



PLAN COMMISSION **RESCHEDULED** REGULAR MEETING

WEDNESDAY, AUGUST 7, 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 June 27, 2019 meeting minutes.
5. **Case No. 19-17-SU: 901-905 Green Bay Road – Jeannie Balsam Interiors:** An application submitted by Jeannie Balsam Interiors seeking approval of a Special Use Permit to allow an interior design office to operate on the ground floor in the C-2 Commercial Overlay District.
6. **Comprehensive Plan Discussion:** The Plan Commission will continue 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
RESCHEDULED REGULAR MEETING MINUTES
JUNE 27, 2019**

Members Present:

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

Non-voting Members Present:

John Swierk

Members Absent:

Matthew Bradley
Mamie Case

Village Staff:

David Schoon, Director of Community Development
Ann Klaassen, Senior Planner

Call to Order and Roll Call.

Chairperson Dalman called the rescheduled Plan Commission meeting to order at 7:03 p.m. She noted that members Matt Bradley and Mamie Case were absent.

Approval of April 3, 2019 meeting minutes.

Chairperson Dalman asked if there were any comments or corrections to be made to the April 3, 2019 minutes. Mr. Foley clarified his comment on page 9 relating to a dog grooming business. Chairperson Dalman asked if there were any other changes. No additional comments were made at this time. She then asked for a motion to adopt the rescheduled regular meeting minutes of April 3, 2019, as amended. A motion was made by Ms. Danley and seconded by Mr. Golan. A vote was taken and the motion unanimously passed.

Community Development Report.

Mr. Schoon stated John Swierk had introduced himself to the Commission as a Village Trustee. He stated the Village Council in the past has had a member of the Village Council serve as a liaison to the Commission which meant while he could participate, he could not vote on matters before the Commission. Mr. Schoon also stated it would allow Mr. Swierk to advise the Village Council at their meeting what is occurring on the Commission.

Mr. Schoon informed the Commission Boutique Bites was approved to go in Hubbard Woods at 915 Green Bay Road. He stated the Village Council also adopted the planned development regulations and have since appointed members to the Planned Development Commission which would consist of five Plan Commission Members and four ZBA Members, which would change after two years when the Planned Development Commission would then consist of five ZBA members and four Plan Commission members. Mr. Schoon stated the Chair of the body with five members would serve as the Chair of the Planned Development Commission with Matt Bradley being the first Chairman. He then identified the ZBA Members as Sarah Balassa, Lynn Hadley and Wally Greenough and that Chairperson Dalman would serve as Vice-Chairman of the Planned Development Commission together with John Golan, Bridget

1 Orsic, Layla Danley and Jay Vanderlaan as the Commissions' Members. Mr. Schoon then stated at the
2 first meeting, the Planned Development Commission would adopt rules of procedure and go over the
3 new planned development process and regulations with those members.

4
5 Mr. Schoon then stated the Village Council approved an agreement with New Trier High School for
6 storm water improvements to be made at Duke Childs Field and as part of that agreement; the Village
7 Council approved zoning relief as part of that approval with the Village Council granting an amendment
8 to the special use to accommodate changes on the site. He also stated on July 5, 2019, the new overlay
9 district regulations will take effect and the Village Council gave them a grace period in order to give
10 landlords working on leases which may require a special use which would have been allowed by right
11 time to go through the process without having to go through the special use process. Mr. Schoon asked
12 if there were any questions.

13
14 Mr. Swierk stated in connection with the New Trier request, years ago he was on the DRB and New
15 Trier came to the DRB and ZBA with regard to putting screen netting up. He commented it was terrible
16 and it is part of the new agreement and has been approved. Mr. Swierk then stated in light of people
17 getting hit on baseball fields lately, there should be some flexibility. He noted while some of the other
18 Village Council members did not agree with him, they were told it would be well maintained and would
19 not be a visual hindrance year round. Mr. Swierk also stated it would be located on the New Trier varsity
20 field. Mr. Schoon noted the varsity baseball field would have netting which is 50 feet tall and the varsity
21 softball field would have 30 foot netting. Chairperson Dalman asked how far it would extend and Mr.
22 Schoon responded it would extend 100 feet along the first and third baselines. Mr. Swierk then stated it
23 would not be easily visible in the summer because of the trees and would be more visible in the winter.
24 Ms. Holland referred to the blue dawn color used to paint the antennas and the problem the police
25 department had with it years ago. Mr. Golan stated the Commission recommended the Village Council
26 approve it years ago from a safety perspective with the concept that they planned to do significant
27 landscaping to soften it. Mr. Schoon confirmed the existing fields would remain in their current location
28 and a junior varsity field would also be built.

29
30 Chairperson Dalman welcomed Mr. Swierk to the Commission and stated the Commission welcomed the
31 feedback given by the Village Council liaison. She then asked Mr. Schoon with regard to the grace
32 period, for permitted uses which would become a special use, were there any pending applications
33 which came in during that 60 day period. Mr. Schoon confirmed there were not and noted the nail salon
34 would become a special use after July 5th under the new regulations. He stated a property owner
35 expressed concern and the Village Council decided to give time to the property owner and others in a
36 similar situation. Chairperson Dalman asked if there were any other questions. No additional questions
37 were raised at this time.

38 39 **Public Comment.**

40 Chairperson Dalman asked if there was any public comment on matters not on the agenda. No
41 comments were made at his time.

42 43 **Comprehensive Plan Request for Proposals. The Plan Commission reviewed and provided** 44 **comments regarding the draft request for proposals for comprehensive plan consulting services.**

45 Mr. Schoon informed the Commission the Village Council budgeted money this year to start the
46 Comprehensive Plan process. He stated the Commission would be the lead entity in terms of developing
47 the plan with the Village staff and consultant. Mr. Schoon stated once a consultant is brought on board,
48 it would take 12-18 months to complete it. He stated a lot of it dealt with public participation and

1 allowing the public to respond and go through the information to prepare it.

2
3 Mr. Schoon stated the goal of the Comprehensive Plan is to create a vision of what the community
4 would be in the next 20 years including what aspects they want to preserve, maintain, enhance or
5 change. He stated the Comprehensive Plan would also identify goals, objectives and actions to achieve
6 the vision of where they want the community to be. Mr. Schoon stated the first step would be to select
7 a consultant to assist with the process. He then stated Chairperson Dalman and Mr. Bradley met with
8 President Rintz to discuss the process and President Rintz asked each advisory body to provide their
9 thoughts or concepts which they felt needed to be addressed in the plan as well as selecting the
10 consultant. Mr. Schoon informed the Commission the Village staff would assist with interviewing and
11 making recommendations as to who the consultant should be. He then stated they wanted the
12 Commission to have the ability to provide comments on the RFP.

13
14 Mr. Schoon stated the RFP is divided into main sections with the overview saying they want assistance in
15 preparing the Comprehensive Plan for the community with a section to give a flavor to consultants in
16 terms of what the community is and provides highlights with the expectation that any consultant would
17 do their own research of the community. He stated they also identify some goals and objectives they are
18 looking for in a consultant as well as identifying stages of what they expect to be delivered. Mr. Schoon
19 then stated there is the detail aspect of what they are looking for in terms of the response to evaluate
20 the proposals submitted. He stated it represented a general description of the process and they
21 anticipate each consultant to propose an appropriate process for their community in terms of the
22 Village's size and makeup. Mr. Schoon stated while they outline a general process, they do not want to
23 get too specific in an effort to see what they get back from consultants as to how they would approach
24 the project. He stated they are scheduled to go to the Village Council on July 16, 2019 to get their
25 authority to move forward with the RFP and once that happened, it would be released the following
26 week giving the consultants a month to respond. Mr. Schoon then stated they would review the
27 proposals, schedule interviews and select a consultant with the goal of going back before the Village
28 Council in October with the preferred consultant and the consultant would then begin their work. He
29 then asked if there were any questions.

30
31 Mr. Vanderlaan stated with regard to the 12-18 month process, he asked if the consultant would be on
32 board during that entire time period. Mr. Schoon responded they would be assisting throughout the
33 entire process. Mr. Vanderlaan then asked if it would be a fixed bid as opposed to time and expenses.
34 Mr. Schoon confirmed it would be fixed. Mr. Swierk asked what the budget is for the consultant and Mr.
35 Schoon responded it could range from \$100,000-\$200,000. Chairperson Dalman asked if it would be the
36 same process compared to that for the previous Comprehensive Plan and referred to the issues with the
37 last consultant. Mr. Schoon confirmed a consultant was hired and some issues developed with the
38 process being taken more in-house with volunteers. Ms. Holland stated the previously hired consultant
39 was very capable with the company head living in Glencoe and very familiar with issues in the
40 communities. She also stated while they had good focus groups, the result was not only boilerplate but
41 another community's name was included in the response. Ms. Holland stated she was Village President
42 at the time and they paid the consultant and fired them. She stated they then went to four Village
43 residents who are planners who did a great job on the 2020 plan.

44
45 Ms. Orsic asked if they had any ideas as to how to proceed other than the hope to get consultant
46 responses. Chairperson Dalman stated the plan is to post it on the Village's website as well as with the
47 American Planning Association. She described it as a specialized process that most communities follow.
48 Chairperson Dalman then referred to professional consultants who worked with the Park District and

1 the waterfront master plan. She also stated the consultants who respond would be quality consultants.

2
3 Mr. Vanderlaan asked if they would pull in some of the consultants Chairperson Dalman referenced
4 other than posting on the website. Mr. Schoon confirmed they would and referred to four or five
5 nationally recognized planning firms who would bid on it as well as others across the country. Mr. Golan
6 asked if the consultants would be contacted or if the Village would wait for them to be contacted from
7 the Village's website. Mr. Schoon referred to the American Planning Association, the Illinois Planning
8 Association and other websites that consultants look at regularly. He also stated it is not hard to target
9 consultants you want to get. Chairperson Dalman described the internet as a good place for the market
10 to exchange ideas and information. Mr. Schoon informed the Commission the consultant would put
11 together a plan which would be different than that of a Midwest town. Ms. Holland stated selecting a
12 consultant would be a big decision since so much of what the Village does and plans for comes out of
13 the Comprehensive Plan. Chairperson Dalman stated in her experience in working with many
14 jurisdictions, the hard part about making it unique for a municipality is to have a robust outreach which
15 takes time and money including talking to the stakeholder groups, PTO meetings, etc. She added the
16 only way to make it unique is to invest the time and money necessary. Chairperson Dalman then
17 commented the time frame for the consultant seemed tight and it would be interesting to see what the
18 responses are.

19
20 Mr. Foley asked what the response process is. Mr. Schoon stated they expect them to submit electronic
21 and hard copies. Mr. Vanderlaan stated the materials stated the Village is the sole and final aspect and
22 asked if that meant the Village Council specifically. Mr. Schoon confirmed that is correct. Chairperson
23 Dalman asked Mr. Schoon if he was on staff in Northbrook throughout their Comprehensive Plan
24 process. Mr. Schoon confirmed that is correct.

25
26 Chairperson Dalman asked Mr. Schoon if he wanted the Commission's comments on the draft RFP. Mr.
27 Schoon stated if there is something which jumped out at the Commission Members in terms of wording
28 or content, they can take that under advisement. Mr. Vanderlaan referred to minor typos. He also
29 stated in the RFP schedule, he asked who would be on the evaluation committee. Mr. Schoon
30 responded it will be Chairman Dalman, Mr. Bradley and the Village staff and they would speak to
31 President Rintz to determine if they wanted a Village Council representative on the committee. Mr.
32 Foley then asked what the evaluation criteria are. Mr. Schoon stated they will lay that out as they go
33 through the process. Mr. Foley then stated with regard to the Village plans, he referred to the
34 Environmental and Forestry Commission's GRC 2 plan and stated that it had a lot of the same criteria in
35 it. He described it as very detailed and is something they should consider. Mr. Foley also stated it could
36 be instructive since it is so comprehensive. He then stated the results of their work are posted on the
37 EFC's portion on the Village's website. Chairperson Dalman asked if the GRC 2 is part of the Winnetka
38 Plan. Mr. Foley stated it is a regional template and it can be modified for a particular locale. He then
39 stated when it was accepted, they were given a couple of things to prioritize. Mr. Foley described it as a
40 useful exercise for them and it may have some relevance to the Commission. Chairperson Dalman stated
41 she liked the fact that there is a balance between what they want to preserve and what they all like
42 about Winnetka and while understanding what else is out there to consider and making sure they are
43 keeping current and following trends and things they should be thinking about like sustainability and
44 green initiatives.

