Winnetka Village Council
STUDY SESSION
VILLAGE HALL
510 Green Bay Road
December 14, 2021
7:00 PM

AGENDA

1) Call to Order

2) Public Comment

3) Comprehensive Plan Existing Conditions Report Discussion

4) Adjournment

NOTICE

All agenda materials are available at villageofwinnetka.org (Governance > ***Agendas & Minutes***); the Reference Desk at the Winnetka Library; or in the Manager's Office at Village Hall (2nd floor). Webcasts of the meeting may be viewed on the Internet via a link on the Village's web site: https://www.villageofwinnetka.org/AgendaCenter.

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Agenda Item Executive Summary

Title: Comprehensive Plan Existing Conditions Report

Presenter: David Schoon, Community Development Director

Agenda Date: 12/14/2021

Consent: ☐ YES ☑ NO

☐ Ordinance
☐ Resolution
☐ Bid Authorization/Award
☐ Policy Direction
☑ Informational Only

Item History:

11/5/2019 - Council Approving an Agreement with The Lakota Group for the Preparation of a Comprehensive Plan
Spring 2020 -Work on the Comprehensive Plan was put on hold due to the pandemic.
08/17/2021 - Council adopted Resolution No. R-71-2021, Approving an Addendum to the Agreement with The Lakota Group, which action authorized work to restart on the Comprehensive Plan.
9/14/21 - Village Council held a Joint Meeting with the Plan Commission to discuss work on Comprehensive Plan

Executive Summary:

At the December 14, 2021, Village Council Study Session, the comprehensive plan consultant team, headed by The Lakota Group, will review the Draft Existing Conditions Report (the "Report") with the Council. Given the length of the document, we wanted to provide you with ample time to review it prior to the meeting, so we are providing you with a copy now.

The Existing Conditions Report culminates the Analyze Phase of the preparation of the Comprehensive Plan process. And prepares us to move into the Visioning Phase of the project.

The Plan Commission reviewed the Existing Conditions Report at a special meeting on December 1, 2021. The Commission discussed the report and asked questions. Overall, the Commission had positive comments regarding the report. The draft minutes from that meeting are not ready at this time.

Attached is a copy of the Existing Conditions Report as well as a staff report and a cover memo from consulting team. The cover memo includes a brief summary of the Plan Commission's discussion of the Report.

Recommendation:

Review and discuss the Existing Conditions Report and provide further input to the Comprehensive Plan consultant team.

Attachments:

1. Staff Report
   - Attachment A: December 6, 2021, Lakota Group Memo
   - Attachment B: Draft Existing Conditions Report
   - Attachment C: Public Comment

ATTACHMENT 1

MEMORANDUM
VILLAGE OF WINNETKA
COMMUNITY DEVELOPMENT DEPARTMENT

TO: VILLAGE COUNCIL

FROM: DAVID SCHOON, DIRECTOR

DATE: DECEMBER 6, 2021

SUBJECT: COMPREHENSIVE PLAN – DRAFT EXISTING CONDITIONS REPORT

At the December 14, 2021, Village Council Study Session, the comprehensive plan consultant team, headed by The Lakota Group, will review the Draft Existing Conditions Report (the "Report") with the Council. Given the length of the document, we wanted to provide you with ample time to review it prior to the meeting, so we are providing you with a copy now.

The Existing Conditions Report culminates the Analyze Phase of the preparation of the Comprehensive Plan process, and it prepares us to move into the Visioning Phase of the project.

During the Analyze Phase, the consultant team has gathered data and information regarding the community as well as has touched base with a wide cross-section of the community through a series of in-person activities – such on-one-on interviews, focus groups, Jeffersonian Dinners, an open house – as well as on-line activities – such as the project website, social media posts, and an on-line community open house. They have taken what they have learned about the community and from community members and have summarized it in the Report.

The Plan Commission reviewed the Report at a special commission meeting on December 1, 2021. The Commission discussed the report and asked questions. Overall, the Commission had positive comments regarding the report. The enclosed cover letter from The Lakota Group includes a summary of the Plan Commissions major comments.

Based upon what the consultant team has learned through the Analyze Phase, they will take that information and walk the community through the Visioning Phase of the process. During the Visioning Phase, the consultant team will begin to draft another report that will include vision statements and goals and strategies to achieve those vision statements. That document will then be used to draft the updated comprehensive plan.

Attached you will find a cover memo from The Lakota Group as a well as a copy of the Existing Conditions Report. Also attached is one email that we have received from the public regarding the Existing Conditions Report.

ATTACHMENTS

Attachment A: December 6, 2021, Lakota Group Memo
Attachment B: Draft Existing Conditions Report
Attachment C: Public Comment

Attachment A

THE LAKOTA GROUP. ALLIES IN PLACE

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WINNETKA COMPREHENSIVE PLAN

DATE: December 6, 2021

TO: Winnetka Village Council

FROM: Scott Ruhland, The Lakota Group

CC: David Schoon, Community Development Director
Scott Freres, The Lakota Group
Becky Hurly, The Lakota Group
Siraj Asfahani, The Lakota Group

RE: Winnetka Comprehensive Plan Update – Draft Existing Conditions Report

The Lakota Group is pleased to present the attached Draft Existing Conditions Report as part of the Winnetka Comprehensive Plan Update process. This is the first significant deliverable prepared as part of the process and signifies the Phase 1 completion of the project.

The consultant team presented the Existing Conditions Report to the Plan Commission on December 1st, 2021. The report and information were well received by the Commission. Questions and discussion ensued regarding specific items in the Existing Conditions Report, as well as more in depth discussion on some topics related to the Village's Vision and Sustainability. The Commission discussed the importance of first establishing a Village-wide vision that the plan can be built around; and the importance of sustainability and climate action as a primary theme and focus of the plan.

The Existing Conditions Report provides a comprehensive summary of public input from all community engagement efforts to date as well as all completed community assessments, including land use, community character, historic preservation, open space, parks and recreation, demographics and real estate market including housing, retail and office, transportation, sustainability and climate action, lifestyle and culture, and utilities and infrastructure.

This report will be used throughout the remainder of the process to help guide the visioning process and provide background information on the various topical elements for further study and analysis. This reports sets a baseline of information and existing conditions in the Village to progress towards a community vision and eventually, a draft comprehensive plan. This is an informational document only to be reviewed, considered, and accepted by the Village Council. No formal action of adoption or approval is necessary.

Attachment B

Winnetka Futures

2040 PLAN

EXISTING CONDITIONS REPORT

DRAFT NOV. 19, 2021

ACKNOWLEDGMENTS:

Thank you to the Plan Commission and Village Staff who guided this analysis:

Bridget Orsic
Liz Kunkle
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PREPARED BY:

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TABLE OF CONTENTS

INTRODUCTION

Project Overview....2
Community Pillars....5
History of Winnetka....8
Demographics....11
Community Outreach....17
Comparable Communities....22

LAND USE

Existing Land Use....26
Zoning Analysis....30
Village Boards, Commissions, & Municipal Code....35

MARKET ASSESSMENT

Retail Assessment....46
Office Assessment....59
Housing Assessment....64
Market Conclusions....84

COMMUNITY CHARACTER

Character Areas....90
Historic Preservation....107
Parks, Open Space, Bluffs, & Lakefront....115

MOBILITY & CONNECTIVITY

Public Transit....124
Bicycling & Trail Connections....128
Sidewalk Network....132
Road Jurisdiction & Traffic Circulation....134
Commercial District Parking....138

SUSTAINABILITY & CLIMATE ACTION

Environmental and Forestry Commission....144
Greenest Regions Compact (GRC2)....148
Sustainability Through Planning....151

LIFESTYLE & CULTURE

Community Spaces....154
Community Events....164

INFRASTRUCTURE & UTILITIES

Public Water Supply, Treatment, and Distribution....168
Public Electric Supply and Distribution System....172
Sanitary Sewer Conveyance and Treatment....177
Stormwater Management and Flood Mitigation....182
Internet Connectivity....188

INTRODUCTION

Project Overview

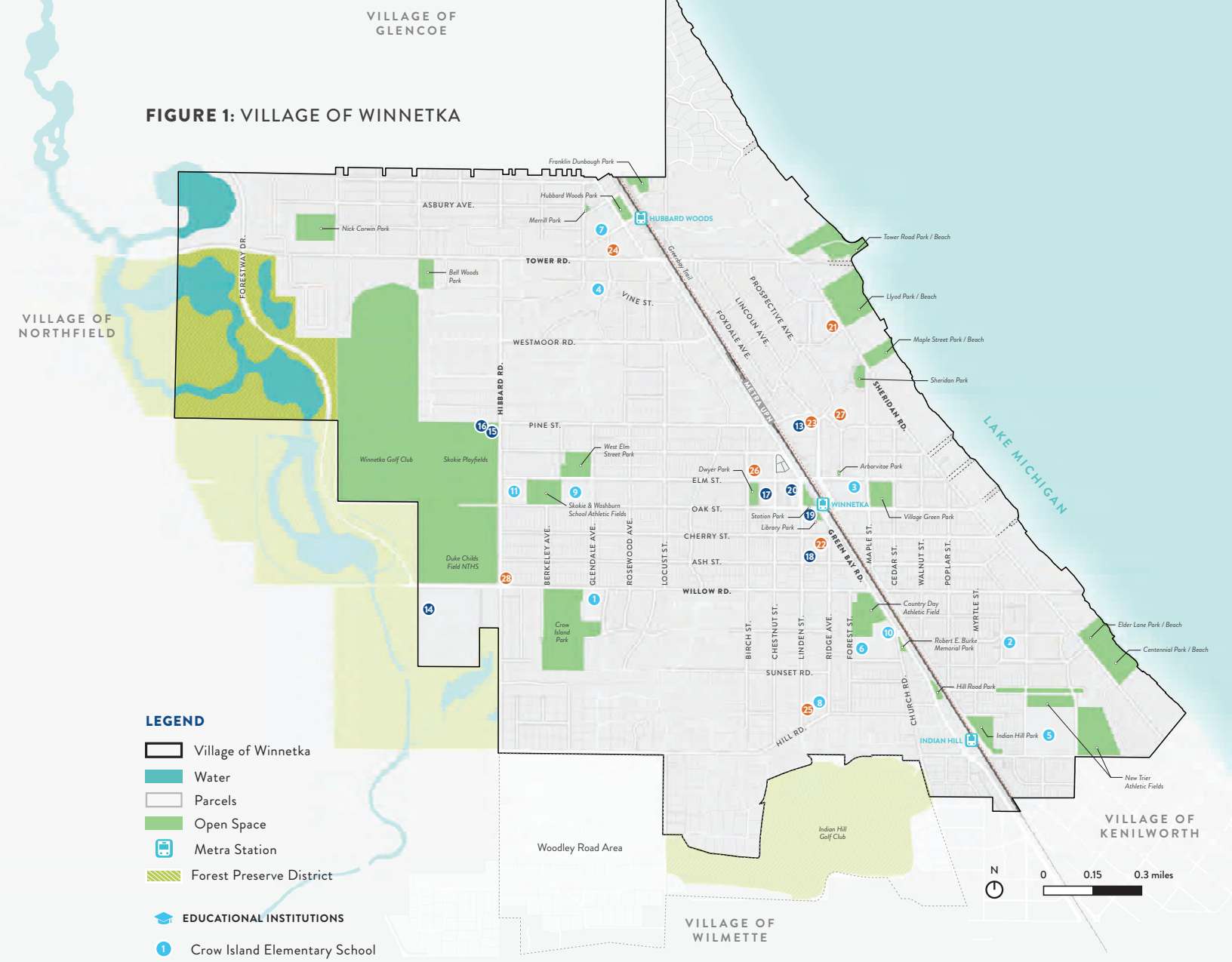
REGIONAL SETTING

Winnetka is located in northeast Cook County and on the shores of Lake Michigan, approximately 17 miles from Chicago. It's home to more than 12,700 residents. The Village is located within a cluster of similar "traditional Village" communities (Glencoe, Kenilworth, and Wilmette), each exhibiting similar development patterns focused on older, walkable, traditional downtowns served by commuter rail. Interstate I-94, the "Edens" runs along the Village's western border and provide easy vehicular access to the City of Chicago. Green Bay Road runs through the Village parallel to the Union Pacific North (UPN) tracks and connects Winnetka to neighboring communities. Three Metra stations – Indian Hill, Winnetka (Elm Street), and Hubbard Woods – connect the Village regionally to the City of Chicago and North Shore suburbs.

ABOUT THE PLAN

The Winnetka Futures 2040 Plan will explore how Winnetka can better understand and address changing times, such as a radically changed retail environment; transportation mobility innovations; an aging population; evolving housing preferences; changing work and commuting habits; and an increased focus on environmental issues and sustainability. As a plural, "Winnetka Futures" communicates the many alternative possibilities available to Winnetka by the year 2040 and will inform high-level conversations about the future of the Village. How can we envision a future that meets the goals and aspirations of Winnetkans, regardless of their stage of life? This is what the Winnetka Futures 2040 Plan seeks to discover.

FIGURE 1: VILLAGE OF WINNETKA



LEGEND

- Village of Winnetka
- Water
- Parcels
- Open Space
- Metra Station
- Forest Preserve District

EDUCATIONAL INSTITUTIONS

1. Crow Island Elementary School
2. Greeley Elementary School
3. Hadley Institute for the Blind and Visually Impaired
4. Hubbard Woods Elementary School
5. New Trier High School Winnetka Campus
6. North Shore Country Day School
7. Sacred Heart School
8. Saints Faith Hope & Charity Elementary School
9. Skokie School
10. The Music Institute of Chicago
11. Washburne Junior High School

PUBLIC FACILITIES

13. Community House
14. Public Works Facility
15. Park District Maintenance Yard
16. Schmidt-Burnham Log House
17. United States Postal Office
18. Winnetka Historical Society
19. Winnetka Public Library
20. Winnetka Village Hall

PLACES OF WORSHIP

21. Christ Church Winnetka
22. Grace Presbyterian Church of North Shore
23. Lake Shore Unitarian Society
24. Sacred Heart Church
25. Saints Faith Hope & Charity
26. Winnetka Bible Church
27. Winnetka Congregational Church
28. Winnetka Presbyterian Church

PROJECT TIMELINE

The Winnetka Futures: 2040 Planning Process is organized among the following three phases.

Phase 1: Analyze

The first phase establishes a dynamic community planning process and creates an information base to understand the existing conditions in Winnetka. This phase includes:

- Background Research, Mapping and Field work
- Focus Groups, Stakeholder Interviews and Jefferson Dinners
- Existing Conditions Assessments
- Community Open House, On-Line Community Open House, and Farmers Market Pop-Up Event
- State of the Village Report
- Plan Commission Meeting
- Village Council Meeting

Phase 2: Visioning

During this phase, the vision and goals of the plan are outlined, and concepts and recommendations for future land use and development are crafted. This phase includes:

- Vision, Goals and Objectives
- Plan Commission Meeting
- Community Open House #2 / Ideas Symposium, Survey and Pop-Up Event
- Future Land Use & Development Overview
- Village Council Meeting

Phase 3: Plan Making

In this final phase, The Winnetka Futures 2040 Plan will be drafted, refined and adopted with feedback from Village staff, residents, Plan Commission, and the Village Council. This phase includes:

- Draft Comprehensive Plan
- Second Draft Plan and Implementation Strategy
- Plan Commission Meeting
- Community Open House #3, Survey and Pop-Up Event
- Third and Final Draft Plan
- Presentations to Plan Commission and Village Council

Community Pillars

At the beginning of the Comprehensive Plan process a set of key themes or "community pillars" were developed by the planning team, Village staff and Plan Commission members. These community pillars serve as a framework to focus and discuss important issues related to different aspects of community planning and living in Winnetka. These key themes will continue to serve as a guide throughout the remainder of the Visioning and Comprehensive Plan process. A summary of the key themes is listed on the following pages.

Moffat Mall looking West © The Lakota Group

Vital Commercial Areas

The commercial areas in Winnetka are community hubs, improving and strengthening these areas will be a key focus.

Healthy & Engaging Lifestyles

Winnetkans value community wellness and support healthy, safe and community focused lifestyles.

Culture & Community Character

Winnetka celebrates arts and culture through community events and gathering spaces. The Village's iconic buildings, charming downtown, tree lined streets, bluffs and lakefront, and stately homes provide a positive character for continued investment in what makes 'community' in Winnetka.

Variety of Housing

A variety of housing types can attract young families and provide an opportunity for long-time residents to stay in Winnetka.

Sustainability & Climate Action

Developing practical and innovative solutions to take action on the climate crisis is a key aspect of the plan and will lay the foundation for the community's vision. Sustainable elements will be incorporated throughout all elements of the plan.

Educational Excellence

Winnetka has and will continue to be a community known for excellent academics and a respected integrated educational system.

Parks & Open Space

The Green Bay Trail, lakefront, Village parks and active recreation programs are cornerstones of an expansive open space and trail system.

Technology

Technology and data will play an even greater role connecting Winnetka into the future.

Community Involvement

Winnetka's active and involved community will continue to shape the direction of the Village and influence important decisions.

Stormwater & Infrastructure

Stormwater and other public infrastructure investment is a critical component of long-term community capital improvement programming, this theme will continue to be a major focus of the Village.

Operational Efficiencies

Opportunities for efficient operations through data analytics, eliminating redundancy and strategic planning with other government agencies will continue to keep Winnetka as a thought leader.

Regional Coordination

Winnetka will continue partnerships with its neighbors and assist in leading regional efforts related to sustainability, transportation, infrastructure and quality of life initiatives.

History of Winnetka

EARLY YEARS

In 1832, the Green Bay Trail was established as an official road from Fort Dearborn, Chicago to Fort Howard, Wisconsin, and that trail was the basis of Winnetka's first business. Four years later, Erastus Patterson and his family arrived in Winnetka from Woodstock, Vermont, picked a site along what is now Sheridan Road just east of the present Christ Church, and built a log tavern to provide food and shelter for travelers.

Transportation was central to how the Village was initially planned. Chicago pioneer Charles Peck and his friend Walter Gurnee (who happened to be president of the newly formed Chicago and Milwaukee Railroad) platted the original Village streets and building lots in 1854, just before the railroad started operations.

Charles Peck and his wife Sarah Peck are often called "the founders of Winnetka," and they had a lasting influence on the Village. Sarah, who named Winnetka after a Native American word thought to mean "Beautiful Land," organized Winnetka's first school in a home on the northwest corner of Elm Street, and Sheridan Road. Charles Peck encouraged the planting of trees, donating the elm trees planted along Elm Street, and even creating a celebrated arboretum on his property. The Pecks also donated Winnetka's first significant public space, the Village Green, in 1869.

Prouty Building © Winnetka Historical Society

Winnetka's early residents, many from New England, were well-educated, highly religious, and reform-minded. Reflecting contemporary values and the influence of the temperance movement at nearby Northwestern University, the original Village charter, granted by the state in 1869, banned public consumption and sale of alcohol, a restriction that would impact the Village for more than a century. Village residents were from the beginning, intent on creating a "very respectable school system," and education has long been a hallmark of the Village. In 1859, ten years prior to the incorporation of the Village, the first public school was built with private funds and opened as District #2.

THE PROGRESSIVE ERA

This essential Village character was reinforced during the Progressive Era, a period of widespread social activism and political reform across the nation that spanned the 1890s to the 1920s and that coincided with a period of enormous population growth in the Village. While Winnetka had grown slowly compared to other north shore communities during its first decades (increasing from 584 residents in 1880 to 1,079 by 1890), between 1890 and 1920 it had increased almost six-fold to 6,694 residents. In the words of the Winnetka Historical Society, these years marked "the transformation of a sleepy rural Village into a forward-looking modern suburb."

Social reform in Winnetka during the Progressive Era included dramatic changes in education, Village governance, and civic and social services. Progressive education began in Winnetka's public schools in 1919 with the hiring of Carleton Washburne, and his "Winnetka Plan" of child-centered, experiential, service-based learning, which has become widely recognized across the country. North Shore Country Day School was founded the same year by a group of Winnetka families and was also heavily influenced by the progressive education movement. In the early 1900s, the first New Trier Township High School opened, a public high school that to this day has one of the finest reputations in the country. Other high-quality private schools with a deep history in the Village include Sacred Heart School and the School of Saints Faith, Hope and Charity.

The Winnetka Community House has an essential place in the history of Winnetka. Inspired by Jane Addams' Hull House, it was an example of the "settlement house" movement in progressive-era Chicago. The Winnetka Community House addressed resident needs, especially children. When the Community House opened in 1911, it included clubs, meeting rooms, and spaces for education and recreation. Adults were attracted by social activities, civic discussions, and sports. Community outreach, including English classes for immigrants and a community health nurse, was integral to early offerings. Winnetka institutions that got their start there included the North Shore Art League, Hadley School for the Blind, the Winnetka Community Nursery School, the Interfaith Housing Center for the North Shore (now called Open Communities), and the North Shore Senior Center. The Winnetka Community House is an important illustration of Winnetka's historically progressive, civic-minded character.

Plan for Winnetka by Edward H. Bennett, 1921

The Winnetka Caucus, a process of selecting candidates for local elected office, was adopted in 1915. Every year a fresh group of representatives forms the Winnetka Caucus Council, which seeks and slates candidates for the Village's publicly-elected boards and adopts a platform of policies drawn from a Village-wide survey, all of which are approved at a meeting of all Winnetka residents. Also in 1915, the Village was a pioneer in adopting the Council-Manager form of government, a Progressive Era innovation that professionalized municipal governance and provides continuity of government as elected officials retire.

Winnetka was also a leader in urban planning. In 1917 the Village Council appointed a Plan Commission to study and make suggestions for a comprehensive plan of Village development. Edward H. Bennett, co-author with Daniel Burnham of the landmark 1909 Plan of Chicago, was hired with a mandate to use "common sense applied to common interests." Major recommendations of Winnetka's 1921

Fourth of July Parade, © Winnetka Historical Society

Rail Tracks Grade Separation © Winnetka Historical Society

Report of the Commission (commonly referred to as the Bennett Plan) included depression of the train tracks (completed in 1943), the location and design of Village Hall (designed by architect and Winnetka resident Edwin Clark and built in 1925), the acquisition of Crow Island as a site for a future park and school (1919), for Skokie Marsh to serve as a green buffer on Winnetka's western edge (transformed into the current lagoons and park land by the Civilian Conservation Corps between 1933-40), and installation of ornamental lighting (now being undertaken as part of the current streetscape project.) Several recommendations have not been realized, however. For example, the Bennett Plan called Winnetka's location on the lake shore "its most valuable asset" and called for lake front development and a small harbor, like what was then proposed for Lake Forest.

VILLAGE GROWTH

As the Progressive Era drew to a close in the 1920s, Winnetka began to push west toward the Skokie River. The Village had expanded its boundaries over the years. Winnetka's Hubbard Woods area was originally established in 1857 as the Village of Lakeside. This new building boom was made possible by the increasing use of the automobile, and over time by the Skokie River levee system, which allowed for development into what had been wet overbank swamp areas of the Skokie River.

Winnetka's population increased more than six-fold from 1,883 in 1900 to over 12,000 in 1930. What was often open swampy land on the west side of the village was platted, into smaller, more affordable, lots.

This explosive growth occasionally caused controversy. The 1925 Caucus Platform stood against "the exploitation of the low lands to the west of the village....bringing large increases of population of a different character...." and in 1933 agitation over street extensions to the west resulted in a bitterly contested election. Nonetheless, Winnetka did develop its western areas, which were largely drained and made buildable by the Depression-era work on the Skokie Marsh.

The residential areas of the village continued to fill in over the coming decades. Large estates on the lakefront were subdivided, and a couple of non-street grid subdivisions were developed on the northern and southern edges of the village. The village became increasingly single-family owner-occupied in character. In the 1970s the village restricted the construction and occupancy of coach houses, for example. Existing apartments above storefronts were converted to office use and apartment buildings were converted to condos. Between 1980 and 2000 the village lost 260 of its rental units, and due to increased land value and more frequent residential tear downs, smaller homes were increasingly replaced by larger homes.

By 1990, residential tear downs in the now largely built-out village were raising concerns about village character. The Village began to do a survey of historic properties and to consider a possible landmarks ordinance but stopped after opposition by a group of residents. Caucus platforms have periodically called for zoning changes to address the size and character of new construction. In 2004 a new state law concerning affordable housing led the village to study its housing stock and possible solutions. This was also stopped after opposition by the same resident group.

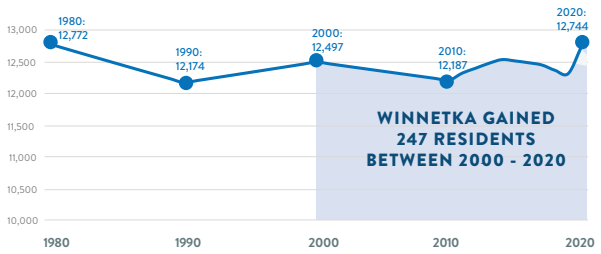
In 2005, the residents of the community voted to become a home rule municipality which has provided the Village with profound impacts on its ability to operate and self-govern. Over recent decades Winnetka has continued to maintain the same core values that would be recognizable to its early residents. A family-oriented village, children and their education remain a primary focus of Winnetka's community life. Parents volunteer to serve on the PTO, and dozens of volunteers support the Caucus and numerous other civic and charitable purposes.

Demographics

POPULATION CHANGE

Based on U.S. Census, the Village population has held relatively constant since 2000, increasing by only 247 residents between 2000 and 2020 (Figure 2[1]). The 0.1% compound annual growth rate (CAGR) over that period for the Village is greater than the Cook County CAGR (-1.9%) and similar to the combined CAGR for local peer communities of Glencoe, Kenilworth, Northfield, and Wilmette (0.1%). The population has largely remained unchanged over the 40-year period from 1980 to 2020 (Figure 3).

FIGURE 2: POPULATION CHANGE



POPULATION	2000	2010	2020
Winnetka	12,497	12,187	12,744
Glencoe	8,777	8,723	8,849
Kenilworth	2,611	2,513	2,514
Northfield	5,632	5,431	5,751
Wilmette	27,673	27,087	28,170

1. Source: 2020 household count and average size based on ACS 2015-2019 5-Year Estimates, 1980, 1990, 2000, 2010, 2020 population count from U.S. Census, 1980, 1990, 2000, 2010 household count and average size from U.S. Census, SB Friedman

FIGURE 3: HOUSEHOLD CHANGE

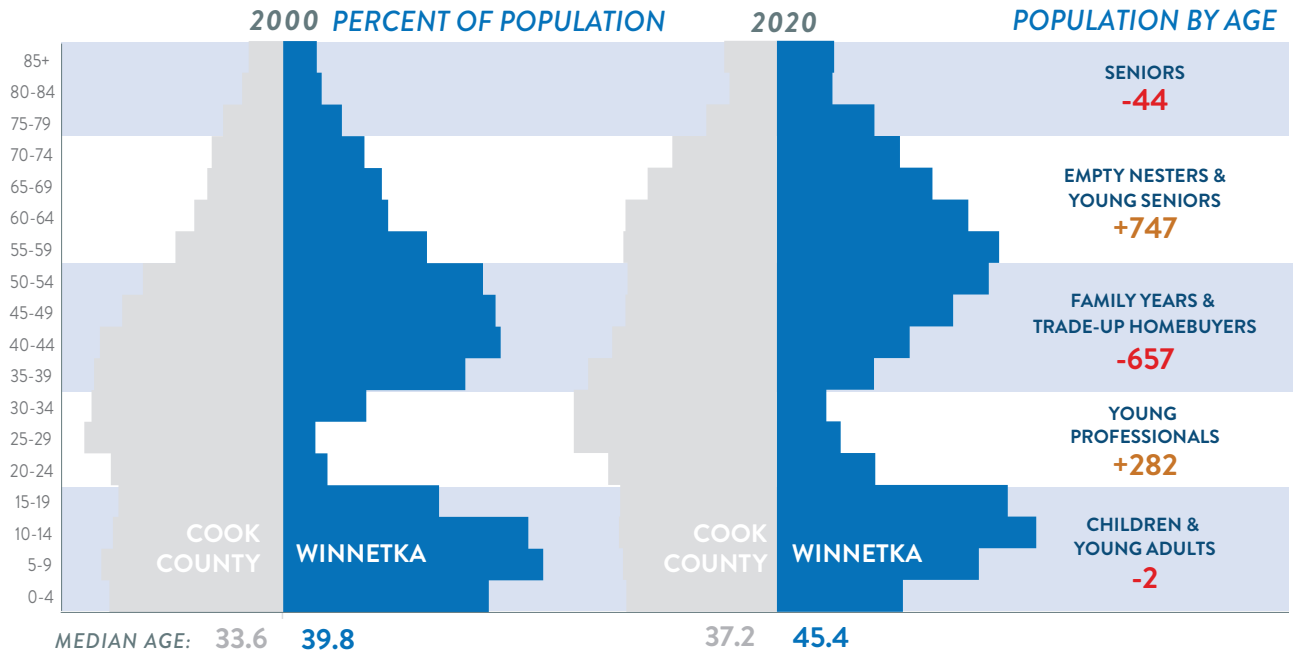
HOUSEHOLDS	2000	2010	2020[1]
Winnetka	4,191	4,102	4,220
Glencoe	3,079	3,013	3,195
Kenilworth	831	800	793
Northfield	2,226	2,193	2,367
Wilmette	10,043	9,742	10,097
WINNETKA HOUSEHOLD SIZE[1]	2.98	2.97	3.02
PEER COMMUNITIES (WEIGHTED AVERAGE)[1]	2.76	2.78	2.75

POPULATION COMPOSITION

Between 2000 and 2020, the Village's population has predominantly aged in place (Figure 4[2]).

While the distribution of population for Cook County overall is relatively consistent across all age cohorts, the population in Winnetka is predominantly people in their Family Years, Young Seniors, and Children & Young Adults. Over 34% of the Winnetka population is under age 20, as opposed to 24% in the Cook County. Conversely, only 9% of the Village population is Young Professionals, as opposed to 23% in Cook County. Between 2000 and 2020, the average age of Village residents increased from approximately 40 to 45 years old. During the same period, the number of residents in the Family Years cohort decreased by about 650 as they aged into the Empty Nesters & Young Seniors cohort. The Cook County population is aging to a lesser extent, with the median age increasing from 34 to 37 years old from 2000 to 2020.

FIGURE 4: POPULATION COMPOSITION



2. 2020 population composition estimates based on ACS 2015-2019 5-Year Estimates, 2000 population composition from U.S. Census; SB Friedman

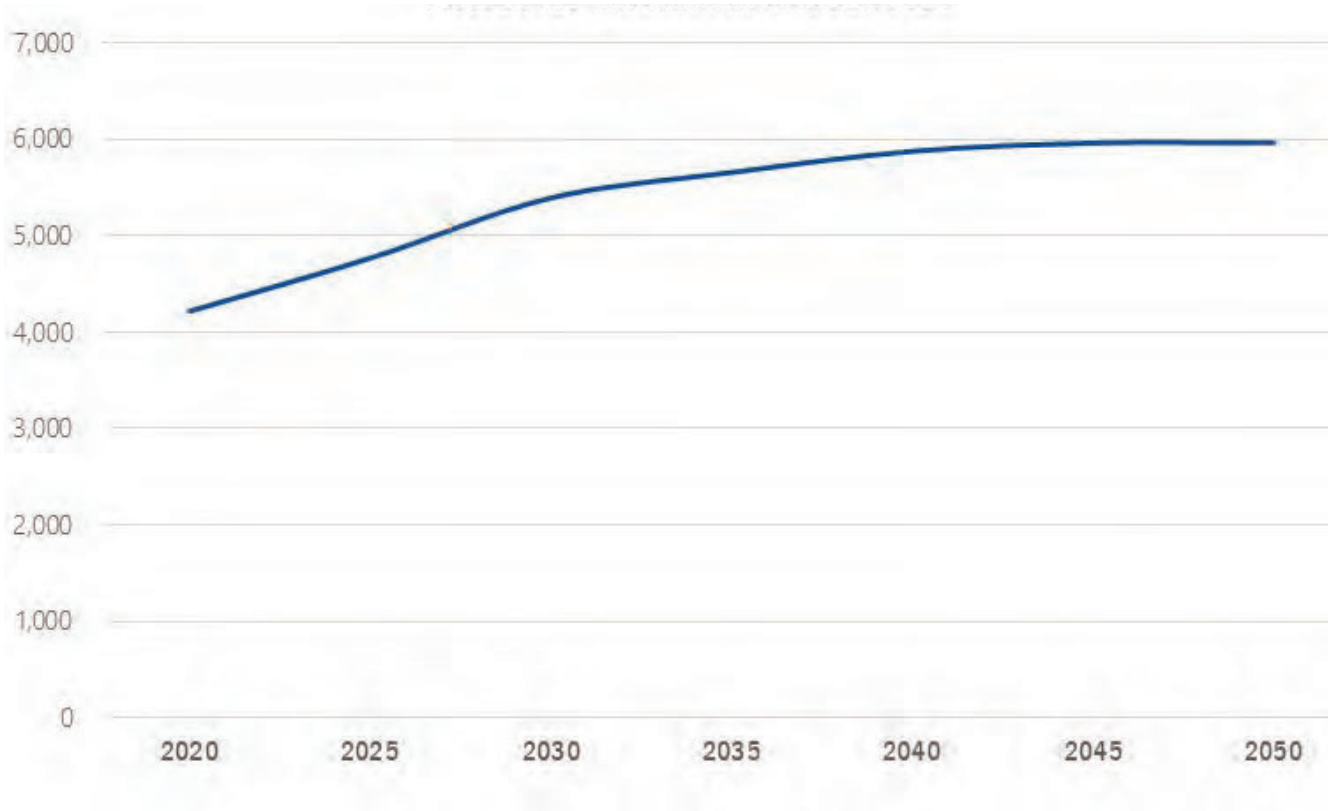
HOUSEHOLD PROJECTIONS

The Village is projected to gain 1,749 households by 2050.

According to CMAP projections, Winnetka is projected to gain approximately 1,750 households between 2020 and 2050 (Figure 5[3]), increasing from 4,220 to 5,969 households. The 1.2% compound annual growth rate (CAGR) for the Village is greater than the Cook County CAGR (0.6%). A similar growth trend is projected for Village peer communities.

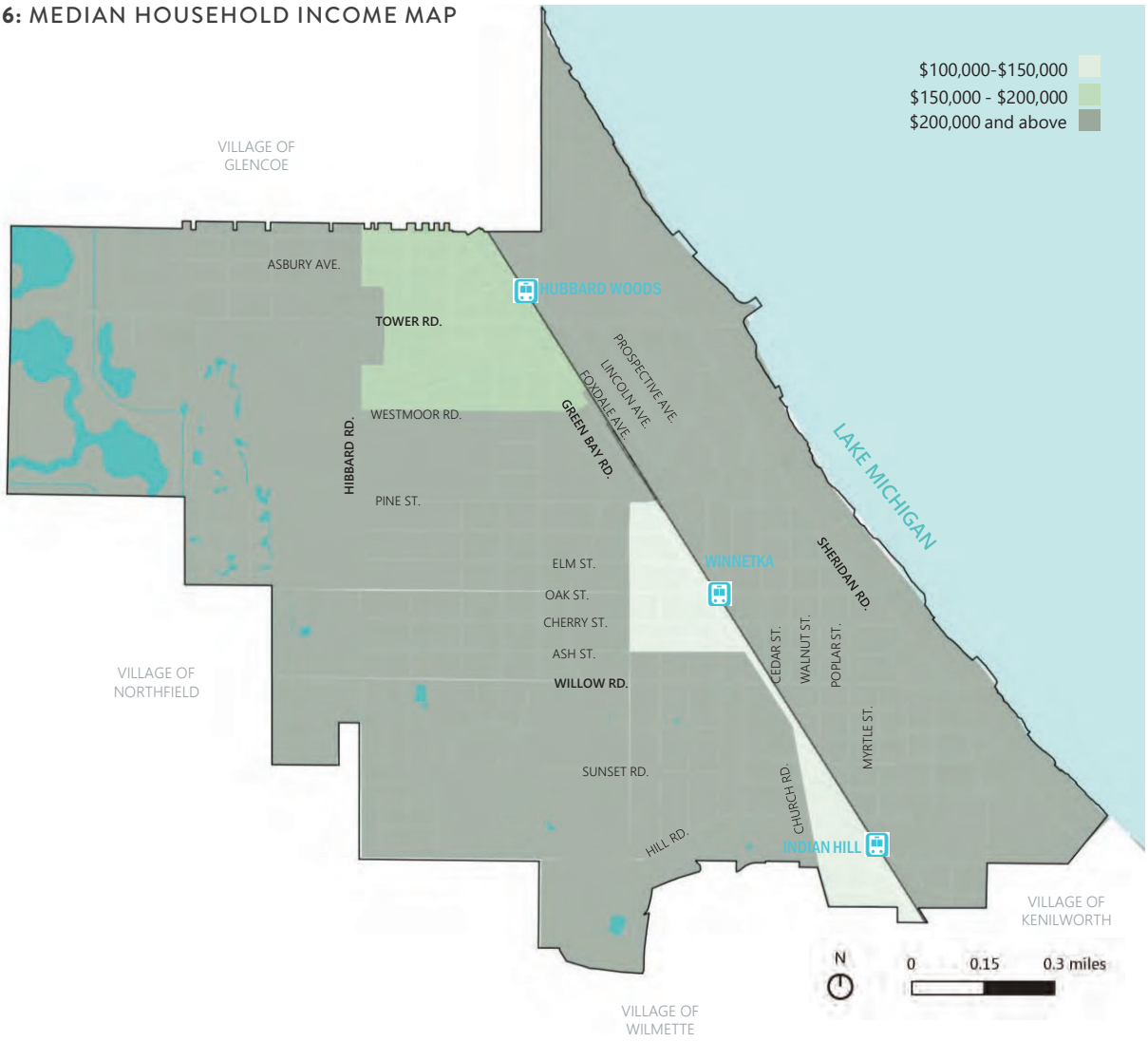
CMAP projections for the following 20-years reflect a substantially faster growth rate than the previous 20 years. Household growth will be contingent upon infill development to accommodate additional households.

FIGURE 5: HOUSEHOLD PROJECTION



3. Source: 2020 household estimate based on Census 2020 population and ACS 2015-2019 5-Year Estimates housing size, 2025-2050 projections based on CMAP ON TO 2050 Projections, SB Friedman

FIGURE 6: MEDIAN HOUSEHOLD INCOME MAP



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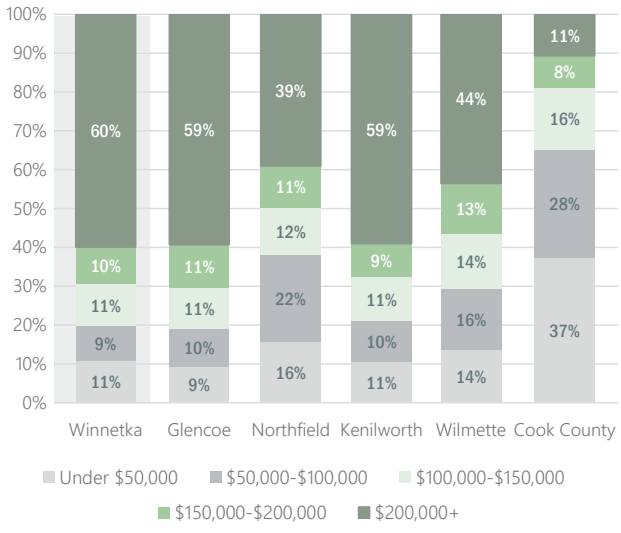
MEDIAN HOUSEHOLD INCOME

81% of Winnetka households have incomes over $100,000.

The proportion of households in Winnetka with incomes over $100,000 (81%) is significantly higher than the Cook County average but comparable to Glencoe and Kenilworth (Figure 7[4]. The Village's highest income households are concentrated in census block groups along Lake Michigan and its western border. Households with relatively more modest incomes are concentrated along Green Bay Road in the center of the Village, though no block group has a median income less than $100,000.

FIGURE 7: MEDIAN HOUSEHOLD INCOME COMPARISON



4. Source: 2021 household income estimates from Esri 2021 Household Income Profiles, SB Friedman

VILLAGE EMPLOYMENT COMPOSITION

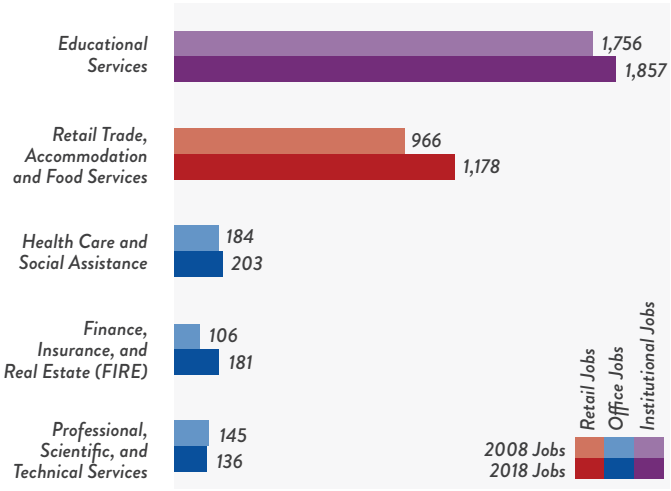
As of 2018, there are approximately 4,385 jobs located in the Village, an increase of 520 jobs from 3,865 in 2008. **The largest employment category in the Village is Educational Services,** due to the presence of New Trier High School, District 36, and other educational institutions. Other significant employment sectors present in the Village include Retail Trade, Accommodation and Food Services and Health Care and Social Assistance.

There appears to have been an increase in retail jobs in the Village between 2008 and 2018 (Figure 8[5]). Jobs in the Professional, Scientific, and Technical Services category have declined by 6%, from 145 jobs in 2008 to 136 jobs in 2018.

Educational services employment in Winnetka accounts for a larger than typical share of the total employment (nearly half of all jobs), far exceeding the share educational jobs account for in both state and national data. Retail jobs, the second largest local employment industry, grew faster in Winnetka (2.0% annually) than either Illinois (0.6%) or the nation (1.4%) from 2008 to 2018.

Between 2020 and 2040, CMAP projects steady growth in total Village employment, with a compound annual growth rate (CAGR) of 0.7%.

FIGURE 8: WINNETKA JOBS, TOP INDUSTRIES 2008-2018



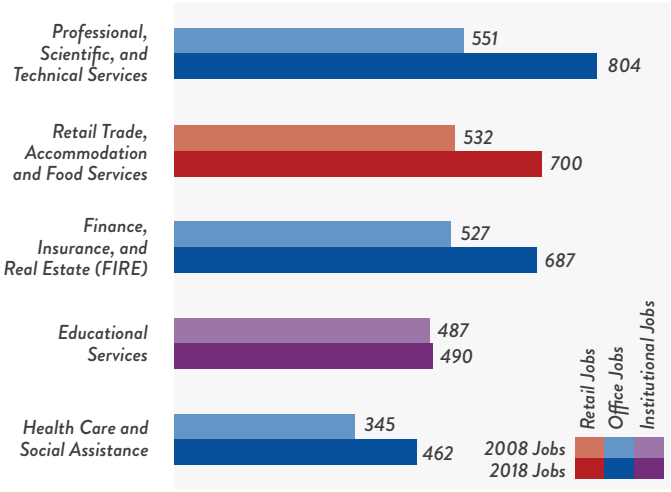
RESIDENT OCCUPATIONS

As of 2018, approximately 4,870 residents who live in Winnetka are employed. Of this total, approximately **17% are employed in Professional, Scientific and Technical Services**, and an additional 14% in Retail Trade, Accommodation and Food Services (Figure 9[6]). Other top industries include Finance, Insurance, and Real Estate (FIRE) (14%), Educational Services (10%) and Health Care and Social Assistance (9%).

Of the top industries where residents are employed, the Professional, Scientific, and Technical Services category has seen the highest growth rate. All other categories have seen high growth rates, except Educational Services, which has remained largely unchanged since 2008.

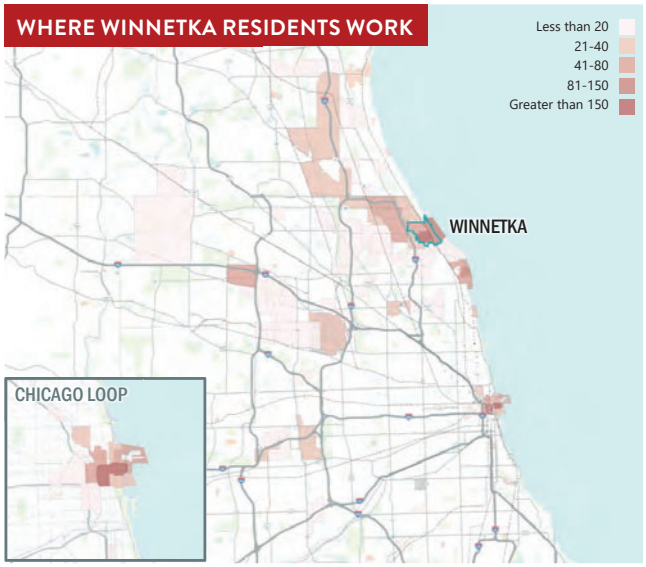
Approximately 45% of Winnetka families report having one wage earner. Another 46% report at least two household earners (dual-income). The remaining 9% of families' report having no wage-earners.

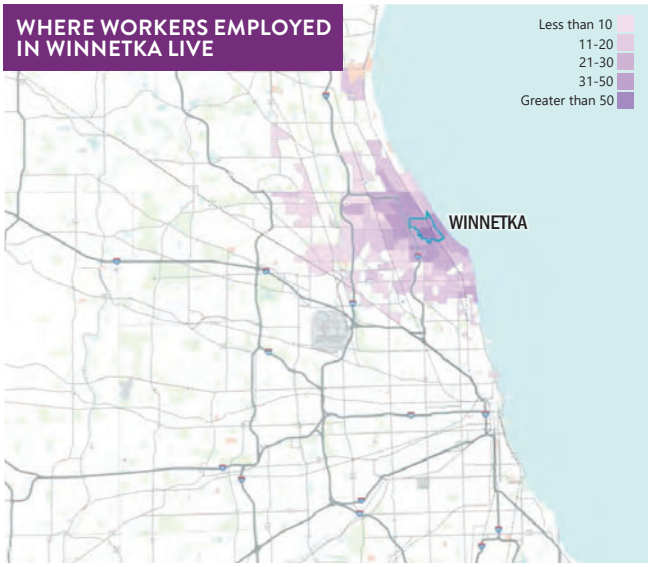
FIGURE 9: WINNETKA RESIDENTS: TOP INDUSTRIES 2009-2017



5. Source: Excludes Other Services and Public Administration employment categories. 2018 employment data from LEHD, 2020-2040 growth projections from CMAP ON TO 2050 Projections, SB Friedman
6. Source: ACS 2014-2018 5-Year Estimates, 2018 employment data from LEHD, SB Friedman

FIGURE 10: COMMUTING PATTERNS





Top 5 Municipalities	Number of Workers
1. Chicago	2,123 (43.6%)
2. Winnetka	314 (6%)
3. Evanston	245 (5%)
4. Northbrook	125 (2.6%)
5. Glenview	90 (1.8%)
All other municipalities	1,973 (40.5%)

Top 5 Municipalities	Number of Workers
1. Chicago	946 (21.6%)
2. Evanston	358 (8.2%)
3. Winnetka	314 (7.2%)
4. Wilmette	237 (5.4%)
5. Glenview	175 (4%)
All other municipalities	2,354 (53.7%)

COMMUTING PATTERNS

Among working residents of Winnetka, 2,123 (43.6%) commute into Chicago, primarily to the Loop and greater downtown area (Figure 10[7]. According to the Village, Winnetka maintained the highest percentage of residents using public transit to commute in the region prior to the COVID-19 Pandemic.

Only 314 (6%) of residents work in the Village. The remaining residents commute to adjacent municipalities and throughout the region.

Approximately 22% of workers employed within the Village commute into Winnetka from Chicago, mainly from north side neighborhoods. Only 7.2% of Winnetka workers also live in Winnetka. The top industry among workers commuting to Winnetka is Educational Services (42.4% of all commuters).

7. Source: 2018 employment data from LEHD, Village of Winnetka, SB Friedman

Community Outreach

Public input in the planning process is critical, as a successful plan must reflect the unique values and aspirations of the Winnetka community. In addition to hearing from community members through the community open house and pop-up event, residents and business owners were engaged in thoughtful conversations about the future of the Village. While input received throughout the process to date is included within each section an overview of the engagement process is summarized below.

COMMUNICATIONS

Ensuring that the public understands that a comprehensive planning process is underway is the first step in effective engagement. In partnership with the Village, the Winnetka Futures process leveraged the following tools.

Brand & Website

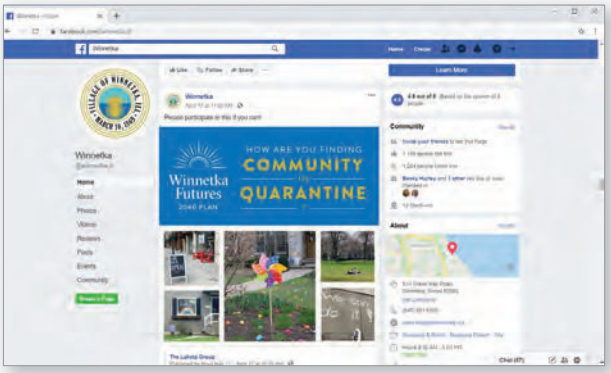
A custom project brand and color palette was designed to provide visual consistency throughout the planning process. The graphic is positive and forward looking, while also connecting to the Village Seal. The brand served as a starting point for all project communications—including an interactive project website that describes the overall planning process as well as provides members of the public an opportunity to provide comments and ideas. Project updates, draft plans, workshop materials, and plan drawings are all hosted on the website.

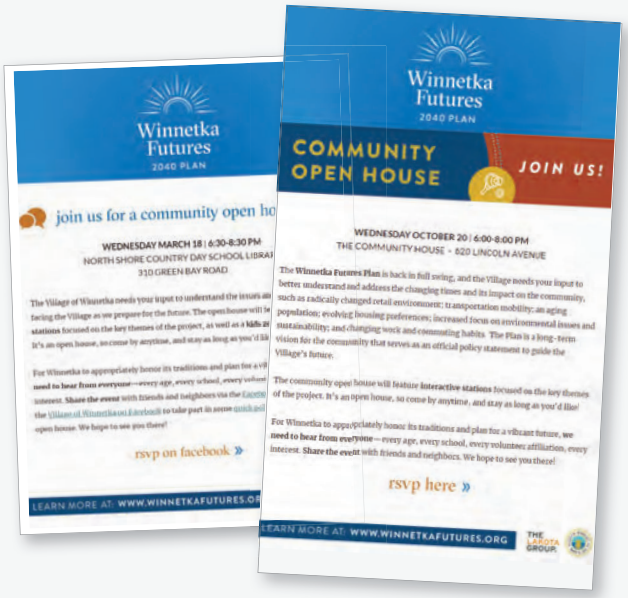
Social Media & Email

Given Winnetka's active Facebook presence, our team worked with the Village Communications Coordinator to develop social media content to share news about the project and gain community insight. In addition, those residents interested in the process signed up for email updates through the website.

Winnetka Futures
2040 PLAN

Project Brand and Website—www.WinnetkaFutures.org





Social Media Content and Emails to Subscribers

COMMUNITY CONVERSATIONS

Focus Groups

To inform the baseline issues and opportunities in Winnetka and gain a deeper understanding of the key themes the plan hopes to address, a series of focus groups were conducted with local residents and stakeholders. To date, over 900 individuals were contacted to participate, and 25 different focus groups were held. These focus groups (hosting 4 to 12 community members) were organized under three core categories—traditional focus groups, persona focus groups, and commissions and boards. ***Summaries of the key themes from each focus group are provided as sidebars within the relevant section of the document.***

Traditional Focus Groups

Traditional focus groups included sessions with business owners, property owners, realtors, developers, transportation agencies, educators, arts and culture organizations, religious and service organizations, high school students, educators, park district staff, and staff from surrounding municipalities.

Persona Focus Groups

Persona focus groups were organized by general life stage, including groups for young people who grew up here, recent transplants, multi-generational families, mid-life families, empty-nesters, and long-time residents. The timing of these conversations were scheduled to maximize participation from residents in said group.

Commissions & Boards

Conversations with many of the Village's key boards and commissions were scheduled, including the Plan Commission (who are serving as the Steering Committee for the project), the Zoning Board of Appeals, the Environmental and Forestry Commission, the Design Review Board, and the Landmark Preservation Commission.

Stakeholder Interviews

In addition to the focus groups, a number of key individuals were identified for one-on-one interviews due to their history and experience working on various Village initiatives. These interviews focused on providing additional background on Village conditions, as well as providing connections to additional residents whose voices would be helpful as part of Persona Focus Groups, Jefferson Dinners, or general public input.

Jefferson Dinners

Three "Jefferson Dinners" were hosted to provide a more communal and informal way for residents to gather and discuss community issues. These dinners were "an evening of food and shared conversation with a purpose," an idea that originated from Thomas Jefferson's dinners at Monticello. The intent of a Jefferson Dinner is to build community and partnership around a shared interest or theme, and to re-embrace the generative power of divergent opinion in democracy.

Each dinner hosted 8-14 guests and focused on one topic—How do we build community? The conversation was moderated to ensure that the entire table participated in a single conversation and kept contributions balanced and flowing. The guests at the dinners were selected to represent the persona profiles described above, giving the process access to a diverse cross-section of the Winnetka community. Following the dinner, all guests were invited to serve as "Project Connectors"—ambassadors of the project who can leverage their social networks and connections.

Jefferson Dinners hosted at Avli and Minos in Winnetka

JEFFERSON DINNERS

In 2019, the first Jefferson Dinner was held at Avli on Tuesday, February 25, and the second dinner was held at Minos Italian on Thursday, February 27. In 2021, the Jefferson Dinner was held at Spirit Elephant on Tuesday October 26. While the topic for each dinner was around the idea of building community, different themes emerged based on the thoughts of the Winnetkans around the table.

Education

A common theme of the first dinner was education and its influence on the family cycle in Winnetka. Families move to Winnetka because of the excellent schools. Education brings people together and creates community and friendships which extend to the sports fields, summer camps and park district programs. Because of these extracurricular activities, it extends beyond the hours of the school days and families become part of each other's lives. But what happens when the children grow up and move on? Historically, families have also moved on, as the cost of living in Winnetka is hard to justify without school children. The group contemplated the challenge of maintaining friendships and social connections through the family cycle and the importance of housing choices, community services, public spaces and connecting with retirees and empty-nesters to keep them in the community.

Social Gathering

Conversation during the second dinner focused on the social aspect of life in Winnetka. Many participants shared cherished memories of neighborhood block parties, potlucks, social gatherings, family events, volunteering, soccer Saturdays and other opportunities to meet your neighbor and connect on a more personal level. The participants were happy to share these experiences but questioned why these events seems to happen less and less, and what the Village could do to create these experiences. The group realized this not just for their own sake but for children growing up in Winnetka who most likely will move away the first opportunity they can. Social gathering in the neighborhoods, parks, and downtown area is an important aspect of life in Winnetka for everyone–adults, families, kids and seniors. Maintaining and strengthening these social ties is what many residents consider the most important quality of life issue in Winnetka.

A Forward Community

The third Jefferson Dinner focused on lessons learned from the 2020-2021 pandemic and how Winnetka needs to adapt moving forward. Overall, participants focused on outdoor activities, such as walking and biking; and community gathering spaces, such as Peets Coffee, that allowed them to grow closer to their friends and neighbors over the last year and a half. Many participants focused on enjoying quality of life, including trying new restaurants and experiences, and look forward for more dining options in Winnetka. Working from home, to many, was considered a trend that will stick. The group mentioned that working from home can be happen at a co-working space that will allow current and future residents to have a second home in Winnetka.

Farmers Market Pop-Up Event

After the process was relaunched in September 2021, a Pop-Up event was hosted at the Winnetka Farmers Market on Saturday, September 25th. The Winnetka Futures 2040 Comprehensive Plan was reintroduced to the community, explaining the revised process and timeline. The information provided at the Farmers Market focused on the plan's key themes.

Summaries of the key themes from the Community Open House and conversations held at the Farmers Market are provided as sidebars within the relevant section of the document.

Farmers Market Pop-Up Event

Community Open House

On October 20, 2021, a Community Open House was hosted to better understand and address the changing times and its impact on the community, such as radically changed retail environment; transportation mobility; an aging population; evolving housing preferences; increased focus on environmental issues and sustainability; and changing work and commuting habits.

Held at the Winnetka Community House, the Community Open House featured informative and interactive stations. Different Persona Groups were identified through different colored dots and stickers, to clearly understand community preferences based on age groups.

Approximately 80 participants attended, with **Family Years & Trade Up Homebuyers** (ages 35 - 54) and **Empty Nesters & Young Seniors** (ages 55-74) as the predominant age groups present.

Community Open House hosted at the Winnetka Community House

COMMUNITY OPEN HOUSE RESULTS

Demographic Breakdown in 2040

Older Persona Groups projected that Winnetka's demographic breakdown in 2040 will focus on a younger population, and specifically younger families. Younger Persona Groups projected that in 2040, Winnetka will grow older with more empty nesters and increased wealth. Moving away from Winnetka's uniform culture and was mentioned as a growing factor over the next 20 years, along with an increase in multi-generational households.

Winnetka's Strengths

The greatest strengths, as identified by the majority of Persona Groups, were access to the lakefront, quality schools, and access to parks and open space. Empty nesters and young seniors emphasized walkability as one of Winnetka's strengths, and conversations with this Persona Group showed that walking was one of the ways they find community. Overall safety, as well as proximity to Chicago also ranked high.

Winnetka's Challenges

The greatest challenges as identified by the majority of responses were vacant storefronts, lack of diversity, and lack of housing choices. Flooding issues and resistance to change also ranked high. Business owners also mentioned community engagement as a challenge.

Winnetka's Reputation

Responses varied when participants were asked about Winnetka's reputation. Empty nesters and young seniors described Winnetka as affluent, exclusive, picture perfect, and a dream come true. Younger Persona Groups also described the Village as affluent and a community with great schools. They also mentioned that Winnetka is out of touch and is stuck in the past, in regards to community development. Some Winnetkans, according to stakeholders, prefer minimal over major change. Supporting examples include additional mixed-use housing in the commercial districts, which can add to Winnetka's livelihood and prosperity.

Winnetka's Trajectory

Most responses described Winnetka as 'stable' or 'improving', with a heavy emphasis from empty nesters and young seniors. Younger participants indicated that Winnetka is declining, but that was not the popular vote. Business owners participating mentioned that the Village is improving.

Winnetka in the Last Year and a Half

Empty nesters and young seniors provided the most feedback when asked about what has changed in the last year and a half. The most notable responses indicated a more vibrant restaurant scene, more energy and engaged citizenry, and an increase in young families. The same group also mentioned a lack of housing options, increase in demolitions, and ongoing lack of diversity. Younger groups and business owners emphasized a more vibrant downtown, as well as notable investments in Winnetka's parks and open spaces.

Lessons Learned from the Last Year and a Half

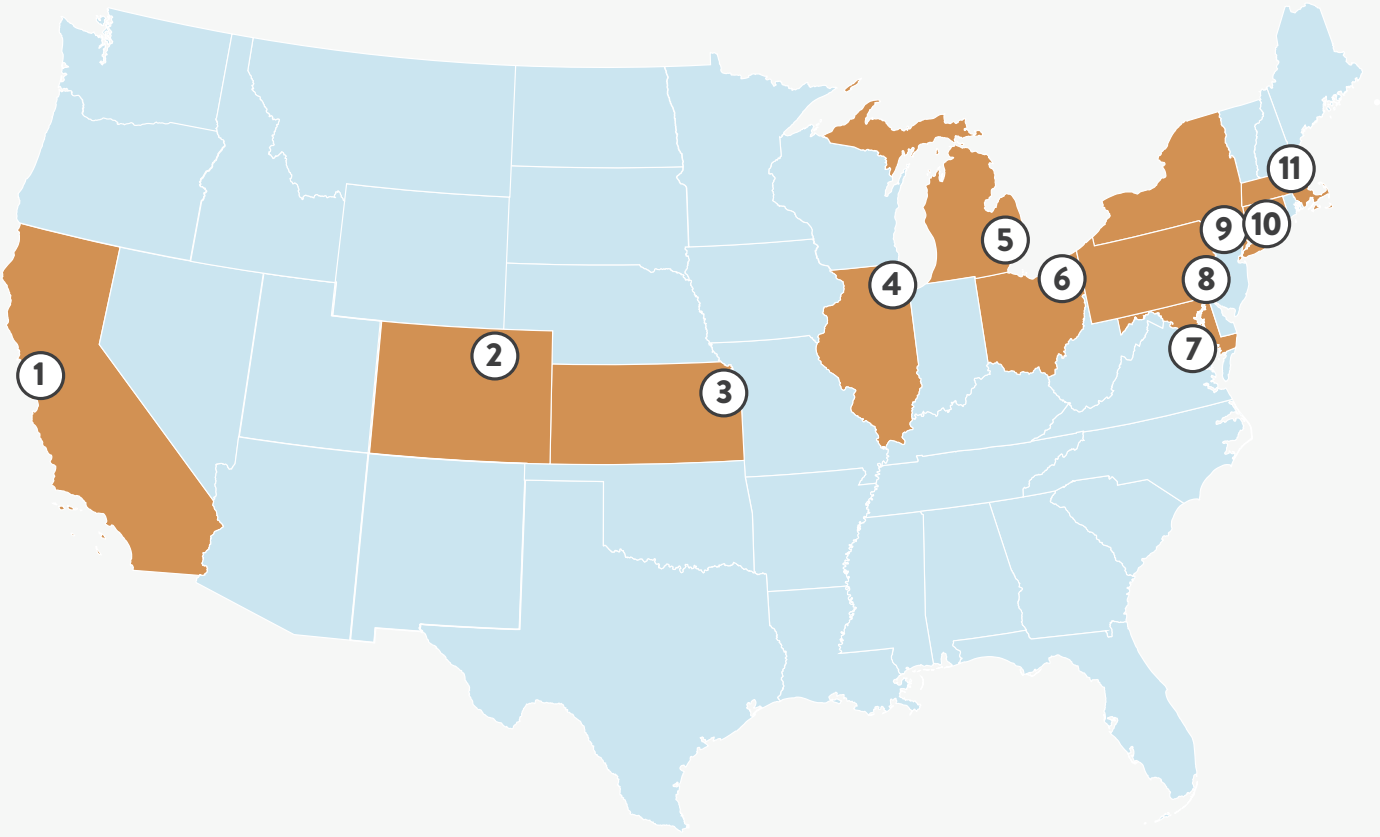
The empty nester/young senior demographic also provided the most responses to this question. The most notable responses indicated a trend to health, wellness, and active lifestyles. Comments related to the need for a good gym and pool, benefit of the Green Bay Trail and beaches. The same demographic also mentioned that dogs and teens rule the Village. The family year and business owner groups mentioned the importance of shopping local, getting to know each other and spending time outside.

Comparable Communities

LOOKING OUTSIDE OF WINNETKA

Many communities throughout the United States are facing challenges similar to Winnetka—related to housing, development, a changing local economy and the preservation of its character and community values. These communities are responding to changing demographics, climate instability, and advancements in technology never seen before. A look at what other comparable communities are doing through their Comprehensive Plan process helps provide insight, lessons learned and success stories that Winnetka can use moving forward.

The following comparable communities were chosen based on similar demographic, economic and geographic factors. A range of cities were chosen that represent a cross-section of the US geographically. All of these cities are considered affluent, first-tier transit supported suburbs close to major metropolitan cities. While all communities don't compare directly to Winnetka on all fronts, there are enough similarities between them to justify analyzing their approaches to changing conditions.



