

Winnetka Village Council
STUDY SESSION
Village Hall
510 Green Bay Road
May 14, 2019
7:00 PM

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AGENDA

- 1) Call to Order
- 2) Public Comment
- 3) 93 Green Bay Road Draft Request for Proposals2
- 4) Closed Session
- 5) Adjournment

NOTICE

All agenda materials are available at [villageofwinnetka.org](http://www.villageofwinnetka.org) (Government > Council Information > Agenda Packets & 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: <http://www.villageofwinnetka.org/government/village-videos/>.

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all persons with disabilities who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities, contact the Village ADA Coordinator – Megan Pierce, at 510 Green Bay Road, Winnetka, Illinois 60093, 847-716-3543; T.D.D. 847-501-6041.



Agenda Item Executive Summary

Title: 93 Green Bay Road Draft Request for Proposals

Presenter: Megan E. Pierce, Assistant Village Manager

Agenda Date: 05/14/2019

Consent: ☐ YES ☒ NO

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

Item History:

November 13, 2018 – 93 Green Bay Road was discussed in the context of a study session meeting about potential redevelopment of Village-owned properties.

Executive Summary:

The Village of Winnetka purchased the 93 Green Bay Road property in 2001 for a sale price of \$650,000. In the intervening years, parking and storage leases with the adjacent auto dealership generated a total of approximately \$533,000 in rent payments, plus an additional \$40,000 in property tax revenue. New Trier High School paid an additional \$108,900 to lease parking spaces on the property between 2015 and 2017 during construction. Over time, the rent and property tax payments have generated revenue sufficient to cover the property acquisition costs.

The closure of the adjacent Fields Land Rover and Maserati dealerships combined with the completion of renovations at New Trier High School has reduced the demand for parking and created an opportunity for the Village to contemplate potential redevelopment of the 93 Green Bay site. Inquiries have been received from several potential users for either the existing building or the underlying land, resulting in Council discussion on the future of this property at the November 13, 2018 Study Session.

Following that discussion, staff obtained an appraisal of the property and prepared the attached draft Request for Proposals (RFP), based on the study session discussion as well as the 2016 Downtown Master Plan. The Draft identifies several goals for the property, including return to productive and taxable use, creation of an amenity for residents and visitors, contribution to improved pedestrian accessibility, and inclusion of highly attractive architecture and landscaping. Selection criteria include project feasibility, satisfaction of the stated development goals, and capacity of the individual or team submitting the proposal.

Based on similar processes in other Chicago area communities, the RFP would be open for four to six weeks, with a mandatory pre-submittal site visit during the second or third week. Eligible submissions would be reviewed by the Village, and Council would then be asked to adopt a resolution authorizing the Village Manager to negotiate an agreement with the selected user. Any resulting lease or sale agreement would also return to Council for final approval as required by state law.

Recommendation:

Review and discuss the draft RFP and provide policy direction.

Attachments:

Draft RFP for 93 Green Bay Road



Request for Proposals

Redevelopment of 93 Green Bay Road



Table of Contents

Introduction and Objectives.....	3
Request for Proposals (RFP) Timeline	3
Overview of 93 Green Bay Road.....	4
I. Location and Context.....	4
II. Zoning and Building Code	4
III. Municipal Services and Utilities.....	4
IV. Taxes	4
V. Environmental	5
Goals	5
Selection Criteria.....	5
Submission Format	5
Submission & Additional Procedures	6
A. Photos of 93 Green Bay Road.....	7
B. Map of Property and Surrounding Area	8
C. Plat of Survey.....	9
D. Zoning Information	10
E. Demographic Data	18
F. 2016 Downtown Master Plan Excerpt.....	24
G. Comprehensive Plan Excerpt.....	30
• Environmental information	

Introduction and Objectives

The Village of Winnetka is seeking submissions from qualified users or developers for the repurposing of Village-owned property located at 93 Green Bay Road. The site includes 15-20 surface parking spaces and a 1,329 square foot building that previously housed an auto repair shop, and is currently vacant.

Submitted proposals will be reviewed by staff as well as the Village Council. The Council will authorize the Village Manager to negotiate with the selected individual or team to execute a development agreement for the property.

In reviewing submitted proposals, the Village will take into consideration the creativity and feasibility of the proposed project as well as past development success, experience in working with similar properties, quality of previous projects, financial strength of the development team, economic impact to the Village, and potential for the proposed project to activate a key intersection as contemplated in the 2016 Downtown Master Plan. Although proposals for either lease or purchase of the property will be considered, the Village Council has previously indicated a desire to retain significant ownership interest in the property.

Interested parties shall provide a proposal for how they would redevelop the property, including site plans of the proposed redevelopment, renderings for the proposed concept, letters of commitment from proposed tenants or end-users of the property, proposed structure for leasing the property, resumes of key personnel involved in the project, and any additional assistance requested for completion of the project.

The timeline on the following page summarizes the steps anticipated for this project. The timeline is subject to change as needed based on the Village meeting calendar.

Request for Proposals (RFP) Timeline

Event/activity	Date
Release of request for proposals	May 20, 2019
Mandatory Pre-bid site visit	(week 2)
Deadline to submit questions	(week 2)
Responses to questions posted	(week 3 or 4)
Proposal submissions due	(week 4-6)
Village evaluation of proposals	(1-2 weeks)
Council review of submissions	
Selection of development team	

Overview of 93 Green Bay Road

I. Location and Context

Founded in 1869, the Village of Winnetka is located on the shore of Lake Michigan, 16 miles north of Chicago. According to US Census data, the village has a population of 12,422 residents, with a household median income of \$203,995 and median home value of \$1,019,800. The Village contains three business districts which are connected by Green Bay Road and served by three Metra commuter rail stops.