45
46 Ms. Holland informed the Commission she gave Mr. Schoon an original of the 1920 Comprehensive Plan
47 and stated the Historical Society has a number of copies. Ms. Holland then stated a lot of things were
48 suggested in 1921 and referred to lowering the railroad tracks. She also referred to Harold Ickes and the

1 fact that the railroad refused to help. Ms. Holland then referred to the grade at Cherry Street and stated
2 the dirt from the dig filled the Skokie Lagoon. Mr. Golan referred to the amount of debris found when
3 digging on Auburn by Willow Road and Chairperson Dalman stated that was formerly the Village dump.
4 Mr. Swierk stated during the building of their addition in his backyard on Ash, they found thousands of
5 bottles.

6
7 Chairperson Dalman stated she looked at the draft and already provided her comments. She then stated
8 in Ms. Holland's tenure in working on the previous report, they want to make sure they have the right
9 balance in terms of what they are asking for and to make sure they are asking for the right information
10 to come back at them and to set boundaries. Ms. Holland stated an important aspect is outreach and
11 suggested they break out into smaller groups to go out to public places and describe how important the
12 plan is.

13
14 Mr. Vanderlaan referred to the timeline and asked if there will be public outreach and asked if they
15 would have the outreach going on continuously, especially through the nicer weather when they have
16 events going on in order to get people's perspectives in those settings. He stated that would allow them
17 to get people's perspectives in a different setting and the ability of the consultants to see people and
18 engage with them in town. Mr. Vanderlaan asked if they would have it occur during the spring or
19 fall. Mr. Schoon stated when the consultant start doing their work, they would be doing a lot of
20 background, research and analysis and putting that information together which they would present to
21 the Commission in terms of framework and then to start to share with the community. He indicated it
22 may be in the spring when they start that and identify those community events like they did with the
23 Downtown Plan and streetscape, some of which occurred inside such as at ice skating events. Mr.
24 Schoon stated they would tie into those events to get community input as well as to identify other ways
25 to gather community input. He also stated there would be meetings with particular stakeholders,
26 some of which would be done in the beginning.

27
28 Mr. Schoon stated Mr. Vanderlaan raised a good point and stated they definitely have to get community
29 input. Ms. Danley referred to the dog park and asked what kind of response they got from those
30 surveys. Mr. Schoon stated it varies from community to community and they have gotten some good
31 responses in the past. He referred to a 15-20% response as good. Mr. Schoon added some community
32 members do not have time to complete them while there are others who are more active in the
33 community.

34
35 Ms. Holland referred to the huge response to the Caucus survey, which was larger than the last five
36 years and that it was interesting that everyone had a comment and were not just checking off boxes
37 which she described as important. Mr. Vanderlaan stated last year, the survey response was low
38 between 4-6%. Mr. Schoon stated surveys like that involve voluntary participation and they have less
39 control over that which they have to keep in mind.

40
41 Chairperson Dalman referred to the Wilmette Farmer's Market and when they did their Comprehensive
42 Plan, they had a consultant or commission members sit and when people walked by, they gave them
43 comments. She indicated it may have been part of the consultant's work which she described as key
44 moments to get feedback. Mr. Vanderlaan referred to unique and new endeavors for the Village
45 and other communities are paying attention to the prime opportunity to solicit feedback. He reiterated
46 there is a different mindset when you are put in that type of situation and when people's creativity
47 spiked, they have to make sure capture their thoughts.

48

1 Ms. Danley stated her concern related to talking about proposals being due in August during the
2 summer. Mr. Schoon stated they can extend the time period if they want and in his experience, people
3 respond at the last moment. He stated if you give them 6-8 weeks you would see they all come in the
4 week they are due. Chairperson Dalman agreed they can extend the time period if necessary. Mr.
5 Schoon stated that would then push back the schedule of when they can get started. Ms. Danley
6 referred to people who would be on vacation.

7
8 Mr. Schoon then stated for the Commission's recommendation, they want to make sure they have
9 adequate time so they can push it back to the second week of September. Chairperson Dalman referred
10 to page 7 of the materials. Mr. Swierk stated that would then run into Thanksgiving. Chairperson
11 Dalman suggested they give them until the end of August. Mr. Schoon stated they would explore it more
12 to determine how much time to give. Chairperson Dalman asked if the public outreach or meeting with
13 stakeholders is done only on the front end or does it happen twice after the draft report. She stated the
14 materials indicate after the draft report there are some additional meetings with stakeholders. Mr.
15 Schoon stated they want to identify an opportunity for the public to comment and how to structure it.

16
17 Mr. Schoon then stated with regard to the consultant's ideas and thoughts in terms of how to bring it all
18 back together, he referred to Phase 3 and the preliminary recommendations where they would be at a
19 point finalizing public input and have a draft plan which says this is what they heard from the
20 community and the Commission. He stated it then becomes the Commission's interpretation of what
21 should be in the plan. Mr. Schoon noted there will be an opportunity for the public to comment. He then
22 stated in connection with goals and objectives, when the draft plan is starting to get in final form, they
23 would review and make comments and put it in final form for the Village Council. Mr. Foley asked if
24 there would be input from other bodies in the RFP process. Mr. Schoon stated there would not.

25
26 Mr. Golan asked if the Winnetka 2040 plan would not be tweaking the 2020 Comprehensive Plan but
27 would be completely new. Mr. Schoon stated that is to be determined but it will be a new document. He
28 then stated in terms of whether they felt there are goals and objectives they still want to maintain, they
29 can be similar. Mr. Golan referred to the old book compared to downtown and the look of Winnetka to
30 Lake Forest.

31
32 Ms. Orsic commented what she found interesting in the 1920 Plan was the major changes to streets
33 which included widening, and adding streets, etc. and there is a lot which can be encompassed. Mr.
34 Golan stated you can see how the whole concept changed and referred to the old Commission having 75
35 members.

36
37 Chairperson Dalman stated unless there are additional comments or thoughts for the draft RFP, they
38 would move on to the next agenda item. No additional comments were made at this time.

39
40 **Comprehensive Plan Workshop Session: The Plan Commission held a workshop session to**
41 **discuss ideas for inclusion in a new comprehensive plan.**

42 Mr. Schoon informed the Commission that President Rintz asked each advisory body to give their
43 thoughts about ideas to incorporate. He noted the LPC has been doing this for some time. Mr. Schoon
44 then stated for the last 6-9 months, the LPC has been identifying things they would like the Village
45 Council to consider in terms of encouraging the preservation of historic and architecturally significant
46 structures. He then stated the ZBA and DRB have not had those discussions yet. Mr. Schoon also stated
47 while the Commission is the lead entity in terms of formulating the plan, the thought was for them to
48 take time to walk through this exercise to get them thinking about issues. He also stated while they

1 planned to do something similar with the ZBA, they would have a narrower focus and the DRB would be
2 focused on design.

3
4 Mr. Schoon stated in connection with the PowerPoint presentation, he referred to the use of the SWOT
5 analysis whose general frameworks identified strengths, weaknesses, opportunities and threats. Mr.
6 Schoon stated with regard to strengths, it would consist of what makes Winnetka an attractive place to
7 live, work or run a business which included education, parks and where they worship in terms of their
8 everyday life. Mr. Schoon stated with regard to work, he asked what opportunities did people have here
9 to work and continue to be able to foster those. He stated with regard to weaknesses, he asked what is
10 holding them back from being a better place to live, work or run a business. Mr. Schoon stated
11 opportunities and threats are considered to be more internal and relate to what is happening around
12 them in the region, the state and the world and how things are changing. He indicated there may be an
13 opportunity for them in a certain area they need to consider or a change in what people are looking for
14 in terms of a place to live.

15
16 Mr. Schoon asked the Commission Members to keep mind if they were to describe what makes
17 Winnetka Winnetka to people, how you would describe it. He also stated in the same vein, he asked
18 how would you describe what is Winnetka and what they would want to make different to better fit into
19 a vision of what they want Winnetka to be in 15 to 20 years. Mr. Schoon stated they also outlined in
20 the memo that a Comprehensive Plan can address a number of areas where most people consider being
21 the land use aspect. He stated it could also have other areas they need to think about such as national
22 resources, open space, preserving sensitive areas, education and other institutional aspects. Mr. Schoon
23 stated while some of these things Winnetka did not have a lot of control over, they could partner with
24 other organizations such as the school district or Park District to support their efforts to address these
25 various areas.

26
27 Mr. Schoon also asked the Commission Members to think about their work and job as a Commission as
28 they address special uses or text amendments, zoning and subdivisions and how that experience has
29 been and what should they be thinking about differently with regard to their rules, regulations or
30 processes.

31
32 Mr. Schoon then stated with regard to strengths, he asked the Commission Members what they
33 thought Winnetka has going for it. The Commission Members identified the following as strengths: (1)
34 New Trier High School; (2) beautiful natural setting; (3) location to Chicago and the lakefront; (4) Metra
35 commuter rail - three stops/availability; (5) bikeability/walkability; (6) District 36 and other educational
36 opportunities - quality and options; (7) lack of traffic; (8) quality of local electric service; (9) generations
37 live here; (10) balance of new people and long term residents; (11) proximity to other dining areas and
38 entertainment (Highwood/ Evanston/Writer's Theater); (12) neighborhood feel/residential feel; (13)
39 park district facilities and recreational opportunities; (14) beach town feel; (15) Community House; (16)
40 very sociable town/community engagement; (17) very highly educated community; (18) the Bookstall;
41 (19) great area for families and to raise children; (20) high income residents that support local
42 businesses with a product in demand; and (21) personal safety.

43
44 Mr. Schoon stated with regard to weaknesses, he asked what they felt Winnetka is missing or lacking.
45 The Commission Members identified the missing/lacking areas as follows: (1) public elementary schools
46 need to be updated; (2) family dining options; (3) brewpubs; (3) lack of entry level family
47 homes/teardowns removing entry level homes; (4) diversity of housing (e.g., multi-family and senior
48 housing); (5) no public pool; (6) activities for teenagers; (7) located in the State of Illinois; (8) total tax

1 burden/full cost of living; (9) need more housing options for downzoning; (10) vacant One Winnetka
2 sites; (11) could use more retail/interactive businesses; (12) vacant storefronts; (13) vibrancy of
3 commercial areas; (14) bike racks; (15) flooding in certain areas; (16) aging public infrastructure;
4 and (17) co-working spaces or space to work outside of home.

5
6 Mr. Schoon stated with regard to opportunities, he asked the Commission Members what they felt was
7 positive in connection with living, working and running a business in Winnetka. The Commission
8 Members identified the following: (1) sustainability trend; (2) more people working from home leads to
9 more support of local businesses; (3) electric vehicles and charging stations; (4) support for biking across
10 the country; (5) quality of food from food trucks - way to bring in vibrancy ("Food Truck Fridays"); (6)
11 technology - 3D printing/robotics - how to support educational opportunities - STEM educational
12 opportunities; and (7) rise in eating out as entertainment.

13
14 Mr. Schoon then asked the Commission Members what they perceived as threats. The Commission
15 Members identified the following: (1) high taxes/graduated income tax; (2) unfunded pension liabilities;
16 (3) working from home allows individuals to be more mobile; (4) on-line shopping threat to local
17 retailers; (4) where do young people want to live; (5) capped real estate deduction; (6) rise of the warm
18 weather cities; (7) aging population and the need for housing/services; (8) climate change; and (9) beach
19 erosion.

20
21 Mr. Schoon then stated at the next meeting, there would be some organization as to how to address
22 issues in the Comprehensive Plan and give feedback. He also asked the Commission Members what is
23 the most important community strength among those identified. The Commission Members responded
24 education. Mr. Golan stated the Village is a great area for raising children and encompasses everything
25 such as good schools, safety, etc. He then asked how many people go to the beaches. Ms. Holland
26 indicated the Park District would have that information.