WINNETKA, IL

Population	12,744
Median Income	$216,875
Median Property Value	$1,020,000

1 PIEDMONT, CA

Piedmont is a small semi-suburban city located near Oakland, California. It is mostly residential with a few small mixed-use areas, many creeks, and hillside parks.

Population	11,270
Median Income	$202,631
Median Property Value	$1,720,000

2 CHERRY HILLS VILLAGE, CO

Cherry Hills Village is a residential community located south of Denver. It's one of the most affluent places in the US and part of the Cherry Creek School District, which many consider one of the best in Colorado.

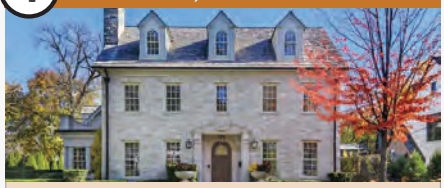
Population	6,442
Median Income	$238,750
Median Property Value	$1,270,000

3 MISSION HILLS, KS

Mission Hills is a small residential community located south of Kansas City. It was designed based on the garden city concept including elegant homes, European-inspired landscaping and public art, and green spaces.

Population	3,489
Median Income	$250,000
Median Property Value	$978,500

4 HINSDALE, IL



Hinsdale is a community with a rolling, wooded topography. It has a small downtown which is listed on the National Register of Historic Places and also has three stations on the Metra Burlington Northern Line.

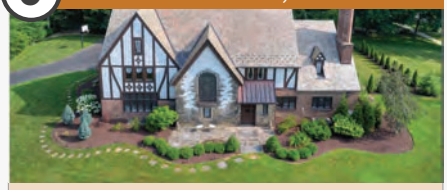
Population	17,395
Median Income	$171,453
Median Property Value	$875,900

5 GROSSE POINTE, MI

Grosse Pointe is a mature, waterfront city located on Lake St. Clair and adjacent to Detroit. It's a small community and originally served as a summer escape to residents of Detroit.

Population	5,118
Median Income	$95,887
Median Property Value	$325,500

6 SHAKER HEIGHTS, OH



Shaker Heights is an inner-ring streetcar suburb of Cleveland known for its attractive housing and landscape. The primarily residential community has a light rail line running through it with direct access to Cleveland.

Population	29,439
Median Income	$82,830
Median Property Value	$218,500

7 BETHESDA, MD

Bethesda is just northwest of Washington, D.C. in southern Maryland. Bethesda is larger than Winnetka and does not compare from a building scale/form perspective but it provides interesting policies in regard to sustainability.

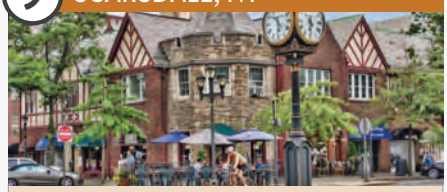
Population	63,195
Median Income	$154,559
Median Property Value	$877,300

8 RADNOR, PA

Radnor is township about twelve miles northwest of Philadelphia. It's located along a commuter rail line that became home to sprawling country estates housing some of Philadelphia's wealthiest families.

Population	33,228
Median Income	$114,063
Median Property Value	$651,600

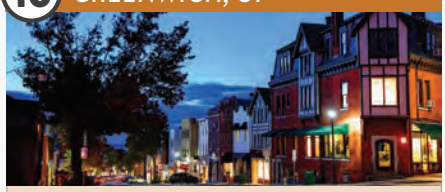
9 SCARSDALE, NY



Scarsdale is an affluent, historic first-tier suburb to NYC with a history of educational excellence. It has a train line dividing the Village Center, a city-owned development parcel, and the use of Tudor style architecture.

Population	17,865
Median Income	$250,001
Median Property Value	$1,340,000

10 GREENWICH, CT



Greenwich is consistently ranked one of the safest, richest and best places to live in the US. It is considered the hedge fund capital of the US and has a historic and charming downtown along with six miles of coastline.

Population	13,399
Median Income	$94,309
Median Property Value	$972,300

11 WELLESLEY, MA

Wellesley is a first-tier suburb to Boston. It is affluent, very historic, and has a long history of educational excellence. It's considered one of the best places to live in Massachusetts.

Population	29,550
Median Income	$176,852
Median Property Value	$1,040,000

LAND USE

Existing Land Use

Winnetka's land use pattern is composed of distinct residential neighborhoods, memorable parks and open space areas, commercial districts, institutions, and Village-owned properties. Three Metra stations are equidistantly located along Green Bay Road, resulting in three unique business districts: Hubbard Woods, East and West Elm Street/Downtown, and Indian Hill. A mix of commercial retail uses, services, restaurants, and some mixed-use developments are concentrated around the three business districts, providing residents with different retail, entertainment, and service opportunities within walking distance from most residential areas. Within the Village's western boundaries, the Forest Preserve provides a significant amount of open space. Winnetka is largely built-out with limited sites for future residential development, especially for detached single-family. Redevelopment opportunities exist for higher density mixed-use or multi-family development in pockets around the commercial districts and along the Green Bay Road corridor.

RESIDENTIAL

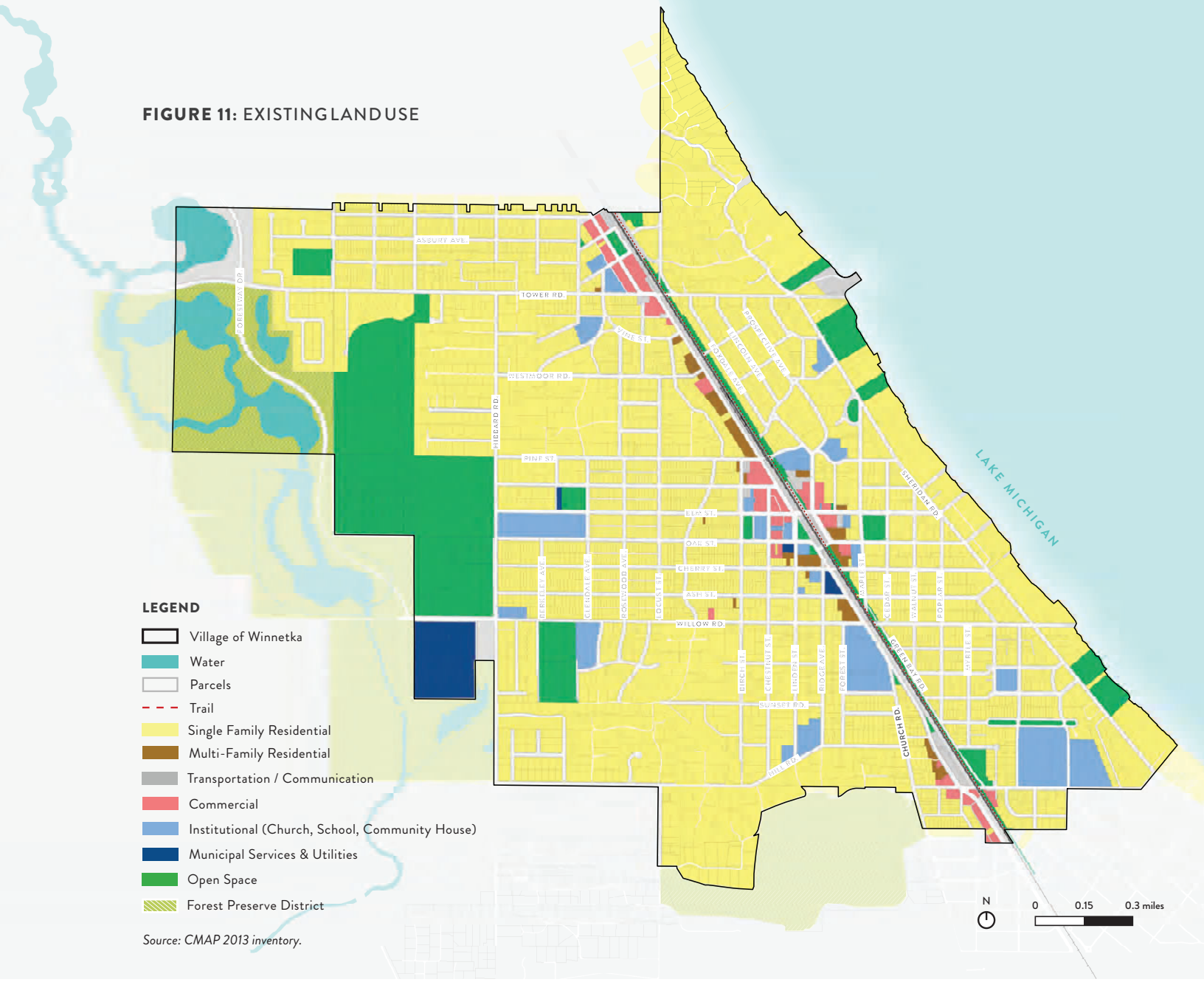
Winnetka's residential areas comprise 1,508 acres—61.7% of the community's total land area—representing the community's most significant land use. Winnetka's residential areas are classified into two categories: single-family residential and multi-family residential uses.

Single Family Detached

Of the 1,508 acres of residential areas, more than 96% is single-family housing. Single-family residential is distributed throughout the Village, with the largest number of homes located west of Green Bay Road. While the Village is known for its Tudor architecture, single-family homes in Winnetka vary in style, including Georgian Revival, Colonial Revival, Gothic Revival, Queen Anne, International style, and other eclectic styles. The Village has experienced a significant

> *"People here are hungry for community.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

FIGURE 11: EXISTING LAND USE



Source: CMAP 2013 inventory.

amount of residential tear-down activity, especially smaller older two story and ranch homes on larger lots. Winnetka's neighborhoods each exhibit their own unique character, with variations in lot size, street width, alleys, and other factors which provide strong neighborhood identity and a sense of community for the Village. Newer single-family homes in the Village are almost all the result of teardown activity, and such teardown/infill construction is spread throughout the Village, but most prominently noticed in the *Tree Streets* over the past 20 years. The size of single-family homes in Winnetka vary greatly, from small lots to large estates. Several more contemporary subdivisions located south and west in the Village feature larger lots and greater setbacks. More definition of neighborhood character can be found in the Community Character section.

SINGLE FAMILY DETACHED

Single-Family Attached (Townhomes)

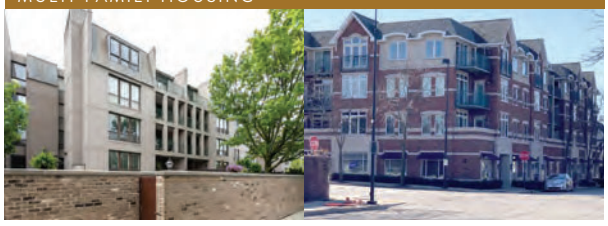
Single-family attached dwellings include multiple single-family residences, each sharing a common wall with at least one other dwelling. Townhomes, duplexes, and rowhomes are types of attached single-family homes found in other communities. In Winnetka, single-family attached developments are exclusively townhome style development. There are 111 attached single-family townhomes in the Village, dispersed among 17 different locations. Townhome developments are located on the periphery of each commercial zoning district, as well as along the Green Bay Road corridor, and comprise about 3% of the Village's residential housing stock.

SINGLE FAMILY ATTACHED

Multi-Family Housing (Condominium And Apartment Buildings)

Multi-family housing includes condos, apartments, and similar units, ranging from apartments in vintage, turn-of- the-century downtown buildings, to more recently constructed condominium developments. Multi-family housing comprises approximately 0.8% of the total community land use and 1% of the total residential land use in Winnetka. Thirty-two percent of multifamily housing units are occupied by renters, 68% by owners. These uses are located within each of the Village's business districts and on the periphery of the business districts serving as a transitional land use buffer between commercial and single family uses. Multi-family housing is also located along Green Bay Road as a transitional land use buffer along the higher-traffic corridor.

MULTI-FAMILY HOUSING



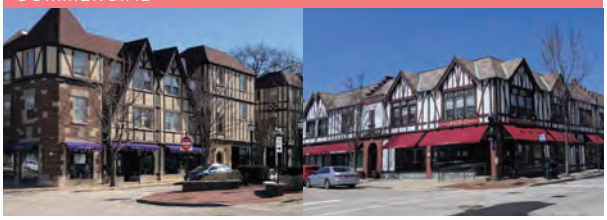
COMMERCIAL

Commercial land use in Winnetka makes up 29.3 acres, representing 1.2% of the community's total land area. Commercial land use is concentrated in the three business districts: Hubbard Woods, Downtown/Elm Street, and Indian Hill.

Both the Downtown Elm Street and Hubbard Woods business districts are noteworthy for their traditional mixed-use architecture and walkable pedestrian scale. Within the Elm Street and Hubbard Woods business districts, commercial land uses consist primarily of smaller ground-floor retail space in mixed use buildings, and feature several restaurants, coffee shops, home furnishing stores, health and personal care stores, specialty stores, and small independent retailers. The Elm Street district benefits from the presence of a larger auto-oriented commercial center on the northern edge of the district which is home to one of the Village's two independent grocery stores. In recent years, the districts have exhibited vacancies and opportunities for new businesses.

The Indian Hill business district differs in character from Elm Street and Hubbard Woods, consisting of smaller scale one and two-story buildings. With higher traffic volumes on Green Bay Road, the Indian Hill district is more auto-oriented in nature, with multiple businesses providing private, off-street parking. There are some instances of commercial development located outside of the Village's commercial districts, including older "legacy" commercial business uses along Willow Road and Green Bay Road.

COMMERCIAL

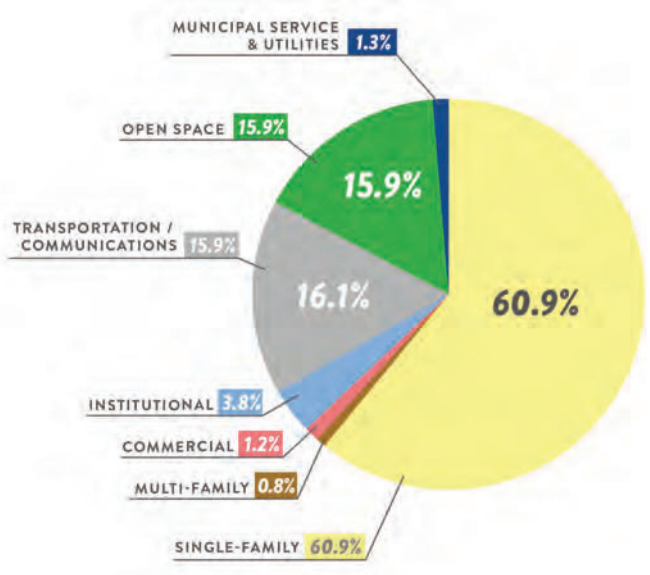


OPEN SPACE

Parks and open space constitute 15.9% of the community's total land area, one of the most prominent land uses in Winnetka and a defining element in the Village's character. Open space includes parks and natural areas managed by the Village, Winnetka Park District, and the Forest Preserve District. A large portion of the community's open space is found in the west and northwest parts of the Village, including the Forest Preserve's Skokie Lagoons and Skokie Playfield. Smaller parks and open spaces, including athletic fields, are spread throughout the Village, such as Hubbard Woods Park, Village Green Park, Crow Island Park, and Country Day Athletic Field. Natural areas, bluffs, and beaches along Lake Michigan are another type of open space that Winnetka enjoys. The Village, working in partnership with the Winnetka Park District and Forest Preserve District, has a wealth of opportunities to build on this legacy by improving resident access to its abundant open space and natural areas. Learn more about Winnetka's parks in the Open Space section.

OPEN SPACE

FIGURE 12: VILLAGE LAND USE



INSTITUTIONAL

Institutional land use comprises 3.8% of the community's total land area. This use includes churches, public schools, Village facilities, and other uses as the Community House. With eleven school campuses, this category makes up almost 91 acres of the Village's footprint—more than three times the commercial areas. Institutional uses are dispersed throughout the Village, with the majority located in Southwest Winnetka.

INSTITUTIONAL

MUNICIPAL SERVICES & UTILITIES

Municipal services and utilities make up 1.3% of the community's total land area. This use includes municipal facilities, such as the historic Village Hall on Green Bay Road, municipal yards southwest of Willow Road, Winnetka Public Safety Building southeast of Cherry Street along Green Bay Road, and the Winnetka branch of the *Winnetka-Northfield Public Library*, southeast of Oak Street.

MUNICIPAL SERVICES & UTILITIES

TRANSPORTATION & COMMUNICATIONS

Other land uses in Winnetka are comprised of rights-of-way, including roadways, the Metra rail tracks, and utility easements. These land uses make up 16.1% of the community's total land use. Currently, there is no vacant land in the Village.

TRANSPORTATION & COMMUNICATIONS

Zoning Analysis

The Village Zoning Code includes ten zoning districts and two overlay districts. The ten zoning districts are comprised of five single-family residential districts, two multi-family residential districts, two commercial districts, and one light industrial district. The light industrial district is very small and only applies to an isolated area on the periphery of the Hubbard Woods district, including an auto repair facility, and the Village owned parking lot. The two overlay districts include the C2 Retail Overlay and an overlay district for wireless telecommunications facilities.

RESIDENTIAL DISTRICTS

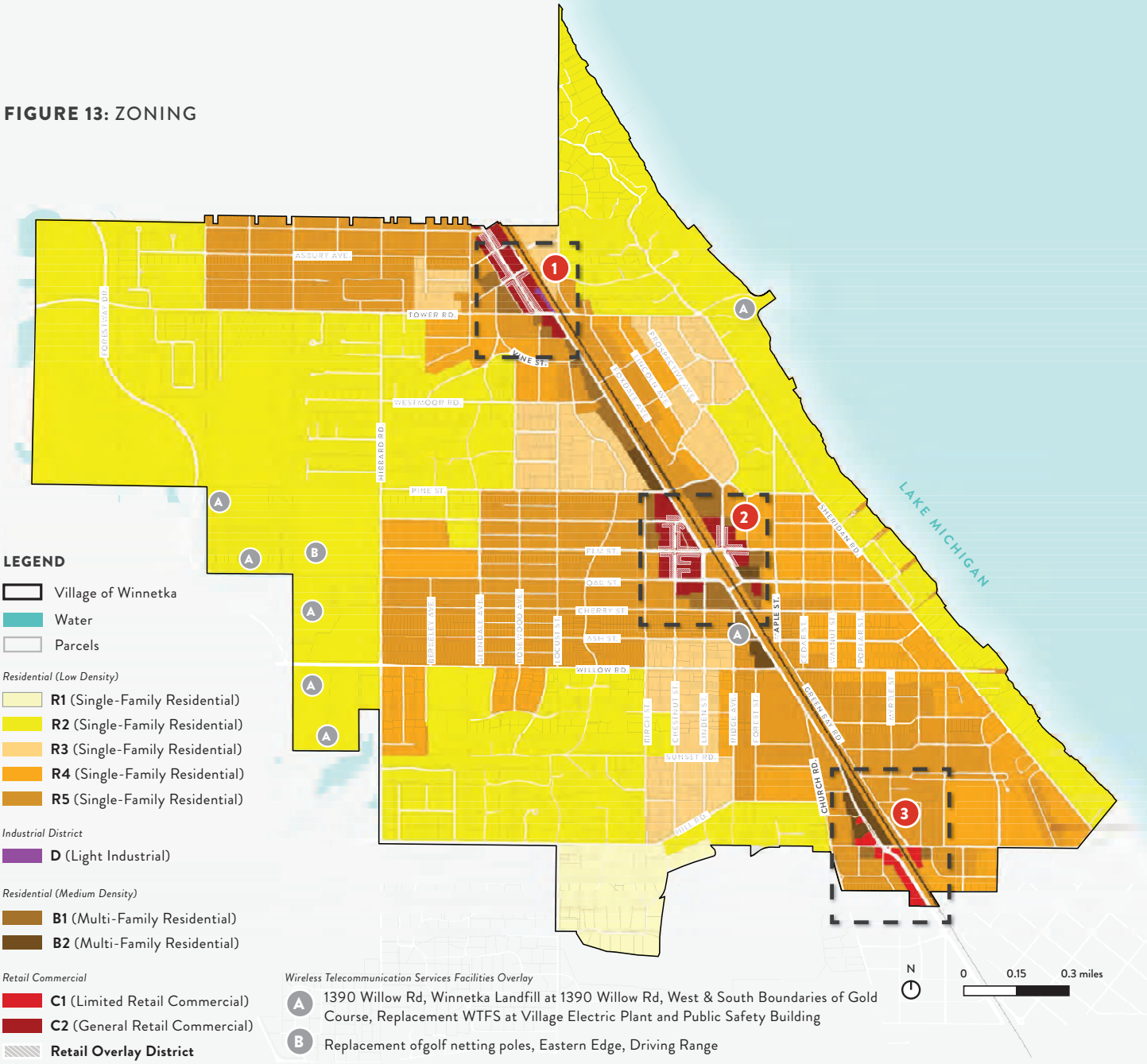
Single Family

Single-family residential districts (R-1 to R-5) comprise the largest portion of the Village's land use, and the largest zoning district in the entire Village. Five differing single-family residential districts exist that vary primarily based on lot size. Each of the five single-family districts has unique zoning requirements, such as varying setback requirements and varying building height limits that differ based on the designation and are customized to reflect both established neighborhood character as well as desired scale of new development.

The Village's first zoning ordinance adopted in 1922 established only two single-family zoning districts, essentially "small lots" (current equivalent to the R-5 zoning district) and larger "estate" lots (now the R-2 district). The Village amended its zoning regulations in 1961 and 1989 to add additional single-family residential districts (R-3 and R-4) to more accurately reflect established bulk and scale character in some areas of the Village. In addition, the Village adopted the R-1 district in the 1980's in conjunction with the annexation petition filed by the owners of property adjacent to Indian Hill Country Club, with the R-1 district calibrated to reflect the larger lot sizes in that area (typically 1 acre or more).

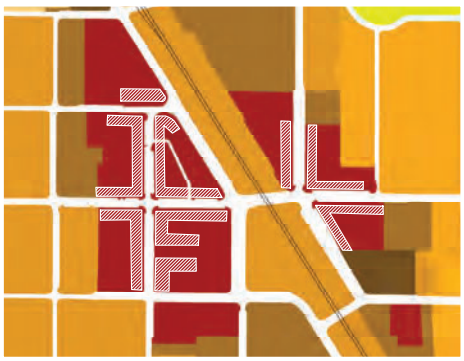
> *"Any use that gets people walking around, eating ice cream and going into shops is ideal.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

FIGURE 13: ZONING



1 HUBBARD WOODS BUSINESS DISTRICT

2 EAST/WEST ELM STREET BUSINESS DISTRICT



3 INDIAN HILL BUSINESS DISTRICT

The variation in lot size requirements between largest lot area (R-1), and the smallest lot area (R-5) varies greatly, ranging from a minimum of 48,000 square feet in the R-1 district to a minimum of 8,400 square feet in the R-5 district. The R-2 district is the largest of the single-family districts in terms of area of the Village covered, requiring larger lot sizes of 24,000square feet. The regulations that apply to the residential districts are more advanced in terms of level of detail, with a series of controls aimed at keeping the mass and scale of new infill houses in character with adjacent homes. Regulations aimed at assuring contextual infill include (a) varying height standards by zoning district, (b) limits on street-facing garages, and (c) incentives for traditional building details such as open front porches and detached garages.

Multi Family

The two multi-family districts (B-1 and B-2) are in select locations along Green Bay Road and on the periphery of each of the Village's business districts. The only significant difference between these two districts regulatory structure is in residential density, or residential living "units per acre" allowed. The B-1 is intended to provide for a lower density of development of between 18-24 units/acre, while the B2 allows up to 30 units/acre. Building height in both the B-1 and B-2 districts is currently limited to two and one-half stories or thirty-five feet.

The regulations in both the B-1 and B-2 district are less advanced than single family residential regulations, reflective of the Village's extensive work to address character of single-family development. Existing multi-family zoning regulations do not provide advanced guidance to shape the character of such developments and thus do little to facilitate additional multi-family development in the Village.

Given land and construction costs, the B-1 and B-2 zoning regulations could be updated to provide more differentiation between the two districts, as well as to provide more direct guidance and clarity to facilitate desired design, and development height, bulk and massing. Projects proposed for parcels over 10,000 square feet are subject to review as a Planned Development, creating a process for developers whose projects do not fit with the development standards of these districts to customize a development within the context and goals of the adjacent land use character.

COMMERCIAL DISTRICTS

The Village has two commercial zoning districts, the C-1 Neighborhood Commercial District, and the C-2 General Retail District. The two districts are similar in their regulatory approach with a few noteworthy distinctions.

The C-1 Neighborhood Commercial District encompasses the Indian Hill business district, with district boundaries primarily following Green Bay Road, a four-lane arterial road. Commercial parcels along Green Bay Road are located on only one side of Green Bay Road. Commercial lots also back up to single family residential parcels to the west, separated by an alley that is primarily commercial in nature.

Due to the fact that the C-1 District abuts single-family parcels, the District allows a relatively shorter building height of 2 1/2 stories (compared to 3 or 4 stories in the C-2 District).

Also owing to its proximity to single family residential uses, the C-1 District requires evaluation through the Special Use Permit process for certain higher intensity uses such as grocery stores, auto sales, fitness studios, real estate offices, and financial institutions.

The C-1 District is distinctive in that it allows by right, certain uses which are subject to closer scrutiny in the C-2 District, allowing non-retail uses such as professional offices (insurance sales, legal firms, etc) to occupy ground floor storefront space. In 2015, following receipt of a report commissioned from the Urban Land Institute's Chicago chapter, the Village amended the C-1 and C-2 District's standards to adjust certain development standards related to heights, upper-story setbacks, residential parking requirements, and lot coverages, among others.

The C-2 Retail Overlay District applies additional zoning control to defined portions of the Elm Street and Hubbard Woods districts with the purpose of concentrating retail and restaurant uses on first floor street frontages to support an active pedestrian-oriented retail streetscape character. The overlay includes provisions focused on attracting retail and restaurant uses and providing a Special Use Permit review process for other potentially incompatible uses, such as general office/service uses. Following recommendations from the 2016 Downtown Master Plan, the Retail Overlay District was amended in 2019 by the Village to clarify and expand use definitions and expand or consolidate the uses allowed in the overlay. Though the Village amended the Retail Overlay District to expedite the special use permit process, reduce its boundaries, and to allow additional

uses by right, feedback from the small business owner and property owner focus group interviews continue to identify the Retail Overlay District limiting in terms of uses allowed by right, and thus the process to gain approval can be challenging, time-consuming, and costly. Given the changing retail dynamic and additional personal service, office or educational uses that also can activate street frontage, the Village may consider future amendments to the overlay in terms of uses that should be allowed by right. This is especially true in the Hubbard Woods area where the businesses have branded the area as a "Design and Dine District." To facilitate these marketing goals, the Village may consider allowing design-related businesses as permitted uses and allowing them by right.

The D-1 Light Industrial District is used to designate a small area of approximately ½ acre in the Hubbard Woods Business District, and includes a Village owned parking lot parcel and a three-story commercial building that includes an auto repair business. Given the size of the district, existing land use patterns and development trends, the Village may consider eliminating the D-1 district and rezoning the area consistent with adjacent C-2 Commercial zoning.

OTHER DISTRICTS AND ZONING REGULATIONS

Wireless Telecommunication Services Facilities Overlay (WTSF)

This overlay district provides detailed requirements for the location and siting of telecommunications antenna and related equipment and facilities, as well as the approval process and standards for installation. It provides for the location of these facilities in a few select areas within the Village. The locations are generally between Hibbard Road and Forest Preserve Drive, the Village electric plant, and the public safety building.

Planned Developments

The previous Planned Development regulations, adopted in 2005, provided a special procedure for new development projects that depart from the strict application of the specific zoning requirements of the district in which the development is located. However, this process has been limited in its application as only two projects had gone through the process. Both projects were located on the southeast corner of Lincoln Avenue and Elm Street, the former "One Winnetka" site. In 2019, the Planned Development regulations were updated to amend the procedures and standards for consideration

COMMUNITY CONVERSATIONS

ZONING BOARD OF APPEALS

The planning team met with the Zoning Board of Appeals on February 3, 2020 and again on October 11, 2021 to discuss zoning and community character issues. Key themes that came out of that discussion are summarized below.

Flexibility

Demolitions in Winnetka are too frequent and too extensive. When building demolitions occur, sites are often stripped of existing trees and vegetation. The Village needs standards/requirements for preservation and use of native vegetation. The zoning ordinance should incentivize people toward rehabilitation over demolition and allow more flexibility. Different standards and procedures for review of existing buildings could better accommodate and promote rehab and reuse. Allowing secondary suites (i.e., ADUs within the principal residential structure) could also help to provide greater flexibility in housing options. The ZBA hears many cases that involve "cleaning up" existing nonconformities—this type of existing non-conformity could be handled at the staff level to reduce the burden on applicants.

Ordinance Application

Of the eight variance criteria in the zoning ordinance, "reasonable return" is the most challenging to apply. Residents often come before the ZBA with a perception that the Winnetka market will only accept a certain standard (master bed, two and a half bath, double garage, etc.), and that standard is needed to receive a reasonable return. The "uniqueness" criteria is also difficult to apply fairly and consistently, as it is not clear what constitutes uniqueness.

In Winnetka, a variance can be requested for anything, unlike in other communities, where residents must select from a list of items on which they can ask for a variance. This can create an unnecessary amount of variance applications. The most common concerns heard by the ZBA (voiced by those in opposition to applications) include stormwater impacts, privacy of neighbors and architectural character.

An overly strict application of the rules for non-conforming uses particular as they relate to institutional uses in residential zones was also noted as concern. More certainty in the process and less subjectivity or discretion was mentioned as benefit to homeowners.

Education

Education is key in streamlining the application processes. Many residents don't understand zoning and make requests that are not reasonable/permissible from a zoning standpoint. Residents sometimes don't understand that every lot (because of size, configuration or zoning) is not entitled to the same size house and level of amenities. Better communication materials are needed to clearly communicate to the average resident what is or is not allowed.

of planned development applications. The most significant of which included the creation of a Planned Development Commission to streamline review and approval of these projects. This commission combines members of the Zoning Board of Appeals and Planning Commission so that projects do not need to be reviewed by each body independently, thus reducing the approval process and meeting timelines. Another change was the addition of the concept plan review to allow the Village Council an opportunity to comment on a proposed project, prior to the applicant going through the formal planned development application process.

VARIATIONS

The Variations chapter of the Village code allows the approving body to vary the strict application of zoning regulations, if the projects meet a set of specific standards that are in harmony with the general purpose and intent of its applicable district. The regulations allow for a different approval body depending on the magnitude of the variation. Variations considered minor can be approved at the staff level. Standard variations are approved by the Zoning Board of Appeals while major variations require review by the Zoning Board of Appeals and approval by the Village Council.

Special Uses

The Village has two types of special uses. Those land uses that are considered special uses in the Commercial Overlay District and those special uses in all other zoning districts. Those special uses within the Retail Overlay District must be reviewed by the Plan Commission and then approved by the Village Council Those special uses outside of the Retail Overlay District require review by both the Plan Commission and the Zoning Board of Appeals, and then approval by the Village Council. (It should be noted any commercial, multi-family, or institutional uses that proposes exterior changes, including signage, must also have those exterior changes reviewed and approved by the Design Review Board.) The benefits and limitations of requiring two land use advisory bodies review of special uses outside of the Retail Overlay District should be considered.

Institutional Uses

Institutional uses include government related uses such as the post office, Village facilities, the library, religious facilities, public parks, public schools and other public uses. Currently institutional and park uses are allowed as a special use in the various single-family residential, multi-family residential and commercial districts; however, these uses must comply with the underlying zoning standards for these districts originally designed for the other land uses. Because of this, institutional uses wishing to expand or seek numerous and significant variations may lead to neighbor concerns solely based upon the request for variations and note solely the impact of the proposed improvements. The Village may wish to consider the creation of separate zoning standards for institutional uses or creating one or two institutional zoning districts.

SUMMARY

Overall, the existing zoning regulations in Winnetka are typical in comparison to similar cities and towns. However, the Village has been proactive in amending the regulations to address single-family residential infill, tear downs, activation of pedestrian retail streets, implementing a Planned Development process and streamlining the variation process. Additional amendments, such as updates to the B1 and B2 multi-family zoning districts, and code amendments recommended in the Downtown Master Plan, provide other opportunities to clarify standards, modernize zoning, streamline processes, and make the zoning ordinance more user- and business-friendly.

Village Boards, Commissions, & Municipal Code

> *"We must protect the things that we value while keeping an open mind into the future."*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

BOARDS AND COMMISSIONS

Plan Commission

The Plan Commission (PC) meets regularly once a month and is made up of nine member residents who serve three-year terms. The members are appointed by the Village President and Trustees with one member chosen from each of the following other public bodies: The Zoning Board of Appeals, Environmental and Forestry Commission, and Landmark Preservation Commission. The remaining six members are chosen at-large among the Village's residents. A Village Council member also serves as an ex officio member. The PC is primarily responsible for:

- Matters related to the implementation or amendment of the Comprehensive Plan.
- Conducting annual reviews and making recommendations to the Village Council about progress, project improvements and related implementation actions from the Comprehensive Plan.
- Considering land subdivisions as provided in the Subdivision Ordinance.
- Advising on applications for special use permits and wireless telecommunications facilities.
- Working with the Village Council to implement the overall vision for the Village.

Zoning Board Of Appeals

The Zoning Board of Appeals (ZBA) meets regularly once a month and is made up of seven member residents who serve five-year terms. The members are appointed by the Village President and Trustees from among the Village's residents. The ZBA is primarily responsible for:

- Conducting public hearings on zoning variation requests and to prepare findings of fact based on the evidentiary record, as well as, decisions and advisory authority related to variations considered by other bodies.
- Conduct public hearings on all special use permit requests outside of the Commercial Overlay District.
- Decisions and interpretation on administrative appeals from any Village Zoning Ordinance decision.
- The ZBA also acts as the Building and Zoning Board of Appeals related to decisions considering building permit approval, building materials and methods, and the application of the model building, mechanical, dwelling and energy codes adopted by the Village.

Design Review Board

The Design Review Board (DRB) is a seven-member, Village-appointed body responsible for making decisions and recommendations on the architectural design and style of new commercial, multi-family, and institutional buildings, or proposed alterations or additions to such buildings. The DRB uses the Village's 2001 Commercial Area Design Guidelines as guidance in evaluation such projects.. In addition to applying the Winnetka Design Guidelines, it has specific authority over:

- Design in connection with applications for building and sign permits.
- Making recommendations to the Council on design-related matters.
- Adopting and publishing standards and criteria for the review of external architectural features (i.e. Design Guidelines).
- Developing appropriate measures to improve the appearance of public buildings and public property.
- Review of proposed public improvements and to make recommendations as to the architectural or aesthetic aspects of such plans and specifications.
- Consulting on matters affecting the appearance of the Village.
- Formulating plans, measures, or guidelines for improvement of the appearance of privately-owned real estate in the Village and, with the approval of the Council, consulting with the owners or occupants of such real estate to improve appearance through voluntary cooperation.

The Community Development Department provides staff support to the Design Review Board and in that role provides guidance to building owners, designers and the public regarding the Design Guidelines.

Landmarks Preservation Commission

The Landmark Preservation Commission is responsible for overseeing the recognition and designation of historic resources in the Village. The Commission is primarily responsible for identifying and evaluating potential landmarks in the Village based on specific criteria; educating Village residents about current and potential Village landmarks; designating properties for landmark status and maintaining an inventory of landmark properties; and, reviewing applications for demolition permits and making a determination whether a Historic and Architectural Impact Study (HAIS) should be conducted.

TABLE 1: REVIEW BODY—ZONING, SUBDIVISION & OTHER DEVELOPMENT RELIEF

	STAFF	ZBA	PC	PDC	LPC	DRB	VILLAGE COUNCIL
VARIATIONS	Minor Variations	Appeals of Minor Variations Standard Variations Major Variations					Major Variations Major Variations – Council Only
SPECIAL USE PERMIT – Outside of C-2 Overlay District		X	X	X (as part of PD)			X
SPECIAL USE PERMIT- Within C-2 Overlay District			X	X (as part of PD)			X
PLANNED DEVELOPMENT SUP				X (including exceptions)			X
ZC TEXT AMENDMENT		TBD by Council	TBD by Council				X
REZONING		TBD by Council	TBD by Council				X
SUBDIVISION		X (If certain variations are involved)	X	X (as part of PD)			X
BUILDING CODE APPEALS		X					
WIRELESS FACILITIES in C-2, C-1 (SUP)		X	X				X
WIRELESS FACILITIES (Other)	X						
DEMOLITION PERMITS					X		
LANDMARK DESIGNATION					X		X
LANDMARK ALTERATIONS					X		
DESIGN REVIEW: Certificate of Appropriateness						X	C-1 District, PD's & Appeals Only
SIGN CODE VARIATIONS						X	

Environmental And Forestry Commission

The Environmental and Forestry Commission meets once a month and is made up of nine member residents including a student and Village Council representative. Although they are responsible for the overall environmental stewardship in Winnetka they have taken on a greater role to promote sustainability and sponsor specific initiatives aimed at resource conservation, raising public awareness of environmental issues and best practices and recommending sustainable actions in public policy through a collaborative, measurable, science-based process. The commission is also responsible for hearing appeals under the Village's Tree Preservation Ordinance.

VILLAGE CODE REVIEW

Various Village commissions, boards, and councils are responsible for the review of zoning variations and amendments, subdivision regulations, and other development relief. Table 1 provides an overview of which parties are required for review. Many special use permits, variations, alterations, and appeals require public notice, either as a sign, a newspaper notice, a mail notice or publication on the Village website. Table 2 provides an overview of these requirements. Streamlining the review and notice requirements is something that may be considered to reduce the administrative burden on applicants and the Village staff.

TABLE 2: PUBLIC NOTICE CODE REQUIREMENTS

	SIGN NOTICE	NEWSPAPER NOTICE	MAIL NOTICE	WEBSITE
ZONING VARIATIONS	None required	Not more than 30 nor less than 15 days before hearing (Standard and Major Variations only, not required for Minor Variations)	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing First class mail	Only required for Minor Variations (Code does not provide a minimum or maximum time frame for posting)
SPECIAL USE PERMIT: PUBLIC HEARING Outside of C-2 Overlay District –Zoning Board of Appeals	Not more than 30 nor less than 15 days before hearing	Not more than 30 nor less than 15 days before hearing	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing, First class mail	None required
SPECIAL USE PERMIT: PUBLIC HEARING Outside of C-2 Overlay District – Plan Commission	Not more than 30 nor less than 15 days before hearing	Not more than 30 nor less than 15 days before hearing	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing	None required
SPECIAL USE PERMIT: PUBLIC HEARING Within C-2 Overlay District	Not more than 30 nor less than 15 days before hearing	None required (Exception for a planned development, then "not more than 30 nor less than 15 days before hearing)	To real estate tax bills within 500 feet of the property Not less than 10 days prior to public hearing, First class mail	Not more than 30 nor less than 15 days before hearing (does not apply to SUP for PDs)
PLANNED DEVELOPMENT SUP (PC – Sec. 17.56.040 & ZBA – Sec. 17.56.060)	Not more than 30 nor less than 15 days before hearing	Not more than 30 nor less than 15 days before hearing	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing First class mail	None required
ZC TEXT AMENDMENT	None required	Not more than 30 nor less than 15 days before hearing	None required.	None required
REZONING INITIATED BY PROPERTY OWNER (a "change in zoning classification of a particular property")	None required	Not more than 30 nor less than 15 days before hearing	Not less than 10 days prior to public hearing To real estate tax bills within 250 feet of the property, First class mail	X (as part of PD)
REZONING INITIATED BY VILLAGE ("change in zoning classification of a particular property")	None required	Not more than 30 nor less than 15 days before hearing	To real estate tax bills within 250 feet of the property by first class mail. To owners of property subject to the rezoning by certified mail. Not less than 10 days prior to public hearing	None required
SUBDIVISIONS	None required	None required	None required	None required
SUBDIVISION VARIATIONS	None required	None required	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing, Regular mail	None required
BUILDING CODE APPEALS	None required	None required	None required	None required
WIRELESS FACILITIES WTSF Overlay	Not more than 30 nor less than 15 days before hearing	Not more than 30 nor less than 15 days before hearing	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing First class mail	None required
DEMOLITION PERMIT: Preliminary Review	None required	None required	To owners of record and occupants within 250 feet of the property, and the Historical Society. No less than 10 or more than 30 days before meeting	None required

CONTINUED ON THE FOLLOWING PAGE >

	SIGN NOTICE	NEWSPAPER NOTICE	MAIL NOTICE	WEBSITE
DEMOLITION PERMIT: HAIS	None required	Not more than 30 nor less than 14 days before meeting	To owners of record and occupants within 250 feet of the property, and the Historical Society. No less than 10 or more than 30 days before meeting.	None required
LANDMARK DESIGNATION	None required	None required	Property owner and owner of properties contiguous to and across from the subject property. No less than 15 days before hearing. Certified mail	None required
LANDMARK ALTERATIONS	None required	None required	None required	None required
DESIGN REVIEW: Certificate of Appropriateness	None required	None required	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing First class mail	None required
SIGN CODE VARIATIONS	None required	None required	To real estate tax bills within 250 feet of the property. Not less than 10 days prior to public hearing First class mail	None required

Architecture and Design Review

In 2001 the Village adopted Design Guidelines to establish a series of design principles covering new development and alteration to existing buildings within the Village's commercial and multi-family residential areas. These Design Guidelines are applied to each case by the Design Review Board with support provided by Community Development Department staff. Design review applies to new development and building improvements, including signage, to commercial, multi-family and institutional uses.

Design Guidelines

Design Guidelines serve as a tool for use by building owners, architects and other designers, and is used by the Design Review Board and staff to evaluate various forms of development in the business districts of the Village. The guidelines address design principles such as building scale, massing, detailing and materials for both commercial and multi-family buildings, for both new developments as well as for alterations to existing buildings. The guidelines also provide guidance for pedestrian and site circulation, parking layout and design, landscape character and other private site improvement. The guidelines conclude by providing recommendations for the character of public streetscape improvements within the Village's business districts.

The guidelines apply to the three business districts in the Village, Hubbard Woods, Elm Street, and Indian Hill, and require that new development and significant redevelopment projects retain a contextual relationship with the existing character of each business district. The Guidelines also identify four action items that the Village should implement to further the goals of the Design Guidelines. These include adopting a wayfinding and signage program, a decorative street lighting plan, a streetscape enhancement program, and Green Bay Road improvements. The 2018 Streetscape and Wayfinding Plan advances wayfinding, lighting, and streetscape recommendations specifically for the Downtown/Elm Street district. These improvements are being implemented

DESIGN REVIEW BOARD

The planning team met with Design Review Board on February 13, 2020 and again on October 12, 2021 for a focus group discussion. The conversation centered around ways to streamline the design review process and challenge the community to think outside the box. Key themes that came out of that discussion are summarized below.

Process

Signage and awnings represent the largest number of reviews that the DRB sees. The board believe that they should not have to review signs or awnings that comply with code and design guidelines, and that much of what they review could be done administratively, outside of façade renovations. The Board felt that it's review of Planned Development projects should come earlier in the review process in order for the review process to be effective. Generally, the 2001 Design Guidelines are considered somewhat antiquated and in need of an update. In addition, the Village Sign Code should be re-evaluated in conjunction with a review of the Design Guidelines, particularly internally illuminated sign standards. They hope that this comprehensive planning process can recommend some changes and identify a direction for updating the Design Guidelines to move toward.

Beyond Tudor

The current design guidelines were written from a very limited viewpoint, which influences how the board can act. While Tudor is the architectural style that defines Winnetka's business districts, many question if that is all that Winnetka can be. Forcing the Tudor style on new developments instead of promoting high quality and authentic designs results in new developments that lack in architectural integrity. The charm and character of Winnetka are why many chose this community above others. Being overly prescriptive in style holds the Village back from developing in an authentic, high quality manner that maintains that charm but also allows for creativity.

Think Big

This plan should challenge those within the Village to think big. There is an increasing age divide in the community that must be central to this conversation. This divide disrupts the idea of what a traditional downtown is, and questions how important retail is in that equation. Winnetka's downtown should serve as a source of energy and vitality for the community and build in flexibility to make it relevant to all age groups. The attraction of urban centers for young people is due to the "failed vision of the gated suburban experiment." To stay relevant, the Village must adapt to a more urban vision, while staying true to its core values of excellence and authenticity.

in a phased approach, with three phases completed in 2019/2020/2021. Green Bay Road improvements near the Elm Street district were included in these plans but are contingent on IDOT approval.

The Design Guidelines and Design Review Board provide a valuable and necessary function in the Village. However, the process to gain approval has been described by some as lengthy. For example, if an existing business owner wants to install or replace an awning on their building, then approval is required by the DRB. This is a costly and lengthy process for a small-business owner running a business in a competitive environment. As recommended by the Downtown Master Plan, Staff review and approval of some minor building alterations (certain awnings, signs, lighting, etc.) could streamline the process considerably. In cases where no other planning approval is required, staff could have authority for design approval with the ability to refer items to the DRB, if necessary. These suggestions would streamline the design review process and further emphasize the Village as a partner in business and economic development.

Subdivision Regulations

The subdivision of land in the Village is regulated by Title 16 of the Village Code. A review of these regulations did not identify any major inconsistencies or problematic regulations, given the limited amount of residential subdivision activity anticipated in the Village. One provision did seem unusual, in that it does not allow the creation of one or more lots having side lot lines abutting rear lot lines. This standard was introduced in 1999 in order to discourage the subdivision of larger residential corner lots. The approach taken by this amendment is unique to Winnetka, and the Village may want to re-evaluate this subdivision standard to determine if other requirements or standards would be more effective.

As currently structured, the Subdivision Code requires any subdivision or plat of consolidation that will result in zoning nonconformities to be reviewed by both the Plan Commission and the Zoning Board of Appeals. Due to the nature of subdivision review, the Village may want to consider combining the function of general subdivision review and any related zoning variations under the purview of the Plan Commission. The Village may also consider the creation of a minor subdivision process that includes lot line adjustments, plats of consolidations that do not require public improvements or zoning/subdivision variations. Such subdivisions may only require Village Council approval.

COMMUNITY CONVERSATIONS

COMMERCIAL DEVELOPERS & REAL ESTATE INDUSTRY PROFESSIONALS

A group of commercial developers and real estate industry professionals gathered on February 12, 2020 and again on October 13, 2021 for a focus group discussion. Key themes and topics that came out of that discussion are summarized below.

Barriers

There are three main barriers to development opportunities in Winnetka—people, financial feasibility, and process. Process is the largest barrier—the certainty and ability to finish a project. Financial feasibility is also a hurdle—sites that are less than an acre in size are almost too small to be worth the process. Many individual owners do not invest money in their spaces, as 2-3 story buildings are not particularly profitable. Winnetka residents add to the uncertainty—residents who support projects do not come to the meetings because they are afraid to be criticized by neighbors. One suggestion to increase certainty and make downtown development more attractive to developers would be for the Village to approve a PD process that establishes guidelines but allows developers some level of flexibility. Parking requirements are also a barrier for new construction and should be reduced or eliminated.

Opportunities

There are opportunities for the retail core to evolve and look different. The downtown areas should be full of activities, without concern for the type of service—that is a market determination. Entertainment, experiential and experimental retail, and a broader variety of service businesses should be attracted, and the Village should be comfortable with retail and service uses that seem "risky". Density is needed to offset low population growth, especially in the commercial districts. Uses will come and go, but residences will remain. Senior housing and condos are major opportunities—both because of financial feasibility and because there are so few housing options. There is a huge opportunity to increase density and multi-family development along the rail line. Some suggest that without TIF, developers will need two acres and 80+ units to be viable.

Brand

Although schools are the primary reason for new residents to come to Winnetka, it cannot be the Village's brand. Schools are excellent in all north shore communities—to attract young families, there needs to be a true sense of place. Surrounding communities are more eclectic in their architecture styles, people, diversity, etc. Winnetka has always had a great brand, but it needs help communicating what makes it so special, such as marketing itself as a beach or lakefront community. An element that currently defines Winnetka's business districts—Tudor architecture—is holding Winnetka back. Developers only want to build Tudor because they think this style is a way to get approval. This leads to very homogeneous character that doesn't move the Village forward.

Comparable Communities: **Downtowns**

A look at what Winnetka's comparable communities are doing to activate their downtown districts.

SCARSDALE, NY

BIG IDEA:

Pedestrian Focus

To activate street life, Scarsdale requires pedestrian arcades to be included in new development. They also permit and promote sidewalk cafes/outdoor dining for all restaurants. Their Village Center has a core retail zone, similar to Winnetka's Overlay District, which allows retail, cultural uses and restaurants by right.

COMMUNITY OPEN HOUSE RESULTS

What big ideas are suitable for Winnetka to activate its commercial districts?

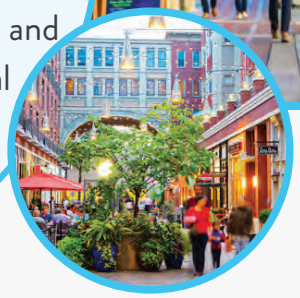
While responses varied to this question, there was an overwhelming focus on activating the streetscape and providing more gathering spaces, such as plazas, sidewalk cafes, public spaces, music or entertainment venues, and movie theaters. Other responses included downtown mixed use developments that would provide a hybrid of housing, retail, experiences, and public spaces, among other active uses. All persona groups engaged in this topic, yet empty nester and young seniors (ages 55 - 74) provided the most feedback, followed by family years (ages 35 - 55) and young families (ages 20 - 34).

BETHESDA, MA

BIG IDEA:

Housing + Public Spaces

Bethesda's strategy to activate its downtown focuses on **bringing density and public life to the district**. They promote a diversified mix of housing options in their downtown through mixed-use and multi-unit residential development and encourage streets to be designed as social spaces, for gatherings, events and recreation.



RADNOR, PA

BIG IDEA:

Town Commons

Radnor's strategy focuses on **creating a town commons** and promenade on specific underutilized township controlled downtown parcels. They also promote **second and third floor units** for residential uses, and have eliminated parking requirements for downtown residential uses.

MARKET ASSESSMENT

Retail Assessment

> *You're either growing your business, or going out of business.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

NATIONAL TRENDS

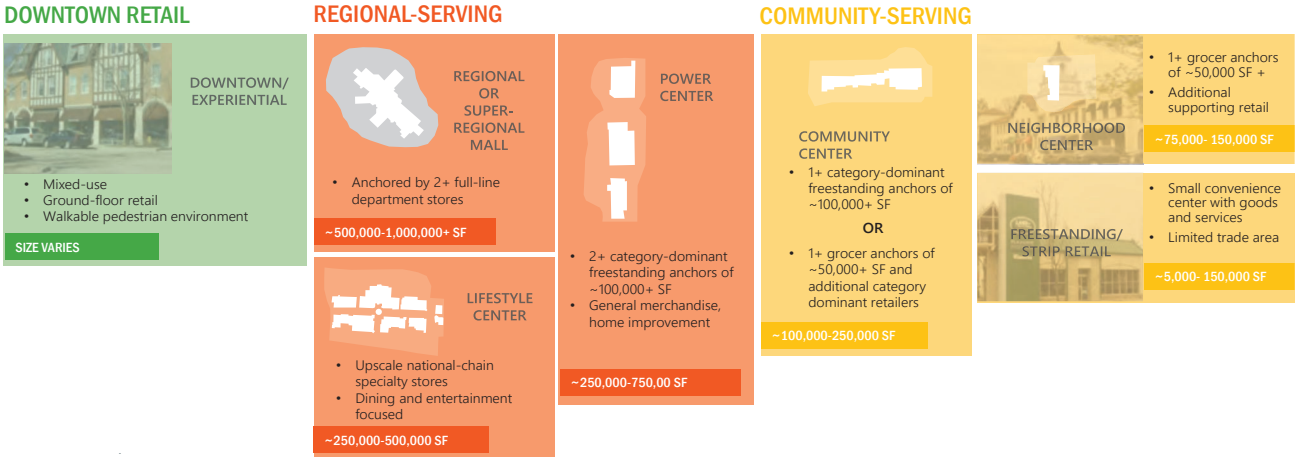
Winnetka's retail clusters compete with nearby downtowns and auto-oriented retail clusters.

Retail clusters can be categorized into three major typologies: Downtown Retail, Regional-Serving and Community-Serving (Figure 14). Typologies differ based on scale, number and type of anchors, and size of trade area. Hubbard Woods and Elm Street can be categorized as Downtown Retail, while the Indian Hill retail cluster more closely aligns with Freestanding/Strip Retail. Retail in the Village competes with other nearby downtowns, such as Wilmette, and nearby auto-oriented retail clusters including Plaza del Lago, Edens Plaza, Northfield, and the Old Orchard Mall.

Village retail is well-positioned to accommodate the rise of experiential retail.

A rapidly shifting retail landscape is altering traditional drivers of retail demand. As e-commerce continues to increase, many traditional and big box retailers are downsizing their store footprints. Concurrently, there has been significant new demand for value- and convenience-oriented retailers, which have continued to expand throughout the country. "Clicks-to-bricks" retailers that were formerly online-only are establishing a brick-and-mortar presence. Furthermore, the growth of experiential and food and beverage destination retail is driving more demand for retail space in core mixed-use, walkable environments. The shift towards experiential retail and food and beverage provides an opportunity for Winnetka's retail nodes to expand current offerings.

FIGURE 14: RETAIL TYPOLOGIES



The pandemic has broadly accelerated trends already underway in the retail landscape – most prominently the shift towards e-commerce – but has also showed continued demand for traditional brick-and-mortar retail offerings. Though experiential retail and food and beverage operators have had to rethink operating in a pandemic environment and are still experiencing pandemic-related challenges, retailers have largely shown their resiliency and creativity in developing alternative service-delivery models to continue operations throughout the pandemic.

IMPACT OF E-COMMERCE AND OMNI-CHANNEL

A shift toward online shopping is slowing brick and mortar retail development.

While the rise of e-commerce (Figure 15 and Figure 16[1]) has reduced overall demand for retail square footage over time, it is also changing the way retailers use brick-and-mortar space. E-commerce has given rise to the growth of omni-channel retail, where retailers rent space as a showroom or as a fulfillment center to complete in-store pickups and returns.

The rise of e-commerce and omni-channel retail may threaten some of Winnetka's retail establishments. Winnetka currently has a significant number of clothing and miscellaneous retail stores, categories which have among the highest annual rates of e-commerce growth.

FIGURE 15: E-COMMERCE AS A PERCENT OF TOTAL SALES NATIONALLY

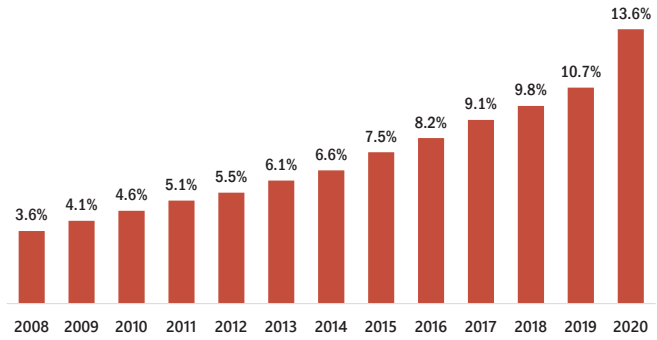


FIGURE 16: E-COMMERCE AVERAGE ANNUAL GROWTH RATE: TOP RETAIL CATEGORIES (NATIONAL)

1. Source: CNBC; US BLS; Estimated Quarterly U.S. Retail Sales (Not Adjusted): Total and E-commerce.
Estimates are based on data from the Monthly Retail Trade Survey and administrative records for fourth quarter of each year.

FIGURE 17: RETAIL SUPPLY

ELM STREET / DOWNTOWN

270K SF | 109 STOREFRONTS

HUBBARD WOODS

190K SF | 86 STOREFRONTS

INDIAN HILL

60K SF | 23 STOREFRONTS

EXISTING RETAIL SUPPLY

Winnetka's retail inventory is located entirely within 1/2 mile of a Metra station, and each retail cluster has a different character, use mix, and performance (Figure 17[1]). However, across all three clusters, retail is predominately in older, sometimes historic, single- or two-story buildings. The historic building character provides a unique sense of place, although retail tenants and landlords alike find the small spaces challenging and expensive to operate. The older buildings often include irregular spaces, and many require significant interior improvements to be fully operational.

1. Source: Google Maps, CoStar (data downloaded on 9/29/2021), Winnetka Q3 2021 Vacancy Report, SB Friedman

VILLAGE RETAIL TRENDS

Since 2009, retail rents in the Village have ranged from $25-40 per square foot on average (triple net) (Figure 18[1]). Historically, Hubbard Woods commanded the highest rents in the Village; however **Elm Street retail rents have surpassed Hubbard Woods since 2017**. Elm Street has also consistently had the lowest vacancy rate (Figure 19[2]).

Indian Hill has the smallest inventory, significantly higher vacancy and lower rents than the other two clusters.

	HUBBARD WOODS	ELM STREET	INDIAN HILL
2021 AVG. RENT / SF (NNN)	$36	$39	$24
2021 VACANCY RATE	9%	5%	26%

FIGURE 18: AVERAGE ANNUAL RENT

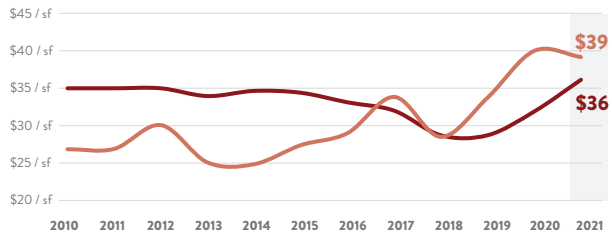
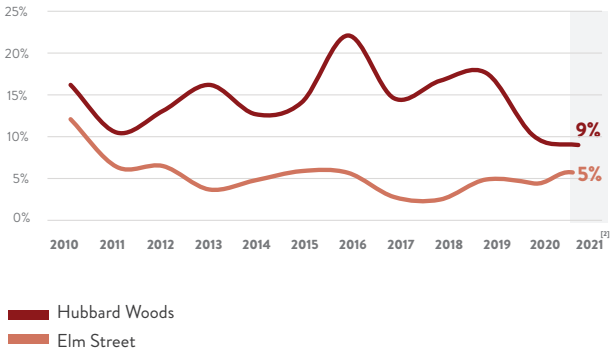


FIGURE 19: AVERAGE VACANCY RATE



1. Indian Hill historic data not available. Source: CoStar (data downloaded on 1/29/2020), SB Friedman, Winnetka Q4 2019 Retail Report.

2. Current vacancy rates as indicated in Winnetka Q3 2021 Retail Report. Historic data is reported by CoStar and Winnetka Retail Reports Q2 2020 – Q3 2021

COMMUNITY CONVERSATIONS

BUSINESS OWNERS

A small group of Winnetka business owners gathered on February 12, 2020 and again on October 14, 2021 for a focus group discussion. Key themes that came out of those discussions are summarized below.

Vibrancy

Business owners feel that surrounding community business districts are more vibrant than Winnetka. New businesses are choosing Wilmette, as it feels more urban. Participants felt Wilmette, Glencoe and Highland Park all have a 'vibe' that Winnetka is missing. Winnetka needs to find its niche and become a destination. Current businesses with niche markets in Winnetka are expanding, while some of the older businesses are struggling to combat online shopping. Local businesses have found they cannot survive on Winnetka residents alone—they require shoppers from outside of the Village to be sustainable. Mino's and Spirit Elephant are examples of restaurants in Winnetka that serve as regional destinations attracting customers from a broader area. Business owners also felt supporting more pop-up shops in vacant storefronts could help add to that vibrancy, as would bringing more nightlife.

Development

New development in the business districts could bring much needed vibrancy to the area and bring more people into the downtown. The success of One Winnetka or development of the Post Office site would have benefited local businesses, bringing more foot traffic to the area and indicating that the Village is able to attract substantial new investment. Additional residential development in the downtown would help support the business districts – new units and greater diversity of housing stock will allow for a broader range of residents and shoppers to add vibrancy to the business districts.

Connectivity

Participants recognized the three separate business districts in the Village have their own issues, but suggested that making them feel more cohesive would be beneficial. Green Bay Road is the spine that connects these districts—business owners felt more could be done to seamlessly connect these districts and make it more walkable and inviting. Neighboring communities have accomplished this through a transfer of ownership from IDOT, a tactic the Village has considered.

Policy

Business owners have the perception that the Village does not make it easy for businesses to thrive, particularly given the changing retail environment. There is also concern that over lack of business representation related to improvements in the business districts. Multiple participants mentioned special use permit fees as inhibitive to attracting new businesses, particularly those without existing connections to the Village. There is a need for more flexibility in the zoning code, an openness to different storefront designs, property maintenance issues, and consideration for changes in parking standards. Policy tools that could combat rising rent levels for businesses are also of interest. One suggestion was to fine landlords for properties kept vacant for an extended period of time, thereby encouraging owners to rent the spaces. There was a consensus that perception and development regulations need to change.

RETAIL ENVIRONMENT

The questions below were asked at the October 20, 2021 Community Open House.

How often do you visit the Village's three commercial districts?

- ***Elm Street / Downtown*** *- The majority of participants indicated that they visit Downtown Winnetka weekly. Some indicated that they visit daily and others monthly. The feedback was mainly provided by empty nesters and young seniors (ages 55 - 74).*
- ***Hubbard Woods*** *- Similarly, the majority of participants indicated that they visit Hubbard Woods weekly. Some indicated that they visit daily. The feedback was mainly provided by empty nesters and young seniors (ages 55 - 74).*
- ***Indian Hill*** *- Participants representing empty nesters and young seniors (ages 55 - 74) indicated that they almost never visit Indian Hill. A few young families (ages 20 - 35) indicated that they visit Indian Hill weekly.*

What brings you to Winnetka's commercial districts?

While responses varied, the main reason that participants visit the commercial districts was the local businesses. Restaurants, coffee shops, groceries, banking, post office, book store, and doctor office were all popular responses. Participants ages 35 to 75 provided the most feedback.

What types of stores, restaurants or services would bring you to Winnetka's commercial district more often?

A wide range of options were provided by participants, with hardware store being the most popular vote. Other options included a deli, entertainment, local bar/pub, food court, drug store and bakery. The largest demographic group that provided feedback was empty nesters and young seniors (ages 55 - 74), followed by family years (ages 35 - 54). A large chain supermarket was mentioned by young professionals and young families (ages 20 - 34).

What discourages you from visiting Winnetka's commercial district more often?

There were limited responses to this question, but parking and parking time limits were mentioned in four of the six responses. A lack of variety and limited options were also mentioned. Empty nesters and young seniors (ages 55 - 74) provided the most feedback.

RETAIL TYPOLOGIES

Most retail space in the Village is under 15,000 square feet[1].

FIGURE 11: RETAIL TYPOLOGIES

	Adaptive Re-use	Downtown Multi-Tenant	Auto-Oriented	Downtown Multi-Tenant
Address	925 Green Bay Rd	563-571 Lincoln Ave	80 Green Bay Rd	566 Chestnut St
Year Built/Renovated	1923 / 1994	1925	1947	1924 / 1976
Rentable Building Area (SF)	12,500	7,800	11,800	14,000
Rent (NNN)	N/A	N/A	$16	$73
Occupancy	100%	87%	0%	94%
Tenant(s)	Walgreens	Compass Realty, Mirani's, J. McLaughlin, Sara Campbell	N/A (vacant)	Starbucks, Avli, Soupicurean, La Taquiza, etc.
Cluster	Hubbard Woods	Elm Street	Indian Hill	Elm Street

RECENT IMPROVEMENTS

Recent retail improvements[2] in Winnetka include the 2009 development of 910 Green Bay Road, a retail/office building in the Hubbard Woods cluster, which is currently occupied by several retailers including the Bella Bleu Bridal shop. In 2017, a former gas station within the Elm Street cluster was rehabbed into the Fred's Garage restaurant.