The 93 Green Bay Road property is located at the southeast corner of Winnetka Avenue and Green Bay Road in the Indian Hill business district. The crescent-shaped parcel consists of roughly 10,800 square feet, improved with a paved parking area and a single-story building of 1,329 square feet. The facility previously housed a gas station and auto repair shop, and has been used more recently for equipment storage and parking. The building is currently vacant, and the parking area has space for 15-20 vehicles in its current configuration.

The parcel includes frontage along both Green Bay Road and Winnetka Avenue, and is bordered by Union Pacific (Metra) railroad right of way to the East, and a Village parking lot to the south. The Indian Hill Metra station lies to the north of the subject property, across Winnetka Avenue. Across Green Bay Road to the West is a 7-Eleven store and the former Fields Auto dealership, which is currently vacant. The Indian Hill business district is distinct from the other two business districts in the Village due to its compact size and auto-oriented configuration, with about half of the area's commercial buildings providing private off-street parking.

Due in part to its close proximity to the Winnetka campus of New Trier High School, the Green Bay Road/Winnetka Avenue intersection is one of the most heavily utilized in the Village, with an average of 10,000 cars per day passing by on Green Bay Road each weekday. According to Metra, the nearby Indian Hill Metra station draws an estimated 382 boardings/alightings per weekday. Outside of these commercial and educational establishments, the surrounding area is primarily residential.

II. Zoning and Building Code

The 93 Green Bay Road property is currently zoned C1 – Limited Commercial. A table of permitted and special uses is included in Attachment D.

The Village of Winnetka plans to adopt the 2015 international building code this spring.

III. Municipal Services and Utilities

The Village of Winnetka provides water, sewer, and electric service at the 93 Green Bay Road property, which is served by a 3/4" lead water service and 200A single phase 120/240 volt electric service. Natural Gas is provided by North Shore Gas. Phone and internet service are available from Comcast. The Village of Winnetka requires fire sprinklers to be installed in any commercial building undergoing a change of use.

IV. Taxes

The property is currently owned by the Village and exempt from property taxes. Any new user or entity that occupies the property will assume responsibility for payment of property taxes.

V. Environmental

At the time the property was purchased in 2001, an environmental study had concluded that an underground storage tank left on the property from its previous use as a gas station had been removed and no further remediation was needed. Road work along Green Bay Road in 2013 revealed the presence of three additional tanks on the property, which were also removed. Additional environmental remediation may be necessary.

Goals

Proposals must be designed to satisfy the following development goals (collectively, the “Development Goals”):

1. Return the property to productive taxable commercial use that welcomes residents, students, and visitors to the business district.
2. Contribute to improved pedestrian accessibility at the intersection of Winnetka Avenue and Green Bay Road.
3. Include highly attractive architectural and landscape design befitting the gateway location of the site as contemplated in the 2016 Downtown Master Plan.

Selection Criteria

The Village will consider the following criteria in evaluating development proposals:

1. The extent to which the proposal satisfies the Development Goals;
2. The feasibility of the proposed project or use;
3. The professional and technical competence and related experience of the developer or team submitting the proposal;
4. The financial capacity of the developer or team to complete the development project; and
5. Any other criterion that the Village finds to be in the best interest of the Village and its residents.

Submission Format

The following format is required for all submissions:

1. Project description
 - a. Intended use(s) of the property, including letters of commitment from tenants (if applicable)
 - b. Site plans and renderings of the proposed development
 - c. Parking and circulation plan
2. Operations
 - a. Expected hours of operation
 - b. Staffing levels
 - c. Management plan
3. Finances

- a. Indication of intention to lease or purchase the property
 - b. Estimated total investment to be made in the project
 - c. Estimated property and sales tax to be generated by the project
 - d. Evidence of financial capacity of the developer or team to complete the project
4. Qualifications
 - a. Operator/Development team overview – include all parties that will participate on the project, including owner/operator(s), architect(s), engineer(s), contractor(s), or other professionals.
 - b. Representative past or current projects and/or experience with similar projects
 - c. Three (3) professional references
5. Primary point of contact for the project

Submission & Additional Procedures

A mandatory pre-submittal site visit will be held on (date) at (time) .

All questions regarding the property and this request must be submitted to the Village no later than . All questions received will be answered and published to the Village website (www.villageofwinnetka.org) no later than .

All proposals must be received by the Village no later than on , 2019. The Village reserves the right to discard any proposals received after this deadline.

All responses to this RFP must consist of one hard copy and one electronic copy in PDF format on a CD, DVD, or USB Flash Drive to the following address:

Village of Winnetka
Village Manager's Office
510 Green Bay Rd.
Winnetka, IL 60093

Submissions may be made in person or by mail, courier, or delivery service.