27
28 Mr. Schoon then asked the Commission Members what they felt is the greatest weakness among those
29 identified. Chairperson Dalman responded their location in the State of Illinois. Mr. Vanderlaan stated
30 the net outflow of the population Illinois is high ranking. Mr. Golan stated it is expensive to live in the
31 Village and referred to the total tax burden. Chairperson Dalman identified the greatest weakness as the
32 total or full cost of living.

33
34 Mr. Schoon asked the Commission Members what they felt is the most important opportunity among
35 those identified. Chairperson Dalman stated filling of the storefronts and the vitality of the business
36 districts. Ms. Holland stated there are a small number of vacancies. Mr. Schoon confirmed there is a 6%
37 vacancy rate not including One Winnetka. He also stated the Indian Hill car dealership made the
38 vacancy relatively high. Ms. Orsic referred to means of transportation in the summer which she
39 described as fun to see including three wheelers, etc.

40
41 Mr. Schoon asked the Commission Members what they felt is the biggest threat among those identified.
42 Chairperson Dalman referred to the vitality of the region. Ms. Orsic stated the threats identified are
43 bigger than just relating to the Village and apply to the whole state. Chairperson Dalman identified the
44 Chicago economy as the most diverse. Mr. Vanderlaan stated the proximity to lower taxed and better
45 governed states like Indiana and Wisconsin. Mr. Golan stated with regard to opportunities, he referred
46 to restaurants and the long wait times in Wilmette restaurants where dining has shifted from
47 being necessary to a form of entertainment although it is taxed.

48

1 Mr. Schoon stated the point of the exercise is to get the Commission Members thinking about what the
2 issues are as they go through this and what they hear from the community and to see what their
3 perceptions are and if they are in line. He stated at the next meeting, they would put together a
4 summary to identify how to address these issues in the Comprehensive Plan and get feedback on that
5 which would be shared with the Village Council. Mr. Foley asked if they can add items between now and
6 the next meeting. Mr. Schoon responded items can be added when they review it.

7
8 Mr. Golan referred to the Comprehensive Plan and the national trend and questioned if the things they
9 are concerned about are part of the Comprehensive Plan or if they can be addressed in the
10 Comprehensive Plan. Mr. Schoon responded if they believe young people move to the suburbs and
11 capture the transition, he asked what are the young people looking for as they move out there and do
12 those people want a vibrant commercial area or strip malls as an example. He then stated in connection
13 with the graduated income tax threat, he asked how would that be an impact in terms of what people
14 are looking for in living in the Village, whether people are looking for bigger or smaller homes and how
15 the Village can provide opportunities. Mr. Schoon noted the aging population is a national trend and
16 questioned how does that impact the maintenance of homes, whether there are financial or health
17 issues of the homeowners and how do they deal with that. He stated there are things which are national
18 trends that they should think about and how do they need to prepare for those things moving forward.
19 Mr. Schoon also stated there are still a significant number homes and properties which have
20 maintenance issues. Chairperson Dalman referred to a company on Tower Court which assists with
21 maintenance issues.

22
23 Chairperson Dalman confirmed the next meeting date is July 24, 2019 and asked if there were any
24 agenda items. Ms. Klaassen responded they anticipated a special use application. The Commission
25 Members then discussed the quorum with four Commission Members noting they would not be
26 available. Mr. Schoon stated he would find out the availability of the absent members. The Commission
27 Members discussed July 31st as a possible alternate date and Mr. Schoon confirmed he would follow up.

28
29 The meeting was adjourned at 9:12 p.m.

30
31 Respectfully submitted,

32
33 Antionette Johnson
34 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: PLAN COMMISSION
FROM: ANN KLAASSEN, SENIOR PLANNER
DATE: AUGUST 1, 2019
SUBJECT: CASE NO. 19-17-SU: 901-905 GREEN BAY ROAD - JEANNIE BALSAM
INTERIORS SPECIAL USE PERMIT

INTRODUCTION

On August 7, 2019, the Plan Commission is scheduled to consider an application submitted by Jeannie Balsam Interiors (the "Applicant"), concerning a Special Use Permit in accordance with Chapter 17.44 [C-2 General Retail Commercial District] and Chapter 17.56 [Special Uses] of the Winnetka Zoning Ordinance to allow an interior design office on the ground floor at 901-905 Green Bay Road (the "Subject Property"). The Applicant is the lessee of the Subject Property, which is owned by LaSalle Bank National Association as Trustee under Trust Agreement dated November 10, 1976 and known as Trust Number R-1986 party of first part, and 901-05 Linden LLC party of the second part (the "Owner").

A sign has been posted on the Subject Property and a website notice has been posted on the Village website indicating the time and date of the Plan Commission public hearing. A mailed notice has been sent to property owners within 500 feet of the Subject Property. As of the date of this memo, staff has received 42 written comments from the public regarding this application. The comments are provided in Attachment B of this report.

PROPERTY DESCRIPTION

The Subject Property is the entire first floor commercial space located in the two-story commercial building at 901-905 Green Bay Road, located on the east side of Green Bay Road between Tower Road and Gage Street. The Subject Property is currently occupied by *Crème de la Crème*, which is scheduled to close this summer. *Skandal*, a home design and women's and children's apparel store, is located to the north of the Subject Property, and to the south are *Benvenuti and Stein*, a design build and custom cabinetry business, and *Grateful Bites Pizza Shoppe*. Figures 2 through 4 later in this report identify the Subject Property and the neighboring businesses.

The Applicant currently occupies second floor office space located above the Subject Property. The Subject Property is located within the Village's **Commercial Overlay District**, which places limits on many non-retail uses, including interior decorating services (with no retail inventory), requiring that they be evaluated by the Plan Commission and Village Council as a special use.

COMMERCIAL OVERLAY DISTRICT BACKGROUND

The Overlay District was established in 1987 out of concern about the viability of the business districts as a whole if non-retail occupancies were allowed to proliferate and occupy significant areas within retail

shopping districts. At the time of adoption there was a concern about the possible proliferation of real estate offices and financial institutions.

The Village Zoning Ordinance describes the purpose of the Overlay District and its restrictions on non-retail uses as being

“to encourage retailing of comparison shopping goods and personal services compatible with such retailing on ground floor in order to encourage a clustering of such uses, to provide for a wide variety of retail shops and expose such shops to maximum foot traffic, while keeping such traffic in concentrated (yet well distinguished) channels throughout the district.”

Since its adoption in 1987, the Overlay District has been revised on more than one occasion to alter district boundaries, or to modify the types of uses which are permitted within each district. The most recent amendment occurred on April 4, 2019 when the Village Council adopted MC-01-2019, amending the Zoning Ordinance regarding uses and regulations in the three commercial districts, including amendments to the Overlay District and the standards used to evaluate a special use. The amendments went into effect on July 4, 2019. The application currently being considered by the Commission was submitted on July 3, 2019; therefore, this request is not subject to the amended zoning regulations. However, it is important to note that this request to allow an interior design office would require a special use permit under both the former and current zoning regulations.

HUBBARD WOODS BUSINESS DISTRICT OVERLAY BOUNDARIES

A map depicting the zoning classifications of the Hubbard Woods Business District is included as Figure 1 on the following page. The Subject Property is highlighted yellow. Please note the map does not reflect the changes to the boundaries of the Overlay District that went into effect on July 4, 2019 as this application is subject to the previous zoning regulations. The changes to the boundaries of the Overlay District do not effect this application.

Gray areas indicate the underlying C-2 General Retail Commercial zoning, which permits a relatively broad array of uses, including various retail uses, along with a number of non-retail uses such as professional offices, financial service firms, medical offices and the like.

Red crosshatch areas represent those areas subject to the restrictions of the Commercial Overlay District. The boundaries of the Overlay District are established along certain public streets and extend for a depth of 50 feet from the front property line.

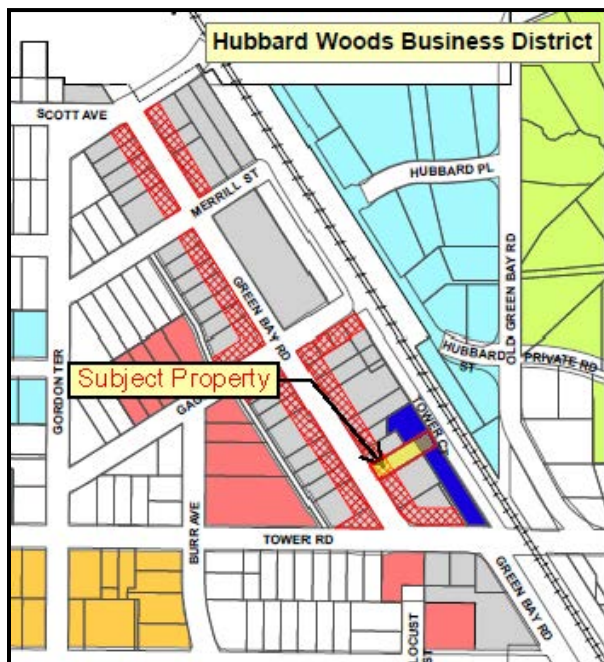


Figure 1 – Hubbard Woods Business District

DESCRIPTION OF REQUEST

The Applicant is proposing to operate Jeannie Balsam Interiors in the approximately 1,700 square foot space at 901-905 Green Bay Road. The space occupies approximately 47' of building street frontage. According to the Applicant's written explanation, which is provided in *Attachment A* of this report, the Applicant has occupied the second floor space above the Subject Property for 8 years and needs additional space due to the growth of the business.

As represented in the "New Office Space" plan included in the attached application materials (*Attachment A*), the space along the sidewalk would consist of a reception area along the north window, work stations along the center window, and a design center with bookcases and a filing center along the southern portion the space. An open conference area, additional work stations and a private office are also proposed in the space. The Applicant explains that they currently have five (5) employees; two full-time and three part-time. According to the Applicant, all the employees have employee parking permits to park in the Village lots and they also utilize two (2) off-street parking spaces behind the building. In terms of hours of operation, the business is not open on weekends or evenings. The Applicant also explains that they typically have two to four client meetings a week in the studio, with the majority of their meetings at the client site/home. As noted in the attached explanation, the Applicant intends to have decorative window displays with inspiration boards, art, décor, etc. with open light passing from the windows along the sidewalk into the office space.

Due to the low amount of client parking demand generated by the use, it was determined by staff that a parking study would not be necessary.



Figure 2 – Subject Property



Figure 3 – *Skandal* – north neighbor of Subject Property



Figure 4 – Benvenuti and Stein and Grateful Bites Pizza Shoppe – south neighbors of Subject Property

STANDARDS FOR REVIEW / FINDINGS

Section 17.44 of the Zoning Ordinance provides a series of eleven (11) standards for the evaluation of Special Use applications within the Commercial Overlay District, which provides a framework for evaluation by the Plan Commission. The Applicant has supplied as part of their application materials a narrative addressing how this proposal complies with the eleven (11) standards.

Following conclusion of public comment and Commission discussion, the Commission may choose to consider the following motion:

The Plan Commission recommends **approval [denial]** of the requested special use to allow an interior design office on the ground floor at 901-905 Green Bay Road within the C-2 Commercial Overlay District, based on the following findings of fact:

“The proposed interior design office is [is not] consistent with the Standards for granting of Special Use Permits in the Commercial Overlay District, as follows:

1. The establishment, maintenance, and operation of the Special Use will not be detrimental to or endanger the public health, safety, comfort, morals, or general welfare;
2. The Special Use will not be substantially injurious to the use and enjoyment of other property in the immediate vicinity which are permitted by right in the district or districts of concern, nor substantially diminish or impair property values in the immediate vicinity;
3. The establishment of Special Use will not impede the normal and orderly development or improvement of other property in the immediate vicinity for uses permitted by right in the district or districts of concern;

4. Adequate measures have been or will be taken to provide ingress and egress in a manner which minimize pedestrian and vehicular traffic congestion in the public ways;
5. Adequate parking, utilities, access roads, drainage, and other facilities necessary to the operation of the Special Use exists or are to be provided;
6. The Special Use in all other respects conforms to the applicable regulations of this and other village ordinances and codes;
7. The proposed special use at the proposed location will encourage, facilitate and enhance the continuity, concentration, and pedestrian nature of the area in a manner similar to that of retail uses of a comparison shopping nature;
8. Proposed street frontages providing access to or visibility for one or more special uses shall provide for a minimum interruption in the existing and potential continuity and concentration of retail uses of a comparison shopping nature;
9. The proposed special use at the proposed location will provide for display windows, facades, signage and lighting similar in nature and compatible with that provided by retail uses of a comparison shopping nature;
10. If a project or building has, proposes or contemplates a mix of retail, office and service-type uses, and the retail portions of the project or building shall be located adjacent to the sidewalk. The minimum frontage for each retail use adjacent to the sidewalk shall be twenty (20) feet with a minimum gross floor area of four hundred (400) square feet. In addition, such retail space shall be devoted to active retail merchandising which maintains typical and customary hours of operation; and
11. The proposed location and operation of the proposed special use shall not significantly diminish the availability of parking for district clientele wishing to patronize existing retail businesses of a comparison shopping nature."