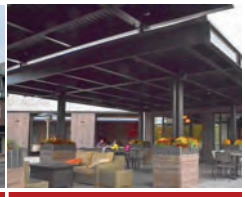
Over the past two years, multiple storefronts have changed over to new concepts or ownership. While most retail turnover in the Village has seen similar retail typologies opening in the closed storefronts, there have been several cases of storefronts transforming to other typologies. 925 Green Bay Road, for example, transformed from an antique mall to a popular specialty food store/cafe/event space.

The Village has seen a number of new restaurants open in recent years. In addition to Fred's Garage, other new restaurants include Mino's, 501 Local, Towne & Oak, Tocco, The Pomeroy, Soupicurean, Hometown Coffee & Juice, La Taquiza, Spirit Elephant, and Guantajuato.

Also the Village has seen the expansion of a number of high-end woman clothing stores including Neapolitn, Valentia, and Bunny & Babe to name a few.

The limited availability of privately-owned vacant land limits the overall development opportunities in the Village. Recent developments demonstrate how creative solutions are required to develop new retail space.

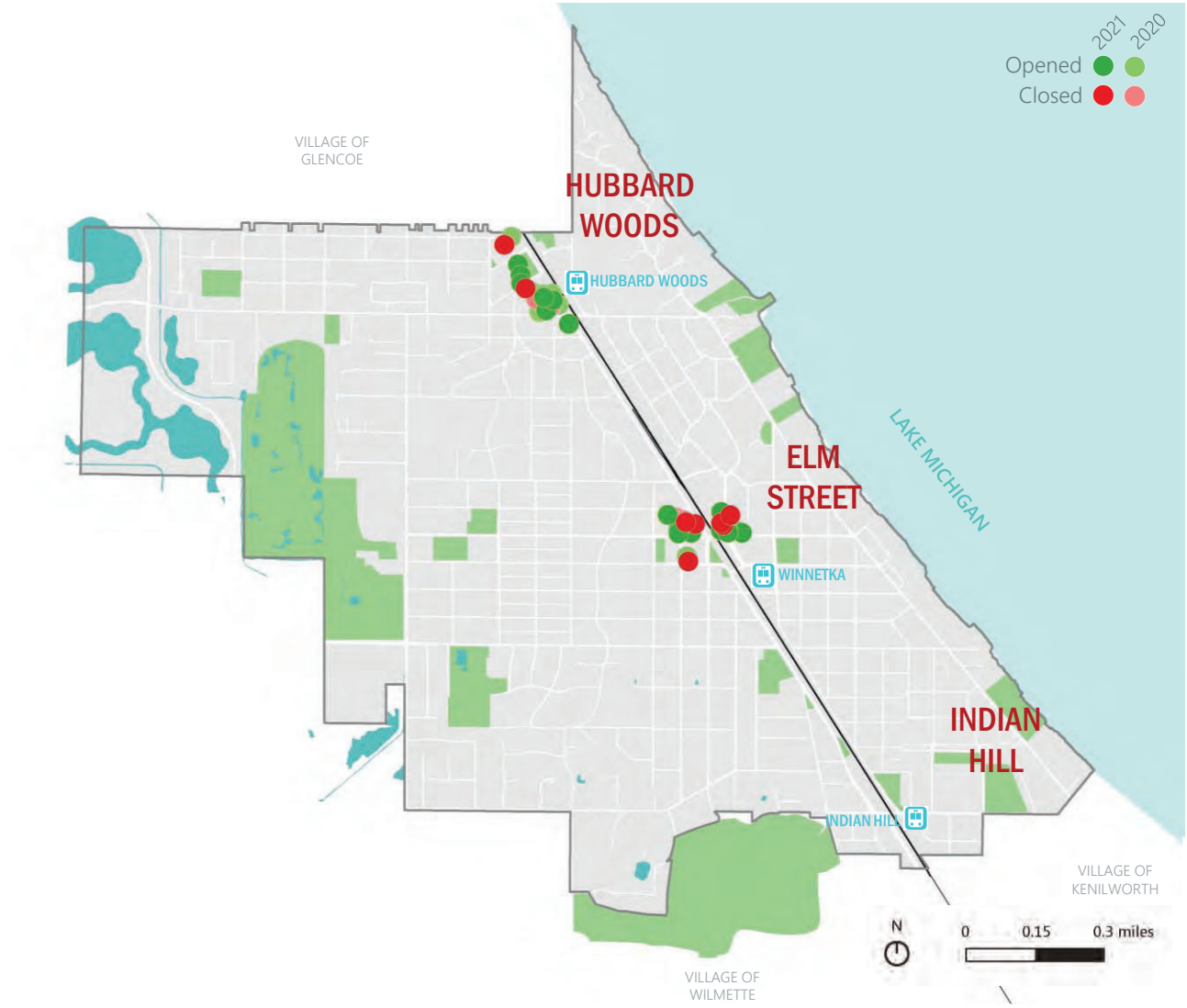
FIGURE 20: RECENT IMPROVEMENTS



	Infill Development	Rehabilitation
	910 Green Bay Road	574 Green Bay Road
Year Built	2009	2017
Cluster	Hubbard Woods	Elm Street
Square Feet	8,600	3,500
Tenant	Bella Bleu Bridal (Since 2014)	Fred's Garage (Since 2017)

1. CoStar (data downloaded on 9/29/2021), SB Friedman
2. Chicago Tribune, CoStar (downloaded 9/29/2021), SB Friedman, Winnetka

FIGURE 21: RECENT OPENINGS AND CLOSINGS



RECENT OPENINGS AND CLOSINGS

New retailers in Winnetka have primarily been food and beverage or personal service establishments. Though the pandemic has slowed the retail market regionally, two of Winnetka's retail clusters have experienced net positive retail openings over the past 2 years (Table 3[1]). Elm Street in particular attracted strong growth in 2021, with 11 new retail tenants compared to just one in 2020.

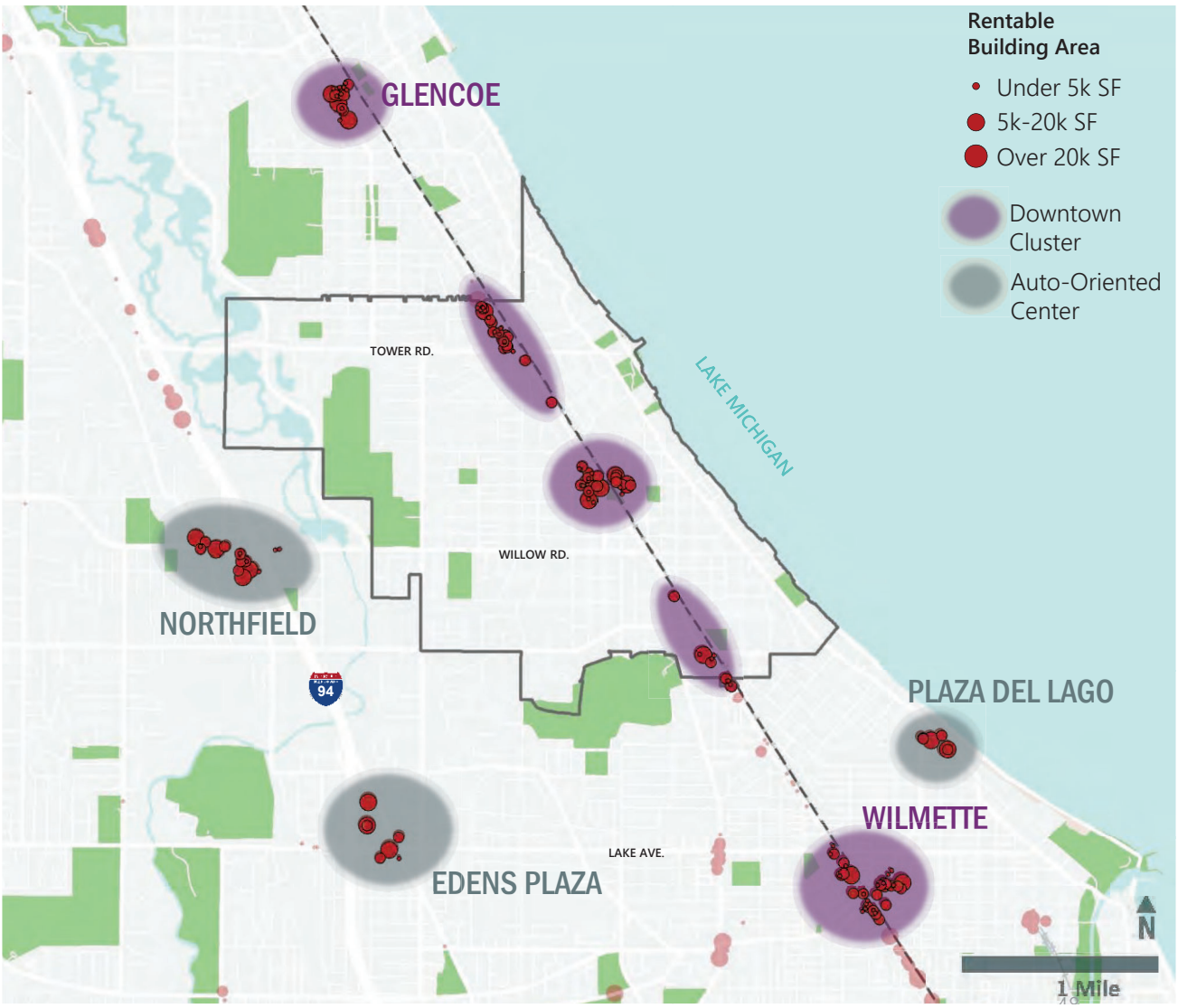
Many of the new retailers are food and beverage and personal services establishments. Over the past two years, 12 restaurants have opened while four have closed. There have been several high-end women's clothing boutique openings over the last 2 years as well. Wellness shops, home goods and furniture stores comprise most of the remainder of opened shops. New shops have mainly replaced those of similar typology, with boutiques and restaurants making up most of the closed businesses since 2020.

TABLE 3: RECENT OPENINGS AND CLOSINGS

	OPENED	CLOSED	NET
Elm Street	**23**	**11**	**12**
2021	17	6	**11**
2020	6	5	**1**
Hubbard Woods	**17**	**8**	**9**
2021	7	2	**5**
2020	10	6	**4**
Indian Hill	**0**	**0**	**0**
2020 & 2021	0	0	**0**
TOTAL	**40**	**19**	**21**
2021	**24**	**8**	**16**
2020	**16**	**11**	**5**

1. Source: Winnetka (2021 Data), SB Friedman

FIGURE 22: REGIONAL RETAIL CLUSTERS



REGIONAL COMPETITIVE SUPPLY

Winnetka's three retail clusters compete directly with two adjacent downtown clusters in Glencoe and Wilmette, in addition to three auto-oriented retail centers nearby. Less retail space is available in downtown Glencoe and Wilmette than the combined Winnetka centers. The Vacancy rate in Winnetka's combined centers is approximately 9%, which is slightly less than Wilmette. (Table 4[1]).

Larger retailers are located in Northfield and surrounding auto-oriented retail centers, including Plaza Del Lago and Edens Plaza in Wilmette.

1. Total SF and Vacancy data from Winnetka Q3 2021 Vacancy Report. Number of Buildings as reported in CoStar. CoStar data records total SF of 666K, which may include office space.
Source: CoStar (downloaded 9/29/2021), Winnetka Q3 2021 Vacancy Report ,Crain's Chicago Business, SB Friedman

TABLE 4: REGIONAL RETAIL CLUSTERS

DOWNTOWN RETAIL CLUSTERS:				
	BUILDINGS	TOTAL SF	VACANCY	KEY TENANTS
WINNETKA *(ALL THREE COMM. DISTRICTS)*	76	520k	9%	Grand Food Center, Walgreens
GLENCOE	21	208K	2%	Grand Food Center, Starbucks
WILMETTE *(VILLAGE CENTER)*	41	371K	10%	Jewel-Osco
AUTO ORIENTED RETAIL CENTERS:				
	BUILDINGS	**TOTAL SF**	**VACANCY**	**KEY TENANTS**
PLAZA DEL LAGO	8	115k	8%	Jewel-Osco, CVS
EDENS PLAZA	8	406k	43%	Bed Bath & Beyond, Walgreens
NORTHFIELD	17	248k	3%	Marianos, Walgreens

COMPARISON TO PEER COMMUNITIES

A complementary mix and sufficient concentration of retail businesses helps promote a vibrant, walkable commercial center. The presence and concentration of business categories in Winnetka is generally comparable to local and national peer communities on a per-resident basis, with some exceptions (Table 5[1]).

Food and Beverage businesses per 10,000 residents in Winnetka is comparable to or exceeds peer communities except for Greenwich, CT, which has a significantly higher concentration. Although Winnetka has a comparable ratio of food and beverage establishments to Wilmette, the Village population is less than half that of Wilmette. Accordingly, there are approximately half as many restaurants dispersed across the three retail clusters. The smaller amount of fragmented retail lessens sense of place, despite the relatively comparable ratio.

The ratio of Entertainment & Leisure businesses in Winnetka relative to the population is consistent with the range seen in other peer communities. The presence of groceries in Winnetka is consistent with many peer communities, but below the ratio of groceries per household in neighboring Wilmette.

Greenwich has the highest concentration of key retail businesses across all categories, suggesting that its commercial center attracts additional customers from adjacent communities.

1. Source: ESRI Business Analyst (2021), SB Friedman, Stakeholder Interviews

TABLE 5: PEER COMMUNITY COMPARISON

		LOCAL PEER COMMUNITIES		NATIONAL PEER COMMUNITIES		
Per 10,000 Residents	**Winnetka**	**Wilmette**	**Glencoe**	**Scarsdale**	**Greenwich**	**Wellesley**
Food and Beverage	**24.7**	**19.2**	**20.5**	**22.3**	**89.5**	**19.4**
Full-Service Restaurants	17.9	13.2	12.1	17.0	67.9	13.8
Limited-Service Restaurants	1.7	2.3	1.2	0.0	4.6	1.4
Quick-Service Food Stores	3.4	2.6	3.6	3.5	6.2	3.1
Bakeries	0.0	0.4	0.0	0.6	5.4	0.7
Convenience Stores	0.9	0.4	1.2	1.2	0.8	0.3
Beer, Wine and Liquor Stores	0.9	0.4	2.4	0.0	4.6	0.0
Health & Personal Care	**16.2**	**10.9**	**12.1**	**20.0**	**55.5**	**17.6**
Barber Shops	0.9	1.1	1.2	2.9	3.1	3.1
Beauty Salons	8.5	6.4	6.0	11.2	40.1	8.6
Cosmetics Stores	0.0	0.0	0.0	1.8	3.1	0.7
Nail Salons	6.0	3.0	3.6	4.1	6.2	3.8
Other Personal Care	0.9	0.4	1.2	0.0	3.1	1.4
Entertainment & Leisure	**9.4**	**6.4**	**18.1**	**10.6**	**20.1**	**5.2**
Theaters	0.0	0.4	0.0	0.0	0.8	0.3
Fitness and Sports Centers	4.3	2.6	2.4	3.5	8.5	4.5
Golf Courses and Country Clubs	1.7	1.1	3.6	2.4	0.0	0.3
Art Dealers	3.4	2.3	12.1	4.7	10.8	0.0
Grocery Stores	**1.7**	**3.0**	**1.2**	**1.2**	**4.6**	**1.4**

MARKET ABSENCE EXCEEDS PEERS

Note: Winnetka retail detail based on 2021 ESRI Business Analyst and modified to incorporate local knowledge. Peer communities have not been adjusted from the original 2021 ESRI data.

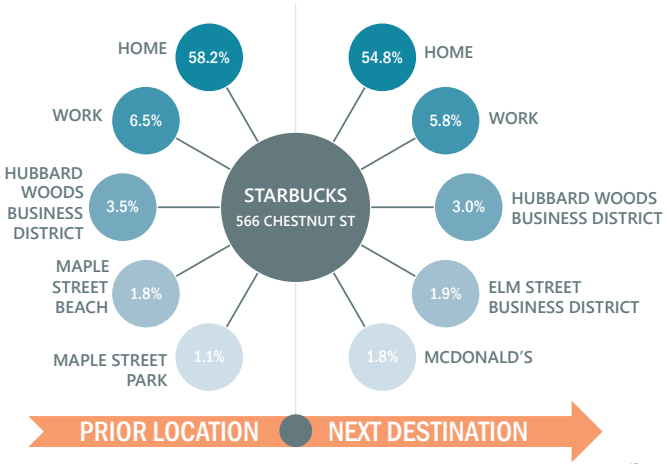
VILLAGE RETAIL PATTERNS

Village retail is predominately dependent upon a local consumer base. An analysis of consumer traveling patterns (Figure 23[1]) reveals that customers of Village retailers, for example customers visiting the Starbucks at 566 Chestnut Street, may be making single trips to one retailer at a time rather than visiting multiple Village retailers in one trip.

For customers visiting the Starbucks at 566 Chestnut Street in the Elm Street cluster, 58% visit from home and 7% visit from their place of work. Fifty five percent return home after visiting the Starbucks. Only a small percentage are stopping on the way from or to visiting other retailers near Elm Street or at Hubbard Woods.

While this is just one example of how customers move through Elm Street to visit one specific retailer, the travel patterns for several other Village retailers assessed show similar behavior. The Village may want to focus on providing more opportunities to attract people to multiple destinations when they are visiting Winnetka's commercial centers.

FIGURE 23: RETAIL PATTERNS



1. Source: CoStar, Placer AI, SB Friedman

EXPANDING RETAILERS

Expanding retailers could capture excess demand and complement current Village retail mix. An analysis of 2020 sales of retail establishments within the Village of Winnetka compared to the spending potential of its population reveals a significant amount of excess demand, indicating residents are shopping elsewhere to meet their retail needs and preferences. A retail leakage analysis for the Village of Winnetka was conducted in 2020 that revealed a significant amount of excess demand in the Grocery Store, Restaurants and Other Eating Places and Health and Personal Care Stores categories. Since that analysis, multiple food and beverage and health and personal care stores have opened within the Village. These openings directly address reported excess demand from the 2020 analysis.

Retailers and Personal Service Businesses - Currently expanding in Illinois and without a presence in or near Winnetka, retailers and personal service businesses could establish a location in the Village to capture some of the Village's excess demand (Table 6[1]). Retailers with compatible square footage requirements can occupy existing vacant storefronts or planned developments, provided that building owners offer appropriate tenant improvement (TI) allowances.

Restaurants - The Village may be particularly well suited to attract additional limited service restaurants, having recently revised zoning regulations to permit fast casual establishments. The Village may want to focus additional effort in assuring other factors affecting site selection (signage, parking and circulation, compatibility of adjacent land uses, etc.) are in alignment.

Health and Personal Care - The Village requires a Special Use Permit for fitness uses in most Village locations. Because of growth in this segment, it is recommended that the Village consider opening the door to such uses in additional areas of the Village, perhaps by adding an additional degree of 'granularity' to the Retail Overlay District, and allowing such uses by right in specific, targeted areas.

TABLE 6: EXPANDING RETAILERS

Retail Category	Expanding Retailers[1]	Typical SF
Restaurants and Other Eating Places	BLAZE PIZZA	2,000-3,000 SF
	corner bakery CAFE	3,000 – 3,300 SF
	Cantina LAREDO gourmet mexican food	6,500-8,000 SF
Health and Personal Care Stores	orangetheory FITNESS	2,600-3,400 SF
	CYCLEBAR	2,000-2,800 SF
	ANYTIME FITNESS	3,000-5,000 SF
Grocery Stores	TRADER JOE'S	10,000-15,000 SF

VILLAGE ACTIONS

In 2016, the Village Council adopted the Downtown Master Plan for the Village's three commercial districts - Elm Street, Hubbard Woods, and Indian Hill. The Plan contained an action plan for the areas of economic development programming, transportation/infrastructure improvements, urban design streetscape and wayfinding improvements, land use and development opportunities. The Village has been using this plan to guide enhancing the vitality of the three business districts.

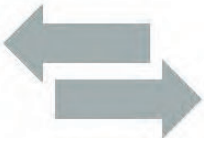
In 2017, the Village created a full-time economic development coordinator position. The position engages in business recruitment, retention, and expansion efforts as well as engages in business promotions, marketing, and targeted events.

1. As reported in RetailLeaseTrac as of 10/20/21: retailers under 25,000 SF current expanding in Illinois (excludes automobile retailers) Source: ESRI Retail Marketplace Summary, RetailLeaseTrac, SB Friedman

KEY DEMAND CONSIDERATIONS

POPULATION AND EMPLOYMENT INCREASE

Local population and employment growth drive baseline demand for additional retail square footage. Increases in Village employment and population (per CMAP projections), and in residents using Metra to commute to downtown Chicago, could drive additional demand for downtown retail centers.

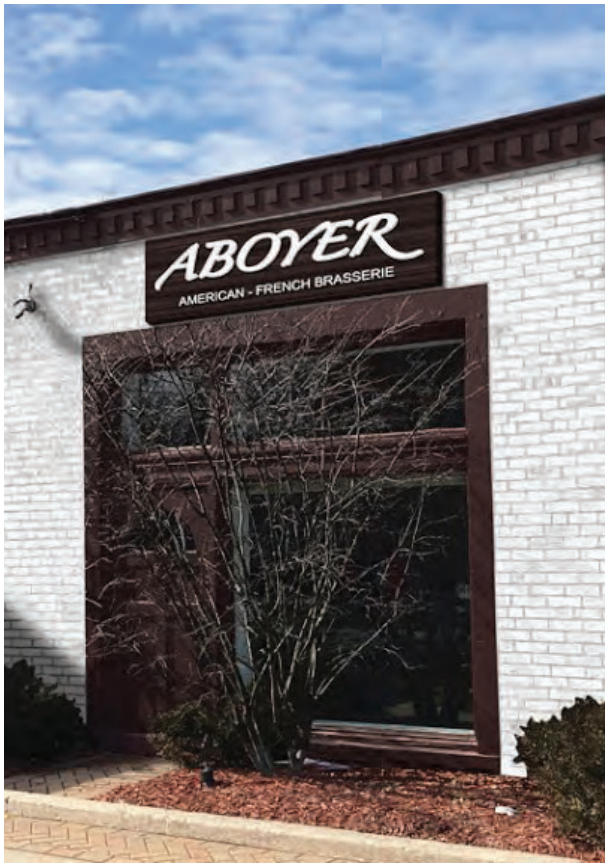


SALES LEAKAGES

Retail tenants in Winnetka compete with other retail spaces located in nearby peer communities. Winnetka has an opportunity to capture dollars currently being spent in other Village downtowns and nearby shopping centers which may have a more diverse retail mix.

EXPERIENCE-ORIENTED RETAIL GROWTH

The growth in experience-oriented retail, such as entertainment and food & beverage retailers, drive growth for new retail space. These experience-oriented retail tenants often have different space needs compared to traditional retailers (e.g. a walkable, urban setting).



CONCLUSIONS

Diversifying Winnetka's retail offerings can improve the Village's local competitiveness

» The Village is unique among North Shore communities in that it has three well-established downtowns with transit connections, each with its own unique sense of place. The 'distributed' nature of Winnetka's traditional downtown area(s) presents an unmatched degree of walkability for the Village's residents as whole, but the corresponding "lack of concentration" into a single downtown commercial area presents challenges. Winnetka's three retail clusters differ significantly in performance. While Hubbard Woods and Elm Street both command high rents, Hubbard Woods has a higher vacancy rate. Indian Hill has historically trailed the other Village commercial districts, with the district's small size and other factors making it difficult to achieve critical mass. As a result, the district currently has higher vacancy levels due to the vacancy of the former Field's dealership space.

» Winnetka has a concentration of Food & Beverage and Personal Care retailers consistent with local peer communities. Many existing restaurants have a long-established presence in the Village and recent growth in additional Food & Beverage retailers has demonstrated continued demand. However, customer location data reveals that many residents are also visiting nearby retailers in adjacent communities, resulting in sales leaking outside the Village.

» Winnetka competes with nearby downtowns in Glencoe and Wilmette. Data and interviews have indicated that Winnetka has a lower concentration of leisure and entertainment retailers - for example, movie theaters, arcades, fitness centers - than competitive communities. These entertainment tenants are least at risk from the rise in e-commerce and contribute to increased foot traffic, commercial livelihood, and attract customers during different hours of the day. Customer foot-traffic data indicates the majority of customers at local retail stores are either coming from, or heading to, home or work. Only a small share of the foot traffic appears to visit multiple retail establishments in one trip.

» Leveraging the Village's recent momentum in the growth of Food & Beverage retailers, it would be beneficial for Village property owners and other stakeholders to attract additional leisure & entertainment and Food & Beverage tenants to increase the relative attractiveness of Winnetka destinations compared to other communities. Branding, marketing, programming and social media strategies may help to recast long-term residents' perceptions of Winnetka's retail offerings.

» At the time of this report (October 2021), the long-term impacts of the Covid-19 pandemic on retail are unclear, but Winnetka retailers to date have shown resiliency and creativity to continue operations. The Village must continue to act in the short term to support the existing small businesses in Winnetka through encouraging carry-out programs, continuing to provide outdoor seating permits, and streamlining regulatory barriers for new businesses.

- While experiential retailers are a recommended target market, the category is anticipated to sustain significant challenges from Covid-19. There are few alternatives to the in-person experience with this type of retail, which will continue to be challenged through the remainder of the public health crisis and likely through the recovery period.

Office Assessment

> *I would love for Green Bay Road to feel like a spine, not three islands.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

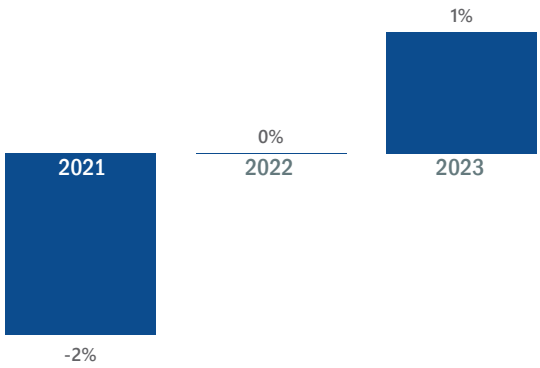
NATIONAL OFFICE TRENDS

Office rents are projected to resume growth in the next few years following pandemic-related losses

Though office rent growth slowed during the pandemic, tenants are still demanding space and signing new leases. Office rents are projected to resume increasing by 2023[1].

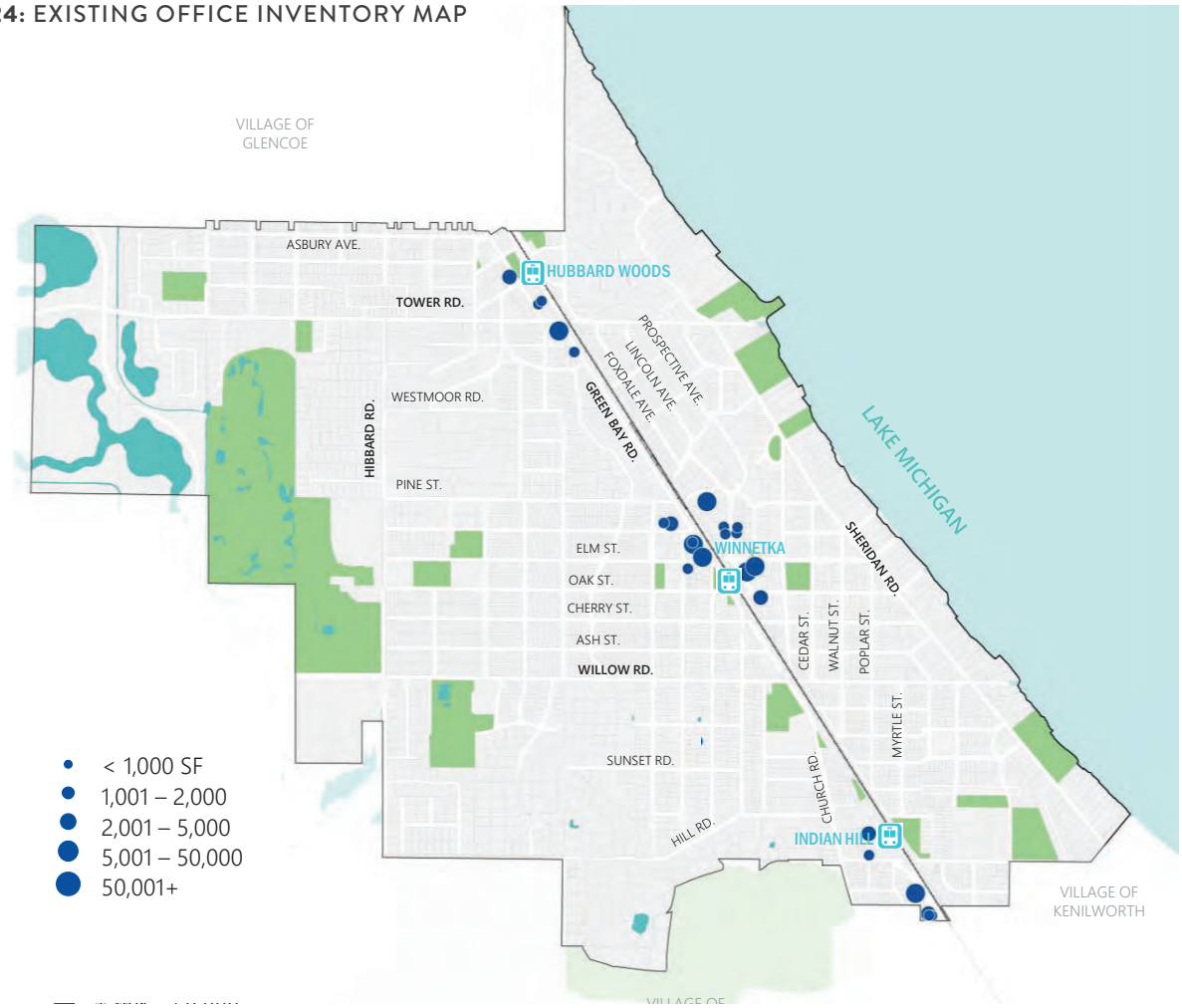
The pandemic changed the nature of office in terms of the amount and types of space demanded by tenants. National research regarding the future of office indicates tenant interest in smaller-format, nimble spaces that can accommodate a hybridized office/work from home set up for employees. Employer surveys have also indicated that satellite offices at the edge of cities – a product that could be provided in Winnetka – will likely factor into the new office ecosystem.

OFFICE RENTAL GROWTH PROJECTION, 2021 - 2023



1. Source: ULI Real Estate Economic Forecast, SB Friedman

FIGURE 24: EXISTING OFFICE INVENTORY MAP



EXISTING OFFICE SUPPLY

There is a relatively limited amount of commercial office product within the Village (Table 7[1]). The largest office cluster is located around Elm Street, which has 18 office properties totaling approximately 240,000 square feet. Across all three commercial clusters, vacancy for office space remains quite low based on CoStar data – below 5%.

These data represent professionally-managed commercial properties in the Village, but brokers have indicated that there is additional inventory of upper-floor office space in some of the Village's commercial buildings. Comprehensive data on these properties is limited, but it has been stated that a high percentage of this space is vacant and/or obsolete.

TABLE 7: EXISTING OFFICE INVENTORY

	HUBBARD WOODS	ELM STREET	INDIAN HILL
INVENTORY	30K SF 4 BUILDINGS Avg. Bldg Size: 7,500 SF	240K SF [1] 18 BUILDINGS Avg. Bldg Size: 13,300 SF	38K SF 5 BUILDINGS Avg. Bldg Size: 6,000 SF
VACANCY RATE	1%	5%	5%[1]

1. Major office buildings within the Elm Street cluster include the Winnetka Community House (104K SF, including the North Shore Art League and the Winnetka Youth Organization) and 511 Lincoln Ave (17K SF).
Source: CoStar (data downloaded on 2/18/2020), ESRI, SB Friedman

OFFICE TYPOLOGIES

Most office space in Winnetka is smaller footprint, older product[1].

	Historic Mixed-Use	Adaptive Re-use/Conversion	Larger Format Multi-Tenant
Address	874-878 Green Bay Rd	560 Green Bay Rd	520 Green Bay Rd
Year Built/Renovated	1930	1900 / 1972	1920
Rentable Building Area (SF)	12,900 SF	16,500 SF	27,200 SF
Rent	$37-38 (full-service gross)	$25	$20 - $24 (NNN)
Occupancy	98%	94%	67%
Cluster	Hubbard Woods	Elm Street	Elm Street

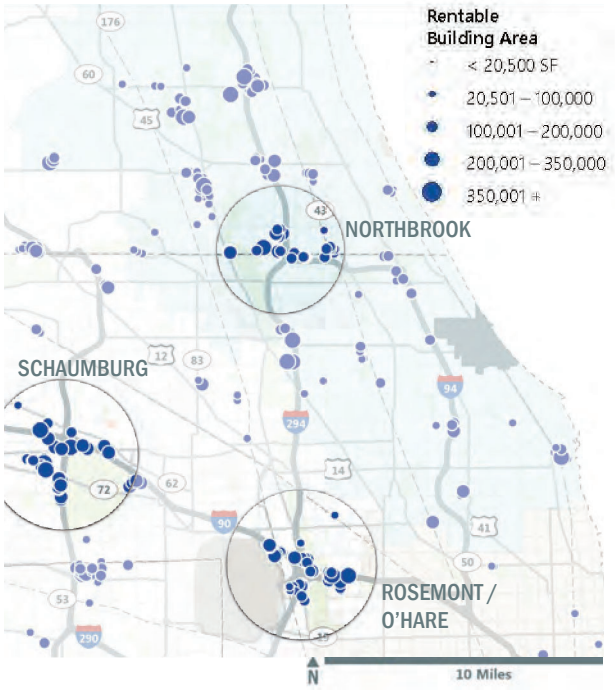
CLASS A NORTH SUBMARKET COMPETITIVE SUPPLY

Class A office in the region tends to cluster around interstate corridors, where access and visibility is high (Figure 25[2]). Three of the largest clusters of Class A office product in the northern and northwest portion of the region include:

- The intersection of I-294 and I-94 in Northbrook;
- Rosemont / O'Hare; and
- Schaumburg

Class A product tends to be much larger, attracting national and regional employers. **There is no Class A office product within Winnetka.**

FIGURE 25: CLASS A NORTH SUBMARKET COMPETITIVE SUPPLY



1. Source: CoStar (data downloaded on 2/18/2020), SB Friedman

2. Source: CoStar, ESRI, SB Friedman

KEY DEMAND CONSIDERATIONS

EMPLOYMENT GROWTH

Growth in office employment sectors will drive future demand for office space in Winnetka. Winnetka has only experienced very modest growth in key office industries such as Finance, Insurance, & Real Estate and Professional Services.

SPATIAL DISTRIBUTION

Growth in demand for office space depends on several spatial factors, including proximity to an educated workforce, transportation options, and access to amenities such as retail options and green space. The Village currently contains no Class A office space, which is primarily located in key nodes throughout the region with interstate proximity. Current office space in Winnetka is more suited to smaller professional and medical office tenants.

REPURPOSING OF EXISTING SPACE

Obsolete office space is often demolished or converted into another use, especially in areas with competing land uses. This may result in a net loss of office space over time if new construction does not produce a replacement product. Brokers have indicated that there is a significant amount of obsolete second-story office space that will requires significant rehabilitation to appeal to new office tenants.

CONCLUSIONS

Rehab of existing obsolete office space can appeal to local-serving professional tenants.

- There is no Class A office product in Winnetka, and the majority of current Village residents commute to well-established office markets in downtown Chicago and suburban job centers. Brokers have indicated that there once was a market in Winnetka for small, auxiliary offices for banks and financial services companies, but the Great Recession and the rise of remote working has led many companies to close these offices.
- Existing office space in Winnetka largely caters to professional and medical tenants and other uses that serve a local population. There is limited projected growth in Winnetka jobs that traditionally occupy office space, such as Finance, Insurance, and Real Estate, as Educational Services will continue to be the dominant type of employment within the Village.
- Given local employment patterns and regional employment spatial trends, brokers have indicated that it is unlikely that the Village will attract any new major office developments. However, brokers report existence of obsolete second-story office space throughout the Village's commercial districts. There may be an opportunity for building owners to rehabilitate this space to attract local office tenants such as medical offices, banks, and local-serving professional services such as accountants and real estate agents. First-floor modern office space in new mixed-use developments would likely also appeal to medical office and potentially other tenants looking for satellite office space.

PROPERTY OWNERS

A local property owner met with our team on February 12, 2020 and again on October 11, 2021 for a discussion about Winnetka's future. The team also met with a local commercial real estate company and multiple developers. The conversations focused on the types of businesses that are doing well in Winnetka, and challenges in attracting office tenants to the Village. Key themes that came out of the discussions are summarized below.

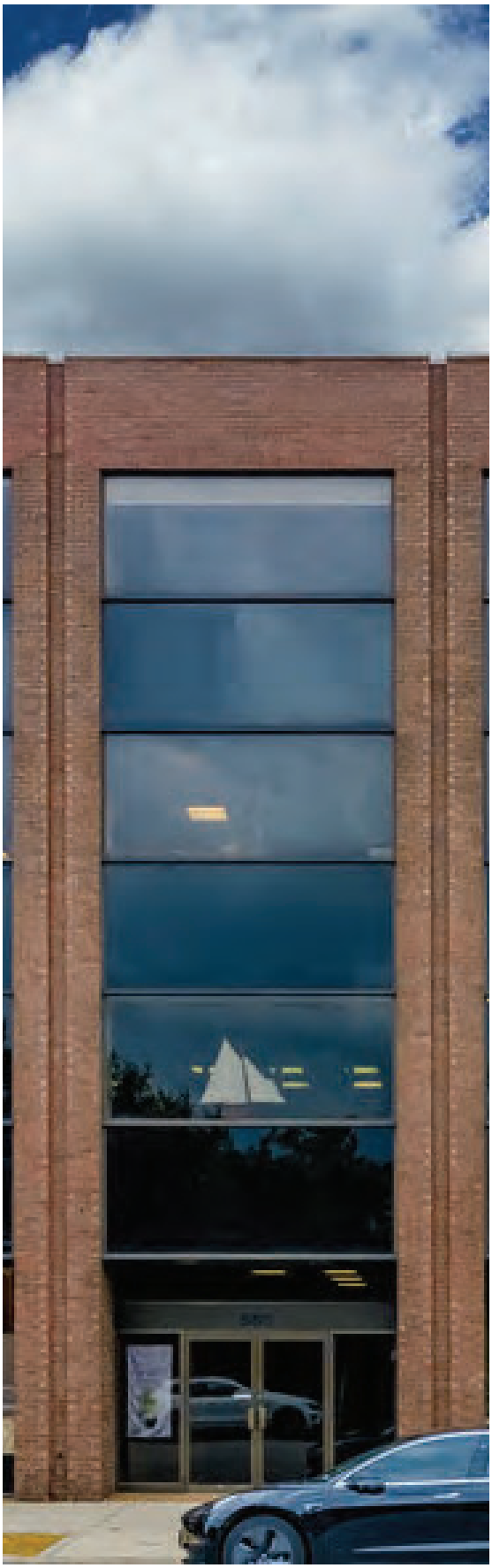
Business Mix

While residents want to see high occupancy in storefronts, there has historically been a negative perception of ground floor office in the Village. The majority of existing office space in the Village are banks, which frequently have long-term leases and create limited foot traffic. The Village has historically pushed to limit the number of ground floor offices to promote a more vibrant mix of retail uses. However, the result has led to a declining interest, what one participant described as 'almost a zero market' for office. In many cases, the best retail/service uses are those a resident is "forced to support." Service uses that are heavily used include fitness uses and hair salons. Dentists, therapists, and coffee shops are also popular. A kids' dance school would be great, because you have adults dropping kids off so that adds to buying power, but uses like that require big spaces. Investing in a day-care space would be ideal, but there is concern that there isn't enough density to support it. Other ideas would be a butcher, barbershop or kids' barber. The Retail Zoning Overlay was mentioned in multiple interviews as a hindrance to businesses. Participants suggested that the overlay should allow certain service and office uses where appropriate.

Vibrancy

Participants stated buildings in Winnetka's downtown districts lack interest, vibrancy and identity. As the office market is not strong in the Village, participants noted the profit margin for office space is very tight. Participants stated that there is very little capacity to offer incentives or high tenant improvement allowances to attract target tenants, which is a deterrent to high quality tenants. Inability to incentivize new tenants is compounded with the need to compete with neighboring North Shore Communities and the nearby I-94 office cluster in Northfield. Participants suggested the most demand for office would be for smaller footprint tenants, potentially co-working or medical office users.

Special use permits of around $1,000 add to the costs of leasing space in Winnetka and time required to obtain space and can further discourage businesses considering Winnetka over Glencoe or Highland Park. Concerns over public opposition and the public's perception of parking challenges further hinder interest –parking requirements can challenge vibrancy and future development. Commercial tenants have varying opinions about parking, and while some view it as a challenge, others do not.



Housing Assessment

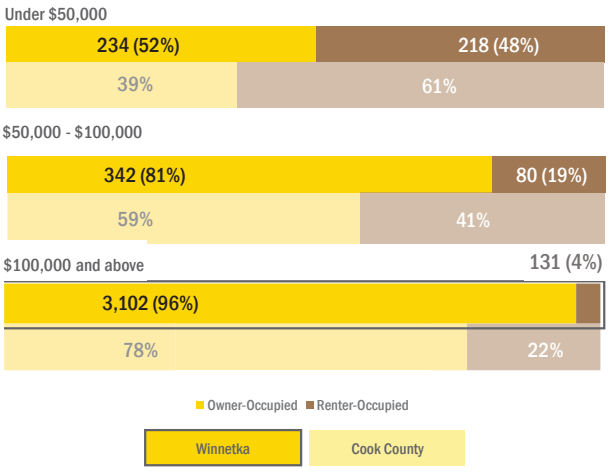
> *We need to promote smaller homes for empty nesters and first time homebuyers.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

HOUSING TENURE BY INCOME

The owner-occupied rate among households in Winnetka (90%) is significantly higher across all income brackets compared to Cook County (57%) (Figure 26[1]). The owner-occupied rate increases in the Village as household income increases, as is typical.

Even among Winnetka households with incomes below $50,000, only 48% rent, compared to 61% of households in this income bracket across Cook County. Ninty-six percent of households with incomes at or above $100,000 live in owner-occupied housing, compared to 78% county-wide. There are very few high-income renters within the Village (only 131 households, or 4% of households with incomes at or above $100,000).

FIGURE 26: HOUSING TENURE BY HOUSEHOLD INCOME



1. Source: 2019 tenure estimates from ACS 2015-2019 5-Year Estimates, SB Friedman

FIGURE 27: HOUSING UNIT INVENTORY

	Acres	Units	Units/Acre	Land Area % of Total
Single-Family Homes	1,373	3,792	3	96%
Townhomes [1]	6	101	16	0.4%
Multifamily [1]	12	390	33	1%
Mixed-Use Multifamily[1][2]	7	N/A	N/A	0.5%
Auxiliary Residential Parcels [3]	33	N/A	N/A	2%
TOTAL [4]	**1,432**	**4,283**		

HOUSING UNIT INVENTORY

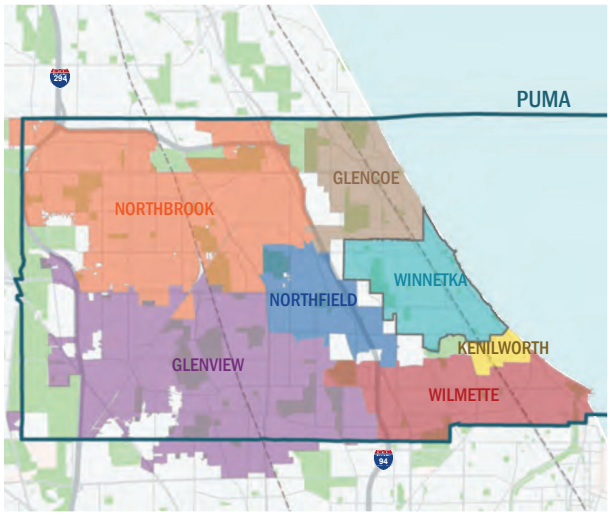
Single-family homes account for approximately 96% of the residential land area within the Village (Figure 27). The single-family home area includes approximately 3,800 homes, with an average of 3 units per acre.

There are approximately 101 townhomes, or single-family attached homes, in the Village. These account for 6 acres of land area (0.4% of total).

Multifamily residential includes apartments and condominiums, which accounts for about 2% of the overall land area, but over 11% of the total units in the Village. There are approximately 400 multifamily units in the Village located in purely multi-family buildings.

The residential composition in the Village appears to have remained largely stable since 2000.

FIGURE 28: COOK COUNTY NORTHEAST PUMA: NORTHFIELD & NEW TRIER TOWNSHIPS



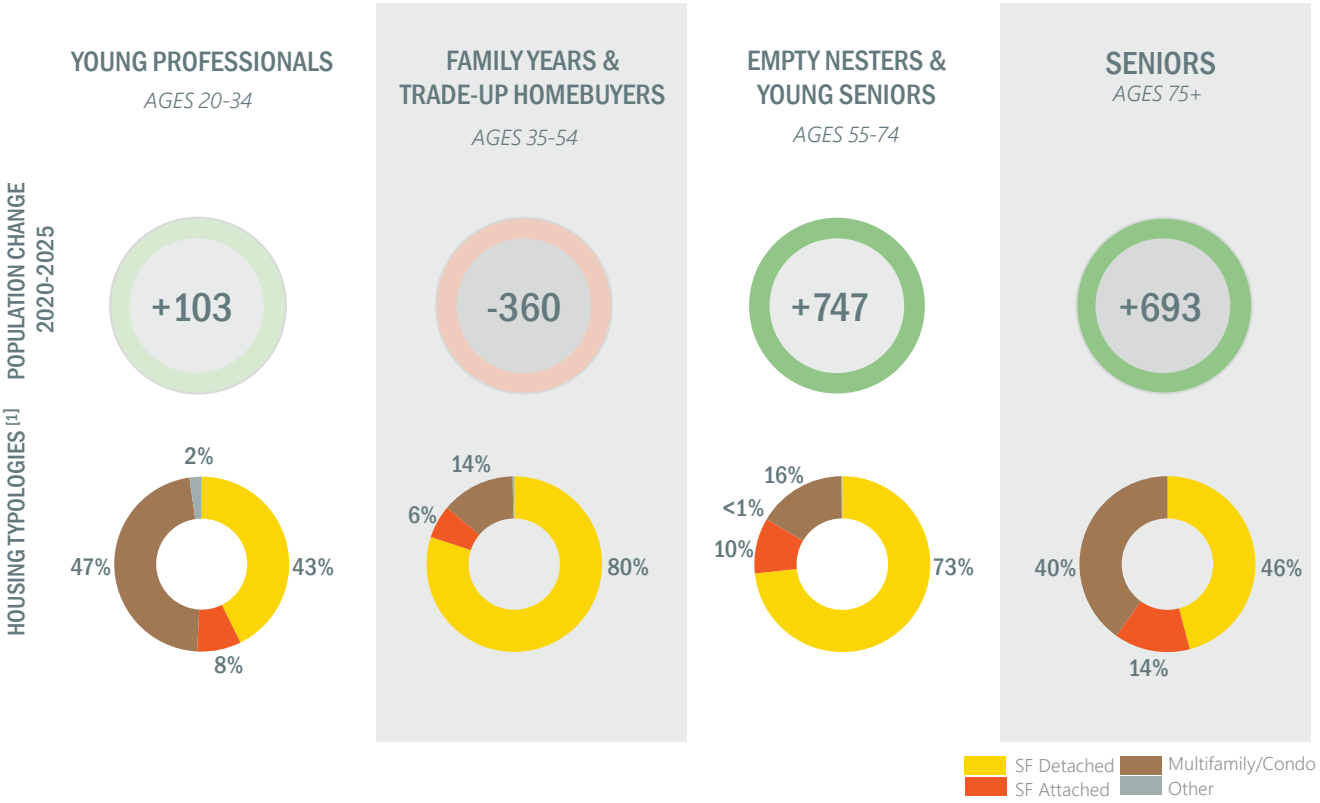
RESIDENTIAL PREFERENCE ANALYSIS AREA

SB Friedman analyzed U.S. Census Public Use Microdata, which provides detailed data on resident housing characteristics, such as housing choice and mobility rates by age, income and employment type for defined geographies called Public Use Microdata Areas (PUMAs). Winnetka is within the Cook County Northeast PUMA (the "Analysis Area"), which includes Northfield and New Trier Townships (Figure 28[1]).

The Cook County Northeast PUMA (the "Analysis Area") includes Winnetka, Glencoe, Kenilworth, Wilmette, Northbrook, Northfield, and Glenview.

1. Source: U.S. Census Bureau, SB Friedman
2. Includes mixed-use parcels (residential + commercial)
3. Includes PINs classified as garages, minor improvements, and vacant land under common residential ownership by Cook County Assessor
4. Total unit count excludes mixed-use multifamily

FIGURE 29: HOUSING CHOICE



HOUSING CHOICE

Housing choice varies significantly by age cohort. Recent data for the Analysis Area[2], which includes seven area communities, indicates Young Professionals and Seniors are more likely to prefer attached single-family (e.g., townhome) and multifamily housing compared to households ages 35-74, which predominantly occupy single-family detached housing (Figure 29).

Winnetka's population is expected to see growth in the Young Professionals and Seniors cohorts over the next five years.

The project growth in growth in those populations indicate greater demand for townhome and multifamily housing typologies. **In addition**, shifting *societal preferences* including increased demand for walkability, and increased interest in rental housing as a viable lifestyle choice provide additional support for the such housing.

2. PUMA includes the municipalities of Winnetka, Glencoe, Kenilworth, Wilmette, Glenview, Northfield and Northbrook
Source: Source: 2020-2025 population estimates based on Census 2020 population, ACS 2015-2019 5-Year Estimates age and sex, CMAP ON TO 2050 Projections and ESRI 2021 Age by Sex Report, housing choice data based on PUMS analysis of Census American Community Survey 2013-2017 Data, SB Friedman

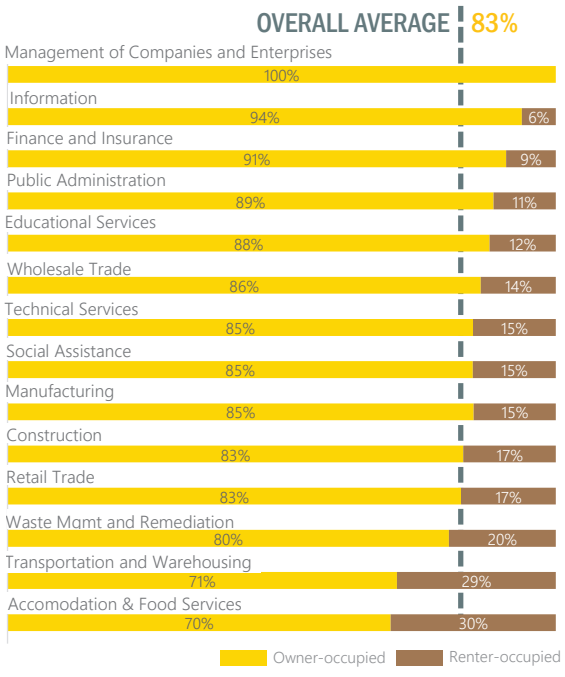
HOUSING TENURE BY EMPLOYMENT

Across all employment categories within the Analysis Area that includes Winnetka, 83% of households are owner-occupied (Figure 30[3]). Households employed in industries that are above the overall average owner-occupied rate include Information (94% owner-occupied), Finance and Insurance (91%) and Educational Services (87%).

Industries with a higher percentage of employees who rent include Accommodation & Food Services (30% renter-occupied), Transportation and Warehousing (29%) and Admin, Support, Waste Management and Remediation (20%).

The largest employment sector in which Winnetka residents are employed (management, information services, finance and insurance, and educational services) all have over 87% of households living in owner-occupied housing.

FIGURE 30: HOUSING TENURE BY EMPLOYMENT



3. Source: 2017 tenure by employment data from PUMS analysis of Census American Community Survey 2013-2017 Data, SB Friedman

COMMUNITY CONVERSATIONS

REALTORS, DEVELOPERS & DESIGNERS

A group of realtors, residential developers and architects gathered on February 12, 2020 and again on October 13, 2021 for a focus group discussion. Key themes that came out of these discussions are summarized below.

Demographic Change

Participants noted there has been a change in the demographic profile of the Village over the last two decades that has had an impact on the community. Baby boomers and empty nesters talk about moving out of the Village and fear that their friends will leave, but are often still here because they are deeply rooted in civic engagement or volunteer activities. The younger generation moving to Winnetka has a higher economic profile than were once common and is generally less involved in local government or volunteer opportunities. There is also more competition to attract millennials – surrounding communities also have great schools, thriving events, and often have more vibrant downtowns that add to a sense of belonging, and Chicago is a more appealing option for young families than it once was. New residents that do come to Winnetka are coming for the schools and are considered to have a short-term outlook; they are "renting the school system." New businesses such as a brewpub were also mentioned as a way to evolve and attract millennials.

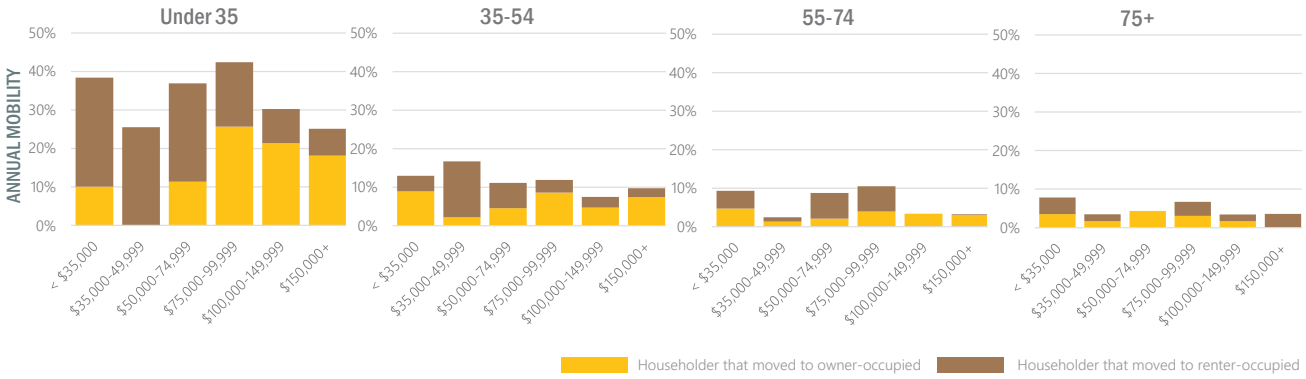
Density & Variety

Winnetka residents indicated the Village could absorb higher levels of density than it currently does without changing the Village character. Increased density would bring in more activity and make the Village livelier. It was noted by participants that higher density infill could be viable in several locations. The Village has made progress in this regard by updating commercial district zoning standards, however additional amendments may be warranted, particularly for multiple family residential zoning standards. There is also a lack of variety in the building stock – small duplexes, bungalows, and other smaller homes are frequently torn down. Some participants noted that townhomes and apartments are in demand, as are accessory dwelling units (ADUs). Participants also noted the lack of senior housing in Winnetka. Given that walkability is a draw for seniors, a downtown location could be a good fit.

Clarity

Developers expressed a weariness to development in Winnetka-both the community members and the commissions are seen as a hurdle, and land prices in the community are a challenge. To move past these apprehensions, more clarity is desired. Developers want to understand exactly what type of building the Village will accept in order to move forward given what has been perceived as a complex approval process. There is an impression that there is no motivation to think creatively and build innovative developments in Winnetka. The recent changes to make the development process less cumbersome through the development of the Planned Development Commission are positive, but participants wanted to see more clarity throughout the Village permitting and approval process.

FIGURE 31: ANNUAL MOBILITY – PERCENTAGE OF HOUSEHOLDS WHO MOVED BY AGE AND INCOME



HOUSING MOBILITY AND PRODUCT CHOICE

Households are more likely to move at younger ages and in lower income brackets, based upon 2017 data from the seven-community PUMA Analysis Area (Figure 31[4]). Households under the age of 35 move at the highest rate, with over 40% of households under 35 with annual incomes of $75k-100k moving annually. Mobility rates decline significantly for households over the age of 35, reflecting the increased stability of owner-occupied housing. The high rate of households under 35 moving to owner-occupied housing, followed by a sharp drop in mobility, suggests most households in the PUMA purchase long-term homes in their Young Professional years. Households in the 55-74 age cohort with incomes less than $75k tend to move to renter-occupied housing at a higher rate compared households in that age cohort with higher incomes. However, while a relatively low number of such households move in any given year, a significant percentage of households ages 55+ with incomes greater than $75k move into rental units, especially among the 75+ age cohort.

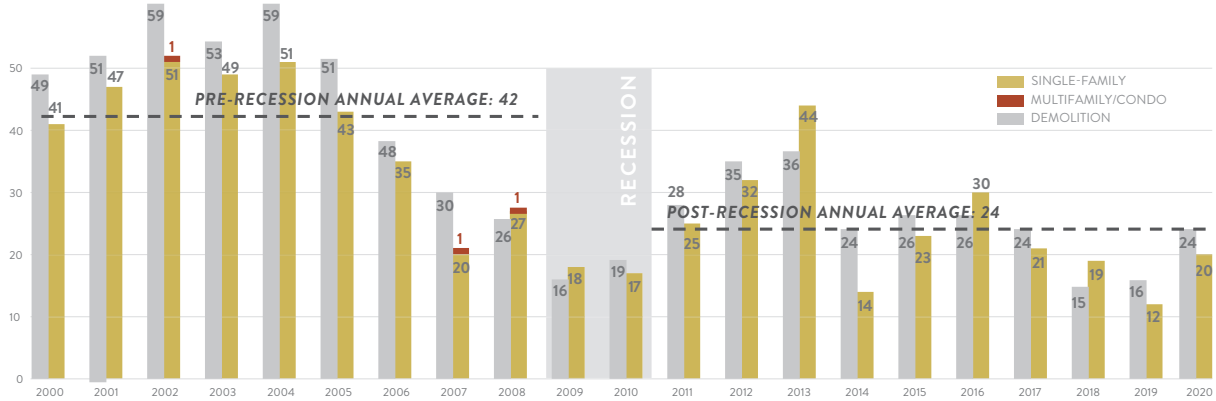
Household mobility is constrained by availability of housing. Lower mobility rates for households ages 75+ is likely, in part, due to the unavailability of alternative housing options for seniors to consider. More aging households may choose to downsize if a greater diversity of local housing options is available.

4. Source: 2017 mobility data from PUMS analysis of Census American Community Survey 2013-2017 Data, SB Friedman

HOUSING PERMITS

Before the Recession, the Village issued an average of 42 permits for single-family home construction annually (Figure 33[5]). Since the Recession, annual permitting activity has been about half of the pre-Recession average. There have only been three multifamily permits in the Village since 2000, accounting for a combined 26 units. New development permits have been issued at nearly the same pace as demolitions within the Village, suggesting almost all new construction is replacement of prior homes. Over the 20-year period, there were 690 demolition permits but only 620 new single-family home permits and 26 multifamily units permitted. The higher number of demolition permits suggests a net loss of housing units since 2000, likely due to the consolidation of smaller homes into larger lots. This loss of single family housing is attributable to multiple factors, including consolidation of multiple smaller lots into a single larger parcel. Such activity has occurred in a wide range of areas, ranging from smaller 50 foot wide lots to larger lakefront parcels.