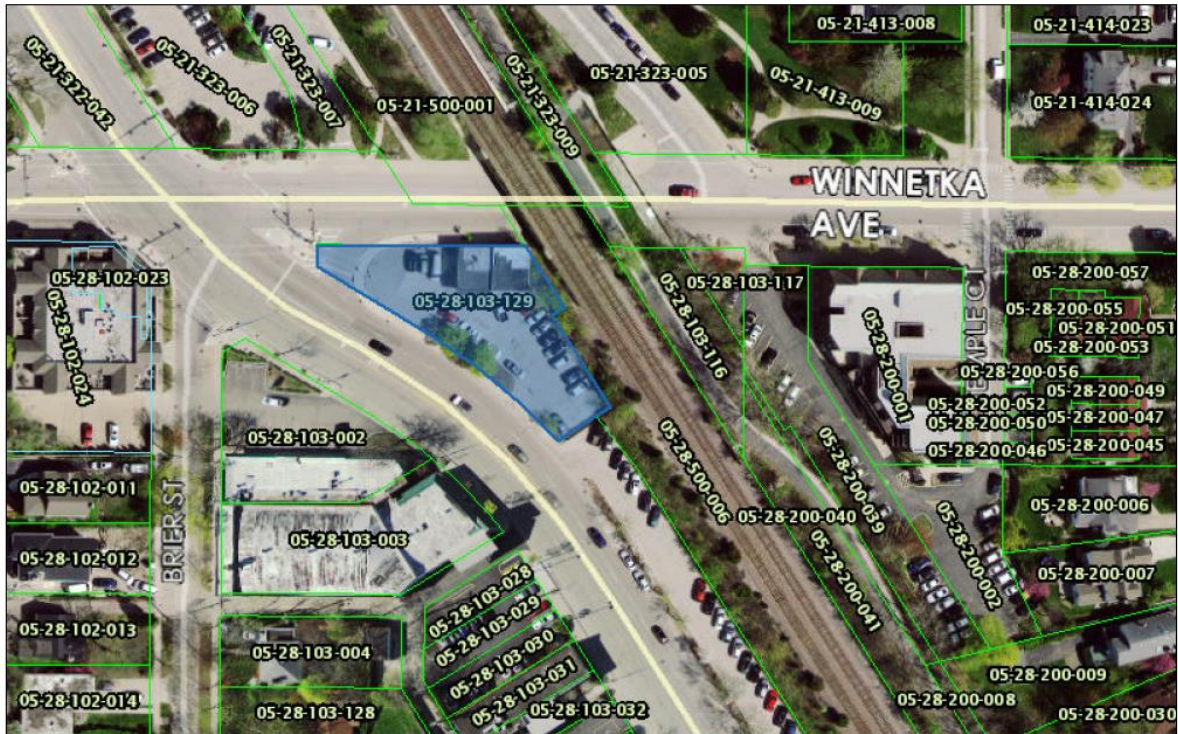
This solicitation does not obligate the Village of Winnetka to pay any costs incurred by any respondent in the submission of a proposal or in making necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be provided under this Request for Proposals.

A. Photos of 93 Green Bay Road

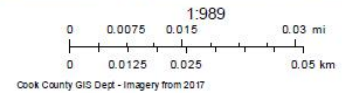


B. Map of Property and Surrounding Area

93 GBR CookMapper Aerial



December 18, 2018



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D. Zoning Information



MapOffice™



Map created on January 2, 2019.

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Disclaimer: This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.

Zoning

- B1
- B2
- C1
- C2
- D
- R1
- R2
- R3
- R4
- R5

<i>Table of Uses</i>	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
<i>P</i> = Permitted uses <i>SU</i> = Special uses <i>NO</i> = Not permitted			
A. RESIDENTIAL USES			
Dwelling unit above the ground floor in a commercial building	P	P	P
Dwelling unit at the ground floor, less than 50 feet from front street line	SU	NO	NO
Dwelling unit at the ground floor, 50 feet or more from front street line	SU	SU	SU
B. PERSONAL SERVICES ESTABLISHMENTS and CUSTOM CRAFT USES			
Barber shop	P	P	P
Beauty salon or day spa, including nail salons, skin care and related services	P	P	P
Laundry and dry cleaning receiving store (processing not performed on premises)	P	P	P
Photography studio	P	P	P
Picture framing (retail only)	P	P	P
Printing shop with retail sales component, or mailing and related office services	P	P	P
Shoe or hat repair	P	P	P
Tailor shop or dressmaking establishment	P	P	P
Tanning salon	SU	SU	SU
Taxidermy shop	P	P	SU
Travel agency	P	P	SU
Upholstery shop and furniture repair/refinishing	P	P	SU
Weight loss clinic / diet center	SU	SU	SU
C. GENERAL RETAIL SALES and RELATED SERVICE USES			
Antique store	P	P	P
Apparel store	P	P	P
Apparel rental, not including cleaning	P	P	P
Appliance service, repair or sales	P	P	P
Art, craft, or hobby supply store	P	P	P
Art gallery or studio	P	P	P
Bath supply or accessory store	P	P	P
Bicycle sales service, repair or sales	P	P	P
Book store	P	P	P

<i>Table of Uses</i>	<i>C-1 Neighborhood Commercial</i>	<i>C-2 General Retail</i>	<i>C-2 Commercial Overlay</i>
<i>P = Permitted uses</i> <i>SU = Special uses</i> <i>NO = Not permitted</i>			
<i>Cabinet sales establishment (not including cutting, assembly, and the like)</i>	P	P	P
Camera and photo store	P	P	P
Card / stationery store	P	P	P
China, glassware, ceramic or flatware shop	P	P	P
Coin, stamp, precious metal or similar shop	P	P	P
Computer equipment sales and service	P	P	P
Department or variety store	P	P	P
Drug store	P	P	P
Electrical and household appliance sales and service	P	P	P
Electronics store	P	P	P
Fabric and sewing accessory store	P	P	P
Floor covering store	P	P	P
Florist shop, retail (no on-site greenhouse, outdoor storage, or related horticultural activities)	P	P	P
Furniture and home accessories store	P	P	P
Furniture and fur apparel shop (including storage / repair when incidental to retail)	P	P	P
Garden supply shop	P	P	P
Gift shop, specialty shop or novelty shop	P	P	P
Hardware store	P	P	P
Interior decorating (with retail inventory on display)	P	P	P
Interior decorating service (no retail inventory)	P	P	SU
Jewelry store	P	P	P
Leather goods store	P	P	P
Lighting and electrical equipment store (retail)	P	P	P
Luggage store	P	P	P
<i>Musical instrument store, including music lessons when incidental to retail</i>	P	P	P
Newspaper or magazine store	P	P	P