In addition, the Commission may also wish to consider if there are any conditions it may want to place on the facility's operation. If the Commission chooses to place conditions as part of its recommendation, it will want to include the conditions at the end of the findings of fact.

This request is subject to final approval by the Village Council.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Public Comments

RECEIVED
JUL - 3 2019
BY: SU 2019-627

APPLICATION FOR SPECIAL USE
C2 Retail Overlay District

Name of Applicant Jeannie Balsam Interiors
Proposed type of occupancy Interior Design Firm
Property Address 901-905 Green Bay Road Winnetka
Applicant Telephone Number 847 441.5228
Applicant Email address jeannie@jeanniebalsam.com

Architect Information: Name, Address, Telephone & Email drawings provided by:
Laura Basich Design lb@laurabasichdesign.com
2029 W. Thomas Street Chicago, IL 60622
312.961.4604
Attorney Information: Name, Address, Telephone & Email N/A

Explanation of Special Use Requested:

Attach a separate document providing narrative description of proposed business and
Location within C2 Retail Overlay District. Address each of the eleven (11) standards
on page 5


Applicant signature

July 3, 2019
Date

PROPERTY OWNER ACKNOWLEDGEMENT

I hereby certify that I am the owner of the property at 901-905 Green Bay Road, and have provided the attached proof of ownership.
(address)

I consent to the filing of an application for Special Use Permit by

Jeannie Balsam.
(Applicant name)

Signed: _____

(Property owner)

Date: _____

July 3, 2019

Special Use Permit Document for 901-905 Green Bay Road, Winnetka

The proposed business occupancy is for the interior design firm of Jeannie Balsam Interiors, which has resided above this property for the previous 8 years and was established in Winnetka in 2000. The growth of the business requires more space for our larger design team, various sales samples and materials and more comfort for client meetings.

The establishment, maintenance and operation of our firm will not be detrimental to or endanger the public health, safety, comfort, morals or general welfare. Nor will it substantially risk the enjoyment of other property, diminish their value or development and improvement opportunities.

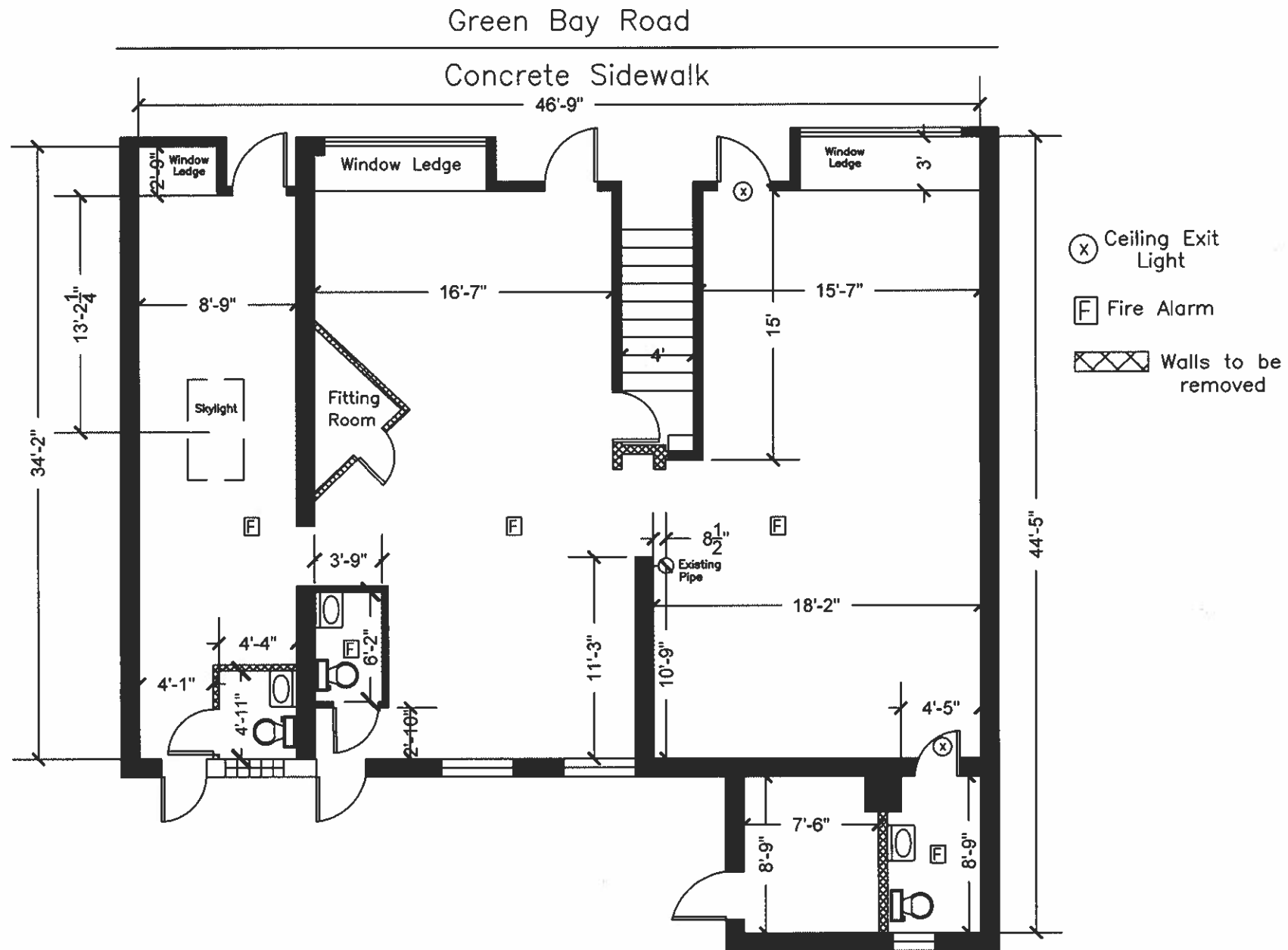
In fact, as an extremely established firm and committed member of the Winnetka community, I suggest it will do the opposite. Our presence on the street level will reinforce our commitment to the Hubbard Woods Design District re-vitalization and encourage our clients, design partners and others that we influence to consider visiting our area for local eating, shopping, exercise and retail.

Our plans detail the adequate measures taken to provide ingress and egress in a manner which minimizes vehicular and pedestrian traffic congestion in the public ways. Our business will continue to allow for parking availability for district clientele wishing to shop at the neighboring retail businesses. We currently have (5) employees with 3 that have flex time and part time hours with more sporadic parking needs. Two employees are full time and have regular weekday parking needs. We are not open on the weekends or evenings. Currently, we all have parking permits and (2) spaces behind our building. We typically have 2- 4 client meetings per week in the studio and they last 1-2 hours. The majority of our meetings are at the client site/home.

Adequate parking, utilities, access roads, drainage, and other facilities necessary to the operation will be provided and conform to applicable regulations, codes and ordinances.

As we will be occupying all three (3) spaces on the street level of the building, nothing will change from the existing street frontages and we will provide similar display windows and signage.

We will have open light traveling from the windows into our space. Our plan it to have decorative displays in the bay areas with inspiration boards, art, décor, etc.... nothing heavy.



laura basich design
2029 W Thomas St, Chicago, IL 60622
lb@laurabasichdesign.com
312.961.4604

Job: 903 Green Bay Road
Winnetka, IL 60093

Existing Retail Store

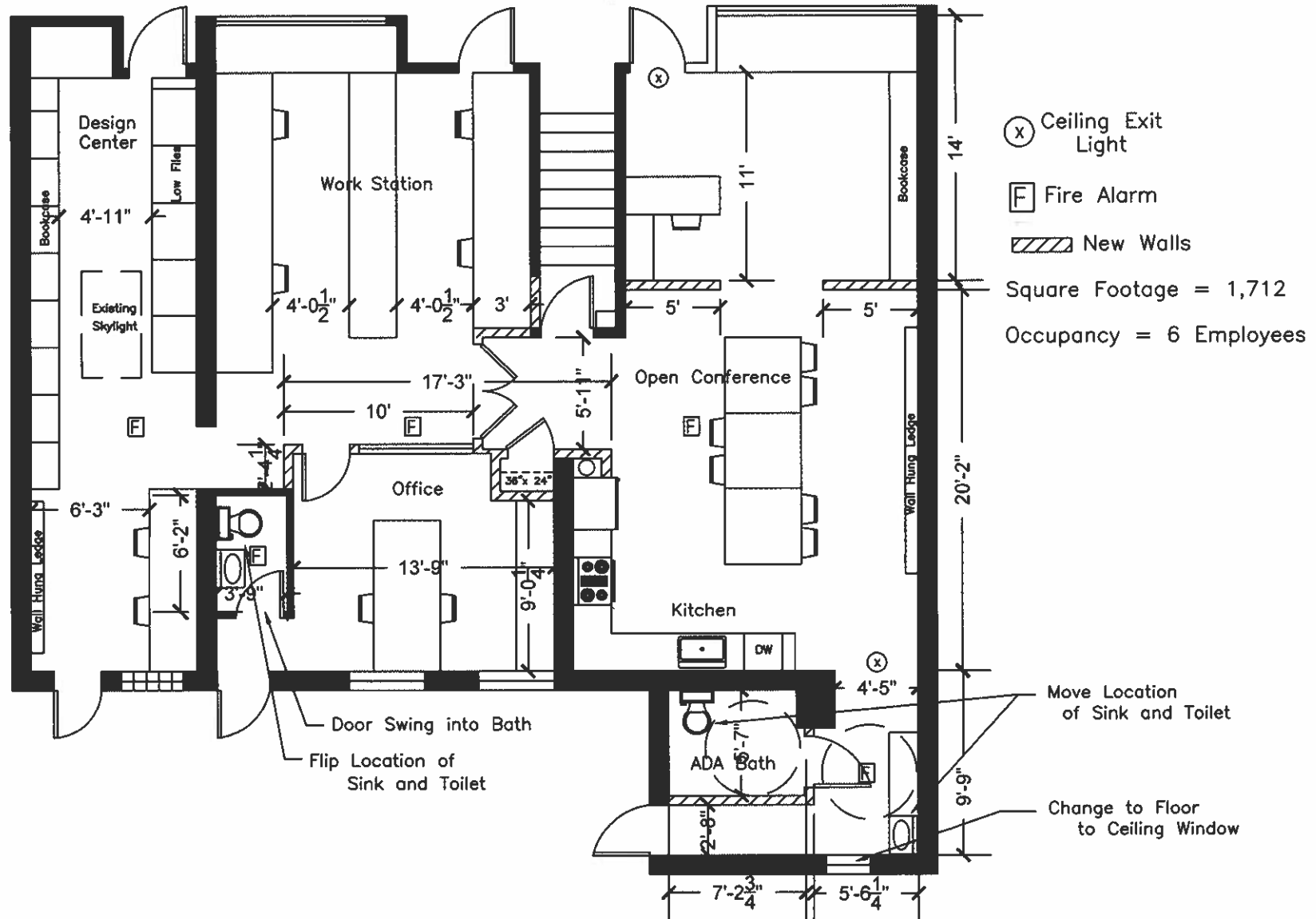
05.21.2019

Scale 1/8" = 1"