FIGURE 32: WINNETKA HOUSING PERMITS & DEMOLITIONS BY YEAR



5. Multifamily permits: 2002: 518 Winnetka Ave (10 condo units); 2007: 718 Green Bay Rd (13 condo units); 2008: 934 Westmoor Ave (3 townhomes)
Source: : 2000-2020 permit data from Village of Winnetka, SB Friedman

FIGURE 33: DEMOLITION PERMITS

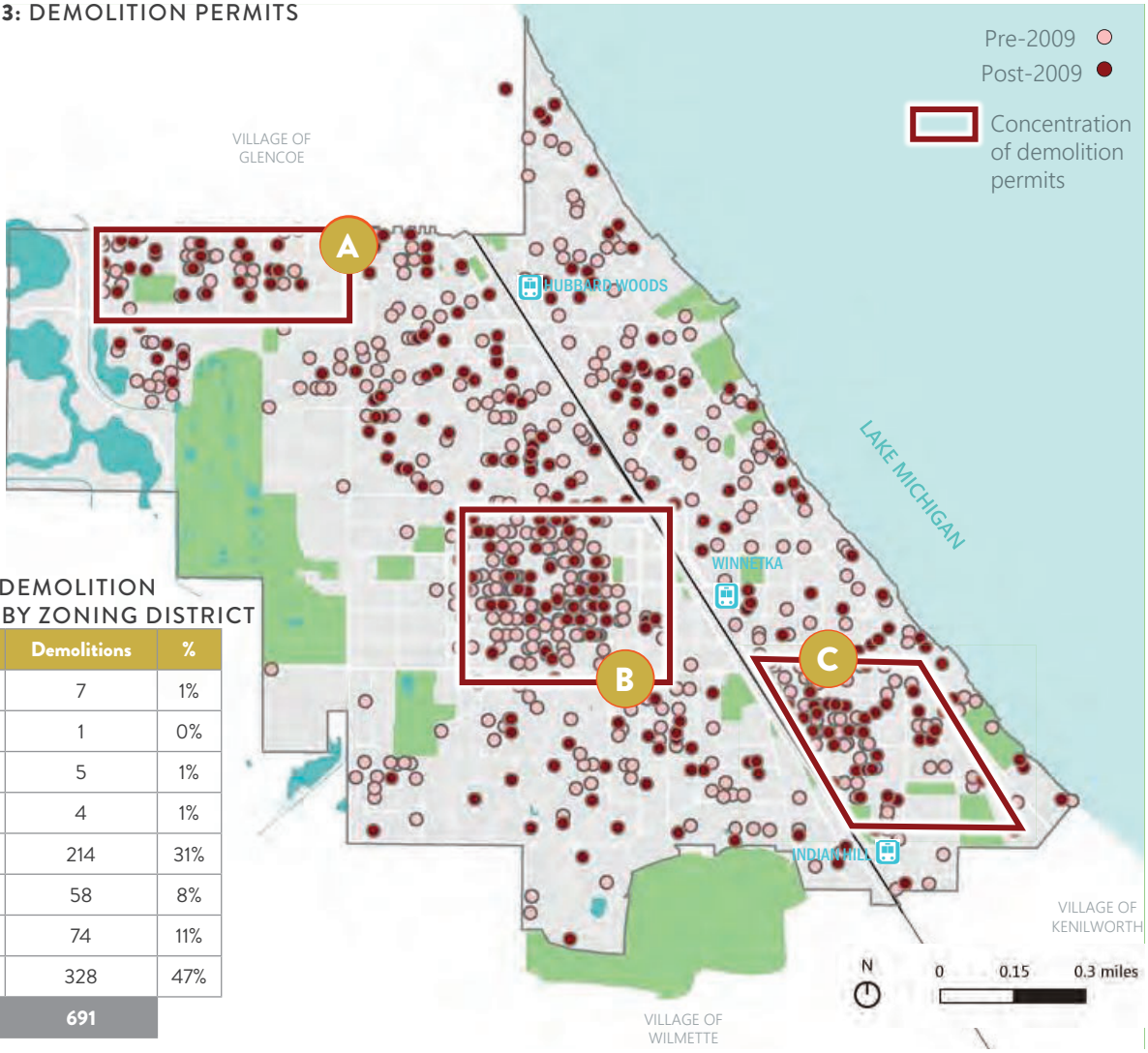


TABLE 8: DEMOLITION PERMITS BY ZONING DISTRICT

Zoning	Demolitions	%
B1	7	1%
C1	1	0%
C2	5	1%
R1	4	1%
R2	214	31%
R3	58	8%
R4	74	11%
R5	328	47%
TOTAL	691	

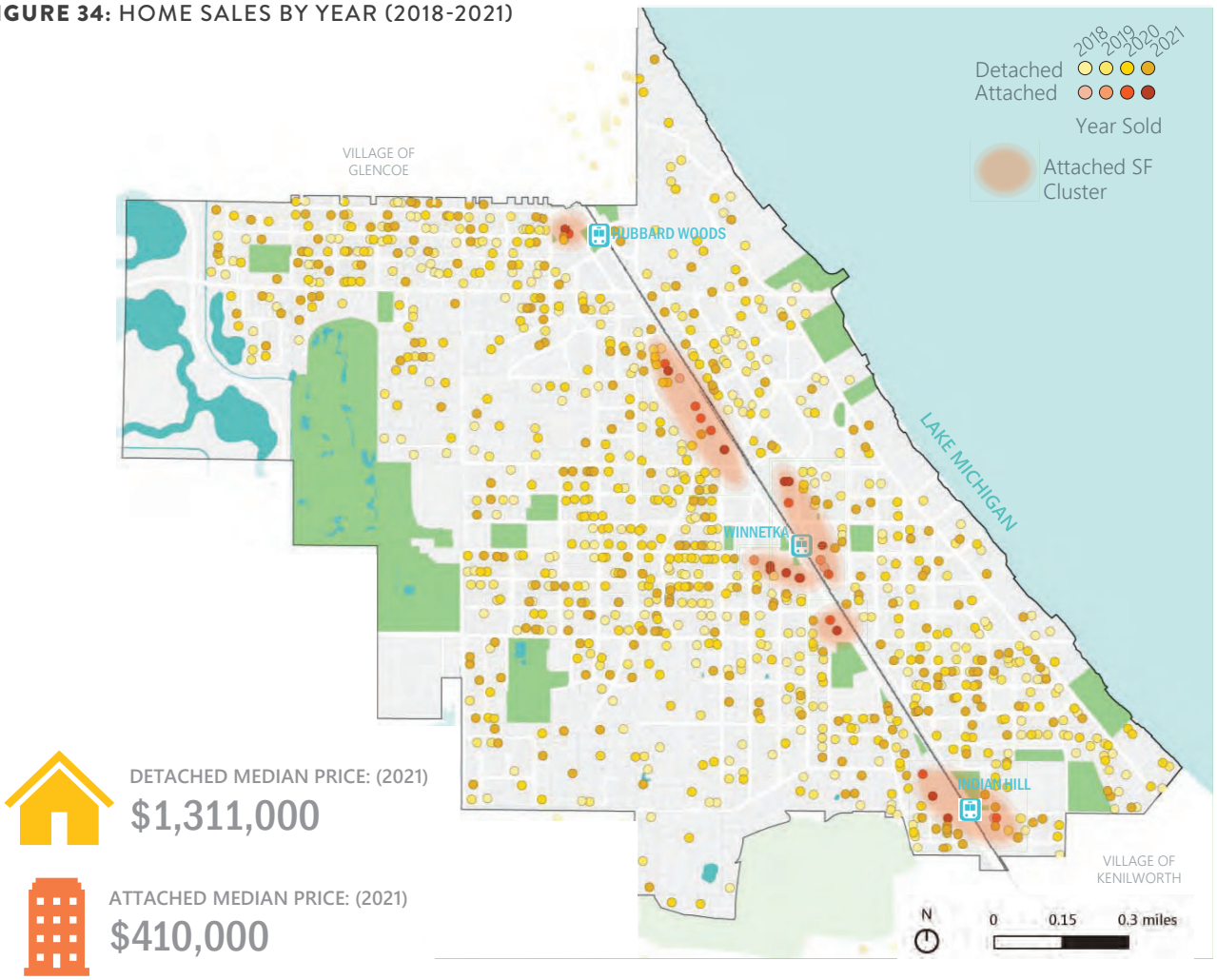
DEMOLITION PERMITS

An average of 24 demolition permits have been processed annually in the Village since 2009. While demolition permits have been processed throughout Winnetka (Figure 33[6]), there are three clusters with a greater share of demolitions:

- **A** The far northwest corner of the Village. This area is largely zoned R5, along with some parcels zoned R2 east of Grove Street.
- **B** The area bound by Pine St., Birch St., Willow Rd. and Glendale Ave. This area is entirely zoned R5.
- **C** The area bound by Willow Rd., Sheridan Rd., Winnetka Ave and the UP-N line. This area is largely zoned R5, with some R4 zoned parcels around the periphery.

6. Source: Village of Winnetka, Google Earth, MLS, Zillow, SB Friedman

FIGURE 34: HOME SALES BY YEAR (2018-2021)

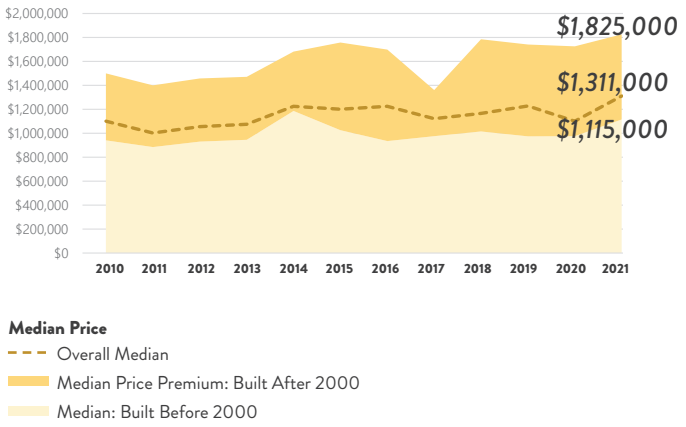


FOR-SALE SUPPLY

Single-family home values have increased 1.1% annually since 2010. Sales volume has averaged 236 detached single-family home sales annually since 2010 (Figure 35[7]). While there was a slow increase in sales volume through 2019, sales increased to 304 in 2020 and have reached 273 through early October 2021. Newer homes built after 2000 have a significant price premium over older homes; in 2021, the median sales price of a detached single-family home built since 2000 was $1.8M, compared to $1.1M for homes built before 2000.

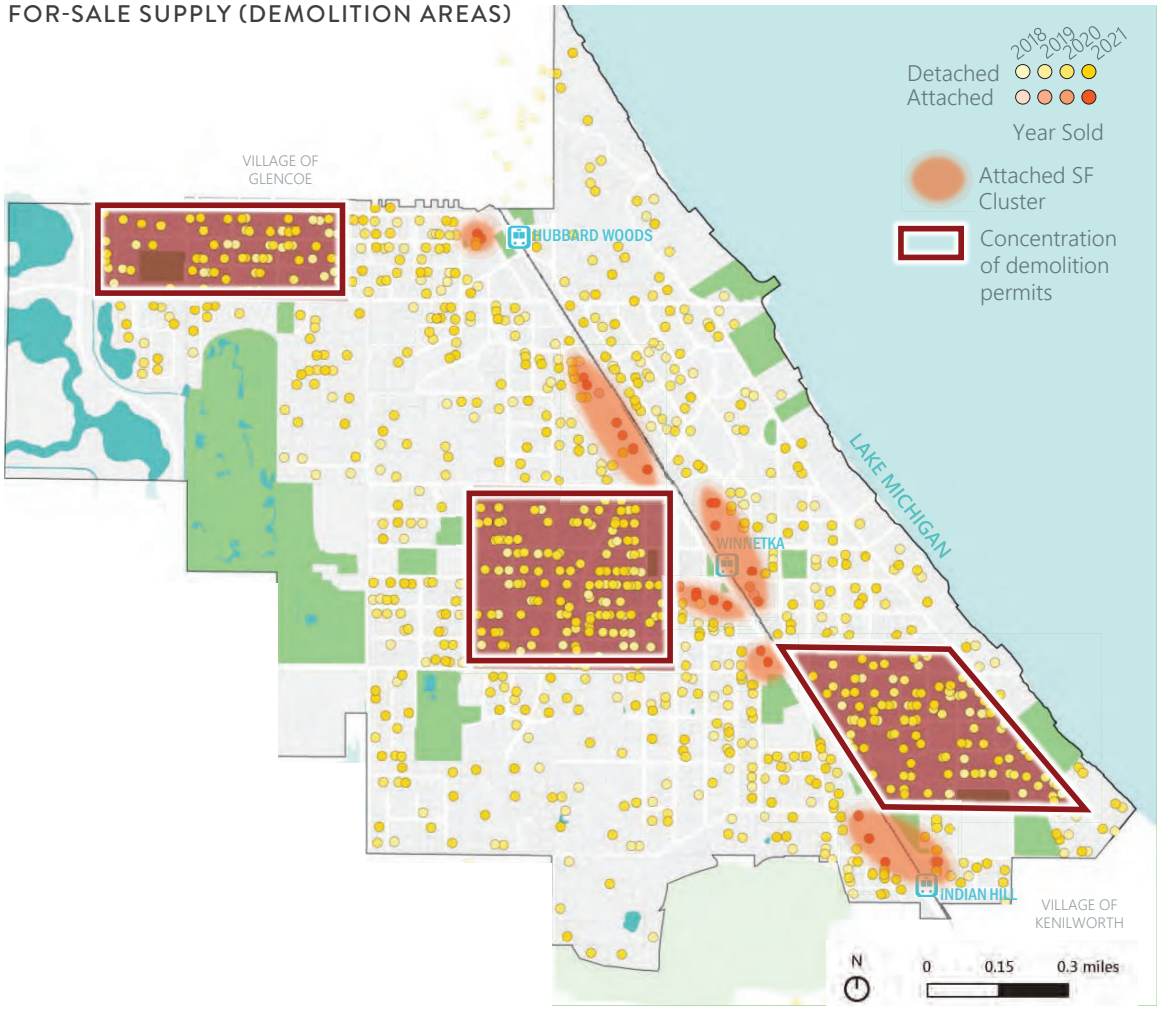
The median price for all detached single-family home sales was $1.3M in 2021, with values growing at a compound annual growth rate (CAGR) of 1.6% since 2010. The median attached home sale price was $410,000.

FIGURE 35: WINNETKA DETACHED HOME SALES BY AGE OF HOME (2010-2021)



7. Source: 2010-2021 YDT for-sale data from MLS (data as of 10/5/21), SB Friedman

FIGURE 36: FOR-SALE SUPPLY (DEMOLITION AREAS)

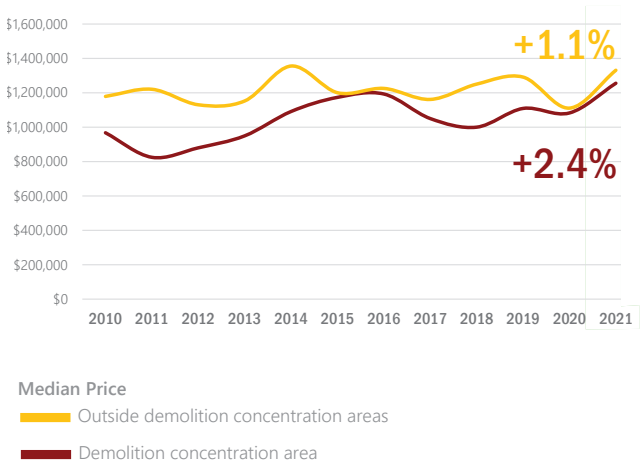


Demolition Areas

The median home sale price for single-family detached housing is increasing faster in areas with concentrations of demolition permits than the Village overall. (Figure 36[8]). Areas with concentrated teardowns are experiencing different trends versus other areas of the Village. While the 2021 median sale price of homes within demolition areas is slightly lower than the sale price of homes outside the concentrated demolition areas, the compound annual growth rate (CAGR) from 2010 to 2021 in sale prices has been higher within demolition areas over the past 11 years. The median sale price of homes within demolition areas increased an average of 2.4% annually between 2010 and 2021, compared to just 1.1% for non-demolition areas.

Price growth in demolition areas has increased in recent years, as has the average number of demolition permits issued.

FIGURE 37: WINNETKA DETACHED HOME SALES (DEMO AREA)



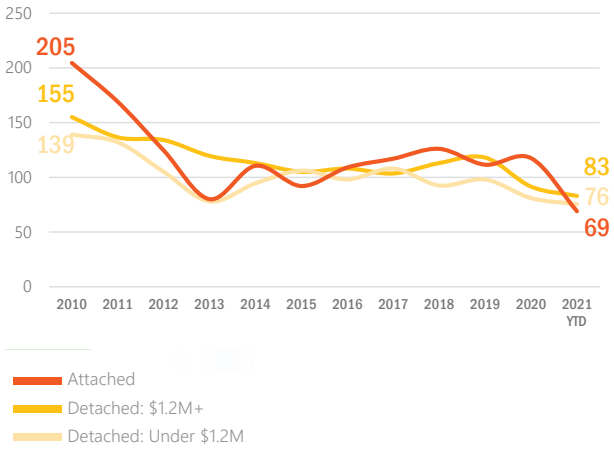
8. Source: 2010-2021 YDT for-sale data from MLS (data as of 10/5/21), 2010-2020 permit data from Village of Winnetka, SB Friedman

Median Days on Market

Single-family homes are listed on the market substantially longer than the regional average time. Relatively less expensive single-family homes (less than the single-family home median sale price of $1.2M) have spent an average of 14 fewer days on the market than higher-value homes for years since 2010. Sales performance has improved for all property types since 2010 but time on the market in the Village is still substantially higher than the regional average of 28 days for all property types.

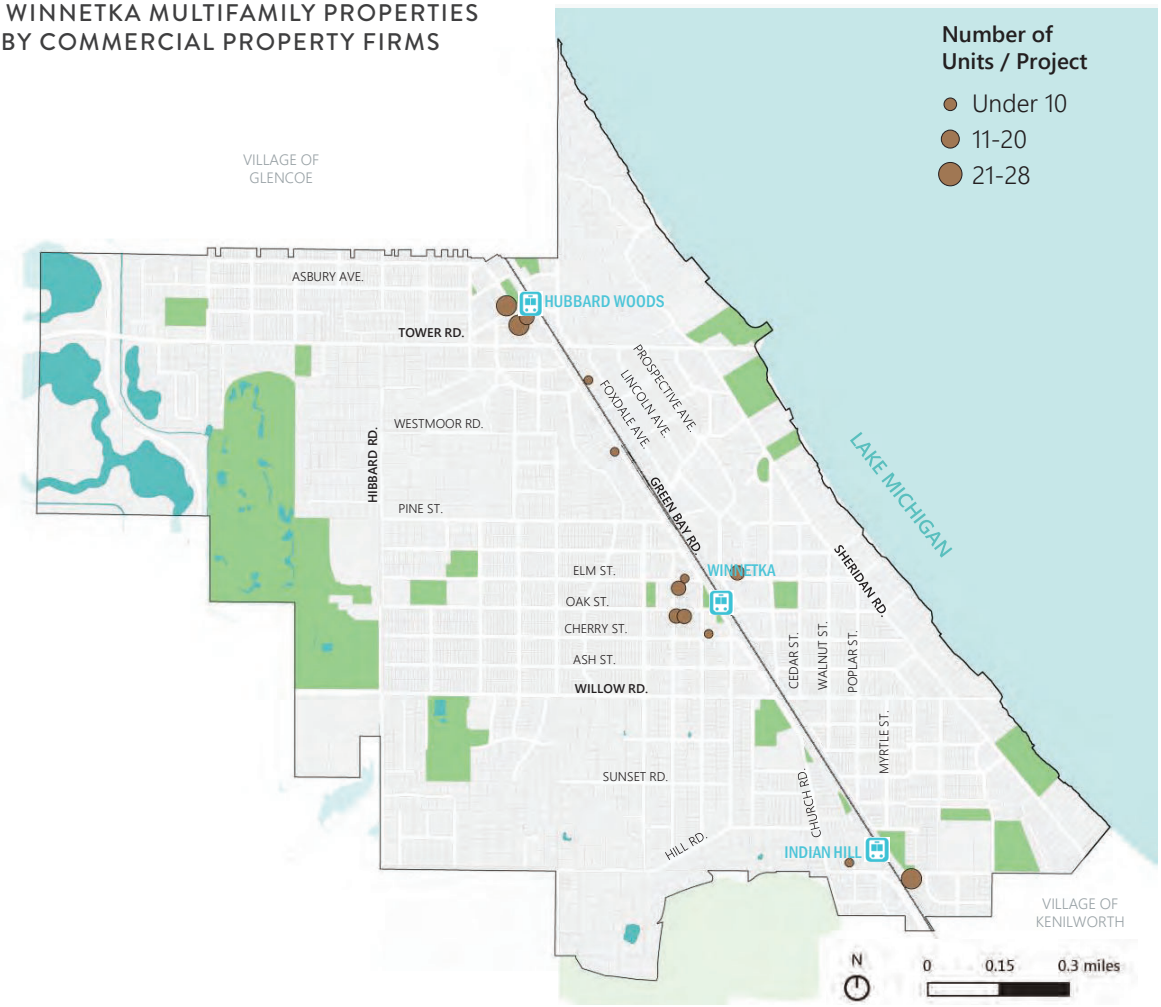
Attached homes have become an increasingly attractive housing type in Winnetka since 2010, though they represent only about 9% of annual sales. Attached homes spent an average of 69 days on the market in 2021 compared to 205 days in 2010. Attached sales also occur faster than detached property sales in 2021 (Figure 38[9]).

FIGURE 38: AVERAGE DAYS ON THE MARKET



9. Source: Regional sales performance average from Illinois Realtors (August 2021), 2010-2021 YDT for-sale data from MLS (data as of 10/5/21), SB Friedman

FIGURE 39: WINNETKA MULTIFAMILY PROPERTIES MANAGED BY COMMERCIAL PROPERTY FIRMS

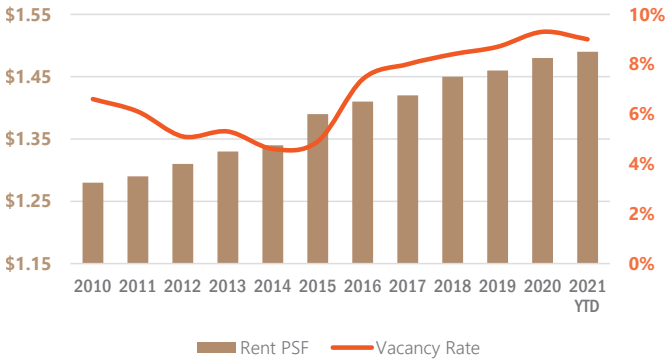


COMMERCIAL MULTIFAMILY RENTAL

There are 185 traditional multifamily rental units (managed by commercial property firms) across 13 properties in the Village (Figure 39[10]). Additional upper-floor units in smaller mixed-use buildings (not commercially operated) are not fully included in the data presented below. Multifamily properties are mainly concentrated around the three Metra stations, with some additional properties along Green Bay Road. There have not been any new commercial multifamily rental projects delivered in the Village in the last 20 years.

Rents in the Village averaged $1.49 per square foot in 2021 and have increased an average of 1.4% annually since 2010. Vacancy rates in the Village increased from 5% in 2014 to 9% in 2021 (Figure 40).

FIGURE 40: WINNETKA MULTIFAMILY RENT V. VACANCY RATE

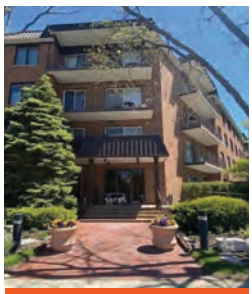


10. Source: 2010-2021 YTD multifamily data from CoStar (data downloaded on 10/25/2021), SB Friedman

FOR-SALE TYPOLOGIES

Single Family

Recent residential sales in Winnetka vary in price and typology[11].

	SF New Market Construction	Older Existing Traditional Home	Small Unit 3-Story Condo	 Large Unit 4-Story Condo
Address	126 Bertling Ln	1270 Forest Glen Dr	720 Green Bay Rd, #1E	711 Oak St, #403
Square Feet	5,827	3,488	915	1,995
Year Built	2021	1942	2007	1985
Bedrooms / Bathrooms	5 / 7.5	4 / 4	1 / 1.5	3 / 2
Date Sold	7/16/2021	3/23/2021	7/20/2021	8/16/2021
Days on the Market	33	61	81	41
Sale Price	$1,985,000	$1,240,000	$275,000	$485,000
Price per Square Foot	**$341**	**$356**	**$301**	**$243**

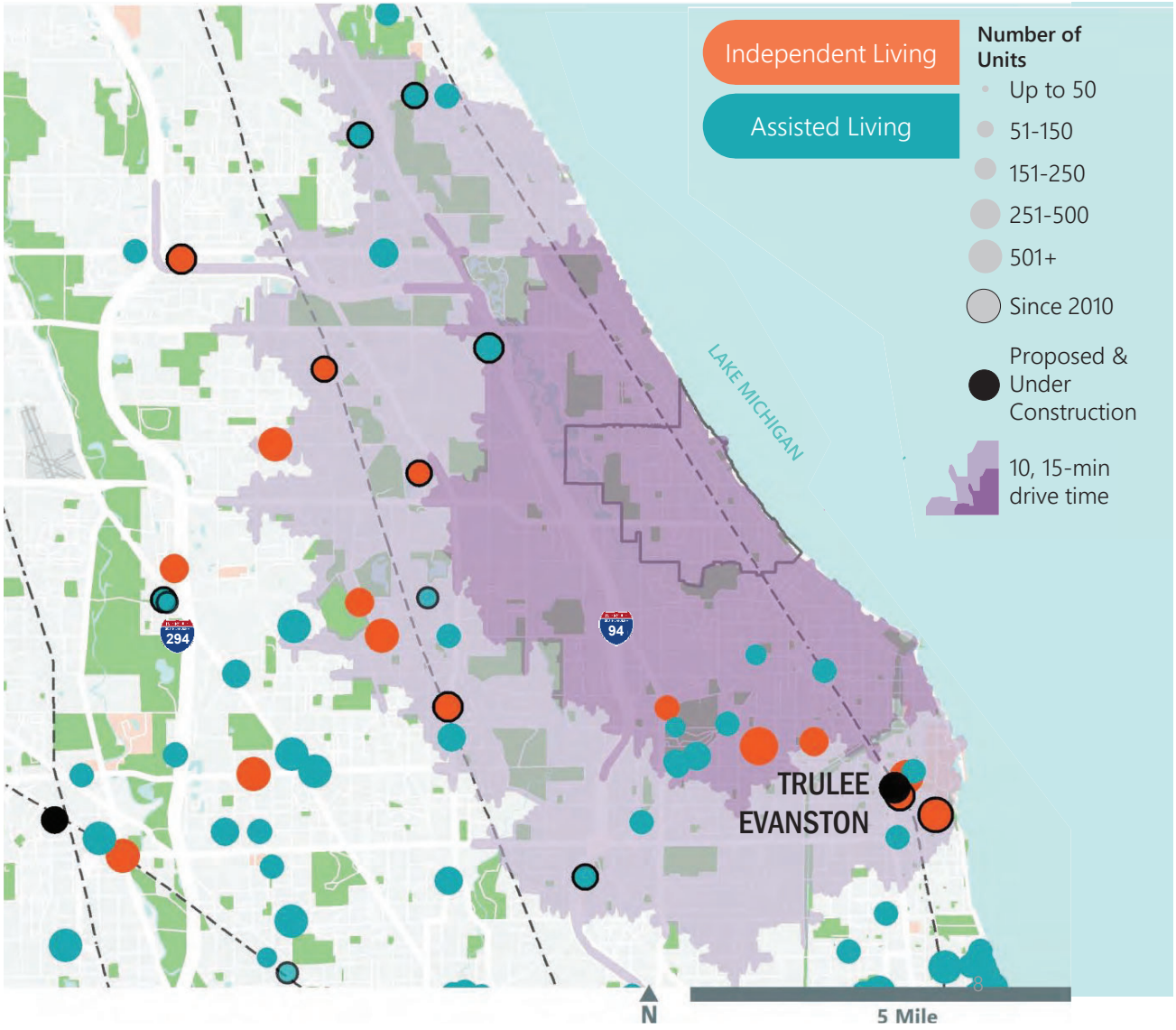
Commercial Multifamily

All commercial multifamily rental buildings in the Village have fewer than 30 units[12].

	Older Multifamily	Newer Renovation Multifamily
Address	800 Oak St	916 Green Bay Rd
Units	20	24
Year Built / Renovated	1971	1940 / 2008
Avg. Unit Size	1,400	702
Vacancy Rate	9.3%	10.9%
Avg. Monthly Rent	$1,875	$1,054
Avg. Rent per Square Foot	**$1.34**	**$1.50**

11. Sale details from MLS, Redfin & Zillow, SB Friedman
12. Operating details from CoStar (data downloaded on 10/25/2021), SB Friedman

FIGURE 41: LOCAL SENIOR HOUSING SUPPLY



SENIOR HOUSING

There is a substantial amount of age-restricted senior housing near the Village, but none in Winnetka. Demand for senior housing is rapidly growing as the nation's population ages. Seniors typically desire to move into a facility near their prior residence and existing social connections ("aging in place"), typically no more than a 15-minute drive time from where they currently live. Senior housing units can be broadly classified into either Independent Living or Assisted Living units, which have a different degree of programming, care, and on-site nursing staff. Nursing and memory care units provide continuous medical care.

While there are no senior housing properties within Winnetka or the neighboring communities of Glencoe, Kenilworth, and Northfield, there are about 1,696 senior housing units within a 10-minute drive time and about 5,332 housing units within a 15-minute drive (Figure 41[13]). One property, the Atria Highland Park assisted living facility, is currently under construction with 86 units geared towards the luxury market.

Nearly all new senior housing in the North Shore built since 2010 is within a 15-minute drive time of Winnetka, closer than many of the older senior housing developments. One seniors living community, Trulee Evanston, is within a 15-minute drive and currently under construction. Trulee Evanston will include 200 units of luxury housing.

13. Senior housing data from NICMAP & CoStar (data downloaded on 10/26/2021), SB Friedman

Existing supply and demand can be evaluated by comparing a geography's senior housing participation rate, which is calculated by dividing the supply of senior housing units by the population cohort that is likely to occupy senior housing. This cohort most likely to live in age-restricted housing is typically defined as households over the age of 75 with household incomes of at least $60,000.

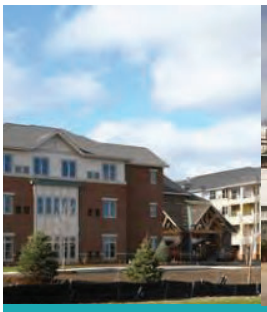
In the Village of Winnetka, there are approximately 460 households within the senior housing cohort population (Figure 42[14]). Through 2025, the Village is expected to add 260 additional households in this cohort, and additional growth is expected across all local peer communities. Currently, 26% of the cohort region-wide lives in senior housing, suggesting that will be additional demand for senior housing in and near Winnetka in coming years. Participation rates are constrained by the presence of existing housing available in the market; the Village does not have any senior housing. If development were to occur unconstrained, the participation rate would likely stabilize near the regional average.

FIGURE 42: SENIOR COHORT HOUSEHOLDS

	2020	2025	2020-2025
Winnetka	460	720	+260
Glencoe	350	600	+250
Kenilworth	110	150	+40
Northfield	340	580	+240
Wilmette	1,160	1,750	+590
TOTAL	2,420	3,800	+1,380
Regional Average Senior Participation Rate [1]			26%

Senior Housing Typologies

Recent senior housing projects vary in size and design[15].



	Assisted Living Suburban Typology	Assisted Living Urban Typology	Independent Living Suburban Typology	Assisted Living New Product
Name	Solana Deer Park	Sunrise of Wilmette	The Lodge of Northbrook	Atria Highland Park
Address	21840 West Lake Cook Rd Deer Park	615 Ridge Rd Wilmette	2220 Founder Dr, Northbrook	1000 Central Ave, Highland Park
Year Built	2016	2004	2013	2020
Units (Stories)	180 (4)	28 (2)	95 (3)	88 (3)
Land Area (Acres)	8.3	0.9	8.6	2.6 (estimated)
Units / Acre	21.8	31.1	11.0	33.1 (estimated)
Parking Ratio	0.4 spaces per 1,000 / SF	0.5 spaces per 1,000 / SF	0.6 spaces / 1,000 SF	Data not available

14. Source: 2020-2025 cohort households based on ESRI 2021 Age 50+ Profiles, participation rate based on ESRI 2019 Age 50+ Profiles, senior housing data from NICMAP & CoStar (data downloaded on 10/26/2021), SB Friedman

15. Source: Property details from CoStar (data as of 10/28/2021) & NICMAP, SB Friedman

KEY DEMAND CONSIDERATIONS

POPULATION GROWTH

Winnetka population is projected to increase in the future, with growth projected in households ages 75+ and a loss of families as the population ages.

To absorb this growth, the Village would need to offer more housing. Housing should be diverse as Seniors and Young Professionals tend to have a higher preference for attached and multifamily housing.

VACANCY RATE

Among the multifamily rental properties in the Village, the vacancy rate has risen steadily since 2014 and is approaching 10%. This may suggest either an overall decline in demand for multifamily product in Winnetka, or a Winnetka rental product which does not compare favorably to alternative communities based on other factors, such building age, tenant amenities, cost per square foot, etc. Interviews have suggested the Village lacks other amenities in the commercial district sought by many young professionals who typically view rental properties the most positively.

SALE PRICES AND RENTS

Median sale prices for owner-occupied homes have increased slowly over the past ten years. The majority of older properties require significant improvements, while renovated homes have become substantially more expensive.

Average rents for Village multifamily rental properties have increased steadily since 2010.

SPATIAL GROWTH TRENDS

Multifamily housing collocates with existing population, employment, and activity centers and along transportation corridors. Winnetka's three Metra stations anchor walkable, urban downtown areas that are conducive to attached or multifamily housing typologies.

DAYS ON THE MARKET

For-sale product in Winnetka is slower to transact than the region as a whole, suggesting lower demand compared to other areas in the region. Sales performance has steadily improved over the past 3-years.

Attached housing units have sold the fastest in the Village in recent years.

What types of housing products would you like to see more of?

Single-family attached was the most popular choice with 68% of the total responses. Multi-family/condo received 23% and single-family detached received 10% of the total responses. One of the options that was given to participants was "I like Winnetka's current housing mix" - this option did not receive any votes. The majority of the votes were from empty nester and young seniors (ages 55 - 74).

What issues concern you most regarding demolition?

Responses to this question indicate that the community was mainly concerned about losing Winnetka's historic heritage (33%) as well as changing neighborhood characters (31%). A small portion of the participants (10%) were not concerned about the effects of demolition - those participants mainly represented community members ages 35 - 54.

33% Loss of Heritage/Historic Architectural Character/ Structures

31% New Construction Homes that Change Neighborhood Character

26% Less Variety in Housing Stock (Starter homes, downsizer homes, etc.)

10% No Concerns – Demolitions lead to new homes with modern amenities & increases tax base

How important is the redevelopment of key sites to the vitality of commercial districts?

Approximately 95% of the total responses ranked the importance of redeveloping key sites as very important or important. During conversations, the community acknowledges the need to vitalize commercial areas with developments that bring life to Winnetka's core. Community members ages 55 and above provided the most feedback for this question.

What sites are considered redevelopment top priority for you?

The majority of responses referenced the site located on the southeast corner of Elm Street and Lincoln Avenue (formerly proposed for the One Winnetka Development), followed by the post office site. Other responses included the redevelopment of some of the four-story mixed-use buildings in the commercial districts, including Hubbard Woods, East Elm Street - although no specific sites were called out. Some participants also mentioned the need to redevelop all publicly owned sites. There were numerous responses to this question from all demographic groups, however, the majority of them were from empty nesters and young seniors (ages 55 to 74).

CONCLUSIONS

Household growth will be constrained by overall supply increases and creating diverse housing options.

- Single-family detached homes remain the overwhelmingly prevalent housing typology within Winnetka. Recent permitting activity suggests that many single-family permits have been issued for teardowns and substantial rehabs rather than ground-up new construction on undeveloped lots. The teardown activity is concentrated in a few of the older, more established neighborhoods that previously had more modest house sizes and values. The redevelopment of these homes into larger rehabs may be reducing the amount of relatively affordable single-family detached homes in the Village.
- While there is a limited supply of attached townhomes in the Village compared to detached housing, attached units are sold more quickly on average compared to detached single-family homes and are more affordable. The development community is also particularly interested in townhome development opportunities.
- There has been no multifamily development in the Village of Winnetka in the last decade. To absorb the projected CMAP household growth in Young Professionals and Empty Nesters, the Village should focus on diversifying housing options particularly given rising demand for attached and multifamily housing. Providing a diversity of housing alternatives will be key to attracting new residents to the Village *and* providing alternatives for current residents to downsize and remain within the community.
- Given the aging population of Winnetka and other North Shore communities, there may be sufficient demand for age-restricted senior housing. There is currently no senior housing in Winnetka or adjacent Glencoe, Kenilworth and Northfield, but a significant amount of housing in nearby communities, including Glenview, Northbrook, Highland Park, Wilmette, Skokie, and Evanston. Seniors who wish to downsize into age-restricted product cannot currently remain within the Village, but must move to another community to find the housing typology that meets their needs. A senior housing development within the Village could allow for greater opportunities for multi-generational living for Winnetka's residents.

Peet's Coffee
STOP
Peet's Coffee
Peet's Coffee

Comparable Communities: **Housing**

A look at what Winnetka's comparable communities are doing to expand housing options in their community.

FIGURE 43: PEER COMMUNITY RESIDENTIAL MIX COMPARISON[1]

	Single Family Detached	Townhomes, Multifamily, and Other
WINNETKA	96%	4%
WELLESLEY	80%	20%
GREENWICH	70%	30%
SCARSDALE	90%	10%
PIEDMONT	98%	2%

1. Winnetka data from Figure 27, peer community

WELLESLEY, MA

BIG IDEA:

Alternative Housing

Wellesley promotes alternative housing such as **"mansion-style condos," small-lot cottage communities, multi-family units and community land trusts** to hold land for more affordable housing. Implementation actions include upzoning office parks to allow mixed-use, and allowing higher density multi-family housing.

COMMUNITY OPEN HOUSE RESULTS

What big ideas are suitable for Winnetka to expand housing options?

The most common responses included senior housing, empty-nester housing, as well as finding ways to close the housing gaps. Other responses included Accessory Dwelling Units (ADUs), mixed-use housing and smaller single-family homes, that are more suitable for first time home buyers. While community members ages 55 and above provided the most feedback for this question, young professionals and young families (ages 20 to 35) focused their thoughts on smaller homes.

GREENWICH, CT

BIG IDEA:

Workforce Housing

Greenwich incentivizes moderate income or workforce housing for town employees and other middle income residents by reducing parking requirements and increasing the floor area ratio to allow for higher density housing. They recognize that "infill development" of new housing on vacant or underutilized land is the most common means to satisfy demand.

PIEDMONT, CA

BIG IDEA:

Inclusivity

Although Piedmont is largely built out, they encourage additional housing options in their commercial districts as second or third floor units above commercial uses (**Mixed-Use**), permitting **accessory dwelling units** (ADUs), and emphasizing the need for **city and school district employee housing**. They also promote inclusivity for their special needs population and seniors through universal design.

Market Conclusions

MARKET OPPORTUNITY

Winnetka is known across the region as a premier residential community. Recent market trends are indicative of continued strength over the coming years; evidenced by rising home prices and a resurgence of retail activity in the last 18-months.

Single-Family Attached & Detached Homes

Growth in the value of attached and detached single-family homes has been relatively low in recent years, and the average amount of time homes are on the market has remained high relative to the region since the Great Recession.

Most development activity can be attributed to demolition of smaller homes within the Village. The practice declined following the great recession, but has shown some growth in recent years.

There appears to be greater demand for attached housing based on the sales pace of such units but supply remains limited.

Multifamily Rental and Senior Housing

While no new multifamily rental housing has been delivered in the Village in decades, there is projected growth in the household cohorts who find multifamily housing most attractive. Demand for attached single-family, multifamily rental and/or condos will increase as older cohorts age out of their current for-sale detached housing. There may be latent demand from residents choosing to age in place due to the current lack of alternative options. Multifamily development would also be attractive to young professionals with few choices in the Village.

> *"There are three main barriers to development opportunities in Winnetka—people, financial feasibility, and process.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

Due to the projected growth in older household cohorts, there will continue to be local demand for senior housing driven by residents who wish to age in place in the Village but do not currently have assisted living options.

Retail

Strong demographics combined with sales leakage in certain retail categories suggests that the Village could support retail growth, particularly in limited service restaurants, grocery and specialty food stores, and fitness related businesses. The area is home to a population with a very high disposable income, and existing retail supply appears to perform well, with high rents and lower vacancy rates, particularly in the Elm Street and Hubbard Woods commercial clusters.

There is a significant amount of retail activity in nearby downtowns and auto-oriented shopping plazas, particularly among food & beverage and entertainment retailers. Winnetka has an opportunity to capture some of this retail activity and add to the vibrancy of its districts.

Office

There is little to no demand for traditional Class A office space in the Village, but there may limited demand for smaller, local-serving professional and medical office tenants.

Future demand for professional and medical office can be captured through the reuse of the Village's supply of vacant or obsolete office space or in strategic first-floor locations as part of mixed-use redevelopments. Alternatively, the Village may find it advantageous to explore conversion of older office space into residential housing.

PRECONDITIONS BEYOND MARKET

Five key conditions are necessary to spur development within the Village of Winnetka.

The Village of Winnetka has a strong existing inventory of residential and commercial buildings and well-performing existing inventory. However, very little new development, aside from infill single-family residential, has occurred within the Village in the past several decades. In addition to the presence of market potential, the following preconditions are generally necessary to achieve redevelopment:

Land Availability

Land availability, either through vacant land in the Village or through the strategic redevelopment of opportunity sites, provides physical capacity to accommodate development.

Clear Zoning and Entitlements

The zoning and entitlements process, including permitting, special use permitting, and design reviews, must be robust enough to ensure that community development goals are being met but not arduous and prohibitive to the extent that dissuades developers from working in the Village.

Tenant Interest

Prospective tenants need to be aware of, and interested in, the market potential of the Village. Tenants also need to be willing to work within the existing constraints, including smaller and irregular building footprints, aging buildings, and relatively high rents.

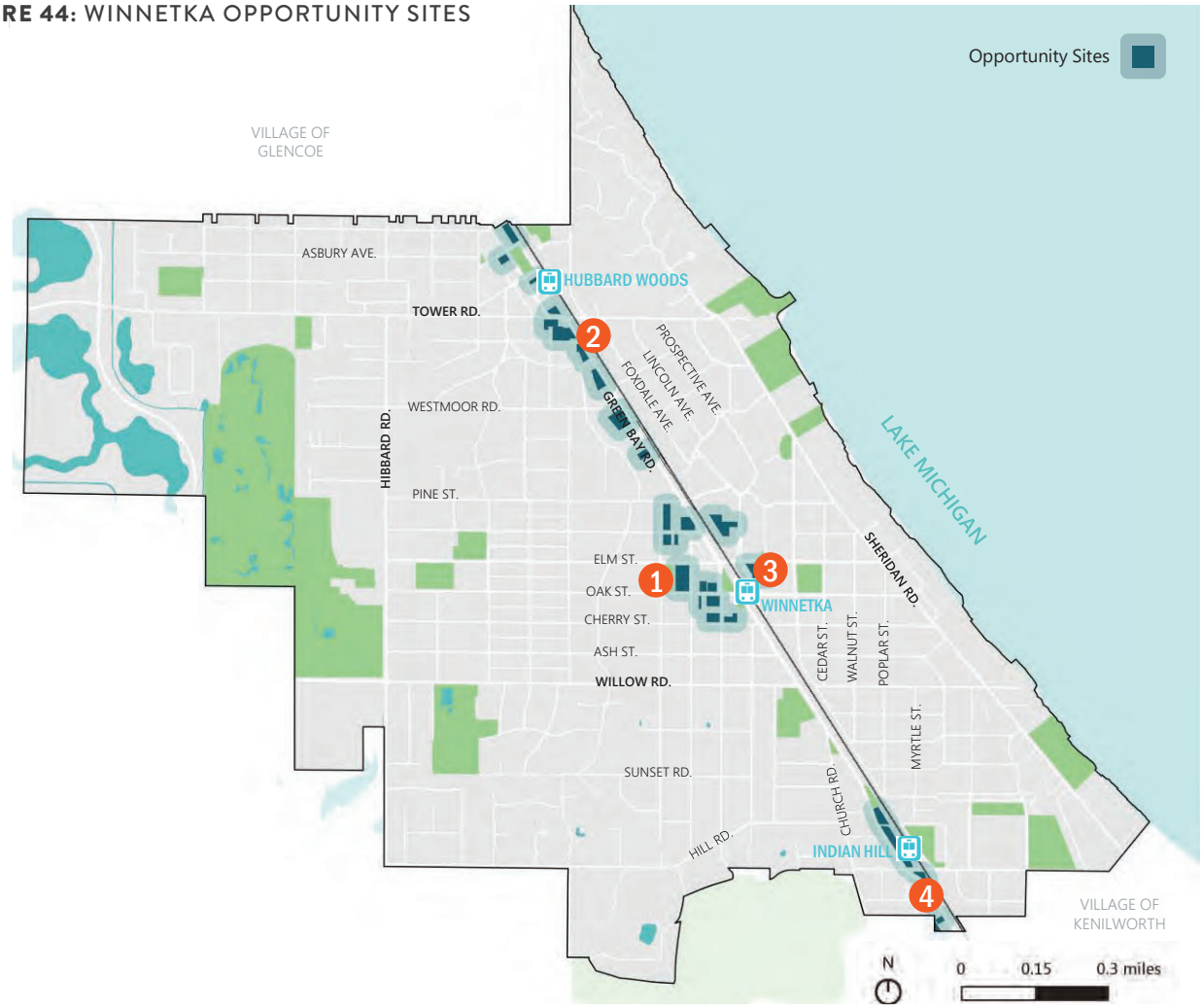
Developer Interest

An active development community must be interested in seeking out development and redevelopment opportunities within the Village to advance projects.

Community Support

The community and elected officials must be in support of projects, especially if entitlement changes are required.

FIGURE 44: WINNETKA OPPORTUNITY SITES



OPPORTUNITY SITES

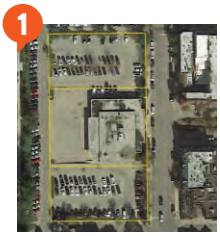
Preliminary opportunity sites have been identified within the Village based on properties that are underutilized or have significant vacancies (Figure 44[1]). Opportunity sites are strategically identified within the three downtown clusters and along Green Bay Road. Altogether, 19.4 acres of land has been identified as opportunity sites, representing 1% of the Village's total parcel area.

Other factors can be used to identify opportunity sites within the Village. According to Cook County Assessor 2018 data, approximately 63.4 acres (or 3% of total parcel area) is classified as vacant. However, only 0.9 acres of this vacant land is within areas of the Village that are zoned for uses other than single-family residential, and many parcels are auxiliary parcels for existing single-family homes. It appears these parcels have limited development potential.

1. Source: Cook County 2018 Assessor Data, Google Earth, The Lakota Group, SB Friedman

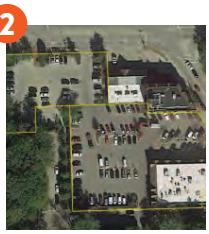
The locations below are an example of opportunity sites that came up in stakeholder conversations.

1



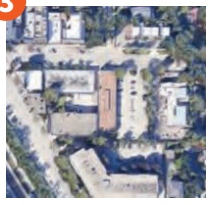
WINNETKA POST OFFICE
500-520 Chestnut St | 87,350 SF
Owner: Village of Winnetka

2



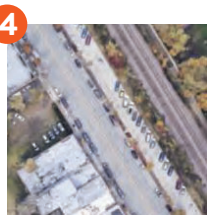
MCDONALD SITE
850-858 Green Bay Rd | 58,000 SF
Owner, South Parcel: McDonald's (corporate),
Owner, North Parcel: Village of Winnetka

3



LINCOLN AVE AND ELM ST
60,984 SF
Owner: Hoffmann Commercial Real Estate

4



38 GREEN BAY

KEYS TO UNLOCK OPPORTUNITY SITES

Several key hurdles must be addressed to capture real estate demand potential in Winnetka.

The Village benefits from both an inventory of key opportunity sites and measurable demand in several key real estate categories, such as attached and multifamily housing, senior housing and retail. However, several additional key hurdles must be overcome to achieve new development.

Assist with Land Assembly and Site Preparation

Privately held Village opportunity sites, while well-situated within the Village, may be cost-prohibitive to develop or redevelop. Many of the Village's sites have sizable site preparation needs, such as costly upgrades to utilities and other infrastructure. Most sites would also require structured or underground parking to meet urban design goals and site limitations, which negatively impacts project feasibility.

The Village should consider offering public assistance, taking a closer look at providing public or shared parking opportunities, or independently addressing infrastructure needs to improve feasibility. The Village could also leverage publicly-owned sites such as the Post Office to stimulate development.

Streamline Entitlements and Zoning

Current entitlements processes within the Village add a significant amount of administrative complexity and soft costs to development and likely discourage redevelopment. Streamlining the entitlements process reduces the burden that developers face when attempting to develop in Winnetka.

Zoning changes can be made to unlock additional development potential within Winnetka, such as increasing allowable building heights, diversifying the types of commercial uses allowed, and increasing the areas zoned for multifamily and mixed-use development.

Removing existing small business barriers such as expensive special use permit fees, parking study requirements or the review process time will increase small business interest in the Village commercial spaces.

Promote Community Interest in New Development

Preserving the Village's historic character has been important to residents and elected officials. However, community sentiment towards any new development has typically been negative, hampering the Village's growth and its competitiveness with nearby communities.

A robust community engagement strategy can help better align community perception with larger development and redevelopment visions for Winnetka.

COMMUNITY CHARACTER

Character Areas

> *Feed the neighborhoods, people are hungry for it.*
>
> - COMMENT FROM COMMUNITY LISTENING SESSION

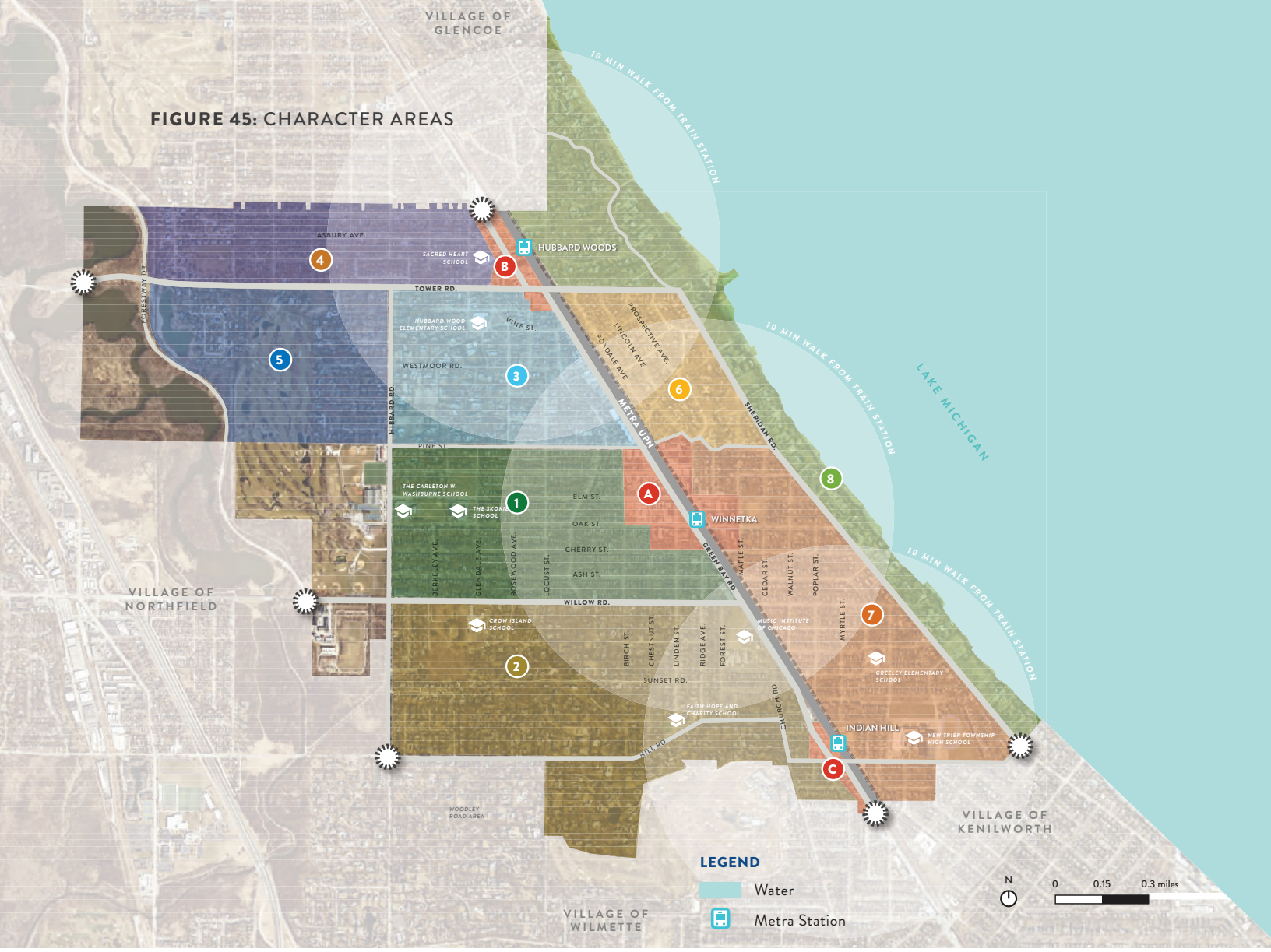
RESIDENTIAL NEIGHBORHOODS

Winnetka is blessed with a mix of walkable neighborhoods of varying character and scale, block forms, architectural styles, and landscape character. While these neighborhoods have been assessed from a regulatory and zoning standpoint, they each possess unique characteristics that create a sense of place and recognition in the community. A summary of these neighborhood personalities is identified below and illustrated in the Figure 45.

The Tree Streets 1

The "Tree Streets," generally bounded by Pine Street on the north, Willow on the south, Hibbard on the west, and Green Bay on the east, are characterized by relatively uniform smaller lots with one- to two-story homes of varying architectural styles, ranging from Colonial to American Four Square and Victorian. This neighborhood has seen a significant change in the form of teardowns and new residential development, which has created a dramatic change in architectural styles, detail, materials, and scale, compared to when first developed in the early 1900's. The Tree Streets neighborhood was traditionally a "first home"

FIGURE 45: CHARACTER AREAS



location in Winnetka and historically served as working-class homes for those who originally settled Winnetka. Several examples of small cottage and bungalow-style homes remain.

The identity of residential neighborhoods often follows neighborhood institutions, local landmarks or places. In the Tree Street neighborhood, Skokie and Washburne Schools establish a sense of community identity for those who reside here. Further east in this neighborhood, the Elm Street Business district serves as the commercial anchor and as a community gathering space. Key neighborhood open spaces in the Tree Streets include Dwyer Park to the east and West Elm Park to the west. The neighborhood is also home to the Skokie Playfield complex which serves the broader community. This neighborhood also has access to the Green Bay Trail via the Winnetka Metra Station.

RESIDENTIAL NEIGHBORHOODS

1. The Tree Streets
2. South of Willow (SOWI)
3. Hubbard Woods -South of Tower (SOTO)
4. Hubbard Woods - North of Tower (NOTO)
5. Hibbard Road - West Winnetka
6. East Winnetka - North
7. East Winnetka - South
8. Lakefront and Ravines

Neighborhood/Institutional Landmarks

BUSINESS DISTRICTS

- A East and West Elm Business District
- B Hubbard Woods Business District
- C Indian Hill Business District

VILLAGE GATEWAYS

South of Willow (SOWI) 2

Neighborhoods south of Willow Road to Hill Road, between Green Bay Road and Hibbard Road, are characterized by more irregularity in both lot and block size, scale and orientation of homes and open space character. Depending on the exact location within this neighborhood, residents may connect themselves with Crow Island School and Woods, Faith, Hope and Charity Parish and School, or North Shore Country Day School.

Unlike the Tree Streets gridded block form, this neighborhood has a significant number of curving and often private streets that lend a more pastoral character. Large portions of this neighborhood do not have sidewalks, so residents use the roadway for walking and biking activities. By virtue of the larger and wider lot size, homes tend to be larger in scale and present themselves horizontally, or parallel to the street frontage. The east edge of this neighborhood is located near the Indian Hill Metra Station which also has access to the Green Bay Trail.

Mature vegetation covers this area and provides full urban canopy coverage. In recent years, the neighborhood has experienced some teardowns and new home construction that has challenged the balance of scale and architectural character. Despite these teardowns, the neighborhood retains many of its older mature homes and residential block characteristics.

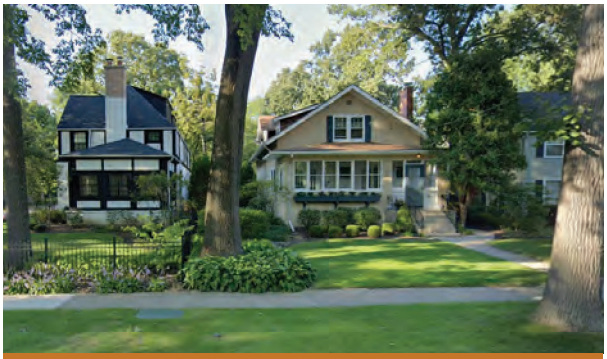
While connected to the South of Willow neighborhood and its local landmarks, a small pocket of larger homes south of Hill Road displays a differing character and feel. Older, mature homes form an edge that frames the Indian Hill Golf Club and are typically identified as the Indian Hill neighborhood. The neighborhood is characterized by narrow private streets, with grand homes on larger lots, many an acre or larger in area. Lying west of the Indian Hill neighborhood, and west of Locust Street, is the "Woodley Road" neighborhood, located just outside of the Village limits in unincorporated Cook County. The Woodley Road area exhibits traits similar to the SOWI neighborhood, with large lots served by narrow private streets. Residents in the Woodley Road area south of Hill Road connect with and claim Winnetka as their home community, while not physically located in Winnetka's jurisdictional boundaries.

Hubbard Woods – South of Tower (SOTO) 3

The neighborhoods north of Pine Street and south of Tower Road, between Green Bay Road and Hibbard Road, form the southern half of the Hubbard Woods neighborhood—SOTO. This walkable and connected neighborhood provides a range of architectural housing styles and scales on larger wooded lots. While portions of the neighborhood feature smaller gridded lots near Hubbard Woods School and park, most of this neighborhood provides unique, larger scaled homes along several public and private meandering signature streets. Some of these streets include: Blackthorn Lane, Walden Lane, Pelham and Ardsley Lane, Burr and Laurel Streets, and Kent Lane. Several architecturally significant homes can be found throughout this neighborhood, adding to its character and charm. While some teardowns have occurred over the years, the impact of new home construction has been minimal and generally focused along Locust Street and Westmoor Road.

As noted above, this neighborhood organizes and identifies itself around the Hubbard Woods School. A cultural building and landmark in the community, this site also provides a small community park and open space. Mature vegetation and a strong urban canopy cover the area.

The SOTO neighborhood is unique in that it lies almost squarely in between the east and west Elm Street and Hubbard Woods Business districts. Depending on a resident's location in the neighborhood, they may connect their sense of place to one of the two business districts differently. The neighborhood has access to the Green Bay Trail from Tower Road.



Hubbard Woods – North of Tower (NOTO) 4

The neighborhood north of Tower Road, between Green Bay Road and Forest Way Drive, makes up what is also considered portions of the Hubbard Woods neighborhood. The northern and eastern portions of this neighborhood are much like the gridded walkable Tree Streets and provide a direct connection to Hubbard Woods Shopping district and train station. While characterized by small lot single-family homes of varying architectural styles, this neighborhood's personality is supported by streets and properties with more topographic relief and mature vegetation. This natural ridge condition adds a unique dimension to the neighborhood feel and helps diminish regularity and monotony in building street wall conditions.

Similar to the Tree Streets, this neighborhood has experienced significant teardowns of older homes. However, the scale and impact of the new homes appear to have had less of an impact on the neighborhood's architectural and physical character.

While gridded streets are the dominant block structure of this neighborhood, two unique pockets should also be noted. The western edge of the neighborhood surrounding Winnetka's Corwin Park has seen the development of new larger homes over the years, replacing the original ranch homes from the 1950s and 60s. This portion of the neighborhood stands in stark contrast to the eastern portion as many older trees have been lost to make way for the larger home and site amenities.

In contrast, a small hamlet of homes known as Forest Glen serves as an enclave of smaller homes and lots developed in the 1950s. This neighborhood has a unique roadway system that includes a "loop" that connects to Tower Road at two locations.

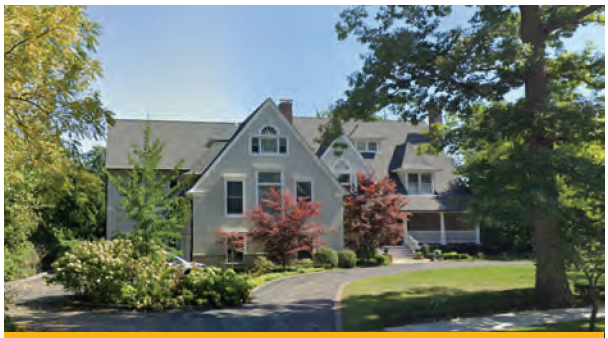
In addition to the Hubbard Woods Business district and train station, other key landmarks of the neighborhood include the recently renovated Hubbard Woods Park and Sacred Heart Parish and School. The neighborhood has access to the Green Bay Trail from Tower Road.

Important to note in this area are the homes along the north side of Scott Street, which represent the north jurisdictional edge of the Winnetka community. These homes affiliate themselves with the Winnetka community despite some of them still having a split community service/tax connection with the Village of Glencoe and the Glencoe Park District.

Hibbard Road – West Winnetka 5

This small neighborhood in Winnetka is defined by the streets west of Hibbard Road and south of Tower Road, backing up to the Winnetka Golf Club and Skokie Lagoons Forest Preserve. This neighborhood is characterized by larger lots and homes of varying sizes and scales. While the area has seen some teardowns over the years, there are still some original homes and a small number of ranch style and two-story homes from the 1940s to 1970s.

This portion of the community is not well connected from a pedestrian facilities standpoint, as many of these narrow dead-end streets have little or no sidewalks and do not connect through to one another. Residents here enjoy the open feel and privacy of being connected to the larger open space amenity of the golf course and forest preserve. This neighborhood supports the Hubbard Woods School and has little defined park space. Bell Woods and Skokie Playfield provide the closest link to public facilities.



East Winnetka- North 6

This older neighborhood extends from Green Bay Road east to Tower Road on the north, Pine Street on the south, and Sheridan Road on the East. This winding knoll of vintage Winnetka homes speaks to the historic scale and character that originally defined Winnetka. Larger lots, heritage trees, and a collection of architectural styles not readily found in today's newer homes gracefully balance this neighborhood. A pocket of small and narrow lot "worker homes" frame the western edge of the neighborhood along the Union Pacific Railroad and Green Bay Trail. The Trail is accessed via Tower Road and Pine Street.

The walkable location connects directly with the East Elm Street business district along the commercial retail street - Lincoln Avenue. Major civic and cultural landmarks define this neighborhood, including the Winnetka Community House, Christ Church, and Winnetka Congregational Church. Proximity to Lloyd, Tower, and Maple Beaches and Parks also serve as local identifier.

There have been some recent demolitions in this neighborhood. While not consistent with the neighborhood's architectural vernacular, these newer homes are of a large scale and reflect the lot and zoning allowances afforded under the Village's zoning ordinance.

Though not proximate to this neighborhood, Greeley Elementary is the neighborhood school. Both Skokie and Washburn middle schools are easily accessible by sidewalk systems.

East Winnetka – South 7

Pine Street south to Winnetka Road, between Green Bay Road and Sheridan Road, defines the East Winnetka-South neighborhood. This older charming neighborhood extends much of the vintage character of the north neighborhood to the south in a more uniform and gridded system of blocks and streets. A variety of lot sizes and home architectural styles adorn this traditional neighborhood. Like the East Winnetka-North neighborhood, this neighborhood directly connects to the East Elm Business district and Winnetka and Indian Hill train stations.

One of the defining landmarks in this neighborhood is the Village Green Park. This centrally located community green is the home of Village festivals and ceremonies, and in many ways it serves as the symbolic heart of the community. The character of homes and perimeter of heritage trees facing this park is uniquely Winnetka and, in many ways, a cultural landmark. The Sunset Road Boulevard similarly serves as a signature green space in the community.

The grid of streets and block sizes gets smaller as you move south towards Greeley School and New Trier East High School. The New Trier East campus is the southern anchor to the Winnetka community, and in many ways, serves as a gateway from the south. Access to the Indian Hill train station is also proximate to this neighborhood. The adjacent Indian Hill Business district is primarily a simple convenience corner with a small grouping of service uses. This neighborhood's commercial/service needs are generally provided in the Elm Street, Indian Hill and Wilmette's Plaza del Lago business districts.

Several parks support this neighborhood, including Indian Hill Park, and Centennial and Elder Beaches and parks. Centennial Beach hosts the Village's only dog park/beach. Access to the Green Bay trail is also provided along Maple Avenue. This neighborhood has also experienced tear down activity in recent years; however, the scale of the neighborhood and its architectural character remain largely intact.

Lakefront and Ravines 8

Winnetka's Lakefront and Ravines neighborhoods are two unique pockets of single-family homes oriented to the environmental character of the Lake Michigan shoreline and the bluff ravines ecosystem along the Sheridan Road corridor.

The Lakefront neighborhood is characterized by large deep lot setbacks and mature vegetation along the east side of Sheridan Road, which creates a unique collection of old and new private estates that have been expanded and consolidated over the years. While clearly part of the Winnetka community character and fabric, this portion of residential properties remains largely secluded and private. All Lakefront neighborhood homes south of Tower road are served by Greeley Elementary School.

The Ravines neighborhood is a small pocket of unique lot sizes and configurations largely shaped by the ravine topography. This neighborhood extends north of Tower Road to Winnetka's municipal boundary, east to the lake and west to the Union Pacific railroad tracks. The neighborhood has a variety of secluded home sizes and architectural styles accessed off narrow private drives. There has been limited demolition activity in this neighborhood over the years. Public sidewalk access is not provided, other than neighborhood connector paths to the Lakefront and Hubbard Wood train station. Unlike the Lakefront neighborhood, the Ravines orient and connects itself to the Hubbard Woods Business and Hubbard Woods Park. The Ravines neighborhood is served by the Hubbard Woods Elementary School. The northern part of the neighborhood also has access to the Green Bay Trail near the Hubbard Woods Metra Station.

COMMUNITY OPEN HOUSE RESULTS

Which of these character areas best represent the Winnetka to you?

The two most common responses to this were the Tree Streets and the East and West Elm Street Business District. East Winnetka North and South, and the Lakefront/Ravines were the next most popular. Other choices received minimal, if any, votes. Indian Hill did not receive any votes. The majority of the responses were from the empty nester/ young senior demographic followed by the family years and young professional/family groups.