<i>Table of Uses</i>	<i>C-1 Neighborhood Commercial</i>	<i>C-2 General Retail</i>	<i>C-2 Commercial Overlay</i>
<i>P</i> = Permitted uses <i>SU</i> = Special uses <i>NO</i> = Not permitted			
Office supply store	P	P	P
Optical goods store	P	P	P
Paint and wall covering store	P	P	P
Pet shop and supplies (not including animal boarding or kennel services)	P	P	P
Pharmacy	P	P	P
Record, tape and video recording store	P	P	P
Resale shop, secondhand store or rummage shop	P	P	SU
Rummage collection and/or storage	SU	SU	SU
Shoe store	P	P	P
Sporting goods store	P	P	P
Tobacco shop	P	P	P
Toy store	P	P	P
Window covering, drapery or curtain store	P	P	P
<i>D. PLANTS, ANIMALS AND RELATED USES</i>			
Animal grooming establishments	P	P	P
Animal hospital or veterinary clinic (for care and treatment of domestic pets and animals only, and operated completely within a building (no boarding permitted, and cannot operate 24 hours)	P	P	SU
Wholesale florist, or commercial greenhouse	SU	SU	SU
<i>E. FOOD PRODUCT USES</i>			
Bakery, retail	P	P	P
Candy / confectionery shop	P	P	P
Convenience food store	SU	SU	SU
Grocery store	SU	P	P
Meat, fish or poultry market	P	P	P
Specialty food and beverage shop	P	P	P
<i>F. FOOD AND BEVERAGE SERVICE USES</i>			
Catering establishment with no retail or restaurant component	P	P	SU
Ice cream or frozen desert shop	P	P	P
Restaurant, drive-in	SU	SU	SU

<i>Table of Uses</i>	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
<i>P = Permitted uses</i>			
<i>SU = Special uses</i>			
<i>NO = Not permitted</i>			
Restaurant, fast food	SU	SU	SU
Restaurant, standard	P	P	P
G. FINANCIAL USES			
Accounting, auditing and bookkeeping services	P	P	SU
Banks without drive-through facilities	SU	P	SU
Banks with drive-through facilities	SU	SU	SU
Credit union office	SU	P	SU
Financial counseling office	P	P	SU
Income tax service	P	P	SU
Insurance agents or brokers	P	P	SU
Loan or mortgage brokers	P	P	SU
Stock, commodity or security broker	P	P	SU
H. BUSINESS SERVICE USES			
Advertising agency offices	P	P	SU
Building maintenance service offices	P	P	SU
Business machine sales, service or rental	P	P	P
Employment agency	P	P	SU
Printing shop (with no retail sales component)	P	P	SU
Stenographic and other temporary office employment service offices	P	P	SU
I. OFFICE AND PROFESSIONAL USES			
Business association office	P	P	SU
General offices	P	P	SU
Newspaper offices	P	P	SU
Professional offices, including architect, attorney, engineer	P	P	SU
Publishing offices	P	P	SU
Office of institution of religious, charitable or philanthropic nature	P	P	SU
Real estate offices	SU	P	SU
J. MEDICAL AND RELATED USES			
Acupuncture services	P	P	SU
Chiropractor's offices	P	P	SU

<i>Table of Uses</i>	<i>C-1 Neighborhood Commercial</i>	<i>C-2 General Retail</i>	<i>C-2 Commercial Overlay</i>
<i>P</i> = Permitted uses <i>SU</i> = Special uses <i>NO</i> = Not permitted			
Dental office	P	P	SU
Dental laboratory	P	P	SU
Home health care provider's offices	P	P	SU
Medical offices	P	P	SU
Medical laboratory	P	P	SU
Offices for the fitting, sales and repair of hearing aids, prosthetic appliances and the like	P	P	P
Optical laboratory	P	P	SU
Psychiatrist's and psychologist's office or similar mental health counseling	P	P	SU
<i>K. TRANSPORTATION AND RELATED USES</i>			
Automobile parts accessories store (retail)	P	P	P
Automobile, motorcycle, boat and marine sales and showroom (limited to indoor storage of display models)	SU	P	P
Automobile service station (including incidental repair and washing accessory to principal use) subject to being located a minimum of 200 feet from a church, or temple, library, community or parish house, or public or private school or kindergarten	SU	SU	SU
Motor vehicle battery and tire sale and service	SU	SU	SU
Parking lot	SU	SU	SU
Public garage (any building used for storage, parking, repair, and the like, but not including body and fender shop, and auto laundry, an automotive machine shop, a welding shop, and automobile repainting shop or a shop engaged in the repair or testing of engines)	SU	SU	SU
Railroad passenger station	SU	SU	SU
<i>L. MATERIAL SUPPLY AND CONSTRUCTION USES</i>			
Glass and mirror shop	P	P	P

