

An aerial architectural rendering of a village center. The scene features a central gazebo with a tiered roof, surrounded by a circular path. Numerous trees of various types are scattered throughout the area, and several buildings with gabled roofs are visible in the background. The entire image is overlaid with a semi-transparent teal color.

# VILLAGE CENTER MASTER PLAN

*Village of Wilmette, Illinois*

FUNDED IN PART BY THE  
REGIONAL TRANSPORTATION AUTHORITY

PREPARED BY:

*The Lakota Group*

*Goodman Williams Group*

*Gewalt Hamilton Associates*

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JANUARY 2011



# EXECUTIVE SUMMARY

## OVERVIEW

In late 2009, the Village of Wilmette engaged a planning and design team led by the Lakota Group to initiate a Master Planning process for Wilmette's Village Center. The Lakota team included Goodman Williams Group, (*Market and Economic Analysis*), Gewalt Hamilton Associates (*Traffic and Civil Engineering*) and Duncan Associates (*Zoning*). The project, funded and coordinated through the Regional Transportation Authority's (RTA) Community Planning Program, encourages communities to create station area transit-oriented development (TOD) plans to support and enhance existing and future transit in addition to new development opportunities. This study allowed the Village of Wilmette to leverage its high commuter usage of the rail and bus systems to create a long-range vision for an improved downtown area.

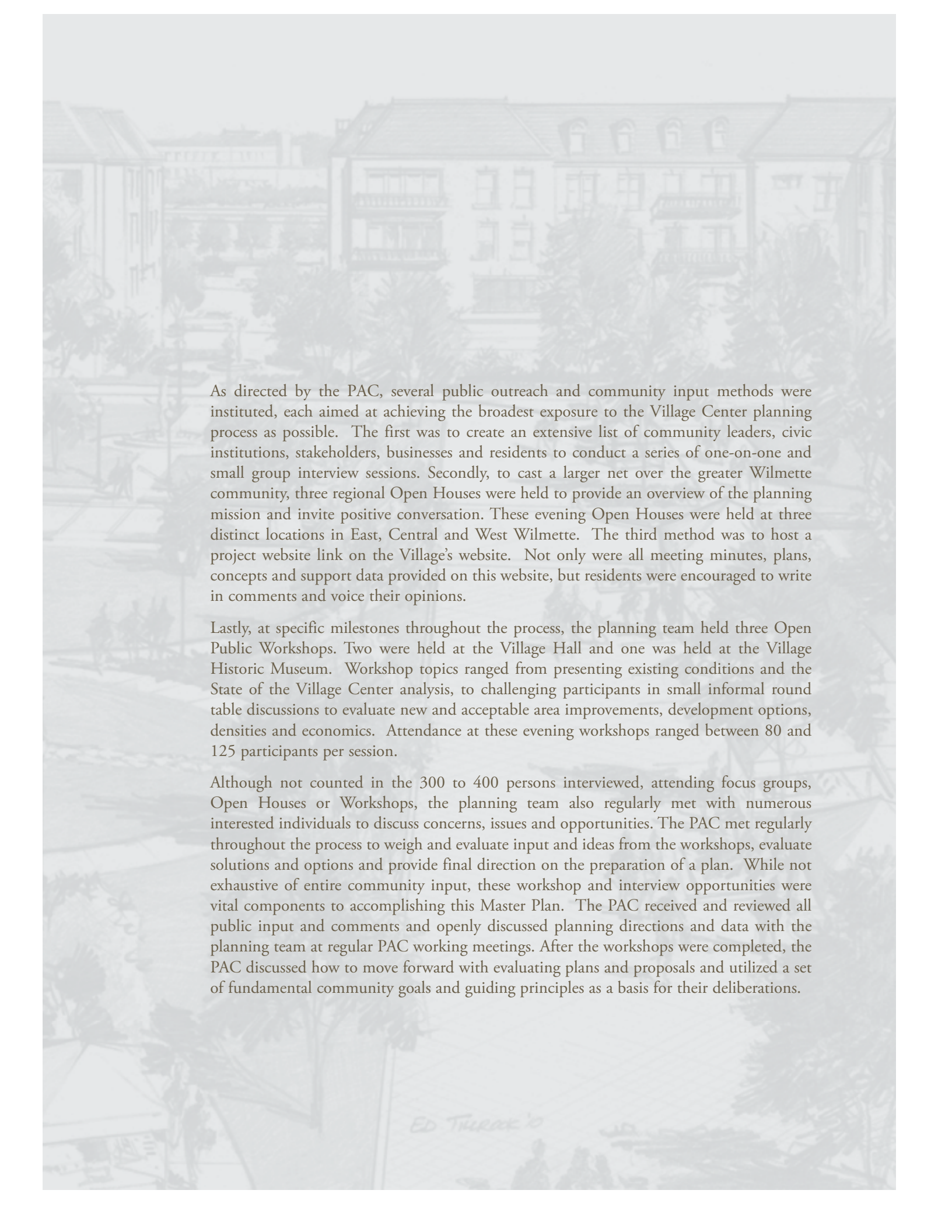
This ten-month planning and design process built upon several other Village Center Master Plan, Corridor Plan and Parking and Market Studies previously developed over the past ten years. The most recent study in 2008, prepared by the Urban Land Institute (ULI) Technical Assistance Panel, identifies many of the key strategies and target initiatives of this Master Planning study. Most importantly, it identified the most critical step for the Village: *"Developing and adopting a master plan...one that provides a clear and concise direction for the Village Center in addition to predictability of outcomes for the development community."*

In order to achieve these goals, the Village set out to establish a planning mission and process that provides broad community input, regular and open communication channels and a balanced and technically-supportive resident steering committee. This platform for open creative thinking, along with reality-based economics, culminated in a new vision for the future of Wilmette's Village Center.

## PLANNING PROCESS

To that end, the Village established a clear and well-defined timeline for the planning process. A Project Advisory Committee (PAC), comprised of a core group of community leaders, planning, design and development professionals, Village Community Development staff and RTA, Metra and Pace representatives was commissioned to direct the consulting team, provide periodic input, establish a community input and outreach program and create a set of fundamental guiding principles from which to evaluate data and plan alternatives.





As directed by the PAC, several public outreach and community input methods were instituted, each aimed at achieving the broadest exposure to the Village Center planning process as possible. The first was to create an extensive list of community leaders, civic institutions, stakeholders, businesses and residents to conduct a series of one-on-one and small group interview sessions. Secondly, to cast a larger net over the greater Wilmette community, three regional Open Houses were held to provide an overview of the planning mission and invite positive conversation. These evening Open Houses were held at three distinct locations in East, Central and West Wilmette. The third method was to host a project website link on the Village's website. Not only were all meeting minutes, plans, concepts and support data provided on this website, but residents were encouraged to write in comments and voice their opinions.

Lastly, at specific milestones throughout the process, the planning team held three Open Public Workshops. Two were held at the Village Hall and one was held at the Village Historic Museum. Workshop topics ranged from presenting existing conditions and the State of the Village Center analysis, to challenging participants in small informal round table discussions to evaluate new and acceptable area improvements, development options, densities and economics. Attendance at these evening workshops ranged between 80 and 125 participants per session.

Although not counted in the 300 to 400 persons interviewed, attending focus groups, Open Houses or Workshops, the planning team also regularly met with numerous interested individuals to discuss concerns, issues and opportunities. The PAC met regularly throughout the process to weigh and evaluate input and ideas from the workshops, evaluate solutions and options and provide final direction on the preparation of a plan. While not exhaustive of entire community input, these workshop and interview opportunities were vital components to accomplishing this Master Plan. The PAC received and reviewed all public input and comments and openly discussed planning directions and data with the planning team at regular PAC working meetings. After the workshops were completed, the PAC discussed how to move forward with evaluating plans and proposals and utilized a set of fundamental community goals and guiding principles as a basis for their deliberations.



## GUIDING PRINCIPLES

To guide, focus and evaluate solutions and ideas throughout this process, the PAC established a set of Fundamental Community Goals and Principles. These fundamental shared community goals were based on both public input and those goals established as part of the RTA transit-oriented planning mission. These principles include:

- *Create and test a range of alternative development concepts that enhance and revitalize the Village Center.*
- *Attract land use and development more compatible with the goals, needs, infrastructure and character of the community.*
- *Develop an optimal short-term and long-range land use strategy and development framework for the district.*
- *Establish a framework for changes to the Village's development regulations that emphasizes high quality, sustainable site and building design.*
- *Create a set of planning and urban design tools that foster private-sector creativity, while establishing predictability regarding development type, scale and quality.*
- *Maximize the Village Center's transit-oriented development potential by improving traffic, pedestrian and bicycle circulation throughout the district, and identifying appropriate sites for denser development near the train station.*
- *Incorporate the preservation and reuse of historic and cultural resources into the overall Village Center redevelopment strategy.*

These principles were used as the basis for all PAC review and deliberation as the planning process moved forward into the design solutions and development economic testing recommendations.

## VILLAGE CENTER MASTER PLAN

After reviewing numerous alternative plans, densities and development economic data, the PAC instructed the Lakota team to knit together those preferred options which they thought met the fundamental goals and objectives of the study and the community's desired character. The preferred Master Plan illustrated in this report defines a clear vision, along with suggested priority and catalytic projects or next steps to building a "bridge" connecting both halves of Green Bay Road into one Village Center. Several alternative schemes are also included in Appendix A of this report, and suggest that more than one option may be acceptable for these Target Areas.

In summary, the Master Plan suggests increased densities, building heights and a mix of acceptable land uses combined with an appropriately regulated urban design and public realm character for defined portions or Target Areas of the Village Center. Additionally, the Master Plan conceptually addresses other areas of the Village Center, most notably the Green Bay Road corridor and future redevelopment which may occur there.

Additional support for Master Plan conclusions are highlighted within the discussions of traffic, transportation and parking, development economics and necessary zoning or development regulation refinement.

Key Highlights of the Master Plan include:

- *Redevelopment of the Target Area sites identifies building heights no greater than five stories.*
- *Redevelopment of Target Area sites may require a public-private partnership structure including public financial participation in the project(s).*
- *A new multi-level public parking structure is envisioned to support potential new development, commuter and other civic and retail parking needs.*
- *Improved vehicular mobility and pedestrian/bicycle safety and streetscape enhancements are critical to any initiative or redevelopment in the Master Plan.*
- *Traffic mobility at the Wilmette and Central Avenue intersections with Green Bay Road will operate at the same level of service with new redevelopment as they operate today.*
- *Parking demand for each Target Area site will meet Village and market requirements. There is no net loss of any on-street or commuter parking spaces.*
- *New improved development regulations and a form-based zoning approach to a unified Village Center zoning district is essential to “setting the table” for a predictable and effective development process.*

More detailed descriptions of the Master Plan’s features are noted in Section 5 of this report. Additional priority action items and catalytic projects have been identified and elaborated in the Implementation section of this report.

The final Wilmette Village Center Master Plan included in this document is intended as a basis, or starting point, for any future detailed development planning, design or engineering that will be required leading up to construction and implementation of all or portions of the Plan. It is a guide and as an approved Village tool it will provide the roadmap for future initiatives, Village leadership goal setting and budgeting and management of the downtown. It is a living document and must be easily and effectively managed and adaptable to changing market conditions. While the time horizon for this Master Plan has been identified as a 10 to 15 year program, it is important that staff and Village leadership update and benchmark the plan on a regular interval.

## Acknowledgements

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# INTRODUCTION



# Village Center Master Plan

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## Section 1: Introduction

### Planning Mission

In 2009, the Village of Wilmette engaged The Lakota Group (planning and design), Goodman Williams Group (market and economic analysis), Gewalt Hamilton Associates (traffic engineering) and Duncan Associates (zoning) to initiate a planning process to create a Village Center Master Plan. The project is funded and coordinated through the Regional Transportation Authority's (RTA) Community Planning Program, which encourages municipalities to create station area transit-oriented development (TOD) plans that address bus and rail service as well as new development opportunities.

The RTA program principles include:

- Plan for increased transit usage.
- Plan for access and circulation improvements in and around transit facilities.
- Plan for improved mobility for seniors and people with disabilities.
- Plan for multi-modal transportation improvements.
- Plan for enhanced or expanded transit service.
- Develop transit-oriented plans or principles.

This planning process evolved from an Urban Land Institute (ULI) Technical Assistance Panel conducted in January 2008 that recommended the Village adopt a Master Plan that provided clear direction for redevelopment of the Village Center. Since 2000, there have been a number of professional studies conducted around and within the Village Center. While these efforts addressed important issues such as real estate market, parking and traffic, none took a comprehensive approach to revitalization of this active downtown district. Previous plans and studies that addressed the Village Center include:

- (2000) Village Comprehensive Plan
- (2000) West Village Center Plan: Wilmette Plan Commission
- (2005) Village-Wide Market Analysis: Valerie Kretchmer + Associates
- (2005) Green Bay Road Corridor Study: Kretchmer/Hitchcock/TY Lin
- (2006) Village Center Redevelopment Research: Phases 1 + 2: Calder LaTour





- (2007) Parking Structure Feasibility Study: Rich & Associates/TY Lin
- (2008) Urban Land Institute Technical Assistance Study: Revitalizing a Classic American Town

In addition to transit-supportive and transit-oriented development, the Village’s goals for this planning mission are to create a clear, documented and shared vision for the Village Center that “sets the stage” for funding strategies, capital improvement programming, new development and retention/attraction of area businesses. These goals will be addressed by evaluating the Village Center’s land use, physical conditions, zoning, real estate market and transportation system. The Village considers this planning process an important opportunity to:

- *Create and test a range of alternative development concepts that enhance and revitalize the Village Center.*
- *Attract land use and development more compatible with the goals, needs, infrastructure and character of the community.*
- *Develop an optimal short-term and long-range land use strategy and development framework for the district.*
- *Establish a framework for changes to the Village’s development regulations that emphasizes high quality, sustainable site and building design.*
- *Create a set of planning and urban design tools that foster private sector creativity, while establishing predictability regarding development type, scale and quality.*
- *Maximize the Village Center’s transit-oriented development potential by improving traffic, pedestrian and bicycle circulation throughout the district, and identifying appropriate sites for denser development near the train station.*
- *Incorporate the preservation and reuse of historic and cultural resources into the overall Village Center redevelopment strategy.*



### Planning Process

The planning process, which began in January 2010, included the following phases:

#### **PHASE 1: STATE OF THE VILLAGE CENTER**

Involved an inventory of existing conditions and included fieldwork, meetings with the Village's Planning Advisory Committee, numerous Focus Group discussions and stakeholder interviews, a Community Workshop, three Community Open Houses and The State of the Village Center Report. Community outreach included an article in the Pioneer Press, a project website and a community flyer distributed to residents to spread awareness about the planning process.

#### **PHASE 2: COMMUNITY VISIONING**

The second phase involved generating a range of development strategies for the Village Center, as well as concepts for enhancing the area's land use mix, physical conditions, traffic, pedestrian and bike circulation, parking and streetscape. After review by the Planning Advisory Committee, a second Community Workshop was held to review the State of the Village Center findings, development strategies and design concepts. This phase also involved economic analyses of the alternative development strategies for the key target sites in the Village Center.

#### **PHASE 3: VILLAGE CENTER MASTER PLAN**

The third phase involved crafting a more specific Master Plan for the Village Center, as well as a set of design guidelines and a strategy for its implementation as presented in this report. This information was reviewed at a Planning Advisory Committee meeting and a third Community Workshop. The Master Plan offers the Village optimal short-term and long-range development choices and a clear, concise tool for evaluating future development proposals. The implementation strategy addresses policy and zoning changes, as well as public and private actions that can be taken to advance Village objectives.

### Plan Purpose

Village staff, Plan Commission and trustees, as well as community leaders, property owners and developers will use the Village Center Master Plan as a guide for planning and development decisions over the next 5 to 10 years. The Master Plan should be revisited and updated every 5 years to ensure that strategies and recommendations continue to meet area needs. It serves several purposes depending on the needs of the user:

- **Development Framework:** The Master Plan provides a framework for potential development activities. Village staff and Plan Commissioners will review development projects for conformance with the goals, objectives and guidelines set forth by the Plan.
- **Public Investment Guide:** The Village Board will use the Plan to prioritize public investment initiatives and improvement projects. The information on existing conditions and future land use and transportation needs will also be used to seek grants at the regional, state and federal levels.
- **Private Investment Guide:** The Plan report provides a base of information about the area’s constraints and potential for people interested in investing and developing in the Village Center.
- **Future Vision:** The Plan will act as a tool to inform current and future residents and business owners about the Village’s vision for this key district.



### Village Center Context

Wilmette's Village Center is its central business district and located on both the east and west sides of Green Bay Road and the Union Pacific North railroad tracks (also see Figures 1.1 and 1.2). It is approximately 67 acres and bounded by:

- **North:** Lake Avenue
- **East:** 11th Street
- **South:** Linden Avenue
- **West:** Park Avenue

The Village of Wilmette and its Village Center enjoy a number of positive attributes that attract shoppers, visitors and residents. These assets include:

- **Attractive demographics.** The estimated 9,722 households living in Wilmette have a median household income of just under \$115,000.
- **A busy train station in the core of the Village Center.** Metra reports that the Wilmette Station on the UP North line had weekday boardings of 1,379 in 2006, surpassed on this line only by the Davis Street Station in Downtown Evanston and Ravenswood Station in Chicago.
- **The civic heart of the community.** The Village Hall, Public Library and Post Office are located in the Village Center.
- **Attractive tree lined streets and a “small town feel”** that include a variety of independently owned shops, restaurants, offices and a small movie theater.

Despite these positive attributes, Wilmette's Village Center has experienced comparatively little residential and commercial development in the past few decades. The most recent multi-family developments in the area are Optima Center and the Verona, both completed in 1998. The number and mix of shops has not changed dramatically. While many in the community appreciate the low density and small town feel of the Village Center, others note that it is lacking a sense of vibrancy from a good mix of retail shops, restaurants and entertainment venues.



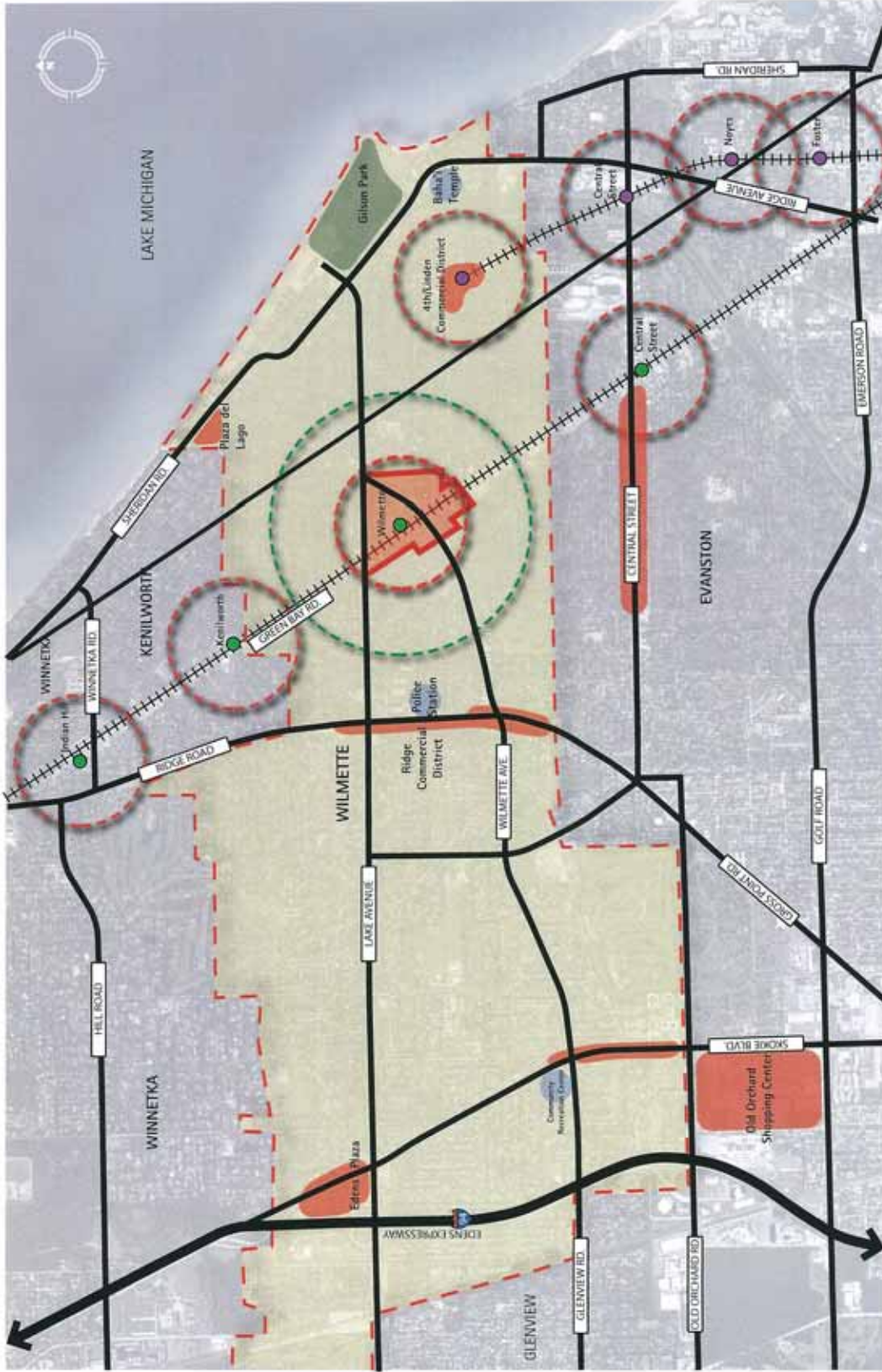
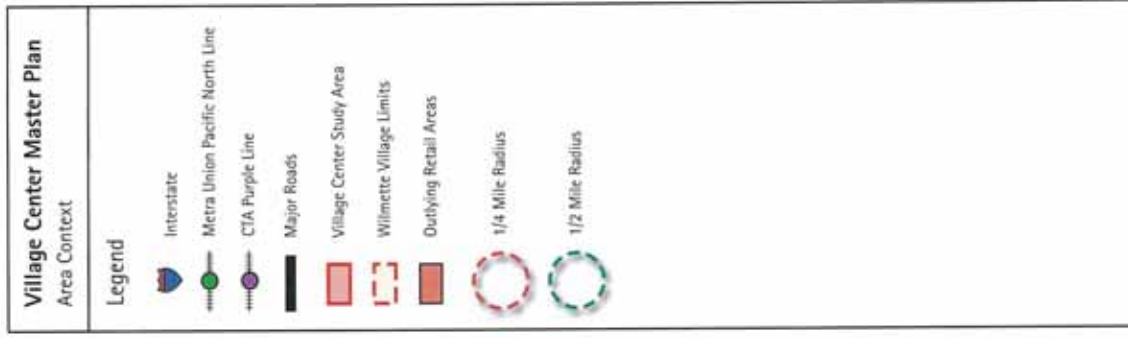
Numerous Wilmette residents indicated in interviews and focus group discussions that they routinely shop and dine at commercial districts or downtowns in nearby North Shore suburbs, including Downtown Evanston, Westfield Old Orchard Shopping Mall and The Glen. Sales tax revenue emanating from Village Center has remained flat, which is an important issue in a time of tight municipal budgets.

In 2008, an Urban Land Institute Technical Assistance Panel issued a report on Wilmette entitled, “Revitalizing a Classic American Town.” The report notes that, “*Wilmette is no longer a destination for shoppers or diners, save for a handful of iconic stores, eateries and attractions.*” The panel concluded that “*the most important actions for the Village are to provide a clear framework for development, a predictable process, and expected levels of density.*” They identified four opportunity sites, which have subsequently been combined into three potential locations for new development, which are discussed in greater detail in Section 2: Land Use + Physical Conditions.



The ULI report identified 3 key “opportunity sites” for redevelopment within the Village Center.





Village of Wilmette, Illinois

## Village Center Master Plan

Figure 1.1: Area Context

LAKOTA

FOR LANDSCAPE AND  
duncan associates

GRANT HARRISON  
ARCHITECTS  
EXTERIOR DESIGN  
INTERIOR DESIGN







### Village Center Master Plan

Study Area

**Legend**

- Metra Union Pacific North Line
- Study Boundary
- Metra Station (UP-N)
- Village Hall
- Post Office
- Library
- Fire Department
- Public Parking
- Target Sites
- 1/4 Mile Radius
- Walgreens
- Imperial Motors Jaguar
- McKenzie Elementary School
- Wilmette Bicycle & Sports Shop
- John Millen Hardware
- Garden House
- Jewel
- Chase
- The Noodle
- The Bottie Shop
- Wilmette Theatre
- de Giulio Kitchen Design
- Panera Bread
- Backyard BBQ







## LAND USE + PHYSICAL CONDITIONS



# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

### Land Use

The Village Center, which is mostly a commercial district with institutional and residential uses, contains the following land uses (also see Figure 2.1):

- **Commercial:** Retail shops, restaurants, auto services, financial/retail/personal services and a theater.
- **Institutional:** Village Hall, Post Office, Library and three churches.
- **Residential:** Single-family, condominiums, apartments and townhomes.
- **Office:** Professional and medical office.
- **Open Space:** Civic green space in front of Village Hall.

#### Commercial

As of February 2010, there were 166 businesses located within the Village Center, with 111 east of Green Bay Road and 55 to the west. Most of these businesses are small shops between 1,000 and 3,000 square feet and include specialty shops, services, restaurants and medical/business offices.

Larger businesses are located west of Green Bay Road, including: Imperial Motors Jaguar, Garden House Casual Furniture, Walgreens and Jewel Osco (immediately south of the Study Area).

#### WEST OF THE TRACKS

The businesses along the west side of tracks from Lake Avenue on the north to Linden Avenue on the south are mostly oriented towards traffic along Green Bay Road, making this sub-area not as pedestrian friendly as the east side of the tracks. Several businesses along Green Bay Road are located in small strip shopping centers with front and side surface parking lots.

Properties along Green Bay have large depths (around 240 feet) and several have significant potential for redevelopment in the future. A substantial vacant parcel, known as the former Ford auto dealer site, is located between Wilmette and Central Avenues fronting Green Bay Road. This large, highly visible property creates a gap in the building “street wall” along the roadway. This parcel was noted as one of three significant redevelopment sites in the Urban Land Institute Task Force’s report and has had several mixed-use and commercial development proposals in recent years.



*Commercial west of Green Bay Road*



*Commercial along Green Bay Road*





*The Ford site creates a large, visible gap in the Green Bay Road “street wall.”*



*Starbucks*

A variety of notable businesses are located along Green Bay Road, including: Imperial Motors Jaguar, Walgreens, Millen’s Ace Hardware, Garden House Casual Furniture, Wilmette Bicycle & Sport Shop, Wilmette Pet Center and Starbucks. The area also is home to convenience-oriented services, an auto body shop, dance studio, antique store, a bank, small restaurants, a dry cleaner, realtors, financial services, barber shops and retail services.

### **EAST OF THE TRACKS**



*The Baker Building*

Mostly older 1, 2 and 3-story commercial buildings and newer 4-story mixed-use buildings with ground floor retail space and office or residential uses on upper floors are located in the Village Center east of the tracks. These include the 4-story Optima building on 11th Street and Central Avenue and the Verona on Greenleaf Avenue just west of 11th Street.



*Example of commercial/mixed-use building east of the tracks*

The primary commercial streets in this sub-area include Central and Wilmette Avenues with other commercial uses located along 12th Street and Greenleaf Avenue. These streets have a distinct “Main Street” appearance that defines the Village Center’s physical character east of the tracks. Several small restaurants and drinking establishments, such as The Noodle, Depot Nuevo, The Bottle Shop and Panera Bread, as well as the Wilmette Theatre are located there. These businesses serve a variety of target customers. Panera Bread has become a major draw and meeting place for younger children, teens and adults. Other notable businesses include de Giulio Kitchen Design, Backyard Barbeque and Lad & Lassie Children’s Wear.

New development east of the tracks has been limited due to a lack of available or vacant land. Newer developments include the Verona, Optima Center and the strip shopping center along Poplar Drive between Wilmette and Greenleaf Avenues that houses Panera Bread and Joseph A. Bank.

# Village Center Master Plan

## Section 2: Land Use + Physical Conditions

### Institutional

The Public Library and Post Office are located west of Green Bay Road between Central and Wilmette Avenues on Park Avenue. Both facilities generate high volumes of vehicular traffic and currently have surface parking lots located along Park Avenue between the buildings. Residents, business owners, the Library Director and Postmaster noted that parking near these facilities is insufficient.

Village Hall sits along the Metra tracks between Wilmette and Central Avenues on the core block of the Village Center. This block can be considered the “100% corner” of the district due to its central location along the tracks, near the train station and between stores on both sides of Green Bay Road. The 3-story facility was constructed in 1972 and currently houses approximately 60 Village and Park District employees. The block is one of the opportunity sites for potential redevelopment noted in the ULI study. Village staff, residents, business owners and stakeholders noted in interviews and focus groups as an important part of the Village Center Master Plan.

Three churches located within the Village Center include: St. John’s Evangelical Lutheran Church on Wilmette and Park Avenues; St Augustine’s Episcopal Church on the west side of Wilmette Avenue south of Lake Avenue; and First Congregational Church along Wilmette and 11th Street south of Lake Avenue. These institutions contribute to the vehicular and pedestrian activity of the Village Center and are important activity generators for the district.



*Wilmette Post Office*



*St. John's Evangelical Lutheran Church*



*The Wilmette Public Library generates high volumes of traffic west of the tracks.*



*Village Hall is centrally located by the Metra tracks and has been discussed as a potential site for redevelopment.*

### Residential

West of Green Bay Road, residential uses are limited to a few multi-family residential apartments and condominiums, some located above first floor commercial businesses. One multi-family residential building is located along Park Avenue just south of St. John's Evangelical Lutheran Church. A few single-family residences, multi-family residential buildings and townhomes border the west edge of the Study Area along Park Avenue.

As new development occurs on the west side of Green Bay Road, there is potential to provide a mix of residential housing options, including new condominiums, apartments and townhomes. This area is in close proximity to the train station and abuts predominantly residential neighborhoods.

East of the tracks, residential uses include a few single-family homes, apartments and condominiums, some within mixed-use buildings. Single-family homes are limited to a stretch along Lake Avenue, with a few in the middle of the block along Greenleaf Avenue near 11th Street. Multi-family buildings include a 3.5-story building along 12th Street across from the Chase Bank site, a 4-story building along Wilmette Avenue south of the First Congregational Church and three buildings along Greenleaf Avenue between Poplar Drive and 11th Street.

In addition, Optima Center and Verona are condominium developments built in the late 1990s and are located in mixed-use buildings, totaling 80 housing units. Several older buildings throughout downtown have apartments on upper floors above shops.

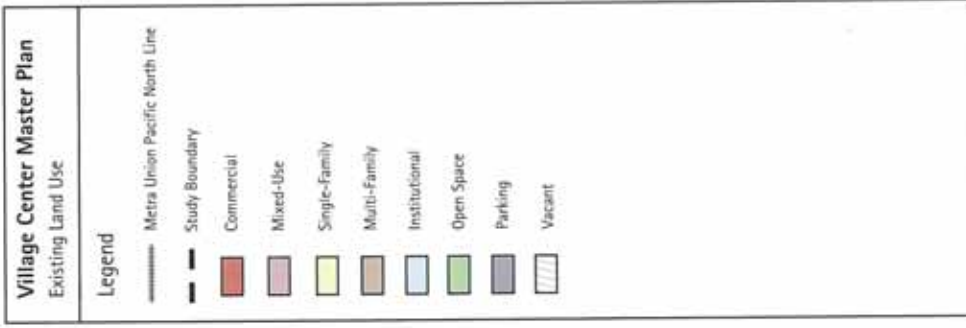


*Multi-family residential building on 12th Street*



*Optima Center*





Village of Wilmette, Illinois  
**Village Center Master Plan**  
Figure 2.1: Existing Land Use





# Village Center Master Plan

## Section 2: Land Use + Physical Conditions

In focus group discussions and at community workshops, stakeholders expressed a need for more housing in the Village Center to increase support for local businesses, as well as housing options for seniors, empty nesters, divorced parents and young couples. Many noted that the Village Center lacks the 24-hour activity and vibrancy seen in other comparable suburban downtowns.

### Office

The Village Center contains a few offices for doctors/dentists and professional services. The Chase Bank building contains office space on the upper floors. This building was noted in the ULI study as a significant redevelopment site.

More information is provided about Commercial, Residential and Office land uses in the Real Estate Market section of this report.

### Open Space

Open space within the Study Area is limited to a civic green space in front of the Village Hall at the angled intersection of Central Street and Wilmette Street. This triangular area is the site of the veteran's memorial and a place to hold several community activities/events such as the Block Party/Concert, 4th of July and Sidewalk Sale. Although the space is prominently located in the core of the Village Center, residents and business owners expressed the desire to make this space more useable and pedestrian friendly, as well as add other spaces/plazas within the Village Center. In addition to the Village Hall site, the large underdeveloped block on the west side of Green Bay Road, between Central and Wilmette Avenues, is a location many feel could be developed for a mix of uses, including a public plaza framed by new buildings.



*The Verona condominium building*



*Chase Bank building*



*Open space at Village Hall*



*Many residents feel there is a need for improved and/or additional open space in the Village Center.*

### Opportunity Sites

In addition to the three “target” sites noted by the ULI study, there are several small and large properties located throughout the Village Center that can also be considered opportunity sites for new development. These sites were identified based on sub-optimal land uses, vacant or deteriorating buildings, vacant lots, key corner locations and/or the potential to consolidate small parcels of land to create larger sites or blocks. They represent opportunities that can bring new vitality and a new look to the Village Center.

The opportunity sites include the following (also see Figure 2.2):

- **Ford Site/Block** (611 Green Bay Road/Central/Wilmette/Park)
- **Village Hall Site** (Railroad Tracks/Central/Wilmette)
- **Union Pacific Commuter Parking Lot** (along tracks between Lake/Central)
- **Chase Bank** (Central/12th Street/Washington/UP Parking Lot)
- **Jewel/Osco North Parking Lot** (Green Bay Road/Linden) (underutilized corner location)
- **Garden House/Hedlund Marine** (mid-block of Green Bay Road/Wilmette/Linden)
- **Auto-Oriented Service Block** (Green Bay Road/Wilmette/Linden) (Underdeveloped block including Wilmette Food Mart, North Shore Automotive, J&W Autobody, Ultimate Hand Car Wash and Tsing Tao Restaurant)
- **Imperial Motors Block** (Green Bay Road/Central/Washington) (Potential reuse of Imperial Motors site including Starbuck and Redefined Fitness)
- **Wilmette Auto Care** (northwest corner of Green Bay Road/Washington, including lot to west)



*Jewel/Osco north parking lot*



*Auto-Oriented Service Block*

#### **FORD SITE/BLOCK (611 GREEN BAY ROAD/CENTRAL/WILMETTE/PARK)**

The vacant Ford dealership site located along Green Bay Road is a key redevelopment opportunity that could dramatically change the western flank of the Village Center. The Ford site is approximately 1 acre and 240 feet deep.

This large, highly visible property creates a big gap in the building “street wall” along Green Bay Road. It was noted as one of three significant redevelopment sites in the ULI Task Force report and has had several mixed-use and commercial development proposals in recent years.

# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions



*The larger block containing the Ford site is approximately 5 acres.*

Business owners and residents indicated that developing this parcel should be a top priority of the Master Plan, and that it should be planned within the context of the entire block on which it is located. This larger block, which is approximately 5 acres, includes key community facilities such as the Library and Post Office, as well as a few 1 to 2-story older commercial/retail buildings.

### **VILLAGE HALL SITE**

Village Hall sits along the Metra tracks between Wilmette and Central Avenues on the central core block of the Village Center. This block, which is approximately 1 acre, can be considered the “100% corner” of the district due to its central location along the tracks and proximity to the train station and retail stores on both sides of Green Bay Road.

This site is also one of the key target or opportunity sites for redevelopment outlined in the ULI study. Village staff, residents, business owners and stakeholders noted in interviews and focus groups that is an important part of the Village Center Master Plan and should be evaluated for other uses and improvements.



*The Chase Bank/Union Pacific Parking Lots*

### CHASE BANK/UNION PACIFIC PARKING LOT

The Chase Bank property and UP commuter parking lot are located adjacent to the Metra train station. This combined block is the largest target site identified by the ULI study. Stakeholders noted that this block is important to the future of the Village Center, particularly in regards to station access, reconfigured parking and potential new retail and residential uses in the core of the district.

The Chase Bank building is a large, modern structure that does not “fit” the traditional town character of the district. The site, which is 1.53 acres, also does not provide a consistent shopping street wall along 12th Street, which in effect is a one-sided retail street. New development has recently occurred north of this property along Washington Court.

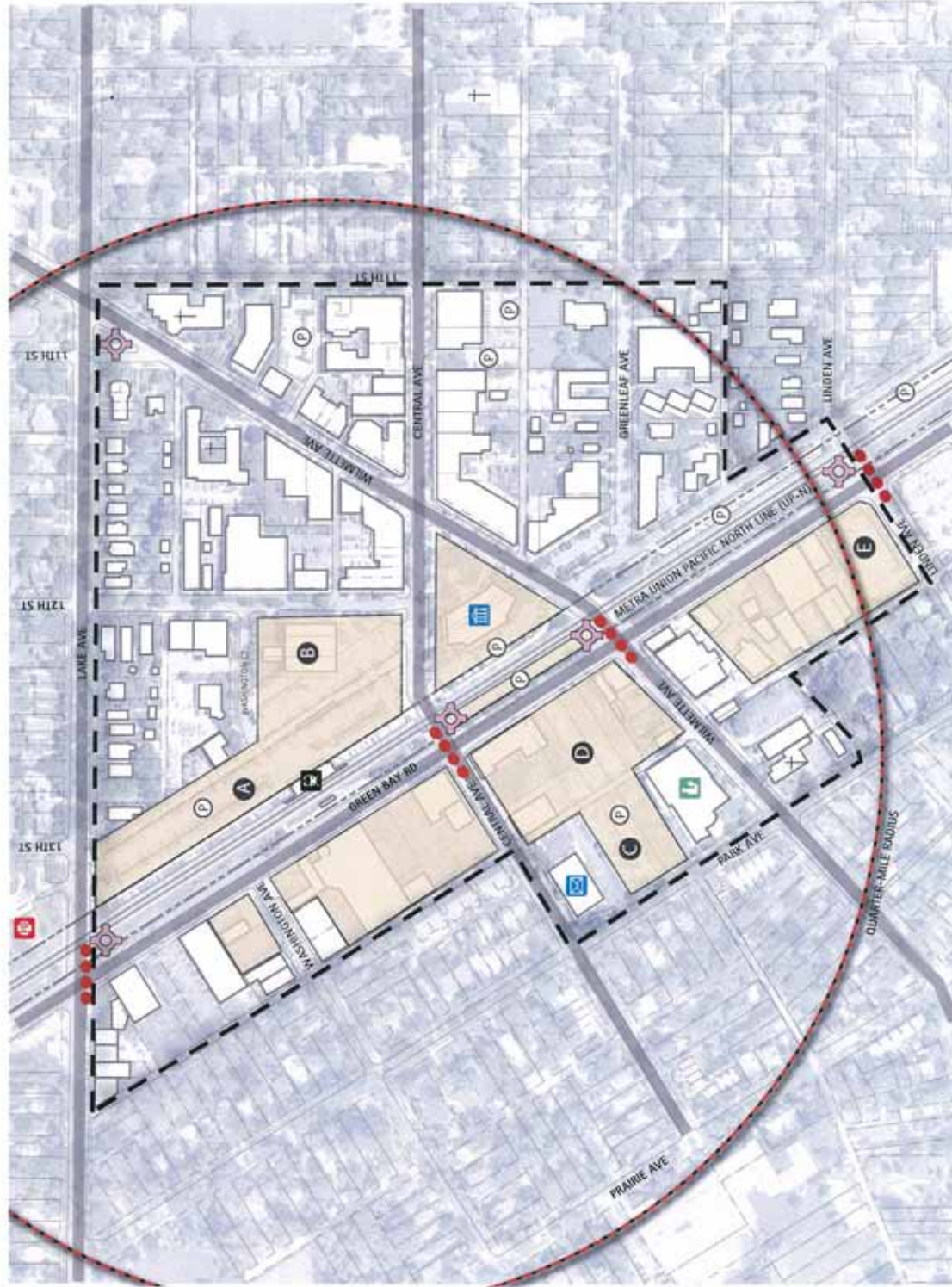
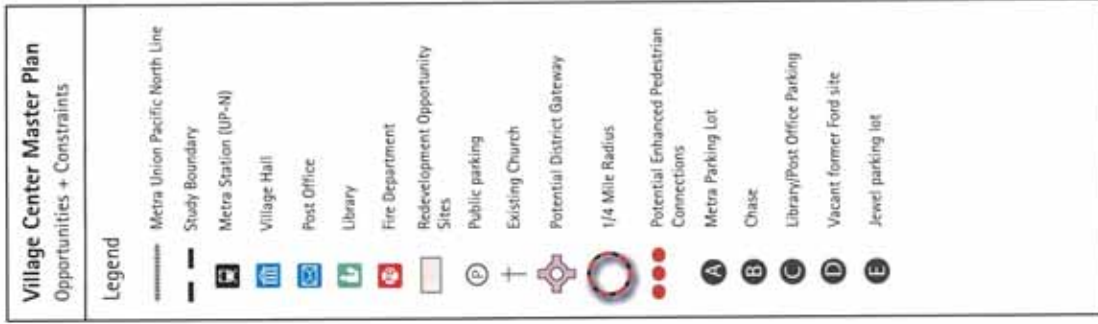
The UP parking lot is a large surface lot that accommodates 294 parking spaces and 10 ADA spaces for a total of 304 spaces. It is approximately 2 acres and highly visible from the rail line as well as from the developed blocks of the Village Center. The Village’s popular French Market is held there during summer weekends. The ULI study noted the potential to redevelop the lot with a parking deck to consolidate commuter parking, as well as new buildings that would fill in this large hole or gap in the district.

The UP lot, together with Chase property, represents one of the most significant locations for transit-oriented development in the Chicago region. The combined site would create a 3.5-acre block that has frontage on Central Avenue, Lake Avenue, Washington Court and 12th Street, as well as 900 feet along the tracks in front of the train station.



*The Union Pacific lot is used for Metra station commuter parking and is located in the heart of the Village Center.*





Village of Wilmette, Illinois

## Village Center Master Plan

Figure 2.2: Opportunities + Constraints





# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

At this time, Union Pacific officials have indicated that the railroad company could potentially have interest in selling some of their property to the Village for development. Further communication with the UP is needed to explore the potential of this prime location as ideas from the Master Plan are implemented.

Planned redevelopment of the larger UP/Chase block, along with the Ford and Village Hall blocks, would create major change for the Village Center. More specifically, the positive benefits resulting from such development would include:

- Creating more of a “critical mass” of shopping, service and dining activity within the overall Village Center.
- Providing substantial opportunities for new housing to further activate the district, while giving area residents more housing choices.
- Creating a row of buildings along Green Bay Road to help close the perceived gap between the east and west sides of the district and establish a more distinct physical presence for the Village Center.
- Providing a better link from existing commercial blocks to the train station, as well as neighborhoods to the north and west.
- Making it easier to walk to the train station past active building facades rather than through large parking lots.
- Allowing future residents and employees to walk directly to/from the train station if the UP/Chase Bank lot is developed with housing, commercial and/or office space.
- Filling in the west side of 12th Street to create another two-sided “Main Street.”
- Extending retail on the north side of Central Avenue where current Metra/Chase parking is located.

### Zoning

The Study Area is classified in three zoning districts (also see Figure 2.3). The bulk of the area is classified in the VC (Village Center Business) district, which encompasses most of the traditional downtown core east of Green Bay Road, but which also extends west across Green Bay Road at the Wilmette Avenue/Green Bay intersection.

The western frontage of Green Bay Road that is not zoned VC is classified in the GC-1 (General Commercial) district. The northern and western boundaries of the Study Area, along Lake and Park Avenues, are classified in the R-2 (Townhouse Residence) district. Two small areas of R-2 zoning also exist at the southern extremes of the Study Area.

#### **VC District (Village Center Business)**

VC zoning covers the majority of the Study Area. According to the district's purpose statement, the Village Center Business district is primarily intended to promote a mix of uses serving the immediate neighborhood and overall village in a pedestrian-oriented setting.

#### **USES**

The VC district includes a very limited list of uses allowed as-of-right:

- Residential dwelling units located above the ground floor
- Offices
- Personal service establishments
- Restaurants with a gross floor area of 15,000 square feet or less
- Retail sales establishments with a gross floor area of 15,000 square feet or less

*(Note: Ground-floor uses in the Office and Personal service establishment categories are a special use when more than 10% of district's street frontage is occupied by similar uses)*

The following uses may be allowed in the VC district if reviewed and approved in accordance with the zoning ordinance's special use approval procedures:

- Congregate (elderly) housing
- Elderly housing
- Broadcast studios
- Carry-out food service
- Cleaning or processing establishments
- Club or lodge
- Computer service establishment with food service
- Convenience store

# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

- Day care facilities
- Drive-in/drive-through windows
- Funeral homes
- Government offices
- Health clubs
- Kennels with overnight boarding
- Libraries
- Parking lots
- Parks and playgrounds
- Plumbing shops
- Post offices
- Printing/copy shops
- Planned unit developments
- Recreation centers
- Religious assembly
- Restaurant (limited service)
- Research labs
- Restaurant with a gross floor area of more than 15,000 square feet
- Retail with a gross floor area of more than 15,000 square feet
- Service stations
- Shopping centers
- Theaters
- Trade schools
- Twenty-four hour businesses
- Utilities
- Vehicle sales, rental, service businesses

**DEVELOPMENT STANDARDS**

The VC district has minimum development standards, but those that do exist—particularly building height—are relatively restrictive.

Min. lot area	None
Min. lot width	30 feet
Min. front setback	None (exceptions exist where abutting buildings are set back)
Min. side setback	None
Min. rear setback	25 feet
Max. floor area ratio	3.0* FAR
Max. building height	3 stories/32 feet

*\*Maximum floor ratio is not achievable for buildings that comply with rear setback and height requirements.*

**PARKING**

Special parking requirements apply to many uses in the VC district. In recognition of the pedestrian-oriented nature of the Village Center and the presence of public (on-street and off-street) parking, these requirements are generally much lower than what would be required in other areas of the Village. The VC-specific (lower) minimum parking requirements apply only to uses located east of Green Bay Road, except in the case of multi-family dwellings. Special VC district multi-family parking ratios apply throughout the district.

**VC DISTRICT ANALYSIS**

The existing VC district regulations focus primarily on the types of businesses and uses allowed within the downtown area. As noted above, only a handful of use types are allowed as-of-right and the overall use regulation framework seems relatively restrictive, given the stated desire to foster a vibrant mixed-use and pedestrian-oriented environment. Many modern zoning ordinances are moving away from this concentrated focus on *use* and moving instead to an approach that focuses primarily on the physical *form* of the built environment and secondarily on use.

The Village Center district is also quite restrictive from a development standards perspective. With a maximum building height of three stories or 32 feet (whichever is less), the VC district permits buildings of a scale normally found in moderate-density residential zones or neighborhood-serving shopping centers. Although the maximum FAR standards theoretically allow moderate-scale buildings, the “disconnect” that exists between the district’s height, rear setback and FAR standards makes the 3.0 FAR *unachievable* without zoning variances.



# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

While the off-street parking regulations that apply in the VC district are much lower than what applies in other parts of the Village, other opportunities exist to make the existing regulations more flexible and supportive of a transit- and pedestrian-oriented area. Examples include extending the current parking exemption to new construction (or at least  $x$  square feet of all new buildings), allowing shared and off-site parking as-of-right and including new design standards for parking lots.

Although the need for a major overhaul of applicable zoning regulations can only be determined after the new Village Center Master Plan has been prepared and adopted, it does appear that at least some modernization and adjustment may be desirable to address the types of issues that have been raised in the early stages of the Master Plan process.

### **GC-1 District (General Commercial)**

GC-1 zoning covers the western Green Bay Road frontage except for the area immediately north and south of Wilmette Avenue, which is zoned VC. According to the GC-1 district purpose statement, the General Commercial district is primarily intended to accommodate employment- and revenue-generating commercial uses.

#### **USES**

Despite its “accommodating” purpose statement, the GC-1 district also includes a very limited list of uses allowed as-of-right:

- Offices with a gross floor area of 15,000 square feet or less
- Personal service establishments with a gross floor area of 15,000 square feet or less
- Restaurants with a gross floor area of 15,000 square feet or less (including accessory carry-out)
- Retail sales establishments with a gross floor area of 15,000 square feet or less

The following uses may be allowed in the GC-1 district if reviewed and approved in accordance with the zoning ordinance's special use approval procedures:

- Food delivery services
- Museums
- Storage/distribution centers
- Offices with a gross floor area of more than 15,000 square feet
- Personal service establishments with a gross floor area of more than 15,000 square feet
- Broadcast studios
- Carry-out food service (as a principal use)
- Cleaning or processing establishments
- Club or lodge
- Computer service establishments with food service
- Convenience stores
- Day care facilities
- Drive-in/drive-through windows
- Government offices
- Parking lots
- Plumbing shops
- Printing/copy shops
- Planned unit developments
- Recreation centers
- Religious assembly
- Restaurants, limited service
- Research labs
- Restaurant, full-service with a gross floor area of more than 15,000 square feet
- Retail sales businesses with a gross floor area of more than 15,000 square feet
- Service stations
- Shopping centers
- Trade schools
- Twenty-four hour businesses
- Utilities
- Vehicle sales, rental, service businesses

# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

### DEVELOPMENT STANDARDS

The key development standards for the GC-1 district are as follows:

Min. lot area	None
Min. lot width	30 feet
Min. front setback	None (exceptions exist where abutting buildings are set back)
Min. side setback	None
Min. rear setback	25 feet
Max. floor area ratio	1.0 FAR
Max. building height	2.5 stories/30 feet

### PARKING

The zoning ordinance's general parking requirements apply to all uses in the GC-1 district. No special allowance is made for the area's proximity to the core area of the Village Center. The ordinance's generally applicable minimum parking ratios are high for a downtown district and similar to suburban parking ratios used in older zoning ordinances.

### GC-1 DISTRICT ANALYSIS

The existing GC-1 district is a fairly typical example of a suburban commercial zoning district. The GC-1 district is even more restrictive than the VC district from a development standards perspective. It has a maximum building height of 2.5 stories or 30 feet (whichever is less) and a maximum floor area ratio of only 1.0. The district is not tailored to the Village Center area, has no real controls on the form of new development and, like its VC district counterpart, should be considered for (at least) revision and update once clearer direction emerges from the Village Center planning process.

Townhouse (R-2) zoning lines the northern boundary of the Study Area along the southern frontage of Lake Avenue and along the east side of Park Avenue. Small pockets of R-2 zoning also exist at the southern edge of the Study Area. According to the R-2 district purpose statement, the Townhouse residence zoning district is primarily intended as a transition between commercial or higher density residential areas and low-density single-family neighborhoods.

### R-2 District (Townhouse Residence)

#### USES

The R-2 district allows the following uses as of right:

- Detached dwellings
- Townhouses, with no more than 4 attached units
- Two-unit dwellings
- Group homes for elderly or disabled persons

The following uses may be allowed in the R-2 district if reviewed and approved in accordance with the zoning ordinance's special use approval procedures:

- Townhouses, with more than 4 attached units
- Boarding schools, colleges, convents, and monasteries
- Clubs and lodges
- Congregate housing facilities for elderly or disabled persons
- Day care facilities
- Fire and police stations
- Housing for the elderly and/or persons with disabilities
- Libraries
- Parking lots
- Parks and playgrounds
- Religious assembly
- Post offices
- Utilities
- Recreation centers
- Schools

# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

### DEVELOPMENT STANDARDS

The key development standards for the R-2 district are as follows:

Min. lot area	3,000 square feet for individual townhouse units; 8,400 all other uses
Min. lot width	100 feet for townhouse developments; 50 for all other uses
Min. front setback	25 feet (exceptions exist)
Min. side setback	Varies
Min. rear setback	30 feet or 20% of lot depth, whichever is greater
Max. floor area ratio	0.7 FAR for townhouses; 0.8 for other uses
Max. lot coverage	formula varies by lot size and building type
Max. building height	2.5 stories/35 feet (other exceptions and special rules apply)

### PARKING

The R-2 zoning that exists within the Village Center is subject to the zoning ordinance's general off-street parking requirements, except that townhouse developments in R-2 zoned areas that are "contiguous to the VC district" are subject to slightly lower minimum requirements than townhouse developments in other areas of the Village.

### R-2 DISTRICT ANALYSIS

Although a small portion of the study area is zoned R-2, these areas relate more to the surrounding low-density neighborhoods than to the downtown area. Any modifications to such zoning should be considered within the context of the Village's overall zoning ordinance update.



VC and GC-1 District Summary Tables

USES AND PARKING

(P=Permitted Use S=Special Use)

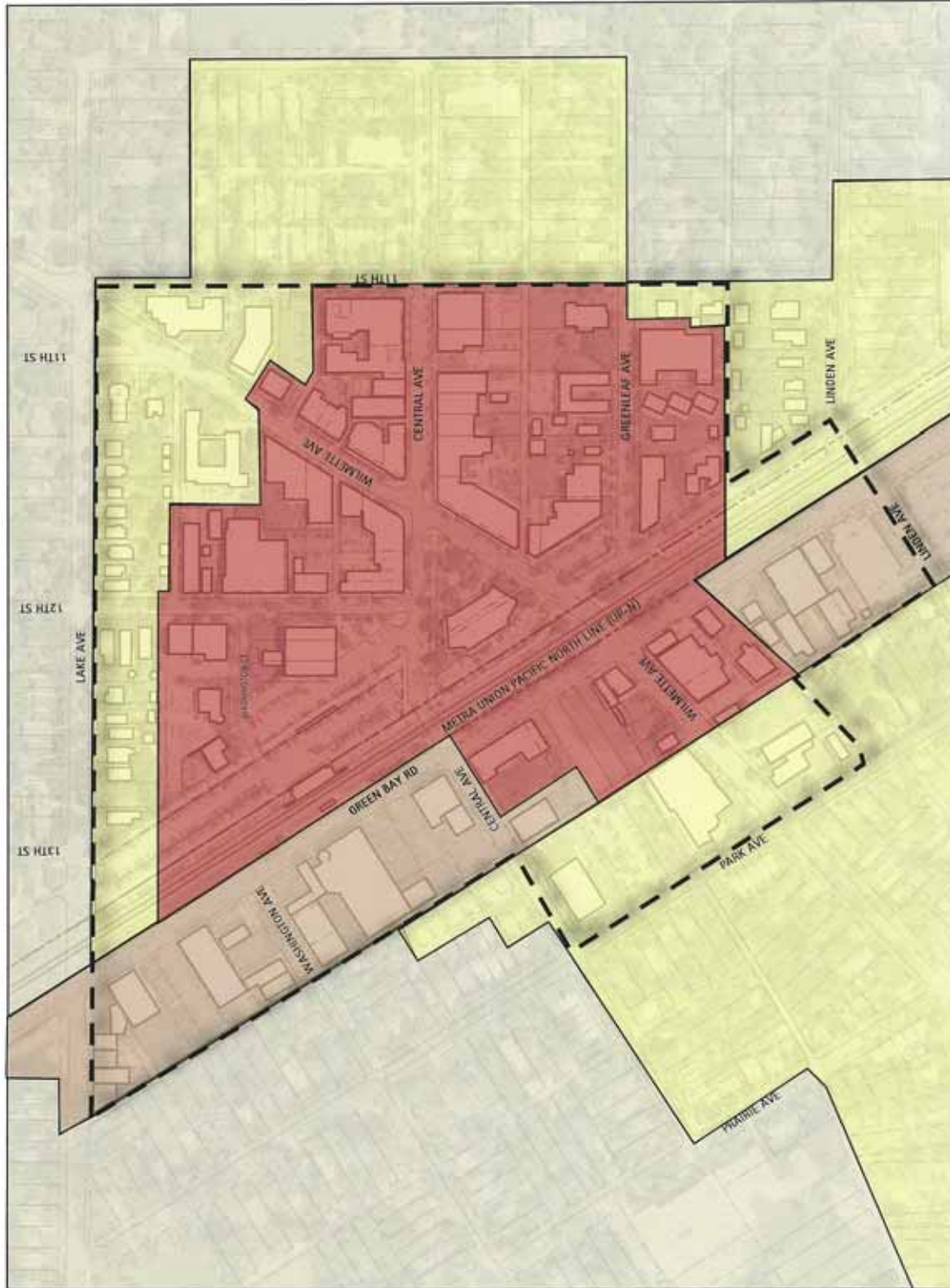
Use	VC	GC-1	Minimum Parking Spaces Required
Residential (above ground floor)	P	--	1 to 1.5 /unit
Congregate (elderly) housing	S	--	0.5/resident + 1/staff
Elderly housing (other?)	S	--	0.5 per unit
Broadcast studio	S	S	2/1000 GSF (gross square feet)
Carry-out food service	S	S	3/cashier station; 1.5 in VC east of GBR
Cleaning or processing establishments	S	S	2/1000 GSF
Club or lodge	S	S	1/3 seats
Computer service est. w/ food service	S	S	1/3 stations; 1/6 in VC east of GB Road
Convenience store	S	S	6.67/1000 GSF
Day care	S	S	5/1000 GSF
Drive-in/drive-thru	S	S	NA
Food delivery service	--	S	1-2/vehicle
Funeral home	S	--	5/1000 GSF
Government office	S	S	3.3/1000 GSF
Health club	S	--	Varies
Kennel, overnight boarding	S	--	
Library	S	--	1/1000 GSF
Museum	--	S	2/1000 GSF
Office (15,000 GSF max.)	P	P	3.3/1000 GSF
Office (more than 15,000 GSF)	P*	S	3.3/1000 GSF
Parking lot	S	S	NA
Parks and playgrounds	S	--	Varies
Personal service est. (15,000 GSF max.)	P*	P	5/1000 GSF
Personal service est. (more than 15,000 GSF)	P*	S	5/1000 GSF
Plumbing shop	S	S	5/1000 GSF
Post office	S	--	5/1000 GSF
Printing/copy shop	S	S	3.3/1000 GSF
Planned unit development	S	S	Varies
Rec center	S	S	Varies
Religious assembly	S	S	1/5 seats
Restaurant, limited service	S	S	1/3 seats + 3/cashier; 1/6 + 1.5 in VC east of GB Road
Research lab	S	S	2/1000 GSF
Restaurant, full-serv (15,000 GSF max.)	P	P	1/3 seats; 1 per 6 in VC east of GB Road
Restaurant, full-serv (more than 15,000 GSF)	S	S	1/3 seats; 1 per 6 in VC east of GB Road
Retail (15,000 GSF max.)	P	P	5/1000 GSF; 2/ in VC east of GB Road
Retail (more than 15,000 GSF)	S	S	5/1000 GSF; 2/ in VC east of GB Road
Service station	S	S	2 + 4 per bay
Shopping center	S	S	varies (lower for VC east of GB Road)
Storage/distribution center	--	S	2/1000 GSF
Theater	S	--	1/3 seats
Trade school	S	S	2/classroom + 1/2 students
Twenty-four hour business	S	S	NA
Utility, public	S	S	NA
Vehicle sales, rental, service	S	S	2/1000 GSF (enclosed sales + service area)

\* Note: Ground-floor uses in this category are a special use when more than 10% of district's street frontage is occupied by similar uses.

**Village Center Master Plan**  
Existing Zoning

**Legend**

- Metra Union Pacific North Line
- Study Boundary
- VC Village Center Business
- GC General Commercial Business
- R1 Single-Family Detached Residence
- R2 Townhome Residence



Village of Wilmette, Illinois

## Village Center Master Plan

Figure 2.3: Existing Zoning



# Village Center Master Plan

## Section 2: Land Use + Physical Conditions

### Physical Conditions

The physical appearance of the Village Center is important to maintaining residential and commercial property values, fostering an active pedestrian oriented “Main Street” environment, attracting new businesses and development and providing a high quality of life for Wilmette residents. The physical conditions throughout the Village Center affect its “curb appeal” and include buildings, sidewalks, streets, parking areas, landscape/streetscape, business signage, district signage and open space.

Overall, the Village Center is in good condition with several attractive blocks and streetscapes. However, there are locations that could be improved and/or better maintained.



*Depot Nuevo is an example of a good reuse of a building.*

### Building Conditions

While most buildings in the Village Center appear to be in good condition, several buildings along Green Bay Road are unattractive and/or are showing signs of deterioration. Poorly maintained properties, which negatively impact the area, include buildings in need of façade improvements or those with unscreened parking lots abutting the sidewalk. Façade conditions that should be addressed include the side and rear walls of a building that are visible from sidewalks, parking lots and open spaces.

### WEST OF THE TRACKS

Buildings between Lake and Central Avenues are generally in good condition and vary in architectural style. Building heights range from 1 to 2 stories and generally are located on the Green Bay Road right-of-way line.

Due to the auto-oriented nature of businesses such as Walgreens, Imperial Motors Jaguar and Premier Bank, this sub-area has surface parking lots that break up the building “street wall” along Green Bay Road. There are numerous curb cuts for driveways and streets along these blocks which also reinforce the auto rather than pedestrian-oriented character of Green Bay Road.



*Drive-thru at Premier Bank*

Specifically, the Wilmette Auto Care building on the corner of Washington Avenue, as well as the gym adjacent to Starbucks on Washington are examples of buildings with lower quality materials and colors that do not complement the Village Center’s downtown character. Additionally, the Auto Care building is set back away from the street with unscreened parking areas adjacent to the sidewalk and multiple curb cuts.



*Some downtown facades have been modified from their original designs.*

The commercial buildings located in the block between Central and Wilmette Avenues appear to be in good condition structurally. However, many façades have been modified from their original designs with

inconsistent and non-contextual treatments that detract from their original architectural character. Ultimately these buildings could be candidates for façade improvements or redevelopment as part of an overall development concept for the block.

South of Wilmette Avenue along Green Bay Road, buildings range from 1 to 3 stories and vary in size and style. A group of smaller buildings north of Garden House consists of 1 and 1.5 story structures comprised of lower quality materials, such as wood frame and concrete block. Several of these structures have parking areas in front and multiple vehicular curb cuts. Stakeholders at the community workshop and focus groups noted that these buildings do not represent the character of the Village Center and expressed the desire for this area to be “cleaned up” and/or potentially redeveloped.



*The block south of Wilmette Avenue has multiple curb cuts and excessive parking.*

### EAST OF THE TRACKS



*Buildings east of the tracks generally appear to be in good condition.*

The majority of the buildings east of Green Bay Road are commercial buildings in early 20th century architectural styles. The heights range from 1 to 4 stories and include a variety of building materials such as brick, stone, concrete and terra cotta. Although most buildings appear in good structural and physical condition, some buildings have dated or unattractive façades that have been modified from their original architecture with low-quality materials and poor design. These buildings would benefit from general clean-up and maintenance.

Stakeholders have also discussed the potential to redevelop the Chase Bank site west of 12th Street, noting that the architecture and style do not fit the Village Center’s character. This site is a highly visible and accessible location, which has an overabundance of surface parking and is located in the core of the district.



# Village Center Master Plan

## Section 2: Land Use + Physical Conditions

### Streetscape

The Village Center's streetscape is the key physical component that defines the area as a pedestrian-oriented, "walkable" downtown. Key streetscape elements include:

- Street width and condition
- On-street parking placement
- Crosswalk placement, marking and condition
- Sidewalk width, condition, material and uniformity
- Outdoor café potential and placement
- Lighting type and placement
- Street furniture condition and placement (benches, trash cans)
- Landscaping condition and density (street trees, parkways, planters)
- Signage condition and location (business, wayfinding and identity)

#### GREEN BAY ROAD

Currently, Green Bay Road is not a pedestrian-friendly street. The east side of the street lacks sidewalks and the crosswalks at Lake, Central, Wilmette and Linden Avenues have faded striping or markings. The sidewalk on the west side is narrow, but appears to be in good condition.

Generally, the street has newer amenities, including trees in grates, benches, streetlights and trash cans. However, it lacks pedestrian-scale lighting, cohesive identity signage, special paving materials and landscaping, and also has a number of curb cuts that create pedestrian/vehicular conflicts.

For the crosswalks, "ladder" striping or a change in paving material, such as concrete or pavers would more effectively provide contrast and delineate the crosswalk as a pedestrian area. Street corners, especially at Wilmette and Central Avenues, are narrow and provide little room for pedestrians due to the locations of buildings, traffic signal poles and utility boxes. Creating more space at the corners and providing bollards or planters in select locations would enhance pedestrian safety and facilitate movement across Green Bay Road.



*The streetscape along Green Bay is not pedestrian-friendly.*



*Crossings at Green Bay are a concern for residents.*



*The corner of Green Bay Road and Wilmette Avenue allows little space for pedestrians.*

### OTHER KEY STREETS

Wilmette and Central Avenues are the Village Center’s primary pedestrian shopping streets. The diagonal parking appears to work well and there is a high amount of pedestrian activity on these streets. The sidewalks are sufficiently wide at 12 feet and there are consistent pedestrian lights and trees located throughout the area.



The Village Center streetscape generally has an outdated appearance with tall metal traffic signal posts and little variety in landscaping, including moveable or curbed planters. The awnings on several of the buildings, particularly the building on the southeast corner of Wilmette and Central Avenues, are in fair to poor condition and detract from the appearance of the overall area.



The existing street trees were planted in open tree pits rather than tree grates, which is not ideal for a high pedestrian area. Stakeholders discussed the lack of interesting seating pockets and streetscape elements, and expressed the desire to “see more green” in the Village Center.

*Many residents noted the Village Center streetscape has an “outdated” appearance.*



*Awnings on several buildings are in need of replacement.*

# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

### Parking



*The lots between the Post Office and Library detract from the area's appearance.*

#### WEST OF THE TRACKS

There are several parking lots between and in front of buildings west of the tracks. In some cases, surface parking is located at a corner, such as the south side of Lake Avenue and north and south of Washington Avenue. These asphalt lots can detract from the attractiveness of the area and affect pedestrian and traffic safety when driveways are located too close to intersections.

#### EAST OF THE TRACKS

The parking lots for the Metra station and Village Hall create large voids in the core of the Village Center. Due to their locations adjacent to the tracks, these areas are often the most visible parts of Wilmette and the first impression of the Village for people traveling by train. These lots are not screened by fencing or perimeter landscaping, and there are few landscape islands that break up expanses of asphalt.

There are smaller lots found throughout the rest of the Village Center. For the most part, these are located behind buildings and provide unobtrusive, easily accessible options for visitors and shoppers. In a few locations, adjacent lots are not connected, which often creates confusion and inefficiency. Many lots in the rear of buildings could potentially be combined for a more efficient, orderly parking configuration.

In interviews and focus groups, stakeholders discussed the possibility of replacing surface parking lots with structured parking, both at the Post Office/Library complex and at the Metra station.



*The Metra station lot is a very visible area of the Village Center.*

### Signage



*Some buildings have unattractive or oversized signs.*



*Many residents discussed the ineffectiveness of the gateway signs.*

Stakeholders also discussed the lack of consistency in building signage, as well as the ineffectiveness of the existing wooden Village Center gateway signs. While several area businesses have attractive signs placed flat on a building or perpendicular to its façade, some have outdated, unattractive signs that detract from the streetscape. Some business signs also need maintenance and repair.

Well-designed signs, especially overhanging or “blade” signs can add to the variety, interest and color of a commercial streetscape, as well as facilitate access to a store for pedestrians and motorists. Signage located at the rear of a building can also facilitate movement of pedestrians from parking areas located within a block or behind a property.

The Village Center also lacks identity and wayfinding signs that identify it as a special place and facilitate access to key institutions, parking and the train station. There are two “gateway” signs currently located at the corners of Green Bay Road at Central and Wilmette Avenues. Rather than identifying the overall Village Center district at its north/south entrances along Green Bay Road, these signs are located in the center of the area and oriented to its core blocks.

### Unified District

Overall, there is a need to define the Village Center as a larger, unified mixed-use commercial district that includes all the commercial and institutional blocks west of the tracks and along Green Bay Road. To reduce the physical and psychological barrier of the tracks and Green Bay Road, a unified streetscape and signage design, along with improved business signage would facilitate pedestrian travel while showing motorists, commuters and bicyclists a more attractive “front door” to the community and its downtown. Significant new development with attractive architecture on the blocks along the tracks and Green Bay Road will fill in the “shopping street wall,” create more of a “critical mass” of development and also help reduce the “disconnect or gap” across the tracks.