P1

PC Agenda Packet Jeannie Balsam p. 10

Green Bay Road
Concrete Sidewalk



laura basich design
2029 W Thomas St, Chicago, IL 60622
lb@laurabasichdesign.com
312.961.4604

Job: 903 Green Bay Road
Winnetka, IL 60093

New Office Space

05.21.2019

Scale 1/8" = 1"

P2

PC Agenda Packet Jeannie Balsam p. 11

PLAT OF SURVEY

B. H. SUHR & COMPANY

ESTABLISHED IN 1911

527 DEMPSTER ST., EVANSTON, ILLINOIS 60201

CHICAGO TELEPHONE BR 3-5315

EVANSTON TELEPHONE UN 4-6315

BOOK 80 PAGE 1243

ORDER NO. 80-1243

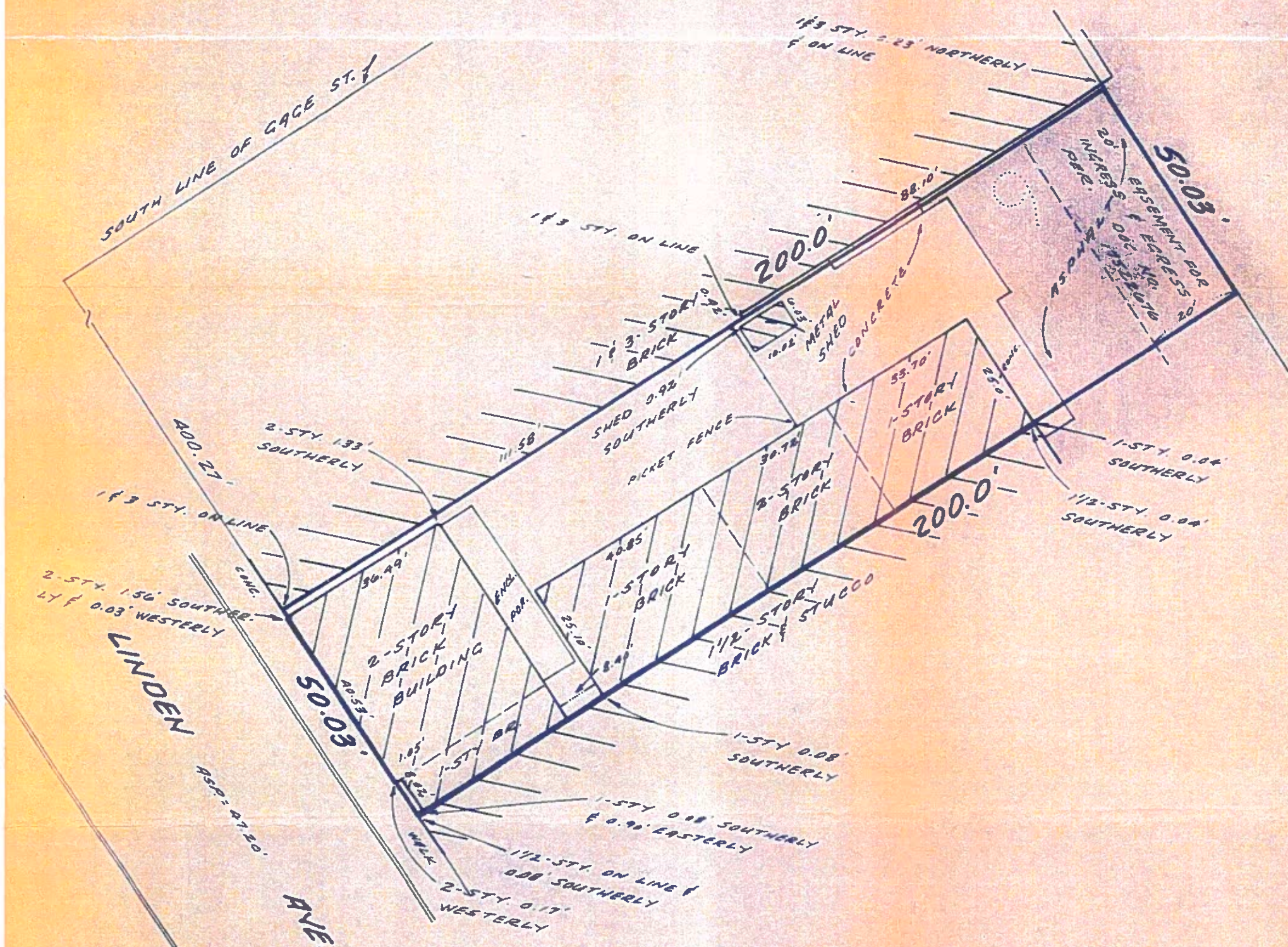
EVANSTON NOV. 14, 1980

ORDERED BY DAVID R. BRYANT

FOR _____

LOT 9 IN BLOCK 5 IN JARBO GAGE'S SUBDIVISION OF PART OF THE E. 1/2 OF THE NW. 1/4 AND PART OF THE W. 1/2 OF THE NW. 1/4 OF SECTION 17, TOWNSHIP 42 NORTH, RANGE 18, EAST OF THE THIRD PRINCIPAL MERIDIAN, IN COOK COUNTY ILLINOIS.
COMMONLY KNOWN AS: 901-905 LINDEN AVENUE WINNETKA, ILLINOIS.

COMMONLY KNOWN AS: 901-905 LINDEN AVENUE WINNETKA, ILLINOIS.



SCALE 1" = 25' ft
TOP OF PLAT IS NORTH

EVANSTON, NOV 14, 1980

EVANSTON, NOV. 14, 1980

STATE OF ILLINOIS,)
COUNTY OF COOK,) ss

STATE OF ILLINOIS,)
COUNTY OF COOK,) ss

This is to certify that we have surveyed the above described property and the above plat correctly represents said survey

B. H. SUHR & COMPANY
SURVEYORS

Bv HERBERT R. SMITH

Compare the description in this plat with your deed, abstract or certificate of title, also compare all points before building by same, and report any difference at once.
Building lines are shown only where they are so recorded in the maps. Refer to your deed or abstract.
This survey has been prepared for use in connection with a mortgage loan transaction or Real Estate Transfer and is not to be used for any other purpose.

ATTACHMENT B

From: [REDACTED]
To: [Ann Klaassen](#); assistant@jeanniebalsam.com; Jeannie@jeanniebalsam.com
Subject: External: "Special-Use" Permit For Jeannie Balsam Interiors
Date: Thursday, August 01, 2019 2:52:56 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.
Hi Ann,

My name is Will Green and I am the business owner of Star Closets. I wanted to take a few minutes of your time to voice my support for the expansion of Jeannie's design studio to the street level in the Hubbard Woods design district. I have been working with Jeannie Balsam Interiors over the last 14 years and her dedication to your community is no secret. She is a local that has been operating out of the Winnetka/Glencoe area since day one.

The success and growth of her reputation beyond the North Shore also cannot be denied. It's something I greatly admire. Jeannie's current and future clientele visiting the street level studio will help increase foot traffic. This would be a win for everyone. And how great will it be to have future home buyers strolling through the Hubbard Woods design district, peering through the studio's windows to gain inspiration and assistance with decorating their future homes. It would be enough to convince me to make a Winnetka move.

Lastly, I think it is important to keep in mind that Jeannie Balsam Interiors is a huge asset to the Hubbard Woods design district offering huge potential to the community. You really couldn't ask for a safer investment. Thank you so much for your time and I am always available for future discussion or custom closet and garage cabinets if needed. ;)

Thanks,

Will Green
Star Closets
630-673-6578
www.starclosets.com

From: [Peter Julian](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: External: Jeannie Balsam space Hubbard Woods
Date: Wednesday, July 31, 2019 8:45:02 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.
Good Morning Ann!

My name is Peter Julian and I'm a sales representative that calls on Jeannie Balsam Interiors.

Her street level space would be a perfect visual addition to the streetscape there in Hubbard Woods.

I cover 9 states here in the Midwest for higher end design. I come into many shopping areas much like yours which are honestly finding a new path forward with the new on line retail sector hurting brick and mortar locations and thus creating open spaces.

Many of my interior design clients have successfully integrated their studio space into the local retail streetscape.

I grew up in a small town and my parents owned a drugstore and gift shop on the town square and I so remember their discussions of how empty store fronts were a negative impact on surrounding businesses.

I've been traveling so I'm late in submitting but definitely wanted to get my opinion in!

Thanks so much!

Peter Julian
Midwest Sales Representative
Donghia

From: [Jean Kotin](#)
To: [Ann Klaassen](#)
Cc: assisant@jeanniebalsam.com
Subject: External: Jeannie Balsam Designs
Date: Wednesday, July 31, 2019 10:32:43 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Anna,

I am writing you in behalf of Jeannie Balsam Designs. I strongly encourage the Village administration to approve the request for a Special Use Permit on Greenbay Road.

The addition of Jeannie Balsam Design at street level will strongly enhance the newly branded Hubbard Woods Design district. Jeannie is committed to Winnetka and has been in her current location for 8 years. Her business fits the redevelopment goals of this area and will be a perfect fit!

Best,

photo



Jean Kotin

Principal, JMD Real Estate Services LLC

773 497 7762 | jean@jmdrealestateservices.com
jmdrealestateservices.com

[161 N Clark Street, Suite 3050 Chicago, IL 60601](#)

From: [Celeste Robbins](#)
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam](#)
Subject: External: Jeannie Balsam Interiors
Date: Wednesday, July 31, 2019 12:40:40 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.
Hi Ann,

Can you please pass this letter on to support Jeannie Balsam Interiors:

I know what you must be thinking- Another non-retail space. We just approved Robbins Architecture and now another design business taking retail space. Well actually, maybe you are *not* thinking this. Maybe you are saying, geez, this seems to be a growing trend and what we are seeing is the "Design District" holding on and growing. I encourage you to support this with enthusiasm.

Imagine another beautiful store front with beautiful displays to walk and enjoy. Imagine the clients visiting and going to lunch at Boutique Bites or the other food places starting to crop up. Or maybe they are shopping at the many shops that are struggling to make it. If this trend keeps growing, Winnetka will once again have a true "Design District".

We all want the same thing- A vibrant community with foot traffic and place to define Winnetka. As we slowly, adjust to the changing economy of boxes dropped at our doors, let's approve a shift to an elegant interior designers window display with clientele visits.

Celebrate the Transition and Approve Jeannie Balsam Interiors!

Celeste Robbins AIA

RobbinsArchitecture
976 Green Bay Road
Winnetka, IL 60093
Phone. 847-446-8001 ext 100
Direct Line. 847-443-0148

[Web](#)
[Instagram](#)
[Facebook](#)

From: [Amy Greenawalt](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: External: Jeannie Balsam Expanded Studio - Special Use permit
Date: Tuesday, July 30, 2019 8:52:10 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.
Hello Ann,

I am writing you this email to express how much I believe the presence of Jeannie Balsam Interiors' newly expanded design studio on the street level will enhance the Hubbard Woods Design District. Please approve the Special-Use" permit for their new space.

Jeannie and her team are wonderful business for the area and they will continue to have a positive impact.

Thank you!
Amy

From: [Randi Lamb](#)
To: [Ann Klaassen](#)
Cc: jeannie@jeanniebalsam.com
Subject: External: Jeannie Balsam interiors
Date: Tuesday, July 30, 2019 10:18:43 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello, Randoons was just made aware of Jeannie's plans to expand her design studio to the retail space below her existing office space. We at Randoons want to show our support for this expansion. Jeannie is a big asset to our neighborhood and we would love to have her presence on our street.

Thank you,
Randi Lamb

Sent from my iPhone
Randi
Randoons
www.randoons.com
962 1/2 Green Bay Rd

From: [Tracy Colitte](#)
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam Interiors](#)
Subject: Special Use permit
Date: Monday, July 29, 2019 8:51:23 AM

Hi Ann,

I wanted to reach out about the exciting news of Jeannie Balsam Interiors expanding her business and hopefully moving to street level in Hubbard Woods.

The Hubbard Woods Design District is a client of mine and such an important area for the north shore residences to be able to utilize the designers and design shops. Having these businesses local allows the residents to access talent and products without having to go to the city. We value this area and all that it brings to Winnetka and the North Shore and having Jeannie's firm on street level will just continue to increase the value to the community.