<i>Table of Uses</i>	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
<i>P = Permitted uses</i>			
<i>SU = Special uses</i>			
<i>NO = Not permitted</i>			
Heating and air conditioning sales <u>and</u> service establishments	P	P	P
Heating and air conditioning service establishments	P	P	SU
Lighting and electrical sales <u>and</u> service establishments	P	P	P
Lighting and electrical service establishments	P	P	SU
Roofing sales <u>and</u> service establishments	P	P	P
Roofing service establishments	P	P	SU
Plumbing sales <u>and</u> service establishments	P	P	P
Plumbing services establishments	P	P	SU
M. COMMUNICATION AND PUBLIC UTILITY USES			
Newspaper distribution agencies	P	P	SU
Newspaper home delivery center	NO	SU	SU
Public utility service store or collection office	P	P	SU
Telephone exchange	P	P	SU
N. GOVERNMENTAL USES			
Postal service pick up stations, retail	P	P	P
Postal service, distribution service	SU	SU	SU
Parks	SU	SU	SU
O. MISCELLANEOUS USES			
Drive-in or drive-through uses	SU	SU	SU
Equipment rental	P	P	SU
Fix-it shop	P	P	P
Funeral parlor and undertaking establishment	P	P	SU
Private open space	SU	SU	SU
P. CULTURAL, RECREATIONAL AND ENTERTAINMENT USES			
Bowling alley	NO	SU	SU
Health club	NO	SU	SU
Library or reading room	P	P	SU
Ticket agency (amusements)	P	P	P
Q. EDUCATIONAL USES			
Business or commercial school	P	P	SU

<i>Table of Uses</i>	<i>C-1 Neighborhood Commercial</i>	<i>C-2 General Retail</i>	<i>C-2 Commercial Overlay</i>
<i>P</i> = Permitted uses <i>SU</i> = Special uses <i>NO</i> = Not permitted			
Dancing, music, or language academy	P	P	SU
Educational therapy and counseling service	P	P	SU

(MC-2-2015 § 7, Amended, 02/17/2015; MC-4-2009, Added, 05/05/2009)

E. Demographic Data

Consumer Spending Report

93 Green Bay Rd, Winnetka, IL 60093			
Building Type: General Retail Secondary: Auto Dealership GLA: 1,183 SF Year Built: 1970 Total Available: 0 SF % Leased: 100% Rent/SF/Yr: -			
2018 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$166,402	\$1,063,145	\$2,615,734
Total Apparel	\$8,985	\$58,450	\$148,803
Women's Apparel	3,846	25,064	62,953
Men's Apparel	2,023	13,115	32,938
Girl's Apparel	676	4,263	10,765
Boy's Apparel	428	2,724	7,036
Infant Apparel	279	1,917	5,648
Footwear	1,733	11,367	29,464
Total Entertainment & Hobbies	\$11,326	\$74,266	\$187,843
Entertainment	1,877	11,493	29,745
Audio & Visual Equipment/Service	4,788	32,492	84,301
Reading Materials	785	5,199	12,585
Pets, Toys, & Hobbies	3,877	25,081	61,213
Personal Items	13,976	88,769	212,243
Total Food and Alcohol	\$39,419	\$262,321	\$674,376
Food At Home	19,666	133,208	351,066
Food Away From Home	16,489	108,134	271,730
Alcoholic Beverages	3,264	20,978	51,581
Total Household	\$30,117	\$189,030	\$444,414
House Maintenance & Repair	4,843	31,496	74,505
Household Equip & Furnishings	10,382	66,764	163,029
Household Operations	10,056	62,061	144,148
Housing Costs	4,835	28,709	62,732

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2/27/2019

Page 1

Consumer Spending Report

93 Green Bay Rd, Winnetka, IL 60093			
2018 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$37,350	\$232,398	\$578,041
Vehicle Purchases	15,335	89,868	220,092
Gasoline	9,958	66,480	175,740
Vehicle Expenses	2,395	14,694	33,204
Transportation	4,873	30,796	73,039
Automotive Repair & Maintenance	4,790	30,560	75,965
Total Health Care	\$8,785	\$58,326	\$143,797
Medical Services	5,415	35,145	85,168
Prescription Drugs	2,582	17,739	44,706
Medical Supplies	787	5,442	13,923
Total Education/Day Care	\$16,444	\$99,585	\$226,217
Education	10,231	62,234	143,070
Fees & Admissions	6,212	37,350	83,147