# Village Center Master Plan

## Section 2: Land Use + Physical Conditions

### Activity Generators

The following are facilities and businesses that can be considered activity generators or anchors for the Village Center (also see Figure 2.4). They bring significant activity to the area on a daily basis, providing customers or potential customers to local businesses. Some uses or facilities may be located outside of the Village Center, but regularly attract visitors to Wilmette near or through the district.

#### Transportation

- Metra Train Station (1,379 weekday boardings, 3<sup>rd</sup> most on UP-North Line. Source: Metra 2006 Board/Alighting Counts.)
- Green Bay Road (17,600 vehicles per day)
- Linden Purple Line Stop (867 daily boardings)

#### Institutional/Civic

- Library
- Village Hall (60 Village/Park District employees)
- Post Office
- McKenzie Elementary School (532 students)
- Central Elementary School
- New Trier High School

#### Businesses

- Wilmette Theatre
- Walgreens
- Chase Bank
- Premier Bank
- North Shore Community Bank & Trust
- Panera Bread
- Imperial Motors Jaguar
- Millen Hardware
- Backyard Barbeque
- The Bottle Shop
- Depot Nuevo
- Gilsons
- Bobtail Ice Cream
- Jewel/Osco

#### Other

- Gillson Park
- Baha'i Temple
- Plaza del Lago Shopping Center



*Plaza del Lago*



*Depot Nuevo*



*Panera Bread*



*Gillson Park*



### Community Input Summary

To gain further insight in the history, concerns, needs and opportunities within the Village Center, several focus groups, multiple open houses and individual interviews were conducted with stakeholders, including Village leaders, staff, property/business owners and residents. These focus groups and interviews included:

- Plan Commissioners
- Village Business Development Advisory Group
- Village Environment + Energy/Transportation/Bicycle Task Force
- Village Board members
- Village Park/School Board Representatives
- Local Business Owners/Chamber Representatives
- Downtown Property Owners
- Police/Fire/Public Works/Engineering
- Village Library/Post Office
- Downtown/Local Residents
- Village Trustees
- Interested Stakeholders

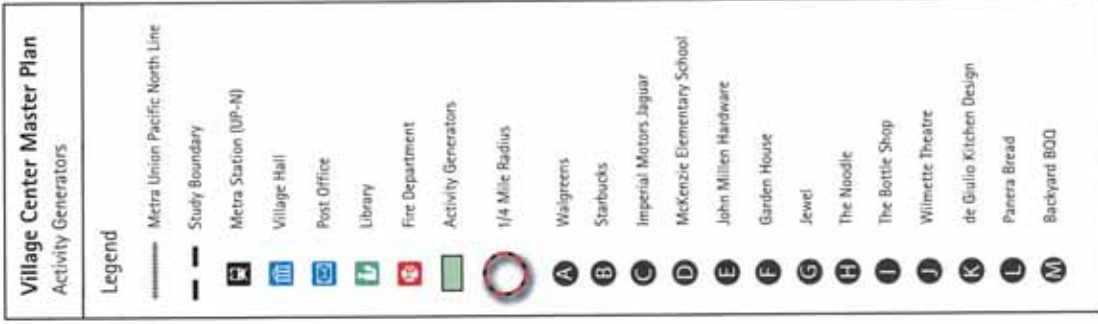
Focus group members were asked a range of questions about what they would like to see in the Village Center, as well as activity generators, weaknesses, and strengths. In addition to the focus groups, an initial Community Workshop was held which introduced the study and offered a visual preference survey for attendees to respond and react to Village Center and physical design imagery. Two additional workshops allowed participants to review and discuss design concepts for redevelopment, open spaces and streetscape improvements. Below is a summary of consistent and individual stakeholder thoughts and responses:

### **Weaknesses/Threats/Issues**

#### **VILLAGE CENTER PHYSICAL CONDITIONS**

The Village Center is a “porous” downtown with “no defined edges” and lacks a sense of an entry for vehicular, pedestrian and bicycle uses.

There are aesthetically deficient areas such as the Chase Bank building that people see from the train as they enter the Village.



Village of Wilmette, Illinois  
**Village Center Master Plan**  
Figure 2.4: Activity Generators



# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

Village Center has a lack of density and “critical mass” of both residential and retail uses that limit its ability to support more vibrant retail.

Village Hall is located in the center of town, sitting on the best real estate and is an inefficient use of the space. Land around the train station is felt to be underutilized and unattractive for the needs of the Village Center.

The streetscape for both the Green Bay Road corridor and east of the tracks is not attractive with older traffic lights, site furniture and pavers. Also, outdoor seating and gathering spaces are limited... *“Wayfinding and commercial signage is poor”* and “there is a lack of unique store signs.

Many building owners have failed to invest in property to attract potential retail tenants, creating a snowball effect in the physical and economic landscape of the Village Center.

Signage clutter within and around the Village Center needs to be corrected.

The Green Bay Road corridor is a one-sided, dated and very unattractive image of an otherwise beautiful community.

The community and particularly Village Center need to market and promote the “link” to the lakefront.

### TRANSPORTATION

Green Bay Road is viewed as both a physical and physiological barrier that divides the east and west sides of town. Traffic concerns and patterns, difficulty with parallel parking, pedestrian and bicycle safety at crossings, and narrow sidewalks are among the greatest issues of concern.

Parking is seen as generally accessible except for parking at the Library/Post Office. Parking areas are not shared behind some businesses, which creates small lots that cause confusion and lack of proper landscaping. Also, parking at the Metra station is utilized during the day but empty at night, creating missed opportunities for shared parking for businesses.

There is general lack of bike parking with the exception of parking at the Metra station.

### RESIDENTIAL

A lack of multi-family residential options within the Village Center is felt as a missed opportunity.

There is a lack of housing options and amenities for the aging population, empty nesters and young professionals in the Village Center. Affordable housing options need to be addressed.

Need people living in town to support new and existing businesses, as well as to add vibrancy to the Village Center at all times of the day.

Need to provide a careful transition of any Village Center development to the adjacent single-family homes.

### COMMERCIAL

Not enough people downtown at all times of the day... *"lacks nightlife."*

*"Boring – not enough to attract outsiders"* and lacks the *"destination"* you get in other suburbs, such as Lake Forest, Glenview and Highland Park. Residents are going to Evanston to shop and dine and not spending money in town.

People are not familiar with all that is available in downtown... *"Village Center lacks a brand."* Need to promote Village Center, stores and attractive new retailers. *"We need a Downtown Development person."*

*"Like the restaurants we have, but want more variety."*

Retail options are limited in selection, both in type of merchandise and in specific options and limited hours. There are too many service-oriented retailers creating *"dead zone shops."* Many expressed shopping outside the Village Center for daily needs and that the shopping options are limited.

Careful blend of national and local retailers is fine... maybe two strategies, one for each side of the tracks.

Aside from Panera, there is a lack of places for teens, which is a missed opportunity because of their spending power.

Would like to have more dining options particularly for families. Would love to have brewhouse type of restaurant.

No place to hang out downtown and meet. *"Need a playground or unique destination Village Center space."*

### REGULATIONS

The zoning ordinance requires too much parking for both residential and commercial and has led to poor development solutions like the north Jewel parking lot.

*"The zoning ordinance should find a better way to limit personal service businesses in ground floor storefronts."*

Need a streetscape master plan for the Village Center.

*"Zoning is not predictable."* A plan and vision should be created and a zoning strategy employed that can achieve it with some level of flexibility.



# Village Center Master Plan

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## Section 2: Land Use + Physical Conditions

Village needs to get the attention of building owners who don't spend a penny on properties through building codes or other financial mechanisms.

Leadership is needed to move the vision forward... *"need for a catalyst project."*

Village is going to need to participate at some level in moving a plan/project or program forward.

### **OPEN SPACE**

No recreational spaces for children/teens.

Need to factor sustainability and Best Management Practices into new planning.

Open space in front of Village Hall doesn't work well as a gathering space... *"There is a lack of a public square"... "Don't see a soul in the corner green at Village Hall." ... "Why can't we have a "Millennium Park?"*

Need to integrate and build on the walking/biking infrastructure within and around the Village Center.

### **Strengths/Opportunities/Ideas**

Village Center is compact, quaint and intimate with great proximity to transportation, lake, schools and Chicago. *"We need to build on the opportunity we have and provide more vitality."*

There are many great businesses, but there are still many opportunities for additional specialty stores, such as stationery, kids apparel, spice store and more restaurants and drinking establishments. Restaurants are seen as a big strength for the Village Center, but many felt there could be more of them and they should be open later *"A place that doesn't die at night."*

There was a desire for businesses that cater towards teens, as there are limited options today. A Trader Joe's and bookstore are seen as great opportunities for anchors in the Village Center if they work. There should be a careful *"balance"* of local and national retailers.

There is a perceived demand for multi-family housing, both condominiums and rental units, within the Village Center. Housing should be near transit. There are college students, workers and young professionals, teachers (that do not live in the community) and empty nesters that have limited housing options.

Opportunities for mixed-use development should be considered in a new development at the Village Hall site, Chase site and former Ford site.

Additional public gathering spaces for people are needed. The green space in front of Village Hall should be redeveloped into an inviting and interactive space for all ages.

Village Hall should be moved to create a new redevelopment site in the heart of the Village Center with opportunity for mixed-use development and a new open space/public square. Village Hall could be moved to the Library and Post Office site to create a “*civic campus*” with adjacent parking.

A parking deck should be considered between the Library and Post Office and at the Metra station... *“Building the parking garage is key to future development.”*... A carefully designed and integrated parking deck along Park Avenue should be placed behind housing or other use to fit the residential character of the street.

The Metra train line is seen as a huge strength for the Village Center and is “*a window to the world*” for people passing through.

There is a strong desire to tie both the east and west sides of Green Bay Road together so the area is one whole and not divided... *“need a unified streetscape or unique urban design solution throughout Village Center.”*

*“Village Center should promote more walking, biking and public transportation, which is key to any successful downtown.”*

Any new plan program must have a sustainability element factored in.

More special events such as a summertime concert series and wintertime events are desired in the Village Center to attract people to the area. The French Market is “great” but there should be more to do afterwards. Its location should be considered for a more central space other than the current parking lot.

The Metra, Library, Post Office, Village Hall, Walgreens, Wilmette Theatre, Wilmette Pet, The Noodle, Millen Hardware, Panera, Backyard Barbeque, The Bottle Shop, Depot Nuevo, Gilson’s, Banks, Bobtail Ice Cream, Lad & Lassie and Starbucks are all seen as strengths and activity generators within the Village Center.

Really need more density in the central core that balances economics with community character and a vibrant retail area.



## TRANSPORTATION



### Overview

The Village of Wilmette has strived over recent years to implement and support a multi-modal approach within their downtown area, as evidenced by improvements to the train station area, crossings and the reconstruction of Green Bay Road. These transit and traffic control approaches and improvements accommodate a variety of access options each with varying degrees of success. However, as this analysis suggests, there are numerous opportunities to improve the existing Village Center corridors and linkages and continue to make the downtown a pedestrian friendly, livable suburban center.

Wilmette's Village Center is located in the eastern half of the community. It is within a short walking distance to the Village's lakefront and park system and is easily served by major road corridors and transit lines. The Village Center is generally accessed by four primary road corridors: Lake Avenue and Wilmette Avenue from the west, Green Bay Road from the north and south and Sheridan Road from the east. Additionally, the Metra Union Pacific North commuter rail line serves Wilmette and other North Shore communities and generally parallels the Green Bay Road corridor.

Pace bus service is available in the Village Center and links Wilmette's 4th Street / Linden commercial district and Chicago Transit Authority (CTA) elevated Purple Line to the Village Center and other suburban destinations. For instance, this bus service also continues and makes connections to other nearby regional facilities such as New Trier High School (east/west), Downtown Kenilworth and Winnetka, Old Orchard and The Glen. However, it is struggling to reverse a trend of declining ridership.

While significant bike trail systems are well supported and in place throughout Wilmette, linking the downtown with neighborhoods and schools, the Village Center enjoys the unique benefit of having central access to the Green Bay Trail. This regional bike/recreational trail amenity utilizes additional railroad right-of-way along the UP North Line to link communities from Evanston to Wisconsin.

The following transportation summary further defines existing conditions, opportunities and constraints for each of the core mobility issues outlined above.



### Transit



*Wilmette's ridership is one of the highest for the UP-North Line.*

The Village of Wilmette is well served by transit access, and is served by each of the region's transit agencies (Metra, Pace, and CTA). The three transit offerings provide the Village of Wilmette with one of the highest levels of transit service of any Chicago area suburban community. Transit usage between the three agencies also varies, with Metra ridership increasing over the past decade and Pace and CTA ridership decreasing.

Wilmette continues to have excellent facilities for its transit options. The existing Metra Station and adjacent bus facilities were opened in 2001 and are in excellent condition. The CTA 4th/Linden station was reconstructed in 1993 and will be serviceable for several more decades before major renovations are likely needed (also see Figure 3.1).

### **Metra Commuter Rail**

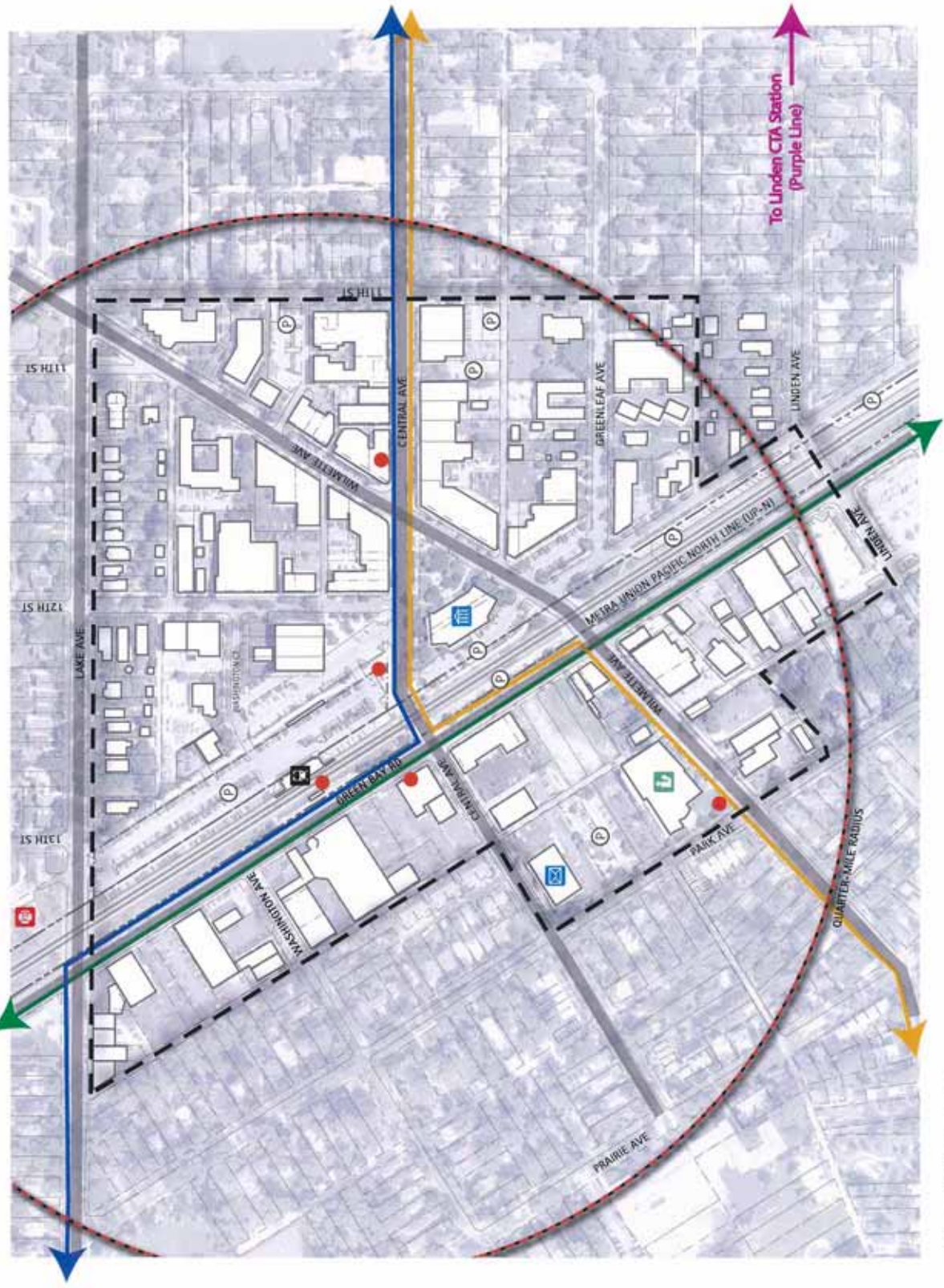
The Village Center Study Area is served by the Metra Union Pacific-North line (UP-N) seven days a week, with service originating in Kenosha, Wisconsin and terminating at Ogilvie Transportation Center in downtown Chicago. The latest available ridership data (2006) indicates that Wilmette Station averages 1,126 daily boardings during the a.m. peak travel period and 974 alightings during the p.m. travel period.

Weekday ridership on the Union Pacific-North line has continued to grow over the past two decades, and continues to be one of Metra's strongest routes. Annual ridership has increased steadily from 19,223 riders in 1983 to 28,277 riders in 2006.

Commuter parking, located adjacent to the station, provides 398 spaces of parking in four separate lot areas. The largest lot, located immediately east of the Metra platform, provides 294 spaces, with an additional 10 spaces reserved for handicapped parking. Two additional lots are located along Poplar Drive, south of Greenleaf Avenue, and provide an additional 81 spaces. A final parking area, located west of the tracks between Central and Wilmette Avenues contains 13 spaces.



*Wilmette Metra platform and parking*



**Village Center Master Plan**  
Transit Linkages + Facilities

**Legend**

- Study Boundary
- 1/4 Mile Radius
- Pace Route 213
- Pace Route 421
- Pace Route 422
- Bus Stops
- Metra Station (UP-N)
- Village Hall
- Post Office
- Library
- Fire Department
- Public Parking





# Village Center Master Plan

## Section 3: Transportation

### Pace Bus

Three Pace bus routes, #213, #421 and #422 serve the Village Center Study Area. The Pace routes provide the Village with an alternative transportation option for residents to access downtown and neighboring shopping areas. Ridership on all three Pace routes has trended downward for the last decade.

- **Pace Route 213** provides bus service from the Davis Street CTA Station in Evanston through Wilmette along Green Bay Road to Northbrook Court Shopping Center. Additional key destinations along the route include New Trier High School, the Chicago Botanical Gardens, and the remaining key Metra Stations along the Union Pacific North commuter rail corridor. The route averaged 1,120 weekday riders and 470 weekend riders in 2009. Headways vary between 20 minutes during rush hour to 30 minutes midday.
- **Pace Route 421** provides service from the Linden CTA Station through downtown Wilmette to Northfield Plaza Shopping Center in the Village of Northfield. Additional key destinations along the bus route include Edens Plaza Shopping Center, New Trier Northfield High School, and Loyola Academy High School. The route averaged 390 weekday riders in 2009. Headways vary between 15-30 minutes during rush hour with no midday service.
- **Pace Route 422** provides service from the Linden CTA Station to Northbrook Court Shopping Center in the Village of Northbrook. Additional key destinations along the route include the Old Orchard Shopping Center in Skokie and the Northbrook Metra Station. The route averaged 725 weekday riders and 220 weekend riders in 2009. Headways vary between 22-25 minutes.



*Three Pace routes serve the Village Center.*

### CTA Purple Line

Although not in the immediate downtown Study Area, the Village is served by CTA Purple Line trains at 4th/Linden Station, approximately 7 blocks east of the Village Center. The station is the terminus of the CTA Purple Line, and provides service to Evanston's Howard Station, where riders can continue onto CTA Red Line trains to Chicago or Yellow Line trains to Skokie. The route averaged 1025 weekday and 700 weekend riders in 2009. Ridership on the line has been trending downward over the past decade. Rush hour levels of service are approximately 15 minute headways.

## Village Center Circulation

### Vehicular Traffic

Traffic operations throughout the Study Area are very much influenced by the traffic operations of Green Bay Road and the adjacent Union Pacific/Metra rail line. This important transportation corridor bisects the Study Area in a northwest to southeast direction, but is also seen as a barrier to connecting the two halves of the Village Center. Primary roadways through the Study Area include Green Bay Road, Wilmette Avenue, Central Avenue and Lake Avenue. Secondary roadways include Greenleaf Avenue, Linden Avenue, 11th Street, Washington Avenue and Park Avenue. 2006 traffic data of the Village's primary roadways suggests that traffic was generally split evenly in each direction (eastbound-westbound), (northbound-southbound) for each count.

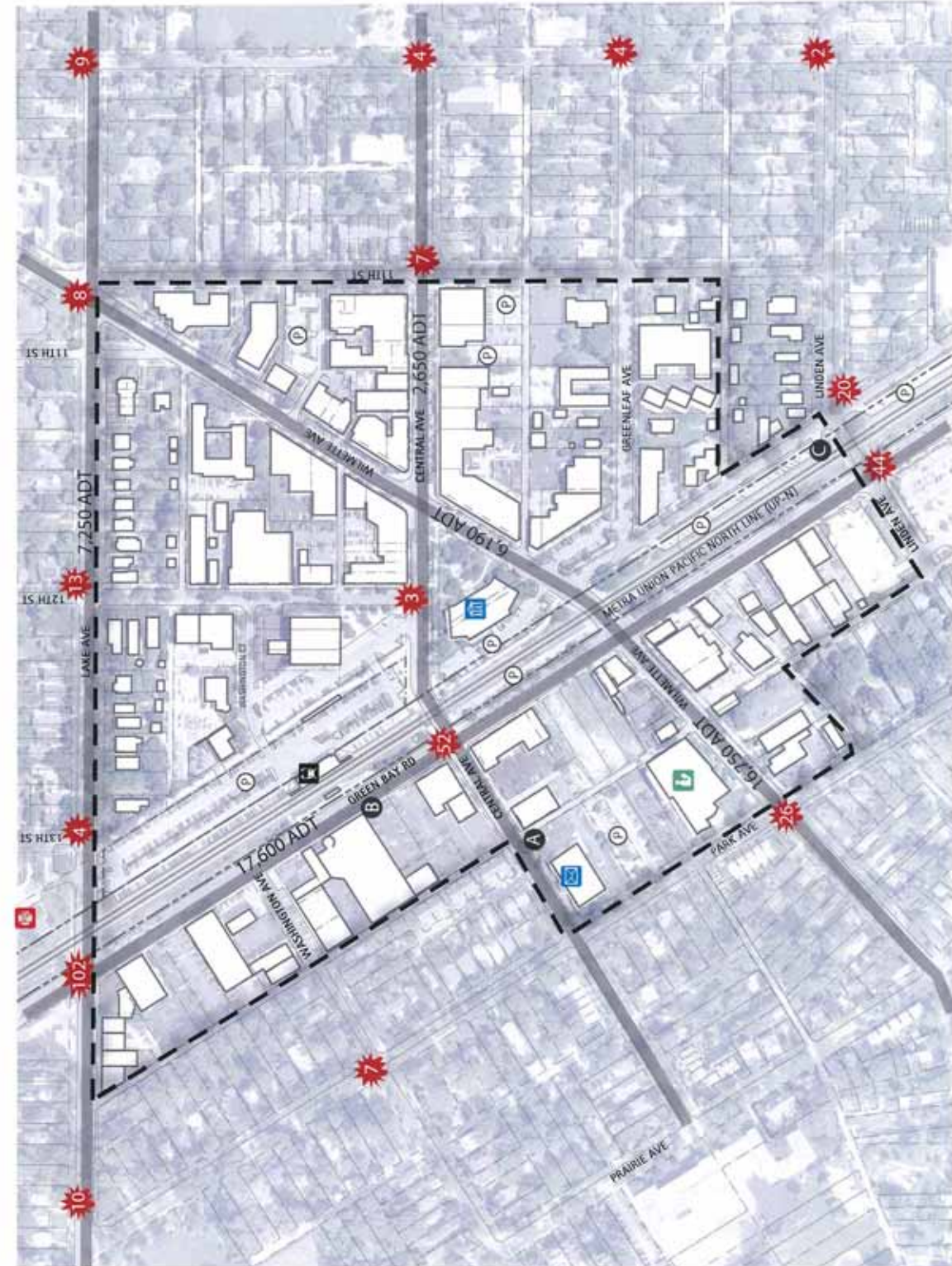
A Congestion Mitigation and Air Quality (CMAQ) project to improve the signal phasing and lane configurations across the Union Pacific Railroad was completed in 2009. The improvements implemented have substantially enhanced traffic and pedestrian operations along Green Bay Road. However, several additional issues were identified during meetings with Village residents and staff, an intercept survey and field observations.

### Traffic Hotspots

Traffic hotspots identified by interviews and or field observation include (also see Figure 3.2):

- The railroad crossing at Linden Avenue was cited by residents as having approaches that are too steep.
- The sightlines from the driveways on either side of the Mid-Central Printing and Mailing Building are poor for motorists trying to turn onto Central Avenue and for pedestrians using the sidewalk.
- On-street parallel parking spaces along Green Bay Road are somewhat difficult to park in during peak hour, due to the high volumes of traffic traveling along Green Bay Road.
- Various curb cuts along the block face between Central Avenue and Washington Avenue fragment the pedestrian environment.
- Many streets within the Village Center are at various angles, which create small blocks in an unusual configuration. Repositioning could help create larger development/redevelopment opportunities.
- Green Bay Road pedestrian crossings at Central Avenue and Wilmette Avenue were cited as issues by residents. School aged children were observed crossing without using the pedestrian phase signal.
- Cut through traffic that uses Park Avenue in lieu of Green Bay Road creates hazardous potential at Washington and Central.





**Village Center Master Plan**  
Traffic Circulation + Hotspots

**Legend**

- Metra Union Pacific North Line
- Study Boundary
- Metra Station (UP-N)
- Village Hall
- Post Office
- Library
- Fire Department
- Public Parking
- Average Annual Daily Traffic  
Source: IDOT, 2006
- Number of Accidents reported at intersection, 2004-2010  
Source: Willmette Police Department
- Blind Pullouts from Alleys near post office
- On-Street parking on Green Bay Road difficult during peak travel hours
- Steep approaches across railroad tracks at Linden Ave bottom out vehicles.

Village of Wilmette, Illinois  
**Village Center Master Plan**  
 Figure 3.2: Traffic Circulation + Hotspots



# Village Center Master Plan

## Section 3: Transportation

### Bicycling

Wilmette has three existing bicycle routes that penetrate the Village Center Study Area (also see Figure 3.3). The primary bicycle route of the Village runs along Wilmette Avenue/Green Leaf Avenue in an east-west direction. This bike route is signed, but not marked with on-street pavement markings.

In addition, the Village maintains a covered bicycle parking facility at the Metra station that is heavily utilized by Metra commuters and Village residents. According to Metra's 2008 System-Wide Bicycle Parking Inventory Report, there is a total capacity for 99 bicycles with 77 bicycles using the facility for a 78% utilization rate.

Other bike trails and routes include:

- **Green Bay Trail** – The Green Bay Trail begins at the northwest corner of Village Hall and continues northwest through the Metra parking lot. The path crosses Lake Avenue at an unsignalized pedestrian crossing and continues northwest along the railroad right-of-way to Kenilworth and New Trier High School.
- **Green Bay Trail Extension** – A future extension of the trail is shown on the Village Bike Map as continuing southeast along the railroad corridor / Poplar Drive to Evanston. Based on the existing Green Bay Road Trail being an off-street facility, it would be beneficial for the route to continue as a trail and not as an on-street marked route if possible.
- **Children's Bike Route** – A third bike path follows the same Wilmette Ave/ Greenleaf Ave corridor through downtown as the village's primary bicycle route, but splits from the route west of the study area to travel along Park and Highland Avenues.
- **The intersection of Wilmette Avenue and Green Bay Road** serves as a key junction in the Village's Bike Plan due to the convergence of bicycle routes at the intersection. This could potentially be an issue due to the amount of vehicular traffic on Green Bay Road, which increases the likelihood of auto/bike conflicts.



*The Green Bay Trail*

### Pedestrian Walkability

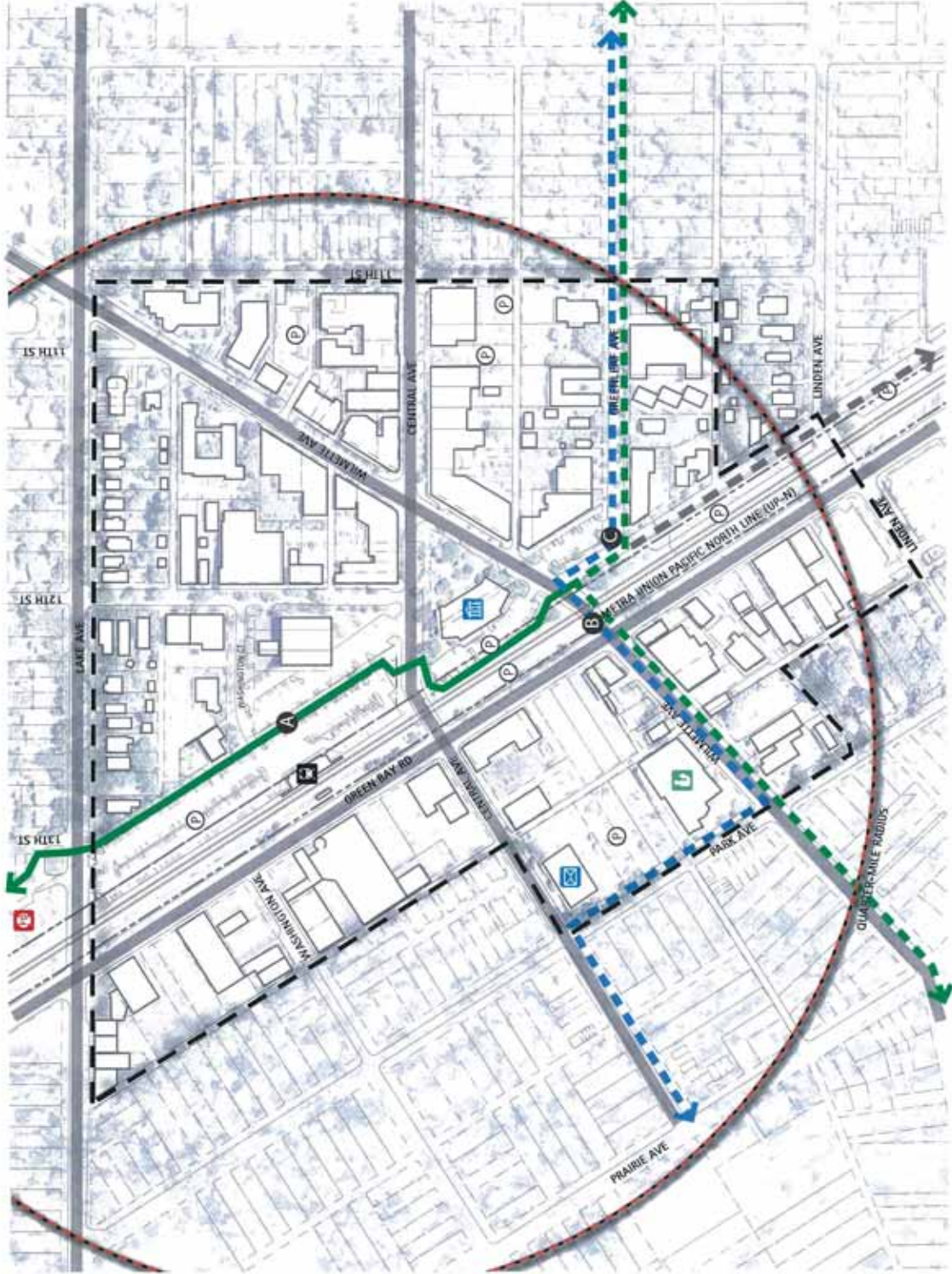
Overall, the Village Center is served by an excellent pedestrian sidewalk and circulation system. However, several pedestrian issues were identified that could be improved and contribute to greater walkability within the Village Center area (see Figure 3.4).

- The existing pedestrian crossings across Green Bay Road would benefit from additional enhancements to improve safety, connectivity, and walkability downtown. More specifically, some crossing markings have faded and there are numerous obstructions at intersections, such as signal posts and other structures that can restrict visibility and circulation.
- Some “blind” corners exist along Central Avenue due to the close proximity of existing buildings to the sidewalks and the alleys.
- School children were observed crossing Green Bay Road during a.m. peak and early p.m. peak hours. There are currently no crossing guards at key intersections downtown.
- Sidewalks in some areas, specifically along Green Bay Road, are not pedestrian friendly and could be improved by providing a wider unimpeded clear zone for pedestrians. The east side of Green Bay Road is lacking sidewalks.



*School children walk to school every day without crossing guards at key intersections.*

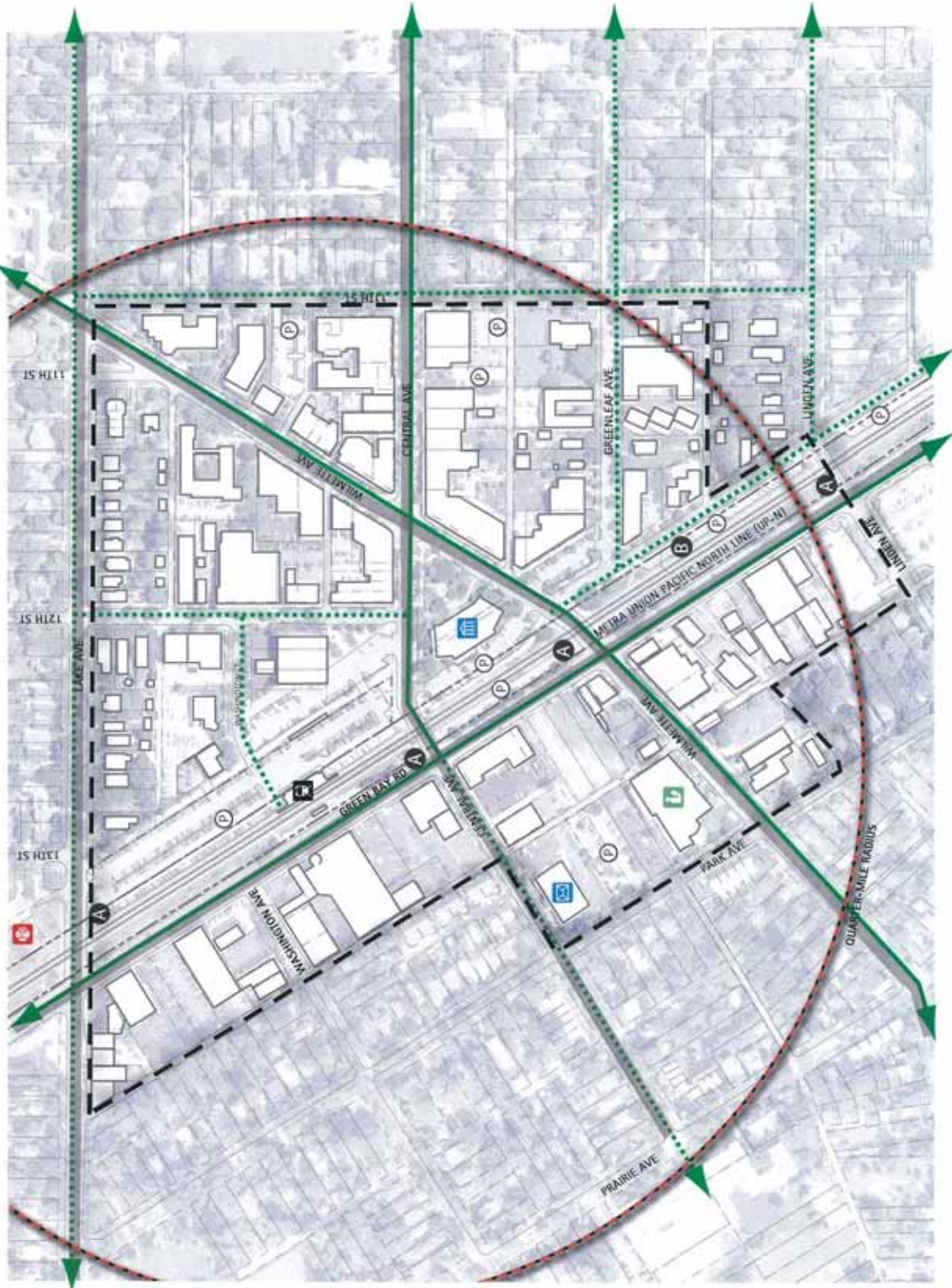
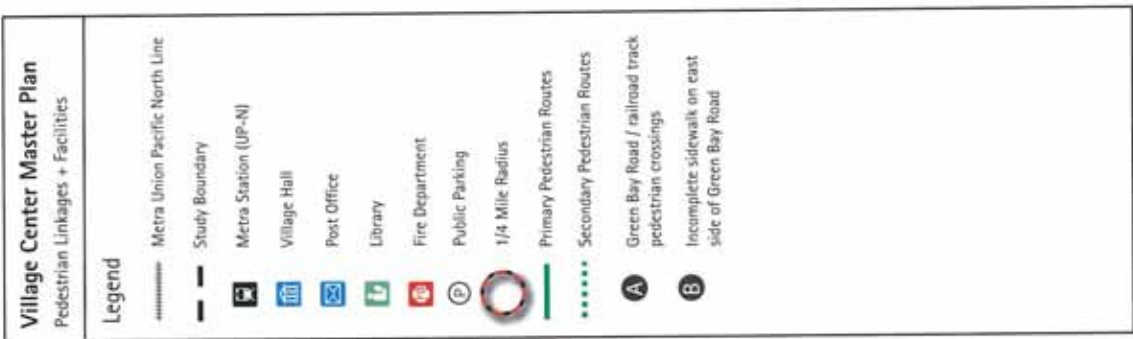




Village of Wilmette, Illinois  
**Village Center Master Plan**  
 Figure 3.3: Bicycle Linkages + Facilities







Village of Wilmette, Illinois  
**Village Center Master Plan**

Figure 3.4: Pedestrian Linkages + Facilities



### Parking

#### Rich & Associates Study

The 2007 parking study by Rich & Associates & T.Y. Lin of the Wilmette Downtown area serves as guidance for parking in the Village Center area. The study indicated that there was a surplus of 121 spaces in the TOD study area, but parking capacity was deficient near the Library/Post Office area where a possible parking structure could be located. In addition, the study indicates peak occupancy in the Village Center area of 69% on a typical weekday.

This occupancy is nearly identical to the results Gewalt Hamilton obtained. Using this data as a starting point, Gewalt Hamilton conducted a detailed parking survey of the Village Center.



*Diagonal parking in the Village Center*

#### Village Center Parking Study

Gewalt Hamilton performed parking counts on Wednesday April 14th, 2010 and Saturday, April 17th, 2010 in order to update the 2007 Rich and Associates study and to observe if parking patterns have changed. Peak parking occupancy is shown in Figure 3.5, while a complete breakdown of parking areas and their occupancies is provided in Table 1.



*Public parking sign*

#### SURVEY METHOD

The parking survey was conducted by tabulating the observed occupancy in the various parking lots or on-street block faces within the Study Area. Once counted, each individual lot was aggregated with the surrounding lots to arrive at a block-by-block analysis of parking occupancy, as shown in Figure 3.5. This provides both a detailed analysis of individual parking areas, as well as a more generalized analysis to determine parking shortages on a block-by-block basis. No adverse weather occurred during the parking study that would affect the outcome or results.

Table 1 provides the raw count information for individual block faces and lots. Individual parking areas were grouped into three different categories, indicated by three separate colors – red, yellow and green. Red areas indicate parking occupancy above 85%, yellow areas indicate parking occupancy between 65% and 85%, and green areas indicate when parking occupancy was below 65%.




**Survey Findings:** The peak parking usage within the Village Center Study Area occurred during the weekday at 2 p.m., with an overall observed parking occupancy of 54%. When parking in Metra lots are included, parking occupancy was 68% occupied. Parking occupancy peaked on the weekend at 10 a.m. with 46% of the Village Center parking occupied.



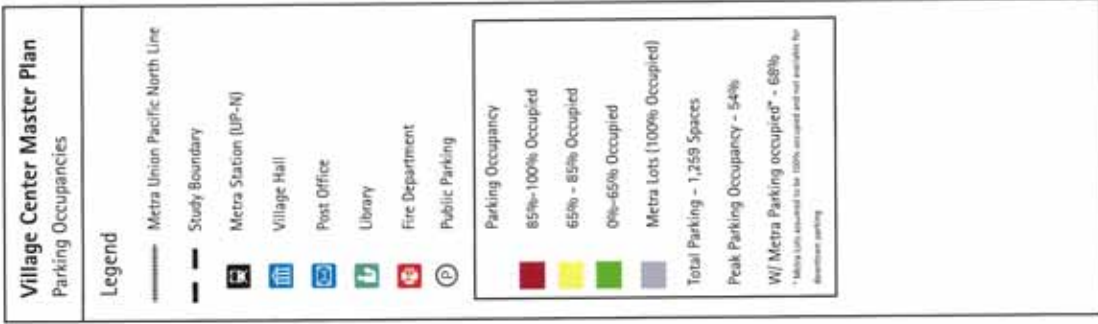
Table 1: Village Center Parking Study Data Summary

Village Center Parking Study Data Summary											
				Wednesday, April 14th, 2010				Saturday, April 17th, 2010			
Block	Block Face/Lot	Location Description	Total Number of Spaces	Spaces Occupied 2PM	Occ%	Spaces Occupied 7PM	Occ%	Spaces Occupied 10AM	Occ%	Spaces Occupied 2PM	Occ%
1	1	On-Street Washington N	21	17	81%	8	38%	14	67%	10	48%
	2	On-Street Washington S	8	8	100%	3	38%	6	75%	1	13%
	3	Starbucks	7	7	100%	0	0%	5	71%	2	29%
	4	On-Street Green Bay W	6	3	50%	1	17%	0	0%	2	33%
	5	On-Street Central N	12	11	92%	2	17%	6	50%	1	8%
	<b>Block Total</b>		<b>54</b>	<b>46</b>	<b>85%</b>	<b>14</b>	<b>26%</b>	<b>31</b>	<b>57%</b>	<b>16</b>	<b>30%</b>
2	6	On-Street Central S	11	7	64%	1	9%	4	36%	2	18%
	7	Post Office Lot	56	14	25%	26	46%	29	52%	36	64%
	8	Middle Lot (Public)	61	47	77%	27	44%	22	36%	38	62%
	9	Library Lot	51	35	69%	40	78%	23	45%	50	98%
	10	On-Street Green Bay W	8	3	38%	0	0%	3	38%	7	88%
	11	On-Street Green Bay E	12	2	17%	0	0%	2	17%	3	25%
	<b>Block Total</b>		<b>199</b>	<b>108</b>	<b>54%</b>	<b>94</b>	<b>47%</b>	<b>83</b>	<b>42%</b>	<b>136</b>	<b>68%</b>
3	12	On-Street Wilmette Ave S	8	2	25%	1	13%	3	38%	5	63%
	12a	On-Street Wilmette Ave N	7	6	86%	3	43%	3	43%	6	86%
	13	On-Street Green Bay W	8	3	38%	4	50%	5	63%	7	88%
	14	On-Street Green Bay E	18	0	0%	1	6%	1	6%	2	11%
	15	Jewel Remote Lot	76	14	18%	4	5%	10	13%	8	11%
	<b>Block Total</b>		<b>117</b>	<b>25</b>	<b>21%</b>	<b>13</b>	<b>11%</b>	<b>22</b>	<b>19%</b>	<b>28</b>	<b>24%</b>
4	16	On-Street Greenleaf S	19	11	58%	9	47%	10	53%	11	58%
	16a	On-Street Greenleaf N	21	8	38%	5	24%	12	57%	6	29%
	<b>Block Total</b>		<b>40</b>	<b>19</b>	<b>48%</b>	<b>14</b>	<b>35%</b>	<b>22</b>	<b>55%</b>	<b>17</b>	<b>43%</b>
5	17	Panera Lot	27	17	63%	19	70%	28	104%	24	89%
	18	On-Street Wilmette S	7	6	86%	3	43%	5	71%	4	57%
	19	On-Street Central S	35	28	80%	31	89%	34	97%	33	94%
	20	Public Lot 1	21	10	48%	9	43%	12	57%	12	57%
	21	Public Lot 2	17	14	82%	1	6%	13	76%	14	82%
	<b>Block Total</b>		<b>107</b>	<b>75</b>	<b>70%</b>	<b>63</b>	<b>59%</b>	<b>92</b>	<b>86%</b>	<b>87</b>	<b>81%</b>
6	22	Village Hall	51	32	63%	14	27%	6	12%	4	8%
	23	On-Street Central S	22	8	36%	15	68%	6	27%	7	32%
	24	On-Street Wilmette N	16	7	44%	6	38%	13	81%	3	19%
	<b>Block Total</b>		<b>89</b>	<b>47</b>	<b>53%</b>	<b>35</b>	<b>39%</b>	<b>25</b>	<b>28%</b>	<b>14</b>	<b>16%</b>
7	25	Chase Bank Lot	98	54	55%	4	4%	38	39%	4	4%
	<b>Block Total</b>		<b>98</b>	<b>54</b>	<b>55%</b>	<b>4</b>	<b>4%</b>	<b>38</b>	<b>39%</b>	<b>4</b>	<b>4%</b>
8	26	On-Street 12th Street E	14	7	50%	12	86%	8	57%	6	43%
	26a	On-Street 12th Street W	16	5	31%	9	56%	2	13%	5	31%
	27	On-Street Central N	6	0	0%	4	67%	4	67%	4	67%
	28	On-Street Wilmette N	24	13	54%	21	88%	8	33%	6	25%
	<b>Block Total</b>		<b>60</b>	<b>25</b>	<b>42%</b>	<b>46</b>	<b>77%</b>	<b>22</b>	<b>37%</b>	<b>21</b>	<b>35%</b>
9	29	On-Street Wilmette S	43	31	72%	37	86%	31	72%	18	42%
	30	On-Street Central N	15	10	67%	9	60%	15	100%	13	87%
	31	Optima Lot	48	31	65%	19	40%	23	48%	26	54%
	<b>Block Total</b>		<b>106</b>	<b>72</b>	<b>68%</b>	<b>65</b>	<b>61%</b>	<b>69</b>	<b>65%</b>	<b>57</b>	<b>54%</b>
TOTAL		<b>Downtown Total</b>	<b>870</b>	<b>471</b>	<b>54%</b>						
		<b>Downtown Total (With Metra)*</b>	<b>1259</b>	<b>860</b>	<b>68%</b>			<b>348</b>	<b>40%</b>	<b>404</b>	<b>46%</b>
METRA	M1	Main Metra Lot	294	294	100%						
	M2	Remote Metra Lot (Greenleaf & Linden)	35	35	100%						
	M3	Remote Metra Lot (Linden & Oakwood)	46	46	100%						
	M4	Off-Street Green Bay Road E (Metra)	14	14	100%						
	<b>Metra Total</b>		<b>389</b>	<b>389</b>	<b>100%</b>						

\*Note: Metra lots not specifically counted - Metra Lots were assumed to be 100%

**KEY**  
 85%-100% Occupied  
 65%-85% Occupied  
 0%-65% Occupied





Village of Wilmette, Illinois  
**Village Center Master Plan**  
 Figure 3.5: Village Center Parking Occupancies



# Village Center Master Plan

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## Section 3: Transportation

On a block-by-block basis, shortages of parking occurred as follows:

### For Weekday Parking:

- **Block 1**, bounded between Central Avenue, Washington Avenue, Green Bay Road and the alley was over 85% capacity.
- **Block 5**, bounded by Greenleaf Avenue, 11th Street, Central Avenue, Wilmette Avenue and Poplar Drive was 70% occupied.
- **Block 9**, bounded by Central Avenue, 11th Street, and Wilmette Avenue was 68% occupied.

### For Weekend Parking:

- **Block 5**, bounded by Greenleaf Avenue, 11th Street, Central Avenue, Wilmette Avenue and Poplar Drive was 86% occupied.
- **Block 9**, bounded by Central Avenue, 11th Street, and Wilmette Avenue was 65% occupied.

Based on the compiled information, several parking hotspots were identified as areas where the Village Center may require additional parking.

### **PARKING HOTSPOT #1 – BLOCK 1**

Block 1, bounded by Washington Avenue to the north, Green Bay Road to the east, Central Avenue to the south and an alley to the west received the greatest usage during weekday parking observations. 85% of the available parking was occupied within the block at 2 p.m.

### **PARKING HOTSPOT #2 – LIBRARY PARKING**

A critical parking hotspot identified within the Study Area is public parking adjacent to the Library, located at 1242 Wilmette Avenue. According to the Library Director, the Library receives approximately 1100 patrons per day. The main Library parking lot, located next to the building contains 51 spaces. The Library also uses the adjacent public lot to the north adjacent to the post office lot. This lot contains an additional 61 spaces, 53 of which are leased but remain open to the public.

Both lots were heavily utilized during the days parking counts were conducted. Observed occupancy of the main Library lot during the weekday (April 14, 2010,) was 69% at 2 p.m. and 78% at 7 p.m. The adjacent public lot was 77% occupied at 2 p.m. and 44% occupied at 7 p.m. On-street parking adjacent to the Library along Wilmette Avenue was 86% occupied during the peak parking period (2 p.m.).

Parking occupancy on the weekend (April 17th, 2010) was 45% occupied at 10 a.m. and 98% occupied at 2 p.m. The adjacent public lot was 36%



*Post Office and Library parking lots along Park Avenue*

occupied at 10 a.m. and 62% occupied at 2 p.m. On-street parking adjacent to the Library along Wilmette Avenue was 86% occupied during the weekend peak parking time period (2 p.m.).

Based on the data collected, Library parking remains tight, especially during peak periods of use.

### **PARKING HOTSPOT #3 - BLOCK 5**

Block 5, bounded by Central Avenue to the north, 11th Street to the east, Greenleaf Avenue to the south and Poplar Drive/Wilmette Avenue to the west received the greatest usage during weekend parking observations. 86% of the available spaces were occupied at 10 a.m., and 81% were occupied at 2 p.m. Key parking areas that were highly occupied include the Panera parking lot and the on-street spaces along Central Avenue.

### **Intercept Survey**

A random on-street survey (intercept survey) was performed on Wednesday April 14, from 3 p.m. to 7 p.m., and Saturday April 17 from 11 a.m. to 3 p.m. The objective was to capture opinions and data pertaining to accessibility, purpose of visit, mode of arrival, and perceptions about “walkability” in the Village Center. The survey is not statistically calibrated, but rather used as an instrument similar to a large focus group or key person interview session. However, experience has shown that these efforts are useful in gaining insight from actual business district patrons regarding their opinions of various aspects of downtown uses and travel. The times were selected to capture both midday non-commuter types, as well as commuters leaving the train or bus and walking to their homes.

# Village Center Master Plan

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## Section 3: Transportation

The surveyors were positioned to capture pedestrians on both the east and west sides of Green Bay Road. One person was stationed at the corner of Green Bay Road and Central Avenue (southwest corner), while the other was positioned at the corner of Central Avenue and Wilmette Avenue. A total of 57 surveys were taken on Wednesday and 69 surveys on Saturday.

The following are highlights from the survey:

- **Village Center Visits.** During the weekday an average of 70% walked to the Village Center for both time periods, while on Saturday this dropped to the 40% range.
- **Destinations.** Although Metra was an important destination during the week it ranked behind restaurants, retail stores and “other” on the east side of the tracks. On the west side of the tracks, destinations were more disbursed during the week. On Saturday, the Post Office was the largest destination (15 of 20 responses).
- **Parking.** When questioned about the adequacy of parking by east and west sides, the responses were positive. When questioned about the adequacy of parking on the east side, of the 102 respondents 84% felt it was adequate. Similarly, of the 82 respondents to the question of adequacy of parking on the west side of Green Bay Road, 84% responded positively.
- **Metra Parking.** There were 42 respondents to the question of whether Metra parking is adequate, of which 35 (83%) felt it was adequate.
- **Obstacles to walking the Village Center.** Many people had no opinion on different subjects including the key issue of the “biggest obstacle to walking the Village Center.” Out of only 27 responses (some could be multiple answers) only seven felt that crossing Green Bay Road was an obstacle - albeit 26 % of a small sample. Only six said traffic was an issue. *Note: Only 27 responses to this question out of 126 surveys.*







## REAL ESTATE MARKET



# Village Center Master Plan

## Section 4: Real Estate Market

### Introduction

#### Methodology

The following sources contributed to the real estate market analysis for the Wilmette Village Center:

- Interviews of key downtown business owners, civic leaders and real estate professionals to learn of their business plans and ideas for improving the Village Center.
- Input from focus groups and Community Workshop #1.
- Assessment of demographic, household and economic trends affecting the competitive position of Wilmette.
- Field visits of commercial and residential developments in Wilmette and other suburban downtowns comparable to or competitive with Wilmette.

#### Suburban Comparisons

Comparing demographic and development data on transit-served downtowns located throughout metropolitan Chicago offers insights into the range of activity that has been occurring. Indicators from 11 different communities are presented on the following table.

**Table 1. Suburban Downtown Comparisons**

Transit-Oriented Suburban Downtowns - Comparative Information									
Community	Population	Households	Median HH Income	2006 Metra Weekday Alightings	2008 Annual Retail Sales Tax	MF units permitted (2000-2008)	Public Structured Parking?	Downtown TIF?	Civic or institutional in downtown?
Barrington	10,252	3,800	\$97,292	1,799	\$3,707,454	175	No	Yes	Yes
Deerfield	19,010	6,599	\$129,344	1,315	\$4,445,025	105	No	Yes	Yes
Downers Grove	48,136	18,855	\$79,792	2,372	\$11,929,581	56	Yes	Yes	Yes
Glenview	44,457	16,388	\$84,600	1,611	\$13,118,090	771	No	No	Yes
Hinsdale	17,103	5,830	\$131,966	1,001	\$2,349,016	7	No	N/A	Yes
La Grange	15,165	5,497	\$90,140	1,444	\$1,236,652	121	Yes	Yes	Yes
Lake Forest	6,867	5,415	\$149,797	690	\$2,226,120	50	No	No	Yes
Mt. Prospect	56,157	21,435	\$70,218	1,569	\$10,066,919	287	Yes	N/A	Yes
Palatine	67,079	26,081	\$77,453	2,035	\$7,881,003	1,299	Yes	Yes	No
Park Ridge	36,666	13,884	\$82,739	854	\$3,448,656	172	Yes	Yes	Yes
<b>Wilmette</b>	<b>26,780</b>	<b>9,722</b>	<b>\$114,946</b>	<b>1,360</b>	<b>\$3,123,362</b>	-	<b>No</b>	<b>No</b>	<b>Yes</b>

Sources: Goodman Williams Group, ESRI Business Analyst Online, RTAMS, IL Dept of Revenue

HH = Household  
 MF = Multi-family housing  
 TIF = Tax increment financing

Table 1 compares suburban communities of various sizes to provide background or benchmark information regarding the Wilmette Village Center. It does not suggest what is appropriate for Wilmette's Village Center and should be reviewed for comparison purposes, as each community has unique downtown assets and visions. The following conclusions can be drawn from information in Table 1:

- Wilmette is neither the smallest nor the largest of these suburbs, with an estimated 2009 population of 26,780. In contrast, Barrington has a smaller population of 10,252 and Palatine has 67,000.
- Each of the 11 suburbs in this sample has a median household income well in excess of the metropolitan Chicago average of \$44,657. Wilmette's estimated median household income of \$114,946 is lower than that of Deerfield, Hinsdale and Lake Forest, but higher than the remaining seven communities in this sample.
- The most recent Metra survey indicates 1,360 weekday boardings at the Wilmette Station. While this is one of the busiest stations on the UP North line, many stations along the UP Northwest and BNSF lines have as many or more commuters using local stations.
- The Illinois Department of Revenue provides retail sales tax totals for individual communities. These state data do not allow a comparison of how much sales tax is being generated by stores in a specific downtown or other commercial corridors or shopping centers located in those communities. For example, Wilmette generates \$3.1 million in sales tax revenue; but only 6% of that total comes from the Village Center east of the tracks. La Grange collects much less sales tax revenue (\$1.2 million), but an estimated 50% of that total is generated by stores in its redeveloped downtown.
- Most of these transit-served communities saw development of multi-family housing during the past decade, ranging from 7 to 1,299 permitted units. These units include condominiums, apartments and townhouses. Wilmette was the only community in the survey that did not permit any multi-family units since 2000.
- Six of these communities have tax increment financing (TIF) districts in place in their downtowns to provide incentives for redevelopment. The public sector has also provided structured parking in six of the downtowns in this sample.



### Demographic Characteristics

As a mature suburb, the population of Wilmette has been declining at a modest rate during the past decade, and it is not projected to grow over the next five years. The median age of residents in the community has increased since the 2000 Census, and is now estimated to be 44.7 years. This figure is considerably older than the median age for the metropolitan area of 35.1 years. Table 2 presents 2009 estimates of selected demographic characteristics for the Village.

**Table 2. Wilmette Demographic Profile**

	<u>2000 Census</u>		<u>2009 Estimate</u>		<u>2014 Projection</u>	
	<u>Count</u>	<u>Percent</u>	<u>Count</u>	<u>Percent</u>	<u>Count</u>	<u>Percent</u>
Population	27,651		26,780		26,328	
Households	10,039		9,722		9,541	
Families	7,727	77.0%	7,358	75.7%	7,147	74.9%
Average Household Size	2.73		2.73		2.74	
Owner Occupied Housing Units	8,712	86.8%	8,099	83.3%	7,951	83.3%
Renter Occupied Housing Units	1,327	13.2%	1,623	16.7%	1,590	16.7%
Median Age	42.2		44.7		45.5	
Median Household Income	\$106,773		\$114,946		\$116,212	
Average Household Income	\$153,966		\$161,699		\$171,727	
Per Capita Income	\$55,611		\$58,930		\$62,508	
Race and Ethnicity						
White Alone	24,791	89.7%	22,904	85.5%	21,828	82.9%
Black Alone	156	0.6%	217	0.8%	237	0.9%
Asian Alone	2,255	8.2%	3,014	11.3%	3,500	13.3%
Other Races	449	1.6%	644	2.4%	763	2.9%
Hispanic Origin (Any Race)	574	2.1%	958	3.6%	1,237	4.7%

*Source: ESRI Business Analyst*

The population currently living in Downtown Wilmette is relatively modest. ESRI, a major vendor of economic and demographic data, estimates that 652 individuals in 357 households are living within the boundaries of the Village Center.

**Table 3. Village Center Households**

**Profile of Downtown Wilmette Households**

	<u>2009 Estimate</u>
Population	652
Households	357
Families	222
Average Household Size	1.76
Owner Occupied Housing Units	238
Renter Occupied Housing Units	119
Median Age	43.6

*Source: ESRI Business Analyst*

**HOUSEHOLD INCOMES**

While the median household income of Wilmette households is comparatively high at nearly \$115,000 annually, not all Wilmette households are in the upper income brackets. As shown in Table 4 below, 16.8% of households have annual incomes below \$50,000.

**Table 4. Household by Income**

**2009 Wilmette Households by Income**

<u>Income Category</u>	<u>Households</u>	<u>Percent</u>
Total Households	9,723	100.0%
Less than \$25,000	624	6.4%
\$25,000 - \$49,999	1,016	10.4%
\$50,000 - \$74,999	1,282	13.2%
\$75,000 - \$99,999	1,392	14.3%
\$100,000 - \$124,999	850	8.7%
\$125,000 - \$149,999	712	7.3%
\$150,000 - \$199,999	1,271	13.1%
\$200,000 - \$249,999	1,187	12.2%
\$250,000 - \$499,999	1,051	10.8%
\$500,000 +	338	3.5%
Median Household Income	\$114,946	
Average Household Income	\$161,699	
Per Capita Income	\$58,930	

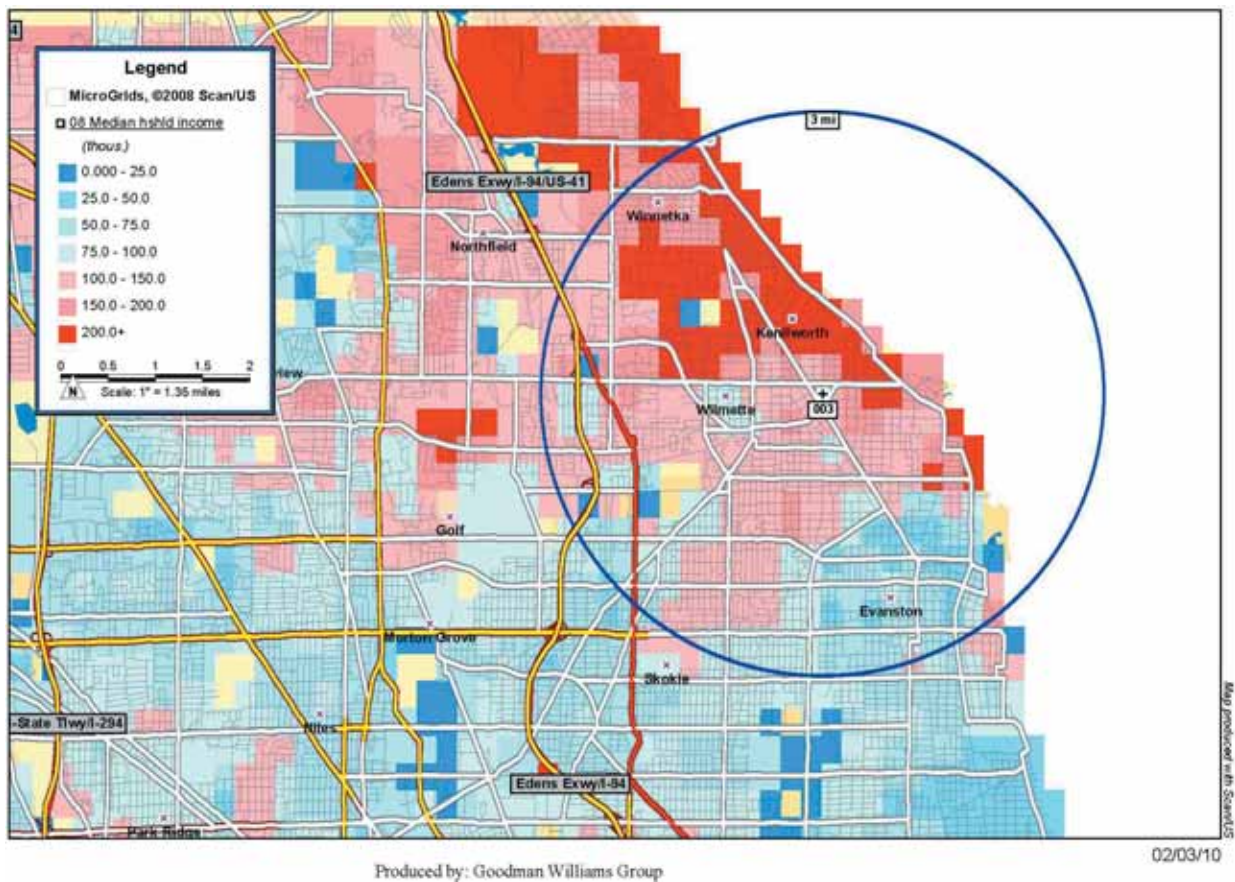
*Source: ESRI Business Analyst*

# Village Center Master Plan

## Section 4: Real Estate Market

Figure 4.1 estimates median household incomes within a three-mile radius of the Wilmette Metra Station. The red area indicates locations with annual household incomes above \$200,000 and the blue areas indicate household incomes below \$25,000, with various shades of lighter blue and pink in between. The households with the highest incomes in this market area are generally located north of Lake Avenue and closer to the lake.

Figure 4.1 Median Household Income Map



**AREA EMPLOYMENT**

Wilmette does not have a large employment base. In 2008, The Illinois Department of Employment Security reports a total of 6,315 private-sector jobs in the community. Approximately a quarter of those jobs (24.4%) are in retail establishments. The next largest categories are: Health Care and Social Assistance (11.5%); Finance and Insurance (9.8%); Other Services (9.6%); and Accommodations and Food Services (9.4%). Within Wilmette, the downtown is not a major source of jobs. ESRI estimates that only 278 people are employed in Downtown Wilmette.

The U.S. Census tracks the number of businesses by zip code. For 60091, Wilmette’s zip code, they reported a total of 923 businesses. As shown in Table 5, the number of businesses in only three industry categories grew between 2003 and 2007: Educational Services; Arts, Entertainment and Recreation; and Other Services.

**Table 5. Wilmette Businesses by Industry**

**Number of Businesses for Wilmette (60091)**

<u>Industry Code Description (NAICS)</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Change 2003-2007</u>
Total	946	942	961	951	923	-23
Forestry, fishing, hunting, and agriculture	1	1	1	1	1	0
Construction	73	73	73	81	68	-5
Manufacturing	14	12	12	10	15	1
Wholesale trade	51	50	45	41	40	-11
Retail trade	131	126	130	126	123	-8
Transportation & warehousing	5	7	7	5	7	2
Information	19	20	18	16	17	-2
Finance & insurance	81	74	69	78	69	-12
Real estate & rental & leasing	60	56	69	70	58	-2
Professional, scientific & technical services	181	187	188	183	179	-2
Management of companies & enterprises	1	2	2	1	1	0
Admin, support, waste mgt, remediation services	38	37	42	40	40	2
Educational services	14	14	19	18	22	8
Health care and social assistance	119	117	118	117	115	-4
Arts, entertainment & recreation	18	19	21	21	25	7
Accommodation & food services	46	47	46	42	44	-2
Other services (except public administration)	93	96	99	99	99	6
Unclassified establishments	1	4	2	2	0	-1

Source: U.S. Census Bureau “Zip Code Business Patterns”

### Village Center Location

The Wilmette Village Center is a highly accessible location in the North Shore suburbs of Chicago. Area residents and visitors can approach the district from several major roadways and two commuter rail lines. Those traveling on Interstate 94 (Edens Expressway) can exit at Lake Avenue and head east 2.4 miles to the Village Center. Continuing further east one mile, Lake Avenue intersects with Sheridan Road along the Lakefront. Other east-west streets leading into the Village Center are local roadways, including Central and Wilmette Avenues.

Green Bay Road is a major arterial roadway traveling north/south through the northern suburbs of Chicago. While this roadway, along with the UP rail tracks, bisect the Village Center, it brings local and outside traffic to the district from a greater area than Wilmette.

In addition to the direct access to the core of the Village Center provided by Metra's rail station, CTA's Purple Line terminates at a station at 4<sup>th</sup> and Linden, approximately 1 mile southeast of the district.

#### **METRA STATION**

The Wilmette Station on the Metra UP-North line is centrally located on the east side of Green Bay Road, south of Washington Court. Table 6 presents Metra's data on weekday station boardings along the UP North from 1995 through 2006, the most recent year for which these data are available. Boardings at the Wilmette Station dropped 0.5% during this time period, yet it remains one of the busiest stations on the line with 1,379 boardings. The Davis Street Station in Downtown Evanston and Ravenswood Station in Chicago have experienced the greatest increases in ridership during this decade.

#### **RIDER ORIGIN**

Table 7 and Figure 4.2 present information on where commuters using the Wilmette Station are coming from, and what their mode of access is to get to the station. A total of 87% of all riders using the Wilmette Station are Wilmette residents. Those residing within a half mile of the station typically walk.