Jeannie's firm does tremendous work around the country and she is so highly respected, just what HWDD needs to continue to bring in new businesses and retain those that are currently there.

Sincerely,

Tracy Colitte

Sales Director

LUXE INTERIORS + DESIGN

c: 847-702-4227

luxesource.com

[Twitter](#) | [Facebook](#)

Subscribe to Luxe newsletters [here](#)

SANDOW

Brands Powered by Innovation

From: [Sarah Dippold](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie balsam interior design - I'm in favor!!
Date: Monday, July 29, 2019 7:09:45 PM

Hi Ann,

I am writing to express my support for Jeannie Balsam Interiors moving their interior design business to a street level location in Hubbard Woods. I believe that her presence on the street level is a benefit to both the community as well as us fellow designers on the street.

We share excitement about the evolving community and the growth of the Hubbard Woods Design District.

Thank you again for all of the work that you have done to help me and the community!

Best,
Sarah
DIPPOLD HOME
906 Green Bay Rd
Winnetka

SARAH DIPPOLD | Interior Design
T: 847-867-6446
sarahdippold.com <<http://www.sarahdippold.com/>>
Instagram <<https://www.instagram.com/sarahdippolddesign/>>
Houzz <<http://www.houzz.com/pro/sarahdippold/sarah-dippold-design>>
Facebook <<https://www.facebook.com/pages/Sarah-Dippold-Design/225959354112871>>

From: [Vera Vandenbosch](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: in support of Jeannie Balsam Interiors
Date: Monday, July 29, 2019 11:11:09 AM

Hello Ann,

My name is Vera Vandenbosch, and I am marketing director for Suzanne Tucker Home Textiles. We are a high-end to-the-trade only textiles company and as such we have been privileged to do business with Jeannie Balsam Interiors for quite a few years now. It has been an absolute pleasure – and an honor – to work with this award-winning design company: their work over the last two decades has always been exceptionally beautiful, classic and inviting.

There is no doubt in my mind that the presence of Jeannie Balsam Interiors' newly expanded design studio on the street level will only enhance the Hubbard Woods Design District (Jeannie has always been wholeheartedly committed to this community) and we strongly feel that filing her inbox with support in this endeavor will result in a “Special Use” permit approval.

Thank you for considering our message of support

Vera Vandenbosch

Vera Vandenbosch
Director of Marketing

TUCKER & MARKS INC



Cell: 347.404.4177

www.tuckerandmarks.com
www.suzannetuckerhome.com

Follow us on Instagram...



From: [Pam Maher](#)
To: [Ann Klaassen](#); assistant@jeanniebalsam.com
Subject: Jeannie Balsam Special use permit
Date: Sunday, July 28, 2019 9:22:59 AM

Hello Ann. I am dropping you a note in regards to Jeannie Balsam's special use permit. As a fellow business owner and interior designer on the north shore I know Jeannie's new studio will benefit Hubbard woods and the design district there. Many of the businesses are supported by local designers (Bedside manor, Susan Krueger, Vivid Gallery and Material possession to name a few.) Jeannie is a leader and a connector in the greater Chicago/Northshore design world. Her presence street level will be an asset to the community that we are both proud to live and work in.

Thank you for your consideration.
Pam Maher

Pam Maher Design
www.maherdesignservices.com

On the fly from iPhone

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam expansion
Date: Sunday, July 28, 2019 7:40:44 PM

Hello,

I am writing to support a special use permit to allow Jeannie Balsam Interiors to expand its studio to the first level of the building it occupies in Hubbard Woods.

As you know, Jeannie has run her business in Winnetka for 20 years and has been in her current space for 8 years. She supports the community in a multitude of ways. An expanded design studio would enhance Winnetka and, in particular, the Hubbard Woods Design District.

We are happy customers of Jeannie's (and friends of her and Doug).

Thank you for considering this request.

Sincerely,

Dani Petrie

--

Dani Petrie
[REDACTED]

Weekday emails are generally read and answered within a day or so. If your message is urgent, please call me.

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Special - Use
Date: Saturday, July 27, 2019 9:45:59 PM

Dear Ms. Klaassen,

I am writing this email to ask if you will grant Jeannie Balsam's Interiors' newly expanded design studio permission to move to the street level of Hubbard Woods. I have known Jeannie for the past 20 years and not only is she a dear friend but a very talented and ethical designer. Jeannie is constantly giving her time and resources to her community that she does call home. Having her business on the street level would absolutely enhance Hubbard Woods Design District.

Thank you for time and consideration,

Missy Hession

[REDACTED]
Glencoe, IL 60022

From: [Laura Merlo](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Approve Jeannie Balsam Interiors
Date: Saturday, July 27, 2019 5:03:34 AM

I am writing to encourage you to approve the special use permit for Jeannie Blasam Interiors. She has been in business in Wunnetka for 20 years, 8 years alone in teh space she is in. She is a household name and an incredibly, kind, thoughtful, talented designer and person. She and her team have wholeheartedly committed themselves to this community & the surrrounding areas.

Jeannie alone has been fully supportive of my local Glencoe business through and through. Offering ideas & support in helping me grow this female-run business of my own.

She deserves the recognition as a leader in Winnetka. she deserves to use this space to showcase her talents and loyalty to the community at street level.

Thank you
Laura Merlo

Namaste
Laura Merlo

Reach Yoga
688 Vernon Ave.
Glencoe IL 60022
Studio: 847.786.4211
Cell: [REDACTED]
www.reachyogaglencoe.com

"Life is like a boomerang. Give good energy and it will come back to you."

From: [Rita Baggio](#)
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam Interiors \(assistant@jeanniebalsam.com\)](mailto:jeanniebalsam.com)
Subject: Special Use Permit- Jeannie Balsam Interiors Support letter
Date: Friday, July 26, 2019 9:48:18 AM

Hello Ann

We would welcome Jeannie Balsam Interiors as our new neighbor and whose business is a reflection of the Hubbard Woods Design District concept. A Jeannie Balsam Design Studio showroom would enhance the street aesthetics and she would provide added income potential for the Hubbard Woods retailers as her clients shop to design their space.

Jeannie Balsam has been a part of the Winnetka community for a number of years & the number of empty spaces in Hubbard Woods is climbing. We feel that approval of her special use permit would be a benefit to all.

Benvenuti and Stein

Rita Baggio
Marketing Designer
rita@benvenutiandstein.com
www.benvenutiandstein.com
847-501-1362
899 1/2 Green Bay Rd Winnetka, IL 60093

From: [REDACTED]
To: [Ann Klaassen](#); assistant@jeanniebalsam.com
Subject: Expansion
Date: Friday, July 26, 2019 4:36:15 PM

Dear Ms. Klaassen,

I am lending my strong support for the expansion for Jeannie Balsam Interior Design.

Their sophistication, beauty, elegance and culture only adds to the desire to come to Hubbard Woods to look, eat, shop as they plan their home renovations. It also is smart to incorporate a business not only about retail. I think the street would really be seriously lacking without Jeannie Balsam. Think of all the people they know ! As they come to them it helps every other business on that street. It sounds very positive and exciting. Thank you . Jan Morgen

Jan Morgen

From: [REDACTED]
To: [Ann Klaassen](#)
Subject: Support for Jeannie Balsam Interiors Special Use Permit Request
Date: Friday, July 26, 2019 7:40:08 AM

Good morning, Ann,

I am sending this communication as an endorsement for Jeannie Balsam Interiors' request for a Special Use Permit for the Hubbard Woods Design District. I have been a client of Jeannie Balsam Interiors for 14 years. During that time, Jeannie Balsam has risen to a premier designer in the Chicagoland area. Jeannie's unique combination of creative design and acute business acumen has propelled her reputation and her firm to unprecedented heights. Having Jeannie Balsam Interiors occupy a coveted first floor spot in the Hubbard Woods Design district would not just be a natural fit, it would enhance and contribute to the district by attracting clients from Winnetka and surrounding areas, thereby increasing business for all local retailers.

In addition, I know Jeannie has been a long standing resident and supporter of local businesses of the northshore for decades. Given that she is at the prime of her career and at a time of high and sustainable growth of her business, I am confident that granting her a Special Use Permit will provide lasting and consistent benefits for the Hubbard Woods Design District for many years.

I am hopeful that you and your team decide to grant Jeannie Balsam Interiors the Special Use Permit. If you have any questions or concerns, please feel free to contact me any time via e:mail or phone at 847-507-1085. I look forward to a positive outcome.

Sincerely,
Sandy Schwarz
Jeannie Balsam Interiors Client

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam Interiors](#); [Annie Liddle](#)
Subject: approve "Special-Use" permit Jeannie Balsam Interiors
Date: Thursday, July 25, 2019 8:17:10 AM

Hello-

The presence of Jeannie Balsam Interiors' newly expanded design studio on the street level will enhance the Hubbard Woods Design District greatly.

Jeannie established her design firm in Winnetka almost 20 years ago and has occupied her current space for the past 8 years. Jeannie and her team are wholeheartedly committed to this community -- And in particular, the Hubbard Woods Design District.

We strongly request you approve her special-use permit.

The Anderson Family

--

Christy H. Anderson

[REDACTED]

From: [Balestrery, Jennifer H](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam Interiors
Date: Thursday, July 25, 2019 7:27:06 AM

Village of Winnetka -

I recommend that you grant Jeannie Balsam Interiors a special use permit for her newly expanded studio. Having meaningful businesses like Jeannie's is exactly what Hubbard Woods needs! We are lucky to have her business.

Sincerely,
Jennifer Balestrery

Jennifer Balestrery | Managing Director | **J.P. Morgan Private Bank** | 1101 Skokie Blvd, Floor 02-STE260 | Northbrook, IL 60062 | T: 847 239 8309 | jennifer.h.balestrery@jpmorgan.com | jpmorgan.com/privatebank
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From: [REDACTED]
To: [Ann Klaassen](#); assitant@jeanniebalsam.com
Subject: Special Use Permit
Date: Thursday, July 25, 2019 7:13:33 AM

Ann,

I just wanted to send you a quick note regarding the expansion of Jeanie Balsam Interiors. Jeannie and her company have been a wonderful asset the past 8 years in Hubbard Woods. The company expanding their presence to street level will enhance the vibe and aesthetics of our community.

Have a wonderful day,

Megan Craddock

From: [REDACTED]
To: [Ann Klaassen](#); [Jeannie Balsam Interiors](#)
Subject: Jeannie Balsam
Date: Thursday, July 25, 2019 10:21:43 AM

Ms. Ann Klaassen, Good morning! I am so excited to learn that Jeannie Balsam is considering expanding her design studio. Both as a resident of Hubbard Woods since 1996, and as a business associate of Jeannie, I believe her to be an asset to our community. I have worked with her for almost 20 years, and find her to be honorable in her business

dealings, charitable in community issues, and her staff delightful to work with. I believe her tenancy will be beneficial to Hubbard Woods in specific and Winnetka in general. Most Sincerely, Christine Anderson Dulin, [REDACTED].

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam Interiors
Date: Thursday, July 25, 2019 6:45:28 AM

I am writing to ask you to approve the special use permit to allow the interior design firm to expand to first floor space. Living in Winnetka I do appreciate that Hubbard Woods is known as the design area, and it only enhances our community!!

Kind regards,
Colette Elliott-Fehle

From: [Judy Giordano](#)
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam Interiors](#)
Subject: Special Use Permit Approval
Date: Thursday, July 25, 2019 12:36:36 PM
Attachments: [image002.png](#)
[image004.png](#)

Dear Ms. Klaassen,

Please consider approving the Special Use Permit request that Jeannie Balsam Interiors have requested. I have worked with Jeannie Balsam Interiors for several years and they are well respected in the design industry.

Jeannie Balsam is not only an esteemed Interior Designer, but also a dedicated member of her community.

Expanding their design studio to include the street level space will only enhance the Hubbard Woods Design District and benefit the Village of Winnetka.

I urge you to issue this Special Use Permit to increase commerce to her business and to your Village as well.

Sincerely,



Judy Giordano
A. Rudin, Inc.
Chicago Merchandise Mart
Sixth Floor, #6-169
Chicago, IL 60654
312.494.9300; Ext. 10
312.494.9310; Fax
jgiordano@arudin.com
www.arudin.com

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From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam Interiors Store Front
Date: Thursday, July 25, 2019 2:38:41 PM

Hi Ann.