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2/27/2019

Page 2

Demographic Detail Report

93 Green Bay Rd, Winnetka, IL 60093

Building Type: General Retail

Secondary: Auto Dealership

GLA: 1,183 SF

Year Built: 1970

Total Available: 0 SF

% Leased: 100%

Rent/SF/Yr: -



Radius	1 Mile	3 Mile	5 Mile
Population			
2023 Projection	10,879	74,645	210,515
2018 Estimate	10,939	75,090	211,588
2010 Census	10,897	74,947	210,258
Growth 2018 - 2023	-0.55%	-0.59%	-0.51%
Growth 2010 - 2018	0.39%	0.19%	0.63%
2018 Population by Age			
	10,939	75,090	211,588
Age 0 - 4	511 4.67%	3,536 4.71%	11,832 5.59%
Age 5 - 9	626 5.72%	4,085 5.44%	11,642 5.50%
Age 10 - 14	880 8.04%	5,295 7.05%	12,897 6.10%
Age 15 - 19	1,005 9.19%	5,895 7.85%	14,030 6.63%
Age 20 - 24	906 8.28%	5,479 7.30%	14,894 7.04%
Age 25 - 29	634 5.80%	4,318 5.75%	14,932 7.06%
Age 30 - 34	352 3.22%	2,943 3.92%	12,641 5.97%
Age 35 - 39	290 2.65%	2,607 3.47%	10,787 5.10%
Age 40 - 44	443 4.05%	3,408 4.54%	11,103 5.25%
Age 45 - 49	688 6.29%	4,681 6.23%	12,718 6.01%
Age 50 - 54	883 8.07%	5,764 7.68%	14,573 6.89%
Age 55 - 59	946 8.65%	6,287 8.37%	15,762 7.45%
Age 60 - 64	842 7.70%	5,883 7.83%	14,893 7.04%
Age 65 - 69	655 5.99%	4,835 6.44%	12,443 5.88%
Age 70 - 74	463 4.23%	3,483 4.64%	9,157 4.33%
Age 75 - 79	326 2.98%	2,431 3.24%	6,494 3.07%
Age 80 - 84	231 2.11%	1,750 2.33%	4,672 2.21%
Age 85+	255 2.33%	2,408 3.21%	6,120 2.89%
Age 65+	1,930 17.64%	14,907 19.85%	38,886 18.38%
Median Age	43.00	45.00	41.00
Average Age	40.10	41.70	40.60

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2/27/2019

Page 3

Demographic Detail Report

93 Green Bay Rd, Winnetka, IL 60093					
Radius	1 Mile		3 Mile		5 Mile
2018 Population By Race	10,939		75,090		211,588
White	10,325	94.39%	64,019	85.26%	159,313 75.29%
Black	29	0.27%	1,911	2.54%	13,320 6.30%
Am. Indian & Alaskan	11	0.10%	101	0.13%	583 0.28%
Asian	417	3.81%	7,575	10.09%	32,959 15.58%
Hawaiian & Pacific Island	4	0.04%	23	0.03%	101 0.05%
Other	154	1.41%	1,461	1.95%	5,313 2.51%
Population by Hispanic Origin	10,939		75,090		211,588
Non-Hispanic Origin	10,635	97.22%	71,788	95.60%	194,807 92.07%
Hispanic Origin	304	2.78%	3,302	4.40%	16,781 7.93%
2018 Median Age, Male	40.70		42.20		38.60
2018 Average Age, Male	39.10		40.30		39.20
2018 Median Age, Female	44.80		46.70		43.10
2018 Average Age, Female	41.10		43.00		41.90
2018 Population by Occupation Classification	8,722		60,996		172,405
Civilian Employed	4,977	57.06%	36,321	59.55%	103,019 59.75%
Civilian Unemployed	118	1.35%	998	1.64%	3,383 1.96%
Civilian Non-Labor Force	3,627	41.58%	23,664	38.80%	65,976 38.27%
Armed Forces	0	0.00%	13	0.02%	27 0.02%
Households by Marital Status					
Married	2,739		17,822		44,105
Married No Children	1,213		8,796		23,755
Married w/Children	1,526		9,026		20,349
2018 Population by Education	7,201		52,891		153,682
Some High School, No Diploma	56	0.78%	1,224	2.31%	7,408 4.82%
High School Grad (Incl Equivalency)	267	3.71%	3,516	6.65%	17,368 11.30%
Some College, No Degree	574	7.97%	6,663	12.60%	25,150 16.36%
Associate Degree	191	2.65%	2,093	3.96%	7,387 4.81%
Bachelor Degree	2,663	36.98%	17,266	32.64%	46,573 30.30%
Advanced Degree	3,450	47.91%	22,129	41.84%	49,796 32.40%

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2/27/2019

Page 4

Demographic Detail Report

93 Green Bay Rd, Winnetka, IL 60093						
Radius	1 Mile		3 Mile		5 Mile	
2018 Population by Occupation	10,885		77,070		213,318	
Real Estate & Finance	1,302	11.96%	5,402	7.01%	12,299	5.77%
Professional & Management	4,912	45.13%	31,983	41.50%	77,995	36.56%
Public Administration	50	0.46%	731	0.95%	2,019	0.95%
Education & Health	1,002	9.21%	10,322	13.39%	30,808	14.44%
Services	228	2.09%	2,570	3.33%	10,900	5.11%
Information	89	0.82%	1,194	1.55%	2,554	1.20%
Sales	972	8.93%	7,495	9.72%	22,857	10.71%
Transportation	1,248	11.47%	7,246	9.40%	17,403	8.16%
Retail	267	2.45%	2,591	3.36%	9,467	4.44%
Wholesale	99	0.91%	970	1.26%	2,816	1.32%
Manufacturing	377	3.46%	2,410	3.13%	7,564	3.55%
Production	69	0.63%	1,159	1.50%	5,438	2.55%
Construction	94	0.86%	688	0.89%	3,059	1.43%
Utilities	15	0.14%	772	1.00%	3,025	1.42%
Agriculture & Mining	0	0.00%	60	0.08%	132	0.06%
Farming, Fishing, Forestry	0	0.00%	4	0.01%	66	0.03%
Other Services	161	1.48%	1,473	1.91%	4,916	2.30%
2018 Worker Travel Time to Job	4,465		32,786		94,791	
<30 Minutes	1,621	36.30%	14,756	45.01%	46,536	49.09%
30-60 Minutes	2,004	44.88%	12,970	39.56%	35,533	37.49%
60+ Minutes	840	18.81%	5,060	15.43%	12,722	13.42%
2010 Households by HH Size	3,653		27,344		78,727	
1-Person Households	603	16.51%	6,295	23.02%	21,607	27.45%
2-Person Households	1,153	31.56%	8,674	31.72%	24,792	31.49%
3-Person Households	544	14.89%	4,123	15.08%	11,921	15.14%
4-Person Households	700	19.16%	4,812	17.60%	11,648	14.80%
5-Person Households	474	12.98%	2,490	9.11%	5,810	7.38%
6-Person Households	129	3.53%	685	2.51%	1,945	2.47%
7 or more Person Households	50	1.37%	265	0.97%	1,004	1.28%
2018 Average Household Size	3.00		2.70		2.60	
Households						
2023 Projection	3,642		27,176		78,836	
2018 Estimate	3,664		27,348		79,235	
2010 Census	3,653		27,342		78,728	
Growth 2018 - 2023	-0.60%		-0.63%		-0.50%	
Growth 2010 - 2018	0.30%		0.02%		0.64%	