Table 6: Metra UP-North Boardings

UP-North Weekday Station Boardings Over Time							
Station	1995	1997	1999	2002	2006	Change 1995-2006	
Kenosha, Wisconsin	264	306	301	341	431	167	0.7%
Winthrop Harbor	57	47	49	77	79	22	0.1%
Zion	94	91	93	103	152	58	0.2%
Waukegan	841	806	925	893	1,030	189	0.8%
Abbott Platform	--	--	--	--	--		
North Chicago	192	220	200	190	191	-1	0.0%
Great Lakes	110	118	153	156	306	196	0.8%
Lake Bluff	379	425	420	504	519	140	0.6%
Lake Forest	652	661	689	726	725	73	0.3%
Fort Sheridan	296	276	276	285	279	-17	-0.1%
Highwood	246	258	270	311	279	33	0.1%
Highland Park	1,118	1,133	1,124	1,107	1,118	0	0.0%
Ravinia	416	362	347	330	332	-84	-0.3%
Braeside	275	247	330	340	341	66	0.3%
Glencoe	770	774	786	724	708	-62	-0.2%
Hubbard Woods	428	456	441	397	371	-57	-0.2%
Winnetka	721	668	660	630	562	-159	-0.6%
Indian Hill	372	375	378	368	362	-10	0.0%
Kenilworth	446	505	480	435	408	-38	-0.2%
Wilmette	1,505	1,484	1,494	1,363	1,379	-126	-0.5%
Central St., Evanston	1,210	1,161	1,246	1,276	1,234	24	0.1%
Davis St., Evanston	1,208	1,322	1,395	1,439	1,854	646	2.6%
Main St., Evanston	773	756	933	769	869	96	0.4%
Rogers Park	877	977	1,072	973	1,176	299	1.2%
Ravenswood	878	914	1,246	1,455	1,940	1,062	4.2%
Clybourn	424	419	479	491	697	273	1.1%
Ogilvie Transportation Center	10,455	10,714	11,209	10,595	10,935	480	1.9%
<b>Total UP North</b>	<b>25,007</b>	<b>25,475</b>	<b>26,996</b>	<b>26,278</b>	<b>28,277</b>	<b>3,270</b>	<b>13.1%</b>

Source: Metra

# Village Center Master Plan

## Section 4: Real Estate Market

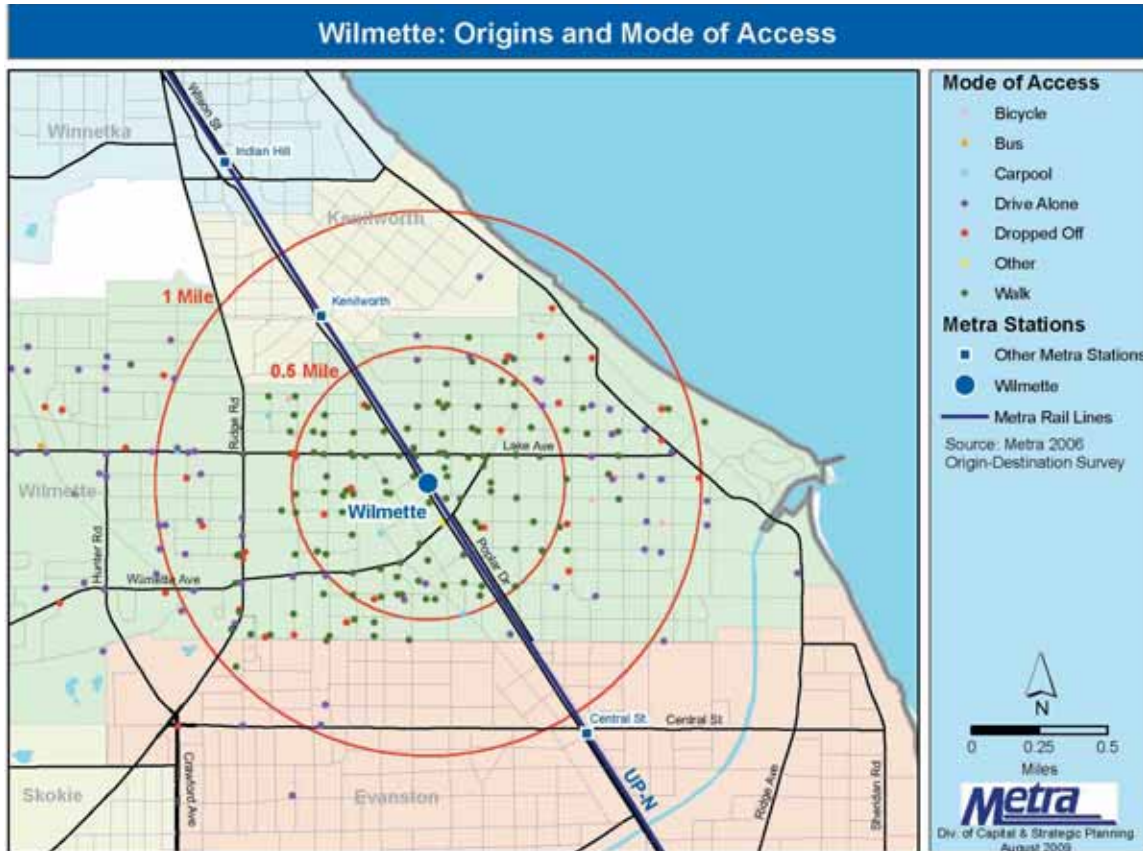
**Table 7. Metra Wilmette Station Origin of Riders**

**Origins of Riders Using Wilmette Station (2006)**  
(weighted by ridership)

Municipality	Freq.	%
Wilmette	1,057	87.1%
Evanston	40	3.3%
Glenview	27	2.2%
Kenilworth	16	1.3%
Northfield	16	1.3%
Skokie	11	0.9%
Winnetka	8	0.7%
Glencoe	5	0.4%
Other/Unincorporated	32	2.7%
<b>Total</b>	<b>1,213</b>	<b>100.0%</b>

*Source: Metra 2006 Origin-Destination Survey*

**Figure 4.2 Metra Mode of Access Map**



### TRAFFIC COUNTS

Figure 4.3 presents average daily traffic counts on the major roadways in and around Wilmette. Lake Avenue, Ridge, portions of Sheridan Road and Green Bay Road are most heavily traveled arterials in the area. Approaching the Village Center north of Lake Avenue, Green Bay Road has 14,900 average daily vehicles.

Figure 4.3 Average Daily Traffic Counts



Source: Illinois Department of Transportation

Traffic counts are one factor considered by retailers when selecting locations. In Downtown Wilmette, only Green Bay Road has the traffic and visibility sought by major national retailers such as Starbucks, Panera and Walgreen's. Traffic patterns have contributed to the fact that most of the businesses in the Village Center are independently owned and operated.

# Village Center Master Plan

## Section 4: Real Estate Market

### EXISTING BUSINESSES

The Village Center includes a collection of retail and service businesses that primarily cater to local residents and those from several adjacent communities. A select group of stores have been in business for decades and serve as a destination for North Shore households. In February 2010, an inventory was taken of all ground floor businesses in the Village Center. A total of 166 businesses were identified and grouped into various categories as shown in Table 8.

**Table 8. Village Center Business Inventory**

Summary of Businesses in Wilmette Village Center						
	West Village Center (Green Bay Rd. Corridor)		Village Center (East of RR Tracks)		TOTAL (Both Combined)	
	#	%	#	%	#	%
Automobile Dealers	1	1.8%	0	0.0%	1	0.6%
Automotive Services	4	7.3%	1	0.9%	5	3.0%
Building Material & Garden Equipment Dealer	1	1.8%	0	0.0%	1	0.6%
Clothing and Clothing Accessories Stores	2	3.6%	7	6.3%	9	5.4%
Exercise & Recreation	2	3.6%	3	2.7%	5	3.0%
Financial Institution	1	1.8%	3	2.7%	4	2.4%
Florists	1	1.8%	1	0.9%	2	1.2%
Food & Beverage Stores	2	3.6%	5	4.5%	7	4.2%
Full-Service Restaurants	2	3.6%	7	6.3%	9	5.4%
Furniture & Home Furnishings Stores	3	5.5%	9	8.1%	12	7.2%
Gasoline Stations	1	1.8%	0	0.0%	1	0.6%
Health & Personal Care Stores	2	3.6%	1	0.9%	3	1.8%
Laundry Services	1	1.8%	3	2.7%	4	2.4%
Limited-Service Restaurants	0	0.0%	8	7.2%	8	4.8%
Medical & Dental Services	1	1.8%	10	9.0%	11	6.6%
Motion Picture	0	0.0%	1	0.9%	1	0.6%
Office Supplies, Stationery, and Gift Stores	0	0.0%	4	3.6%	4	2.4%
Other Miscellaneous Store Retailers	2	3.6%	1	0.9%	3	1.8%
Personal Services	9	16.4%	15	13.5%	24	14.5%
Printing & Related Support Activities	1	1.8%	0	0.0%	1	0.6%
Professional Service	10	18.2%	16	14.4%	26	15.7%
Social & Education Services	4	7.3%	2	1.8%	6	3.6%
Sporting Goods, Hobby, Book, and Music Stores	1	1.8%	1	0.9%	2	1.2%
Used Merchandise Stores	1	1.8%	3	2.7%	4	2.4%
Utilities	0	0.0%	1	0.9%	1	0.6%
Vacant	3	5.5%	9	8.1%	12	7.2%
<b>TOTAL</b>	<b>55</b>	<b>100.0%</b>	<b>111</b>	<b>100.0%</b>	<b>166</b>	<b>100.0%</b>

Sources: Village of Wilmette & Goodman Williams Group

General observations regarding the number and type of businesses in the Village Center include:

- Two-thirds of the businesses (111) are located east of the rail road tracks.
- Personal Services, Professional Services, and Medical and Dental Offices are important components. Most of the doctor's offices are located east of the tracks.
- In both sides of the Village Center, retail stores represent fewer than one-third of the businesses. Among the retailers, there is a reasonable array of merchandise being sold. The largest grouping is the Furniture and Home Furnishings Stores with 12 retailers in that category. The Clothing and Accessories, and Food and Beverage categories each include a number of stores.
- The Village Center has 9 full service restaurants, 7 of which are located east of the tracks. There are also 8 limited service restaurants, all of which are east of the tracks.
- The west side of the Village Center has one auto dealer and multiple auto service businesses.
- A total of 12 storefronts were vacant, 7.2% of the total. This number does not include stores that were occupied and had "for lease" signs. While this total may be higher than in the past, this vacancy rate is not alarming, particularly given the current economic climate.



# Village Center Master Plan

## Section 4: Real Estate Market

These categories are further consolidated and presented in the tables and charts below.

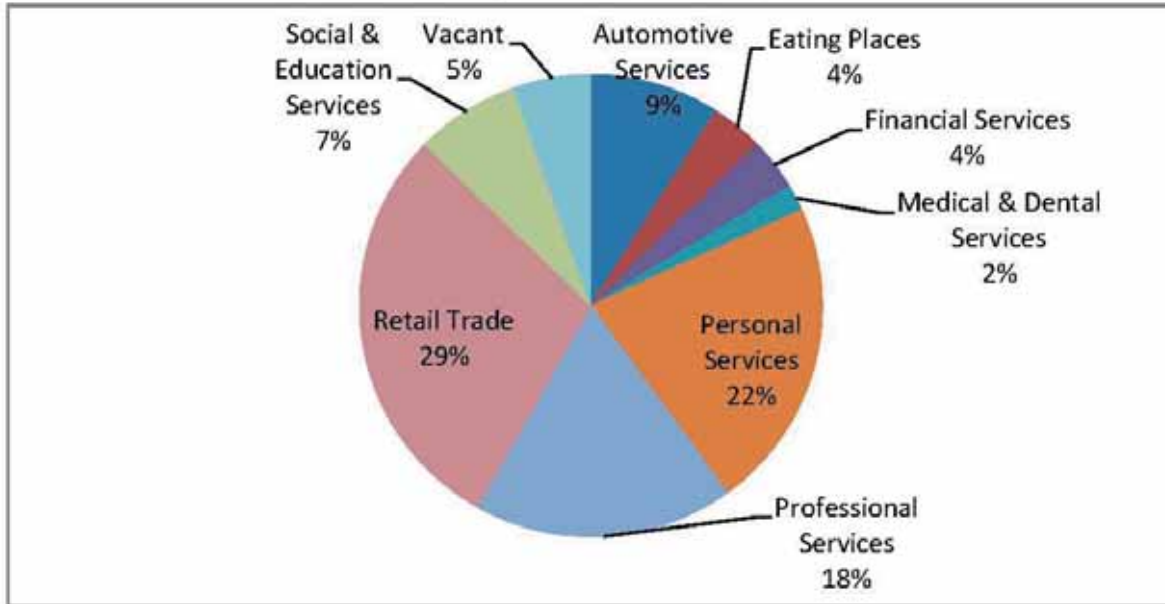
**Table 9. Consolidated Business Categories**

<b>Summary of Businesses in Wilmette Village Center</b>				
	<b>West Village Center (Green Bay Rd. Corridor)</b>		<b>Village Center (East of RR Tracks)</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Automotive Services	5	9.1%	1	0.9%
Eating Places	2	3.6%	15	13.5%
Entertainment	0	0.0%	1	0.9%
Financial Services	2	3.6%	3	2.7%
Medical & Dental Services	1	1.8%	10	9.0%
Personal Services	12	21.8%	21	18.9%
Professional Services	10	18.2%	15	13.5%
Retail Trade	16	29.1%	33	29.7%
Social & Education Services	4	7.3%	2	1.8%
Utilities	0	0.0%	1	0.9%
Vacant	3	<u>5.5%</u>	9	<u>8.1%</u>
<b>TOTAL</b>	<b>55</b>	<b>100.0%</b>	<b>111</b>	<b>100.0%</b>

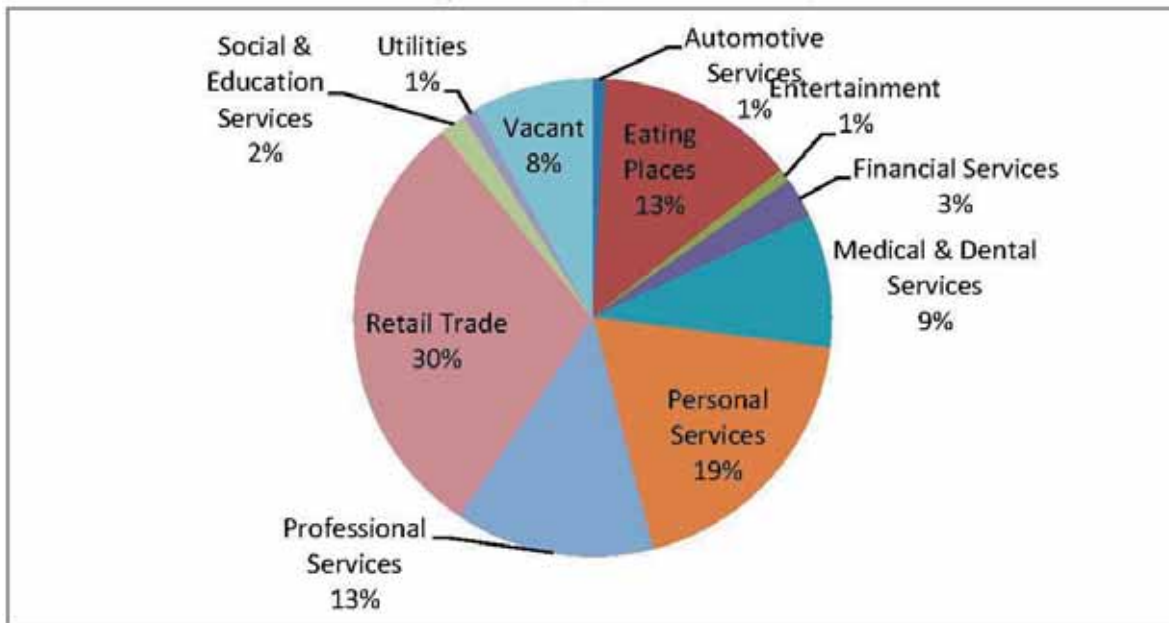
*Sources: Village of Wilmette & Goodman Williams Group*

Table 10. Village Center Business Use

West Village Center (Green Bay Rd)



Village Center (East of RR Tracks)



### Village Center Anchors

The Village Center has a number of “anchors” or activity generators that draw visitors and shoppers into the district on a regular basis. Future development must recognize and build off these strengths.

- **Civic Facilities.** The Library and Post Office are located on a key block between Central and Wilmette Avenues west of Green Bay Road. Across the tracks, Village Hall occupies a core block.
- **The Wilmette Theatre** first opened in 1913. In 2006, it was acquired and renovations undertaken by its current owners to accommodate a variety live shows, movies and a theater school to operate out of the building at 1122 Central Avenue.
- **Independent Retailers.** A number of independent unique retailers have drawn shoppers to the Village Center for decades. A few newer businesses have quickly established themselves. Among those favorites that have been specifically mentioned in surveys and focus groups are the following:
  - Lad & Lassie (Children’s apparel)
  - Lambrecht’s Jewelers
  - Heavenly Hearth Bread Company
  - Backyard Barbecue Store
  - Millen Ace Hardware
  - Wilmette Bicycle and Sport
- **Furniture & Home Furnishings Cluster.** A cluster of retail and service businesses in the Village Center aligned in the Furniture & Home Furnishings category include a wide variety home improvement and home décor businesses. These include Kelly’s Appliance, Degiulio Kitchen Design, Kashian Brothers (rugs), Modular Wood Systems, North Shore Lighting Design, and Ambiance Northshore Window Fashions.
- **National retailers.** Walgreen’s, Jewel Food Store and Starbucks are also drawing people into the Village Center.

- **Restaurant.** Important anchors in many suburban downtowns, the Village Center has increased the number of full-service restaurants in recent years. There are now nine establishments, including:
  - C.J. Arthur's
  - Depot Nuevo
  - Gilson's
  - The Noodle
  - Olive Oil
  - Akira Sushi World

At the interviews and focus groups, participants noted that they frequently shop and dine in Downtown Evanston, along Central Street in Evanston, in Glenview and at Westbrook Old Orchard Shopping Center in Skokie, among other destinations. To encourage them to spend more of their dollars in Wilmette's Village Center, they indicated the need for a more diverse array of shops and more restaurant and entertainment venues to foster a "livelier" downtown, especially in the evenings. Specific mention was made of the need for places that are attractive to teenagers.

### Commercial Market

Any assessment of the market for additional retail uses in the Village Center must consider the other commercial districts in Wilmette as well as the downtowns and shopping malls in nearby suburbs. These various destinations are all competing with the Village Center for retailers as well as shopping dollars.

#### **2005 VILLAGE WIDE MARKET ANALYSIS**

Valerie S. Kretchmer Associates completed a market analysis for Wilmette in 2005 that looked at the Village Center, as well as the following business districts:

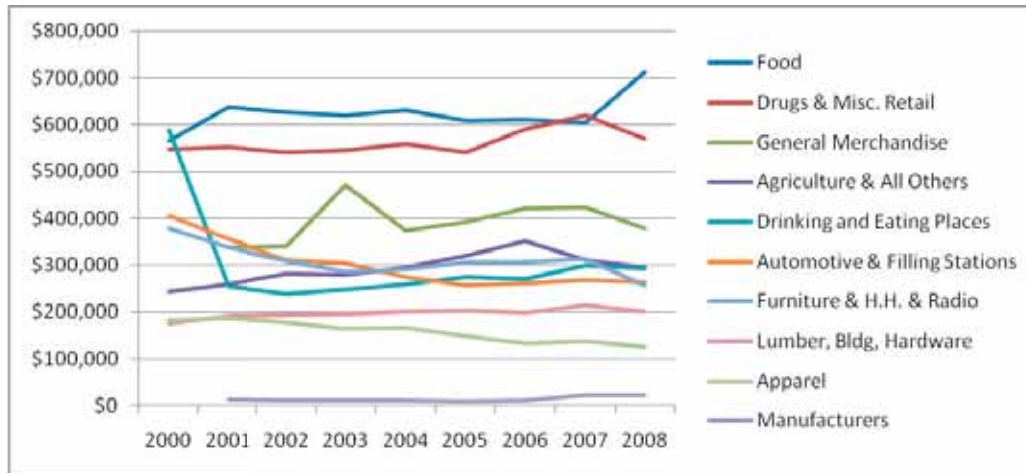
- Plaza del Lago (Sheridan Road)
- Fourth and Linden
- Wilmette Avenue and Ridge Road
- Lake Avenue and Ridge Road
- Edens Plaza and West Lake Plaza (Skokie Boulevard and Lake Avenue)
- Skokie Boulevard and Old Glenview Road
- West Lake Avenue west of Laramie
- Old Glenview Road west of the Edens Expressway

The report noted that in 2003, the total sales tax revenue generated by these districts totaled \$3.1 million. The Skokie Boulevard and Lake Avenue District contributed 31% of that total, followed by Green Bay Road (27%), and Sheridan Road (12%). The Village Center east of the tracks contributed only 6% of Wilmette's retail sales tax revenue.

In 2008, the Village of Wilmette's total retail sales tax remained \$3.1 million. Despite the fact that the total has been flat, sales within various retail categories fluctuated, as shown in Table 11. Recently, food sales have shown the most dramatic increase, attributable in part to the opening of The Fresh Market in Edens Plaza in 2007.



Table 11. Wilmette Retail Sales Tax 2000 - 2008



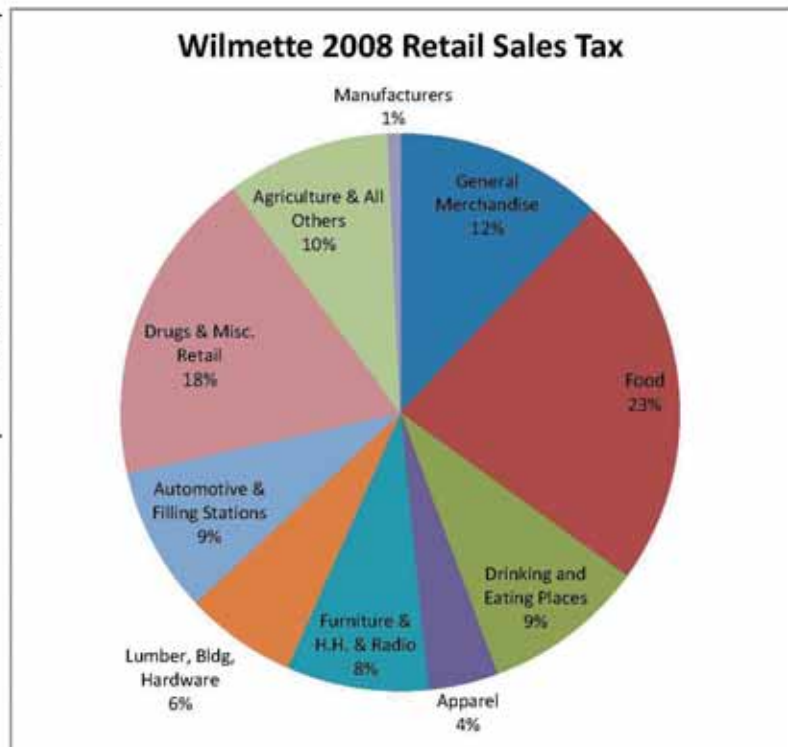
Source: Illinois Department of Revenue

The chart below shows the breakout of retail sales tax by category in Wilmette for 2008. As the data show, Food and Drug Stores account for a combined 41% of retail sales tax revenue.

Table 12: Wilmette Retail Sales Tax

Wilmette 2008 Retail Sales Tax	
	2008
General Merchandise	\$378,952.84
Food	\$713,461.13
Drinking and Eating Places	\$293,672.69
Apparel	\$125,745.43
Furniture & H.H. & Radio	\$256,456.59
Lumber, Bldg, Hardware	\$201,538.61
Automotive & Filling Stations	\$264,400.56
Drugs & Misc. Retail	\$571,272.34
Agriculture & All Others	\$295,570.60
Manufacturers	\$22,291.17
<b>TOTAL</b>	<b>\$3,123,361.96</b>

Source: Illinois Department of Revenue



# Village Center Master Plan

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## Section 4: Real Estate Market

### **EDENS PLAZA**

Edens Plaza is a 369,000 square foot center located at Lake Avenue and Skokie Boulevard that is visible from the Edens Expressway. It is anchored by national retailers such as Carson Pirie Scott, Bed, Bath & Beyond and Border's Books. In late 2007, Fresh Market opened an 18,000 square foot store in the center.

### **PLAZA DEL LAGO**

Plaza del Lago first opened in 1928 on Sheridan Road in the northeast corner of Wilmette near the Kenilworth border. Major tenants include Crate & Barrel, Jewel, Convito Café & Market, Burhop's, and Starbucks. Recently, the 100,000 square foot center has experienced some turnover with the closing of Chico's and Blockbuster. New tenants include smaller local businesses such as Kinga's Children Shoes and Higher Gear.

### **WESTFIELD OLD ORCHARD SHOPPING CENTER**

Old Orchard Shopping Center in Skokie is located approximately 2.5 miles southwest of the Wilmette Village Center. With 1.8 million square feet, it is considered the premier shopping, dining and entertainment destination on Chicago's North Shore. The center was built in 1956 and renovated and expanded in 1995. In 2002, Westfield American, Inc. purchased Old Orchard, and in 2008 completed the revitalization of the northeast section of the center with a landscaped plaza and new shops and restaurants replacing the Saks Fifth Avenue. This single-level, open-air mall is currently home to more than 170 stores and restaurants, and is anchored by Bloomingdale's, Nordstrom, Lord & Taylor, and Macy's.

### **DOWNTOWN EVANSTON /CENTRAL STREET**

The proximity of Old Orchard has led nearby community-level retail centers and downtown business districts to try to offer a different shopping experience that does not compete directly with the mall. In Downtown Evanston, the closing of Marshall Field's Downtown Evanston store in 1988 was the final recognition of the primacy of Old Orchard for general merchandise, apparel, and certain other categories of merchandise. Downtown Evanston has successfully responded with an infusion of food, entertainment and independent venues, as well as denser housing that cater to college students as well as a more affluent North Shore population.

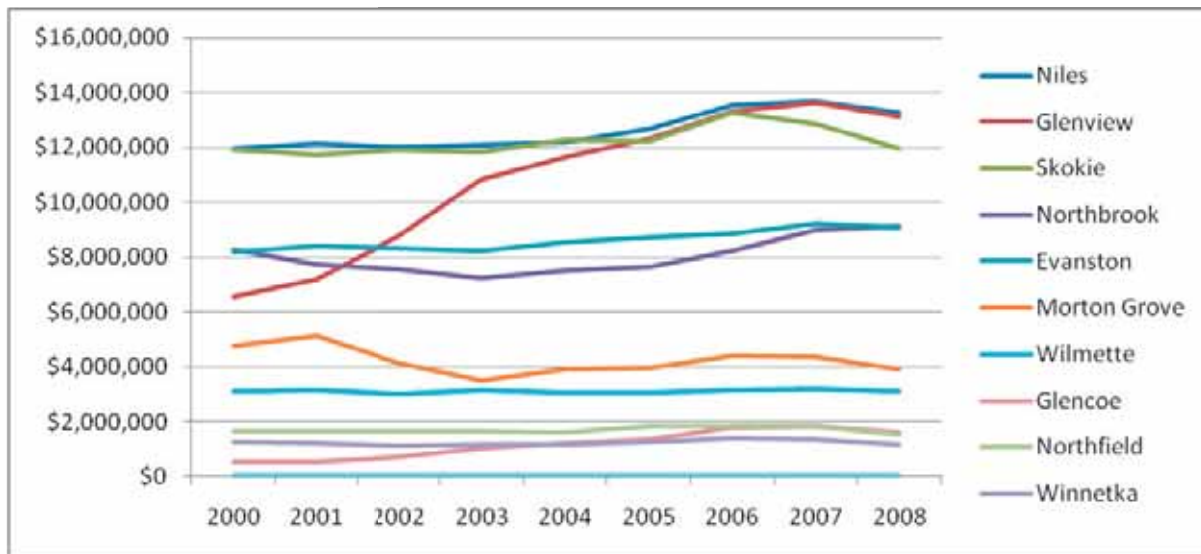
Central Street in Evanston is a 2.6-mile long east-west corridor in northern Evanston that is home to a collection of small, mostly independent businesses. The Central Street Business Association has created a Shop Small Stores initiative to encourage consumers to shop locally. This unique district is strongly supported by the local community.

**THE GLEN**

The Glen is the redevelopment of the former Glenview Naval Air Station, occupying 1,121 acres in the Village of Glenview. This mixed-use district incorporates residential, office, retail and recreational uses. The Glen Town Center is anchored by Von Maur, Dick’s Sporting Goods and the Kerasotes Glen 10 Movie Theatres. Other major retailers include Dominick’s, Costco, and Home Depot. More than 50 specialty shops and 10 restaurants are located at The Glen, which also includes two golf courses, a Metra station, and Lake Glenview.

These centers are among the many shopping and dining choices for Wilmette residents. Table 13 compares retail sales tax totals for 10 North Shore communities from 2000 to 2008. The communities with the large malls and big box retailers collect the most sales tax, including Niles (Golf Mill Shopping Center), Glenview (The Glen) and Skokie (Old Orchard). The recent decline in Skokie’s sales tax total reflects the redevelopment of the northern portion of Old Orchard. Major appliance retailer ABT relocated from Morton Grove to Glenview in 2002, impacting both communities’ sales tax revenues. In comparison to some of its neighbors, sales tax revenue in Wilmette has been stable during this period.

**Table 13. Selected Suburban Retail Sales Tax 2000 - 2008**



Source: Illinois Department of Revenue

**TRADE AREA LEAKAGE ANALYSIS**

Because of its size and location, Wilmette’s Village Center serves primarily as a location for neighborhood goods and services. Most of the shoppers it attracts come from nearby residential neighborhoods, within roughly a one-mile radius of Village Hall. This generalization does not

# Village Center Master Plan

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## Section 4: Real Estate Market

ignore the fact that certain unique retailers, such as Lambrecht's Jewelers, Imperial Motors and Wilmette Bicycle and Sport Shop, for example, draw shoppers from throughout the North Shore and beyond. Most commercial establishments in the Village Center, however, are attracting a more local clientele.

One indicator of the potential for additional retail development in the Village Center is to determine the expenditure potential of households within the primary trade area and compare it to estimates of actual sales. If certain categories are "leaking" sales to other shopping districts, it may represent an opportunity for additional stores in the trade area.

A one-mile radius from the intersection of Wilmette and Central Streets extends to Lake Michigan on the east, south of Central Street in Evanston on the south, west of Ridge Road on the west, and north of the Kenilworth border on the north. Estimates of the expenditure potential for this one-mile radius and for the entire Village of Wilmette were obtained from ESRI and are presented on Table 14.

Several of the categories that could represent opportunities in the Village Center are noted below. Depending on size requirements and the need for visibility from Green Bay Road, potential retailers may be better suited for one or the other sides of the Village Center.

- **Home Furnishings.** As noted previously, the Village Center has a number of stores in the home furnishing category. For both the Village and the 1-mile radius, sales exceed expenditure potential, meaning that these stores are attracting buyers from outside the area. Despite the fact that this category appears to be "over-stored," the potential exists for additional retailers that would complement those already there, creating a mini "merchandise mart" that would attract buyers who are remodeling or refurnishing their homes.
- **Specialty Food Stores and Beer/Wine/Liquor Shops.** The Jewel Food Stores on Green Bay Road and in Plaza del Lago as well as the Treasure Island at 911 Ridge Road are located within the one-mile radius. While grocery stores are well represented, specialty food stores and beer/wine/liquor shops are not. Demand exceeds sales in these two sub-categories by an estimated \$4.5 million, suggesting support for one or more such stores.
- **Clothing and Accessories.** In all segments of this category, sales are being leaked outside the one-mile radius and outside the Village of Wilmette. The national apparel retailers at Old Orchard are capturing many of these dollars. Within the Village Center, additional small, independent boutiques or consignment shops are possible.

# Village Center Master Plan

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**Table 14. Retail Gap Analysis for Village of Wilmette & 1-mile Radius**

	Village			1 Mile Radius		
	Demand	Supply	Retail Gap	Demand	Supply	Retail Gap
	(Retail Potential)	(Retail Sales)	(Demand - Supply)	(Retail Potential)	(Retail Sales)	(Demand - Supply)
<b>Total Retail Trade and Food &amp; Drink (NAICS 44-45, 722)</b>	\$565,931,086	\$221,128,058	<b>\$344,803,028</b>	\$455,671,925	\$207,751,888	<b>\$247,920,037</b>
<b>Total Retail Trade (NAICS 44-45)</b>	\$482,459,479	\$188,882,882	<b>\$293,576,597</b>	\$388,410,241	\$173,662,311	<b>\$214,747,930</b>
<b>Total Food &amp; Drink (NAICS 722)</b>	\$83,471,607	\$32,245,176	<b>\$51,226,431</b>	\$67,261,684	\$34,089,577	<b>\$33,172,107</b>
<b>Industry Group</b>						
<b>Motor Vehicle &amp; Parts Dealers (NAICS 441)</b>	\$122,007,326	\$9,210,604	<b>\$112,796,722</b>	\$98,587,871	\$9,005,939	<b>\$89,581,932</b>
Automobile Dealers (NAICS 4411)	\$106,488,152	\$8,851,300	<b>\$97,636,852</b>	\$86,044,676	\$8,646,635	<b>\$77,398,041</b>
Other Motor Vehicle Dealers (NAICS 4412)	\$8,739,955	\$359,304	<b>\$8,380,651</b>	\$7,100,639	\$359,304	<b>\$6,741,335</b>
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,779,219	\$0	<b>\$6,779,219</b>	\$5,442,556	\$0	<b>\$5,442,556</b>
<b>Furniture &amp; Home Furnishings Stores (NAICS 442)</b>	\$19,107,854	\$16,220,462	<b>\$2,887,392</b>	\$15,402,407	\$11,033,886	<b>\$4,368,521</b>
Furniture Stores (NAICS 4421)	\$10,993,598	\$2,837,667	<b>\$8,155,931</b>	\$8,888,105	\$2,155,671	<b>\$6,732,434</b>
Home Furnishings Stores (NAICS 4422)	\$8,114,256	\$13,382,795	<b>-\$5,268,539</b>	\$6,514,302	\$8,878,215	<b>-\$2,363,913</b>
<b>Electronics &amp; Appliance Stores (NAICS 443/NAICS 4431)</b>	\$14,581,908	\$4,283,039	<b>\$10,298,869</b>	\$11,761,016	\$4,116,715	<b>\$7,644,301</b>
<b>Bldg Materials, Garden Equip. &amp; Supply Stores (NAICS 444)</b>	\$24,521,753	\$4,872,209	<b>\$19,649,544</b>	\$19,494,640	\$9,713,412	<b>\$9,781,228</b>
Building Material and Supplies Dealers (NAICS 4441)	\$23,375,218	\$4,872,209	<b>\$18,503,009</b>	\$18,593,466	\$9,659,302	<b>\$8,934,164</b>
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,146,535	\$0	<b>\$1,146,535</b>	\$901,174	\$54,110	<b>\$847,064</b>
<b>Food &amp; Beverage Stores (NAICS 445)</b>	\$86,072,911	\$61,094,295	<b>\$24,978,616</b>	\$69,279,736	\$87,329,805	<b>-\$18,050,069</b>
Grocery Stores (NAICS 4451)	\$76,539,405	\$56,744,776	<b>\$19,794,629</b>	\$61,580,184	\$84,115,355	<b>-\$22,535,171</b>
Specialty Food Stores (NAICS 4452)	\$3,405,052	\$2,622,025	<b>\$783,027</b>	\$2,740,275	\$1,486,955	<b>\$1,253,320</b>
Beer, Wine, and Liquor Stores (NAICS 4453)	\$6,128,454	\$1,727,494	<b>\$4,400,960</b>	\$4,959,277	\$1,727,495	<b>\$3,231,782</b>
<b>Health &amp; Personal Care Stores (NAICS 446/NAICS 4461)</b>	\$18,849,056	\$5,752,157	<b>\$13,096,899</b>	\$15,094,556	\$5,451,922	<b>\$9,642,634</b>
<b>Gasoline Stations (NAICS 447/NAICS 4471)</b>	\$64,157,022	\$36,642,366	<b>\$27,514,656</b>	\$51,648,486	\$28,591,178	<b>\$23,057,308</b>
<b>Clothing and Clothing Accessories Stores (NAICS 448)</b>	\$24,049,271	\$8,612,002	<b>\$15,437,269</b>	\$19,398,594	\$6,755,996	<b>\$12,642,598</b>
Clothing Stores (NAICS 4481)	\$18,242,104	\$5,371,866	<b>\$12,870,238</b>	\$14,682,352	\$5,105,731	<b>\$9,576,621</b>
Shoe Stores (NAICS 4482)	\$2,653,301	\$1,419,675	<b>\$1,233,626</b>	\$2,151,487	\$503,604	<b>\$1,647,883</b>
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,153,866	\$1,820,461	<b>\$1,333,405</b>	\$2,564,755	\$1,146,661	<b>\$1,418,094</b>
<b>Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)</b>	\$7,093,370	\$5,533,620	<b>\$1,559,750</b>	\$5,751,981	\$2,848,694	<b>\$2,903,287</b>
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,020,384	\$2,251,690	<b>\$1,768,694</b>	\$3,252,508	\$2,456,079	<b>\$796,429</b>
Book, Periodical, and Music Stores (NAICS 4512)	\$3,072,986	\$3,281,930	<b>-\$208,944</b>	\$2,499,473	\$392,615	<b>\$2,106,858</b>



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## Section 4: Real Estate Market

<b>General Merchandise Stores (NAICS 452)</b>	\$68,185,098	\$31,694,916	<b>\$36,490,182</b>	\$54,891,964	\$1,508,899	<b>\$53,383,065</b>
Department Stores Excluding Leased Depts. (NAICS 4521)	\$30,058,018	\$26,772,513	<b>\$3,285,505</b>	\$24,204,449	\$0	<b>\$24,204,449</b>
Other General Merchandise Stores (NAICS 4529)	\$38,127,080	\$4,922,403	<b>\$33,204,677</b>	\$30,687,515	\$1,508,899	<b>\$29,178,616</b>
<b>Miscellaneous Store Retailers (NAICS 453)</b>	\$8,576,375	\$4,967,212	<b>\$3,609,163</b>	\$6,896,871	\$7,227,623	<b>-\$330,752</b>
Florists (NAICS 4531)	\$1,154,286	\$801,364	<b>\$352,922</b>	\$906,921	\$1,061,009	<b>-\$154,088</b>
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,215,859	\$1,410,335	<b>-\$194,476</b>	\$979,421	\$2,872,740	<b>-\$1,893,319</b>
Used Merchandise Stores (NAICS 4533)	\$701,756	\$733,999	<b>-\$32,243</b>	\$568,690	\$967,677	<b>-\$398,987</b>
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,504,474	\$2,021,514	<b>\$3,482,960</b>	\$4,441,839	\$2,326,197	<b>\$2,115,642</b>
<b>Nonstore Retailers (NAICS 454)</b>	\$25,257,535	\$0	<b>\$25,257,535</b>	\$20,202,119	\$78,242	<b>\$20,123,877</b>
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$16,164,591	\$0	<b>\$16,164,591</b>	\$13,011,501	\$0	<b>\$13,011,501</b>
Vending Machine Operators (NAICS 4542)	\$2,980,234	\$0	<b>\$2,980,234</b>	\$2,399,420	\$0	<b>\$2,399,420</b>
Direct Selling Establishments (NAICS 4543)	\$6,112,710	\$0	<b>\$6,112,710</b>	\$4,791,198	\$78,242	<b>\$4,712,956</b>
<b>Food Services &amp; Drinking Places (NAICS 722)</b>	\$83,471,607	\$32,245,176	<b>\$51,226,431</b>	\$67,261,684	\$34,089,577	<b>\$33,172,107</b>
Full-Service Restaurants (NAICS 7221)	\$38,751,839	\$15,841,387	<b>\$22,910,452</b>	\$31,233,490	\$15,507,408	<b>\$15,726,082</b>
Limited-Service Eating Places (NAICS 7222)	\$31,757,308	\$13,880,711	<b>\$17,876,597</b>	\$25,577,480	\$11,923,855	<b>\$13,653,625</b>
Special Food Services (NAICS 7223)	\$8,688,905	\$2,523,078	<b>\$6,165,827</b>	\$6,999,927	\$6,658,314	<b>\$341,613</b>
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,273,555	\$0	<b>\$4,273,555</b>	\$3,450,787	\$0	<b>\$3,450,787</b>
<i>Source: ESRI Business Analyst</i>						
	Village			1 Mile		
	Population		26,780	Population		19,901
	Households		9,722	Households		7,712
	Median Age		44.7	Median Age		43.1
	Median Household Income		\$114,946	Median Household Income		\$116,135
	Average Household Income		\$161,699	Average Household Income		\$163,804
	White Alone		22,904	White Alone		18,194
	Black Alone		217	Black Alone		264
	Hispanic Origin (Any Race)		958	Hispanic Origin (Any Race)		646

- **Sporting Goods, Hobby, Book, and Music Stores.** Independent retailers in this diverse category would be appropriate tenants in the Village Center. An estimated \$3 million in additional expenditure potential could be captured.
- **Florists, Office, Stationery, Gifts, and other shops** are already well represented in the Village Center, with sales exceeding expenditure potential. Nonetheless, some additional specialty retailers in this broad category are possible.
- **Restaurants and Drinking Places.** Additional full-service restaurants, limited service restaurants and bars represent perhaps the biggest opportunity for the Village Center. Within the one-mile radius, more than \$33 million is being spent on restaurants and bars in other venues. In the Village overall, more than \$51 million in this category is being spent outside Wilmette.

The success of newer restaurants like Depot Nuevo, Gilson's, and limited-service venues like Panera Bread, attest to the willingness of Wilmette residents to dine in the Village Center. A combination of casual, limited service establishments oriented to families and teens, as well as higher-end restaurants and bars would add to the vibrancy of the district. Additional restaurants and bars would also complement existing retail, service and entertainment establishments, including the Wilmette Theatre.

### **PROFESSIONAL/PERSONAL SERVICES**

As discussed previously, the Village Center is home to a large number of personal and professional service firms. The inventory identified 80 firms in the following categories:

- Financial services (5)
- Medical and dental offices (11)
- Personal services (33)
- Professional services (25)
- Social and educational services (6)

Offices and Personal Service establishments are permitted as-of-right in ground floor space in the Village Center as long as each "occupies no more than 10 percent of the linear street frontage in the district." Currently, the existing establishments exceed this threshold, requiring additional office and personal service establishments to be approved as special uses. While a number of them do occupy ground floor spaces, many are located on upper floors in buildings like the Baker Building (1150 Wilmette), Nelson Building (1131 Central) and 1215 Washington.

The demographics of Wilmette residents, in particular their level of educational attainment, the proximity of Northwestern University and several hospitals and the commuter train station make the Village Center an attractive location for professional service firms. Additional upper-floor space that could accommodate offices for attorneys, investment advisors, tutoring services and doctors, for example, would be appropriate, and would bring more people into the district.

More detailed analyses of the specific types and square footage of retail shops, restaurants, and professional offices that could be supported downtown will be completed in subsequent phases of this Village Center planning process as various concepts begin to emerge.

# Residential Market

## Wilmette Housing Stock

The housing stock in Wilmette consists primarily of attractive single homes built prior to 1960. As shown in Table 15, 77% of the units in the Village are single family detached, with another 4.8% single family attached (townhouses).

Wilmette does have an inventory of larger multi-family residential buildings. The 1,105 units contained in buildings with 20+ units are mostly located in seven high-rise buildings along Sheridan Road across from Plaza Del Lago. This triangular area, once known as No Man's Land, was annexed by Wilmette in 1942 and zoned for high-rises. The apartments were constructed beginning in the 1960s and later converted to condominiums.

**Table 15. Housing Stock Characteristics**

	<u>Wilmette</u>		<u>Village Center</u>	
	2000	2009	2000	2009
Total Housing Units	10,319	10,347	370	386
Occupied	10,039	9,722	356	357
Owner	8,712	8,099	240	238
Renter	1,327	1,623	116	119
Vacant	280	625	14	29

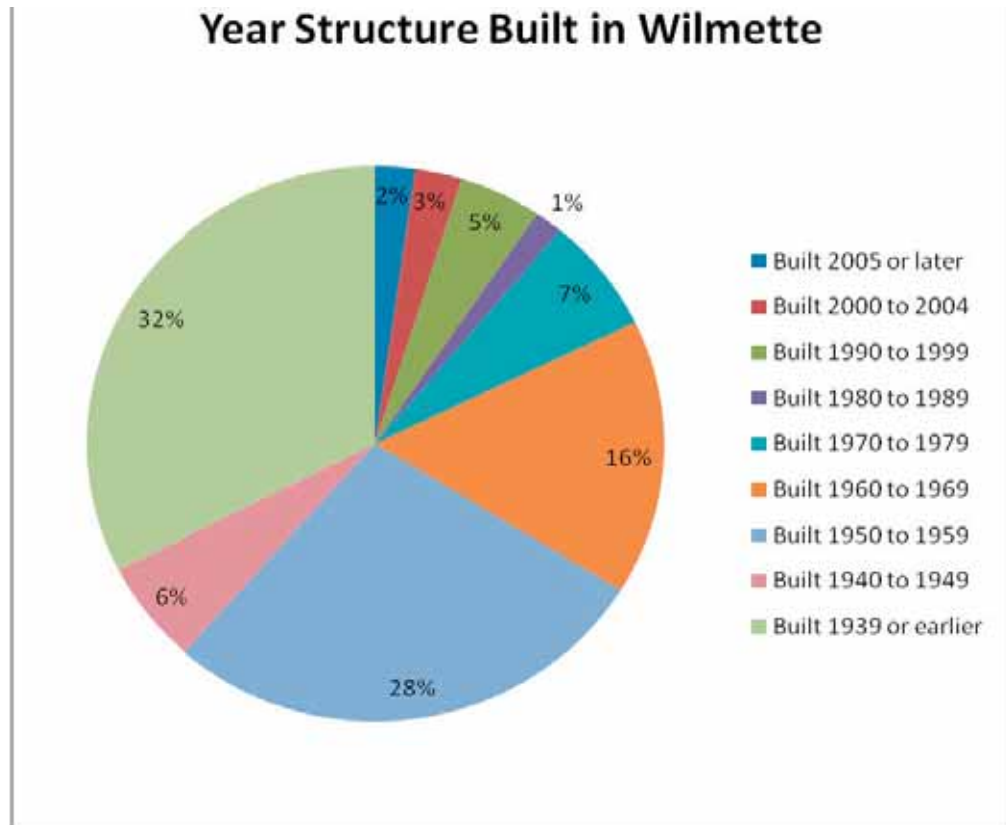
  

<b>UNITS IN STRUCTURE</b>	<b>Units</b>	<b>Percent %</b>
<b>Total housing units</b>	<b>10,574</b>	
1-unit, detached	8,188	77.4%
1-unit, attached	508	4.8%
2 units	175	1.7%
3 or 4 units	136	1.3%
5 to 9 units	253	2.4%
10 to 19 units	209	2.0%
20 or more units	1,105	10.5%

*Source: US Census American, ESRI Business Analyst*

As shown in Table 16, approximately a third of Wilmette’s housing stock was built prior to 1939, and another third was completed between World War II and 1960. With minimal land available for new development, most of the recent residential construction in Wilmette has been redevelopment of infill sites. An estimated 5% of the housing stock, or 512 single-family units, have been constructed since 2000.

Table 16. Housing Stock Age



Source: US Census American Fact Finder

**NEW HOUSING PERMITS**

Unlike other communities that encouraged condominium development in their downtowns, Wilmette has not built any multi-family units in the past decade. Table 17 compares multi-family building permits from 2000 to 2008 in 11 transit-served communities. Palatine has been the most aggressive, permitting 1,299 units as they essentially rebuilt their downtown. Glenview’s total reflects the multi-family units built in The Glen. Most of the other communities in this sample permitted between 50 and 175 units, which represent several mid-rise buildings.

# Village Center Master Plan

## Section 4: Real Estate Market

**Table 17. Recent Permit Activity**

<b>New Multifamily Building Permits</b>										
	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>TOTAL</b>
<b>Palatine</b>	36	109	175	118	455	223	127	56	0	1,299
<b>Glenview</b>	39	338	215	0	0	144	0	0	35	771
<b>Mount Prospect</b>	8	65	72	70	0	72	0	0	0	287
<b>Barrington</b>	30	0	0	0	18	51	69	7	0	175
<b>Park Ridge</b>	0	3	0	20	0	0	35	114	0	172
<b>La Grange</b>	0	32	85	2	0	2	0	0	0	121
<b>Deerfield</b>	61	0	40	4	0	0	0	0	0	105
<b>Downers Grove</b>	40	12	0	0	0	0	0	4	0	56
<b>Lake Forest</b>	0	0	0	0	0	0	0	45	5	50
<b>Hinsdale</b>	0	0	0	3	4	0	0	0	0	7
<b>Wilmette</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>TOTAL</b>	214	559	587	217	477	492	231	226	40	3,043

*Source: U.S. Census Bureau Censtats Database*

### **MULTIPLE LISTING SERVICE DATA**

Home prices in Wilmette and neighboring suburbs peaked in 2007 and then began to fall as the country entered into a recession. As shown in Table 18, the median price for homes in Wilmette sold through the Multiple Listing Service in 2007 was \$812,500. By 2009, the median had fallen 19% to \$658,100. Within this survey of 11 communities, Kenilworth and Winnetka have the highest median price at \$1.1 million, and Morton Grove has the lowest at \$257,500.

Table 19 shows a significant decrease in the number of single family homes that sold in these communities since 2003. In that year, Realtors sold 435 single family homes in Wilmette. In 2009, that number had fallen to 214, a decrease of more than 50%. A number of these communities have experienced a recent upturn in the number of existing homes sold in 2009, perhaps reflecting the beginning of a recovery in the housing market.

These indicators of activity in the single family housing market are directly relevant to future development of multi-family units in the Village Center. Downsizing empty-nesters will need to have some confidence that they can sell their homes for a good price before they will consider moving.

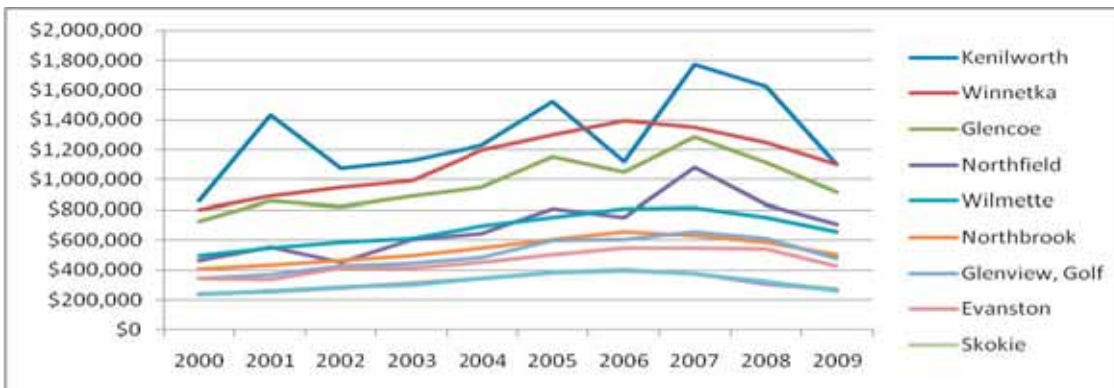


Table 18. Median Home Prices

Single Family Detached Home Median Prices

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Kenilworth	\$862,450	\$1,432,500	\$1,076,500	\$1,126,000	\$1,228,500	\$1,524,500	\$1,120,000	\$1,772,500	\$1,625,000	\$1,100,000
Winnetka	\$800,000	\$891,000	\$950,000	\$992,500	\$1,200,000	\$1,297,500	\$1,394,000	\$1,350,000	\$1,250,000	\$1,100,000
Glencoe	\$725,000	\$860,000	\$818,500	\$894,000	\$950,000	\$1,150,000	\$1,051,250	\$1,287,500	\$1,112,500	\$915,000
Northfield	\$463,975	\$555,750	\$450,000	\$605,000	\$645,000	\$807,500	\$750,000	\$1,085,000	\$832,500	\$707,500
Wilmette	\$495,000	\$547,000	\$585,000	\$608,000	\$695,500	\$749,900	\$810,000	\$812,500	\$748,500	\$658,100
Northbrook	\$404,500	\$431,500	\$465,000	\$496,250	\$550,000	\$604,250	\$655,000	\$630,000	\$583,750	\$500,000
Glenview, Golf	\$345,925	\$370,000	\$425,000	\$447,500	\$485,000	\$597,000	\$606,500	\$652,500	\$610,000	\$476,500
Evanston	\$344,000	\$335,000	\$415,000	\$412,500	\$450,000	\$500,000	\$550,000	\$550,000	\$543,500	\$424,375
Skokie	\$234,000	\$262,000	\$285,000	\$312,500	\$340,650	\$386,000	\$400,000	\$375,000	\$318,250	\$272,500
Niles	\$240,000	\$255,000	\$278,000	\$312,000	\$340,000	\$382,500	\$400,000	\$377,500	\$305,000	\$265,000
Morton Grove	\$237,000	\$260,000	\$285,000	\$300,000	\$340,000	\$380,500	\$395,000	\$375,000	\$327,000	\$257,500

Source: Midwest Real Estate Data



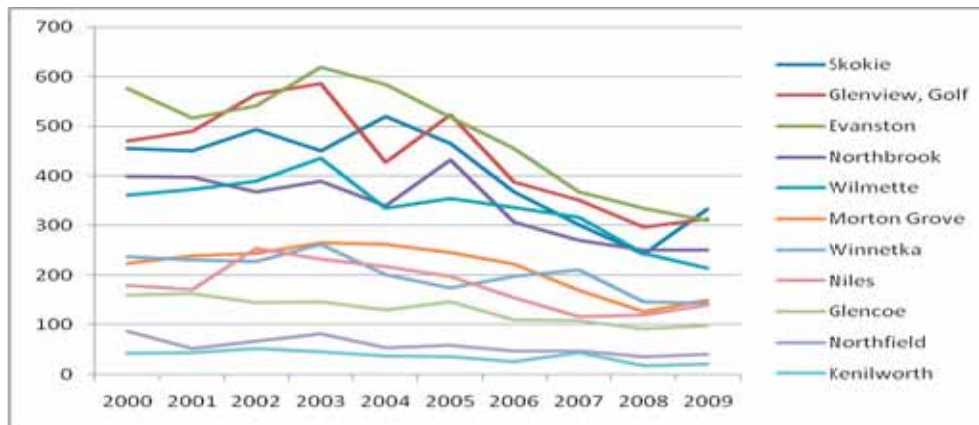
# Village Center Master Plan

## Section 4: Real Estate Market

**Table 19. Number of Homes Sold**

Sales of Single Family Detached Homes											
	2000 Census SF Detached Units	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Skokie	13,834	455	451	493	450	520	465	368	301	242	333
Glenview, Golf	10,626	470	491	565	586	427	524	387	352	297	314
Evanston	9,799	577	517	541	619	584	519	455	368	334	310
Northbrook	9,578	400	398	368	390	340	432	307	270	251	251
Wilmette	8,017	361	373	389	435	335	355	337	316	244	214
Morton Grove	6,962	224	238	243	265	262	246	222	169	127	150
Winnetka	3,709	237	231	228	262	201	175	197	210	147	143
Niles	6,567	179	171	254	232	218	197	155	117	119	139
Glencoe	2,831	159	163	144	146	129	147	110	108	92	99
Northfield	1,603	86	52	67	81	53	58	47	47	35	40
Kenilworth	779	42	44	52	46	37	36	25	43	18	21

Source: Midwest Real Estate Data; ESRI Business Analyst



### Multi-Family Housing Options

An estimated 386 housing units are located within the boundaries of the Village Center, 357 of which are occupied. Of that total, two-thirds are owner-occupied and one third is renter-occupied.

Two modest-sized condominium developments were built in the Village Center in the late 1990s, adding 80 units to the downtown. As shown in Table 20, Optima Center is the larger of the two developments with 54 units. According to the head of the Optima Homeowner's Association, residents include a mix of downsizing empty nester households and younger working households. The Verona is a smaller project with lower price points than Optima Center.

**Table 20. Optima & Verona**

#### Wilmette Village Center Condominium Developments



#### **Optima Center**

705 11th St, Wilmette IL

Total Units: 54

Median Sale Price: \$207,500

Year Built: 1999

Developer: Optima, Inc.

# Village Center Master Plan

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## Section 4: Real Estate Market



### **Verona**

1107 Greenleaf Ave, Wilmette IL

Total Units: 26

Median Sale: \$99,000

Year Built: 1998

Developer: Cyrus Homes

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*Source: Goodman Williams Group, Chicago.  
Blockshopper.com*

### **SENIOR HOUSING**

Senior households in Wilmette who want to move out of their single family homes, yet stay in the community, have several options. Mallinckrodt in the Park is the conversion of the Italian Renaissance-style former convent and college building into senior housing. Located at 1041 Ridge Road, the 81-unit project was redeveloped in 2005. Absorption has been slow, and the property is currently in foreclosure. Although not age-restricted, many seniors are living in the high-rises on Sheridan Road.

### Overall Residential Opportunities

Future multi-family housing in the Village Center could serve a number of different segments of the market. Table 21 provides 2009 estimates of Wilmette households by income and age of householder, which helps to quantify the size of these potential demand segments.

- **Senior households 65 and older.** Wilmette has nearly 3,000 senior households. Their annual incomes are fairly evenly distributed across the spectrum, with a median annual income of \$78,347. Affordable housing for seniors, as well as projects targeting more affluent older households, are possibilities.
- **Downsizing households age 55 to 64.** More than 2,100 households are in this age bracket. Their willingness to move and the type of unit they might purchase would depend on the ease with which they could sell their existing homes at attractive prices.
- **Divorced parents or single-parent households.** For households with one or more children, the outstanding schools in Wilmette are a draw.
- **Younger working households age 25-35.** Individuals or couples who grew up in Wilmette or have family nearby, and perhaps are hoping eventually to buy a house in the community, might find a location near the train station appealing. Currently, the number of Wilmette households in this age segment is small (537) and many of them have limited incomes.

A variety of types of housing would be appropriate in Village Center, including both elevator buildings and attached townhomes or rowhouses. Both rental and for-sale product could be included. Decisions on acceptable building heights and densities in various Village Center locations will allow a more detailed analyses to be completed in the next phase of the planning process.



# Village Center Master Plan

## Section 4: Real Estate Market

**Table 21. Wilmette Households by Income & Age**

	2009 Households by Income and Age of Householder						
	Age < 25	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+
Household Income Base	174	537	1,347	2,592	2,130	1,328	1,614
<\$15,000	18	13	35	34	43	71	131
\$15,000 - \$24,999	2	6	12	34	37	49	137
\$25,000 - \$34,999	9	11	28	49	28	82	125
\$35,000 - \$49,999	25	73	39	113	216	96	121
\$50,000 - \$74,999	18	62	129	320	345	164	247
\$75,000 - \$99,999	26	91	160	355	343	156	261
\$100,000 - \$149,999	18	105	249	396	427	192	175
\$150,000 - \$199,999	10	48	232	512	239	174	56
\$200,000 - \$249,999	11	29	293	499	208	70	77
\$250,000 - \$499,999	27	73	129	211	192	208	209
\$500,000 +	10	26	41	69	52	66	75
Median Household Income	\$87,620	\$104,022	\$153,376	\$149,124	\$104,178	\$108,996	\$78,347
Average Household Income	\$165,200	\$166,960	\$179,152	\$169,467	\$147,152	\$172,744	\$142,739

Source: ESRI Business Analyst

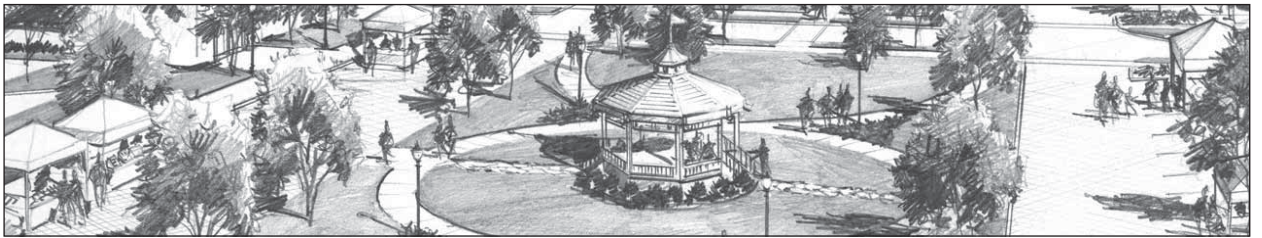
### Preliminary Opportunities

Based on this preliminary market analysis and recent demographic, economic, and market trends report there are a number of commercial and residential opportunities that could be captured in the Village Center. On the commercial side, the Village Center will remain primarily a center for neighborhood goods and services. While recognizing the competition from other commercial districts within and outside of Wilmette, additional establishments in a number of retail categories are possible. These include: home furnishings, specialty food, apparel and accessories, and gifts, among others. Households living nearby could support additional full-service restaurants, limited-service restaurants, and bars. These establishments could bring new energy into the district and support other uses, including the Wilmette Theater.

The Village Center is an attractive location for professional service firms. Additional upper-floor space that could accommodate attorneys, investment advisors, tutoring services, and doctors would be appropriate, and would bring more people into the downtown.

Future multi-family housing in the Village Center could serve a number of different segments of the market, including senior households, downsizing “empty nesters,” divorced or single-parent households with children in the local schools, and younger working households. A variety of types of residential buildings would be appropriate in Village Center, including both elevator buildings and attached townhomes or rowhouses.

Each of these development opportunities will be analyzed in further detail as the planning process moves forward and development concepts are explored.



# MASTER PLAN



### A New Vision

The Master Plan provides a vision for how the Village Center can be enhanced and transitioned into a more vibrant, mixed-use, transit-supported commercial district that includes a variety of new residential, retail, office, service, civic and institutional uses. The fundamentals of this Master Plan are based on balancing preservation of the existing community character with appropriate new development that supports an active, sustainable Village Center.

The following fundamental principles were outlined and built upon through community participation, further defined by the Planning Advisory Committee and were used in the development of the Master Plan:

- Provide a range of higher density multi-family residential opportunities that support current and future resident lifestyle needs.
- Maintain a balanced retail environment and shopping experience consisting of small independent shops, retailers and restaurants along with national retail operations.
- Provide a well-integrated and designed strategy for increased density that buffers and has little impact on adjacent traditional single-family neighborhoods.
- Enhance and support the needs of key Village Center civic institutions.
- Provide efficient, effective and safe transportation, transit connections and pedestrian linkages, as well as increase transit access and usage.
- Provide for continued streetscape and open space improvements and additions through a coordinated plan.
- Promote and support on-going property owner reinvestment in Village Center properties.
- Develop a regulatory framework and process that provides a clear definition of the Village's vision and creates predictability in the development process.
- Define a clear boundary for the Village Center that ties both sides of Green Bay Road into a unified, cohesive district.
- Foster a leadership environment that supports Village Center redevelopment as a major community asset and outlines key steps for achieving a phased implementation of goals.
- Work to advance the goals of the Village's 2004 Affordable Housing Plan as new development occurs.

*The success of the Village Center Master Plan relies upon fostering a leadership environment that recognizes the Village Center as an asset and outlines key steps for realizing the vision.*



## Goals and Objectives

The following overarching goals represent the “big picture” guidelines as derived from the planning process, while the objectives are more specific elements that the Master Plan has addressed.

### **Goal: Land Use Mix/Capacities**

**Attract a range of sustainable land uses and development patterns more consistent with the transit supported nature, existing infrastructure capacities and community character in order to achieve a critical mass of energy and market activity that will support existing and future businesses and mixed-use redevelopment in the Village Center.**

#### **MASTER PLAN OBJECTIVES**

- Encourage a variety of transit-oriented multi-family housing product types and price points that supports current and future resident lifestyle needs.
- Promote development/redevelopment of vacant, underutilized and inefficient properties within the Village Center.
- Discourage “mall-style” big box retail, drive-through retail and auto-dominated stores/services along Green Bay Road.
- Encourage the formation of a continuous first floor retail frontage along the Green Bay Road Corridor and, where achievable, along Central and Wilmette Avenues.
- Encourage taller building structures up to 5 stories in core Village Center areas as defined in the Master Plan.
- Provide for a variety of public and private open spaces and streetscape environments that improve the physical appearance of the Village Center and Green Bay Road Corridor.
- Incorporate a landmark public space on the Green Bay Road/Central/Wilmette block as part of an overall redevelopment.
- Provide for well-designed, low-maintenance public spaces that incorporate environmentally sustainable strategies.

### **Goal: Market Position, Promotion and Support**

**Create a vibrant and economically sustainable Village Center that serves the needs of area residents, business owners, employees and visitors.**

#### **MASTER PLAN OBJECTIVES**

- Establish the Village Center Master Plan as the key economic development tool and framework necessary for the Village to follow as a guide.
- Increase the Village Center's recognition as a desirable opportunity to live, shop and recreate.
- Increase the Village Center's recognition as a desirable opportunity to develop and improve properties.
- Set the stage for high-quality development that preserves and enhances Wilmette's character.
- Create a distinct identity and brand for the Village Center.
- Promote a mixed-use commercial environment that supports current and future business needs and growth.

### **Goal: Transportation, Traffic and Parking**

**Maximize and improve upon the Village Center's transit-oriented nature by coordinating traffic and parking efficiency, while establishing safer and more efficient pedestrian and bicycle linkages.**

#### **MASTER PLAN OBJECTIVES**

- Enhance current and future transit access/drop-off and support facilities.
- Maintain safe levels of service for all Village Center streets and intersections.
- Improve upon current regional traffic patterns and circulation.
- Create safer pedestrian and bicycle crossings at Green Bay Road intersections.
- Enhance linkages, amenities and safety to the Green Bay Trail, as well as local and regional bike connections throughout the Village.

- Ensure new development integrates a safe, well-signed Green Bay Trail connection through the Village Center.
- Provide continuous improved streetscape and sidewalk connections on both sides of Green Bay Road.
- Create safer and better-signed linkages to the train station and Village Center.
- Facilitate regional and local access to the Village Center with a comprehensive wayfinding and signage program.
- Develop a shared parking strategy for commuters, existing and new businesses and residential development.
- Provide an appropriate definable quantity of public and private parking spaces in both off-street and on-street surface lots or structured parking facilities.
- Identify traffic management improvements to support new development capacities.
- Provide for future transit parking needs based on Metra projections.
- Work with Union Pacific/Metra to identify track crossing safety and mobility enhancements.
- Identify street parking inefficiencies and improvements.

### Master Plan Components

The Village Center Master Plan delineates conceptual building massing, parking layouts and site design to illustrate how the area could be developed in a comprehensive, coordinated manner. Actual building locations, heights and densities, as well as landscaping and parking layouts will vary as property owners, business owners and developers generate more detailed site plans.

The following is a more specific description of the individual development components depicted in the Master Plan. (Also see Figure 5.1: Master Plan).

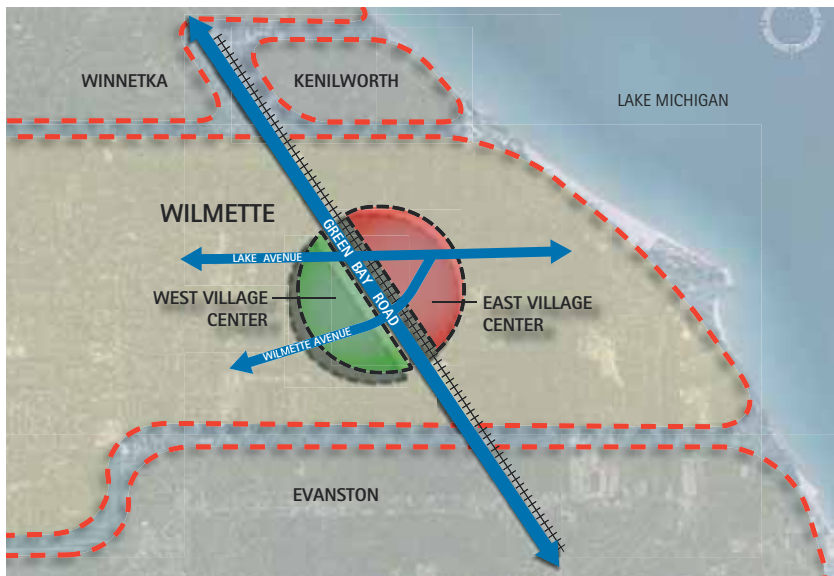
#### Green Bay Road Corridor

Green Bay Road is a regional north/south corridor that links several North Shore communities, including Lake Forest, Highwood, Highland Park, Glencoe, Winnetka, Kenilworth, Wilmette and Evanston. For many of these communities, it serves as the “main street” and center of commercial and civic activity. For Wilmette, Green Bay Road bisects the Village Center and is seen as a barrier to connecting the two halves.

The Green Bay Road Corridor is the most highly traveled and visible portion of the Village Center. As previously discussed in Section 3: Transportation, an average of 17,600 cars per day pass through the section of Green Bay Road from Lake Street to Linden Avenue. The west side of Green Bay Road contains a large number of current and potential development opportunity sites, including vacant parcels, inefficient land uses and site development patterns and older, dated buildings. This portion of Green Bay Road is characterized by an auto-oriented physical environment that, as noted previously, fails to create the continuity and feel of a Village Center west of the tracks.

