's approach to this project and a proposed work plan, as described in the Scope of Services sections. The description should:
 - i. Discuss how the approach would achieve the goals and objectives outlined in the Scope of Services.
 - ii. Provide a work plan that incorporates the expected project stages, deliverables and activities. Include a discussion regarding work collaboration with Village Staff in order to achieve expectations.
 - iii. Included in this section may be a discussion of any substantive or innovative ideas used in other similar projects, which the consultant feels may be applicable to this project and help differentiate the consultant.
 - iv. Demonstrate a general understanding of Winnetka and its dynamics.
 - v. A project schedule which should outline a specific timeline for each of the proposed project elements as detailed in the Scope of Services. The timeline should allow adequate time for staff review, revisions by the consultants, and additional review before any deliverables are presented to the public.
 - c. Statement of Qualifications - Provide a summary of the Consultant's background, capabilities, experience and qualifications. Include a synopsis of similar assignments and projects of comparable work during the last five years. Provide the same information for any sub-Consultants.
 - d. Names, addresses and responsibilities of key personnel participating in the project. Include resumes for key personnel.
 - e. Clearly specify which personnel will work on various aspects of the project. Include designation of project principal and project manager. Specify any other ongoing projects to which the workgroup is already committed and would be performing at the same time as work for the Village of Winnetka.
 - f. Provide a project timeline inclusive of all Tasks and deliverables and an estimated date of completion.
 - g. Provide a pricing proposal with a breakdown of the number of hours required per Task and total cost per Task. Provide hourly rates for all personnel involved in the project.
 - h. Provide a description of the type and level of support the Consultant will require/expect from the Village for each project phase.
 - i. Names, addresses, email addresses and telephone numbers of a minimum of five (5) references for similar projects.

Any consultant may be required by the Village to submit additional data to satisfy the Village that such Consultant is prepared to fulfill the Contract, if it is awarded to them.

SECTION 5: EVALUATION CRITERIA AND SELECTION**Evaluation**

The Village will be the sole and final judge of the merits of the Proposals submitted. The Proposals will be evaluated by the following criteria, which are not listed in order of importance:

1. Compliance with the RFP requirements.
2. Previous experience and capabilities in comparable projects and the Consultant's technical experience with comprehensive planning.
3. A demonstration of the ability to provide creative solutions in developed communities which are implemented and accepted by the community.
4. The specific approach the Consultant takes for the project. Although the Village has identified the scope of services required, in some cases the Consultant is provided leeway toward the approach and methodology of the services. The Proposal should reflect a specific approach and outline of the project.
5. Past record of performance on projects with other governmental agencies, including such factors as control of costs, quality of work and ability to meet schedules.
6. Capacity of the Consultant to perform within the specified time frames.
7. Qualifications of the individuals and sub-consultants who will have direct involvement with the tasks of this project.
8. Overall proposed cost.

The Village intends to negotiate an agreement for the production of the Comprehensive Plan with the selected Consultant. A copy of the Village's standard professional services agreement language can be found in Appendix A. If an acceptable agreement cannot be negotiated within an acceptable time period from the date of Consultant section, negotiations with the next ranked Consultant may be initiated.

SECTION 6: CURRENT RELEVANT VILLAGE PLANS

1. Winnetka 2020 Comprehensive Plan (1999) – [View the Plan](#)
2. Downtown Master Plan (2016) – [View the Plan](#)
3. Downtown Streetscape and Signage Plan (2018) – [View the Plan](#)
4. Stormwater Master Plan (2014) – [View the Plan](#)