BUSINESS DISTRICTS

The Village of Winnetka boasts three business districts with active and supportive transit stations at each of the locations. Each business district has a distinctly unique character and quality that speaks to its sense of place in the Winnetka community, and the neighborhoods it serves. Each has a quintessential American small-town character, the dominant architectural style is Tudor revival. The principal building stock that accounts for most buildings was constructed in the early 1900-1930s and represents the Germanic roots of those original Winnetka founders. Over the years, a variety of architectural styles and materials were introduced reflective of the current design thinking. However, most Winnetkans today still see the Tudor as the most prevalent architectural character.

The changing retail climate and economic times have impacted Winnetka business districts no differently than other communities. Vacant storefronts and a need for a strategy for new retail/mixed-use downtown is a top priority for the Village, as advanced by the 2016 Downtown Master Plan. While the impact of a recently failed development opportunity in East Elm weighs heavily on the community, a significant opportunity exists in each of the districts that could be transformational in restoring a sense of vibrancy.

Equally important in the conversation to better understand the business districts is the strength inherent in linking them together to form one brand, and more importantly, one community. Careful examination of the Green Bay Road corridor should explore the opportunity for land use and policy changes to reconnect Winnetka businesses and expand the multi-family land use mix.

Elm Business District (Downtown)

Often referred to as the Downtown, the Elm Street Business District is truly the heart of civic life and basic goods and service retail. This intimate and walkable district is only limited in its bifurcation by the Green Bay Road corridor. The Village has done a good job of visually and physically connecting this pedestrian crossing with urban design tools such as bridge lighting and design, countdown crossing signals, improved or shortened pedestrian crossings, and new consistent streetscape elements. Future redevelopment on the southeast corner of Lincoln Avenue and Elm Street will also create an "anchor" building and visual connectedness to the rest of the district which is missing today.

While West Elm Street boasts a larger footprint of retail and civic uses, the Lincoln Avenue corridor on the east side has seen marketed improvement. Recent Village-sponsored streetscape and streetlight improvements have enhanced the public pedestrian experience at Chestnut and Elm. This public reinvestment in community infrastructure is critical to advance the goals of attracting and retaining new businesses and seeking private reinvestment in existing building renovation and new development.

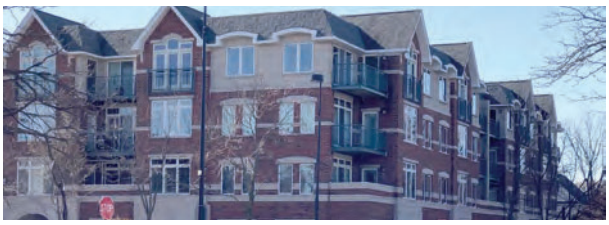
As noted earlier, the quaint Main Street character of the district is illustrated by a balance of building height, scale, mass, articulation and architectural styles. The Elm Street Business District urban form ranges from 1 to 4 stories of building height. Generally, first floor uses are supported by street front retail, personal services, and restaurants, while upper floors provide apartments or small office suites. The first-floor retail uses and large open fenestration speaks to an active vibrant streetscape/window shopping experience, while the upper floor resembles more of a residential aesthetic. Building materials are generally brick and stone masonry with wood accents.

Additional bump-outs or sidewalk widening, where possible, have started to be implemented as part of the streetscape project to create outdoor street retail or dining opportunities.

Several Village-owned surface parking lots exist in the eastern and wester portions of the Elm Street Business District. While both off-street and on-street parking are critical to the shopping district and retailer's needs, each site presents the Village with a future development opportunity to expand the mixed-use character within the downtowns. Most notably, the Village's Post Office site at the southwest corner of Chestnut and Elm presents an opportunity to implement a development plan that contains public space and a mixed-use development.

The very walkable nature of the East and West Elm Street Business district suggests that creating an anchor community place or space would serve as a magnet for business and activity. By way of example, the Winnetka Park District's redevelopment of the Hubbard Woods Park has brought renewed retail activity in this portion of the Hubbard Woods Business district. This well-designed public space for all ages with seasonal programming has given rise to a small core of dining experiences along Green Bay Road.

Mixed-Use / Multi-Family Housing in the Elm Street District



While not discussed in the residential neighborhood assessment, the commercial business districts provide most of the multi-family housing options within and around the edges of the business district. These transition areas adjacent to single-family homes nicely balance scale and character. Examples include a mix of three to four story apartments and condominiums and two to two-and-a-half story attached townhomes that frame the East and West Elm business districts. While most multi-family developments do not have a specific architectural style, they are generally built of durable masonry construction and include enough detail or building articulation to blend into the overall town vernacular. Most of the older multi-family development was built with a flat roof structure to maximize floor heights. However, newer projects demonstrate an additional focus on roof forms to help soften and blend downtown architectural styles and character with adjacent single-family residential. According to ESRI Business Analyst, approximately 350 people live in mixed-use or multi-family housing in the Elm Street Business District.

Hubbard Woods Business District

With a very similar makeup of building styles, scales, heights, and materials as the East and West Elm Street district, Hubbard Woods has a very different personality. Its personality is based on the vehicular nature of this district—the Green Bay Road corridor. This is an auto-oriented destination, and this state route moves through the district as its unofficial main street. This two-sided commercial street and its building character and form balances nicely and centers on the main community node of Hubbard Woods Park. Based upon current storefront occupancies, there are ample on-street and Village owned off-street parking opportunities available, including the Village-owned Hubbard Woods parking deck.

A variety of independent retailers, designer and design studios, and arts-related retail have prospered over the past years and now are seeing the integration of a new dining hub forming around the renovated park and train station area. An energetic group of businesses continue to promote the district actively and have recently expanded the brand from the Design District to the "Design and Dine District."

The pedestrian experience is limited by the state route, whose road width and jurisdictional controls renders it difficult to implement the Village streetscape improvement program. The Village has and will continue to investigate options to implement its streetscape plan as part of a potential future jurisdictional transfer of Green Bay Road. In addition to aesthetic improvements of the streetscape, emphasis should focus on traffic safety and pedestrian solutions, including: slowing traffic speeds, improving pedestrian safety and crossings, and expanding the pedestrian realm.

Mixed-Use / Multi-Family Housing in the Hubbard Woods District

Examples of multi-family housing are less prevalent in the Hubbard Woods district, with the exception of several older mixed-use commercial buildings with apartments on upper floors. These older masonry three to four story buildings are essential to the character of the Hubbard Woods District and provide for several independent vintage style courtyard and walk-up apartments. There has been no new multi-family development in or on the edges of the Hubbard Woods district.

According to ESRI Business Analyst, approximately 100 people live in mixed-use or multi-family housing in the Hubbard Woods Business District.

Indian Hill Business District

As noted earlier, the Indian Hill business district is more clearly defined as a convenience service area with support services that focus on the Indian Hill train station and New Trier East High School. A limited number of one- and two-story masonry structures line the west side of Green Bay Road from Winnetka Avenue south to the Village of Kenilworth boundary. Once a hub of car dealership sales, this "district" supports a convenience store (7-eleven), restaurants, bank, and miscellaneous service providers. Over the past ten years, only one new development has occurred at the southwest corner of Winnetka and Green Bay, a three-story mixed-use condominium building with ground floor retail. The ground floor retail has continually struggled to maintain occupancy due to limited visibility and lack of parking.

Mixed-Use / Multi-Family Housing in the Indian Hill District

The personality of this node is fundamentally based on transit and the presence of a high school. A look at the general surrounding context indicates that a mixed-use multi-family residential nature has been supported and will continue to be viable along this vehicular/transit

dominated corridor. The general scale and character of these older masonry multi-family buildings is three to four stories. This land use context also suggests that the effort to "create a business district" here should first start with redevelopment of sites with multi-family residential units, and balanced parking. At this point, a mix of service, food and retail should follow, scaled to serve a denser node of day-long users.

The pedestrian experience, crossings, and bus stop loading safety in this area is limited and must be improved as part of any future improvement plans for this district.

The Village has an opportunity to promote infill development on two parcels that it controls on the east side of Green Bay Road. The Southeast corner of Green Bay Road and Winnetka Avenue (former gas station) and a portion of the Indian Hill Commuter and High School parking lot offer an opportunity to double load future development on the east side of the corridor and provide a more defined sense of place. Parking appears to be a priority in this location with student, commuter and retailer parking at a premium.

According to ESRI Business Analyst, approximately 20 people live in mixed-use or multi-family housing in the Indian Hill Business District.

Green Bay Road Corridor

While not categorized as a specific neighborhood or character zone, the Green Bay Road corridor, once a traditional auto-oriented service corridor, has transitioned into a mixed-use multi-family development opportunity zone. New condominium townhome buildings have been built in the past twenty years, suggesting demand for housing near the commercial business district and train stations.

COMMUNITY OPEN HOUSE RESULTS

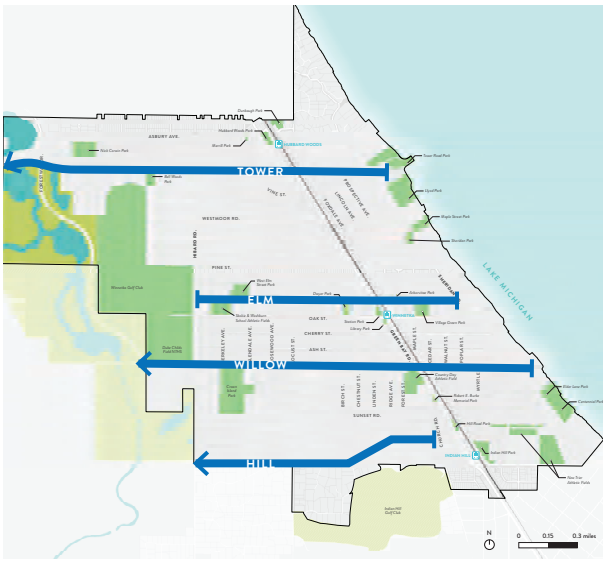
Which of these multi-family and mixed-use architecture styles would you like to see more of in Winnetka's commercial districts?

Majority of respondents favored 2-3 story, traditional brick mixed-use architecture styles. Traditional brick multi-family units were also favored in the commercial districts. Styles shown with modern features, such as mixed materials, were the least favored. Below are the highest ranked architecture styles.

KEY STREETS

The following key streets are important components to Winnetka's sense of place. A better understanding of their unique characters and qualities will help support long term infrastructure enhancements and policy directives as part of a long-range comprehensive plan.

FIGURE 46: EAST-WEST CONNECTIONS



East-West Connections

Willow Road - East/West Arrival Point

Willow Road serves as a key regional arterial road leading into Winnetka from the west. Southbound access onto and northbound access off the Edens Expressway (I-94) are provided. This four-lane road section moves east from the highway through a residential and commercial section of the Village of Northfield, before transitioning to a section of the Cook Forest Preserve - Skokie Lagoons, past Winnetka's Skokie and Duke Childs playfields. A simple Village entry sign occurs at Winnetka's west entry at the Public Works Facility. These natural and architectural elements provide a sense of arrival into the community.

Willow Road's character changes dramatically east of Hibbard Road, where it becomes a two-lane neighborhood collector street serving the Tree Streets and South of Willow neighborhoods, Crow Island School, the West Elm Street business district and North Shore Country Day School. Willow Road terminates at Green Bay Road. Pedestrian sidewalks are provided east of Hibbard, however limited bike and pedestrian facilities exist on the 4-lane cross section of Willow Road west of Hibbard Road, despite serving as a primary access route to the Cook Country Forest Preserve trail system.

Elm Street

Elm Street is Winnetka's traditional Main Street. It is a widened local collector street that links Winnetka's lakefront, the Winnetka train station, Elm Street business district, and civic institutions on the east to Skokie and Washburne Schools and the Winnetka Sports Complex—Skokie Playfield—on the west. Elm Street is a main link along PACE bus route 423 serving the New Trier campuses and The Glen. The street provides ample public sidewalks and allows for shared bike space along the road profile. Elm Street is home to holiday parades, most notably the Fourth of July parade that brings out a significant number of Winnetka residents for day-long festivities.

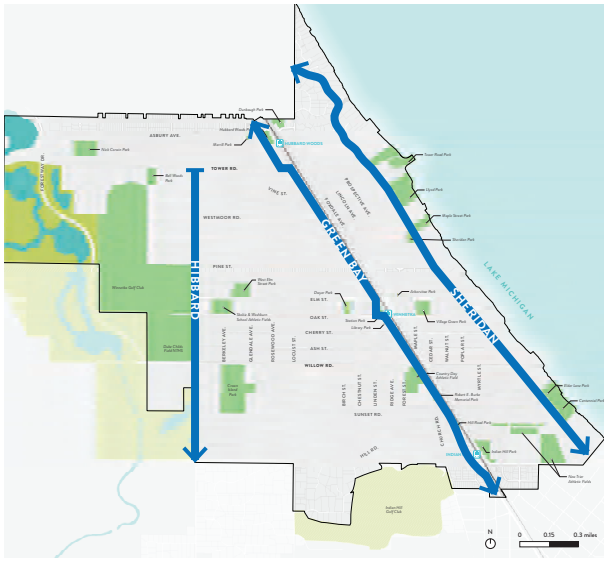
Tower Road – East/West Arrival Point

Tower Road provides the Village a northbound entrance onto and a southbound exit off of the Edens Expressway (I-94) at Winnetka's northwest corner. This east bound two-lane road meanders through the Skokie Lagoons Forest Preserve until it intersects Winnetka's border at Forest Way Drive. East of Forest Way drive, Tower Road is a local two-way collector street serving the Hubbard Woods neighborhoods, school, business district and train station. Additionally, Tower Road continues east past Green Bay Road where it terminates at Sheridan Road and Winnetka's Tower Road Beach/Park. Tower Road provides a sidewalk system along its entire length from the lakefront to the forest preserve; however, there is limited capacity for bike usage on- or off- street due to narrow conditions. A simple Village entry sign is located on Tower just east of Forest Way.

Hill Road/Winnetka Avenue

Hill Road is Winnetka's southern east-west collector street and serves the South of Willow and unincorporated neighborhoods noted earlier. Hill is a narrow two-lane roadway with ample pedestrian public sidewalk areas. There is limited space for shared bike use. This road serves as a vital link between both the New Trier West freshman campus in Northfield and the New Trier East campus in east Winnetka. This road also provides access to North Shore Country Day School and the Faith Hope and Charity Church and School.

FIGURE 47: NORTH-SOUTH CONNECTIONS



North-South Connections

Hibbard Road

In western Winnetka, Hibbard Road serves the Village as a simple two-lane north-south collector linking Tower Road on the north to areas south of Winnetka into Wilmette. That section of Hibbard Road that runs parallel to the Skokie Playfield, Nielsen Tennis Center, Duke Childs Fields and the Winnetka Ice Arena provides bike and pedestrian facilities to serve the community and provide safe access and crossings. Hibbard Road south of Willow immediately turns in to a pastoral two-lane roadway that parallels the Cook County Forest Preserve. There are no bike or pedestrian facilities along the west side of this roadway, pedestrian sidewalks are located only on the east side in this portion of the roadway.

Green Bay Road -North/South Gateways

Green Bay Road provides the main north-south vehicular corridor through the center of the community. The mainly four-lane state road runs parallel to the Union Pacific Railroad with full signals at Winnetka Road, Sunset, Oak, Elm, Pine, Eldorado, Tower, Gage and Scott streets. Green Bay Road runs along the high point of the community - the Lake Michigan bluff ridge line. It provides the vital vehicular connection that feeds each of the Villages commercial business districts and key civic institutions. PACE service operates along this corridor.

There are very limited pedestrian and bicycle facilities along the Green Bay Road corridor. In recent years, a significant number of cyclists share this heavily used corridor for weekend riding clubs. This condition, along with several challenging crossing points, should be part of a long-range strategy to enhance and maximize usability of this important multi-modal route.

On street parking is allowed in several locations along the corridor in both multi-family residential and commercial areas. There is minimal Village identity or wayfinding signage, or sense of arrival along or on either the north or south end of the Green Bay Road corridor.

Sheridan Road

Sheridan Road is a signature drive along Chicago's North Shore lakefront. While it runs through many North Shore communities and neighborhoods north of Chicago, Winnetka's cross section is a relatively simple two-lane road with limited shared biking space. Public sidewalks are continuous on both sides. Sheridan Road is an IDOT roadway in Winnetka. Winnetka's adjoining neighbors in Kenilworth and Wilmette have upgraded and enhanced their portions of the road with defined bike lanes and

bidirectional turn lanes though jurisdictional transfer of the road. Winnetka's section of Sheridan Road serves the community as a community walking/biking/fitness route with access to Winnetka's beaches and parks, particularly in the summer months.

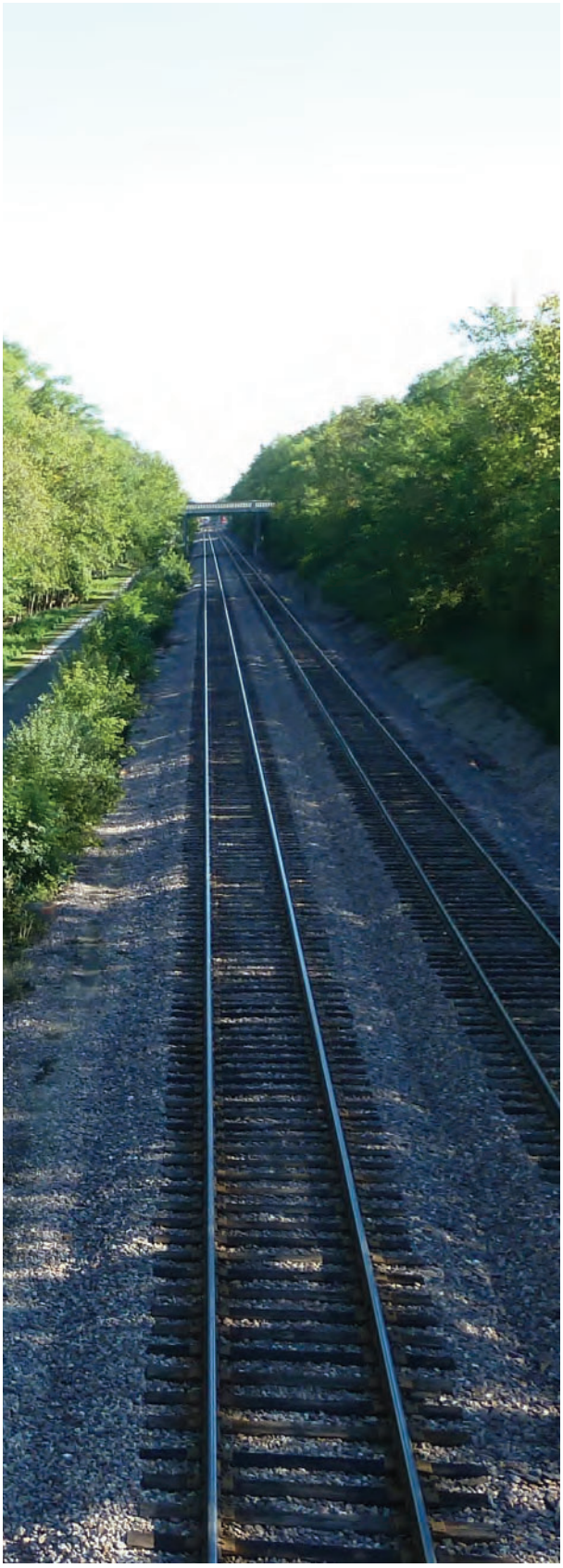
The northern portion of Winnetka's Sheridan Road is in the Ravines neighborhood. Here the road takes on a truly unique winding character that changes grades as it moves into Glencoe. This section is signed for no bike or pedestrian use. There are very modest Village identity signs at the north and south Village entries. State Route-approved downtown business district signage directs users to Elm Street and Hubbard Woods business districts.

Green Bay Trail

The Green Bay Trail is a vital community open space and alternative transportation link that supports regional bike and pedestrian connections to communities north, south and west. The former Electric Trolley Line right-of-way serves as the corridor for a simple paved multi-use path well used by both Winnetka and area residents. Access to the below street level trail is limited and is further discussed in the Mobility & Connectivity section.

Because of the below street level location of the trail along the Union Pacific/Metra north line tracks, connections and integration into Winnetka's business districts are minimal. Little to no community wayfinding, branding, or pedestrian signage is provided along the trail.

This portion of the trail through Winnetka is owned by the Village of Winnetka, the trail and its facilities are managed by the Winnetka Park District. In the past few years, local residents have expressed a need to improve trail facilities and integrate sustainable solutions to stormwater concerns, similar to those implemented by Glencoe and Highland Park.



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WINNETKA'S PERSONA'S

Early in the planning process, a number of "persona" groups were developed to capture different demographic segments of Winnetka's population. Focus Groups were organized around these persona groups to share a broad range of experiences of living in Winnetka. An outline of the various persona groups is included below, and our conversations with these groups are summarized on the following pages.

YOUNG PEOPLE WHO GREW UP IN WINNETKA

Several young adults who grew up in Winnetka joined us for a conference call on February 12, 2020 and again on October 14, 2021 for a focus group discussion. Key themes that came out of these discussions are summarized below.

Walkability

An important part of the experience of growing up in Winnetka is the ability to walk to school, walk or bike to friends' houses, and feel independent. ***The freedom to walk around and explore is an asset for the community****—raising kids in cities doesn't necessarily offer that experience with the same sense of safety and security. As adults, entertainment and retail within walking distance is key. This preference toward walkability makes the idea of a suburban townhome near a business district an attractive option. While young adults want to own, they would prefer more options to choose from than just single-family homes.*

Diversity & Affordability

While growing up in Winnetka was idyllic, as they enter parenthood ***the lack of diversity is a concern—both racial and socio-economic diversity.*** *This concern comes back to school, and who your kids have the opportunity to be friends with. New construction in Winnetka are further exacerbating this issue, pushing out any semblance of "affordable" housing. The available housing stock in Winnetka is concentrated on a very slim portion of the demographic. While there is a feeling of a "culture of modesty," Winnetka is not economically feasible for most young adults.*

Local Competition

Most of those potentially moving to Winnetka have decided to live on the North Shore—so they are choosing between five communities. The housing stock among North Shore communities is similar, and the schools are all great, so ***the business districts are what make one place stand out over another****. The stores close too early was another concern. Work defines your living location so being accessible to Metra is an asset, though it is also common among North Shore communities. Restaurants and entertainment uses are more attractive than retail businesses—places where you can bring a baby and a dog and hang out for a few hours. The new restaurant openings are seen as a positive effect.*

The Village must build a sense of place that is different from the surrounding communities. The Library and Park District, along with local events and community spaces, are other ways to stand out. While Winnetka must find ways to set itself apart, its neighboring communities are also an asset as locations worth exploring.

YOUNG FAMILIES/RECENT TRANSPLANTS

A few adults with young families who recently moved to Winnetka joined us on February 13, 2020 and again on October 13, 2021 for a focus group discussion. Key themes that came out of these discussions are summarized below.

Traditions Hold True

*Ultimately, **young people move to Winnetka for their kids**. They want the educational opportunities the Village provides, as well as the sense of independence and freedom kids can have in the suburbs. While most young families looked at communities across the North Shore, Winnetka attracted them with its charm, big trees, lakefront and open space, and sense of safety for kids.*

*The **sense of community** drew young families to Winnetka, though it was hard to find at first—particularly during the winter. Once these families found one person or place to connect with—whether it be an active community member or a local school—they were able to form bonds more widely in the community. The Library and the Community House are great places to meet people and entertain the kids.*

Though times have changed, many traditions still hold true. Residents mentioned bringing over treats to new neighbors and introducing themselves. Young women are still involved in volunteer boards, *though they largely congregate on boards where there are other young people. Despite the assumption that all young families have both parents working, the residents we spoke with all indicated that the women in their household were not working and wouldn't return to work until their kids were through kindergarten. This is due in part to the difficulty of finding adequate daycare options. There was an overall concern for **lack of daycare** options.*

Room for Improvement

*While Winnetka has much to offer, the **lack of racial and socioeconomic diversity** was a real concern for young families. These families are also seeking vital commercial areas and often shop, visit restaurants, and go to church in Wilmette to satisfy this preference. Some participants mentioned that Winnetka is designed for a "**stay at home lifestyle**" and more things to do along the lakefront are needed.*

*While residents eventually found community in Winnetka, **improved communications** would make things easier. A combined newsletter that incorporated updates from the Village, the Library, the Park District and the schools could help young families navigate all the news and events happening around town.*

*Housing options are also a challenge in Winnetka—young residents are interested in new condo development that their parents could move into to be closer to their grandkids. Residents questioned how long they would stay in Winnetka once their children have completed high school or college. If they did stay, they would **want alternative housing options.***

FAMILY YEARS

A group of residents with school age kids who have lived in Winnetka for a number of years came together on February 10, 2020 and again on October 13, 2021 for a focus group discussion. Key themes that came out of these discussions are summarized below.

Education

*All of the attendees noted that the main reason that they moved to Winnetka was for the **progressive education** offered here. While many young adults and Millennials move to Winnetka because of family ties or convenient train access, the high quality schools rank as the most important factor in their decision.*

Community Character

*The character of the community is also a draw—not only is the Village very safe, the open space, lakefront, and parks are top notch. However, the lack of racial diversity was a concern for many. Some participants discussed their choice to educate their children in Winnetka, but participate in after school and summer activities in Evanston or Chicago to **give them a wider perspective**. Residents find community right outside their doorstep, with friendly neighbors eager to engage while walking their dogs or hanging out on their front porch. The schools are a source of community, as many parents meet friends through the school and their children. The bluffs and beaches are a source of pride, as are the Winnetka Music Fest and Wednesdays in the Woods Evening Concerts. More events like these **help to bring the community together.***

Downtown

*Winnetka's Downtown areas are a point of concern for residents, with many preferring to visit Glencoe or Highland Park due to the **greater variety of restaurants and business offerings**. The empty storefronts are a deal breaker for many young families considering Winnetka, and there is a sense that the businesses that are operating only stay afloat because they are owned by Winnetka residents. Bringing more density to the Downtown would help Winnetka compete with neighboring communities, bring more foot traffic, and offer a greater diversity in housing stock so that the Village can cater to a variety of age groups.*

Change

*Generational change and national politics have brought tension to community discourse. **Winnetka is seen as progressive, but also resistant to change.** While residents on both sides of the spectrum believe that their ideas and thoughts are in the best interest of the Village, many believe that the older generation has too much say and stagnates any new development. Inclusive community engagement is key to bring a balance of opinions into the conversation. A **range of housing options and costs** was also mentioned as a catalyst for positive change.*

LONG-TIME RESIDENTS

A group of long-time Winnetka residents came together on February 13, 2020 and again on October 14, 2021 for a focus group discussion. Key themes that came out of these discussions are summarized below.

Change

Physically, long-time residents feel that there hasn't been very much change in Winnetka. Historically, the community invested in big, forward thinking changes, like depressing the train tracks. Today, ***"everyone is so afraid of change, so afraid of community backlash, there is no way to build consensus."*** *The post-office site is seen as a wasted opportunity to make a catalytic investment in downtown. The number of failed projects in Winnetka only adds to a growing sense of impatience. One Winnetka was also mentioned along with a concern if there was* ***an underlying factor discouraging investment*** *in the community.*

As demographics change, community involvement needs to shift. Long-time residents have been extremely involved in their community but find it ***hard to get younger residents involved****. Younger families are seen as having a different perspective on Winnetka—often both parents are working, and their kids are more involved, so managing their schedule becomes even more of a chore.*

Community For All Ages

There are many places in Winnetka that long-time residents say they find community—the Bookstall, Peets, Ellen's, Grand Foods, etc—as well as institutions and events that bring people together, like the Community House and the Rummage Sale. If younger residents aren't involved in boards and don't see friends while running errands (because they have everything delivered), then the ways people find community must change. Young people want walkability, to come downtown and be able to walk between various restaurant options. ***The downtown area must do better to address these changing needs****.*

Changes in housing in the Village were also discussed. Long-time residents are concerned that their kids can't afford to live here, that all of the starter homes are gone. The Village needs ***more housing options****—townhomes, for instance, would be attractive to various demographics. As it stands, the Village is not "age-in-place" friendly—options for ranches, condos and senior living are few and far between. The limited housing stock leads to a population that is only suitable for a very small demographic—both in terms of age and socioeconomic standing. The majority of the long term residents in the group did not see themselves living in Winnetka 15 years from now.*

More recently, some residents felt there has been positive signs of change, where residents got out and walked/biked around the Village more, the park district updated programming, and neighbors focused inward to create community.

MULTI-GENERATIONAL FAMILIES

A group of residents who had multiple generations of families living in Winnetka met on February 13, 2020 and again on October 13, 2021 for a focus group discussion. Key themes that came out of these discussions are summarized below.

"It's hard to leave when my kids and grandkids are here."

Family Ties

Many young families move back to Winnetka because they have family here, and many seniors stay in Winnetka because their families are here. Despite the ***desire to stay close to family****, older residents noted wanting to move into a townhome or condo to reduce the burden of housework and save money. Given the lack of options in Winnetka, they would likely look in surrounding communities. Though older residents hope to downsize, they are also concerned about selling their homes, given the "turn-key" desires of younger residents. While there are many young folks who grew up in Winnetka and choose to move back to raise a family, many of their friends don't have that options because it is too expensive. The question was asked...****"How do we allow all generations of a family to stay in the Village?"***

Local Businesses

As long-time residents and people who grew up in Winnetka, the businesses that have closed over the years create a sense of loss. These residents remember the places they biked to for a slushie when they were kids and met up for French fries when they were teenagers, and are concerned that those places, or new places like that, aren't in Winnetka anymore. While the old stalwarts of the downtown districts are missed, the ***changing retail market*** *doesn't escape them—Costco, Target, and Amazon Prime delivery are all frequently used by their families.*

A Community of Neighborhoods

Residents spoke of connecting with their neighbors most often in the streets and sidewalks surrounding their homes, walking the dog or hanging outside while the kids play. The schools are the places that really bring people together—unless you have school-age kids, it can feel very isolating to be in the Village during the day. While long-time residents noted that there are many more restaurants than there used to be, expanding upon this restaurant base would create a more vibrant community scene. ***The strength of the village is the neighborhood-focus****: the lakefront and five beaches, neighborhood schools, and neighborhood business districts. Winnetka should see that characteristic as its brand and tell that story: "Feed the neighborhoods. People are hungry for it."*

Comparable Communities: **Character**

A look at how Winnetka's comparable communities are preserving their community character.

GREENWICH, CT

BIG IDEA:

Design With Nature

Greenwich recognizes that their **character and quality of life are tied to its shoreline and natural environment.** They use their zoning districts to protect this character, including a conservation overlay to protect defining natural features of a neighborhood. When evaluating a new development projects, the Village staff includes a focus on principles of designing with nature in mind.

MISSION HILLS, KS

BIG IDEA:

Garden City

Mission Hills has preserved the original town plan inspired by the Garden City movement. To do this they use **open space as a buffer** to outside development, and have identified **seven sub-districts** within the community, each with a defining residential character. They use regulations and standards in their zoning code to help preserve this character.

PIEDMONT, CA

BIG IDEA:

Neighborhood Typologies

Piedmont uses neighborhood typologies to **classify and group architectural styles and character**. Character-defining features for each typology are used to ensure new development or significant changes to existing development show consistency within the identified typology.

HINSDALE, IL

BIG IDEA:

Design Guidelines

Hinsdale uses residential design guidelines developed in 2011 to achieve and **maintain the character of its neighborhoods.** The guidelines address overall character and context, architectural design and site and landscape design. They review development to implement the design guidelines, thus maintaining a uniform character throughout the Village.

COMMUNITY OPEN HOUSE RESULTS

What big ideas do you have in regard to Winnetka maintaining and creating community character?

There were varied responses to this question from all demographic groups, but the concept of a garden city and designing with nature were the most common. Focus on the Green Bay Trial, retention of older homes, and maintaining the existing scale and character were also mentioned. As far as comparable communities, references to Greenwich and Mission Hills initiatives were popular.

Historic Preservation

Historic preservation concerns the ongoing stewardship and conservation of buildings, sites, and neighborhoods considered of architectural, historical, and cultural value to local communities. For many villages and towns, historic preservation involves the protection of important historic resources and their key design features from alteration and loss through landmark and historic district designations. In other cases, historic preservation takes place through active efforts to adapt buildings for new uses or to spur ongoing investment in historic homes and commercial buildings.

Over time, historic preservation has come to mean more than just saving the iconic buildings in local architecture and history. It also entails attachment to place — the downtown district, neighborhoods, parks, schools, religious buildings, and other historic resources. Preservation in Winnetka is essential to promoting local quality of life and livability, enhancing local design character, maintaining connections to the Village's rich heritage, and achieving long-term sustainability through building reuse. Historic resources in Winnetka currently face development and tear-down pressures. With approximately 700 tear downs since the year 2000, demolitions have altered the historic and architectural character of Winnetka's residential neighborhoods.

> *"Younger generations are looking for authenticity and something real – preservation can help keep this character in Winnetka.*
>
> - COMMENT FROM STAKEHOLDER LISTENING SESSION

Max Epstein House, "Edgecliffe" © Winnetka Historical Society

Key Preservation Definitions

Historic Resource

A historic resource is any building, site, structure, object, district, place, or landscape considered to have historical or architectural importance.

Historic Landmark

A historic landmark is a building, structure, object, individually listed in the National Register of Historic Places or designated by the Winnetka Village Council as being significant architecturally, historically, and culturally to the heritage of Winnetka.

Historic District

A historic district is a portion of a community — a downtown or commercial district, residential neighborhood, or park, for instance — containing a coherent collection of significant historic resources which, as an ensemble, is worth preserving for its visual and architectural qualities and contributions toward understanding a community's history.

HISTORIC RESOURCES INVENTORY AND DOCUMENTATION

Historic Surveys

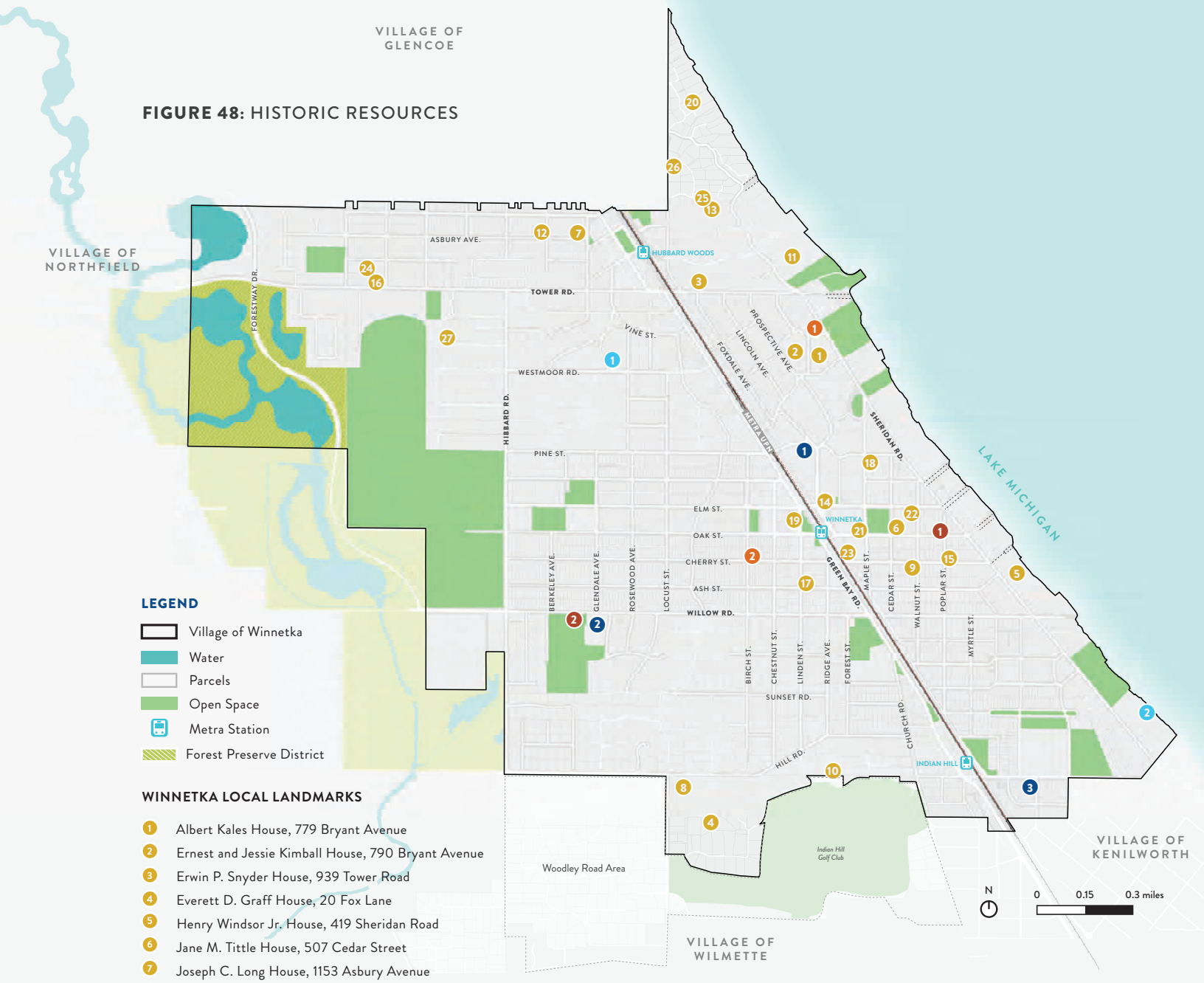
Illinois Historic Structures and Landmarks Survey (1971-1975)

In 1971, the State of Illinois initiated the Historic Structures and Landmarks Surveys to identify and inventory significant historic buildings and structures in communities of more than 500 people. The two surveys identified architecturally, and historically interesting properties classified into three categories: significant individually, significant as part of a district or other. The Historic and Architectural Resources Geographic Information System (HARGIS), maintained by the Illinois State Historic Preservation Office of the Illinois Department of Natural Resources, is the public digital portal to Illinois Historic Structures and Landmarks Survey. Both surveys identified 608 properties in Winnetka as significant. Since 2000, 52 of the identified properties have been lost to demolition. The Illinois Historic Structures and Landmarks Survey comprises the only documented inventory of important historic resources in Winnetka.

Local Survey Efforts

In the late 1980s, the Village initiated but did not complete a comprehensive architectural and historical survey of the community. A separate survey effort did undertake documentation of Winnetka's "tree street" blocks. The Winnetka Historical Society maintains all survey data and information collected from both efforts.

FIGURE 48: HISTORIC RESOURCES



LEGEND

- Village of Winnetka
- Water
- Parcels
- Open Space
- Metra Station
- Forest Preserve District

WINNETKA LOCAL LANDMARKS

1. Albert Kales House, 779 Bryant Avenue
2. Ernest and Jessie Kimball House, 790 Bryant Avenue
3. Erwin P. Snyder House, 939 Tower Road
4. Everett D. Graff House, 20 Fox Lane
5. Henry Windsor Jr. House, 419 Sheridan Road
6. Jane M. Tittle House, 507 Cedar Street
7. Joseph C. Long House, 1153 Asbury Avenue
8. Joseph H. McNabb House, 950 Hill Road
9. Joseph R. Gay House, 592 Cherry Street
10. Leroy Kellog House, 11 Indian Hill Road
11. Max Epstein, "Edgecliffe", 915 Sheridan Road
12. Mrs. Enos Barton House, 978 Euclid Avenue
13. Murry Nelson House, 930 Fisher Lane
14. New Trier Township Office, 739 Elm Street
15. Ralph Varney House, 535 Cherry Street
16. Red Tile Lodge, 1479 Tower Road
17. Winnetka Historical Society, 411 Linden Street
18. William Nicholls House, 660 Pine Street
19. Winnetka Village Hall, 510 Green Bay Road
20. 94 Mary Street
21. 500 Maple Street
22. 594 Elm Street
23. 687 Cherry Street
24. 902 Greenwood Avenue
25. Walter T. & Katherine D. Fisher House, 949 Fisher Lane
26. Willoughby Walling House, 1094 Fisher Crescent Lane
27. Robert D. Gordon House, 1345 Trapp Lane

NATIONAL REGISTER OF HISTORIC PLACES

1. Community House, 620 Lincoln Avenue
2. Crow Island School, 1112 Willow Road (National Historic Landmark)
3. Ortho House, 42 Abbotsford Road

NATIONAL REGISTER & LOCAL LANDMARK & PRESERVATION EASEMENT

1. Lloyd House, "Wayside", 830 Sheridan Rd (National Historic Landmark)
2. Maverick Lloyd, Lola House, 455 Birch Street (Certified Local Landmark)

NATIONAL REGISTER & LOCAL LANDMARK

1. Dr. Paul W. & Eunice Greeley House, 545 Oak St
2. Schmidt-Burnham, Log House, 1140 Willow Road

NATIONAL REGISTER & PRESERVATION EASEMENT

1. Kuppenheimer House, 777 Burr Ave
2. McJunkin House, 151 Sheridan Road

National Register of Historic Places

9

Properties listed in the National Register of Historic Places

The National Register of Historic Places is the nation's official list of buildings, structures, sites, and objects worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is a program administered by the National Park Service, U.S. Department of the Interior. In Illinois, the Illinois State Historic Preservation Office (IL SHPO), a division of the Illinois Department of Natural Resources, administers the National Register program in Illinois. Listing on the National Register recognizes properties that may have local, state, or national level significance. National Register designation is honorary and imposes no restrictions on the use and disposition of property; however, National Register listing makes available significant financial benefits, including eligibility for federal and state historic preservation tax credits, as well as the State of Illinois Property Tax Assessment Freeze Program. Property owners may nominate buildings individually to be on the National Register or included as part of a historic district within defined geographic boundaries.

There are currently no National Register Historic Districts in Winnetka. As of February 2020, there are nine properties individually listed on the National Register. Addresses and National Register reference numbers are provided as follows:

- **Lloyd House, "Wayside"**
  830 Sheridan Road
  NRHP #66000320, listed 1966
- **Ortho House**
  42 Abbotsford Road
  NRHP #76000708, listed 1976
- **Crow Island School**
  1112 Willow Road
  NRHP #89001730, listed 1989
- **Schmidt-Burnham, Log House**
  1140 Willow Road
  NRHP #04001297, listed 2005
- **Maverick Lloyd, Lola House**
  455 Birch Street, *Certified Local Landmark*
  NRHP #05001606, listed 2006
- **McJunkin House**
  151 Sheridan Road
  NRHP #06000104, listed 2006
- **Community House**
  620 Lincoln Avenue
  NRHP #07000854, listed 2007
- **Dr. Paul W. and Eunice Greeley House**
  545 Oak St.
  NRHP #11000048, listed 2011
- **Kuppenheimer House**
  777 Burr Avenue
  NRHP #98000980, listed 2017

Local Landmarks

30

Local Landmarks in the Village of Winnetka

A local landmark is a building, structure, object, or site designated by Village ordinance and considered significant to Winnetka's history and architecture, and worthy of preservation. Winnetka's historic preservation ordinance provides historical, architectural, and other criteria for designating local landmarks. Upon designation by the Village Council, the Landmark Preservation Commission must provide an advisory review of proposed exterior alterations. Only the property owner may nominate a property for local landmark designation.

In addition, if a property owner wishes to request certification of their local landmark property, where the Landmark Preservation Commission has approval authority for exterior alterations, then the certification, upon approval by the Village Council, the Cook County Recorder of Deeds records the landmark designation on the property deed. As of November 2021, there are thirty (30) properties designated as Local Landmarks and one Certified Local Landmark:

- **Albert Kales House**
  779 Bryant Avenue, designated 2019
- **Dr. Paul and Eunice Greeley House**
  545 Oak Street, designated 2012
- **Ernest and Jessie Kimball House**
  790 Bryant Avenue, designated 2010
- **Erwin P. Snyder House**
  939 Tower Road, designated 1996
- **Everett D. Graff House**
  20 Fox Lane, designated 2001
- **Henry Windsor Jr. House**
  419 Sheridan Road, designated 2004
- **Jane M. Tittle House**
  507 Cedar Street, designated 2009
- **Joseph C. Long House**
  1153 Asbury Avenue, designated 2012

- **Joseph H. McNabb House**
  950 Hill Road, designated 1995
- **Joseph R. Gay House**
  592 Cherry Street, designated 2008
- **Leroy Kellogg House**
  11 Indian Hill Road, designated 1995
- **Lloyd House, "Wayside"**
  830 Sheridan Road, designated 1994
- **Maverick Lloyd, Lola House**
  455 Birch Street, designated 2005
- **Max Epstein, "Edgecliffe"**
  915 Sheridan Road, designated 1996
- **Mrs. Enos Barton House**
  978 Euclid Avenue, designated 1996
- **Murry Nelson House**
  930 Fisher Lane, designated 1998
- **New Trier Township Office**
  739 Elm Street, designated 2003
- **Ralph Varney House**
  535 Cherry Street, designated 2000
- **Red Tile Lodge**
  1479 Tower Road, designated 2004
- **Robert D. Gordon House**
  1345 Trapp Lane, designated 2007
- **Schmidt-Burnham Log House**
  1140 Willow Road, designated 2007
- **Walter T. & Katherine D. Fisher House**
  949 Fisher Lane, designated 2019
- **William Nicholls House**
  660 Pine Street, designated 2009
- **Willoughby Walling House**
  1094 Fisher Crescent Lane, designated 2019
- **Winnetka Historical Society**
  411 Linden Street, designated 2002
- **Winnetka Village Hall**
  510 Green Bay Road, designated 1995
- **94 Mary Street,** designated 2003
- **500 Maple Street**, designated 1994
- **594 Elm Street**, designated 1993
- **687 Cherry Street,** designated 2000
- **902 Greenwood Avenue,** designated 2002

Lloyd House, "Wayside" © Winnetka Historical Society

Preservation Easement

3

Properties have donated Preservation Easements to Landmarks Illinois

A preservation easement is an agreement between a property owner and a qualified easement-holding organization, typically a non-profit historic preservation organization, such as Landmarks Illinois, that protects and preserves a significant historic or cultural resource in perpetuity. In exchange for the easement, an owner may be eligible for one or more tax benefits. As of October 2021 there are three properties within Winnetka with preservation easements:

- **McJunkin House**
  151 Sheridan Road
  NRHP #06000104, listed 2006
- **Kuppenheimer House**
  777 Burr Avenue
  NRHP #98000980, listed 2017
- **Maverick Lloyd, Lola House** (National Trust for Historic Preservation)
  455 Birch Street, listed 2005

LANDMARK PRESERVATION ORDINANCE

Chapter 15.64 of the Winnetka Village Code, Landmark Preservation, establishes the Landmark Preservation Commission and outlines its various roles and responsibilities regarding the recognition, designation, and preservation of historic resources in the Village.

Its responsibilities include identifying and evaluating potential landmarks based on specific designation criteria; educating Village residents about current and potential Village landmarks; maintaining an inventory of landmark properties; reviewing applications for demolition permits; and, making determinations for Historic and Architectural Impact Studies (HAIS). As noted previously, designating local landmarks requires owner consent. The ordinance also does not permit the designation of Local Historic Districts.

With the lack of a comprehensive historic resources survey program, the Commission does not have a current inventory of significant historic resources. The Winnetka Historical Society, however, maintains "house files" on each property, containing information it may have from previous documentation and information collection efforts. While the Landmark Preservation Commission lacks the authority to prevent the demolition of historic properties, it can decide whether a property merits a demolition delay through a historic and architectural impact study. If the Commission determines a property has no architectural or historical significance, a demolition delay is not issued. If deemed significant, a historic and architectural impact study is prepared by the property owner which documents the property with photos, research on previous construction work, information about the architect, and other historical details. The Commission then reviews the completed study and can then choose to require a 270-day demolition delay to allow time to explore alternatives to demolition. Should the property owner withdraw the demolition permit application in order to preserve the building, the property may become eligible for a one-time 20 percent maximum building size bonus for exterior alterations or additions, provided they do not alter significant exterior features identified by the Landmark Preservation Commission. Independent of the demolition review process, a property owner may also request that the Commission finds their property to be historic or architecturally significant, and thus qualify for the 20 percent maximum building size bonus.

Apart from the Landmark Preservation Ordinance, Winnetka is not currently a Certified Local Government (CLG). Established by the National Historic Preservation Act Amendments of 1980, administered jointly by the National Park Service and the Illinois SHPO, the Certified Local Government Program provides municipalities the opportunity to participate in federal and state preservation programs. Among these programs are matching grants to support various local preservation activities, including survey projects, National Register nominations, design guidelines, and education and outreach initiatives. To participate in the CLG program, a community must have an acceptable historic preservation ordinance, have a preservation review commission and an active local survey program to identify historic resources.

The Certified Local Government Program, established by the National Historic Preservation Act Amendments of 1980, gives municipalities and counties the opportunity to participate as partners in state and federal preservation activities.

PRESERVATION PARTNERS

The Winnetka Historical Society also plays an important role in historic preservation in the Village. While their primary mission is to promote awareness of Winnetka's heritage, the Historical Society also advises the Landmark Preservation Commission on the likely historic or architectural significance of properties for submitted demolition permits. The Society also assists in research for historic and architecture impact studies.

Beyond its historic preservation roles, the Society is also home to the community's historic archives and hosts permanent and visiting exhibitions throughout the year. Archives include historic photos, Sanborn maps, newspapers, letters, and other significant information about individual properties in Winnetka. It also has one of the largest costume collections in the state. The Society engages the community through educational initiatives, including an online historic timeline and blog posts, along with trolley-tours, annual luncheons, and events with key speakers.

Schmidt-Burnham Log House

Schmidt-Burnham Log House, built circa 1837 and one of the oldest structures in Cook County, is owned by the Winnetka Historical Society. Located in Crow Island Woods, the Log House moved twice from its original location on the grounds of the Indian Hill Club. Anita Willets Burnham, an impressionist artist and teacher at the School of Institute of Chicago, purchased the house in spring of 1914, and moved it to 1407 Tower Road. Burnham removed the cladding to expose the original logs and built an addition in the rear. Anita created award-winning artwork in her log house and studio and exhibited the work in the Art Institute of Chicago. Anita's daughter, Ann Hibbard Burnham Schmidt, officially donated the building to the Society in 2003, upon her death. The Historical Society moved the building to its current location, leasing the land from the Winnetka Park District.

COMMUNITY OPEN HOUSE RESULTS

How important is historic preservation to you?

The overwhelming majority indicated that historic preservation is 'very' important with 59% of the total responses, followed by 'somewhat' important with 31%. The majority of the votes were from empty nesters and young seniors.

How active should the Village of Winnetka be in advancing historic preservation?

The overwhelming majority responded that the Village should be 'very' active in advancing historic preservation with 55% of the total responses, followed by 'somewhat' important with 31%. The majority of the votes were from empty nesters and young seniors.

What buildings or community assets do you believe are worthy of preservation?

There were limited responses to this question, but the Community House was a common choice. Participants mentioned the need to preserve older, architecturally significant homes to preserve what is left of Winnetka's historic assets. The majority of the votes were from empty nesters and young seniors.

What big ideas do you have for historic preservation in Winnetka?

Responses to this question focused on financial incentives, tax credits, lower permit fees, and streamlining the permitting process. Discouraging tear downs and encouraging renovation was also mentioned. Participants of all age groups contributed to this question with empty nesters and young seniors providing the majority of the feedback.

LANDMARK PRESERVATION COMMISSION

The planning team met with the Landmark Preservation Commission on February 3, 2020 and October 4, 2021 to discuss local preservation issues. The key discussion themes are summarized below.

Demolitions + Community Character

There is a concern about the loss of neighborhood character in Winnetka due to the demolition of older homes and the construction of new, larger homes. Teardowns and new construction can have a dramatic impact in traditional neighborhoods. Despite concerns about Winnetka's changing character, property rights advocates still have a strong voice in the community. There is ongoing tension between residents who appreciate Winnetka historic character and developers who want to maximize value.

Historic Resources Survey Program

The Village lacks a survey program that identifies historic resources that could be future local landmarks or subject to the demolition delay requirements. The Commission also struggles with a lack of information and documentation on its historic resources, and it relies on information provided by the Historical Society, which is not always complete. The failure to complete the 1987 survey due to community opposition makes the Commission and Village leaders reticent to attempt another survey. However, the Commission understands that conducting future historic resource surveys would resolve many of its current issues with documentation and identification.

Housing Affordability

The large number of demolitions have significantly changed neighborhoods and have an impact on housing affordability as Winnetka loses its smaller homes, Bungalows, and Ranch homes to demolition. The loss of these homes also impacts the ability for seniors to age in place.

Education

The Commission believes that educating property owners about the benefits of historic preservation is a key issue and priority. The 2019 Community Caucus Survey indicated that 60 percent of residents favor historic preservation. Despite this, there is misunderstanding in the community about what landmark designation means — the common misunderstanding is that the Commission has the authority to preserve landmarks in perpetuity. To better inform the community, the Commission created a brochure on existing local landmarks and is also exploring additional partnership and educational opportunities with the Historical Society, including a website and monthly newsletter, regular lectures, preservation workshops, and outreach events that bring architects, realtors, and property owners together. The Commission currently partners with the Historical Society on trolley tours throughout the Village.

Sustainability

Promoting historic preservation as a means for achieving community sustainability goals can be a powerful message to younger generations who are already seeking walkability and authenticity in the places they live and work in. Sustainability is important in Winnetka, and the Commission is also considering other policy ideas such as requiring the deconstruction of historic homes facing demolition.

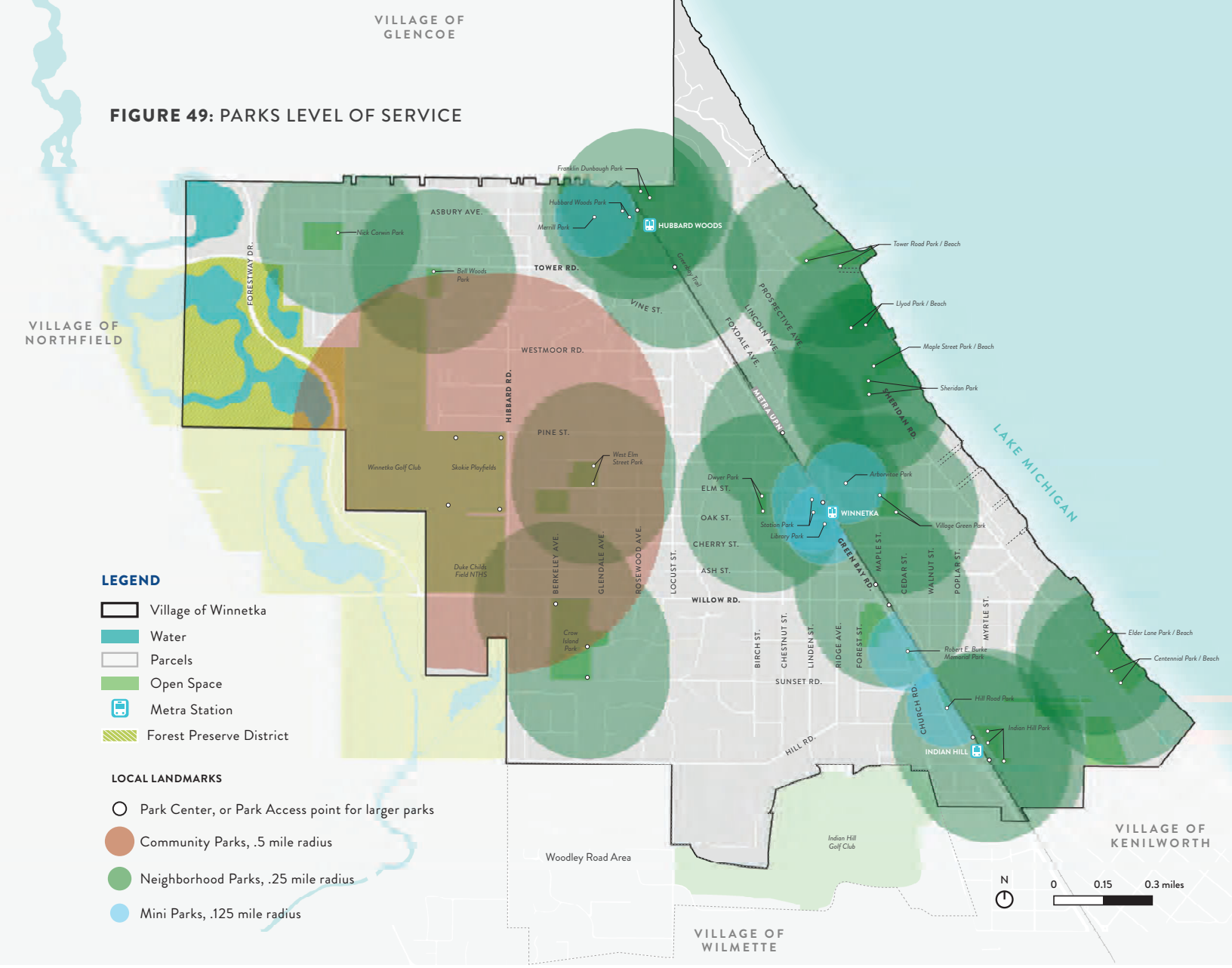
Parks, Open Space, Bluffs, & Lakefront

Winnetka has always been a community that values its parks and open space resources. Residents often cite the abundance of parks and green space as one of the community's most attractive features. Winnetka's open spaces are well-planned and spread throughout the community. Winnetka has approximately 388 acres of parks and open space which comprises roughly 16 percent of the Village's total land use. The open space acreage includes parks, Forest Preserve lands, beaches and bluff areas, and recreational areas. However, open space goes beyond parks, and a comprehensive approach must be taken to ensure adequate open space resources and preservation of the natural environment. Open space for parks and recreation, resource conservation, public health and safety, and character defining features should all be considered. Winnetka's open spaces are highlighted in Figure 49.

Dwyer Park © Winnetka Park District

> *"Winnetka's parks and open space were definitely one of the reasons we chose this community to settle down in.*
>
> - COMMENT FROM STAKEHOLDER LISTENING SESSION

FIGURE 49: PARKS LEVEL OF SERVICE



WINNETKA PARK DISTRICT INVENTORY INCLUDES PARKS, BEACHES AND BLUFF AREAS, AND RECREATIONAL AREAS.

2.6 acres of mini parks

79 acres of neighborhood parks

162 acres of community parks

26 acres of beaches and ravines

9.4 acres of the Green Bay Trail

43.6 acres of additional parks and open spaces

205 acres

ACTIVE RECREATION - includes programmable parks that offer special facilities, courses, fields, or equipment.

38 acres

PASSIVE RECREATION - includes simple parks or environmentally sensitive open spaces - typically not programmed.

TABLE 9: WINNETKA OPEN SPACE

NAME	ACRES
WINNETKA PARK DISTRICT	
MINI PARKS	
Arborvitae Park	0.09
Bradstreet Park	0.23
Glencoe Park	0.39
HAPP Road Park	0.38
Hill Road Park	0.3
Library Park	0.26
Merrill Park	0.13
Station Park	0.83
Subtotal	***2.61***
NEIGHBORHOOD PARKS	
Bell Woods Park	2.57
Centennial Park	5.22
Crow Island Woods	17.91
Dwyer Park	1.23
Elder Lane Park	4.56
Franklin Dunbaugh Park	1.42
Green Bay Trail	9.38
Hubbard Woods Park	1.38
Indian Hill Park	3.36
Lloyd Park	9.53
Maple Street Park	3
Nick Corwin Park	6.05
Northfield Park	1.99
Sheridan Park	1.2
Tower Road Park	3.75
Village Green Park	3.34
West Elm Street Park	3.74
Subtotal	***79.63***
COMMUNITY PARKS	
Skokie Playfield	162.01
Subtotal	***162.01***
Total Winnetka Park District	**244.25**
FOREST PRESERVE OF COOK COUNTY	
Skokie Lagoons Forest Preserve	128
Total Forest Preserve of Cook County in Winnetka	**128**
TOTAL WINNETKA PARKS + OPEN SPACE	**372.25**

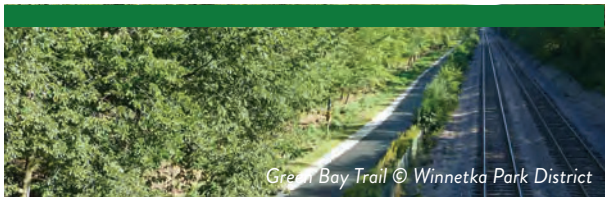
COMMUNITY OPEN SPACE

Public parks and open spaces in Winnetka are provided by two agencies – the Winnetka Park District and Forest Preserve District of Cook County. The combined park and open space acreage for both agencies in Winnetka is 372.25 acres. The Winnetka Park District is the largest provider, operating more than 25 parks and open spaces. These open spaces fall into one of three categories:

Library Park © Winnetka Park District

Mini Parks

Mini Parks are small-scale open spaces that meet a variety of needs, including: small event space, play areas for children, spaces for relaxing or meeting friends, taking lunch breaks, etc. *Examples include: Merrill Park, Station Park, Hill Road Park, Happ Road Park, etc.*


Green Bay Trail © Winnetka Park District

Neighborhood Parks

Neighborhood Parks are generally designed for informal active and passive recreation and community gathering spaces. Elements include playgrounds, picnic areas, sports fields, and trail systems. *Examples include: Centennial Park, Elder Lane Park, Hubbard Woods Park, Lloyd Park, etc.*

Skokie Playfield © Winnetka Park District

Community Parks

Community Parks are larger parks that focus on meeting regional and community-wide recreation needs. These Parks host athletic teams and affiliate programs on courts and fields. Skokie Playfield is the only Community Park in Winnetka Park District's boundary.

LAKEFRONT BEACHES, PARKS AND BLUFFS

Winnetka's lakefront is one of its most prized assets. Although most of the lakefront is lined with single-family homes and large private estates, there are ample opportunities for public access. To ensure the long-term preservation and enhancement of the lakefront, the Winnetka Park District developed and adopted the Winnetka Waterfront 2030 Master Plan in 2016. The plan is meant to provide a long-term, sustainable strategy for the preservation, protection, restoration, and enhancement of Winnetka's lakefront for both Winnetka residents and the broad range of Lake Michigan user groups. This plan is meant to serve as a conceptual guide for future projects that preserve and enhance Winnetka's lakefront beaches and parks and strengthen resiliency measures to guard against bluff and shoreline erosion.

Elder Lane Park and Beach and Centennial Park

Elder Lane Park and Beach and Centennial Park anchor the southern end of the Winnetka lakefront park system. While each of these is an individual park, they are typically referenced as one park due to their proximity to one another. Elder Lane provides a swimming beach and non-motorized boat launch. Centennial Park includes a dog beach that is separate from the actual park. The Waterfront Master Plan explores ways to combine these areas to maximize both community open space, opportunities for recreation, and programming. The Plan recommends the Park District to bridge the gap between the two parks by acquiring the single-family home and property between the two. The Winnetka Park District's most recent effort to combine the two parks into a single lake front park is still in progress.

Maple Park and Beach

Maple Park and Beach is a passive beach and park located in the center of Winnetka's shoreline. Like Elder and Centennial Park, Maple has an expansive grassy area that provides ample open space. The upper area provides limited surface parking and contains a simple yet accessible walkway leading to the beach front and overlook. The Master Plan suggests both short-term and long-term renovation of the existing break wall pier located on the north end of the beach. The pier is heavily used, and the beach's safety and security would be improved with its renovation.

Lloyd Park and Boat Launch

Lloyd Park and Boat Launch is the Park District's boating launch and main hub of water sports activity. The Master Plan recommends improvements to build character and enhance both active and passive recreational opportunities. The park's infrastructure, boat launch, and parking facilities provide significant opportunities to increase waterfront activities as well as improve programming. A range of long-term options, such as enclosed powerboat storage, boating rental facilities, improved road access, and boathouse overlook facility will expand full season programming, and offer the District new revenue opportunities to offset cost of construction and on-going management.