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2/27/2019

Page 5

Demographic Summary Report

93 Green Bay Rd, Winnetka, IL 60093					
Building Type: General Retail		Total Available: 0 SF			
Secondary: Auto Dealership		% Leased: 100%			
GLA: 1,183 SF		Rent/SF/Yr: -			
Year Built: 1970					
Radius	1 Mile		3 Mile		5 Mile
Population					
2023 Projection	10,879		74,645		210,515
2018 Estimate	10,939		75,090		211,588
2010 Census	10,897		74,947		210,258
Growth 2018 - 2023	-0.55%		-0.59%		-0.51%
Growth 2010 - 2018	0.39%		0.19%		0.63%
2018 Population by Hispanic Origin	304		3,302		16,781
2018 Population	10,939		75,090		211,588
White	10,325	94.39%	64,019	85.26%	159,313 75.29%
Black	29	0.27%	1,911	2.54%	13,320 6.30%
Am. Indian & Alaskan	11	0.10%	101	0.13%	583 0.28%
Asian	417	3.81%	7,575	10.09%	32,959 15.58%
Hawaiian & Pacific Island	4	0.04%	23	0.03%	101 0.05%
Other	154	1.41%	1,461	1.95%	5,313 2.51%
U.S. Armed Forces	0		13		26
Households					
2023 Projection	3,642		27,176		78,836
2018 Estimate	3,664		27,348		79,235
2010 Census	3,653		27,342		78,728
Growth 2018 - 2023	-0.60%		-0.63%		-0.50%
Growth 2010 - 2018	0.30%		0.02%		0.64%
Owner Occupied	3,332	90.94%	23,151	84.65%	58,169 73.41%
Renter Occupied	333	9.09%	4,197	15.35%	21,066 26.59%
2018 Households by HH Income	3,665		27,346		79,236
Income: <\$25,000	174	4.75%	2,191	8.01%	10,614 13.40%
Income: \$25,000 - \$50,000	231	6.30%	2,810	10.28%	11,585 14.62%
Income: \$50,000 - \$75,000	230	6.28%	2,746	10.04%	9,202 11.61%
Income: \$75,000 - \$100,000	221	6.03%	2,453	8.97%	8,593 10.84%
Income: \$100,000 - \$125,000	332	9.06%	2,434	8.90%	7,659 9.67%
Income: \$125,000 - \$150,000	204	5.57%	1,949	7.13%	5,540 6.99%
Income: \$150,000 - \$200,000	418	11.41%	3,309	12.10%	8,368 10.56%
Income: \$200,000+	1,855	50.61%	9,454	34.57%	17,675 22.31%
2018 Avg Household Income	\$206,892		\$167,187		\$132,067
2018 Med Household Income	\$202,426		\$138,327		\$98,905

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2/27/2019

Page 7

INDIAN HILL

Winnetka's Indian Hill Business District is an auto-oriented business corridor that serves as the southern gateway into the Village, sharing its border with Kenilworth. Other than a small sign, there is no real gateway welcome. The Metra / Indian Hill station sits on the east side of Green Bay along with a large commuter parking lot, the primary users of which are students heading to and from New Trier High School. The Illinois Department of Transportation recently installed traffic, safety, and signal improvements at the intersection of Winnetka and Green Bay. Green Bay Trail runs north-south along the UP-N railroad tracks, just east of Green Bay Road. The most significant opportunities present in Indian Hill is to install signage (both wayfinding and gateway), complimentary landscaping, and explore the retrofit / reuse of the Village owned garage structure on the southeast corner of Winnetka Avenue and Green Bay Road.



INDIAN HILL KEY LOCATIONS

The map below identifies key locations, intersections, and sites where urban design considerations are appropriate in the Indian Hill district. These locations were identified as top priorities via feedback and discussion during the Downtown Master Plan. While outside the study area, New Trier High School certainly impacts the district.



INDIAN HILL URBAN DESIGN OBJECTIVES

SIGNAGE

- **WAYFINDING PLAN:** Further developing the wayfinding concepts noted in the Plan are an important step to understanding each business districts' built environments and where information is needed to maximize legibility of the wayfinding system. As part of the overall wayfinding program indicated in this Plan. This southern gateway should receive consideration of how visitors can be directed to key locations such as the Elm Street District and New Trier High School.
- **GATEWAY SIGNAGE:** Enhancing the existing welcome signage at southeast corner of Green Bay Road and Winnetka Avenue can be accomplished by adding a more robust, site specific gateway sign closer to the intersection. This site was initially acquired by the Village for use as a gateway, and this Plan recommends pursuing that option. This will involve adding landscaping and signage that is highly visible and provided a special announcement that those coming north on Green Bay Road have reached Winnetka.
- **WAYFINDING / DIRECTIONAL SIGNAGE:** Signs should better orient users to New Trier High School, Downtown Elm, Green Bay Trail, Metra, and other notable destinations (North Shore Country Day and Music Institute) via wayfinding signage. Further pedestrian and bike connections between business districts via Green Bay Trail can also be highlighted. During the Downtown Master Plan process, it was noted that New Trier High School hosts many state-wide sporting events that draw thousands of visitors from across the state to Winnetka. But due to lack of wayfinding signage, visitors may not realize the proximity of Downtown Winnetka and the restaurants therein. Thus potential sales tax dollars may be leaving the Village due to lack of wayfinding / directional signage.
- **Light Pole Banners:** Further celebrate district identity and unification between districts via banners on light poles. Banners may be location, event, holiday, or sponsor specific.