I wanted to write to you on behalf of my friend Jeannie Balsam and her effort to expand her upstairs design studio to a storefront in Hubbard Woods. I've been a client of Jeannie's for 8 years and we have worked together on several phases of renovation on our historic Winnetka home. I have also referred her to friends and watched as she has helped them transform their own spaces, adding value and happiness along the way. We became friends while working together and it is so exciting that she is thinking of expanding to the street level.

Her thriving design business is such an asset to our community. As you know it has been a struggle for Winnetka to maintain its charming historic character over the past several years with developers tearing down old homes and putting up cookie cutter new "spec" homes. Likewise, over the eleven years that I've lived in town, I have seen us struggle as a village to maintain our three business districts with diverse and thriving local businesses. I feel like for awhile there it was just nail salon, real estate agency and bank on repeat as we lost retail space and restaurant vendors. Jeannie's work in the community helps to maintain that charming character, revitalize old spaces for modern living and take new spaces and help them cultivate that ambiance and charm that all of us who own homes in town value so much.

Hubbard Woods has been rejuvenated as a design district and Jeannie has been and should continue to be a front runner and trend setter in this area. While traditional retail shops are important, we really need talent like Jeannie's to work hand in hand with home owners who want to maintain their historic spaces or bring that same authentic Winnetka charm to new homes that need to be personalized. Her work helps Winnetka remain what it is best known for - a community of tasteful, historic homes (or new homes that fit in with the local aesthetic) where people can "shop local" for all their needs - not just consumer goods but services as well.

She has been an active community member through her business, her children's school and her charitable work. She has a personal stake in making Winnetka the best it can be. And you can count on her to maintain and grow a thriving space as she has a proven track record. Having a store front design studio fits well with the other business in that area of Hubbard Woods and keeps us from having empty space or just more of the types of businesses that fill rental space but don't really add much value or curb appeal. The other north shore communities feature spaces like this in high traffic retail areas - the DeGuilio kitchen studio in Wilmette across from the Wilmette Theater comes to mind as a prime example.

I think the Village of Winnetka should be flexible in attracting and maintaining diversity and quality occupancy in its store fronts and I'd be much happier seeing Jeannie have street level space than many of the other possible options that either don't add appeal or are likely to shutter in a year or two. Please consider granting whatever variance is needed to allow this expansion. I really do believe our community will be the better for it!

Thanks for your consideration and I'd be happy to talk further should anyone wish to do so.

Holly Hales



From: [REDACTED]
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam](#)
Subject: Jeannie Balsam Interiors
Date: Thursday, July 25, 2019 7:00:23 AM

Ms. Klaassen,

We are writing to support the application of Jeannie Balsam Interiors for a Special Use permit which would enable them to expand their business to the street level of their present space on Green Bay Road in Hubbard Woods. Jeannie Balsam Interiors is already an integral part of the Hubbard Woods Design District and brings numerous clients from towns and villages both in Winnetka and outside to their studio. Many of these clients would have no other reason to visit Hubbard Woods. While there however, they discover the many other establishments and patronize those businesses.

In addition, Jeannie and her staff are wonderful representatives of Winnetka and Hubbard Woods, and they have contributed in many ways to the benefit of the community. They not only steer clients toward other businesses in town, but they are active participants in and sponsors of community events. Not just as a way to fill empty storefronts on Green Bay Road, Jeannie Balsam Interiors would be a big draw to the area. We cannot think of a better use for the space.

Sincerely,
Ellen and Harvey Heinbach

Sent from my iPad

From: [David Homer](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam Interiors Expansion
Date: Thursday, July 25, 2019 8:30:30 AM

I, David Homer strongly encourage the Winnetka Council to approve a Special Use Permit to facilitate the planned expansion by Jeannie Balsam Interiors. The excellent reputation of the existing business should be enough to remove any obstacles facing a business that has been well respected in your community led by Jeannie Balsam, a devoted, motivated and highly respected professional in the home furnishings/design industry.

I have been in the same industry since 1972 with Homer Bros Furniture and Point Of Origin . I have employed and worked with many people in my career and Jeannie Balsam has proven to be the ultimate design professional with excellent organization, design and business skills. That kind of profile is very rare and I have full confidence that she is growing her business in a positive way and it will be an enhancement to the Hubbard Woods Design District.

Your community should embrace local people who want to be a one of your commercial partners that are compatible with your community culture .

I am personally excited to see the plan and of course the unveiling of the finished space.

Respectfully, David Homer

Sent from my iPad

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam
Date: Thursday, July 25, 2019 12:03:34 PM

Dear Ms. Klassen,

I am writing to encourage you to approve the special use permit for Jeannie Balsam to expand her business to the first floor.

I have known Jeannie for almost 7 years now. I literally found her by walking down Green Bay Avenue to take my kids to the park. She helped design my entire home but beyond that has become a wonderful friend. Jeannie and her amazing staff are the kind of people who we want occupying our neighborhood. For as long as I have known her, Jeannie has been extremely committed to improving the quality and community of the Hubbard Woods Design district and that of her clients.

Beyond that, Jeannie and her staff are welcoming, kind and conscientious people. My boys still go to visit Jeannie in her office whenever we walk by. They are always there to welcome them and give them hugs. I believe that having them on the first floor will only increase the positive and welcoming nature that all of us in Hubbard Woods are looking for.

Thank you,

Sarah Levi

[REDACTED]
Winnetka

From: [REDACTED]
To: [Ann Klaassen](#)
Subject: Jeanne Balsam Interiors
Date: Thursday, July 25, 2019 7:00:13 AM

I wholeheartedly support the special use permitting for Jeanne Balsam interiors to assume the space at street level on Green Bay Road. Jeanne is a resident of the north shore and fully committed to building a vibrant community in the Hubbard Woods Design District.

Thanks

Claudia Montgomery

[REDACTED]

Winnetka

Sent from my iPhone

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam](#)
Subject: Please approve Special Use Permit for Jeannie Balsam
Date: Thursday, July 25, 2019 7:58:05 AM

Dear Winnetka Leaders:

Please approve the Special Use Permit for Jeannie Balsam Interiors.

Jeannie personally has been very committed to the long term success of Winnetka and the Hubbard Woods district specifically.

It is leaders like Jeannie who Winnetka should have the enthusiastic support of the Village to enhance/increase their footprint in our village.

For more than 20 years, Jeannie has improved Winnetka with her creativity, business savvy and kindness. She, quite simply, makes Winnetka better.

I am happy to have further discussions on this issue.

Best Regards,
Roni Moore Neumann
Winnetka Resident for 22 years

Roni Moore Neumann
[REDACTED]

From: [Matthew Nguyen](#)
To: [Ann Klaassen](#)
Cc: [Jeannie Balsam Interiors](#)
Subject: Special Use Permit for Jeannie Balsam Interiors
Date: Thursday, July 25, 2019 11:15:06 AM
Attachments: [image001.png](#)

Dear Ann Klaassen,

I'm writing about the envisioned expansion of Jeannie Balsam Interiors. As you know, Jeannie's business has been a destination in the Village of Winnetka for decades and has had a significant presence for close to 10 of those years in the location where it currently resides, adding to the Hubbard Woods Design District.

If the business were to be able to expand this business with more square footage through a special use permit, I, along with others in the design community, confidently feel it would enhance and furthermore beautify the district and drive interest to the area. Foot traffic and clientele of the firm would also benefit the community and neighboring businesses.

Please consider a special permit for Jeannie Balsam Interiors and I trust you find this message well.

Best Regards,

MATT NGUYEN

Showroom Experience Manager, Brizo and Delta Chicago
222 Merchandise Mart Plaza, Ste 127 | Chicago, IL 60654 | (312) 348-3230



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From: [Padgitt, Sarah](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam
Date: Thursday, July 25, 2019 8:53:23 AM

Village of Winnetka,

I've been a resident of Winnetka, specifically Hubbard Woods, for over 16 years. I would encourage you to approve Jeannie Balsam's "special use permit" so she can expand her design studio on the street level (currently at 903 Green Bay Road). Jeannie has been a leader in interior design for many years, and she has proudly made Winnetka her home base this entire time. It is disturbing how many businesses have closed in Hubbard Woods during the time that I have lived here, and it's sad how many empty storefronts are currently lining Green Bay Road. The Village should be 100% behind Jeannie's request for an expansion to promote strong business leaders' presence in Winnetka. Her business is also fully consistent with the Village's efforts to promote Hubbard Woods as a Design District.

Best,

Sarah Padgitt



Sarah Padgitt
Associate General Counsel / Litigation
Baxter International Inc.
One Baxter Parkway / Deerfield, IL 60015
T: 224-948-3966 / **M:** 847-533-4411

Sarah_padgitt@baxter.com

From: [Teresa Piotrowski](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam Special Use Permit
Date: Thursday, July 25, 2019 11:51:14 AM
Attachments: [image001.png](#)

Dear Ann –

I understand that Jeannie Balsam Interiors has recently applied for a Special-Use permit, which would allow the Jeannie Balsam Interiors design studio to have a street-level store front.

I can think of no other business that is more worthy of such a location than Jeannie Balsam Interiors.

Not only does Jeannie **and her staff** do remarkable work, they have organically, creatively and enthusiastically supported Hubbard Woods and the Hubbard Woods Design District. They are constantly trying to remedy ‘how to better our community’ and ‘what can they do to support such efforts’.

I could only hope that every business approached their community with such affection as Jeanie and her staff does.

Ann – thank you for your consideration of the Special-Use permit.

Most Sincerely,

Teresa Piotrowski

Glencoe, IL 60022

Teresa C. Piotrowski
National Sales Executive
AR License Number: 690244
CA License Number: 0D16243
The Prudential Insurance Company
20 N. Wacker Drive, Suite 3010
Chicago, IL 60606
Phone: (312)542-3015
Cell: (312) 208-3196
E-mail: Teresa.Piotrowski@Prudential.com



Upcoming PTO: 7/26/2019 – 8/2/2019

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From: [REDACTED]
To: [Ann Klaassen](#)
Subject: Studio
Date: Thursday, July 25, 2019 6:45:32 AM

Hello,

Please allow Jeannie Balsam to expand into the retail space. It's necessary for the town to expand their vision as to what's acceptable, to combat the blight of empty storefronts. She is committed to Hubbard Woods and will no doubt create an attractive space.

Mary Michelle Scalise
Art Environments
Glencoe Illinois

Thank you,

Sent from my iPhone

From: [Tres Joli Designs](#)
To: [Ann Klaassen](#)
Subject: assistant@jeanniebalsam.com
Date: Wednesday, July 24, 2019 8:45:05 PM

Dear Ms. Klaassen,

I am writing in regards to the special use permit Jeannie Balsam is seeking to expand her business to the street level in the Hubbard Design District. Although her business is not a traditional retail space, her design firm would add beauty to the street level and further enhance the reputation of this area. In addition to this, the client's she represents would be more apt to shop in the community after passing by all the wonderful store fronts on their way to visit her studio.

The firm is committed to the impact of design and the clients it serves. She has been an active member in the Winnetka design community for over twenty years. Her firm represents excellence in design and acts with integrity in all business dealings.

Please take a moment and give special consideration to a woman owned business that has given so much to her craft and the local clients she serves.

Sincerely,

Michelle S. Billows
Principal, Tres Joli Designs

Tres Joli Designs
634 Wheeling Road, Wheeling IL 60090
Email: tresjolidesign@sbcglobal.net
Tel. 847-520-3903
<https://www.tresjolidesigns.com>

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com; [REDACTED]
Subject: "Special-Use" permit for JEANNIE BALSAM INTERIORS
Date: Wednesday, July 24, 2019 9:11:29 PM

Dear Ann,

I am reaching out to you in my whole- hearted and enthusiastic support for a "Special-Use" permit for JEANNIE BALSAM INTERIORS in Winnetka.

Expanding Jeannie's design studio will only enhance the Hubbard Woods district.

In the era where many downtown village brick and mortars are closing, we need to support these precious, loyal and committed business owners.