Tower Road Park and Beach

Tower Road Park and Beach anchors the Park District's lakefront on the north. It will continue to serve as the primary swimming beach and the northern hub for the Park District's boardwalk/fitness trail course. While numerous long-term physical improvements have been identified, priority should be placed in the near term on improving signage, site amenities, and bluff stabilization. The Master Plan identified a new bluff access staircase with built-in seat walls and a new overlook for activity programming that have recently been completed. Recent improvements to the park include entrance enhancements and an elevated bluff walk at Tower Road Beach, in an effort to increase overall pedestrian access.

SPECIAL USE FACILITIES

Residents find community in many different Winnetka Park District (WPD) spaces and its many programs. The **A.C. Nielsen Tennis Center**, a facility of the Winnetka Park District, was donated in 1962 by resident A.C. Nielsen. It is complete with eight indoor and 12 outdoor courts (five lighted), a nursery, complete pro shop and shower/locker room facilities. Group and private lessons are available for all ages and abilities as are permanent court time rentals. Community meetings and public engagement gatherings are often held in the WPD's Community Room, located near the WPD offices in the relatively new addition to the Nielsen Tennis Center, and in the Tennis Lounge, with its fireplace and living room-type furniture.

The **Winnetka paddle tennis facility** is one of the only public facilities of its kind in the Midwest. It features six outdoor heated and lighted courts, and a state-of-the-art paddle hut. The free-standing paddle hut is also used for social gatherings and meetings and can comfortably accommodate up to 50 people, and includes a flat screen TV, gas fireplace, full-size refrigerator, kitchen prep area, and a bar. The Park District and the Paddle Tennis Club have plans to expand the number of courts and the paddle hut.

The **Park District's Winnetka Golf Club** was established in 1914 on 30 acres of flood-plain marshland by noted golf course architect William H. Langford. It grew over the years from 9 holes to 18, then eventually a second 9-hole par-3 course was added. In addition, the Winnetka Golf Club has a 10,000 square foot practice putting green, two smaller chipping greens, and a 26-station driving range with five target tees. The clubhouse consists of a full-service pro shop, snack bar, and lockers for its players.

The Winnetka Park District has both indoor and outdoor ice-skating opportunities. The indoor **Winnetka Ice Arena** has an indoor ice rink and café that are open year-round for hockey and figure skaters. Programming includes public skating, skating programs, hockey programs, private skating lessons, the Figure Skating Club and the Ice Angels Synchro Team. Gullen's Pond is an outdoor refrigerated rink at the Winnetka Ice Arena. Outdoor skating is also seasonally available at Indian Hill Park in the winter.

There are also several sports fields for outdoor programs and rental at the **Skokie Playfields.** The playfields provide two artificial turf multi-use fields with storm water storage facilities below, and four baseball diamonds.

Rendering of planned improvements at Tower Bridge

SHORELINE STABILIZATION

Due to current fluctuating record high water levels, high wave action, and other environmental factors, shorelines along Lake Michigan are experiencing erosion and significant destruction at unprecedented rates. Some shorelines are eroding at a rate of 17 feet per year. Winnetka's lakefront has been negatively impacted by shoreline erosion, with Lloyd Beach being the most severely impacted.

Bluffs of Winnetka

The bluffs of Winnetka's lakefront are an iconic natural land form recognized early on as a symbol of the community. The current Comprehensive Plan recognizes the need to protect and enhance the natural features and environmental resources of Winnetka, including the bluffs. The Plan has specific goals and objectives to ensure integrity of the bluffs is maintained and bluff and ravine management standards are being met:

> *3.5.1 Lake Michigan Bluff and Ravines*
>
> *The Lake Michigan bluffs and the ravines leading to the lake are important features of the Village, providing pleasant wooded areas and affording beautiful views of the lake. Bluffs and ravines are fragile ecological resources that must be properly managed. Building too close to the edge of a bluff or ravine can weaken it, possibly leading to collapse and affecting neighboring properties. Failure to maintain proper plantings on the slope can lead to erosion. Lake Michigan bluffs, if not properly protected from waves and high water, can be severely eroded by the lake.*

The Park District has taken a lead stewardship role of monitoring and restoring the bluffs. As with shoreline erosion, bluff erosion is a major concern across Lake Michigan. The bluffs across the five lakefront parks and beaches have been impacted by erosion due to high waves and stormwater runoff from rainfall and deteriorating vegetation canopy. To preserve and protect the bluffs and shoreline, the Winnetka Park District has undertaken a bluff restoration plan and targeted improvements to ensure their longevity.

Current Improvements

Phase One Bluff Land Restoration Site Improvements are underway for the Winnetka Park District. These improvements follow several iterations of master planning efforts, including the Winnetka Lakefront Master Plan and the more recent Bluff Land Restoration Plan completed in 2018. The Phase One improvements include invasive species eradication and native landscape restoration at all five beach parks, as well as entrance enhancements and an improved elevated bluff walk to Tower Road Beach. The Park District anticipates these improvements, as well as future improvements, will stabilize and protect the bluffs for generations to come.

PARKLAND LEVEL OF SERVICE ANALYSIS

Level of Service (LOS) analyses evaluate how well parks and amenities serve the current needs of the community. Benchmarks for park and recreation agencies were first developed in the 1980s by the National Parks and Recreation Association (NRPA) to measure the total acreage needs of communities. Level of Service is assessed through multiple avenues: acreage, distribution, and amenities.

Acreage

Acreage LOS is the calculation of the minimum land required to provide all recreation activities and facilities needed to support such activities. NRPA's population ratio method (10 acres / 1,000 population) focuses on the direct relationship between recreation space acreage and people served. This is the most common method of estimating the District's park and open space acreage level of service. With a population of approximately 12,000, the community is recommended to have 120 acres of total park and open space. With 372 acres of parks and open space, the community is well served and exceeds the minimum LOS recommendations.

Distribution Level of Service

Distribution Level of Service (DLOS) Analysis studies the geographic distribution of parks and evaluates how equitably these sites are placed throughout the community. This may reveal that some areas are under served or that the District is serving its residents and should shift its efforts towards maintaining and updating existing sites. Mini and Neighborhood Parks are considered walk-to destinations, and their service areas might be limited due to pedestrian barriers. In Winnetka, Green Bay Rd. serves as the main pedestrian barrier, limiting service areas to either side of the road. Community Parks are considered drive-to destinations, serving beyond the neighborhoods in which they are located, hence their service areas are not clipped. The LOS of Winnetka's parks is highlighted in Figure 49 on page 116.

Service Area

Mini Park service areas (blue discs) and Neighborhood Park service areas (green discs) are clipped to the major barrier, Green Bay Rd. Conversely, Community Park service area (red disc) is not interrupted. The overlapping service area discs create a gradient ranging from light to dark illustrating to which degree the residents are served. Residents who fall within a dark area are served by multiple parks and their amenities.

Overall Park Distribution Analysis

Typically, service areas for Mini Parks, Neighborhood Parks, and Community Parks are at 0.25-mile, 0.5-mile, and 1-mile, respectively. However, given that Winnetka exceeds the recommended acres for parks and open space, service area metrics have been altered to show potential gaps in service. The Overall Park service area map shows a 0.125-mile, a 0.25-mile and 0.5-mile service area radius around the existing Mini Parks, Neighborhood Parks, and Community Parks, respectively. Residents living east of the Green Bay Trail are highly served by Neighborhoods Parks. The Green Bay Trail, categorized as a Neighborhood Park, has an uninterrupted service area that extends west of the trail. To the west, Skokie Playfield, Winnetka's only Community Park, is the main service provider along with several Neighborhood Parks.

Overall, the vast majority—90%—of Winnetka residents have access to a Mini, Neighborhood, or Community Park within zero to 0.5 mile of where they live.

PARK EQUITY

90%

of Winnetka residents live within a 10 min walking distance from a neighborhood park.

Recreation Programs

In addition to parks, the Winnetka Park District provides residents and surrounding communities with numerous annual recreation and leisure programs that include fitness, sports, creative arts, education, social activities, and special events. The District's offerings cater to all generations including young adults and seniors. Some of the District's most popular offerings include skating and hockey in the winter months, and softball, soccer, tennis and golf in the summer months. The Winnetka Park District has robust programming for children, including a variety of summer camps, special events, and sports ranging from touch rugby to lacrosse, basketball and t-ball. There are a host of adult programs offered to the community, including golf. Seasonal rentals for birthday parties and other events are available at Maple Street Beach house, Elder Lane Beach House, and the Winnetka Golf Clubhouse Bar.

Adult and Senior Programs

Winnetka Park District provides a variety of adult recreation programming. Their adult recreation programs include golf, ice skating, paddle tennis, and tennis. They also include a variety of fitness programs including fitness bootcamp, High Intensity Training (HIT), and yoga.

The North Shore Senior Center (NSSC) in Northfield is the primary senior center available to Winnetka seniors. NSSC provides a variety of services and programs to Winnetka seniors including a range of fitness and recreation courses and classes. Recreation classes are offered in tennis, exercise and dance, health and wellness education and personal fitness.

Winnetka Golf Club © Winnetka Park District

Family Camp Out at Tower Road Beach © Winnetka Park District

COMMUNITY OPEN HOUSE RESULTS

What big ideas do you have for park and open space do you think are suitable for Winnetka?

There were numerous responses to this question from all demographic groups. Dog park and dog beach were among the more popular responses. The need to improve the Green Bay Trail and park bathrooms was mentioned. Participants also mentioned a desire for additional open space at the post office site, as well as additional amenities, such as an expanded marina and food options or restaurants along the beaches and lake front.

MOBILITY & CONNECTIVITY

Public Transit

Along with investment in street improvements, the Winnetka Futures: 2040 Plan will emphasize the importance of transit and non-motorized transportation options as a critical component to the vision. A complete system of bicycle and pedestrian facilities will be needed to provide a safe, cohesive network of facilities for people walking, biking, and accessing transit throughout the Village. The Village aims to improve mobility while also addressing safety issues, improving environmental and health outcomes, and fostering a climate for economic development, all in an equitable way.

METRA

Winnetka is a unique community with superb Metra access along the Union Pacific/North Line (UP-N). Residents benefit from three stations, one in each of the business districts providing these denser areas with high-quality transit.

The downtown Winnetka station is the most popular for riders and offers typical commuters more Metra trains per day than Hubbard Woods or Indian Hill, as outlined in Table 10. A typical trip from Winnetka to Ogilvie Transportation Center takes approximately 35 minutes.

Access to elevators at Winnetka Metra Station.

TABLE 10: METRA STATION RIDERSHIP SUMMARY

	TOTAL DAILY PASSENGERS						
	INBOUND TRAINS		OUTBOUND TRAINS		ALL TRAINS		TOTAL MORNING BOARDINGS
STATION	ONS	OFFS	ONS	OFFS	ONS	OFFS	
WINNETKA	713	42	41	719	754	761	602
HUBBARD WOODS	378	16	18	305	396	321	334
INDIAN HILL	331	87	56	289	387	376	266

Source: 2018 Metra Fall Boarding and Alighting Counts

TABLE 11: MODE OF ACCESS TO METRA STATIONS

STATION	WALK	DRIVE ALONE	CARPOOL DRIVE	DROP OFF	BIKE	TRANSIT
WINNETKA	47%	31%	1%	14%	5%	1%
HUBBARD WOODS	62%	25%	5%	6%	1%	0%
INDIAN HILL	72%	12%	0%	7%	8%	0%

Source: 2016 Metra Modes of Station Access

Pedestrian access and amenities to each of the stations were inventoried:

- **Winnetka:** The Winnetka (Elm Street) station is below grade and is the only station in the Village that is ADA accessible with an elevator that connects to the platform. Amenities at the station include a station house with leased space, bike parking, and covered platform.
- **Hubbard Woods:** This platform is below grade with only stair access. Some bike parking is provided, as well as benches. This station is slated for significant capital investment that will include ADA access and station house improvements, among others.
- **Indian Hill:** The train tracks through Indian Hill are above grade with access via stairs and viaducts crossing under the tracks. Amenities at the station include some bike parking and a covered platform.

Metra riders overwhelmingly leave their cars at home, particularly at the Hubbard Woods station where 80 percent of riders are walking or biking to the train. Table 11 summarizes how riders get to and from each station.

Stairs to Indian Hill Metra platform.

The Metra Division of Strategic Planning & Performance has identified a potential triple track improvement along the UP-N line extending through the Village from north of Hubbard Woods to the Kenilworth station. This improvement would allow for improved express service. Implications of the improvement have not yet been determined.

TRANSPORTATION PROFESSIONALS

A group of local and regional transportation providers gathered on February 13, 2020 for a focus group discussion. Key themes that came out of that discussion are summarized below.

Transit Investment

Various transit investments are planned in Winnetka. Metra has begun the design phase for Hubbard Woods Station improvements. The goal of the project is to stabilize the bridge, to update stairs and provide accessible access to the train stop, and to rehabilitate the depot building. This project will also include a tenant space in the train depot.

Capital improvements to this station and others have been on hold for years as Metra worked to implement an unfunded federal mandate to incorporate Positive Train Control (PTC) technology. With the PTC system almost finalized and the passage of a state capital funding bill, Metra is now able to address its six million dollar backlog of projects. While the agency must balance needs, efforts to put amenities back into stations are improvements that people can see. Metra's long-term vision is to increase service—both getting people into downtown Chicago and reverse commutes and suburb to suburb travel. In order to better serve the community and region through express service, a third rail is needed on the UP-N line.

Pace routes traveling through Winnetka benefit from relatively high ridership levels, due in large part to access to New Trier High School. There are eight north shore routes that are in the process of being restructured, including route 423 which is being split into two routes. This planning effort should not result in reduced service for Winnetka.

Green Bay Trail + Pedestrian Access

The Village largely owns the Green Bay Trail right-of-way and leases it to the Park District. The Park District maintains the flat part and the Village maintains the slopes. The Village and Park District are doing a planning study in the near future to look at improvements along the trail. The current level of maintenance is minimal, and while the grade separation project which established the Green Bay Trail is great for users of the trail, the change in elevation makes ADA access and connectivity to the business districts difficult.

Winnetka's Metra stations have strong ridership—there are more than 700 boardings/day at the Winnetka station, and of those riders, more than 50% arrive to Metra on bike or on foot. Building transit oriented development near Winnetka's stations would increase the number of riders within walking distance of Metra. Stakeholders expressed a desire for a pedestrian crossing at Spruce Street—Metra indicated that while the UP is looking to reduce crossings, a pedestrian bridge would be a safer but more expensive option.

PACE

Winnetka is served by Pace routes (213 and 423) that provide residents, students, and employees a means of traveling within Winnetka and the surrounding area, as outlined on the Bus Routes map.

Ridership information indicates the following stops have the highest concentration of people getting on and off the bus:

- Near Indian Hill Metra
  - Green Bay Rd / Winnetka Ave
  - 93 Green Bay
- Near Winnetka Metra Station
  - Green Bay Rd / Linden St (Winnetka Public Library)
  - Green Bay Rd / Elm St
  - Oak St / Green Bay Rd/ Linden St (Winnetka Public Library)
  - Elm/ Winnetka Metra Station
- Near Hubbard Woods
  - Green Bay Rd / Scott Ave

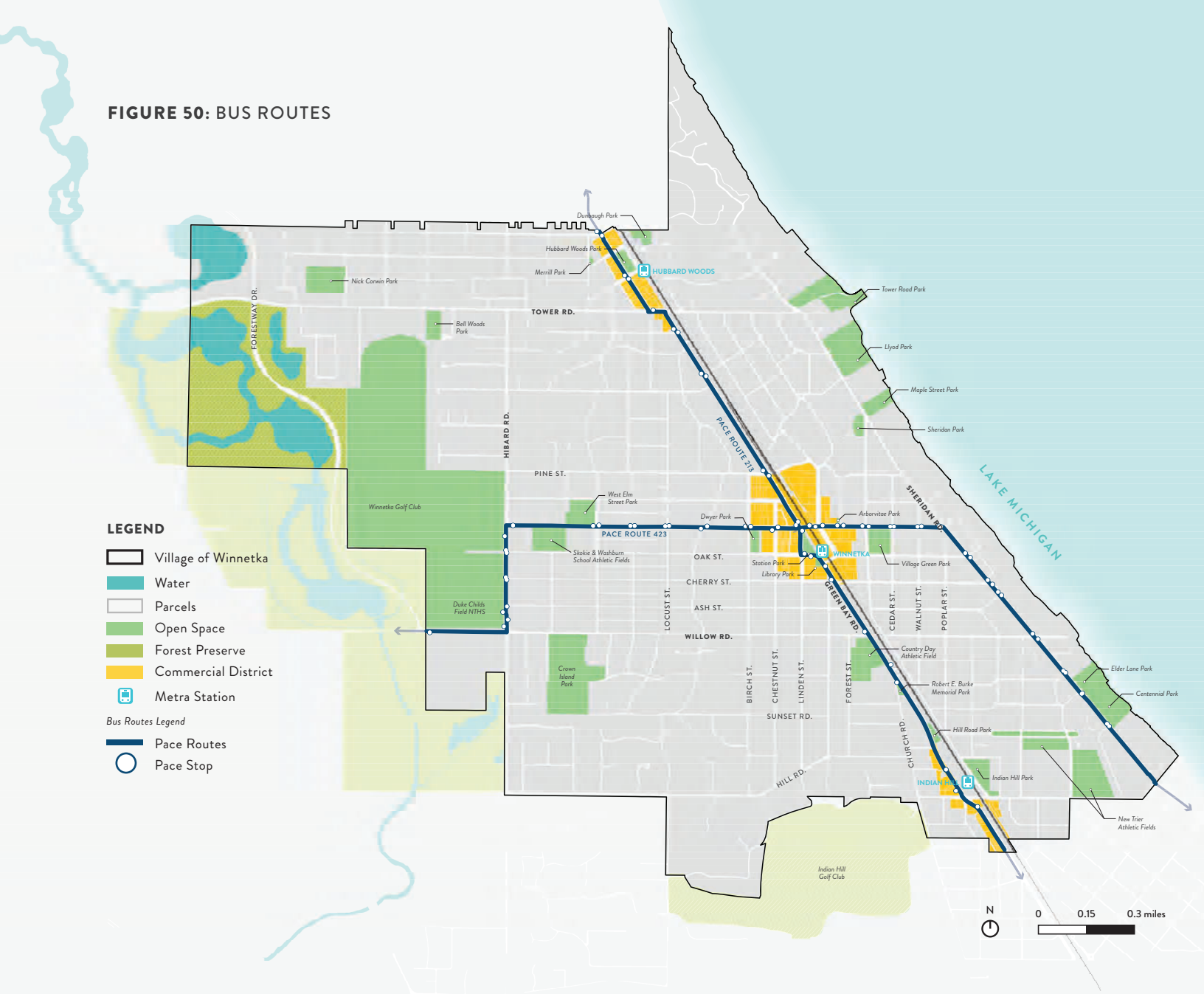
Throughout Winnetka, Pace bus stop treatments range from simple signposts to basic amenities like level boarding pads, covered shelters, and/or benches. Most bus stops within neighborhoods are simply marked with signposts within the parkway, and bus stops with amenities tend to be near Metra stations. Most stops along Green Bay Road lack any amenities and the east side of the corridor lacks sidewalk connections altogether, which is a necessity for adequate access to transit.

TABLE 12: 2019 PACE RIDERSHIP

ROUTE	STOP NAME	TOTAL RIDERSHIP
213	Green Bay Rd & Winnetka Ave (South)	462
213	Green Bay Rd & Winnetka Ave (North)	174
213	93 Green Bay Rd (North)	147
213	Green Bay Rd & Linden St (South)	147
213	Green Bay Rd & Elm St (South)	122
213	Oak St & Green Bay Rd/Linden St (North)	119
423	Elm/Winnetka Metra Station (South)	83
423	Elm/Winnetka Metra Station (North)	67
213	Green Bay Rd & Elm St (North)	66
213	Green Bay Rd & Scott Ave (South)	54

Source: 2019 PACE

FIGURE 50: BUS ROUTES



COMMUNITY OPEN HOUSE RESULTS

What types of transit improvements would you like to see in Winnetka?

The majority of responses were in favor of improving transit through bus shelters, covered bike parking, Metra Café, live arrival/departure screens and improved accessibility. None of the participants disliked the improvements proposed and a few were neutral. Other improvements proposed by participants included a bike share system, renovating Indian Hill Metra Station, as well as additional bike parking.

Bicycling & Trail Connections

Bicycle infrastructure is a critical part of creating a friendly and comfortable environment for non-vehicular users, and with a number of trails and multi-use pathways throughout Winnetka, the Village is well positioned to establish bicycle connections to the greater region. Figure 51 highlights existing bike infrastructure through Winnetka, and it shows the planned routes identified in the 2015 Winnetka Bikeway Master Plan prepared by the Winnetka Park District, which calls for a network of on- and off-street bike facilities to enhance east-west connections to the Green Bay Trail, as well as other key destinations:

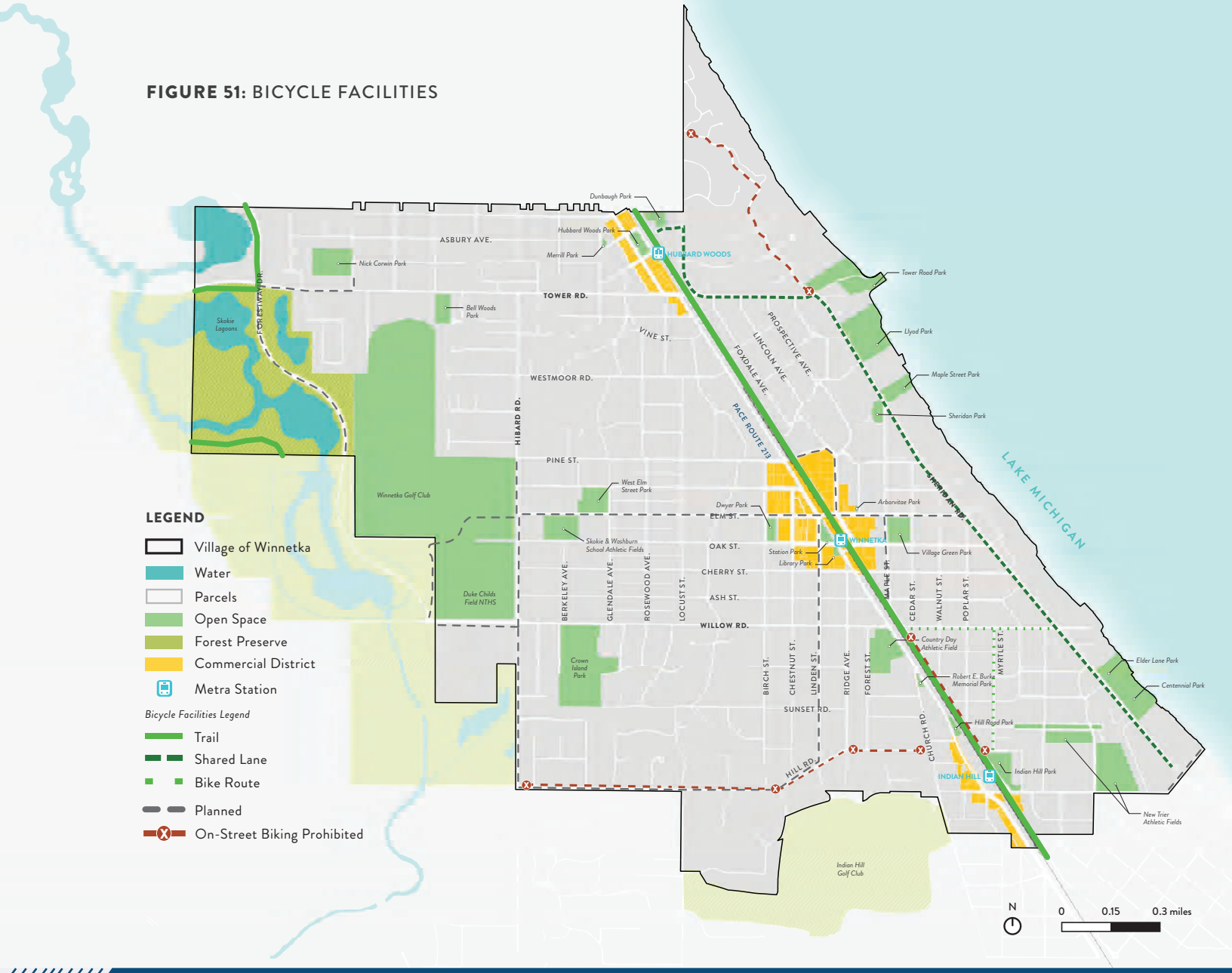
- **Skokie Lagoons:** The Skokie Lagoons, approximately 2.5 miles from Downtown Winnetka, is relatively isolated for people walking or on bikes with access limited to Tower Road or Willow Road. Improved connections would provide residents better access to the North Branch Trail, Chicago Botanic Garden and New Trier West Campus.
- **Lakefront:** Stabilizing the Lake Michigan shoreline in the community's parks is a top priority for the Winnetka Park District . As work is planned, improved connections to the beaches (Tower Road, Maple Street, Elder Lane) would benefit residents with a reliable and safe, non-vehicular means of traveling to/from the beach.

Figure 51 denotes the Willow Road corridor, east of Green Bay Road, as a regional priority bike corridor through Winnetka, as identified in the Northwest Municipal Conference Multimodal Plan. The map also shows where biking is prohibited:

- Wilson Street between Hill Road and Willow Road near Evergreen Lane
- Hill Road between Church Road and Hibbard Road
- Sheridan Road between Tower Road and Scott Avenue

> *"Glencoe has done a wonderful job of making the Green Bay Trail attractive—Winnetka should match or exceed that investment on its section of the trail.*
>
> - COMMENT FROM COMMUNITY CONVERSATIONS

FIGURE 51: BICYCLE FACILITIES



COMMUNITY OPEN HOUSE RESULTS

How often do you bike for exercise/recreation?

The majority of participants bike at least once a week. Of the 45 respondents, 53% bike once a week, and 24% bike once a month. The majority of responses were from empty nesters and young seniors (ages 55 to 74). The majority of participants ages 35 to 54 bike at least once a week.

How often do you bike for school/work/errands?

Responses to this question vastly varied but out of the 40 respondents, 38% bike once a week and 23% bike once a month. Some participants indicated that they rarely or almost never bike to commute. The majority of responses were from empty nesters and young seniors (ages 55 to 74).

Would you ride a bicycle more if you felt safer and more comfortable?

*The majority of responses from all demographic groups indicated that participants **would ride** a bicycle more often if they felt safer. Six participants answered with a **maybe** and seven with a **no**. Participants ages 35 to 74 provided the most feedback for this question.*

GREEN BAY TRAIL

The Green Bay Trail runs parallel to the UP-N Metra Line and directly adjacent to Winnetka's business districts presenting a significant opportunity to attract families and other riders to eat, shop, and play in the Village. The need for directional signage to and from the Green Bay Trail, particularly wayfinding to and from the business districts located just off the trail, is well documented in previous planning efforts, such as the 2016 Downtown Master Plan.

There are numerous access points to the trail, as highlighted in Figure 52. However, because of the varied grade differential from street level, many access points present issues for those on bike.

- Wilson Avenue and Winnetka Avenue (stairs, non-ADA)
- Indian Hill Metra Station (stairs, non-ADA)*
- Wilson Avenue and Willow Road (ramp, ADA)
- Wilson Avenue and Maple Street (level path, ADA)
- Winnetka Metra Station (stairs, non-ADA)*
- Pine Street (sloped path, non-ADA)
- Tower Road (sloped path, non-ADA)
- Hubbard Woods Metra Station (stairs, non-ADA)*

* While it is possible to access the Green Bay Trail from stairways at each Metra station, it requires traversing a Metra commuter platform and thus is not its intended use.

Entrance from Green Bay Trail to downtown business district indistinguishable.

BIKE PARKING

Bike parking plays an important role in the bike network and presents an opportunity to attract cyclists from the surrounding trails to shop, eat, and spend time in Winnetka. High capacity bike parking is particularly important near parks, schools and commercial areas. According to the 2015 Winnetka Bikeway Master Plan, prepared by the Winnetka Park District, the need for adequate bicycle parking is not being met in the following areas:

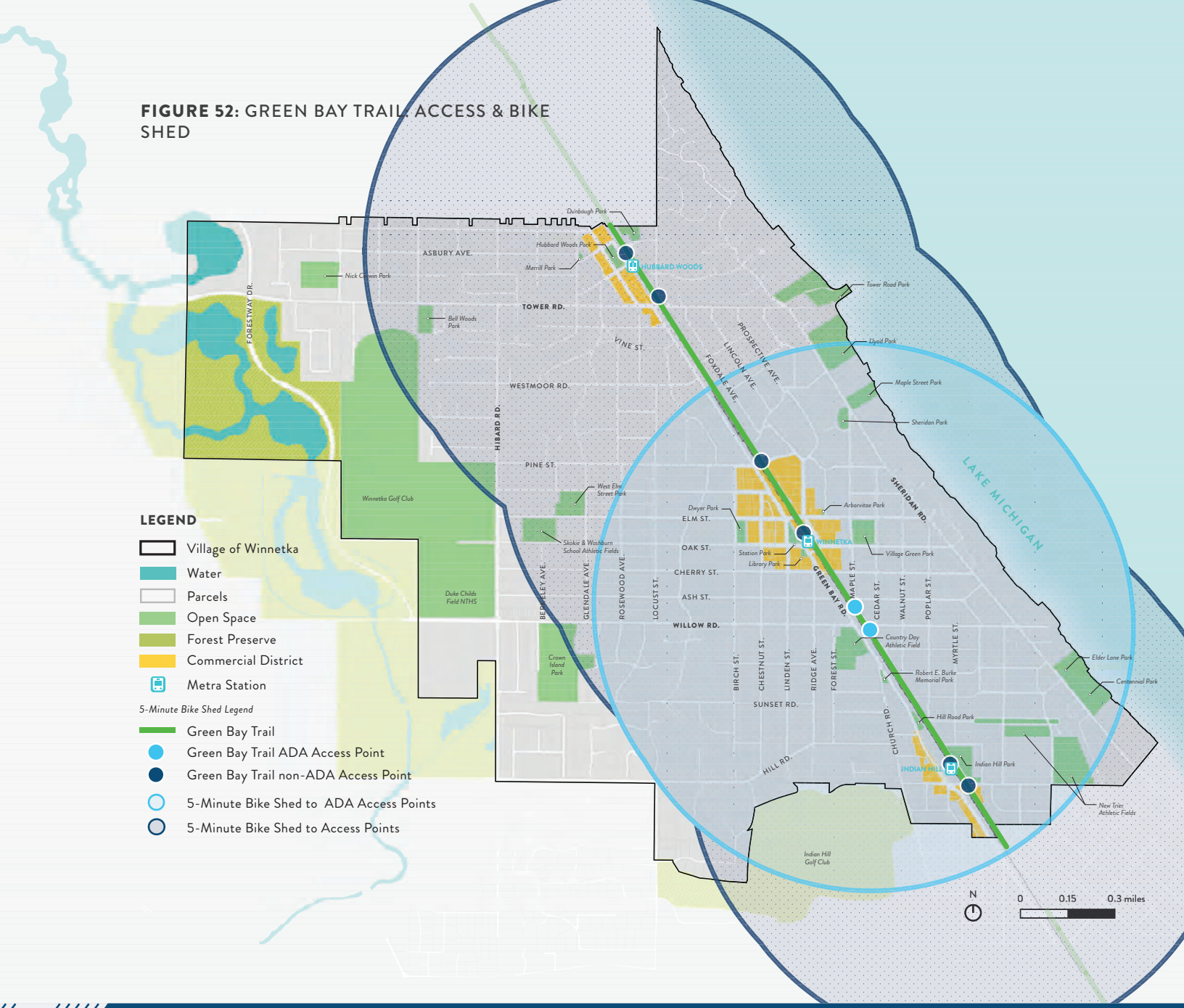
- Hubbard Woods Metra/Business District
- Elm Street Metra/Business District
- Indian Hill Metra/Business District
- Majority of parks
- Local Schools

Bike parking at Metra Stations is limited to racks, and the need for high capacity, covered bike parking was identified as a part of the plan.

Bike parking nearly full at Indian Hill Metra Station

Bike parking at Winnetka Metra Station

FIGURE 52: GREEN BAY TRAIL ACCESS & BIKE SHED



COMMUNITY OPEN HOUSE RESULTS

What types of improvements would you like on the Green Bay Trail?

Most of the identified improvements, including planting native landscape species, increasing signage and access, and improving surfacing were popular choices. Painting the bridges or underpasses was not voted as high with a few dislikes. Other ideas included lighting, more kid-friendly, separate lanes for bikers/walker, maps and educational signage. The majority of responses were from empty nesters and young seniors (ages 55 to 74).

Sidewalk Network

One of Winnetka's points of pride is its quaint, walkable environment. The Village has a largely complete and well-maintained sidewalk network, though there are some notable exceptions such as the east side of Green Bay Road, which is problematic for access to Pace and use for street parking. However, the Village currently has a sidewalk request policy in place for residents to request additional sections of sidewalks in areas that do not have them.

Residential sidewalks are generally well buffered from traffic by parkway/landscaping, and sidewalks in the business districts are wider and buffered from traffic by on-street parking. Sidewalks in the Elm Street business district that are 12 to 14 feet provide space for outdoor café seating areas, while still affording clear space for passing pedestrians, groups, wheelchairs and strollers. Recent streetscape projects in the Elm Street district improve pedestrian movements with widened sidewalk areas and curb extensions. Sidewalks in Hubbard Woods that are 8 or 10 feet wide constrain pedestrian movements to only a few feet, since the space also accommodates street tree pits, sidewalk signs, benches, and the door zone.

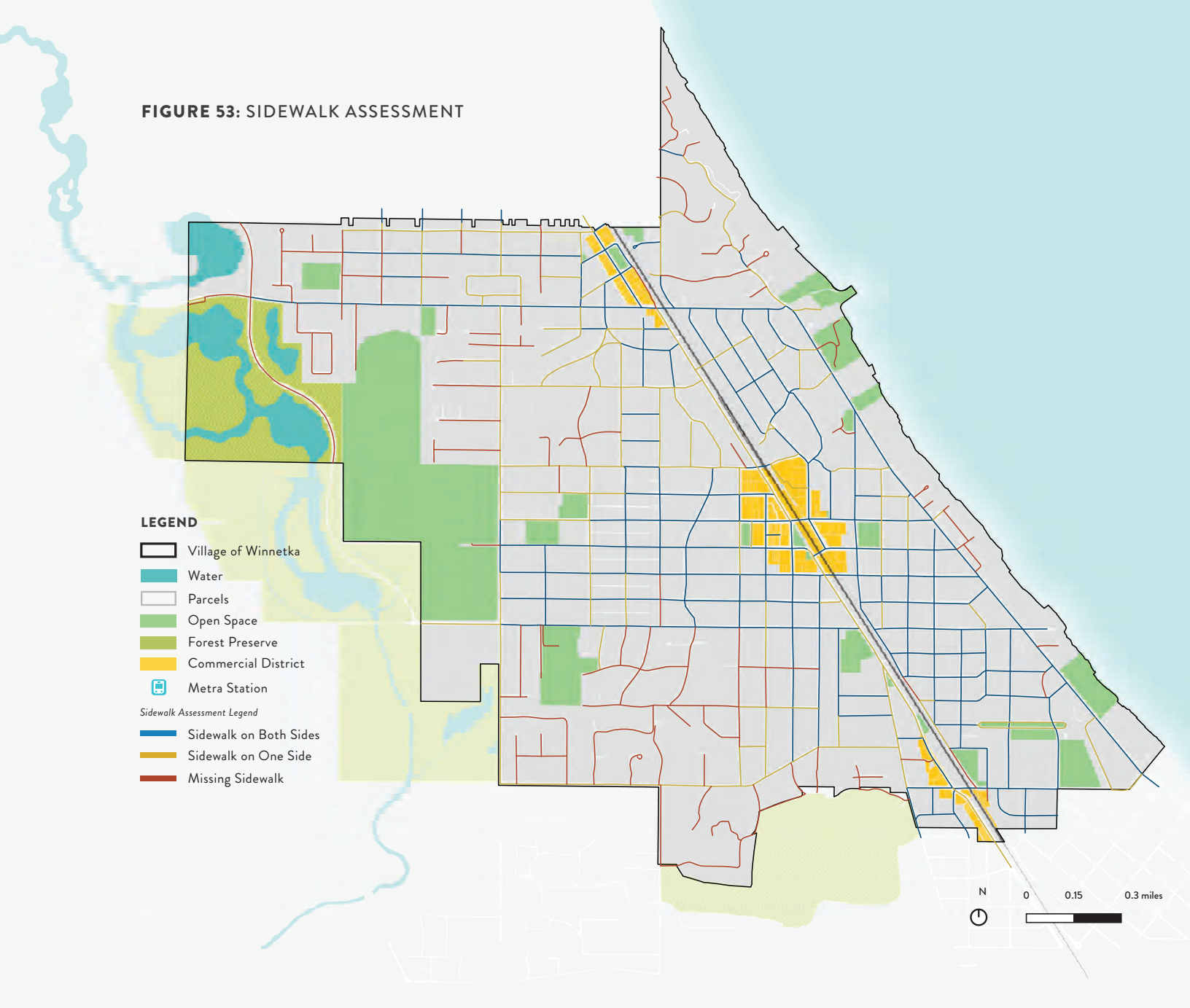
Streets within Winnetka were surveyed as part of the Chicago Metropolitan Agency for Planning (CMAP) Regional Sidewalk Inventory categorized as Sidewalk on Both Sides, Sidewalk on One Side, and Missing (on both sides). Figure 53 outlines Winnetka's sidewalk network, which is quantified by centerline miles in Table 13: Summation of Sidewalk Inventory.

TABLE 13: SUMMATION OF SIDEWALK INVENTORY

	CENTERLINE MILES
SIDEWALK ON BOTH SIDES	27.8
SIDEWALK ON ONE SIDE	17.8
MISSING	17.6

Source: CMAP Regional Sidewalk Inventory

FIGURE 53: SIDEWALK ASSESSMENT



Constrained sidewalk area in Hubbard Woods.

COMMUNITY OPEN HOUSE RESULTS

Where would you prioritize filling Winnetka's sidewalk gaps?

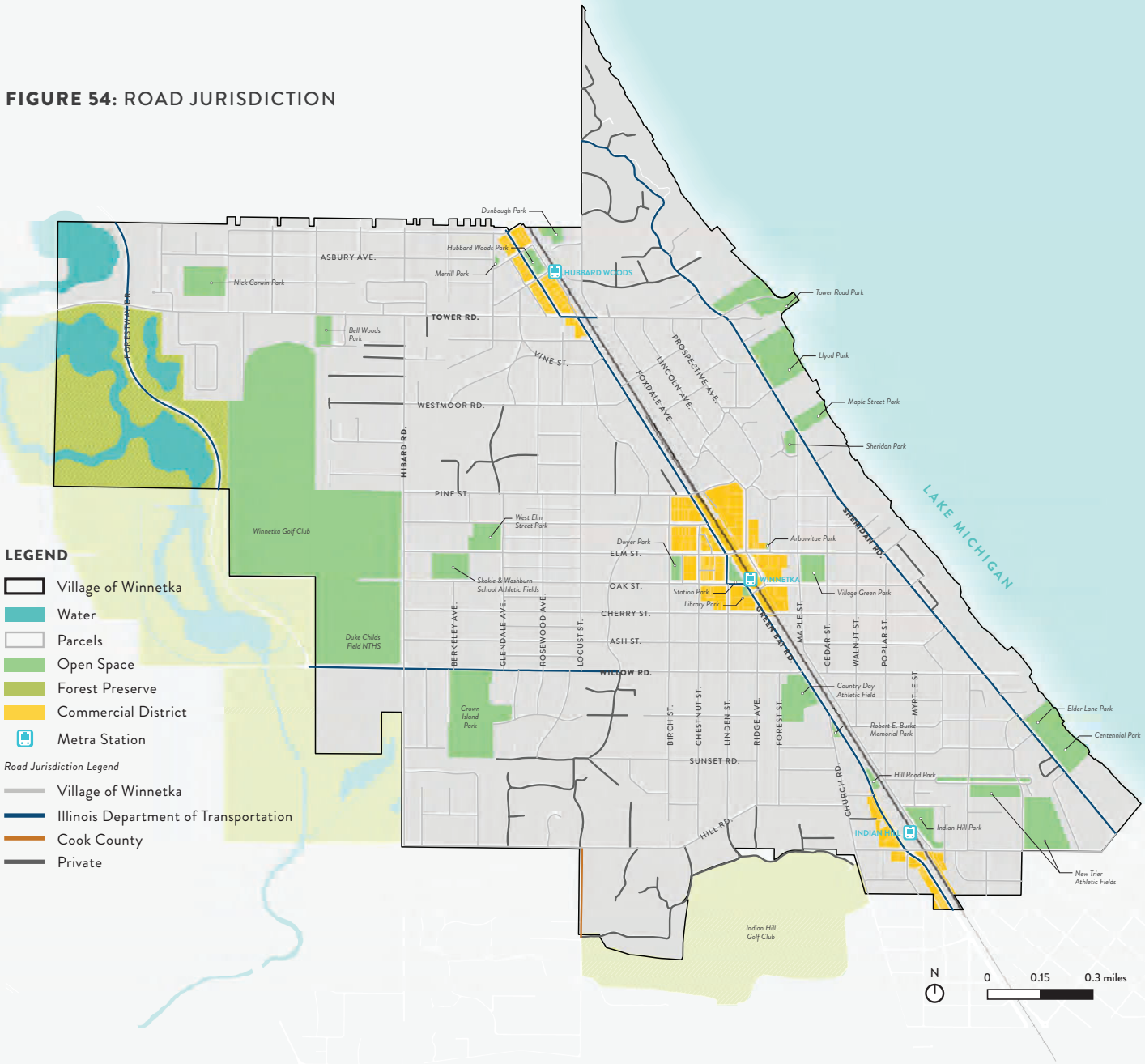
The majority of responses (80%) indicated the need to prioritize filling sidewalk gaps near parks, schools, and transit, as well as in neighborhoods with significant stretches of missing sidewalks. Approximately 20% of the total responses mentioned that sidewalks should not be a priority for the Village. The majority of responses were from empty nesters and young seniors (ages 55 to 74).

Road Jurisdiction & Traffic Circulation

The Village owns most of the roadway network within Village boundaries, and the Public Works Department is charged with roadway management, maintenance, and repairs. Standard residential street width is 22 feet which helps to keep travel speeds low and provide as much right-of-way as possible to sidewalk and parkway space. Collector street standards in the Village are slightly wider than that, specifying a 27-foot pavement width which allows for on-street parking without disruption to the travel path.

Hill Road looking westbound.

FIGURE 54: ROAD JURISDICTION



Green Bay Road, Sheridan Road, Forestway Drive, a small segment of Tower Road in the Hubbard Woods Business District, and Willow Road west of White Oak Lane are under the jurisdiction of the Illinois Department of Transportation (IDOT) and are subjected to a different set of standards which put limitations of the types of improvements the Village can make. Green Bay Road, in particular, serves as a major connector for vehicles traveling in and out of Winnetka, but it is also a major barrier for pedestrians and cyclists traveling from the eastern and western sides of the Village. This is compounded by the adjacent Metra line and the skewed nature of many of its intersections which widen the effective crossing distance for pedestrians.

Locust Street south of Hill Road is under the jurisdiction of the Cook County Department of Highways.

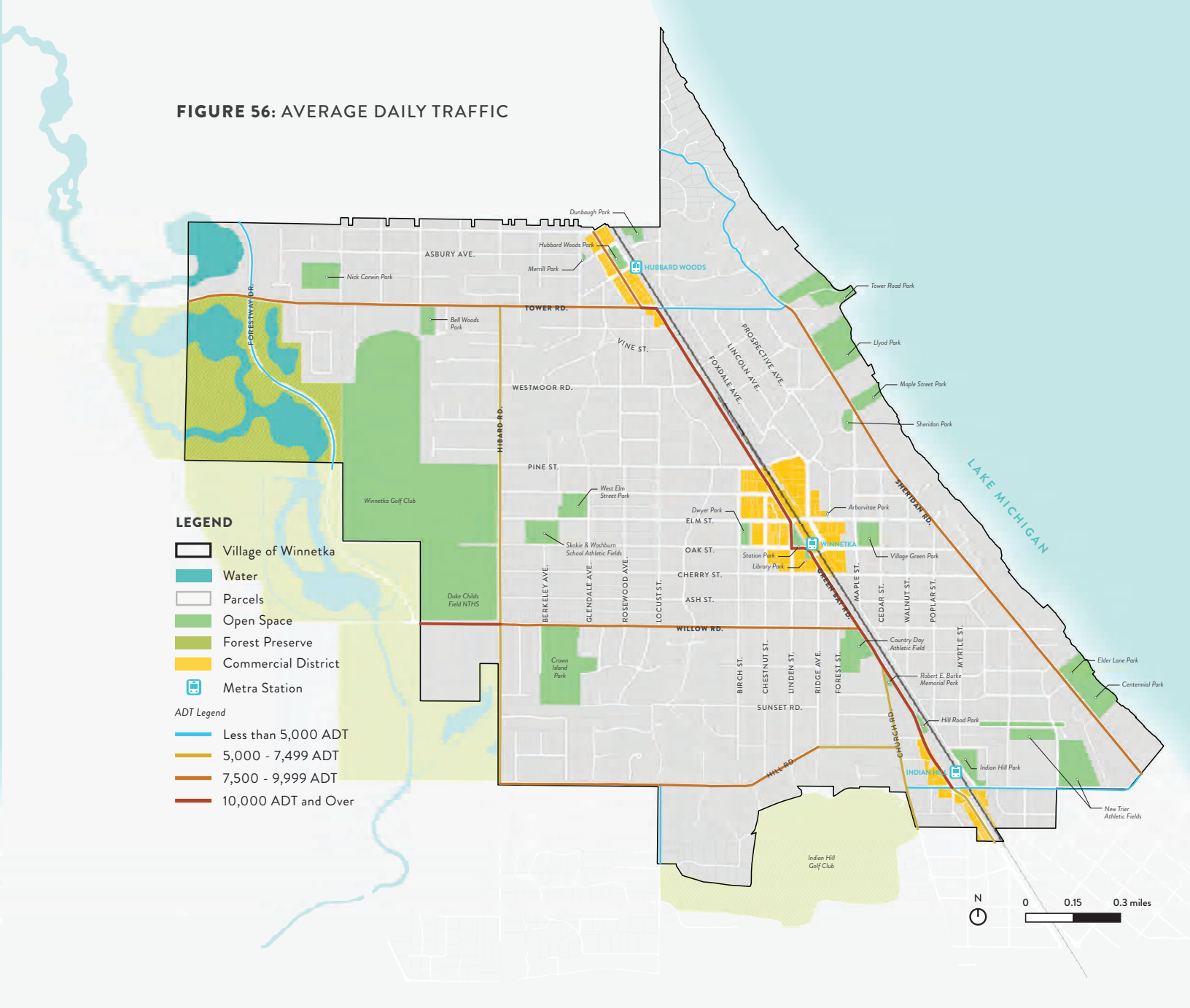
Private streets comprise a notable portion of the street network, as shown in Figure 54. Many private streets are narrower than Village owned streets and often do not provide sidewalks. Some homeowners are interested in the Village taking over ownership of private streets; however, Village policy calls for a private street to be brought up to its design standards prior to accepting responsibility.

FIGURE 55: FUNCTIONAL CLASSIFICATION

Sheridan Road, Green Bay Road, Hibbard Road, and Church Road, comprise the primary north-south travel corridors through Winnetka and are classified as minor arterials. Tower Road and Willow Road comprise the primary east-west travel corridors and are both also classified as minor arterials providing interchange access with the Edens Expressway (I-94) to the west. Elm Street, Hill Road, and Winnetka Avenue also play important roles in the street network as collector streets. This hierarchy of roadways through Winnetka is shown in Figure 55.

Church Road looking south.

FIGURE 56: AVERAGE DAILY TRAFFIC



Traffic circulation through the Village as a function of 24-hour traffic volumes is illustrated in Figure 56. Green Bay Road currently carries 9,500-10,500 vehicles per day. These roadway traffic demands require at most one travel lane in each direction with a center turn lane at key intersections.

Green Bay Road at the intersection of Willow Road.

Commercial District Parking

Public parking in the downtown business districts includes on-street parking and several public parking lots, both with various designations for patrons, visitors, commuters, and employees. Free, time-restricted parking is provided for customers and visitors of the Districts. Additionally, the Village administers two types of zone permit designations: Zone A (Business Employee) and Zone C (Commuter and Residents who live in the business districts). Both types of permits require completion of an application process through the Village.

The Village has made major fiscal commitments over the past five years to replace a majority of the public parking lots. These lots have also been upgraded utilizing green infrastructure to reduce water runoff and improve water quality. After the completion of the Village Hall Parking Lots, most public parking lots will have been replaced. The exception to this is the post office and the Indian Hill parking lots.

A detailed inventory of parking spaces was conducted as part of the 2016 Downtown Master Plan and a summary of the information contained in that plan follows.

Elm Street/Winnetka District Parking

Figure 57 on page 140 illustrates a total of 1,140 public parking spaces with 425 located on the east side of the tracks and 715 located on the west side. Altogether, parking in the Elm Street District had a daytime utilization rate of 79 percent with several individual block faces full during the peak hours of the day. Free parking was 74 percent occupied at a peak while permit parking was 85 percent full.

Public Parking at the Post Office.

TABLE 14: PARKING SURVEY DATA

	PERMIT PARKING				CUSTOMER PARKING				TOTAL PUBLIC PARKING			
DISTRICT PARKING AREA	ON-STREET	LOTS	TOTAL	PEAK OCCUPANCY	ON-STREET	LOTS	TOTAL	PEAK OCCUPANCY	ON-STREET	LOTS	TOTAL	DAYTIME UTILIZATION
ELM STREET	123	379	502	85%	494	136	630	74%	**617**	**515**	**1,132**	**79%**
HUBBARD WOODS	25	307	332	52%	204	16	220	73%	**229**	**323**	**552**	**60%**
INDIAN HILL	0	167	167	84%	76	0	76	61%	**76**	**167**	**243**	**77%**

Source: Sam Schwartz Parking Survey Data (2015)

Parking deck at the Hubbard Woods Metra Station.

Hubbard Woods District Parking

Figure 58 on page 141 illustrates 552 public parking spaces with a daytime utilization rate of 60 percent, showing street parking generally available on Green Bay Road and around Hubbard Woods Park. Permit parking accounted for 60 percent of the supply and was 52 percent occupied at a peak.

Indian Hill District Parking

Figure 59 on page 142 illustrates 243 public parking spaces consisting of two public parking lots, one on each side of Winnetka Avenue accommodating commuters and employees, and free, time-restricted street parking for customers and visitors along Green Bay Road and a small portion of Winnetka Avenue. Village permit parking accounts for 69 percent of this supply, and is 84 percent occupied at a peak. In addition to the public spaces, there are 157 spaces in the parking lot north of Winnetka Avenue leased to New Trier High School for their use.

Parking was a significant theme of the Downtown Master Plan, which concluded there was always customer parking available but that it was hard to find at times on some blocks. The Plan provided recommendations to address inefficiencies in how the existing parking supply was used. This included a range of suggestions from the reallocation of permit spaces and simplification of lot designations to wayfinding opportunities to make it easier for users to find a space.

As the Village has made streetscape improvements, some changes have been made to the parking designations for certain parking areas. For instance, parking spaces in parking lot north of the post office, were converted from employee permit spaces to customer parking spaces. Other minor parking designation changes have been made.

Parking at Indian Hill Metra Station.

Street parking in the East Elm Business District.

FIGURE 57: ELM STREET/WINNETKA DISTRICT PARKING

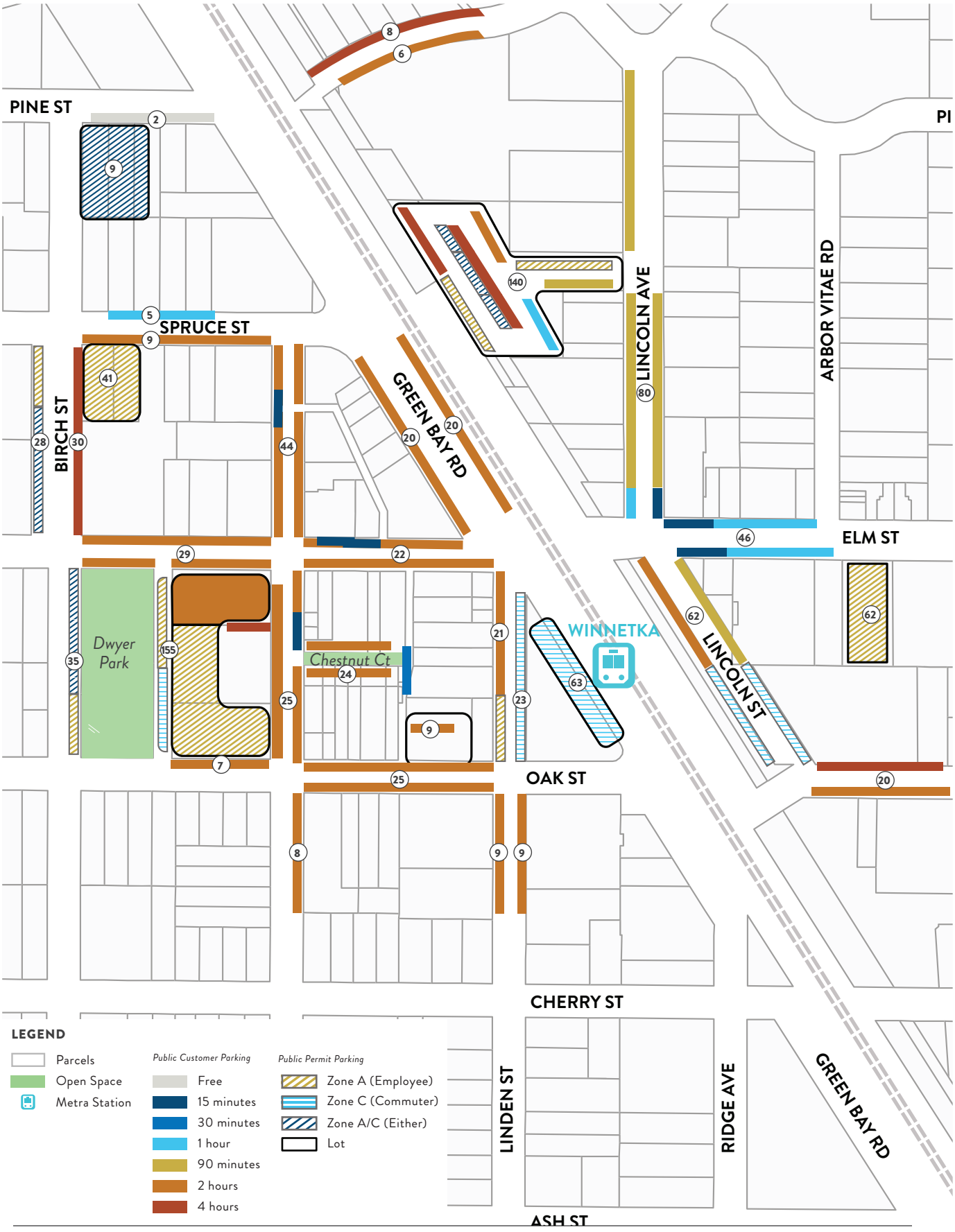


FIGURE 58: HUBBARD WOODS DISTRICT PARKING

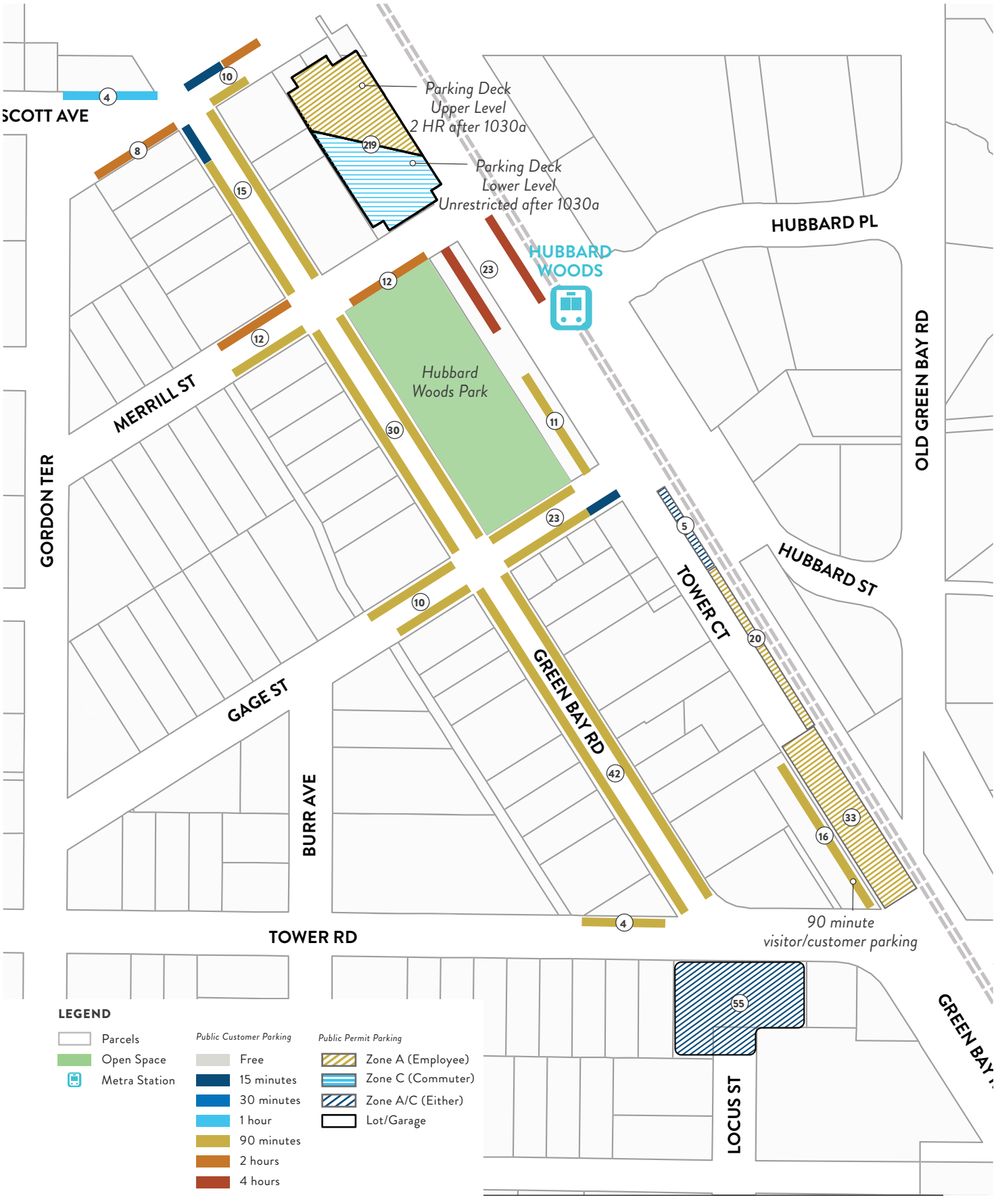
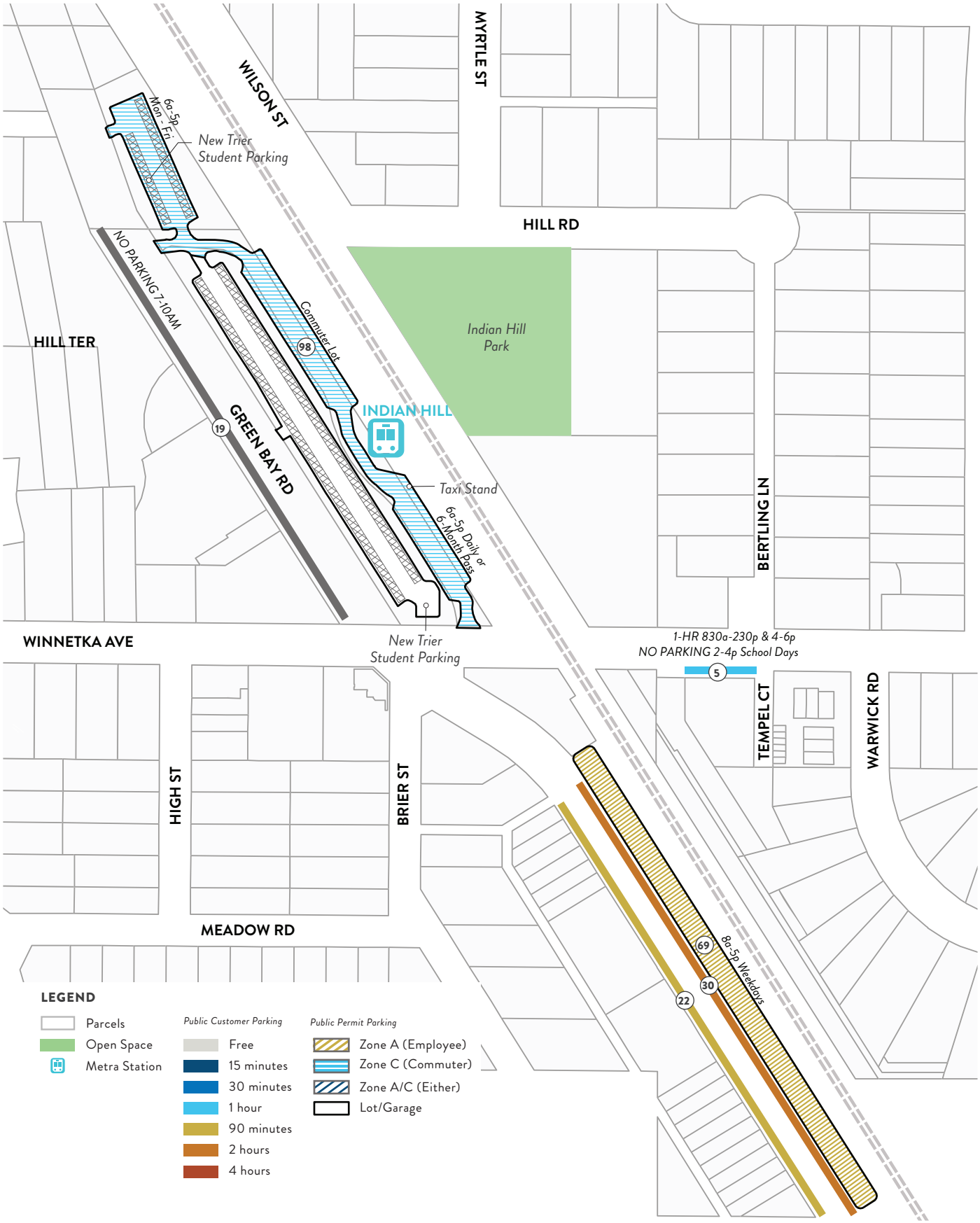


FIGURE 59: INDIAN HILL DISTRICT PARKING



SUSTAINABILITY & CLIMATE ACTION

Environmental and Forestry Commission

Sustainability in the Village is facilitated through the Environmental and Forestry Commission (EFC). The EFC has a specific mission to raise public awareness of environmental issues and best practices, and to bring about changes in public policy on matters that relate to the environment. The EFC takes a proactive role on sustainability matters and sees education as one of the best methods to gain public support for policies and programs. One of the highlights of the EFC is its 'Green Awards' program. The purpose of the program is to recognize properties and households within Winnetka that demonstrate exceptional commitment to sustainable practices in eight award categories.