**THE VILLAGE CENTER MASTER PLAN INCLUDES:**

- New Commercial Space: 95,000 square feet
- New Office Space: 29,000 square feet
- Residential Units: 328
- Parking Structure: 425 spaces
- Maximum Building Height: 5 Stories
- Streetscape, open space & pedestrian safety enhancements



The Village Center Master Plan envisions a Green Bay Road Corridor that helps “bridge this gap” by providing:

- New opportunities for higher density multi-family residential housing.
- A commercial/retail environment with larger, more flexible development sites conducive to a mix of new restaurants, national retailers, larger format retailers and local shops.
- An improved streetscape with safer pedestrian amenities and crossings.
- A large public open space for festivals, markets and other civic functions.
- A shared parking structure that reduces the need for large areas of surface parking and supports a variety of users, including the Wilmette Public Library and Post Office.

As shown in the graphic below, the Green Bay Road Corridor is generally comprised of three redevelopment sites/blocks, including:

- **Ford Site/Block (611 Green Bay Road)**
- **Imperial Motors Block**
- **Green Bay Road South Block**



*The Green Bay Road Corridor development opportunity sites include the Ford Site/Block, Imperial Motors Block and Green Bay Road South Block.*











**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

**A 3-STORY PARKING DECK (425 SPACES)**

Underground level: 140 spaces  
 4 levels: 285 spaces (75/level)

Retail: 84 spaces

Post Office: 43 spaces

Library: 75 spaces

Metra: 173 spaces

Additional: 50 spaces

**B 5-STORY MIXED-USE**

1st floor: 15,000 sf retail

2nd-5th floor: 50 residential units

63 below grade parking spaces

**C 5-STORY MIXED-USE**

1st floor: 10,500 sf retail

20 indoor parking spaces

2nd-5th floor: 75 residential units

74 below grade parking spaces

**D COMMON GREEN SPACE**

- Potential Band Shell/Pavilion

- Event Space

- Diagonal Parking: 52 spaces (Library)

- Diagonal Parking: 18 spaces (Shared)

**E GREEN BAY ROAD STREETSCAPE**

- 10-foot wide sidewalk on east side

- Decorative walls, fencing and landscaping

- 10-foot wide sidewalk along tracks

- Improved crosswalks and paving at key intersections

Village of Wilmette, Illinois

**Village Center Master Plan**

Figure 5.2: Ford Site/Block Master Plan

\* Unit number based on 1,000 sf unit sizes

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THE LAKOTA GROUP, INC.

**GEWALT HAMILTON**  
 ARCHITECTS, INC.

**COCKMAN WILLIAMS**  
 GROUP

**duncan** associates

PLANNING ARCHITECTS

0' 50' 100'



# Village Center Master Plan

## Section 5: Master Plan

### FORD SITE/BLOCK (611 GREEN BAY ROAD)

The Ford Site/Block was one of three key redevelopment sites targeted by both the Urban Land Institute (ULI) study and by the Village Center Master Plan study. Throughout this planning process it was largely considered the key development opportunity due to its central location, size, visibility, large amount of vacant property and civic presence. Of all the study area sites, this block provides the best opportunity to psychologically connect both halves of the Village Center. Furthermore, its proximity to the train station, two main Village Center signalized intersections, and existing civic uses, provides an opportunity for a new catalytic mixed-use transit-oriented development.



*Bird's eye view of the Ford Site/Block*

For this block, the Master Plan envisions two new 5-story mixed-use buildings placed along Green Bay Road anchoring both Wilmette and Central Avenues, a civic/multi-purpose parking structure and a landmark commons or open space integrated with the existing civic uses of the Library and Post Office on the west. (Also see Figure 5.2: Ford Site/Block Master Plan, Figure 5.3: Ford Block Redevelopment Concept and Figure 5.4: Ford Block Community Open Space Concept).

The Plan depicts the Green Bay Road frontage consisting of an articulated “street wall” of two mixed-use buildings bisected by a central plaza/green space that allows pedestrian movement to the interior of the block. The northern mixed-use building would consist of approximately 15,000 square feet of retail space on the first floor and 50 multi-family residential units on floors two through five. The larger building on the south would locate 10,500 square feet of retail along Green Bay Road and the corner of Wilmette Avenue with the portion of the building along Wilmette Avenue transitioning into a multi-family residential use. The upper stories of this building would contain approximately 75 residential apartments or condominiums. Resident parking for both mixed-use buildings would be provided in covered at-grade parking or below-grade parking at a minimum of 1.25 cars per unit.



*Mixed-use buildings should be articulated to create visual interest along Green Bay Road.*

A 3-story (4 level) parking structure would contain approximately 425 spaces and is shown located along Central Avenue east of the existing Post Office. Pedestrian access and circulation for this structure would occur on both the Central Avenue frontage, as well as internal to the block in the commons area. This structure would accommodate shared parking for the Library, Post Office, new retail uses and an additional 173 Metra commuter parking spaces (to cover Metra projections and any parking spaces lost due to development at the Union Pacific lot). The structure's location and integration within this development was based on its close proximity and visibility to the train station, as well as the notion that Central Avenue west of Green Bay Road is not a feasible retail location. The structure respects the surrounding residential



*Parking structures should be integrated with building architecture and respect the community's character.*





*A Village commons is envisioned for the Ford Site/Block.*

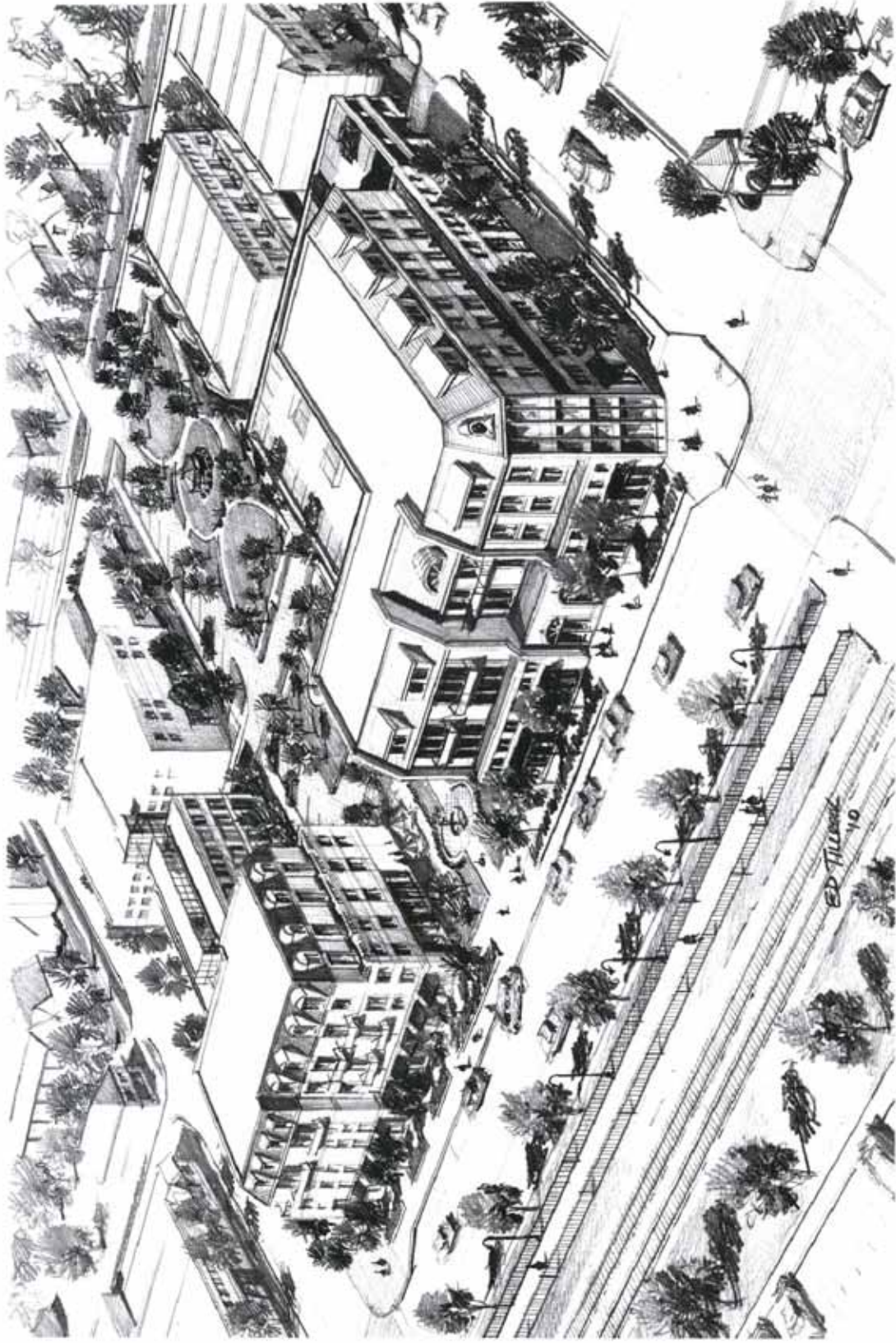
neighborhood by using the existing Post Office site as a transitional land use buffer to the residential neighborhood along Park Avenue. Multiple vehicular access points are provided to the redevelopment and parking structure from Central, Wilmette and Park Avenues, thus distributing traffic movements and loads to a variety of streets. To activate the frontage along Central, the deck could also potentially incorporate small service commercial space on the ground level.

After receiving correspondence from the Library Board regarding the “preferred” Green Bay Road concept, a revised plan was developed for the interior of the block to balance community needs with those of the Library. This area is envisioned as a large open green space or Village commons, ringed by a decoratively paved, one-way service drive, as well as 70 diagonal parking spaces, 52 of which would be dedicated to Library patrons, with the remaining spaces supporting retail and the Post Office. This signature space would be an ideal location to hold large events, seasonal festivals or markets. Potential elements of the commons may include a small shelter or pavilion, open space for Library programs, a water feature and multiple passive seating areas. The driveways and parking areas would ideally consist of brick or concrete pavers, providing the park with a more pedestrian feel and “European character.”

Additionally, 14 diagonal parking spaces are defined along Central Avenue, as well as 11 restricted time parallel spaces on Green Bay Road, to support quick trips to the Post Office and shops.



*Conceptual three-dimensional building and site massing studies for the Ford Site/Block.*



Village of Wilmette, Illinois

## Village Center Master Plan

Figure 5.3: Ford Block Redevelopment Concept - View Looking Southwest

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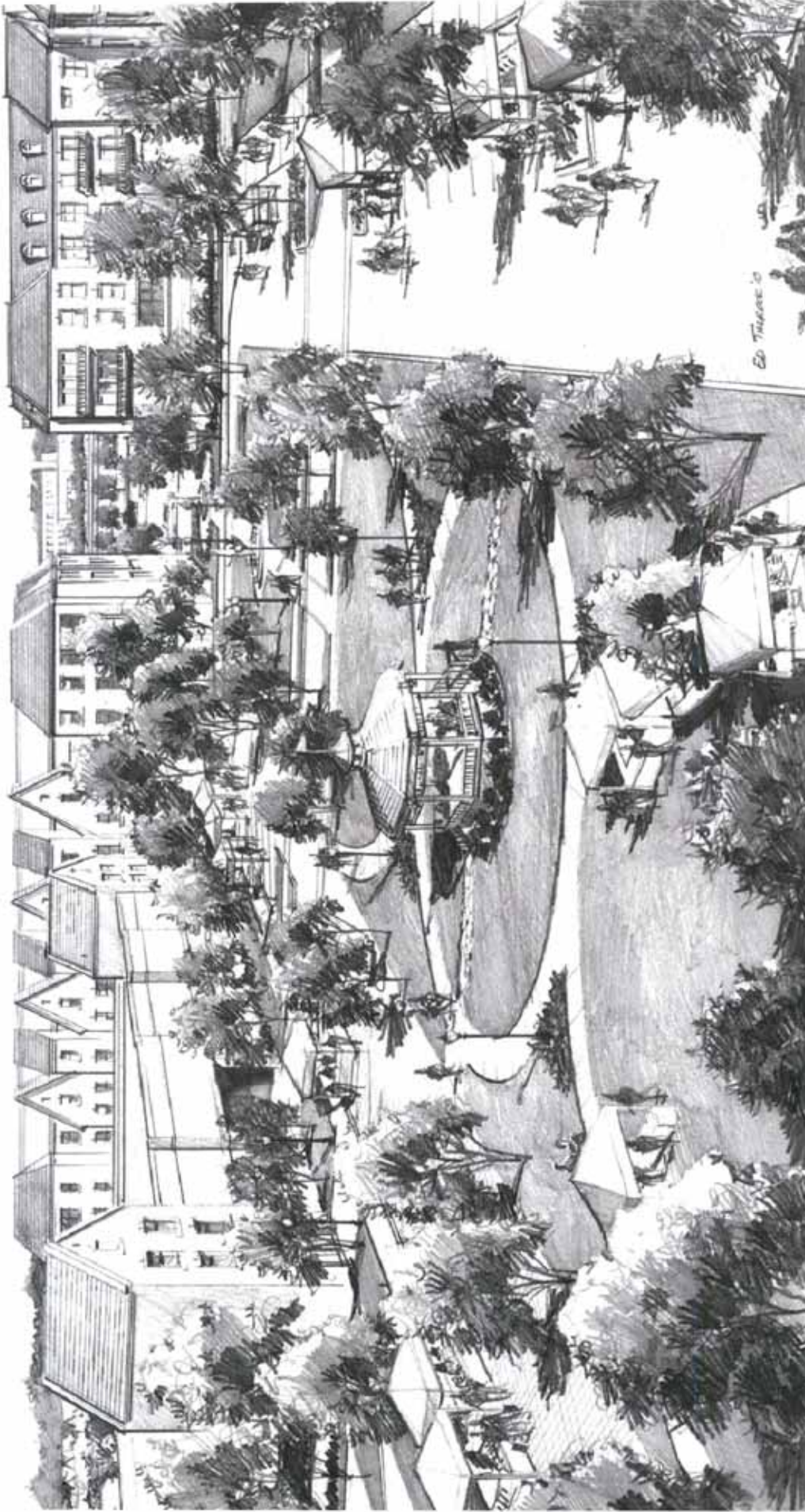
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CORRIGAN O'NEILL  
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Village of Wilmette, Illinois

## Village Center Master Plan

Figure 5.4: Ford Block Community Open Space Concept - View Looking East

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REAL ESTATE ADVISORS





# Village Center Master Plan

## Section 5: Master Plan

### IMPERIAL MOTORS BLOCK

The Imperial Motors Block is defined by the area west of Green Bay Road between Central and Washington Avenues, including the property north of Washington Avenue and south of Walgreens. Currently, this block contains Imperials Motors Jaguar, Starbucks, Premier Bank, Redefined Fitness and a multi-user office building fronting Washington Avenue. It is predominantly an auto-oriented block with multiple vehicular curb cuts and unscreened parking adjacent to the sidewalk. As with all Green Bay Road properties, the block is served by a rear-loaded alley, which separates it from the adjacent single-family neighborhood to the west.



*Bird's eye view of the Imperial Motors Block.*

Redevelopment on this block strives to maintain the existing character of the Imperial Motors building by preserving its architecturally significant façade. In addition to the Jaguar dealership and auto service, the property also contains a very active Starbucks coffee shop. Existing first floor commercial in the dealership totals about 15,000 square feet, which would provide a good opportunity for adaptive reuse as a new larger format retailer, such as a specialty grocery store, or divided into several smaller retail spaces. (See Figure 5.5: Imperial Motors Block Master Plan).

Stepped back behind the façade, a new 4-story residential building would be built above and behind the first floor façade, adding approximately 52 new multi-family apartment or condominium units. Parking for the residential units would be primarily below ground or covered first floor space. The site also accommodates ample access to off-street surface parking and service/loading areas.

South of the Imperial Motors building would be a new 2-story commercial/office building anchoring the northwest corner of Central Avenue and Green Bay Road. This development would add approximately 14,000 square feet of new commercial and 14,000 square new office space. The surface parking situated between these buildings would serve the commercial/retail and office uses for both buildings, and would be accessed from both the alley and from Green Bay Road. This shared surface parking lot contains 120 spaces.



*Buildings should frame the street along the Green Bay Road frontage.*

Two parcels of land north of Washington Avenue, one owned by Imperial Motors and the other by the existing Wilmette Auto Body shop, would be home to a 5,500 square foot commercial building that frames the corner of Washington Avenue and Green Bay Road, with parking located in the rear.

The Plan also envisions the parking lot for Starbucks on the southwest corner of Washington Avenue and Green Bay Road as a small corner plaza with outdoor seating opportunities. Replacement parking would be located in six new diagonal on-street parking spaces on the north side of Washington Avenue, as well as additional spaces located in the new parking lot behind the new commercial building to the north.



*The Plan shows a small corner plaza adjacent to Starbucks.*



*Bird's eye view of the Green Bay Road South Block.*

### GREEN BAY ROAD SOUTH BLOCK

The Green Bay Road South Block is an underdeveloped block between Wilmette and Linden Avenues that includes an array of older properties with a mix of land uses consisting of a convenience store, auto body shop, car wash, auto dealer and a Chinese restaurant. Two larger buildings to the south are home to long-time Village retailers: Garden House and Hedlund Marine. This area has an overabundance of unscreened surface parking and deteriorated physical conditions.

The Master Plan envisions replacing some or all of the existing auto-oriented service uses and parking lots with a more continuous street frontage of retail space at the ground level and upper floor multi-family residential options. A mixed-use building to the north would be 4 stories and would include ground floor parking for the residential units above. A total of 8,000 square feet of new retail space is shown, filling in the gap of existing commercial frontage north of Hedlund Marine and The Garden House.



Visitor and retail parking would be located in the rear of these properties with access off Green Bay Road and from the alley to the west. A significant landscape buffer would be implemented between the alley and the new development to reduce any visual impact on adjacent single-family homes. (See Figure 5.6: Green Bay Road South Block Master Plan).



*Examples of rear-loaded rowhomes.*

South of the Hedlund Marine property is the existing overflow parking lot for Jewel Foods. The Plan shows a new 2-story building with an additional 6,000 square feet of retail and 6,000 square feet of second floor office anchoring this otherwise underutilized corner. To the west, five rear-loaded rowhomes fronting Linden Avenue serve as a transition to the single-family homes to the west. The vehicular access for these rowhomes would be located from a shared drive at the alley.



*A 4-story mixed-use building is envisioned north of Hedlund Marine.*





**VILLAGE CENTER MASTER PLAN**  
SITE DATA

**A** **1-STORY RETAIL**  
5,500 *sf retail*  
27 parking spaces

**B** **CORNER PLAZA**  
Outdoor seating opportunities

**C** **5-STORY ADAPTIVE REUSE**  
Maintain existing building facade  
1st floor: Existing car dealer or  
15,000 *sf new retail*  
14 shared parking spaces  
2nd-5th floor: 52 *residential units*  
Below grade parking: 65 spaces

**D** **GREEN BAY STREETScape**  
- New mid-block crossing at train station with raised median/pedestrian refuge  
- Improved crosswalks and paving at key intersections  
- Decorative wall and landscape

**E** **SHARED SURFACE PARKING**  
120 *spaces*

**F** **2-STORY RETAIL/OFFICE**  
1st floor: 14,000 *sf retail*  
2nd floor: 14,000 *sf office*

\* Unit number based on 1,000 *sf* unit sizes



Village of Wilmette, Illinois  
**Village Center Master Plan**  
Figure 5.5: Imperial Motors Block Master Plan







**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

**A 4-STORY MIXED-USE**

- 1st floor: 8,000 sf retail
- 2nd-4th floors: 46 residential units\*
- 58 below grade parking spaces

**B SURFACE PARKING**  
 28 spaces

**C REHAB EXISTING RETAIL**

**D GREEN BAY STREETSCAPE**

- 10-foot wide sidewalk on east side of street
- Decorative walls, fencing and landscaping
- 10-foot wide sidewalk along tracks
- Improved crosswalks and paving at key intersections

**E 2-STORY RETAIL/OFFICE**

- 1st floor: 6,000 sf retail
- 2nd floor: 6,000 sf office

**F ROWHOMES**  
 5 units

**G VILLAGE CENTER DISTRICT GATEWAY**  
 - New district gateway element

\* Unit number based on 1,000 sf unit sizes



Village of Wilmette, Illinois

**Village Center Master Plan**

Figure 5.6: Green Bay Road South Block Master Plan

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 THE LAKOTA GROUP INC

GEWALT HAMILTON  
 ASSOCIATES, INC.

**duncan** ASSOCIATES  
 GOODMAN WILLIAMS  
 GROUP





# Village Center Master Plan

## Section 5: Master Plan

### East Village Center

The portion of the Village Center east of the tracks consists mostly of traditional 1, 2 and 3-story downtown mixed-use buildings. This area of the Village Center has generally retained the visual character consistent with traditional North Shore downtown districts and is dominated by an array of smaller independent retailers, restaurants, a community theater, services and second floor office space. Limited multi-family residential opportunities exist within the Village Center, the most recent of which was the Optima development in 1998. As noted earlier in the analysis, opportunities for newer residential options exist for a new transit-supported Village Center.

Due to the lack of available or vacant land, only two primary redevelopment sites are located east of the tracks: Chase Bank/Union Pacific Site and the Village Hall Site. Both of these larger development sites are ripe for redevelopment, since existing buildings located here do not fit the desired image of the Village Center. Although both sites currently have stable active uses, the Master Plan seeks to provide a framework for a future vision of these sites where more intense, dense development may be warranted due to their central locations adjacent to the train line and station.



*Bird's eye views the Chase Bank/UP Sites (above) and Village Hall Site (below).*



*The two development opportunity sites on the east side of the tracks: Chase Bank/UP Site and the Village Hall Site.*

### CHASE BANK/UNION PACIFIC SITE

This combined site adjacent to the train station is the largest target site identified by the ULI study and Village Center Master Plan process. It represents a significant opportunity to integrate higher density transit-oriented development within the Village Center with little impact on surrounding land uses. The Plan seeks to combine private property (Chase Bank site) with the Union Pacific land fronting Central Avenue.

The Plan envisions this site as a mix of retail, office and residential uses. The frontage on the north side of Central Avenue would contain two independent buildings replacing existing surface parking lots for the Chase Bank building and UP/Metra commuter parking. As a result of this plan, a continuous “street wall” would be created between the train tracks and 12th Street, closing a physical gap in the commercial frontage at the heart of the Village Center and reactivating this heavily traveled streetscape. In closing this frontage, careful attention should be paid to providing good access to the existing Green Bay Trail and Pace bus shelter. (See Figure 5.7: Chase Bank/Union Pacific Site Master Plan and Figure 5.8: Chase Bank/U.P. Block Redevelopment Concept).



*Conceptual three-dimensional building and site massing study for the Chase Bank/UP Site shows the idea of creating a continuous “street wall” along Central Avenue.*



*Example of a 1-story building that creates scale by adding height.*

The building adjacent to the tracks is shown as a 1-story 7,000 square foot retail use. Located solely on Union Pacific property, this building would require a reconfiguration of the south end of the existing commuter parking lot, resulting in the loss of 44 parking spaces, all of which would need to be relocated elsewhere in the Village Center. This building would have the potential to contain a new restaurant or include several smaller retail spaces. The feasibility of this concept relies upon the possibility of shared parking synergies of the Metra commuter lot, a relaxation of the existing Village parking standards, as well as the addition of 21 new on-street diagonal spaces on 12th Street.

# Village Center Master Plan

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## Section 5: Master Plan

Immediately east of the Green Bay Trail, along the northwest corner of Central Avenue and 12th Street a 2-story retail and office building is envisioned with 9,000 square feet on each floor. Located solely on the existing Chase Bank property, it would potentially be built as an “outlot” building while the Chase Bank building remains.

As a second phase to redeveloping this property, the Master Plan envisions a 5-story mixed-use building on the remainder of the Chase Bank property. The concept shows a new development fronting both 12th Street and Washington Court and creating a small park or plaza on the back side (west) adjacent to the Green Bay Trail. The first floor would contain approximately 5,000 square feet of commercial space oriented towards 12th Street, as well as indoor/underground parking for the residential units above. Access to parking would occur from both 12th Street and Washington Court. The upper floors would contain 100 multi-family residential units, bringing increased density to the east side of the Village Center to support shops and restaurants, while being directly adjacent to transit. A clearly defined residential entry/lobby would occur along 12th Street across from the apartments and bank on the east.

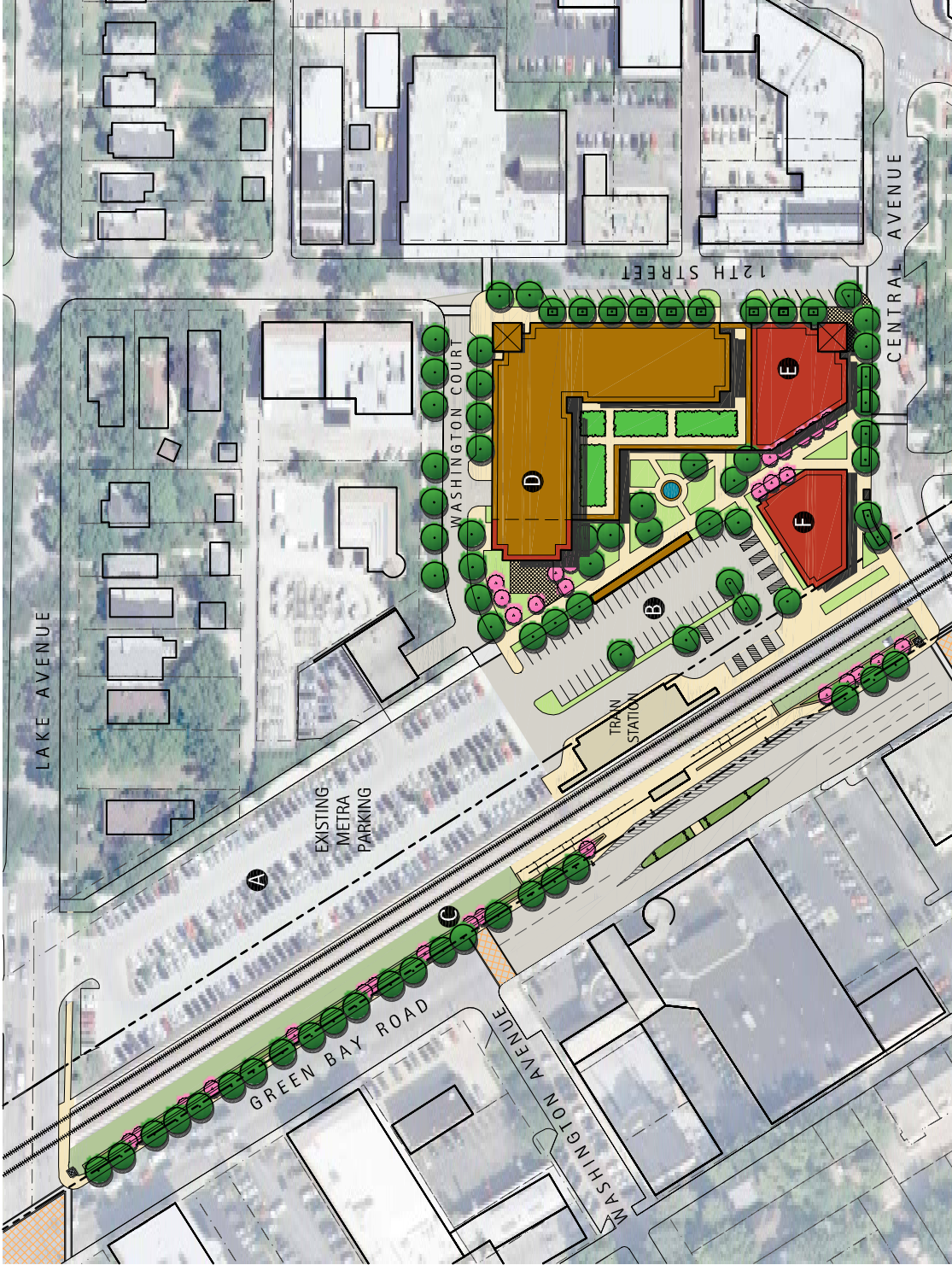
While the feasibility for implementing a 2-level parking structure on the current Union Pacific north lot was discussed at several workshops, the ultimate design and layout returned very little net increase in available parking spaces relative to the construction costs and restrictions placed by the Illinois Commerce Commission (ICC) for height, building setbacks and sight lines within this relatively narrow property. Therefore, more efficient and cost-effective solutions for providing additional commuter parking were explored.



*Closing the “gap” created by Chase Bank/commuter parking would enhance the pedestrian environment.*







**VILLAGE CENTER MASTER PLAN**  
SITE DATA

- A** EXISTING METRA PARKING  
209 parking spaces
- B** SURFACE PARKING  
51 parking spaces
- C** GREEN BAY ROAD STREETSCAPE
  - New sidewalk east of Green Bay Road
  - New mid-block crossing at train station with raised median/ pedestrian refuge
  - Improved crosswalks and paving at key intersections
  - Decorative wall and landscape

- D** 5-STORY MIXED-USE  
1st floor: 5,000 sf retail  
Indoor parking: 95 spaces  
2nd-5th floors: 100 residential units\*  
Below grade parking: 160 spaces

- E** 2-STORY RETAIL/OFFICE  
1st floor: 9,000 sf retail  
2nd floor: 9,000 sf office

- F** 1-STORY RETAIL  
7,000 sf

\* Unit number based on 1,000 sf unit sizes

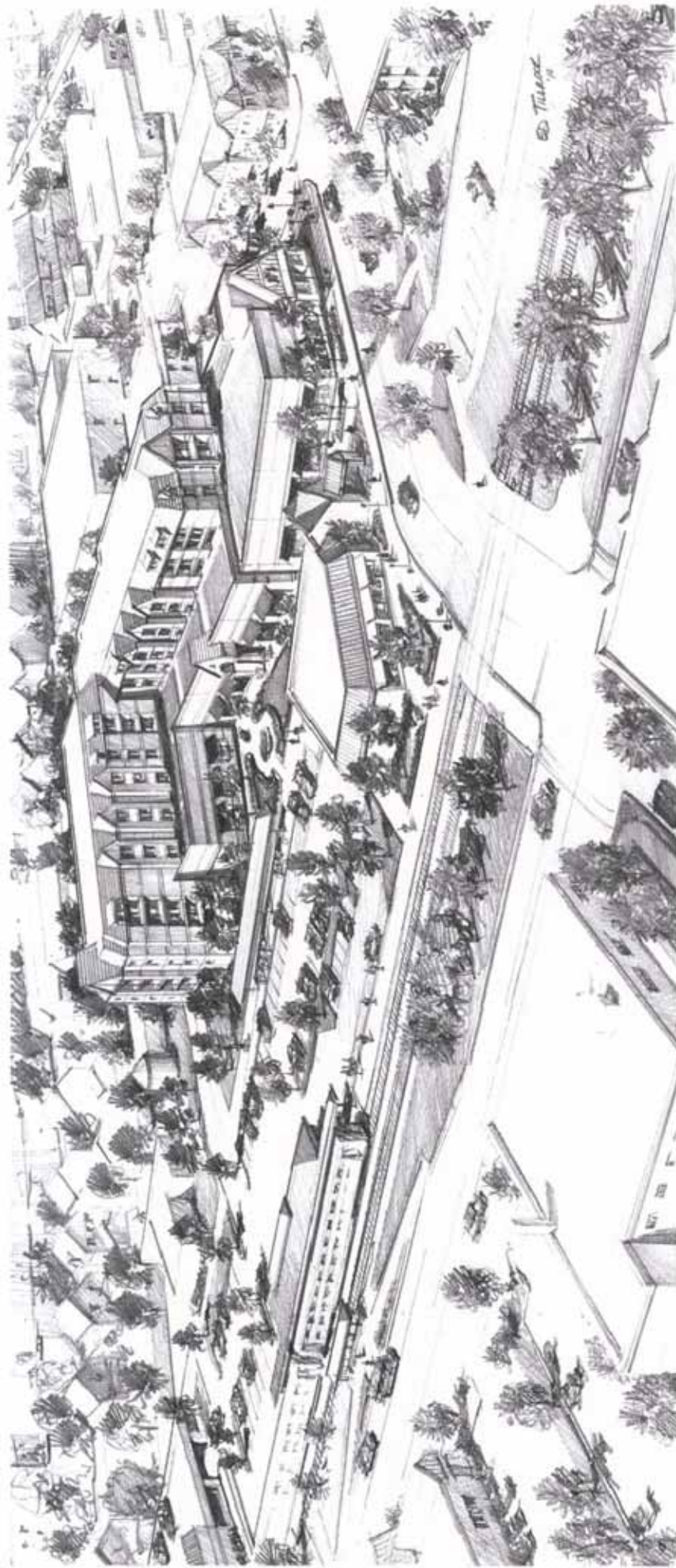
**METRA PARKING**  
Existing parking: 304 spaces  
Parking as shown: 260 spaces  
Net loss: 44 spaces



Village of Wilmette, Illinois  
**Village Center Master Plan**

Figure 5.7: Chase Bank/Union Pacific Site Master Plan





Village of Wilmette, Illinois

## Village Center Master Plan

Figure 5.8: Chase Bank/U.P. Block Redevelopment Concept - View Looking Northeast

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**duncan** ASSOCIATES

GOODMAN WILLIAMS  
— GUILTY —  
REAL ESTATE DEVELOPMENT





### VILLAGE HALL SITE



*A new Village Green could incorporate elements such as artwork, seating pockets, a water feature and areas for community interaction.*

The Village Hall Site—the symbolic heart of the Village Center—consists of an existing 2-story Village Hall facility with underground parking and surface parking along the west façade and train tracks. A triangular Village open space occurs on the east side of Village Hall along the corner of Wilmette and Central Avenues. The public open space was repeatedly described by participants at workshops and stakeholder interviews as a little used park due to sloped lawns, overgrown landscaping, limited seating, outdated appearance and poor visibility from the prime corner. It was also noted, however, that the existing Veterans’ memorial and fountain are important components to this space.

During the planning process, numerous redevelopment concepts were tested for this site in the event that the Village Hall moves to a new location in the future. Various scenarios addressed new mixed-use buildings, renovation of the existing Village Hall to add a third floor and new retail space to the first floor level. Additional concepts tested opening up and revamping the entire site above public parking.

Ultimately, the preferred direction was to preserve the existing 28,000 square foot facility and rehabilitate the existing public park as a new, vibrant focal point public space within the Village Center. (See Figure 5.9: Village Hall Site Master Plan and Figure 5.10: Village Green Concept).

The Master Plan depicts the reorganization and design of this park as a more open, inviting and vibrant gathering space with improved visual and physical connections to the surrounding retail buildings and streetscapes. A key element of the new green would include an enhanced Veterans’ memorial wall, which would serve as both a grade transitioning retaining wall to the Village Hall first floor, as well as a backdrop to a more level public open space and plaza that better addresses the intersection. The “new green” could potentially include a focal point water feature, low stone seat walls, grouped benches, areas for small seasonal kiosks/vendors and improved landscaping.

This concept envisions that the enhanced Village Green would blend into the intersection of Wilmette and Central Avenues with an improved streetscape theme including: unified paving, signage, lighting, planters and street furniture, thus creating a centerpiece and activity hub for the Village.

### ALTERNATE CONCEPTS

Alternate “preferred” concept plans were developed for each of the key target opportunity sites within the Village Center study area. These are provided to allow flexibility to the Master Plan and show options that may be feasible, but ultimately were not the preferred direction in the planning process. See Appendix A for these concept plans.







**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

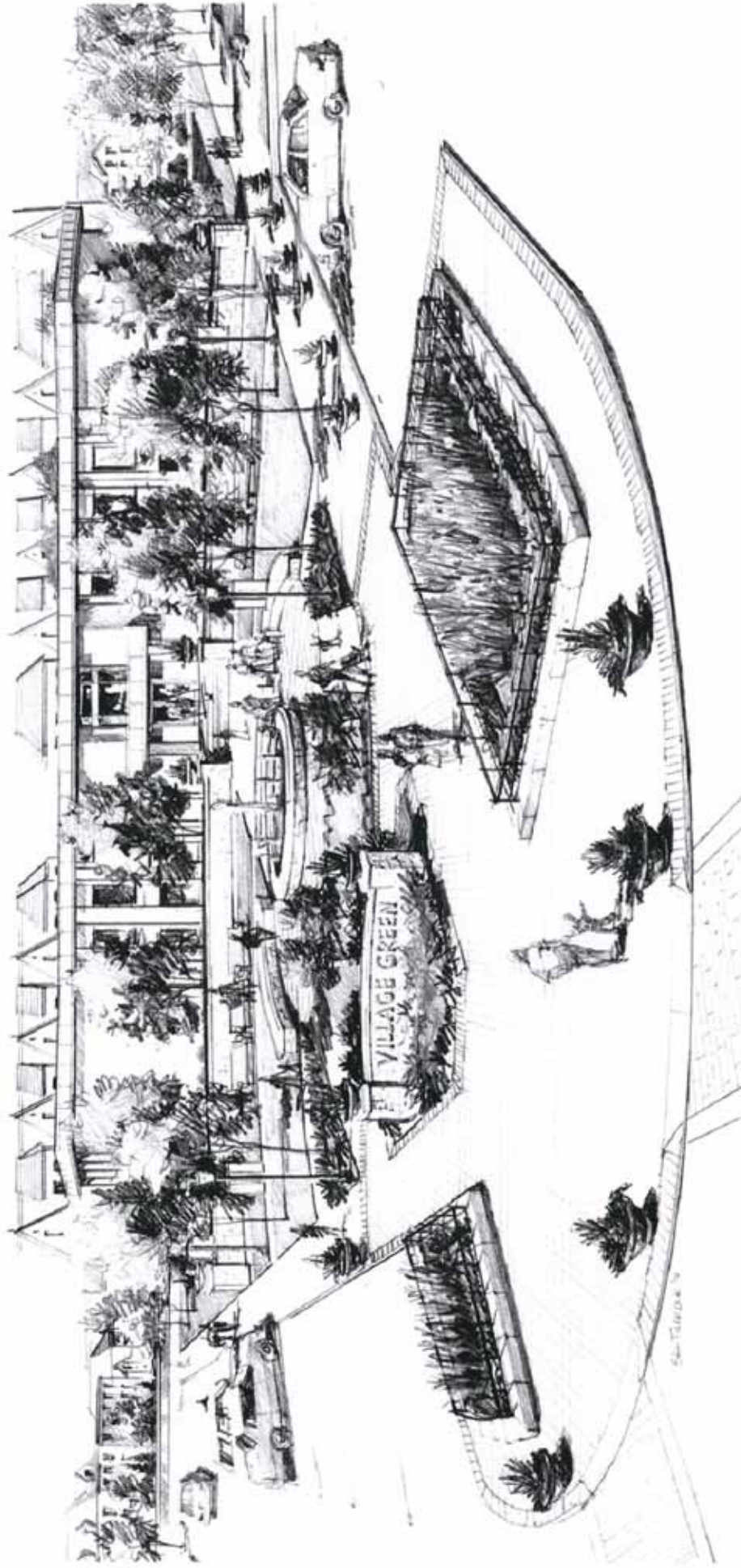
- A VILLAGE GREEN IMPROVEMENTS**
- New memorial wall
  - Benches
  - Seat walls
  - Water feature
  - Potential seasonal kiosks
  - Improved landscaping
  - New perimeter streetscapes
- B IMPROVEMENTS ALONG TRACKS**
- New landscaping including ornamental grasses and perennials



Village of Wilmette, Illinois  
**Village Center Master Plan**  
 Figure 5.9: Village Hall Site Master Plan







Village of Wilmette, Illinois

## Village Center Master Plan

Figure 5.10: Village Green Concept - View From Central/Wilmette Avenue Intersection

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THE LAKOTA GROUP, INC.

**duncan** ASSOCIATES

GEWALT HAMILTON  
ASSOCIATES, INC.

COCKRMAN WILLIAMS  
GROUP

2011 DESIGN PARTNERS





# Village Center Master Plan

## Section 5: Master Plan

### Streetscapes

The Village Center Master Plan envisions a safer, more pedestrian-friendly Green Bay Road—one that links or “bridges” the Village Center on both sides of this regional corridor. As noted previously in Section 2: Land Use + Physical Conditions, Green Bay Road lacks continuous sidewalks on the east side of the street, has little pedestrian refuge space at key intersections, fosters mid-block crossings and lacks any clear community character or urban design.

Safety and pedestrian enhancements along with a consistent streetscape character should be implemented in a phased strategy for this corridor, as well as other locations in the Village Center. Implementation of suggested Master Plan concepts should be tied to a clear strategy that follows new or incremental development along Green Bay Road and those sites east of the tracks. Village infrastructure improvements should also trigger the expansion of this streetscape program, as well as major renovation of existing downtown properties. *While this Master Plan study does not articulate a detailed streetscape plan for the Village Center, it suggests several key improvements and strategies to improve pedestrian safety, circulation and physical character. All streetscape concepts shown are preliminary ideas or designs. Actual detailed streetscape designs will be generated as specific streetscape projects are undertaken. It should be noted that Union Pacific Railroad will have to approve any improvements within its right-of-way and ICC requirements regarding site and distance lines around intersections and the right-of-way. Any streetscape plan along or in the railroad right-of-way may require coordination and review by the railroad and ICC.*

Suggested Master Plan streetscape enhancements include the following (also see Figures 5.11 through 5.16).

- Union Pacific Railroad embankment improvements, such as stone terrace walls and seasonal landscaping to buffer the tracks.
- Continuous 8- to 10-foot wide pedestrian walk improvements along the east side of Green Bay Road from Linden Street on the south to Lake Avenue on the north. The feasibility of creating this walk will be based on the ability to provide the above stone terracing elements to modify grades and create level areas.
- Improved drop-off/taxi cab waiting area, including decorative paving, signage, lighting and crossing safety enhancements.
- A 10-foot-wide pedestrian “rail walk” in the location of the removed one-way Metra parking alley between Central and Wilmette Avenues. Enhancements would include decorative low fencing (per ICC requirements), pedestrian lighting and signage.
- Incorporation of Village Center gateway elements Green Bay Road at Lake, Central, Wilmette and Linden Avenues. A similar or modified design theme from the new Village community gateways would be appropriate.



*Streetscape improvements may include planters, trees in grates, benches, pavers, lighting and signage.*

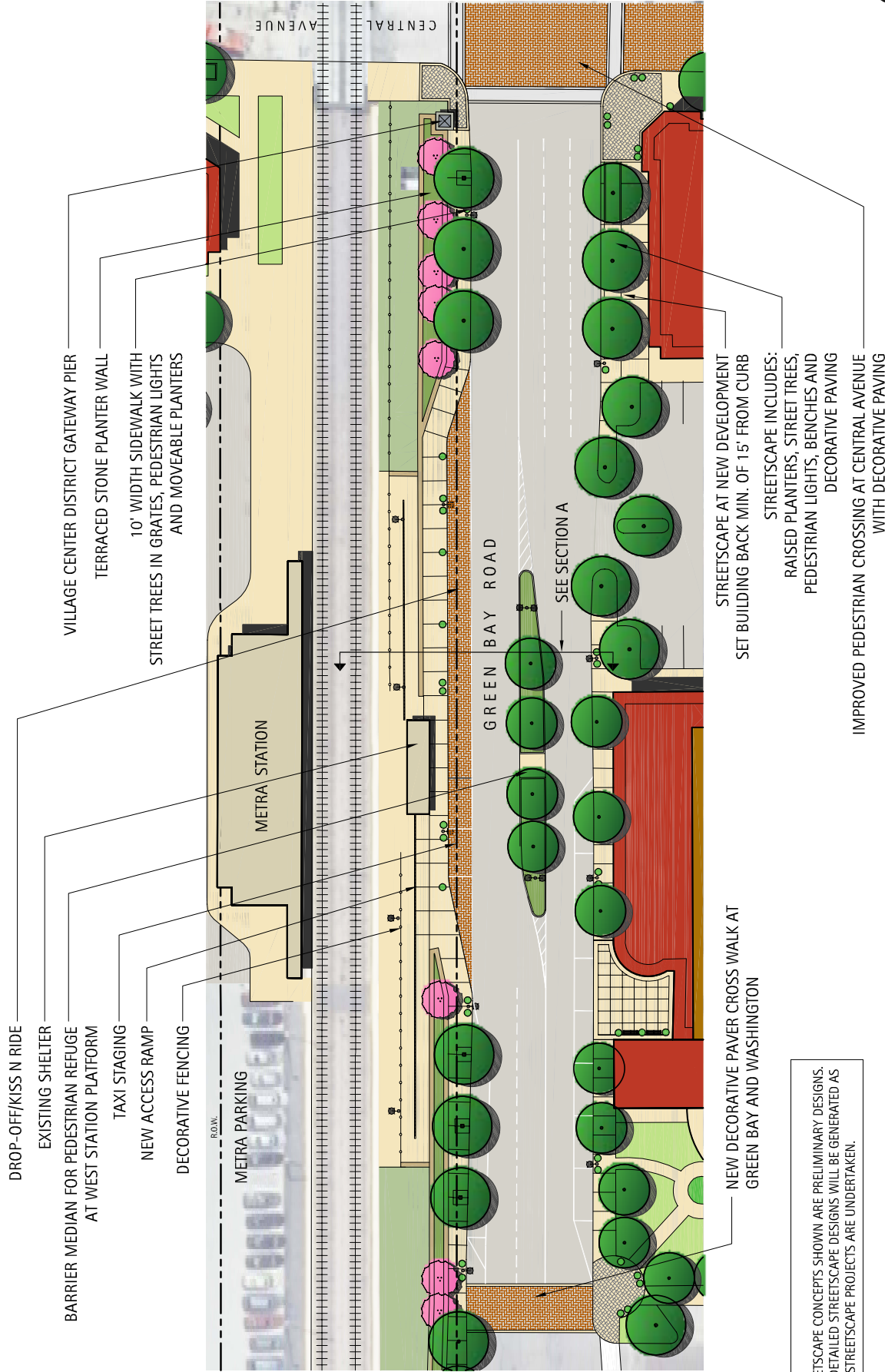


*Example of a “rail walk”*



*Streetscapes should be have a unified theme and link public spaces throughout the Village Center.*

- Improved intersection pedestrian crossings, including decorative paving, thermoplastic striping, signage and potentially bollards. Improvements are critical at the Central and Wilmette Avenue/Green Bay Road intersections. Variations to these enhancements should be considered for other downtown intersections.
- Improved wayfinding and directional signage, including better delineation of defined bike routes and bike parking facilities.
- Potential for a landscaped median/pedestrian crossing refuge in the Green Bay Road Corridor immediately west of the train station, providing direct access across from Imperial Motors.
- Enhanced streetscape pedestrian zone widths incorporated into any new development initiatives along the Green Bay Road Corridor. Plans in these locations should require a minimum of 15-foot wide pedestrian zone that accommodates a range of streetscape elements, but at a minimum includes a unified street lighting, planting and paving approach. Where feasible, these pedestrian-oriented areas should consider small seating/conversation pockets, enhanced landscape planters, urns or outdoor furniture associated with adjacent retail/restaurant uses.
- Where possible, and in conjunction with a unified streetscape program, new development along Green Bay Road should seek to consolidate curb cuts in order to minimize pedestrian vehicular conflicts and create a more efficient traffic circulation system.
- Expand streetscape theme and material palette to areas in the east side of the Village Center. Focus detail, effort and resources at key intersections, pedestrian crossings, area anchors or institutions and open space opportunities.
- Identify pocket park and new open space opportunities with designs linked to the streetscape theme and signage/wayfinding package to support a more interconnected Village Center pedestrian/bicycle circulation system.
- Integrate streetscape, landscape or signage elements in conjunction with small isolated street or surface parking lot improvements. This should also extend to improvement of backs of stores and buildings to generate a more safe, secure and easily identifiable rear building condition.
- The Village, in conjunction with downtown merchants and property owners, should investigate opportunities to integrate seasonal festivals, art programs or competitions into the Village Center. These programs offer a sense of community spirit and pride and can go a long way to “brand” the Village Center.



DROP-OFF/KISS N RIDE  
 EXISTING SHELTER  
 BARRIER MEDIUM FOR PEDESTRIAN REFUGE AT WEST STATION PLATFORM  
 TAXI STAGING  
 NEW ACCESS RAMP  
 DECORATIVE FENCING

VILLAGE CENTER DISTRICT GATEWAY PIER  
 TERRACED STONE PLANTER WALL  
 10' WIDTH SIDEWALK WITH STREET TREES IN GRATES, PEDESTRIAN LIGHTS AND MOVEABLE PLANTERS

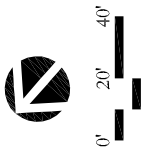
NEW DECORATIVE PAVER CROSS WALK AT GREEN BAY AND WASHINGTON

STREETSCAPE AT NEW DEVELOPMENT SET BUILDING BACK MIN. OF 15' FROM CURB  
 STREETSCAPE INCLUDES:  
 RAISED PLANTERS, STREET TREES, PEDESTRIAN LIGHTS, BENCHES AND DECORATIVE PAVING  
 IMPROVED PEDESTRIAN CROSSING AT CENTRAL AVENUE WITH DECORATIVE PAVING

NOTE:  
 ALL STREETSCAPE CONCEPTS SHOWN ARE PRELIMINARY DESIGNS. ACTUAL DETAILED STREETSCAPE DESIGNS WILL BE GENERATED AS SPECIFIC STREETSCAPE PROJECTS ARE UNDERTAKEN.

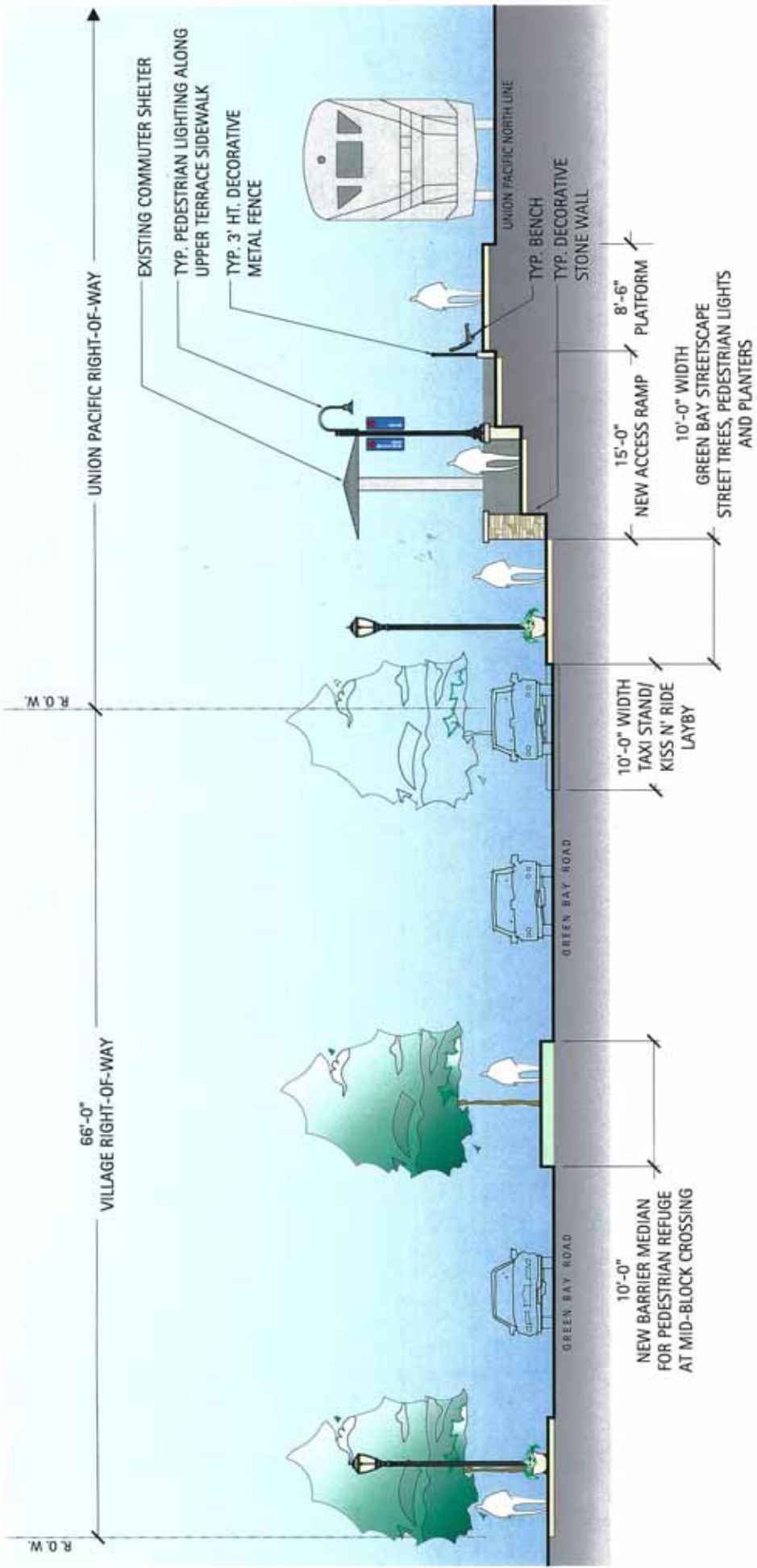
Village of Wilmette, Illinois  
**Village Center Master Plan**

Figure 5.11: Green Bay Road Mid-Block Crossing at Station









NOTE:  
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 ACTUAL DETAILED STREETSCAPE DESIGNS WILL BE GENERATED AS  
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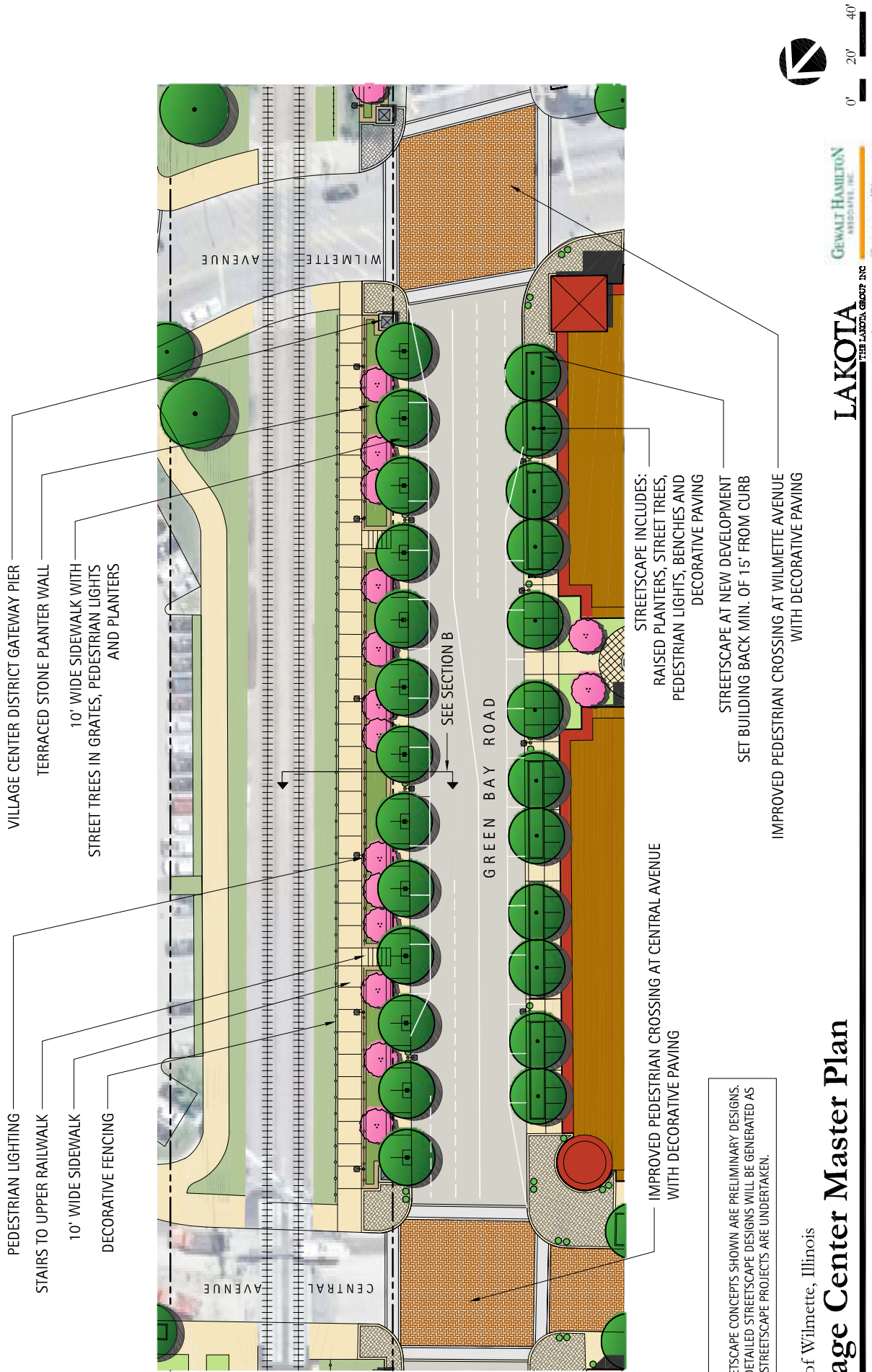
# Village Center Master Plan

Figure 5.12: Typical Green Bay Road Streetscape Improvements - Section A

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 GEWALT HAMILTON  
 ASSOCIATES, INC  
 CUCKOYAN WILLIAMS  
 ASSOCIATES, INC  
 duncan associates







VILLAGE CENTER DISTRICT GATEWAY PIER  
 TERRACED STONE PLANTER WALL  
 10' WIDE SIDEWALK WITH  
 STREETS TREES IN GRATES, PEDESTRIAN LIGHTS  
 AND PLANTERS

PEDESTRIAN LIGHTING  
 STAIRS TO UPPER RAILWALK  
 10' WIDE SIDEWALK  
 DECORATIVE FENCING

STREETS TREES INCLUDE:  
 RAISED PLANTERS, STREET TREES,  
 PEDESTRIAN LIGHTS, BENCHES AND  
 DECORATIVE PAVING

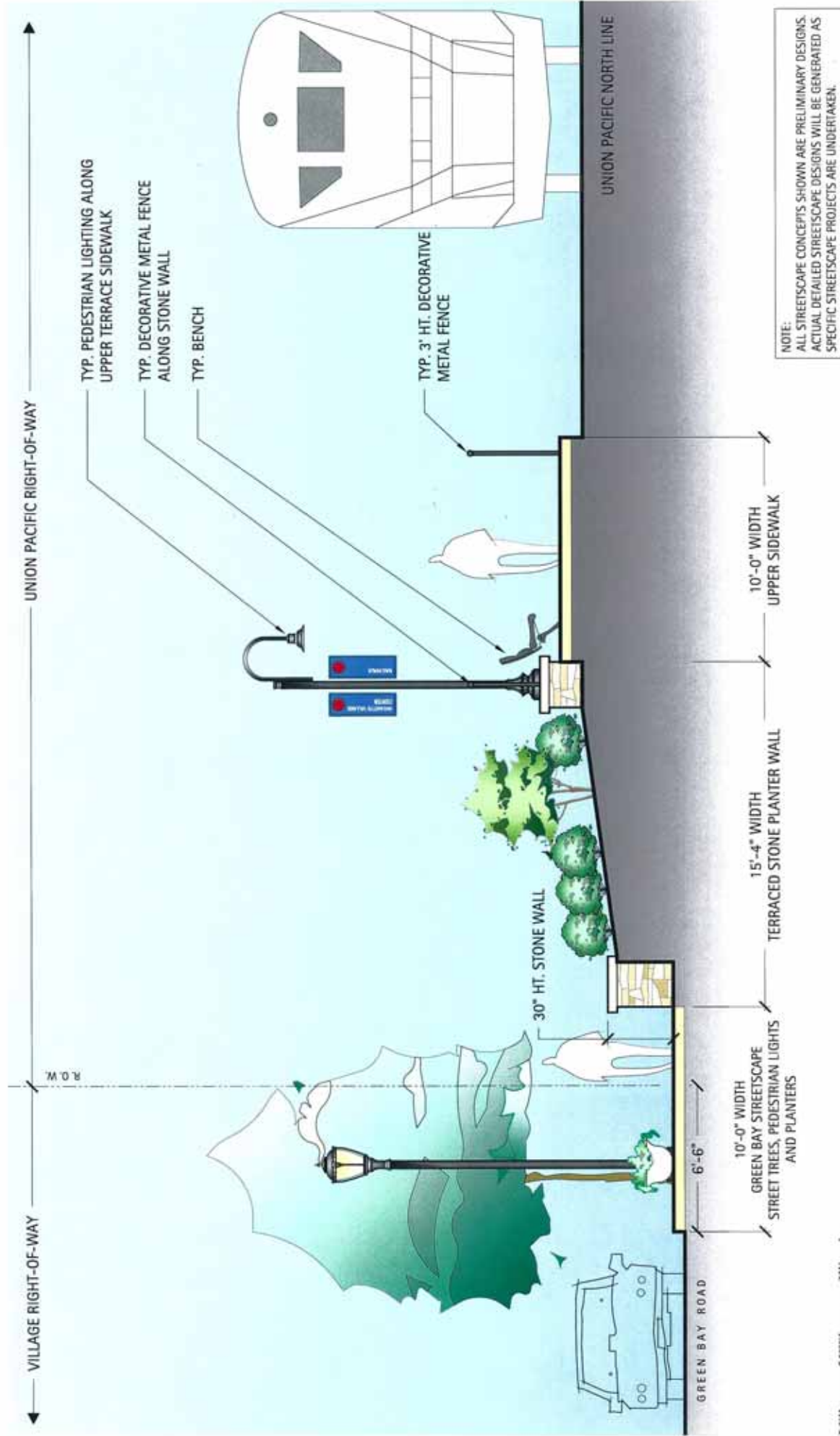
STREETS TREES AT NEW DEVELOPMENT  
 SET BUILDING BACK MIN. OF 15' FROM CURB

IMPROVED PEDESTRIAN CROSSING AT WILMETTE AVENUE  
 WITH DECORATIVE PAVING

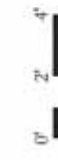
NOTE:  
 ALL STREETS TREES CONCEPTS SHOWN ARE PRELIMINARY DESIGNS.  
 ACTUAL DETAILED STREETS TREES DESIGNS WILL BE GENERATED AS  
 SPECIFIC STREETS TREES PROJECTS ARE UNDERTAKEN.

Village of Wilmette, Illinois  
**Village Center Master Plan**  
 Figure 5.13: Typical Green Bay Road Streetscape Improvements





NOTE:  
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 GEWALT HAMILTON ASSOCIATES, INC.  
 CANNON WILLIAMS CURRY

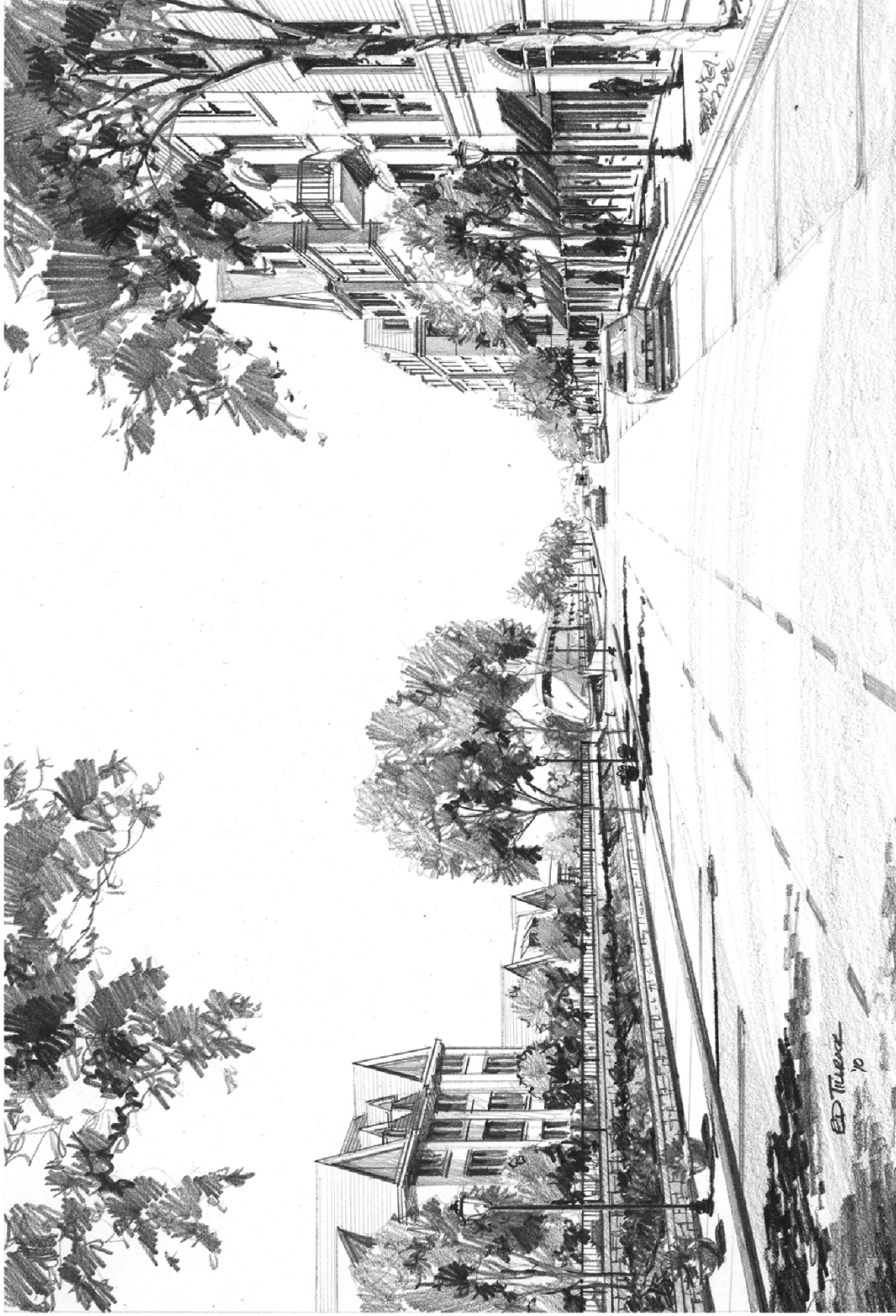
# Village Center Master Plan

Village of Wilmette, Illinois

Figure 5.14: Typical Green Bay Road Streetscape Improvements - Section B







Village of Wilmette, Illinois

## Village Center Master Plan

Figure 5.15: Green Bay Road Streetscape Improvement Concept - View Looking South

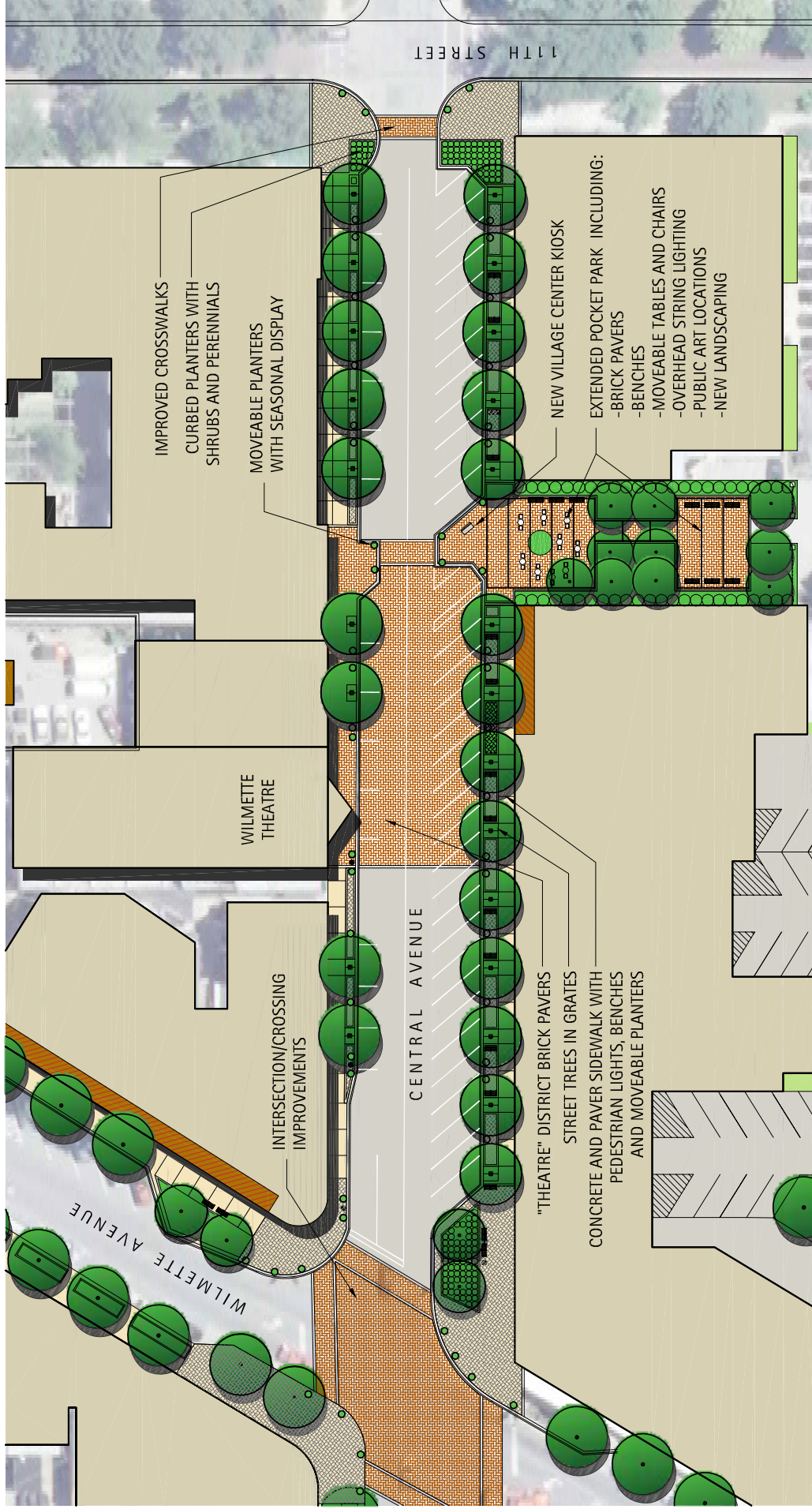
GEWELL HAMILTON  
ARCHITECTS, INC.