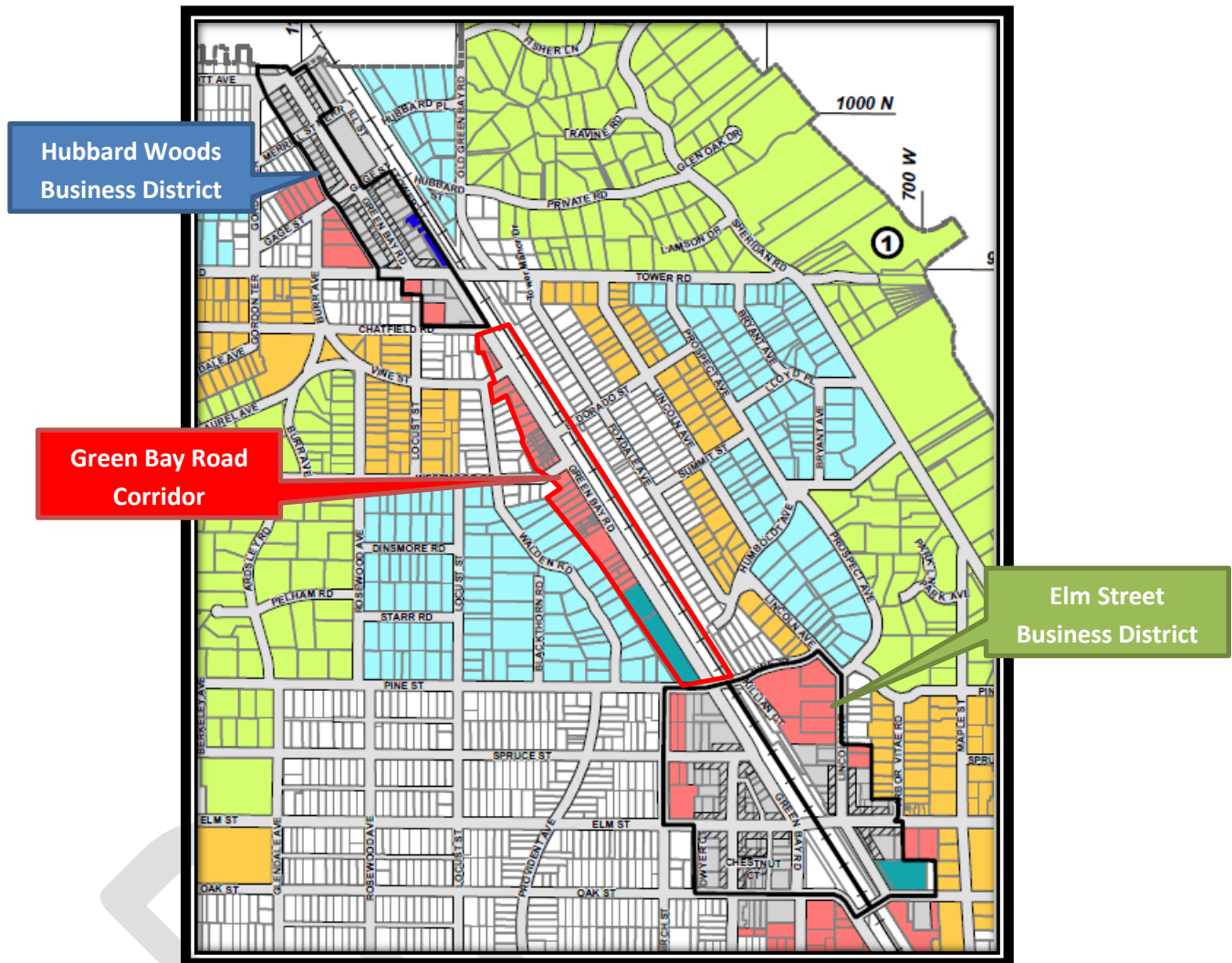
SECTION 7: APPENDICES

1. Appendix A: Green Bay Road Corridor Map & Commercial District Area Map
2. Appendix B: Professional Services Agreement

APPENDIX A

GREEN BAY ROAD CORRIDOR MAP & COMMERCIAL DISTRICTS AREA MAPS

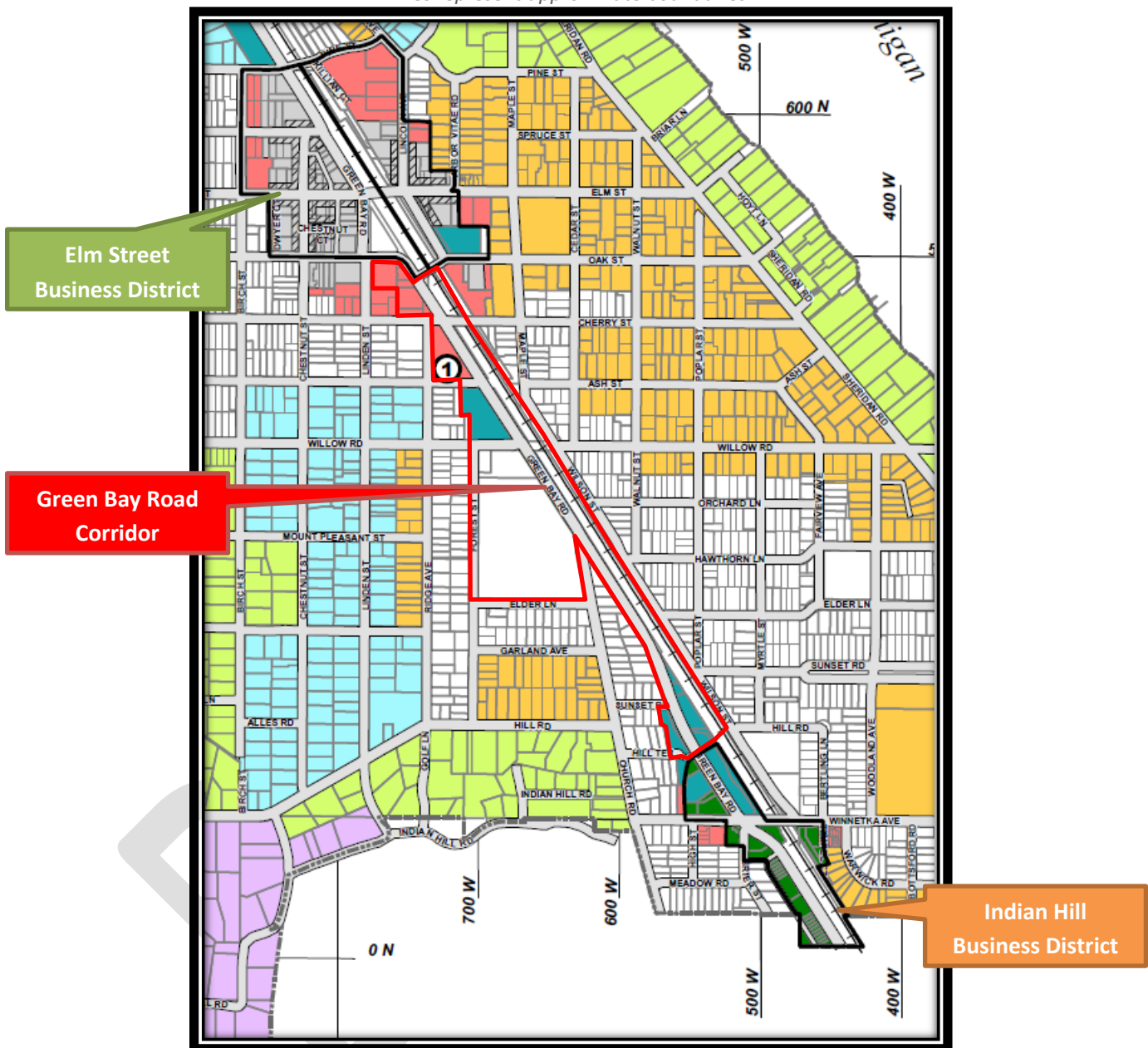
Lines represent approximate boundaries.



APPENDIX A (Cont'd)

GREEN BAY ROAD CORRIDOR MAP & COMMERCIAL DISTRICTS AREA MAPS

Lines represent approximate boundaries.



APPENDIX _____

**VILLAGE OF WINNETKA
DRAFT PROFESSIONAL SERVICES AGREEMENT**

[To be inserted later.]

DRAFT