ENVIRONMENTAL & FORESTRY COMMISSION

The planning team met with the Environmental & Forestry Commission on February 12, 2020 and again on November 10, 2021 to discuss how the 2040 plan will address sustainability and climate action. Go Green Winnetka representatives were also in attendance at this meeting, and their thoughts are included. Key themes that came out of those discussions are summarized below.

Climate Action

Our ecosystem is changing rapidly, and we should be ahead of the game. The Greenest Regions Compact (GRC2) is the foundation of much of the Commissions thinking—it is a pledge that the Village has taken with other communities to reduce our carbon footprint, encompassing four goals, ten categories and 100+ strategies. These different categories should be woven into the Comprehensive Plan's categories. Sustainability and Climate Action should have it's own chapter, and serve as an overarching goal that can be woven into all chapters. While the 2040 Plan is not a Climate Action Plan, there should be actionable items for the Commission and the Village to move forward on.

While the GRC2 includes a wide variety of climate action categories, improvements in energy consumption of buildings, bike infrastructure, and waste management and composting are of particular interest to members of the Commission. Younger members of the Commission partake in "guerilla sustainability," picking up neighbors hard-to-recycle waste and bringing it to public works. Improved route signage or digital wayfinding in the form of an online map are short term initiatives that could encourage more people to ride their bikes. The LEED, Leadership in Energy and Environmental Design, certification of buildings is also an interest of the Commission.

Organization & Efficacy

The Commission hopes to improve communication channels between themselves and the Park District. The Commission would like the Council to consider amending the municipal code to expand its responsibilities from forestry to a more comprehensive approach, including environmental initiatives, sustainability, and climate actions. The Commission is staffed through the Public Works Department and not Planning, which is not often typical and not ideal in the eyes of the Commission. Changing the name of the Commission to Climate Commission and expanding its scope and authority would give the Commission increased ability to recommend policy and implement its goals.

Be Bold Winnetka

Very few communities have sustainability and climate action plans, but Winnetka has the opportunity to lead the region on this front. Go Green Winnetka is a citizen run advocacy group working to prioritize climate action initiatives in Winnetka. Their ability to organize volunteers and build public support for initiatives is critical for real progress. Involving children in the conversation is also key—schools can be partners, not just in education around sustainability, but in initiatives such as removing invasive species/encouraging native species along the Green Bay Trail. Benchmarks, metrics, and key performance indicators are necessary for climate objectives to be implemented. The development of a climate action plan should be a key recommendation from the 2040 plan.

Skokie Lagoons © Forest Preserve of Cook County

Comparable Communities: **Sustainability**

A look at how Winnetka's comparable communities are taking action on climate change.

GREENWICH, CT

BIG IDEA:

Conservation Commission

Greenwich has earned the highest sustainability ranking available from Sustainable CT (a statewide initiative) due in part to their Conservation Commission, which was formed to specifically study **advancements in energy efficiency and carbon emissions.**

PIEDMONT, CA

BIG IDEA:

Climate Action Plan

In addition to their Comprehensive Plan, Piedmont's Climate Action Plan includes **detailed actions and metrics to reduce and track greenhouse gas (GHG) emissions.** The plan acknowledges that sustainability goes beyond environmental concerns and touches many social, economic, and public health issues.

BETHESDA, MD

BIG IDEA:

High Performance Area

Bethesda designated a geographic portion of the downtown as a "High-Performance Area" that aims to raise the level of sustainability by exceeding minimum requirements for **high performing, energy efficient buildings** with the goal of **"NetZero" consumption**.

WELLESLEY, MA

BIG IDEA:

Food Waste

Wellesley has made commitments to sustainability through goals for reduction of GHG emissions, including a food waste **collection pilot program, a school food waste recovery initiative**, and more. These strategies to reduce emissions are publicized to residents to garner support and help them achieve the targets.

COMMUNITY OPEN HOUSE RESULTS

What big ideas do you have in regard to taking action on climate change in Winnetka?

Local composting was the most popular vote and participants anecdotally mentioned that this initiative is considered a low-hanging fruit compared to the other sustainability improvements mentioned. Other initiatives mentioned include implementing a green building code, solar arrays, emissions tracking, and a Village-wide climate action plan. One participant mentioned that it would be ***"interesting to share with residents how their energy use compares to other Winnetkan's on average."***

Greenest Regions Compact (GRC2)

CLIMATE FRAMEWORK

In 2016, over seventy member municipalities of the Metropolitan Mayors Caucus adopted the "Greenest Region Compact 2" or GRC2 Framework, which seeks a vibrant, sustainable future for their communities and for the greater Chicago region. The Compact addresses ten areas: climate, economic development, energy, land, leadership, mobility, municipal operations, sustainable communities, water, and waste & recycling; and, provides goals, objectives and actions for each. The GRC2 was adopted in Winnetka by municipal resolution on April 3, 2018. The Village of Winnetka and its Environmental Forestry Commission are committed to advancing the GRC2 goals, and they have outlined short term objectives within the climate framework for the Village to pursue. A high level summary of short term objectives within the climate framework is provided below.

Climate

Undertake efforts to reduce Greenhouse Gases (GHGs), develop resiliency to climate change impacts, and engage the Village community in climate change mitigation and adaptation. Short term goals include:

- **Measure emissions** from Village operations to develop a GHG emissions reduction target for those operations, followed by **monitoring** to validate/optimize.
- Engage the Village community in climate change mitigation and adaptation by **educating the public** about climate change, its effects, and opportunities for the community to meaningfully respond.

Land

Encourage strategic development that incorporates sustainability principles, conserve, restore and enhance natural features and ecosystems, and ensure accessibility to and use of parks and other outdoor space. Short term goals include:

- Redevelop **underutilized or contaminated** properties
- Prioritize redevelopment that support **transit-oriented** locations and uses.
- Adopt guidelines for future development that encourage management and **conservation of natural resources**, topography, views, drainage patterns, ecosystems, and historic/cultural assets.
- Maximize the amount of **public spaces and parks** accessible to residents.

Mobility

Support diverse, safe, and efficient transportation that uses resources wisely. Short term goals include:

- Review existing **bicycle and pedestrian plans**, then propose recommendations for implementation by the Village.
- Incorporate sustainable roadways into capital improvement planning, and **proactively plan for major transportation infrastructure** improvements.
- Collaborate to provide **alternative fuel infrastructure** at public sites, and to support a network of alternate fueling infrastructure elsewhere.

Sustainable Communities

Cultivate community values and principles that are welcoming, inclusive and equitable, and that promote a sustainable identity for the Village. Short term goals include:

- Cultivate and preserve a **welcoming and inclusive** community character.
- Promote **third party certification** for sustainable private facilities.
- Establish or strengthen an inter- and intra-entity **Green Team**.

Water

Use and distribute water efficiently and sustainably, protect and improve water quality, and optimize the use of natural and built systems to manage stormwater. Short term goals include:

- Reduce community water consumption by implementing **water efficiency measures** in Village operations and encouraging residents and businesses to identify and mitigate water losses.
- **Protect surface and groundwater** from runoff and contamination, support post-development runoff reduction and mitigation, and encourage residents and businesses to address flood risks on their property.

Energy

Adopt policies that promote energy efficiency, reduced energy usage, use of renewables, and engage the Village community in clean energy practices. Short term goals include:

- Audit, benchmark, and **track energy usage** in Village facilities, and promote energy audits and retro-commissioning studies.
- Where feasible and economical, adopt **energy efficiency measures**, procure or install renewable energy resources for Village facilities, and develop renewable energy resources on underutilized Village properties.
- Support the adoption of **renewable energy technologies** that expand economic development opportunities or access to alternative energy options.

Leadership

Collaborate to achieve a more sustainable Village and region. Short term goals include:

» **Partner** with federal, regional, state, other local governments, and other entities to undertake initiatives that promote energy efficiency and sustainability.

Municipal Operations

Set the example by demonstrating sustainable values and practices, operate a safe and efficient fleet, and collect and manage data to advance sustainability. Short term goals include:

» Ensure municipal **finance practices and purchasing policies** are consistent with sustainability and re-invest cost savings into sustainability initiatives.

» Evaluate opportunities to migrate fleet to **alternative fuel vehicles.**

» **Track, analyze, and manage data** to advance sustainability.

Waste & Recycling

Support policies and actions that contribute to sustainable material management and increased recycling. Short term goals include:

» Adopt a **Pay-As-You-Throw** program.

» Make public events **Zero Waste**.

» Support and **incentivize expansion of existing services** to include food scrap composting, commercial & multi-family recycling, and discouraging the use of unrecyclable products (e.g., plastic bags)

Tower Beach © Winnetka Park District

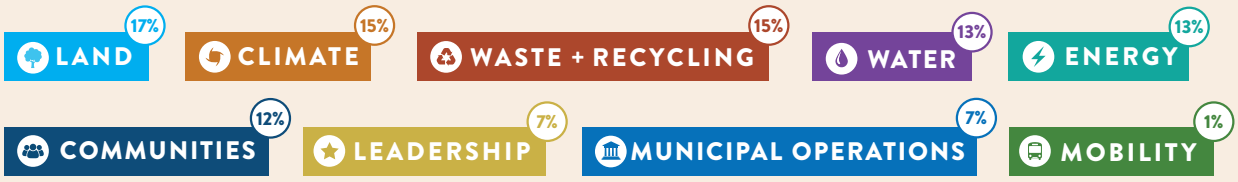
CLIMATE ACTION

The goals and objectives of the GRC2 provide the basis for sustainability actions in the Comprehensive Plan update. The EFC has provided recommendations for actions, strategies, and goals to be considered for inclusion in the new Comprehensive Plan consistent with the GRC2. The EFC recommendations can be divided between short term actions and long-term actions. Short term actions are considered over the next 1-5-year time horizon, and long-term actions are considered over the 10-20 years time horizon. The short term recommendations take a proactive approach, combined with educational framework to help Village residents become more aware of municipal actions and garner broad support for longer term sustainability and climate initiatives. The long-term goals developed by the EFC include more significant actions that can be implemented over a longer time period and may need funding mechanisms or capital improvements. They also include quantitative actions to reduce consumption and other measurable performance standards. The 2040 Comprehensive Plan should include key short term and long term climate initiatives.

COMMUNITY OPEN HOUSE RESULTS

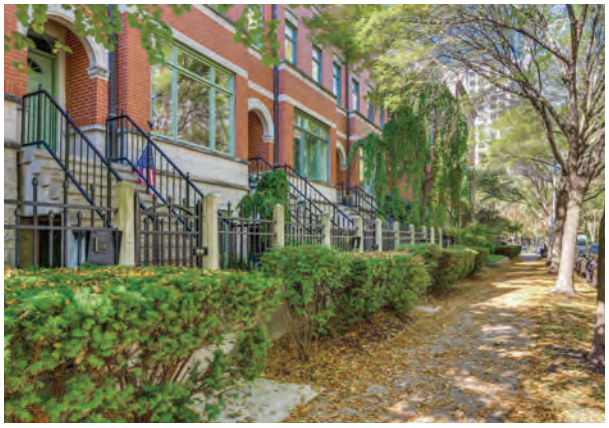
Which of the climate framework objectives mentioned below do you believe should be a high priority for the Village to implement?

Participants ranked the climate framework initiatives as follows:



Sustainability Through Planning

In addition to the EFC recommendations for short term and long-term actions, sustainability and environmental stewardship can also be achieved by commonly known planning and land use strategies. There are a variety of measures and policy directives the Village can pursue that result in the reduced consumption of resources and promote sustainable land use. These "hidden" measures of sustainability are already happening but can be further recognized and promoted in the new Comprehensive Plan.



Multi Family Housing

There is power in numbers. Multi-family housing is inherently better for the environment than single-family detached housing. Construction of multi-family housing uses less energy, and use of infrastructure and utilities is more efficient.

BENEFITS INCLUDE:

» More efficient heating and cooling compared to detached housing, resulting in energy and cost savings for residents and property owners.

- More efficient use of infrastructure, such as roads, streetlights, water conveyance, and sewage treatment, and public transportation.
- Helps to preserve open space, undeveloped land and natural amenities.
- Allows the use of sustainable building materials in a much more cost-effective manner, maximizing efficiency based on economies of scale.

Reuse of Existing Buildings

The greenest building is one that is already built—it holds "embodied energy" from the transport and production of its building materials, as well as the manpower used to assemble the building. Preservation of existing buildings promotes the reuse of buildings on developed land, maximizing the use of existing materials and infrastructure, and reducing waste and consumption, making preservation and sustainability natural partners.

BENEFITS INCLUDE:

- Reduces resource and material consumption.
- Puts less demolition waste in landfills.
- Consumes less energy than demolishing buildings and constructing new ones.
- Common features of older structure such as awnings, overhangs, and shutters are designed to take advantage of natural light to enhance energy efficiency.
- Demolition and new construction often uproots mature trees which benefit air quality and provide shade that can minimize energy use.
- Tear downs remove physical connections to our past, reducing cultural capital.

Mixed Land Use Areas

A mix of uses is an essential ingredient in the recipe of sustainability. Mixed-use development places the things we need every day in close proximity to each other, with housing, retail, and offices uses located in the same building.

BENEFITS INCLUDE:

- Fewer vehicles trips reduces the amount of transportation related consumption, one of the largest producers of greenhouse gas emissions.
- Encourages walking and bicycling which, in turn, lessens the need for roads and parking lots that consume land and creates impervious surface area.
- Improves public health by encouraging active transportation.
- Builds community by bringing people together and allows them to interact in a social or professional manner. It links working, living and playing, and emphasizes a public realm shared by all residents.
- Conserves valuable land resources.
- Helps seniors age in place.

LIFESTYLE & CULTURE

Community Spaces

Community spaces refer to areas in Winnetka where residents gather, connect, socialize and pursue shared interests or activities. These spaces could include a community center, community garden, outdoor plaza or local business such as a coffee shop or restaurant. These spaces help build community and establish or strengthen connections between residents.

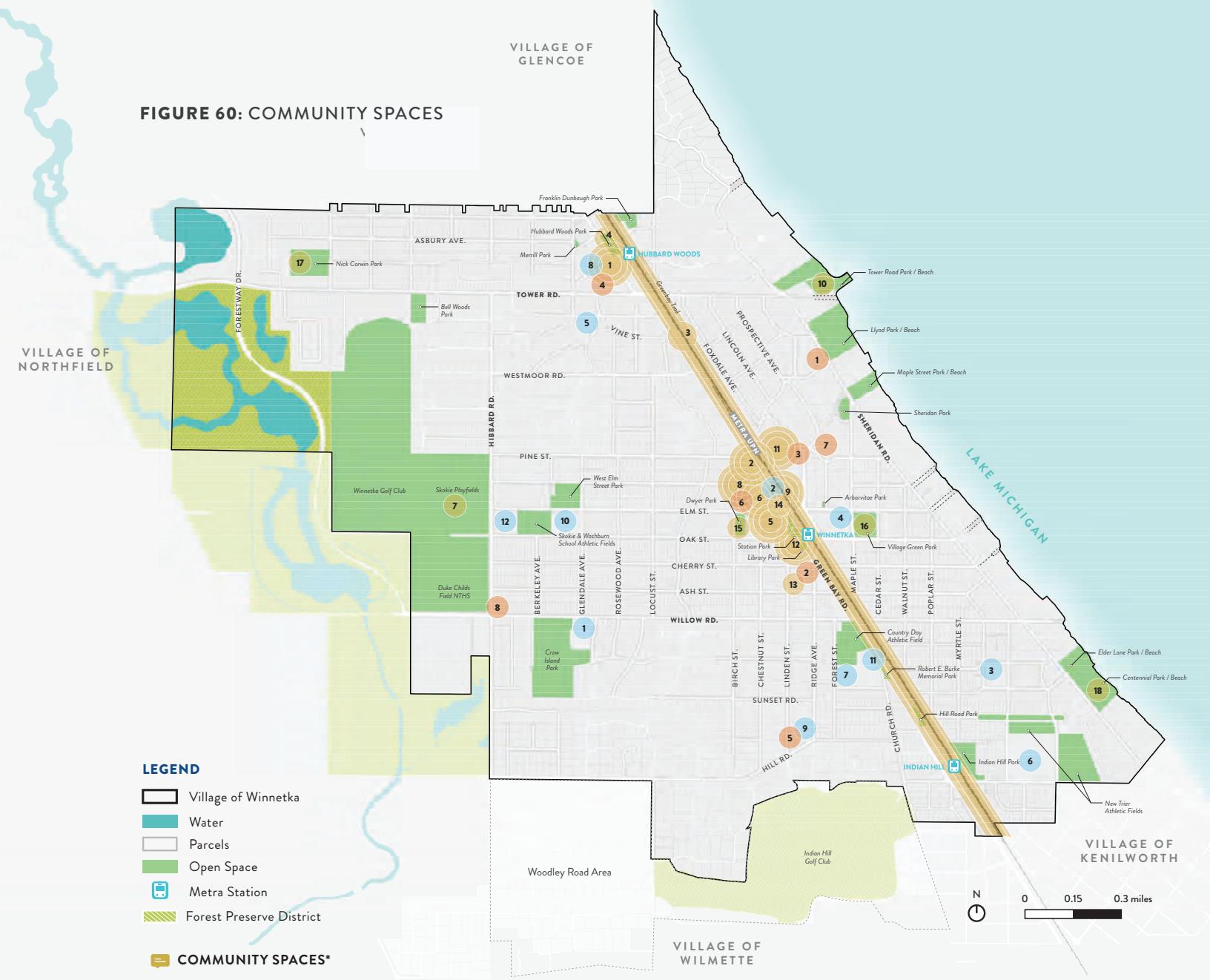
WINNETKA COMMUNITY HOUSE

Doubtless the most significant and unique community space in the Village is the Winnetka Community House ("WCH"). This 3-acre community center was originally built in 1911 and has been expanded several times since then. Architect Arthur Coffin designed the building primarily in the Tudor Revival style, although his design also incorporates elements of the Prairie School genre. It was placed on the National Register of Historic Places in 2007.

The building has a complicated ownership structure and history. The Winnetka Congregational Church (located just to the east, on Pine Street) built the Community House "for the use of the whole community," and gave most of the building to a newly-created charity in 1930. The church retained the part of the building where the Harkness House for Children is located, including the Children's Chapel, which it used until the 1990s. As such, the ownership lines run through the building, and the portions owned by the Community House are subject to restrictive covenants that limit the potential use of the building.

About a decade ago the Community House put an addition on the rear (west) side of the building, adjacent to its Historic Garden. In the addition is the Garden Room, which seats 250 people theater style, and on the second floor is a 2,500 sq. ft. meeting hall that can be sectioned off into four separate meeting rooms. This renovation also improved the Fitness Center, a modern, well-used facility that generates important revenue for the WCH.

FIGURE 60: COMMUNITY SPACES



LEGEND

- Village of Winnetka
- Water
- Parcels
- Open Space
- Metra Station
- Forest Preserve District

COMMUNITY SPACES*

1. Greater's Ice Cream
2. Grand Foods
3. Green Bay Trail
4. Hubbard Woods Park
5. Lakeside Foods
6. Peet's Coffee
7. Skokie Playfields
8. Starbucks Coffee
9. The Book Stall
10. Tower Beach
11. Community House
12. Winnetka Public Library
13. Winnetka Historical Society
14. Village Hall
15. Dwyer Park
16. Village Green Park
17. Corwin Park
18. Centennial Dog Beach

Community Spaces identified based on conversations with Winnetka residents

SCHOOLS

1. Crow Island Elementary School
2. French Institute of the North Shore (closed)
3. Greeley Elementary School
4. Hadley Institute for the Blind and Visually Impaired
5. Hubbard Woods Elementary School
6. New Trier High School Winnetka Campus
7. North Shore Country Day School
8. Sacred Heart School
9. Saints Faith Hope & Charity Elementary School
10. Skokie School
11. The Music Institute
12. Washburne Junior High School

PLACES OF WORSHIP

1. Christ Church Winnetka
2. Grace Presbyterian Church
3. Lake Shore Unitarian Society
4. Sacred Heart Church
5. Saints Faith Hope & Charity
6. Winnetka Bible Church
7. Winnetka Congregational Church
8. Winnetka Presbyterian Church

SIGNIFICANT HOTSPOT MENTIONED IN STAKEHOLDER CONVERSATIONS

RECREATION, ARTS, & CULTURE

Local recreation, arts and culture representatives met with our team on February 12, 2020 for a discussion about Winnetka's future. Key themes that came out of that discussion are summarized below.

Engagement Through The Ages

There is a change of demographics in the community, but the desire to be connected to community and to have an engaging lifestyle is relevant for all. Young families moving to Winnetka often give up the more dynamic lifestyle the City offers to be in a better school district. At the same time, empty nesters and seniors who have been in the Village for decades still want to feel relevant and part of an active community scene. Events like Winnetka Music Fest bring a vibrant sense of community connection in a way that relates to all ages. To stay relevant, arts and recreation programs must evolve with the changing times.

A Place to Connect

The Community House is a hub of activity for people to explore and pursue their best self. It is a place where people can connect. The relationships in this community are very important and spaces like the Community House provide a place for people to come together. The challenge for the Village is to create more vital engagement areas, not necessarily vital commercial areas. Building a sense of community through makers space, yoga, dance studios, etc. will activate Winnetka more than retail can. There is a need for a signature building or element to attract people—something recognizable that will become a destination to attract people from across the North Shore, like the Writers Theatre in Glencoe, the Robert Crowne Center in Evanston, or even the Deerpath Inn in Lake Forest. An existing underutilized place for people to connect is the Green Bay Trail. More could be done to activate the trail, market it and program it. There is potential for more multi-jurisdictional collaboration to make that happen.

Collaboration

Collaboration is key to bring more vitality to Winnetka's community life—there are a wealth of organizations in Winnetka and across the North Shore doing good work, and the more they work together the better. Existing successful collaborations exist—the Historical Society partners with the Botanical Gardens as well as the Landmark Preservation Commission to put on events. There are many excellent facility-bound programs within District 36, New Trier, and the Music Institute, for example. How could we get those excellent programs out into the community? New Trier could have performances at the Community House or in public spaces on a Saturday afternoon—exploring ways for students to engage more with the community and with the arts.

Theater production at Matz Hall in the Community House

In the older section of the building is Room 101, a large room with a high ceiling that accommodates up to 175 people in "theatre style" or 125 seated at tables and chairs. Room 101 is well used for lunches and events with a guest speaker by Rotary, the Historical Society, and other organizations. Theater and dance productions are held year-round in historic Matz Hall, a 3,000 sq. ft. theatre space with seating for up to 364 guests and a large stage with high-tech capabilities, thanks to groups like Children's Theatre of Winnetka and Village Follies. Matz Hall is a fairly flexible space, and because seats are removable for a flat, wide-open floor plan, it also hosts seated events such as the annual Chamber of Commerce Recognition luncheon. Upstairs are meeting rooms and the North Shore Art League's space. The small gymnasium hosts a youth basketball program and has spectator seating in a small balcony.

The WCH offers a wide range of programs for children in art, dance, education, music, fine arts, and athletics. Adult programming is more limited, with a focus on dog obedience and fitness center classes. Other significant charitable uses of the WCH include: the Winnetka Congregational Church rummage sale, which takes place through most of the building and which the deed covenants oblige WCH to host; and the Antiques + Modernism Show, which is an important fundraising event for the WCH, with dealers from across the country selling high-quality home furnishings and accessories, artwork, clothing, and jewelry.

The WCH rents spaces for events and meetings. Historically, local organizations were able to use meeting space at little or no cost, but financial constraints have caused the WCH to increase rent. Some organizations such as the Volunteer Center, report moving their events to other facilities such as the Kenilworth Club, in order to save costs.

In 2018 the WCH tore down the free-standing building it owned on the adjoining land to the south and cleared the to use for parking. Lack of parking has been a longstanding issue for users of WCH programs.

Winnetka Community House Tenants

The WCH also rents space to some tenants important to the community:

The North Shore Art League

The North Shore Art League (NSAL) has been in the WCH since its founding in 1924. NSAL is a nonprofit organization that offers art classes for adults and children. Located on the second floor of the Community House, NSAL classes are held in an historic, professional art studio featuring skylights, a large stone fireplace and a well-equipped print room facility.

The Winnetka Club

Since its beginning in 1908, The Winnetka Club has been an integral part of the civic and philanthropic life of the North Shore community. When it lost its original club building a few years ago it moved into the WCH. Its philanthropic efforts support annual scholarships for graduating high school seniors who live in New Trier Township as well as many other philanthropic endeavors throughout the North Shore and greater Chicago communities.

The WYO

The Winnetka Youth Organization, known as "The WYO" by those who frequent the space, is a nonprofit teen drop-in center located in the basement of the Community House. Established in 1969, the WYO is the only youth organization of its kind in Winnetka. Each year, the WYO provides services to up to 1,000 adolescents from the community. The mission of the Winnetka Youth Organization is to foster individual development in North Shore junior high and high school youth by providing adult-to-youth mentoring, youth services, and opportunities for leadership, citizenship and education within a safe, informal environment

Winnetka Community Nursery School

A nationally accredited preschool for children ages 3 – 5, WCNS was founded during the Second World War to care for children whose mothers wished to take part in the war effort. Since 1972 it has been located in its own space in what was then the newly-built west wing of the WCH. In 1961 the full-day program was replaced with a morning-only program due to limited demand, only to be reopened in 1975 to meet the changing needs of the community. WCNS today offers a morning program with indoor and outdoor activities and an extended day program for children ages 3 – 6.

COMMUNITY OPEN HOUSE RESULTS

ARTS & CULTURE

Where else does Winnetka celebrate arts and culture?

There were limited responses to this question, all of which provided by empty nesters and young seniors (ages 55 to 74). Responses included the New Trier Jazzfest, library, and Winnetka chapel.

Would you like to see additional arts and culture initiatives taken in Winnetka?

Public Art

The majority of participants highly ranked full wall murals and partial wall murals. There were mixed responses to art sculptures, interactive art, and mosaic installation. A majority of responses disliked large scale installations. The majority of responses were from empty nesters, young seniors, and family years (ages 35 to 54) participants.

Gathering and Performance Spaces

The majority of participants liked the initiatives that focused on gathering spaces, including an outdoor cinema, outdoor shaded amphitheater, outdoor multi-use spaces, small private entertaining spaces, professional theaters, and public plazas.

Carleton Washburne School

WINNETKA SCHOOL SPACES

Because Winnetka's neighborhood public schools are within walking distance of most Village residents, and because of the Village's strong emphasis on education, the school grounds themselves are an important place

EDUCATORS

Representatives from Winnetka Public Schools, North Shore Country Day School (NSCD), Harkness Pre-school, and Winnetka Community Nursery gathered on February 13, 2020 for a focus group discussion. Key themes that came out of that discussion are summarized below.

Coordination

Local schools have found working with the Village to make changes to their sites to be a burdensome process, one which they hope can be streamlined so that updates to existing spaces do not require such a high level of scrutiny. Another way the Village, and Park District, could help area educators is by providing a list of preferred vendors and contractors. While important coordination and sharing between schools takes place—for instance, NSCD rents turf fields at Skokie Playfield, there are more opportunities for this sharing of space to occur. Creating an inventory of assets from willing organizations, or conducting a twice-yearly meeting of board chairs/executive directors among the taxing bodies and not for profits, would allow entities to use resources more efficiently.

Technology

Given Winnetka's lack of racial and socioeconomic diversity, technology is a strong tool for teachers to expand student's world view. As schools continue to adopt new technology, there are opportunities for the Village to become more technologically advanced as well. Creating a Village-wide WiFi network and cloud are ideas popular on the east coast and in Europe. Investing in fiber-optic infrastructure (or getting on a pilot program) would help the schools as well as residents who work from home. Renewable energy is another area where the Village could get ahead—Winnetka could be a hub of energy generation, with solar panels on all schools and new housing. Sustainability initiatives should partner with schools to let kids get involved.

Growth + Changing Needs

As lifestyle preferences change, the Village must adapt. Young families want vibrant walkable downtowns, and homes that have been redone—the Village could embrace this and avoid demolitions by streamlining the rehabilitation process. Investing in cultural institutions is another way Winnetka could set itself apart—there are so many bits and pieces of arts and culture activity in Winnetka, but not a full-fledged scene. The price of Winnetka's housing stock does not support diversity, or the ability for local teachers to live in the community. In surrounding communities such as Highland Park and Wilmette, organizations like Community Partners for Affordable Housing (CPAH) buy single-family homes and then lease them. These houses could be reserved for local teachers, firefighters, and police officers. Despite the desire to grow the population with more housing choices, Winnetka Public Schools noted that they are close to capacity in the elementary schools, even with recent redistricting.

where parents and children gather and find community. Parents and children gather at drop-off and pick-up, although most children are driven to school rather than walking. They come together for special events such as Spring Sing, the Halloween ghost walk, fundraisers such as the Crow Island Runathon, Pioneer Days, and end of school celebrations. Parents are frequent volunteers in the elementary schools, working in the gardens, serving as room parents, and volunteering in the classrooms. There are naturally fewer opportunities for parental involvement at the upper elementary school grades, and that is even more true at the high school level. Still, the public—and private schools—are likely the most important place where Winnetkans volunteer.

Compared to parents of school-age children, the community at large has much less access to school buildings, although Winnetka Public School spaces are sometimes used by the community for events such as the Village-wide meetings of the Winnetka Caucus. These spaces include the Skokie School auditorium (with stadium and balcony seating for 900 as well as a raised stage), the Washburne School Little Theater (also with stadium seating for approximately 320 people and with more modern infrastructure), and the gyms at Skokie School and at Washburne. The range of spaces available for rent has been expanded and made more accessible in recent years. In fact, the school district's website now has an online registration form that identifies the spaces and their rental fee, with lower costs charged to local and educational groups. It should be noted that the Winnetka campus of New Trier High School includes a 1,200-seat auditorium as well as a 220-seat drama theatre added in the recent renovations.

The Winnetka Public Schools and the Winnetka Park District share facilities and services to reduce their costs. Because it has no gym space, WPD operates its park district programs in the WPS gymnasiums. WPD provides snow removal and mows the grass at school buildings.

The following is a brief description of the schools in Winnetka:

New Trier Township High School District 203:

New Trier High School serves approximately 4,000 students in grades 9-12 between their two campuses. The district draws from five Villages (Winnetka, Glencoe, Wilmette, Northfield, and Kenilworth). The New Trier West campus houses freshman and is located in Northfield. New Trier East houses sophomores through seniors and is located on Winnetka Road just west of Sheridan Road in Winnetka.

Winnetka Public Schools:

Winnetka Public Schools/District 36 is a high-performing elementary school district rooted in the philosophy of progressive education that serves approximately 1,663 students in grades K-8. It is one of five elementary districts that feed into New Trier High School, the others being Wilmette, Northfield, Glencoe, and Kenilworth. District 36 has maintained a long-standing commitment to the neighborhood schools' concept, with three elementary schools serving grades K-4 located throughout the Village. All students grades attend the Skokie School for grades 5-6 and Carleton Washburne School for grades 7-8.

The School Board's goals have been to provide safe and age-appropriate school buildings that continue the high-quality educational program long associated with Winnetka Public Schools. The district adjusted elementary school boundaries in 2019 in order to rebalance enrollments among the three elementary schools, but failed to obtain voter approval for a referendum to fund a new facilities plan that would have expanded Carleton Washburne School, potentially shuttered Skokie School, and upgraded the remaining schools to serve students grades K-5. As of this date, its students are served in the following five school buildings.

Greeley School

Greeley School is one of Winnetka's three neighborhood elementary schools and was built in 1921. It is located at 275 Fairview Avenue, and serves children on the east side of Winnetka south of Tower Road. It serves 276 students in grades Pre-K to 4.

Hubbard Woods School

Hubbard Woods School was built in 1915 and has the unusual distinction of being the only currently used school building that accommodated a Kindergarten through grade 8 student population in its earliest years. Located at 1110 Chatfield Road, it serves students in the Hubbard Woods area of the Village, and north of Tower Road to the lake. One of Winnetka's three neighborhood elementary schools, Hubbard Woods School serves 254 students in grades K-4.

Hubbard Woods School

COMMUNITY CONVERSATIONS

HIGH SCHOOL STUDENTS

A group of sophomores and juniors at New Trier High School joined us on February 13, 2020 for a focus group discussion. Key themes that came out of that discussion are summarized below.

Strengths

Most students agree that their parents moved to Winnetka because of the schools. They love the walkability of the neighborhoods—being close to friends/neighbors and having independence while still feeling safe. Being able to bike around their neighborhood was important when they were younger, though there are some areas that need more sidewalks. Technology in education was considered a strength, as well as a burden at times. Students appreciate the resources they are provided, including laptops or iPads that are loaded up with prepaid apps to help them, including meditation apps. Some find the online simulations they are required to do in their classes to be counterproductive to just being taught the material, while others find them very helpful.

Community

Students enjoy the close-knit sense of community. Many mention next door neighbors who they are so close with they feel like family. Neighborhood block parties bring people together, even as the demographics start to shift to younger families. The Community House was an important place for them when they were younger, from ballet and tap dance to acting and basketball—it was the place to be. Running into friends happens most often at Starbucks or Peet's, Graeter's Ice Cream, and the library. During the summer the Fourth of July parade and fireworks brings together residents of all ages, but come August their sense of community revolves around their school.

Improvements

Students were interested in seeing more activities along Winnetka's beaches, such as a beach sports league that would give them more reason to go to the beach during the summer. The restaurant and retail options in the Village are not ideal for young people—they are generally too expensive or upscale for students, leading many students go to Wilmette for restaurant options or to Old Orchard for retail.

In 20 years, students hope Winnetka will be more ethnically and socioeconomically diverse and feel less like a bubble. Students would like to see more investments in sustainability, and greater use of the Village's public spaces and beaches. While most were interested in moving back to Winnetka when they were older and had kids of their own, they hoped there would be more housing options, including condos and townhomes. Students hope Winnetka residents can embrace a larger conversation about mental health, as it is something that high school students and older residents alike struggle with but don't often talk about.

Crow Island School

The third neighborhood elementary school, Crow Island, is located on the west side of the Village at 1112 Willow Road, adjacent to Crow Island Woods and the Schmidt-Burnham Log House. It serves approximately 300 students in grades K-4. Crow Island is significant both for its architecture and as a physical manifestation of the philosophy of progressive education. In 1939, Superintendent Carleton Washburne called upon a firm of young, progressive architects, Perkins, Wheeler, and Will to collaborate with the famous Finnish architects Eliel and Eero Saarinen, and to draw up a plan for a new type of school. He told them he was looking for "a beautiful, practical architectural embodiment of an educational philosophy." Crow Island School opened in 1940 and has been praised throughout the education/architecture world ever since for its beauty, its effectiveness, and its many innovative qualities. Among the many honors that Crow Island School has received is the American Institute of Architects 25-Year Award honoring structures widely recognized to be of special significance and broad influence. In 1990 Crow Island School was designated a National Historic Landmark. Many architectural scholars and historians regard it as the most important school building in United States history.

The Skokie School

Skokie School, at 520 Glendale Avenue, serves all of Winnetka's 5th & 6th grade students, with an enrollment of approximately 350. It was built in 1921 at what was then the western edge of Winnetka and named for the Skokie Marsh it then overlooked. It now lies east across a shared playfield from Carleton Washburne School. Carleton Washburne imbued the school with progressive education practices. For example, the school adopted the motto "Skokie Serves" and encouraged civic and volunteer service from its students. The Skokie School was closed in 1978 due to low enrollments and nearly sold and demolished, but community opposition led the school district to keep the property and rent it out until rising enrollments led to it being reopened between 1998 and 2000.

The Skokie School

Carleton Washburne School

Carleton Washburne School, named after the renowned Superintendent, opened in 1969 at 515 Hibbard Road. It was originally designed as a junior high school to house grades 6, 7, and 8, with each wing serving a single grade level. Today, approximately 400 students in grades 7 and 8 attend Carleton Washburne School, serving as a middle school and part of a two-building campus with The Skokie School. Carleton Washburne School has had several additions and renovations throughout the years, the most recent an extensive addition that included a new gymnasium, dedicated in 2009.

North Shore Country Day School

North Shore Country Day School is a selective 100-year old private K-12 school located on a 16-acre campus at Green Bay Road and Church Road in Winnetka. Rooted in progressive education, it serves 540 students from numerous communities. The school is also a committed member of the Winnetka community, often hosting events such as speeches, open houses, and even a recent screening of the Winnetka Story, a documentary film of Winnetka.

COMMUNITY OPEN HOUSE RESULTS

Where else do you find community in Winnetka?

Responses included block parties, Hubbard Woods park, churches, garden and social clubs, and the dog beach. The majority of responses were from the empty nester/young senior participants.

To what extent is community in Winnetka focused on schools?

*The overwhelming majority (65% of total responses) indicated that Winnetka is **very focused** on schools followed by **somewhat focused** (29%). Only 6% of the total responses indicated that community is **not exclusively focused** on schools. Most responses were from the empty nester/young senior demographic followed by the family years.*

Do you think residents are seeking more opportunities to connect with their neighbors?

*The overwhelming majority responded that residents are **definitely**, (47% of total responses), followed by **somewhat** (26%) seeking these opportunities. There were some responses for '**yes and no**' (18%). The majority of responses were from empty nesters and young seniors.*

North Shore County Day School

Sacred Heart School

Sacred Heart School, a member of the Archdiocese of Chicago, is part of Divine Mercy Parish in Winnetka, Illinois. Since 1902, Sacred Heart has provided generations of students with a solid academic foundation and values deeply rooted in faith, enabling them to become well-respected, accomplished leaders. It serves approximately 200 students from nursery school to 8th grade and is located just west of the Hubbard Woods business district on Gage Street.

The School of Saints Faith, Hope and Charity

In the fall of 1939, the Dominican Sisters of Sinsinawa founded the School of Saints Faith, Hope & Charity. A parochial, Catholic grade school and part of the Archdiocese of Chicago, FHC educates children in the formative years of 3-year-old Pre-Kindergarten through eighth grade. Faith, Hope and Charity is located a few blocks west of Indian Hill Metra station, on Hill Road and Ridge Avenue in Winnetka. It serves approximately 300 students from early education, pre-kindergarten and kindergarten to 8th grade.

WINNETKA-NORTHFIELD PUBLIC LIBRARY SPACES

The Winnetka-Northfield Public Library has its main library building on Green Bay Road across from the Winnetka Metra station. Recently renovated, the interior includes a large children's section, a public reading area in the adult reading section, a community room that opens up to the outdoors, and The Studio, a maker space that offers adult, teen and youth classes. The Studio features the latest technology and equipment, such as 3D printers, Adobe Creative Cloud software and a laser engraver, as well as classic art mediums like paint and canvas, to inspire and educate a community of artistic makers and creators. Library staff support an additional branch of the library in Downtown Northfield.

RELIGIOUS INSTITUTIONS

Christ Church

Christ Church has a long history in the Village. Its "Church on the Hill," located across from the original Patterson Tavern on what is now Sheridan Road, began in 1847 as a memorial chapel to Susan Garland, one of the founders of Winnetka, and the second owners of that tavern. In 1876 the chapel became an Episcopal mission, and in 1905 the current traditional stone church was dedicated as a memorial to residents who were tragically killed in the 1903 Iroquois Theater fire in Chicago.

Christ Church has a second building, a large Gothic building at Oak and Maple Streets. This is the current home of the Parish Office and is the center of activity during the week. In addition to the church office, this building has several meeting rooms and a large fellowship hall named the Great Hall. Several community groups hold meetings in the Parish House during the week, and tenants including Willowood preschool and a counseling center rent space there.

Winnetka Congregational Church

Winnetka Congregational Church is an independent, congregation-led Christian church located in Winnetka, just east of the Community House on Pine Street. Since 1874, the Congregation has joyfully expressed its faith through Worship, Education, Service and Stewardship.

WCC has been integral to the growth of the community. The church started and launched the Winnetka Community House, the "Winnetka Talk" community newspaper, the Library, Harkness House for Children, The Women's Exchange forum, The Woman's Society, Rummage, the North Shore Art League and, most recently, Family Promise of the North Shore. It is located at Pine Street and Arbor Vitae Road.

Grace Presbyterian

Grace Presbyterian Church is the newest religious organization in Winnetka, having opened in the mid-2000s in the former First Church of Christ, Scientist building at 440 Ridge Avenue. It has a growing congregation, unlike many mainstream Protestant churches in the country, and foresees a building project to bring its historic building into ADA compliance. It is located at Ridge Avenue and Cherry Street.

Winnetka Presbyterian Church

Winnetka Presbyterian Church

In 1954 two Winnetka residents approached the Presbytery of Chicago about building such a church in Winnetka and found support that the time and place were right for such an adventure. Thirty-five families gathered and began services on January 22, 1956 at Skokie Junior High School. The church building that stands today was dedicated at the corner of Willow and Hibbard in January 1961.

Winnetka Bible Church

The Winnetka Bible Church has its roots in the Swedish-American community in Winnetka and was known at one time as the First Scandinavian Church of Winnetka. In 1973 a structure at 850-852 Spruce Street was purchased, providing four apartments for missionaries on leave from overseas ministry assignments. It has also housed a Japanese church—a "daughter congregation."

The church has supported many missions, both at home and abroad. Sunday schools, children's programs, and various youth activities were greatly enhanced by the addition of a state-of-the-art gymnasium and Family Life Center in 1987 and enabled the church to add a contemporary style worship service.

Saints Faith, Hope & Charity

The late Cardinal George Mundelein purchased a 3.5-acre lot at the corner of Linden Street, Hill Road, and Ridge Avenue from the Alles family, who had owned the property since 1838. Wendell Alles and other immigrant farmers from Trier, Germany were among the founders of New Trier Township, the community's governing body for several years before Winnetka was incorporated in 1869.

Between 1936 and 1939, The Saints, Faith, Hope & Charity's religious services were conducted in the New Trier High School auditorium. Construction of the original church, convent, and school was completed in 1939 after a long delay caused by the Village's denial of the parish's request for a building permit.

The parish appealed this ruling, and in an April 1939 landmark decision, the Illinois Supreme Court unanimously overruled the Village's position.

Sacred Heart Catholic Church/Divine Mercy Parish

Sacred Heart Catholic Church was founded in 1897 on four lots at the corner of Tower and Burr that were purchased for $1,000, and the current neo-gothic building was completed in 1928. In 2018 Sacred Heart Parish and St. Philip the Apostle Parish in Northfield merged, and the combined new parish was renamed Divine Mercy.

Congregation Hakafa

Congregation Hakafa is a Reform Jewish congregation in the Chicago area. Founded in 1983, the congregation calls itself "a congregation of people who chose to have no building, no board of directors, and no fundraising." In 1986, the congregation moved its Friday night service to the Winnetka Community House, where it has remained to this day.

OTHER COMMUNITY SPACES

Winnetkans gather in other non-public spaces as well. Residents often mention running into friends when at the grocery store (Grand Foods especially, but also Lakeside Foods). They also congregate at Winnetka's various coffee shops, including Peet's, Starbucks, and recently opened Hometown. One non-public space that serves an important community function is The Book Stall. This private locally owned bookstore is a natural gathering space partly due to its connection to Peet's Coffee. The Book Stall's knowledgeable employees (several of whom are former schoolteachers and other residents) provide a high level of service to adults and children alike. The store hosts numerous lectures by visiting authors, book clubs, and even a regular comedy series.

The Book Stall on Elm Street

COMMUNITY SERVICE ORGANIZATIONS

Representatives from Hadley Institute for the Blind & Visually Impaired, Volunteer Center of North Chicago, Grace Presbyterian Church gathered on February 13, 2020 for a focus group discussion. Key themes that came out of that discussion are summarized below.

Local Impact

The Hadley School for the Blind was founded in Winnetka and operates out of the Elm Street business district, with 35 local employees on site. Of these employees, only two are Winnetka residents. Affordability is a real issue for recruitment and retainment—about 25% of its employees are vision impaired and would prefer to live closer to work.

The Volunteer Center of North Chicago supports volunteer referrals and promotes local service projects available to area residents looking to volunteer. The organization is supported by and works often with local schools, with a small office that operates out of the Skokie School.

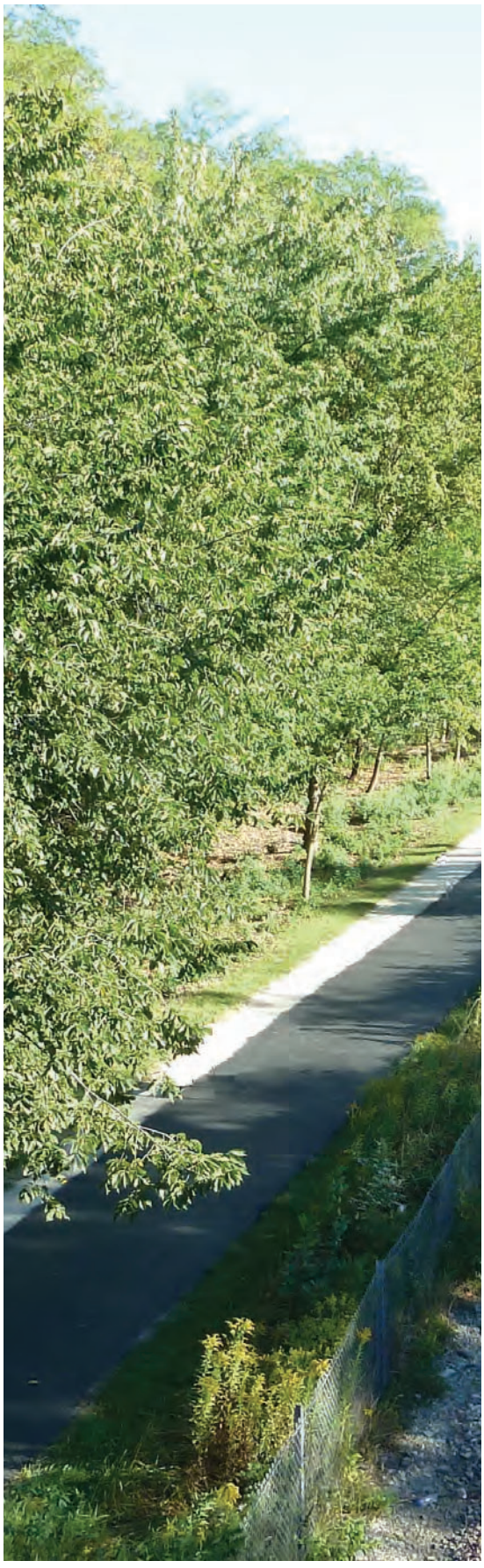
Community Involvement

Winnetka residents are very involved in Hadley's boards, and there is a lot of local pride for the institute. Despite this involvement, all organizations indicated that it is difficult to find board members these days, particularly among younger generations. This could be due to fewer stay at home parents, or because younger residents find that their time is more valuable than their money—which they tend to be generous with. People are more willing to do one-off volunteering rather than to undertake a continuing commitment. Grace Presbyterian Church encounters similar issues—soliciting donations to the church is easy but finding Sunday school teachers is tough. Church attendance and involvement is more common among non-white parishioners, but those people chose not to live in Winnetka because it is not diverse. Diversity is a cultural value—for Winnetka to become a place where people of color want to live, a cultural shift must occur.

Creating Community

As churches become less popular in our culture, and in-person volunteering is diminishing, the conversation shifted to how to create community to adjust to the changing times. One trend that benefits community is dog ownership—many residents meet and talk to their neighbors while walking the dog. Initiatives that make Winnetka more "dog-friendly" could help build community, from consistent sidewalks to dog-friendly shops, restaurant patios, programming and events. If young people find community on the street, then bringing more people to the street through bike infrastructure or bike share systems could also help.

Overall, there was a faith that if young residents are empowered to speak up and their considerations are taken seriously, they have the power to drive change in Winnetka.



Community Events

Chamber Lunch

In March the Winnetka-Northfield Chamber of Commerce hosts the annual Chamber Luncheon in the Community House. In addition to a silent auction of items donated by area businesses there is a fashion show, with area residents and shop employees/owners modeling clothing and accessories. Since 1976 the luncheon has honored a Man of the Year, Woman of the Year, and Educator of the Year, and in recent decades has also honored a Business Leader, Public Safety Officer, and has even handed out a few Lifetime Achievement awards.

Spring Cleanup Week

A less touted but deeply loved event is Spring Cleanup Week, better known to Winnetka children as "junk week." One day a year the Village will pick up and dispose of nearly any item from curbside that one person can lift. For several days in advance, residents place unwanted items by the curb, oftentimes showcasing them for the many people (residents, non-residents, and red-wagon-trailing school children) who peruse the offerings and very often pick them up for them to enjoy a second home and a new life.

Spring Cleanup Week in Winnetka

Annual Children's Fair

Rummage Sales

Winnetka is home to two impactful rummage sales. The Winnetka Community Church's rummage sale at the Winnetka Community House is an annual rite of spring that goes back to 1902, when the church's women's society raised a modest amount of money at a white elephant sale to donate to those in need. At the 2019 sale an estimated 3,000 people from all over the region came to shop, some arriving hours before the doors opened at 7am. More than $200,000 was raised in net proceeds benefiting more than 40 charities from the 7-hour spring sale. Hundreds of Winnetkans, some members of the church, some not, volunteer to make it happen. Not far behind in history or impact is the Christ Church Rummage sale, held annually in June. For 80 years this rummage sale has helped serve its ministry and to keep items in use and out of landfills.

Winnetka Children's Fair

Summer unofficially begins with the Winnetka Children's Fair. This fair hoped to celebrate its 75th anniversary in 2020, but the event was canceled due to the COVID19 pandemic. The Fair is hosted and organized by the Winnetka Community Nursery School Board of Directors, with aid from hundreds of local volunteers and with the support of several area businesses. Conceived as a fundraiser in 1945, the Children's Fair has grown to become one of the most treasured childhood events to Winnetka residents. Because the Fair is scheduled annually to coincide with the last Friday morning of classes in the Winnetka public schools, children race to the Village Green upon dismissal to enjoy hot dogs & treats, play games, and experience pony and carnival rides. Though the Fair serves as a fundraiser for WCNS, financial success is secondary to preserving this beloved tradition and the WCNS Board of Directors considers the Fair to be a gift to the children of our community.

Winnetka Music Festival

The signature event of Winnetka's summer is the Winnetka Music Festival. Now in its 4th year, this event was conceived by residents Scott Meyer and Val Haller. The Music Festival is privately sponsored and funded, though with some logistical and financial support by the Village, and it depends on hundreds of volunteers. It typically takes place in the downtown East Elm business district, with stages set up on the streets and in the Harkness House chapel at the Community House. Thousands of people of all ages attend this two-day "mini-Lollapalooza," with approximately half coming from Winnetka, Glencoe, and Wilmette, and the other half from elsewhere in the region. Top-quality bands, curated by Val's List, come from across the country to perform and to enjoy the hospitality of Winnetka residents who give them room, board, and a break from the road, while they are in town.

Winnetka Music Festival

COMMUNITY OPEN HOUSE RESULTS

COMMUNITY EVENTS

What other events happen in Winnetka?

Responses included Green Bay Trail fest, national paddle tennis event, pets parade, fall fest, holiday events, and job fairs. Suggestions for more events focused on sustainability and recycling. The majority of responses were from the empty nester/young senior demographic followed by family years participants.

What other community events would you like to see in Winnetka?

The majority of responses were focused on summer events (34% of total responses), followed by spring and fall with 20% of votes for each. Community gardens, community clean-ups, beach events, and a beer festival were examples of spring and summer events that resonated well with participants, anecdotally. Fall and winter events, including pumpkin carving, cider festival, baking classes, snow-shoeing, and cross-country ski, also garnered high votes (20% and 31% for fall and winter respectively). All demographic groups provided feedback for this question.

Nielsen Pro Tennis Championships

4th of July

Winnetka has a 4th of July tradition stretching back over 130 years. The day begins with a parade running east on Elm Street to the Village Green, where speeches, music, and beloved footraces take place. In the evening, thousands gather at Duke Childs Field for music, children's games, picnics, and fireworks. This event is run by the Winnetka Park District, with funding from the Winnetka Parks Foundation and the Village of Winnetka.

Nielsen Pro Tennis Championships

The Nielsen Pro Tennis Championships have been held intermittently in Winnetka since 1984. The event is part of the ATP Challenger Tour and is played on outdoor hard courts at the A.C.Nielsen Tennis Center. Some of the finest tennis players in the world have come through Winnetka including John Isner, Sam Querrey, Kevin Anderson, James Blake, Pete Sampras, John McEnroe and many more. Net proceeds benefit the North Suburban Special Recreation Association.

Other Events

There are other annual events celebrated throughout the year. In May, the Memorial Day Parade makes its way along Elm Street to the Village Green, where a ceremony is held to honor those who gave their lives for their country. The Winnetka Fall Fest is one of the largest events. Held on Duke Childs Field, it is a family-friendly day that features music, face-painting, and touch-a-truck, as well as food and drinks. The holiday season kicks off with twin events in early December. There's both a Holiday Tree Lighting with carols and hot chocolate, and a Red Invitation Sale when shoppers are welcomed to the downtown areas with discounts, gift wrapping, and festive fun.

SURROUNDING COMMUNITIES

Representatives from Northfield, Wilmette and Glencoe gathered on February 13, 2020 for a focus group discussion. Key themes that came out of that discussion are summarized below.

Collaboration

Northfield shares a Chamber of Commerce with Winnetka and a library system, along with joint police and fire services. Glencoe shares services like fire inspections for commercial properties, but most often collaborates with Winnetka on investments in the Hubbard Woods district, as well as ongoing annexations from Glencoe to Winnetka. The Green Bay Trail is also a connector for the communities—Glencoe has done some restoration/removal of invasive species, as well as addressed street crossings. The North Shore Convention + Visitors Bureau is an agency that used to serve all communities, but recently Wilmette has left the program to focus on local efforts. All community representatives agreed that the most valuable collaboration between the communities is information sharing—understanding what has been tried and what has worked in each other's communities.

Downtown Areas

Northfield's business district is small but stable—they have long term tenants like Lori's shoes, as well as new fitness studios moving in as their client base moves from the City to the North Shore. Wilmette benefits from a historic character in its downtown but is also focusing on multi-family development. The proposed six-story Optima site on Green Bay Road is a sign that the auto-oriented character of the corridor is changing. While Wilmette's zoning code allowed for five-stories, the sixth story would add an immense amount of public benefit, including affordable housing dollars, electric car charging stations, and high-efficiency windows. Wilmette's commercial spaces are inexpensive but not updated, which allows for more entrepreneurial activity. The challenges facing these districts are all the same—changes in brick and mortar retail, embracing social media, and addressing vacancies. When vacancies do occur, communities are pressured to allow service uses, but often don't want to settle and would prefer to hold out for retail.

Perceptions

Given the communities close ties to one another, there are many perceptions from one community to the next. There is the perception that people move to Northfield from Winnetka because the real estate tax structure is better. Residents of surrounding communities wish their downtowns were like Winnetka, with its charm, concentration of businesses and high-end stores. There is also the perception that the process to develop or make change in Winnetka is cumbersome and unpredictable. While the community has preserved so much about what is great about Winnetka, it has also created barriers for positive change to occur.

INFRASTRUCTURE & UTILITIES

Public Water Supply, Treatment, and Distribution

Winnetka's location on Lake Michigan is crucial to supplying a reliable source of drinking water to its residents. The revenue generated by the water utility is necessary to sustain a high level of service to the residents, conduct operations of the system, sustain equipment and materials in a preventative manner, and replace components of the water system as failures occur. The Village's water system has operated as a public water supply for decades, and continues to operate under these conditions.

WATER SOURCE AND TREATMENT

The Village has the capability of drawing water from about 1,200 feet and 3,000 feet from the shoreline through intake pipes into Lake Michigan, giving it a protected inlet to the water system.

The water treatment plant, constructed in 1922 and expanded in 1932, provides the necessary treatment for operators to meet both State and Federal Drinking Water Regulations on a consistent basis. The treatment system provides the necessary physical and chemical treatment to remove solids and inactivate pathogens that can impact human health. The facility is permitted by the Illinois Environmental Protection Agency for a production capacity up to 16 million gallons per day, which is sufficient for drinking water supply, day-to-day water use, property and landscape sprinkling, and fire flow protection.

Average day demands for the Village's water system are about 3.0 mgd, with maximum day demands reaching up to about 9.0 mgd.

Though the water treatment facility experienced its last major expansion over 88 years ago, the Village regularly maintains and makes improvements to the water plant. More recent improvements have included such items as rapid mix, replacement of a high lift pump, chlorine scrubber, and pipe gallery dehumidification. The continued operation of the water plant will require continuing investments in the future.

WATER DISTRIBUTION

The water produced by the water treatment facility is pumped into a 71.5 mile network of pipes for distribution to the residents, businesses, and institutions within the Village. The Village also serves unincorporated Indian Hill, the Woodley Road Area, and Longmeadow Road. The Village's water distribution system is unique in that it uses no elevated storage to sustain water system pressure, but rather relies on a series of pumps that can instantly provide pressure and flow for the range of system operating conditions. A 3 mg reservoir and booster pump station on Willow Road is used to support system pressures and provides redundancy in supporting flows to the Village and with the interconnection to neighboring Village of Northfield, to whom Winnetka also provides water service. From an emergency perspective to ensure continued water to the Village, the Village also owns and can operate interconnects with neighboring Glencoe, and Wilmette, allowing the transfer of up to 5 mgd between the Villages on as needed basis.

While it is difficult to predict future system failures, it is important that the Village focus on planning major water system infrastructure projects to support current and future residents desiring to live and work in the Village for the next 100+ years.

Planning efforts in 2017 helped to identify critical water mains within the Village for the purpose of replacement and maintenance of the water system. The Village has also identified that over 58-percent of the distribution system is more than 100 years old. The 2017 study helped the Village prioritize water main projects, funding and water rates out to the year 2025 to address short, medium, and long-term replacements. Replacement of water mains within the Village is important to maintain adequate pressure and available flow throughout the Village. The plan is to reach a goal starting by 2025 of annually replacing 1% of the water distribution system. Replacement of water mains within the Village is required to maintain a high level of reliable service. As older smaller diameter water main is replaced, incremental improvements in pressure and fire hydrant flows are also achieved.

Given the nature of Winnetka's pressurized water system, which relies on electric pumps, the reliability of the electric system is a more significant concern compared to those experienced by other municipal systems that use elevated storage tanks. For this reason, the water plant and reservoir have two electrical sources and backup generation.

OPERATIONS AND MAINTENANCE

As the Village's water distribution system continues to age, USEPA and the AWWA have recognized that systems of this age are faced to experience increasing rates of failure. Over the past 10 years the Village's water system has experienced a break rate of about 22.5 failures per 100 miles of main per year, a rate twice that of the US National average of 11.0 failures per 100 miles of main per year. In 2019, water main break repairs were at an all time high at about 64 breaks per 100 miles of pipe, almost 6 times more than the average national rate.

The Village's budgeted replacement schedule from 2017 to 2025 has shown an increase of only 0.58% of ft. replacement main, per ft. main installed, for the system being replaced to address the breakage issue. USEPA has recommended in its guidance that systems

consider replacement rates on the order of 3% to 5%, or higher because of increase failure rates and to overcome these types of aging water main infrastructure issues. As previously stated, beginning in 2025, the water main replacement funding will be at a 1% annual rate.

The Insurance Services Office (ISO) classifies community public fire protection capabilities, which in turn sets insurance ratings—the higher the classification the lower the insurance costs. While the water system is just one component of the Village's ISO Public Protection Classification, it can improve upon its rating of 3 to either 1 or 2 by improving available fire flow supplied by the distribution system by replacement of 4-inch and 6-inch water main with an 8-inch or larger main in its future water main replacement program. Future water main sizing as replacements are installed will also be an important factor in maintaining and improving upon the Village's ISO Rating.

In addition, several studies have been undertaken by the Village to understand the potential of what it would take to sell water to the Village of Kenilworth or to partner with the Village of Glencoe to provide water service to both Glencoe and Winnetka. The Village continues to finalize the study with Glencoe.

A recent survey of the cost to supply the Village with drinking water indicates that the monthly water bill in the Village, as of 2020, remains less than the average of that spent by residents in the region (Burns and McDonnell, 2017).

Figure 62 shows modeled system pressures under maximum day demands within the Village's water system (water main = black lines).

Lead Service Line Replacements

In 2021, the Governor signed into law the Lead Service Line Replacement and Notification Act passed by the Illinois legislature. The Act requires owners or operators of community water supplies, such as municipalities, to develop and maintain a complete material inventory of private lead service lines to homes, businesses, and institutions and to implement a comprehensive plan for the replacement of those lines according to prescribed timelines based on the number of lead service lines reported in the material inventory.

The Act requires community water suppliers to provide to the Illinois Environmental Protection Agency (IEPA) an initial material inventory by April 15, 2022, and an updated material inventory by April 15, 2023. A final material inventory and an initial replacement plan must be submitted to IEPA no later than April 15, 2024. The inventory must report the composition of all lead service lines in the water distribution system, whether they are suspected, known or unknown. Based upon the Village's current inventory of service lines, approximately one-third of the 4,493 services are lead services (1,287 full lead services; 173 partial lead services). Under the Act, the Village would have until the mid-2040s to replace the service lines. As the Village prepares the lead service line replacement plan, the Village will need to identify a means of paying for the replacement cost, which could be in form of property owners directly paying for the cost, the Village Water Fund paying for the expenses, the Village securing grants, or a combination of the above.