OSWALD MAN WILLIAMS  
ARCHITECTS, INC.  
220 N. BROADWAY, SUITE 2000  
CHICAGO, IL 60601

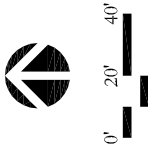
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Village of Wilmette, Illinois

# Village Center Master Plan

Figure 5.16: Typical Village Center Streetscape Improvements - Central Avenue

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 ARCHITECTS INC.  
 GOODMAN WILLIAMS  
 GROUP  
 PLANNING ARCHITECTS





### Preliminary Financial Feasibility Analyses

The preferred Master Plan envisions 95,000 square feet of new commercial space, most of which would be located along the west side of Green Bay Road. This new ground floor space would largely replace older, less functional space and would meet the requirements of larger retailers that are not currently operating in Wilmette. Specialty food stores, restaurants, and other types of retail could serve to expand the trade area, drawing more patrons into the Village Center.

On the east side of the tracks, new restaurant and/or retail space on the Chase Bank/Union Pacific Site would give pedestrians a more compelling reason to cross Green Bay Road, reinforcing Central Avenue as it leads into the heart of the Village Center. Smaller spaces in existing buildings would continue to be occupied by independent, local businesses that would complement, rather than compete with, new retailers on the west side of Green Bay Road.

The Plan also includes 29,000 square feet of new office space, which would also largely be replacement space. The type of businesses most likely to occupy these upper-floor spaces would be small professional and personal service firms.

A sizable increase in the number of residential units would enhance the vitality of Village Center and help support new retail and entertainment venues. The Plan shows 328 new units in six different residential or mixed-use developments. No single development is large enough to overwhelm the market, and a variety of product types and price points could be supported. New retail, as well as improved public spaces and pedestrian enhancements, would only strengthen the existing appeal of Village Center as a residential location.

*The amount of commercial and residential development in the Plan is both realistic and achievable...the Village will need to be an active partner in the development process to provide subsidies or incentives to realize the vision.*

### **Residual Land Value Analysis**

To provide input on the financial feasibility of private development in Village Center and appropriate levels of public support, the Village Center planning team analyzed the preferred development concepts on three target sites: the Ford Site/Block, Village Hall Site, and Chase Bank/Union Pacific Site. As described in this section, various residential and commercial alternatives for each site were examined.

A series of residual land value analyses were completed for each concept. This methodology estimates what a private developer could afford to pay for land, given a specific development plan and accompanying set of revenue and cost assumptions. It is often used as a test of financial feasibility. If the residual land value is negative or less than market values for land, the development as envisioned is not feasible without some public subsidy or incentive. These analyses also allow a comparison of different development scenarios to determine which would be more attractive to developers.



In sum, the residual land value is calculated as follows:

- Total project revenue
- Minus total development costs (excluding land cost)
- Minus reasonable return for the developer
- Equals residual land value

The findings for each of the target sites are described below.

### FORD SITE/BLOCK



As shown in Figure 5.2, it was assumed that two 5-story mixed-use buildings could be developed along the Green Bay Road frontage between Central and Wilmette Avenues. The assumptions for Building B, at the corner of Central and Green Bay, is as follows:

- Below grade: 52 residential parking spaces
- 1st floor: 20,000 square foot retail use
- Floors 2-5: 52 residential condominiums

Based on the market findings, we assumed that the retail tenant was a specialty grocer or some “junior box” retailer that would be a major draw for shoppers in the trade area. Retail parking would be provided in the adjacent public garage. We assumed that this anchor tenant would pay \$20 per square foot on a net basis for this space.

The average price point for the condominiums was assumed to be \$290 per square foot, ensuring that some of the smallest units would be priced under \$300,000. The largest units could approach or exceed \$500,000. Based on our market research, the target market for the condominiums was assumed to be smaller households drawn to Wilmette and attracted



*Preferred Master Plan concept for the Ford Site/Block.*

# Village Center Master Plan

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by the proximity to the train station and Village Center amenities.

Using these market-driven assumptions, the residual land value for this scenario was negative \$527,000. This analysis suggests that a developer would be unwilling to pay for the land, unless he could achieve higher prices or greater density (number of units). Public subsidies or incentives would be required to allow a developer to make a reasonable return on his investment.

Two additional analyses were completed for Building B:

Floors two through five were rental apartments, with rents averaging \$2.25 per square foot.

Floors two and three were developed for small office tenants, with rents averaging \$25 per square foot on a gross basis. Because the market for office users is more limited than the residential market, we assumed only two floors with 25,000 net rentable square feet of office space.

These two scenarios were financially less attractive than the scenario with condominiums on the upper floors. For all three, public subsidies that might underwrite the cost of the land and provide parking for the retail tenant would be critical to the success of the development.

The analysis of Building C, located at the corner of Wilmette and Green Bay Road, also assumed ground floor commercial space with residential units above. Again, residual land values were completed for both condominium and rental scenarios. As with building B, the scenario with the for-sale units was more attractive than the rental option, yet still would require some level of public incentives or subsidies.

### CHASE/UNION PACIFIC SITE

The preferred alternative on this site includes a 5-story mixed-use building with 100 residential units above ground floor commercial space. The cost of 160 underground parking spaces added significantly to the cost of this scenario, and contributed to a negative residual land value.

The team also analyzed the feasibility of Buildings E and F, two stand-alone buildings fronting Central Avenue. Building E is assumed to be a 2-story building with 8,180 net rentable square feet of ground floor retail space, potentially a restaurant, and one level of office space above. With no underground parking associated with this scenario, the residual land value was positive.

Building F is shown as a one-story outlet on the corner of the current Chase Bank building parking lot, with 6,370 net rentable square feet of space. Another potential restaurant site, this development also had a positive residual land value, an initial indication of financial feasibility.



*Preferred Master Plan concept for the Chase Bank/UP site*



*The alternate Village Hall concept shows mixed-use development on the block (See Appendix A).*

### VILLAGE HALL SITE

The preferred concept shows no new private development on this site—just improvements to the public space.

The planning team previously analyzed an alternative concept that showed a new Village Hall with ground floor retail as well as a separate mixed-use building on the site. In this analysis, we were looking to maximize the value of this publicly-owned parcel. In order to arrive at a positive residual land value, the mixed-use building needed to have more units than could be accommodated in a 5-story building. At six floors and 52 units, the residual land value became positive.

Summaries of all the financial analyses are contained in the Appendices Section of this plan. Interactive versions of these models were given to the staff of the Community Development Department to allow modifications to be made to the scenarios and assumptions as implementation of the Plan progresses.

### CONCLUSIONS

The amount of commercial and residential development envisioned in the plan is both realistic and achievable over a ten-year planning horizon. During that time frame, the real estate market will recover from its current downturn, and financing for new development will once again be available. The assets that make Wilmette's Village Center an attractive location for commercial and residential development—not the least of which is the Metra station—will be enhanced by the adoption of the Plan and the sense of predictability that it will bring to the development process.

While the market for additional development is evident, it is unlikely to occur without public subsidies and/or incentives, particularly with 5-story height restrictions that limit residential density. The Village will need to be an active partner in the development process. Of particular importance will be for the Village to:

- Help assemble sites and prepare them for development.
- Work to increase the supply of parking spaces that will serve multiple uses in the Village Center.



### Village Center Transportation

Transportation improvements required to implement the Village Center Master Plan will be relatively small in scale and will largely respond to site-specific requirements of the various redevelopment parcels, as opposed to larger-scale transportation improvements such as roadway realignments or grade separations. This is a testament to the existing multi-modal transportation network that is already in place and previous improvement projects that have upgraded existing signals and roadways near the Union Pacific railroad tracks.

As part of the Master Planning process, the team conducted a planning-level review of the potential traffic generated in the Village Center study area. Based upon this review, it is anticipated that any additional traffic generated as a result of the changes detailed in the Master Plan can be accommodated within the Village Center study area. The two major sub-areas where the majority of redevelopment is expected to occur are both located along Green Bay Road. This roadway gets busy during certain hours of the day and, like most towns with commuter rail lines nearby, operations of the gates and crossings can add to congestion. Notwithstanding, Green Bay Road has the roadway capacity to handle the calculated net increase in traffic.

In addition, much of the potential development is expected to be marketed as transit-oriented, mixed-use development, which will assist in reducing the amount of additional traffic. As more site-specific developments are proposed, more detailed traffic impact studies should be undertaken for sites within the Village Center to identify any further transportation improvements required.

The analysis generated by the traffic review supports the recommendation of improvements to roadways, intersections, access, circulation and parking. The following describes the evaluation methodology, findings and recommended improvements:

#### **Mobility**

##### **TRAFFIC EVALUATION STANDARDS AND METHODOLOGY**

The dynamics of traffic in a traditional downtown are quite different from smaller retail centers. In downtowns the movement of people and vehicles are connected by multiple destinations within a relatively small geographic area. These trips are “linked” and not so dependent upon movement of vehicles between land uses. A shopping trip could actually mean multiple pedestrian stops from store to store. Also, the close proximity to mass transit, particularly a commuter rail line, affords the opportunity for residents to leave their vehicles at home.

Accordingly, estimates of trip generation by vehicles for the redevelopment of the Village Center are adjusted to reflect the factor that a certain

*Based upon a planning-level review of the Village Center Master Plan, it is anticipated that any additional traffic generated as a result of new development can be accommodated and perform at reasonable levels of service.*



number of residents will use public transportation. The following is the methodology used for determining an estimated number of trips for the mix of uses shown in the Plan:

- Using standards from the Institute of Transportation Engineers (ITE), other studies regarding “mode split” for housing near commuter rail, and engineering judgment, land uses with their respective sizes are factored to identify trip generation.
- Additionally, traffic within the five primary development opportunity areas, or target sites, is further refined to reflect a “net” value, as the redevelopment process will replace some existing uses which are already producing traffic.
- Based primarily on existing travel patterns, an estimate (by percent) is made of how traffic will travel to and from the Village Center study area for three time periods: daily, morning peak hour and evening peak hour.
- These traffic estimates are assigned to roadways and a comparison is made for how much a link, or section, of roadway can handle versus an estimate of future traffic for that section of road. A standard set forth in the Highway Capacity manual is used to evaluate traffic volumes in terms of acceptable Level of Service (LOS), which results in a grade. LOS D is the baseline and the threshold for acceptability by IDOT for design.

### TRAFFIC AND CIRCULATION

The following Tables 22 and 23, in conjunction with Figure 5.17, demonstrate the specific application of the traffic evaluation standards and methodology to determine Level of Service and projected distribution of the traffic throughout the Village Center. These Figures are described below:



- Table 22 shows projected trip generation based on new land use and densities, as previously discussed above. The net new traffic is identified as “Increments to Existing.” This number represents the added number of vehicular trips for morning peak hour, evening peak hour and daily.
- Figure 5.17 graphically depicts the following: the estimated traffic from Table 22 by each of the five primary development opportunity sites; the estimated percentage distribution of traffic to the streets in the area; and the assignment of the new traffic to the streets based on new traffic and this distribution.
- Table 23 shows the Level of Service (LOS) evaluation on the roadways leading into and out of the Village Center study area.



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TABLE 22. TRAFFIC GENERATION CALCULATIONS

Traffic Generation Calculations Wilmette Village Center Master Plan					
Ford Site/Block	ITE Category		Morning Peak Hour	Evening Peak Hour	Daily
			Total In + Out	Total In + Out	2-way
<b>Ford Site/Block</b>					
<b>Existing Uses</b>					
Library	48,000 SF	#590	20	110	820
Post Office	10,000 SF	#732	80	110	1080
Retail	20,000 SF	#814	50	55	890
Residential	12 units	#230	5	5	10
Subtotal Existing Uses =			160	280	2800
Less non-auto trips & Land-use interaction @ 35% =			-55	-100	-880
<b>Total Existing Uses =</b>			<b>105</b>	<b>180</b>	<b>1820</b>
<b>Preferred Concept</b>					
Library	48,000 SF	#590	20	110	820
Post Office	10,000 SF	#732	80	110	1080
3-Story Parking Deck	425 spaces	n/a	105	105	1260
Retail	25,500 SF	#814	60	60	1040
Residential	12.5 units	#230	50	70	730
Band Shell / Pavilion	n/a	n/a	10	40	200
Surface Parking Lot	55 spaces	n/a	15	15	130
Subtotal Preferred Concept =			340	510	5260
Less non-auto trips & Land-use interaction @ 35% =			-120	-180	-1840
<b>Total Preferred Concept =</b>			<b>220</b>	<b>330</b>	<b>3420</b>
<b>increments to Existing =</b>			<b>+115</b>	<b>+150</b>	<b>+1600</b>
<b>Chase / Union Pacific Site</b>					
<b>Existing Uses that would be Redeveloped</b>					
Chase Bank / Office	42,000 SF	#710	65	65	460
Less non-auto trips & Land-use interaction @ 35% =			-25	-25	-160
<b>Total Existing Uses =</b>			<b>40</b>	<b>40</b>	<b>300</b>
<b>Preferred Concept</b>					
Retail	21,000 SF	#814	45	65	360
Residential	100 units	#230	45	55	580
Office	9,000 SF	#710	15	15	100
Subtotal Preferred Concept =			105	135	1040
Less non-auto trips & Land-use interaction @ 35% =			-35	-45	-360
<b>Total Preferred Concept =</b>			<b>70</b>	<b>90</b>	<b>680</b>
<b>increments to Existing =</b>			<b>+30</b>	<b>+50</b>	<b>+380</b>
<b>Village Hall Site</b>					
<b>Existing Uses</b>					
Village Hall	29,000 SF	#730	20	35	350
Less non-auto trips & Land-use interaction @ 35% =			-5	-10	-125
<b>Total Existing Uses =</b>			<b>15</b>	<b>25</b>	<b>225</b>
<b>Preferred Concept</b>					
Village Hall / Plaza	29,000 SF	#730	30	50	450
Less non-auto trips & Land-use interaction @ 35% =			-10	-15	-155
<b>Total Preferred Concept =</b>			<b>20</b>	<b>35</b>	<b>295</b>
<b>increments to Existing =</b>			<b>+5</b>	<b>+10</b>	<b>+70</b>
<b>Imperial Motors Site</b>					
<b>Existing Uses</b>					
Walgreen's	14,400 SF	#880	70	120	1300
Retail-Office	12,800 SF	#814	10	30	550
Imperial Motors	22,200 SF	#841	15	20	420
Bank w/drive-thru	14,000 SF	#912	30	80	820
Subtotal Existing Uses =			125	250	3090
Less non-auto trips & Land-use interaction @ 35% =			-45	-90	-1080
<b>Total Existing Uses =</b>			<b>80</b>	<b>160</b>	<b>2010</b>
<b>Preferred Concept</b>					
Walgreen's	14,400 SF	#880	70	120	1300
Retail	34,500 SF	#814	35	95	1530
Residential	52 units	#230	25	30	300
Office	14,000 SF	#710	20	20	150
Subtotal Preferred Concept =			130	265	3280
Less non-auto trips & Land-use interaction @ 35% =			-55	-95	-1150
<b>Total Preferred Concept =</b>			<b>75</b>	<b>170</b>	<b>2130</b>
<b>increments to Existing =</b>			<b>+15</b>	<b>+10</b>	<b>+120</b>
<b>South Green Bay Road Site</b>					
<b>Existing Uses that would be Redeveloped</b>					
Retail	9,000 SF	#814	10	25	400
Jewel Parking Lot	14,000 SF	n/a	5	10	80
Subtotal Existing Uses =			15	35	480
Less non-auto trips & Land-use interaction @ 35% =			-5	-15	-160
<b>Total Existing Uses =</b>			<b>10</b>	<b>20</b>	<b>300</b>
<b>Preferred Concept</b>					
Retail	14,000 SF	#814	15	40	620
Residential	51 units	#230	25	30	300
Office	6,000 SF	#710	5	5	50
Subtotal Preferred Concept =			45	75	970
Less non-auto trips & Land-use interaction @ 35% =			-35	-45	-350
<b>Total Preferred Concept =</b>			<b>10</b>	<b>30</b>	<b>620</b>
<b>increments to Existing =</b>			<b>+0</b>	<b>+10</b>	<b>+320</b>
<b>Summary</b>					
<b>increments to Existing =</b>			<b>+165</b>	<b>+230</b>	<b>+2490</b>

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FIGURE 5.17: PROJECTED TRAFFIC FROM VILLAGE CENTER MASTER PLAN



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TABLE 23. TRAFFIC GENERATION CALCULATIONS

### Average Daily Traffic (ADT) and Peak Hour Traffic Capacity Calculations

Street & Location	Test #1 - Average Daily Traffic (ADT) in Vehicles per Day (vpd)				
	Existing	Added 5 Sites	Total	LOS D	Reserve
	Both Directions	Preferred	ADT	Capacity	Capacity
Lake Avenue					
West of Green Bay	16,500	510	17,010	17,800	790
East of Green Bay	7,250	260	7,510	11,900	4,390
Central Avenue					
West of Green Bay	2,090	2,080	4,170	11,900	7,730
East of Wilmette	2,350	260	2,610	11,900	9,290
Wilmette Avenue					
West of Park	14,200	250	14,450	14,900	450
Northeast of Central	5,200	260	5,460	11,900	6,440
Green Bay Road					
North of Lake	14,900	380	15,280	17,800	2,520
South of Wilmette	14,900	510	15,410	17,800	2,390

Street & Location	Test #2 - AM Peak Hour Traffic in Vehicles per Hour (vph)				
	Existing	Added 5 Sites	Total	LOS D	Reserve
	Both Directions	Preferred	AM Peak	Capacity	Capacity
Lake Avenue					
West of Green Bay	1,070	35	1,105	1,440	335
East of Green Bay	815	65	880	1,440	560
East of Wilmette	650	20	670	1,150	480
Central Avenue					
West of Green Bay	260	90	350	1,150	800
East of Green Bay	320	35	355	1,150	795
East of Wilmette	345	20	365	1,150	785
Wilmette Avenue					
West of Green Bay	495	90	585	1,440	855
East of Green Bay	420	35	455	1,150	695
Northeast of Central	300	20	320	1,150	830
Green Bay Road					
North of Lake	815	25	840	1,440	600
North of Central	1,025	75	1,100	1,440	340
North of Wilmette	1,040	90	1,130	1,440	310
South of Wilmette	885	35	920	1,440	520

Street & Location	Test #3 - PM Peak Hour Traffic in Vehicles per Hour (vph)				
	Existing	Added 5 Sites	Total	LOS D	Reserve
	Both Directions	Preferred	PM Peak	Capacity	Capacity
Lake Avenue					
West of Green Bay	1,000	50	1,050	1,440	390
East of Green Bay	690	95	785	1,440	655
East of Wilmette	635	25	660	1,150	490
Central Avenue					
West of Green Bay	315	135	450	1,150	700
East of Green Bay	425	50	475	1,150	675
East of Wilmette	370	25	395	1,150	755
Wilmette Avenue					
West of Green Bay	505	135	640	1,440	800
East of Green Bay	580	50	630	1,150	520
Northeast of Central	390	25	415	1,150	735
Green Bay Road					
North of Lake	830	35	865	1,440	575
North of Central	1,075	95	1,170	1,440	270
North of Wilmette	1,090	135	1,225	1,440	215
South of Wilmette	1,125	50	1,175	1,440	265

Sources: a) 2000 Highway Capacity Manual and b) 2009 Florida DOT LOS Handbook

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*Intersection Level of Service (LOS)*

*Level of Service (LOS) is a measure of delay, performance and conformability for the motorist at an intersection. This measurement is identified and published in the Transportation Research Board's (TRB) 2000 Highway Capacity Manual (HCM).*

*At signalized intersections, Level of Service (LOS) "reports" traffic operations using the letter designations "A" (best) through "F" (worst) and measures the "control delay" per vehicle in seconds. LOS C is often referred to as an intersection operation and design guideline. LOS D is usually considered as providing the lower threshold of "acceptable" operations. LOS E and F are usually considered "unacceptable".*

The key result of this evaluation is that there is reserve LOS D capacity on all roadways at all times with total build out of the Master Plan. In essence, the Village Center roadways will function at the same Level of Service that they currently do. This does not mean that during certain times there will not be congestion. Certain areas of town, most notably Green Bay Road between Wilmette Avenue and Central Avenue, and Lake Avenue west of Green Bay Road will remain busy during peak periods. This is especially true when the railroad gates are down and traffic is disrupted. Even though this area was evaluated using engineering and planning standards, the methodology does not always account for differing tolerances of motorists for delay and congestion. Outside of the peak periods when Metra trains are not as frequent the roadways will operate with reasonable levels of delay as shown in Table 23. Key circulation comments:

- **Structure Location and Traffic:** The potential new parking structure would serve four primary markets: Commuters, retail, Library, and Post Office. Three of these four are already traveling to the site area. These destination trips will, for the most part, continue to use current travel patterns. The Library and most retail shops are not open during the morning inbound peak hour. However, the biggest change will be the location of 173 Metra spaces in the structure. Our estimates during the peak one hour of the morning rush hour are that +/- 100 trips will be traveling to and from the structure. Of these, approximately 30% will be arriving from the south and "could" become northbound left turns at Central to the structure – or approximately 30 trips per hour- one every two minutes. Based on the existing signal timing, the traffic signal changes 40 times per hour, while storage space for left turns is 180 feet. Combined with existing traffic the left turn bay should be able to accommodate this new destination traffic.
- **Traffic Distribution:** The distribution of the "net new" traffic is such that the trips will be disbursed over a wider network that includes all surrounding streets. Consequently none of the streets should be over burdened even during peak hours. However, as sites develop a more detailed Traffic Impact Study should be performed to evaluate specific uses.

**PEDESTRIANS AND TRANSIT**

One of the fundamental principles of the Village Center Master Planning study is to create a redevelopment vision in a pedestrian-friendly, multi-modal environment that encourages walkability, bicycling and the use of transit. The analysis in Section 3: Transportation identified existing conditions and indicated that Wilmette's Village Center is unique because it offers residents and visitors a variety of transit options in terms of commuter rail and Pace bus lines, a bicycle path through the core of



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downtown, and a great network of sidewalks, streets and traffic control. Accordingly, the evaluation and subsequent recommendations are made within the context of multi-modal accessibility.

### Recommended Mobility Improvements

It should be noted that many of the improvements cited may require coordination and review by other agencies such as the Union Pacific Railroad (UPRR), Interstate Commerce Commission (ICC), and the Illinois Department of Transportation (IDOT). The recommended improvements should provide significant mobility enhancements at a reasonable expense. The Village is fortunate to have good existing access, circulation network and well-established accommodations for pedestrians and bicycles. Figure 5.18: Key Transportation Improvements shows most of the major recommendations, which are further described below.

**Pedestrian Improvement (A):** The pedestrian crosswalk at 13th Street should remain located immediately next to the parking lot entrance/exit. Pedestrians will in all likelihood use this path even if the crosswalk was relocated. New signage and installation of flashing warning lights are recommended safety improvements.

**Pedestrian Improvement (B):** Create new sidewalk connection on the east side of Green Bay Road from Lake Avenue to Linden Avenue in the Village Center.

**Parking Improvement (C):** Create new on-street parking on the north side of Washington Avenue to replace lost parking on the corner, where a new open space/plaza is envisioned. This parking will support Starbucks, Redefined Fitness and other nearby shops for quick trips.

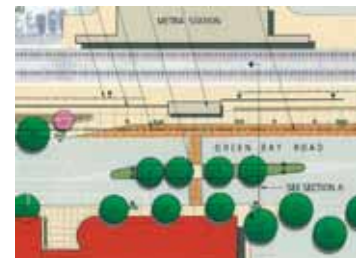
**Pedestrian Improvement (D):** Create a well-signed and protected mid-block pedestrian crossing on Green Bay Road between Central Avenue and Washington Avenue. Observed pedestrian counts identified over 100 commuters crossing at this location during the morning peak hour in an unprotected environment.

**Pedestrian Improvement (E):** Eliminate the blind corner at Central Avenue and the north-south alley west of Green Bay Road. With the implementation redevelopment on this block and construction of the new parking structure, this blind corner will ultimately be improved.

**Overall Improvements to the Pedestrian Environment (F):** Key roadways and intersections in the Village Center, such as the crossings of Green Bay Road near the Metra Station and the Lake/Central/Wilmette/Linden intersections are recommended to be upgraded with streetscape enhancements that alert drivers to the pedestrian-oriented nature of the area.



*Concept for additional diagonal, on-street parking north of Starbucks.*



*Concept for protected mid-block crossing at the train station.*





*The overall pedestrian environment should be enhanced.*



*Signage and street crossings for the Green Bay Trail should be improved.*

**Bicycle Improvement (G):** Provide improved wayfinding and signage, as well as crossings for the Green Bay Trail at Wilmette and Central.

**Transit/Traffic Improvement (H):** The westbound Pace bus stop located along Central Avenue should be relocated (with redevelopment) further to the east and further away from the tracks and intersection to avoid drop offs that occur too close to the tracks. If possible, a recessed drop-off/loading area should be constructed.

**Traffic and Transit Improvement (I):** Elimination of the parking aisle between Union Pacific Railroad right-of-way and Green Bay Road to be replaced with terraced stone walls, landscape buffer and “rail walk.” Displaced parking spaces can move to additional spaces created at the Poplar Drive Metra lot or in a future parking structure.

**Parking/Transit Improvement (J):** Create 10 new commuter parking spaces on Poplar Drive (7 diagonal spaces within lot, 3 parallel on Poplar). Recommend closing improper pedestrian path south of Wilmette Avenue (within railroad right-of-way) to railroad. Also creates 4 new Village parallel parking spaces on Poplar Drive.

**Traffic Improvement (K):** Linden Avenue and Poplar Drive is a high accident location. Further study is recommended to determine optimal signal location and phasing.

**Traffic Improvement (L):** The 11th Street/Lake Avenue/Wilmette Avenue five-legged intersection is cumbersome and confusing to motorists. The 11th Street offset to the east and west confuses motorists entering the intersection, as to where to stop and who proceeds next. Long-term solutions should include consideration of a roundabout, but in the interim it is recommended that the east leg of 11th Street becomes southbound only to the east west alley, where it can become two-way again. This reconfiguration would remove two movements at the Lake Avenue intersection.

**PEDESTRIAN AND TRAFFIC IMPROVEMENT – FORD SITE/BLOCK**

**Traffic Improvement Access to New Structure:** The current plan provides two primary access points in and out of the parking structure. The main drive will be located along Central Avenue and aligned with the north-south alley, midway between Green Bay Road and Park Avenue. A second access will be located on the south side with access to the internal circulation drives of the open space “commons.” These two drives, along with the previously discussed disbursement of traffic, will help distribute traffic in numerous directions.

**Traffic Improvement:** Access control at the south drive from the surface parking area to Wilmette Ave. should not allow left turns due to the eastbound queues along Wilmette Ave.

### Village Center Master Plan

#### Key Transportation/Circulation Improvements

**Legend**

- Metra Union Pacific North Line
- Village Center Boundary
- Metra Station (UP-N)
- Village Hall
- Post Office
- Library
- Fire Department
- Primary Road Connections
- Secondary Road Connections
- Parking Connections
- Pedestrian Connections
- Bicycle Connections
- Improved pedestrian crossing on Lake Avenue/13th Street
- New sidewalk connection on east side of Green Bay Road from Lake Avenue to Linden Avenue
- Additional diagonal on-street parking along Washington Avenue (6 spaces)
- Potential pedestrian crossing of Green Bay Road to connect to train station.
- Improve blind corner at Central Avenue and alley
- Improved crosswalk conditions at key Green Bay Road intersections
- Improved crossings and signage for Green Bay Trail
- Pace westbound bus stop location on Central Avenue east of tracks
- Eliminate parking area in U.P. R.O.W. along Green Bay Road
- Potential new replacement commuter parking on Poplar Drive south of Wilmette Avenue (14 spaces)
- Linden/Poplar Avenue accident location - Further study recommended
- Lake Avenue/11th Street Intersection Improvements

**A** **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L**



Village of Wilmette, Illinois

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Figure 5.18: Key Transportation/Circulation Improvements



# Village Center Master Plan

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### Parking

Parking improvements required by the Village Center Master Plan will be provided through a combination of additional on-street, off-street and structured parking. Based on parking data collected as part of the Master Plan study and shown in Section 3: Transportation of this report, most of the Village Center area has sufficient parking even during busy times. (Also see Figure 5.19: Public Parking Improvements).



*Diagonal parking in the Village Center*

#### **PARKING IMPACTS OF THE VILLAGE CENTER PLAN**

In areas where more intensive development is envisioned, the Plan has conservatively estimated additional parking needs. Residential development shown as part of the plan provides a minimum of 1.25 dedicated spaces per unit, with additional parking spaces typically shared with retail and office uses that have different peak demand times. Since most of the commercial/retail redevelopment would occur on the west side of Green Bay Road, the parking supply was generally supplied at a 4 space per 1,000 square foot of floor area rate.

The preferred Master Plan provides opportunities for shared parking where land uses are compatible. For example, new retail space is located near the Metra Station to utilize commuter parking spaces after 6pm and during the weekend, when retail parking needs are highest and commuter parking demand is lower.

Also of note is the fact that the new parking structure can host a variety of uses. The total new **425** spaces in the parking structure would be divided as follows:

- 84** retail - 25,500 square feet at 4 per 1,000 square feet (surface lot also available)
- 118** for Library + Post Office (surface lot also available)
- 173** Metra for relocation and future projections
- 375** Total parking space demand

This leaves an additional **50** spaces to cover future projections.

#### **PARKING STRUCTURE**

The three critical areas of parking deficiency identified within Village Center are:

1. Insufficient parking for the Imperial Motors Sub-Area (North of Central and West of Green Bay Road)
2. The Library
3. Metra commuter parking.

Accordingly, the Plan proposes a 425 space multi-purpose parking structure located along Central Avenue west of Green Bay Road to supply the critical additional parking capacity for redevelopment and relocated Metra spaces. The parking structure will accommodate parking for several key constituencies, including the Post Office, Library, retail along Green Bay Road and additional growth for Metra commuters. Given the expense of structured parking, coordination between the various users will be critical to fully utilize the structure as redevelopment occurs and parking needs change. Accordingly the Village and the new developer will need to prepare a very specific parking management plan for use of the structure.

**METRA COMMUTER PARKING**



*Existing Metra commuter parking in the Village Center*

The Village Center Plan includes reconfiguring the parking lot adjacent to the Metra Station to accommodate key redevelopment sites. The preferred plan would eliminate 44 parking spaces in the Main Metra parking lot and 14 spaces along the railroad between Central Avenue and Wilmette Avenue. However, 173 new spaces would be provided for commuter parking in the parking structure, and 10 new spaces were designed along Poplar south of Wilmette Avenue for a net gain of 125 spaces. This would accommodate the displacement along with future growth. The proposed parking configuration will provide additional parking capacity to capture unmet demand for commuter parking as well as added flexibility as ridership increases. Table 24 below shows the reconfigured commuter parking analysis for the Village Center study area. (Also see Figure 5.19).

<b>Parking Area</b>	<b>Existing</b>	<b>Proposed</b>
Metra Main lot	304*	260*
Metra lot south of Greenleaf Avenue	35	45
Metra lot between Central and Wilmette Avenue	14	0
Metra lot south of Linden Avenue	46	46
Parking Structure	0	173
Total	399	524
<b>Net Gain</b>		<b>+125 Spaces</b>

\*Includes 10 accessible spaces



### Village Center Master Plan

#### Public Parking Improvements

**Legend**

- Metra Union Pacific North Line
- Village Center Boundary
- Metra Station (UP-N)
- Village Hall
- Post Office
- Library
- Fire Department
- Road Connections

**A** Additional diagonal parking (6 spaces) along Washington Avenue

**B** Additional diagonal parking (14 spaces) along Central Avenue

**C** 3-Story Parking Deck (425 spaces)  
 Underground level: 140 spaces  
 4 levels: 285 spaces (75 spaces per level)  
 Total spaces: 425 spaces  
 Retail: 84 spaces  
 Post Office: 43 spaces  
 Library: 75 spaces  
 Metra: 173 spaces  
 Additional: 50 spaces

**D** New diagonal parking (70 spaces)  
 Library: 52 spaces  
 Retail: 18 spaces

**E** New diagonal parking (4 spaces) along Washington Court

**F** New diagonal parking (21 spaces) along 12th Street

**G** New street parking (14 spaces)  
 - Village parallel parking along Poplar (4 spaces)  
 - Commuter parking along Metra tracks (7 spaces)  
 - Commuter parallel parking on Poplar (3 spaces)

**H** Reorganized Parking Lot  
 - Consolidated trash enclosures



Village of Wilmette, Illinois  
**Village Center Master Plan**  
 Figure 5.19: Public Parking Improvements



# Village Center Master Plan

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## Section 5: Master Plan

### Summary

Based upon a planning-level review of the preferred concept plan, it is anticipated that the additional traffic to be generated as a result can be accommodated within the Village Center study area and will perform at reasonable levels of service. The two major sub-areas where the majority of redevelopment is expected to occur are both located along Green Bay Road, which has some roadway capacity to handle the expected net increase in traffic during most periods. In addition, much of the development is expected to follow the principles of transit-oriented, mixed-use development, which will further reduce the amount of traffic generated. Detailed traffic impact studies should be undertaken as development projects are proposed for sites within the Village Center to identify any additional transportation improvements required at the time of development.

The Master Plan creates strategies for accommodating future and replacement commuter, retail and residential parking demands, as well as shared parking synergies within the Village Center. The Plan's vision relies upon taking a fresh look at required parking ratios within a transit-oriented environment in terms of zoning, as well as design solutions for an efficient parking and circulation system throughout the Village Center. The potential addition of a multi-user, shared parking structure centrally located within the Ford Site/Block would adequately address the demands for existing institutions, such as the Library and Post Office, and increased transit ridership, as well as new users in a vibrant mixed-use environment.



*The Village Center should enhance its multi-modal environment as the Master Plan is implemented.*

## Zoning

*A greater emphasis on form will mean crafting new place-specific regulations that address buildings, ground floor “activation,” parking locations, pedestrian enhancements and design and appearance.*

One of the keys to realizing the vision of the Master Plan will be to revise the Village’s zoning ordinance to be consistent with the Plan. Although zoning ordinance changes are just one component of the necessary plan implementation strategy, such changes would go a long way towards signaling the Village’s intent to carry out the plan’s goals for enhancement of the Village Center. The following describes several ordinance text and map changes that the Village should consider to help ensure that the zoning ordinance implements and is consistent with the Village Center Master Plan.

### Zoning Classifications/Map

The Master Plan study area is currently classified in three zoning districts. As shown below, the majority of the land area is classified in the VC, Village Center Business district, which encompasses most of the traditional downtown core east of Green Bay Road, but which also extends west across Green Bay Road at the Wilmette Avenue/Green Bay Road intersection. As the name implies, the VC district is intended for application solely in the downtown area.



*Existing zoning for the Village Center includes Village Center Business, General Commercial and Townhome Residence.*

# Village Center Master Plan

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## Section 5: Master Plan

The western frontage of Green Bay Road that is not zoned VC is classified in the GC-1, General Commercial district. Unlike the VC district, the GC-1 district has somewhat broader applicability than just the downtown; it is primarily used along nonresidential sections of Green Bay Road.

The northern and western boundaries of the Village Center study area, along Lake and Park Avenues, are classified in the R-2, Townhouse Residence district. Two small areas of R-2 zoning also exist at the southern extremes of the study area.

One of the key recommendations of the master plan is to expand the area that constitutes the “Village Center” to more seamlessly “knit together” the areas along the east and west sides of Green Bay Road. Changing the zoning map to reflect this vision could provide a fairly powerful signal of that new direction. The change could be accomplished through a zoning map amendment changing the classification of properties along the west side of Green Bay Road from GC-1 to VC or some variation of VC (e.g., VC-1 or VC-2, if multiple versions are needed to distinguish among different character areas).

The Master Plan does not propose any changes that affect the R-2-zoned areas. Therefore, no changes are proposed to those boundaries.

## VC District Regulations

### FORM AND DESIGN

The existing VC district regulations focus almost exclusively on the types of uses allowed and how big new buildings can be. The new Master Plan goes beyond these important, but generalized, concerns and focuses on the details that can help promote vitality, vibrancy and viability. The zoning regulations for downtown should do the same; they should focus first on the physical form of the built environment and secondarily on use. Fortunately, this appears to be the direction the Village is headed as part of its overall zoning ordinance update project, which is currently underway.



A greater emphasis on form will mean crafting new place-specific regulations that address such things as:

- **Building orientation**—where the building is located on the lot and how it is situated
- **Ground floor “activation”**— ground-floor building elevations that have a human-scale and are engaging to pedestrians (e.g., windows that allow views into interior spaces and building entries that are inviting to passersby)
- **Parking area location/design**—where the parking is located and how it is laid out and designed to fit into the overall pedestrian- and transit-oriented theme
- **Pedestrian enhancements**—sidewalk widths, surfacing materials, and outdoor seating, sales and other activity areas
- **Design and appearance**—landscaping, sign and other site details that contribute to the Village Center’s overall character



*Example form-based code graphic that emphasizes building, site and parking design and relationships.*

### DEVELOPMENT STANDARDS

Many of the site concepts prepared as part of the Master Plan include building/development ideas that are at odds with current district development standards. Several concepts include 4 and 5-story buildings that are well above existing GC-1 and VC district height limits of 2.5 and 3 stories, respectively. Even 3-story buildings, if proposed, would likely violate the height requirements, which in the VC district cap out at a maximum of 32 feet.

# Village Center Master Plan

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## Section 5: Master Plan

It is worth noting that the current VC district height limit of 3 stories or 32 feet represents a potential obstacle to modern vertical mixed-use buildings by limiting the floor-to-floor heights allowed. In essence, the current approach of correlating building floors to overall height is based on an outdated average floor-to-floor height assumption of slightly less than 11 feet. The new regulations should be based on ground floor heights of 13 to 15 feet or more, with upper story (floor-to-floor) heights of approximately 12 feet. This will accommodate and encourage the construction of attractive and economically viable commercial spaces that are attractive to retailers, as well as residential floor-to-ceiling heights that are attractive to those seeking living opportunities in the Village Center.

Floor area ratios (FAR) will also need to be adjusted upwards if the Village intends to accommodate the types of building/development concepts illustrated in the Master Plan. The existing method of correlating building heights and FARs should also be reevaluated since there are presently some disconnects between the two. The current VC district regulations, for example, allow a (theoretical) maximum FAR of 3.0, but the district's combination of height, rear setback and FAR standards makes the 3.0 unachievable without zoning variances.

If the Village elects to move toward a form-based approach to downtown zoning, many of the existing building setback and coverage regulations will likely be revised or scrapped in favor of more prescriptive controls on building location and orientation (e.g., maximum setbacks or build-to requirements).

### **PARKING**

Besides building height and FAR, the other prevalent inconsistency between the Master Plan and the existing zoning ordinance relates to parking. Simply put, many of the building/development concepts shown in the plan do not comply with the zoning ordinance's parking requirements.

Parking is another issue that is being addressed as part of the overall zoning ordinance update. The zoning ordinance consultant's March 2009 "Technical Review Memorandum" wisely suggests a reexamination of existing minimum parking requirements to look at demand factors, best practices and "flexibility options." All of these types of adjustments appear to have applicability within the Village Center area.

Specific recommendations include:

- Changes to the shared and off-site parking regulations that allow users—particularly in the Village Center area—to share parking without need for special use approval;
- Reducing required minimum parking ratios, especially in light of the pedestrian- and transit-oriented planning vision. Depending on the findings of the parking assessment being conducted as part of the overall ordinance update, reduced parking ratios may be appropriate for Village-wide application of tied to proximity to the Village Center or a major transit facility;
- Providing or requiring short-term and long-term bicycle parking; and
- Crafting updated standards for the layout and design of parking lots (surface lots and parking garages).

### USES

The VC and GC-1 districts are both fairly restrictive from the standpoint of allowed uses. In the VC district, for example, only the following uses are permitted as of right:

- Residential dwelling units located above the ground floor;
- Offices (Ground-floor office uses require special use approval if more than 10% of district's street frontage is occupied by ground floor office uses.)
- Personal service establishments (Ground-floor personal service uses require special use approval if more than 10% of district's street frontage is occupied by ground floor personal service uses)
- Restaurants with a gross floor area of 15,000 square feet or less; and
- Retail sales establishments with a gross floor area of 15,000 square feet or less.

# Village Center Master Plan

## Section 5: Master Plan

This mix of allowed uses should be reevaluated as part of the zoning ordinance update to ensure that zoning regulations do not pose an obstacle to those hoping to invest and locate in the Village Center area. Also, the existing method of imposing special controls on ground-floor office and personal service uses should be reconsidered. One option would be to allow such uses as of right on the ground floor of side streets and in locations that do not represent the area’s most important or prominent pedestrian-oriented streets. In other words, use regulations could be adjusted block-to-block, and even floor-to-floor (vertical zoning), techniques that are both a common feature of form-based codes.



*Example of a “frontage-based” form-based code regulating plan that creates use regulations block to block.*

The fact that the current GC-1 district does not allow residential uses presents an obvious practical barrier to the promotion of mixed-use and single-purpose residential (e.g., rowhouse) development. If, as suggested in the “zoning classifications/map” section above, the existing GC-1 areas are rezoned to some version of VC zoning, the mixed-use barrier will go away. However, the new VC district regulations will still need to address rowhouse and other forms of single-purpose residential buildings if such housing types are to be allowed in selected locations of the Village Center area.



*The Master Plan shows rowhomes on the south end of the Village Center fronting Linden Avenue as a transition to the single-family neighborhood to the west.*

### **ADMINISTRATION AND PROCEDURES**

The existing zoning approach used by the Village relies heavily on case-by-case reviews, through the special use permit process and the planned unit development process. This approach, while not highly unusual, is time-consuming and unpredictable...for all concerned. In crafting updated zoning controls, the Village should consider moving towards a zoning model that relies more on as-of-right development options and provides greater certainty and predictability for investors, developers and the community as a whole. This type of environment will provide another positive signal that the Village is serious about realizing the vision of the Master Plan. It can be achieved through the imposition of objective standards and regulations that are fine-tuned to the specific planning vision for the downtown area. The goal should be to define in a fair degree of detail the type of building and development that is desired and provide an efficient and predictable path for those who propose projects consistent with that vision.



### Design Guidelines

#### Purpose

The following design guidelines were created to provide landowners, businesses, developers, planners, architects, landscape architects and engineers guiding principles for developments proposed within the Village Center. The design standards are intended to maintain and enhance the physical character of the Village Center by encouraging development proposals that strive for high-quality design.

It is recommended that a more comprehensive set of design guidelines is developed to supplement the Village Center Master Plan and potential form-based zoning approach.

#### Building Design

Building design and architectural style create and enhance the character of the Village Center for pedestrians and motorists. A specific architectural style, character or building type is not predominant within the Village Center. The majority of existing commercial buildings reflect early 20th century architectural styles with a variety of building materials such as brick, stone, concrete and terra cotta.

- A range of architectural styles is encouraged. However, all buildings should be designed with common elements: open glass storefronts; clearly defined entrances to ground and upper floors; sign bands and awnings incorporated into the design and scale of the building; upper floor windows placed in proportion to building width and height; and decorative cornices and parapets.
- Interesting architectural details and features are encouraged to provide layers of interest and variety for pedestrians and motorists.
- Existing buildings of significant architectural or historical character should be preserved and rehabilitated whenever possible. Special emphasis should be placed on buildings in prominent locations, such as buildings that define outdoor plazas and at corners to encourage interesting architectural features.



*Existing early 20th century commercial building within the Village Center.*



*Interesting architectural details and features are encouraged.*



*Existing buildings of significant architectural character should be preserved and reused.*



*Buildings with ground-level retail or office space should include open, clear glass windows to allow views into interiors.*

- Rear building entrances and facades should be designed in a manner consistent with the front and side facades, especially when parking is located behind buildings.
- Buildings with ground-level retail and office space should, whenever possible, include open, clear glass windows to allow views into building interiors and to reinforce an active shopping and business environment.
- All exposed/visible walls on freestanding parking structures, as well as on parking structures within buildings, should be screened and articulated with architectural treatment.
- Variations in rooflines are encouraged to add interest to and reduce the massive scale of large buildings.
- Adjacent buildings should have component parts in good proportion with one another. Similar design linkages should include placing window lines, belt courses and other horizontal elements in a pattern that is harmonious and reflects the same elements on neighboring buildings.
- Solid, windowless walls should be avoided. If such walls are necessary to the function of the building, they should incorporate awnings, display windows, material and color variations, arches, piers, columns, murals, high quality graphics, landscaping and other elements that reduce building scale and add visual interest.
- Building entrances should be designed so that doorways and vestibules are easily seen by shoppers and visitors, easily distinguished by tenant and use, and open and visible from the sidewalk.
- New buildings and facade rehabilitations should be designed to allow easy re-design and re-use of the facade if the tenant changes.

# Village Center Master Plan

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### Building Massing

Building scale and massing should be determined by the relationship of the subject site to adjacent structures. Structures should maintain a building "street wall" along streets and sidewalks.

- Rehabilitations and additions to existing buildings should contribute to the overall continuity of the streetwall.
- Recessing residential components of multi-story, mixed-use developments is encouraged to break up building mass.
- New development should be designed to provide a seamless transition between differing uses and adjacent buildings through the use of step-backs, varying roof lines, landscaping and/or screening.
- Upper floors of multi-story buildings should include residential or office uses that contribute to pedestrian activity on the street.
- Mixed-use and commercial buildings should seek to maintain or create a consistent but varied "street wall" and be planned within a larger context, rather than on a site-by-site basis.
- Buildings should be oriented towards the street with main entrances and/or windows facing the primary or secondary street frontages. They should be sited close to the street right-of-way to reinforce a walking pedestrian environment.
- New mixed-use/commercial buildings should be set back to allow a minimum 15 foot sidewalk. Building corners can be notched out or set back for small plazas and/or gateway elements.
- Gaps between buildings that interrupt the street wall are strongly discouraged except for pedestrian pathways and service alleys within long blocks. Such paths should link the primary streets to parking areas and public spaces located behind building and be no greater than 15 feet wide.



*Upper floors of multi-story buildings should include residential or office uses.*



*Mixed-use and commercial buildings should seek to maintain or create a consistent but varied "street wall."*



*Buildings should be sited close to the street right-of-way to reinforce a walking pedestrian environment.*





*New developments should hold the corners of intersections to enhance the sense of enclosure and pedestrian-orientation.*



*Single-story commercial buildings should be at least 22 feet in height.*



*Free-standing, single-story commercial buildings should be placed close to streets and other buildings.*

- New developments should hold the corners of intersections to enhance the sense of enclosure and pedestrian-orientation of the commercial/mixed-use area.
- Single-story commercial buildings should be at least 22 feet in height. If such a building is envisioned, the building should have high ceilings that create a greater feeling of enclosure along the street.
- Free-standing, single-story commercial buildings should be placed close to streets and other buildings. Pedestrians should be able to easily travel between buildings on clearly defined pedestrian paths, not parking lot driveways.
- All sides of “outlot” retail buildings should be designed to the same level as the front facade materials and details.

### Parking/Service Areas

Parking and building service/loading within the Village Center require careful consideration. The following design guidelines address parking and service areas for residential and commercial uses.

- Parking and service areas should incorporate attractive materials to minimize the "hard" appearance of driveways and surface parking lots. Decorative paving should be used to delineate pedestrian crossings, parking aisles, and entrances within parking lots.
- On-street parallel or diagonal parking is encouraged near business fronts and mixed-use venues to promote multiple trip shopping, provide for "quick trip" parking and activate shopping streets.
- Parking and service areas, including alleys, should be well lit, with glare on surrounding properties minimized.
- All parking and service areas should be designed to accommodate efficient snow removal and storage.
- Parking and service areas should be located and designed to minimize interference with pedestrian circulation and sidewalk connections to surrounding neighborhoods.
- Parking areas should be buffered with landscaping, fencing, and/or architectural elements to provide an attractive streetscape. Physical transitions between buildings and parking lots should be as "seamless" as possible.
- Service/loading areas should be located as far as possible from primary entrances to buildings.



*On-street diagonal parking is encouraged near mixed-use buildings.*



*Architectural elements and landscaping should be used to buffer parking areas.*





*Trash containers should be located in enclosures that provide year-round screening.*



*Where feasible trash containers should be consolidated into shared enclosures.*

- Trash containers should be located within enclosures that provide year-round screening or along alleys that are not visible from sidewalks.
- Where feasible, trash containers should be consolidated into shared "corrals."
- Dedicated parking for individual businesses is discouraged. Shared parking is encouraged to reduce the amount of land devoted to parking lots.
- Parking for adjacent parcels should be physically linked with driveways and without grade separation to allow efficient circulation between properties and businesses.
- Parking areas for residential, commercial, and mixed-use buildings should be located a minimum 15 feet from all building facades to allow for car overhangs, pedestrian access and landscape buffers.

### Pedestrian/Vehicular Circulation

Commercial/mixed-use developments within the Village Center are intended to accommodate a range of pedestrian-oriented neighborhood retail shops, service stores, restaurants, office and residential uses focused in a vital, active “Main Street” environment. Public open spaces with pedestrian connections and linkages to the surrounding neighborhoods will serve as both organizing elements and gathering spaces.

#### PEDESTRIAN CIRCULATION

- Develop a transportation network that is geared toward both pedestrians and vehicles and designed to accommodate all modes of transportation.
- Encourage separate and distinct pedestrian pathways that connect parking areas with building entrances. Clearly delineated crosswalks should be provided when such pathways cross vehicular traffic lanes.
- Design pedestrian access that incorporates shortened walking distances reduced through the use of breezeways and/or mid-block connections, as well as sidewalks.
- Provide clearly marked or signed wayfinding and directional signage from storefronts to open spaces, streets and parking areas.
- All intersections should comply with ADA accessibility standards providing, at a minimum, depressed curbs and tactile warning paving. Pedestrian crosswalks should be located at all intersections.
- All pedestrian crosswalks should be a minimum of ten feet (10') wide and clearly delineated with striping and/or paving.
- At major signalized intersections, alternate pedestrian crossing safety opportunities should be considered, such as mid-street refuges, barrier curbing, speed tables and/or timed pedestrian crossing signals.



*Encourage distinct pedestrian pathways that connect parking areas to building entrances.*



*Provide clear signage from storefronts to parking areas.*



*All pedestrian crosswalks should be a minimum of ten feet wide and clearly delineated with striping and/or paving.*



*A unified street lighting system should be incorporated into the mixed-use area streets.*

### VEHICULAR CIRCULATION

- The street system should be designed to balance the distribution of traffic onto a variety of streets so that no one street becomes overburdened and/or solely relied upon for large amounts of traffic.
- A subsystem of service alleys should be considered for access to commercial/mixed-use service areas or defined/controlled parking areas.
- Service alleys should conform to local codes and standards, while accommodating delivery trucks, cars and other service vehicles.
- Shared access points and/or drive aisles between commercial/mixed-use areas is encouraged to limit traffic and curb-cuts on local streets.
- Shared parking and/or designated parking components of any commercial/mixed-use area should be coordinated and signed appropriately to avoid user confusion.
- A coordinated wayfinding and directional signage program should be part of an overall commercial/mixed-use district throughout the Village Center.
- A unified decorative street lighting program should be incorporated into the commercial/mixed-use area street and internal vehicular use area system to provide a sense of cohesiveness as well as safety.

### METRA + PACE GUIDELINES

- Reconfiguration of any existing Metra parking facilities or circulation system related to the train line or contained within the Union Pacific R.O.W. should comply with Metra's station and parking manual.
- Any roadway planned as a bus route should incorporate the Pace development guidelines for facilities and circulation.

### Wayfinding + Signage

A clear, identifiable signage system that incorporates a special design theme will increase visibility and recognition of the Village Center and facilitate travel by motorists, bicyclists and pedestrians. The program should include the following types of signs:

- **Area Gateway | Identity Signs:** Placed at key area entrances and intersections.
- **Directional Signs:** Placed at key locations to guide visitors and shoppers to parking lots, plazas and activity generators.
- **Information Kiosks:** Sign boards that provide transit/business/event information and area maps.
- **Special Decorative Street Signs:** To reinforce the Village Center area identity.

#### AREA GATEWAY | IDENTITY SIGNS

Area gateway signs should use high-quality materials such as stone, masonry and/or metal. These signs should provide a sense of arrival into a special area within the community. Where space permits, landscaping and lighting should be incorporated into gateway features.

Potential locations for gateway signs include:

- Southeast corner of Lake/Green Bay
- Northeast corner of Central/Green Bay
- Southeast corner of Central/Green Bay
- Northeast corner of Wilmette/Green Bay
- Southeast corner of Wilmette/Green Bay
- Northeast corner of Linden/Green Bay
- Southeast corner of Linden/Green Bay



*Example of an identity sign located in Wilmette.*





*Example of directional signage.*



*Kiosks can include maps, business and open space locations and historical information.*



*Special decorative street signs.*

### **DIRECTIONAL SIGNS**

Directional signs should be placed along streets and pedestrian zones. They should be designed as part of a larger streetscape theme and signage that "brands" the Village Center. Placement of directional signs should be focused along Green Bay Road, Wilmette Avenue and Central Avenue.

### **INFORMATION KIOSKS**

Information kiosks should be considered for special locations in the Village Center to provide information on special events, notices, businesses and places of interest.

Kiosks should be scaled for pedestrian use and could include maps, business and open space locations, event listings and historical information.

### **BUSINESS SIGNS**

In addition to the public signage program, guidance should be provided for private businesses within the Village Center to encourage a range of high quality business identity signs. Signs to be encouraged:

- *Wall or Building Mounted Signs*
- *Window Lettering*
- *Small Overhanging or Blade Signs*

Business signs that are discouraged include:

- *Neon Signs*
- *Fabric Banners*
- *Backlit Plastic Signs*



# Village Center Master Plan

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- Business signs should be proportional to a building's facade and oriented toward viewing by pedestrians.
- Business signage should be simple and incorporated into a building's architecture. Such signs should serve to identify a business while contributing to the attractiveness of the street.
- Decorative overhanging or blade signs should be allowed in the Village Center with the size controlled and coordinated with a building's façade design.
- Decorative overhanging or blade signs should not exceed six (6) square feet in size with a maximum height of three (3) feet, placed at a minimum of nine (9) feet above the sidewalk. They should extend no more than three to four (3-4) feet from the face of the building.
- Business signs that protrude from building facades should be oriented to pedestrians rather than vehicular traffic in size and placement.
- Overhanging signs should be limited to one sign per business, including "icon" signs, unless a building is located on a corner.
- Signs should be constructed of high-quality, durable materials.
- Sign colors and materials should be consistent with the colors and materials of the building and awnings.
- Back-lit panel signs are discouraged. If direct lighting is used, glare, brightness, visible hardware and maintenance issues should be addressed. Strategically placed lamp fixtures that are compatible with the building and sign design is encouraged for illuminated signs.



*Decorative overhanging or blade signs should not exceed 6 square feet in size.*



*Business signage should be simple and incorporated into the building's architecture.*



*Business signs should be oriented toward viewing by pedestrians.*

### Open Space



*Open spaces should provide an appropriate balance of hardscape and softscape.*



*Open spaces provide an opportunity to create focal points, activity nodes or landmarks for an area.*



*Elements should be pedestrian-oriented and accessible/barrier-free.*

A simple hierarchy of strategically placed open space elements should be implemented as new commercial or mixed-use development occurs. This hierarchy of elements may include open space elements such as:

- *Pocket parks or plazas*
- *Central Greens or “Commons”*
- *Commercial/mixed-use area streetscapes*

While not all of these open space opportunities can occur at any one development, their collective use and integration should be ensured within the Village Center commercial mixed-use area and the surrounding neighborhood.

When little or no open space opportunities can occur within any mixed-use/commercial development, these guidelines will ensure that architectural treatments of the development include unique, high-quality place making elements such as clocks, fountains or tower elements. In general, all open space elements should ensure the following characteristics:

- Promote safe and effective linkages for pedestrians, bicyclists and motorists.
- Be pedestrian-oriented and accessible/barrier-free.
- Be highly-visible, well lit and easy to use or maintain.
- Be “focal points, activity nodes or landmarks” for the area.
- Provide elements of landscape plant material or “green space.”
- Provide an appropriate balance of hardscape and softscape features.
- Be designed with low-maintenance natural or native landscape plant materials.
- Provide for functional seating and bicycle parking.
- Assist in reducing the “urban heat island” effect and storm water runoff.



# Village Center Master Plan

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### POCKET PARKS OR PLAZAS

Pocket parks or plazas are intended as small urban spaces adjacent to the overall streetscape system, or as part of a development project. They should be developed at key corners, entries to mixed-use/commercial buildings and/or in-between two mixed-use/commercial buildings. Pocket parks and plazas provide opportunities for outdoor seating areas, pedestrian pass-throughs and/or cafe spaces.

- These open spaces should be intimate in scale and complement the overall urban character and massing of the Village Center.
- To the extent possible, these spaces should be enclosed by adjacent mixed-use/commercial spaces with open display windows or entries to help activate the space.
- As with all open spaces designed as part of future mixed-use/commercial development within the Village Center, a consistent family of elements based on the streetscape should be utilized.

### CENTRAL GREENS OR "COMMONS"

Similar to a pocket park or plaza, these areas provide for a significant amount of open "green" or landscape space to occur within a development. Again, these are used as landscape buffers, gathering or seating areas and help soften the urban feel of a mixed-use district.

As part of the mixed-use/commercial areas within the Village Center, a central green or commons area should be considered to act as an organizing element for future mixed-use/commercial development. Today, the only significant green space within the Village Center is located at Village Hall.

- A central green space should be considered as part of a mixed-use/commercial development within the West Green Bay Road site bound by Green Bay Road, Wilmette Avenue, Central Avenue and Park. If developed, this site would serve many users including shoppers, the Library and residents and serve as central gathering space for the underserved west side of Green Bay Road.



*Pocket parks should be intimate in scale.*



*A central green should be considered as part of a mixed-use development within the West Green Bay Road site.*



*A consistent family of streetscape furnishings should be used to connect and unify the Village Center.*



*Special features, such as fountains, should be considered for open spaces.*



*Decorative planters and landscape pockets should be used to create color and seasonal interest.*

### STREETSCAPE

Probably the most common and heavily used type of public open space in any commercial/mixed-use district is the public and private streetscape.

Future and existing mixed-use/commercial areas within the Village Center predominantly along Green Bay Road, Central Avenue and Wilmette Avenue should employ a unified streetscape enhancement program. While differing in intensity of use, both mixed-use/commercial and residential streetscapes should provide ample pedestrian and bicycle space in conjunction with a common family of streetscape furnishings.

Streetscape furnishings, such as lighting, decorative pavers, bollards and trash cans enhance and define an area's character and "curb appeal," while strengthening and enhancing the pedestrian experience. Additional elements, such as benches, bicycle racks and newspaper corrals in high-traffic areas provide additional public benefit. Together, these streetscape elements identify the Village Center and give it a distinct or unique character. This is especially important in bridging the east and west sides of Green Bay Road.

- In general, all streetscape furnishing within the Village Center should use a consistent family of streetscape elements to connect and unify the entire Village Center.
- All streetscape furnishings should be constructed of durable, vandal-resistant, low-maintenance, high-quality materials and conform to ADA and local code requirements as appropriate.
- New streetscape furnishings should be located throughout the area's public and private streetscapes and clustered in high-traffic areas.
- Streetscape furnishings should be located where they will least impede pedestrian movement and snow removal.
- Sidewalks should be kept clear of streetscape furnishings and landscaping to maintain a minimum six foot (6') wide consistent, unobstructed path of travel.



# Village Center Master Plan

## Section 5: Master Plan

- Decorative metal benches, trash receptacles and bike racks should be provided at high-activity pedestrian areas, such as key intersections within the Village Center.
- Decorative paving such as brick, clay pavers, stone or stamped concrete should be considered when designing the hardscape for new plazas and open spaces.
- Decorative planters should be placed in plazas and along pedestrian paths and sidewalks where they will not impede safe flow of pedestrians.
- Existing and future open spaces should incorporate special features such as fountains, artwork, planting and other elements.



*Furnishings should be located so they do not obstruct pedestrian movement.*



*High quality paving materials like brick, clay pavers, stone or stamped concrete should be used in designs for hardscape.*







# IMPLEMENTATION



### Implementation Strategy

A major and sustained commitment will be needed by the Village and business/property owners to implement the Master Plan and promote the Village Center as a thriving, mixed-use destination. Because not all elements of the Master Plan can be implemented at once, setting priorities based on budgets and resources according to a capital improvement program should be the first focus of the implementation stage. This will take a major commitment from Village leaders and staff, strong public/private sector cooperation and continued coordination with the transit agencies, as well as input and assistance from business owners, property owners and residents.

An implementation strategy for the Village Center Master Plan should include the following components:

- Communication and Coordination
- A Coordinated and Scaled Redevelopment Approach
- Achievable Priority Action Tasks and Identification of Catalytic Projects
- Identification of Funding Sources
- Key Village Initiatives

### Communication and Coordination

Key participants in the implementation of the Village Center Master Plan must include the following entities:

#### **VILLAGE OF WILMETTE**

The Village will have the key leadership role in implementing the Plan. The Village's continued active participation in promoting, coordinating and facilitating public improvements and redevelopment within the Village Center will be critical for successful implementation. The Village will also need to provide or identify technical and financial resources. Key roles and responsibilities will include:

- Ensure that ordinances that govern development, including zoning, building codes, infrastructure and design standards support the redevelopment proposed in the Plan.
- Coordinate with other public agencies, property owners and developers to ensure that future development conforms to the Master Plan.
- Administer technical and other assistance to businesses, property owners and developers.
- Assist with relocation of existing businesses, where appropriate, to other suitable locations within the Village to allow for redevelopment of key sites.
- Assemble sites for new development where necessary.
- Initiate more detailed studies and plans for local transportation, public open space and infrastructure improvements.
- Seek out grants and funding sources for public improvements and property consolidations.
- Open regular communication/coordination channels with local businesses and property owners.

#### **TRANSPORTATION AGENCIES**

Public agencies that will be involved in implementing the Master Plan may include:

- *RTA/Metra/Pace*: The Village should continue to coordinate more detailed development plans and Master Plan initiatives with transit agencies on the placement, access and configuration of potential transit service amenities and support facilities within the Village Center, such as parking, bus shelters and access.
- *Union Pacific Railroad*: The Village should continue to maintain an on-going dialogue with Union Pacific Railroad to realize the potential redevelopment opportunities near the existing train station site, as well as to evaluate and maintain safe and efficient track crossings at key Village intersections along the Green Bay Road Corridor.



# Village Center Master Plan

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## Section 6: Implementation

### PRIVATE SECTOR

Developers, property owners, local businesses and financial institutions will play a key role in the phased implementation of the Master Plan and redevelopment of the Village Center:

- *Private Developers:* The Village should take an active role in attracting mixed-use, residential and commercial developers to the Village Center, particularly for the key larger target sites following the goals and objectives of the Plan. This can be achieved via an in-house or consulting economic development expertise targeted to Village Center development and business recruitment/retention.
- *Local Business and Property Owners:* The Village should establish a regular communication forum and outreach program with business and property owners within the Village Center to determine their development needs and keep them current on the status of the Master Plan initiatives. This “Village Center” business development commission can be spearheaded by internal staff and key community business leader/volunteer committee membership.
- *Financial Institutions:* With Village support in achieving the Master Plan vision, local lenders can assist and facilitate redevelopment by providing preferred financing options for projects within the Village Center. The Village should initiate conversations with local bank lenders to evaluate what options are available for financing assistance for new and existing property redevelopment or enhancement.

### Redevelopment Timing and Approach

Due to the current state of the economy at the time of preparing this Master Plan vision, redevelopment is anticipated to occur over the next 10 to 15 years. During this time horizon, redevelopment is likely to occur based on one or more of the following approaches:

- Incremental site-specific redevelopment by individual property owners that either redevelop or sell to developers or businesses that then develop the sites.
- Redevelopment initiated by a group of property owners in partnership with a master developer.
- Redevelopment initiated on larger consolidated sites by a master developer that assembles properties.
- Strategic public acquisition of key properties in order to package a land assemblage for solicitation of a master developer to redevelop the properties.

The four options noted reflect various levels of public involvement and investment. Complexities inherent in infill Village Center redevelopment typically require higher levels of public involvement, especially associated with land acquisition, bridging of financial gaps and “setting the stage” with public infrastructure and facilities.

The Village could initially limit its involvement in the redevelopment process to active marketing of the Master Plan to the business and development communities and create the appropriate and “predictable” regulatory framework necessary to spur investment by revising its development codes. However, in discussions with Village staff and Planning Advisory Committee members about current redevelopment trends in communities throughout the region, it is likely the Village will have to play a more active role to get redevelopment started and achieve the Master Plan vision. This may involve strategic property acquisition and forming public-private partnerships for catalytic projects that would generate momentum and have more positive financial and fiscal results.

### **Priority Actions and Catalytic Projects**

An important early step toward Master Plan implementation should be the identification of achievable priority actions and catalytic projects. An outline of priority actions and catalytic projects must also be put into a time horizon framework and cost/benefit matrix to serve as an incremental or “stepped” process. Simple actions such as development code changes and simplification of the development process are extremely valuable, low cost priority actions that can be implemented in an early time horizon and set the stage for redevelopment and reinvestment.

Once this framework has been established, the Village can focus on strategically implementing catalytic projects. These are projects which include target study sites that are expected to create the most vitality, investment and redevelopment in the area because of their high visibility, strategic locations and large sizes. Additionally, the implementation of these projects would begin to address optimal land use and development opportunities as envisioned in the Master Plan.

#### **Priority Action Tasks**

##### **CODE CHANGES**

The Village of Wilmette is currently updating its overall zoning code. As part of the Village Center Master Planning process, the team has recommended several key code and land-use strategy changes, which should be incorporated into a reworked Village Center zoning strategy. A high priority next step task for the Village should be to ensure that the higher intensity development and land-use mix envisioned in the Master Plan is quantified and articulated in a new development or zoning code. At a minimum, this code change should reflect changes to the current property along the west side of Green Bay Road from GC-1 to VC, or some variation of VC classification. In coordination with these suggested district boundary changes, desired urban form, design, development standards, uses and parking requirements should be revisited in a new design-based approach.

The recommended approach that should be considered is a form-based zoning code for a new Village Center, or VC, district (see Zoning discussion in Section 5: Master Plan). This type of zoning provides the same functions as standard zoning and design guidelines, but provides more specificity and predictability for defining the Village’s desired physical form for buildings and public spaces. This zoning de-emphasizes numerical density and bulk calculations such as floor-area ratio (FAR) and maximum dwelling units per acre, while providing more desired form and design detail such as build-to-lines, height minimums and maximums, architectural requirements, parking setbacks and streetscape and signage standards.

### DESIGN GUIDELINES

In conjunction with a change in Village Center zoning strategy, the Village should develop a detailed set of Village Center Design Guidelines. Prior to considering development proposals, the Village should define key elements of the design of the public realm or streetscape to provide a blueprint that articulates standards for development. While suggested elements of a preliminary design guidelines package are included in this Master Plan report, the Village should undertake a more thorough, detailed examination of key urban design elements for the guidelines such as street, building, parking, site, landscape, streetscape and signage design. These guidelines would not only encourage higher quality, “context sensitive” projects, but would help facilitate a streamlined, predictable review process for all development and reinvestment within the Village Center.