INDIAN HILL URBAN DESIGN OBJECTIVES

PEDESTRIAN | BIKE | BUILT + NATURAL AMENITIES

□ **PEOPLE PLACES:** In addition to further celebrating the entry into Winnetka via gateway signage near the intersection of Green Bay and Winnetka Avenue, that site (as highlighted in orange on the Key Location Map) is large enough to accommodate additional improvements that could cater to the high amount of student users, generate activity, and make the entry vista more of a “people place.” Potential improvements include retrofitting the existing building into a walk-up student led or student oriented shop (example: container café for coffee, gelato, etc.). If created into more of a destination, additional pedestrian amenities including patio seating, bike parking, benches, and festoon lighting should be considered; parking would also need to be addressed. Furthermore, landscaping should be installed at edges to buffer users from traffic and provide greater comfort / safety.

*** Ideas noted through the Downtown Master Plan outreach support this initiative:

1) Parents of Winnetka want more places for their teens to be able to spend time and
2) in addition to the desire for more restaurants and places to go out to eat, an ice cream / gelato shop was a specific desire noted many times over. ***

- **Public Art:** Consider the installation of a sculptural art element at gateway corner and consider a mural at the underpass. Consider art projects being led by New Trier High School Art classes.
- **Landscaping:** Integrate accent landscaping on east side of Green Bay leading up to Winnetka Avenue to compliment signage and provide attractive gateway approach into Winnetka.
- **Student Run Community Garden:** Consider coordinating with New Trier High School to make the gateway a pilot program for a student run community garden that could include a patio with picnic tables to enjoy lunch. The existing structure could become a tool shed and farmers stand to sell harvested goods and students could engage the community about urban farming / sustainable practices.

INDIAN HILL IDEA BOARD



CONCLUSION

Emphasizing the business districts' role as "people places" can, in part, be advanced through application of the urban design concepts described in this chapter. The enhancements to public and private spaces include elements such as new signage, pedestrian improvements, and street furniture (benches, kiosks, planters, etc.). Proposed improvements build on past plans, reflect the unique character of each business district, and create a consistent application of Village-wide wayfinding and gateways. Implementation of the urban design recommendations are intended to advance the district Visions Statements and build on the Village's history and physical characteristics.



G. Comprehensive Plan Excerpt

5.8 INDIAN HILL BUSINESS DISTRICT PLANNING SUB-AREA

5.8.2 OBJECTIVES AND RECOMMENDATIONS

A. Transportation and Parking Traffic and pedestrian safety: Redesign the intersection of Green Bay Road and Winnetka Avenue to improve flow and safety of vehicular and pedestrian traffic.

C. General Appearance and Landscaping

Streetscape Elements: Plant sidewalk trees and upgrade streetscape elements as outlined in section 5.3.3.C.

Southeast of Green Bay Road / Winnetka Avenue - Parking Lot: Implement a program of substantial beautification, landscaping and pedestrian access improvement to this area. The parking lot needs considerable upgrading and could be made attractive by constructing a decorative wall along Green Bay Road, lowering the parking level to grade (thus making the cars less visible to passers by), installing decorative lighting and moving the parking area several feet into the railroad embankment. This would provide adequate space between Green Bay Road and the parking lot to install a wall, trees, additional landscaping and an irrigation system.

Southeast Corner of Green Bay Road / Winnetka Avenue: Encourage and cooperate with the automobile service business at the southeast corner of the intersection of Green Bay Road and Winnetka Avenue to provide landscaping and other visual improvements to soften the impact of this land use. Encourage a change in the existing land use from a commercial auto repair facility to a Village park that could also provide a visible gateway directing visitors to New Trier High School to the east.

APPENDIX 6: PRIORITY ASSESSMENT OF PLAN RECOMMENDATIONS

C. LAND ACQUISITIONS (only if they become available)

Give highest priority to:

The east side of Sheridan Road, between Centennial and Elder parks;

Corner lot parcels for pocket parks in the densely developed neighborhoods;

The southeast corner of Green Bay Road and Winnetka Avenue;

D. BEAUTIFICATION Place greater emphasis on the beautification of the Village since these projects provide a very high impact for a relatively low expenditure.

#1 Priority:

Create a vehicle to encourage gifts and charitable contributions for beautification purposes.

Create design standards for commercial, institutional multiple-family buildings and public spaces.

Create Village entrances at the Forest Way intersections of Tower and Willow Roads (with greater priority given to Tower) and at the Green Bay Road entrances at the Kenilworth border and at Scott Avenue.

Create a strategic plan for landscaping and other aesthetic improvements for public ways and spaces.

Replace or screen the guardrail located along Green Bay Road between Elm Street and Tower Road.

Beautify the parking lot southeast of Green Bay Road/Winnetka Avenue