FIGURE 61: WATER SYSTEM PERFORMANCE

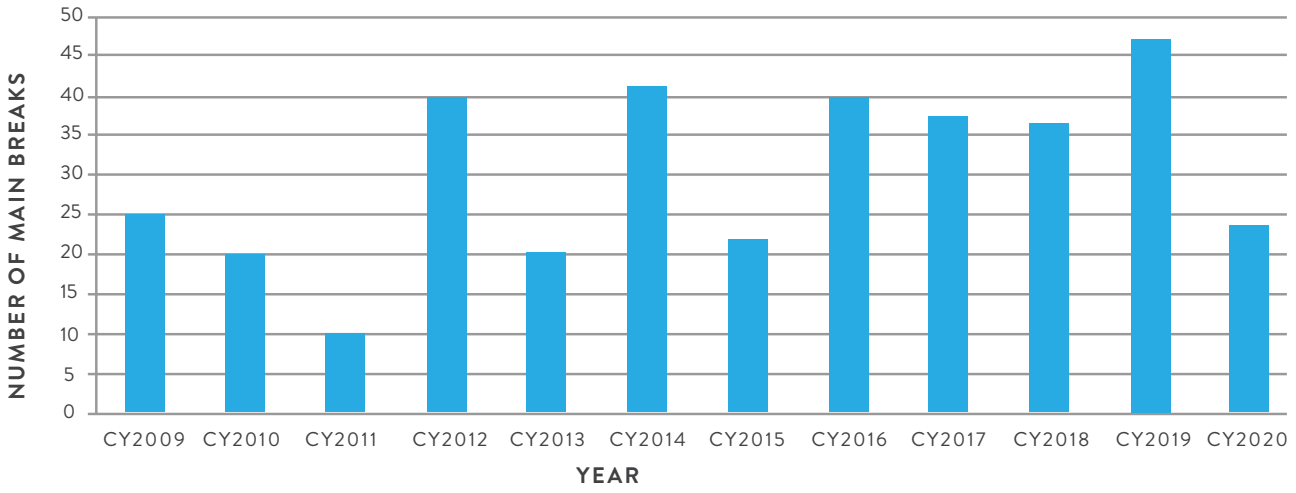
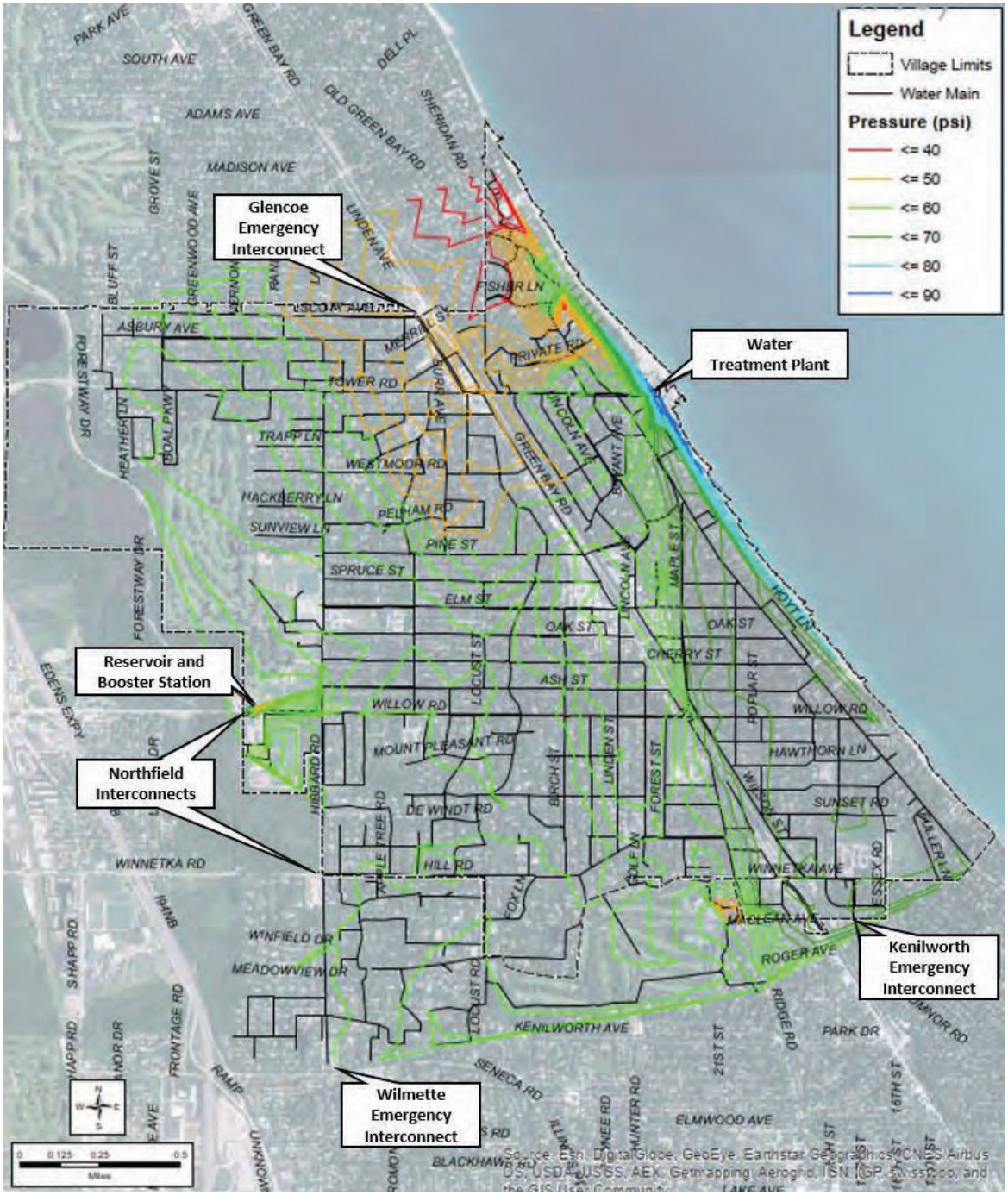


FIGURE 62: WATER DISTRIBUTION SYSTEM AND MAX DAY DEMAND PRESSURES



Public Electric Supply and Distribution System

The Village of Winnetka provides electric services to its residents, businesses, and institutions. Electricity supply was first made available in 1900 for street lighting, residential, and commercial uses when electric generating equipment capable of producing 50 kW was added to the water pumping station site. The Village last expanded its generating capacity to 30,000 kW in 1978. That generating capacity is now just one component of a triple-redundant electricity supply system, with the Village-owned Northfield Substation and ComEd's Northbrook Substation being the other two components. Under normal situations, the Village's generation capacity is always available as needed to replace imported power from the two substations and is called to generate power on average 31 days per year under contractual arrangements.

The electric distribution system has also grown to provide reliable and redundant electricity supply circuits to all parts of the Village. The distribution system consists of three distribution load centers throughout the Village interconnected with underground cabling such that each load center may be served from redundant paths. From these distribution load centers, electricity to all parts of the Village is continued via a combination of overhead and underground circuits.

Additional details for the existing supply and distribution system infrastructure as well as the Village's operation and maintenance programs and financial structure are summarized herein.

GENERAL OPERATIONS

Because the water and electric plants are intertwined, their operations are coordinated. This results in numerous cost-saving synergies. For example, the water and electric plants must be staffed and operational around the clock, and their joint location allows the two plants to be operated by a single plant operator during each evening shift and again during each midnight shift.

The reliability of the electric system has been long considered one of the Village's greatest assets. This is, in a large part, because of the redundancy that has been designed into the systems by maintaining three independent supply sources, "looping" the electric distribution lines, and using high-quality materials when installing new lines.

When problems do occur, the redundancy of the existing infrastructure generally allows any service outages to be quickly restored. Utility problems are reported via special emergency telephone lines that have been installed at the Water and Electric Plants. A small group of employees is always on call and ready to respond with assistance to any customer that is experiencing a water or electrical problem. Water and Electric employees will inspect the customer's facilities to determine the nature of the problem and, if necessary, will check circuit breakers and replace fuses. This service frequently prevents expensive calls to an electrician by the resident and results in faster correction of the problem.

The Department also identifies the location of underground utility facilities to prevent damage by contractors or residents. This reduces the cost, prevents unnecessary repairs, and increases the reliability of service for all residents.

MANAGEMENT AND FINANCE

The Village's electric and water utilities are operated as a single department of the Village government under the general direction of the Village Manager. The Director of the Water and Electric Department directly supervises the two utilities.

Although operationally unified, the Water and Electric Departments are operated as separate financial entities, each with its own Enterprise Fund in the Village's budget and financial records.

In 1900, the Electric Department was originally financed by a loan of $18,000 from the General Fund. This loan was repaid from surplus earnings within a few years. From that time on, all extensions of the electric utility were financed from surplus earnings until the expansion of the power plant in 1960, when revenue bonds of $1,000,000 were issued. In 1978, bonds were again issued, this time for the installation of diesel generators. Those bonds were repaid by 1992. The new substation interconnect with ComEd, completed in 1996, was also financed from accumulated earnings.

To maintain a high level of service and to provide an adequate, reliable source of supply at all times to meet the Village's increasing demands for water and electricity, the water and electric utilities have both developed long-range financial and capital improvement plans. Plans for major plant additions must be made at least three years in advance of the need. This seemingly long lead time is required to design, manufacture, install and test the equipment before it is ready for operation. This planning is a guide for efficient utilization of resources and is revised each year to satisfactorily meet the actual growth in demand for service.

ELECTRIC POWER SUPPLY

Source of Purchased Power

Since March 1, 1991, electricity to meet all of Winnetka's power and energy requirements has been provided pursuant to contracts between the Village and the Illinois Municipal Electric Agency (IMEA). IMEA's primary function is to provide wholesale electricity to its members, which they, in turn, resell at retail. IMEA also sells power to other qualified municipal utilities like Winnetka. The IMEA was created to achieve "economies and efficiencies not possible for municipalities acting alone," in the words of the legislation that made the organization possible. Its success is rooted in the cooperation of many municipalities toward a common goal to keep the members' power costs low and to insulate them from the high prices that are increasingly common in the short-term power market.

In addition to its primary power supply function, IMEA also provides engineering, communications, and economic development services to its members. These include engineering consultation, state and federal legislative lobbying, load retention and new business location services, and various communication programs. IMEA provides additional utility services through management contracts with the Illinois Public Energy Agency (IPEA) and the Illinois Municipal Utility Association (IMUA).

On the Village's behalf, IMEA acquires power and energy by generating it at an IMEA-owned plant; purchasing it from other entities including renewable power; and using the capabilities of the Village's Electric Plant or of other members' plants. This blend of resources assures an economical cost of wholesale power.

By contract with IMEA, the output capacity of the Village's Electric Plant is dedicated to the IMEA. Upon request by the Agency, the Village will generate electricity that is used by the Agency to meet electrical demand or offset the cost of higher priced wholesale power from another source. In return for the Agency's right to use the plant's capacity, the Village receives a credit of approximately $1,400,000 annually on the Village's wholesale power bill from IMEA. The IMEA contract extends through September 20, 2035.

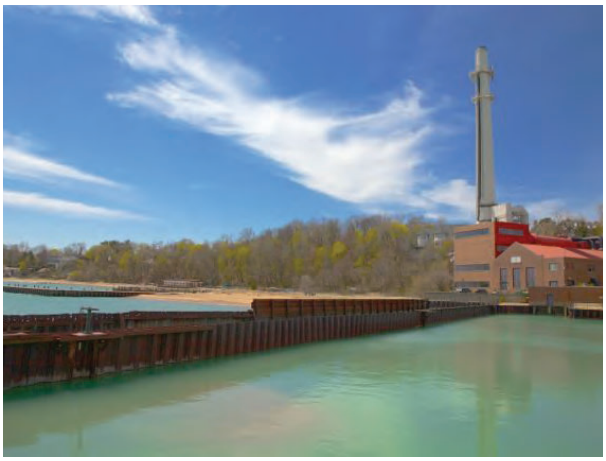
Triple-redundant Power Delivery to Winnetka's Distribution System

The Village receives the IMEA-purchased power from two substations that connect the Village to the neighboring electric transmission grid. One substation is located in Northbrook and is owned by ComEd. The Northbrook Substation provides power to Winnetka from three different ComEd distribution lines. While all three ComEd distribution lines are normally in service, the loss of one line will not reduce the substation's capacity to deliver electricity to the Village. The Village can receive approximately 21,000 kilowatts (kW) from this source and as much as 27,000kW in times of extreme need. The Village's interconnection point with this substation is near the Car Max dealership located on Skokie Boulevard.

The second substation is located in Northfield near New Trier West High School. The Village owns this substation. It was constructed in the mid-1990s and has a capacity of approximately 30,000 kW. There are projects underway to upgrade the equipment in this facility with a redundant transformer and associated switching equipment. The project will minimize supply outages by ensuring that any single equipment failure within the substation will not prevent the substation from supplying at least 30,000 kW to the Village. The switchgear building at the Northfield Substation was recently updated with a clean agent waterless fire suppression system and improved HVAC systems to control temperature and humidity, which prolongs switchgear and substation battery life.

The third source of power is the Village-owned and maintained power generating plant located at Tower Road and Lake Michigan. Through a combination of steam boilers, steam turbines, and diesel engines the power generating plant has a production capacity of about 30,000 kW.

This triple redundancy of power sources (two substations and one generating plant) mitigates the risk of a long-term outage because of a failure of a substation or the power plant. For example, staff projects that during a very hot summer, the electric system could realize a peak demand of approximately 40,000 kW. If the Village were to lose its primary source of power, the Northfield Substation (30,000 kW), the electrical needs of the Village could still be met with the Power Plant (30,000 kW) and the ComEd Northbrook Substation interconnect (21,000 kW).



Village-owned Electric Generating Plant

Electricity in the Village was originally generated by small reciprocating engines. Service was limited to a few residents, businesses, and street lighting. The Village's electric utility has evolved from this small beginning produced by tiny steam driven units, to a modern plant that uses steam turbine generators and boilers. The nearly constant increase in the use of electricity has made it necessary to add generating capacity regularly. Currently, generation capacity is 30,000 kW.

Because of EPA air regulations, the plant's boilers are now fueled only by natural gas. Diesel fuel is still used in the two 2,400 kW diesel engines. Diesel fuel costs are also reimbursed by IMEA. The diversity of electrical supply is a major reason the Plant remains a viable and valuable asset to the Village.

Recent improvements at the Electric Generating Plant include a deluge fire suppression system for the turbine area and a clean agent waterless fire suppression system for the Plant Load Center. A clean agent fire suppression for the nearby South Load Center is slated for 2023. In the near term, the Village will be determining the long term status of the generating assets. The Five-Year Capital Improvement Plan contains almost $3.3 million of improvements required for the continued long-term operation.

Two of the three distribution step-up/step-down transformers at the generating station are beyond their useful life and the third transformer is also nearing the end of its useful life. Replacement of these transformers are included in the Village's current Five-Year Capital Improvement Plan. Upon replacement, the transformers should utilize less flammable oil in lieu of standard mineral oil. The less flammable oil will reduce the likelihood of transformer fires and ensure that failure will not damage nearby equipment.

ELECTRIC DISTRIBUTION SYSTEM

At the Village-owned electric generating plant, there is a 4160 volt distribution load center that primarily distributes power to critical facilities such as the generating plant auxiliary loads, the water treatment plant, the drinking water reservoir, Hill Road Stormwater Pumping Station, the Public Safety Building, and New Trier High School. This load center can be directly served from the generating plant or from either of the two substations that receive power from the ComEd transmission grid via 12470 4160 volt step-down transformers at the generating plant. Thus, critical Village facilities can be powered directly from the Village-owned generation plant in the event of a regional blackout. The capacity of the generating plant is also sufficient to serve those critical facilities as well as many other customers.

The balance of the Village is supplied by nine circuits that feed out to the Village at 12,470 volts. The12,470-volt circuits are supplied by transformers connected to the Electric Generating Plant's 4,160-volt busses, three tie lines interconnecting with ComEd at their Northbrook Substation and the village-owned Northfield Substation interconnection. This arrangement allows the Village to use the Electric Generating Plant, both interconnections, or a combination thereof to supply the energy needs of the residents.

Distribution transformers, for reducing the primary voltage to a residential customer's service voltage of 120/240 volts, are placed at strategic points on the distribution lines for supplying satisfactory service to all customers in the most economical manner. The distribution lines are a mix of underground and overhead lines. Most of the poles used for overhead distribution lines are owned and maintained jointly with AT&T. Thus, if the Village were to convert any power distribution lines to underground, AT&T would also need to agree to bury their lines before the poles could be removed. While the fact that AT&T jointly owns the poles has limited the conversion of overhead lines to underground, incremental improvements are still being made since Village Code requires all new utilities to be underground.

The electric distribution system is always maintained in first class condition, and inspections are conducted on a regular basis. In addition, a regular tree-trimming program is completed on a two year cycle, whereby all lines are cleared of hazardous tree conditions. First class maintenance, regular inspection, and a tree-trimming program reduce the risk of electrical outages. Inspections include thermography for all overhead circuits, switchgear, substations, and select high priority pad-mounted transformers. Further, the Village performs wood pole inspections on a 10-year cycle.

Distribution circuit automation upgrades are planned to begin in 2024. Such upgrades improve electric service continuity for Village residents and businesses.

All new underground circuits utilize high quality cable with 220mil EPR insulation, and all underground circuits, including customer end-use circuits, are installed in conduit and routed via strategically placed handholes and manholes. Such quality installation practices ensure long cable life and, in the event of a cable failure, result in short outage durations due to easy replacement. Mainline underground cabling replacement (between substations and load centers and from load center to load center) is part of a budgeted annual replacement schedule which replaces at least 1 mile of mainline cable per year.

The water and electric utilities have plans to implement Advanced Metering Infrastructure (AMI), or what is often referred to as smart meters, beginning in 2023. The new meters will increase the accuracy of measuring customer consumption.

Village ordinances require the electric wiring, fixtures, and other electric equipment on the consumers' premises be maintained in accordance with the rules and regulations of the Water and Electric Department and Village Code. An electric permit must be taken out for any new wiring or for any changes to existing wiring so that an inspection can be made.

ELECTRIC RATES AND FINANCIAL POLICY

The Village structures its electrical rates to be competitive with the rates charged by ComEd. Rates are set by Village Council resolution each year, in the course of the annual budget process.

The net book value of the electric utility properties, including the generating plant and the distribution system was $19,358,735 as of the December 31, 2020.

The Village's Electric and Water Utilities are self-supporting operations. As such, these utility funds remit payments in lieu of taxes to the Village's General Fund. Payments in lieu of taxes are payments made from the utility funds to compensate the General Fund for the property and utility taxes lost due to the utility's tax-exempt status. Each year the General Fund of the Village receives approximately $1.3 million from the Electric and Water utilities for payments in lieu of taxes. The Electric and Water utilities also directly pay the Village's General Fund for providing various administrative services to the utilities. These services include personnel support, payroll, benefits, human resources, financial planning, legal services, purchasing, and billing. The amount billed to the Electric and Water utilities for these services is approximately $1.4 million. By charging these utilities payments in lieu of taxes and billing for administrative services the Village is able to lower property taxes almost 15%.

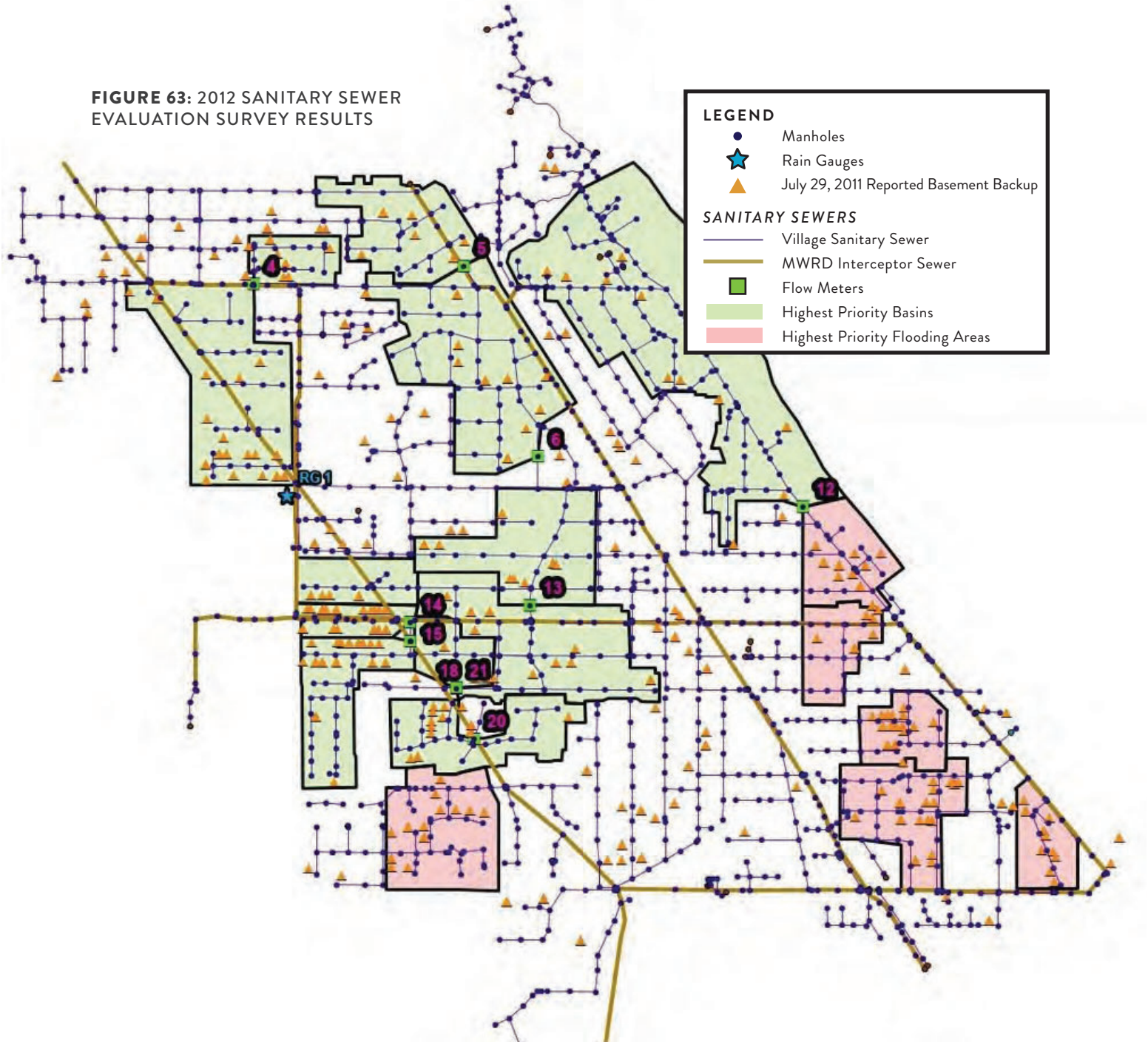
Sanitary Sewer Conveyance and Treatment

The Village of Winnetka owns, operates, and maintains a sanitary sewer system serving the community and conveying wastewater to a network of intercepting sewers operated by the Metropolitan Water Reclamation District of Greater Chicago (MWRD). These intercepting sewers in turn convey wastewater to the MWRD's North Side Treatment Plant located near Howard Street and McCormick Boulevard in Skokie, where it is treated and discharged to the North Shore Channel, and ultimately, to the North Branch of the Chicago River. Thus, the Village provides wastewater conveyance services but does not provide any wastewater treatment services.

CONVEYANCE

Over the years the Village has experienced a number of large rainfall events resulting in significant surface flooding and backups in the sanitary sewer system resulting in basement flooding. One particular event occurred on July 23, 2011, when over 6 inches of rain fell in less than three hours. In response to that event the Village performed a survey of all residents to determine the extent of flooding and basement backups. Of the responses received, 276 residents indicated they experienced a basement backup, and while the July 23 event was an extreme event, the results of the survey suggested the presence of sanitary sewer infiltration and inflow (I/I). Infiltration is groundwater that enters the sanitary sewer system through defective sewer joints, cracked or broken sewers, or manhole walls. Inflow is surface water directly entering the sanitary sewer system because of rainfall or surface runoff through roof drains, yard or area drains, foundation drains, manhole covers, and cross connections with storm sewers. Excessive I/I into the sanitary sewer system can exceed the sewer's conveyance capacity and result in system backups.

FIGURE 63: 2012 SANITARY SEWER EVALUATION SURVEY RESULTS



The Village subsequently completed the Sanitary Sewer Evaluation Survey and Flow Monitoring Study, Strand Associates, Inc., August 2012. The purpose of the Sanitary Sewer Evaluation Survey (SSES) was to identify locations of I/I into the sanitary sewer system and determine means for reducing I/I. The SSES included a flow monitoring study to analyze dry and wet weather flow characteristics of the Village's sanitary sewer system, isolate the areas within the system where I/I was most prolific (highest priority), and provide the Village with recommendations on moving forward with further investigations to pinpoint and reduce the sources of I/I.

The results of the study are illustrated in Figure 63. Areas in green are "Highest Priority Basins" that exhibited the highest levels of I/I based on the study. Areas in pink are the "Highest Priority Flooding Areas" that reported a significant number of basement backups based on the Village's survey of residents but did not exhibit especially high I/I during the SSES study.

SANITARY SEWER MAINTENANCE AND OPERATION

Following the 2012 study, the Village performed additional field investigations in the green and pink areas and completed the 2013 Sanitary Sewer Evaluation Study, Baxter and Woodman, October 2014. This study identified sources of I/I in portions of the sanitary sewer system through manhole assessments, smoke testing, and dyed-water testing with sewer televising. The portions of the sanitary sewer system studied are shown in Figure 64.

This study identified the following defects.

- 177 manholes shown in Figure 65. The Village subsequently completed a manhole rehabilitation program addressing these manholes in early 2015.
- 70 direct connections of private property drains (area drains, downspouts, window wells, sump pumps, etc.). The Village subsequently worked with the individual property owners to disconnect these private sources.
- 16 leaking private sanitary service laterals.
- Several mainline sewer defects located as shown in Figure 66. A sewer lining program was performed addressing all of these defects.

The Village performed additional field investigations and completed the 2017 Sanitary Sewer Evaluation Survey, RJN Group, Inc., April 2018. This study identified additional sources of I/I in the areas shown in Figure 67. Manhole inspections, smoke testing, and sewer televising were performed in the yellow shaded Study Area and manhole inspections alone were performed in the pink shaded Additional Study Area.

This study identified the following defects.

- 112 manholes.
- 36 mainline sewer defects recommended for priority sewer lining.
- 36 mainline point repairs for rehabilitation.
- 2 mainline pipes recommended for replacement.

These defects have not yet been fully addressed, but the Village continues to pursue manhole and sanitary sewer rehabilitation as part of an annual system operation and maintenance program.

FIGURE 64: 2013 SANITARY SEWER EVALUATION SURVEY STUDY AREA

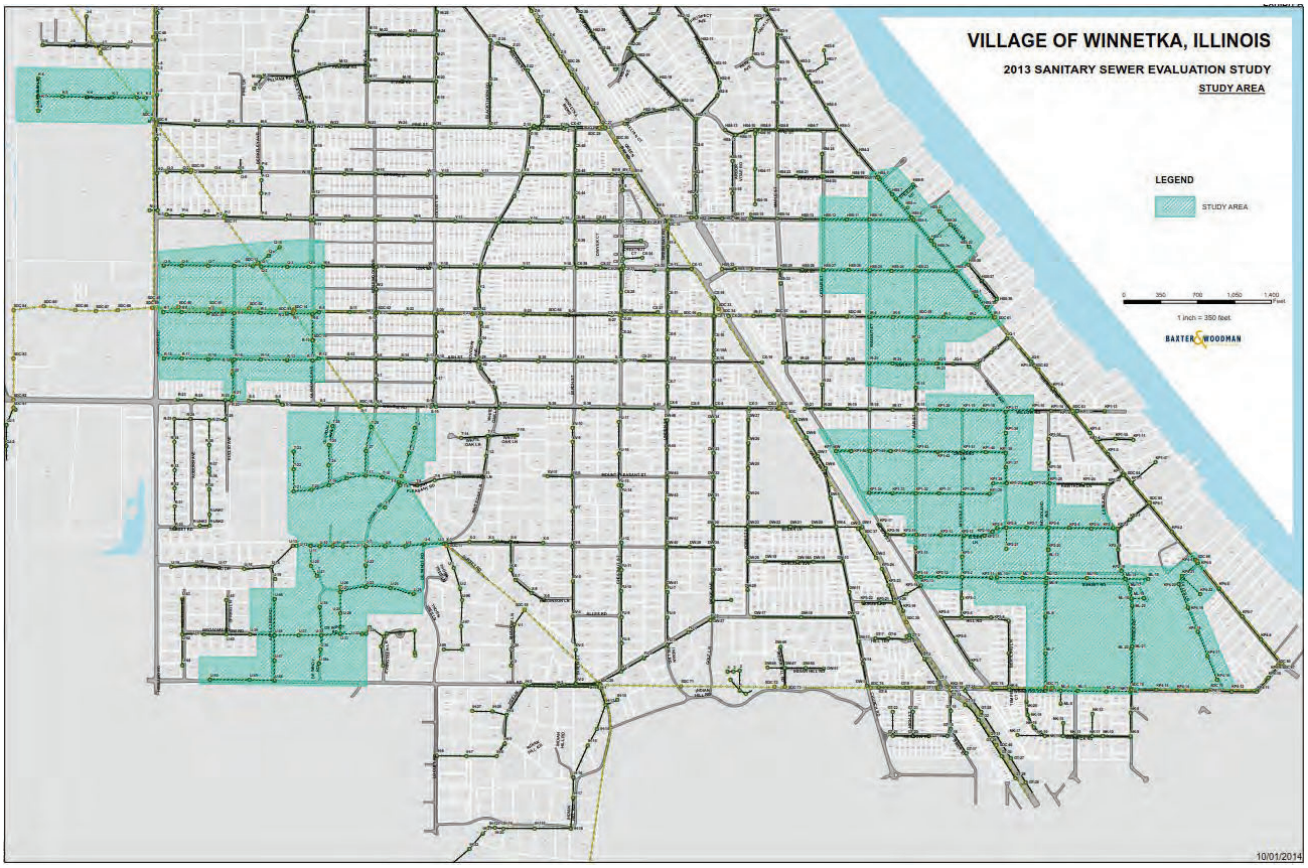


FIGURE 65: 2013 MANHOLE REHABILITATION PROGRAM

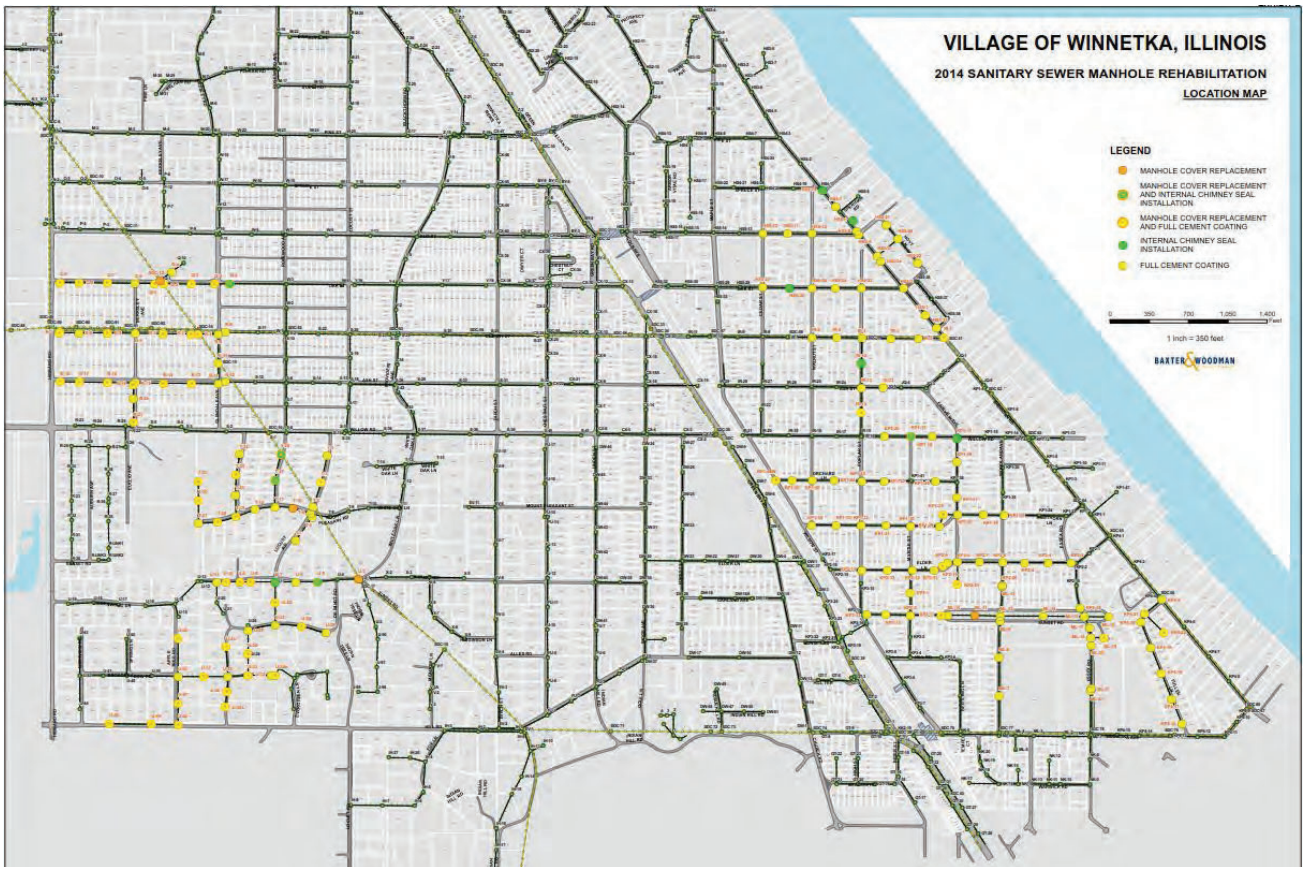
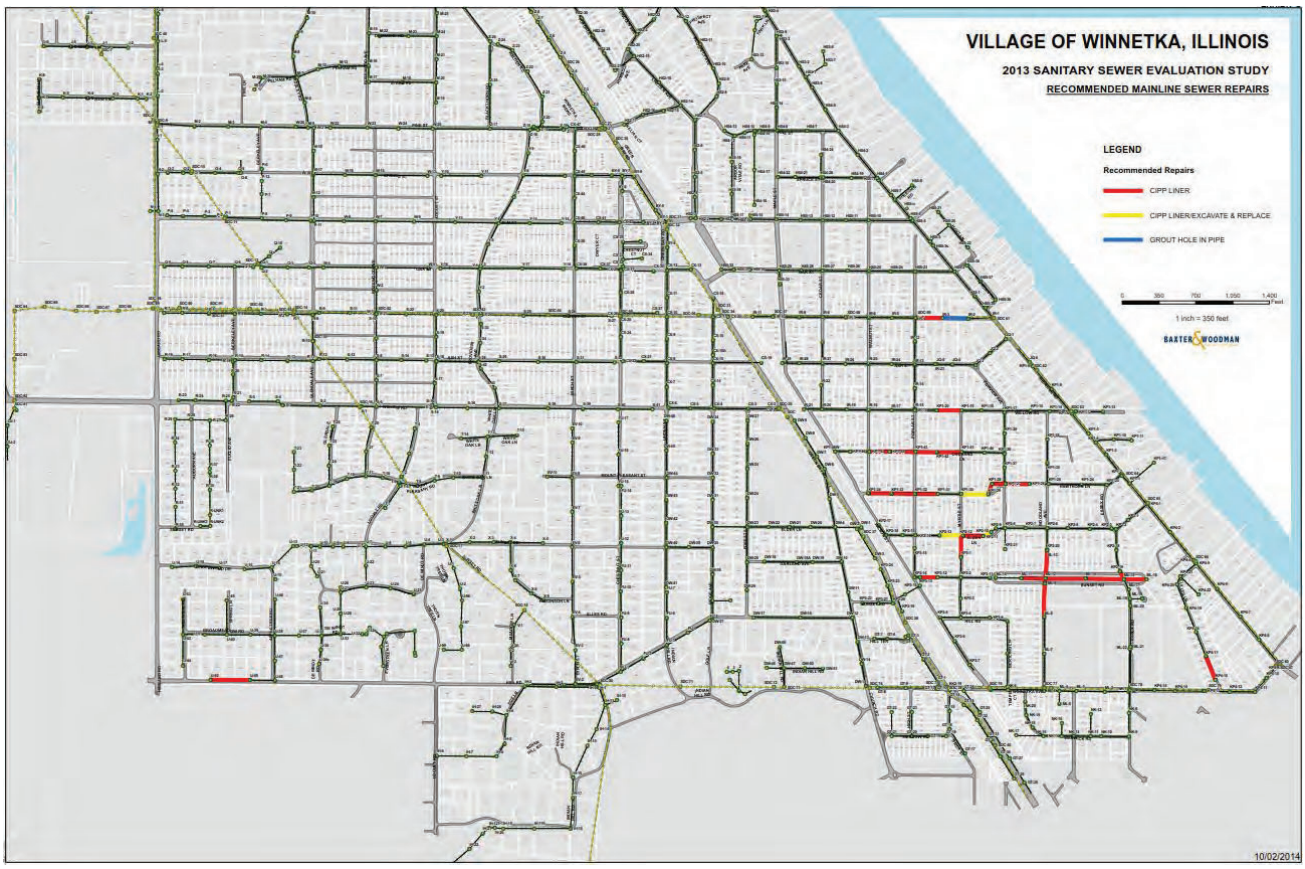


FIGURE 66: 2013 MAINLINE SEWER LINING PROGRAM



In 2019 the Village completed all High Priority repairs noted from both studies, and anticipates completing Medium priority repairs in the next 2-3 years. In addition the Village has implemented an annual sewer televising and cleaning program, and continues its sewer relining program.

FIGURE 67: 2017 SANITARY SEWER EVALUATION SURVEY STUDY AREA

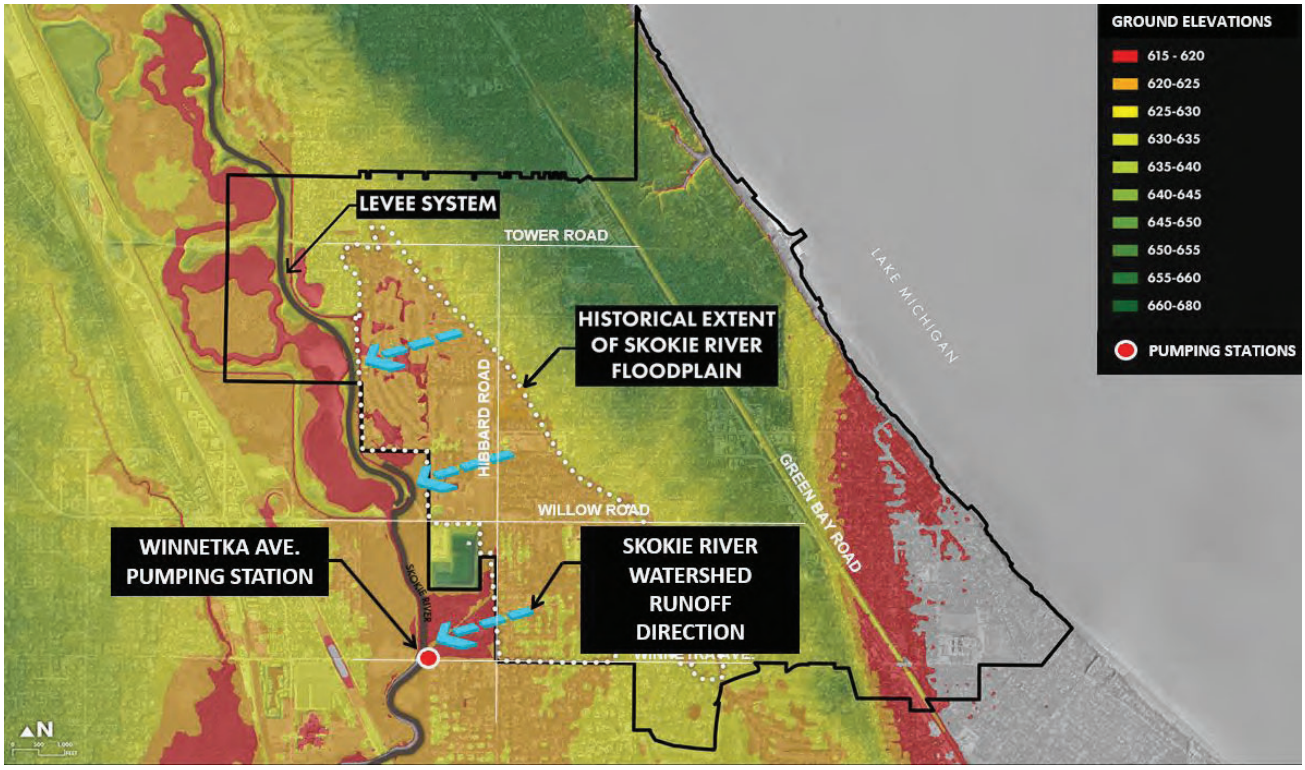
Figure 67 highlights additional sources of I/I based on additional field investigations from the 2017 Sanitary Sewer Evaluation Survey (RJN Group, Inc., April 2018).

Stormwater Management and Flood Mitigation

Stormwater management and flood control issues moved to the forefront of attention for the Village of Winnetka since the Village experienced the remnants of Hurricane Ike in September 2008, which dumped about 8.2 inches of rain in a 36-hour period. In response to this event, the Village performed a series of stormwater studies and identified a number of potential improvements intended to address frequent flooding in several areas of the Village. Since 2008, the Village has completed some of their stormwater improvement projects but also suffered through two more historical rain events in July 2011 and April 2013, further emphasizing the need for the Village to maintain their pursuit of stormwater and flood control improvements.

Details of the historical stormwater and flood conditions in Winnetka as well as the stormwater studies and improvement efforts the Village has pursued to address these historical conditions are discussed below.

FIGURE 68: SKOKIE RIVER WATERSHED



HISTORICAL STORMWATER AND FLOOD CONDITIONS

The Village of Winnetka is a fully developed community generally served by two major watersheds.

- The Lake Michigan watershed generally conveys runoff east of Green Bay Road towards Lake Michigan.
- The Skokie River watershed generally conveys runoff west of Green Bay Road towards the Skokie River as illustrated in Figure 70 above.

Each of these two major watersheds has mapped flood plain.

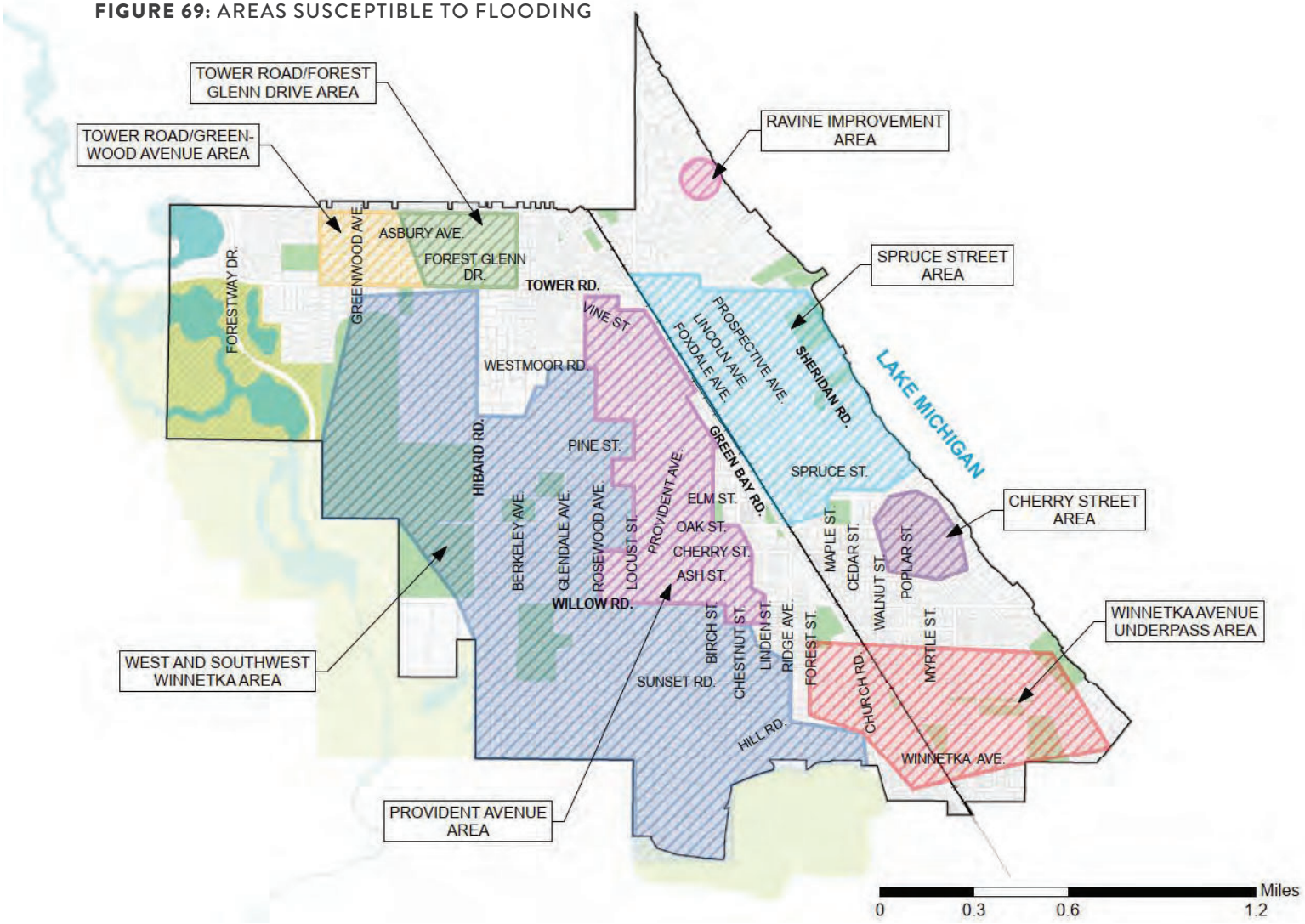
- The Lake Michigan flood plain (Base Flood Elevation 585 NAVD 1988) generally covers the lake shore and doesn't encumber any significant structures.
- The Skokie River flood plain (Base Flood Elevation 625.3 NAVD 1988) generally covers the south and southwest side of Winnetka and encumbers hundreds of structures and properties.

However, most flooding that occurs in Winnetka is not directly related to river flooding or elevated lake levels. In the 1930s a levee system was built between Winnetka and the Skokie River with the intent of protecting Winnetka from river flooding. Since that time, development behind the levee continued without much consideration for stormwater conveyance and almost no stormwater detention. This resulted in an existing storm sewer system that is under capacity and unable to handle significant rainfall events.

In the case of the Skokie River watershed west of Green Bay Road, runoff from the watershed is trapped behind the levee system and dependent on undersized storm sewers and pumping of stormwater over the levee. In particular, 83 percent of this watershed is served by a single pumping station (Winnetka Avenue Pumping Station) that receives approximately 525 cubic feet per second (cfs) of flow from a 100-year recurrence interval storm event but only has a capacity of 134 cfs.

In the Lake Michigan watershed east of Green Bay Road, stormwater gets trapped in various local depressional areas that do not have sufficient storm sewer capacity to drain to Lake Michigan.

FIGURE 69: AREAS SUSCEPTIBLE TO FLOODING



EXISTING STORMWATER MANAGEMENT AND FLOOD MITIGATION STUDIES AND INITIATIVES

Following the September 2008 storm event, the Village performed a series of surveys, site investigations, and flood risk reduction assessments to determine areas of the Village susceptible to significant roadway, private property, and structure flooding. Figure 69 shows the areas identified.

The following stormwater management and flood mitigation studies were developed to provide guidance to the Village for addressing these areas.

- Flood Risk Reduction Assessment for 2-, 5-, and 10-year Protection, Christopher B. Burke Engineering, Ltd., September 2009.
- Flood Risk Reduction Assessment for 2-, 5-, and 10-year Protection (Additional Study Areas), Christopher B. Burke Engineering, Ltd., July 2011.
- Flood Risk Reduction Assessment for 25-, 50-, and 100-year Protection, Christopher B. Burke Engineering, Ltd., October 2011.
- Flood Risk Reduction Assessment: Additional Study Areas, Baxter & Woodman Consulting Engineers, Inc., December 2012
- Stormwater Alternatives Study for Western and Southwestern Winnetka, Strand Associates, Inc., July 2016.

From those studies, the Village has proceeded with several stormwater improvement projects including the following projects.

» Winnetka Avenue Pump Station upgrade to increase station capacity from 89 cfs to 134 cfs. Completed in 2013, this project provided additional capacity to the West and Southwest Winnetka Area as well as the Provident Area but is still short of the 525 cfs capacity required to provide a 100-year level of service.

» Northeast Winnetka Improvements included two projects to address the Spruce Street Area including the following:

  • Lloyd Outlet providing a new outlet from Sheridan Road at Lloyd Park. Design was completed in 2013, and the project was constructed that same year.

  • Tower Road/Old Green Bay Road Relief Sewer relieves the existing 18" to 24" storm sewer on Tower Road that flows toward Lake Michigan with a new 30" to 36" storm sewer conveying excess flow west and north to a ravine system that eventually conveys flow toward Lake Michigan. Design was completed in 2013, and the project was completed in 2015.

  • The Boal Parkway Pump Station providing localized stormwater flooding relief to the Boal Parkway neighborhood. This project was completed in 2020.

» Northwest Winnetka Improvements provided a new trunk sewer on Tower Road conveying flow west on to a pond on the south side of Tower Road and having multiple laterals to address flooding in Tower Road/Forest Glenn Drive and Tower Road/ Greenwood Avenue areas. Design was completed in 2013, and the project was completed in 2014.

» Ash Street Pump Station replaced to improve aged infrastructure that was restricted by downstream infrastructure. Completed in 2016, this project increased the level of protection for the "Tree Street" area for low intensity rainfall events

A number of additional stormwater improvement projects were recommended in the prior stormwater management and flood mitigation studies.

» Winnetka Avenue Underpass project includes new high-capacity stormwater inlets at the railroad underpass on Winnetka Avenue and a new 84-inch to 96-inch storm sewer to a water quality structure and outlet to Lake Michigan. This improvement would serve the Winnetka Avenue Underpass Area. This project is not currently planned for implementation but will be considered in future infrastructure improvement programing.

» Cherry Street Outlet project includes new 36-inch to 72-inch storm sewer on Oak, Cherry, and Poplar Streets conveying flow across Sheridan Road to a water quality structure and outlet to Lake Michigan. This improvement would serve the Cherry Street Area. This project is not currently planned for implementation but will be considered in future infrastructure improvement programing.

» The Western and Southwestern Winnetka Stormwater Management Vision is a series of conveyance and storage projects identified through the Stormwater Alternatives Study to serve the West and Southwest Winnetka Area and the Provident Area. The Village is currently in the process of implementing these projects. Since adoption of this Vision in 2016, the Village completed intergovernmental agreements with Winnetka Park District, New Trier High School District, Winnetka School District 36, and the Forest Preserve of Cook County necessary to begin implementation of these improvements illustrated in Figure 70. Implementation of these projects is anticipated over the next 2 to 5 years including the following key projects, which are required to provide the level of stormwater and flood protection intended under the Western and Southwestern Winnetka Stormwater Management Plan:

  • Winnetka Park District 18-Hole and Par-3 Golf Course surface storage projects.

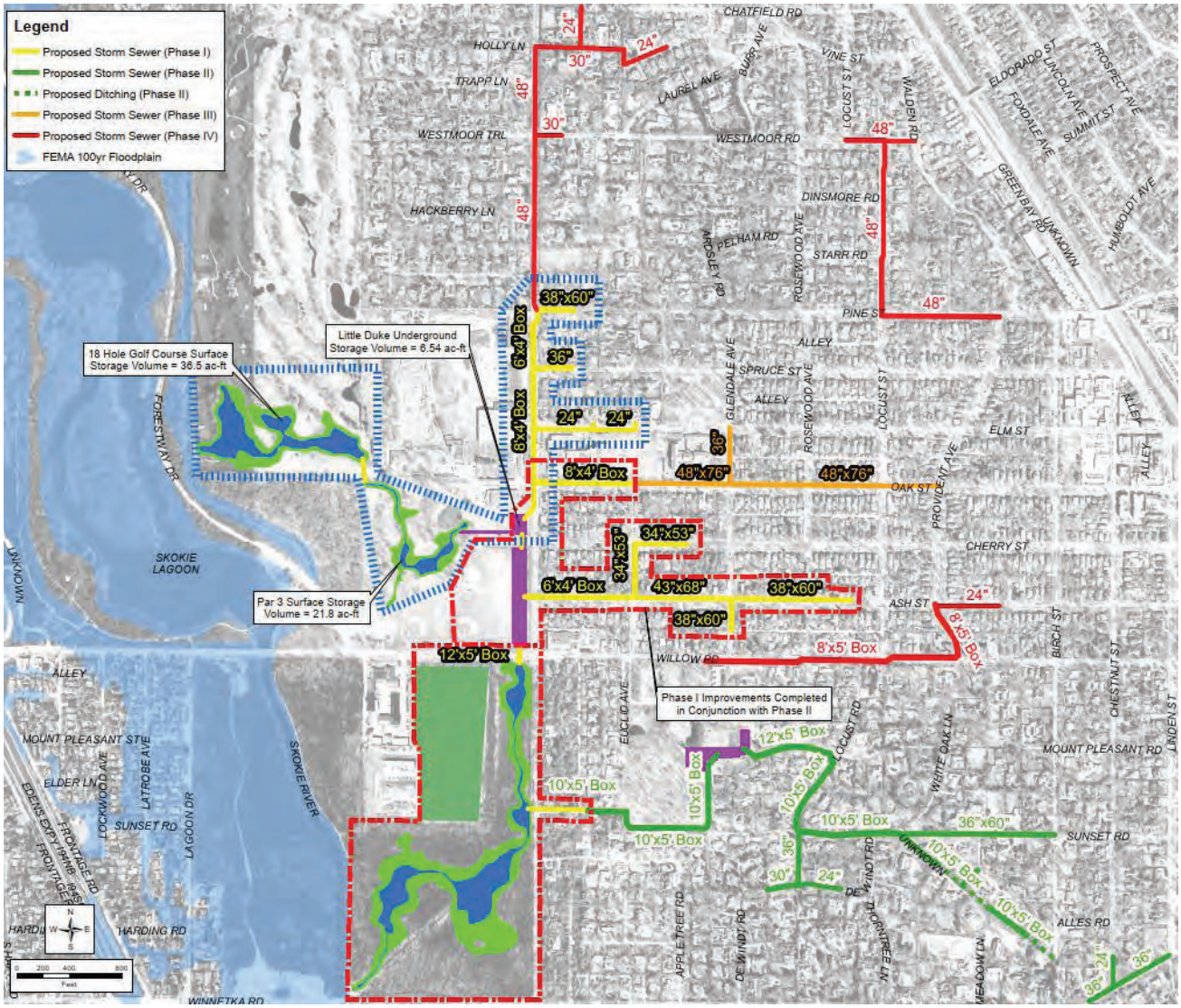
  • Winnetka Park District Little Duke Field underground storage project.

  • New Trier High School Duke Childs Fields underground storage projects.

  • Winnetka Park District and School District 36 Crow Island underground storage project.

  • Forest Preserve District of Cook County Hibbard Road Forest Preserve surface storage project.

FIGURE 70: WESTERN AND SOUTHWESTERN WINNETKA STORMWATER MANAGEMENT VISION



Storm sewer rehabilitation in Winnetka

EXISTING STORMWATER MANAGEMENT STANDARDS AND DOCUMENTS

In addition to the stormwater management and flood mitigation studies the Village has completed to guide recent and future improvement projects, the Village also has a number of stormwater and flood management documents that present standards and requirements governing stormwater-related activities and development in the Village. Those documents include the following:

- Metropolitan Water Reclamation District of Greater Chicago (MWRD) Watershed Management Ordinance (WMO). This document was established May 1, 2014, and amended recently on May 16, 2019, establishing standards and rules for stormwater management and flood control relative to proposed development or redevelopment and for protection of existing water resources such as lakes, streams, floodplains, wetlands, and groundwater within MWRD's jurisdiction, which is generally Cook County and is applicable within the Village of Winnetka.
- Village of Winnetka Stormwater Master Plan, Baxter & Woodman Consulting Engineers, Inc., April 2014. This document establishes a stormwater plan with actionable goals and objectives to serve as a roadmap for the Village to manage stormwater runoff quantity and quality, and sanitary sewer discharges in order to protect and enhance property values and promote a sustainable community.

- Stormwater Utility Feasibility Study, Municipal & Financial Services Group, May 2013. This document established the basis for the Village's current Stormwater Utility Fee, which provides a funding source for the Village to implement their identified stormwater and flood control improvement projects.
- The NFIP Community Rating System(CRS). This program recognizes a community's efforts towards flood plain management and local flood control that goes beyond Federal Emergency Management Agency's (FEMA) minimum standards. Recognition is in the form of flood insurance premium reductions for the community's property owners. The Village of Winnetka presently has a CRS Class 6 designation, allowing flood plain policy holders up to a 20% reduction in their flood insurance premiums.

Internet Connectivity

There are six primary Internet service providers operating in Winnetka for residential and business use that offer wireless broadband internet[1]. All internet service in Winnetka is considered broadband and provided by cable, satellite or DSL service. All residents of Winnetka have some type of broadband service available to them with some service companies providing 100% coverage areas. Cable and DSL are typically considered the fastest service available followed by satellite. Fibre-optic service, considered the fastest broadband connection, was installed at New Trier High School and some Village owned facilities however, the service is not yet available to residential customers.

AT&T and Comcast Xfinity are the largest service providers. AT&T offers DSL service and Xfinity offers cable service. These two providers typically have the fastest download speeds. Viasat Internet and HughesNet are also common local internet options in Winnetka and offer satellite service. Earthlink is another option that provides DSL service. Broadband internet options are readily available and the average Winnetka household has at least three providers to choose from.

Looking forward, the Village will continue to ensure that all households and business have access to reliable and efficient broadband internet service. The Village intends to increase availability and the speed of broadband internet through upgraded fibre-optic or 5G service when it is available, and continue to adapt to changes in emerging technical infrastructure and services. The Village may also consider offering free wi-fi service and enhanced broadband capacity in public places such as parks, plazas and public buildings, offering it's own application ("app"), or other cloud-based service platforms as a benefit to Winnetka's residents and businesses.

1. https://broadbandnow.com/Illinois/Winnetka

Do the utilities need improvement and how could they be improved?

There were a variety of responses to this question from all demographic groups with empty nester and young senior providing the most feedback. Participants mentioned the desire for Winnetka to be a leader in sustainable and renewable energy systems, working with nearby communities to collaborate on new water systems, public wifi, and improvements to the stormwater system.

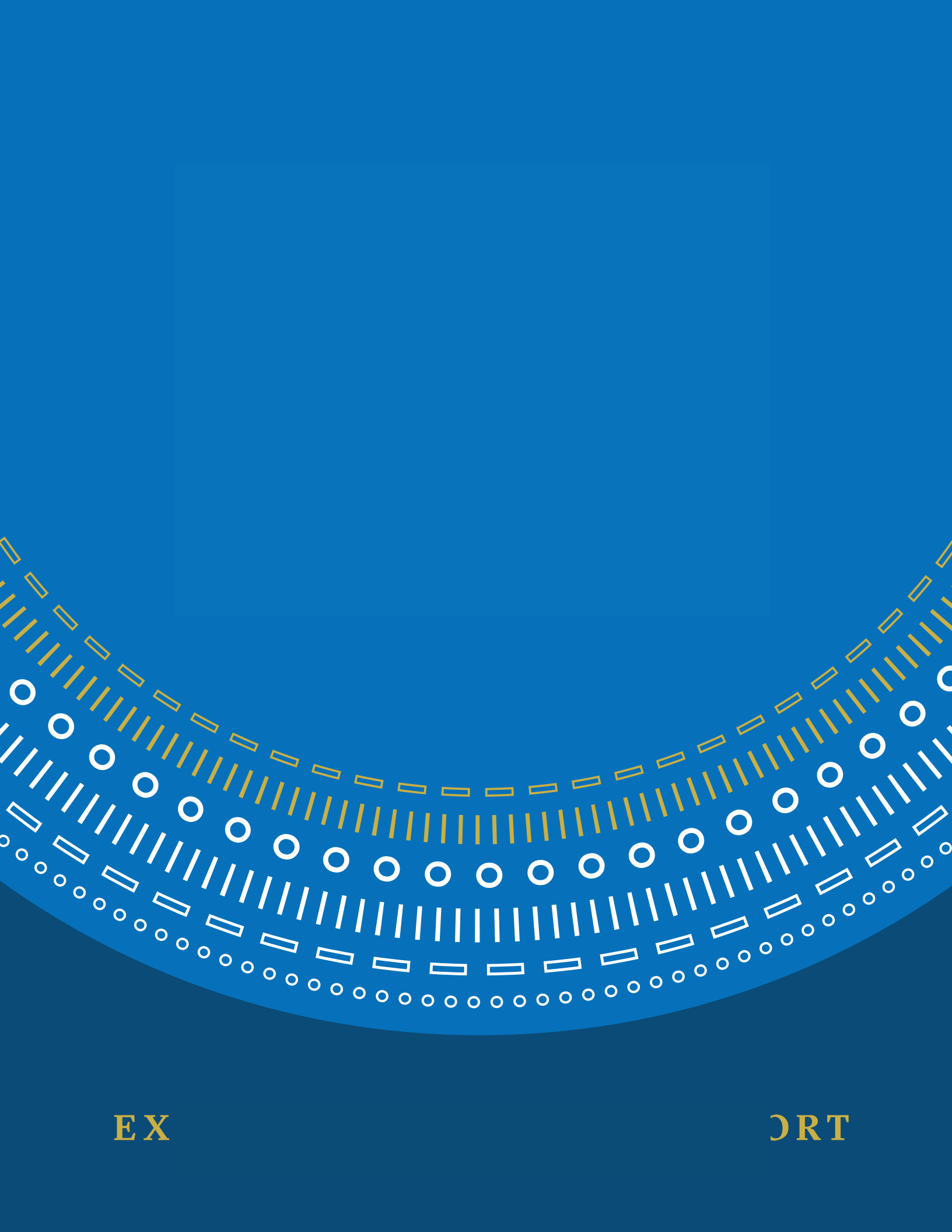
> *Encourage alternative energy options and solar panels.*
>
> - COMMENT FROM COMMUNITY OPEN HOUSE

> *We should work with neighboring communities to collaborate on systems.*
>
> - COMMENT FROM COMMUNITY OPEN HOUSE

> *Set goals for meaningful improvement in electricity supply by renewable energy sources!*
>
> - COMMENT FROM COMMUNITY OPEN HOUSE

> *Winnetka should strive to embrace renewable energy!*
>
> - COMMENT FROM COMMUNITY OPEN HOUSE

	Public Water System	Public Electric System	Sanitary System	Stormwater Management	Internet Connectivity
EXCELLENT	○	○	○		
GOOD				○	
FAIR					
NEEDS IMPROVEMENT					○


EX
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David Schoon

From: Robert Bahan
Sent: Monday, November 29, 2021 3:24 PM
To: David Schoon
Subject: Fwd: Comments on Winnetka Comprehensive Plan Update – Draft Existing Conditions

Sent from my iPhone

Begin forwarded message:

From: "William J. Cadigan" <wcadigan@cadiganlaw.net>
Date: November 29, 2021 at 2:28:23 PM CST
To: Robert Bahan <RBahan@winnetka.org>
Subject: FW: Comments on Winnetka Comprehensive Plan Update – Draft Existing Conditions

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 Rob-
I hope you had a nice Thanksgiving. This afternoon I sent the email below to Scott Ruhland of the Lakota Group. The email provides comments on the Draft Existing Conditions document the Lakota Group recently prepared. My own busy evening schedule has prevented me from attending the public discussion of the Comprehensive Plan update put it's a process I am watching with interest.
I'm hopeful you can forward my comments below to appropriate Village planning staff for their consideration as well.
Thanks, and have a great holiday season.
Warm regards,

Bill Cadigan | Law Office of Wm. J. Cadigan, PC
e: wcadigan@cadiganlaw.net | t: 312.207.0222 | f: 847.424-2472
www.cadiganlaw.net

CADIGAN LAW OFFICE

From: William J. Cadigan
Sent: Monday, November 29, 2021 2:19 PM
To: sruhland@thelakotagroup.com
Subject: Comments on Winnetka Comprehensive Plan Update – Draft Existing Conditions

Hi Scott-
Thank you for the opportunity to provide comments on the Draft Existing Conditions report prepared by Lakota Group and recently circulated to village residents.
The report focuses a great deal on future development within the village and that is certainly appropriate. But having just gone through a home renovation/remodeling of our home on the 100 block

of Fuller Lane, I thought the report could be improved by a review of the parking and logistical challenges faced by village homeowners who undertake renovation/remodeling projects on their home. On page 41 of the report, the focus group of commercial developers and real estate professionals stated that parking requirements are a "barrier for new construction and should be reduced or eliminated". Similarly, my own recent experience and observations lead me to believe that the same type of challenge exists for contractors, tradesman, and vendors who perform residential renovation and remodeling services in Winnetka. Specifically, I would urge the Village to develop a policy that when renovation/remodeling work is being performed on a residential structure pursuant to a permit issued by the Village, the Winnetka Police Department should be made aware of the issuance of the permit and not issue tickets to contractors, tradesman, and vendors on site doing work who may have to park in restricted areas to drop off materials or otherwise have close vehicle access to the site.
Thank you for your consideration of this request.
Respectfully Submitted,

Bill Cadigan | Law Office of Wm. J. Cadigan, PC
e: wcadigan@cadiganlaw.net | t: 312.207.0222 | f: 847.424-2472
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