Many thanks,

Erin P Demakos
[REDACTED]

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Please approve Special Use Permit for Jeannie Balsam Interiors
Date: Wednesday, July 24, 2019 9:41:50 PM

Dear Winnetka Village Board Members-

As a 20+ year resident of Winnetka I recommend that the Village of Winnetka approve the special use permit for Jeannie Balsam Interiors to expand to the ground floor space below their studio.

Her design business is thriving and I would welcome seeing the activity as well as a beautifully appointed space that she will no doubt create in the Hubbard Woods area, which has too many empty, unappealing store fronts.

Jeannie personally is an advocate for the Village of Winnetka and the vibrancy of the Hubbard Woods district.

I look forward to hearing the news of the approved permit after the next Village meeting in August.

Thank you for your time.

Julie Eldring
[REDACTED]

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Special Use Permit
Date: Wednesday, July 24, 2019 8:34:51 PM

Hi Ann,

I believe that the presence of Jeannie Balsam Interiors' newly expanded design studio on the street level of Green Bay will completely enhance the Hubbard Woods Design District.

Thank you.

All best,

Alex Kelikian

From: [Christina Lucas](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam Interiors
Date: Wednesday, July 24, 2019 9:10:09 PM
Attachments: [PastedGraphic-1.tiff](#)

Dear Ann,

I understand Jeannie Balsam Interiors has applied for a “special-use” permit in order to expand their growing interior design business from the second floor to the street level at 903 Green Bay Road. I’ve worked with Jeannie and her team for many years. They are a remarkable talent and their presence on the street level would greatly enhance the Hubbard Woods Design District. I hope you will grant your approval to make this a reality.

Kind regards,
Christina Lucas



Christina Lucas | Lucid Collections LLC | www.lucidcollections.com | 688 N. Milwaukee Avenue Suite 305 | Chicago IL 60642-5912 | 312 972 3110

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From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Special Use Permit related to expansion of Jeannie Balsam Interiors
Date: Wednesday, July 24, 2019 9:38:11 PM

Ms. Klaassen:

As I am unable to attend the August 7th meeting related to the above-mentioned agenda item, please accept this email in support of granting the special use permit for the expansion of Jeannie Balsam Interiors on Green Bay Road in the Hubbard Woods Design District.

I have known Jeannie and her team and been a client of this business for more than two years, and I wholeheartedly support their expansion. They do incredible work in the community - both for clients living on the North Shore, and also in support of community-related events, such as the Winnetka Music Festival.

Jeannie is expanding her team in response the needs of her many clients in Winnetka, and an expanded studio would allow for both a more comfortable and gracious space for working with clients, and more collaborative workspace for her team. Further, the expansion with continue and strengthen the connection of a thriving and active woman-owned business to our Village, specifically in a district with a need for revitalization.

Should you have any questions or wish to speak with me regarding this matter, I am at your service.

With thanks,
Kate Casale MacNally
[REDACTED]
Winnetka, IL 60693
[REDACTED]

From: [Mark Muselman](#)
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Jeannie Balsam / Hubbard Woods
Date: Wednesday, July 24, 2019 8:42:24 PM

Ann -

Hope this email finds you well.

Reaching out in regards to Jeannie Balsam Interiors newly expanded design center on the first floor of Hubbard Woods. Highly endorse this.

JB! continues to grow and exceed expectations for all of us while delivering an incredible product for clients, time and time again. The 20 year experience in the industry and 8 years in town absolutely makes Winnetka a better place.

It would be a huge loss for Winnetka if this was not approved.

Thanks, Ann.

Sent from my iPhone

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Special Use Permit
Date: Wednesday, July 24, 2019 8:44:01 PM

Please approve a Special Use permit for Jeannie Balsam Interiors. The presence of their newly expanded design studio on the street level of Green Bay Road will enhance the community as a whole and specifically, the Hubbard Woods Design District.

Thanks,
Sharon Rettino
[REDACTED]

Thanks,
Sharon

Sent from my iPhone

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Support for Special Use Permit
Date: Wednesday, July 24, 2019 9:29:09 PM

Ann,

We would like to express our support for the proposed expansion of Jeannie Balsam Interiors design studio to take over the first floor space in their Hubbard Woods location. This will be a wonderful addition to the Hubbard Woods Design District and we should be encouraging growing businesses in our community. Additionally, this is much more desirable than having more empty storefronts along Green Bay Road. We encourage the Village Board to approve the special use permit at their upcoming meeting.

Many thanks,
Meggan & Bob Zabel

From: [REDACTED]
To: [Ann Klaassen](#)
Cc: assistant@jeanniebalsam.com
Subject: Special Use Permit - Jeannie Balsam Interiors
Date: Wednesday, July 24, 2019 9:23:59 PM

Dear Ms. Klaassen,

Our favorite design team Jeannie Balsam Interiors is hoping to expand to the street level in the Hubbard Woods Design District. Her firm was established in Winnetka twenty years ago, and she has been in the current space for eight years; thus, demonstrating her long-term commitment to Winnetka.

Jeannie Balsam Interiors is a wonderful fit for the Hubbard Woods Design District, and her business relocated at the ground level will undoubtedly help revitalize the street. Please consider positively her application for a Special Use Permit to enable her expansion.

Thank you for your attention to this matter.

Yours truly,

Robert G. Zahniser



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: PLAN COMMISSION
FROM: DAVID SCHOON, DIRECTOR
DATE: AUGUST 1, 2019
SUBJECT: COMPREHENSIVE PLAN – CONTINUED DISCUSSION OF IDEAS TO INCORPORATE INTO THE COMPREHENSIVE PLAN

At the August 7, 2019 Special Plan Commission meeting, the Commission is scheduled to continue its discussion of ideas that it would like to see addressed in the new comprehensive plan. At the June 27 meeting, the Commission began the process of identifying ideas to incorporate into the plan. The Commission went through the process of identifying the community's strengths, weaknesses, opportunities and threats as they relate to the community as a place to live, work, or operate a business. Attachment A contains a list of the items Commission members identified.

The following is staff's attempt to synthesize and summarize Commission member's ideas.

Based upon the ideas shared, the following are **community characteristics and features that should be maintained and/or enhanced**:

- A. The high quality public and private primary and secondary educational systems.
- B. A great area for families to raise children evidenced by generations that live here as well as a healthy balance of new residents and long term residents.
- C. The high quality Park District recreational facilities and programming.
- D. Congestion free traffic that allows for a very walkable and bikeable community.
- E. The ease of accessing the City of Chicago including Metra train service and its three train stops in the community.
- F. A community in which one feels safe and secure.
- G. High quality of municipal services, including quality local electric service.
- H. The community's location along Lake Michigan, its physical layout, its high quality housing stock, and its tree lined streets provides a traditional yet unique neighborhood/residential feel.
- I. Proximity to other North Shore dining and entertainment options.
- J. Highly educated community members that are engaged in events and activities locally as well as regionally, nationally, and around the world.

Based upon the ideas shared, the following are **community characteristics and features that should be improved**:

- A. All local, state, and national governments must address rising costs in order lessen the high tax burden on residents.
- B. Address the threat of on-line shopping on the Village's commercial districts by increasing the districts' vibrancy by filling vacant store fronts (including the vacant One Winnetka site) through the attraction of more retail business, family-friendly and other dining options (such as

brewpubs and food trucks), and interactive businesses that bring residents and visitors to the commercial districts.

- C. Encourage the creation of co-working spaces to provide individuals working from home options to conduct business within the community and to be in closer proximity to local businesses so as to support those local businesses.
- D. Modernize public elementary school facilities.
- E. Provide the opportunities for a variety of housing options by preserving entry level family housing and by supporting housing options and supportive services for Winnetka's aging households.
- F. Make improvements to aging public infrastructure.
- G. Reduce flooding in areas of the community that experience regular flooding.
- H. To address climate change we should encourage residents, businesses, and government to invest in environmentally sustainable improvements and activities (e.g. electric charging stations, solar power roofs, etc.).
- I. Create a more attractive community environment in which younger people would want to live.
- J. Invest in infrastructure improvements that further support alternative modes of transportation (e.g. biking, walking, public transportation).
- K. Support organizations that provide engaging activities for teenagers.
- L. Provide a public swimming pool for community members.
- M. Support educational opportunities for youth to become more engaged in emerging technologies.

At the August 7 meeting, we would like the Commission to review this summary and to provide comments/edits/additions to it. As you review this list, also think of how the Village may use the typical planning related tools, such as the ones listed below, to implement achieving the ideas listed above.

- Specific planning documents or studies, such as area or topical plans (e.g. the Downtown Plan, commercial district parking studies, etc.)
- Zoning regulations and processes (zoning requirements, rezonings, special uses, variations, etc.)
- Subdivision regulations and processes (subdivision requirements, plats of subdivision, plats of consolidations, etc.)

Once you have had a chance to review and comment on the above summary, we then want to talk with the Commission about your ideas for **a vision statement**. A vision statement is typically developed to be used as a guide when developing the goals, objectives and action steps for inclusion in the Comprehensive Plan. In a sentence or two, how would we describe the community we want Winnetka to be in twenty years?

The current Comprehensive Plan states the following as the vision for the community in 2020:

“...a village in a natural setting committed to its tradition of residential neighborhoods, citizen involvement, local shops, and educational excellence...”

Does this vision statement still capture our vision for the future? Does the vision statement need to be refined? Or do we want to create a totally different vision for our future? In preparing the vision statement the Commission should be thinking about what captures the essence of the future Winnetka.

ATTACHMENTS

Attachment A: June 27, 2019, Plan Commission Discussion – List of Ideas to Include in Comprehensive Plan



VILLAGE OF WINNETKA

ATTACHMENT A

WINNETKA 2040

**June 27, 2019 Plan Commission Discussion
List of Ideas to Include in Comprehensive Plan**





STRENGTHS – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

– WHAT DOES WINNETKA HAVE GOING FOR IT?

- New Trier High School
- Beautiful natural setting
- Proximity to Chicago & lakefront
- Metra commuter rail – three stops/availability
- Bikeability walkability
- **District 36 & other educational opportunities – quality and options**
- Lack of traffic
- Quality of local electric service
- Generations live here
- Balance of new people and long term residents
- Proximity to other dining areas & entertainment (Highwood/Evanston/Writer's theater)
- Neighborhood feel/residential feel
- Park district facilities & recreational opportunities
- Beach town feel
- Community house
- Very socialable town/ community engagement
- Very highly educated community
- The Bookstall
- Quality of municipal operations
- **Great area for families and to raise children**
- High income residents that support local businesses with a product in demand
- Personal Safety





WEAKNESSES – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

– WHAT IS WINNETKA MISSING/LACKING?

- Public elementary schools need to be updated.
- Lack family dining options.
- Lack brewpubs
- Lack entry level family homes/Tear downs removing entry level homes
- Lack a diversity of housing (e.g. multi-family; senior housing)
- Don't have a public pool
- Lack activities for teenagers
- Located in the State of Illinois
- **Total tax burden/Full cost of living**
- Need more housing options for downzoning
- Vacant One Winnetka sites
- Could use more retail/ interactive businesses
- Vacant store fronts
- Commercial areas lacking vibrancy.
- Need more bike racks
- Flooding in certain areas
- Aging public infrastructure
- Lack co-working spaces or space to work outside of home





OPPORTUNITIES – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

WHAT REGIONAL, STATE, NATIONAL, WORLD TRENDS POSITIVELY IMPACTING WINNETKA?

- Sustainability trend
- More people working from home lead to more support to local businesses
- Electric vehicles and charging stations
- Support for biking across the country
- Quality of food from food trucks – way to bring in vibrancy (“Food truck Fridays”)
- Technology – 3D printing/robotics – How to support educational opportunities – STEM educational opportunities
- Rise in eating out as entertainment.





THREATS – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

WHAT REGIONAL, STATE, NATIONAL, WORLD TRENDS NEGATIVELY IMPACTING WINNETKA?

- **High taxes/graduated income tax**
- Unfunded pension liabilities
- Working from home allows individuals to be more mobile
- On-line shopping threat to local retailers
- Where do young people want to live?
- Capped real estate deduction
- Rise of the warm weather cities
- Aging population and the need for housing/services
- Climate change
- Beach erosion