### STREETSCAPE DESIGN

As discussed and illustrated earlier, a key goal of the Master Plan is the physical and visual connection or bridging of the Village Center on the two sides of Green Bay Road and the train tracks. Probably more cost effective and phase-able than any other method of achieving these goals are a solid, connected and integrated streetscape character and open space network. A comprehensive, detailed streetscape design plan and linked pedestrian open space system and implementation strategy/program should be undertaken that provides a holistic vision for enhancing the Village Center’s key streets. Most notably the focus should first be placed on the Green Bay Road Corridor, truly the gateway or “main street” to the community. Additional focus on Central and Wilmette Avenues should also be tied into this new system. A streetscape/open space program should include conceptual and detailed design, cost estimates and prioritization of projects based on capital improvement budgets, new infill development and acquisition of funding or grants. The implementation of one or more of these key streetscapes/open space features could be considered a catalytic project that jump starts other Master Plan initiatives.

### VILLAGE CENTER WAYFINDING + SIGNAGE DESIGN PROGRAM

As part of or a separate task from a Village Center Streetscape Program, a visually attractive and clear downtown wayfinding and signage system incorporating a recognizable logo, brand or theme should be implemented within the greater Village Center area. This program, aimed at directing motorists, visitors and residents into and around the downtown destinations, can be easily phased over time and eventually expanded to a more regional level directing motorists and bicyclists from community gateway points to the Village Center. A theme or design direction could build off of the newly developed vertical community gateway elements. A strong wayfinding system should address the following signage types:

- Village Center Gateways/Village Center Directional Signs
- Key Destination/Public Parking Directional Signs
- Regulatory Signage
- Trail or Pedestrian Directional Signs
- Seasonal Banners
- Street Signs
- Other Village Center Brand Graphics

### **BUSINESS RECRUITMENT/RETENTION AND BRANDING**

In conjunction with other downtown development initiatives, the Village should insure that a strong, clear marketing and business retention/recruitment strategy is developed. Cross-fertilization of local Chamber of Commerce initiatives, as well as current Village supported downtown marketing should be calibrated into a cohesive plan, one that begins to build Wilmette's brand as a unique North Shore community with redevelopment and business opportunities and strong local and regional transportation linkages.

Consistency in message is critical to promoting downtown efforts and, as some additional critical mass occurs, the Village may investigate a permanent part-time paid Downtown Development Director position. In the near term, community development and planning staff should provide this downtown business "navigator" role and be provided with the necessary tools and resources to administer these services. Some tasks involved with this role may include:

- Maintain an up-to-date inventory of all businesses and vacant storefronts with data that can easily be communicated to brokers and retailers. Marketing pieces that contain demographic and market data from this study would also be useful.
- Host more special events or activities in the Village Center, or tie in with events hosted by other groups.
- Develop promotional campaigns that encourage residents to shop and dine in the Village Center.
- Work with existing businesses to upgrade their storefronts and marketing activities, including websites.
- Work with the ownership of the Wilmette Theatre to promote and leverage its programming.
- Forge closer connections with the Baha'i Temple, which attracts more than a quarter million visitors to Wilmette annually. The Baha'i Temple's website has links to restaurants in the Village Center, but should be regularly updated.

### **FINANCING STRATEGIES**

As described in more detail to follow, the Village should investigate options for funding downtown development initiatives, priority tasks and catalytic projects. Among the financing tools available that should be explored are the creations of Tax Increment Financing (TIF) districts and Special Service Areas (SSAs). These financing models provide capital to undertake a variety of Village Center redevelopment costs as discussed further.



### Catalytic Projects

The following key target or catalytic projects have the most potential for providing the level of new mixed-use vitality and diversity necessary to move the Village Center forward. As noted in previous studies, including the most recent ULI study, these target redevelopment sites hold the most promise for positive change in the Village Center. Additionally, community support voiced during workshops and interviews, as well as the transit-supportive environment provided by Metra and Pace, further supports these as important areas to focus on.

While the Master Plan is a long-term vision for growth with a 10-15 year time horizon, we have attempted to evaluate these projects in two ways. One, by order of importance to moving the Master Plan forward and two, the ability to execute in the noted time frame. These catalytic and priority projects are further evaluated in the following matrix at the end of this section. The matrix allows other factors, such as cost, responsible parties, expected timelines and acquisition to be evaluated against each task.

Many other variables affect the ability and timing of these projects to move forward. These include, at a minimum, ability to acquire parcels, public-private partnerships and financing and leadership change or turnover. This Master Plan, like all good Master Plans must be evaluated regularly and updated as necessary to meet the ever-changing dynamics of community character and sentiment, leadership changes and market forces.

#### FORD SITE/BLOCK REDEVELOPMENT

Most widely discussed and recognized as the key target redevelopment site in the Village Center, this site is envisioned to “build a bridge” and symbolically link both halves of east and west Village Center. New mixed-use development along with a new multi-level parking facility will anchor the Green Bay Road frontage and create the missing west block street wall to the Village Center. The Library, Post Office and a surface parking lot will anchor the west portion of this site and be connected via a new landmark community “commons” or “green.” A pedestrian dominated environment coupled with controlled access drives and proximate parking is envisioned to play home to a variety of community events, markets and passive recreational opportunities.

The Village’s active participation in this site redevelopment is highlighted by the west civic uses and common surface parking already in Village control. This site, combined with other private ownership parcels provide a variety of land-use types and site development options to occur at reasonable but greater densities due to scale, access to surrounding roadways and transit. This consolidated development site also provides additional synergies in utility infrastructure and open space planning not achievable in smaller independent parcels.

#### CHASE BANK/UNION PACIFIC FRONTAGE

While these two sites have been shown on the Master Plan as one larger site redevelopment area, development of just the commercial frontages of each site along the north side of Central Avenue provides an immediate achievable development opportunity. These two 1 to 2-story independent commercial/office buildings would “fill in” the missing shopping street wall along this highly traveled pedestrian/vehicular area. Each building could be developed independently on their respective property while maintaining access for the Green Bay Trail, Pace drop-off area and improved street parking along 12th Street.

Both projects would require parking reconfiguration due to surface parking lot displacement or loss of cars. The Master Plan indicates where some of this lost parking can be made up. In addition, suggested

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## Section 6: Implementation

parking zoning relief to downtown retail businesses or shared opportunities on off-peak times with the Metra lot may be considered. *It should be noted that throughout each step of the redevelopment process, the amount of commuter parking in the station area should remain at its current level, resulting in no net loss of spaces during any of the phases. Most grant dollars, including Metra's, are not available for financing the replacement of commuter parking spaces that are displaced from designated and/or historical commuter parking facilities. Additionally, Metra does not have the funds to build structures for commuter parking. However, should demand warrant it, Metra may provide funding equal to the cost of surface parking for additional parking. Metra will not provide funding for the replacement of existing parking facilities.*

Both of these projects require additional dialogue with current property owners, including the Union Pacific Railroad.

### **CHASE BANK SITE**

The Master Plan envisions the remainder of the Chase Bank site from 12th/Central to Washington as a mixed-use multi-story redevelopment site. As noted earlier, this project would have limited commercial/retail space at the first floor with the remainder as indoor parking. Additional indoor parking would also be provided on a lower level (underground) parking area supporting 4 stories of new residential units above the first floor.

The west elevation of this new development would provide new enhancements to the Green Bay Trail and provide a new public open space or pocket park abutting commuter parking. It is envisioned that this new development will also bring more life to Washington Street and the small collection of restaurant and service uses that exist here today. Access to Metra parking will continue to be served off of Washington Court via 12th Street. As with the other Target Sites mentioned, continued dialogue with the property owners is essential to future redevelopment of this site. The existing Chase banking facility is envisioned to be part of any new development through a carefully crafted plan and phased implementation strategy.

### **VILLAGE HALL SITE – VILLAGE GREEN ENHANCEMENTS**

The Village Hall site, the “heart of downtown,” was widely recognized throughout the study as a key redevelopment site. The planning process identified opportunities to both retain the current building with additions, as well as relocate off-site to various other locations. An alternate option (See Appendix A) identifies mixed-use development potential for both a new Village Hall facility, as well as a mixed-use residential/retail development with underground parking.

In all schemes, including the preferred Master Plan direction, significant improvements were suggested for the corner pocket park at Central and Wilmette Avenues as a new Village Green. In interviews, workshops and focus group sessions, respondents identified a common goal to clean up and rework this key, downtown corner. Imperative in the redesign of this space is the ability to maintain a passive environment, open, safe and clear views, reasonable and maintainable landscape and streetscape elements, and a flattened grade transition to the Village Hall. In order to achieve these goals, a conceptual-level plan was developed as part of this Master Plan that uses a new Veterans’ memorial wall as a grade-transitioning element to the west. Integrated stairs and accessible ramps will provide access to Village Hall, while a cleaner, simpler pocket park is created at the corner.

A small water feature and space to accommodate possible seasonal kiosk vendors should also be considered. This project does not require any redevelopment project to trigger its initiation and could be a strong catalyst in the eastern portion of the Village Center.

### GREEN BAY ROAD CORRIDOR STREETScape ENHANCEMENTS

With or without new development initiated along the Green Bay Road Corridor of the Village Center, new streetscape enhancements are suggested as part of this Master Plan. In some cases these enhancements may spur private reinvestment, but it is assumed that streetscape improvements suggested on the west side of Green Bay Road will be coupled with individual block or site development initiatives. It is imperative for the Village to have a streetscape/open space plan defined and in place prior to redevelopment efforts. This plan will serve as a guide and in many instances, a shared cost between public/private partners.

Streetscape enhancements along the Union Pacific Railroad right-of-way and east side of Green Bay Road will coordinate and collaborate with the railroad and Metra. Enhancements along these areas are primarily designed and focused on pedestrian safety and controlled movements/crossing restrictions. Any final plans must consider ICC sight line and height encroachment restrictions in these areas. Furthermore, the plan calls for maintaining a more planted and controlled retaining wall slope along the Village Center Rail right-of-way on the Green Bay Corridor. These concepts are consistent with improvements along railroad rights-of-way south into Evanston and north into Kenilworth.

### WILMETTE AND CENTRAL AVENUE STREETSAPES

Extension of a unified streetscape program to areas east of the tracks along Wilmette, Central and other minor streets will further set the stage for private investment in the Village Center. Focused effort at the key intersections and at key Village Center anchors or destinations, such as the Wilmette Theatre, will signify the Village is continuing to act upon the Master Plan recommendations and reinvest in the Downtown business environment. A phased incremental approach to individual blocks or portions thereof can take place over several years. Projects should be funded as budgets allow, as grant or other funding sources become available, or in conjunction with new development, redevelopment or public infrastructure projects.

As part of any good, long-term streetscape or open space program, a long-term maintenance and management plan should be developed to protect these investments. Annual and periodic maintenance and management costs should be factored into either a Downtown organization or Village Public Works operating and staffing budget.

### KEY CATALYTIC PROJECT RANKING

#### Order of Importance or Impact to the Village Center Redevelopment

1. West Green Bay Road – Ford Block
2. Chase/Union Pacific Frontage
3. Village Hall/Village Green
4. Chase Bank Site
5. Green Bay Road Corridor Streetscape Enhancements
6. Wilmette and Central Avenue Streetscapes

#### Ease of Execution/Implementation

1. Village Hall/Village Green
2. Wilmette and Central Avenue Streetscapes
3. Chase Bank/Union Pacific Frontage
4. West Green Bay Road – Ford Block
5. Green Bay Road Streetscape Enhancements
6. Chase Bank Site

### Funding Sources

Many of the recommended projects and improvements outlined in the Village Center Master Plan will require financial assistance in order to be implemented. Where possible, local, state and federal funding sources should be used to leverage private sector dollars. The following are key financing tools, programs and potential funding sources to be considered by the Village:

#### **Local Funding Sources**

##### **CAPITAL IMPROVEMENT PLAN**

Probably the most common means the Village can use to tackle public improvements is to fold these projects into the regularly evaluated and updated Capital Improvement Planning and Programming. Capital improvement funding could be used to support various projects outlined in the Plan, including:

- Road and Street Improvements
- Pedestrian Safety Enhancements
- Streetscape Implementation
- Parks and Plazas
- Public Parking Improvements
- Signage and Wayfinding Programs
- Public Building Interior and Exterior Improvements

Recognizing that public budgets are shrinking, and therefore limited in the current economy, the Village should investigate shared improvements and funding opportunities with other municipal taxing bodies or public/private partnerships.

##### **GENERAL REVENUE BONDS**

Depending upon the Village's bond rating and current bond/debt load and retirement, the Village may investigate the ability of long-term bonds for specific portions of the Master Plan in order to jumpstart redevelopment activities. Bonding for public infrastructure, open space or streetscape improvements, site acquisition, clearing or remediation or a new parking structure facility are some of the key catalytic components of the Plan that should be considered. The Village should consult their finance expertise to evaluate these opportunities.

##### **PROPERTY TAX ABATEMENT**

Another option for the Village to consider to spur redevelopment, particularly for the privately held target redevelopment sites, is the use of property tax abatement. In order to entice new retail and commercial development or redevelopment, the Village could structure a reasonable property tax abatement program tied to those development opportunities within the Village Center and adjacent to the transit station area.

The tax advantage may be justified in the additional redevelopment costs necessary to develop within the Village Center as opposed to the other "more greenfield" commercial developments within the Village. This structure may provide a competitive advantage to the Village Center from competing interests in neighboring downtowns and surrounding regional malls and retail centers. More information can be found at [www.cookcountyassessor.com/forms/cls8b.pdf](http://www.cookcountyassessor.com/forms/cls8b.pdf)

### **FEDERAL HISTORIC PRESERVATION TAX CREDIT PROGRAM**

Since 1976, the National Park Service, in partnership with the Internal Revenue Service and the Illinois Historic Preservation Agency (IHPA), has administered the Federal Historic Preservation Tax Credit Program in Illinois to encourage rehabilitation and reinvestment in historic buildings. Through this program, a 20 percent tax credit is provided to owners and developers of income-producing historic buildings who undertake a substantial rehabilitation of a historic building in which rehabilitation costs must be equal to or greater than the adjusted basis of the property minus the cost of the land, plus improvements already made, minus depreciation already taken. In addition, the project must also be a certified rehabilitation by following the Secretary of the Interior's Standards for Rehabilitation and receiving design work approval by IHPA and the National Park Service. Property owners and developers must follow a three-part application process with IHPA and determine if the building is a certified historic structure if it is located within a National Register Historic District or is not individually listed in the National Register of Historic Places. It is highly recommended that IHPA be consulted on project scope and details before beginning the application process.

### **NATIONAL REGISTER OF HISTORIC PLACES**

The National Register of Historic Places is the nation's official list of architectural, historical and cultural resources worthy of preservation. The National Register is administered in partnership between the National Park Service and the Illinois Historic Preservation Agency. Properties can be nominated and listed in the National Register individually or as part of a larger district. Benefits of National Register listing include eligibility for Federal Historic Preservation Tax Credits, tax deductions for easement donations, and protection from Federally funded or licensed actions. National Register listing does not restrict a property owner from use of the building.

### **COMMUTER PARKING FEES**

Construction of a new Village parking structure is envisioned through a variety of funding sources. One additional funding opportunity that should be investigated for this multi-user structure is the potential to increase commuter parking space fees. In combination with a review of all commuter parking facilities, the Village may elect to develop a graduated scale of parking fees based on an overall facility location and proximity to the train station. Commuter parking fees for spaces in a new parking structure could be used to pay down debt on the structure construction costs, along with those shared construction costs provided by Metra for their defined spaces. Commuter parking fees in other surface lot facilities could also be increased to cover on-going lot maintenance, operations, renovation and security.

As part of any commuter parking fee possible increase, a careful examination should ensure that these new parking fees remain comparable and competitive with commuter parking fees in the area. Any proposed increase in commuter parking fees would be subject to approval by Metra.

### **TAX INCREMENT FINANCING**

Tax Increment Financing (TIF) is a municipal incentive that provides financial assistance to stimulate private investment in a deteriorating and/or blighted area that would not otherwise be developed. TIFs allow the local taxing bodies to make a joint investment in the development or redevelopment of a targeted area, with the goal that any short-term gains will be reinvested and leveraged for larger financial gains in the future.



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To establish a TIF district, an eligibility study must be completed by the Village. The targeted area must possess a minimum number of factors outlined by Illinois law that classify it as either blighted, vacant or as a conservation area. Once it has been determined that the area meets the qualifying criteria, a redevelopment plan must be completed and reviewed.

At the beginning of the process, the equalized assessed value (EAV) within the TIF district is measured and frozen. Incremental revenues from growth in property tax revenues over the life of the TIF can be leveraged to pay for eligible redevelopment costs. Once the development project is completed and has been paid for, the TIF district is dissolved and the tax base is returned to full use by all eligible taxing bodies. This strategy is authorized for a 23-year period, with the possibility of renewal for an additional 12 years.

Typical TIF projects and eligible costs include:

- Land acquisition and site preparation
- Environmental remediation measures
- Building rehabilitation
- Streets and public infrastructure improvements
- Marketing of sites in the TIF district
- Professional fees related to the redevelopment projects

The array of eligible projects and costs make TIF an appealing economic development incentive and is often used in conjunction with other mechanisms, such as SSAs.

### **SPECIAL SERVICE AREA**

A Special Service Area (SSA) is a mechanism that provides increased funding for expanded services, programs and/or physical improvements in a defined geographical area. Through a localized and defined increase in the property tax agreed to by property owners, additional services can be delivered. Throughout Illinois, SSAs are growing in popularity due to their flexibility.

The establishment of an SSA can be initiated by the community or at the request of some or all of the property owners in a particular area. An application must be filed with the chief elected official of the municipality or county explaining, at the minimum the:

- Special services to be provided
- Boundaries of the designated area
- Estimated amount of funding required
- Stated need and local support for the proposed Special Service Area

Once submitted, the proposed ordinance must go through at least one public hearing followed by a 60-day waiting period to allow for opposition. Once enacted, the local governing body must approve the SSA's annual budget and levy on an annual basis.

The additional services in an SSA extend beyond basic municipal services, such as snow plowing and trash removal and can include:

- Support services, including additional downtown promotion marketing management and advertising expenses, special events and leasing support
- Infrastructure improvements such as streetscape and landscaping, sidewalk and street paving and improvements and parking lots or garages
- Physical improvements to storefronts and building interiors
- Special events and seasonal decorations
- Security and parking enforcement improvements
- Program administration and membership services
- Store window display
- Retailer training
- Land and building improvements including storefront enhancements, grants or loans and interior rehabilitation/build-out assistance

Whether or not an SSA is established, Wilmette Village Center needs to focus on a number of activities to help retain their existing businesses, recruit new ones and attract more shoppers and visitors to the Village Center. These activities can be the responsibility of Village staff, the Wilmette/Kenilworth Chamber of Commerce, a Village Center Business Association or some combination of the above. It is recommended that the Village develop a comprehensive strategy for business retention, marketing and recruitment as identified in the Priority Action Tasks portion of this section.

### **BUSINESS IMPROVEMENT DISTRICT (BID)**

While another viable public financing tool to spur redevelopment initiatives, the Business Improvement District (BID) is similar in structure to the aforementioned Special Service Area, it was not seen as a reasonable financing strategy for Wilmette's Village Center.

The Business Improvement District is adopted by ordinance and is funded by an increase in sales tax (generally in increments of 0.25%) up to 1.0%. These sales taxes can be used for most revitalization or redevelopment activities allowed under the BID statute.

We believe this added sales tax revenue creates an added burden and clear disadvantage to the current and future retail market in this relatively small Village Center district and therefore is not recommended.

Each of these funding sources, individually or in tandem with each other, offer many opportunities to jump start and move redevelopment initiatives of the Master Plan forward. Any and/or all should be evaluated and used as in conjunction with community participation in public/private partnerships. Each of the financial tools available should be more thoroughly evaluated, studied and determined to their feasibility in the context of any Village Center Master Plan initiative.

As noted below, the Village may also engage in grant writing and partial lobbying to secure appropriate funding for many other public initiatives directly or indirectly identified in the Village Center Master Plan.

### State Funding Sources

#### **ILLINOIS TRANSPORTATION ENHANCEMENT PROGRAM (ITEP)**

Administered by the Illinois Department of Transportation and funded through the Federal Highway Administration, the Illinois Transportation Enhancement Program (ITEP) provides grant funds to underwrite a variety of projects that expand transportation choices and enhance the overall physical environment and transportation experience. Eligible projects under the ITEP program include streetscape improvements, the provision of pedestrian and bicycle facilities, environmental mitigation due to highway run-off or pollution, the control and removal of outdoor advertising and the rehabilitation and operation of historic transportation buildings and facilities. Proposed projects may receive up to 80 percent reimbursement for project engineering and design costs with the remaining 20 percent to be paid for by the local government or sponsoring agency. Average grant awards range from \$700,000 to \$900,000. Applications for the ITEP program are taken yearly and are awarded on a competitive basis.

#### **ILLINOIS SAFE ROUTES TO SCHOOL PROGRAM (SRTS)**

The Illinois Safe Routes to School Program provides financial support for various initiatives that encourage children, including those with disabilities, to walk or bicycle to school. Eligible initiatives include the planning, development and implementation of projects that will improve safety and reduce traffic such as sidewalk and pedestrian crossing improvements, traffic calming and diversion mechanisms, as well as the installation of new bicycle amenities. The program will also underwrite educational activities to promote pedestrian and bicycle safety. Projects are funded at a 100 percent level with no local match required, although a School Travel Plan developed by the local school community is required to receive funding. The program is administered by the Illinois Department of Transportation with funding through the Federal Highway Administration. Funding for the program has only been extended at the Federal level through December 2010.

#### **ILLINOIS TOMORROW CORRIDOR PLANNING GRANT**

IDOT administers this program to support planning activities that promote the integration of land use with transportation and infrastructure facilities in transportation corridors. The types of projects funded include TOD plans, intergovernmental land use agreements, zoning amendments and multi-municipal corridor plans, economic plans and congestion reduction plans.

#### **OPEN SPACE AND LAND ACQUISITION AND DEVELOPMENT PROGRAM (OSLAD) AND LAND & WATER CONSERVATION FUND (LWCF)**

The Open Space and Land Acquisition and Development Program (OSLAD) provides grants to local municipalities for the acquisition and development of land for open space, parks and bike paths. Funding assistance is awarded on a 50 percent matching basis with grant awards up to \$750,000 for land acquisition and \$400,000 for development and renovation initiatives. The Illinois Department of Natural Resources administers the program.

The Land and Water Conservation Fund is a federally funded program which also supports a 50% matching basis. Both grants look at park and open space initiatives that provide for a variety of community open space and recreation needs with an eye towards Best Management Practices and sustainability.

### Federal Funding Sources

#### **CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM (CMAQ)**

The Congestion Mitigation and Air Quality Improvement Program finances projects that will contribute to improving air quality and reducing congestion in regions that do not meet federal air quality standards. It is apportioned to states on a formula basis. The CMAP CMAQ Project Selection Committee recommends a proposed program to be implemented from among the submitted proposals. The committee retains the prerogative to select the best projects in each year. The CMAP MPO Policy Committee programs the region's CMAQ funds. The four criteria for ranking projects are: reduction in nitrogen oxides; reduction in vehicle miles of travel; trips eliminated; and reduction in volatile organic compounds.

The Village of Wilmette's push as a key transit-oriented Village Center along Chicago's North Shore focused on building walkability and density into a new vision would certainly meet these grant objectives.

#### **TRANSPORTATION, COMMUNITY AND SYSTEM PRESERVATION PROGRAM**

This federal pilot program has the goal of developing strategies that use transportation investments to build livable communities. The program provides funding for a comprehensive initiative including planning grants, implementation grants and research to investigate and address the relationships between transportation, community and system preservation and to identify private sector based initiatives. States, metropolitan planning organizations and local governments are eligible for TCSP Program discretionary grants to plan and implement strategies which: improve the efficiency of the transportation system; reduce environmental impacts; reduce the need for costly future public infrastructure investments; ensure efficient access to jobs, services and centers of trade; examine development patterns; and identify strategies to encourage private sector development patterns which achieve these goals.

#### **TRANSPORTATION INVESTMENT GENERATING ECONOMIC RECOVERY GRANTS (TIGER II) AND COMMUNITY CHALLENGE GRANTS**

In June 2010, the U.S. Department of Transportation (USDOT) announced the availability of funding for the TIGER II Discretionary Grants Program, which can underwrite various surface transportation projects sponsored by local and regional governments and transit agencies. Grant funds can be used to underwrite specific planning initiatives, as well as for detailed engineering and architectural specifications for capital facilities and transportation projects. Grants require a 20 percent match by the sponsoring agency or entity with a maximum grant award of \$3 million. In the current fiscal year, the U.S. Department of Housing and Urban Development (HUD) has allocated \$40 million in funding for its Community Challenge Grants programs.

Eligible projects include master planning activities, revisions to zoning and building codes and other planning activities that remove barriers to reinvestment in buildings, neighborhoods and commercial corridors. For fiscal year 2009-2010, both grant programs can be accessed through a combined application that will be reviewed by HUD and USDOT. The TIGER II program has only been funded for Federal Fiscal Year 2009-2010. If funded beyond 2010, the TIGER II program can be a significant source of financing for Village Center improvements.

The TIGER II Grant Program was part of the Federal stimulus package, so it is unknown if it will be available beyond 2010.

# Village Center Master Plan

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## Section 6: Implementation

### **PRESERVE AMERICA FUND**

The Preserve America matching-grant program is administered through the United States National Park Service. This program provides planning funding to communities that are designated as Preserve America Communities to support preservation efforts through heritage tourism, education and historic preservation planning.

### **Key Village Initiatives**

Once the Master Plan is approved, key implementation strategies and actions have been outlined in the following chart, including:

- Priority
- Initial Lead/Responsible Group
- Implementation Tools/Funding Sources
- Actions/Key Steps
- Cost Level
- General Timeline





**WILMETTE VILLAGE CENTER MASTER PLAN – PRIORITY ACTION TASKS**

LEGEND  High  Medium  Low

\$\$\$ > \$500,000  
 \$\$ \$100,000 - \$500,000  
 \$ < \$100,000

INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/ FUNDING SOURCES	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
Identify and Pursue Grants/ Funding Sources for all priority action plans and initiatives	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> </ul>	<ul style="list-style-type: none"> <li>Compile list of potential sources and due dates</li> <li>Identify requirements for each submission</li> <li>Identify responsible groups/parties for preparing the submission</li> </ul>	\$	0-1 year Ongoing
Village Center Zoning Code Amendments & Comprehensive Plan Update	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Planning/Zoning Commission</li> <li>Village Board</li> <li>Planning Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>ITEP Grant</li> <li>TIF</li> </ul>	<ul style="list-style-type: none"> <li>Redefine Village Center district(s)</li> <li>Amend standards for heights, parking, densities, shown in Village Center Master Plan</li> <li>Develop Form-Based Code strategy</li> <li>Revise Village Center within Village Comprehensive Plan</li> </ul>	\$\$	0-1 year
Develop Village Center Design Guidelines	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Planning/Zoning Commission</li> <li>Arch. Review Board</li> <li>Design Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>TIF</li> <li>SSA</li> </ul>	<ul style="list-style-type: none"> <li>Develop detailed building, site, public realm, landscape standards</li> <li>Create a working committee</li> <li>Coordinate with form-based zoning code</li> </ul>	\$\$	0-2 years
Conduct Initial TIF Eligibility Study for Village Center	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>TIF Consultant</li> <li>Village Board</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> </ul>	<ul style="list-style-type: none"> <li>Identify TIF district boundaries</li> <li>Work with TIF consultant</li> <li>Evaluate fiscal impacts</li> </ul>	\$	0-1 year
Explore Options for Establishing Special Service Area for all or portions of Village Center	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Financial Consultant</li> <li>Business/Property Owners/Chamber</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> </ul>	<ul style="list-style-type: none"> <li>Begin discussions with business/property owners</li> <li>Establish potential SSA boundary</li> </ul>	\$	0-1 year
Develop Village Center Business Development and Marketing Recruitment/Retention Strategy	▲	<ul style="list-style-type: none"> <li>Village Staff/VC Development Director</li> <li>Village Board</li> <li>Steering Committee</li> <li>Business/Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>SSA</li> </ul>	<ul style="list-style-type: none"> <li>Establish Village-supported entity and Steering Committee</li> <li>Collaborate with other organizations</li> <li>Create staff support structure or hire part-time director</li> </ul>	\$\$	3-5 years Ongoing
Develop Village Center Marketing/ Branding Program	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Branding/Marketing Consultants</li> <li>Steering Committee</li> <li>Development Director</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>SSA</li> </ul>	<ul style="list-style-type: none"> <li>Engage in an open community/business/merchant process</li> <li>Identify theme, develop concepts/strategies</li> </ul>	\$	0-2 years
Coordinate and Implement Redevelopment Opportunities within Yearly Capital Improvement Program	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Plan Commission</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> </ul>	<ul style="list-style-type: none"> <li>Establish priorities based on Master Plan</li> <li>Create budget estimates for priority public projects</li> </ul>	\$	0-1 year Ongoing
Comprehensive Village Center Streetscape Design	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Planning/Design Consultant</li> <li>Steering Committee/Arch. Review</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>ITEP Grant</li> <li>ITCP</li> <li>SSA</li> </ul>	<ul style="list-style-type: none"> <li>Identify funding for design assistance</li> <li>Conceptual, detailed design</li> <li>Create overall budget and priorities for implementation</li> </ul>	\$\$	0-2 years



WILMETTE VILLAGE CENTER MASTER PLAN - CATALYTIC PROJECTS

LEGEND  
 ▲ High  
 ◆ Medium  
 ▼ Low

\$\$\$ > \$500,000  
 \$\$ \$100,000 - \$500,000  
 \$ < \$100,000

INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/ SOURCES	FUNDING	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
LAND ACQUISITION & ASSEMBLAGE	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Planning/Zoning Commission</li> <li>Village Board</li> <li>Finance/Real Estate Consultant</li> <li>Planning Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Village Building Operations</li> <li>ITEP Grant</li> <li>TIF</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Planning/Zoning Commission</li> <li>Village Board</li> <li>Finance/Real Estate Consultant</li> <li>Planning Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Develop public/private Partnership agreements</li> <li>Create RFP/developer recruitment strategy</li> <li>Project structuring and finance sources</li> </ul>	\$\$	0-1 year Ongoing
LAND/PROPERTY ACQUISITION FEASIBILITY	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Real Estate Consultant</li> <li>Engineering/Design Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>TIF</li> <li>General Revenue Bonds</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Real Estate Consultant</li> <li>Engineering/Design Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Develop target area acquisition list</li> <li>Negotiation/discussion of property ownership</li> <li>Develop appraisals for acquisitions</li> <li>Negotiate offers and/or public/private partnership opportunities</li> </ul>	\$\$\$	0-3 years Ongoing
VILLAGE GREEN ENHANCEMENTS	▲	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Planning/Zoning Commission</li> <li>Village Board</li> <li>Design Consultant</li> <li>Arch. Review Board</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>ITEP Grant</li> <li>OSLAD Grant/LWCF</li> <li>TIF</li> <li>SSA</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Planning/Zoning Commission</li> <li>Village Board</li> <li>Design Consultant</li> <li>Arch. Review Board</li> </ul>	<ul style="list-style-type: none"> <li>Design and detail new plan</li> <li>Budget estimates and permitting</li> <li>Bid solicitation and construction coordination</li> </ul>	\$\$	0-2 years
CHASE/UP FRONTAGE SITE REDEVELOPMENT	◆	<ul style="list-style-type: none"> <li>Village Staff/Village Board</li> <li>Developer</li> <li>Union Pacific</li> <li>Property Owner</li> <li>Design Consultants</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>TIF</li> <li>General Revenue Bonds</li> <li>Private Funds</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff/Village Board</li> <li>Developer</li> <li>Union Pacific</li> <li>Property Owner</li> <li>Design Consultants</li> </ul>	<ul style="list-style-type: none"> <li>Negotiate property/development agreements</li> <li>Determine revenue sharing scenarios/agreements</li> <li>Finalize building plans/permits</li> <li>Construction management</li> <li>Ensure replacement for displace parking</li> </ul>	\$\$\$	0-2 years
VILLAGE PARKING STRUCTURE	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Metra</li> <li>Developer (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>TIF</li> <li>Commuter Parking Fees</li> <li>General Revenue Bonds</li> <li>TCSP Program</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Metra</li> <li>Developer (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>Negotiate property/development agreements</li> <li>Determine revenue sharing scenarios/agreements</li> <li>Finalize building plans/permits</li> <li>Construction management</li> </ul>	\$\$\$	3-5 years
FORD SITE/BLOCK REDEVELOPMENT	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Property Owner</li> <li>Village Board</li> <li>Consultants</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>TIF</li> <li>General Revenue Bonds</li> <li>Private Financing</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Property Owner</li> <li>Village Board</li> <li>Consultants</li> </ul>	<ul style="list-style-type: none"> <li>Negotiate property/development agreements</li> <li>Develop and market new retail</li> <li>Secure Building Permits</li> <li>Construction design and management coordination</li> </ul>	\$\$\$	5-10 years
GREEN BAY ROAD STREETSCAPE ENHANCEMENTS	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Arch. Review Board</li> <li>Metra</li> <li>Union Pacific</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>ITEP Grant</li> <li>SRTS</li> <li>SSA</li> <li>TIF</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Arch. Review Board</li> <li>Metra</li> <li>Union Pacific</li> </ul>	<ul style="list-style-type: none"> <li>Identify funding for design assistance and construction</li> <li>Conceptual, detailed design</li> <li>Create overall budget and priorities for implementation</li> </ul>	\$\$\$	3-5 years Ongoing
CHASE BANK SITE	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Property Owner</li> <li>Real Estate Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>TIF</li> <li>General Revenue Bonds</li> <li>Private Financing</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Property Owner</li> <li>Real Estate Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Negotiate property/development agreements</li> <li>Develop and market new retail</li> <li>Secure Building Permits</li> <li>Construction design and management coordination</li> </ul>	\$\$\$	5-10 years
WILMETTE/CENTRAL AVENUE STREETSCAPE ENHANCEMENTS	◆	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Arch. Review Board</li> <li>Design Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Village Funds</li> <li>ITEP Grant</li> <li>TIF</li> <li>SSA</li> <li>SRTS</li> </ul>	<ul style="list-style-type: none"> <li>Village Staff</li> <li>Village Board</li> <li>Arch. Review Board</li> <li>Design Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Identify funding for design assistance</li> <li>Conceptual, detailed design</li> <li>Create overall budget and priorities for implementation</li> </ul>	\$\$\$	3-5 years





# WILMETTE VILLAGE CENTER MASTER PLAN - CATALYTIC PROJECTS

LEGEND

◆ High  
▶ Medium  
▶ Low

\$\$\$ > \$500,000  
 \$\$ \$100,000 - \$500,000  
 \$ < \$100,000

INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	IMPLEMENTATION TOOLS/FUNDING SOURCES	ACTIONS/KEY TASKS	COST LEVEL	GENERAL TIMELINE
COMPREHENSIVE WAYFINDING & SIGNAGE PROGRAM	◆	<ul style="list-style-type: none"> <li>• Village Staff</li> <li>• Village Board</li> <li>• Architect/Designer</li> <li>• Planning Consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Village Funds</li> <li>• ITEP Grant</li> <li>• SRTS</li> <li>• TIF</li> <li>• SSA</li> </ul>	<ul style="list-style-type: none"> <li>• Identify funding for design assistance</li> <li>• Conceptual, detailed design</li> <li>• Coordinate with streetscape design</li> </ul>	\$	0-2 years
AT GRADE CROSSING IMPROVEMENT INITIATIVES	◆	<ul style="list-style-type: none"> <li>• Village Staff</li> <li>• Village Board</li> <li>• Union Pacific</li> <li>• Metra</li> </ul>	<ul style="list-style-type: none"> <li>• Village Funds</li> <li>• ITEP Grant</li> <li>• CMAQ</li> <li>• SRTS</li> <li>• TIF</li> </ul>	<ul style="list-style-type: none"> <li>• Continue on-going dialogue with Union Pacific/Metra</li> <li>• Identify issues, establish priority projects</li> <li>• Create a timeline and budget for improvements</li> </ul>	\$	0-2 years Ongoing
VILLAGE MASTER PLAN UPDATE & EVALUATION	◆	<ul style="list-style-type: none"> <li>• Village Staff</li> <li>• Planning/Zoning Commission</li> <li>• Village Board</li> <li>• Planning Consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Village Funds</li> <li>• ITEP Grant</li> <li>• TIF</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate/update goals</li> <li>• Revisit Plan in context of market conditions and new development that has occurred</li> </ul>	\$	5-10 years (3-5 year increments)
DEVELOP A VILLAGE CENTER TRAFFIC & PARKING MANAGEMENT STRATEGY	▶	<ul style="list-style-type: none"> <li>• Village Staff</li> <li>• Planning/Zoning Commission</li> <li>• Village Board</li> <li>• Consultants</li> </ul>	<ul style="list-style-type: none"> <li>• Village Funds</li> <li>• ITEP Grant</li> <li>• SSA</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate demand/supply and locations of parking</li> <li>• Keep up-to-date counts and maps</li> <li>• Develop a strategy for future demand</li> </ul>	\$	3-5 years Ongoing
EVALUATE NATIONAL REGISTER HISTORIC DISTRICT NOMINATION	▶	<ul style="list-style-type: none"> <li>• Village Staff</li> <li>• Planning/Zoning Commission</li> <li>• Village Board</li> <li>• Planning/Arch. Consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Village Funds</li> <li>• ITEP Grant</li> <li>• SSA</li> <li>• HPTC</li> </ul>	<ul style="list-style-type: none"> <li>• Perform a comprehensive building inventory</li> <li>• Identify local landmark buildings for potential designation</li> </ul>	\$	0-2 years





## APPENDICES

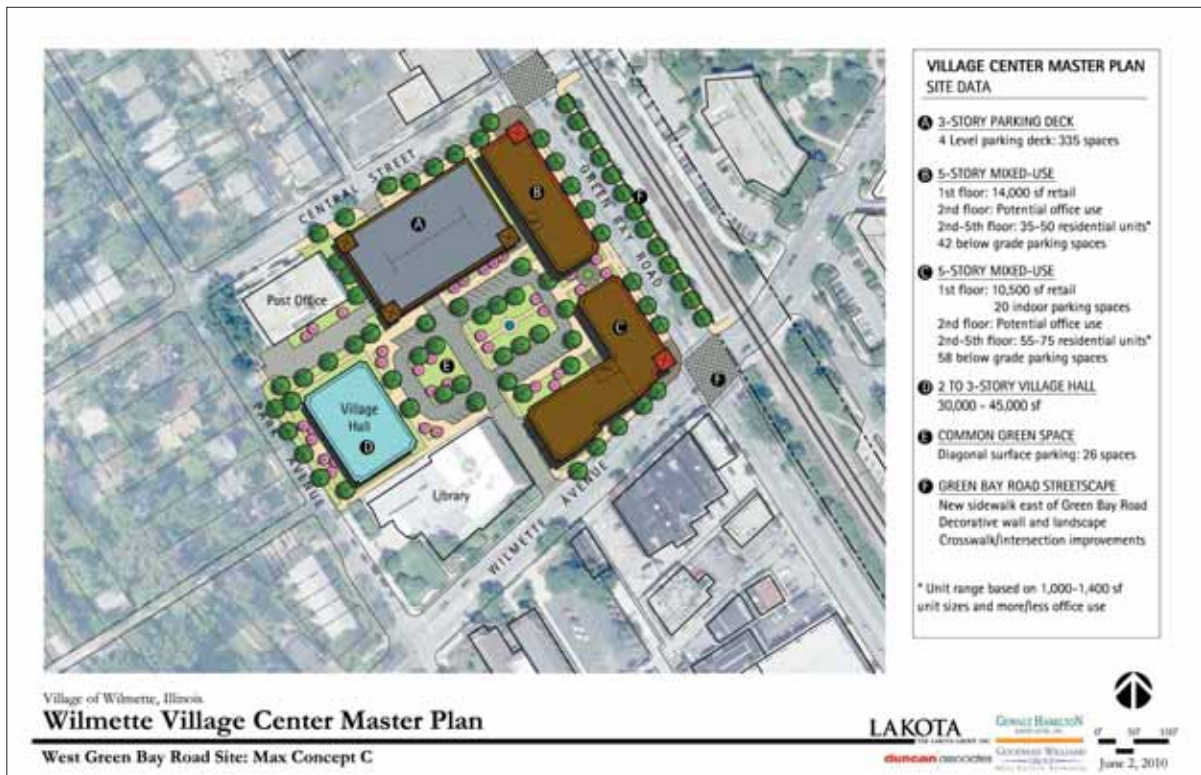
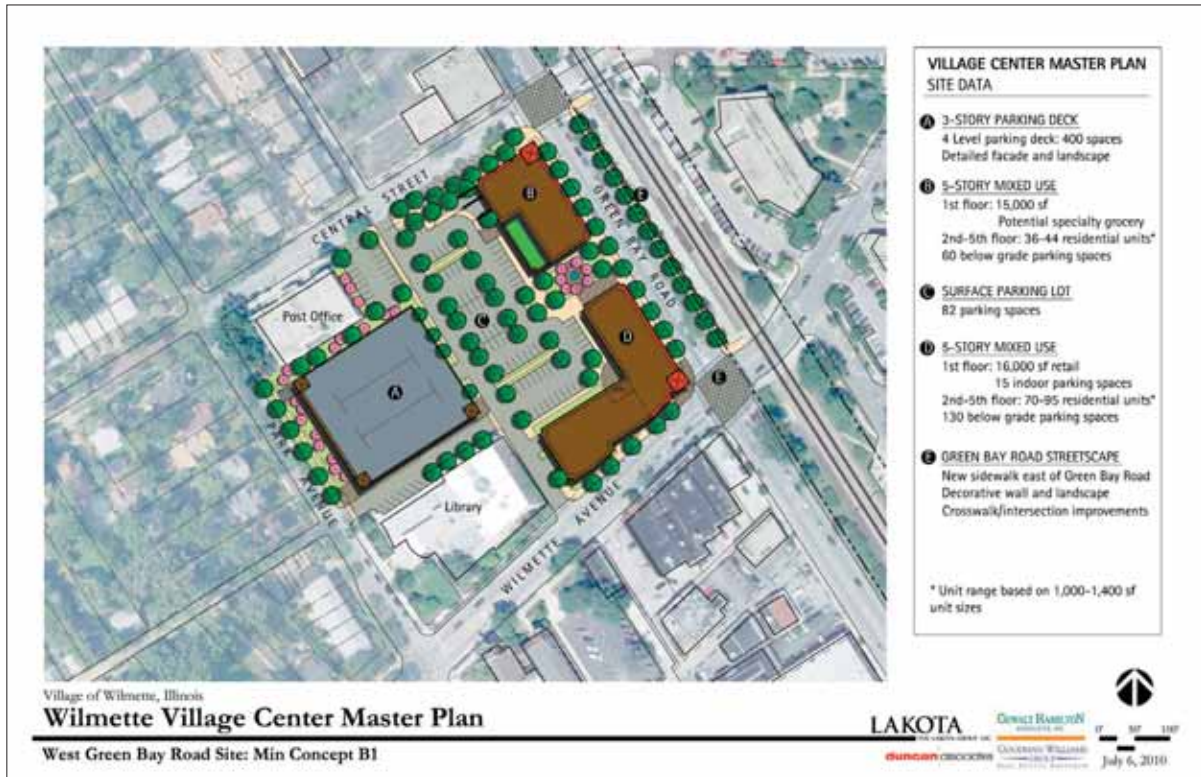


## **Appendix A: Alternate Preferred Concept Plans**

The following concepts are alternate preferred plans for each key target opportunity site. These are provided to allow additional flexibility to the Master Plan and show options that may be feasible, but ultimately were not the preferred plan direction by the Planning Advisory Committee and stakeholders. Depending on market conditions, the future of Village Hall, property acquisition or any number of factors, these option may be viable.



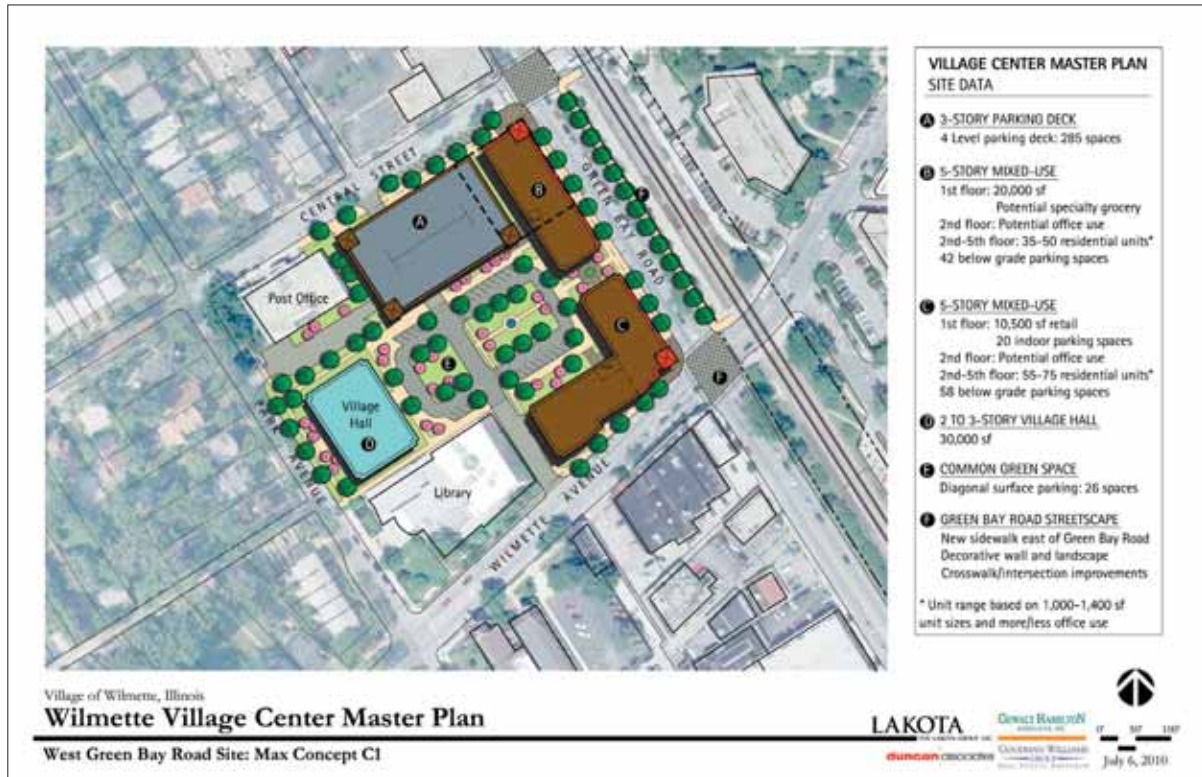




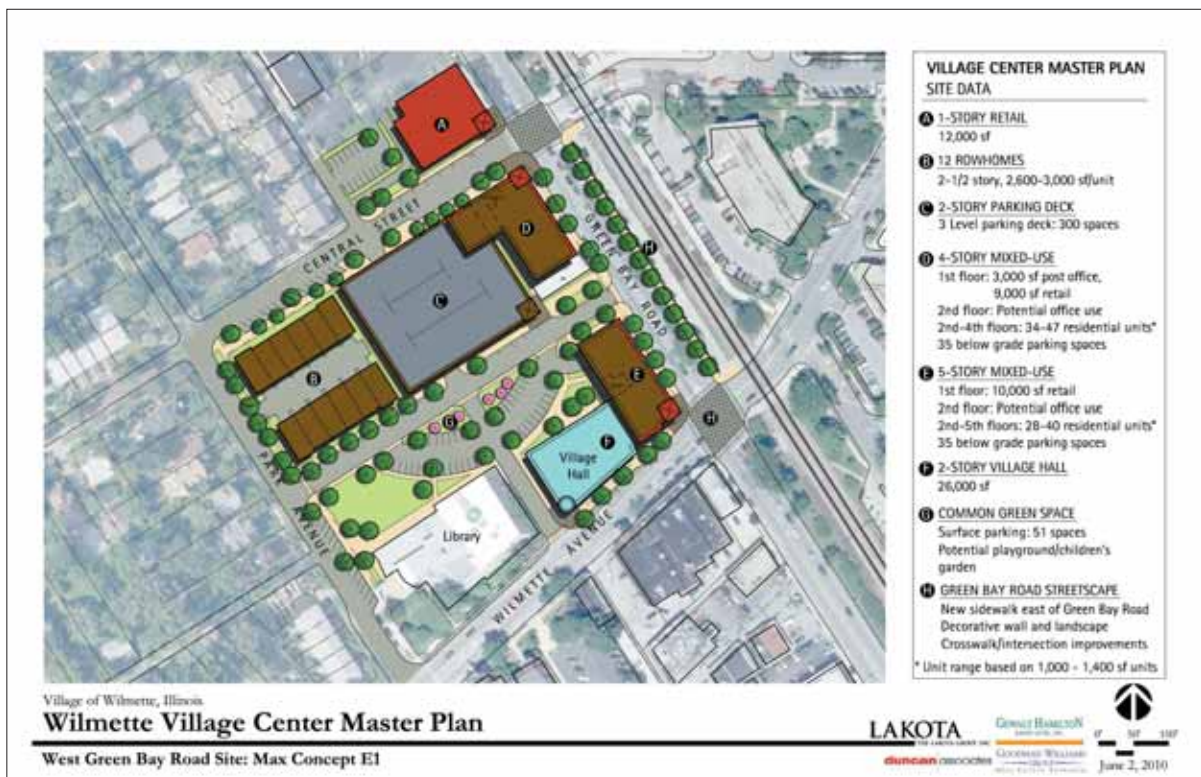
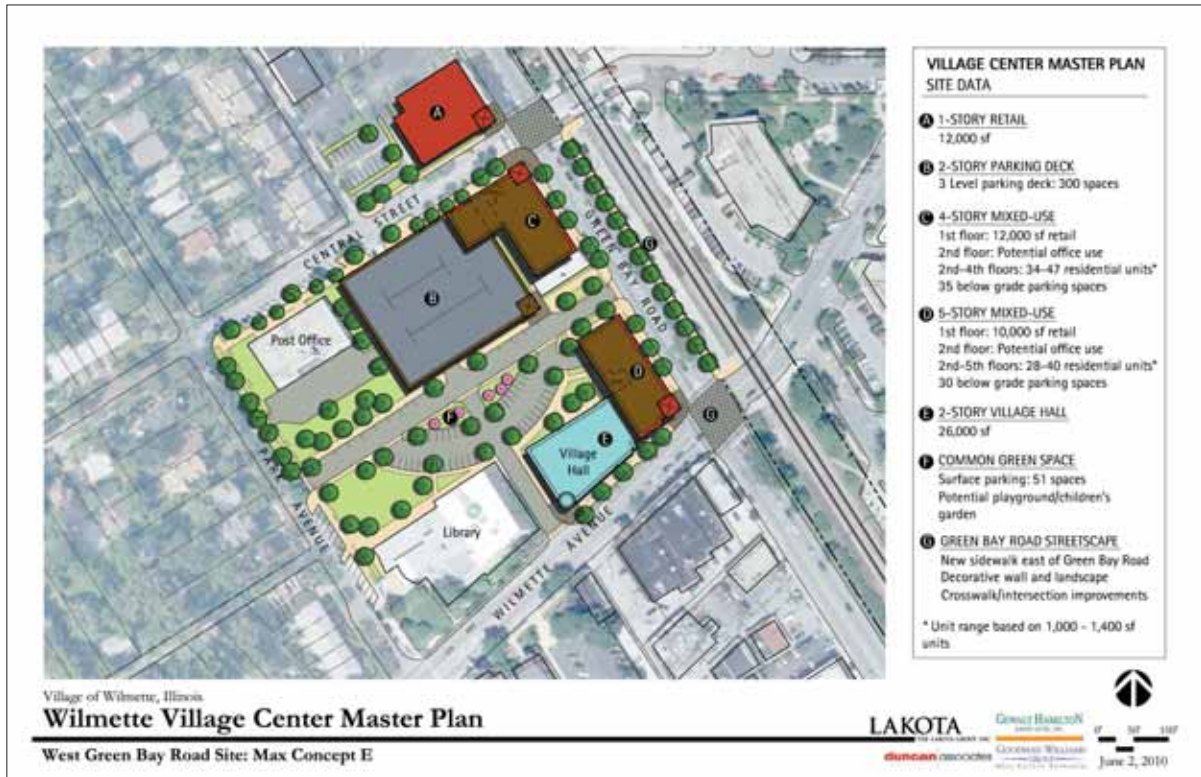


# Village Center Master Plan

## Section 7: Appendices



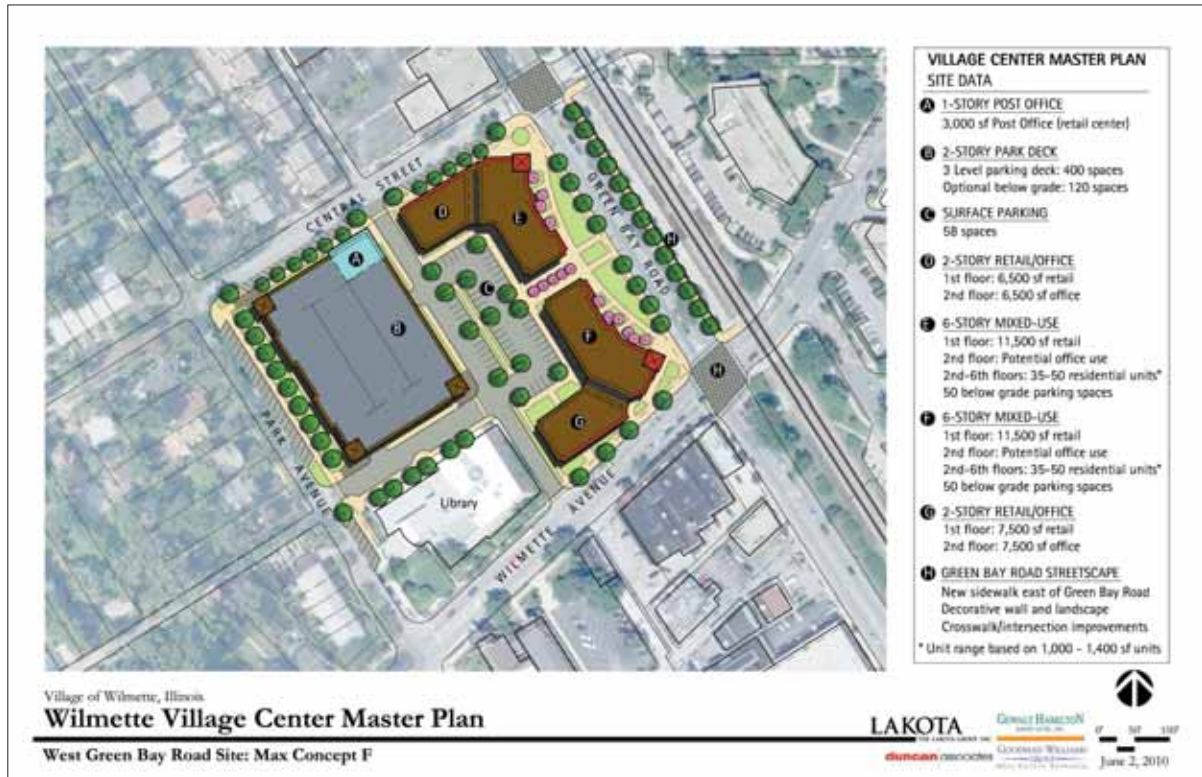




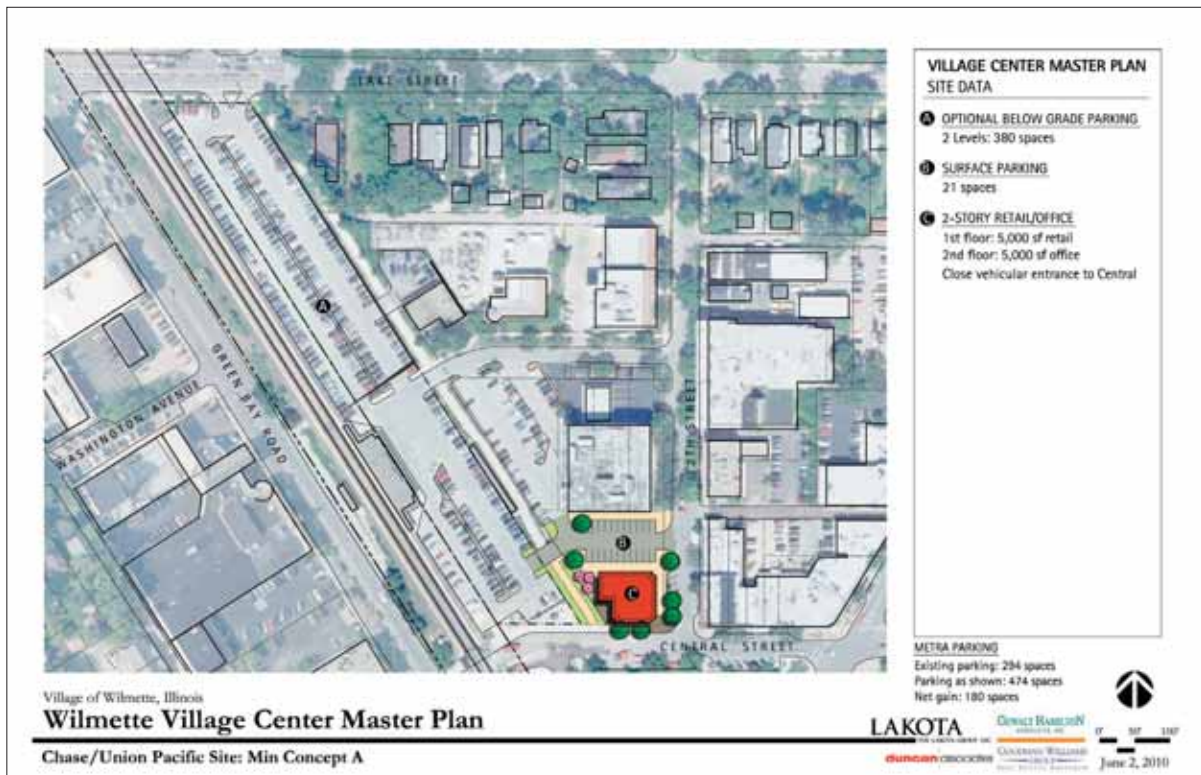
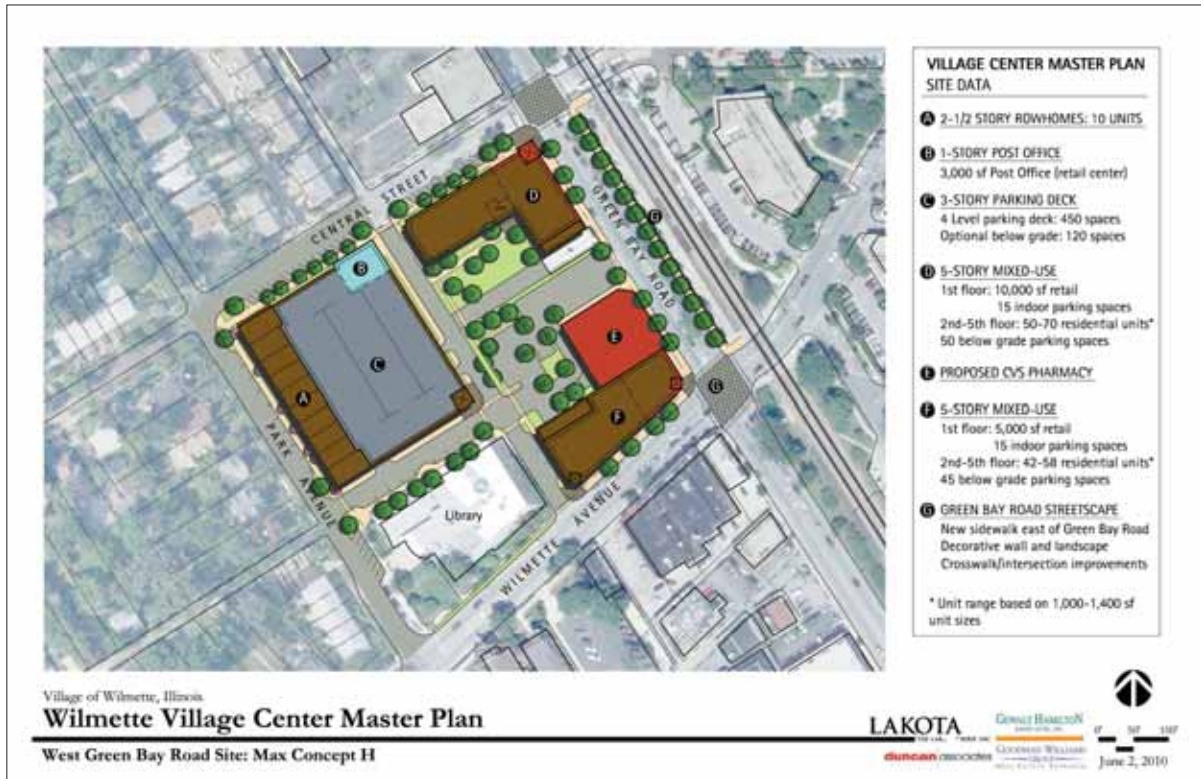


# Village Center Master Plan

## Section 7: Appendices



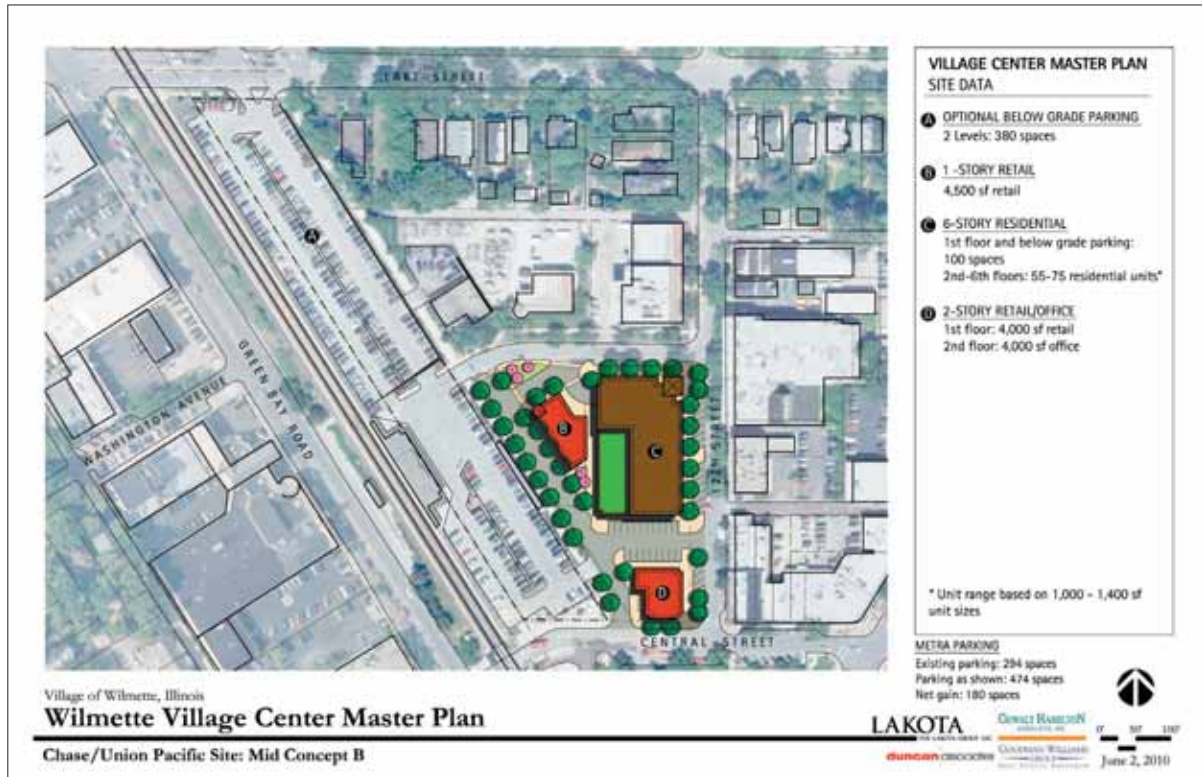




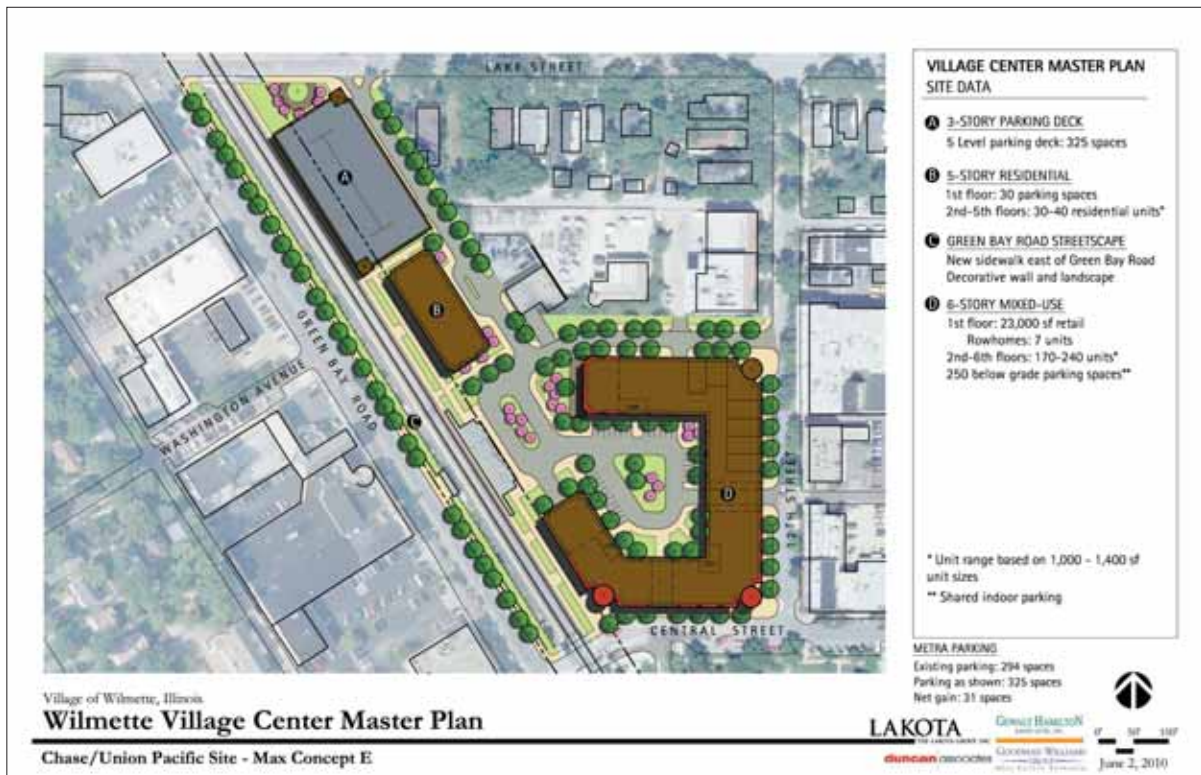


# Village Center Master Plan

## Section 7: Appendices

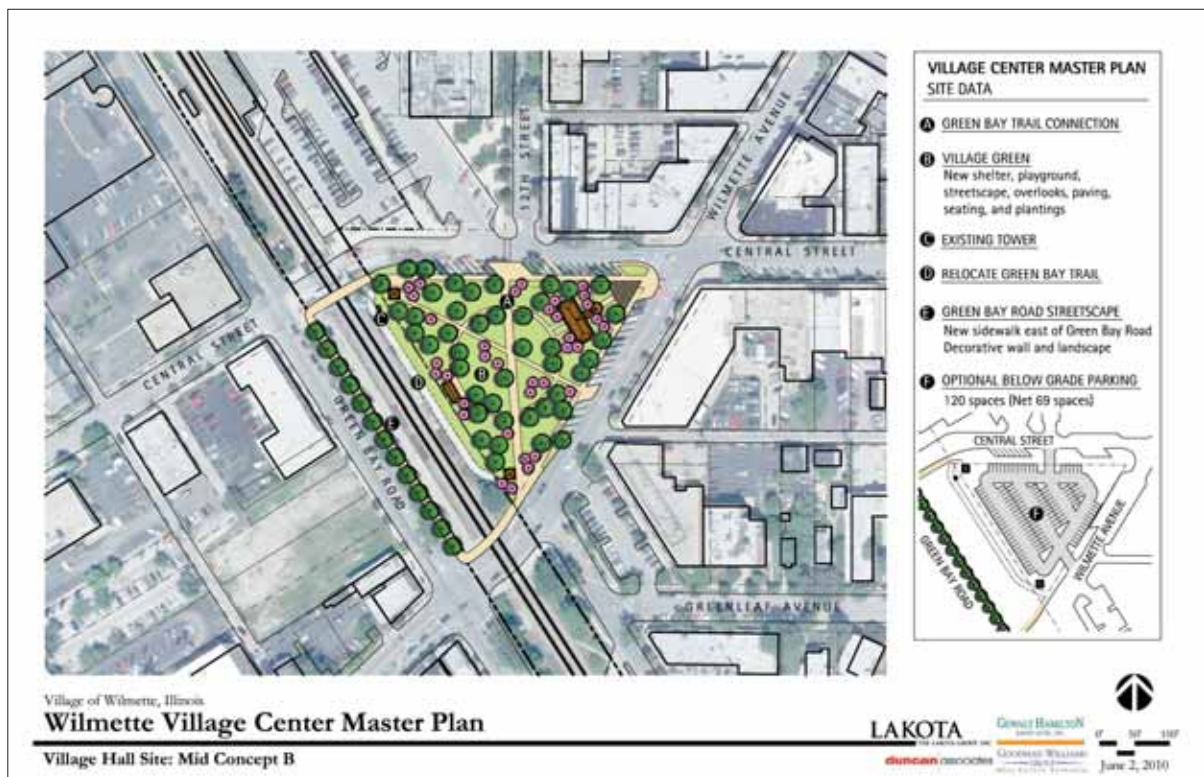
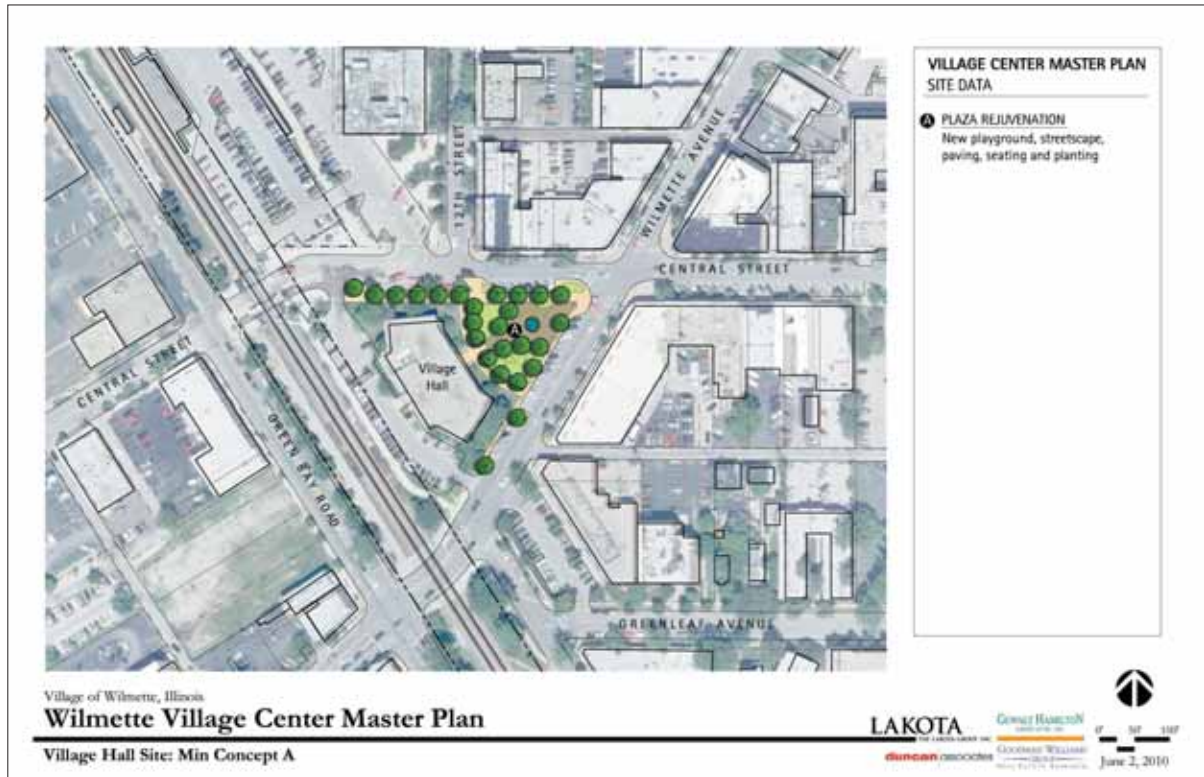




