



Memorandum

Winnetka Downtown Master Plan
Date: October 30th, 2015

**Subject: Steering Committee + Working Group Meeting #2
Business District Discussions and Presentation of Existing Conditions**

In order to plan for future opportunities within Winnetka's business districts it is first important to understand the current state and workings of each, as well as the demographics and market data for the Village as a whole. The focus of Monday's meeting was on just that – Winnetka's existing conditions.

The 'Community Organization' Working Group session started at 5:30pm and focused on discussing and refining the issues, opportunities and priorities of each of the three business districts. At 7pm the working group reported back to the Steering Committee on their findings, considerations and deliberations – the primary highlights of which are listed below.

A presentation by the project consultants followed, highlighting Winnetka's existing conditions: Michael Blue and Erin Cigliano with Teska Associates presented on the Land Use, Zoning and Urban Design; Mark de la Vergne with Sam Schwartz Engineering showcased transportation, signage and wayfinding elements; and Linda Goodman and Zach Lowe with Goodman Williams presented demographics and market data. Q+A by the Steering Committee and the public at large closed out the evening.

Highlights from the Working Group Discussion

Downtown Elm Street

- East Elm and West Elm are generally perceived as two districts, not one.
- Need for better connectivity between East and West Elm.
- Would like to see more options in uses, especially food and drink options.
- There are vacancies that need to be addressed.
- Need for more outdoor gathering places and options for teenagers / kids.
- Downtown is aesthetically pleasing but could be more functional and vibrant relative to uses and activities.
- Need a better diversity of shopping options that cater to the "essentials" rather than "specialty" needs.



1. *Priority #1: Make it a more inviting district.*
2. *Priority #2: Enhance streetscape to be more attractive.*
3. *Priority #3: Ensure downtown is the main hub of Winnetka.*

Hubbard Woods

- You “go” to Hubbard Woods, you don’t “stay”.
- Street trees are present but they don’t buffer traffic enough.
- The combination of parallel parking with the narrow sidewalk and street trees make you feel blocked in.
- On-street parking is stressful and the parking deck is not well utilized.
- The park is beautiful but not frequented as much as it should be – hopefully renovation changes such.
- There are a lot of vacancies that need to be addressed.
- Window shopping is great, the walking part – not so much (narrow sidewalks).

1. *Priority #1: Include more food and beverage options.*
2. *Priority #2: Improve the streetscape to the extent possible.*
3. *Priority #3: Market the area as a Design District – HWDD.*

Indian Hill

- The boundary between Kenilworth and Winnetka at Indian Hill is unknown; gateway signage should be integrated.
- The area is unlike any of the other districts or place in town.
- The east side of the district is the train tracks, limited opportunities.
- The presence of New Trier and high school students needs to be acknowledged and better planned for.
- Consider the possibility of redeveloping the Metra parking area with a structure that houses parking and has ground floor retail.
- Parking is a major issue for students and commuters.
- The district is not stroll-worthy.

1. *Priority #1: Consider New Trier students / afterschool activities / evening hours*
2. *Priority #2: Enhance gateway signage*
3. *Priority #3: Address Parking*