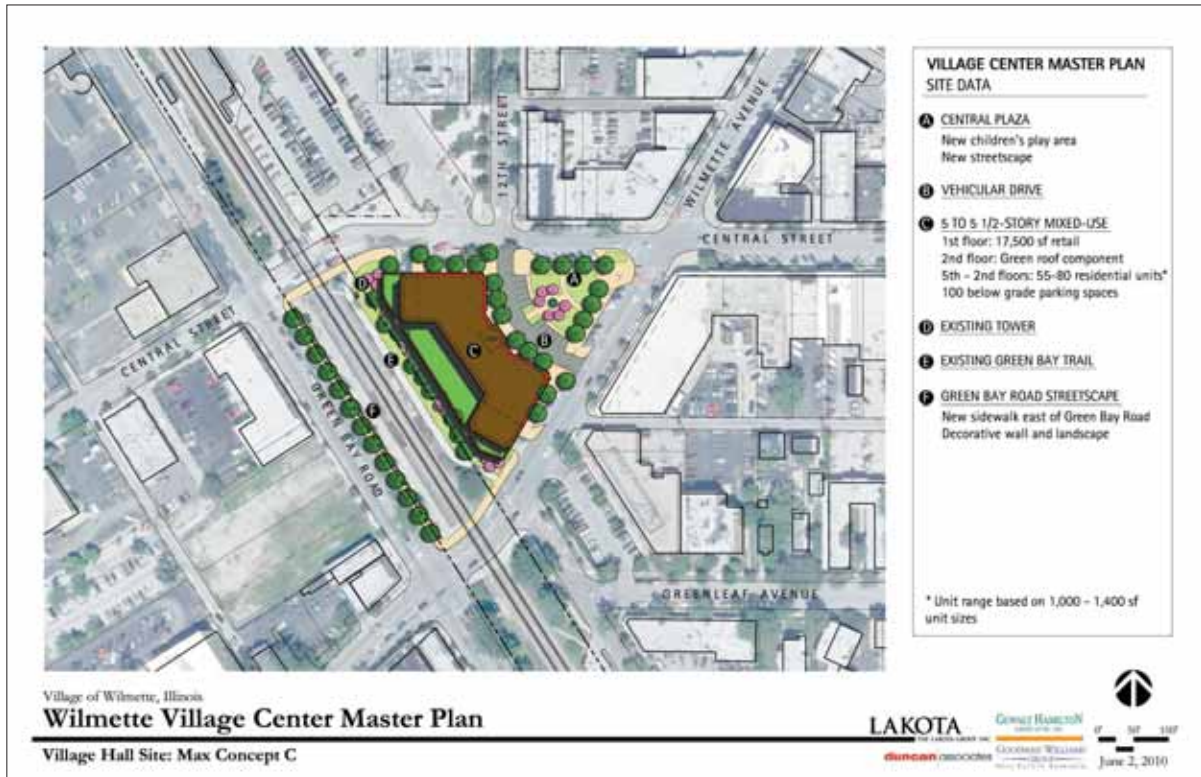


# Village Center Master Plan

## Section 7: Appendices

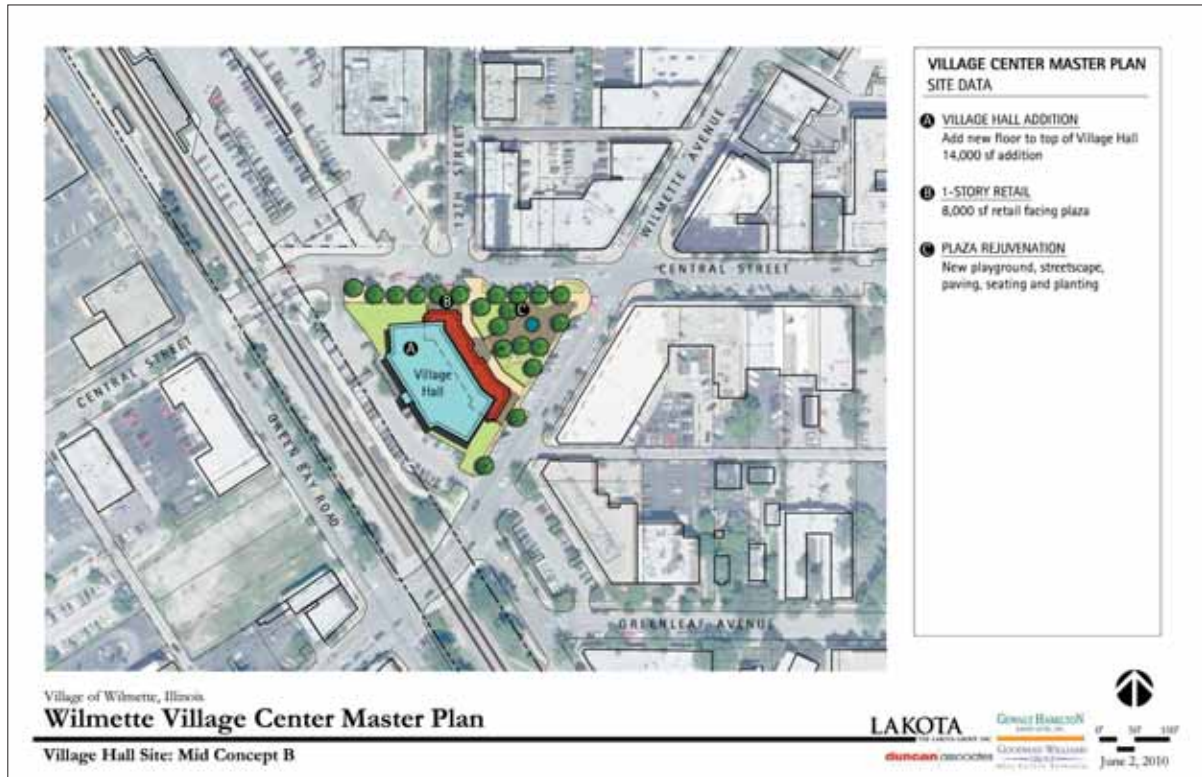




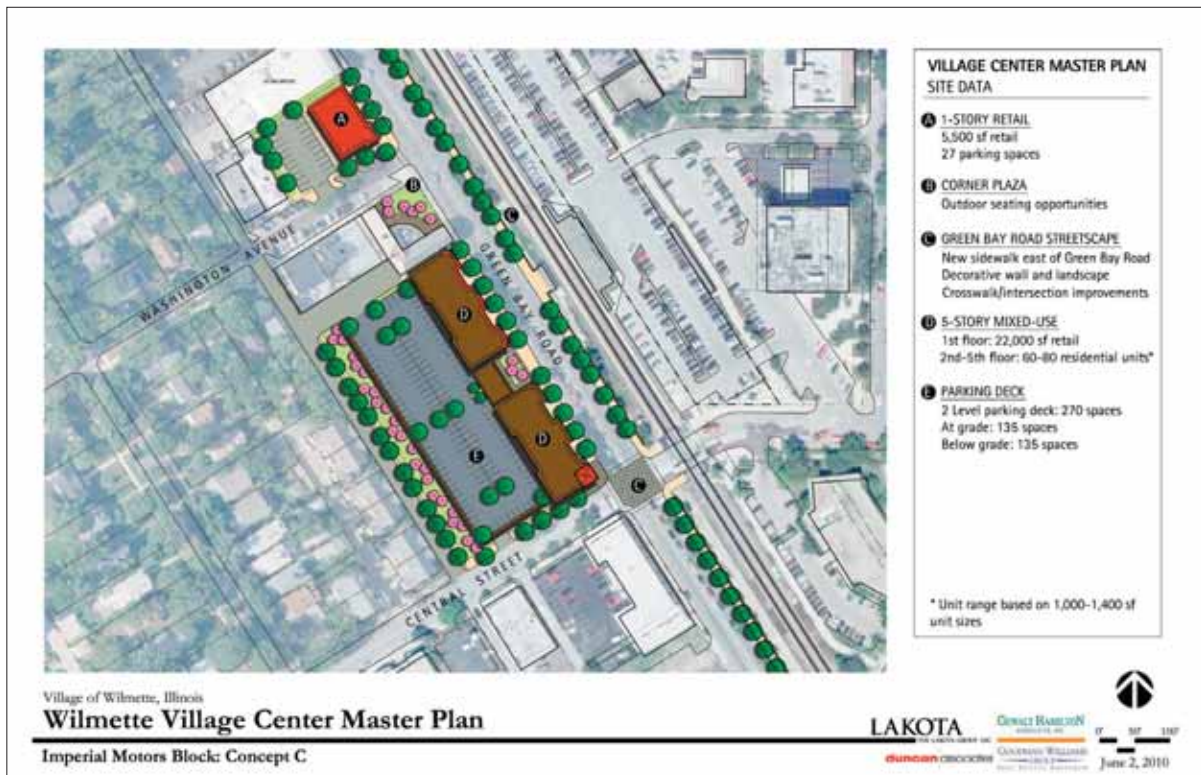
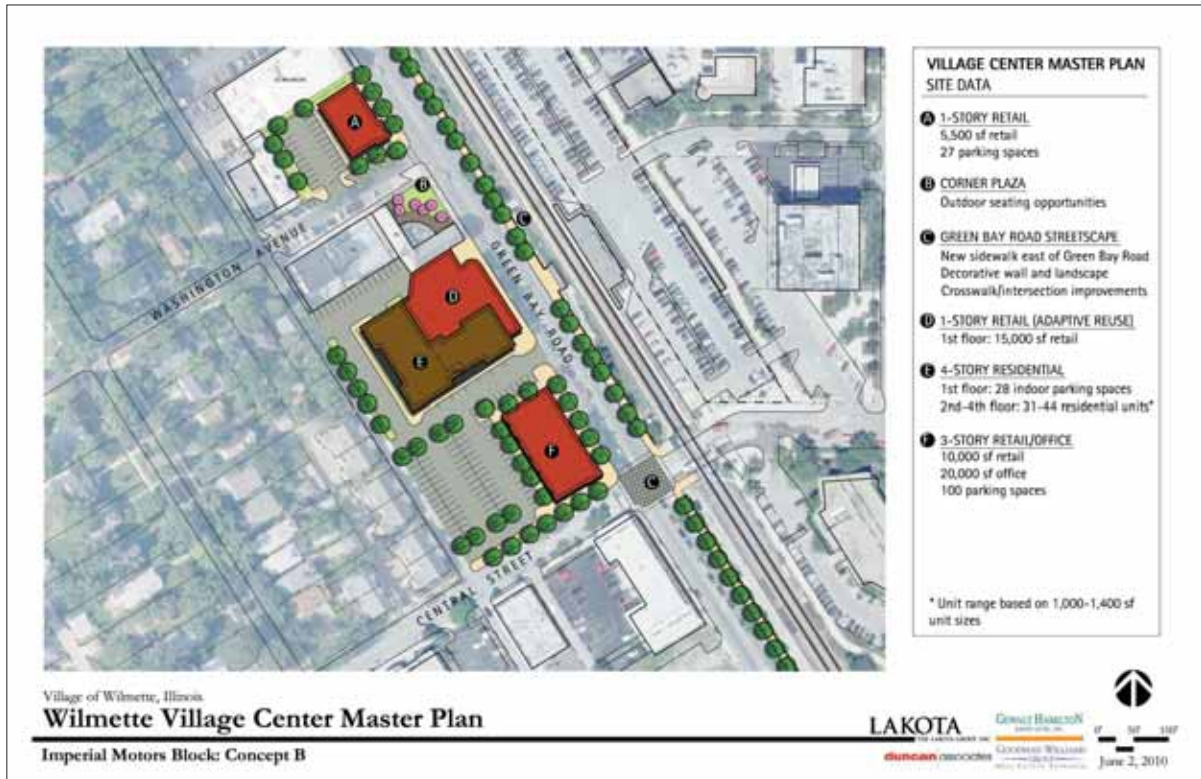


# Village Center Master Plan

## Section 7: Appendices



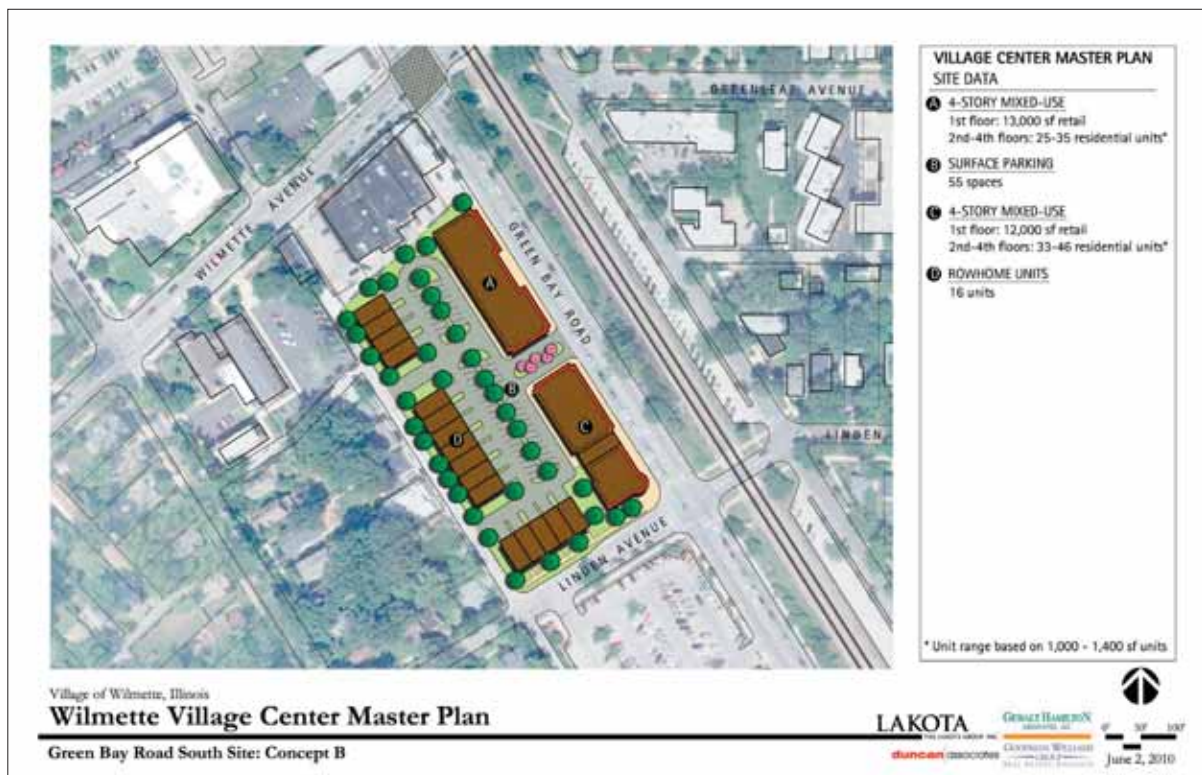
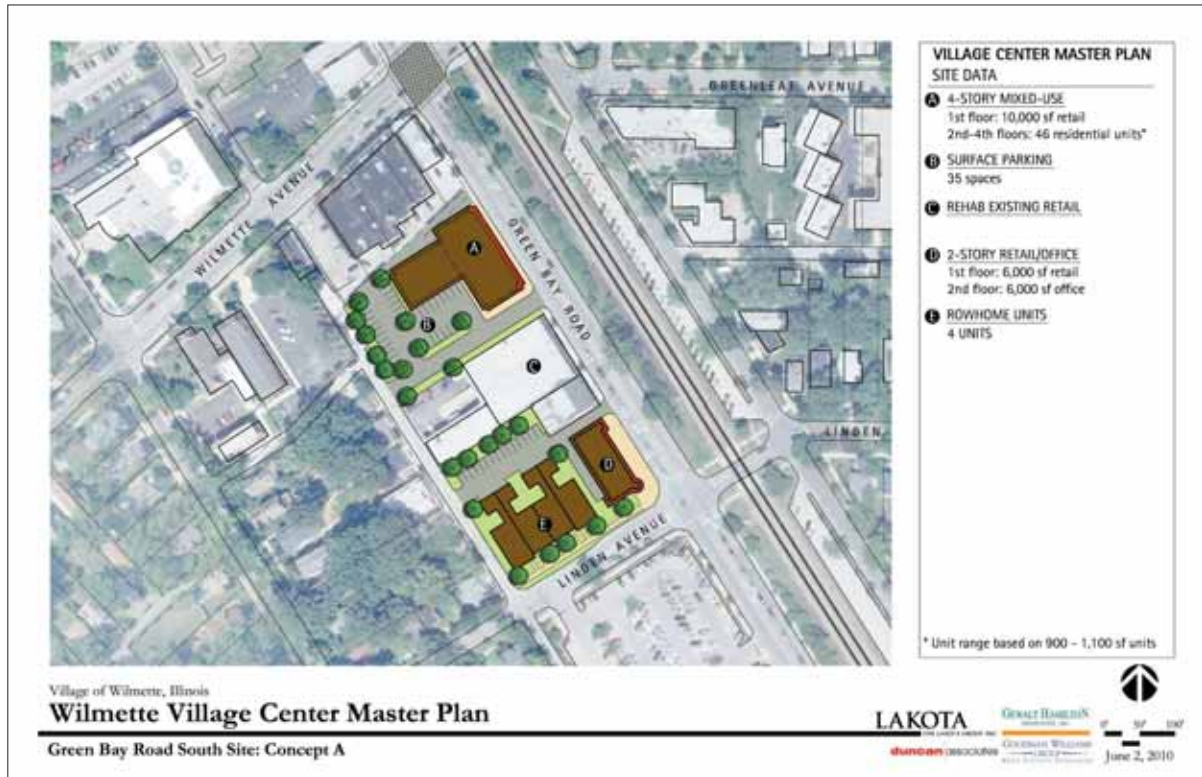






# Village Center Master Plan

## Section 7: Appendices







**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

- A 3-STORY PARKING DECK (476 spaces)**  
 Underground level: 189 spaces  
 4 levels: 285 spaces (75/level)  
 Retail: 104 spaces  
 Post Office: 43 spaces  
 Library: 104 spaces  
 Metra: 173 spaces  
 Village Hall: 50 spaces
- B 5-STORY MIXED-USE**  
 1st floor: 20,000 sf  
 Potential specialty grocery  
 2nd-5th floor: 50 residential units  
 50 below grade parking spaces
- C 5-STORY MIXED-USE**  
 1st floor: 10,500 sf retail  
 20 indoor parking spaces  
 2nd-5th floor: 75 residential units  
 58 below grade parking spaces
- D 2 TO 3-STORY VILLAGE HALL**  
 30,000 sf
- E COMMON GREEN SPACE**  
 Diagonal surface parking: 26 spaces
- F GREEN BAY ROAD STREETSCAPE**  
 - 10-foot wide sidewalk on east side  
 - Decorative walls, fencing and landscaping  
 - 10-foot wide sidewalk along tracks  
 - Improved crosswalks and paving at key intersections

\* Unit number based on 1,000 sf unit sizes

Village of Wilmette, Illinois

**Village Center Master Plan**

Ford Site/Block Alternate Concept

**LAKOTA**  
 THE LAKOTA GROUP, INC.

GEWALT HAMILTON  
 ASSOCIATES, INC.

COOPEMAN WILLIAMS  
 GROUP

duncan associates







**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

**A 4-STORY MIXED-USE**

- 1st floor: 8,000 *sf* retail
- 2nd-4th floors: 46 residential units\*
- 58 below grade parking spaces

**B SURFACE PARKING**

67 spaces

**C 4-STORY MIXED-USE**

- 1st floor: 8,000 *sf* retail
- 2nd-4th floors: 46 residential units\*
- 58 below grade parking spaces

**D GREEN BAY STREETSCAPE**

- 10-foot wide sidewalk on east side of street
- Decorative walls, fencing and landscaping
- 10-foot wide sidewalks along tracks
- Improved crosswalks and paving at key intersections

**E NEW SOUTH GATEWAY PARK**

**F ROWHOMES**

5 UNITS

**G VILLAGE CENTER DISTRICT GATEWAY**

- New district gateway element

\* Unit number based on 1,000 *sf* unit sizes







**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

- A** EXISTING METRA PARKING  
 209 parking spaces
- B** SURFACE PARKING  
 51 parking spaces
- C** GREEN BAY ROAD STREETSCAPE
  - New sidewalk east of Green Bay Road
  - New mid-block crossing at train station with raised median/ pedestrian refuge
  - Improved crosswalks and paving at key intersections
  - Decorative wall and landscape
- D** REORGANIZED CHASE PARKING LOT
- E** 2-STORY RETAIL/OFFICE  
 1st floor: 9,000 sf retail  
 2nd floor: 9,000 sf office
- F** 1-STORY RETAIL  
 7,000 sf

**METRA PARKING**  
 Existing parking: 304 spaces  
 Parking as shown: 260 spaces  
 Net loss: 44 spaces







**VILLAGE CENTER MASTER PLAN**  
SITE DATA

**A** VILLAGE GREEN

**B** 6-STORY MIXED-USE

1st floor: 8,400 *sf* retail  
2nd-5th floor: 52 residential units \*

**C** 3-4 STORY VILLAGE HALL

1st floor: 9,600 *sf* retail  
Optional 6,000 *sf* Village Hall  
3,600 *sf* retail

2nd-3rd floor: 24,000 *sf* Village Hall

Optional 4th floor: 12,000 *sf*

**D** PARKING

Surface: 15 spaces  
Below grade: 180 spaces

**E** EXISTING TOWER

**F** EXISTING GREEN BAY TRAIL

- New landscaping including  
ornamental grasses and perennials

**G** GREEN BAY ROAD STREETSCAPE

- 10-foot wide sidewalk on east side  
of street  
- Decorative walls, fencing and  
landscaping  
- 10-foot wide sidewalk along tracks

\* Unit number based on 1,000 *sf* unit sizes







**VILLAGE CENTER MASTER PLAN**  
**SITE DATA**

- A 1-STORY RETAIL**  
 5,500 *sf retail*  
 27 parking spaces
- B CORNER PLAZA**  
 Outdoor seating opportunities
- C GREEN BAY ROAD STREETScape**  
 - New mid-block crossing at train station with raised median/pedestrian refuge  
 - Improved crosswalks and paving at key intersections  
 - Decorative wall and landscape
- D 1-STORY GROCERY (ADAPTIVE REUSE)**  
 15,000 *sf*
- E SHARED SURFACING PARKING**  
 142 spaces
- F 2-STORY RETAIL/OFFICE**  
 1st floor: 14,000 *sf retail*  
 2nd floor: 14,000 *sf office*



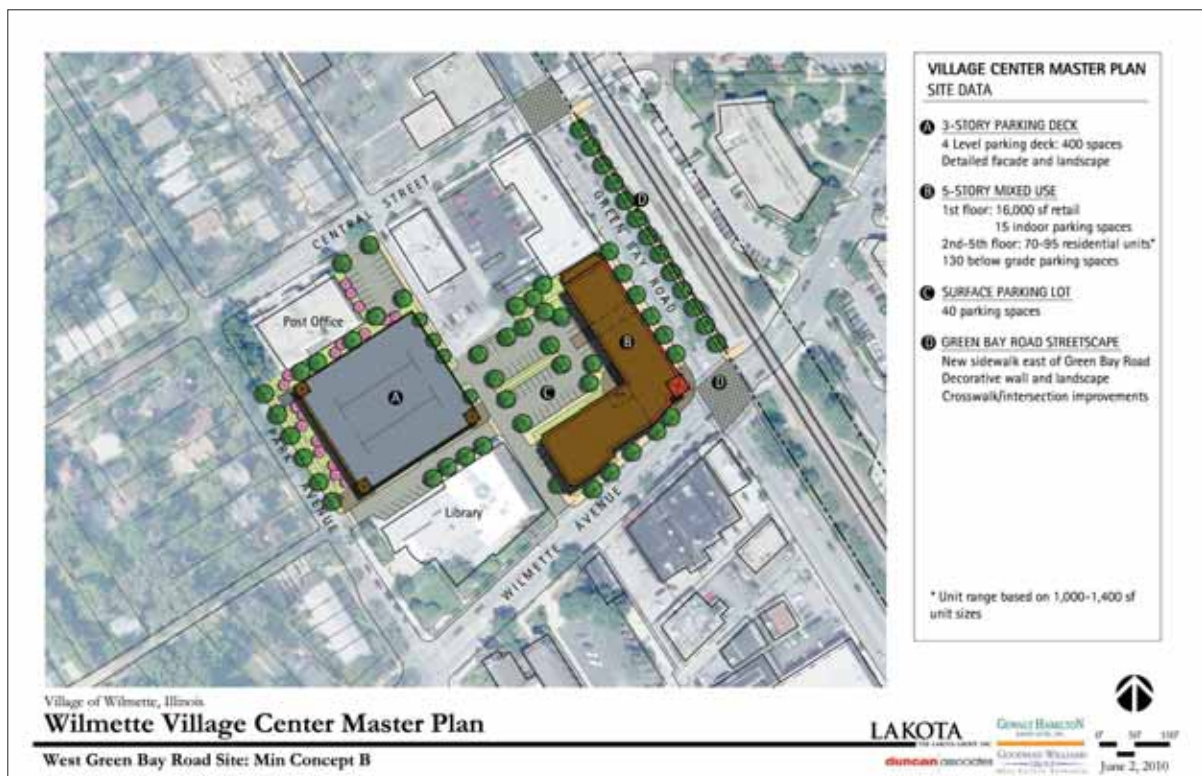
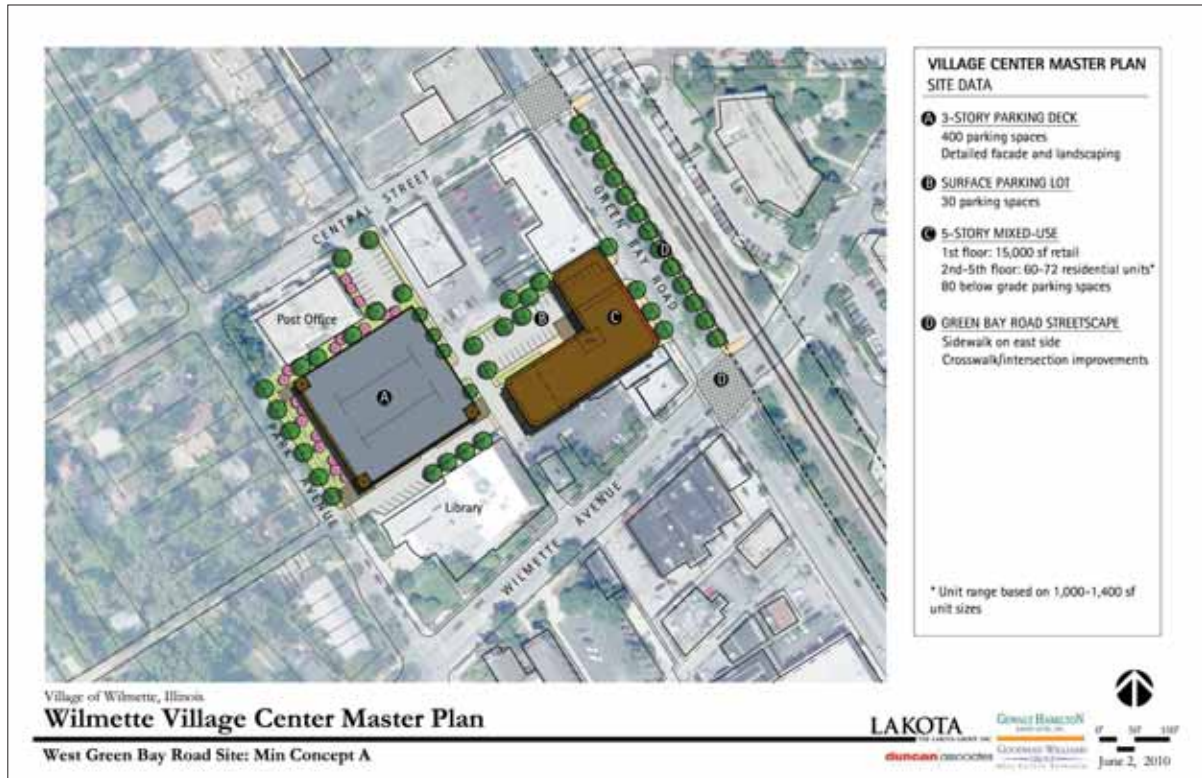


# Village Center Master Plan

## Section 7: Appendices

### Appendix B: Previous Concept Plans

The following concept plans were presented to the Planning Advisory Committee in June prior to Community Workshop #2. The Committee narrowed down the number of concepts to be shown at the workshop based on preferred direction.



## Appendix C: Financial Analyses

### Financial Analyses

Wilmette Village Center Master Plan  
PAC Meeting July 28, 2010

GOODMAN WILLIAMS  
GROUP  
REAL ESTATE RESEARCH

LAKOTA  
THE LAKOTA GROUP, INC.



### Contents

#### **West Green Bay Road Site: Max Concept C1**

- Site Plan
- Scenarios for Private Development Summary Table
- Public Sector Components Summary Table

#### **Chase/Union Pacific Site: Max Concept C**

- Site Plan
- Private and Public Sector Components Summary Table

#### **Village Hall Site: Max Concept F**

- Site Plan
- Private and Public Sector Components Summary Table

#### **General Development Assumptions**

#### **Valuation Analysis by Property Type**

- VILLAGE CENTER MASTER PLAN**  
**SITE DATA**
- A 3-STORY PARKING DECK**  
4 Level parking deck: 285 spaces
  - B 5-STORY MIXED-USE**  
1st floor: 20,000 sf  
Potential specialty grocery  
2nd floor: Potential office use  
2nd-5th floor: 35-50 residential units\*  
42 below grade parking spaces
  - C 5-STORY MIXED-USE**  
1st floor: 10,500 sf retail  
20 indoor parking spaces  
2nd floor: Potential office use  
2nd-5th floor: 55-75 residential units\*  
58 below grade parking spaces
  - D 2 TO 3-STORY VILLAGE HALL**  
30,000 sf
  - E COMMON GREEN SPACE**  
Diagonal surface parking: 26 spaces
  - F GREEN BAY ROAD STREETSCAPE**  
New sidewalk east of Green Bay Road  
Decorative wall and landscape  
Crosswalk/intersection improvements
- \* Unit range based on 1,000-1,400 sf unit sizes and more/less office use



Village of Wilmette, Illinois  
**Wilmette Village Center Master Plan**  
West Green Bay Road Site: Max Concept C1

**LAKOTA**  
ARCHITECTURE  
PLANNING  
CONSULTANTS  
P.C.

100  
of  
100

July 6, 2010

# Village Center Master Plan

## Section 7: Appendices

### Residual Land Value Summary Scenarios For Private Development - West Green Bay Road Site Wilmette Village Center Master Plan

Building B (5 Stories)		Building C (5 Stories)	
(3 Stories)		(3 Stories)	
	Condominium	Condominium	Rental
Below Grade	52 Residential Parking Spaces (underground) 0 Retail Parking Spaces	52 Residential Parking Spaces (underground) 0 Retail Parking Spaces	76 Residential Parking Spaces (underground)
Ground Floor	25,000 NSF Retail	18,200 NSF Retail	9,555 NSF of Retail
Floors 2-5	52 Residential Condos	52 Residential Condos	76 Residential Condos
Revenue Assumptions			
Retail	\$20/SF for anchor \$290/SF	\$20/SF for anchor \$290/SF	\$25/SF for smaller tenants
Condos			\$290/SF
Rental			\$2.25/SF
Office			
<b>Residual Land Value</b>	<b>(\$539,000)</b>	<b>(\$527,000)</b>	<b>(\$2,200,000)</b>

Source: Goodman Williams Group

7/28/2010

Estimated Development Costs  
Public Sector Components - West Green Bay Road Site  
Wilmette Village Center Master Plan

Building A - 3 Story Parking Deck

Hard Costs	Number of Spaces	Use	Cost per Space	Total Costs per Space
Underground	71 Spaces	Public Parking	\$35,000/Space	\$2,493,700
First Floor	71 Spaces	Public Parking	\$20,000/Space	\$1,425,000
Second Floor	71 Spaces	Public Parking	\$20,000/Space	\$1,425,000
Third Floor	71 Spaces	Public Parking	\$20,000/Space	\$1,425,000
<b>Total</b>	<b>285</b>			<b>\$6,768,700</b>
<b>Total Soft Costs and Contingency</b>				
Cost offset from METRA				\$1,626,139
Grand Total Hard & Soft Costs				\$8,394,839
<b>TOTAL PROJECT COSTS</b>				
				<b>\$7,800,000</b>

Building D - Village Hall

Two - three stories	30,000 square feet
<b>Total Project Costs</b>	<b>\$8,800,000</b>

Common Green Space - E

Landscaping, Signwork, and Surface Parking for Public Square	Number of Spaces	Use	Cost per Space	Total Hard & Soft Costs
Streetscaping around Block	20	Public Parking	\$21,046	\$547,200
				\$750,000

Revenue/Expense Assumptions

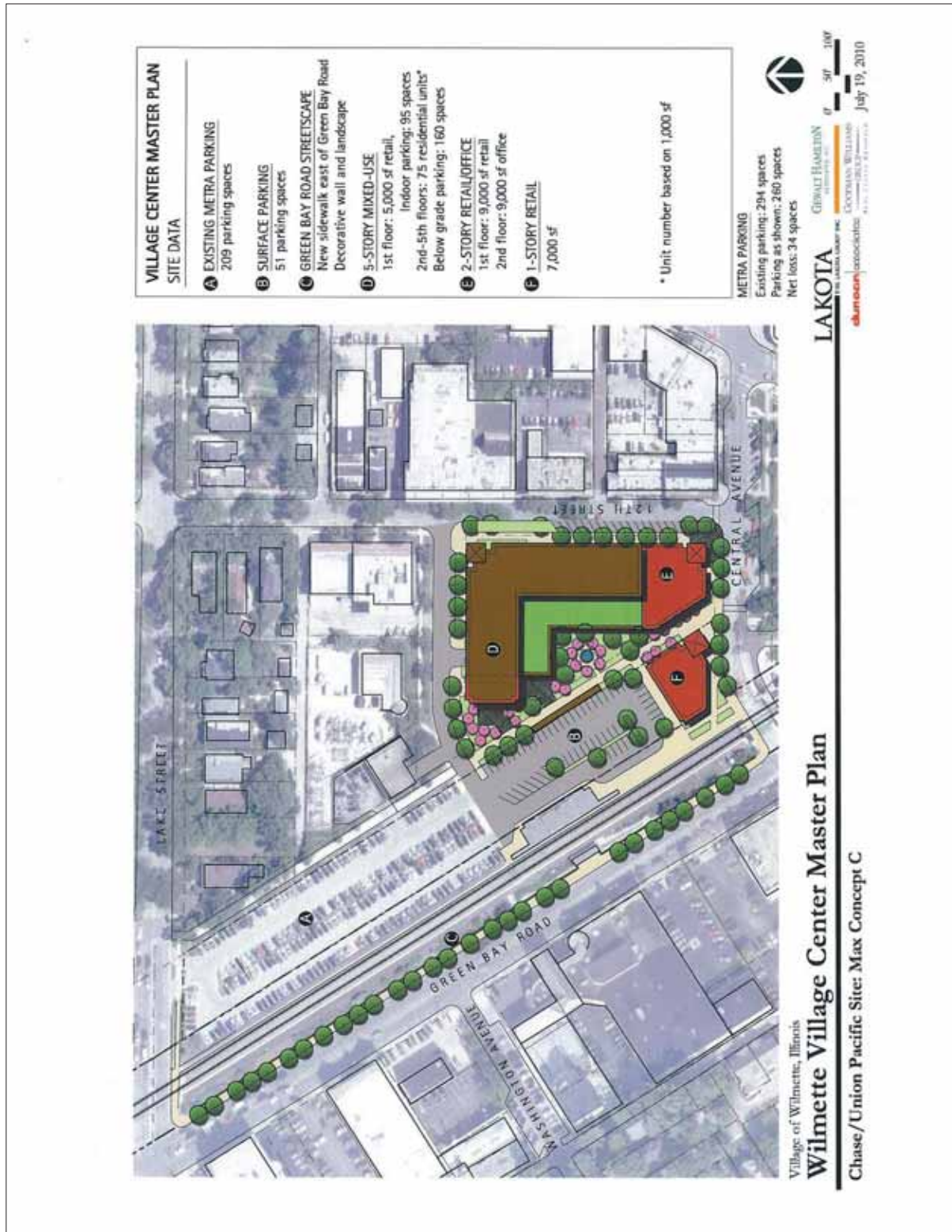
Item	Per Month	Parking Rates	Comments
Commuter Parking	1,305	\$2.00 per day	365 work week days/year
Permit Parking	60	\$40.00 per month	21.75 work week days/month
Escalation		15% every 3 years	
Expenses		\$230.00 per space/year	Elevator Maintenance, Utilities, Cleaning, Gen. Maintenance, Landscaping
Book and Replacement		\$115.00 per space/year	Maintenance and Snow Removal
Selling Fund		4% per year	
Expense Escalation			

Sources: Goodman Williams Group



# Village Center Master Plan

## Section 7: Appendices



**Residual Land Value Summary  
Chase/Union Pacific Site: Max Concept C  
Private and Public Development Components**

Building D (5 Stories)		Building E (2 Stories)		Building F (1 Story)	
<b>Condominium</b>		<b>Retail/Restaurant</b>		<b>Retail/Restaurant</b>	
Below Grade	160 Residential Parking Spaces (underground) 4,550 NSF Retail	Below Grade	N/A	Below Grade	N/A
Ground Floor	95 Retail Parking Spaces	Ground Floor	8,190 NSF Retail 51 Outdoor Surface Retail Parking Spaces	Ground Floor	6,370 NSF Retail
Upper Floors	75 Residential Condos	Upper Floors	7,650 NSF Office (1 level)	Upper Floors	N/A
Revenue Assumptions		Revenue Assumptions		Revenue Assumptions	
Retail	\$24/SF for restaurants	Retail	\$24/SF for restaurants	Retail	\$24/SF for restaurants
Condos	\$290/SF	Condos	\$290/SF	Condos	\$290/SF
Office		Office	\$25/SF Gross	Office	

**Residual Land Value for Combined Development** (\$5,100,000)

**Area C: Green Bay Road Streetscape**

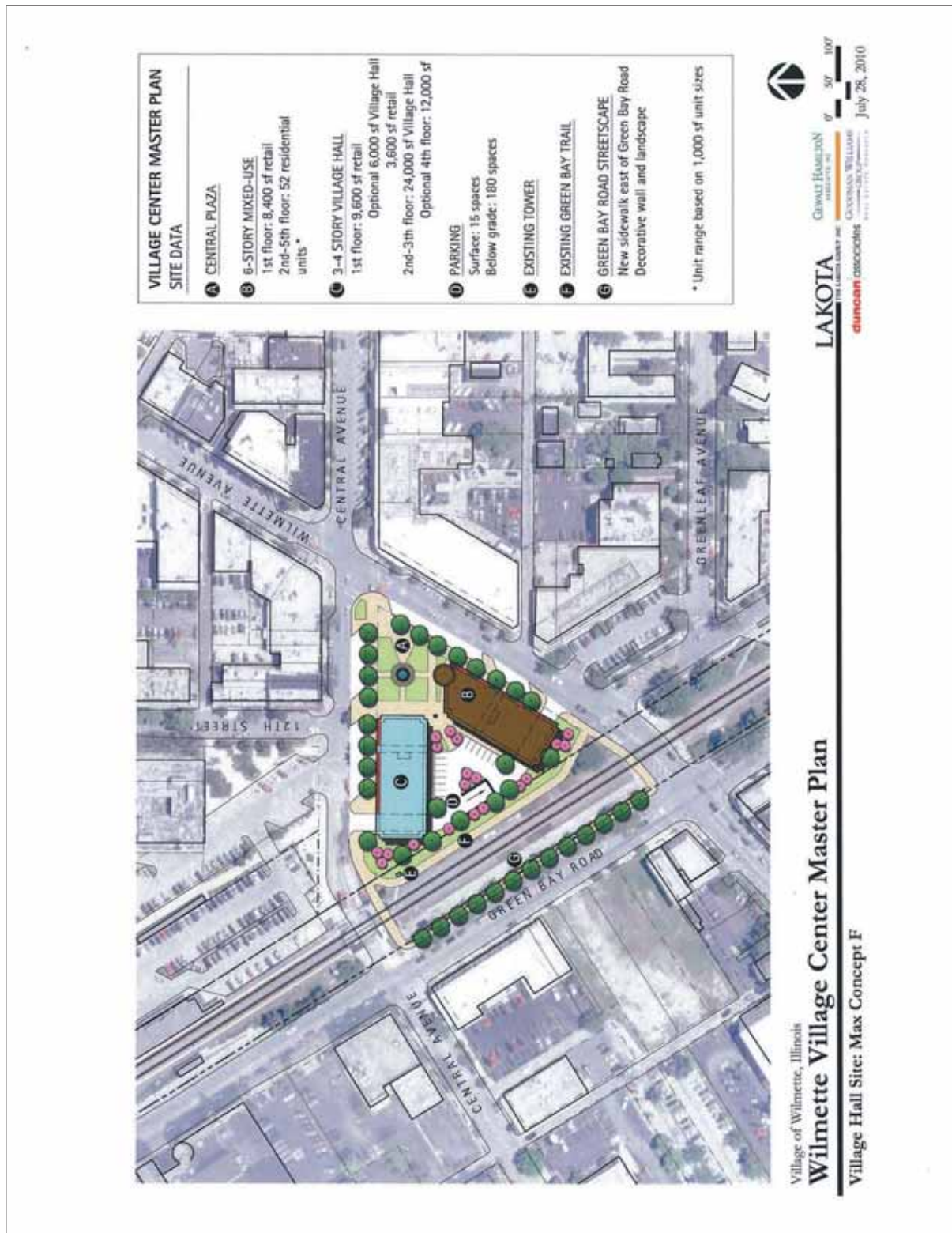
<b>Public Improvements</b>	<b>\$590,625</b>
Streetscape Improvements	

Source: Goodman Williams Group

7/28/2010

# Village Center Master Plan

## Section 7: Appendices





**RESIDUAL LAND VALUE SUMMARY**  
**Village Hall Site: Max Concept F**  
**Public and Private Development Components**

Building B (6 Stories)		Building C (3-6 Stories)		Public Open Space and Streetscaping	
<b>Condominiums</b>		<b>(3 Stories)</b>		<b>(6 Stories)</b>	
Below Grade	52 Residential Parking Spaces (underground)	<b>ALT. 1: New Village Hall plus Retail</b>		<b>Condominium with no Village Hall</b>	
Ground Floor	8,400 NSF Retail	Parking Spaces (underground)	46 Residential Parking Spaces (underground)	Public Plaza with fountain	\$300,000
Upper Floors	52 Residential Condos	Ground Floor	9,555 NSF Retail	New sidewalk east of Green Bay Road	\$375,000
Revenue Assumptions		Upper Floors	25,500 NSF Office for Village Hall	Decorative wall and landscape	
Retail	\$25/SF	Revenue Assumptions		<b>Total</b>	<b>\$675,000</b>
Condos	\$290/SF	Retail	\$25/SF		
Office		Condos	\$290/SF		
<b>Residual Land Value</b>	<b>\$231,400</b>	Office	N/A		
		<b>Residual Land Value</b>	<b>N/A</b>		
			<b>(\$245,300)</b>		
		Estimated Project Cost to Build Village Hall and underground parking	\$11,000,000		
		Net Annual Income to Village from Rental of Retail Space	\$211,700		

\*These public improvements go along with the developments of Building B and C. However, if the current Village Hall were to stay in place, and no new development were to be built on the site, these open space and streetscape costs would also apply.

Source: Goodman Williams Group

7/28/2010



# Village Center Master Plan

## Section 7: Appendices

### Wilmette Village Center Master Plan West Green Bay Road Site, UP/Chase Site, Village Hall Site

#### GENERAL DEVELOPMENT ASSUMPTIONS

##### Construction Costs

New Building	Unit Cost		Comments
<b>Residential component</b>	\$140	per GSF for Condo	4-5 story masonry, steel frame construction
	\$120	per GSF for Apartment	
Residential upgrade sales	5%	of unit sales	
Residential upgrade cost	65%	of upgrade sales	
Owners Contingency	3%	of hard costs	
<b>Retail component</b>	\$130	per GSF	warm, dark shell costs for ground floor retail per net leasable SF
Retail Tenant Improvements	\$30	per NSF	
Restaurant Tenant Improvements	\$50	per NSF	
<b>Office Component</b>	\$120	per GSF	Tenant Improvement allowance from landlord per land SF for grading, landscaping, infrastructure
Office Tenant Improvements	\$20	per NSF	
Sitework	\$2	per land SF	
Parking			
Paved surface parking	\$5,000	per space	1-4 stories below grade
Above grade structured	\$20,000	per space	
below grade structured	\$35,000	per space	

##### Financing Assumptions

Condo, Apartment, and Office			Comments
Construction loan	80%		loan to cost for condo, office, or apartments for condo, apartments, or office
loan fee	0.75%		
<b>Residential Condo</b>			
Loan term	24		interest only
Interest rate	6.62%	for condo	
<b>For Office or Apartments</b>			
Loan term	10	years	
Amortization period	30	years	
Interest rate	6.00%		

##### Market Assumptions

			Comments
<b>Condo</b>			
Condo Unit Sales Price/SF	\$290	per net sellable SF	to pre-sell 50% of the units.
Parking Sales Price	\$0	per space	
Sales commissions	6%	of sales price	
Developer required margin	15%	of gross revenue	
Presale Period	12.00	months	
Avg. absorption	2.50	units sold per month	
<b>Carrying Costs</b>			
HOA Dues	\$350	per unit per month	
Real Estate Taxes	\$423	per unit per month	
<b>Office</b>			
Rental Rate	\$25	Gross Rent per NSF	for parking space rental and misc. income
Other Income	5%	of gross potential income	
CAM and Taxes	\$10	per NSF	
Vacancy	5%	of gross potential income	
Management Fee	3%	of effective gross income	
capitalization rate on sale	8%		
Commission on sale of office	6.00%	of sales price for retail space	(equivalent to 8% of first year's rent plus 3% thereafter, plus half fee for the co-broker)
Leasing Commissions	6.00%	of NNN rent for a 5 year term	
<b>Retail</b>			
Rental Rate	\$25	NNN per net rentable SF	for smaller tenants
	\$20	NNN per net rentable SF	for larger anchor tenants
	\$24	NNN per net rentable SF	for restaurants
CAM and Taxes	\$10	per net rentable SF	
Vacancy	5%	of gross potential income	
Management Fee	3%	of effective gross income	
capitalization rate on sale	6.00%		for smaller non credit tenants
capitalization rate on sale	7.00%		for larger credit tenants
Commission on sale of retail	6.00%	of sales price for retail space	(equivalent to 8% of first year's rent plus 3% thereafter, plus half fee for the co-broker)
Leasing Commissions	6.00%	of NNN rent for a 5 year term	
<b>Rental Apartments</b>			
Rental Rate	\$2.25	per NSF per month	for parking space rental and mix income includes real estate taxes
Other income	5%	of gross potential income	
Expenses	\$9.37	per NSF per month	
Vacancy	5%	of gross potential income	
Management Fee	7%	of effective gross income	
capitalization rate on sale	7.50%		
Commission on sale of office	6.00%	of sales price for retail space	
Leasing Commissions		included in management fee	

Source: Goodman Williams Group  
7/25/2010

Wilmette Village Center Master Plan  
West Green Bay Road Site, UP/Chase Site, Village Hall Site

VALUATION ANALYSIS BY PROPERTY TYPE

Retail Space		SMALL RETAIL TENANT	LARGER RETAIL TENANT	RESTAURANT
Valuation Analysis		NNN Rent Per NSF	NNN Rent Per NSF	NNN Rent Per NSF
Gross Potential Rental Income		\$25.00	\$30.00	\$24.00
Expense Reimbursements		\$10.00	\$10.00	\$10.00
vacancy/collection loss	9%	(\$1.75)	(\$1.50)	(\$1.70)
<b>Effective Gross Rental Income</b>		<b>\$33.25</b>	<b>\$28.50</b>	<b>\$32.30</b>
<b>Expenses</b>				
Insurance (GSF)		\$0.15	\$0.15	\$0.15
Maintenance (NSF/Year)		\$1.85	\$1.85	\$1.85
Common Area Utilities (NSF/Year)		\$1.75	\$1.75	\$1.75
Real Estate Taxes (NSF/Year)		\$6.25	\$6.25	\$6.25
Management fee	3%	\$1.00	\$0.86	\$0.97
Capital Reserves		\$0.10	\$0.10	\$0.10
<b>Total Non Reimbursable Expenses</b>		<b>\$11.10</b>	<b>\$18.96</b>	<b>\$11.07</b>
<b>Net Operating Income</b>		<b>\$22.15</b>	<b>\$17.55</b>	<b>\$21.23</b>
Capitalization Rate		non credit tenant 8.00%	credit tenant 7.00%	non credit tenant 8.00%
<b>Value of Retail Space Per NSF</b>		<b>\$277</b>	<b>\$251</b>	<b>\$265</b>

Office Space		Gross Rent Per NSF
Valuation Analysis		Gross Rent Per NSF
Gross Potential Rental Income		\$25.00
vacancy/collection loss	9%	(\$1.25)
<b>Effective Gross Rental Income</b>		<b>\$23.75</b>
<b>Expenses</b>		
Insurance (GSF)		\$0.15
Maintenance (NSF/Year)		\$1.85
Common Area Utilities (NSF/Year)		\$1.75
Real Estate Taxes (NSF/Year)		\$6.25
Management fee	3%	\$0.71
Capital Reserves		\$0.10
<b>Total Non Reimbursable Expenses</b>		<b>\$10.81</b>
<b>Net Operating Income</b>		<b>\$12.94</b>
Capitalization Rate		non credit tenant 8.00%
<b>Value of Office Space per NSF</b>		<b>\$162</b>

Condominiums		Price Per NSF
Valuation Analysis		Price Per NSF
Sales Price		\$290.00
Sale of Unit Upgrades	5%	\$14.50
Sale of Parking		\$0.00
<b>Total Sales Revenue</b>		<b>\$304.50</b>
<b>Sales Commissions (Cost of Sales)</b>	6%	<b>\$18.27</b>
<b>Net Sales Revenue</b>		<b>\$286</b>
<b>Value of Condo per NSF</b>		<b>\$286</b>

Rental Apartments		Gross Rent Per NSF
Valuation Analysis		Gross Rent Per NSF
Gross Potential Rental Income	\$2.25	\$27.00
Other Income	5%	\$1.35
<b>Gross Potential Income</b>		<b>\$28.35</b>
vacancy/collection loss	5%	(\$1.42)
<b>Effective Gross Rental Income</b>		<b>\$26.93</b>
<b>Expenses</b>		
Real Estate Taxes		\$4.19
Electricity (common elements)		\$0.39
Parking Garage Heating Gas		\$0.19
Water/ Sewer		\$0.19
Trash Removal		\$0.04
Insurance		\$0.27
Building Repairs and Maintenance		\$0.16
Elevator Maintenance		\$0.03
Janitorial Supplies		\$0.03
Landscaping Maintenance & Supplies		\$0.03
Window Washing		\$0.07
Snow Removal Services		\$0.10
Telephone/Elevator/Intercom		\$0.02
Exterminating Service		\$0.01
Fire Protection		\$0.03
Accounting/Legal		\$0.27
Management and Leasing Fees	7%	\$1.89
Unit turnover expenses		\$0.97
Capital Reserves		\$0.49
<b>Total Expenses</b>		<b>\$9.37</b>
<b>Net Operating Income</b>		<b>\$17.57</b>
Capitalization Rate		7.50%
<b>Value of Apartments per NSF</b>		<b>\$234</b>

Source: Goodman Williams Group  
7/25/2010

### Appendix D: Planning Process + Timeline

**LAKOTA**

GOODMAN WILLIAMS  
GROUP  
REAL ESTATE RESEARCH

GEWALT HAMILTON  
ASSOCIATES, INC.

duncan associates

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#### Wilmette Village Center Master Plan Project Process

##### Project Timeline

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##### PHASE I: VILLAGE CENTER ANALYSIS

- PAC Meeting #1 (January 14, 2010)
- PAC Meeting #2 (February 11, 2010)
- Community Workshop #1 (March 11, 2010)
- Stakeholder Interviews & Focus Groups
- Land Use, Zoning & Physical Conditions Analysis
- Market Analysis
- Parking & Transportation Analysis
- PAC Meeting #3 (April 28, 2010)
- State of the Village Center report

##### PHASE 2: COMMUNITY VISIONING

- Land Use Strategies & Development Concepts
- PAC Meeting #4 (June 2, 2010)
- Community Workshop #2 (June 10, 2010)

##### PHASE 3: VILLAGE CENTER MASTER PLAN

- Refined Plan(s) & Land Use Strategy
  - PAC Meeting #5 (July 6, 2010)
  - PAC Meeting #6 (July 28, 2010)
  - Community Workshop # 3 (September 16, 2010)
  - PAC Meeting #7 (September 30, 2010)
  - Village Board & Plan Commission (October 5, 2010)
  - Draft Report, Guidelines & Implementation
  - Plan Commission (October 26, 2010)
-

## Appendix E: Planning Advisory Committee Meeting Minutes

The following are approved meeting minutes from Planning Advisory Committee meetings and discussions.

### MEETING NOTES

#### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #1)

January 25, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held January 14, 2010 at the Village Hall in Wilmette

	<u>Absent</u>	<u>Present</u>
<b>Steering Committee Members</b>		
Christopher Canning, Village President		X
Charmain Borys Later	X	
Charles Cook		X
Thomas Gordon		X
Brendan Kelly	X	
Stephen Leonard		X
Daniel McCaffery	X	
Elissa Morgante	X	
Thomas Nathan		X
Jack Rosenberg	X	
Randy Tieman		X
<b>RTA Representatives</b>		
Nicole Nutter, RTA		X
David Kralik, Metra		X
Ryan Richter, Metra		X
Tom Radak, Pace		X
Adam Eichenberger, Pace		X
<b>Village Staff</b>		
John Adler, Director of Community Development		X
Lucas Sivertsen, Business Development Planner		X
Lisa Roberts, Assist. Director of Community Development		X
Erika Fabisch, Planner I		X
<b>Consultants</b>		
Scott Freres, The Lakota Group		X
John LaMotte, The Lakota Group		X
Kevin Clark, The Lakota Group		X
Dominic Suardini, The Lakota Group		X
Linda Goodman, Goodman Williams Group		X
Jonathan Dennis, Goodman Williams Group		X
Kirk Bishop, Duncan Associates		X
Bill Grieve, Gewalt Hamilton		X
<b>Additional Participants</b>		
Rich DeLeo, Plan Commissioner		X
Mary L. Donner, Pace		X
Robert Bielinski, 2516 Greenwood		X



### **PROJECT INTRODUCTION**

- President Canning gave an introduction of the consultant team and discussed previous planning initiatives done by the Village, including the ULI plan, which ultimately drove the current planning process. General discussion about the Planning Advisory Committee's (PAC) role took place and it was stated the PAC members should provide their expertise and knowledge, as well as provide uninhibited opinions about improving Wilmette.
- Scott Freres of Lakota introduced the project, discussed the goals and made a brief presentation of the Village Center's buildings, streets, target sites and potential. The discussion was opened to the committee to give their thoughts on the strengths, weaknesses, opportunities and threats to the Village Center.

### **COMMITTEE DISCUSSION OF WILMETTE'S VILLAGE CENTER**

- Chuck Cook expressed that the "physical gaps" need focus and that a plan with continuity should be developed. His opinion is that the function of Green Bay Road has improved some since its reconfiguration to a 3-lane cross section and that it is not a problem crossing it east-west, but he completely avoids it going north-south because the lights impede mobility. He also stated that the road is not bike or pedestrian-friendly.
- Thomas Nathan agreed that Green Bay is an issue with pedestrian crossing, although the change has made it slightly better.
- Thomas Nathan noted that relaxed liquor laws has created a vibrancy and unique atmosphere downtown, citing the wine store as an example of this. Activity in the Village Center could have a domino effect by creating demand in the area, such as new housing.
- Thomas Gordon stated that we have to understand Plaza del Lago on Sheridan Road to get a handle on retail in the area. He also said Wilmette should embrace the train tracks, as other communities have created great downtowns with the same physical situation. The transportation the train provides is a great opportunity for the Village Center.
- Thomas Nathan stated that higher density in the Village Center would be exciting because it brings more people and activity to the area. Thomas Gordon added that Wilmette should be open to different housing options.
- Stephen Leonard said he views the Village Center as a well diversified shopping center. He added that Wilmette needs a plan that works, which would include focusing on the intended users of the entire downtown before creating a plan. He suggested possibly bringing retailers to meetings to discuss Wilmette's potential.
- President Canning noted the Calder Latour Study as an important document for background information. Village Staff will make this available to the consultant team.
- Thomas Gordon suggested the planning process go through the school communities for better, more diverse participation by sending out invites.
- Randy Tieman thought each PAC member could bring a questionnaire to pass out at sporting/community events to get more input.

- Stephen Leonard said that Wilmette has an attractive Village Center, but not successful from a retail perspective, noting that most retailers probably aren't happy.
- Thomas Nathan brought the Wilmette Theater up as an example of a positive addition to the Village Center. When he went, it was a full house and there was a lot of activity outside—overall a great asset to the community. In his mind, the Village Center is doing much better than Plaza del Lago, which seems to be struggling.
- Chuck Cook agreed that the theater has been great for downtown. With new management, it has a “fresh approach.”
- Randy Tieman noted that for some shop owners, it's just a hobby and most of them need some more training on retail merchandising, which should be explored as a strategy. President Canning noted that most of the owners don't think there is a problem and that the Village has had workshops for them on merchandising and storefront displays. He stated that the other issue is that building owners don't invest in their buildings and they don't do enough to attract retailers. Optima is an example of a building that is not appealing to national retailers because of the low ceilings.
- Randy Tieman noted that the stop light at Linden and the tracks is too long, but feels the downtown has gotten better. The Jewel parking lot north of Linden is also a potential development opportunity and should be part of the plan.
- Randy Tieman stated that meetings for the planning process should be in the Village Center, including workshops as opposed to at schools.
- Randy Tieman suggested that, if available, the team should look at spending power, sales per capita compared to other communities and retail spending leakage. Linda Goodman gave a synopsis of the Valerie Kretchmer study and Goodman Williams Group's methodology for this project.
- Nicole Nutter stated that Wilmette has a lot of home improvement stores and wondered if this was a marketing niche that was intentional. President Canning noted that they had discussed that at one point and they have been searching for a “brand” for Wilmette, or something that makes it a destination. He continued by saying, once you have created a destination, you couple that with some restaurants and it invigorates the Village Center.
- Nicole Nutter also noted that she observed a high number of teenagers in the area and specifically around the train station, which is another market possibility. President Canning noted that they need a place for teenagers to spend time and money. Randy Tieman added that Panera Bread has become the place to hang out.
- John LaMotte asked the Committee where they eat out and spend their money outside of Wilmette. Most Committee members agreed that Evanston, Winnetka and Glenview were places they went for dinner, although Wilmette has a few noteworthy restaurants, depending on the occasion. Chuck Cook added that people love to support the Village Center restaurants and local drinking establishments.
- The Committee discussed housing and housing options for the Village Center:

- Stephen Leonard suggested the team bring in a residential developer on the committee.
- President Canning noted that the housing needs of people are changing in ways that aren't necessarily intuitive: divorced parents and people that want to have an address in a school district. Condos and apartments go beyond supplying housing for just Baby Boomers.
- Randy Tieman inquired about the Committee's thoughts on rental housing. President Canning said that the market might be there now.

### **PUBLIC COMMENT**

- Rich DeLeo suggested the team and Village market the Village Center planning effort in the same way that the Burnham Plan was marketed this past year in Chicago—by highlighting the history of Wilmette and creating a graphic that attracts and educates people. He added that other potential improvements for Wilmette are the making the Green Bay Trail better, providing more activities for the colder months and capturing drivers that park at the train station that may be coming from out of town.
- President Canning added that an overlooked aspect of Wilmette's perception is the high visibility of the Village Center by train. Most people see Wilmette from that viewpoint first, so it should be considered.
- The team/Committee discussed logistics for future meetings and concluded the session.

## MEETING NOTES

### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #2)

February 12, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held February 11, 2010 at the Village Hall in Wilmette

	<u>Absent</u>	<u>Present</u>
<b>Steering Committee Members</b>		
Christopher Canning, Village President	_____	X _____
Charmain Borys Later	_____	X _____
Charles Cook	_____	X _____
Thomas Gordon	_____	X _____
Brendan Kelly	X _____	_____
Stephen Leonard	_____	X _____
Daniel McCaffery	X _____	_____
Elissa Morgante	_____	X _____
Thomas Nathan	_____	X _____
Jack Rosenberg	X _____	_____
Randy Tieman	_____	X _____
<b>RTA Representatives</b>		
Nicole Nutter, RTA	_____	X _____
David Kralik, Metra	_____	X _____
Ryan Richter, Metra	_____	X _____
Tom Radak, Pace	_____	X _____
Adam Eichenberger, Pace	_____	X _____
<b>Village Staff</b>		
John Adler, Director of Community Development	_____	X _____
Lucas Sivertsen, Business Development Planner	_____	X _____
Lisa Roberts, Assist. Director of Community Development	_____	X _____
Erika Fabisch, Planner I	_____	X _____
<b>Consultants</b>		
Scott Freres, The Lakota Group	_____	X _____
John LaMotte, The Lakota Group	_____	X _____
Kevin Clark, The Lakota Group	_____	X _____
Dominic Suardini, The Lakota Group	_____	X _____
Linda Goodman, Goodman Williams Group	_____	X _____
Jonathan Dennis, Goodman Williams Group	X _____	_____
Kirk Bishop, Duncan Associates	X _____	_____
Bill Grieve, Gewalt Hamilton	_____	X _____
<b>Additional Participants</b>		
Kimberly Fornek, Pioneer Press	_____	X _____
	_____	_____
	_____	_____



### **CONSULTANT PRESENTATION/DISCUSSION**

#### **Previous Studies**

- Scott Freres of Lakota gave a brief recap of the previous projects and studies conducted in Wilmette, including the Village Comprehensive Plan (2000), West Village Center Plan (2000), Village-Wide Market Analysis (2005), Green Bay Road Corridor Study (2005), Village Center Redevelopment Research: Phases I & II (2006), Parking Structure Feasibility Study (2007) and ULI Technical Assistance (2008). He highlighted the recurring themes, ideas and concepts that came out of these studies.
- John LaMotte of Lakota added that the current study will build upon the past studies, but would take a more comprehensive look at the entire Village Center area, while updating the market and economic conditions for the short and long term. He also emphasized that this process is driven by the Village's physical relationship to public transit.

#### **Comparable Downtowns**

- Linda Goodman summarized the Suburban Downtown comparison chart, which included population (2009 estimates), households (2009), median household income (2009), 2006 Metra weekday alightings, 2008 annual retail sales tax, multifamily housing units permitted (2000-2008), public structured parking, downtown TIF and civic or institutional uses in downtown. The communities included Barrington, Deerfield, Downers Grove, Glenview, Hinsdale, La Grange, Lake Forest, Mt. Prospect, Palatine, Park Ridge and Wilmette.
- President Canning noted that it would be beneficial to know how much of Wilmette's annual sales taxes are generated from the Village Center.
- Scott Freres noted that this matrix is a starting point and is intended to be added to as this process moves forward.
- The team presented aerials and discussed new development, market and physical conditions for each of the comparable downtowns.

#### **Barrington**

- John LaMotte described the challenge of Barrington's downtown is that the tracks split it down the middle, making it difficult to unify the two sides. He added that they used tax-increment financing (TIF) to add new residential.
- Bill Grieve noted that regional arterial roads also cut through town, which are another challenge.

#### **Deerfield**

- Scott Freres discussed Deerfield as having an urban, shopping center character with a mix of land uses, retail, apartments, condominiums, rowhomes and townhomes. John LaMotte pointed out that this density and range of housing options and retail occurs primarily in the southeast corner of downtown all within walking distance.
- Bill Grieve added that they are building a new music amphitheater near downtown, which adds to the entertainment options for residents.

#### **Downers Grove**

- Scott Freres described the downtown, noting it was split by the tracks much like Barrington. They built a large parking structure, added new infill residential

development and focused primarily on the north side as the first target area for development.

- Randy Tieman stated that a couple of “hold out” buildings obstructed a really good development, which is something that could happen in Wilmette.
- John LaMotte noted that the Village rezoned part of downtown for denser housing and also added that they had storm water management issues, which is something to always be aware of when discussing new development.

**Glenview**

- Scott Freres discussed Glenview’s approach of implementing a form-based code and master plan for their downtown. The major challenges were dealing with Waukegan Road and the impact The Glen had on downtown. He also noted that their Village Hall is centrally located and a big development was a 3-story Optima mixed-use building with condominiums above retail and enclosed parking.
- Linda Goodman noted that the Optima development was quite controversial at first, although it might not be perceived that way now.
- John LaMotte added that the approach focused on “framing” Waukegan Road by establishing a “build-to” line to create a more pedestrian-friendly environment by widening the sidewalks and aligning new buildings in a consistent “street wall.” He also stated that Wilmette has a better scale than Glenview.
- Bill Grieve noted that the Glenview is in the process of relocating their library downtown.

**Hinsdale**

- Scott Freres noted that the tracks split Hinsdale’s downtown and that they have a more traditional character and scale, similar to Wilmette.

**La Grange**

- Scott Freres stated that La Grange has been successful on a number of levels. Linda Goodman added that they took advantage of Ogden Avenue, a high traffic street, to attract national retailers on the north, while also maintaining a good balance of local retailers and restaurants on the south. She noted that they did a great job marketing downtown and added that the public parking deck is well used.
- Bill Grieve pointed out that Ogden Avenue and LaGrange Road are huge truck routes, which is a challenge from an urban design standpoint.

**Lake Forest**

- Scott Freres described Lake Forest’s attempts to rebrand and market downtown and noted that they want to extend to the north to expand the range of housing options. The issues they have are lack of access and visibility.
- Bill Grieve stated that once they lost Marshall Fields, the downtown changed. He added that they have a number of “boutique parking decks,” which are smaller and not as efficient as large decks and also have designated parking spaces for individual businesses, which is not always beneficial.
- John LaMotte added that they have many examples of high quality architecture, which creates a cohesive downtown character.

**Mount Prospect**

- Scott Freres stated that Mount Prospect essentially just started over and redeveloped their downtown by locating density near the train station and

consolidating their civic uses near a shared parking deck. He noted that they have a good balance of multi-family apartments, rowhomes and condominiums and single-family homes.

### **Palatine**

- John LaMotte noted that Palatine used TIF funding to rebuild with density by surrounding the train station with condominiums, rowhomes and townhomes. They located 2 shared parking decks in downtown, which are well used, as well as a number of different housing products to bring in a range of people to downtown.

### **Park Ridge**

- Scott Freres described how Park Ridge dealt with the challenge of major streets, Touhy Avenue and Northwest Highway, cutting through downtown to transform their old water reservoir into an extension of their main shopping street. The Village-directed project used a visioning process to work with existing stores to link Prospect Avenue across to the new development. The Village issued a request for proposals and brought in a developer team to create a plan.
- He added that the plan was implemented in phases, bringing in townhomes, Trader Joes, lofts and surface and below-grade parking. TIF funds were used in the process.
- Steve Leonard asked how the community felt about the development from a density and traffic standpoint as it was being proposed. Scott Freres noted it was not well received at first, but it was an educational process for residents. Generally, it was a 12-year process from the planning stages through completion.
- Erica Fabisch noted that the area has transformed significantly and is very walkable now. The project filled the void in the center of town created by the reservoir and vacant car dealer.
- Linda Goodman added that the end product created the right balance of national retailers with local shops.

### **SUMMARY/COMMITTEE DISCUSSION**

- President Canning asked if there is a summary for how Wilmette compares to these other suburban, transit-oriented downtowns.
- John LaMotte noted that Wilmette has a strong framework from which to build, including streetwalls without many vacancies, bigger blocks, a centrally located train depot that is walkable, a “Main Street” feel and a critical mass of people. He also added that currently Wilmette lacks the variety of housing choices that many of these communities have.
- Steve Leonard asked the best way to approach Wilmette's downtown, such as a major project. A ten to 12 year timeframe does not seem feasible, in his opinion. He also stated that maybe the approach is to follow Lake Forest's lead and make every block the best it can be in increments.
- Steve Leonard added that the team should also look at Highland Park and Arlington Heights as other comparable downtowns.
- John LaMotte responded that Wilmette needs to create a plan and have the leadership to implement the vision. Scott Freres said the common denominator

with all of the comparable communities was the positive community involvement in the process and strong leadership.

### **COMMUNITY OUTREACH PROCESS**

- Tom Nathan stated that the first step is to get the word out about the planning process, including the goals and purpose of the plan and the community outreach strategy. This needs to be a transparent process. He noted that using the geographic boundaries of the primary schools is a good way to get a variety of demographic groups involved. Mr. Nathan favors bringing meetings out into the neighborhoods, not in Village Hall, to get the opinions of these groups.
- Scott Freres noted that the community outreach strategy is to have an article in the Pioneer Press, use the project web site as a place to post information about what is happening and distributing promotional pieces, such as fliers that can be handed out at schools and posters taped to store windows. He also described the process of interviewing focus groups and conducting 3 community workshops to get input from a broad range of people.
- Nicole Nutter asked Village staff what the best method was for getting the information out, such as the fliers and posters.
- Tom Nathan noted that Backpack Express, a school system, works very well, as well as email blasts through the school.
- John Adler discussed that the potential dates for the first community workshop. The committee agreed that March 10 or 11 are good dates. John stated that he would work with Lakota to put together a poster/flyer and coordinate distribution of these items.



### MEETING NOTES

#### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #3)

May 23, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held April 28, 2010 at the Village Hall in Wilmette

<b>Steering Committee Members</b>	<b>Absent</b>	<b>Present</b>
Christopher Canning, Village President	_____	X
Charmain Borys Later	_____	X
Charles Cook	_____	X
Thomas Gordon	_____	X
Brendan Kelly	X	_____
Stephen Leonard	_____	X
Daniel McCaffery	_____	X
Elissa Morgante	_____	X
Thomas Nathan	_____	X
Jack Rosenberg	_____	X
Randy Tieman	_____	X
<b>RTA Representatives</b>		
Nicole Nutter, RTA	_____	X
David Kralik, Metra	_____	X
Ryan Richter, Metra	_____	X
Tom Radak, Pace	_____	X
Adam Eichenberger, Pace	_____	X
<b>Village Staff</b>		
John Adler, Director of Community Development	_____	X
Lucas Sivertsen, Business Development Planner	_____	X
Lisa Roberts, Assist. Director of Community Development	_____	X
Erika Fabisch, Planner I	_____	X
<b>Consultants</b>		
Scott Freres, The Lakota Group	_____	X
John LaMotte, The Lakota Group	_____	X
Kevin Clark, The Lakota Group	_____	X
Dominic Suardini, The Lakota Group	_____	X
Linda Goodman, Goodman Williams Group	_____	X
Jonathan Dennis, Goodman Williams Group	_____	X
Kirk Bishop, Duncan Associates	_____	X
Tim Doron, Gewalt Hamilton	_____	X
<b>Additional Participants</b>		
	_____	_____
	_____	_____
	_____	_____

**CONSULTANT PRESENTATION/DISCUSSION****State of the Village Center Summary**

- Scott Freres gave a brief overview of the State of the Village Center report, discussing its structure and organization.
- Kevin Clark summarized the Land Use and Physical Conditions section of the report and highlighted the potential opportunity sites for redevelopment, including the Ford Site/Block, Village Hall Site, Union Pacific Commuter Parking Lot and Chase Bank. Other potential redevelopment sites were discussed as areas that will be tested with concepts.
- Kirk Bishop discussed the Zoning section of the report, noting that the VC zoning district is restrictive in terms of allowed uses and development standards. He also noted that the majority of the uses require special use approval and concluded that as master plan concepts are developed, zoning will need to be revised to match the desired physical form.
- Kevin Clark gave an overview of the physical conditions of both West Green Bay Road and East Village Center, including a discussion about green space, trees, buildings, parking lots and pedestrian environment.
- Charmain Borys Later asked about the use of tree grates versus open tree pits and which is better for the tree. Kevin Clark noted that tree grates protect the root system from getting compacted, create a flat, accessible walking surface and keep mulch and soil from washing onto the sidewalk.
- Scott Freres talked about the community input received to date, including focus groups, individual interviews and the first community workshop. The main points repeatedly stressed by residents are the lack of entertainment, nighttime activities and housing options and density. Other issues discussed by residents were the unpredictability of zoning and the barrier that Green Bay Road creates to driving, walking and biking.
- Tim Doron summarized transit, traffic, pedestrian and parking issues, noting the “hot spot” challenges at Lake/11<sup>th</sup>/Wilmette, Linden/Poplar, Central Ave. west side at the alley and Park Avenue, which is used as a traffic cut-through.
- Mr. Doron briefly discussed the parking study Gewalt Hamilton conducted, noting the deficiencies at the Library/Post Office and Starbucks. He also gave a brief overview of the Intercept Survey, conducted over 2 days including a weekday and on a Saturday.
- Stephen Leonard asked if we will be able to know whether the current street system will be able to handle development concepts showing new retail, office and residential uses, including higher density. Mr. Doron said as concepts are developed, the team will look at access points and run trip generation numbers to determine whether or not a concept will work, but at this stage prior to concepts being prepared, that question cannot be answered.
- Linda Goodman discussed the real estate market, noting Wilmette’s attractive demographics and train station in the center of the Village. She gave a breakdown of the existing businesses, including vacancies. The committee requested a copy of the updated inventory and the team noted they would distribute the most up-do-date version.

- Linda Goodman discussed potential retail, commercial and residential opportunities. She noted the potential for senior housing, downsizing “empty nesters,” divorced parents or single-family parents and younger working households.

### **COMMUNITY OUTREACH PROCESS**

- Tom Nathan stated that 3 Community Open Houses were scheduled at different locations throughout the Village to maximize participation and opportunity for different residents to attend. He noted himself and President Canning would be sending an email to invite people to attend the meetings. The locations/dates/times for the Open Houses are as follows:
  - May 4, 7:00 pm: Michigan Shores Club
  - May 6, 6:00 pm: Community rec. center
  - May 11, 6:00 pm: Mallinckrodt
- The Committee discussed potential dates for the next PAC meeting and Community Workshop. It was determined that the next PAC meeting would be June 2 at 6:00 pm and the Community Workshop would be June 10.
- Scott Freres noted the team’s timeline was to get development concept sketches to the RTA for review 2 weeks before the next PAC meeting. It was agreed by RTA, Metra and Pace representatives that May 19 would give sufficient time to review the concepts in advance of the PAC meeting.

## MEETING NOTES

### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #4)

June 4, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held June 2, 2010 at the Wilmette Public Library.

	<u>Absent</u>	<u>Present</u>
<b>Steering Committee Members</b>		
Christopher Canning, Village President	X	
Charmain Borys Later		X
Charles Cook		X
Thomas Gordon	X	
Brendan Kelly	X	
Stephen Leonard		X
Daniel McCaffery	X	
Elissa Morgante		X
Thomas Nathan		X
Jack Rosenberg		X
Randy Tieman	X	
<b>RTA Representatives</b>		
Heather Tabbert, RTA		X
David Kralik, Metra		X
Ryan Richter, Metra		X
Tom Radak, Pace	X	
Adam Eichenberger, Pace		X
<b>Village Staff</b>		
John Adler, Director of Community Development		X
Lucas Sivertsen, Business Development Planner		X
Lisa Roberts, Assist. Director of Community Development	X	
Erika Fabisch, Planner I	X	
<b>Consultants</b>		
Scott Freres, The Lakota Group		X
John LaMotte, The Lakota Group		X
Kevin Clark, The Lakota Group		X
Dominic Suardini, The Lakota Group		X
Brian Wirth, The Lakota Group		X
Linda Goodman, Goodman Williams Group		X
Jonathan Dennis, Goodman Williams Group		X
Tim Doron, Gewalt Hamilton		X
<b>Additional Participants</b>		



### **CONSULTANT PRESENTATION/DISCUSSION**

#### **Development Concepts**

- Tom Nathan gave a brief introduction about the prior week's PAC meeting and the committee approved the meeting minutes from the April 28, 2010 meeting.
- Scott Freres noted that the concepts being presented focused primarily on the 3 "target sites" as outlined in the Urban Land Institute study, although some additional concepts are shown for other opportunity sites in the Village Center, as well as ideas for improving the Green Bay Road streetscape.

#### **Green Bay Road: Concept A**

- Scott Freres described the concept, including the previous proposal that was approved for the former Ford property, as well as the potential for a parking deck.
- Chuck Cook inquired about the need for a parking deck on this block. Scott Freres responded by noting that a study had been conducted by Rich & Associates/TY Lin for a parking deck in this location and need for a variety of users has been discussed in the past and during this planning process. Elissa Morgante added that a parking deck might encourage development on this block and adjacent sites.
- The Committee discussed retail along Green Bay Road. Stephen Leonard stated that retailers like to be located on corners for visibility. He added that a plan that has retail from Wilmette to Central Avenues could provide space for multiple large users instead of small retailers.

#### **Green Bay Road: Concept B**

- Chuck Cook inquired about access to the retail since the surface parking is located in the rear of the buildings. John LaMotte noted that there would be pass-through pedestrian connections from the parking lot to the retail in the front.
- Charmain Borys Later felt the concept had too much paving and would like to see more green space.
- Jack Rosenberg stated that the benefit of Concept B is that it includes property on the corner that otherwise would be difficult to redevelop because they are smaller parcels.

#### **Green Bay Road: Concept C**

- Scott Freres noted that this concept creates a civic campus by locating Village Hall between the Post Office and Library. This concept also has a "commons" area, while exploring a parking deck on Central Avenue instead of Park, since it is more proximate to the Metra station.
- Charmain Borys Later added that the parking deck is less prominent in that location and works well.
- The Committee discussed the Green Bay Road streetscape and how narrow it is for pedestrians. Scott Freres added that regardless of which concept or redevelopment direction is chosen, the ideas for streetscape improvements will be given. John LaMotte added that redeveloping the frontage would give the

Village the opportunity to push new buildings away from the street to get at least 15 feet for trees, planters and a pedestrian clear zone.

- Tom Nathan asked if the team had explored pedways or underpasses beneath the tracks as an idea. Scott Freres stated that the idea was explored, but it was determined to be very complicated due to the perception of underpasses being unsafe, existing underground utilities and cost, among other reasons. He added the team determined that strong development on the west side of Green Bay Road would be more effective in creating a draw to the other side.
- Jack Rosenberg inquired if the team had looked at traffic and noted that adding development or a parking deck would add more cars and change traffic patterns, potentially bringing more people to neighborhood streets. Tim Doron stated that even combining all the “max” concepts together, Wilmette’s streets still meet “standards” of service level D, which is considered an acceptable level.
- Stephen Leonard stated that the master plan needs to have flexibility to allow for different kinds of retail space and added that in his opinion, the retail space in Concept C will not be filled because it’s not flexible enough. Scott Freres noted that there is flexibility and ultimately the plan will allow them to develop parcels from which to create a “real” plan. He added that it does not have to look exactly like the master plan.
- Stephen Leonard asked if there was flexibility to bring in a 65,000 square foot retail building. John Adler stated that through this process, the Village will get a better idea about what kinds of retailers people want and whether that would be something that fits in Wilmette. Scott Freres added that it is about fundamentals—what the Committee wants to see—and the concepts are a gauge to see what is liked.

**Green Bay Road: Concept D**

- Scott Freres noted that the post office becomes part of the retail frontage in Concept D and points out the access from Green Bay Road to get into the site. He added that the parking deck would be lined with rowhomes or townhomes along Central and Park Avenues to hide it, while also creating a residential streetscape and allowing a central green space on the interior of the block.
- Charmain Borys Later stated that the green space is not inviting because of the cars lining the edges and the parking deck to the north. Elissa Morgante added that it matters how it is landscaped.

**Green Bay Road: Concept E**

- Scott Freres noted that this concept provides flexibility to have a bigger user, while adding a street through the middle. He added that it also has the civic campus idea and potentially a bigger meeting space. This concept also introduces a 15,000 square foot building on the northwest corner that shows what a CVS Pharmacy would look like for scale and massing purposes. He added that the idea is to keep 1-story buildings off the Ford block.
- Chuck Cook noted that CVS also might not work on that corner either from an urban design standpoint.

- Elissa Morgante stated that Concept D seems more tangible and realistic and not as homogenized. She added that the scale seems reasonable, the heights are better and the parking deck works well. She also added that the residential provides opportunities for a variety of people to live in Wilmette.
- Stephen Leonard stated that Wilmette needs density and height to invite developers and make the project financially feasible.
- Charmain Borys Later noted that 5-story buildings were approved previously, so it would not be a departure from previous thinking.

### **Green Bay Road: Concept F**

- Scott Freres described the Concept with the parking deck on the corner of Central and Park Avenues and the green space along Green Bay Road, instead of on the interior of the block.
- Elissa Morgante stated that she did not like this concept compared to others.
- Tom Nathan added that the parking deck on Park Avenue would be untenable to the residents across the street and that the deck seems too large.
- Stephen Leonard noted that this concept seems to have the least flexible retail space out of the ones presented.
- Elissa Morgante added that the retail becomes too important in this concept because of the way the buildings are set back from the street.

### **Green Bay Road: Concept G**

- Scott Freres pointed out that this concept explores smaller scale buildings along Green Bay Road with the taller residential buildings behind them.
- Elissa Morgante asked about the roofs of the buildings on Green Bay Road. Scott Freres stated that those could be “green roof” terraces. Tom Nathan noted that green roofs would make buildings more interesting and provide more green space.
- Charmain Borys Later stated that she did not feel this concept was as pedestrian friendly.
- Jack Rosenberg added that higher buildings along Green Bay Road work better from a scale and prominence standpoint.
- Tim Doron added that this concept was the highest traffic generator out of the group.

### **Green Bay Road: Concept H**

- Scott Freres described that this concept explores the scenario in which the proposed CVS on the Ford property actually gets built and how the site could be developed around it.

### **Village Hall Site: Concept A**

- Scott Freres described the first option for the Village Hall site is to create a better green space with potentially a playground, better seating, more open feel. He added that it would include the memorial, as well.

### **Village Hall Site: Concept B**

- Scott Freres noted that Concept B works under the scenario if Village Hall moved to another site and the area became a “Millennium Park” in the Village Center with underground parking.
- The Committee discussed the reality of this happening from a financial standpoint. John LaMotte added that the idea was explored because it was discussed repeatedly at focus groups, the workshop, open houses and interviews.

### **Village Hall Site: Concept C**

- Scott Freres described Concept C as a 5-story mixed-use building with a new drive cutting between Central and Wilmette Avenues and a new, improved green space at the intersection.
- Linda Goodman added that the retail for this concept would be a challenge because it doesn't face Green Bay Road, but its orientation could be conducive for a restaurant on the green.
- Charmain Borys Later stated that she did not feel this concept was as pedestrian friendly with the drive cutting through the site.

### **Village Hall Site: Concept D**

- Scott Freres noted that this concept shows a 2-story retail/office use on the park side and a residential building behind it.
- John Adler stated that an additional concept would be to keep Village Hall and wrap it with retail.
- Chuck Cook wondered if the team had looked at bringing retail to the corner of Wilmette and Central Avenues, which is something that is seen in Chicago often. Scott Freres stated that the idea was explored, but the team felt buildings on the corner blocked views and constrained the site.
- Elissa Morgante stated that her preference is to keep Village Hall, keep the access on the ramps, but flatten out the site and redesign the park. She added that this is the most realistic option.
- Jack Rosenberg added that bringing tables and chairs to the park would activate the space.
- Chairman Borys Later added that she preferred the green space as well.
- Jack Rosenberg said that the site could become a baseball field and become an ice rink in the winter. The Committee generally agreed with the idea of an ice rink for more winter use.

### **U.P./Chase Site**

- Tom Nathan asked how realistic showing development on the U.P. property is considering their unwillingness to engage in a dialogue.
- Scott Freres stated that it should not stop the Committee and Village from thinking big, even though what is shown needs to be realistic.

### **U.P./Chase Site: Concept A**

- John LaMotte described the concept as a 2-story retail/office building that anchors the corner of Central Avenue and 12<sup>th</sup> Street. He added that this concept



only touches the Chase property without getting into the Metra parking lot. Scott Freres added that this concept also shows the idea of adding a parking deck that is half up/half down adjacent to Lake Street to gain an additional 180 parking spaces.

- Scott Freres stated that the goal is to always keep Metra parking numbers at the same level as they are now, although they do not have to be in the same place. He added that Metra wants to get 125-130 cars to cover their projections for 2030.
- David Kralik described that Illinois Commerce Commission regulations dictate that no structures over 3 feet in height are permitted within 25 feet of the centerline of the nearest track and/or within 500 feet of an at grade crossing.

#### **U.P./Chase Site: Concept B**

- Scott Freres noted that Concept B removes the Chase building and adds a 6-story residential building and a retail user along a new drive between Central Avenue and 12<sup>th</sup> Street. John LaMotte added that Metra's parking lot would provide opportunities for shared parking at night if a restaurant located here.
- Tom Nathan noted that that location for a residential building works well because it's not overpowering.
- The Committee generally agrees that a building on the corner of Central and 12<sup>th</sup> Street would be a good way to close the gap at the corner.

#### **U.P./Chase Site: Concept C**

- Scott Freres noted that Concept C anchors the entire frontage of Wilmette Avenue and added that the parking deck in the concept is not efficient due to constraints of the ICC regulations. He also added that the concept shows 5- and 6- story buildings.
- Elissa Morgante inquired if townhomes would be an option in this location. Scott Freres stated that townhomes could be a part of the residential mix, but this concept explores a higher density since it is close to the station.
- Elissa Morgante stated that the buildings along the Wilmette Avenue frontage make sense, even if the Chase building stays since they hold the frontage and minimally affect parking.

#### **U.P./Chase Site: Concept D**

- Scott Freres notes that this concept takes it one step further with a mixed-use building along Central and the train tracks.
- Charmain Borys Later stated that she did not think residential units that close to the tracks are marketable. Scott Freres agreed that they would be difficult to sell.

#### **U.P./Chase Site: Concept E**

- John LaMotte described Concept E as increasing density and adding another residential building north of the train station. He added that this one creates a driveway that lines up with 13<sup>th</sup> Street and has a parking deck close to Lake Street. He added that the deck would have to be revised to not encroach within the train right-of-way.

- Charmain Borys Later stated that she felt this concept was separate unto itself and not cohesive with the rest of the Village Center. Tom Nathan noted that the building mass was too large.
- Elissa Morgante stated that this would be adding a lot of building if combined with redevelopment across Green Bay Road. Linda Goodman noted that if you add it all up, the square footages and residential units are not that much. She added that the key is there has to be a mix of residential options and products for a variety of potential residents of all ages and income levels.
- Charmain Borys Later both stated that Concept C works better and Concept E does not work with the rest of the Village Center.

### **ADDITIONAL CONCEPTS**

- Scott Freres stated that ultimately the goal will be to establish a plan that can be realistically done and looks at the economics of it getting built.
- Tom Nathan stated that looking at the concepts is a lot of information to process.
- Scott Freres described the concepts for the Imperial Motors block, noting the idea to reuse part of the Jaguar building for potential retail in each Concepts A and B, as well as the addition of a residential component and parking deck on Concept C.
- Scott Freres summarizes the concepts for the Green Bay Road site adjacent to Jewel. Charmain Borys Later stated that she likes retail on this block and does not like townhomes across from Jewel.

### **COMMITTEE DISCUSSION/PROCESS**

- Tom Nathan inquired how the Committee should give input before the community workshop.
- Generally, the Committee felt this would be too much information to present at a public meeting. Tom Nathan suggested that each Committee member give his/her opinion regarding which concepts to show.
- John Adler noted that public opinion is very important in order to have public support for the plan.
- John LaMotte agreed that the team should not show all of the concepts and noted that usually 3 or 4 would be shown for each site. He added that even if something might not be well liked, it is important to gauge the reaction of residents, property and business owners in discussions following a presentation and a range of ideas should be shown.
- Scott Freres stated that the team will narrow down the number of concepts based on feedback given tonight and send that back to the Committee.
- The Committee agreed that they should not be too vocal at the community workshop to allow for others to give opinions.

### MEETING NOTES

#### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #5)

July 22, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held July 6, 2010 at the Wilmette Village Hall.

<b>Steering Committee Members</b>	<b>Absent</b>	<b>Present</b>
Christopher Canning, Village President	X	
Charmain Borys Later		X
Charles Cook		X
Thomas Gordon	X	
Brendan Kelly	X	
Stephen Leonard		X
Daniel McCaffery	X	
Elissa Morgante		X
Thomas Nathan	X	
Jack Rosenberg		X
Randy Tieman	X	
<b>RTA Representatives</b>		
Nicole Nutter, RTA		X
David Kralik, Metra		X
Ryan Richter, Metra	X	
Tom Radak, Pace	X	
Adam Eichenberger, Pace	X	
<b>Village Staff</b>		
John Adler, Director of Community Development		X
Lucas Sivertsen, Business Development Planner		X
Lisa Roberts, Assist. Director of Community Development	X	
Erika Fabisch, Planner I		X
<b>Consultants</b>		
Scott Freres, The Lakota Group		X
John LaMotte, The Lakota Group	X	
Kevin Clark, The Lakota Group		X
Dominic Suardini, The Lakota Group		X
Brian Wirth, The Lakota Group	X	
Linda Goodman, Goodman Williams Group		X
Jonathan Dennis, Goodman Williams Group		X
Tim Doron, Gewalt Hamilton	X	
<b>Additional Participants</b>		

**CONSULTANT PRESENTATION/OVERVIEW**

- Scott Freres and Kevin Clark gave an overview of the Community Workshop/Email Comment Summary, describing the common themes discussed at the workshop regarding the concepts. Summary memos were handed out, as well as the three matrices with the preferred concepts highlighted for Committee discussion.
- Scott Freres described the goal of the night's meeting was to get direction and narrow the number of concepts to be analyzed from an economic standpoint.
- Scott Freres described 2 additional concepts for the Green Bay Road site that include 15,000 to 20,000 square foot floorplates for a potential specialty grocer. These concepts were developed as iterations to Concept C, as a request from the PAC, to show flexibility in the type and size of retailer that can locate on this block.

**COMMITTEE DISCUSSION OF PREFERRED CONCEPTS**

**Green Bay Road**

- The Committee engaged in a discussion about the Green Bay Road site, focusing primarily on Concepts C, C1, E, E1 and H.
- Stephen Leonard noted that Sunset Foods might be another option for the Green Bay Road block with a larger 50,000 square foot floorplate.
- Elissa Morgante asked if Sunset Foods would be interested in coming to Wilmette. Linda Goodman noted there is a lot of competition in the area, but they could be looking. Stephen Leonard added that he thinks they (Sunset Foods) want to be on Green Bay Road.
- Scott Freres added that Sunset Foods has been successful in other North Shore communities competing directly with other large grocery stores.
- Stephen Leonard stated that he thinks the team should test the idea and see how it fits on the block.
- John Adler noted that he has not heard community workshop participants express the desire to see a large big box in this location and this process should take that into account.
- Scott Freres added that the team can test the idea, but it needs to be vetted with the community to gauge reaction and get feedback.
- Charmain Borys Later asked if workshop participants discussed their desire for a grocery store. Scott Freres noted that many people mentioned Trader Joe's at the workshop and also added that it could be located on the Imperial Motors block as well.
- Linda Goodman stated that it is fine to have names of potential retailers while going through this process, but the Committee should avoid getting too focused on one specific retailer.
- Scott Freres noted that a larger box grocer or retailer could fit within the entire base of the parking deck in Concept E1, stressing that it needs to be integrated, not free-standing. The Committee agreed that it should not be free-standing and should fit within the redevelopment of the block.
- John Adler pointed out that a couple concepts show how a 15,000 square foot retailer can be located along Green Bay Road north of the Ford block. This could represent a pharmacy or small free-standing grocery store.



- The Committee discusses Concepts C and C1. The Committee agrees that the geometry and general layout from these concepts are preferred directions.
- Jack Rosenberg asked if an office building could replace Village Hall in the concepts, in case Village Hall does not move.
- Lucas Sivertsen asked if Stephen Leonard had any thoughts about the office market and added that the Village has heard there is a demand of office. Stephen Leonard stated that the office market is tough right now, but it seems like a reasonable suggestion to offer in a plan.
- Jack Rosenberg noted that the office cannot be too big would probably be filled with 2,000 to 3,000 square foot users. Linda Goodman added that a larger amount of office space as shown in a plan could be an amalgam of multiple smaller users.
- The Committee agreed that the parking deck along Central Avenue is a better location than along Park Avenue, due to proximity to Metra station and retail.
- The Committee discussed the idea of working in a pharmacy, such as CVS, into the geometry of Concept C or C1.
- John Adler stated that he wants to make sure the building “wraps” the intersection of Central and Green Bay, as shown in the Green Bay Road rendering in order to avoid the parking deck being too visible. The Committee agreed.
- Scott Freres asked the Committee about the scale and height of the buildings shown in the concept. The Committee agreed that 5-story buildings are appropriate in the locations shown.
- Elissa Morgante noted that Concept H is worth discussion because it does not show an office building on Park Avenue; townhomes work better across from the single-family homes; and the parking deck is closer to the Library. Chuck Cook added that the townhomes could be turned in order to get more light.
- Linda Goodman stated that Concept H, however, does not provide flexibility for larger retail users, as previously discussed.
- Jack Rosenberg noted that many on the Committee do not like the curb cut on Green Bay Road, as shown in Concept E/E1.
- Charmain Borys Later added that the parking deck is far from the Library, which is used by mothers with their children. She noted that some parking should be added closer to the Library.
- Scott Freres noted that the geometry of Concepts C and C1 allow for interchangeable pieces and flexibility. He added that the Team could use this direction, with iterations or variations of land use in different locations as a way of testing the economics of the block’s redevelopment. The Committee agreed with this approach.

### Village Hall Site

- The Committee discussed Concept B, which shows Village Hall adding another floor and renovating the first floor to bring retail frontage to both Central and Wilmette Avenues.
- Elissa Morgante stated that she thinks an office tenant would be more plausible and retail does not seem feasible.

- The Committee agreed that this Concept seemed unlikely and does not want to show this idea as an option.
- John Adler stated that another concept is to show the Village Hall being rebuilt to suit the Village's needs, while potentially adding retail and office space to maximize the value of the property. Stephen Leonard asked if Wilmette needs a new Village Hall.
- John Adler added that the Village Hall land has value and it's controlled by the Village, while the property on the north side of Central Avenue is controlled by another property owner, so the Village Hall site may offer the only way to extend the commercial presence on Central to the railroad tracks.
- Charmain Borys Later stated that she does not think Village Hall should be part of a new development.
- Elissa Morgante added that she does not think there is a need to have Village Hall in the triangle site if it is completely redeveloped.
- The Committee discussed the preferred options for the Village Hall site and agreed that Concept A and Concept D should be looked at from an economic standpoint.

### Chase/UP Site

- The Committee discussed the concepts for the Chase/UP Site, including the parking deck, retail and mix of uses.
- David Kralik stated that the parking deck on the Green Bay Road block seems more financially feasible than a one-up/one-down deck on the UP parking lot because there are more partners to contribute to its development.
- Elissa Morgante asked if Chase parking is taken away, as shown in Concept A, how it is replaced. Lucas Sivertsen noted that the Chase lot is not usually full.
- The Committee agreed that an incremental approach should be taken with this site, with the Team looking at the economics for Concepts A, B and C.
- Nicole Nutter added that the retail shown in all concepts should be consistent in order to compare apples to apples.
- Chuck Cook stated that he believes Concept C should have residential or office uses above the retail shown on the frontage of Central Avenue. Scott Freres noted that the Team will show these as mixed-use buildings.

### COMMITTEE DISCUSSION/PROCESS

- Scott Freres noted that the next Committee meeting is scheduled for July 28 and the Team will come back with some numbers to compare the concepts as discussed.

### MEETING NOTES

#### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #6)

September 24, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held July 28, 2010 at the Wilmette Village Hall.

	<u>Absent</u>	<u>Present</u>
<b>Steering Committee Members</b>		
Christopher Canning, Village President	X	
Charmain Borys Later		X
Charles Cook		X
Thomas Gordon	X	
Brendan Kelly	X	
Stephen Leonard		X
Daniel McCaffery	X	
Elissa Morgante		X
Thomas Nathan		X
Jack Rosenberg	X	
Randy Tieman		X
<b>RTA Representatives</b>		
Nicole Nutter, RTA		X
David Kralik, Metra		X
Ryan Richter, Metra	X	
Tom Radak, Pace	X	
Adam Eichenberger, Pace	X	
<b>Village Staff</b>		
John Adler, Director of Community Development		X
Lucas Sivertsen, Business Development Planner		X
Lisa Roberts, Assist. Director of Community Development	X	
Erika Fabisch, Planner I		X
<b>Consultants</b>		
Scott Freres, The Lakota Group	X	
John LaMotte, The Lakota Group		X
Kevin Clark, The Lakota Group		X
Dominic Suardini, The Lakota Group		X
Brian Wirth, The Lakota Group	X	
Linda Goodman, Goodman Williams Group		X
Jonathan Dennis, Goodman Williams Group		X
Sarah Wilson, Goodman Williams Group		X
<b>Additional Participants</b>		

**CONSULTANT PRESENTATION/DISCUSSION**

- Linda Goodman and Jonathan Dennis presented a summary of the economic analysis of the preferred plans for the 3 target sites: Green Bay Road Concepts C & C1, Village Hall Concepts A & F and UP/Chase Bank Concept C. It was noted that in every scenario the Village would have to participate in assisting any development with funding or providing a funding mechanism, such as tax incentives or TIF.
- The Committee discussed the Village Hall site and economics of building a new Village Hall. General consensus by the Committee was that they preferred the idea of improving the green space in front of the existing Village Hall, since demolishing and rebuilding a new facility would cost too much and, ultimately, does not seem feasible.
- Additional concepts for the Green Bay Road site were presented by the team and discussed by the Committee. These concepts included Concept C2 and C3. Concept C2 showed a mixed use building with 33,000 square feet of retail on the corner of Green Bay Road and Central Avenue and residential on the upper floors. Concept C3 showed a 60,000 square foot “supermarket” footprint on the first floor with residential on the upper floors.
- The Committee discussed the potential of grocery stores or supermarkets on the Green Bay Road site, as shown in the concepts. Steve Leonard stated that the plan needs to be flexible enough to allow large grocery stores since they would probably want to locate on Green Bay Road. John Adler noted that the larger floor plates and the potential of a large grocery store on this site do not match the community character of what was preferred at the workshops by residents. Kevin Clark added that the 60,000 square foot supermarket creates a traffic issue well beyond any of the concepts previously shown. The Committee generally agreed that due to community character issues and traffic, this site would not be the optimal location for a large grocery store or supermarket.
- Most felt that a smaller specialty grocer of 20,000 square feet, such as Trader Joes, would fit well as an option to the preferred Green Bay Road concept (as shown in Concept C1)

**COMMITTEE DISCUSSION OF PREFERRED CONCEPTS**

- Tom Nathan suggested that they narrow down the options to create an overall “preferred” plan for Community Workshop #3.
- The Committee discussed the idea of showing “alternates” to each preferred plan to maintain flexibility in the future and to allow for changes in the market. John LaMotte stated that this is often done in the Master Plan and that the team can present a preferred plan, but also show residents that the plan will provide for a variety of scenarios. He noted that the Green Bay Road site will have the flexibility to accommodate a variety of retailers at different sizes, as well as the potential for upper story office and Village Hall along Park Avenue.
- The Committee determined that the “preferred” concepts would include:
  - Green Bay Road Site
    - Concept C
    - Concept C1 as an alternate



Village Hall Site

- Concept A
- Concept F as an alternate

Chase/UP site

- Concept C

- John LaMotte noted that the concepts previously presented for the Imperial Motors and South Green Bay Road sites would also be shown in a “preferred” plan. He added that the team will weave the entire plan together and include streetscape and open space improvements and recommendations throughout the Village Center.

**COMMITTEE DISCUSSION/PROCESS**

- The Committee discussed potential dates and locations for the Community Workshop and it was determined that it would be held September 16 at 7:00 pm either at Village Hall or the Historical Museum.

## MEETING NOTES

### WILMETTE VILLAGE CENTER MASTER PLAN (Meeting #7)

October 4, 2010

Attached are draft meeting notes from the Planning Advisory Committee Meeting for the Wilmette Village Center Master Plan held September 30, 2010 at the Wilmette Village Hall.

	<u>Absent</u>	<u>Present</u>
<b>Steering Committee Members</b>		
Christopher Canning, Village President	X	
Charmain Borys Later		X
Charles Cook		X
Thomas Gordon	X	
Brendan Kelly	X	
Stephen Leonard		X
Daniel McCaffery	X	
Elissa Morgante		X
Thomas Nathan		X
Jack Rosenberg	X	
Randy Tieman		X
<b>RTA Representatives</b>		
Nicole Nutter, RTA		X
David Kralik, Metra	X	X
Ryan Richter, Metra		X
Tom Radak, Pace	X	
Adam Eichenberger, Pace	X	
<b>Village Staff</b>		
John Adler, Director of Community Development		X
Lucas Sivertsen, Business Development Planner		X
Lisa Roberts, Assist. Director of Community Development		X
Erika Fabisch, Planner I		X
<b>Consultants</b>		
Scott Freres, The Lakota Group		X
John LaMotte, The Lakota Group	X	
Kevin Clark, The Lakota Group		X
Dominic Suardini, The Lakota Group	X	
Brian Wirth, The Lakota Group	X	
Linda Goodman, Goodman Williams Group		X
Jonathan Dennis, Goodman Williams Group	X	
Sarah Wilson, Goodman Williams Group	X	
<b>Additional Participants</b>		

### **CONSULTANT PRESENTATION/DISCUSSION**

- Tom Nathan gave an introduction and summary of the planning process to date and thanked the Planning Advisory Committee for participating in the process and crafting a meaningful plan.
- Scott Freres summarized Community Workshop 3 and discussed the positive feedback received. He also went through an outline of the Master Plan report and noted that the sections will include discussion on the impacts of the market, transportation and zoning, as well as sections on urban design guidelines and strategies for implementation. Additionally, he noted the appendix will include previous concepts, meeting minutes and workshop/focus group summaries.
- Scott Freres stated that the next step includes a joint Village Board/Plan Commission presentation on Oct. 5. The team will describe the Preferred Master Plan with alternates, talk about the design guidelines and potential implementation, including zoning recommendations for revising the existing zoning to allow for the Master Plan to be implemented.
- Kevin Clark gave a synopsis of the Preferred Master Plan, including building heights, open space improvements and ideas for streetscape enhancements. Scott Freres noted the total amounts of square footage for commercial, office and residential space included on the plan. It was noted that “net” amounts of square footage might be useful to have for the VB/PC meeting in case the question arises.

### **COMMITTEE DISCUSSION OF CONCEPTS**

- Randy Tieman asked how the plan for the Chase/UP site would be phased. He added that it seems appropriate to show at least one plan, as an alternate, that keeps the Chase building. Scott Freres agreed that this would be good to show and added that the preferred plan becomes feasible with the addition of structured parking. He added that the Chase owner was at the workshop and it was discussed that showing smaller commercial fronting Central Avenue seems feasible, mainly if Chase Bank can find a new place to locate in the Village Center. Linda Goodman added that Chase ultimately could be a tenant in new commercial space shown in the concept along Central Avenue closest to the tracks.
- John Adler stated that the Village had met with Union Pacific representatives in a very positive meeting. He added that the Village intends to follow up with them to look at potentially acquiring property as part of implementing this portion of the Master Plan.
- Elissa Morgante asked about the implementing the streetscape improvements shown on the plan, especially on Wilmette and Central Avenues. Scott Freres noted that those ideas are meant to enhance the part of the Village Center in which the existing buildings are primarily in good condition and recognized by most as the core of the Village. The streetscape improvements are meant to create a district and respond to the Wilmette Theatre's plans to improve their property.

- John Adler stated that the Village would probably be the ones to initiate any downtown streetscape projects using an SSA or TIF, although it could be partially financed through funds provided by a developer. Stephen Leonard added that often money from developers is used for public improvements such as streetscapes or open space.
- Scott Freres stated that in the planning process the team attempted to reach out of all “zones” of Wilmette, but feedback was received mostly by people living in the east or south.
- Randy Tieman asked if there were an item that could be done immediately that would make an impact, what would it be. Scott Freres noted that first the zoning changes need to happen to set the stage for future development. He added that physically, streetscapes and open spaces are often the first items that people point to for making immediate impacts, but he thought going through a marketing/branding process would be very beneficial for Wilmette.
- Linda Goodman added that improving the green space outside of Village Hall could be a very positive improvement. Additionally, it should be a priority to assemble properties in the block between Green Bay/Wilmette/Central and Park, as well as establishing some kind of financing mechanism such as a TIF.
- The Committee discussed the parking deck and how it gets paid for/implemented. Scott Freres stated that there would be partners in building a parking deck, including the Village, developer(s) and Metra. He added that it would need further study and ultimately a deck would need a parking management plan for its use and funding.
- Stephen Leonard stated that in order for the plan to be successful, the Village needs a catalyst or activity generator that provides a reason for people to come to the Village Center. Linda Goodman noted that you need both big and small items for the Village Center to improve and build momentum. She added that new restaurants can really attract people. John Adler noted that they have had new restaurants opening, which has been very positive.
- Tom Nathan stated that the Village should have higher maintenance standards for landlords. Linda Goodman stated that the Downtown Business Association needs to become stronger, which would help with maintenance; there would be more self-policing. She added that this can be part of the recommendations in the Master Plan.
- Scott Freres added that bringing new retail often causes others to reevaluate and want to improve physical conditions and their property.
- Stephen Leonard stated that the plan needs to be flexible to allow new development or redevelopment to occur. Scott Freres noted that changing the zoning should allow for a more flexible, yet predictable development process. He added that the plan will provide zoning recommendations to pass on to the Village’s zoning consultant to institute. He also added that ultimately, there will have to be deliberation at the Plan Commission level to make sure heights are where they should be.
- Tom Nathan stated that at the community workshops he has heard that height is fine as long as it is sensitive to the surroundings and the plans reflect that.

### **COMMITTEE DISCUSSION/PROCESS**

- The Committee discussed the next step of bringing the Preferred Master Plan to the Village Board/Plan Commission the following week, followed by a draft Master Plan report, including design guidelines and implementation strategies in the coming weeks.



# Appendix F: Workshop Summaries

## Community Workshop #2 Summary



Planning  
Urban Design  
Landscape Architecture  
Community Relations

### MEMO

July 1, 2010

**TO:** Wilmette Village Center Planning Advisory Committee  
**FR:** Scott Freres and Kevin Clark, Lakota  
**RE:** Workshop #2 Summary – Breakout Tables & Email Comments

The following are simple summaries from each of the breakout tables from the June 10 Community Workshop held at the Wilmette Historical Museum. Comments were recorded at the workshop as each table reported back to the overall group at the end of the evening presentation. Additionally, the notes from each table's "recorder" were collected where possible, and these notes have been used to clarify and supplement each table's comments. General consensus items relating to preferred site concepts have been collected and summarized below along with any additional comments and input for each table.

Additionally, write-in comments and e-mails from the project website have been included from both the public and PAC members following the Community Workshop summary. The attached Concept Plan Matrix identifies the concepts noted below.

#### Table 1 Comments

##### West Green Bay Road Site

###### Preferred Concept(s): Concepts C & E

###### Civic:

- Prefer concepts that show outdoor civic space near Park Avenue close to Library
- Civic campus is desirable...it was agreed that Village Hall should be part of the Downtown
- Some participants liked the idea of moving Village Hall to the west, some did not feel it was viable or necessary

###### Parking:

- Parking (both surface and deck) should be located central to block

###### Open Space:

- Participants felt the Village could leverage quality green space from any developer in exchange for a site plan that is favorable to the community

###### Other Comments:

- "Requiring mixed-use makes a project less likely to happen"...more complicated

**Village Hall Site**

**Preferred Concept(s): Concepts B & D**

**Retail:**

- ❑ Retail and restaurants at street level are desirable in this location
- ❑ New commercial in preferred concepts creates vibrant shopping streets...streets become "two-sided" with retail frontages lining sidewalks

**Open Space:**

- ❑ Corner park is important to Downtown and must be retained
- ❑ Wide sidewalks are desirable for streetscape improvements, outdoor cafes

**Chase/UP Site**

**Preferred Concept(s): Concept C**

**Retail:**

- ❑ "Most important is to create retail along Central as shown in Concept C" creating a two-sided shopping street and closing the retail gap

**Open Space:**

- ❑ Maintain the Farmer's Market...could close off Central temporarily to use the street

**Other Comments:**

- ❑ The replacement of Chase is desirable, but not likely to happen without the density levels shown
- ❑ Some felt 6 stories is too high and more difficult because of the need for additional parking

**Table 2 Comments**

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**West Green Bay Road Site**

**Preferred Concept(s): Concepts C, E & E1**

**Civic:**

- ❑ Not sure if moving Village Hall is feasible, but like the location West of Green Bay, especially in Concept C

**Open Space:**

- ❑ Regardless of development west of Green Bay Road, the sidewalk and streetscape needs to have the right "feel" and character
- ❑ Participants like the idea of event space or open space on this block

### Parking:

- ❑ Prefer parking decks to be closer to the train station, such as in Concepts E & E1

### Other Comments:

- ❑ 5-story buildings on Green Bay Road frontage works as long as height is closer to the street and building has step backs and detail

### **Village Hall Site**

#### Preferred Concept(s): Concepts A, B & D

### Open Space:

- ❑ The open space on this site is very important...but needs to be made usable with a better design, regardless of which concept is preferred

### Parking:

- ❑ Below-ground parking access points are very important in any Concept D, in which Village Hall is replaced by a mixed-use building

### Other Comments:

- ❑ Participants felt this would be the best place for taller buildings due to the location away from other residential adjacent to Village Center
- ❑ Base of building façade along Green Bay Road/train tracks must not be a tall blank wall and should have appropriate architecture and detail

### **Chase/UP Site**

#### Preferred Concept(s): Concepts C & D

### General Comments:

- ❑ 5-story buildings can work on this site, but "must be done right" with step backs, architectural details and ample streetscape amenities
- ❑ Some questioned the marketability of condos or apartments adjacent to the tracks, while others noted taller buildings in this location do not affect other areas of Village Center
- ❑ 6-story buildings feel too big across the board for this site in particular

### **Table 3 Comments**

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#### **West Green Bay Road Site**

#### Preferred Concept(s): Concepts C, E & E1

### Retail:

- ❑ Participants did not want a free-standing CVS development

**Residential:**

- ❑ Plan should strike a balance and not bring in too much density

**Civic:**

- ❑ Civic campus would be good in this location...current Village Hall location not essential to doing business and could be relocated

**Parking:**

- ❑ Parking decks should be detailed with good architecture and “not look like what they are”... “Highland Park’s deck is great...ours must fit”
- ❑ Parking decks on west side of Green Bay Road work well for commuters since distance is close

**Open Space:**

- ❑ Green Bay Road street and streetscape improvements should be done first, including:
  - Safer crossings
  - Potentially add island/median refuge in center of street at train station
  - Bridging the gap physically for east and west sides of Village Center
  - Outdoor cafes
  - New trees and landscaping

**Other Comments:**

- ❑ Goals should be strengthen tax base, create a mix of uses and include more affordable housing options
- ❑ New development must frame Green Bay Road, but should not overshadow single-family homes along Park...keep height close to frontage
- ❑ “Plan must sell itself”...holistic vision and attention to relationships and detail will make this a benefit to the Village Center
- ❑ Overall plan needs a timeline and strategies for implementation

**Village Hall Site**

**Preferred Concept(s): N/A**

**Other Comments:**

- ❑ No comments

**Chase/UP Site**

**Preferred Concept(s): N/A**

**Other Comments:**

- ❑ No comments



### Email/Website Comments

#### **West Green Bay Road Site**

##### Preferred Concept(s): Concepts C, E & E1

##### Retail:

- ❑ Retail areas should be flexible in size to accommodate a variety of potential users
- ❑ Would like to see a large floorplate retailer tested on this site that could accommodate a specialty grocer
- ❑ Fundamentally against a CVS, but realize others may want it
- ❑ The development of this block will be driven by retailers
- ❑ Consider wrapping retail around Wilmette Avenue to help strengthen retail across the street, such as Millen's Hardware

##### Residential:

- ❑ Residential space in Concept C could be attractive and potentially affordable
- ❑ Townhome units lining parking deck are "tough units" to design with little daylight (such as shown in Concept D)

##### Civic:

- ❑ Village Hall is unlikely to move to this block
- ❑ "Village Hall with entrance off Park is best because it relates to the West entrance of the Library and its position more strongly links the Library and Post Office as a civic campus"
- ❑ Village Hall on Wilmette Avenue, as shown in some concepts, is "far less desirable...feels less civic"
- ❑ In Concept E1, there is "no advantage to moving the Post Office...people like its location and character"

##### Parking:

- ❑ "Parking deck location is best proximity and visibility (in Concept C)" and would be a strong link to the train station
- ❑ A three-story parking deck west of Green Bay seems high...2 stories would be better

##### Green Space:

- ❑ In Concept C, "the common center green space could be used for civic functions without impact on surrounding traffic (no need to close streets)"

##### Traffic/Access:

- ❑ If a curb cut must be on Green Bay Road, consider a right-in/right-out for safety
- ❑ Do not like another vehicular link to Green Bay Road, such as in Concepts E & E1

##### Other Comments:

- ❑ Concept C is "sensitive to the neighborhood" and Village Center could be "an attractive, green and user-friendly" facility
- ❑ Many uncontrolled parts to Concept C and Village Hall moving is probably not realistic, but "love the opening along Green Bay Road and the village square inside"

- ❑ “I like Concept E1, excluding Village Hall in this location, but would like to see it integrate a larger supermarket floorplate”
- ❑ Need to be realistic about what sites are going to be readily available, but must also look at the big picture
- ❑ Do not like long expanse of walls, such as in Concept D...needs to have access and permeability
- ❑ 5 and 6-story buildings might “detract from the comfortable feel of the place”... 3 or 4-story buildings would be better

**Village Hall Site**

**Preferred Concept(s): Concepts A & C**

**Retail:**

- ❑ Concept C makes “more sense in the big picture with retail being added across Central”
- ❑ Moving Village Hall frees up that property for development that will “anchor the downtown area”... “the Village Center needs more retail mass to draw shoppers”

**Other Comments:**

- ❑ In the short-term, the Village Hall Site needs “creative, inexpensive enhancements such as food/beverage vendors and improved gathering areas”... in the long-term, move Village Hall to West Green Bay Road site
- ❑ Like the idea of incorporating the memorial wall into a retaining wall and making the site flat
- ❑ Buildings seem to tall for this location...4-stories would be better for entire footprint with 1<sup>st</sup> floor retail and 2<sup>nd</sup>-4<sup>th</sup> residential (or office)

**Chase/UP Site**

**Preferred Concept(s): Concepts C**

**Retail:**

- ❑ Concept C offers best retail, although Concepts A and B are good as well...should maximize retail frontage on Central and provide link to shops west of Green Bay Road

**Residential:**

- ❑ Do not prefer residential building adjacent to tracks flanking the station in Concept D

**Other Comments:**

- ❑ “Prefer Concept C, but could see some duplexes or townhouses” on this site
- ❑ Should make provisions to integrate bus shelter/stop better
- ❑ 5 and 6-story buildings seem to tall for this location

### **Imperial Motors Site**

#### **Preferred Concept(s): Concepts A & B**

#### **Retail:**

- ❑ Concept B potentially could be reconfigured to show “a large retailer, a high end grocery on the east side with residential (townhouses) on the west/north and parking in the center”

#### **Other Comments:**

- ❑ Concept A is good but “would prefer 3 to 4-story buildings in these locations”
- ❑ Concept C is “actually quite logical and could make the next block south even nicer as a municipal and retail campus”
- ❑ Reconfiguring the Starbucks parking lot would improve the look and safety of that intersection

### **Green Bay Road South**

#### **Preferred Concept(s): Concepts B**

#### **General Comments:**

- ❑ This site could be a potential site for a large retailer, but the residential component works well...the Village needs townhomes

### **General Comments**

#### **Open Space/Urban Design:**

- ❑ Village needs a number of good sitting/gathering areas throughout, wide, green walks on Green Bay Road (as shown in the rendering) and consistent architectural theme
- ❑ “Like the emphasis on pockets of green space and gathering areas and improving walkability and bike-ability across Green Bay Road with paver areas”
- ❑ All plans need to address handicap access, and in particular, handicap parking...crossings at the train tracks are very difficult for persons in wheel chairs, scooters or walkers due to slopes
- ❑ Like how concepts show parking areas tucked behind buildings, so the area is more pedestrian friendly and visually appealing
- ❑ The pedestrian island/median across from the train station would greatly increase pedestrian safety
- ❑ “Multi-level and underground parking should be used whenever possible to minimize vast parking lots”

#### **Buildings and Scale:**

- ❑ New mixed-use as shown in the concepts would be a big improvement to the Village Center
- ❑ Buildings lining Green Bay Road with awnings and detail, as shown in the sketch looks very inviting and would slow traffic and increase the pedestrian feel of the street

- ❑ 5-story buildings could work with the character of Wilmette, but must step back upper floors to provide terraces and roof gardens
- ❑ Need to incentivize Green Bay Road corridor business owners to relocate within a new development in order for new development to occur
- ❑ The Chase Bank building “is a blight on the Village” and should be redeveloped
- ❑ The Village should have a multi-level parking deck to support the train and share for shoppers

**Other Comments:**

- ❑ Some part of a final plan should be immediately implemented, even if it is a small portion... “make a statement NOW”



### Community Workshop #3 Summary



Planning  
Urban Design  
Landscape Architecture  
Community Relations

## MEMO

September 27, 2010

**TO:** Wilmette Village Center Planning Advisory Committee  
**FR:** Scott Freres and Kevin Clark, Lakota  
**RE:** **Workshop #3 Summary – Breakout Tables**

The following are simple summaries from each of the breakout tables from the September 16 Community Workshop held at the Village Hall. Comments were recorded at the workshop and each table reported back to the overall group at the end of the evening presentation. Additionally, the notes from each table's "recorder" were collected where possible, and these notes have been used to clarify and supplement each table's comments. General consensus items relating to preferred site concepts have been collected and summarized below along with any additional comments and input for each table.

Additionally, write-in comments and e-mails from the project website have been included for those that could not make it to the Workshop.

### Table 1 Comments

#### Green Bay Road Site

- ❑ Most participants liked the idea of creating a civic campus on this block with the Village Hall being located between the Library and Post Office.
- ❑ Many expressed interest in seeing a "boutique" grocery store, such as Trader Joe's as part of a mixed-use development somewhere along Green Bay, as shown in the "alternate" concept for this block.
- ❑ Semi-trailer access to loading and service areas for retail was a concern for many as it related to the "preferred concept." It was discussed that open spaces and landscaping should be careful not to impede deliveries, etc.
- ❑ Some noted that an overhead pedestrian/bicycle bridge should be built connecting the Green Bay Road site to the Village Hall site.
- ❑ It was noted that parking for elderly and families with children needs to be accessible to the Library. Participants liked that diagonal surface parking was kept adjacent to the Library and Post Office in the preferred plan concept.
- ❑ Some residents thought that 5 stories was too tall for this site because it would block the view of the Village Hall site and noted that 3 stories would be a better scale.

#### Village Hall Site

- ❑ A few participants suggested that the Village Hall site could be a location for density and noted that the placement of buildings on the site did not seem efficient in the alternate concept (Concept F).

- ❑ The idea of upgrading and rehabilitating the green space in front of Village Hall in the preferred concept was well received.

**Chase/UP Site**

- ❑ Some participants thought that 5 stories was too high and preferred 3 story buildings.
- ❑ Generally, participants were indifferent to the 2 retail buildings fronting Central Avenue in the preferred concept.

**Imperial Motors Block**

- ❑ A contingent of residents felt this block would be ideal for denser, multi-family housing, including residential towers up to 10 stories, underground parking and additional green space.
- ❑ Replacing the small parking lot in front of Starbucks with a pocket park was well received by participants.

**Green Bay Road South Block**

- ❑ No specific comments

**Streetscape/Open Space Improvements**

- ❑ Participants liked the idea of a mid-block crossing with a pedestrian refuge along Green Bay Road, but suggested that it be extended further.
- ❑ Terraced stone walls and landscaping along Green Bay Road were seen as positive upgrades to the character of this corridor.

**Table 2 Comments**

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**West Green Bay Road Site**

- ❑ Most participants felt the 5 story buildings fronting Green Bay Road shown in the concepts were appropriate, but noted that they must be high-quality buildings with ample room for sidewalks and new streetscapes.
- ❑ Residents noted that they wanted multi-family options in Wilmette, since there currently are very few. Generally, participants stated they would like to stay in Wilmette as they get older and having multi-family options would be beneficial.
- ❑ Participants agreed that it is important to focus on Green Bay Road and wanted to see mixed-use buildings, density and new commercial fill in the vacancies along the corridor.
- ❑ The parking deck location was seen as something that can benefit commuters, new retail, the Library and the Post Office. It was discussed that any new deck should be high-quality architecture to match any new development. They felt it was respectful to place it along Central Avenue as opposed to Park Avenue (as shown in the previous study).
- ❑ Residents thought the idea of a large new public open space as shown in the preferred plan would be welcome addition to the Village Center and could host a number of festivals and markets.

### **Village Hall Site**

- ❑ Some participants felt that Village Hall has become less of a destination over time and will not be a traffic generator in the future, as people use online services. This site was seen as a potential redevelopment opportunity along the lines of the “alternate” concept.
- ❑ The idea of improving the plaza/park space at the corner of Wilmette and Central Avenues was seen as a great short-term solution if Village Hall was not going to move.
- ❑ The idea of adding retail to Wilmette and Central Avenues was seen as a positive if redevelopment ever occurred on this site.

### **Chase/UP Site**

- ❑ Participants felt that “closing the gap” of retail frontage along Central Avenue would be a significant improvement to the existing conditions.
- ❑ Some residents felt 5 story buildings would work on this site, while others did not think the scale was a good fit for the Village Center because of the height and amount of density it would bring.
- ❑ There were concerns about the traffic issues at the 12<sup>th</sup> Street/Lake Street intersection that might occur with the additional residential being located in this area. It was noted that this intersection already has difficult turning movements at times.
- ❑ Participants discussed “finding the economic balance for development scale” and stated that new development has to be at a large enough scale for a developer to take on the project.

### **Imperial Motors Block**

- ❑ Generally, participants felt that this block would also be a key to redeveloping the Village Center with a focus on buildings fronting Green Bay and hiding parking in the rear, in buildings or underground. 5-story buildings well received as long as they did not get too close to the back of the site, near existing residential.

### **Green Bay Road South Block**

- ❑ No specific comments

### **Streetscape/Open Space Improvements**

- ❑ Participants thought the streetscape improvements shown for Green Bay Road were greatly needed and in character with Wilmette.
- ❑ It was noted that crossings at Green Bay will always be difficult, even with a pedestrian refuge and new pavers or striping. However, it was also noted that these improvements would not hurt and could slow down traffic a little. Participants did not feel an above grade bridge would be used and did not think it was feasible, financially or physically.
- ❑ One participant also noted that the light standard used for Green Bay Road streetscape improvements should match the original 1926 post design.

### **Other Comments**

- ❑ It was pointed out that the building on the corner of Green Bay Road and Wilmette Avenue (southwest side) should be rehabilitated since it was once a great architectural focal point and has since been manipulated from its original design.

**Table 3 Comments**

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**West Green Bay Road Site**

- ❑ Participants discussed the idea of an overpass or bridge for pedestrians crossing Green Bay Road and the train tracks.
- ❑ Generally, residents felt the preferred plan showed a good balance between new buildings fronting the street and “filling in the gap,” while also balancing parking needs for a variety of users and providing sufficient open space.
- ❑ It was noted that surface parking needs to be maximized in the central area of the preferred plan, as well as kept as safe as possible for the number of users and children that will be crossing the driveways.
- ❑ Parking at the Library was seen as a very important element to maintain.
- ❑ Participants noted that emergency access and loading vehicles should be provided for in any redevelopment of this block.
- ❑ The parking deck was seen as a good idea, but residents wanted to make sure that Post Office vehicles would have spaces reserved in the structure.

**Village Hall Site**

- ❑ It was discussed that the improvements shown for the park/plaza in front of Village Hall are needed because this is the focal point of the Village Center.

**Chase/UP Site**

- ❑ No specific comments

**Imperial Motors Block**

- ❑ No specific comments

**Green Bay Road South Block**

- ❑ No specific comments

**Streetscape/Open Space Improvements**

- ❑ Participants discussed the need to make sure loading vehicles are accounted for in front of any new development along Green Bay Road for retail/commercial uses on the first floors.

**Table 4 Comments**

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**West Green Bay Road Site**

- ❑ Participants liked the massing and density shown in this plan and felt it was a key block to be redeveloped in order to improve the Village Center. They generally liked the idea of providing a presence along Green Bay Road.
- ❑ The central open space was well received, although it was noted by one participant that Library parking must be maintained as it is since it is so heavily used.



### **Village Hall Site**

- ❑ The preferred concept of improving the green space was seen as a project that could happen immediately regardless of long-term development plans.
- ❑ Some residents thought the buildings shown on the alternate concept should be located closer to the Wilmette/Central Avenue intersection with the park space in the back along the tracks. Most felt that this site would be a great opportunity to provide multi-family housing if the Village Hall ever moved.

### **Chase/UP Site**

- ❑ The plan was seen as very feasible as long as the Chase Bank on the existing first floor still had a place to operate. It was discussed that new retail at the base of the residential building or along Central Avenue could potentially be a place for Chase to relocate.
- ❑ The massing and density shown in the preferred plan was seen as a positive for Wilmette's future.

### **Imperial Motors Block**

- ❑ No specific comments

### **Green Bay Road South Block**

- ❑ No specific comments

### **Streetscape/Open Space Improvements**

- ❑ No specific comments

### **Email Comments**

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#### **General**

- ❑ Want to make sure that historical buildings remain and the charm of Wilmette is not lost with new development.
- ❑ A couple of elements that need to be maintained with new development are the mural in the Post Office and the Veterans' Memorial in the park by the Village Hall.
- ❑ A respondent noted that a restaurant that would attract both old and young would be a valuable addition to the Village Center.
- ❑ It was noted that a parking deck on Park Avenue would be a disservice to the neighbors in this area, but a parking deck off Central Avenue, as shown in the preferred plan, would make much more sense.
- ❑ Any plans with additional green space and new street trees are very favorable.

## Appendix G: Stakeholder List

The following is a list of stakeholders that were contacted to participate in focus group sessions or individual interviews early in the planning process.

Name	Type	Company
John Adler	Director of Community Development	Village of Wilmette
Lucas Sivertsen	Business Development Planner	Village of Wilmette
Tim Frenzer	Village Manager	Village of Wilmette
Genevieve Atwood	Loyola Academy	Loyola Academy
Kathleen Gargano	Assistant Village Manager	Village of Wilmette
Brigitte Mayerhofer	Director of Engineering	Village of Wilmette
Rux Currin	Resident and Real Estate Executive	Mesirow Financial Real Estate, Inc.
Walter Sobel	Resident	
David or Carole Dibo	Property Owner, Theatre Owner	
Mike Donnelly	Banker/Formal Chamber Pres.	North Shore Community Bank
Tom D'Alessandro	Mixed Use Developer, Resident	McShane Development
Wayne Caplan	Commercial Broker, Resident	Sperry Van Ness
Rob Garrison	Business Owner, Resident	The Noodle and Depot Nuevo restaurants
Patrick McFadden	Business Owner, new Chamber Pres.	The Big Picture (Home Theatre)
Ellen Clark	Library Director	
Cinda Axley	Library Board President	
Diana Andrews	Post Office - Officer in Charge	
Allen Aron	Commercial Property Owner/Business Owner	Imperial Motors
David Stone	Commercial Property Owner/Broker	Owner of Stone Real Estate
Art or Lee Karas	Commercial Property Owner	
Mitch Miller	Commercial Property Owner	
Gerry Hedlund	Commercial Property Owner	Hedlund Marine building
Carolyn Dellutri	Resident	
Gus Giokoumis	Commercial Property Owner	Keonig and Strey building at 601 GBR
Michael Banks	Commercial Property Owner/Business Owner	West End Antiques
John Korzak	Commercial Property Owner/Business Owner	Mid-Central Printing building
Jim Harrel	Commercial Property Owner	Union Pacific
Mike Basil	Village Trustee	
Cameron Krueger	Village Trustee	
Ted McKenna	Village Trustee	
Karen Spillers	Village Trustee	
Alan Swanson	Village Trustee	
Mari Terman	Village Trustee	
Scott Goldstein	Plan Commission	
Rich Deleo	Plan Commission	
Susan Friedman	Plan Commission	
Ron Grossman	Plan Commission	
Gary Kohn	Plan Commission	
Robert Spriggs	Plan Commission	
Reinhard Schneider	Business Development Advisory Group	Bank of America
Rich Lytle	Historic Preservation Commission	
Ray Pruchnicki	Historic Preservation Commission	
Greg Braun	Housing Commission	
Jane Hornstein	Housing Commission	
Pat Meara	Energy and Environmental Commission	
Karen Glennemair	Energy and Environmental Commission	
William Bradford	Appearance Review Commission	
Tim Sheridan	Appearance Review Commission	
Tim Perry	Bicycle Task Force	
Beth Drucker	Bicycle Task Force	
Al Maslov	HOA President of Optima Building	
Thomas Grisamore	Executive Director	Wilmette Park District
Dr. Linda Yonke	Superintendent	New Trier High School District #203
Dr. Ray Lechner	Superintendent	Wilmette School District #39
Eric Duray	External Affairs Manager	Com Ed
Brian Izen	Branch Manager	Chase Bank, 1200 Central
Tony Cash	Business Owner	Metra Train Station Coffee vendor
Al Versino	Business Owner	Wilmette Bike Shop
Vince McBrien	Former PC Chair	
Les Pollock	Camiros	Camiros
Tom Neiman	Resident/Business	
Dan Margurite	Business Owner	Backyard Barbeque
Carrie Costello	Business	deGiulio kitchen design
Margie Stock	Resident	
Eric Smoot	Business Owner	
Silviu Gansca	Business	
Frank or Trish Capitaninni	Residential Brokers	
Kathy Dodd	Resident, BDAG members	
Dan Marguerite	Business Owner	Backyard Barbeque
Mick deGiulio	Business Owner	deGiulio kitchen design
Jim O'Brien	Resident	

## Appendix H: Interview Questions

**LAKOTA**

GOODMAN WILLIAMS  
GROUP  
REAL ESTATE RESEARCH

GEWALT HAMILTON  
ASSOCIATES, INC.

**duncan** associates

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### Wilmette Village Center Master Plan Stakeholder Questions

Your Name \_\_\_\_\_

Please send back to: Lucas Sivertsen at Village Hall or email to [sivertsen@wilmette.com](mailto:sivertsen@wilmette.com)

#### Questions about the interviewee:

Do you live and/or work in the Village Center? Where?

If a resident, how long have you lived in Wilmette?

Which part of Wilmette do you live in (If not elementary school district, then define geography)?

Do you have children under the age of 18 living at home?

#### Use of, and recommendations for, the Village Center

What do you feel are the Village Center's strengths?

What do you feel are the Village Center's weaknesses?

Do you take the train? How often and for what purpose? How do you get to the station?

Name the top three places in the Village Center that you and/or your family frequent (day or night)?

Name any uses or businesses you would like to see in the Village Center that are currently lacking?

What activities are there for kids in Wilmette? Are there any other places or activities you would like to see in the Village Center for kids?

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What other suburban downtowns do you enjoy spending time in? What characteristics of that town would you like Wilmette Village Center to have?

Do you feel the Village Center is easy to get around by car? Bike? Walking?

**General impressions about Wilmette**

How would you describe Wilmette to someone who hasn't been there?

What do you feel are Wilmette's strengths?

In your opinion, what are the landmarks or features that make Wilmette unique?

What are Wilmette's weaknesses? What would you like to see Wilmette improve upon?

Do you feel Wilmette is an attractive place aesthetically? What would you do to enhance its character?

Do you feel Wilmette has a strong entrance or presence by car? By train?

**For business owner**

Name and description of business

Trade area?

Trends in recent years?

Outlook for near term? Longer-term?

Additional types of establishments you would like to see in Village Center?